

PSH +



PSH+ Architecture and Interior Design

Client-Inspired Design



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PSH+ ARCHITECTURE

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In the architecture and interior design field, companies typically attempt to focus their expertise in a couple of market sectors to sustain their practices. For Richmond, Virginia-based PSH+, however, their singular focus on “Client-Inspired Design” throughout the duration of their projects has proven to be the most effective method of growing their practice while turning their client’s visions into reality. By creating practical solutions, being consistently responsive and priding themselves on attention to detail, PSH+ has cemented its reputation for excellence with business-oriented clients, design-build partners and institutions that value those qualities.

The company started out as Price Studios in 2009 and included founding architects Rohn Price, Matt Simpson and Sydnor Tetterton, with an early focus on aviation projects. Starting a firm on the heels of “The Great Recession” came with significant challenges, and the firm quickly expanded their focus to include healthcare design. Healthcare was another market sector with which the founders had ample experience. Rohn was previously the lead design principal for a large healthcare and aviation focused firm, where he first met Matt and Sydnor. Through that earlier collaboration they’d developed an extensive network of contacts in aviation, healthcare and commercial development circles. Through

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PROJECT PROFILE

OrthoVirginia & HCA – Chippenham

Location - 1115 Boulders Pkwy #100, Richmond, VA 23225

Developer – Lingerfelt Development

Contractor - Hourigan

Size – 70,000 sf

Date – Completed 2013

Description - The two story office/ medical complex houses a variety of services provided by both OrthoVirginia and HCA. These services include OrthoVirginia’s Corporate headquarters, Clinic, Physical Therapy, and Hand Clinic, with a Sports Medicine component operated by HCA. Also included is an Ambulatory Surgery Center with four operating rooms utilized by both providers.

The external architecture is designed to catch the attention of passers-by from two adjacent roadways. A ‘banner’ of perforated metal (a visual screen for the roof top equipment) protrudes away from the building to optimize visibility from Chippenham Parkway while a similarly clad ‘rotunda’ acts as an entry beacon from Boulders Parkway.

The combination of traditional brick and simple forms serves as a counterpoint to the more modern expression of the glass and metal, signifying more traditional treatments available to the typical clinic/therapy visitor as well as the more innovative treatment offerings for sport injuries and enhancement.



Lee Brauer Photography

PROJECT PROFILE

Centra Lynchburg Medical Center

Location - 125 Nationwide Dr, Lynchburg, VA 24502

Developer – Centra Health

Contractor - Jamerson Lewis

Size – 47,000 sf

Date – Completed 2014

Description - This is the first of three Medical Centers in Southside Virginia PSH+ designed for Centra Health's Medical Group (CMG) outpatient practices. It was developed to consolidate several Lynchburg area CMG clinics into a single location providing the efficiency of shared waiting, admin, and support spaces for those practices. The project, delivered in a design assist fashion with Jamerson-Lewis Construction, achieved LEED Silver certification while meeting Centra's budget and schedule goals.

The clinic areas of the project were organized into distinct pods for each specialty, optimizing patient and staff flow within the large facility. This pod design was repeated in subsequent medical center developments, becoming a building block for CMG clinic planning.

The Center's palette of masonry accented with bronze metals continues architectural themes from the newer additions to the Lynchburg General Hospital campus. Those themes were repeated in subsequent medical center designs, reinforcing the Centra Health brand throughout Southside Virginia.



Andrew Wilds Photography

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those contacts and experiences they were awarded several significant projects across the region, a key to their early success despite the economy.

In 2010, one of the founders' former colleagues, Steve Harvey, joined the Price Studios team. He helped the firm complete one of their most significant projects at that time, the 70,000 sf Ortho VA / HCA Medical and Surgery Center, developed by Lingerfelt Development. That successful project was a springboard to being awarded several other large medical office building projects for Lingerfelt Development, Virginia Eye Institute, Centra Health, and VCU Health. Those MOB projects brought with them a substantial amount of tenant upfit work and many of those healthcare tenants have become key repeat clients today, including Medarva Healthcare, Virginia Physicians for Women, OrthoVA, Virginia Cardiovascular Specialists, and Virginia Urology. To meet the challenges of this rising tide of work the firm continued to grow with the addition of two more former colleagues, Jeff Loinette and Amy Fox. Both Jeff and Amy became partners in 2016 with Amy being the first of several Interior Design principals in the firm today.

The projects entrusted to the firm by repeat clients allowed Price Studios to move their 18-person team to their current office in Richmond's Arts District in

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PROJECT PROFILE

Virginia Physicians for Women, Chesterfield

Location - 1212 Koger Center Blvd, North Chesterfield, VA 23235

Developer – NIA Dominion

Contractor - CCM

Size – 40,000 sf

Date – Completed 2021

Description - A long-time client of PSH+, Virginia Physicians for Women (VPFW) recently relocated its administrative headquarters, surgical center and Midlothian clinic into a new two-story medical office building. The large facility allowed for expansion of the group's core services at the site, including obstetrical and gynecological care, mammography and urogynecology. The outpatient surgery center doubled the size of its previous facility for use by all 30 physicians within the VPFW practices.

Developed as part of a multiphase growth plan to improve VPFW facilities and patient care across the region, the practice intended for the building to represent their brand and to stand apart from the adjacent shopping center. Tower elements were placed at corners to act as signage elements visible from the well-traveled retail corridor where the facility is located. These towers also serve as wayfinding elements for patients as they access the busy mixed use site.



Photo: Staff

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2017. With the move, and in recognition of the evolving leadership, the firm rebranded to Price Simpson Harvey. The expanded volume of work allowed further growth to their current 24-person staff that includes Architects, Interior Designers, Construction Administrators, Interns and Administrative specialists. That same year PSH completed another marquee project, a 100,000 SF tenant upfit of VCU Health's Short Pump Pavilion. Due to their key roles in this project, Audrey Sweeley and Eric Saylor were elevated to partners in 2018.

Like the rest of the AEC industry, the beginning of the ongoing COVID-19 pandemic presented unique challenges for PSH, but it also presented opportunities; Rohn Price accelerated his planned transition to semi-retirement, as did Lamont Wade, who served as PSH's invaluable chief construction administrator. "We are very fortunate to still have both Rohn and Lamont on our team," explains Matt Simpson. "Both actively consult with younger staff on design, construction and code compliance issues on a regular basis, when they're not traveling."

Despite the unknowns of the pandemic, the company was fortunate to continue much of their ongoing work and the partners maintained steadfast dedication to their staff, having no layoffs. In fact, the firm continued to expand despite the economic uncertainty;

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three accomplished young professionals, Katie Thomas, Thomas Freeman and Rachel Thompson, who joined the company in 2019, entered the partnership making it a group of ten. This prompted the rebranding to the firm's current name, PSH+.

PSH+ has amassed a sizeable portfolio within each market sector they serve. Their focus on healthcare has earned the firm repeat clients including most of the major health systems in Virginia and many smaller specialty-focused medical groups. "Our project experience spans from technically challenging hospital equipment renovations to new ambulatory care facilities to hospital master planning," states Matt. "Our team has almost 250 years of collective experience in the design and construction of healthcare environments."

Aviation is another of PSH+'s core market sectors where their footprint is expanding. "Our design experience in this market is also widely varied, including projects focused on ancillary airport uses, dozens of completed general aviation terminals and commercial terminal planning and design," adds Sydnor Tetterton. "We are a trusted partner of many regional and national aviation civil engineering teams based on our decades of experience with this challenging building type. Some of the biggest opportunities on our horizon are aviation related."

The corporate office segment is

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PROJECT PROFILE

Hardywood at West Creek

Location - 820 Sanctuary Trail Drive, Richmond VA 23238

Developer - Eric McKay & Patrick Murtaugh

Contractor - Design/Build with Loughridge & Company

Size - 53,000 sf

Date - Completed 2017

Description - This newly constructed state-of-the-art destination brewery complex combines a packaging and distribution hall with a taproom, entertainment areas, corporate offices, and event spaces.

Our client's vision was to create the ultimate brewery experience for craft beer lovers while maintaining sustainable building practices. The brewing process is placed front and center in the design. The lauder ton and mash tun are displayed prominently behind the performance stage and the fermentation barrels tower up to the vaulted wood ceilings. These functional elements along with the large rotunda bar capture the eye instantly as you enter the space.

Right sizing the building to fulfill Hardywood's vision within the budget constraints of the design/build project delivery was challenging yet rewarding. Technical challenges included coordination of the German manufactured brewery equipment with the limitations of the pre-engineered construction utilized in the facility's production area.



Dan Price Photography



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also a steadily growing market the firm serves. They are experienced with completing challenging phased renovations of existing facilities with demanding schedules and budgets, for both large and small organizations. “Our interior design portfolio includes updates to common area finishes for a large portfolio of existing commercial office buildings,” says Jeff Loinette. “Our largest project to date is leading the design team for a multi-phased, fast-tracked project renovating and expanding a 400,000+ SF office and technical center for Dominion Energy.”

PSH+ is active in the hospitality market as well, including entertainment related projects across the country and internationally. “As many of our team members had extensive experience with bowling center design, we have a niche specialty in those facilities. We have planned projects in that market in four states and in Asia,” states Jeff. A byproduct of their bowling center design and industrial projects, PSH+ also has experience with breweries and restaurants. “Our brewery portfolio includes a greenfield project to develop production and hospitality space for one of Virginia’s best known breweries, Hardywood Park Craft Brewery in Goochland’s West Creek development,” continues Jeff.

PSH+ also excels in serving the industrial market sector. They have vast experience with accommodating the technical require-

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PROJECT PROFILE

River City Roll

Location - Scott’s Addition, 933 Myers St., Richmond Va 23230

Developer - Rob Long

Contractor - CCM

Size - 22,150 sf

Date - Completed 2018

Description - Newly developed upscale boutique bowling alley concept including full bar and restaurant service. The facility has 20 bowling lanes supported by a high-end commercial kitchen, dining area, private event room, indoor bar, entertainment stage, outdoor dining, and outdoor bar.

PSH+ provided architecture and interiors services from conceptual design through to furniture planning. Architecturally, the Owner wanted the exterior of the building to fit in with the industrial aesthetic of the booming Scotts Addition neighborhood. It was important for the materials and the design of the building to appear in keeping with the urban setting. The industrial aesthetic was extended into the interior and brought to life with layered textures of lighting and finish details for a unique hospitality experience. The building was planned for a future roof deck to potentially expand the ample outside entertainment areas.

This popular nightspot could be the flagship of the River City Roll brand as other locations are under consideration.



Dan Price Photography

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ments of process equipment and systems. “These have included facilities for manufacturing and handling products ranging from pharmaceuticals to beer,” adds Sydnor. “We often are consultants to contractors or engineers on these projects due to their demanding technical or schedule requirements.”

PSH+ got involved in the higher education market early on in its history, holding term contracts for State universities since their founding in 2009. They remain a trusted partner for those institutions when budgets and schedules demand careful service and attention to detail. “One of our newest large projects is a six-story office and data center development awarded under one of those term contracts,” states Sydnor. “The project will be delivered in a fast-tracked process while satisfying the required approval processes.”

In every project PSH+ completes, their commitment to “Client-Inspired Design” is evident. “The vast majority of our work comes from repeat clients (upwards of 90%), and we like to think that’s a direct result of that approach,” explains Steve Harvey. “We recognize the right solution is often a compromise between competing interests and pride ourselves on helping to find the right balance to meet our client’s priorities.”

The partners at PSH+ attribute no small part of their success to their size. “We have always believed that having big firm

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PROJECT PROFILE

VCU Short Pump Pavilion (formerly the NOW Center)

Location - 11958 W Broad Street, Henrico, VA 23233

Developer - VCU Health

Contractor - Kjellstrom + Lee

Size - 22,210 SF renovation on fifth floor plus new patient discharge canopy, medical gas enclosure and additional renovations on lower levels

Date Completed - 2021

Description - The project was a total renovation of the fifth floor of the existing Short Pump Pavilion located in Short Pump, just west of downtown Richmond, Virginia, to create VCU Health’s first ambulatory surgery center [ASC]. Featuring 6 fully integrated operating rooms supported by 18 patient prep and recovery bays and a comprehensive sterile processing facility, the Short Pump Pavilion ASC offers patients a convenient destination for outpatient surgery while maintaining the high standards expected of VCU Health. Additional renovations included relocating and converting the second-floor administrative suite to ASC staff lockers, building a ground floor enclosure for medical gases to be piped to the fifth floor, and building a connector canopy from patient discharge to the main drop-off canopy to ensure patient satisfaction through to the very end of their visit.

Pulling from prior project experience, PSH+ and VCU Health worked together in defining and fulfilling VCU Health’s vision for their first ASC.

The project required the team to at once complement and build upon the design intent of the original vision of the NOW Center, while also creating a distinctive, calming atmosphere for patients, their families, and staff. Designed and constructed nearly entirely during the COVID-19 pandemic, the successful delivery of VCU Health’s first ASC despite the communication and supply chain challenges synonymous with the pandemic speaks to the collaborative effort and dedication of all involved in the project.

Additional details: PSH+, as Price Studios, designed the original tenant upfit of the Short Pump Pavilion completed in 2015.



Dan Price Photography

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experience while maintaining a small firm culture has served as a major contributor to delivering our clients amazing design while exceeding customer service expectations,” says Steve. The vast majority of the PSH+ group spent significant time earlier in their careers working with large national or regional firms often having key roles in large institutional projects. “That experience allows us to effectively compete with larger firms while offering our clients the responsive and nimble service only possible with smaller organizations. That equates to hands-on involvement from the principals with strong, effective and prompt communication with the client throughout the entire design and construction process.”

Their unique leadership style also plays a part, with a partner actively involved in every project. “We currently have ten partners on our twenty-four person staff, and while that ratio of partners to staff is somewhat unusual, it is by design,” states Matt. “We believe it not only motivates key team members to grow in their roles in the company, simultaneously helping with succession, it also gives entrepreneurial opportunities



Warrenton-Faquier Airport — Photo: Dan Price Photography

for key staff to begin to drive their own success, directly incentivizing their hard work for our clients.”

Coming from larger firms, many of the principals at PSH+ are experts in cutting-edge computer visualization and building information modeling software. “That expertise allows us to compete with much larger design firms while retaining the advantages of a small organization” states Jeff. That technical expertise extends to their staff as well, as they average 10 years of experience. “We’ve been fortunate to build a supporting team second to none, relying on seasoned professionals rather than a rotating crop of young

interns,” continues Matt. “Our clients know they won’t be sold services by a senior principal only to find themselves working with someone learning the ropes.”

Looking to the future the team at PSH+ is excited. “We believe the firm is on a very positive trajectory and we of course hope that continues,” explains Steve. “That trajectory is seen in the steady growth in size and significance of our project opportunities, our geographical reach and in our organization as needed to meet those challenges.” Opportunities on the horizon include several high-profile projects that will represent more key milestones in the firm’s growth, and this could mean potential growth in staff to meet those challenges. “We are always on the lookout for talented and motivated design professionals to join our team and plan to add staff when the right candidates are found,” states Jeff.

PSH+ has developed a culture in which their team will always strive to completely understand their client’s needs with regard to space they help create. Matt says, “We measure our success by the ability of a space to serve our client, their needs, and aesthetic vision. Collaborate. Iterate. Innovate.” Now that’s Client-Inspired Design.



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