

Selected Automotive Projects

architecture . urban design . planning . media design . programming

# praxis<sup>3</sup> firm profile

- 1.the application of ideas
- 2.the use of knowledge
- 3.the practice of skills

Founded in 1997, Praxis3 is an innovative, Atlanta-based architectural and design firm whose mission is to foster design excellence while providing client-responsive solutions. Deploying the talents of multidisciplinary teams, Praxis3 tackles each project as an exploration of ideas in the creative process, producing singular, site-specific designs for a wide variety of building types, programs, building scales and sites.

The firm broadly specializes in civic, institutional, cultural, mixed-use, housing, urban design, automotive and specialty retail, project designs throughout the United States. Praxis3's comprehensive approach to designing and building projects includes extensive research, in which its designers engage in direct interactive sessions with clients and users, asking questions and listening carefully to client input. The principals of the firm believe that a broad range of design can be interrelated, and that work in several building types and programs strengthens abilities in all, providing for a diversity of perspective in practice not usually found in single discipline or overly specialized firms. Ultimately, the Praxis3 process ensures that projects will meet client's creative, functional and financial goals.

With its experienced team of professionals in architecture, urban design and planning, Praxis3 is a leader in navigating the personal, technical, and political dynamics that designing and building complex urban and campus projects demand. The firm's state of the art design and production technologies include Revit Building Information Modeling (BIM) CAD Software and Tangentworks, an Internet-based project management system that Praxis3 developed in-house to facilitate efficient project communication, coordination and delivery.

# praxis<sup>3</sup> automotive design studio

Praxis3 is recognized among the leading designers of automotive facilities in the United States. Since our founding in 1997, we have designed nearly 600 dealerships that have been constructed throughout America. Our clients have included some of the leading automotive groups and manufacturers: AutoNation, Sonic Automotive, Group One, DCH Auto Group, Asbury Automotive & AMSI. Other clients include smaller regional and local dealerships with a smaller inventory of facilities. Regardless of the size of the company, every client and project is treated with utmost personal attention to their particular needs.

Praxis3's broad automotive experience includes numerous facilities for virtually all major brands, including: *Acura, Aston Martin, Audi, Bentley, BMW, Chevrolet, Chrysler, Dodge, Ferrari, Fiat, Ford, GM, Honda, Hyundai, Infiniti, KIA, Lexus, Maserati, Mazda, Mercedes-Benz, Mitsubishi, Nissan, Range Rover, Rolls Royce, Toyota & VW.* Accordingly, we have designed facilities that utilize corporate design standards, as well as unique, one-of-a kind design solutions.

Praxis3's Automotive Design Studio brings a dedicated team of specialists who work extensively on automotive facilities and bring a very high level of creativity and quality to every project. We offer a broad range of services that are tailored to meet our automotive clients' every need, from pre-design to post occupancy, including:

- Space Programming
- Site Analysis / Site Selection
- Site Planning
- Zoning and Permitting Analysis
- Conceptual Design
- Three-Dimensional Modeling / Animations
- Budgeting
- Architectural Design
- Merchandising / Display Design
- Equipment Specification
- Bidding and Contractor Selection
- Construction Administration
- Facility Condition Assessments
- Sustainability / LEED Analysis and Design
- Owner Agent / Program Management
- Internet-based Project Management (Tangentworks)





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design



Mercedes-Benz

### Mercedes-Benz of Miami AutoNation Miami, FL

Completed: 2010









Mercedes-Benz of South Bay AutoNation Torrance, CA

> Completed: 2010





ng design



Orlando, FL



San Jose, CA



Torrance, CA



### **Mercedes-Benz Conceptual Design** AutoNation

Praxis 3 completed a conceptual design of several Mercedes-Benz delaerships across the country. Each existing store was evaluated and designed to employ elements of Mercedes-Benz's Autohaus image. The work was completed for AutoNation and was finished in time to meet the company's tight deadline.













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design

# **BMW of Chattanooga** Sonic Automotive Group Chattanooga, Tennessee



Completed: 2006 Size: 32,025 sf













## The Gunther Volkswagen Experience

Gunther VW Buford, GA

> Architects: Praxis3 in association with EView 360

Client: Gunther Volkswagen Praxis3 was selected by Eview 360 of Farmington Hills, MI to assist them with design and serve as the Architect-of-Record for the new Gunther Volkswagen dealership near the Mall of Georgia in Buford. As the number one selling VW dealer in the United States, Gunther VW desired a unique, contemporary design that includes not only new vehicles, but also some of the Gunther family's extensive collection of vintage VWs. The two-story, 35,000 square-feet facility includes display areas for vintage and new VW vehicles, a retail boutique, customer lounge and café, and a 22-bay service center. The "Woodstock Lawn" in front of the building features a large peace sign and "flower power" automotive displays. Special events will also be held on the lawn, including concerts and "customer appreciation" gatherings of VW owners. The dealership was completed in 2010.













**Nalley Lexus Galleria** 

Asbury Automotive Group Atlanta, GA





Completed: 2004 Size: 131,000 sf

This 131,000 sf Lexus dealership opened in June, 2004. The large showroom makes use of innovative media technologies displaying Lexus videos and advertising visible beyond the dealership. The project won first place in the Automotive Retail Category in the Institute of Store Planners/ Visual Merchandising Store design (ISP/VMSD) Design Awards and an Award of Excellence from the American Concrete Institute.













**Ferrari of Atlanta** Ferrari of Atlanta Roswell, Georgia

> Completed: 2001

> > Size: 31,000 sf













**Porsche of North Orlando** AutoNation Orlando, Florida

> Completed: 2002

> > Size: 19,500 sf





Proposed New Image Program



**Existing Building** 



# Audi of Roswell

Asbury Automotive Group Roswell, GA

Expected Completion: 20011

> Size: 33,900 sf











Mercedes-Benz

# Mercedes-Benz of Oxnard and Smart Center of Oxnard

AutoNation Oxnard, CA

> Completed: 2009











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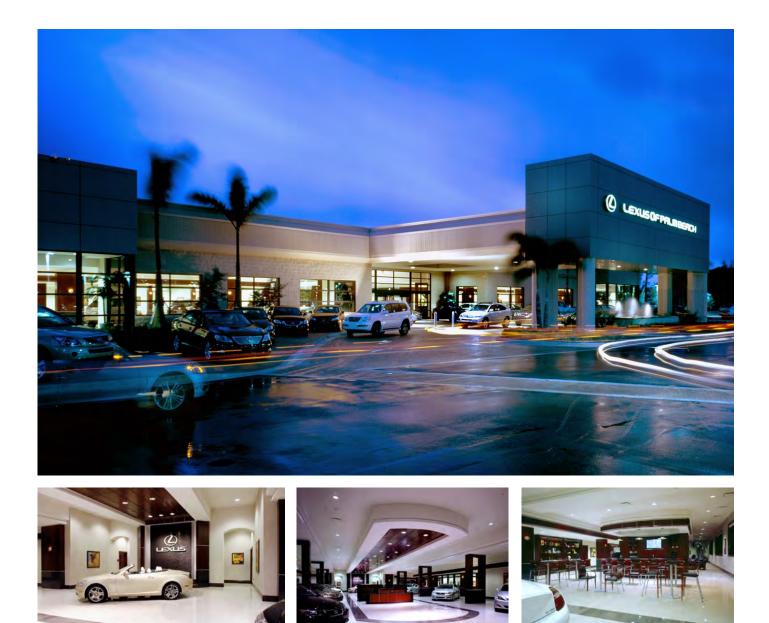
Mercedes-Benz

**Mercedes Benz of Fort Lauderdale** 

AutoNation Fort Lauderdale, FL

> Completed: 2002





Lexus of Palm Beach AutoNation West Palm Beach, Florida



design

Completed: This 185,000 sf Lexus dealership was converted from a former shopping mall in West Palm 2007 Beach, Florida, Completed in November 2007 the structure was featured in *The Wall Street* Beach, Florida. Completed in November 2007 the structure was featured in The Wall Street Size: Journal in the Tuesday, December 18, 2007 edition. .The article was titled 'Luxury-Car 185,000 sf Sellers Put on the Ritz'.











**BMW of Ft. Myers** Sonic Automotive Group Ft. Myers, Florida



Completed: 2008 Size: 54,000 sf



ning design







**Nalley BMW Decatur** Asbury Automotive Group Decatur, GA



Completed: 2008 Size: 90,500 sf







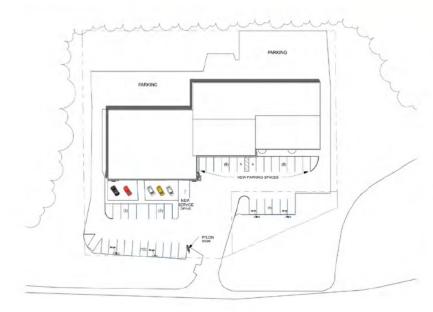
Herrin-Gear BMW Herrin-Gear Brandon, MS



Completed: 2008 Size: 35,137 sf

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FIAT of Birmingham Benchmark and Audientis, LLC Irondale, Alabama



Expected Completion: 2011 Size:

Size: 7,550 sf







Sandy Springs Toyota Jackson Real Estate, LLC Sandy Springs, GA

Completed: 2007 Size: 39,900 sf









### Gray Daniels Toyota Abury Automotive Group

Brandon, MS

Completed: 2005 Size: 48,500 sf











# Maroone Toyota AutoNation

Davie, FL

Completed: 2010-2011

Size: 19,500 sf







Nalley Toyota of Roswell Asbury Automotive Group Roswell, GA

> Projected Completion: 2012 Size: 81,533 sf













**Gray Daniels Nissan** Asbury Automotive Group Brandon, MS

> Completed: 2005 Size: 37,000 sf









Sutherlin Nissan Sutherlin Automotive Group Buford, Georgia

> Completed: 2002 Size: 40,500 sf







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# **Gray Daniels Lincoln Mercury**

Asbury Automotive Group Brandon, MS

> Completed: 2007

> > Size: 7,300 sf





**Jackson Acura** Jackson Acura Roswell, GA

> Completed: 2006 Size: 52,000 sf







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Allan Vigil Ford Allan Vigil Ford Morrow, Georgia

> Completed: 2003

> > Size: 153,000 sf





# Honda Mall of Georgia

Buford, Georgia

Completed: 2001 Size: 56,000 sf









### Sutherlin Mazda Sutherlin Automotive Group

Buford, Georgia

Completed: 2006 Size: 17,700 sf













Hyundai Mall of Georgia Willaims Real Estate Holdings No. 1, LLC Buford, Georgia

> Completed: 2011 Size: 20,500 sf









### **Nalley Truck Center** Motor Truck and Bus Maintenance and Sales Facility Asbury Automotive Group

Norcross, GA

2007 Size:

Completed: The project was a major renovation and complete overhaul of the Nalley Group's Truck and Bus Facility in Metro Atlanta. The project included 77,000 sf of shop area with 41 truck and bus bays, 3 large vehicle wash bays, a 27,300 sf parts facility and a 17, 500 sf 121,800 sf truck sales center.

