

An aerial photograph of a coastal town and beach. The foreground shows waves breaking onto a sandy beach. In the middle ground, there's a large green field, possibly a sports field, and a building with a yellow facade. The background is filled with residential houses and buildings. The text "GET A BIRD'S EYE VIEW OF YOUR SITE WITH SITEVIEW" is overlaid in the center.

# GET A BIRD'S EYE VIEW OF YOUR SITE WITH SITEVIEW



# Showcase the true potential of your site with SiteView

*SiteView is a new video product that harnesses the power and potential of bird's eye drone footage specifically for the development sector.*

Created by experienced planners, each 30 second SiteView video is professionally edited with motion graphics and a soundtrack to showcase the true potential of a site with real impact.

Offering access to views not traditionally available from satellite imagery, SiteView has an important role to play in defining and communicating locational context in today's development landscape. Capitalising on technology and overcoming known industry challenges, SiteView is a valuable and essential planning and design tool for developers, architects, urban designers, engineers, project managers and urban planners.



SHAPED BY  
27 YEARS OF  
DEVELOPMENT  
INDUSTRY  
EXPERIENCE



# Why SiteView is the new digital site analysis tool

*SiteView enables Consent Authorities, design professionals and local communities to gain in-depth understanding of a site and its surroundings on a need-to-know basis.*



## **Superior site contextualisation**

While satellite imagery explains the location of site, SiteView drone imagery takes aerial footage to a whole new level of detail that is customised to a specific site.



## **Developed by planners**

As the latest digital offering by the planning and communications consultancy Urban Concepts, SiteView is shaped by 27 years of development industry experience. Urban Concepts have a first-hand understanding of the importance of site analysis and locational context.



## **SiteView is a sophisticated product**

Designed to aid early conversations with a Consent Authority about a new development, enhance tender submissions and similar multiple purpose development reports.



## **A valid alternative to physical site visits**

Developed by planners who understand the value of gaining detailed site information, SiteView is an alternative when physical site visits are not practical. This is particularly important as COVID-19 travel restrictions continue to be navigated.



## **On demand 24/7 access**

It allows a site to be readily viewed at any moment on-demand during the design and development approval process from the comfort of an office or home.



## **Streamline online development applications**

With the transition to online development applications, there are no barriers to incorporating SiteView into the suite of planning documents that form a development application. A picture is worth a thousand words, so avoid drafting a thousand words describing a site in your next application, and let SiteView effectively tell the story for you.







AID EARLY  
CONVERSATIONS WITH  
A CONSENT AUTHORITY  
OR ENHANCE TENDER  
SUBMISSIONS

# The SiteView process



YOU CAN ALSO  
CUSTOMISE YOUR  
DRONE FOOTAGE  
PACKAGE

*Obtaining a SiteView video  
is a simple four step process:*

1

Contact our SiteView team online with the relevant property information about your site. This will include an accurate street address and legal description of the site. On receiving this information we provide you with an estimate timeline for the production of the video and a quote. Once this is accepted we will get started.

2

SiteView will scope out your site and apply for the necessary drone permits from the Civil Aviation Safety Authority (CASA).

3

Once SiteView receives the necessary CASA permit, we fly our drone over your site. The footage is then edited with motion graphics and a soundtrack.

4

The SiteView video will be delivered to you, in a format ready to be submitted with your online Development Application or for issue to your design team.





# Pricing

*The standard SiteView package applies to the Local Government Areas (LGA's) illustrated on the following page.*

The standard package is priced at \$2,000 (excluding CASA disbursements and GST). This package includes bird's eye footage of the site and its surroundings (from a single drone vantage point), edited into a 30 second professional video, complete with motion graphics and soundtrack.

SiteView also offers a range of options to further customise your drone footage package. These optional extras include:



Voiceover commentary



Multiple drone and ground level vantage points



Extended video length

Note:

- The CASA application and permit fees are charged as a disbursement and will be in addition to the SiteView video fee.
- Travel costs will apply for sites that are located outside of the Figure 1 LGAs, please contact our team for a customised quote.



# LGAs to be included in SiteView Standard Package

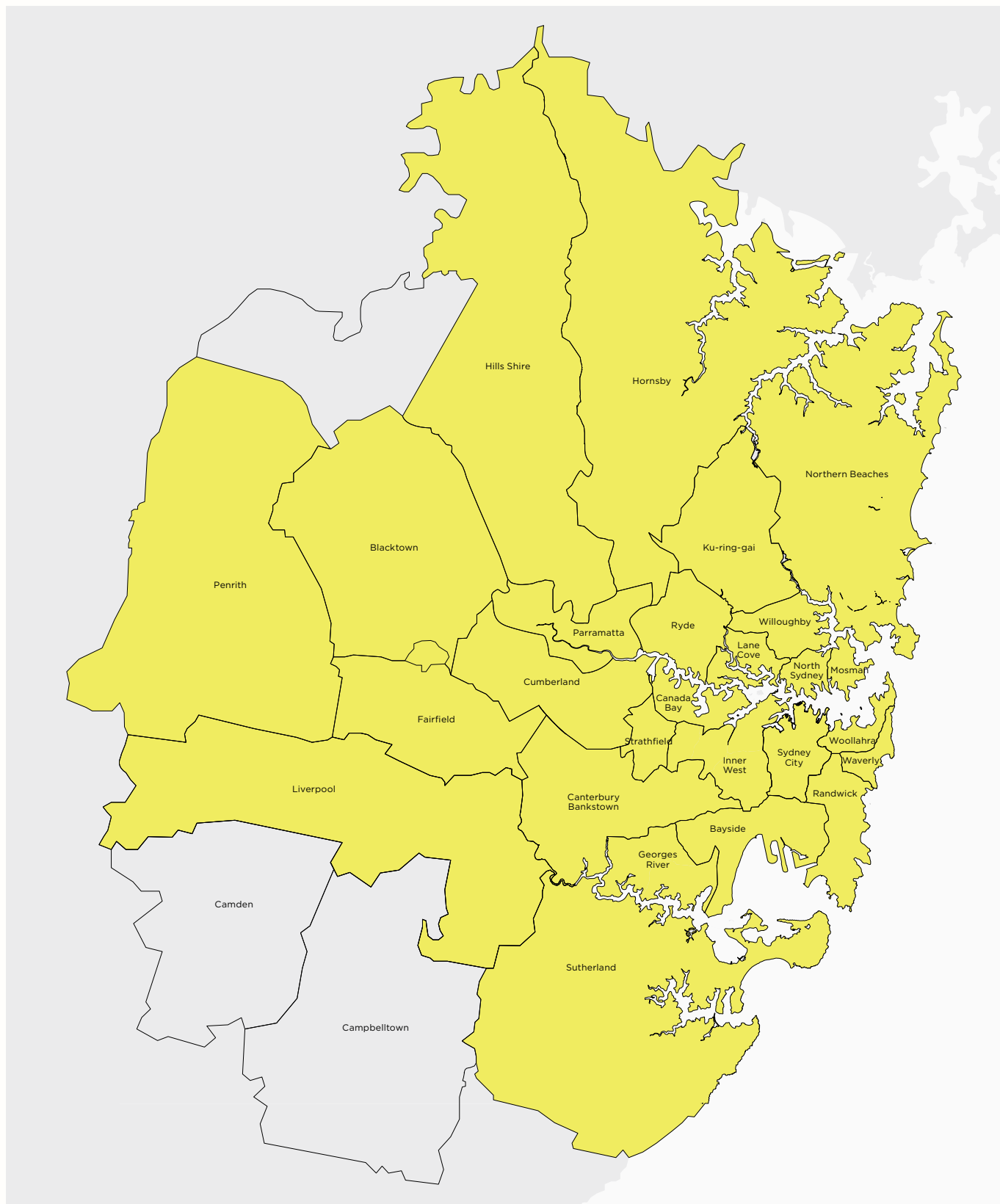


Figure 1: LGAs included in SiteView standard package



An aerial photograph of a lush green golf course, likely the Sydney Golf Club, with a dense line of trees separating it from a residential area. In the far distance, the Sydney city skyline is visible across the water under a bright blue sky with wispy clouds. The image is framed by three vertical white lines.

# SITEVIEW COMPLIES WITH CASA REOC AND REPL ACCREDITATIONS



# A safe industry choice

## *Why does SiteView require a CASA permit to fly over your site?*

It is important to obtain the necessary permits and approval from CASA when flying a drone in controlled or restricted airspace. This includes much of the airspace in metropolitan areas making it essential to obtain the necessary permits to ensure the drone footage is obtained legally and safely.

The minimum CASA processing time for obtaining approval and a permit is 21 days. Piloting a drone without CASA approval can incur fines of up to \$11,000. If you would like further information about CASA requirements we would be pleased to provide you with our Pre-Flight Fact Sheet.



THE MINIMUM  
PROCESSING TIME  
FOR OBTAINING  
A PERMIT IS  
21 DAYS



As a business that produces commercial drone videos, Urban Concepts holds a Remotely Piloted Aircraft Operator's Certificate (ReOC) which enables us to fly a drone with CASA approval under the following conditions:



In controlled and restricted airspace  
(much of the Sydney Metropolitan Area is restricted airspace)



Above 120m in height



At night



Within 5.5km of an airport

Our drone pilot holds a Remote Pilot License, or RePL, which is the official certification needed to operate a drone under a ReOC in Australia. A RePL is granted by CASA to an individual who has undergone the proper training and is equipped to professionally and safely fly a drone in Australia.

When you purchase a SiteView video be assured it will only feature footage that complies with CASA ReOC and RePL accreditations. Piloting a commercial drone without these accreditations and the necessary CASA approvals can incur fines of up to \$11,000 in Australia.



# Why wait?

Streamline and enhance the contextualisation of your next project with SiteView.

Contact the team at:

[siteview@urbanconcepts.net.au](mailto:siteview@urbanconcepts.net.au)

to book in your SiteView experience.

We look forward to you experiencing a rarely seen birds eye views of your site.

PREPARED BY URBAN CONCEPTS

PLANNING AND COMMUNICATIONS  
CONSULTANCY

ABN 96 074 171 065

The information presented has been prepared by Urban Concepts. Urban Concepts is the trading name of Ambaska Holdings Pty Ltd ABN 96 074 171 065. At the time of writing (May 2021) Urban Concepts has made application to CASA and is awaiting licensing and certification.