A HOTEL FOR DOWNTOWN INDIANAPOLIS

THOMAS FERRI

THESIS 82
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CREDITS

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A SPECIAL THANKS TO:
MY PARENTS FOR THEIR SUPPORT
JOE VESPO FOR THE TYPING
GENERAL BACKGROUND

The success of a new hotel in Downtown Indianapolis is dependent upon future room demand levels, and its ability to capture these levels. Below is a brief summary of factors that will effect the room demand level in Downtown.

Convention/Sports Center

Currently the Downtown hotels capture nearly half of the convention room demand, being responsible for an annual room-night demand of over 500,000. However, with the addition of 250,000 sq. ft. of convention space, and a 60,000 seat domed stadium to the existing structure by 1984, the room-night demand would be well over 750,000 a year.

White River Park

This 250 acre urban State Park, located just West of Downtown Indianapolis, is to be completed in stages, with final completion by 1990. Among the many features of this park are: A performing arts center, a botanical garden, a 70 acre zoo, amusement area and a marina. An excess of 6,350,000 visitors a year are expected to attend the park.

National Amateur Sports Center

Indianapolis is currently in the process of becoming a center for major sporting events. Recently built facilities in the downtown area include the 6,000 seat Aquatic Center, and the 10,000 seat Track and Field Stadium. These complexes, along with Market Square Arena (seating 16,000–19,000) and the Indianapolis Sports Center (a 10,000 seat Tennis Stadium), enabled Indianapolis to win the bid for the 1982 National Sports Festival.
DESIGN GOALS

Development of an Urban Environment

1. Create a building environment that will reinforce the activities of downtown Indianapolis.
2. Initiate a process that would attempt to solve urban problems.

Design within the Context of Indianapolis

1. Be responsive and respectful to the State Capitol Building, an historic Indiana landmark.
2. Continue and enhance the street front activities of Washington Street.
3. Encourage pedestrian traffic through the structure, creating a stronger connection between the Convention Center/Stadium Complex and Downtown.

Create an Exciting Interior Environment

1. Re-introduce the Grand Hotel Lobby as a place for social interaction.
2. Create a spacious area(s) which could accommodate a variety of activities, both planned and spontaneous.
3. Constantly have a sense of the exterior and the cityscape.
Indianapolis, the capital of Indiana, is the most centrally located of the Nation's top 100 metropolitan areas. It is within a day's drive of half the country's population, which makes Indianapolis a prime candidate for conventions, tourist attractions, sporting and other special events.
Indianapolis, with a population over 700,000, is at the crossroads of more interstate highways than any other major city. The regional center of Indianapolis (5.4 sq. miles in area) employs 20% of employees of the metropolitan area (400 sq. miles), and contains the local offices of Federal, State, and local government. Also, many sporting and cultural events occur in the center.
DOWNTOWN

Downtown Indianapolis, "The Mile Square", centers itself on the Monument Circle and originally had four diagonal avenues radiating out one block from the Circle. On axis with the Circle is the State Capitol to the west and Market Square to the east.

The main circulation axes of downtown are Meridian and Washington Streets. Meridian Street is the major north-south axis of Indianapolis, intersects with the Circle. Washington Street, the National Road (US 40), passes one block south of the Circle, and is the major East-West axis.
DOWNTOWN DISTRICTS

State Capitol Complex
Concentration of State Government Offices with over 6,000 employees

1. Indiana State Capitol (1873-1888)
   Limestone Renaissance structure with copper dome.
2. State Office Building (1960)
   Horizontal bands of glass and limestone.

Monument Circle
The center of Indianapolis, built as a War Memorial, recently renovated streetscape with brick paving and plantings.

3. Soldiers and Sailors Monument (1889-1902)
   284 foot limestone monument, with several limestone sculptures.

Financial District
Intense office development consisting of financial and insurance establishments.

4. Blue Cross and Blue Shield (1971)
   16 story granite and limestone structure.
   38 story limestone structure.
6. Indiana Bell Telephone Co. (1975)
   Blue reflective glass
7. American Fletcher National Bank
   (proposed 40 stories-1985)
   37 story structure with a skin of glass and metal panels.

Market Square
A complex which includes a market, an arena and local government offices.

9. City Market (1886/1975)
   Brick structure with clerestory
10. Market Square Arena (1972-1975)
    Concrete and metal panels
11. City County Building (1960-1962)
    28 story glass spandrel building.

Retail District
Washington Street has become the most intensely concentrated retail core of Downtown, beginning west of the City-County Building and terminating at Merchants Plaza.

    22 story red brick structure

Other Buildings

13. Convention Center (1972)
    Precast concrete panels.
14. Union Station (1886-1888)
    Red brick and pink granite romanesque revival structure.
15. Indiana Theater (1927)
    Terra cotta facade.
16. United States Post Office and Court House (1902-05/1936-38)
    Neo-classical limestone building.
North

On axis with the site is the Indiana State Capitol. To the left of the Capitol, dominating the remaining buildings of the State Capitol Complex, is the 13 story State Office Building under construction, and the recently dark glass clad office building.

East

The entire east side of the site faces directly into Merchants Plaza, which consists of offices, retail spaces, and a 500 room Hyatt Regency Hotel. The white terra cotta building across the street from Merchants Plaza is the Indiana Theater, home of the Indiana Repertory Theater.
ADJACENT CONTEXT

South

The Convention Center is the primary focus on the south side. However, when the Stadium addition to the south of the Center is completed, the Stadium will be the primary focus point.

West

Currently the worst side of the site, the west side is occupied by a parking lot, a fire stations, and an old office building. When the White River Park is completed, this will be one of the best views.
Pedestrian

The major influx of pedestrian traffic around the site is currently generated from the parking lot currently on the site, to the Convention Center and Merchants Plaza. A noticeable amount of pedestrian traffic along Washington Street exists during the lunch hours. However, the pedestrian traffic doesn't start to become heavy until one passes East of Capitol Avenue.

Vehicular

Vehicular traffic is extremely heavy on the northern edge of the site on Washington Street, and moderately heavy on Capitol Avenue. Traffic on Maryland Street and Senate Avenue is very light. With the addition of the Stadium, traffic flow will increase substantially around the site, especially on Capitol Avenue.
The most desirable view is directly north towards the Capitol. A view to the Circle would be very desirable, but difficult to achieve because of the location of Merchants Plaza. The view to the West (the White River Park) promises to be an excellent view in the future. Even though the stadium will improve the view to the south, the view would be the least favorable of those offered.
The hotel for downtown Indianapolis is to include the following spaces:

- Hotel
  - 500 Guest Rooms
  - Lobby
  - Health Club

- Direct
  - Hotel Guests
    - Businessmen, Conventioneers,
      - Tourists
  - Restaurant Diners/Drinkers
  - Convention Groups
    - Small/Large - Form/Informal
  - Tourists and Visitors
    - From White River Park
    - From the Stadium
    - Tourists in General
  - Movie Goers
  - Shoppers
  - Office Workers

- Staff
  - Administrators
  - Security Personnel
  - Kitchen Staff
  - Maintenance Staff
  - Maids and Porter
  - Waiters and Waitresses
  - Parking Attendants
  - Shop Clerks

- Indirect
  - Delivery Men
  - Garbage Men
  - Taxi-Drivers
  - Equipment Maintenance Men
  - Landscape Maintenance
  - Emergency Personnel

The Hotel and its facilities will be used by a wide variety of users as described below.
## Space Summary

### Hotel (500 Rooms)

<table>
<thead>
<tr>
<th>Space</th>
<th>Square Feet</th>
<th>Total Square Feet</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Public Space</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lobby</td>
<td>5,500</td>
<td></td>
</tr>
<tr>
<td>Front Office</td>
<td>500</td>
<td></td>
</tr>
<tr>
<td>Corridor's Adjoining</td>
<td>1,200</td>
<td>7,200</td>
</tr>
<tr>
<td>Men's Toilets for Guests</td>
<td>620</td>
<td></td>
</tr>
<tr>
<td>Women's Toilets for Guests</td>
<td>700</td>
<td></td>
</tr>
<tr>
<td>Coat Checkroom</td>
<td>500</td>
<td></td>
</tr>
<tr>
<td>Bellman's Checkroom</td>
<td>1,200</td>
<td>2,020</td>
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</table>

### Health Club

<table>
<thead>
<tr>
<th>Space</th>
<th>Square Feet</th>
<th>Total Square Feet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pool</td>
<td>2,800</td>
<td></td>
</tr>
<tr>
<td>Pool Deck</td>
<td>6,000</td>
<td></td>
</tr>
<tr>
<td>Men's Lockers</td>
<td>1,000</td>
<td></td>
</tr>
<tr>
<td>Women's Lockers</td>
<td>1,000</td>
<td></td>
</tr>
<tr>
<td>Lounge</td>
<td>1,000</td>
<td></td>
</tr>
<tr>
<td>Exercise Room</td>
<td>800</td>
<td></td>
</tr>
<tr>
<td>Mechanical</td>
<td>300</td>
<td></td>
</tr>
<tr>
<td>Storage</td>
<td>150</td>
<td></td>
</tr>
<tr>
<td>Manager's Office</td>
<td>120</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>12,270</td>
<td></td>
</tr>
</tbody>
</table>

### Food and Beverage Service Space

<table>
<thead>
<tr>
<th>Space</th>
<th>Square Feet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lobby</td>
<td>1,500</td>
</tr>
<tr>
<td>Main Dining Room (220 Seats)</td>
<td>5,000</td>
</tr>
<tr>
<td>Main Kitchen</td>
<td>2,250</td>
</tr>
<tr>
<td>Bake Shop</td>
<td>500</td>
</tr>
<tr>
<td>Coffee Shop (200 Seats)</td>
<td>3,500</td>
</tr>
<tr>
<td>Bar and Cocktail Lounge</td>
<td>4,000</td>
</tr>
<tr>
<td>Rooftop Dining</td>
<td>3,500</td>
</tr>
<tr>
<td>Kitchen</td>
<td>1,600</td>
</tr>
<tr>
<td>Rooftop Bar</td>
<td>2,000</td>
</tr>
<tr>
<td>Private Dining/Meeting Rooms</td>
<td>3,500</td>
</tr>
<tr>
<td>Banquet Ballroom</td>
<td>10,000</td>
</tr>
<tr>
<td>Foyer</td>
<td>1,700</td>
</tr>
<tr>
<td>Storage</td>
<td>1,000</td>
</tr>
<tr>
<td>Service Pantry</td>
<td>2,400</td>
</tr>
<tr>
<td>Employees' Dining Room</td>
<td>1,000</td>
</tr>
<tr>
<td>Steward's Storeroom</td>
<td>1,000</td>
</tr>
<tr>
<td>Beverage Storeroom</td>
<td>800</td>
</tr>
<tr>
<td>Receiving Room</td>
<td>800</td>
</tr>
<tr>
<td>Garbage Room</td>
<td>350</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>46,400</td>
</tr>
</tbody>
</table>

### Guest Room Space

<table>
<thead>
<tr>
<th>Space</th>
<th>Square Feet</th>
</tr>
</thead>
<tbody>
<tr>
<td>500 Rooms</td>
<td>200,000</td>
</tr>
<tr>
<td>Auxiliary Space (Stairs, Elevators, Maid Closets, Walls, Partitions, Etc.)</td>
<td>80,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>280,000</td>
</tr>
</tbody>
</table>
# SPACE SUMMARY

<table>
<thead>
<tr>
<th></th>
<th>Total Square Feet</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>General Service Space</strong></td>
<td></td>
</tr>
<tr>
<td>Manager's Office</td>
<td>150</td>
</tr>
<tr>
<td>Secretary's Office</td>
<td>100</td>
</tr>
<tr>
<td>Accounting Office</td>
<td>300</td>
</tr>
<tr>
<td>Sales and Reservations Offices</td>
<td>140</td>
</tr>
<tr>
<td>Linen Room</td>
<td>2,000</td>
</tr>
<tr>
<td>Laundry</td>
<td>3,500</td>
</tr>
<tr>
<td>Men's Toilets and Lockerroom</td>
<td>2,500</td>
</tr>
<tr>
<td>Women's Toilets and Lockerroom</td>
<td>2,500</td>
</tr>
<tr>
<td>Maintenance Shop</td>
<td>2,000</td>
</tr>
<tr>
<td>Furniture Storage</td>
<td>1,250</td>
</tr>
<tr>
<td>Records Storeroom</td>
<td>1,000</td>
</tr>
<tr>
<td>General Storeroom</td>
<td>3,000</td>
</tr>
<tr>
<td>Boiler Room</td>
<td>3,000</td>
</tr>
<tr>
<td>Water Heater Tank Space</td>
<td>1,000</td>
</tr>
<tr>
<td>Fuel Storage</td>
<td>1,000</td>
</tr>
<tr>
<td><strong>Total Hotel Space</strong></td>
<td>371,330</td>
</tr>
</tbody>
</table>

| **Commercial Spaces**     |                   |
| Retail (24 Bays)          | 28,800            |
| Nightclub                 | 6,000             |
| Sports Club Lounge        | 1,500             |
| Food Specialty Shops (2-6)| 2,500             |
| Movie Theaters (2)        | 6,800             |
| Common Space/Circulation  | 10,000            |
| **Parking (1,200 spaces)**| 360,000           |
| **Total Complex Space**   | 786,930           |
PLANNING OBJECTIVES

Arcade
The Arcade is to provide a visually strong point of orientation. It is to create a street-like atmosphere for the commercial functions, and at the same time, it is to tie the commercial functions and the hotel functions into one entity.

Exterior Plaza
The Plaza should be a continuation of the public areas of the hotel. There should be a strong connection between the Plaza and the dining areas of the food specialty area to encourage outdoor dining. By providing green space, sun, and a degree of openness to the site, the Plaza should create a pleasant atmosphere for downtown employees, hotel guests, and conventioneers.

Meeting/Private Dining Rooms
These are to be semi-formal spaces used for lectures, conferences, meetings and an occasional cocktail party. Direct access from the lobby and guestrooms is desirable. Also, a pantry should be adjacent to the area.

Lobby
The major space of the hotel is its lobby. It should have an atmosphere that will create a positive and lasting impression on the guest. The organization of the lobby should be such that the Registration Desk and the elevators are easily located.

Ballroom
This space should be a spacious and flexible area capable of accommodating formal entertainment, banquets, and meetings. The Ball Room needs to have some separation from the more casual areas of the hotel. Also, it needs a pre-function space that serves as a place to gather, have cocktails, or to register for meetings. The Ball Room should also have a kitchen or pantry available.

Night Club
This night club is to be a place of entertainment for hotel guests and local clientele. It should attract office workers and others to stay in or come back to downtown after business hours. It should have some separation from the hotel and be close to a street level entrance.
PLANNING OBJECTIVES

Movie Theaters
The movie theaters are to provide an alternative form of entertainment, especially since there are no other movie theaters in downtown. The theaters will be an interesting diversion from work, shopping, meetings, touring, etc.

Rooftop Restaurant and Lounge
A dramatic dimension to dining and drinking, in an elegant yet comfortable atmosphere with a panoramic view of the city.

Food Specialties Area
This area should include Delicatessens, Sandwich Shops, Ice Cream Parlors, etc. These casual and inexpensive food establishments should open out to both interior and exterior dining/seating areas.

Lobby Lounge
Located in, or adjacent to the lobby, the Lobby Lounge should be a place to relax, have a drink and observe people. It should be visible and easily reached. It should also have a clear view of the Lobby and Lobby entrance, since it could also be a meeting place or a place to wait for a car.

Restaurant
A formal enclosed space with the restaurant theme decor. It should include a holding bar, and have a "special" view.

Coffee Shop
The Coffee Shop is the most basic and busiest food and beverage outlet in a hotel. It has been traditionally a meeting place for guests. Therefore, it needs to be highly visible and easily reached.
PLANNING OBJECTIVES

The Sportsman's Bar
This bar is to cater directly to the stadium users' needs. It is to be a place to meet after a football game and discuss "strategies". It should have a casual and relaxed atmosphere and have a strong connection to the stadium.

Health Club
The Health Club, which would include a pool, exercise/weight room, sauna and Jacuzzi, would be a major part of the hotel's selling package. It would be operated by the hotel for its guests and members. It should be a place to relax, to have a vigorous workout during one's lunch hour, or just a place to socialize with a select group. The pool must have direct sunlight, and be accessible during the winter months.

Commercial Areas
Retail functions should be separated from the main lobby but easily accessible. The commercial area should include an elite group of stores and services catering to the needs of hotel guests, conventioners, and the general shopper in order to provide the revenue and activity needed to support the facility. It should also be an extension of the downtown shopping district, attracting more people to the facility, as well as encouraging guests and conventioners to experience more of downtown.

Guestrooms
The Guestroom has a definite impact on the entire design of the hotel. It is its major form giver. Its form should be determined from influence from the site, climate, guest and service areas, natural lighting, and circulation requirements. The tower and Atrium solution adapt well to urban and restricted sites.

The guestrooms should be a "second home" to the guests, having abundant floor space to imply luxury. The guest room should include a sitting area with a pleasant exterior view, and have an intermediate area between the bathroom and the room.
My first approach to the project was to ask myself, what can I do that will set this building apart from other hotels? Also, how can I make this hotel uniquely for Indianapolis, rather than a prototype that can fit into any context? I had a unique context to deal with, among the issues were: The relationship to the State Capitol, the Merchant Plaza, the Convention Center, and the urbanity of downtown Indianapolis. By concentrating on the relationship to the Capitol, creating a humanistic scale for the pedestrian traffic (especially on Washington Street), and creating pleasant and interesting site lines, many potential design concepts evolved. The next step was to tie these major concepts (along with the minor concepts) together to create a design unity that could be easily recognized.
CONCEPTS

CIRCULATION

Capitol
White River Park
Convention Center

Downtown

WASHING

Step up to Downtown

humanistic scale

VIEWs

View Capitol from Arcade

View from Convention Center Lobby

ZONING

Pool
Rest
Restaurant
Retail
Rest
Arcade
Meeting Rms
Hotel Lobby/Ret.
Ballroom/Theater
Parking

Retail
Retail
Tower
Arcade
Tower
Dining
Hotel
Lobby
Plaza
Convention Center Lobby
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