



Terms of Reference for 3D Modelling for Watford Planning Service

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Digital Urban Contact Details

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Purpose

This document explains the service that Digital Urban provides to support Watford Borough Council's objective to champion high quality design, through the use of the council's 3D model.

This document should be read in conjunction with the following references:

- General information about planning in Watford [Planning and building control – www.watford.gov.uk](#)
- Watford Place Shaping Panel [watford-place-shaping-panel-2022](#)

You should follow the steps in this document when requested by Watford Borough Council to submit your proposals to Digital Urban for 3D modelling.

Introduction to Digital Urban 3D Modelling Service

The Digital Urban 3D modelling service is used by Watford Borough Council as part of the planning process. Digital Urban has worked with Watford Borough Council to digitally map the centre of Watford and its surroundings.

Features can be pinned to aid navigation as shown in the image below. Note also that the time of day and day in the year is configurable, and that allows for a realistic view of sun, shadows, and weather conditions.



New developments and masterplans are required to be added to the model at key agreed stages.

The planning team and other stakeholders are able to use the 3D model to assess development proposals to enhance the understanding of the applicant's formal submission documents:

- Visualise the application alongside other approved application proposals
- Navigate around the 3D model and review the scheme from certain views that are not captured in submission documents.

There are also benefits to applicants submitting their proposals for the 3D model:

- The 3D model is capable of rendering schemes in high-fidelity with realistic lighting, showing materiality and qualities of a scheme to the planning team and other stakeholders.
- The 3D model will allow the planning team to assess schemes in greater detail from a greater number of views providing a clearer and fuller understanding of the scheme.

Further information about [Digital Urban](#) can be found at our web site.

Example Case Study

The Digital Urban Platform hosts the Watford model and surrounding areas in 3D format allowing the user to navigate across the city.

The modelling service evolves as below:

Activity 1: Existing area involved in the application



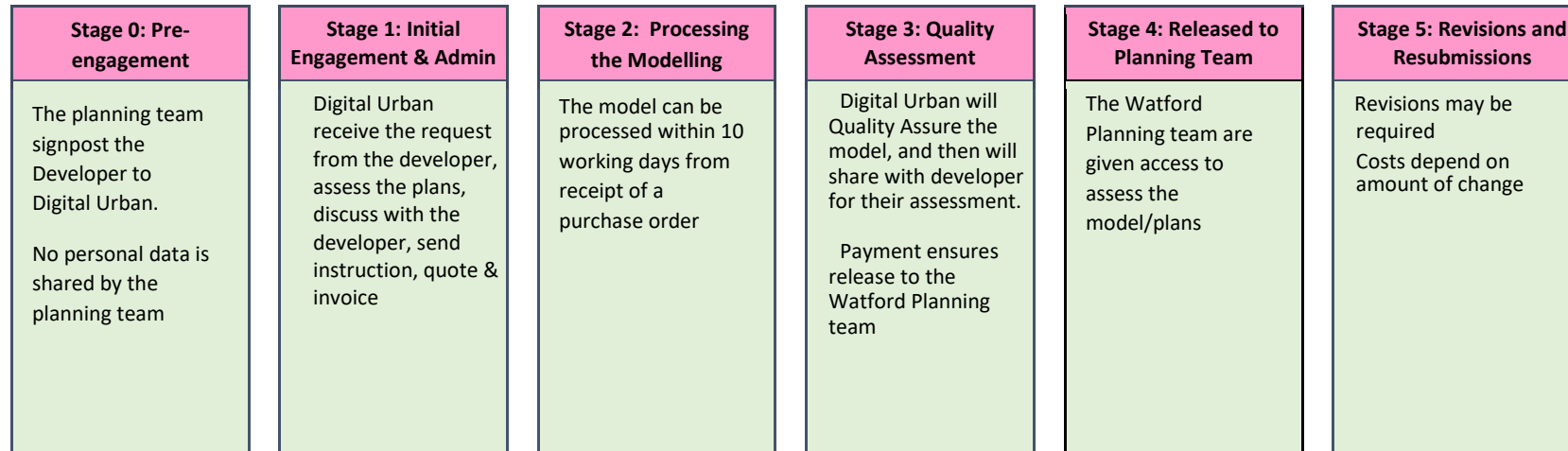
Activity 2 Clear the site area



Activity 3 Insert scheme into the Watford 3D model

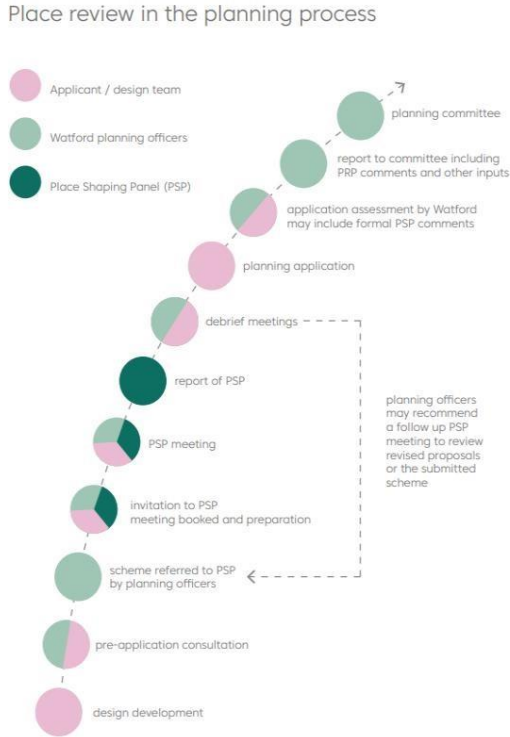


The Stages of the Service



These stages are described in more detail overleaf.

Stage 0: Pre-engagement



Watford Borough Council will introduce Digital Urban to the applicant⁽¹⁾, and will share contact details between both parties⁽²⁾. Digital Urban will then email instructions to you as per the example overleaf.

Email contact will be established between Digital Urban and the applicant within 2 working days of notification by Watford Borough Council.

Note 1: In instances where the applicant is a private individual, Watford Borough Council will liaise with Digital Urban on behalf of the private individual to prevent the sharing of personal data.

Note 2: Digital Urban Privacy Note can be found at [Privacy Statement — digitalurban.place](https://www.digitalurban.place/privacy-statement) and we request that you read this.

Stage 1: Initial Engagement and Administration

Digital Urban will request via email that you provide your 3D files in their native format and as an exported .fbx file.

Digital Urban will access the files and perform the following checks:

- Ensure that the files are in the correct format and are complete
- Review scale, size and complexity of model
- Securely store your files

Administration:

Once these checks have been carried out, Digital Urban will provide a quote and request confirmation that the applicant wishes to proceed. Modelling will commence on receipt of a purchase order. This should be within 2 weeks of receipt of the files.

Costs:

The cost will range from £500-£1000 dependent on the information provided and the scale of the proposal.

One round of minor revisions is included in the initial cost.

For major revisions that require a re-import of the 3D model there will be an additional charge at 50% of the original agreed fee.

Stage 2: Processing the Model

Digital Urban will process the model within 10 working days, and we will contact the applicant regarding any issues or queries.

Stage 3: Quality Assessment

Digital Urban will perform a quality assessment of each model before it is released for review and final assessment by the applicant. After internal checks we will notify the applicant to assess the model and issue an invoice, which should be paid in full within 30 days.

Digital Urban will not release the model to Watford Borough Council until payment is received in full.

This is supported by a member of the Digital Urban modelling team, and any issues will be resolved before it is submitted to the planning team for their full assessment.

Stage 4: Released to the Planning team

Watford Borough Council are given access to the model to assess and will follow their planning process.

The model will be reviewed by the case officer and may be shown at pre-app meetings if deemed useful. Images from the model may be extracted for reports to the applicant.

Stage 5: Revisions and Resubmissions

Watford Borough Council will notify the applicant if, during the planning process, a revision is deemed to be necessary. This will typically be when the scheme undergoes material change.

If this has been deemed necessary, the council will re-introduce the applicant to Digital Urban to arrange resubmission of the 3D model, and this may incur additional cost.

Confidentiality & Independence

Digital Urban will ensure confidentiality of information from applicants according to our privacy notice that can be found on our web site.

As part of the service, we will

- Perform an internal Quality Assurance process to ensure it meets our standards of excellence
- Demonstrate the model to the applicant to ensure the model matches the specification provided
- ensure confidentiality of applications is upheld and are not shared or seen by those outside of the planning process.
- Only release back into the planning process when the above criteria has been met

Digital Urban acts independently to Watford Borough Council and the organisations submitting applications.

Intellectual Property

Watford Borough Council has total ownership of the completed Digital Model but intellectual property rights in all processes and systems used by Digital Urban in preparing the completed model remains vested in Digital Urban. Watford Borough Council has a royalty free licence to use such information for any purpose connected with the Digital Model or any application of the Model as set out in an agreed schedule to be compiled for each project.

Data Sharing

Watford Borough Council can instruct Digital Urban to share data hosted on the platform with specialist users such as applicants. Access is subject to the Digital Model Licence Agreement that can be obtained from Watford Borough Council Planning Team.

Digital Urban will never share personal data. Models will only be shared if they are not in breach of the [Confidentiality](#) section and subject to the licence agreement.

Digital Urban retains at all times title to use the Digital Model and all rights therein.

Specialist users of shared data must indemnify Digital Urban in respect of any loss suffered if they breach this provision and licence agreement.

Data will only be shared if the specialist user agrees not to incorporate the Digital Model into any other software or designs which they may sell or distribute for commercial gain. It must not be used in any networked or other service, extranet or equivalent service provided for any third party for payment or reward. If the specialist user breaches the data sharing agreement they must account to Digital Urban for any financial gain.

Requests for data can be submitted to watford@digitalurban.place and a temporary licence will be allocated to download agreed data.