ONE
FRANKLIN
PLACE

TAMPA,  FLORIDA
ONE FRANKLIN PLACE
TAMPA, FLORIDA

VIEW LOOKING EAST DOWN CASS STREET

PAUL MEIER
BALL STATE UNIVERSITY
COLLEGE OF ARCHITECTURE & PLANNING

FIFTH YEAR PROJECT
1981-82
Objectives ............... 1
Program Summary .......... 4
Site Analysis ............. 6
Concepts .................. 17
Elevations ................ 19
Plans ....................... 20
Plaza Axonometric ......... 39
Interior Perspective ....... 41
Building Section .......... 42
Apartment Types .......... 43
HVAC ....................... 45
Precast Panels .......... 47
Structure .................. 49
Credits ..................... 51
Postscript ................. 52
OBJECTIVES

FUNCTIONAL OBJECTIVES

*To create a highly dynamic and active place in downtown Tampa through a unique blend of commercial, office and residential activities

RESIDENTIAL

*To provide a safe and pleasant living environment
*To provide some type of interaction with the outdoor environment for each unit
*To provide suitable facilities for recreation and leisure activities
*To provide some type of day care facility

OFFICE

*To provide efficient and flexible office space
*To provide suitable views to the outdoors for the psychological well being of workers

COMMERCIAL

*To provide a viable and energetic commercial center to draw people into the building
*To provide some of the basic goods and services required by building residents
*To invite pedestrian participation through the use of shop windows, displays, graphics or entrances
*To provide a wide range of activities that would populate the center on a round-the-clock basis

PLAZA

*To create a lively activity area where people can gather and relax, eat, window shop, be entertained, watch others, etc.
*To provide a flexible open space which would be able to suit a wide range of functions from exhibitions to musical entertainment

VERTICAL TRANSPORTATION

* Separate public and residential elevators
* To zone or stagger elevators to expedite service
*To provide a gateway into the existing Franklin Street Mall

*To create a terminal or end point to the northern end of the pedestrian mall

*To escape the corporate images of steel and reflective glass towers, as exhibited by several of the newer structures on the southern end of the mall, through the use of more traditional materials

*To utilize some type of sunscreen, over-hang, or louver to reduce solar heat gain

*To create a unity of form through the use of a common material and a common geometry or rhythm

*To see that the building has a sense of human scale, particularly at the street level
ASSUMPTIONS

* Assume that the land is readily available
* Assume that there is a party interested in developing this land
* Assume that the financial resources are readily available for development
* Assume that it would be relatively easy and inexpensive to get variances to span across streets
**PROGRAM SUMMARY**

- Total Building Area: 1,065,428
- Parking (Four Levels @ 199,500 Square Feet): 798,000
- Plaza: 21,504
- Wading Pool and Deck: 13,750
- Childrens' Play Area: 15,800

**TOTAL BUILT AREA**: 1,914,480
**TOTAL SITE AREA**: 160,000

<table>
<thead>
<tr>
<th>Office</th>
<th>Quantity</th>
<th>Net Square Feet</th>
<th>Total Square Feet</th>
</tr>
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<td>2</td>
<td>14,720</td>
<td>20,200</td>
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<tr>
<td>5th Floor</td>
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<td>14,720</td>
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<tr>
<td>6th Floor</td>
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<tr>
<td>7th Floor</td>
<td>2</td>
<td>14,720</td>
<td>20,200</td>
</tr>
<tr>
<td>8th Floor</td>
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<td>10,688</td>
<td>33,400</td>
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<td>9th Floor</td>
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<td>7,912</td>
<td>23,600</td>
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<td>12th Floor</td>
<td>2</td>
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<tr>
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<td>2</td>
<td>7,912</td>
<td>23,600</td>
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<tr>
<td>14th Floor</td>
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<td>7,912</td>
<td>23,600</td>
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<tr>
<td>15th Floor</td>
<td>2</td>
<td>4,488</td>
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<tr>
<td>16th Floor</td>
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**Subtotal**: 408,476
# PROGRAM SUMMARY

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<td>3rd Floor</td>
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<td>58,700</td>
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<table>
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<td>Apartments</td>
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<td>Health</td>
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<td>Day Care</td>
<td>2,550</td>
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<td>5th Floor</td>
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<td></td>
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<td>Apartments</td>
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<td>Apartments</td>
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SOLAR ANGLES

**WINTER (DEC. 22)**

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<th>ALTITUDE</th>
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<td>146°-30'</td>
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<td>8 4</td>
<td>126°-0'</td>
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<td>7 5</td>
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**FALL/SPRING (SEP 23/MAR 21)**

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<th>ALTITUDE</th>
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<td>60°-0'</td>
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<td>131°-0'</td>
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<td>8 4</td>
<td>106°-0'</td>
<td>25°-30'</td>
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<td>6 6</td>
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</table>

**SUMMER (JUNE 22)**

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<td>83°-30'</td>
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<tr>
<td>11:40</td>
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<td>82°-0'</td>
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<td>11</td>
<td>112°-30'</td>
<td>75°-0'</td>
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<td>8 4</td>
<td>81°-30'</td>
<td>36°-30'</td>
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<tr>
<td>8 7</td>
<td>62°-30'</td>
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</tr>
</tbody>
</table>
Mean Daily Solar Radiation (langley)

Mean % of Sunshine
Annual = 68%

Mean Monthly Temperature
Average Winter Temperature
= 66.4°
Mean Daily Solar Radiation (langley)

Mean % of Sunshine
Annual = 68%

Mean Monthly Temperature
Average Winter Temperature = 66.4°
SITE ANALYSIS

PREVAILING WIND DIRECTIONS AND WIND SPEED (mph)

ANNUAL

MEAN MONTHLY PRECIPITATION

Annual precipitation = 52.4"
MEAN MONTHLY HUMIDITY %

HEATING DEGREE DAYS

base = 65°

<table>
<thead>
<tr>
<th>Month</th>
<th>Degree Days</th>
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</thead>
<tbody>
<tr>
<td>Jan</td>
<td>202</td>
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<tr>
<td>Feb</td>
<td>148</td>
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<tr>
<td>Mar</td>
<td>102</td>
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<tr>
<td>Apr</td>
<td>0</td>
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<tr>
<td>May</td>
<td>0</td>
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<tr>
<td>June</td>
<td>0</td>
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<tr>
<td>July</td>
<td>0</td>
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<tr>
<td>Aug</td>
<td>0</td>
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<tr>
<td>Sept</td>
<td>0</td>
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<td>Oct</td>
<td>0</td>
</tr>
<tr>
<td>Nov</td>
<td>60</td>
</tr>
<tr>
<td>Dec</td>
<td>171</td>
</tr>
<tr>
<td>Annual</td>
<td>683</td>
</tr>
</tbody>
</table>

OUTDOOR DESIGN CONDITIONS

Winter dry bulb 35°
Summer dry bulb 65°
Winter wet bulb 70°
SITE ANALYSIS
PRINCIPLE BUILDING USES

RETAIL  Re
OFFICE  Of
HOTEL  Ht
PARKING  Pk

CHURCH  Ch
GOVERNMENT  Gv
MUSEUM/LIBRARY  Ml
CONVENTION CENTER  Cc

COMMERCIAL HIGH RISE ZONE
SITE ANALYSIS

HARD/SOFT BUILDINGS

HARD

SOFT
DESIGN APPROACH

The design was approached from two directions simultaneously. First, it was looked at conceptually. After concepts were decided upon, a developmental approach was used. This approach focused on providing an overall framework for the prospective office or commercial tenant to work within. The undulating building envelope is an outshoot of these approaches. It signifies a flexible membrane that may be manipulated by the lessee within the provided framework or structure.

DESIGN PROCESS

The process that has been utilized leads to a series of decisions and re-evaluations bonded only by the available time and resources. In the case of this project, the major restriction was the nine-month school year.
CONCEPT

GATEWAY: A gateway into the downtown is created on the north facade by the recessed entrance and by the rather monolithic facade form. The large sloping glass openings flanked by the elevator and mechanical cores provide an added emphasis on the entrance and the axis created by the pedestrian mall.

MALL TERMINUS: The building and the plaza create an end point and a sense of enclosure to the mall it its northern most point.

BUILDING ENVELOPE: The floor plans show the building envelope to be an undulating surface; this is meant to show the pedestrian pressure as previously mentioned and also to show that it may be responding to individual shopkeeper's needs. Whether he needs a secondary entrance to his shop or a storefront, an opaque wall, or a storefront window, he can be accommodated.

CIRCULATION: The building envelope responds to pedestrian traffic situations by flexing inward or outward as the pedestrian traffic or pressure dictates just as a water balloon responds to a finger pushed into it.

TERRACED APARTMENTS: By terracing the apartments, each unit has access to the sun, and it allows the building to step back off of the plaza instead of looming over it like a vertical wall.

ARTIFICIAL LIGHT HOUSE: The building is a four story structure with a flat roof. The light is handled in a soft elliptical form. The material has been considered in the selection of the material for the frame and the glass. The colors are pulled from the plaza.

Also, the building is designed to enhance the building at the north terminus of the mall. When entering from the floor of the plaza sensor is created.

The plaza and the building are in the same building; maintaining a certain color. For example, the shopkeeper may use green as a characteristic color for the building. The store by the shopkeeper is not necessarily a color scheme like the building and the plaza. The colors may differ.

The colors may also be used to break the building into segments more easily. The building may be divided on the basis of color. These colors may influence the shop with which the building is associated.

COLOR: The colors used in the building are somewhat similar to the colors used in the environment. For example, the building is a projection of the colors found in the environment.

The measures interfered in the building, the paths of movement and the action are all evident. Therefore, the building is a projection of the environment, of the surrounding environment.
ARTICULATION: Even though the structure houses several different functions and is a highly articulated three-dimensional form, it has a sense of unity. Precast concrete, an ordered geometry based on the structural bay sizes, creates a framework against which things can be pulled out or pushed in.

Also, the third floor which encircles the building, acts as a belt and ties the whole complex together as a cohesive whole. When combined with the first and second floors, it creates a base in the classical sense of a tripartite skyscraper scheme.

The precast panels also reflect a change in the building's function while maintaining a similar overall geometry. For example, the office panels are characterized by six rectangular windows in the anonymous language typically associated with offices, the residential by an extraction of a double hung sash window on the north or the habitat like Mediterranean forms on the south elevation.

The commercial floors provide a blend of patterns to break the overall scale of the building into more easily digestable elements to the pedestrians on the sidewalk. Also, you will notice that these panels are more open at the sidewalk to invite people to participate with displays, shop windows and entrances.

COLOR AS A METAPHOR: Color is employed in somewhat the same manner that Michael Graves uses color as a metaphor, to reflect the environment components or surroundings of a project.

<table>
<thead>
<tr>
<th>Color</th>
<th>Metaphor</th>
</tr>
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<tbody>
<tr>
<td>terra cotta</td>
<td>earth</td>
</tr>
<tr>
<td>blues</td>
<td>water and sky</td>
</tr>
<tr>
<td>yellow</td>
<td>sun</td>
</tr>
<tr>
<td>white</td>
<td>neutral background</td>
</tr>
</tbody>
</table>

Therefore, the red earth tiles to be used in the plaza and for most major circulation paths reflects the earth on which we all stand; the blue reflective glass reflects the sky and water, typical of the Florida environment. And, the warm yellows mirror the sun's warmth.
The north elevation shows evidence of several basic concepts. First, it creates a gateway into the mall through the use of the twin elevator/mechanical cores and the terracing of the adjacent structure. Second, the various types of facade articulation differentiate the major functions. Also, the third floor completes the pedestal of the tower floors and acts to unify the whole complex into a cohesive form. Because the north elevation is shaded most of the day, large open areas of glass are used in the open residential atrium in the center. At night, these sloped glass walls provide an exciting view of the interior to the approaching traffic on Franklin Street.
The south and east elevations similarly exhibit the basic concepts of unity of form and articulated function. The east elevation, with the structure in its context, reveals that even though it is a large mass, it is not totally out of proportion to many of its neighbors. The south elevations show the Mediterranean flavor of the terraced apartments.
The four levels of below-grade parking are connected to the street level by spiral concrete ramps as shown in this plan of the first lower level. All other vertical circulation is achieved by the two-way sloping ramps. Parking is zoned to house the more public oriented parking at the upper levels and the more private areas in the lower levels.
The first floor provides over 47,000 square feet of rentable commercial space. It is the most easily accessible floor to the public, so it should house facilities that have a large public interaction and remain open till the later hours of the evening. This plan also shows how the building skin might flex in reaction to external pressures of pedestrian circulation. Concrete pavers point out major pedestrian street crossings which are controlled by existing traffic lights.
The second floor contains 67,000 square feet of retail area and amenities such as fountains, plantings, seating and restrooms. Also, visual accessibility to the first and third floors is created through the use of openings in the floor slabs.
The third floor provides 58,000 square feet of retail area, some of which may provide some of the basic needs to the residential units directly above. A verindale tross span the street below making the outer retail areas accessible to each other and bridging the whole complex together.
At the fourth floor, the building breaks into three components: residential section and two office areas. In the residential section, it is the only floor accessible from the public elevators. All other elevators are controlled by either a key or card security system. Also, this level may have a security area just outside the elevator lobbies if necessary.
Day Care Center

1. classroom
2. restrooms
3. kitchen
4. isolation
5. nursery
6. lobby
7. laundromat
8. outdoor playground
9. indoor playground
10. public areas

Health Facility

11. reception
12. jacuzzi
13. women's locker room
14. men's locker room

15. wading pool and sundeck
The apartment units begin to terrace back at the fifth floor, allowing the building to step back away from the public plaza below. The central service core consisting of the elevator lobby, restrooms and pipe chases is apparent in the office tower plan.
Public Meeting Room
1. meeting room
2. restrooms
3. kitchen
4. coat/storage room

Health facility
5. billiards
6. equipment storage
7. first aid
8. weights
9. exercise area

FIFTH FLOOR

FIFTH-SIXTH FLOORS
At the sixth floor, evidence of the stepping back of the apartment units has caused a lessening of the public space which corresponds with the emphasis on singles toward the upper levels and the emphasis on families at the lower levels. The lower levels contain more three and four bedroom units while the upper levels have more one and two bedroom apartments.
1. garden area (semi-private)
2. craft or meeting area
3. storage
4. office

SIXTH FLOOR

SEVENTH–TENTH FLOORS
The eleventh floor is the very top most level of the residential area and it is characterized by small one and two bedroom apartments. Also, the public areas have virtually vanished, replaced by small openings to view down the atrium area.
HVAC SCHEMATIC

Three or four pipe system with central chilling plants.

HVAC areas are located at the east and west ends and at the top most level of the residential units. Located adjacent to the elevator cores are the main vertical supply and return lines. The horizontal supply and returns are located beneath the pedestrian circulation walks. Each apartment unit has its own fresh air supply and return.

In the office towers, the HVAC units are staggered from north to south and at every other floor. These units supply both the immediate floor they occupy and the floor directly below.
PRECAST PANELS

A lightweight insulated concrete panel provides unity and cohesiveness to the exterior elevations. Also, it is designed to respond to orientation and the horizontal members allow for some shading of the glass areas.
STRUCTURAL SYSTEM

The structural system typically utilized is a column and two-way slab with a 32' x 32' typical bay size. The slab is approximately 12" thick and can be turned down at the edges if necessary. Also, beams can easily be placed within the slab as conditions dictate. At the residential units bearing walls of masonry units or poured-in-place concrete replace the columns where necessary. A verindale truss spans the streets at the third floor.
CREDITS

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Jack Wyman - Professor of Architecture, Ball State University,
Muncie, Indiana
POST SCRIPT

As in any project, the ideas contained within this brochure have been limited by the time span available, in this case, the nine-month school year. Therefore, the project still has certain details and ideas not totally worked out to my satisfaction or hold outs from earlier decisions which are no longer relevant to the design as it exists today. However, I can say that I am satisfied by these results when the magnitude of the project is compared to the very limited time and feedback that has been available.