



The

Business Report & Journal

Covering Savannah, The Lowcountry, Coastal Empire, Brunswick & The Golden Isles

Volume 11 • Issue 1

May 5 - 11, 2008

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\$1.00



COMMERCIAL REAL ESTATE

Lott + Barber Makes Changes to Name, Expands

Company says they have expanded beyond traditional architecture

L O T T B A R B E R

Lott + Barber, a leading commercial architecture, sustainable design and land planning firm headquartered in Savannah, recently debuted a new look, announced a revision of the company name and launched a new user-friendly web site.

Formerly known as Lott + Barber Architects, the company now goes by the official name Lott + Barber, Inc. The revised name reflects the fact that the company has significantly expanded its services beyond traditional architecture to meet growing and changing client needs.

"We have taken on a new look to complement our name change and signify our diverse talents," said company founder Forrest R. Lott, AIA. "For the past 18 years, we have provided architectural services to our clients in Savannah, southeast Georgia and coastal South Carolina. In addition to our roots in architecture, we have now formally expanded to include an array of services."

Those services include the following areas:

- **Architecture** – The client list includes universities, hospitals, banks, churches and more. The firm has been honored with numerous design awards from the Historic Savannah Foundation, the American Institute of Architects and the Association of Metropolitan Planning Organizations.

- **Community Planning** – Lott + Barber provides planning services to city, county and state agencies, as well as the private sector. Involvement at the planning stage allows the firm to assist clients with site

selection, master planning, community involvement and development regulations.

- **Integrated Project Delivery** – By involving the builder in the early stages of design, the owner, architect and contractor work as a team, making collaborative decisions that can save time and money. Lott + Barber is an early adopter of this increasingly popular alternative to the traditional design, bid and build method.

- **Visual Communications** – Lott + Barber utilizes a wide range of innovative software to create three-dimensional images, videos, renderings, web sites and more to create visual continuity throughout the life of a project. Innovative design remains central to the firm's growing menu of visual communications tools.

The firm's redesigned web site includes a brief Flash introduction depicting the evolution of the Lott + Barber logo over the past 18 years. The company's new logo features a deconstructed sphere shaded with four different colors, each of which represents one of the company's major areas of service.

The web site also showcases Lott + Barber's interest in the environment and to sustainable architecture by depicting a photograph of a honeybee pollinating a red flower. Posted online at www.lottbarber.com, the user-friendly site details each of the company's major areas of specialty, plus detailed information about team members, company news, awards, current projects and much more.

"In addition to the new name, new look and new web site, we are formalizing our commitment to providing a streamlined continuum of services to meet the evolving needs of our clients."

-Scott A. Barber

In a separate direct mail piece sent to clients, Lott + Barber announced the company's new look, tucking a packet of American Meadows wildflower seeds in each envelope to symbolize the company's new beginning.

The firm was originally founded by Forrest R. Lott, AIA, LEED, in 1990.

Clients include St. Joseph's/Candler Health Systems, First Chatham Bank, Savannah State University, Armstrong Atlantic State University, Georgia Southern University, Sea Island Bank, Memorial Health University Medical Center, Hilton Head Regional Medical Center, Liberty County Development Authority and the Georgia Department of Community Affairs.

"In addition to the new name, new look and new web site, we are formalizing our commitment to providing a streamlined continuum of services to meet the evolving needs of our clients," said Scott A. Barber, AIA, a principal at Lott + Barber. "We remain committed to quality and to delivering the ultimate service to our new and existing clients."