

Local architecture firm restructures leadership, expands project scope under new name



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Herrington Architects is now Line Scale Form with a restructured leadership group. Pictured here left to right: Cayce Duffee, director of operations; Bruce Herrington, founding principal and CEO; Anne Marie L. Ellis, director of marketing; and Todd Clark, director of design

LINE SCALE FORM

By [Hanno van der Bijl](#) – Real Estate Reporter, Birmingham Business Journal
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A local architecture firm has got a new name as it restructures its lineup of leaders and expands into new project types after a quarter century in business.

Herrington Architects is changing its name to [Line Scale Form](#) to reflect its new leadership team of multiple principals and addition of mission critical and data center facilities as well as commercial projects.

The firm designed UAB's \$19.2 million Technology Innovation Center, which is currently under construction. The center, which will be supported by a Tesla Battery Energy Storage System, will house Alabama's fastest super-computer.



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UAB's new Technology Innovation Center, which is currently under construction, was designed by Line Scale Form.

LINE SCALE FORM

The collective leadership team is made up of senior personnel who will now serve in executive roles. Todd Clark has been named director of design, Cayce Duffee is director of operations, and Anne Marie L. Ellis is director of marketing.

The three join CEO Bruce Herrington, who created the firm in 1994 to focus on multifamily and student housing in the Southeast as well as universities.

“I founded Herrington Architects to create a synergy of collaboration with clients, partners, consultants and community,” Herrington said in a release. “I have enjoyed working on projects with the team that I’ve built over the years. Now, as Line Scale Form, we can offer our expertise in multiple building types and provide clients practical design solutions and exceptional service in a multi-state region.”

The firm is also known for other projects such as the space for Ignite Cycle at Pepper Place and is looking to work on commercial projects that strengthen the city’s urban fabric.