



Hilton Garden Inn Design Proposal
4202- Spring Studio
Kendall Wachtel, Hope Davis, Madison
Resavy, & Hanna Padgett

February 1, 2021

Clarendon Properties
107 Stokley Drive, #100
Wilmington, NC 28403

Subject: Hilton Garden Inn Design Proposal

Dear Clarendon Properties,

We at Uptown Design are excited to present a design proposal that we have created. After research of the project area and careful review of the requirements and requests we have decided that we would like to partner with Clarendon and provide designs. We are excited for this opportunity and hope to be working with you soon. Please review our proposal and take into account the stated information.

Our designs include four separate areas in a proposed Hilton Garden Inn located in Greenville, North Carolina. These spaces include a lobby and lounge, rooftop bar, back entryway, and a side patio. Our design is very unique and will set us apart from other designs. We want to offer a comfortable, contemporary, and special space for hotel guests to spend their time. Don't hesitate to contact us if you have any questions or concerns.

Sincerely,
Uptown Design

Cover Letter

Table of Contents

01

EXPERIENCE & KEY PERSONNEL

02-03

RESEARCH

04

DESIGN APPROACH

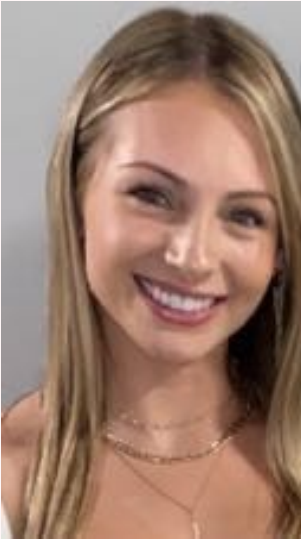
05

PROJECT SCOPE/BUDGET

06

PROJECT SCHEDULE

Experience & Key Personnel



Hope Davis

Four years' experience with interior design course work.
Proficient in programs including SketchUp, Revit, and AutoCAD.
Skilled at Space planning and combining materials and finishes.
Project Manager



Madison Resavy

Four years of interior design experience with course work
Skilled with Autocad, Sketchup and some Revit
Proficient at scheduling, working with a team and attention to details
Organizer



Kendall Wachtel

4 years of interior design course work experience
Proficient in Sketchup, AutoCAD, and Adobe Photoshop
Interior design internship experience
Spokesperson

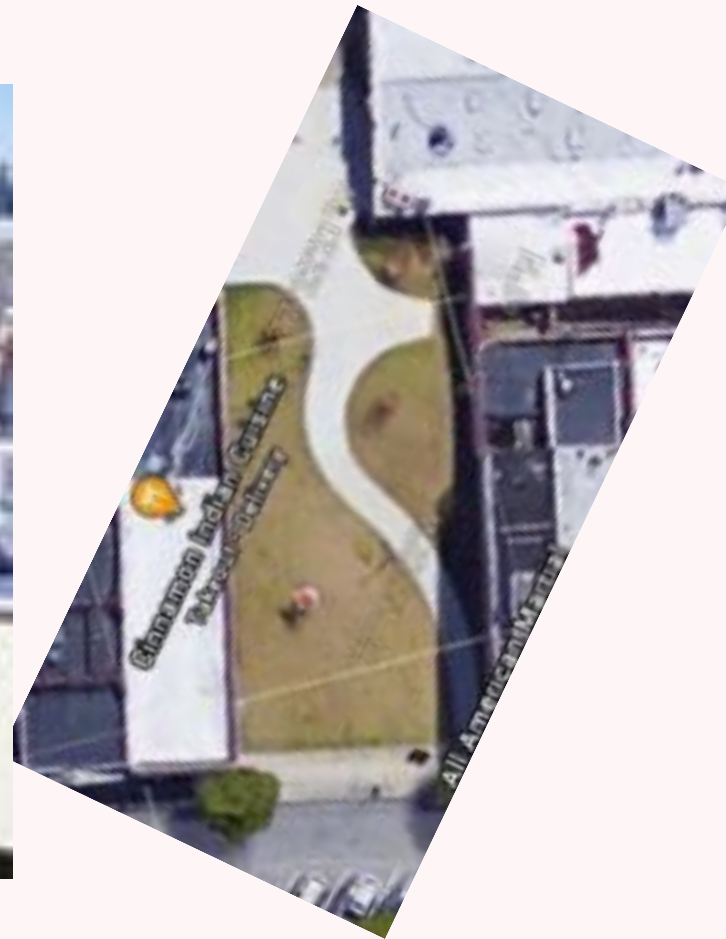


Hanna Padgett

4 years of interior design course work experience
Skilled with Autocad, Sketchup, Adobe Illustrator, and Photoshop
Excellent at working with a team and space planning
Communication Manager

16 total years of Interior design course experience

Site Research



Location: Evans Street, Greenville, NC

Usable Square Footage: 8,381 sq. ft

Main entrance: On Evans street, back entrance facing parking deck

Local Businesses: The Scullery, Sup Dogs, Coastal Fog, Blackbeard, Insomnia Cookies, Winslow's, Starlight Café, The State Theatre

Greenville Research



What: Greenville history

Where: Greenville, North Carolina

Founded: 1771

- Richard Evans was authorized by NC Assembly to represent Pitt County and he formed the town by dividing his 100-acre plantation.
- Was named Martinborough after the royal governor, Josiah Martin. On January 8, 1787, the name was changed to Greenville, then later to Greenville after army general Nathanael Greene
- Large tar and turpentine market
- 1830's Greenville was growing and the bridge over the Tar river was built, so this allowed for factories and mills to be built.
- 1860's-70's expansion and rebuilding began (post war and impoverishment)
- 1890 trains reached Greenville allowing for a lot of growth, especially in the tobacco industry- first tobacco warehouse was built in 1890.
- Made Greenville the largest tobacco market in the state.
- 1930's Great depression closed lots of business and Greenville struggled with the rest of the country.



What: ECU History

Where: Greenville, North Carolina

- Thomas J. Jarvis wanted to start the school in the early 1900's, he was governor at one point and a Greenville native. He established the Teachers school in 1907.
- Residents of Greenville offered up the land and \$100,000 for it to be built.
- 1909- East Carolina Teachers Training School opened, Robert H. Wright was the president from 1909-1934
- In 1920- Wright started the school's first four-year study program- so a year later it became East Carolina Teachers College
- Start of 1930's a Masters of Art Program was created.
- Leo W. Jenkins was president of the college 1960-1978
- Laura Leary was the first African American student to graduate from the college in 1963.
- 1972- University joined the University of North Carolina System of Higher Education
- 1974- School of Medicine was introduced.
- Today it is the 3rd largest University in the UNC-Higher Education System
- Purple and gold
- Football, PeeDee the Pirate mascot



PATIO

- Plant walls
- Fire pits
- Variety of seating
- String lights
- Tile floor design
- Frosted purple accents
- Covered seating areas
- Coffee/bar
- Games



BACK ENTRY

- Lights that lead to door
- Ground lights
- Covered walkway
- Fountain
- Few benches
- Automatic doors

ROOFTOP BAR

- Plants
- Bar stools
- High ceiling light fixtures
- Open terraces/rooftop gardens
- Playful and futuristic
 - Geometric shapes
 - Bold color contrasts
 - Textures
- Dimly lit rooms with focal points on bar and drinks
- Fire pits
- Patio furniture to give more dramatic feel.
- Dynamic, contemporary

LOBBY LOUNGE

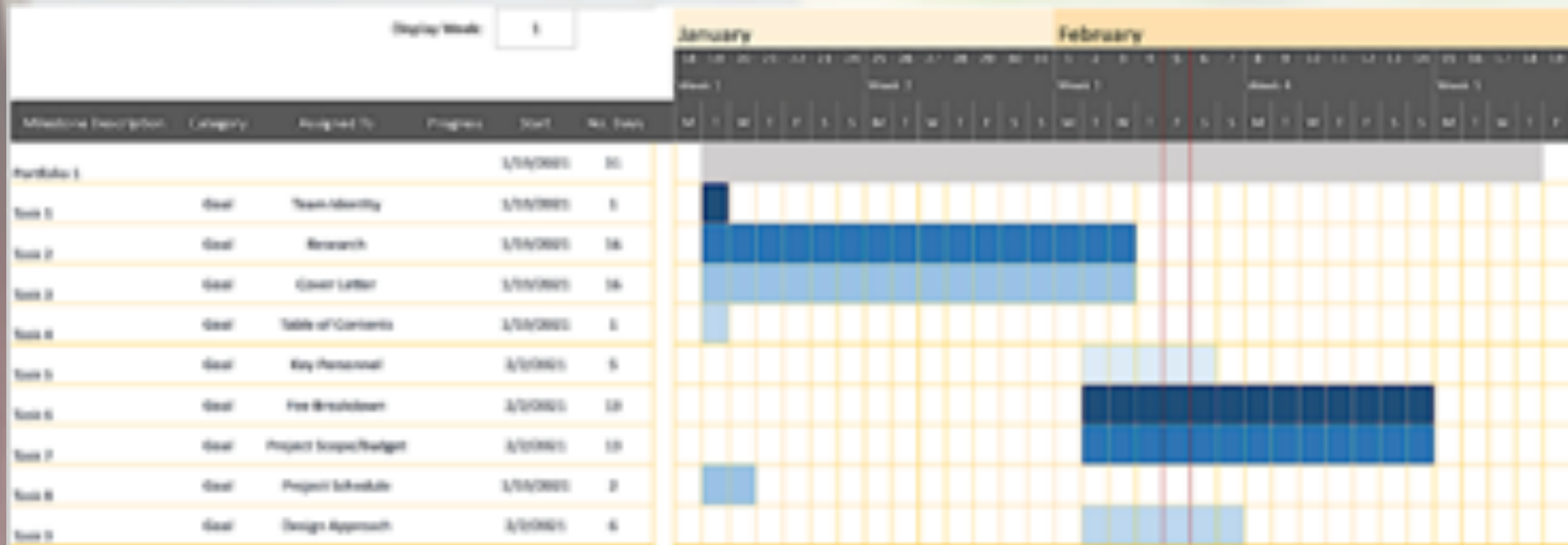
- Contemporary design
- Elegant light fixtures
- Greenery
- High ceiling light fixtures
- Subtle accents of frosted purple
- Bar
- Coffee shop
- Ceiling design
- Flooring that separates areas



Design Approach

Project Budget

PROJECT SCOPE	USABLE SQUARE FOOTAGE	ESTIMATED FF&E & FINISHES COSTS	SUBTOTAL
LOBBY	2,570 sq. ft	\$60	\$154,200
LOUNGE	446 sq. ft	\$60	\$26,760
PATIO	1,470 sq. ft	\$16	\$23,520
ROOFTOP BAR	1,329 sq. ft	\$45	\$59,805
PARKING DECK ENTRY	2,566 sq. ft	\$5	\$12,830
PROFESSIONAL DESIGN FEE	8,381 sq. ft	\$2	\$16,762
TOTAL USABLE SQUARE FOOTAGE	8,381 sq. ft		
TOTAL PROJECT BUDGET			\$293,877



Project Schedule- Portfolio One