



3D Visions offers a wide range of services from a dedicated and knowledgeable staff. Our diverse team of Urban Planners and GIS Specialists, combined with the latest software and hardware technology, as well as high quality output devices, provide clients with valuable solutions to planning, redevelopment, geospatial and design concerns.

## **Land Use Planning/Urban Design**

### ***Urban Planning***

We are students of cities, constantly refining our knowledge of tools and techniques to improve and revitalize neighborhoods, expand opportunities for affordable housing, strengthen the range of community services and amenities and improve access to public transportation. Specific activities include land use planning, site planning, urban design, planning for new development, adaptive reuse studies, public amenities planning (streetscape, pedestrian amenities, signage studies and design, and exploration of planning and revitalization strategies and mitigation measures.

Our reference frame includes our previous planning experiences in large cities, including San Francisco, Oakland, Los Angeles, Boston, New York, Atlanta, Vancouver and Anchorage. We employ a wide variety of tools to assist in the analysis of urban patterns and trends.

Tools:

Cartographics, illustrations, photography, 3D graphics, databases, CAD.

### ***Visual Impact Analysis***

We prepare 3D CAD models that reflect the natural terrain and conditions surrounding a given site. Working with our clients, we identify vantage points and views, and time periods for analysis. The simulated views portray accurate forecasts of visual impacts. We often use United States Geological Survey (USGS) data and air photos.

### ***3D Models***

We build 3D CAD models from your drawings or 2D CAD files. These models may be as simple as a prototype for new street furniture, or as complex as a neighborhood. According to client needs, the models are augmented with materials or other finishes. Our modeling software includes 3D Studio Viz, 3D Studio Max, Lightwave, Canoma, and World Builder. We create still-image renderings based on 2D and 3D CAD, and often merge our work with photography to create photorealistic renderings. Our illustrations can be printed at a variety of sizes, in gray tones or up to 16.7 million colors. We also use a perspective-correction lens (wide angle) to photograph existing sites and buildings. The photos are converted into high-resolution digital images. We edit these images to create new composite images, and add, remove or change existing features. We also add additional buildings, landscaping, vehicles, signs and people in either 3D or 2D format. (We also have a digital camera.)

### ***Cartographic Services***

We enjoy creating maps with Freehand, AutoCAD Map and ArcView. We use GIS databases, USGS topographic files, digital ortho air photos and engineering CAD drawings as source materials for our maps. GIS services are described more fully in a separate document.

### ***Database Development and Administration***

We use the following data applications: Paradox, Microsoft Access, Excel and Corel Quattro Pro. Typical projects include GIS, land use databases, land use field survey records, mailing lists for public outreach.

### ***Desktop Publishing***

We provide a variety of services upon short notice: writing, editing, spreadsheet and database development, photography and illustrative graphics. We work with our clients to define their graphic material needs, design print and electronic media, and prepare the production art. As a special service, we will provide printing service coordination. Software of choice includes Quark Express and Adobe Pagemaker.

### ***Animations***

We develop 3D animations: flying logos, and tours through buildings or neighborhoods. We work with our clients to develop storyboards that establish the theme, sequence of experiences, and key views. After testing the key frames, our computers assemble hundreds or thousands of frames for assembly into sequences for output to video.

In 1999, we began producing Flash and Shockwave animations. These 2D animation formats are compact, and appropriate for viewing in web viewers or inserting into computer-based presentations. We also create simple animations of 3D objects that may be rotated while viewing, affording views of all sides.

### **Representative Clients, Land Use Planning and Urban Design:**

#### **Redevelopment Plan Adoption Services (New and Amended Plans)**

### ***Field Studies***

In conjunction with our land use database services, we staff field survey activities. We will provide a survey instrument (paper form or digital) or work with the client to customize the data collection and provide quality control. Our staff is pioneering the use of touch-screen handheld computers to collect field survey data. This type of work is frequently needed for redevelopment studies, such as blight analysis.

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### ***Website Development***

Internet use has been exploding. We develop sites that are compact, include graphics and special animated features, and are expandable to incorporate database features (including forms and catalogs). Many of our public sector clients are interested in using the web to post meeting agendas, announcements, meeting notes, project photos and reports.

### ***Community Outreach***

We enjoy developing creative campaigns to notify residents about studies and proposed projects. The paragraphs above discuss our services for producing print and digital information. An additional area we excel in is planning and conducting public workshops, especially those that involve attendees in interactive ways. These volunteer problem solvers often provide new insights and assist our project teams in outlining new alternatives.

### ***Multimedia Development***

3D Visions creates CD-ROM products, digital presentations and CD-ROM applications. Commercial products that we have developed creative materials for include CollegeEdge<sup>®</sup>, decision-assisting software for high school students and Paragon<sup>®</sup>, project management software for engineers. We write custom scripts, and direct vocal talent to narrate our projects. We enjoy integrating music and sound with visual imagery. These services have recently expanded to include website design. Multimedia software includes Director, Premiere and PowerPoint.

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