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Saturday, May 07, 2011

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Mill Valley cartographer maps hometown

By Ryan White

Published: Wednesday, May 4, 2011 1:44 PM PDT

Mill Valley cartographer Bernard Catalinotto says his latest project was a labor of love. That project, a map book containing a great deal of detail on the town's streets, paths, trails and other distinguishing topographic features, was on its way to 12,000 local mailboxes last Thursday.

"Even if you've lived in Mill Valley for 10 years or 40 years you don't know everything," said Catalinotto. "The idea is to highlight all the attributes of the community."

The Mill Valley Community Map Book thoroughly covers its namesake, as one might expect, but also includes pages detailing Mount Tam hiking trails, public safety locations, points of interest, and pages detailing neighboring communities such as Stinson Beach, Larkspur, Sausalito and Corte Madera.

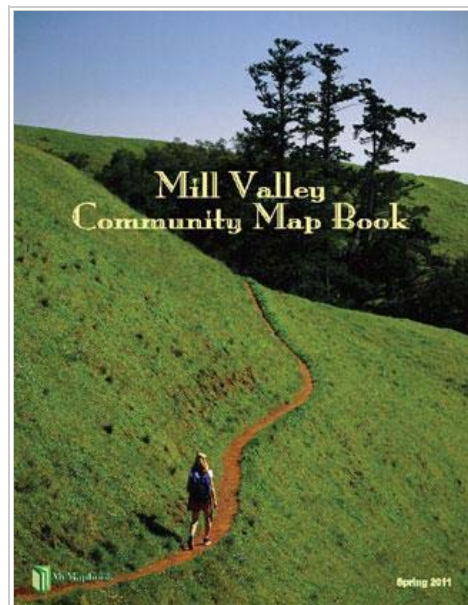
Catalinotto said the book, which includes the town's Steps, Lanes and Paths, local topography and building outlines, bridges a gap among local maps. "Right now there are no maps out there that are good for hiking and that are good for street navigation," he said. "Our goal is to be good for both."

The free book is funded through advertising — nestled amid its pages are ads for local businesses such as Vasco, Dish, La Ginestra and Eileen Fisher. The Chamber of Commerce helped market the book, and chamber members were given a discount on ads. It's the second such booklet Catalinotto's company, MyMapbook, has put out. The first one covered Tam Valley and was delivered to 4,200 households last fall.

The company is a partnership between Catalinotto and Glen Jansma, who met while they were working for Thomas Bros. Maps. (Jansma was president, while Catalinotto served as senior vice president of production.)

Their joined mapmaking skills came in handy in the wake of the Haitian earthquake, when Catalinotto and Jansma created a pro bono map of Port Au Prince for Los Angeles-based Relief International, which had teams of relief workers in need of an easily decipherable guide to the city. "They really loved it," Catalinotto said.

With the Mill Valley book printed and mailed, MyMapbook is now working on a book for Newport Beach, where Jansma lives.



The Mill Valley Community Map Book was mailed free to residents last week.

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Catalinotto said the Mill Valley book would continue to evolve, with annual editions anticipated. "Over the course of the year we work with the community, try to make it better, and then we come out the next year with the book," he said, adding that the company is working on digital applications for accessing the maps.

To view a PDF of the Mill Valley Map Book, visit mymapbook.com and click on Mill Valley.

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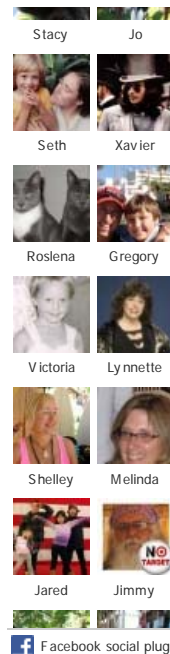
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