Multimedia Planning Services

Real Estate Development involves several critical steps. City Planners and Developers are becoming increasingly aware of the design and presentation techniques now available to them. From Satellite Imaging to Global Positioning Systems (Used to create accurate land surveys), it has never been easier to access current and up-to-date information.

Step 1 is obviously identifying all the possibilities available for a particular state, town, or individual property. (Including topography, demographics, water and geological rights, plus regional and local politics, etc.). Gathering the raw data and redisplaying it, in various forms for analysis, allows complex and difficult planning concepts to be developed and understood. Controversial issues such as the U.N.'s Agenda-21 should not be ignored. Private-Public-Partnerships, better known as "PPP Agreements" between local Governments and Private Land Owners, will increasingly draw a line between sovereign property rights (protected by Constitutional Law) and *'Global Control and Redistribution of Resources'*.
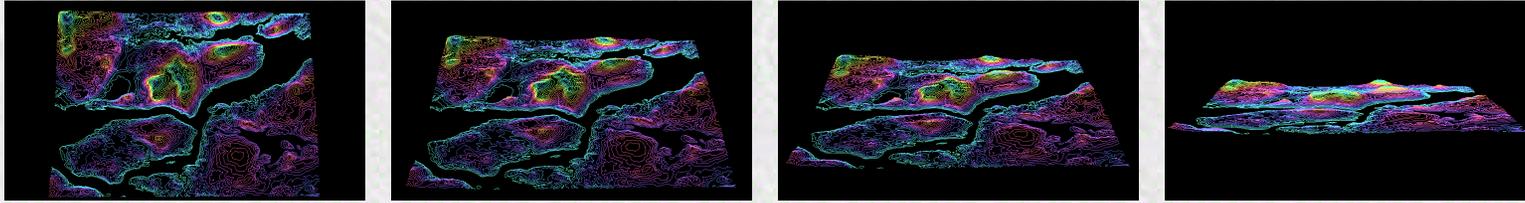
Step 2 is zeroing in on zoning requirements, entitlements and financing. Preliminary meetings with Federal, State and Local Agencies; as well as City Planning Departments are essential at this stage. As the project's shape and direction begin to take form, on-line research web sites such as FactFinder.census.gov will become valuable resources. For more localized planning and zoning information, many of the larger cities have very well maintained and informative web sites. An excellent example of this is the well designed NavigateLA.lacity.org web site for the City of Los Angeles, California. Similar web sites can be easily found on the Internet through any one of the available search engines. For more detailed zoning information in Los Angeles, look up Zimas.lacity.org which allows search by street address or assessor parcel no. (APN).
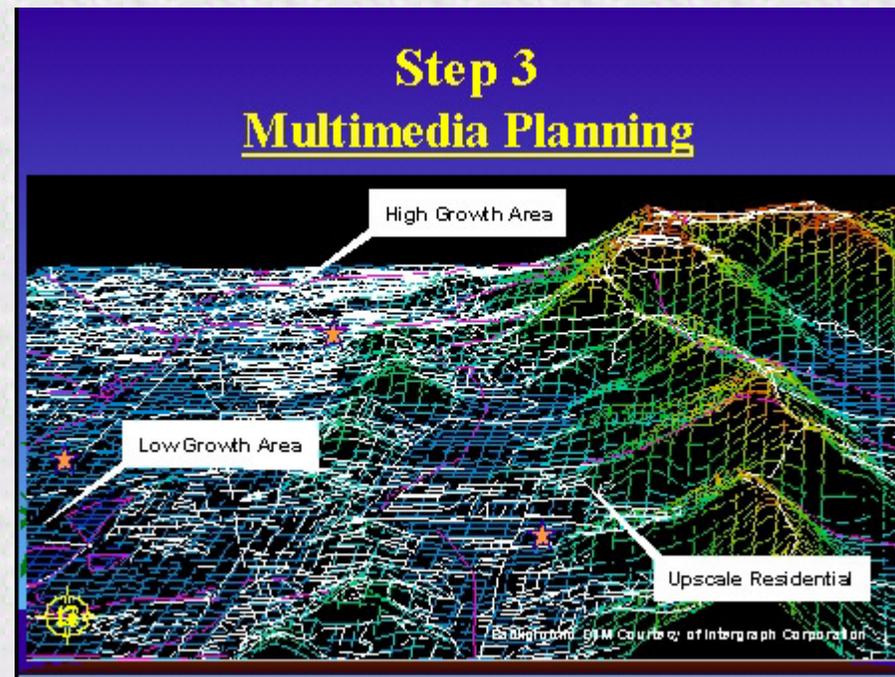
Step 3 however, is the step that will determine the level of efficiency and success that a particular presentation will achieve. It's not enough to come up with a brilliant analysis and design scheme - It still has to be sold to all of the private parties and government agencies involved. *Presentation quality is everything.*
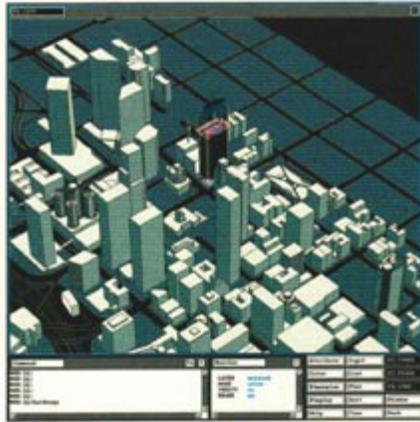
Samples of 3D Computer Image, Massing Study and Physical Models above courtesy of S.O.M. Los Angeles, The Landau Partnership, and John Dolinsky Associates respectively.

Tools currently available to Planners and Developers include:

Satellite images and land use studies, available in various formats
Topographical data, easily converted for 3D model presentations
Street and highway maps based on the latest information available
Specialized software for adjacency studies and large scale planning
3D modeling software for images, massing studies and physical models
Building Information Modeling (BIM) for design and facilities management

Photographic Context Presentations

Planning Presentations always involve analysis of the surrounding environment. The larger the buildings, the more harmony and/or contrast issues with neighboring structures need to be scrutinized.

In most cases, a series of panoramic photographs with before and after conditions will be sufficient to illustrate a particular design. Static photographs with 3D Models mapped-in with modern programs such as Accurender, Revit and Photoshop are a great way to convey design intent in the early stages of a project.

High-resolution photographs and 3D Models however, result in very large rendering files. The 10.0 MB image below is 21,600 pixels wide by 3,480 pixels high and ends up 36" wide when printed at 600 dpi.

High-rise Development Studies

Skyline at twilight photograph from Cartagena, Colombia   Single-click on image to view in high-resolution   Photograph by Martin St-Amant from a public-domain website

Sunn-Starr Architectural, Inc. has provided analytical and presentation services to both Architects and Developers in Southern California since 1984. If you would like to discuss your current project with one of our representatives, please use the Contact Form below or leave a message on our voice-mail system at the number shown to schedule an appointment. (All planning projects are kept absolutely confidential) The SSA Los Angeles number is:

(818) 831-1712

Skyline at sunset photograph from Los Angeles, California   Single-click on image to view in high-resolution   Photograph from Google Images, a public-domain website

The City of Los Angeles is home base for our virtual office network, but international projects are a major part of what we do. With expansion plans for Colombia, S.A. in the near future, we are currently seeking Joint Venture Investors interested in Commercial Real Estate Development in the United States.

Time-lapse Photographic Presentation

The video below illustrates a more sophisticated way to present context and character for modern-day, world-class cities, using today's amazing photographic and computer imaging technology. This video is part of a demonstration for 'open source software' used to add content to websites using 'JW Player'.

Vancouver City

0:00 / 4:57
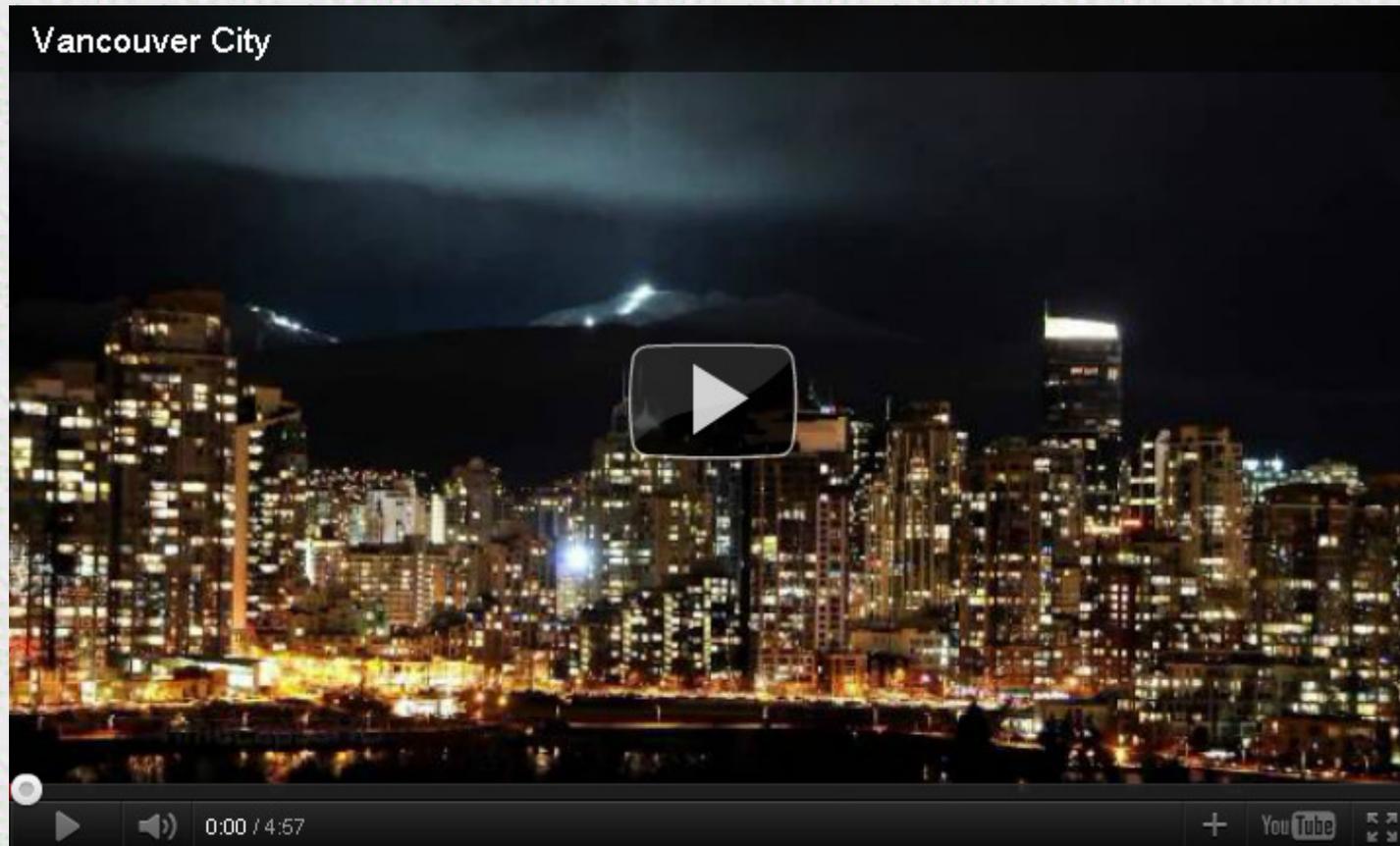
JW Player™ is a very popular open source video / audio player for the Web. <<< Learn more about JWplayer >>>

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cadd-director@sunn-starr.com