



Every design should radiate clarity of purpose, innovative spirit, honesty, and warmth.

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POHL ROSA POHL
architecture • design



about the firm

For 20 years we have been building a reputation for innovation, design excellence and exemplary personal service. PRP projects have received historic preservation and green building design awards, and have been published in national magazines.

We value our families first. We are experienced builders, artists, and volunteers, striving to improve our communities.

testimonials

"I still have a hard time believing the transformation. Your vision to keep things simple made it just what we wanted."
- Perry Bozarth

"Pohl Rosa Pohl brought vision and expertise to our project - you were sensitive to our needs and collaborative throughout. Working with PRP was stimulating. You translated our concerns into three-dimensional solutions, over and over again, with happy results."
- Marilyn Robie

"PRP combined creativity and elegant design to meet all our needs in an affordable solution that never fails to impress visitors."
- Peter LaFalce



philosophy

Pohl Rosa Pohl values the synergy that evolves from collaboration. Our work yields the sweetest fruit when clients are involved and informed.

We best serve individuals by also serving their communities. We do this through a commitment to environmental stewardship, local volunteerism and by delivering timeless, appropriate work that is sensitive to history and context.

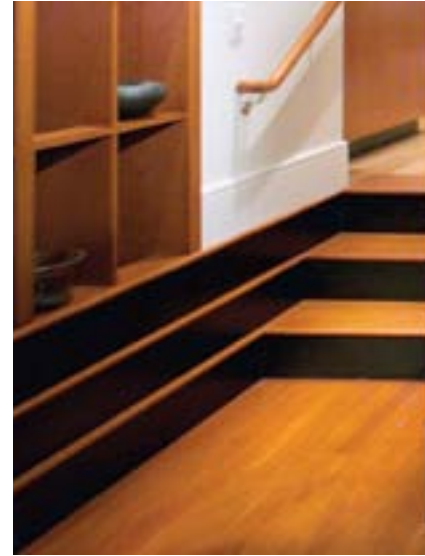
Marrying functional requirements with poetic ideas allows us to transcend traditional architectural solutions and leave a legacy of responsibility and inspiration.

Every design should radiate clarity of purpose, innovative spirit, honesty, and warmth. With these qualities we speak to the hearts of our contemporaries.

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architectural services

collaboration

Pohl Rosa Pohl sponsors a culture of collaboration within our workforce and with our clients. Collaboration results in work that gives a sense of having been crafted specifically for the individual client and site. To reach this level of achievement requires a disciplined, inclusive process with an emphasis on listening.

context

We begin with thorough documentation of existing conditions so that we can constantly remind ourselves of, and respond to, the project's context. We engage our clients in a programming process that defines their needs and desires in a clear and concise format.

design

To initiate the design process the client's program is interpreted within the context, and a collaborative exchange begins. This exchange is enhanced by cost analyses to ensure adherence to budget objectives, by reviews and analysis of potential green building strategies, and by three dimensional modeling to expedite exploration of design opportunities.

PRP's use of 3D modeling begins early in the design process. Clients engaging a three dimensional model develop a far more sophisticated understanding of the project than those who only view two dimensional drawings. Collaboration becomes a rich exchange as we receive well informed critique in real time as we explore the model together.



documents

Although it starts as a design communication tool, 3D modeling allows us to hit the ground running as we begin construction documents.

Detail drawings needed for bidding, permits, and construction are generated initially from the 3D model and then refined. We pride ourselves on accurate, thoroughly considered drawings informed by a real understanding of how building processes unfold. Drawings are accompanied by custom specifications to help ensure the integrity of the work.

bid & build

With complete drawings and specifications, we initiate a bidding or negotiation process, managed to provide an equal footing for each bidder. We analyze bids and assist with contractor selection.

Finally, Pohl Rosa Pohl remains engaged throughout construction, acting as the client's advocate and helping to ensure that the finished product meets or exceeds expectations.

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other services

marketing

For clients seeking investors or contributors we can fully support fund raising with experiential and accurate 3D imagery. Placing the proposal in its context and producing renderings or video allows anyone to visualize "what could be," increasing understanding and generating enthusiasm.

color consultation

Color can make a dramatic difference for any building. Knowing how and when to accentuate architectural elements or to use accent colors is vital to a successful color scheme. We offer color consulting for both interiors and exteriors, and we are adept at identifying colors to complement existing brick or stone. We are well versed in historic color schemes and have worked with every architectural style. We also provide specifications to ensure the longevity and crisp appearance of the new finish. Our expertise is enhanced by Krisia Rosa's interior design degree.

design consultation

Sometimes, all that is needed is a brief consultation to answer questions or brainstorm a problem. Some clients simply want professional advice or a rough sketch of preliminary ideas. We can visit a site and assess needs, providing insight borne of long experience. The scope of service can be customized for any situation, ranging from one or two hours to as much time as needed.

sustainability consulting

Having provided leadership for years in the green building movement, and having been instrumental in the institutionalization of the sustainability movement in Kentucky and Lexington, we are uniquely positioned to provide cutting edge advice about strategies to pursue a sustainable agenda for new construction or for retrofits, including all aspects of the USGBC's LEED certification guidelines. LEED Accredited Professional services are also available.



professional fees

Principals - \$120 / hour

Associates - \$95 / hour

Employees - \$75 / hour

Our fees typically range from 6% to 15% of total project cost, depending upon scope of service and the complexity of your project. Fee estimates provided upon request.

To begin your project we ask for a signed agreement and a retainer that will be held in escrow, to be deducted from your final invoice.

Call us to schedule a free initial consultation. 859-268-1720

connect

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References available on request.

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