

HAWKE RIDGE BUSINESS PARK

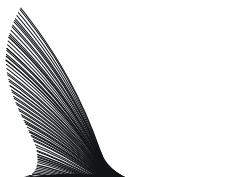
Appendix 10.3 Visualisation Methodology

EIA Chapter 10: Landscape and Visual
Amenity

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GREENHALGH

Landscape Architecture



Purpose

The purpose of the viewpoint visualisations is to accurately and objectively demonstrate the proposed development in-situ, using standardised, best practice recommendations. This is to aid and facilitate in the planning and decision-making process.

The following information is true, and has been prepared and provided in accordance with the current professional guidelines*

The camera/viewpoint locations were identified by Greenhalgh Landscape Architecture Ltd.

The following visualisations are based on 2D & 3D drawings produced by Greenhalgh Landscape Architecture, Pegasus and Angus Meek which verify the proposal and the selected viewpoints.

Site visit, photography & equipment

All photography was captured using a Nikon D750 with a 50mm lens (AF-S NIKKOR 50mm f/1.4G). A Manfrotto 055 tripod with integral 3-dimensional pan and tilt head was set and levelled to achieve a height to the centre of the lens of 1.65m above ground.

Modelling & visualisation production process

An accurate geo-referenced 3D model was created by precisely combining the information provided by the consultants, as mentioned above, into one universal 3D model.

The provided viewpoint photograph coordinates were inputted into the 3D model space using the OS British National Grid system. Virtual ‘cameras’ were then created and aligned to these coordinates, replicating the position, focal length/field of view and elevation of the original viewpoint photographs.

Common reference points were then added to the model. These reference points locate elements that can be seen in the view such as; existing building corners, roof apexes, landform, mature trees and lampposts. This method was used to aid in aligning the model to the real image and allowed to further increase the accuracy of the proposal’s scale and position.

Final material finishes and textures were applied using ‘D5’ rendering software. This rendering system also incorporates realistic lighting, by matching the same date, time of day and weather conditions as the viewpoint photographs. Also, the resolution of the rendered image was matched to that of the viewpoint photographs, to allow for direct overlay, without further size adjustment.

At postproduction stage, Photoshop software was used to allow for fine tuning of the integration of the proposed rendered image into the viewpoint photograph. This was where masking of the proposal, by existing obscuring features (like foreground vegetation and buildings) occurred.

Reproduction

A series of Type 3 (fully rendered) visualisations have been prepared.

Type 3 visualisations have been prepared to represent appearance, context, form and extent of development. They are provided in Appendix 10.1 of the ES as panoramas at a width to allow a sufficient extent of the existing and proposed elements to be experienced, and at a scale to suit the A3 format which allows easy and direct comparison between existing views and the visualisations.

The viewpoints are presented on a viewpoint location plan and each viewpoint is supplied with requisite metadata.

**Landscape Institute TGN-06-19 Visual Representation of Development Proposals*

1.0	For all photography	Responses
1.1	Make and model of camera, and its sensor format (assumed 35mm FFS)	Nikon D750, Full Frame Sensor (35.9 x 24.0 mm).
1.2	If panoramas used: make and type of panoramic head and equipment used to level head	Manfrotto 055 tripod with integral 3-dimensional pan and tilt head.
1.3	Method to establish the camera location (eg handheld GPS/GNSS, GPS/RTK GPS, survey point, visual reference)	Handheld GPS Garmin eTrex 10, AutoCAD 2026 and visual reference on high quality aerial photograph.
1.4	Likely level of accuracy of location (#m, #cm etc)	Garmin eTrex 10 = 3m. Refined through AutoCAD and high quality aerial photographs = ≤ 1m.
1.5	If working outside the UK, geographic co-ordinate system (GCS) used (e.g. WGS-84)	Inside the UK (British National Grid OSGB_1936) and WGS-84.
2.0	For the 3D Model	
2.1	3D Modelling and Rendering Software	SketchUp 2026, D5 version 3.01.0683, Adobe Photoshop CC 2026 version 27.8.
2.2	Source of topographic height data and its resolution	Data.gov.uk, LiDAR Digital Surface Modelling (DSM) 1m resolution.
2.3	How have the model and the camera locations been placed in the software?	Point coordinates added to geo-referenced dwg file containing LiDAR terrain data and proposed site plan. Point data loaded into 3D program and camera fixed to location points.
3.0	Generally	
3.1	Any limitations in the overall methodology for preparation of the photomontage and visualisations?	Faster CPU and improved graphics card will speed up AVR process but did not hinder the production of visualisations.

4.0	Photographic Equipment	
4.1	Date and Time of captured photography	09/02/2026, 12:14 25/03/2026, 17:08 26/03/2026, 12:51
4.2	A photograph of the tripod location, to allow the viewer to understand where the camera/tripod was located.	Yes. Information has been recorded. Available upon request.
4.3	Make, maximum aperture and focal length of the camera lens(es) used.	Nikon D750, f/1.4, 50mm fixed lens.
4.4	If lenses other than 50mm have been used, explain why a different lens is appropriate (e.g. wide-angle view required to capture the width or height of the development)	N/A.
4.5	Camera location grid coordinates: eastings & northings to 1m accuracy; height of ground in mAOD	Yes. Information has been recorded. Refer to Appendix 10.2 for full details for each location.
4.6	Height of the camera lens above ground level. If above 1.6m or below 1.5m, why?	1.6m.
4.7	Distance (in m) to the nearest boundary or key feature(s) of site, as most appropriate.	Information has been recorded. Refer to Appendix 10.2 for full details for each location.
5.0	3D Model	
5.1	What elements in the view have been used as target points to check the horizontal alignment?	Multiple existing features in photograph/view cross-referenced in LiDAR 3D model. Camera set to level horizontally.
5.2	What elements in the view have been used to check the vertical alignment of the model in the view?	Multiple existing features in photograph/view cross-referenced in LiDAR 3D model. Camera set to level vertical alignment.

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