

MARTLETS SHOPPING CENTRE

THE MARTLETS, BURGESS HILL Townscape assessment

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Corstorphine & Wright



NEW
RIVER

Contents

1.0	Introduction	4
2.0	TVIA Views	6
2.1	Viewpoint Locations	6
3.0	Methodology	7
3.1	View A	9
3.2	View B	12
3.3	View C	15
3.4	View D	18
3.5	View E	21



1.0 Introduction

The purpose of this document is to demonstrate the impact of key views identified and agreed by Mid Sussex District Council. This updated version reflects changes made to the previously consented scheme (DM/19/3331) and has been prepared to support the current Section 73 Application, ensuring that the townscape and visual assessments remain accurate and aligned with the revised proposals.



1.0 TVIA VIEWS

Revised - Section 73

2.0 TVIA Views

2.1 Viewpoint Locations



Figure 1 - Location of Views

3.0 Methodology

PB Imaging were commissioned by Corstorphine + Wright Architects to provide a 3D Studio Max model with camera locations to enable the production of Visual Montages.

PB Imaging is a creative visualisation company, that offer the highest quality still and moving imagery to aid planning approvals, bid proposals and for marketing purposes.

The company was created by Peter Bailey in 2011, prior to establishing the company he worked for over eight years for a large UK based architectural practice working on national and international projects.

Introduction

The purpose of a Visual Montage is to show the proposed development as it would appear in reality, using a baseline of verifiable visual data and information. A visual montage combines photographic views with accurate CAD 3D representation of the proposals to an agreed level of detail.

Photography

An independent photographer is commissioned to carry out the photography work. The photographer uses a Digital Single Lens Reflex cameras to ensure that the printed images are of a size and resolution which best represents the chosen viewpoint.

Initial draft photographs are taken to establish the correct viewpoint and to identify key survey points

Cameras are located and mounted on a tripod at height of 1.6m above existing ground level, which best represents the average human eye level. The location of each viewpoint is accurately located using a survey nail and marking paint.

Each photograph correctly portrays the view which is obtained at each representative viewpoint.

Surveys

An independent surveyor is commissioned to carry out all survey work. The camera locations are accurately surveyed following the photography work. To assist in the process, a topographic survey is used to identify 3D point locations. In many cases, these may include existing building ridgelines, tree canopies, lighting columns, or similar such details.

Camera Position and height check

The survey information obtained from site is imported into 3D Studio Max as survey point markers. A CAD Camera view is set up and positioned correctly at the surveyed location using the known parameters of the photograph.

The viewport is matched to the photograph dimensions, and the photograph is imported into 3D Studio Max. The photograph is then used to verify the location of the survey point markers visible in the photograph.

3D model import and Rendering

An accurate 3D representation of the proposed scheme is constructed in 3D Studio Max using the design drawings. The model is located according to the proposed master plan drawing and matching OS information and topographical survey information.

The heights and levels of the key features of the proposed scheme are then cross checked against the design drawings and sections to ensure they correspond.

3D Studio Max Design is then used for applying the photorealistic surfaces and materials to the 3D model.

Once this is complete, lighting can be added to enhance the realism of the scene. The exact reactions to sunlight can be calculated by using the software's ability to orientate it to accord with the time of day and month. Additional transparent lighting effects can also be used.

Lighting and Sun direction are important factors in representing the scheme proposals as they appear in the photograph. From the photograph META data and observations in the field the sunlight and daylight system in 3D Studio Max is used to accurately simulate the real world lighting as it was when the photograph was taken. The Sunlight and Daylight System calculates the movement of the sun over the earth at a given location. In addition, the software reproduces ambient lighting, shadows and reflections.

The exact resolution of the photograph is noted and used as the size for the final rendered output of the 3D Model view so that the two overlay each other precisely.

Post Production

Photoshop CC is used to blend the modelled information with the existing photograph. Various masks are created to position the development behind any existing details. There is no distortion of the proportions, scale or position of the rendered content.

Finally, approximate existing foliage is put back into the foreground where necessary – i.e. using pre-cut out small branches to replace small branches lost during the composition process.



Figure 2 - View A Camera Location



Figure 3 - View B Camera Location



Figure 4 - View C Camera Location



Figure 5 - View D Camera Location



Figure 6 - View E Camera Location



3.1 View A



Figure 7 - View A, Existing



Figure 8 - View A, Consented Scheme (DM/19/3331)



Figure 8 - View A, Proposed (Section 73 Application)

3.2 View B



Figure 9 - View B, Existing



Figure 9 - View B, Consented Scheme (DM/19/3331)



Figure 9 - View B, Proposed (Section 73 Application)

3.3 View C



Figure 11 - View C, Existing



Figure 11 - View C, Consented Scheme (DM/19/3331)



Figure 11 - View C, Proposed (Section 73 Application)

3.4 View D



Figure 13 - View D, Existing



Figure 13 - View D, Consented Scheme (DM/19/3331)



Figure 13 - View D, Proposed (Section 73 Application)

3.5 View E



Figure 15 - View E, Existing



Figure 15 - View E, Consented Scheme (DM/19/3331)



Figure 15 - View E, Proposed (Section 73 Application)

Corstorphine & Wright



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