



**BREWERY  
SQUARE  
HOTEL  
ST. LOUIS**

**ARCHITECTURAL THESIS  
RONALD M. REIM  
BALL STATE UNIVERSITY 1982**

**ARCHITECTURAL THESIS BROCHURE  
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### Preface

This brochure has been prepared as the conclusion to a full year of architectural thesis studies. The thesis year allows the student to study aspects of architecture that are specific to their particular interests. This thesis brochure is not intended to fully document the entire process that has taken place. But rather to present the final design solution and important aspects of the process.

### Credits

At this time I would like to acknowledge the following people for their valuable contributions: Jack Wyman who has provided guidance and consistency throughout the duration of the project. Tony Costello, my outside critic, who has been extremely influential during the formulation of ideas regarding architecture's relationship to the urban environment. Jack Wells who has forced me to think about architecture and aesthetics. My parents who have provided understanding support and encouragement throughout my architectural education. Steve Citari and Cathy Maxeiner whose companionship in studio have made all the long hours tolerable.

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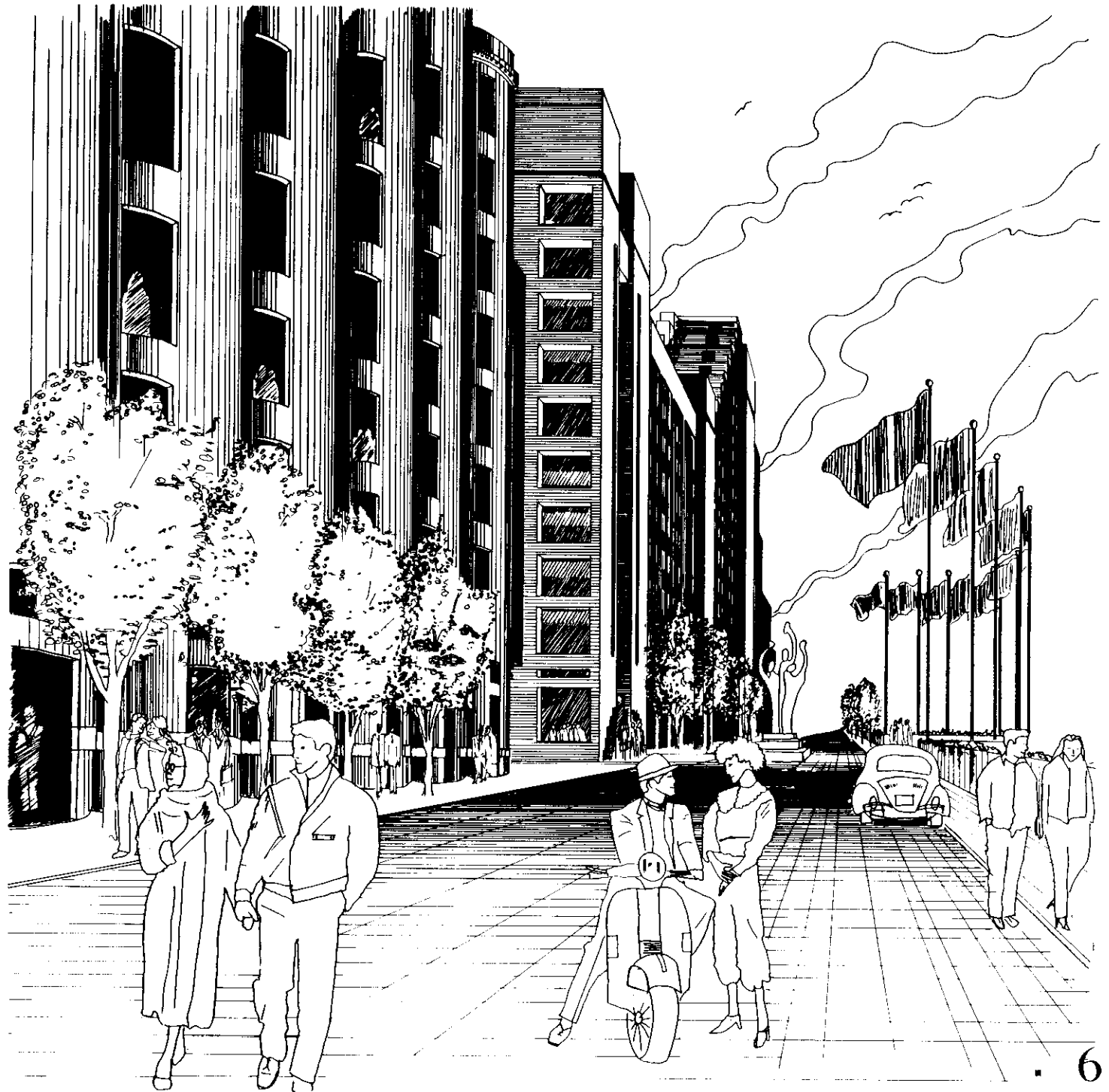
## Introduction

Brewery Square Hotel is a 475 room deluxe accommodation hotel located on the south side of St. Louis, Missouri. The site for the hotel is an historic brewery built prior to the turn of the century. Most of the buildings in the complex are currently very underused or vacant and are gradually falling into disrepair.

The hotel is to become the anchor for the total redevelopment of the site. Brewery Square Hotel will serve a large and growing tourist population attracted to the area by Anheuser Busch Brewery and other historic sites in the area. A large number of businessmen are also expected to use the facility.

When complete Brewery Square will become a thriving center for shopping, entertainment and business, adding new life to a depressed area of the city. The new activities will fill a large void in the urban fabric, drawing upon the rich architectural character of the brewery and surrounding neighborhoods to make the project successful.

The final architectural solution is the result of one quarter of urban analysis and design of the surrounding neighborhood and site. Followed by two quarters of architectural design concentrating on the hotel itself. The design of the hotel has been greatly shaped and influenced by the first quarters work. I have found this urban analysis extremely helpful in the design phase of the project.



## History

The Brewery Square area consists of the buildings and property once owned and operated by the William J. Lemp Brewing Company. The property is now owned entirely by the International Shoe Co., a division of Interco, Inc. The complex covers almost fifteen acres surrounded almost entirely by walls and fences. Within are twenty five structures containing 900,000 sq. ft. of space.

In 1862 the brewery came into the possession of William J. Lemp, son of the founder Adam J. Lemp, the brewery's founder. Almost immediately construction began on a new facility at the current site. The choice of location was influenced by the presence of nearby Cherokee Cave, which the brewery used for beer storage and aging. The Lemp Brewery enjoyed a continuous profitable growth, so that by 1880 it was the largest in the city. After the turn of the century, the establishment began to decline, which was marked by the suicide of the owner in 1904. The plant was closed by the advent of prohibition in 1919 and sold in 1922 to the International Shoe Company, which used it for shoe production and storage. The brewery which had cost about 7 million dollars to build was sold to the shoe firm for only \$588,000.00. It's current uses include light manufacturing, storage and some offices, with almost 70% vacancy.

The brewery and its owners were very closely related to the ethnic character of the surrounding residential areas. It and the nearby Anheuser Busch brewery were major employers of the imigrant German population that predominated the area. The designer of at least one and probably several of the buildings was Guy T. Norton, a prominent St. Louis architect. Other architects are known to have worked on the brewery but no remaining documentation can be found.

At its peak the brewery had quite a reputation and was truly a substantial operation. The annual output was over 800,000 barrels of beer annually. This required as many as 10,000 refrigerated box cars a year to ship the product to its final destination. A unique feature of the brewery design was its capability to receive and ship goods directly by rail. Shipments of the beer were made to all parts of the United States, Canada, Mexico, Central and Southern America, Australia and England. The two beers sold by the brewery were Falstaff and Lemp. The trademark name Falstaff was sold after the brewery to another St. Louis brewing company. At the turn of the century the brewery was the second largest in the world, only second to Anheuser Busch which was and still is the largest brewer in the world.

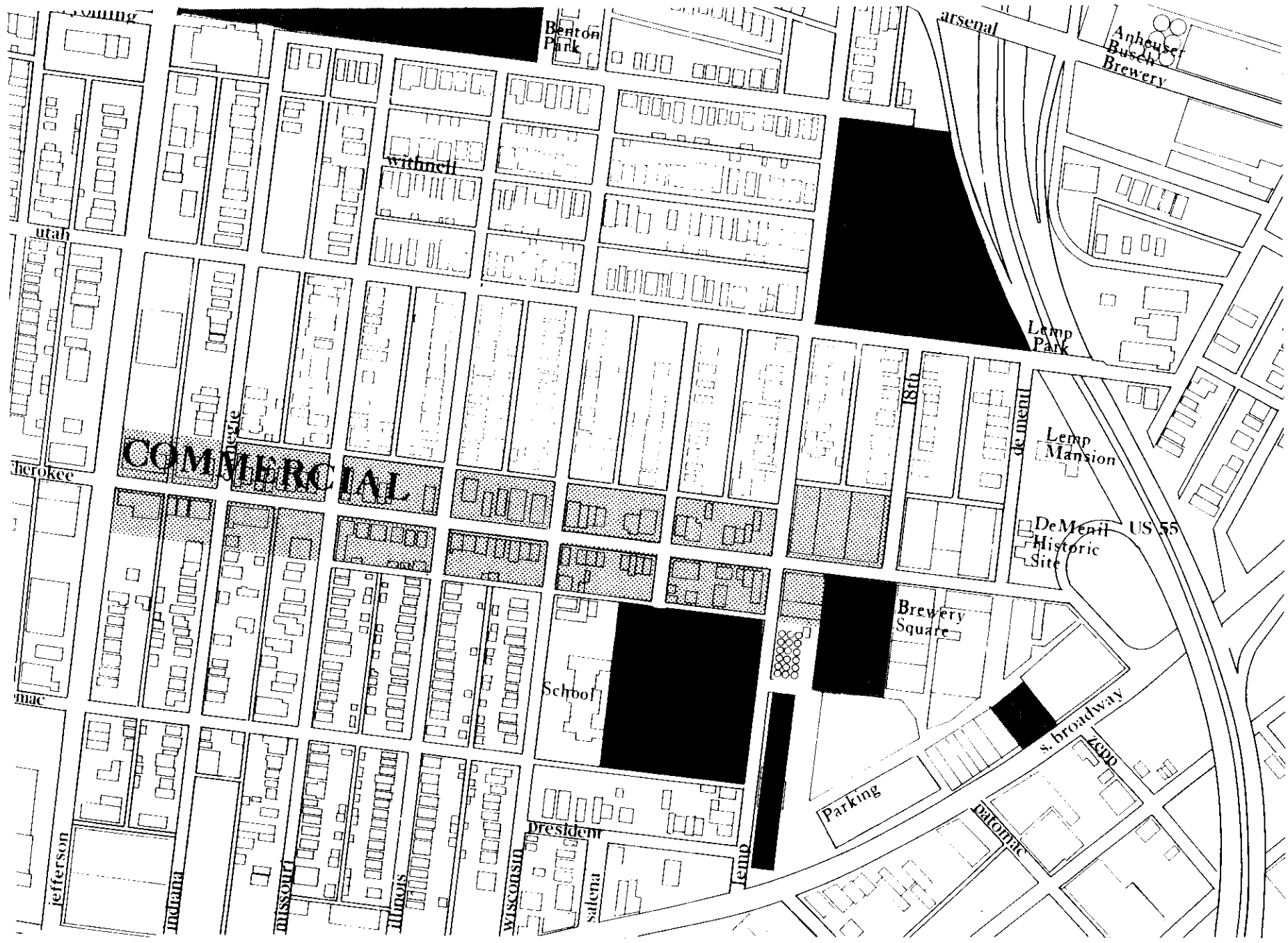
For many years the architectural significance of the old brewery had been ignored and unnoticed. When International Shoe Company purchased the brewery in 1922 they substantially modified many of the buildings and removed most of the brewing equipment. Some of the less useable structures remained intact. Recently the original brewery structures have been placed on the National Register of Historic Places. The complex anxiously awaits redevelopment and renaissance.

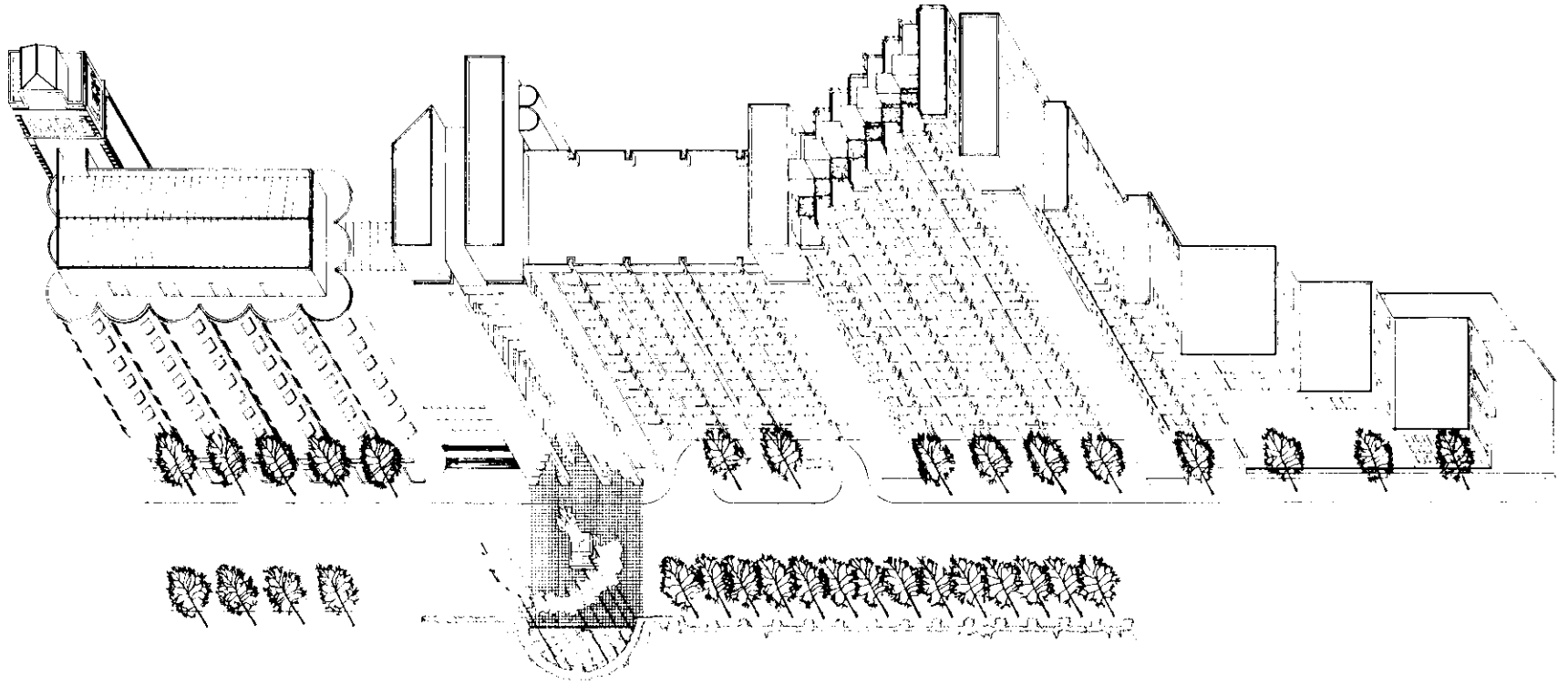


## Surrounding Areas

- A. Kosciusko Industrial Area is predominately industrial, manu- and storage area. It is the source of bad views and bad smells.
- B. LaSalle Park is an urban renewal area. A number of gutted c and structures have been renovated by both public and private co
- C. Darst-Webbe Apartments are public housing. This area is cor called "the projects" and is a very high crime area.
- D. Lafayette Square is a historic neighborhood. The first in t It has undergone a dramatic transformation and restoration renov work on most structures is continuing.
- E. New Town in Town is primarily a black residential neighborh
- F. Garden Tower East neighborhood is named for the adjacent Mis Botanical Garden. The area still has some fine stately old home a section of very prestigious mansions.
- G. Soulard Neighborhood is a historical area undergoing substar renaissance. Many of its historic hold homes have attracted bus and professional types who are restoring these structures.
- H. Anheuser Busch Brewery is an industrial, historical and arch tural landmark. It is a major employer and tourist attraction i St. Louis area.
- I. Pontiac Neighborhood is a residential area that is very clos elated to the Busch brewery. Many brewery workers still live in area.
- J. Benton Neighborhood is a residential neighborhood. Many of buildings are architecturally significant and very similar to th in the Soulard neighborhood. It is named for Benton Park a majc space.
- K. Dutchtown South Neighborhood as its name implies is the hear German ethnic neighborhood. Many of its residents are elderly. a conservative area and is noticably poor. It contains a wide v of architectural types. Its brick architecture contains numerot teresting features.
- L. Grand-Oak Hill Neighborhood is a small section of the Soular borhood. It contains the Chatillon De Menil Mansion and the Len sion. These are two very important architectural landmarks and street has undergone substantial upgrading. It currently attrac number of tourist visitors.







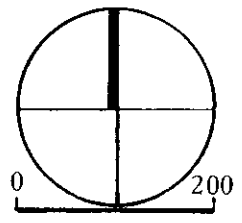
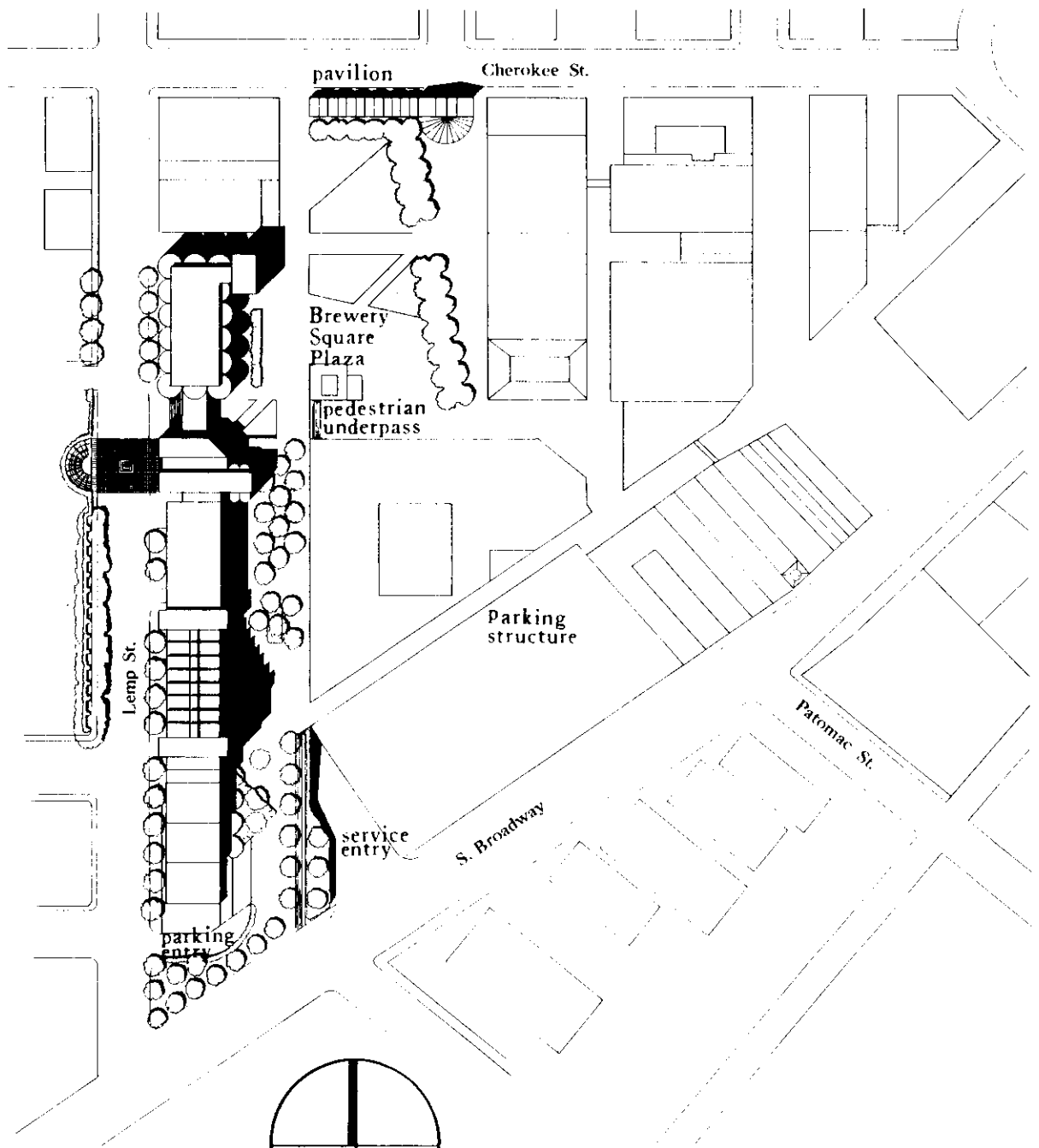
### Building Description

Brewery Square Hotel will combine the existing grain storage silos with a substantial portion of new construction. Parking for many of the guests is contained in three levels below the area of new construction.

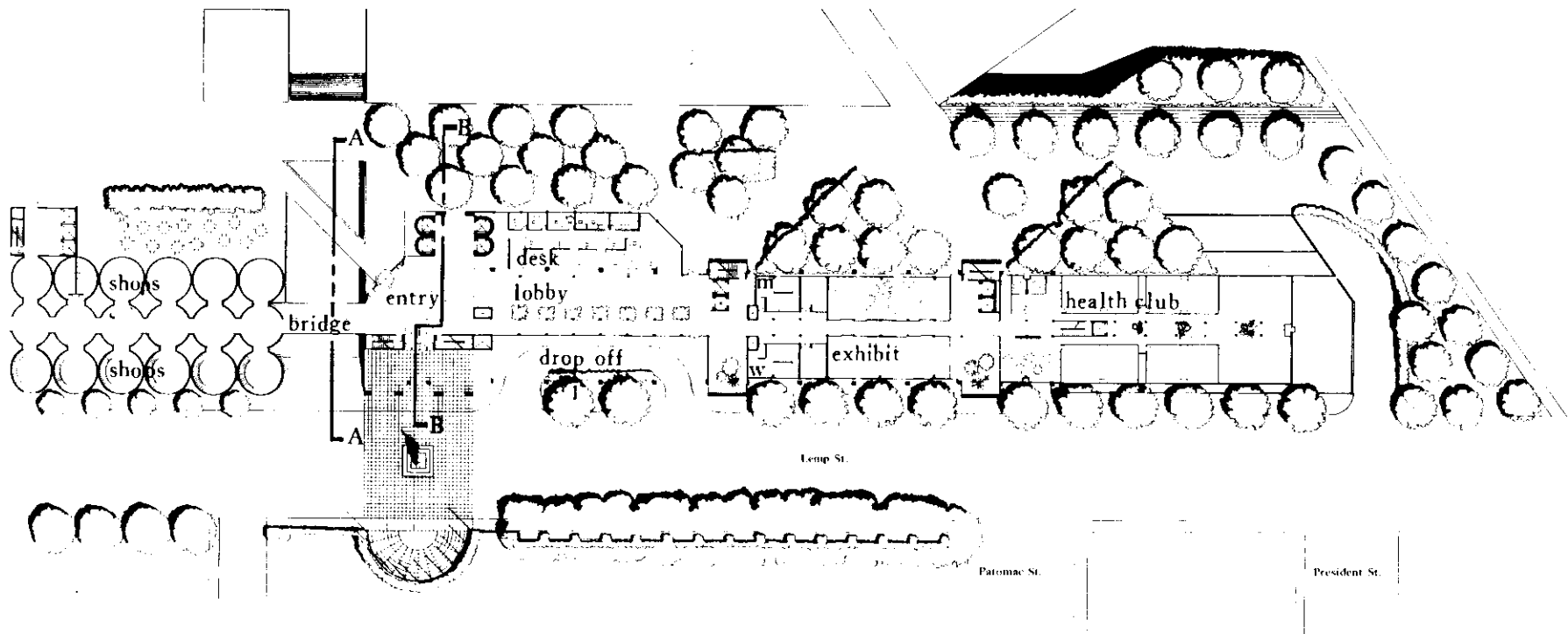
Health club facilities for both hotel guests and community are located at the south end of the structure. The middle section of the structure contains guest rooms and deluxe suites with rooftop terraces and gardens.

The various bays of the building are divided by piers that contain vertical circulation and open atriums. Two piers are placed together to denote the main entry. On the plaza side (east side) one pier opens up to the plaza space by becoming transparent glass instead of brick.

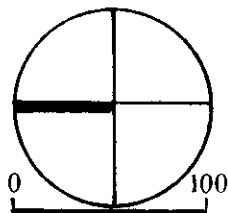
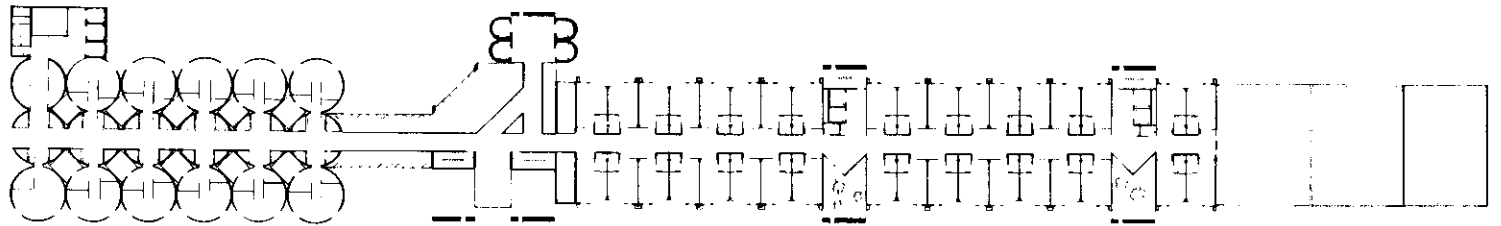
The new and existing sections of the hotel are linked by a transparent bridge structure. It is intended to provide a neutral connection between the two styles of architecture. The transparency allows the geometry of the silos to be read through the link. The silos will be special guest rooms. On the top level will be restaurant and lounge facilities. During favorable periods of the year the rooftop area will be used as an outdoor dining area and beer garden. The Lemp tower will be used as vertical circulation and as an exclusive cocktail lounge/observation deck. At the northern most end, the hotel will be linked to another existing building which will eventually serve as the banquet conference and activity center for the hotel.



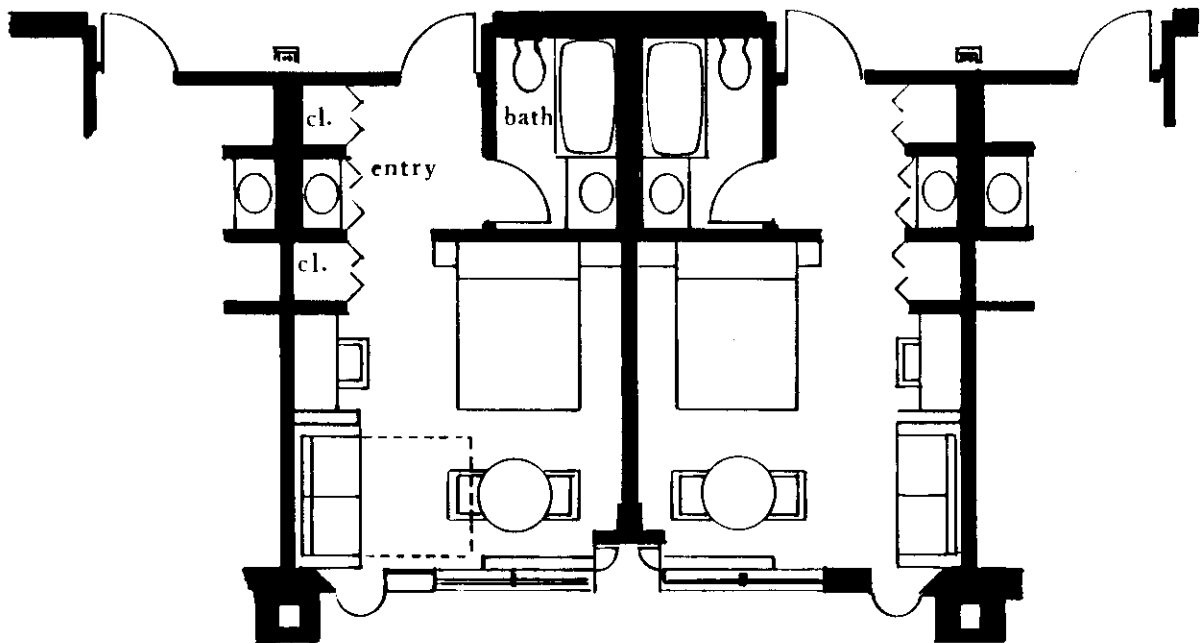
Site Plan 13



Ground Floor Plan 14

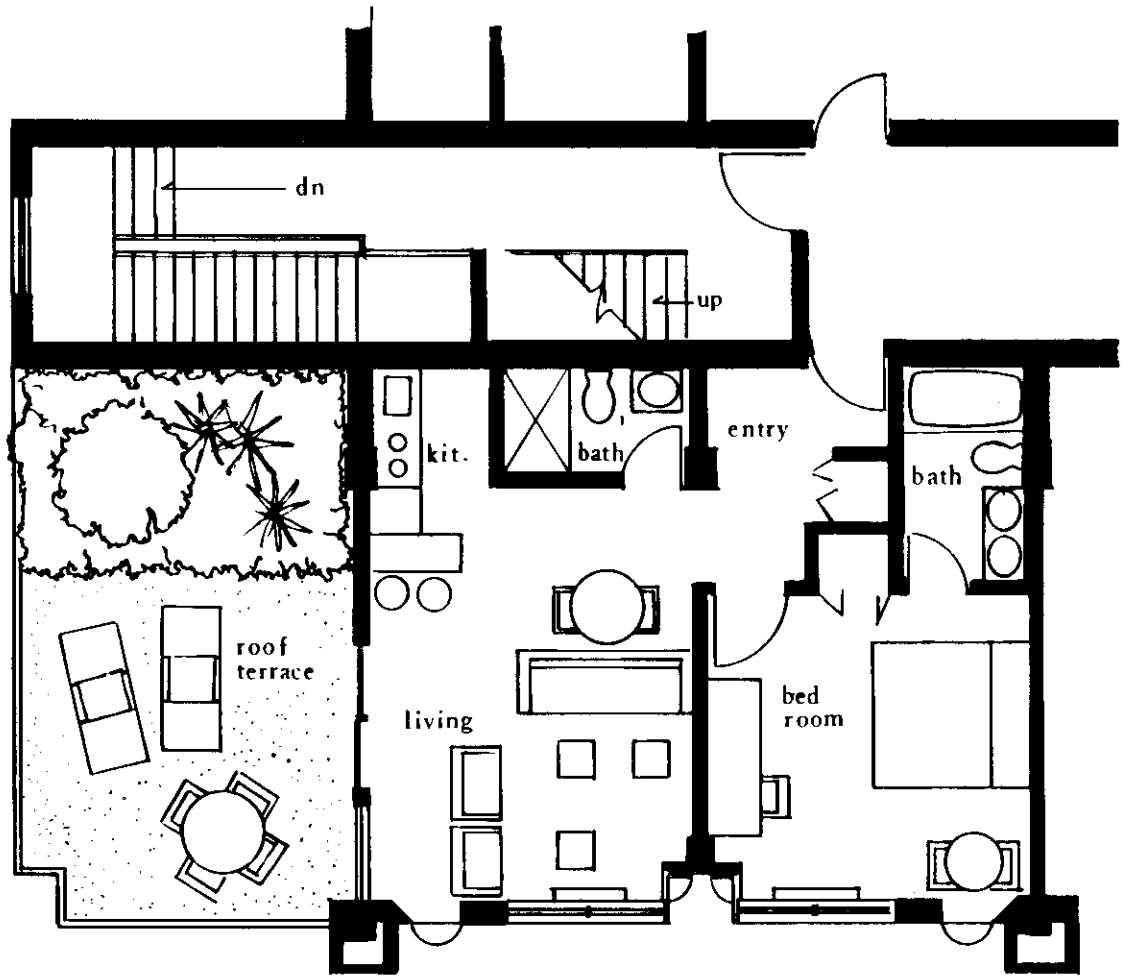


Typical Guest Level 15

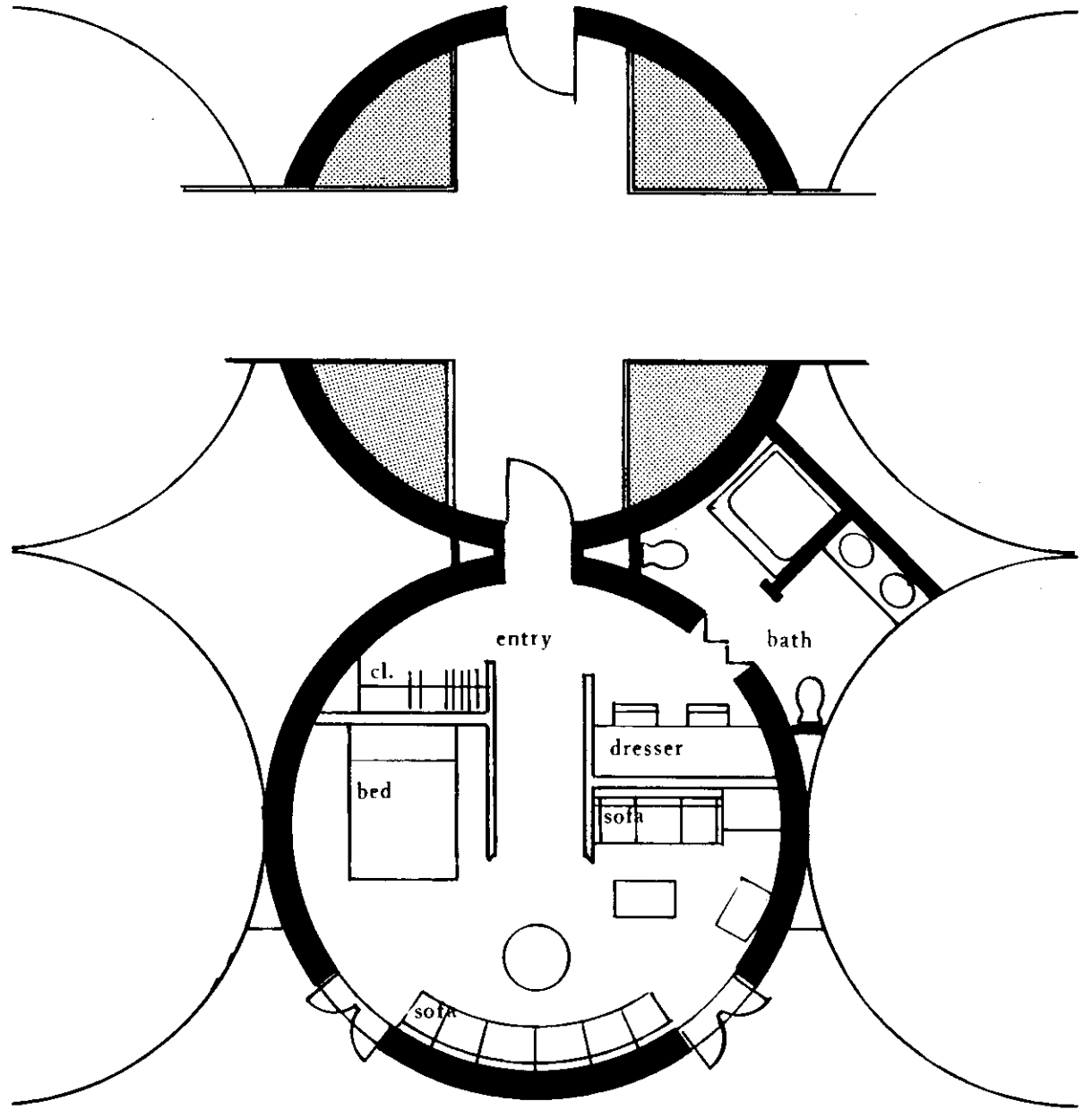


Typical Room Plan 16



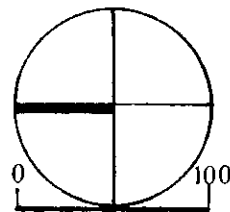
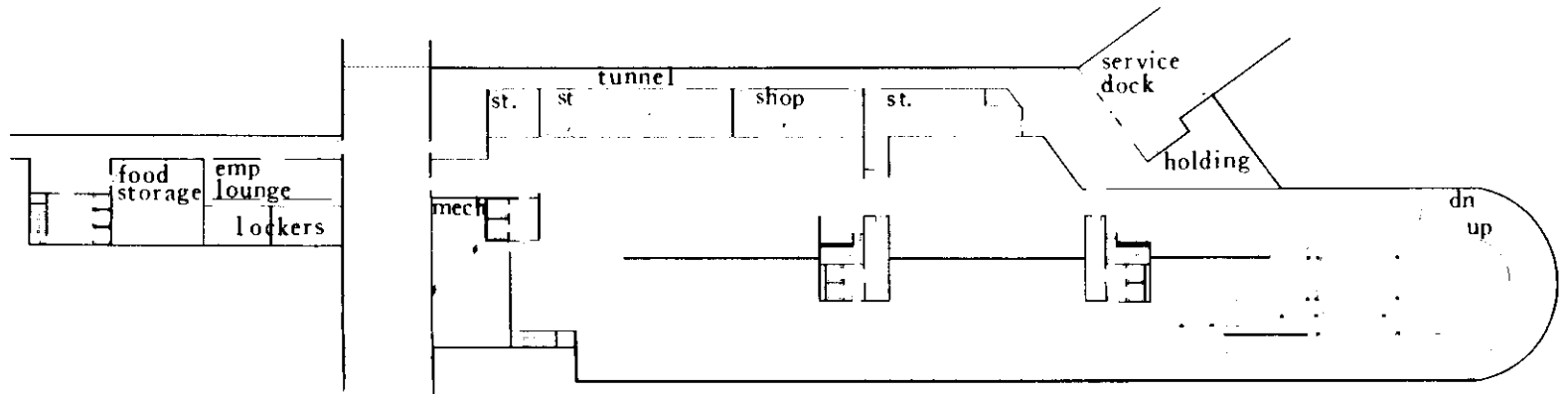


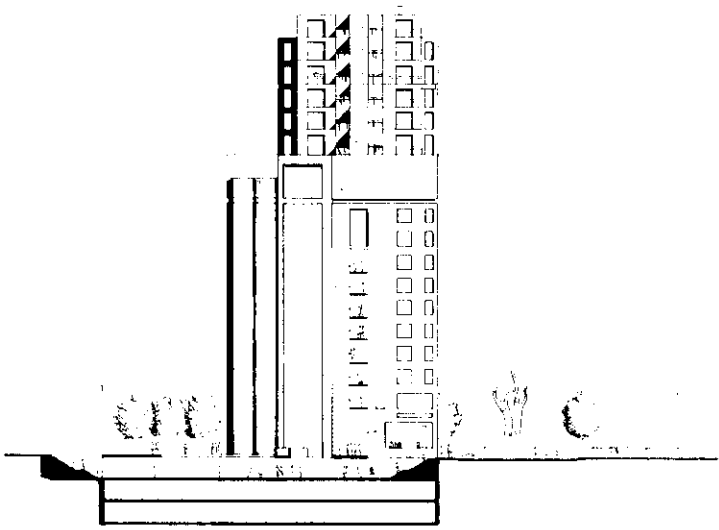
Typical Suite Plan 17



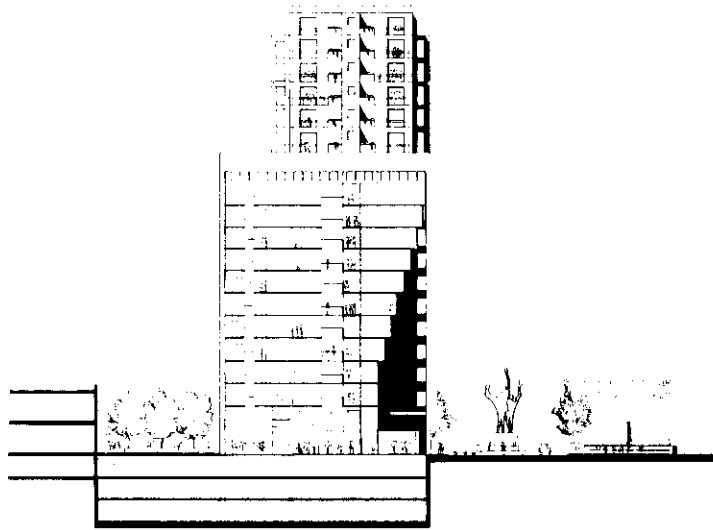
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Typical Silo Room 18

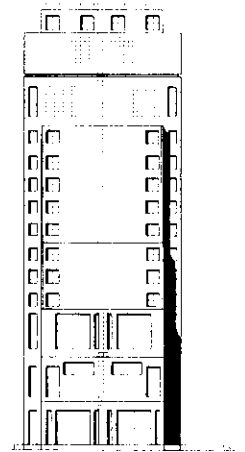




AA



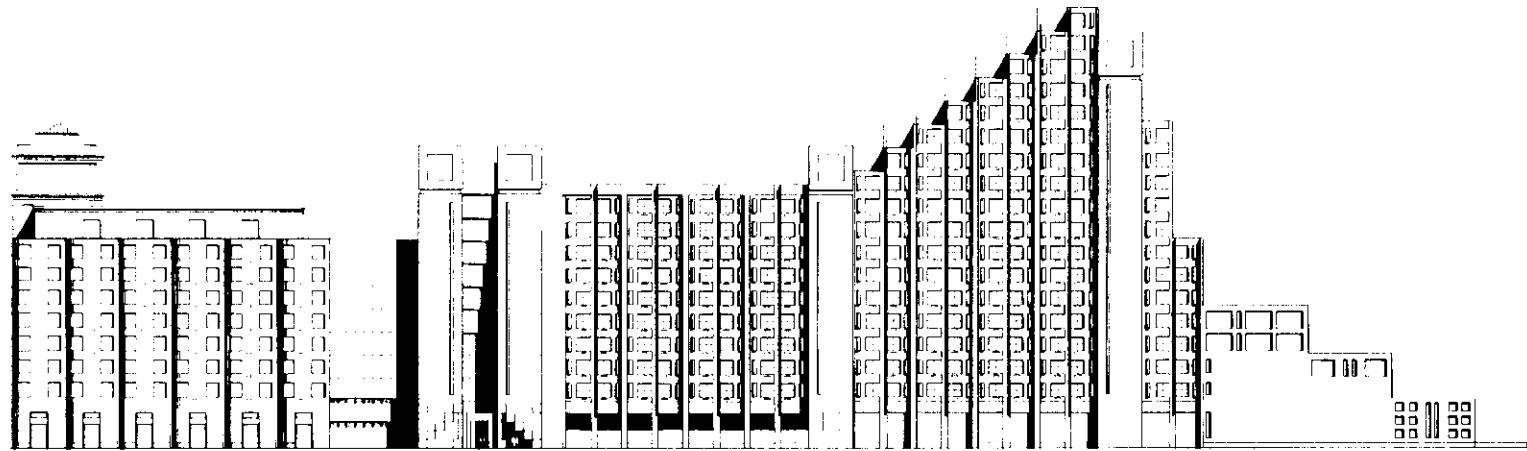
BB



South

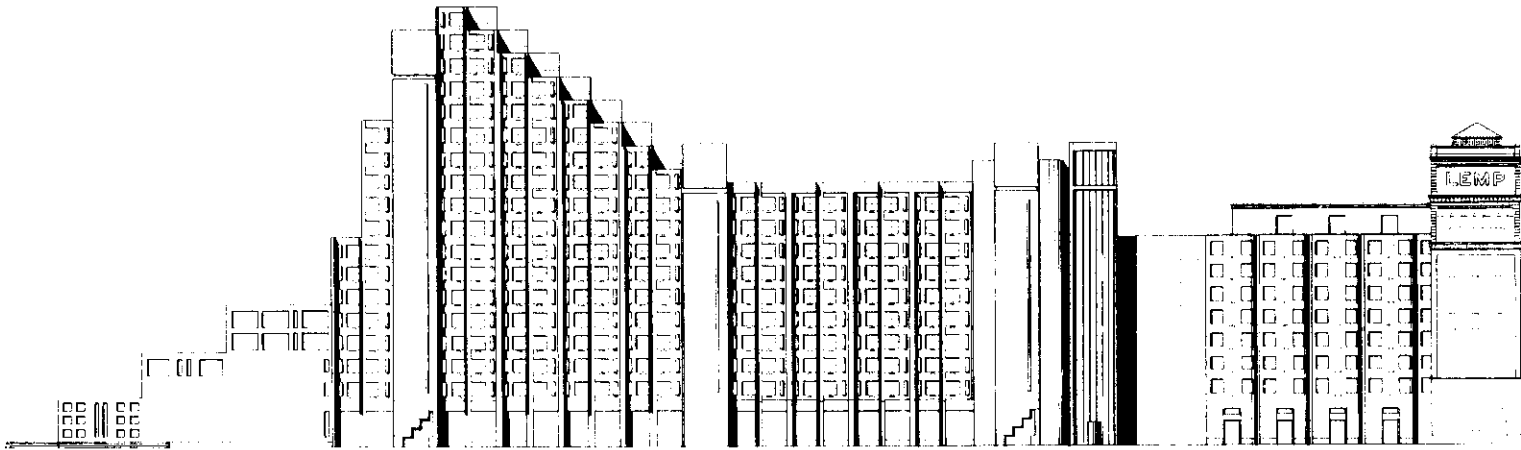


Sect. AA, BB Elev. South 20

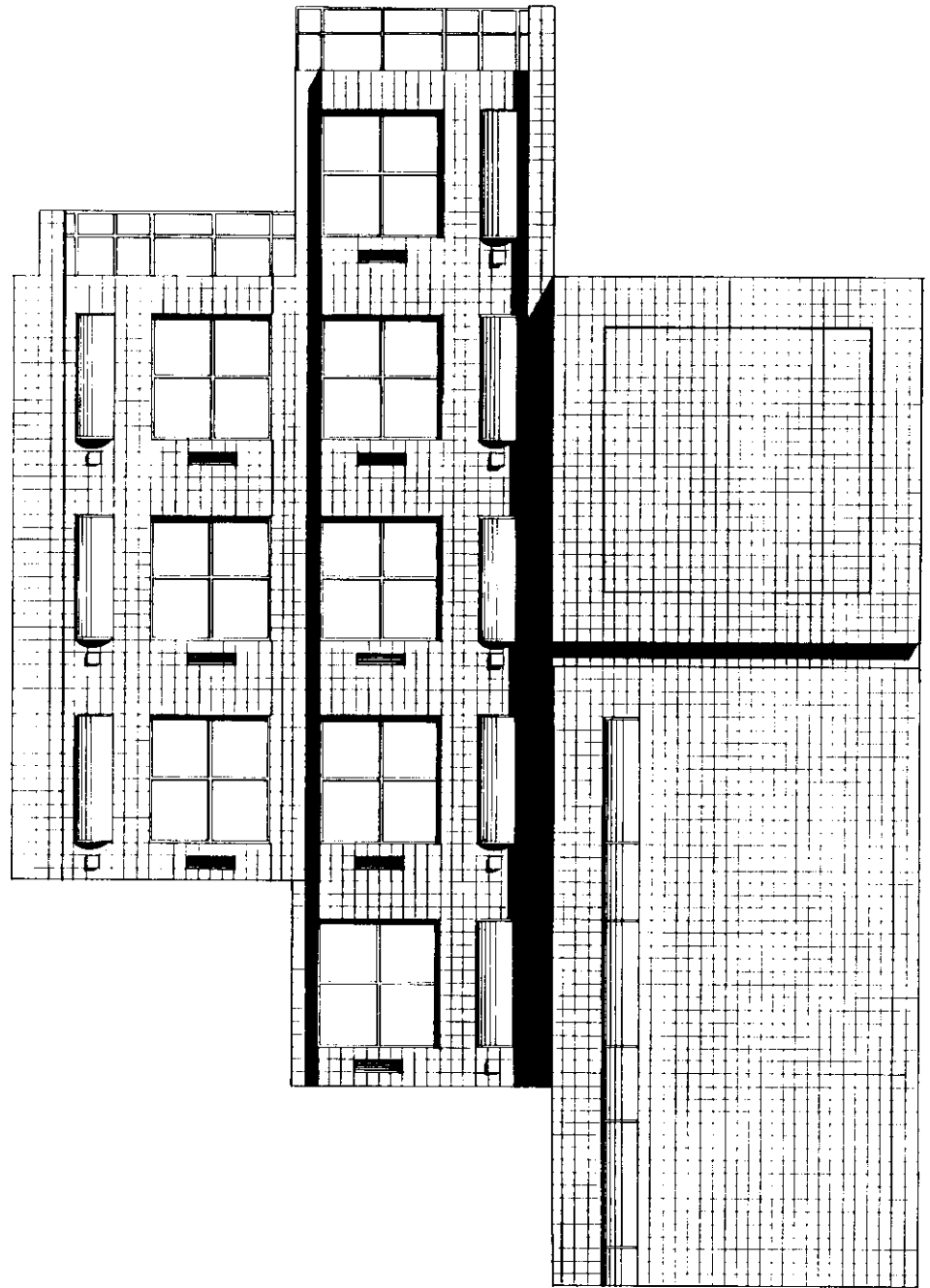


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Elevation West 21



Elevation East 22



Elevation Detail 23

### Goals

To design a piece of urban architecture that relates to the surrounding environment. It must be responsive to needs of the neighborhood and the city.

To propose a possible new use for a major hole in the urban fabric of the city. A function that might give new life to Brewery Square and reverse the trend of decay, blight and abandonment.

To design a hotel facility that is functionally successful.

To attempt to solve the aesthetic problems of adding new architecture into an architecturally rich environment.

### Assumptions

It was assumed from the projects conception that the entire complex of the William J. Lemp Brewing Company would be available for redevelopment. It was also assumed that the city of St. Louis would cooperate with the necessary zoning and ordinance changes required for this project.

### Functional Objectives

The functional objectives of the project must be viewed on several levels. As a hotel it must fulfill all the functional requirements a building of this type demands. It must be able to perform at the standards of its management or it will have no reason to exist. As a piece of architecture it must be aesthetically proper as well as functional. As a piece of the urban fabric it must fit into its environment reinforcing and helping it. It must be beneficial to the surrounding community.

### Formal Objectives

The formal objectives of the project must also be perceived on several levels. The building must provide a suitable image. This must be an acceptable image to the hotel management, visitors to the area and to the residents of the surrounding neighborhood. It must provide a suitable experience for both pedestrian and vehicular traffic. Brewery Square Hotel must be someplace people want to visit and experience.



### Methodology

My personal methodology for addressing architectural design problems is one that involves thoroughly understanding the context and environment a piece of architecture will occupy. In the case of this thesis it meant studying in detail the urban neighborhood Brewery Square Hotel would become a part of. My process of design constantly returns to the site looking for images or relationships that might give assistance in solving design problems.

### Philosophy

My philosophy of architecture is still quite immature and I am sure will grow and change. It has been strongly influenced by my experiences of European urban spaces. I respect historic architecture but feel we must be more selective in what we preserve, reuse and demolish. I am very concerned with aesthetics and the visual image of a building is an important part of my design methodology. I feel that much of what is being built today is not architecture. I do not feel we need to return to the copying of historical architecture and its elements. Instead we should recall excellent examples of architecture, study them thoroughly and attempt to capture their essence in a way that is appropriate for our own time and place.

### Parti

The overall parti of the building is linear. The building is developed on both sides of a central circulation spine. This spine is divided into segments by the vertical piers. This central axis is the main organizational element.

### Composition

The mass of the structure is composed in such a way as to respect the existing silo structure. After a bay of separation the building is allowed to step up providing roof terraces oriented to the downtown skyline and the Gateway Arch. The building then steps back down returning to the scale of the neighborhood.

### Materials

The new structure will be cast in place columns, beams, and slabs. The exterior wall will be a curtain wall of 8" x 8" red clay tiles and 8" x 8" light grey ceramic tiles.

<u>Accounting</u>	<u>Sq. ft.</u>	<u>Banquet Meeting and Party</u>		<u>Housekeeping</u>	
Accountants Office	150	Prefunction Lobby	3000	Maid Stations (28)	2800
Bookkeeping Area	100	Main Banquet Space	4666	Custodial Station	500
Bookkeeping Area	100	Meeting Room	1714	Managers Office	150
Bookkeeping Area	100	Meeting Room	1714	Supervisors Office	100
Cashier Station	100	Seminar/Dining Room	800	Supervisors Office	100
Conference/Auditors Room	150	Seminar/Dining Room	800		
Vault	50	Seminar/Dining Room	800	<u>General Office</u>	
		Seminar/Dining Room	800	Reception Area	200
		General Storage	500	General Managers Office	200
<u>Personnel Management</u>	<u>Sq. Ft.</u>	Serving Storage	250	Asst. Gen. Manager Off.	200
Managers Office	150	Banquet Kitchen	2000	Secretarial Stations (5)	500
Employee Programs Office	150	Coat Check Room	400	Conference Area	300
Interviewer	150			Mail Room	400
<u>Purchasing</u>		<u>Building Operation</u>		Computer Room	200
Purchasing Agents Office	150	Maintenance Shop	1200	Records Storage	300
Purchasing Agents Office	150	Managers Office	150		
		Supervisors Office	100	<u>Special Facilities</u>	
		Supervisors Office	100	Health Club Office	250
<u>Food and Beverage</u>	<u>Sq. Ft.</u>	Security Monitoring	220	Pool and Terrace	6500
24 Hour Restaurant	1600	Tool Storage	200	Reception Lobby	350
Deluxe Restaurant	1350	Material Storage	300	Locker Room	1600
Cocktail Lounge/Bar	1500			Locker Room	1600
Kitchen	2200	<u>Desk and Front Offices</u>		Aerobics Room	1000
Beverage & Food Storage	3200	Registration Desk	700	Weight/Exercise Room	1000
Employee Cafeteria	900	Cashier Desk	700	Retail Space (8)	1500
Managers Office	150	Bell Station	500		
Supervisor (Chef) Office	100	Communication Business Ctr	500	<u>Service Spaces</u>	
		Tourist Information	200	HVACP	24000
<u>Public Spaces</u>		Managers Office	150	Loading Dock	500
Grand Entry & Lobby	12000	Supervisors Office	100	General Storage	1000
Mens Restrooms	1000	Supervisors Office	100		
Womens Restrooms	1000	<u>Accomodations</u>			
Circulation	7000	Guest Room (425)	350		
		Guest Suite (25)	650		
				Total	422864

Space Summary 27

### Conclusion

Overall I am happy with the end result of this thesis project. I feel my design solution could be a piece of architecture that meets the objectives I set down for myself. The extended amount of time spent on the project has allowed me the freedom to explore areas in depth. It has allowed me to step back away from the project and take a different perspective. It has allowed me to design at a number of scales from large urban spaces to intimate interior ones. Dealing with a project of this magnitude and complexity has been an exciting but difficult challenge. I feel I have grown as a designer throughout the process and that it was a worthwhile experience.