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Q&A for Jim Weinberg Lifestyles Design Approach for High Rise Refresh

1) What does “boutique” mean to you and how would you galvanize that feeling through design?

A “Boutique” property is different from a standardized development that caters to a large target audience. Instead, a Boutique property or service has a very specialized niche. A Boutique property promotes a more distinctive concierge service, where residents feel like a part of a family, which if executed properly, offers a unique and higher value. We feel that the “Boutique” look and feel can be galvanized through design, branding and lifestyle. Given the opportunity, we will provide a unified “one-of-a-kind” design to the entire property. Our intention is to create and select unique products, finishes and provide functional space planning which allows us to develop a new refreshing brand and identity for the property.

2) What other lifestyle benefits do you see in our building and how would you celebrate them through design?

There are many lifestyle benefits available at your Condominium. The nearby park has a great deal of influence, including the ability to walk through Midtown and enjoy the lifestyle that comes with this pedestrian area. This offers a unique design opportunity where Luxe residents can take advantage of our planned Pet Spa and play areas, along with enjoying special access to the park. The abundance of square footage available on the amenity level allows us to create a shared technology workspace for meetings and personal use. There will be several more benefits created once our scope of services is flushed out through discussions with the design committee.

3) How do you tackle the challenge of making a transitional/contemporary design last for 10 years?

A “Transitional” design is one that is clean and timeless, taking advantage of both conventional and modern designs which work very well together. The materials that we use are not design specific, instead we use simple patterns and designs, taking solid colors and textures that are easy to comprehend and do not get tiring after years of use. Using a more “monochromatic” color pallet allows us to add punches of accent colors and artwork that are easy to update when requested, making our design interpretation timeless and classic. Our “Liveable” approach uses quality finishes and well-crafted materials that will stand the test of time, not only for durability, but for the overall longevity of the design.

4) What are your go-to solutions when a design needs to be value engineered? Could any of these solutions apply to this project?

We pride ourselves on our ability for creating designs that allow us to be consistent in scale, color and quality. We choose designs that can be value engineered without compromising the overall design intent. Durability, safety, and functionality will never be compromised due to budget constraints. Our years of experience in maintaining a designated budget is due to our ability to determine not only the “what” to value engineer but our knowledge for reselecting alternatives that make sense for both design and budget. It is imperative for us to maximize every effort in design to fit within the budget.

5) What do you consider the best method of communicating your design intent to this committee?

We intend to communicate our design intent to the refresh committee, through renderings, sketches, 3D Modeling, and display boards. For each aspect of the design, we will choose options that relay the intent of the design that will be chosen by the design committee to most effectively convey the style and preferences for the condominium residents.

6) What do you consider the best method of this committee communicating your design intent to the residents?

The committee will need to dissect the options presented and narrow it down to Two options to be presented to the Luxe residents. After options are reviewed and chosen by the committee, we will adjust the design presentation based on the selections approved, to ensure that the design options presented to the residents are consistent with the

designated budget. We will add renderings, sketches, 3D modeling and display boards for review. These include color, texture and special feature boards that include all aspects of the design. The residents will be able to see the planned selections for lighting, flooring (including carpeting, wood and tile), wall coverings, color pallets and special architectural features.

7) What do you consider the best method of communication to the building manager during the implementation of the design?

For each week, we will have a “Schedule of Events” to occur at the job site. We will coordinate use of the freight elevator with the building manager based on move-ins and move-outs of residents. Our working plan enables us to work without timing conflicts during the installation.

We will also give the building manager written updates of completed work on a weekly basis so this information can be communicated to the residents, and we will coordinate all change orders and requests for design modifications through the building manager. In addition, we are happy to assist the building manager with applicable discussions with any residents who may have concerns about this process.

8) What do you foresee as a realistic timeline for the design phase and then the actual installation?

Once we receive written notification that the design committee and the HOA have approved the design scope and budget allocation, our timeline for presentation of the design phase is approximately 6 weeks. Depending on the scope and scale of the project, the installation can be completed in a 6-9 month timeline. Our experience in dealing with permits and governmental agencies (when applicable) can help the project construction flow more smoothly, as we can help to coordinate requests in a timely manner. This timeline would obviously be determined by the scope of the specific project.

9) What makes you and your firm the best fit for us and this project?

We have many years of experience in high-rise design and development, as do all of our vendors. This makes us uniquely qualified for creating the design a project. We are very “hands on” during installation, supervising with a keen eye to detail so that we can ensure every aspect of the design intent is executed flawlessly. This allows us to be extremely sensitive to jobsite protection, cleanliness, and as mess-free as possible for residents during construction. In addition, we are responsive and communicate continuously with management and the design committee through every stage of the project. The board, the design committee, and the residents will always know where the project stands and what remains to be completed. We also pride ourselves on delivering what was specified in the budget, with a quality finish and in a timely manner.

Jim Weinberg Lifestyles Commitment

- Distinctive Space Planning Creativity
- Dependable
- Responsive to Solving Problem Issues
- Communication Skills with Homeowners, Management and Board Members
- Timely Execution
- High-rise Experience
- Ability to Achieve Designated Budget
- Vendors with Experience in Refreshing in a High-rise Residential Environment
- Unique Knowledge for integrating Design, Marketing and Brand Identity
- Complete Understanding of Protocol, Process and Procedures regarding HOA Guidelines
- Consistent Quality, Exceptional Service with Positive Results

10) What do you consider the biggest challenge of this project?

There are three things that have the potential to make any high-rise design project a challenge.

- Consistent and Timely Communication with the design committee

- Access to the Freight Elevator and designated work areas
- Funding availability for purchases and expenses in a timely manner

11) What advice do you have for us that would make this process go smoothly, within budget and with great success?

The one aspect of the project that will make it go most smoothly is communication. The fewer change orders we receive, the more smoothly the design project will flow. We suggest having the design committee make all required decisions and have a lead point person to work with us.