

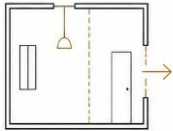
# THE DEMPSEY DESIGN GUIDEBOOK 2026



## A Conceptual Approach to Architecture

1. Project Typologies
2. A Roadmap for Success
3. Building Programming
4. Diagrammatic Understanding
5. Clarity Through Diagrams
6. Style & Color
7. Value & Budget
8. Location Matters
9. Permit Drawings & Construction

Small



Condo Interior Renovation



Retail Window Display



Café / Small Restaurant



Gym Fit-Out  
Yoga Studio

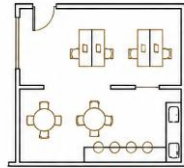


Pavilion / Pop-Up  
Event Space

Medium



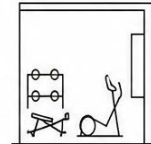
Single Family Residence /  
Townhouse



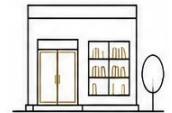
Office Build-Out  
Restaurant



Guesthouse  
Boutique Hotel

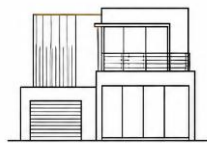


Fitness Center  
Wellness Studio

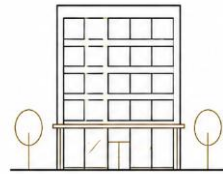


Community Center  
Library Branch

Large



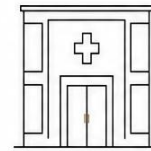
Luxury Multi-Unit  
Residential



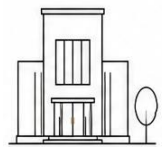
Office Building  
Retail Center



Hotel  
Hospitality Complex

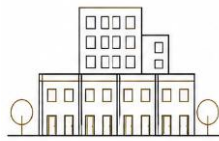


Wellness Center  
Medical Clinic



Cultural Building  
School

Complex



Mixed-Use Residential  
Development



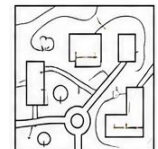
Mixed-Use Dev. /  
Commercial Campus



Resort Destination  
Hotel



Wellness Campus  
Retreat Center



Master Planning  
Campus Institution

## PROJECT TYPOLOGIES

The type and scale of your project shape everything that follows. A condo renovation, a commercial interior, and a master plan each come with different constraints, timelines, and coordination requirements.

We help you navigate those differences, tailoring our approach to your project so decisions are clear, efficient, and aligned with your goals.

Inspiration moves across disciplines and scales. We design from both the outside-in and the inside-out, allowing ideas from one context to inform another.

A landscape can extend into an interior, while a park can be organized as a sequence of room-like spaces. The same logic carries across our work, where cross-pollination of ideas informs each design with newfound meaning.

# SET PERFORMANCE METRICS

Establishing project goals early and communicating them clearly helps to set the big picture understanding of the project.

[SEE THIS LINK](#) for convenient online access to our [New Project RFP & Client Questionnaire](#).

❑ What are you trying to achieve?

---

❑ What are your constraints?

---

❑ How do you make decisions?

---

## WHAT MAKES A SUCCESSFUL PROJECT?

Project **SUCCESS** is not driven by a single factor, but by the alignment of intent, clarity, resources, and execution.

Our role is to bring **clarity to complexity** and turn good intentions into built reality.



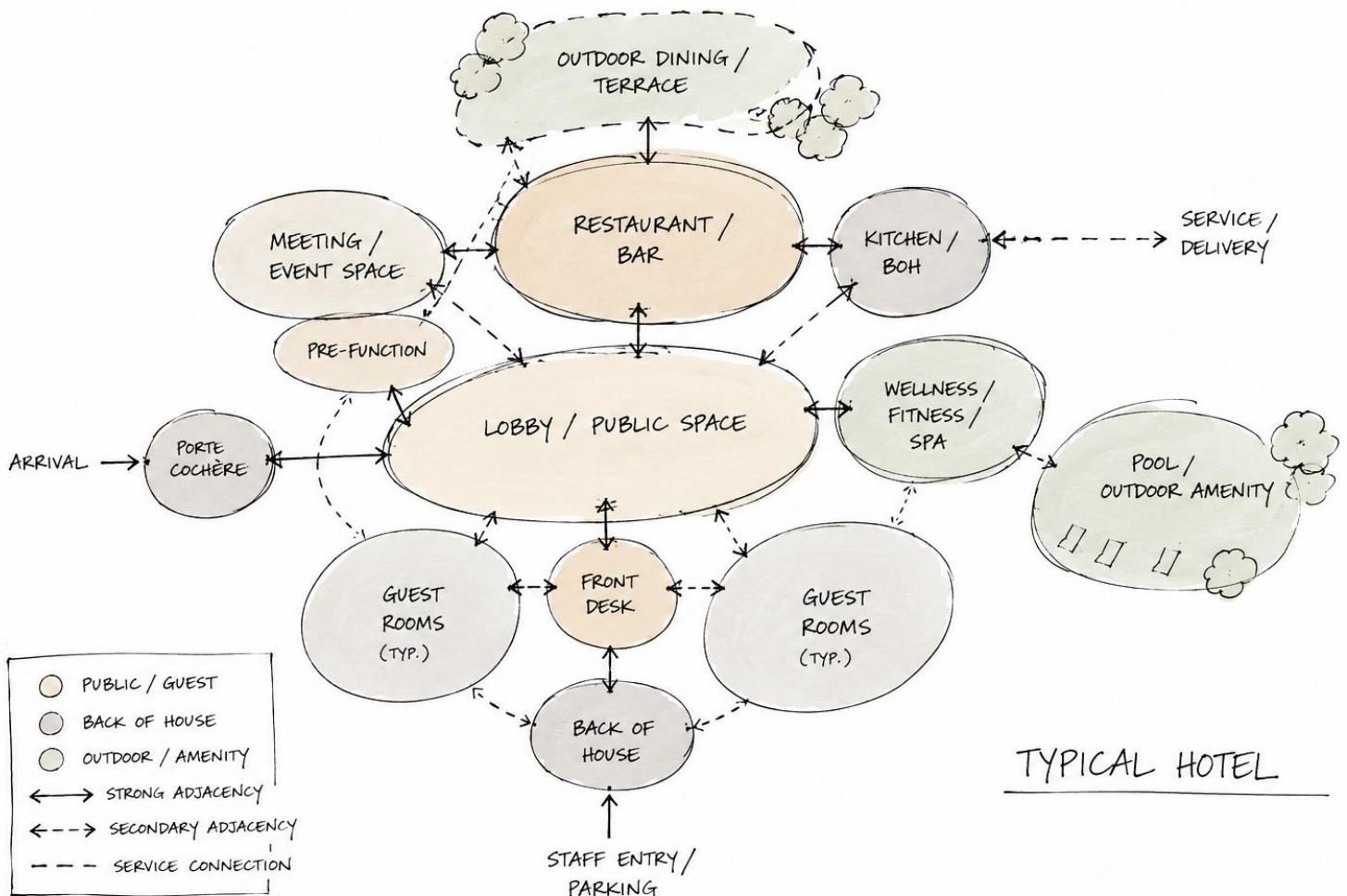
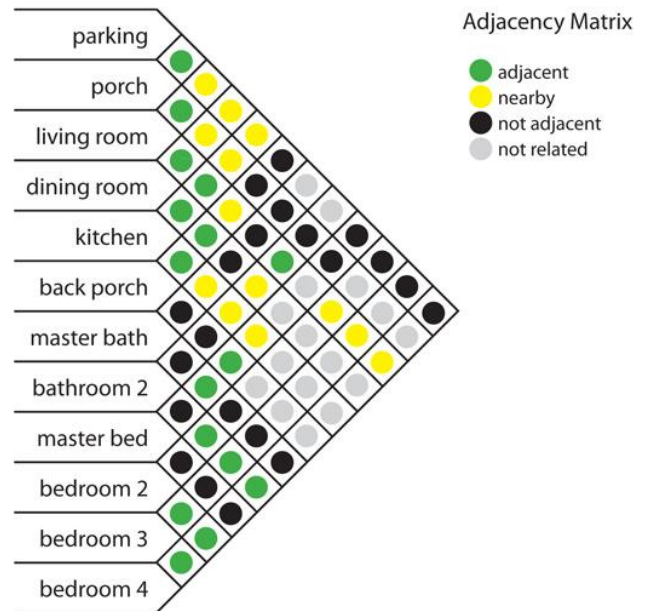
SUCCESS IS NOT MANAGED — IT IS **DESIGNED**.

# BUILDING PROGRAMMING

Building programming is the foundation of every project.

It defines spatial requirements, adjacencies, and functional priorities, establishing the framework upon which the architecture is developed.

Through a detailed understanding of **YOUR NEEDS**, we translate goals and constraints into a clear, structured program that guides the design process from concept through execution.



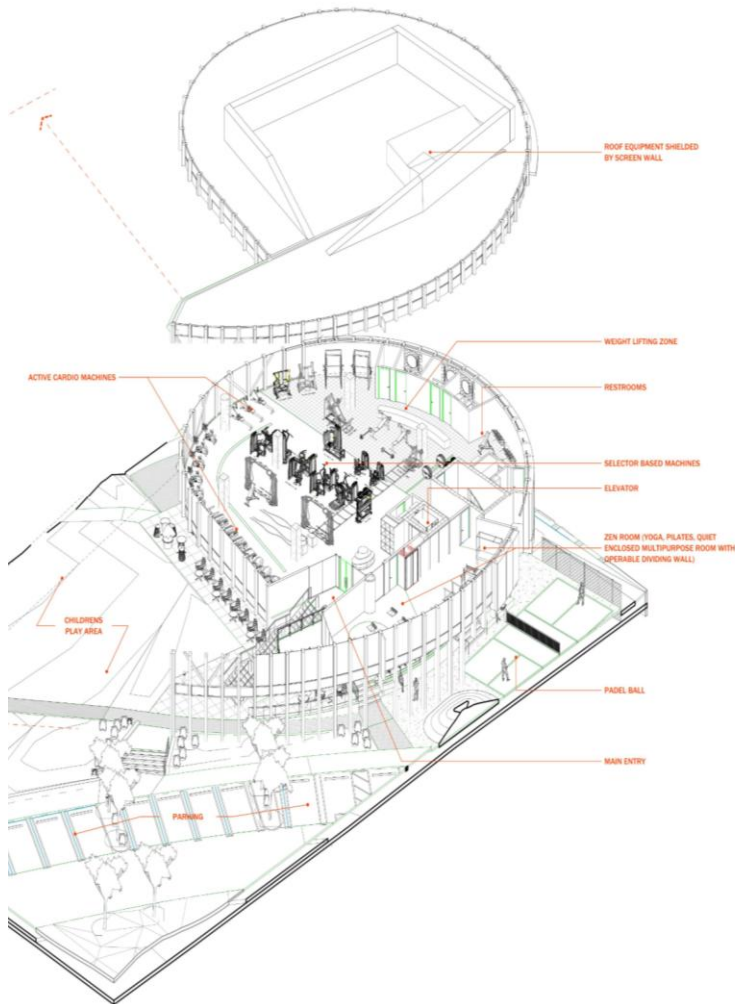
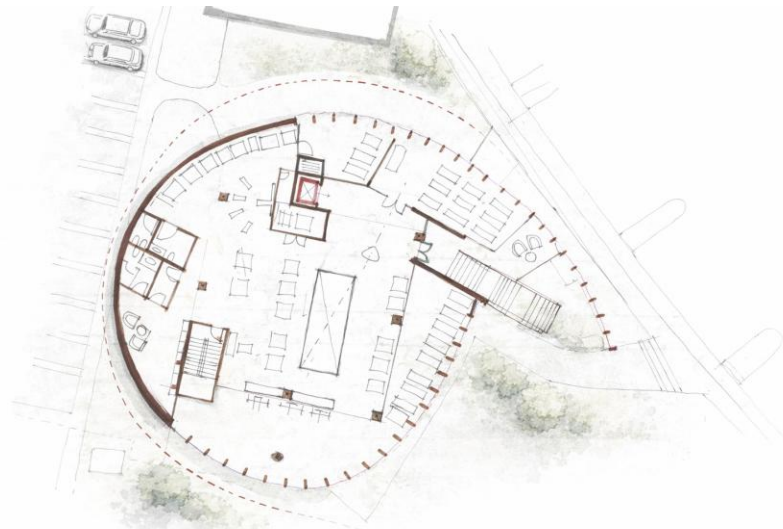
# CLARITY BEFORE CONSTRUCTION

We use diagrammatic sketches to simplify complex ideas early, organizing space, circulation, and relationships before design decisions are made.

This process reduces risk, aligns expectations, and leads to more thoughtful, efficient outcomes.

## DIAGRAMS → DECISIONS → RESULTS

- Early decisions have the greatest impact on cost, schedule, and quality.
- Clear diagrams align teams and accelerate decision-making.
- Testing ideas early reduces costly changes later.



# INSIDE-OUT / OUTSIDE-IN

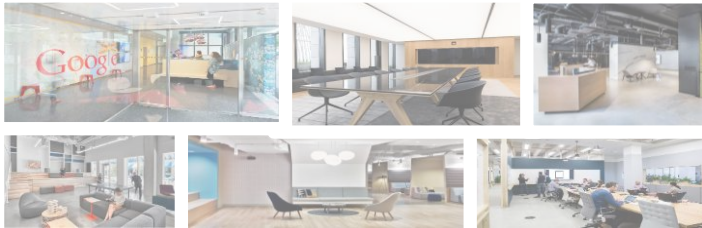
Architecture is not only how a building looks, but how it feels.

We consider light, material, proportion, and detail as essential components of the design — shaping mood,

experience, and perception from the earliest stages.

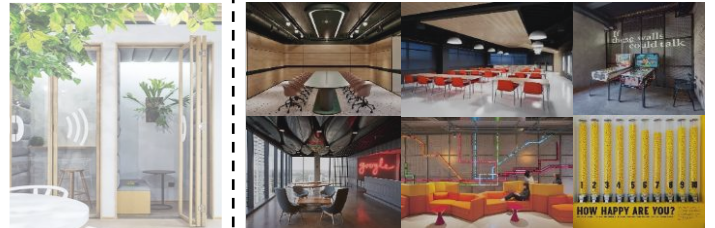
By working from both the inside out and the outside in, we create spaces that are cohesive, intentional, and deeply human.

## BACKGROUND



- ZEN
- NEUTRAL
- RELAXED
- CALM
- PEACEFUL

## ACCENT

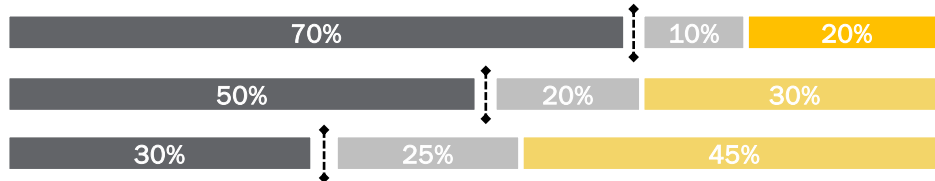


- SPECIAL
- WOW!
- HIGHLIGHTS
- FEATURES
- EXCITING

CAN LESS BE MORE?

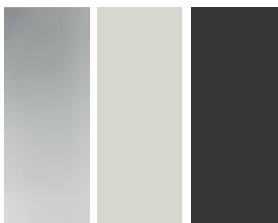
FINDING THE RIGHT BALANCE?

When is the “wow factor” diluted..?

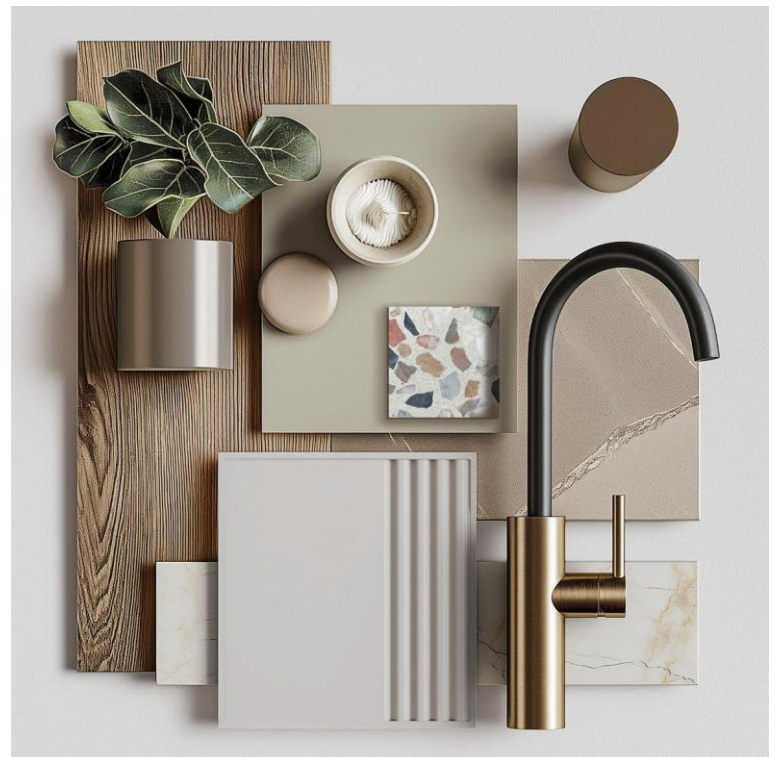


Oak Planks

Soapstone



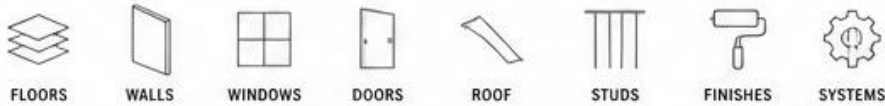
- 1 Stainless / Cool Grey (appliances)
- 2 Putty / Clay Color (cabinetry)
- 3 Black accents (island panels + trays)



# VALUE & BUDGET

Value is not created by individual components, but by **HOW THEY ARE ASSEMBLED**.

When structure, envelope, systems, and finishes are aligned through thoughtful design, the result performs better, feels better, and is valued more highly than the sum of its parts.



	100% (Baseline)	95-105% of typical
INITIAL COST	100% (Baseline)	95-105% of typical
CHANGE ORDERS	8-12% of construction cost	2-4% of construction cost
SCHEDULE PERFORMANCE	+10-20% variance	On time / On budget
ENERGY PERFORMANCE	Baseline	15-30% better
MAINTENANCE COSTS (10 YR)	100% (Baseline)	15-25% lower
USER SATISFACTION	Baseline	Significantly higher
MARKET VALUE IMPACT	100% (Baseline)	10-25% higher

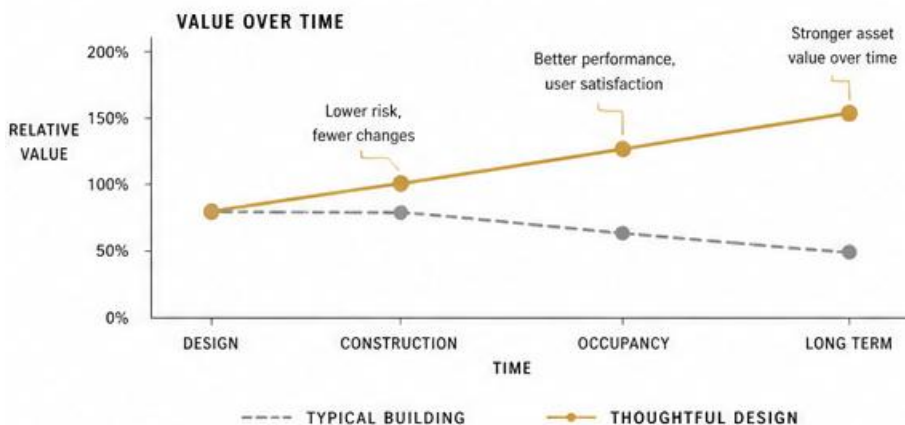
## SAME COMPONENTS, DIFFERENT OUTCOMES

The same components can produce vastly different outcomes. Alignment creates value.

### THOUGHTFUL DESIGN

#### Aligned System

Components are coordinated as an integrated system that reinforces performance and experience.



Alignment multiplies value at every stage of the project lifecycle.



**VALUE IS NOT CREATED BY INDIVIDUAL COMPONENTS, BUT BY HOW THEY ARE ASSEMBLED.**

When structure, envelope, systems, and finishes are aligned through thoughtful design, the result performs better, feels better, and is valued more highly than the sum of its parts.



# BUDGET CONTROL & COST ESTIMATION

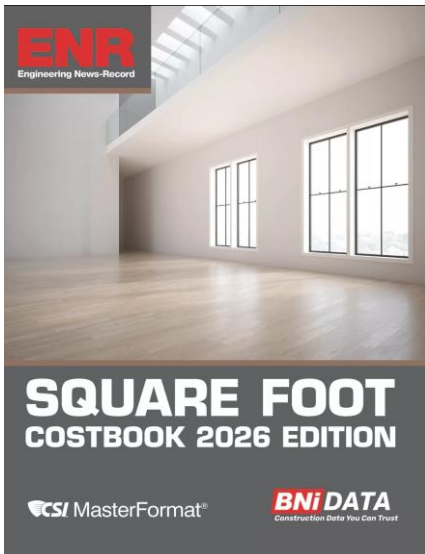
We collaborate with independent, third-party professional cost estimators to develop accurate bills of quantities and verify unit pricing **objectively**.



[www.csiestimationllc.com](http://www.csiestimationllc.com)

Delivering inspired design within defined budgets through disciplined cost management.

**Cost stewardship is a core service competency, not an afterthought.**



*“For each project, we commit to aligning design excellence with financial performance.”*

Eric J. Dempsey  
AIA, NCARB, LeedAP, CDT

## Core Approach / Methodology

Our process follows AIA B101 standards and includes cost estimation at the end of every design phase.

- SD – high level cost estimate
- DD – refined scope & materials
- CD – issue detailed CSI based estimate

Coordinate consultant scopes, align quantities, reconcile with GC budget.

## Bidding & Construction (CA):

Review bids for scope consistency, track change orders, maintain cost log.

Each phase concludes with a Budget Reconciliation Meeting where design, scope, and cost are aligned with the Owner’s goals.

## Track Record / Proof

Project	Original Budget	Final Cost	Variance
Golden Beach Wellness Center	\$5.5 M	\$5.2M	-5.45%
Urban Roast Restaurant Fit-Out	\$ 950k	Est. \$850k	-10.53%
Splunk Office Expansion Phase 2 & 3	\$2 M	\$2.1 M	5%
McCann Worldgroup Offices (11F, 12F, 14F, 22F, 25F; repeat client)	\$800k / floor	\$850k	6.25%

## Verification & Communication

Transparency and communication: All cost updates are issued to the Owner at phase completion. Variances > 10% trigger a cost alignment review before advancing design.

## Commitment

*Fiscally disciplined design. By forecasting costs early and verifying them often, we maintain design integrity while honoring our client’s financial parameters.*

*“Accurate cost forecasting is design control.”*

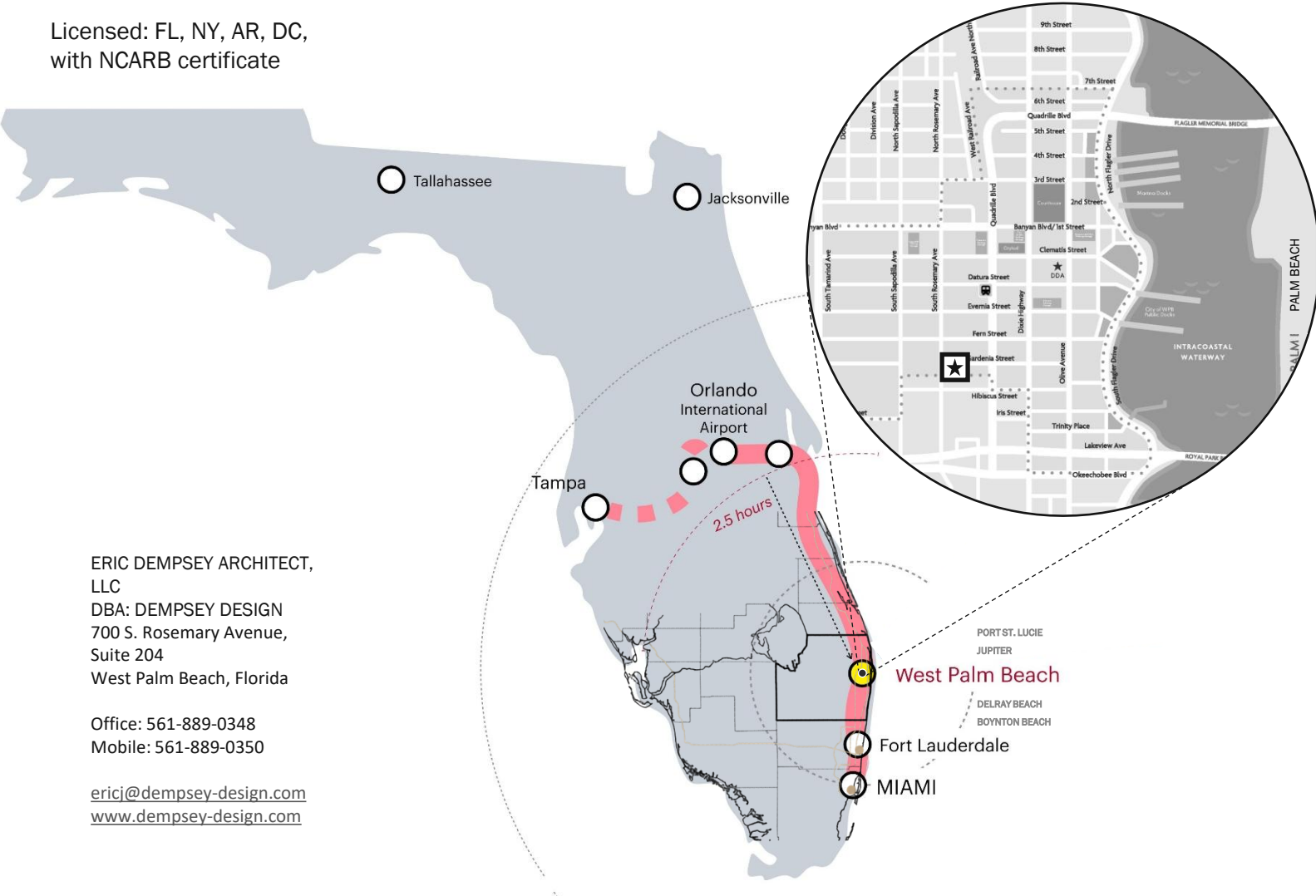


# LOCATION

We are conveniently located in the heart of downtown West Palm Beach. Our office within the vibrant CityPlace district is a 3-minute walk from City Hall and sits at the epicenter of major construction activity in Palm Beach County.

Positioned at the center of South Florida's construction activity.

Licensed: FL, NY, AR, DC,  
with NCARB certificate



ERIC DEMPSEY ARCHITECT,  
LLC  
DBA: DEMPSEY DESIGN  
700 S. Rosemary Avenue,  
Suite 204  
West Palm Beach, Florida

Office: 561-889-0348  
Mobile: 561-889-0350

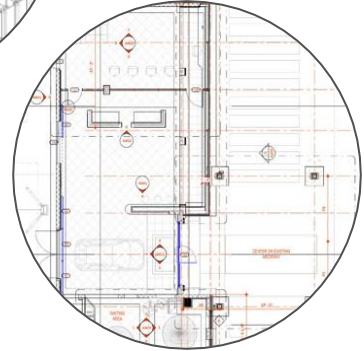
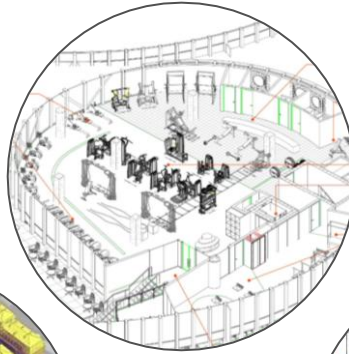
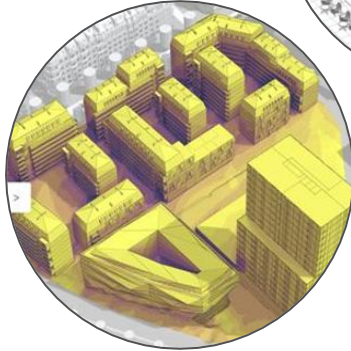
[ericj@dempsey-design.com](mailto:ericj@dempsey-design.com)  
[www.dempsey-design.com](http://www.dempsey-design.com)



# PROJECT ROADMAP

## PERMITTING PROCESS

### TYPICAL FLOW

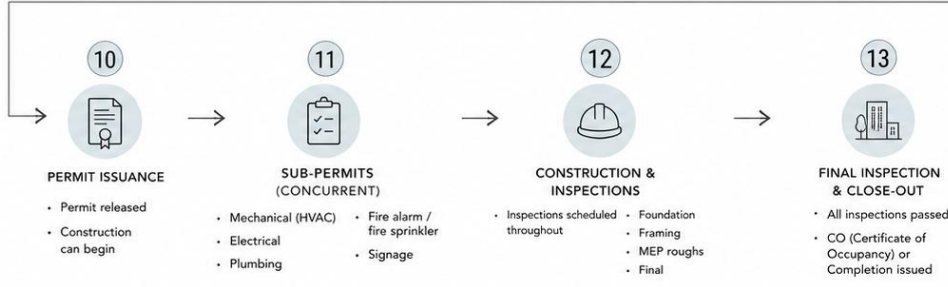
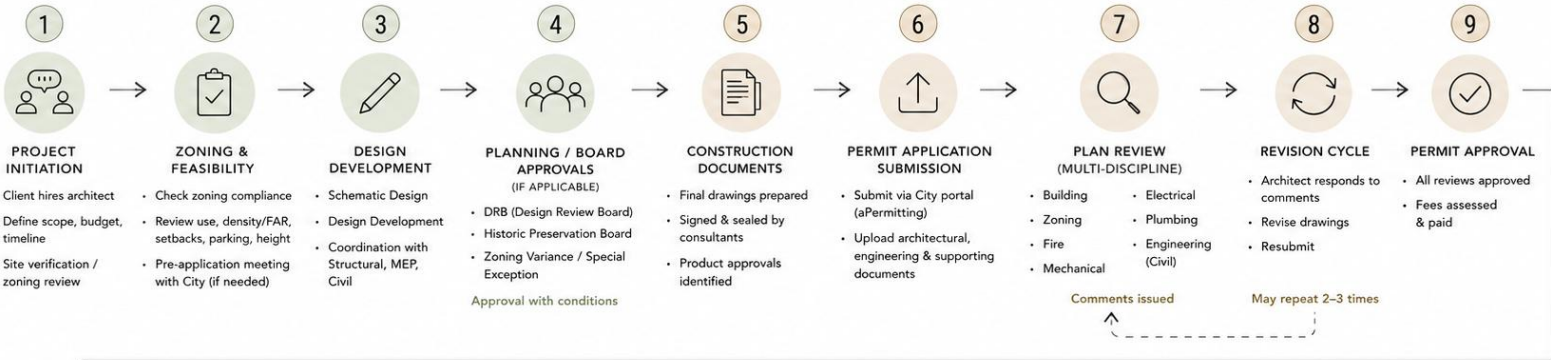


#### CONCEPT DESIGN

#### DESIGN DEVELOPMENT

#### CONSTRUCTION DRAWINGS

#### PERMIT REVIEW



**NOTES**

- Timeline varies based on project scope and complexity.
- Early zoning and entitlement clarity reduces delays.
- Board approvals may extend timeline significantly.
- Most projects cycle through review multiple times.



# TECHNICAL CAPABILITIES

At our firm, technology is not an afterthought – it is the backbone of our creative and technical process.

We don't just adopt industry tools; we push them to their limits to redefine what's possible. Utilizing Autodesk Revit for Building Information Modeling (BIM), Twinmotion and Unreal Engine for hyper-realistic, real-time environments, and OpenAI for cutting-edge design intelligence, we deliver a caliber of work that sets a new industry standard.



Our suite of advanced capabilities includes drone-based aerial imaging, high-resolution photogrammetry, and point cloud reality capture, seamlessly integrated into our BIM workflows for unprecedented site accuracy and design verification.

We are also pioneering the use of AI-driven conceptual studies, augmented and virtual reality (AR/VR) client experiences, parametric design optimization, and cloud-based collaboration ecosystems.

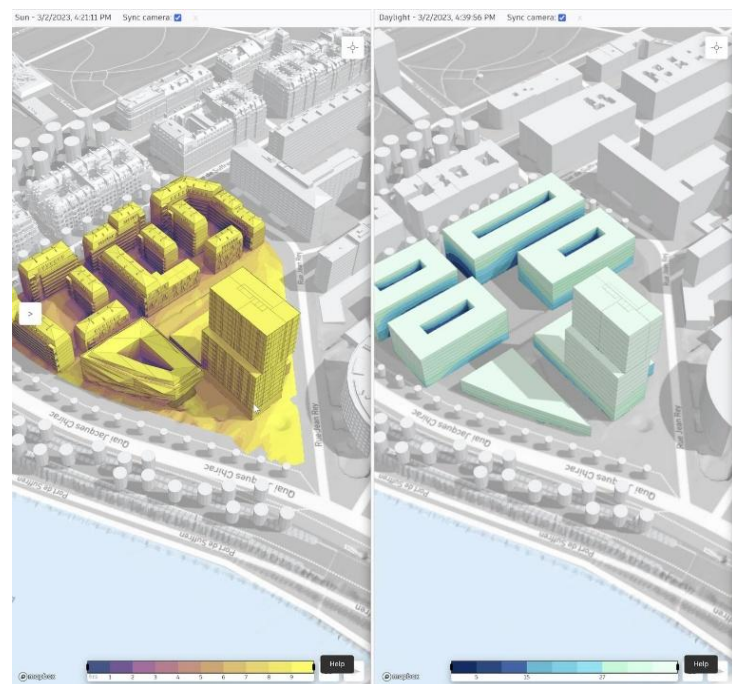
With over 25 years of deep technical experience spanning Commercial Architecture, Workplace Interiors, Retail Design, and Strategic Planning, we are not just keeping pace with technology; **we are setting the pace.**



Choosing our team means choosing a forward-thinking partner committed to delivering smarter, faster, and more visually powerful architectural solutions – designed for today and ready for tomorrow.



- **Revit Expertise:** 25+ years of CAD/BIM experience.
- **Real-Time Visualization:** Twin-motion Unreal immersive presentations.
- **AI-Enhanced Design:** Leveraging OpenAI tools for smarter design workflows and idea generation.
- **Reality Capture:** Drone photo/videography, high-resolution photogrammetry, and point cloud scanning.
- **Advanced Tech Stack:** AR/VR experiences, parametric modeling, AI conceptual studies, and cloud collaboration.
- **Proven Track Record:** Expertise in Commercial Architecture, Workplace Interiors, Retail Design, and Strategic Planning.
- **Innovation-Driven:** Constantly integrating emerging technologies to deliver future-ready solutions.



# SUMMARY

---

The environments we shape today, must be ready for tomorrow.

As technology, culture, and community needs evolve, architecture must respond with agility and foresight.

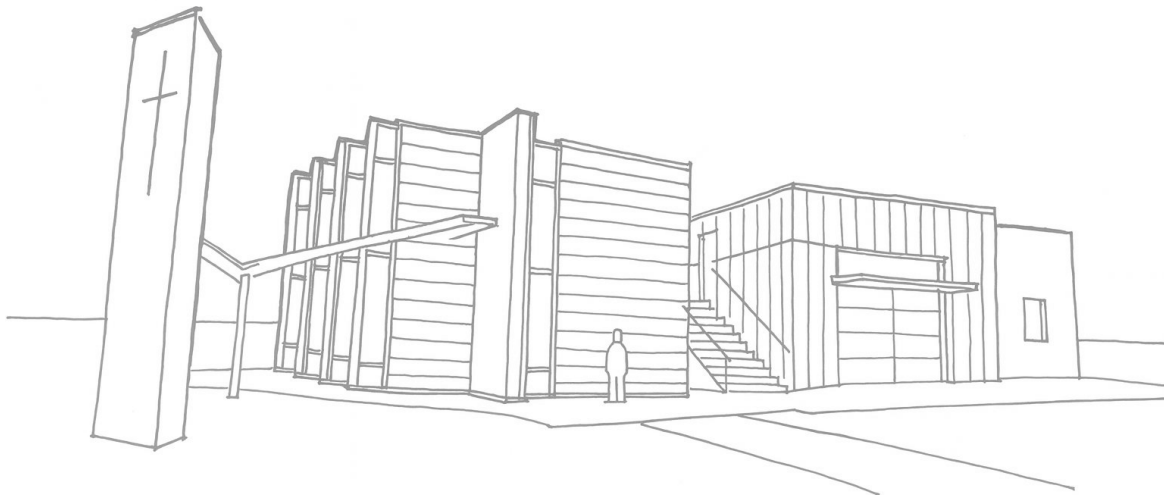
We are a design-forward studio based in West Palm Beach, creating thoughtful, future-focused solutions grounded in collaboration, technical excellence, and enduring design.

We help transform vision into places that support growth, innovation, and lasting impact.

We are a small, agile architecture practice dedicated to thoughtful design, personal service, and lasting impact — locally rooted, globally informed.

## ASPIRATION

Architecture should carry meaning. We aspire to elevate the built environment through purposeful design — creating work that reflects deeper values, inspires people, and leaves a lasting impression.



## DIFFERENTIATORS

1.

### Global Experience Local Expertise

Over 14 years of international design leadership bring a worldly perspective to projects grounded in South Florida's unique context.

2.

### Hands-On, Principal-Led Design

Clients work directly with Eric — ensuring personalized attention, clear communication, and design integrity from start to finish.

3.

### Purpose-Driven Practice

Our work is rooted in meaning — we don't just design buildings, we shape places that reflect values, serve people, and enrich communities.

4.

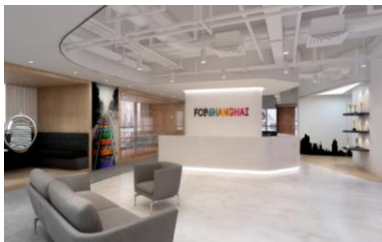
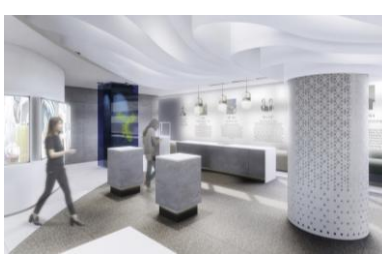
### Adaptive, Agile Process

As a nimble firm, we respond quickly to client needs, evolving challenges, and opportunities with creativity and flexibility.

5.

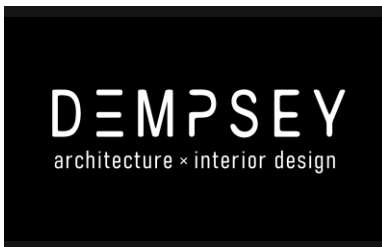
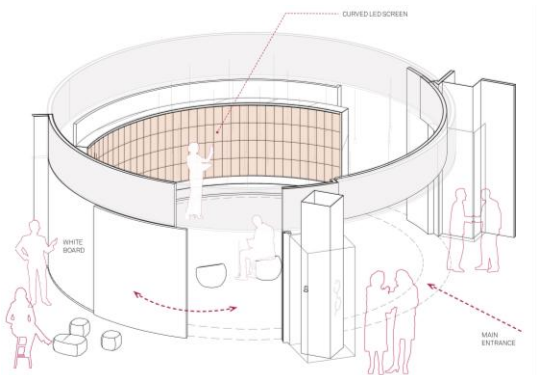
### Cross-Disciplinary Vision

From interiors to masterplans, we see the big picture — integrating architecture, art, and storytelling into every phase of the work.



## CREATIVE CONCEPTS, INSPIRED SOLUTIONS

Based in West Palm Beach, Florida, we are a dedicated architecture and design firm offering innovative and practical solutions. With extensive experience in design and construction, we're here to bring your vision to life through every stage of the project.

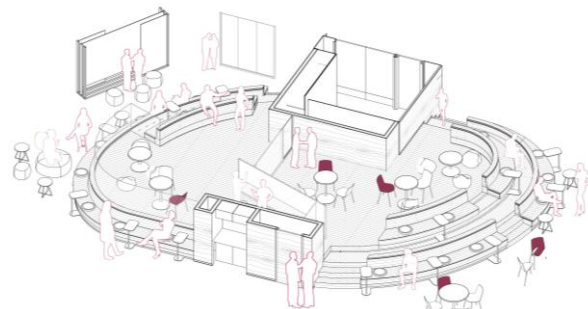


## OUR SERVICES

- Master-planning
- Architecture
- Interior Design
- Construction Administration

☎ 561-889-0348

✉ [info@dempsey-design.com](mailto:info@dempsey-design.com)



ERIC DEMPSEY ARCHITECT, LLC

700 S. Rosemary Ave. Suite 204, West Palm Beach, FL 33401  
[www.dempsey-design.com](http://www.dempsey-design.com)