



Courtesy DeRevere and Associates

The distribution and training center for Konica Business Machines in Huntington Beach, California.

- such as building entrances, outdoor gathering spots, and parking and recreation areas.
- **On-site Amenities and Services**—Expectations for on-site amenities and services for employees have become higher. In addition to contributing to a more interesting and desirable working environment, amenities can help distinguish a project in a competitive market.
- **Flexible Building Design**—Each building type found at business parks has distinctive building requirements, but all require functionality and flexibility to meet changing market conditions and occupiers' needs. Flexible building design starts with basic considerations such as the size and depth of floorplates and moves into advanced technical systems that help make a building "smart."
- **Appropriate Parking**—Parking ratios are increasingly important considerations for occupiers of business parks. And while it is important to provide the correct number of parking spaces for the number of employees, it is also important to ensure that parking areas do not detract from the business park's overall image.
- **Efficient Circulation**—Whether vehicular or pedestrian, circulation in a business park should be direct and clearly marked. The different and often conflicting needs of trucks, automobiles, and pedestrians must be accommodated.

Categories of Parks

Many business parks offer a conventional mix of warehouses, flex space, and offices to meet the needs of a range of occupiers. Over the past 20 years, however, more specialized types of business parks have emerged. Although each of them can be categorized by a distinctive function and design characteristics, product types and their users overlap considerably:

- **Industrial Park**—Modern industrial parks contain large-scale manufacturing and warehouse facilities and a limited amount of or no office space.¹
- **Warehouse/Distribution Park**—Warehouse and distribution parks contain large, often low-rise storage facilities with provisions for truck loading and parking. A small proportion of office space may be included, either as finished space built into the storage areas or housed in separate office structures. Landscaping and parking areas are included, but because of the relatively low ratios of employees to building area, a wide mix of on-site amenities for employees is not available.
- **Logistics Park**—Known as commerce parks in the United Kingdom and *Gewerbeparks* in Germany, such business parks focus on the value-added services of logistics and processing rather than warehousing and storage. As centers for wholesale activity, they may also provide showrooms and demonstration areas to high-light products assembled or distributed there.



Courtesy Homart Development Company

Corporate parks are the latest step in the evolution of business parks. While they may look like office parks, they often go beyond the traditional office space to include research labs, light manufacturing, retail uses, and hotel and conference centers. Pictured is Prairie Stone Corporate Park in Hoffman Estates, Illinois.

- **Research Park**—Also known as research and development (R&D) and science parks, these parks are designed to take advantage of a relationship with a university to foster innovation and the transfer of technology. Facilities are typically multifunctional, with a combination of wet and dry labs, offices, and sometimes light manufacturing and storage space. Biomedical parks are a specialized version.
- **Technology Park**—Technology parks cater to high-tech companies that require a setting conducive to innovation. They rely on proximity to similar or related companies, rather than a university, to create a synergistic atmosphere for business development.
- **Incubator Park**—The needs of small, startup businesses are met in incubator parks or designated incubator sections of research or technology parks. Often supported by local communities through their economic development agencies or colleges, they provide flexibly configured and economically priced space, as well as opportunities for shared services and business counseling.
- **Corporate Park**—Corporate parks are the latest step in the evolution of business parks. Often located at high-profile sites, they may look like office parks, but often the activities and uses housed there go beyond traditional office space to include research laboratories and even light manufacturing. Supporting uses such as service-oriented shopping centers, recreational facilities, and hotel/conference centers are provided as a focus rather than an afterthought.

Origins of Today's Business Parks

The first planned industrial estate was begun in 1800 in Manchester, England, when a private company, Trafford Park Estates, Ltd., purchased a 1,200-acre (485-ha) country estate on the Manchester Ship Channel adjoining the docks. This industrial district, served by more than

35 miles (55 km) of railroad, was dominated by heavy manufacturing. It remained the world's largest planned industrial estate until the 1950s, when larger facilities were developed in the United States and Canada. Although this first planned industrial development was served by navigable deep water, few subsequent parks have been accessible by water transportation.²

The first planned industrial districts in North America were created in Chicago. Their focus was on manufacturing, and the catalyst for their development was access to railroad lines and plentiful supplies of electric power and steam. Representatives of the Union Stock Yard and Transit Company undertook development of the Central Manufacturing/Original East District to attract additional freight for the company's belt line. This 260-acre (105-ha) tract was located less than three and one-half miles (5.5 km) southwest of downtown Chicago. It featured buildings with a uniform height of four stories, private rail sidings for each building, and streets laid out on a grid. Landscaping, planting strips, and ornamental street lighting were an integral part of the design.

By 1910, the management of the Central Manufacturing District had acquired 80 acres (32.5 ha) for a second project, the Pershing Road Development. Located diagonally opposite the Original East District, the Pershing Road Development opened in 1916. This pioneer industrial district had notable site characteristics that were forerunners of park designs implemented several decades later. Rail access was placed at the rear of the district, and major buildings were oriented to a major traffic thoroughfare, creating a street frontage that faced a public park.

The Clearing Industrial District was another pioneer industrial district development in the Chicago area. Organized by private real estate developers and opened in 1900, this 530-acre (215-ha) project took advantage of a location adjacent to rail yards and the Chicago Municipal Airport. Its plan called for 40-acre (16-ha) superblocs, each with access to the main rail lead.³

The CACI flex-tech building at Corporate Point North, Chantilly, Virginia.



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