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## THE WORKPLACE OF THE 90's: NEW PLANNING CONSIDERATIONS

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Corporate real estate and facility planning departments continue to be under pressure to enhance the productivity of their corporate office space. Certainly, this pressure is easy to understand during uncertain economic times, but even as the economy improves, attention will remain focused on efficient space utilization. Real estate office market experts agree that as markets tighten due to increased demand and the lack of new development, rents can be expected to rise rapidly.

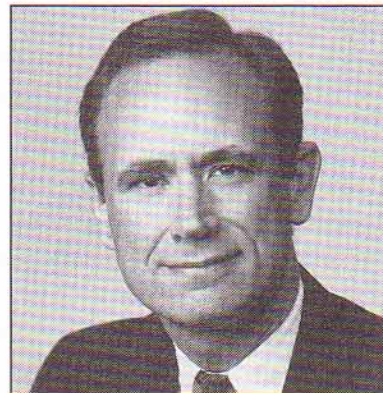
A corporation's abilities to negotiate good economic terms in their leased space and to keep occupancy cost and construction budgets under a tight rein in corporately owned facilities are all critical. However, implementation of innovative planning concepts can also contribute significantly to the overall financial bottom line.

- Long-range, innovative space-saving methods can deliver economic benefits over time without the disruptions associated with personnel reductions.
- New attitudes and developments in the design and planning of workstations allow for an individualized response to specific task requirements and an improved work environment, thereby increasing productivity.
- New regulations present planning considerations which must be considered in existing, as well as remodeled and new space.

Some of the planning concepts which should be considered in planning future offices as well as re-analyzing present spaces will be presented in this article. Although these ideas are not all "new," they have become increasingly important as companies focus more on efficiency and productivity.

Prior to any in-depth consideration of new planning options, an examination should be made of the "culture" of an organization. "Corporate culture" refers to a company's internal perception of its own operating environment. It is the aggregate pattern of behaviors, values, and history with which a company's personnel identify. Corporate cultures are not static and can be as dynamic as the corporation itself.

Incorporation of new planning concepts into the work environment must reflect company values. If not implemented sensitively, radical changes to the "normal way of working" can result in confusion, negativity, and a decline in productivity. Therefore, changes must be presented in a positive way – by emphasizing the goal of an improved working environment and incorporating user-group input during the planning process.



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Mr. Halik is co-director of Lohan Associates Interior Design Group and is responsible for organizing

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