RFP PRESENTATION

Mirror Lake Condominium

St. Petersburg, FL

INTERIOR DESIGN & FF&E

11.09.26

+01 727 851 9596
info@clearph.com

240 1St. Avenue South, Suite 300
St.Petersburg, FL 33701

Cats Mirror Lake, LLC
c/o Red Apple Real Estate
Attn: Cristian Jimenez
Cristian.Jimenez@ragny.com


THE CARNEGIE

SCOPE

DOWNLOAD PRESENTATION (PDF) ↗ RFP ESTIMATE ↗ TIMELINE PDF ↗

Mirror Lake offers an opportunity for us to shape how 140 Residences experience downtown St. Petersburg. Our design begins at the stunning PLACE designed architectural curved canopy of the north entrance and follows residents through the building, from the lobby to the sixth-floor pool and club room, then up to the Sky Lounge with its views of Mirror Lake and across the city. Each space has a distinct purpose, and each should feel like part of the same branded experience.

Clear ph Design will work with the Cats Mirror Lake, LLC and Place Architecture team to carry that vision from the sales center through to installation. Buyers will be able to see and touch kitchen and bath finishes in the sales gallery, and the advantage of a Local ID team allows for on site presentations and knowledge of fabricators and vendors who can provide successful, cost-efficient selections. We'll document those choices for the construction team, working directly in the architect's model and coordinating the furnishings, lighting, and materials that give the residences and shared spaces their connected brand character.

Cover letter

Who we are

Past work

Why us?

Collaborative process

What we can do for you

Schedules

Fee breakdown

clear ph

Dear Cristian and the Red Apple team,

Thank you for inviting Clear ph Design to propose interior design services for Mirror Lake. I founded Clear ph here in St. Petersburg in 2005, and two projects make this invitation particularly meaningful to me. Our work on 400 Central gave us the opportunity to work with Red Apple. Our work on Reflections gave us a close understanding of what draws residents to the Mirror Lake neighborhood.

What interests me most about this building is how differently its spaces will be used over the course of a day. Its location provides walkable opportunities to all St.Pete has to offer. The lobby and garage access is very convenient off of 3rd Avenue North. On the sixth floor, the club room will be just a few steps from neighbors gathering by the pool. Upstairs, the scale changes again. In the Sky Lounge, Mirror Lake offers very unique city views with a more urban feel that sets the canvas of the Sunshine City that changes in every direction - our team knows the landscape and how to take advantage of those moments from the inside out.

We would work with Place Architecture to give each of these spaces its own character. The curve of the north entrance canopy, for example, is a detail worth carrying into the reception desk. It gives the arrival a sense of continuity from the street to the lobby.

Inside the residences, one of our first priorities would be to develop kitchen and bath selections that buyers can understand and the construction team can deliver consistently across 140 homes. The sales center will be our chance to showcase those decisions at full scale. We believe in putting forward a strong design intent that has a true connection to the architecture and the brand story. Implementing simple packages successfully will result in more beautiful renderings and allow for a smoother selection process with the sales team. Easier decision making by the home owner is the ultimate goal.

We would carry the approved selections into the drawings, finish schedules, and specifications. For shared spaces, we would coordinate furnishings with the owner’s purchasing agent (or ours), paying particular attention to lead times, maintenance, and how materials will wear. During construction, our St. Petersburg team can review mockups on site and work directly with the architect and contractor when a field condition calls for a decision.

I would welcome the opportunity to work with Red Apple and PLACE again and to bring our experience in this neighborhood to the Mirror Lake Condominium. Thank you for considering Clear ph Design.

Kindest regards,





Intercontinental team of *creatives*.



Who we are.

Clear ph is a unique agency that delves into various forms of design to create high-end real estate, hospitality, and architecture brands that intimately merge strategy and design.

We craft every aspect of a campaign in-house—from brochures to brand books, sales and marketing plans to websites—always incorporating our unique perspective and brand culture into each and every project.

With over 25 years experience in the property development and hospitality industries, we have successfully brought some of the most distinctive projects to the market, using specifically-tailored print, digital and marketing strategies.

IHG HOTELS & RESORTS Honeywell PVH

IZOD Sotheby's INTERNATIONAL REALTY NATIONAL GEOGRAPHIC



Richard Hughes

FOUNDER, COO

Richard was born in Wrexham, North Wales. At only two weeks old, his adventures began as he travelled with his parents all over the world. He lived in Lusaka, Zambia, until age three and then moved to Lagos, Nigeria, where he lived until the age of 14. Richard's passion and quest for design excellence began while attending boarding school in the U.K. at the age of six. His passion for design blossomed as he traveled extensively across the globe to places like Belize, Hong Kong, and throughout Europe and the United States.

Richard's professional career began in the port of Dubai, United Arab Emirates, working on key accounts including Ramada Resort, Pepsi, and a variety of Procter & Gamble products. Richard learned from some of the world's best designers while in the Middle East and was involved in the design and marketing of the Dubai Desert Classic Golf Tournament, F1 Powerboat World Championships, as well as a large number of brand launches for hospitality brands.

Richard has had extensive experience in the luxury real estate and development industry over the past 36 years, working on brands such as Hyatt and Intercontinental Hotel Group. He was responsible for the launch of many development projects in the thriving, early Dubai market.

Richard has since worked in a variety of design roles in the cosmetics, music, banking, legal, entertainment and insurance industries. Richard is the CCO and Founder of Clear ph Design, established more than 21 years ago, and continues to lead the team responsible for countless successful projects, satisfied clients, and industry awards, including 80 plus ADDYs, Davey, and International Advertising and Design Awards.



Kayla Regalado

ART DIRECTOR

With over 12 years of experience in the design industry, Kayla is a dedicated Art Director specializing in branding for real estate developments. Starting her career in Detroit, she has collaborated with a diverse array of clients, including General Motors, Shinola Detroit, Clek, Detroit Athletic Club, Masco, Magna, Shefit, Ilitch Holdings, and Soave Enterprises. Currently based in St. Petersburg, Kayla focuses on elevating the visual identity of prominent real estate developments.

Her expertise in placemaking and passion for design has been instrumental in delivering compelling branding solutions. Notable projects include The District Detroit—a transformative 50-block sports and entertainment district, Michigan Central—home of Michigan Central Station and the revitalization of a 30-acre district and cultural hub for more sustainable futures, Elton Park, and The Corner at Michigan and Trumbull—formerly the home of The Detroit Tigers in Corktown, Detroit. In Florida, she has contributed to high-profile developments such as Kalea Bay in Naples, Marina Pointe, Reflection St. Pete, Terraces at 87th, Serena by the Sea, and The Residences at 400 Central in Tampa Bay, as well as The Regent at Eastover in Charlotte, NC.

Kayla holds a bachelor's degree in Visual Arts & Communications from the International Academy of Design & Technology and previously worked at BasedOn (formerly Gyro Creative Group). She believes that true passion and pride in one’s work are essential to excellence, and she is committed to delivering high-quality design without compromise, ensuring that every project reflects her clients' visions and aspirations.

Intercontinental team of creatives. Every member is mighty.



Craig Dittmar

DIRECTOR OF BUSINESS DEVELOPMENT & STRATEGY



Lindsey Humburg

EXECUTIVE ADMINISTRATOR



Arabella Hughes

ACCOUNT EXECUTIVE



Brooke Rogers

GRAPHIC DESIGNER



Danny Breckenridge

SENIOR UX / UI DESIGNER



Elliot Hughes

DIRECTOR OF OPERATIONS

Clear ph provides a full range of services including brand strategy, naming, design, communications, wayfinding, interiors, and brand culture. Together, our services help clients bring their communities to life, while supporting their brand mission and culture. The message is clear, Clear ph is the true balance between strategy and design.

We ensure that clients visions are brought to life, surpassing their expectations and creating spaces that are truly exceptional.

Our luxury interior design team is a testament to exquisite craftsmanship and unparalleled creativity. With a deep understanding of opulence and refinement, we curate spaces that evoke a sense of timeless elegance.

Every detail, from the choice of materials to the placement of furniture, is meticulously selected to create an atmosphere of indulgence and sophistication. Our team of seasoned professionals possesses a wealth of knowledge and experience in transforming any space into a haven of luxury.



Melissa Schwarz

INTERIOR DESIGNER



Lamis Kanaan, NCIDQ

INTERIOR DESIGNER



Hannah Morris, NCIDQ

INTERIOR DESIGNER



We tell stories that make people fall in love.


MLC
2027

CURRENT & PAST PROJECTS



400 Central

ST. PETERSBURG



3RD & 3RD

ST. PETERSBURG - 2026



Hotel ORA

TAMPA



Marina Pointe

TAMPA



Mira Mar

SARASOTA - 2029



The Regent

CHAROLETTE - 2024



310 Harrison

TAMPA - 2026



1801 MAIN

SARASOTA - 2030



Solenne

VENICE ISLAND - 2031



310 Harrison

TAMPA - 2026

Size:	165 Units
Completion:	Dec 2026
Programming:	Co-Work, Lounge, Fitness, Yoga Studio, Golf Simulator, Pickleball Court
Scope:	Branding, Interior Design, FF&E

Contact:

Chad Toujague - Partner
5600 W Mariner St, STE 227,
Tampa, FL 33609
(813) 317-1617
CToujague@aureatedev.com



Mira Mar

SARASOTA - 2029

Size:	70 Estate Residences	$3.75M Up
Completion:	Dec 2029
Programming:	Two Towers, Grand Lobby, Garden Room, Speakeasy Sky Lounge, Golf Simulator Spa, Dog Spa, Owners Lounge, Coffee Bar
Scope:	Branding, Marketing, Interior Design, FF&E

Contact:

Patrick N. DiPinto III - Principal
1258 North Palm Avenue
Sarasota, FL 34236
(941) 323-0033
patrick@dipintocompanies.com



UPC

ST. PETERSBURG - 2028

Size:	874 Units
Completion:	Dec 2029
Programming:	Two Towers, Lobby, Lounge, Co-Work Sauna & Plunge, Simulator, Yoga, Fitness Library, Gaming Rm, Dog Park, Pickleball
Scope:	Interior Design, FF&E

Contact:

Cody A. LeClair - Senior VP
724 2nd Ave. South
St.Petersburg, FL 33701
(727) 403-5598
cleclair@echelonre.com

Why us?

We provide comprehensive creative solutions and measurable processes that make the collaboration smooth sailing.

At Clear ph, our goal is to provide the leaders in the luxury real estate & hospitality market with the ultimate storytelling solution. As a full service, branding and Interior Design Firm, we create trackable tools to simplify the management process every step of the way. The results provide our clients with a comprehensive service unmatched in the industry.

Over
$1B
in active luxury real estate developments with Clear ph

Over
$400M
in sales to date for 400 Central driving leads for the Michael Saunders Sales Team.

Residences 400 Central has achieved unprecedented sales success thanks to the Red Apple, Clear ph & MSC strategy and Marketing efforts.

21
years in business in Tampa Bay Area
we know the area well

$1.85M
average price of the homes we represent
From custom homes to high-rise towers, our average price point exceeds over $1.5M

18
Architectural rendering geniuses in house at OTOH.

What we offer in the Branding Process

Strategy

Category Analysis
Brand Positioning & Value Proposition
Brand Architecture
Transition & Launch Strategies
Brand Research & Measurement

Naming

Naming Strategy & Hierarchy
Development Naming
Brand Voice
URL Strategy & Acquisition
Brand Messaging

Communications

Brand Launches
Brand Advertising
Digital Campaigns
Videos & Animation

Interactive

Web Strategy
Website Architecture & Design
Micro-sites & App Development
Product UI
Coding & Development
Brand Asset Management
SEO Analytics & Reporting

Design

Corporate Identity
Brand Implementation
Collateral Systems
Sales Center Design
Website & UI Design
Brand Packaging

Culture

Brand Culture Strategy
Internal Marketing
Recruitment Campaigns
High Impact Events
Street Teams

Visioning & Branding Process

At Clear ph Design, we believe exceptional brands are never created in isolation, they evolve from a deep understanding of the architecture, the market, the buyer, and the lifestyle the development promises to deliver. Our role is to create strategic value for developers, investors, architects, and hospitality groups by crafting distinctive brand experiences that resonate with today's sophisticated buyer.

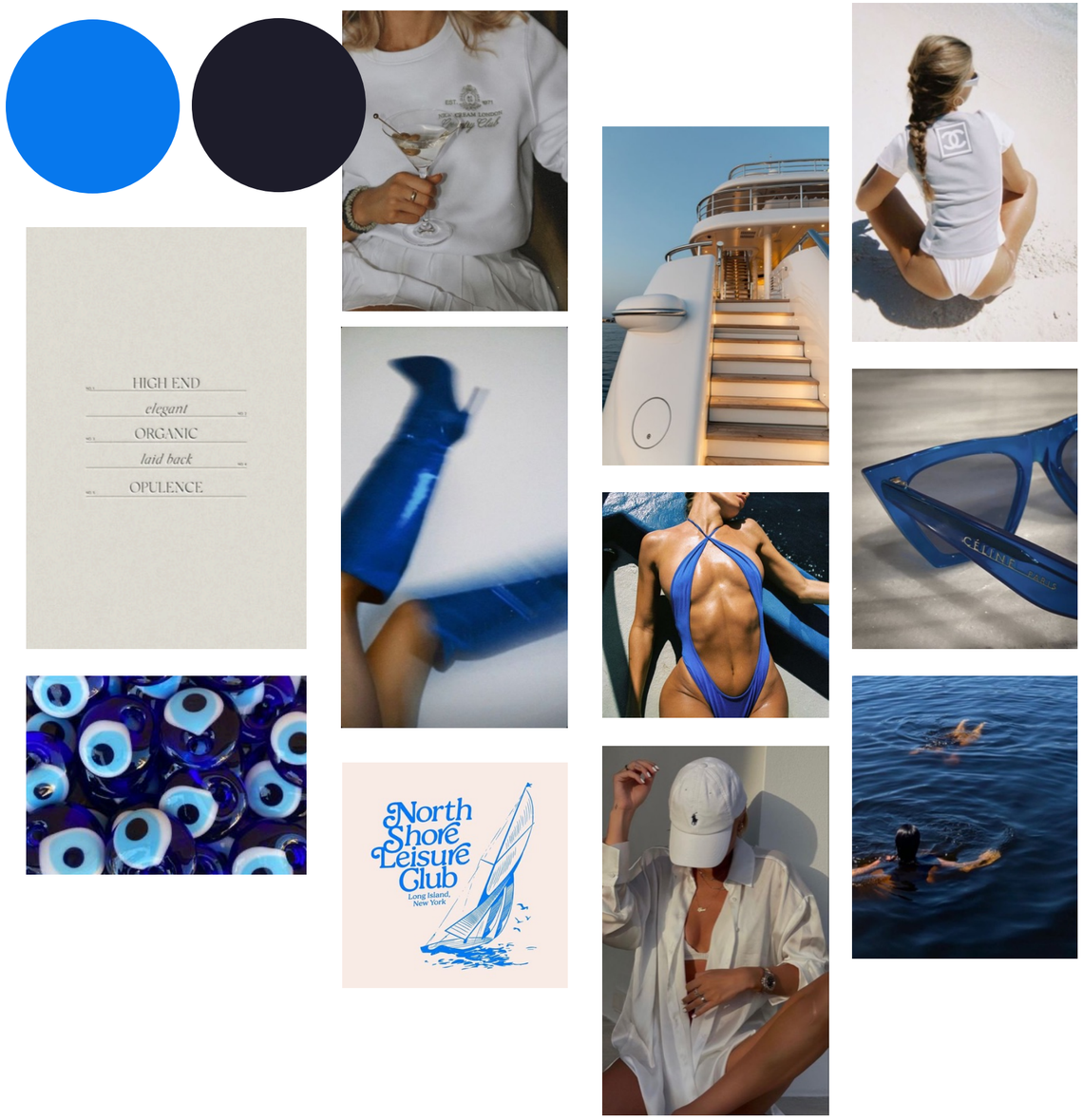
Unlike the traditional agency model, our process is built around a direct-to-consumer mindset. Every decision is guided by how a prospective buyer will discover, experience, and ultimately connect with the project. From the earliest visioning sessions through the final sales experience, our objective is to create a brand that is emotionally engaging, commercially effective, and timeless in its appeal.

Visioning

Our first phase begins with a collaborative workshop alongside ownership and key stakeholders to establish the project's strategic foundation. Through market research, competitive analysis, buyer profiling, and creative exploration, we develop a series of visual mood boards and positioning concepts that define the overall direction of the brand.

One of Clear ph Design's unique strengths is our ability to develop the brand and interior design vision simultaneously. Working alongside our Interior Design team or your appointed design consultants, we ensure the project's visual identity, architectural character, material palette, amenity spaces, and buyer experience are conceived as one cohesive vision rather than independent disciplines.

The outcome is a comprehensive Vision & Brand Style Guide that serves as the creative blueprint for every aspect of the project, providing ownership with a clear strategic direction that informs branding, interior design, marketing, sales, and future decision-making.



Brand Strategy

Building upon the approved brand foundation, we develop a focused marketing strategy designed to position Mirror Lake Condominiums within the St. Petersburg market and connect with the audiences most likely to convert. This includes defining key messages, buyer profiles, competitive advantages, communication priorities, and the most effective channels for reaching prospective residents, brokers, and referral partners.

Content Strategy & Creation

Our team translates the strategy into a coordinated content plan across every buyer touchpoint. From campaign messaging, photography, video, renderings, and social media to website content, email marketing, sales collateral, and broker materials, each asset is carefully planned to tell a consistent story and support the sales process at every stage.

Creative Execution

Once the strategy and content plan are approved, Clear ph Design manages the creative rollout across all required platforms and deliverables. Our integrated team oversees design, production, coordination, quality control, and ongoing refinement to ensure the brand is launched consistently, efficiently, and with the level of polish expected of a luxury residential development. Every aspect of the strategy is tracked and reported on through our live daily dashboards.

Our objective is not simply to market a building—it is to create demand for an address.

RICHARD HUGHES, CCO

Our collaborative approach –



Our colaborative design & branding approach

Clear ph Design brings extensive experience in high-rise multifamily design and a deep understanding of what today's condominium buyers value. We create material palettes that complement the architecture, pairing finishes buyers can appreciate at first glance with textures and surfaces that hold up to everyday living.

Connecting the *Brand Story*

The success of the Mirror Lake Condominium project will be defined by the lifestyle buyers believe they are investing in. Our objective is to craft a comprehensive brand narrative that connects the project's architecture, interiors, amenities, walkable downtown location, and St. Petersburg's unique cultural character into one compelling story.

Every marketing touchpoint should reinforce this vision, creating an emotional connection that allows prospective buyers to imagine not simply where they will live, but how they will live. From rooftop sunsets and wellness amenities to downtown dining, arts, entertainment, and waterfront experiences, the brand should communicate a lifestyle that is aspirational, authentic, and distinctly a modern St. Pete lifestyle filled with wellness and wellbeing.

From Immersion to *Functionality*

We are in a technology based age where connectivity is essential. Our job is to engage with potential buyers and to remain relevant and top of mind. The journey of a buyer starts with the digital experience, touching on the heart strings driving to a call or form fill. The eventuality delivers them to the interactive Sales Gallery where the Sales Team will immerse them in their future interconnectedness of the various aspects of life, from physical to emotional, mental, social, spiritual, and environmental.

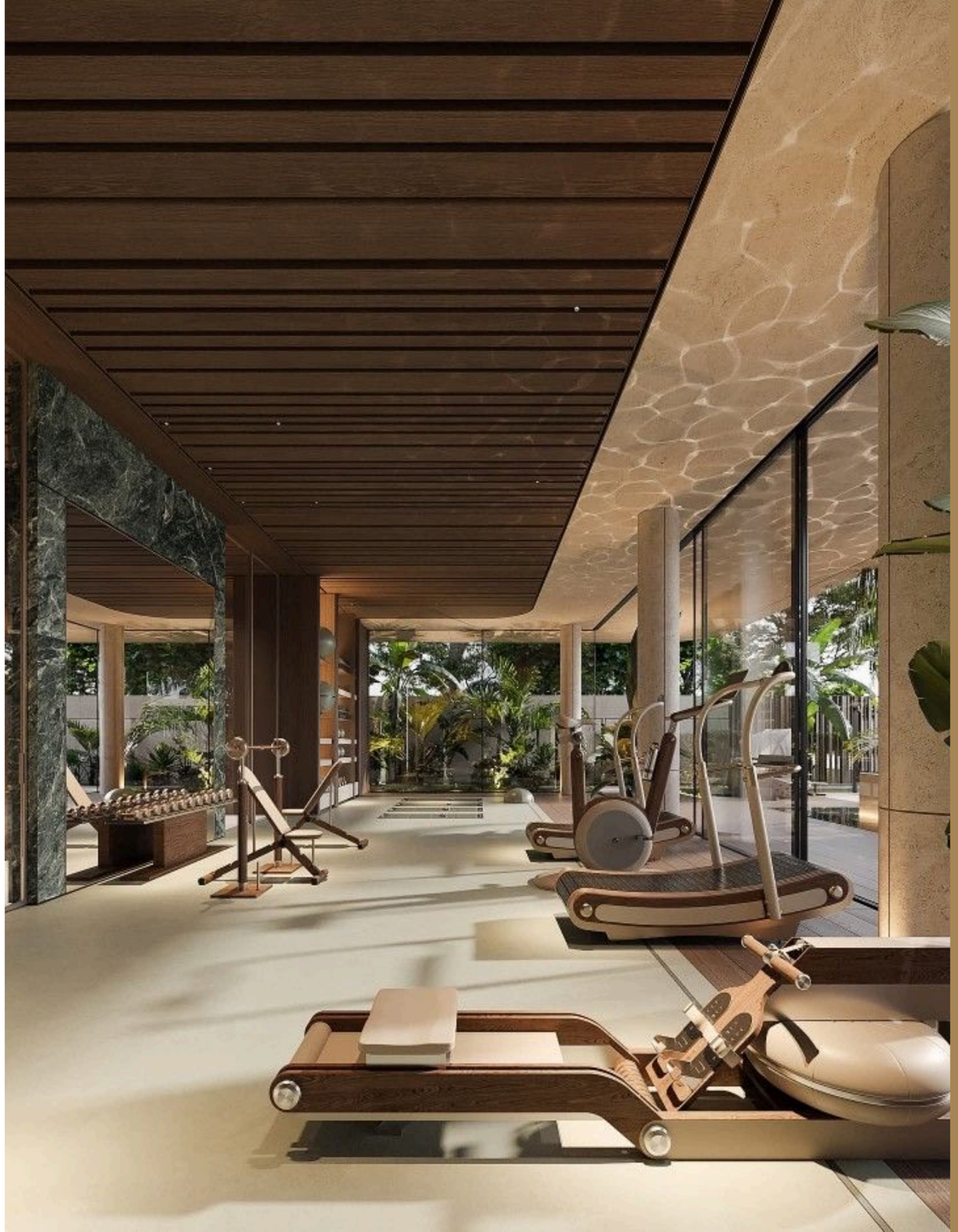
Our Interior Design decisions will play a part in every touchpoint of the buyers journey from Renderings to the Sales Gallery to the livable space.

The Power of an Integrated Brand & Interior Design Strategy

One of Clear ph Design's greatest strengths is our ability to bridge branding and interior design. Rather than treating them as separate disciplines, we develop both simultaneously so that the project's identity is reflected consistently throughout the buyer journey - from the first digital impression and sales gallery experience to the model residences, amenity spaces, and curated interior finish selections. This integrated approach creates a stronger brand, a more compelling sales experience, and a more efficient design process, saving money for the development team.




In St. Pete *Wellness* isn't an amenity.
It's a way of living.
FREE
AF
PALOMA



Interior Design

Clear ph interior creates inspired, brand-enhanced design experiences that evoke a distinct sense of place, while delighting our most distinguished clients. Our highly advanced team of licensed Designers consistently set new standards for luxury, comfort and innovation in residential, commercial, multi-family and hospitality interior design.



Melissa Schwarz

INTERIOR DESIGNER

Past Education: University of Florida, Bachelor of Design

Past Work Life: Ai Collaborative / Puerto Rico ID Project

Melissa's passion for design began at an early age, inspired by her mother's career as an architect and a lifelong appreciation for thoughtfully crafted spaces. Since then, she has built a diverse portfolio spanning luxury hospitality, commercial, and high-end residential interiors.

Since joining Clear ph Design more than five years ago, Melissa has successfully delivered the interior design for multiple luxury residential and hospitality developments and is currently leading the design of several high-profile condominium and hotel projects throughout Florida. Her ability to blend creativity, functionality, and meticulous project coordination makes her an invaluable asset to every development team.

Melissa is recognized for creating refined, highly functional interiors that balance timeless design with contemporary living. Her collaborative approach and meticulous attention to detail ensure every project delivers a cohesive experience that aligns seamlessly with the overall architectural and brand vision.

We are an eclectic and innovative group of creatives with a deep passion for hospitality & multi-family.



Hannah Morris, NCIDQ

INTERIOR DESIGNER

Past Education: Ringling College of Art & Design

Past Work Life: Gensler, Houston / Gensler, Tampa / Alfonso Architects

Hannah has worked at Gensler's Hospitality Studio at their Houston location on projects for clients such as Kimpton Aertson and TRYP. She transferred to Gensler Tampa taking on corporate office development work ranging from boutique projects for Visit Tampa Bay, to large campus design for JP Morgan Chase, Johnson & Johnson, and Water Street mixed use tower development with SPP in downtown Tampa. Hannah later worked for local firm Alfonso Architects design managing interior buildouts.

Lamis Kanaan, NCIDQ

INTERIOR DESIGNER



Past Education: Ringling College of Art & Design

Past Work Life: Alfonso Architects / Rob Bowen Design Group

Lamis managed a team of 20 designers and engineers on two custom design boutique hotels simultaneously (Haya / Hotel Eleo). Each consisting of 150,000+ SF, 170+ guest rooms and public spaces with construction budgets of $45m+ delivered on time and on budget. Decision maker on entire FF&E, design, selection and procurement of $5.5m budget each.

OUR SERVICES

- Concept Design
- Schematic Design
- Design Development
- Detailed Coordination
- FF&E Procurement
- Bespoke Furniture
- Site Finalization
- Set up and Styling











Our Interior Architecture experts work across multiple sectors, creating immersive and engaging workplaces, education spaces, condominiums, and hospitality destinations.

FULL-SERVICE INTERIOR DESIGN AND INTERIOR ARCHITECTURE

We are a full-service interiors firm with studios in Saint Petersburg, Florida and our Rendering Team is based in Auckland, New Zealand. Our team designs from initial concept through design development to final installation.

The idea that interiors should be authentic and approachable inspires us. We believe our clients should feel seen and understood and we challenge ourselves to achieve the unexpected. The poetic combination of both beauty and function, old and new, high and low gives our design a sense of playfulness.

SCHEMATIC DESIGN

- Space Planning
- Programming
- Concept Imagery
- Market Research

DESIGN DEVELOPMENT

- Interior Finish Selection
- 3D Renderings
- Lighting Selection
- Design Presentations

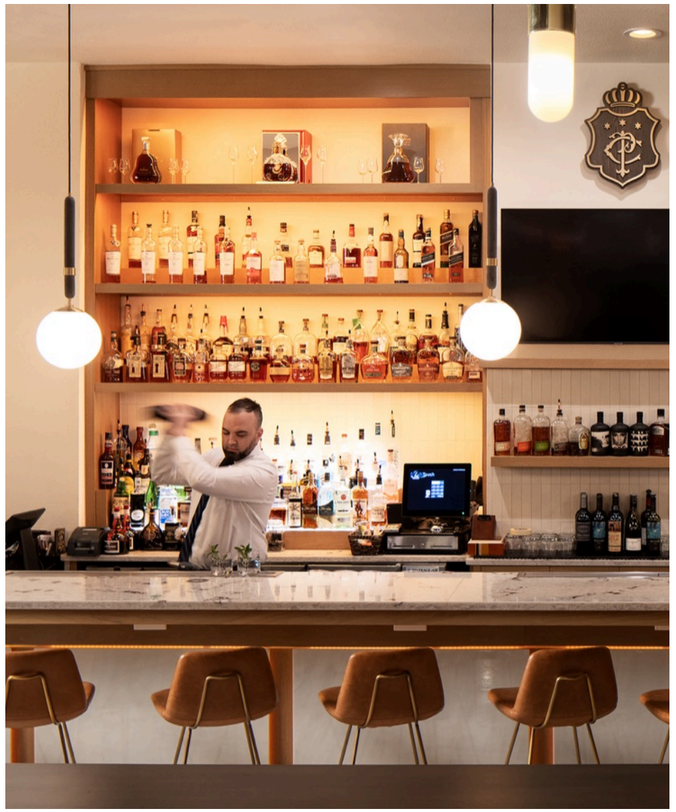
CONSTRUCTION DOCUMENTATION

- Floor Plans
- Lighting
- Finish Plans
- Equipment
- RCPs
- Plumbing and Accessory Legends
- Interior Elevations
- MEP and Arch Coordination
- Interior Details
- Specifications

Our Process

It is our intent to create enduring professional relationships with all clients and consultants, as this is a key ingredient to a successful project and will lead to a more cohesive final product. We have a very thorough design process that we are proud of. Each phase of design is integral to a successful end result.

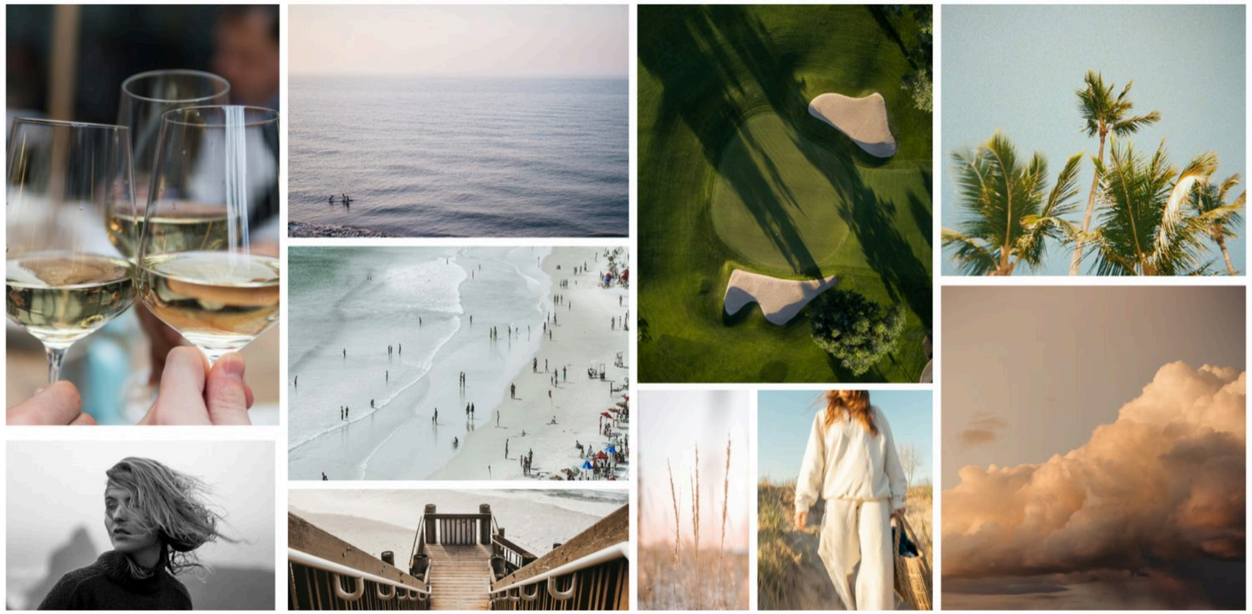
<<< These phases include the following:



Our vast range of skills in brand strategy, graphic design, and interior design allows us to bring your brand to life and deepen brand engagement across physical platforms.

CONSTRUCTION ADMINISTRATION

- Submittal Review
- Shop Drawing Review
- RFI Response
- Punch Lists
- Site Visits
- Mock-Up Review
- ASI Drawing Sets





FF&E DESIGN AND DOCUMENTATION

We know the importance of furniture and how it can shape the experience of the guest. We strive to provide the best possible furniture solutions for each project within a package that is unique. We have nurtured relationships with many artisans whose work adds character to all of our projects with wonderful, one-of-a-kind pieces that contribute tremendously to the unique character of each project.

PROCUREMENT AND INSTALLATION

Clear ph Design provides full-service, turn-key procurement services to our clients. We handle every aspect from specification to installation. Our procurement team has successfully managed multi-million dollar FF&E Budgets for our largest clients. We see a huge advantage to our clients in providing this service in-house as it saves in fee, coordination hiccups, and hassle factor.

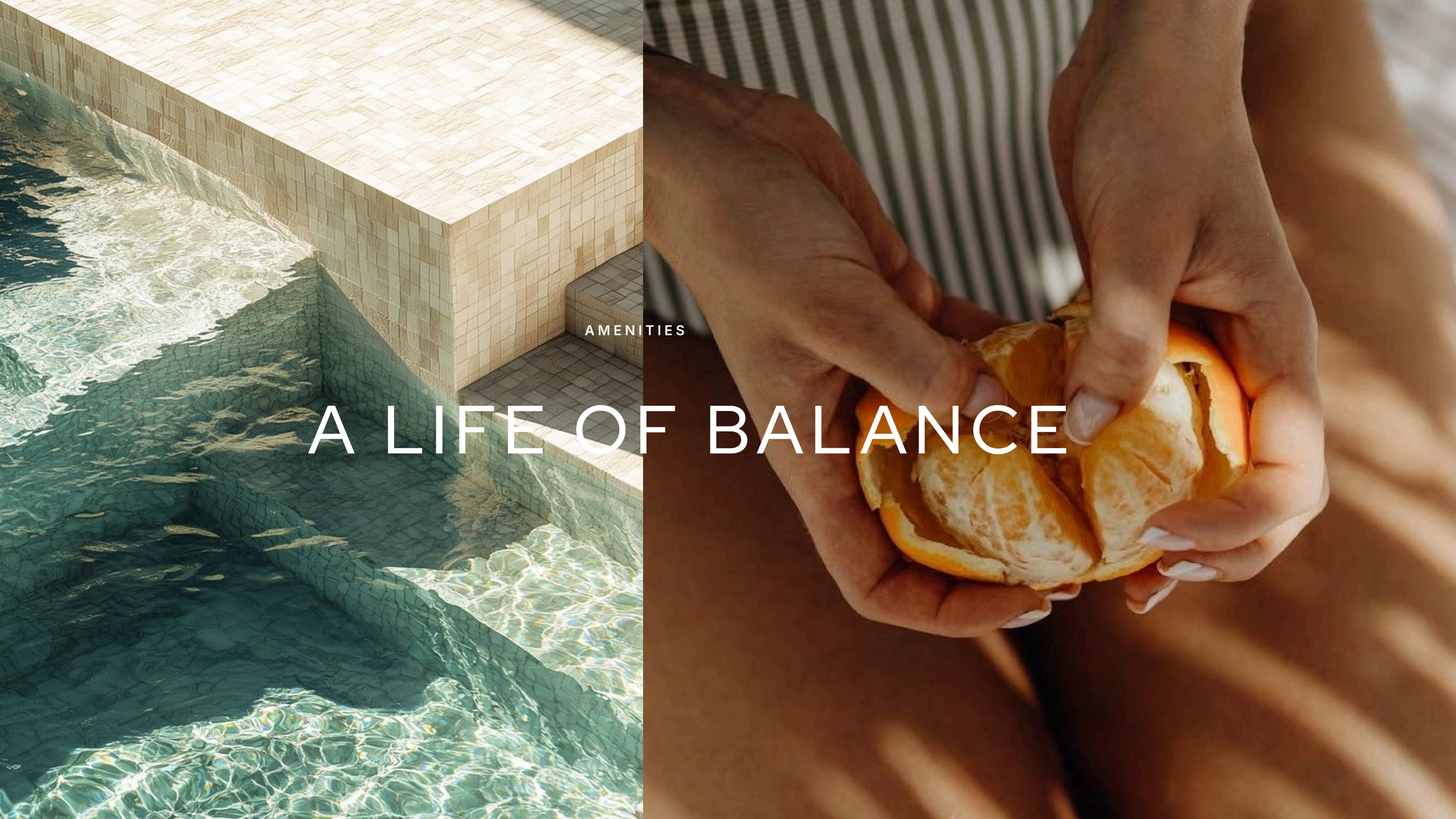
OUR ID VISION

RATHER THAN OVERWHELMING BUYERS WITH COUNTLESS UPGRADE OPTIONS, OUR PHILOSOPHY IS TO CURATE A COLLECTION OF BEAUTIFULLY CONSIDERED INTERIOR ENVIRONMENTS.

OUR VISION FOR MIRROR LAKE CONDOMINIUM IS TO DEVELOP TWO TO THREE DISTINCTIVE INTERIOR PALETTES, EACH INSPIRED BY THE REFINED SIMPLICITY OF CONTEMPORARY EUROPEAN DESIGN AND THE WARMTH, RICHNESS, AND CRAFTSMANSHIP FOUND THROUGH THE ARCHITECTURAL MODERN DESIGN PLACE HAS ESTABLISHED FOR THE BUILDING. THE RESULT IS A COLLECTION OF INTERIORS THAT FEEL SOPHISTICATED, TIMELESS, AND HIGHLY LIVABLE.

BY THOUGHTFULLY CURATING THESE FINISH COLLECTIONS, BUYERS ENJOY THE CONFIDENCE OF PROFESSIONALLY DESIGNED SPACES WHILE STILL HAVING THE OPPORTUNITY TO PERSONALIZE THEIR RESIDENCE THROUGH CAREFULLY CONSIDERED UPGRADES.

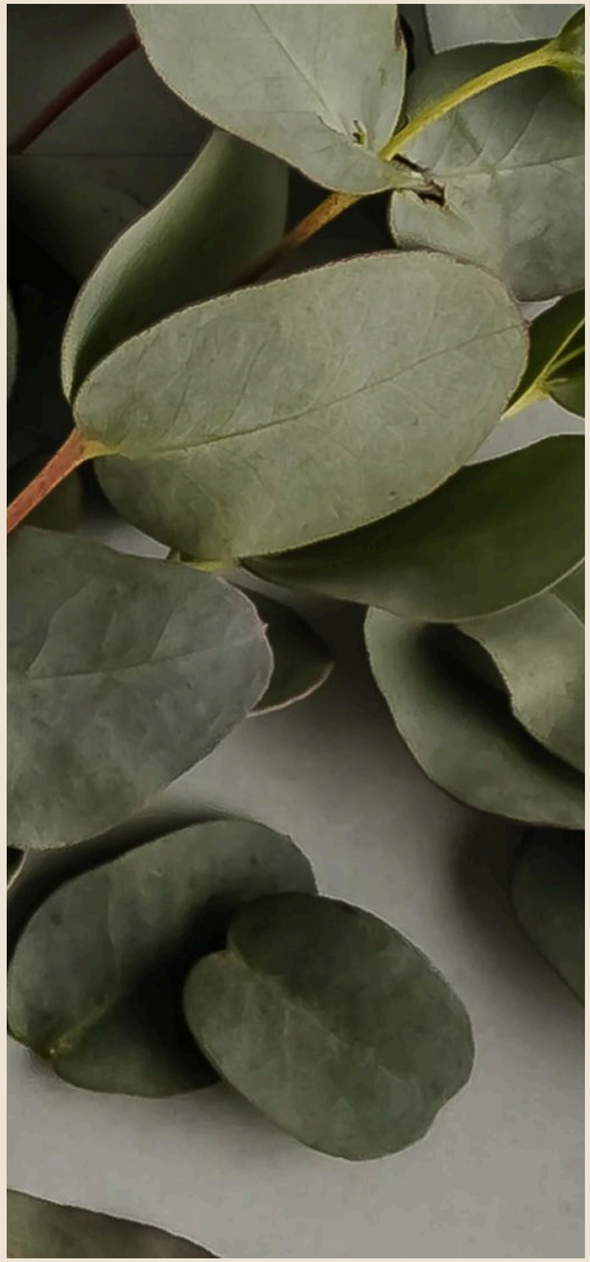
THIS APPROACH SIMPLIFIES THE PURCHASING EXPERIENCE, REDUCES DECISION FATIGUE, STREAMLINES CONSTRUCTION COORDINATION, AND PRESERVES A CONSISTENT LEVEL OF LUXURY THROUGHOUT THE DEVELOPMENT.



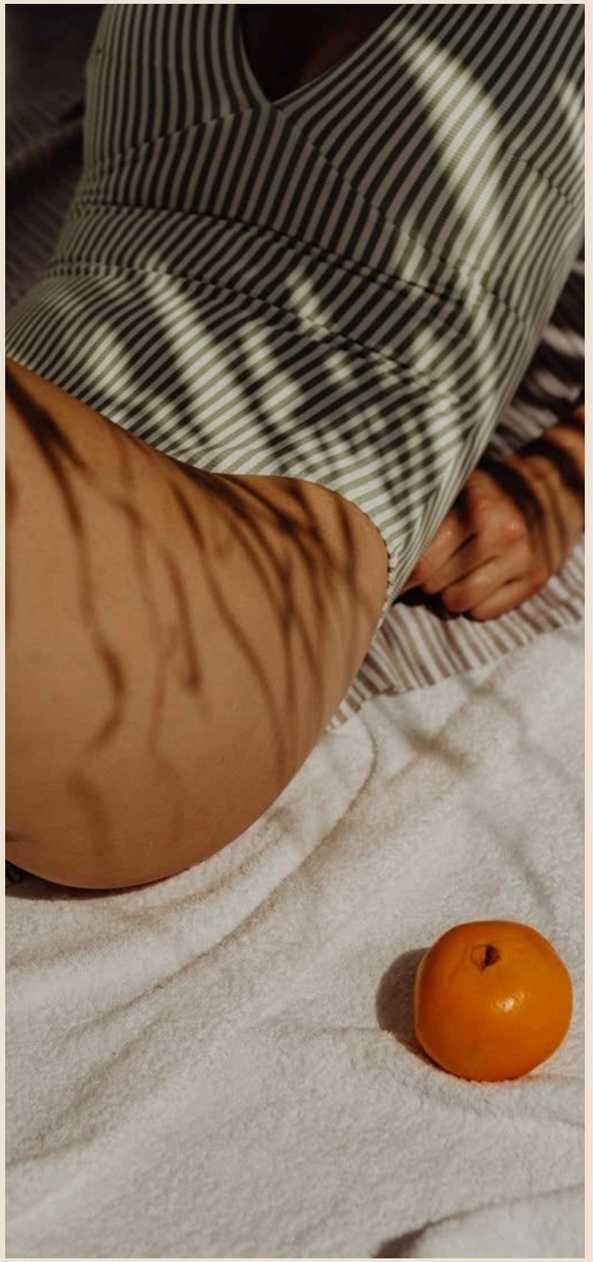
AMENITIES

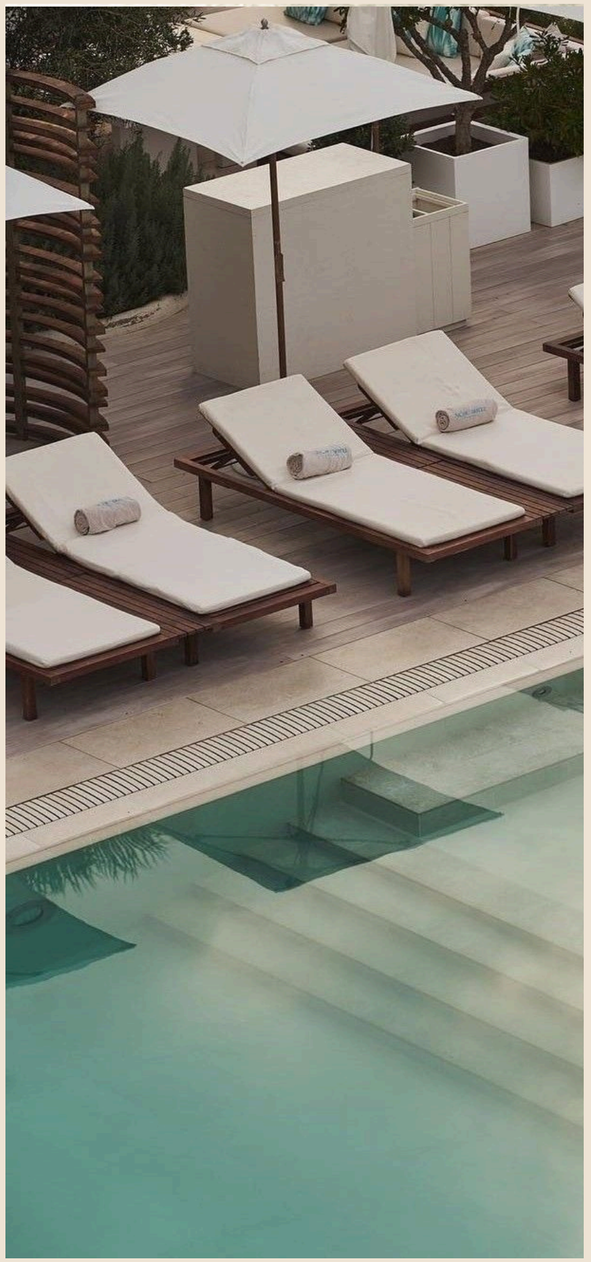
A LIFE OF BALANCE

WELLNESS ROOFTOP - INDOORS MEETS OUTDOORS

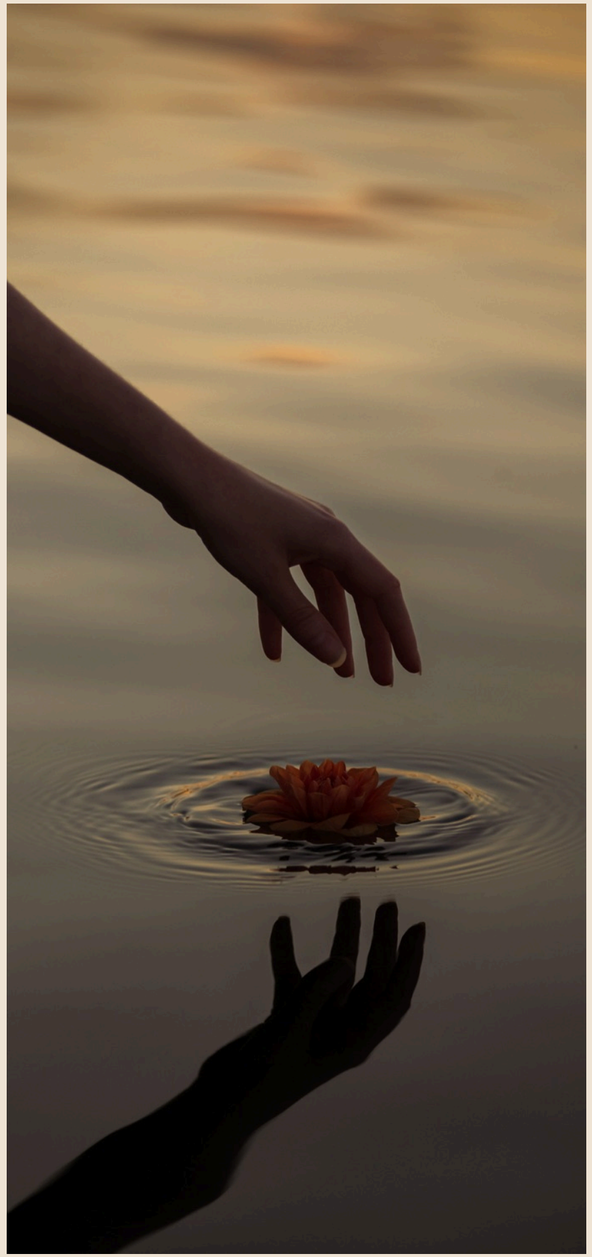


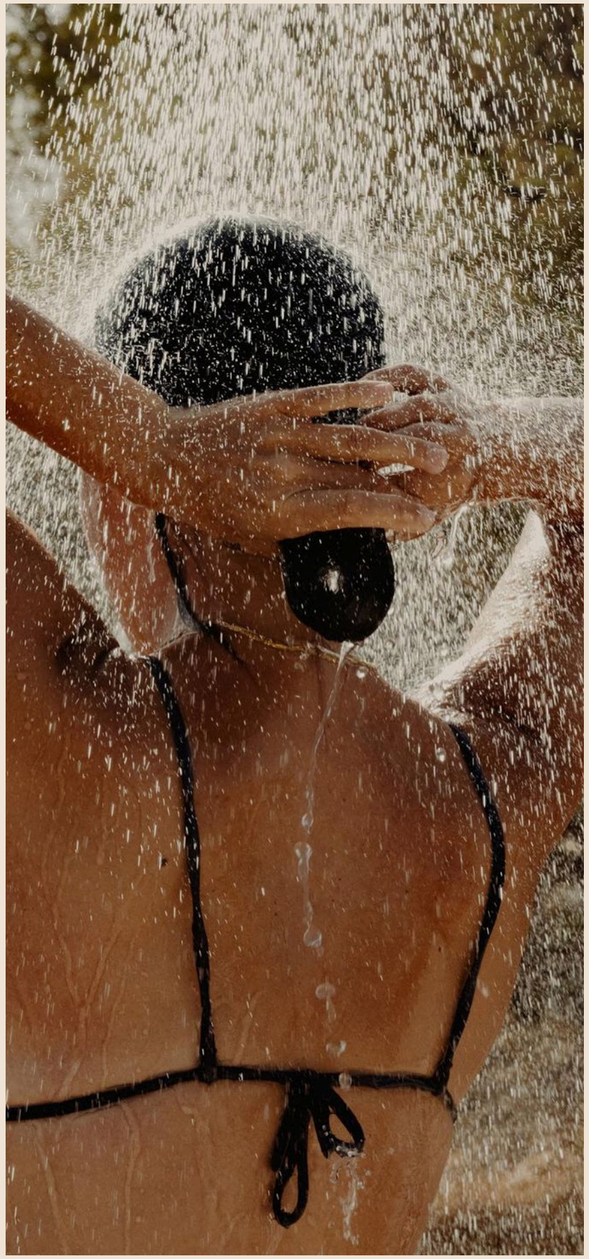


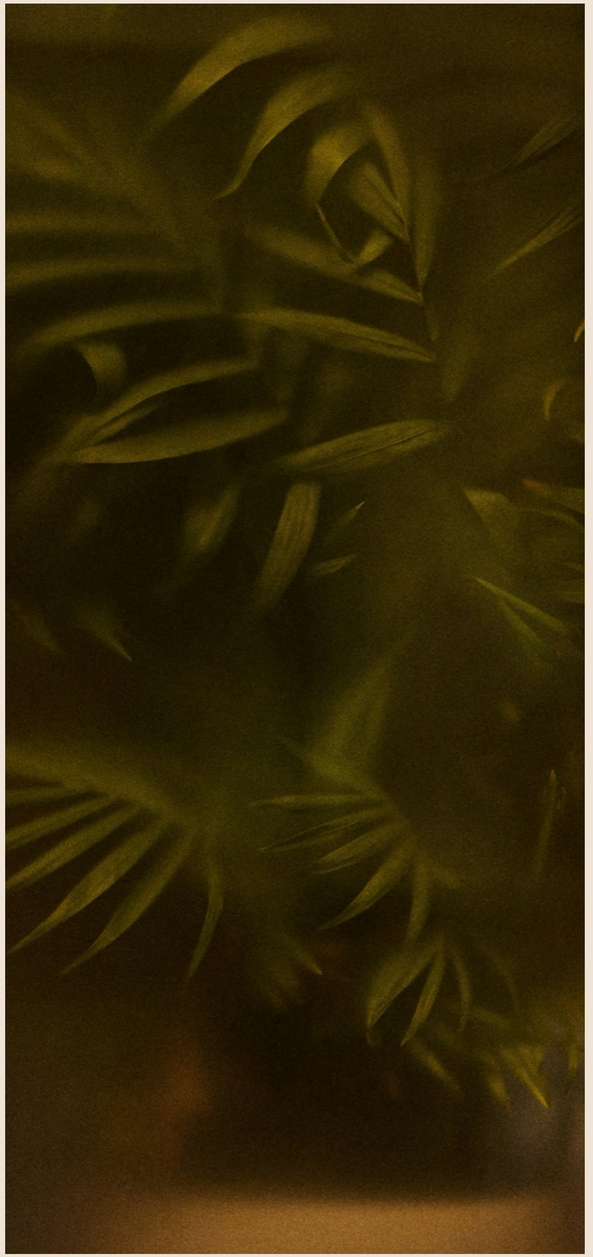




TRANQUILITY - INDOOR OUTDOOR





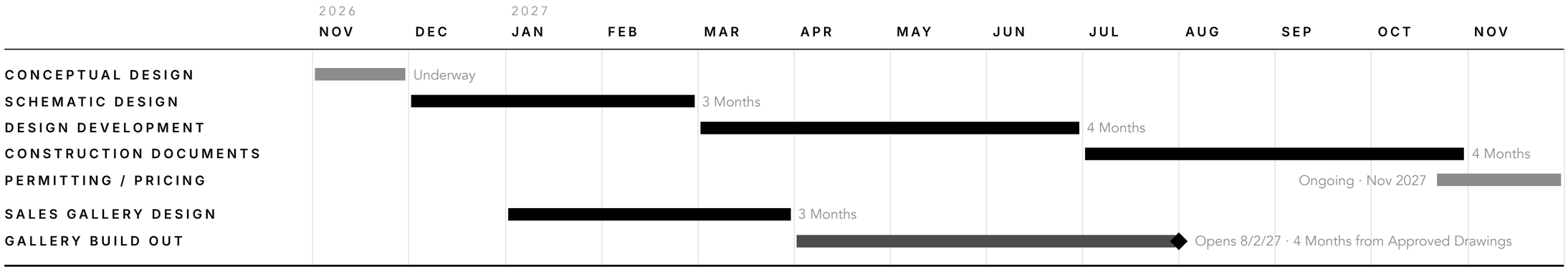




Design Schedule

MIRROR LAKE CONDOMINIUM

Schedule is based on a December 1, 2026 Notice to Proceed and the phase durations outlined in the RFP. Durations for each phase may be accelerated. Subject to change; CPH will follow the Architect's timeline.



SCHEMATIC DESIGN

Dec 2026 – Feb 2027

12/1/26	Notice to Proceed + SD Kickoff
12/8/26	Programming + Unit Mix
1/15/27	50% SD Package to Owner
1/22/27	Owner Comments to Design Team
2/26/27	**100% SD Package to Owner**

DESIGN DEVELOPMENT

Mar 2027 – Jun 2027

3/1/27	DD Kickoff
3/12/27	Owner Comments on 100% SD
4/16/27	50% DD Package to Owner
4/30/27	Owner Comments to Design Team
5/14/27	Finish + Lighting Selections
6/25/27	**100% DD Package to Owner**

CONSTRUCTION DOCUMENTS

Jul 2027 – Oct 2027

7/6/27	CD Kickoff
7/16/27	Owner Comments on 100% DD
8/20/27	50% CD Internal Coordination
8/27/27	**Site / Foundation Permit Set**
9/17/27	90% CD Package to Owner
10/1/27	Owner + GC Comments
10/29/27	**100% CDs Issued for Permit**

SALES GALLERY

Jan 2027 – Aug 2027

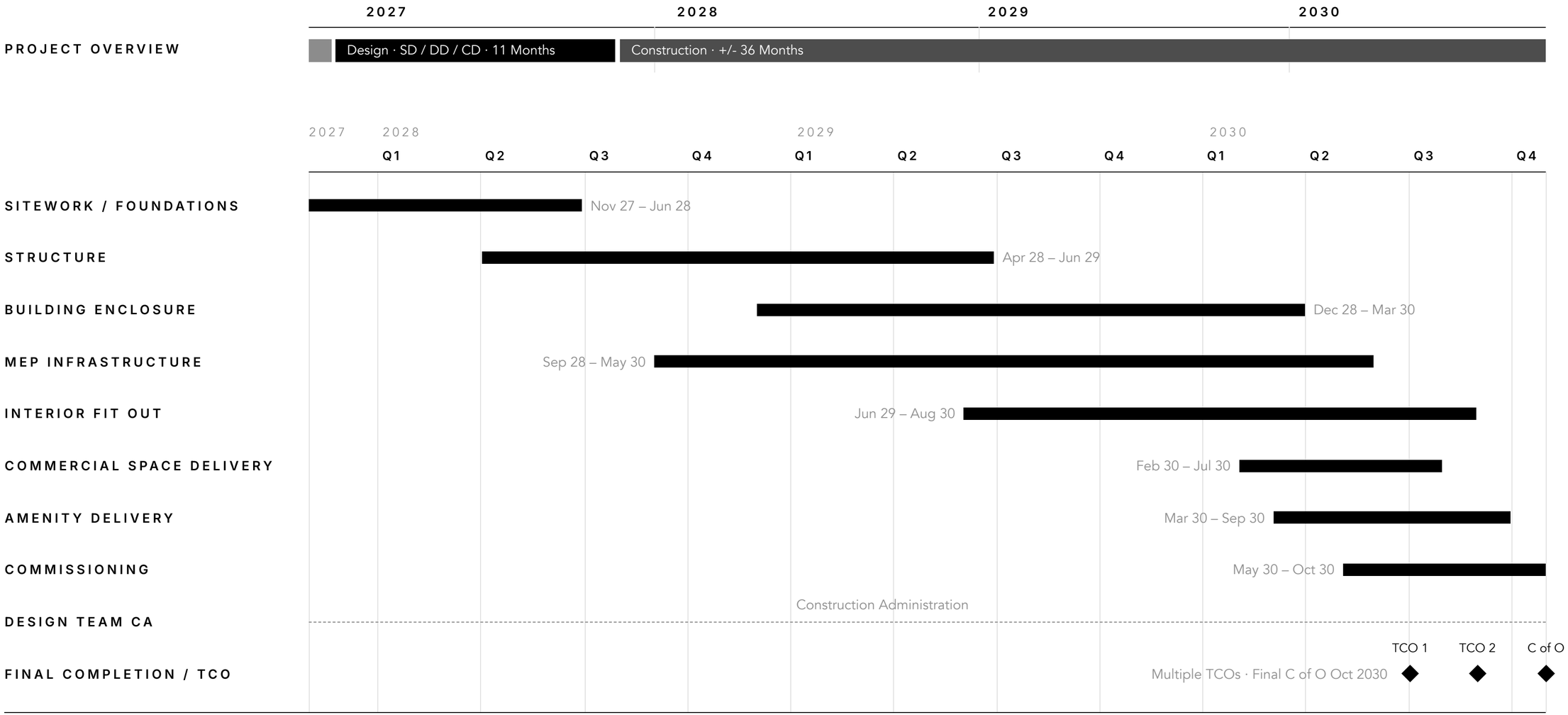
1/4/27	Sales Gallery Design Kickoff
2/5/27	Gallery Concept + Finishes
3/5/27	Gallery Drawings to Owner
3/26/27	**Approved Gallery Drawings**
4/1/27	Gallery Build Out Begins
7/30/27	Build Out Complete + Punch
8/2/27	**Sales Gallery Opens**

Bold items indicate key owner deliverables and permit submissions. Gallery build out assumes 4 months from approved drawings.

Construction Schedule

MIRROR LAKE CONDOMINIUM

+/- 36 month construction duration following the design phases, with an early site / foundation permit and multiple phased TCOs assumed.



Construction sequencing shown is preliminary and will be refined with the Owner and General Contractor.

Hourly Clear ph Design Rate Schedule 2026

Principal	$250 per hour
Staff Designer	$185 per hour
CAD Services	$95 per hour
Graphic Designer	$150 per hour
Clerical / Admin	$50 per hour
Photo Real Rendering Services	$125 per hour
Day rate for full team site install	$1,200 per day
Photo realistic renderings per view	$2,500 (interior)
	$3,000 (exterior)
* Day rate fee for project travel if required	$800 (*plus expenses)
Art Director / Creative Director	$225 per hour
Interior Designer	$185 per hour
Graphic Designer	$150 per hour
Web Developer	$185 per hour

Marketing Renderings

Clear ph Design partners exclusively with New Zealand base OTOH to provide the most photo realistic renderings in the world. Our In House Interior Design Team is what separates us from the competition. Each Rendering is curated and thought through every detail. Mood Boards are created and Kitchen, Bathrooms, Bedrooms, Living Rooms, Balconies, Common Areas, Amenities are brought to life.

Our furniture is selected from today's most current selections and truly paints the picture for potential buyers as to what is possible v's looking like the Sims!

Compatible 3D software / formats

Clear ph Design is working with 3Dstudio Max (.max).

Compatible softwares / formats

+ Rhino (export in .max)
+ Sketch up (export in .max)
+ OBJ (.obj)
+ DWG 3d (.dwg)

INTERIORS	$2,500.00 PER
EXTERIORS	$3,000.00 PER
VIGNETTE	$1,850.00 PER

Thank you. Let's talk.

View more of our work online

CLEARPH.COM/WORK →

PROJECT DOCUMENTS

Download Presentation (PDF) ↗ RFP Estimate ↗ Timeline PDF ↗

+01 727 851 9596
info@clearph.com

240 1st Ave South, Suite 300
St. Petersburg, 33701