RIVERVIEW PLAZA

EVANSVILLE, INDIANA.

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LANDSCAPE ARCHITECTURAL THESIS
BALL STATE UNIVERSITY
ANALYSIS AND DESIGN FOR THE RIVERVIEW COMMERCE CENTRE
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<td>126</td>
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<td>53</td>
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<td>129</td>
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1. INTRODUCTION
The proposed development of the Riverview Commerce Centre in Evansville, Indiana, begins to formulate new possibilities for the improvements on neglected land located along the riverfront in the heart of the downtown area. There are a number of problems that are existing today in the area, and more will be created as the Riverview Commerce Centre reaches the planning and design stages. There are many diverse and probable solutions to solving some of these problems; however, it is the solution that best serves the community's needs that is of question. The clients and the community have certain ideas and expectations of how this area may best serve the people and it is the designer's desire to respond to their needs.

The Riverview Commerce Centre starts to provide solutions to specific downtown needs. The estimated $40-50 million development will consist of:

-A Hilton Hotel complex of 500 rooms

-Four new office buildings each containing 30,000 to 50,000 square feet of office space. Three of these buildings will house regional offices of major coal companies, and one will house offices of independent coal operators and related companies.

-A new office building containing about 200,000 square feet of floor space.

-A residential condominium with about 40,000 to 50,000 square feet.

-A parking garage to accommodate 2,000 to 2,500 vehicles.

-A roof-top pedestrian plaza over the garage providing visual and physical connection to the river. An exhibition hall and a helicopter landing pad will also be located in the plaza.

-An enclosed skywalk connecting all buildings
The design and development of this project will deal primarily with the plaza and the area surrounding the proposed buildings and their locations. A master plan of what will be called the Riverview Plaza shall be developed. In addition to the master plan, background information in the form of this text, analysis maps and general construction drawings with a number of typical details of particular items will be presented.
II. EVANSVILLE, INDIANA
Evansville, Indiana, possess the potential to expand into an important Midwest commercial and industrial center. The advantage of transportation, communications, rich farm and forest land, the vital oil-coal-water power complex and skilled workers remain basic factors in today's prosperous economy and future growth forecasts.

LOCATION

Evansville is located in Vanderburgh County, in southwestern Indiana, on the north shore of the Ohio River.

LATITUDE 38°03’N.
LONGITUDE 87°32’W.

Evansville is one of the top locations in the United States in favorability of transport cost to the national market.

292 miles south of Chicago
167 miles southwest of Indianapolis
126 miles west of Louisville
156 miles north of Nashville
170 miles east of St. Louis

Positioned at the border of the East North Central Region of the United States and the East South Central Region, with dual bridges over the Ohio River, Evansville serves as a north-south gateway.

(Metropolitan Evansville Chamber of Commerce, 1977,p.1.)
POPULATION

<table>
<thead>
<tr>
<th>(U.S. CENSUS)</th>
<th>EVANSVILLE</th>
<th>VANDERBURGH</th>
<th>EVANSVILLE</th>
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<tbody>
<tr>
<td></td>
<td>CORP. CITY</td>
<td>COUNTY</td>
<td>S.M.S.A.</td>
</tr>
<tr>
<td>1940</td>
<td>97,062</td>
<td>130,783</td>
<td>227,129</td>
</tr>
<tr>
<td>1950</td>
<td>128,636</td>
<td>160,422</td>
<td>263,202</td>
</tr>
<tr>
<td>1960</td>
<td>141,543</td>
<td>165,794</td>
<td>272,053</td>
</tr>
<tr>
<td>1970</td>
<td>138,764</td>
<td>168,772</td>
<td>284,959</td>
</tr>
<tr>
<td>1970 White</td>
<td>128,380</td>
<td>158,188</td>
<td>270,016</td>
</tr>
<tr>
<td>1970 Negro</td>
<td>10,102</td>
<td>10,279</td>
<td>14,505</td>
</tr>
<tr>
<td>1970 Other</td>
<td>282</td>
<td>305</td>
<td>438</td>
</tr>
<tr>
<td>1970 % Non-White</td>
<td>7.5</td>
<td>6.3</td>
<td>6.6</td>
</tr>
<tr>
<td>1975 (July 1 Prov.)</td>
<td>133,566</td>
<td>163,000</td>
<td>287,500</td>
</tr>
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INCOME (1974 U.S. CENSUS ESTIMATE)

FER CAPITA INCOME $4,244

(Real Estate Research Corporation, May 1973, p.5.)

PHYSICAL CHARACTERISTICS

AVERAGE ALTITUDE 385.5 feet above sea level

AREA Evansville (corporate city) 37 square miles
Vanderburgh County 241 square miles
Evansville S.M.S.A. 1,975 square miles

TOPOGRAPHY Northern and western portions of the county are hilly with
predominant elevations of 400' to 500'. Croplands along the Ohio
River, in the flood plain, are flat with elevations around 380'.

SOILS Mostly silt loams and silty clay loams with some sandy loams.
Generally suitable for agriculture.

OIL & COAL RESOURCES Evansville is the natural geographic heart of
rich coal fields producing some 250 million tons annually.
Estimated reserves - 290 billion tons.

Evansville is centered in the Illinois Oil Basin which produces
more than 53 million barrels a year. As the economic center for
the area, Evansville is the location of 150 producing or related
firms.
FLOOD CONTROL  The Ohio River crested at 53.75 feet at Evansville in the 1937 flood. Next highest crests recorded since 1884 were 48.4 feet in 1913 and 48.3 in 1945. Since 1937, the elevated Riverside Boulevard and flood wall through the downtown area have been constructed to protect against several feet above the 1937 crest. (Metropolitan Evansville Chamber of Commerce, 1977, p.1.)

CLIMATE

Prevailing wind direction is from the south. Strong cold winds sometimes blow from the north and northwest following cold frontal passages, but as soon as the high pressure ridge moves by, moderation usually begins with the wind backing through west and again into the south.

Since temperature and precipitation both depend to a great extent on the frequency of storm and frontal passages, there is considerable variations in seasonal and monthly temperature and precipitation from year to year. On the average, precipitation is fairly evenly distributed throughout the year except for a noticeably smaller average in late summer and early autumn months.

AVERAGE TEMPERATURES
(Based on a 40-year period)

<table>
<thead>
<tr>
<th>Month</th>
<th>Maximum</th>
<th>Minimum</th>
<th>Mean</th>
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<tbody>
<tr>
<td>January</td>
<td>41.8°F</td>
<td>25.8°F</td>
<td>33.8°F</td>
</tr>
<tr>
<td>February</td>
<td>44.3</td>
<td>27.5</td>
<td>35.9</td>
</tr>
<tr>
<td>March</td>
<td>54.8</td>
<td>36.4</td>
<td>45.6</td>
</tr>
<tr>
<td>April</td>
<td>66.1</td>
<td>46.3</td>
<td>56.2</td>
</tr>
<tr>
<td>May</td>
<td>76.2</td>
<td>55.9</td>
<td>66.1</td>
</tr>
<tr>
<td>June</td>
<td>85.2</td>
<td>64.9</td>
<td>75.1</td>
</tr>
<tr>
<td>July</td>
<td>88.7</td>
<td>68.7</td>
<td>78.7</td>
</tr>
<tr>
<td>August</td>
<td>87.2</td>
<td>66.9</td>
<td>77.1</td>
</tr>
<tr>
<td>September</td>
<td>81.3</td>
<td>59.8</td>
<td>70.6</td>
</tr>
<tr>
<td>October</td>
<td>70.3</td>
<td>48.1</td>
<td>59.2</td>
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<tr>
<td>November</td>
<td>55.2</td>
<td>37.1</td>
<td>46.2</td>
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<tr>
<td>December</td>
<td>43.8</td>
<td>28.6</td>
<td>36.2</td>
</tr>
<tr>
<td>Annual</td>
<td>66.2</td>
<td>47.2</td>
<td>56.7</td>
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MEAN TOTAL PRECIPITATION
(Based on a 40-year period)

<table>
<thead>
<tr>
<th>Month</th>
<th>Inches</th>
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<tr>
<td>January</td>
<td>3.67</td>
</tr>
<tr>
<td>February</td>
<td>3.18</td>
</tr>
<tr>
<td>March</td>
<td>4.30</td>
</tr>
<tr>
<td>April</td>
<td>3.97</td>
</tr>
<tr>
<td>May</td>
<td>4.05</td>
</tr>
<tr>
<td>June</td>
<td>3.86</td>
</tr>
<tr>
<td>July</td>
<td>3.42</td>
</tr>
<tr>
<td>August</td>
<td>3.20</td>
</tr>
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<td>September</td>
<td>3.10</td>
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<td>October</td>
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<td>November</td>
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<tr>
<td>December</td>
<td>3.39</td>
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<tr>
<td>Annual</td>
<td>42.28</td>
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(1975 Local Climatological Data Evansville, Indiana. U.S. Department of Commerce National Oceanic and Atmospheric Administration.)

Severe storms are rather infrequent. Some wind damage occurs each year. The tornado frequency would probable be less than one every ten years. Snowfall varies greatly from year to year, as do rainfall and temperature. Total annual snowfall for the past 40 years ranged from 2.4" to 37.7", for an average of 13.0". Snowfall of two or more inches are infrequent and are usually melted and gone within a day or two. (Metropolitan Evansville Chamber of Commerce, 1977, p.2.)

Evansville's climate lends itself to outdoor recreational activities on a year-round basis. In the summer months, swimming, boating and water sports attract large followings. Although it is good to be in Evansville at any season, Autumn has special charms. Southern Indiana's magnificent stands of hardwoods paint the rolling hills with color.
TRANSPORTATION

RIVER

The Ohio River carries more tonnage than any inland body of water in the world. It is in year-round service in contrast to more northern waters where navigation is suspended during the winter months. For the past seventy years, the Ohio River has frozen over an average of once in eleven years and even at those times navigation was suspended for only a few days. (Metropolitan Evansville Chamber of Commerce, 1977, p.3.)

There are five major barge lines serving Evansville:
American Commercial Barge Lines
The Ohio River Company
Union Barge Line
Valley Lines, INC.
Ohio Barge Line, INC.

Southwind Maritime Centre, located 15 miles west of Evansville on Indiana 62, is a port/industrial court along the Ohio River. The mile-long water frontage has facilities for handling industrial and agricultural chemicals, sand, gravel, bulk cement, coal, grain, steel products, and general cargo; it has a full service marina for repairs, services and storage.

There is excellent service to overland markets with L&N Railroad lead-in track and port highway into the site. The 1,150 acre site provides ample space for industrial development. (Indiana Port Commission, Brochure)

RIVER-RAIL

Mead Johnson Terminal Corporation, on the Ohio River at Evansville has complete modern mechanical facilities for transfer of materials from barge to rail, rail to barge, barge to truck and barge to barge.
Warehouse and open storage facilities are also provided at the Terminal.

Babcock and Wilcox, power generating equipment manufacturer located west of Evansville on the Ohio River, serves as a major transfer point for any firms with heavy cargoes travelling via inexpensive barge on the Ohio and Mississippi Rivers for transfer to rail. They have two 500 ton capacity, cranes that are larger than any at the major port of New Orleans.

HIGHWAYS

U.S. 41 -- North-South, Wisconsin to Florida. Other major cities on route include Milwaukee, Chicago, Nashville, Chattanooga, Atlanta and Miami. Connects with I-74, I-70, I-464, Pennyville Parkway and West Kentucky Parkway.

U.S. 460 -- East-West, Norfolk to St. Louis.
U.S. 641 -- North-South, connecting Evansville with Kentucky Lake.
U.S. 41-A -- Connecting U.S. 41 south of Evansville with Indiana 62 and U.S. 460 going west, plus connections shown above.
Indiana 57 -- Northeast, Evansville to Indianapolis via junction with Indiana 67.

Regional-Serving Highways
Indiana 62
Indiana 66
Indiana 266
Indiana 662
Indiana 64 -- East-West, linking U.S. 41 and Indiana 57 with Louisville.
Indiana 65 -- North-South
Interstate 64 -- East-West, connecting Evansville with Louisville and the East, and with St. Louis and the West.

(Metropolitan Chamber of Commerce, 1977, p.4.)
EVANSVILLE HISTORY

Evansville's location was the site of an Indian village of more than 800 for some 200 years, beginning in 1400 A.D. It was abandoned for undetermined reasons before white people entered the area. Angel Mounds today is one of the finest archeological sites in the Ohio valley.

Deep forest of hard and soft wood covered the area and many years passed before Colonel Hugh McGary, Jr., on March 27, 1812, was attracted by the natural advantages of the high land on the sweeping bend of the Ohio River. Believing there would be profit in starting a town there, he purchased 200 acres from the Vincennes Land Office. (Howard E. Wooden. 1962, p.8.)

In 1817, unable to finance his plans, he sold part of his interest to Colonel Robert M. Evans and James W. Jones. Together they had the land surveyed and laid out as a town and named it Evansville.

In 1819 Evansville was incorporated as a town and Colonel McGary was named president of the first Board of Trustees. A census for that year showed 101 residents; total property assessments $19,128; tax collections $430.

Evansville fell into a depressed economic situation until the announcement in 1834 of the city becoming the southern terminal of the Wabash-Erie Canal. By 1847, Evansville had grown to eighth in size in the state. The Wabash-Erie Canal that had brought prosperity was completed in 1853; however, only two boats completed the entire trip before the canal was abandoned in 1861. This was due to problems in upkeep, disease, and competition of the railroads.
Ohio River transportation gained rapidly, and Evansville was made a River Port of Entry in 1856. This excellent transportation complex was basic to Evansville's further progress. Wholesale trade flourished and by 1879 there were 150 wholesale houses.

Coal was discovered and a firm was organized in 1866 to develop coal mining on a commercial scale. Soon there were 50 mines within a 30 mile radius. Another natural resource that became a profitable commodity was timber. By 1880 the city was acknowledged to be the greatest hardwood market in the United States, and by 1895, the furniture manufacturing center of the nation.

Industrial employment climbed from 917 in 1860 to 7,435 in 1890. Around 1900, the city had more than 300 iron, steel, and furniture manufacturing establishments, one of the country's largest tobacco markets, and two of the nation's largest cotton mills. The first auto manufacturer initiated in 1903 was destined to be a major factor in Evansville's economic growth.

The first successful oil well was drilled in the Evansville area in 1929. Evansville is centered in the great Illinois Basin and by 1938 oil production was a great new industry. Vast coal fields produced a coal water-power complex which is a top attraction to industry today.

Evansville was known as the "Refrigerator Capital of the World." Whirlpool Corporation today is Evansville's largest employer, producing refrigerators and air conditioners. In 1956, Arkla Air Conditioning Company entered the market and has become another top industry. Hahn, Inc., manufacturer of agricultural implements, and its beginnings in 1948. Chrysler Corporation was also located here.
Agricultural products also attracted a variety of food products manufacturers, such as General Foods - Ingleheart Operation. Mead Johnson and Company, an international producer of more than 200 pharmaceutical and nutritional products started in 1915. It is now a subsidiary of Bristol - Myers Company.

The Evansville area has gained high ranking in the Ohio River "Aluminum Alley". Alcoa Warrick Operations is the nation's fastest, most automated smelter-rolling mill complex. Babcock and Wilcox constructed the world's largest power generation equipment plant in 1960, with subsequent multi-million dollar addition to give the Evansville area its first role in the nuclear energy field. There are many other major industries providing wide diversification of manufactured products. (Metropolitan Evansville Chamber of Commerce, 1977, p.2.)

Evansville today is a metropolitan city of 289,000 population... basically industrial but also the trade center for a tri-state area nearing a million population...agricultural center for 31 counties in the heart of the great midwest agricultural belt...oil and coal center for the Illinois Basin and the tri-state coal fields...a major warehousing, transportation, communications, and financial center... and the medical, cultural and recreational center of the tri-state.
DOWNTOWN HISTORY

It was 1958 and the Central Business District in Evansville, as in many cities, was on a downward spiral. The depressed conditions of the Evansville economy made matters worse. Two unrelated projects initiated that year started a chain reaction which, through ambitious enterprises and interaction of the total community, brought new life to the entire city:

1. The Fantus Study
2. Urban Renewal

The Fantus Study

At the recommendation of the Evansville Chamber of Commerce, a committee was called together in 1958 by the president of the University of Evansville to raise funds for a study of Evansville's advantages and shortcomings, and methods to correct the shortcomings.

The committee raised $157,000 and contractlet to the Fantus Company, the nation's largest plant location firm, to study the city through the eyes of an industry considering Evansville for new facility.

One of the Fantus' recommendations was that a permanent community-wide group should be set up which would in effect, make results of the study its program of work. Its primary function would be to establish which organizations in the community should address their resources to which problems and, through continuing assessment, assure itself and the community that appropriate corrective measures were planned and executed. (Evansville Redevelopment Commission, 1974, p.2.)
URBAN RENEWAL

Redevelopment programs were initiated in Evansville in 1958. The Evansville Redevelopment Commission, together with other local organizations, groups and individuals provided dedicated and outstanding leadership in guiding and coordinating local and federally assisted programs.

The Riverside Renewal began in April 1967 and demolition of 83 buildings was completed in 1969. The 9½ block (15 acre) tract was named Rivergate Commons. Groundbreaking was held October 29, 1971, for the first building, the 140 unit Riverside-One apartment complex comparable with the finest luxury units in the country. The tower features a 12 floor residential area rising atop 2 story business and commercial section. (Hammer, Siler, George Associates, 1974, p.23 & 24.)

GRUEN STUDY

With the City Center well defined by the proposed Civic Center as the northeast boundary, the Riverside Renewal as the southwest boundary, and the Welborn Medical Center on the southeast fringe, a study of problems and opportunities in downtown Evansville was begun in April 1967 by Victor Gruen Associates.

Gruen's second study, "Evansville City Center Planning Concept", was completed in July 1968. It established a foundation for securing further federal renewal funds and clearly delineated four development objectives:

1. A pleasant pedestrian environment.
2. Adequate vehicular access and circulation.
3. Adequate parking.
4. Available sites for new development.

(Victor Gruen Associates, 1967, p.22-26.)
EXISTING

The $26 million Civic Center dedication was held on May 23, 1969. It straddles Main Street, reducing the size of the downtown district and modernizing the area's appearance. The new Auditorium - Convention Center, located adjacent to the Civic Center, increases Evansville's potential large convention and regional meeting market. These buildings form one end of a seven block stretch of Main with the Ohio River at the other end.

The Gruen study stated, "The Main Street spine is and will continue to be the keystone of the City Center of Evansville." (Victor Gruen Associates, 1967, p.4.) To provide a pleasant Main Street environment, a seven block serpentine walkway with extended sidewalks was planned at a cost of $1.2 million. Two blocks were in the Riverside Renewal area. The remaining five blocks were financed by an equal partnership of downtown merchants, the city, and the Federal government.

The Downtown Walkway was dedicated on October 15, 1971. It has a 26' wide winding street for fire trucks and emergency vehicles, and features a festive atmosphere with fountains, attractive planting with tree wells and planters, park-type lighting, and modern furniture and telephone booths.

Alleys with coordinated planting and lighting are portals from rear parking, and back building walls are improved with ivy cover. New coordinated sidewalks were installed on streets intersecting the Walkway.
The Walkway is the scene of numerous attractions and parades. The annual Evansville Freedom Festival features a giant parade ending at the Walkway where a bierstube, championship boat races, and the nation's largest aerial fireworks display at the riverfront finalizes the July 4th celebration. The Ohio River Art Festival features over 30 events and programs which attracts thousands of people to the Walkway.
III. RIVERVIEW COMMERCE CENTRE
Plans are being prepared to develop a $40-50 million Commerce Centre on 5.5 acres of the downtown urban renewal property along the riverfront. The project is a public and private investment that will take an estimated 5 years to complete.

LOCATION

The project will be located between Main Street to Vine and Riverside Drive to Third. The project has acquisition of a half-block of property along Sycamore from Second to Third, redevelopment commission land now being used for parking. Another half-block of property along Sycamore from First to Second, of which will continue through First Street down to Riverside Drive. This entails ending First Street and Riverside Drive at the Main Street Walkway. Sycamore will also dead end just below First Street.

PROPOSED DEVELOPMENT

The first phase of the project will consist of the construction of the first 10 story, 250 room Hilton Hotel to be located directly south of the Old Post Office. Construction is expected to start this year and the hotel would open in 18 to 24 months. The second 10 story, 250 room tower will be constructed as the need is apparent.

Accommodating the hotel construction will be a landscaped pedestrian plaza to extend over Riverside Drive and lower Riverside from Vine to Main. The first phase of the plaza would be the section from Vine to Sycamore to be built in conjunction with the hotel development. The second phase would be construction of office buildings, extension of the plaza from Sycamore to Main, where four helicopter pads would be located.
A 20,000 square foot, one story, Exhibition Hall will be located within the perimeter of the plaza. It will provide space and facilities to accommodate conventions, large meetings and trade shows. It will also serve as an extension of the hotel.

The plaza and its components will all be situated on top of a 2-story, 2,000 car parking garage that will be municipally owned. The first few floors of all the office buildings will be parking garage.

Four new office buildings each containing 30,000 to 50,000 square feet of office space will be titled the "Coal Coast" because they will house three regional offices of major coal companies and one independent coal operator and other related companies. The location for the four buildings will be along Sycamore from Second Street to Riverside Drive. Also located adjacent to the Coal Coast will be a 40,000 to 50,000 square foot, 7 story Executive Condominium for executives and their families.

Located on the half-block of Third and Sycamore will be a 200,000 square foot, 20 story high rise office building that will help meet the needs for multi-tenant office space in the downtown area. There will be a 220 car parking garage situated on the first three floors.

Under the proposed plan the Old Post Office would become a focal point for the hotel activities, housing convention rooms, a restaurant, executive suites on the top floor, and winery and specialty shops on the lower level. The city will renovate the Old Post Office for leasing to private businessmen.
RIVERVIEW COMMERCE CENTRE

PROPOSED DEVELOPMENT
RIVERVIEW COMMERCE CENTRE

PROPOSED DEVELOPMENT

( Herb Marynell, 15 May 1978, p. 1.)
ANNUAL AVERAGE DAILY TRAFFIC volume
(24 hour raw coverage counts)

CENTRAL BUSINESS DISTRICT TRAFFIC VOLUME
FEASIBILITY ANALYSIS

There has been a tremendous amount of time directed toward different feasibility studies of the site area by professional research companies. They have been done by the request of the Evansville Redevelopment Commission so that proper steps can be pre-planned. The studies concentrate attention toward the economic market potentials of different alternative development possibilities, such as, motor hotel, multi-tenant office space, residential complex and a major department store development.

The economic consultants who prepared several market studies for the Evansville Redevelopment Commission were Hamner, Siler, George Associates from Washington, D.C. and the Real Estate Research Corporation from Chicago. A summary of their conclusions are prepared below.

MOTOR HOTEL STUDY

SUMMARY OF CONCLUSIONS

- In the 36-year period, 1940 through 1975, population of five counties which comprise the Evansville, Indiana - Kentucky SMSA (Standard Metropolitan Statistical Area) grew from 227,100 to 285,500; representing a compounded annual growth rate of 0.7%. Total SMSA employment over the 7-year period, 1970 through 1976, grew from 108,600 to 124,900, a compounded annual growth rate of about 2.3%.

- Of greater importance than "raw" growth figures in population and employment, however, is Evansville's continuing expansiveness in terms of regional influence in trade, commerce and finance, and health care. For example, Evansville's (shoppers goods) retail trade area, an approximate 50-mile radius from Evansville, encompasses parts of three states, a total of 36 tri-state counties and an estimated total current population of 860,000. The wholesale trade area, covering about 75 miles out of Evansville, contains 57 tri-state counties and a population in excess of 1.3 million. Evansville's regional role is very significant to this study and analysis, in that it helps to explain the extremely strong levels of demand for hotel and motel accommodations in Evansville by the business visitor, corporate group meeting delegate, and general commercial traveler.
• The principal lodging facility now in downtown Evansville, the 500-room Executive Inn, epitomizes most of the attributes necessary to attract business travelers as well as convention delegates and corporate group meeting visitors. This substantial facility has been a decided factor in helping to establish downtown Evansville as a highly desirable location for the commercial traveler to Evansville. In a like manner, the extensive convention facilities offered by the Executive Inn, coupled with its proximity to the Vanderburgh Convention Center, have played no small part in the rising significance of downtown Evansville and Greater Evansville in the state, regional and national convention markets.

• Because of the prevalence of the commercial traveler and corporate meeting visitor in Evansville, the entire lodging market locally is highly oriented to this type of visitor, who appears in Evansville during the "work week," Monday through Friday, with heavy concentration on Tuesday through Thursday. The increasing demand for conventions in Evansville is, therefore, difficult to satisfy on these days, and current convention activity is slanted toward weekends.

• Our analysis of 44 recorded convention/trade shows in Evansville throughout 1976 indicated that Friday, Saturday and Sunday nights represented 57.8% of the total transient room nights usage related to convention and trade show activity. In our direct mail canvass of associations, these three nights of the week represented only 38.1% of room nights demand indicated by the responding associations. The comparative figures tend to dramatize the bias in convention activity in Evansville toward weekends and the fact that this phenomenon runs contrary to the demand represented by the marketplace, to a significant degree.

• The location proposed by the Evansville Redevelopment Commission for private development of a convention hotel is on one or more of four remaining parcels in the Riverside Urban Renewal Project, a nine block, fourteen-acre situated on the Evansville waterfront. The four remaining parcels constitute approximately 150,000 square feet in total, or approximately 3.4 acres. Based upon the research and analysis contained in this assignment, we have concluded that the site area, the aesthetics and the dynamics of the Riverside Urban Renewal Project Area and the entire waterfront district in Evansville, the proximity to the Central Business District and Main Street Mall (the principal retail and commercial "spine" of downtown Evansville) all are conducive to the development of a successful, convention type, hotel and real estate plant.

• Aside from that which we have concluded to be a favorable market for the proposed hotel, we believe there is an unusually favorable bundle of economic advantages accruing to the developer of the proposed hotel. The two most significant of these advantages are a) the relatively inexpensive land, and b) the availability of industrial revenue bond financing which may conceivably include
up to 100% of the total project cost. In addition, the recent acquisition of Evansville's Old Post Office/Customhouse by the City of Evansville portends a combination development with this vintage property which could conceivably emulate the success of such "recycled" landmarks as the Chattanooga Choo-Choo and Choo-Choo Hilton in Chattanooga, Tennessee; Trolley Square in Salt Lake City, Utah; the Cannery and Ghirardelli Square in San Francisco, California and other such developments around the country. Furthermore, as a national historic site, the Old Post Office/Customhouse is eligible for sizable sums in the form of restoration grants by various funding agencies of Federal, state and local government.

- We have concluded that the market dimensions identified in this study and analysis indicate positive support for a development of a 300-unit convention oriented hotel in the Evansville Urban Renewal Area. We emphasize, however, that the development should be unique not only in terms of architectural theme and style, but also in terms of management orientation to the convention market over and above all other classifications of potential patronage.

- Developed along the lines recommended in this report, we have forecast a 70% occupancy and $24.81 average developed rate per occupied room (in current dollars) by the 1980 target year and as an operating average over the first five years of subject's operation. Total annual sales (again in current dollars) are projected at $3,982,000 while net profit before depreciation, debt service, reserves and income taxes is forecast at $772,800.

- Our forecasts herein are made under the assumption that the nation's economy will continue to move in a moderate, upward trend, and that efforts to lessen national dependence on oil imports will continue on in an unabated manner with meaningful progress realized in the near or intermediate term future.

- Both the Executive Inn Downtown and the Ramada Inn North have announced plans to expand their respective properties by 100 guest units. In addition, the Sheraton Inn at Evansville-Dress Airport, with 150 guest units, is nearing completion and presumably will open within 30-60 days. The projections herein assume these additions will be made to the Evansville Market, along with subject. No other major additions have been announced in the Evansville SMSA transient market, to the best of our knowledge, as of the date of this report.

(Real Estate Research Corporation, 1977, p.4-7.)
MULTI - TENANT OFFICE STUDY

SUMMARY OF CONCLUSIONS

- Several factors and trends have led to the opinion that there is currently a market demand for additional Class "A" multi-tenant office space in Downtown Evansville and that several sites within the Central City and Riverside Urban Renewal areas are suitable for filling a major portion of this demand. The previously indicated market demand of 139,500 gross square feet by 1980 in the Riverside project area is still valid under present market conditions.

(Real Estate Research Corporation, 1973, p.1.)

RESIDENTIAL COMPLEX STUDY

SUMMARY OF CONCLUSIONS

- In spite of the strength in the region's apartment market, the potentials for additional housing units in the project area is not strong. The high cost of construction and interest rates could make new highrise apartments totally infeasible. If this trend continues, the only alternative will be condominiums.

(Hammer, Siler, George Associates, 1974, p.27.)

DEPARTMENT STORE STUDY

SUMMARY OF CONCLUSIONS

- The figures presented in this study show a continuation in the decline of the percent of trading area shoppers goods sales in the downtown. However, the figures indicate a leveling off of the decline based on past trends. The Main Street mall helped downtown sales and a new department store should be an additional plus, but a modern suburban regional mall would further cut into downtown sales. Without a new downtown department store, downtown sales could show an absolute decline in sales volume by 1980.

(Hammer, Siler, George Associates, 1974, p.11.)
IV. SIMILAR PROJECTS
The proposed Riverview Commerce Centre can be compared to many completed projects that have some similar basic influencing factors such as:

- urban setting
- convention center
- hotel complex
- pedestrian and public plaza
- high rise office buildings
- rooftop plaza over a parking garage

It becomes beneficial to study the ideas that make existing projects successful or unsuccessful. In this way it may be possible to relate the good elements and avoid the bad elements.

In going to one end of an extreme scale the Riverview Commerce Centre may be compared to Toronto's new City Hall. They are both similar in the points mentioned above except the scale of the projects are different. The quality of design exhibited in the Toronto project becomes an important advantage to its success. The plaza is alive with people both during the daytime hours as well as the nighttime hours.

Constitutional Plaza in Hartford, Connecticut, displays a unique approach to solving a parking problem as well as providing strong relationships between buildings. Done in the early 1960's by Sasaki, Walker Associates Landscape Architects the project has been a relatively successful rooftop pedestrian plaza linking several high rise office buildings together.

Another project that was proposed that deals with a parking garage structure with a rooftop plaza design for public use is the Dag Hammarskjold Plaza in New York City, M. Paul Friedberg and Associates designers. To attract the general public an outdoor cafe, ice skating rink, and an outdoor exhibition space for paintings and sculptures were provided.
The project that best relates to the Riverview Commerce Centre development is also located on the Ohio River. The Riverfront in Louisville, Kentucky, demonstrates a very successful project that turned the city's focus back to the river. It possesses all of the basic influencing factors mentioned above.

The Riverfront project was funded by federal and local money as well as private investors. Designed by Johnson, Johnson and Roy Associates Landscape Architects, the main focus is directed toward the needs and desires of the user, providing active and passive spaces for year round activities, overlooks to the river, docking accommodations for riverboats and parking facilities.

All four of these examples provide a type of rooftop pedestrian plaza that is aesthetically and functionally interesting to the public. It adds meaning to the surrounding area by becoming a focus of attention.
V. PROBLEM DEFINITION
The Riverview Plaza is to be an open-air plaza that encompasses approximately four city blocks of Evansville's riverfront. It will be a multi-purpose plaza that will provide for a variety of both public and private activities focused around the newly proposed Riverview Commerce Centre.

The primary objectives of the plaza are to provide both a visual and physical link for the city's downtown area to the river and the riverfront, to turn the city back to the river and thus eliminate the river as a backyard. Built into the plaza will be round-the-clock activity in a coordinated design, making it an exciting people space for year round use.

The plaza will be constructed on top of a two story parking garage on property along the riverfront, designated as urban renewal land. It will be linked directly to a 500 room Hilton Hotel. It will provide necessary space and accommodations and an Exhibition Hall, as well as for the office buildings and the condominium. Thus the plaza will become the primary focal point for both the buildings and the riverfront, further reflecting Evansville's new image as a commerce center.

CLIENT

The Riverview Plaza is both a private and publicly funded project and therefore the client title is divided between the primary developers, representing the private sector, and the federal and local government, representing the public sector. The executive director of the Redevelopment Commission of Evansville, representing the public sector, will assist the developers in obtaining co-operation needed from the various governmental agencies.
The primary user of the Riverview Plaza will be the community. The plaza shall be a public space for people, accommodating all age groups. Special events and activities will occupy the plaza's space year round in an effort to implore day and nighttime usage. The plaza shall be a place for people to visit time and again.

The number of people using the plaza will vary depending on the time of day or the particular event or activity occurring in the plaza. An example of a peak time of usage may be at noon when a majority of the users will be office personnel enjoying the plaza at lunch. However, a big advantage directly connected to the plaza that will support full time usage even on weekends, will be the paid occupants of the hotel and the residents of the condominium high rise.

SITE DESCRIPTION

The Riverview Commerce Center has the potential of becoming a focal point of the downtown area due to the spectacular views possible of both Downtown Evansville and the Ohio River. As the Civic Center Complex has flanked the east, the Riverview Commerce Centre has the potential to anchor the west, thereby making downtown a more complete, viable entity. Downtown activity has focused on the Civic Center Complex in the past, and a development project such as proposed can act as a stimulus to the western portion of the downtown area as well. Development in this location will have the effect of strengthening Main Street from Third Street to Riverside.

The riverfront location and the recently improved street system in the downtown area allows the traveler to reach the site with relative ease. A high-rise structure on this site would enhance the visibility of this area, providing even easier access and recognition. Access to
the downtown area will also be improved with implementation of the plans for Division Street expansion, connecting U.S. 41 to the Pennsylvania Expressway with a four lane road.

In summary, the general potentials of the Riverside location offer many advantages for the proposed development:

- Spectacular views of the Ohio River and Downtown Area
- Ability to create a visual and physical link to the Main Street Walkway, and to the River
- Proximity to the Civic Center Complex, the Museum, the Riverfront and the parks
- Relatively easy access from all directions.

SITE 1: consists of a partial block bounded by Riverside Drive, Vine Street, First Street and Sycamore Street, with the exception of the corner of Sycamore and Riverside Drive, which is to be retained as a levee pumping station. This site consists of approximately 86,243 Square feet, or 1.98 acres. The site is somewhat hindered by the brick pumping station, but effective planning can alleviate this influence. It is desirable that the existing power link be removed and placed underground and that future utilities be treated in the same manner.

SITE 2: consists of partial blocks bounded by Sycamore, Second Street, Main Street and Riverside Drive. This site consists of approximately 121,674 square feet, or 2.79 acres. The Towne Motel is a definite disadvantage to the site. The rehabilitated Red Spot Paint Store adjacent to the site is somewhat detrimental because of the unattractive service entrance to the rear.

SITE 3: consists of a partial block bounded by Sycamore, Third Street, Second Street and an alley way. This site consists of approximately 35,000 square feet or .8 acres. The site is hindered by the back walls of the commercial buildings lining the Main Street Walkway.

The surrounding land uses and their aesthetic qualities are very important factors that have influencing effects on the initial designs. Therefore an analysis of the existing conditions of the bordering areas is absolutely essential.

The downtown riverfront, already the site of Dress Plaza, the Evansville Museum, Sunset Park, and a levee pedestrian walkway, was
further enhanced when a sand and gravel operation was moved to the west and replaced by the Riverfront Park with a walkway to the river's edge and overhanging observation areas. The park cost of $118,798 was shared equally by Federal and local funds. (Metropolitan Evansville Chamber of Commerce, 1976, p.9.)

The Julia Belle Swain, a 400-passenger steampowered riverboat, successfully test marketed excursions and charter sightseeing tours and Evansville will soon have its own riverboat based at Dress Plaza. (Metropolitan Evansville Chamber of Commerce, 1976, p.9.)

Riverside One began its program in early 1974. The project was not well conceived from a design standpoint. The primary amenity of the project is the riverfront view. However, Riverside One, the first of two expected towers, was built on the northern portion of the parcel away from the water. The 12-story, 140 unit building contains no balconies or outdoor public spaces. In short, the project has not been designed to maximize the advantages of the adjacent waterfront.

Additionally, this first building contains none of the amenities proposed for the completed project, the swimming pool and other ancillary uses were proposed for Phase II. Thus, aside from a building that contains good interior spaces and design, Riverside One has little to offer prospective tenants.

Adjacent to the Old Post Office building on Second Street are three buildings that range in function and aesthetic quality. The YWCA serves the community with a variety of activities, from youth programs to adult lectures and meetings. The Evansville Courier and Press is located on the corner of Second Street and Vine. Aesthetic
quality is not exciting. Kenny Kent Chevrolet's $1 million expansion project of its downtown facility improves the quarter block property across from the main entrance to the Old Post Office.

Also located within the Riverside Renewal Area, Mid-West Federal Savings and Loan Association replaced its main office with a $2 million office building on a half-block tract. Kingfish Restaurants, Inc., purchased a full block and is constructing a large restaurant and lounge with a steamboat motif. A ten-story apartment building of 169 units for low income elderly persons has been approved for construction on a half block parcel. (Metropolitan Evansville Chamber of Commerce, 1976, p.8.)

HISTORIC INFLUENCE

Efforts were made to save the Old Post Office resulting in placement of the building in the National Historical Register, meaning it cannot be demolished. The Ruskinian Gothic style Federal Post Office and Customs House, 1876-79, was designed by A. B. Mullet and constructed of Bedford limestone at a cost of about $236,000. The noteworthy features are the frontal arcade and the oriel window. (Howard Wooden, 1962, p.42.)

The city will continue to own the historic building, but will lease it to the private developers for use in conjunction with the proposed new hotel to be built directly behind the Old Post Office. The existing park just south of the building is to be replaced by a mall type design.

The city already has $1.25 million for renovation of the Old Post Office, including about $1 million in federal Economic Development Administration funds and smaller amounts from seven other sources.
RESOURCES

An established relationship has been developed with the architect in charge of the plans and design concepts for the proposed Riverview Commerce Centre. Since the total project is still in the proposal stages, the flexibility of this program is necessary. Drawings of the structures, their design, specifications and siting, will be made available from the architect.

Plans and Elevations
of the different buildings to clarify dimensions, locations, and particular design

Structural Design
of the buildings and the parking garage shows stress loads and drainage inlets

Subgrade Information
showing locations of sewer, gas, and electric lines

Soils Information
analysis of soil capacities and characteristics

Topography Information
existing contour information

Existing Land Use
information for adjacent land use and character residential, commercial, industrial, open space, parking

Zoning
information on zoning and ordinances for Evansville's downtown area

Vehicular Circulation
traffic volume, conditions
VI. PROJECT STATEMENT
The development of the Riverview Plaza as a "people space" is the basis of this project. The need for concern toward a comprehensive design and development of the plaza, riverfront and the surrounding area will further improve the aesthetic sense and usage of the Riverview Commerce Centre. This comprehensive design will also have an equal effect on the surrounding residential communities.

This thesis project will be directed toward the development of a Master Plan for the Riverview Plaza. The Master Plan will identify the plaza's potentials as a "people space",

- studying the relationship of people to a plaza space
- analysis of the functional aspect of the plaza as a public service
- examine physical linkages from the plaza to the surrounding communities
- studying space relationships of proposed buildings

In addition to the master plan, background information in the form of this text providing:

- general information on Evansville, location, population, physical characteristics, climate, transportation and history
- Riverview Commerce Centre proposal, its location and feasibility
- similar projects
- problem definition, community involvement
- project statement, criteria

site analysis maps:
- showing existing pedestrian and vehicular circulation flows
- land use of surrounding areas
- visual and spatial analysis
- drainage
- sun angles and wind direction
- building orientation

Construction drawings:
- layout staking plan
- grading plan
- planting plan
- typical detail drawings of particular items

Section and perspective drawings
GIVEN CRITERIA

SITE DEVELOPMENT REQUIREMENTS

The plaza design will satisfy the given criteria:

- provide views from the plaza to the river
- provide a physical link to the riverfront
- provide access from Old Post Office to plaza
- design a pedestrian mall between Old Post Office and Hilton Hotel
- design adequate drop-off area in front of Hilton Hotel
- provide for necessary planting design for land around Old Post office
- accommodate for necessary facilities for a heliport that will service as many as eight helicopters
- provide buffer between heliport and public space
- provide access directly from heliport to either enclosed access corridor or building
- design space around the Executive Condominiums to allow for future expansion
- provide access to the second story skywalk escalator
- provide access from street level to plaza level
- provide for accommodating space around Exhibition Hall
- design plaza with plenty of sitting space
ASSUMPTIONS

To allow for this project to fit the necessary requirements and time schedule of the thesis curriculum, there are certain assumptions that are an absolute necessity in providing for the missing decision making element found in realistic projects. The assumptions include:

a) that the Riverview Commerce Centre becomes an actual development on the site already proposed

b) that the facilities, their sizes, and their locations correspond to assumed information provided by different sources

c) that the proposed design of the buildings have some architectural quality

d) that there is some flexibility in the actual design, specific location and orientation of the buildings, plaza and roof structure such that if necessary can be improved by the designer

e) that all of the existing exterior land uses remain as they are today

f) that there are no limitations in the engineering qualities and the financial funding of a design
GOALS

• TO DESIGN THE PLAZA TO SERVE THE NEEDS AND ASPIRATIONS OF BOTH THE COMMUNITY AND THE CLIENTS

• TO DESIGN THE PLAZA AS A STRENGTHENING ELEMENT FOR VISUAL AND PHYSICAL CONNECTIONS BETWEEN THE DOWNTOWN AREA AND THE RIVERFRONT

• TO DESIGN THE PLAZA AS AN IMPORTANT COMPONENT IN GENERATING IMPROVEMENTS IN THE DOWNTOWN AREA FOR ACCOMMODATING CONVENTION AND COMMERCIAL ACTIVITIES

• TO DESIGN THE PLAZA AS A "PEOPLE SPACE" THAT WILL SATISFY, PLEASE AND EXCITE THEIR SENSES
OBJECTIVES

General requirements for the Riverview Commerce Centre:

- to develop elements in the design that will create a scale comfortable for the pedestrian

- to provide both active, passive and participatory spaces

- to design spaces to respond to a variety of essential requirements necessary for maintaining interest in all ages

- to develop quality design details that are interesting as well as functional

- to design transitional spaces between buildings that have more character other than a flow-thru area

- to design the spaces and their elements with consideration directed toward low maintenance

- to focus attention and secondary views inward to spaces with particular attractions

- to design spaces that will provide for interesting views from overhead

- to provide buffer space along the fringes to screen views of unsightly areas adjacent to the site

- to make spaces easily accessible for the public as to express a desire for welcomed participation

- to make entrances recognizable and easily negotiable from either outside perimeters or for areas within the site to building entrances

- to provide interesting entrances to the buildings in an effort to add character and soften the transition between an open exterior space to an enclosed interior space

- to provide necessary space for efficient throughways between buildings and spaces

- to respond to the needs of the handicapped by making the plaza and other spaces accessible and pleasant
Specific Plaza Objectives

• to design the plaza to handle a fluctuating number of people so that the spaces aren't perceived as being overly crowded or uncomfortably isolated

• to develop the primary views toward the river and provide space for sitting and gathering of small groups of people

Specific Objectives for Space between and around the Old Post Office

• to design the space between the Old Post Office and the Hilton Hotel as a pedestrian mall type atmosphere providing attractive spaces for sitting and circulation

• to develop a streetscape design along the bordering streets

• to allow and provide for vehicular access to the hotel entrance in a sensitive and unobtrusive manner
DESIGN CRITERIA

The following are general site requirements:

PEDESTRIAN CIRCULATION

a) Walking distance from main building entrances to the street, parking garage entrance or pedestrian skywalk should not exceed 100 feet; exception to this standard should be reasonably justified by compensating advantages, such as desirable views and project attractions.

b) Width, alignment and gradient of walks must provide safety, convenience and appearance suitable for pedestrian traffic, shopping cart and wheel chairs.

ENTRANCES

a) All entrances to buildings will be easily identifiable and accessible.

b) There shall be a landing at every entrance before a change in elevation can be developed.

PLANTING

a) All plant material will be of high quality and will have proper drainage and irrigation.

b) Planting material will provide interesting and pleasing natural beauty during the different seasons.

UTILITIES

a) All utilities will be constructed and implemented to accommodate underground installation.

b) These lines should not be located through areas of high concentration of pedestrian traffic, if exceptional cases do occur, an alternate route will be provided as not to disturb ongoing functions.

DRAINAGE

a) Provisions will be made to collect all on site runoff. Runoff into street sewer drains is acceptable.

b) There shall be backup systems designed within the site to handle overflow conditions or provide secondary drainage if primary drainage inlets are clogged or in serviceable.

c) Drain inlets will be located in an area that will provide easy access for servicing.
LIGHTING

a) Lighting systems, such as indirect lights in planters, tree wells, retaining walls, staircases, fountains, facade lights and direct lighting along many circulation paths, will provide the site with significant nighttime light for safety, visual enhancement and focusing.

b) The lighting system will become an integral part of the design and shall take a low profile appearance when not in use.

PAVING

a) The paving surface shall be made durable, low maintenance, aesthetically interesting, and shall take on a patterned form.

b) The surface shall depict a particular usage or character of a space.

The Following are Specific Site Requirements for Different Areas.

PEDESTRIAN MALL

a) This space will take on the character of a passive, to semi-active space providing flow thru access between Old Post Office Hilton Hotel.

b) The space will relate to the historic building and should accommodate for noon time lunch periods for office employees. Sitting walls and moveable chairs and tables could be sufficient.

c) Space should provide visual enhancement from ground level and overhead level from the skywalk.

d) Vehicular access road, 25' minimum, combining a drop-off space, taxi holding area, and thru traffic will be provided in front of the Hotel entrance.

e) The main drop-off space will be covered to protect visitors from bad weather conditions.

f) The taxi lane will be located 40' from the entrance of the Hotel.

STREET LEVEL OFFICE BUILDINGS

a) The access from the street to the entrances will be pronounced and not obstructed.

b) The area will be mostly open with street trees and paving patterned.

c) Drop-off area will be provided.
d) An attraction, such as a fountain or sculpture will be provided to direct interest.

ROOFTOP PLAZA

a) This area will provide for a variety of activities ranging from passive sitting spaces to scenic river views to active participatory spaces.

b) There should be accommodations made to handle different frequencies of usage.

c) Entrances up to the plaza should reflect the character of it as well as being located in strategic spots for easy access.

d) Plaza will accommodate the public as well as hotel guest and therefore should reflect a welcoming and sharing situation.

e) Views should be directed inward focusing toward attractions or the river.

f) Borders of the plaza should be planted heavily to deter people from sitting, standing or playing too close to the edges.

g) Attractions should be designed for winter usage as well as for the warmer seasons.

h) Entrances to the parking garage should be easily accessible.

i) Space should be provided for large group meetings, exhibits and gatherings.

EXHIBITION HALL

a) There should be space provided adjacent to the Hall for an exterior dining or sitting space. A private caterer should be located within the Exhibition Hall facility to supply sandwiches and drinks. Moveable chairs and tables will be furnished in this space. The area should be screened off from undesirable activities.

b) Space should be allocated to allow for the extension of interior activities to an exterior space.

OVERLOOK

a) Views should be directed primarily toward the river.

b) Access to the riverfront should be provided.

c) Sitting areas should be provided for passive social interaction of people.
HELIPORT

a) Landing and take-off patterns should not be over the plaza area.

b) Very limited access should be provided.

c) Buffer space, either high walls or heavily planted space, should surround the entire heliport.

d) There should be easy access to the covered walk leading to the office buildings.

e) Heliport should accommodate at least four small to medium size private helicopters. (Rotor Diameter - 35'-0" to 56'-0")
VII. TIME SCHEDULE
VIII. BIBLIOGRAPHY
MARCH

S M T W T F S

1 2 3 4 5 6 7 8
9 10 11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30 31

WINTER BREAK

LAYOUT & STAKING PLAN

GRADING PLAN

APRIL

S M T W T F S

1 2 3 4 5 6 7 8 9 10 11 12 13 14
15 16 17 18 19 20 21 22 23 24 25 26
27 28 29 30 31

DETAILS (TYPICAL)

PLANTING PLAN

SECTIONS & PERSPECTIVES

MAY

S M T W T F S

1 2 3 4 5 6 7 8 9 10 11 12
13 14 15 16 17 18 19 20 21 22 23 24 25 26
27 28 29 30 31

PRESENTATION FORMAT

JUBIES

COMMENCEMENT

ALL FINALIZED DRAWINGS ARE DUE ON THE LAST DAY OF EACH RELATED SECTION.
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IX. SITE ANALYSIS