CONCEPT DESIGN







The TowerPinkster team is committed and responsive to execute capital improvement projects as quickly as possible to support our client's production process. Our programming and conceptual design process starts with a thorough immersion into our clients' process flow and operations. We review all background information available to our team in advance of meeting with the client, expediting the transfer of knowledge. This preparation allows our team to respond with dialogue, posing questions and providing initial reactions regarding the project execution. Together, we establish a critical path to decision making by establishing goals, scheduling milestones and documenting operational requirements.

Facilities Assessment:

We conduct a walkthrough of your facility to confirm the existing conditions. Staff members will be invited to provide additional insight and assist in prioritizing goals and initiatives. Our approach is to learn our clients process and constraints; focusing on process flow, building code, life-safety, space needs, infrastructure condition/capacity, mechanical, electrical, plumbing, and technology systems. We deliver a document with descriptive narratives and existing condition ratings in a consistent, reliable, and usable format.

Programming and Planning:

Work sessions will be conducted with each user group to allow the design team to become informed of the needs and operational requirements of each entity. Building on our initial facility assessment, we will engage with your process leaders in scheduled sessions to allow the team to walk through the existing facility, document and quantify their needs, gain an understanding of the desired operational practices, and explore improvements to improve efficiency.

Initial design concepts are developed concurrently with the space programming process. The relationships between each function will be graphically shown to indicate the desired operational process and location within your facility. Space program tables will be prepared that specify the net square footage required for each function or department. In addition to guiding this building program, the tabular summary will also enable the team to determine the approximate building area, thus allowing consideration for cost projections and phasing concepts.

Conceptual Design:

Once the building program and budget estimate are approved, the design team will produce conceptual design options based on interactive work sessions. The goal is to begin to narrow the paths of possible options by determining massing, site arrangement, significant functional relationships, and circulation. TowerPinkster believes that plan illustrations, workflow diagrams and the development of 3-Dimensional renderings assist in healthy discussion and adoption of these concepts by leadership during this phase. We illustrate the benefits of the new construction and renovation to make clear the rationale for these approaches. Early decisions have the most significant potential for budgetary impact, so options will be weighed carefully for initial long-term costs. The project is further defined in this phase to achieve the scope of the project.

A final Building Program Document containing narratives, tabular data of space needs, conceptual designs, and a conceptual cost estimate will be provided for use in leadership presentations, decision-making efforts, and change management for the company.



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