



In 1991 the Chief Executive Officer of Fibrebond Corporation, Inc. of Minden, Louisiana contracted Moore Planning Group, LLC (MPG) to assist his 385-employee company with an overall Master Plan for their new headquarters building. Faced with difficult site conditions, a tight construction schedule, and an outdated corporate image, Fibrebond stopped construction until the landscape architect team finished their analysis and initial site plan concepts for this 94 acre rural setting.

The analysis addressed delivery and operations traffic, company security issues, poor site drainage, and employee circulation between buildings. The initial concepts recommended current plan revision and relocation of several key buildings to more suitable and efficient campus sites. It also revealed additional potentials, such as transforming a low-lying area at the main entry into a stormwater retention basin that would serve as an offset to erosion and entry focal water feature.

MPG's expertise allowed them to configure the Master Plan for long-term growth potentials within the existing campus, preserve woodland areas, and incorporate employee exercise areas throughout.

The innovative design also incorporated specific areas and elements such as signage, benches, fencing, courtyards, light fixtures, and extensive landscaping, in a way that satisfied Fibrebond's need, as a national company, to present a unified corporate image and provide an efficient working environment.

• Louisiana Chapter, ASLA Merit Award, 1994

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