

Bluesky Model Supports Urban Regeneration Projects

Coalville, Leicestershire, UK, 10 November 2011 - A 3D model from aerial surveying specialist Bluesky is helping developers, architects and planning professionals assess the impact of urban building projects in the North East. Supplied to Virtual Newcastle Gateshead the Bluesky data forms an extension to an existing city model and will help improve decision making and realise time and cost savings in the urban planning process.

Created from specially commissioned high resolution aerial photography the model is hosted by Northumbria University's School of the Built and Natural Environment and local authorities are encouraging architects and developers to submit proposals in 3D so that they can be placed in the larger geographical context within the model.

"With large scale development and regeneration our cities are constantly changing and we therefore require technologies and improved processes to help both manage and monitor this change," commented Margaret Horne, Managing Director of Virtual Newcastle Gateshead. "A digital city model, widely accepted and adopted by key stakeholders, and based on reliable data such as that supplied by Bluesky, can make a very real contribution to the challenges faced by our cities."

Virtual Newcastle Gateshead (VNG) is a strategic collaboration between Newcastle City Council, Gateshead Council and Northumbria University. With the aim of developing a financially sustainable, 3D computer model of the central areas of Newcastle upon Tyne and Gateshead for the purpose of urban planning, education and research VNG hopes to provide a platform for built environment professional practitioners to help shape the city's future physical form.

"Most architects and developers already model in 3D," continued Horne. "We are therefore encouraging them to submit their 3D proposals to us so we can include them in our virtual city wide model providing a wider, real world context and the ability to create strategic views and other view analysis to support decision making throughout the planning process."

"We decided to work with Bluesky to extend the model's coverage to include areas such as Scotswood, Blaydon and the Metro Centre as they were able to provide experience of similar projects completed successfully, demonstrate the required levels of data accuracy and technical reliability, deliver the data within short timescales, all at a very competitive price."

Bluesky's bespoke building models are created from the most up to date, high-resolution, stereo aerial photography. They are created to the client's specification and can include road detail and an underlying Digital Terrain Map (DTM) to place the urban representation in its true world context. The standard Bluesky 3D city model can also be enhanced with the addition of vertical, oblique or ground photography to deliver additional detail and real world visual impact.

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Notes for Editors

Bluesky is a UK-based specialist in aerial imaging and remote sensing data collection and processing. An internationally recognised leader with projects extending around the globe, Bluesky is proud to work with prestigious organisations such as Google, the BBC and Government Agencies.

Bluesky has unrivalled expertise in the creation of seamless, digital aerial photography, 3D landscape/cityscape visualisations and prints and also runs a national mapping centre, providing digital mapping, satellite imagery and aerial photography including ultra-high resolution imagery of cities and towns.

Bluesky is now leading the way developing innovative solutions for environmental applications including the UK's first nationwide map of solar potential, citywide 'heat loss' maps, 3D maps of trees and their proximity to buildings and historical imagery.

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