

STATEMENT OF QUALIFICATIONS

VISUAL SIMULATION & Analysis of Visual Impact

VisionScape IMAGERY

OVERVIEW

VisionScape Imagery (a.k.a. VSI) stands as the premier leader in the field of **VISUAL SIMULATION** and Analysis of Visual Impact. With a commitment to precision and unparalleled expertise, we translate future visions into reality with accuracy that enhances both project analysis and decision-making. Our photorealistic simulations are perfectly suited for Environmental Impact Reports **EIRs** and other specialized studies, including tailored CEQA Aesthetics thresholds and impact analysis, offering clarity and insight at every stage.

Founded in 1992 by the Font brothers, Eddie and Joe, VSI has earned a reputation for producing the industry's most accurate and lifelike 3D imagery. Our cutting-edge services are indispensable across all phases of development—whether it's for environmental planning, securing approvals, or for marketing and sales efforts. Decision-makers in residential and commercial development, as well as municipal agencies, rely on VSI highly objective "Before & After" visuals to elevate design reviews and facilitate environmental planning discussions. Headquartered in Southern California, our firm is equipped with the technical prowess, creative vision, and production capacity to excel on projects of any scale, serving both public and private clients nationwide.

METHODOLOGY

At VSI, precision is at the core of everything we do. Our visual simulations are developed using a rigorous, science-backed methodology that ensures high accuracy and objectivity, making them indispensable tools for informed decision-making. This meticulous approach enables us to deliver highly reliable imagery that eliminates ambiguity, ensuring a transparent and factual representation of future developments. Every project we undertake receives the full attention of our dedicated team, with resources allocated to guarantee the successful delivery of exceptional results.

COST RANGE

Our cost structure typically ranges from \$2,500 to \$3,500 per view, influenced by the complexity and detail of the proposed modeling, the number of camera positions, and their proximity to the project site. We offer cost efficiencies for projects requiring multiple observation points and for those utilizing clean CAD or accurate SketchUp models, which can significantly reduce both time and expenses.

CONTACT

Eddie Font | Principal

eddie.font@visionscapeimagery.com | Mobile: (949) 274-0789



VisionScape IMAGERY

REFERENCES

MUNICIPALITIES (Partial List)

City of Laguna Beach (from City of SJC)

David Contreras

Planning Manager

dcontreras@lagunabeachcity.net

City of Los Angeles

Vince Bertoni

Director of Planning

(213) 482-7077

City of Anaheim

Jon Sanks

Environmental Services Manager

jsanks@anaheim.net

City of Fullerton (from City of Santa Ana)

Karen Haluza, AICP

Director of Community Development

karenh@ci.fullerton.ca.us

City of Lancaster

Jeff Hogan

Director of Development Services

(661) 723-6100

City of Pasadena

Jennifer Paige-Saeki

Senior Planner

(626) 744-7231

City of Rancho Mirage

Randy Bynder

Director of Community Development

(760) 324-4511

City of Oxnard

Jeff Lambert

Development Services Director

(805) 385-7858

City of Dana Point

Kurth Nelson

Principal Planner

knelson@danapoint.org

ENVIRONMENTAL FIRMS (Partial List)

DUDEK

Nicole Cobleigh

Senior Project Manager

(626) 204-2072

Rincon Consultants

Deanna Hansen

Vice President

(213) 788-4842

Ascent Environmental

Chad Beckstrom

Senior Environmental Director

(949) 333-6600

Kimley-Horn & Associates, Inc.

Dana Privitt

CEQA Practice Builder

(714) 939-1030

LSA Associates, Inc.

Ashley Davis

Principal

(949) 553-0666

Michael Baker International

John Bellas

Environmental Planner

(866) 828-6762

Morse Planning Group

Collette Morse

Principal

(949) 466-9283

T&B Planning

Tina Andersen

Principal

(714) 444-9199

Environmental Science Associates

Kimberly Comacho

Senior Managing Manager

(213) 599-4300

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



ILLUSTRATION SIMULATION ANIMATION PRESENTATION

VisionScape IMAGERY
A Visualization Firm