

Jessica Wood

Gini Clark

Reese Barkley

CLIENT IDENTITY

BUILDING DEVELOPER

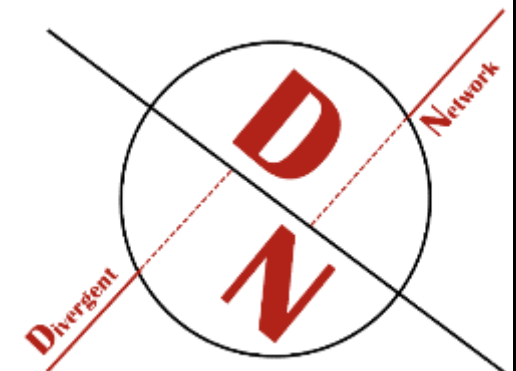
**BUILDING LOCATION: 320 RONEY STREET,
DURHAM, NC.**

- PROVIDE A CREATIVE CO-WORKING CENTER THAT OFFERS HOTELING OFFICE SPACE AS WELL AS MONTHLY LEASES.
- APPRECIATES MODERN AND TRANSITIONAL FURNITURE AND A BOLD APPROACH TO OFFICE AREAS.
- ENJOYS MIXING DIFFERENT PATTERNS AND STYLES.



FUTURE TENANTS

- **TARGETED MARKET:** REMOTE WORKERS, PEOPLE TRAVELING, FREELANCERS, STUDENTS.
- DESIGN FOR PEOPLE LOOKING FOR FLEXIBILITY, PRIVACY, AND COMMUNITY INTERACTION.



GENERATIONAL APTITUDES AND PREFERENCES

BABY BOOMERS

- LARGEST GENERATION
- LIKE TO STAY FOCUSED
- PREFER ENCLOSED WORK SPACES

GENERATION X

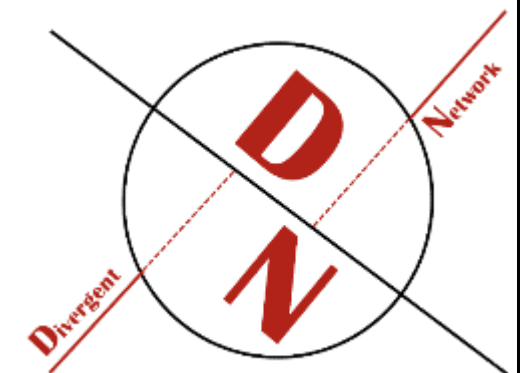
- ATTRACTED TO SMALLER BUSINESS
- ENJOY FLEXIBILITY IN THE WORK PLACE

GENERATION Y

- USE A LOT OF TECHNOLOGY
- WANT TO CHOOSE FROM A VARIETY OF DIFFERENT WORK SPACES
- WORK BEST IN A WELL-DESIGNED SPACE

TRADITIONAL/BUILDERS

- OLDEST GENERATION IN THE WORKPLACE
- CONSERVATIVE
- DISCIPLINED
- HIGHLY DEDICATED
- LOYAL WORKERS



SOCIAL BEHAVIOR IN THE WORKPLACE

A POSITIVE WORKPLACE SHOULD PROVIDE THE FOLLOWING:

- POSITIVE VALUES
- RELAXED AND POSITIVE ATMOSPHERE
- OPEN AND HONEST COMMUNICATION
- COMPASSION, RESPECT, AND UNDERSTANDING
- COOPERATION AND SUPPORT
- A SENSE OF HUMOR
- FLEXIBILITY
- POSITIVE REINFORCEMENT
- AN EMPHASIS ON HEALTH, FAMILY, AND THE ENVIRONMENT

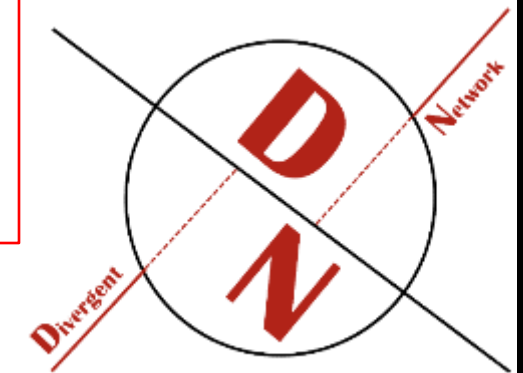
SOCIAL (HUMAN) BEHAVIOR:

- **EMPLOYEE BEHAVIOR:** REFERS TO THE WAY IN WHICH EMPLOYEES RESPOND TO SPECIFIC CIRCUMSTANCES OR SITUATIONS IN THE WORKPLACE.
- **WORKPLACE BEHAVIOR:** PATTERN OF ACTIONS AND INTERACTIONS OF THE MEMBERS OF AN ORGANIZATION THAT DIRECTLY OR INDIRECTLY AFFECT ITS EFFECTIVENESS.

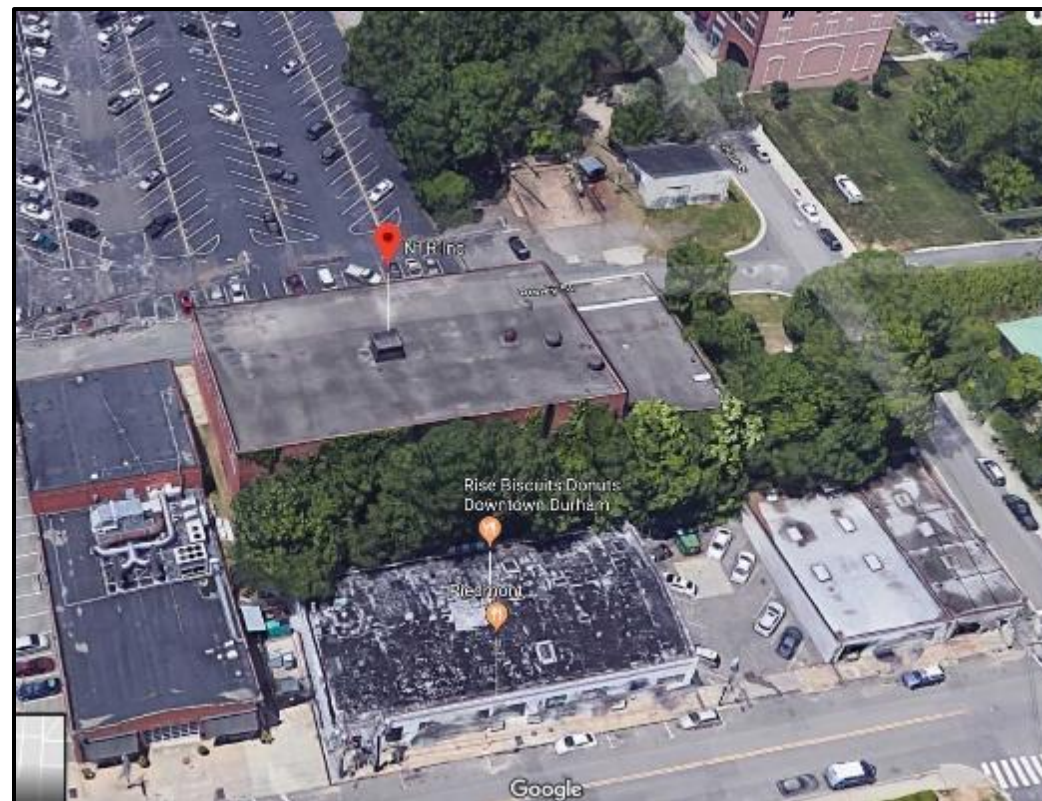
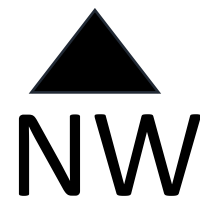


TYPES OF BEHAVIOR IN THE WORKPLACE

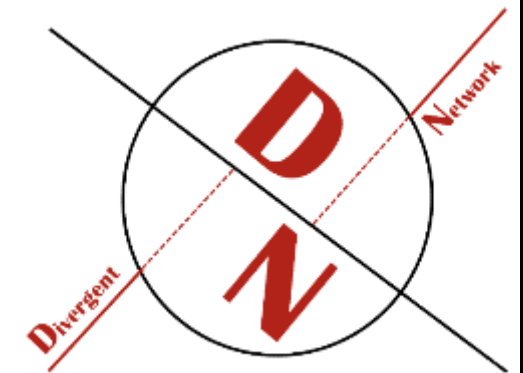
- **THE COMMANDER:** EXEMPLIFY GREAT DRIVE AND INITIATIVE. "TAKE CHARGE" PERSONALITIES. DOERS, NOT THINKERS.
- **THE DRIFTER:** DISORGANIZED AND UNFOCUSED. OUT-OF-THE-BOX THINKERS.
- **THE ATTACKER:** NOT VERY COOPERATIVE. WORKS BEST INDEPENDENTLY.
- **THE PLEASER:** MORALE BOOSTERS. GOOD PEOPLE SKILLS.
- **THE PERFORMER:** DOESN'T DO MUCH WORK BUT PERCEIVED AS DOING A LOT OF WORK.
- **THE AVOIDER:** LIKES TO WORK ALONE IN QUIET SPACES. LOW PROFILE.
- **THE ANALYTICAL:** NEEDS A LOT OF SPACE TO SPREAD OUT TO DOUBLE CHECK THEIR WORK. CAN FEEL OVERWHELMED WHEN SURROUNDED BY PEOPLE.
- **THE ACHIEVER:** WELL LIKED IN THE OFFICE. LOVES TO CONSULT IDEAS WITH OTHERS.



SITE INFORMATION



MINIMAL SUNLIGHT WILL ENTER THROUGH THE WEST SIDE OF THE BUILDING



SITE INFORMATION

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SW



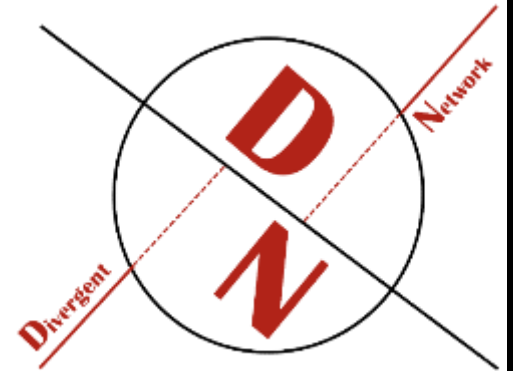
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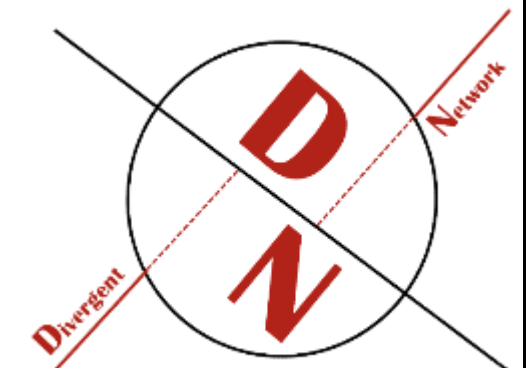


CONCEPT STATEMENT

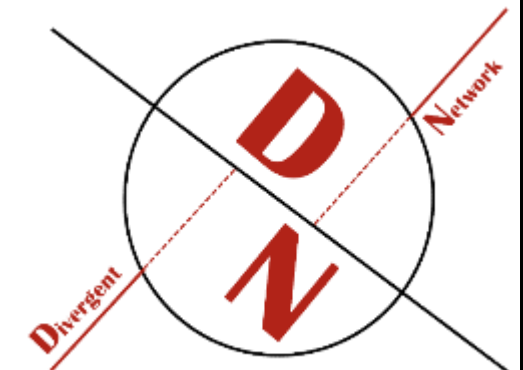
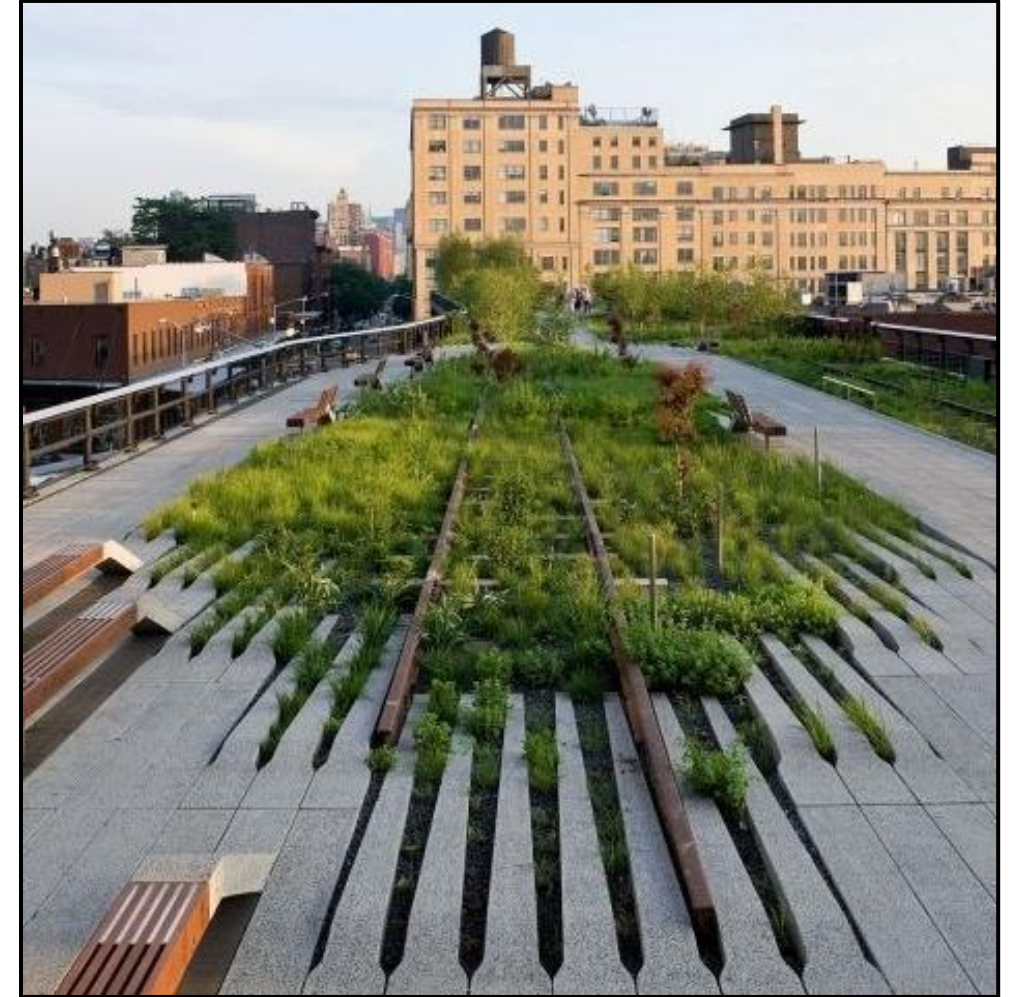
THE DESIGN FOR THE DOWNTOWN DURHAM CO-WORKING SPACE WILL BE BASED ON THE GRAPHIC OF THE METRO SYSTEM MAP. THE CONCEPT OF HAVING A SHARED ENVIRONMENT WHERE NON-AFFILIATED PEOPLE COME TOGETHER TO WORK INDEPENDENTLY, YET SHARE THE SAME VALUES, MIMICS THE SYSTEM OF THE METRO.

DESIGN GOALS

- THE DESIGN WILL INCORPORATE **WAYFINDING** TO MIMIC THE DIFFERENT METRO LINES.
- **MOVEMENT** BE SHOWN THROUGHOUT THE SPACE.
- THE CONCEPT OF **EMERGENCE FROM THE UNDERGROUND** WILL BE IMPLEMENTED IN THE DESIGN.



INSPIRATION IMAGES



PROGRAM

Diverget Network

PERSONNEL

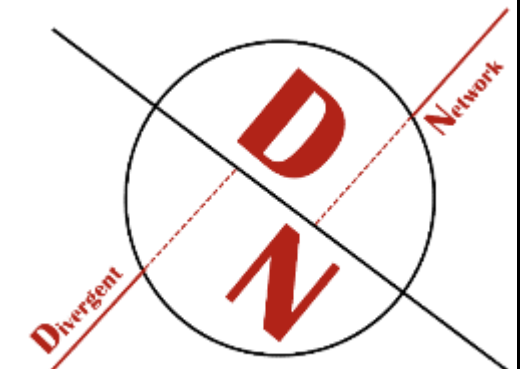
Position	Support/Equipment		Unit Square Ft.	Extended Sq. Feet	Location	Notes
	Current	Future				
Receptionist	0	2		0		Included in Reception Sq. Feet
Building Director	0	1	0	0		
				0		
Cubicles	0	20	36	720		
Cubicles	0	20	64	1280		
				0		
				0		
				0		
				0		
				0		
				0		
				0		
Personnel Totals:	0	43		2000		

Department Summary Information:	
Personnel	2000 Square Ft.
Equipment	9138 Square Ft.
Sub Total:	11138 Square Ft.
Circulation	1.54
Total Program Usuable	17152.5 Square Ft.
Total Plan Usuable	20179 Square Ft.
Suite 1000	9929 Square Ft.
Suite 2000	7282 Square Ft.
Suite 3000	2968 Square Ft.

Interviewee:
 Interview Date:
 Revision Submitted:
 Sign Off:

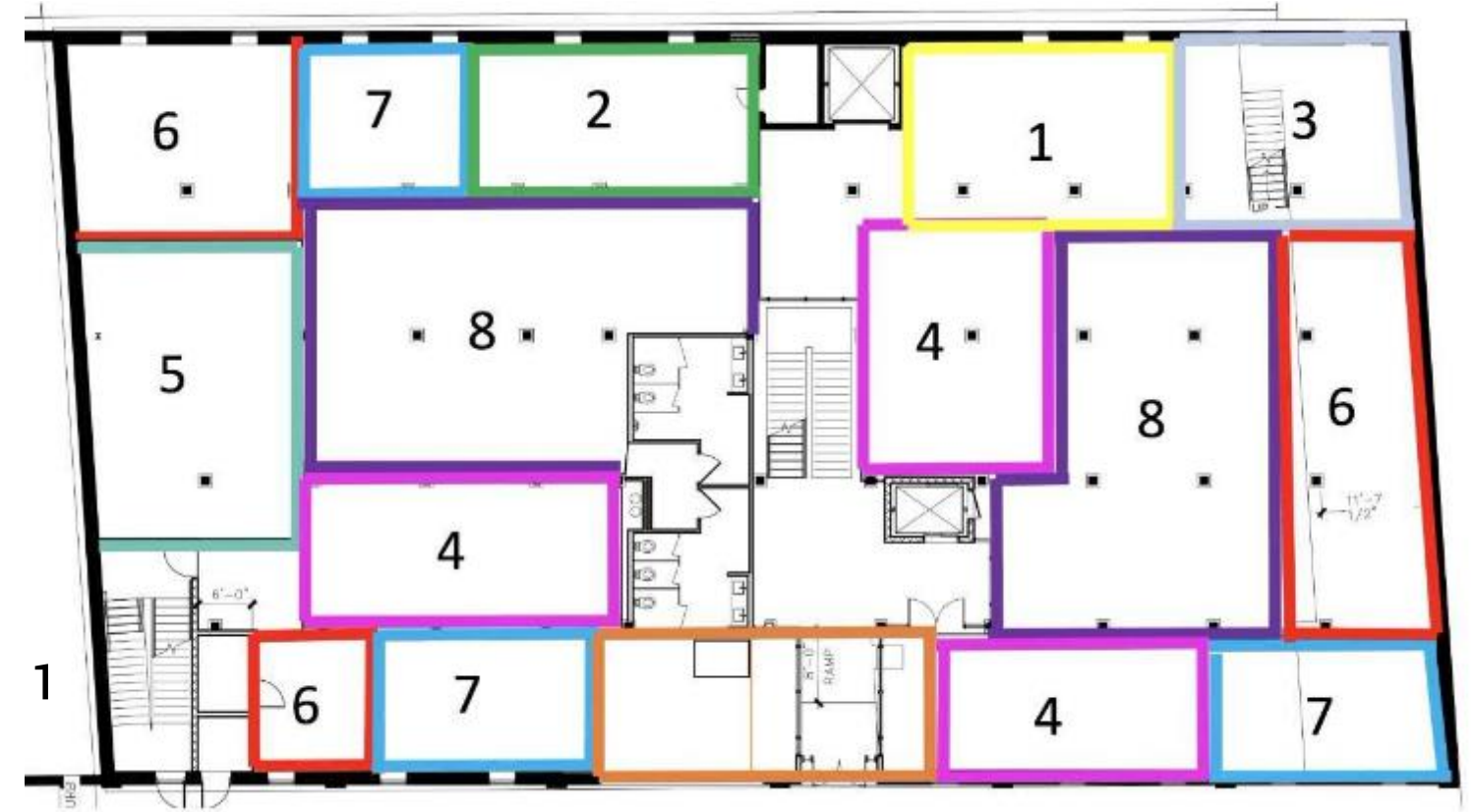
SUPPORT/EQUIPMENT SPACES

Space	Support/Equipment		Unit Square Feet	Extended Sq. Feet	Location	Notes
	Current	Future				
Reception	0	1	300	300	Front of building	Waiting for 10, TV's
Board Room	0	2	450	900		
Medium Conference Room	0	5	300	1500		
Small Conference Room	0	5	120	600		
Private Offices	0	10	120	1200	Near conference rooms	
Work Room	0	1	200	200	Central location	Copy, fax, mail
Recreational	0	2	1000	2000		
Lounge	0	2	400	800	Spread throughout	Open space
Coffee Bars	0	2	24	48	Spread throughout	
Break Room	0	1	600	600	Central location	Full kitchen, seating
Phone Rooms	0	6	40	240		
Bleacher Seating	0	1	450	450	Central location	
Storage Closet	0	2	100	200	Located on both levels	
Janitors Closet	0	1	100	100		
Support Totals:				9138		

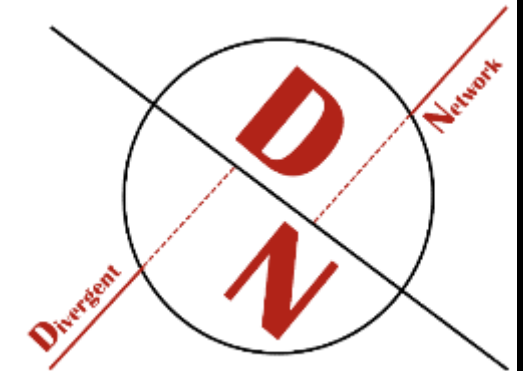


BLOCK DIAGRAM 1

FLOOR 1

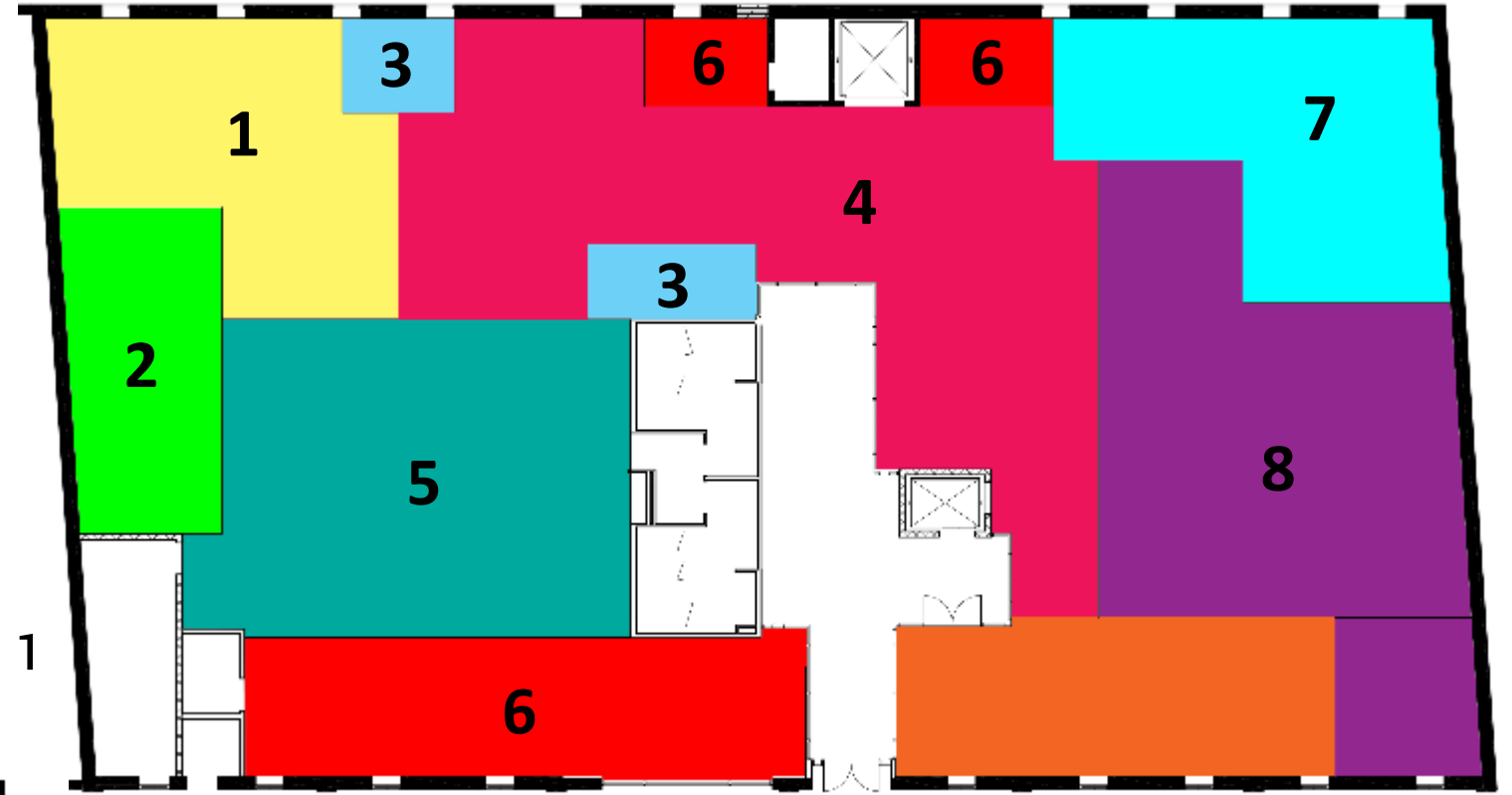


FLOOR 2



BLOCK DIAGRAM 2

FLOOR 1



FLOOR 2

