



A Guide for Our Clients

# Welcome.

Our work is driven, not by a personal agenda, but by the consistent principle of simplicity in process and product. Our process is our product, and we hope you enjoy it as much as we do.

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# Why Hire an Architect?

“Measure twice cut once”, is the saying that perhaps best sums up the role of an architect. Architects are planners, whose vital role saves time, money, and frustration as your project unfolds. Every line drawn, every material selected, and every building code studied is one problem averted for the owner down the road. In many cases, architects are required by law. In all cases, however, they streamline the process from start to finish.

In addition to design and construction drawings,

“We are planners, technicians, and coordinators with years of design expertise”

most architects also serve as the central hub of communication; coordinating engineers, reviewing cost estimates, and interacting with public officials and agencies who have a stake in your project. Without an architect, this responsibility inevitably falls on the client.

Architects are students of design. By hiring an architect, the owner benefits from his or her years of design training. While some projects can be built without a licensed architect, the understanding of history, composition, and aesthetic an architect brings to a project enhances beauty, efficiency, and the overall enjoyment of a project

## What Analogue Provides

Simply put, we provide drawings. It's the process surrounding those drawings, however, that brings value to a project. Our process involves a series of design phases and pricing (by builders) which gradually refine the scope, details, and cost of a project. These phases will be coupled with meetings and frequent communication to monitor the balance between design and budget, all of which will be overseen by Analogue.

The phrases “blueprints” and “plans” are often used to describe the architect's deliverable. In reality,

blueprints haven't been made in years, and floor plans are just one of dozens of methods used to illustrate building design. In addition to floor plans, our final comprehensive set of drawings will include elevations, sections, details, interior elevations, site plans, schedules, material selections, engineering drawings, & specifications (don't worry if these don't make sense just yet - we'll get there). This comprehensive set of drawings is a product of years of design and technical experience.

# What Analogue Does Not Provide

*We are not builders, cost estimators, real estate agents, lenders, or engineers. Analogue has trusted experts in these areas, and we coordinate closely with them during the process to keep projects running smoothly. We're glad to make recommendations to our clients for this expertise, and will directly sub-contract some work.*

## Builders/Cost Estimators

For residential projects, these are typically the same company. Analogue will create drawings to be priced by builders, and we will review these cost estimates at several phases. We will also visit the construction site at intervals to be sure the work is in compliance with the drawings. We do not, however, provide our own comprehensive cost estimating, nor do we oversee the builder's subcontractors (electricians, plumbers, etc.) Our role is to ensure what's built is what's drawn, but to leave the construction coordination to the building experts.

## Real Estate / Lending

We work closely with lenders and real estate experts to provide drawings and documentation required for nearly all loan structures and reasonable schedules. As a Baltimore office, we also have an intuition for neighborhoods and value. As with construction, however, final real estate and lending decisions should be made in conjunction with your real estate and lending experts. We do not buy your home, sell your home, or lend.

## Engineering

Structural, Mechanical, Electrical, and Plumbing engineering (if required) will be subcontracted by Analogue and included in our contract to the owner. While we don't perform these services in our office, we will include any engineering fees by these consults in our scope, handle all coordination, and supply the owner with engineering drawings. Civil engineering and geotechnical engineering, if required for site work, will be hired directly by the owner. We'll gladly furnish recommendations to the owner if these consultants are needed. For most residential additions and renovations, only an architect and structural engineer will be required. For new homes, a civil engineer will often be engaged to design the site work and utilities.

“We're glad to provide recommendations, but the final decisions for real estate and building expertise should be left to the experts”



# What You Provide

*The three most important pieces of information an owner will provide are program, schedule, and budget. While these elements will all be molded by the design team and builder, the owner should come prepared with rough expectations. Understanding what an owner wants, how much they expect to pay for it, and how soon they need it are the three pillars upon which we can help determine the viability of your project.*

## Program

The program is the owner's list of required spaces (bedroom, kitchen, office, etc.) along with any special requirements (accessibility, custom equipment, adjacencies, etc). This will be vetted and improved by Analogue through a series of client interactions, but we ask that all clients begin with this list of needs (and some wants. Why not?).

## Budget

The budget will be fine-tuned by contractor pricing, but the owner should set some expectations. Though we wish to see all projects come to life, we want to avoid clients investing in design services if the budget is insufficient to build the project. Along with budget, all clients should consider their payment strategy from the onset. If an owner is financing the construction, various loan structures are available, and it's never too early to initiate that conversation. Drawings and pricing will be needed for most loans, but understanding your lender's requirements upfront is key.

## Schedule

Analogue will coordinate the design team's schedule, but the owner should clarify their ideal timeline so we can plan accordingly and set expectations. Compressed schedules can drive costs upward, as they divert more of the design and construction team's resources. More relaxed schedules, on the other hand, are more forgiving. Certain aspects of construction are also seasonally dependent, and careful scheduling will help avoid delays during the cold weather.

## Documents

The owner should provide Analogue with any existing documents that help describe the existing site or building. This may include site plans, surveys, or documents from previous design exercises. Frequently, a land survey is provided with closing documents during settlement. Providing as much information as possible may reduce the time your architect needs to document your project.

**“Understanding what an owner wants, how much they expect to pay for it, and how soon they need it are key to success.”**





# Design Process

# 1. Concept Design

We start by gathering information. This includes any existing documents from the owner and the program requirements (project goals). A thorough analysis of the site and code are completed to determine impacts on the project. At this time, we'll also document any existing conditions to input into our modeling software.

Now, the fun starts. Based on our initial conversations, we'll sketch some design options to review in a first meeting. Once there is general agreement on layout and approach, we'll refine a single scheme and issue the Concept Design package. This will include sketch plans, notes, and conceptual 3D imagery.



# 2. Permit Documents

This phase involves the production of documents to obtain a building permit in your jurisdiction. Depending upon the scope, Structural, Mechanical, or Civil Engineering drawings may be required as well. We will have determined these requirements at the onset of the project to minimize surprises.

Building permit reviews can take weeks (or months!). For this reason, we target just the drawings required for review. This allows us to continue on with the additional design work (see next phase) parallel to the review process, consolidating our timeline. In some instances, we are asked to make modifications to our drawings based on an official's interpretation of code. When this occurs, we revise and resubmit



### 3. Construction Documents

These are the assembly instructions for your home, complete with drawings, details, schedules, and selections - the “blue prints” as they were once called. As noted in the previous phase, we do our best to overlap this process with permit review for an efficient schedule.

These are also the documents on which your contractor should base their final bids. You’ll get the most accurate number and your builder will thank you for the specificity. These are binding documents, and the bidder is required to execute the work as illustrated in the drawings.



### 4. Construction Administration

Design doesn’t end when construction starts. While we do our best to provide a comprehensive set of documents, design decisions and unforeseen conditions will inevitably arise during the construction of any project.

We remain on your team as your advocate to answer questions as they arise and update drawings as needed. We’ll review submittals, answer RFI’s, and visit the site to be sure the work being performed is in compliance with our documents. You invested a lot in our services, and we want you to get what you paid for.

# Sample Schedule







# Estimate Pricing

Area (sf)	Addition / Renovation ( \$/sf )	New Construction (\$/sf)
<500	22-30	N/A
500-1000	20-28	18-26
1000-2000	18-25	16-24
2000-3500	16-22	15-20
3500+	14-18	12-18

*\*\*This table is for general planning purposes only (read that twice). Each project is highly custom will and require unique pricing derived from the estimated number of hours to complete the scope. Numbers will vary from these ranges, depending on the depth and complexity of design. The ranges are for architectural work only, and do not include engineering or consultant fees, should those be required.*



## FAQ

*We update our questions as new ones come in. For the latest, please visit [analogue-design.com/faq](http://analogue-design.com/faq). Drop us a line if we missed anything!*





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