

COMPLETED EXAMPLE / RESIDENTIAL DEVELOPMENT

Completed project brief for a residential development architectural model

BusinessMaket

22 questions

7 sections

* required field

architectural models

BUSINESSMAKET

multimedia solutions

The example below shows the recommended level of detail when completing the brief and helps you gather the source information needed for a preliminary estimate.

01

PROJECT OVERVIEW

01. Residential development name *

"Northern Quarter" Residential Development

02. Project location *

St. Petersburg, Primorsky District, intersection of Planernaya St. and Shuvalovsky Ave.

03. What will the model be used for? *

- ☒ Sales office
- ☐ Exhibitions and presentations
- ☒ Investor presentations
- ☐ Other:

04. Project overview in numbers

Total number of apartments — 1,248

Number of parking levels — 2

Number of commercial units — 34

05. What needs to be shown on the model? *

- ☒ Entire development and site
- ☐ A specific construction phase
- ☐ Individual buildings
- ☒ Development with surrounding urban context
- ☐ Other:

02

DIMENSIONS & PLACEMENT

06. Preferred model dimensions or scale *

Scale — approximately 1:500

Dimensions — up to 2200 × 1600 mm

07. How will the model be used in terms of placement? *

- ☒ Permanent installation in one location
- ☐ Periodic transportation to exhibitions and events
- ☐ Not yet determined

08. What area should the model cover? *

- ☐ Development site only
- ☒ Development with adjacent site
- ☒ Development with surrounding urban context
- ☒ Boundaries will be marked on the master plan
- ☐ Consultation needed

03

DETAILING & MATERIALS

09. What visual style is preferred for the model?

- ☒ Full-color model with realistic materials and facades
- ☐ Monochrome model in a unified color palette
- ☐ Combined approach
- ☐ Manufacturer recommendation

10. How should the surrounding development be represented?

- ☐ Not required
- ☐ Simplified building volumes without detail
- ☒ Monochrome buildings with architectural detail
- ☐ Full-color buildings with detailed facades
- ☐ Consultation needed

11. Is model lighting required? *

- ☒ General building-window lighting
- ☐ Individual apartment lighting
- ☒ Architectural facade lighting
- ☒ Site and landscape lighting
- ☒ Lighting for selected objects or zones
- ☐ Lighting not required
- ☐ Consultation needed

04**INTERACTIVE FEATURES****12. Is an interactive application required to control the model, provide project information, and support apartment selection by criteria? ***

- ☒ Yes, required
- ☐ No, not required
- ☐ Consultation needed

13. Which additional interactive features are required?

- ☒ Interior and space visualization:
 - ☒ Apartment interiors
 - ☐ Parking garage
 - ☒ Lobby
- ☐ Mechanical elements (lifting, sliding, or rotating structures)
- ☐ Moving figures and vehicles
- ☒ Other: display apartment information for the selected building and construction phase
- ☐ No additional features required
- ☐ Consultation needed

05**DISPLAY & ACCESSORIES****14. What type of display base is preferred? ***

- ☐ Standard display base with decorative laminate finish
- ☐ Painted MDF display base with straight edges
- ☒ Painted MDF display base with rounded edges
- ☐ Engineered-stone display base
- ☐ Custom-designed display base
- ☐ Display base not required

15. Is a protective cover or protective edging required? *

- ☒ Protective cover
- ☐ Protective edging
- ☐ Not required
- ☐ Consultation needed

06**SCHEDULE & LOGISTICS**

16. By what date should the model be completed? *

- ☒ Required date: March 15, 2027
- ☐ Schedule not yet determined

17. Where will the model be installed? *

- ☒ City and installation address: St. Petersburg, 112 Savushkina St., sales office
- ☐ Address not yet known

18. Are there any site constraints or delivery/installation restrictions?

- ☐ Limited doorway or corridor dimensions
- ☐ No freight elevator
- ☒ Restrictions on installation hours
- ☒ Special power-supply requirements
- ☐ No special constraints
- ☐ Not yet known

07**SOURCE MATERIALS & CONTACTS****19. Which source materials can you provide for the development? ***

- ☒ Master plan
- ☒ Architectural drawings (elevations, plans, sections)
- ☒ 3D model of the development
- ☒ Building and site renderings
- ☒ Landscape design package
- ☒ Other materials: sales-office brand guide
- ☐ Documentation is not yet available

20. Are there examples of models you like?

- ☒ Attach photos or links to examples

☐ No references available

Files attached: residential_____model_references.pdf

Link to materials: <https://example.com/reference-folder>

21. Contact information *

Company: North Development LLC

Contact person: Anna Smirnova, Project Marketing Director

Phone: +7 (921) 000-00-00

Email: a.smirnova@example.ru

Reference links: <https://example.com/reference-folder>

22. Are there any additional requirements or preferences for the model?

Please ensure good visibility from the front of the sales office, branded graphics on the display base, and accent lighting for public spaces.

☐ No additional requirements

08

ATTACHMENTS & LINKS

23. List of attached files / link to project materials:

This example is for reference only. The actual set of parameters and source materials depends on the project and how the model will be used.

Note: Select one option unless multiple selections are explicitly allowed. Where multiple options are allowed, you may select more than one. Mutually exclusive options such as "Not required" and "Consultation needed" should not be selected together with specific features.