



GOODWIN



NELSON

**REQUEST FOR PROPOSAL ARCHITECTURAL,
ENGINEERING + DESIGN SERVICES**

05 24 2023

May 24, 2023

Andrea Borrelli

Corporate Managing Director,
Workplace Strategy & Project Management
Savills Inc.
50 South 16th Street, Philadelphia, PA 19102

DEAR ANDREA,

On behalf of NELSON, we are pleased to present our capabilities for this exciting and important opportunity to partner with Goodwin Procter to provide architectural and design services for the Goodwin Procter Philadelphia office. Our proposed team has extensive experience developing forward-thinking legal design solutions and has worked with dozens of leading law firms across the country.


We are immensely passionate about legal workplace design. Over the past decade, we have conducted, and continue to conduct, research about the new way of working in the legal field. NELSON will expose Goodwin Procter to the latest thinking, data, and innovative opportunities in the quest to create a space that is best-in-class and reflective of your legal business culture.

Our legal design team offers the following expertise:

- > The Philadelphia Legal Practice Team's experience within the Philadelphia and National Market.
- > Delivery of innovative solutions that provide flexibility while creating a welcoming, fresh, and healthy working environment.
- > History of delivering projects on time, on budget, and to our clients' satisfaction.
- > Long history of working with AM 50, 100 and 200 Law Firms.
- > Recent work with over 21 law firms, representing over 1.2 Million square feet in their hybrid and post-COVID office environments.
- > Unmatched appreciation for, and understanding of, the changing nature of the workplace and the value we place on each client's unique mission, values, and company culture.

NELSON commits to deliver a tailored solution for Goodwin Procter with insight into future trends as appropriate, consideration of the firm's brand and services, and the requirements associated with flexible space,

Sincerely,



Mark Todaro
Studio Leader, Senior Project Manager



MaryVictoria Barr
Associate Principal, Market Leader



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FIRM OVERVIEW





WINSLOW CAPITAL MANAGEMENT, MINNEAPOLIS, MN

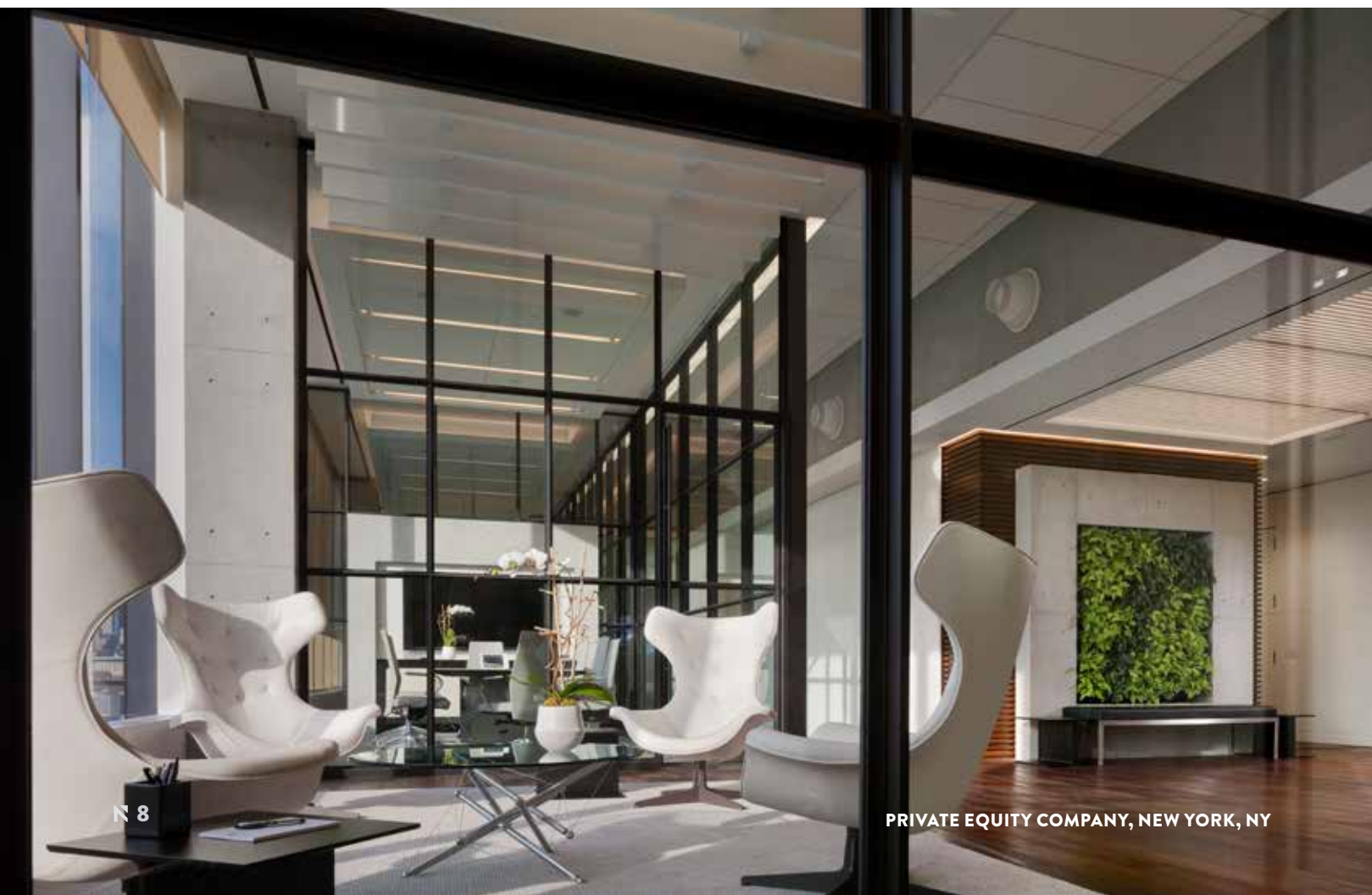
OUR HISTORY

NELSON is an integrated architecture, design, and strategy firm. We believe that compelling human environments should be informed by deep insight and knowledge of our clients' business, brand, competition, and user. We believe in delivering informed solutions grounded in these dynamics.

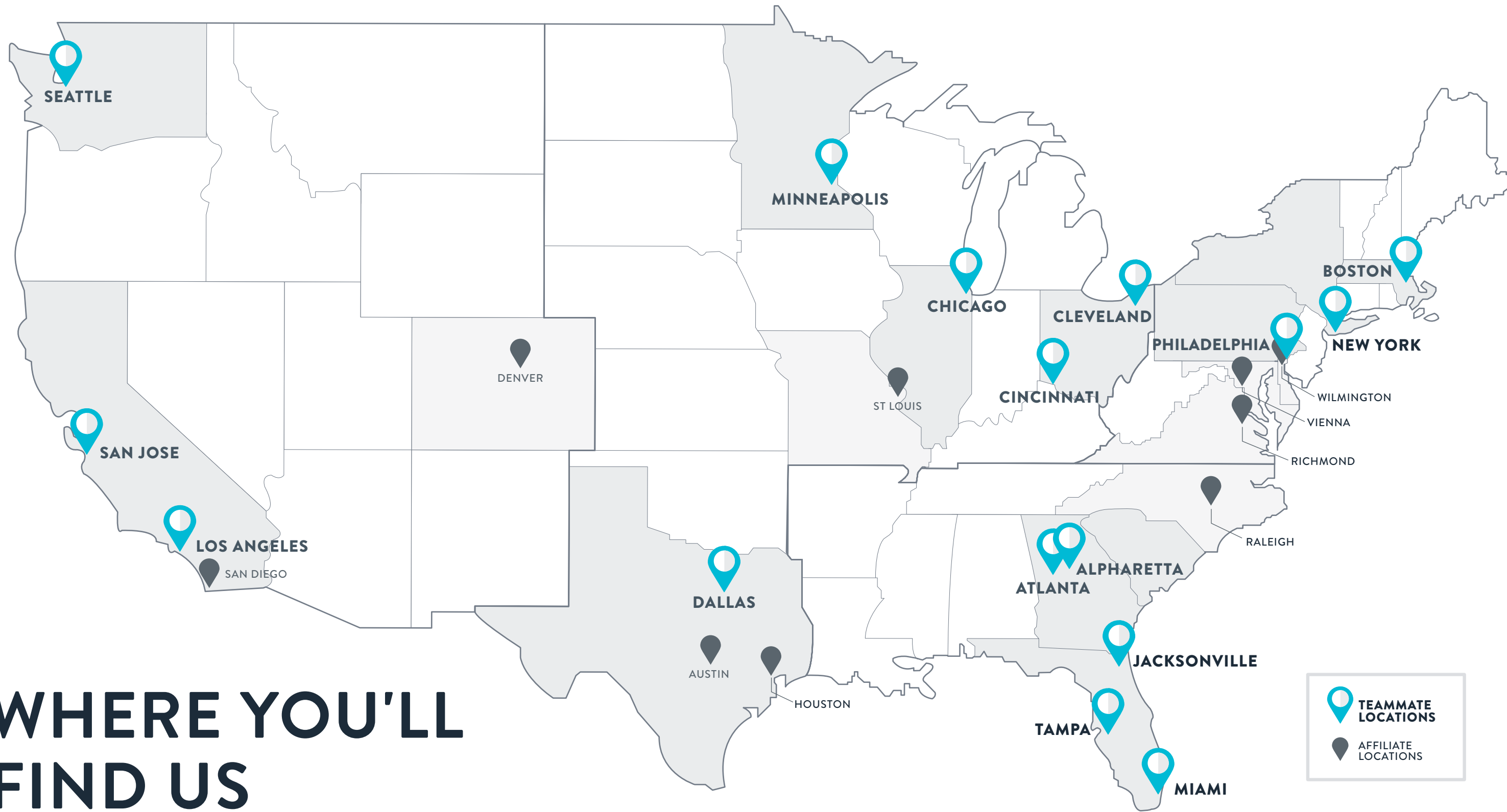
We address our clients' challenges with ingenuity to provide unexpected approaches and solutions. And most importantly, we are driven by results. Our definition of success is delivering on both brand AND business goals. Our vision is to become a partner, beyond just a project.

NELSON was founded in 1977 as an interior design firm. Now in its second generation of ownership and leadership under Chairman & CEO John "Ozzie" Nelson Jr., NELSON has experienced tremendous growth in revenue, teammates, and its national and global presence. It has evolved from its roots into a global integrated design and strategy firm focused on brand strategy, user insights, workplace consulting, graphic design, interior design, and architecture.

Today, NELSON enjoys a tremendous track record with a broad range of clients from diverse industries. We work with more than 20 percent of the companies in the Fortune 100. Our success has led to several top industry rankings, including the top ten overall Interior Design Magazine "Design Giants" and #16 on the Interior Design Magazine's Giants focused on workplace design.



PRIVATE EQUITY COMPANY, NEW YORK, NY



WHERE YOU'LL FIND US

- 📍 TEAMMATE LOCATIONS
- 📍 AFFILIATE LOCATIONS

WHO WE ARE

At NELSON, we transform all dimensions of the human experience, providing our clients with strategic and creative solutions that positively impact their lives and the environments where they work, serve, play, and thrive. With our diverse portfolio of work and integrated skill sets, we offer all the services you need to bring your vision to life.

Years in Business: 44

Corporate Status: Private



UNIFIED NETWORK

Our collective network includes teammates in 20 offices, combining industry experience, service expertise, and geographic reach to deliver projects across the country.



COLLABORATIVE TEAM

Our teammates are driven by a passion to constantly innovate, disrupt and evolve – delivering smart solutions that boldly shape the human experience.



CLIENT-CENTRIC APPROACH

We are focused on building relationships and working passionately to meet your needs one goal at a time. We'll go above and beyond to exceed expectations and collaboratively drive solutions.



INDUSTRY LEADER

#18 Top 100 Giants
Interior Design Magazine

#6 Office Architecture
Building Design + Construction

DIVERSE DISCIPLINES, HOLISTIC SOLUTIONS



**STRATEGY
& INSIGHTS**



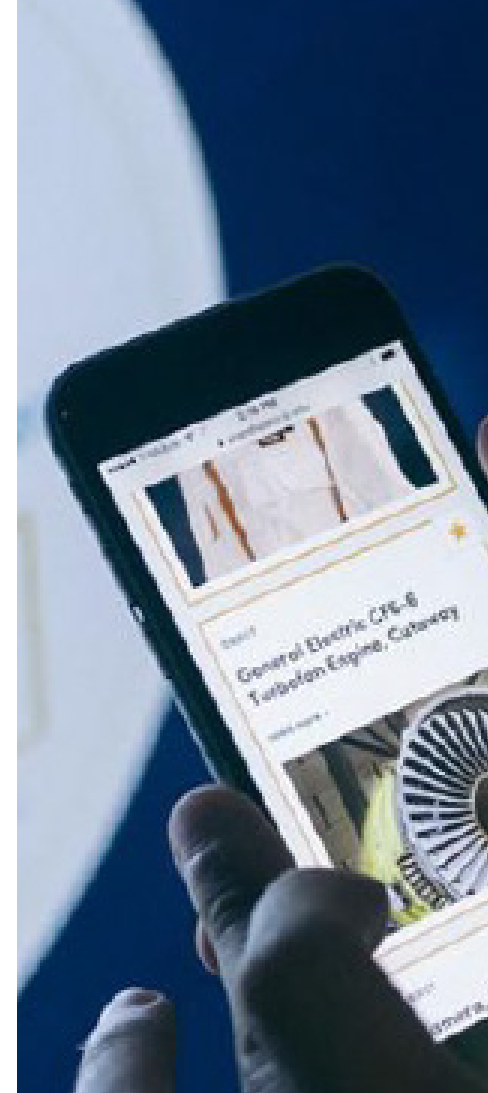
**BRAND
COMMUNICATIONS**



**INTERIOR
DESIGN**



**ENVIRONMENTAL
GRAPHICS**



**DIGITAL MASTER
PLANNING**



**ARCHITECTURE &
IMPLEMENTATION**

LEVERAGING OUR COLLECTIVE EXPERTISE



HEALTHCARE



MIXED-USE



RETAIL



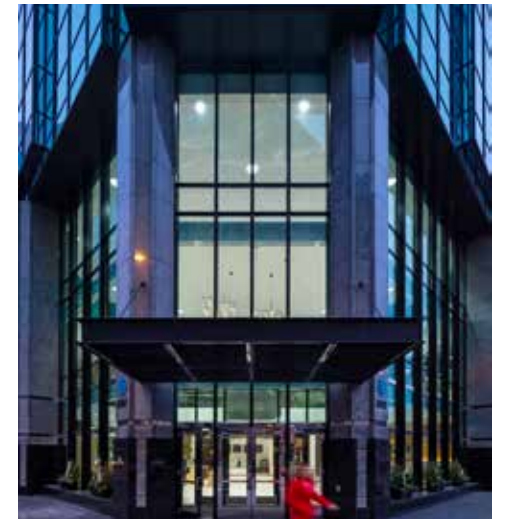
WORKPLACE



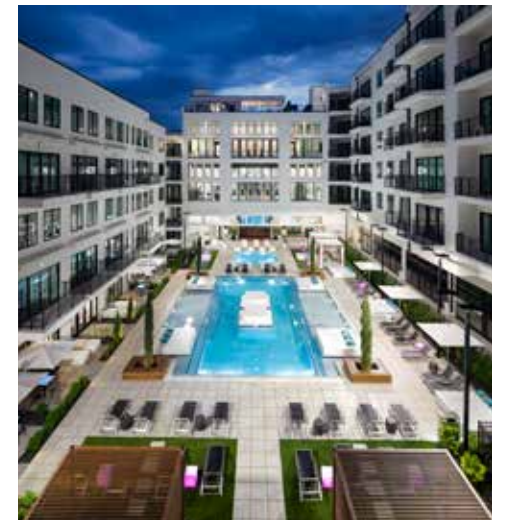
INDUSTRIAL



HOSPITALITY



ASSET STRATEGY



MULTI-FAMILY

**THE FUTURE OF
LEGAL WORKPLACE**



CULTUREPLACE THAT ATTRACTS

Organizations must deal with this change in ways that are relevant to them, and no two approaches are the same. What we have seen across the board is a move toward quality that is intended to attract people to the office.

These “magnetic spaces” result from emphasizing three key principles:





01

FROM WORKSPACE TO CULTUREPLACE

Today's workforce desires a connection to an organization's purpose, mission and values. The workspace can facilitate that connection by providing the right gathering spaces, social hubs and opportunities for serendipitous interactions for people with shared goals.

At NELSON, our teams are made up of a diverse group of experts in not only workplace, but also retail, brand, hospitality and culture to create those powerful, authentic experiences that are rooted in connections and purpose-driven insights.



02

BEYOND WELLNESS

Having the opportunity to work remotely has provided workers with the ability to fine-tune their own spaces, creating environments that support their effort to perform at their best. Translating this tunability into the workplace means that there is no longer a one-size-fits all space.

Giving people control to support their desired behavior presents a message that everyone's uniqueness and individuality are not only okay, but welcome and encouraged.



03

ALWAYS IN BETA

Our work lives exist in a fully blended physical-digital space, and workspaces are evolving in real time as a response.

In the most successful examples of this process, employees are driving the creation of solutions, encouraging a sense of ownership and a grass-roots / bottom up-series of workpoints.

TOP 5 INSIGHTS THAT TRANSFORM THE LEGAL WORKPLACE

As designers driven by the prospect of transforming all dimensions of the human experience, we advocate for spaces that support employees and create dynamic concepts that allow companies to adapt and evolve. With every project, our team promises to deliver spaces that meet the legal standards of today and tomorrow.



1

FORMALIZED FLEXIBILITY

We are now seeing more creative ways to address individual office space in order to support more equitable office cultures and reduce the real estate footprint.

2

AGE OF INDIVIDUALITY

How firms support and celebrate their individual cultures, clients, and employees is now top of mind. It's the people that make the company and the office is a tool for creating meaningful connections.

3

ENTERTAINMENT-FORWARD

More spaces for events and large meetings that offer a variety of seating options and even have alcohol on tap are being prioritized.

4

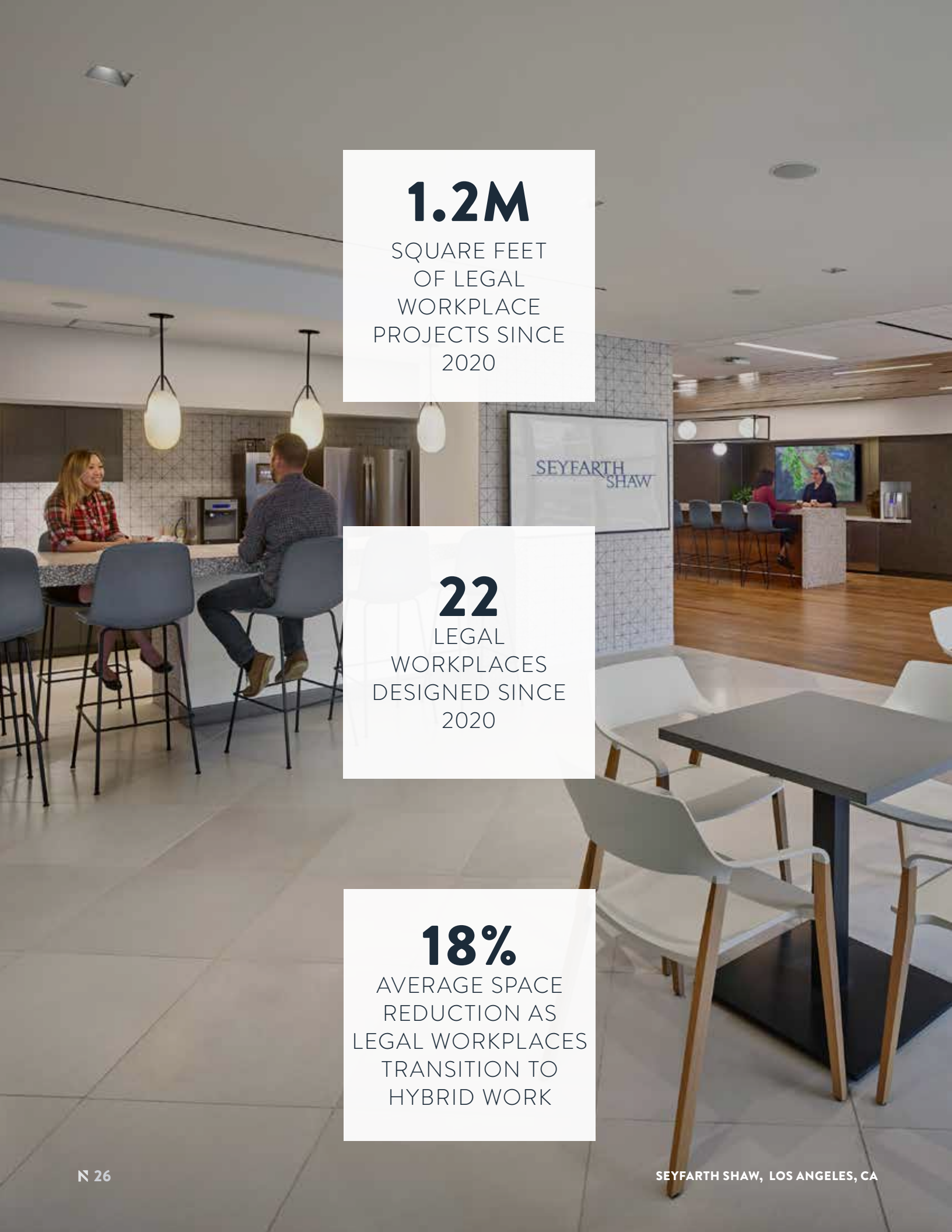
FRESH LOOK AT AMENITIES

Firms are reverting back to offering food and beverage options within their space.

5

21ST CENTURY TECHNOLOGY

Upgraded spaces for virtual meetings and court appearances that include proper acoustics, microphones, lighting and green screens with height adjusting surfaces and technology.



1.2M
SQUARE FEET
OF LEGAL
WORKPLACE
PROJECTS SINCE
2020

22
LEGAL
WORKPLACES
DESIGNED SINCE
2020

18%
AVERAGE SPACE
REDUCTION AS
LEGAL WORKPLACES
TRANSITION TO
HYBRID WORK

LEGAL WORKPLACE IN A POST-COVID WORLD

How is NELSON’s approach to our legal workplace projects different? In short, we ask questions, pushing beyond the project to devise holistic solutions to solve challenges that develop around physical space, business continuity, and employee safety that promises to reshape the legal workplace both now and in the future.

Click any of the topics below for a bit of insight into what we’re thinking.

**THE EVOLVING
LEGAL WORKPLACE**

The challenges developing around physical space, client service, and employee safety promise to reshape the legal workplace in both the near- and long-term.

**FLEXIBILITY TO SUPPORT
THE POST-COVID LEGAL
WORKFORCE**

The challenges developing around physical space, client service, and employee safety at this time promise to reshape the legal workplace.

**WORKPLACE WELL-
BEING: DESIGN
STRATEGIES FOR THE
LEGAL INDUSTRY**

The conversation is evolving from employee wellness to employee well-being. What’s the difference, and how can law firms address this shift through progressive office design?

**5 CONSIDERATIONS FOR
THE FUTURE OF THE
LEGAL WORKPLACE**

What does the future of the law office look like? We participated in a panel of experts to discuss the five top considerations for the future of the legal workplace.

OUR DEEP BENCH OF LEGAL CLIENTS



21 M+

SQUARE FEET
OF LEGAL
WORKPLACE
PROJECTS

600+

LEGAL WORKPLACE
PROJECTS ACROSS
THE UNITED STATES

2.2 M+

SQUARE FEET
LEGAL WORKPLACE
RENOVATION
PROJECTS

SELECTED LAW FIRM EXPERIENCE

WE'VE WORKED WITH OVER 150 LAW FIRMS ACROSS THE COUNTRY

Alholm, Monahan, Klauke & Keefe, L.L.C
Alzheimer & Gray
Anapol Weiss (Formerly Anapol Schwartz)
Ancel, Glink, Diamond, Murphy & Cope
Arnstein & Lehr LLP
Archer & Greiner
Aronberg Goldgehn
Armstrong Teasdale
Axiom Law
BakerHostetler LLP *
Baker & McKenzie
Baker Botts LLP
Ballard Spahr, LLP*
Banner & Witcoff, Ltd.
Barack Ferrazzano Kirschbaum & Nagelberg LLP
Bayard, PA
Bingham McHale LLP
Bingham Greenenbaum Doll LLP
Blank Rome LLP
Blatt, Hammesfahr & Eaton
Bogle & Gates
Boundas, Skarzynski, Walsh & Black LLC
Bowman and Brooke LLP*
Boyd Collar Nolen & Tuggle, LLC
Bryan Cave LLP
Buchanan Ingersoll & Rooney
Buckley Beal, LLP
Burke & Smith
Burns & McDonnell
Bush, Slipakoff, Schuh, LLP
Butler Rikard, LLP
Butler Rubin Saltarelli & Boyd
Butler, Wooten, Overby and Cheeley, LLP
Cable Langenbach Kinerk & Bauer, LLP
Caplan & Tamburnino
Carlock, Copeland & Stair, LLP
Chapman and Cutler
Cheeley Law Group

Choate, Hall & Stewart, LLP
Ciresi Conlin LLP
Cogan & McNabola, P.C.
Conner & Winters
Confidential AM Law 10 Firm
Cooper, Cohen, Estep & Allen, LLC
Corti, Freeman & Aleksy, LLC
Cosgrove Flynn Gaskins & Haskell
Cousineau McGuire
Cozen & O'Connor
Cremer, Kopon, Shaughnessy & Spina LLC
Cruser & Mitchell, LLP
D'Ancona & Pflaum LLC
Dechert LLP
Decker, Hallman, Barber & Briggs
Demos & Burke
Deutsch, Levy & Engel, Chartered
DLA Piper
Donna Law Firm, PC
Dorsey & Whitney LLP
Dowd & Dowd, Ltd.
Drinker Biddle & Reath LLP
Duane Morris LLP*
Dykema Gossett PLLC
Eckert Seamans
Fine & Ambrogne
Fine, Kaplan & Black, RPC
Finnegan, Henderson, Farabow, Garrett & Dunner, LLP
Faegre, Baker & Daniels
Fish & Richardson, PC
Fisher & Phillips LLP
Fisher Kanaris, PC
Foley & Lardner LLP
Foran & Schultz
Foster Pepper PLLC
Franczek Radelet
Freeborn & Peters

Gary Martin Hays & Associates, P.C.
Gesmer Updegrave, LLP
Gislason Hunter
Godfrey & Kahn SC
Goldman Ismail Tomaselli Brennan & Baum LLP
Gomberg, Sharfman, Gold and Ostler, PC
Goodsill Anderson Quinn & Stifel
Grotefeld Hoffman
Graham & Dunn, PC
Greenberg Traurig LLP
Green, Johnson & Landers, LLP
Greer Burns & Crain, Ltd.
Hamman & Benn
Hemenway & Barnes
Hall Render Killian Heath & Lyman
Hinshaw & Culbertson LLP
HKM
Holleb & Coff
Honigman Miller Schwartz & Cohn LLP
Husch Blackwell
Ice Miller LLP
Jackson Lewis
Jardin Logan & O'Brien, LLP
Joyce & Kubasiak
Kabat, Chapman & Ozmer, LLP
Kantor Taylor McCarthy & Britzmann, PC
Kaplan, Papadakis, Gournis, PC
Karbal, Cohen, Economou & Dunne, LLC
Katten Muchin Rosenman LLP
Kean Miller LLP
Kegler Brown Hill & Ritter LPA
Kirkland & Ellis LLP
Kilpatrick Townsend
Kleinbard, Bell & Brecker
Klovsky Kuby & Harris
Kobre & Kim LLP
Koley Jessen PC, L.L.O
Krieg DeVault LLP

Ladas & Parry, LLP
Larkin Hoffman Daly & Lindgren Ltd.
Larson King LLP
LeGros Buchanan & Paul
Levenfeld Pearlstein LLP
Levin & Ginsburg
Lewis Overbeck & Furman, LLP
Liebert Short & Hirshland
Littler Mendelson PC
Loeb & Loeb LLP
Lord, Bissell & Brook LLP
Lupel Weininger LLP
Marshall, Gerstein & Borun LLP
Maslon Edelman Borman & Brand LLP
Matkov, Salzman, Madoff & Gunn
Meshbeshier & Spence
Messerli Kramer
McAndrews, Held & Malloy, Ltd.
McCormick & Poirer
McDermott Will & Emery
McDonnell Boehnen Hulbert & Berghoff LLP
McGlinchey Stafford PLLC
McLachlan, Rissman & Doll
McNaul Ebel Nawrot & Helgren PLLC
Meckler, Bulger & Tilson LLP
Merchant & Gould, PC
Michael Best & Friedrich LLP
Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, PC
Montgomery McCracken Walker & Rhoads LLP
Morgan, Lewis & Bockius LLP
Morris Nichols Arshat & Tunnell
Much Shelist Freed Denenberg Ament & Rubenstein, PC
Murphy, Smith & Polk
Neal, Gerber & Eisenberg LLP
Neuman, Williams, Anderson & Olson
Novack and Macey LLP

Nutter McClennen & Fish LLP
Office of the Appellate Defender
Ogletree Deakins
Olup & Associates LLC
Pattishall, McAuliffe Newberry, Hilliard & Geraldson LLP
Pelino & Lentz, PC
Pepper Hamilton LLP
Perkins Coie LLP
Porter Wright Morris & Arthur LLP
Reinhart Boerner Van Deuren SC
Richards Layton & Finger
Riordan McKee and Piper
Robbins, Schwartz, Nicholas, Lifton & Taylor, Ltd.
Robins, Kaplan, Miller and Ciresi
Robinson, Bradshaw & Hinson, PA
Roddy, Leahy, Guill & Zima
Rooks Pitts & Poust
Ropes & Gray LLP
Schain Burney Ross & Citron, Ltd.
Schneider Harrison Segal & Lewis
Schopf & Weiss
Schwabel Goets & Sieben P.A.
Schwegman Lundberg & Woessner P.A.
Sedgwick, Detert, Moran & Arnold LLP
Seyfarth Shaw LLP
Smith Curry & Hancock, LLP
Spencer Fane Britt & Brown LLP
Stoel Rives
Stone Pigman
Taft Stettinius & Hollister LLP
Taylor, English, Duma, LLP
The Reid Law Firm, LLC
Thomas & Thomas
Thompson Hine LLP
Ulmer & Berne LLP
Wagoner Faulkner & Judd
Welsh & Katz, Ltd.
Wilson Elser Moskowitz Edelman & Dicker



35

COMPANY CULTURE

OUR PERSONALITY

PASSIONATE

We're driven by a relentless dedication to our craft, and seek to inspire excellence.

VISIONARY

Doing things differently is just part of our DNA, we are constantly challenging convention.

SELF-ASSURED

We know who we are, what we stand for, and we lead with conviction.

OUR BRAND VALUES

COLLABORATIVE APPROACH

The sharing of ideas and information to achieve the best possible results for both our teammates and our clients.

SPIRITED LEADERS

Energetic people who bring enthusiasm to work, play and everything in between.

INGENUITY + IMAGINATION

The ability to foresee new opportunities and deliver smart, unexpected solutions.

DESIGN EXCELLENCE

Upholding our work to a standard of quality that surpasses expectations and leads the industry.

RESPONSIBLE SOLUTIONS

Navigating strategic, environmental and financial considerations to deliver informed outcomes.

SHARED SUCCESS

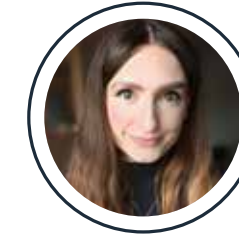
An integrated partnership based on mutual respect, understanding and a commitment to what's right for the business.



CORE TEAM



MARK TODARO
LEED GA
Studio Leader
Senior Project Manager



AMY LEIGH MASON
IIDA, NCIDQ, WELL AP,
FITWEL AMBASSADOR
Senior Interior Designer



MONICA BARTON
AIA, IIDA, LEED AP BD+C
Senior Technical Designer

EXECUTIVE LEADERSHIP



DANIJEL POCANIC
Regional Design Leader



KRISTIN CERUTTI
NCIDQ, LEED AP ID+C, WELL AP
Legal Design Expert



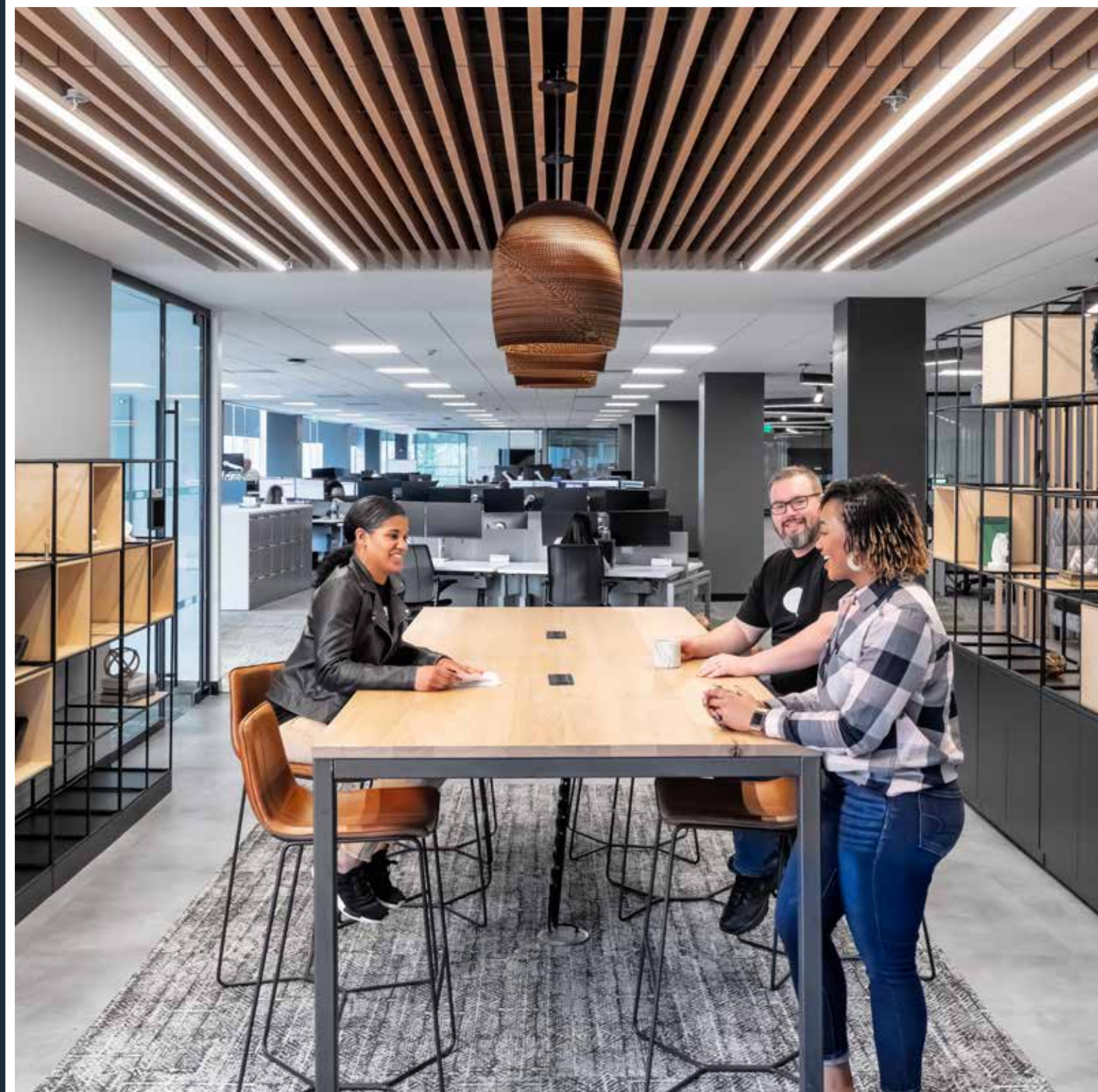
SCOTT WINGER
AIA, NCARB, LEED AP
Regional Technical Leader

OUR COMMITMENT TO DIVERSITY & INCLUSION

Although NELSON is not a certified Minority or a Women Owned Business Enterprise, we are dedicated to addressing diversity requirements when delivering our services to clients and maintaining our own operations. NELSON's corporate policy is to satisfy diversity requirements on projects for our clients by subcontracting arrangements with certified minority or women owned businesses that provide professional services similar to our own or specialty services that may augment our services for specific projects. We have worked with contractors in support of their efforts to diversify their product vendors or services such as printing, drawing and reproduction.

NELSON's Supplier Diversity and Development Objectives include the following:

- > Routinely seek out qualified M/WDBE organizations that can provide competitive and high quality products and services in a competitive market.
- > Pursue a client target goal on an annual basis by the use of civil, structural, and other engineering services.
- > Encourage participation and support of supplier diversity by major vendors and suppliers to NELSON who are not M/WDBE businesses.
- > Actively assist in the development and competitiveness of M/WDBE businesses through instruction, mentoring and other outreach activities.
- > Work within the supplier diversity programs of our clients to find innovative ways to directly and indirectly support our M/WDBE goals.



NELSON'S DIVERSITY & INCLUSION COUNCIL

As NELSON continues to grow and evolve in the industry, so does our desire to enrich ourselves internally as an organization. NELSON's Diversity and Inclusion Council serves our firm, industry, and community in ways to provide opportunities and have a positive impact on those that are underrepresented or in protected classes, with the ultimate goal being equality for all.

Representatives on the Diversity and Inclusion Council serve as a liaison to various Committees established within the organization. The committees consist of a Social Justice Platform Committee; Recruiting, Training, and Development Committee; Policy, Design, and Creative Process Review Committee; Community Engagement and Partnership Committee; and Data Management and Reporting Committee. Each committee member is committed to a two-year term on the program, during which time the committee members work towards established milestones and goals.



SUBJECT MATTER EXPERT
SENIOR PROJECT MANAGER
Mark Todaro LEED GA

MEET MARK, LEGAL DESIGN EXPERT AT NELSON!

Throughout my career, I have served as space planner, project designer, and senior project manager specializing in the planning, design and relocation of corporate and financial facilities. I have a Bachelor of Science from the Pennsylvania State University.

WHAT I DO HERE

- > I am responsible for project scope, schedule and budget.
- > I coordinate the project team and the consultants.
- > Overall I manage all aspects of a project, from beginning to end.

HOW I DO IT

- > I create excitement and spark interest into what we do each day.
- > I'm always ready to contribute my experience and expertise.

WHAT'S UNIQUELY ME

- > I am a beekeeper.
- > Was a pairs figure skater with my sister.
- > I enjoy painting and have a passion for gardening.

RELEVANT INDUSTRY WORK

Armstrong Teasdale

Wilmington, DE, 10,200 SF
 Las Vegas, NV, 9,300 SF
 Salt Lake City, UT, 13,000 SF
 Boston, MA, 3,000 SF
 New York, NY, 20,000 SF
 Miami, FL, 11,625 SF
 Philadelphia, PA, 20,000 SF
 Washington, DC, 11, 474 SF

New Jersey State House Master Plan

Trenton, NJ, 130,000 SF

Newspring Capital

Wayne, PA, 28,000 SF

Horizon Blue Cross Blue Shield

Mt. Laurel, NJ, 88,000 SF
 Hopewell, NJ, 122,000 SF
 Flemington, NJ, 10,000 SF

The Archer Group

Wilmington, DE, 28,000 SF

Seyfarth Shaw

Washington, DC, 40,000 SF

Ice Miller

Philadelphia, PA, 10,000 SF

Duane Morris

Range from 5,000 - 50,000 SF
 Baltimore, MD
 Boston, MA
 COVID Response Planning

Montgomery McCracken Walker & Rhoads LLP

Philadelphia, PA, 70,000 SF

Anapol Weiss

Philadelphia, PA, 20,000 SF

Hamburg, Rubin, Mullin, Maxwell, & Lupin, PC

Lansdale, PA, 35,000 SF

Stradley Ronon Stevens & Young LLP

Philadelphia, PA, 25,000 SF

Ansa Assuncao LLP

Matawan, NJ, 5,000 SF

Obermayer Rebmann Maxwell & Hoppel LLP

Philadelphia, PA, 60,000 SF
Comeback America Initiative
 Bridgeport, CT, 4,000 SF

Gwynedd Mercy Academy

Gwynedd Valley, PA

Hunt Corporation

Philadelphia, PA, 60,000 SF

Jackson Lewis

Philadelphia, PA

Radian

Philadelphia, PA, 23,000 SF
 Philadelphia, PA, 160,000 SF
 Salt Lake City, UT, 40,000 SF
 Tampa, FL, 40,000 SF
 Dayton, OH, 17,000 SF
 Denver, CO, 35,000 SF
 New York, NY, 32,000 SF
 Pittsburgh, PA, 30,000 SF



SUBJECT MATTER EXPERT

LEGAL DESIGN

Kristin Cerutti

NCIDQ, LEED AP,
ID+C WELL PA

MEET KRISTIN, LEGAL DESIGN EXPERT AT NELSON!

I'm a licensed designer leading the design effort on everything from corporate office headquarters and building repositioning projects to amenity spaces across the country. I focus on designing spaces for all, am part of the DEI Council, and co-lead the Legal Workplace Practice.

WHAT I DO HERE

- > I tell stories of people and organizations through physical space
- > I advocate for inclusive design and advise clients throughout the design process.
- > I maintain and grow relationships.

HOW I DO IT

- > I process all information to come up with the best possible solution.
- > I act as a calm guiding force to keep everyone grounded.
- > I am a leader in NELSON's Diversity & Inclusion Council.

WHAT'S UNIQUELY ME

- > I have been to all 7 continents.
- > I love philanthropy and do a lot of work with the Cystic Fibrosis Foundation
- > I hope to have an animal sanctuary when I retire.

RELEVANT INDUSTRY WORK

Ice Miller

Chicago, IL 35,000 SF Renovation
Columbus, OH 30,000 SF Planning Studies
Du Page, IL 7,000 SF Planning Studies

Bryan Cave Leighton Paisner

Chicago, IL 40,000 SF Renovation
Irvine, CA 23,000 SF Relocation

Perkins Coie

Chicago, IL 104,000 SF Relocation

Cambium

Chicago, IL 35,000 SF Relocation

Robbins Schwartz

Chicago, IL 18,000 SF Planning Studies

National Roofing Contractors Association

Chicago, IL 10,000 SF Renovation

Griffith Foods

Chicago, IL 20,000 SF Relocation

Pivotal Homes

Chicago, IL 80,000 SF Relocation

Central Insurance

Dublin, OH 40,000 SF Relocation

National Futures Association

Chicago, IL 40,000 SF Relocation
New York, NY 25,000 SF Relocation

Sinch

Chicago, IL 27,000 SF Relocation

Network Distribution

Chicago, IL 40,000 SF Relocation

Culligan

Chicago, IL 20,000 SF Renovation

Corix Group of Companies

Chicago, IL 25,000 SF Relocation

Victory Park Capital

Chicago, IL 26,000 SF Relocation

One Financial Center

Boston, MA Repositioning

YKK

Atlanta, GA Visioning and Programming

Surgical Information Systems

Atlanta, GA Visioning and Programming

Crystal Clean

Hoffman Estates, IL 40,000 SF Relocation
Hoffman Estates, IL 15,000 SF Expansion



AMY LEIGH MASON

IIDA, NCIDQ, WELL AP, FITWEL AMBASSADOR
Senior Interior Designer
7 Years of Experience

I believe that all design should be human-centered and focused on the needs of the specific demographic they are representing. I graduated with a Bachelor of Science in Interior Design from Philadelphia University and won numerous awards during my time there.

WHAT I DO HERE

- > I implement WELL design principals in every new workplace, no matter the scale or budget.
- > I celebrate each client's regionality and company culture by creating unique 3D concepts and material palettes for every project.

HOW I DO IT

- > I advocate for sustainable design solutions that benefit each employee, from the mailroom to the C-suite.
- > I build trust with my clients by being a good listener and partner in decision-making.

RELEVANT INDUSTRY WORK

Armstrong Teasdale *
Wilmington, DE, 10,200 SF
Las Vegas, NV, 9,300 SF
Salt Lake City, UT, 13,000 SF

Seyfarth Shaw LLP*
Washington, DC, 40,000 SF

Duane Morris*
Various Locations Totaling over 100,000 SF

Radian
Cherry Hill, NJ, 22,600 SF
Wayne, PA, 42,700 SF

Tactix
Philadelphia, PA, 8,000 SF

SimpleTire
Philadelphia, PA, 5,000 SF

Vanguard
Malvern, PA, 12,400 SF

Delaware Hospice
Newark, DE, 8,600 SF

*Experience prior to joining NELSON/Daroff Design



MONICA BARTON

AIA, IIDA, LEED AP BD+C
Senior Project Manager
29 Years of Experience
3 Years with the Firm

A registered architect with a focus on interiors and a passion for preservation, Monica has worked at all scales from residential through large public and institutional buildings coordinating and leading the overall process of meeting budget, schedule and deliverables.

RELEVANT INDUSTRY WORK

Vanguard, 2 West Liberty Fit Out
Wayne, PA

Comcast Center Restack
Philadelphia, PA

Comcast Corporation, Comcast 3 Logan
Philadelphia, PA

Comcast Corporation, Comcast 42 Classroom
Philadelphia, PA

Comcast Corporation, Floor 52
Philadelphia, PA

30th Street, Adaptive Reuse *
Philadelphia, PA

Adobe Macromedia Headquarters *
San Francisco, CA

PGW 800 Building Interior Renovations
Philadelphia, PA

Agnes Irwin School, Athletic Center and Dining Facility *
Rosemont, PA

Main Post Office *
Philadelphia, PA

Nealon Federal Building and US Courthouse *
Scranton, PA

Philadelphia City Planning Commission, Station Square Feasibility Study *
Philadelphia, PA

Philadelphia Gas Works
Philadelphia, PA

*Experience prior to joining NELSON/Daroff Design



SCOTT WINGER

AIA, NCARB, LEED AP
AOR/Regional Technical Leader
30 Years of Experience

I have extensive experience and managerial skills to help facilitate collaboration amongst designers, engineers, and contractors for corporate campus, university, hospitality, retail, and residential projects. I have a Bachelor of Architecture from Temple University.

WHAT I DO HERE

- > Code compliance and QA/ QC for several regions
- > Provide guidance to project teams
- > Create collaborative environments between designers and engineers
- > Proposal writing and fee analysis

HOW I DO IT

- > Being approachable
- > Building confidence in teammates

RELEVANT INDUSTRY WORK

Armstrong Teasdale
Multiple Locations

Duane Morris
Multiple Locations
13 Year Client Relationship

The Archer Group
Wilmington, DE, 28,000 SF

New Spring Capital
Radnor, PA, 28,500 SF

Radian
Philadelphia, PA

Seyfarth Shaw
Washington, DC, 40,000 SF

The Archer Group
Wilmington, DE, 28,000 SF

Comcast Corporation *
Philadelphia, PA

Wyeth Pharmaceutical Headquarters *
Collegeville, PA, 1M SF

*Experience prior to joining NELSON/Daroff Design



DANIJEL POCANIC

Senior Designer
17 Years of Experience
1 Years with the Firm

I have a wealth of knowledge leading projects for clients in the high-end workplace arena, including significant insight into hospitality, residential, retail, and aviation sectors. I translate clients' brand, goals and vision into exciting destinations.

WHAT I DO HERE

- > Conceptualize design direction.
- > Guide clients through all stages of the design process.
- > Collaborate with internal project management and technical staff.

HOW I DO IT

- > Focus on innovation, challenging traditional design ideas.
- > Nurture a culture of design-driven thinking within the studio.

RELEVANT INDUSTRY WORK

Blackstone
New York, NY, +/- 100,000 SF

New York Life Insurance
New York, NY, 120,000 SF

HarbourVest
Boston, MA, 200,000 SF

National Futures Association
Chicago, IL, 53,000 SF

Armstrong Teasdale
Salt Lake City, UT
Las Vegas, NV
Miami, FL

Confidential Law Firm
Chicago, IL, 75,000 SF

Clyde & Co.*
Dubai, UAE, 35,000 SF

Linklaters*
Abu Dhabi, UAE, 6,000 SF
Dubai, UAE, 12,000 SF

Herbert Smith Freehills*
Abu Dhabi, UAE, 16,000 SF

*Experience prior to joining NELSON/Daroff Design

EDUCATION:

Penn State University
B.S. Architectural Engineering

PROFESSIONAL REGISTRATION:

Pennsylvania

PROFESSIONAL AFFILIATION:

ASHRAE
U.S. Green Building Council

WESLEY S. LAWSON, PE

Chief Operations Officer, Principal-in-Charge

Wes has over 15 years of experience in project management and mechanical engineering. He has managed and designed residential, high-rise, commercial and laboratory facilities. Wes is extremely knowledgeable in the design of mixed-use, high-rise buildings and complex mechanical engineering systems. He is proficient in energy modeling for both LEED and complex energy study projects.



PROJECT EXPERIENCE

Morgan Lewis, Philadelphia, PA

Provided project management services for the 22,000 SF renovation at 1701 Market. The project included private offices, open workstations, conference rooms and pantries.

Morgan Lewis, Philadelphia, PA

Providing project management services for the 245,000 SF fit-out across 19 floors for this large law firm at 2222 Market Street. The new headquarters will include private offices, workstations, conference rooms, a full-service kitchen, fitness center and dining facility and a rooftop amenity space.

Confidential Law Firm, Washington, DC

Providing engineering services for the office renovation that includes 160,000 SF of space spanning the 7th, 8th, 9th, 10th and 11th floors as well as rooftop amenity space on Level 12 at 1700 M Street. The floors will be a mixture of boardroom, conference center, multipurpose spaces, cafe, library lounge, private and open office and typical workplace support spaces.

White & Williams, LLC, Philadelphia, PA

Provided engineering services for the new 120,000 SF corporate headquarters facility in Center City. The project is a renovation of 5 ½ floors of an existing facility. The renovated space includes a mixture of private offices, workstations, training rooms, boardroom, and a server room.

Cozen O'Connor, Philadelphia, PA

Provided engineering services for the renovation of floors 21-28 at One Liberty Place. The programming includes office areas, conference rooms, IDF and server rooms, and support spaces.

AmeriHealth Caritas, Newtown Square, PA

Project Manager for the 378,000 SF core and shell and fit-out of office space on 4 floors. The office features open ceilings, exposed duct work, glass-faced offices, collaborative workstations and interconnecting stair well.

EDUCATION

Wilkes University
B.S. Mechanical Engineering

Intermediate Systems Planning,
Research, Development and
Engineering Course
Defense Acquisition University

Infrared Technology
University of Michigan

Ship and Submarine Signatures
Massachusetts Institute of
Technology

REGISTRATION

Pennsylvania

CERTIFICATION

LEED Accredited Professional
BD+C (LEED AP BD+C)
WELL Accredited Professional
(WELL AP)
Certified Passive House
Consultant (CPHC)
Living Future Accredited (LFA)
Green Globes Professional (GGP)
Fitwel Ambassador

JASON A. WEAVER, PE

Project Manager
LEED Accredited Professional BD+C, WELL Accredited
Professional, Certified Passive House Consultant, Living Future
Accredited, Green Globes Professional, Fitwel Ambassador

Jason brings over 14 years of experience in mechanical engineering and project management for high-rise, commercial, residential, mission critical, education and healthcare facilities. He has overseen multiple complex multi-phase engineering projects and has successfully addressed financial constraints and schedule conflicts to overcome project challenges.



PROJECT EXPERIENCE

Aon, Fort Washington, PA

Project Manager for the new 70,000 SF office project at 1100 Virginia Drive. The fit-out included 500 workstations in addition to conference rooms, open & closed collaboration areas, cafe, mail room, art room, wellness room, mother's/prayer room, and various file & copy/print rooms.

YPrime, Malvern, PA

Project Manager for the tenant fit-out of 57,000 SF of space within 9 Great Valley Corporate Center. The project includes open workstations, private offices, conference rooms and a cafeteria.

Zoetis, 2476 Swedesford Road, Wayne, PA

Project Manager for the fit-out of 65,000 SF on the first floor of 2476 Swedesford Road. The space includes a mix of enclosed offices, support spaces, conference and training rooms and a lunchroom.

2476 Swedesford Road, Wayne, PA

Project Manager for the core and shell renovation of the 150,000 SF office building. The project included design and replacement of all base building MEP/FP systems.

Global Financial Firm, Dresher, PA

Provided project management services for the renovation of the 40,000 SF Data Center. The project began with an assessment of the existing Data Center and commenced with renovations to the 1st and 2nd floor Data Center spaces and upgrades to mechanical and electrical equipment.

Toll Brothers, Fort Washington, PA

Project Manager for the new 175,000 SF headquarters for Toll Brothers. The project includes private offices, workstations, several kitchenettes and a 25,000 SF mezzanine space.

Equus, Newtown Square, PA

Project Manager for the new 40,000 SF, 2-story Ellis Preserve Equus Pilot Building. The project includes 32,000 SF of tenant fit-out space on the first floor.

Crown Cork & Seal, Yardley, PA

Project Manager for the new 49,800 SF headquarters. The program consisted of open workstations, limited offices, conference rooms, lunchroom, executive offices and associated support spaces.

EDUCATION

University of North Texas
B.S. Mechanical and Energy
Engineering

PROFESSIONAL REGISTRATION:

Texas

MAGGIE Y. DEATRICK, PE, LEED BD+C

Associate, Assistant Mechanical Department Manager

Maggie has over 6 years of experience in mechanical engineering and has been in the industry for more than 8 years. Her experience includes corporate headquarters and tenant fit-outs, primarily in the urban and suburban areas. She focuses on the healthcare market, executing projects ranging from generator plant design, emergency room renovations, surgical suite design, and nursing home modifications. Additional experience includes HVAC design for recording studios, multi-hood commercial kitchen exhaust, and applications of geothermal heat exchange.



PROJECT EXPERIENCE

Spencer Stuart, Philadelphia, PA

Mechanical Engineer for the new HQ office that includes private offices, workstations, conference spaces, huddle rooms, and support areas.

Ernst & Young, Philadelphia, PA

Provided mechanical engineering design services for the renovations covering 3 floors at 2005 Market Street.

Cozen O'Connor, Philadelphia, PA

Mechanical Engineer for the HQ expansion onto the 29th floor at One Liberty Place that includes private offices and workstations, conference rooms, IDF and support spaces.

Confidential Law Firm, Washington, DC

Mechanical Engineer for the office relocation that includes 160,000 SF of space spanning the 7th, 8th, 9th, 10th and 11th floors as well as rooftop amenity space on Level 12 at 1700 M Street. The floors will be a mixture of boardroom, conference center, multipurpose spaces, cafe, library lounge, private and open office and typical workplace support spaces.

Blank Rome, Philadelphia, PA

Mechanical Engineer for the 120,000 SF renovation covering 7 floors at One Logan Square. The program includes a mixture of private offices, workstations, collaborative environments, conference rooms and pantries, and a full-service kitchen with adjoining dining facilities.

Zoetis, Wayne, PA

Mechanical Engineer for the fit-out of 65,000 SF on the first floor of 2476 Swedesford Road. The space includes a mix of enclosed offices, support spaces, conference and training rooms, and a lunchroom.

Toll Brothers, Fort Washington, PA

Mechanical Engineer for the new 175,000 SF headquarters project. The project includes mixed office type space with client driven increased ventilation rates, low velocity ductwork, and above-average sound considerations.

Audacy, Philadelphia, PA

Mechanical Engineer for the fit-out of a full floor for the national headquarters of the media broadcasting company. Design consisted of using VRF systems to cool multiple sound studios,

EDUCATION

Villanova University
B.S. Electrical Engineering

PROFESSIONAL REGISTRATION:

Virginia

PROFESSIONAL AFFILIATION:

DVGBC
NFPA
USGBC

ANTHONY T. GIBBONS, PE

Electrical Department Manager, Senior Associate
LEED Accredited Professional

Anthony has over 20 years of electrical engineering experience, specializing in power distribution and life-safety systems for facilities. His projects have included office buildings and fit-out designs, high-rise residential housing projects, university labs and classrooms, several Data Centers and multiple Fire Alarm System upgrades. Clients range from a wide selection from the commercial, university, financial, healthcare, insurance, government,



PROJECT EXPERIENCE

**Wilson Sonsini Goodrich & Rosati
Wilmington, DE**

Electrical Engineer for the new 10,000 SF office space at 222 Delaware Avenue. The project included a mixture of private offices, conference center, conference rooms, break room, collaboration space, reception renovation and support spaces.

Confidential Law Firm, Wilmington, DE

Electrical Engineer for the new 14,000 SF office space at 222 Delaware Avenue. The project included the creation of a new collaborative and flexible workspace including mostly private offices, open workstations, multiple sizes of flexible meeting spaces, pantries and workplace support spaces, based upon supporting talent retention, innovation and well-being.

Morgan Lewis, Philadelphia, PA

Lead Electrical Engineer for the 245,000 SF fit-out across 19 floors for this large law firm within 2222 Market Street. The new headquarters will include private offices, workstations, conference rooms, a full-service kitchen, fitness center and dining facility and a rooftop amenity space.

Reed Smith, Philadelphia, PA

Provided electrical engineering services for the renovation of 130,000 SF at Three Logan Square. The project received LEED v3 Certification and was recognized by the Natural Resource Defense Council as a High Performance Tenant Demonstration Project.

White & Williams, LLC, Philadelphia, PA

Provided electrical engineering services for the new 120,000 SF corporate headquarters facility in Center City. The project is a renovation of 5 ½ floors of an existing facility. The renovated space includes a mixture of private offices, workstations, training rooms, boardroom, and a server room.

Faegre Drinker Biddle & Reath, Philadelphia, PA

Provided electrical engineering services for the renovation of 154,000 SF of space within this law firm's One Logan Square space.

Saul Ewing Arnstein & Lehr, Philadelphia, PA

Provided electrical engineering services for the 110,000 SF renovation project in their Philadelphia office space.

EDUCATION

Penn State University
Mechanical Engineering
Montgomery County Community
College
General Studies

AFFILIATIONS:

City of Philadelphia License and
Inspection Plumbing Advisory
Board

DAVID C. HOFMEISTER

Plumbing & Fire Protection Department Manager

Dave Hofmeister has 34 years of plumbing and fire protection design experience for educational, commercial, industrial, hospital, and public facilities. Dave's varied experience includes medical gas systems, high-rise life safety, and process systems. Dave currently sits on the City of Philadelphia License and Inspection Plumbing Advisory Board and is a Voting Member.



PROJECT EXPERIENCE

Wilson Sonsini Goodrich & Rosati Wilmington, DE

Plumbing and Fire Protection Designer for the new 10,000 SF office space at 222 Delaware Avenue. The project included a mixture of private offices, conference center, conference rooms, break room, collaboration space, reception renovation and support spaces.

Confidential Law Firm, Wilmington, DE

Plumbing and Fire Protection Designer for the new 14,000 SF office space at 222 Delaware Avenue. The project included the creation of a new collaborative and flexible workspace including mostly private offices, open workstations, multiple sizes of flexible meeting spaces, pantries and workplace support spaces, based upon supporting talent retention, innovation and well-being.

Morgan Lewis, Philadelphia, PA

Lead Plumbing and Fire Protection Designer for the 245,000 SF fit-out across 19 floors for this large law firm within 2222 Market Street. The new headquarters will include private offices, workstations, conference rooms, a full-service kitchen, fitness center and dining facility and a rooftop amenity space.

Reed Smith, Philadelphia, PA

Plumbing and Fire Protection Designer for the renovation of 130,000 SF at Three Logan Square. The project received LEED v3 Certification and was recognized by the Natural Resource Defense Council as a High Performance Tenant Demonstration Project.

Cozen O'Connor, Philadelphia, PA

Plumbing and Fire Protection Engineer for the renovation of floors 21-28 at One Liberty Place. The programming includes office areas, conference rooms, IDF and server rooms, and support spaces.

Faegre Drinker Biddle & Reath, Philadelphia, PA

Provided plumbing and fire protection design services for the renovation of 150,000 SF of space within this law firm's One Logan Square space.

White & Williams, LLC, Philadelphia, PA

Provided plumbing and fire protection design services for the new 120,000 SF corporate headquarters facility in Center City. The project is a renovation of 5 ½ floors of an existing facility. The renovated space includes a mixture of private offices, workstations, training rooms, boardroom, and a server room.

EDUCATION

New York University
Tisch School of the Arts
BFA in Drama

PROFESSIONAL CERTIFICATIONS:

Avixa International Certified
Technology Specialist - Design
(CTS-D)

PROFESSIONAL AFFILIATION:

SynAudCon
Avixa
BICSI
AES

PRESENTATIONS:

AFE Factor Podcast: Screening Tech and Privacy in the COVID Climate (2020)
ULI Panelist for SEPTA 69th Street Terminal Technical Assistance Panel (2019)
Avixa Adjunct Faculty (2017-2019)
"Steps for Successful Building Systems Integration" - Building Innovation Conference (2019)

PUBLICATIONS:

"Workplace Interrupted, People, Technology and Change" - Work Design Magazine - 2020
"The Impact of Technology on Workplace Design and Supporting a Multi-Generational Workforce" - Corporate Real Estate Journal (2018)
"Room Scheduling Considerations - A Process to Execute on the Design" - Sound & Communications IT/AV Report (2018)

MATTHEW F. EZOLD, CTS-D

Vice President, Digital Planning

Matthew focuses on applying user experience requirements throughout the technology design, procurement and operations process to remove barriers to user adoption and engagement. Matthew's background in event space design and applying technology principles across vertical markets allows his designs to be extremely flexible and highly integrated. Through his writing and presenting efforts, Matthew is considered a thought leader in building systems process integration and innovative procurement and sourcing methodologies.



PROJECT EXPERIENCE

Lowenstein Sandler, New York, NY

10,000 SF client conference center with divisible conferencing, client and arbitration conference spaces and a welcome center with digital signage and presentation capabilities.

Mayer Brown, New York, NY

200-person practice floor and conference center fit-out with divisible multipurpose, control spaces, conference center and digital branding.

Chadborne & Parke, New York, NY

200,000 SF interior fit-out of audiovisual systems for practice floors, conference center and amenity spaces. Along with conference and collaboration systems standardization this project included multiple divisible multipurpose spaces and a upgrade to the existing on-premise collaboration head-end.

Comcast Technology Center, Philadelphia, PA

Led all technology (AV, IT, UC) strategy/visioning and integration building system efforts for the new Comcast Technology Center. Work included the client experience center, amenities center, NBC10 affiliate workplace and DCI compliant 500 seat town hall.

CIBC Square, Toronto, Canada

1M Sf flexible workplace including an amenities center, 700-seat auditorium, digital experience systems and flagship retail store. This was a \$25M AV as a Service AV package driven by an IT centric strategy moving AV into a FF&E format and allowing for a next generation operations and management process unique to the AV market.

Fannie Mae, Multiple Locations

Completed over 1M SF of workspace for Fannie Mae including flexible workspaces, amenities center and flexible town halls.

Northwestern Mutual, Milwaukee, WI

1.15M SF, 32-story flexible workplace tower and multi-story training and amenity podium with an audio visual standards refresh for open workplace, divisible training and event space, digital signage refresh and integration with an interactive customer experience center.

BALA

EDUCATION

Drexel University
B.S. Civil & Architectural
Engineering

Villanova University
M.S. Civil Engineering

PROFESSIONAL REGISTRATION:

Pennsylvania

PROFESSIONAL AFFILIATION:

Delaware Valley Association of
Structural Engineers (DVASE)

TERENCE F. MASCITELLI, PE

Associate, Structural Project Engineer

Terry has 10 years of experience in Steel, Timber, Light Gage Metal and Concrete Design, including One-Way / Two-Way design and detailing. He provides regular interaction with his clients throughout the course of each project, understanding the clients needs to deliver cost effective and quality projects. Terry's project experience includes the Commercial, Education, Residential and Retail markets.



PROJECT EXPERIENCE

Jackson Lewis, New York, NY

Structural Engineer for the 41,000 SF renovation of office space covering 3 floors at 666 3rd Avenue. The project includes meeting/conference rooms, a reception area, collaboration rooms, huddle rooms, mothers room, pantry area and a new interconnecting stair feature.

Cooke & Bieler, Philadelphia, PA

Structural Engineer for the fit-out of 14,600 SF of office space on the 40th floor at Two Commerce Square that includes a high-density (HD) file room that includes an HD file system on 3 slab-mounted steel rails.

Cozen O'Connor, Philadelphia, PA

Structural Engineer for the HQ expansion onto the 29th floor at One Liberty Place that includes private offices and workstations, conference rooms, IDF and support spaces.

Duane Morris, Boston, MA

Structural Engineer for the 13,000 SF office renovation at 175 Federal Street that included open and enclosed office space, conference spaces, cafe space, wellness room and IDF room.

Blank Rome, Philadelphia, PA

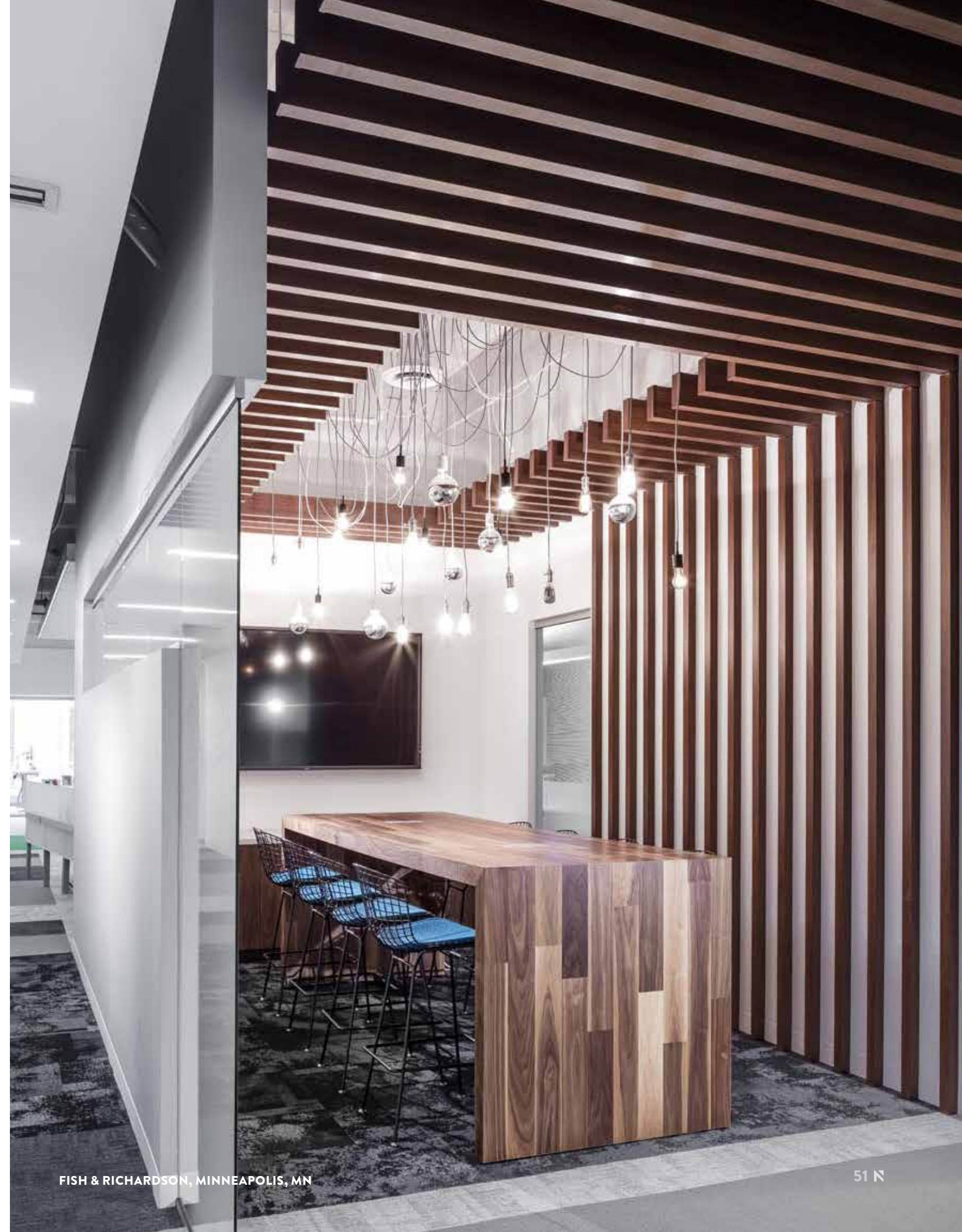
Structural Engineer for the 120,000 SF renovation covering 7 floors at One Logan Square. The program includes a mixture of private offices, workstations, collaborative environments, conference rooms and pantries, and a full-service kitchen with adjoining dining facilities.

Pond LeHockey, Philadelphia, PA

Structural Engineer for the renovation at One Commerce Square that included a new monumental stair connecting the 18th and 19th floors

Macquarie, Philadelphia, PA

Structural Engineer for the tenant fit-out of 145,000 SF of space across 3 floors. The project includes a transformative workplace environment, a social hub, meeting areas, a kitchen, café and server room as well as an intricate steel-framed interconnecting stair, a single-story elevator lift to the roof, a second means of egress from the roof, shear wall and floor penetrations for mechanical infrastructure, support for hanging operable partitions, exterior storefront modifications and a new exterior ADA ramp.



PROJECT APPROACH



QUESTIONS

The following are our responses to the questions posed in the RFP

1. Cancellation Charges – pertaining to those services that may be canceled midway through their delivery.

NELSON tracks progress on percent complete with time card back up. Should a cancellation of services be required, we'd seek an amicable compensation for services rendered recognizing there may be a form of credit in the overall fee structure.

2. Can you suggest specific ways that your company might maximize its architectural fee exposure for the scope defined.

NELSON's proposal recognizes a certain latitude in the scope of work. We understand there are standard or common elements inherent in many legal practice offices. The quantity and size of rooms would not necessarily impact our fee, whereas adding a full-service kitchen would. A caveat to that may be if an assembly type space increased in size to the point of requiring reinforcing to the base building structure, such an increase would be required to have a fee impact.

Change in scope can affect the various disciplines of the design team differently. I.e. operable partitions should they become part of the design solution, may not have a significant impact on the architectural interior efforts, but will have a larger impact on the Structural engineer and as such are noted as an add service below.

3. Minimum notice to terminate contract is seven days in the provided GP contract, of which we will agree to.

NELSON has reviewed the Architectural design and construction administration services agreement, where we note Owner may terminate this agreement for its convenience on 7 days prior written notice of which we take no exception to its time frame.

4. Types of value-added services NELSON provides includes.

NELSON is a team player and recognizes the ebb and flow of a long-term relationship and pride ourselves in our long-term client relationships.

National presence and awareness of design, work place and hospitality trends to inform our design solutions.

5. The best two reasons to select NELSON are –

NELSON offers the ability for GP to partner with a firm with National exposure with a reputation for retaining repeat clients while maintaining a national client base.

NELSON offers a dedicated team with extensive legal knowledge with demonstrated implementation at the forefront of current workplace, legal and hospitality trends by cross pollinating the strength of our Hospitality, workplace and legal sectors for the benefit of your design solutions.

6. Best Management Structure, decision making and oversight environment, ideal client – In the best of all worlds, how would your client interact with you to maximize the mutual success achieved in the project.

We encourage engagement and connectivity combined with early access and input to and from key GP decision makers.

Both sides require a strong awareness of schedule and implications of delays in lack of decision making.

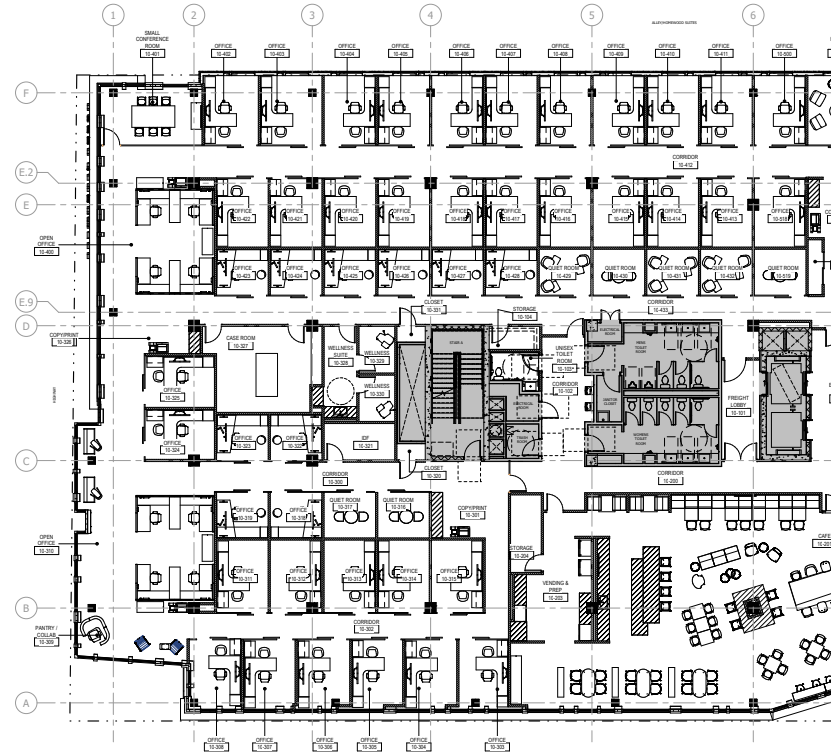
Being open and aware about layers of approval. Please note we are adding into the schedule one week after each phase for GP review and approval.

7. Deep Floorplate Examples

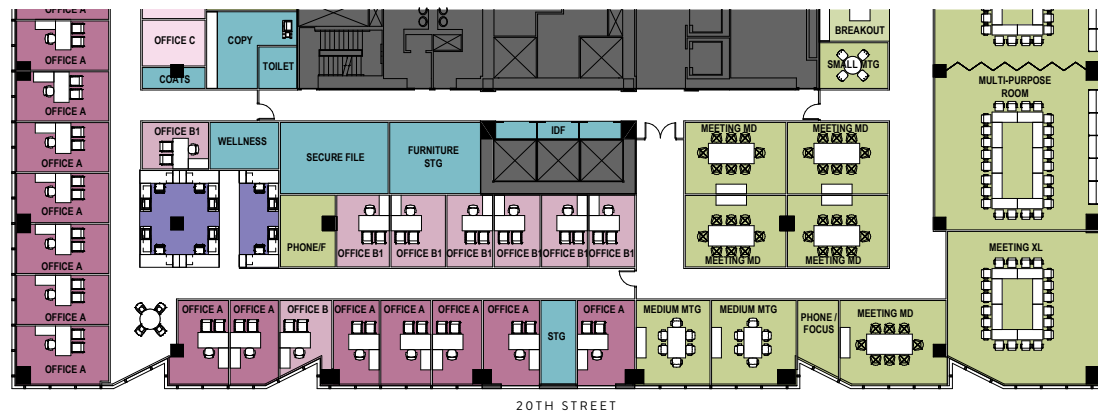
We routinely design projects within floorplates of all sizes and challenging shapes. Addressing the post pandemic hybrid work schedules and increased need for virtual meetings, deeper floorplans have become a great opportunity for locating additional video conference enabled multi-purpose meeting /presentation rooms, general support neighborhoods with wellness facilities and to maximize numbers of shared private office / collaboration workpoints. See examples of solutions in the following dedicated page; all from our recent projects for law firms across the country.

DEEP FLOORPLATES AND HOW WE DEAL WITH THEM

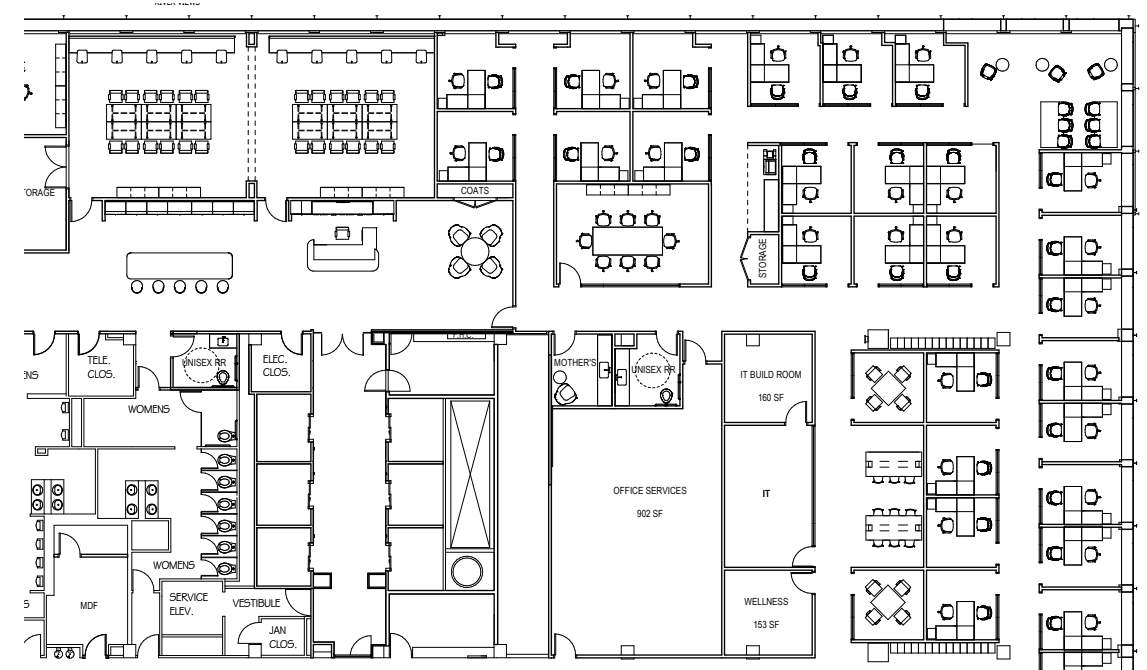
1 Addressing the need for increased privacy and virtual connections with interior focus & collaboration spaces.



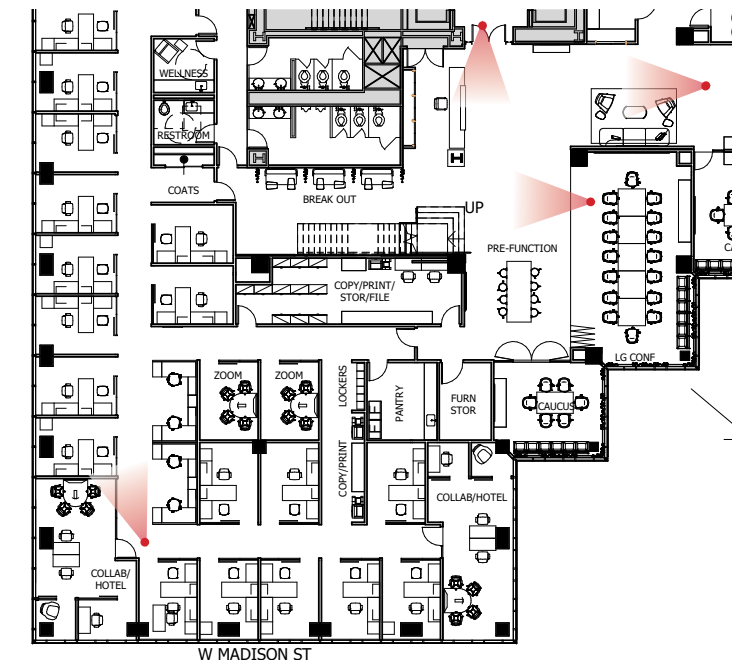
2 Opportunity for the conference center location with various sizes of meeting rooms.



3 Maximizing private office and workpoint counts



4 Expanded reception with a feature interconnecting stair surrounded by general support areas.



SCOPE OF WORK

NELSON is pleased to team with BALA Consulting Engineers, Inc. for Mechanical, Electrical, Plumbing, Fire Protection, Fire Alarm and Life Safety Engineering as well as Structural Engineering. NELSON and BALA have a long history of combined efforts in the Philadelphia market.

We pride ourselves in long standing client relationships. We have local and national experts committed to project excellence in design, delivery and management.

Our designated team has worked on high-end corporate interior fit-outs within Philadelphia's most prominent buildings, demonstrating high level of finishes and thoughtful integrated law firm designs. NELSON brings to the table resources from our portfolio of Hospitality, Mixed-use and Workplace integrating applicable solutions into the legal work environment.

We will be pleased to better understand the recent forward-thinking, cutting edge space standards implemented in the Goodwin Procter NYC offices.

We are pleased to provide the following scope of work aligning with the RFP provided by Savills dated May 15, 2023. Please also review our value added and additional services that can be included in addition to our base fee. Our proposal includes the scope of work noted below based on the number of weeks allocated for the fee noted in the fee summary. We understand that should NELSON be considered for the project we will be expected to enter agreement based on the Architectural Design and Construction Administration Services Agreement provided by Savills.

1. PROJECT MOBILIZATION (+/- 2 weeks)

This phase will include a project kick-off meeting where our team will review schedule, budget and administrative procedures to better understand goals and objectives with the GP and Savills teams.

During this phase we will Formulate Objectives and criteria from:

- i. Previously developed information
- ii. Existing Facility examination.
- iii. Internal Design Team meetings and one kick off meeting.
- iv. We will present our Summary of findings
- v. Owner Review and approval - 1 week

2. PROGRAMMING / VISIONING (Base Services 4 weeks)

01. Review information compiled to be by Savills
 - i. Staffing, work process, flow, support areas, adjacencies.
 - ii. Validation of Savills developed program is required
02. Input from project team.
 - i. Confirm existing program with team
 - ii. Review test fit plans, pricing notes and budgets for various candidate buildings.
 - iii. Conduct visioning session, confirm aesthetic, design goals, budget and key constituents.
 - iv. Present findings to client.
03. Interface with base building team concerning bldg. configuration and MEP Status.
04. Attend appropriate team meetings.
05. **Two presentations, four meetings total for this phase.** (No MEP/S engineering services)

Deliverables –

*Program including summary from visioning sessions
Test fit plan with pricing notes.*

3. DEVELOPMENT EVALUATION (Concurrent with Programming / visioning and Schematic Design)

01. Tour Selected Building (limited to two buildings)
02. Analyze Selected Building
 - i. Arch
 1. Review / Refine previous test-fits reviewing module, bay core
 - ii. Engineering
 1. Evaluations MEP, Structural – as req'd
 2. Professional Comment
 - iii. Budget
 1. Confirm DD is in line with prelim budgeting previously solicited and provided by Savills and or negotiated TI allowance.
03. Interface with Savills on real estate related issues

04. Attend appropriate team meetings.
05. Meetings.
 - i. Building tour
 - ii. Budget review.
 - iii. Present summary
 - iv. **3 meetings total** (including one presentation A/I-MEP/S)

*Deliverables –
Building / space analysis*

4. INTERIOR DESIGN *(Arch / Interior / MEP-FP-FA / Structural)*

Schematic Design **(4 Weeks)** Plus 1 week for client review and approval.

01. Preliminary Design
 - i. Planning
 - ii. Design / material considerations
 - iii. Statement of probably cost measured against previous efforts.
02. Input from project team
03. **Present** Preliminary SD, including renderings of up to two key areas.
 - i. We include in-house sketch quality renderings as necessary to convey the design intent.
 - ii. We include four color enhanced in-house renderings
04. Provide to minor revisions
05. Finalize SD and supporting Docs
06. Please note BALA's Technology Program is included in their attached proposal as a value added below the basic fee.
07. Structural Proposal is limited at this time to Schematic Design Services.
 - i. Once the structural system of the building are known the structural scope for the interior stair can be confirmed. We provide a fee range for probable structural scope in the attached BALA proposal.
08. **Present** findings including minor revision and comments from first SD presentation.
09. Four meetings are anticipated during this phase

Deliverables

*Schematic Design Package for pricing by the selected Construction Manager.
Renderings as noted above.*

5. DESIGN DEVELOPMENT *(Approx. 4 weeks) Plus 1 week for client review and approval.*

01. Preparation of DD plans including:
 - i. Coordinated Furniture, Equipment, partition, config and design issues
 - ii. Coordinated Lighting, power, communication devices, requirements and loads.
 - iii. Finish, color and Materials selections
 - iv. Special Areas, including, revisions / updates to renderings.
 - v. Coordinate with Savills and GP re furniture selection.
 1. Savills responsible for FF typical, development, selection, procurement.
02. Provide Recommendations for the location of
 - i. Accessories
 - ii. Signage
 - iii. Art program
 - iv. Plantings
03. **Present** recommendations
04. Provide updates to the renderings developed in SD phase
05. Provide for one major revision
06. Identify Long Lead items
07. Prepare and **Present** probable cost statement in collaborate with the project's Construction Manager including major revision update.
08. Four meetings are anticipated during this phase

Deliverables

*Design Development Package for pricing by the selected Construction Manager.
Revisions to Renderings as noted above.*

6. CONTRACT DOCUMENTS *(Approx. 10 Weeks) Plus 1 week for client review and approval.*

01. Prepare a Coordinated and compliant CD set of drawings
 - i. Furniture and Systems spec prepared by Savills
02. Assist selected GC/CM Subs with required info for permits.
03. Progress reviews with client 50% and 90% stages during the CD process.
03. Two client meetings are anticipated during this phase as well as coordination meetings with the engineering team.

Deliverables

Construction Documents issued for Bid, Landlord review, Permitting and Construction.

7. CONSTRUCTION ADMINISTRATION AND BIDDING

(Approx. 20-24 weeks) (Arch / Interior / MEP-FP-FA / Structural).

01. Attend pre-construction conference
02. Review bids with the selected CM.
03. Attend weekly construction meetings where we anticipate the weekly coordination meetings to be on the same day as site observation meetings.
04. Review and respond to shop drawings, RFI's
05. Provide periodic Site observations, we include one site visit per week up to 24 weeks
 - i. Report quality of work
 - ii. Report progress of work
06. Prepare and Issue, Initial and follow up PL for Arch and MEP/ Structural
07. Review Pay apps
08. Prepare project manuals for Arch/ Inter/ MEP

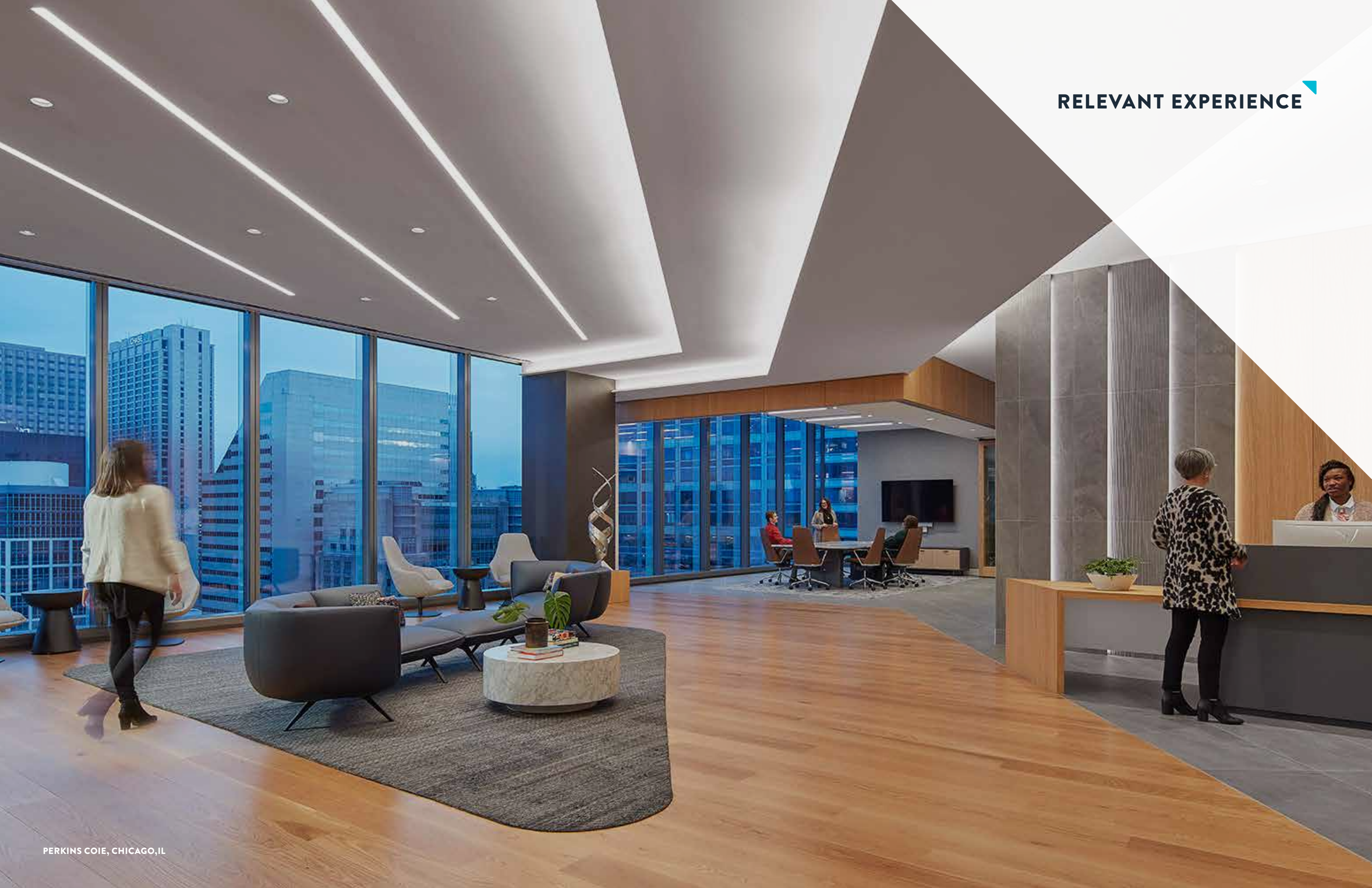
8. ADDITIONAL SERVICES

The following additional services are included as fees or estimated fees in addition to the base service fee.

01. 1. Signage assistance
02. Art selection assistance

03. Acoustical Design
04. Lighting Design
05. MEP items
 - i. AV Design
06. Enhanced Visioning and workplace evaluations
07. Additional renderings vs those noted above.
08. Sustainability and WELL / Fitwell, building initiatives.
09. Structural Engineering services as noted in the pricing matrix.
10. Cost Estimator to be by clients selected Construction Manager

RELEVANT EXPERIENCE

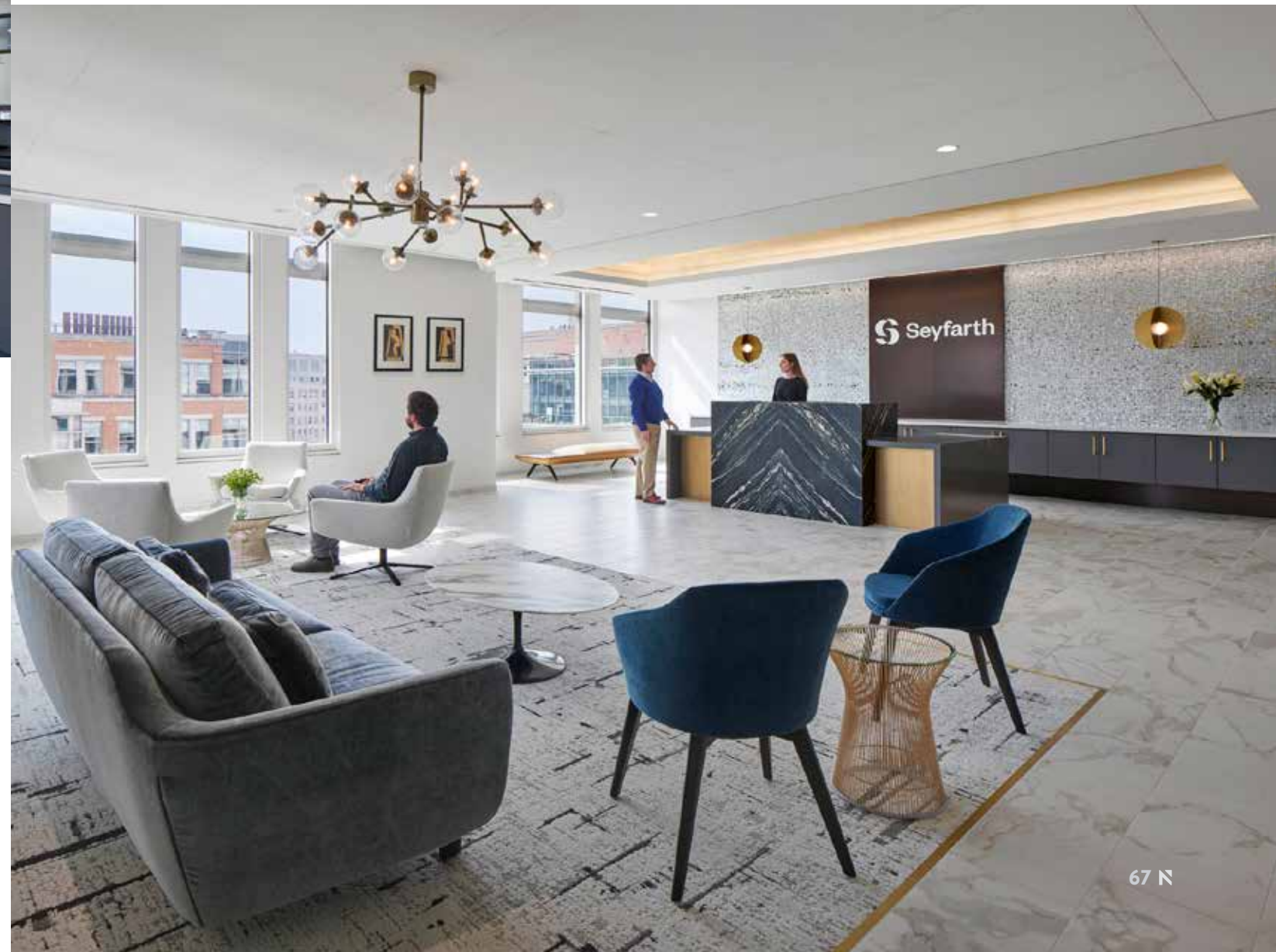




SEYFARTH SHAW, LLP

WASHINGTON, D.C.

Seyfarth Shaw LLP retained NELSON to renovate their existing office in Washington, DC. The team's design targeted the client's goals of reducing their footprint and re-planning the remaining space to incorporate an updated and refreshed conference center floor with reception and entertainment area. By reducing and distributing the law library throughout the practice floors and relocating IT and Office services, the program achieved the desired headcount while returning a full floor of square footage. The NELSON team created a user-friendly café space that connects to the activated outdoor terrace, and the tenth-floor conference center is a hub space for meetings, trainings, functions, and activities. With sleek finishes and upgraded furniture, the new space aligns with Seyfarth Shaw's branding in a modern and practical aesthetic.



> REFERENCE

Timothy Dahlman, Director of Operations and Facilities
Seyfarth Shaw

tdahlman@seyfarth.com

312 460 6446

233 S. Wacker Drive, Suite 8000

Chicago, Illinois 60606

> SIZE

40,000 RSF

> SERVICES

Interior Design

> PROJECT TYPE

Renovation

> YEAR COMPLETED

2020



CONFIDENTIAL AM 10 LAW FIRM

CHICAGO, IL

In relocating, this client was looking for ways to draw people back into the office by creating a space that supports collaboration and can hold large events all while maintaining maximum flexibility. To do this, Nelson designed a space that feels like a well-appointed hotel, bringing in touches of home so people feel comfortable while still maintaining a sophisticated, professional esthetic and maximizing the spectacular views. It was important for guests to feel comfortable and confident in the space, thus finishes were placed to support wayfinding without the need for excessive signage. Flexibility was addressed not only by creating single sized offices but down to the details of ceiling design, wall structure, furniture design and finish selection so that throughout the lease term, this client could make changes with very minimal rework. This project is the perfect example of collaboration between many consultants and trades to bring a client's vision to life. In the words of the managing partner, "it's not just good or even great, it's spectacular."



> REFERENCE

Confidential

> SIZE

88,000 SF

> SERVICES

Full Interior Design, FF&E

> PROJECT TYPE

Relocation

> YEAR COMPLETED

2024



PERKINS COIE

CHICAGO, IL

Perkins Coie LLP decided to leave their 20-year-old space and relocate to a fully modernized new office at 110 N. Wacker in Chicago. Building on an 18-year relationship, they engaged NELSON for the design. The new location accommodates the firm's recent staff growth and offers stunning views, exposure to daylight, room for collaboration, and opportunities for smart space efficiencies. One of the key areas included the entry and conference center space, which functions not only as a traditional conference center but also as a concierge and hospitality hub for the firm. Branding and Art also layered in to the design at entry points, vertical circulation, and vistas to create a diverse and personal story, elevating Perkins Coie's brand as a firm and infusing local and office culture.



> REFERENCE

Richard Sevcik, Partner
Perkins Coie, LLP

Rsevcik@Perkinscoie.com
312 324 8653
131 S Dearborn Street, Suite 1700
Chicago, IL 60603

> SIZE

104,000 SF

> SERVICES

Full Interior Design, FF&E,
Environmental Graphic Design

> PROJECT TYPE

Relocation to 110 N. Wacker high-rise

> YEAR COMPLETED

2021





LEVENFELD PEARLSTEIN, LLC.

CHICAGO, IL

When looking to relocate, Levenfeld Pearlstein, LLC was interested in creating a space that both invested in employee equity and saved real estate costs. After completing an extensive workplace strategy phase with NELSON, Levenfeld Pearlstein, LLC came to the conclusion that it was important to provide an office for all employees. In order to provide this function while still meeting their real estate reduction goals, we collectively decided to implement 10 x 10 offices along with 90% unassigned space policy. Given this progressive approach to law firm planning, Levenfeld Pearlstein, LLC recognized the need for change management and worked together with the NELSON team to guide their employees through the process. Not only does this space meet Levenfeld Pearlstein, LLC's real estate goals and objectives, it also provides a fresh, modern new office space that will help attract and retain talent. The design concept for this space was Lagom, "just the right amount". It was important to Levenfeld Pearlstein, LLC to provide an elevated aesthetic while still being welcoming and relatable.



> REFERENCE

Kevin Corrigan (he/him/his), Chief Operations Officer
Levenfeld Pearlstein, LLC
312 476 7543
2 N. LaSalle St, Suite 1300
Chicago, IL 60602

> SIZE

38,000 SF

> SERVICES

Design, FFE, Change Management, Art Work
Management, Lighting

> PROJECT TYPE

Relocation

> YEAR COMPLETED

2023



COMCAST CAMPUS

PHILADELPHIA, PA

NELSON Worldwide (formerly Daroff Design) has enjoyed a longstanding relationship with Comcast Corporation, and their family of companies, since their initial move into Center City Philadelphia. As Comcast grew their urban campus, our design team has been a consistent partner, working in all three of their Philadelphia towers and up and down the East Coast, including the Comcast Center, Comcast Technology Center, and 3 Logan. From traditional workstation-filled floors, to the executive office floors, to the infamous food service experiences, NELSON has immensely contributed to the positive employee experience and overall company productivity through our combination of workplace and hospitality design. All of these spaces seek to inspire innovation, foster community and collaboration, and instill enthusiasm for the Comcast brand. In all, our team has designed more than 500,000 SF of space for Comcast.



> REFERENCE

Adam Black
Director of Capital Projects
215-450-3323
ablack@comcast.com

> SIZE

Over 500,000 SF total

> SERVICES

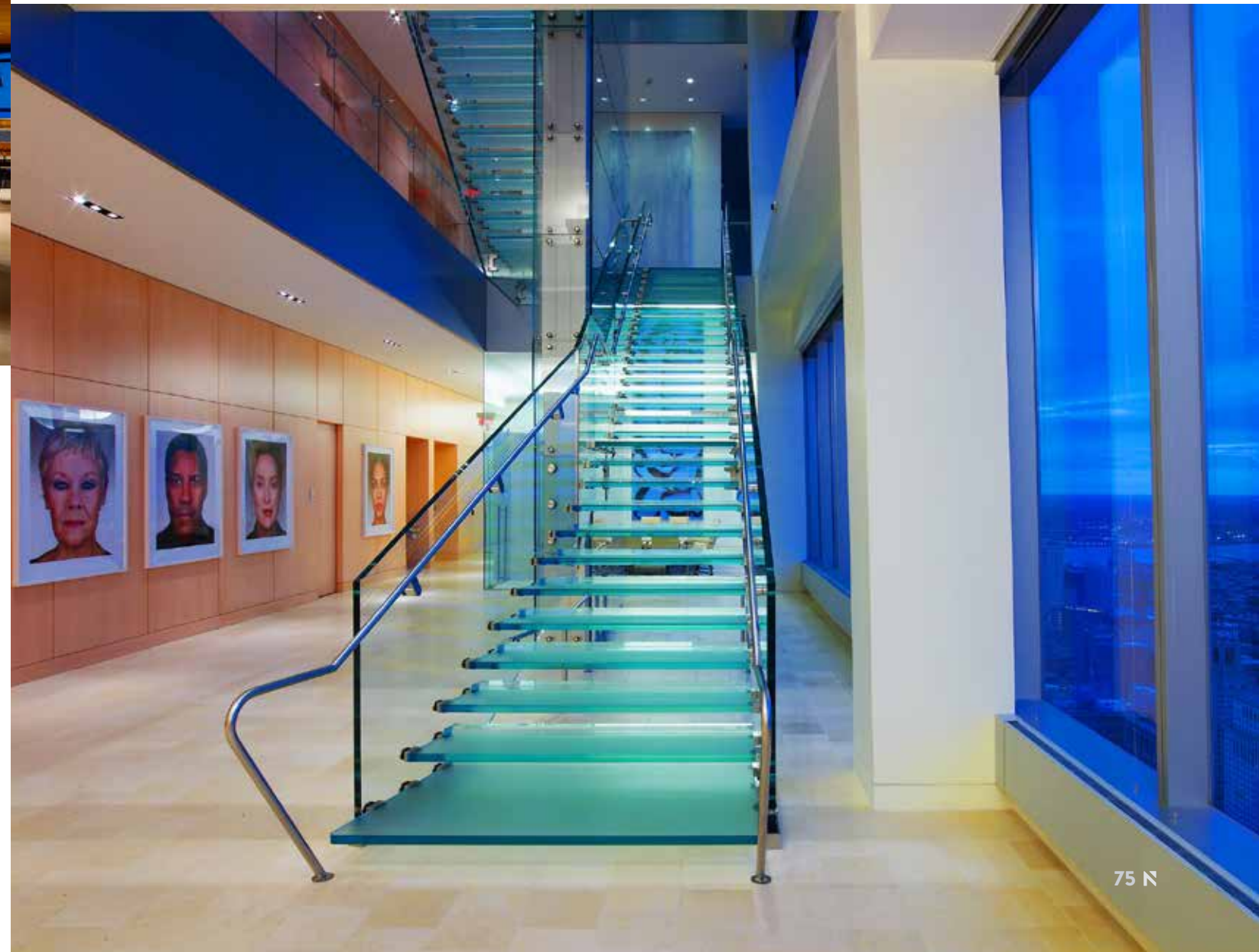
Interior Design, Architecture, Art & Accessories, FF&E

> PROJECT TYPE

Relocation

> YEARS COMPLETED

2003-2023, Renovations Ongoing





RADIAN

PHILADELPHIA, PA

NELSON created a headquarters that reflects the company's forward-thinking and innovative image, situated on five and a half floors of the West Tower in Center Square. Central to the design was creating a community atmosphere among the departments and employees. Starting with a fully gutted interior, NELSON's design allows natural light to permeate the space. Bringing the offices into the core and situating the workstations along the window line exposes the existing concrete waffle slab as a unique design accent. NELSON's Move Management team facilitated the relocation of the 550+ employees. There were seven phased moves held on consecutive weekends from June to August.



> REFERENCE

Sharon C. Jones
Assistant Vice President
215 231 1411
sharon.jones@radian.com

> SIZE

150,000 SF

> SERVICES

Interior Design, FFE, Move Management, Change Management, Art Work Management, Lighting Design

> PROJECT TYPE

Relocation

> YEAR COMPLETED

2020, Ongoing Renovations

BALA

LAW FIRM EXPERIENCE



White & Williams
Philadelphia, PA
120,000 SF renovation over 5 ½ floors at One Liberty Place inclusive of private offices, workstations, training rooms, a server room, Board Room and multi-purpose conference spaces.



Dilworth, Paxson, Kalish & Kauffman
Philadelphia, PA
142,000 SF office tenant fit-up on 7 floors of the Mellon Bank Center inclusive of a computer room, library, file room and conference center.



Pepper, Hamilton & Scheetz
Philadelphia, PA
170,000 SF tenant fit-up on 9 floors of Two Logan Square that included the addition of a state-of-the-art telecommunications system and supplemental air conditioning equipment for a computer room as well as a free-standing connecting stair between the 9 floors and a spiral monumental stair in the library.



Hangley Aronchick Segal Pudlin & Schiller
Philadelphia, PA
42,000 SF office renovation inclusive of private offices, workstations, conference rooms, pantries and server room.



Morgan Lewis & Bockius
Princeton, NJ
12,000 SF tenant improvement that included design for offices, conference rooms and high density file areas.

Watson Wyatt
Philadelphia, PA
11,000 SF office renovation and fit-up on the 20th floor of 1600 Market Street inclusive of open office, private office and conference rooms.

Fox Rothschild, LLP
Philadelphia, PA
10,000 SF tenant fit-up at 2000 Market Street that included the extension of an existing interior connecting stair.

Post & Schell
Philadelphia, PA
69,000 SF tenant fit-up at 4 Penn Center that included private offices, conference rooms, a fitness center, kitchen/pantry and high-density file areas.

Massachusetts Bar Association
Boston, MA
Office renovation at 20 West Street inclusive of reallocation of entry vestibule, new reception/security desk, new entry doors, and new meeting rooms.

Murtha Cullina
Hartford, CT
25,000 SF tenant fit-out that includes a reception area, offices along the perimeter, war rooms, a law library, conferencing areas, high-density file room, will vault, training area, technology room and a wellness room.

Duane Morris
Boston, MA
13,000 SF office renovation at 100 High Street inclusive of open and enclosed office space, conference spaces and reception area.

Gallagher Evelius & Jones
Baltimore, MD
25,000 SF renovation across the 4th and 5th floors within the Park Charles Building.

KEY FACTS

LOCATION:

Various

SERVICES:

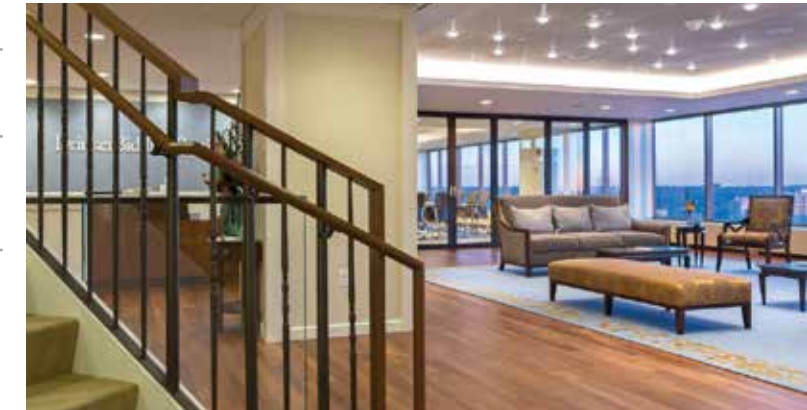
MEP/FP Engineering
Technology Design

ARCHITECT:

Studios Architecture

BALA

LAW OFFICE EXPERIENCE



FAEGRE DRINKER BIDDLE & REATH LLP

As a nationwide law firm, Faegre Drinker Biddle & Reath renovated multiple offices on the East Coast, including their headquarters in Philadelphia and their Florham Park office. They called on Bala to assist in these efforts by providing MEP/FP engineering and technology design expertise.

Philadelphia, PA

Faegre Drinker Biddle & Reath renewed their lease at One Logan Square. Renovations to the 154,000 SF office included a mixture of private offices and workstations, conference rooms, pantries, a cafe, catering kitchen, servery and a fitness center.

Bala also provided engineering services for the renovations to the conference room on the 21st Floor. Bala's scope of work included performing HVAC calculations to determine if the existing system had the capacity to adequately cool the conference room with the additional occupants, design and documentation for the electrical power required for receptacles, floor devices and motorized shades and structural evaluation of the existing floor structure for new floor core locations. Bala also provided the technology design for this project.

Florham Park, NJ

Bala provided MEP/FP engineering and technology design services for the tenant improvement project at 600 Campus Drive. The 55,700 SF of leased space includes a mixture of private offices, workstations, conference rooms, pantries, cafe and record spaces.

Wilmington, DE

Provided MEP/FP engineering and technology design services for the fit-out of 12,262 SF of space on the 14th floor of their regional office. The space includes private offices, workstations, conference rooms and a cafe.

Chicago, IL

Bala's Technology Group is providing technology design services for the 90,000 SF fit-out of space within 320 South Canal Street office space. The project includes offices, a conference floor, boardroom and multi-purpose rooms

BALA

LAW OFFICE EXPERIENCE

KEY FACTS

LOCATION:
Philadelphia, PA & Baltimore, MD

SQUARE FEET:
110,000

COMPLETED:
Offices - 2010
Fitness Center - 2015
Baltimore - 2022

SERVICES:
MEP/FP Engineering



SAUL EWING ARNSTEIN & LEHR, LLP

Bala began our engagement by conducting a detailed feasibility report to determine if the firm should remain in their current space or relocate to another building. The report included a detailed analysis of their existing HVAC system. It was determined that remaining in their existing space and renovating it was the most ideal option for the law firm.

Baltimore Office Fit-Out

Provided MEP/FP Engineering services for the 27,000 SF full floor tenant fit-out at 1001 Fleet Street. The space includes private offices, large conference rooms, catering kitchen, bar, 3 pantries and lunch room.

Centre Square Consolidation

Bala provided engineering services for the consolidation and renovation of their Centre Square offices. The construction was completed in 4 phases over a period of 16 months. The renovated spaces included a new reception area, perimeter offices, coffee pantry spaces, conference rooms, a lunch room,

administrative support spaces and high density file storage. Some areas required additional 24x7 supplementary air conditioning systems and modifications to base building perimeter office A/C controls. We also renovated the base building toilet rooms on the firm's floors to upgrade the ventilation systems and modified the electrical and plumbing systems.

Fitness Center/Meeting Spaces

Bala provided engineering services for the renovation of 4,000 SF of space at their offices in Philadelphia. The new space includes a new fitness center with 2 bathrooms, renovations to the existing library and a large meeting space area.

BALA

LAW OFFICE EXPERIENCE

KEY FACTS

LOCATION:
Philadelphia, PA

SQUARE FEET:
191,000

COMPLETED:
2017

SERVICES:
MEP/FP Engineering



COZEN O'CONNOR

International Law Firm, Cozen O'Connor, moved their Philadelphia headquarters from the Philadelphia Stock Exchange Building to One Liberty Place in 2015. Bala was chosen to complete MEP/FP engineering services for their initial move and completed further renovations to their building and expansion onto another floor.

Bala completed full mechanical, electrical, plumbing and fire protection services for the 190,931 SF renovation on floors 21 through 28 at One Liberty Place in Philadelphia.

The building renovations included a mixture of private offices and workstations, conference rooms, IDF and server rooms and support spaces. The 28th floor holds the main reception area, conference rooms and executive offices.

Renovations and Expansions

Bala was chosen to perform additional engineering services to the building in 2017. Cozen O'Connor completed minor renovations to the 23rd floor and expanded their offices onto the 29th floor. The 29th floor expansion is similar to the initial program, which includes private offices and workstations, conference rooms, IDF and support spaces.

100 Park Ave - Conference Center Space

Bala provided MEP/FP engineering services for the conference center renovation project on the 34th floor of their New York City office. About 4,200 SF of space was renovated to include 20 offices, a large conference room, reception and support areas.

3 World Trade Center

Cozen O'Connor wanted to consolidate two of their locations in New York and chose Bala's MEP/FP engineering team to assist. The project involved 73,840 SF of space covering the 55th floor and part of the 56th floor of 3 World Trade Center. Spaces include perimeter and interior office space, meeting rooms, pantry, war room and other support areas.

BALA

LAW OFFICE EXPERIENCE

KEY FACTS

LOCATION:

Washington, DC

SQUARE FEET:

54,290

COMPLETED:

2022

SERVICES:

MEP/FP Engineering

ARCHITECT:

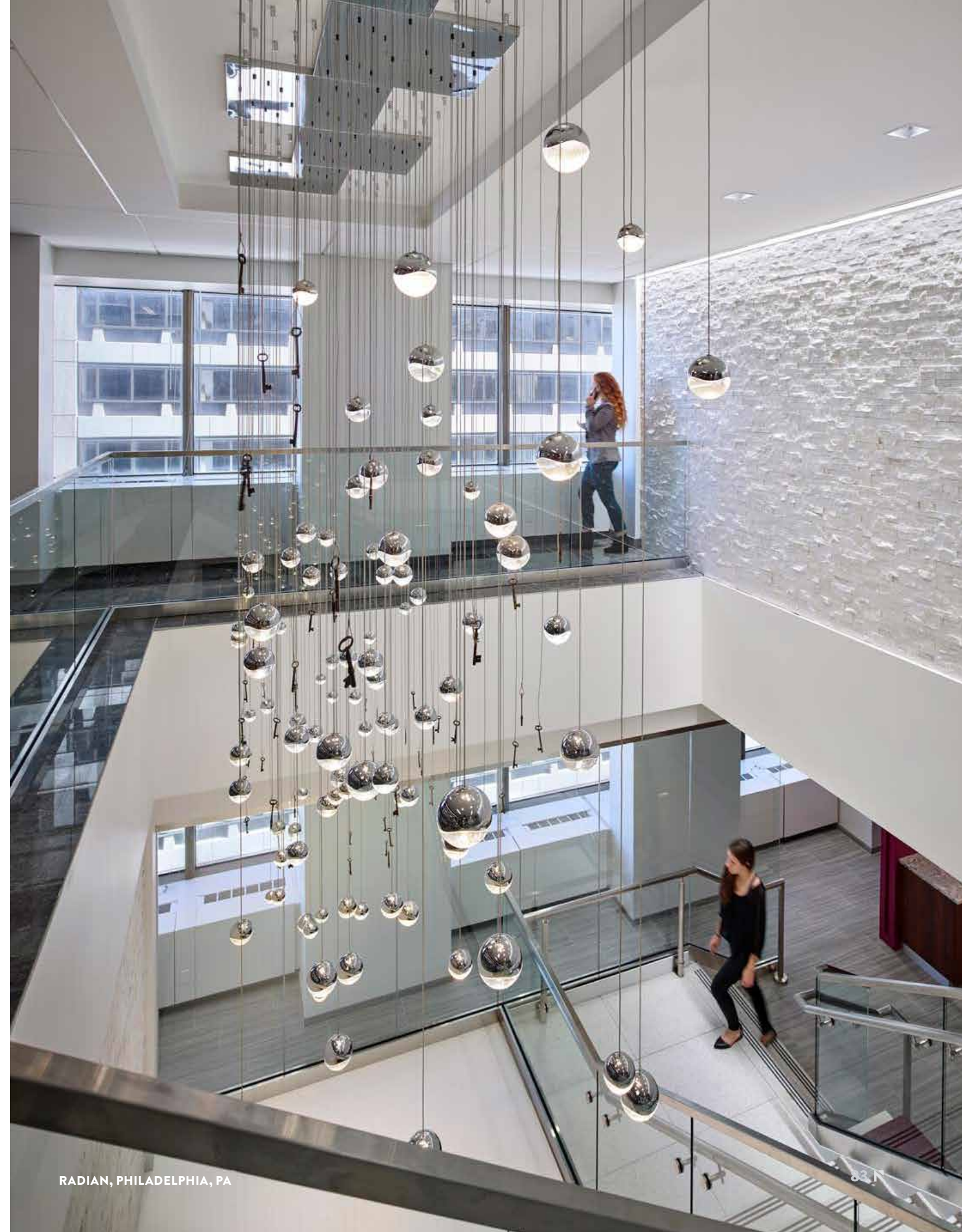
HYL Architecture



ELIAS LAW GROUP

Elias Law Group, the nation's largest law firm dedicated to protecting voting rights in court, relocated its Washington, DC office to Capitol Crossing's 250 Massachusetts Avenue NW to create a new collaborative and flexible workspace.

The program for the new space included mostly private offices, open workstations, multiple sizes of flexible meeting spaces, pantries and workplace support spaces based upon supporting talent retention, innovation and well-being.





PROJECT PROCESS AND ESTIMATED TIMELINE

DISCOVER >

DEFINE >

DESIGN >

DETAIL >

DELIVER >



01.

PROJECT MOBILIZATION

2 WEEKS KICK-OFF MEETING

- > Review schedule
- > Review administrative procedures
- > Define goals and objectives
- > Review previously developed information
- > Existing Facility review

Deliverable:
Summary of Findings

02.

PROGRAMMING / VISIONING

4 WEEKS + 1 WEEK FOR CLIENT REVIEW

- > Review information provided by Savills
- > Program confirmation
- > Develop test fit plans,
- > Review budgeting
- > Conduct a Visioning session

Deliverables:
Summary of findings
Program
Test fit plans

03.

DEVELOPMENT EVALUATION

4 WEEKS
(CONCURRENT WITH PROGRAMMING / VISIONING)

- > Tour Selected building
- > Analyze Selected building - Arch and MEP
- > Budget review

Deliverable:
Summary of Findings

04.

SCHEMATIC DESIGN

+/- 4 WEEKS + 1 WEEK FOR CLIENT REVIEW

- > Preliminary Design
- > Design Finish / Material Concepts
- > Preliminary MEP / Structural engineer coord
- > Statement of probable cost
- > Presentation with Renderings
- > Incorporate revisions
- > Issue SD package for pricing

Deliverable:
Schematic Design Package

05.

DESIGN DEVELOPMENT

+/- 4 WEEKS + 1 WEEK FOR CLIENT REVIEW

- > Final Finish Selections
- > Furniture coordination with Savills
- > Lighting, power and communication device coord.
- > MEP / Structural Development & Coordination
- > Revisions to special areas
- > Recommendations for FF&E
- > DD presentation 1
- > Modify design and finish concepts
- > DD presentation 2

Deliverable:
Deliverable Issue DD package for pricing

06.

CONSTRUCTION DOCUMENTS

+/- 10 WEEKS + 1 WEEK FOR CLIENT REVIEW

- > Coordination with MEP / Structural Eng
- > Progress review 50%
- > Progress review 90%
- > Issue for permit and Bid
- > Issue for Landlord Review
- > Issue for Construction

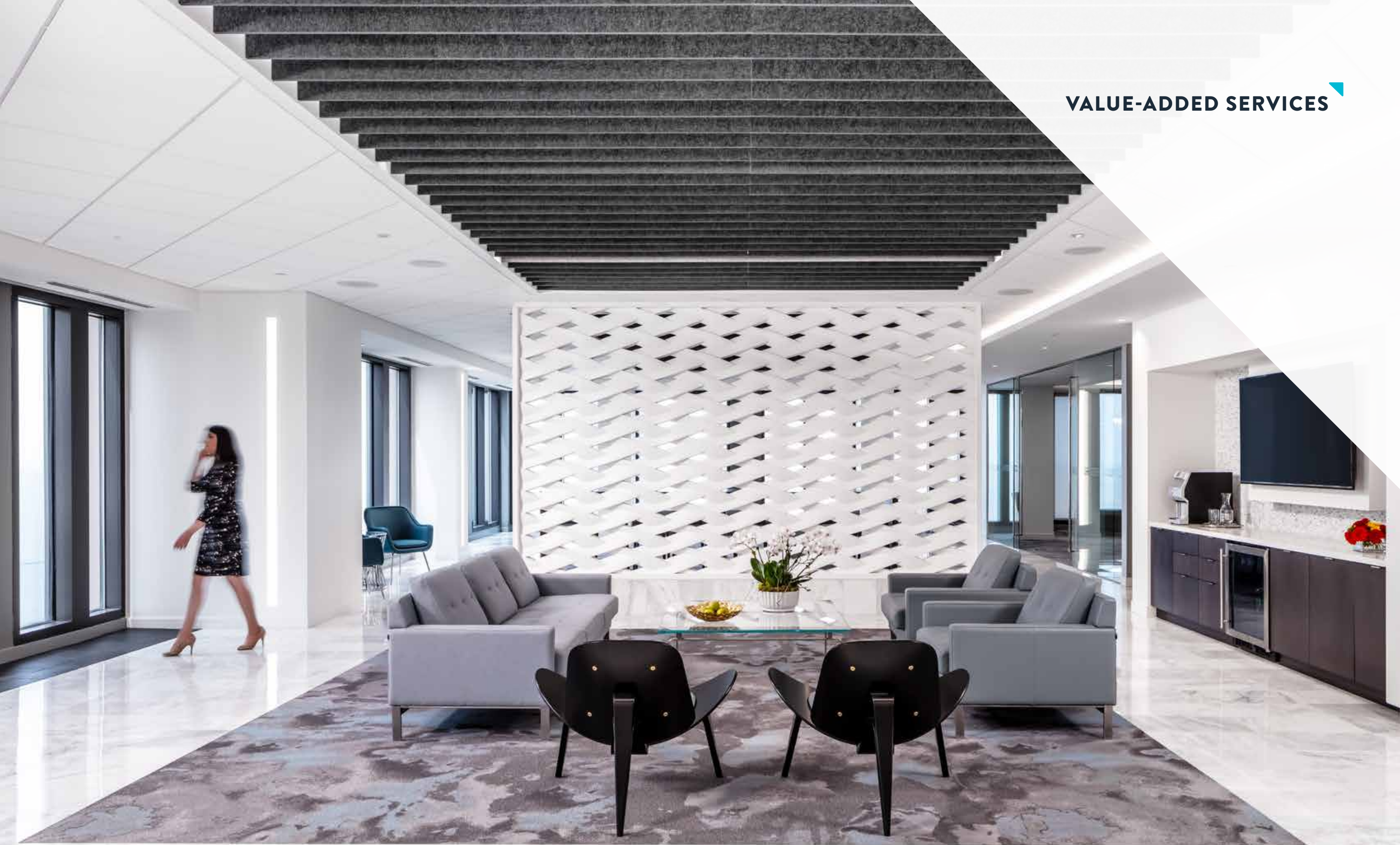
07.

CONSTRUCTION ADMINISTRATION

+/- 24 WEEKS

- > Review bids with designated CM
- > Attend pre-construction conference
- > Attend weekly construction meetings
- > Review and respond to shop drawings, RFI's
- > Provide periodic Site observations
- > Prepare and Issue, Initial and follow up PL
- > Prepare Project close out documents

VALUE-ADDED SERVICES



DESIGN VISUALIZATION

We create digital imagery with an acute sense of architectural relevance, artistic design, and visualization technology. These products have the ability to improve communication, enrich comprehension, and enhance visual character and appeal.

CLAY MODEL / PRE-VIZ IMAGERY

Shapes, volumes,
architectural elements
& conceptual furniture
arrangements



INTERIOR & EXTERIOR RENDERINGS

Revit geometry. From
white model to photoreal,
artistic, or hybrid
imagery Can be created
at any point during the
design process



PHOTO COMPOSITES

A photographic picture
is rendered and more
descriptive and cost
effective than renderings
produced from a 3D
environment



Leveraging a model
produced for a still
rendering or start from
scratch. Available as
image files or authored
and formatted for
playback on DVD

ANIMATIONS*



Video sequences that
incorporate photos,
renderings, animations,
text, music, and
narration. Stand alone
file, digitally formatted
for the web, or sharable

VIDEO PRODUCTION*



Immersive 360
Panoramic or complete
VR walk-through. Allows
viewers to navigate
projects with dynamic
interaction

REAL-TIME & VR TOURS*

Bring to life realistic models of architectural design concepts to improve communication, enrich comprehension, and enhance visual character and appeal

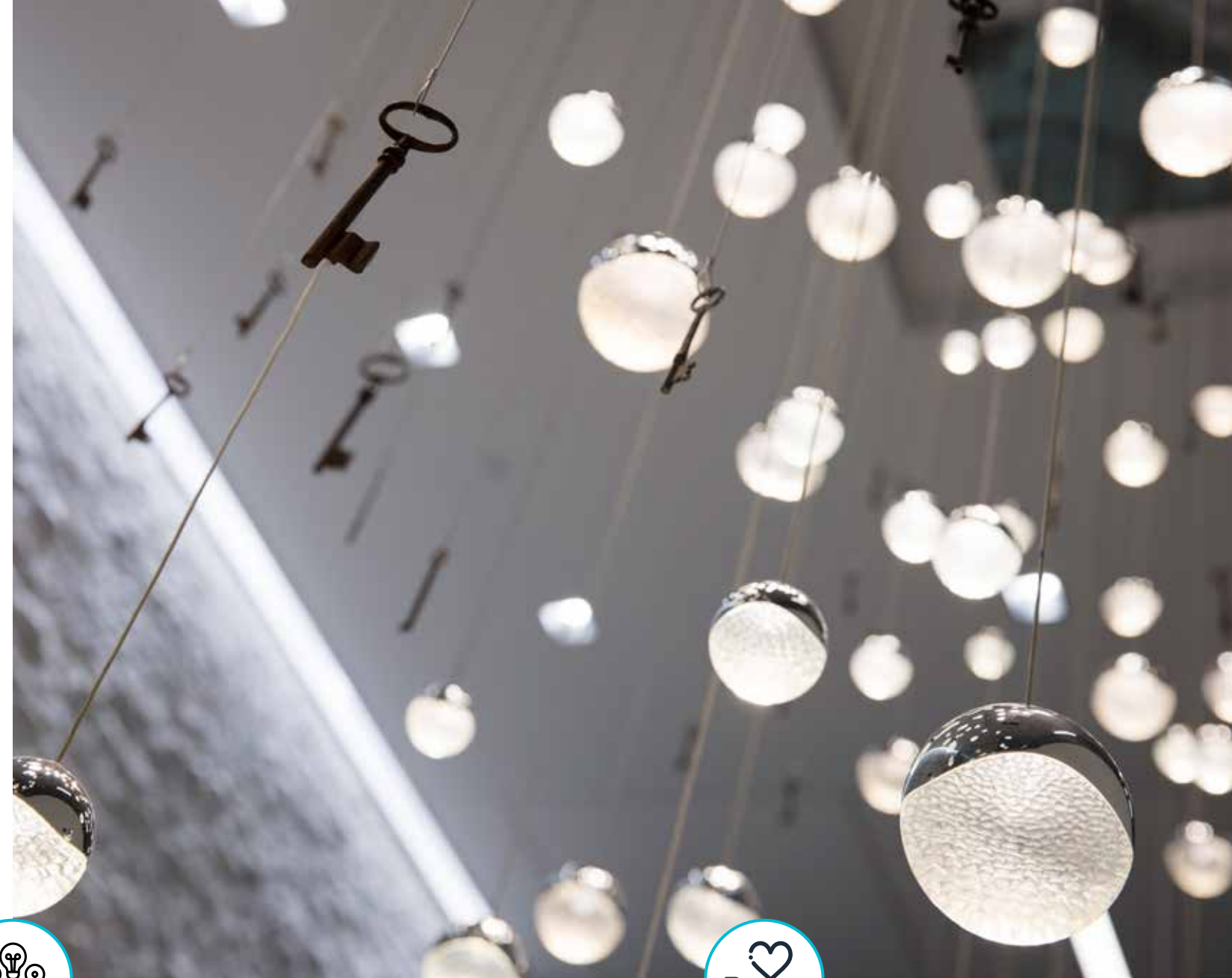
Design Visualization is much more than a technical capability. It is a communication tool that allows you to play an active role in the design process. We provide client-focused service that allows for creative collaboration and exploration of possibilities for a new space, guided by our technical agility and expertise. Through the experience of design visualization in its many forms, our clients gain valuable information and a vivid understanding about their investment, giving them greater control over the final product.

DESIGN VISUALIZATION OFFERINGS

- 3D Architectural Modeling
- Photo-Real / Non-Photo-Real Renderings
- Photography & Video Capture
- 3D Animations
- 360 Degree VR Tours
- Extended Reality (VR, AR, MR)
- Real-time Environments
- Digital Media Editing

IN-HOUSE LIGHTING DESIGN

Light is an important part of our everyday life. It can affect a person's mood, alter their behavior, and even change the perception of space. As specialists in the industry, we pride ourselves on delivering innovative solutions that speak to our values and clients' goals. For over 20 years, Windward Lighting Studio (our in-house lighting studio) has provided a variety of lighting design services to help clients achieve their ideal lighted environments.



WE DEVELOP CLIENTS, NOT PROJECTS

We value the relationships that we have, and have based our growth on repeat work rather than chasing individual projects.



EVERY PROJECT IS UNIQUE

We do not bring a “style” or “standard” to projects, rather we view them as distinct, allowing us to provide highly customized designs.



ACCENTUATE THE EMOTION

All architecture is art, and the placement, color, textures, and intensity of the lighting design should enhance those emotions.

SUSTAINABLE DESIGN

Sustainably designed buildings and spaces are breathing new life into cities and towns globally. Our teams are actively partnering with our clients to incorporate sustainability from the inside out – to create healthier spaces for occupants as well as energy-efficient structures that save money and minimize broader environmental impact. We provide expertise in LEED, WELL, and Fitwel certification, but also tailor sustainable design solutions to fit any budget regardless of certification goals.

OFFERINGS

LEED Design & Certification

WELL Building Certification

Fitwel Certification

Minnesota B3 Compliance

Green Building & Wellness Assessment

Resilient Design

Catastrophe Response Planning

Code & Specification Support

Sustainable Materials Selection

Education & Advocacy

RAMYA SHIVKUMAR - CEM, WELL AP, LEED AP BD+C

Director, Energy & Sustainability

678 254 0525 | Ramya.Shivkumar@windwardec.com

Ramya is the leader of our sustainability strategy and consulting practice, bringing over 18 years of experience in the green building industry. With a diverse background as an architect, building performance specialist, sustainability consultant, and engineering services project manager, she possesses a wealth of expertise that enriches our team. Ramya has successfully led sustainability projects across different scales, from grassroots initiatives to corporate endeavors. In our sustainability practice, we foster a collaborative approach, empowering the project team to prioritize the seamless integration of sustainable practices into the design process.



WELLness

Awareness of how the built environment affects our overall health and wellbeing, through air, water, nourishment, light, fitness, comfort and mind, is becoming increasingly more important. Upon request, we adhere to the WELL building standard, blending design principles with the study of neuroscience to create spaces with programs, design strategies, and performance metrics focused on a healthier experience.

ECO-Impact

We deliver design via an integrative process bringing sustainability to the forefront of the discussion, from inception through occupancy. Carefully considering all aspects of potential environmental impact at the onset of each project, our design approach takes into consideration responsible material sourcing, economic impacts, lifecycle impacts, the health and welfare of your occupants, and social and cultural impacts of each project.

ENVIRONMENTAL GRAPHIC DESIGN

Within our Environmental Graphic Design (EGD) and Brand Communication service offerings, we create innovative solutions that visually communicate your brand position and messaging to a variety of audiences, across a variety of mediums. A brand's strategic position and visual identity drives its recognition and differentiation in the marketplace, and in the minds of its consumers.

As a key component to any successful environment, EGD brings the brand's positioning, visual expression, and personality to life. EGD's careful infusion of the brand within a space, elevates the user's experience, creates a sense of place, and promotes brand engagement. It also drives brand awareness, loyalty, and more meaningful connections to the brand's mission, values and goals.

Beyond the environment, tailored Brand Communications target key moments of engagement where various audiences see, process, and internalize your brand story. Clarity of message, content hierarchy, and integration of visual design principles come together so your message is truly heard.

We believe the best solutions come from the integration of our Graphics offering within any environment or Client relationship. With this service model, Graphic Design elements are co-created in partnership with our Brand Strategy & Insights, Interior Design, and Architectural teams, making each project highly customized to the Client's specific values and needs. From initial "big picture" alignment through to the tactical and detailed final implementation, our design process thrives on the close collaboration with Client and stakeholder teams. This ensures the Clients' vision is captured seamlessly and successfully within the final design solution.



FLEXIBLE “RIGHT-SIZED” EGD OFFERINGS

We believe every client, space, and opportunity is unique— so we work to offer solutions that best fit these individualized needs. Whether this is creating small isolated visual impacts, building out a design system for multiple locations, creating brand features and plans for user events, or full brand invention or reinvention, we seek out ways to engage customers and surprise and delight the end users.



PERKINS COIE



DORSEY & WHITNEY LLP



ANAPOL WEISS



N 98

SEYFARTH SHAW LLP



COBB STRECKER DUNPHY & ZIMMERMANN

99 N

ART & ACCESSORY COORDINATION

Finish your space with pieces that tell the story of your brand. Art, artifacts, and accessories work hand-in-hand with furniture, lighting, and finishes to create an environment that tells your unique story. Careful selection of these personalized touches can make a memorable impression that fosters comfort and solidifies your business culture and identity.





FEE

Pricing Matrix		Fee summary in Fee / RSF format							
Service	Work Effort	Price Proposed (Cost per RSF at 35,000 RSF)			35000 RSF		Sub-total	Sub total range w/ Struct	
		NELSON	BALA MEP	BALA Structural	to	Structural range			
		Fee\$/RSF	Fee\$/RSF	na		Fee\$/RSF			
Project Mobilization	Per Propopsal	\$0.15	\$0.00	\$0.00			\$0.15		
Programming / Visioning	Per Propopsal	\$0.35	\$0.00	\$0.00			\$0.35		
Development Evaluation	Per Propopsal	\$0.20	\$0.00	\$0.00			\$0.20		
Interior Design	Schematic Design	\$1.25	\$0.30	\$0.23		\$0.00	\$1.78 *		
	Design Development	\$2.15	\$0.65	\$0.17	to	\$0.46	\$2.97 to	\$3.26	
	Construction Documents	\$2.35	\$0.96	\$0.20	to	\$0.60	\$3.51 to	\$4.52	
Construction Administration	Per Propopsal	\$2.20	\$0.49	\$0.17	to	\$0.26	\$2.86 to	\$2.96	
Totals	Per Propopsal	\$8.65	\$2.40	\$0.77	to	\$1.32	\$11.82 to	\$12.74	

Additional Services		NELSON	BALA MEP	BALA Structural	Subtotal
Signage	estimate	\$15,500.00	\$0.00	\$0.00	\$15,500.00
Art Selection assistance	estimate	\$20,000.00	\$0.00	\$0.00	\$20,000.00
Acoustical Design	estimate	\$35,500.00	\$0.00	\$0.00	\$35,500.00
Lighting Design		\$20,000.00	\$0.00	\$0.00	\$20,000.00
LEED Consulting Fee CI Silver		\$38,000.00	\$28,300.00	\$0.00	\$66,300.00
WELL Consulting Fee		\$42,000.00	\$19,900.00	\$0.00	\$61,900.00
Bldg Sys + Leed Commission	Fundamental	\$0.00	\$29,850.00	\$0.00	\$29,850.00
LEED Enhanced Commissioning	Opt 1 path 1 Enhanced X	\$0.00	\$15,000.00	\$0.00	\$15,000.00
LEED Enhanced Commissioning	Opt 1 path 2 MBCx	\$0.00	\$12,000.00	\$0.00	\$12,000.00
BALA Technology Program					
	Schematic Design	\$0.00	\$6,500.00	\$0.00	\$6,500.00
	Design Development	\$0.00	\$14,500.00	\$0.00	\$14,500.00
	Construction Documents	\$0.00	\$17,800.00	\$0.00	\$17,800.00
	Contract Admin	\$0.00	\$11,900.00	\$0.00	\$11,900.00
	Technology Total	\$0.00	\$50,700.00	\$0.00	\$50,700.00
Add #1 Technology Stragegy			\$16,000.00	\$0.00	\$16,000.00

Structural Add Services

		estimiare per partition		
Operable Partitoin Support		/ location	\$7,000.00	\$7,000.00
Floor Load Study		estimate per room	\$3,500.00	\$3,500.00
mechanical / Electrical Support		estimate	\$3,500.00	\$3,500.00
Architectural Support		estimate	\$5,000.00	\$5,000.00

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