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A Corporate Headquarters for GULF POWER COMPANY

PENSACOLA, FLORIDA

Steven F. Sommer SPRING 1985

A CORPORATE HEADQUARTERS FOR
GULF POWER COMPANY

STEVEN F. SOMMER

SPRING 1985

A terminal project submitted to the faculty of the College of Architecture, Clemson University, in partial fulfillment of the requirements for the degree of Master of Architecture.

[redacted]

Committee Chairman

[redacted]

Committee Member

[redacted]

Committee Member

[redacted]

Committee Member And
Head, Department of Architectural Studies

[redacted]

Dean, College of Architecture

667565

DEDICATION

To : Jesus Christ, my strength & Savior,

Lynne, my loving wife,

Mom and Dad, my supportive parents.

667565

ACKNOWLEDGEMENTS

I would like to express my deepest appreciation to the following people for their input, encouragement, and labor.

Special thanks are due to committee members Alumni Professor Peter R. Lee, Professor Yuji Kishimoto, and Professor Kenneth J. Russo and Committee Chairman Professor Frederick G. Roth.

Thanks also to Charles Jordan and Ernie Connor of Gulf Power Company, Bob Cordes of Southern Company Services and Sid Daniell, AIA, of Thompson, Ventulett, Stainback & Associates.

Special thanks to all my sixth year classmates and friends who contributed to this effort.

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David Taylor
Gil Stewart
Clark Templeton
Jeff Bulla
Timmy and Kenyon Powers
Freddie and Laurie Sons
Norman Reeves
Jeff Berg
Mark Hitchcock
Pam Purcell

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PROBLEM STATEMENT

PROBLEM STATEMENT

In August 1983 the Gulf Power Company, regional producer and supplier of electricity to the Northwest Florida area, announced that it would construct a new corporate headquarters building in Pensacola, Florida to replace its existing dated and overcrowded facility. This new building will enable the company "to consolidate its currently separated corporate operations as well as meet future spatial needs".[1]

A bayfront site has been selected by Gulf Power as the location of the headquarters building just east of the Downtown Central Business District. A major portion of this site was already owned by Gulf Power and additional parcels have since been acquired. The company feels the bayfront location will provide a convenient setting for its operations and that construction in this area will aid the revitalization efforts of the City of Pensacola.

The new facility will consist of approximately 200,000 square feet of space which is expected to meet projected demands to the year 2010.

This Master's Project will consist of an analysis of the proposed building site, an examination of corporate activities and the compiling of

a program of spatial needs, and the preparation of a design proposal for the headquarters building responsive to these criteria.

INTRODUCTION

INTRODUCTION

The Corporate Headquarters is the workplace of the senior executives and the administrative center of all company operations. As such, it symbolizes the company. It becomes a "device for communication"[2] to its employees and departments, to its visitors, customers, suppliers, and competitors. It speaks to the general public "whose picture of what the organization is, or should be, has become so vital a matter of concern to every modern organization".[3] No one will deny that a positive "image" is a vital possession for any organization hoping to be successful in today's marketplace.

The move to a new space is an extraordinary opportunity to re-evaluate the organization of the company. Internal functions and relationships can be improved by the design of the new physical layout which reflect past or expected changes in the company. Ideally, an office should be "an instrument to further the best interests of the organization occupying it."[4]

The Corporate Headquarters is a one-of-a kind facility, designed for "sophisticated men and women who nearly always have a sharp

perception of what they want and need".[5] The well-designed headquarters should provide a creative and fresh environment for those who are charged with seeing that the company grows and prospers.

GULF POWER COMPANY

Origins and Growth

By the turn of the century, the eastern seaboard of the United States had a highly developed electrical system with most of the country following its example. But the times in Northwest Florida were moving a little slower and the area had only a few small, isolated, individually operated generating facilities to provide power for lumber yards, ice plants and local transportation systems.

Gulf Power Company was formed in 1925 to meet the needs of the area by Southeastern Power and Light Company, now the Southern Company. Gulf Power became an actual operating public utility in Pensacola when the Pensacola Electric Company was absorbed in May 1926.

The objectives of the new company were to:

1) increase efficiency so as to lower rates (then $.13 per kwh)
2) increase the geographical service area beyond the Pensacola / Chipley area (then 7366 customers)
3) Absorb smaller, less efficient electric companies.
4) encourage and promote a wider understanding and use of electricity.

Having access to generation resources of its sister companies to the north by a major line installed in 1927, Gulf Power concentrated on expanding its transmission and distribution system. By 1939, it had 17,755 customers including many new large industries and the Naval Air Station at Pensacola.

With the transmission system nearly complete and much new growth spurred in the area by World War II, Gulf's first generation plant went on line in 1945 starting the area towards energy self-sufficiency. The number of customers had grown to 45,000.

During the 1950's, demand for electricity continued to increase as the Florida Panhandle grew. Due to widespread use of air conditioning during this time, an imbalance in summer vs. winter load on capacity developed. This led to expensive inefficiencies for the company and a new goal to promote more equal year-round use in the sixties through the promotion of electric heating systems, electric ranges and total electric systems. As this goal was met, demand equalized.

New nationwide economic and social factors in the sixties, such as environmental awareness, higher inflation and government regulation directed Gulf Power to set a new direction for its future; that is, for promotion of energy and resources, conservation and management.

Gulf Power has done much toward attaining its new goals. Its customer awareness programs stress using electricity wisely and efficiently in all homes across its service area through the use of more efficient appliances, increased insulation and using less electricity during peak demand hours. Gulf has increased its own productivity through upgrading the efficiency of its generating plants and general operation techniques. As fixed costs have increased over the years, both management and employees have demonstrated again and again their considerable talent and dedication to achieving high levels of performance with more limited resources.

Current Organization

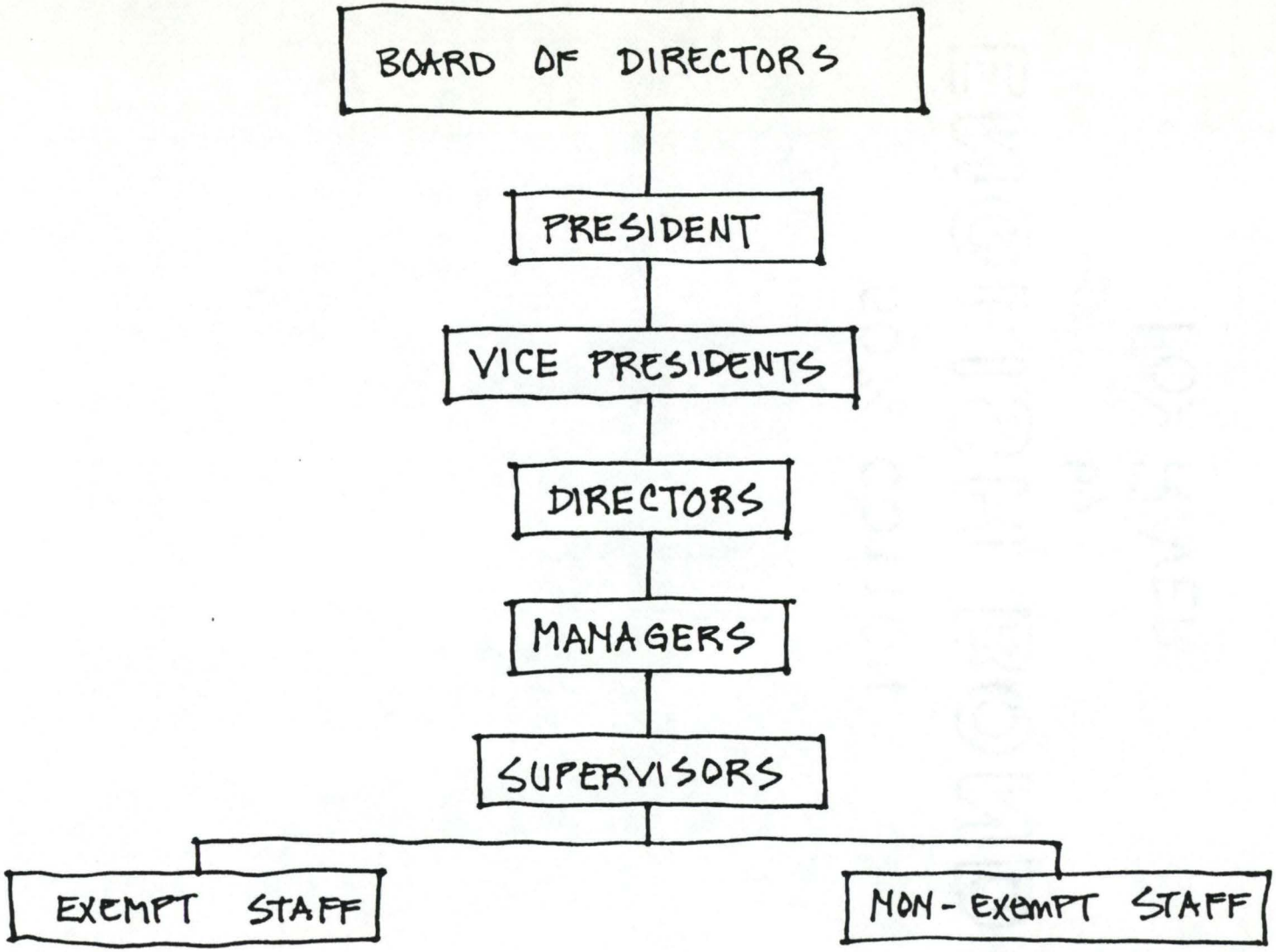
Gulf Power is a subsidiary of the Southern Company, parent firm of four electrical utilities serving over 10 million people in most of Alabama and Georgia as well as Northwest Florida and Southeast Mississippi. Together, "these companies make up one of the most efficient and reliable investor-owned electric utility systems in the nation".[6] Gulf looks to its parent firm for coordination with the other subsidiaries and technical and managerial support.

A board of directors sets policies, reviews the operations of the company and elects officers to see that their policies are carried out. A President / Chief Executive Officer coordinates the activities of the Vice Presidents of each section of the company. Section directors receive reports from department managers and unit supervisors.

The management sets policies and procedures to insure that the company's operations are within the high standards of business ethics and professionalism. Policies and procedures are also set to "maintain the company's financial viability, ensuring a reasonable rate

of return on investment to share holders, but most importantly, providing adequate and reliable electrical service to its customers at a reasonable cost".[7] Both management and employees work together to improve company performance and increase individual productivity. It is also company policy to seek out and develop the talents of employees to provide strong leadership for the future.

Gulf's present corporate operations have 435 employees located in eleven different locations in Pensacola other than its existing Pace Boulevard Facility constructed in 1958. Consolidation of corporate operations under one roof will increase efficiency and reduce expenditures for leasing and non-common facilities.



ORGANIZATIONAL CHART

Components And Services

Gulf's corporate operations include accounting and computer processing activities as well as engineering planning & control and corporate planning functions. The company is broken into three divisions to best serve each geographic area, each having its own appliance sales and service department, line maintenance and repair service, and training facility. Gulf Power operates four coal fired generating plants with a combined capability of almost 2 billion killowatts. In order to deliver this electricity to its customers, Gulf maintains 117 substations, 1,500 miles of transmission line, and 4800 miles of distribution line.

Gulf Power serves 205,000 residential and 27,000 commercial and industrial customers in the Northwest Florida area with adequate generating capacity to meet peak demands and necessary installation and maintenance of all power lines.

For nearly 10 years, Gulf Power has worked with architects, builders, manufacturers and owners to ensure that new residential

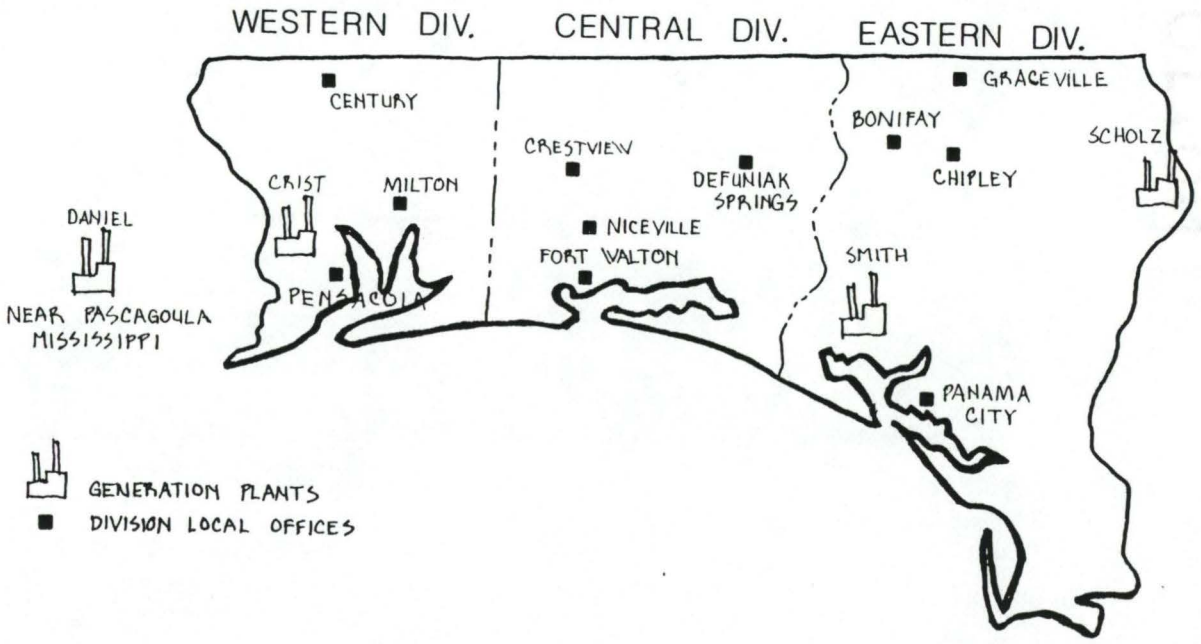
units would be built to the highest standards of energy efficiency. Since 1976, over 20,000 customers have subscribed to these energy conservation standards. Gulf also promotes energy conservation through its advertising, by offering free energy consumption checks and through the design of its own new facilities. Direct assistance is provided to low-income and elderly customers to modify their residences to be more energy efficient.

As part of the Southern Company, Gulf is engaged in advanced research to test the potential of alternative energy sources and innovative energy saving features.

Over 1500 Northwest Floridians are employed by Gulf Power over its nine county service area, receiving over $37 million in wages per year. Over $735 million has been invested in facilities within the service area.

Gulf Power is concerned with the impact its operations have on Northwest Florida, including when it builds its new headquarters in Pensacola. One of the major reasons for deciding upon the Bayfront

site is that the company sees bayfront construction as a means to contribute to the city and the redevelopment of the Gateway District.



SERVICE AREA

Future Projections

As the population of Pensacola and the Northwest Florida area continues to grow, Gulf Power is making plans to keep pace with their customer's electrical demands. Having just under 100,000 customers in 1960, Gulf now serves over 230,000 and expects this figure to grow to 400,000 by the year 2010. With this increase, Gulf plans to add to its physical plant facilities and to staff them appropriately. The increase in the number of corporate operations employees from under 265 in 1978 to 435 in 1983 to an expected 975 employees by 2010 shows the company's commitment to growth. Factors affecting this growth are the number of personnel required to gather and process information requested by monitoring government agencies and the addition of new departments, such as Corporate Planning and Governmental Affairs, which have been created to provide management with the information it needs to guide the company's growth into the 21st century.

PENSACOLA , FLORIDA

PENSACOLA, FLORIDA

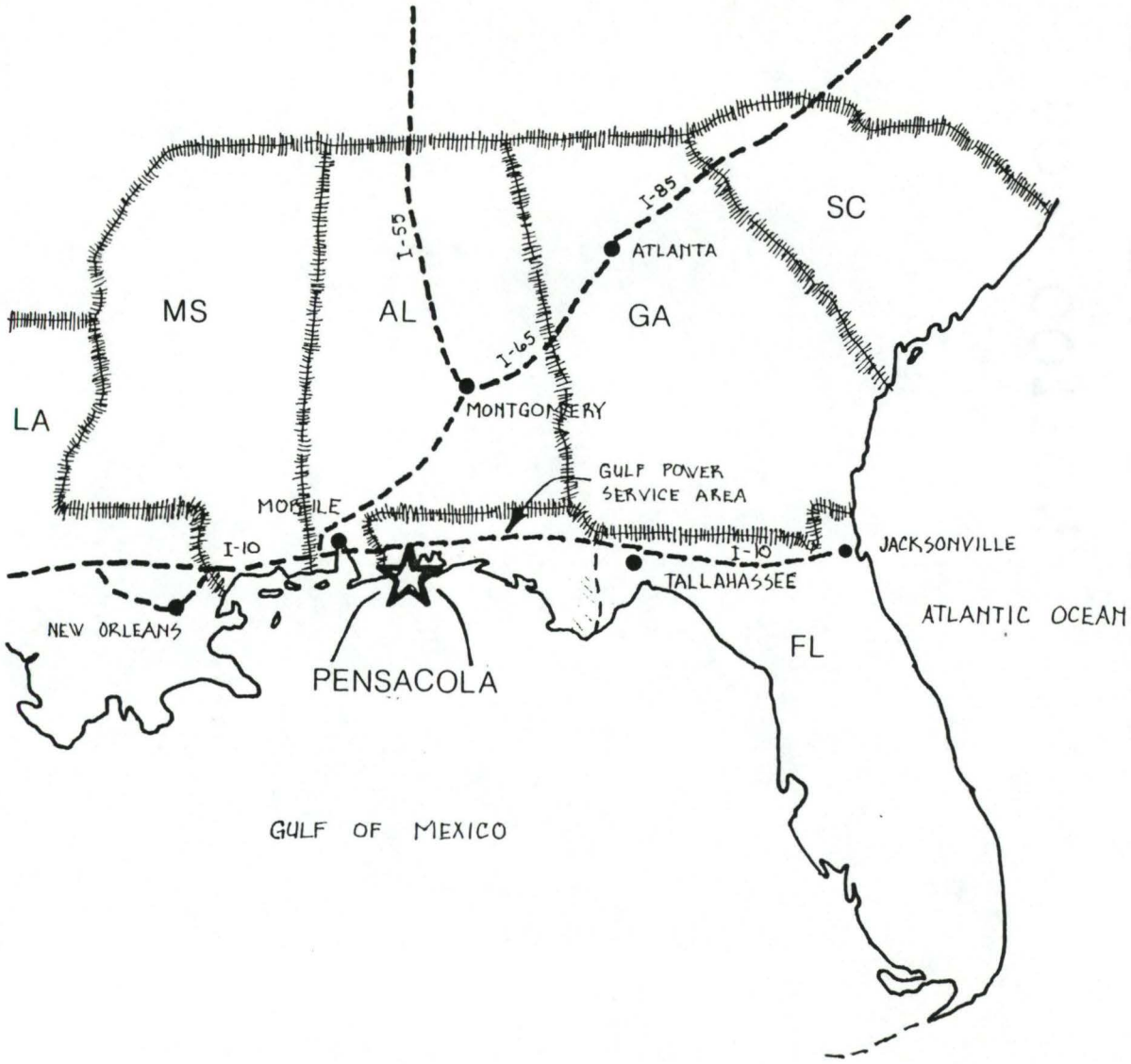
Setting and Environment

Pensacola is located in the extreme northwest corner of Florida, roughly 200 miles from Tallahassee, Fl., New Orleans, LA., and Montgomery, Al., to the east, west, and north, respectively. Atlanta, Ga. is 350 miles to the northeast. The city is bounded by two large expanses of water, Pensacola Bay to the south and Escambia Bay to the east. The natural deep water harbor is protected from storms from the Gulf of Mexico six miles to the south by Santa Rosa Island, which acts as a natural breakwater. The gently rolling, sandy slopes of the area vary in elevation up to one hundred and twenty feet above sea level.

The Pensacola Standard Metropolitan Statistical Area (SMSA) consists of Escambia and Santa Rosa counties, the two westernmost Florida panhandle counties. These counties extend approximately fifty miles from the Gulf of Mexico to the Alabama border and includes over 1800 square miles, 23 of which make up the city of Pensacola. Population in 1980 of the SMSA reached 290,000 which included 57,500 inhibitants in Pensacola and an additional 115,000 within a ten mile radius of the city.

Pensacola, situated in a warm temperature zone, enjoys the climate typical of the upper gulf coast area. Winters are relatively mild at 53 degrees F average and summer heat is tempered by prevailing southerly winds of the Gulf with summer temperatures averaging 82 degrees F. At 30 degrees 28' latitude and 87 degrees 11' longitude, Pensacola enjoys an average annual 66% sunshine. Average yearly rainfall is 61.16", or 5.10" per month and average relative humidity is 75%. Unusual weather phenonoma such as hurricanes and tornadoes have occured, but are far less frequent than elsewhere along the coast.

Short and long needle pines abound in the area with large stands of live oak. Marshes are abundant where the slow moving rivers meet the sea. A natural aquafer provides an abundant water supply.


MS
AL
GA
SC
LA
I-55
I-85
I-65
ATLANTA
MONTGOMERY
GULF POWER
SERVICE AREA
MOBILE
I-10
I-10
JACKSONVILLE
TALLAHASSEE
NEW ORLEANS
PENSACOLA
FL
ATLANTIC OCEAN
GULF OF MEXICO

REGION

History and Development

Pensacola was first founded by the Spanish in 1559, six years before the settlement of St. Augustine, Florida. After two years it was abandoned and not again resettled until 1698. From 1719 to 1722 the French ruled. Returning to Spanish control, by 1760 commercial shipments of timber and naval stores were started and bricks were being made.

The Treaty of Paris of 1763 made Pensacola part of the British Empire and it became the capital of prospering West Florida which extended from the Apalachicola River to the Mississippi and northward to the area around present day Montgomery, Alabama. Pensacola's present downtown street layout and lot sizing is attributed to the British. During the time of the American Revolutionary War, British West Florida was exporting many items such as lumber, ship masts and spars, skins, naval stores, and Indigo in great quantities. Production continued after another Spanish siege and takeover

in 1781. Transfer documents between the Spanish and General Andrew Jackson were signed in Pensacola on July 17, 1821, making West Florida part of the United States, and a naval yard was started in 1825. Many new fortifications were constructed along the Gulf Coast using bricks made in Pensacola from local clay deposits. In 1862, Confederate troops evacuating Pensacola burned what is thought to have been up to fifteen major lumber mills and brick factories along the Escambia Bay coastline. Union troops controlled the area throughout the war.

Reconstruction brought the revival of industry to the area and resulted in a major timber boom by 1870 along with coal loading and red snapper fishing. This general prosperity continued into the early twentieth century, but decline came as the forests were decimated, the fishing depleated and as the depression started. Storms and fires also devastated the port area.

During the 1940's, the military played a major part in Pensacola's recovery with the new importance of the aircraft carrier and pilot training program at the Naval Air Station. The station is now the

Navy's headquarters for naval education and training with all Navy and Marine pilots coming through Pensacola for instruction.

Other major industries which developed since the 1940's are chemical, textile and lumber products production. Agriculture is based on the growing of pine trees, soybeans, corn and wheat blends. The community actively seeks to attract new and diverse industries to supplement its economic base. Tourism in the area has dramatically increased due to expanding public awareness of area beaches and history. Much support is being given by both public and private concerns for continued future development.

City Patterns and Movement Systems

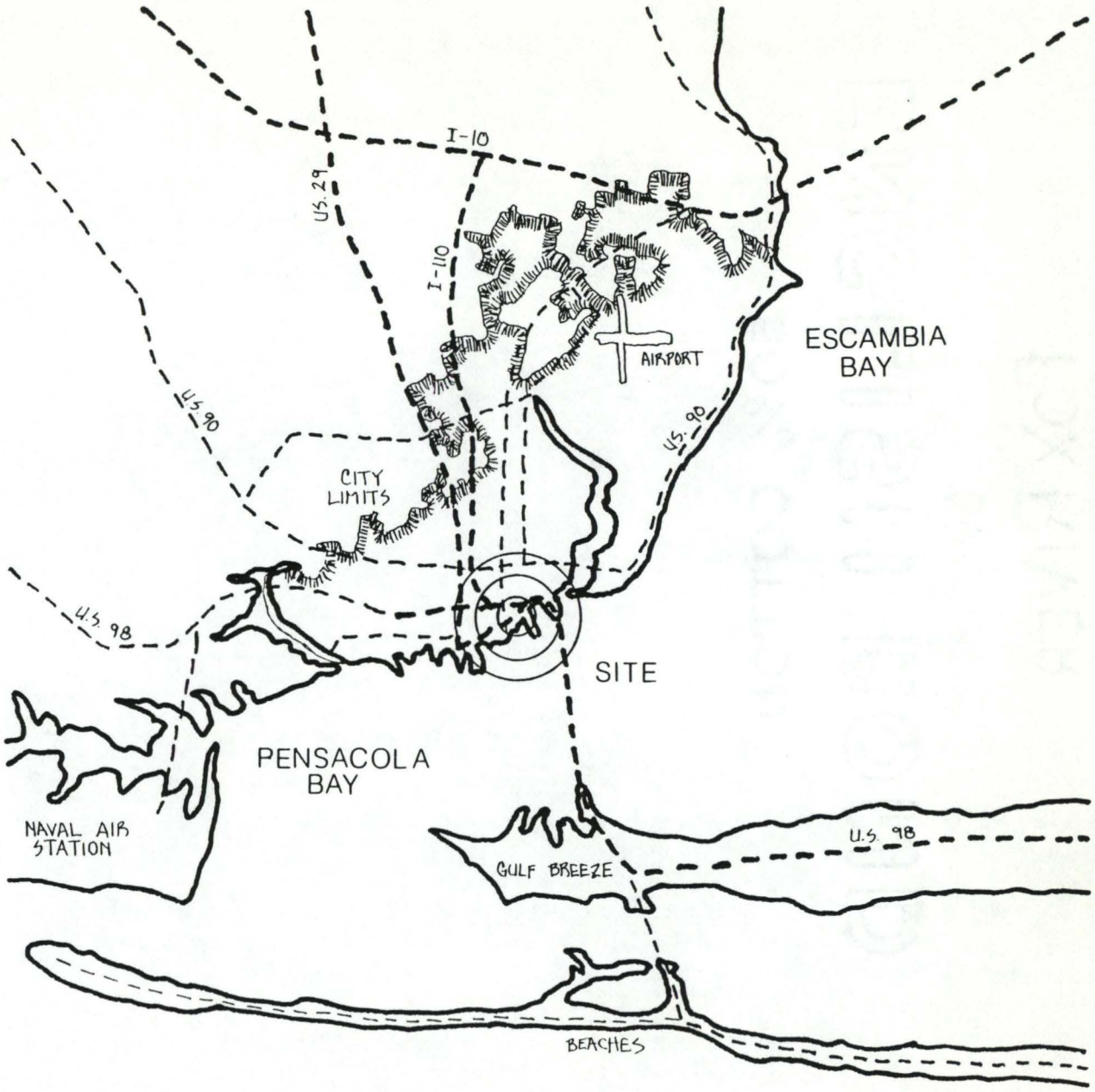
Since the earliest efforts of the Spanish settlers, life at Pensacola has revolved around the water. Everything coming to or going from the city moved principally by water and this activity has always centralized at the port. As noted, the British first gave some order to the surrounding dwelling areas around the fortifications by laying out a rectilinear block and street system. This was expanded upon up into the North Hill and East Hill areas through the 1940's. Further development, mostly residential in nature, continued north from the city center in the typical subdivision manner of the 1950's. The city limits were not changed to reflect this growth from the original boundaries set in 1821 by Andrew Jackson until 1953 which increased the city size from 10 square miles to approximately 17 square miles. This radial development encompassed new activity centers, such as the airport, new hospitals, shopping areas and their surrounding land uses. Today, this ad-hoc growth is reflected by land use maps, but it is still clear that the major commercial core is best represented by the existing downtown area. Future planning goals developed by the city place

special emphasis on reviving the downtown core as a place where the population will both live and work in a healthy, culturally active environment. It is planned that through the designation of special and historic districts, such as the Seville Square Historical District, Palafox Place redevelopment and the Gateway Redevelopment District, future development will both harmonize with and compliment existing historic and commercial patterns.

Pensacola is linked with other regional centers through extensive and well developed transportation systems. Frequent connections can be made with Atlanta, Tampa, and Houston by air service from the municipal airport. Railway freight lines serve the area and have spurs leading directly to the port facilities which serve ships from around the world. Many barges stop in Pensacola as they ply the intracoastal waterway which passes the port. National bus lines connect Pensacola with other major cities.

Pensacola is served by four major Federal highways, U.S. 90, U.S. 98, U.S. 29 and Interstate 10, which provide easy access from the north,

east or west. The Interstate 110 spur connects the city center with Interstate 10 as it passes to the north. Pensacola includes these highways with other efficient arteries to provide quick and direct access to all parts of the city. A local bus system also serves the majority of the metropolitan area while recent civic interest has prompted development of both bicycle and pedestrian routes.



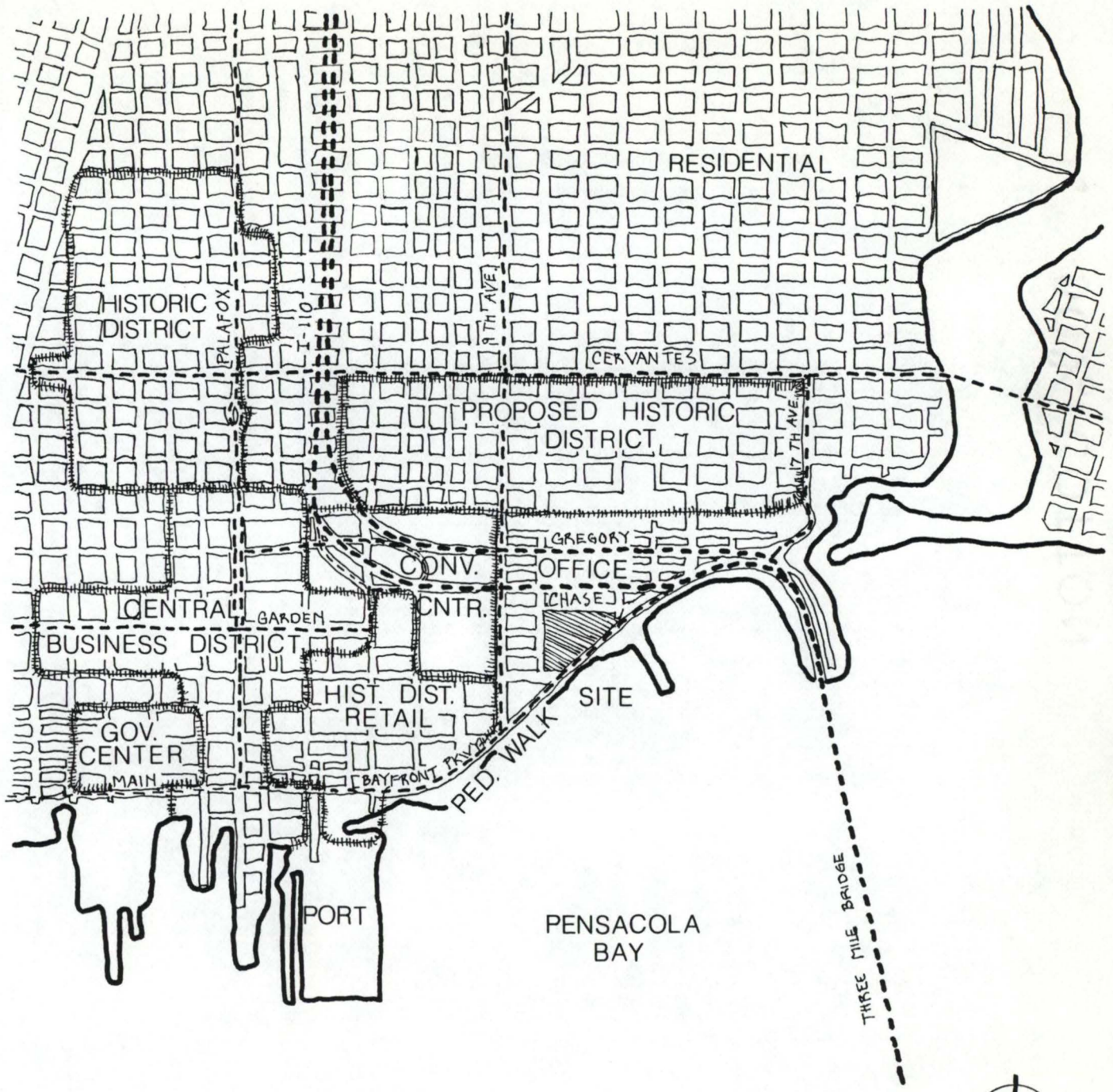
CITY and AREA

Fabric and Character

Pensacola takes pride in both its old and its new. The long and varied history of the city has produced many features which give the residents a sense of time and place and have become useful tools in promoting tourism. These features include the old residential districts with their stately manors and shady oak trees, the downtown area with its well-established business located in ornately decorated buildings, and the large, sprawling fortifications which once guarded the entrance pass into the bay. These generally take the form of low scale wood or brick structures concentrated in specific areas of the city. Upgrading of these historic areas has included new uses, interior and exterior rehabilitation, brick paving, street landscaping and furniture.

Growth in the city, and especially in the downtown area, is welcome as new services continue to grow and build new modern facilities. New construction includes a number of new or renovated bank facilities, a large convention center with adjacent hotel, a governmental center consisting of both state and local facilities, and many new retail

establishments. Multi-family residential projects promise to help bring people back to the downtown area on a 24 hour basis. Desiring a certain "mesh" between old and new, the city encourages redevelopment in an orderly, aesthetic fashion and it is in this climate that the Gulf Power Company will construct their new headquarters.



FUTURE LAND USE

[illegible]ESON UNIVERSITY LIBRARY

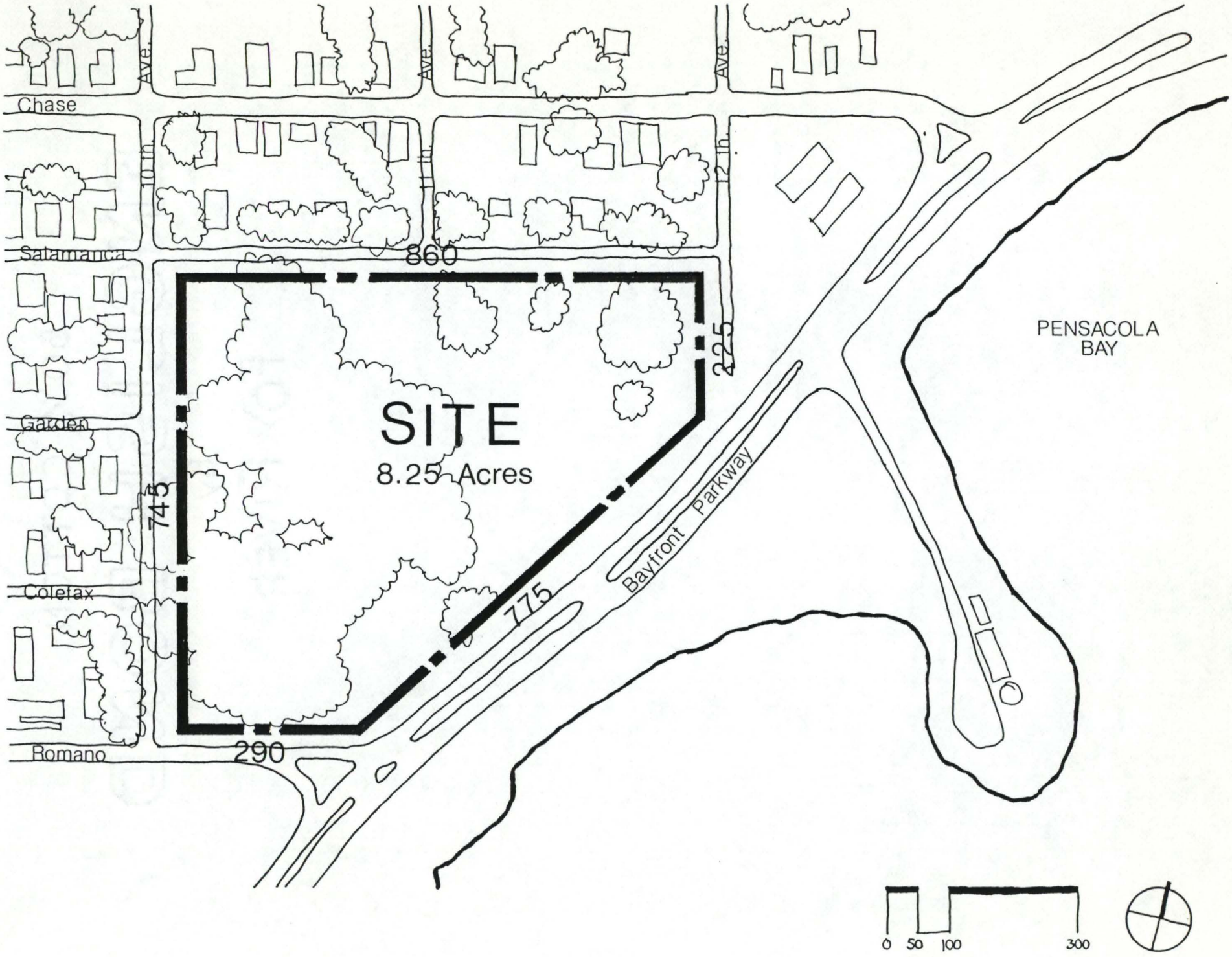
CHARACTER

BUILDING SITE

BUILDING SITE

Boundaries and Area

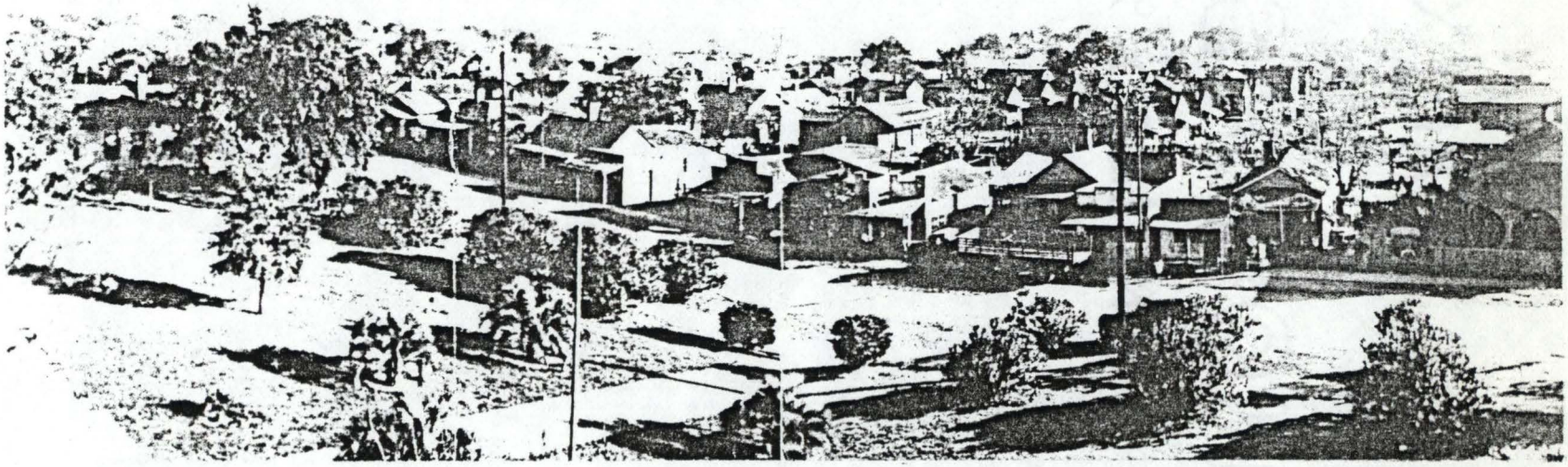
As of this writing, Gulf Power Company is still in the process of obtaining additional real estate adjacent to their property. For the purpose of this study, the boundaries of the site will be considered as being Bayfront Parkway to the south, Salamanca St. to the north, 10th Avenue to the west and 12th Avenue to the east. This will allow the areas adjacent to the major circulation arteries to develop as mixed commercial and retail land uses. Assuming that right-of-ways are included for closed streets crossing the site, this area equals approximately 375,000 square feet, or 8.25 acres.


Chase
Salamanca
Garden
Colefax
Romano
10 th.
11 th.
12 th.
Ave.
Ave.
Ave.
860
225
745
775
290
SITE
8.25 Acres
Bayfront Parkway
PENSACOLA
BAY
0 50 100 300

Historic Notes

The site for the headquarters has a rich historic background. It is probable that local Indian tribes once inhabitated the knoll overlooking the bay and surrounding swamp areas. The Spanish may have built a small brick factory and mission around 1750 there. In 1763, when the British took control of the area, the knoll was called a "hawk shaw" because of its abundance of water fowl, possibly providing the name Hawkshaw to the area east of Seville Square. British governor of Florida, Peter Chester, built his summer villa there around 1772, but all traces of it were lost after the Spanish occupation of 1781. With the coming of the lumber boom in the mid 1800's, a large lumber mill was constructed at what is now the southern terminus of Ninth Avenue. The newly constructed Muscogee Wharf was bought by the L&N railroad in 1880 to load lumber and coal onto visiting ships and barges. The area declined quickly with the end of the lumber boom and the 1930's depression. With much forsight, Gulf Power bought approximately two acres in 1928 as a possible future sub-station site.

"Hawkshaw"
Pensacola, Florida
19~U.S.A.~39

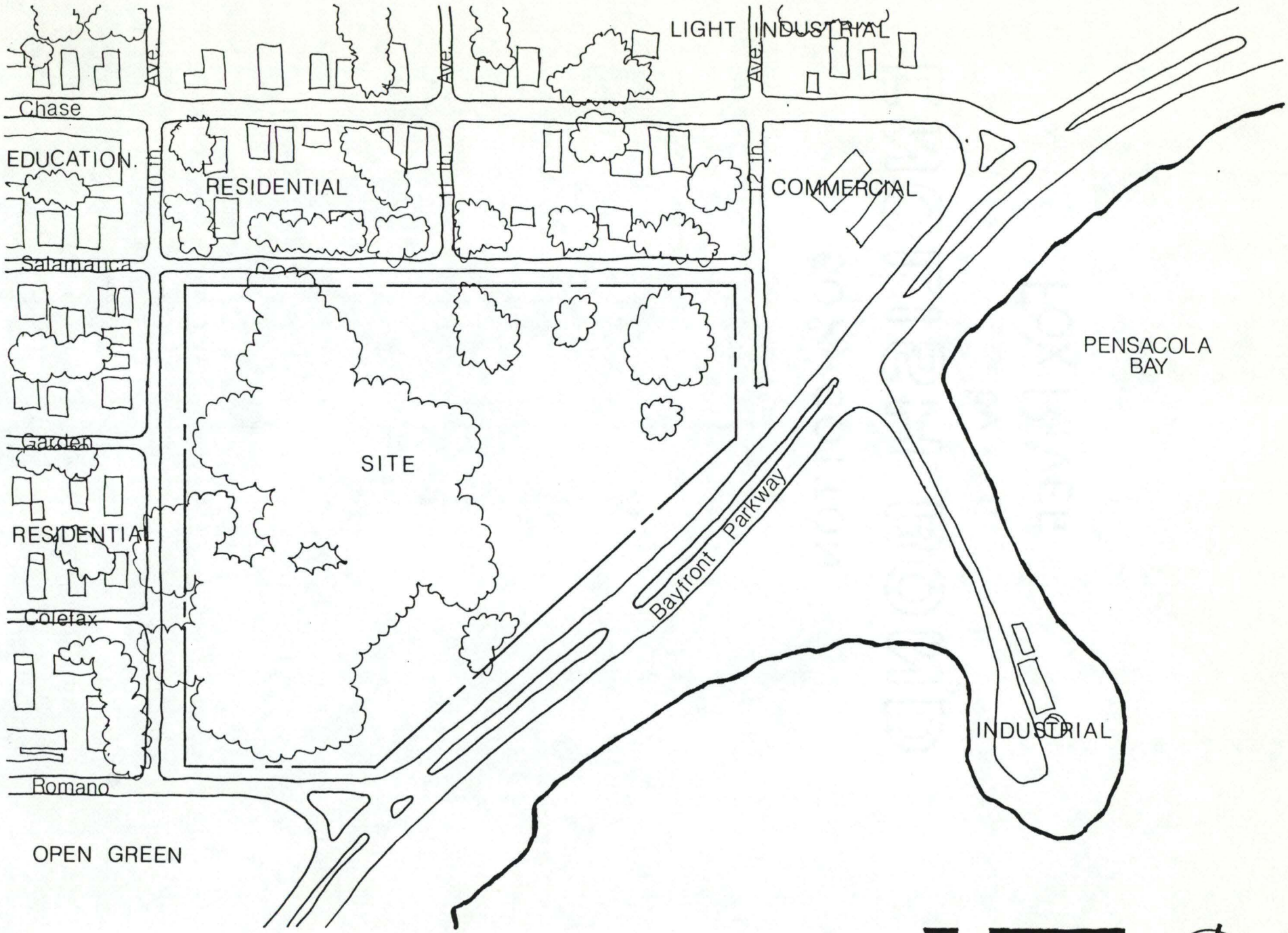


Land Use and Buildings

The site is located in the heart of the Gateway Redevelopment District and is visualized as a major focus of entry to the city from the east. Present land use on the site has been residential in nature, now delapidated and vacant. Structures that were on the site have been moved if considered of historical significance, others have been demolished by Gulf Power. Surrounding the site are small, low scale brick and wood frame structures, mostly residential. Several two story brick structures remain in use of the 1940's Aragon Court low income housing development to the west. A small stone church and public elementary school adjoin the site at the north-west corner. Light industrial/commercial activity occurs to the north and north-east. A large, open green space and narrow pedestrian path line Bayfront Parkway to the south.

The future of the area is bright as further redevelopment projects are announced. A new 15 story hotel and a 10,000 seat civic center are completed and new residential and commercial ventures are being

developed, especially along the Gregory/Chase Street corridor. To strengthen the "gateway image", new landscaping and signage requirements have been set by the city. Future land use will generally be mid to low rise mixed residential/ commercial and office building development, with an occasional mid to high rise structure. Views of the bay are desirable, and preservation of existing vegetation is mandated. Public and private marine facilities will be developed along the water front.



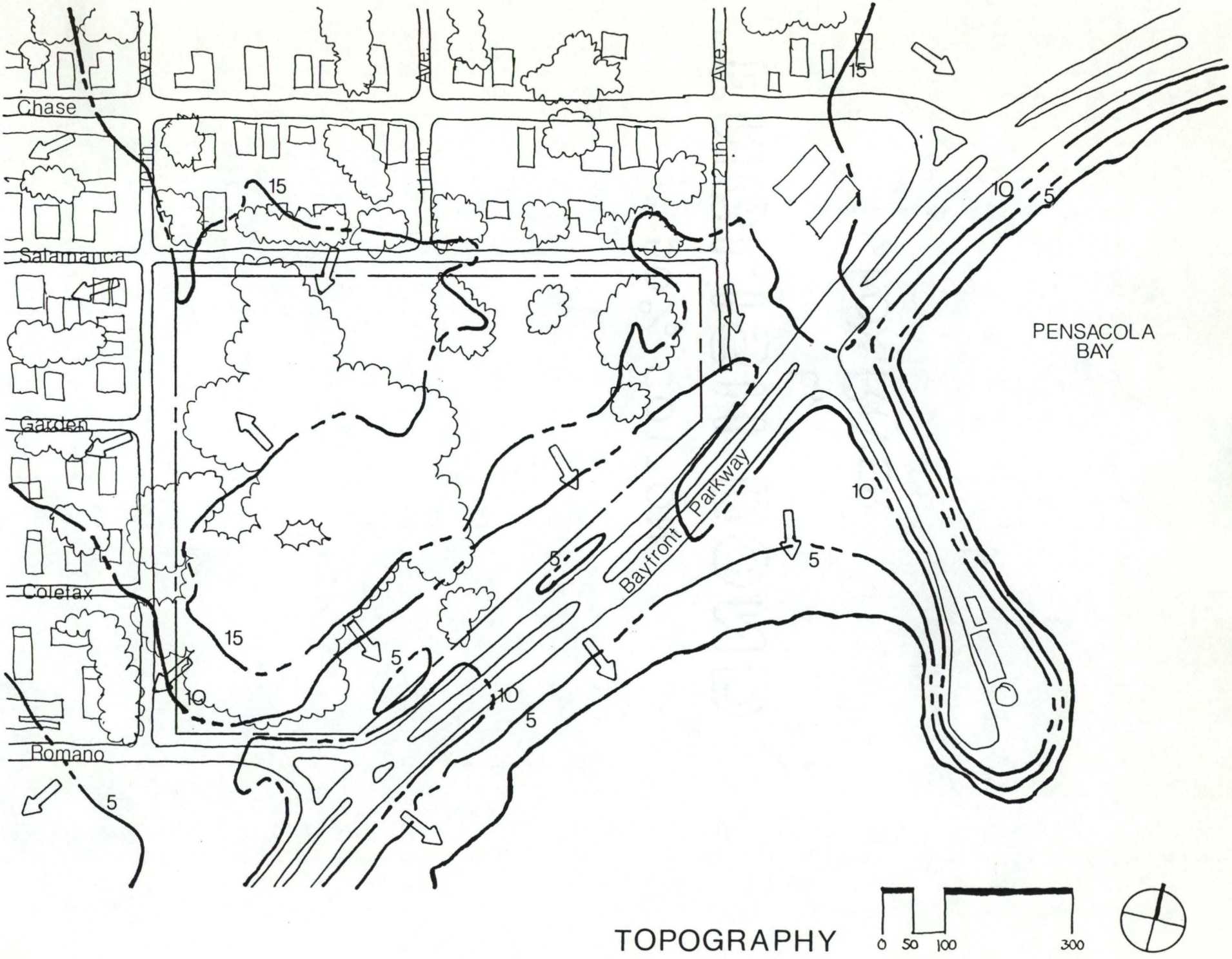
PRESENT LAND USE

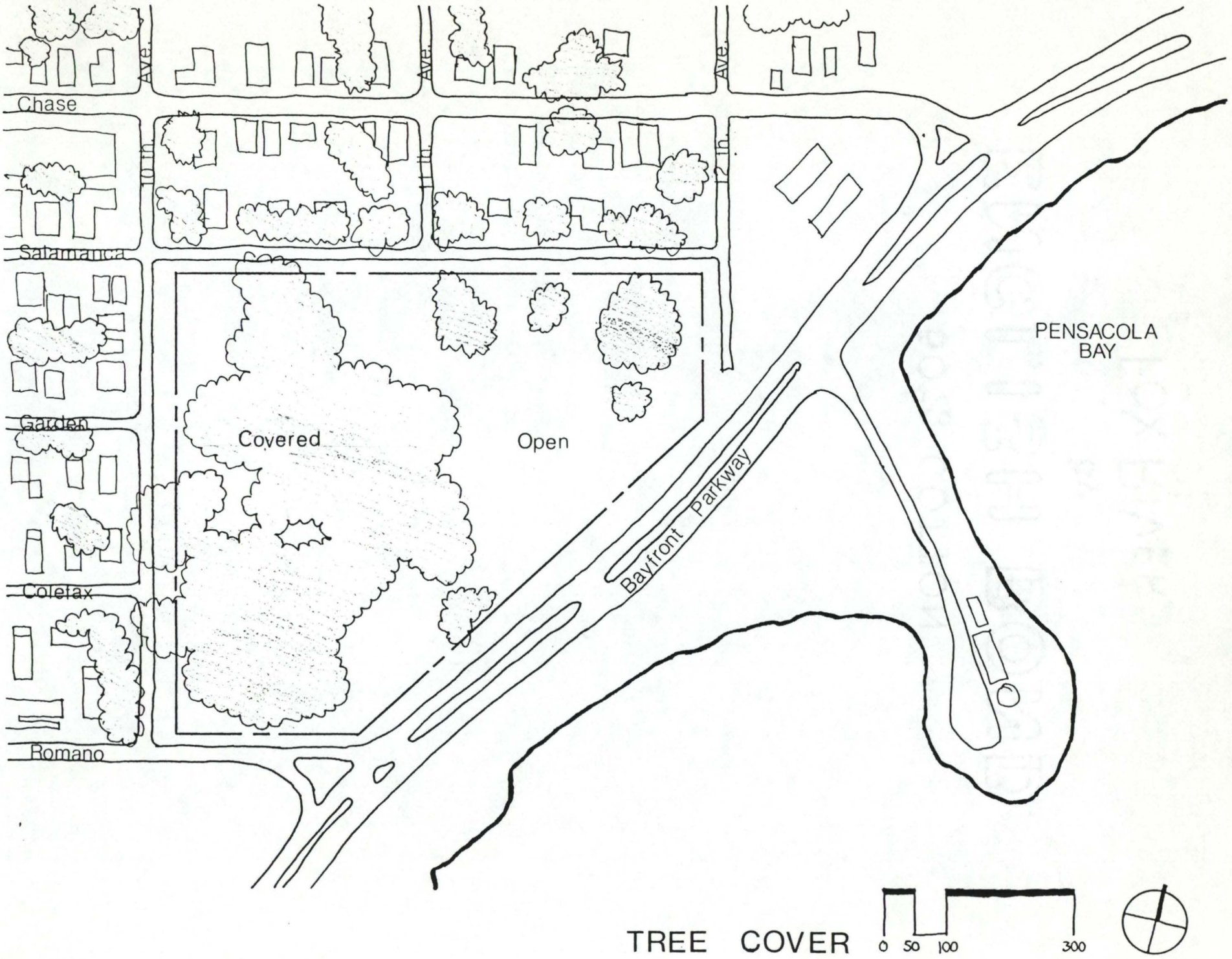
Topography, Soils and Vegetation

The building site, being comparitively high and level with the surrounding areas along the bay, has an average elevation of 15' above mean sea level. While generally rising slightly to the north, the site's southeastern edge drops sharply to 2'-5" in a long linear depression created after the bayfront parkway was constructed with its roadbed eststablished at approximately 10' MSL along the naturally low, wet shore line. Water runoff from the site flows into this low area and through culverts under the roadbed to the bay, or off to the west. Additional runoff created by development should be retained on site.

Sub-surface conditions along the bay are known to be highly variable over short distances. The presence of deposits of marine clay and other non-suitable bearing materials are usually encountered. The use of prestressed concrete pilings, either singularly or in clusters, would provide adequate support for larger building loads, the water table is estimated to lie at 2' MSL and fluctuates with the tides and rainfall. After generally being a residential area for a number of years, many

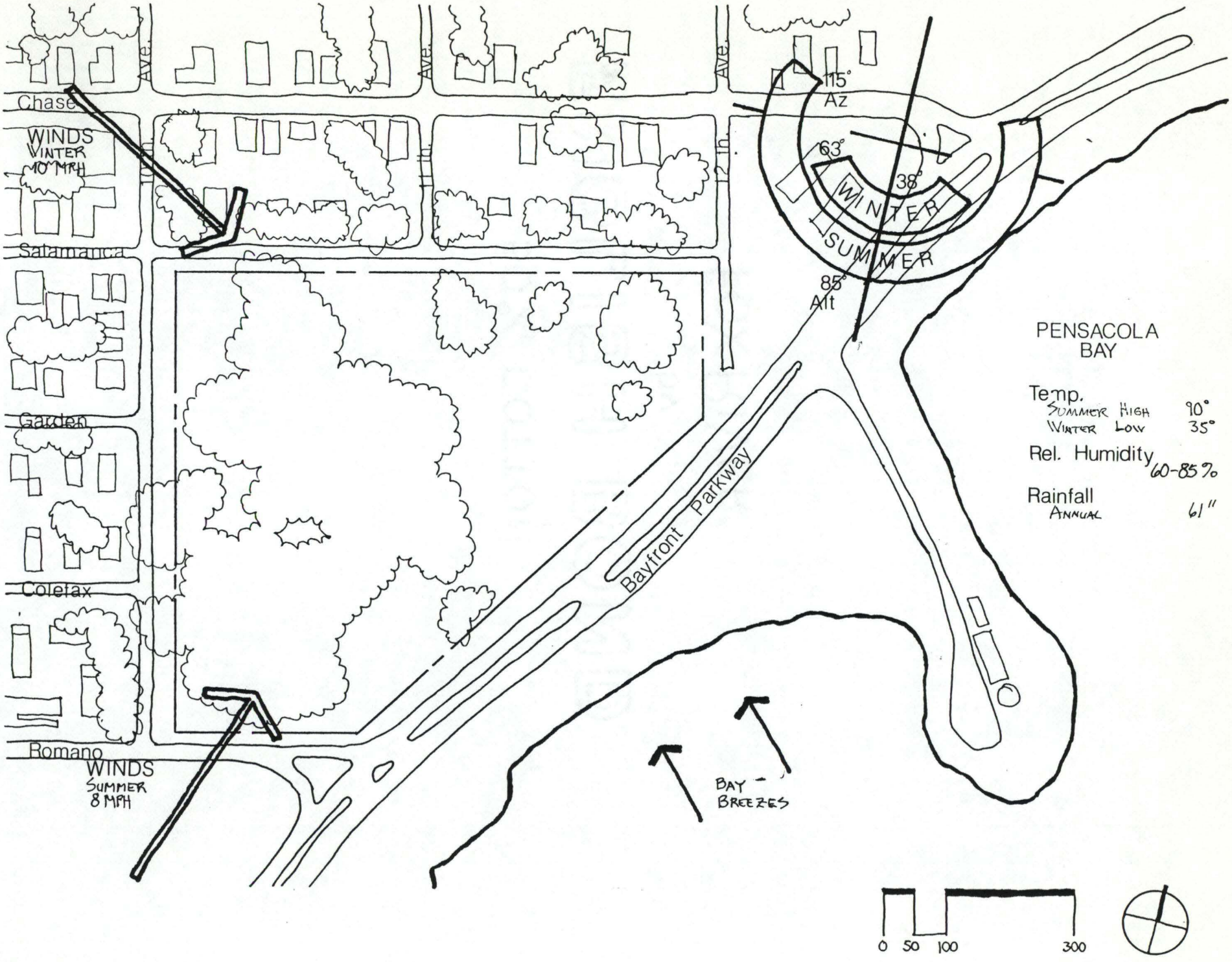
mature shade trees stand on the site, especially along the northern and western edges. Most are large oaks with large spreading canopies and heights of 60 - 70'. This green canopy shades the site and also is a major factor in the green, park-like appearance of the area as seen when approaching the city. From the southern edge to the center of the site is a large, open grassy space.


Chase
Salamanca
Garden
Colefax
Romano
10th Ave.
11th Ave.
12th Ave.
15
10
5
PENSACOLA BAY
Bayfront Parkway
TOPOGRAPHY
0 50 100 300


Chase
Salamanca
Garden
Coletax
Romano
10 th.
11 th.
12 th.
Ave.
Ave.
Ave.
Covered
Open
Bayfront Parkway
PENSACOLA
BAY
TREE COVER
0 50 100 300

Climate and Solar

Predominant winds in the Pensacola area during the winter are out of the northwest at 10 m.p.h. and summer breezes come from the southwest at 8 m.p.h. At the site, pleasant breezes blow regularly off the bay. The main north / south axis of the site lies approximately 13 degrees off true north. Pensacola typically experiences 1578 heating degree days and 2680 cooling degree days each year.

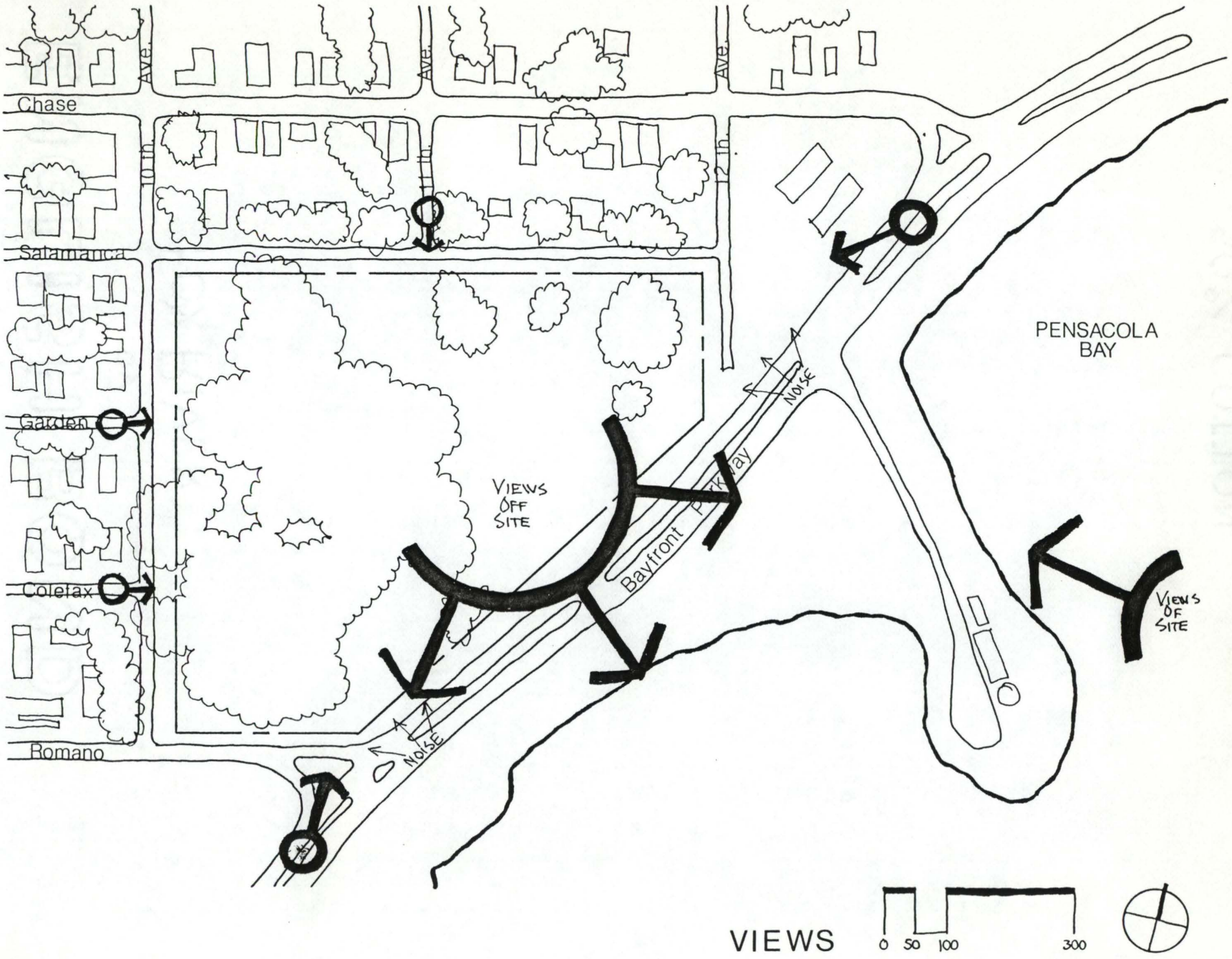

Chase
Salamanca
Garden
Coleta
Romano
Ave.
Ave.
Ave.
WINDS
WINTER
10 MPH
WINDS
SUMMER
8 MPH
115°
Az
63°
38°
WINTER
SUMMER
85°
Alt
Bayfront Parkway
BAY
BREEZES
PENSACOLA
BAY
Temp.
SUMMER HIGH 90°
WINTER LOW 35°
Rel. Humidity 60-85%
Rainfall
ANNUAL 61"
0 50 100 300

Visual and Auditory Characteristics

Long panoramic vistas are enjoyed from the site across the water to the Pensacola Bay Bridge and the city of Gulf Breeze three miles in the distance. Interesting shorter views are available from the site looking through the trees to the north and west.

Views of the site are most predominant when crossing the Bay Bridge with the green canopy of the site situated along the shore just east of and below the C.B.D. skyline. Other good views into the site are received when traveling on Bayfront Parkway or descending from the elevated Interstate Highway to the northwest.

Most noise that will affect the site will be generated by automobiles as they pass on Bayfront Parkway. Some noise from Chase Street will be noticeable.


Chase
Salamanca
Garden
Coletax
Romano
10 th.
11 th.
12 th.
Ave.
Ave.
Ave.
PENSACOLA
BAY
Bayfront Parkway
NOISE
NOISE
VIEWS
OFF
SITE
VIEWS
OF
SITE
VIEWS
0 50 100 300

Traffic Patterns

The site is situated between the three major traffic arteries of this area in the city. One city block to the north lies the Chase/ Gregory Street one way pair connecting the Bay Bridge and east Pensacola to the I-110 terminus and the C.B.D. Also from the Bay Bridge, the four lane Bayfront Parkway forms the southeastern edge of the site as it connects with the southern part of the C.B.D. One block west is Ninth Avenue, a four lane artery running to north Pensacola. The established city grid system feeds off of these, but less so with Bayfront Parkway as it intersects with only the more major roadways.

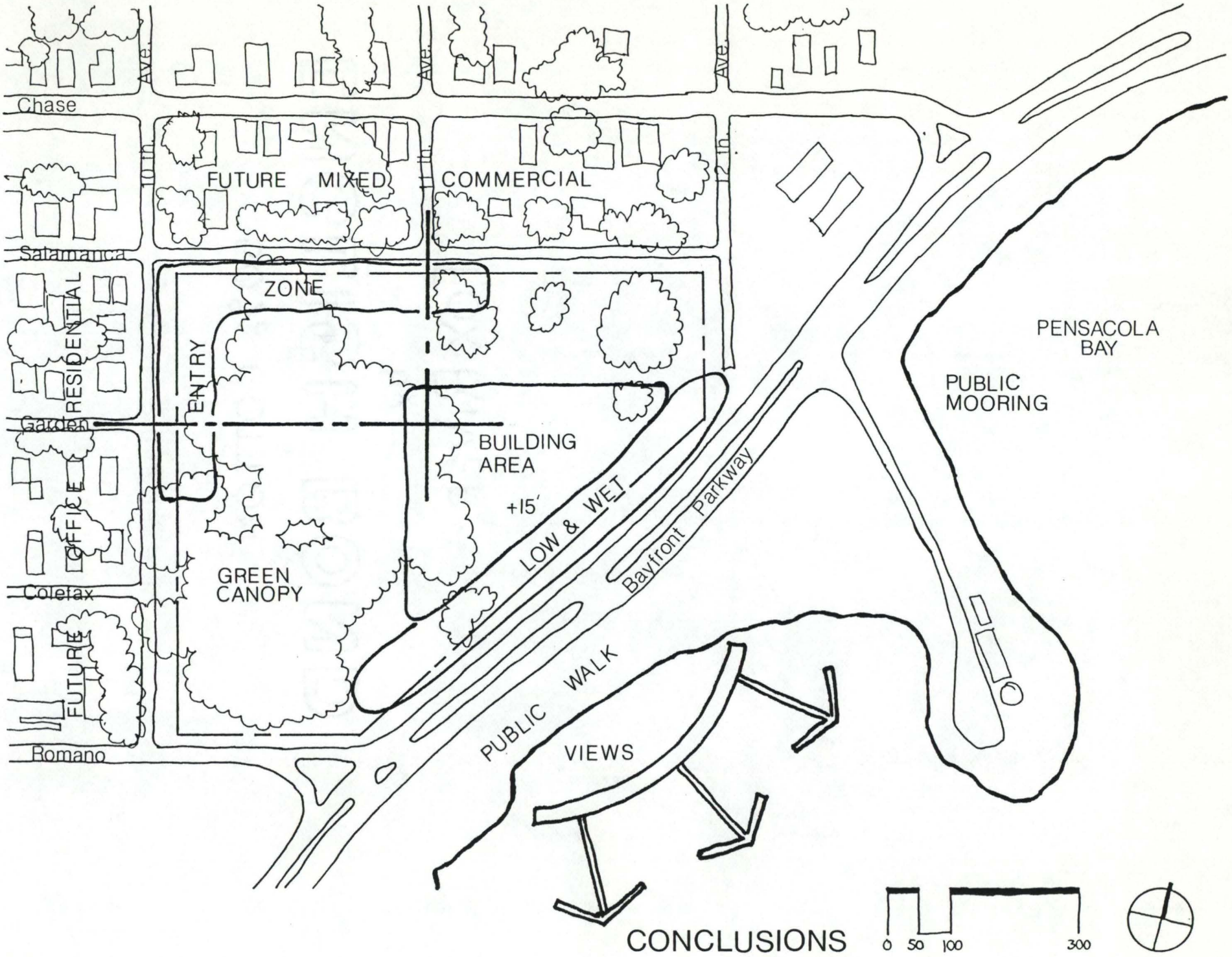
Forecasting from present employee residence locations, travel demands on four access corridors were predicted for a future employee total of 1000. This information is shown below:

Corridor Direction	NE	NW	SE	SW
Number Employees	220	510	80	190
Percent	22%	51%	8%	19%

The 51% of employees arriving from the northwest is a strong determinant as to the location of major entry points to the site, along with the working of the existing road system. The increased traffic from the building is not projected to overload the existing system and in fact, "may be less than if the site were to develop in smaller parcels under many different owners".[8]

Conclusions

Using this site, Gulf Power Company has many opportunities to both project itself to the public and to help set the pace and tone for the future growth of the Gateway Redevelopment District and all of Pensacola. The large trees on the north and west could help blend the building with the low scale development surrounding the site. It is desirable to address the waterfront and bay views while developing the higher areas of the site and preserving as many of the large trees as possible. Major access to the site should be from the northwest.


Ave.
Ave.
Ave.
Chase
10 th.
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12 th.
FUTURE MIXED
COMMERCIAL
Salamanca
RESIDENTIAL
ZONE
ENTRY
Garden
BUILDING
AREA
+15'
LOW & WET
Bayfront Parkway
PENSACOLA
BAY
PUBLIC
MOORING
OFFICE
GREEN
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VIEWS
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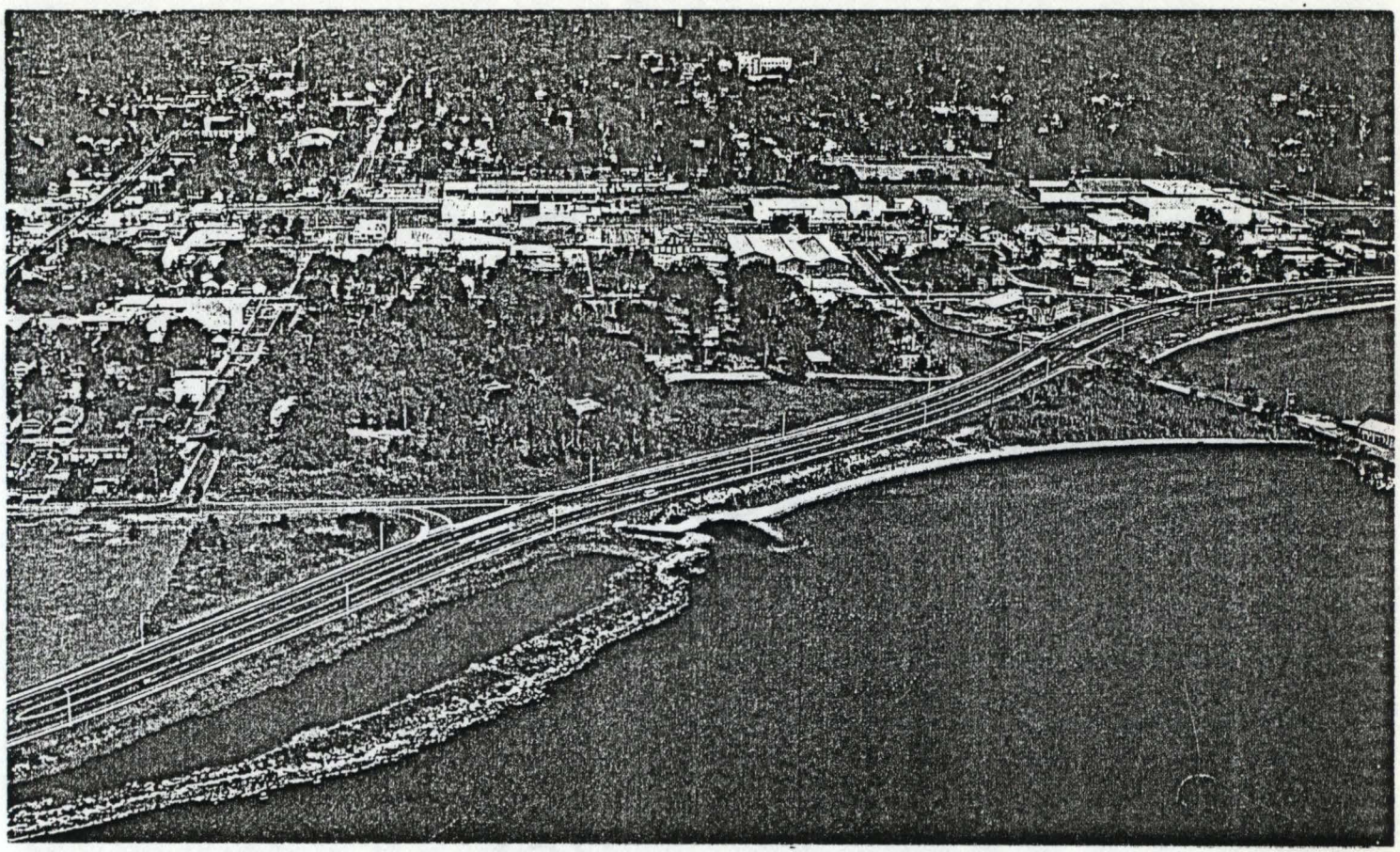


AERIAL

CASE STUDIES

CASE STUDIES

The purpose of Case Studies is to investigate alternative solutions to design problems similar to the Gulf Power Corporate Headquarters. They are a valuable tool which can broaden the perspective of the project, help develop and clarify organizational and formal concepts, and study specific design responses to particular requirements. Case Studies examined here are the Levi Strauss & Company Corporate Headquarters, the Government Service Insurance System Headquarters and IBM North Harbour.

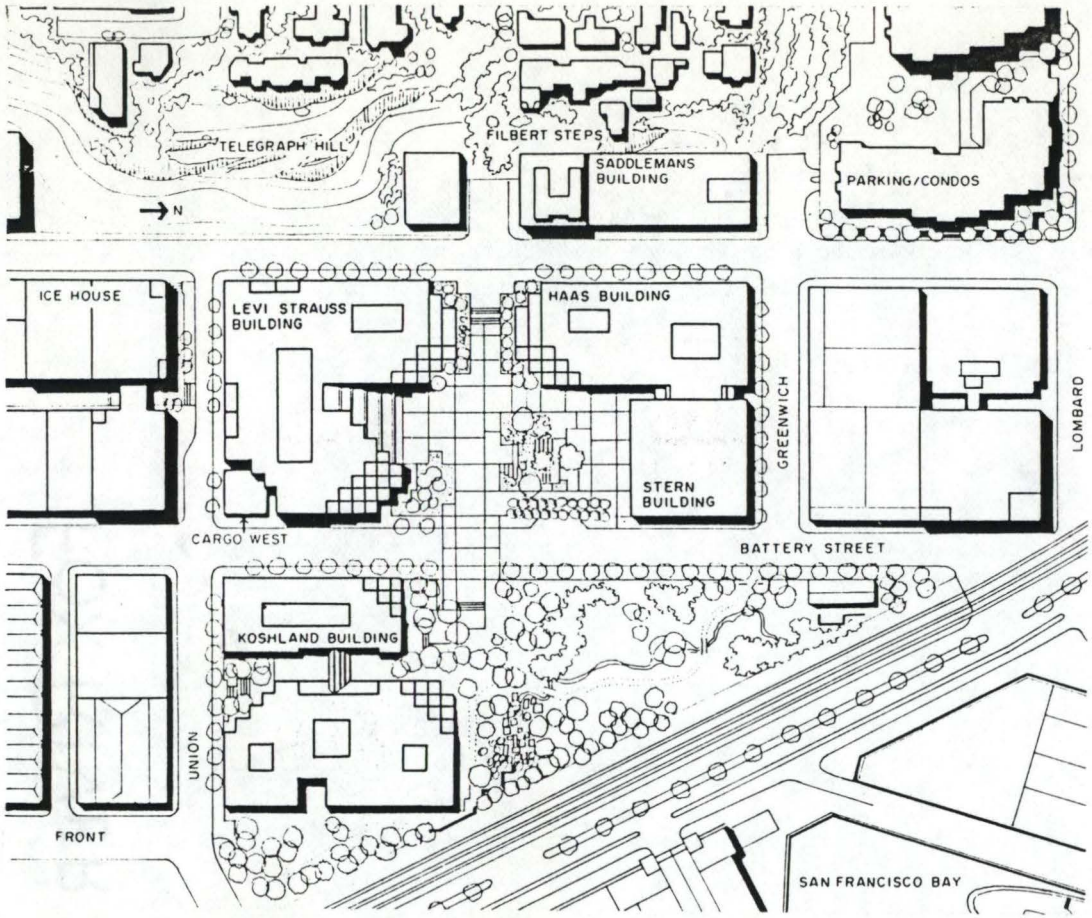
Levi Strauss & Co. Corporate Headquarters

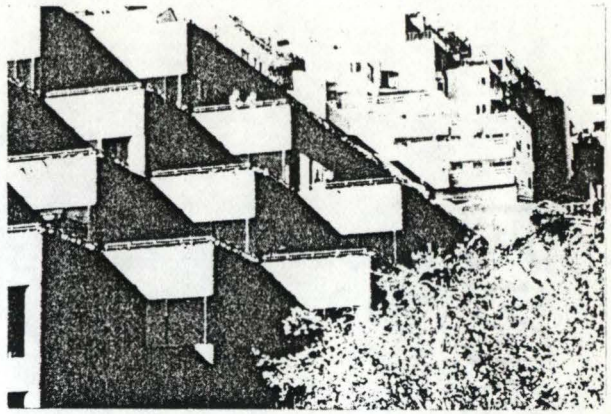
Location: San Francisco, California

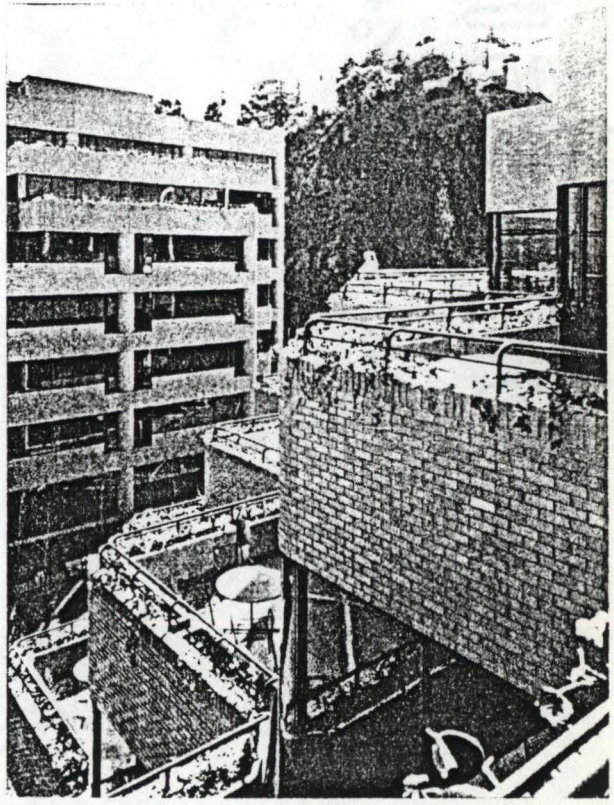
Architects: Hellmuth, Obata & Kassabaum with Gensler Associates/Architects

Date: 1982

Moving from a high-rise, "uptown" address to their new low scale office complex on the edge of the financial district has enabled Levi Strauss to regain the sense of "family" and management informality that has been its trademark. The 750,000 SF of office space is divided among 4 buildings ranging from 7 to 4 stories high. They surround a generous plaza and green park which reinforce the strong city grid pattern and curve of the bayfront. Facades are stepped back, both vertically and horizontally, to provide views of the bay and complement the terracing forms of the residences on Telegraph Hill behind. While the use of several elements and forms unify the whole, each building has it's own identity. The use of materials and landscaping aids in the incorporation of the new complex into the existing urban fabric.





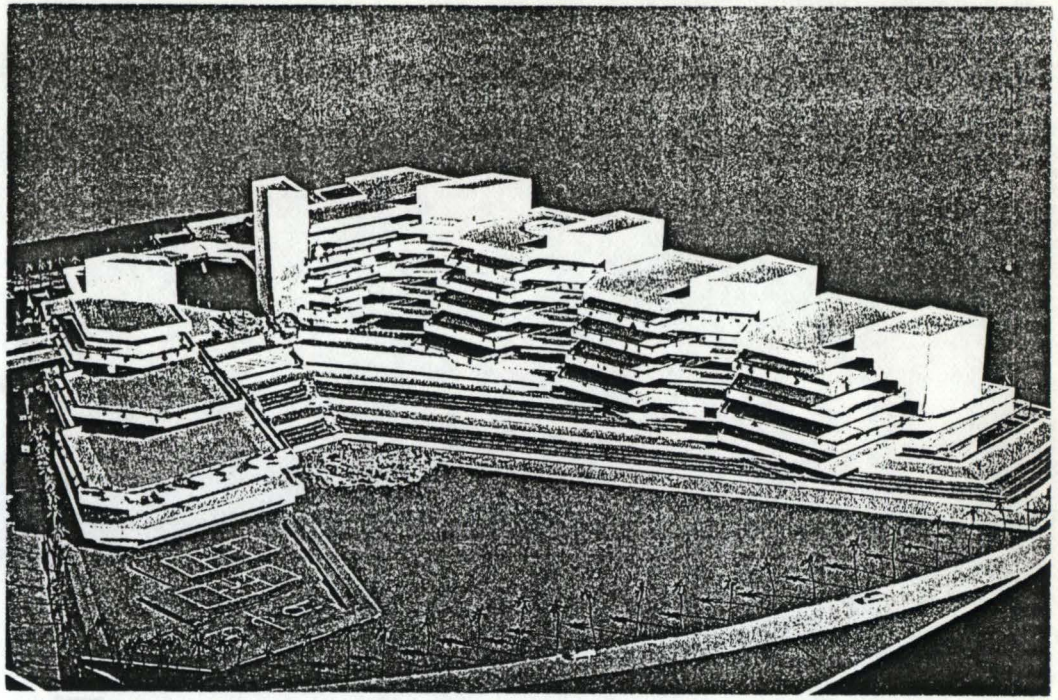


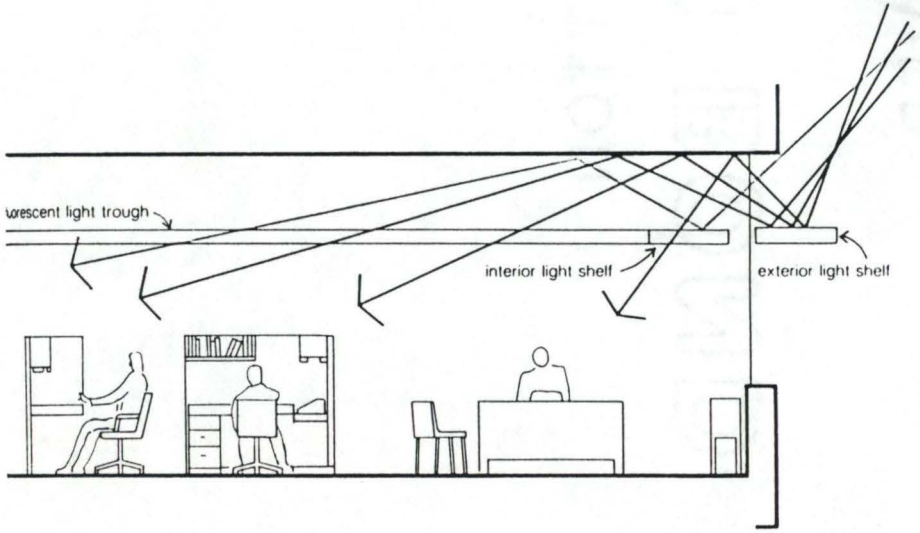
Levi Strauss & Co. Corporate Headquarters

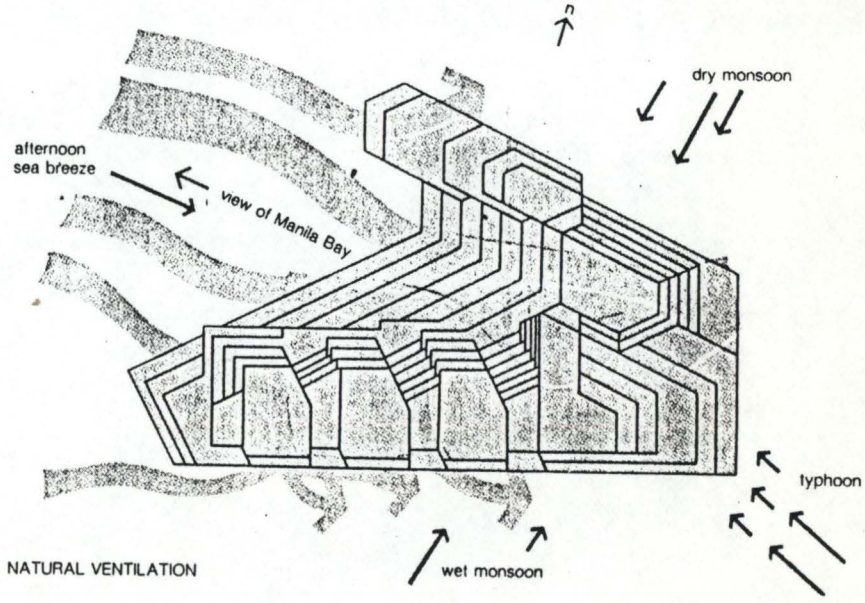
Government Service Insurance System Headquarters

Location:	Manila, The Phillipines
Architects:	Jorge Y. Ramos and Associates with The Architects Collaborative, Inc.
Date:	1981

The GSIS Headquarters is an excellent case study where orientation, shading devices, daylighting, breezes and flowing water are combined to make the building highly energy efficient. The 760,000 SF of office is broken down into "pods" to allow light and breezes into the peripheral areas. The north face steps back by using terraces to allow maximum daylighting while the south side is flush for shading. High ceilings, clerestories and light shelves direct light deep into the office pods while the closed spaces are grouped toward the center. The sloping profile, terrace planters, and linear water features recall the famous Bannnaue Rice Terraces of the mountain provices.







NATURAL VENTILATION

Government Service Insurance System Headquarters

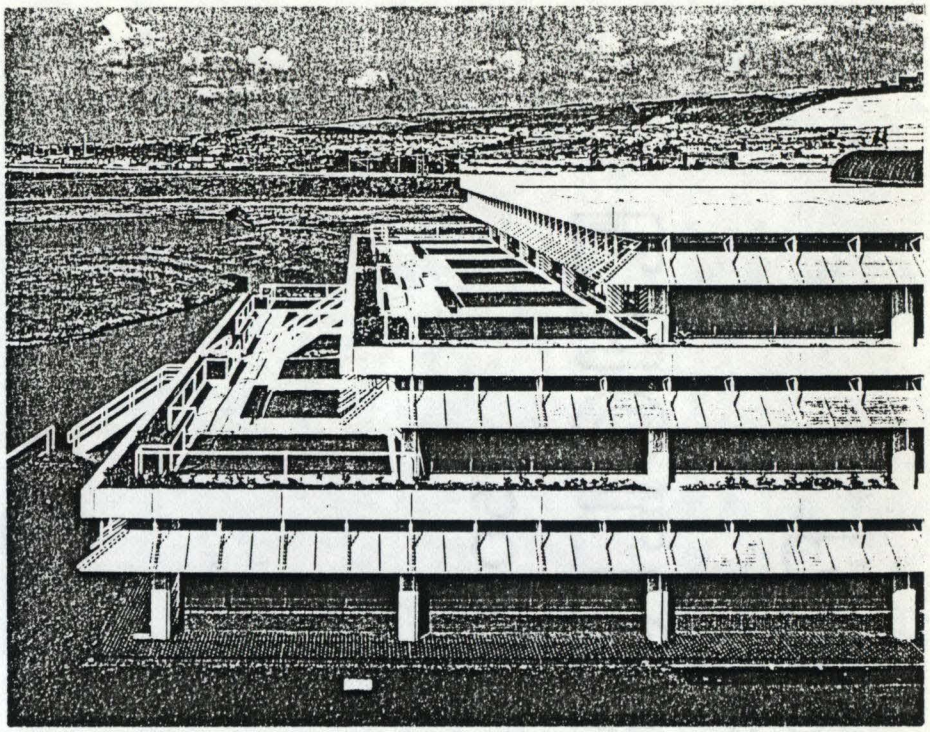
IBM North Harbour, Phase Four

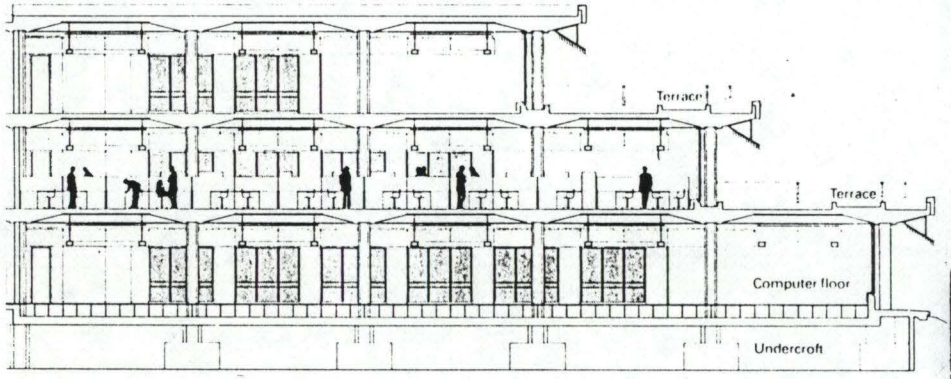
Location: Portsmouth, England

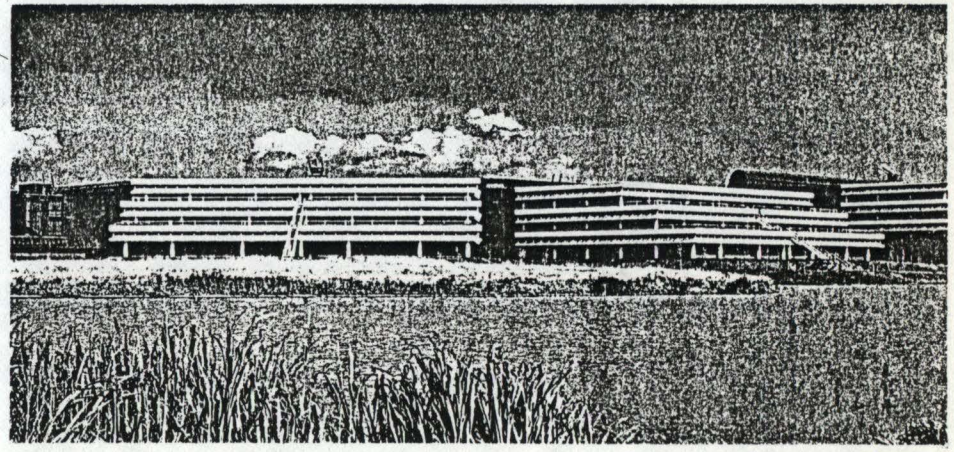
Architect: Arup Associates

Date: 1982

The strongest point of this administrative headquarters for IBM in England is its internal organization. The structural bay dimentions reflect the work group areas while the pyramidal shaped structural ceilings imply vertical axis and sense of place so that the large open floor acquires a spatial rhythm as a collection of still intimate places. Open office plan spaces occupy the perimeter while circulation and closed offices are grouped together under a drop ceiling which conceals the air distribution system above. Outside terraces provide visual relief, varying floor area sizes and act as means of emergency egress. The 350,000 SF of office space is divided into four buildings connected by a linear glazed circulation gallery. The two upper floors are offices while the ground floor is used for computer and mechanical equipment.







IBM North Harbour, Phase Four

THE PROGRAM

Activities

The activities of Gulf Power Company at the Corporate Headquarters bear little, if any, resemblance to those of it's electrical production and transmission arms. Most work here requires no physical or muscular activity, but rather, is a matter of thought, communication, and decision making. These may or may not follow a predictable sequence. Therefore, it seems that an analysis of the company's spatial needs and relationships must center around the individuals and groups performing these tasks. The information presented here is based upon a program survey analysis prepared for Gulf Power. The projection of employee and program needs is based on company needs for the year 2010. Intradepartmental circulation is calculated as 15% of the total to give net square footage, while interdepartmental circulation is figured at an additional 17% and total mechanical requirements as an additional 10%.

The following is a summary of the program with this being further broken down into a detailed description of each department.

Building Square Footage Summary
Until Year 2010.

Executive Office	7956	
Corporate & Treasury	5480	
Corporate Planning	4447	
Internal Accounting Controls	4063	
Rates & Regulatory	2780	
Governmental Affairs	1526	
Marketing & Load Management	9131	
Engineering	10355	
Power Delivery	14699	
Power Generation	2183	
Power Generation Resources	5920	
Accounting	26919	
Security	1320	
Purchasing & General Services	20396	
Appliance Sales & Service	1592	
Public Relations	4388	
Employee Relations	9479	
Auditorium	6325	
Cafeteria	10863	
Health Facility	3450	
Break Rooms	863	
Conference Facilities	5980	
Mail/Copy Rooms	2070	
Credit Union	690	
Total - Net Square Feet	162875	
17% Interdepartmental Circulation	27689	
10% Mechanical, Etc.	16288	
Total Gross Square Feet		206852 SF

Departmental Spatial Needs

Executive Office

Gulf Power's structure is similar to most American business organizations. A nine-member Board of Directors sets company-wide goals and directs general affairs while the Board's policies are carried out by the president and vice presidents of the company. These top level executives meet periodically with the various department directors to discuss and disseminate company wide decisions. These meetings are held either in the individual offices, Board Room, or Employee Performance and Information Center (E.P.I.C.) room. The E.P.I.C. room is also used to display graphics indicating department performance and efficiency and is open to all employees. It also serves as an executive dining area.

Executive Area

President	600	
Senior Vice President	400	
Vice President, Division Operations	400	
Vice President, Electric Operations	400	
Vice President, Finance	400	
Director of Information Services	400	
Executive Assistant (6 @ 225)	1350	
Board Room	600	
E.P.I.C./Conference/Dining	600	
Warming Kitchen	200	
Lounge (4-6)	200	
Toilet (2 @ 100)	200	
		5750

Executive Office Administration

Supervisor	125		
Receptionist	250		
Secretary (6 @ 56)	336		
Secretary (2 @ 56)	112		
(In Corporate & Treasury)			
File Area	300		
Storage	45		
		1168	
Executive Office Total		6918	
15% Circulation		1038	
Net Total			7956

Corporate & Treasury

The Corporate & Treasury Department deals with the continuity of the corporate structure, legal matters, and financial transactions.

The Corporate Section consists of 4 units.

- The Corporate unit organizes and documents all Board meetings, and is responsible for all stockholder communications.
- Corporate Accounting Office Administration includes the text processing center which provides text services for the Accounting Department.
- Corporate Executive Office Administration provides support services to the executive offices, controller, and treasurer and is provided for under the Executive Office Department.
- The Records Management Center houses inactive records in a secure and orderly manner. It should be accessable to the loading dock and service elevator and will require special fire and environmental controls.

The Treasury Section processes and records all funds, maintains cash, and prepares reports and financial projections.

This department interacts primarily with Accounting, Internal Accounting Controls, and the Executive Office.

Corporate Unit

Secretary/Treasurer	313	
Manager	188	
Assistant	75	
Clerk/Stenographer (2 @ 56)	112	
Receptionist	181	
Vault	125	
Work Area	125	
Storage	75	
		1194

Corporate Accounting Office Administration Unit

Supervisor	125	
Assistant	75	
Text Processing Operators (5)	280	
Secretary	56	
Stenographer (2 @ 56)	112	
Files	75	
Storage	120	
		843

Corporate Executive Office Administration Unit

Secretary (2 @ 56)	112*	
		112*

*Provided for under Executive Office Administration.

Records Management Center

Supervisor	125	
Assistant (2 @ 56)	112	
Clerk (2 @ 56)	112	
Stenographer	56	
Records Center	1525	
Reference/Conference	125	
Staging Area	125	
Storage	90	
		2270

Treasury Section

Supervisor	125	
Accountant	75	
Assistant (3 @ 56)	168	
Storage	90	
		458
Corporate & Treasury Total		4765
15% Circulation		715
Net Total		5480

Corporate Planning

The Corporate Planning Department coordinates corporate level business planning, which includes financial planning, operating and maintenance budgets, and performance measurement.

The department is broken into two sections:

- Corporate Performance monitors the company's efforts to reach planned goals and objectives.
- Financial Planning monitors financial performance and prepares financial testimony for rate filings.

This department interacts principally with the Executive Office.

Corporate Performance Section

Director	313	
Manager	188	
Supervisor (2 @ 125)	250	
Analyst/Engineer (4 @ 75)	300	
Assistants (3 @ 56)	168	
Computer Room	125	
Conference	125	
Storage	105	
		1574

Financial Planning Section

Manager	188		
Supervisor (2 @ 125)	250		
Analysts (14 @ 75)	1050		
Secretary/Clerk (9 @ 56)	504		
Computer Room	125		
Copy Station	56		
Storage	120		
		2293	
Corporate Planning Total		3867	
15% Circulation		580	
Net Total			4447

Internal Accounting Controls

Internal Accounting Controls perform internal audits and evaluates the effectiveness of accounting practices and management procedures.

This department reports to the Executive Office and requires ready access to accounting records.

Internal Accounting Controls

Director	313	
Manager (3 @ 188)	564	
Supervisor (5 @ 125)	625	
Auditor (16 @ 75)	1200	
Secretary/Assistant (5 @ 56)	280	
Audit Room (2 @ 125)	250	
Computer/File room	125	
Copy Station	56	
Storage	120	
Internal Accounting Controls Total	3533	
15% Circulation	530	
Net Total		4063

Rates & Regulatory

This department coordinates all filings and communications with regulatory agencies and develops and administers company rate schedules, traffic regulations, and contracts.

Rates & Regulatory deals with Corporate Planning, Marketing, and the Accounting sections.

Rates & Regulatory

Director	313	
Manager	188	
Supervisor (2 @ 125)	250	
Analyst (7 @ 75)	525	
Assistants (10 @ 56)	560	
Computer Room	125	
Conference	125	
Work Room	125	
Copy Station	56	
Storage	150	
Rates & Regulatory Total		2417
15% Circulation		363
Net Total		2780

Governmental Affairs

Governmental Affairs monitors current regulatory and legislative developments affecting the utility industry and assesses their impact on the company. Company positions are developed on current issues and imput is directed into the legislative process. Most interaction occurs with the Executive Office and Marketing sections.

Governmental Affairs

Director	313	
Manager (2 @ 188)	376	
Analyst (3 @ 75)	225	
Secretary (3 @ 56)	168	
Conference	125	
Storage	120	
Governmental Affairs Total		1327
15% Circulation		199
Net Total		1526

Marketing & Loan Management

This department forms and implements a corporate marketing strategy that balances consumer demands with company commitment to cost-effective supply of electricity.

Six sections comprise the department. All sections interact daily with each other.

- Forecasting & Marketing Planning provides the company with sound research for the planning of operation & maintenance budgets and future construction & facilities planning.
- Load Research and Technology Assessment conducts research to provide technical information of the company's generating capabilities to support sound decision making on rates, load management, and marketing.
- Marketing Services acts to manage the activities of the department while providing an interface between itself and the other departments of the company requiring assistance.
- The Power Sales Section plans and implements conservation and service programs for its industrial and commercial customers.

- The Residental Sales Section provides the same services to Gulf's residental customers.
- Good Energy is affiliated with Southern Electric International and develops specific marketing programs at a national level.

All sections of this department work closely with the Corporate & Executive departments as well as Power Delivery, Public Relations, and Customer Accounting.

Forecasting & Marketing Planning.

Manager	188	
Supervisor	125	
Analyst (7 @ 75)	525	
Secretary (2 @ 56)	112	
Students (4 @ 56)	224	
Conference	125	
Storage	120	
		1419

Load Research & Technology Assessment

Manager	188	
Supervisor (2 @ 125)	250	
Analyst (5 @ 75)	375	
Secretary (2 @ 56)	112	
Storage	135	
		1060

Marketing Services

Director (2 @ 313)	626	
Supervisor	125	
Specialists (5 @ 75)	375	
Secretary (5 @ 56)	280	
Computer Room	188	
Conference	125	
Files	125	
Library/Work	125	
Storage	210	
		2179

Power Sales

Manager	188	
Supervisor (2 @ 125)	250	
Engineer (3 @ 75)	225	
Secretary (2 @ 56)	112	
Copy Station	56	
Storage	225	
		1056

Residential Sales

Manager	188	
Supervisor	125	
Specialist (4 @ 75)	300	
Secretary (4 @ 56)	225	
Conference	125	
Files	150	
Storage	90	
		1202

Good Energy

Manager	188		
Supervisor (2 @ 125)	250		
Representatives (2 @ 75)	150		
Specialists (2 @ 75)	150		
Secretary	56		
Conference	125		
Storage	105		
		1024	
Marketing & Load Management Total		7940	
15% Circulation		1191	
Net Total			9131

Engineering

The Engineering Department helps coordinate the planning and implementation of major generation, transmission, and distribution projects. It also supervises the operation of the power system at a central control center and is responsible for the maintenance of the systems controls and other computer equipment.

The department is made of two sections, Systems Planning and Systems Protection, of which System Protection is formed by two units, Communications and Relay, and Communications Maintenance.

- Systems Planning plans new facilities while allowing adequate lead time for budgeting, design and construction to meet future demands.
- The Communications & Relay unit of Systems Protection plans, installs, and maintains relay systems in the power network.
- Communications Maintenance maintains all electronic monitoring equipment along with computer equipment throughout the headquarters.

The Engineering Department works closely with Power Generation, Power Generation Resources and Power Delivery.

Systems Planning

Director	313	
Manager	188	
Supervisor (3 @ 125)	375	
Specialist (14 @ 75)	1050	
Assistants (7 @ 56)	392	
Secretary (3 @ 56)	168	
Computer Room	250	
Work Room	125	
Files	225	
Storage	405	
		3491

Systems Protection - Communications & Relay

Manager	188	
Supervisor (2 @ 125)	250	
Engineer (10 @ 75)	750	
Secretary (3 @ 56)	168	
Conference	125	
Library	125	
Copy Station	56	
File Room	135	
Storage	180	
		1977

Systems Protection - Communications Maintenance

Engineer	75	
Clerk (2 @ 56)	112	
Programmer (4 @ 56)	225	
Equipment Shops Technician (10)	2895	
Conference	125	
Storage	105	
	3536	
Engineering Total	9004	
15% Circulation	1351	
Net Total		10355

Power Delivery

Power Delivery is responsible for the transmission and distribution of electricity from the generating plant to the customer and includes four sections: Demand Forecasting, Distribution, Land, and Transmission & Systems Control.

- Demand Forecasting develops data so that long range demands can be predicted. This becomes the basis, with information from other forecasting departments, for future system expansion.
- Distribution is responsible for the planning and maintenance of all distribution lines and substations.
- The Land Section secures property easements for power lines and also is responsible for the purchase, lease and management of all company-owned land.
- The Transmission Section designs, constructs and maintains all substations and transmission lines. The Systems Control Room operates 24 hours per day to monitor the entire Gulf Power System by the use of an extensive computer system.

Power Delivery works primarily with the Marketing, Accounting, Corporate Planning, and General Services departments.

Demand Forecasting

Director	313	
Supervisor	125	
Engineer	75	
Secretary (2 @ 56)	112	
Conference	125	
Library	125	
Storage	105	
		980

Drafting Services Unit

Supervisor	125	
Drafting Stations Draftsmen (3)	450	
Computer Station	125	
Reproduction Area	125	
Drawing Cabinets	135	
Workstation	56	
Storage	75	
		1091

Distribution

Manager	188
Supervisor (4 @ 125)	500
Specialist (9 @ 75)	675
Assistant (3 @ 56)	168
Secretary (3 @ 56)	168
Conference	125

Library	125	
Copy Station	56	
Files	120	
Storage	60	
		2185

Land

Manager	188	
Supervisor (3 @ 125)	375	
Agent (8 @ 75)	600	
Assistant (4 @ 56)	224	
Secretary (4 @ 56)	224	
Computer Room	125	
Conference	125	
File/Layout Room	125	
Copy Station	56	
Storage	120	
		2162

Transmission

Manager	188	
Supervisor (6 @ 125)	750	
Specialists (11 @ 75)	825	
Assistant (7 @ 56)	392	
Secretary (2 @ 56)	112	
File Room	250	
Computer Room	125	
Conference	125	
Drafting Room	125	
Library	125	
Storage	90	
		3107

Systems Control Unit

Supervisor (3 @ 125)	375	
Security Planner	75	
Clerk (2 @ 56)	112	
Systems Control Room	2045	
Coordinators (7)		
Files 60 S.F.		
Storage 180 S.F.		
Storm Info./Training Center	400	
Kitchen/Break Area	125	
Lockers/Showers/Toilet	125	
		3257
Power Delivery Total		12782
15% Circulation		1917
Net Total		14699

Power Generation

This department is primarily responsible for all plant operations and maintenance within the Gulf Power System. Test equipment storage and test labs will be located at the loading dock. Power Generation should be adjacent to Power Generation Resources and close to the other engineering departments.

Power Generation

Director	313	
Coordinator (2 @ 125)	250	
Specialist (7 @ 75)	525	
Secretary (5 @ 56)	280	
Conference	125	
Training Room Storage	125	
Test Equipment Storage	125	
Test Lab	125	
Storage	30	
Power Generation Total		1898
15% Circulation		285
Net Total		2183

Power Generation Resources

Power Generation Resources deals with the electric power plants, electric generation, and negotiation of a bulk power contracts. This department deals closely with Power Generation. Test equipment storage and the test lab will be located at the loading dock.

Power Generation Resources

Director	313	
Manager (4 @ 188)	752	
Supervisor (5 @ 125)	625	
Specialist (10 @ 75)	750	
Engineer (7 @ 75)	525	
Secretary (9 @ 56)	504	
File Room	500	
Conference	250	
Work Room	250	
Computer Room	188	
Copy Station	56	
Test Equipment Storage	125	
Test Lab	125	
Storage	185	
Power Generation Resources Total		5148
15% Circulation		772
Net Total		5920

Accounting

The Accounting Department provides financial accounting services for all of Gulf Power and is comprised of four sections.

- Customer Accounting processes payments, maintains all customer accounting systems and procedures, and provides formal training to all customer accounting personnel throughout the company.
- General Accounting is made of five units that deal with the corporate accounting general ledger system, formulation of statistical information, corporate tax and insurance, accounts payable by the company, and contract cost accounting.
- Plant and Materials Accounting maintains the fixed asset records of company real property and materials.
- Management Information Systems is responsible for data processing functions of the company. This includes scheduling and processing of jobs, distribution of data, development of programs, and training of personnel for time-share and mini-computer applications. Special requirements are raised access floor, temperature and humidity control, high security and fire

protection and uninterrupted and controlled power services. M.I.S. will operate 24 hours per day.

The Accounting Department interacts heavily within itself but has contact with all departments.

Customer Accounting

Controller/Assistant Treasurer	313	
Assistant Controller/Director	313	
Manager	188	
Supervisor (4 @ 125)	500	
Assistants (17 @ 56)	952	
Secretary (3 @ 56)	168	
Customer Payment Center Clerks (4)	800	
Conference	125	
Work Area	125	
File/Storage	500	
		5184

General Accounting

Manager	188	
Supervisor (6 @ 125)	750	
Accountant (12 @ 75)	900	
Assistant (26 @ 56)	1456	
Conference	125	
File Room	125	
Tax Library	125	
Computer Room	125	
Files	120	
Storage	300	
		4214

Plant and Materials Accounting

Manager	188	
Supervisor (4 @ 125)	500	
Accountant (10 @ 75)	750	
Assistant (25 @ 56)	1400	
Conference	125	
Copy Station	56	
File Room	195	
Printout Storage	270	
Storage	75	
		3559

Management Information Systems

Manager	188	
Supervisor (5 @ 125)	625	
Shift Supervisor (3 @ 125)	375	
Analyst (45 @ 75)	3375	
Secretary (2 @ 56)	112	
Operator (28)		
Computer Room/PPMIS	1000	
Operator (2)		
Information Center	1000	
Remote Job Entry	700	
Operator (3)		
Data Entry Area	500	
Operator (5)		
Tape Translation	500	
Operator (2)		
Training Room	250	
Distribution Area	188	
Forms Area	188	
Conference	125	
Work Area	125	
Section Files	180	
Printout Storage	180	

Tape Reel Storage	150	
Storage	790	
		10451
Accounting Total		23408
15% Circulation		3511
Net Total		26919

Security

The Security Section protects all company facilities through program planning, selecting contract guard services and equipment, maintaining a company badge program, and investigating criminal acts against the company.

In addition, security will man a centralized guard control room in which to monitor all building systems, including Energy Management, Fire Protection, and Entrance Security, on a 24 hour basis.

Security

Manager	188	
Assistant (3 @ 75)	225	
Investigator (2 @ 56)	112	
Guard Room	250	
Work Area	188	
Storage	185	
Security Total	1148	
15% Circulation	172	
Net Total		1320

Purchasing & General Services

This department is comprised of three sections:

- General Services develops & maintains new and existing company buildings, operating areas, equipment repair, company automotive operation and repair, and building support functions.

- Purchasing and Contract Administration obtains supplies, equipment and services for Gulf Power's use. Confidentiality must be combined with frequent vendor contact.

- The Materials and Inventory Control Section controls inventory and investment recovery through computer link-up with the general warehouse.

Most interaction is within the department, but also with the Accounting and Corporate departments.

General Services
Administrative Services Unit

Director	313
Manager	188
Supervisor	125

Analyst (6 @ 75)	450	
Assistant (10 @ 56)	560	
Secretary (5 @ 56)	280	
Computer Room	125	
Conference	125	
Copy Station	56	
Storage	165	
		2387

Buildings Unit

Supervisor (5 @ 125)	625	
Analyst (4 @ 75)	300	
Assistant (6 @ 56)	336	
Secretary (8 @ 56)	448	
Conference/Work	188	
Drafting/Copy	188	
Computer Room	125	
File/Print Room	125	
Library	125	
Storage	90	
		2550

Transportation Unit

Supervisor	125	
Analyst (5 @ 75)	375	
Assistant (4 @ 56)	224	
Computer Room	125	
Conference	125	
Library	125	
Storage	60	
		1159

Building Maintenance Unit

Supervisor	125	
Maintenance Shop Technician (30)	1500	
Loading Dock/Storage	1000	
Trash Disposal	250	
Flammable Storage	188	
Janitoral Storage	188	
Site Maintenance	188	
Conference	125	
Tool Room	125	
Storage	150	
		3839

Duplicating Unit

Supervisor	125	
Duplicating Operator (4)	2000	
Office Supplies	500	
Storage	90	
		2715

Mailroom

Supervisor	125	
Mail Room Clerk (6)	1500	
Conference	125	
Storage	90	
		1840

Purchasing & Contract Administration

Manager	188	
Supervisor (3 @ 125)	375	
Buyer (5 @ 75)	375	
Assistant (7 @ 56)	392	
Secretary (3 @ 56)	168	
Text Processing	188	
Conference	125	
Library	125	
Vendor Room	125	
Copy Station	56	
File Room	105	
Storage	60	
		2282

Materials & Inventory Control

Supervisor (2 @ 125)	250	
Analyst (3 @ 75)	225	
Assistant (4 @ 56)	224	
Computer Room	125	
Conference	125	
Storage	15	
		964
Purchasing & General Services Total		17736
15% Circulation		2660
Net Total		20396

Appliance Sales & Services

This department makes no sales directly to the public, but rather administers sales and services policies to three division sales operations. It also selects products to be sold, sets prices, and controls inventory. It is directly responsible for the computer sales function and relates to Marketing and Accounting departments.

Appliance Sales & Service

Director	313	
Manager (2 @ 188)	376	
Supervisor	125	
Analyst	75	
Assistant (2 @ 56)	112	
Secretary (3 @ 56)	168	
Conference	125	
Storage	90	
Appliance Sales & Service Total	1384	
15% Circulation	208	
Net Total		1592

Public Relations

Public Relations strives to develop a better understanding with the public as to what the company's goals and activities are. It handles all corporate advertising, media releases, employee communications, plant tours, and executive speeches. This department strongly relates to the public as well as the Executive Office and is broken into three sections.

Comsumer Affairs

Manager	188	
Supervisor (3 @ 125)	375	
Specialist (3 @ 75)	225	
Secretary (2 @ 56)	112	
Storage	215	
		115

News And Special Projects

Manager	188	
Supervisor (2 @ 125)	250	
Specialist (2 @ 75)	150	
Secretary	56	
Audio Visual Room	400	
Press Conference/News Studio	400	
Conference	125	
Copy Station	56	
Storage	150	
		1775

Corporate Communications Services

Supervisor (2 @ 125)	250	
Specialist (5 @ 75)	375	
Assistant	56	
Library	125	
Storage	120	
		926
Public Relations Total		3816
15% Circulation		572
Net Total		4388

Employee Relations

This department is responsible for the recruitment, employment, and placement of qualified job candidates into the company. Wage, salary, and benefit programs are also determined. Future employment needs are assessed and training programs for the headquarters staff are conducted. The department deals with all employees, but especially with Corporate Planning and the Executive Office.

Labor Relations Unit

Director	313	
Supervisor (2 @ 125)	250	
Representative (3 @ 75)	225	
Secretary (5 @ 56)	280	
Work Room	125	
Storage	185	
		1378

Claims Unit

Supervisor	125	
Specialist (3 @ 75)	225	
Secretary (2 @ 56)	112	
Conference	125	
Copy Station	56	
Storage	75	
		718

Compensation & Benefits

Manager	188	
Supervisor (4 @ 125)	500	
Analyst (19 @ 75)	1425	
Assistant (10 @ 56)	560	
Secretary (5 @ 56)	280	
File Room	368	
Computer Room	125	
Conference	125	
Storage	165	
		3736

Organization Planning & Development

Manager	188	
Supervisor (2 @ 125)	250	
Representative (10 @ 75)	750	
Assistant (3 @ 56)	168	
Secretary (4 @ 56)	224	
Assessment Room	125	
Computer Room	125	
Conference	125	
Equipment Storage	125	
File Room	125	
Copy Station	56	
Storage	150	
		2411
Employee Relations Total		8243
15% Circulation		1236
Net Total		9479

Employee/Public Facilities

Auditorium

The Auditorium is to be used for a variety of gatherings, such as training seminars, employee information programs, and after-hours public use. It should seat 210 people or be able to be partitioned so as to provide two spaces for 105 people each, each with complete projection facilities.

Auditorium	3180	
Projection Rooms	952	
Storage	736	
Pre-Function Area	632	
Auditorium Total		5500
15% Circulation		825
Net Total		6325

Cafeteria & Health Facility

A cafeteria is to provide a pleasant eating and gathering area for employees and their guests. Fifteen square feet per person is allowed for dining and the kitchen/serving areas.

Dining Area	5111		
Kitching/Serving	4035		
Vending	300		
Cafeteria Total		9446	
15% Circulation		1417	
Net Total			10863

Health Facility

Exercise/Weight Room	1440		
Lockers/Showers (2)	960		
Waiting/Reception	225		
Staff Office	125		
Cot Room	125		
Storage	125		
Health facility total		3000	
15% Circulation		450	
Net Total			3450

Break Rooms

Break Rooms	750
15% Circulation	113
Net Total	863

Conference Facilities

Conference Rooms	5200
15% Circulation	780
Net Total	5980

Mail/Copy Rooms

Mail/Copy	1800
15% Circulation	270
Net Total	2070

Credit Union Satellite Facility

Credit Union	600	
Tellers (2)		
Waiting Area		
Loan Desk		
Storage		
Credit Union		600
15% Circulation		90
Net Total		690

Parking

Visitor	50
Executive	50
Company Vehicles	100
Employee	400
Total Parking	600

Building Square Footage Summary
Until Year 2010.

Corporate	
Executive Office	7956
Corporate & Treasury	5480
Corporate Planning	4447
Internal Accounting Controls	4063
Rates & Regulatory	2780
Governmental Affairs	1526
Administration	
Marketing & Load Management	9131
Accounting	26919
Purchasing & General Services	20396
Technical/Computer	
Engineering	10355
Power Delivery	14699
Power Generation	2183
Power Generation Resources	5920
Security	1320

Public

Appliance Sales & Service	1592	
Public Relations	4388	
Employee Relations	9479	
Auditorium	6325	
Cafeteria	10863	
Health Facility	3450	
Break Rooms	863	
Conference Facilities	5980	
Mail/Copy Rooms	2070	
Credit Union	690	
Total - Net Square Feet	162875	
17% Interdepartmental Circulation	27689	
10% Mechanical, Etc.	16288	
Total Gross Square Feet		206852 SF

Relationships

None of the departments work independently, each interacts with others on a daily basis. With the actual work activity being similar in all departments, the basis of zoning the departments for their location in the facility will reflect the nature of the information being processed, its confidentiality, and who is making decisions concerning it. With the more public spaces centered around a main ground level entrance lobby, the more private or confidential areas would be placed above them. Departments frequently dealing with each other should be located on the same level or within one level above or below.

Using this approach, a stacking diagram has been formulated. Assuming a four story structure, level assignments are as follows:

Lower Level - Public

Auditorium
Public Relations
Employee Relations
Customer Accounting
Appliance Sales & Service
Credit Union
Health Facility
Cafeteria

Second Level - Technical/Computer

Engineering
Power Delivery
Power Generation
Power Generation Resources
Management Information Services
Security

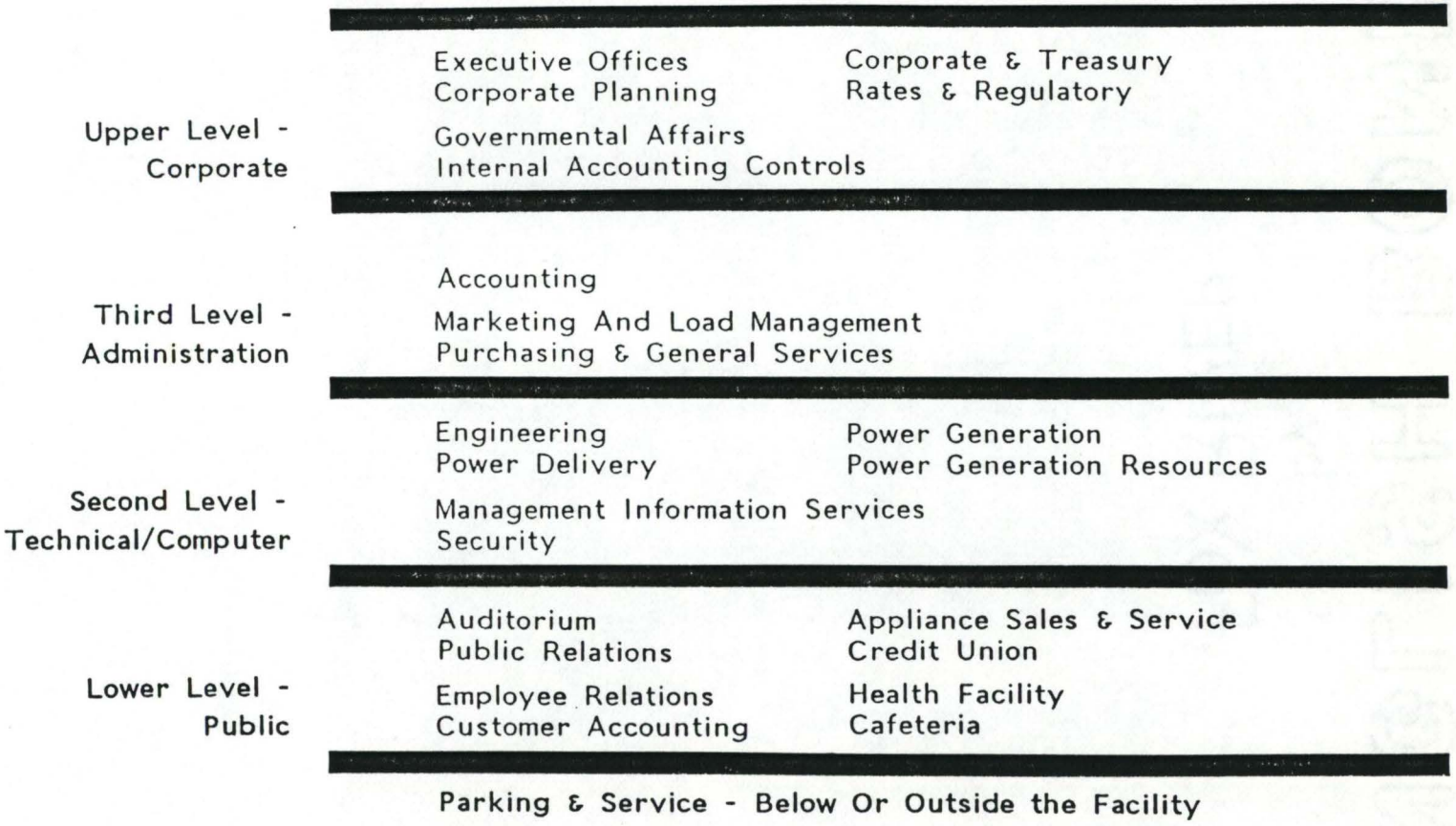
Third Level - Administration

Accounting
Marketing And Load Management
Purchasing & General Services

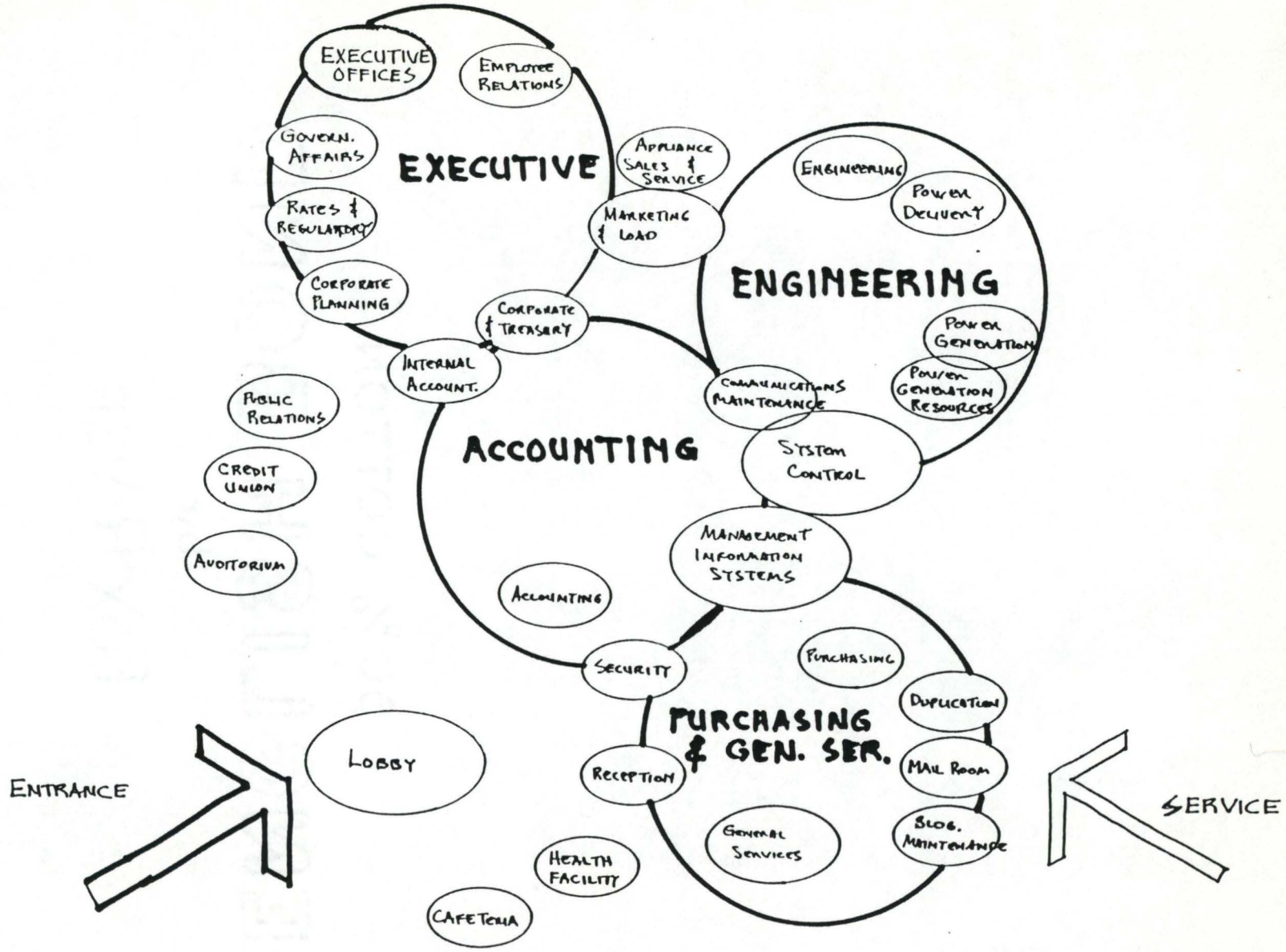
Upper Level - Corporate

Executive Offices
Corporate Planning
Corporate & Treasury
Rates & Regulatory
Governmental Affairs
Internal Accounting Controls

Parking & Service - Below Or Outside the Facility



STACKING DIAGRAM



ADJACENCIES

Resource Data

Code Requirements

Occupancy Classifications

Business	- Office Areas
Small Assembly	- Multi-Purpose Area
	- Cafeteria

Allowable Heights & Areas

Type I Construction	
Business	- Unlimited Height & Floor Area
Small Assembly	- Unlimited Height & floor Area
Type II Construction	
Business	80" Height Max., Unlimited Floor Area
Small Assembly	80" Height Max., Unlimited Floor Area

Maximum open office area enclosed by 1 hour walls - 3000 SF

Means of Egress

Maximum Distance of Exit	Unsprinklered	Sprinklered
Business & Assembly	150' Max.	200' Max.

Minimum Number of Exits	
Occupancy load of 500 - 100 people	3 exits minimum

No dead end corridors longer than 20 feet allowed.
Minimum width of egress - 36".

Comprehensive Plan And Zoning Requirements

The establishment of the Gateway Redevelopment District (GRD) was recommended because of the continued interest in the revitalization and development of the area situated along Pensacola Bay to the east of the Seville Square Historic District and south of Heinburg and Wright Streets. Since this area is the southern gateway to the city, future development must recognize the need for compatible and attractive community design and site planning. Redevelopment should also be consistent with the city's goals of attracting mixed residential / commercial development back to the urban core and inner city areas. Permitted uses within this district are recommended to include:

low, medium, and high density residential office buildings
neighborhood commercial
retail commercial (including tourist oriented commercial).

Bayfront Parkway Setback Guidelines

Minimum setback = 50' from the northern parkway right-of-way. Maximum building height at minimum setback = 50' high. Above 50' height, an additional 1 foot setback shall be required for each additional 2 feet of building height. This setback is intended as a landscaped buffer zone which preserves the unique open space character of the parkway.

Maximum Preservation Of Bay Views

The long axis of all buildings located along Bayfront Parkway should be oriented parallel to the inland street grid rather than parallel to the Parkway itself to prevent the development of a "wall" effect along the Parkway. Campus-like development patterns should also be considered.

Vehicular Access Location

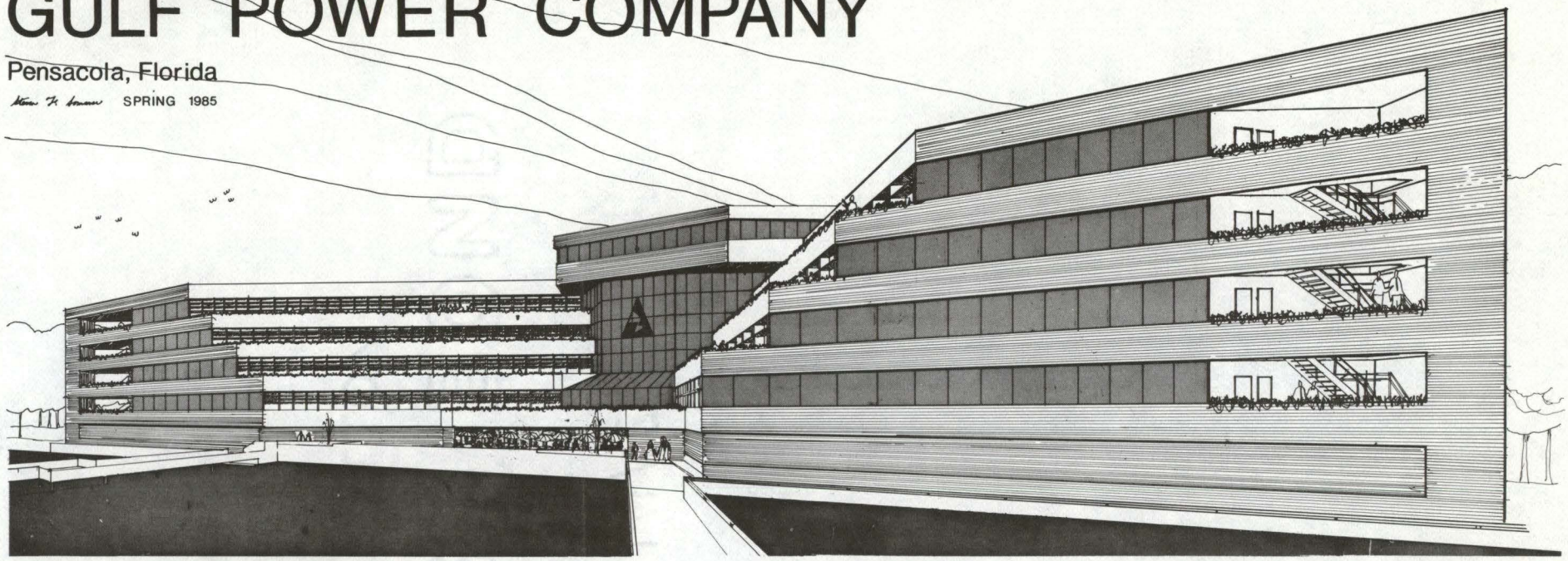
Access to development along the Parkway should be from the inland grid system. No access may be permitted from the Parkway itself.

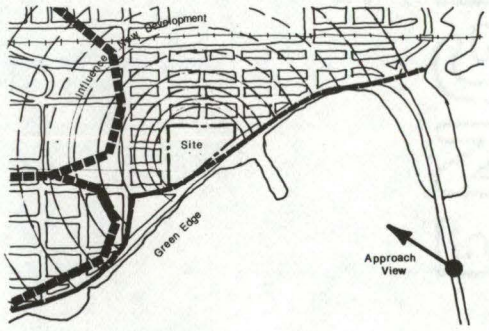
DESIGN PROPOSAL

A Corporate Headquarters for GULF POWER COMPANY

Pensacola, Florida

SPRING 1985





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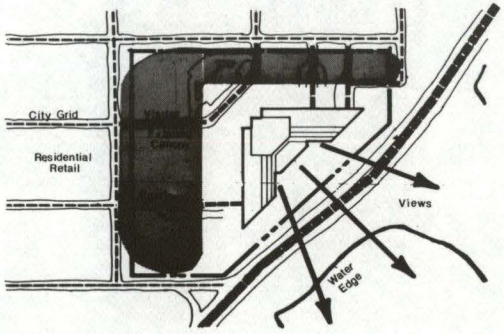
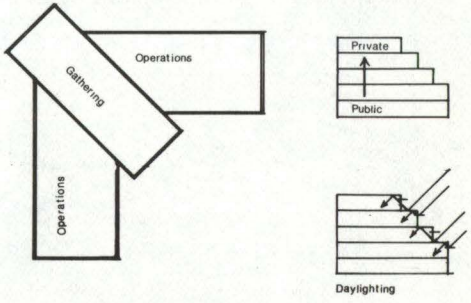
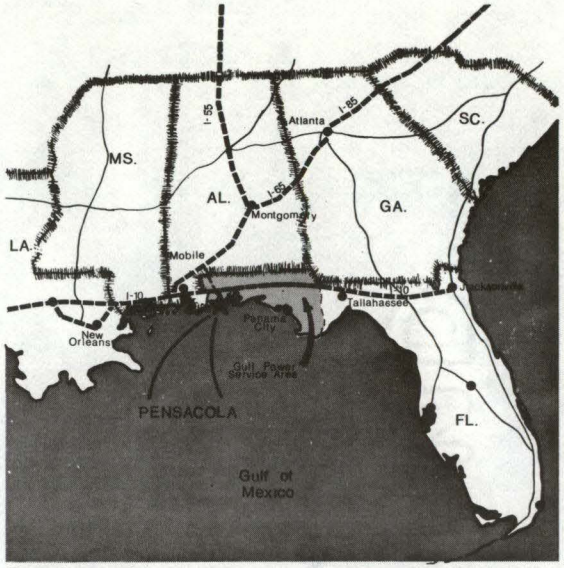


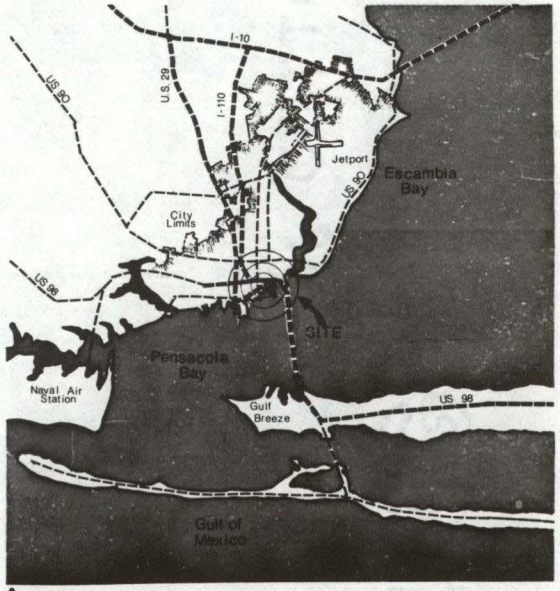
Site Concept



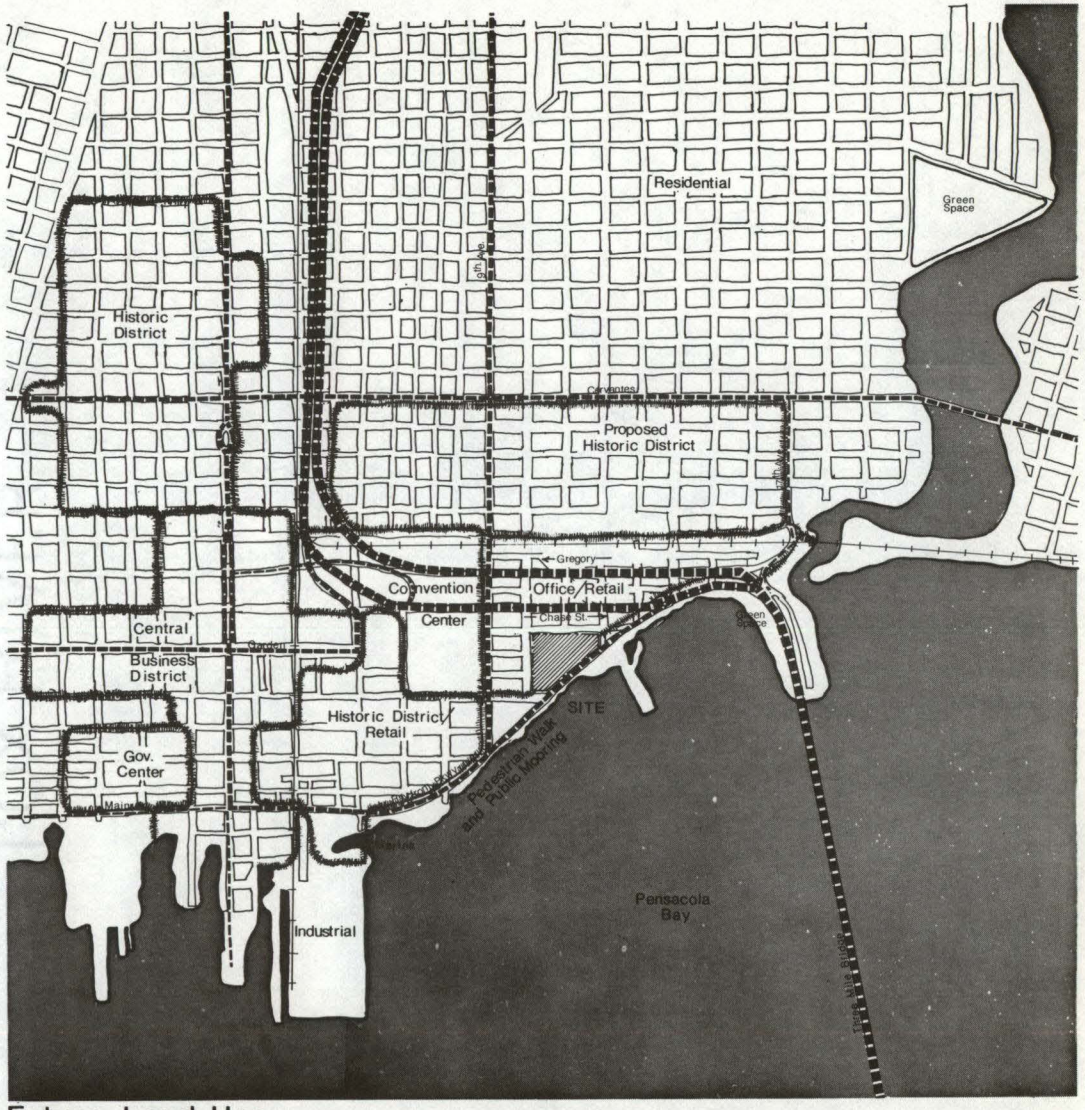
Building Concept



Regional

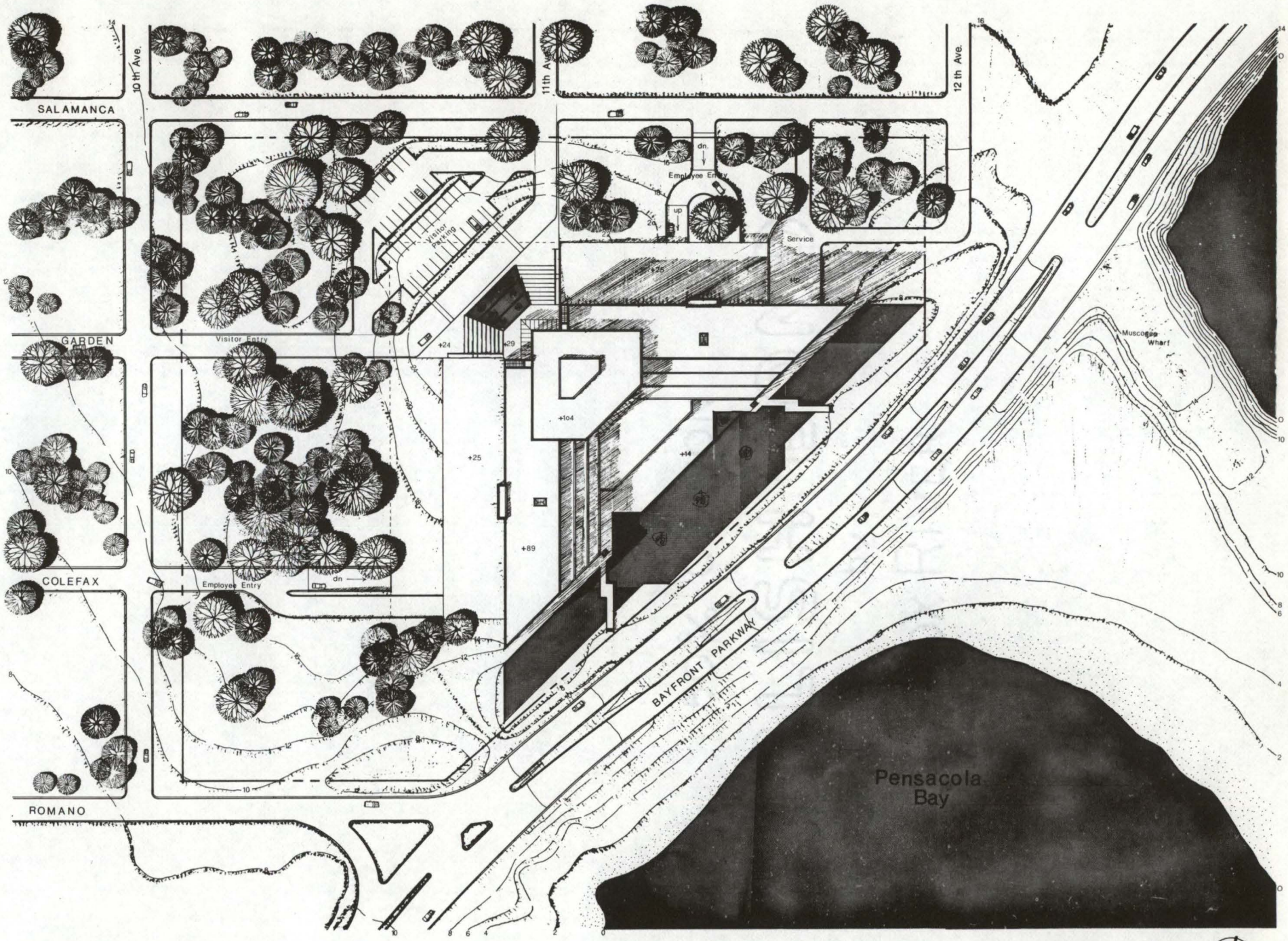


Area

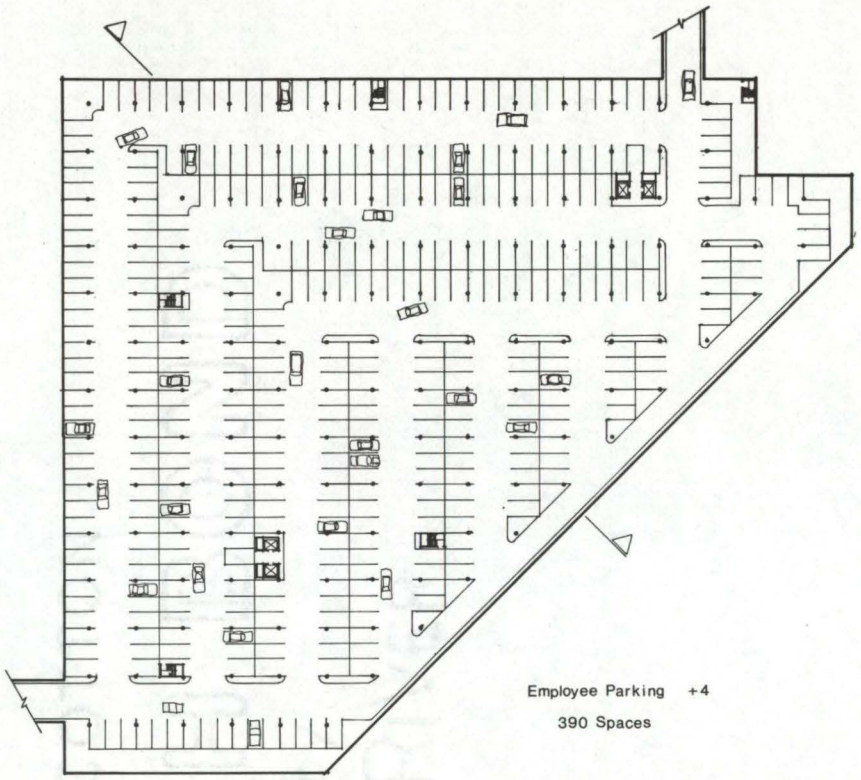


Future Land Use

LOCATORS

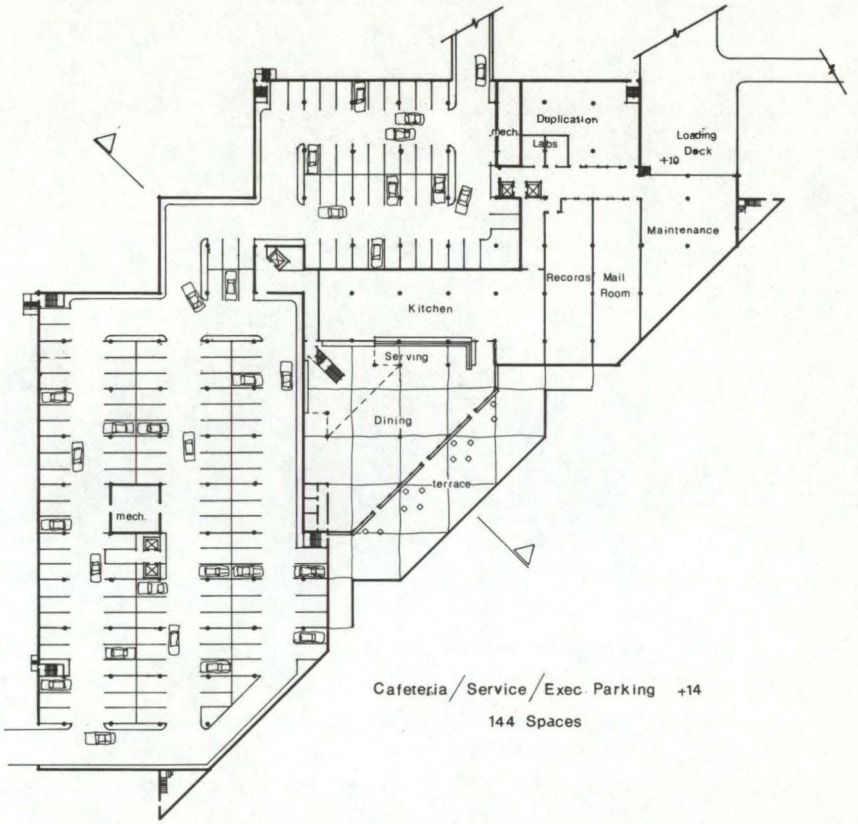

SALAMANCA
10 th Ave.
11th Ave.
12 th Ave.
GARDEN
COLEFAX
ROMANO
Visitor Parking
Visitor Entry
Employee Entry
Employee Entry
Service
dn.
up
dn
+25
+24
+29
+104
+14
+89
Muscogee Wharf
BAYFRONT PARKWAY
Pensacola Bay
0
50
100
150

SITE PLAN



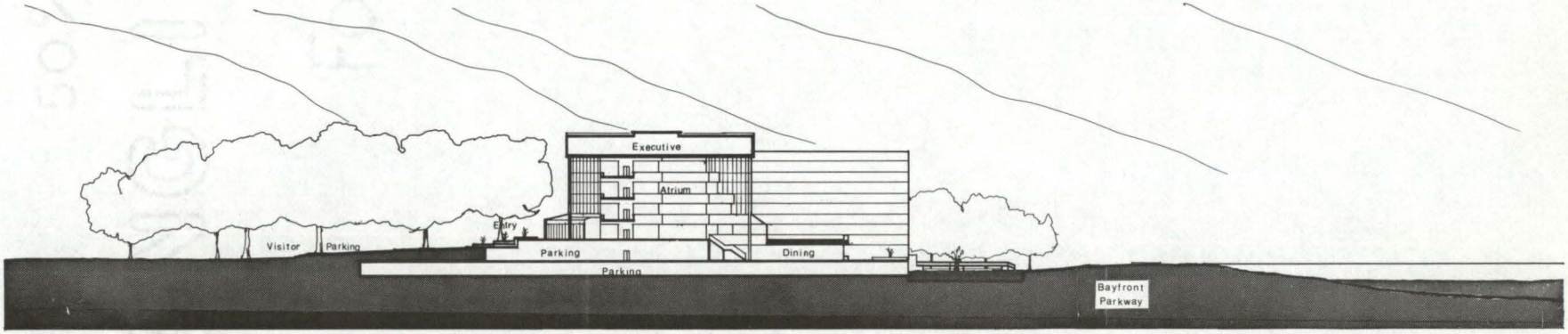
Employee Parking +4

390 Spaces



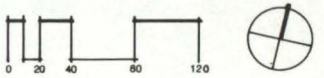
Cafeteria/Service/Exec Parking +14

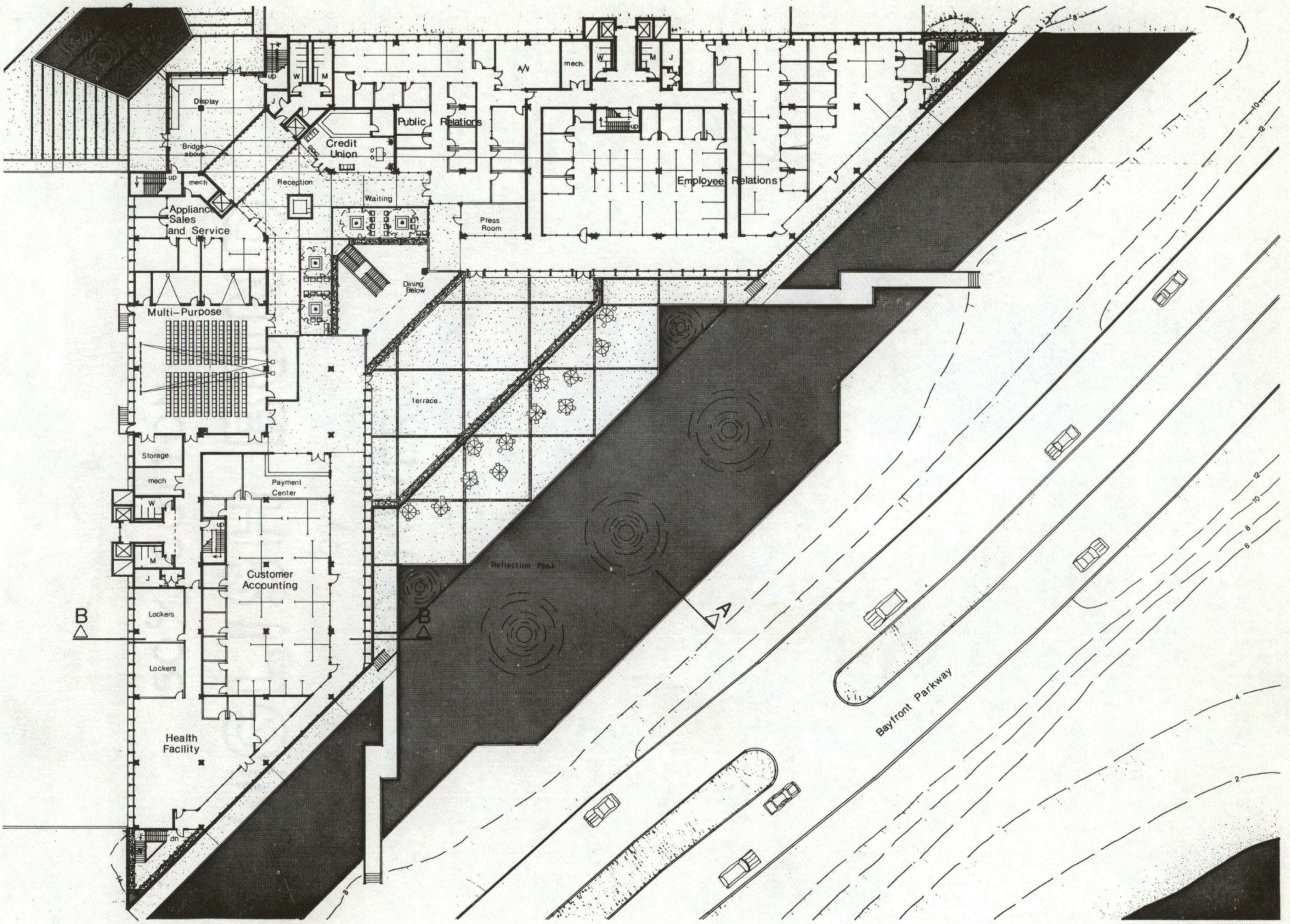
144 Spaces



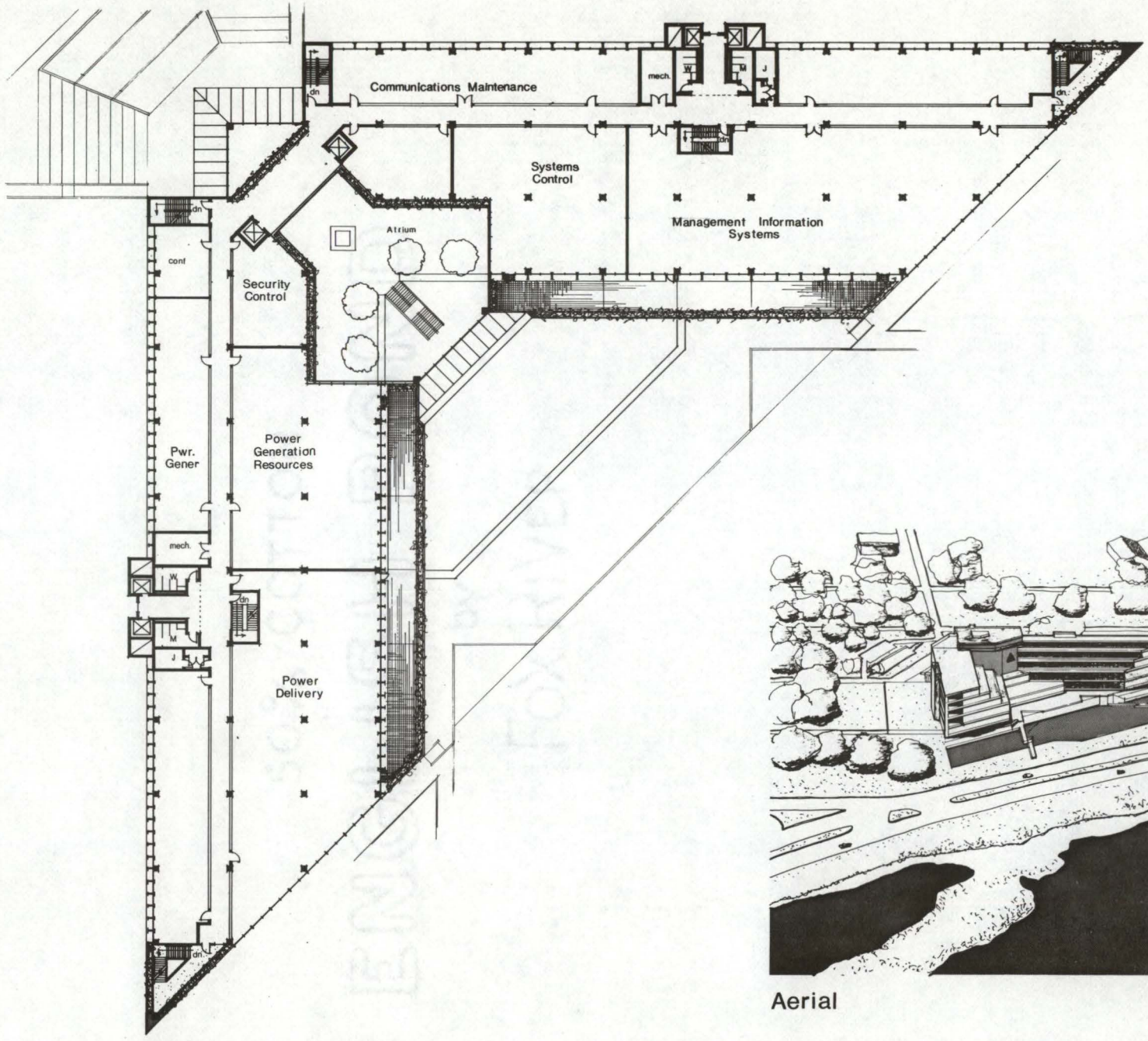
Site Section

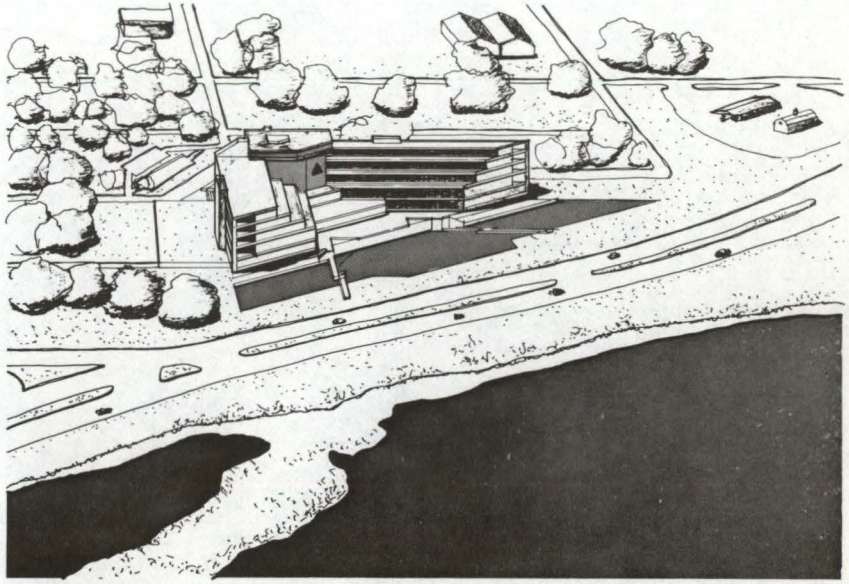
LOWER LEVELS +4, 14





LOBBY LEVEL +29

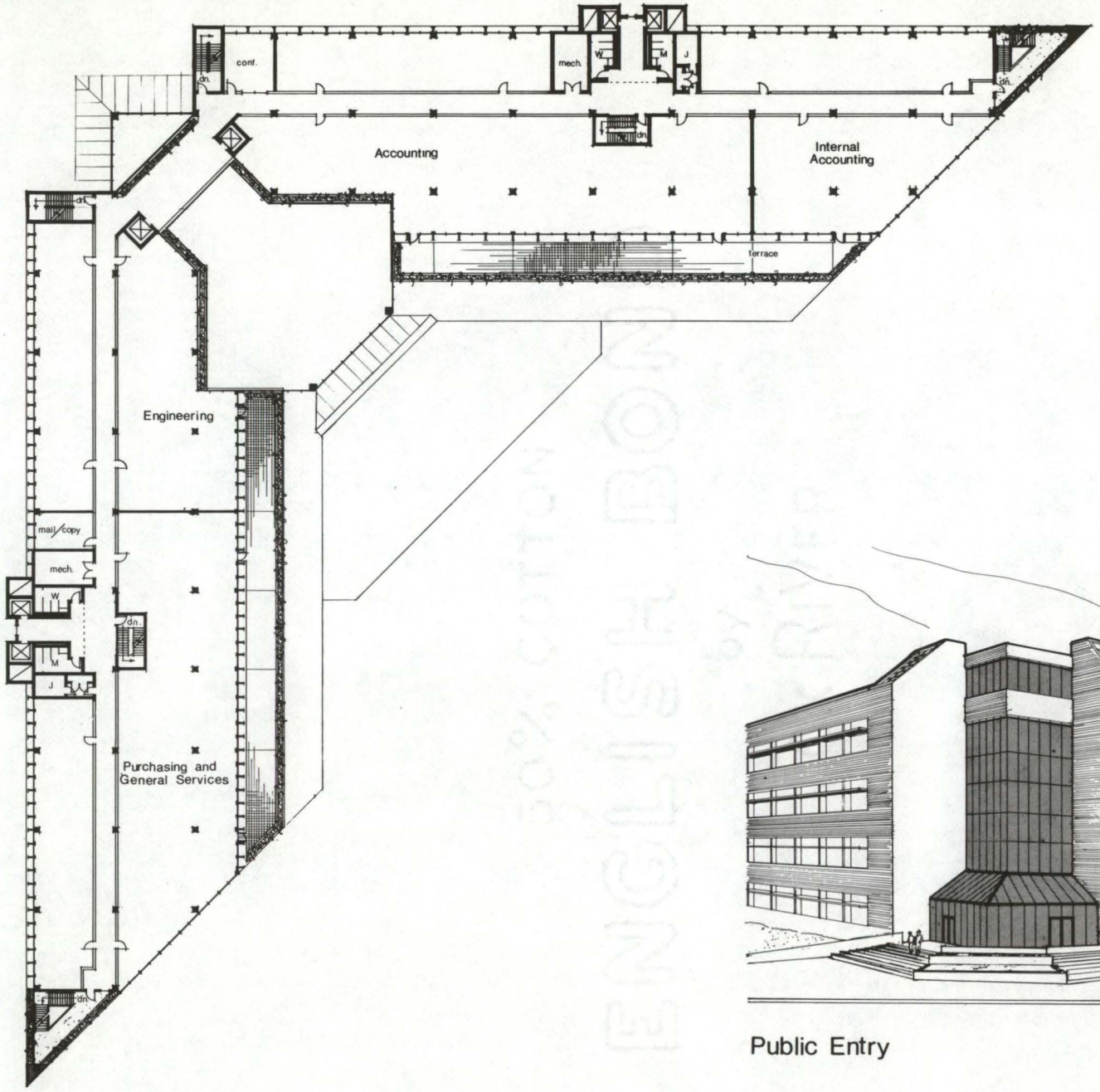


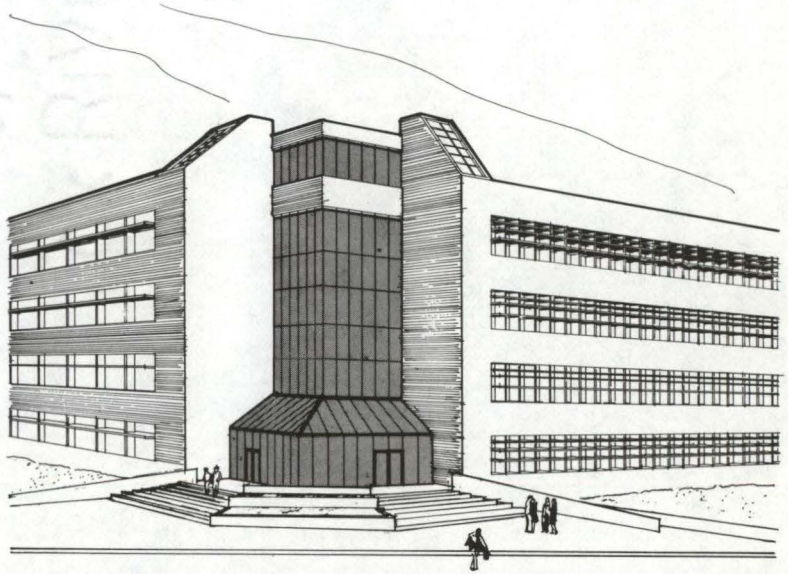


Aerial

SECOND LEVEL +44

0 10 20 30 50

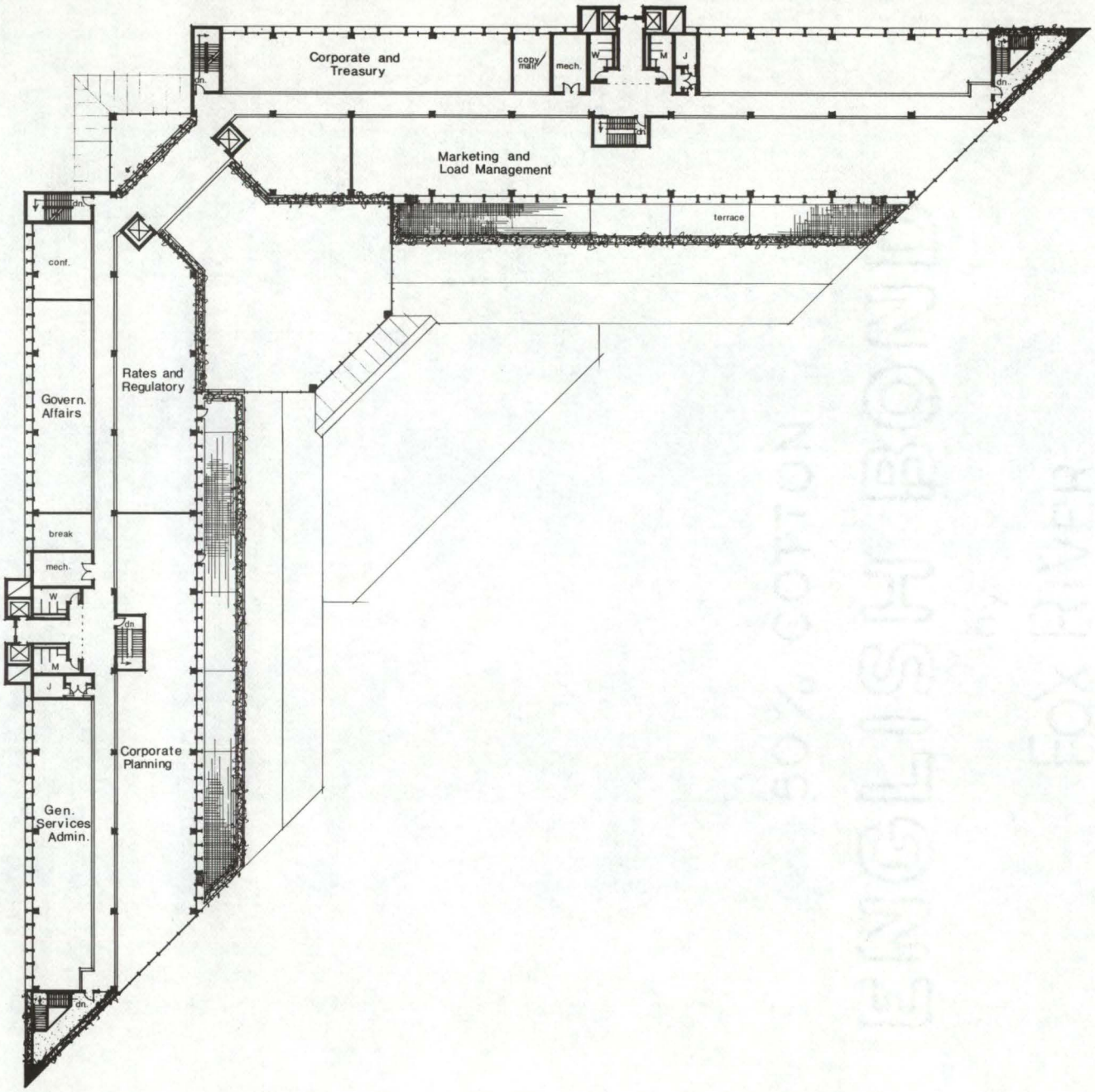




Public Entry

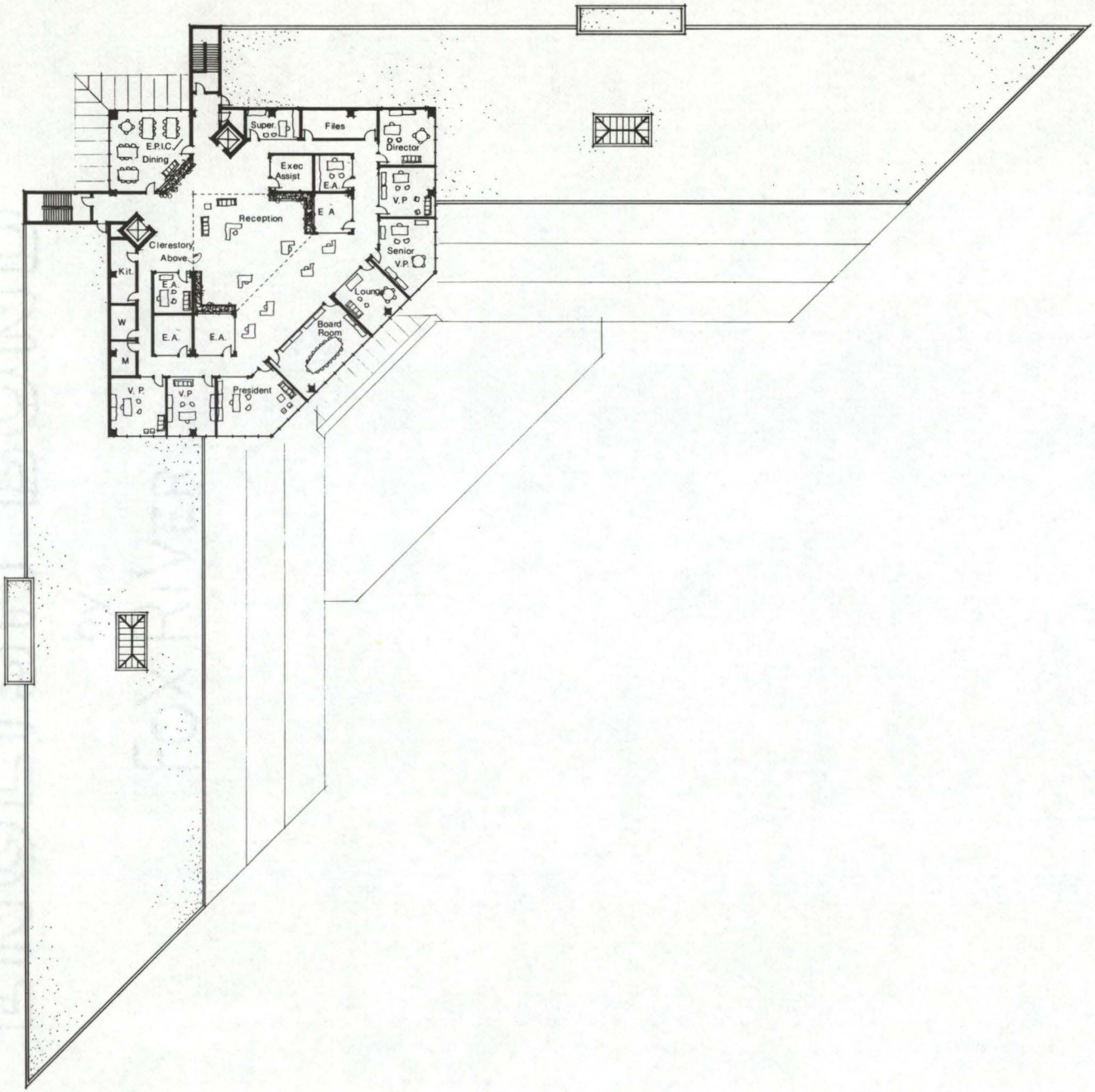
THIRD LEVEL +59

0 10 20 30 50



FOURTH LEVEL + 74

0 10 20 30 50



EXECUTIVE LEVEL +89

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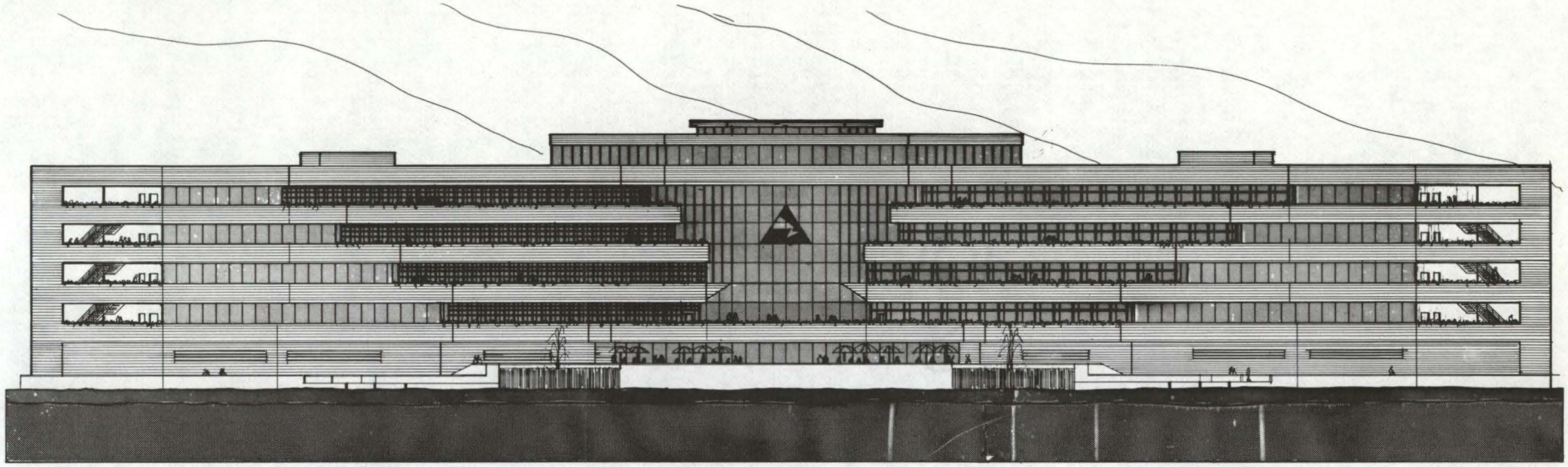
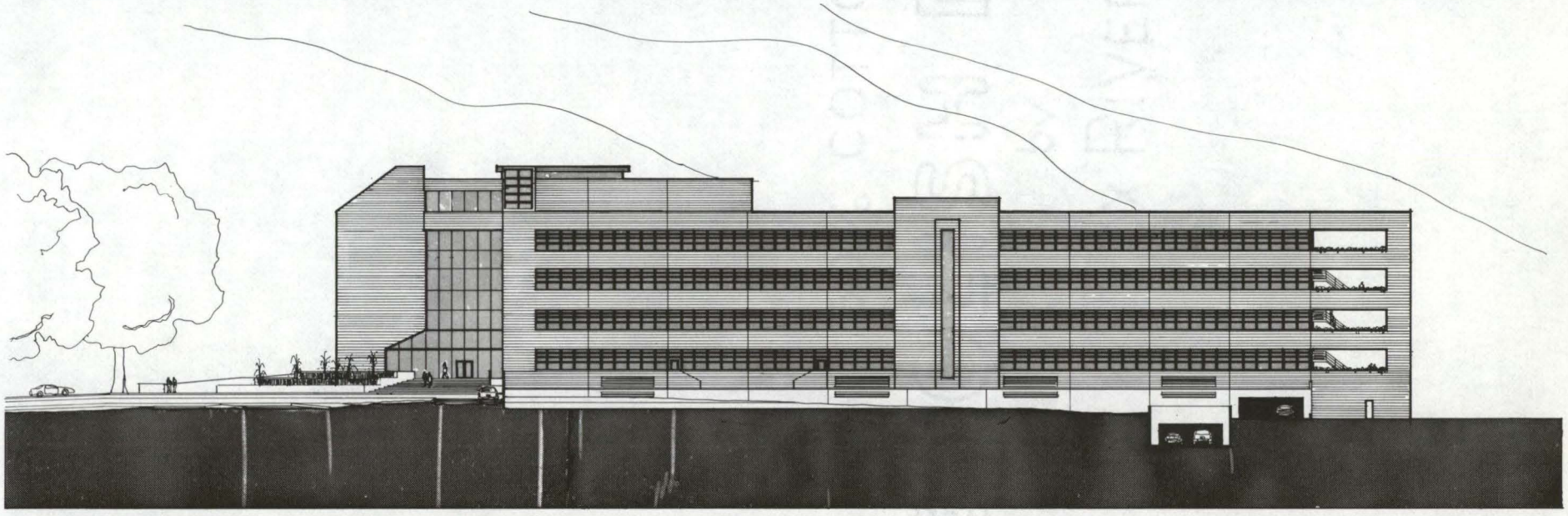
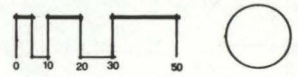


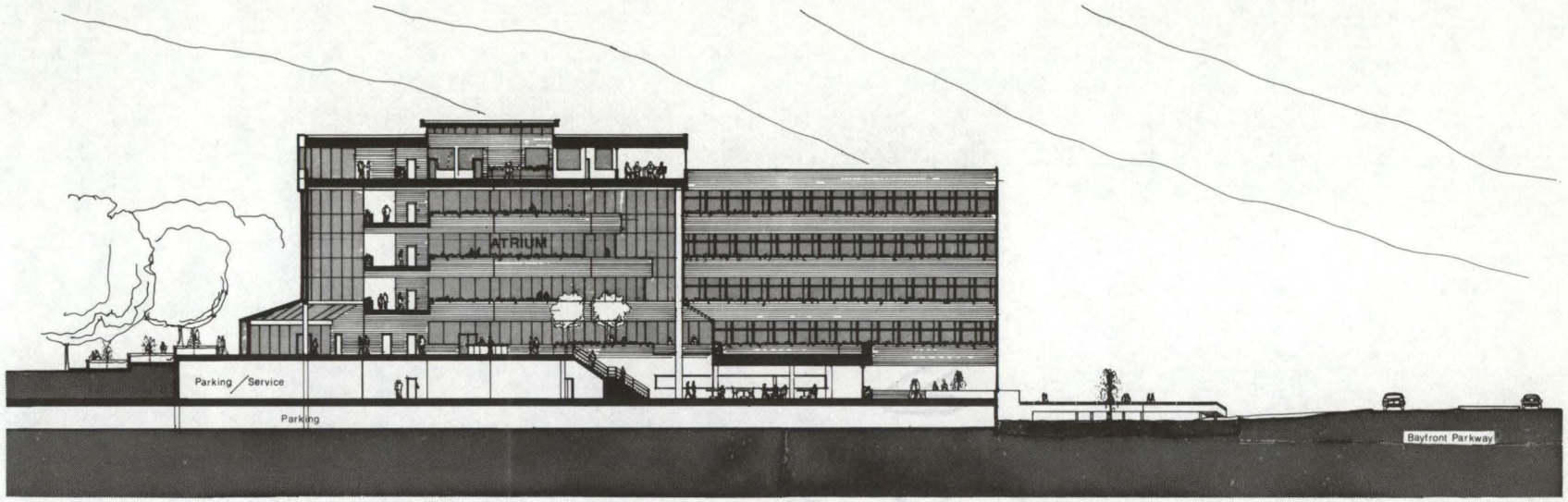
Southeast



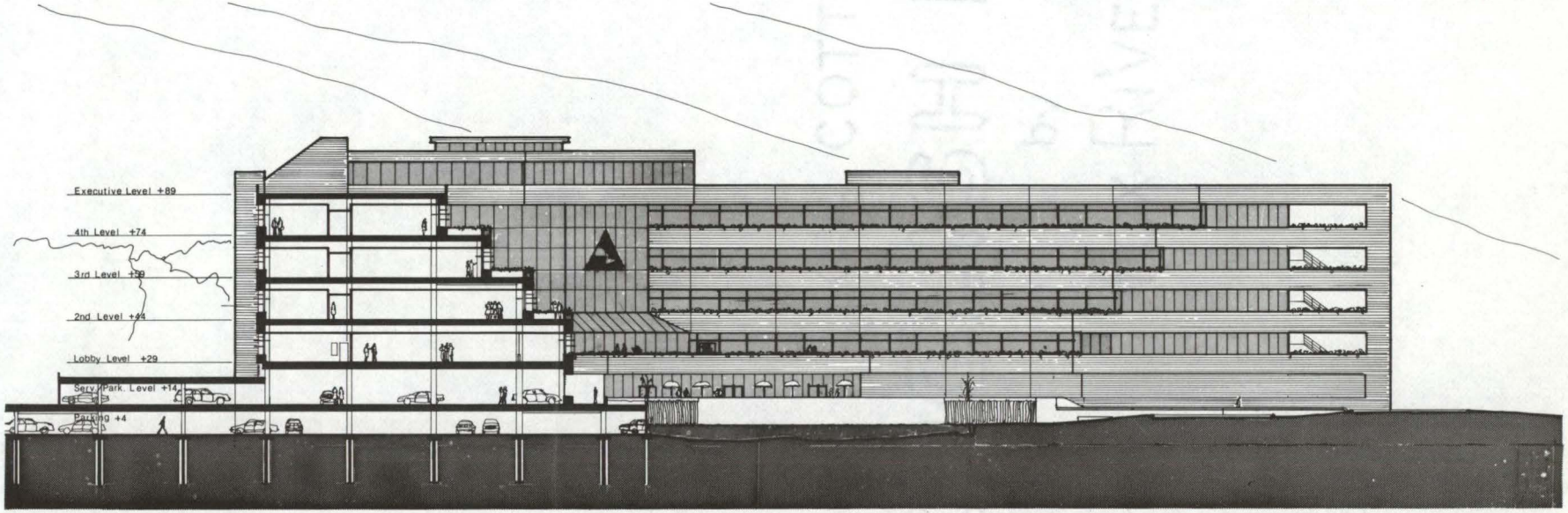
West

ELEVATIONS





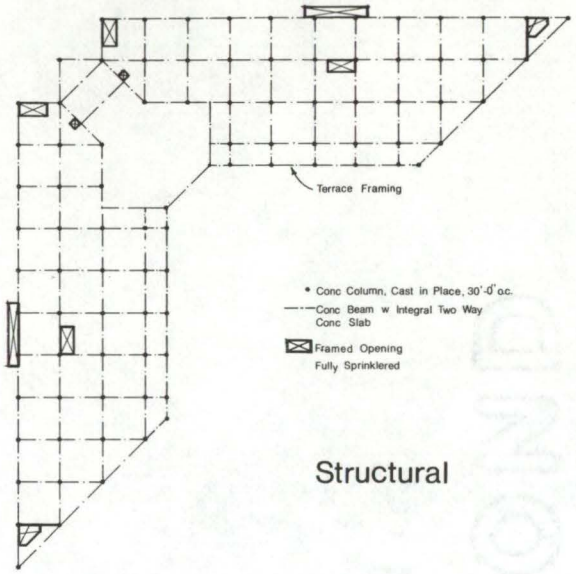
Section AA



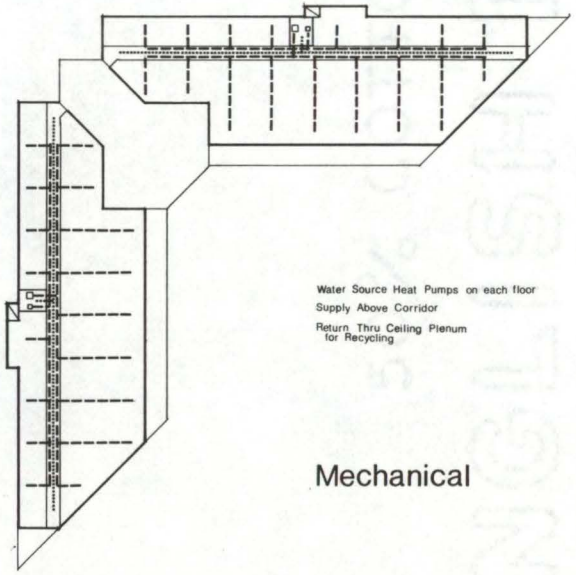
Section BB

SECTIONS

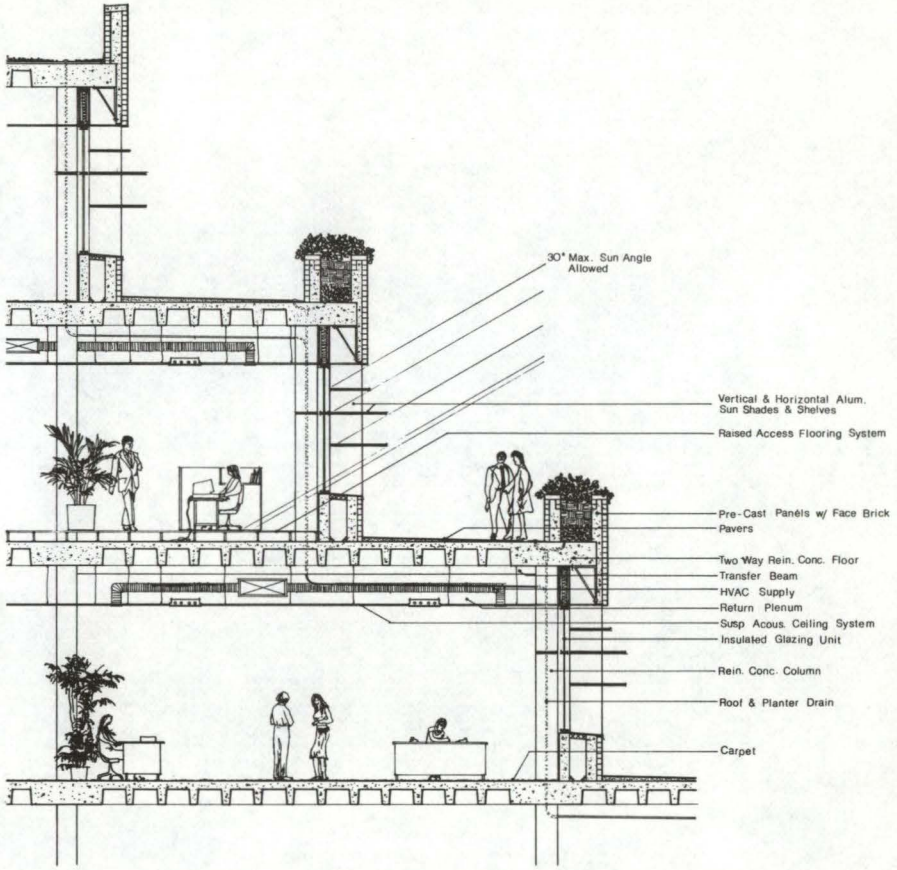
0 10 20 30 50



Structural

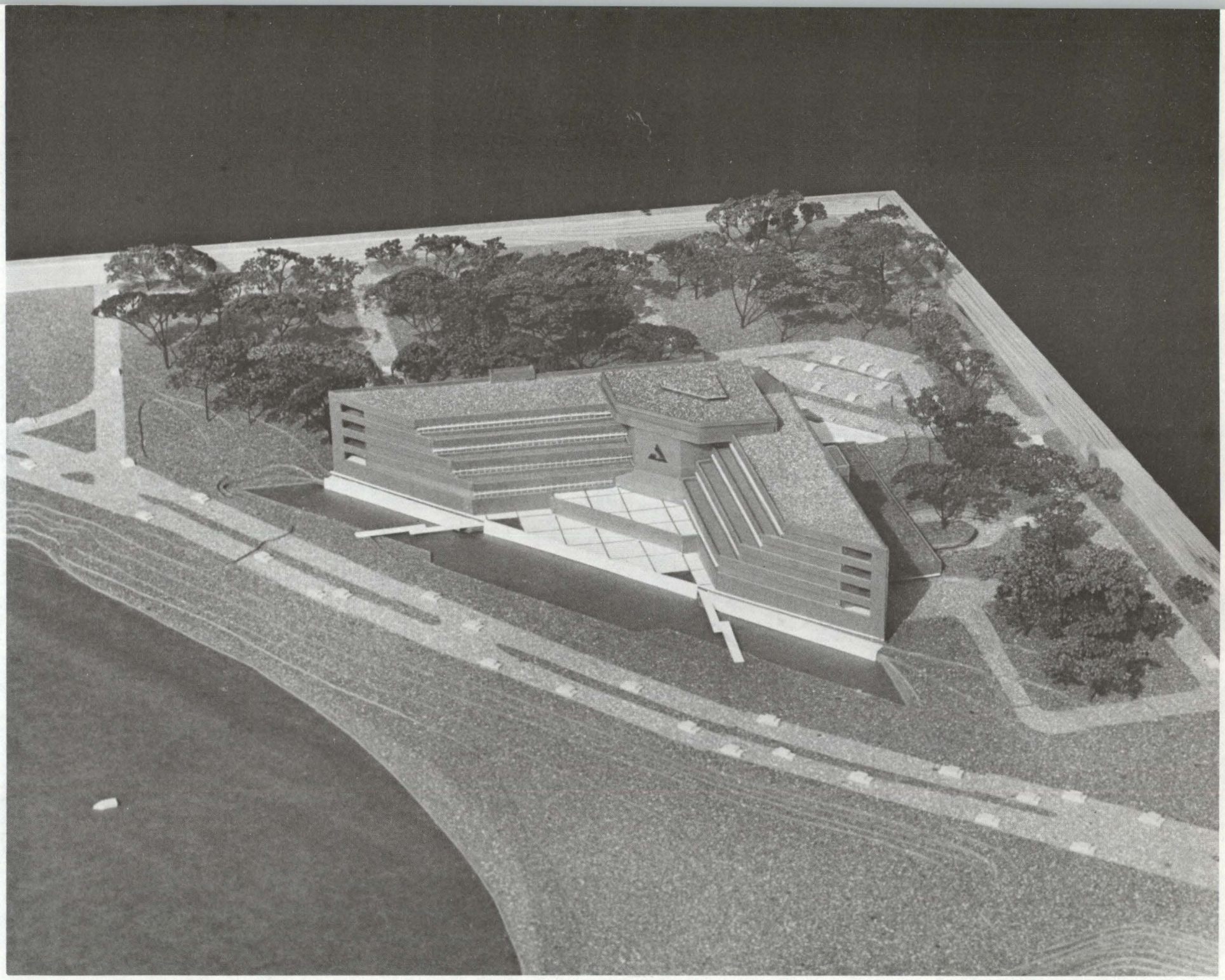


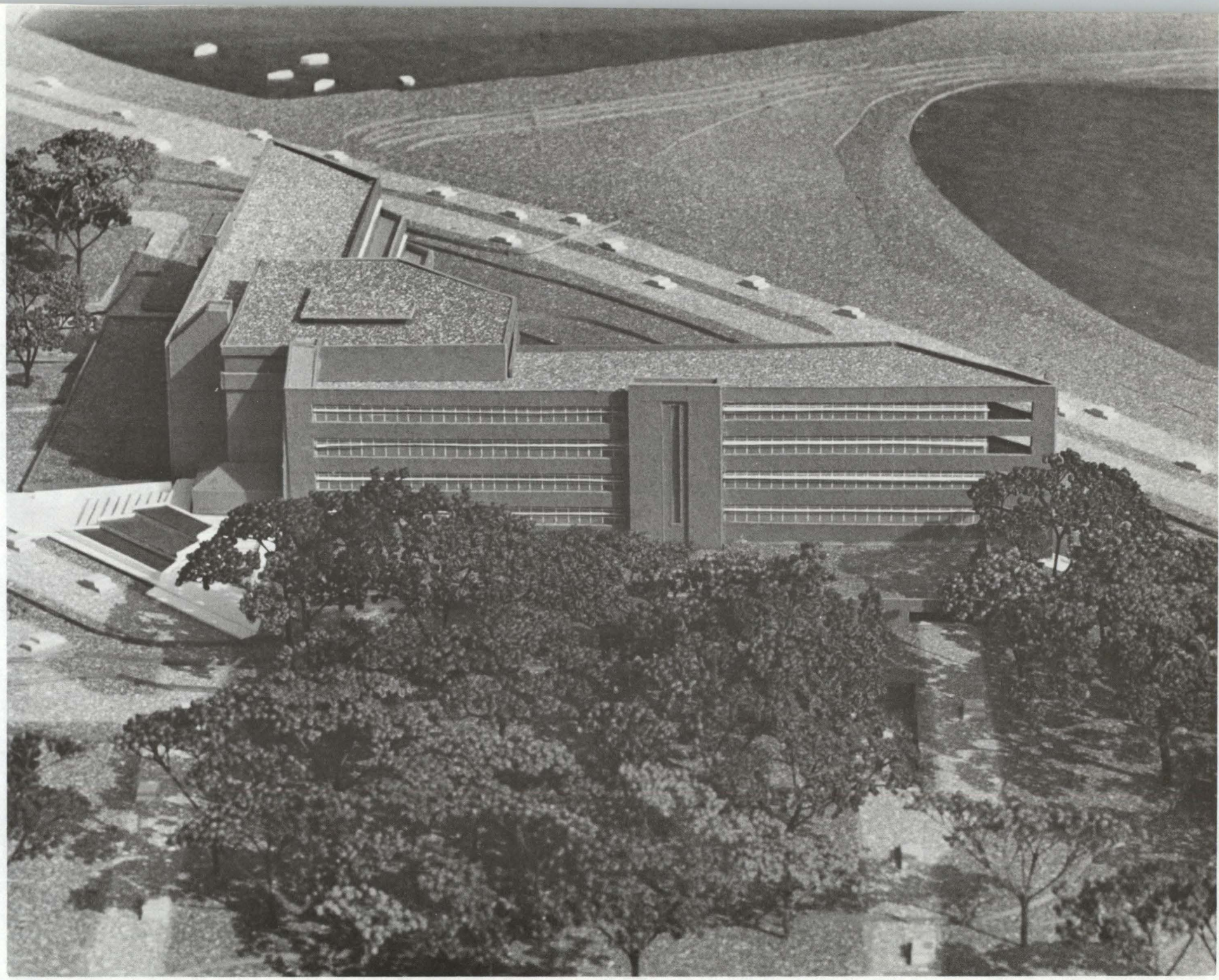
Mechanical



Balcony Section

SYSTEMS





FOOTNOTES

FOOTNOTES

1. Press Conference Remarks for B. F. Kickliter, p. 2.
2. John Pile, ed., *Interiors Second Book Of Offices* (New York: Whitney Library of Design, 1969) p. 35.
3. Ibid., p. 35.
4. Ibid., p. 25.
5. Gould, Bryant Putnam, *Planning the New Corporate Headquarters* (New York: John Wiley & sons, Inc., 1983) p. 2.
6. *Gulf Power Company 1983 Annual Report,*
7. Ibid, p. 3.
8. *A Traffic Study For The Gulf Power General Office Facility,* (Baskerville-Donovan Engineers, Inc.) p. ii.

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