MARKET ANALYSIS

The Fort Wayne Standard Metropolitan Statistical Area (SMSA) creates a large market which is made up of four counties, Allen, Adams, Dekalb, and Wells. While Allen county contributes the greatest amount of economic activity, the entire SMSA ranks impressively on a nationwide basis:

100th in population
99th in households
95th in effective buying income
94th in total retail sales
51st in per household retail sales

In the metro area for 1976, an annual average of 167,000 people was employed; 10,000 people, or 5.6% of the total labor force, were unemployed. In mid August 1977, the unemployment rate had dropped to 3.5% with employment up to 175,400. 57.6% of metro households have an effective buying income (EBI) between $10,000 and $24,999.

In 1980, total retail sales in the Metro Area are projected to be 62% above the 1975 level. Also, at that time, effective buying income is projected to be 38.5%, and EBI per household is expected to be 34% above 1975 levels.

According to 1972 U.S. Census of Business figures, Allen County accounted for 84.4% of the total payroll for the metropolitan area. Manufacturing was 70.2% of the total payroll for Allen County. Average weekly wages run five or six per cent above the state average in the Fort Wayne Metro Area. Principal payroll days for Fort Wayne industries are Wednesdays, Thursdays, and Fridays, with some offices disbursing on the 15th and last day of the month. 74.6% of all occupied housing units are occupied by their owners, and 61.4% are composed of 2-4 persons. The median age is 28, and persons 18-34 constitute 28.3% of the area population according to 1978 estimates.
Total Retail Sales for the Fort Wayne SMSA continue to increase at $1,306,587,000. The 1972 U.S. Census of Retail Trade showed a total of 2,772 retail establishments in the area. Retail sales per household are $10,545. The measure of purchasing capability, EBI, is $2,057,222,000. That creates a per household figure of $16,604.

In the city proper total retail sales are $946,492 or 72.4% of the SMSA total. Retail sales per household are $14,148. The total EBI of Fort Wayne is $1,029,539,000; 50% of the Metro total, and per household figure is $15,389.

RETAIL TRADE

Fort Wayne has two major existing retail centers. They are Glenbrook Center, 950,000 square feet, and Southtown Mall with 778,000 square feet. Both of the facilities are greater than five miles from the central business district. They support six department stores:

**Glenbrook Center**
- L.S. Ayres 215,000 s.f.
- Sears 150,000 s.f.
- J.C. Penney 170,000 s.f.

**Southtown Mall**
- L.S. Ayres 113,000 s.f.
- Warda 100,000 s.f.
- J.C. Penney 183,000 s.f.

The growth of these major commercial centers has been in response to Fort Wayne's SMSA rapid growth in the 60's on a suburban scale. L.S. Ayres also operates a 250,000 square foot store in the central business district which was purchased from a local independent in 1963.

The major retail activity for the L.S. Ayres company in Fort Wayne is in its two suburban stores and the central store plays a major role in the business control of all three Fort Wayne operations. Several factors indicate a growing market demand:

1) Development of the CBD as a location for office, government, and service oriented commercial activity in a growing urban context

2) Resulting increase in human activity and population in the CBD for business and social reasons.

3) Structuring of the EBI which indicates a possumarket for new products active on an upscale market level for services and goods.
<table>
<thead>
<tr>
<th>Metropolitan Area Data</th>
<th>Ranking Among 300 Largest Metropolitan Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Population</strong></td>
<td></td>
</tr>
<tr>
<td>Fort Wayne SMSA</td>
<td>372,800</td>
</tr>
<tr>
<td></td>
<td>101</td>
</tr>
<tr>
<td><strong>Households</strong></td>
<td></td>
</tr>
<tr>
<td>Fort Wayne SMSA</td>
<td>124,400</td>
</tr>
<tr>
<td></td>
<td>102</td>
</tr>
<tr>
<td><strong>Effective Buying Income</strong></td>
<td></td>
</tr>
<tr>
<td>Total EBI</td>
<td>$2,311,971,000</td>
</tr>
<tr>
<td>Median Households EBI</td>
<td>$17,253</td>
</tr>
<tr>
<td></td>
<td>96</td>
</tr>
<tr>
<td></td>
<td>48</td>
</tr>
<tr>
<td><strong>Retail Sales</strong></td>
<td></td>
</tr>
<tr>
<td>Total Sales</td>
<td>$1,378,565,000</td>
</tr>
<tr>
<td>Per Household</td>
<td>$ 11,082</td>
</tr>
<tr>
<td>Food Store</td>
<td>$ 230,349,000</td>
</tr>
<tr>
<td>Automotive</td>
<td>$ 328,460,000</td>
</tr>
<tr>
<td>Eating and Drinking</td>
<td>$ 154,172,000</td>
</tr>
<tr>
<td>General Merchandise</td>
<td>$ 228,983,000</td>
</tr>
<tr>
<td>Drugstore Sales</td>
<td>$ 41,190,000</td>
</tr>
<tr>
<td>Building Material/</td>
<td></td>
</tr>
<tr>
<td>Hardware Store Sales</td>
<td>$ 52,158,000</td>
</tr>
<tr>
<td>Furniture/Home Furnish-</td>
<td></td>
</tr>
<tr>
<td>ings/Appliance Store</td>
<td>$ 99,170,000</td>
</tr>
<tr>
<td>Sales</td>
<td></td>
</tr>
</tbody>
</table>

## ECONOMIC PROJECTIONS

Population, Employment, Personal Income, and Earnings by Industry
For Fort Wayne SMSA, Selected Years, 1950 - 1990

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Population, Midyear</td>
<td>185,253</td>
<td>274,948</td>
<td>285,100</td>
<td>326,000</td>
<td>387,300</td>
</tr>
<tr>
<td>Per Capita Income (1967 dollars)</td>
<td>2,490</td>
<td>3,746</td>
<td>3,751</td>
<td>5,089</td>
<td>6,529</td>
</tr>
<tr>
<td>Per Capital Income Relative (US = 1.00)</td>
<td>1.21</td>
<td>1.09</td>
<td>1.06</td>
<td>1.06</td>
<td>1.06</td>
</tr>
<tr>
<td>Total Employment</td>
<td>75,542</td>
<td>115,860</td>
<td>152,200</td>
<td>181,000</td>
<td></td>
</tr>
<tr>
<td>Total Personal Income</td>
<td>461,304</td>
<td>1,029,860</td>
<td>1,069,410</td>
<td>1,658,300</td>
<td>2,528,900</td>
</tr>
<tr>
<td>Total Earnings</td>
<td>418,643</td>
<td>981,645</td>
<td>1,006,822</td>
<td>1,551,400</td>
<td>2,293,500</td>
</tr>
<tr>
<td>Agriculture, Forestry &amp; Fisheries</td>
<td>14,389</td>
<td>8,945</td>
<td>10,169</td>
<td>9,900</td>
<td>10,000</td>
</tr>
<tr>
<td>Mining</td>
<td>254</td>
<td>1,427</td>
<td>1,204</td>
<td>1,500</td>
<td>1,800</td>
</tr>
<tr>
<td>Contract Construction</td>
<td>26,442</td>
<td>74,745</td>
<td>66,462</td>
<td>101,000</td>
<td>146,100</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>198,895</td>
<td>419,829</td>
<td>428,543</td>
<td>641,700</td>
<td>899,200</td>
</tr>
<tr>
<td>Trans., Commun. &amp; Public Utilities</td>
<td>36,011</td>
<td>69,546</td>
<td>74,200</td>
<td>108,000</td>
<td>157,700</td>
</tr>
<tr>
<td>Wholesale and Retail Trade</td>
<td>76,549</td>
<td>165,577</td>
<td>164,891</td>
<td>234,600</td>
<td>329,900</td>
</tr>
<tr>
<td>Finance, Insurance &amp; Real Estate</td>
<td>11,101</td>
<td>51,968</td>
<td>55,003</td>
<td>93,200</td>
<td>148,300</td>
</tr>
<tr>
<td>Services</td>
<td>33,147</td>
<td>111,947</td>
<td>118,435</td>
<td>221,300</td>
<td>376,300</td>
</tr>
<tr>
<td>Government</td>
<td>21,856</td>
<td>77,662</td>
<td>87,865</td>
<td>139,700</td>
<td>223,900</td>
</tr>
</tbody>
</table>


* Employment is for 1970.
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>5,871</td>
<td>6,965</td>
<td>7,798</td>
<td>7,872</td>
<td>7,439</td>
<td>8,370</td>
<td>9,260</td>
</tr>
<tr>
<td>February</td>
<td>5,832</td>
<td>6,774</td>
<td>7,327</td>
<td>7,935</td>
<td>7,222</td>
<td>8,798</td>
<td>9,968</td>
</tr>
<tr>
<td>March</td>
<td>8,097</td>
<td>9,160</td>
<td>9,985</td>
<td>10,612</td>
<td>9,717</td>
<td>11,524</td>
<td>13,250</td>
</tr>
<tr>
<td>April</td>
<td>8,719</td>
<td>8,888</td>
<td>10,494</td>
<td>11,387</td>
<td>9,956</td>
<td>12,508</td>
<td>14,274</td>
</tr>
<tr>
<td>May</td>
<td>8,787</td>
<td>10,255</td>
<td>10,866</td>
<td>11,913</td>
<td>11,878</td>
<td>11,968</td>
<td>14,062</td>
</tr>
<tr>
<td>June</td>
<td>9,911</td>
<td>10,077</td>
<td>11,482</td>
<td>11,353</td>
<td>10,892</td>
<td>12,891</td>
<td>13,661</td>
</tr>
<tr>
<td>July</td>
<td>8,554</td>
<td>9,647</td>
<td>10,573</td>
<td>10,997</td>
<td>10,359</td>
<td>11,931</td>
<td>13,791</td>
</tr>
<tr>
<td>August</td>
<td>9,512</td>
<td>10,556</td>
<td>11,512</td>
<td>12,090</td>
<td>11,698</td>
<td>13,056</td>
<td>15,574</td>
</tr>
<tr>
<td>September</td>
<td>8,789</td>
<td>9,991</td>
<td>10,485</td>
<td>11,134</td>
<td>12,002</td>
<td>12,641</td>
<td>14,865</td>
</tr>
<tr>
<td>October</td>
<td>9,144</td>
<td>10,783</td>
<td>11,197</td>
<td>11,528</td>
<td>11,488</td>
<td>13,470</td>
<td>15,268</td>
</tr>
<tr>
<td>November</td>
<td>11,485</td>
<td>12,735</td>
<td>14,421</td>
<td>14,023</td>
<td>14,458</td>
<td>17,128</td>
<td>18,953</td>
</tr>
<tr>
<td>December</td>
<td>16,728</td>
<td>18,350</td>
<td>18,505</td>
<td>18,111</td>
<td>20,900</td>
<td>24,043</td>
<td>28,065</td>
</tr>
<tr>
<td>YEAR</td>
<td>110,929</td>
<td>122,248</td>
<td>134,645</td>
<td>138,995</td>
<td>138,009</td>
<td>158,328</td>
<td>180,991</td>
</tr>
</tbody>
</table>

### RETAIL SALES BY STORE GROUP
**FORT WAYNE METROPOLITAN AREA - 1977**
(In Thousands of Dollars)

<table>
<thead>
<tr>
<th>Area</th>
<th>Total</th>
<th>Food</th>
<th>Eating and Drinking Places</th>
<th>General Merchandise</th>
<th>Furniture Home Furnishings Appliances</th>
<th>Automotive</th>
<th>Drugs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fort Wayne Metro Area</td>
<td>1,378,565</td>
<td>230,349</td>
<td>154,172</td>
<td>228,983</td>
<td>99,170</td>
<td>328,460</td>
<td>41,190</td>
</tr>
<tr>
<td>Adams County</td>
<td>67,151</td>
<td>16,360</td>
<td>6,326</td>
<td>5,563</td>
<td>4,482</td>
<td>11,032</td>
<td>1,992</td>
</tr>
<tr>
<td>ALLEN COUNTY</td>
<td>1,177,143</td>
<td>180,195</td>
<td>136,722</td>
<td>216,303</td>
<td>87,525</td>
<td>278,666</td>
<td>34,874</td>
</tr>
<tr>
<td>DeKalb County</td>
<td>79,382</td>
<td>22,788</td>
<td>6,565</td>
<td>2,438</td>
<td>2,809</td>
<td>23,103</td>
<td>2,240</td>
</tr>
<tr>
<td>Wells County</td>
<td>54,889</td>
<td>11,006</td>
<td>4,559</td>
<td>4,679</td>
<td>4,354</td>
<td>15,659</td>
<td>2,084</td>
</tr>
<tr>
<td>City of Fort Wayne</td>
<td>993,430</td>
<td>134,687</td>
<td>115,348</td>
<td>207,490</td>
<td>80,881</td>
<td>242,857</td>
<td>28,426</td>
</tr>
<tr>
<td>Suburban Total</td>
<td>385,135</td>
<td>95,662</td>
<td>38,824</td>
<td>21,493</td>
<td>18,289</td>
<td>85,603</td>
<td>12,764</td>
</tr>
<tr>
<td>State of Indiana</td>
<td>18,742,079</td>
<td>3,776,943</td>
<td>1,692,754</td>
<td>2,665,563</td>
<td>910,765</td>
<td>4,032,698</td>
<td>589,416</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Area</th>
<th>Total EBI Thousands of Dollars</th>
<th>Median Household EBI</th>
<th>Number of Households Thousands</th>
<th>Per cent of Household by EBI</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fort Wayne SMSA</td>
<td>$2,311,971</td>
<td>$17,253</td>
<td>124.4</td>
<td>5.6</td>
</tr>
<tr>
<td>Adams County</td>
<td>146,554</td>
<td>15,549</td>
<td>8.6</td>
<td>6.2</td>
</tr>
<tr>
<td>ALLEN COUNTY</td>
<td>1,843,090</td>
<td>17,543</td>
<td>96.8</td>
<td>5.5</td>
</tr>
<tr>
<td>City of Fort Wayne</td>
<td>1,158,336</td>
<td>15,331</td>
<td>67.1</td>
<td>6.8</td>
</tr>
<tr>
<td>Dekalb County</td>
<td>170,474</td>
<td>15,589</td>
<td>10.5</td>
<td>5.8</td>
</tr>
<tr>
<td>Wells County</td>
<td>151,853</td>
<td>16,756</td>
<td>8.5</td>
<td>4.9</td>
</tr>
<tr>
<td>Suburban Total</td>
<td>1,153,635</td>
<td>18,816</td>
<td>57.3</td>
<td>4.1</td>
</tr>
<tr>
<td>State of Indiana</td>
<td>26,100,964</td>
<td>13,341</td>
<td>1,803.0</td>
<td>6.1</td>
</tr>
</tbody>
</table>


* (A) $8,000 - $9,999   (B) $10,000 - $14,999   (C) $15,000 - $24,999   (D) $25,000 and over
OFFICE
SPACE MARKET

The major office lease spaces in the Fort Wayne CBD are broken into eight major structures which surprisingly center on Berry street:

1) Summit Square Tower
   924 South Calhoun
2) Fort Wayne National Bldg.
   110 W. Berry
3) Lincoln National Bank Tower
   116 E. Berry
4) Inland Building
   202 W. Berry
5) Commerce Building
   127 W. Berry
6) Medical Center Building
   347 W. Berry
7) Metro Building
   300 W. Berry
8) Anthony Wayne Bank Building
   203 E. Berry

Of the major spaces which make up the market only 50% are less than 20 years old. This may indicate that operation of several of the buildings maybe inefficient. However, rates of occupancy that were supplied are unusually high. Upon completion of the new Summit Square project this situation may change to a more normal market. Taking occupancy rates and applying them to square footages it appears that in the Fort Wayne CBD at present there is a total of about 515,000 sf of lease space, and 452,000 sf of that space is presently occupied. That creates an occupancy rate of 87%.

<table>
<thead>
<tr>
<th>BUILDING</th>
<th>NET OFFICE LEASE SPACE</th>
<th>% OCCUPANCY</th>
<th>DATE OPENED</th>
<th>FLOORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>108,000 sf</td>
<td>-</td>
<td>1980</td>
<td>32</td>
</tr>
<tr>
<td>2</td>
<td>96,522 sf</td>
<td>92%</td>
<td>1969</td>
<td>26</td>
</tr>
<tr>
<td>3</td>
<td>86,040 sf</td>
<td>100%</td>
<td>1930/1961</td>
<td>22</td>
</tr>
<tr>
<td>4</td>
<td>37,480 sf</td>
<td>86%</td>
<td>1947/1976</td>
<td>9</td>
</tr>
<tr>
<td>5</td>
<td>76,475 sf</td>
<td>-</td>
<td>1938</td>
<td>13</td>
</tr>
<tr>
<td>6</td>
<td>42,542 sf</td>
<td>84%</td>
<td>1937</td>
<td>8</td>
</tr>
<tr>
<td>7</td>
<td>84,650 sf</td>
<td>90%</td>
<td>1974</td>
<td>9</td>
</tr>
<tr>
<td>8</td>
<td>89,325 sf</td>
<td>78%</td>
<td>1963</td>
<td>12</td>
</tr>
</tbody>
</table>

*Data has been gathered from managers and leasing agents
FORT WAYNE AREA

Employment of residents in the Fort Wayne Standard Metropolitan Statistical Area increased 400 during the past 30 days to 181,600 at mid-December. A rise of 1,700 since November left 9,900 jobless or a seasonally-adjusted unemployment rate of 5.2 per cent.

JOB SCENE DOMINATED BY STRIKE DEVELOPMENTS

Manufacturing employment at area establishments moved downward in the past month. The bulk of this decline occurred in the electrical machinery industry, where about 1,000 workers had been idled by a labor-management dispute since December 10. A cutback in the "all other durable goods" category was primarily seasonal. The settlement of labor-management disputes, which involved approximately 600 workers at area foundries during the first three weeks of November, caused an increase in the primary metals industry. A rise in the food products industry was minor.

A pickup in the nonmanufacturing division since November was credited to the temporary use of pre-holiday sales help in the retail trade sector.

PAST TWELVE MONTHS WERE PROFITABLE

December employment at nonagricultural establishments was 8,600 above the year-ago figure. Nearly two thirds of this addition was located in the nonmanufacturing division with trade, service, and construction showing the biggest improvement. Growth of business in the transportation equipment industry accounted for much of the manufacturing increase.

JOBLESS DATA SEASONALLY HIGHER

A hike in unemployment during the 30-day interval was linked with seasonal layoffs and the entrance of pre-holiday job-seekers into the labor force. The number of unemployed was up from a year ago as rising employment, in turn, attracted more people seeking work in the job market.

A total of 978 regular claims for unemployment compensation was on file at mid-December. About 41.5 per cent of these claimants were female and 16.6 per cent were nonwhite.

MIXED PROSPECTS IN STORE

Employment is likely to drift lower by mid-March. The nonmanufacturing division will feel the pinch when retail trade and construction undergo seasonal cutbacks. Settlement of the labor-management dispute in the electrical machinery industry would return 1,000 workers to their jobs. Scattered, seasonal layoffs might raise unemployment during the first quarter of the new year.

Kenneth W. Swain

505 East Washington Blvd.

Fort Wayne, Indiana
## Labor Force Status of Area Residents

<table>
<thead>
<tr>
<th></th>
<th>(in thousands)</th>
<th>Change From</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>In Labor Force</td>
<td></td>
<td></td>
<td></td>
<td>+ 2,100</td>
</tr>
<tr>
<td>Employed</td>
<td>191.5</td>
<td>189.4*</td>
<td>176.3</td>
<td></td>
</tr>
<tr>
<td>Unemployed</td>
<td>9.9</td>
<td>8.2</td>
<td>8.2</td>
<td>+ 400</td>
</tr>
<tr>
<td>Unemployment Rate</td>
<td>5.2</td>
<td>4.3</td>
<td>4.7</td>
<td>+ 1,700</td>
</tr>
<tr>
<td>Seasonally Adjusted Rate</td>
<td>(5.4)</td>
<td>(4.9)</td>
<td>(5.0)</td>
<td></td>
</tr>
</tbody>
</table>

## Wage and Salaried Employment in Area Establishments

| Involv. in Labor-Mgmt. Disp. | 1.0 | 0.6 | 0 | + 400 | +1,000 |
| Employed in Nonag. Estab.    | 171.8 | 172.1 | 163.2 | - 300 | +8,600 |

### Manufacturing

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Durable Goods Total</td>
<td>61.4</td>
<td>61.9</td>
<td>58.5</td>
<td>- 500</td>
</tr>
<tr>
<td>Primary Metals</td>
<td>48.7</td>
<td>49.3</td>
<td>46.2</td>
<td>- 600</td>
</tr>
<tr>
<td>Nonelectrical Machinery</td>
<td>5.0</td>
<td>4.3</td>
<td>5.0</td>
<td>+ 700</td>
</tr>
<tr>
<td>Electrical Machinery</td>
<td>7.1</td>
<td>7.1</td>
<td>6.9</td>
<td>0</td>
</tr>
<tr>
<td>Transportation Equipment</td>
<td>13.0</td>
<td>14.0</td>
<td>13.2</td>
<td>- 1,000</td>
</tr>
<tr>
<td>All Other Durables</td>
<td>16.7</td>
<td>16.7</td>
<td>14.5</td>
<td>0</td>
</tr>
<tr>
<td>Nondurable Goods Total</td>
<td>6.9</td>
<td>7.2</td>
<td>6.6</td>
<td>- 300</td>
</tr>
</tbody>
</table>

### Nondurable Goods

| Food Products | 4.4 | 4.3 | 4.2 | + 100 | +400 |
| Printing & Publishing | 1.7 | 1.7 | 1.7 | 0 | 0 |
| Rubber & Misc. Plastics Prod. | 4.8 | 4.8 | 4.7 | 0 | +100 |
| All Other Nondurables | 1.8 | 1.8 | 1.7 | 0 | +100 |

### Nonmanufacturing

| Contract Construction | 7.3 | 7.3 | 6.2 | 0 | +1,100 |
| Trans., Comm., & Utilities | 10.6 | 10.6 | 10.0 | 0 | +600 |
| Trade | 41.2 | 41.0 | 39.2 | + 200 | +2,000 |
| Wholesale | 10.6 | 10.7 | 10.3 | - 100 | +300 |
| Retail | 30.6 | 30.3 | 28.9 | + 300 | +1,700 |
| Fin., Ins., & Real Estate | 9.7 | 9.7 | 9.2 | 0 | +500 |
| Service & Misc., & Mining | 26.1 | 26.1 | 24.7 | 0 | +1,400 |
| Government | 15.5 | 15.5 | 15.4 | 0 | +100 |

*Revised

Labor Force Data show status of workers who live in the area, as in the decennial census. The employed figure includes wage and salaried, self-employed, unpaid family, domestic and agricultural workers, and persons involved in labor-management disputes. Unemployment rates are computed on unrounded data.

Establishment employment is nonagricultural wage and salaried employment in the industries located in the area. Workers are included whether or not residents of the area.

Counties in this Standard Metropolitan Statistical Area are Adams, Allen, DeKalb, and Wells. Labor force component items—employment and unemployment—are adjusted monthly to a six-month moving average of State data from the household survey (CPS) conducted by the U. S. Bureau of the Census. The new method required by the U. S. Bureau of Labor Statistics tends to minimize month-to-month changes and makes 1978 data noncomparable with those for other years. Estimates for nonagricultural wage and salaried employment are not affected by the CPS adjustment and are a comparable series.
111 W. State St.
Chicago, Illinois
37251

February 19, 1979

Mr. Mark S. Balay
Project Manager
Columbia Development Corp.
123 W. Columbia St.
Fort Wayne, Indiana 46802

Dear Mr. Balay,

This letter is in response to your request for a confirmation of the decisions made by the board of directors of Marshall Field & Company February 12th following your presentation at the previous Wednesday's meeting.

It is my pleasure to inform you that we have decided to take a positive course of action towards the operation of a new Marshall Field's store in central Fort Wayne as an integral part of your planned commercial complex. We have also developed guidelines which we will express our best business interests and set down the basis for a good business relationship between our corporation and your organization:

1) Marshall Field & Company will become owner of the department store facility at the completion of the construction operations.
2) We retain final approval of design and working drawings by our chosen representatives.
3) Target opening date for our facility will tentatively be June of 1982.

This date sets an active pace for development of our portion of the complex so please contact our legal department immediately to formalize operating relationships.

Sincerely,

Benjamin Walter
Second Vice-President Operations

BAW:msb
SPACE PLANNING

PRELIMINARY SPACE REQUIREMENTS

Major Department Store 200,000 s.f.
Retail/Food/Theatre/Entertainment 250,000 s.f.
+30% people & mech. space 135,000 s.f.
Office Lease Space 200,000 s.f.
+10% people & mech. space 20,000 s.f.
Parking (1000 spaces) 350,000 s.f.

Preliminary Total 1,155,000 s.f.

Ground Space 350,000 s.f.

PHASE ONE

The development of this portion of the project will make available:

COMMERCIAL SPACE 178,000 SF
OFFICE SPACE 110,000 SF
PARKING FACILITY 275,000 SF
DEPARTMENT STORE 212,000 SF

total 765,000 SF
PHASE ONE
CONSTRUCTION COSTS

Department Store
(212,000 SF) $7,738,000

*PEARL STREET ARCADE*

Commercial Space
(178,000 SF) $4,316,000

Public Space
(71,000 SF)

Escalators 6 units at $51,000 306,000
Elevators 3 units at $47,000 141,000
Blg. Restoration & Fitting 60,000
Arched Bays and Glazing 100,000 $607,000

Office Space
(110,000 SF) $4,471,500

Parking Garage
(275,000 SF) $4,475,000

sub total $21,608,000

SOFT COSTS

Financing Fees 2% 432,160
Appraisal Fees 25% 54,200
Developers Fees 3% 650,400
Leasing Fees 4% 864,320
Design Fees 6% 1,296,480
Inspection Fees 1% 216,080

sub total $3,513,640

TOTAL PHASE ONE PROJECT COST $25,121,640

*excluding land costs

(information is taken from Means and Dodge Building Cost Publications, 1978 & 1979)
PHASE TWO
CONSTRUCTION COSTS

*MAIN STREET ARCADE*

Commercial Space
(64,500 SF) $2,064,000

Office Space
(27,200 SF) $1,105,680

sub total $3,169,680

SOFT COSTS

Financing Fees 2% 63,394
Appraisal Fees .25% 7,924
Developers Fees 3% 95,091
Leasing Fees 4% 126,788
Design Fees 6% 190,182
Inspection Fees 1% 31,697

sub total $515,076

TOTAL PHASE TWO PROJECT COST $3,684,756*

*excluding land costs

(information is taken from Means and Dodge Building Cost Publications, 1978 & 1979)
**PHASE THREE**

**CONSTRUCTION COSTS**

*MAIN STREET OFFICE COMPLEX*

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office Space (100,000 SF)</td>
<td>$4,065,000</td>
</tr>
<tr>
<td>Parking Garage Space (70,000 SF)</td>
<td>$1,790,000</td>
</tr>
<tr>
<td><strong>Sub total</strong></td>
<td><strong>$5,855,000</strong></td>
</tr>
</tbody>
</table>

**SOFT COSTS**

- Financing Fees 2%: $117,100
- Appraisal Fees .25%: $14,638
- Developers Fees 3%: $175,650
- Leasing Fees 4%: $234,200
- Design Fees 6%: $351,300
- Inspection Fees 1%: $58,500

| **Sub total**       | **$931,438** |

**TOTAL PHASE THREE PROJECT COST**: $6,786,438 *

*excluding land costs

*(information is taken from Means and Dodge Building Cost Publications, 1978 & 1979)*
SPACE RATIO
LEASE/PUBLIC
100 COLUMBIA CENTER

"A Built Commercial Environment Which adds to a Growing
Urban Context and Celebrates the Festive Urban Language
of the Past."

- Office Community
- New Commercial Center
- Historical Commercial Center
- Festival Spaces
- Parking

Developed Spaces

- Commercial Leasable Space

<table>
<thead>
<tr>
<th>Main Arcade</th>
<th>2nd Phase Arcade</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>52,650 s.f.</td>
<td>24,600 s.f.</td>
<td>3</td>
</tr>
<tr>
<td>53,650 s.f.</td>
<td>23,300 s.f.</td>
<td>2</td>
</tr>
<tr>
<td>46,000 s.f.</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td><strong>152,300 s.f.</strong></td>
<td><strong>47,900 s.f.</strong></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL 200,200 s.f.</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Nonleasable Public & Support Space

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>11,930 s.f.</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>12,450 s.f.</td>
<td>6,400 s.f.</td>
<td>2</td>
</tr>
<tr>
<td>47,650 s.f.</td>
<td>10,200 s.f.</td>
<td></td>
</tr>
<tr>
<td><strong>71,030 s.f.</strong></td>
<td><strong>16,600 s.f.</strong></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL 87,630 s.f.</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Major Dept. Store Gross Space

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTAL 200,000 s.f.</td>
</tr>
</tbody>
</table>

RELATIONSHIP

The nonleasable space is 18% of total commercial space.

(These figures do not involve square footage of service system)
Lincoln National Development Corp.
1300 South Clinton Street
Fort Wayne, Indiana 46801

March 3, 1979

Mr. Mark S. Balay
Project Manager
Columbia Development Corporation
123 W. Columbia St.
Fort Wayne, Indiana 46802

Dear Mr. Balay,

Our analysis of your proposed project on a conceptual basis has been completed and we wish to meet with you and your representatives to discuss the role which we feel Lincoln National Development Corporation can play in the realization of 100 Columbia Center.

On a civic scale, Lincoln National Corporation, as a portion of the central business district office community is greatly encouraged by a complex of historical sensitivity and commercial potential. We stand firmly behind the reestablishment of a thriving urban community in downtown Fort Wayne.

Financially speaking, at present, our interest is to negotiate wholesale short term equity for construction and design purposes. Since our role in this project may become sizable we also wish to have a hand in the land package which you have assembled for the complex. May I suggest March 27th as a meeting where we may decide some of these questions. Please contact me to confirm a time of day and formal agenda.

Sincerely,

William Bower
President
Lincoln National Development Corp.

WB:msb
PROGRAM CONTENTS

1.0 MANIFESTO
  .1 Identification of Project & Goals

2.0 GEOGRAPHICAL LOCATION
  .1 State
  .2 Metropolitan Area
  .3 City Limits
  .4 Central Business District
  .5 Aerial Photos
  .6 Site Plan

3.0 HISTORICAL BACKGROUND
  .1 "Columbia Street Story"
  .2 Aerial View

4.0 CBD-Survey of Services
  .1 Map
  .2 City Revitalization Program

5.0 EXISTING BUILDING SURVEY
  .1 Map & List
  .2 Photo Orientation

6.0 CITY PLANNING
  .1 Urban Renewal Plan

7.0 CLIMATE
  .1 Weather Tables

8.0 PEDESTRIAN & VEHICLE TRAFFIC
  .1 Analysis
  .2 Traffic Count Map
  .3 Festival Pedestrian Map

9.0 USERS
  .1 Population & User Description
  .2 Diagram

10.0 SPACE REQUIREMENTS
  .1 Definition of Spaces
  .2 Determination of Facilities/S.F.
  .3 Retail Lease Space Diagram
  .4 Office Lease Space Diagram
  .5 Major Department Store Diagram
  .6 Parking & Vehicle Traffic Diagram

11.0 BUILDING TYPE STUDY
  .1 Case Studies
  .2 Conclusions
IDENTIFICATION of
PROJECT & GOALS

The main goal of this project is to contribute positively to the ongoing redevelopment in the urban core of the city. Problems must be defined to be solved; my project as an addition to the CBD must offer a portion of that solution to work successfully both in principal and financially.

Fort Wayne went through an amazing period of growth in the 50's and 60's, which moved great numbers of people into the greater metropolitan area and called for the expansion of commercial services to the community. This demand was met by the development of southern and northern commercial nodes first in the form of strip centers and soon by enclosed mall developments. This redistribution of service and population density presented a problem to the CBD. A commercial center must have people using its facilities to survive. Over the past few years the retail community has reached a low energy equilibrium of service and consumption with the people living near the urban core and workers in the businesses who have their offices downtown.

Recently the trend has been for the urban core to become a central location for the arts in the metropolitan community. This along with the growing centralization of offices into the CBD has rekindled interest in an urban way of life in the entire community. To accomplish a full circle of services offered in the CBD it could follow to offer a support of growing office space available and an attractive urban commercial environment which will not only encourage businesses to locate in the CBD but also make it attractive to the individual as a work and leisure environment, in the city center.

As my thesis project I wish to stabilize and develop an established but struggling historical commercial district along with a new commercial facility which offers both retail and office commercial centers. With this as a goal I must support my development's success with careful coordination between the developing CBD as a whole and my project to avoid duplication of services. Also, the historical district I am working with one of the focal points of an annual festival called the Three Rivers Festival. This established connection should be further developed in the new facilities.
CENTRAL BUSINESS DISTRICT
HISTORICAL BACKGROUND

A portion of the chosen site is known as "The Landing." This area is designated by the city as a historical district and new construction and removal of buildings must be approved by the city council. This block has a rich history that dates to the beginnings of the city.

Excerpts from The Columbia Street Story by Roy Bates

Columbia Street, the cradle of metropolitan Fort Wayne, leaves only one block of itself to remind how a community grew out of the wagon tracks... Change, which has raked away so many of Fort Wayne's landmarks over the years, also delivered a bonus in the form of a complete business block—the last frontage of a street that contributed more to the development of a metropolitan community than perhaps any other in the country.... This authentic "old town" drew its name from the busy docks of the Wabash and Erie Canal and is all that remains of Columbia Street... Like the city that grew up around it, Columbia Street, dating back 146 years, was a consequence of nature... the digging of the Wabash and Erie Canal brought an excitement to that age perhaps comparable to the present conquest of space.... And the canal came alongside and made Columbia Street. However, Columbia Street seemed to have dictated the off-compass platting of the downtown.

This block of Columbia Street handled much of the canal traffic because it neighbored the Orbison Basin, a lagoon that actually cut off the northeastern corner of Harrison and Columbia Streets...

When the Wabash and Erie Canal was abandoned in 1882, outmoded by superior transportation facilities of the railroads, Columbia Street was still in luck—the Nickel Plate Railroad quickly followed its route through Fort Wayne... When the interurban came and flourished, Columbia Street again was a ringside street—squeezed between the Nickel Plate and tracks down the center of the pavement that served as a connecting artery for most of the interurban traffic through the city—the first terminal was just a few steps away from the landing on Pearl Street.

Change began to creep along the street early in the 20th century, like age upon a dowager, and after the close of World War II a dissipation of interests that had once attracted the Tri-State area moved into the area of redevelopment rapidly.

Buildings were requisitioned by progress and leveled. An area bounded by Clinton, Lafayette and Main streets and the Norfolk & Western Railroad was earmarked for the Fort Wayne Fine Arts complex. The block bounded by Calhoun, Clinton and Main streets and the Railroad was chosen as the site of the City County Building. On Aug. 11, 1970 it was proposed to develop a six acre formal park in the tract just east of the City-County Building...

All that is left of once teeming Columbia Street, in its block long western terminus that has been adopted by Urban Redevelopment as The Landing— an area once distinguished by the canal docks. Until 1963 this nostalgic stretch of the old city had been eyed as a parking area to serve government and the fine arts. Late in that year, an interest developed in the preservation of the 100 block of West Columbia Street...

The block came officially to the attention of city councilmen the evening of March 23, 1965. They suspended rules to set aside the old business block as a historical project and passed an ordinance to that end. When the mall began to flower along the Landing there were some misgivings that any part of the old street could shake off the stigma of deterioration... Busy and unkempt as it must have been its heyday in history, the Landing never looked so good to weary travelers as they moved across the docks of the old Wabash & Erie Canal.

Conclusion

This publication was written at a time when interest in the Landing was great and political structure favored the project with community dollars. Unfortunately following administrations found less and less interest in the Landing after initial improvements were completed. Businessmen and building owners were put to the task of financial survival in the central business district. In 1968 the first Three Rivers Festival was held in Fort Wayne. This popular event has been a great financial boost to the business community of the Landing, but it has also put a great strain on the physical facilities which were not designed to handle festival crowds. Fortunately, at present a complete rebuilding of sidewalks and street is under construction which will solve pedestrian problems on Columbia Street proper. However, fire by arson in 1974 destroyed 3 buildings on the block. This left the area in a state of financial limbo for the last 4 years.
Structures #1 thru #14 are in a classified historic district. Alteration or demolition of buildings must be approved by the city planning office.

#1 Drug Building (vacant)
#2 Jack Lee Building (offices)
#3 Lawyers Building (offices)
#4 Pickle/Canal House (restaurant)
#5 Fisher Building (warehouse)
#6 Blue Mountain (coffeehouse)
#7 Mole Hole (retail store)
#8 Mother's (jazz bar)
#9 (vacant)
#10 (vacant)
#11 (beauty supply warehouse)
#12One Rosemarie's Alley (office/retail)
#13 County Welfare Department (office)
#14 B&B Loan (retail store)
#15 Business Supply Co. (retail)
#16 622 Calhoun (offices)
#17 Riegela's (cigar store)
#18 (vacant)
#19 White Cross Supply/ Shoe Repair Shop (retail)
#20 Elmer's (bar)
#21 Farrish Barber Shop (two stores vacant)
#22 Wayne Hovey Co. (warehouse)
#23 Interurban Terminal (warehouse)
#24 Rathskeller (bar)
#25 National Cigar & Lunch (retail)
#26 (vacant)
#27 Vachon's (bar)
#28 Canton Laundry
#29 Wayne Hovey Co. (warehouse)
#30 All Star Printing (retail)
#31 Adult Bookstore
#32 Up the Street (bar)
#33 Needham's Business Machines (vacant)
#34 (vacant)
#35 Pioneer Barber Supply (vacant)
#37 Danny's (bar)
#38 Florist Supply (warehouse)
#39 (vacant)
#40 (Star Bowling Supply)
#41 Brateman's (clothing retail)
#42 Circle (bar)
#43 Cat's Meow (disco)
#44 Stoner's Magic Shop
#45 Loui's Chop Suey (restr.~)
POPULATION INFORMATION

This information is taken from the 1970 census which is rather dated now but can be looked at in terms of patterned relationships. Most information is expressed in terms of both city and county.

1) Total Population
   City & County: 280,455
   City: 177,671

2) Family Units
   City & County: 69,416
   City: 43,685

3) No. of Children (less than 18)
   City & County: 98,277
   City: 57,447

4) People Employed in City Limits: 108,520

5) People Employed in C.B.D.: 27,305

6) White collar collar
   Workers in City: 39,159

USES

In this type of facility, human involvement is classified into four classifications for analysis:

Public- These people are the final decision-makers in the distribution of dollars for services and goods. The public appears as a tourist, shopper, watcher, etc. There are a myriad of situations that bring the public into this type of facility.

Owners

They are at the originating end of the commercial cycle. Owners depend on the activity of the system to provide them with a profit. Therefore, they are looking for a framework of commercial activity that promotes consumption by the public. An owner can play two roles: one as an owner of the building and another as owner of the business. The owner is at the top of the management system.

Office Occupants

The person who works in an office in this facility plays a two-fold function in the facility. He works and consumes. As a portion of this role, he demands an equilibrium separation of the two functions. He is a part of a service operation in the office and a member of the consuming public in second.

Workers

The worker is a part of the commercial machinery. He spends a set portion of time in the commercial environment performing a supportive role which is basic directly or indirectly to commercial activity. How comfortable a worker feels performing his task relates to the success of commercial activity, and this is how he relates to the facility.
DETERMINATION of

FACILITIES

Planning of facilities looks at the complex as a whole. This is a crucial economic factor in the life-blood of the multi-use facility, financial success. Much energy goes into the research work which determines what balance of facilities offering services and goods will work. The project must work within the urban context, not compete.

In evaluation of the needs and capabilities of the urban core as a draw for the metropolitan area of Fort Wayne; I have developed these facilities as prerequisites in the planning and design of the project.

These units will make up the economic core of the project. They are the mechanisms of intense economic activity which play a major role in a successful central business district.

PRELIMINARY SPACE

REQUIREMENTS

<table>
<thead>
<tr>
<th>Facility</th>
<th>Square Feet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major Department Store</td>
<td>250,000 s.f.</td>
</tr>
<tr>
<td>Retail/Theatre</td>
<td>300,000 s.f.</td>
</tr>
<tr>
<td>&gt;30% people &amp; mech. space</td>
<td>165,000 s.f.</td>
</tr>
<tr>
<td>Office Lease Space</td>
<td>300,000 s.f.</td>
</tr>
<tr>
<td>&gt;10% People/ Mech. Space</td>
<td>50,000 s.f.</td>
</tr>
<tr>
<td>Parking 6,000 spaces</td>
<td>275,000 s.f.</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,325,000 s.f.</strong></td>
</tr>
<tr>
<td><strong>Site Area</strong></td>
<td><strong>325,000 s.f.</strong></td>
</tr>
<tr>
<td><strong>Ground Space</strong></td>
<td><strong>2,650,000 s.f.</strong></td>
</tr>
</tbody>
</table>

FACILITIES TO BE INCLUDED

1 Up class Department Store
Retail Lease Space
Food Service
Fast Food
Sit-down specialty
Theatre, Movie/Dinner
Office Lease Space
Historical Center
Parking

DEFINITION of
SPACES

I am simply trying to create six basic space orientations. I have left out many supportive concerns pending further development of the program and design.

These functioning spaces are:

OFFICE COMMUNITY

NEW COMMERCIAL CENTER

HISTORICAL COMMERCIAL CENTER

FESTIVAL SPACES

PARKING

STREETS

CHARACTER

Office Community

1) variety in lease space, small to corporate
2) image reinforcement
3) parking
4) food

New Commercial Center

1) lease space
2) transition vertical/ horizontal
3) entertainment
4) food
5) parking
6) shelter/entry
7) control point
8) festival spaces
9) pre-committed permanent retail establishments
10) interior streets

Historical Commercial Center

1) privately owned retail space & buildings
2) lease space (retail & office)
3) streets
4) parking
5) festival spaces

Festival Spaces

1) temporary shelter & focal points
2) party areas (collectors)
3) heavy user circulation

Parking

1) meet city demands
2) circulation to other facilities
3) convenience
4) service vehicles
5) security

Streets

1) public vehicle traffic
2) pedestrian traffic
3) service vehicle traffic
4) public mass transport vehicles
DETERMINATION OF FACILITIES

Planning of facilities looks at the complex as a whole. This is a crucial economic factor in the lifeblood of the multi-use facility, financial success. Much energy goes into the research work which determines what balance of facilities offering services and goods will work. The project must work within the urban context, not compete.

In evaluation of the needs and capabilities of the urban core as a draw for the metropolitan area of Port 'ayne; I have developed these facilities as prerequisites in the planning and design of the project.

These units will make up the economic core of the project. They are the mechanism of intense economic activity which plays a major role in a successful central business district.

USE OF FACILITIES

One of the limiting factors with commercial activity in a CBD area is that many city center functions operate on an eight hour basis. Most retail and commercial facilities operate on a 12 hour basis or at off hours to the daily routine. Because of the high concentration of offices in the CBD user density fluctuates greatly. It is necessary to plan facilities into the project which will maintain a viable number of users in the complex during off hours. This is highly important to commercial, retail, activity, and also to the cultural quality of the urban core.

FACILITIES TO BE INCLUDED

1. Up Class Department Store
2. Retail Lease Space
3. Food Service
   - Fast Food
   - Sit-down specialty
4. Theatre, Movie/ Dinner
5. Office Lease Space
6. Historical Center
7. Entertainment Facility
8. Parking
WATER TOWER PLACE

Location: Chicago, Illinois
Project: Architect: Robert Brauer

1) Problem: seven floors of small and medium-sized shops make up the core and grand atrium space of this shop flanked by two large department stores, Lord & Taylor and Marshall Field's, which isolate the core shops from the outside by placing them two floors up and in the middle. How can the shopper be attracted to this space.

Solution: The architect's answer was to create a cascading garden with two floors of escalators, plants and fountains that begin at the street level and lead up to a the main floor of a grand atrium. In practice this process has proven itself well as it leads in shoppers.

2) The great atrium is a series of balconies around a central shaft with a clear glass elevator penetrating up the center of the space which attracts great attention. Escalators lead up one side of the atrium.

3) Space for the atrium and lease space for the smaller shops were determined by what was left over after the needs of the two large stores were filled.

4) There is a 10 story base with 22 floors of hotel and 44 floors of luxury condominiums rising above the base in a tower.

5) In the atrium area economic planning lead to a minimisation of public space and maximization of rentable space, yet the sense of much public space is quite evident.

6) Within the rental there was a standard set up for graphics on storefronts and this proved to be a disadvantage more than anything else.

7) Also included in the base are two floors of offices, restaurants, and a theater.
BUTLER SQUARE

Location: Minneapolis, Minnesota
Architect: Miller, Hansen, Westerbeck, Bell, Architects Inc.

1) Renovation of a 500,000 sq.ft. warehouse into retail, hotel, and office uses.
2) The site is a city block adjacent to prime downtown land.
3) Structural System—existing Douglas Fir columns and beams.
4) Mechanical system—central HVAC distributed under new raised floor.
5) Major materials—glass, recycled wood, tile carpeting.
6) Cost of completed work about $20/sq.ft.
7) This building built in 1906 was listed on the national register of historic places, but was approved for reuse.
8) First two floors are retail shops, upper seven floors are office space.
9) Hotel portion of the building has not yet begun construction.
10) The original structure was designed for 300 lb/sq.ft. and was sandblasted for reuse. Since each floor contained 20,000 sq.ft. which was deemed excessive for office space, several central bays were removed to create an atrium through the center of the building, penetrating to the roof.

11) Due to the historical nature of the building minimal changes were carried out on the exterior of the building. Changes were made in window openings to allow floor to ceiling windows and at the ground level openings were expanded downward to allow ground level entrances to pedestrians. The building itself occupies nearly the entire block within its walls so minimal sitework was also in character. Pedestrian walkways, and banners, and graphic structures add to the identity of the renovation project.
BROADWAY PLAZA

Location: Los Angeles, California
Architects: Charles Luckman

1) Architect calls this project a "megastructure.
2) In 1971 it was predicted that 18,000 people would go through the project daily; the actual average has been about 40,000 persons, and the office space is 1/3 occupied.
3) 4,500 plus cars use the parking facilities daily and 50% of the traffic comes from suburban communities. There are 8 parking levels.
4) Facts:
   - Size: 4.5 acres
   - Cost: $85,000,000
   - 250,000 s.f. department store
   - 2 level skylighted galleria
   - 23-story Hyatt Regency hotel
   - 32-story, 77,000 s.f. office building
   - 2,000 car parking facility
   - Six levels above department store and two below

5) This complex is proven to be a financial success:
   "It has been forcefully demonstrated that the increased rents which must be paid in a downtown complex are offset by greater sales volume. Broadway Plaza proves that if a developer spends the money to create a public space downtown that people want to be in, and architects and planners make it attractive, people will come and spend their time and money."

6) The principal public space is a galleria that reaches a height of 50 ft., divided into two levels. The entire complex is linked on the 4 base levels including 2 levels indicated as A and B which are used to house hotel meeting and banquet facilities, the employee facilities, subterranean parking, loading and storage area and the central mechanical plant. The garden and plaza levels interconnect the mall, office tower, department store, and hotel.

![Diagram of Broadway Plaza layout](image-url)
ZION CENTER

Location: Salt Lake City, Utah
Architect: Gruen Associates

1) Center is located near tourist attractions and within five blocks of all major hotels.
2) Site occupies one entire block which is oversized at 10 acres. This creates a large central area which is entered from all four sides.
3) Replaces old accepted downtown department store, Zion's Cooperative Mercantile Institution, with a new four story facility for the company. The main entrance to the department store reuses the original cast iron facade of the old department store.

4) Six floors of parking accessible from three of the four surrounding streets, which supply parking for the mall space and the 27 floors of office space.
5) Building was under construction in 1973 at an expected cost of $35,000,000.
Design Information

The following list of publications are what I found to be the 10 best sources of information for my project; all are very relative to the idea of an urban mall project, and present data in a readily usable fashion.


5) Rudofsky, Bernard; Streets for People; Garden City, New York; Double Day & Co.; 1969.

6) Weant, Robert A.; Parking Garage Planning and Operation; Westport Conn. ENO Foundation for Transportation; 1976.

FORT WAYNE SOURCES

7) Ankenbruck, John; Twentieth Century History of Fort Wayne; Fort Wayne, Indiana, Historical Fort Wayne Inc.; 1975.

8) Fort Wayne Data Book; Fort Wayne Horizons Council; Fort Wayne Chamber of Commerce, 1978.

9) Urban Redevelopment Guidelines & Plans (revised); City of Fort Wayne; 1978.

10) Fort Wayne; Golden Zone Market; Fort Wayne Newspapers, Inc.; 1977.
Contacts

The following people counseled and assisted me during the design process and should be valuable to persons seeking similar information.

Patrick J. Sullivan
Director of Technical Services
City-County Building 7th Floor
1 Main St., Fort Wayne, Indiana
(a good source of physical information concerning sites)

Jerry Callahan
City Planning Department
City-County Building 8th Floor
1 Main St., Fort Wayne, Indiana
(a very knowledgable person concerning the current Urban Renewal Plan and City Involvement in the CBD business sector)

Mark Akers
Fort Wayne Horizons Council
Chamber of Commerce
826 N. Ewing St., Fort Wayne, Ind.
(Mark's assignment is keeping in touch with business and labor markets in the Fort Wayne area)

William F. Bower
President-Lincoln National Development Corp.
1300 S. Clinton, Fort Wayne, Indiana
(as a lending institution L.N.D.C. has experience in involvement and evaluation of development projects)

Faculty Consultants: B.S.U.

Professor: Jack E. Wyman
Outside Critic: Bruce F. Meyer
Assistance: David Hermansen