



Edgeworth Office Building

BABY BOOMER
1946- 1959

GEN X
1960- 1979

GEN Y
1980- 1994

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

**65.8 billion Gen x workers
(60 % of the current work force!)**

Characteristics of independence, hard work ethic, adaptability & self-sufficient

Natural problem solvers, they long for continued professional development & learning in the field

To accommodate Gen x, jobs should offer flexible schedules, telecommuting and job-sharing positions

"appeal to their need to accomplish something beyond themselves with purpose and contribute to a higher ideal, [this] renews motivation and engagement." - [executive coach Stephanie Somanchi](#)

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

**GENERATIONAL APPTITUDES &
SOCIAL BEHAVIOR IN WORKPLACES**

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

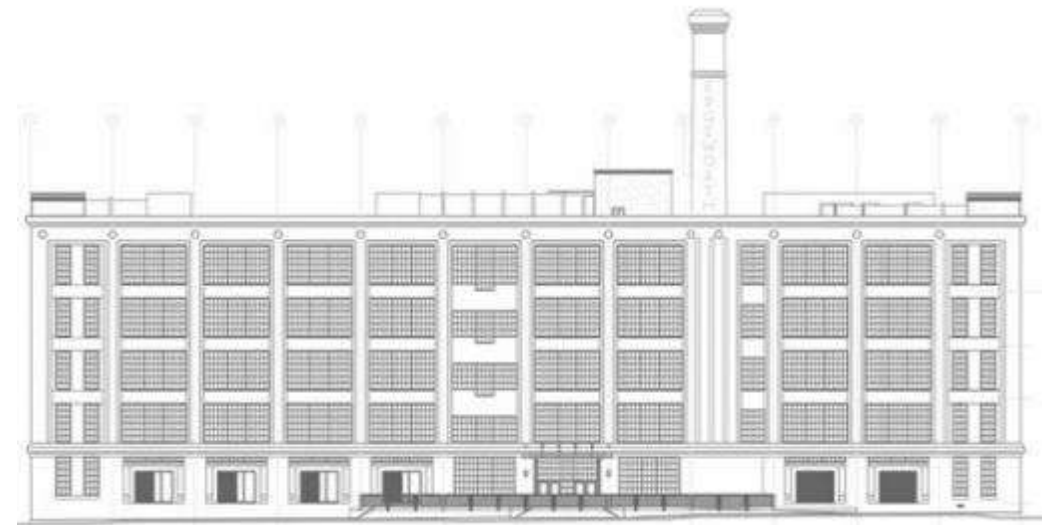


THE EDGEWORTH BUILDING REDESIGN WILL ACCOMMODATE COMMERCIAL GROUPS OF WORKERS THAT ARE LOOKING FOR A PLACE IN THE RICHMOND, VA.

THE LOCATION OF THIS BUILDING OVERLOOKS THE JAMES RIVER WHILE BEING MINUTES AWAY FROM THE CITY LIFE OF RICHMOND. THE SPACE WAS PREVIOUSLY USED AS A TOBACCO WAREHOUSE AND OFFERS LARGE WINDOWS, HIGH CEILINGS AND OPEN FLOOR PLAN WHICH IS IDEAL FOR AN OFFICE SPACE.

THE OWNER OF THE SPACE IS FOREST CITY COMMERCIAL GROUP & THE CLIENT IS A REAL STATE ENTREPRENEUR WHICH IS MADE UP BY ARCHITECTURE, ENGINEERING & INTERIOR DESIGN SECTS & THE USERS WILL BE THE WORKERS THAT WILL SPEND THEIR DAY IN THE SPACE.

REDESIGNING THE SPACE SHOULD CATER TO OFFICE WORKERS THAT NEED SPACE TO WORK & COLLABORATE IN ORDER TO CREATE A COMFORTABLE & EFFICIENT WORKPLACE.



SITE PROFILE



PROJECT INFORMATION

USE: OFFICES, RETAIL SPACE & PARKING GARAGE

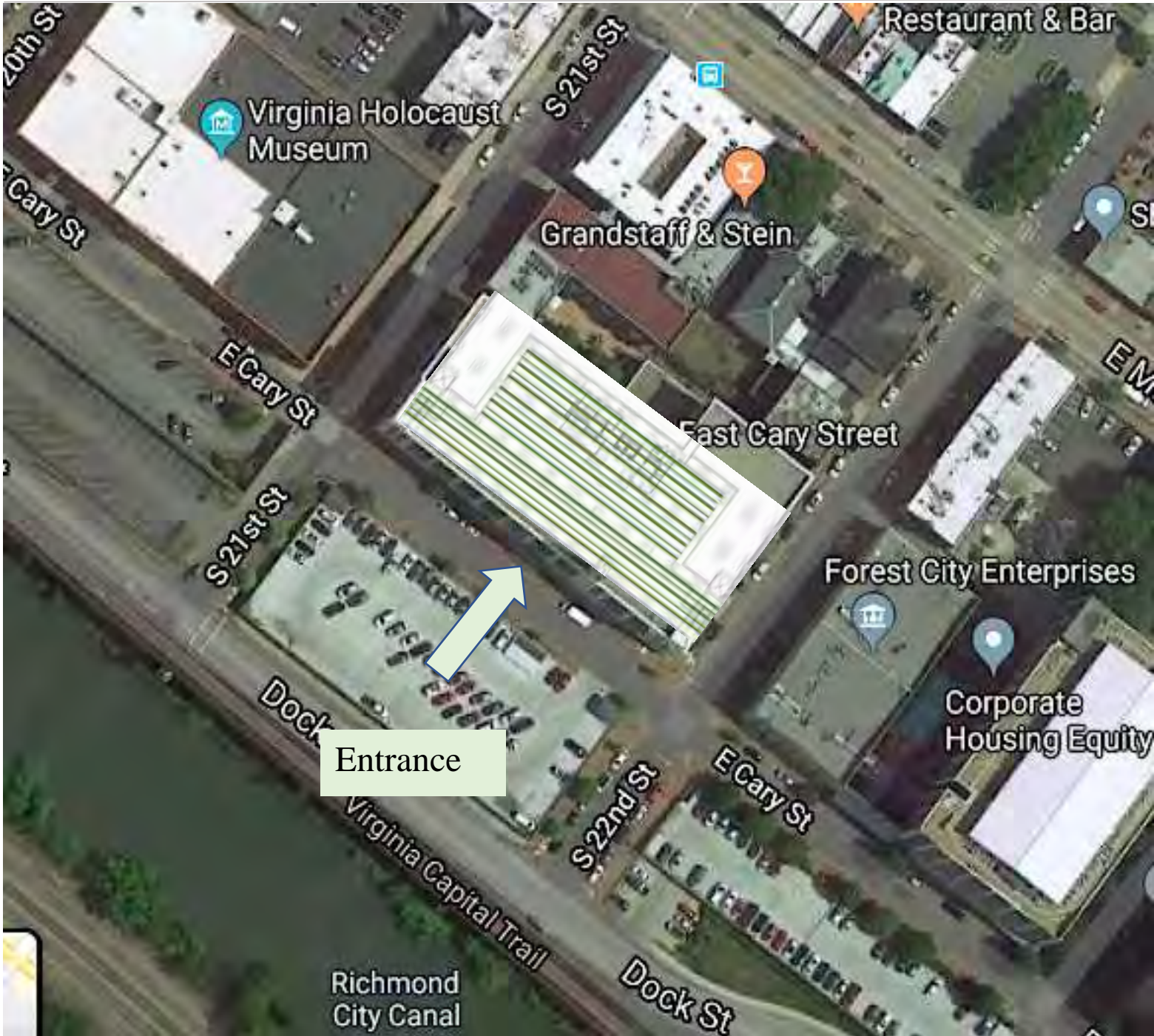
OWNER: FOREST CITY ENTERPRISES

REDESIGN ARCHITECT: BASKERVILL

LOCATION: 2100 E. CARY STREET
RICHMOND, VA

SIZE: ~ 10,096 SF (5 FLOORS)

SITE ANALYSIS



EAST NEIGHBOR



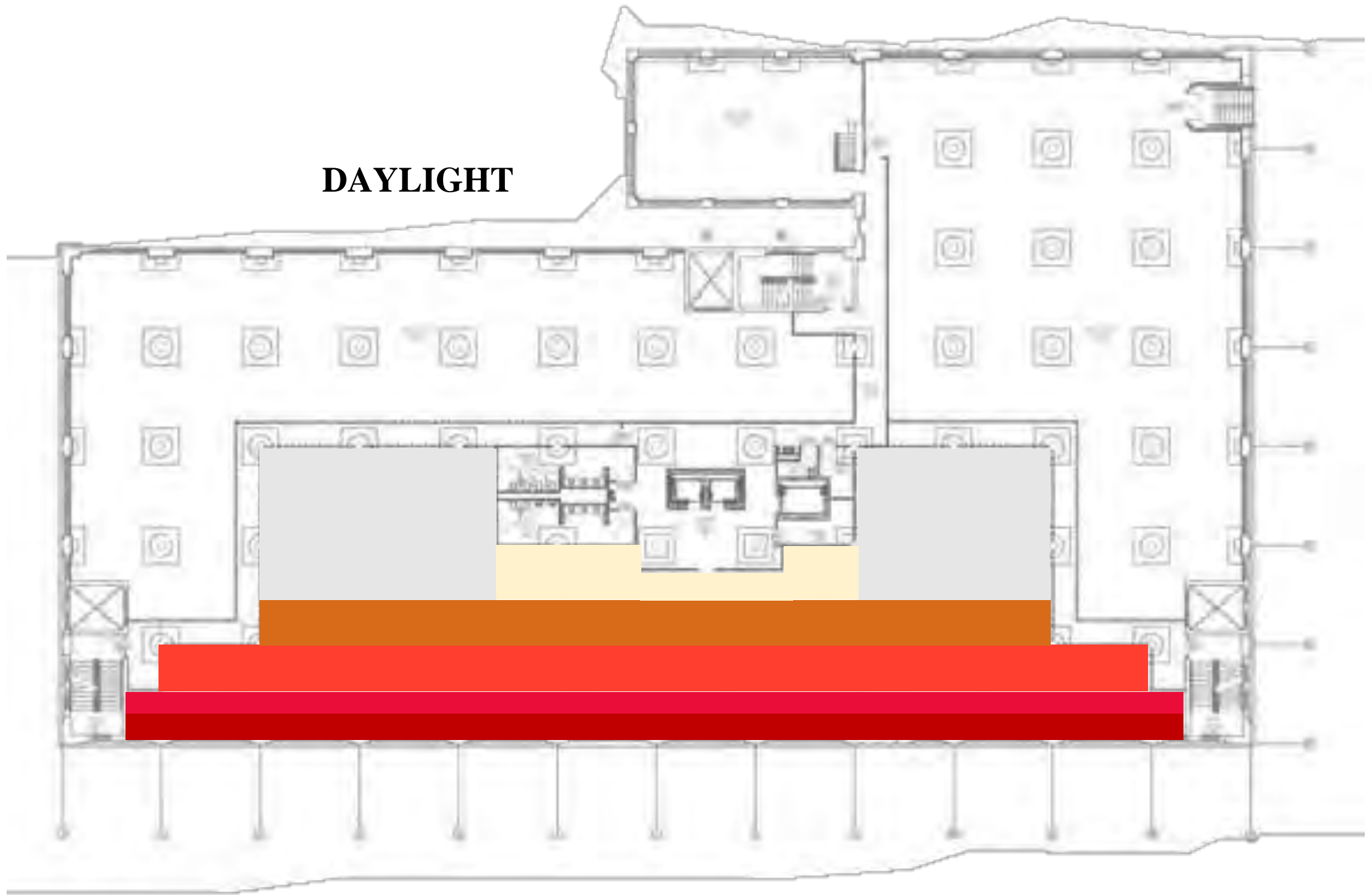
WEST NEIGHBOR



SITE ANALYSIS



DAYLIGHT



IDSN 3202 - PROGRAM DOCUMENT

SPACE PROGRAM

PERSONNEL AND WORK SPACES

PERSONNEL

Position	Personnel Totals		Unit Square Ft.		Extended Sq. Feet	Equipment			Notes
	Current	Future	Office	Workstation		PC	Printer	Fax	
Director	1	2	0	50	100	2	1	1	Near Manager & A. Manager
Manager	5	4	0	50	200	5	1	1	Near Manager & Assistants
Assistant Manager	0	1		48	48	1			Place Throughout Space
Administrative Assistant	2	2		45	90	2	1		Place Throughout Space
Tech Assistant	20	78		30	2340	30	8		place Throughout Space
Assistant	3	3		30	90	3	1	1	place Throughout Space
Personnel Totals:	31	90			2868	43	12	3	

Department Summary

Information:

Personnel	2868 Square F
Work	765 Square F
Support	2895 Square F
Sub Total:	6528 Square F
Circulation	1.54
Total Rentable:	10053.1 Square F

WORK SPACES

Space	Support/Equipment		Unit Square Feet	Extended Sq. Feet	Location	Notes
	Current	Future				
Concept Lounge	0	1	200	200		Break/ Casual Work Area
Open Work Area	0	1	425	425	Adjacent to Teams	Lounge Seating & Office Seating
Storage	0	2	70	140	Next to Open Work Area	Shelving, Cabinets or small closet
Support Totals:				765		

Interviewee:

Interview Date: _____

Revision Submitted: _____

Sign Off: _____

Department Notes:

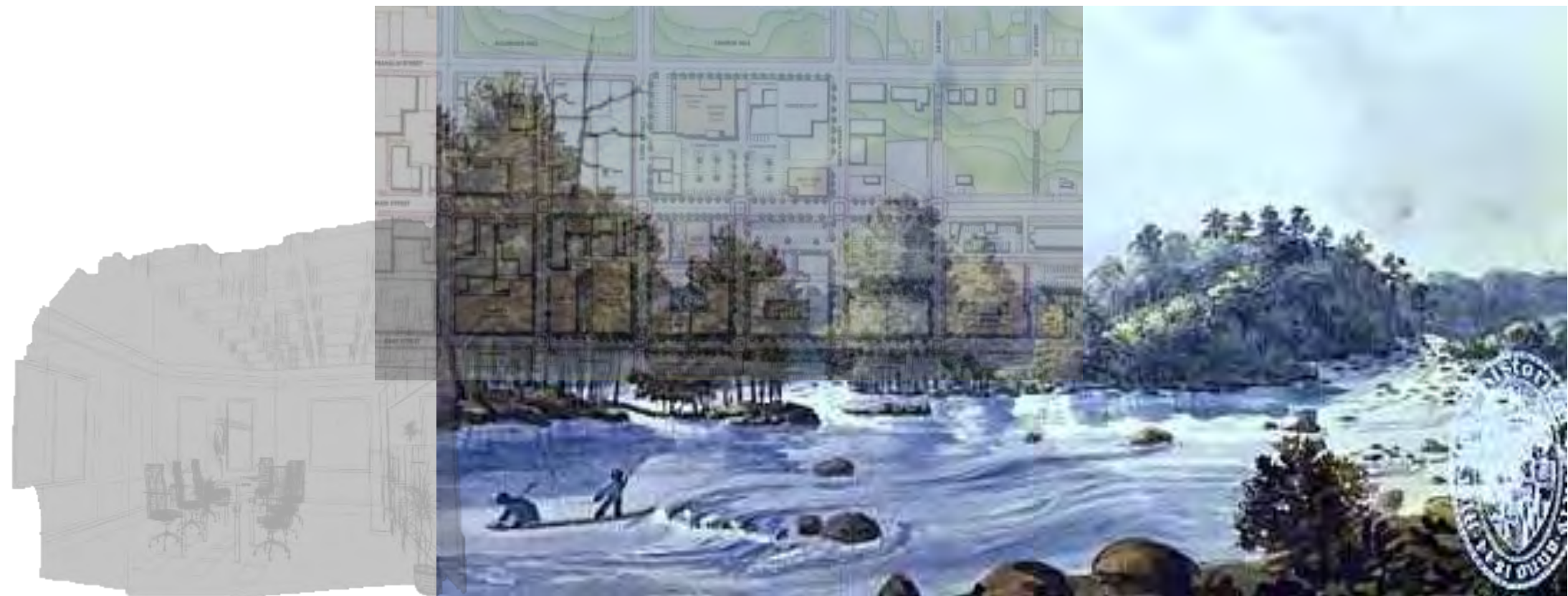
SUPPORT/EQUIPMENT SPACES

Space	Support/Equipment		Unit Square Feet	Extended Sq. Feet	Location	Notes
	Current	Future				
Reception	1	1	500	500	Direct access to Entrance and Large Conference	TV, Desk & Waiting Chairs
Large Conference Room	1	2	300	600	Corners of Space	Full AV
Conference Room	1	2	120	240	Near Large Con. Room	Full AV
Computer Service Area	0	0	70	0	Near CSR	Work counter, outlets
Computer Server Room	1	1	70	70	Near CSA	Raised floor, secure, 3 racks
Equipment Station	1	5	50	250	Spread throughout	Printers, shredder, work counter
Pantry	1	2	50	100	Spread throughout	Coffee, sink, refrigerator, cabinets
Lunch Room	0	1	350	350	Next to Lounge	Full kitchen, seating
Storage	1	3	60	180	Shelving, Cabinets or Small Closet	
Coats	40	75	1	75	Spread throughout	Place near Reception
Mechanical Room	0	1	300	300	Near Base Building air supply	Supplemental Air
File Drawers	50	115	2	230	Spread throughout	Place near Desks
Support Totals:				2895		

CONCEPT

RENOWNED

Riveride



Inspired by the historic James River & Location

INSPIRATION IMAGES



Presentation/ Meeting Rooms throughout space for private gathering



Light colors, warm light & variety of work spaces



Lounge seating for group or individual

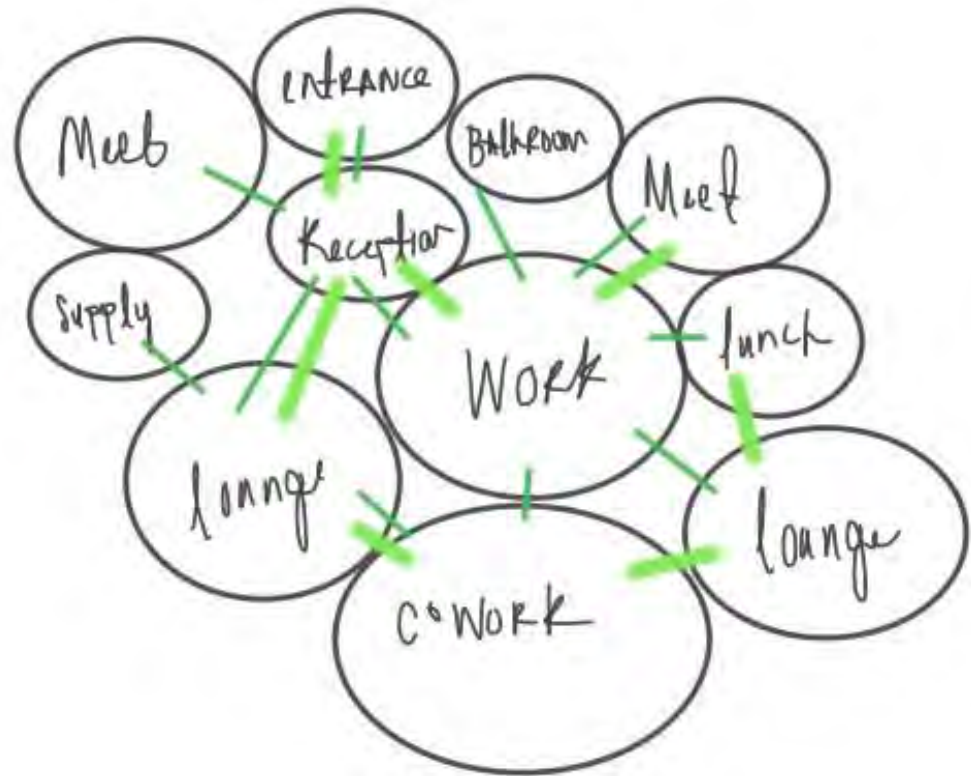
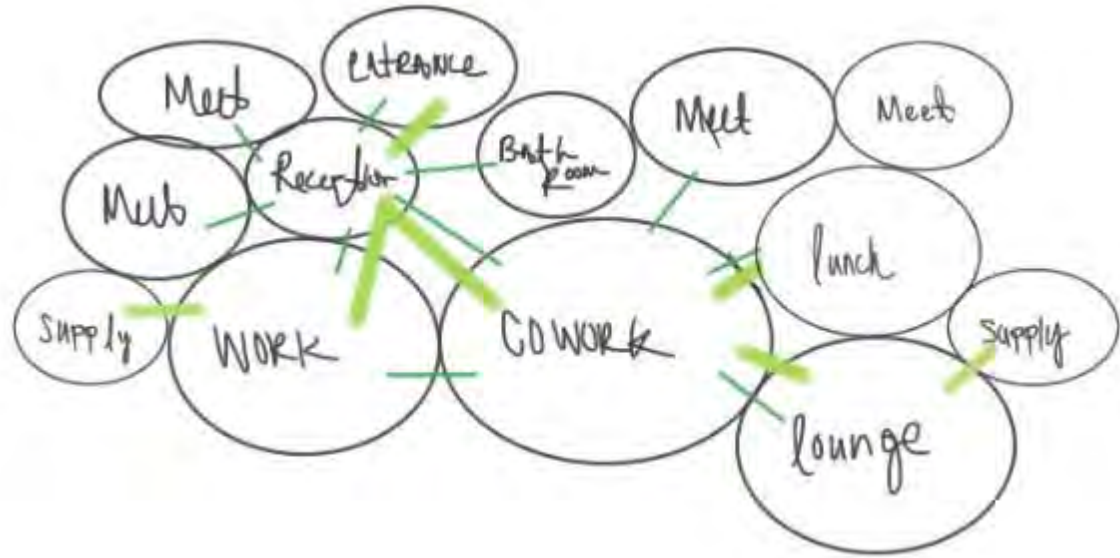
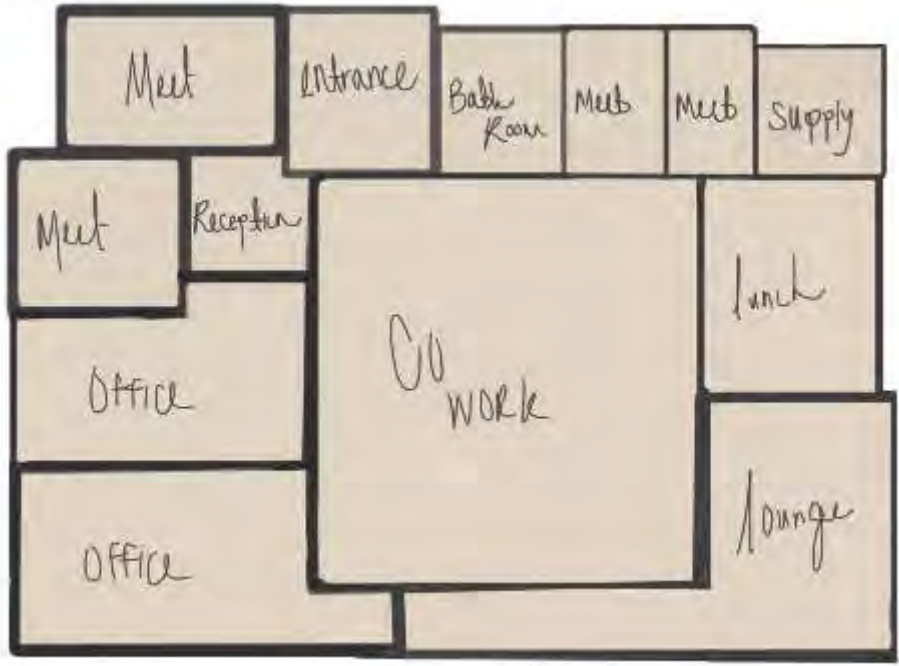


Provide desks by using long coworking tables & not traditional cubicles

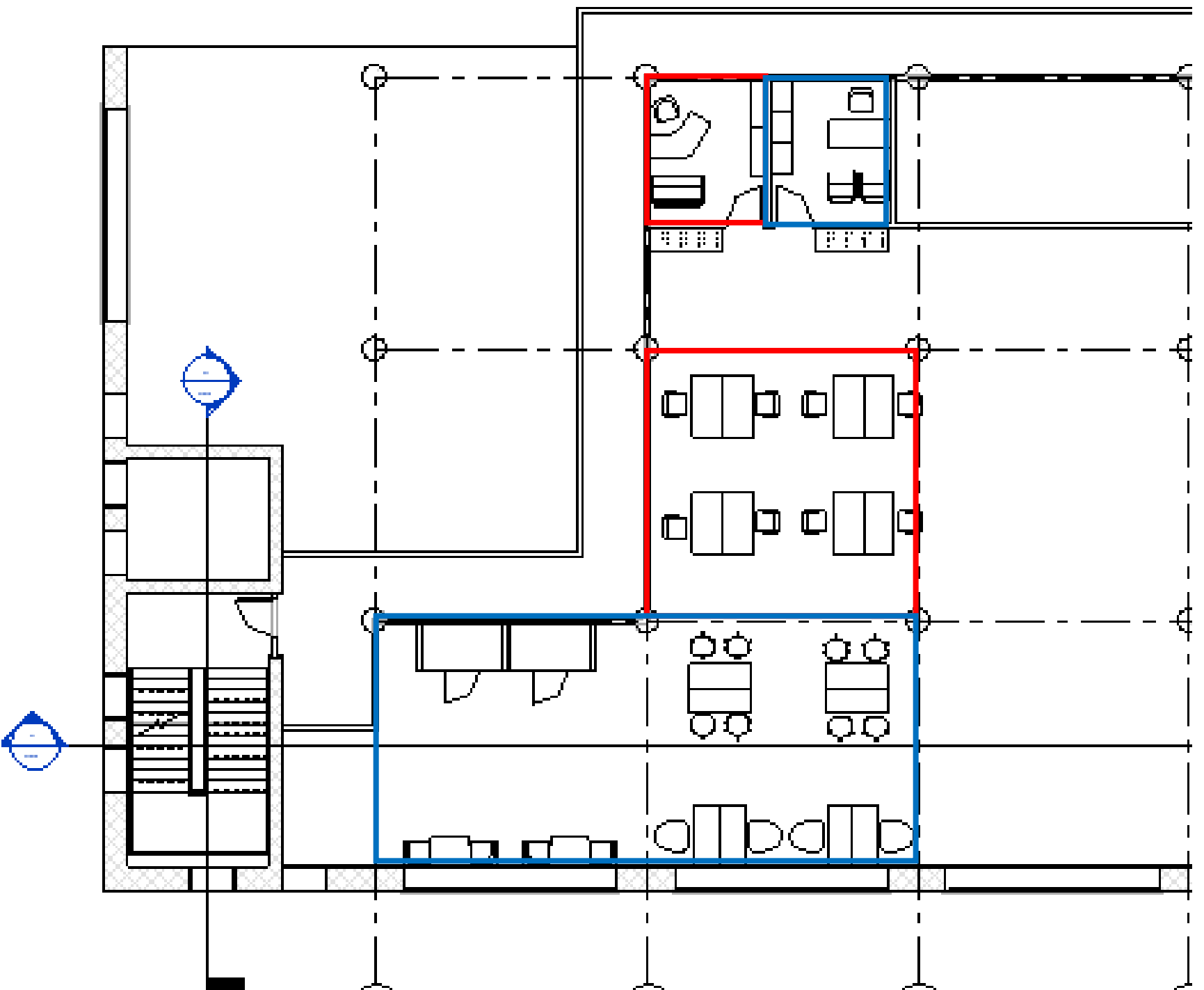


Exposed systems, task & ambient lighting throughout space, variety of seating options to promote efficiency throughout the day

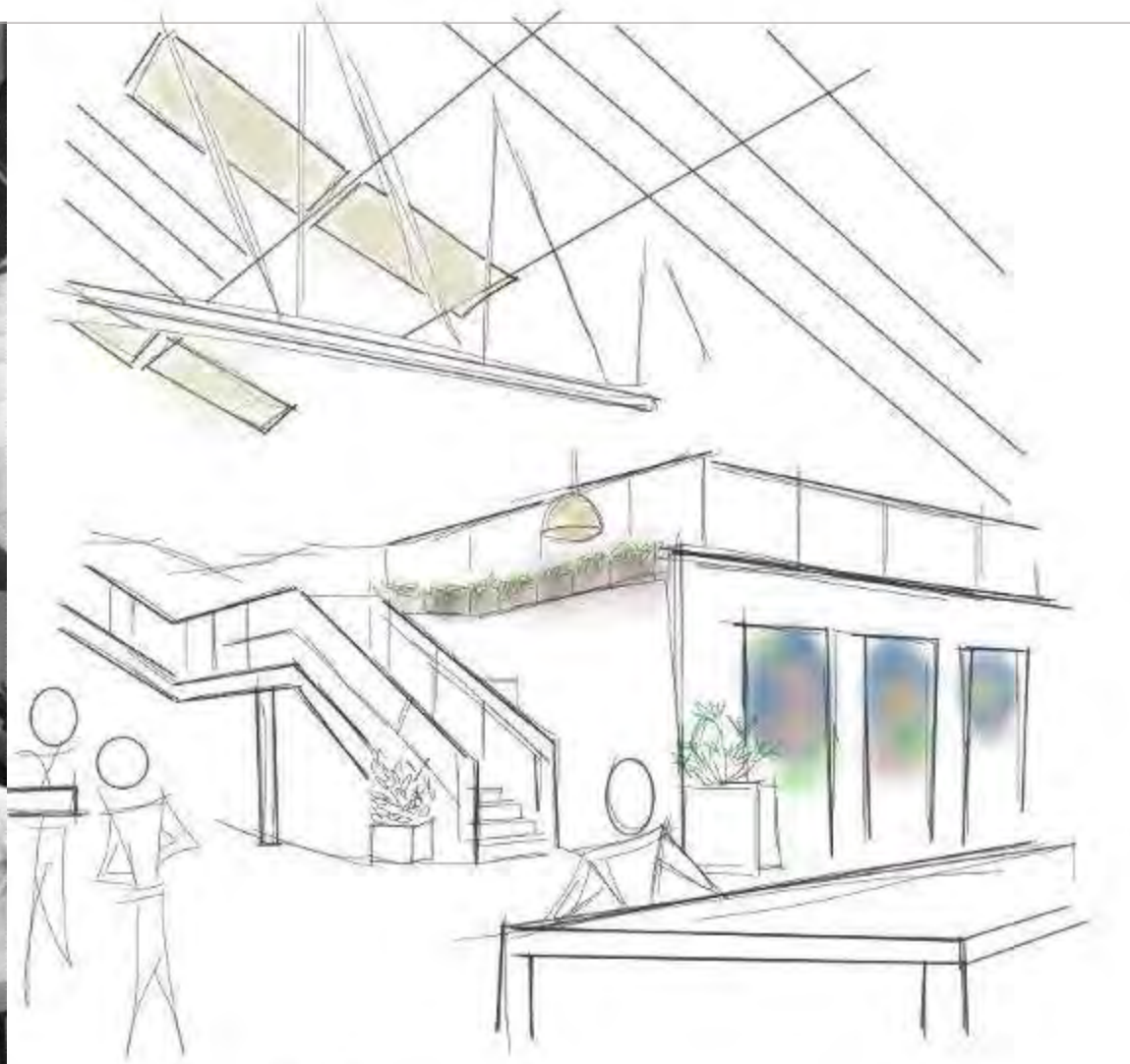
BUBBLES & BLOCKS



SPACE STANDARDS



SOCIALIZING



TRANSFER Food Hall

Spacious
Open ceiling
Large tables
Food options

GROUP PLANNING / MEETING



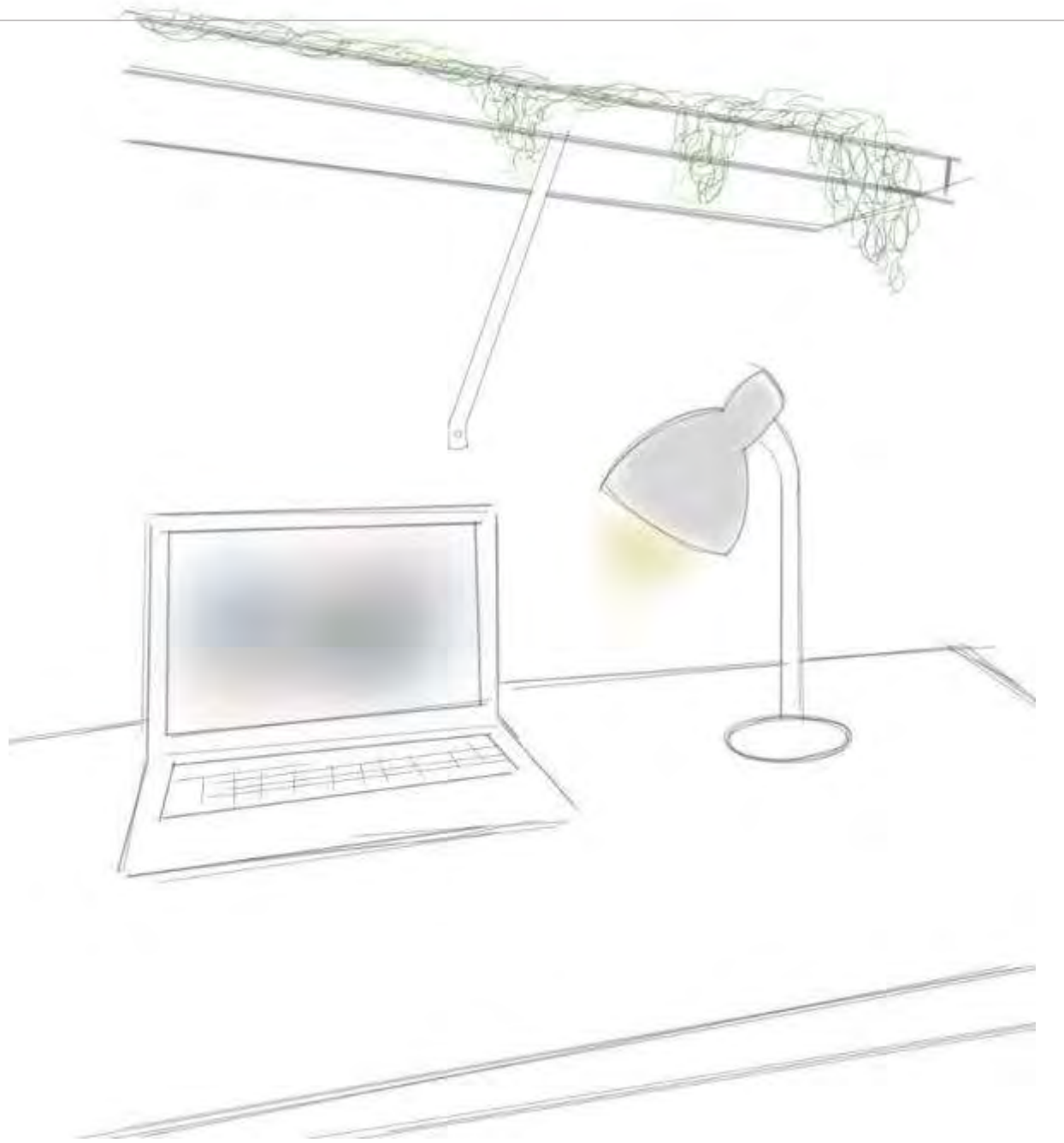
Convenient
Good lighting

DIFFUSE FOCUS WORK



Plenty of sunlight
Elevated view
Comfortable
Spacious

INTENSE FOCUS



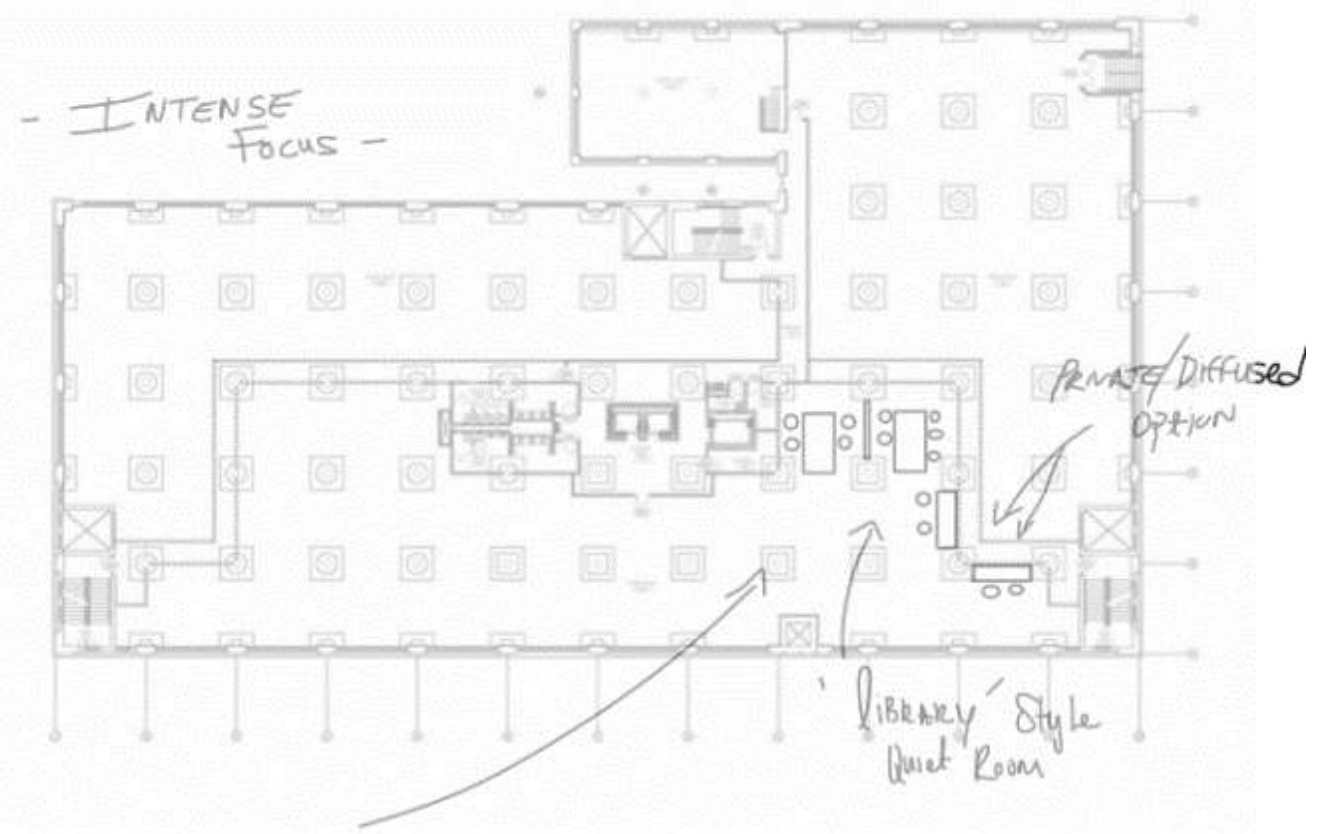
Subtle lighting
Non-distracting view
Quiet

DAYDREAMING

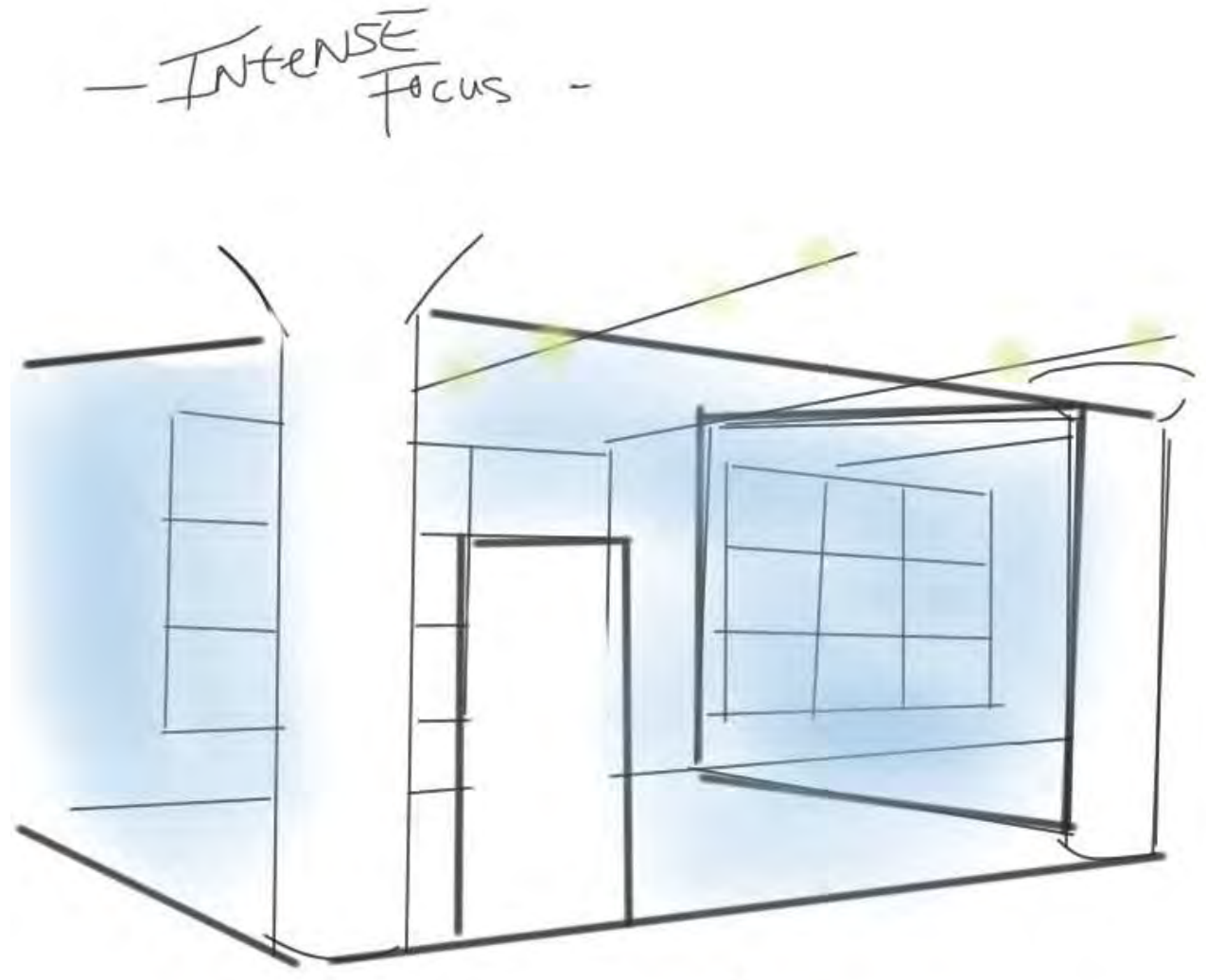
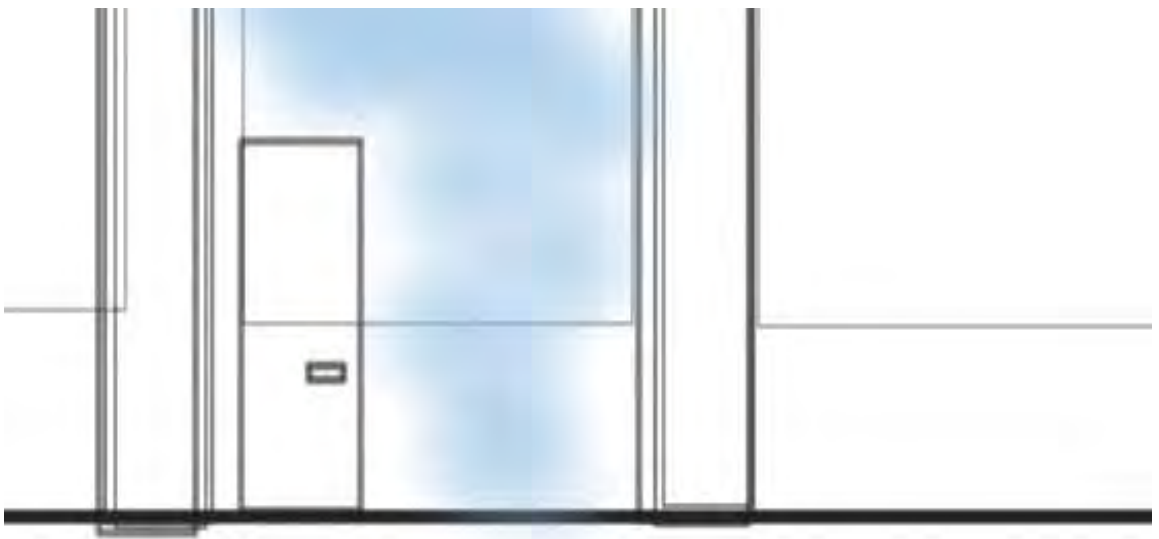


Plenty of sunlight
Elevated view
Comfortable

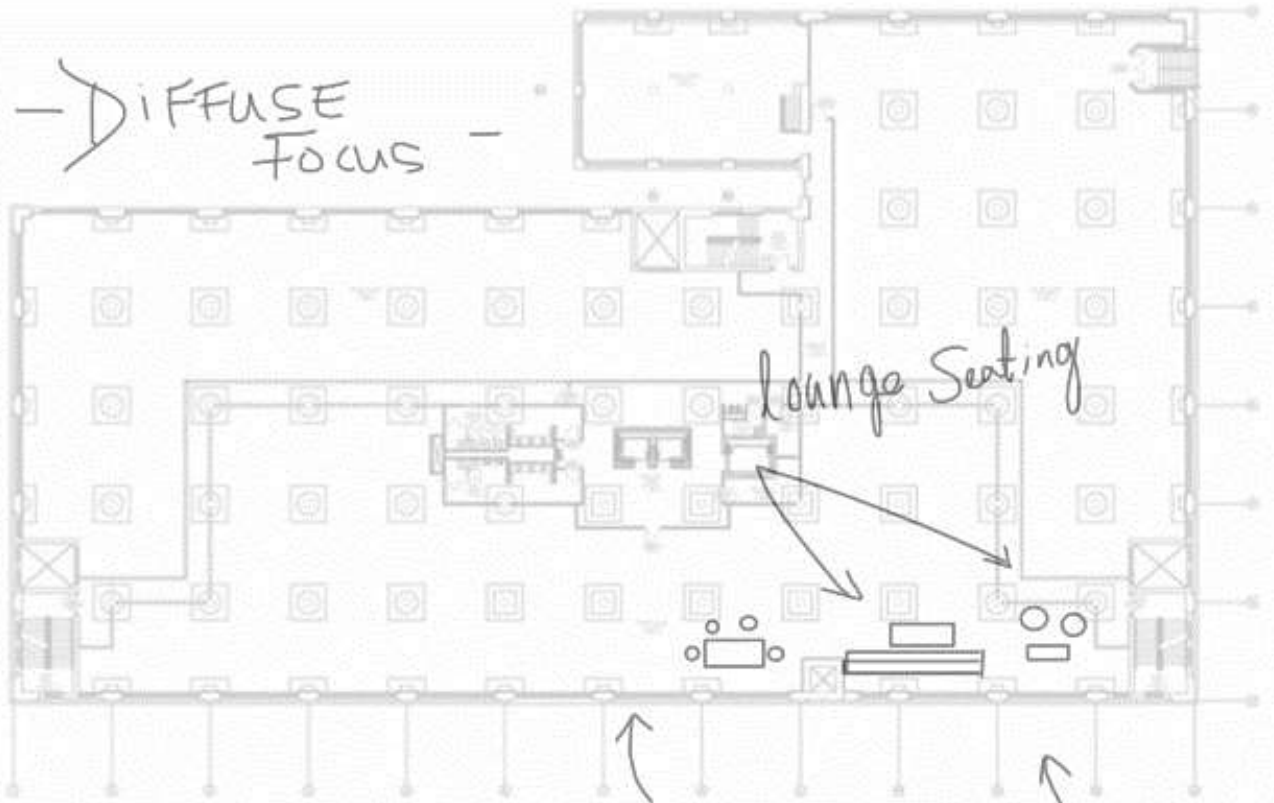
INTENSE FOCUS



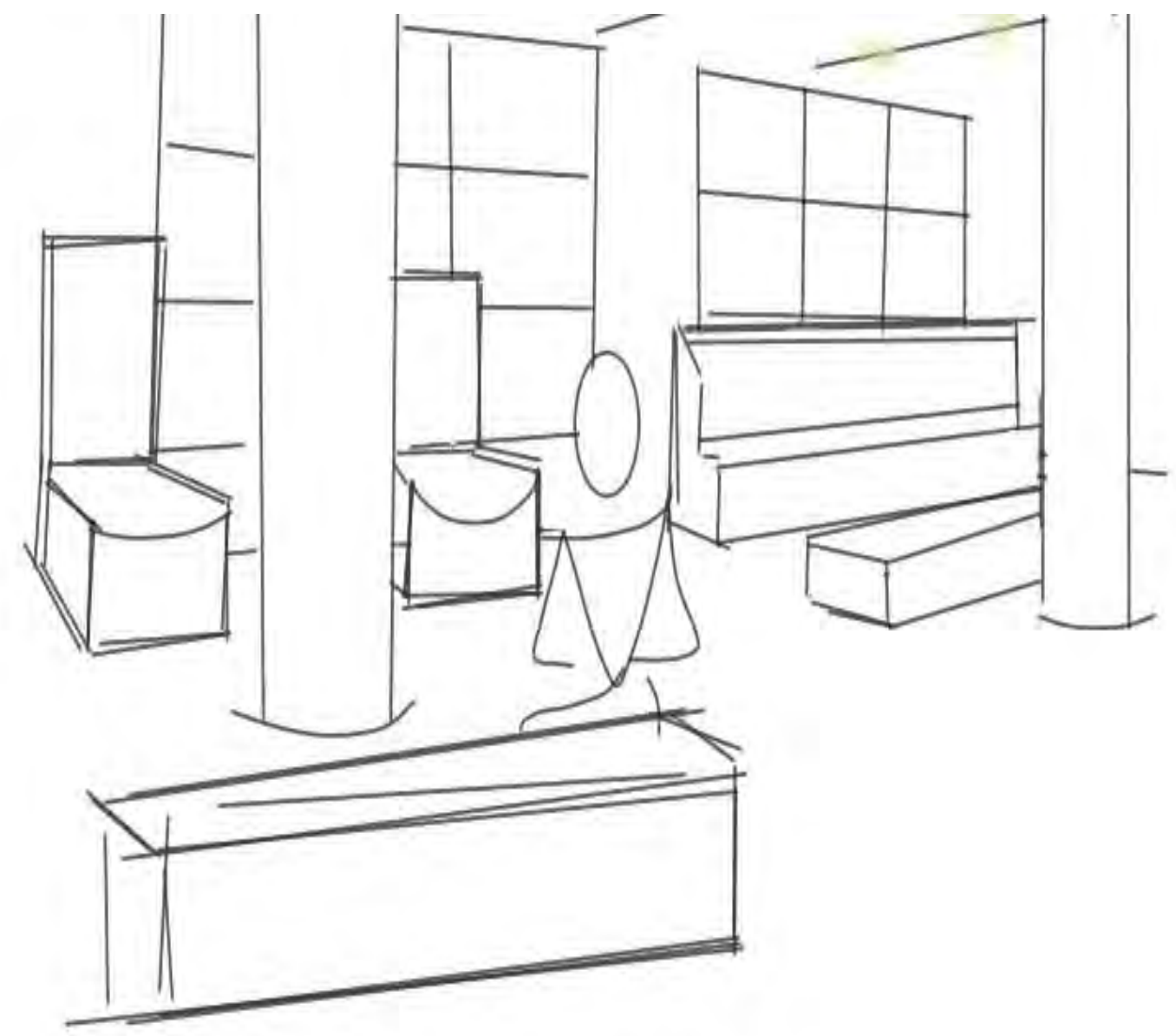
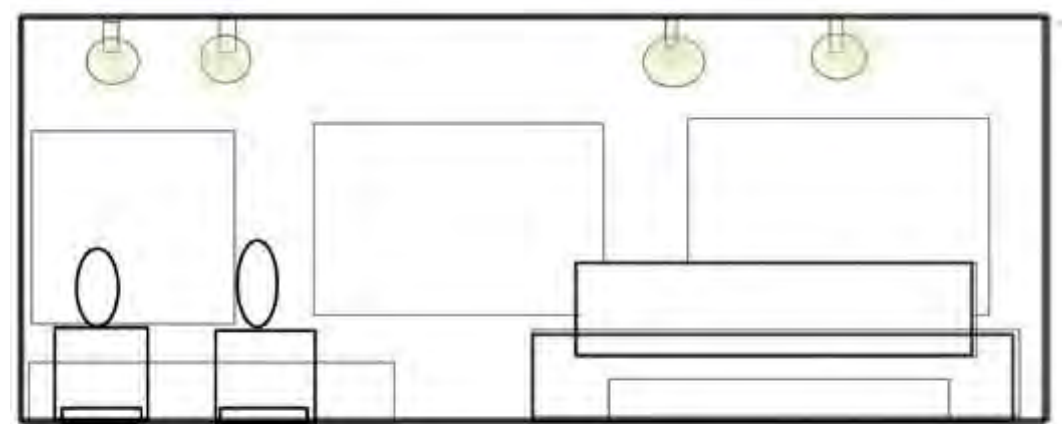
- CORNER dedicated to quiet / individual work



DIFFUSE FOCUS



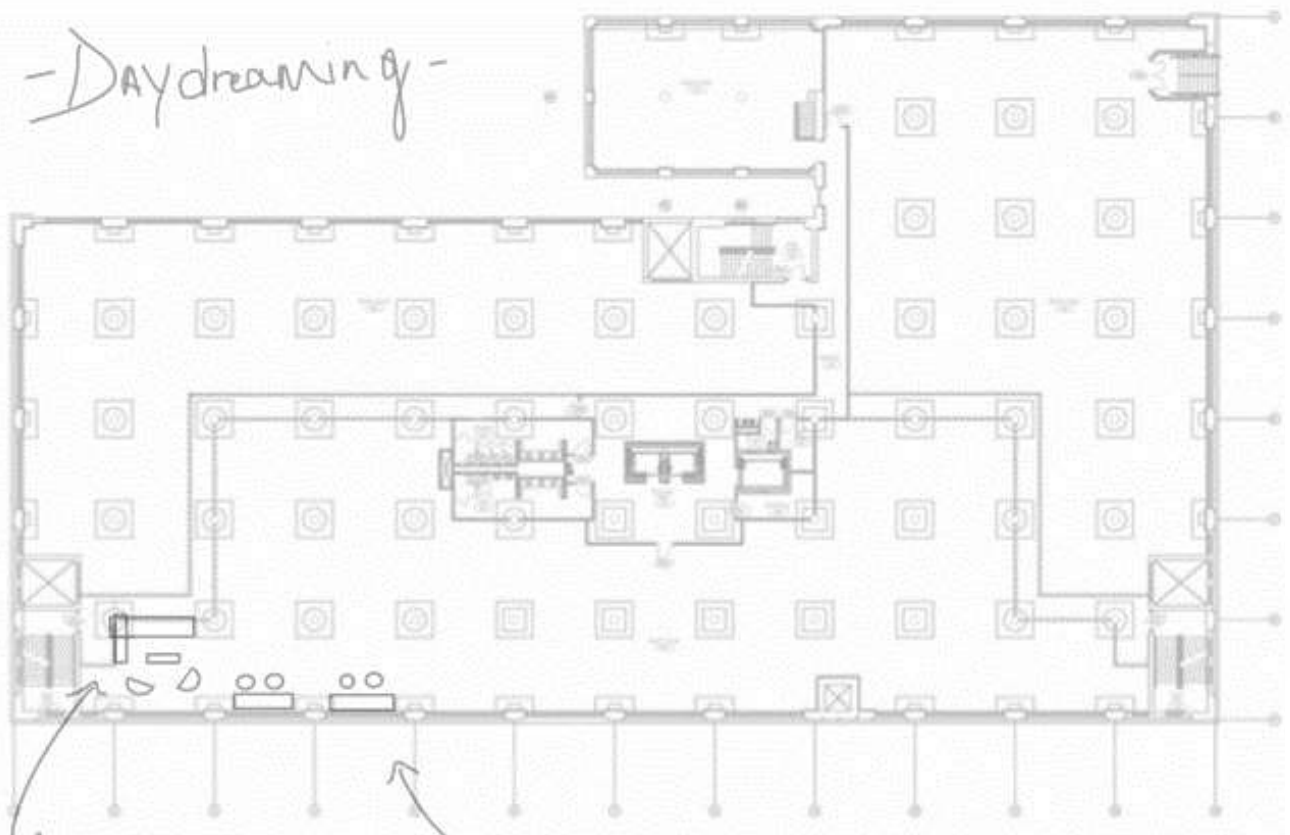
Provides a
third place type
feel



- Diffuse

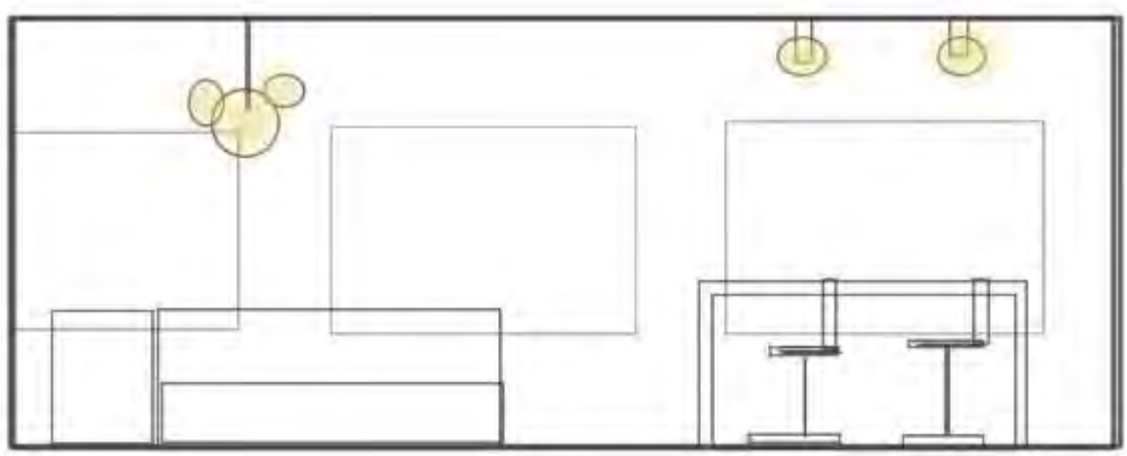
DAY DREAMING

- Daydreaming -



Lounge Space
- PRIVATE / QUIET

Work Stations
w/ a VIEW



- DAYDREAMING -

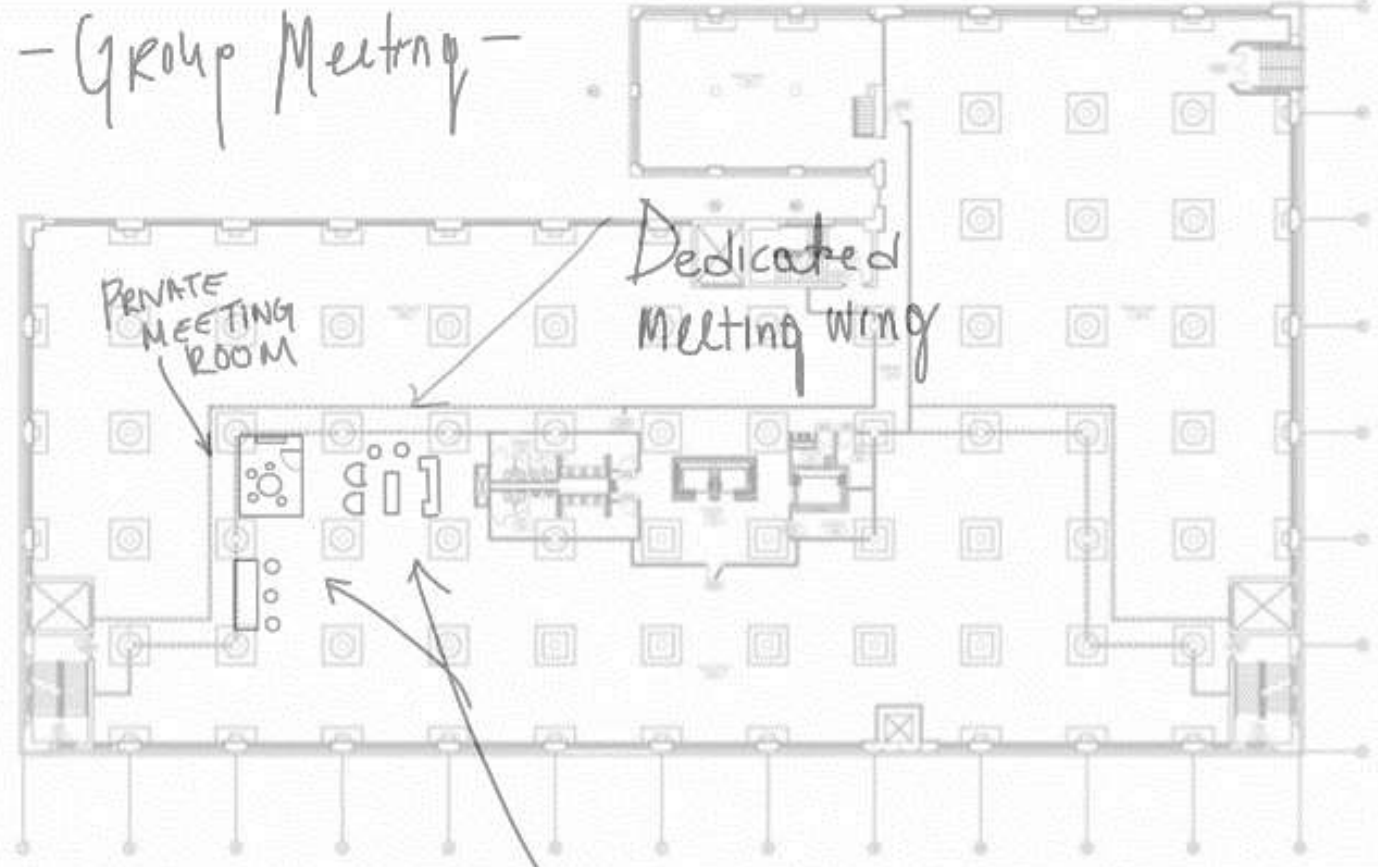


Lounge

Work Stations

G R O U P

- Group Meeting -

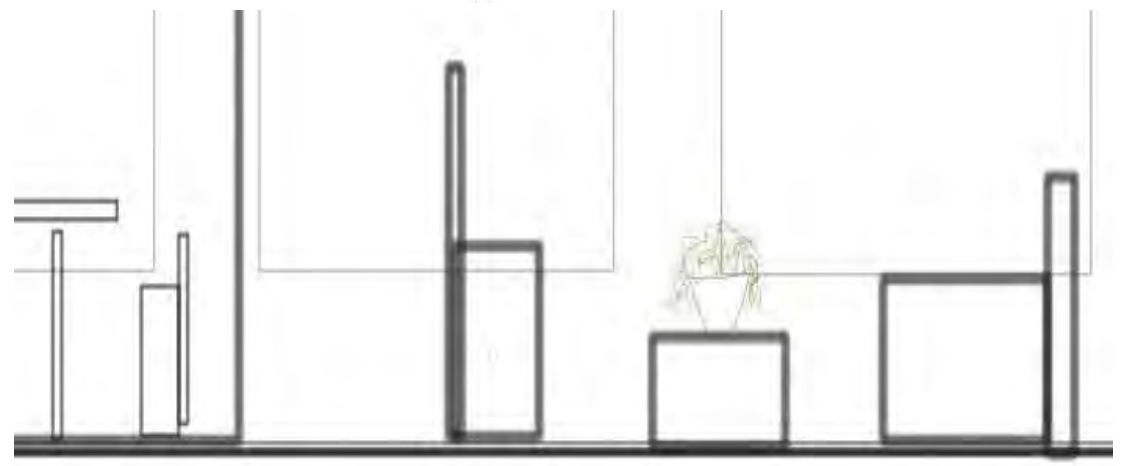


- Group Meeting -



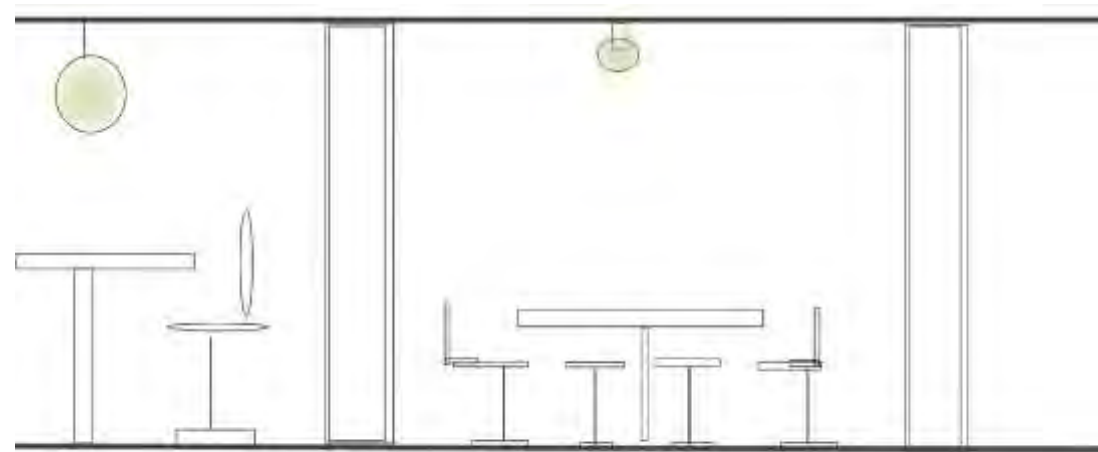
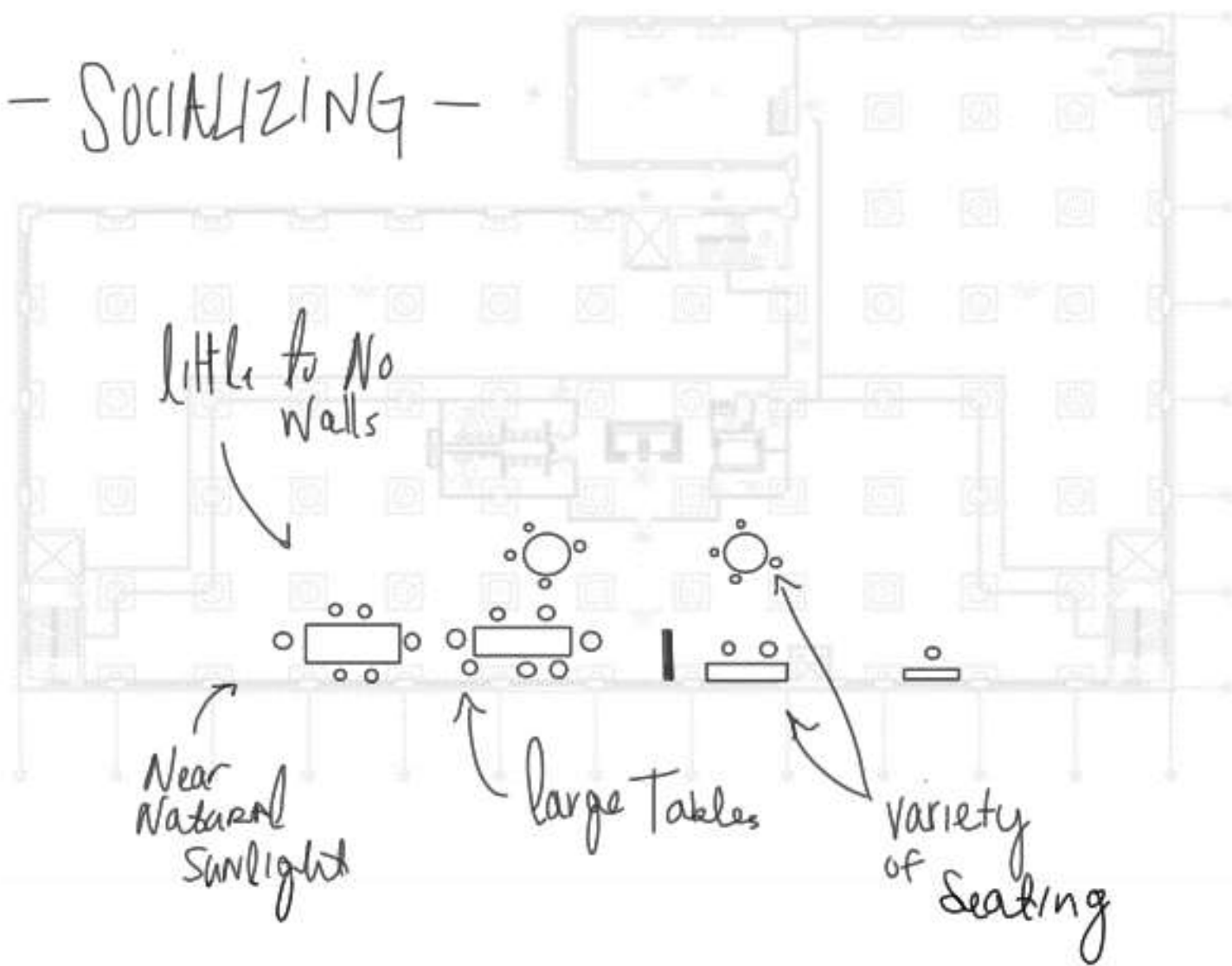
Relaxed Seating
Variety of Seating

Option to meet
in an open space



SOCIALIZING

- SOCIALIZING -



- SOCIALIZING -