

COLLABORATION		A		B		C		% of seat count	
Fixed	collab seats	net SF	collab seats	net SF	collab seats	net SF			
Cafe I (A)	53	1,484 SF					30% (as of tranche B)		
Multipurpose (B)			72	2,018 SF			30% (as of tranche C)		
Large Conference	20	560 SF							
Large Conference			16	448 SF					
Large Conference					16	448 SF			
Modular		qty. rooms	qty. rooms	qty. rooms	qty. rooms	room area	seats per room	% users	A users
solo/duo	5	180 SF	5	3	108 SF	3	36 SF	1	5%
huddle	16	480 SF	4	12	360 SF	3	120 SF	4	15%
conference	12	336 SF	1	12	336 SF	1	336 SF	12	15%
count collab seats	106	10	115	7	39	8	35%		
total collab seat ratio	1.01		1.28		1.08				
subtotal net SF		3,040 SF		3,288 SF		1,132 SF			
SUPPORT SPACE		net SF	qty. rooms	net SF	qty. rooms	net SF	qty. rooms	room area	user ratio
Satellite coffee	120 SF	1	120 SF	1	120 SF	1	120 SF	80	
Satellite copy/scan	80 SF	1	80 SF	1	80 SF	1	80 SF	80	
Wellness	48 SF	1	48 SF	1	48 SF	1	48 SF	80	
Kitchen	180 SF	1	180 SF	1			180 SF	80	
Reception	180 SF	1					180 SF		
Office Services	180 SF	1					180 SF		
IT - Server	120 SF	1					120 SF		
IT - Storage	120 SF	1	120 SF	1	120 SF	1	120 SF	80	
HR - Storage	80 SF	1					80 SF		
Conference BOH			120 SF	1			120 SF		
Storage	80 SF	1	80 SF	1	80 SF	1	80 SF		
subtotal net SF		1,188 SF		748 SF		448 SF			
contingency	10,300		8,980		4,244				
10% incl. circulation factor	1,030		698		424				
load factor	35%	17,431		11,812		7,182			
110%		19,174		12,994		7,900			



WORKPLACE

Growth Planning for Venture-Backed Start-Up

Consulting Services

A venture capital-backed Transwestern client leased its 10,000-square-foot headquarters space in Austin, Texas, and had four years remaining on the lease. The space was not large enough to support the expected exponential growth and the company needed a plan for taking down space with uncertain headcount forecasts and timing.

A visioning session was conducted with the executive team after reviewing headcount forecasts and the existing space floor plan. Seating and space type requirements, workstyles and forecasts were confirmed. Then, a three-phase growth plan for space programming was developed – one that would provide a blueprint for how to methodically grow their space.

We delivered a customized, flexible space program model that the client could adjust itself to validate various changes based on its growth trajectory and validated the timeline for planning each phase of expansion.

One unique aspect of this assignment was a phased growth of space that reduced duplication of certain space types while maintaining proper ratios of collaboration, support and individual space. As a result of this analysis, the client had the confidence to execute a new lease expansion.