

PROJECT PROPOSAL

301 FAYETTEVILLE ST
RALEIGH, NC 27601-2168



G5

INTERNATIONAL

"Sleek, Modern, Diverse, &
Innovative"

COVER LETTER

Dear Highwoods Properties,

G5 International intends on performing the professional services for Highwoods Properties. The team has reviewed the RFP and understands its contents.

We intend to create an easily accessible, high level learning facility in the main business district of Raleigh, North Carolina. The quality of learning will be comparable to nations best S.T.E.A.M. schools, but with a convenient location. This facility will have three programs, daycare, after school care, and drop off care. This business model will allow the space to generate income for extended hours, while leaving residents of the building undisturbed by an alternative rowdy business. Currently, the Downtown Raleigh area has no competing child care facilities. This business would fill a need for workers at local offices, and for the Raleigh area. This business plan could also help bring more patrons to the area, and even change the demographics of local residents. Families will be able to drop their kids off then experience the fine dining in the area. Having child care readily available in the building could raise demand for spaces in the building and surrounding it.

As with any business, this proposal presents a couple of issues. The logistics of child drop off are complicated by the level of activity on Fayetteville Street. Some solutions that we have considered include: carving out drop off spots in front of the building, adding fifteen minute parking in the building's deck, and a transit system that will pick up from designated locations, including local office buildings. Another issue that we have considered is the lack of outdoor space. In our designs we have allotted over 1000 square feet of dedicated play area in range of daylight. This area will also be used for exercise classes and activities. There are also benefits of having an indoor play space rather than an outdoor one. This play space will be kept cleaner than an outdoor space, and can be used in any type of weather. An additional challenge we face is the lack of space. Even with a space as large as this, we need to assure parents that their children are separated by age group. In response to this, we have reduced our age brackets and created more classroom spaces. This also has dictated our designs by encouraging us to make each space as multi-purpose as possible. The last issue that we foresee is the investment cost. In response to this, we have done research on the reliability of child care facilities as tenants. These businesses change location very seldom, and have reliable incomes. On top of that, much of the remodeling costs can be allocated to the furniture budget, which is paid for by the tenant. On our research page, we go more in depth on the estimated income of the business, and how we intend on offsetting the cost of rent.

Sincerely,

The G5 International Team

RESEARCH

G5's approach is to take this huge empty space at PNC Plaza and transform it into a high-end daycare center. According to our research, this business can be of great use to the surrounding community and employees that work in the downtown Raleigh area. We want to design something that kids ages preschool to fifth grade can take advantage of. Our program's offerings extend from preschool, to after school day care, to drop off babysitting services. Our goal in the space is to make it as multi-functional as possible. The design, program, and aesthetic will be high end and prestigious in all aspects.

Highwoods Properties is a corporate real estate company that has a high standard of aesthetic and design in their spaces. They manage and design corporate environments across the eastern region of the United States. Highwoods owns and manages more than 30 million square feet in BBDs (best business districts) across nine markets located throughout the Southeast. Interior designers "Highwoodtize" many of these spaces according to a particular building's project type as categorized. Researching this company has showed the high quality of design that Highwoods expects, and that G5 intends to deliver in the design of this space.

To assure that child care would be lucrative enough to support the price of the property, we did research on local child care business to see how much they charge, and the programs they offer. To maximize the income of the space we hope to offer preschool, after school, and drop off care. The three companies we researched were Giggles, Beth Meyer Preschool, and The Raleigh School, all located in Raleigh. Each of these businesses offers one or more of the programs we wish to offer in our child care services.

Giggles is a drop off day care service, they let parents drop their kids off at any time for eleven dollars an hour. However, this facility is half the size of the PNC Plaza location, and doesn't offer the higher end services that our day care would. We believe we could charge more based on location, size and offerings of the facility, and better trained staff. Additionally, parents could pay extra for their kids to have fresh and healthy meals while they are there. During our research we found no comparable drop off child care facilities for adequate pricing comparisons.

Beth Meyer Preschool is someone we would consider our competitor. They offer great programs and staff just as our day care would. They have two program options, three days a week or five days a week for preschool aged children. The advantage of our daycare would be its location. The Beth Meyer school charges \$805.00 for three days a week and \$1,156.00 for five days a week.

The Raleigh School is a local business which offers after school care for elementary school aged children. They offer many of the same activities we would offer, and run from 2:40 pm to 6:00 pm. They allow parents to choose how many days a week their child comes in. They charge \$105.00/month for one day a week, up to \$400.00/month for five days a week. However they fall short in some of the higher end options we would have in our daycare.

Another topic in our research was one that parents are very interested in, the health and safety of their child. A lot of this comes from the design and materials used in a space. For instance, the use of antimicrobial paints and flooring will be used to reduce the risk of harmful bacteria, mold and fungi, ultimately help minimize staining. New technology can be introduced at entrances for safety. New railings and a chair lift can be installed for better access to the second floor. Picking children up from local offices and schools is not only safer, it is also very convenient for parents. We are doing additional research to create secure drop off areas in front of the building as well. Lastly, we would be able to provide healthy and freshly made meals for the kids. This is especially important for children with allergies, and restricted diets.

Another research topic of ours was what activities are most valuable in child enrichment. The S.T.E.A.M. Program is one that is used across the nation in high end child learning facilities. It encompasses Science, technology, engineering, art, and mathematics. Engaging in physical activities was another important aspect in child development according to our research. In addition to our play area, we would like to make this transitional to an exercise area. To add to the art projects associated with the S.T.E.A.M. Program, there will be a theater area where children can have performances and watch movies during down time. Another important aspect in childhood development is boosting their self-confidence. During our research, we found that fun activities like cooking classes, and gardening do this and much more.

The design of our child care facility will be bright and playful. Research suggests that bright primary colors benefit young children's cognitive development. As a visual merchandising aspect, we will have the play area in the front with the bright natural light. We want every space to be multi-functional. For example the movie room doubles as a theater stage, the play area converts to an exercise space, the art tables can be used for lunch tables, and the nap room can be used as a lecture room. As we mentioned before surfaces will be antimicrobial which means they are also easy to keep clean. Structural aspects that we would need to address would include a drop ceiling over the nap room, walls around the upstairs, and removing or covering the cooler downstairs. We will also be adding walls downstairs for the office and meeting space, and for the class rooms.

G5 international truly believes a child care facility would not only flourish in this building, but also make surrounding tenants happy. Having options like this could even change the area, making it more family friendly. Additionally, this type of business is not one that moves often, so if successful, it would make for a long term resident in the space.

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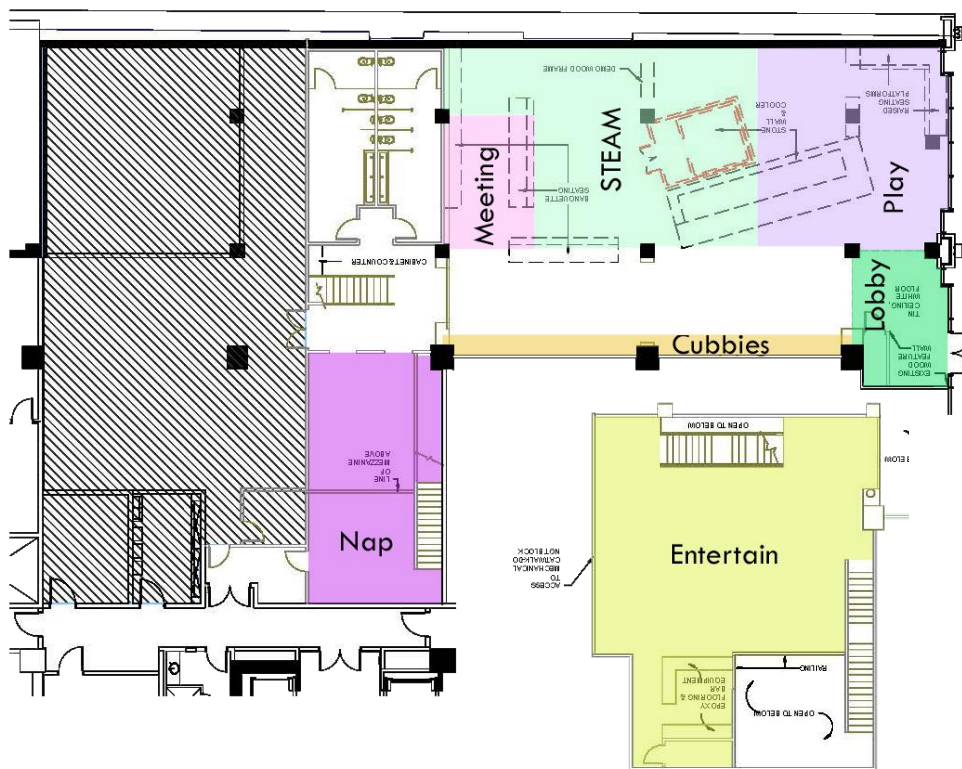
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DESIGN APPROACH

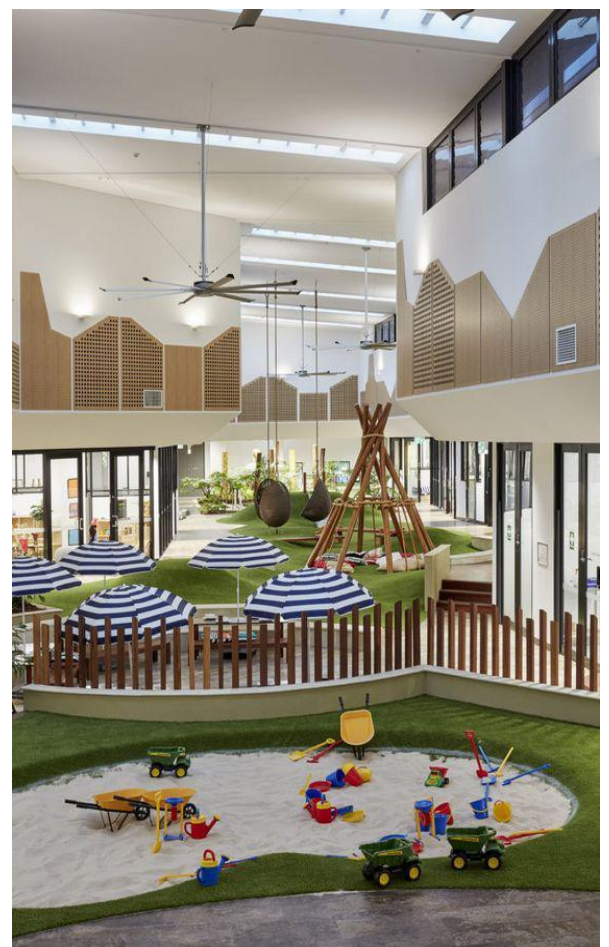
G5's approach to the design of this space is to take it and transform it the huge empty space into a high-end daycare that can be of great use to the community and employees that work in the downtown Raleigh Area. We want to design something that can be taken advantage of for kids preschool to fifth grade. This will offer and after school day care for those in the grade school age and a babysitting service for parents who want to have weeknight and

weekend outings in the PM hours. This space will function and can transform into multiple uses. The design and aesthetic will be high end and prestigious in all aspects. We want parents to know that their kids are getting the best of the best. By Highwoods hiring G5 International, they are getting a world renown design team that will take the design and space to the next level above and beyond the Highwoods already high standard.

Below is the intended layout for the space:



INSPIRATION IMAGES- DESIGN APPROACH



FEE BREAKDOWN

Fee Breakdown

	Total Square Feet	Cost Per Square Foot	Subtotal	Percentage of Budget
Construction Cost	7,612	\$ 218.00	\$1,656,000	92%
Design Fee	7,612	\$ 19.00	\$144,000	8%
Total			\$1,800,000	100%

Overall Cost if Additional Egress Door is Included

	Cost	Overall Budget	Total
Additional Egress Door	\$100,000	\$1,800,000	\$1,900,000

PROJECT SCOPE & BUDGET



SCHEDULE

Task	Assigned To	Start	End
Portfolio 1: Proposal		1/14/2020	2/13/2020
Team Identity	All	1/14/2020	1/16/2020
Research	All	1/16/2020	2/4/2020
Cover Letter	Jordan & Lauren	1/21/2020	1/28/2020
Table of Contents	Clara & Jordan	1/21/2020	1/28/2020
Experience/Key Personnel	Clara & Alexis	1/16/2020	2/11/2020
Fee Breakdown	Alexis & Jordan	1/16/2020	2/11/2020
Project Scope/Budgets	Lauren & Alexis	1/23/2020	2/11/2020
Project Schedule	Alexis & Jordan	1/14/2020	1/16/2020
Design Sketches	All	1/30/2020	2/11/2020
Portfolio 2: Phase I		2/11/2020	3/17/2020
Plans	Jordan & Alexis	2/18/2020	2/27/2020
Design Sketches	Clara & Jordan	2/11/2020	2/27/2020
Light Fixture Types	Jordan & Clara	2/20/2020	3/3/2020
Furniture & Finish Palettes	Jordan & Alexis	2/20/2020	3/3/2020
Preliminary Budget Lines Items	Alexis & Lauren	2/20/2020	3/5/2020
Refined Program/Concept	Lauren & Clara	2/20/2020	3/5/2020
Portfolio 3: Phase II		3/17/2020	4/21/2020
Pricing Plans	Lauren & Alexis	3/17/2020	3/26/2020
Sections and Rendered Perspectives	Alexis & Jordan	3/26/2020	4/14/2020
Furniture/Finishes Window Treatments	Jordan & Clara	3/17/2020	4/2/2020
Specs: Furniture/Finishes/Window Treatment	Clara & Jordan	4/2/2020	4/14/2020
Final Budgets: Construction and FF&E	Alexis & Lauren	4/9/2020	4/16/2020

KEY PERSONNEL



Jordan Cates

- Four years of interior design experience
- Design and space planning experience in corporate office environments
- Extensive hand rendering capabilities, strong in time management, leadership in school and in the private sector



Lauren Miller

- Three years of interior design experience
- Assisted in the design of a community center with a focus on youth engagement
- Innovative problem solver and gifted in ideation
- Proven success in building client relationships and loyalty



Alexis Odette

- Three Years of interior design experience
- Skilled in Revit, InDesign, and Photoshop
- Held leadership positions in Interior Design Student Chapter and group projects
- Able to manage time efficiently



Clara Rezk

- Three years of experience
- Excels in time management, detail-oriented and budgeting experience
- Skilled in Adobe Creative Cloud, AutoCAD, Revit and SketchUp
- Experience in sales and customer service



Alexis Odette

- Design and rendering of restaurant interior
- Restaurant design experience
- Drawings and renderings in Revit Software
- Historic reuse structure in Downtown Greenville, NC

Lauren Miller

- Kinston Zion Church Community Center
- Research and ideation
- Historic reuse structure in Kinston, NC



EXPERIENCE



Clara Rezk

- Third Place Coffee Shop experience
- Drawings in AutoCAD and Rendering in SketchUp
- Historic reuse structure in Greenville, NC

Jordan Cates

- Office design experience
- Drawings in AutoCAD and Rendering in SketchUp
- Historic reuse structure in Greenville, NC

