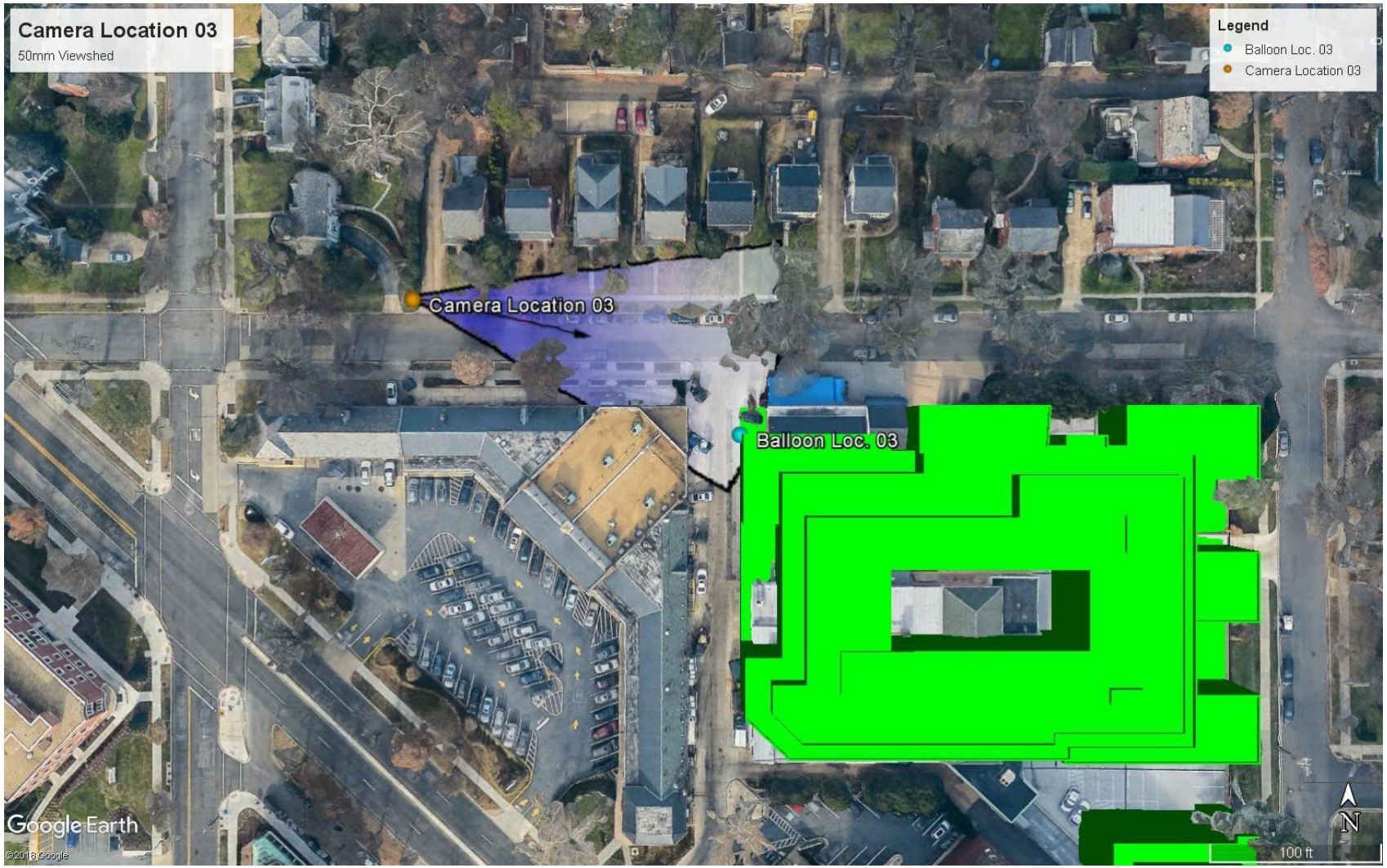
Visual Impact Study

ZONING COMMISSION
District of Columbia
CASE NO.16-23
EXHIBIT NO.213A1

In response to the Commission's request, the following are additional views of the proposed Ladybird project. These views supplement Digital Design & Imaging Service's visuals contained as Exhibit 5 to Citizen for Responsible Development's Statement in Opposition (ZC Exhibit 137) and Digital Design's power point presentation at the January 25, 2018 hearing (ZC Exhibit 191). Specifically, we are including:

1. A view along Yuma St., from the vantage point of the alley next to 4843 Yuma;
2. A view from the alley behind Yuma St. homes; and
3. An aerial view of what a person standing on the Yuma St. terrace would see looking down on neighboring homes. Through the use of the arrow keys, you can see a 360 degree view (the camera is set at 57 feet above ground level – the 51 foot terrace height plus 6 feet for a standing person).

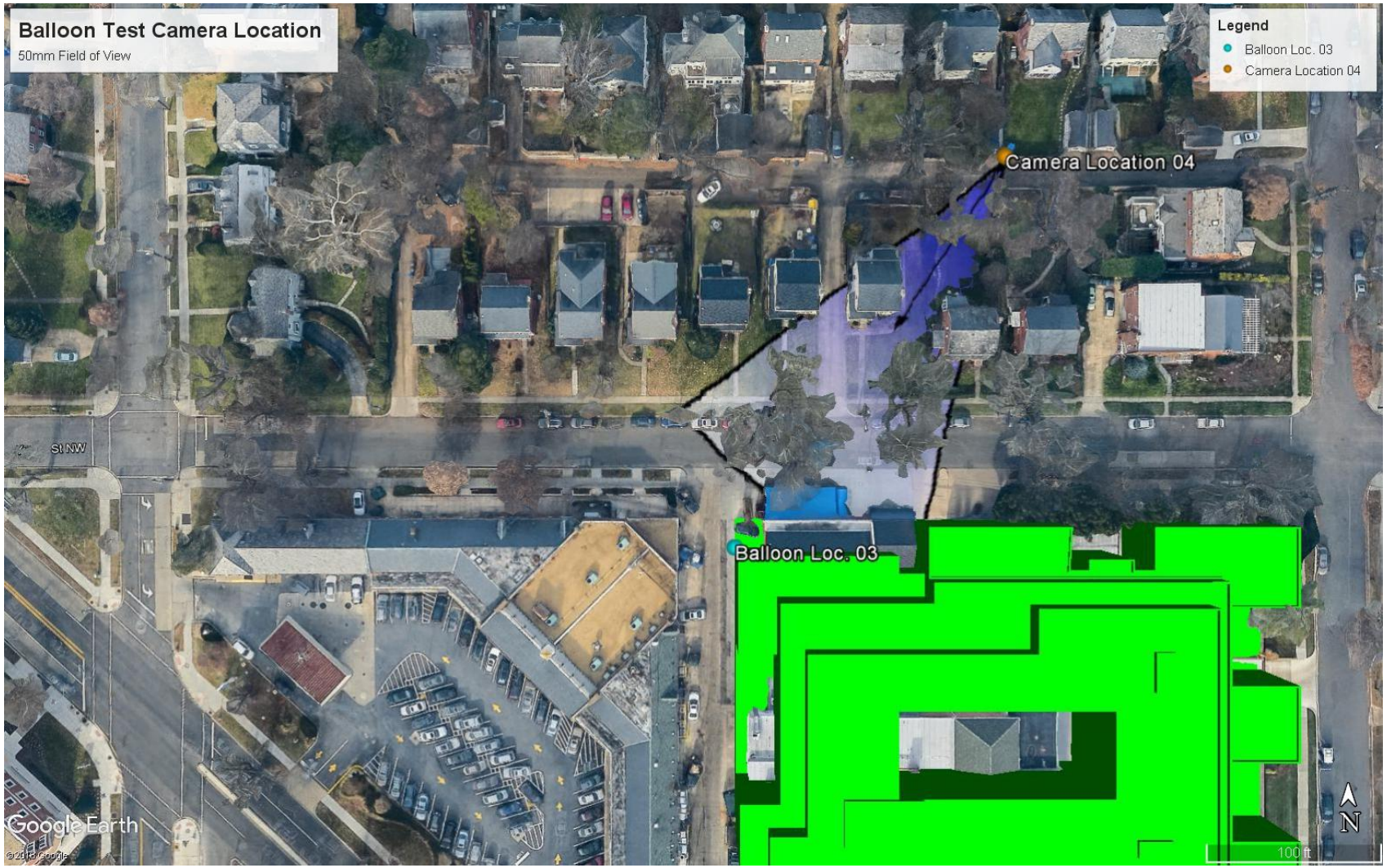
In addition, we've provided an analysis of the rebuttal to Digital Design's Exhibits 137 and 191 that were offered by Torti Gallas at the January 25 hearing. The analysis shows that, through the use of a camera phone's wide angle lens and image manipulation, the representation of the Ladybird building is distorted, and undersized by at least 19 percent. In addition, the Valor image of the proposed building is incorrectly located, further distorting the scale of the Ladybird building and its relationship with its surroundings.



Camera Location Map:
Camera Loc. 03 shown in Orange and Balloon locations above public alley shown in blue.

View from Camera Loc. 03. Belly of balloon is located at 51ft (height of terrace).
Total building height is 89 feet.

View from Camera Loc. 03. The 3D model-massing accurately represents the visual impact of the proposed development from this Yuma St perspective.



Camera Location Map:
Camera Loc. 04 shown in Orange. Balloon location above public alley shown in blue.

View from Camera Loc. 04. The 3D model-massing accurately represents the visual impact of the proposed development from this alley perspective between Yuma and Alton. Belly of balloon is located at 51ft (height of terrace). Total building height is 89 feet.

View from Camera Loc. 04. The 3D model-massing accurately represents the visual impact of the proposed development from this alley perspective between Yuma and Alton. This view shows that people on the proposed terrace will be able to look into the neighboring back yards. This rendering also presents the difference in scale between the existing and proposed commercial development.

[Click Here to view the RLOS in a 360 interactive tour.]

Reverse Line-of-Sight View (360 degree) from 57ft AGL above the NW corner of the proposed Ladybird development. The height of this vantage point replicates the perspective of a person standing on the 51ft tall NW Terrace. This is a partial sample of a dynamic panorama shown at:
https://airphotoslive.com/CRD_Ladybird/NWc_57ft_v2/tour.html

RE: Response to Valor Renderings replicating DDIS renderings (Exhibit 206B).
Overview

The Valor rendering titled: “View from East –Proposed (Windom Place NW) Zoomed” closely represents what DDIS projected the visual impact to be. In fact, the Torti Gallas architect stated during the January 25, 2018 hearing that: “But if you take their shot [of the Windom view] and you take ours, it’s actually very, very, very similar. So the scale seems to be accurate in the depiction of the blue building.” Transcript, p.147.

Valor’s Massachusetts Ave rendering titled: “View from Southwest – Proposed (From Massachusetts Avenue) Zoomed” has several serious flaws, which creates an entirely incorrect visual impact of the proposed ladybird development as seen from this perspective.

The existing photograph was taken with a wide-angle lens, artificially pushing back the landscape and making it appear smaller and farther away than in actuality. The Valor architect stated that this was taken with an iPhone. iPhone specifications stipulate that the lens is either a 28mm, 30mm, or 35mm equivalent, which industry considers a wide-angle lens. A standard prime 50mm lens most accurately represents a view (magnification) as seen through the human eye. A wide angle lens distorts objects so that they appear further away and smaller in scale than in reality.

In addition to using a wide angle lens, the Valor photograph may then have been manipulated. The effect of this is to dramatically increase the existing height of the CVS roofline, minimizing the impact of the new proposed structure behind it. See the following visual evidence.

Manipulated Image (Stitching Error)

The above Valor photo has been altered by stitching together more than one image, or by stretching a section of the original photo. This manipulation creates inaccurate perspectives (compare with DDIS photo at bottom of the following page.)

Wide-Angle Lens and Image Manipulation

Valor's Existing Image (P1 of 206B)

DDIS Existing Image

• Note the difference in height of the CVS building between Valor's image and DDIS' image. See how stretched (distorted) the clock tower and chimney appear in the Valor image. This is a result of using a wide-angle lens and then apparently manipulating the existing image in post-production.
• The photo manipulation of the base image alone should negate any credibility of the Valor rendering.
• Note that if the 37ft tall white existing warehouse roofline were extended North (left), it would disappear behind the CVS building, while staying visible behind the actual CVS, as captured in the DDIS scene. This result artificially increases the height of the CVS building, which causes Valor's rendering of the Ladybird building to appear much shorter. See Valor's rendering on page 20.

Balloon Test Shows Accuracy of DDIS' Rendering of Terrace Level Height / Location

DDIS conducted a balloon test at the North end of alley to represent the 51ft height and location of the proposed building terrace.

Balloon Test Shows Accuracy of DDIS' Rendering of Terrace Level Height / Location

Illustration shows the DDIS tethered aerostat balloon at the North end of alley. Laser range finders were used to verify the balloons height at 51ft height and its horizontal location of the proposed building terrace.