



DESIGNWAVE



HIGHWOODS PROPERTIES

FEBURARY 2020

DESIGN PROPOSAL

GHOST KICTHEN AND GRAB & GO MARKET

February 12, 2020



Highwoods Properties
3100 Smoketree Court, Suite 600
Raleigh, NC 27604

Subject: Proposal to provide design services to Highwoods Properties

Dear Highwoods Properties,

DESIGNWAVE is glad to inform you that we have prepared a design proposal for you after careful review of your requests and requirements. Our team is excited to partner with Highwoods Properties on the repositioning of Suite 120 in PNC Plaza. While you review our proposal we hope you take into account everything stated below.

We will be designing the interior of the 8700 sq. ft. space. This includes both the ground level and upper mezzanine level. Our vision offers a unique approach that will differentiate us from competitors. We anticipate delivering quality work in accordance with the project's schedule. Our team is confident in our ability to offer innovative design solutions.

Your project is extremely important to us. We thank you for your consideration of the DESIGNWAVE team.

In the meantime, if you have any questions regarding our proposal, please do not hesitate to contact us.

Sincerely,

DESIGNWAVE

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& KEY PERSONNEL

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EXPERIENCE & KEY PERSONNEL

**ABIGAIL
GONZALEZ**



Interior design coursework experience with 9,000 square footage of mixed-use, retail and hospitality design.

Team Leader | Drafting Software

Interior design coursework experience with 3,500 square footage of hospitality design. Additional experience includes an entry level design position at ISK Design Group LLC.

Specifications | Schedule Management



**SAMANTHA
BRIDGES**

**AMBER
COUSAR**



Interior design coursework experience with 4,000 square footage of retail design and 9,000 square footage of mixed-use, retail and hospitality design.

Budget | Drafting Software | Communication

Interior design coursework includes 4,000 square footage of retail design and 8,000 of mixed-use, hospitality and retail design. Additional professional experience includes an entry level design intern at Sheila Morgan Interiors.

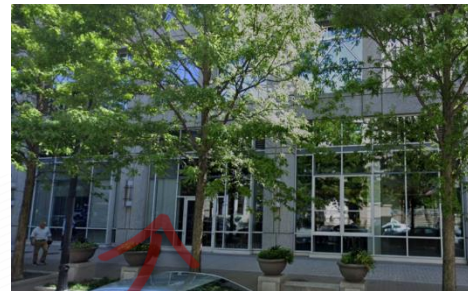
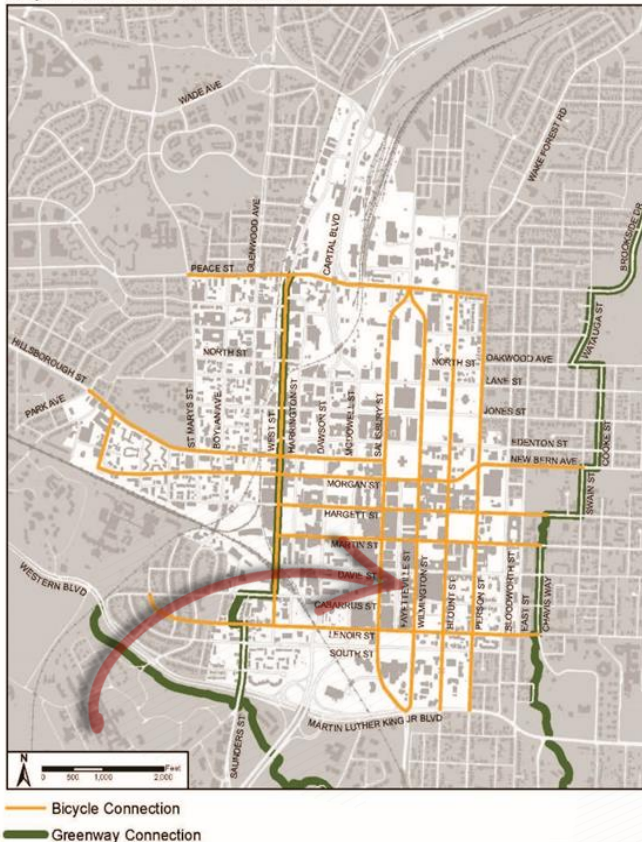
Budget | Specifications



**MARISA
REINS**

Combined experience of DESIGNWAVE's team is 15 years.

Map DT-3: Downtown Connections



Map created 8/8/2018 by the Raleigh Department of City Planning

15-17

Location: 301 Fayetteville St # 120, Raleigh, NC 27601

Usable Square Footage: 6,846 Ground level; 1,485 Mezzanine

Main entrance: West side of the building

Local Businesses: Courthouse, Post Office, Restaurants, Parking Lot, Television Station, UPS Store, PNC Bank, Williams Mullen Law Firm, Oro Restaurant, Bittersweet Cocktail Bar

According to Walkscore Raleigh, North Carolina is the **47th most walkable large city** in the U.S with 403,892 residents.

Job search engines such as, *Linked in and glassdoor*, have food delivery jobs posted in Raleigh that give the option of **delivering** on a **bike or scooter**.

GRAB & GO MARKET

WHAT IT IS? A walk-in market that regulates purchases by the mobile app, allowing shoppers to buy without cashiers or checkout. Once exiting, customers are sent a receipt on the app for their purchase.

WHERE DO THEY OCCUR? Currently the biggest competitor, Amazon, operates 10 Go stores in Seattle, Chicago, and San Francisco. In **Raleigh**, Donovan's Dish Takeout Market, is the comparable competition to a Grab & Go Market. Customers can stop in and discover local products, try samples, grab a meal to go, or pick up an online order.

HOW ITS WORKING?

The food service industry has noticed an increasing trend of customers desiring grab and go food options that are healthy and fresh but prepackaged and fast. Market research company, *Grand View Research*, found the chilled and deli foods market is likely to reach \$267.7 billion by 2025 exhibiting a CAGR of 5.2 percent during the forecast period.

HOW MANY ARE THERE?

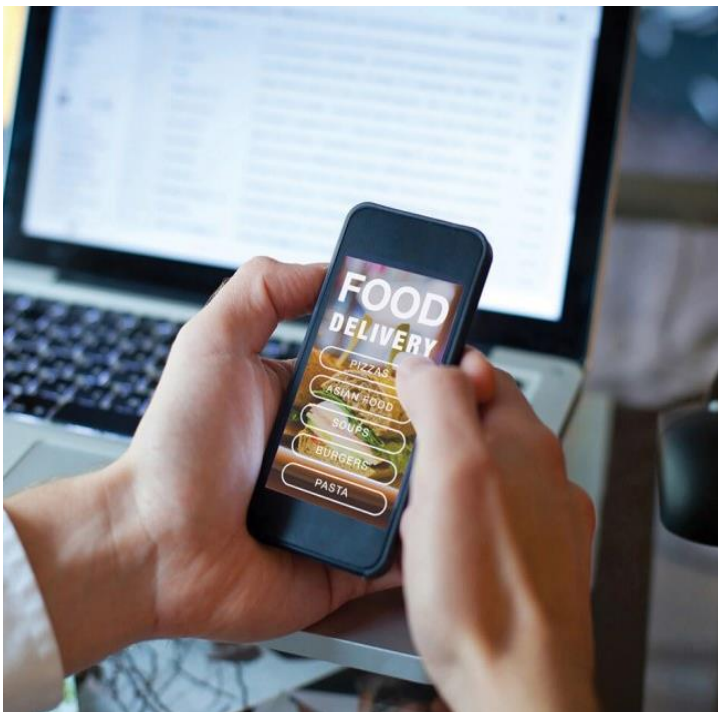
Due to major grocery and convenience stores needing to invest in technology to keep up, Amazon has been proven the only successful. Companies such as, *Grabandgo* and *Alfi*, are attempting to team up with major retailers to occupy grab and go markets the size of a 7-Eleven.



GHOST KITCHEN

HOW MANY ORDER IN RALEIGH? On the delivery platform GRUBHUB alone there are over 1613 restaurant options in Raleigh to have takeout delivered. The national average of **34 percent** of consumers spend at least \$50 per **order** when ordering **food online**. **20 percent** of consumers say they spend more on off-premise **orders** compared to a regular dine-in experience. Digital ordering and **delivery** has grown **300 percent** faster than dine-in traffic since 2014.

HOW IT WORKS? A Ghost Kitchen is a restaurant grade kitchen that is set up for delivery-only meals. It allows established restaurants to expand operations without cluttering or adding stress to their own kitchen. GK emerged due to the rapid growth in demand for restraint delivery meals and the lower costs incurred by using kitchen facilities located outside of high-rent, high-foot-trafficked urban location. Additionally, a ghost kitchen can offer ordering software that accommodates many delivery platforms as well as parking areas for delivery orders.



DESIGN APPROACH

DESIGNWAVE must modernize the existing space for the renovation of the PNC Plaza Suite #120 to create an exciting and engaging environment for potential Highwoods Properties clients.

We believe that adding a Grab & Go Market and a Ghost Kitchen would benefit downtown Raleigh and Fayetteville St. The Grab & Go Market will be valuable to many involved, especially the residents, neighbors and workers of the PNC Plaza. They would be able to stop in to get a quick healthy meal or drink before returning to work or beginning their day.

The **Ghost Kitchen** will be a resourceful addition for the downtown area. In high-rent areas, they are most successful. The need for expensive restaurant spaces is reduced while meeting a need for specific local dishes. Delivery companies increase convenience and speed for fast growing cities. Some examples of the companies that would be utilizing our Ghost Kitchen are DoorDash, Uber Eats, GrubHub, and Postmates.

We will design a unified location for both the Ghost Kitchen and the **Grab & Go Market** to work by adding a separate entrance and a half wall between spaces to distinguish. For the ground level of the Market, customers will enter in the new entrance, on the right side of the storefront, and begin grocery shopping. The Market is cashier-less, therefore when items are removed from the shelves they are added to ones' online cart. Their account is then charged when they leave the store. From the market you can access the stairway to the mezzanine level, where you will find conveniences similar as downstairs.

The original entrance will lead to the Ghost Kitchen. Walking in, bike parking will be available, then wayfinding will lead you down to the kitchen where drivers can pick up their orders.

We are proposing two separate layouts, one preserving the original bar with minor modifications, and one removing the entirety of the bar to maximize the space for circulation and product placement. These design solutions innovate and incorporate advanced technology which will enhance Raleigh's consumer market and complement Highwoods Properties.

GRAB & GO MARKET

Product Displays

Seating

Help Desk

Coffee Bar / Utensil Station

Additional half partition to define wayfinding

GHOST KITCHEN

Remain Unchanged

MEZZANINE LEVEL

Product Displays

Seating

Coffee Bar

RESTROOM DESIGN

New finishes as needed; updated stalls

Design and finishes for new common corridors will be changed as needed based on new layout.

PROJECT SCOPE

GHOST KITCHEN ENTRANCE

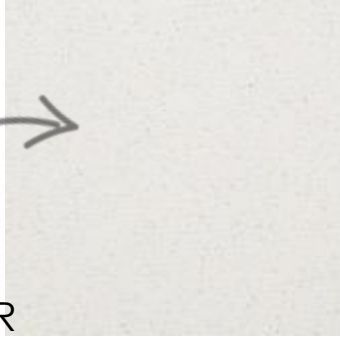
MULTIPLE USES OF WAYFINDING



PROJECT SCOPE

GRAB & GO MARKET

NEW SPECK
QUARTZ BAR



RE-SEALED
CONCRETE
FLOOR



PROJECT SCOPE







FLOOR PLAN WITH BAR



FLOOR PLAN WITHOUT BAR



LEGEND

-  CREATE COLD AND DRY STORAGE FOR GRAB AND GO MARKET
-  REMAIN UNCHANGED
-  WAYFINDING PATH FOR GHOST KITCHEN DELIVERIES
-  GRAB AND GO MARKET DISPLAY
-  ADDED ENTRY/EXIT TECHNOLOGY MEASURES FOR CASHIERLESS MARKET
-  NEW MATERIALS

PROJECT BUDGET

DESCRIPTION	UNIT	MULTIPLIER	SUBTOTAL
CONSTRUCTION COST	\$176 / SF	8700 SF	\$1,531,600.00
PROFESSIONAL FEES	\$1,800,000.00	8%	\$144,000.00
SUBTOTAL			\$1,675,600.00
ADDITIONAL DOOR			
LUMP SUM ALLOWANCE			\$100,000.00
SUBTOTAL			\$100,000.00
REIMBURSIBLES			
PROJECT	\$144,000.00	10%	\$14,400.00
ADDITIONAL DOOR	\$100,000.00	10%	\$10,000.00
SUBTOTAL			\$24,400.00
TOTAL			\$1,800,000.00

PROJECT SCHEDULE

ISSUE RFP	<i>January 14</i>
PROPERTY TOUR	<i>January 21</i>
PROPOSALS DUE	<i>February 13</i>
PHASE I	<i>February 20 – March 5</i>
PHASE II	<i>March 19 – April 16</i>

TASK	NAME	START	END
Portfolio 1		1/14/20	2/13/20
Assignment 1	Team Identity	1/14/20	1/14/20
Assignment 2	Research	1/14/20	1/28/20
Assignment 3	Cover Letter	1/14/20	1/28/20
Assignment 4	Table of Contents	1/14/20	2/13/20
Assignment 5	Experience and Key Personnel	1/16/20	1/16/20
Assignment 6	Fee Breakdown	1/23/20	2/6/20
Assignment 7	Project Scope/Budget	2/6/20	2/12/20
Assignment 8	Project Schedule	2/6/20	2/12/20
Assignment 9	Design Approach	2/6/20	2/12/20
Portfolio 2		2/18/20	3/17/20
Assignment 10	Plans	2/27/20	3/5/20
Assignment 11	Design Sketches	3/3/20	3/5/20
Assignment 12	Light Fixture Types	2/18/20	2/27/20
Assignment 13	Furniture & Finishes Palettes	2/18/20	2/27/20
Assignment 14	Preliminary Budget Line Items	2/18/20	3/17/20
Assignment 15	Refinde Program/Concept	2/18/20	3/17/20
Portfolio 3		3/19/20	4/21/20
Assignment 16	Pricing Plans	3/19/20	4/21/20
Assignment 17	Sections and Rendered Perspectives	3/19/20	4/21/20
Assignment 18	Furniture, Finishes, and Window Treatments	3/19/20	4/21/20
Assignment 19	Specs: Furniture, Finishes, and Window Treatments	3/19/20	4/21/20
Assignment 20	Final Budgets: Construction and FF&E	3/19/20	4/21/20