

Viewpoint Verification

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Plowman Craven

Viewpoint Verification

Where architects once enjoyed free rein, modern town planning demands that new developments be at harmony with the environment into which they will be placed.

London's Viewpoints, brought into effect in the mid 1990's, looked to control the effect of proposals for tall building development which might effect, among other aspects, visual intrusion, local character, architectural quality and the resultant night scene of the completed development. Most importantly, the views from around London of its two most prominent 'tall buildings', St Paul's Cathedral and 'Big Ben' at the Palace of Westminster, had to be protected.

Judging what the impact of new buildings will be demands an **accurate visualisation** to be produced. This visualisation inserts the proposed development into the 'actual' scene through the medium of high quality photographs and models.

Exact heights of existing buildings as well as natural features along with their true position in relation to Ordnance Survey National Grid, transpose the photographs and models into highly accurate representations of the proposed development's outcome in physical space.

With their **sophisticated equipment** and **highly trained personnel**, the Site Services team at Hertfordshire-based surveyors Plowman Craven meet the needs of all parties involved in the View Verification process.

The latest equipment, including **GPS**, **3D laser scanning** and **advanced 3D modelling packages** are used to capture data, enabling our surveyors to paint the picture exactly as it is. Sight lines are clearly identified.

Using GPS to furnish perfectly co-ordinated positions, the team are able to fix the exact point and height from where a photograph has been taken. This enables an **accurate relationship** to be established between the **actual view** and the image of the **proposed development** which is to be superimposed on it, thus presenting a **true representation** of what is to be built and how it will impact on its location.

This technology is invaluable to town planners, developers and architects alike.

Maintaining a close working relationship with all their clients, Plowman Craven are able to respond quickly to requests to carry out viewpoint

verification projects by drawing on a database of already established control points and a pool of experienced staff using the very latest equipment – ongoing heavy investment in technology having been a key component in the company's success story.

Architects and developers rely on Plowman Craven to give fair and accurate representation of actual or potential visual and environmental impact.

Alongside its viewpoint verification work, Plowman Craven is able to provide **accurate 3D models** of even the most complex of property developments of all types, for visual presentation and assessment at all stages of the project. These can be used effectively when



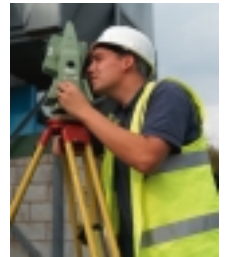
seeking funding, securing planning permission or presenting a solid case at public enquiries.

Established more than 40 years ago, Plowman Craven, with a staff of over 150, is today one of Europe's leading geomatics company. With its own on-site training facility, the company ensures that its surveyors have all the necessary skills to provide faultless and efficiently delivered service to the company's growing list of clients.

As active affiliates of the Royal Institution of Chartered Surveyors, Plowman Craven is recognised as an unbiased, independent expert in its field, with its highly accurate surveys relied on as an invaluable aid to obtaining planning permission.







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