

# Renovating Consumer Product Facilities





Renovations & Reorganizations

We are in an unprecedented time as companies are anticipating what the workplace will look like over the next ten years. Many are looking to investigate if their business models will shift to integrate better work-life balance or create more flexible workspaces. To do this, companies will determine if additional space is needed or if existing workspaces can be renovated.

While these workspace discussions are occurring, it's important to note that the physical workplace, in some form, will always be needed in the Consumer Product Industry. It is an essential hub for laboratories, stability centers, and specialty spaces such as odor booths which are necessary for the creation of products at the center of the industry.

The Pull - New York City & the Tri-State Area

Over the years, a great deal of Consumer Product companies have called New York City and the surrounding tri-state area home. The New York Tri-State Area offers many benefits to this industry that allow them to thrive. The overall presence of academic institutions and transportation hubs, accompanied with New York City's lifestyle and diversity attracts the industry's top talent, while the density fosters collaboration and partnerships. The greater Tri-State Area also offers affordable real estate and more lenient regulations. These factors provide opportunities for larger lab and production operations and connections to the greater east coast region including, Philadelphia, Baltimore, DC, and Boston.



Connections

The Tri-State Area offers many benefits to Consumer Product companies. Academic Institutions, Transportation Ports, and the New York City Metropolitan area each bring unique opportunities to the industry that allow for connections to clientele, real estate opportunities, and greater Metropolitan connections.



More Than 27 Years of Experience

For nearly 30 years, MADGI and MDA have been at the forefront of the facility design for Consumer Product and the related industries. Our firm has extensive design experience with a portfolio of more than 50 projects completed for 13 global and regional consumer product companies including: interior design and branding, creative campuses, full build-outs, and renovations in New York, New Jersey, and Paris.

We design workplaces, laboratories, and showrooms that positively impact our clients' productivity, creativity, and quality of work. Our designs support technology, space efficiency, mobility, and sustainability. Our team has long been ahead of the industry in its practical knowledge of WELL and LEED guidelines and the sustainable design concept as a whole.

Not only have we consistently developed creative and innovative solutions, we have also become proficient at anticipating and adapting to new trends and challenges that are characteristic of consumer product projects.

MADGI & MDA have extensive experience in the Consumer Product Industry working on 50 Projects with 13 Companies.





We Understand What to Focus on  
During Building & Interior Renovations

The scope of work associated with a project can vary, but there are a few components that should be investigated from an early stage to ensure a successful renovation for the Consumer Product Industry.

1. Zoning Determinations

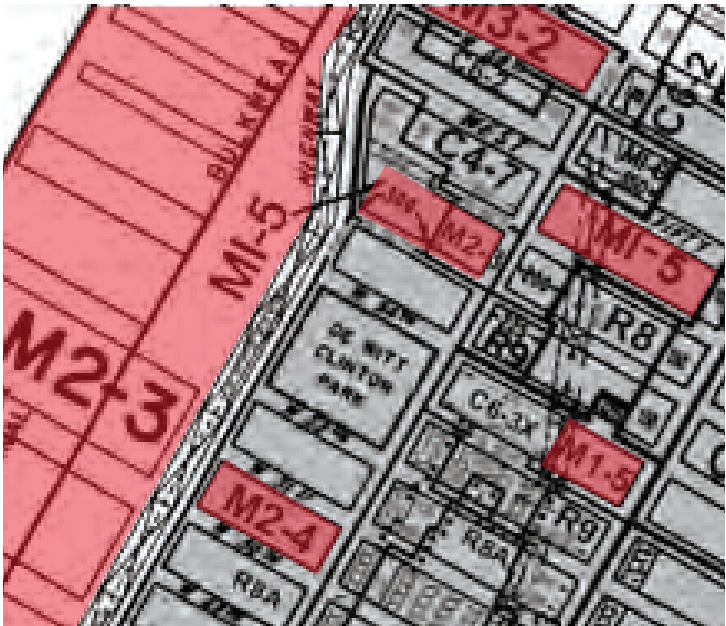
Zoning determinations can vary depending on local regulations and influence the activities allowed on site. It's important to confirm that the zone allows for certain hazardous storage and uses. Additionally, knowledge of zoning can impact the growth potential if additional floor area is taken advantage of.

2. Code Determinations

Building codes set requirements for acoustical ratings, energy consumption, and fire ratings. It is important to consider all of these when determining the lab functions, equipment, and chemicals present.

3. Growth Potential

When evaluating reorganization or relocation options, it's good practice to include area for future growth. This growth should take square footage into account, as well as additional chemical storage capacity to accompany the lab growth area.



Depending on the zoning district and building occupancy classification, the permitted ratio of office occupancy to laboratory occupancy will vary. In a business use classification in New York City (where the primary use is office space), lab space can occupy up to 30% of the floor area as an accessory use.

OFFICE SPACE **70:30** LABORATORY





4. Building Components

The building’s existing structure as well as current MEP utilities and systems should be evaluated to confirm they will be able to handle the added loads typical of the industry.

- 1

Structure

Heavy equipment, robots, vertical carousels, and high-density filing can increase floor loads, requiring the structure to be reinforced. Structural stiffeners could be required to prevent vibration for specialized equipment.
- 2

Ceiling Heights

Increased floor to ceiling heights of approximately 13-15 feet make for ideal MEP routes to accommodate 9-10 foot finished ceiling heights..
- 3

Shaft-ways

Access to vertical MEP infrastructure for existing or future lab needs will minimize construction disruptions in the future
- 4

MEP

Labs require higher HVAC, plumbing, electrical, and sprinkler loads than dedicated office spaces. It’s important to confirm the building has sufficient utility loads to support all of your needs.
- 5

Transportation

Large freight elevators and loading docks are ideal for deliveries in and out of the building as large containers of chemicals and alcohol-based ingredients may need to be transported.



Pre-Design & Site Selection Services

Each project is unique and requires different pre-design services to set the groundwork for a successful project. MADGI and MDA are here to walk you through these initial phases and will work with you to identify project goals. We believe we are able to set project expectations and develop a clear plan for success by beginning the process with feasibility studies, programming, and budgeting



Feasibility & Zoning Studies

We'll review a selected building to measure the feasibility for your use as a tenant. This review will include zoning, building, & existing utility studies coordinated with consultants that are experts in their fields.



Programming

We'll layout your current and future space requirements, determining your square footage needs in order to evaluate each potential location for it's viability.



Change Management

We'll guide you through the process of reevaluating your workspace standard sizes and layout, and help transition your employees to a new workplace culture.



Scope of Work & Budgeting

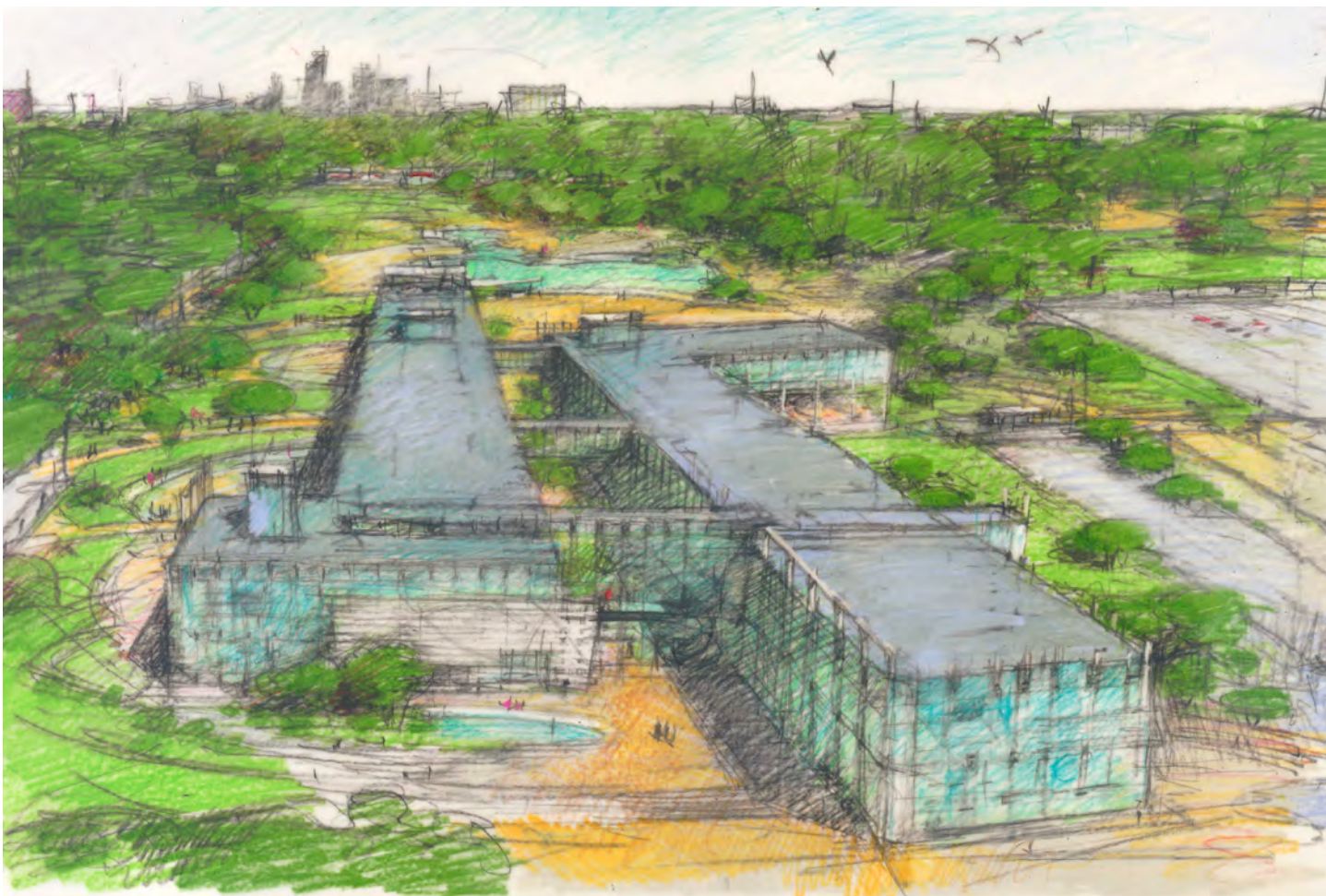
We'll issue scope of work drawings to Contractors in an effort to create an initial budget for the project that includes Soft-Costs, Furniture, AV , IT, and Security.

Architectural & Interior Design Services

MADGI and MDA provide a wide range of architectural and interior design services. Project requirements and location define the exact extent of our services. Focused on the client's needs and scope of work, we tailor our approach to accommodate each client's culture, brand, and vision as well. These specialized services include new building development, alterations, infrastructure, adaptive reuse, branding, workplace strategy and design, visioning/programming, furniture, and move-in management.







# Contact Us

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MADGI and MDA are here for you. Our collective experience and approach has continuously kept us at the forefront in providing design services to myriad Consumer Product companies for over 27 years. We understand and know the importance of your culture, vision, program requirements, WELL, LEED and sustainable design as a whole.

Let us help you develop an innovative, functional and sustainable design for your next Consumer Product project.