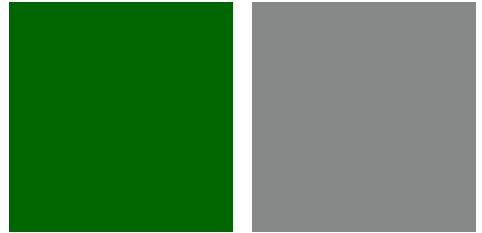


LASERCAD® CASE STUDY BIRD'S-EYE VIEW



The Challenge

Our client, the property owner, had a potential tenant for their strip plaza. However the tenant was unfamiliar with the location and layout of the property and required visual affirmation of the suite location, signage and suite exposure, and proximity to the Mall Pylon Sign. The landlord, turned to Turner Drake for assistance.

Turner Drake's Approach

One of the resources available to our Lasercad® Space Measurement team is ultra-high resolution (15 cm) three dimensional aerial photography, flown every two years. It allows us to “fly” around each site and inspect and measure buildings in the vertical and horizontal planes. We have integrated it with our Geographic Information System (GIS) and provincial property data so that we can overlay site boundaries onto the photographic image. We utilised our GIS system, the aerial photography and the property data to lay down the site boundaries and parking area, and to locate the Mall Pylon Sign. Using scale building plans we highlighted the tenant suite on the aerial photograph to show its signage and suite exposure to passing traffic and its proximity to the Mall Pylon Sign. We utilised the high resolution photography, our GIS system and Photoshop to calculate the parking capacity in the immediate proximity to the tenant suite.



Winning Results

We provided our client with a clearly labelled site plan identifying the prospective tenant suite, its location in the building, signage and suite exposure to passing traffic and proximity to the Mall Pylon Sign together with the location, boundaries and capacity of the attendant parking area. This allowed the prospective tenant to weigh the benefits of the location, customer parking and overall exposure prior to visiting the site.