



COVER LETTER

We at 4DESIGN are a team of designers with 16 years of experience between the four of us. There are a variety of skills on the team that will ensure the design is well rounded and that no details are missed. Along with detail-oriented designs, our company strives to have competitive pricing for our services. We charge our clients a lump sum rather than raising the final cost depending on the amount of time needed to finish a project.

Our proposal for suite C of the PNC Plaza is to encourage a healthier, more convenient lifestyle for people in the community. Through providing a space for exercise, wellness, and food through our in-house set made-to-order menu that changes weekly. This method will allow users to order a desired amount of arranged meals to pick up on the go. The design proposal for the Highwoods project at 301 Fayetteville St., Raleigh, NC 27601 will keep the main structures of the building as is, while only making major adjustments in needed areas.

The space itself will become a fitness hall that holds a plethora of rentable multi-use exercise studios along with a wellness area. Raleigh is ranked number two statewide in physical activity, having only 15% of adults in the area describe themselves as "inactive". With such an active community, a wellness center in the heart of Raleigh will be a popular business and bring in a good amount of revenue. The wellness center will have flexible hours in order to align with clients' needs and schedules. In conjunction to the fitness studios, there will be a smoothie/protein bar and a merchandise corner displayed where it can be viewed from the window which will attract customers off the street. Throughout the process of creating the fitness hall, our approach will be aimed towards group work and consulting. Involving our clients each step of the way and establishing an open line of communication to discuss progress will be the key factor in ensuring all aspects of this design come together to create a space that will flourish in the community.



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DEMOGRAPHICS

- Raleigh, NC- Current Population: 470,509
- White – 53.5%; African American/Black – 27.1%; Hispanic of Latino – 10.7%
- Median Age of Population: 34.1
- Median Household Income: \$65,695
- Median Property Value: \$268,900
- Raleigh employs 262K people. The largest industries are professional, scientific, and tech services. The other industries are health care and social services.
- Males in Raleigh make 1.32 times higher than the average income of females
- Average male salary: 62,551
- Average female salary: 47,552
- Most common job groups held by people living in Raleigh are management positions, sales and related occupations, and business and financial jobs.

SURROUNDING FITNESS CENTERS

- Located on Fayetteville Street: None
- Surrounding areas: Poyner YMCA located ½ block from PNC Plaza- does not include wellness/food center
- No “specialty” exercise studios located within walking distance for PNC Plaza residents and people who work on/ near Fayetteville St.
- Row House located on Mercantile Dr. in Raleigh is very successful for athletes who desire a versatile workout without being confined to a gym setting-proving there is a community desire for fitness
- Research states Fayetteville St. would find success in a fitness hall that focuses on specialized, targeted circuit performances combined with a wellness area and food

Material Spotlight

Flooring-

- Plastic, Rubber, and Concrete mixed flooring for easy clean up and less bacteria growth

Walls-

- Refurbished wood, re- paint, add aesthetically pleasing acoustical paneling
- Biophilic - Natural moisture absorption

Ceiling-

- Acoustic paneling in taller, noise-heavy areas

Lighting-

- Neon accent lighting
- Existing cans throughout design

DESIGN APPROACH

Raleigh having recently been listed as the No. 2 spot *globally* for quality of life, we at 4Design spent time researching what a “good” quality of life means to the residents of Raleigh. Often, the answer combined three main elements: stable finances, great friends & family, and good health.

Diving deeper into the last component and understanding the culture of Raleigh, we learned exercise plays a big role in many of the resident’s lives. Wake county being ranked 2nd out of 100 in health with a median household income of 65,000, Raleigh is a fit, health conscious community that has the values and income to support a fitness business. Knowing how active the community is, 4Design was surprised to see no exercise studios located on Fayetteville St. other than the YMCA located a few blocks down. Although YMCA’s are great fitness centers, they lack the ability to provide specialized, group-oriented workouts with variety in which caters to a younger, more agile demographic, while still providing food and spa-like options as well. 4Design plans to introduce into the surrounding community a multi-versatile studio fitness design, known as the Fayetteville St. Fitness Hall that incorporates wellness features and food.

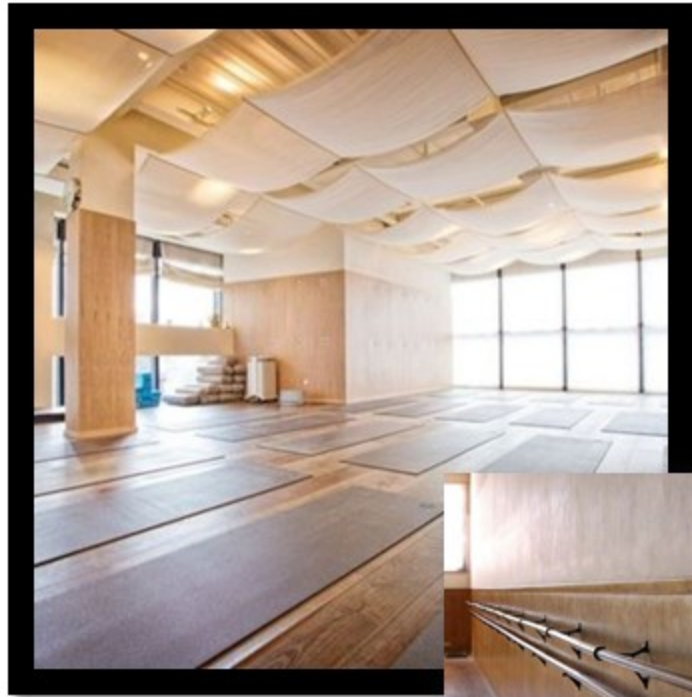
Consisting of more than just workout studios, Fayetteville St. Fitness Hall will house a full-menu similar to Clean Eatz, in which customers can pre-place a variety of meal orders from items made in-house and have the quantity they desire ready for pick-up at a time they requested. Along with a full-meal menu will be a smoothie & protein bar as well as a merchandise corner where members can buy workout gear seen in their classes along with exercise attire. The wellness center will focus on skincare, through facials, massages, and cosmetics. In the area, there is only one specialty exercise studio, The Row House on Mercantile Drive. Because of this, our team feels that this space is in the ideal location to be successful as a multi-studio space that caters to many different exercise needs, along with food and wellness.



PROJECT SCOPE

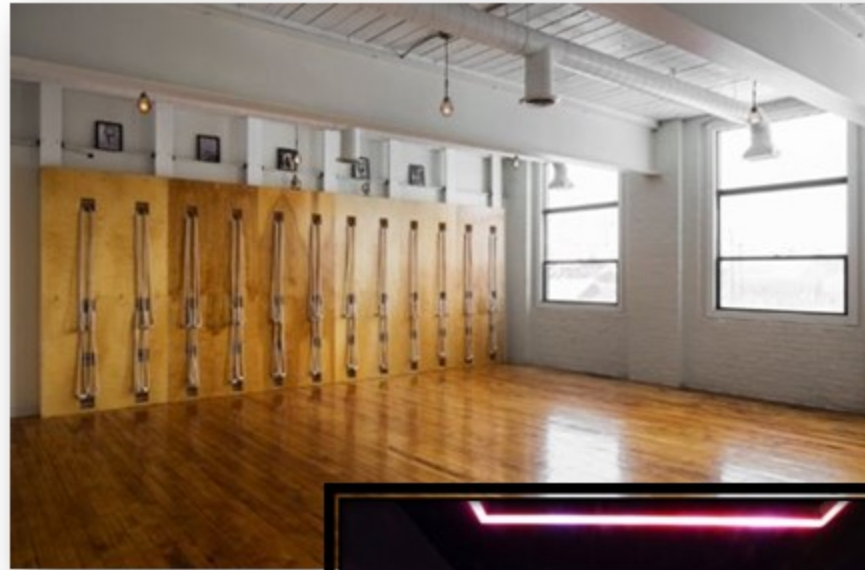
MAIN GROUND LEVEL

- ✓ Use existing main bar for workout check-in/out counter
- ✓ Large cooler behind bar used to store pre-ordered food items
- ✓ Spin Studio incorporated behind counter
- ✓ Retail area located near front windows for workout merchandise
- ✓ Yoga/Barre studio located in back room



MEZZANINE LEVEL

- ✓ Multi-purpose workout studio- TRX, Orange Theory inspired space
- ✓ Small smoothie café



COMMON CORRIDOR

- ✓ Keep existing wood, sand and re-stain
- ✓ Incorporate biophilic elements
- ✓ Lighten concrete flooring throughout
- ✓ Add lounge seating along main corridor walls

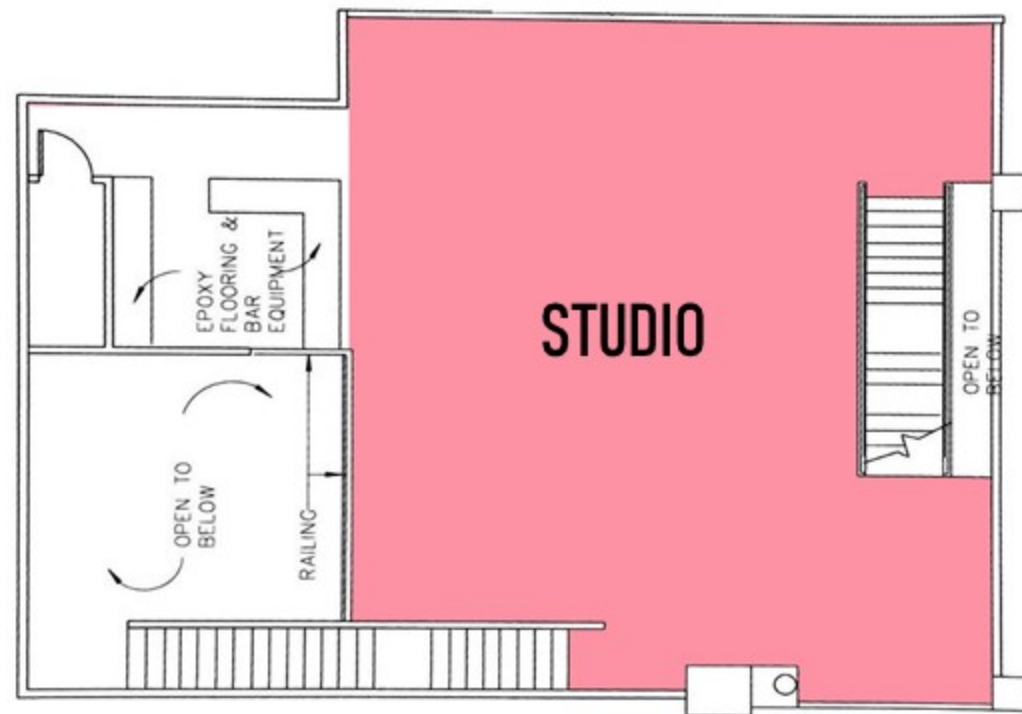


BATHROOM DESIGN

- ✓ Expansion of the existing bathroom design
- ✓ Incorporate three shower stalls, one ADA shower stall, and a locker area for both men's and women's
- ✓ Existing toilet stalls will stay
- ✓ Installation of lighter tile on walls; flooring will stay the same. Ceilings painted lighter



CONCEPTUAL PLANS



EXPERIENCE: MEET YOUR TEAM



Bri Barker

- ✔ 4 years of interior design experience at ECU BS Program
- ✔ Specializes in Commercial Design & Finance
- ✔ Oversees space planning, budgets, and construction documents



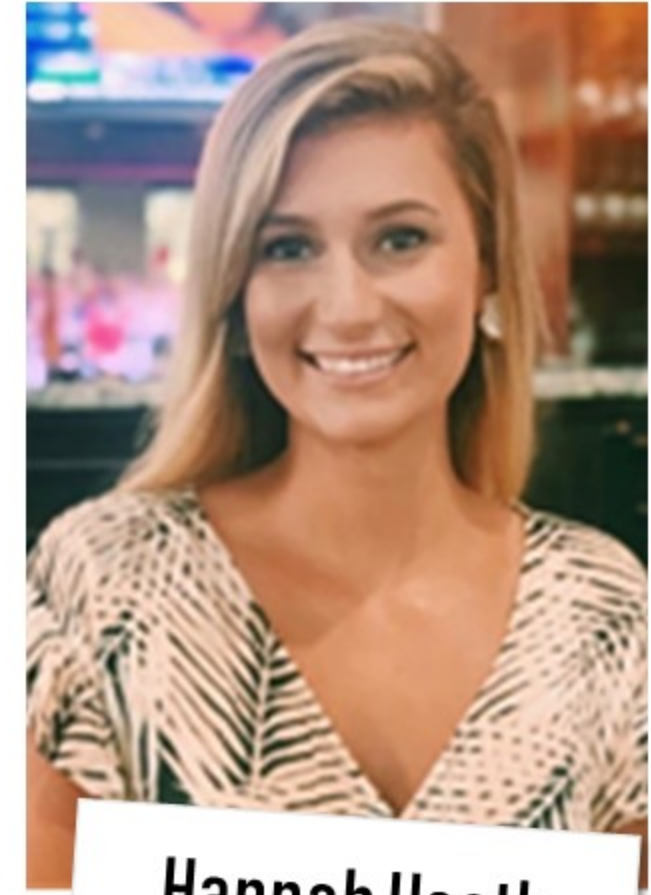
Julien W.

- ✔ 4 years of interior design experience at ECU BS Program
- ✔ Specializes in Commercial Furniture Dealer and Manufacturer
- ✔ Oversees communication between client, dealer, and manufacturer



Holly Johnson

- ✔ 4 years of interior design experience at ECU BS Program
- ✔ Specializes in computer software
- ✔ Oversees Revit, AutoCAD files, and virtual renderings



Hannah Heath

- ✔ 4 years of interior design experience at ECU BS Program
- ✔ Specializes in furniture and finish products
- ✔ Oversees finishes, furniture, and equipment

FEE BREAKDOWN

Budget	\$177/ SF	8,700 SF	\$1,541,600
Professional Fees	\$1.8m	8%	\$144,000
Reimbursable Expenses for Professional Services	\$144k	10%	\$14,400
Additional Door/Curtain Wall Costs			\$100,000
Total			\$1,800,000



