

Visualization

Riverfront Drive Animations, City of Mankato, Minnesota



Real People. Real Solutions.

The City of Mankato retained Bolton & Menk to help lead them through the public input process for three potential options of the redesign of the Riverfront Drive corridor through Mankato's "Old Town" area. Public, business, and resident input was very important on this project to determine the best option for vehicle and pedestrian traffic. Along with fly-through animations of the three different roadway options, Bolton & Menk developed still image photo simulations of the three different configuration scenarios. Focus group meetings were held with business owners, shipping companies that distribute to the adjacent manufacturers and residents from the area to gain input on the challenges each group faces along the corridor. Within these focus group meetings, the visuals were very well received and proved to be quite useful in determining the pros and cons of each option.

Bolton & Menk's responsibilities included:

- 3D modeling
- Shading/lighting of the model
- 3D model and image compositing
- Photoshop manipulation of composited images
- Focus group presentations
- City council presentation
- Distribution

View the corridor animation here: <https://youtu.be/sKMpw89a-9A>

Key Personnel:

- Dave Breiter—Director of Visual Communications
- Mark Ideler—Digital Animation Specialist
- Ross Tillman—Transportation Engineer