

# Portfolio 3

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# Refined Program/Concept

Home Girls proposes to convert Suite 120 on the ground floor of PNC Plaza into a sophisticated, meaning sleek and practical, design for this café and lounge. This includes an abbreviated grocery store that will be available to local residents. Proposed changes include removing the current built-in bar and refrigerator, replacing the banquette seating in the front with updated lounge pieces, and adding other café seating. A walkway will be placed near the existing front door, which will allow outside users of the grocery store to access it from the street. We will update the existing restroom finishes, but will leave them in their existing locations. The commercial kitchen will remain in its current location as well. We will convert the back room into condensed grocery, as well as provide kiosks with available items from the café's menu throughout the space. The mezzanine level will be utilized for extra lounge and café seating.

# Our Research

## PNC Plaza

**301 Fayetteville  
Street**

**Market:** Raleigh

PNC Plaza is a 33-story, mixed-use tower in the heart of downtown Raleigh.



## Neomonde Market

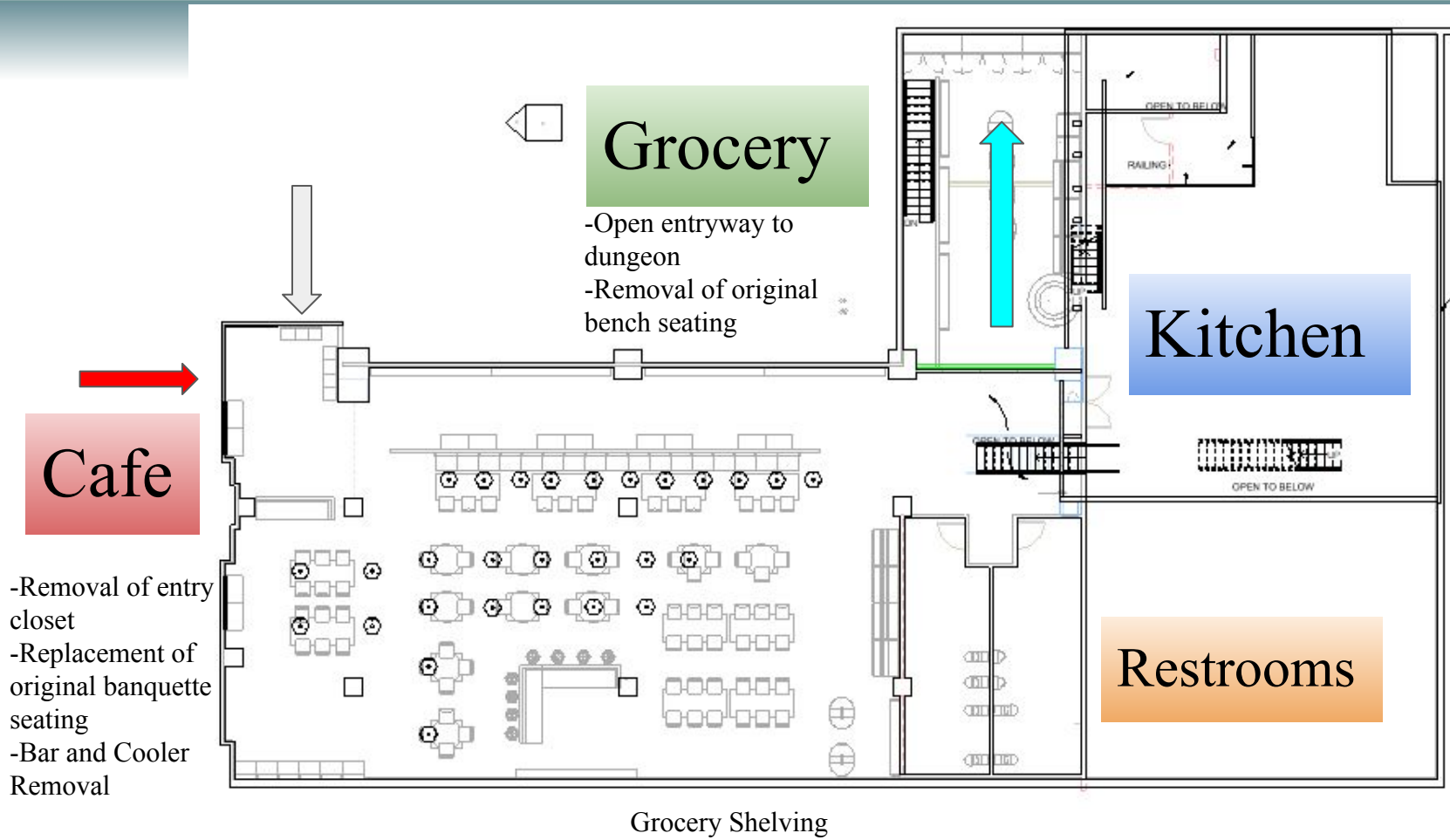
**3817 Beryl Road**

**Market:** Outer Raleigh/Cary

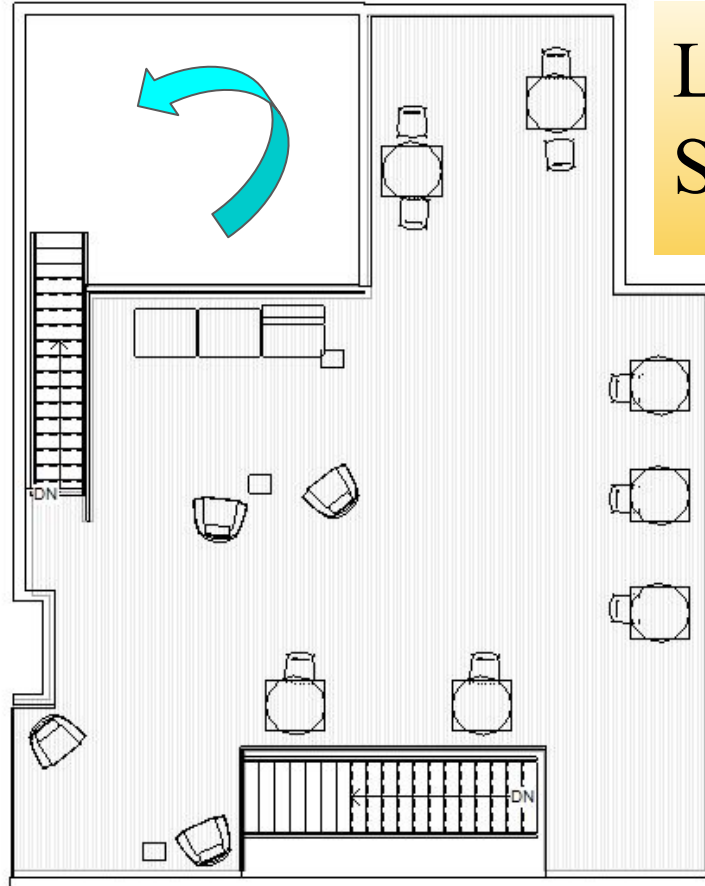
A mediterranean market that serves as a melting pot of Lebanese retail markets and foods.



# Floorplan + Pricing Plan : Floor 1



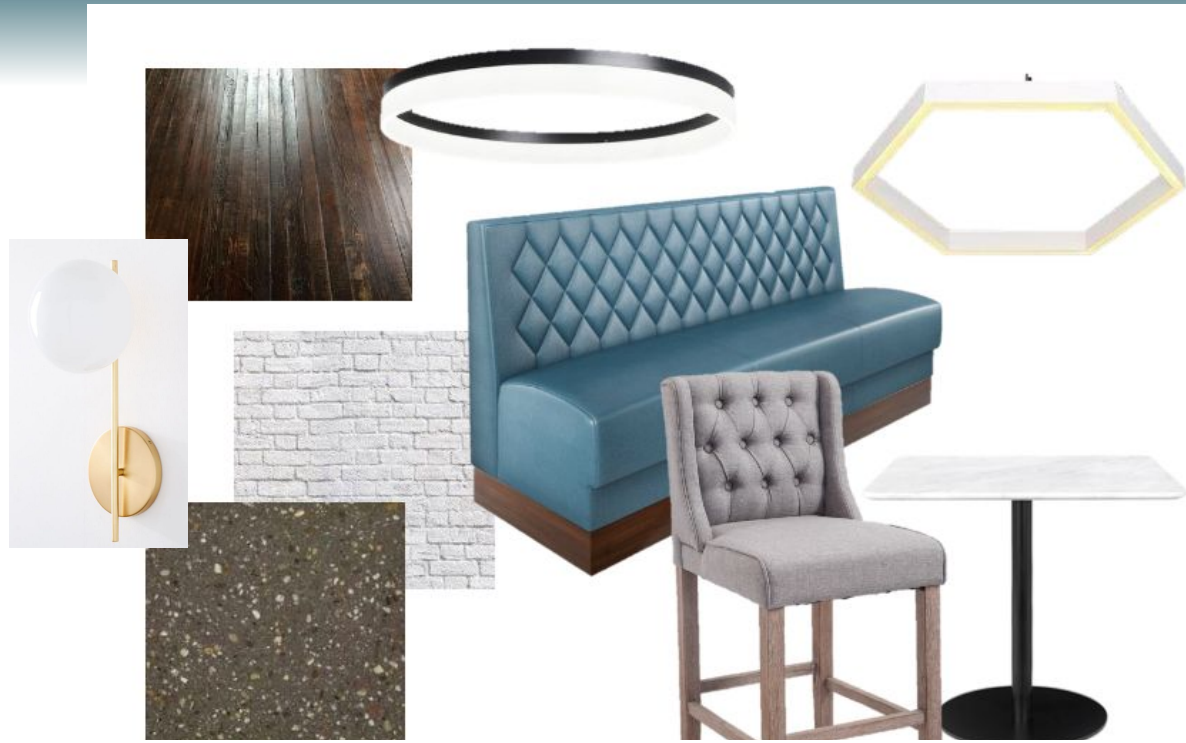
# Floorplan + Pricing Plan : Floor 2



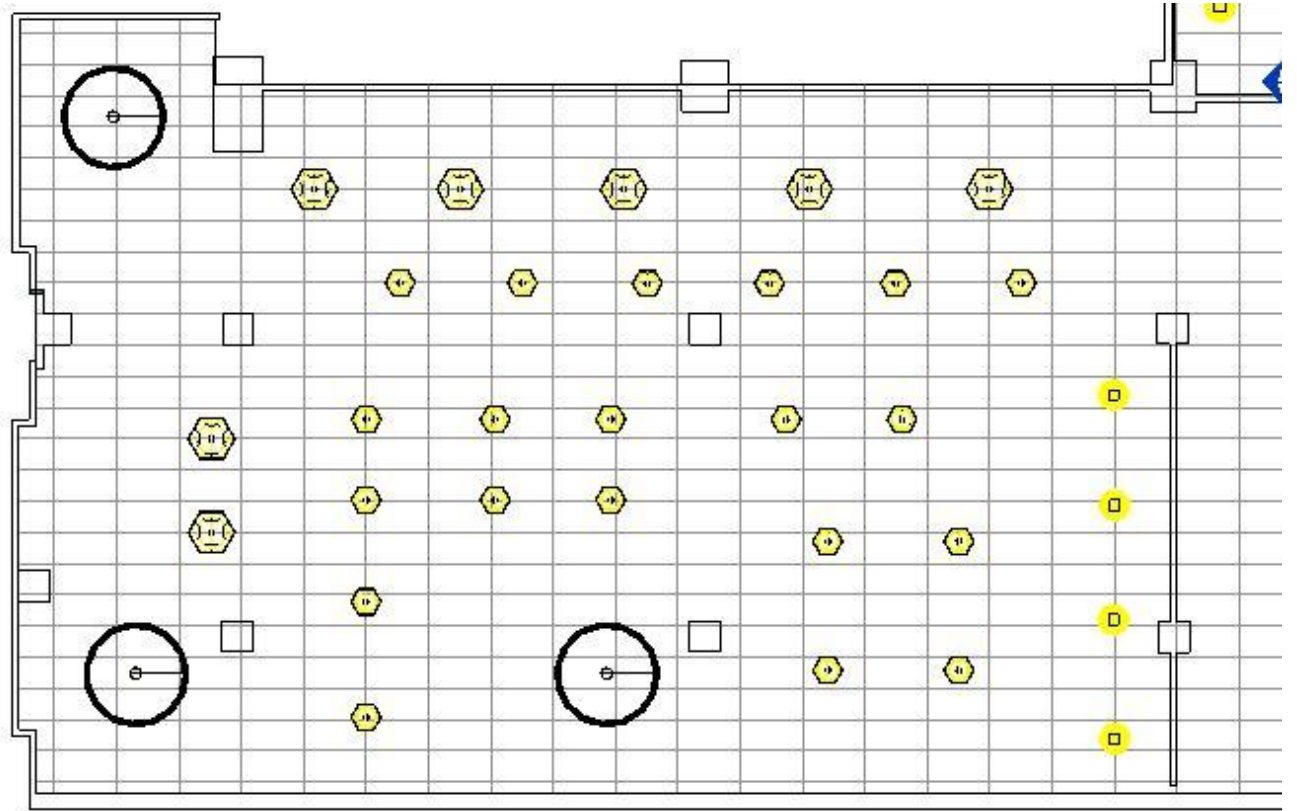
## Lounge + Extra Seating

-Mini bar and  
back closet  
removal

# Cafe + Lounge



# RCP



# Renderings:





# Dining



# Banquet







# Store



# Bar



# Cafe/ Marketplace/ Lounge Budget Plan

<u>Product</u>	<u>Notes</u>	<u>Brand</u>	<u>List/Retail</u>	<u>Quantity</u>
	Bar Custom Bar	N/A	\$8000	1
	Rhombus Shelves Custom Built-Ins	N/A	\$10000	1
	Three Seat Bench Finn FI2332	JSI: Jasper Group Brand	\$2750	6
	Square Table 7700 Series	Falcon	\$1122	10



**Product**

**Notes**

**Brand**

**List/Retail**

**Quantity**

Comida Barstool 9660 COMIDA METAL  
BARSTOOL

Falcon

\$973

26



Comida Chair 9662 COMIDA CHAIR

Falcon

\$734

48



Odeon Odeon

Eureka Lighting

3

Hex Area 36" Hex Area

Eureka Lighting

12

Hex Area 24" Hex Area

Eureka Lighting

45

Product

Notes

Brand

List/Retail

Quantity



Banquet Seating Fifth Avenue

Falcon

\$2267

23



Round Feature Aisle Display

Madix Inc

\$367

2



Stacking Table

Madix Inc

\$249

2



Solar Shades

The Shade Store

\$285

8



Montara650 Rectangular Bar-Height Café Table, 30" x 72" Counter, Power Grommet: No, Grade 1 Laminate, Powder Coat

Coalesse

\$3018

8

**Product**

**Notes**

**Brand**

**List/Retail**

**Quantity**



Bread Display Racks, Single Sided Wood  
Gondola Shelf Kit 12ft L

Lozier

\$1679

4



Diamonds are Forever Rose String Lights

LuxLumi

\$23

1



Light Rods LED Sconce

West Elm

\$179

10



Skygarden S2 (Halogen) White

FLOS

\$4995

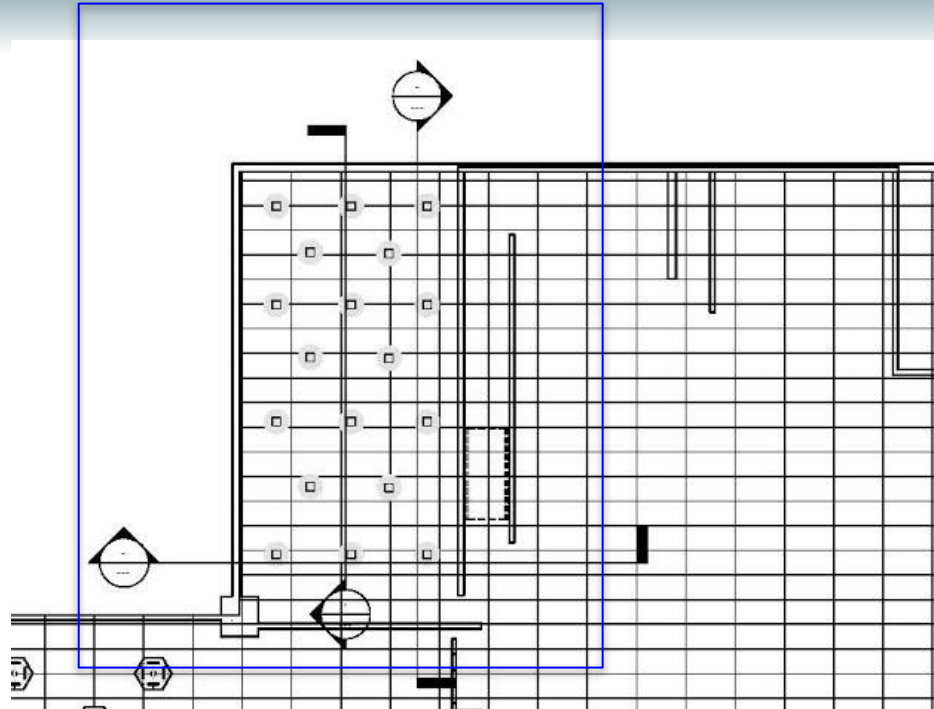
17



# Abbreviated Grocery



# RCP





# Renderings



# Renderings



# Marketplace Budget Plan

<u>Image</u>	<u>Product</u>	<u>Notes</u>	<u>Brand</u>	<u>List/Retail</u>	<u>Quantity</u>	<u>Reference</u>	<u>(ExF)</u>
	Convex Outdoor Wall Lighting black		Zero	\$709	6		\$ 4,254.00
	TrueFashion Track Lighting		Philips	\$39	12		\$ 468.00
	Promotional Table		Madix Inc.	\$236	2		\$ 472.00
	Mobile Produce Display		Madix Inc.	\$349	3		\$ 1,047.00
	Round Feature Aisle Display		Madix Inc	\$367	4		\$ 1,468.00



Stacking Table

Madix Inc

\$249

1

\$ 249.00



Bread Display Racks, Single Sided Wood Gondola Shelf Kit 12ft L

Lozier

\$1679

4

\$ 6,716.00



Black Refrigerated Sliding Glass Door Merchandiser with LED Lighting

Beverage-Air

\$3568

2

\$ 7,136.00



Skygarden S2 (Halogen) White

FLOS

\$4995

17

\$ 84,915.00

TOTAL

\$106,725.00

# Restrooms



# Restrooms Budget Plan



## Product

Stoddert Porcelain Console Sink

## Notes

## Brand

Signature  
Hardware

## List/Retail

\$799

## Quantity

8

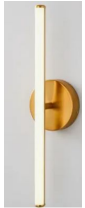


Infinity Brass Rectangular Mirror

CB2

\$149

8



Light Rods LED Sconce

West Elm

\$179

10

Total

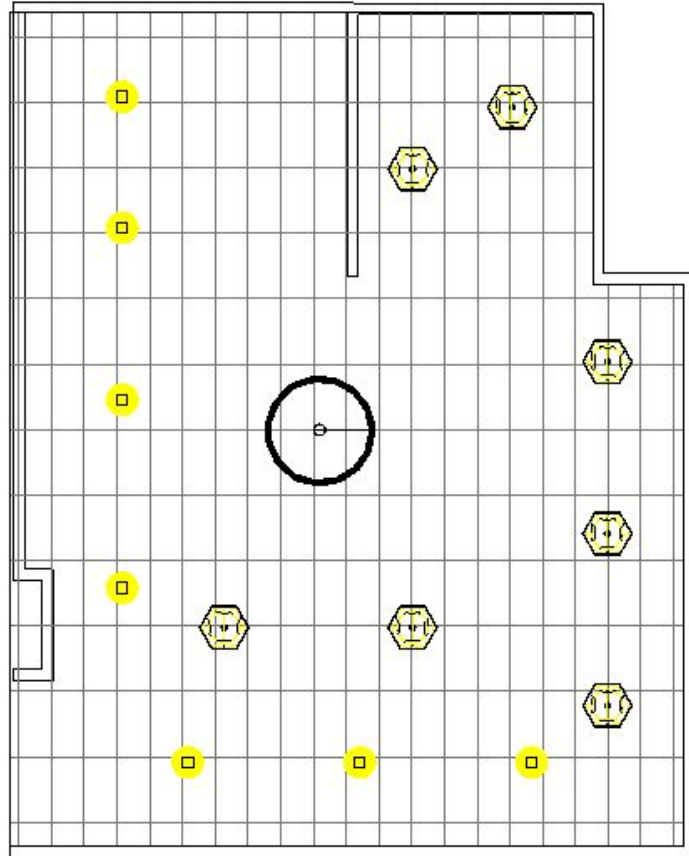
\$9,374



# Upper Mezzanine Lounge



# RCP








# Renderings




# Renderings



# Upper Mezzanine Budget Plan

<u>Product</u>	<u>Notes</u>	<u>Brand</u>	<u>List/Retail</u>	<u>Quantity</u>
	Line Personal Table	Uhuru	\$450	3
	Havn Lounge Chair	Studio TK	\$3,495	4
	Comida Chair 9662 COMIDA CHAIR	Falcon	\$734	9
	Square Table 7700 Series	Falcon	\$1122	7
	Sistema Lounge System 3-Seat	Coalesse	\$3,940	1

# Upper Mezzanine Budget Plan

<u>Product</u>	<u>Notes</u>	<u>Brand</u>	<u>List/Retail</u>	<u>Quantity</u>
	Hex Area 36" Hex Area	Eureka Lighting		7
	Odeon Odeon	Eureka Lighting		1
	Skygarden S2 (Halogen) White	FLOS	\$4995	3
		Total		\$48,724

# Window Treatments



**Solar Shades in the  
fabric 3%  
Charcoal for large  
retail windows.  
Qty (8)**

# Construction + Additional Fees

Item	Unit Cost	Multiplier (sq. ft.)	Subtotals
Construction	\$150.00 per sq. ft.	~8700	\$1,305,000.00
Professional Fee	\$1.00 per sq. ft.	~8700	\$8,700
FF&E			~\$165,000
<b>Total</b>			<b>~\$1,478,700</b>



# Furniture Lines -

FALCON™

*LOZIER*®

PHILIPS

coalesses®

 EUREKA



madix  
INNOVATION ON DISPLAY

FLOS

studio T

west elm



JSI

JASPER  
GROUP  
BRAND