

2014

YEAR IN REVIEW

api(+)

CELEBRATING
25
YEARS OF DESIGN EXCELLENCE



walmart to go

winner

PROTOTYPE CREATION,
BENTONVILLE, ARKANSAS

We're proud to continue our relationship with Walmart as a resource for out-of-the-box creative services. We worked with Kevin Ruehle, David Tovey and Charles Park to design Walmart To Go, the retailer's first fuel and convenience store concept.

Striking architecture, standout retail appeal and a welcoming atmosphere make Walmart To Go a winning concept. Vibrant canopies and expansive storefront glass showcase merchandise and draw fuelers inside. Bright green canopies accented with the signature yellow spark present a highly recognizable street presence and convey the store's fresh positioning and in-store dining as a destination. Walmart To Go offers a mix of traditional grocery items and fresh prepared foods along with popular convenience store products.



2014

We would like to thank our Clients, consultants, associates and contractor teams for their trust and support. Your friendship and care make all the difference. We wish you and yours a happy, healthy, prosperous year and continued success.

The **api(+)** team

fresh thyme farmers market

PROTOTYPE CREATION AND ROLLOUT, VARIOUS LOCATIONS



In 2014, ten Fresh Thyme Farmers Market locations throughout the Midwest came to life. We collaborated with President and CEO Chris Sherrell, VP of Construction Tracy Lindsey, Director of Marketing & Strategy Colein Whicher and others in senior management to create Fresh Thyme's prototype and rollout program. Saturated with both color and texture, the stores provide shoppers throughout the Midwest with a year-round farmers market experience.



hyde park village

ARCHITECTURAL DESIGN, TAMPA, FLORIDA

We're extremely excited to announce the selection of our firm to provide renovation and repositioning services for Hyde Park Village. Our team is honored to be working with Samantha Davis, Laura Polin, Stewart Rappaport and others of WS Development's executive team to redevelop this well-known destination, an open-air landmark and center of the Tampa Bay area.



earl of sandwich

PROTOTYPE CREATION AND ROLLOUT, VARIOUS LOCATIONS



Earl of Sandwich has a newly branded environment created by **api(+)** in collaboration with Robert Earl and his team. It's currently being rolled out in all existing and new locations. The first location following the new prototype design opened in St. Petersburg, Florida in May 2014 to great success, surpassing all sales projections. The primary design goal was to standardize design for a branded look and to increase customer frequency.



pinellas plaza

ARCHITECTURAL DESIGN, THE VILLAGES, FLORIDA

Pinellas Plaza is the first of two shopping centers we delivered for The Villages, the premier active retirement community in Central Florida, in 2014. **api(+)** worked with Gary Mark, Bill Kearns and Bill Jones of The Villages and Marcobay Construction. This 80,000-square-foot center is **api(+)**'s sixth comprehensive retail project at The Villages, and it is the prototype for future centers in the community.



lowes foods

PROTOTYPE CREATION, VARIOUS LOCATIONS, CAROLINAS



In collaboration with Martin Lindstrom, an award-winning branding expert, and Lowes' senior management team, Tim Lowe, Heather George and Gary Watson, **api(+)** created a distinctive farm style exterior and gave unique identities to key departments, such as The Cakery, Chicken Kitchen, Sausageworks and Boxcar Café & Chocolate Co., to make shopping engaging and enjoyable for the whole family.



giardino gourmet salads

PROTOTYPE REFINEMENT, VARIOUS LOCATIONS, FLORIDA

Working with Giardino's executives, including Maria Martinez and Juan Martinez, PhD FCSI and other owners, we designed a look that aligns Giardino's fresh offer with an updated branded environment to better support the quality products and service while improving franchise controls. The chain has locations in eight South Florida neighborhoods and is expanding quickly.



fit2run bayside marina

DESIGN AND ROLLOUT, MIAMI, FLORIDA



Fit2Run's beautiful flagship waterfront store at Miami's Bayside Marketplace celebrated its grand opening in November. The two-story, 11,000-square-foot flagship features comprehensive branding by **api(+)**.

We are proud to continue working closely with John Aller, Fit2Run's vice president, and his team, delivering five locations in 2014 and 17 locations to date.



forest lakes plaza

ARCHITECTURAL DESIGN, OLDSMAR, FLORIDA

For a second time in the Tampa Bay area, we're pleased to have assisted Clara and Dorothy Boldog in renovating one of their retail centers. Forest Lakes Plaza required a complete façade renovation and accommodations for two new major tenants, ALDI and Ross Dress for Less. The completed project improved the quality of retail tenants and provided a much needed stand-apart look and welcoming curb appeal.



market bistro by price chopper

BRANDING CONCEPT, LATHAM, NEW YORK



We're excited that Market Bistro has opened its doors and happy to read of its immediate impact on the industry.

We combined our grocery and restaurant expertise to design a compelling environment which blends ease, efficiency and diverse uses. Market Bistro's first-of-its-kind shopping experience features 16 themed dining experiences and a cooking school, in addition to traditional grocery goods.



grand traverse plaza

ARCHITECTURAL DESIGN, THE VILLAGES, FLORIDA

Grand Traverse is the second shopping center in The Villages delivered by **api(+)** in 2014. We worked with Asa Harris of Harris Integrated Management for the Publix anchor and with Gary Mark, Bill Kearns and Bill Jones of The Villages for the balance of this 64,000-square-foot center.



sundial

ARCHITECTURAL DESIGN, ST. PETERSBURG, FLORIDA



We're happy to see the opening and success of Sundial, an upscale modern retail environment in thriving downtown St. Petersburg. We collaborated with The Edwards Group to fully reimagine the center. With its new look and exciting tenants, including Lululemon, Tommy Bahama, Sea Salt and celebrity chef Michael Mina's Locale Market, the center is on track to become the area's retail and dining focal point.



the fresh market

DESIGN AND ROLLOUT, VARIOUS LOCATIONS

Once again, **api(+)** had the privilege of assisting The Fresh Market with numerous projects that included concept development and roll-out services for various renovation and repositioning projects throughout the U.S. We've worked closely with Stephen Showalter, The Fresh Market's Vice President of Construction and Facilities, and his team on design for 13 locations in 2014 and 64 locations to date.



del frisco's grille at metwest

ARCHITECTURAL DESIGN, TAMPA, FLORIDA



We worked hand-in-hand with Kent Walling of Taylor & Mathis and the Del Frisco's development team to convert an existing one-story structure into an exciting two-story open-air dining and bar experience, accommodating the restaurant's interior buildout and providing one more reason to visit MetWest.



additional notable projects

Food Service

Bahama Breeze
California Tacos
Buffalo Wild Wings

Food Retail

Walmart Neighborhood Market
Native Sun
Organic Garage
Hannaford

Retail Centers

Sembler
Mitchell Ranch

Lifestyle and Amentities

Minto Communities
Kings Point

Specialty Retail

Luxottica
Stellar Partners
Fitlife Foods

Convenience

The Parker Companies
Circle K

Wayfinding

City of St. Petersburg

awards and speaking engagements

api(+)'s president + CEO Juan Romero and vice president + director of design Tom Henken, were honored to share their expertise at three leading retail industry conferences this year:

ICSC's Florida Conference Design & Construction Special Industry Group

Surf Expo Top 5 Ways to Improve your Store's Design

Food Marketing Institutes Energy Store & Development Conference Small Format Grocery Strategies

In addition, **api(+)** is proud to have attended and/or exhibited at:

Coverings

NRA Show

FMI Connect

Collaborate 2014

The NGA Show

Grocery Innovations Canada

Our architectural design for The Fresh Market in Pittsburgh, PA was recognized with a silver award in the **Brick in Architecture Awards**, and two grocery projects were celebrated in **Progressive Grocer's Store Design Contest**:

Fresh Thyme Farmers Market Winner, Best Store Design, Under 50,000 square feet

Ultra Foods Winner, Best Remodel, Under \$3 million

Our Walmart To Go design took home gold in **A.R.E.'s Design Awards** convenience store category.



api(+) IN THE PRESS

A.R.E.

Brick in Architecture

Building Design + Construction

Chain Store Age

Commercial Construction & Renovation

Convenience Store News

CS Decisions

C-Store Executive

design:retail

Drug Store News

ENR Southeast

Fast Casual

Foodservice Equipment & Supplies

FOX 13

Franchising USA

Grocery Business

Grocery Headquarters

Orlando Sentinel

Progressive Grocer

Restaurant Development + Design

Restaurant Facility Business

Retail Environments

Retail Leader

Retrofit

SEGD.org

Sunbelt Foodservice

Tampa Bay Business Journal

Tampa Bay Times

The Shelby Report

VMSD

Way of the Sign IV

Western Grocer

api(+) adds new talent



Our team of more than 30 architects and retail and graphic designers continues to grow with dynamic Clients and challenging projects. New additions to our team this year include (left to right): Dustin R, Pete C, Joshua W, Joan D, Chris V, David W, Trish N, Pablo D and Jillian S.

tiger awards

Each year **api(+)** recognizes employees who have consistently distinguished themselves for their resolve, agility, tenacity, accountability, effectiveness, pride and can-do attitude with the Tiger Award. 2014's tigers are Tim, Christy and Juliette.

recognition

Judy was presented with Fresh Thyme Farmers Market's 2014 Vendor Partner Outstanding Performance Award for Architectural and Engineering Services by Tracy Lindsey, Fresh Thyme's vice president of construction, at the company's 2014 Construction Vendor Summit. Way to go, Judy!

api(+) team updates

Congratulations to **Sherif** who earned his Registered Architect credentials this year. He's now licensed in Florida and holds his NCARB Certificate.

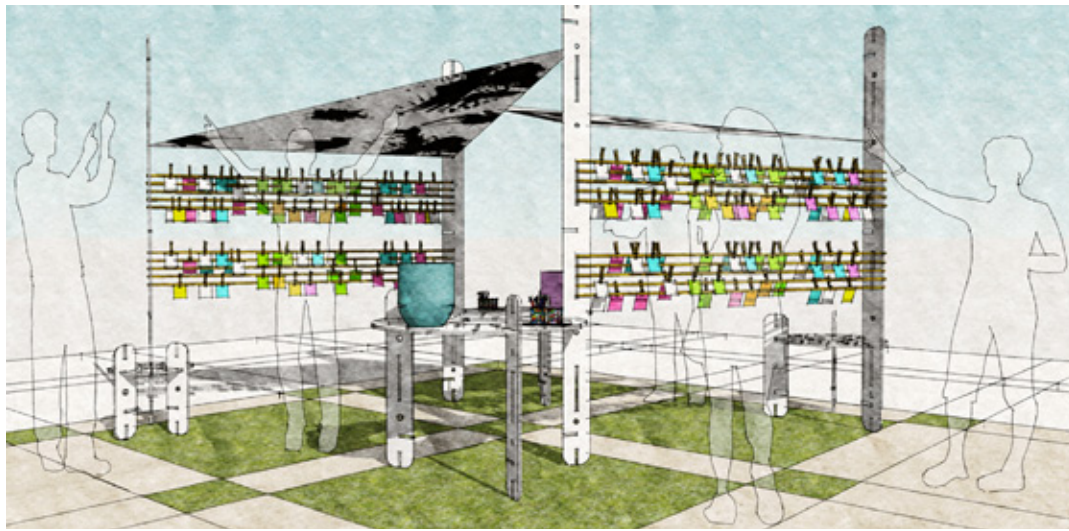
An active member of our local architecture and art communities, **Chris** displayed his work "edges around the city," four meaningful images of downtown Tampa with overlaying loose sketches at Gallery AIA's Utopia Tampa. He also created a pop-up art installation on downtown Tampa's Franklin Street during AIA's Design Week.

Gizel and **Trish** participated in and raised funds for the Walk against Alzheimer's in October. The walk, which had a great turnout and was a big success for the cause, raised over \$144,000.00.

Lynne completed a 200-hour yoga teacher training course and began teaching private restorative yoga lessons in her free time.

Rachel fulfilled her long-held dream of adopting a dog. Kipper, an adorable cocker spaniel/golden retriever mix, stole Rachel's heart at The Humane Society of Pinellas.

Chris, Sherif and **David SW** entered a pavilion design competition for the 2015 Gasparilla Festival of the Arts in Tampa. They excelled through two rounds of competition and built a life-size version of their concept for the festival.



api(+) milestones

- David Be (8 years)
- John S. (9 years)
- David Ba. (10 years)
- Li (10 years)
- Judy (14 years)
- Ryan (16 years)
- Jan (21 years)



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