

WEST VIRGINIA RADIO & PIKEWOOD CREATIVE

Renovation & Adaptive Reuse



SERVICES PROVIDED

Architectural Design

DELIVERY METHOD

Design-Build

PROJECT SIZE

15,000 SF

PROJECT COST

\$2.3 million

With adaptive reuse becoming more widely recognized as a solution for the growth and development of businesses, Greer Industries looked to one of its own old industrial buildings when it sought to re-locate the corporate offices of West Virginia Radio.

Omni Associates—Architects was selected to design the renovation and expansion of the former Dominion Post building located on Spruce Street in downtown Morgantown. Built in 1927, the building was transformed into the new home of West Virginia Radio Corporation and Pikewood Creative, a visual marketing agency. The building's main entrance is actually located on the fourth floor, which sits level with Spruce Street. West Virginia Radio occupies the street-level fourth floor, while Pikewood Creative occupies the third floor. The second floor is utilized as a recording and broadcast studio for talk shows distributed by Metronews Radio Network.

Omni's design focused on maintaining and integrating the historic character of the building with a modern aesthetic that suits the context of the downtown area and satisfies the specialized technology needs of its occupants. Extending the building's façade created an opportunity to feature former exterior walls as architecturally compelling interior walls. Existing hardwood floors were refinished creating a captivating patina that speaks to the building's history. Modern finishes blend seamlessly with those that have stood the test of time to produce an aesthetic that reflects the structure's use and occupants.