

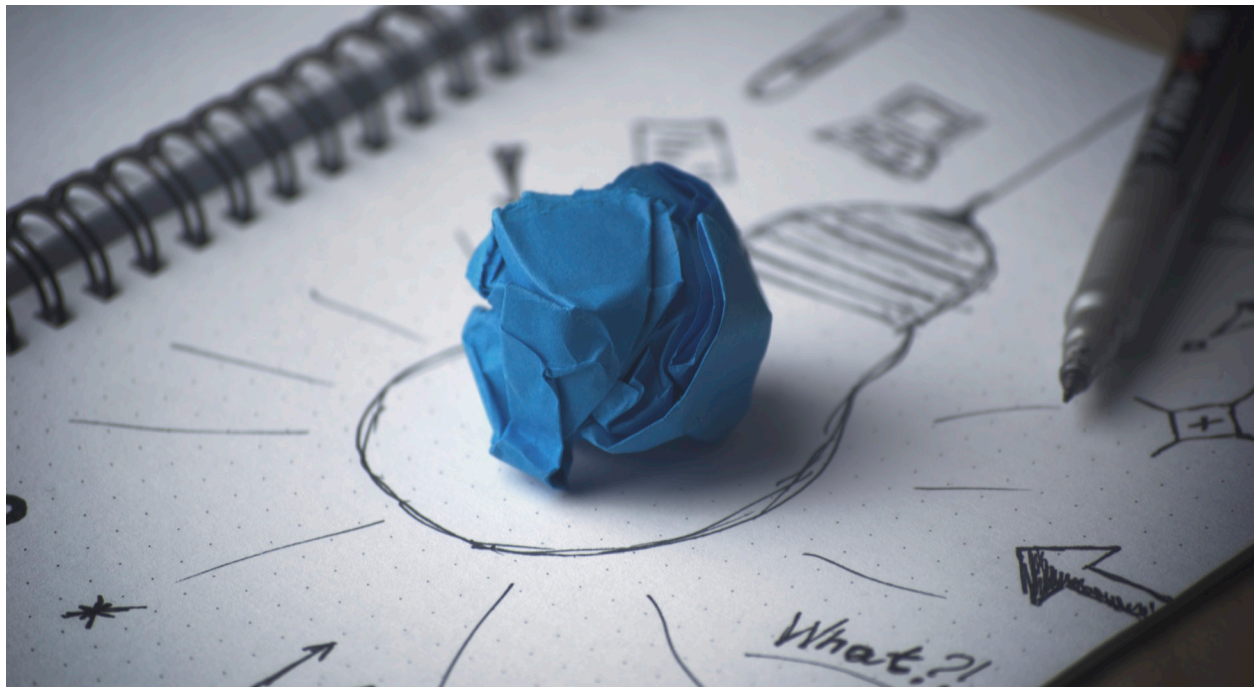
## WHAT ARE THE BASIC SERVICES AN ARCHITECT PROVIDES?

In the construction industry, *basic services* (a misleading term) typically include five phases. After each phase, we plan a design review with you to ensure it is progressing on a path that will make you successful.

Note: industry jargon that you are likely to hear often is included in italics. Throw around these terms to impress your friends!

**Pre-Design.** This is the information gathering and analyzing phase. We (the architect) visit with you, conduct interviews, measure and document existing spaces, develop a *building program* and create conceptual diagrams. Although the shortest by duration, the *Pre-Design* phase is critical to the success of the overall *Design* phase because it is the backbone for all other decisions.

**Schematic Design (SD).** This is the phase where most people think of the right-brain side of the architect. The building program is used to develop *schematic floor plans*, *building elevations* and often a building model or "artist" *renderings*.



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**Design Development (DD).** This is the phase where the left-brain/technical aspects of the construction project begin to take shape. The *building systems*, such as structural framing and mechanical, electrical and plumbing (MEP) systems are developed beyond concepts. Major construction details are considered, especially those which will influence the architectural design of the building.

**Construction Documentation (CD).** The architectural design and building systems are studied and resolved, but they exist across hundreds (if not thousands) of sketches, models, emails and post-it and mental notes. They must be compiled into a precise, organized medium for a builder/general contractor (GC) to build the project. This usually takes the form of construction drawings and specifications which are digitally drafted or modeled and delivered via printed or digital media (such as a PDF). Sometimes, especially for a complex project, the *construction documents* may be supplemented by digital models for the GC's use. This is often the most time consuming design phase of a project.

**Construction Administration (CA).** The architect's role does not end when the construction documents are completed. While the project is constructed, we represent your interests on the jobsite; observe the construction to ensure that it is completed in accordance with the CDs; review *submittals* and *shop drawings* from the GC, subcontractors, and product manufacturers and suppliers; review *applications for payment* from the GC; and answer questions and resolve coordination issues for the GC. The latter is very important; despite every effort to predict all potential problems, construction projects are very complex and there are always unforeseen conditions that are encountered in the field. We plan to encounter at least one major crisis during every construction project and encourage you and the GC to share that expectation.

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Clarkitecture provides many diverse services. In addition to architecture/building design, our services include the following:

**Interior Design.** Whether you are building new or moving your business into an existing space, we design beautifully functional interiors that make an impression on your customers.

**Needs Analysis.** We take thorough inventory of your business' needs to help you decide what to build and how to optimize it for your growth.

**Master Planning.** If you're planning a large project or one to be constructed in phases, we help you look at the big picture and break it into easy-to-achieve pieces.



**Business Relocation.** We help you at each step of the relocation process, from finding a site or existing building to estimating cost and schedule to designing the right space to fit your business.

**Feasibility Studies.** If you're considering multiple sites for your business or development, we study each of them to ultimately determine the best site to build on.

**Conceptual Site Plans Based on Pro Forma.** We use your specific criteria to develop efficient, economical site plans.

**Attract Tenants.** Are you marketing to prospective tenants? We tailor a conceptual site or building design to each tenants' needs and look and feel to help you land the deal.

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