CONCEPTS
Connection of old & new

Continue order of original

Simple frame on busy picture

As opposed to

Busy frame on simple picture

Respect original buildings mass

Harmony / balance between old & new
WELL DEFINED ENTRANCES

UNIQUE VIEW OF MONUMENT

FUNNEL PEOPLE IN

ATRIUM

TURNING BUZY CORNER

SET BACK ADDITIONS
MAJOR GOALS

- Restore the Ober Building's facade
- Restore the atrium
- Further development of the downtown urban environment
- Harmonious relationship between the existing and the new
- Create a comfortable environment for a mixed-use building

The facade of the Ober Building as built in 1874 is a beautiful example of second empire building. However, over the years as architectural styles, trends, and technology changed, the building was modernized. Over the past 100 years, modernization has been added on top of modernization until today the building has virtually no resemblance to the original building. Today, as the building stands it is very unappealing. This is especially true on the ground level where grossly oversized signs, many varied color choices, and design schemes make the retail stores visually unattractive and with virtually no relation or sensitivity to each other. It is important to remove the modernizations which have obscured or concealed many of the distinctive features the original building contained. Thus one's sense of awareness is heightened to the building's original beauty and the building's true personality. Its style once again became an important focal point. It should be pointed out that just how much of the original building remains intact or salvageable under these modernizations is not known. The restoration of the facade would be as much as economically feasible though.

The restoration of the original atrium is another major goal. This will include reopening the floors now covered over, the addition of new stairs, and reopening the skylight now roofed over. The new atrium will be the focal point of the interior. The atrium will enjoy landscaping, seating and a nice expanse of open space for year-round enjoyment. The circulation and views are all directed around and through the atrium virtually guaranteeing retail traffic for existing or prospective tenants on the first floor and with visual connections to the businesses on the upper floors. Convenience, human scale, and aesthetics are predominate in the atrium's design. Locate towards both ends of the atrium stairs and elevators will be located. The atrium is also the vital physical and visual connection or "link" between the original building and the new buildings. Services are located between the original building and additions, so one set serves both.

The atrium on the ground floor will be lined with retail frontage. This in effect will extend the ground level walkway system increasing retail exposure. The stores on the east part of the atrium will in essence receive double exposure both from the interior in the atrium and the exterior along the street. These retailers would be those with low inventory space requirements.
since storage would be a problem. Examples of stores that would be highly suited for these locations are specialty shops, ice cream shops, Fanny May candy stores, travel agencies, Elizabeth Arden, Merle Norman cosmetics, barber or beauty shops, record stores, book stores, etc. The other retailers would have the alley for access and ample storage areas.

Bringing the pedestrian route through the building will have an interior mall effect. Restaurants will be located at both ends of the mall. The pleasant nature of the atrium space will change the current pedestrian flow outside around this area, especially during inclement weather. People, for example, walking north on Pennsylvania to the circle will conceivably take a short cut through the building's atrium-interior mall. Once inside they will be inclined to buy something or just stop to enjoy the space.

The site is situated on two heavily traveled major streets, Market and Pennsylvania. Thus, the project has two sides to address. The primary pedestrian flow is on the north of the site on Market Street. This is the smallest side of the site, therefore people will have to be "funneled" into the building and the atrium which runs perpendicular to Market Street. A strong pedestrian flow also exists on the east side along Pennsylvania Street. It is also just as important to draw these people into the building and into the atrium. Entrances on both streets have high pedestrian and vehicular visibility.

The exterior street level facades are integrated and designed to allow maximum retail visibility and exposure to vehicular traffic as well as pedestrians. The interior facades in the atrium will also be designed for good visibility and reflect the period architecture. The overall signage of the complex will be of a uniform nature.

Since Market and Pennsylvania are important streets, their intersection creates an important corner. This corner helps define an entry to monument circle. The new addition to the north addresses the importance of the corner. The integrating of the complex into the overall urban fabric was important in design.

The Ober Building is presently in the center of the block. The building adjacent to it to the south is the Rialto Building which was built in 1872. It is a 3 story brick building which only the ground floor is used. To the north of the Ober Building are two fairly new buildings, neither of which have any architectural significance. The first one immediately adjacent is a small and narrow 4 story building. Next to this is the corner building which is a 2 story building. This corner building has prime real estate potential; however, its second floor is vacant due to its small gross and net square footage available.

With today's real estate values, the fact the buildings on both ends of the Ober Building are vacant on the upper levels, one wonders how long till these buildings are torn down and impersonal modern high rises put up in their place. If each of these buildings were torn down separately the gross ground square footage is so small
that high rises on either end of the Ober Building would not be economical once fire stairs, elevators, et al. were added. However, a viable alternative would be to tear down the whole block including the Ober Building. This would produce a large enough base to build a marketable high rise. To prevent this from happening, my proposal is to use Ober Building with its atrium as a base and construct 2 marketable additions. This saves the Ober Building from being torn down plus adds more rentable building space.

The connection of the Ober Building with the new wings is important. I chose to relate the two buildings by a harmonious contrast. The restored facade of the Ober Building is an ornate second empire building which couldn't be reproduced economically today. I viewed the building as an ornate painting and placed a simple frame around it to accentuate it. The new additions are sleek and all glass. They are the epitome of technology today just as the Ober Building was the epitome of technology in 1874 when it was built.

In the glazing on the additions each pane abuts each pane, there are no mullions. This creates an almost seemingly continuous plane which will reflect the future as well as the past. The corners are rounded and the curtain wall wraps around to further in making a continuous plane. Each of the additions is four levels high and the panels in the additions pick up major lines of the Ober Building. The additions are set back to further respect the original Ober Building.

The north facade curves back to "funnel" in people on the heavy pedestrian traveled Market Street. The connection of where the old abuts the new also respects the original building. The entrance sweeps down from a cloud like covered atrium to produce a low entrance and set the original building 'out' in a canyon like effect. This entrance invites people in as well as helping to suggest the atrium that exists in the center of the building. The entrance's upward slope helps to heighten the sense of awareness as one enters the atrium.

The facade of the original building is mirrored in the sculptural freestanding concrete forms which reflect the original structure of the Ober Building. These forms are in the same plane as the Ober's facade, and can be compared to a grave market to the past. The new wings do not touch these forms yet rest in peace behind them. Between these forms and the wings a walkway is produced. On the north end a unique visual approach is created to monument circle. On the south only part of the structure is represented and the building addition "comes out" around the free standing abstraction to the same plane as the Ober Building. The undulating motion here helps to direct traffic to the southern entrance. The free standing concrete forms are plain when viewed from the street with detail work on the reverse side. Thus, it is reflected in the glazing and in visible from the street.

The brick paving pattern along Market Street continues around the corner to Pennsylvania Street in front of both additions. The pattern flows on inside to create a continuous circulation flow. The paving pattern in front of the Ober Building is plain to not detract from the building's details. Trees are also planted around the
additions which will be reflected in the glazing. These also produce a barrier to traffic and a covered walkway on the north and a double walkway on the east with the free standing concrete sculpture and the building addition.

According to "Commercial Remodeling" magazine in April of 1979, the average cost of modernizing a commercial office building runs from $18 to $25 a square foot, compared to $40 to $60 for new construction. Thus by using my proposal it is more economical than building a totally new building.

However, besides being more economical it preserves an edifice of the past for posterity. Preservation of the Ober Building is paramount. This helps create a revitalized downtown in which a historically significant building is blended with the new structures to capture and retain Indianapolis' architectural style with the modern conveniences and necessities of today's fast-paced business world produces an exciting new atmosphere. With the old building and the new building enhancing each other, they have a synergistic effect where their whole is greater than the sum of its parts.

In remodeling the Ober Building and adding new additions on each end connected by the atrium a comfortable environment for a pleasant mix of people is produced. On the first floor retail shops are located. These will be mixed with professionals and businesses placed on the upper levels. People going to the dentist or accountant on an upper level conceivably might stop to use the commercial businesses on the first level and vice versa. The heightened activity in the area will be beneficial to these tenants and neighboring tenants as well. The resulting design is one of comfort, convenience and spaciousness. The harmony and interplay between the original building and the new will be constant reminders of the original building's age-old charm and its integration with the new to produce a pleasant environment all year round.

All of these goals added together result in an exciting new complex. It is this type of complex which has a multiplier effect in which the output is greater than the input. It will draw new shoppers, visitors, tourists, and traveling businessmen. It is a place where local residents can point to with pride and show as a showplace for Indianapolis, functioning as a new heart for the city further pumping new life into the downtown.
DESIGN DEVELOPMENT
Ground floor plan

Section A
FINAL DESIGN
GROUND FLOOR
**SCHEME 1**

Scheme 1 shows an example of an office that leases an entire floor of the speculative office space in a new wing.
Scheme 2 shows an example of office allocation for 2 offices located in the speculative office space in a new wing.
Scheme 3 shows an example of office allocation for 3 offices, the maximum allowed on a floor, located in the speculative office space of a new wing.
INTERIOR PERSPECTIVE
APPENDIX
Indianapolis City Market
Indianapolis, Indiana

- Original market renovated and modernized
- Atrium

- Original building is kept dominate over the additions
- Additions materials are in harmony with original
- Glass on additions reflects original building
- Multi-use food and restaurants on ground level with commercial business on upper levels
Palace Hotel
Original building McKim, Mead, & White
New York, New York

-1882 building

-Downtown urban environment

-Original house becomes entrance and lobby for 51 story hotel

-New structure uses bronze anodized aluminum and dark glass to give the house a neutral background

-Hotels windows and cornice lines aligned with original band courses
ZCMI Center
Gruen Associates
Salt Lake City, Utah

-Downtown site
-Renovation of historic building
-Multi use retail / office complex
-Interior mall
-Addition respects orgional buildings mass
-Contrasting materials
-Entrances well defined
The Troy Mall
ELS Design Group
Troy, New York

- New/old shopping mall in downtown CBD
- Private developer
- 19th century imagery / 20th century vocabulary
- Show place / civic space
- Focal point: atrium

- Glass more than a visual asset
  a balanced air circulation system to recirculate
  either cool or warm air depending on the time
  year to the store spaces
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