

PROPOSAL



SARAH BEYER
MARBELLA MACIAS
MARY ANN MALPAYA
CARA OWSLEY



COVER LETTER

Highwoods Properties,

Home Girls intends to make improvements to Suite 120's ground floor and upper mezzanine level of the PNC Plaza building, turning it into a space that welcomes all! As there has been a lack of tenants within this space, we feel as though our proposed solution will be a perfect fit. The residents of the downtown Raleigh area are able to visit the location on foot. The suite currently consists of an empty bar and seating area, we proposed to turn it into a Café + Lounge with unique lighting and décor that gives a sophisticated look. A full breakfast, lunch, and dinner menu will be offered from 7:00 AM through 8:00 PM every day of the week. We will utilize the restrooms and commercial kitchen as they stand, with updated elements. The space adjacent to the restrooms and staircase will serve as an abbreviated grocery store. This element will house products from the café menu. The upper mezzanine level of the space will be ADA compliant. The upper and lower levels of the abbreviated grocery will showcase the same products on both floors.

Sincerely,
Home Girls

DESIGN APPROACH

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 adding a second entrance to the front façade, 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 commercial kitchen and existing bathrooms but leave them in their existing locations. We will convert the back room and upper mezzanine level into a hot/cold storage grocery store, as well as provide kiosks with available items from the café's menu. The mezzanine level will have ADA accommodations to serve all visiting patrons. We will keep the sophisticated concept throughout our space, as we want this location to feel as high end as the building in which it is housed. This business venture will be a successful addition to the downtown Raleigh area, based on research conducted through the Neomonde Mediterranean Market. Proposed is a similar business strategy, with an estimated annual revenue of \$18.8 million. The Mediterranean Market is located half an hour outside of the downtown area, which will allow for success within the ten block area that this cafe will serve.

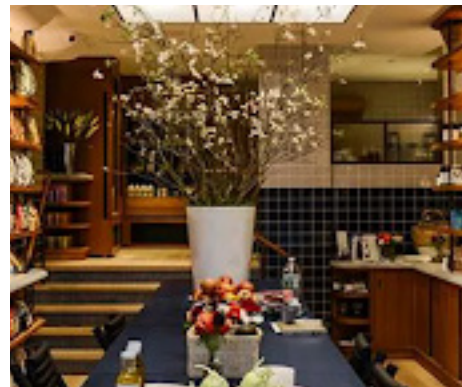


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EXPERIENCE



“Design to express, not to impress.”

With a cumulative experience of 15 years within the Interior Design Community, Home Girls is an Interior Design partnership that designs both commercial and residential projects in the Raleigh/Durham area. It was founded by four East Carolina University Graduates: Sarah Beyer, Marbella Macias, Mary Ann Malpaya, and Cara Owsley. Collectively the designers have gained a strong experience in kitchen and bath, retail, office, and hospitality design. The partnership’s software knowledge includes AutoCAD, SketchUp, Revit, Cap 2020, V-Ray, Twilight, and both Adobe and Microsoft Office Suites.

KEY PERSONNEL



Sarah Beyer

Education: Bachelor's of Science in Interior Design, Minor in Business Administration

Graduation: May 2020 - East Carolina University

Background: residential and commercial design, hand and digital rendering, and furniture specification

Key Projects: commercial office space, hotel lobby renovation, a paired kitchen and bathroom upfit, and a series of pop-up stores located in Greenville, NC

Software Use: AutoCAD, Revit, Sketchup, Adobe Photoshop, and Microsoft Office

Project Role: communication and scheduling



Marbella Macias

Education: Bachelor's of Science in Interior Design

Graduation: May 2020 - East Carolina University

Background: residential and commercial design especially kitchen and bath design

Key Projects: retail, office, and hospitality design

Software Use: AutoCAD, Sketch Up, Revit, 2020 Design, Photoshop CC, and Microsoft Office

Project Role: manual and digital renderings



Mary Ann Malpaya

Education: Bachelor's of Science in Interior Design

Graduation: May 2020 - East Carolina University

Background: concept building, space programming, creating engaging graphics and presentations

Key Projects: coffeehouse, residential kitchen, senior living condo unit, commercial office space

Software Use: SketchUp, SketchUp Plugins (SU Podium V2.6, Vray), AutoCAD, Adobe Creative Cloud, Revit and Microsoft Office

Project Role: concept and graphics



Cara Owsley

Education: Bachelor's of Science in Interior Design, Minor in Business Administration

Graduation: May 2020 - East Carolina University

Background: space planning, furniture selections, finish specifications, budgeting and time management

Key Projects: residential kitchen renovation, hotel lobby, commercial office space and senior living condo unit

Software Use: SketchUp 2019, AutoCAD 2019, Revit 2019 and Microsoft Office

Project Role: budgeting and FF&E specifications

FEE BREAKDOWN

Item	Unit Cost	Multiplier (sq. ft.)	Subtotals
Construction	\$150.00 per sq. ft.	~8700	\$1,305,000.00
Professional Fee			\$104,400.00
Add'l Front Door	\$100,000.00		\$100,000.00
Total			\$1,509,400.00

PROJECT SCOPE

Front

Removal of entry closet
Host stand removal
Raised banquet seating removal
Bar/cooler removal
Add second main entry

Back area

Banquette seating removal
Dungeon open entry way -remove middle wall
Add second entrance for grocery (residents only)

Mezzanine

Mini bar and closet removal

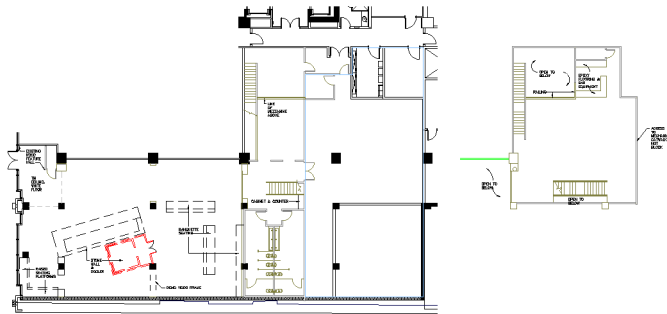
PROJECT SCHEDULE

TASK	ASSIGNED TO	START	END
Portfolio 1	ALL	1/14/20	2/13/20
Task 1	Team Name and Logo	1/14/20	1/14/20
Task 2	Research	1/14/20	1/16/20
Task 3	Cover Letter + Table of Contents	1/23/20	1/23/20
Task 4	Experience + Key Personnel	1/28/20	1/28/20
Task 5	Project Scope/Budget	1/30/20	1/30/20
Task 6	Project Schedule + Design Approach	2/6/20	2/6/20
Task 7	Fee Breakdown	2/11/20	2/11/20
Task 8	Proposal	1/14/20	2/13/20
Portfolio 2	ALL	2/18/20	3/17/20
Task 1	Plans	2/20/20	2/20/20
Task 2	Design Sketches	2/25/20	2/25/20
Task 3	Light Fixture Types	2/27/20	2/27/20
Task 4	Furniture + Finish Palettes	3/3/19	3/3/19
Task 5	Preliminary Budget Line Items	3/5/20	3/5/20

TASK	ASSIGNED TO	START	END
Task 6	Refined Program/Concept	3/10/20	3/10/20
Portfolio 3	ALL	3/19/20	4/21/20
Task 1	Pricing Plans	3/24/20	3/24/20
Task 2	Sections and Rendered Perspectives	3/31/20	3/31/20
Task 3	Furniture, Finishes, and Window Treatments	4/2/20	4/2/20
Task 4	Specs: Furniture, Finishes, Window Treat.	4/9/20	4/9/20
Task 5	Final Budgets: Construction and FF&E	4/14/20	4/14/20

RESEARCH

Highwoods Properties Background



“We focus on owning and managing buildings in the most dynamic and vibrant submarkets, which we refer to as BBDs (an acronym for Best Business Districts). BBDs are highly-energized, infill business communities that enhance our customers’ ability to attract and retain employees and their own customers, are surrounded by amenities and are well-located within larger metropolitan areas.”

“Highwoods Properties, headquartered in Raleigh, North Carolina, is a publicly traded (NYSE:HIW) real estate investment trust (“REIT”) and a member of the S&P MidCap 400 Index.

Highwoods owns, develops, acquires, leases and manages properties primarily in BBDs (an acronym for Best Business Districts) of Atlanta, Greensboro, Memphis, Nashville, Orlando, Pittsburgh, Raleigh, Richmond and Tampa.”

Website:<https://www.highwoods.com/>

Zinda Restaurant Background

Zinda, which restaurant entrepreneur G. Patel and company opened in 2012 as an Asian fusion restaurant, transitioned into a private events and nightlife space late 2015 before shuttering completely in March 2016. Patel is the president and founder of Eschelon Experiences, which operates a number of restaurants in Raleigh, including Mura in North Hills and Cameron Bar and Grill, Edwards Mill Bar and Grill and The Haymaker bar. He previously owned The Oxford, Faire, Bare Bones and Zinda in Raleigh and Basan in Durham , all of which are now closed. He's also one of the co-owners of The Social Beverage Company, which produces Social House Vodka. He also owns a small percentage of Raleigh Raw.

“For the past 15 years, I’ve had tremendous success as a restaurateur and entrepreneur, opening and operating numerous restaurants under Eschelon Experiences. That success has given me the opportunity to employ hundreds of individuals across the Triangle community and support dozens of local non-profit organizations. But the hospitality industry is a tough and risky business to be in. To succeed, the numbers have to work perfectly every time. I’ve taken that risk and have been able to succeed time and time again. But success does not equal perfection,” Patel said in a statement released by Eschelon.



Zinda opened in 2012 as a restaurant and bar but has most recently been a nightclub and event space. Eschelon Experiences also owns a number of other Raleigh restaurants, including Cameron, Faire and Mura.

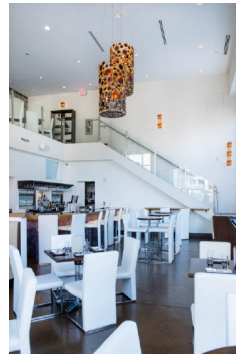
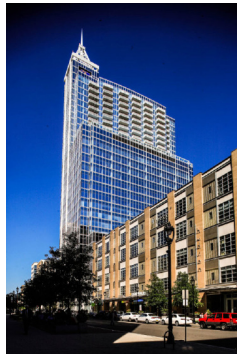
Website:<https://www.newsobserver.com/living/food-drink/mouthful-blog/article66409137.html>

<https://www.wral.com/raleigh-restaurant-owner-G-Patel-files-for-bankruptcy/18141271/>

PNC Plaza Background

301 Fayetteville Street
Market: Raleigh

PNC Plaza is a 33-story, mixed-use tower in the heart of downtown Raleigh. The building includes first floor retail space, eight floors of in-building parking, 11 floors of office space and 11 floors of residential condos.



Website: <https://www.highwoods.com/find-your-space/detail/203/pnc-plaza>