

MARTINE PAQUIN
SUSTAINABLE.MODERN.DESIGN

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PROJECT PLANNING PACK

01. Summary Sheet

Rapid Project Planning Pack For The Pre-Design Research Phase

"If I had six hours to chop down a tree, I'd spend the first 4 sharpening the axe" - Abraham Lincoln



The #1 Project Problem

#1 Problem: Projects going over time and over budget.

We see people moving projects into the design phase before the research is started. This is like a doctor starting surgery without a diagnosis.

That is why we created this Project Planning Pack. Now, you have a simple process to help you move through the Pre-Design Research Phase.

If you follow this tool, you will reduce project risk and improve project design.

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01. Summary Sheet

Once you have ticked all the boxes below, you are ready to move to the **Analysis Phase**

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02. Building Project Roadmap

Review the roadmap and identify where you are on your journey

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03. Building Experts Directory

Directory of professionals who can help you at each stage of your design and building process

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04. Building Cost Estimator

Simple do-it-yourself worksheet to estimate your building project

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05. FAQs & SAQs

Frequently-asked questions and should-ask questions you need to know about working with an architect and a designer

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06. Myth & Reality

Some things architects and designers do outside design to complete a project

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07. How To Create A Design Brief Using Only 7 Questions

Contact your shortlisted designer to start your process

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08. Readiness Slider

Gauge of how ready you are to move to the Design Phase

02. Building Project Roadmap

Major Steps Required For Designing and Building Your New Home



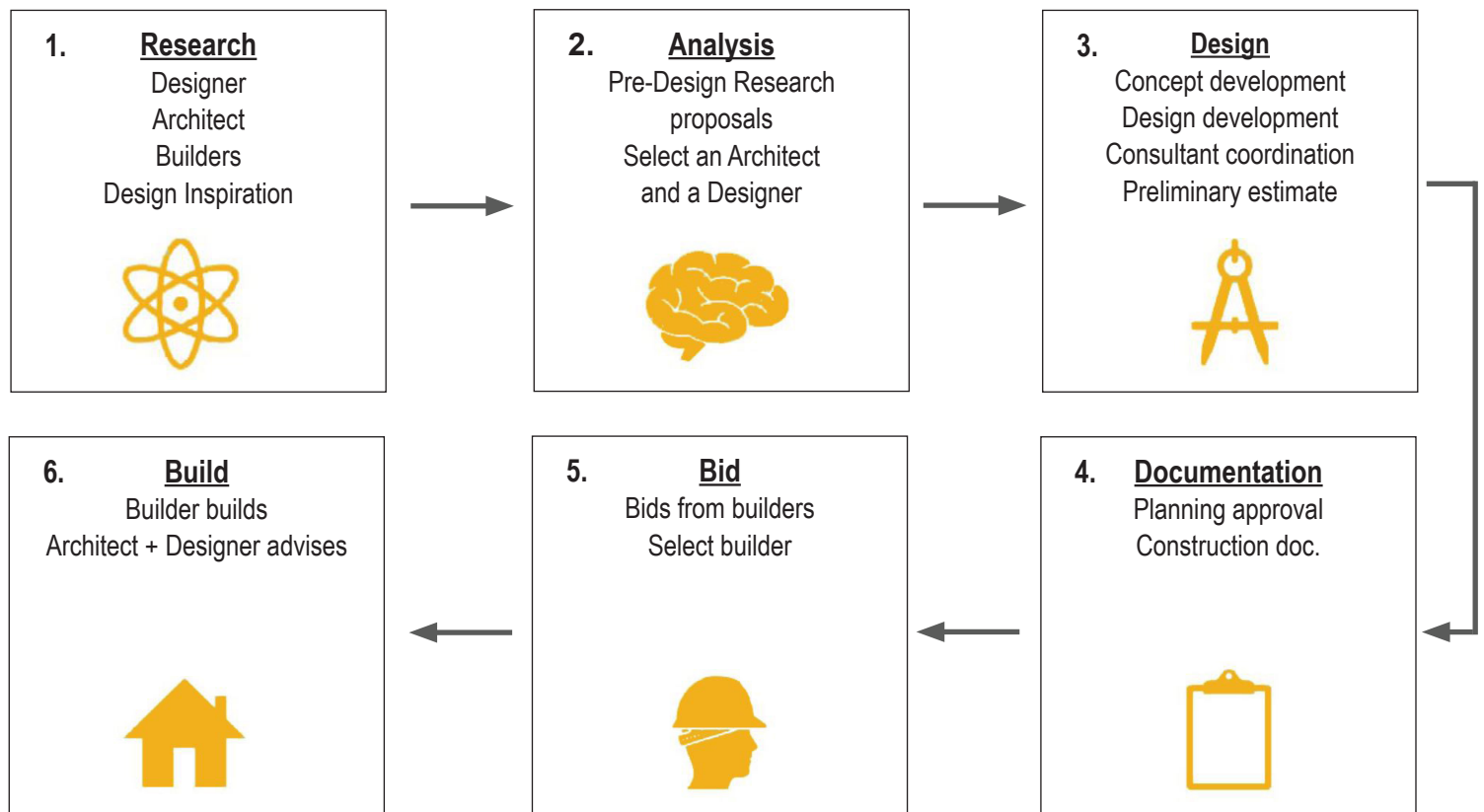
The Roadmap

This is important ... please read carefully.

Right now, you should be in the Research Phase. This is where you are gathering information and playing around with ideas.

At the point you want to get serious, you will want to check the feasibility of your ideas and understand what the project

constraints are. If you work with our firm, we will move to the Analysis Phase by conducting a Pre-Design Research to eliminate assumptions, identify constraints and find your best options. You will receive a document that can be used by us or any other architect that will ensure you reduce project risk and get the best options for your site and budget.



When you are ready to review the feasibility of your project, email or call us >> info@martinepaquin.com, 415-920-1839

03. My Project Expert Directory

Our Personal Directory of Trusted Professionals

"It's not WHAT you know. It's WHO you know."



Who Are These Experts?

Understanding WHAT to do is one obstacle and working out WHO can help you is another.

On a daily basis, our team receives requests for us to recommend design professionals. To make this process easier,

I have listed the design professionals that we trust for specific types of projects. Not only do they do a great job, but they provide excellent advice, as well. These are the experts we trust explicitly.

Once you tell us more about your project, we are happy to give you an appropriate list of professional to help you.

Profession	Name	Company	Contact Details
<input type="checkbox"/> Architect			
<input type="checkbox"/> Builder			
<input type="checkbox"/> Structural Engineer			
<input type="checkbox"/> Interior Designer			
<input type="checkbox"/> Plan Expeditor			
<input type="checkbox"/> Landscape Architect			
<input type="checkbox"/> Surveyor			
<input type="checkbox"/> Realtor			

The right Designer will manage both the experts AND the process.

04. Building Cost Estimator

The Simple, Do-It-Yourself Way To Estimate Your Number



The #1 Question ...

The most dreaded question architects, designer, builders and every other professional hates has got to be, 'how much will my project cost'?

There are so many variables that a definitive answer is literally impossible. Mainly where is your project.

Even worse, the consequences of trying to answer and risk giving 'bad advice' will have most experts running away to avoid the question.

The problem is that this question is VERY important. No one can proceed if they don't have a ball-park estimation of cost.

This guide will help you to determine an estimate of overall project costs. Your actual number may be more or less, but it can be helpful to see an estimated figure.

San Francisco

New Home Cost Estimator

				Estimate Your Cost	
Style	Standard	Medium	Luxury	Area	Cost
Cost Per Sq Ft	\$300	\$600	\$1000+		
1000 sf	\$300,000	\$600,000	\$1,000,000+		
2000 sf	\$600,000	\$1,200,000	\$2,000,000+		
3000 sf	\$900,000	\$1,800,000	\$3,000,000+		

Renovation Cost Estimator

				Estimate Your Cost	
Style	Standard	Medium	Luxury	Area	Cost
Cost Per Sq Ft	\$350	\$700	\$1000+		
1000 sf	\$350,000	\$700,000	\$1,000,000+		
2000 sf	\$525,000	\$1,050,000	\$1,500,000+		
3000 sf	\$700,000	\$1,400,000	\$2,000,000+		

For a detailed project cost assessment, email us at info@martinepaquin.com

05. Questions To Ask

When Hiring a Designer and Architect, It's Helpful To Have A Process To Make Sure You Get The BEST Person For The Project.



Asking The Right Questions

Although extensive schooling and training are required for all designers, that doesn't mean all designers are created equal.

Finding the RIGHT designer for you depends on several factors, including: personality, design style, education, specialty training, budget and even whether your project requires a specialist skill set.

Choosing the right designer can mean the difference between an enjoyable experience and one plagued with problems and hassles the whole way through once a project moves into the **Build Phase**. How will your project go?

The questions are the answer ...

A great Designer is your Advocate, Teacher, Project Leader and Coordinator

Ask these questions to our Designer and Architect

- | | |
|--|--|
| <input type="checkbox"/> What unique value do you have for our specific type of project? | <input type="checkbox"/> How would you like me to share my ideas, images, needs, wants and research? |
| <input type="checkbox"/> How can you add value to our home so that we maximize the return on investment when/if we sell? | <input type="checkbox"/> What can I do to help you deliver the best work for us? |
| <input type="checkbox"/> Do you offer a pre-design research service to help move us safely and efficiently towards the design phase? | <input type="checkbox"/> Do you have a team game plan that outlines how we will all successfully work together, even under pressure? |
| <input type="checkbox"/> What are the specific challenges for our type of project and how have you overcome these in the past? | <input type="checkbox"/> Will you run the tender process to find and select the best construction team? |
| <input type="checkbox"/> If my budget, timeline and scope of project are unrealistic, will you let me know? | <input type="checkbox"/> What educational material do you provide so we can understand the requirements of our specific type of project? |
| <input type="checkbox"/> Do I need an architect or a designer or both for my project? | <input type="checkbox"/> Do you handle furnishing and installation? I won't my home to be fabulous. |
| <input type="checkbox"/> Do you have accreditation in sustainable-green design? | <input type="checkbox"/> How do you handle my furnishing budget? |

Hiring the RIGHT architect is the single most important decision to make on your project.

06. Myth vs. Reality

What Do Architects and Designers Actually Do?



A designer's role is a lot larger than most people realize. When an architect manages your project, they ensure that every part of

the process below (and more) is handled to ensure that the biggest investment in your life or career is safe and secure.

Myth	Reality Architect	Reality Interior Designer
Sketches design that a builder uses.	Checking the title and, in particular, any easements and land covenants that may restrict what or where you can build.	Ensure Design Consistency - From exterior to interior the design relates to each other. Consider occupants activities and the environment.
Designers / Architects work really fast like TV shows.	Ensuring Compliance with building code and safety regulations, local planning regulations and restrictions. Depending on the project, there may be laws surrounding the preservation of the local environment or any historic parts of a building.	Provide style and manage expectation - Discover your home DNA from users' lifestyle and needs. with a clear program and style that suits your expectations.
A designer and a decorator provide the same type of service.	Leadership - heading up the team of professionals who will work on this stage of the project including builders, tradespeople, engineers, designers and financial professionals.	Interior Form - Suiting all activities and space requirements for storage, and circulation in all seasons.
Designers and architects provide the same type of service.	Construction documentation - translates the design into instructions and technical specifications for contractors and construction experts. Ensures those specifications are met.	Interior Finishes and Equipment - All interior finishes are coordinated for consistency and aesthetics. All appliances and hardware to be carefully selected to work beautifully. All plumbing and Electrical to meet building codes.
	Project management - site visits and meetings, overseeing the construction and validating quality of work, negotiating with contractors and dealing with and resolving any problems that arise.	Leadership - Close collaboration with architect and client for a seamless process with interiors efforts. Heading up the team who will work on this stage of the project including builders, tradespeople.
		Construction Documentation - For interior efforts: translates the design into instructions and technical specifications for contractors and construction experts. Ensures those specifications are met.
		Project management - For interior efforts in collaboration with architect and client. Site visits and meetings, overseeing the construction and validating quality of work, negotiating with contractors and dealing with and resolving any problems that arise.

In summary, the architect is the conductor of the project orchestra.

07. How To Create A Design Brief Using Only 7 Questions



Alice: "Would you tell me, please, which way I ought to go from here?"

The Cheshire Cat: "That depends a good deal on where you want to go."

Alice: "I don't much care where."

The Cheshire Cat: "Then it doesn't much matter which way you go."

Answer the following questions:

Your Question

Answer

1 Outline your current situation?

2 How do you live? Is that changing or about to change?

3 What will you need to see to know your project has been a success?

4 How do you want to FEEL as you move through your new space?

5 Who are the important people this home needs to be designed for?

6 What are the budget, timeframes and boundaries we need to work within?

7 What does your home really mean to you?

08. Readiness Slider

Are You Ready To Move To The Design Phase?



Do you need a designer? And/or Architect?

This exercise allows you to assess how ready you are to move to the **Design Phase**. If you are not close to 10 on ALL scales, then it's best to seek help from an expert to do this research.

If you rush into the design phase without this information available, you'll run the risk of making too many assumptions, which is the # 1 reason projects go over budget and over time.

"Measure twice, cut once," Builders Mantra

Question

Slider

(0-10, zero = low, 10 = high)

On a 1-10 scale, how clear are you on exactly what you need?

On a 1-10 scale, how aware are you of all the various options your site will accommodate?

On a 1-10 scale, how confident are you that you are aware of all the legal requirements?

On a 1-10 scale, how aware are you of the process you will need to have in place to get the project completed on time and on budget?

On a 1-10 scale, how confident are you that you that your budget will achieve your needs?

On a 1-10 scale, how confident are you that the decision makers for this projects are on the same page about esthetics?

On a 1-10 scale, how clear are you on the program and budget?

Give yourself a current overall rating for readiness.

Don't worry if you are not at 10 on all scales yet. The Pre-Design Research process allows you to fill in the knowledge gaps and gets you ready to move to the Design Phase.

Our Needs and Options Review is the process designed to get you to 10 on ALL sliders above.

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