

CONTEXT



CONTEXT



MAIN ST. @ ANDREW LOOKING SW

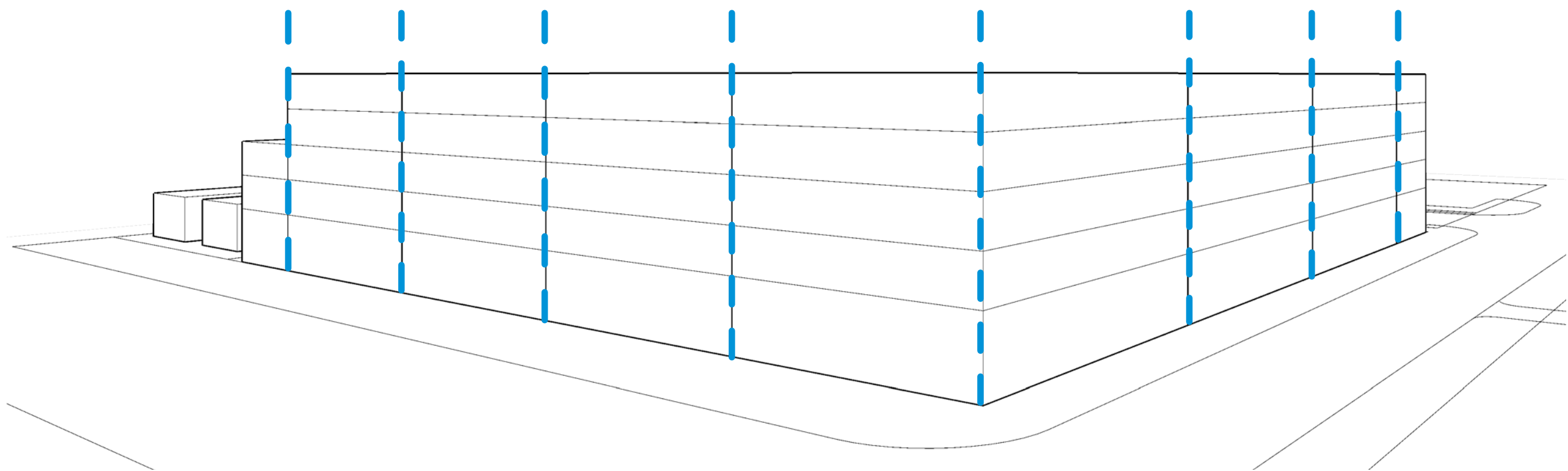


MAIN ST. @ VAN BUREN LOOKING NW

MASSING ANALYSIS

CONTEXTUAL GOAL
SMALLER SCALE

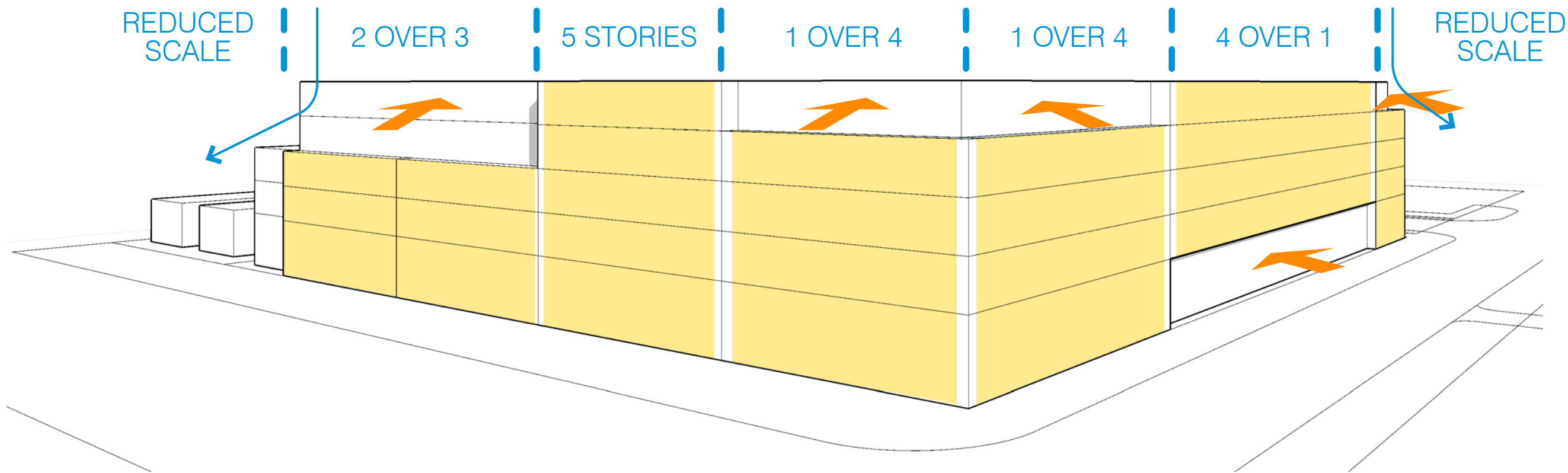
STRATEGY
BREAK DOWN FACADE LENGTH TO CREATE A SERIES OF SMALLER BUILDINGS



MASSING ANALYSIS

CONTEXTUAL GOAL
REDUCED MASS & HEIGHT

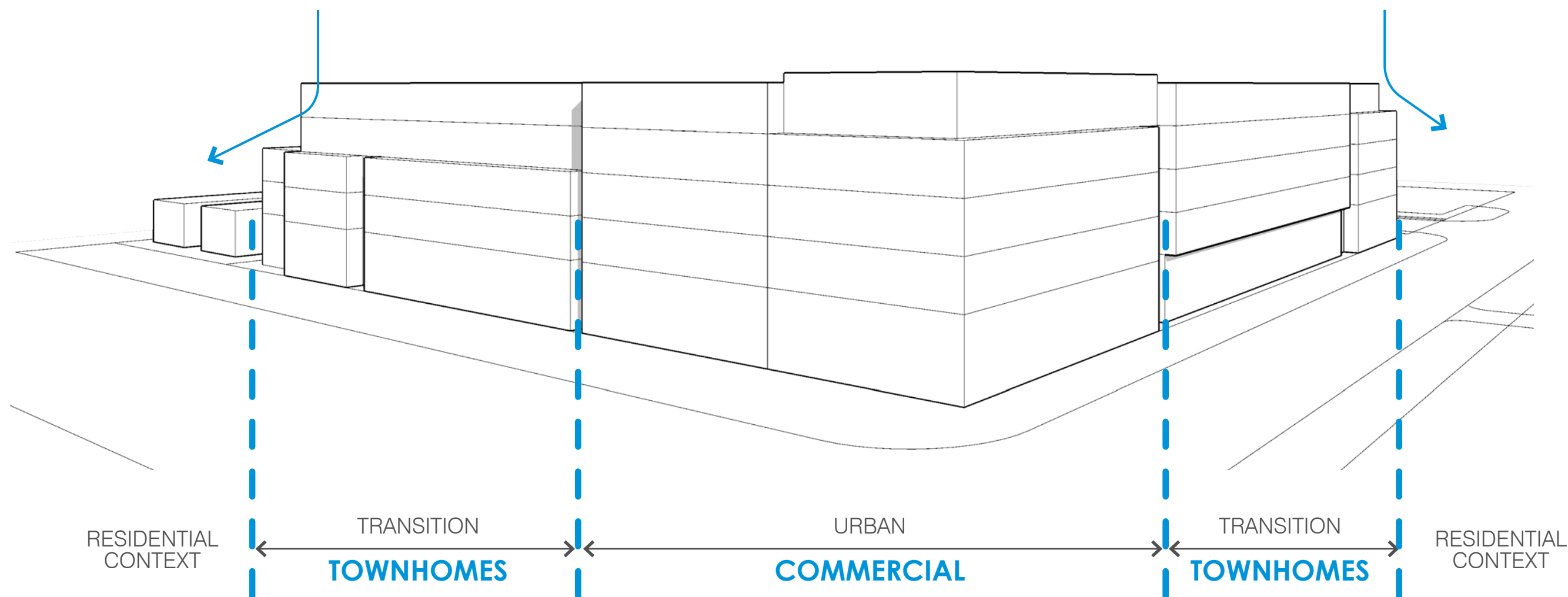
STRATEGY
SETBACK AT VARIOUS LOCATIONS TO DIVERSIFY BUILDING MASSES



MASSING ANALYSIS

STRATEGY IMPLEMENTATION

ALIGNMENT WITH UNITS
PROPORTION & SCALE
PUBLIC REALM SEQUENCE



DESIGN APPROACH

PRECEDENTS

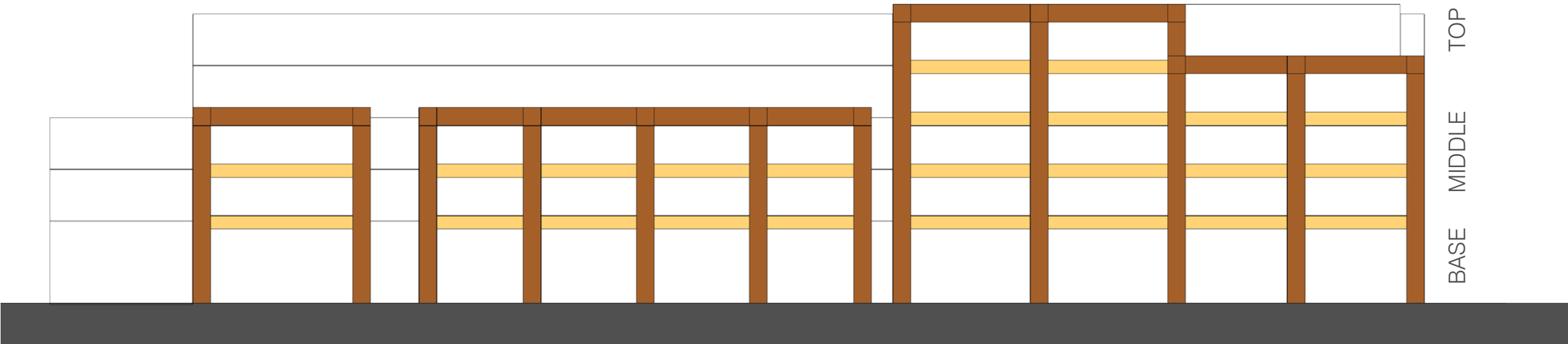


DESIGN APPROACH

WAREHOUSE TYPOLOGY

STRONG REPETITION
GRID & MODULE
ADAPTIVE REUSE
CONTROLLED DISORDER
AFFIXED ELEMENTS

UNIFORM PRIMARY COLUMNS
3'-8" BRICK MODULE



TOP
MIDDLE
BASE

RESIDENTIAL
CONTEXT

TRANSITION

TOWNHOMES

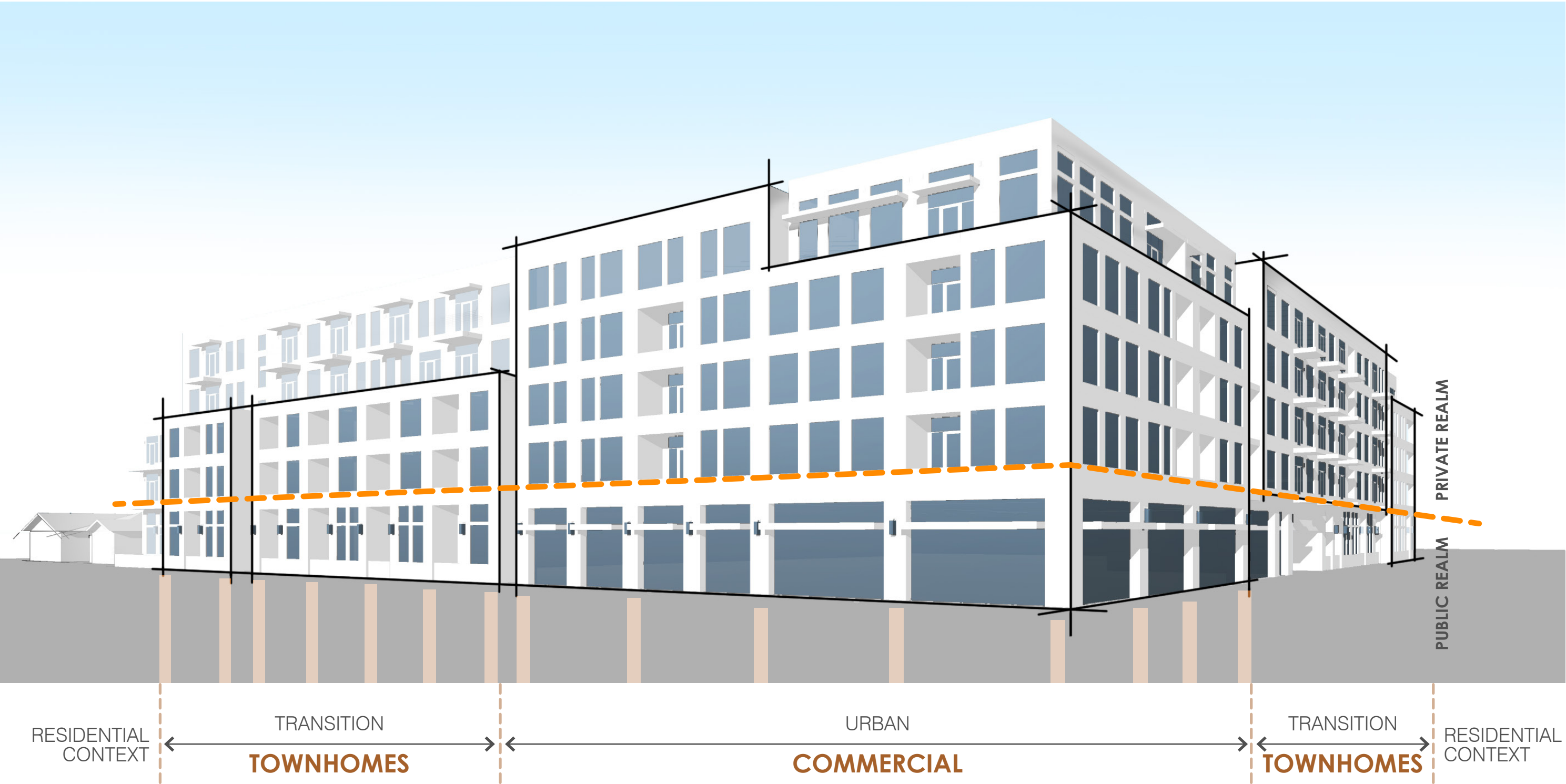
LOWER HEIGHT
SMALLER MODULE
HUMAN SCALE
DETAILS
RESIDENTIAL USE
OUTWARD - PRIVACY
LANDSCAPE

URBAN

COMMERCIAL

TALLER HEIGHT
LARGER GRID PATTERN
STRONG RHYTHM
DOMINANT FENESTRATIONS
BUSINESS ORIENTED
INWARD - INVITING
HARDSCAPE

DESIGN APPROACH



PRELIMINARY DESIGN ITERATION

MAIN ST FACADE
MODERN WAREHOUSE TYPOLOGY / ADAPTIVE REUSE



PRELIMINARY DESIGN ITERATION

ANDREW AVE. FACADE
MODERN WAREHOUSE TYPOLOGY / ADAPTIVE REUSE



CONTEXTUAL APPROACH



SINGLE FAMILY HOME TYPOLOGY

- LOWER HEIGHT
- COVERED FRONT PORCH
- ARCHITECTURAL DETAILS
- SETBACK TO RESPECT RESIDENTIAL CONTEXT
- LANDSCAPE

CONTEXTUAL APPROACH



LOW DENSITY NEIGHBORHOOD

- LOWER BUILDING HEIGHT
- DESCENDING MASS
- PERMEABLE CORNER
- RESIDENTIAL PUBLIC REALM