



FIELD GUIDE / 2026 EDITION

From an Empty Unit to Opening Night, **One Model All the Way.**

What to design and render at each stage of a new restaurant, who it convinces, and what the 3D model carries into the next stage, so you never pay for the same venue twice.

START HERE

Why new restaurants pay for their visuals twice

Most new restaurants buy images in pieces: a mood board for the business plan, a floor plan from the furniture supplier, a few renders for the landlord and stock photos for the opening posts. Each piece is made by someone else, from a different version of the venue.

The result is a restaurant that looks different in every document. The bank sees one dining room, the landlord another, and the first guests walk into a third. Every new piece starts from zero, so the same venue is modelled and paid for again and again.

	BOUGHT IN PIECES	BUILT AS ONE MODEL
01	A mood board nobody can price	A 3D layout with seating, the bar and materials from the first week
02	Business-plan images that show a mood	Views of the storefront, the dining room and the bar that show the business
03	The supplier's floor plan, built around their chairs	A brand-neutral layout, with your chosen furniture added later
04	Stock photos for the coming-soon campaign	Social posts and a promo video of your own restaurant, before it exists

The 3D model is the asset. The images are the output.

Once the restaurant is designed and modelled, each new stage only needs new views, not a new venue. That is why the first stage is the expensive one, and every later one costs less.



Maverick Frame restaurant design renders: a cafe lounge and a shared table.

THE ROADMAP

What to design at each stage, and who it has to convince

The five stages below are the ones on our restaurant design page. For each: what is designed and rendered, who has to say yes, and what the next stage inherits instead of redoing it.

STAGE	DESIGN AND RENDER	WHO SAYS YES	CARRIES OVER
Concept	The concept, the floor plan, seating, materials and a first look at the dining room	You and your partners	The 3D model and the layout
Funding	Storefront, dining room and bar views for the business plan and the deck	Bank, investors, franchisor	Approved materials and the views
Lease	Storefront, signage and layout views; dimensions for pricing the build-out	Landlord, contractor, permit office	A layout everyone has priced
Pre-opening	Social media posts, Reels, ad creatives, a coming-soon campaign and a promo video	Your first guests	A launch library of your own venue
Roll-out	The same brand model adapted to each new unit's floor plan, storefront and terrace	Franchisees, the next landlord	A template for every new site

Start where you are

If you already have a design from a designer or an architect, start at Funding and send us the drawings: we model the venue from them. If you have only a unit and an idea, start at Concept, because we design it with you.

We design the concept and the layout and produce the visuals. Construction and permit drawings stay with your architect, the kitchen with a foodservice consultant, and ad campaigns with your marketer; we work alongside all three.



Maverick Frame restaurant design renders: a 3D restaurant floor plan and a storefront.

WHAT IT COSTS

One new restaurant,
concept to opening

A composite of one new restaurant of about 300 m² with 120 covers, a bar and a terrace, designed from an empty unit. Hours are studio production hours; the share shows where the visuals budget goes, stage by stage.

STAGE AND SET	WHAT IS MADE	HOURS
01 Concept: 3D layout and floor plan	1 large view	24 h
02 Concept: first look at the dining room	2 views	26 h
03 Funding: storefront, dining room, bar	3 views, model reused	30 h
04 Lease: storefront, signage, layout	3 views	32 h
05 Pre-opening: social and ad stills	6 stills	40 h
06 Pre-opening: promo video	20 seconds	40 h
07 Roll-out: the next unit	4 views, model reused	30 h
Concept 23%, funding 14%, lease 14%		112 h
Pre-opening 36%, roll-out 13%		110 h

Concept to opening, one model222 h

In calendar time, with decisions returned on scheduleabout 8 weeks

1

3D MODEL FOR EVERY STAGE

5

STAGES, ONE DESIGN

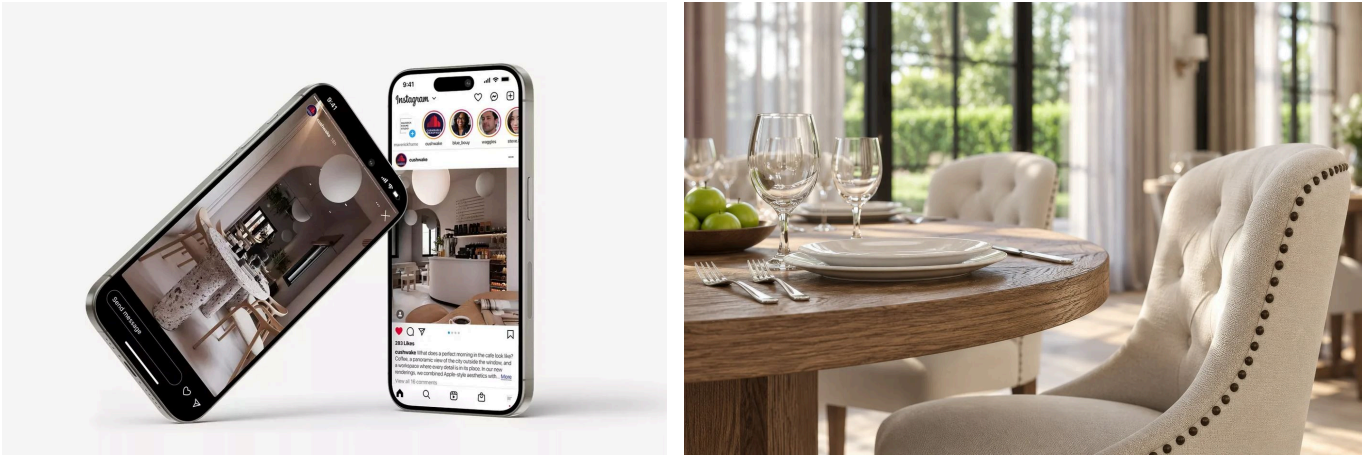
23%

OF THE BUDGET BUILDS THE MODEL

36%

GOES TO THE PRE-OPENING LAUNCH

A design that already exists, a smaller cafe or no promo video cut the hours. Several concepts, a large terrace or a franchise template add them. Tell us your opening date and we plan the stages backwards from it.



Maverick Frame restaurant visuals: social media posts on a phone and a set table.

THE ONE PAGE

What to send us at each stage

The owners and restaurant groups we work with 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.

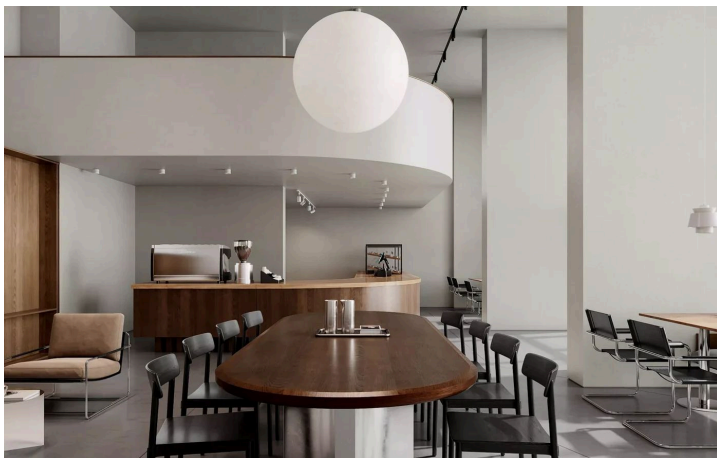
01	Concept: the space	The unit plan or a sketch with dimensions, ceiling height, columns and photos of the empty space.
02	Concept: the restaurant	The type of venue, the menu idea, the number of covers and two or three places you like.
03	Concept: the furniture	Any supplier quote or a list of chairs and fixtures; or leave it to us and stay brand-neutral.
04	Funding: the plan	Who reads the business plan or the deck, and the date it goes out.
05	Lease: the landlord	The landlord's brief, the facade and signage rules and anything the permit office asked for.
06	Lease: the contractor	Who prices the build-out, and which views or dimensions they need.
07	Pre-opening: the brand	Logo, colours and the channels: Instagram, delivery apps, ads, the website.
08	Roll-out: the next site	New locations planned, so the model is built to be reused.
09	Every stage: the date	The lease signing, the bank meeting or the opening night. We plan backwards from it.

A new site, the same model

If we designed your first restaurant, the next one starts with one email: the new unit plan. Materials, furniture and the brand are already built and approved.

What we would answer

Our own rates and terms are on the next page, so you can check the hours above against any quote.



Maverick Frame restaurant design renders: a minimal cafe and a large dining hall.

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 the unit and the opening date

A unit plan, photos of the empty space, a business plan draft or just a few lines about the restaurant you want to open, in whatever state. We reply with a scope, a price and the questions that decide them, in writing and without a sales call.

The contact form	maverickframe.com/contacts/
Restaurant design and visualization	maverickframe.com/solutions/restaurant-design/
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.