



CA

INTERIORS



CLARENDON
PROPERTIES

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COVER LETTER

Focusing on new innovative functions, lighting, walls, and finishes for the spaces. The four spaces that will be the roof top bar, lobby, entrance, and courtyard. Each space will attract every local and visitor to stop by and enjoy the ambiance of building.

The intent of the space is to create an environment that is new and modern to show the progression of the “new” Greenville but to also stay true to the culture and history of Greenville.

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WELCOME TO UPTOWN GREENVILLE

“Many industries were negatively affected by the pandemic in 2020. The moving industry was no different – moving during a shelter-in-place order was perceived to be extremely dangerous in early spring. However, as late spring and summer hit, many of America’s largest, most-populated cities experienced unprecedented resident loss, while smaller markets experienced unprecedented resident gains.”

--Jenna Weirnerman,
vice president of
marketing at Updater

LOCATION: Uptown Greenville - Evans St

SURROUNDING BUSINESSES: Athen’s Grill Restaurant, Cubbies Restaurant, Starlight Café, Winslow’s Tavern Market & Deli, Coastal Fog, Courthouse, Greenville Utilities, Wells Fargo Bank, GO-Science, Pitt County Arts Council at Emerge, Fourth Street Pocket Park, The East Group

ATTRACTIONS: ECU events, football games/ tailgating, concerts, umbrella market, craft breweries, upscale local eateries, museums, Greenville mall, Greenway, convention center.

GREENVILLE GROWTH: Due to COVID-19 a pattern emerged; Americans are moving or plan on moving from the largest, most densely populated cities to smaller growing cities. Greenville, NC is projected to be top in the country for inbound growth.

Local investors are putting back into the community, building four new hotels on various scales. One of the hotels being the Hilton Garden Inn. This design study of four specific areas within the new-build hotel in Uptown Greenville (Lobby Lounge, Patio, Parking Deck Entry Area, and Rooftop Bar) will be a stand-out addition. With the growing population and the surrounding businesses, the location, style, and unique features brings in revenue off the busy street as well as out of town visitors.



P
AIGE

Role: Design Coordinator

- Four years of interior design experience
- Skilled in SketchUp, AutoCAD, and Photoshop
- Experience in design and space planning in commercial environments



A
NDY

Role: Schematic Manager

- 4 years of interior design experience
- Skilled SketchUp, AutoCAD, and Revit
- Specializes in sales, specking and quoting out furniture.



C
ARRIE

Role: Leader & Communicator

- 4 years of interior design experience
- Skilled in SketchUp, AutoCAD, and Revit
- Experience in sales through real estate, as well as experience in commercial design



K
ATE

Role: Project Manager

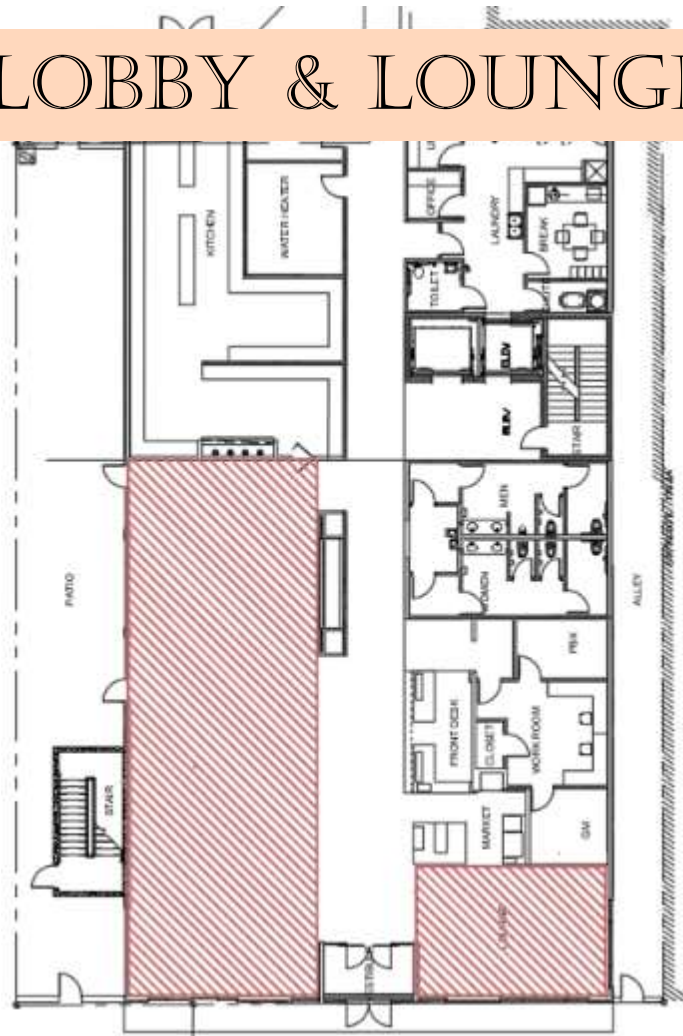
- 4 years of interior design experience
- Skilled in SketchUp, AutoCAD, and Revit
- Experience in overseeing projects in commercial and residential design

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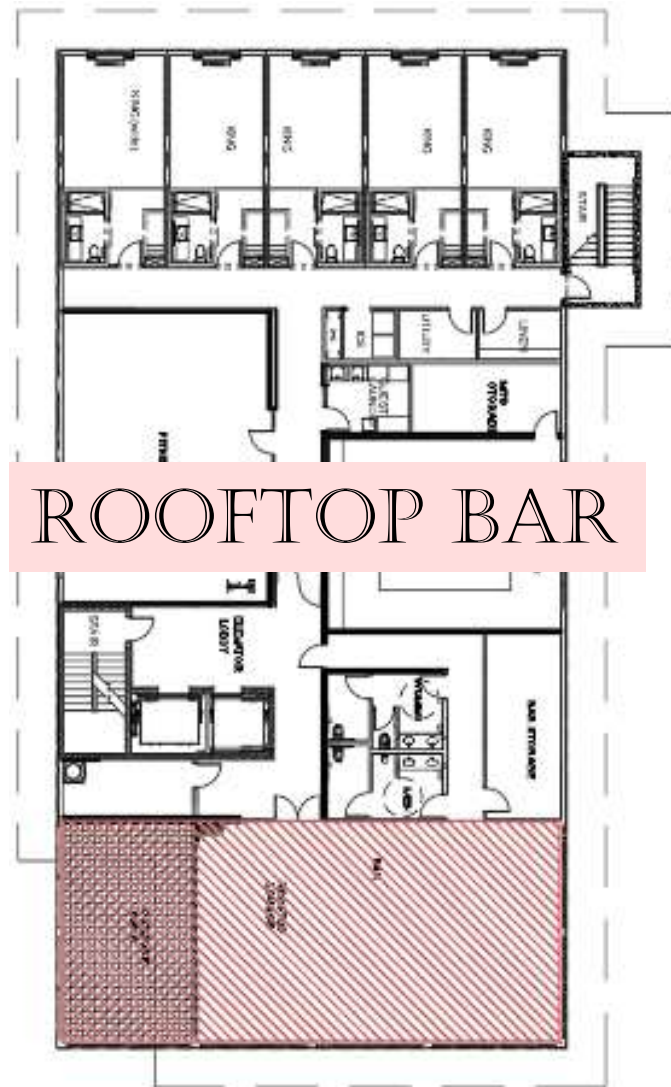
FEE BREAKDOWN

	Lobby & Lounge		Rooftop Bar		Side Patio		Back Entry		Totals
Square Footage	2,269 SF		1,823 SF		1,454 SF		1,695 SF		7,241 SF
Furniture Budget	\$60/SF	\$136,140	\$45 / SF	\$82,035	\$16 / SF	\$23,264	\$5 / SF	\$8,475	\$249,914
Professional Design Fees \$2.50 / SF	\$5,672.50		\$4,557.50		\$3,635		\$4,237.50		\$18,102.50
	Total Cost:								\$268,016.50

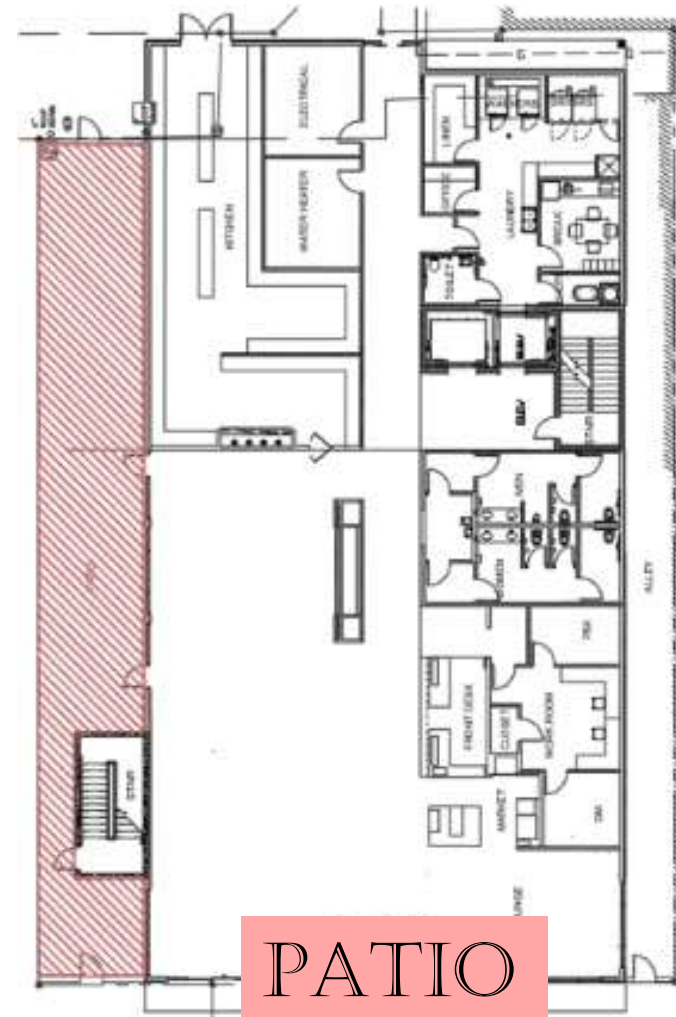
LOBBY & LOUNGE



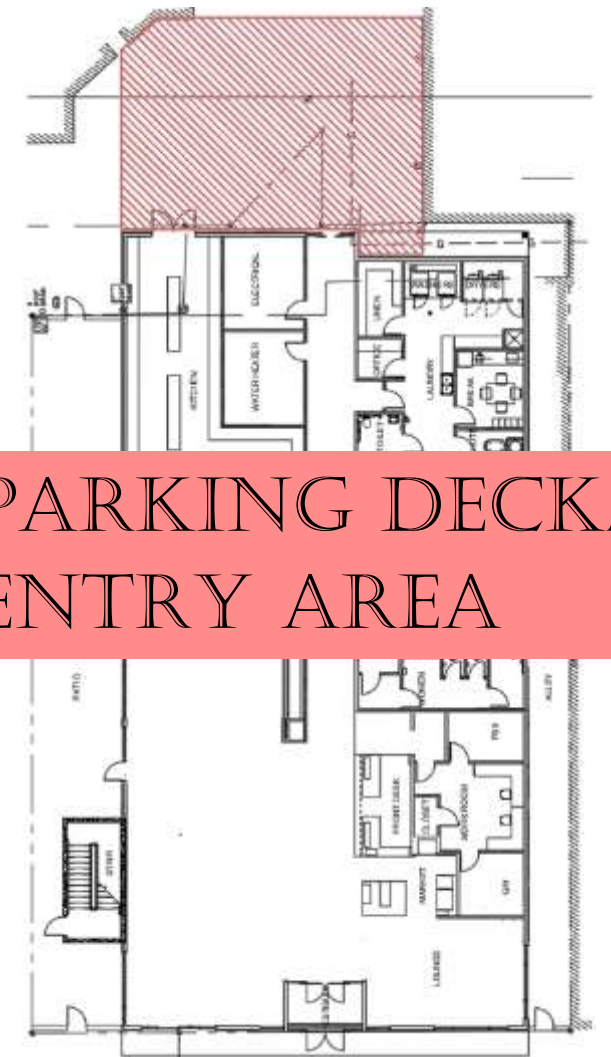
ROOFTOP BAR



PATIO



PARKING DECK/
ENTRY AREA



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PROJECT SCOPE

LOBBY LOUNGE



- Help Desk
- Front Desk/Check In
- Lounge Seating
- Marketplace
- Retail Shop
- Concierge

- Seating
- Side Refreshment Bar
- Fountain



PATIO

PARKING DECK/ ENTRY AREA



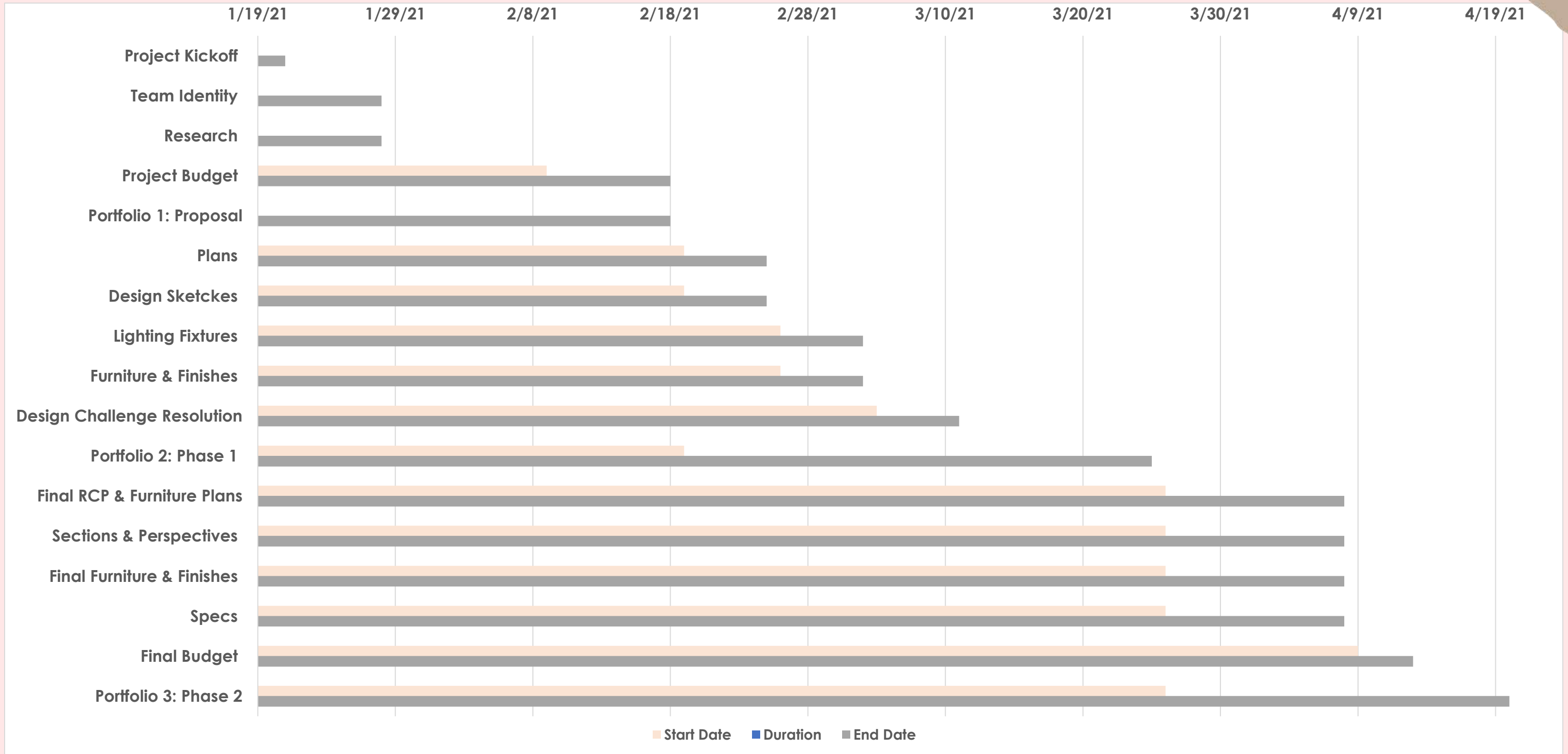
- Efficient Parking
- Clear Wayfinding
- Valet Parking Station
- Design Displays
- Inviting

ROOF TOP BAR



- Casual Seating
- Bar/Barstools
- View of Greenville
- Design Displays
- Greenery





8 DESIGN APPROACH

New Greenville

NEW DESIGN

Minimalism is old news, welcome maximalism. Maximalism will allow the spaces to truly show what is capable in a space showing all colors, textures, and tone. Filling every aspect of the space will maximize the design area and show complexity within the space giving it some attitude. With new designs pushing the boundaries of the norm in Greenville, it'll progress the "new" Greenville to new lengths.

