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LIO

ONE

MARY ANN MALPAYA | CHARLES GUSTINA | I D S N

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BABY BOOMERS

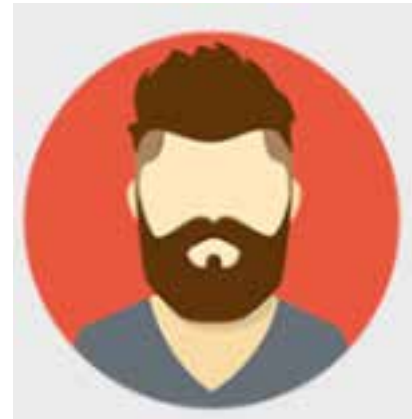
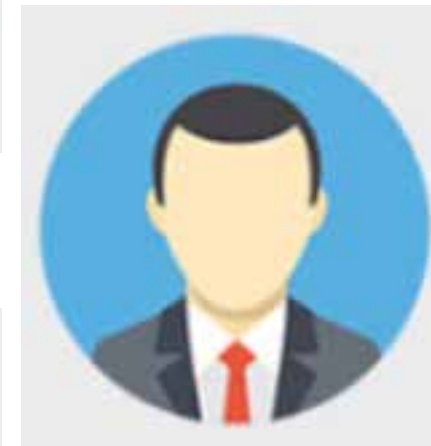
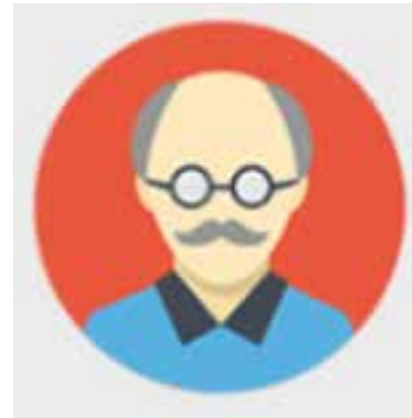
- + Born between early 1940s and mid 1960s
- + Strong generational presence
- + Stereotypically described as achievement oriented
- + independent and in control of their own destinies
- + Respectful of authority
- + Attached to organizations
- + Highly involved and diligent on the job
- + Often viewed as competitive and measure success materially

GENERATION X

- + Born between 1960- 1979
- + 60% of the current work force
- + Characteristics of independence, hard work ethic, adaptability, and self-sufficient
- + Natural problem solvers and long for continued professional development
- + Likes flexible schedules and job-sharing positions

GENERATION Y

- + Born in 1980- 1994
- + Millennials are the first "High Tech" generation
- + The most racially and ethnically diverse of the four generations
- + Value diversity and change
- + Common Stereotypes:
 - + Being distrustful of organizations
 - + Strong desire for meaningful work
 - + Viewing family as key to happiness
 - + Lifelong learning as a high priority
 - + Value leisure
 - + Less loyal to employers



BUILDING GENERATIONAL BRIDGES IN THE WORKPLACES

- + Managers and supervisors should reassure employees that generational differences create a richer, fascinating workplace environment
- + Learning each employee's personality
- + Taking suggestions and preferences from each generation
- + Creating spaces that accommodate different generations

RE

SEA

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GENERATIONAL APTITUDES AND PREFERENCES &
SOCIAL BEHAVIOR IN THE WORKPLACE

OWNER: Forest City Enterprises
CLIENT: Real State entrepreneur
USERS: Independent commercial employees
TENANT USABLE SQUARE FOOTAGE: about 10,100 SF

The space will cater to office workers that need an area to work & collaborate in order to create a comfortable & efficient workplace.

Owner, client, and users alike would like to see an environment where people can come to hold meetings, to do focused work, to network, to create new ideas, etc.

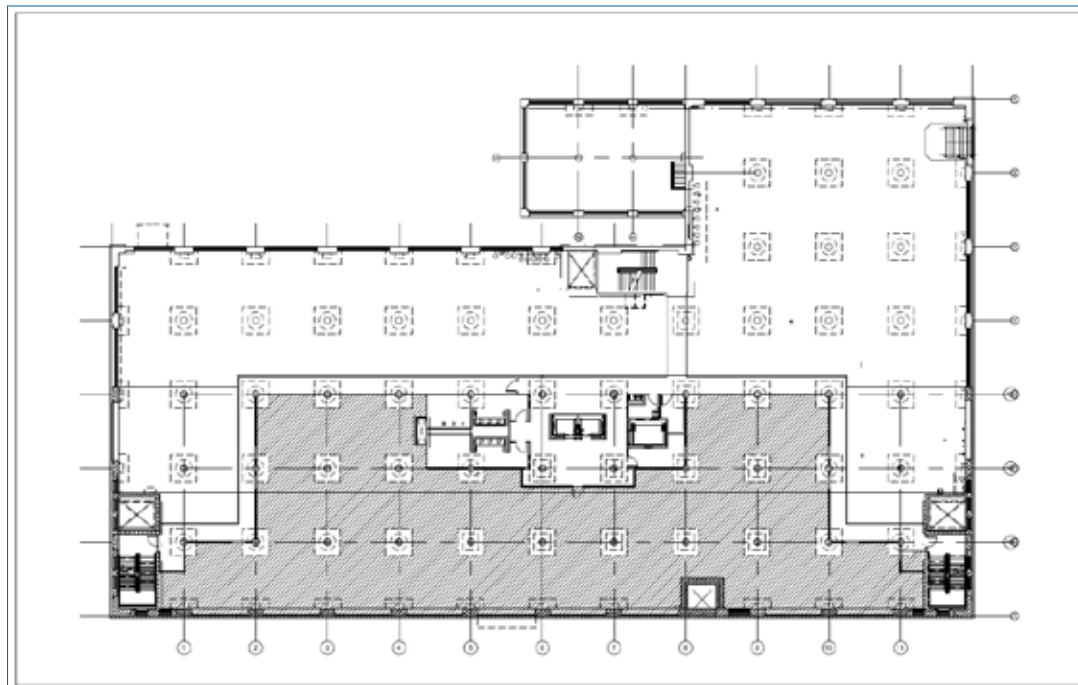


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STAKEHOLDER PROFILE



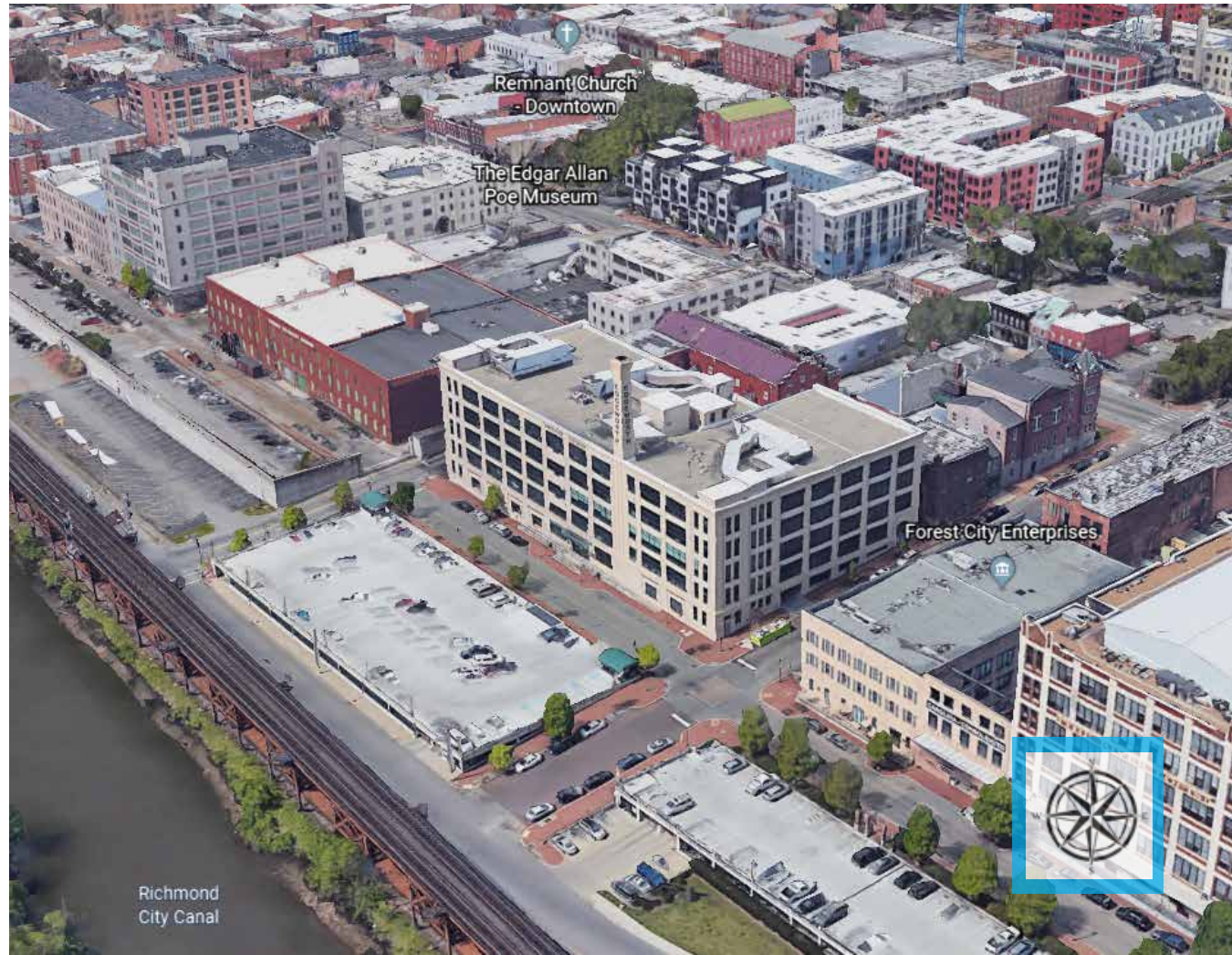
TENANT USABLE SQUARE FOOTAGE: About 10,100 SF



PROJECT SITE DESCRIPTION

- + Located in 2100 E. Cary Street Richmond, VA
- + The Edgeworth Building is a five-story, 166,000-square-foot adaptive reuse project which includes class A offices with retail space and a parking garage.
- + It is divided in up into three phases
 - The first phase is restoration of the shell of the building including windows, lobby and elevators.
 - The second phase consists of build out of commercial space on floors three through five for a law office
 - The final phase is construction of a two-story parking garage across the street for parking for the tenants
- + Hirschler Fleischer law firm has signed on as the anchor tenant occupying 67,334 square feet of space. The building is located in Forest City's urban mixed-use district along Richmond's riverfront in Shockoe Bottom.
- + KBS previously performed the adaptive reuse of The River Lofts, also in the development.
- + The original structure was built in 1920 and housed Larus & Brothers Tobacco Company.

SITE PROFILE



EAST NEIGHBOR



WEST NEIGHBOR



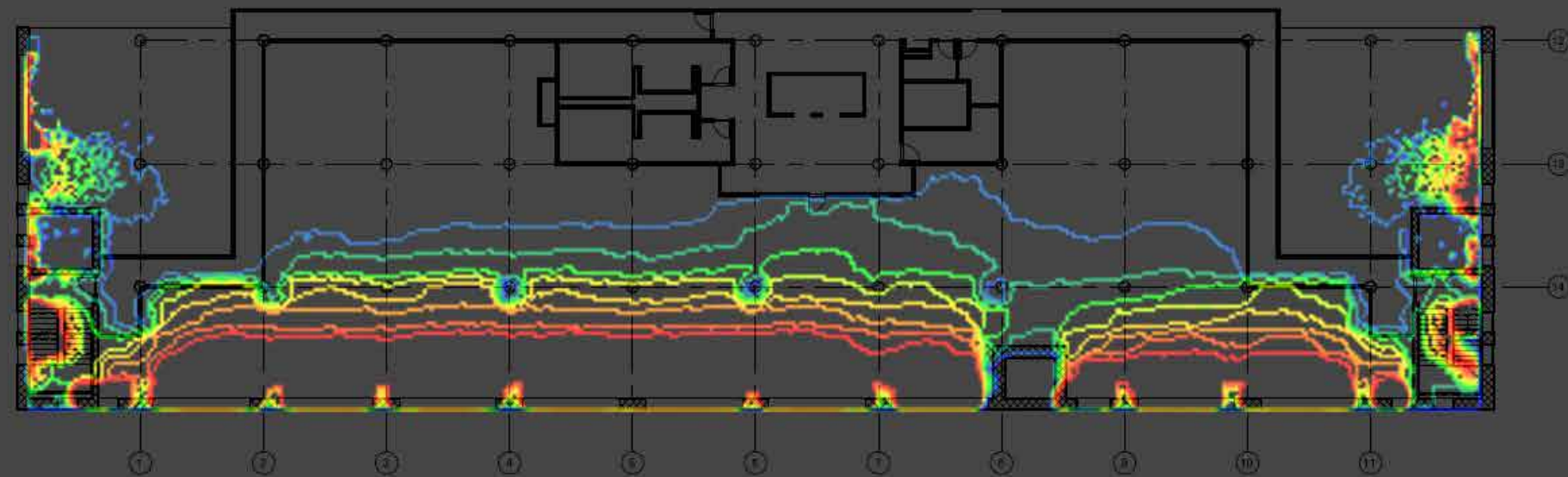
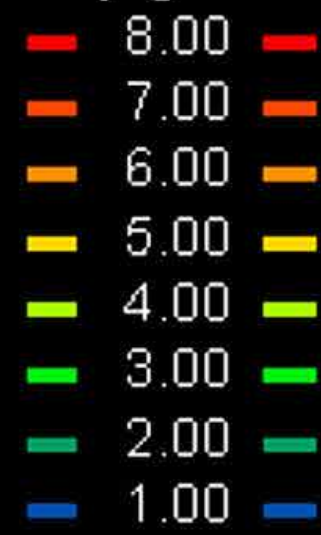
MAIN
ENTRANCE

SOUTH NEIGHBOR



SITE ANALYSIS

Daylight Factor



DAYLIGHTING

PERSONNEL

| Position | Personnel Totals | | Unit Square Ft. | | Extended Sq. Feet | Equipment | | | Notes |
|--------------------------|------------------|-----------|-----------------|-------------|-------------------|-----------|----------|----------|-------|
| | Current | Future | Office | Workstation | | PC | Printer | Fax | |
| Director | | 5 | 120 | | 600 | 12 | 1 | | |
| Manager | | 5 | 120 | | 600 | 20 | 1 | | |
| Assistant | | 62 | | 48 | 2976 | 15 | 1 | | |
| Personnel Totals: | | 72 | | | 4326 | 87 | 5 | 0 | |

Department Summary

Information:
 Personnel 4326 Square Ft.
 Work 500 Square Ft.
 Total Rentable: 10096 Square Ft.

Interviewee:

Interview Date: _____
 Revision Submitted: _____
 Sign Off: _____

Department Notes:

WORK SPACES

| Space | Support/Equipment | | Unit Square Feet | Extended Sq. Feet | Location | Notes |
|------------------------|-------------------|--------|------------------|-------------------|-------------------|---------------|
| | Current | Future | | | | |
| Open Work Area | 0 | 1 | 500 | 500 | Adjacent to Teams | Work counters |
| Support Totals: | | | | 500 | | |

SUPPORT/EQUIPMENT SPACES

| Space | Support/Equipment | | Unit Square Feet | Extended Sq. Feet | Location | Notes |
|------------------------|-------------------|--------|------------------|-------------------|--|--------------------------------------|
| | Current | Future | | | | |
| Reception | | 1 | 500 | 500 | Direct access to Entrance and Large Conference | Waiting for 6, TV's |
| Large Conference Room | | 1 | 300 | 300 | Next to Reception | Full AV |
| Conference Room | | 1 | 120 | 120 | Shared by all areas | Full AV |
| Equipment Station | | 1 | 64 | 64 | Spread throughout | Printers, shredder, work counter |
| Nursing Room | | 1 | 98 | 98 | Spread throughout | Coffee, sink, refrigerator, cabinets |
| Café | | 1 | 350 | 350 | | Full kitchen, seating |
| Mechanical Room | | 1 | 300 | 300 | Near Base Building air supply | Supplemental Air |
| Support Totals: | | | | 1730 | | |

SPACE PROGRAM

PERSONNEL AND WORK SPACES

CHROMA

...a creative coworking office space

CHROMA is a collaborative office space in the EDGEWORTH building that will be accommodating to people with creative professions: designers, artists, writers, and poets

With CHROMA, combining a variety of colors (workers with related professions in this case), will create a harmonious environment for artists to enjoy

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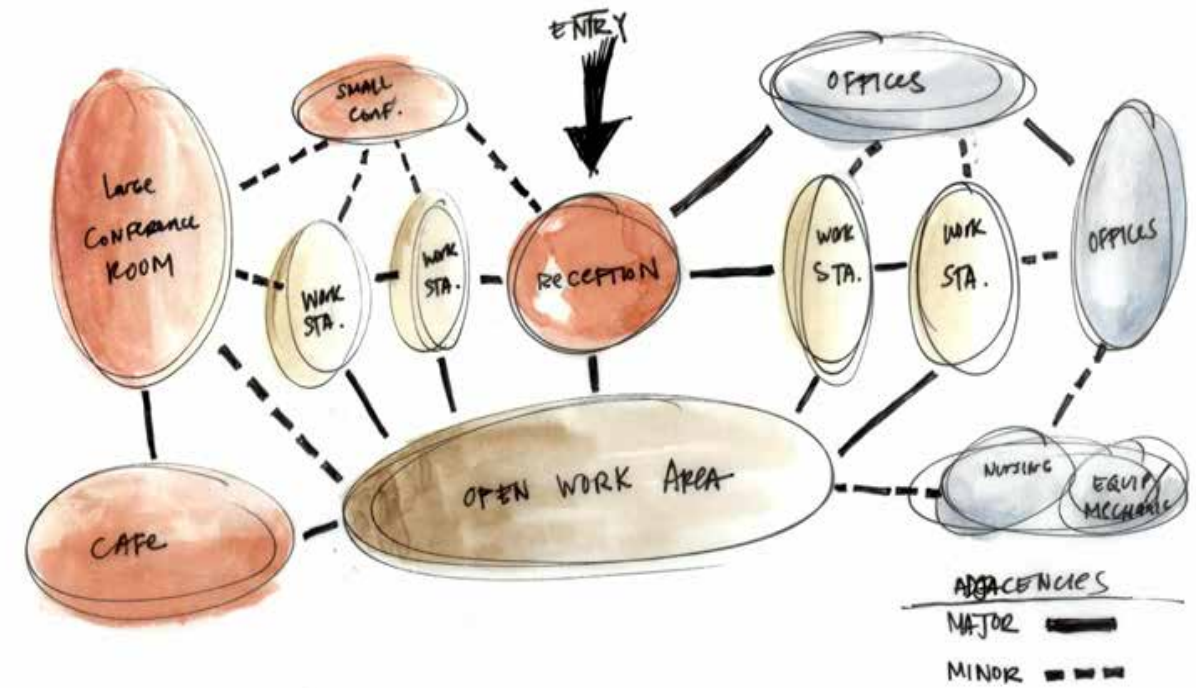
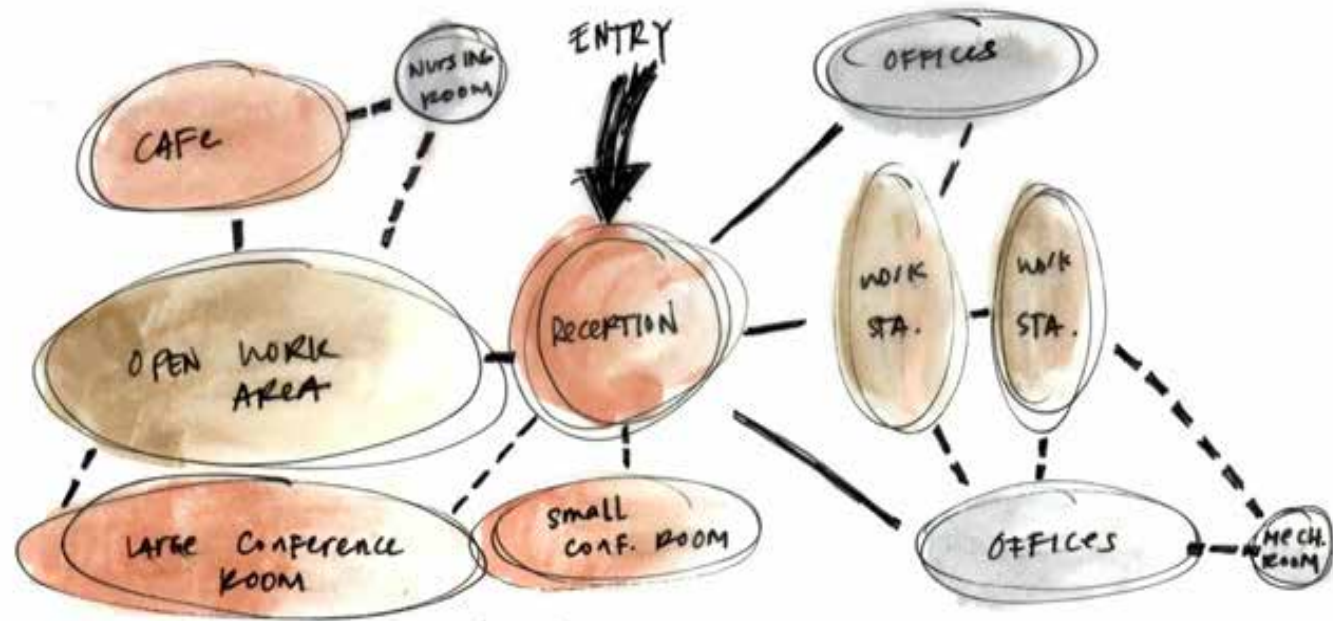
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WHAT IS THE IDEA?



INSPIRATION IMAGES



ADJACENCIES
 MAJOR ———
 MINOR - - - -

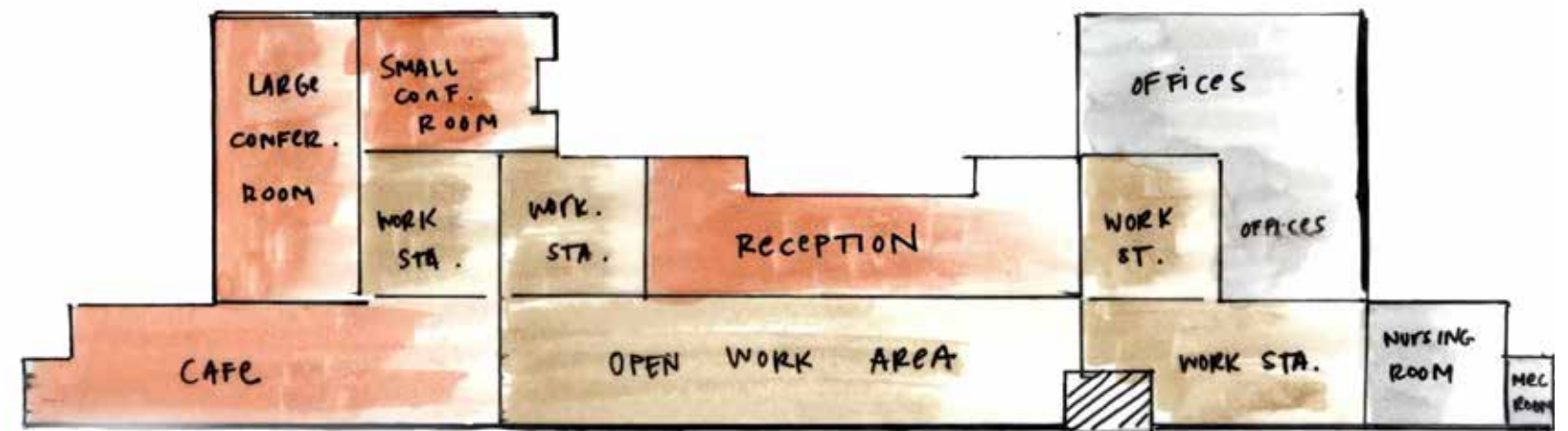
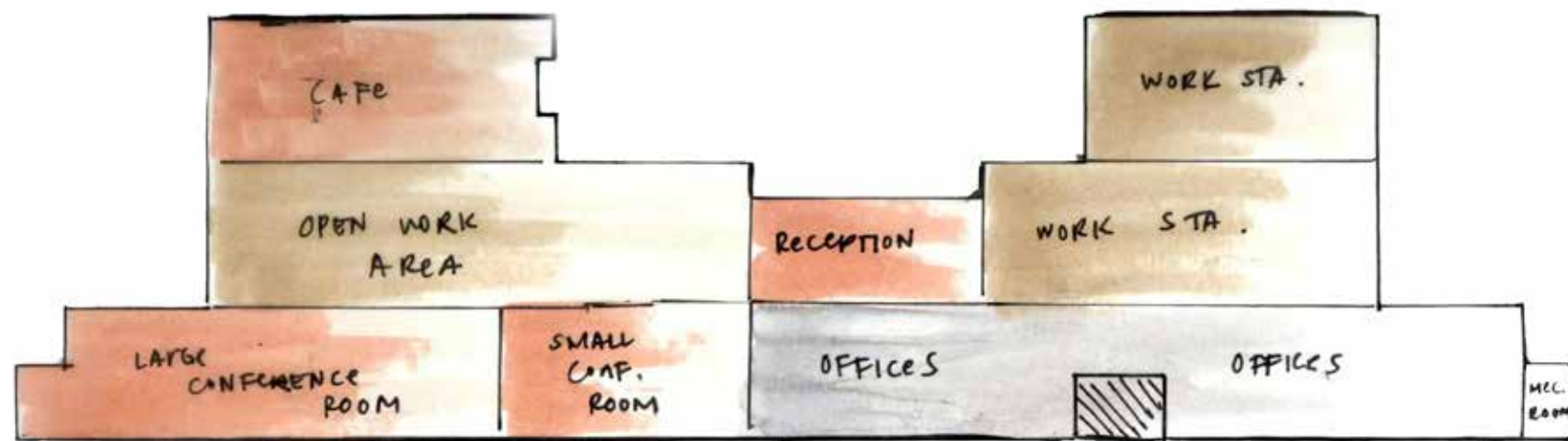
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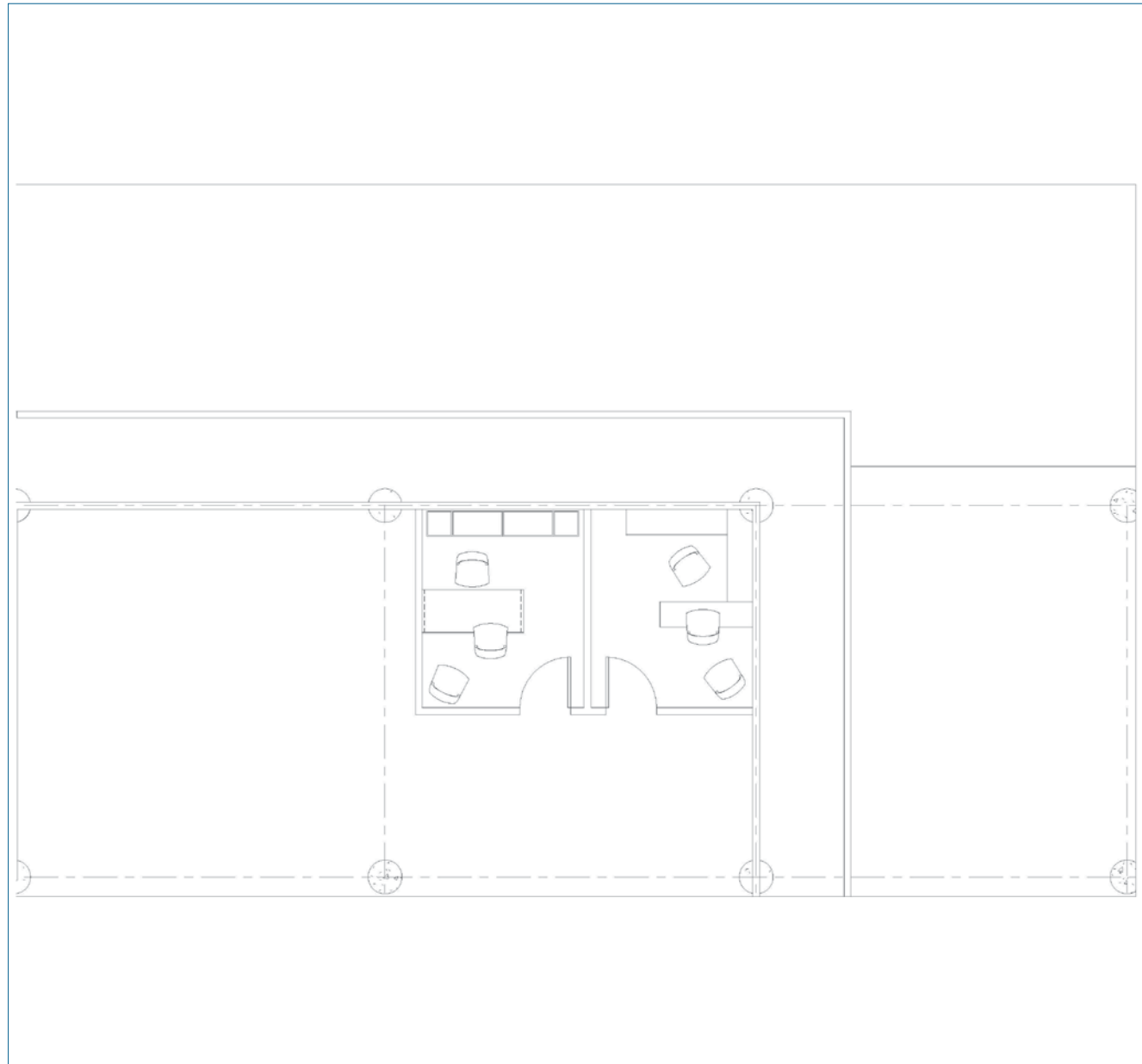
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BUBBLE DIAGRAMS

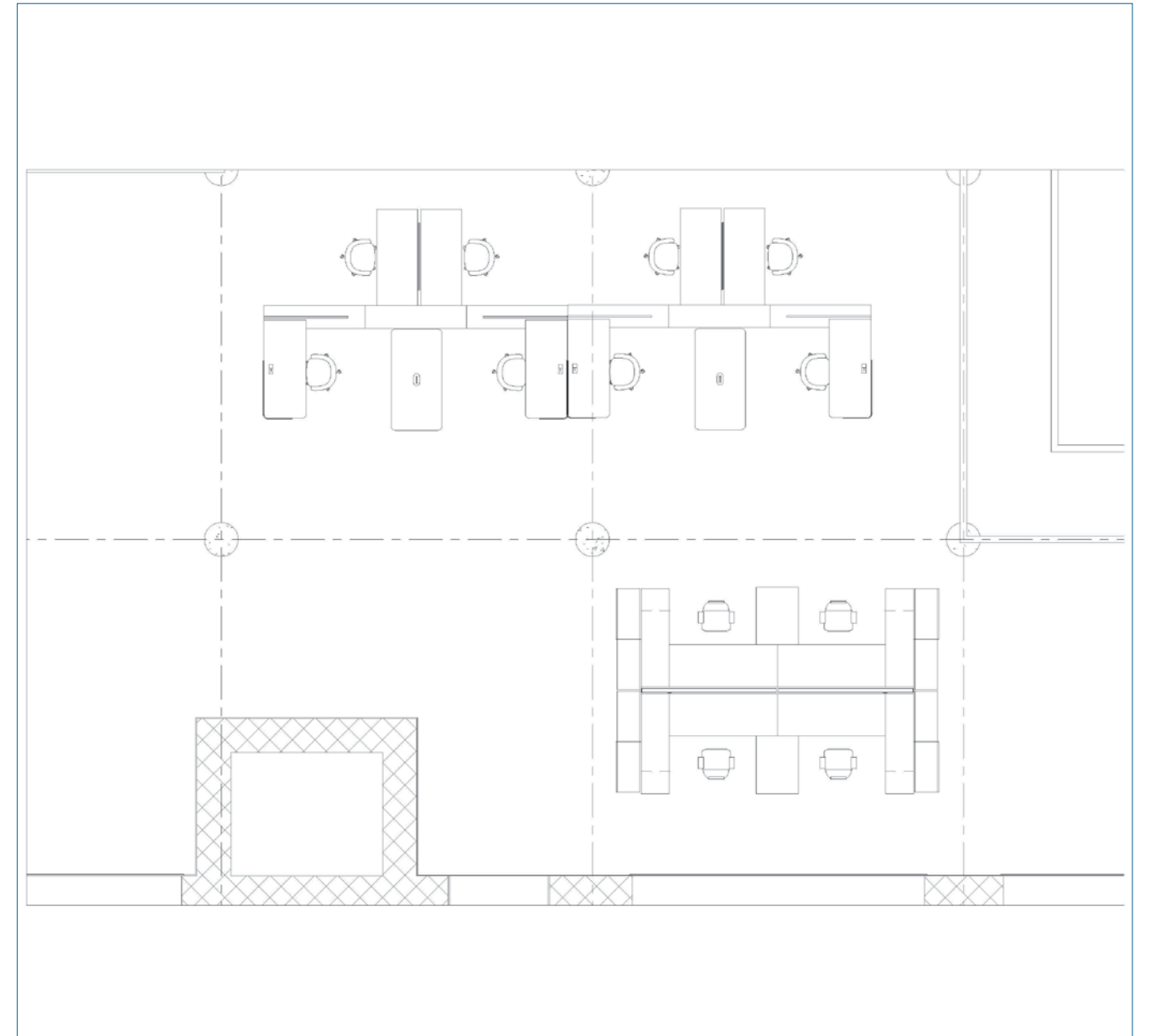


BLOCK DIAGRAMS

WORKSTATION OPTIONS



OFFICE OPTIONS



SPACE STANDARD DRAWINGS



intense Focus work



IDEAL SPACE

- walls for privacy/quiet
- no clutter, clean, simple
- doors - (tempered glass)

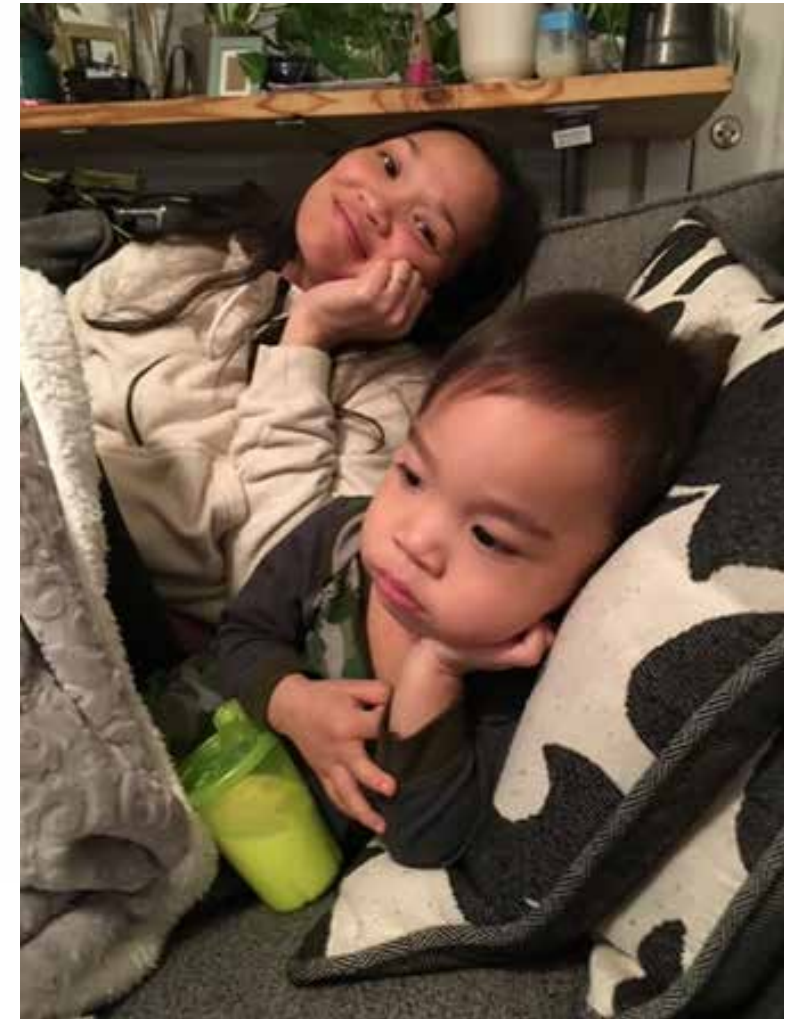
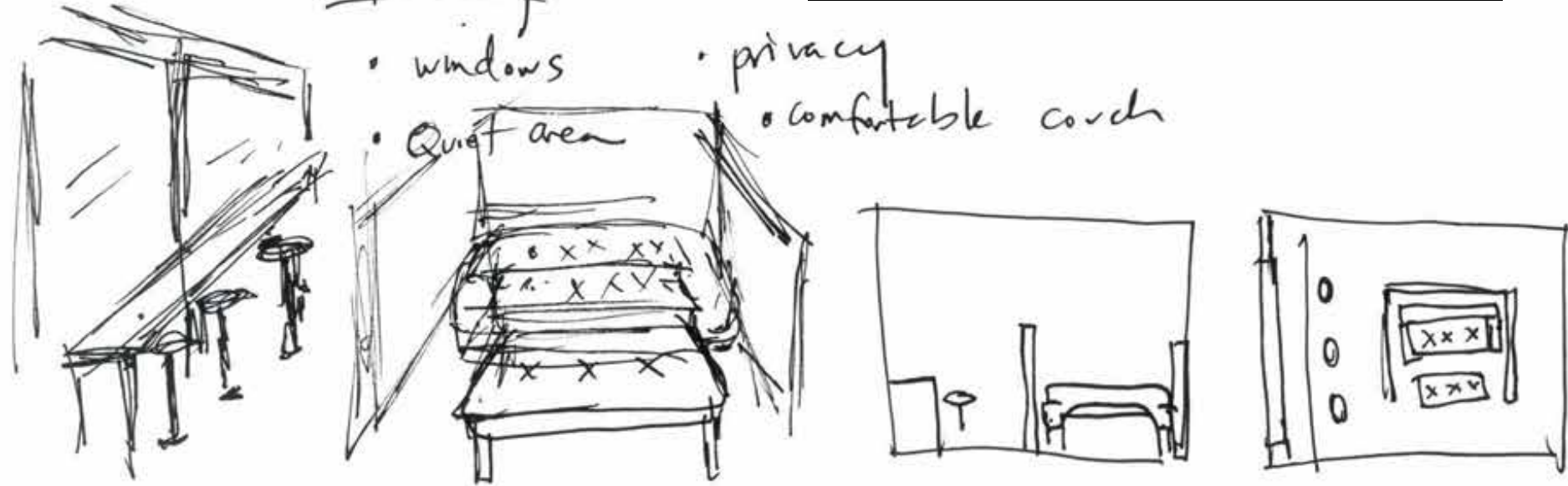


SPACE STUDIES

INTENSE FOCUS WORK

Daydreaming

IDEAL SPACE



DAYDREAMING



- Socializing
- usually in cafe or restaurant setting
 - Food always brings me ~~pe~~ closer to people and makes it more enjoyable
 - less awkward



IDEAL SPACE



SOCIALIZING