

# RCS

# AIRdesign

## DESIGNING SUCCESS

A Newsbrief for the Airport Concessions Industry

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### PRE-RFP SITE EVALUATION

There is an old business saying that goes "The name of the game is information." This can be said for certain aspects of A/E pre-planning services. If there can be any information gathered prior to beginning the planning and design process, that process will be much smoother.

One of the most overlooked PreRFP Services is the A/E Site Evaluation. An evaluation of the design and construction aspects of a future site can uncover wonderful opportunities as well as hidden constraints that might not normally be evident in a typical Preproposal Conference walkthrough.

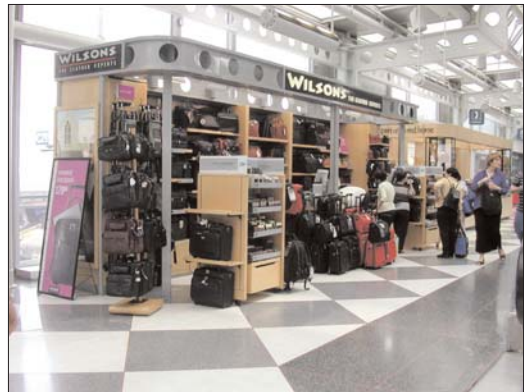
A case in point is Wilsons Leather at ORD. RCS/ACT was engaged to evaluate eight potential spaces at the Airport. A day was spent taking notes, measurements, and photographs. We also looked at adjacency, logistics, engineering and constructability issues.

We met with Wilsons to review a draft report and discuss how their design concept would integrate into the spaces in question. From that meeting a final report was prepared with recommendations as to which spaces provided the best opportunities. Based on the report Wilsons selected four spaces to pursue.

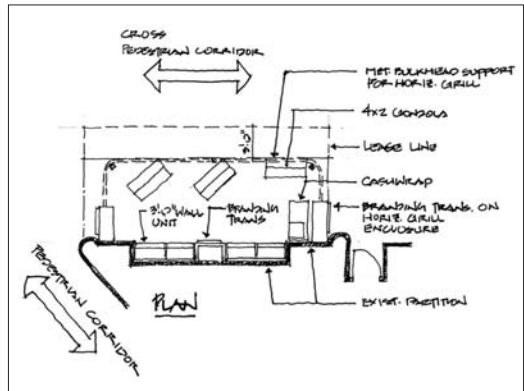
With research like this in hand the Concessionaire is prepared in advance of the Preproposal Conference to make intelligent, informed decisions as to which spaces make the most sense in pursuing. If you'd like to learn more give us a call. We're here to help.



Existing space under consideration



Existing design concept to be revised and utilized



Thumbnail sketch of space under consideration

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