

**pHDesign**  
 palmerHAMILTONDesign

# Inspirational Design. Engaging Spaces.

We design, create, and install engaging and inspiring K-12 food courts, common spaces, and libraries that positively impact educational outcomes for students. These newly created spaces generate school spirit, community pride, and help improve business outcomes for schools.



## What is PHDesign?

PHDesign is the design division of Palmer Hamilton. It is comprised of accredited interior design experts who have over 75 years of collective experience. Our experts use color, graphics, and textures to create inspiring and collaborative spaces that help deliver educational outcomes.

## What We Do

We design, create, and install engaging and inspiring K-12 food courts, common spaces, and libraries. These newly created spaces generate school pride and help improve business goals for schools, delivering tangible financial results.



## How We Do It

Our industry leading design experts are at the forefront of design trends and use our proven collaborative process to create tailored designs. These designs boost the school spirit of students, teachers, and faculty, and positively impacts the local community by fostering school pride.



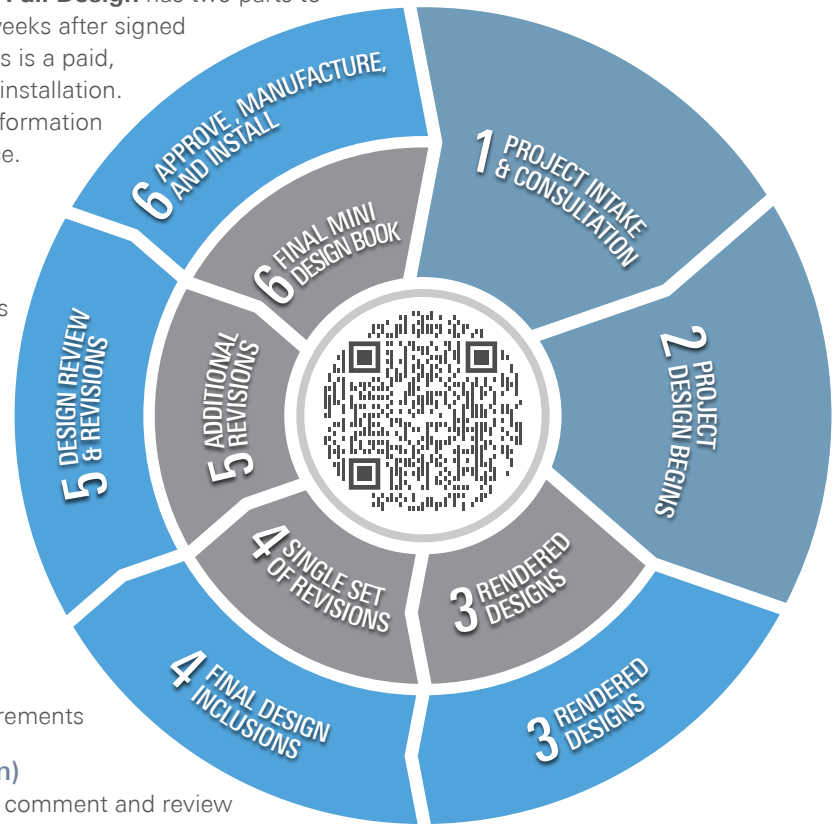
## Markets

Our primary markets are K – 12 schools and technical colleges, though we also partner with universities, libraries, and corporations.



# Our Proven Process

There are **two options** for clients desiring a new space. The **Full Design** has two parts to the process - the *Creative Portion*, Steps 1 - 5 (approx. 6 - 8 weeks after signed P.O.), and the *Finished Project*, Step 6 (approx. 10 weeks). This is a paid, comprehensive plan that delivers a finished space, including installation. The **Mini Design** is an unpaid process that provides basic information and does not include detailed renderings or the finished space. This option lasts approximately 3 - 4 weeks.



## 1) Project Intake & Consultation (Full Design)

*On site for 6 – 8 hours*

- PHDesigner arrives on site for a comprehensive analysis of the space, including measurements of floors and walls, as well as an assessment of electrical and other technological needs
- Collaborative discussion on space needs, business objectives, and the budget
- Designer guides the customer through essential elements of a successful food court, common space, library, or PHabLAB, such as design, equipment selection, traffic flow, and food service flow

## 1) Measurements Taken (Mini Design)

*On site for a few hours*

- PHDesign team member is on-site to take basic measurements

## 2) Project Design Begins (Full Design & Mini Design)

- PHDesigners recap intake notes, then send to client for comment and review
- Designers create a black and white floor plan layout, then reviews it with the client
- Clients are guided through the furniture selection process tailored to their unique space design
- Once floor plan layout and furniture selections are determined, the design book is created, including graphics, colors, and textures for the space
- A custom logo design is created (if applicable)
- PHDesign and the client verify budget alignment (if available)

## 3) Rendered Designs (Full Design)

- The client receives several renderings, including
  - Colored layout
  - Colored furniture
  - Colored artwork
  - Wall elevations

## 4) Final Design Inclusions (Full Design)

- A 3D room perspective is created
- The design concept board is created, including all finishes

## 5) Design Review & Revisions (Full Design)

- The client receives the final Full Design Book and Paint Book to review
- Two revisions are included
- If there any more revisions, additional design fees apply

## 6) Approval/Manufacturing/Installation (Full Design)

*Approximately 10 weeks*

- The client reviews and approves the plan, then signs the Full Design proposal
- All the tailored products are manufactured and delivered to the school
- Installation begins and is completed in 2-3 days, reducing the amount of downtime for the school

## 3) Rendered Designs (Mini Design)

- The client receives up to 4 art examples of the new space

## 4) Single Set of Revisions (Mini Design)

- The client receives one set of layout and inclusion revisions
- Changes in layout, furniture and other finishes are allowed

## 5) Additional Revisions (Mini Design)

- After the included single set of revisions, additional revisions are allowed, but additional design fees apply

## 6) Final Mini Design Book (Mini Design)

- The school receives the no cost, final Mini Design Book
- This Design Book can serve as part of a proposal to the School Board, District, and to receive funding

# Return on Investment

A school is a business that must stay within budget, meet or exceed scholastic goals, and should turn a profit through mindful plans and decisions.

One of the most prudent investments a school can make is in a newly created food court and common space. For most schools, after one year of use, they cover the cost of the renovation, and subsequent years yield a profit.

## The Results

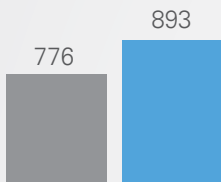
The average school will see an average of a 15% participation increase in new food courts.

Number of Days a Year - 180

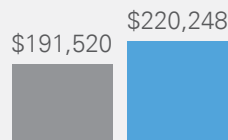
■ Current Cafeteria ■ New Food Court

### Avg. # of Participants

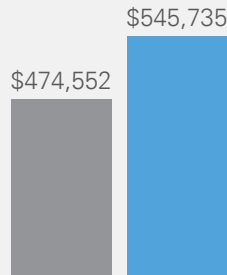
Breakfast, Lunch & Snack



### Total Margin



### Total Reimbursement



### New Food Court Results

Incremental Increase - \$99,911  
Food Court Investment - \$100,000  
Payback Time Period - 1 Year

\*For descriptive purposes only



## Leading Designs Reflect Current Trends

The school cafeteria of the past no longer sufficiently functions for students. Every day outside of school they experience beautiful, functional, and cutting-edge venues, and have come to expect the same in their school environment. PHDesign takes all these trends and expectations into account when creating a tailored space.

### Current Incorporated Trends

- Emulate cutting-edge quick serve restaurants
- Incorporate themes, such as school spirit, pride, values
- Designated areas, such as a "senior class" area
- Variety of seating options, such traditional tables, pub tables, booths, etc.
- Vivid colors and textures that are aligned to grade level
- Modern feel, taking cues from popular design trends
- On-trend wood, tile, lighting selections
- Color aesthetic management that reflects the school and trends such monochrome color palettes, integration of wood varieties, metal, industrial design
- Inspiration pieces that influence the total design

palmer HAMILTON

PHDesign



For even more information about PHDesign, scan the QR code.

143 S. Jackson Street  
Elkhorn, WI 53121-1911

Toll Free: 800-788-1028  
Local: 262-723-8200  
Fax: 262-723-5180

[www.PalmerHamilton.com](http://www.PalmerHamilton.com) | [palmerhamilton.com/ph-design](http://palmerhamilton.com/ph-design)

Visit our website to see the complete family of Palmer Hamilton products.