



HILTON GARDEN INN

A PROPOSED DESIGN PROJECT BY
EDWARD THATCH
DESIGN & CO.



IN COLLABORATION WITH
CLARENDON PROPERTIES

HILTON GARDEN INN

Edward Thatch Design and Company will be partnering with Clarendon Properties to design four areas within the new-build hotel, located in Uptown Greenville.

When discussing expectations of design with Clarendon Properties, the desire to incorporate East Carolina's pirate spirit was expressed. Edward Thatch Design and Company is perfectly suited for to fulfill these wishes, because of the ET's unique ties to the most famous pirate in the world. ET Design & Co. understands and focuses on embodying this theme throughout design, but not in an obvious or distracting way.

Throughout these four spaces Edward Thatch Design and Company proposes to create an environment that embodies new life while incorporating aged folklore. With a main focus on the inclusion of Hilton's iconic elements, ET will also use a variety of texture, color, and accents that relate to past sailors and ships at sea.

The fusion of modern design and the fulfillment of Eastern NC's pirate history, the Hilton Garden Inn will be a landmark for Downtown Greenville. Not only used as a place to rest – this hotel will serve as a gathering place for locals and visitors. A sleek setting to relax, to socialize, to enjoy cocktail hour, and to experience some nostalgia of "a pirate's life for me."



*T*ABLE OF *C*ONTENTS

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NEW CONSTRUCTION 8 Story Building (101 Room Occupancy)

LOBBY / LOUNGE (Exclusive to Hotel)

- Main Entrance
- Combined Lounge and Dining Seating
- Bar

SIDE COURTYARD (Exclusive to Hotel)

- To the left of the building
- 4" Concrete Slab
- 1,666 Square Feet (Area)

BACK COURTYARD (Hotel and Public)

- Main Hotel Entrance (Parking Garage)
- Exit Way (Public Alley)
- Delivery

ROOFTOP BAR (Hotel and Public)

- Located on the top (8th) floor of the hotel
- Outdoor Patio (with Nano-Walls)
- Fire Pit
- Dining Included

PARKING

(None on Site)

- City of Greenville Parking Deck, located off of Cotanche St.
- Street Parking

EDWARD THATCH DESIGN & CO.
AND
CLARENDON PROPERTIES



SITE

LOCATION

- Downtown / "Uptown" Greenville
- Evans Street (Between 4th and 5th St.)
- Project is on a tight property site, at 3/10 of an acre
- Surrounding Historic Architecture
- Downtown Greenville is the city's busiest place (University's presence)



LOCAL AMMENITIES

- Restaurants within walking distance from the hotel (Coastal Fog; The Scullery; Winslow's; Starlight Café; The Blacken Cracken; Luna Pizza; SOCO; Luna Pizza; Dickenson Avenue Public House; Smach Waffles; Ford + Shep; Greenville's famous Sup Dogs and many more...)
- Arts and Culture (Dickenson Avenue Farmers & Makers Mart; Greenville Museum of Art; Emerge Gallery and Art Center; Stuart Haithcock Art Studio; and The Art Lab: Innovation Station)
- Outdoor Activities (Greenville Greenway System and the Greenville Town Common)
- Popular Shopping (Bicycle Post, Catalogue Connection, Dickenson Avenue Antique Market, Elizabeth Richards Collection and Sojourner Whole Earth Provisions)
- Local Breweries (Uptown Brewing Company, Pitt Street Brewing Company, Mpourium)



CLIENTELE

The most important factor of this new establishments upcoming success is that there is currently no other competitors of its kind within the area. As of today (February 2021), an accessible hotel with the capability to properly serve the community's patrons and guests does not exist... Although plans are in action for similar boarding ventures to develop in the surrounding area; the Hilton Holiday Inn will confidently earn the city's admiration and business as a fresh start to support the Greenville community all together.

FOREIGNERS

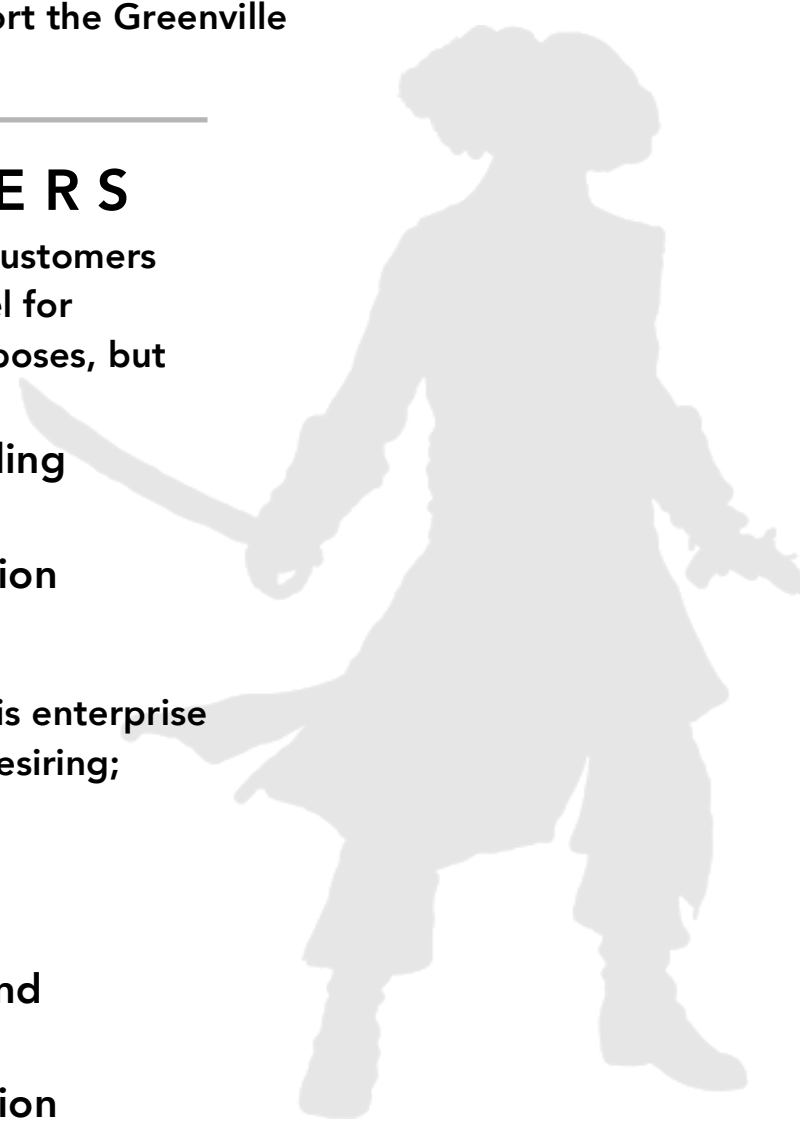
Confidence stands in customers visiting the area / hotel for University-related purposes, but may also include;

- Business Traveling
- Group Travel
- Leisure / Vacation

NATIVES

Open to the public, this enterprise will also invite locals desiring;

- Dining
- Cocktail Hour
- Remote Work
(Professional and Educational)
- Leisure / Vacation



EDWARD THATCH
DESIGN & CO.

MEET THE TEAM



*S*AMANTHA HEUMAN
• LEADER AND
COMMUNICATOR

*C*OREY EADS
• SCHEMATIC MANAGER



*M*cKENZIE LOVE
• DESIGN MANAGER

*E*LIZABETH BROWN
• PROJECT MANAGER



The Edward Thatch Design and Company team has experience in both residential and commercial design, with a combined 14 years of experience. Some of our major projects have included historic rehabilitation; designing of a coffee shop, which included some rehabilitation aspects; community housing; home design (specifically kitchen area), and workspace / office areas.

CLARENDON PROPERTIES
COMMERCIAL DEVELOPMENT
AND REAL ESTATE

"The expertise of our commercial real estate development firm directs your project through every stage of development. We guide our clients through the entire process from inception to completion.

Through our extensive experience, we've forged strategic alliances with reputable companies, creating a "dream team" that enables us to consistently produce desired returns for investors, medical and dental professionals, brokerage clients and hotel industry leaders."

INTRODUCING OUR CAPTAINS



*G*ALE WALLACE
• DIRECTOR OF PROJECTS
• MANAGER / BROKER



*K*AITLIN JAMES
• PROJECT
MANAGER



BASED OUT OF
WILMINGTON, NC





HILTON
HOTELS
 HILTON GARDEN INN

BRAND INTERACTION AND STANDARDS

“The Hilton Garden Inn design aesthetic should be welcoming with rich, sophisticated colors and upscaled texture. The space should encourage the guest to connect both socially and digitally. The bar, along with the food and beverage offering and detailed design set this brand apart from other focused service brands.”

L A I D B A C K S O P H I S T I C A T I O N

Bright attitudes and light airy spaces set the stage for an elevated level of style and care from the first hello to the next. Everything is thoughtfully designed to create a social energy, yet casual experience.

T A R G E T M I N D S E T

Travelers who are optimists at heart; they want to let go of their stresses, escape the daily rut and see the world in a positive light. We embrace both light and bright, allowing guests to feel sunny and satisfied. Target guest demographic is:

B R A N D : B R I G H T H E A R T E D

- Ability to touch both hearts and minds with open front desk, food & beverage offering, and plenty of opportunities to connect electronically, or socially.
- Vibrant and heartfelt positivity.
- Sunny, positive, contagious vibe comes to life through welcoming colors, textures, and finishes.

DESIGN AND INSPIRATION



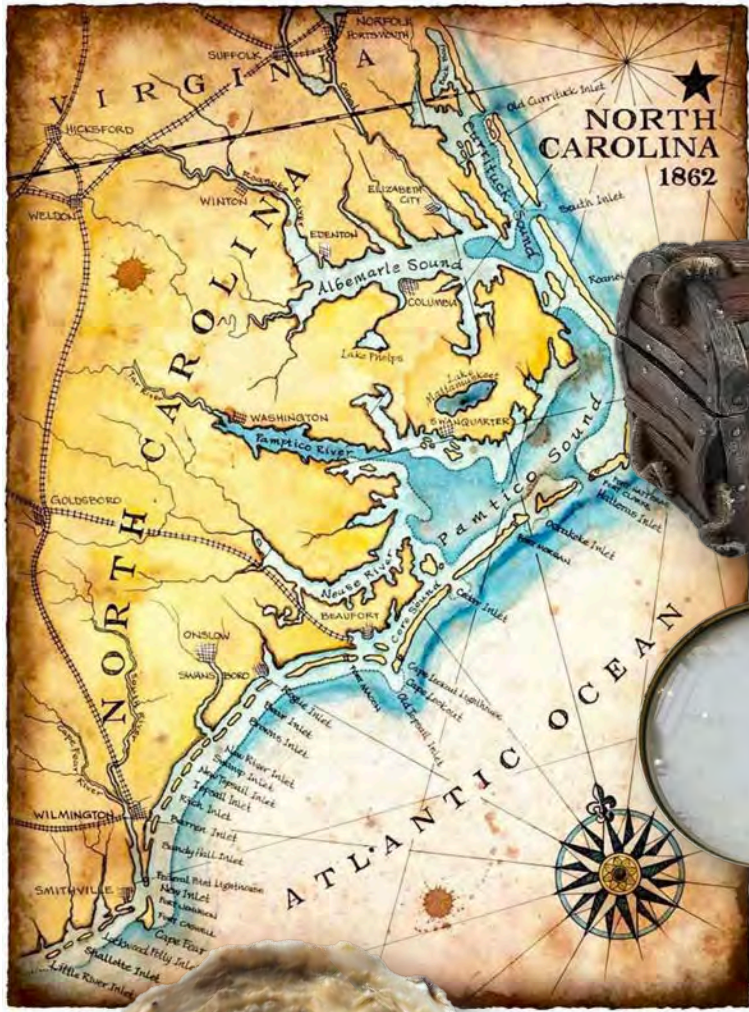
DESIGN AND INSPIRATION



DESIGN AND INSPIRATION



DESIGN AND INSPIRATION



FEE BREAKDOWN AND BUDGETING

Project Budget

Space	Square Footage/Project Scope	FFE/Finishes Budget	Total
Lobby	2573 sq ft	60.00 \$	154,380 \$
Lounge	600 sq ft	60.00 \$	36,000 \$
Rooftop	1826 sq ft	45.00 \$	82,170 \$
Side Patio	1454 sq ft	16.00 \$	23,264 \$
Back Patio	1600 sq ft	5.00 \$	8,000 \$
Professional Fee:		2.25 \$	18,119 \$

Total Square footage : 8053 FT

Project Total : 321,993 \$

MAY NEED TO EXPAND FOR IMAGE CLARITY



SCHEDULE / SCOPE AND GANTT CHARTS

PHASE I

Proposal (4 weeks)

- Create a name and logo for our team that sets our team apart from the rest.
- Conduct research on the hotel, project site, and on Claredon.
- Proposal which will include the cover letter, table of contents, key personnel, fee breakdown, project schedule and design approach.
- Create a Project Budget that includes the usable square footage for each space. Also include a preliminary budget for furniture and equipment for each space.

PHASE II

Pre-Design/Schematic Design (4 weeks)

- Discuss with the Highlands team about their likes and dislikes.
- Develop AutoCAD plans that include logical traffic flow within the space as well as the circulation routes.
- Create spatial concept sketches of the lobby, patio, parking deck entry, and rooftop bar.
- Assemble specifications of the light fixtures intended for use in each space.
- Choose preliminary furniture and architectural finishes for each space of the project.
- Disclose any design challenges faced and solved during this phase.

PHASE III

Design Development, including Contractor Cost Estimates & Highwoods approvals (4 weeks)

- Create the final furniture plan as well as the reflected ceiling plans.
- Create sections and rendered perspective of the designed spaces.
- Create a specs sheet for all the furniture, finishes, and window treatments of each designed spaces.
- Create a finalized version of the furniture budget for the project.



SCHEDULE / SCOPE AND GANTT CHARTS

PORTFOLIO ONE

Edward Thatch Design & Co.		Claredon Properties													19-Jan-21			18-Feb-21													
Portfolio 1		CLIENT NAME													START DATE			END DATE													
Task ID	Task Name	Start Date	End Date	Duration (In Days)	2/1/2021	2/2/2021	2/3/2021	2/4/2021	2/5/2021	2/6/2021	2/7/2021	2/8/2021	2/9/2021	2/10/2021	2/11/2021	2/12/2021	2/13/2021	2/14/2021	2/15/2021	2/16/2021	2/17/2021	2/18/2021	2/19/2021	2/20/2021	2/21/2021	2/22/2021	2/23/2021	2/24/2021	2/25/2021	2/26/2021	2/27/2021
A01	Team Identity	2/4/2021	2/4/2021	1																											
A02	Research	2/2/2021	2/4/2021	3																											
A03	Cover Letter	2/4/2021	2/4/2021	1																											
A04	Table of Contents	2/4/2021	2/4/2021	1																											
A05	Experience/ Key Personnel	2/7/2021	2/8/2021	2																											
A06	Fee Breakdown	2/9/2021	2/11/2021	3																											
A07	Project Scope/ Budgets	2/9/2021	2/11/2021	3																											
A08	Project Schedule	2/13/2021	2/15/2021	3																											
A09	Design Approach	2/13/2021	2/15/2021	3																											
P01	Portfolio 1	2/1/2021	2/18/2021	18																											
Remarks:		Thirty (30) days warranty starts after acceptance of the project																													

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PORTFOLIO TWO

Edward Thatch Design & Co.		Claredon Properties													19-Feb-21			25-Mar-21																						
Portfolio 2		CLIENT NAME													START DATE			END DATE																						
Task ID	Task Name	Start Date	End Date	Duration (In Days)	2/19/2021	2/20/2021	2/21/2021	2/22/2021	2/23/2021	2/24/2021	2/25/2021	2/26/2021	2/27/2021	2/28/2021	3/1/2021	3/2/2021	3/3/2021	3/4/2021	3/5/2021	3/6/2021	3/7/2021	3/8/2021	3/9/2021	3/10/2021	3/11/2021	3/12/2021	3/13/2021	3/14/2021	3/15/2021	3/16/2021	3/17/2021	3/18/2021	3/19/2021	3/20/2021	3/21/2021	3/22/2021	3/23/2021	3/24/2021	3/25/2021	3/26/2021
A10	Plans	2/19/2021	2/25/2021	1																																				
A11	Design Sketches	2/26/2021	3/4/2021	7																																				
A12	Light Fixture Types	3/5/2021	3/9/2021	5																																				
A13	Furniture & Finish Palettes	3/10/2021	3/16/2021	7																																				
A14	Design Challenge Resolution Statement	3/18/2021	3/23/2021	6																																				
P02	Portfolio 2	2/19/2021	3/25/2021	35																																				
Remarks:		Thirty (30) days warranty starts after acceptance of the project																																						

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SCHEDULE / SCOPE AND GANTT CHARTS

PORTFOLIO THREE

Edward Thatch Design & Co.		Claredon Properties													26-Mar-21	20-Apr-21																				
Portfolio 3		CLIENT NAME													START DATE	END DATE																				
Task ID	Task Name	Start Date	End Date	Duration (In Days)	3/26/2021	3/27/2021	3/28/2021	3/29/2021	3/30/2021	3/31/2021	4/1/2021	4/2/2021	4/3/2021	4/4/2021	4/5/2021	4/6/2021	4/7/2021	4/8/2021	4/9/2021	4/10/2021	4/11/2021	4/12/2021	4/13/2021	4/14/2021	4/15/2021	4/16/2021	4/17/2021	4/18/2021	4/19/2021	4/20/2021	4/21/2021					
A16	Final Furniture and Reflected Ceiling Plans	3/26/2021	4/1/2021	1	█																															
A17	Sections and Rendered Perspectives	4/2/2021	4/8/2021	7								█	█	█	█	█	█																			
A18	Furniture, Finishes, and Window Treatments	4/9/2021	4/13/2021	5															█	█	█	█	█													
A19	Specs: Furniture/Finishes/Window Treatment	4/9/2021	4/13/2021	5															█	█	█	█	█													
A20	Final Budget: Furniture	4/14/2021	4/15/2021	2																				█	█											
P03	Portfolio 3	3/26/2021	4/20/2021	26	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█					
Remarks:					Thirty (30) days warranty starts after acceptance of the project																															

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QUESTIONS?

EDWARD THATCH DESIGN & CO.
AND
CLARENDON PROPERTIES



THANK YOU

SINCERELY,
THE
EDWARD THATCH DESIGN & CO.
TEAM