

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

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

AMERICA ONLINE DULLES CAMPUS MASTER PLAN

SCALE
0 50 100 200
25 100 300

SUMMARY OF AREAS	AREA (ACRES)	AREA (SF, FT ²)	TOTAL FAR	GROSS SF (SF)	BUILDING CATEGORY	STORES	CARS
DULLES I CAMPUS							
HEADQUARTERS BLDG	177.753	520	6	486			
CREATIVE CENTER 1	183.791	690	2	501			
CREATIVE CENTER 2	183.791	690	2	501			
THE HUB	30.000	0	2	127			
SUBTOTAL	43.2	754,200	621,544	2,010	1,771		
DULLES II - TECH CTR							
TECHNOLOGY CENTER	10.3	180,000	180,000	50	1	100	
SUMMARY OF AREAS	AREA (ACRES)	AREA (SF, FT²)	TOTAL FAR	GROSS SF (SF)	BUILDING CATEGORY	STORES	CARS
DULLES II SOUTH							
CREATIVE CENTER 3	188,297	815	6	911			
CREATIVE CENTER 4	189,297	865	6	911			
CREATIVE CENTER 5	189,297	765	6	1,090			
SUBTOTAL	32.6	967,891	967,891	2,536	2,912		
DULLES II NORTH							
CREATIVE CENTER 6	183,627	800	6	720			
FUTURE CREATIVE CENTER 7	187,039	685	6	720			
FUTURE CREATIVE CENTER 8	187,039	685	6	700			
SUBTOTAL	32.5	569,765	569,765	2,200	2,200		
DULLES II EAST							
SUBTOTAL	89.4	1,209,627	0	0	0		
DULLES III							
CHILD CARE CENTER 1	0	0	28,402	235	1	148	
FUTURE CHILD CARE CENTER 2	28.8	502,602	780	780			
SUBTOTAL	28.8	502,602	38,402	235	148		
TOTAL	216.8	3,794,085	1,947,602	7,030	7,030		

DULLES II SOUTH

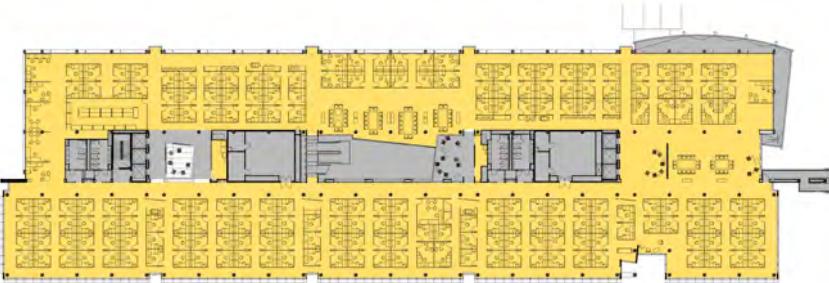
AREA : 32.5 ACRES
FAR: 569,765
GSF: 183,627

DULLES II NORTH

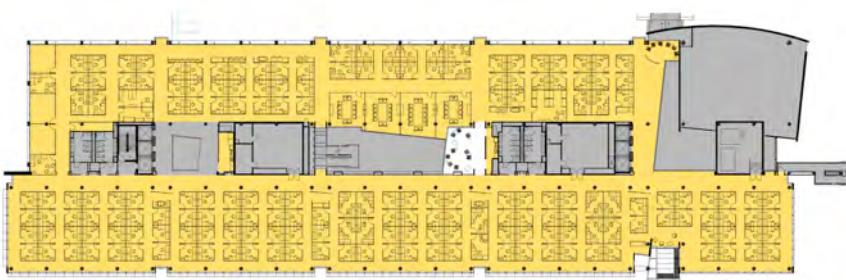
AREA : 32.6 ACRES
FAR: 567,891
GSF: 567,891

BULLY RD (RT 28)





Typical Level



Level 2



Ground Level



















