FORTY-TWO MONUMENT CIRCLE

A THESIS BROCHURE
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This thesis project is dedicated to Mom and Dad for their love and devotion.

Thanks
This thesis proposal represents twenty weeks of research, design and execution of the final product. The thesis brochure offers a broad comprehensive view of an extensive investigation into the revitalization and rebirth of an important urban environment.
INTRODUCTION

Presently, numerous businesses, industries and governmental agencies are making teleconferencing an integral part of their business operations because of its unique benefits. Teleconferencing systems are changing the way people do business, train for careers, communicate with others. As the technologies are refined, new applications are being put into use at an accelerating pace. The need for visual as well as audio communications in business, industry and government has become increasingly evident over the last decade. During this time companies have expanded through a variety means. Acquisitions, mergers, branching are but a few of the many ways this expansion has taken place. To facilitate the growth of these companies, teleconferencing enables convenient and economical communications within the company as well as with others. A key factor in the success of the teleconference system is the need for dedicated application to a professional environment specially designed to meet the user’s needs.

On the other hand, Indianapolis is experiencing a strong economic growth. The City has expressed a desire to attract new business which has brought about many new projects and plans for the downtown area. In addition, Indiana as a whole, offers a favorable location for new business due to its geographic location and less stringent tax laws.

This thesis proposal is an integral element in consolidating these ideas and efforts to create a professional environment for business interaction.

In addition to offering these unique professional services, the proposal acts as a major component of an urban consolidation approach. This approach to urban development is in opposition to the current trend of wholesale replacement and dislocation of existing fabric for new construction. This alternative, which advocates conserving and building on the existing fabric addresses a problem situation that is prevalent in many large urban areas.
FINISHED DRAWINGS
The proposed structure utilizes a flat slab structural system. This system is employed for its degree of flexibility and adaptability with the programmatic requirements and adjacent structures. The common features offered by this system allows for the manipulation of column placement to adapt to the unusual geometries and spaces.
**FEASIBILITY**

(F - Formwork  SP - Steel Placement)

<table>
<thead>
<tr>
<th>COMPLEXITY</th>
<th>TIME</th>
<th>INITIAL COST</th>
<th>MAINTENANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>F: Easy</td>
<td>F: Very quick</td>
<td>25' span $88/yd$^3$</td>
<td>Very low</td>
</tr>
<tr>
<td>SP: Moderately difficult</td>
<td>SP: Slow</td>
<td>$2.90-3.40/ft^2$</td>
<td></td>
</tr>
</tbody>
</table>

**SAFETY**

<table>
<thead>
<tr>
<th>WEIGHT</th>
<th>LOADING</th>
<th>FIRE RESISTANCE</th>
<th>STABILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>30'x30' bay: 140 psf</td>
<td>High</td>
<td>High</td>
<td>Good</td>
</tr>
</tbody>
</table>

**APPROPRIATENESS**

<table>
<thead>
<tr>
<th>EXPRESSION</th>
<th>MATERIAL</th>
<th>ADAPTABILITY</th>
<th>MECH. INTEGRATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flat, unobstructed ceiling plane columns do not have to be in line</td>
<td>Readily available</td>
<td>Not easily changed or expanded</td>
<td>Maximum horizontal flexibility. Limited vertical flexibility.</td>
</tr>
</tbody>
</table>

**SPAN RANGE**

12'-40' Eff: 24'x24' May be increased by post tensioning

**DEPTH RANGE**

Slab 4"-15" Drop panel 1.25-1.5 times slab thickness

**DEPTH/SPAN PATIO**

Slab: L/33-L/40 to bottom of capital: L/10

**BEHAVIOR**

<table>
<thead>
<tr>
<th>MOVEMENT/DEFLECTION</th>
<th>VERTICAL OPENINGS</th>
<th>HORIZONTAL OPENINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>30'x30' interior bay: 0.70</td>
<td>Openings possible in center of bay only</td>
<td>Unrestricted</td>
</tr>
</tbody>
</table>
FEATURES

Cantilevering inherent
Similar to general two way system
Requires drop panel
Capitals required to provide for punching shear
Good horizontal mechanical flexibility
Openings limited to middle strips
Architectural simplicity
Inherent fireproofing
Computerized building automation systems will be employed to consolidate the monitoring of building security, fire detection and protection, environmental controls, equipment supervisions, maintenance programming, and energy management. (heating, cooling, lighting, air handling).

Environmental control will be generated by a well-water heat exchange system. The use of the constant temperature of underground water will reduce heating and cooling costs which in turn reduce occupant operational costs.
MATERIALS

The materials chosen for interior and exterior appointment derive from the established design vocabulary established at the inception of the project. The design vocabulary utilizes the materials as a means of coding elements and areas, i.e., pedestrian circulation, service areas, large public spaces, retail, office. The coding process facilitates ease of user circulation in a large diverse interior space. The materials chosen for the exterior are derived from the interpretation of the existing adjacent structures to form a consistent nature throughout the entire complex.

Specific materials were chosen for the compatibility with the design philosophies and ease of maintenance.

EXTERIOR

Glazing: Solar Ban gray - light tint - semi reflective

Wall composition:

Parallel to street front: Indiana limestone panels with tooled reveals

Perpendicular to street front: 4"x8" glazed ceramic tile - tawney beige

INTERIOR

Major user circulation:

Flooring: Cream colored, high polished Italian marble and rough hewn terra cotta. Brazilian granite

Wainscot: Painted wood with three reveal lines to match railings. (see interior perspective)

Lighting: Sconse lighting to match wainscot (see interior perspective)

Service circulation: 4"x4" tawney beige unglazed ceramic tile (floors and walls)

Atriums: three bar brass railings

Retail fronts: four foot module

Office fronts: same
CONCEPTUAL SKETCHES
GOALS

This proposal involves the creation of a business oriented structure catering to the needs of both local and traveling corporate executives. Located in the heart of Indianapolis on Monument Circle, the complex offers: a full service business communications system, luxury business hotel, speculative office rental space, and a ground level blanket of distinguished retail shops. Intertwined within these functions is an elaborate circulatory system enabling existing renovated structures to gain access to these exclusive amenities. The sum of the areas in the existing and proposed structure yield over three quarters of a million square feet for convenient and economical business interaction. In addition, the business complex initiates a proposal for an elevated pedestrian walkway system to connect additional commercial centers creating a distinct and character-oriented urban mall.

The issues addressed here include: relating to a highly varied urban context both in scale and geometry; orientation to a central focus, (Soldiers and Sailors Monument) while still promoting street frontage activity; overcoming the detracting effects of a parking structure; and a level-change induced circulation spine; creating a composition of both public and private spaces with individual central foci. (atriums, or inner street facades).

The response to context has been one of extension, enhancement, and contrast. Neighboring functions, activities, scale and colors are extended and incorporated onto the proposed site. (See part i). The existing office/retail structures adjacent to the north, east, and south sides of the site are integrally tied to the pedestrian circulation of the mixed-use structure. Their respective functions have been enhanced by restoration and renovation and expansion through improved circulation creating a cohesive interplay of distinct spaces and structures.

Since most of these proposed functions are essentially urban related they are further enhanced by locating normally captive and essential commercial functions at grade level where they can act as magnets and be shared by all users. Existing materials and colors were subtly changed

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and incorporated into the proposed structure. Consequently, the complex can be read as a cohesive set of three differing limestone, tile, and glass planes or the mirrored reinterpretation of its neighbors.

The approach to the urban language is accomplished by codino elements. Each architectural element, hotel, communications center, office areas, commercial retail, and support areas are made readily identifiable by specifying individual materials, colors, massing, and texture. This aids visitor orientation in an otherwise large scaled anonymous urban complex and creates a diverse physical ambience in an area comprised of limestone, brick and glass sheathed office blocks.

An overriding aim of this proposal has been to create tangible, positive urban spaces and circulation where presently there are only voids and leftover areas. In so doing, existing open and enclosed spaces have been redesigned into natural light capturing wells and circulatory nodes (atriums) The main circulatory spine ties together the once disoriented structures and provides an intinerary of circulation that is functionally and contextually generated to increase land use activity (inner streets).

Unlike many urban redevelopment proposals that advocate the wholesale replacement and dislocation of existing context, this proposal represents a benign view of the urban life, advocating continuity and coexistence rather than revolution.
ASSUMPTIONS

The site is zoned and available for a Central Business District - 1 structure. The City of Indianapolis owns the site and is presently negotiating its sale.

Located in the back corner of the site is a deteriorated and vacant warehouse that is beyond rehabilitative stages. That would be demolished.

Immediately adjacent to the north of the site is located the four story Journal Building that houses the Indianapolis Visitor's Center and the Commission for Downtown. This building has been extensively rebuilt and remodeled throughout the years and offers no historical significance. Also, due to the property value adjacent to Monument Circle, it is found that this structure is deficient in its economic return income. In addition, site analysis, zoning and programmatic requirements revealed a need for additional automobile parking which mandated the removal of the structure while the facade was retained and restored for its historical significance.

The Test Building is presently vacant and undergoing extensive restoration procedures which are conducive to the overall thesis proposal.

The Guaranty Building immediately to the east of the site has a high occupancy rate, it was assumed that an expansion of this facility would prove to be beneficial for increased leasing potential by allowing pedestrian circulation to enter through the existing back wall.

Two West Washington, which is located on the southeast corner adjacent to the site, is a newly renovated structure housing retail and speculative office. This structure was specifically designed to attach with another structure via an alley crossover. It was assumed that this crossover would open an additional side of Two West Washington for improved pedestrian circulation.

The three structures located on Washington Street, immediately to the south of the site, are partially occupied on upper floors. It was assumed that by extending the alley crossover to these buildings would improve access to these vacant yet viable leasing spaces and also initiate the proposal for a downtown elevated pedestrian mall.

The four story building, located on Washington Street again proved
to be deficient in its economic return income and necessitated its removal by zoning regulations for automobile egress from the proposed parking structure.

All structures mentioned above would be assumed to be individually owned and signed into joint venture to form the Telecon Center.
HISTORY

The site is located immediately adjacent to the center of the city, Monument Circle. The circle park was designed and surveyed over 150 years ago and still serves as a major theme for the City of Indianapolis. In 1889, construction began on the Soldiers and Sailors Monument. The Monument was dedicated to the Indiana War Dead from the years 1776 to 1865. Built of gray oolitic limestone, the central shaft rises 248 feet and is topped with a 30 foot sculpture of "Victory" or "Miss Indiana."

The site is situated in the center of the southwest quadrant of the Circle, occupied at one time by the H.P. Wasson Department Store. During the early 70's a fire destroyed the building, leaving this prime piece of real estate vacant.

The Journal Building, located at 46-48 Monument Circle, is the oldest commercial structure adjacent to the Monument. Constructed in 1897 to house the Indianapolis Journal, a nineteenth century Republican newspaper and the City's first major newspaper. A fire in 1953 gutted the building necessitating reconstruction in 1954.

The Journal facade is constructed of Indiana limestone and employs an ornate Victorian detail.

The Test Building, located at 54 Monument Circle, was built in 1925 of Indiana limestone. The nine story structure has a total of 97,000 square feet. Included in this figure is a 52,000 square feet parking structure, the remainder of the area is general office space. On the third floor register are sculptures that exemplify Indianapolis.

The Guaranty Building, located at 42 Monument Circle, was constructed in 1923 of Indiana limestone. The nine story structure has a total of 140,000 square feet. The main entry has a formal axis leading to the bank of elevators on the west end.

The H.P. Wasson & Company Department Store, now Two West Washington, was constructed of Indiana limestone. Remodeled in 1948, all clear vision glass above the first floor register was replaced with glass block. This was the advent of artificial lighting in department stores. At this point in time, H.P. Wassons was considered the first modern store of its kind in Indianapolis. Recently, in 1981, the building was
renovated again to a speculative office and retail structure. An atrium was added to increase the amount of daylight in the interior. Wrought-iron and brass railings from the now destroyed Wilking Building were used as ornamental detail around the perimeter of the atrium.

The Morrison Building, now Emroe Sporting Goods, located at 20 West Washington Street was constructed in 1924. The seven story building was built of terra cotta panels and metal framework. The interior was remodeled in 1933 and the ground floor exterior and interior were remodeled in the late 70's.

The Goodman Building, located at 30 West Washington Street was constructed primarily of masonry with a stone facade. The ten story building reveals a Gothic Revival detail at its top.
The majority of the building being is comprised of a circulatory spine that connects to and enhances the existing circulation axis of the adjacent buildings. The major portion of the spine is developed on the 90° and 45° grid system. The former relating to the city grid, which fronts the south and east boundaries of the site while the latter is in response to the secondary bisymmetrical axis of the Soldiers and Sailors Monument. These geometries facilitate an ease of physical connections and alleviates confusion for user circulation in a large interior complex.

To further define circulation, atriums are located at modal points where existing and proposed axis intersect. This response creates public spaces that makes the complex organization legible to users much as a street does for pedestrians. (inner streets)
EXISTING AND PROPOSED
MAJOR ATTRACTIONS/LANDMARKS
MILE RADIUS

Northwest
- Indiana University/
Purdue University Campus
  and Medical Center
- American United Life Bldg.
- IUPUI Sports Center

North
- Indianapolis Main Library
- American Legion Headquarter
- War Memorial Mall
- Interstate I-65
- Federal Bldg.

Northeast
- Indiana National Bank Bldg.

East
- Market Square Arena
  - South
  - Merchants Bank Building
  - Union Station

Southwest
- Indiana Convention Center
- Domed Stadium
- Hyatt Regency Hotel/
  Merchants Plaza Bldg.

West
- White River Park
- Indiana State Capitol Compl
- White River

Scale 1:200

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1. American Fletcher
   National Bank
2. American United Life
   Insurance
3. Block's Dept. Store
4. Blue Cross/Blue Shield
5. Christ Episcopal Church
6. Circle Theater
7. Columbia Club
8. Fletcher Trust
9. Greyhound Bus Station
10. Hilton Hotel
11. Hyatt Regency Hotel
12. Indiana Bell
13. Indiana Repertory
    Theater
15. Indianapolis Power and
    Light
16. L.S. Ayres Dept. Store
17. Merchants Bank
18. Soldier and Sailors
    Monument
19. Strauss Clothing
20. Union Federal Bank
21. United States Post
    Office and Courthouse
Parking lot
Parking structure
On-street parking
Bus lane
Loading zone

* Note: Figures indicates number of parking spaces per block
Protected Circulation
Exposed Circulation
Building Entrances
Outdoor Seating
Points of Congregation

*Note: Largest amount of pedestrian traffic occurs during 11:30 to 1:30 lunch hours
The major component and generating concept for this thesis proposal is derived from the Teleconference System. At the projects' inception, the Telecon System was studied to investigate its requirements for successful operation. It was determined that a minimal amount of area was necessary for operation and equipment. In accompaniment, the operational space must have a professionally controlled environment for heating, cooling, air handling, lighting, sound transmission and vibratory interference. With these parameters established, it was evident to utilize the site depth and locate the conference rooms as distant from street activities and environmental exposure as would be permissible. With the conference room locations appointed, this allowed for speculative office space to wrap around its horizontal perimeter and function as an insulating blanket from exterior elements. (see sketch)

In addition, most rental office space is located conveniently equidistant from the conference rooms.

To facilitate the needs and amenities of traveling executives, using the conference center to maintain communications with home or branch
offices, an exclusive business hotel is conveniently located on the upper levels. The hotel offers traveling executives an exciting view of Monument Circle and a wide range of accommodations monitored by computer, to ensure prompt and expedient service. The nature of the business hotel alleviates the bothersome and distracting presence of tourists and their families.

In addition to these particularized services, a carpet of exclusive retail speciality shops and services are available below on the two lowermost levels. Automobile parking is provided for hotel guests and administrative office personnel. These reserved spaces are coordinated by floors with their guest rooms or office.

All deliveries and service oriented functions occur through a twenty-four hour central loading dock facility. Loading dock facilities are computerized and are capable of handling three fifty-five foot trucks simultaneously. Holding areas and environmentally controlled storage rooms allow for goods to be held until business hours or when needed. The central dock system allows for prompt and accurate delivery of goods to all inter-connected structures.
The Teleconference Center can be viewed from several levels of success in relation to urban planning, corporate business and retail. In a large scale sense, the Center consolidates and utilizes the voids that are often by-products of urban development. The unique character and diversity of these urban areas are expounded upon to create a large scale complex that conveys an indigenous theme. Unlike many suburban centers that search and impose ambiguous theme oriented environments at a great deal of cost but minute success, the Center thrives on originality. Elements that are prevalent in this urban site, i.e., rooftop water towers, exposed fire escapes, narrow canyon passages all play an integral role in establishing its own identity from other centers. These are elements that are derived from functional requirements and possess a significant realism unlike the plastic ornamentation that confronts a visitor at a suburban development.

In a general sense, the Center initiates a firm and positive move towards attracting new business relations with distant companies. The Center, located in Indianapolis, establishes an image as a marketplace for business ventures allowing expanding companies to communicate and perform efficient and economical business transactions.

Lastly, in a domestic sense, retail tenants will have a broad and diverse clientele of traveling professionals mandating a more specialized inventory of products. This, in turn, enables residents of Indianapolis and adjacent communities to enjoy a refined selection of goods most commonly found in larger distant cities. This enables the Center to develop a reputation which is twofold, one being a worldwide communications center and the other as a market for refined retail selections. With these distinctions and the Center's prime location combined, offers three of the most unique environments in the world.
METHODOLOGY

At the projects' inception, an extensive investigation of the adjacent site context was executed. Various aspects were examined: dimensions, structures, systems, building integrity, architectural vocabularies, circulation, occupancy and efficiency rates. Subsequently, all documents, sketches, photographs, and notations were composed into a single master plan. By precisely locating all adjacent context, design potentials became increasingly evident.

User circulation penetrating site boundaries and adjacent buildings was the primary concern in establishing schematic concepts. These concepts were further defined by structural and mechanical overlays. Additional development of these components were enhanced by programmatic requirements of the teleconference area, business hotel, speculative office space, and retail center. As the spaces were developed to satisfy functional needs, further definition of circulation evolved.

When a cohesive circulatory and spatial allocation was determined, investigation of the elevation and its effects on the adjacent context (Soldiers and Sailors Monument, Test and Guaranty Buildings) were studied. Main entry circulation, on the secondary bisymmetrical axis of the Monument and the existing Journal Building facade evolved a basic rhythm along the elevation. Enhancement of these two components helped to evolve much of the concept and philosophy of the final composition. With the aid of an established vocabulary and coding of materials, a refined horizontal and vertical rhythm was organized.

At this stage, a comprehensive reanalysis was conducted to determine a consistency of vocabulary, massing, proportions, and a universal modular rhythm throughout the entire complex. As these elements were ascertained, further development and maturity of the design vocabulary and detailing were added.

Utilizing the final drawings as an additional design instrument, minor modifications to plan and section relationships were employed.
A design vocabulary was established at the inception of the project. The vocabulary's contents were evolved through various cause and effect judgements. First, to retain a similar design intent of the site context (Monument Circle) and further to directly relate to the Soldiers and Sailors Monument, which is the visual focus of the project. The use of this vocabulary throughout the entire project employs a similar design intent of the adjacent structures. Additionally, to strengthen and pronounce the axial impressions of the adjacent context, the design vocabulary was utilized on a sensitive and intimate scale for detailing of planes and surfaces. This repertoire of design characteristics was examined through conceptual stages to evaluate its degree of flexibility and adaptive use. As the project matured, the design vocabulary evolved into a cohesive language that promoted valid decisions during design development. This language was not used as a dictatorial direction but, as a suggestive means of obtaining solutions. The consistent use of this language helps to strengthen and consolidate the diverse physical ambience of the Telecon Center.
PERSONAL PHILOSOPHY

Architecture is the physical interpretation of the functional and psychological needs of man. It is the architect's obligation to explicate and translate these needs into an environment that satisfies the client or user situation.

Often, the functional needs of a user are easily achieved via the broad parameters of available materials, products, and systems in the construction industry. The veritable challenge is for the architect to compose these elements in an attempt to gratify the psychological needs of the user. The architect is in a position that one must try to interpret the visionary goals of the user and make assertions that develops an atmosphere for an environment. This perception is integral, for an architect, to attain a mature level of design. This maturity can only evolve through repeated professional experience whereby, the architect utilizes one's own personna to hopefully derive new responses to old problems.

In the realm of psychological factors there are no answers. People perceive space differently from one another due in part to the influences of color, light, scale, environmental exposure... These influences, although endless in variety, are creative tools for an architect to use when developing environments. It is essential that the architect realizes the limitations and potentials of these tools and integrates them together to form spatial compositions that change in nature as often does the mind.
CONCLUSION

I am extremely pleased with the eventual outcome of this thesis project. I have fulfilled my personal goals that I had established at the projects' inception. The extent of contemplation and design has encompassed all essential parameters that I felt necessary for me to address.

At last, the time has arrived where I may now depart from the world of academics and accept a greater challenge of education in the "real world."

Thanks! It was fun.
• To Jack Wyman for his faith and understanding.
• To Robert McGuffey and Scott Wallace for their psychological stimulus.
• Special thanks to my closest friend, Greg, who has been a constant companion and stimulus throughout my education.