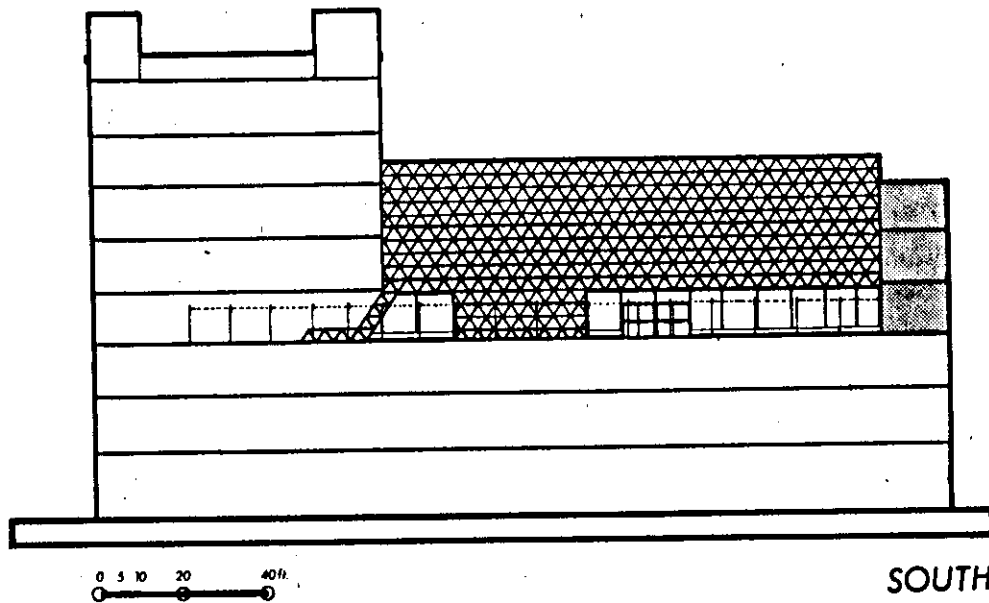
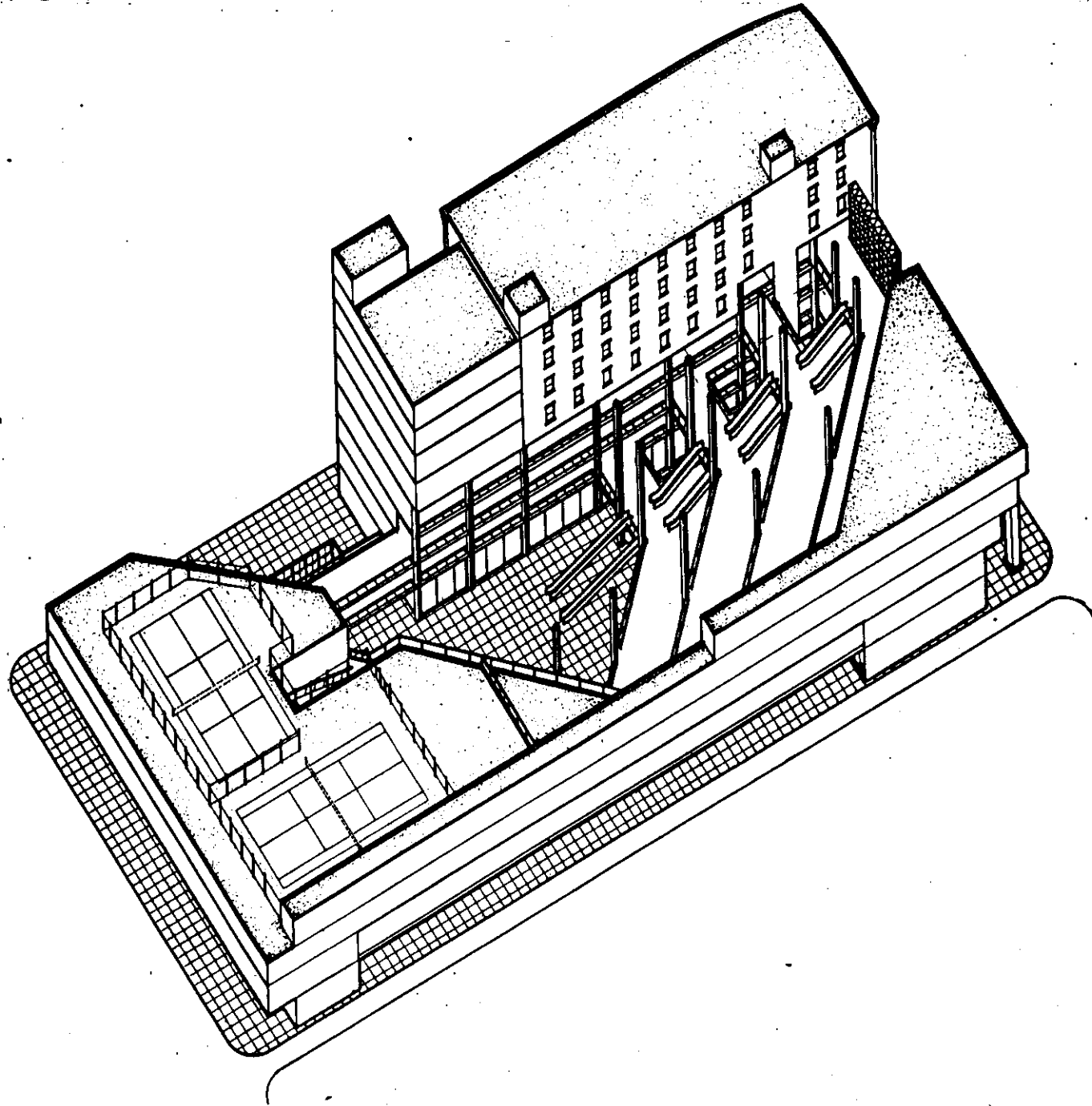
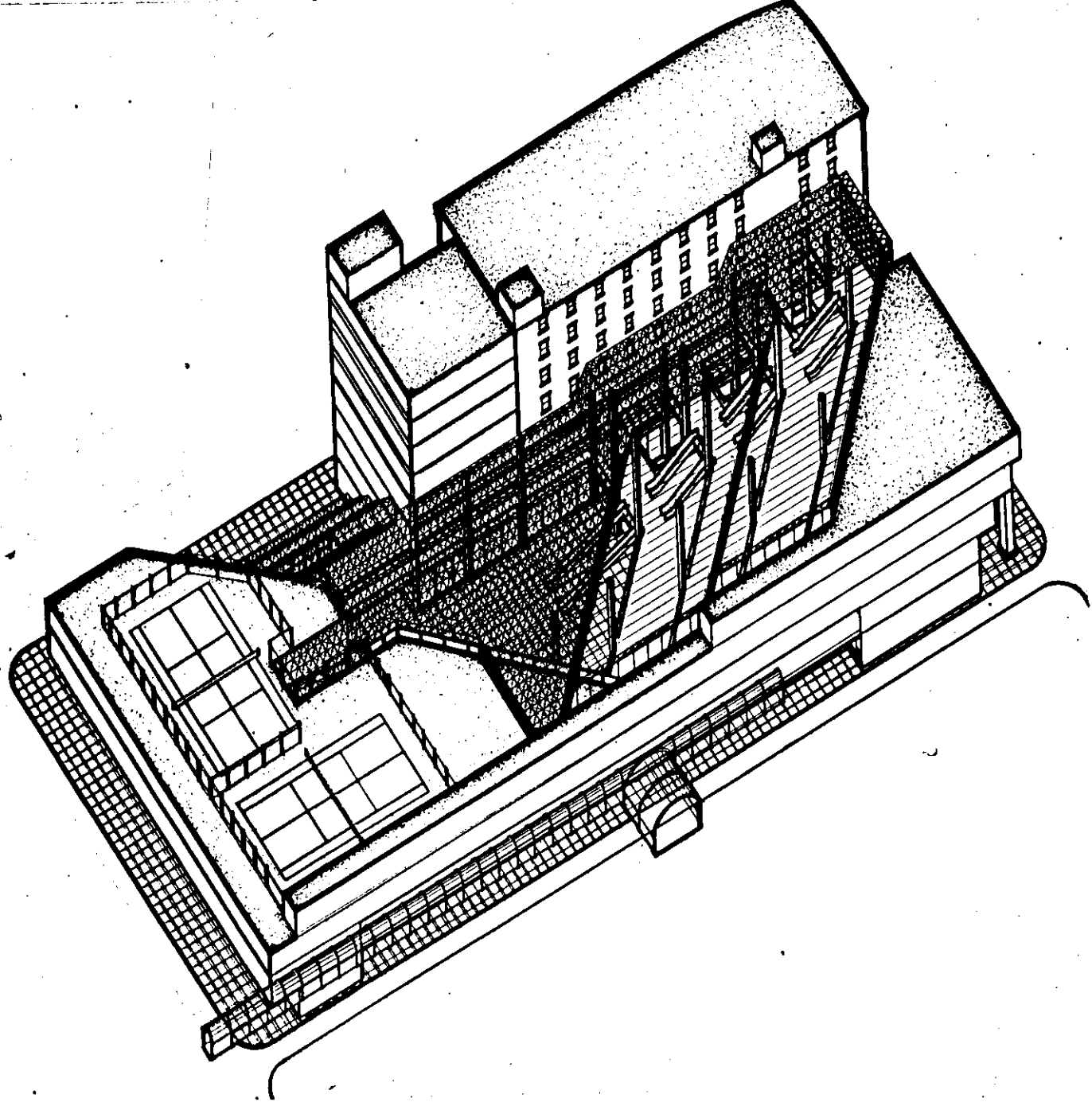


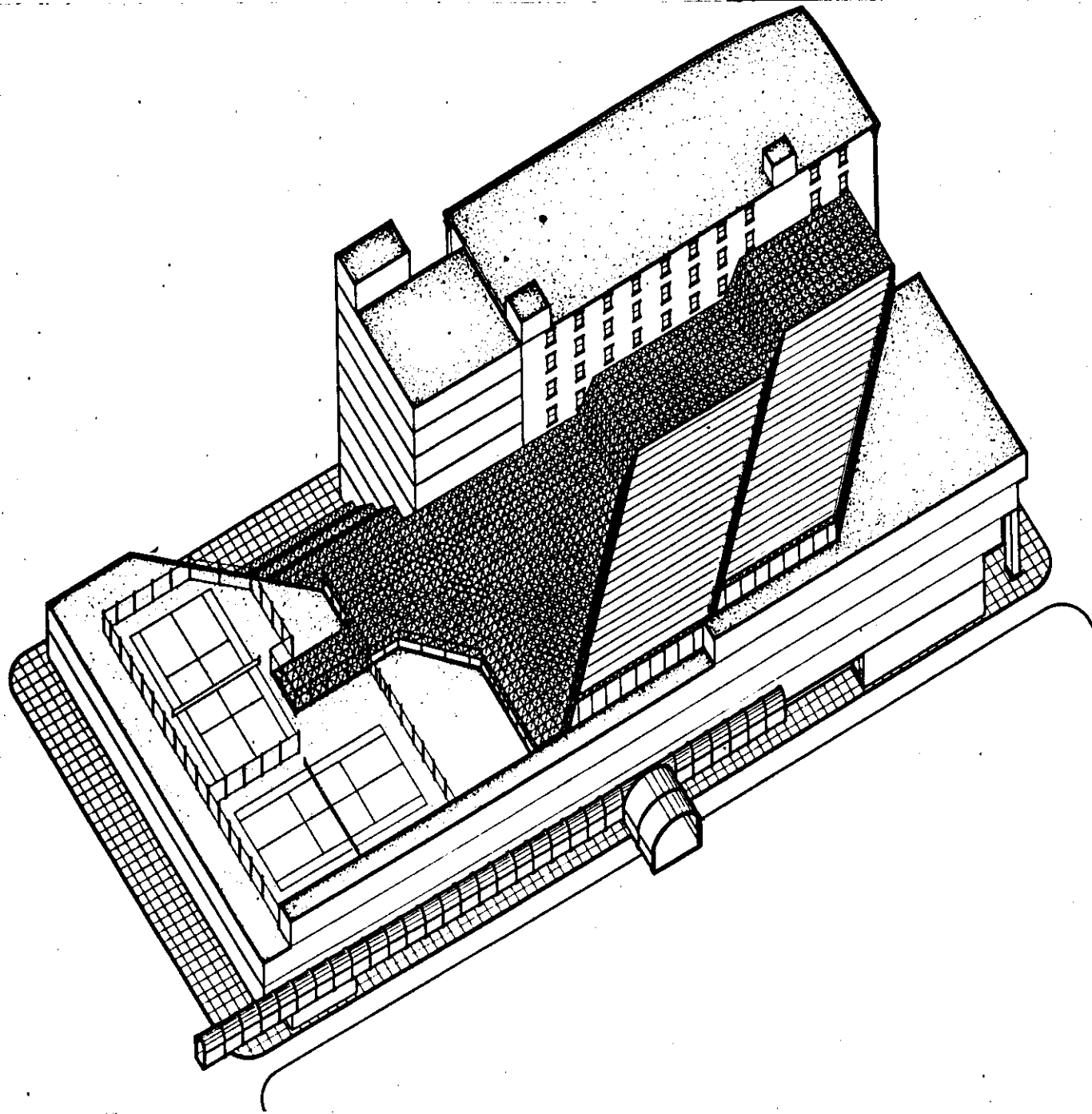
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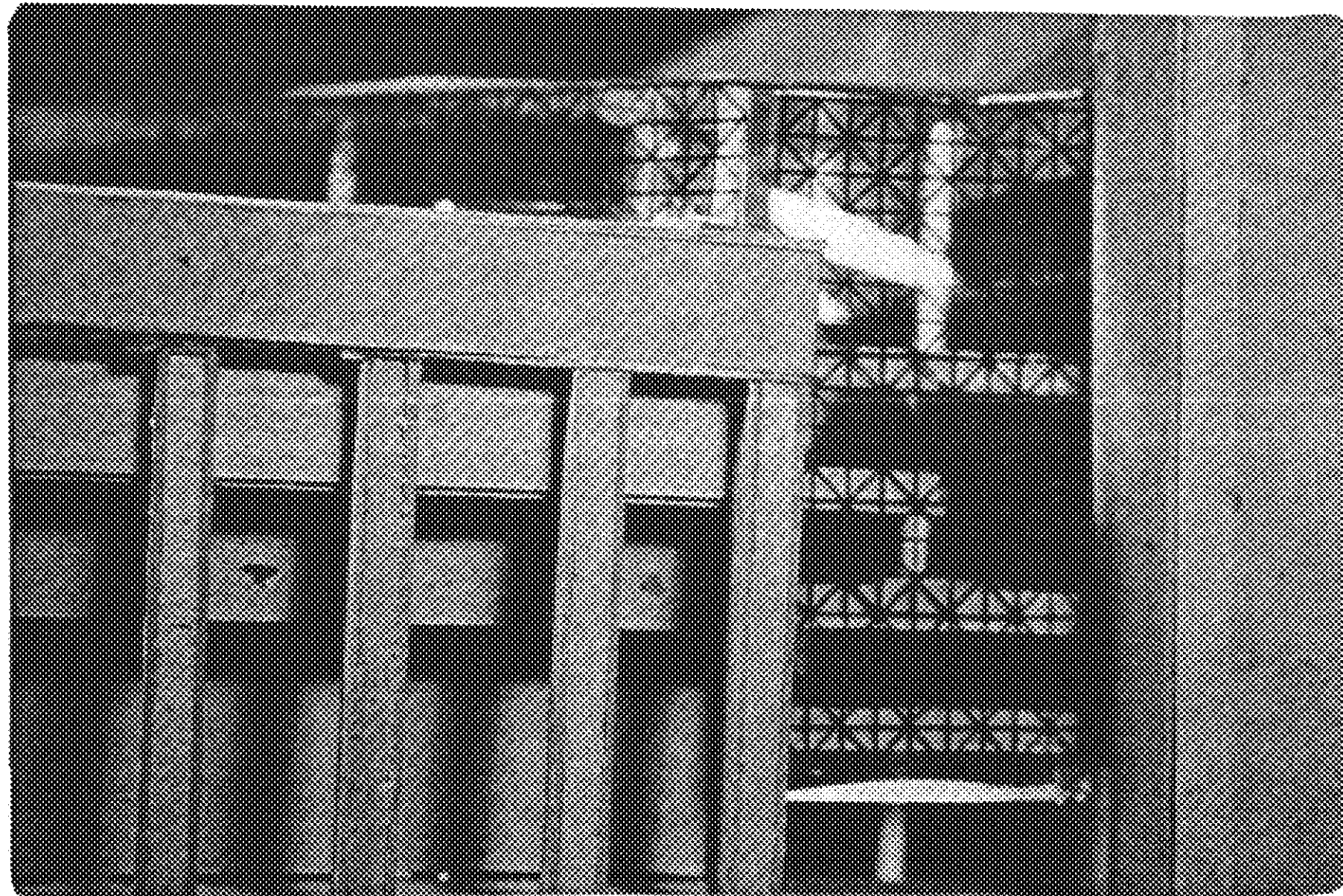
WEST

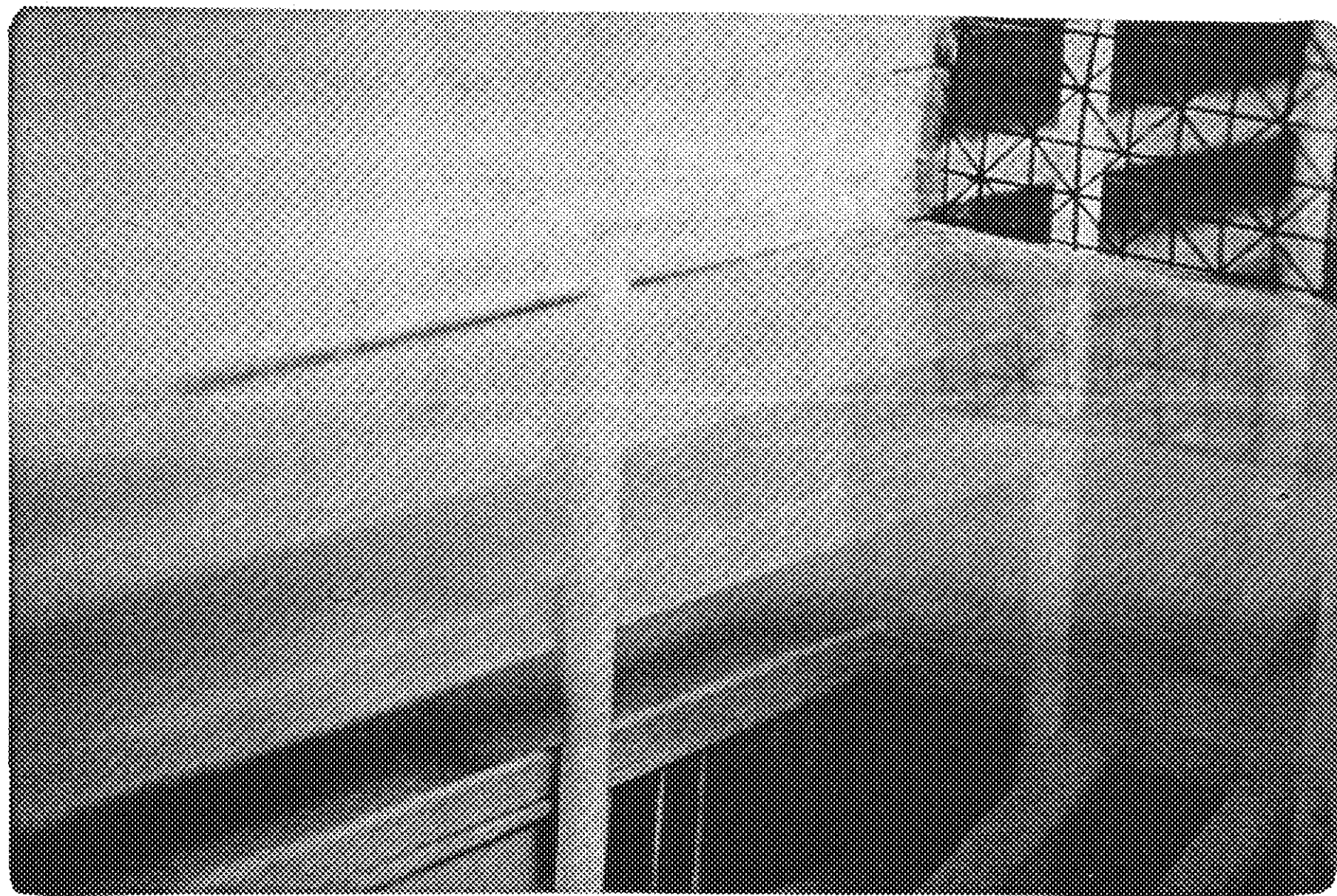












About the author

Site data

Program

Building Type Studies

A design must be researched and a background of data compiled for the initial understanding of the project.

This information is defined both the project and thus the solution but is not necessary for understanding the design process.

Although important to the designer in the pre-conceptual stages of designer this information is included as additional information if needed.

ADDENDUM



June 18, 1957

June 8, 1975

Lexington, Ky.

Muncie, In.

February 2, 1980

May 17, 1980

Lexington, Ky.

"Survival is an art.
It requires the
dulling of the
sences, and a
delicate attunement
to waiting, without
insisting on precision
about just what
it is you are
waiting for."

Marilyn French

Laura Margaret Lucas

The author of this thesis book is very happy to be able to say this thesis year and college at Ball State is over. She always answered, when asked why she came here from Lexington, Ky where she was raised, that BSU's architecture school was better and time has proved her correct. But this knowledge has not made being in Muncie that much easier but she has survived and actually has thrived, in a sence. Learning to make the best of Muncie has left her confident that she can survive anywhere.

And now she is off to try to reawaken her sences to life, to live and not just exist, and to be happy - wish her luck and the opportunities she seeks.

She is impatient and believes in making things happen rather than rely on luck or fate, and thus makes detailed and seemingly undisputable plans for her future. But she knows that "change is the only constant" and has the secret hope that fate will work to her benefit.

Mostly, she believes in knowing oneself as the key to living.

Laura Lucas

ABOUT THE AUTHOR

Aerial photo
Plot map of block
Block features
Site features
Existing south facade
East Maryland St.
North Illinois St.

Located in downtown Indianapolis, Indiana, the site is very much a part of the downtown context. The half block is between a new hotel/retail complex and large retail store. It is only one block away from the newly re-vitalized Monument Circle and is itself in the middle of ongoing redevelopment.

The North half of the site has several existing buildings with the tallest, corner building being included as part of the new project, and the others removed.

SITE DATA

N



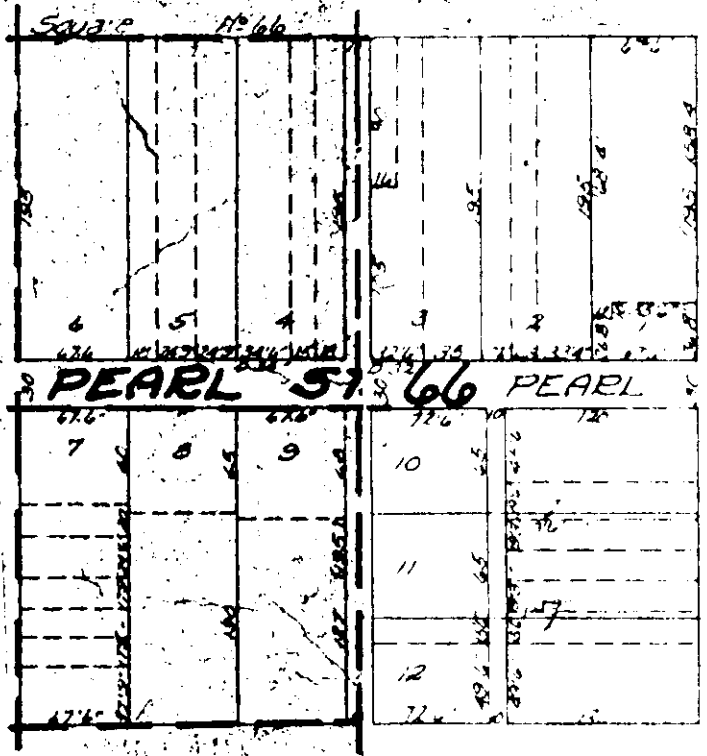
120

ST.

WASHINGTON



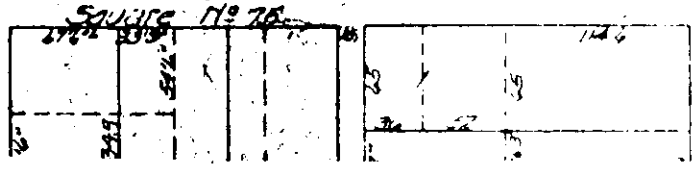
ILLINOIS ST.



MERIDIAN ST.

ST.

MARYLAND



BOTTOM 2 STORIES USED FOR WINDOW AND SIGNAGE DISPLAY FOR DIFFERENT RETAIL USES, AND ARE MUCH ALTERED

UPPER LEVELS APPEAR VACANT BUT ARE NOT ALTERED AND HAVE WINDOWS ACROSS FACADE, NICE DETAILS AND STONE WORK.

WINDOWS ON ALL SIDES AND ABOVE EXISTING ADJACENT BLDG.

PARKING LOT ENCLOSED BY LOW STONE WALL,

SMOOTH WHITE STONE FACADE, NO WINDOWS FACING WASHINGTON, BUT SOME WINDOWS AT SIDE AND BACK ON UPPER 4 FLOORS

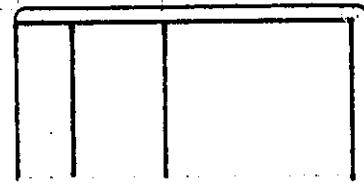
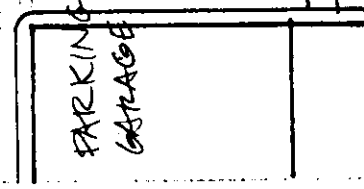
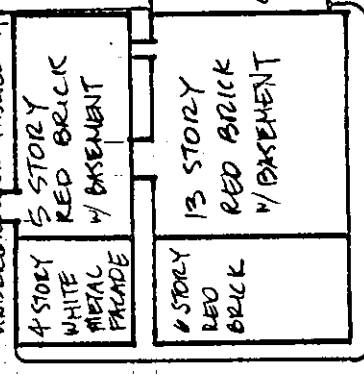
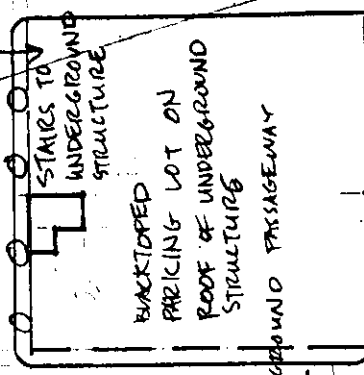
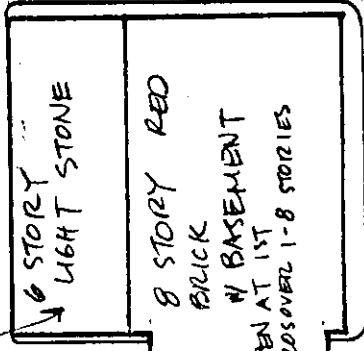
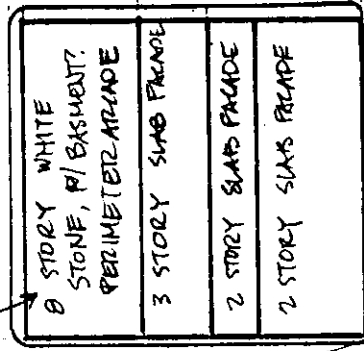
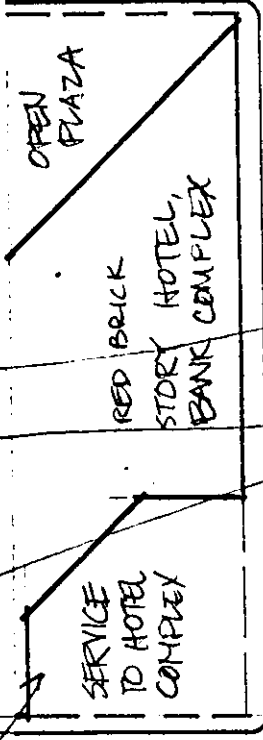
SERVICE TO HOTEL IS RAISED SLIGHTLY AND ENCLOSED BY SHORT WALL AND STRAWBERRY

PARKING GARAGE IS CONNED TO HOTEL COMPLEX BY 2ND LEVEL WALKWAY.

PARKING LOT

12 STORY STONE/IRON
3 STORY SLAB FAC
5 STORY METAL FR

10 STORY STONE
7 STORY STONE
4 STORY
7 STORY STONE
7 STORY STONE FRAMES



NORTH

L. STRAUSS & CO.
DEPT. STORE

WATCHMAN, CENTRAL STR. SERVICE
F. P. CONSTN. BUILT: 1914
STEEL FR. TILE FL'S. & CEIL'G. 8" FALSE
WOOD RF. - 12" TILE DR. F. CURT. WALLS
1ST TO 4TH - BR. FIBY.

F.P. CONSTN. EXCEPT C.B.
BR. F. CURT. WALLS - STEEL
FR. - CONC. FL'S. & RF.
BUILT: 1953

KRESGE BLDG.
NONCOM'D: 1949
STEEL FR. - CONC. FL'S. & RF.
ON STEEL JOISTS - SUSPD.
CEIL'GS. - 12" C.B. BR. F.
CURT. WALLS.

L. S. AYRES
DEPT. S.

UNDERGROUND
STRUCTURE

PARK'G.

RE LEVEL WITH GRD.
AUTO PARKING ON R.P.
F.P. CONSTN.
BUILT 1941-46
BR. WALLS
CONC. FR. FZ.
& RF.

DEPT. STORE

AIR COND.
B2 & 1ST
THRU OUT

CONC. UNDERGRD.
PASSGY.

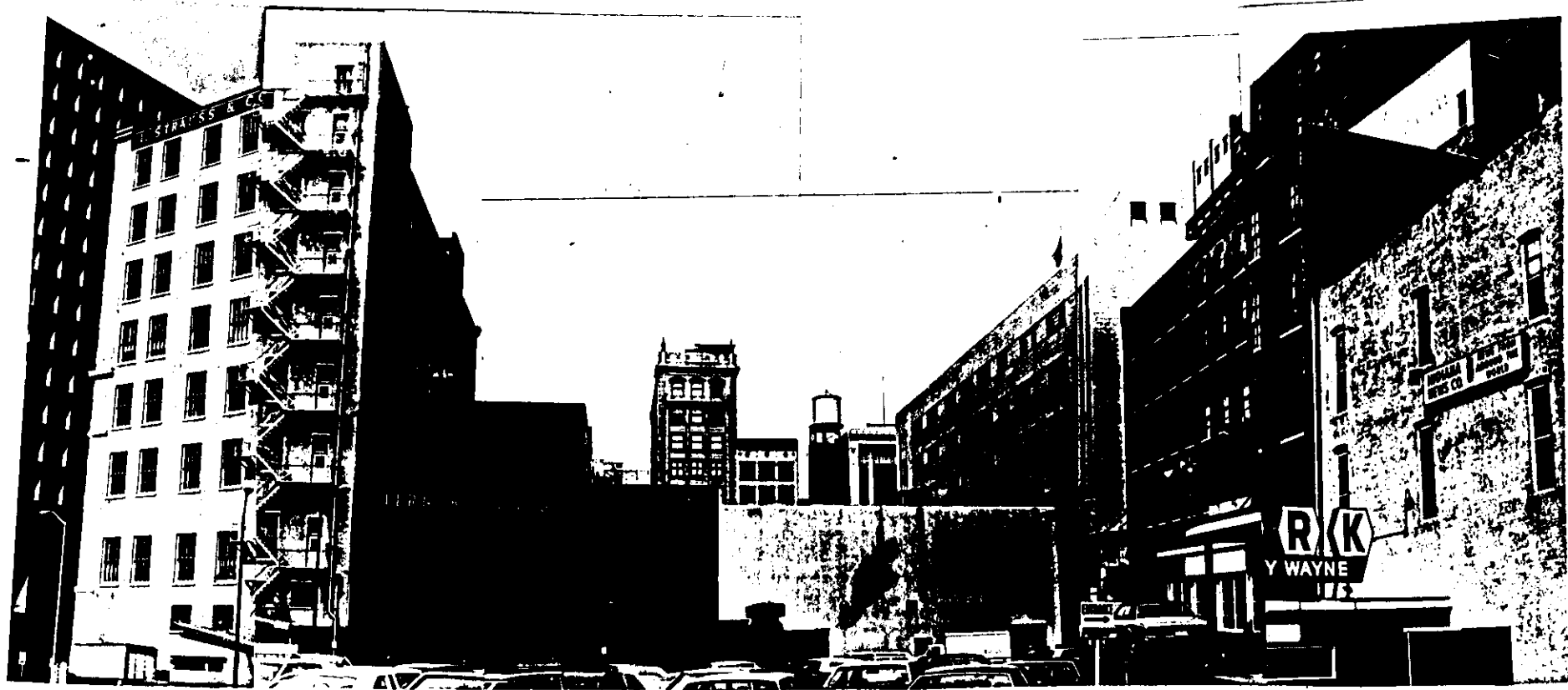
CONC. UNDERGRD.
PASSGY'S

STAIRS
METAL LATH
& PLASTER

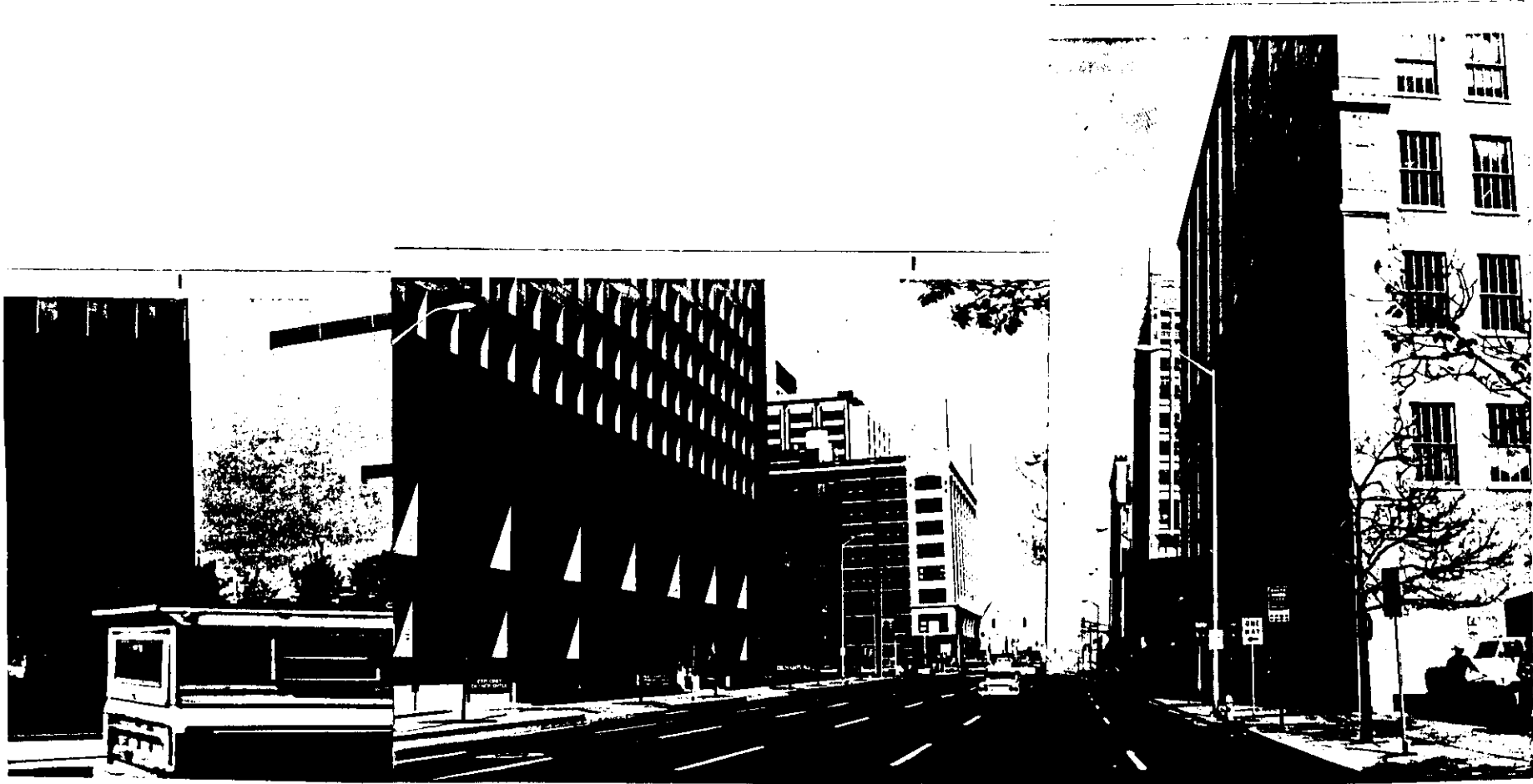
METAL LATH
& PLASTER

MARYLAND









Summary
Introduction
Goals
Client data
Space requirements
Space summary
Space relationships
Building criteria
Exterior criteria
Site data
Costs
Building Type Analysis

The program translates and interpretes client needs into terms that the architect can use for design criteria.

The program defines the givens of a project as well as defining the goals of the solution, in both spacial and physical requirements. The research and background information about the users and actual sq. foot requirements needed by the designer are included.

By calling out design objectives and establishing criteria, the programmer helps the design and the designer make the best decisions.

PROGRAM

2	SUMMARY
4	INTRODUCTION
6	GOALS
7	CLIENT DATA
8	SPACE REQUIREMENTS
17	SPACE SUMMARY
18	SPACE RELATIONSHIPS
22	BUILDING CRITERIA
27	EXTERIOR CRITERIA
32	SITE DATA
33	COSTS
34	BUILDING TYPE ANALYSIS
ai	APPENDIX

THIS PROJECT CONSISTING OF MANY SMALL STORES AND A LARGE AMOUNT OF COMMON SPACE IS TO BE A FOCAL POINT FOR DOWNTOWN RETAILING AND A LINK BETWEEN THE GROUND AND UPPER LEVEL WALKWAY SYSTEM.

THE VITALITY OF EXPERIENCES AND THE VARIETY OF GOODS GENERATED BY THIS INTERPLAY OF SHOPS AND CIRCULATION SHOULD PRESENT AN IMAGE THAT HINTS AT THE INTERACTIONS THAT ARE THE BASIS OF THE PROGRAMMING PRIORITIES.

ON A SITE OF 72,000 S.F. (OR 1/2 OF A CITY BLOCK) THIS PROJECT OF 960,000 S.F. GROSS AREA AND A COST OF \$21,714,000 SEPARATES INTO 2 BASIC SPACE TYPES, THE SHOPS OR RETAIL AND THE COMMONS AREAS.

THE ACTUAL SPACE REQUIREMENTS FOR THESE SPACES WERE DETERMINED BY ESTABLISHING THE DESIRED PERCENTAGES OF EACH FLOOR FOR EACH SPACE, (A PERCENTAGE OF THE GROSS FLOOR AREA (GFA)). THESE PERCENTAGES ARE INTENDED AS OVERALL GUIDELINES AND CAN BE SHIFTED FLOOR TO FLOOR.

OPPORTUNITIES FOR SOCIAL AND SELF APPRAISAL ARE THE EMPHASIS OF THE SPACE RELATIONSHIPS.

THE PROJECT MUST RESPOND TO THE NEED TO BE ECONOMICALLY PROFITABLE AND AGAIN THE NEED TO BE SPECTACULAR IN IMAGE, EXCITING IN FORM AND DESIRABLE AS A BUILT SPACE.

THE COMMONS, RETAIL, CIRCULATION AND SERVICE SPACES MUST INTER-RELATE AND OVER LAP IN ORDER TO ENCOURAGE THESE INTERACTIONS BOTH AMONG SPACES AND WITH THE ADJACENT LAND USES OR USE PATTERNS.

IT IS IMPORTANT THAT WHILE THIS PROJECT SHOULD ACT AS AN OASIS THE DESIGN MUST NOT TURN AWAY FROM ITS' URBAN ENVIRONMENT.

THE DESIGN MUST ADD TO AND REESTABLISH RETAILING IN DOWNTOWN WITHOUT DISTURBING TOO MUCH THE EXISTING VITALITY OF THE STREETS.

DEVELOPING A RETAIL CENTER ON THIS SITE IS AN EXTENSION OF IDEAS FORMULATED BY THE CITY OF INDIANAPOLIS. THE DEPT. OF METROPOLITAN DEVELOPMENT (DMD) HAS DEVELOPED URBAN DESIGN CONCEPTS OF WHICH THIS IS PART, IN RESPONSE TO THE LOSS OF RETAILING IN DOWNTOWN.

THE DOWNTOWN DISTRICT IS DECLINING IN TERMS OF THE ACTUAL NUMBER OF RETAIL ESTABLISHMENTS AND IN TERMS OF THE CENTRAL BUSINESS DISTRICTS' (CBD) PERCENTAGE OF TOTAL RETAIL SALES FOR THE CITY.

THE URBAN DESIGNERS OF DMD BELIEVE THAT BY OFFERING AN ENCLOSED SHOPPING CENTER THAT HAS THE ADVANTAGES OF THE SUBURBAN MALL, DOWNTOWN, THE CBD CAN ONCE AGAIN COMPETE WITH SUBURBAN MALLS.

THIS PROJECT IS THE FIRST STEP IN ESTABLISHING THE UPPER LEVEL WALKWAY SYSTEM AS MORE THAN AN IDEA OF A CITY AGENCY BUT AS A TESTED CONCEPT.

THIS PROGRAM AND PROJECT IS THE FIRST STEP ALSO IN ESTABLISHING THE IDEA OF A RETAIL CENTER IN DOWNTOWN INDIANAPOLIS THAT REACHES OUT TO INCLUDE EXISTING STRUCTURES AND PATTERNS OF ACTIVITY.

THIS PROGRAM INCLUDES A TOTAL PACKAGE OF RECOMMENDATIONS CRITERIA THAT INCLUDE AND CONSIDER THE MANY CONSEQUENCES OF THE PREMISES AND IDEAS AS SET FORTH.

SCOPE

THIS PROGRAM INCLUDES SPACE REQUIREMENTS (SQ. FT.); RECOMMENDED ALLOCATIONS TO RETAIL, COMMONS AND SERVICE SPACES IN TERMS OF GROSS FLOOR AREA; DESCRIPTIONS OF THESE AREAS IN TERMS OF ACTIVITIES AND PREFERENCES OF THE CLIENTS AND USERS AND COSTS.

AS THE AUTHOR I MUST THANK AS WELL AS MENTION THE PEOPLE AND SOURCES THAT HAVE AIDED MY SE FOR AN UNDERSTANDING OF THE WORKINGS AND IDEAS CONCERNING SHOPPING CENTERS OR MALLS.

CREDITS

THE URBAN DESIGN STUDIO, DEPT. OF PLANNING AND ZONING, THE DEPT. OF METROPOLITAN DEVELOPMENT, THE CITY OF INDIANAPOLIS; HAROLD ROMINGER, JOHN BYRNES, KARL AND ESPECIALLY BOB WILCH FOR BACKGROUND INFORMATION, THE INITIAL IDEA, INSPIRATION, MAPS AND UNSOLICITED COMMENTS
THANK YOU

TO BE A DESIGNED SPACE THAT ENCOURAGES AND EXEMPLIFIES THE NARCISSISM AND EXHIBITIONISM OF HUMAN NATURE. THIS PROVIDING SOCIALLY ACCEPTABLE MEANS OF SOCIAL INTERACTIONS, CONTACTS AND OPPORTUNITIES THAT APPEAL TO THESE HUMAN TENDANCIES WHILE STILL PROVIDING FOR THE MORE SALIENT GOALS OF EACH USER.

ACT AS A LINK BETWEEN GROUND AND UPPER LEVEL CIRCULATION.

RESPOND TO EXISTING BUILDINGS AND PATTERNS OF USAGE.

ACT AS A ECONOMICALLY PROFITABLE VENTURE FOR THE DEVELOPER AND FOR EACH TENANT.

TO BE A SERIES AND OR SEQUENCE OF EVENTS THAT ARE REVEALED TO THE USERS AS THEY EXPERIENCE THE SPACES.

THE DEVELOPER AS A CLIENT, REPRESENTS BOTH HIMSELF AND THE FUTURE TENANTS OF THE PROJECT. BECAUSE BOTH THE DEVELOPER AND THE TENANTS ARE CONCERNED WITH THE FINANCIAL GAINS DUE TO SALES, THEY ARE VERY MUCH CONCERNED WITH THE FUNCTIONAL WORKINGS OF THIS PROJECT IN TERMS OF ECONOMY AND EFFICIENCY.

THE DEVELOPER IS THE ORGANIZER BUT DOES NOT USE THIS COMPLEX FOR THE OFFICE.

BUT THIS PROJECT IS ALSO PART OF A PUBLIC WALKWAY SYSTEM AND THUS PUBLIC CONCERNS MUST BE CONSIDERED AND INCLUDED. THE CITY IS THEREFORE ANOTHER CLIENT WHO REPRESENTS COMMUNITY CONCERNS.

COOPERATION BETWEEN THE DEVELOPER AND THE CITY IS ESSENTIAL IN SATISFYING THE OBJECTIVES OF ALL OF THESE DIRECT AND IMPLIED CLIENTS.

PRIVATE
DEVELOPER

CITY OF
INDIANAPOLIS

DEFINED CIRCULATION
PATH

SUNLIGHT AND EN-
VIRONMENTAL
CONTROLS

SEATING THAT PROVIDE
AND PROMOTES
INTERACTIONS BUT
WHICH IS DEFINED
AS DIFFERENT
FROM THE CIRCULA-
TION

CHOICES OF SPACE
CONDITIONS

NODES AND FOCAL
POINTS THAT
OVERLAPP

PASSING THRU

SITTING

STANDING AND
OBSERVING

EATING EITHER
CARRY OUT MEALS
OR IN RESTAURANTS

WATCHING OTHER
PEOPLE

BEING WATCHING

KNOWING YOU'RE
BEING SEEN

MAXIMIZING OPPOR-
TUNITIES TO SEE
AND MAKE CONTACT
WITH OTHERS

28,800 sq
AVERAGE/GFA

AS 40% OF
GFA OR
GROSS FLOOR
AREA OF SITE

SEE SPACE
RELATIONSHIPS

VISITOR

PEOPLE OR
DESTINATION
EMPHASIS

DOESN'T
INTEND TO
SHOP

EASY FLOW OR
ACCESS IN AND OUT
OF INDIVIDUAL STORES

SUNLIGHT

CONTROLLED EN-
VIRONMENT FOR
ALL WEATER USE

HIERARCHY OF
ATTENTION FOCUSING

MAXIMUM VISUAL
ACCESS TO INTERIOR
AND DISPLAYS OF
STORES

HIGH VARIETY AND
CHOICE OF SHOP-
PING EXPERIENCE
AND SELECTION

BROWSING OR
SHOPPING INSIDE
AND OUTSIDE
THE STORES

EATING AT A FOOD
STORE

PEOPLE WATCHING

BEING SEEN BY
OTHER PEOPLE

37,000 ϕ
AVERAGE/GFA

AS 48%
OF G.F.A.
OR GROSS
FLOOR AREA
OF SITE.

SEE SPACE
RELATIONSHIPS

CONSUMER

GROUPS AND
INDIVIDUALS

SOME AS
TOURISTS

SEASONAL
FLUCTIATIONS
IN TERMS OF
PEOPLE IN
NUMBERS AND
TYPES

FROM INDI-
ANAPOLIS
AREA

PLAN ON
SPENDING
MONEY

EFFICIENT AND ORGANIZED

COMMERCIALY SUCCESSFUL

INDIVIDUALIZED AND EFFICIENT FOR CUSTOMERS

SPECIAL ATMOSPHERE OR IMAGE THAT ADDS TO VARIETY OF WHOLE

SHORT VISITS BY CUSTOMERS

MORE EMPHASIS ON DISPLAY THAN STORAGE

MOSTLY IMPULSE BUYING ITEMS

NEEDS MAXIMUM EXPOSURE

RECEPTION AND STORAGE OF GOODS

DISPLAY OF GOODS

SELLING OF GOODS

ADMINISTRATION OF STORE AND EMPLOYEES

ATTRACTING CUSTOMERS

HIGH TURNOVER

HIGH PRICES

VERY HIGH VISIBILITY OF TOTAL

VERY SPECIALTY RANGE OF GOODS

12,000 sq. ft.
AVERAGE/GFA

AS $\frac{1}{3}$ OF TOTAL GLA OF 37,000 sq. ft.

GROSS LEASABLE AREA IS EQUAL TO 48% OF GFA (GROSS FLOOR AREA)

SEE SPACE RELATIONSHIPS

HIGH INTENSITY STORES

EXTROVERTED SELLING IMAGE

EFFICIENT AND ORGANIZED

PERSONAL AND EFFICIENT TO THE CUSTOMERS

SPECIAL ATMOSPHERE OR IMAGE THAT ADDS TO VITALITY OF WHOLE

LONGER VISITS BY CUSTOMERS

SOME IMPULSE SOME SOUGHT AFTER ITEMS

SOME EXPOSURE TO CUSTOMERS

RECEPTION AND STORAGE OF GOODS

DISPLAY OF GOODS

SELLING OF GOODS

ADMINISTRATION OF STORE AND EMPLOYEES

ATTRACTING CUSTOMERS

SOME ENTERTAINMENT OF CUSTOMERS

1200 #
AVERAGE/GFA

AVERAGE INTENSITY STORES

NORMAL SELLING IMAGE

AS 1/3 OF TOTAL GLA (GROSS LEASABLE AREA) OF 37,000 #

GROSS LEASABLE AREA IS EQUAL TO 48% OF GFA (GROSS FLOOR AREA)

SEE SPACE RELATIONSHIPS

EFFICIENT AND ORGANIZED FOR PERSONEL AND FOR CUSTOMERS

SPECIAL ATMOSPHERE OR IMAGE THATS STRENGTHENS THE WHOLE FACILITY.

SOUGHT AFTER GOODS

SPECIALTY PUT NOT HIGH PRESSURE SALES

MORE INVOLVED BUYING PROCESS

LONGEST VISITS BY CUSTOMERS

NOT COMPLETELY OPEN TO VIEWS IN

RECEPTION AND STORAGE OF GOODS

DISPLAY OF GOODS

SELLING OF GOODS

ADMINISTRATION OF STORE AND PERSONEL

DEFINITE ATTRACTION AND ENTERTAINMENT OF CUSTOMERS

SPECIAL FUNCTIONS, ATMOSPHERE OR IMAGE THAT LENGTHENS THE CUSTOMER'S VISIT

NEEDS SOME EXPOSURE TO CUSTOMERS

1200 #
AVERAGE/GFA

LOW INTENSITY STORES

INTROVERTED SELLING IMAGE

AS 1/3 OF TOTAL GLA (GROSS LEASABLE AREA) OF 37,000 #

GLA IS EQUAL TO 18% OF GFA (GROSS FLOOR AREA).

SEE SPACE RELATIONSHIPS

ORDERLY PLACE-
MENT IN TERMS
OF FUNCTIONAL
EFFICIENCY

NOT CONNECTED
VISUALLY TO PUBLIC
SPACES

CLEAN UP OF COMMONS

REMOVE TRASH

REPLACEMENT OF
EQUIPMENT

STORAGE AND RE-
TRIEVAL OF SUPPLIES

TEMPERATURE
CONTROL

UTILITIES MONI-
TORING

2,900 \pm
AVERAGE/ FA

AS 8% OF
GLA (37,000 \pm)

SEE SPACE
RELATIONSHIPS

MAINTENANCE
CREWS

BUILDING
FUNCTION

NOT OBVIOUS TO THE
PUBLIC

EFFICIENTLY LOCA-
TED WITHIN
PROJECT SPACE
ORGANIZATION.

INDIVIDUALLY SE-
CURED AT EACH
STORE.

SHARED ENTRY

LOADING TRUCKS

UNLOADING OF
RETAIL GOODS

3,300 sq

AVERAGE/SFA

DELIVERY
PEOPLE

NON-SELLING
AREAS

AS 9% OF
GLA (37,000 sq)

SEE SPACE
RELATIONSHIPS

WELL VENTILATED

NOT-CLAUSTROPHOBIC

EFFICIENT

EASILY READ IN TERMS OF DIRECTIONS

PARKING CAR AND WALKING TO EXIT

DRIVING CARS

WAITING FOR CARS TO EXIT

32,315 #

PARKING

SELF-PARKING WITH ATTENDED EXIT

2.5 CARS/1000#
G/A

@ 350 #/CAR

WHICH INCLUDES A SHARE OF RAMPS AND AISLES.

ASSUMPTIONS

USER

SQ. FT.

SPACE

<p>18% GROSS FLOOR AREA (GFA)</p>	<p>CONSUMERS HIGH INTENSITY STORES MEDIUM INTENSITY LOW INTENSITY STORES</p>	<p>37,000</p>	<p>RETAIL (GLA)</p>
<p>40% GFA</p>	<p>VISITORS</p>	<p>28,800</p>	<p>COMMONS</p>
<p>8% BLA</p>	<p>DELIVERYS</p>	<p>2,900</p>	<p>BUILDING FUNCTION</p>
<p>9% GLA</p>	<p>MAINTENANCE CREWS</p>	<p>3,300</p>	<p>NON-SELLING</p>
		<p>72,000</p>	<p>GROSS FLOOR AREA</p>
<p>2.5 CARS/1000 ϕ GLA @ 350 ϕ/CAR</p>		<p>32,375</p>	<p>PARKING</p>
<p>3 FLOORS OF 72,000 ϕ OF GFA EFFICIENCY RATIO OF 60/40</p>		<p>72,000</p>	<p>SITE</p>
		<p>216,000</p>	<p>NET AREA</p>
		<p>360,000</p>	<p>GROSS AREA</p>

S P A C E S U M M A R Y

COMMONS AND RETAIL SHOULD BE INTEGRATED AND NOT JUST CONNECTED, TO MAKE SHOPPING A PUBLIC / COMMONS EVENT.

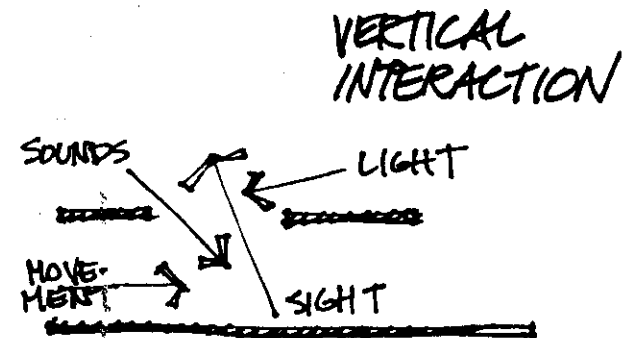
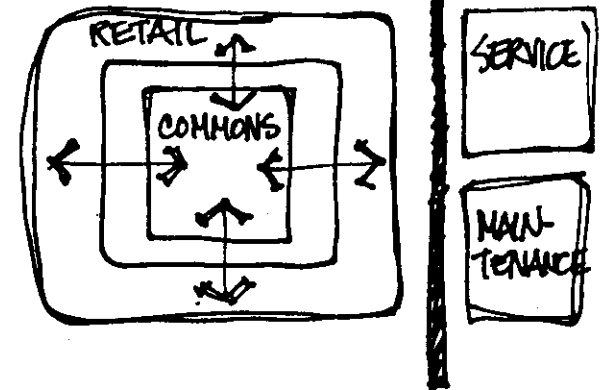
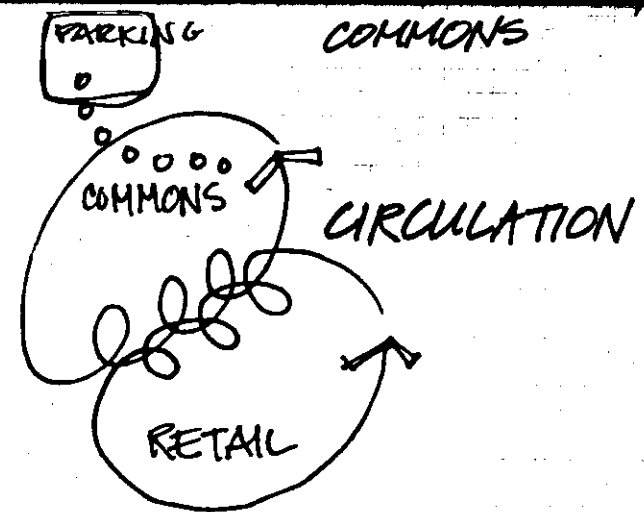
CIRCULATION AS PART OF THE COMMONS, MUST BE VERY PUBLIC AND STIMULATING, BUT MUST TIE COMMONS TO STORES, MUST BE EASILY UNDERSTOOD AND SHOULDN'T BE JUST A METHOD OF PASSAGE FROM ONE PLACE TO ANOTHER.

SERVICE AND MAINTENANCE SHOULD NOT DISRUPT OR CONNECT DIRECTLY TO PUBLIC ACTIVITY SPACES.

PARKING MUST BE CLOSELY LINKED IN TERMS OF DISTANCE TO THE COMMONS AND PEDESTRIAN CIRCULATION FROM THE GARAGE MUST BE SAFE AND DIRECTLY CONNECTED TO BUILDING CIRCULATION.

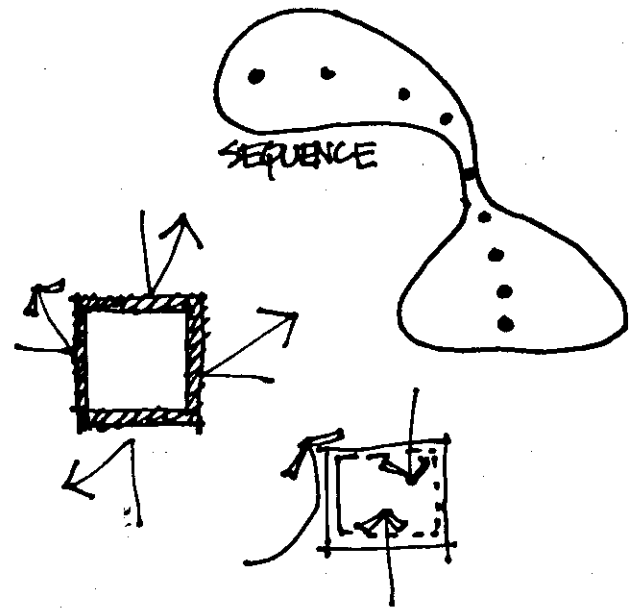
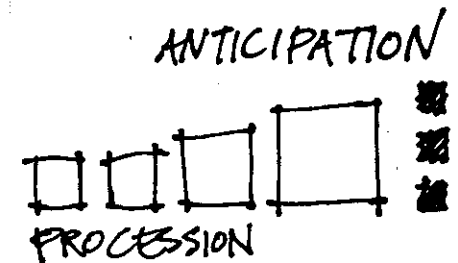
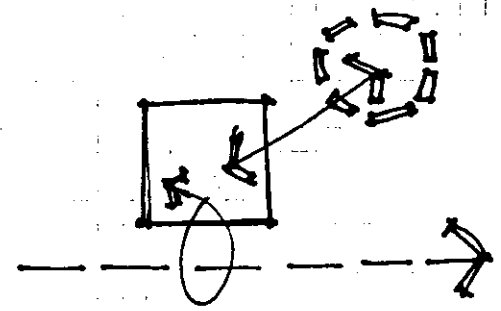
THERE MUST BE OVER-LAPPING OR USES AND SPACES TO CREATE AND STIMULATE INTERACTION AMONG USERS, AND PROMOTE MOVEMENT BETWEEN LEVELS.

THERE SHOULD BE VISUAL, AUDIO AND LIGHT TRANSMISSION ON ALL LEVELS TO GIVE PEOPLE DIRECT AND MOVEMENT.



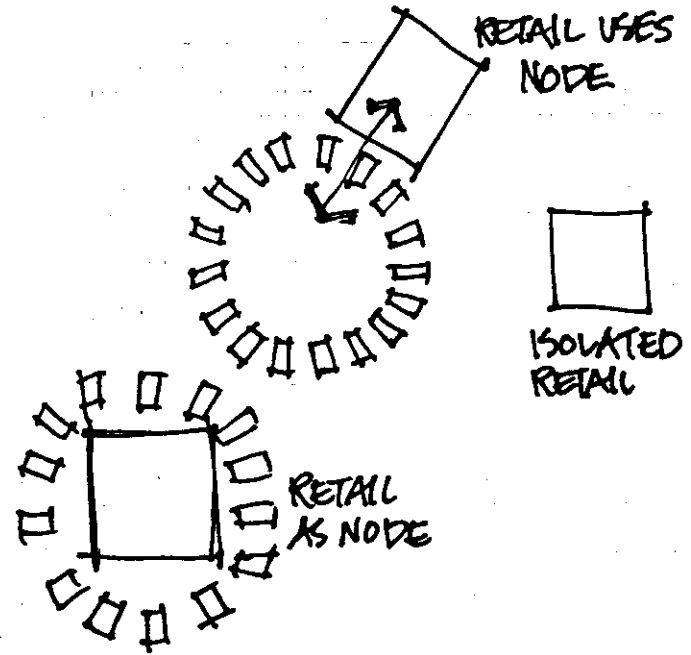
THE BUILDING MUST RELATE TO EXISTING BUILDINGS AND CIRCULATION NETWORKS AND NOT NEGLECT OR WEAKEN THESE PATTERNS OF USAGE. THIS PROJECT MUST TIE IN VISUALLY AND FUNCTIONALLY TO THE STREET AND PUBLIC ENVIRONMENT, PARTLY BY FORMING LINKS AND NODES THAT RESPOND TO THE EXISTING CHARACTER AND PREVALENT URBAN FABRIC.

A TOTALLY INWARD ORIENTED, SELF-ENCLOSED SELF SUFFICIENT ENTITY IS NOT DESIRED AND YET IT MUST NOT READ IN TOTAL FROM ANY ONE POINT, BE IT INSIDE OR OUTSIDE. THERE MUST BE ANTICIPATION AND A SEQUENCE OF DISCLOSURE. IN EXPERIENCING THE PROJECT.



RETAIL ESTABLISHMENTS WHETHER LARGE OR SMALL OR IF RESTAURANTS MUST BE PLANNED FOR AND LOCATED BY INTENSITY OF ACTIVITIES TO BEST SUIT USER AND CLIENT GOALS. VARIATIONS IN TYPES OR SEQUENCE OF ACTIVITIES ARE DESIRED TO TO MAXIMIZE ANTICIPATION OF NEW EXPERIENCES AND OPPORTUNITIES FOR HUMAN CONTACT AT A PUBLIC LEVEL.

RETAIL PLACEMENT



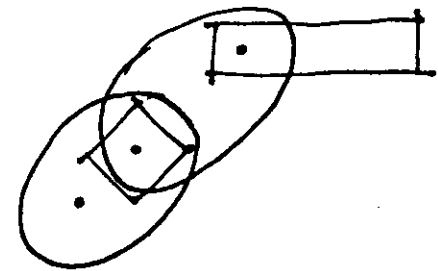
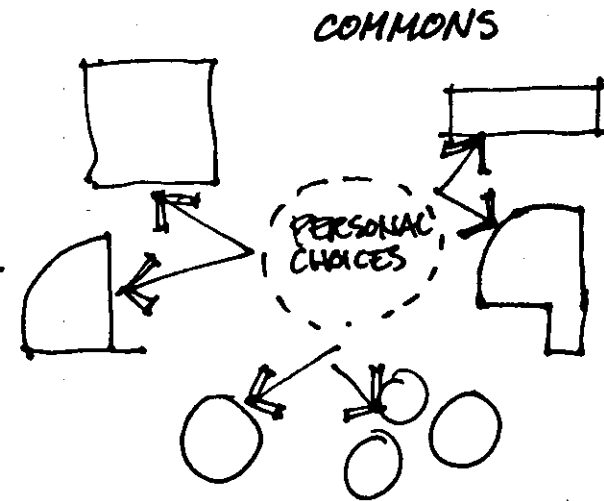
THIS BUILT SPACE MUST FUNCTION SIMULTANEOUSLY AS AN AMENITY FOR THE PUBLIC AND AS A FORM OF PROFIT FOR THE TENANTS AND DEVELOPER TO BE A SUCCESSFUL PROJECT AND SUCCESSFULLY DESIGNED ARCHITECTURE.

THE COMMON AREA, CIRCULATION AND STORES MUST BE CONTROLLED ENVIRONMENTALLY WITH CHOICES OF DIRECT AND INDIRECT SUNLIGHT, SEATING MUST BE SITUATED IN THE COMMON AREA TO ENHANCE INTERACTIONS AND TO BE PART OF THE DESIGNED EVENT OF THE BUILDING. SOME SEPARATION BETWEEN COMMONS AND CIRCULATION IS NECESSARY BUT THE COMMONS MUST NOT BE DOMINATED BY THE CIRCULATION.

A CHOICE OF SPACIAL EXPERIENCES MUST BE OFFERED BY MANIPULATION OF BUILT AND TEMPORARY FORMS AND ELEMENTS INCLUDING FAST AND SLOW MOVING PEOPLE, DIRECT AND INDIRECT SUNLIGHT, TYPES OF SEATING ARRANGEMENTS, USE OF PLANT MATERIALS AND LOCATION WITHIN THE BUILDING.

THE BUILT FORM MUST HAVE OVER-LAPPING FOCAL POINTS, DEFINED CIRCULATION AND OVERVIEW OPPORTUNITIES AND MUST MAXIMIZE ANTICIPATION.

FUNCTION OVERALL PROJECT



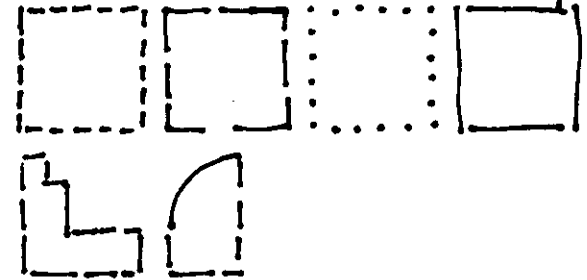
THE SHOPPING AND EATING AREAS MUST BE PART OF THESE INTERACTIONS AND SEQUENCES OF EXPERIENCES AND CONTACTS. VISUAL CONNECTION TO AND FROM SHOPS AS WELL AS A VARIETY OF SHOPPING EXPERIENCES IS NECESSARY TO COMBINE THE SHOPPING ACTIVITY AS AN EVENT COMBINED WITH THE EVENTS OF THE COMMONS TO HAVE THE BUILDING AS A WHOLE ACT AS SEVERAL SEQUENCES AND OVER-LAPPING OF EVENTS.

INTERIOR FLEXIBILITY WITHIN AN ORGANIZED SYSTEM IS CRUCIAL FOR CHANGING RETAIL SCHEMES OVER TIME. THE COMMON AREAS MUST NOT CONSTRICT TEMPORARY EVENTS, AND ALL AREAS MUST BE FLEXIBLE CONSIDERING THE CONSTANT CHANGES IN THIS COMPETATIVE SELLING/BUYING MARKET.

CIRCULATION MUST BE A PEOPLE EVENT AND THEREFORE VERY IMAGE AND OPPORTUNITY PRODUCING. PATHWAYS AND NODES MUST BE WELL DEFINED TO THE VISITOR AND TO THE CONSUMER. AT ANY POINT A PERSON SHOULD BE ABLE TO SEE IN SEVERAL DIRECTIONS AND THEN CHOOSE A PATH. THE VISITOR MUST BE ORIENTED TO WHERE HE IS AND TO WHERE HE COULD GO.

FUNCTIONS SHOPPING

INTERIOR FLEXIBILITY



INTERNAL CIRCULATION

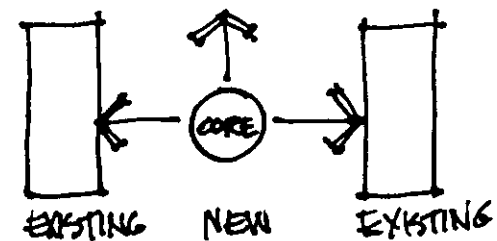
THE INTERNAL CIRCULATION MUST ALSO RESPOND TO THE EXPECTED LINKS TO EXISTING BUILDINGS AND INCORPORATE THESE LINKAGES WITH THE WHOLE PROJECT. BECAUSE OF THIS GROWTH POTENTIAL, THE CIRCULATION MUST BE DESIGNED TO SATISFY ALL CRITERIA AT DIFFERENT STAGES IN THE LIFE OF THIS BUILDING. THE NEW BUILDING HAS THE POSSIBILITY OF CONNECTING TO EXISTING STRUCTURES ON THE SITE AS WELL AS THE PROPOSED WALKWAY AT A FUTURE DATE.

THE BUILDING CORE SHOULD BE PLACED WITH THE REALIZATION THAT THIS PROJECT IS A LINK BETWEEN SEVERAL EXISTING STRUCTURES, LINKING AT ANY OR ALL LEVELS MUST BE CONSIDERED IN THE PLACEMENT OF THE NEW BUILDING CORE SO THAT EXISTING BUILDINGS CAN BENEFIT FROM THE NEW STRUCTURE. WHETHER THE CORE SHOULD BE CENTRALIZED OR DISTRIBUTED MUST ALSO BE DECIDED WITH THIS KNOWLEDGE.

ENERGY CONSERVATION IS IMPORTANT TO THE LONG TERM SUCCESS AND FULFILLMENT OF THE PROFIT GOALS OF THE CLIENT AND MUST THEREFORE BE CONSIDERED FROM PROJECT CONCEPTION. THE FORM, DETAILS, AMOUNT OF OPEN AREAS AND SITE ORIENTATION MUST

INTERNAL CIRCULATION

BUILDING CORE



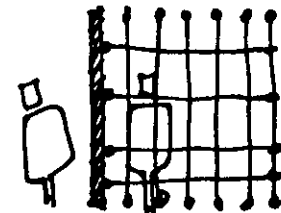
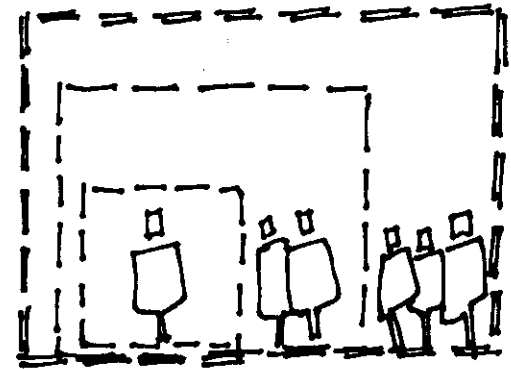
ENERGY ATTITUDE

BE DEVELOPED FOR EFFICIENT ENERGY USAGE AND TO MINIMIZE LIFE CYCLE COSTS.

SECURITY MUST BE ESTABLISHED AT SEVERAL SCALES FOR THE PHYSICAL AND MENTAL WELL-BEING OF BOTH VISITORS AND TENANTS. BECAUSE THIS PROJECT IS A LINK TO OTHER BUILDINGS, THE INDIVIDUAL STORES MUST BE SEPARATELY REQUIRED FROM CIRCULATION BECAUSE OF DIFFERING OPERATION HOURS. BUT THE PUBLIC MUST ALSO BE SAFE FROM THEFT OR PHYSICAL HARM WHILE USING THIS METHOD OF CIRCULATION BOTH WHEN STORES ARE OPEN AND WHEN THEY ARE CLOSED. THE SECURITY SYSTEM MUST BE FLEXIBLE FOR INDIVIDUAL STORE HOURS AS WELL AS BEING SAFE DURING SPECIAL EVENTS.

ALTHOUGH THE USERS MUST PERCEIVE THE BUILDING AND GROUNDS AS SAFE, THE SECURITY METHODS OR DEFENSIBLE TACTICS SHOULD NOT BE SO OBVIOUS AS TO INDICATE TO THE USERS THAT EXTREME MEASURES ARE IN FACT NECESSARY.

SECURITY



BECAUSE OF THE HIGH CONCENTRATIONS OF PEOPLE IN DOWNTOWN INDIANAPOLIS AND THUS THE LARGE AMOUNTS OF PEDESTRIAN TRAFFIC THRU AND AROUND THIS SITE, ACCESS AND EGRESS OF THESE PEOPLE TO THE SITE AND THE BUILDING IS CRUCIAL TO THE SUCCESS OF THIS PROJECT BOTH ECONOMICALLY AND SOCIALLY.

ACCESS/
EGRESS

ACCESS MUST RESPOND TO THE NUMBERS AND DIRECTIONS OF PEOPLE ARRIVING TO THE SITE. BUILDING ENTRIES MUST REINFORCE AND CONTRIBUTE TO THE 'STREET' PATTERNS OF ACTIVITY AND NOT WEAKEN THE EXISTING CIRCULATION SYSTEMS.

INTEGRATION OF THE 2ND LEVEL WALKWAY SYSTEM WITH THE RETAIL FUNCTIONS OF THIS PROJECT COULD AFFECT ACCESS / EGRESS OF ADJACENT BUILDINGS AND THEREFORE ENTRIES

OFF STREET PARKING FOR THIS PROJECT IS AN IMPORTANT INCENTIVE FOR BOTH CONSUMER AND TENANT USE. PARKING MUST BE INTEGRATED WITH THE ACTIVITY, IMAGE AND SECURITY OF THE TOTAL PROJECT. ACCESS TO A PARKING GARAGE MUST BE FROM J LINDS STREET AND NOT WITHIN OF THE INTERSECTION.

OFF STREET
PARKING

DISTANCE BETWEEN A PARKED CAR AND THE COMMON SPACE SHOULD BE MINIMIZED.

DISTURBING CAR MOVEMENTS, NOISES, EXHAUSTS AND TRAFFIC SHOULD BE FILTERED BEFORE AFFECTING THE PUBLIC AREAS.

SATISFYING SERVICE REQUIREMENTS IS ESSENTIAL TO THE RETAIL FUNCTION OF THIS PROJECT. BECAUSE SENDING AND RECEIVING GOODS IS SUCH A KEY ELEMENT IN RETAIL. THE SERVICE FUNCTIONS OF LOADING, UNLOADING, TRASH COLLECTION AND CLEAN UP MUST BE PLANNED FOR AND YET THESE FUNCTIONS SHOULD NOT DISTRACT FROM THE IMAGE AND SUCCESS OF THE PROJECT AS A WHOLE. THESE USES SHOULD NOT BE OBTRUSIVE TO THE PUBLIC BOTH ON AND OFF THE SITE, WHILE STILL WORKING RELATIVELY EFFICIENTLY.

OFF STREET LOADING SPACES MUST ACCESS DIRECTLY FROM AN ALLEY AND INCLUDE NO MANUVERING IN THE RIGHT-OF-WAY.

OTHER ZONING REGULATIONS CONTROLLING THIS SITE (AS PART OF THE CBD 1 DISTRICT) INCLUDE MAXIMUM LOT COVERAGE AND THE SKY EXPOSURE PLANE #1.

PARKING

SERVICE

ZONING

A LANDSCAPE ARCHITECT MUST HAVE CONTINUOUS IMPACT THROUGHOUT THE DESIGN PROCESS TO INSURE THAT THE EXTERIOR OF THE BUILDING RESPONDS WELL TO THE GOALS OF THE CLIENT, USERS AND DESIGNER.

SUGGESTIONS CONCERNING THE USE OF EXTERIOR ELEMENTS AS WELL AS PLACEMENT OF THE BUILDING ON THE SITE ARE NECESSARY TO DESIGN A SUCCESSFUL PROJECT.

ALL BUILT FORMS AND OTHER SITE ELEMENTS MUST RESPOND TO THE URBAN CONTEXT, THE HUMAN SCALE OF THE USERS, THE GOALS OF THE PROJECT AS WELL AS COMPLIMENT AND STIMULATE, NOT OVERWELM OR DETRACT FROM EXISTING BUILT FORM OR URBAN FABRIC.

MAXIMUM LOT COVERAGE OF 100% IS ALLOWED BUT JUDGEMENT MUST BE USED AS TO THE CONSEQUENCES TO THE BUILDING AND PUBLIC BY TOTAL LOT COVERAGE.

ZONING REGULATIONS

THE SKY EXPOSURE PLANE #1 REGULATIONS DEFINE THE BULK OF THE BUILDING BY ESTABLISHING A SKY PLANE THAT THE BUILDING CAN NOT PENETRATE.

ACCORDING TO THE REGULATIONS, THIS SITE IS IN THE MOST CONTROLLED AREAS OF INDIANAPOLIS. THE CITY OF INDIANAPOLIS AND THE DEPARTMENT OF METROPOLITAN DEVELOPMENT HAVE SPECIFIC PLANS AND PROPOSALS CONCERNING HEIGHT, AREA, BULK, FLOOR SPACE OF STRUCTURES, PERFORMANCE STANDARDS, STANDARDS OF DENSITY AND TRAFFIC DISTRIBUTION.

BUT BECAUSE INDIANAPOLIS'S NEED FOR RETAIL DEVELOPMENT IS SO GREAT, THESE REGULATIONS ARE OFTEN WAIVED OR TRADED TO ENTICE DEVELOPERS TO DOWNTOWN INDIANAPOLIS AND ALSO TO GET IDEAS INTO ACTUAL BUILDINGS.



ASSUMPTIONS

SUB-TOTAL

TOTAL

ITEM

360,000 gfa @ 42\$/sf.

15,120,000

BUILDING COST

12% OF BUILDING COST

1,814,400

FIXED EQUIP.
EQUIPMENT

3% OF BUILDING COST

45,600

SITE
DEVELOPMENT

16,980,000

TOTAL
TOTAL COST
COST

7% OF CONSTRUCTION
COST

1,058,400

MOVABLE
EQUIPMENT

10% OF BUILDING COST

1,698,000

PROFESSIONAL
FEES

2% OF BUILDING COST

339,600

ADMINISTRATIVE
COSTS

10% OF BUILDING COST

1,698,000

CONTINGENCIES

21,774,000

TOTAL BUDGET

21,774,000

TOTAL BUDGET

CRYSTAL COURT
IDS CENTER
MINNEAPOLIS, MINNESOTA

PHILLIP JOHNSON AND JOHN BURGEE
ARCHITECTS

IMAGE:

A MEETING PLACE INSIDE BUT WITH
OUTSIDE ATTRACTIONS LIKE SUNLIGHT AND
PEOPLE.

UNIQUENESS:

MULTI-LEVEL PLASTIC, PYAMID SKYLIGHTS
ENTRYS ON TWO LEVELS

CONCEPT:

THE FOUR SURROUNDING BUILDINGS FORM
AN INNER COURT

CORRELATION:

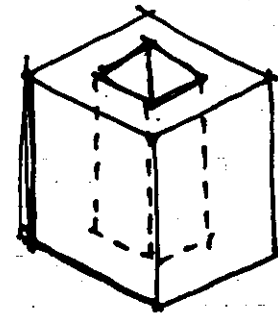
ALL SPACES CONNECT AND RELY ON THE COURT

CIRCULATION:

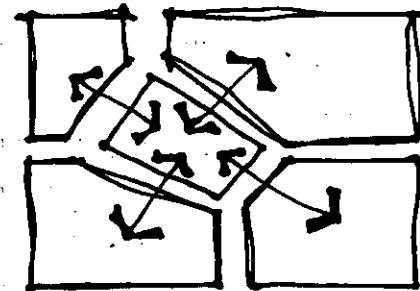
MULTI LEVEL CIRCULATION THAT OVERLAYS
EACH OTHER

STRUCTURE:

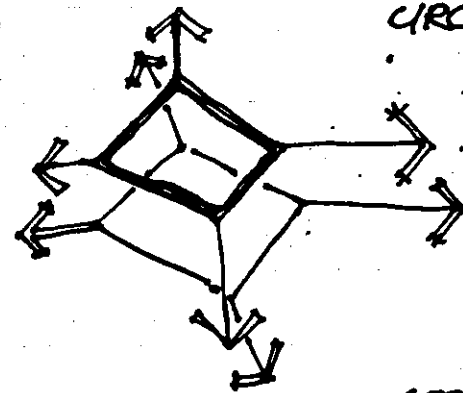
THE PATTERN OF THE STRUCTURE IS
BROKEN FOR THE OPEN COURT YARD.



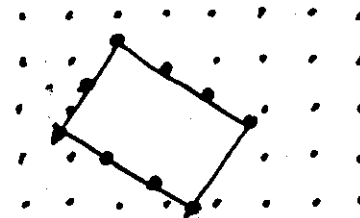
CONCEPT



CORRELATION



CIRCULATION



STRUCTURE

THE GALLERY
MARKET EAST DEVELOPMENT
PHILADELPHIA, PENNSYLVANIA
BOWER AND FRADLEY, ARCHITECTS

IMAGE:

ACTIVITY AND INTERACTION WITH A VARIETY
OF STORES AND NUMBERS OF PEOPLE.

UNIQUENESS:

ATRIUM OR OVERLOOKING MULTI-LEVEL
SPACES, CRISS-CROSSING CIRCULATION
AND ENTRY EMPHASIS

CONCEPT:

MULTI-LEVEL COURTYARD WITH AN ATRIUM

CORRELATION:

ALL SPACES RETURN TO AND RELATE BOTH
VISUALLY AND ACTUALLY TO THE COURT.

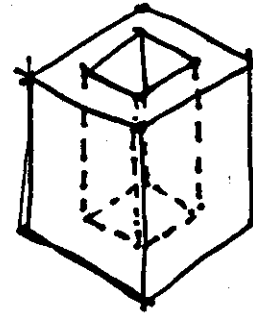
CIRCULATION:

PATHWAYS CIRCLE THE ATRIUM AND MIX
HORIZONTAL WITH VERTICAL

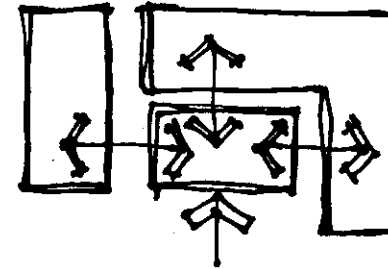
STRUCTURE:

THE PATTERN OF THE STRUCTURE IS EMPHASSED
AS PART OF THE CIRCULATION ELEMENTS

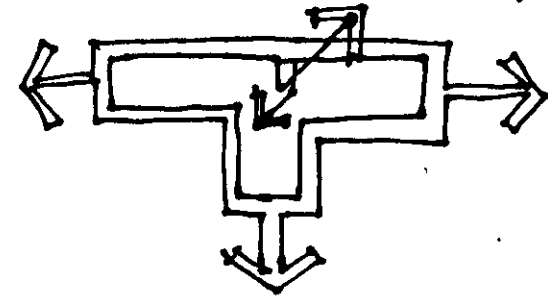
CONCEPT



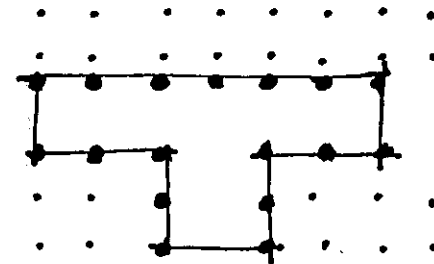
CORRELATION



CIRCULATION



STRUCTURE



WATER TOWER PLACE
CHICAGO, ILLINOIS

LOEBL, SCHOLSSMAN, BENNETT AND DART,
ARCHITECTS
WARREN PLATNER CONSULTING ARCHITECT

IMAGE :

VERTICALITY IS EMPHASIZED BY A
CURVING ATRIUM SPACE AND THE
PROMINENT CIRCULATION ELEMENTS.

UNIQUENESS :

THE HEIGHT AND INTERPLAY OF THE
ATRIUM SPACE, THE CASCADING STAIRWAY,
ESCALATOR ENTRY

CONCEPT :

AN INNER COURT OR ATRIUM SPACE
THAT THE INWARD FACING SPACES
RELATE TO.

CORRELATION :

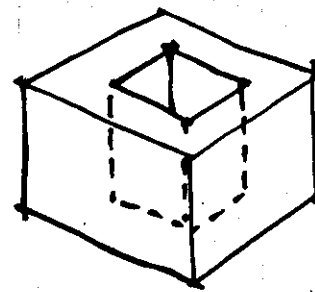
EACH SPACE REVOLVES AROUND AND
HAS SOME CONTACT WITH THE ATRIUM
OR COMMON SPACES.

CIRCULATION :

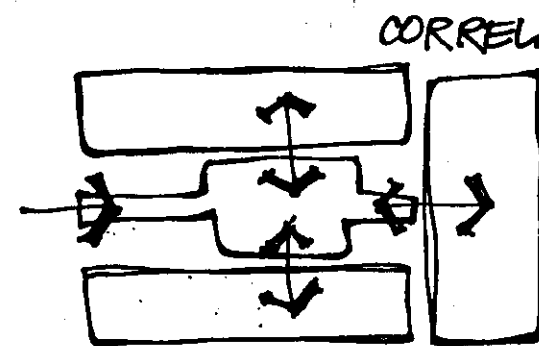
MOVEMENT WINDS UPWARD AROUND THE
CENTRAL SPACE

STRUCTURE : 71

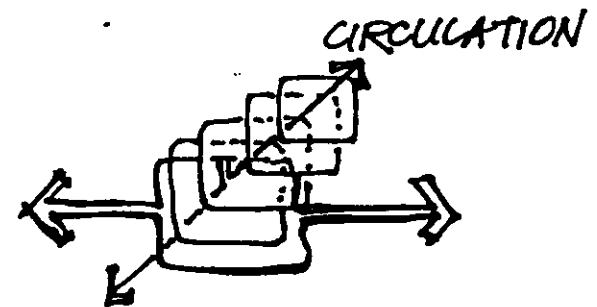
THE STRUCTURAL PATTERN CHANGES FOR SPACES.



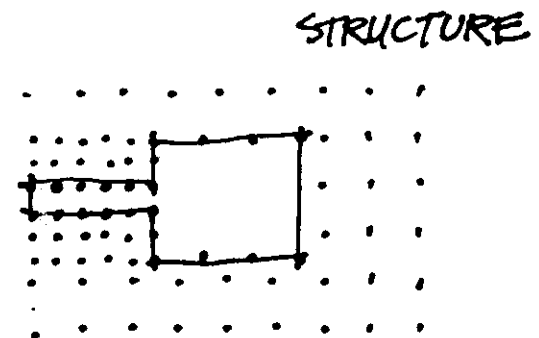
CONCEPT



CORRELATION



CIRCULATION



STRUCTURE

THE URBAN LAND INSTITUTE, WASHINGTON, D.C.
SHOPPING CENTER DEVELOPMENT HANDBOOK

THE INTERNATIONAL COUNCIL OF SHOPPING CENTERS
605 5TH AVE NY, NY 10022

NATIONAL RETAIL MERCHANTS ASSOCIATION, INC.
100 W 31ST STREET, NY, NY 10001

DOWNTOWN RESEARCH AND DEVELOPMENT CENTER
55 MADISON ST, NY, NY 10022

AIA JOURNAL AUGUST 1978
CLARE MARCUS, AUTHOR

BOTTOM 2 STORIES USED FOR WINDOW AND SIGNAGE DISPLAY FOR DIFFERENT RETAIL USES, AND ARE MUCH ALTERED

UPPER LEVELS APPEAR VACANT BUT ARE NOT ALTERED AND HAVE WINDOWS ACROSS FACADE, NICE DETAILS AND STONE WORK.

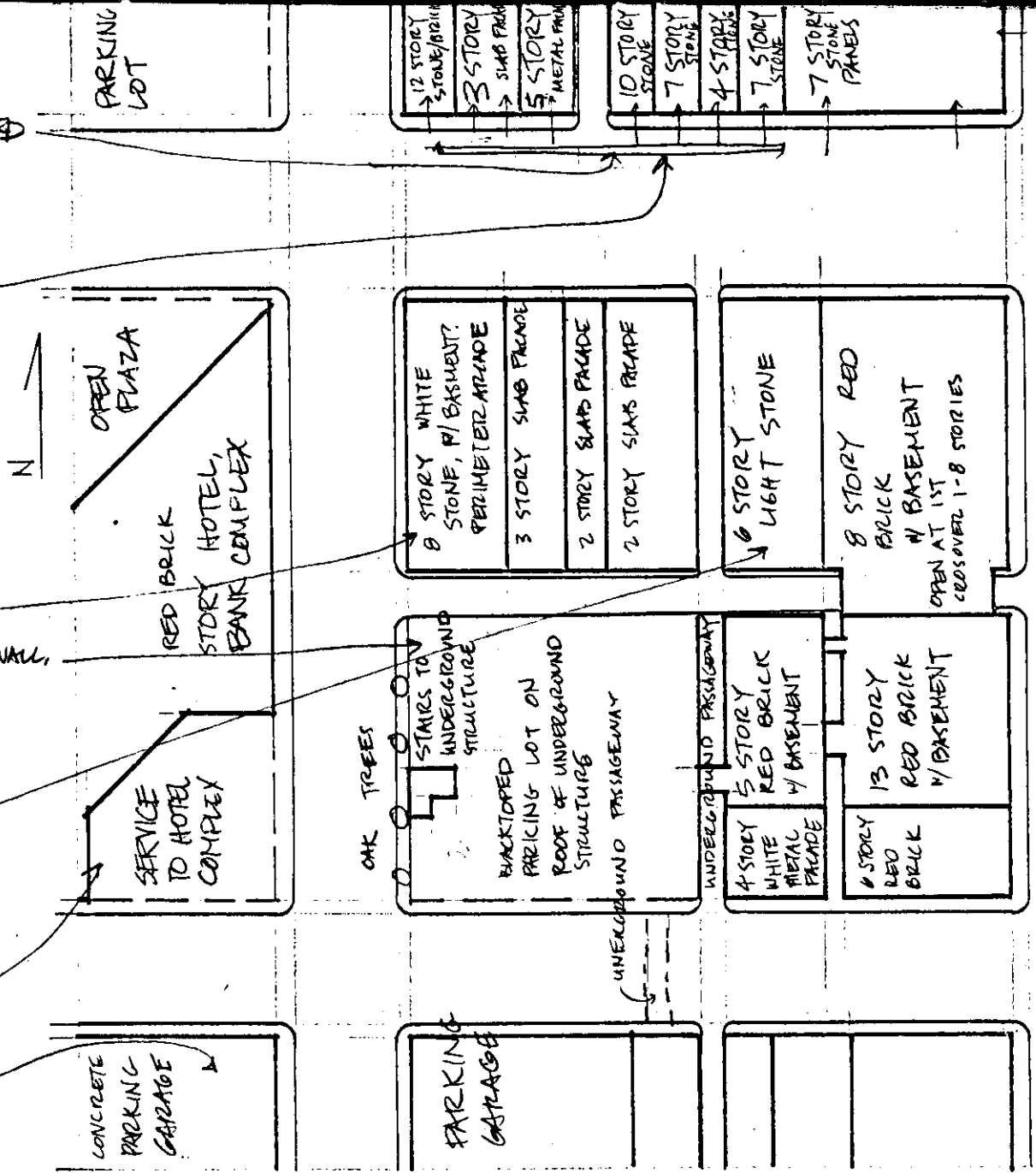
WINDOWS ON ALL SIDES AND ABOVE EXISTING ADJACENT BLDG.

PARKING LOT ENCLOSED BY LOW STONE WALL,

SMOOTH WHITE STONE FACADE NO WINDOWS FACING WASHINGTON, BUT SOME WINDOWS AT SIDE AND BACK ON UPPER 4 FLOORS

SERVICE TO HOTEL IS RAISED SLIGHTLY AND ENCLOSED BY SHORT WALL AND SHRUBBERY

PARKING GARAGE IS CONNECTED TO HOTEL COMPLEX BY 2ND LEVEL WALKWAY.



THE DEVELOPER AS A CLIENT, REPRESENTS BOTH HIMSELF AND THE FUTURE TENANTS OF THE PROJECT. BECAUSE BOTH THE DEVELOPER AND THE TENANTS ARE CONCERNED WITH THE FINANCIAL GAINS DUE TO SALES, THEY ARE VERY MUCH CONCERNED WITH THE FUNCTIONAL WORKINGS OF THIS PROJECT IN TERMS OF ECONOMY AND EFFICIENCY.

PRIVATE
DEVELOPER

THE DEVELOPER IS THE ORGANIZER BUT DOES NOT USE THIS COMPLEX FOR THE OFFICE.

BUT THIS PROJECT IS ALSO PART OF A PUBLIC WALKWAY SYSTEM AND THUS PUBLIC CONCERNS MUST BE CONSIDERED AND INCLUDED. THE CITY IS THEREFORE ANOTHER CLIENT WHO REPRESENTS COMMUNITY CONCERNS.

CITY OF
INDIANAPOLIS

COOPERATION BETWEEN THE DEVELOPER AND THE CITY IS ESSENTIAL IN SATISFYING THE OBJECTIVES OF ALL OF THESE DIRECT AND IMPLIED CLIENTS.