

# AOL Creative Center 2

America Online Master Plan, Loudon VA

In 1997, Anticipating an annual corporate growth rate of 25 percent over five years, internet service provider America Online (AOL) master planned its new headquarters campus in Loudon VA. By the end of the award-winning, phased, seven-year project, AOL had implemented an enduring campus master plan, accommodating 1.9MSF on the 103-acre site, and completed a headquarters renovation, a flag ship headquarters building, six new Creative Center (CC) buildings, a new technology data center, and new structured parking for a total of 5,200 cars. The early phases of the project, involved fast-track renovation of two existing buildings which allowed the facility to be up and running for more than 1,000 people within eight months. The initial phase project was built \$20 million under budget.

The Dulles campus master plan was conceived such that it could be easily converted to a campus for multiple companies, an eventuality that came to pass with AOL's 2007 headquarters relocation to New York following its 2001 acquisition of Time Warner, a relationship that ended in 2009.

**AOL's Creative Center 2** is the flagship headquarters building on the site and became the visual representation of AOL and its brand. It is a machine-like, streamlined state of the art building, humming 24/7, an energetic, creative mecca for the evolving internet technology. The 240,000GSF, 4 story building has large 60,000GFS floor plates. A central atrium laces through the center of the plan bringing daylight and collaborative spaces critical to the interactive workplace.

As the firm's Design Director, Williams brought corporate headquarters campus experience and was design consultant to the Washington DC based team for Creative Center 2 and for the overall master plan development.







### DULLES I

AREA : 43.2 ACRES  
FAR: 754,200  
GSF: 621,544

### DULLES II - TECH CTR

AREA : 10.3 ACRES  
FAR: 180,000  
GSF: 180,000

### DULLES II EAST

AREA : 69.4 ACRES  
FAR: 1,209,627

### DULLES III

AREA : 28.8 ACRES  
FAR: 502,602  
GSF: 38,402

### AMERICA ONLINE DULLES CAMPUS MASTER PLAN



SUMMARY OF AREAS	AREA (ACRES)	TOTAL FAR (SQ. FT.)	GROSS (SQ. FT.)	BUILDING CAPACITY	STORIES	CARS
<b>DULLES I CAMPUS</b>						
HEADQUARTERS BLDG.		177,753	520	6	485	
CREATIVE CENTER 1		183,791	590	2	501	
CREATIVE CENTER 2		230,000	500	4	558	
THE HUB		30,300	0	2	127	
SUBTOTAL	43.2	754,200	621,544	2,010	1,171	
<b>DULLES II - TECH CTR</b>						
TECHNOLOGY CENTER	10.3	180,000	180,000	50	5	550
<b>DULLES II NORTH</b>						
CREATIVE CENTER 3		189,297	915	6	911	
CREATIVE CENTER 4		189,297	890	6	911	
CREATIVE CENTER 5		189,297	790	6	1,090	
SUBTOTAL	32.6	567,891	567,891	2,508	2,912	
<b>DULLES II SOUTH</b>						
CREATIVE CENTER 6		183,627	800	6	720	
FUTURE CREATIVE CENTER 7		187,039	985	6	720	
FUTURE CREATIVE CENTER 8		190,095	735	6	760	
SUBTOTAL	32.6	560,765	569,765	2,200	2,200	
<b>DULLES II EAST</b>						
SUBTOTAL	69.4	1,209,627	0	0	0	
<b>DULLES III</b>						
CHILD CARE CENTER 1	0	0	38,402	235	1	149
FUTURE	28.8	502,602	780	1	780	
SUBTOTAL	28.8	502,602	38,402	235	149	
TOTAL	216.8	5,794,085	5,947,602	7,030	7,004	

### DULLES II SOUTH

AREA : 32.6 ACRES  
FAR: 569,765  
GSF: 183,627

### DULLES II NORTH

AREA : 32.6 ACRES  
FAR: 567,891  
GSF: 567,891







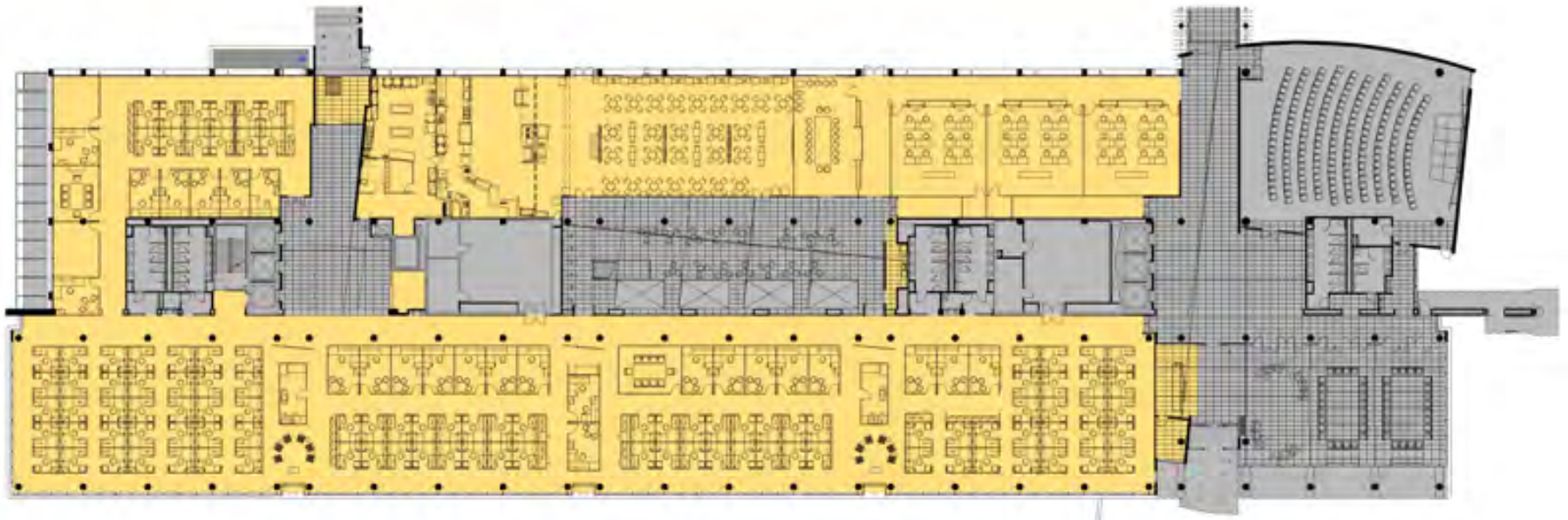




Typical Level



Level 2



Ground Level





































