

Creating a Unique Identity in a Sea of Creative Office

Three key design considerations to create an authentic sense of place for commercial real estate

By Jinger Tapia, Principal, Design, Ware Malcomb

Today tenants and occupants are not only looking for amenity spaces, they are wanting a truly authentic experience. When designing for commercial real estate, the task at hand is to create authenticity around campuses and workplace environments. Whether indoor or outdoor, the goal is to create spaces and amenities that are utilized and truly function for work. Drawing inspiration from the surrounding neighborhood and designing to a specific tenant profile will give a property a unique identity in the creative office marketplace.

Location

A project's site is an extension of the workplace and everyone's first impression. Understanding site context, such as adjacent food options, public transportation options, and environmental influencers aids the designers in curating a complementary and unique campus experience. Designing to the site context creates a strong connection between the project and surrounding community. This reinforces and strengthens a project's sense of place, ultimately creating authenticity.

Tenant Profile

Who is the target audience for the project? Developing a tenant profile allows the design to be geared towards a specific type of tenant and user. This increases the possibility that planned amenities will be utilized, functional and become a true extension of the workplace.

Armed with a tenant profile and property research, designers can more effectively work with the development team to uniquely brand a project, setting it apart from its competition.

End User Goals

The average office square footage per employee has shrunk 9% in the past seven years according to commercial real estate tracker CoStar Group.

In most markets, the average end user requires office space ranging between 3,000-5,000 SF.



Expanding the connection between indoor and outdoor environments



Creating a sense of place

One common question among all companies is: How do you compete with the "Googles" of the industry for talent? Attracting and retaining top tier talent is a priority for many clients.

Layering in hospitality-inspired amenities based on site context, tenant profiles and branding strategies will provide a unique, rich workplace to complement a firm's overall employee attraction and retention strategy. The resulting hospitality-like vibe brings employees out of the typical work environment and allows them to socialize and interact with their peers.

With endless amenity options today, understanding the location, tenant profile and end user goals is key to designing a unique property. Ware Malcomb excels at leveraging these three design considerations to create an authentic user experience.

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