

"A building is a tool that can either be significantly beneficial or seriously detrimental to a corporation's bottom line. 'High-performance' workplace solutions "ensure a return on investment."

Jeffrey Morgan, AIA
Principal, Architecture/Interior Design
Environetics

Project Drivers

- Maintain Associate Workforce
- Attract the "Best & Brightest"
- Provide Flexibility to Support Expansion and Contraction
- "Best in Class" Low Cost Provider of Residential Mortgage Services
- Achieve Low Cost Occupancy Structure
- Optimize Workplace Productivity

Real Estate & Occupancy Opportunities

- Maintain & Expand Current
"Dispersed" Horsham Campus
- Expand Existing Walnut Grove Campus
- Develop New Multi-Building Campus
- Develop New Single Building Campus

Site Selection Criteria

- Ability to Meet/Exceed Project Drivers
- Ability to Meet/Exceed Project Facility Strategy & Criteria
- Ability to Meet/Exceed the GMAC Site Risk Vulnerability Assessment
- Location Relative to Existing Workforce
- Access to Public Transit
- Vehicular Access & Parking Ratio of 6:1
- Availability of On/ Off Site Amenities
- Expansion/ Contraction Strategies
- Floor Plate Size & Planning Efficiency
- Workplace Productivity Enhancements
- Per Seat Cost of Occupancy
- Speed of Delivery

Planning Concept & Statistics

- 450,000 Total Square Feet
- 2850 Total Seats
 - 17 Private Offices
 - 2833 Workstations
- 1 Regional Center
 - Cafeteria - 550 Seats
 - Conference Training Center - 8 Rooms
 - Fitness Center
 - Cafe
 - Company Store
 - Concierge
 - Data Center
 - IT Services
 - Mail/ Distribution Center
 - Loading Dock
- 104 Conference Rooms
 - Ratio: 27 people per Conference Seat
- 5 Town Centers
 - Ratio: 460 to 500 people per Town Center
- 10 Neighborhood Centers
 - Ratio: 230 to 250 people per Neighborhood
- Amenities
 - 1 Prayer Room
 - 4 Nurturing Rooms
 - 18 Touch Downs
 - Walking/ Running Trail
 - Outdoor Basketball Court
 - Outdoor Dining



Environetics Workplace Solutions

Environetics, a leader in workplace design, creates business environments for a broad base of corporations, building owners, and developers. Our team, which embraces the tenets of sustainable design, delivers projects that solve our client's real estate challenges.

Teaming with our clients, we explore new ways of improving the workplace to attract and retain a happy, healthy, and productive workforce and simultaneously develop a unique environment that reflects the special character and values of each company.

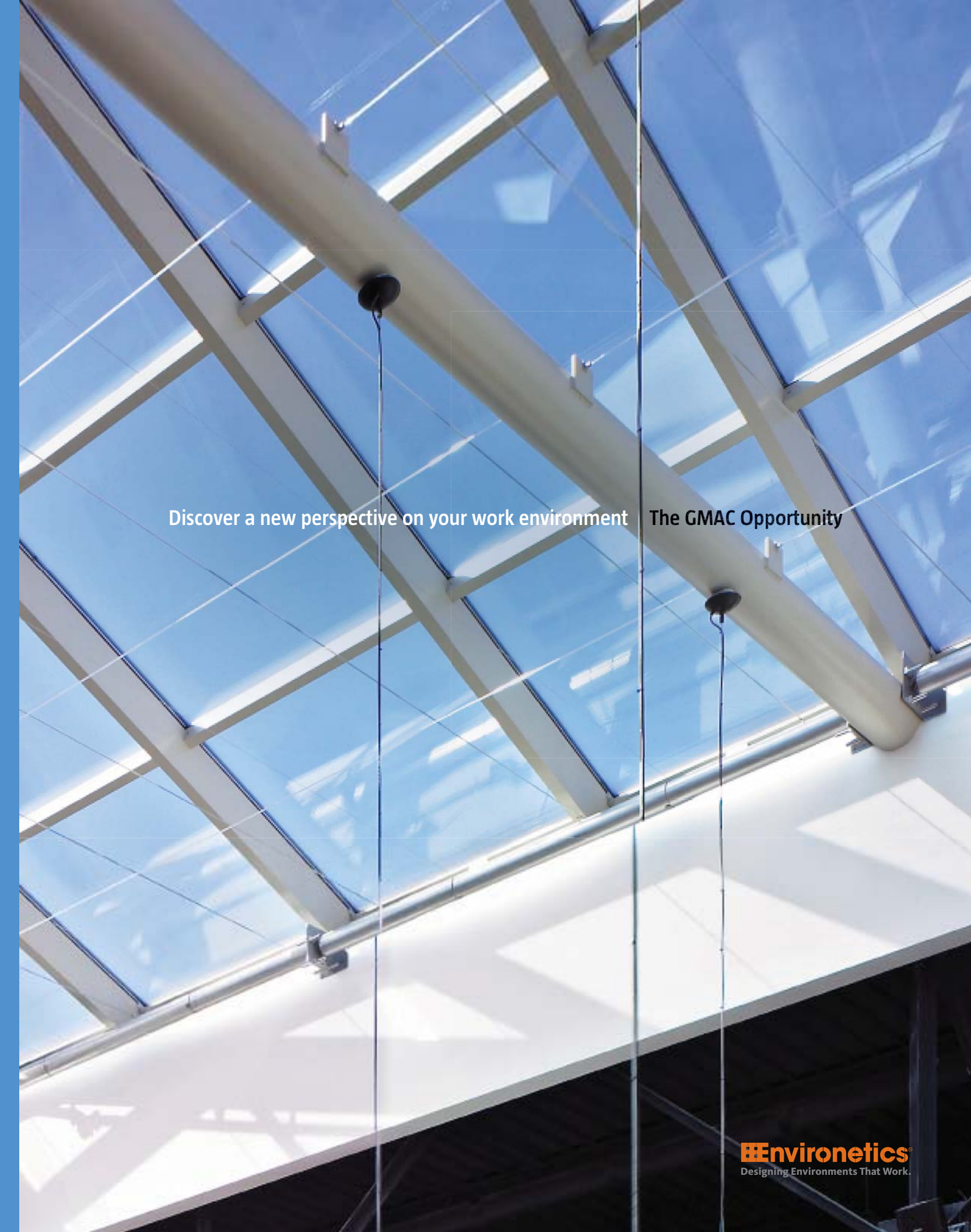
Benchmarking
Branding
Building Envelope
Building Repositioning
Campus Planning
Engineering
Interior Design
Master Planning
New Building Architecture
Strategic Real Estate Analysis
Sustainable Design
Tenant Planning
Visioning
Workplace Strategies & Consulting

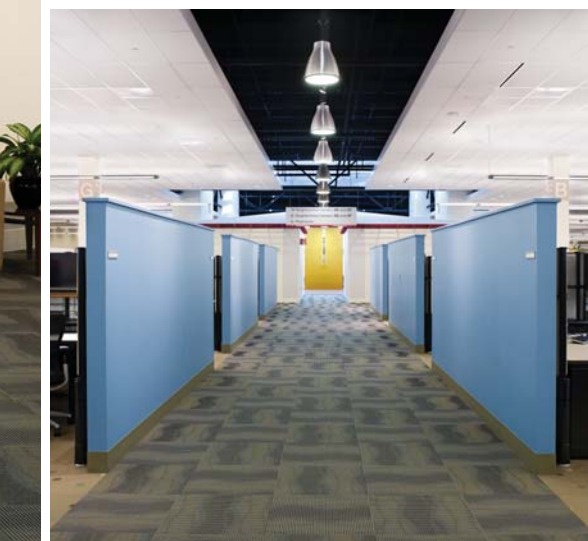
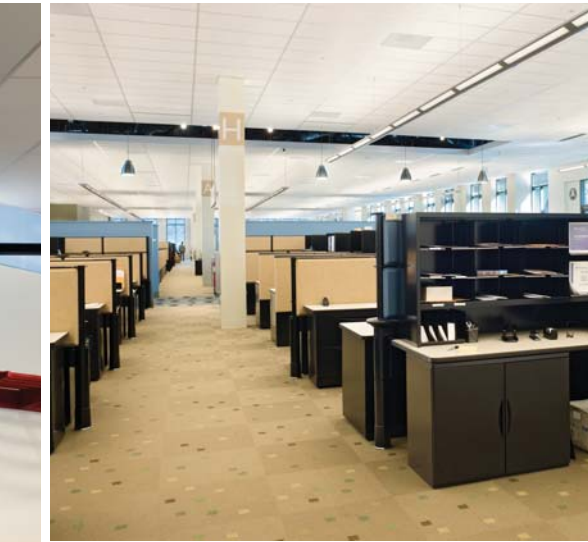
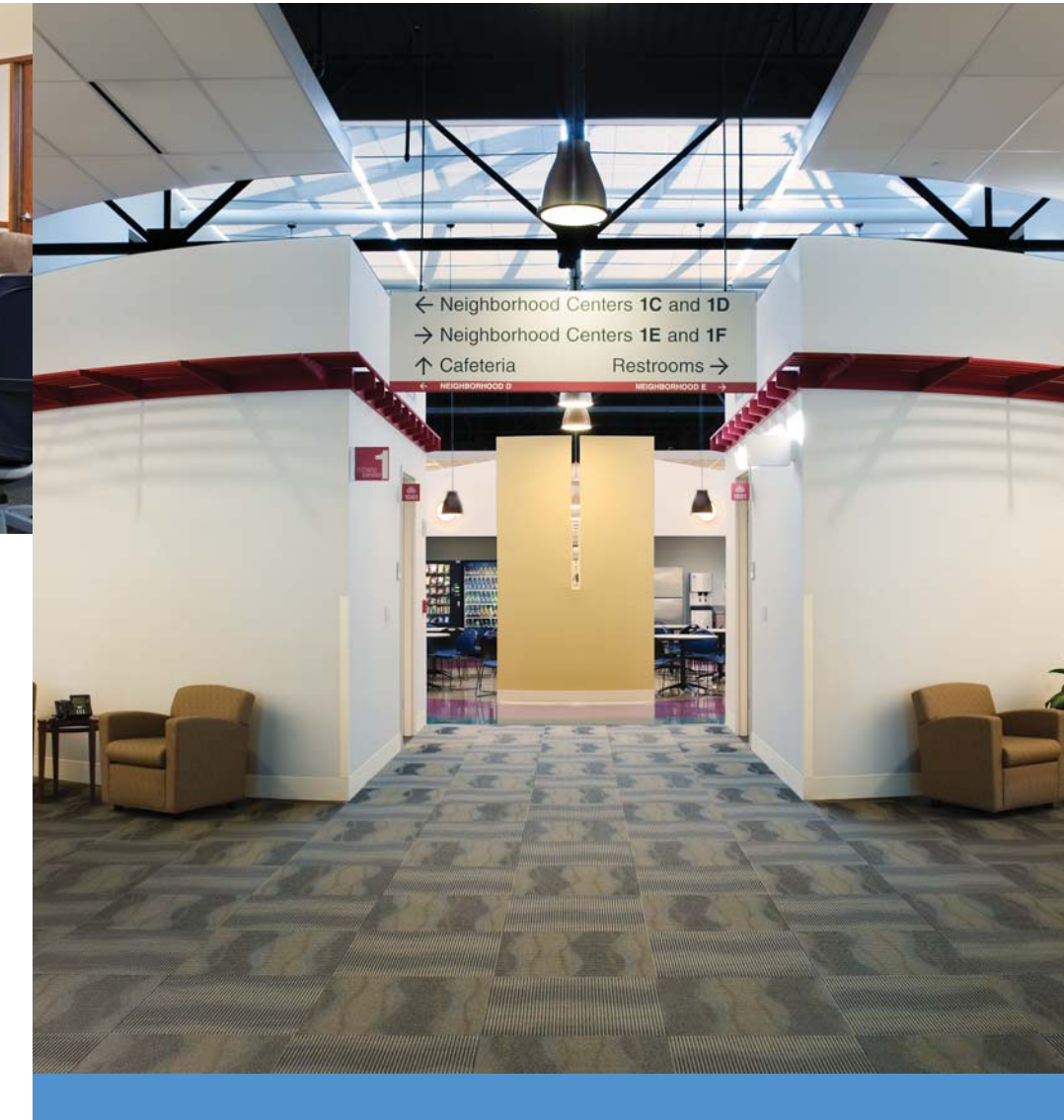
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Discover a new perspective on your work environment **The GMAC Opportunity**





The GMAC Opportunity

GMAC Mortgage in Fort Washington, Pennsylvania, struggled with maintaining the desired synergies and workflow between the company's 3,000 employees located in multiple buildings and locations. This distributed workforce compromised the corporate culture, created operational challenges and mandated multiple and costly redundant services. GMAC's positive growth was actually creating a negative impact on operations, workflow, functionality and the bottom line. With about 85% of the corporation's cost invested in its employees the decision was made to evaluate alternative occupancy strategies and "officing" methods to support the corporate business goals and objectives. GMAC assembled a team comprised of its strategic real estate consultant, CB Richard Ellis and Environetics to work with them on developing a real estate and workplace strategy. As a collaborative team, we established early on that the traditional project approach of lowest initial cost would not deliver the desired operational and financial goals. Instead, we focused our vision and efforts on the "inside-out design" approach, which allows all decisions to be based on the individual worker and how improvements to their productivity will ripple through the entire organization to positively benefit the bottom line.

The team focused their attention on understanding the GMAC business strategy and how a "high performance" building strategy would improve and enhance employee communication, workflow, individual work effort, job satisfaction and quality of life. Concurrent with studying the individual employee and organizational structure, we also studied all operational aspects of the organization such as use of meeting rooms, training, mail and supply distribution, energy usage, facility maintenance, staff churn and food service. All of the aforementioned are elements that contribute to an improved bottom line. All design recommendations were "tested" against the project financial "proforma" prepared by CBRE to demonstrate ROI and benefit to the bottom line. This focus on employees and operational factors supported the creation of a planning and architectural solution that is truly "high performance" and measurable.

Why This Design Approach Works

- It engages and secures buy-in from all stakeholders**
 At the start, we asked for and received support for our approach from the GMAC Executive Committee, Real Estate & Facilities Team and all end users of the new facility. Their input provided the foundation for effective planning and operational decisions.
- The process is analytical and research intensive**
 We studied the GMAC staff work habits, assessed their traffic patterns, studied the workflow, considered "how a facility would be optimally operated" down to detailed analysis such as maintenance processes and mail delivery. Haworth was instrumental during the analysis and research as we were able to leverage their vast knowledge and research in the social, cultural and psychological effect of various space planning and organizational theories and concepts. This analysis and research allowed us to fully understand and appreciate the challenges and opportunities for innovation before attempting the design solution. All planning and design recommendations are measurable and demonstrate a positive return on GMAC's investment by reducing real estate cost, occupancy and operational costs. CBRE was instrumental in supporting the creation of various performance models to demonstrate the ROI.

Discover a New Perspective on Your Work Environment Through "Inside-Out" Design

Take a look at your workspace. How productive is your environment? Is your workflow as effective as possible? Is communication effective? Are your team members working at peak efficiency? Have you considered that what's inside your four walls may effect productivity, worker satisfaction and your bottom line? These factors, and others, determine if you have a "high performance" workplace.

To create a high-performance workplace and improve your bottom line, transform your company's buildings into a tool that will facilitate higher productivity. There is much more to the equation than aesthetics. Understand the factors and real estate and design decisions that will facilitate and support achieving your business goals and objectives and deliver a high return on your investment. The "Inside-Out Design" approach, similar to that experienced by GMAC, will focus on the individual "worker functions," expanding to the team, then to the department and the business unit and eventually to the entire corporation. Decisions will be made that create positive impact for the individual worker and enhances their ability to deliver work effectively. Such decisions will influence space, acoustics, lighting, furniture, air quality, equipment, workflow, work adjacencies, "quality of life" amenities and support services.