



# THE WATERING HOLE

BRADFORD CEDERBERG ATTORNEYS AT LAW

STUDIO III WINTER 2020

JENNA MORLOCK



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**DESIGN  
 REQUIREMENTS**

**TOTAL OCCUPANCY:  
 APPROX. 30 EMP**

**CONFERENCE ROOMS  
 OPEN OFFICE SPACE**

**FOR 25-30  
 LOBBY SPACE**

**10 OFFICES**

**BREAK AREA**

**LIBRARY**

**STORAGE**

**BATHROOMS**

**PRIVATE AREAS**



**RUTLEDGE BRADFORD**

**CLIENT  
 DEMOGRAPHIC**

**YOUNG ADULT-70  
 HEALTHCARE  
 PROFESSIONALS**

**EMPLOYEES**



**COMFORTABLE  
 LOUNGE SPACE IS  
 NECESSARY FOR  
 THE LONG HOURS  
 WORKED.**

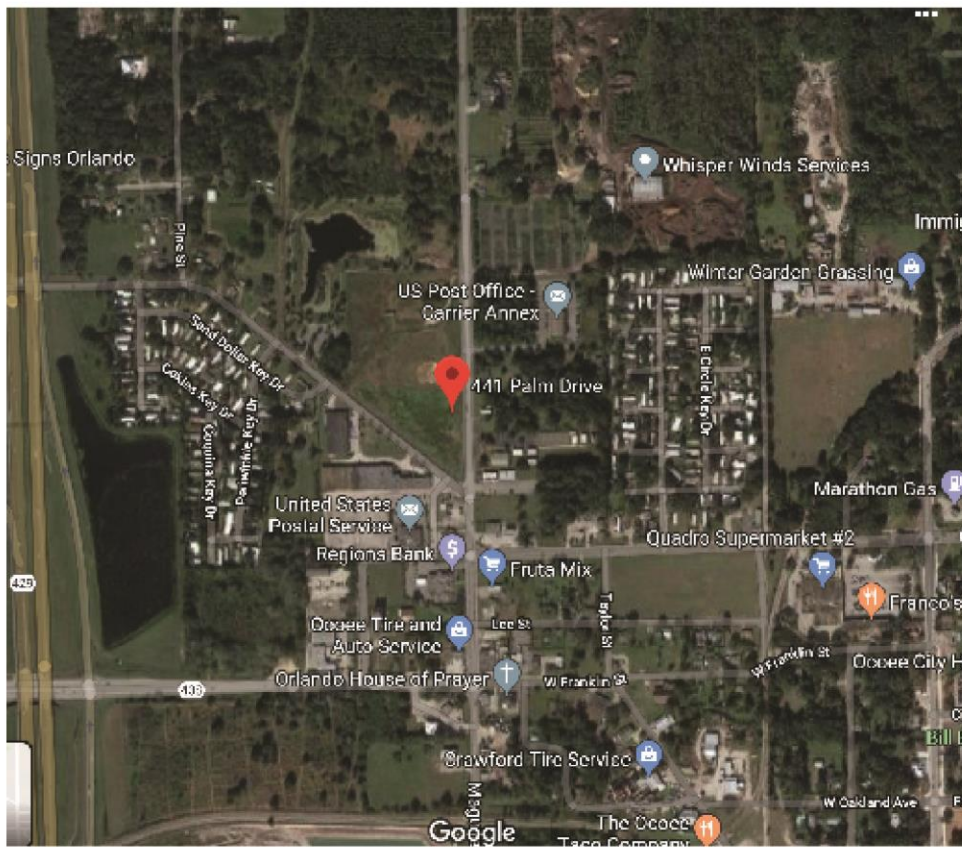
**MISSION**

**EXTREMELY DEVOTED TO  
 BEING THE MOST  
 EDUCATED AND  
 PASSIONATE IN THEIR  
 FIELD OF LITIGATION.**

**STARTED AS A  
 RESPONSE TO THE  
 ABUSE INSURERS WERE  
 INFLICTING ON  
 MEDICAL PROFESSIONALS  
 AFTER AUTO-ACCIDENT  
 RELATED INJURIES.**

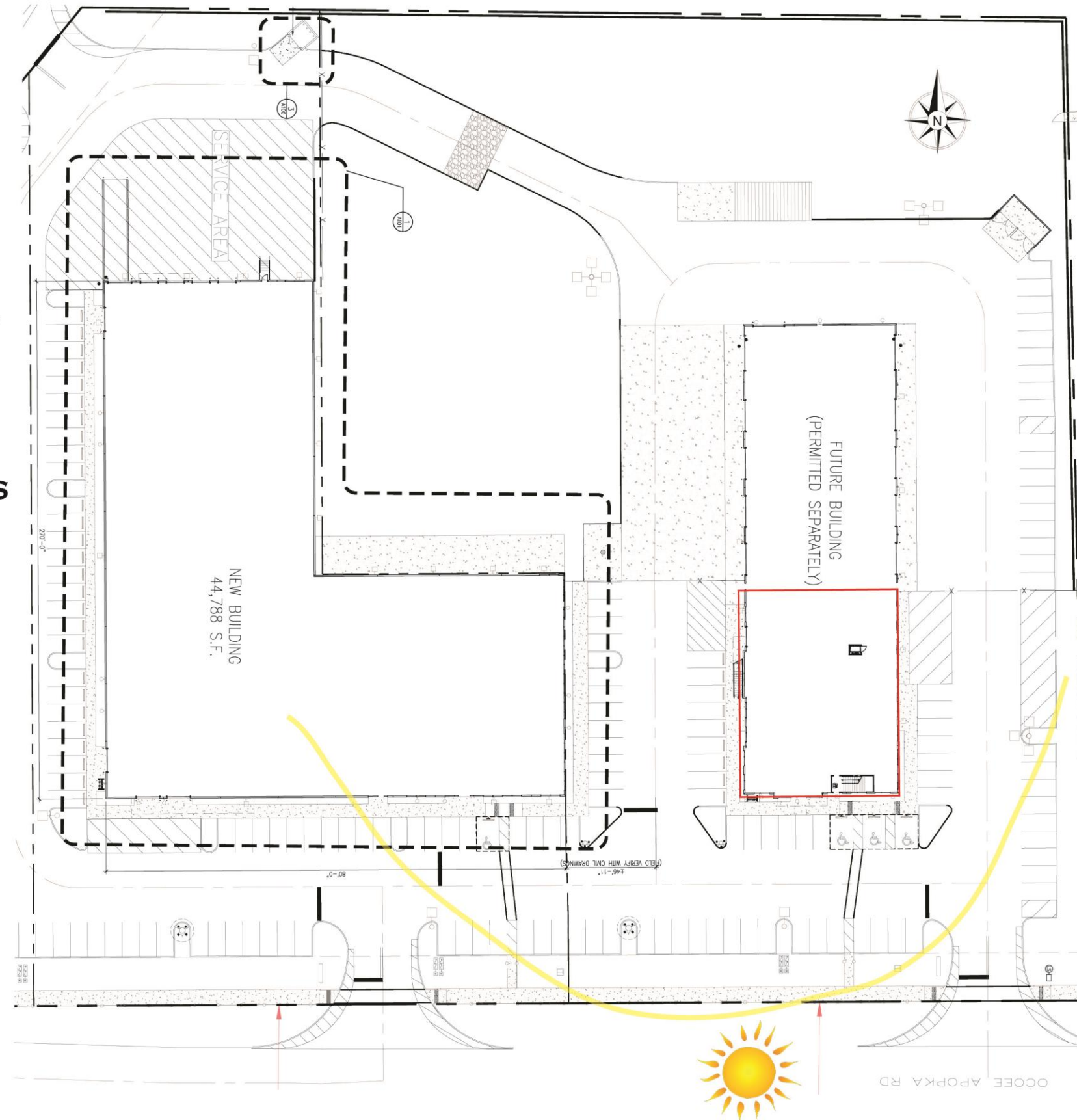






# SITE ANALYSIS

- SITE AMENITIES**
- LOTS OF PARKING
  - CLOSE TO HWY
  - LOTS OF EARLY NATURAL LIGHT



**LOCATION: 441  
PALM DRIVE OCOEE FL  
34761**

**NEARBY ATTRACTIONS**

**POPULATION:  
46,402**

**HISTORY:  
CITY BEGAN AS A  
HAVEN FOR CITRUS  
AGRICULTURE IN  
EARLY SETTLEMENTS  
AND HAS REMAINED  
A QUIET IN-BETWEEN  
ORLANDO AND NORTH  
FLORIDA.**

- POST OFFICE
- GAS STATION
- OCOEE TACO COMP.
- AUTO SERVICE
- CHURCH
- SUPERMARKET
- BANK
- FRANCO'S EATERY
- CITY HALL



# BUILDING ANALYSIS

LEVEL 2  
CEILING HEIGHT  
WINDOWS- 8'-6"

APPROX. 13'



LEVEL 1  
CEILING HEIGHT  
WINDOWS- 8'-6"

APPROX. 12'

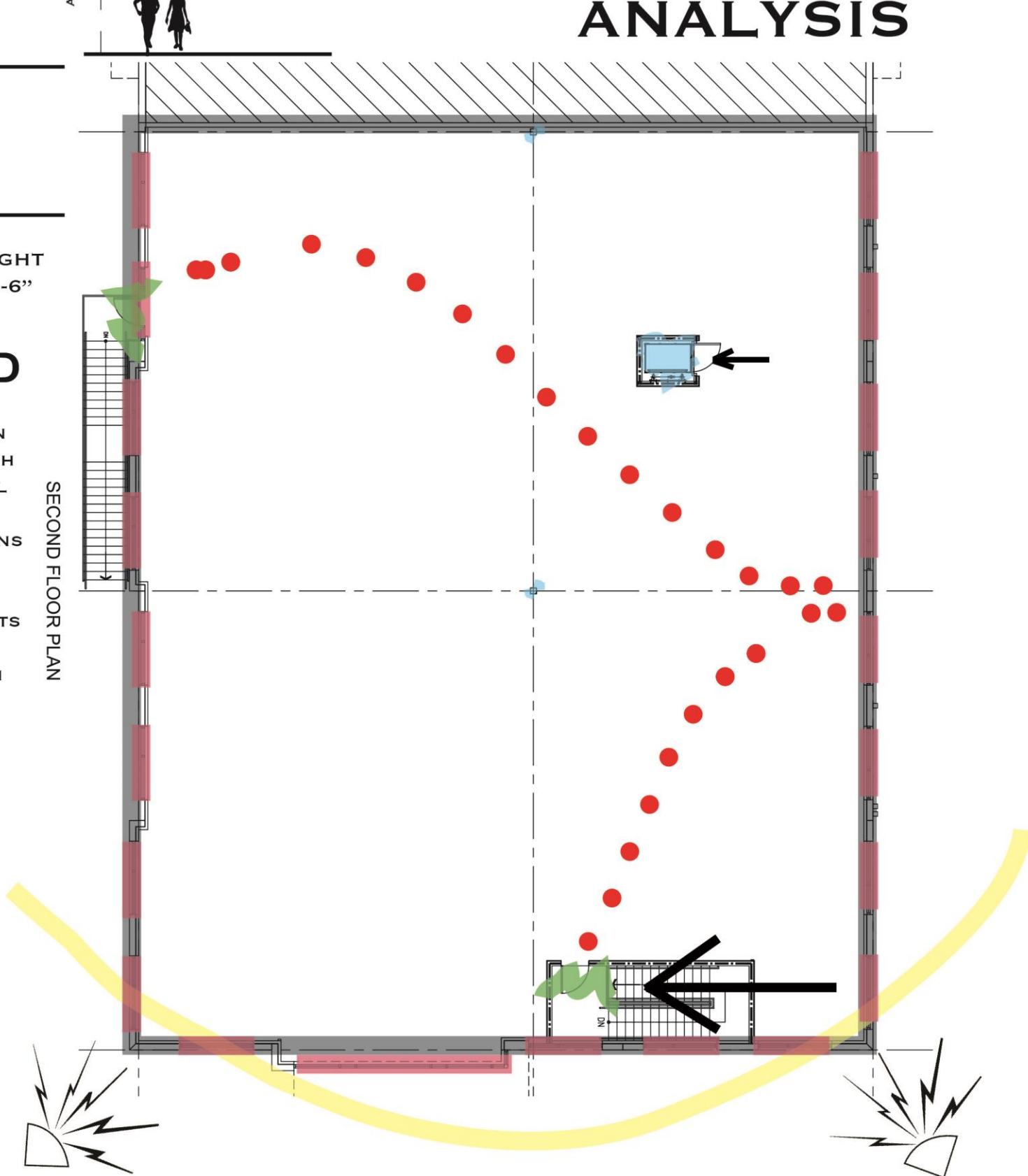
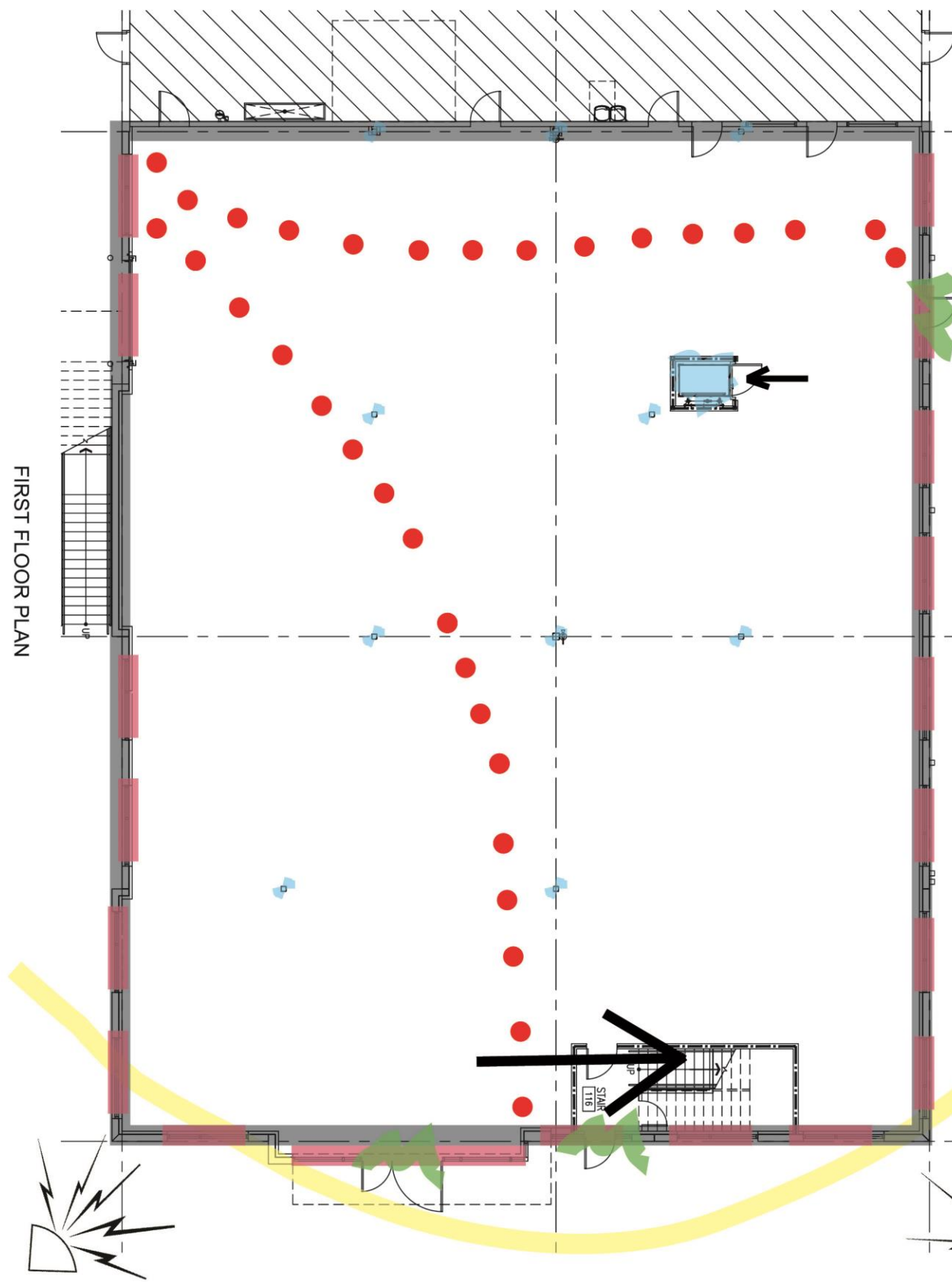


FIRST FLOOR PLAN

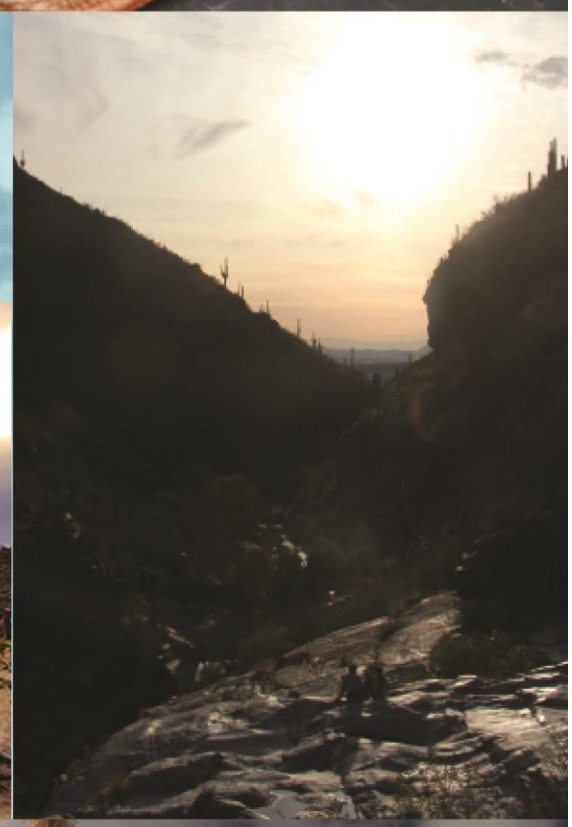
SECOND FLOOR PLAN

## LEGEND

-  - VERTICAL CIRCULATION
-  - EGRESS PATH
-  - STRUCTURAL ELEMENTS
-  - FENESTRATIONS
-  - BUILDING ENVELOPE
-  - ACCESS POINTS
-  - SUN PATH
-  - NOISE PATH







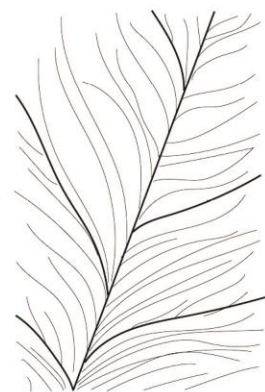


# THE WATERING HOLE

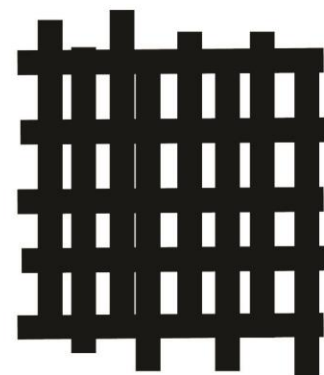
WATERING HOLES HAVE SUPPLIED LIFE AND COMMUNITY IN DRY AREAS FOR AS LONG AS TIME. REFRESHING AND FULL OF LIFE ITS SOLE PURPOSE IS TO HOLD WATER FOR THE LIFE THAT SURROUNDS IT. A COMPARISON COULD BE MADE HERE IN THE GOAL OF BRADFORD LAW FIRM AND THEIR STRONG DEVOTION TO SUPPORTING THEIR LOCAL HEROES AND ENSURING THEIR PROTECTION. ASPIRING TO CREATE A SAFE COMMUNITY FOR THE TARGETED THE DESIGN INSTILLS AN INVITING COMFORT LEAVING THE WORRIES TO THE EXPERTS. WITH A TRANSPARENT OPEN-OFFICE LAYOUT WE HOPE TO NOT ONLY MOTIVATE FOR COLLABORATION, BUT CREATE A COMMUNITY; CLIENT AND ATTORNEY, TOGETHER.



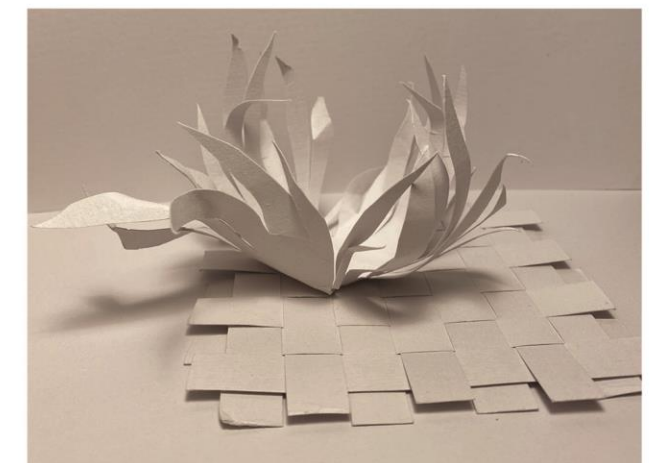
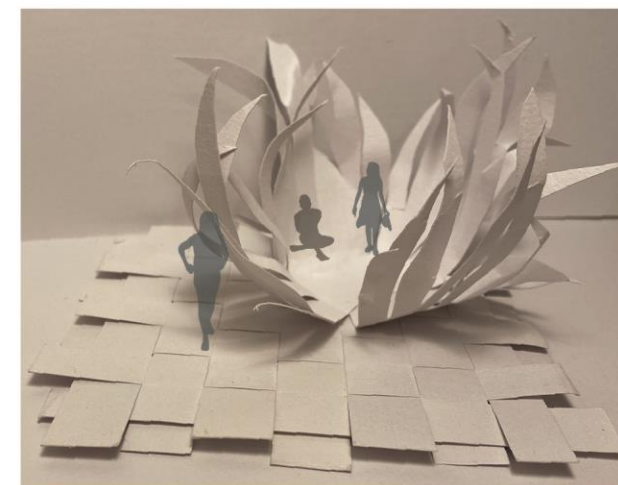
MOTIVATION



COMFORT

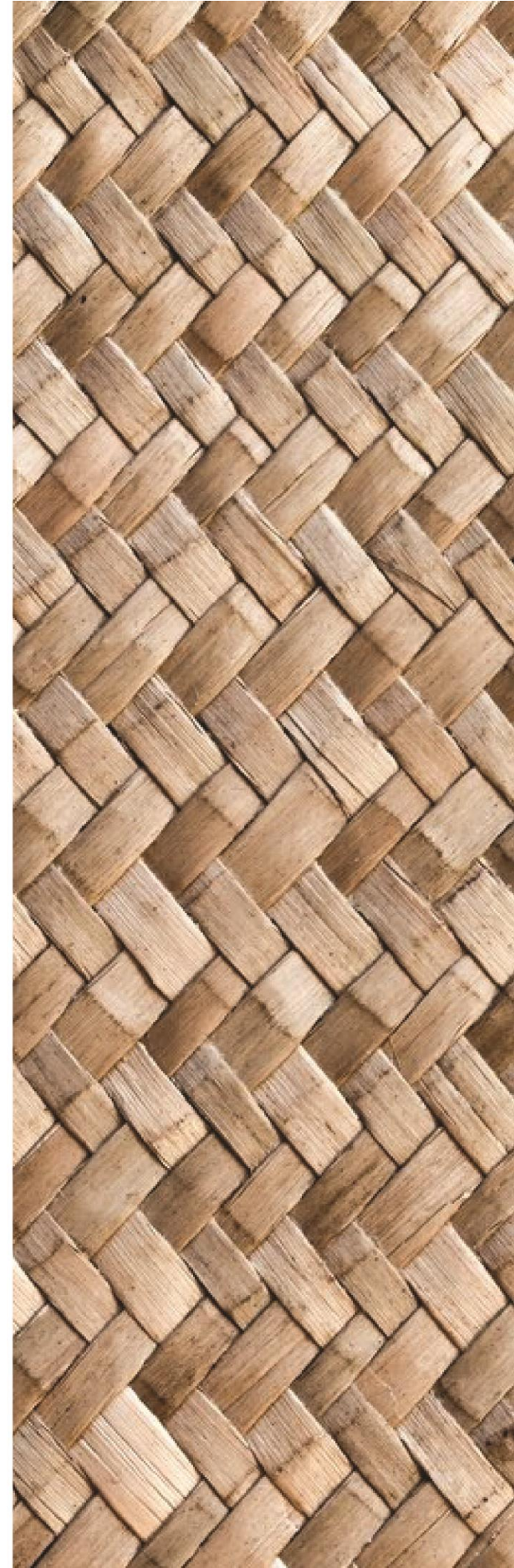


SERENITY



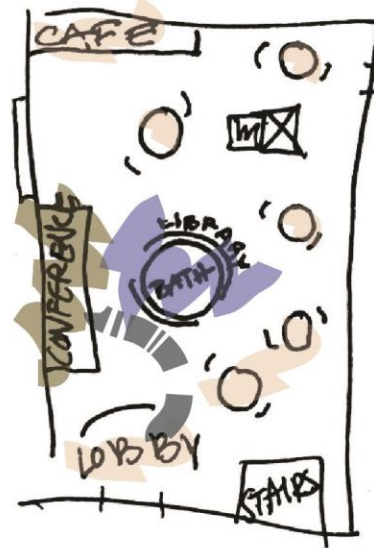
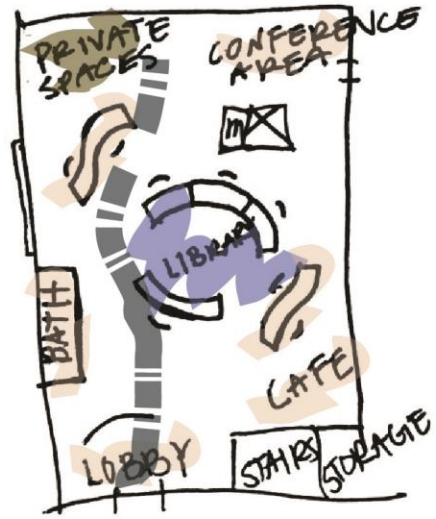


**PHASE TWO**  
**SCHEMATIC DESIGN PROCESS**





FIRST

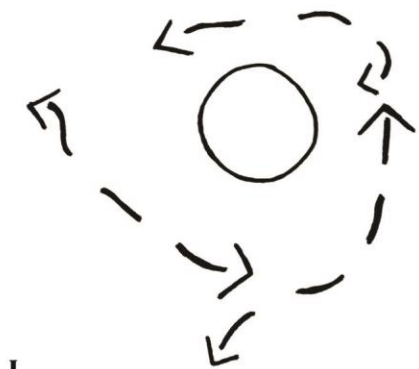
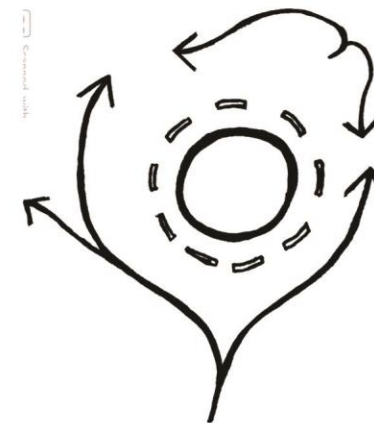


SECOND



- COMMUNAL
- PUBLIC
- PRIVATE
- USER JOURNEY

LOTS OF SPACES FOR PRIVATE WORK ALONG WITH COLLABORATIVE EFFORTS TO GIVE A COMFORTING TRANSPARENCY BUT STILL CONTAINING THE NECESSARY PRIVACY OF A LEGAL FIRM.

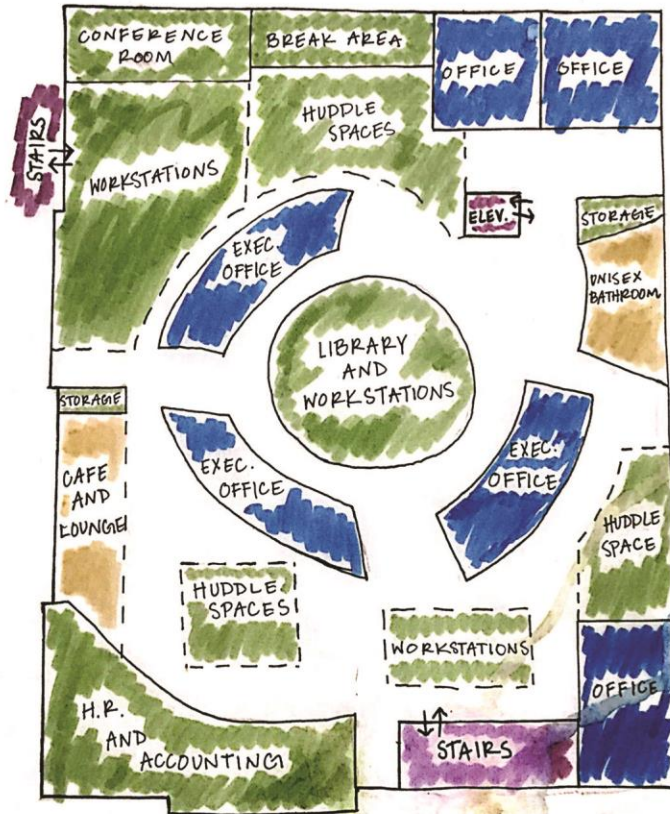


SPATIAL CIRCULATION



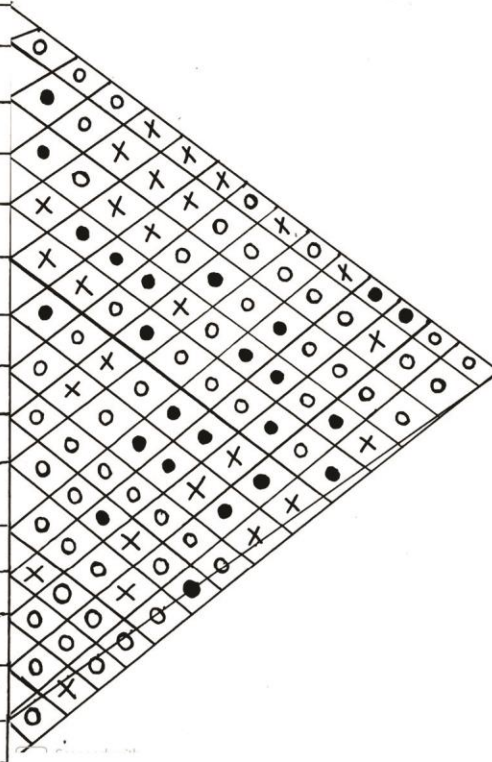


FIRST FLOOR



SECOND FLOOR

	LEVEL	Qty.	Sq. Ft.	PUBLIC	PLUMBING
LOBBY	1	1		YES	NO
CONFERENCE	1 & 2	1		NO	NO
OFFICE	1 & 2	3		NO	NO
STORAGE	1	5		NO	NO
OPEN CONF.	2	1		SEMI	NO
MECHANICAL	1	1		NO	YES
ELECTRICAL	1	1		NO	YES
RESTROOMS	1 & 2	3M, 2W		YES	YES
HUDDLE SPACES	1 & 2	10		SEMI	NO
ALT. EXIT	1 & 2	2		YES	NO
COPY AREA	1	1		SEMI	NO
CAFE	1 & 2	2		YES	YES
MAIL AREA	1	1		NO	NO
ELEVATOR	1 & 2	1		YES	NO
LIBRARY	1 & 2	2		YES	NO



# BLOCKING

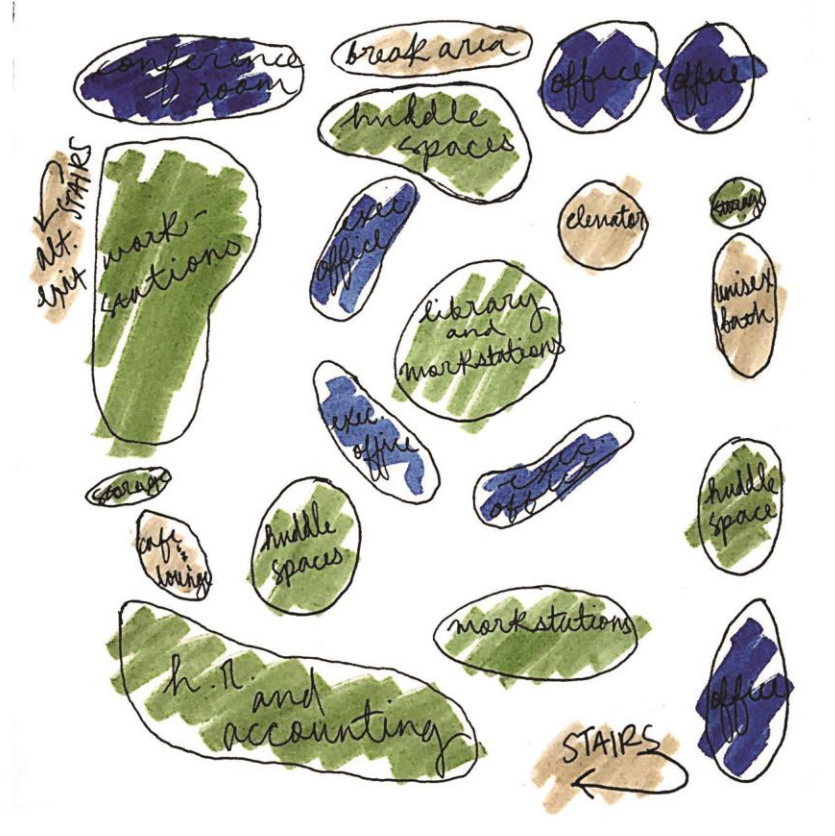
- legend
- private space
  - semi private
  - public
  - client path
  - employee path



# BUBBLES

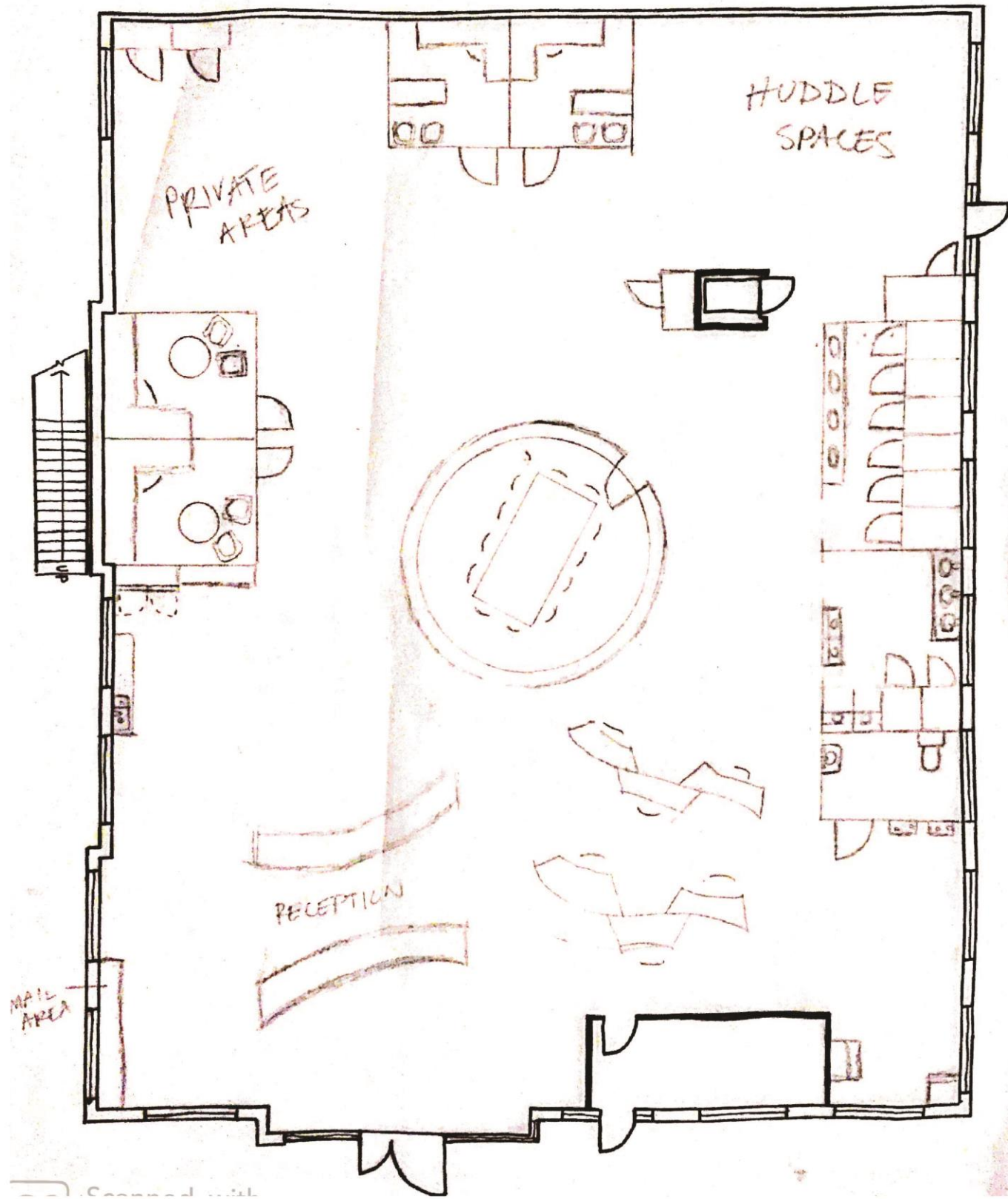


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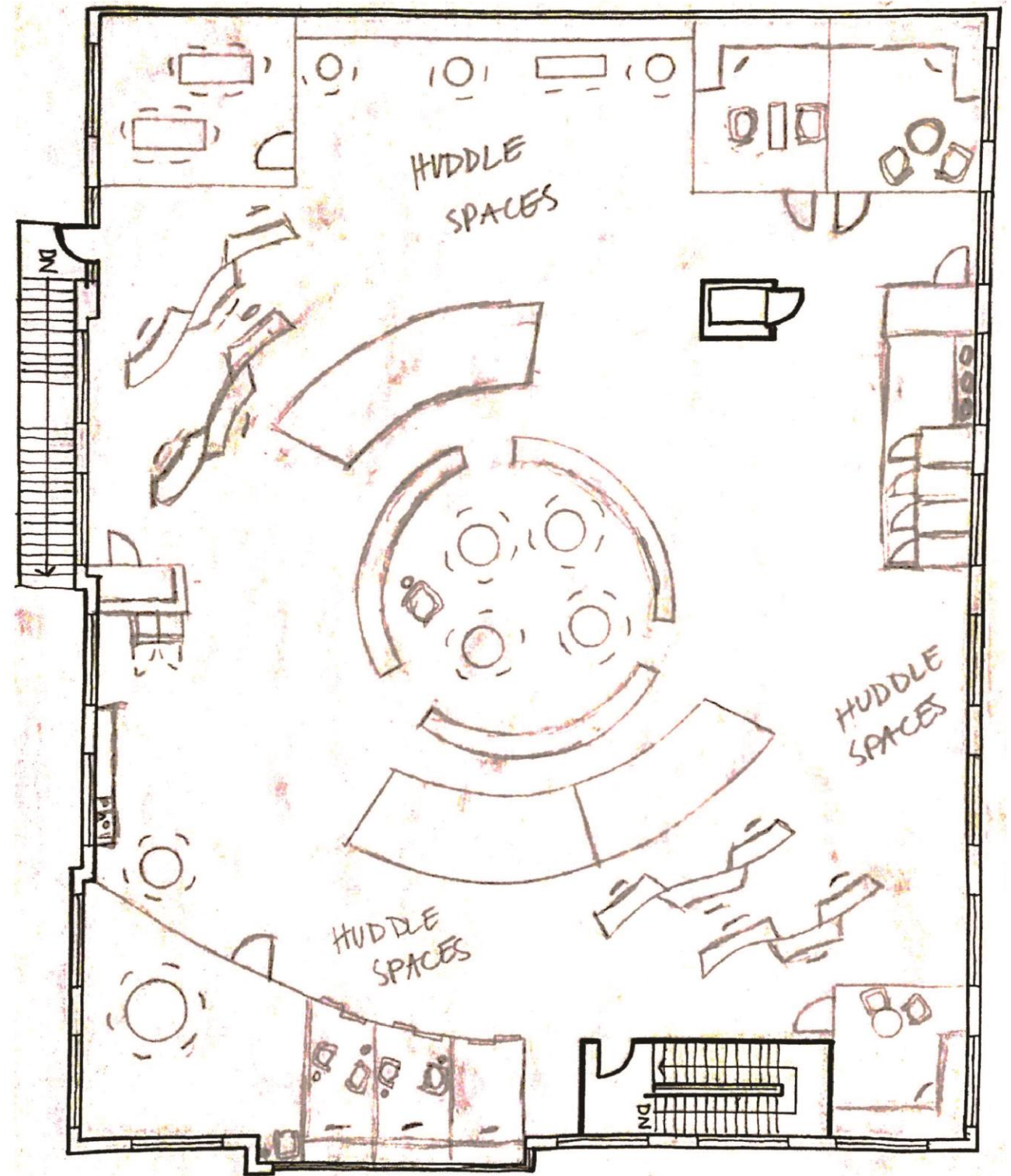


SECOND FLOOR





FIRST FLOOR



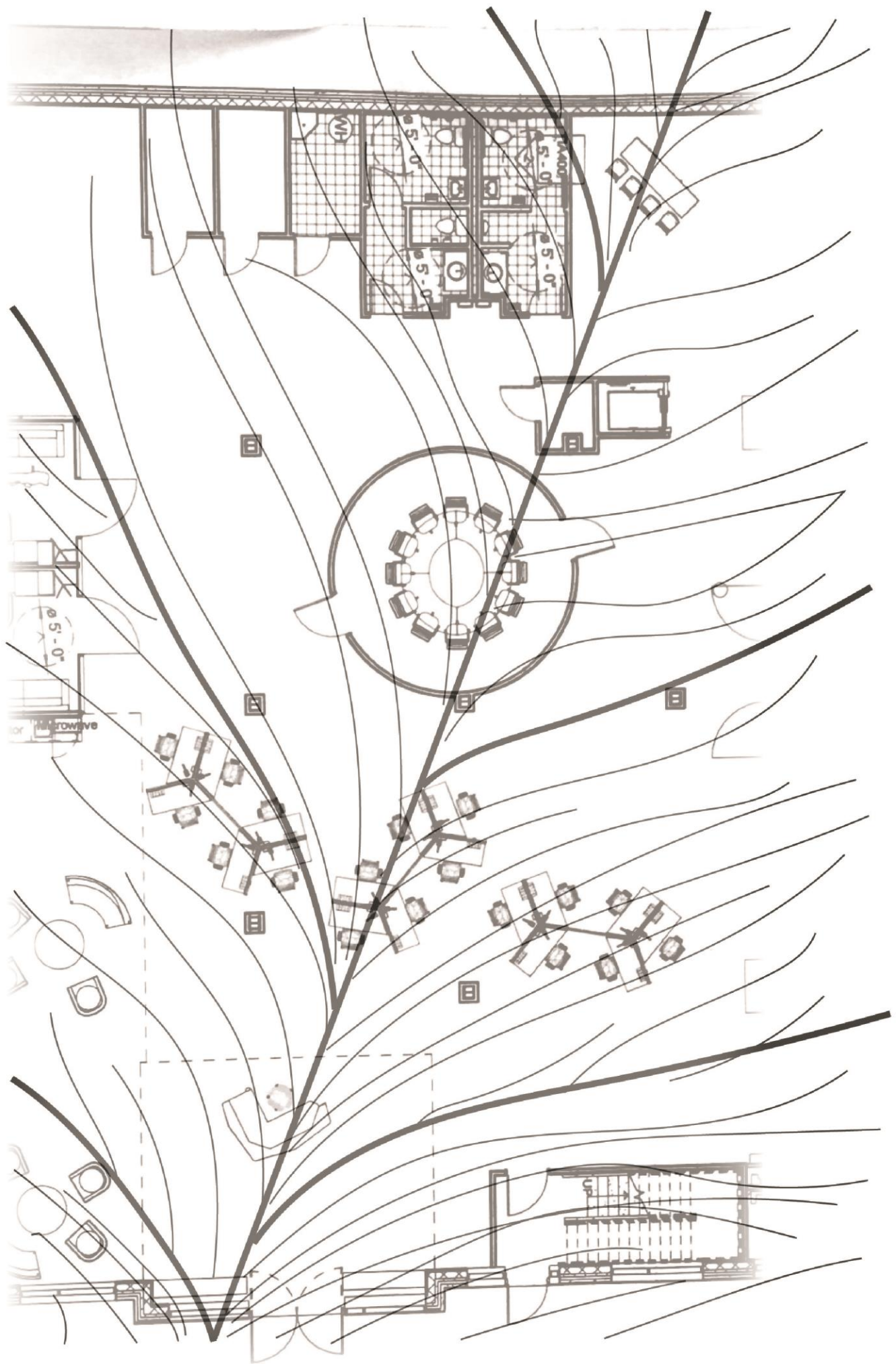
SECOND FLOOR



**PHASE THREE**  
**DESIGN DEVELOPMENT**







## DESIGN NOTES

-SOFT FABRICS, paneled ceiling, paneling systems, and ceilings connecting to deck provide acoustical barriers

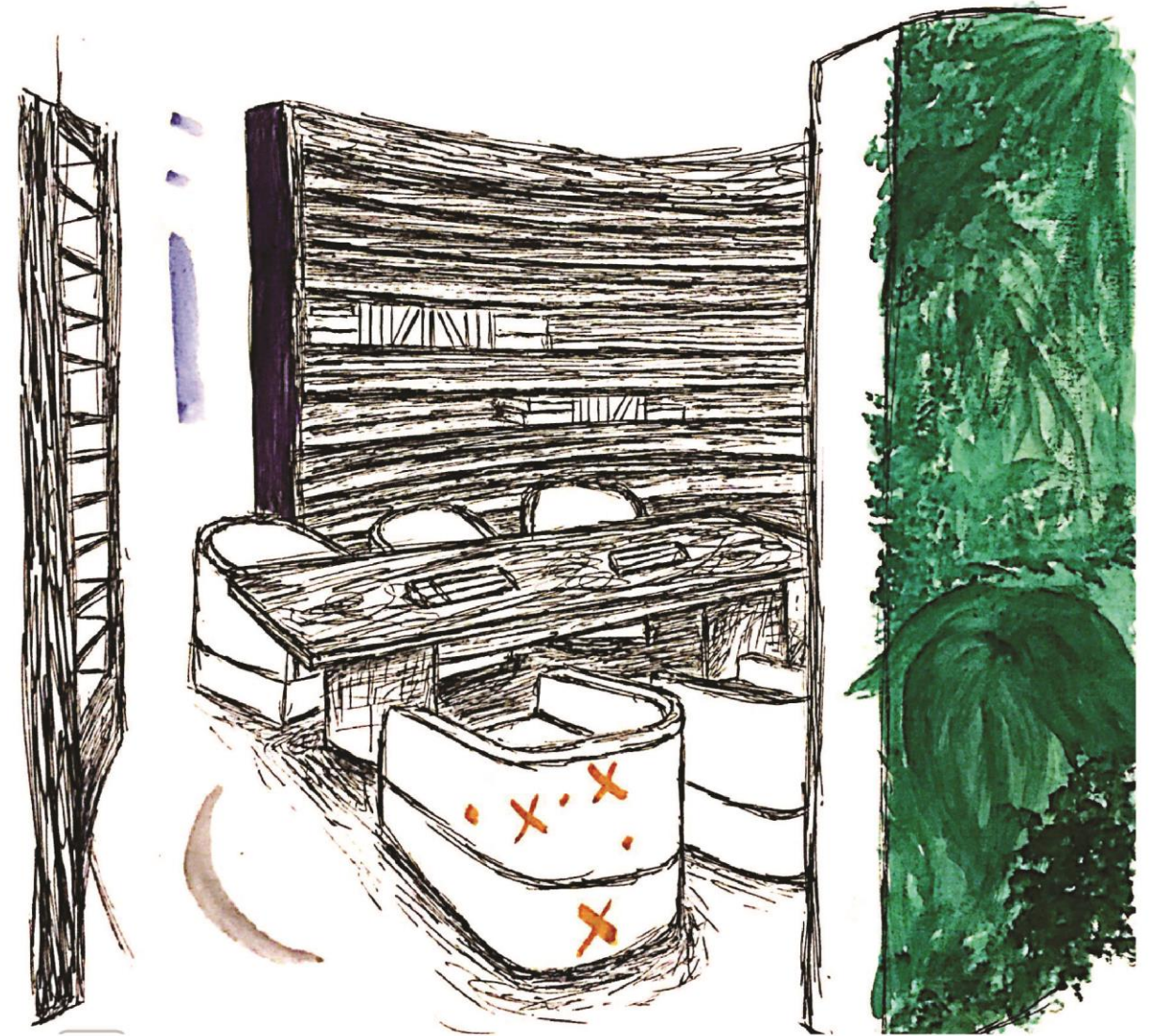
-FLOW THROUGHOUT, BETWEEN PRIVATE AND COMMUNAL SPACE WAS THE DRIVING FACTOR FOR DESIGN

-BIOPHILIC AND GLASS WALLS CREATE AN OPEN BRIGHT ATMOSPHERE THAT IS INSPIRING AND GOOD FOR MORAL

-YELLOWS, BLUES, AND GREENS ARE MAINLY USED FOR THEIR PSYCHOLOGICAL EFFECT IN A WORKPLACE

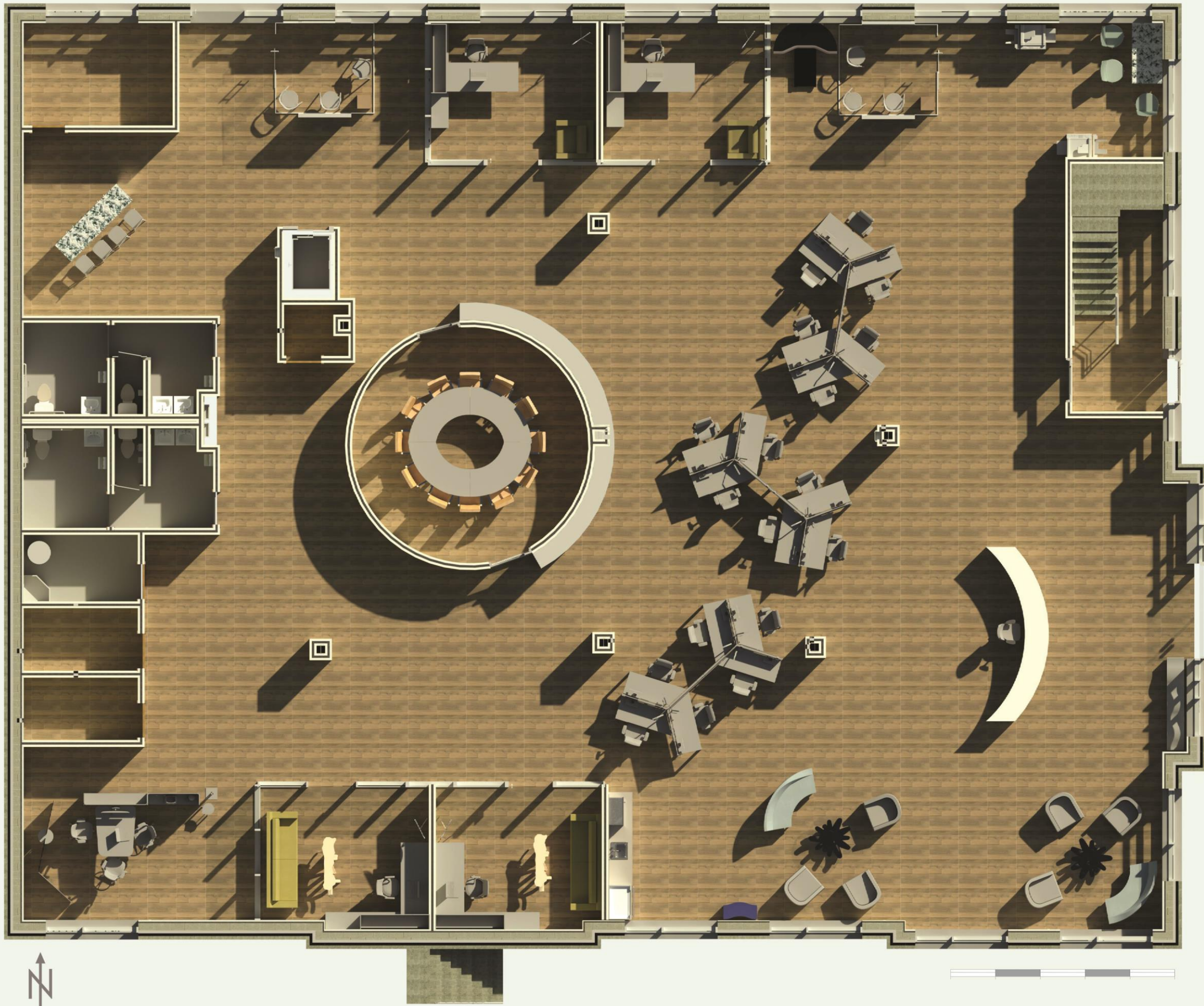
-COMFORTING PATTERNS AND FABRICS CREATE A HOMEY EXPERIENCE FOR CLIENTS AND EMPLOYEES

-PLANTS AND SUSTAINABLE MATERIALS PROMOTE A HEALTHY ENVIRONMENT



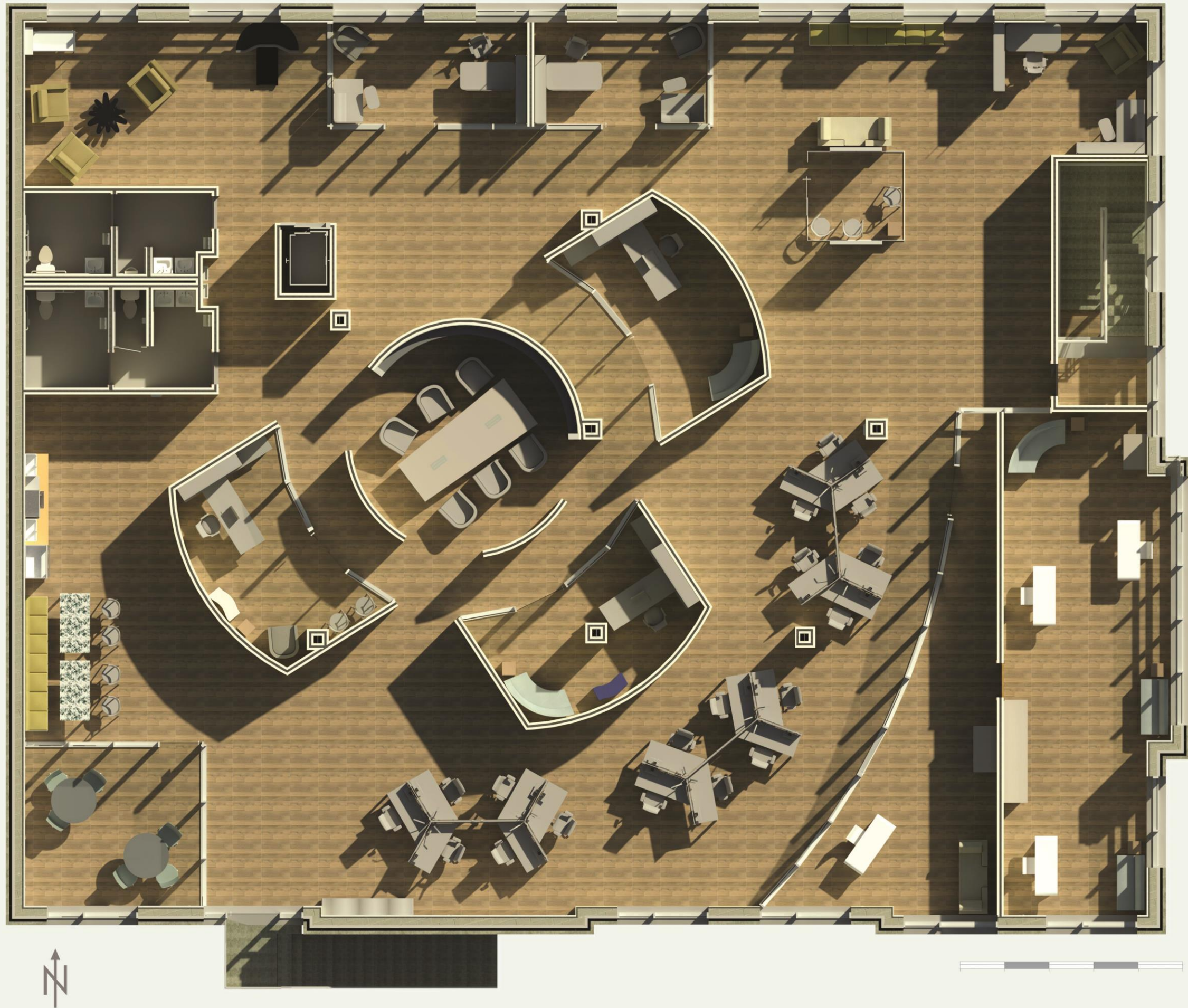


FIRST  
FLOOR

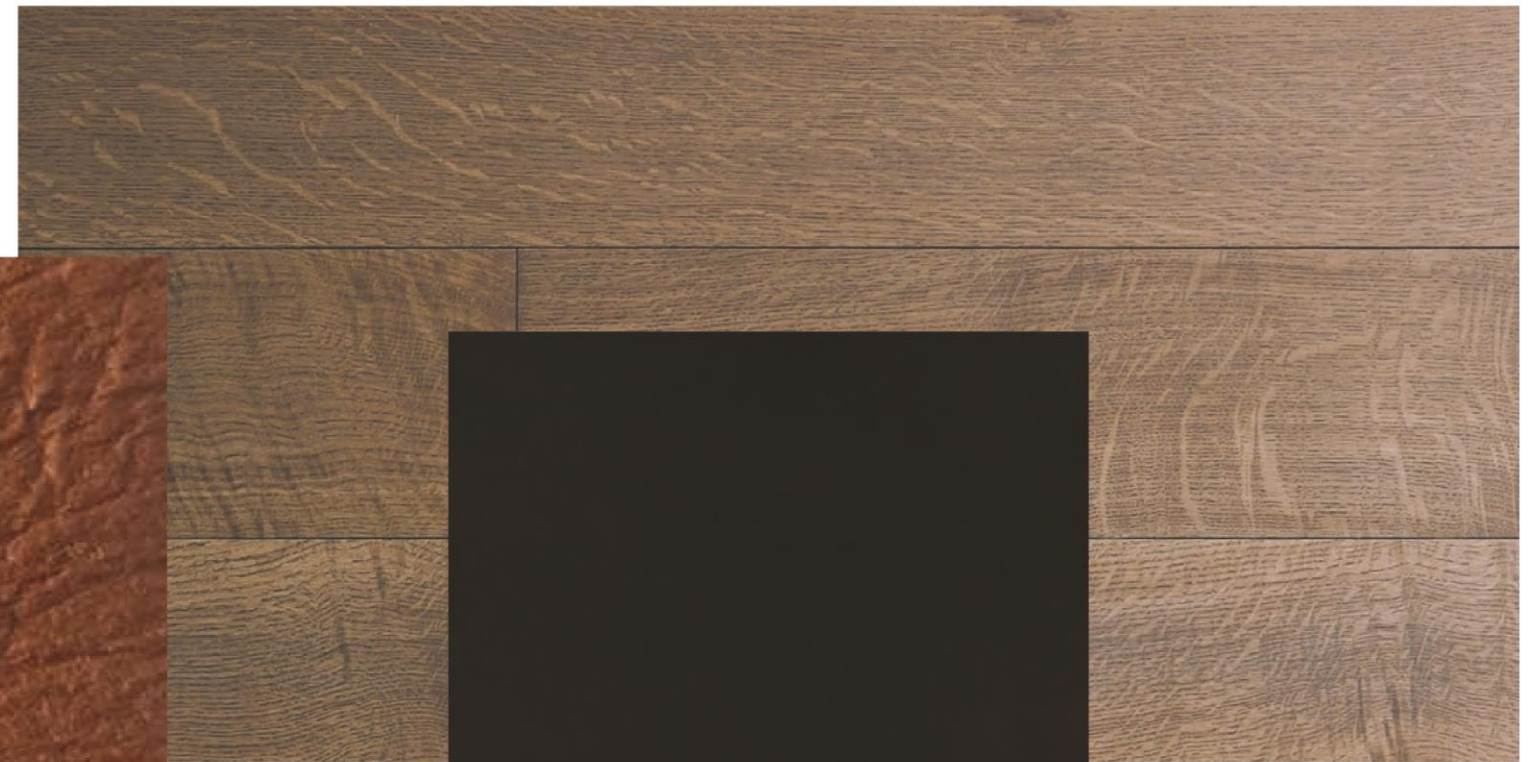




SECOND  
FLOOR









NATURALLY SUSTAINABLE MATERIALS LIKE PINATEX, A LEATHER MADE FROM PINEAPPLES, AND CARLISLE WIDE PLANK FLOORING MAKE FOR A CLEAN ENVIRONMENT.

SOOTHING AND MOTIVATING COLORS MAKE EVERYONE COMFORTABLE INSPIRED. LOTS OF BIOPHILIC INSTALLMENTS AND PLANT LIFE CREATE A SPACE YOU CAN BREATHE IN.

COLLABORATION IS INSPIRED BY INTERESTING CHANGES OF ENVIRONMENT AND OPPORTUNITY.





# LOBBY FF&E



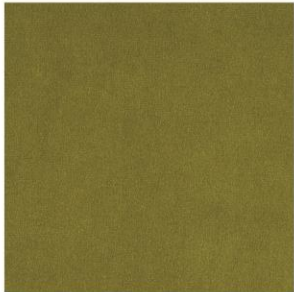


# CONFERENCE FF&E



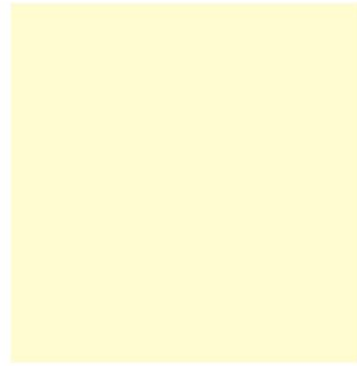


BREAK ROOM FF&E





# OPEN OFFICE FF&E







## SECTIONS





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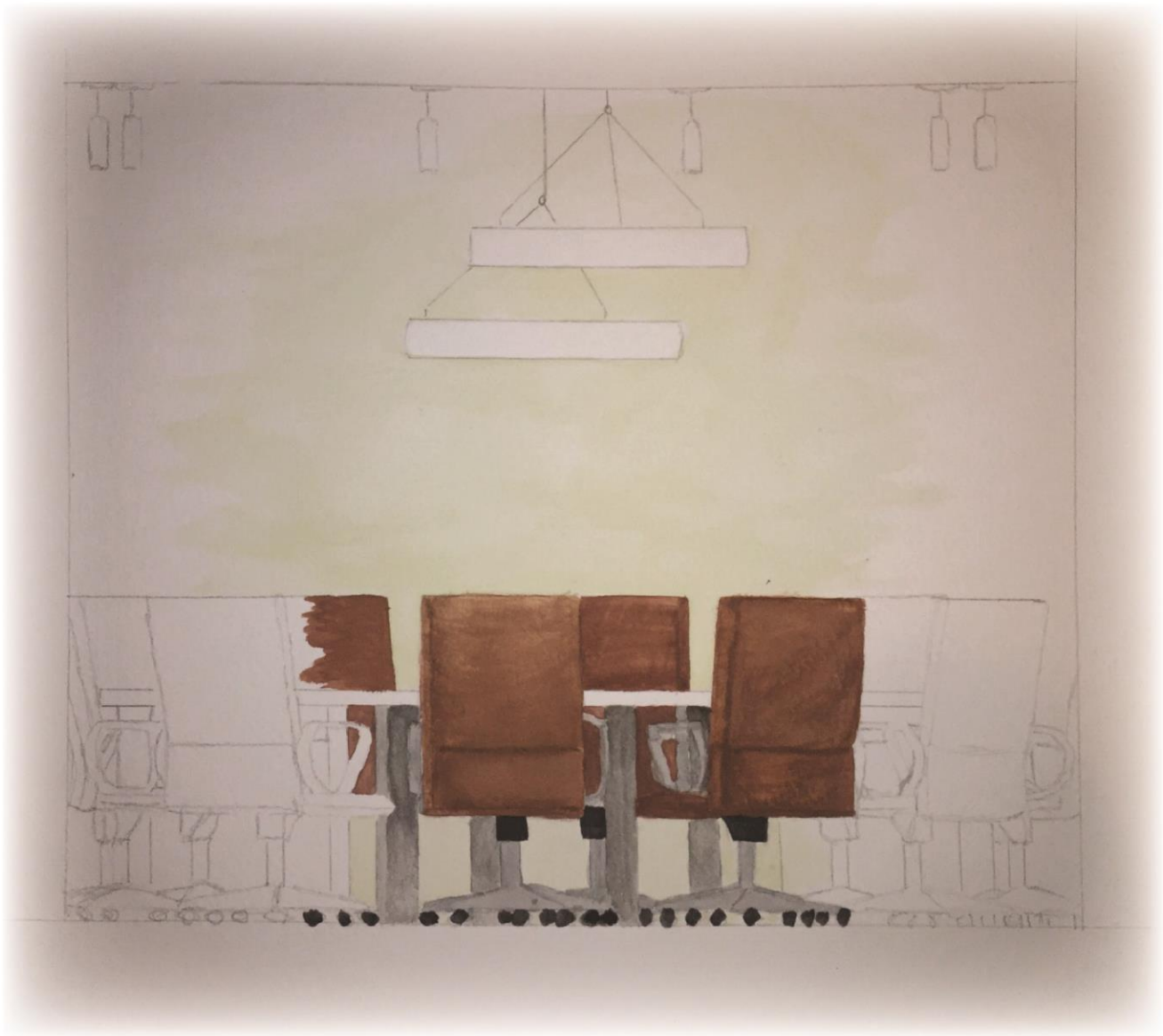
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A  
R  
Y





# INTERIOR ELEVATIONS

CONFERENCE ROOM



LOUNGE AREA





**HUMAN RESOURCES**



**RECEPTION DESK**





**THANKS!!**

