

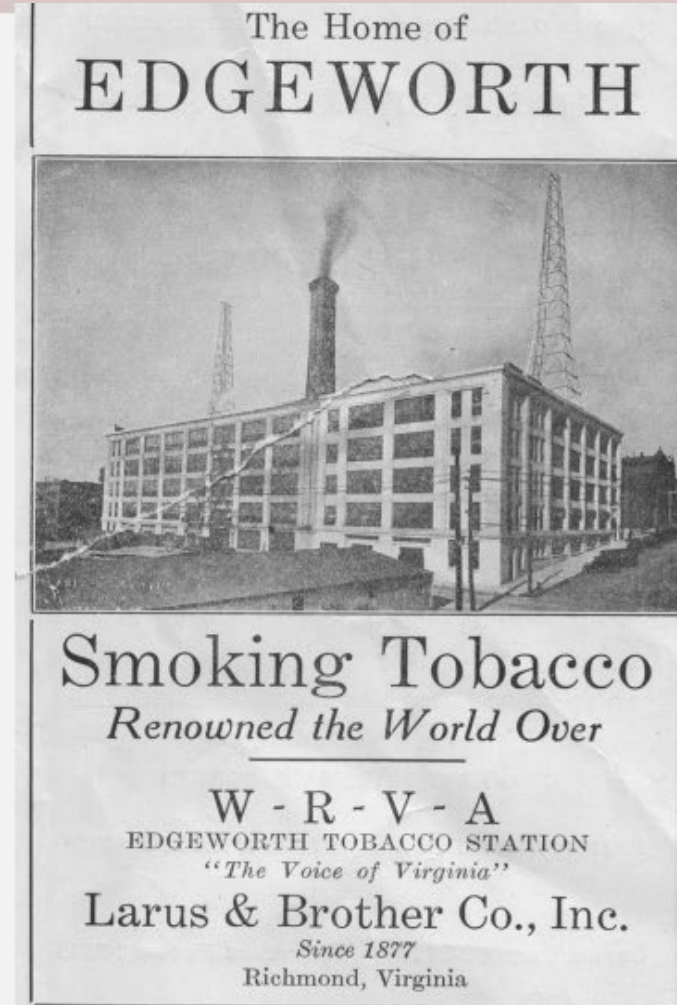
# PROGRAMMING

JULIEN WOHLGEMUTH  
3202- SPRING STUDIO  
PORTFOLIO 1

# THE EDGEWORTH BUILDING

## History

- 1925 WRVA radio station broadcasted from their studio inside Edgeworth.
- The surrounding area was vacated by most tobacco companies in the late 1980's.
- 1/3 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 facility in the U.S.



# THE EDGEWORTH BUILDING

## Existing

- The Edgeworth Building is an office property.
- Has been transformed to create loft-style office space on 5 floors.
- Has historic architecture that also has industrial accents.
- Concrete construction
- Window walls





# STAKEHOLDER PROFILE

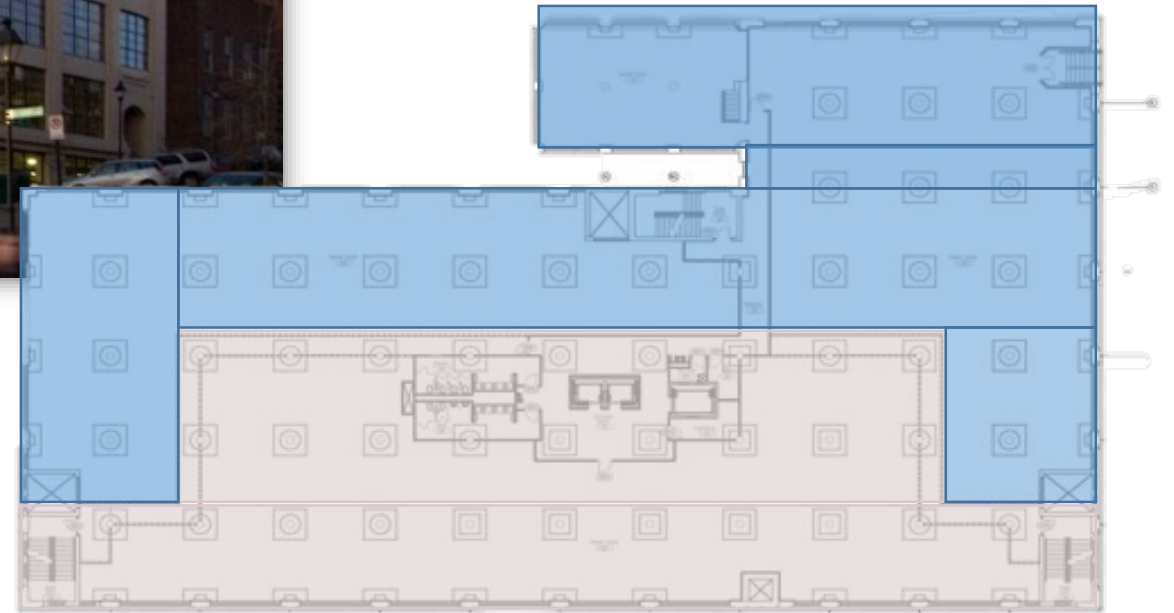
**OWNER**- FOREST CITY COMMON GROUP

**CLIENT**- FOREST CITY COMMON GROUP

**USERS**- CO-WORKING OFFICE EMPLOYEES

TOTAL SF- 150,000

EXISTING EXTERIOR- CONCRETE, 5 STORIES, SURROUNDED BY WINDOWS

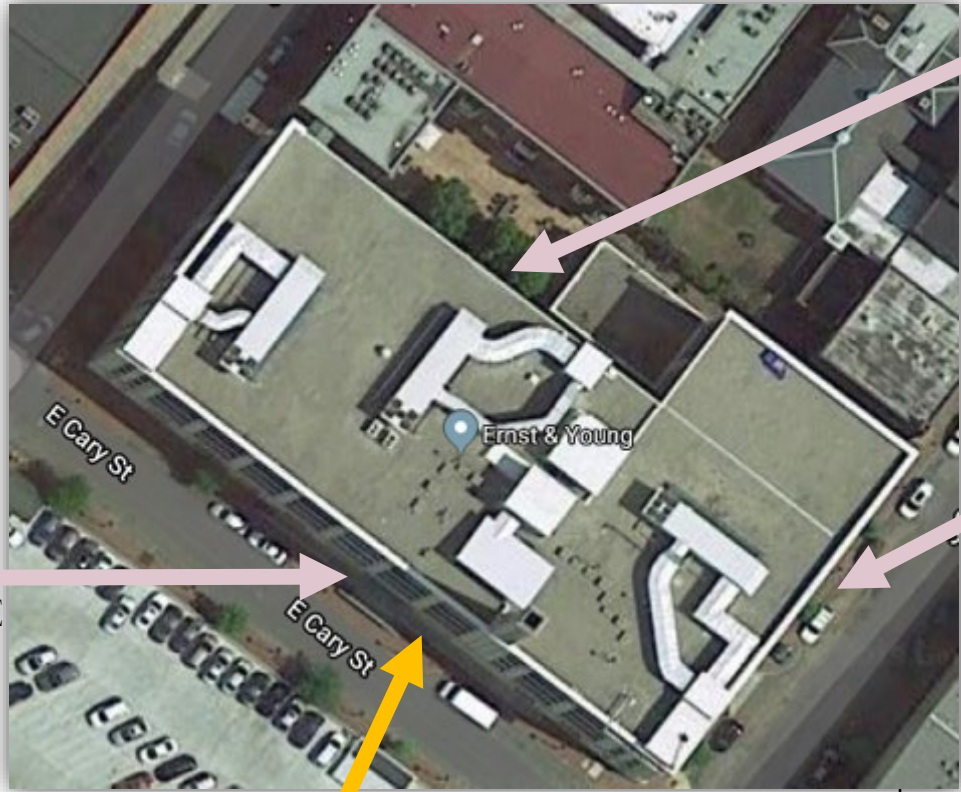


SCOPE OF WORK; -10,087 SF

AREA NOT IN WORKSPACE



# SITE ANALYSIS



BACK  
ENTRANCE

SIDE ENTRANCE

MAIN  
ENTRANCE

SW DAYLIGHT

## DAYLIGHTING

CONSTANT SUNLIGHT FROM THE SW FACING SIDE OF THE BUILDING PAST MID-MORNING DUE TO LARGE WINDOW WALL



# NEIGHBORHOOD VIEWS



NE VIEW



SW VIEW



N VIEW



E VIEW



# SPACE PROGRAM

|                          | Current  | Future    | Office | Workstation | Sq. Feet    | PC       | Printer  | Fax      |
|--------------------------|----------|-----------|--------|-------------|-------------|----------|----------|----------|
| Manager                  |          | 18        | 120    |             | 2160        |          | 1        |          |
| Assistant Manager        |          | 50        |        | 36          | 1800        |          | 1        |          |
|                          |          |           |        |             | 0           |          |          |          |
| Assistant                |          | 12        |        | 36          | 432         |          | 2        |          |
| <b>Personnel Totals:</b> | <b>0</b> | <b>80</b> |        |             | <b>4392</b> | <b>0</b> | <b>4</b> | <b>0</b> |

**Information:**  
 Personnel  
 Work Spaces  
 Support  
 Circulation  
**Total Rentable:**

**Interviewee:**  
 Interview Date:  
 Revision Submitted:  
 Sign Off:

4392 Square Ft.  
 500  
 1908 Square Ft.  
 1.54  
**10472 Square Ft.**

## WORK SPACES

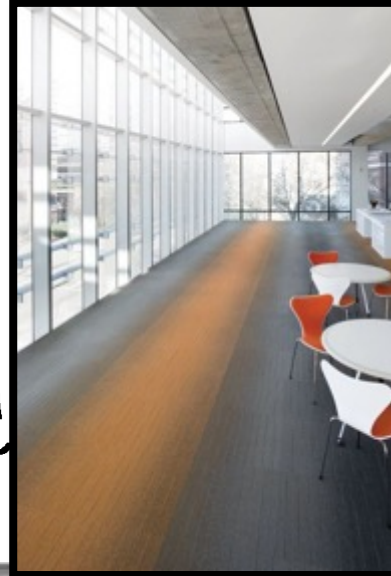
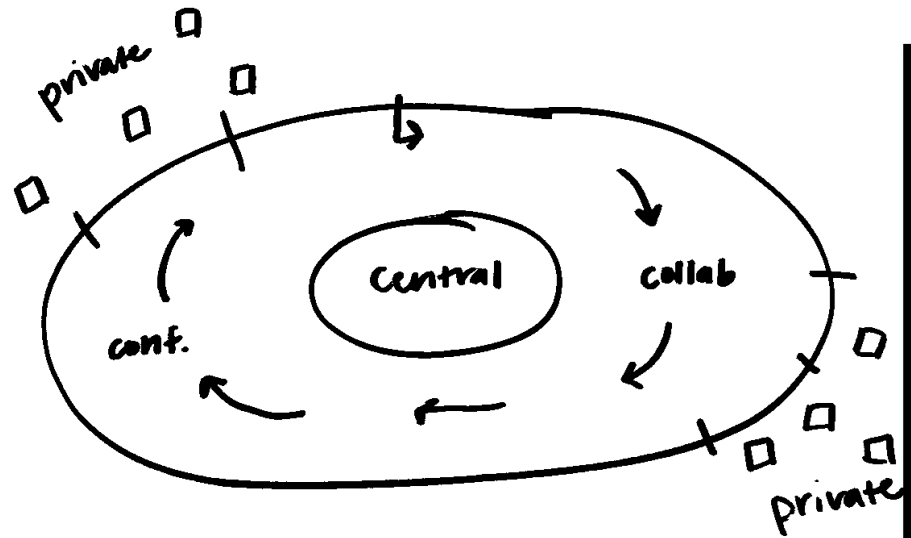
| Space                   | Support/Equipment |        | Unit Square Feet | Extended Sq. Feet | Location                                  | Notes                                    |
|-------------------------|-------------------|--------|------------------|-------------------|---|--|
|                         | Current           | Future |                  |                   |   |  |
| Concept Lounge          | 0                 | 1      | 500              | 500               | Tucked way from free address workstations | Bar seating, lounge seating, long tables |
| Free Address Workspaces | 0                 | 0      | 500              | 0                 | Adjacent to Teams                         | Work stations, benching systems          |
| Storage                 | 0                 | 0      | 200              | 0                 | Next to Open Work Area                    | Shelving, credenzas, etc                 |
| <b>Support Totals:</b>  |                   |        |                  | <b>500</b>        |   |  |

**Department Notes:**

## SUPPORT/EQUIPMENT SPACES

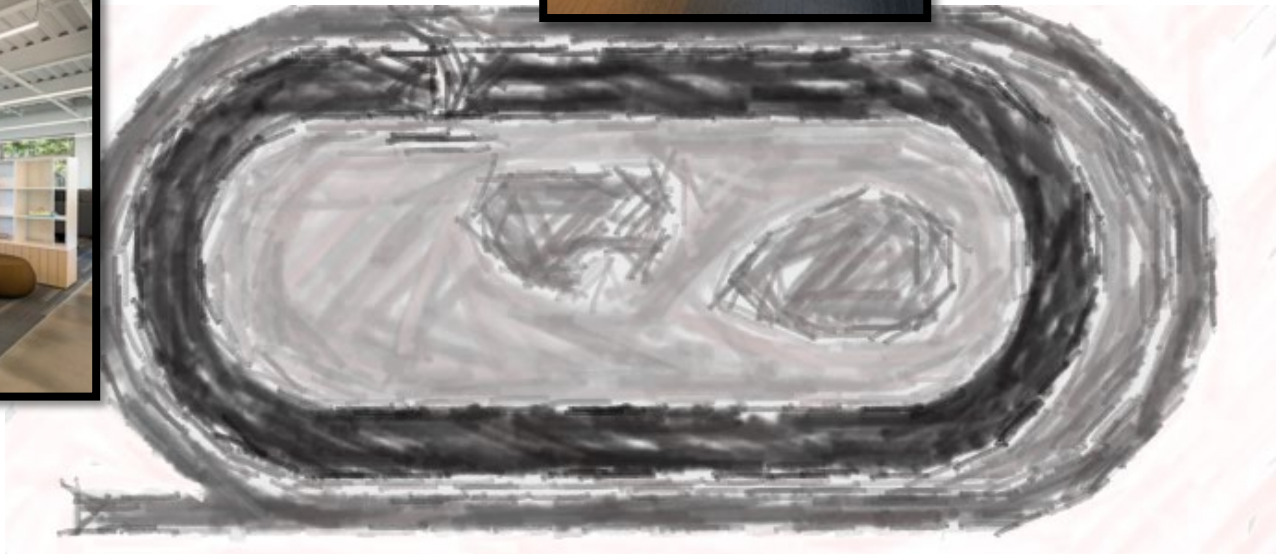
| Space                  | Support/Equipment |        | Unit Square Feet | Extended Sq. Feet | Location                                       | Notes                                |
|------------------------|-------------------|--------|------------------|-------------------|--|--------------------------------------|
|                        | Current           | Future |                  |                   |  |                                      |
| Reception              | 1                 | 1      | 500              | 500               | Direct access to Entrance and Large Conference | Waiting for 6, TV's                  |
| Large Conference Room  | 1                 | 3      | 120              | 360               | Shared by all areas                            | Full AV                              |
| Equipment Station      | 1                 | 3      | 36               | 108               | Spread throughout                              | Printers, shredder, work counter     |
| Pantry                 | 1                 | 1      | 120              | 120               | Spread throughout                              | Coffee, sink, refrigerator, cabinets |
| Café                   | 0                 | 1      | 400              | 400               |  | Full kitchen, seating                |
| Storage                | 1                 | 1      | 120              | 120               |  |                                      |
| Mechanical Room        | 0                 | 1      | 300              | 300               | Near Base Building air supply                  | Supplemental Air                     |
| <b>Support Totals:</b> |                   |        |                  | <b>1908</b>       |  |                                      |

# CONCEPT



## INSTINCTS AT WORK

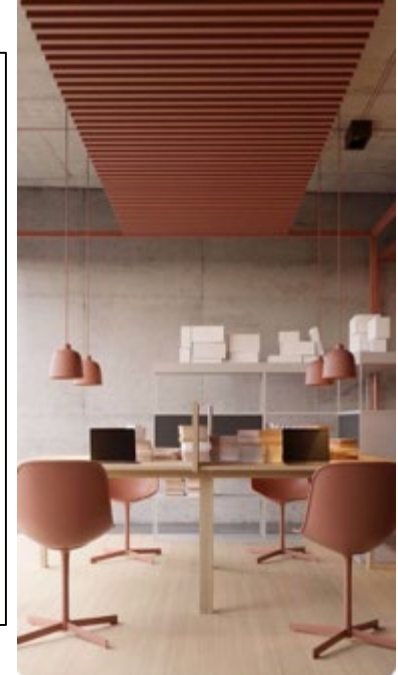
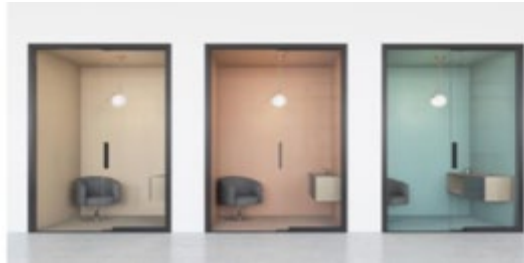
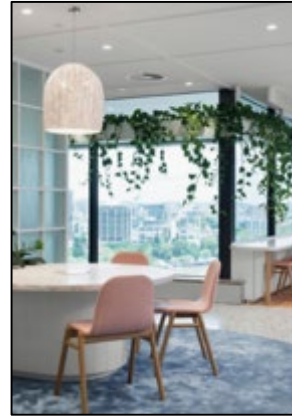
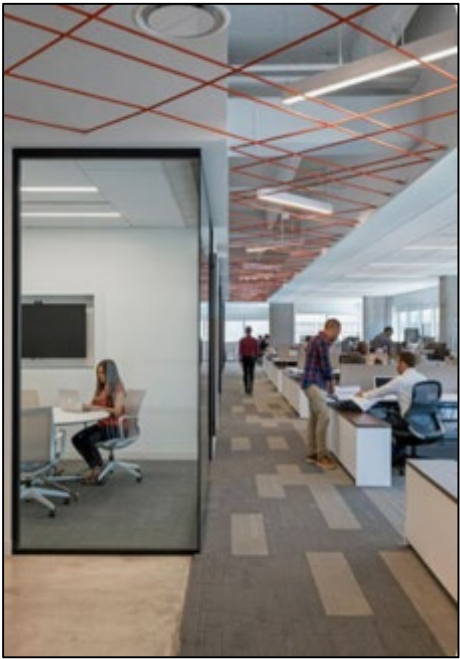
- OFFICE SPACE THAT IMITATES THE ROTATION AND EVOLUTION OF COLONIAL DOWNS RACETRACK
- RACETRACK INSPIRED OFFICE LAYOUT, CENTRAL MEETING LOCATIONS, ADJACENT PRIVATE SPACES
- EQUIDISTANT AREAS THROUGHOUT



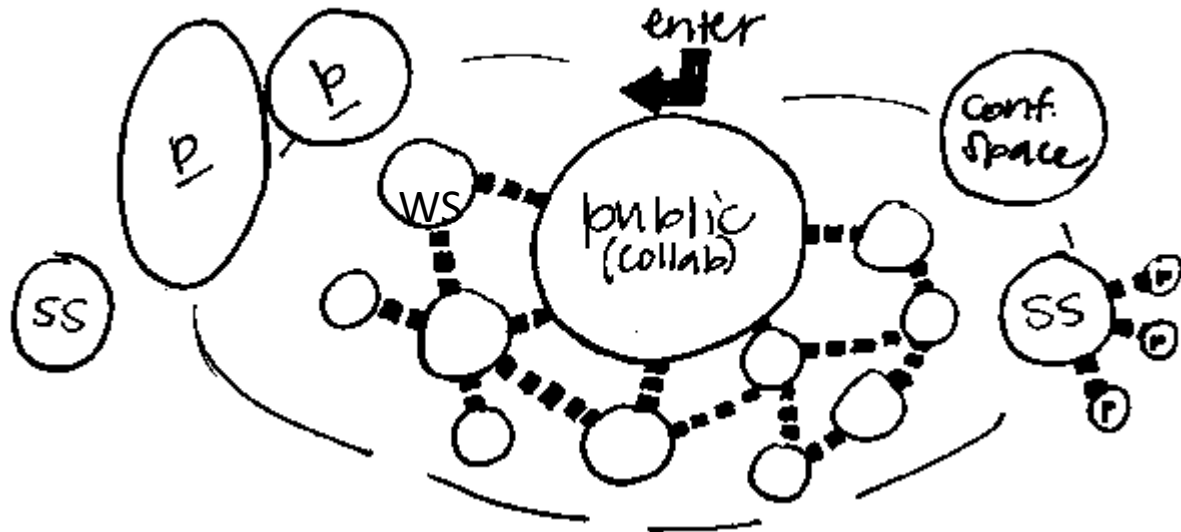


# INSPIRATION

- MINIMALIST, NEUTRAL BASE STRUCTURES WITH VISUAL PASTEL STANDPOINTS- RESEMBLE JOCKEY UNIFORMS
- RAW, MUTED, EXPOSED, SCANDINAVIAN INSPIRED
- WARM PRINCIPLES FOR OVERALL HARMONY AND BALANCE

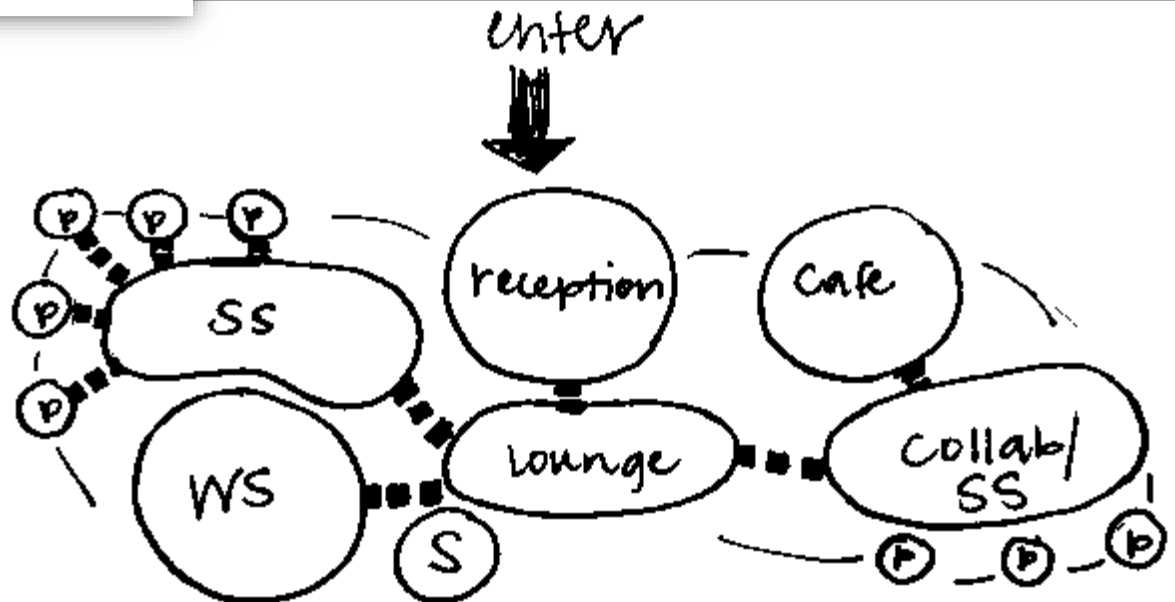


# BUBBLE DIAGRAMS

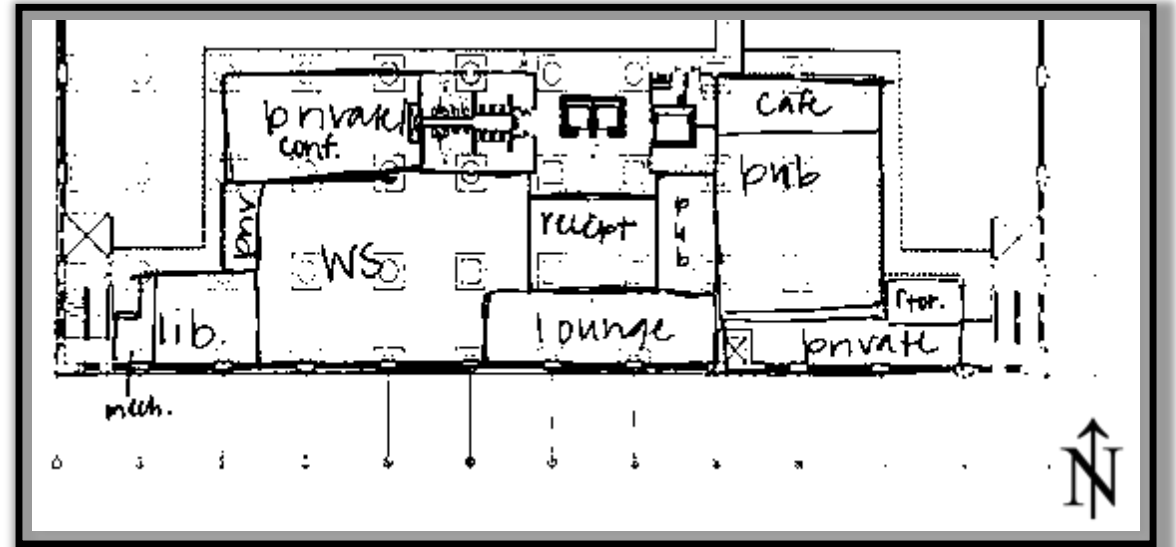
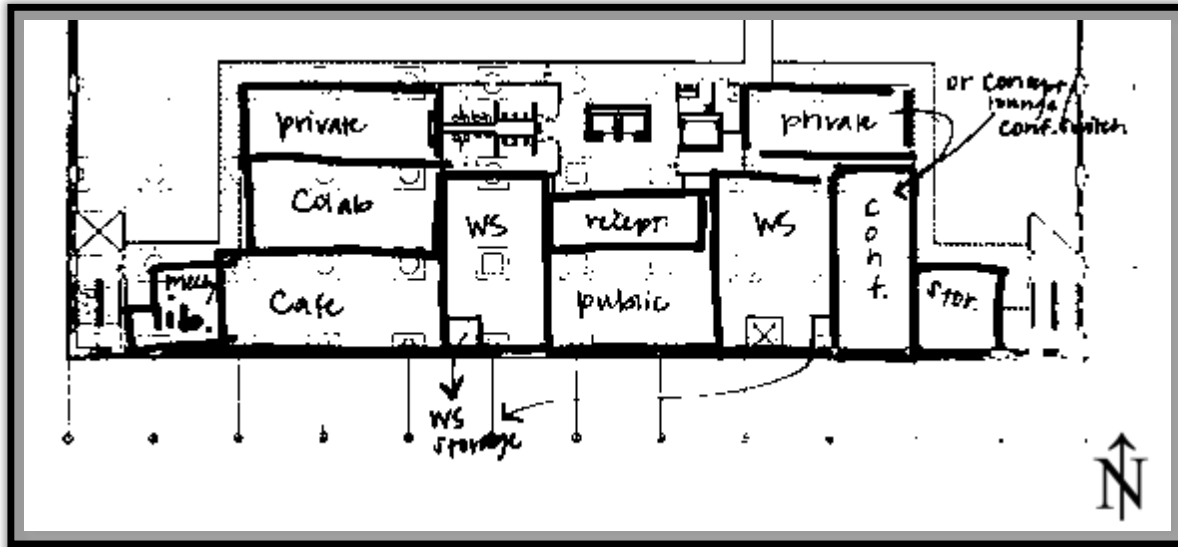


P-PUBLIC SPACE  
SS-SHARED SPACE  
WS-WORKSTATIONS  
—-OPEN ACCESS

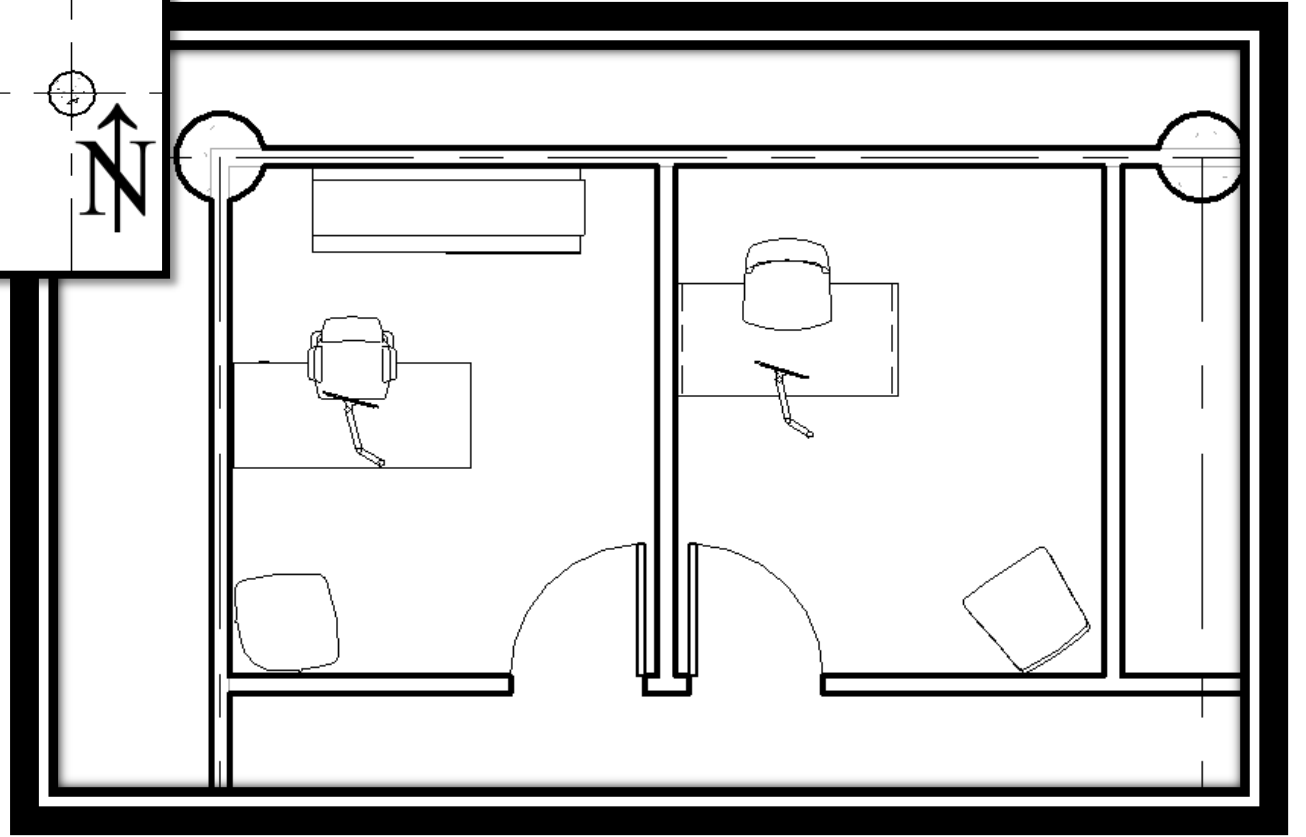
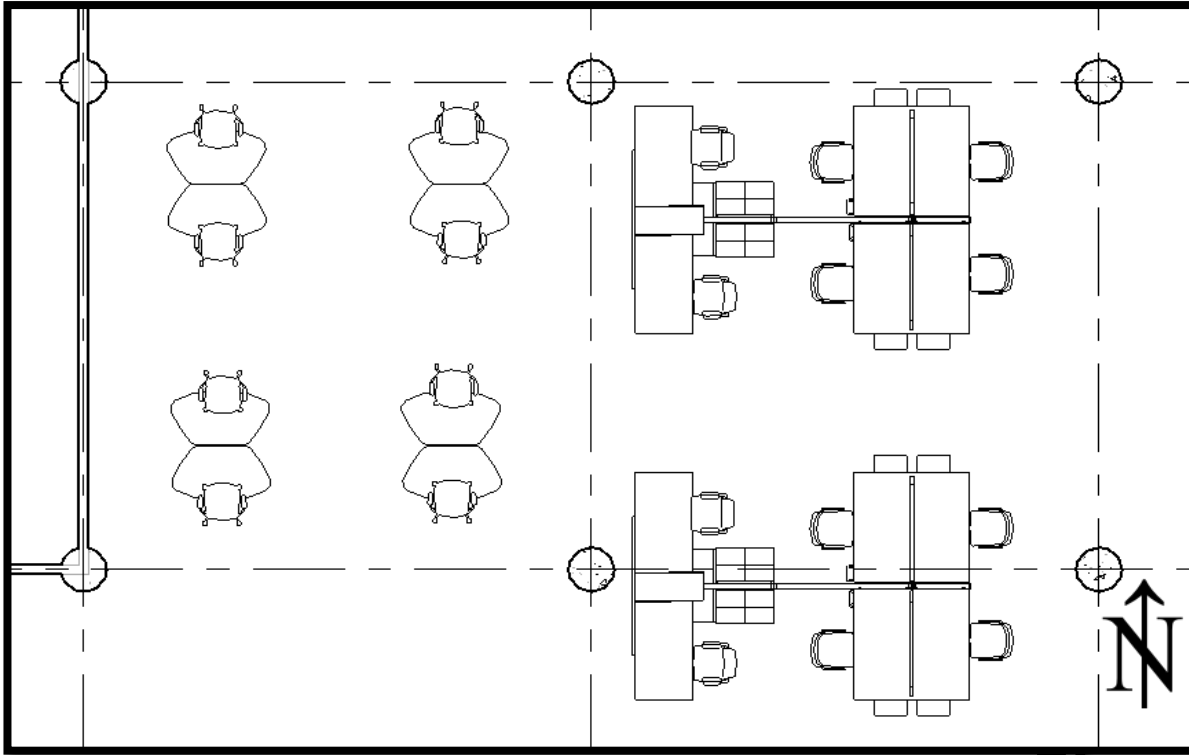
P-PUBLIC SPACE  
SS-SHARED SPACE  
WS-WORKSTATIONS  
—-OPEN ACCESS



# BLOCK DIAGRAMS



# SPACE STANDARDS



# SPACE STUDIES

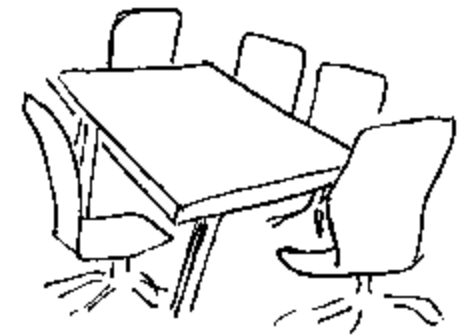
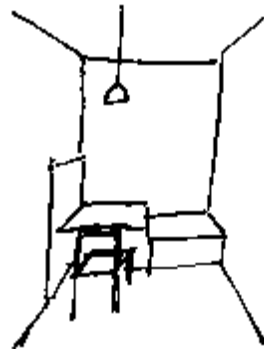
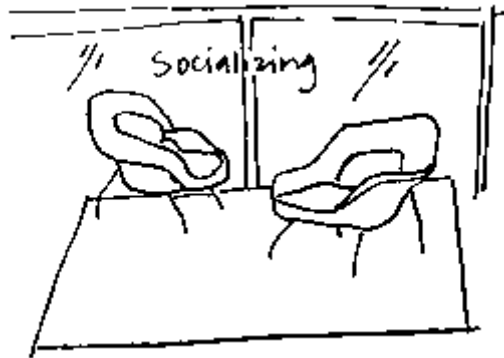
SOCIALIZING



INTENSE FOCUS WORK

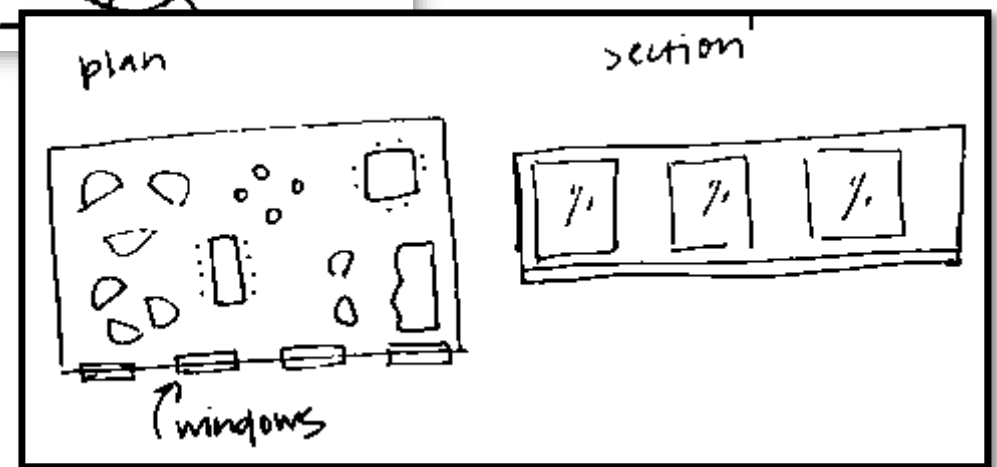
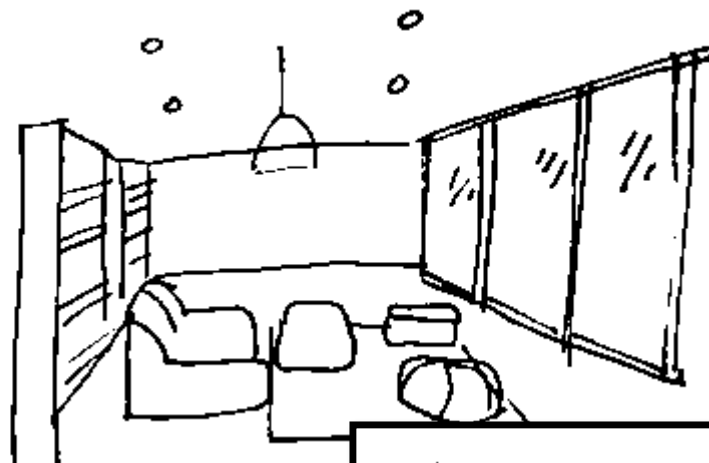


GROUP PLANNING



## SOCIALIZING

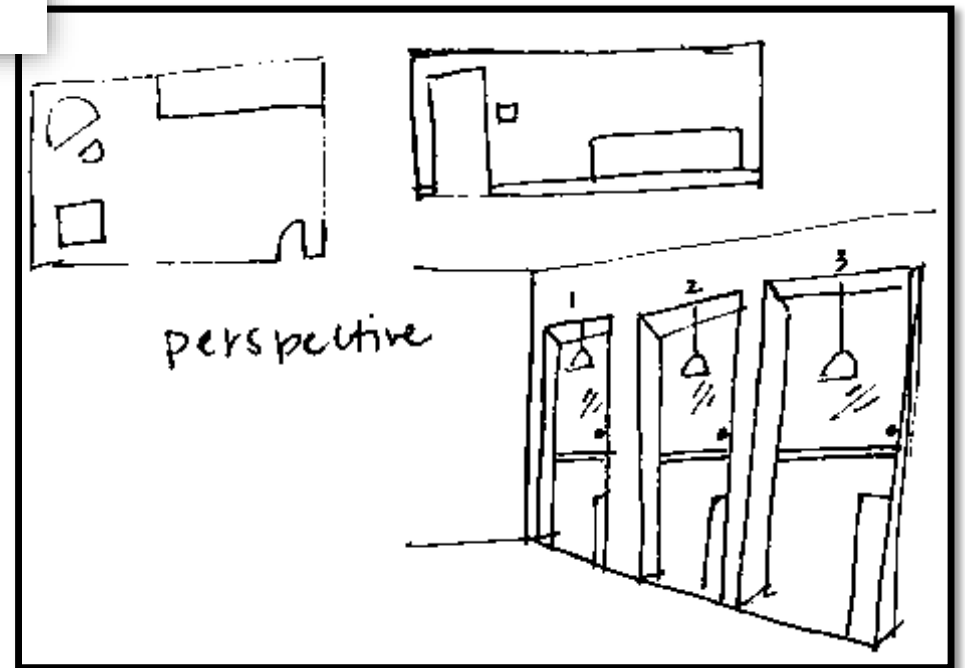
- lounge seating
- rugs
- mixed lighting, lamps
- acoustic panels, drapes, decor
- few bar ht. tables
- near windows



## INTENSE FOCUS WORK

- lighting options (bright, more dim)
- Seating → chair w/ footrest (womb chair)
- small cabinet
- frosted door
- neutral w/ 1 or 2 color pops
- mg, outlets

Small intimate  
"pr. ch. room"  
- more sound proof



## GROUP PLANNING

- large seating areas, mixed seating
- lounge seating (pods)
- bar height collab tables (outlets)
- near natural light & cafe area
- mini conference tables
- rolling chairs, soft seating, benches

- loud, colorful wall

