2017 newsletter

reshaping retail (+)

(2017)

OUR YEAR IN REVIEW

api(+) named Firm of the Year

Our firm was named Tampa Bay's firm of the year by NAIOP, the leading organization for commercial real estate industry professionals. NAIOP's annual architecture firm award recognizes firms based on community impact and involvement, staff improvement initiatives, company culture and project quality. We are proud to be recognized!

hyde park village

ARCHITECTURAL DESIGN
Tampa, Florida

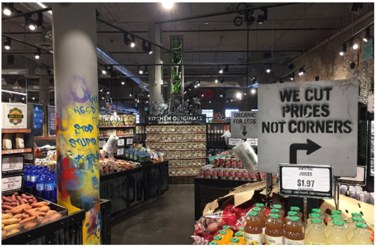
services:
- place making
- master planning
- architecture
- tenant design coordination
- tenant design criteria manual

Hyde Park Village is a historic open-air shopping center now under renovation in Tampa. We're working with WS Development on the project, and more than half the center is now complete. The media has touted it as a bright spot in today's retail industry. Teaming with Samantha David, Jeffrey Curley, Laura Polin and Dave York of WS to renovate and reposition the center, we're creating a premier shopping and dining destination.

In addition, we're providing design and architecture services for many tenants including Meat Market, bartaco and Sprinkles.

organic garage

FLAGSHIP
Toronto, Canada



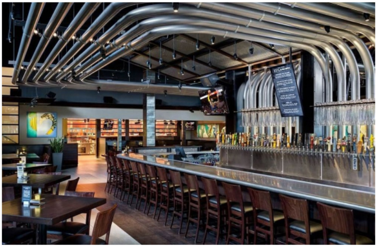
services:
- brand positioning and identity
- architectural design
- store planning
- interior store design
- signage and graphics
- private label packaging design
- digital collateral design

Organic Garage's new flagship store is now open in Toronto with a design by **api(+)**. Working closely with Shauna and Matt Lurie, we developed a unique environment that takes inspiration from its industrial surroundings, incorporating elements like graffiti, street signs, pavement markings, guardrails, street lights, and building signs.

Our design for Organic Garage won two awards in the Shop! Association Design Awards – gold for best signage and graphics plus silver for best grocery store/supermarket.

yard house

RESTAURANT ROLLOUT
Various Locations, U.S.



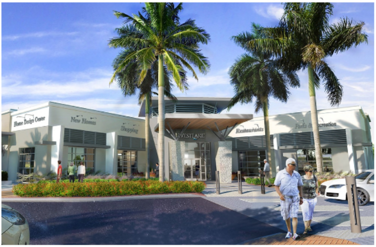
services:
architecture
interior design
site adaptation

Yard House features great food, a vast beer selection and an urban industrial look. Primary materials include stainless steel, concrete and stone. Beer is fed through temperature-controlled lines, which run along the ceiling, doubling as a key design feature.

We're working with Todd Taylor, Rodney Catoor and Frank Carrera at Darden Restaurants to roll out this concept.

minto communities westlake

SALES CENTER DESIGN
Palm Beach County, Florida

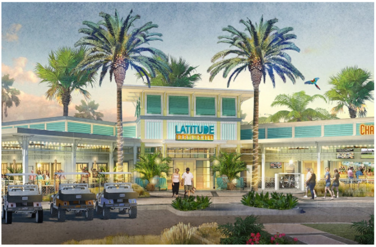


services:
concept
architecture
space planning
interior design
graphics
construction administration

Continuing our relationship with Minto Communities, our team collaborated with Len Capozzo, Josh Johnson, Jared Stern and Ginny Feiner to design the 7,500-square-foot sales center and nearby retail building in the town center of Westlake. Westlake is a new 3,800-acre master-planned community being built in Palm Beach County, Florida.

minto communities latitude margaritaville

TOWN CENTER
Daytona Beach, Florida



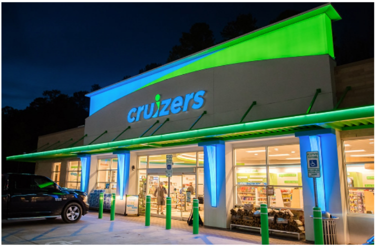
services:

planning
architecture
construction administration

We've also partnered with Minto Communities to design the town center at Latitude Margaritaville, a Jimmy Buffett-inspired master-planned community. Our designs include a full-service restaurant, movie theater, mixed-use retail and business center, fitness center, guardhouse, and main entry pylon sign .

cruizers

PROTOTYPE + BRANDING
Various Locations, North Carolina



services:

brand strategy
store planning
architecture
décor
graphics
rollout

api(+) entered the c-store sector in 2007 with a prototype for Parker's and made a splash in 2014 with Walmart To Go. Over the years we've developed several other convenience concepts that have earned praise, awards and referrals. One of those referrals led to Cruizers Convenience Marketplace, a chain of 25 stores in North Carolina.

With Cruizers president Edward S. Holmes and his team, we developed a complete branding package and a prototype that elevates Cruizers' positioning to a premier convenience destination.

seritage growth properties

RETAIL REPOSITIONING
Various Locations, US

services:
retail strategy
architecture
renderings

Seritage Growth Properties is a REIT developing well over 200 properties across the US into first class multi-tenanted shopping centers. Since meeting the Seritage team in 2016, we've designed reimaging packages for several properties across the southeast US and look forward to continuing our work throughout 2018 and beyond.

Working with James Bry and Dean O'Neill, the partnership is creating significant value for the organization.

the fresh market

FLAGSHIP
Doral, Florida

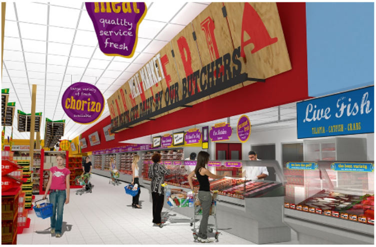
services:
brand strategy
store planning
interior architecture
décor
graphics

The Fresh Market's Doral flagship store design draws inspiration from the burgeoning vibrant culture of the Doral community and is highly customized to the store's predominately Hispanic, affluent demographic. It marks the entrance to CityPlace Doral, which also opened in 2017, a mixed-use complex developed by The Related Group.

We worked closely with The Fresh Market team on designs for four locations in 2017 and 77 locations to date.

fiesta mart

ENVIRONMENTAL BRANDING
Various Locations, Texas



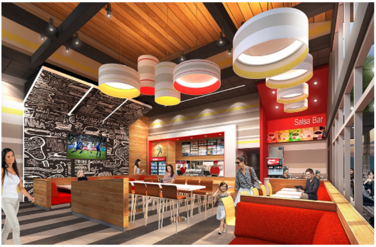
services:
- brand strategy
- store planning
- architecture
- décor
- graphics
- rollout

We're continuing to work with Fiesta Mart, delivering a high-impact brand repositioning program focused on interior and exterior solutions. Our goal is to set Fiesta apart from the competition while reinforcing its appeal to its core demographic, Hispanics.

We've developed a promotional environment supported by price-oriented displays and bold, integrated graphics. We've rolled out the new look in six locations to date, and many more are in the works throughout Texas.

panna café

RESTAURANT ROLLOUT
Various Locations, South Florida

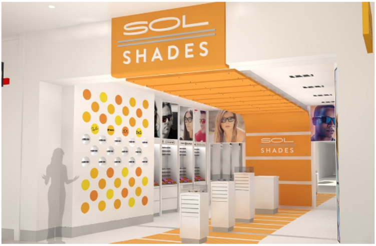


services:
- strategy
- concept
- store planning
- interior design
- architecture
- graphics
- construction administration

PANNA is a restaurant serving Venezuelan/Latin American comfort food at six locations in South Florida. For their newest location, the founding family, the Meneses, hired **api(+)** to provide site-specific design concepts and rollout. The restaurant is designed to appeal to both Latin and non-Latin customers, creating a deep connection with the evolving community.

sol shades

AIRPORT RETAIL
Orlando, Florida



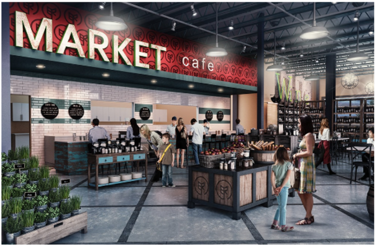
services:

- branding
- store planning
- fixturing
- interior design
- graphics
- architecture
- construction administration

Stellar Partners is an airport retail operator with 38 stores in 10 U.S. airports. **api(+)** partnered with president Susan Stackhouse and vice president Todd Knight to develop a number of stores in multiple airports this year, including Sol Shades at Orlando International Airport.

slater's goods & provisions

FOOD RETAIL
Babcock Ranch, Florida



services:

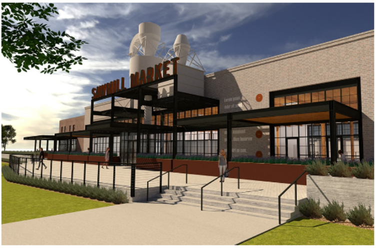
- branding
- store planning
- fixturing
- interior design
- graphics and signage

Our team worked with Rick Severance and Tyler Kitson of Kitson & Partners to design the market and cafe at Babcock Ranch, America's first solar-powered town located in Southwest Florida just north of Fort Myers. Ultimately this master-planned community will include 19,500 homes and six million square feet of commercial space. We also worked with Kitson to design a restaurant and co-working space within the community.

The market and café offers a farm-fresh, organic menu and a convenient place for residents to pick up staple organic ingredients to prepare a fresh meal at home, plus wine and liquor.

sawmill market

FOOD HALL
Albuquerque, New Mexico



services:

design direction
interior and exterior architecture
branded personality
graphics and signage

Sawmill market is a 25,000-square-foot food hall coming soon to the Sawmill District of Old Town Albuquerque. It will house local cuisine, a growers' market, full-service restaurants, entertainment venues, art galleries, retail businesses, cocktail bars and more – all inspired by the regional flavors of New Mexico.

Jim Long of Heritage Hotels & Resorts has partnered with Jason and Lauren Greene, ISLYN Studios founder Ashley Wilkins and **api(+)** to develop the concept in a historic warehouse. The warehouse was once home to hundreds of sawmill employees in the early 1900's and is rich in history and character.

api(+) takes home gold

NAIOP Best of the Best Awards

api(+) named Best Architecture Firm

Tampa Bay Business Journal Coolest Office Spaces

api(+) awarded Most Creative Use of Space

Airports Council International North American Awards

Tumi Swarovski, Tampa International Airport named Best New Retail Concept

A'design Awards

Simply Fresh by McCaffrey's earns Silver

Shop! Design Awards

CHEESE SHOP
JAVA JIM'S

Shop! Design Awards Simply Fresh by McCaffrey's earns Gold

VMSD's Retail Renovation Competition

Simply Fresh by McCaffrey's earns Honorable Mention

FMI
THE VOICE OF FOOD RETAIL

thought leadership

Our executives were invited to share their expertise in presentations and panels at four industry conferences this year.

- National Restaurant Association Show Grocerant Summit – Juan shared keys to 'grocerant' success at the Foodservice at Retail Panel
- Urban Land Institute Florida Summit – Tom shared the latest in retail design trends at the Creative Retail Therapy Panel
- Food Marketing Institute Energy Store + Development Conference – Tom presented 'What's driving today's store format and design trends'
- Urban Land Institute StimULI Breakfast – Retail Revolution – Tom was a part of a panel on current trends and the future of retail

involvement

We're often out and about searching for inspiration and keeping abreast of the industries we serve. This year we attended or exhibited at:

GlobalShop
Retail Design Institute
Collaborate
VMSD International Retail Design Conference
Retail Entertainment Experience Evolution
BisNow Commercial Real Estate and Tech Summit
ICSC Florida Conference
ICSC Nexus Conference
ICSC South Florida Idea Exchange
ICSC North Florida Idea Exchange
ICSC Next Gen

api(+) in the news

Over the past year we're honored to have contributed to or have had our work highlighted in many of our favorite publications!

Building Design & Construction
Business Observer
Canadian Grocer
Chain Store Age
Commercial Architecture Magazine
Commercial Construction & Renovation
design:retail
Engineering News Record
Entrepreneur
Grocery Business
Grocery Headquarters
Interior Design
Nation's Restaurant News
Progressive Grocer
Retail Design Blog
SEGD
Shop! Retail Environments
Stéphane Keulian's Blog
Supermarket News
Tampa Bay Business Journal
VMSD

api(+) team milestones

We are grateful for the large portion of our staff that has been with us for many years. Congratulations to our team members who have celebrated 5 or more years with our team!

Jan	24 years	John	12 years
Ryan	19 years	David	11 years
Judy	17 years	Rita	9 years
Li	13 years	Christy	5 years
David	13 years	Juliette	5 years

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.

Congratulations to our 2017 Tigers: Tanima, Carrie and Kayla!

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.

In 2017, we were lucky to have had five very talented individuals join our team; four in our Tampa office and one in Miami.

Pictured here: Alexander, Cesar, Rachel and Daron of our Tampa office. Oscar who joined our Miami office is not pictured.

team updates

In 2017 we held a new weekly event, Ted Talks and Bagels. Each Friday morning we gathered for bagels and watched a Ted Talk. Topics varied but were always focused on helping us improve in our work and interaction with each other.

When we decided to order company t-shirts, we turned to our talented team for design. After those who wanted to submitted ideas and a democratic vote was held, Rachel's concept went to print.

John is one of three co-chairs planning Tampa's Gasparilla Arts Festival. The Festival takes place the first weekend of March 2018.

Congratulations to Pablo and his wife on welcoming baby Hannah into the world this year!

Congratulations to Miami team member Oscar who married his beautiful wife this year!

Between stateside projects, Tom and Ryan travelled to China to present our Walmart China grocery store design concepts to the Walmart team. The trip was a success for all parties, although the lack of a translator in Shanghai one day was a challenge!

thank you to our clients who made 2017 a spectacular year

Regency Centers.
SPP STRATEGIC PROPERTY PARTNERS
Hannaford
CRAFT BY FIRE •GRILLSMITH• 2004
GREAT FOOD • CLASSIC ROCK Yard House WORLD'S LARGEST SELECTION OF DRAFT BEER
VELOP

Walmart
THE FRESH MARKET
SURF OUTFITTER
Stellar
Sprinkles CUPCAKES
SERITAGE GROWTH PROPERTIES

SEMBLER
Sedano's
Pollo Tropical CHICKEN ON THE GRILL
PANNA
Organic GARAGE Healthier food for less!
On Top of the World

minto
MEAT MARKET
Lowes FOODS
Lee's MARKETPLACE
KITSON & PARTNERS
imc INTERNATIONAL MEAL COMPANY

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KNUCKLE Guy SANDWICH
GreenWise®
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