

Business Profile

Chereskin Architecture

By Louis Shook

SPECIAL TO THE UNION-TRIBUNE

Chereskin Architecture is an award winning, architectural firm located in Leucadia. Samual Chereskin started his architectural firm in 1990 providing architectural services from pre-design through construction administration for residential and commercial projects. He enjoys providing solutions that are personally satisfying as well as pleasing to his clients. He has done many custom homes and remodels throughout San Diego County.

Chereskin does not pursue any single architectural style, rather, he works within the desired styles of individual clients. "I'm not interested in doing the same style over and over again," said Chereskin. He likes doing homes in a variety of styles - from period homes to contemporary.

Chereskin studied architecture at the University of Illinois. He also went to France and took design classes at the Palace of Versailles. Chereskin has a passion for architectural history as well as history in general. For ideas and inspiration looks to magazines including Architectural Record and Fine Home Building.

He built his studio which is attached to his Leucadia home. Rendering tools, drafting tables and computers fill this creative space. Walls display examples of interesting projects. A project manager and office manager work with Chereskin in this space and he is in the process of bringing on a couple of partners - an interior designer and another architect. He's planning on changing the name of the firm to Momentum Studio.

Most of his business comes from word of mouth referrals. Building contractors are one of his most important sources of referrals. He doesn't charge anything for an initial meeting with a client. During this initial phase he meets with the client to outline the "wish list" of the project.

His services include partial and total custom home remodels, architectural design including 3-D CAD (computer aided design), and blueprint build-ready drawings as well as conceptual sketches.

Early in the process Chereskin he draws up an agreement to make sure everything about the scope of the job is clear. His fee is usually based on a percentage of construction costs. According to Chereskin, the fee is typically 8-12 percent of the construction costs. "Remodels can cost a little more due to unknowns with the existing structure," he said.

Once an agreement is signed, he begins designing and developing documents



Samuel Chereskin at home in his Leucadia studio.

with details on construction, engineering and permit processing. These documents are discussed with the client and revised if necessary.

During the construction phase he makes sure the project proceeds as planned and the construction is being completed to his specifications.

The economic downturn of the last few years has been challenging to his business. But today Chereskin is optimistic for what the future holds. He is seeing signs of activity and more requests for proposals.

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