

Times Publishing Company



Jerry Seelen, AIA
Senior Associate
(Project Director)
Jung/Brannen Associates, Inc.
Boston, Massachusetts

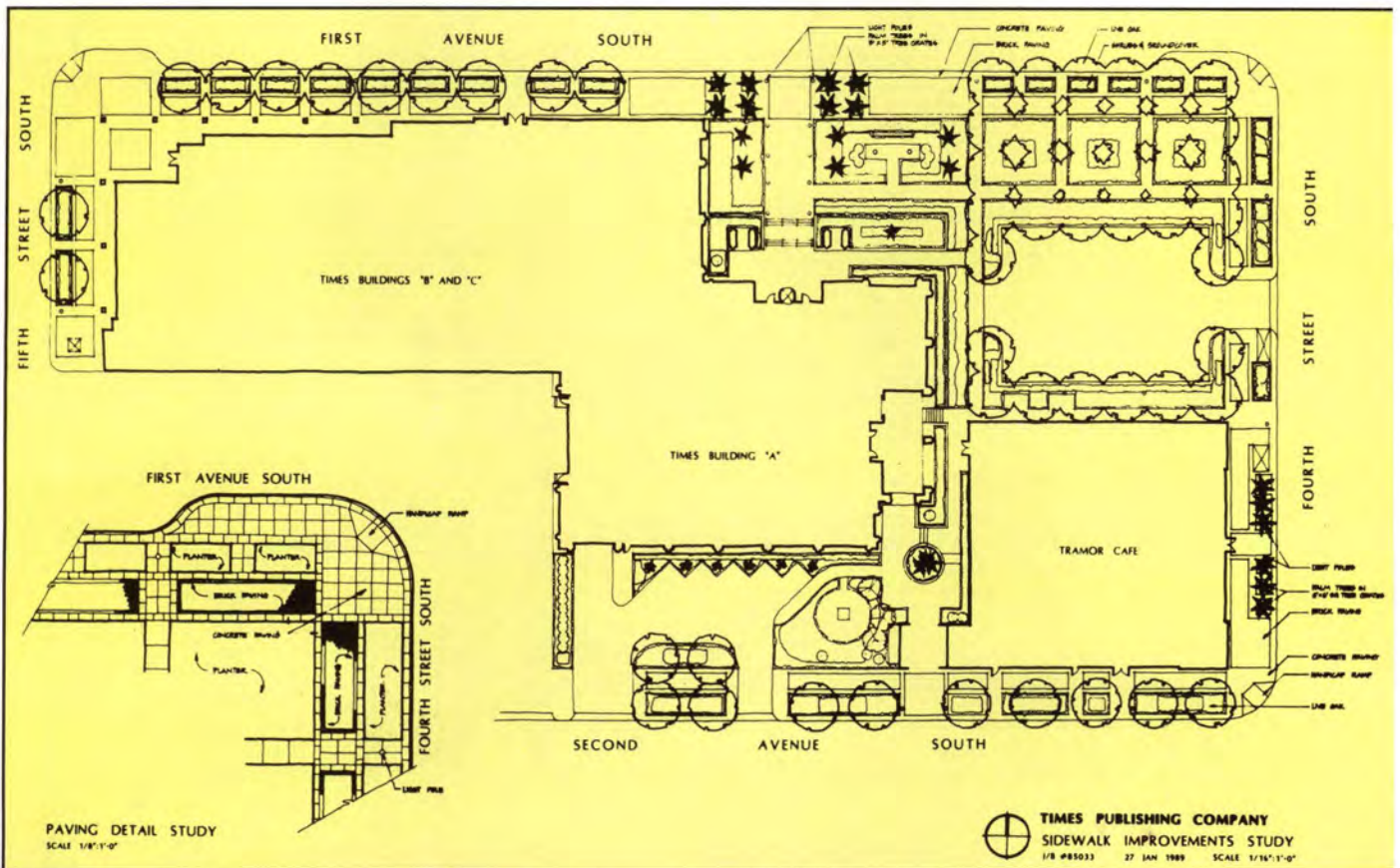
Architectural precast concrete was chosen as the ideal construction material for cladding this \$12 million addition to an existing corporate headquarters complex in St. Petersburg, Florida.



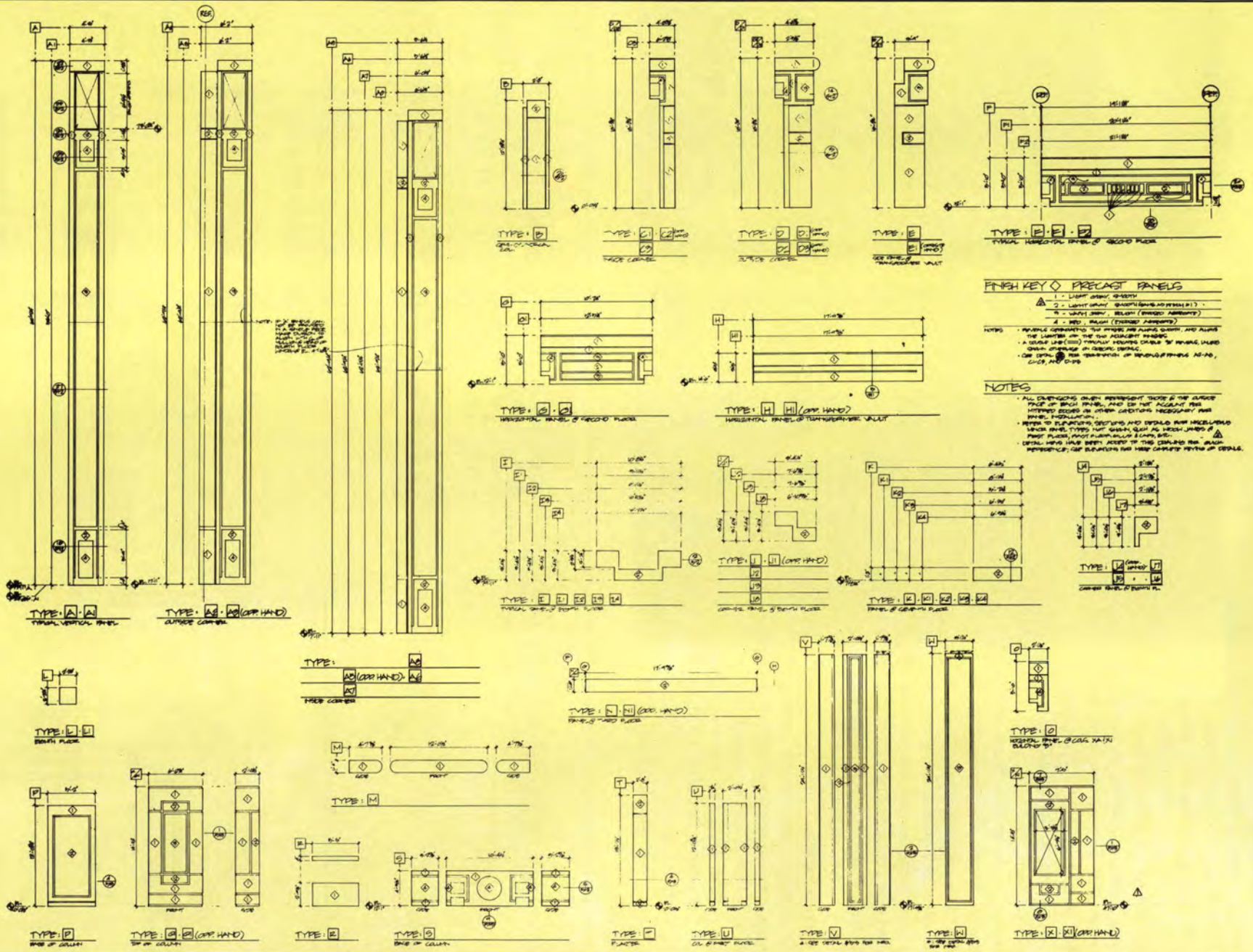
This 95,000 sq ft (8835 m²) addition to an existing corporate headquarters complex is considered a catalyst in the renaissance of St. Petersburg's downtown area. The \$12 million project includes the construction of an eight-story building addition and the renovation of two existing structures, including an historic cafeteria. The project represents the client's commitment to the community and its support of the downtown revitalization effort.

Function is the primary focus of the architects' design. The new addition is related to the existing structures by its shape, form and materials; a glass cap unites the complex and encloses unused exterior space. The exterior is composed of precast concrete panels wrapped with a wide band of reflective glass at the top.

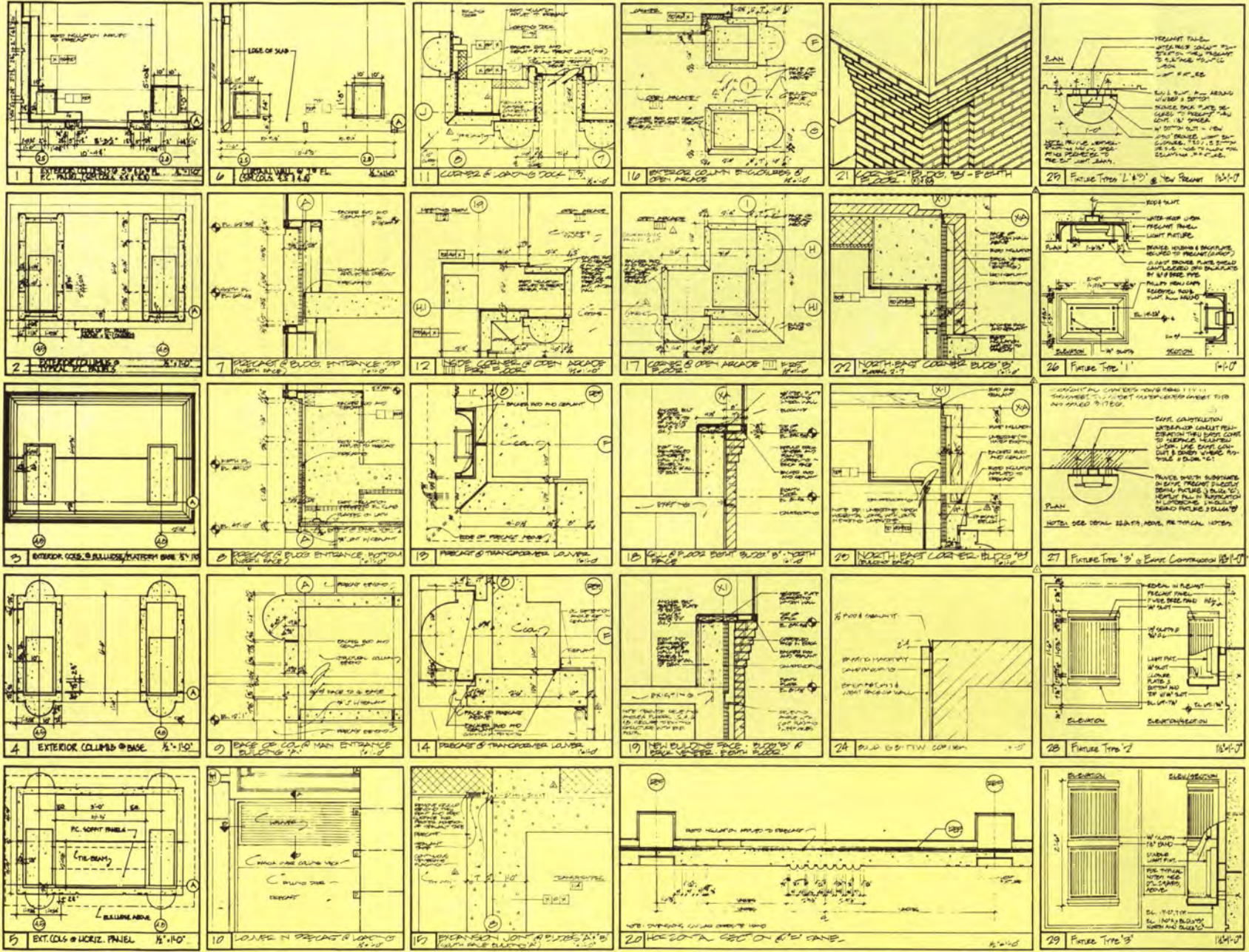
The addition is joined to an existing complex consisting of an eight-story neoclassical brick and stone building constructed in 1924 and a five-story precast concrete building built in 1967. Nearby, a two-story, 15,000 sq ft (1400 m²) 1924 Mediterranean style



Site plan of the Times Publishing Company complex.



Precast concrete panel types.





structure has been renovated to house a company cafeteria. The architects have taken special care to retain the character and historic significance of all existing buildings during the renovation.

Several types of precast concrete wall panels, in three finishes, are used to create a detailed pattern in a cost-effective manner. Retarded rosebud quartz and retarded charcoal limestone were combined with lightly sand blasted mauve-colored concrete. The exposed rosebud quartz areas were cast separately and set in a form, and then the remainder of the concrete was poured around it.

A total of 377 precast concrete wall panels were used on the buildings, covering a surface area of 34,725 sq ft (3230 m²). The panels were produced by Southern Prestressed, Inc., at its plant in Tampa, Florida. Throughout the project, there was close cooperation between the design team, contractor and precaster, which resulted in many cost and time saving ideas. The

precast concrete portion of the project (including production and erection) cost \$600,000.

Precasting forms were built of fiberglass by a local yacht company. The fiberglass forms give the concrete a smooth finish. Fiberglass was an ideal material for the forms given the depth and complexity of the panels.

Precast concrete was chosen for the exterior of the new addition for several reasons:

- The 1967 building was partially clad with precast concrete and the use of precast concrete on the new addition provided an opportunity to aesthetically unify the complex.
- Precast concrete is a durable yet economical material with very low maintenance expenses.
- The plastic nature of concrete allowed the architects to design cladding components which have a great deal of variation and relief. The cost usually associated with this feature was absorbed in the fabrication of the individual molds and was

then prorated over the repetitive panels.

- Prefabricated cladding components allow buildings to be enclosed more quickly than site-built cladding, such as brick. Panels can be fabricated while the structure is under construction and ready for immediate installation as the structure is completed.

The massing of the new addition provides flexible contiguous space convenient to existing departmental work centers, offers a permanent open space at the front entry, and leaves the northeast corner of the site open for possible future expansion.

Construction of the project began in 1988 and was completed toward the end of the following year. The offices have been occupied for the past year and the facility is fully operational. The precast concrete cladding of the new buildings complement the architecture of the existing corporate headquarters and enhances the overall image of the neighborhood.



Credits

Owner: Times Publishing Company, St. Petersburg, Florida.

Architect: Jung/Brannen Associates, Inc., Boston, Massachusetts.

Structural/Mechanical Engineer: Wedding & Associates, St. Petersburg, Florida.

General Contractor: Federal Construction Company, St. Petersburg, Florida.

Precast Concrete Manufacturer: Southern Prestressed, Inc., A Division of Lohja Inc., Tampa, Florida.