



**METROLINA**  
**B U I L D E R S**



# DESIGN-BUILD

## RETAIL & ENTERTAINMENT

- IMPROVING FLEXIBILITY, LOWERING  
• COSTS, AND MITIGATING YOUR RISK  
•

— SINCE 1972 — **50** + YEARS —

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- DESIGN-BUILD
- RETAIL & ENTERTAINMENT
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- The State of the Retail Industry

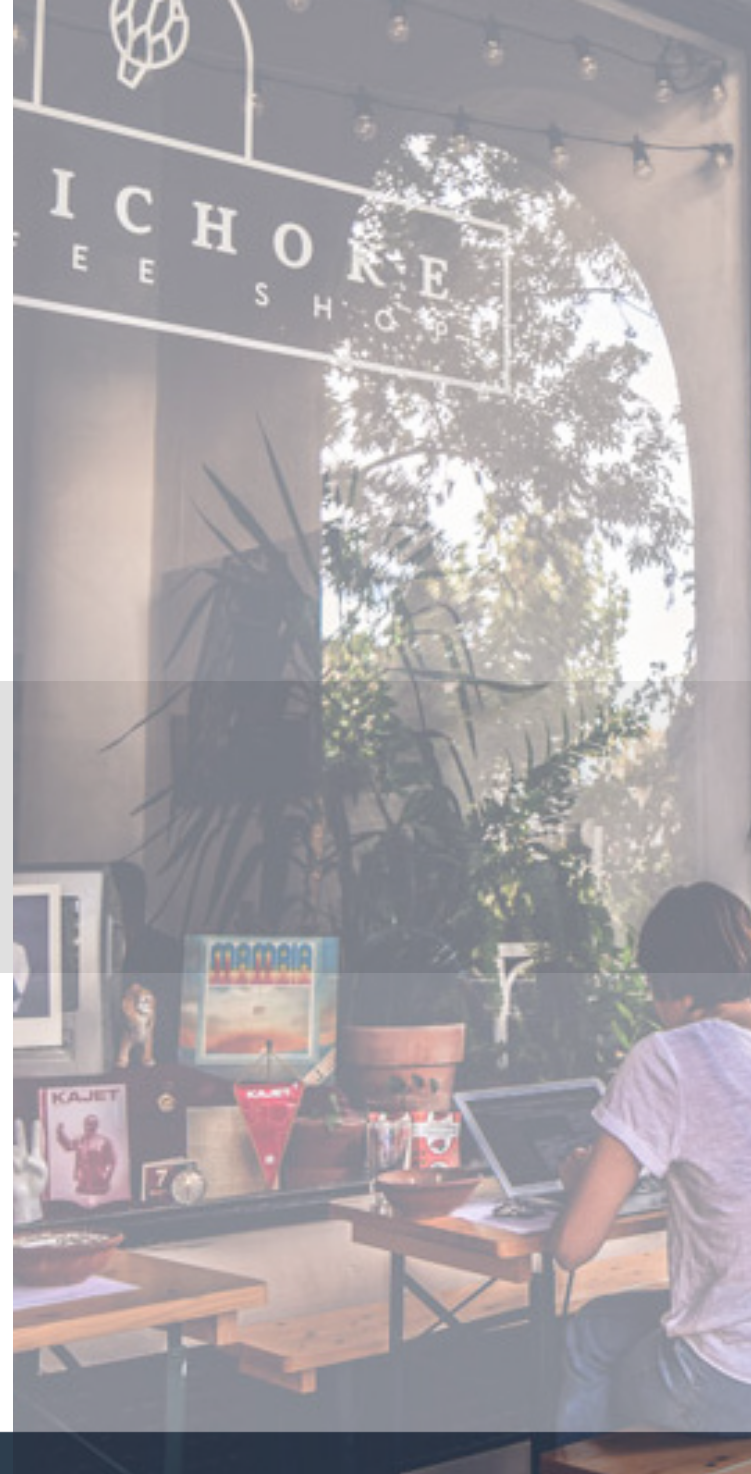
At Metrolina Builders, we've seen industries of all types evolve over the past 50 years. However, few have experienced as much change as the retail industry. From the meteoric rise of e-commerce to the varied complications imposed by the pandemic, retailers and investors continue to face unprecedented challenges.

Fortunately, change always brings new opportunities; there are always better ways of doing things; and we know the future of retail is bright — even if it might look a little different than it does today.

**In this guide, we'll explore the benefits of Design-Build in retail and how it can help you improve flexibility, lower costs, and mitigate risks. We'll explore key ways owners & investors can navigate the changing retail landscape of today and meet the challenges of tomorrow head-on. Finally, we'll share what our 50+ years of Design-Build experience can tell us about the future of the industry.**

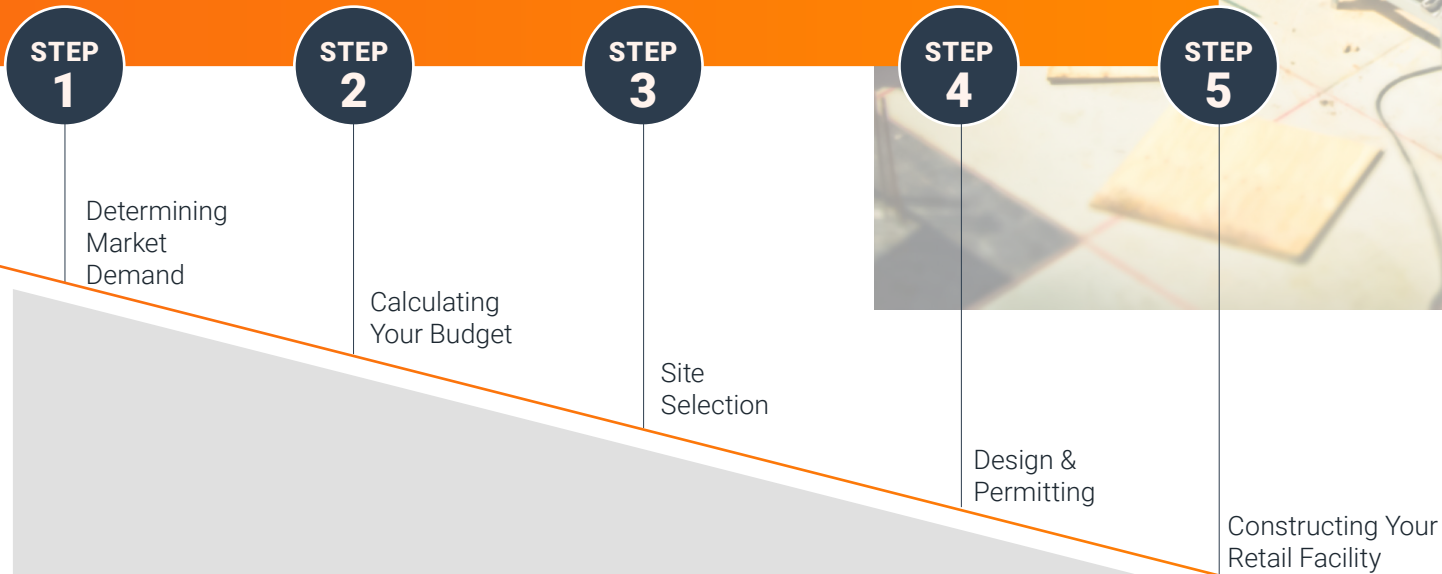
Our guide is designed for developers, investors, and retailers who are looking to build more than cold, dark shells. It's for those who want to leave a legacy that will last lifetimes.

We hope this guide helps you achieve your next great vision — and if you need help turning that vision into reality, we hope you consider



# AN OVERVIEW OF THE DESIGN-BUILD PROCESS

The success of your design and construction can be boiled down to five critical steps. We'll dig into deeper detail later in the guide, but let's start by taking a look at the process as a whole:



*Your first step is one of the most critical decisions you can make, selecting which approach you'll take to the building process.*



# WHY DESIGN-BUILD IS THE BEST CHOICE FOR RETAIL DESIGN & CONSTRUCTION

The two most common development project delivery methods are 1) “plan-and-spec” and 2) “design-build,” Metrolina’s proven approach to retail design & construction.

**Here’s how they stack up.**

## PLAN-AND-SPEC THE TRADITIONAL APPROACH TO BUILDING

The first method is known as plan-and-spec. Owners must first hire a design team (architect, civil, mechanical, electrical, plumbing, structural engineer, etc.) to create & develop construction documents & drawings, often without having a full picture of the product.

Next, the owner enters into several contracts with multiple teams including designers and general contractors — who won’t be brought into the process until after the initial design is complete.

**This disjointed approach grows exponentially complex given the unique challenges of retail, and it can lead to significant & unnecessary increases in costs.**

Additionally, the lack of a clear, concise, and shared vision can ultimately lead to a lot of headaches further down the road — like paying for a set of designs you can’t even use.

## DESIGN-BUILD YOUR ALL-IN-ONE SOLUTION FOR RETAIL & ENTERTAINMENT PROJECTS

Design-build is Metrolina Builders’ tested, proven, and preferred project delivery method. This method offers owners & investors a single point of contact: the design-builder. Even better, it’s all under one easily manageable contract.

**The design-builder is responsible for the success of your project and should work tirelessly to ensure that experts in every discipline — from architecture to zoning — are aligned with your vision from day one.**

This synergistic & holistic approach is why design-build has exploded in popularity in recent years.

Let’s take a closer look at the process and explore additional ways design-build can help shorten timelines, reduce risk, and eliminate many of the unnecessary costs associated with designing & building a retail location.



# STEP 1

## DETERMINE THE MARKET DEMAND

### Without Metrolina Builders

Before kicking off any new project, you must first determine market demand. To do this, you'll need to conduct a market feasibility study. Often, this means hiring a feasibility consultant or relying on publicly available tools like Google Maps to approximate critical items like square footage

As you can imagine, things get even more challenging when you have to track down county tax appraisals, parcel ID numbers, and other information that might not be accurately represented in public records.

**With so much at risk, you simply can't afford to leave your market feasibility study to chance.**



### With Metrolina Builders

Metrolina Builders is composed of battle-tested experts who know how to bring your vision to reality — beginning with the very first step. **We use our 50+ years of experience to generate the most accurate market feasibility study possible.**

Our process includes:

- Identifying competitor locations & occupancy
- Calculating the square footage of competitor locations
- Determining occupancy levels of competitive properties
- Conducting due diligence
- and all other related functions



# STEP 2

## CALCULATING YOUR BUDGET

### Without Metrolina Builders

The next, and possibly most important step, is to calculate your budget. Typically, owners turn to architects for historical cost information — but rapidly changing material pricing and supply-chain disruptions have made historical cost information irrelevant.

**The cost of the actual building is only one piece of the overall project cost.** Land costs, site development costs, water & sewer taps, permits and design fees are all important components of understand your true cost to build.

Without a design-builder or general contractor involved early, it is extremely difficult for an owner to have an accurate budget for their project until after design is complete.

### With Metrolina Builders

When you hire Metrolina Builders, we take care of the most stressful and time-consuming coordination of the design team, leaving you with only one relationship & contract to manage.

We can help drive down costs, navigate potential pitfalls and reduce redundant & unnecessary work by using our holistic design-build approach. We can provide you with a complete turnkey solution, bringing all of the necessary team members together, generate accurate preliminary estimates, cost savings recommendations during design and comfort knowing that we have eliminated costly surprises and generated a design that can be built for your budget.

We can also engage all of the necessary consultants involved with developing your project, including surveyors and geotechnical firms.

**With design-build, the client is only at risk of going over budget if they decide to expand the scale of the project after development has already begun.**

# STEP 3

## SELECTING A SITE FOR YOUR RETAIL OR ENTERTAINMENT FACILITY

### Without Metrolina Builders

The risk starts to multiply when we start looking at site selection. **That's because local zoning laws, safety regulations, and other jurisdictional requirements can vary drastically — and all must be strictly followed.**

After identifying the proper zoning classifications, owners will have to review potential facility sites. This often requires owners & investors to hire a local commercial realtor and contractor who specializes in the retail industry.

### With Metrolina Builders

When you work with Metrolina Builders, we work tirelessly to find the perfect site for your next project, calculate your exact occupancy and sizing needs, and handle any other needed service that might come our way.

This often includes, but is not limited to, the following:

- Site Analysis / Evaluation
- Due Diligence
- Geotechnical and Survey
- Programming
- Master Planning
- Conceptual Design
- Budget Development
- Rezoning Requirements



# STEP 4

## DESIGN & PERMITTING

### Without Metrolina Builders

The Design & Permitting phase can be one of the most frustrating elements for owners and investors — as well as the most costly. If your architect, engineer, and contractors aren't fully aligned from the beginning, your entire project could be placed in jeopardy.

For example, you could receive incredible designs from your architect, but they fail to utilize the most cost-effective materials or building systems. It's only later that you discover your designs can't be built for your budget.

**These unnecessary risks could significantly increase your costs, delay your opening by months, or even worse, you might have to go back to the drawing board entirely.**

### With Metrolina Builders

Metrolina Builders is proud to be your one-stop-shop for project management and execution. Because we are involved early and often in the process, we can help ensure that everyone is on the same page.

We eliminate the surprises and headaches that occur from managing a disjointed team. During the pre-construction phase, we work overtime to identify your desired outcomes, assess any risks you might face, and develop proactive plans that will serve as the basis for your project.

**Early integration of Metrolina's extensive experience is how we can generate the most value for our clients.**

Components of our pre-construction services include:

- Design / Engineering Coordination
- Building Systems Evaluation
- Constructability Review / Conflict Resolution
- Logistics Planning
- Subcontractor / Vendor Integration
- Value Engineering
- Preliminary Budgets/Estimates





# STEP 5

## BUILDING YOUR RETAIL & ENTERTAINMENT FACILITY

### Without Metrolina Builders

When it comes to construction, the final phase of any project, it's important to plan carefully. **However, the traditional plan-and-spec method can often lead to surprise costs, unnecessary errors, and avoidable mistakes.**

This is where things can get tricky for owners.

When unexpected costs arise, owners can find themselves desperately fighting to get their project back on track, scaling back on their vision, or ramping up their budget. It's a frustrating and costly situation, and it can be avoided with the right approach



### With Metrolina Builders

Our design-build experts have decades of experience in the retail industry — and we use those insights to help us most effectively manage projects in today's changing retail market.

Our Construction phase services can include:

- Site Work
- Core and Shell
- Tenant Improvements
- Scheduling
- Project Management
- Cost Controls
- Subcontractor Management
- Quality Control
- Safety Compliance
- Submittal Management
- Inspections Management
- Project Closeout

# BONUS THE FUTURE OF THE RETAIL INDUSTRY

So, what does the future of retail look like? It's all about flexibility.



It will be made up of **mixed-use construction and local neighborhood services**. The ones who thrive will be the small, 6,000 - 12,000 sq ft rows of shops with a restaurant on each end and plenty of patio space.

It's all about checking multiple boxes.

A building that can house a coffee shop one day and an accounting firm the next helps you reduce your risk, plan for change, and set yourself up for **long-term success**.

Besides, the folks at City Hall shouldn't really care if you're putting in a coffee shop or an accounting office. It's the flexibility that matters — and working with a quality design-builder offers the greatest possible flexibility.

For even more retail design trends, check out our full length article on the topic at [www.MetrolinaBuilders.com](http://www.MetrolinaBuilders.com).



# PORTFOLIO

Developing a retail or entertainment facility can be a difficult and overwhelming process, even for experienced operators. Metrolina Builders' extensive experience in the design and construction of these facilities has made us a **trusted resource for the future of retail design and construction.**



HAND & STONE



NORTHLAKE



ROOMS TO GO



STONECREST



UNIVERSITY TERRACE

Our team is proficient in guiding the design, architecture, engineering, permitting, and construction phases to provide constant control over costs and schedules in order to deliver a quality, safe, and engaging space for the community to gather. Whether it's designing a new space for an independently operated facility, or adapting prototype plans for a national franchise so that we can provide you with the most cost effective design specific to your location,

**we're here to help you get the job done right.**

See more from our portfolio at [www.MetrolinaBuilders.com](http://www.MetrolinaBuilders.com).



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