

Visualization



Southview Boulevard (CSAH 14) and 3rd Avenue Improvements, Dakota County, MN Real People. Real Solutions.

Dakota County and the City of South St. Paul retained Bolton & Menk to help lead them through a preliminary and final design process for the Southview Boulevard project. Public, business, and resident input was very important on this project. Therefore, part of Bolton & Menk's efforts on the project included the development of a project specific: branded logo, website, Facebook page, and 3D animated drive-through of the corridor.

As part of the public involvement and understanding of the Southview Boulevard project, the city and county worked with Bolton & Menk to produce a 3D model of a portion of the corridor, as well as an animated video from a driver's perspective moving through the corridor. The 3D model was developed as a means of showing the public what the corridor could look like once the improvements were complete.

Bolton & Menk developed a model of a five-block section of the corridor from point cloud data obtained from a 3D laser scan of the area.

Bolton & Menk's responsibilities included:

- 3D modeling
- Shading/lighting of the model
- Character and camera animation
- Video post-production editing
- Animation Rendering
- Distribution
- Obtaining a unique domain name for the project - www.southviewblvd.com
- Website hosting

To view the video, please go to: https://youtu.be/h7CWN_v-3xc

Key Personnel:

- Dave Breiter—Director of Visual Communications