

Statement of Problem:

Design and renovate existing spaces to meet specific business needs for various groups, as well as enhance the associate experience and foster a holistic campus-wide community.

Project Description:

Fidelity Investments North Carolina Campus Renovations is the commencement of a campus transformation of four existing buildings renovated to meet the needs of the North Carolina-based business units. The acquisition of the campus paves the way for consolidation of business units from lease facilities and enables the alignment of space with the structure of the business. The 695,000 square feet renovation includes: open office, contact center, agile team rooms, client presentation rooms, network labs, entry lobbies, training center, fitness center, wellness center, servery and dining area.

Overarching goals for the campus redevelopment included: enhance workforce productivity and balance the needs of the business with project requirements, take a holistic approach to the campus, align the many stakeholders, and create a sense of community and a positive associate experience to increase talent base and worker wellbeing.

One of the primary design challenges was modifying large, deep floor plates within the existing buildings to provide ample daylight, views, circulation, and community gathering spaces. Through a strategic design process, the architect led collaborative visioning sessions which led to creative solutions for these issues while building buy-in with business unit stakeholders. Design thinking fostered real estate and workplace strategies to accommodate tight occupancy density goals and new concepts for Fidelity's evolving Alternative Work Strategies.