

LET'S GO BOLDLY INTO THE FUTURE

 **Seyfarth**
NEWMARK
NELSON

02 13 2023

YOUR TEAM



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PRINCIPAL IN CHARGE



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SENIOR PROJECT MANAGER



BOB COHOON

AIA, NCARB, LEED BD&C
TECHNICAL LEADER



MALLORY MAYER

LEED GA, NCIDQ
SENIOR TECHNICAL DESIGNER

WHAT WE KNOW

- › Relocation to 120,000 RSF
- › Flexible Work Schedule
- › Nelson/Seyfarth Partnership





WHAT WE'RE **CURIOUS** ABOUT

- > Office Culture
- > Hybrid Work
- > Success Factors



**WHO
WE ARE**

DIVERSE DISCIPLINES, HOLISTIC SOLUTIONS



**STRATEGY
& INSIGHTS**



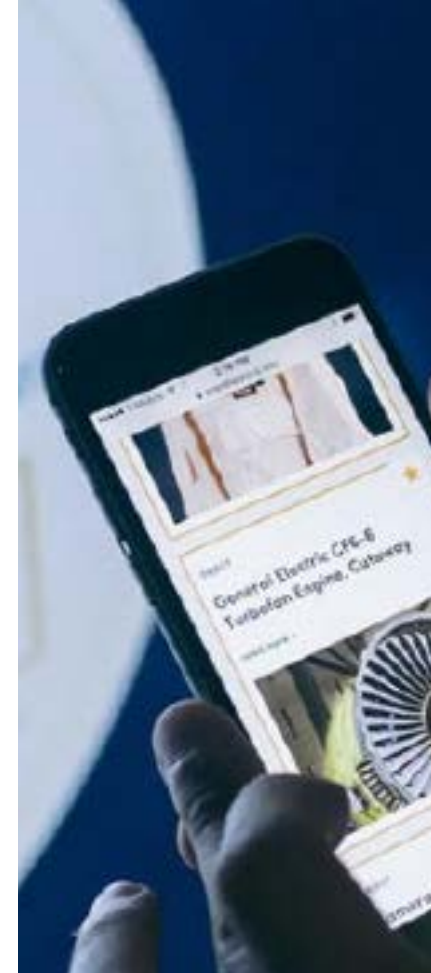
**BRAND
COMMUNICATIONS**



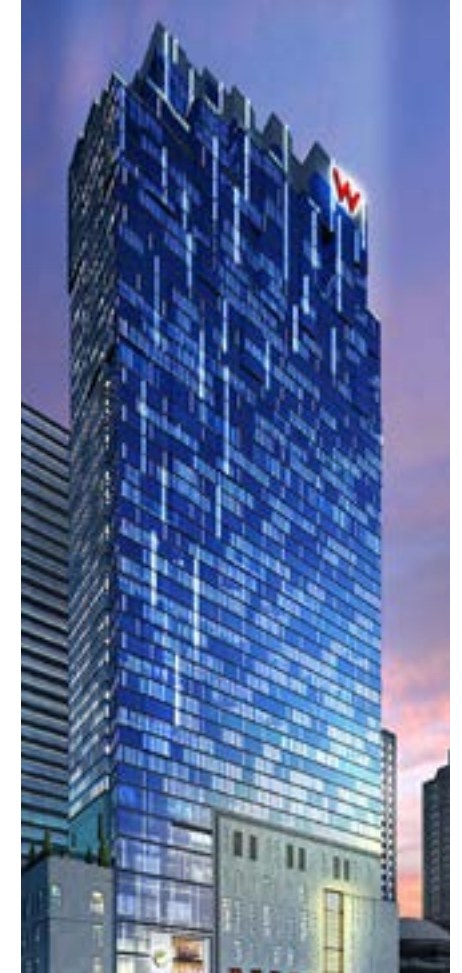
**INTERIOR
DESIGN**



**ENVIRONMENTAL
GRAPHICS**



**DIGITAL MASTER
PLANNING**



**ARCHITECTURE &
IMPLEMENTATION**

LEVERAGING OUR COLLECTIVE EXPERTISE



HEALTHCARE



MIXED-USE



RETAIL



WORKPLACE



INDUSTRIAL



HOSPITALITY



ASSET STRATEGY



MULTI-FAMILY

OUR DEEP CLIENT BENCH



NELSON'S LEGAL WORKPLACE THOUGHT LEADERSHIP



“THE EVOLVING LEGAL WORKPLACE”



“ THE SLOW DEATH OF THE DEDICATED ATTORNEY OFFICE”



“FLEXIBILITY TO SUPPORT THE POST-COVID LEGAL WORKFORCE”



“WORKPLACE WELLBEING: DESIGN STRATEGIES FOR THE LEGAL INDUSTRY”



“THE CASE FOR OPEN OFFICE ENVIRONMENTS IN THE LEGAL WORKPLACE”



“FIVE CONSIDERATIONS FOR THE FUTURE OF THE LEGAL WORKPLACE”



**We are in a TSUNAMI
of CHANGE.**





A CHANGING WORKFORCE

Never before have we had five generations in the workforce at the same time. Understanding the differences in experiences and perspectives of these vastly broad workers can help your organization create spaces that connect.



77%

OF GEN Z
CONSIDER LEVEL
OF DIVERSITY
AT A COMPANY
IMPORTANT

62.3%

OF GEN Z THINK
THAT FEEDBACK
SESSIONS SHOULD
TAKE 5 MINUTES
OR LESS

40%

OF GEN Z THINK
THAT WORKING
WI-FI IS MORE
IMPORTANT
THAN WORKING
BATHROOMS

92.7%

OF GEN Z
BELIEVE THAT
TECHNOLOGY
IS CAUSING
GAPS BETWEEN
GENERATIONS

OUR THINKING:

A NEW WORLD OF CHOICE

The world of work has experienced massive change in the last two and a half years, and that period of adjustment probably isn't over. However, two notions appear to be solidifying:

- Many people are capable of performing their work from home.
- Of these remote capable employees, most prefer some split of home and office time.¹

We have entered a world where people can think about where they would like to do their work.

¹Gallup, March 2022; Microsoft Trends Index, March 2022; Leesman, June 2022





CASCADING EFFECTS

While this suggests the need for a hybrid work arrangement—and many are adopting this policy—there are broader implications to this shift.

Whether you are thinking about getting your team back to the office, attracting and retaining talent, or hosting productive meetings with guests, now that the office is not a default location, it must offer more than simply existing as a place.

OFFICES THAT ATTRACT

Organizations must deal with this change in ways that are relevant to them, and no two approaches are the same. What we have seen across the board is a move toward quality that is intended to attract people to the office.

These “magnetic spaces” result from emphasizing three key principles:



01

FROM WORKSPACE TO CULTUREPLACE

Today's workforce desires a connection to an organization's purpose, mission and values. The workspace can facilitate that connection by providing the right gathering spaces, social hubs and opportunities for serendipitous interactions for people with shared goals.

At NELSON, our teams are made up of a diverse group of experts in not only workplace, but also retail, brand, hospitality and culture to create those powerful, authentic experiences that are rooted in connections and purpose-driven insights.



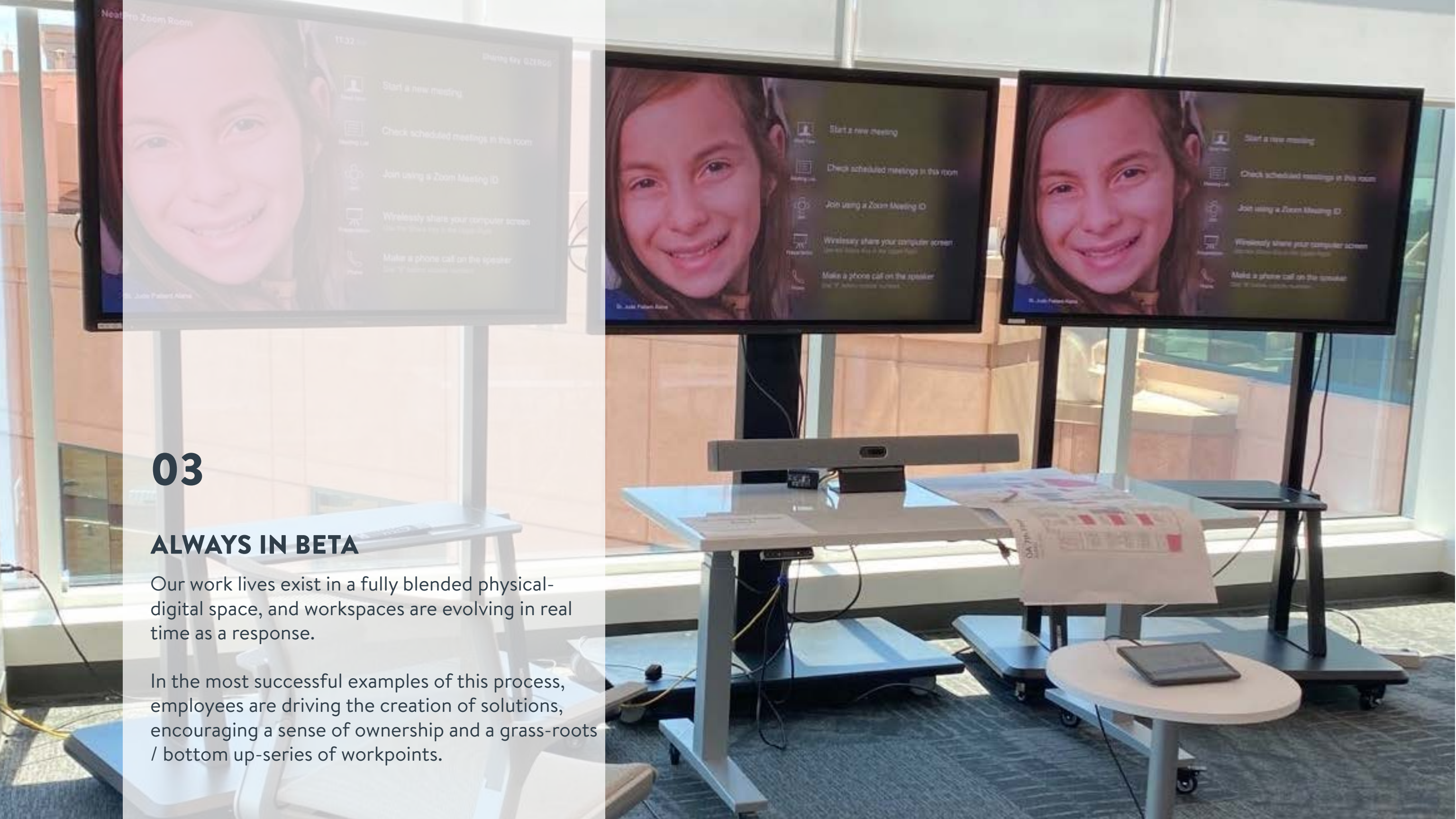
02

BEYOND WELLNESS

Having the opportunity to work remotely has provided workers with the ability to fine-tune their own spaces, creating environments that support their effort to perform at their best. Translating this tunability into the workplace means that there is no longer a one-size-fits all space.

Giving people control to support their desired behavior presents a message that everyone's uniqueness and individuality are not only okay, but welcome and encouraged.





03

ALWAYS IN BETA

Our work lives exist in a fully blended physical-digital space, and workspaces are evolving in real time as a response.

In the most successful examples of this process, employees are driving the creation of solutions, encouraging a sense of ownership and a grass-roots / bottom up-series of workpoints.



INNOVATIVE LEGAL WORKPLACE EXPERIENCE

A modern office interior with glass partitions, desks, and people working. The scene is brightly lit with recessed ceiling lights. In the foreground, a woman in a white shirt stands near a white reception desk. In the background, a man in a blue shirt is seated at a desk, and another woman in a black blazer is walking. The office has a clean, professional look with a mix of wood, white, and grey tones.

600-625

RSF/ATTORNEY (UNIVERSAL OFFICE)

*NELSON projects 550 RSF/Attorney



INCREASE OF IN-PERSON INTERNAL MEETINGS

DECREASE OF IN-PERSON CLIENT MEETINGS



ON AVERAGE, ATTORNEYS PREFER

2-3

DAYS/WEEK IN OFFICE





WHAT WE'VE DONE



PERKINS COIE LLP

CHICAGO, IL

WORKPLACE, STRATEGY, FULL SERVICE INTERIOR DESIGN, ENVIRONMENTAL GRAPHICS, FF&E, INTERNAL STAIRCASE

104,000 SQUARE FEET





MEET ■ GATHER ■ FOCUS ■ FLEX ■





MEET ■ GATHER ■ FOCUS ■ FLEX ■





CONFIDENTIAL LAW FIRM

CHICAGO, IL

WORKPLACE, STRATEGY,
FULL SERVICE INTERIOR
DESIGN, ENVIRONMENTAL
GRAPHICS, FF&E,
MONUMENTAL STAIRCASE

87,000 SQUARE FEET





MEET ■ GATHER ■ FOCUS ■ FLEX ■



MEET ■ GATHER ■ FOCUS ■ FLEX ■





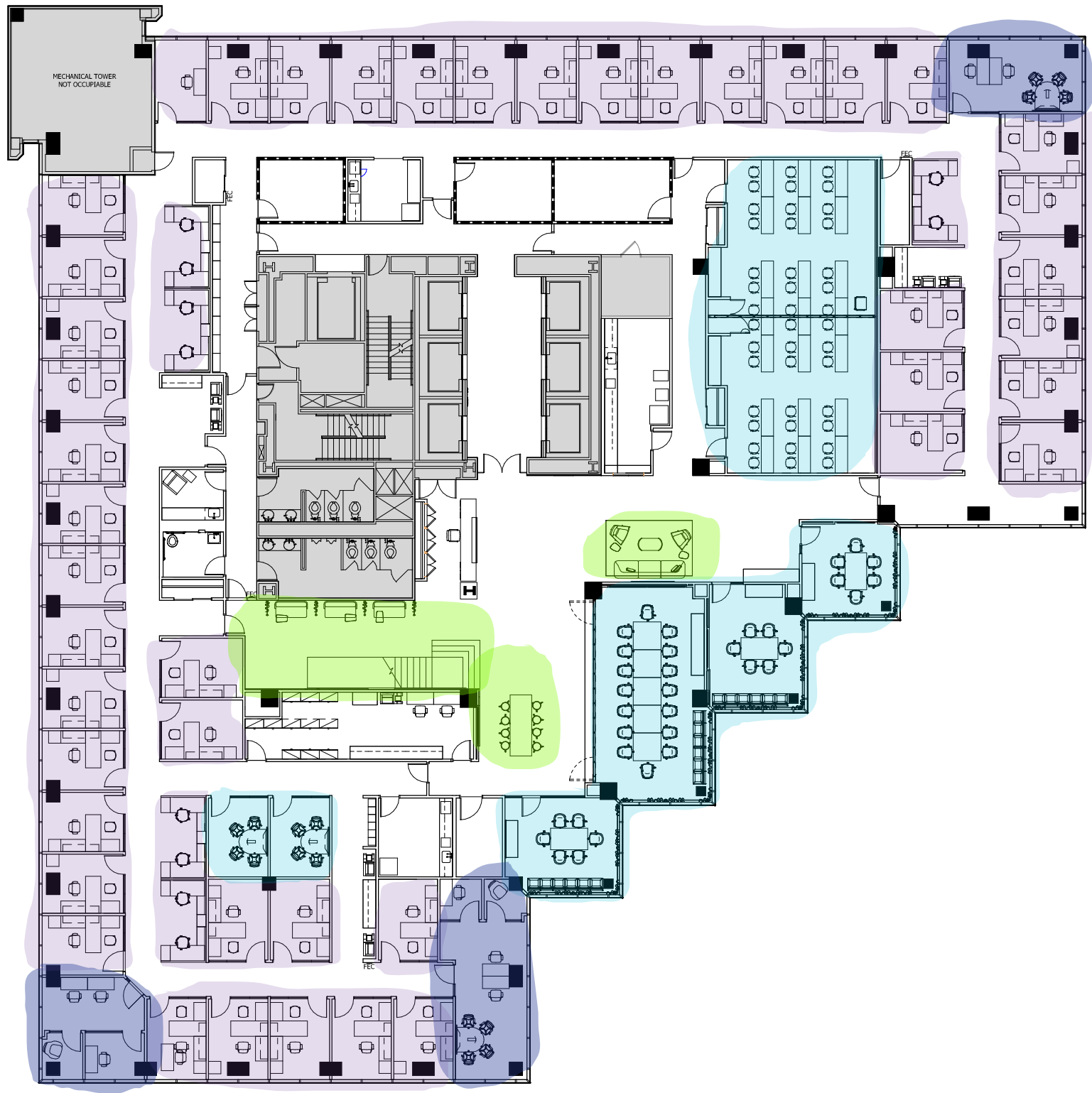
ICE MILLER LLP

CHICAGO, IL

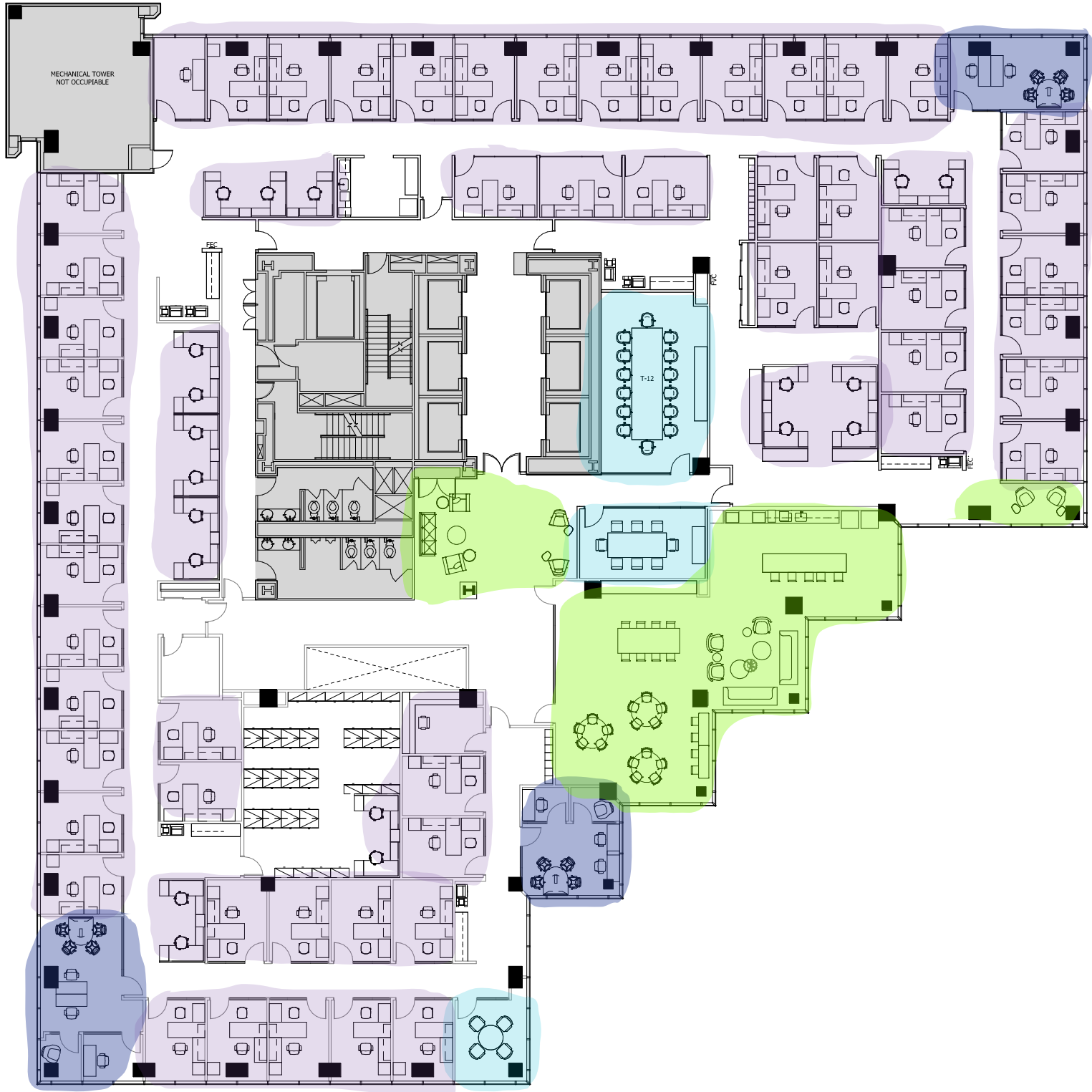
WORKPLACE, STRATEGY,
FULL SERVICE INTERIOR
DESIGN, ENVIRONMENTAL
GRAPHICS, FF&E,
MONUMENTAL STAIRCASE

60,000 SQUARE FEET





MEET GATHER FOCUS FLEX



MEET GATHER FOCUS FLEX



**BRYAN CAVE
LEIGHTON PAISNER LLP**

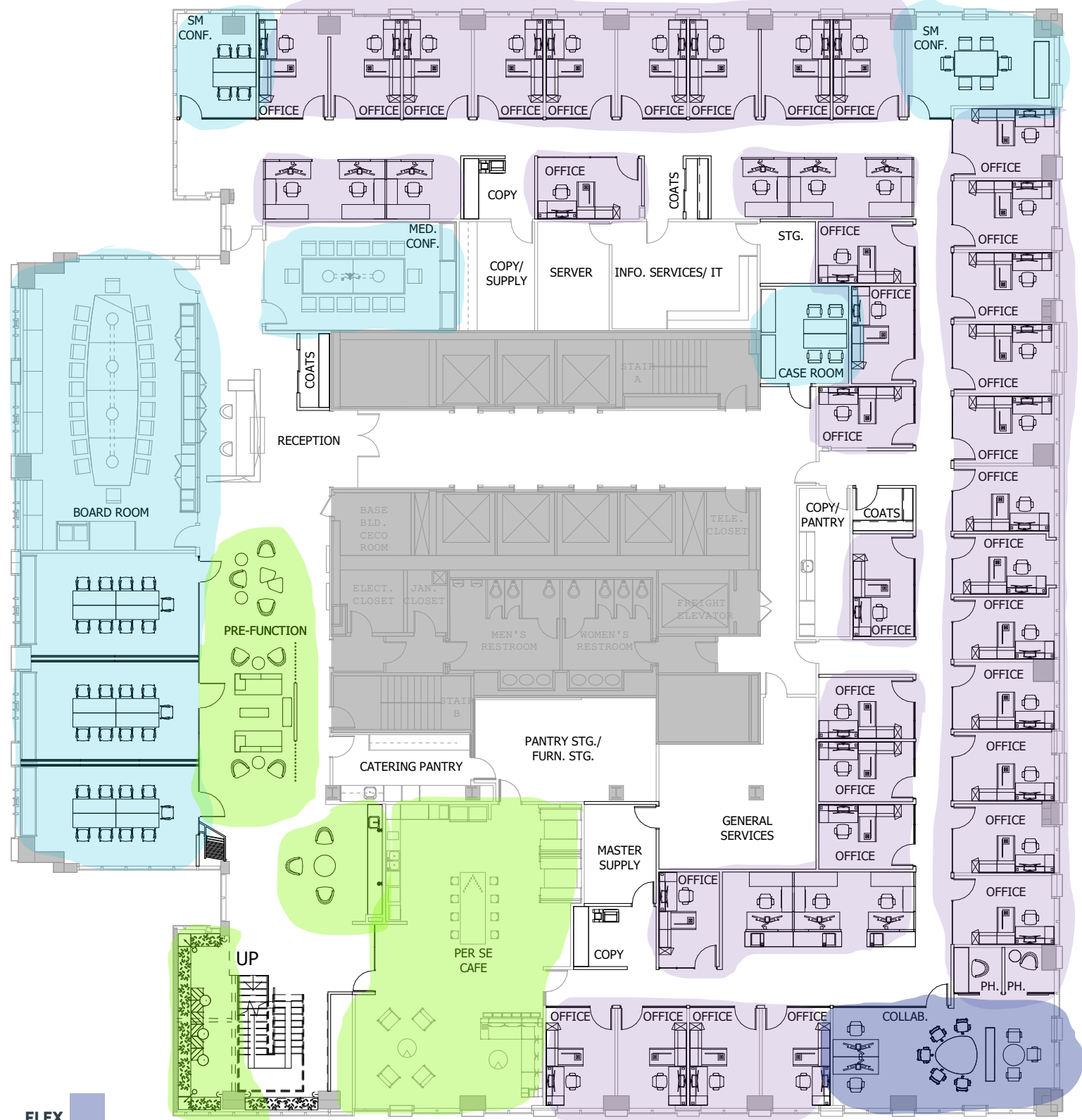
CHICAGO, IL

INTERIOR DESIGN

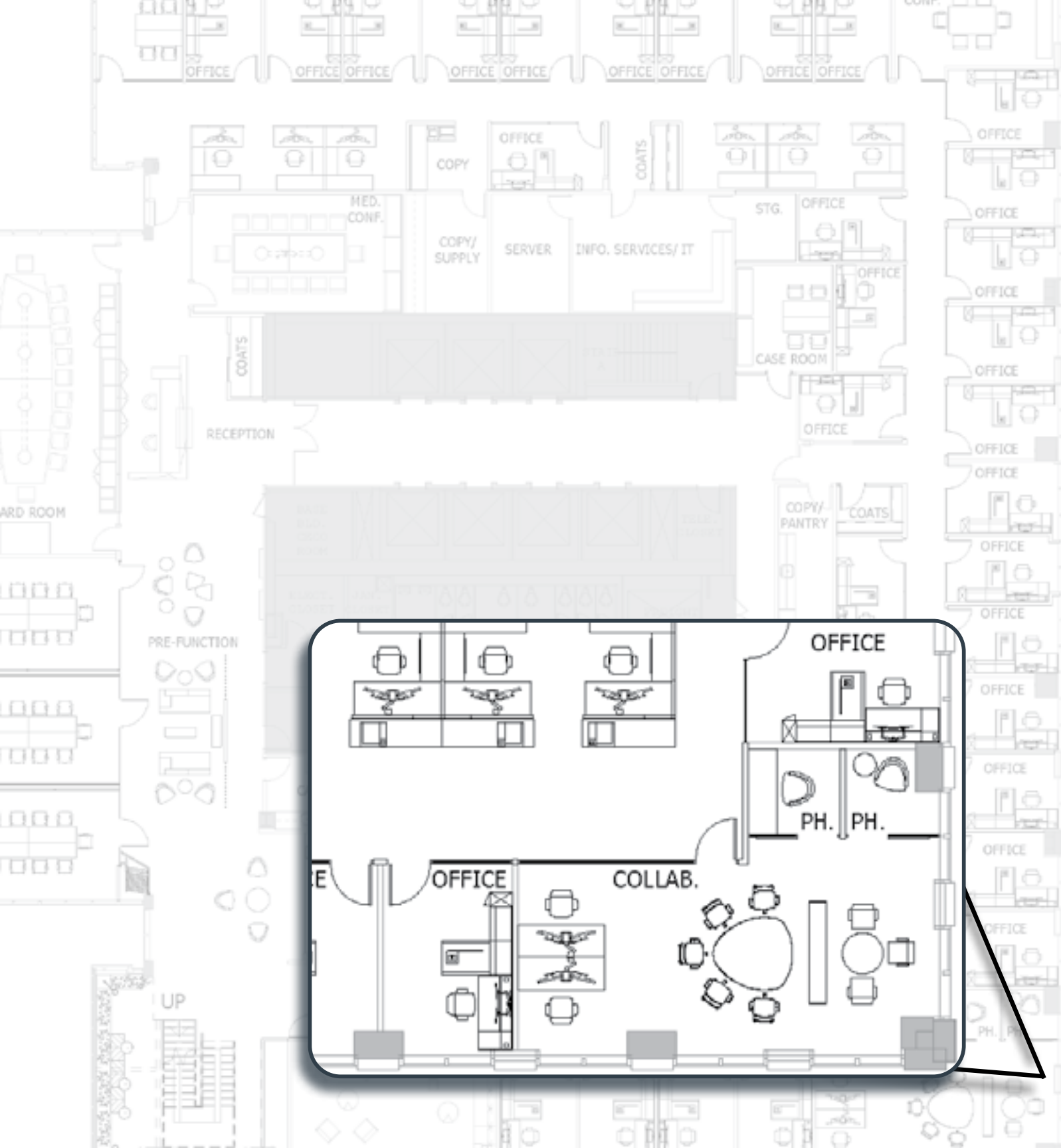
40,000 SQUARE FEET

RENOVATION





MEET GATHER FOCUS FLEX





LEVENFELD PEARLSTEIN
CHICAGO, IL

INTERIOR DESIGN, FFE,
CHANGE MANAGEMENT,
ART WORK MANAGEMENT,
LIGHTING

38,000 SQUARE FEET

RELOCATION





MEET GATHER FOCUS FLEX



CONFIDENTIAL LAW FIRM

CHICAGO, IL

INTERIOR DESIGN, FFE

88,000 SQUARE FEET

RELOCATION









SEYFARTH SHAW LLP
WASHINGTON D.C.

INTERIOR DESIGN

40,000 SQUARE FEET





SEYFARTH SHAW LLP
LOS ANGELES, CA

INTERIOR DESIGN

58,000 SQUARE FEET

RELOCATION





STAIRS

**HOW WE'LL
DO THIS**

DESIGN PROCESS

DISCOVER >

DEFINE >

DESIGN >

DETAIL >

DELIVER



01.

DISCOVERY

02.

TEST FITS & SPACE
PLANNING

03.

SCHEMATIC
DESIGN

04.

DESIGN
DEVELOPMENT

05.

CONSTRUCTION
DOCUMENTS

06.

BIDDING &
PERMITTING

07.

CONSTRUCTION
ADMINISTRATION

08.

MOVE IN &
CLOSEOUT

CHANGE
MANAGEMENT
STAGES

AVOIDANCE

DENIAL RETREAT EVASION

DOUBT

RESISTANT ANXIOUS FRUSTRATED

HOPE

INQUIRY EXPLORATION CLARITY

ENTHUSIASM

EAGER CONFIDENT SATISFIED

Project Hold for 6-18 months after phase 2

PROGRAMMING

Formalize Headcount

Test hybrid ratios and determine seat count and USF

Discuss key and unique requirements (security, virtual court rooms, kitchens, outdoor space, etc.)

DEPARTMENT CHARACTERISTICS

1. Department Name: _____

2. How many offices and workstations are required for your department?

Offices _____ Workstations _____

3. Circle 5 words that best describe your department.

Loud	Quiet	Productive
Energetic	Innovative	Heads-down
Healthy	Casual	Formal
Private	Mobile	Organize

4. Circle the top 3 drivers that best describe your department.

- Attract and retain talent
- Stimulating innovation
- Increase productivity
- Promote knowledge sharing
- Strengthen brand connection
- Improve customer focus
- Managing global growth and integration

5. How often do you meet in groups within your department?

2+ times a day
 Daily
 2+ times a week
 Weekly
 Bi-weekly +

WORK ENVIRONMENT CHARACTERISTICS

1. What would best describe your ideal work environment?

2. What is your favorite place to work (any location you can think of)?

3. Select your top 3 priorities related to your personal work area.

Sit-to-stand desk
 Mobile furniture
 Coat storage
 Proper storage for files
 Writable Surfaces
 Tackable Surfaces
 Ability to meet with others at desk
 Large work surface
 Proper technology
 Other _____

4. What are critical improvements to your existing work area?

5. Are there any functional requirements within your current desk improved?

_____Conferring _____Mail Drop & Distrib
 _____Team Areas _____Pantry/Vending Ar
 _____Common Work Areas _____Copy Areas

Please explain: _____

6. What are the best aspects of your current department/group's space?

7. Are there any elements from other office locations that you would like incorporated into your new space?

ADJACENCY REQUIREMENTS

1. Using **department** names, identify other departments your group should be located near for best operation (List in order of priority - highest first).

- Identify **proximity required**: Immediate proximity (I), Close proximity (C), Desirable - but not required (D).
- Identify **reason** for adjacency (i.e.: collaboration, joint meetings, shared resources, etc.)

Department to be Located Near	Proximity	Reason
_____	_____	_____
_____	_____	_____

VISITORS

1. How many visitors per week does your department/group receive? _____

- Does your department/group require a separate Reception/Waiting area? YES _____ NO _____
- If yes, can it be shared with another department/group? YES _____ NO _____
- Are there any special requirements within the reception area? (i.e.: customer phone, display, etc.) _____
- Do you have people within your department that work in your location temporarily or require short term desking? YES _____ NO _____

TOTAL QUANTITY OVERVIEW

MASTER SUMMARY

Department	Desk Type	2018 Headcount	Sharing Ratio	No. of Workplaces	Comments
Customer Success & Support	Offices	3	2	2	Planning for 25 workstations for possible growth of Anne Marie's team.
Chris Armstrong	Workstations	29	2	15	
Accounting & Internal Audit	Offices	1	1	1	
Jeff Jacobs	Workstations	27	1	27	
Finance Operations & Commercial Finance	Offices	2	1	2	
Eddie Parcher and Michelle Jara	Workstations	49	1	49	
Financial Analytics & FP&A	Offices	2	1	2	
Patrick Fornetti and Jeremy Johnson	Workstations	15	1	15	
Facilities Mgmt & Shared Services Admin	Offices	0	1	0	Workstation quantity includes 1 for reception desk personnel.
Bruce Mensing	Workstations	4	1	4	
Treasury & Tax	Offices	2	1	2	
Karen Peiler - Shaw and Nick Cucci	Workstations	11	1	11	
Implementation	Offices	0	1	0	Department does not come in often - plan for non-dedicated.
Tammy Todd	Workstations	16	5	4	
Legal & Enterprise Risk Mgmt	Offices	5	1	5	Includes 2 workstations for growth.
Bill MacDonald and Rick Good	Workstations	10	1	10	
Technology/IT	Offices	0	1	0	Number includes 2 people for compucom.
Mike Woodruff	Workstations	40	2	22	
Marketing	Offices	0	1	0	
Molly Beck	Workstations	0	1	0	
People & Culture	Offices	0	1	0	
Lisa Sterling	Workstations	0	1	0	

NELSON | BASE PROGRAM HYBRID - 3 DAYS/WEEK IN OFFICE

PROJECT: _____

Created: _____ Last Updated: _____

Headcount

Population Assumptions: Population _____ 0 people Aggregate Growth Rate _____ growth accounted for Target Population _____ 0 people

Mobility Assumptions: % Population Mobile _____ 3 DAYS A WEEK FLEX See Hybrid Program Workbook Tab Seat Leverage Ratio _____ Total Seat Demand _____ 0 seats

Circulation Assumptions: Ratio _____ 35% Note: .54 to get 35% circulation 40% Note: .67 to get 40% circulation

Individual Spaces

Workspace Assumptions	Open/Closed	Tag	Ratio	Baseline PSF	Quantity	Total PSF	Notes
RESIDENT Office	C	O-RS		120 PSF	0	0 PSF	* See Hybrid Tab Breakdown
UNASSIGNED Office	C	O-FX		120 PSF	0	0 PSF	* See Hybrid Tab Breakdown
Contractor	O	W-CO		36 PSF	0	0 PSF	* See Hybrid Tab Breakdown
RESIDENT Workstation	O	W-RS		36 PSF	0	0 PSF	* See Hybrid Tab Breakdown
UNASSIGNED Workstation	O	W-FX	1 seat provided : 2.0 members of mobile population	36 PSF	0	0 PSF	* See Hybrid Tab Breakdown
Workpoint / Touch down spot	O	W-WP		20 PSF	0	0 PSF	* See Hybrid Tab Breakdown
Subtotal						0 PSF	
40% Circulation						0 PSF	
Individual Workspace Total Plannable SF						0 PSF	

Collaborative Spaces

Collaborative Spaces Assumptions	Reservable	Ratio	Baseline PSF	Quantity	Total PSF	Notes
Phone Room / Focus Booth	N	1 : 20 seats	36 PSF	0	0 PSF	1 - 2 person small meeting or phone space; Individual Zoom/VC Room
Huddle Room/Flex	Y	1 : 10 seats	120 PSF	0	0 PSF	4-6 person capacity; Shared Zoom/VC Room
Medium Conference	Y	1 : 30 seats	250 PSF	0	0 PSF	8-10 person capacity; Shared Zoom/VC Room
Large Conference	Y	1 : 100 seats	500 PSF	0	0 PSF	12-14 person capacity
Informal Open Collaboration Space	N	1 : 20 seats	100 PSF	0	0 PSF	Alternate work settings (high tables, lounge seating, focus booths, etc.)
Subtotal						0 PSF
40% Circulation						0 PSF
Collaborative Space Total Plannable SF						0 PSF

Support Spaces

Support Spaces Assumptions	Ratio	Baseline PSF	Quantity	Total PSF	Notes
Reception		600 PSF	0	0 PSF	
Interview Room		120 PSF	0	0 PSF	Adjacent to Reception
Multi-purpose Room/Space		3,600 PSF	0	0 PSF	divisible by 3 rooms - seats approx 24/room in training style
Work Cafe - Community Hub		1,200 PSF	0	0 PSF	Centrally located, can be reconfigurable space; Doubles as holding work points.
Kitchen Storage		100 PSF	0	0 PSF	
Pantry/Kitchenette	1 per floor	100 PSF	0	0 PSF	Location along major paths of circulation. Near breakout seating arrangements
Quiet Library Space		500 PSF	0	0 PSF	Analogous Digital Library. Quiet Zone for Work
Wellness Room Suite		300 PSF	0	0 PSF	3 Rooms with Anteroom: Prayer, Stretching, Meditation, Sock
Mothers Room/Suite		300 PSF	0	0 PSF	2 Rooms with Shared Sink, Mirror & Fridge/Locker Storage
Coats/Storage Closet	1 : 100 seats	40 PSF	0	0 PSF	Mudroom Concept: Winter Boots/Coats Space
Workplace Lockers	1 : 1 seats	3 PSF	0	0 PSF	18" Assigned Personal Lockers, 3 High.
Copy Area	1 : 50 seats	75 PSF	0	0 PSF	Space should be partially enclosed and not in open work environment.
Mail Room		300 PSF	0	0 PSF	Near Freight/Reception
File Room		200 PSF	0	0 PSF	
Facilities Storage		300 PSF	0	0 PSF	Space for Furniture Storage, Cleaning Products, General Storage. Size can be broken up.
IT/TECH Inventory Storage		120 PSF	0	0 PSF	Includes Workbench Area
IT Help Desk		100 PSF	0	0 PSF	Similar to Genius Bar concept. Adjacent to IT Storage. Central Location
IDF	1 per floor	80 PSF	0	0 PSF	Approximately 8x10'
MD/Server Room		175 PSF	0	0 PSF	No smaller than 10x15'
Internal Stair	1 per floor for floor print	500 PSF	0	0 PSF	
Subtotal					0 PSF
35% Circulation					0 PSF
Support Space Total Plannable SF					0 PSF

NET ASSIGNABLE TOTAL 0 PSF

GROSS TOTAL 0 PSF

TOTAL USABLE 0 PSF

ESTIMATED TOTAL RENTABLE (19% ADD ON FACTOR) 0 PSF

VISIONING SESSIONS

SESSIONS PHASES

- Setting clear goals and objectives
- Building empathy and understanding challenges
- Ideation and problem-solving
- Concepting and alignment

VIRTUAL VISIONING

PRE-SESSION SURVEY

On average, how many days per week would you prefer to work remotely?

Less than 1 day per week

1 day per week

2-3 days per week

4 days per week

Which of the following describe why you would prefer to work remotely? Select all that apply

Better ability to focus on heads-down work

No commute

REAL TIME SURVEY TOOL

What 3 words would you use to describe the idea culture of tomorrow?



Going forward, how many days per week would you want to work IN THE OFFICE?



LEGAL VISIONING - JULY 2020

MENTIMETER RESULTS

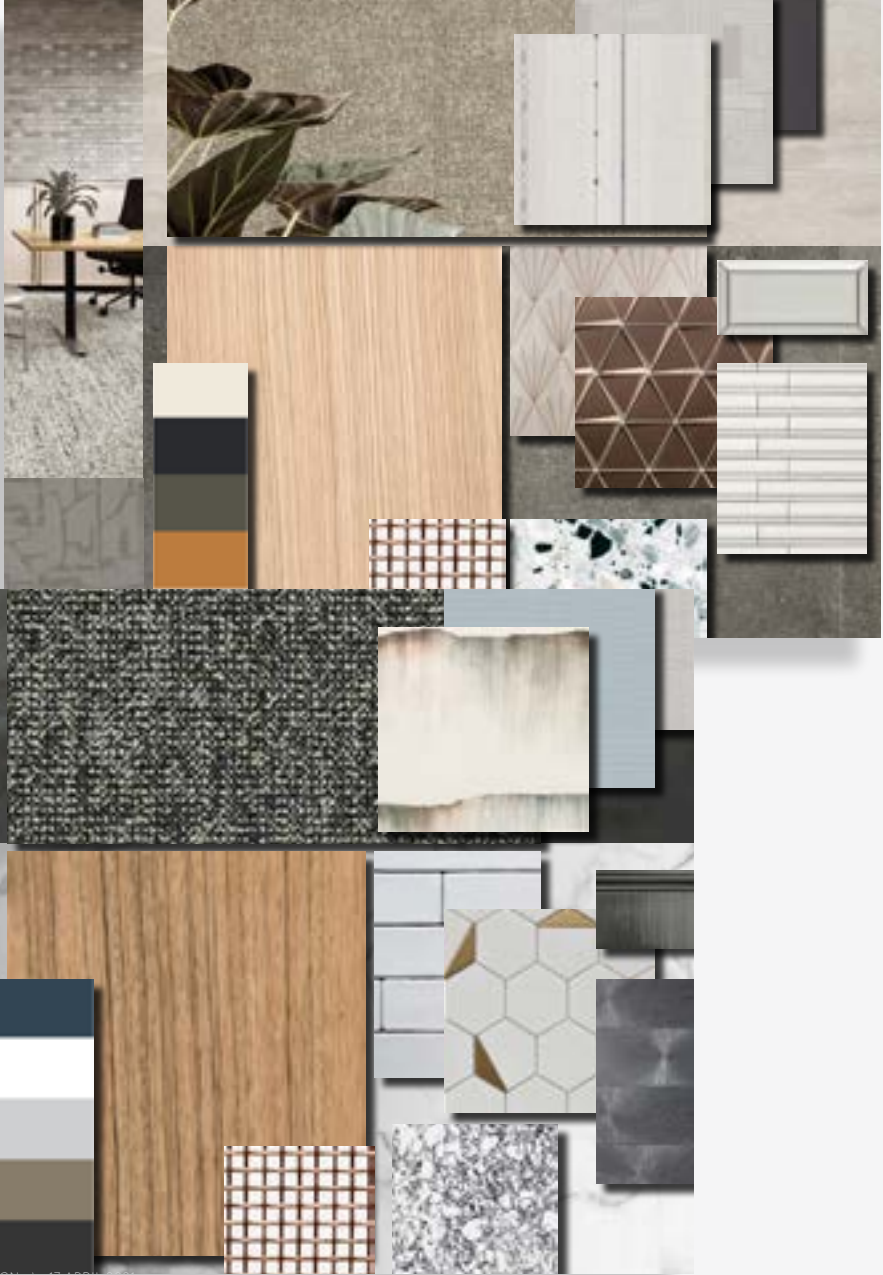
ABSTRACT IMAGERY

SPATIAL IMAGERY

PALETTE INSPIRATION

NELSON

SCHEMATIC DESIGN



DESIGN DEVELOPMENT



COMPLETED PHOTOS



Why NELSON?



VAST **LEGAL**
EXPERIENCE



OUR EXPERIENCE
WITH
YOU



INTEGRATED
SERVICES