



FIELD GUIDE / 2026 EDITION

# Five Stages. One Park Model. **Built Once, Not Five.**

Which park visuals to order from tender to opening, what the site model carries over, and the budget split per stage, priced at mid-market studio rates.

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**Dim Kuzmenko**  
Founder, Maverick Frame Studio

[maverickframe.com](https://maverickframe.com)



START HERE

# Five vendors, five models, one park

Park projects rarely overspend on one render. They overspend because each stage buys its visuals from whoever is closest at the time: a freelancer for the tender, the design office for the concept, another studio for the approval file, an agency for the consultation and the opening.

Each of them models the site again from the same plans, and each set looks slightly different from the last: other trees, other paving, another sky. The other leak is timing. Eye-level views get ordered after the approval meeting is booked, and residents see the park for the first time in a rushed render.

|    | BOUGHT STAGE BY STAGE                              | PLANNED AS ONE ROADMAP                                         |
|----|----------------------------------------------------|----------------------------------------------------------------|
| 01 | Every stage models the site again                  | One park and site model, updated as the design moves           |
| 02 | Tender and concept images that do not match        | Tender and Concept views rendered from the same scene          |
| 03 | Planting rebuilt for every new set                 | One planting set from the schedule, kept for every view        |
| 04 | Approval views briefed after the meeting is booked | Approval set scheduled while the concept is still being agreed |
| 05 | Consultation film started from a blank file        | Flythrough made in a scene that already exists                 |

## The model is the asset. The images are the output.

A park modelled to the plan, with its levels, planting and the streets around it, is the largest cost in any park visual. If it stays with one studio and is updated as the design develops, every later set is lighting, cameras and rendering rather than modelling.



Maverick Frame production render.

THE ROADMAP

# What to order at each stage, and what it keeps

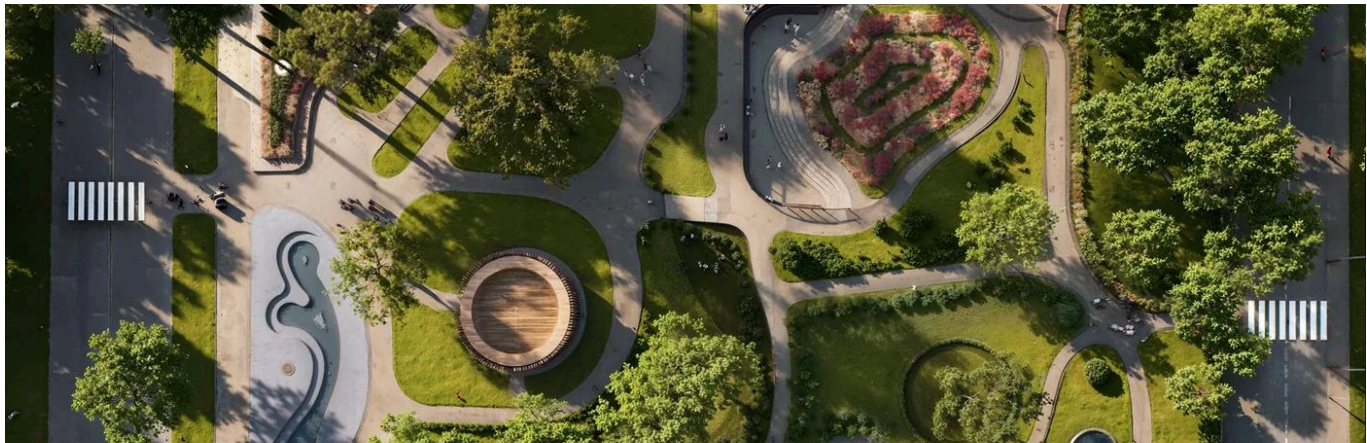
The five stages below are the ones on our park page. For each: what to order, who looks at it, and what the next stage inherits instead of paying for it again.

| STAGE        | ORDER THESE VISUALS                                                               | WHO USES THEM                            | CARRIES OVER                         |
|--------------|-----------------------------------------------------------------------------------|------------------------------------------|--------------------------------------|
| Tender       | Two concept views of the park for the bid                                         | The city or the client, the tender panel | The park and site model              |
| Concept      | Layout and planting options side by side, and a rendered top-down plan            | The design team, the client              | The planting set and the plan camera |
| Approval     | An aerial of the park in its district and eye-level views from the main entrances | Officials, the council, planners         | The context model and the camera set |
| Consultation | A flythrough film and seasonal versions of the key views                          | Residents, the council, local press      | The film path and scene library      |
| Opening      | Hoarding, press and social formats from the approved views                        | The city, the contractor, the press      | A scene library for later phases     |

## Start where you are

If the approval meeting is already booked, order the aerial and the eye-level views now, and ask for the park and its context to be kept as scenes with fixed cameras on file. That is what lets the consultation film, the seasonal versions and any design changes reuse them rather than start again.

Not every park passes through all five stages. A private client may skip the tender; a small courtyard may go from Concept straight to Opening. The order still holds, and so does the rule: whatever stage comes first builds the scene the others reuse.



Maverick Frame production render.

WHAT IT COSTS

# One park, five stages, line by line

A composite of a new neighbourhood park of about three hectares, priced at mid-market studio rates. The park and site are modelled once at Tender and the surrounding streets and buildings at Approval. The rows marked as reused cost less because nothing is rebuilt before rendering.

|    | LINE ITEM                                            | BASIS                                  | AT STUDIO RATES |
|----|------------------------------------------------------|----------------------------------------|-----------------|
| 01 | Tender: park and site model from the landscape plan  | build, once                            | \$3,000         |
| 02 | Tender: concept views for the bid                    | 2 x \$500                              | \$1,000         |
| 03 | Concept: layout and planting option views            | 3 x \$350, model reused from Tender    | \$1,050         |
| 04 | Concept: rendered top-down plan                      | 1 x \$600, model reused from Tender    | \$600           |
| 05 | Approval: streets and buildings around the park      | build, once                            | \$1,500         |
| 06 | Approval: aerials of the park in its district        | 2 x \$500, model reused from Tender    | \$1,000         |
| 07 | Approval: eye-level views from the main entrances    | 4 x \$450, model reused from Tender    | \$1,800         |
| 08 | Consultation: flythrough film of the park            | 1 min x \$5,000                        | \$5,000         |
| 09 | Consultation: seasonal versions of two cameras       | 2 x \$250, scenes reused               | \$500           |
| 10 | Opening: hoarding and press formats                  | 4 x \$200, scenes reused from Approval | \$800           |
| 11 | Opening: social cut-downs of the film                | 3 edits x \$300                        | \$900           |
|    | Tender subtotal                                      |                                        | \$4,000         |
|    | Concept subtotal                                     |                                        | \$1,650         |
|    | Approval subtotal                                    |                                        | \$4,300         |
|    | Consultation subtotal                                |                                        | \$5,500         |
|    | Opening subtotal                                     |                                        | \$1,700         |
|    | Planned as one roadmap                               |                                        | \$17,150        |
|    | The same visuals bought stage by stage, from scratch |                                        | \$32,150        |

23%

TENDER

10%

CONCEPT

25%

APPROVAL

32%

CONSULTATION

10%

OPENING

From scratch means the same lines plus \$15,000: the \$3,000 park and site model built again at Concept, Approval, Consultation and Opening, and the \$1,500 context model built again at Consultation and Opening. Shares above are of the \$17,150 planned total.

THE ONE PAGE

# What to send us at each stage

The teams whose logos sit on our service pages do not send long specifications. At each stage they send a few things like these, usually in the body of an email, and it is enough to quote from and to start work.

|    |                            |                                                                                                       |
|----|----------------------------|-------------------------------------------------------------------------------------------------------|
| 01 | Tender: the brief          | The tender documents or the client brief, and the date the bid is due.                                |
| 02 | Tender: the plan           | The landscape plan, even as an early sketch, and a site plan with the buildings around it.            |
| 03 | Concept: the options       | The layout or planting options you want to compare, and what the client has to choose between.        |
| 04 | Concept: the planting      | The planting schedule or a plant list, with sizes at planting where you have them.                    |
| 05 | Approval: the viewpoints   | The entrances and spots the city asks to see, marked on a plan, with site photos from them.           |
| 06 | Approval: the context      | The streets and buildings around the park, from a site plan, a model or drone photos.                 |
| 07 | Consultation: the audience | Where the images will be shown: a public meeting, a website, the local press.                         |
| 08 | Opening: the date          | The opening or construction start date, and the hoarding and press formats you need.                  |
| 09 | Every stage: the budget    | A figure or a range per stage. It is the quickest way to a scope that fits, and it is not a weakness. |

### Change stage, keep the scene

If we built your park at an earlier stage, reopening it takes one email: name the stage, the new deliverables and any design changes since. The park model and context are on file, so the quote starts from rendering, not modelling.

### Our terms are on the next page

Market rates, timelines and what counts as a revision round are set out on page 06. The composite on page 04 is priced at the same mid-market studio rates.



Maverick Frame production render.

WHAT THINGS COST

# Market rates and our terms, so you can check any quote

Ranges seen across the market in 2026, freelancer to studio. Use them to sanity-check any quote, including ours.

| DELIVERABLE            | FREELANCER      | STUDIO          |
|------------------------|-----------------|-----------------|
| Single exterior still  | \$100 - 300     | \$250 - 600     |
| Single interior still  | \$120 - 350     | \$300 - 700     |
| Package of 5 - 8 views | \$600 - 1,500   | \$1,500 - 4,000 |
| Animation, per minute  | \$1,000 - 3,000 | \$3,000 - 8,000 |

Our standard timelines and revision terms. They are what we quote unless a project needs something else, and we say so before work starts.

| STAGE OR DELIVERABLE              | MAVERICK FRAME STANDARD                                    |
|-----------------------------------|------------------------------------------------------------|
| First draft of a still            | 3 to 5 working days from a complete brief                  |
| Finished stills, package of 5 - 8 | 2 to 3 weeks, drafts included                              |
| Animation, up to one minute       | 4 to 6 weeks, storyboard and preview first                 |
| Revision rounds included          | Two at draft stage, one on the final image                 |
| What counts as a round            | One consolidated list of comments, sent at once            |
| Rush delivery                     | Half the time for about 40% more, when the schedule allows |

## Line up a studio before the deadline is on fire

The most expensive projects we see are not the badly briefed ones. They are the ones briefed in a panic, after the first supplier failed and the launch date did not move. Vet one or two studios while nothing is urgent.

A note on in-house: one artist needs around ten software subscriptions, a workstation and a stack of adjacent skills - modelling, lighting, post-production and client communication. It pays off only when that person is busy every day. Below that, the arithmetic favours outsourcing on its own.

NEXT

# Send us what you already have

Plans, a model, photographs or a draft brief, in whatever state they are in. We will reply with a scope, a price and the questions that decide it - as a reply, not a sales call.

|                  |                                                                                                               |
|------------------|---------------------------------------------------------------------------------------------------------------|
| The contact form | <a href="https://maverickframe.com/contacts/">maverickframe.com/contacts/</a>                                 |
| Park work        | <a href="https://maverickframe.com/solutions/park-rendering/">maverickframe.com/solutions/park-rendering/</a> |
| Or simply        | reply to the email this guide arrived in.                                                                     |

## Written by the people who read these briefs

Dim Kuzmenko is the founder of Maverick Frame Studio. The figures in this guide come from our own inbox and our own rate card, not from an industry survey.