

STATEMENT OF QUALIFICATIONS

VISUAL SIMULATION & Analysis of Visual Impact

VisionScape IMAGERY

OVERVIEW

VisionScape is the industry's leading provider of highly accurate **VISUAL SIMULATION** and Analysis of Visual Impact. We are experts in communicating visions of the future, with an objective and specialized approach that will only strengthen your analysis. Our imagery is ideal for **EIRs** and other Special Studies including helpful guidelines for customized CEQA Aesthetics thresholds and analysis.

VisionScape was founded in 1992 by brothers, Eddie and Joe Font. The firm specializes in creating the most highly accurate and photorealistic 3D imagery you will see in our industry. VisionScape's services are invaluable throughout all stages of development, from environmental planning and approval to sales and marketing. Residential and commercial developers, environmental planning firms, City and Agency decision-makers can visualize our photorealistic "Before & After" imagery with high accuracy and objectivity, making for extraordinary design review, planning and marketing presentations. VisionScape is headquartered in Southern Orange County, California. The firm has the technical expertise, creative skills, and production capacity to perform any project of varying size and purpose, with clients in the public municipality and private sectors.

CONTACTS

Eddie Font | Principal

eddie.font@visionscapeimagery.com

Eddie has twenty five years of hands-on experience in the field of Architectural Visualization. He holds a Bachelor of Architecture from the University of Southern California, and provides overall strategic responsibility for the firm. He truly enjoys interacting and working with people, and offers a unique customer-centric philosophy to VisionScape's clients.

Joe Font | Principal

joe.font@visionscapeimagery.com

Joe has nearly twenty years of experience and leads the production department at VisionScape. His background in Engineering, allows him to lead a team of dynamic and creative artists who are always striving to produce the highest quality possible. His passion for technology ensures adherence to prompt turnaround times and close attention to detail.

REFERENCES

MUNICIPALITIES (Partial List)

City of Anaheim

Marie Newland
Environmental Services Specialist
(626) 812-5236

City of Costa Mesa

Gary Armstrong
Economic Development Director
(714) 754-5245

City of Fullerton

Karen Haluza
Director of Community Development
(714) 738-3347

City of Lancaster

Jeff Hogan
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City of Los Angeles

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City of Pasadena

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City of Oxnard

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Development Services Director
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ENVIRONMENTAL FIRMS (Partial List)

DUDEK

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METHODOLOGY

The production of VisionScape's highly accurate Visual Simulations are rooted in a systematic and scientific approach, resulting in finished imagery that leaves little room for skewed interpretations. The objectivity of our approach and methodology is what makes our simulations such a powerful and highly precise decision-making tool. VisionScape always dedicates its necessary personnel and resources to ensure the successful performance of rendered services to each and every project.

VISUAL SIMULATION

Technical Approach

1. **Data Gathering:** CAD includes proposed Grading Plans, Architecture, Landscape and Other Specifications.
2. **Camera Locations Determined:** A determination of proposed key observation points (KOPs) or camera locations are reviewed and approved by client and / or City & Agency staff. VisionScape coordinates the site photography and schedules an initial site survey. This includes identification of reference points using GPS and Camera Match Technology, utilizing a highly accurate Trimble (Sub-Meter) GPS device and a "Full Frame" digital camera for documenting coordinates at requested station points.
3. **Accurate 3D Modeling:** VisionScape develops an exact computer model illustrating elevations, natural and finished grades, existing and surrounding contextual elements including adjacent buildings, reference points etc. Photorealistic materials, maps, and textures are then applied to the modeling.
4. **3D Camera Match:** Computer model camera is matched with the approved site photography. Reference points, proposed structures and 3D landscaping depicts the project setting within the view.
5. **Final Touch Ups:** Artistic touches are made to ensure that the accuracy, as well as the look and feel, is consistent with the vision of the project. Final visual effects such as lighting and shadows allow our models to replicate the appearance of the actual project as it would appear following construction.

COST RANGE

The costs typically range \$2,500 to \$3,500 per view depending on the level of detail and complexity of the proposed modeling, as well as proximity. There are usually cost efficiencies with additional key observation points. Clean CAD and / or accurate sketch-up models provided would also allow for cost and time saving opportunities.

V i s i o n S c a p e IMAGERY

SAMPLE "Before & After" SIMULATIONS



Ever ask yourself...

What's this really gonna look like?

Present a powerful and convincing case with our highly accurate "Before & After" **SIMULATIONS**. Ideal for **EIRs**, Shade / Shadow Analysis and other Special Studies including helpful guidelines for customized CEQA Aesthetics Thresholds and Analysis



SBE Certified | SB (Micro)



ILLUSTRATION

SIMULATION

ANIMATION

PRESENTATION

VisionScape IMAGERY
A Visualization Firm