



action points

These five action points serve as the foundation of the First Impressions Program. These points incorporate everything from no-cost or low-cost improvements to full-scale renovation work. They are:

- **reduce clutter**
Signs, posters, and messages should not be randomly placed around the lobby on easels, bulletin boards, walls and columns. "A place for everything and everything in its place"
- **consolidate functions**
Group amenities by function and create centrally located business centers in their lobbies (mailboxes, ATMs, and retail).
- **unify signage**
Create a clear, consistent system throughout buildings.
- **streamline security**
Create unobtrusive pockets of space in lobbies to provide for security needs. Outside, ensure that exterior security contributes to public spaces and blends in.
- **transform your image**
Integrating architecture, interior, and graphic elements creates a welcoming professional environment. New lighting brightens dull, dark lobbies, and new materials complement existing conditions while refreshing tired, worn interiors.



U.S. General Services Administration

Public Buildings Service
Office of the Chief Architect and Capital Construction Programs
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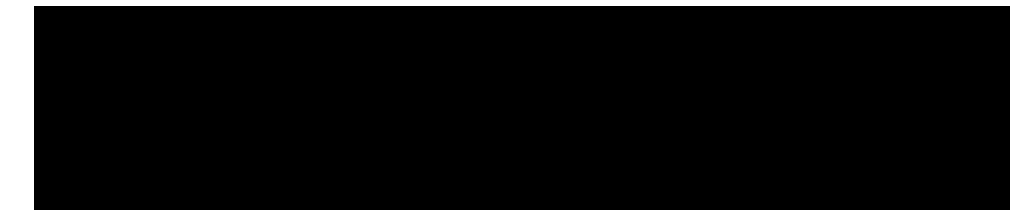
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GSA Public Buildings Service

first impressions



First Impressions is part of the U.S. General Services Administration's (GSA) Public Buildings Service (PBS) Design Excellence Program. Initiated in 1994, the Design Excellence Program is grounded in the philosophy that Federal buildings are not just places where public business is conducted; instead, they should be symbolic of what Government is about. The Design Excellence Program has produced award-winning Federal buildings, won national design awards, and reaffirms how public buildings contribute to the nation's legacy.

First Impressions extends GSA's commitment to design excellence into the public spaces of existing Federal buildings. In refreshing lobbies and redesigning plazas, First Impressions is able to create lively spaces that welcome visitors while maintaining safe, quality workplaces for Federal employees. First Impressions ensures the long-term value of GSA's assets and the satisfaction of GSA customer agencies.

First Impressions is not just good design, it's good business.

The First Impressions Program was established in 1998 to address the decline of Federal building lobbies and plazas around the nation, by extending the vision of Design Excellence into existing Federally occupied buildings. The First Impressions Program spotlights lobbies and plazas, yet may extend to other public areas that shape a visitor's "First Impression" of the Federal Government.

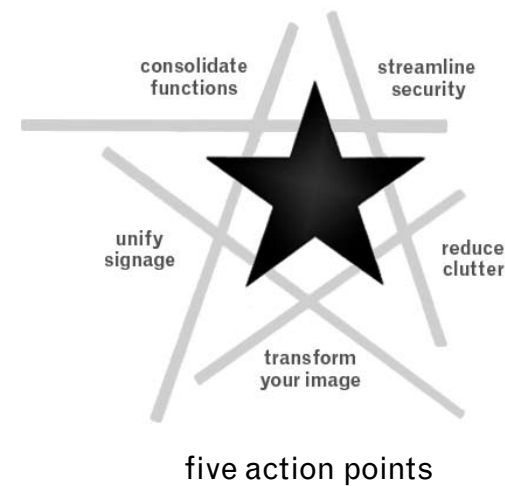
First Impressions provides programmatic strategies for making a better "First Impression" through five simple actions (see below); guidance documents concerning security, signage and design standards;

and access to architecture and landscape architectural firms for designing interior and exterior renovation projects.

The First Impressions Program fosters collaboration between property managers, project managers, and asset managers; provides continuity regarding design and sound construction practice; and employs materials, methods, and equipment of proven sustainability.

Properties, which are economical to enhance, operate, and maintain, are more cohesively realized, and therefore make a better First Impression.

The First Impressions Program strengthens our assets, makes our buildings more profitable, and improves tenant satisfaction.



resources

- Design Notebook for Federal Building Lobby Security
- The Site Security Design Guide
- Facilities Standards for the Public Buildings Service (P100)
- Courts Design Guide
- Accessibility Desk Guide
- Achieving Great Federal Public Spaces
- Workplace Matters
- Signage Guidelines
- Building Design Standards

First Impressions collaborates with programs internal and external to the Office of the Chief Architect and Construction Programs (OCA-CP). Internal to OCA-CP, First Impressions works closely with the Fine Arts Program, the Center for Historic Buildings, the Good Neighbor/Urban Development Program, and security experts in the Chief Engineer's Division to name a few.

Outside of OCA-CP, First Impressions collaborates with other program offices within PBS including, but not limited to, the Office of Customer Service and the Office of Applied Science.

fine arts program

Many of the lobbies and public plazas of GSA's buildings contain artwork commissioned as part of the original design and construction. First Impressions projects require careful coordination when modifying areas in and around these pieces. Changes in lighting, placement, or even unrelated work in close proximity to the artworks should be coordinated with the Fine Arts Program. An on-line guide to assist project and property managers is available in the Fine Arts Program Library at www.gsa.gov/finearts.

historic preservation

First Impressions projects executed in GSA's historic or modern-era buildings require review and approval of the Regional Historic Preservation Officer (RHPO). The RHPO can provide specific design guidance to ensure changes are consistent with the building's original design and materials and the project is in compliance with the agency's obligations under Section 106 of the National Historic Preservation Act. For more information about GSA's historic and modern-era buildings or for a complete list of RHPOs, visit www.gsa.gov/historicpreservation.

urban development/good neighbor program

The Urban Development/Good Neighbor Program was created to assist GSA regional offices in meeting the agency's responsibility to leverage its real estate actions in support of local goals. Through collaborative design, site decisions, and shared public use, GSA projects should be executed in ways that bolster local improvement efforts, allowing GSA's Federal buildings to be good neighbors. Consult your Regional Urban Development/Good Neighbor Program representatives for more information or visit, www.gsa.gov/goodneighbor.

interior design program

The Interior Design Program establishes building design standards that enable GSA to create and maintain a unified design vision and a cohesive approach for the restoration, preservation, and development of each Federal building.



before

after

design excellence for existing buildings

First Impressions aligns seriatim with GSA's five-year strategic plan—mission, values and goals. The Program shepherds perceptive asset management and reflects an intensified level of commitment to PBS's customers and the American public.

With a focus on public lobbies and plazas, First Impression's 2008 Strategy embodies the actions needed to improve customer delivery through premeditated integration of the offerings of the Office of the Chief Architect and Construction Programs (OCA-CP), the Office of Customer Service, and the Office of Applied Science. The Program embodies the obligation to provide:

stewardship
asset management and space administration

superior workplaces
maintaining welcoming and secure workplaces

best value
creative and cost-effective solutions

innovation
strategically collocated resources and collaborative administrative operations



for additional information on the first impressions program, please visit: www.gsa.gov/firstimpressions