

Bluesky 3D Model Helps AECOM Create Blueprint for Huddersfield



A detailed 3D computer model from Bluesky is being used to communicate a £250 million transformation of the town centre of Huddersfield, UK. Created from the most up to date, nationwide coverage of aerial photography, the model forms part of AECOM's visualization of plans prepared for Kirklees Council. Including a 3D fly-through and realistic animations, the AECOM presentation will form part of an online platform used to consult and engage with the community.

"Working with Kirklees Council we have been able to develop a strategy to transform Huddersfield town centre and identify specific projects to achieve this," said Becky Mather, regional design director at AECOM. "The Bluesky model gave us an accurate, up to date base from which our specialist team was able to create a stunning visualization which, it is

hoped, will help to sell the Huddersfield Blueprint to the public, investors and stakeholders."

Kirklees Council's ten-year masterplan, known as the Huddersfield Blueprint, will see six zones within the town centre transformed. The plans also include the creation of a 'Cultural Heart' between the library and university which will involve the demolition of the Piazza shopping centre recently purchased by the council.

The ambitious plans were unveiled at a launch event last month which was attended by more than 300 business owners, councillors, developers and other interested parties. Presentations were made by council leaders and former Iceland chief executive Bill Grimsey.

AECOM is a fully integrated infrastructure firm with a project lifecycle offering that brings together architects, engineers, designers, scientists and management and construction consultants. One of the largest and most dynamic built environment practices in the UK, urban design is a core component of AECOM's offering to clients in both the private and public sectors.