



# Community Work Introduction

2024

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smbw

Hello!

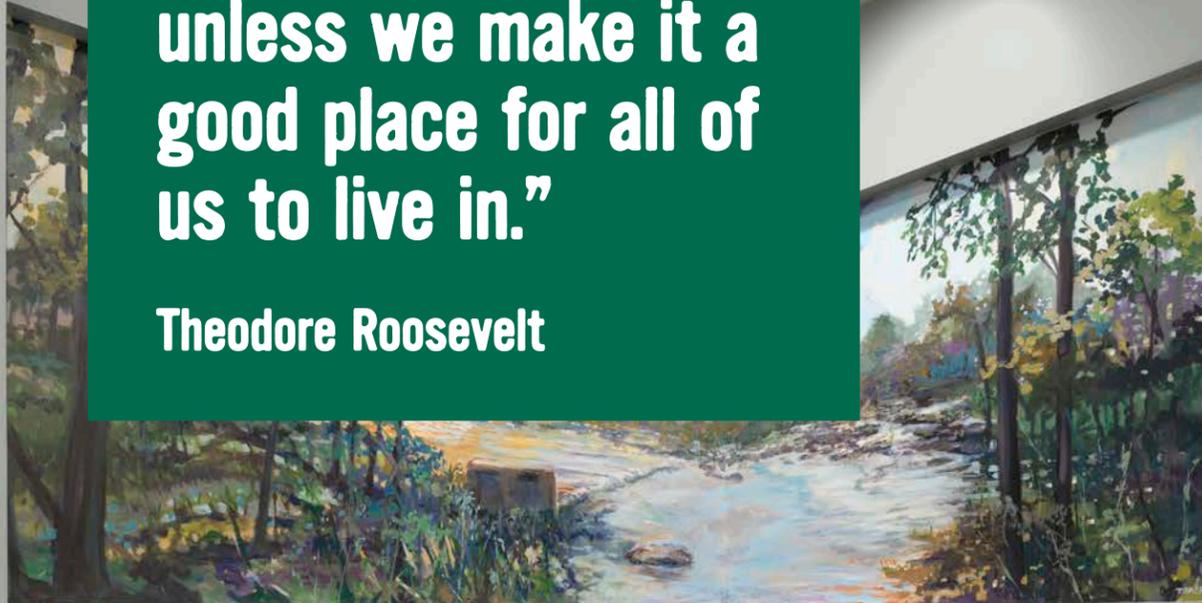


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“This country will not be a good place for any of us to live in unless we make it a good place for all of us to live in.”

Theodore Roosevelt



# THE PATH FORWARD

Thank you for the opportunity to present our portfolio of community driven work. We believe every project has creative opportunities and the ability to create positive impact within the bounds of budget, scale, and schedule.

smbw is a thought leader in coworking and workplace strategy, having designed offices for several large and international corporations. From the 1717 Innovation Center in Richmond, a community-driven business incubator providing resources and space to local startups, to the YWCA's 5th Street Headquarters, smbw has the local project experience that matters.

Harnessing the technical power of an expansive renovation portfolio, our designs implement solutions to revitalize existing buildings, adapting them to serve future needs. We take a holistic approach to identify potential hindrances and opportunities for enhancements.

#### Thoughtful Collaboration.

Foundational to how we create space is the partnership of our clients. Co-Authoring Transformative Design is our firm's vision and philosophy. Alongside our clients, we create an actionable design solution that meets your schedule, budget, business initiatives and exceeds expectations.

Through hosting meaningful community forums, the project team can also help establish a community advisory board and ensure all stakeholders are part of the conversation. Our work with non-profits and community-based organizations has taught us how to lead the conversation and understand their challenges.

#### Exceptional Project Delivery.

The nature of our engagement will be iterative as we evaluate design scenarios and determine the most appropriate and impactful construction strategy. We provide analysis and comparison of multiple design and construction options (i.e. good, better, and best approaches) and their respective impact to program, schedule, and budget. All in an effort to keep the project moving forward with consensus and collaboration.

#### Research-Based Methodology.

We use research, data and analytics to create proven and long-lasting results. Through initiatives like Shine the Light, we explore and share relevant thought leadership. Shine The Light focuses on issues impacting how we design and the communities we design for. Through this annual initiative, we develop research papers, host interviews and webinars with community leaders and experts, and offer a scholarship to a deserving design or architecture student.

Thank you for the opportunity to present our portfolio, we hope to have the opportunity to work with you.

Best Regards,



*Michelle Mikita*

Michelle Mikita, CID  
Principal, Interior Design

# FIRM OVERVIEW

## Co-Authoring Transformative Design

Founded in 1991, smbw is a leading interdisciplinary design studio for thoughtful and innovative architecture, interior design, and environmental graphic design. Although our projects vary widely in type and appearance, they are held together by a strong commitment to the design process. We engage our clients in continual discussions to understand their vision, functional needs, and long-term real estate strategies.

A nimble team with an innovative, client-driven approach to design, smbw delivers nationally-recognized projects to our clients with local, personalized customer service. Our studio, located in RVA's Shockoe Bottom, gives you quick and easy access to your team, on your time.

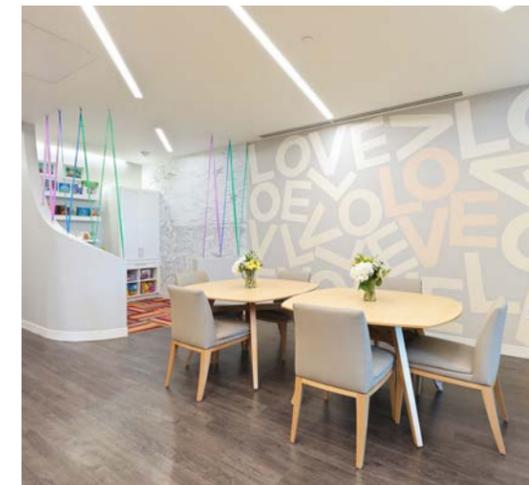
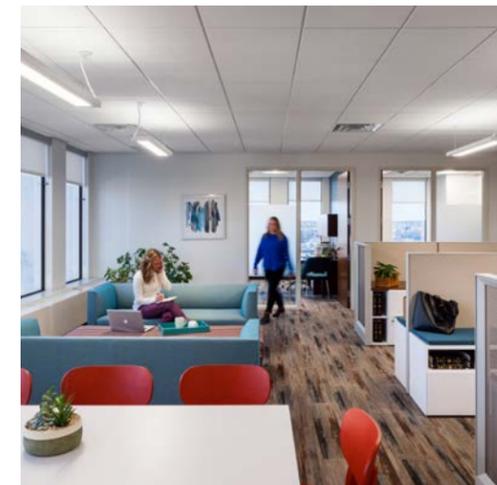
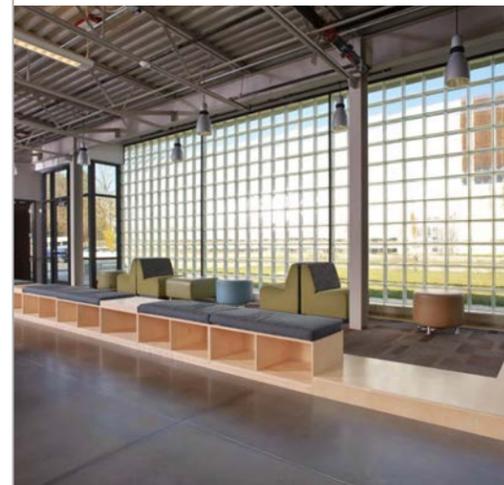
Located in RVA's Shockoe Bottom, smbw offers hands-on project management on projects across the state, and our team prides ourselves in our responsiveness and dedication to each client. We have a demonstrated history of designing spaces throughout the market sectors.

Our portfolio includes projects like the Richmond YWCA, Charlottesville Boys and Girls Club, VPM Media Corporation, Virginia Humanities, Main Street Station, VMFA, and the Greater Richmond Convention Center, among others.

smbw sees community facilities as extensions of the institutional values and brand, and we believe engaging our clients in every step of the design process is crucial to a successful project. We approach every project with unique ideas, fresh perspective, and an eager attitude to deliver the best solutions for the client's needs.

Our project teams are led and staffed with senior-level talent, who remain on the project throughout completion. Each project has our full attention, and our team ensures the project vision is executed at the highest level of service.

Visit our website at <https://www.smbw.com/> for more information about our firm and work.



It's all about  
the work



01 Firm Information

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# PORTFOLIO

We craft signature spaces across the community, corporate, lifestyle, mixed-use, and higher education market sectors.

## Community

Engaging communities through design in an effort to make a more equitable world is at the heart of why we do what we do. smbw has extensive experience working with nonprofits and mission-based organizations to craft inclusive spaces that serve the community's needs.

### Featured Projects

1717 Innovation Center  
Boys & Girls Club of Charlottesville  
CapCenter  
Harris Williams  
Independent Container Line  
Ronald McDonald House of Richmond  
Virginia Humanities  
VPM Media Corporation  
YWCA of Richmond

### Additional Community Experience

Daily Planet  
Girl Scouts of Virginia  
Main Street Station Shed Rehabilitation  
Morven Garden  
Pamunkey Indian Tribe Cultural Resource Center  
Route 1 Coalition  
Senior Connections  
UNOS HQ  
UNOS Refresh  
Urban Hope House  
Virginia Bar Association  
Virginia Center for Inclusive Communities  
Virginia Museum of Fine Arts  
Virginia War Memorial  
The Doorways  
YWCA Sprout School





## 1717 Innovation Hub

### Community-Driven Business Incubator

Based out of a 100 year-old, 5-story heavy-timber former tobacco warehouse in the growing Shockoe Bottom region, the 1717 Innovation Center is a community-driven business incubator, housing the non-profit Start-Up Virginia. Capital One, who funded the project through their Future Edge program, also occupy space on two floors for gathering space and a research lab.

Entirely void of modern building systems past the 1st floor, the project scope included a complete renovation of the existing warehouse to include new building systems, the addition of a 6th level for larger meeting functions and outdoor rooftop patio space, and selective demolition to incorporate uniquely expressed vertical transportation systems.

Location: Richmond, VA  
 Market Sector: Community  
 Size: 37,860 SF  
 Year Completed: 2018  
 Relevant A-E Services Performed: Architecture, Interiors, Furniture, and Environmental Graphics





## Boys and Girls Club of Charlottesville Community Space

The design of the Boys and Girls Club of Charlottesville/Albemarle is meant to convey a sense of shelter and invitation. A broad overhanging roof provides gathering space, and a transparent facade shows off the activities within. The two-story structure forms two sides of a courtyard, with a future municipal aquatic facility completing the composition. The floor plan is as open as possible, with the various activities flowing together and inviting exploration. The facility contains junior and teen activity areas, art room, cafe, kitchen, study/computer area, and dance room. The teen area and lobby overlook a gymnasium on the lower floor that also contains administrative offices.

Location: Charlottesville, VA  
 Market Sector: Community  
 Size: 24,036 SF  
 Year Completed: 2009  
 Relevant A-E Services Performed: Architecture, Interiors, and Furniture

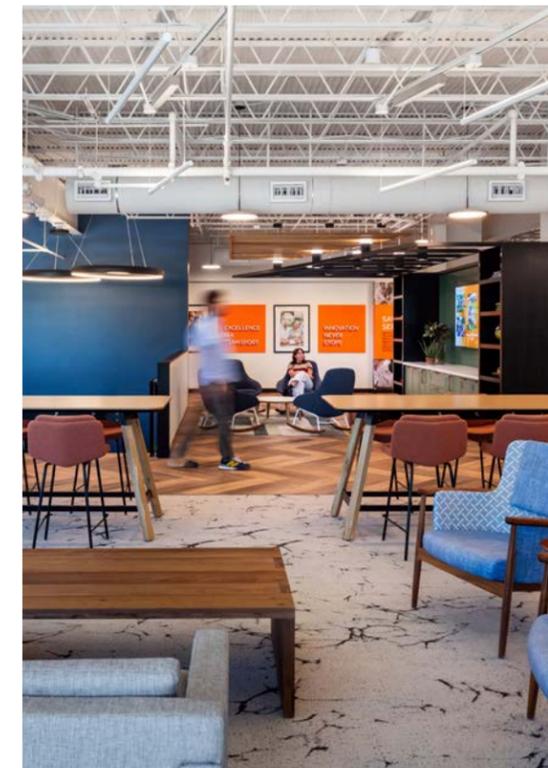




## CapCenter Realty + Mortgage Services

CapCenter was founded in Richmond VA over 25 years ago with a mission to save clients money and provide exemplary service in the home buying, selling and financing experience. In 2020, they purchased a property on the main thoroughfare in Innsbrook, a mixed-use corporate center in Central Virginia. A truly signature headquarter experience serves not only Richmond, but can host employees from all seven states they serve along the east coast. With Taylor and Parrish Construction providing full construction services, the building infrastructure was challenged from top to bottom to achieve CapCenter's goals throughout each phase of construction. The original building, built in 1987, has undergone a full renovation and systems modernization to accommodate staff growth, develop an inviting workplace for CapCenter's employees and guests, and create a signature new headquarters.

Location: Glen Allen, VA  
 Market Sector: Corporate  
 Size: 60,000 SF  
 Year Completed: 2022  
 Relevant A-E Services Performed: Architecture, Interiors, Furniture, and Environmental Graphics



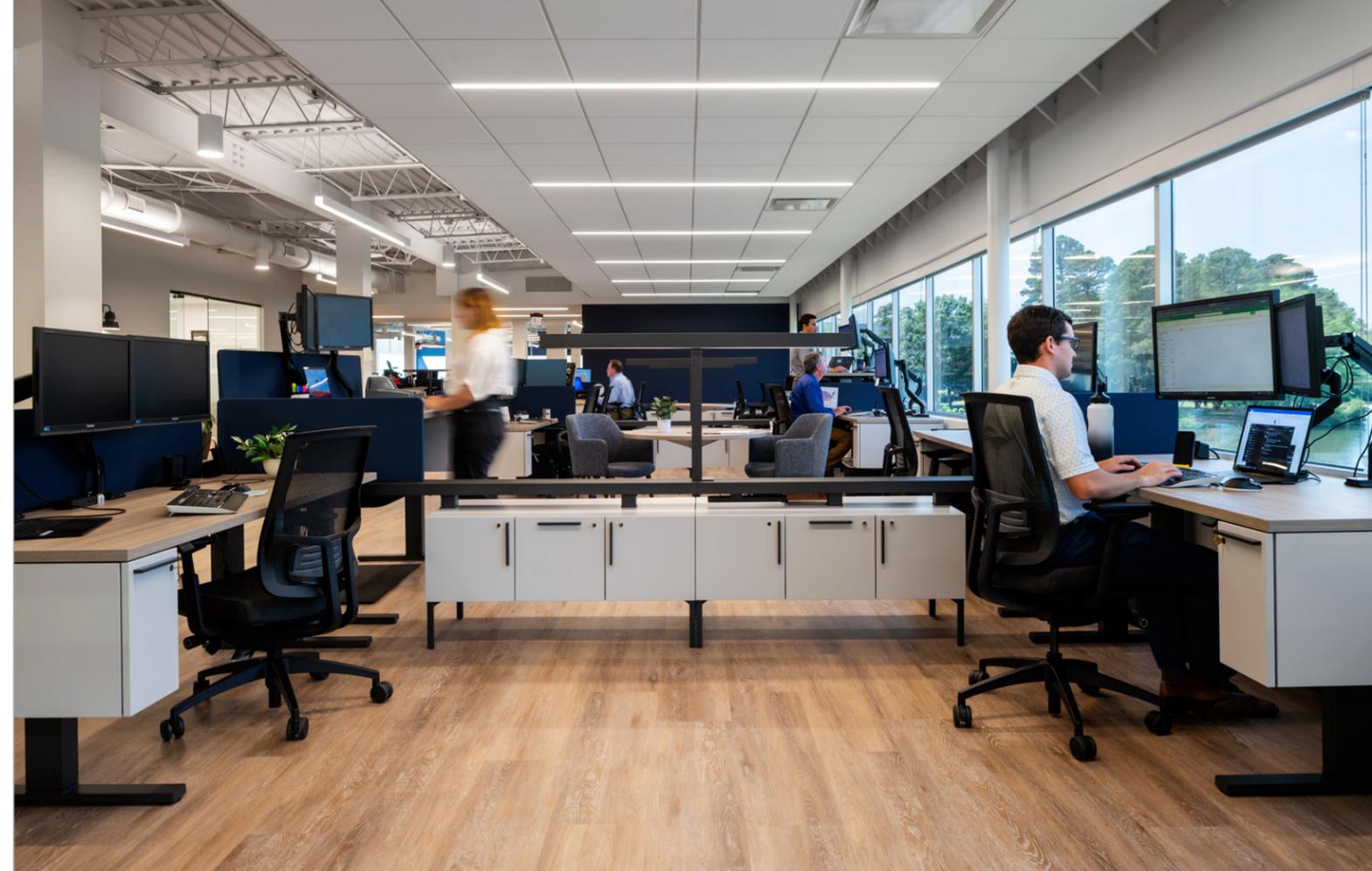


## Harris Williams Mergers and Acquisitions

After experiencing growth in the market, Harris Williams was looking for opportunities to accommodate changes in staff and maximize the efficiency of their operations. This created an opportunity to not only grow as a successful global M&A advisor, but to rethink their office design standards for future facilities. In the physical space, Harris Williams hopes to create a recognizable brand standard across locations, design for comfortable luxury, create memorable hospitable experiences for clients, and build functional facility opportunities for employees. Through a collaborative design process the office renovation aims to follow Harris William's workflow and client experience structures.

Location: Richmond, VA + Minneapolis, MN + London, England  
 Market Sector: Corporate  
 Size: Varies  
 Year Completed: 2023  
 Relevant A-E Services Performed: Global Workplace Strategy, Interiors, Furniture and Environmental Graphics





## Independent Container Line Shipping Coordinator

Independent Container Line (ICL) is a World-Class Trans-Atlantic shipping line with an integrated logistics network. Their US Headquarters is located in Richmond, VA and the team wanted the US location to represent the brand and be a counterpart to their partner location in Europe. The primary driver for the renovation was to create a state-of-the-art conference center, a variety of flexible group spaces and meeting rooms as well as open individual spaces to foster an open, active and collaborative work environment. Additionally, integrated branding throughout the space to connect with the company's mission, while highlighting new staff amenities became a driver for project success.

Location: Glen Allen, VA  
 Market Sector: Corporate  
 Size: 24,000 SF  
 Year Completed: 2022  
 Relevant A-E Services Performed: Architecture, Interiors, Furniture, and Environmental Graphics





## Ronald McDonald House Childrens Hospital of Richmond

As a charity organization focused on providing support to families of children receiving medical care, the Ronald McDonald House Charity in Richmond, VA has been looking for multiple opportunities to meet the growing need of the area. Their new In-Hospital Suite located within the Children's Hospital of Richmond (CHOR), is a significant addition to their portfolio of services directed at providing a home away from home for families with children receiving acute care at the hospital. The new suite at CHOR provides a place for rest, connections, and hospitality so that the parents are able to focus their efforts on supporting their child.

Location: Richmond, VA  
 Market Sector: Community  
 Size: 3,300 SF  
 Year Completed: 2023  
 Relevant A-E Services Performed: Interiors, Furniture, and Environmental Graphics





## Virginia Humanities Community + Workplace

Virginia Humanities' new office and broadcasting studio helps all Virginians tell their stories. The first generation interior build-out is located in Charlottesville's Dairy Central Market, a mixed-use development complete with luxury apartments and a diverse culinary food hall. Working through an iterative process, the design team led stakeholder and community sessions to ensure the goals and intentions were sensitive, thoughtful and in alignment with the non-profit's strategic plan. The goal was to increase efficiency and consolidate operations without harming productivity. The interior was crafted to accomplish three main drivers; create a sense of place, a warm welcoming feel, as well as a balance of personal, team and community space.

Location: Charlottesville, VA  
 Market Sector: Community  
 Size: 8,500 SF  
 Year Completed: 2021  
 Relevant A-E Services Performed: Interiors, Furniture, and Environmental Graphics





## VPM Media Corporation Community + Workplace

VPM Media Corporation is relocating from their current facility in Chesterfield, to downtown Richmond. The project aims to create a vibrant commercial development that breathes new life into the site, activates the street frontage, and provides a significant community asset to support a variety of educational and cultural events. The project incorporates a 5-story combined commercial office, media production, and community event program spaces.

Location: Richmond, VA  
 Market Sector: Community  
 Size: 55,000 SF  
 Year Completed: 2025 Est.  
 Relevant A-E Services Performed: Architecture, Interiors, and Furniture

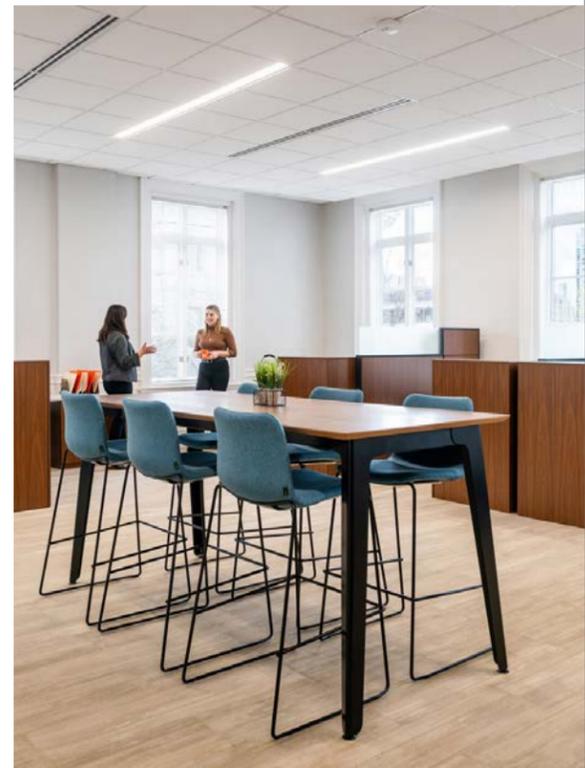




## YWCA of Richmond Downtown HQ

Founded in 1887, the YWCA of Richmond advocates for racial, social, and economic equity for women, girls, and their families. As the oldest YWCA in the South, they work to empower women by creating leadership opportunities, recognizing women's achievements and hosting community workshops. The non-profit's strategic goal was to expand the path to equity and opportunity, and their historic renovation was driven to embody that mission. The design was crafted to accomplish three main drivers; accommodate all staff and administrative functions in a thoughtful and functional layout; honor the history and significance of the building while creating a welcoming feeling for women of all backgrounds and ethnicities; and source products and materials designed or manufactured by women.

Location: Richmond, VA  
 Market Sector: Community  
 Size: 23,700 SF  
 Year Completed: 2022  
 Relevant A-E Services Performed: Architecture, Interiors, Furniture, and Environmental Graphics



A modern office interior featuring cubicles with wood-grain and grey panels. The background wall is dark blue and displays several posters with motivational and social messages. The ceiling has exposed pipes and recessed lighting. In the background, a person is seated at a table with a plaid chair.

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