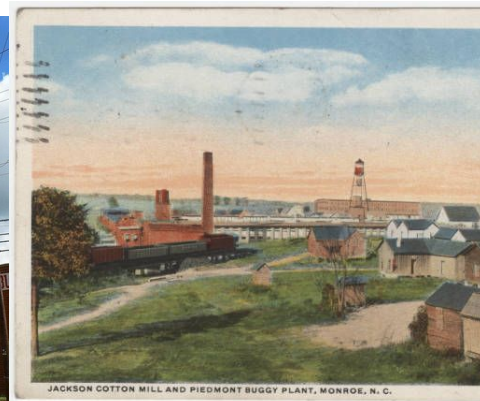
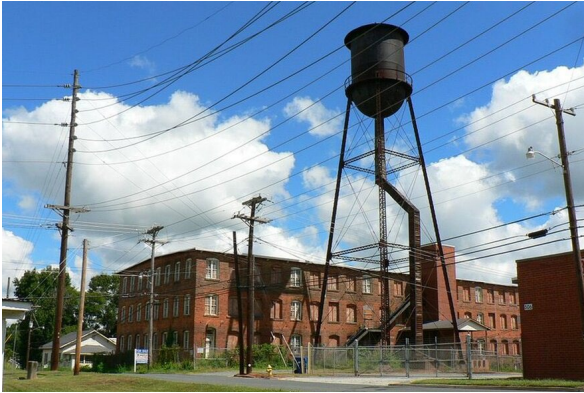


Piedmont Lofts

Marketing Materials Creative Brief



Materials Required:

- Logo for the building
- Logotype for building signage, apartment number plaques, website, etc.

Project Description: Piedmont Lofts is a restoration of a 1910's historic factory into luxury apartments. Monroe, NC, like many southern towns that saw decades of economic decay, is enjoying a renaissance in its downtown area. Previously known as Bearskin Cotton Mills and Monroe Cotton Mills, the three-story, brick, rectangular building was vacant for years, since 1957 specifically, and was a symbol of decay.

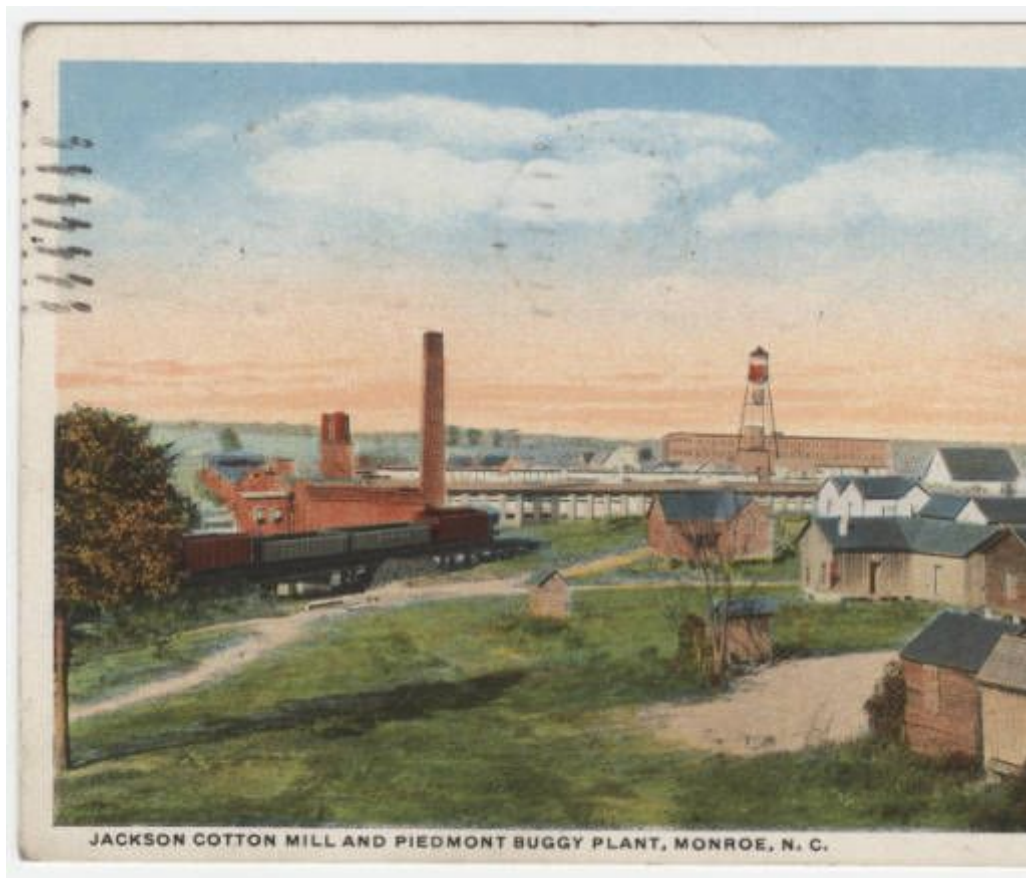
The current restoration of the factory is a symbol of recent revitalization efforts in Monroe. The town's residents eagerly await its completion. The building will contain 56 luxury apartment homes located in the heart of Monroe, NC.

The logo and logotype should speak to the building's rich history and classic, brick design, yet also incorporate the revitalization and the modernization that our redevelopment is bringing to the town and to the building. The large water tower adjacent to the building is a central feature and could be a component of the logo.

Building Details:

- Originally built in 1910
- 56 luxury apartments ranging from studios to 2-BRs
- Historic, refreshed exterior preserving key architectural features, such as the beautiful brickwork
- Full gutting and renovation of interior units and common areas
- Contemporary finishes – granite countertops, stainless steel appliances
- Downtown, Class-A location

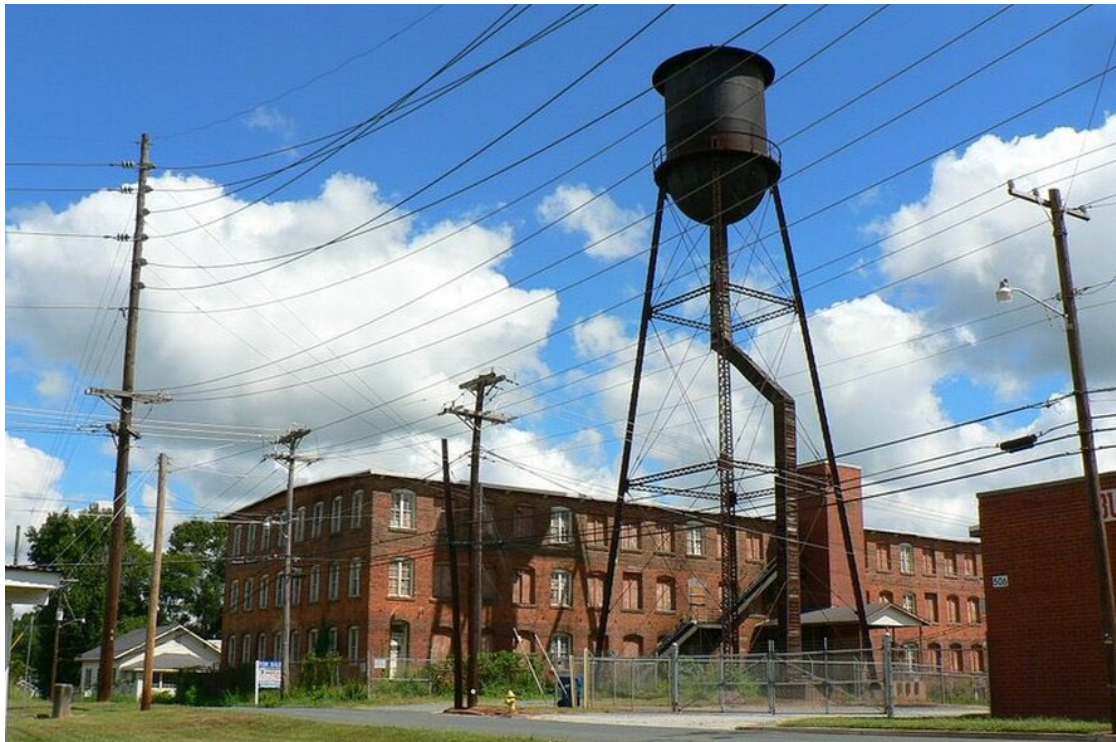
Images



A postcard of Piedmont Buggy Plant in its heyday in the early 1900s.



Piedmont Lofts prior to Redevelopment



Piedmont Lofts prior to Redevelopment and adjacent Water Tower



Water Tower



Downtown Monroe, NC



Old Downtown Monroe, NC Postcard