

Project Description/Narrative

The design was to be the most progressive and engaging office space in Rochester, matching the creative culture of Butler Till. The project was planned, designed and constructed during the pandemic – to be a “magnet” to draw employees back to work.

- The floor plan provides logical primary & secondary circulation, to facilitate intuitive circulation, but also to frame / feature architectural elements, artwork, and outdoor views.
- Visually exciting and colorful design - spaces were planned for placement of artwork, including a central, two-story custom mural (abstraction of their logo) that connects floors within the central “theater stairway” element. This dynamic element links floors in a “village commons” style social, collaboration and media space.
- Exterior walls were opened to enjoy natural light / views. Workstation areas have broad visual access to windows. Offices, conference rooms and gathering spaces have glass walls, connecting spaces and users. Lighting was designed in a dispersed brightness, creating a relaxed mood.
- Different “ways” to work - in addition to offices / workstations, there are many workspace alternatives, traditional conference rooms, small open and closed niches, open collaboration areas with seating options, central theater stairs, semiprivate library, outdoor patio, and “gathering” areas intentionally imbedded into communal areas.

AIA's Framework for Design Excellence

Design for Integration

Design for Discovery

Design for Well-being

This new 50,000 square-foot 2 story headquarters at 290 Clinton Street in Rochester, New York, designed for a major Rochester advertising and public relations/media corporation, was crafted to be an attractive, desirable office destination that would entice employees back to the office without mandating their return. The design aimed to be equitable, sustainable, and efficient while creating a space that was cooler, more collaborative, and more engaging than the work-from-home option. By offering a dynamic range of work settings, the headquarters provides more than 20 unique workspace styles, from quiet contemplative areas to group collaboration zones, enabling employees to choose the environment that best suits their work style.

Recognizing that the office must compete with the flexibility and comfort of working from home, the design incorporated a strong hospitality-driven approach, transforming the workspace into a “club” like environment rather than a traditional office. This resort-style atmosphere not only made the office appealing but also became a powerful recruiting tool for attracting top talent. The use of natural materials, low-VOC finishes, and sustainable design choices reflected the young, health-conscious workforce, whose expectations for wellness were integrated into every design decision. Daylight was maximized throughout the space, ensuring employees had abundant access to natural light and outside views, while adjustable lighting design created a calming, relaxed atmosphere that reduces glare and enhances comfort.

The design also prioritized acoustic comfort, integrating noise-reducing elements to ensure a quiet and productive environment. A centrally located outdoor patio provided an additional flexible workspace, further enhancing the office's appeal. The integration of pantry, coffee and break areas directly within the office fabric encouraged spontaneous collaboration and allowed work, relaxation, and socializing to flow seamlessly together. A striking two-story theater-style stairway, featuring custom graphics and high-tech media systems, connected the two floors and acted as both a dynamic meeting space and a visual centerpiece of the office. The stairway's vibrant design echoed the creative and cutting-edge character of the corporation it serves, reinforcing its brand identity and culture.

Since its completion, the headquarters has received stellar feedback from both staff and management, with the office becoming a key tool for recruitment and setting a new benchmark for office design in Rochester. The transition from traditional offices to workstations was made smooth by providing a variety of flexible work environments, allowing employees to choose their ideal space for focus and collaboration. Ultimately, the headquarters has become a hub of creativity, collaboration, and efficiency, an environment that is both inspiring and conducive to high-quality work, and one that continues to attract and retain top talent.

AIA Rochester Community Impact Award

The 260 E Broad St. project is a transformative, mixed-use development in the heart of Rochester, New York, designed for a prominent local advertising and PR marketing firm. The development encompasses a 125,000 square-foot, five-story building that includes office space, retail, and residential units. This significant project represents not only a forward-thinking architectural and interior design achievement but also an impactful revitalization effort within Rochester's center city, helping to reintegrate a vital part of the urban landscape.

Client Vision and Corporate Culture

Our Clients corporate culture is characterized by creativity, innovation, and collaborative values that are embedded deeply in their approach to business. These core principles were fundamental in shaping the design of their office space, ensuring that the resulting environment reflects both the progressive nature of the firm and the cutting-edge work they produce. The interior design of the two story, 50,000 square-foot office space successfully embodies these ideals, with a layout that promotes an open, communicative work environment and integrates the very DNA of the client's successful brand.

Architectural Impact on the Community

Beyond its aesthetic appeal and functional excellence, this project has played a pivotal role in revitalizing a key area of Rochester that had been left dormant following the closure of the Midtown Mall. The redevelopment of the 260 E Broad St. site represents a major investment not only by the client, who was also a development partner in the project, but also in the city itself. The project breathes new life into a critical area of the downtown core, contributing to the economic and cultural resurgence of Rochester.

As part of the larger development, the 260 E Broad St. building houses first-floor retail spaces, providing a vibrant street-level presence that promotes local businesses and supports the city's economic growth. In addition, two full floors of market-rate residential apartments offer much-needed housing in this central urban location. The introduction of over 200 skilled, high-paying jobs and the creation of new retail and residential opportunities have had a visible positive impact on the city's economic health.

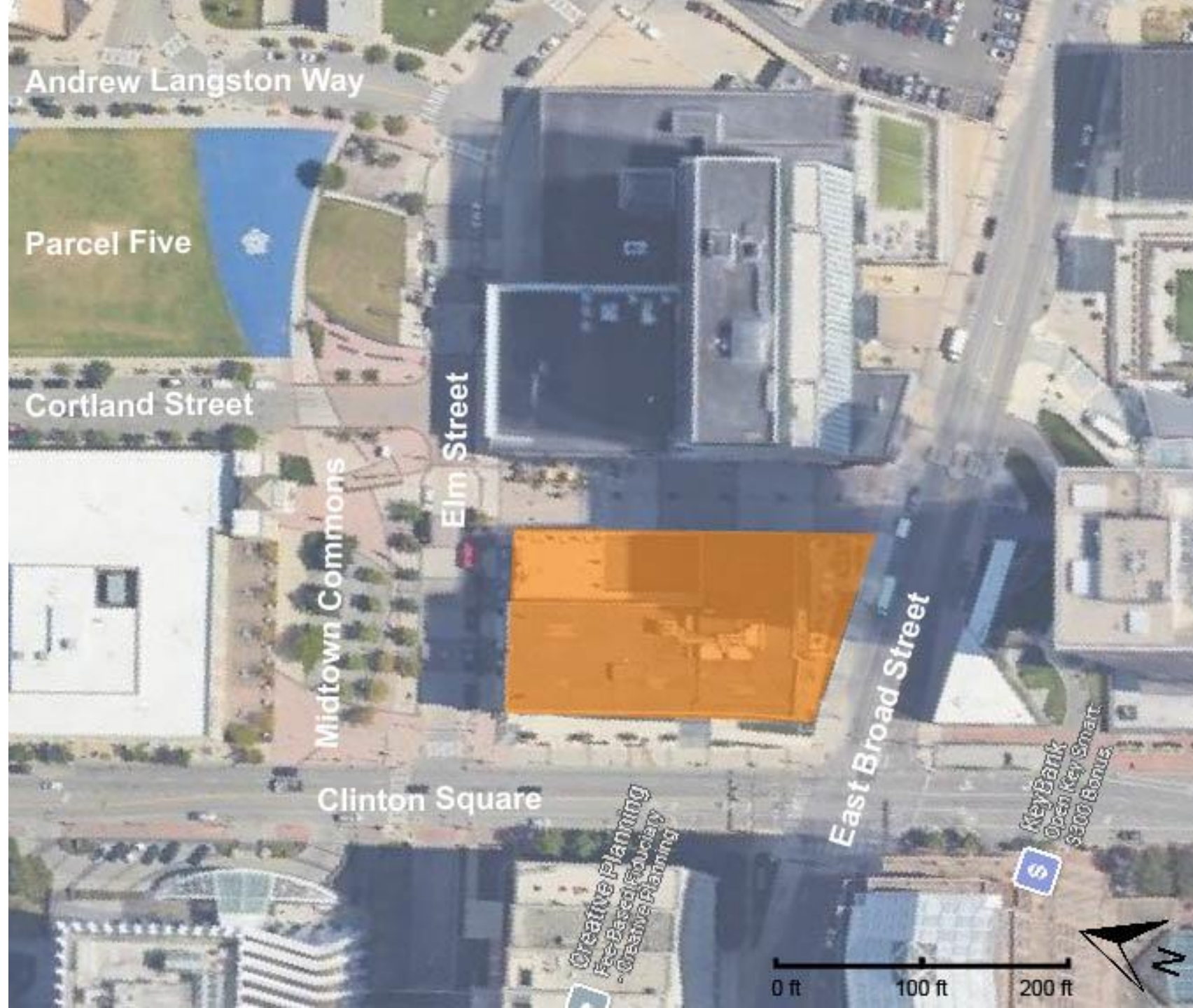
Design and Project Management Role

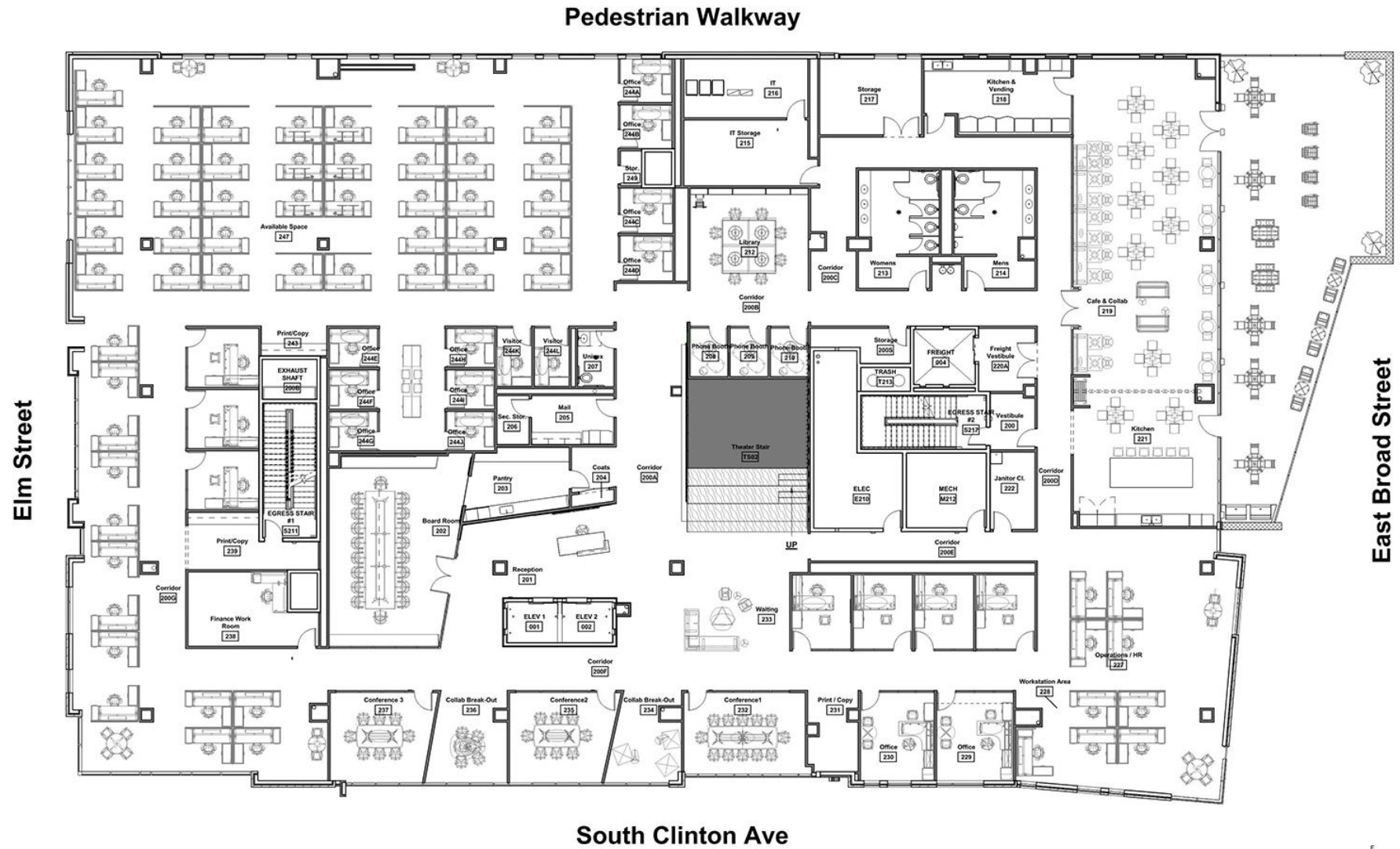
Our firm was responsible for both architectural and interior design services for the office space, amounting to 50,000 square feet over two floors. In addition, we provided planning, administration, and project management services for the larger development, representing our client's interests as a key development stakeholder. This collaborative role ensured that the project adhered to the clients vision, while also navigating the complex dynamics of a mixed-use development with multiple partners and goals.

Significance to Rochester Revitalization

The 260 E Broad St. project stands as a cornerstone of Rochester's ongoing revitalization efforts, filling a former urban void created by the now-defunct Midtown Mall. This project has not only brought new life to the area but has also served as an inspiring example to other businesses, demonstrating the economic potential of investing in Rochester's urban fabric. Through this development, our client has made an enduring commitment to the future of the city, fostering economic growth and providing a blueprint for future development.

In sum, the 260 E Broad St. project is more than a building; it is a catalyst for positive change in Rochester, reaffirming the importance of progressive design, community investment, and urban revitalization.

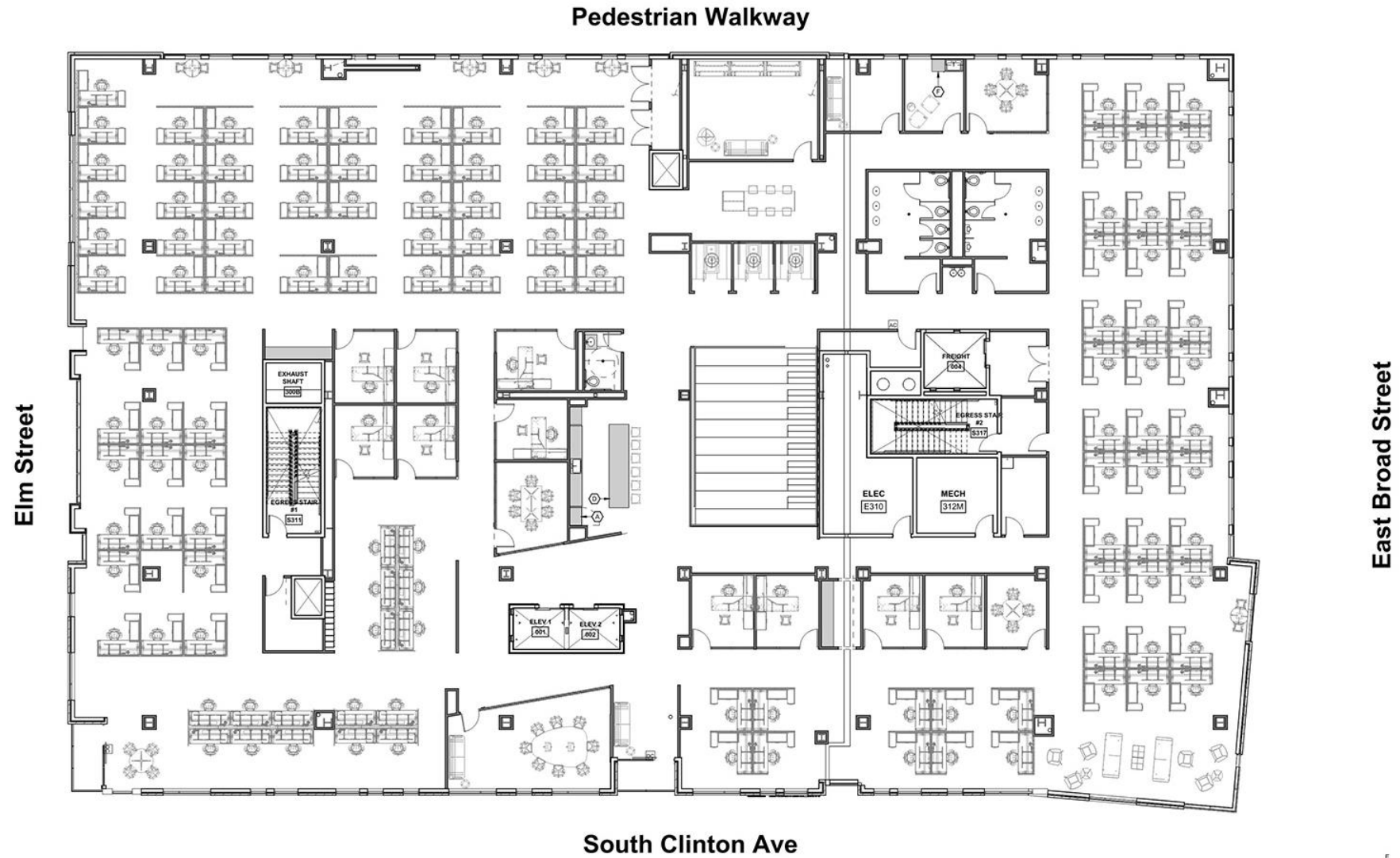




Second Floor Plan

Scale: 1/8" = 1'-0"

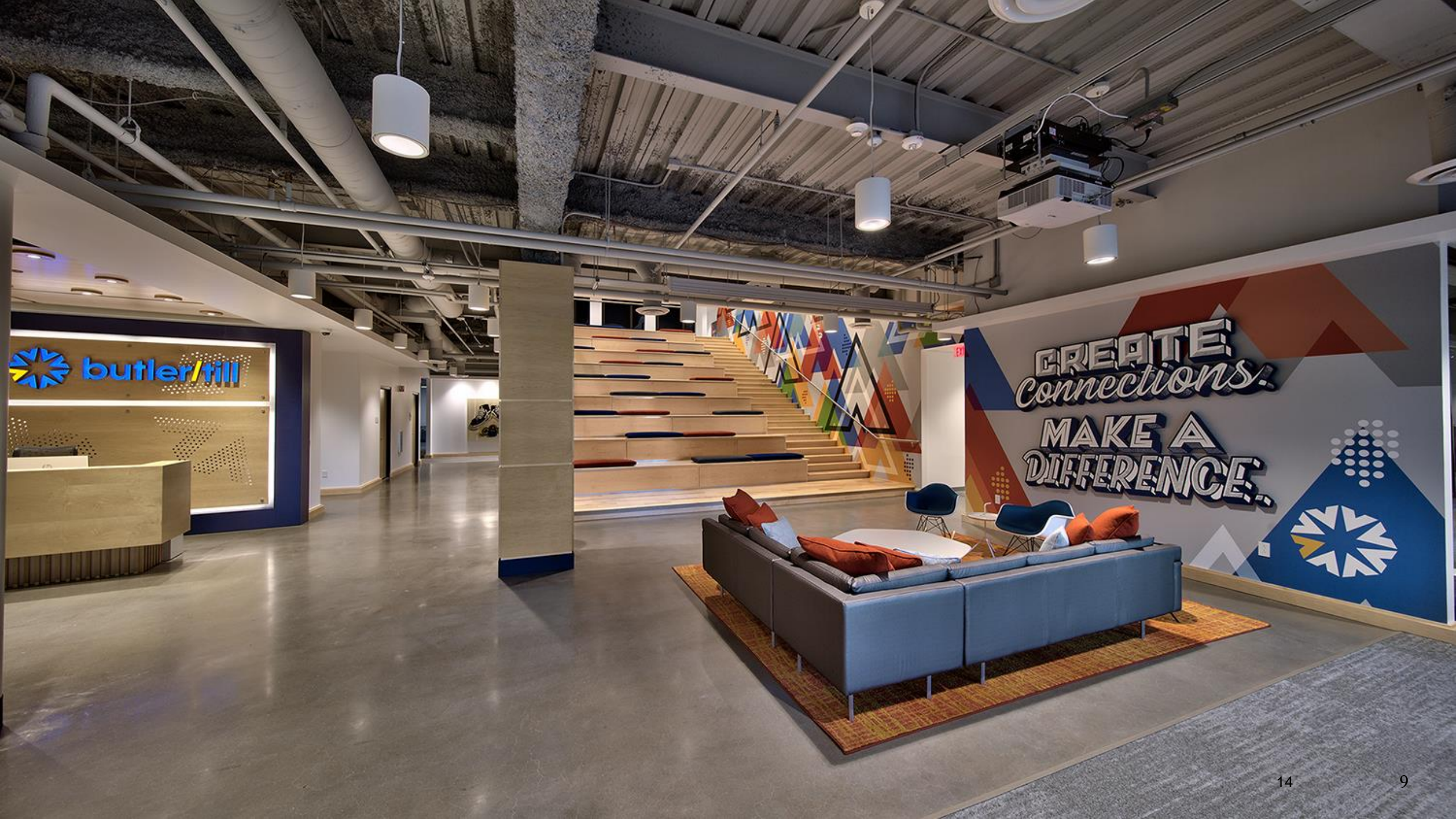




Third Floor Plan

Scale: 1/8" = 1'-0"





 **butler/till**

CREATE
connections.
MAKE A
DIFFERENCE.











