

DESIGN IS GOOD BUSINESS

It doesn't just add value; it multiplies it.



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Your building can do much more than keep the rain off your business; it can advance your business plan. To capture the full value of your capital program, you will do well to engage your architect in a discussion of your business goals, with your business leaders.

More Can Be Better

Last time on Design is Good Business we looked at the basic services that architects typically provide. Today, we'll alert you to services that are not typically included, but that the architect may be able to provide or to coordinate.

Because one of the architect's most fundamental services is synthesis—making sure that the sum of the project will be greater than its parts—expanding the architect's scope of services can often multiply the value you receive. For example, if one of your goals is saving energy, you may want to retain your architect for such post-construction services as energy monitoring and tuning. Because optimizing performance involves not just the mechanical equipment itself, but also the behavior of the people who use the building, you'll benefit from the comprehensive perspective of the architect.

Many architects offer more than the standard services. Some firms employ their own specialists in a variety of fields and have the ability to manage a wide range of activities for a stipulated or hourly fee. Ask for a complete list of available services at your initial meeting to fully understand your options.

Library

- [Savings by Design](#)
- [The Business Case for Green Building](#)
- [Green Schools Investment Guide](#)
- [The Technical Feasibility of Zero Net Energy Buildings in California](#)
- [The Dollars and Sense of Green Retrofits](#)

The most common additional services are ones offered prior to the beginning of schematic design. This phase of the overall process is referred to as "pre-design," and the services available include:

- Needs assessment and program development
—assisting the client in determining what needs to be built
- Site selection—assisting the client in evaluating the development feasibility of potential sites
- Site evaluations for difficult sites
- Evaluation of existing facilities—to determine whether it makes more sense to renovate, expand, or build new
- Preliminary studies, such as traffic reports and toxic/hazardous substance evaluations
- Project analysis to determine the need additional services

Other services that may be available for an additional fee include:

- Planning board, design review board, and town meetings presentations
 - Extensive bidding and negotiation support
 - Negotiating best materials and workmanship at the best price
 - Detailed construction cost estimates
 - Value engineering during construction
 - Construction management and budget oversight
 - Hand drawn or unusual renderings
 - Display models
 - Project marketing support
 - LEED or other resource efficient design rating system certification
 - Facility management over a building's life cycle
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2015 AIACC Honor Award for Architecture, "Machine In a Box," La Jolla, Luce et Studio. An elegant container for a large—a very large—fabrication tool for Nissan Design.