

DCC PLAN NO 3372/23
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Photomontage Booklet 2

Proposed Redevelopment of Crumlin Shopping Centre
Enhanced public realm integration with future BusConnects proposals (subject to future agreement with DCC)

March 2023

Document at A3 prepared by PROVIZ3D, Kinvara, Co. Galway.
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Photomontage Methodology

Photography

Site photography was carried out on the 15th November, 2022. Photographs are 7952px x 5304px at 300dpi resolution. A Sony ILCE-7RM2 mirrorless camera was used with a 50mm prime lens (Sony E-Mount FE 1.8/50). All camera locations are indicated on the viewpoint map provided with orientations shown. Additional scene reference photography, background replacement photography and reflection photography was undertaken.

3D Digital Modelling

A 3d digital model of the scheme was created and provided by ALTU Architects. This model was converted to a 3DStudioMAX (AutoDesk) file where supplementary modelling and additions were made by Proviz, all in accordance with detailed information provided by the architectural team.

Achieving Accuracy

Surveyed control points from the visible landscape were used. Each photograph has a minimum of 12 control points. A detailed topographical survey was also supplied.

The camera locations were surveyed at the point on the ground and a measure taken for the height to the tripod mounted lens.

The surveyed data points are marked in the photographs and also modelled within the digital 3d environment. Using 3DStudioMax advanced camera matching functions, the 3d model is aligned with the marked photograph in the applications viewport. When the control points are matched with their 3d digital counterparts within the 3d scene, a digital rendering is then prepared.

Rendering the 3D scene

In order to achieve virtual reality, realistic scene materials are applied as specified by the architects and landscape designers. A virtual lighting environment is created that reflects the conditions visible in the site photos, making sure to replicate climactic conditions and direction of sunlight using date, time and global location data within the software.

The scene is then rendered at a resolution that perfectly matches the original site photo. Corona render engine is used within the 3DStudioMax application to provide high levels of detail and accuracy in rendering.

Post Production

The render and the photo are then combined using Adobe photoshop. Detailed image editing was undertaken involving colour temperatures fine tuning, levels, contrast and curves, inclusions and exclusions in the scene with detailed masking, cropping, cloning, replacing exposed backgrounds using scene reference photography. The final montages are then output, a viewpoints map is prepared and a series is compiled into a presentation booklet.

proviz3D

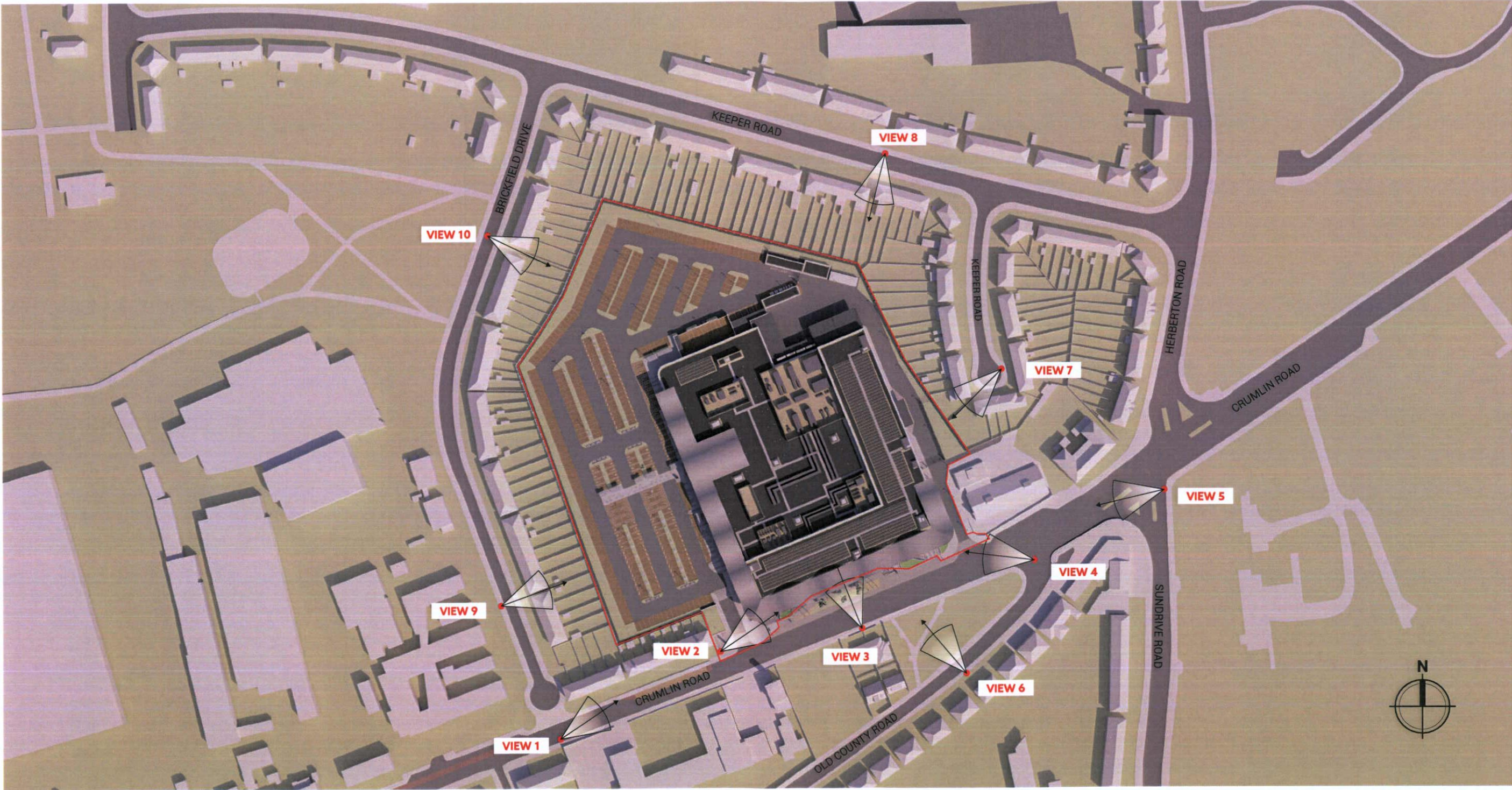
Viewpoint Location Map

Camera Details:

Camera: Sony Alpha 7RMII (40mp)
Lens (all views): Sony E-Mount FE1.8, 50mm Prime

This map is not shown at scale. No measures should be taken from this map. This map should be used solely for the purposes of indicating camera viewpoints for photomontages.

Viewpoint	Easting (ITM)	Northing (ITM)	Height (Lens)
View 1	713060.669	732312.013	33.00
View 2	713140.030	732356.045	32.39
View 3	713210.855	732368.497	31.63
View 4	713296.908	732402.711	29.86
View 5	713361.016	732435.236	28.51
View 6	713261.957	732347.442	30.61
View 7	713276.575	732500.878	30.22
View 8	713219.353	732605.309	28.51
View 9	713030.539	732379.145	31.94
View 10	713020.564	732566.613	29.54





View 1 Existing November 2022



View 1 Proposed



View 2 Existing November 2022



View 2 Proposed



View 3 Existing November 2022

An architectural rendering of a modern Dunnes Stores building. The building features a large glass facade and a prominent green wall on the left side. The text "DUNNES STORES" is displayed on the green wall. In the foreground, there is a landscaped area with trees, shrubs, and a paved walkway. Several people are shown walking and sitting on a low wall, and a person is riding a bicycle on the street in front of the building. The scene is set during the day with soft lighting.

DUNNES

STORES

View 3 Proposed



View 4 Existing November 2022



View 4 Proposed



View 5 Existing November 2022



View 5 Proposed



View 6 Existing November 2022



View 6 Proposed



View 7 Existing November 2022



View 7 Proposed



View 8 Existing November 2022



View 8 Proposed