



**Your investment in your office and optical space is one of the biggest decisions you will make. We are here to help.**

Because the cost of designing and building is substantial, it is one that you will need to live with for a long time. It makes sense to use the an approach that promotes efficiency in your staff, increases productivity, improves patient satisfaction and boosts your sales.

JKG Collaborative has over three decades of experience and knows what works for your specific practice. We are here to educate and guide your decision making throughout the building process—from planning and selecting your space, to building your vision and moving in.



**JKG COLLABORATIVE**  
ARCHITECTURE

**HEALTHCARE ARCHITECTURE SPECIALISTS**

PLANNING & ANALYSIS • OPERATIONAL PLANNING  
SPACE & NEEDS PROGRAMMING • ARCHITECTURE  
SUSTAINABLE PRACTICES

JKG Collaborative is a regional firm in Atlanta, Georgia, offering strategic planning, design and architectural services. We are accomplished professionals who are devoted to collaborative, strategic thinking and innovation.

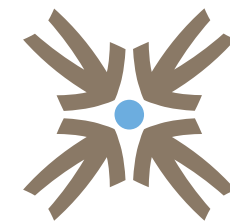
Drawing from over 30 years experience, our success comes from an inclusive atmosphere among our clients and team members. Collaboration promotes understanding, personal investment and teammanship. As a result, the program's needs and requirements are articulated into vibrant, sustainable projects.

Led by Jeff Griffin, AIA, LEED® AP, our mission is to render exceptional results. We pursue viable ideas and technology to create value for our clients and their patients while minimizing our environmental impact.

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**BEFORE YOU BUILD**  
**A Guide to Building Your New Space**



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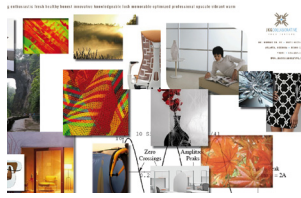
## ESTABLISH YOUR GOALS



## DETERMINE YOUR SPACE NEEDS



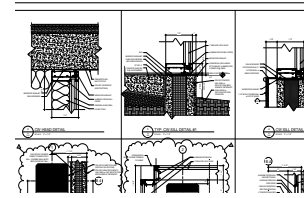
## IDENTIFY & ANALYZE LOCATIONS



## CREATE IMAGE & DESIGN CONCEPT



## DEVELOP SCHEMATIC DESIGNS & 3D IMAGES



## CONSTRUCTION DOCUMENTS & PRICING



## CONSTRUCTION



## MOVE IN

**The architectural process can be overwhelming but it doesn't have to be. Here is a guide to walk you through the basic steps of building your new space—whether it is remodeling your existing building or a new stand-alone structure. Learn how your ideas can be transformed into the best space for you and your practice.**

### ESTABLISH YOUR GOALS: LET'S START AT THE END RESULT

Establishing your goals is the foundation to a productive building experience. Like many other efforts, your goals will serve as guideposts throughout the building process and will facilitate decision-making and planning. From years of designing and building medical spaces, we help you discover what works best for your specific practice and culture. Goals can be simple or very strategic such as:

- Promote a strong provider-patient bond
- Give doctors the ability to see patients in a quiet, focused setting
- Set the patients at ease and build their confidence they are at the “right place”
- Create a comfortable environment for browsing and selecting frames
- Provide a high level of privacy while maintaining an open and inviting ambiance
- Utilization of green products and design concepts
- Create a design that will stay current for many years

Each decision shapes your space and informs every aspect of the building process.

### DETERMINE YOUR SPACE NEEDS

With your goals in hand, it is time to determine how much space you need now and in the future. Many factors influence the size of your new space: the number of doctors in your practice, your diagnostic and pre-exam equipment, on-site optical services and the number of patients your doctors can see at one time. It is

also important to know what the aesthetic look will be—an open modern space requires a different approach than a traditionally styled space.

### IDENTIFY & ANALYZE LOCATIONS

Armed with your space requirements, you can now begin to search for a suitable space. Your realtor is able to identify locations that meet your criteria. They can show you first generation spaces (never occupied, shell space) or second generation spaces (used before with existing interior constructions). Do not overlook spaces and locations that appear to be inappropriate at first glance. Be creative in looking at a venue and evaluate its suitability for your practice. In general, your practice is primarily a destination—patients and customers are planning on coming to your space. At the same time, visibility is also very important because your facility can become an important marketing tool.

As you identify options, JKG Collaborative can quickly evaluate each space on how it fulfills your project goals and estimate the probable costs of development. With this information, you are armed with the knowledge to make an informed decision about which place best suits your needs.

### CREATE IMAGE & DESIGN CONCEPT

When configuring space, we use proven tools and exercises to determine your facility's overall look and feel. It is very important to get it right because what you decide here will define the experience for your patients and staff. From your feedback, we develop several concepts for your review. Together, we will evaluate the concepts to choose the best design that achieves your goals. The highest scoring concepts are then further developed into a schematic design.

### DEVELOP SCHEMATIC DESIGNS & 3D IMAGES

The schematic design is your first visual understanding of your new space. With current technology, the schematic designs are computer-generated 3D

illustrations or physical models. You should have the ability to immerse yourself into the design and imagine what it is like to be in the space. Two dimensional floor plans are great for showing the relationship between spaces but three dimensional illustrations of walls, ceilings, and volume, are important drivers of design and quickly show what works and doesn't work.

### CONSTRUCTION DOCUMENTS & PRICING

With the design of your space defined we must now create the technical documents and specifications that are used to construct the facility. Often referred to as construction documents or blueprints, these drawings are used to obtain the building permit and by the contractor to build the space. During this phase we coordinate your equipment utility needs and engineer the space.

### CONSTRUCTION

The project's final phase is the actual construction. After receipt of the construction documents, the general contractor develops a construction plan, produces a construction schedule, prepares samples as necessary and completes the project. Along the way, we review the contractor's progress to make sure the design is not altered and to resolve the minor issues that typically come up during construction.

### MOVE IN

We hope this quick outline of the building process gets you excited. With the right tools and practices, your goals and vision for your practice are achieved and come to life. Please do not hesitate to contact us if you have questions or need more detail.