

12-1978

# A Corporate Headquarters Greenwood Fiber Mills

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*Clemson University*

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A CORPORATE  
HEADQUARTERS FOR  
GREENWOOD FIBER MILLS

A CORPORATE HEADQUARTERS

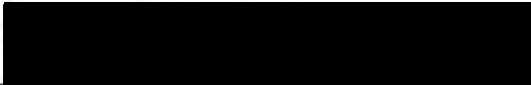
GREENWOOD FIBER MILLS

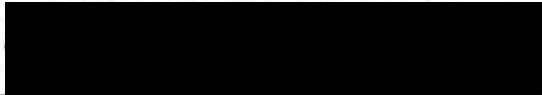
by


Walter Heriot Sims, Jr.

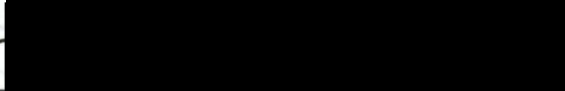
A terminal project submitted to the  
faculty of the College of Architecture,  
Clemson University in partial fulfillment  
of the requirements for the degree of

MASTER OF ARCHITECTURE

  
Committee Chairman

  
Major Advisor

  
Head, Dept. Architectural Studies

  
Dean, College of Architecture

Fall, 1978

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Site Factors and Analysis

## WHAT

The Architectural Program  
Design Proposal

Greenwood Fiber Mills is a fictitious mill  
based on an actual one in Greenwood, South  
Carolina.

WHO

50% EAGLE A  
ACCEPTANCE BOND  
50% EDITION FROM USA



- Greenwood Fiber Mills is a producer of threads and cloth.



**President**

**Executive V.P.**

**aviation**

**pub. relations**

**Head  
Engineer**

**Cost  
Director**

**V.P.  
Manufacturing**

**V.P.  
Finance**

**V.P.  
Sales**

**Electrical  
Engineer**

**Cost dept.**

**Purchasing**

**Communications**

**N.Y. Sales**

**Structural  
Engineer**

**Tech. Serv.**

**Internal Audit**

**Corp.  
Personnel**

**Div. Mgrs.**

**Tax dept.**

**Safety & Claims**

**Subsid's**

**Comptroller**

**Forecasting**

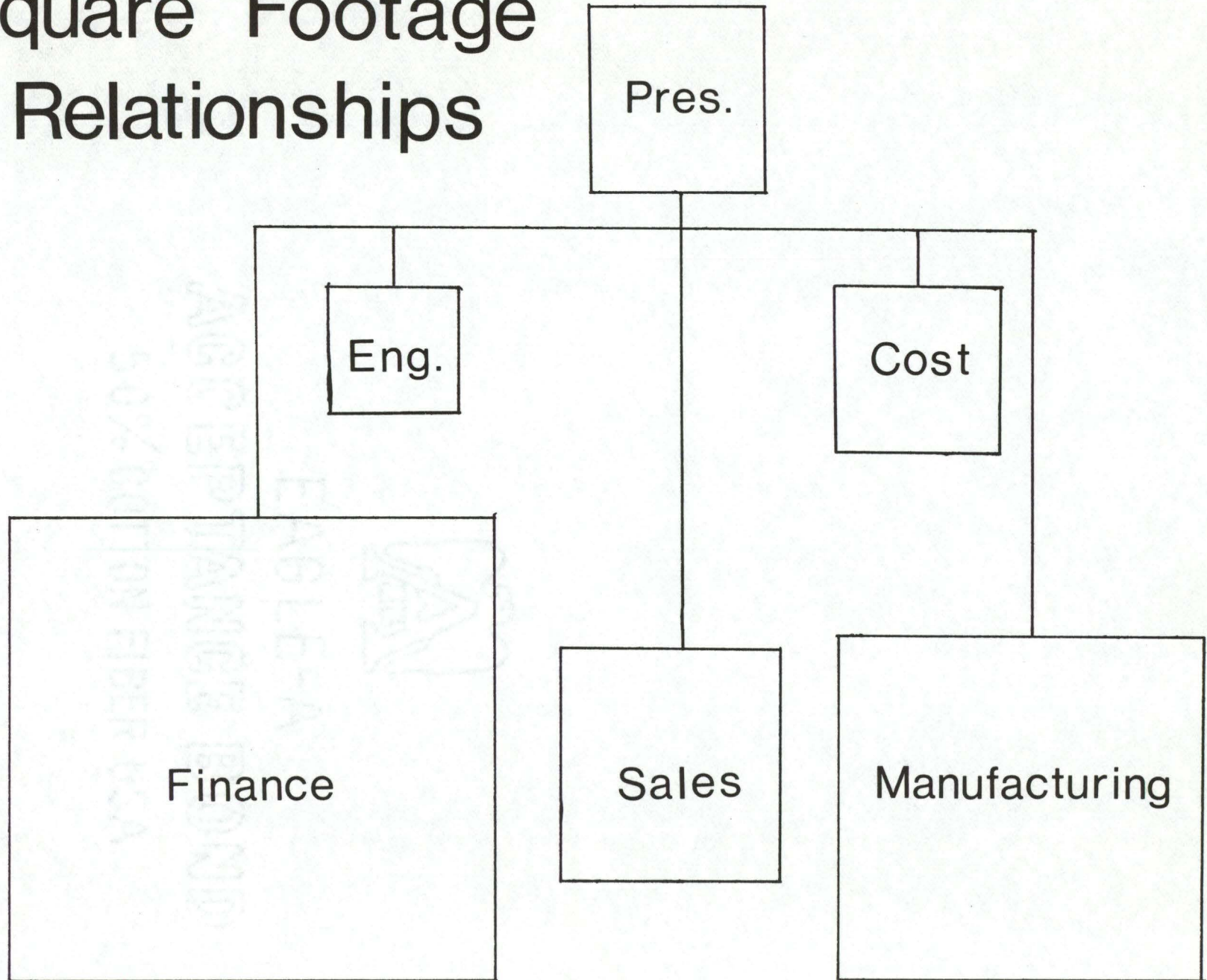
**Accounting**

**Payroll**

**Billing & Shipping**

**Corporate  
Organization**

# Square Footage Relationships



# The Mill Process

materials are  
acquired.

cotton

synthetics



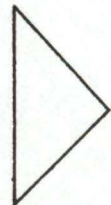
materials  
tested &  
classed.



yarn or  
thread is  
spun.



various cloths  
are woven and  
“gray goods” are  
produced.



product is sold to cutter,  
a producer of sheets, clothes, etc.

Greenwood Fiber Mills is located in Greenwood, South Carolina. They operate plants in Greenwood and five other surrounding cities. Four of the plants produce threads and "gray goods," or unfinished woven cloth, and the fifth is involved in the dyeing and printing of cloths.

The mill process is this. First, raw materials are acquired: cotton from the Mississippi Delta area and from California, and rayon and other synthetic fibers from industrial producers. The materials are tested for quality and then sorted as to what type of cloth they will be used to make. (Percale, muslin, oxford cloth, canvas, etc.)

Then the fibers are spun into yarn (or thread). From this yarn, the appropriate

cloth is woven. This product is called a "gray good" because it is not yet finished.

At this point, the cloth may be sold to a "cutter" who will produce sheets, clothing, or some other finished good. Or, the mill may send the "gray goods" to its own finishing plant where they will be dyed or printed and then sold to a cutter.

The employees of the company are, for the most part, mill workers who are directly involved in the production of cloth. In each plant are white-collar personnel, management, engineers, and secretaries, who work under the supervision of the department heads who are located in the corporate headquarters in Greenwood.

Until recently, the economy of Greenwood was completely dominated by textile mills. The city's growth and, more recently, the

recession have tended to diminish somewhat this dominance. But, the future of Greenwood's economy is still directly related to the manufacturing industry. Greenwood Fiber's position in Greenwood is very secure.

AGGREGATE  
50% COTTON FIBER USA  
EAGLE-A  
BRONIE

VA

WHY

Greenwood Fiber Mills  
is in need of a consolidated  
corporate headquarters.

- offices are presently scattered
- buildings are antiquated
- using plant land needed for expansion and modernization
- full time courier needed for inter-departmental communication



Greenwood Fiber Mills is in need of a corporate headquarters. The executive offices of the company are scattered about near the Greenwood Plant and located in antiquated buildings. The situation has become such that a full-time courier is needed to drive between offices to maintain communication.

It is the desire of the company's leadership to consolidate the executive offices into a facility that will provide better communications between the departments. Improved communications, it is believed, will maximize cooperation between departments and increase the rate of decision-making at the executive level.

The building should project the company image of a benevolent, community-oriented industry that is one of the mainstays of Greenwood's economy. However, the building

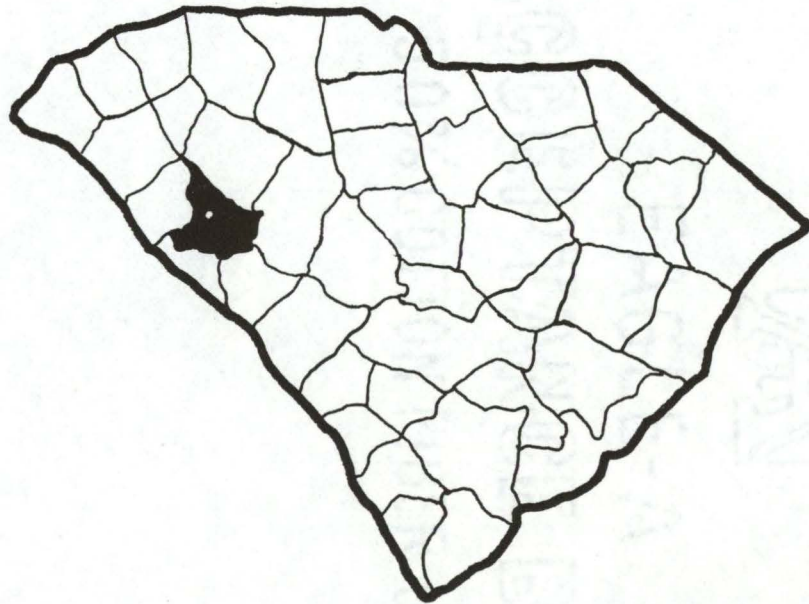
need not generate publicity or be used as an advertisement vehicle. All of the mill products are sold to industry. It is the desire of the company to maintain a low profile and be characterized as an industry supportive of charities and community services, not as a commercial entity.

W

EAGLE-A  
AGREEMENT (POM)  
SECTION FOUR OSX

**WHERE**

# Location of Greenwood



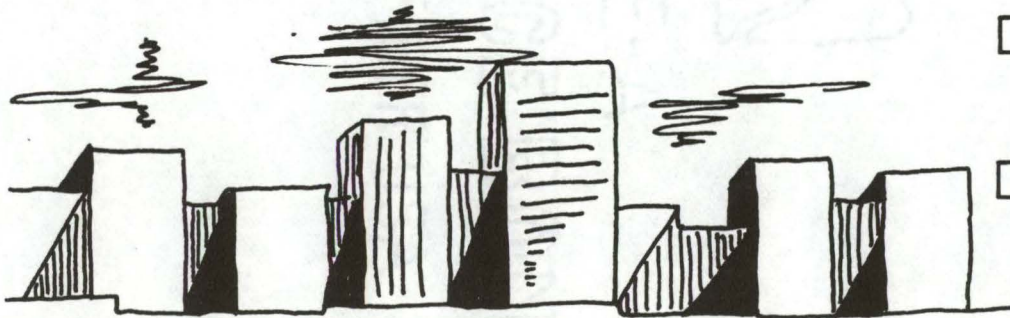
- Two sites  
were considered.

# Site Considerations-

Urban vs. Suburban

## Urban

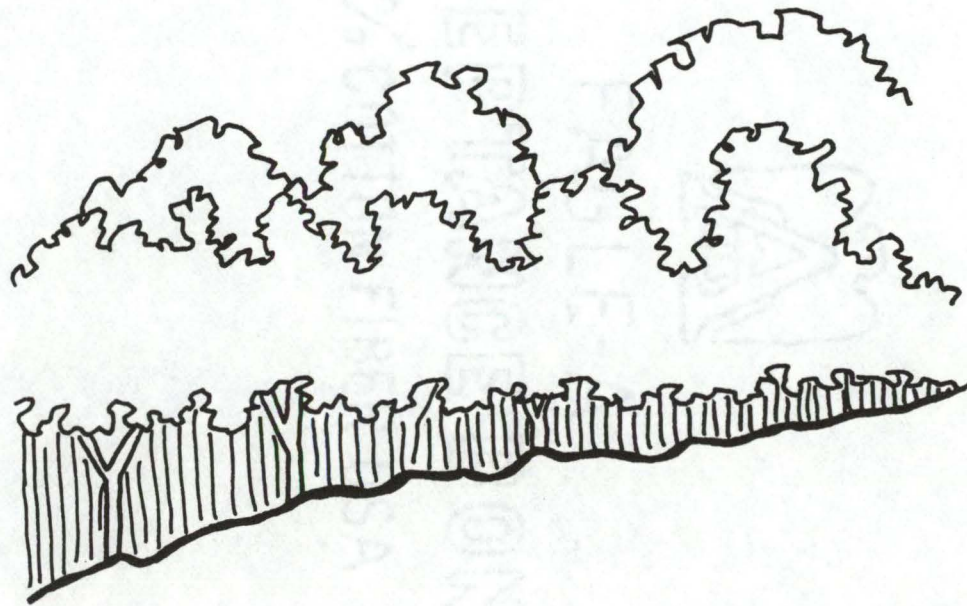
- civic contribution-  
help revive downtown
- parking problem  
is inherent
- higher taxes
- business does not  
relate to downtown



# Site Considerations-

Urban vs. Suburban

## Suburban



- quiet atmosphere  
considered beneficial
- plenty of parking  
space
- continuity of  
working style
- near appropriate  
residential areas

There are two major avenues open to a company wishing to build a consolidated headquarters. One of the ways is to choose a multi-acre tract of land in the suburbs and create a peaceful, park-like setting for the facility. Many large corporations have chosen this method and found it to be very successful. The executives find the peace and quiet very beneficial to their activities. Often times these companies have fled the complexities and hyperactivity of their former downtown, big city offices for just that reason.

The other direction is to choose a downtown site and, in an urban renewal sense, make a civic contribution to the life of a failing downtown area. Or they could, at great cost, acquire property in an already thriving area.



In the case of Greenwood Fiber Mills, there are good arguments for both locations. They already own appropriate downtown and suburban real estate.

The company is of local origin and long established as a charitable and civic minded organization. Downtown Greenwood is in the early stages of re-vitalization, and a corporate headquarters with perhaps professional offices, shops, and restaurants on the lower floors could be of vital influence to spark the further development of the area.

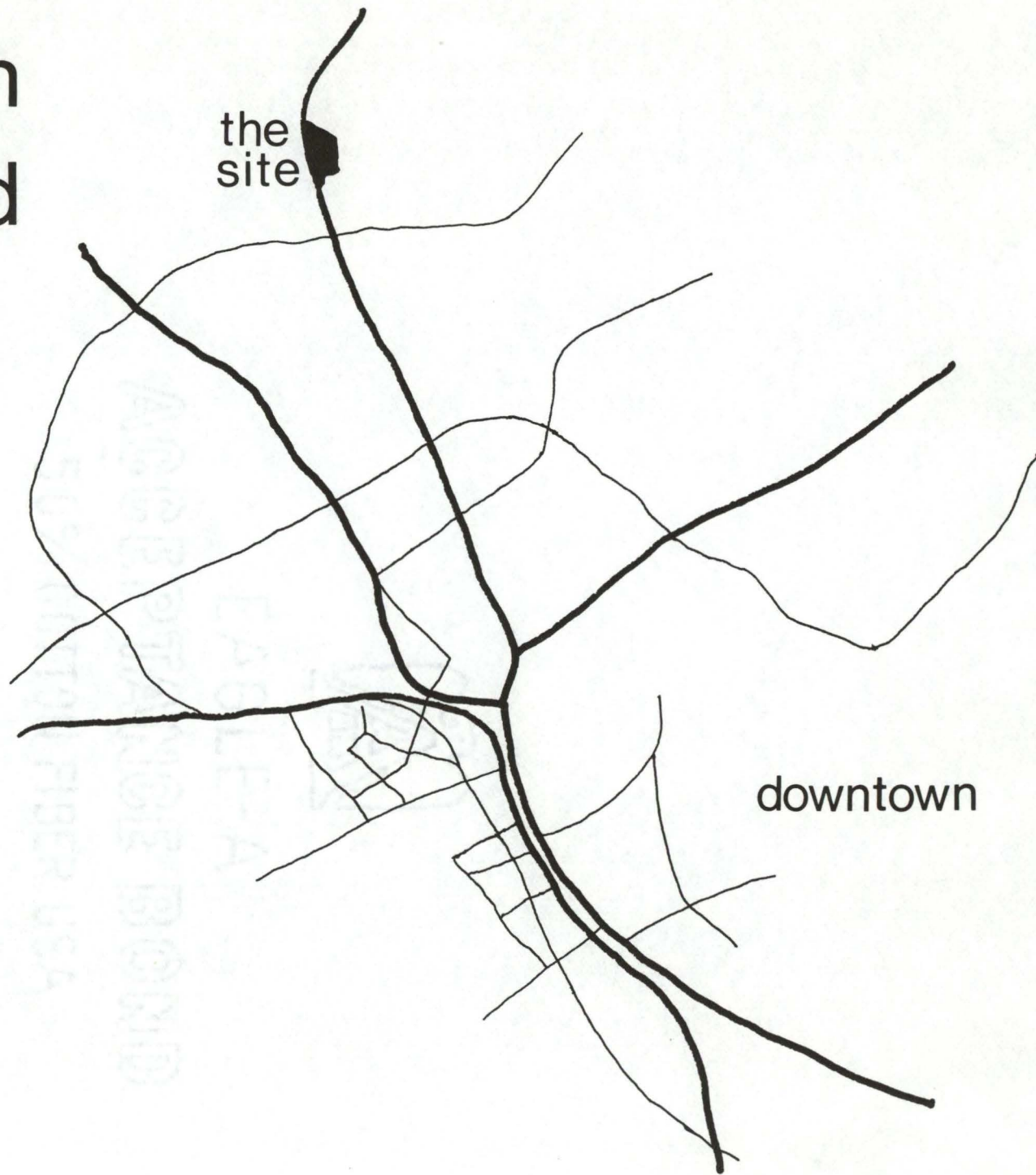
However, downtown there is an inherent parking problem. The executives would be even further from their homes, and, in reality, the business conducted by Greenwood Fiber Mills has nothing to do with downtown. In short, downtown has nothing to offer Greenwood Fiber Mills but higher taxes.

Presently the offices are located in a peaceful residential setting, an area that was formerly a "mill town." Though they are inefficiently scattered in antiquated and inappropriate buildings, the atmosphere is considered beneficial. They would like to get away from the stigma of the "mill town" image and free the plant's land for growth and modernization. It would be a very natural and easy move to relocate in a park-like suburban setting.

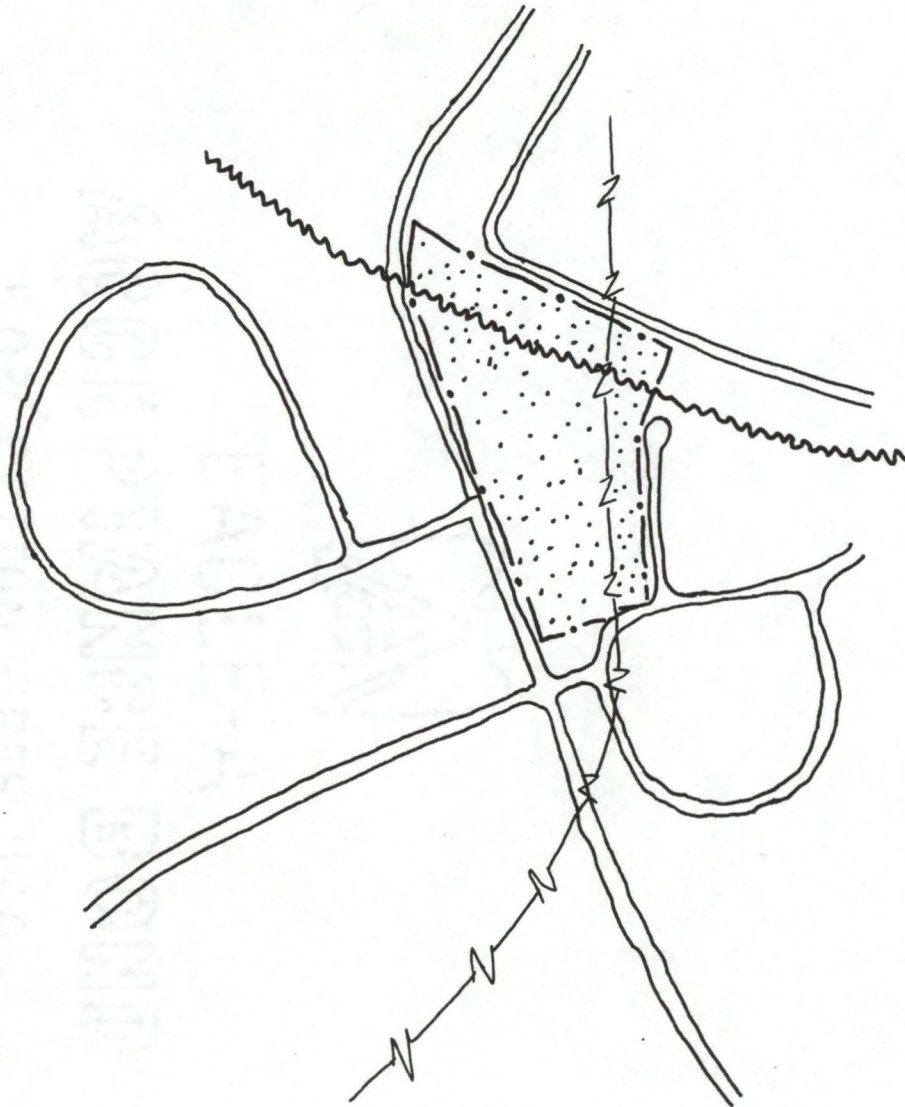
The forty-six acre suburban site affords them this opportunity with the added benefits of ample parking space and nearness to residential areas likely to serve as executive dwellings.

For these reasons and those of continuity, the sloping wooded site on the outskirts of town has been chosen.

# Location in Greenwood



# The Site



- sloping terrain
- heavily wooded
- direct access to highway
- 3.0 miles - 5 min. from downtown
- near residential areas likely to serve as executives' dwellings
- plenty of parking area



highway to  
greenwood

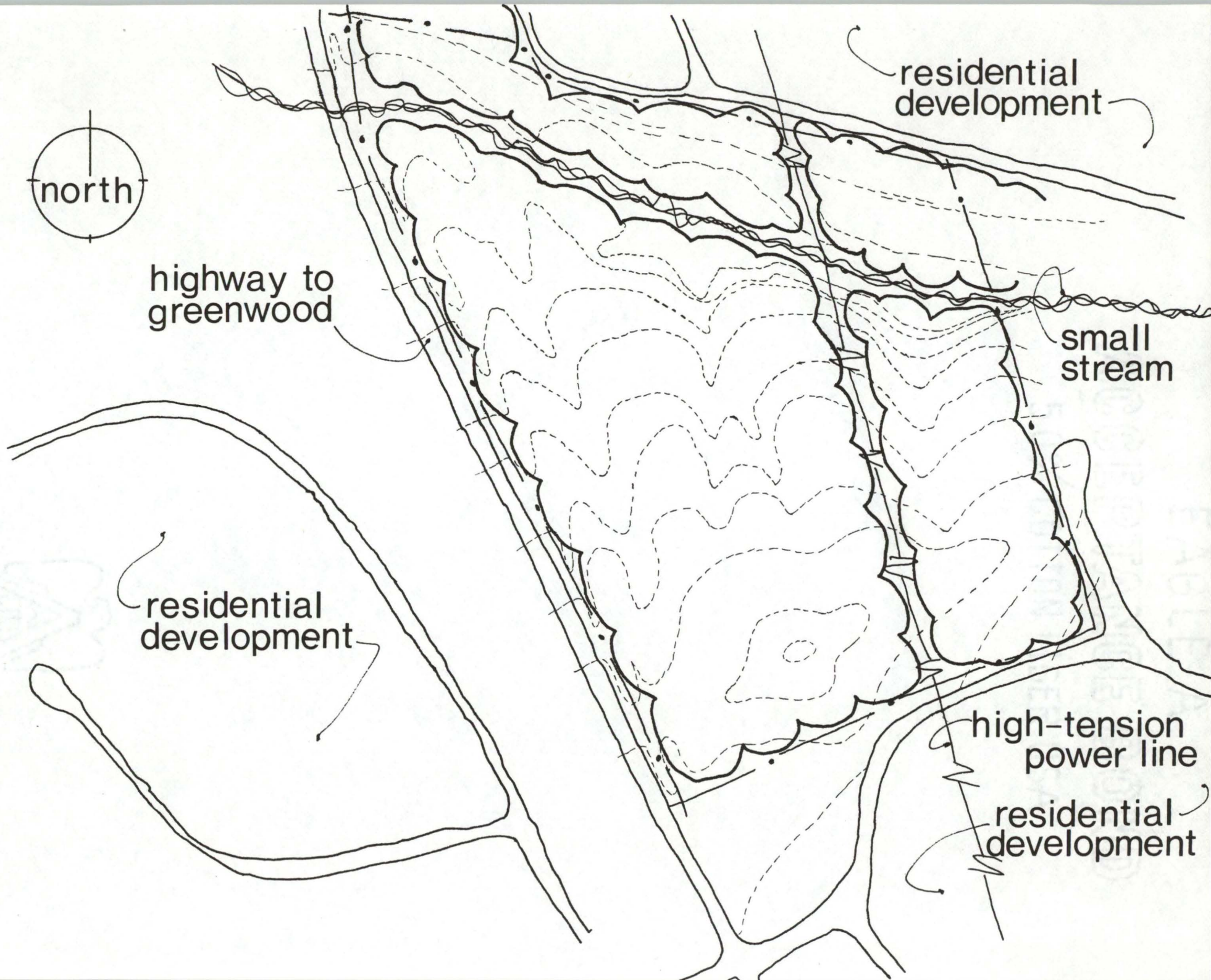
residential  
development

small  
stream

residential  
development

high-tension  
power line

residential  
development



# Goal

- to design a corporate headquarters for Greenwood Fiber Mills

# Objectives

- to create an office complex maximizing efficient interaction of departments and executives
- to maintain relaxed atmosphere
- to present a fitting image

WHAT

<u>PRESIDENT</u>	300 Sq. Ft.
Sect.	150
<u>EX. V. P.</u>	300
<u>Aviation Dept.</u>	
Head pilot	200
<u>Public Relations</u>	
Director	200
Sect.	100
<u>Engineering Dept.</u>	
Head Engineer	200
Sect. and waiting	200
Elec. Engineer	150
Structural Engineer	150
<u>Cost Dept.</u>	
Head accountant or Mgr.	200
Asst. Mgr.	150
Systems writer	150
5 clerks and filing	600
<u>V. P. MANUFACTURING</u>	250
<u>Purchasing Dept.</u>	
Purchasing agent	200
3 Sect.	100
4 buyers (pvt. office @ 150)	600
Sect.	100



Print Shop

Machine room	1,500 Sq. Ft.
Dark room	50
Office	150

Technical Services

Director	200
Sect.	100
Time study agent	200
Claims agent	200

Division Mgrs.

Cotton	200
Synthetics	200
Specialties	200
Finishing	200
Sect.	150

Research and Development

Director	200
Sect.	100
Laboratory	300

V. P. FINANCE 250

Sect. 150

Comptroller 250

Sect. 150

Forecasting and Cash Flow Mgr. 200

Asst. Mgr. 200

Sect. 100

Payroll Dept.

Director	200 Sq. Ft.
Sect.	100

Accounting Dept.

Head accountant	200
Asst.	150
Bookkeepers, machines	1,500

Billing and Shipping

Dept. Head	200
Sect.	150
Bull pen for 8	1,000

Data Processing

Mgr.	200
4 Programmers @ 150	600
6 Key punch operators	1,000
Computer room	1,500
Storage (lead lined)	80
Supply closet	30

Communications and Mail

150

(Teletype, Mailroom,  
Duplicating machinery)

Internal Auditing

Head Auditor	150
Asst.	150
Sect.	150

Tax Dept.

Director (C. P. A.)	200 Sq. Ft.
Clerk	150
Sect.	100

V. P. SALES 250

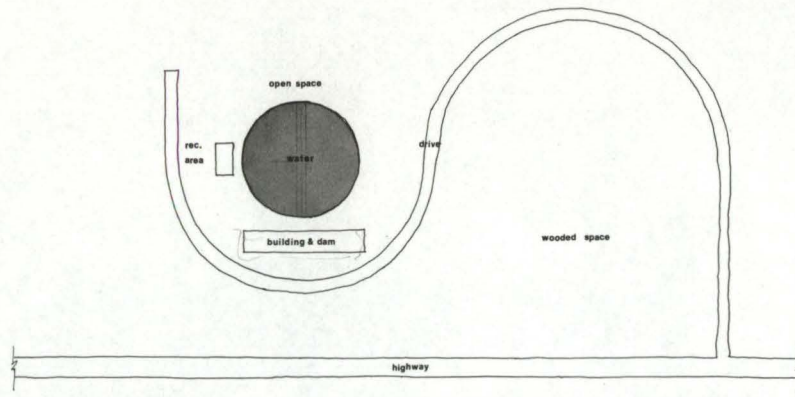
Sect. 150

CORPORATE PERSONNEL

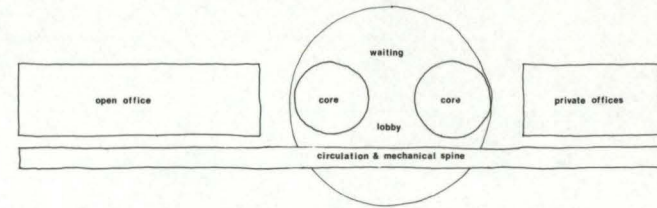
Director	200
Sect.	150

Misc.

Employee lounge with vending machines  
Lobby for 12-15 people waiting  
Switchboard operator and receptionist  
Restrooms  
Conference room



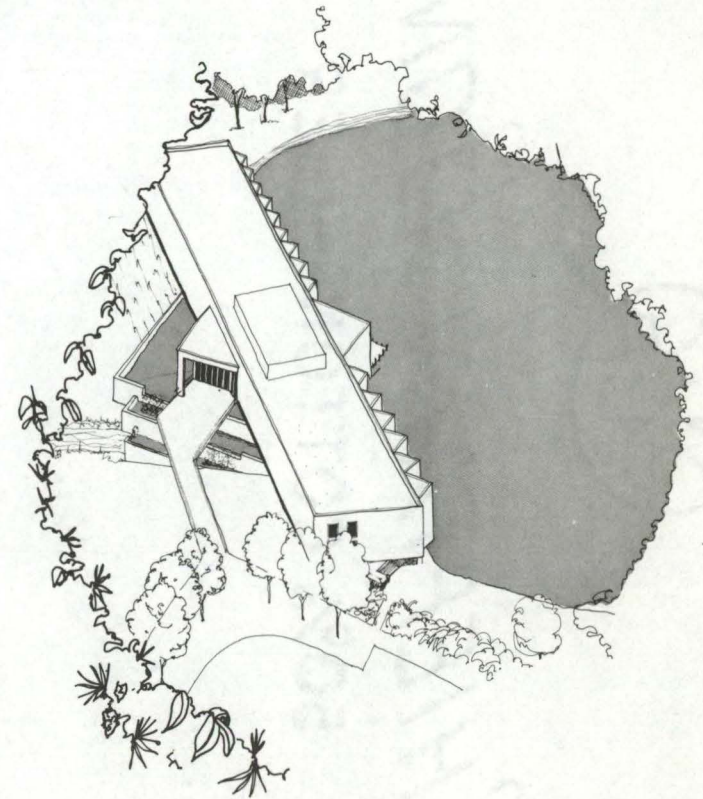
site concept

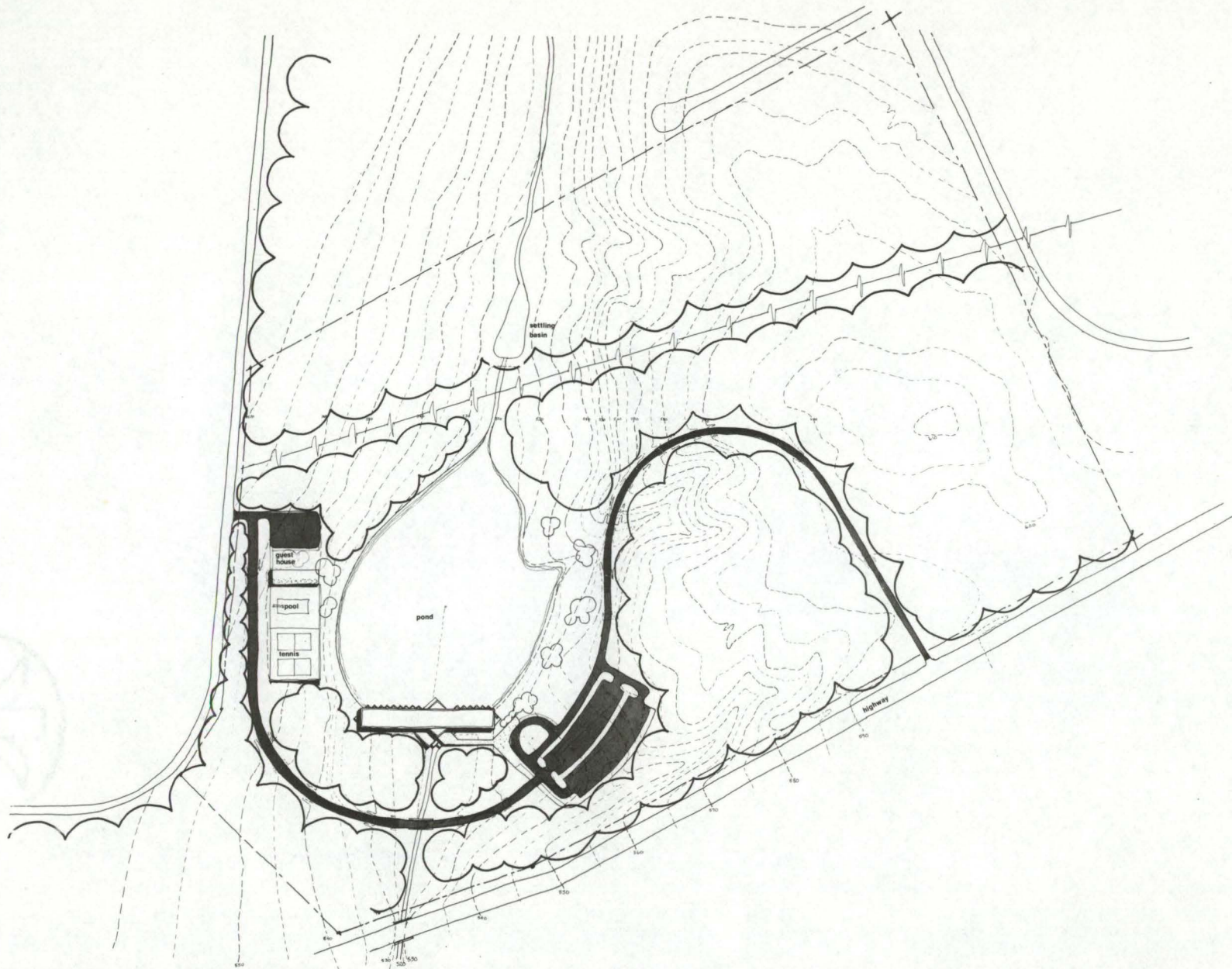


building concept

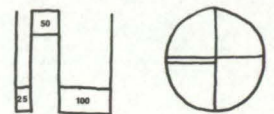
a corporate  
headquarters

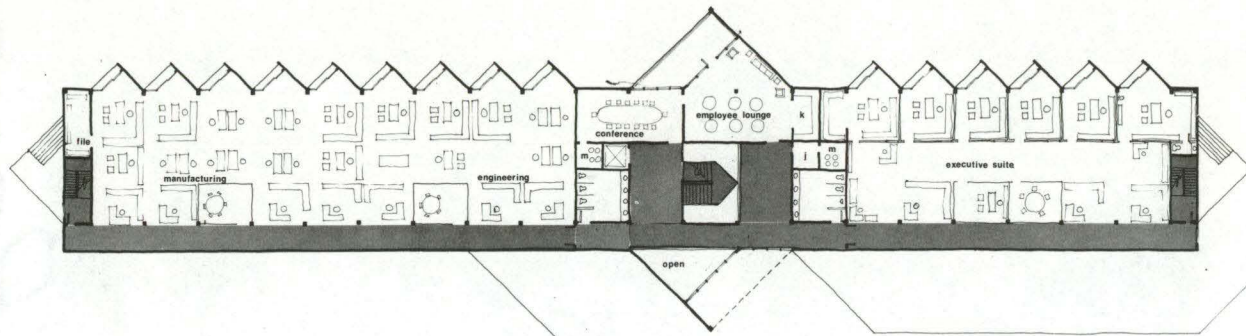
greenwood  
fiber mills



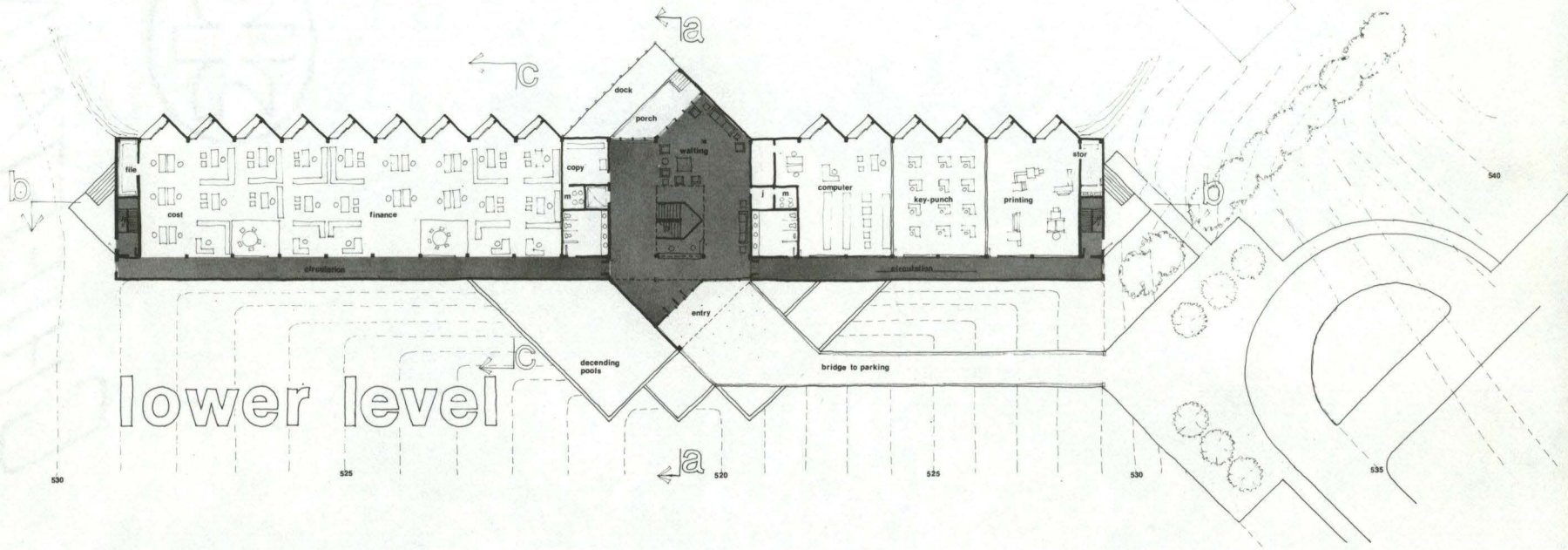


site plan





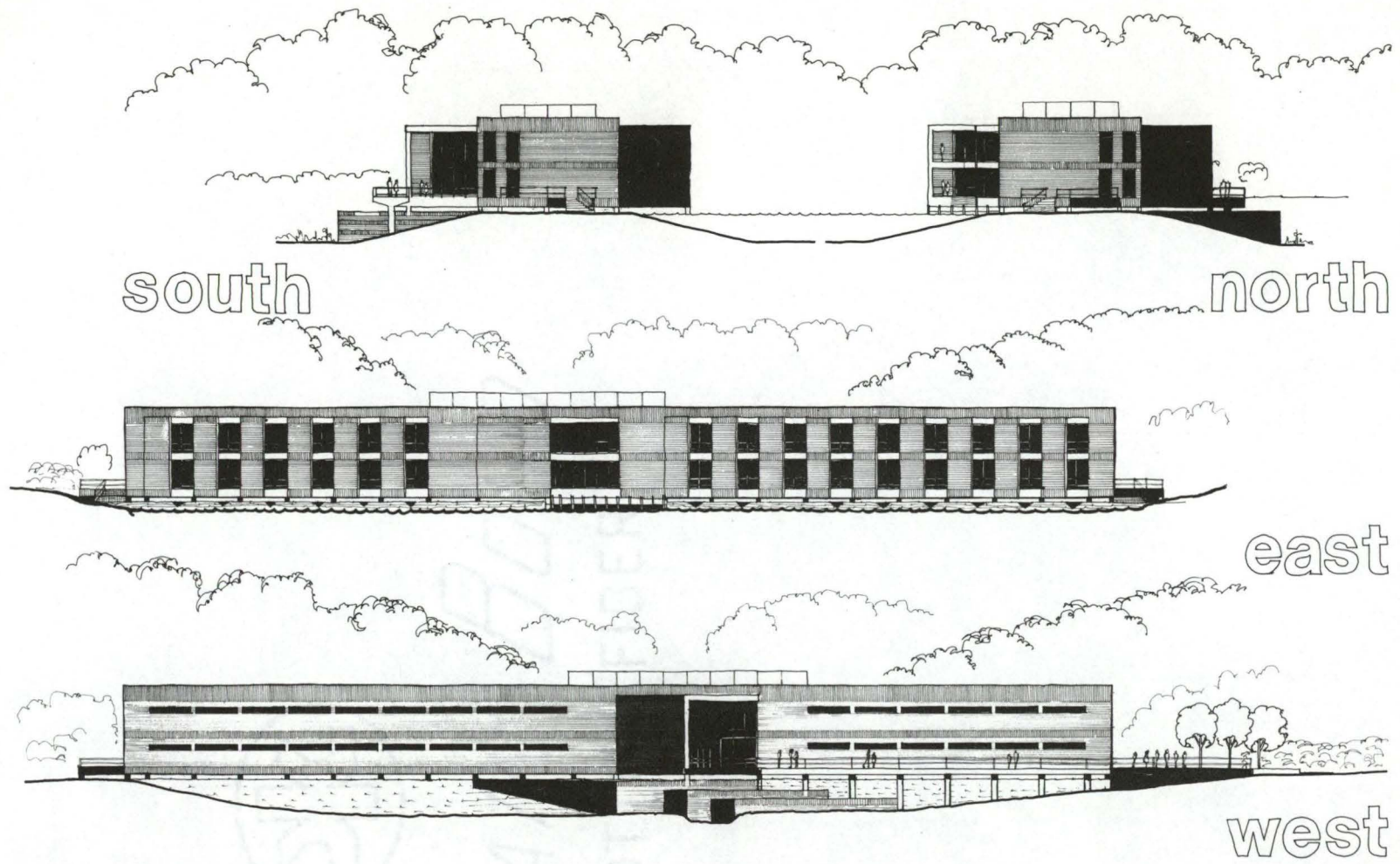
upper level



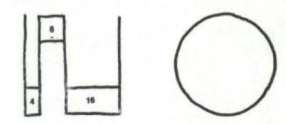
lower level

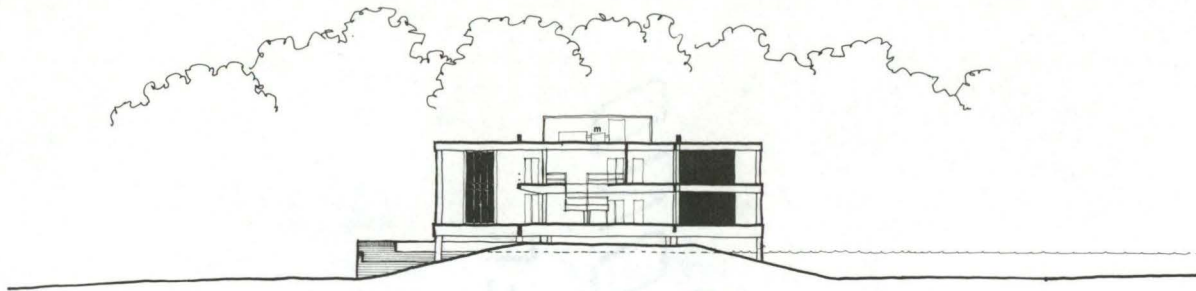
Plans



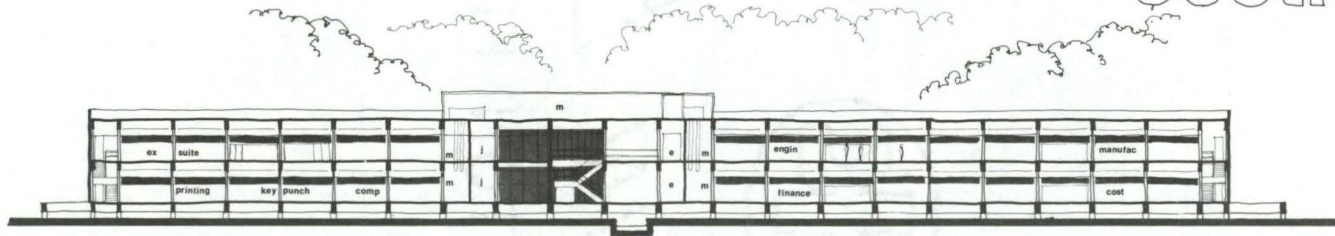


elevations

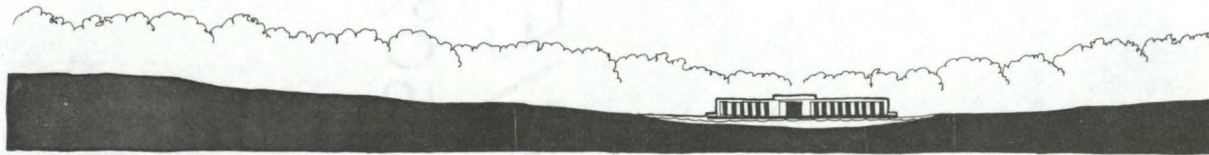




section a-a



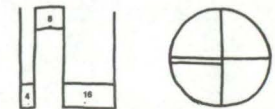
section b-b



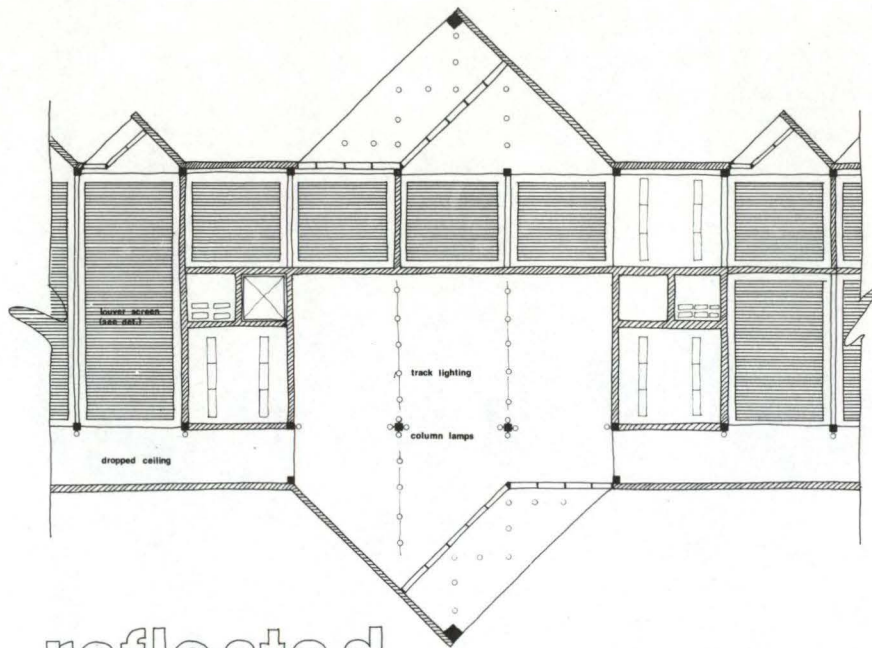
site section



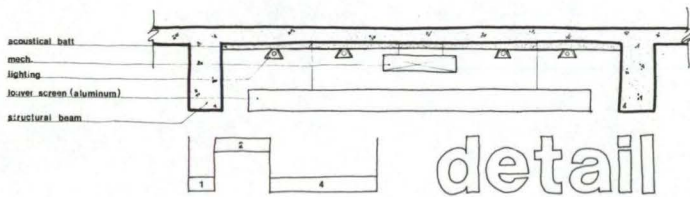
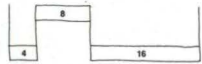
sections





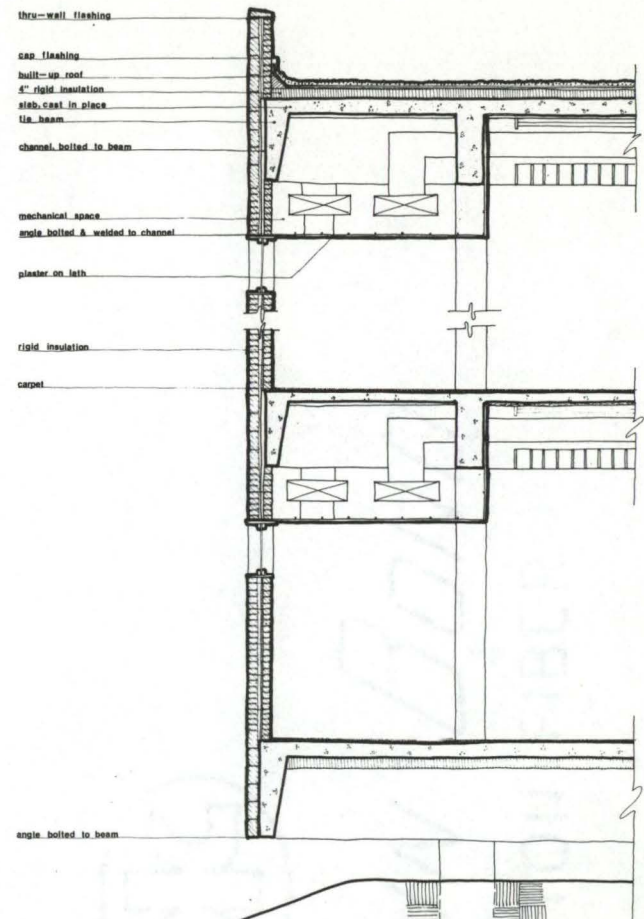


reflected  
ceiling  
plan

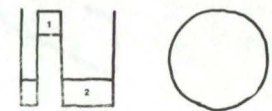
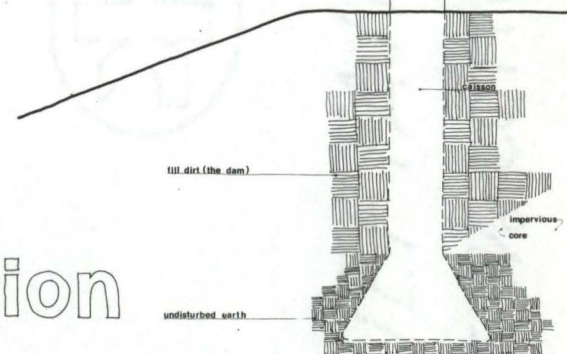


detail

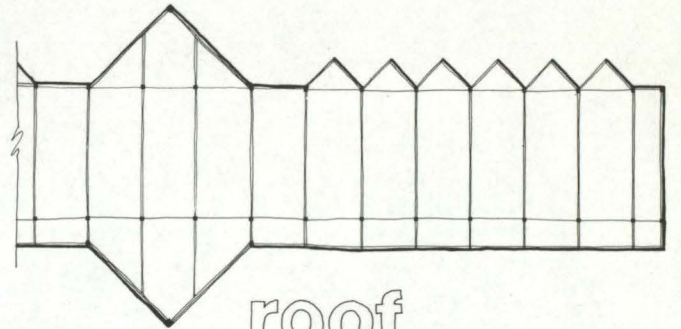
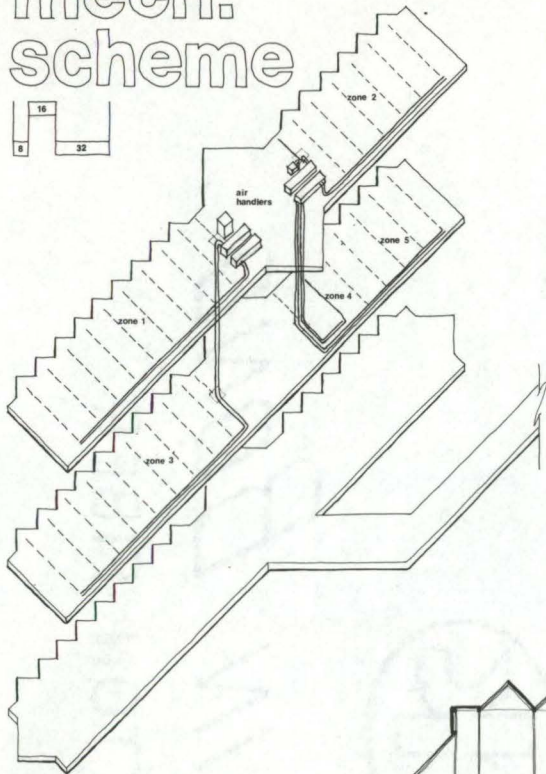
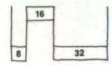
technical



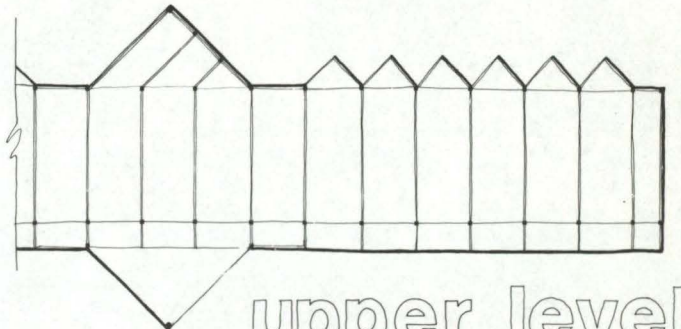
wall  
section



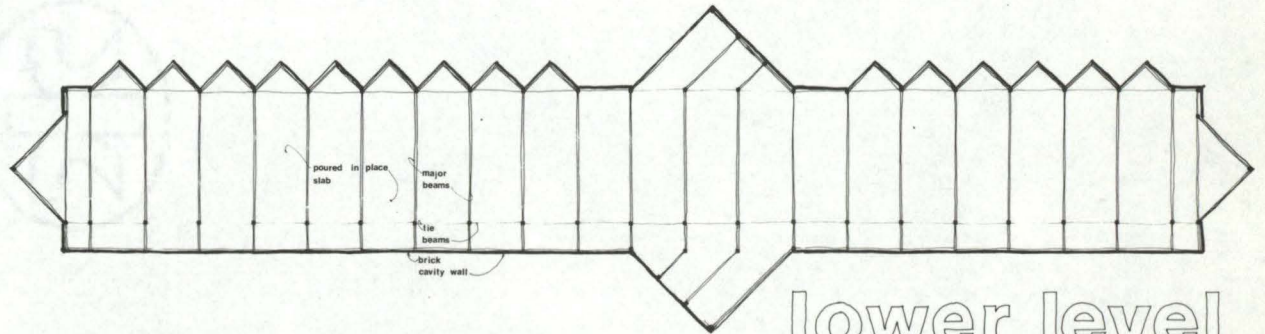
mech.  
scheme



roof

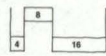


upper level



lower level

struc. plan



mech./struct.



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