

Title: Photomontages of Proposed Development at former Finbarr Galvin Motor Dealership,  
Victoria Cross Road and Orchard Road, Bishopstown, Cork.

Client: Bellmount Developments Ltd.

Architects: Butler Cammoranesi Architects

Prepared by: Pedersen Focus Ltd.

Date: 25 / 7 / 2022

**Pedersen Focus Ltd.**

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Glounthaune,  
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Ireland.

Architectural Visualisation

V.A.T. No. IE9581693J

**Project: Proposed Development at Victoria Cross Road and Orchard Road, Bishopstown, Cork.**

25<sup>th</sup> of July, 2022.

To whom it may concern,

The computer generated images of the proposed development were prepared by Pedersen Focus Ltd. Currently, there are no official rules that define a methodology to produce verified views. Pedersen Focus bases its methodology on the Guidelines for Landscape and Visual Impact Assessment, 3rd Edition and the Technical Guidance Note 06/19, both by The Landscape Institute.

Data Collection.

The 3d model of the proposed development was prepared by Butler Cammoranesi Architects. The site landscaping drawings were provided by Cathal O'Meara Landscape Architects. The site survey was provided by Precise Control. Site photography and surveying of camera locations was carried out by Pedersen Focus Ltd. Camera locations, survey data and the 3d digital model were integrated by Pedersen Focus Ltd.

3d Model.

The 3d model of the proposed development was rendered using lighting conditions corresponding to the respective site photograph. Materials for the proposed buildings were prepared according to the Architects' specifications.

Control point verification.

Each photomontage was verified with survey control points matching consistently.

Photomontage.

The photomontages were prepared using industry standard image handling software. The rendered 3d model was inserted between foreground and background elements. Site photographs by Pedersen Focus were cross-referenced to help estimate the amount of mitigation provided by existing trees. All mitigation is indicative of that shown in the landscape masterplan. In general, Pedersen Focus have attempted to reflect all planting shown in the photomontages realistically, however, mitigation should be considered indicative only.

View 1 was photographed using a 24mm TiltShift lens. Shift was used in these views to adjust the position of the subject in the image area without moving the camera back; this is often helpful in avoiding the convergence of parallel lines. TiltShift lenses are commonly used in Architectural photography.

The photomontages are presented with their existing views for comparison. All views are presented with a proposed view showing the proposed development in the photomontage. In addition views 1 and 3 are presented with an additional view showing the proposed development and the adjacent granted development on the site immediately south of the proposed development, Cork City Council Planning Ref. 19/38385.

All photomontages are prepared in accordance with the guidelines set out by the Landscape Institute's "Guidelines for Landscape & Visual Impact Assessment".

Jesper Pedersen, B. Eng.  
Managing Director, Pedersen Focus Ltd.

Viewpoint	Camera / Lens	Horizontal field of view	Date	Time	Camera location. ITM Easting, Northing, (WGS84), with Malin Head elevations (OSGM15).
View 1	Canon 5DS-R / 24mmTS	73.1deg	04/03/2022	15.31pm	565115.947, 571011.735, 9.80m
View 2	Canon 5DS-R / 50mm	38.7deg	04/03/2022	16.15pm	564909.965, 571154.962, 10.83m
View 3	Canon 5DS-R / 28mm	65.1deg	04/03/2022	15.40pm	565150.352, 571189.150, 6.31m
View 4	Canon 5DS-R / 28mm	65.1deg	19/01/2022	12.18pm	565224.460, 571132.886, 9.26m
View 5	Canon 5DS-R / 28mm	65.1deg	19/01/2022	12.10pm	565279.538, 571071.538, 12.04m
View 6	Canon 5DS-R / 28mm	65.1deg	19/01/2022	12.06pm	565332.241, 571002.596, 16.31m
View 7	Canon 5DS-R / 50mm	38.7deg	19/01/2022	11.59am	565411.706, 570981.932, 17.68m
View 8	Canon 5DS-R / 50mm	38.7deg	19/01/2022	11.43am	565113.858, 570645.212, 19.52m
View 9	Canon 5DS-R / 50mm	38.7deg	31/03/2022	15.02pm	564549.300, 571694.485, 30.39m

Project: Proposed Residential Develoment, Orchard Road & Victoria Cross Road, Cork		
Client: Bellmount Developments Limited		
Drawing title: Photo data sheet		
Date: July, 2022	Scale: NTS	Drawn by: JP
Prepared by: Pedersen Focus Ltd.		



Site red-line shown is indicative only

Drawing title: <b>Viewpoint location map 1 of 2</b>		
Date: <b>Jan 2022</b>	Scale: <b>NTS</b>	Drawn by: <b>JP</b>
Prepared by: <b>Pedersen Focus Ltd.</b>		



Site red-line shown is indicative only

Drawing title: Viewpoint location map 2 of 2		
Date: Jan 2022	Scale: NTS	Drawn by: JP
Prepared by: Pedersen Focus Ltd.		



View 1 - Existing



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View 1 - Proposed



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View 1 - Proposed with adjacent permitted development (Planning Ref.: 19/38385).





View 2 - Existing



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View 2 - Proposed



View 3 - Existing



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View 3 - Proposed



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View 3 - Proposed with adjacent permitted development (Planning Ref.: 19/38385).



View 4 - Existing



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View 4 - Proposed



View 5 - Existing





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View 5 - Proposed



View 6 - Existing



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View 6 - Proposed



View 7 - Existing



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View 7 - Proposed



View 8 - Existing



View 8 - Proposed



View 9 - Existing





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View 9 - Proposed. Outline of proposed development shown in red.