

In this scenario the interior designer, as a part of the wider professional team, establishes the clients' "big picture" space requirements in the form of a strategic program and develops the ideal building footprint arrangement. With the assistance of professional engineers, the interior design "pro forma" for a new location/building and the infrastructure needed to support the environment is established. Once signed off by the clients' senior management, the "pro forma" is used to begin the property search.

In the case of a build-to-suit requirement, the information will be used to solicit responses for developer's proposals.

This very often results in suggested modifications to the base building design offer, to better suit the client's needs and assists the team in making its final recommendations.

A typical site/developer appraisal checklist would include:

- *Location, access, and transportation links*
- *Size, massing, and core provision*
- *Planning authority consent status*
- *Ownership scenarios (freehold site purchase/developer leaseback)*
- *Construction challenges*
- *Costs (property, relocation, business, and construction)*
- *Building footprint and loss factor efficiency checks*
- *Stacking diagrams and test fits*
- *Rating how well the building meets the ideal space strategy*

The true value to the client of this type of collaborative predesign service is the development of a clear space strategy and the criteria for a space search, analysis of short-listed sites or buildings, and professional advice in supporting negotiations and decision making. The value to the interior design firm is that this type of commission, when executed properly, often leads to a full-service interior design commission following the leasing or building acquisition.

Because the time span of this sort of commission can often be a year from the start of the process to making a final decision on a building, this predesign

service is offered as a stand-alone commission based on either a fixed or not-to-exceed fee.

The Consulting Role

The third type of predesign service involves understanding how design and environment can affect the alignment of business goals, corporate culture, and real estate needs. It rarely takes the form of a traditional design project in a predetermined location. These projects are more likely to be predesign feasibility studies involving the recommendation of future space strategies, relocation scenarios, or exploration of alternatives with a view to implementing major space use changes in a client organization.

Existing real estate portfolio consolidations consist of reviewing and analyzing existing conditions, space efficiency, and effectiveness. The analysis would attempt to answer the questions of what is working, what isn't, and why not?

The review of existing conditions, especially environmental conditions, requires measuring existing performance against preset guidelines or "best practice" criteria. Obtaining these data requires the services of engineers; almost always MEP and fire protection (FP) and sometimes structural. The data are presented in report format, with recommendations for upgrades, costing information, and implementation logistics.

This type of due-diligence study is best reported in the form of a spreadsheet, so that comparisons between building and/or locations can be easily understood. The report would also contain "big picture" stacking scenarios and test fits of typical building floors to establish efficiency and loss factors. For an example of a building evaluation checklist, see Figure 24-1.

Predesign feasibility studies are projects that exist outside a "live" interior design project and involve the design firm providing knowledge-based advice to set new goals/guidelines for workplace design and occupancy targets. These projects are nearly always driven by the need to occupy less space, use existing space more efficiently, or provide a better-quality environment for staff and customers.

These projects are invariably for large-scale corporate clients. Virtually all large relocation projects involve a predesign feasibility study prior to the real estate decisions being made or the appointment of the interior designer to