

**Linnea Thomas**

**Portfolio 1**

**IDSN 3600**

**Fall 2014**

# Research: Building History

The Edgeworth Building is located at 2100 E Cary Street in Richmond Virginia. E. Cary Street is part of the Historic District known as Tobacco Row. The name is derived from the large number of tobacco manufacturing and warehousing companies that resided in the twelve block area from the early nineteenth century until the late 1970's and early 1980's.

Built in 1923, the Edgeworth Building served as the manufacturing and warehouse facility for the Larus Brothers Tobacco Processing Company. Edgeworth Pipe Tobacco was the signature product produced by the company and it established the building name.



Designed by industrial architect and engineer, Joseph Serrine, the 137,000 square foot building in the Art Deco style with a nod to Bauhaus Industrial. Serrine, working out of his office in Greenville, South Carolina, specialized in textile mills, tobacco warehouses, manufacturing warehouses and other industrial buildings in the Carolinas. He also designed several buildings for the R. J. Reynolds Tobacco Company in Winston Salem, North Carolina.

Comprising five floors, the building sits high above the James River affording spectacular views from the expansive windows on the south side of the building. The tall smoke stack projecting above the roofline makes the building easily recognizable from any distance.

After being vacated by the former owners, the building became part of a large scale renovation of the Tobacco Row Historic District. Individual buildings in the district have been converted to loft apartments, condominiums, office and retail space.



# Program

## The Client

- Real estate developer
- Interested in co-working
- Looking for a tenant to occupy the space

## The Tenant

- Marketing Agency and VCU senior students
- The seniors work on senior projects in business setting to get “real world” experience
  - Marketing Agency works on actual projects and also allow students to assist

1	Summary										
2											
3	Personnel Totals Per Department	Personnel Totals		Personnel			Support	Total	Circulation	Carpetable	
4		Current	Future	Sq. Feet	Computer	Printer	Fax	Sq. Feet	Sq. Feet	Sq. Feet	
5	Executive	-	-	-	-	1	-	1,100	1,100	1.54	1,694
6	Administration	2	2	394	4	1	-	210	604	1.54	930
7	Account Admin	5	4	647	3	1	1	374	1,021	1.54	1,572
8	Creative Services	3	15	1,200	15	-	-	1,100	2,300	1.54	3,542
9	Support	-	-	-	-	-	-	1,594	1,594	1.54	2,455
10											
11											
12											
13											
14											
15											
16											
17											
18											
19											
20											
21											
22											
23											
24	Totals:	10	21	2,241	22	3	1	4,378			10,193

1	Executive										
2											
3	PERSONNEL										
4	Position	Personnel Totals		Unit Square Ft.		Extended Sq. Feet	Equipment			Notes	
5		Current	Future	Office	Workstation		PC	Printer	Fax		
7						0					
8						0					
9						0					
10						0					
11						0					
12						0	0			Locate near Reception	
13						0					
14						0					
15						0					
16						0	0	1		Locate directly outside Mgr office	
17						0					
18						0					
19						0					
20						0					
21						0					
22	Personnel Totals:	0	0			0	0	1	0		
23											
24											
25	SUPPORT/EQUIPMENT SPACES										
26	Space	Support/Equipment		Unit Square Feet	Extended Sq. Feet	Location	Notes				
27		Current	Future								
28											
29											
30	Waiting Area	1	1	200	200	Visible from Admin Asst	Seating for 4 guests				
31											
32	Pantry	0	1	100	100	Near Admin Assts					
33											
34	Fax/Copy	0	1	120	120	Near Admin Assts					
35											
36	Storage	1	1	100	100		Shelving				
37											
38	File Drawers	50	60	3	180		3-HI cabinets				
39											
40	Seminar Room		1	400	400	Adjacent to Waiting Area	Full AV				
41											
42											
43	Support Totals:				1100						
44											

Department Summary Information:	
Personnel	0 Square F
Equipment	1100 Square F
<b>Sub Total:</b>	<b>1100 Square F</b>
Circulation	1.54
<b>Total Carpetable:</b>	<b>1694 Square F</b>

Interviewee:  
 Interview Date:  
 Revision Submitted:  
 Sign Off:

Department Notes:  
 Entire company is progressive  
 Space is attractive









## Concept Statement

- Open space for workers
  - A lot of glass walls
  - Vibrant colors
- A lounge for them to think and communicate
  - Lots of light
- Keep the integrity of the space
- Mixture of clean and abstract lines

