

# Concept Design for Real Estate Development

Displayed on the following pages are examples of our past projects in Canada.

## Why Choose Us?

We offer fixed-price packages that are tailored to your project requirements.

Our Concept Designs package, which includes 3D rendering and pricing options, is a low-risk option for the initial phase of your project, allowing you to explore your site's potential.

We understand that clients primarily seek architect firms for concept design, and while they excel at their job, most architectural firms expect to see the project from start to finish at a high hourly rate. This rate is usually more applicable for the design development stage than the concept design phase of most projects.

We are particularly helpful to clients in the rezoning proposal stage and during their due diligence and feasibility study, as we can provide a cost estimate for your potential project. We make it our priority to maximize the potential of your space.

DH Visual Studio

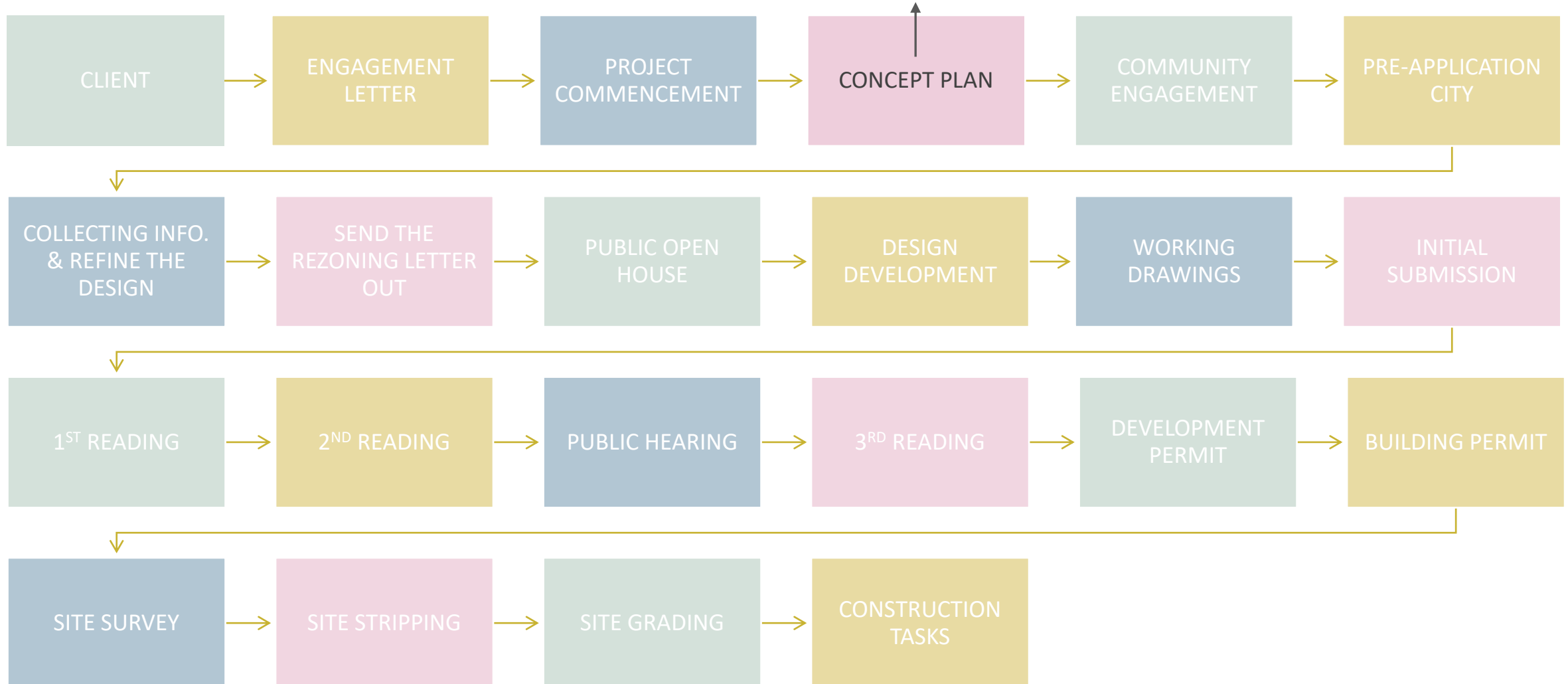


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## New Development Process

Based on our small knowledge of the land development process, we think that our concept design service with 3D rendering could be a helpful service for your new development in the initial stage of your project before your working drawing process starts.



# The Concept Design Process

US

Engineer Drafter

Builder

**Phase1 Concept Design**  
Design Brief

**Phase 2 Concept Design**  
2D Layout Options

**phase 3 Concept Design**  
3D Design and Rendering

**Phase 4**  
Design Development

**Phase 5**  
Construction Document/Working  
Drawings

**Phase 6**  
Construction

**Initial meeting and discussing and defining the project by the requirement provided by the client**

- Critical factors: Green, sustainable, affordable, rental, condo, etc.
  - Reviewing the zoning bylaws
- Other information and requirements from the client.

**Providing different options for the 2D concept design floor plans**

- The goal is to establish the shape and size of the building with rough drawings of the site and floor plans, including meetings with the client; it is the rough outline for the entire project.
- We provide the mass table of the unit study with each option.

**Creating the 3D Rendering from the approved 2D option**

- After the client approves one of the 2D layout options, we can start the elevation design of the owner's desired angels of the building;
- Again, when the elevation design for the required building angle is approved, we begin creating the 3D rendering.

The client-selected architects will develop and edit the concept design to a more detailed design, as well as floor plans, elevations, and sections with complete dimensions.

Once the client and architect are comfortable with their drawings, they can move to working drawings which include specifications for construction details and materials, a complete set of architectural drawings(site plan, floor plans, elevations, sections, details, etc.), and structural, mechanical, electrical drawings.





# Esquimalt Project

Please be advised:

The content presented in this document has been created specifically for the client, serving as an architectural concept to showcase the design goals for the project. It is not recommended to use the concept drawings for scaling purposes. Prior to proceeding with any work, including building consent and progressing to future project stages, it is essential to verify all dimensions on-site. It is important to note that DH Visual Studio does not accept any liability beyond the concept drawings presented in this document.

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# Concept Design Cost of Esquimalt Project

**Total Cost**– Total cost for all the Concept designs and exterior 3D rendering for option 4 is **2290 CAD**.

## Cost Breakdowns:

All Design Options – The cost of the design of all four options is **1320 CAD**, including the floorplans, interior layouts, and unit study tables.

Elevation Design- The 3D elevation Concept design for south and west elevations, including the material and finishes, is **350 CAD**.

Exterior 3D Rendering – One 3D rendering of the exterior **620 CAD**.

## Terms and Conditions

- Even though these are only concept designs and not working drawings, we still review local bylaws and ask the client how far they would like to go for their variants.
- The second exterior rendering would be **350 CAD** from the same side of the building and **260 CAD** for the other sides of the building.
- The process of the 3D rendering is included three revisions.
- The timeline for floor plan concept designs was 19 days.
- The timeline for 3D modeling and rendering was 14 days.





# Design Brief Esquimalt Project

## Concept Design for a Rezoning Application

The existing zone of this project is RM-4(Multiple Family Residential); the client was interested in rezoning to the CD zone(Comprehensive Development Zone).

The concept design for this property aims to develop a new zone of up to 4-5 stories and one underground parking that will be used for a rental property with maximizing the space and a small common area.

The design aspiration in this project is to have the maximum view at a lower cost, so do not have window walls but big enough windows for people to enjoy the view of the surrounding areas, including kitchens, bedrooms, and living rooms.

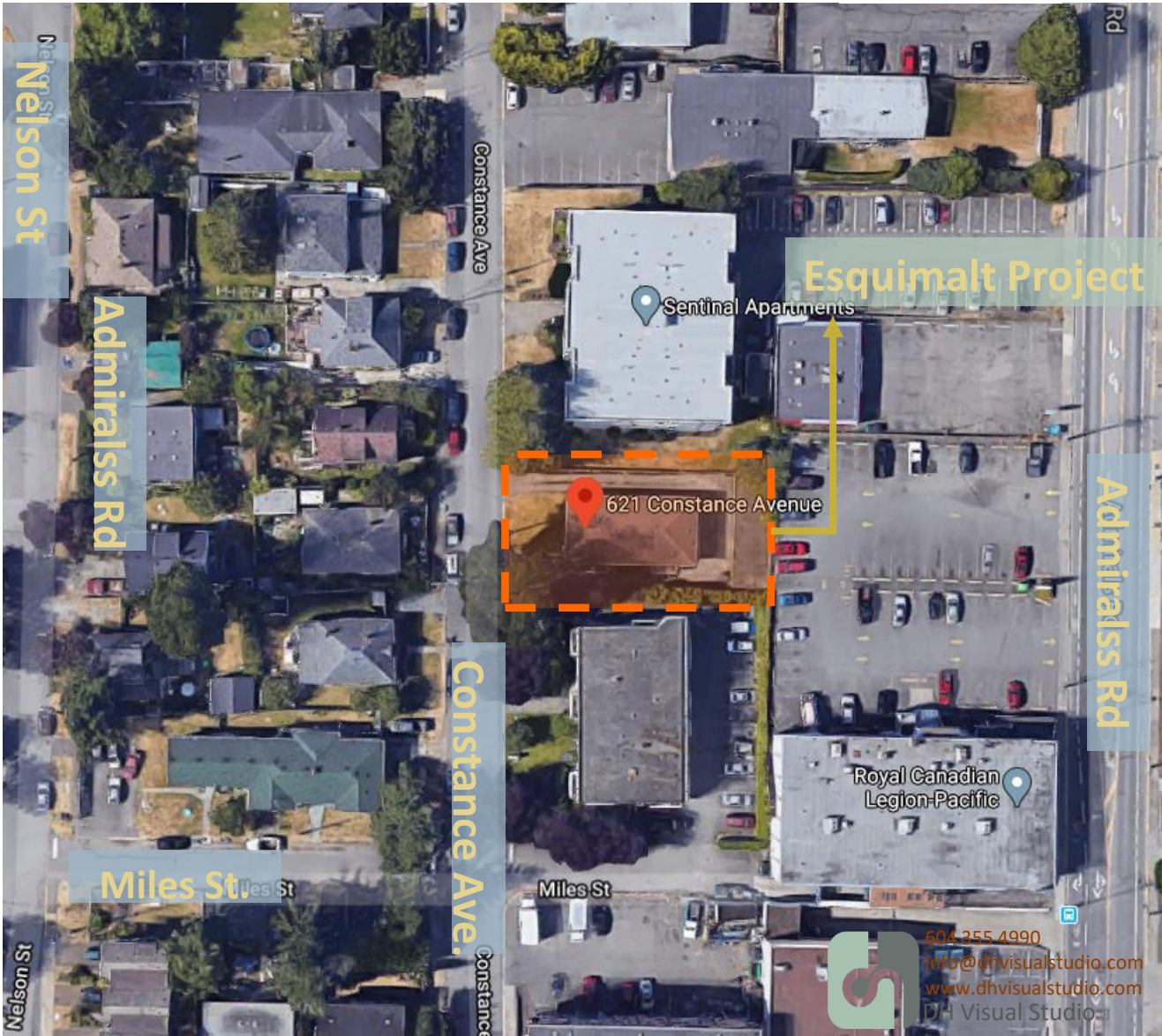
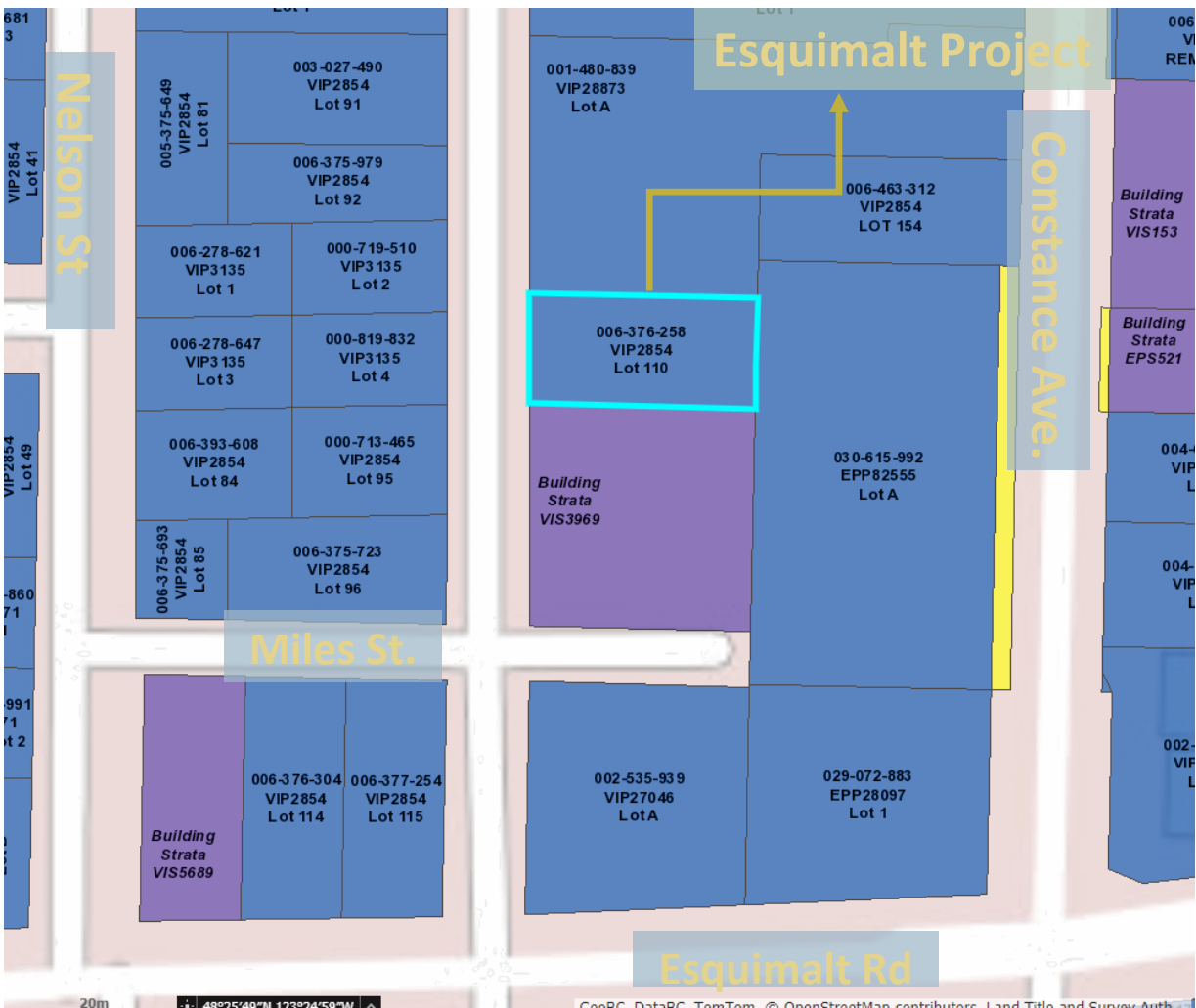
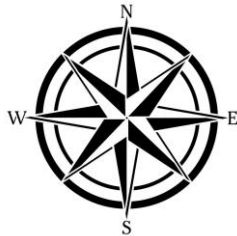
## Design Aspiration and Project INFO

- . Creative Exterior with bright concept colors and materials to have a tremendous impact on the neighborhood.
- . Underground parking with Mechanical room and waste storage.
- . Different design options.
- . Including two-bedroom and one-bedroom units.
- . They also would like to have balconies in most of the units.
- . Space oriented to maximize sun.
- . The space needs to be modern, cost-effective, and functional.
- .The design aspirations are to create comfortable family homes affordable.



# Effected Street Address

## Rezoning to a CD Zone



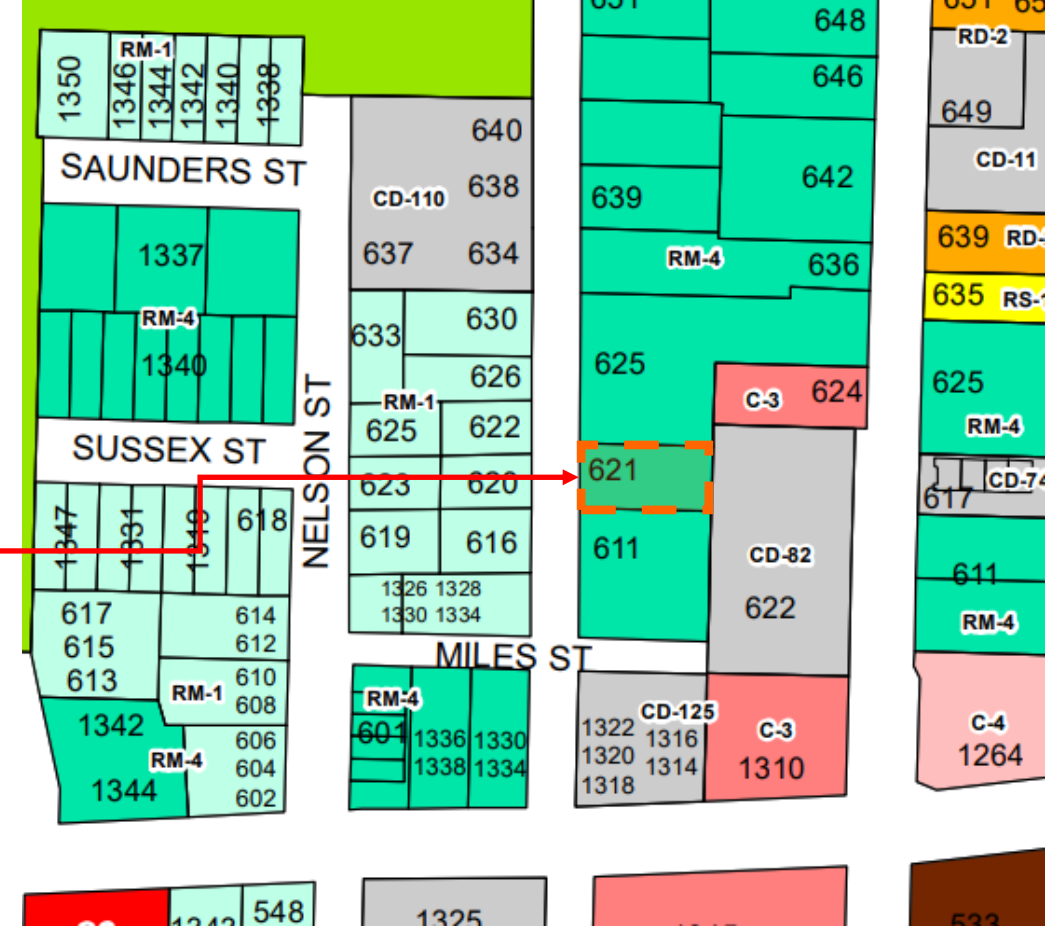


# Esquimalt Zoning Map















































Current Zone: RM-4

Rezoning to Comprehensive Development Zone

621 Constance Ave



## Zoning Designation

	Null	No Assigned Zone		I-3	McLoughlin Point Special Use		RD-3	Two Family/ Single Family Residential
	C-1	Convenience Commercial		I-4	Utility		RM-1	Multiple Family Residential
	C-2	Neighbourhood Commercial		I-5	Sewage Handling Facility		RM-2	Multiple Family Residential
	C-3	Core Commercial		M-1	Marine [Land] Commercial		RM-3	Multiple Family Residential
	C-3A	Core Commercial Liquor		M-2	Marine Commercial		RM-4	Multiple Family Residential
	C-4	Service Station Commercial		M-3	Marine Residential		RM-4C	Multiple Family Residential - Congregate Care
	C-5A	Tourist Commercial		M-4	Marine Navigation		RM-4CP	Multiple Family Residential - Congregate Care
	C-5B	Tourist Commercial		M-5	Marine Small Dock		RS-1	Single Family Residential
	C-5C	Tourist Commercial		P-1	Public/ Institutional		RS-2	Single Family Panhandle Residential
	C-6	Licensed Liquor Establishment		P-2	Parks/ Open Spaces		RS-3	Single Family Waterfront Residential
	C-6A	Licensed Liquor Establishment - Professional Office		P-3	Golf Course		RS-4	Single Family Bed and Breakfast Residential
	C-7	West Bay Commercial		P-4	Institutional Day Use		RS-4A	Bed and Breakfast Residential
	C-7A	West Bay Commercial 2		P-5	Community Care Facility		RS-5	Single Family Large Lot Residential
	CD	Comprehensive Development Zones		RD-1	Two Family Residential		TC	Town Center
	I-1	Light Industrial		RD-2	Two Family Small Lot Residential			
	I-2	Heavy Industrial		RD-2X	Two Family Small Lot Residential Modified			

# Layout Options Esquimalt Project

## Proposed Ideas And Design Features

**Overview** - We have provided four different options

**Option 1** – This option is included four storeys, plus one underground parking. Total unit number of 12 two-bedroom apartments(788 SF, 773 SF, 770 SF), three on each floor with a total parcel coverage of 35.67 %, 13-meter height, the floor area ratio of 1.26, and a total number of 17 parking including four designated visitors.

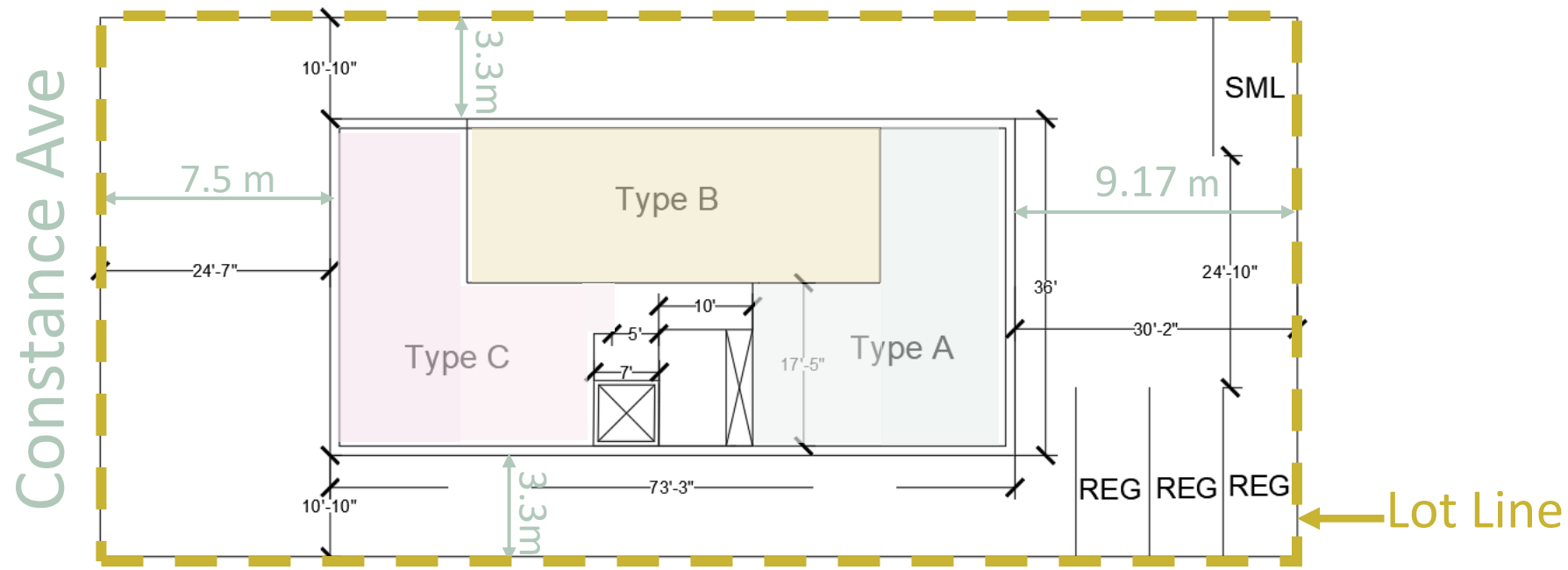
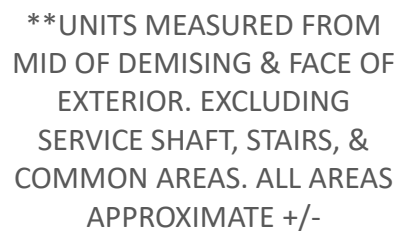
**Option 2** - This option is included four storeys, plus one underground parking. Total unit number of 12 units, including eight two-bedroom apartments in two types (898 SF, 877 SF), and 4 one bedroom apartments (556 SF), one on each floor with a total parcel coverage of 35.67 %, 13-meter height, the floor area ratio of 1.26, and a total number of 17 parking including four designated visitors.

**Option 3** - This option is included four storeys, plus one underground parking. Total unit number of 12 two-bedroom apartments(788 SF, 728 SF, 692 SF), three on each floor, with a total parcel coverage of 35.67 %, 13-meter height, the floor area ratio of 1.19, and a total number of 16 parking including three designated visitors.

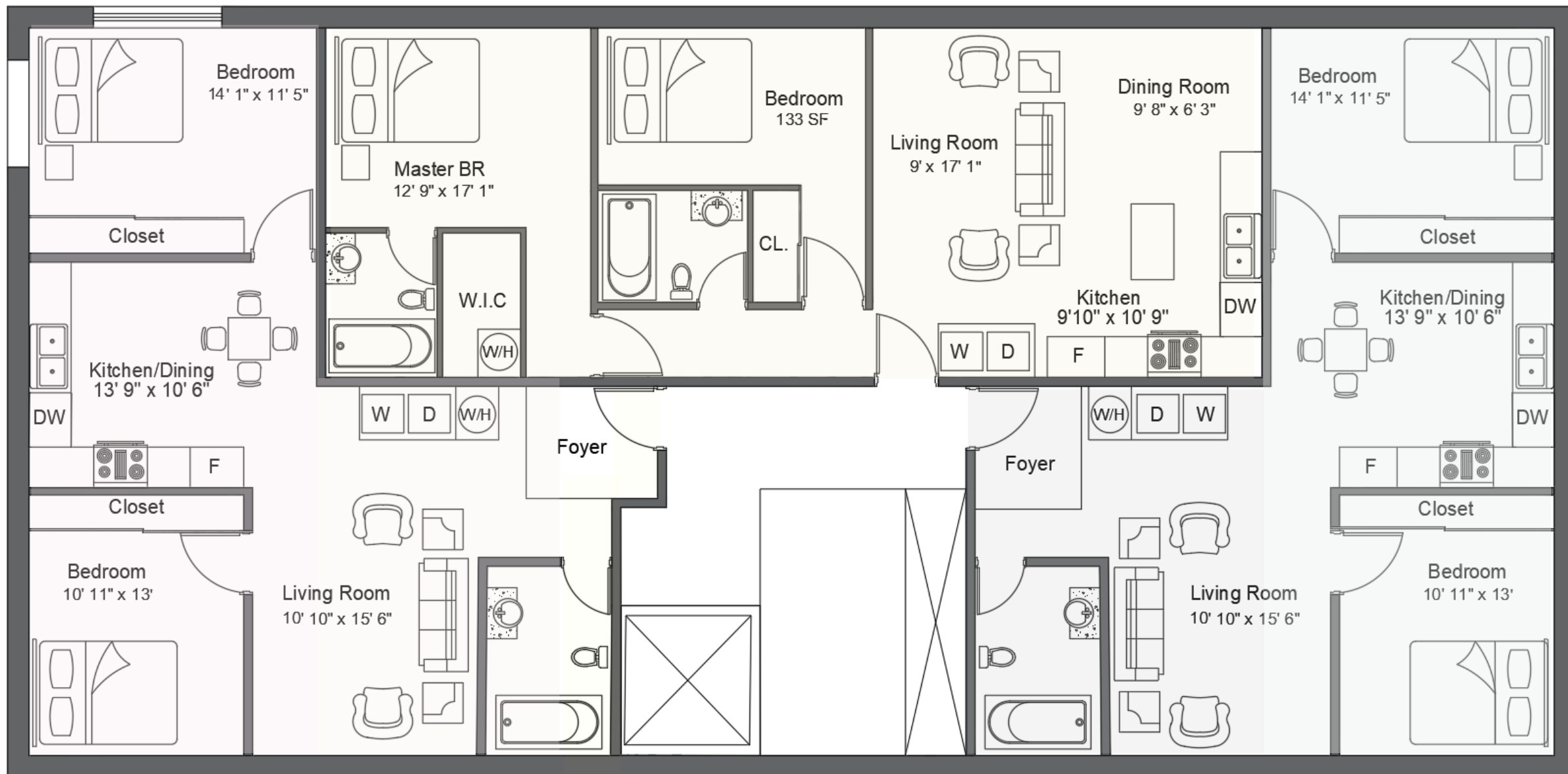
**Option 4** - This option is included five storeys, plus one underground parking. Total unit number of 20 units, including ten two-bedroom apartments in two types (751 SF) and ten one-bedroom apartments in two types (504 SF, 494SF), one on each floor with a total parcel coverage of 39.2 %, 16-meter height, the floor area ratio of 1.69, and a total number of 18 parking including four designated visitors.

**Approved option:** The client approved **option 4**, and after we did this option with four storeys, they wanted to design this option for a five storeys building, then complete the design in 3D rendering.





## Option 1

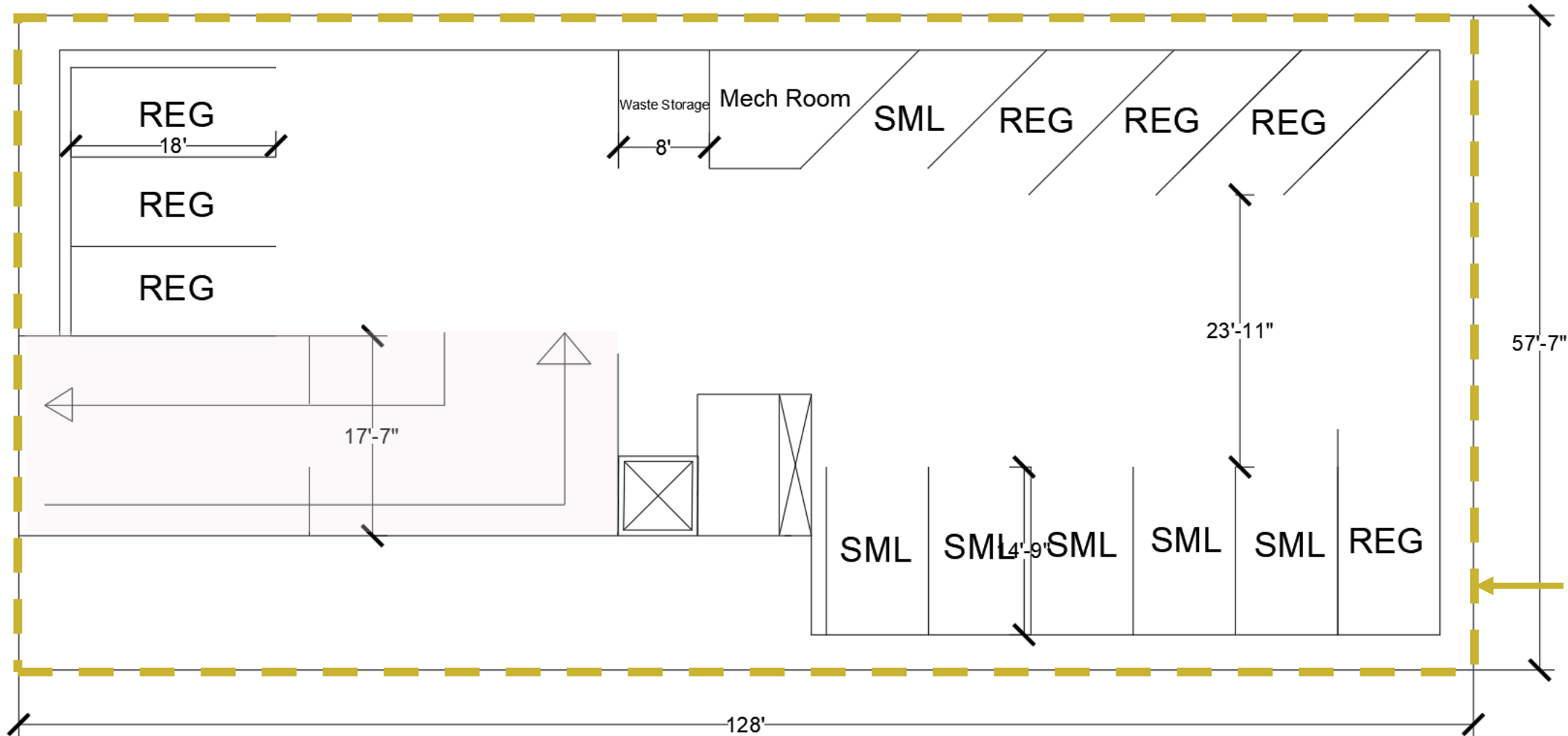


## Option 1





Constance Ave



Underground Parking



# Unit Study

## “First Option”

For the purpose of rezoning the application for CD Zone

- According to Zoning Bylaws 1992, NO. 2050 of the township of Esquimalt:
- Floor Area: Excluding balconies, stairs, service shaft, & common areas.
- Lot Coverage: Including Balcony, stairs, common area, and service shaft.

## Mass Table

Total Lot Area	7380 SF
Max Floor Area Ratio (FAR)	1.26
Max Parcel Coverage	36%
Max height	13 M

### Area Break-up for all floors

Floor	Floor Area (sq.ft.)	2 BED (770-788)SF	Common Area SF	Total Units
First Floor	2330.29	3	302.76	3
Second Floor	2330.29	3	302.76	3
Third Floor	2330.29	3	302.76	3
Fourth Floor	2330.29	3	302.76	3
Total Built up	9321.16	12	1211.04	12

Height	13 M
FAR	1.26
% of Parcel coverage	35.67% ~ 2633 SF

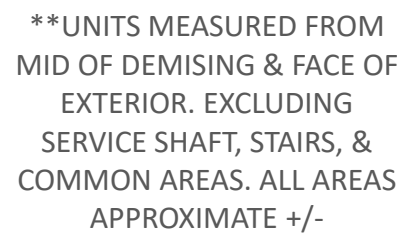
### Parking

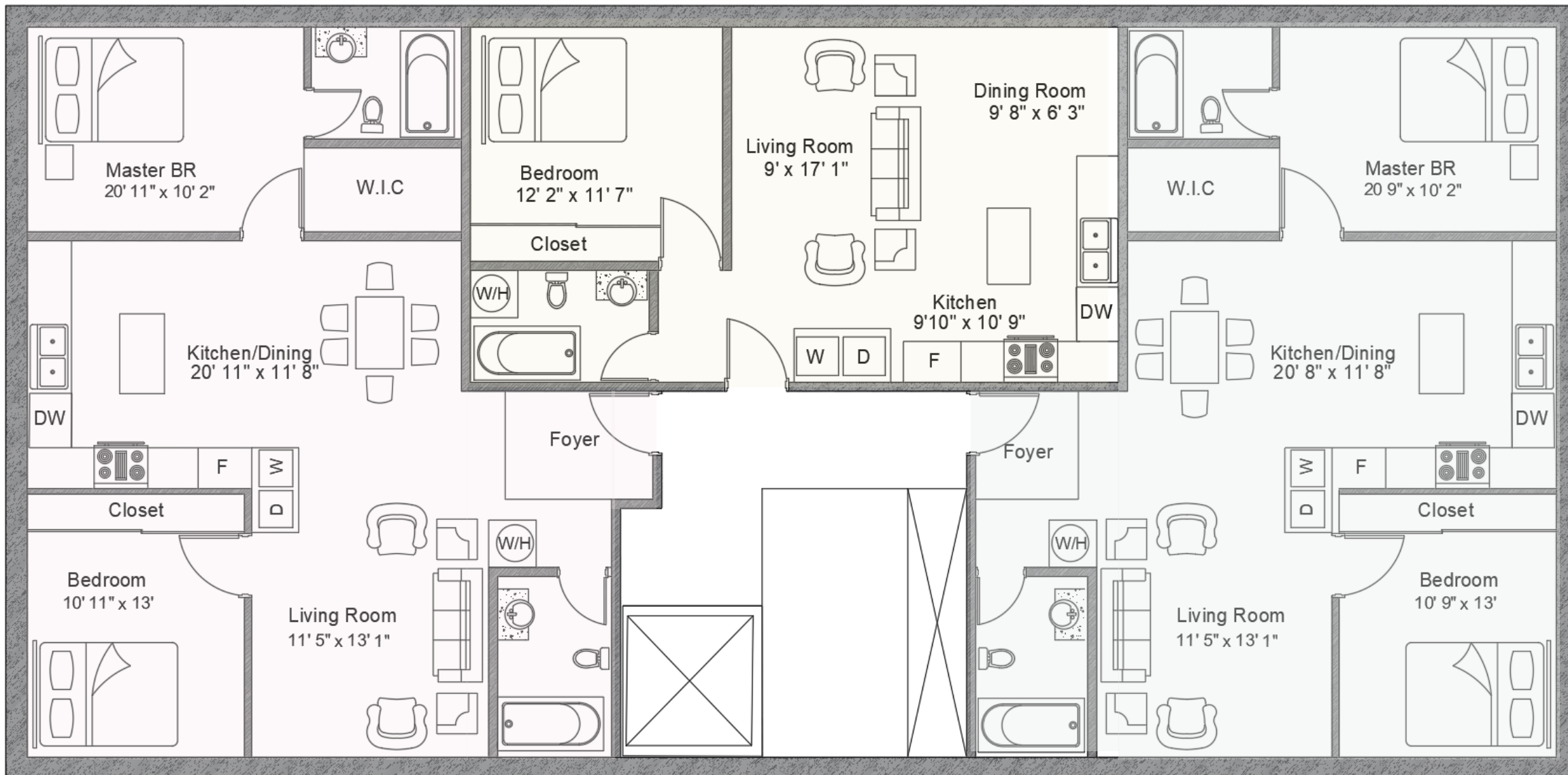
Total Stall	17			
Normal	10			
Small	7			

### Parking Breakdown

Visitor	4			
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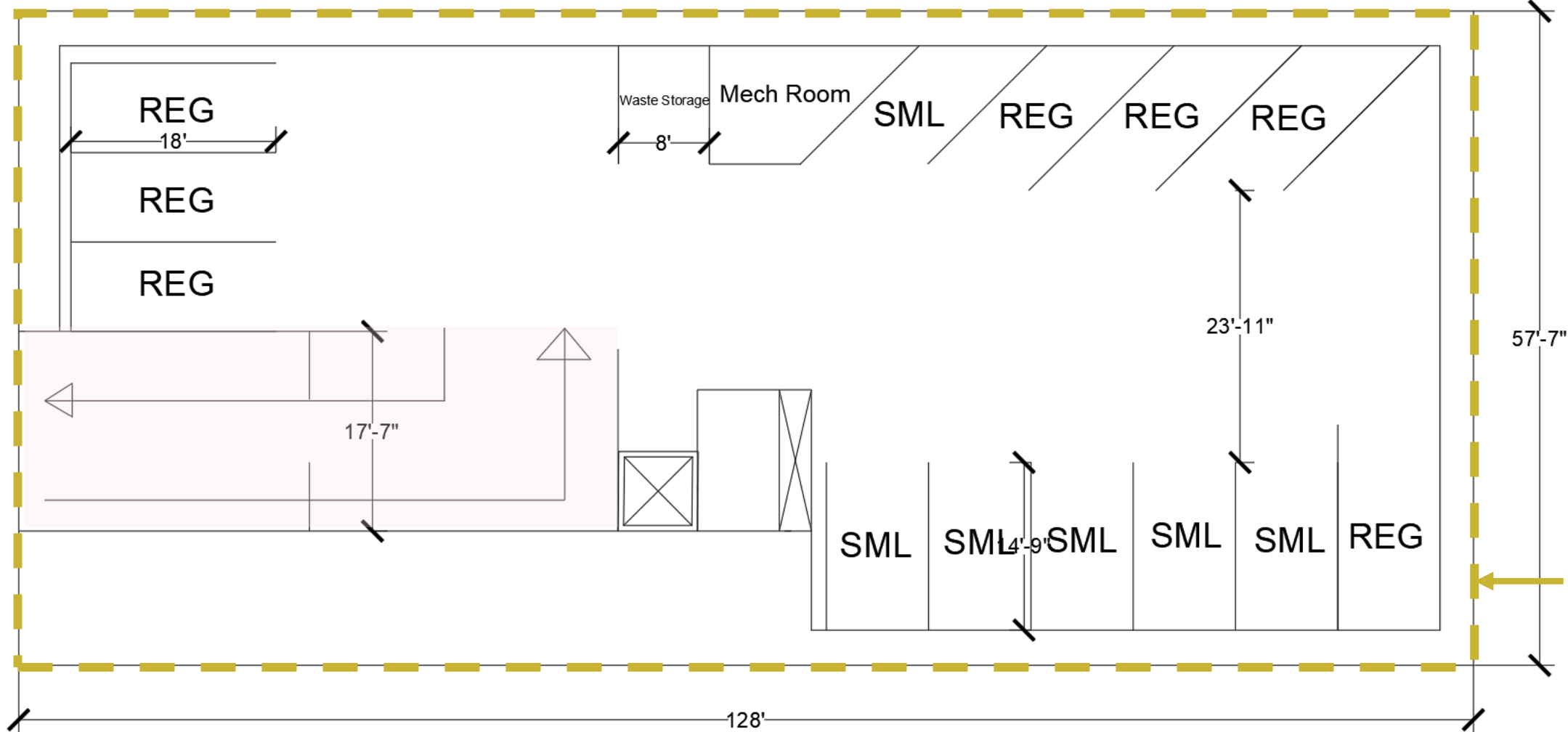


## Option 2





Constance Ave



Underground Parking

# Unit Study

## “Second Option”

For the purpose of rezoning the application for CD Zone

- According to Zoning Bylaws 1992, NO. 2050 of the township of Esquimalt:
- Floor Area: Excluding balconies, stairs, service shaft, & common areas.
- Lot Coverage: Including Balcony, stairs, common area, and service shaft.

## Mass Table

Total Lot Area	7380 SF
Max Floor Area Ratio (FAR)	1.26
Max Parcel Coverage	36%
Max height	13 M

### Area Break-up for all floors

Floor	Floor Area (sq.ft.)	2 BED (770-788)SF	Common Area SF	Total Units
First Floor	2330.29	3	302.76	3
Second Floor	2330.29	3	302.76	3
Third Floor	2330.29	3	302.76	3
Fourth Floor	2330.29	3	302.76	3
Total Built up	9321.16	12	1211.04	12

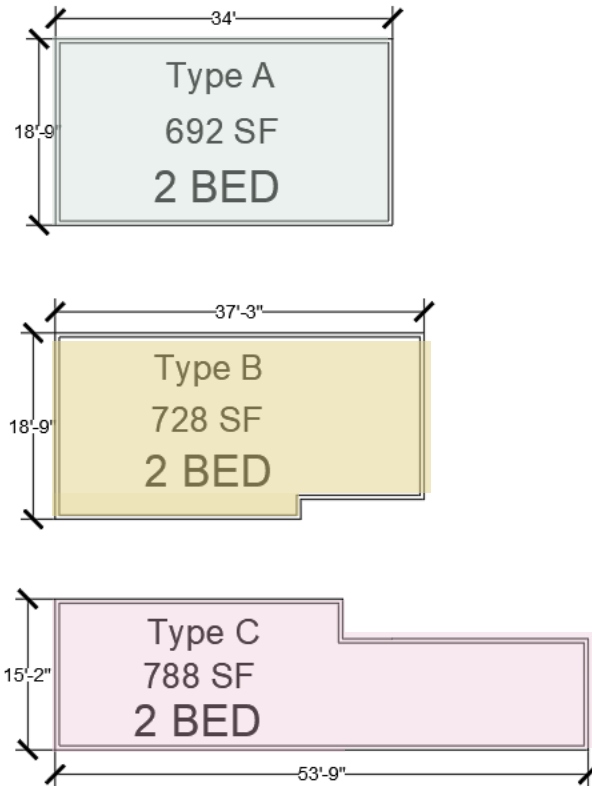
Height	13 M
FAR	1.26
% of Parcel coverage	35.67% ~ 2633 SF
Parking	

Total Stall	17			
Normal	10			
Small	7			

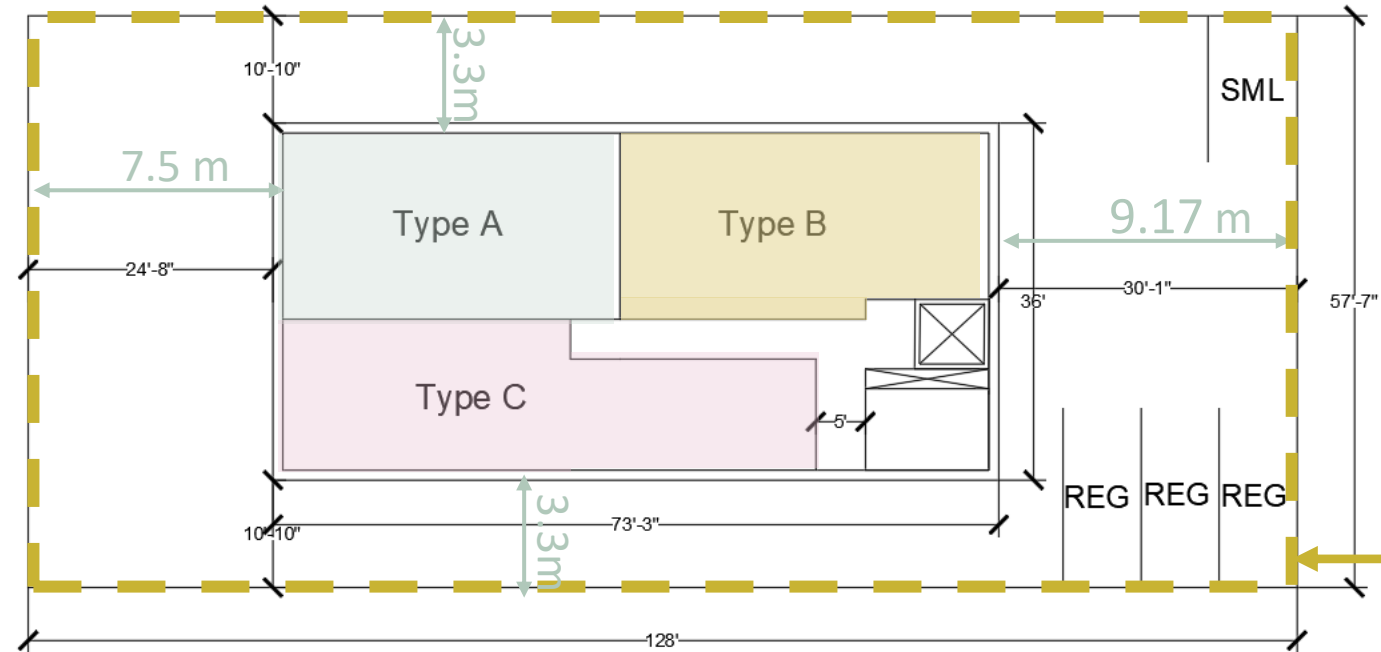
Parking Breakdown	Visitor			
	4			



\*\*UNITS MEASURED FROM  
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EXTERIOR. EXCLUDING  
SERVICE SHAFT, STAIRS, &  
COMMON AREAS. ALL AREAS  
APPROXIMATE +/-



Constance Ave

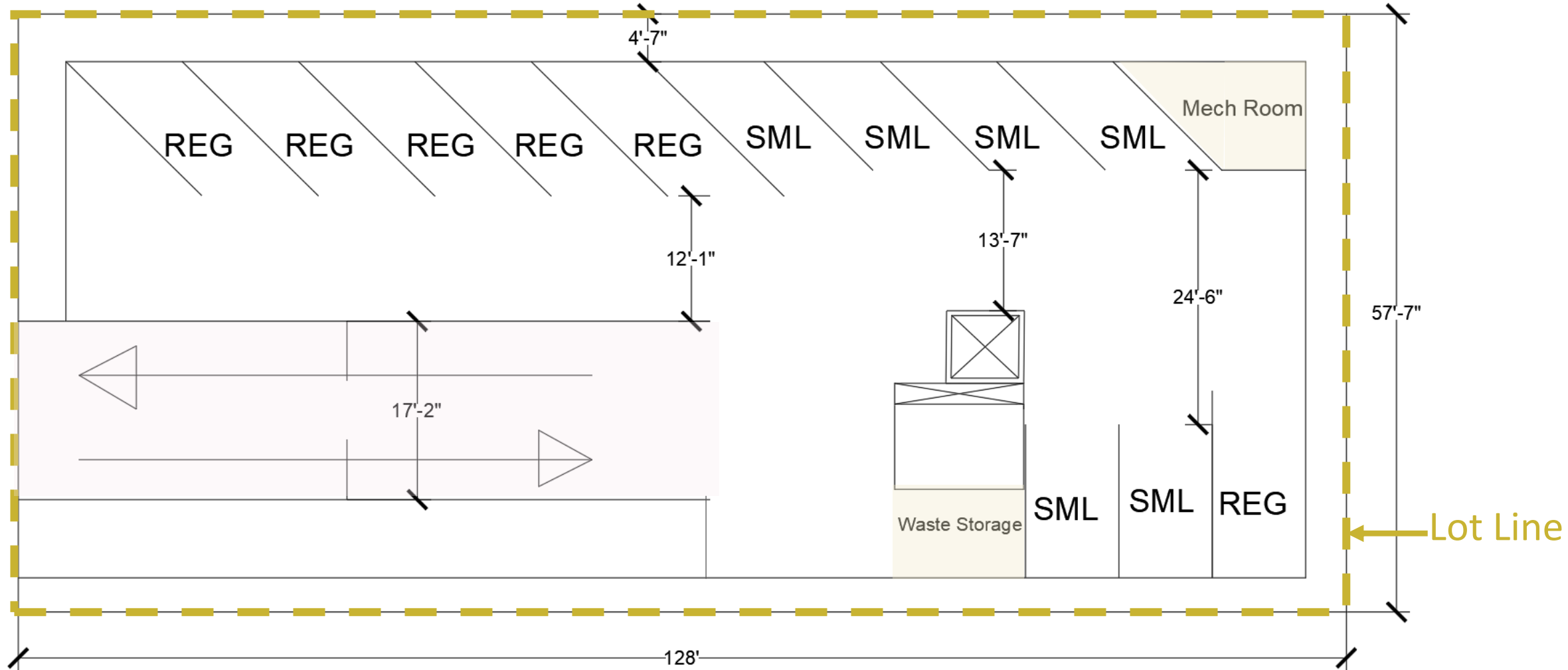


Lot Line

## Option 3



Constance Ave



Underground Parking

# Unit Study

## “Third Option”

For the purpose of rezoning the application for CD Zone

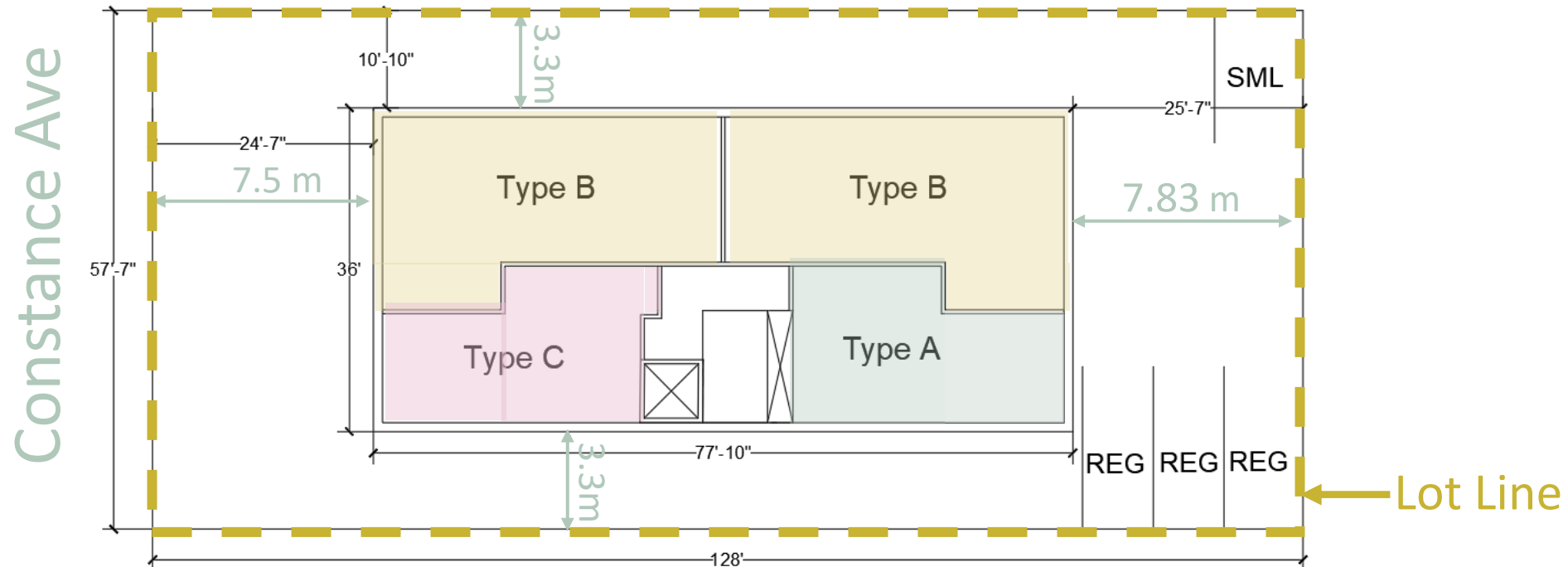
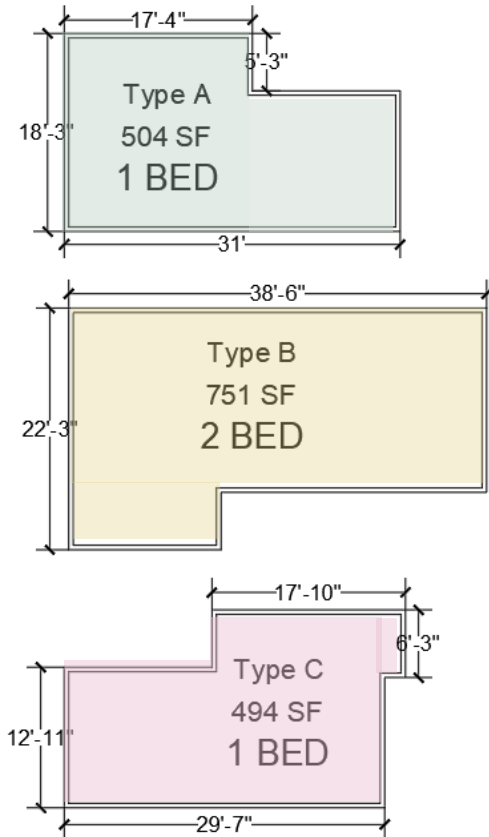
- According to Zoning Bylaws 1992, NO. 2050 of the township of Esquimalt:
- Floor Area: Excluding balconies, stairs, service shaft, & common areas.
- Lot Coverage: Including Balcony, stairs, common area, and service shaft.

### Mass Table

Total Lot Area	7380 SF			
Max Floor Area Ratio (FAR)	1.19			
Max Parcel Coverage	36%			
Max height	13 M			
Area Break-up for all floors				
Floor	Floor Area (sq.ft.)	2 BED (770-788)SF	Common Area SF	Total Units
First Floor	2208	3	424.8	3
Second Floor	2208	3	424.8	3
Third Floor	2208	3	424.8	3
Fourth Floor	2208	3	424.8	3
Total Built up	8832	12	1699.2	12
Height	13 M			
FAR	1.19			
% of Parcel coverage	35.67% ~ 2633 SF			
Parking				
Total Stall	16			
Normal	9			
Small	7			
Parking Breakdown	Visitor			
	3			

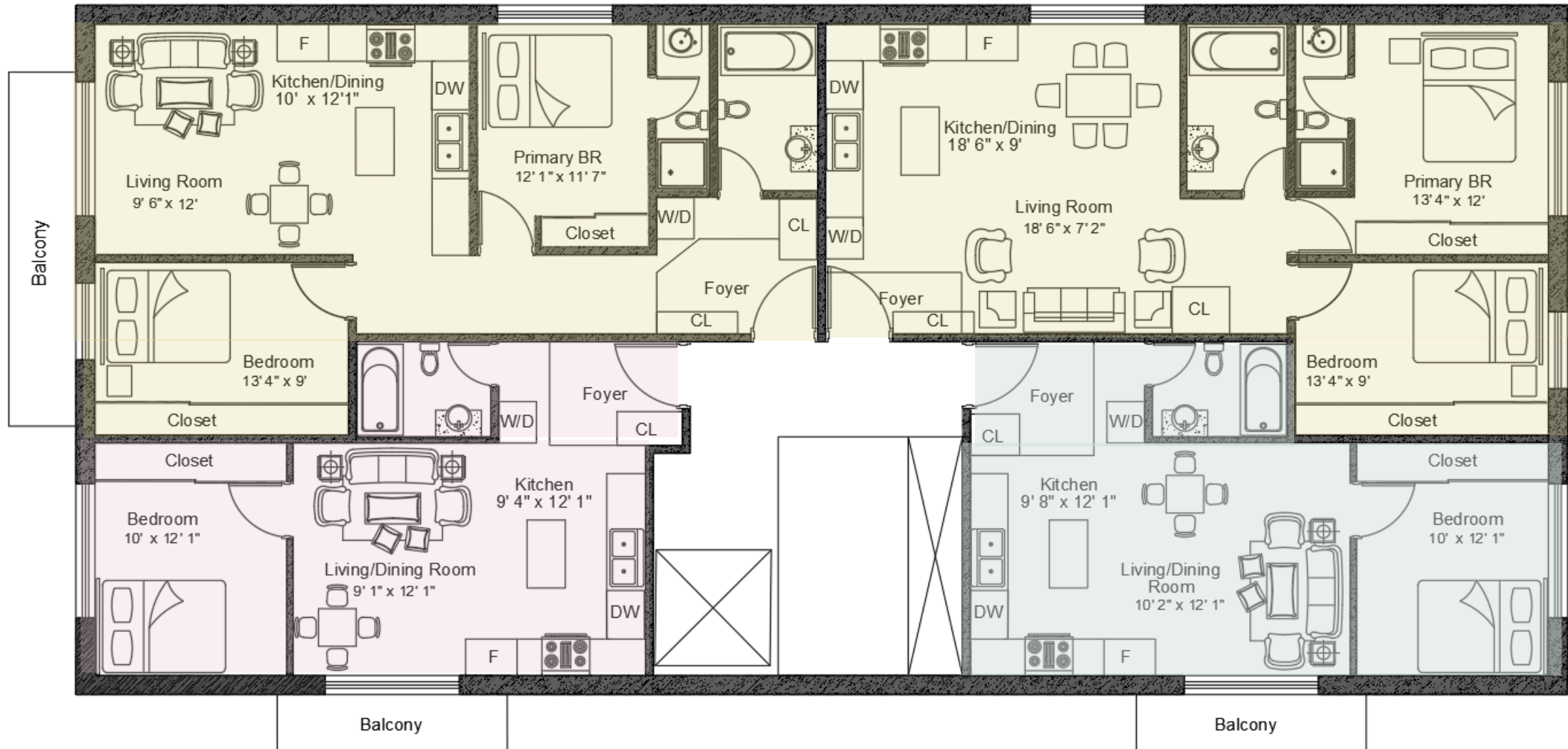


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COMMON AREAS. ALL AREAS  
APPROXIMATE +/-**



## Option 4

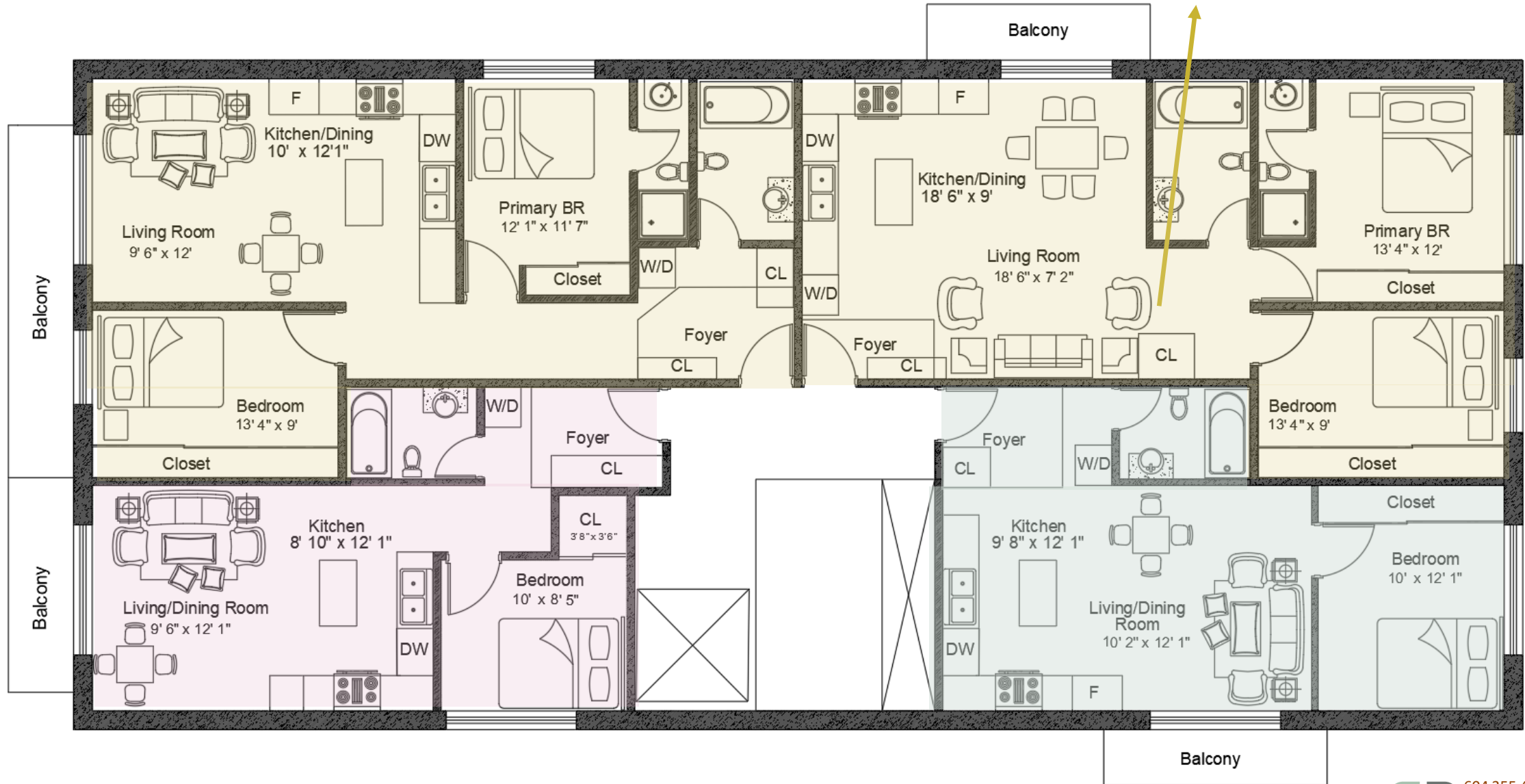
# Option 4



## First Floor

# Option 4

Living room Rendering  
from this angle

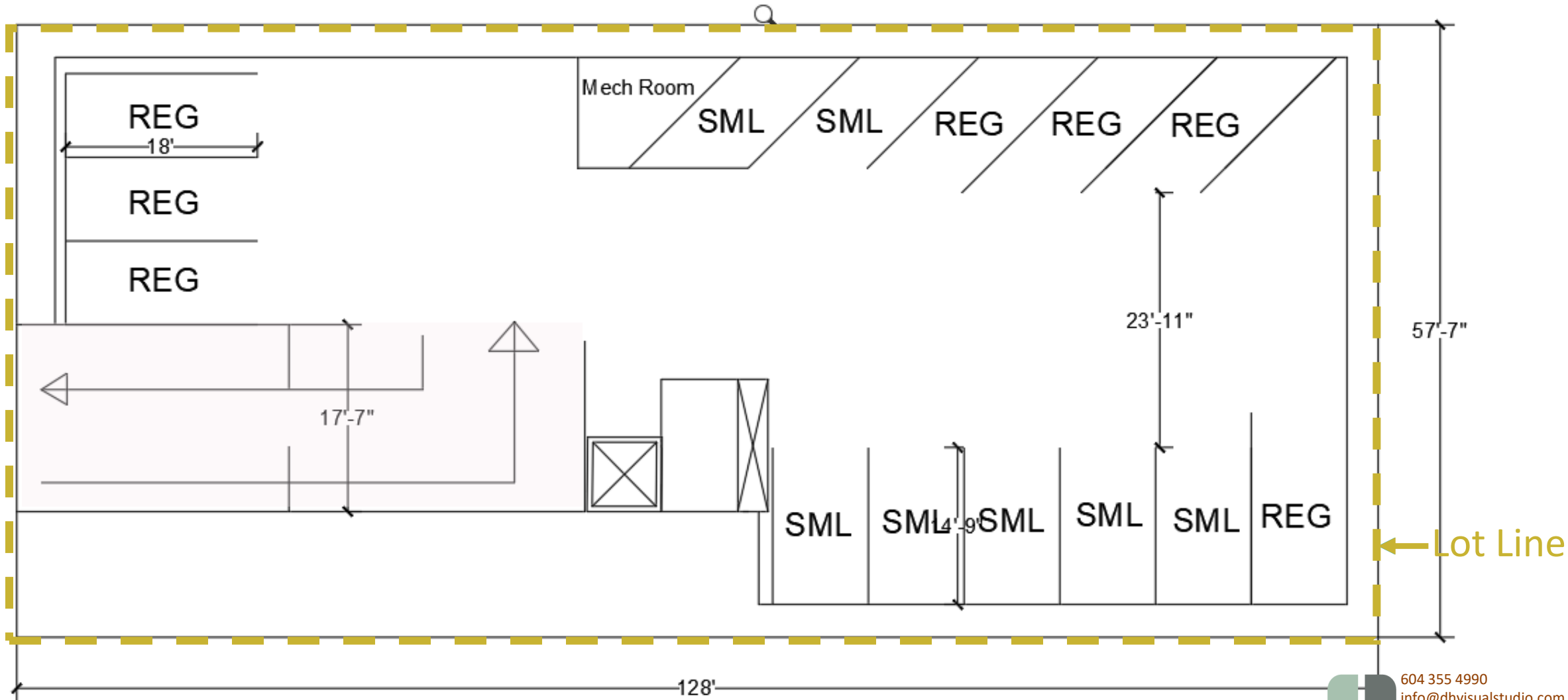


## Second - Fifth Floor





Constance Ave



Underground Parking

# Unit Study

## “Fourth Option”

For the purpose of rezoning the application for CD Zone

- According to Zoning Bylaws 1992, NO. 2050 of the township of Esquimalt:
- Floor Area: Excluding balconies, stairs, service shaft, & common areas.
- Lot Coverage: Including Balcony, stairs, common area, and service shaft.

Mass Table					
Total Lot Area	7380 SF				
Max Floor Area Ratio (FAR)	1.69				
Max Parcel Coverage	39%				
Max height	16 M				
Area Break-up for all floors					
Floor	Floor Area (sq.ft.)	1 BED (494 & 504) SF	2 BED (751 SF)	Common Area SF	Total Units
First Floor	2497.83	2	2	302.76	4
Second Floor	2497.83	2	2	302.76	4
Third Floor	2497.83	2	2	302.76	4
Fourth Floor	2497.83	2	2	302.76	4
Fifth Floor	2497.83	2	2	302.76	4
Total Built up	12489.15	10	10	1513.8	20
Height	16 M				
FAR	1.69				
% of Parcel coverage	39.2%				
Parking					
Total Stall	18				
Normal	10				
Small	8				
Parking Breakdown	Visitor				
	4				



**Stage3 3D Design**

3D rendering of  
“option 4.”





3D design and  
rendering of the  
living room  
“option 4 - type B”







# Matsqui Project

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# Concept Design and 3D Renderings Cost of Matsqui Project

**Total Cost**— Total cost for all the Concept designs and **Ten** 3D renderings for option 1 is **1690 CAD**.

## Design Brief Matsqui Project

This project had a very short deadline because the client was in a hurry, so we started right after the client gave us all the information and explained what they like to have on their site.

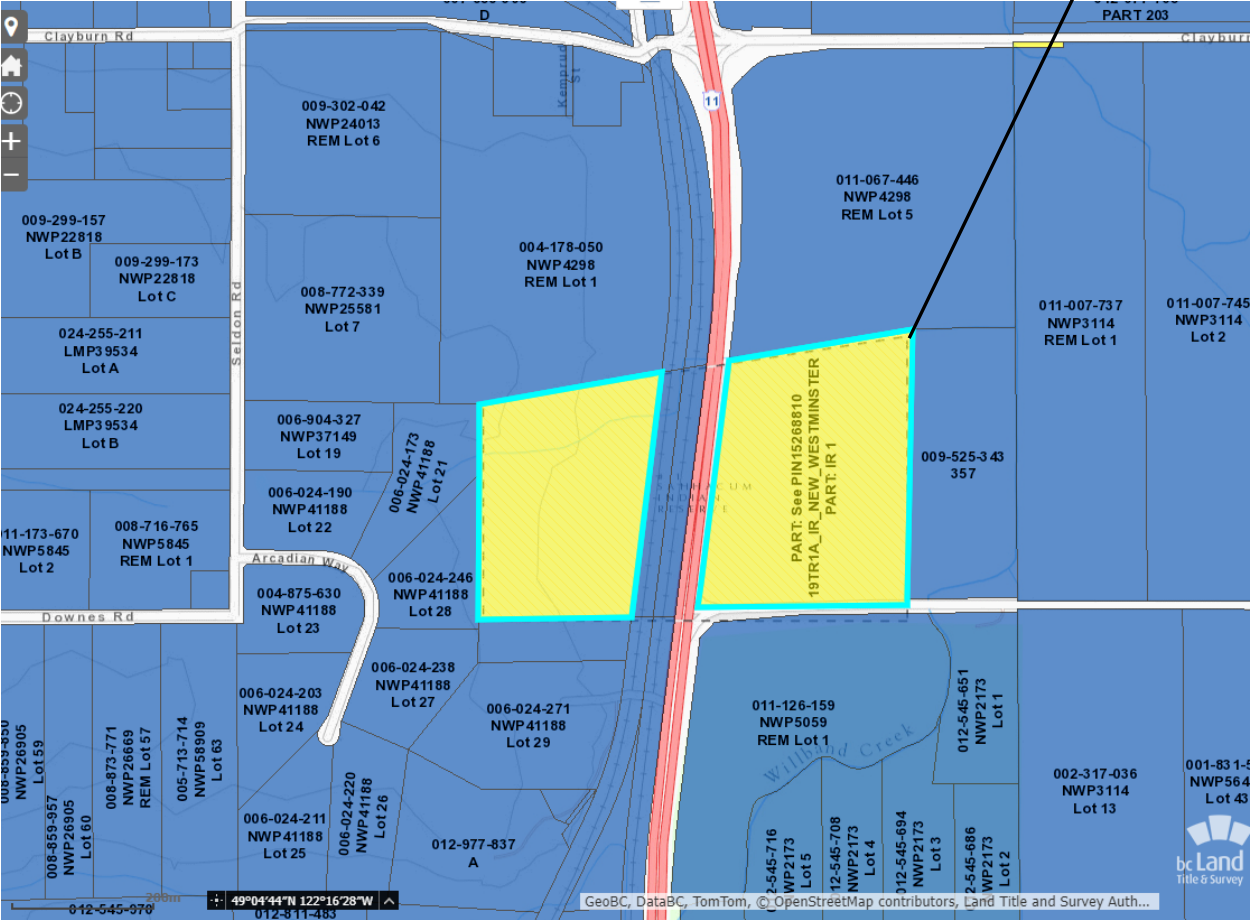
### Design Aspiration and Project INFO

- Only one access in the south of the site to have cost-effective expenses for the site access.
- They needed simple 3D Rendering and a general idea for their project, not a very detailed design for each building
- The site is around 18 acres
- 7 to 8 acres for truck stops and gas station
- C-store and Tim Horton
- Three industrial buildings, each industrial building is almost 1.2- 1.6 acres
- One-acre allowances for septic areas or one common area and strata
- Ducking in the back of industrial buildings.
- Timeline is 14 days.

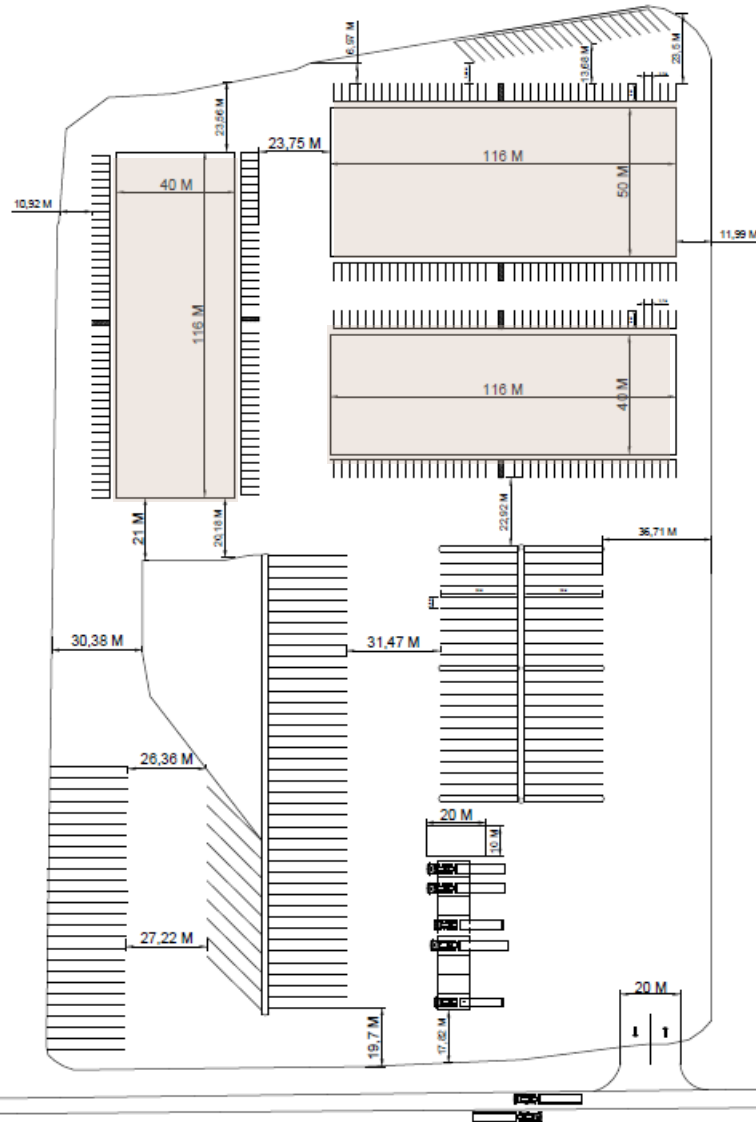
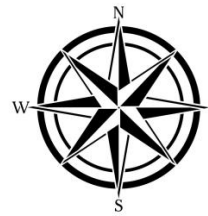


# Effected Street Address

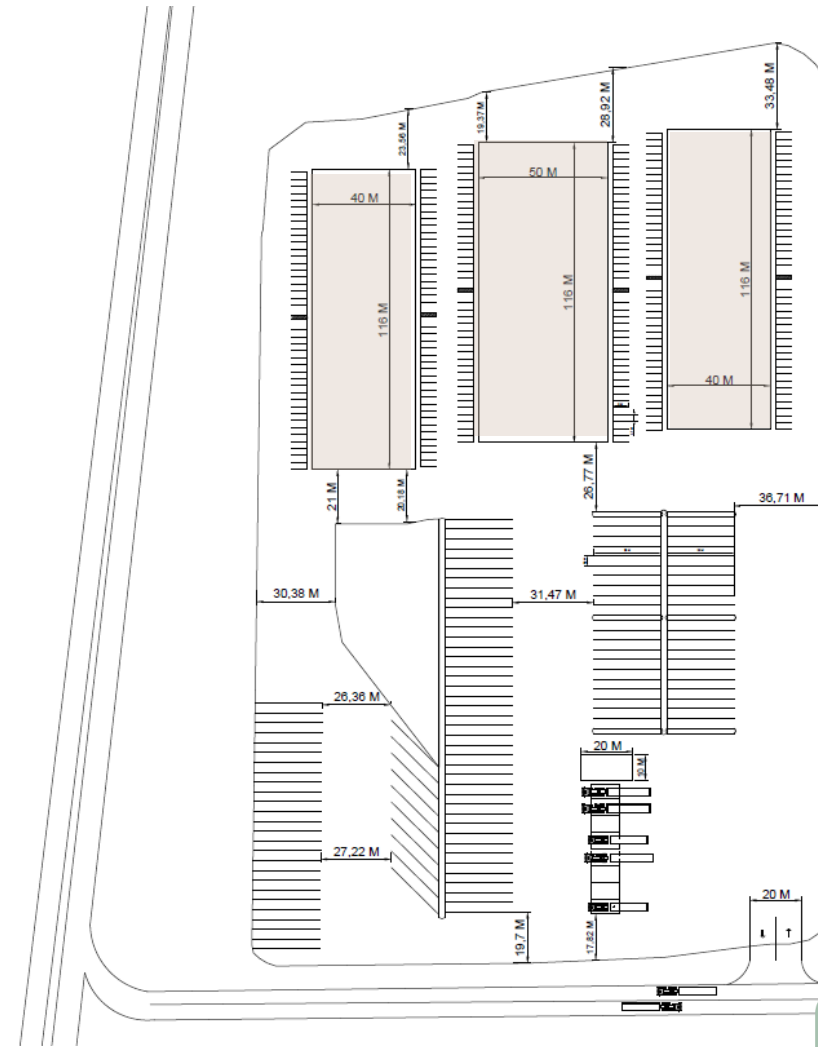
## Matsqui Project



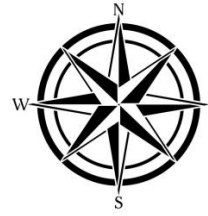
Option 1



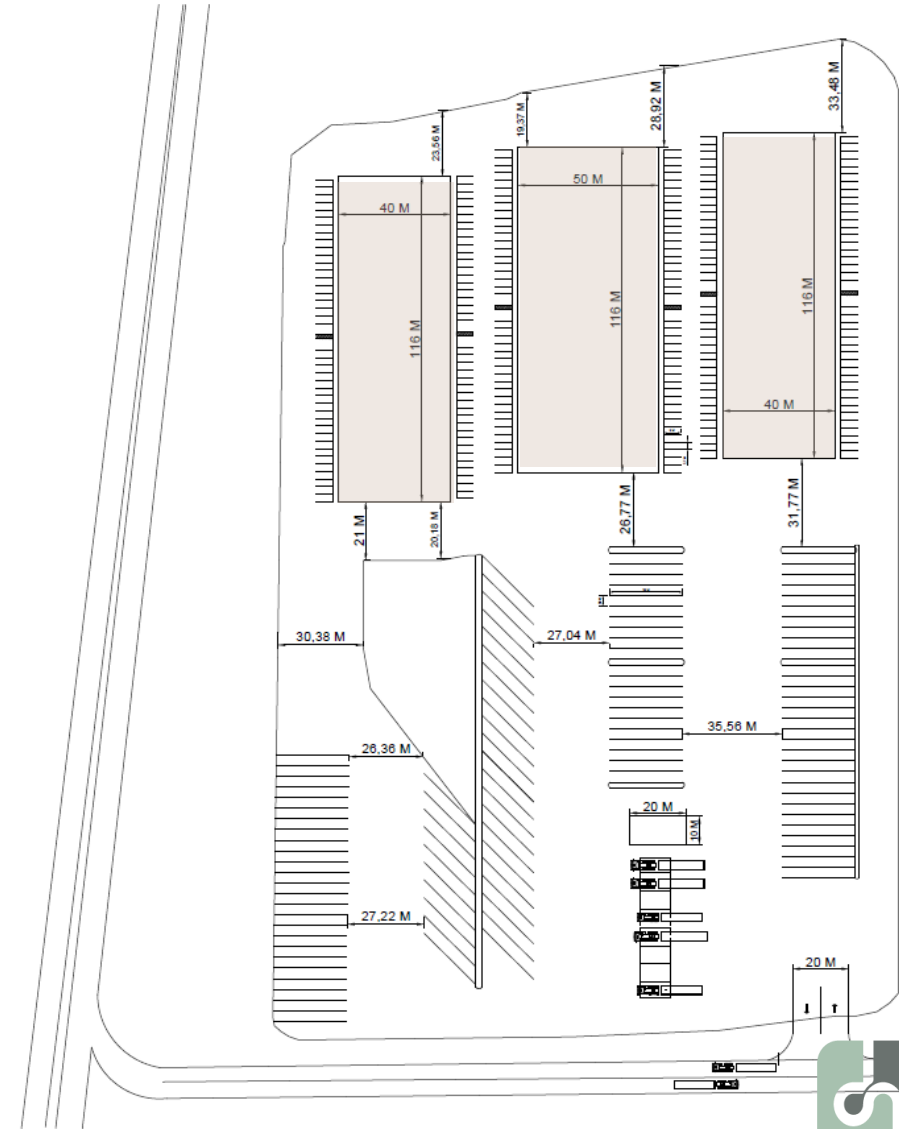
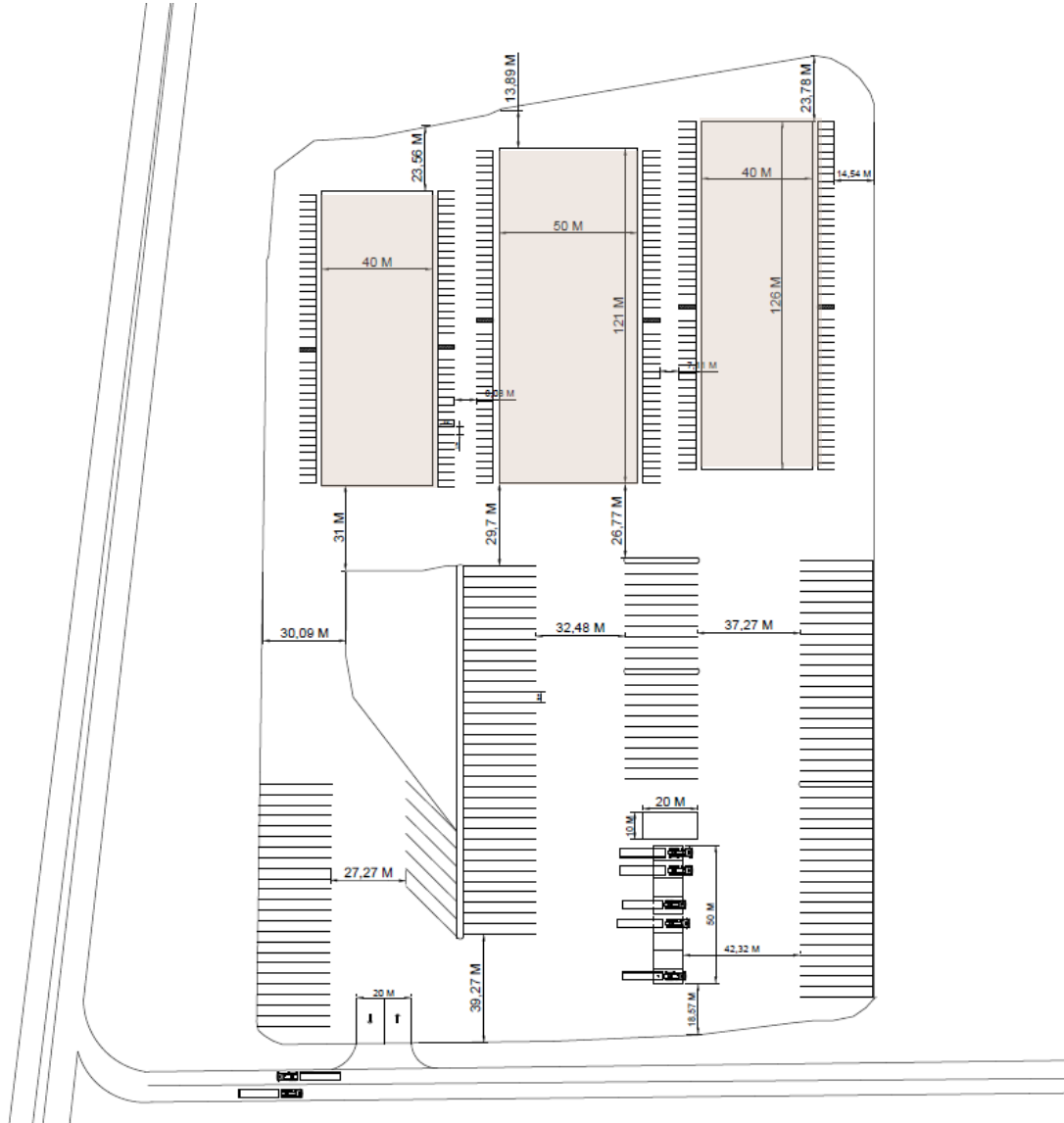
Option 2



Option 3



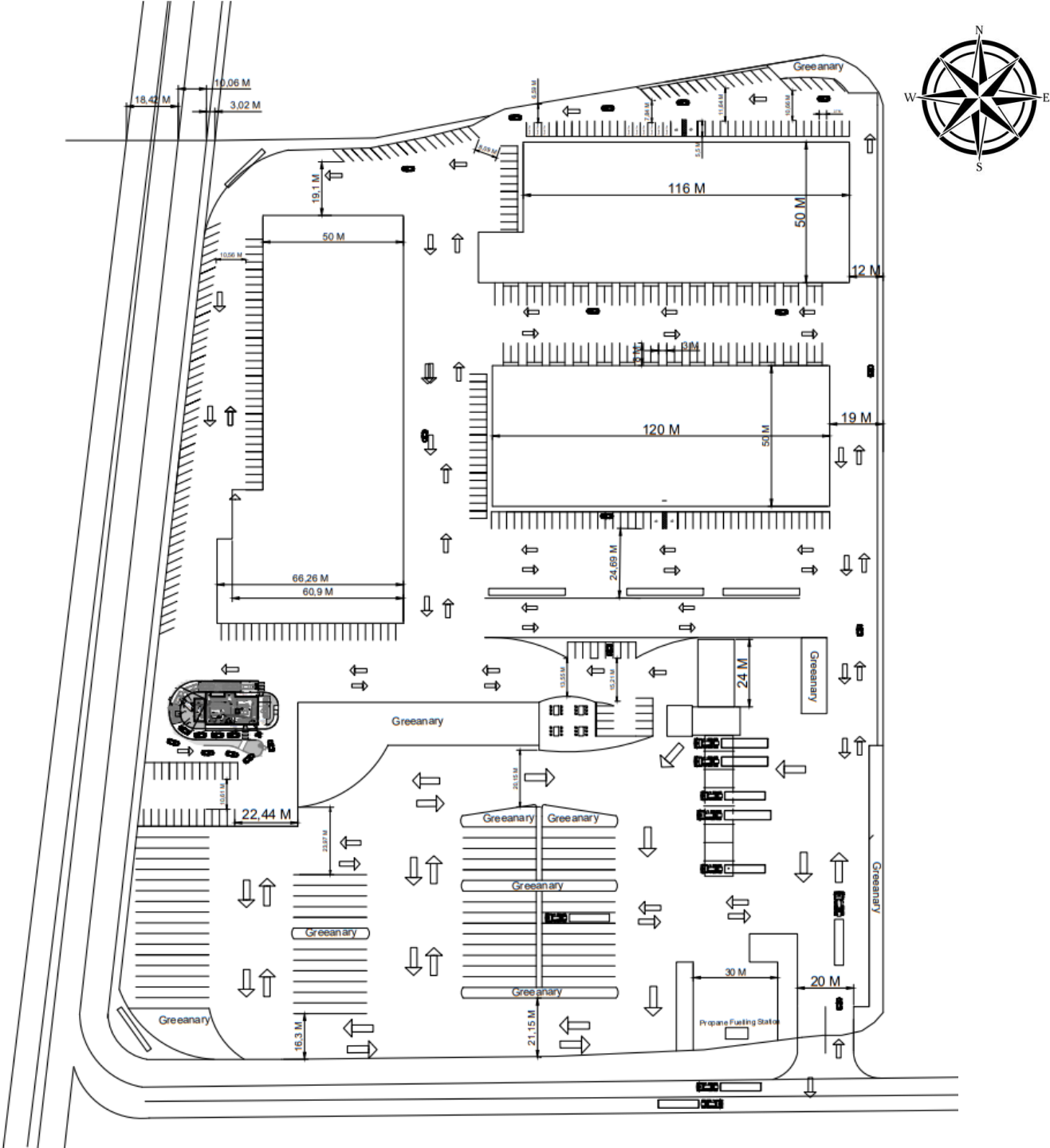
Option 4





# Matsqui Project Site Plan Concept Design

The client confirmed option 1, and during our meeting, they suggested some design changes and increased setback on the west side of the lot.



Industrial  
Buildings

Tim Horton

Fast Food  
or Coffee  
House

Petro-  
Canada

C-Store

Petro-Pass  
Truck Stop

Propane



Page 3  
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Page 10  
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Page 11  
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# Edmonton Project

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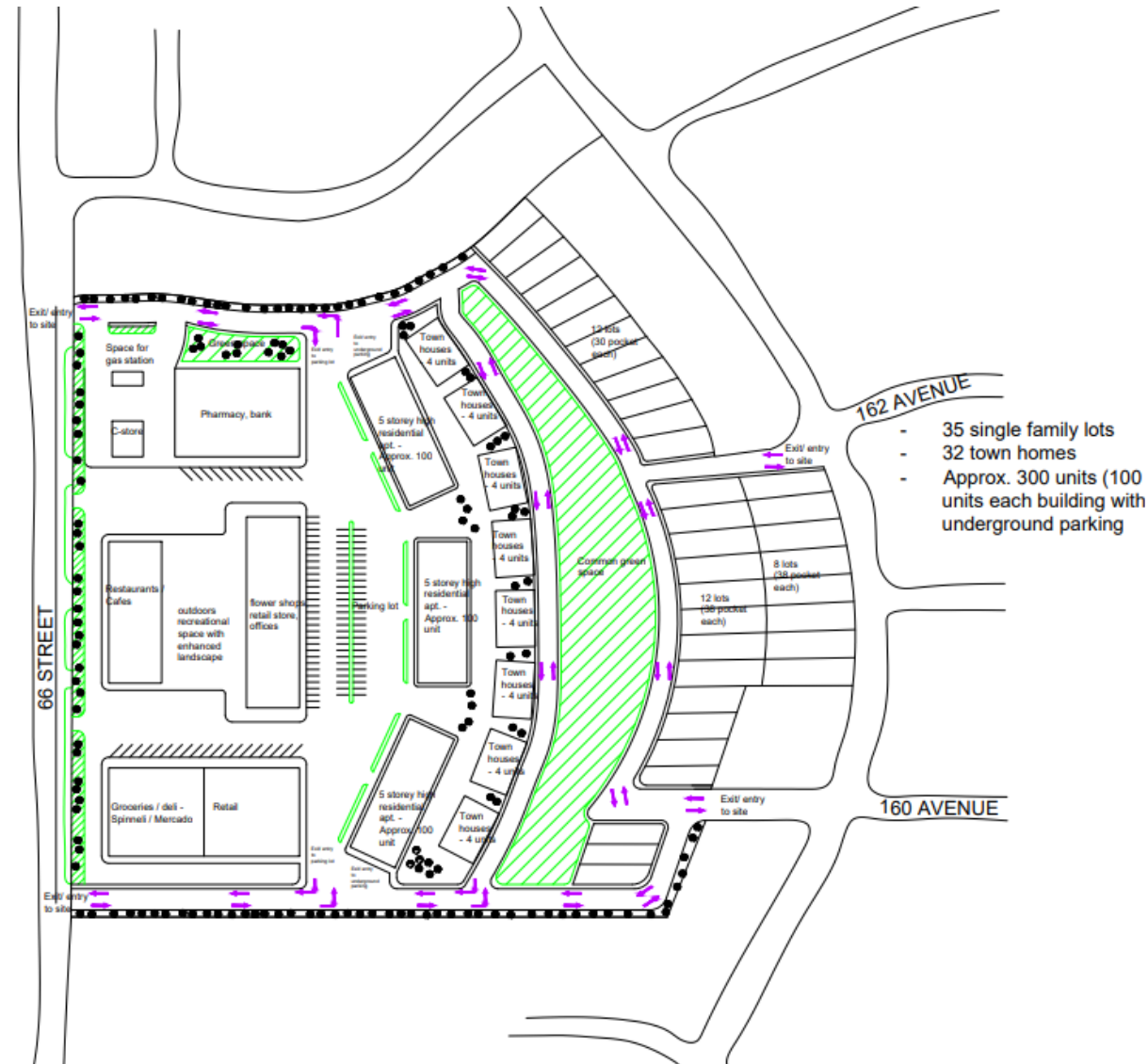


**Total Cost**— Total cost for all the sketches, rendering, and landscape design is **1350 CAD.**

This Concept Design on this page was provided, and they need a rough sketch. We provided sketches, bird-eye view rendering, and landscape design which you can find on the following pages.

### Design Aspiration and Project INFO

- Timeline is ten days.



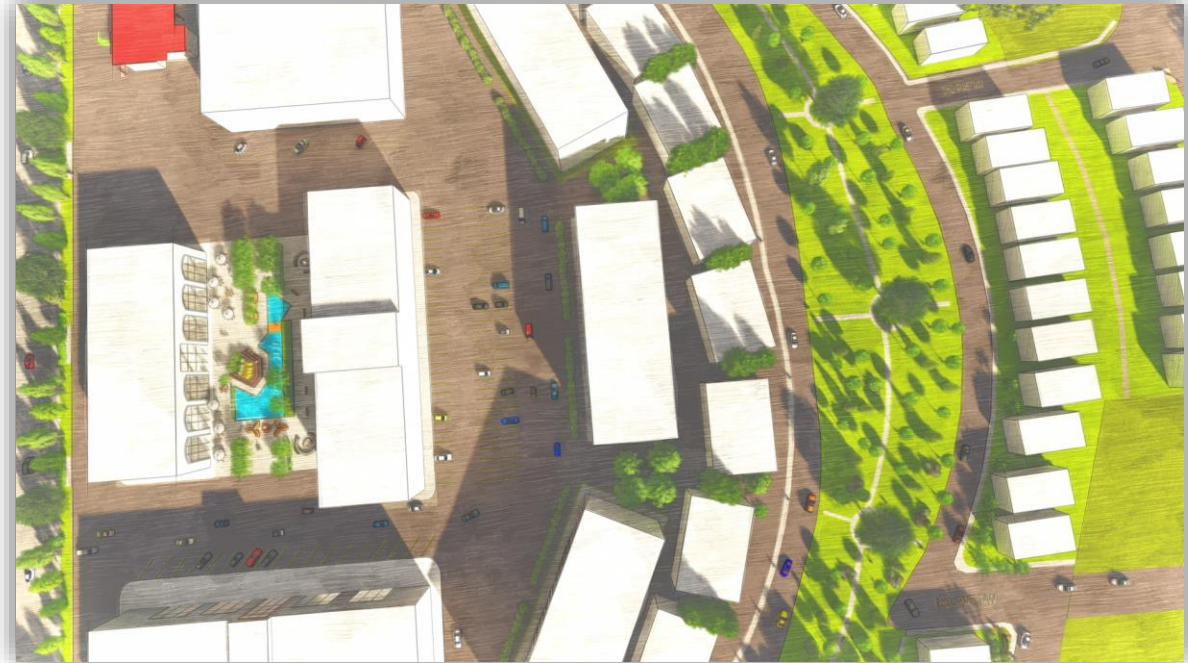
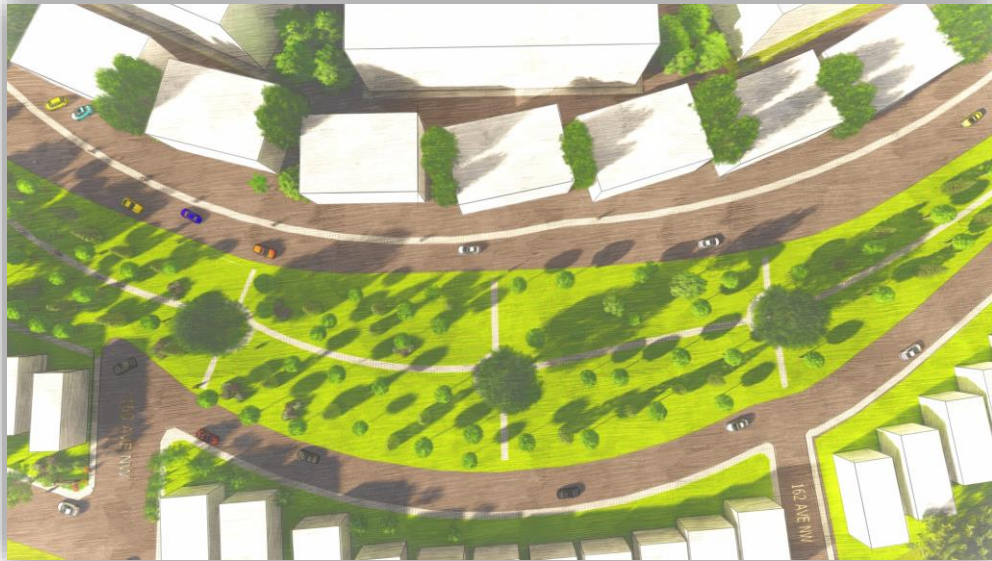


Proposed Site: 16011 66 Street  
Area: 75,477.317 m2 (812,450 ft2)

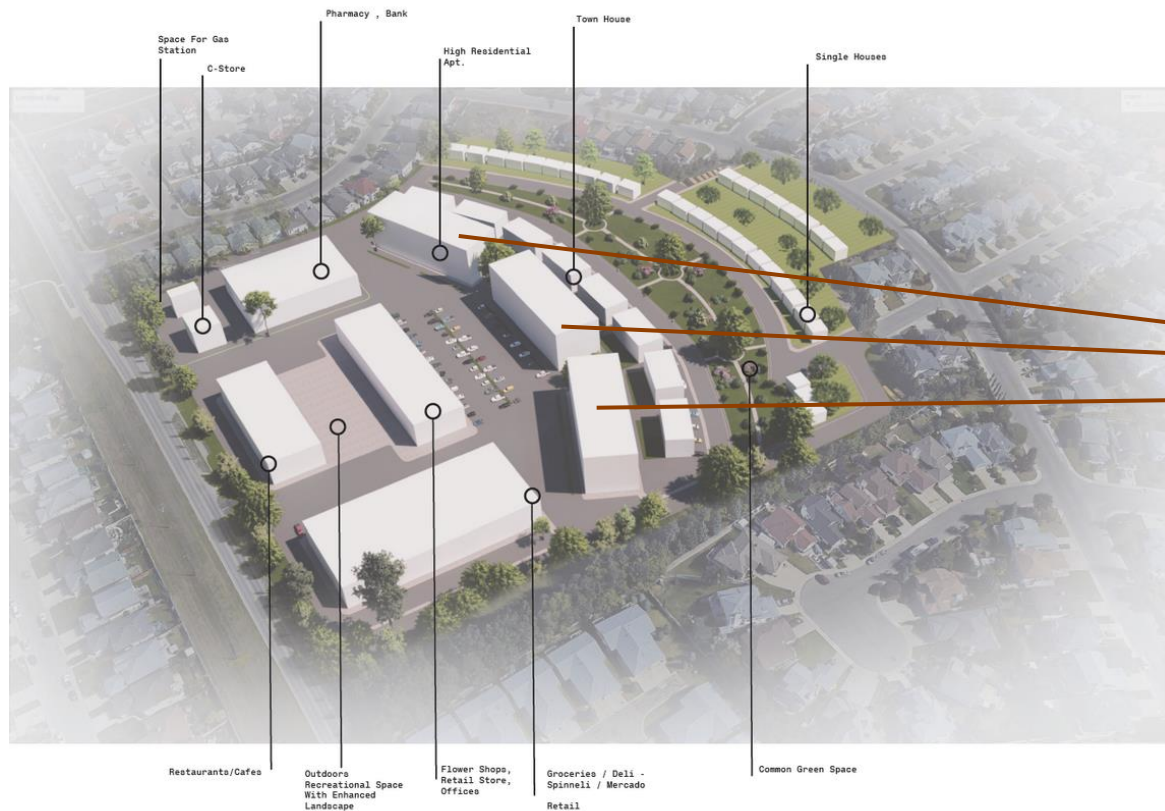
## Bird-eye view rendering















# Duncan Project

Please be advised:

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# Design Brief Duncan Project

## Concept Design

The project is located in the HDR zone(High-Density Residential) in the city of Duncan, BC. The client needed to have the concept design to request variances from the city without investing more money in an architectural company before having more complicated working drawings.

The client was in the process of a feasibility study of due diligence. And while they were doing market analysis, they wanted to have the design for their desired variance from the city, so they gathered all the documents in these studies to decide whether to go ahead with this project.

The design aspiration in this project is to have the maximum units and an almost big entrance lobby on the first floor.

They wanted a low-cost package concept design as they weren't sure about going ahead with the project. So we offered a concept package including one design option, floor plans for each floor and parking layout, and one 3D rendering exterior.

## Design Aspiration and Project INFO

- . Creative Exterior with bright concept colors and materials to have an incredible impact on the neighborhood.
- . Stilt parking with Mechanical room and waste storage.
- . Including two-bedroom and one-bedroom units.
- . Preferably have the two bedrooms on the corners.
- . Space oriented to maximize sun.

# Concept Design Cost of Duncan's Project

**Total Cost**– Total cost for the Concept designs and exterior 3D rendering is **1465 CAD**.

## Cost Breakdowns:

Concept Design– The cost of the concept design of this project is **890 CAD**, including the floorplans and unit study table.

Elevation Design- The 3D elevation Concept design for front elevation, including the material and finishes, is **185 CAD**.

Exterior 3D Rendering – One 3D rendering (medium-level quality) of the exterior **390 CAD**.

## Terms and Conditions

- Even though these are only concept designs and not working drawings, we still review local bylaws and ask the client how far they would like to go for their variants.
- The second exterior rendering would be **70 CAD** from the same side of the building and **199 CAD** for the other side.
- The rendering is of lower quality compared to the previous project in this pdf; thus, the price is lower for this project.
- The process of the 3D rendering is included three revisions.
- The timeline for this Concept design was 14 days.
- The timeline for 3D front elevation design 3D rendering was 7 days.





# HDR Zone

Duncan Project

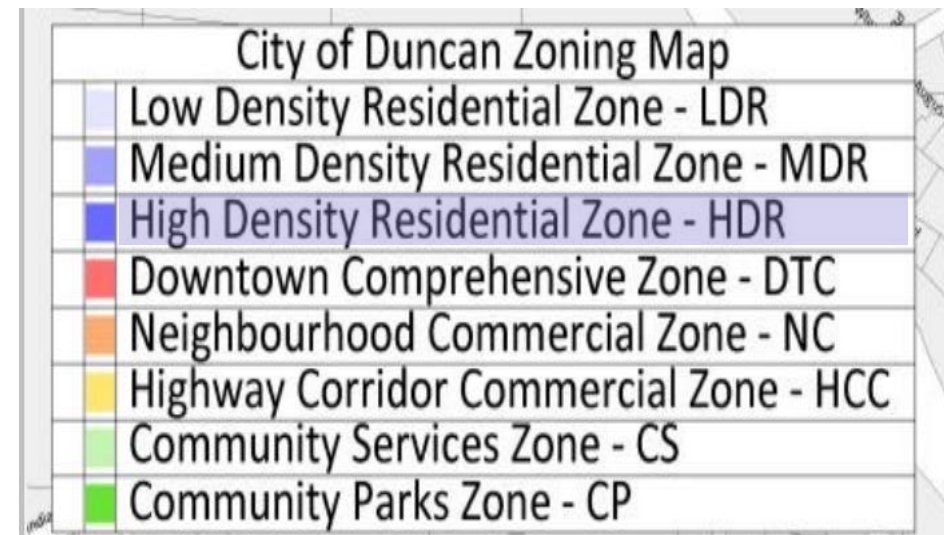


## High Density Residential Zone

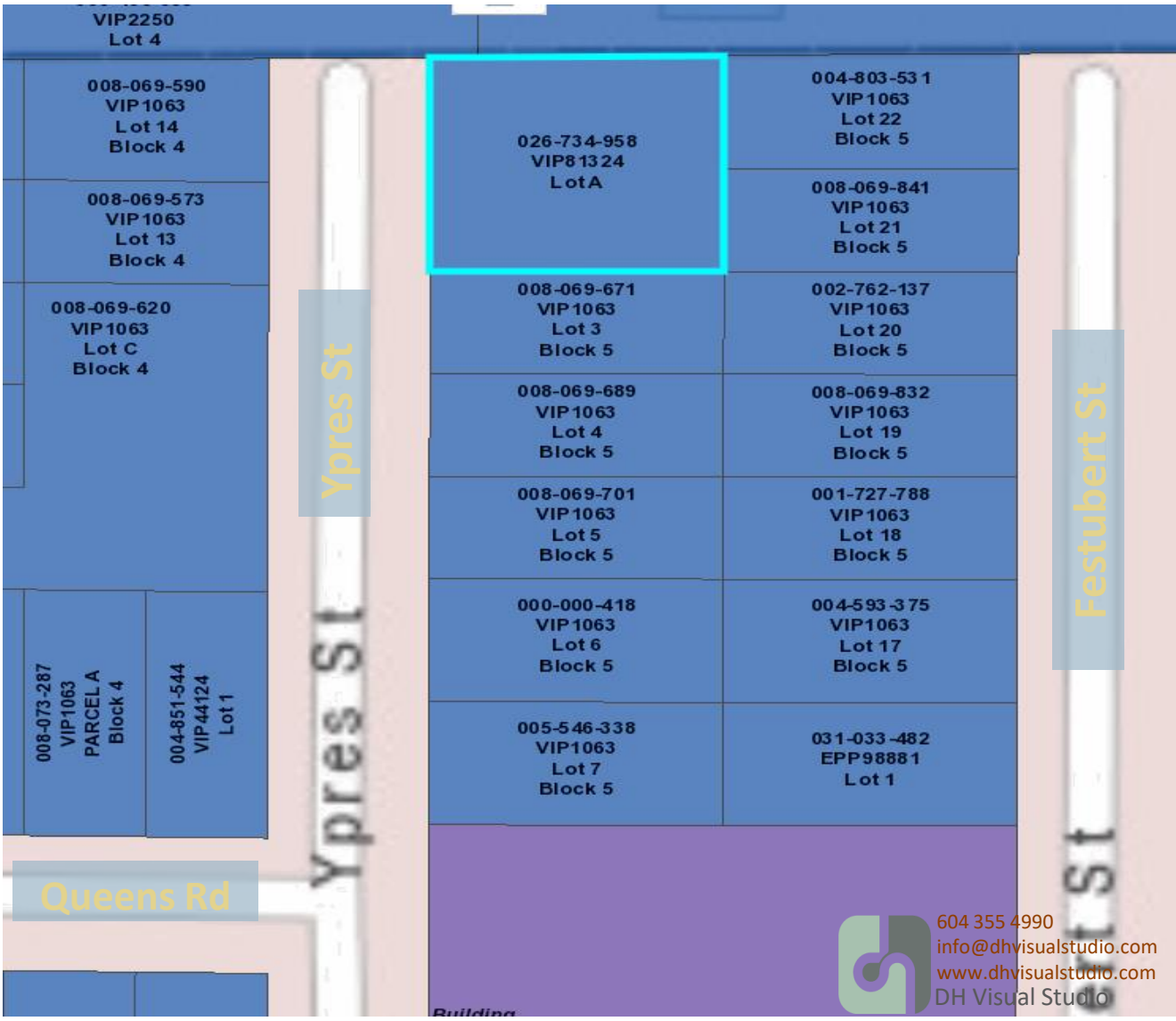
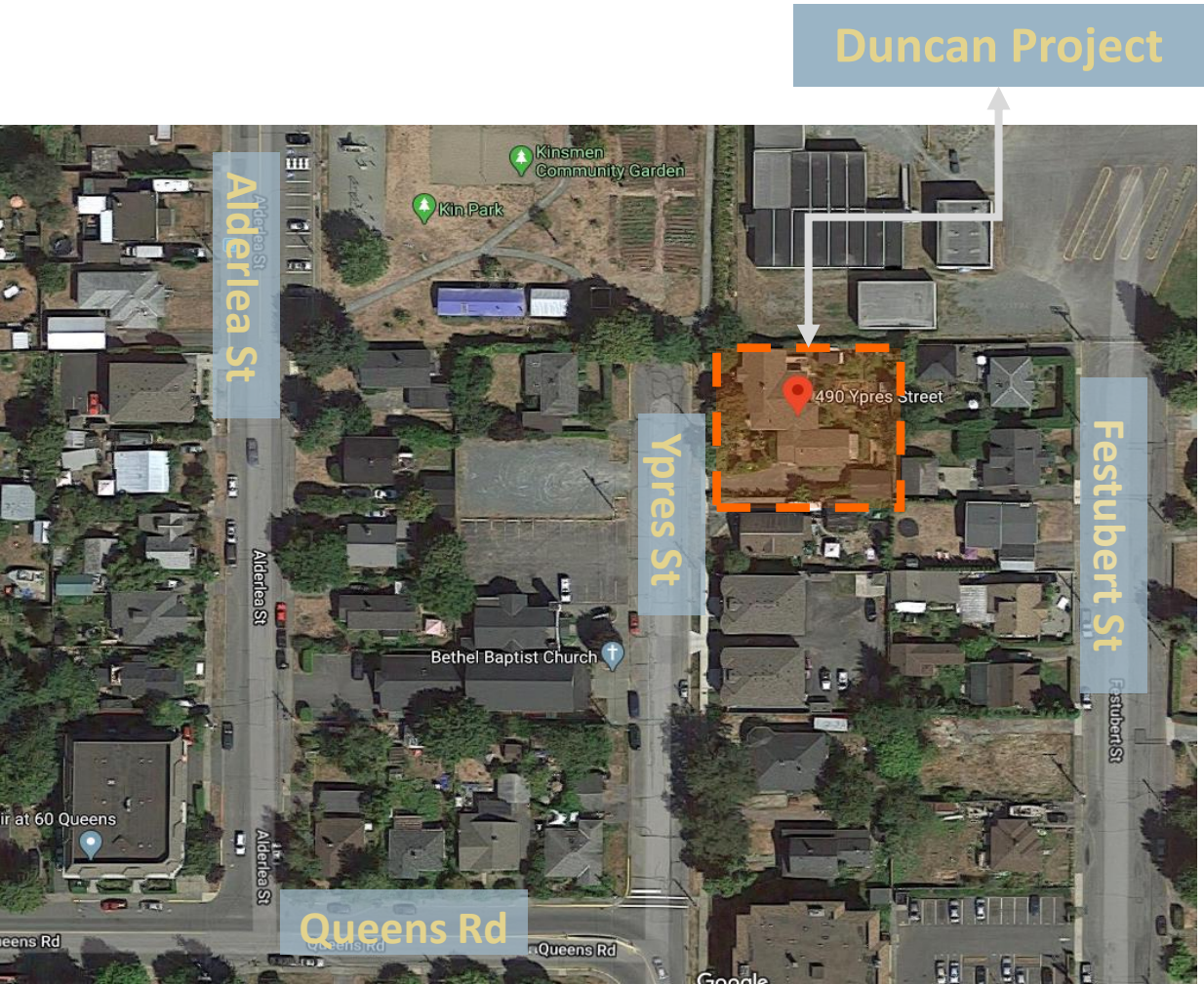
HDR

### 4.9 Intent

4.9.1 The intent of the High Density Residential (HDR) zone is to permit *multi-unit dwellings* that can accommodate a variety of *building forms* up to 5 storeys in height.



# Effected Street Address





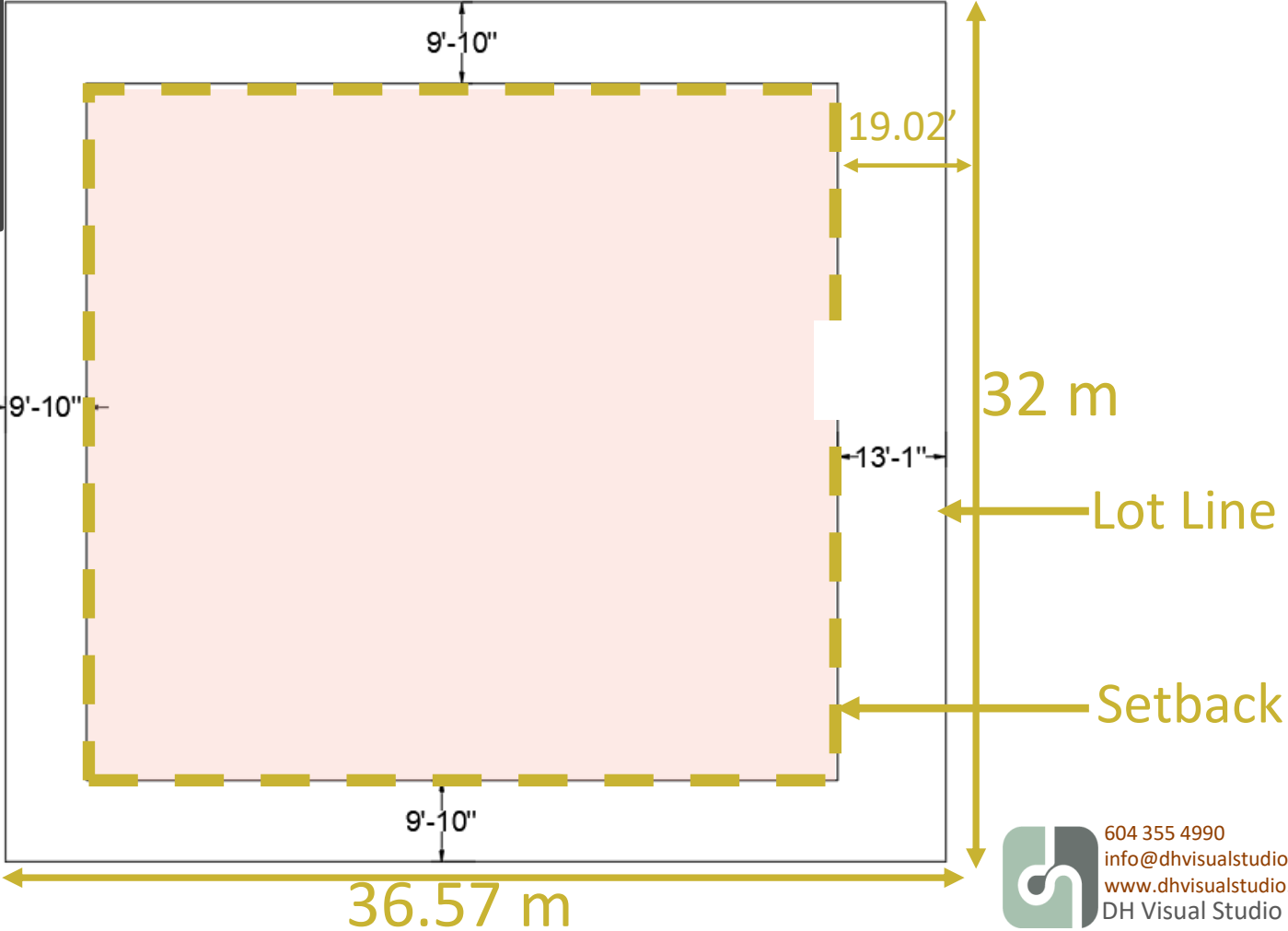
Parcel Access	Where a <i>parcel</i> abuts a <i>lane</i> intended for <i>motor vehicle</i> access to a <i>parcel</i> , access must only be from the <i>lane</i> .
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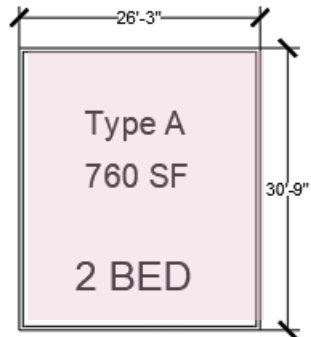
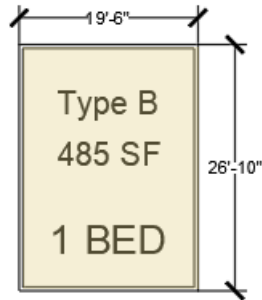
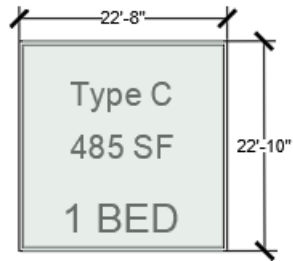
Principal Building		Regulations
Maximum Height		17 m (5 habitable storeys)
Minimum Height		3 habitable storeys
Minimum Parcel Line Setback	Front	3 m
	Rear	10 m where driveway access and parking is located behind the <i>principal building</i> . 4 m where 100% of parking is provided beneath a <i>principal building</i> .
	Side, Interior	1.5 m
	Side, Exterior	3 m
Maximum Parcel Line Setback	Front	6 m
	Side, Exterior	6 m
Minimum Garage Setback		6 m where the garage door is facing a <i>highway</i> .

Front Setback	3	m
Rear Setback	5.8	m
Side Setbacks	3	m
Lot Area	1170.57	m2

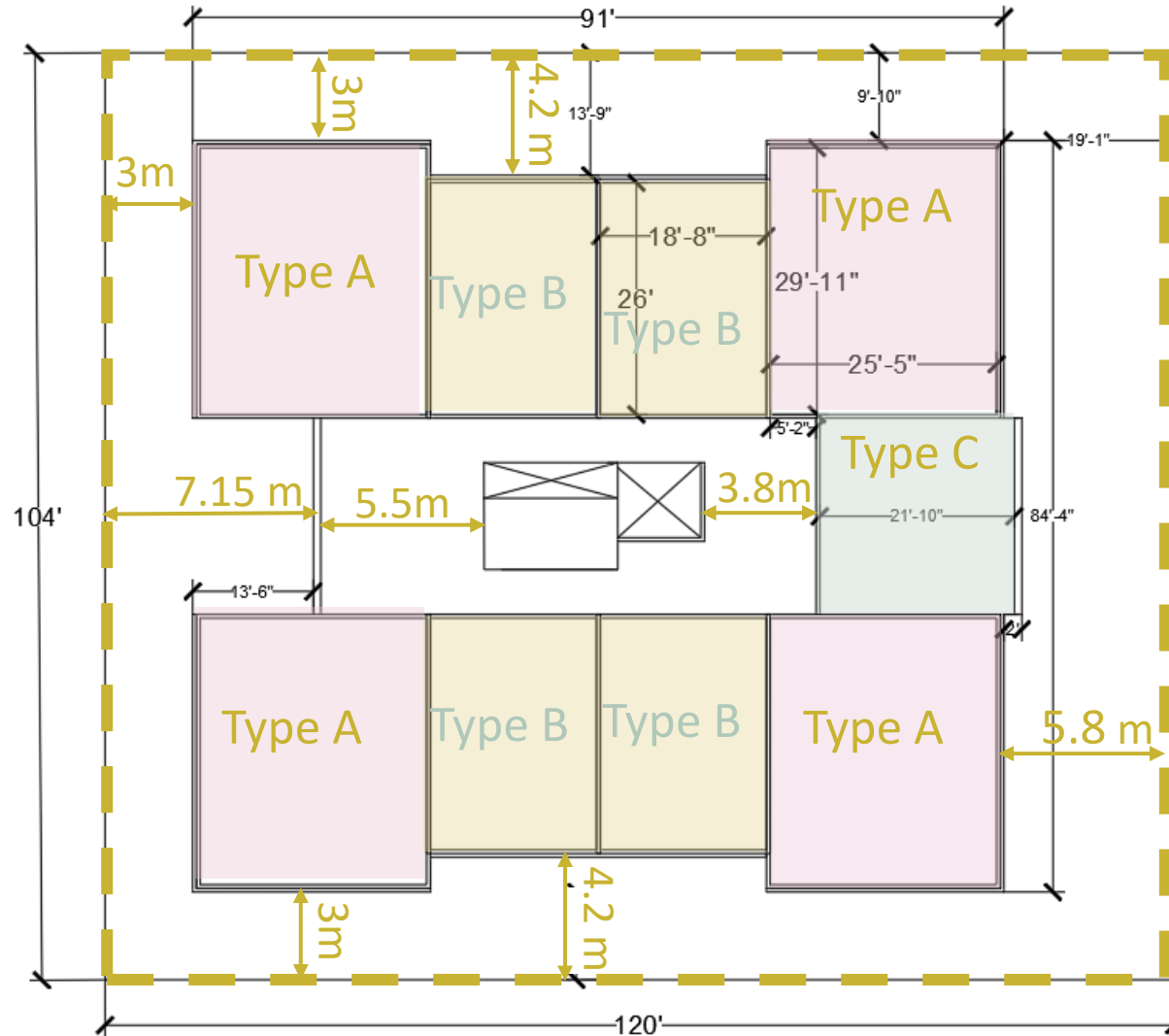
\* The client wanted to ask for a variance from the city for the rear setback.

Ypres St



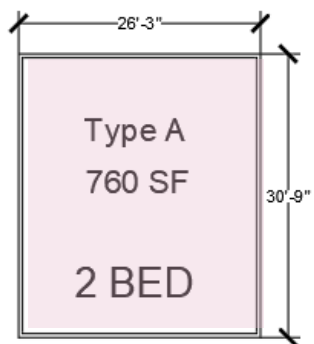
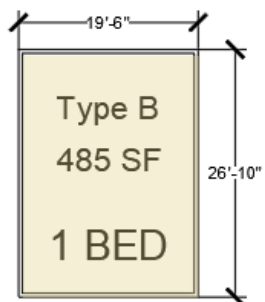
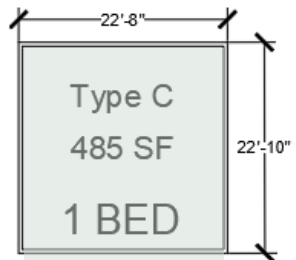


Ypres St

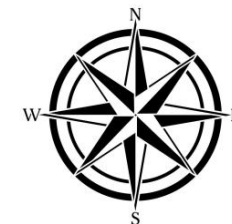
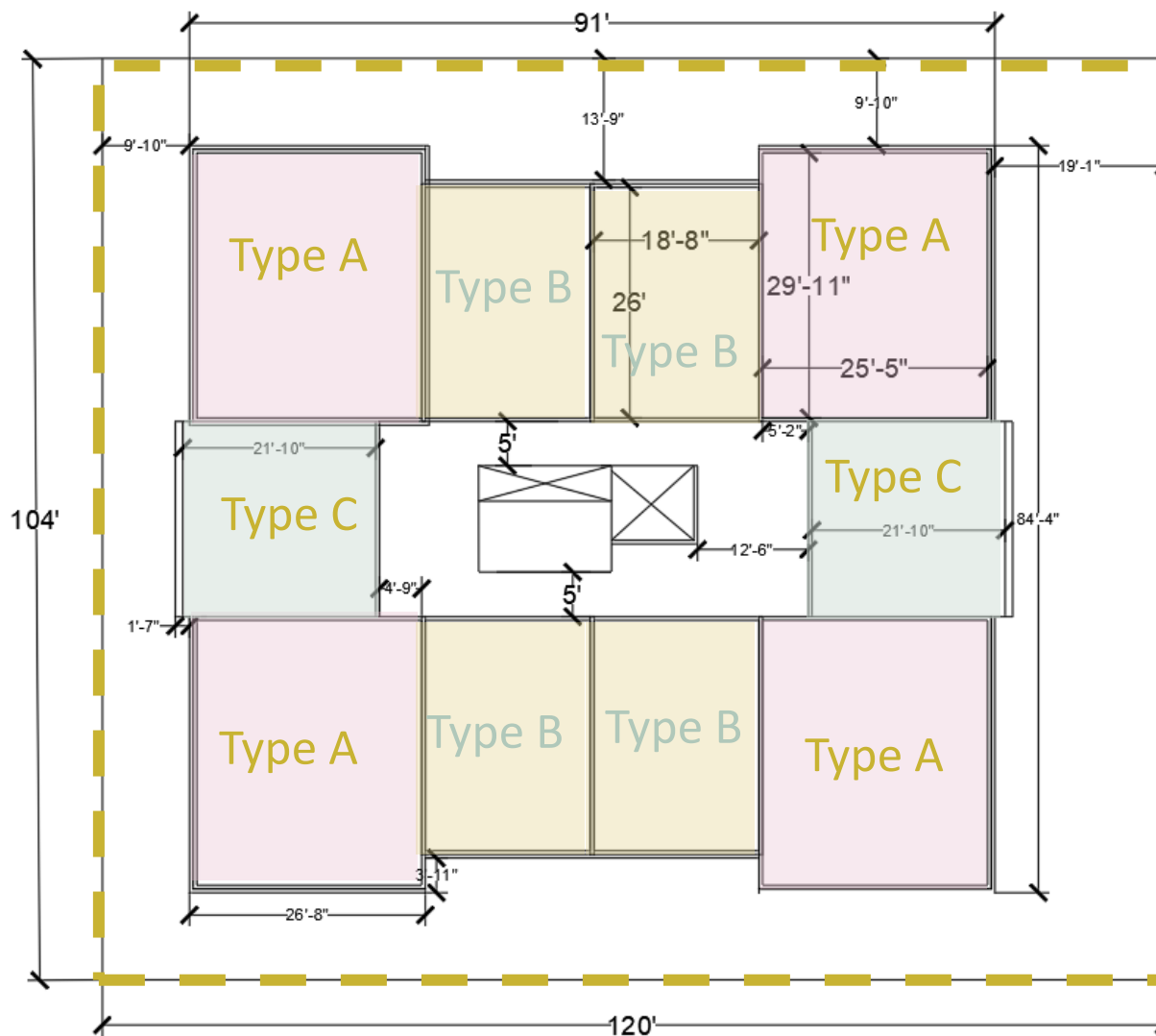


## Second Floor



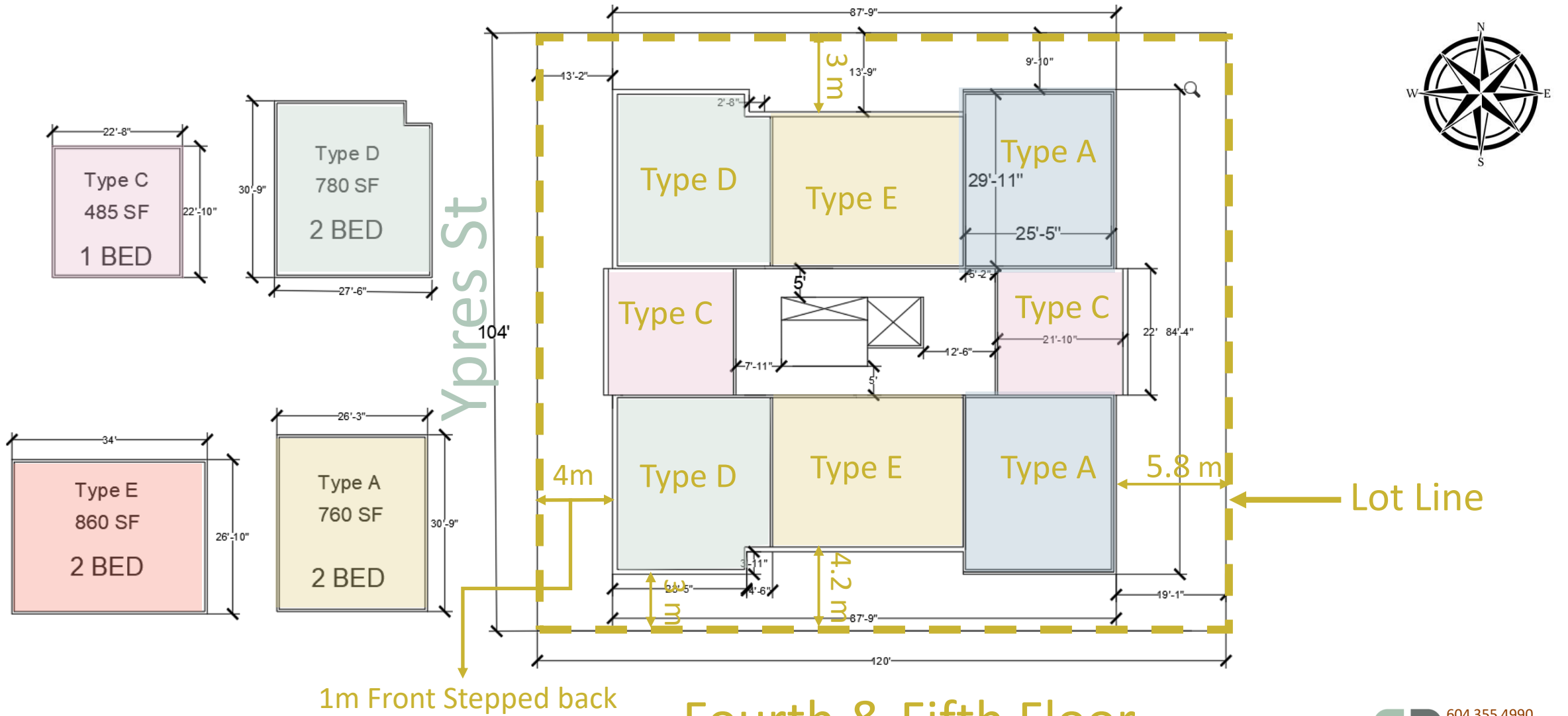


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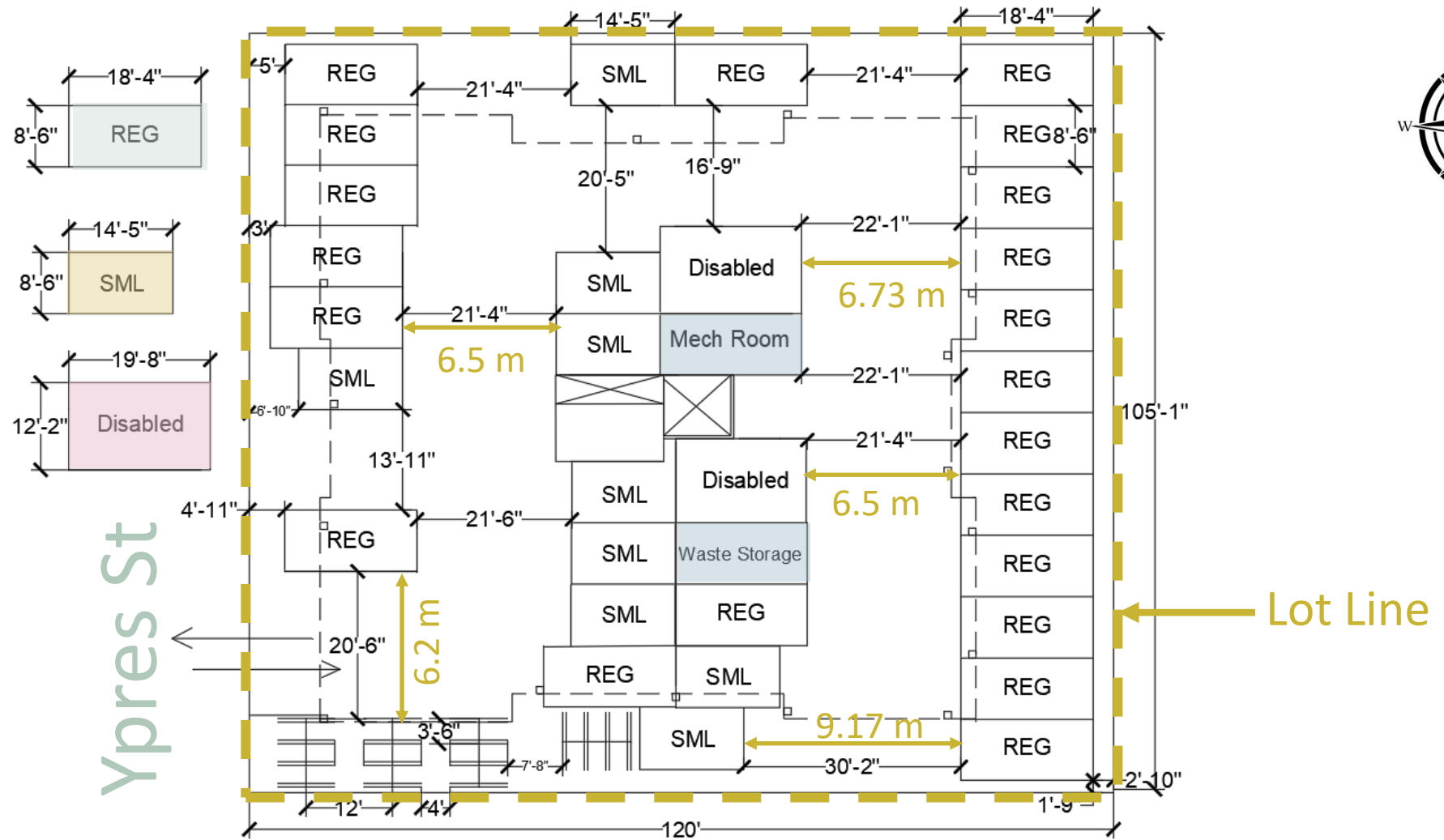
Lot Line

# Third Floor



## Fourth & Fifth Floor






# Stilt Parking

# Unit Study Duncan Project

HDR Zone

Zoning Bylaw No. 3166,  
2017 Duncan

Total Lot Area		12,600.00 sq. ft.				
Max Floor Area Ratio (FAR)		2.7				
Max Parcel Coverage		70%				
Max height		17M				
Area Break-up for all floors						
Floor	Floor Area (sq.ft.)	1 BED (485 )SF	2 BED (760-860)SF	Common Area SF	Total Units	Gross Floor Area SF
Second Floor	7131	5	4	1242	9	5889
Third Floor	7454	6	4	1067	10	6387
Fourth Floor	7186	2	6	995	8	6191
Fifth Floor	7186	2	6	995	8	6191
Total Built up	28957	15	20	4299	35	24658
Height	52' ~ 15.85 m					
FAR	2.0					
% of Parcel coverage	67% ~ 8354 SF					
Parking						
Total Stall	32					
Normal	21					
Small	9					
Short Term Bicycle Parking	8					
Long Term Bicycle Parking	24					
Total Biking Parking	32					
Parking Breakdown		Disabled	Visitor	Electric Vehicle Charging Station		604 355 4990 info@dhvisualstudio.com www.dhvisualstudio.com DH Visual Studio
		2	2	2		



A hand-drawn architectural sketch of a modern building with large glass windows and a flat roof. A hand holding a white pen is in the foreground, pointing towards the drawing. The drawing includes various annotations in French, such as 'Structure de Support Technique et d'Information', 'Base pour l'élévation', and 'Séjour, cuisine, balcon'. Dimensions like '7m', '1.5m', and '2.5m' are also indicated.

# DH Visual Studio

# Thank you!

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