Marketer’s Gold: How to Mine Construction Documents

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Drawing Types

Site Plan: A two-dimensional, scaled drawing that shows the given land area on which a project sits. Includes the relevant landscape architectural and civil engineering components for the project.

Floor plan: A two-dimensional, scaled drawing that shows the view from above of a single level of a building, including the location of walls, layout of rooms and spaces, and other relevant physical features. Typically floor plans are drawn to include all components located at or below 48 inches from the floor level (imagine slicing horizontally through the building at that height).

Elevation: Shows 2-dimensional representation of a vertical surface. Subjects include: exterior and interior walls, millwork details, etc.

Reflected ceiling plans: These show the items that would be located on the ceiling of a given space, like a mirror had been placed on the floor. These drawings include items like lighting, sprinklers, smoke detectors, air diffusers, etc.

Sections: Similar to an elevation drawing in that they’re 2D representations of a vertical rather than horizontal (like a floor plan). These show you what you’d see if you sliced vertically through a building along a single line. The easiest reference would be a dollhouse; you open the “front wall” of the house, revealing the separate rooms and levels.

Axonometric drawings: These are 3-dimensional depictions of a given object but without perspective. It’s as if you tilted the ground surface below the building, so you could see multiple sides of the building at the same time.

Renderings: A three-dimensional representation of the project as it would be post-construction. These can include more artistic representations like a colored pencil sketch or watercolor to a photo-realistic depiction created digitally.

Scale vs. Dimension

Scale: The size of something compared to a reference standard. The scale used for a particular drawing depends on two things: 1) the size of what’s being depicted and 2) the level of detail that needs to be included in the drawing. For example, a site plan shows a large area, and thus might be drawn at a scale of 1:100, meaning that for every 1 unit of measure, the actual size is 100X that unit. By contrast, when drawing something like the detail of how a window and wall connect, you might use a 1-½” scale, where 1-½” = 1’ 0”.

Dimension: Dimensions are simply measurements of building elements and are shown on a variety of the drawing types. Regardless of scale, the dimensions always correspond to the actual size.
Appendix B

North Carolina’s required form, which standardizes the location and organization of information related to compliance with the building code. This includes the project name and location, building type, professional architecture and engineering firms on the project, the size of the project (floor area and heights), etc. It is required to be located on page 1 or 2 of a set of documents.

Basic Line Types:

- Solid lines delineate the form of objects, such as the edge of a plane or the intersection of two planes. The relative weight of a solid line varies according to its role in conveying depth.
- Dashed lines, consisting of short, closely spaced strokes, indicate elements hidden or removed from our view.
- Centerlines, consisting of thin, relatively long segments separated by single dashes or dots, represent the axis of a symmetrical object or composition.
- Grid lines are a rectangular or radial system of light solid lines or centerlines for locating and regulating the elements of a plan.

Information to be Found on the General Information sheets:

- Project Name
- Project Address
- Owner Information
- Project Type: New Construction, Renovation, Upfit, or Alteration
- Project Team
- Building Area: You’ll find existing, new and total square footage impacted by the project in this section.
- Building Height
- Drawing Symbols: Your “legend” for the drawing set.
- Sheet Index: Your Table of Contents for the drawing set.

Drawing Set Structure: