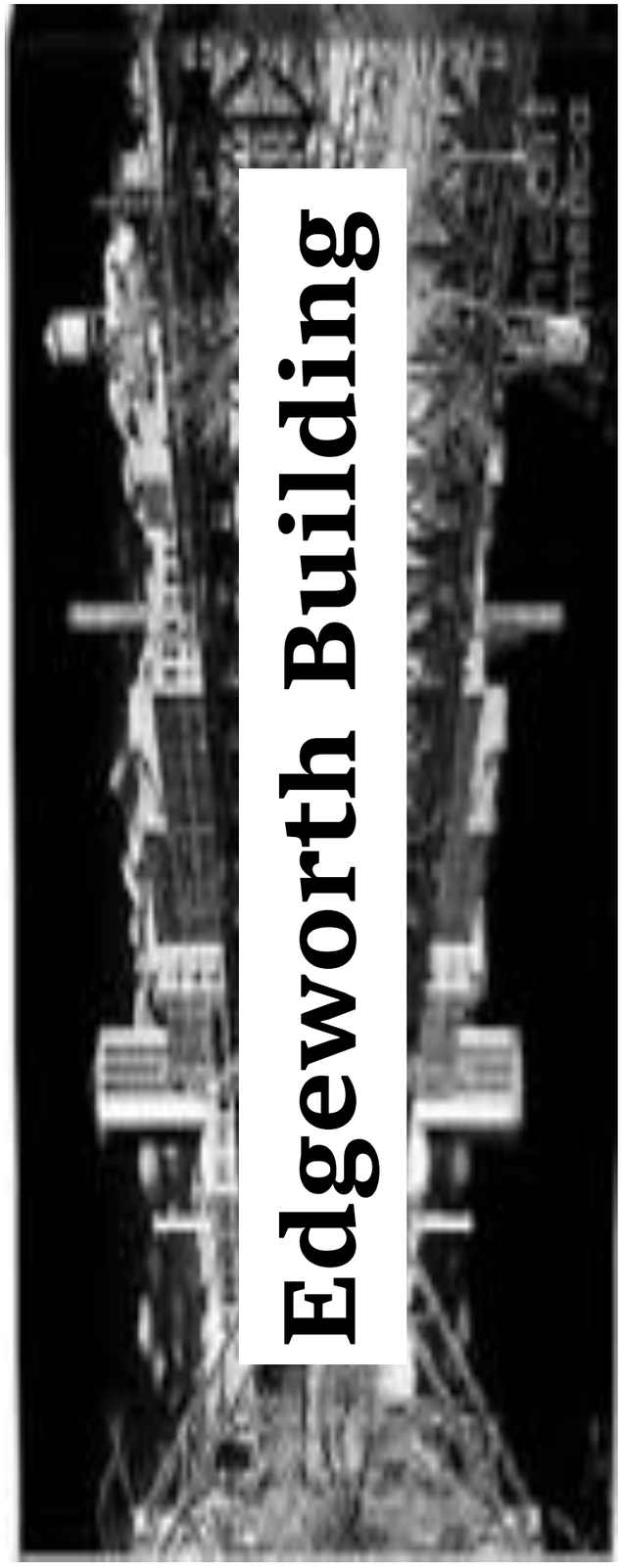
Portfolio One

3202 Interior Design Studio IV

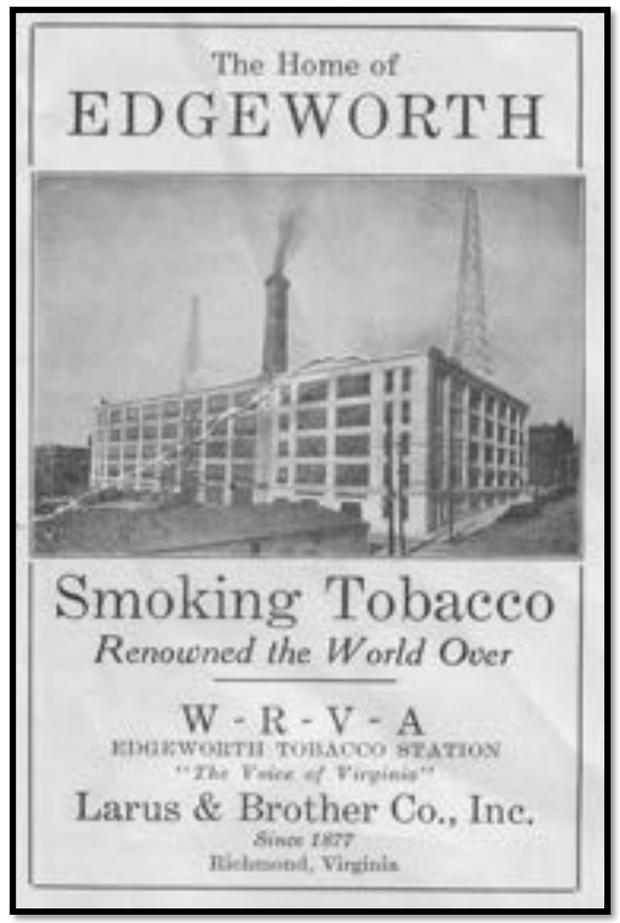
Spring 2020

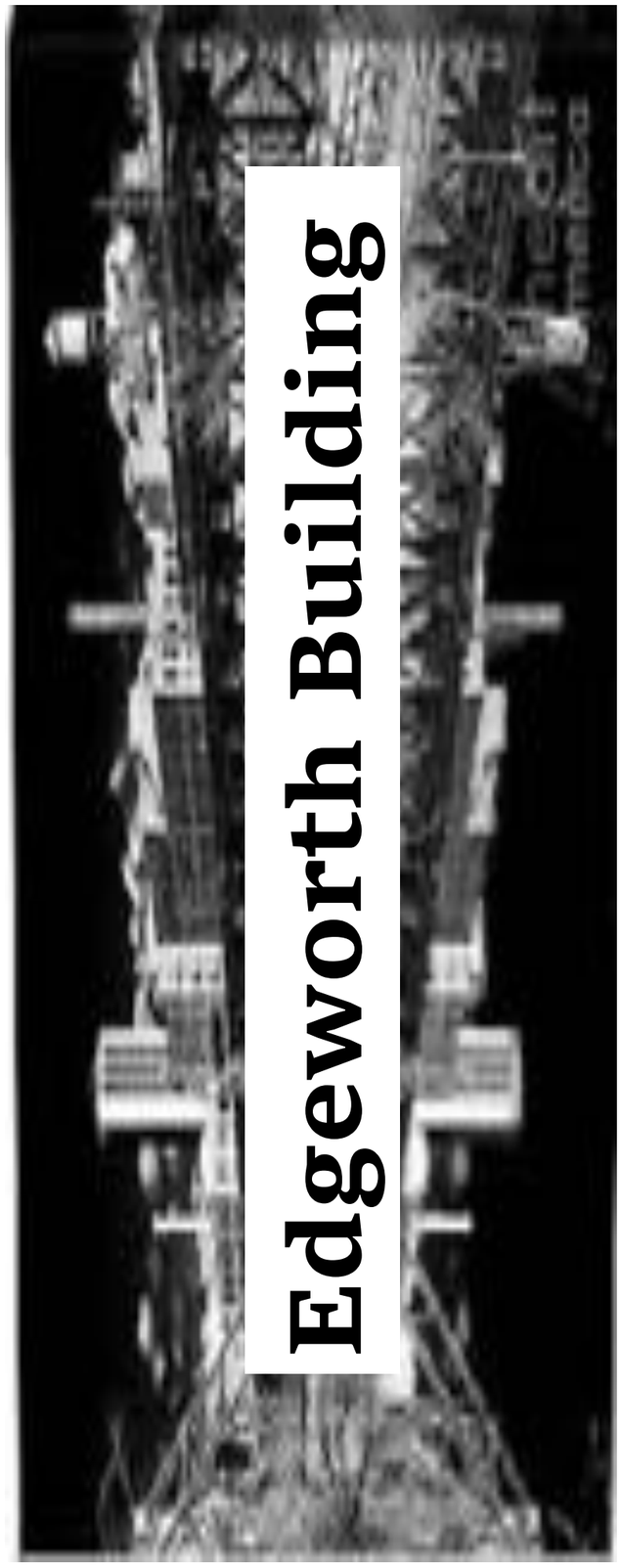
Caroline Peebles



History

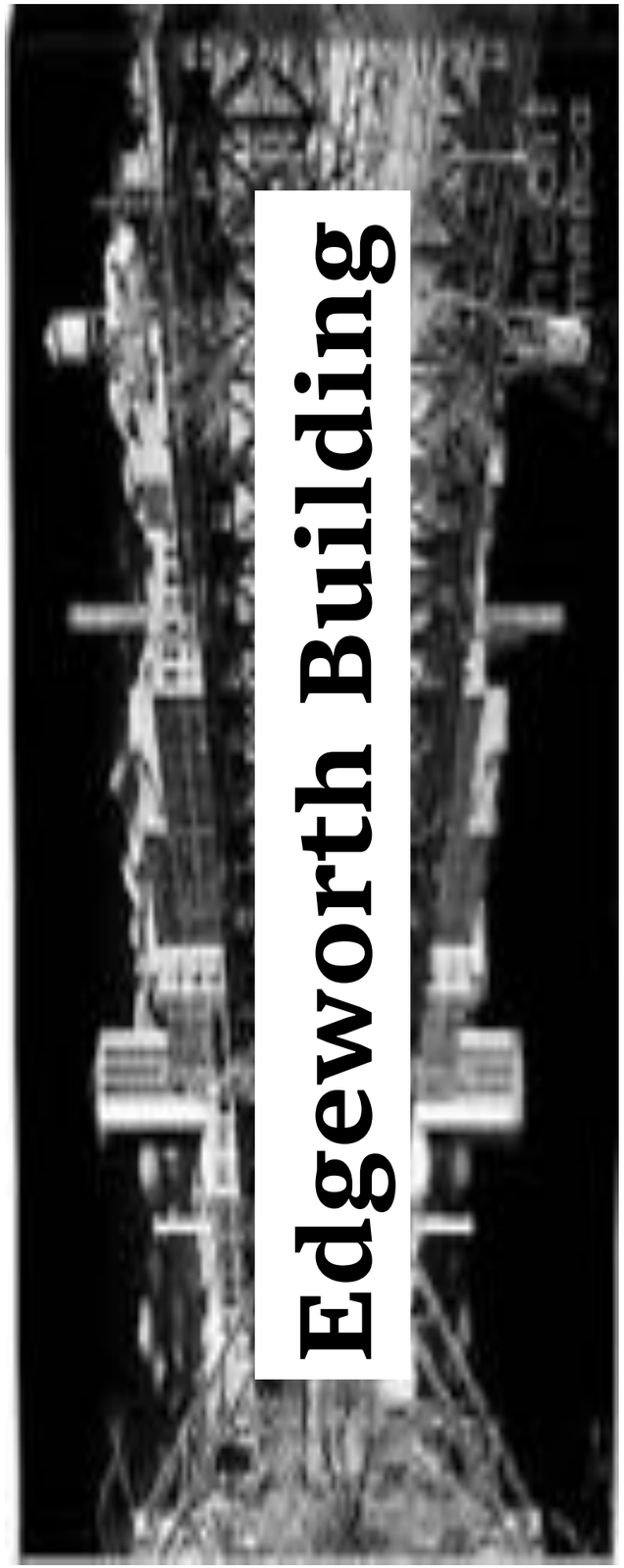
- 1925 WRVA radio station broadcasted from their studio inside the Edgeworth building
- The surrounding area was vacated by most tobacco company's in the late 1980's
- 1/3rd of cigarettes produced in the U.S. came from Tobacco Row's warehouses
- In the 1940's, manufacturers produced over 100 billion cigarettes annually. This made Richmond the largest cigarette making facilities in the U.S.





Existing

- The Edgeworth building is currently a commercial office property
- Other buildings on Tobacco Row have been transformed into luxury lofts
- Each building is composed of historic architecture with industrial elements
- Concrete construction
- Large window walls



Stakeholder Profile

Client: Forest City Enterprises

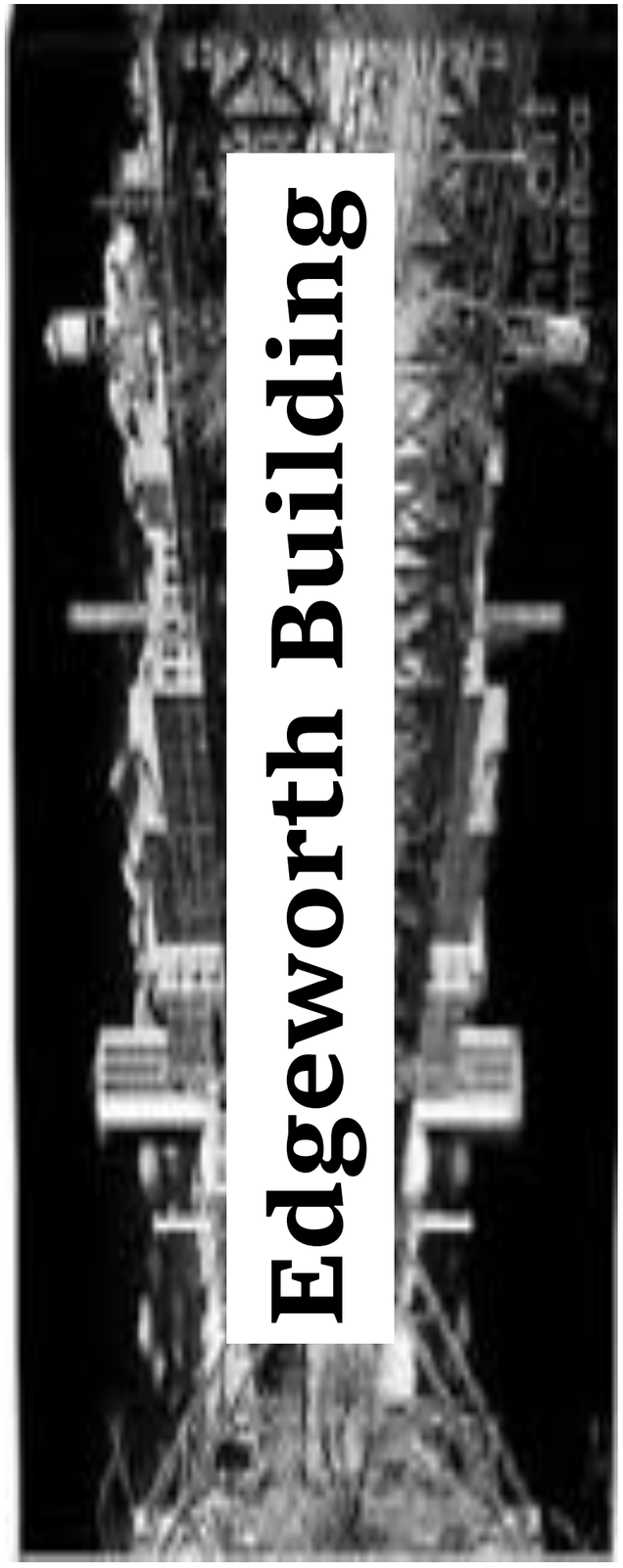
- Quality design
- Planning
- Strong design presentations
- Solid budget management

Owner: Forest City Enterprises

- Budgeting
- Branding
- Quality design

User: Co-working individuals

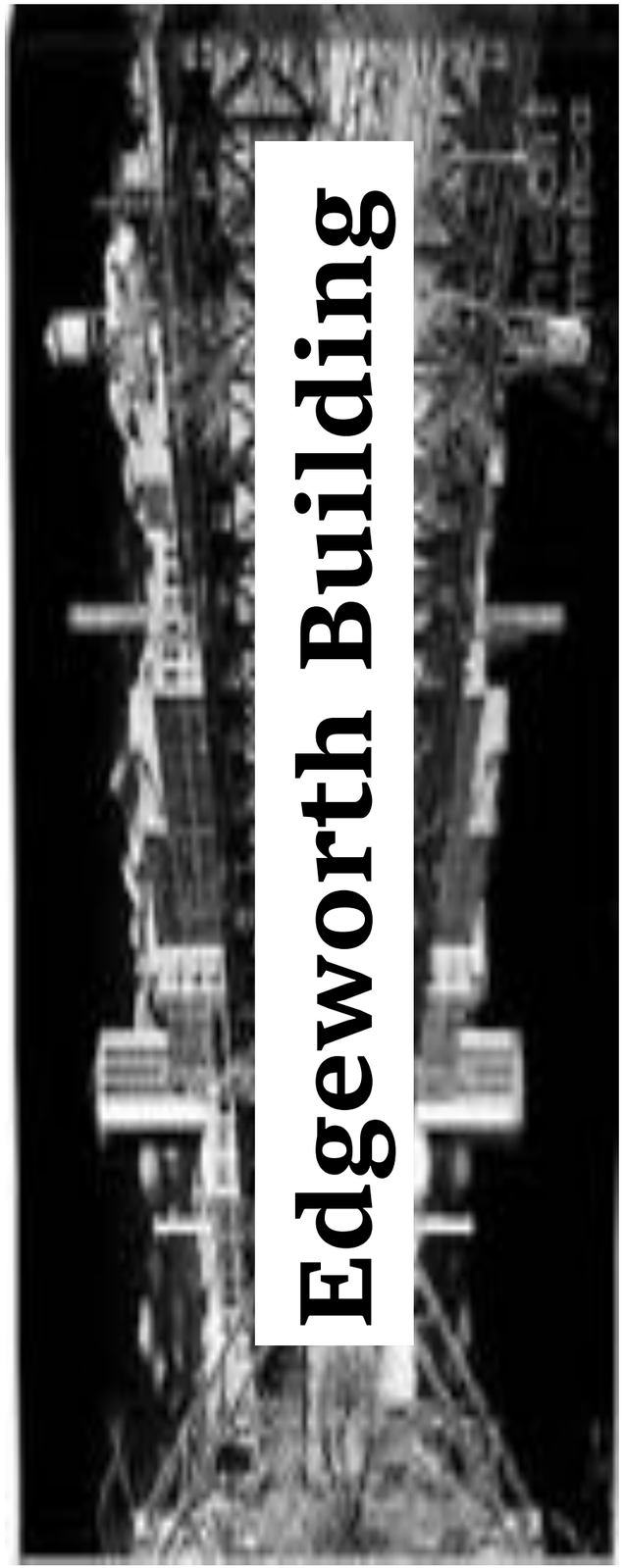
- Function
- Sensible flow
- Quality furniture
- Office theme
- Sensible design presentation



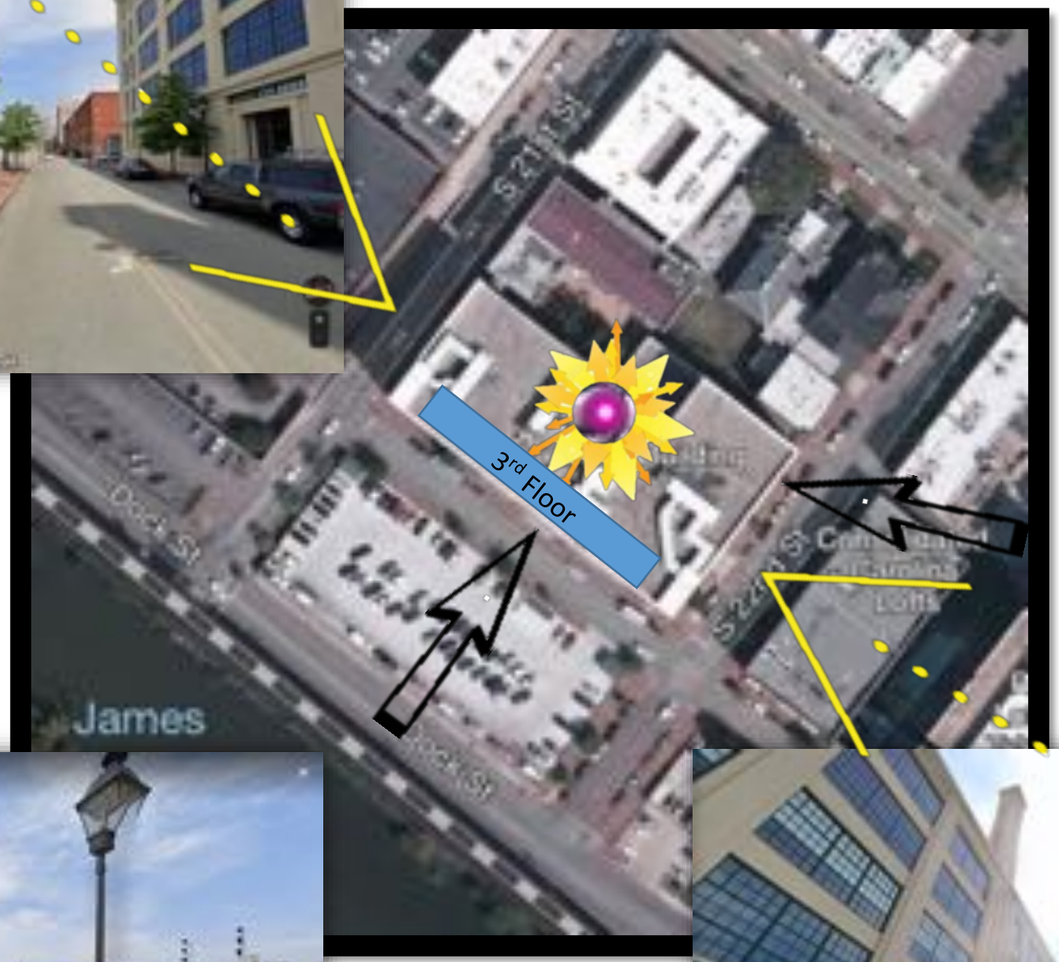
Site Profile

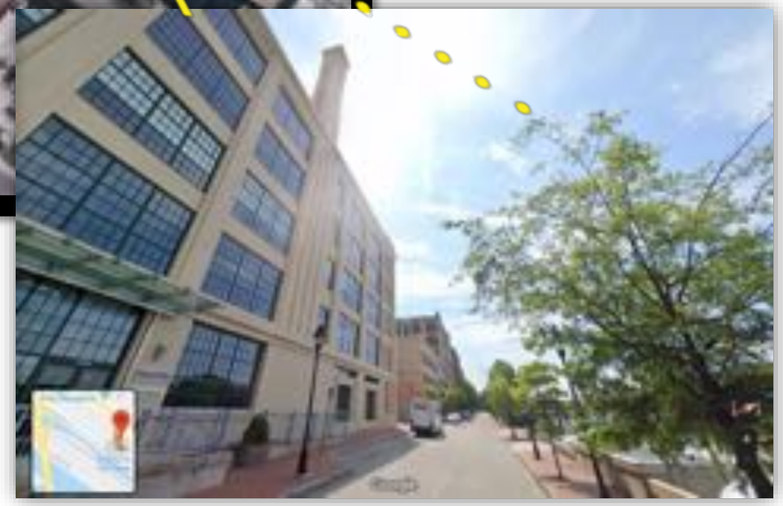
The **Edgeworth Building** is located at 2100 East Cary Street in the Shockoe Bottom neighborhood **Richmond**, VA 23223.

- SF: 10,000



Site Analysis





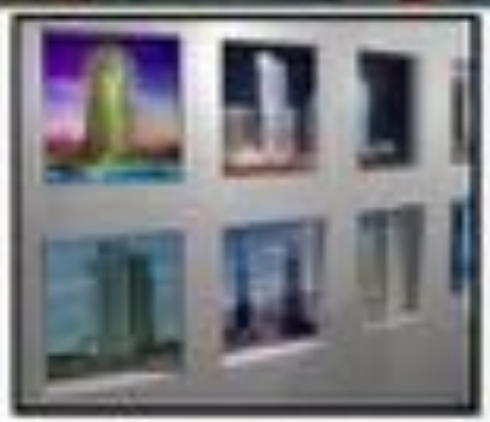
Historic Overhaul

- Historic Richmond, VA real estate displayed visually throughout the office space along with current office projects

- Overhaul: take apart in order to examine it and repair if necessary

- Real Estate Entrepreneur: someone who invests in real estate and may make repairs and/or improvements

History



Space Program

PERSONNEL AND WORK SPACES

PERSONNEL

Position	Personnel Totals		Unit Square Ft.		Extended	Equipment			Notes
	Current	Future	Office	Workstation	Sq Feet	PC	Printer	Fax	
Director		1	120		960		1		
Manager		10	120		1200	2	1		
Assistant Manager		10		36	360				
Administrative Assistant		5		36	180	1	1		
Tech Assistant		25		36	900	2	8		
Assistant		12		36	432				
Personnel Totals:	0	79			4032	5	11	0	

WORK SPACES

Space	Support/Equipment		Unit	Extended	Location	Notes
	Current	Future	Square Feet	Sq Feet		
Concept Lounge		0	500	0		
Open Work Area		1	400	400	Adjacent to Teams	Work counters
Storage		0	200	0	Next to Open Work Area	Shelving
Support Totals:		1		400		

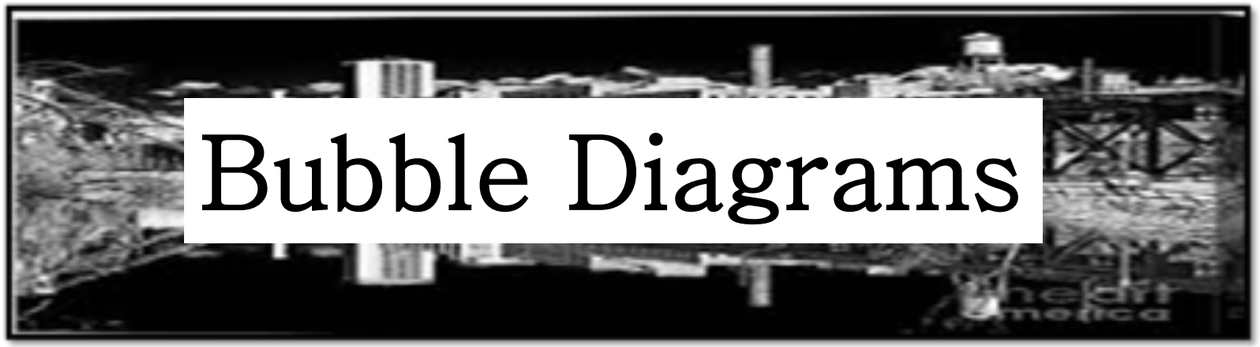
SUPPORT/EQUIPMENT SPACES

Space	Support/Equipment		Unit	Extended	Location	Notes
	Current	Future	Square Feet	Sq Feet		
Reception		1	500	500	Direct access to Entrance and Large Conference	Waiting for 6, TV's
Large Conference Room		1	500	500	Next to Reception	Pull Air
Conference Room		2	120	240	Shared by all areas	Pull Air
Computer Service Area		0	80	0		Work counter, outlets
Computer Server Room		1	80	0		Raised floor, secure, 3 racks
Equipment Station		3	64	192	Spread throughout	Printers, shredder, work counter
Pantry		2	120	240	Spread throughout	Coffee, sink, refrigerator, cabinets
Lunch Room		1	400	400		Full kitchen, seating
Storage		1	120	120		
Coats		0	1	0	Spread throughout	
Mechanical Room		1	500	500	Near Base Building air supply	Supplemental Air
File Drawers		0	2	0	Spread throughout	
Support Totals:		13		2292		

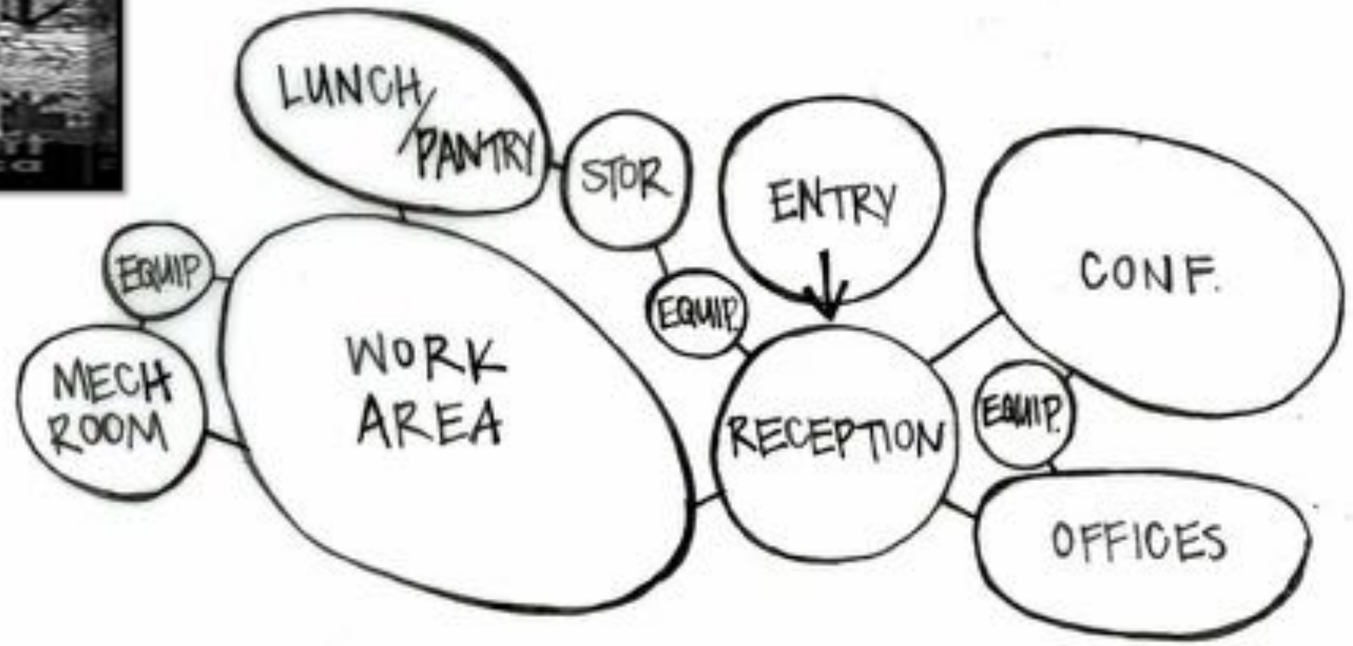
Department Summary		
Information:		
Personnel	4032	Square Ft.
Work	400	Square Ft.
Support	2292	Square Ft.
Sub Total:	6724	Square Ft.
Circulation	1.54	
Total Rentable:	NSAA	Square Ft.

Interviewers:
Interview Date:
Revision Submitted:
Sign Off:

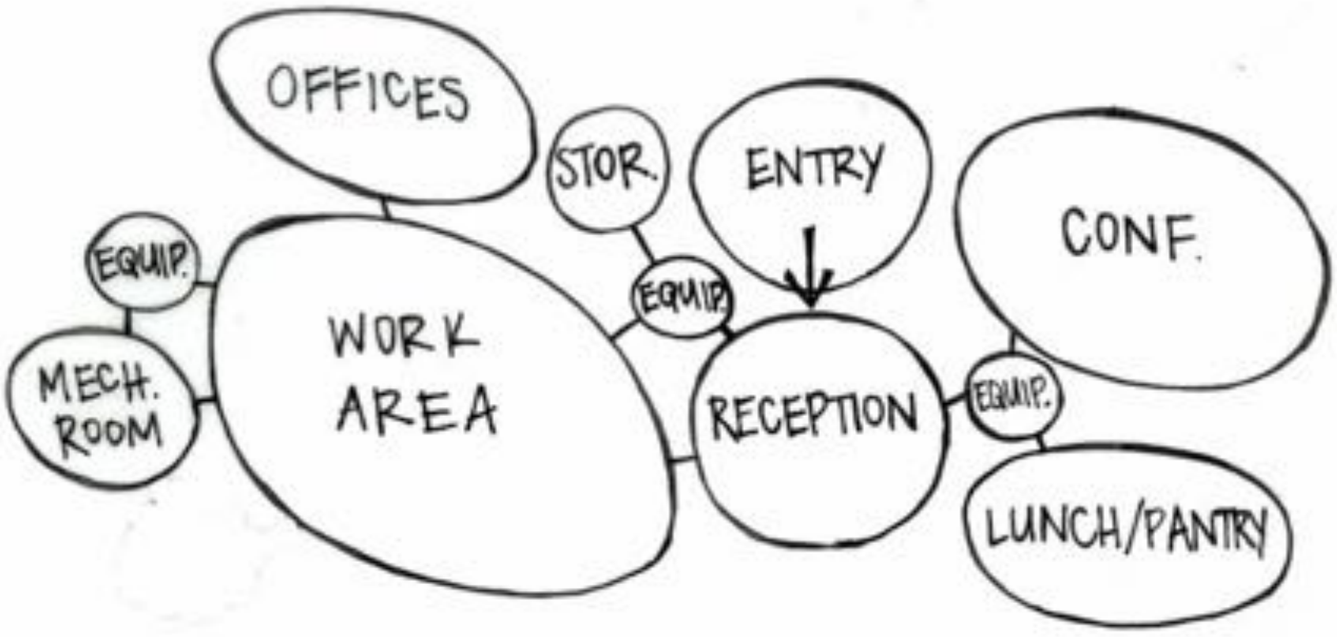
Department Notes:



Bubble Diagrams

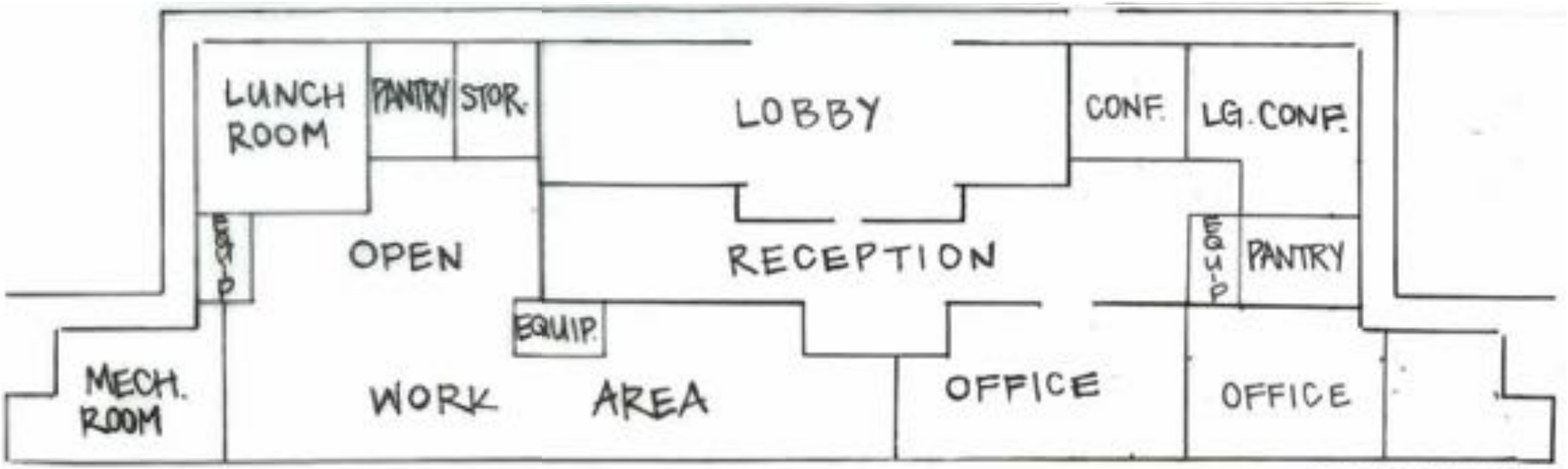


BUBBLE 1

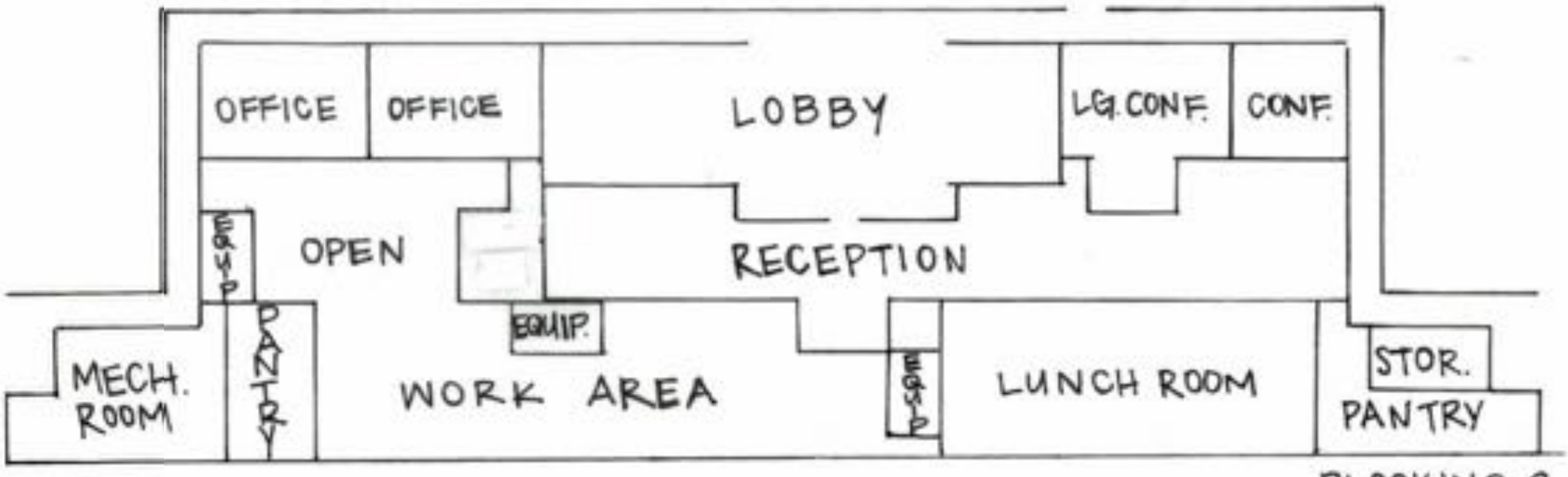


BUBBLE 2

Blocking Diagrams

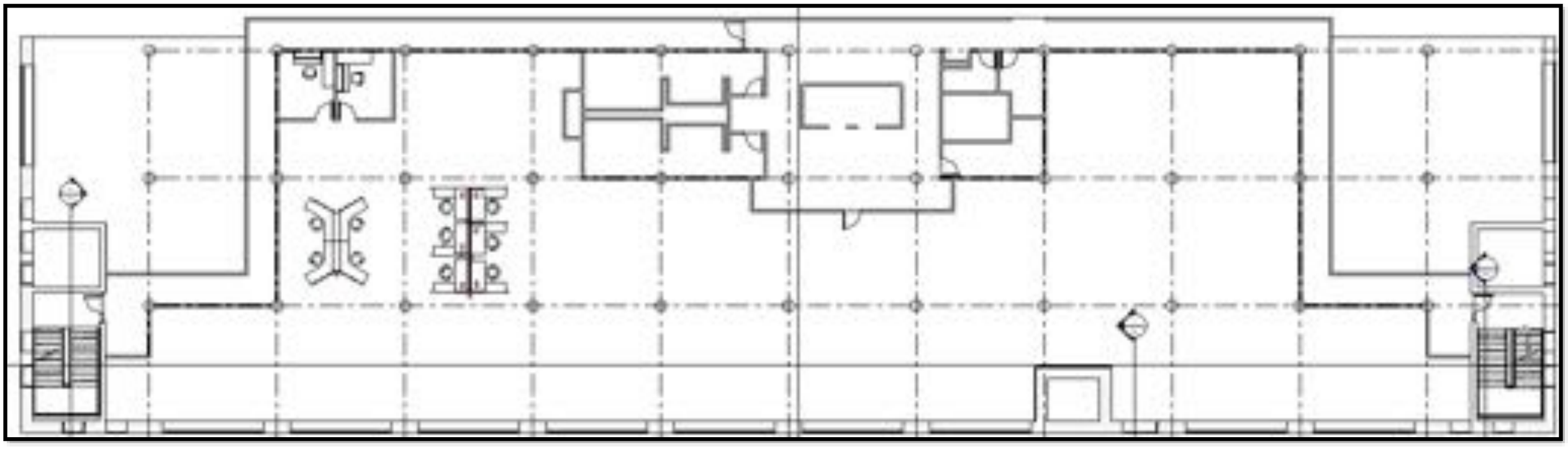


BLOCKING 1

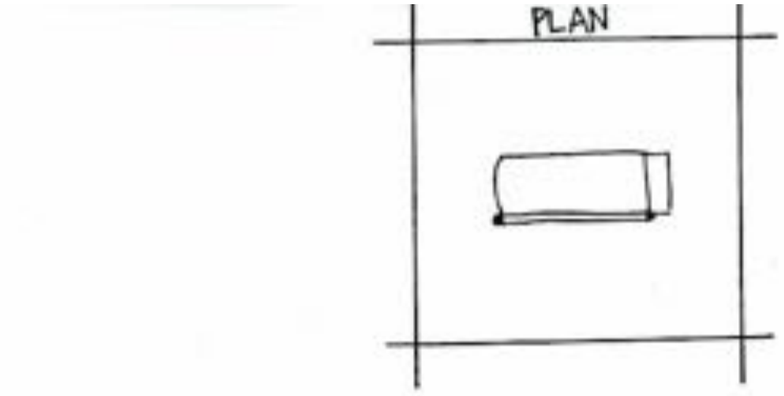


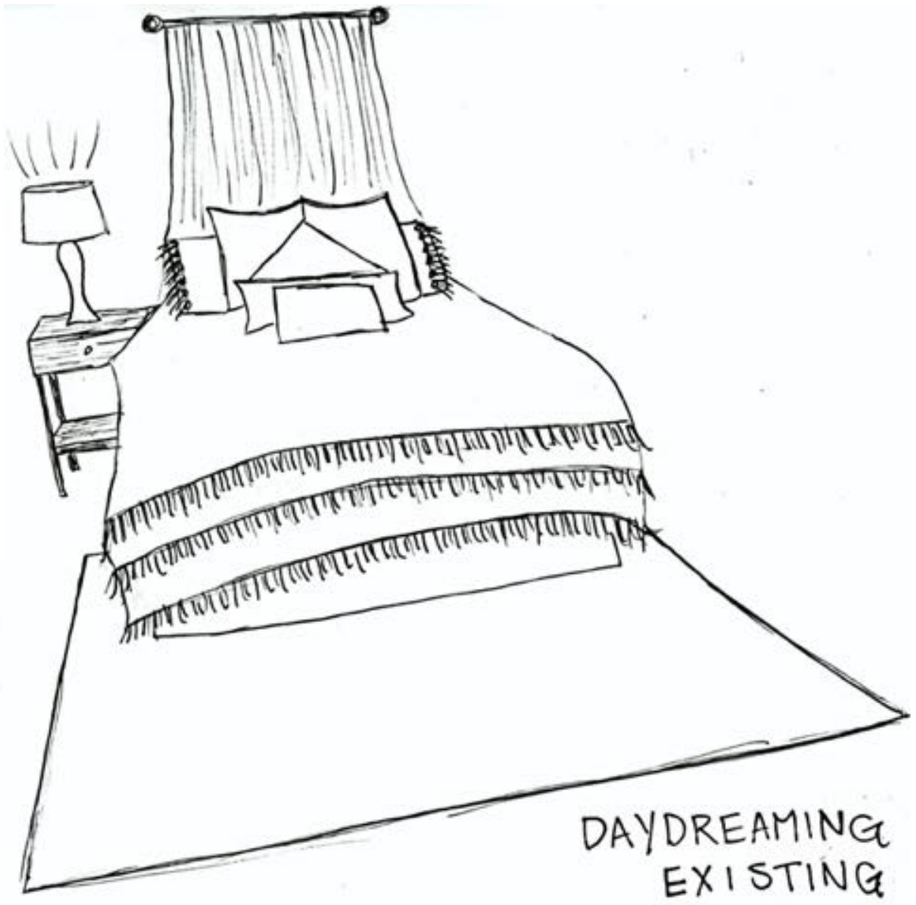
BLOCKING 2

Space Standard

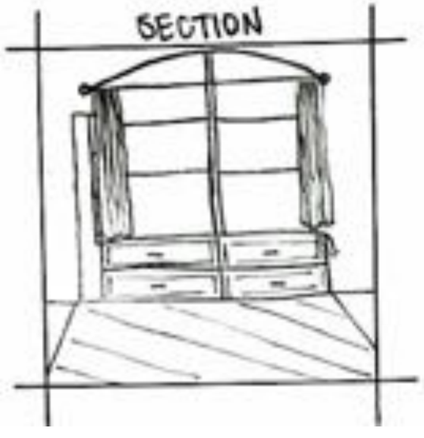


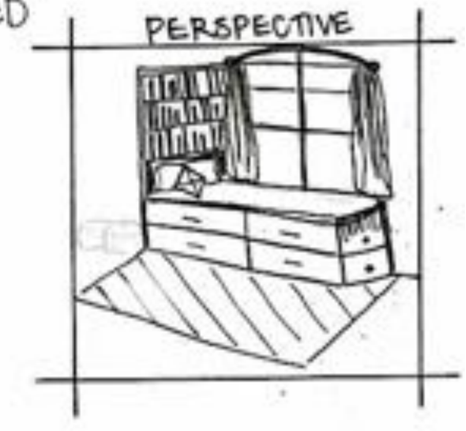
Activity Space Studies



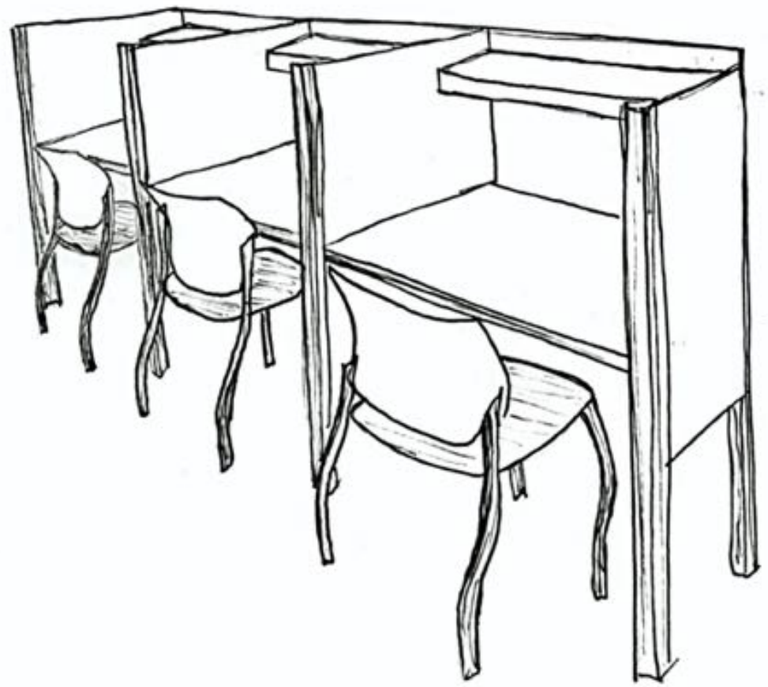


DAYDREAMING
PROPOSED

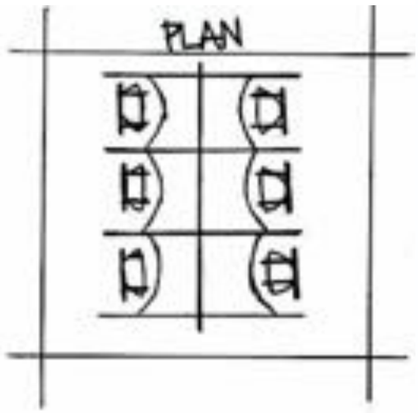




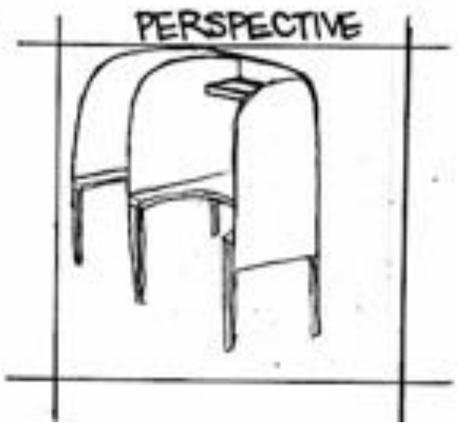
Activity Space Studies



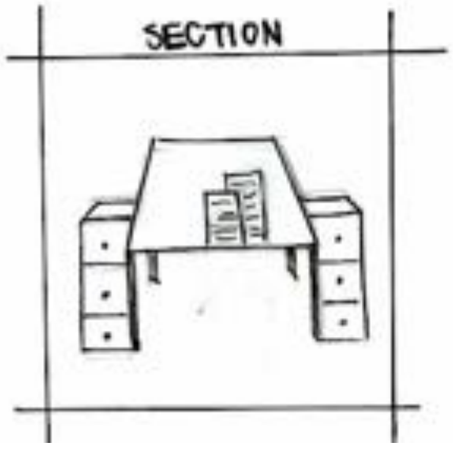
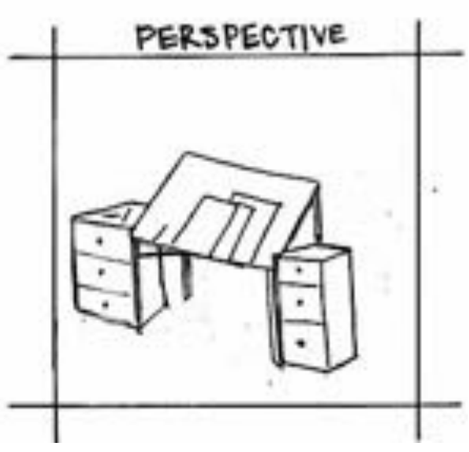
INTENSE FOCUS
WORK
EXISTING



INTENSE FOCUS
WORK
PROPOSED



Activity Space Studies

DIFFUSE FOCUS
WORK
EXISTING

DIFFUSE FOCUS
WORK
PROPOSED