



THE HOUSE

A project proposal by Deck 4

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SITE

Located only a couple of blocks away from the North Carolina state capitol, this 33-story building is in the heart of Raleigh's downtown district. This space is neighboring PNC bank at the address of 301-120 Fayetteville Street.



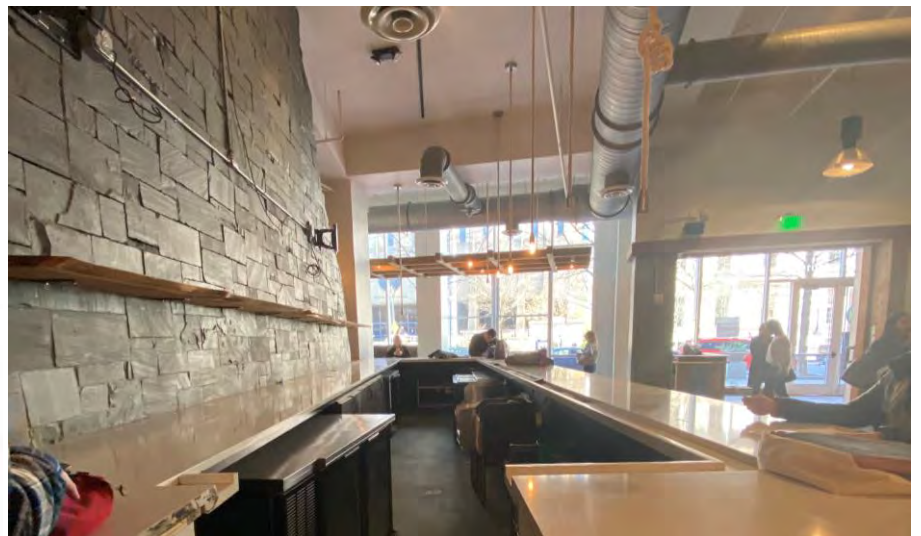
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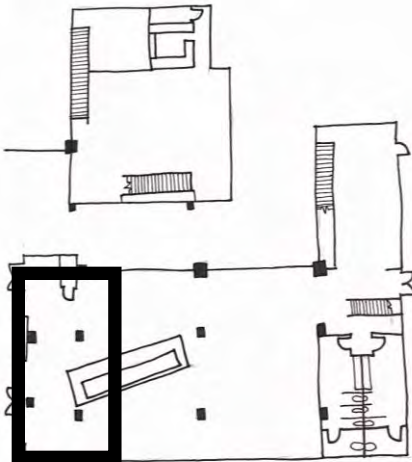
FRONT ENTRANCE;

This is what you see when you first walk into the space; large windows, a bar with a stone wall, and a lot of wood.



PREVIOUS USES;

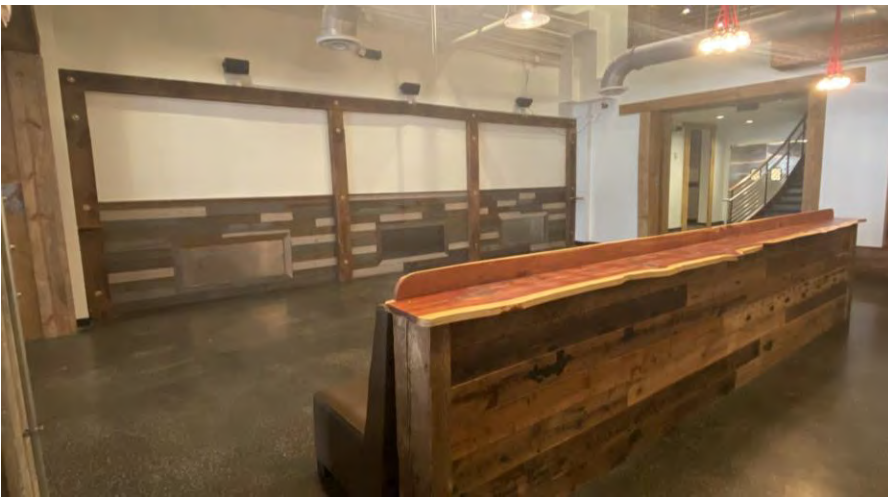
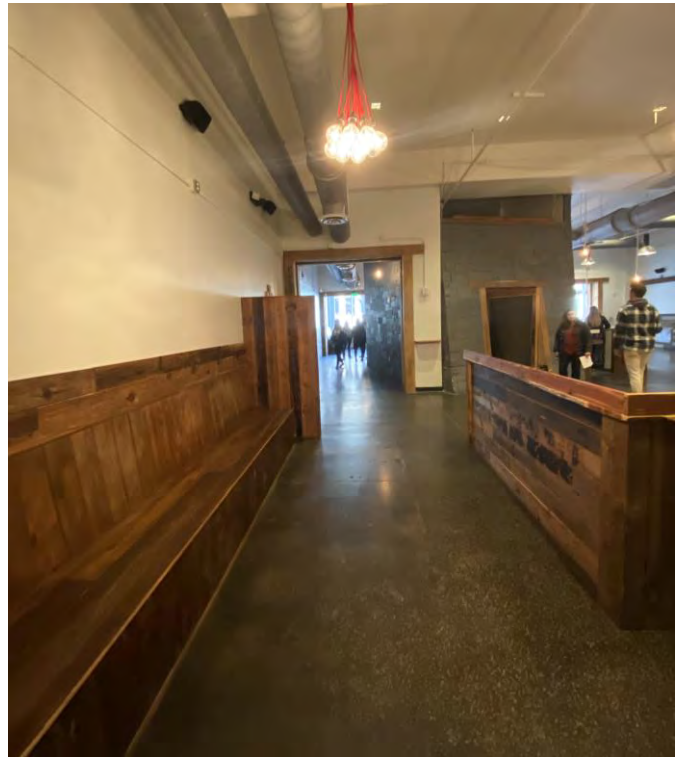
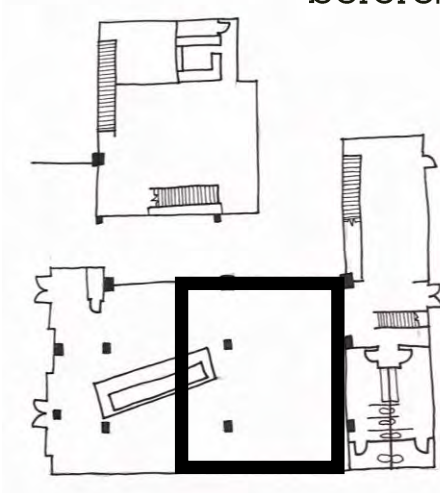
This space was previously occupied by 2 restaurants - Zinda & Barebones- both of which failed.





DINING SPACE;

This area was home to most of the seating for the restaurant that was there before.



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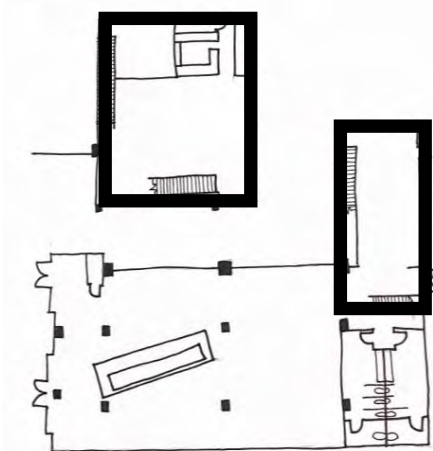
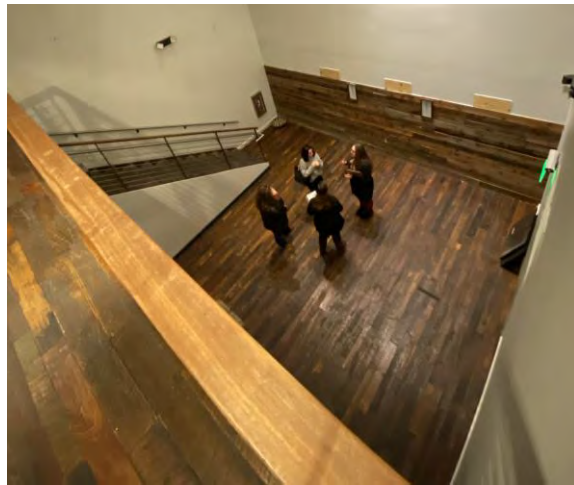
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MEZZANINE & SECOND FLOOR

In the back of the building there is a mezzanine with a second level overlooking the space.



CLIENTELE

Our site is located in downtown Raleigh. the clientele of the area is business professionals, college students, and others there for shopping. Most of the clients are of a younger age. Young professionals would come in to eat or shop in the space during their lunch break. Students could go in for coffee and a quick bite to eat.



THE HOUSE;

The suite that will be considered for redesign consists of the ground level, mezzanine and restroom area which leaves the designers to work with 8,700 sq. ft. This location was previously a southern restaurant with street access on the busy downtown Fayetteville Street in Highwoods PNC Plaza. Office spaces are located throughout PNC Plaza while surrounding areas consist of downtown dining, parks, theatres and hotels. The city of Raleigh is continuing to flourish which provides great opportunity for businesses in downtown to thrive. Deck 4 proposes to create a community space with dining options that can be a destination for entrepreneurs, locals and workers to gather. As the City of Oaks expands, Fayetteville St will provide new businesses that cater to the people in or around the Raleigh area.

The lack of foot traffic on this street compared to other areas of downtown Raleigh is an issue that Deck 4 is going to answer. This newly redesigned suite will attract locals and visitors to witness how Fayetteville St is expanding. Inspired by the marketplace design and environment, this suite will transform into an artisan space that provides food, a place of gathering, and rentable event space. By making the space brighter, tearing down the heavy dark stone wall/bar and constructing small house like structures throughout the space, visitors will find themselves moving throughout the space naturally and will utilize every square foot in the space. The concept of adding spaces within the space will help break up this large suite and will create different environments for visitors to explore and experience. This space will reflect everything Raleigh is; a city that you need experience.

Sincerely,

Deck 4

The deck 4 team.

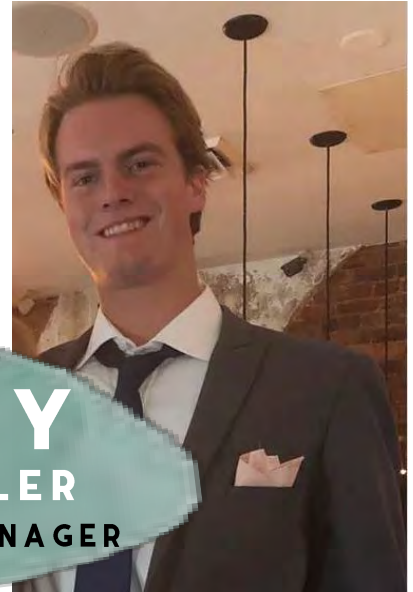


KEY PERSONNEL

The team behind Deck 4



**LEAH
THOMPSON**
LEADER &
COMMUNICATOR



**BILLY
WEISCHLER**
SCHEMATIC MANAGER



**KAREN
SANDOVAL**
PROJECT MANAGER



**ISABELLE
RUSSELL**
DESIGN MANAGER

Our team has 16 years total combined experience. We have a wide variety of experience including residential design, hospitality spaces, large community spaces, and commercial work. Projects range from pop up shops, coffee house design, community centers, historic rehabilitation, home design, and office design.

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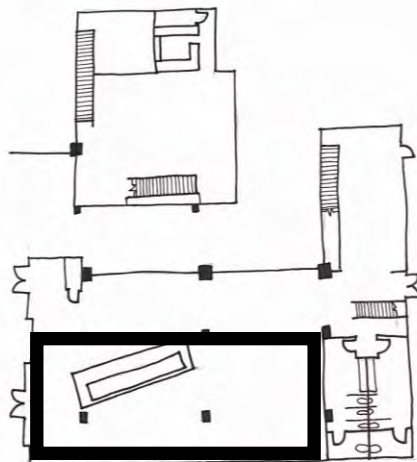


HIGH FOOT TRAFFIC;

The cafe will attract visitors & locals with a refreshing menu & welcoming space.

A UNIQUE LOOK;

The cafe will attract visitors & locals with a refreshing menu & welcoming space. This space will have a unique design & feel to create instagrammable moments.



LUNCH & DINNER SPOT;

This space is ideal for a new dining option. Fayetteville Street doesn't offer many food options but has very high foot traffic.





RETAIL SPOT;

Having a retail business will attract more shoppers to the area and generate more revenue.



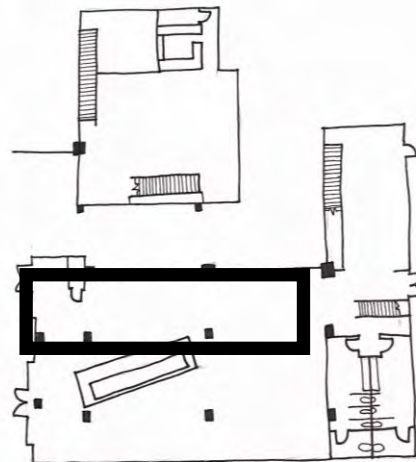
SHOP LOCAL;

The marketplace will sell products only from local sellers: trinkets, snacks, artwork, clothes, etc. This helps support North Carolina's shop local effort.



OPEN FLOOR PLAN;

The marketplace will have an open floor concept & smaller intimate spaces throughout the back area and mezzanine.



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STRUCTURES;

We plan to accomplish this look with structures that resemble houses, as well as contract grade furniture with a hospitality flare.



LIGHT & AIRY;

In order to accomplish making the space feel light and airy, we will have to add in greenery and various lights as the space goes further back.



HOME FEEL;

We aim for our commercial space to be a retail space that feels like home.





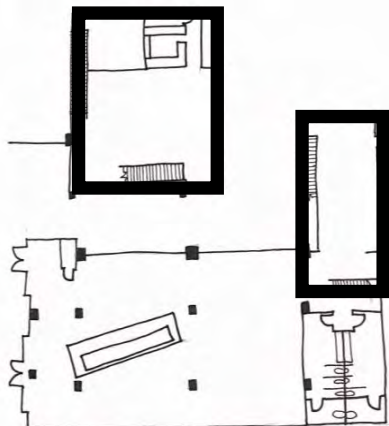
MERCY;

The back mezzanine & upstairs area will be turned into an event space by the brand merci. ..



FULL STAFF;

All events have access to a full bar, catering staff, and design team to make their vision become a reality.



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FEE BREAKDOWN

Estimated costs

Fee Breakdown	Unit Cost	SF	Unit x Extension
Demolition	\$60,000		
Construction of House Structure	\$250,000		
LVT floor tiles	\$35,000	5000 SF	\$7 per sq Ft
Built Hallway and other Partitions	\$25,000	60 Linear Ft	\$55 per linear Ft
Refurbishing Wood Floor	\$15,600	2600 SF	\$6 per sq Ft
Outdoor Seating	\$20,000		
Addition of Door	\$100,000		
Ceiling Finishes	\$100,000		
Restroom Remodel	\$200,000		
Extra Expenses	\$500,000		
Professional Fees	\$150,000		
Total	\$1,455,600		

