
FOR DEVELOPERS, BUILDERS, AND PROPERTY OWNERS

Before you commit to the wrong project.

Practical lessons from early-stage development planning.

In our experience, the biggest risk in development usually isn't execution
— it's pursuing the wrong project from the start.

We've seen projects with beautiful renderings, well-produced drawing sets, and capable teams still struggle because the core assumptions behind the project were never properly evaluated. Sometimes the density was unrealistic. Sometimes the site was underutilized. Other times, the budget and design goals were fundamentally misaligned from day one.

The earlier these conversations happen, the greater the opportunity to improve the outcome.

At Bianchi Architecture, we approach projects as collaborative planning exercises first
— helping developers, builders, and property owners evaluate trade-offs, identify opportunities, and establish a direction that aligns with both the property and the project goals before significant time and money are committed.

*A beautifully executed project can still
be the wrong project.*

Every site has trade-offs.

One of the most valuable things an experienced design team can provide early is clarity around trade-offs.

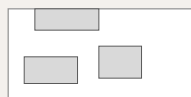
Height affects fire access — which can quietly reduce buildable area elsewhere on the site. Parking ratios shape the building footprint, which in turn constrains yield and circulation. Yield decisions ripple into grading, drainage, and construction cost. Amenities lift marketability but compete for leasable area and operating budget.

The goal is rarely maximizing one variable in isolation — it's finding the right balance for the specific property, market, and development goals.

On a recent commercial redevelopment in Marietta, an early site plan yielded roughly 25,000 square feet of leasable area across a five-acre property. Through a combination of revised site planning, grading strategy, parking analysis, and building organization, the project evolved into nearly 60,000 square feet of leasable space while also improving the overall experience of the development.

DIAGRAM 02 — MARIETTA YIELD STUDY

INITIAL
~25,000 sf
leasable



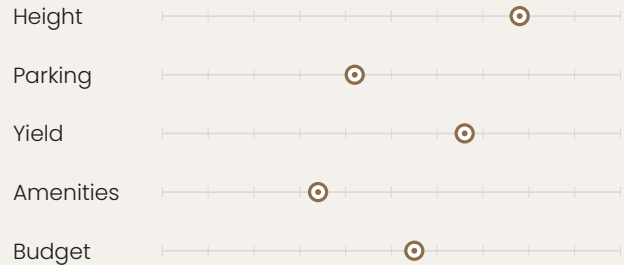
Refined planning



REFINED
~60,000 sf
leasable

DIAGRAM 01 — THE TRADE-OFF LEVER

Move one — and others shift.



No single variable should be maximized in isolation.

02 / PLANNING BEFORE ARCHITECTURE

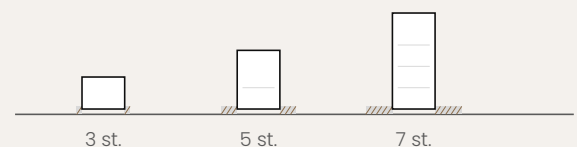
Good planning creates value before architecture does.

Some of the most important project decisions happen long before materials, renderings, or finishes are discussed.

WE OFTEN HELP CLIENTS EVALUATE —

- 01 Whether a site supports the intended density
- 02 Which product type best fits the market
- 03 How parking and circulation impact yield
- 04 Where height and code create hidden costs

DIAGRAM 03 — HEIGHT & FIRE ACCESS



In Buckhead, we recently helped a property owner weigh several paths for a constrained infill site — single-family, townhomes, and multifamily. The final direction — a luxury townhome concept — balanced density, constructability, and long-term marketability.

Clients need clarity, not complexity.

Most clients don't expect a project to be simple. They do expect transparency, responsiveness, and honest guidance.

In our experience, developers are far more comfortable making difficult decisions when they clearly understand the implications of those decisions.

A taller building may improve views and increase perceived value — but it may also trigger fire access requirements that reduce buildable area elsewhere on the site. A larger amenity package may improve lease-up potential — but may not justify the operational or construction cost depending on the project scale.

Our role is not simply to say “yes” or “no.” It's to help clients understand the trade-offs clearly enough to make informed decisions with confidence.

Design still matters.

Well-designed projects lease better, age better, and create stronger connections with residents and the surrounding community.

Residents, municipalities, leasing teams, and investors all respond to projects that feel thoughtful and well-composed — even when the construction approach remains disciplined and cost-conscious.

Thoughtful multifamily design is rarely about extravagant gestures or excessive spending. In many cases, perceived quality comes from disciplined, intentional decisions —

- Strong building proportions
- Thoughtful amenity placement
- Natural light and window organization
- Durable material transitions
- Clear entry sequences
- Outdoor gathering spaces
- Clean, coordinated detailing

A more thoughtful approach to early planning.

We're a local, relationship-driven firm working across Georgia and the Southeast. Our background spans hospitality, commercial, residential, and multifamily work — giving us a broader view of how design, operations, construction, and user experience intersect.

The goal isn't simply to produce a clean set of drawings. It's to help clients move forward with confidence that the project is directionally aligned before major time, money, and momentum are committed.