



FIELD GUIDE / 2026 EDITION

Five Stages. One District Model. **Built Once, Not Five.**

Which urban design visuals to order from concept to launch, what the 3D model of the district carries over, and the budget per stage, priced at mid-market studio rates.

START HERE

Five vendors, five looks, one district

Most redevelopment projects buy visuals one stage at a time. A concept aerial from one studio, investor images from another, zoning views from a planning consultant, a town hall film from a video agency and the launch campaign from a marketing team.

Each of them models the same district again from the same master plan, and each makes it look slightly different. Investors, the council and the residents see three projects where you build one, and you pay for the model five times.

BOUGHT STAGE BY STAGE		PLANNED AS ONE ROADMAP
01	The district is modelled again for every new set	The district is modelled once and updated as the master plan changes
02	Street views drift in season, light and style between vendors	One look across aerials, street views, phasing images and the film
03	A change after a hearing means new images from new cameras	A change after a hearing is re-rendered from the same cameras
04	AI concepts invent buildings the plan does not show	AI adds light and people on top of an accurate CGI base

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

A district built in 3D from your master plan, with the blocks, streets, plaza and planting where your designers put them, is the largest cost in any redevelopment visual. If it stays with one studio, 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

Five stages, in the order most redevelopment projects meet them. Each row says what to order, who will look at it and what the next stage reuses.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Concept	Massing studies, a first aerial of the whole site and two mood views	Your own team, early partners	The district model
Funding	Master plan aerial, rendered site plan and key street views	Investors, lenders, public-private partners	Cameras and materials
Approval	Accurate massing, views from nearby streets, an updated site plan	Planners, design review, the city council	The context model
Community	Before-and-after aerial and a transformation film	Residents, town halls, local press	Phasing set-up
Launch	Hero stills, social media cuts and phase updates	Tenants, buyers, the media	A scene library for later phases

Start where you are

If the zoning hearing is next month, order the approval set now and ask for the district and its context to be kept as one scene with fixed cameras on file. That is what lets the town hall film, the launch campaign and the next phase reuse it rather than start again.

Not every project passes through all five stages. A city-led project may skip Funding; a private site may face a shorter review. 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 district, five stages, line by line

A composite of a typical redevelopment of an 8-acre vacant site into a mixed-use district with four blocks, a central plaza and new streets, priced at mid-market studio rates. Your numbers will differ; the proportions and the saving from reusing the model usually do not.

LINE ITEM	BASIS	AT STUDIO RATES
01 Concept: 3D model of the district, streets and plaza from the master plan	build, once	\$4,800
02 Concept: first aerial of the whole site	1 x \$936, model reused	\$936
03 Concept: two mood views for early partners	2 x \$390, model reused	\$780
04 Funding: master plan aerial and rendered site plan	2 x \$936, scene reused from Concept	\$1,872
05 Funding: key street views for the investor deck	3 x \$624, scene reused from Concept	\$1,872
06 Approval: context model of the surrounding blocks	build, once	\$1,800
07 Approval: views from nearby streets	4 x \$624, models reused	\$2,496
08 Approval: updated site plan for the zoning file	1 x \$936, models reused	\$936
09 Community: before-and-after aerial from one camera	1 x \$936, scene reused from Approval	\$936
10 Community: two-minute transformation film for town halls	2 min x \$4,000	\$8,000
11 Launch: hero stills for leasing and the press	4 x \$624, model reused	\$2,496
12 Launch: social media and ad formats	12 x \$60, renders reused	\$720
Concept subtotal		\$6,516
Funding subtotal		\$3,744
Approval subtotal		\$5,232
Community subtotal		\$8,936
Launch subtotal		\$3,216
Planned as one roadmap		\$27,644
The same visuals bought stage by stage, from scratch		\$46,844

24%

CONCEPT

13%

FUNDING

19%

APPROVAL

32%

COMMUNITY

12%

LAUNCH

From scratch means the same lines plus \$19,200: the \$4,800 district model built again at Funding, Approval, Community and Launch. Shares above are of the \$27,644 planned total.

THE ONE PAGE

What to send us at each stage

The short list of inputs that decides the price and the timeline at each stage. Send what you have; missing items become questions, not delays.

01	Concept: the brief	The site boundary, what the district should hold (homes, shops, offices, civic uses) and any massing or sketches. No finished design is needed.
02	Concept: the context	An aerial photo or a drone flight of the site and the streets around it.
03	Funding: the audience	Who sees the images first: investors, a lender or a public partner, and the date of that meeting.
04	Funding: the master plan	The current master plan or site plan with block heights and the main street sections.
05	Approval: the rules	Zoning limits on heights and setbacks, design guidelines and what the planning board asks to see.
06	Approval: the viewpoints	The nearby streets and homes the views must be taken from, if the city has named them.
07	Community: the meeting	The town hall date, the questions residents ask most and how long the film can run.
08	Launch: the channels	Where the visuals go: leasing brochure, website, press kit, social media and billboards.

Change stage, keep the scene

If we built your district at an earlier stage, reopening it takes one email: name the stage, the new deliverables and any changes since. The model is 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	maverickframe.com/contacts/
Urban design work	maverickframe.com/solutions/urban-design-rendering/
Or simply	reply to the email this guide arrived in.

Written by the people who read these briefs

Dim Kuzmenko is a co-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.