

PRE-DESIGN CONSULTING SERVICES

Scheirman Associates Architects offers Feasibility Plan Assistance independent or in combination with Concept Design and Site Evaluation / Land Planning Assistance.

A. Feasibility Planning Assistance

The Feasibility Planning components are:

- Market Research
 - Gather area demographic data and existing market information
 - 2000 Census data / projected is preferred, obtain current statistics and information regarding the resident and visitor markets
 - Obtain proposed site location and information
 - Identify competitive market analysis of any facilities known in the area or under development and how that may impact this project
- Market Definition and Analysis
 - Review and analyze population reports, visitor statistics and other data pertinent to determine the size of the market for the project
 - Identify market demands and opportunities
 - Prepare projections to assist in defining the market response
 - Determine if the target market can support the anticipated size.
- Assumptions / Investment Goals
 - Review key financing and operational assumptions and develop other pertinent material in order to present realistic forecasts of probable results for investors
 - Identify key pricing assumptions/goals for the project
 - Review initial assumptions for facility/business response
- Program and response
 - Asses demand for venues to be undertaken in project. Different activities (bowling, movies, games) generate different needs for services (food and beverage for example).
 - Compare ratios of bowling lanes to population to establish the demand or need for additional lanes for the population of the defined market.
 - Food and beverage services can be undertaken using either the market population or the visitors at the project as determination of demand.
 - If the projects visitors are used, careful consideration of the role of the project in the community and the characteristics of the project visitors must be undertaken.
 - Program activities by venue and allocate square footage required in the project.
- Support the Owner's Business plan components and provide feedback development by providing budget assistance in specific areas based on our knowledge of the program and familiarity of other project experiences. Relevant industry standards and the experience of other successful projects would be reviewed in the preparation of the projections.
- Operational / Operating Proforma
 - Generate operating proforma (best / worst / likely iterations) of one (1) set of assumptions from a center serving this market.
 - Provide an estimate ROI that can be generated by the projected operating results
 - Identify those factors that can alter the equation to make the investment work if the preliminary analysis determines that the investment is not viable.
- Report – The Feasibility Report consists of the following:
 - Written recommendations, methodology and assumptions
 - Spreadsheet materials
 - Appendix of information (including demographics and supporting data)

B. Concept Design

The Concept Design consists of:

- Programming requirements of the facility: identify each area intended, assign functional character, appearance qualities, adjacencies and estimated square footage requirements.
- Define preliminary site requirements related to preparation, zoning and land use factors

affecting development. Obtain Soils Engineers' soils recommendations.

- Determine operational assumptions that may affect layout.
- Provide "Test fits" of program to the proposed site / lease spaces under consideration and evaluate their suitability to meet the program requirements
- Single-line drawings of Concept Designs
- Site-specific qualities/requirements, such as parking or access requirements in applying the plan to the site will be noted.
- Preliminary Cost Estimate of the Concept Design.

The Conceptual Design assumptions will be reflected in basic line drawings used to convey the assumptions used in the feasibility study.

The Conceptual Design provides a basis for the preliminary cost estimate and assists in defining the response to business plan.

The information related to the facility may be used on different site conditions. Any site-specific qualities in applying the plan to different sites will be noted.

The information relating to site is location specific.

C. Site Evaluation / Land Planning Assistance

Scheirman Associates specific initial Consulting involvement includes:

- Gather site information and characteristics that affect planning and development decisions.
 - Site plats, legal description and available topographical data
 - Site access / Site Visibility
 - Existing Utilities
 - Zoning / available development land areas
- Determine if the target site can support the anticipated size Family Entertainment/ Bowling Center
 - Establishing a grading / rating system for Site Qualities and "ranking" various sites to establish a preferred recommendation.
- Evaluate the factors affecting development and provide recommendation of the site improvements.
- Test fit of conceptual design alternatives on site
- Identify those factors that can alter the recommendations/estimate if the preliminary analysis determines that it is not viable.
- Identify factors under development how that may impact this project.
- Budget assistance: Providing an estimate of the recommendations

D. Conceptual Design/ Site Planning Report

We will prepare a report, for review and distribution, presenting the elements of the concept design and site plan. It is anticipated this will consist of written material, simple line drawings of concept design.

We anticipate one meeting to present our findings and another to review modifications.

E. Design Services

We anticipate that subsequent steps would depend upon your direction. Options include:

- Proceed with Design and Engineering providing Design Documents, Construction/Bidding/Permit Documents, Construction phase assistance
- Coordination of consultants
 - Civil Engineering is anticipated to be provided by a local Civil Engineer.
 - Mechanical, Plumbing, Fire Protection and Electrical Engineering is anticipated to be provided by local Engineer.
- Coordination of vendor requirements
 - Bowling equipment and interface with existing system
 - Special systems (audio/ lighting) equipment and interface with existing system

Upon completion of (A), B, and C above, Scheirman Associates Architects will review the specific project needs with you to determine the extent of our involvement and prepare a proposal for the specific services involved.