



firm presentation

praxis³
architecture



- + A growing firm of 20 professionals
- + Over \$90 million in new construction in the last year
- + We've been involved in the design and planning of over 600 dealerships in 29 states

- + Automotive Manufacturers we've worked with:
 - Acura, Aston Martin, Audi, Bentley, BWW, Chevrolet, Dodge, Ferrari, Fiat, Ford, General Motors, Honda, Hyundai, Infiniti, Jaguar, Kia, Land Rover, Lexus, Lincoln, Maserati, Mazda, Mercedes-Benz, Mini, Mitsubishi, Nissan, Porsche, Rolls Royce, Scion, Smart, Subaru, Toyota & Volkswagen

- + A partial list of clients we've worked with:
 - Asbury Automotive Group, Sonic Automotive, Group One Automotive, AutoNation, Automotive Management Services Inc, Bowers Automotive Group, DCH, McGavock Automotive Group, Mercedes-Benz North America, Herrin-Gear Automotive Group, Sutherlin Automotive Group, Lexus & many others

- + Unparalleled experience, competitive fees, cutting edge technology & easy to work with!

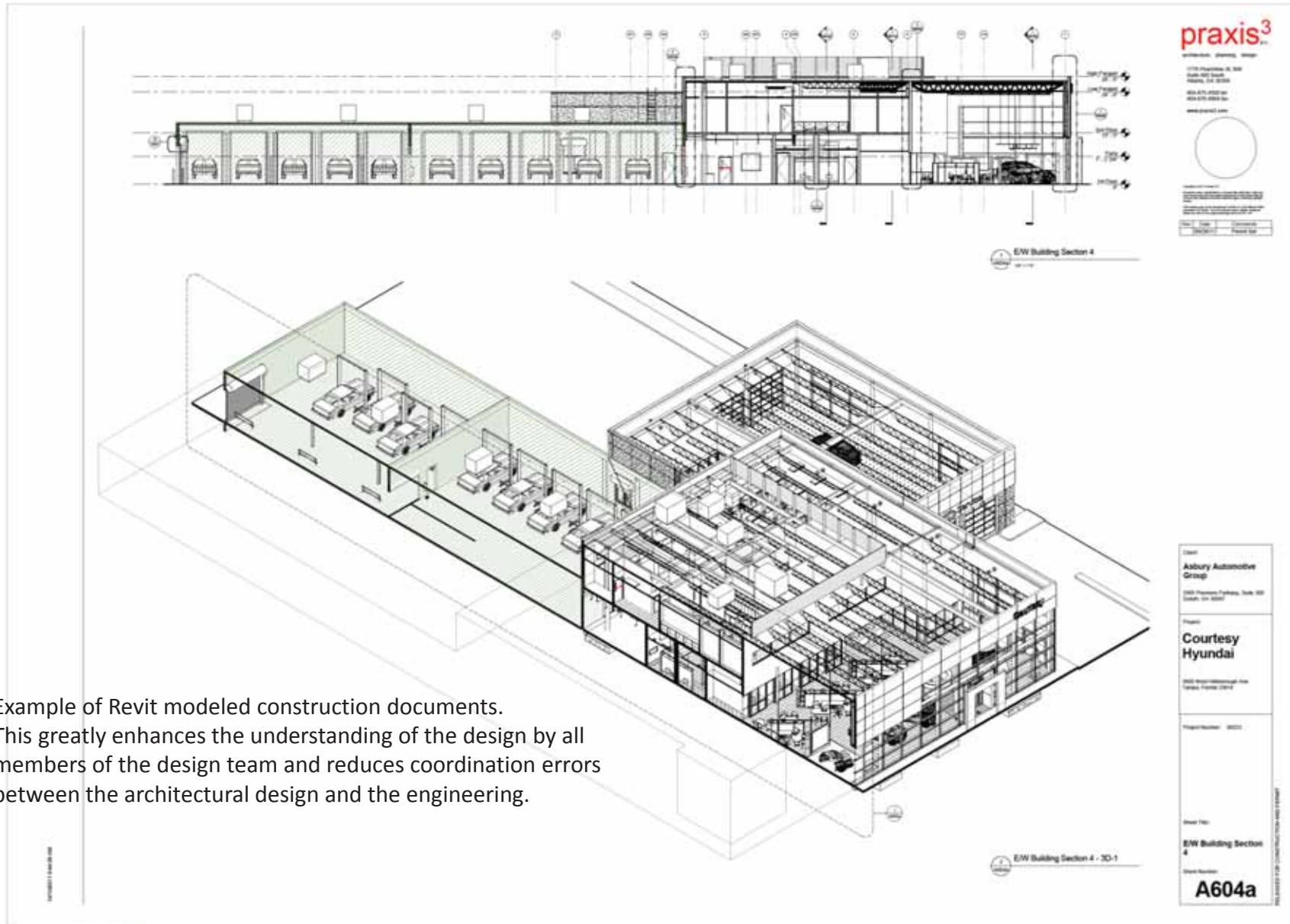


+ Sustainable Design & LEED

Praxis3 has completed numerous LEED projects. We apply the same sustainable approach to every project, LEED or not.

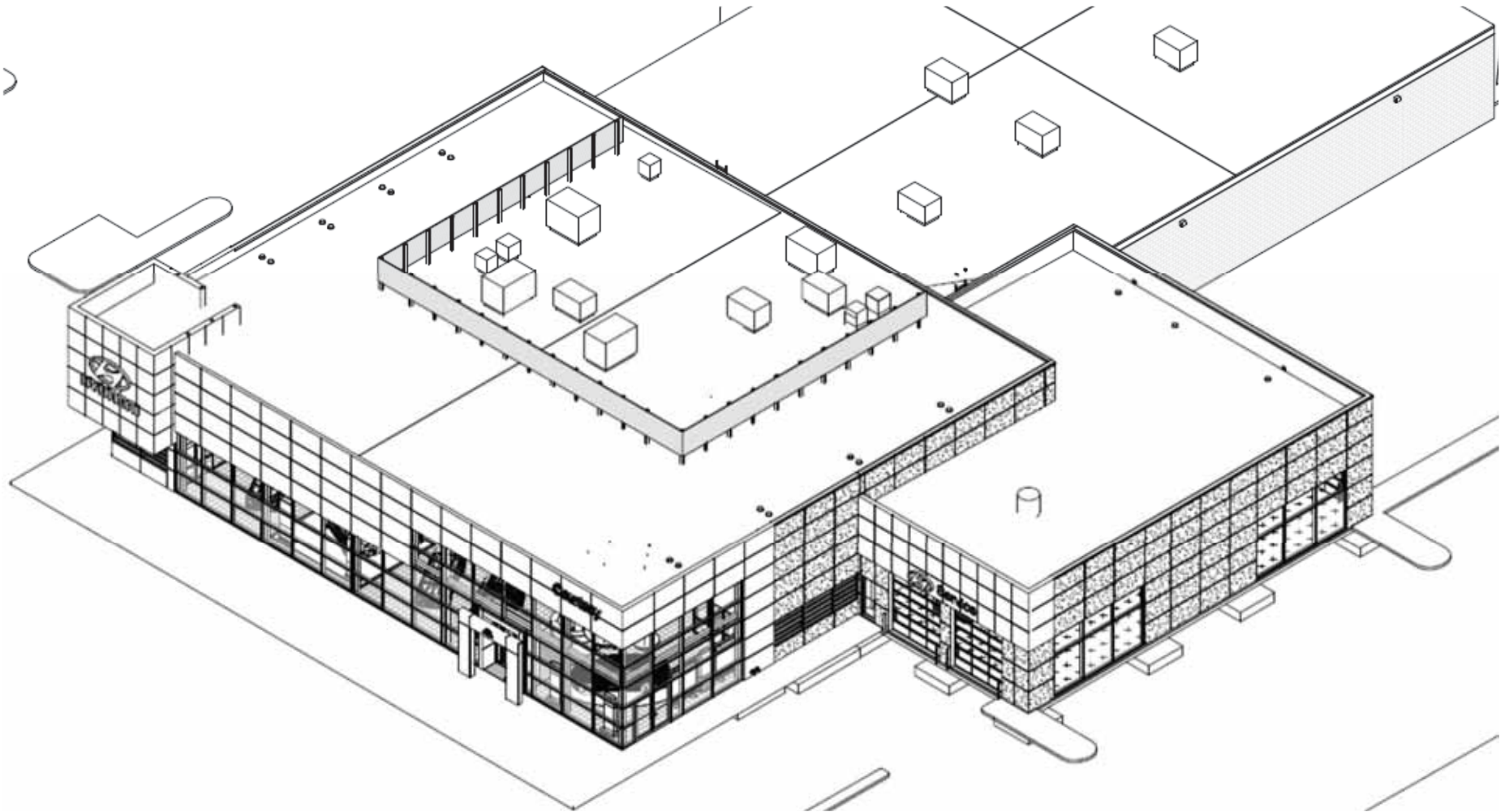


+ Building Information Modeling (BIM) / Revit



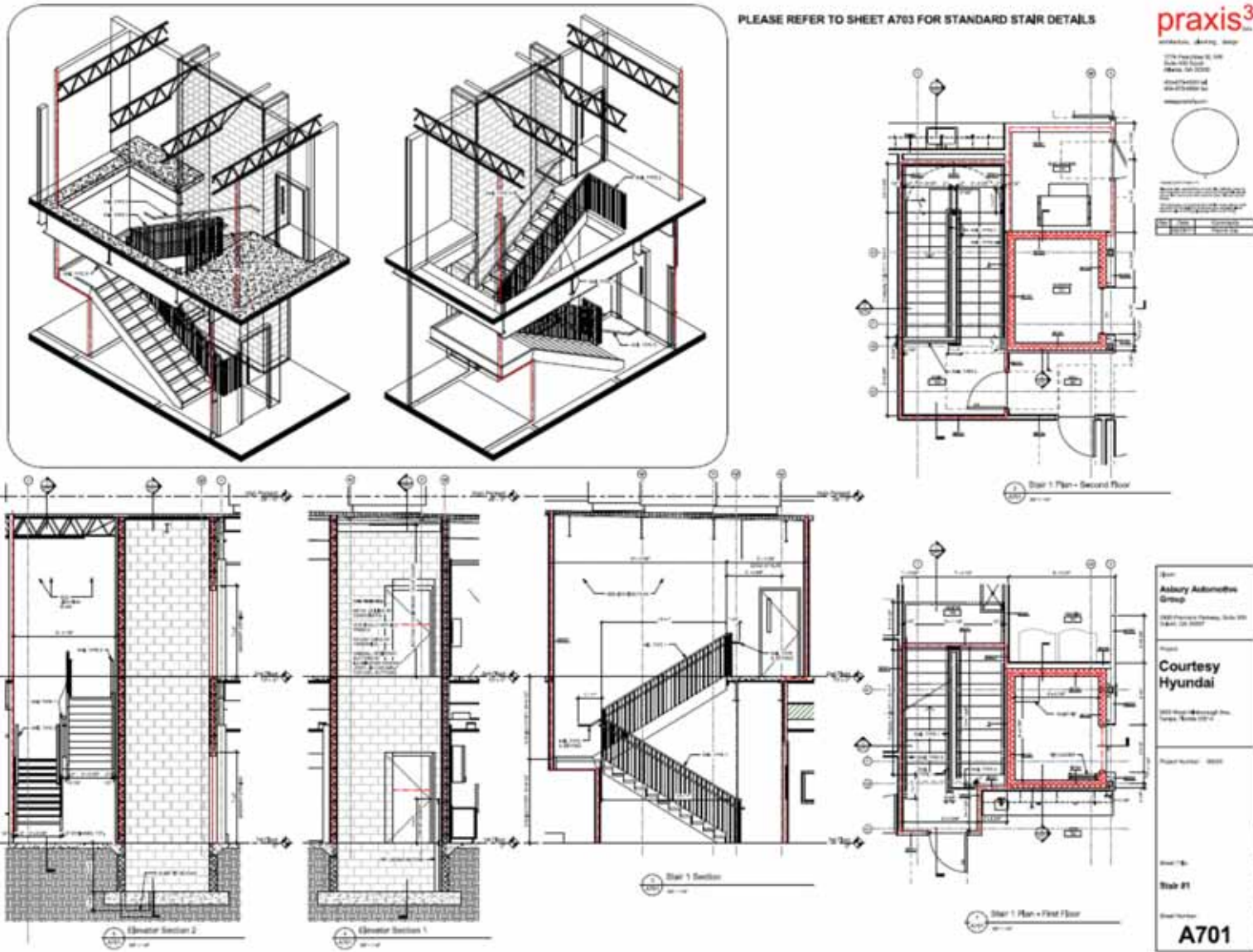
Example of Revit modeled construction documents. This greatly enhances the understanding of the design by all members of the design team and reduces coordination errors between the architectural design and the engineering.

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Example of Revit modeled construction documents. This greatly enhances the understanding of the design by all members of the design team and reduces coordination errors between the architectural design and the engineering.

+Automotive Retail Design

+ *Sandy Springs Toyota*



Client: Jackson Real Estate, LLC

Completed: 2007

*Scope: Addition of 25,000sf,
renovation of existing service shop.*

Location: Sandy Springs, Georgia



+ *Gray Daniels Toyota*



Client: Gray-Daniels Auto Family

Completed: 2006

Scope: 48,503sf of new construction

Location: Brandon, Mississippi



+ *Nalley Toyota of Roswell*

Under Construction



Client: Asbury Automotive Group

Completed: UNDER CONSTRUCTION

*Scope: 81,900sf of new construction –
designed to achieve LEED Certification*

Location: Roswell, Georgia

+ *Libertyville Toyota*

Under Construction



Client: AutoNation, Inc.

Completed: UNDER CONSTRUCTION

*Scope: Conversion to Toyota's Image
USA II program*

Location: Libertyville, Illinois

+ *Maroone Toyota*



Client: AutoNation, Inc.

Completed: 2011

Scope: 19,000sf of renovation, 500sf of new construction. Conversion to Toyota's Image USA II program

Phase I: Remodeling of showroom, sales offices, customer lounge, cafe, & restrooms

Phase II: Exterior remodeling & addition of Service & Body Shop Managers' offices, Service Advisor's workspace, & Service Business Development Center

Location: Davie, Florida



+ *Nalley Lexus Roswell*



Client: Asbury Automotive Group

Completed: 2010

Scope: Renovation & expansion including a new 52 bay service department with two levels of structured parking above.

Location: Roswell, Georgia

+ *Nalley Lexus Roswell*



+ *Nalley Lexus Galleria*



Client: AutoNation, Inc.

Completed: 2004

Scope: 131,000sf – new construction

Location: Smyrna, Georgia

Awards: First Place Automotive Retail – The Institute of Store Planners, Visual Merchandising & Store Design Magazine 2005



+ *Lexus of Palm Beach*



Client: AutoNation, Inc.



Completed: 2007

Scope: Conversion of a shopping mall into a 185,000sf Lexus dealership

Location: Palm Beach, Florida

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+ Mercedes-Benz Conceptual Design



Mercedes-Benz

Client: AutoNation, Inc.

Scope: Various renovations and additions – converting existing dealerships into Autohaus compliant stores..

Location: various



+ *Mercedes-Benz of Oxnard*

Smart Center of Oxnard



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Mercedes-Benz

 smart

Client: AutoNation, Inc.

Completed: 2009

*Scope: Renovation & addition totaling
43,000sf*

Location: Oxnard, California

+ *Mercedes-Benz of Sarasota*



Mercedes-Benz

Client: AutoNation, Inc.

Completed: 2011

Scope: 53,500sf – new construction

Location: Sarasota, Florida

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+ *Mercedes-Benz of Sarasota*



+ *Mercedes-Benz of South Bay*



Mercedes-Benz

Client: AutoNation, Inc.

Completed: 2011

Scope: Conversion of a 99,500sf former Ford dealership.

Location: Torrance, California

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+ Mercedes-Benz of South Bay



+ *Mercedes-Benz of Miami*



Mercedes-Benz

Client: AutoNation, Inc.

Completed: 2010

Scope: 107,000sf – new construction

Location: Miami Gardens, Florida



+ *Mercedes-Benz of Miami*



+ *Mercedes-Benz of Fort Lauderdale*



Mercedes-Benz

Client: AutoNation, Inc.

Completed: Architect for original building in 2002 & Autohaus renovation in 2009.

Scope: 79,000sf

Location: Ft. Lauderdale, Florida

+ *Kia of Martinez*



Client: Bowers Automotive Group

Completed: IN DESIGN

Scope: 22,132 – new construction

Location: Martinez, Georgia



+ *Audi of Roswell*



Client: Asbury Automotive Group

Completed: Scheduled for late 2012

Scope: 33,900sf – renovation

Location: Roswell, Georgia



+ *BMW of Chattanooga*



Client: Sonic Automotive Group

Completed: 2006

Scope: 32,000sf - new construction

Location: Chattanooga, Tennessee



+ *BMW of Ft. Myers*



Client: Sonic Automotive Group

Completed: 2008

Scope: 54,000sf - new construction

Location: Ft. Myers, Florida

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+ *Herrin-Gear BMW*



Client: Herrin Gear Automotive Group

Completed: 2006

Scope: 27,100sf - renovation

Location: Brandon, Mississippi



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+ *Nalley BMW Decatur*



Client: Asbury Automotive Group

Completed: 2008

*Scope: Renovation & expansion
to double its size to 90,500sf*

Location: Decatur, Georgia



+ *Porsche of North Orlando*



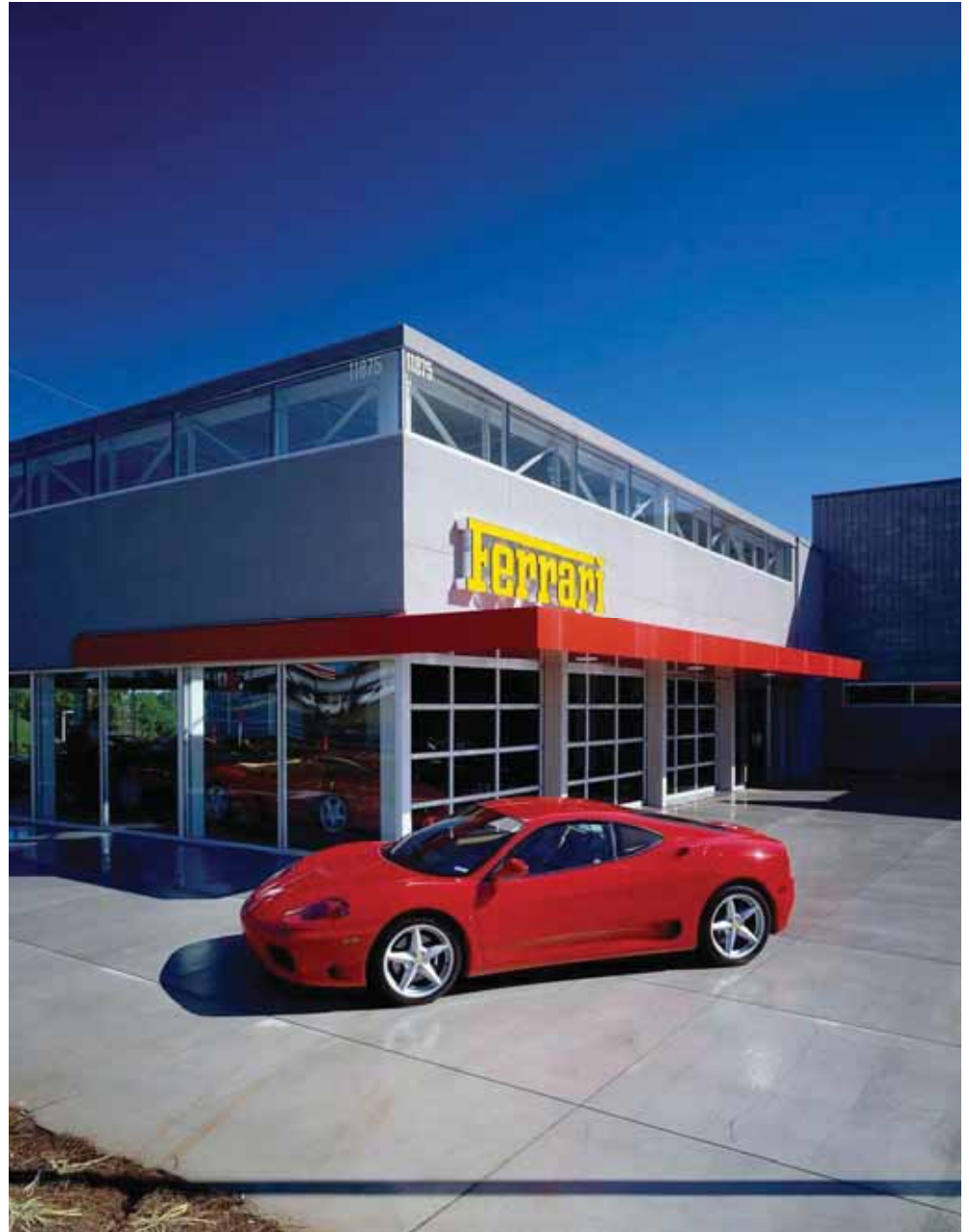
Client: AutoNation, Inc.

Completed: 2002

Scope: 19,500sf – new construction

Location: Orlando, Florida

+ *Ferrari of Atlanta*



Client: Ferrari of Atlanta

Completed: 2001

Scope: 31,000sf – new construction

Location: Roswell, Georgia

+ *Aston Martin of Atlanta*



ASTON MARTIN

Client: Aston Martin of Atlanta

Completed: 2011

Scope: 12,000sf – new construction

Location: Roswell, Georgia

+ *FIAT of Birmingham*



Client: AutoNation, Inc.

Completed: 2011

*Scope: Conversion of an existing
dealership into a Fiat Studio
Image dealership*

Location: Birmingham, Alabama



+ *FIAT of Buford*



Client: AutoNation, Inc.

Completed: 2011

Scope: Conversion of an existing dealership into a Fiat Studio Image dealership

Location: Buford, Georgia

+ *Team Nissan*



Client: AutoNation, Inc.

Completed: 2011

Scope: 26,287sf – new construction

Location: Marietta, Georgia



+ *Maroone Nissan*



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Client: AutoNation, Inc.

Completed: 2011

Scope: Renovation to update to current image program

Location: Pembroke Pines, Florida

+ *Gray Daniels Nissan*



Client: Gray-Daniels Auto Family

Completed: 2006

Scope: 37,000sf

Location: Brandon, Mississippi



+ *Sutherlin Nissan*



Client: Sutherlin Nissan

Completed: 2002

Scope: 34,500sf

Location: Buford, Georgia

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+ *The Gunther Volkswagen Experience*



Client: Gunther Volkswagen

Completed: 2010

Scope: 35,000sf

Location: Buford, Georgia

+ *The Gunther Volkswagen Experience*



+ *Jackson Acura*



ACURA

Client: Jackson Acura

Completed: 2006

Scope: 52,000sf

Location: Roswell, Georgia

+ *Sutherlin Mazda*



Client: Sutherlin Mazda

Completed: 2005

Scope: 17,640sf

Location: Buford, Georgia



+ *Honda Mall of Georgia*



Client: Lanier Honda, LLC

Completed: 2001

Scope: 56,000sf

Location: Buford, Georgia

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+ *Venice Honda*



Client: Venice Honda

Completed: 2008

Location: Venice, Florida



+ *Gray Daniels Lincoln Mercury*



Client: Gray-Daniels Auto Family

Completed: 2006

Scope: 8,000sf

Location: Brandon, Mississippi

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+ *Allan Vigil Ford Lincoln Mercury*



Client: Allan Vigil Ford

Completed: 2003

Scope: 154,911sf

Location: Morrow, Georgia



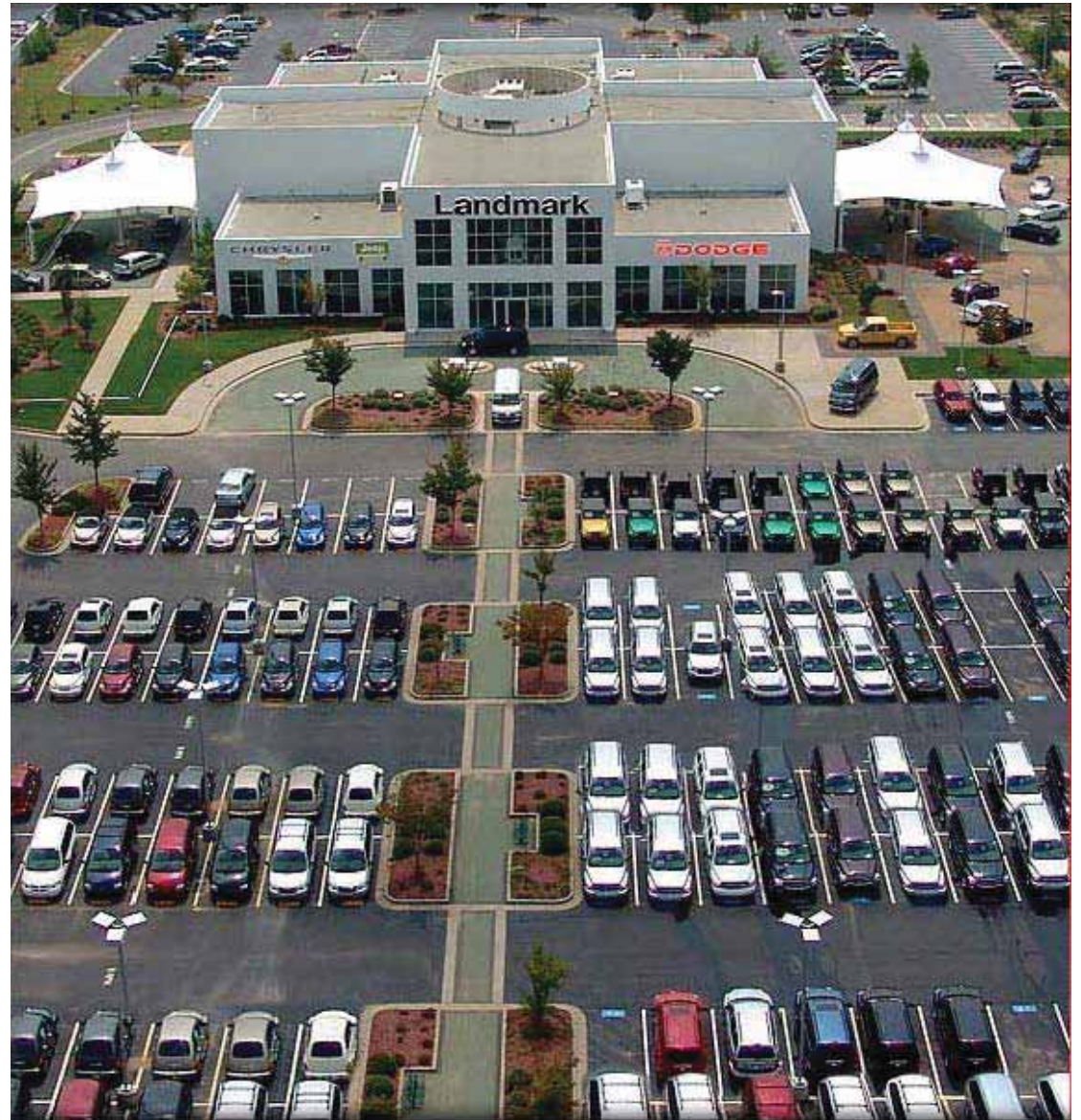
+ *Landmark Dodge Chrysler Jeep Ram*

Client: AutoNation, Inc.

Completed: 2004

Scope: Renovation & Addition

Location: Morrow Georgia



+ *Highline Nashville*



Client: Automotive Management Services, Inc.

Completed: UNDER CONSTRUCTION

Scope: 21,500 – new construction

Location: Franklin, Tennessee

+ *Little Rock Mini*



Client: Asbury Automotive Group

Completed: UNDER CONSTRUCTION

Scope: 20,000 – new construction

Location: Little Rock, Arkansas

+ *Hyundai Team Mall of Georgia*



Client: AutoNation, Inc.

Completed: 2011

Scope: 25,398 – new construction

Location: Buford, Georgia



+ *Stivers Subaru*



Client: Stivers Automotive Group

Completed: UNDER CONSTRUCTION

Scope: 16,982sf – renovation

Location: Decatur, Georgia

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+ *Capitol Chevrolet*



Client: Sonic Automotive Group

Completed: UNDER CONSTRUCTION

Scope: 65,264sf – new construction

Location: Montgomery, Alabama

+ *Institutional Design*

+ *University of Georgia- A New Home for the College of Environment + Design*

+ *CURRENTLY UNDER CONSTRUCTION*

+ *Area: 50,000sf*

+ *Budget: \$8 million*

+ *Pursuing LEED Gold*

+ *College-wide programming and facilities study of all college programs and buildings*

+ *Conceptual, Schematic and Full Architectural Services to renovate and repurpose the present Visual Arts Building– a significant mid-century building by noted architect Joe Amisano- into studios, lecture and administrative space for the College of Environment and Design. Upon completion the building will be a state of the art sustainable structure in keeping with the philosophy of the College of Environment and Design*

+ *Complete planning and Schematic Design for a 28,000sf building addition*



+ *University of Georgia- A New Home for the College of Environmental Design*

Currently under construction



- *Chilled Beam Heating and Cooling*
- *Solar Powered Lighting for the VAB Gallery*
- *Grey Water Recycling/ Living Machine*

+ *University of Georgia- A New Home for the College of Environment + Design*



+ *University of Georgia- A New Home for the College of Environment + Design*



+ *University of Georgia- A New Home for the College of Environmental Design*



+ *University of Georgia- A New Home for the College of Environmental Design*



+ *Decatur Recreation Center*



+ *CURRENTLY UNDER CONSTRUCTION*

+ *Area: 34,300sf (renovation and addition)*

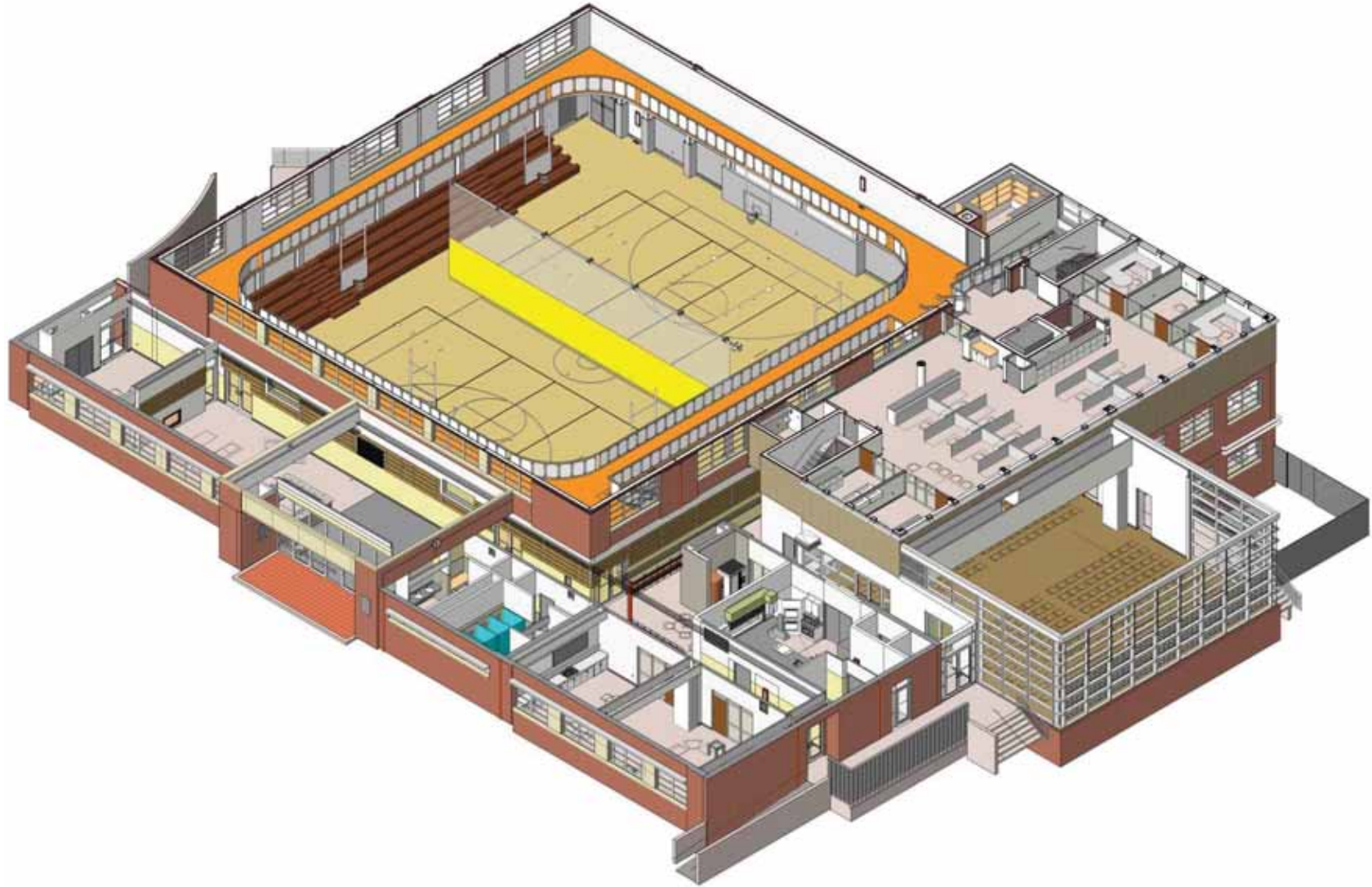
+ *Budget: \$5.1 million*

+ *Complete renovation of an existing 1958 city recreation center. The building will contain new programs and a major new addition for city dance programs and other gatherings. The building is designed to achieve a LEED Silver designation.*

+ *Decatur Recreation Center*



+ *Decatur Recreation Center*



+ *Decatur Recreation Center*



+ *University of West Georgia- Campus Bookstore*

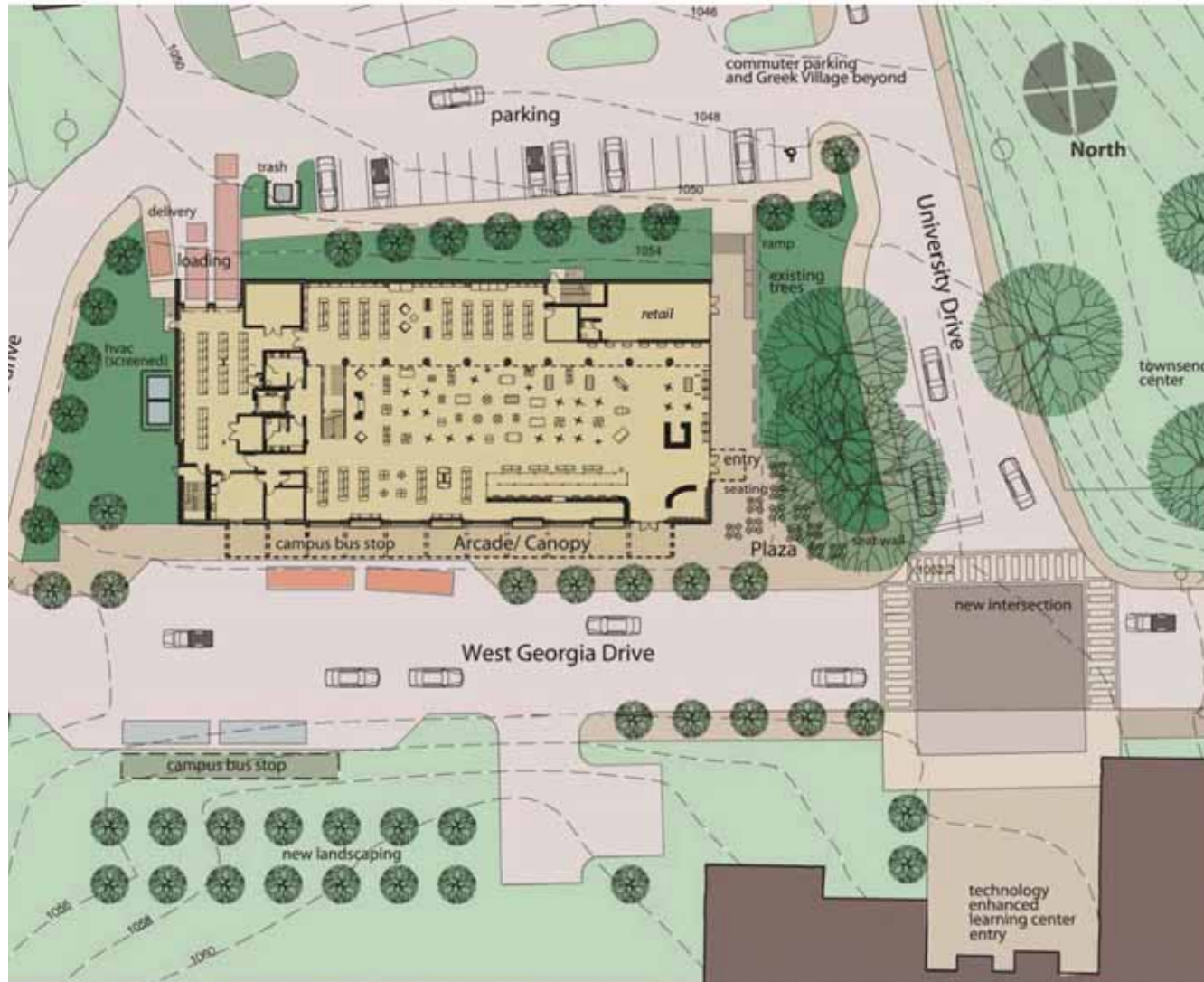


+ *Area: 23,800sf*

+ *Budget: \$4.1 million*

+ *New primary campus Bookstore located at a key location at the northern gateway of the campus. The building also accommodates a new student plaza, major campus bus system stop, as well as a retail food outlet.*

+ *University of West Georgia- Campus Bookstore*



+ *University of West Georgia- Campus Bookstore*



+ *University of West Georgia- Campus Bookstore*



+ *University of West Georgia- Campus Bookstore*



+ *West Georgia Technical College: Allied Healthcare and General Classroom Building*



Currently under construction

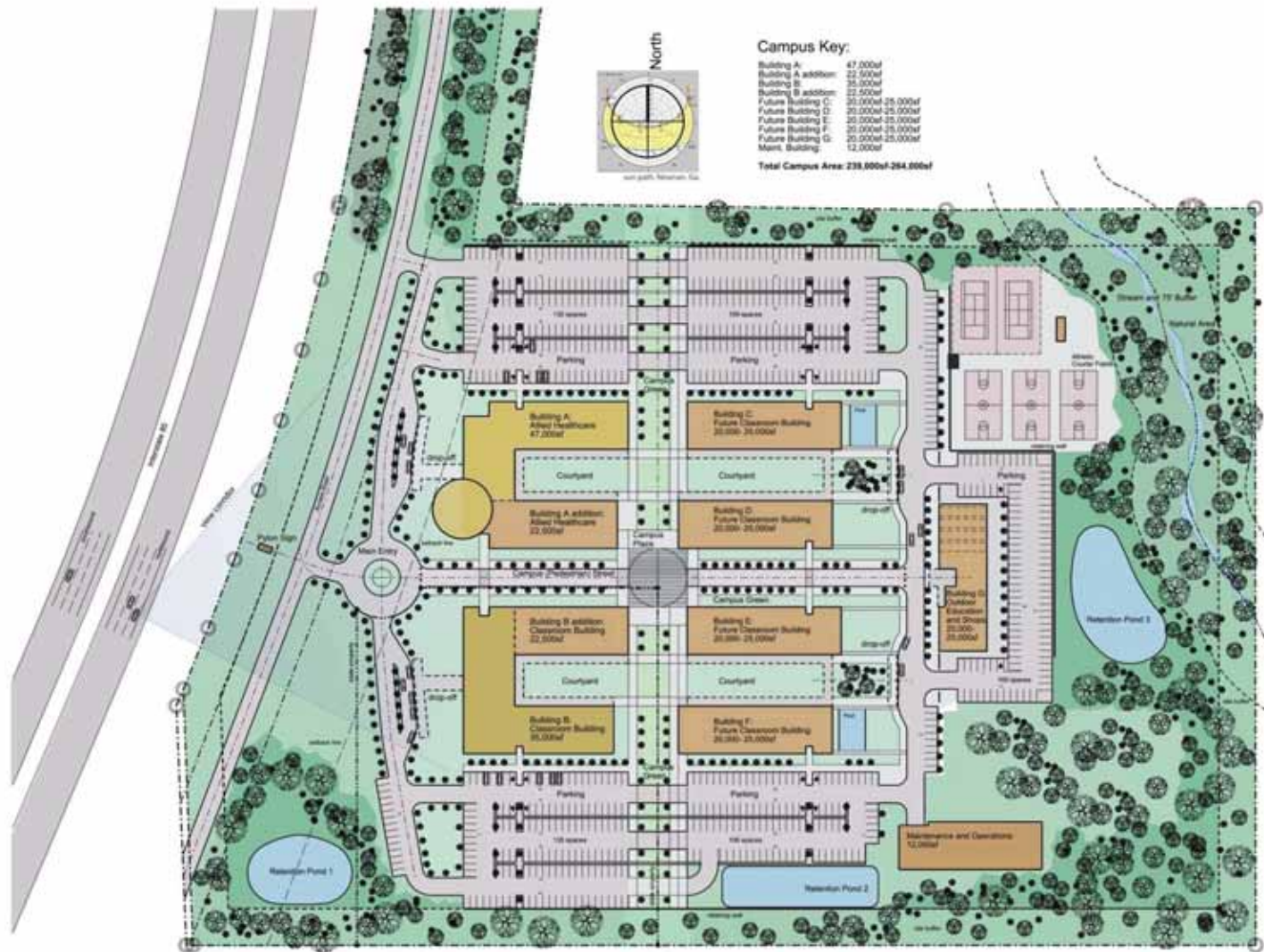
+ *Area: 47,000sf & 36,500sf*

+ *These two buildings represent the initial phase of the WGTC Coweta Campus in Newnan, GA.*

+ *Both buildings are pursuing LEED Silver certification*

+ *West Georgia Technical College: Allied Healthcare and General Classroom Building*

West Georgia Technical College: Coweta Campus
 Master Plan Study
 September 28, 2010



+ *West Georgia Technical College: Allied Healthcare and General Classroom Building*

Currently under construction



Currently under construction



+ *West Georgia Technical College: Allied Healthcare and General Classroom Building*

Currently under construction



+ *West Georgia Technical College: Allied Healthcare and General Classroom Building*

Currently under construction



+ *TopGolf Dallas*



+ Area: 11,000 sf Pavilion, 32,000 sf Tee-line

+ Top Golf is a premier golf and entertainment venue. The facility offers a high-tech driving range with electronic scoring and games, with a social setting for friends to gather and enjoy food and drinks. The design is a sleek and modern look, offering a distinct departure from the typical golf setting.

+ *TopGolf Dallas*



+ *Southeast Technical College*



+ *Area: 35,500sf*

+ *Budget: \$5.8 million*

+ *Automotive Technology & Classroom Building & Southeastern Early College & Career Academy (SECCA)*

+ *Specialized classrooms for automotive technology, healthcare sciences, manufacturing, and information technology.*

+ *SECCA is a program for select high-school students who are interested in pursuing these fields and provides college-level education & vocational training alongside college students.*

+ *Southeast Technical College*



+ *Kennesaw State University, Central Parking Facility*



+ *Cobb County Parking Facility*



- + *Tisch School of the Arts, New York University*
- + *Visiting Nurse Service of New York Headquarters*
- + *General Theological Seminary, Desmond Tutu Center*

Prior experience by current staff



- + *Tisch School of the Arts, New York University*
- + *Visiting Nurse Service of New York Headquarters*
- + *General Theological Seminary, Desmond Tutu Center*

Prior experience by current staff



+ *Decatur Fire Station No. 2*



+ *Area: 4,500sf*

+ *Budget: \$1.4 million*

+ *New Fire Station for the Oakhurst neighborhood of Decatur. The building provides a civic presence while fitting in with the neighborhood pattern of small storefront businesses and houses. The LEED Silver project demonstrates the environmentally conscious and progressive nature of the neighborhood and city.*

+ *Decatur Fire Station No. 2*



+ *Decatur Fire Station No. 2*



+ *Neighborhood Charter School*



+ On February 10, 2003, the Neighborhood Charter School, housed in a building originally constructed for the Atlanta Public School System in the historic Grant Park neighborhood, was substantially destroyed by fire. Using insurance funds and additional money raised by the community, a contemporary, 47,000 s.f. school was built within the original three-story shell. The exterior brick skin of the historic structure, built in 1907, was preserved and restored, with energy efficient windows of similar style replacing the original ones lost to the fire.

+ *Renaissance Walk at Sweet Auburn*



+ Area: mixed-use, 161 condominium units, 27,000sf of new and historic re-habilitation retail space

+ Budget: \$42 million

+ A mixed-use redevelopment spearheaded by Big Bethel AME Church. The Church plans to revitalize a long-neglected portion of Atlanta's revered Martin Luther King, Jr. Landmark District, helping to return its commercial corridor to its former popular state with an attractive new stretch of condominium residences, shops and small businesses.

+ *Renaissance Walk at Sweet Auburn*



+ *Principal Profiles*

Craig James, AIA, LEED ap

+ Principal

+ *Craig James, AIA is one of the three founding partners of Praxis3 in 1997, and has played a major role in the development of the firm's Automotive Retail Division.*

+ *He is charged with managing public company accounts for AutoNation Inc., Sonic Automotive Group and Asbury Automotive Group, all Fortune 500 corporations. Craig also handles CAD and other production standards for the office as well as taking an active part in the design process.*

+ *Craig was primary in the development of the Nalley Lexus facility in suburban Atlanta that won First Place in the Automotive Retail category of the Institute of Store Planners 34th Annual Competition. The award is sponsored by the Institute of Store Planners and Visual Merchandising and Store Design magazine (ISP/VM+SD). The Nalley Lexus dealership design was also recently featured in the December 2004 volume of DDI (Display and Design Ideas) magazine.*

+ *Craig is a graduate of the Georgia Institute of Technology, where he received a BS degree in Architecture in 1983. He previously interned at the offices of Praxis3 predecessor firm, Romm + Pearsall Architects from 1982 through 1989 where he managed projects including The Shops of Buckhead and Park South Courtyard Inn in Huntsville, AL.*

+ *He worked for Rabun Hatch and Associates in 1989 where he was the Project Designer for GLG Center a 14-block mixed used development in Midtown Atlanta. Craig then returned to Romm + Pearsall as a Project Manager until the founding of Praxis3 in 1997.*

+ *Craig has been a Leadership in Energy Efficient Design (LEED) Accredited Professional since 2009.*

+ cjames@praxis3.com

+ *Senior Associate Profiles*

Ryan Stancill

+ Senior Associate, Director of Practice Development

+ Ryan Stancill brings 18 years of profession experience in architecture. At Praxis3 he is the Director of Practice Development and plays a major role in growing the size and expertise of the automotive group. Ryan works closely with clients to put together the right team for each project and to ensure that the client's vision is carried through to the end. Prior to joining Praxis3, Ryan was the Vice President of Design for Level5, working exclusively in the retail industry. During his career Ryan has also successfully managed the automotive retail accounts for Nissan's NREDI program and Toyota's Image USA II program at Gensler's Atlanta office. He has planned nearly 400 automotive retail stores across the country. Ryan brings an extensive knowledge of dealer operations and provides expertise in facility planning.

+ Ryan's overall professional experience includes extensive work on interior architecture, adaptive reuse and base building projects ranging from \$2 - \$170 million. His primary responsibilities included managing all technical aspects of a project, engineer / consultant coordination, planning and managing construction administration. Ryan's current focus at Praxis3 is overall practice & business development; building sustainable relationships with clients all across the country. Ryan has been involved in a wide variety of project types throughout his career including: automotive, financial, retail, corporate interiors, entertainment, academic, biotech, light manufacturing, medial, senior living and residential.

+ Ryan is a graduate of the Boston Architectural Center where received a Bachelor of Architecture. In addition, Ryan studied Early American Literature at Harvard University and physics at Northeastern University. He worked for Steffian Bradley from '94-'98, Gensler from '98-'2006, Praxis3 from '06-'08, Level5 from '08-'11, and then returned to Praxis3 in '11.

+ rstancill@praxis3.com, 404.849.8114 mobile

+ *Senior Associate Profiles*

Brian Tanner, LEED ap

+ Senior Associate

+ Brian is a graduate of the Georgia Institute of Technology, where he received a Bachelor of Science in Architecture degree in 1990 and his Master of Architecture in 1994. He is a Leadership in Energy Efficient Design (LEED) Accredited Professional. After working in the offices of Joseph Perry Associates (1990-1993) and Rosser International (1993-1994), Brian joined Romm + Pearsall Architects and Planners in Atlanta in 1994 and worked there through its transformation in to Praxis3 architecture in 1997.

+ Brian developed a keen expertise in residential design, including the full array of housing types, from garden-style to lofts and mid-rise condominiums. His projects include new developments and adaptive-reuse of existing buildings, including historic structures. renovations. He has also developed an expertise in public housing, including everything from existing condition assessments for the Atlanta Housing Authority to planning and designing large-scale affordable housing developments.

+ Brian also manages a wide range of the firm's civic and institutional projects, ranging from community centers and fire stations to college and university projects for Georgia Tech, Kennesaw State University, and the University of West Georgia.

+ Brian is adept at helping his clients with everything from pre-design planning, site evaluation/selection and facility assessments to full architectural design and construction phase services.

+ btanner@praxis3.com

+ *Senior Associate Profiles*

Marks Alexander, RA, LEED ap

+ Senior Associate

+ Marks is a graduate of the University of Tennessee, where he received a Bachelor of Architecture degree in 1985. He is a registered architect, having earned his license in 1989, and is a Leadership in Energy Efficient Design (LEED) Accredited Professional. After working in the offices of Jova, Daniels, Busby and Lord, Aeck and Sargent in Atlanta, Marks joined Praxis3 in 2005. Developing a keen expertise in automotive facilities over the years, Marks serves as a Senior Project Manager for Praxis3's Automotive Studio.

+ Marks has successfully delivered a broad range of both foreign and domestic dealerships throughout the United States, from Georgia to California. His clients include small to large automotive groups – such as AutoNation and Asbury Automotive Group – as well as independent dealers. He also works directly with some manufacturers, particularly Mercedes-Benz USA to address their site specific facility needs.

+ Marks is adept at helping his clients with everything from pre-design planning, site evaluation/selection and facility assessments to full architectural design and construction phase services, and he is skilled at site-adapting a wide spectrum of manufacturers' dealership design standards. In addition to designing new facilities on greenfield sites, Marks' experience includes renovation, remodeling, re-imaging and expansion of existing facilities, as well as adaptive re-use of facilities that were formerly designed for another uses into automotive facilities.

+ In recognition of Marks' dedication to Praxis3's growth and success over the years, Marks was promoted to the position of Associate in 2010.

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+ References

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+ *References*

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+ *References*

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January 6, 2012

To Whom It May Concern:

I am writing this letter to acknowledge the exceptional work of **Praxis3 Architecture**. Asbury Automotive Group has been working closely with Praxis3 since 2003 and our teams have partnered to design many great facilities round the country.

We consider Praxis3 a trusted advisor and have full confidence Praxis3 will always provide candid and professional opinions that are in the best interests of our company. Not only do we utilize their talents for traditional design services, but we frequently rely on their assistance with due diligence as we weigh various property and facility related business decisions. In that regard, Praxis3's keen understanding of facility design, sustainability and the overall retail automotive industry is tremendously valuable.

Praxis3's creative and innovative approach to design has contributed to the development of many state of the art facilities, award winning facilities. As an example, one of our flagship dealerships in Atlanta, Nalley Lexus Galleria, garnered a 1st Place award in store design by The Institute of Store Planners and VM-SD Magazine.

The Praxis3 team consistently thinks outside of the box and delivers results. During the design phase of a typical project, Praxis3 architects produce drawings considering numerous configurations while testing programmatic performance, design opportunities and constructability. Our requests and concerns are always taken seriously and addressed promptly and effectively. Their friendly, relaxed manner is complemented by creative energy and enthusiasm. Not only does the Praxis3 team work cooperatively with the Asbury team, they foster great working relationships with third party contractors and other consultants.

On behalf of the Asbury Automotive Group, Inc., I highly recommend Praxis3's services.

Sincerely,



George Karolis
Vice President Corporate Development & Real Estate

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