

Orange Barrel Media's new headquarters needed to fulfill two fundamental goals. It needed to be an excellent example of sustainable design and needed to express what their product is.

The new 30,000 sq ft office fulfills these requirements.

The site selection was critical to achieve these goals. The site is located in Franklinton, one of Columbus's oldest neighborhoods dating back to the 1700's, and a somewhat forgotten urban area.

The OBM project is located at the neighborhood's north limits, on a brownfield site, an abandoned concrete mixing plant. Decades ago, Arrow Concrete constructed a mixing plant (including concrete silos for storage of cement, sand, and aggregates) that produced the concrete for the construction of the adjacent State Route 315. Since that time, the contaminated site has been a visual blight, one that was seen by thousands every day as commuters would pass by on State Route 315 and Interstate 670.

The project abated the site, with the design purposely and functionally incorporating the three silos into the building footprint. The new construction continued to utilize concrete as a key design element of the project. Concrete building frame, expressing the columns and slabs, and concrete wallscape mural art support pylons creating a dynamic composition. The dramatic triangular shape of the formed concrete pylons are a result of carefully studied options.

Orange Barrel creates wallscape mural advertising. Creative building art applied to urban structures around Columbus. This project was to provide an example of their work, integrated into the building design. The glass curtainwall office structure with its reclaimed wood finishes and furnishing is designed as an outgrowth of the existing concrete silos. Towering 160 ft above grade are the three pylons, these providing the framework for two 75 ft x 120 foot wallscales + a south facing solar panel array. The studied options for pylon locations created optimal viewing orientation for the wallscape and true south orientation for the solar panels, panels that provide the majority of power needs for their business.

The design solution integrates revitalization of a site, thoughtful material selections, promotion of the client's product, and established a new Columbus landmark.

Rather than seeing residual industrial blight, thousands of commuters now see an ever changing art display.