

A Program

for

A BARTLESVILLE CBD STABILIZATION STUDY

Bradford Hart

Professional Project

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INTRODUCTION



There is a widening gap occurring in Bartlesville between the Central Business District, CBD, and the suburbs. Competition from outlying shopping centers has reduced the vitality of the older downtown shopping district, and due to the momentum of this movement more businesses are continuing to locate near the suburbs causing a reduction in CBD life. The benefits of the suburbs have caused the decay of most urban residential establishments. Therefore any life that might have existed due to residents is gone. These then are the emerging issues that are affecting the growth patterns of Bartlesville and the negative growth patterns of the CBD.

At this time a reversal of this pattern seems very possible and necessary. The city is still small enough to work with in terms of actual

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space, and the effort to reach the people for support and education-of-our-intentions would not be overwhelming. Also city government and the political structure are not as complicated as they would be in a place considerably larger than Bartlesville. The reversal is necessary to retain life in the CBD after business hours. It is necessary because the downtown is the hub of the town, and the identity and origin of Bartlesville exist in this area. The reversal is also necessary to help the down town merchants have a good efficient space in which to operate, and residences could be established in this urban area to offer another style of living to the people and support the transition from commercial to residential use in this part of town. This use of residential would also help the space generate more value and life for the CBD.

URBAN SPACE

INTRODUCTION



URBAN SPACE

My specific project will be aimed at the area of Bartlesville where the automotive district borders along the west, and along the east, neglected residential and sparse commercial exist. This area is also significant because the older historic neighborhoods of Bartlesville are slightly to the south, and the major city park and recreation facilities exist to the north. Thus, the stage is set to enhance these urban elements through the upgrading and revitalizing of the deteriorating CBD.

The problem at the present is not at all serious, but the damage being done is twofold. For one, an upgraded CBD would create mor business through the increased flow of people. The losses from this absence of people flow can only be guessed at. Strong urban cohesion shows itself, and due to this fact people will want to stay, and

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businesses will want to locate around this strong force. So this aspect is clearly politically and commercially related. Secondly, the effects of good design and a vital urban place for people to come and interact with will do for the population in general what a good book, or a pretty girl, or a well prepared meal does for the individual. This then sets the goals for the future.

These goals are initially an attempt to restore health and vitality to an older urban area. This will make the heritage of the older areas of town richer through new life and exposure. After the initial goal is met, then a longer term goal should be realized. That goal would be the increasing awareness to the general public of the possibilities of life through conscious effort and commitment. It will take the

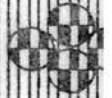
INTRODUCTION

effort of everyone in the community to restore and rehabilitate their community and in turn themselves.



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PEOPLE

The users of the proposed downtown transition space are:

- * residents
- * shop owners
- * employees of the shops
- * people who service the shops
- * customers
- * people passing through (recreators)
- * utilities service people (garbage, meter readers, etc.)
- * office people

The Resident - The role of the resident is to provide the space with movement and life. The resident will provide a link between the pure residential and the pure commercial space of the downtown environment. The new space will provide for the resident a new place in which to live. It will appeal to those people who like the activities of the urban scene, but give them the privacy they need through careful design. The residents will also extend the activities of the shops and restaurants into the even-

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ing hours.

The resident must exist in an area where many activities are to be located. The relation the resident will have to the other users will be indirect. They, the residents, will provide a reason for the space to exist before and after hours of the business day. The movement of people as they come and go from their apartments - the lights from the windows at night and any sounds of children playing will provide the warmth and human scale the residents bring to the space. This will be the main relationship between residents and other users. The residents gain from the people who choose to come to this space to spend their time and money. They create an active changing scene for the residents who will want to live in this space for its urban appeal. Other direct relationships will oc-

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cur when the residents go out and take advantage of the space for its other activities.

Because people will have to live next to the increased activity, their privacy must be protected through conscientious design. If this criteria is not met no one will stay in this location. There are a few basic elements that must exist for each of the activities to be a success. To keep the residents satisfied they should not have their day-to-day activities interfered with by the other users of this space. Their privacy should be respected completely. The residents should not have to be a part of the urban scene if its not desired.

The Shop Owners - The role of the shop owners is to operate their businesses to the theme of the space. This means that to have a comprehensive space such as this, everyone who parti-

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icipates in it should be interested in the general welfare of the rest of the users of the space. Each shop owner can offer his own special flair to the space and still be an integral part of the overall design. Every piece that makes up this space must compliment all the others in its own way.

The relationships between shop owners and the rest of the users should be one of direct service. The shops exist to serve the people who will come to them, but the shops are also there to take advantage of the drawing power of a well designed space. This dual purpose for existing can be found in any activity that is enduring and profitable. There is a need for both of the users of the space. Each user is there for his own reasons. In this case, the shops want to locate in this area because the people are here,

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and the people are here for what the space does for them besides provide shopping facilities. This space is not intended to provide all of a persons shopping needs, but to compliment and accent their shopping needs when down in this area.

The psychological and emotional needs of shop owners will be along the lines of present and future business outlooks. If the space is to succeed there must be a need for it. I am sure there is a need for a space like this. The urban environment is dying and the proposed space will be nothing new to an urban scene. It will be a revival of main street U.S.A., combined with pieces of Paris, New Orleans, Bavaria, etc. upgraded to meet the demands of a modern city. This will be no attempt to imitate these places, only an exercise to use the ingredients of their urban spaces in similar proportions so that

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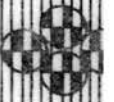


Bartlesville might share in the enjoyment that this type of architecture can bring. Therefore, the shop owners should be enthusiastic about their space after the break-in period has passed.

The Shop and Restaurant Employees - This role will be to serve the shops, restaurants, and people who use them in a way that will enhance the character of the space. As was mentioned earlier the most important goal of this project is to improve the image of the city, and a space that promises warmth and friendliness should fulfill that promise down to the last detail, and that includes the people who work in the space. This should be no problem if the people who work here like their jobs. An environment that works well and is good to be in should bring out the best in everyone who uses it.

This then is the relationship of the employ-

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ees to the rest of the users. They will interact with the other users in a spirit of friendship and helpfulness to promote the image of the shop, the image of the space, and the image of Bartlesville, all directed to improving the quality of life among people. I believe the quality of the physical environment has a direct effect on the relationships between people.

The psychological or emotional needs of the employees should be met by the activities of the day-to-day business. They should receive a sense of growth and understanding through working with all types of people. The space will not promise success to any business using it for its location, but neither will it hinder any business due to lack of design consideration. The People Who Serve the Shops - The service people will want to drive in and unload their cargo and do their work without getting inter-

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ference from the general traffic of the space anymore than is necessary.

The relationship of these service people to the other users is minimal due to the nature of their business. They will react with the shop owners and employees as far as their business concerns go, but they will want to be on their way when they are done, without interacting with the rest of the space.

Psychological or emotional needs of these users shall exist around the efficiency with which they can do their job and not have to be a part of the space when they don't want to. I think this is important for all users, ... the ability to be away from the space when they need to.

The Customers - The customers are the people who will support the shops. These people will

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bring their own sort of movement and activity to the space. Their activity will begin in the late morning, and last through the afternoon and into the early evening until the shops close.

The relationship of the customers to the rest of the users is a direct relationship with most of them. The customers will come in contact with the shop owners and employees. They will be observed by people at home in their apartments, and by people at work in their offices. The people who are spending the day here for leisure purposes will be able to observe the activity generated by the customers. Very little contact will be made with the service people due to the different reasons for both existing in the same space.

The psychological or emotional needs of the customers should be met through the environment. This is why this space will exist. The purpose

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of this space is to improve the 'image of the town, and if it works well, people will come to it, to be in it and use it. If the space can meet their shopping needs, and it is more pleasant to be here than somewhere else, then the customers should be satisfied with respect to their shopping desires. This space offers something else the enclosed shopping malls don't offer, and that is the chance to enjoy the outdoors while they are shopping. I think this is important for all of the users, ... to be able to enjoy the gifts of nature as part of their daily life. The space should be able to protect people when the weather is bad, but it should be a part of nature whenever possible.

The People Passing Through - These people are here mainly for recreation. The role of the people passing through will be to create activity and a sense of leisure to the space. These

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people will be doing anything the space may be outfitted for. Some places use recreational sporting activities to secure this condition. Ice skating rinks are popular, but tennis courts and exposed handball or raquetball courts could accomplish the same thing. The people passing through for recreation and relaxation from shopping will create more activity for people to watch. I would like this part of town to be a place where the older retired folks that live in the downtown area can gather to socialize in any way the space can accommodate them. Backgammon, dominoes, checkers, etc., played outside can be very enjoyable. I've seen pictures of old men dressed up in slacks, sweaters, and ties playing lawn bowling on the green areas of the downtown spaces in Canada.

The relation to the residents would be good because it would make their neighborhood more in-

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teresting to be in and talk about; the activities of the recreators would be of the types that weren't obnoxious due to noise or crowd action. The relation to the shop owners and employees would be good because these people will need occasional refreshment, so they will buy from the snack bars. There will be no direct contact, but the atmosphere of the recreation going on outside will be enjoyable to be around. The recreators will need to be separated from the service people because the two groups would interfere physically with each other. This is not all that critical, the break from the regular activity could be a welcome sight for some people. The relation of recreators to customers is ideal because it gives the customers the option while they are shopping to become part of the recreation group. While the recreators can look on and enjoy the activ-

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ity created by people shopping.' The shoppers add another dimension to the space for the recreators as much as the recreators do for the shoppers. This is people watching people. The shoppers are another source of movement. There are many different types of movement in this space for people to see. Some of these types are:

People sitting and socializing - very little movement or small movements clustered,

People walking - linear movement or small clustered movements moving together slowly in a linear fashion,

People riding bicycles - flowing linear movement, or refined small movements that are clustered yet flowing in a rapid linear or curvilinear fashion,

People jogging - small rapid clustered movement bouncing along in a linear fashion,

The relationship of recreators to each other is important because their activities will be varied between people sitting still to people jogging, and it is important to be sure they

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can exist without conflict. The activities should exist to compliment each other so the people can observe as much of the others in the space as possible. There may also be the need for privacy so space should be provided where people can get away from the activity, yet observe as much of the others in the space as possible. The relation of the recreators to the utility service people is similar to their relation to the shop service people. As little interaction as possible will keep the space working smoothly.

The psychological or emotional needs of the recreators is to have a place where they can be to enjoy themselves, the outdoors, other people, and other peoples activities. One purpose of this space is to consolidate people and their activities so the town can enjoy each other.

The Utilities Service People - The role of

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these people is to maintain the 'space by keeping it free of garbage, to do any landscaping, and to keep the rest of the utilities working properly.

The relation of these service people to the other users is minimal, only when their work exposes them to the activities of the other users.

Psychological and emotional needs of these users will exist in the efficiency in which they can do their jobs. These users are in this area for reasons related to their work, and they should not have any unnecessary interaction while they are in the space.

The Office People - These users provide another spice to the mix of activities. Instead of having shops and places to spend your money everywhere you turn, you see people working at their

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jobs. I believe this mix of offices will be good for the space. It will offer variety and give the space more of the flavor of the rest of town and not be such a specialized place that connotes this is only a place for people who want to spend their money and enjoy themselves through leisure time activities.

The relationship of the office users to the rest of the users shall be that of a business-like nature in their places of business unless the person wants to mix with the other users on a break or during the lunch hour. The activity created by the other users in the space outside the office will be a good diversion to take a mental break from his or her work.

This might be the psychological or emotional needs the office users can gain from this type of space. The space offers many different

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things to different people and it could offer a pleasant escape for anyone who needs a break from their work.

ACTIVITIES

There are seven categories for types of spaces that will contain all of the smaller spaces and their activities. These space types are:

Shopping	Living
Walking	Recreation
Driving	Service
Office	

The major activities for each space are:

Shopping space activities include:

- people will drive in
- they will need a place to park
- they will walk from their car to the shop
- (routing)
- they will need to find the shop (graphics)
- they will either return to their car or continue to shop
- others may walk to the shops from their residence or place of business,

Walking space activities include:

- walking through the facilities
- stopping for rest and/or for conversation
- sitting on whatever is available
- interaction with bicycles

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Driving space activities include:

- driving into the transition space
- enjoying the space while driving through
- finding a place to park
- taxis dropping people off or picking them up
- bustop needs

Office space activities include:

- driving in and parking (this will be long term parking, and this car traffic will be occurring twice daily - in the early morning and late afternoon)
- walking from parking place to office or business (could use protection from the weather)
- people may walk from residence to work
- lunch break will create traffic that will need a place to eat, and this will be pedestrian traffic
- these businesses will bring in other people that will need a place to park
- service activities, such as delivery trucks bringing supplies

Living space activities include:

- people going to and from work who live in the area
- people needing a place to park permanently
- traffic created through all miscellaneous errands to be run
- residents with guests will create a need for parking
- residents needing open space for outdoor activities (outdoor games and play spaces for children)
- school needs for children (rides to and from school)

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Recreation space activities include:

- bicycle riding
- picnicing
- browsing, window shopping
- jogging through space
- driving to and parking in or around the area to be in, and enjoying the activities of the space
- games spaces provided for the users (tennis and basketball, etc.)

Service space activities include:

- truck traffic
- unloading delivery trucks
- landscaping maintenance
- trash collection
- other utility service (phone, gas, electric)

Everyone of the categories above produced either car or pedestrian traffic or both along with the resulting parking problems. The parking problem will be a major one in the design of this space. Also many of the routes from parking to offices or shops will be similar and will probably be combined. If possible these pedestrian links should protect people from wind and rain.

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The shopping activities and the recreation activities will be the most easily noticed ones in the space, and they will create the most noise and motion. These activities will exist in the spaces that will be used the most. The car traffic should be eliminated from the main recreation and shopping spaces and therefore will not contribute any noise and pollution to this space.

The office space shall exist with the shopping areas, but in a subdued manner. The office activities should be a part of the whole space, but the activity of the whole space should not interfere with the office employees performance. Major pedestrian traffic should not distract the people who work in the offices. Also some discretion should be used in the shopping or recreational activity that offices are located near.

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The same group of criteria shall apply for the residential spaces as for the offices. The residents should not have to endure the activities of the space unless they want to. Private outdoor areas for residents would be preferable to having none at all, or to sharing the public spaces.

Service activities will exist out of the way of the rest of the activities. They will interact only with through car traffic, and they will interact at points where regular service is permitted.

ECONOMIC CONSIDERATIONS

Due to the long range needs of this project there is a definite need for phased development. It is not feasible to go in and demolish 3 to 4 blocks and rebuild the area through some master plan. People who live and work in this area can not afford to be displaced while new facilities

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are being built.

The space should be developed from a master plan on a gradual phased development program. The facilities should be introduced on an infill and reclamation type of program where possible. The important thing to remember is that the systems that are working in the downtown area should not be upset anymore than is necessary to accomplish our goal without producing unnecessary costs. Transportation, servicing, and marketing activities should not have to be altered anymore than is absolutely necessary.

The phased development should occur with the most needed facilities locating first. Infill activities should be considered first in the available spaces, and commercial activities along with their accompanying residential and the all important parking needs should go in these infill spaces. As the space takes shape with

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enough businesses in operation, any transportation changes can be made that will allow more recreational spaces to be realized. At this point the space should be well enough on its own, and integrated and work with the rest of the town. The master plan for the space should be easily finished once the momentum has gained to the point where the purpose and realization of the goals are in sight to the rest of the people who are using the space next to the infilled and reclaimed areas.

GROWTH CONSIDERATIONS

The space will need to plan for growth at its initial phases. Because until the space is fully utilized it won't realize its full potential. This, though, is where the growth shall stop. Due to the goals of the space future growth is not wanted. The object of this development in this area of town is to stabilize the develop-

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ment, so that property values will not deteriorate but stabilize and grow. Precedents should be set by this development effort so the rest of the town can see the need for planning and change. The businesses should be supportive to the downtown people and any need they have for growth should have been planned for in their own location before they were developed.. Therefore, once the space is developed it should be there to mature and act as an example for others, but it should not be designed to hold future growth. Any future expansion should use the theme set by the initial space, but it should grow in the direction of the Central Business District, CBD, and not towards the residential district.

The Needs Section will be omitted for the Urban Space chapter due to the general nature of

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these urban space activities. Any attempt at defining area requirements would be futile. This fact coupled with the lack of specific knowledge about the urban space with respect to dimensions and orientation will combine to make pinning down area requirements useless. Parking requirements of 300 square feet per car can be suggested but the particular design will dictate how the other activities are organized and how much of each of the other activities are desired. The following chapters for the individual spaces will have more specific areas for their specific activities.

GOALS

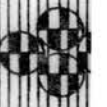


URBAN SPACE

The goals of the CBD of Bartlesville are listed below. We will try to use effective adoptive reuse and infill of an urban space to:

- * control the random mix of activities that are now occurring.
- * stabilize the border space between the CBD and the residential neighborhoods in order to halt the decline of property values and make this area desirable to live in.
- * increase the use of this space through combinations of activities and activities that occur at different times.
- * provide a pleasant mix of human activity that will enhance life in an urban district and give the downtown a positive identity.
- * provide a desire for people to shop downtown thus decreasing the desire for developing more than the necessary amenities in the suburbs.

GOALS



- * establish a sense of identity for the individual with the town.
- * establish a sense of place for the CBD to promote an area people can be comfortable in and around.
- * promote coincidental and planned encounters of people.
- * project an image for Bartlesville that will symbolize the attitudes and character of the CBD.

CONCEPTS



The Programmatic Concepts for the Urban Space are listed below. Use these concepts as a bridge that allows you to move from identifying the problem to solving the problem physically.

FUNCTION RELATED CONCEPTS

ACTIVITY GROUPING - walking, sitting, and any other activities of the urban space users need to be grouped to promote chance encounters and planned meetings, and to define the space.

PRIVACY - private places should be provided for people in the urban space so that they can be by themselves and observe the other activities.

SEPARATED FLOW - people who choose conflicting means of traversing the urban space must be designed for. These would be people on bicycles and people on foot as an example.

FLEXIBILITY - the urban space could be the setting for group meetings, parties, town functions

CONCEPTS



URBAN SPACE

of varying needs, or other specialized uses beyond the normal activities of pedestrians, shoppers, and office workers.

MIXED FLOW - to promote planned and chance encounters, and to add another kind of movement to the urban space.

ENHANCEMENT - natural views to parts of Bartlesville should be used to strengthen the urban space by its relation to the surrounding area.

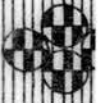
CLIMATE CONTROL - shading devices for sun control, screening for wind control, and shelter for rain protection will be needed.

ORIENTATION - the urban space must be easily diagnosed by the user as to their sense of direction and position with the space.

ACCESSIBILITY - points of arrival for taxis and buses should be provided, and bicycles and pedestrians should have easy access to and from the

FORM RELATED CONCEPTS

CONCEPTS



URBAN SPACE

urban space.

PROJECTED IMAGE - warmth, friendliness, openness are the descriptions for the type of image the urban space should project.

PROJECT QUALITY - the project should set a standard with respect to design and use of materials for the surrounding neighborhood. The projects function is to promote human interest in the urban space, and therefore, it should not dominate its users through scale, foreign spaces, or improperly used and selected materials.

SENSE OF PLACE - the urban space must have a personality and rapport with its surroundings that gives the user the feeling that this place belongs where its at.

THE PROBLEM



A STATEMENT OF THE PROBLEM

FUNCTION

To date the downtown Bartlesville Central Business District has been eroding in two ways. The first is the manner in which the structures that house the CBD activities have themselves deteriorated. Roofs leak, and none of the older structures are adequately insulated. The second means of CBD erosion is the process of buying land in the neighboring residential areas for office space use. This land has become undesirable to live in due to its location next to the activities of the CBD, and it has become an easy target for new office development. This unorganized development and deteriorated atmosphere have combined to make downtown Bartlesville unattractive and undesirable as a place to be. This project shall suggest a solution to these problems.

THE PROBLEM



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FORM

Since the project site is located on the link between the city park and the older historical neighborhood of Bartlesville, the project will compliment these conditions. The project will reflect the use of brick as the main building material for exterior walls as taken from the older historical neighborhood. The shape of the project will be active and not "flat chested", as has been the character of the CBD, to play up to the activity of the park and the dynamic direction of CBD growth. In this way the observer will have some continuity of architecture as they come from the older historical neighborhood to the CBD, and the project will act as an introduction to the residential space if the observer is travelling towards the older historical neighborhood.

ECONOMY

Economy in the form of places to park a car

THE PROBLEM



will be a major consideration and will possibly shape the project.

TIME

Due to the comprehensive planning nature the Central Business District will have to be phased into its final desired form.

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The Brightside, Inside, Fireside Restaurant is owned by Tom Ward, a local merchant of Bartlesville. Presently this restaurant is located in the TRW Building in downtown Bartlesville at the corner of 4th and Dewey.

The operational concept of the restaurant is the combination of three different spaces put together in order to give a different atmosphere to the diners for each of the different parts of the day. In the morning, the Brightside room can be used for morning coffee or breakfast. This space is gaily decorated and the mood is light and airy. At noon, the Inside room is used for lunches that are more along the line of a hot meal. This space is comfortably decorated with emphasis being placed upon a hot lunch available quickly to a person on their lunch break. At night, the Fireside room

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RESTAURANT

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is used for evening dining. This space is decorated in a well-padded, warm-toned, thick-carpeted fashion to seduce and relax the diner and make the evening out a pleasant experience.

One emerging issue of the food business is the lack of people who are trained to cook in restaurants. Due to this fact a lot of the more involved dishes like lasagna, are precooked in factory kitchens and shipped to restaurants. This will reduce kitchen staff and speed up the delivery of food to the customers. It does have the drawback of uniformity. A restaurant will not be known for its special characteristics and ways of preparing food.

At the present the noontime operations seem to be the most profitable. If this space could be phased-in first and put in use the restaurant could draw revenue that much earlier. The evening dining crowd has not been what was hoped for

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and due to this fact the evening dining space should be phased-in last if it looks like the market will improve.

We are planning for this point in the CBD to become the hub of various activities, and therefore growth of demand for eating places should increase. With this in mind plans should be made for expansion. Hopefully, this area of town will increase its volume of night activity, and an evening dining space would be appropriate. Future analysis of the type of people who are drawn to this space may indicate the type of evening dining space that would work.

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FACTS



PEOPLE

The people who interact daily with the restaurant space are:

- * customers
- * manager
- * cook
- * salad girls - 2
- * waitresses - 4
- * dishwasher
- * vendors
- * delivery people
- * trash pickup.

The Customers - The customers are the main users of the restaurant space. They will come and choose what they want to eat. The customers interact with the waitresses during their meal through conversation, and they interact with the cashier as they leave. The customers should be effected by the space they eat in, in a way that reflects the theme of the space. Use of appropriate lighting, furnishings, color, space detailing, and music are all part of the dining experience.

The Manager - The manager has control of the

RES I AUKRANI

FACTS



administrative duties. The manager will oversee the activity of the employees. She meets any vendors that may come, and she hires and fires employees. In this case the manager was the cashier. The manager needs an efficient place to work and keep the records of the daily business.

The Cook - The cook is responsible for having all the food ready to be served. This includes the daily specials mainly. She may have the salad girls help in the preparation phase of the meals. Another duty of the cook is to check in the meat deliveries as they arrive.

The cook discusses policies with the manager. She takes orders for meals from the waitresses, and she delegates duties to the saladgirls. Psychologically the cook needs an efficient work space which should include an office space to plan her activities.

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FACTS



The Salad Girls - The salad girls help the coordination of the food preparation and the serving of the food. They will interact with the cook and the waitresses to keep the flow of food working efficiently. Again, an efficient work area requiring minimum numbers of steps, etc. would be the answer to any psychological needs of the salad girls.

The Waitresses - The waitresses will keep care of their respective tables. They wait on the customers and clean up afterwards. It is their duty to keep the dining space ready to serve people. All work stations should be stocked at all times. The waitresses will interact with the customers to take their orders and satisfy their needs as they dine. She will interact with the kitchen help to transmit the order information. Again, efficient working conditions are the requirements for the waitresses.

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FACTS



The Dishwasher - The dishwasher must handle the dishes as they come in to her area via the conveyor from the dining spaces. The dishes are cleaned immediately and made available for restocking at the work stations of the waitresses. The dishwasher need interact only with the waitresses to keep the work stations supplied with clean dishes. An efficient work space is again the answer for the emotional needs of this person.

The Vendors - The vendors come as salesmen to promote their food company and make any sales they can. The vendors interact with the manager in their business, and no consideration is given to their emotional needs other than the managers office space accommodations.

The Delivery People - The delivery people bring the food and paper supplies to the restaurant. They interact with the cook and the salad girls.

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ACTIVITIES

The Trash Pickup People - These people do exactly as their title implies. There is no need for interaction with other users of the restaurant space. They were mentioned here because of the area requirements later on for a trash space.

The activities common to the restaurant space are:

- * entry activities
- * dining activities
- * cashier activities
- * waiting activities
- * food preparation activities
- * food serving activities
- * storage activities
- * administrative activities

The Entry Activities - Entry activities could include: 1) entering the restaurant, 2) hanging up coats and hats, 3) unloading any parcels or briefcases, 4) waiting to be seated. The entry activities have a direct relationship with the dining activities and the cashier activities.

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The Dining Activities - The dining activities are: 1) being seated and waited on, 2) eating and a random dash to the restroom, 3) conversation and coffee after the meal, 4) tipping the waitresses, 5) paying for the services either at the table or the cashiers stand, The dining activities are directly related to the food serving areas and the dishwashing activity. They are also directly related to the cashier activities and the entry activities.

The Cashier Activities - The cashier activities would include: 1) accepting payment for the meal, 2) watching the entry and exit of diners to avoid giving away free meals, 3) control of the entry point to aid in seating diners waiting to be served, 4) answering the phone for call-in activities, 5) controlling the mood lighting and music levels of the dining spaces. The cashier activities have direct relationship with the

FACTS



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dining spaces and the entry space. There could be an advantage to locating it near the manager's office.

The Waiting Activities - The waiting activities include: 1) setting the tables and having them ready for the diners, 2) taking orders and seating diners, 3) waiting on the diners, 4) keep the work stations stocked, 5) possible help in the kitchen during slack periods.

Food Preparation Activities - The food preparation activities include: 1) checking in all food deliveries, 2) control of the level of food inventory, 3) washing and cleaning all food, and preparation of the servery, 4) cleaning the utensils used and the work space used in the food preparation activities.

Food Serving Activities - This type of activity will exist if there is a cafeteria type of plan used. The activities would include: 1) keeping

FACTS



the serving bars stocked, 2) serving the food to the diners, 3) keeping the servery clean.

Storage Activities - The storage activities are:

1) storage of all dry foods and vegetables, 2) any cold storage of dairy products and vegetables that need it, 3) frozen food storage for all precooked entrees and other, 4) trash storage.

Administrative Activities - The administrative duties include: 1) In this particular instance, the manager is the cashier and all of the activities of the cashier apply to the manager, 2) all the paperwork and bookkeeping activities of the day-today business, 3) coordinating the activities of the employees, 4) interviewing new employees, 5) meeting with vendors (salesmen) to look at new food lines and possibilities of menu expansion. The administrative activit-

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FACTS



ies are related to the kitchen or food preparation and cooking activities. They are also related to overseeing of the dining activities. This in turn relates the administrative activities to the waiting activities. The entry activities are also related with salesmen and new employee applicants coming in and out.

Other relations not mentioned in the above text deal with the storage activities, food serving activities, food preparation activities, and the waiting activities. The storage activities are closely related to the food preparation area and the delivery point. Food serving activities are closely related to the food preparation area and the dining activities area. They could be related to a waitresses work station depending upon the concept of the restaurant. The food preparation activities are related to the

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FACTS



storage activities and the cooking area. They are also related to the food serving activities and the dining activities and the waiting activities. The waiting activities are the connections between the food serving area and the dining activities. They also have a direct relation to the cashier if the check for the meal is handled through the the waitress. The dishwashing activity is also directly related to the waiting activity through table cleanup and work station restocking with clean plates. This concludes the section on restaurant facts.

B.1.2.10

RESTAURANT

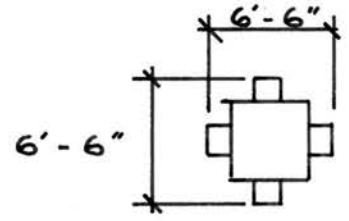
NEEDS



NEEDS | AURAM |

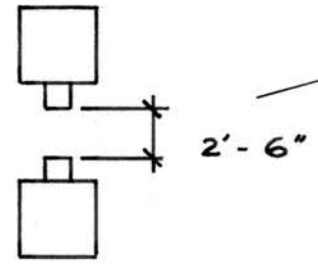
The Needs Section contains the area requirements for the activities listed in the Facts Section. It will also include a bubble diagram to show the adjacency requirements for all of the activity areas.

The Dining Activity - An area of 35'x 35' will accommodate 90 to 100 diners.



* tables and chairs are modular so they can be arranged to accommodate different sized groups through different placements.

* these are the working dimensions for chairs with diners in place.



* allow this much distance minimum for passage behind chairs.

* the salad bar can be of various shapes as long as they are easily accessible from the side

- a good dimension is 8' x 2' for the ice bin,

- allow shelf space around ice for plate rest,

- keep plates and dry food to either side of

NEEDS



the salad ice bin,

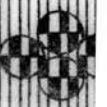
- supply overhead spotlighting on salads only; this light should not interfere with the mood of dining space,

The Waiting Activity - The waitresses work station are meant to supplement the kitchen food preparation area if the restaurant is informal. For more sophisticated operations the work station will strictly serve the dining space needs stocking dishes, silver, napkins, and glasses for the setting up of tables. The waitress will serve hot and cold drinks from this point - mostly coffee, tea, and water.

* equipment needed will be: a hot plate for coffee, - an ice machine, - shelves for china and silver, napkin and menu storage, - supply 2 outlets, salt & pepper & other condiments, ash trays, a water supply and sink for cleaning tables.

RES I AURANI

NEEDS



If the workstation must supplement the kitchen activity it may be equipped with: -an ice machine, -a food warmer, -a coke dispenser, -a sink, -a small countertop oven, -a microwave oven, - and a hot plate for warming coffee and water. Supply 3 - 2 unit outlets at this style workstation.

The Cashier Activity - This space takes from 25 to 40 square feet of floor space.

Equipment needed:

- * phone for call-in orders
- * cash register
- * credit card machine
- * volume control for mood music
- * light switches for adjacent dining and entry areas,
- * fire extinguisher
- * provide 15 linear feet of shelf space - at least 18" deep to store candy, menu's, and incidentals.

The Entry Activity - This activity required 250 square feet of floor space for the restaurant studied. This figure will vary depending

NEEDS



upon the configuration of the entry space.

Equipment needed:

- * chairs - 15 to 20
- * coat racks - 40 to 50 linear feet, total
- * shelf space for hats and briefcases - 18" deep and 40 to 50 linear feet, total

The Dishwashing Activities - The studied kitchen used approximately 180 square feet of floor space for this activity.

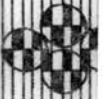
Equipment needed:

- * conveyor for moving dishes from work station or dining area to dishwashing area,
- * large garbage disposal with rinse hose above,
- * mechanical washing unit with vent above,
- * two large sinks for handwashing and cleanup, with hot and cold water supply and detergents stored below,
- * undershelf storage for dishcarry racks, and overshelf convenience shelves,
- * work surface is 30" deep and is provided on all walls where possible,

This activity was omitted from the Facts Section and will be included here as to the activities that take place here.

The dishwashing activity includes: 1) receiving

NEEDS



the soiled dishes and preparing them for the washing machine, 2) collecting the cleaned dishes and stacking them for reuse at the waitresses work stations, cleanup of the dishwashing space. This activity relates directly to the dining space, but it is undesirable due to the noise and the heat and activity produced by this space.

The Administrative Activity - The studied space required 80 square feet of floor space for the managers office. This was cramped.

Equipment needed:

- * telephone
- * tape machine for recorded mood music,
- * office desk and chair
- * 2 chairs for salesmen, etc.
- * storage racks for employees uniforms
- * small storage credenza
- * 10 linear feet of shelf space
- * calculator

The Food Preparation Activity - This activity is composed of the actual food preparation and the cooking activities along with the cleanup activ-

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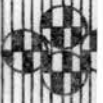
ities. The interviewed kitchen was approximately 10' x 70' and it served 250 people. This floor space included the storage activities.

Equipment needed:

- * all work surfaces are at least 30" deep
- * supply a 2-unit outlet every 5 feet along the food preparation shelves
- * supply a telephone in the kitchen
- * cleanup station consisting of stainless steel work surface and 2 sinks for washing cooking pots, pans, and utensils,
- * 2-grill surfaces, approximately 3' x 5' each,
- * 2-large burners
- * 1-deep fry unit
- * ovens
 - one for slow cooking
 - 2 for large fast cook items
 - a bank of 4 small ovens
 - microwave for quick warmups
 - allow 10 linear feet for ovens
- * a servery consisting of:
 - a food pass through at least 30" deep with 4 to 6 compartments
 - a food steam table to keep vegetables, etc. warm, with freezer unit for ice cream, etc. this unit is approximately 10 feet by 30" deep
- * food preparation areas - at least 25 linear feet of shelf with storage for kitchen utensils below the shelves- shelves 30" deep

RES I AURANI

NEEDS



The Storage Activities - The storage activities include all the food supply storage and the paper goods storage. It also includes the trash area.

Equipment needed:

- * dry storage - shelves 12" deep and 80 linear feet
- * trash storage - 5' x 5' area needed
- * cold storage - 2 refrigerator units 10' x 5' each
2 freezer units 30" x 36" these were regular household units but a walk-in style was requested to consolidate the smaller ones,
- * paper storage - cups, plates towels, etc.,
80 linear feet of shelf space needed,

Editors Note:

Provide restroom space for each sex for each level of restaurant space. Use a minimum of 30 square feet per facility.

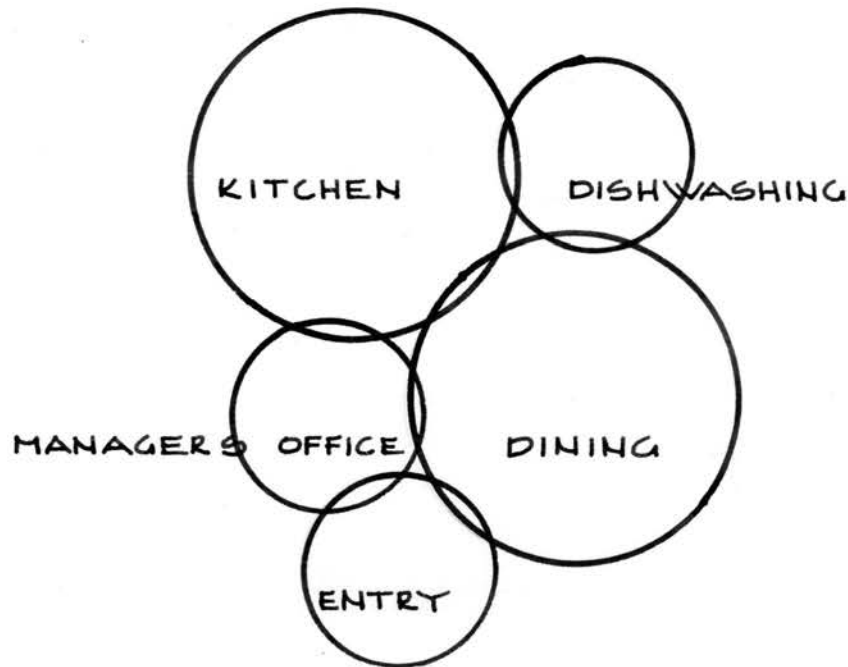
RESTAURANT

NEEDS

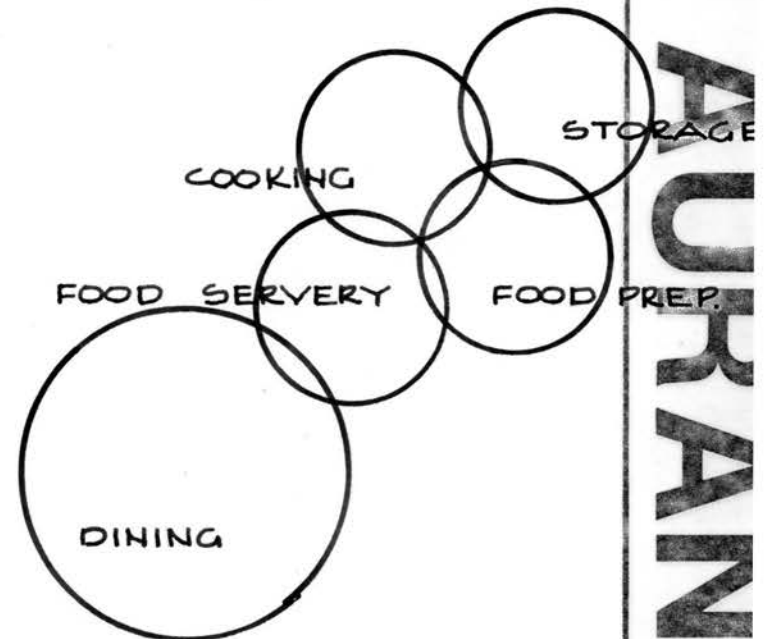


The following is a functional bubble diagram showing the adjacency requirements for all of the major areas of the restaurant space.

RESTAURANT SPACE



KITCHEN SUBSPACE



RESTAURANT

GOALS



FUNCTION

The restaurant is being employed to promote the use of this urban space through more of the day. It is also an attempt to fill a gap that is needed in Bartlesville as another form of leisure activity.

The restaurant should be able to handle 200 people.

Provide the dining space with areas for group dining and areas for 2 to 4 diners.

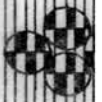
The dining activities shall be the top priority activities. They will control design decisions when conflicts arise between different activity types.

Design should consider the reduction of ability of a person to walk out without paying for the meal.

B.1.4.1

RESTAURANT

GOALS



Smooth flow of the dining, waiting, food preparation, and storage activities is necessary to make space efficient.

Segregate the main waiting activity flow from the main flow of the diners.

The restaurant shall not create any environmental hazards through excess trash buildup nor through improper disposal of waste.

An important goal of the restaurant is to blend into the urban fabric and relate to its neighbors through use of materials and respect of its neighbors views to and around the restaurant.

The very thing that will keep people returning to this space is the psychological and emotional reactions that people have toward the space. The warmth and friendliness of the restaurant will determine how successful it is.

FORM

B.1.4.2

RESTAURANT

GOALS



The projected image of the restaurant should be a warm, friendly, place to dine. The restaurant will be designed to be an integral part of the urban scene.

No view or conditions of space shall detract from the character of the intended urban space.

The dining spaces should be flexible to accommodate interior room changes with respect to furnishings and space arrangements.

Over time business is expected to grow into the evening hours and space should be available for this expansion.

TIME

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CONCEPTS



FUNCTION

Listed below are the programmatic concepts of the restaurant space.

Service - centralized or decentralized

Decentralize the waitresses work stations.

Centralize the food storage activities around the delivery point.

Centralize the food servery.

Decentralize the cashier activities if one cashier can't operate efficiently.

Decentralize the food preparation activities in the kitchen.

People Grouping - Provide varied spaces for different size groups of diners.

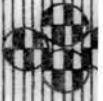
Activity Grouping - Group kitchen activities in order of work flow.

Privacy - Provide private spaces for some diners, the manager, and the cook.

Priority - The atmosphere of the dining space should not be compromised by kitchen and dishwashing noise, undue waitress activity, and cashier activity.

Security - The point of entry and exit should be under observation of one or more of the rest-

CONCEPTS



aurants employees.

Sequential Flow - Each of the activity areas have a certain sequential flow that should be understood to be designed for. One example is the kitchen activity flow: 1) food storage, 2) food preparation, 3) cooking, 4) serving, 5) dish pickup and wash, 6) return dishes to work station

Separation - Minimum amount of contact between diners and restaurant staff is desirable.

Relationships - There are relationships between the major activities found in the Facts section. There are relationships between the subactivities of activities where people interact.

Site Preservation - Take advantage of any views of Bartlesville from the restaurant space.

Climate Control - The weather is windy in the spring and winter. The winters are cold and the Summers are hot. Take advantage of good summer, spring, and fall evening breezes.

Integration - Integrate the atmosphere of the restaurant with the neighboring CBD activities.

Accessibility - Ease of entrance and exit from the urban space.

Project Quality - This project should raise the standards of use of material and design in the CBD area.

FORM

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CONCEPTS



ECONOMY

Time-Use - Probable use of restaurant frontage for other functions - such as civic meetings.

Energy Conservation - Control of sun and wind with respect to heat gain and heat loss shall be considered.

TIME

Historic Significance - This project is wanting to follow the lead set for design continuity by its use of material and texture. The materials used and texture developed are taken from the older residential neighborhood to the south of the project. This theme will hopefully be used in future development of the CBD and surrounding neighborhoods.

Convertibility - Present concepts about dining are subject to change and the restaurant space should be adoptable to remodelling.

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INTRODUCTION



First Investment Company is an insurance company. They are an independent agency for many insurance companies and they can handle almost any size policy from automobile insurance to insuring whole companies. Presently First Investment is located on Johnstone Street between Frank Phillips Blvd. and 4th Street in the main section of the retail commercial core.

OPERATIONAL CONCEPT

The operational concept of the First Investment Co. is simply to give good efficient customer service. Their activity is mostly paperwork and this implies the exchange of information. This concept of efficient information exchange then will guide most of the design decisions.

EMERGING ISSUES

Three points were brought out as emerging issues that could or are affecting First Investment Co. Concern was expressed that the banks may work themselves into the insurance business. This

OFFICE

INTRODUCTION



seems unlikely, as of now its against the law. Socialized medicine was another concern, but large groups of people are insured already and the feeling was that this issue would not affect their business. These two concerns expressed above were centered around loss of business. Presently this possibility does not seem probable. Another emerging issue is the control the computer gives to a volume of paperwork that was not possible in the past. They can do more work more efficiently and the implications here are that for the present the same staff can handle more business making the need for more manpower diminish somewhat.

GROWTH

In terms of growth the present staff can handle the business adequately, this is so due to the aforementioned use of the computer. The business is always expanding and the expansion is

OFFICE

INTRODUCTION



in increased policies sold. In time there may be a need for another salesman and/or clerical worker but it would be hard to say when. Do provide possibilities for expansion.

OFFICE

FACTS



PEOPLE

The people who interact daily with the office space are:

- * clients
- * salespeople
- * clerical/underwriters
- * mail delivery
- * UPS delivery
- * walk-in customers with payments
- * claimsmen from parent companies
- * auditors
- * safety engineers

The Clients - The clients come to the First Investment office and present their business needs. Some clients are met in the field, but their needs are related to the salesman so that he may transmit them into insurance policies. After the salesperson has set up a program for the client all paperwork of the client will be handled by the clerical staff. The client should receive courteous service with an element of privacy and comfortable surroundings when they are in the office space.

The Salespeople - The role of the salespeople is

OFFICE

FACTS



to sell insurance policies. They discuss their qualities with possible customers and if a sale is made then a program suited to the client is worked out. The salespeople interact with the possible client and older clients through discussion of insurance needs. They interact with the clerical/underwriter staff to initiate the paperwork for new clients. Salespeople also have to meet with claimsmen and safety engineers to uncover problems and initiate solutions to the problems of special insurance needs for some clients. The salespeople are provided privacy, comfortable surroundings, acoustically treated office, taped music, and a view from their office.

The Clerical/Underwriters - The clerical/underwriters will take information from the salespeople and process the policies and get the needs out to the insurance companies and the client. They also control the paperwork on all

OFFICE

FACTS



of the current business. The clerical staff interacts with the salespeople to initiate and refer to paperwork on past, present, and future clients. They may assist walk-in business in the office. One of the clerical staff will handle the mail and a major portion of the walk-in people, this is the receptionist. The clerical staff are provided with efficient working conditions, taped music, lounge facilities, and a professional atmosphere with a view if possible.

The Mail Delivery User - This guy is the regular mailman who will be in daily with any mail. He interacts with the receptionist through handing her anything for the office. No psychological or emotional needs are provided for the mail deliverer.

The UPS Delivery User - This delivery service is used for larger parcels like business forms that come from parent companies. He will interact

OFFICE

FACTS



with the receptionist, and no psychological or emotional needs are provided for this user.

The Walk-in Payment User - These people are clients who will prefer to pay for their policy in person in the office. These people interact with the receptionist, and they may be provided with a place to sit if they have to wait.

The Claimsman - This user will be sent to inspect questionable or seemingly questionable claims. His role is to determine if the client has a valid claim against the company. He will interact with the salespeople and the clients, and possibly anyone who can help him determine the information he needs to make his decisions. There is a conference room provided for this users needs.

The Auditor - These people are there simply to audit the records of the office. They may in-

OFFICE

FACTS



teract with any employee of the office space. The auditors are provided with efficient access to the records and information they need.

The Safety Engineer - The safety engineer is needed to inspect the operations of clients to determine the riskiness of the operation. He will react with clients for information and with salespeople and clerical staff to relate his findings and decision. He is provided with use of the conference room.

ACTIVITIES

The activities common to the office space are:

- * sales
- * clerical/underwriter
- * reception
- * conference
- * storage
- * break
- * janitorial

The Sales Activities - These activities include: 1) private discussions with clients, 2) dictation onto a transcriber, 3) information

OFFICE

FACTS



transmission, 4) phone conference work, 5) interoffice communication, 6) storage for books, paper, forms, folders, etc. These activities have a direct relationship to the clerical/underwriter activities through the constant transmission of information between the two user types. There is a minor relationship between the conference activities and the break activities for occasional meetings and the break for coffee.

The Clerical/Underwriter Activities - These activities include: 1) typing, 2) small amount of filing for policy forms, 3) desk space, 4) secretary return, 5) preparation of policy forms, billing statements, and transferring information from the transcriber to other paperwork. These activities are related directly to the sales activities. There are minor relationships to the storage and break activities through the

OFFICE

FACTS



need to retrieve supplies or go to coffee.

The Reception Activities - These activities include: 1) all of the activities of the clerical/underwriter, 2) receives payment from walk-in clients and stores money in a safe for transfer to the bank daily, 3) receives and processes the mail, 4) directs other walk-in business to the rest of the office space. These activities are directly related to the storage activities. They are also related to the sales activities through the direction of clients from the entrance to the sales office, and through normal clerical - sales relations.

The Conference Activities - These activities include: 1) interoffice meetings, 2) meetings with claimsmen and safety engineers, 3) use of the library. Due to the multiuse nature of this space the conference activities relate to

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FACTS



the sales activities and the clerical activities. The conference activities could be handled elsewhere if future expansion required that this space be used for more sales or clerical activities.

The Storage Activities - These activities include: 1) a space for office supplies, 2) a space to process the mail, 3) file cabinet storage for 5 four drawer active files, 6 four drawer inactive files, and old files storage for those inactive for more than a year back to seven years, 4) space for a safe for daily money transactions, 5) space for a copy machine and the taped music machine. These activities are related to the clerical activities mainly with secondary emphasis given to the sales activities. They are related to the clerical activities due to the constant use these users give the files,

CLERICAL

FACTS



the copy machine, and the office supplies.

The salesmen use these facilities also but not to the degree of the clerical staff.

The Break Activities - These activities include: 1) having coffee, 2) sitting and relaxing from work, 3) maybe having small snacks, 4) any restroom needs, 5) shower needs for the men, and 6) day bed needs for the women. These activities are obviously related to the whole staff of the office space and would work better opposite the reception activities as far away from them as possible due to the nonprofessional atmosphere of the break activities.

The Janitorial Activities - These activities include: 1) emptying the trash, 2) dusting and cleanup of the office space, - there is a need for janitor supplies storage. These activities are not related to any of the office space activities except through supplies storage needs.

OFFICE

NEEDS



The Needs Section will list area requirements for activities found in the Facts Section. It will include a bubble diagram to show the adjacency requirements of the activity areas.

The Sales Activity - The sales activity takes place in the individual offices of the office space. Each office should be at least 140 square feet. The furniture needed to use this space is:

- * an office desk with accompanying credenza
- * 3 chairs and an end table for the clients
- * supply a couch in the number one office
- * supply 12 feet of bookshelf storage
- * each office had a small closet

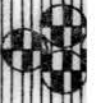
The equipment needed to work in this space are:

- * a telephone
- * a dictating machine
- * a calculating machine
- * intercom receiver and transmitter

This equipment can be stored either in the desk or in the credenza. Treat this space to be acoustically quiet and provide a speaker for taped

OFFICE

NEEDS



music. Supply at least 3 electrical outlets in this space, with 4 outlets for desk appliances. The Clerical/Underwriters Activities - These activities involve mainly paperwork and require approximately an 8' x 8' space for each of the five underwriters with extra space being allowed for the underwriter who also acts as a receptionist. This extra space is needed for the safe which requires a 3' x 6' area. Its location near the receptionist is preferred but not necessary. The furniture needed for this activity would be:

- * a desk with secretaries return
- * 2-2 drawer files
- * 2 chairs for clients

The equipment needed to work in this space are:

- * a telephone
- * a typewriter
- * a dictating machine
- * a transcriber
- * an adding machine

This equipment was stored in the desk or in the

NEEDS



secretaries return. Each desk area needs a four place electrical outlet and should be served by the taped music.

The Reception Activities - These activities are the same as the clerical/underwriters activities with the addition of the reception function.

This added function causes a need for the location of a safe for the deposit of the daily walk-in receipts. This space needs to be distinctive as to its receptive function.

The Conference Activities - The conference activities will exist in one space and the space will be large enough to accomodate these furnishings:

- * table and chairs for eight people
- * work surface cabinets with at least 15 linear feet of shelf space above for office library

Supply this equipment in the conference space:

- * chalkboard

OFFICE

NEEDS



- * an intercom connection
- * taped music
- * electrical outlets every 5 feet along the top of the cabinet for various appliances

The Storage Activities - The storage for the office supplies needs space equivalent to a 6' x 10' closet with 18 linear feet of shelf space at least 18" deep. There is a need for a space to process the daily mail equivalent to shelf top work surface of 10 linear feet and 24" deep. File cabinet space of 15" x 30" is needed for each 4-drawer unit with at least 30" in front of the cabinet to open the drawers. Space is needed for the old files that are kept for seven years back due to tax regulations. Supply a 3' x 8' space for these back records. Supply space for an office safe of 3' x 6' and this safe will stand approximately 4' high. The copy machine is small and can be stored on a cabinet top but it requires 18" x 30". The

OFFICE

NEEDS



last piece of equipment that requires special storage is the tape player for the recorded music. Supply a shelf or cabinet top of 18" x 24" for this machine. The copy machine and the tape player each require an electrical outlet. The mail processing room will need a scale and postage meter but this is stored on the existing shelf.

The Break Activities - In the staff lounge supply a refrigerator, coffee machine, and soft drink dispenser. Cabinet top shelf space for any appliances will be used and seating for 10 people will be needed. A minimum area of 12' x 16' is required for this space.

Supply restrooms for men and women. In the mens restroom supply a toilet, a lavatory, and a shower. A urinal if possible but this is optional. In the womens restroom supply a toilet, a lava-

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NEEDS



tory, and a couch or day bed. In the staff lounge there should be outlets for the required appliances along the work cabinet and one for the refrigerator.

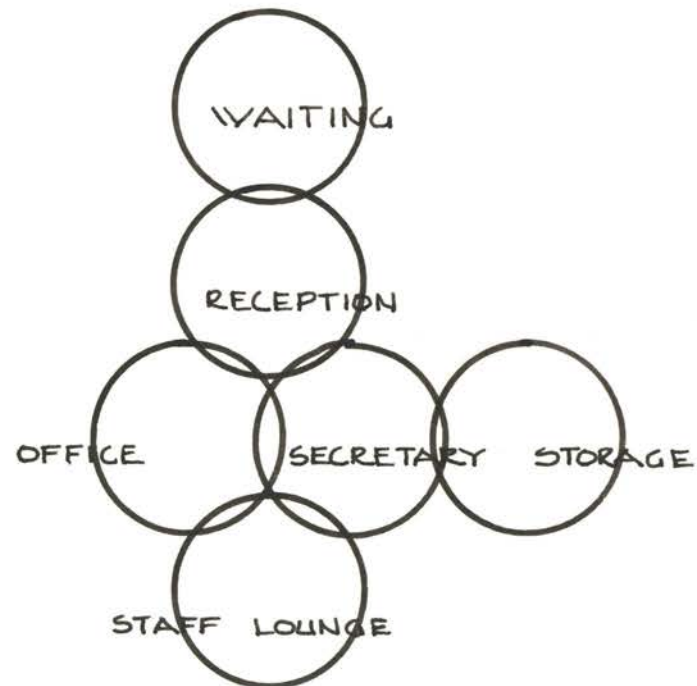
The Janitorial Activities - Provide storage space for the cleaning supplies such as a janitors closet in the restroom or the staff lounge. A 3' x 3' space with shelves above would be adequate.

OFFICE

NEEDS



The following is a functional bubble diagram showing the adjacency requirements for all of the major areas of the office space.



OFFICE

GOALS



FUNCTION

The following are the performance goals of the First Investment Company, an insurance office.

The office space activities should provide another type of activity to broaden the character and types of users available to the urban space.

This office space must provide for varying types communication. One to one, one to two, or up to ten in a conference are the limiting sizes.

The office space should not inhibit any of the employees from doing their job through inattention to noise control, activity control, and efficient space use control.

Client - Salesman contact is important to the continuation and growth of the business and the theme of the office space should support this activity as the major criterion for design.

OFFICE

GOALS



The office space should support the relationships between salesman-client, salesman-clerical help as the two major relationships.

Security should be provided for the receptionist who shall do the daily cash payment transactions.

The design should provide functional efficiency for all users of the office space.

Parking should be in close proximity.

The office space shall promote the design theme of the urban space - while not neglecting to identify itself.

The office space shall provide for quiet operation, certain visual contact with the urban space and the inner office space, and warm and friendly surroundings.

The office entry shall not fight for attention

FORM

OFFICE

GOALS



with its neighbors, competitors, or the urban space.

The office space must project competence, and professional integrity.

ECONOMY

Minimizing maintenance and operating costs are to be effected by the design.

TIME

The office space will compliment the urban space which shall acknowledge through design the historical significance of Bartlesvilles earlier brick structures.

The office space shall provide for growth in the number of employees.

OFFICE

CONCEPTS



Listed below are the programmatic concepts of the office space.

FUNCTION

Service - centralized or decentralized

Centralize mail and UPS delivery point and the transfer access to the mail processing area.

Centralize the storage needs.

Centralize all staff needs such as lounge, lockers, and restrooms.

Separation - Separate the staff break areas from the professional areas of the office space.

People Grouping -

Group the clerical/underwriters to act as a receptionist group and to consolidate their noise and activity.

Provide for small groups of 1 to 3 in the salesmen offices.

Group the salesmen for ease of access to the services of the office space.

Activity Grouping -

Group the professional activities together.

Group the break activities together.

OFFICE

CONCEPTS



Group the clerical/underwriters activities and services together.

Priority - The corner locations have been claimed by the salesmen. Office size and location may be used to designate the salesmen with seniority or ones who deserve merit.

Security - The receptionist will take in walk-in payments and this money is kept in a safe.

Site Preservation - Views of Bartlesville will be important up and down Cherokee Street and Frank Phillips Blvd. Also the views to landmarks like the Price Tower should be preserved.

Climate Control - Hot summer sun and cold winter winds will deserve consideration. The wind is a factor year round but especially in the winter and spring.

Land Use Density - Land use density will in part be dictated by the amount of available parking.

Sharing - Can the office space contribute to the urban space?

Flexibility - Can the inner office spaces be interchanged? Spaces should be versatile to permit other office activity uses to occupy them.

Orientation - Office space orientation should be related to the urban space which in turn is related to the city space.

Quality of the Surroundings - This project is an

FORM

OFFICE

CONCEPTS



attempt to suggest a direction for later development in the Bartlesville CBD and to upgrade the deteriorating view as you enter the CBD from the South on Cherokee St.

ECONOMY

Energy Conservation - Use of sun and wind screening shall be employed along with energy efficient construction and mechanical equipment.

TIME

Historical Worth - This project will give Bartlesville a definite character and hopefully a recognition to the people of Bartlesville and anyone who uses this space of the quality of the older residential space to the south and of Bartlesville's past.

OFFICE

INTRODUCTION



Kounty Kilarney is a clothing store specializing in young women's clothes. It handles dresses and pants outfits, tops and bottoms for high school and college age girls and for women who like to wear this style of clothing. Kounty Kilarney is run by Mr. Pat Roark and there are two locations in Bartlesville. One store is located at Eastland Shopping Center and the other store is downtown on Johnstone between Frank Phillips Blvd. and 4th street. Kounty Kilarney helps offer the latest in the fashion trend to Bartlesville. It serves the desire for fashion oriented people to be able to shop for fashion clothing in Bartlesville.

OPERATIONAL CONCEPT

The operational concept of Kounty Kilarney is to offer the latest in fashion under the theme of country fashions. To keep the customer satisfied is the object of the retail marketplace.

B.3.1.1

BOUNIQUE

INTRODUCTION



EMERGING ISSUE

A constant issue for clothing sales is the seasonal nature of the operation. Christmas, Easter, etcetra, are examples of the certain seasons. The seasonal aspect and the fact that the store must watch for the latest trend that might suggest new styles are the two issues that are dealt with by Kounty Kilarney.

GROWTH

In terms of growth and change Kounty Kilarney could meet the needs of the future with added floor space, but the company must keep up with the fashion market and that may mean they need another type of clothing store under another name if that is the mode of the clothing business. For the present Kounty Kilarney tries to organize itself around a country theme and the country -life atmosphere. If this trend were to change, the store would have to change to keep itself in the vogue of the clothing business.

BOUNIQUE

FACTS



PEOPLE

The people who interact daily with the clothes store are:

- * customers
- * salespeople - 2
- * manager
- * clothes delivery people
- * service people

The Customers - The customers are in the store to be exposed to the available styles. They want to shop and compare styles and values they may be interested in. The customers will interact with the sales staff only. Each customer will have certain needs and desires that the salespeople are to be available to help with. The customers are pampered emotionally to get them to purchase the merchandise. Depending on the theme of the store the colors are picked and music is selected. The clothes are displayed to look as good as they can.

The Salespeople - The salespeople are there to serve the customers primarily and to assemble

BOUNIQUE

FACTS



display clothes and straighten the store around as the business demands. The salespeople will interact with the customers to help them shop. They will also be directed by the manager to do their work efficiently. Psychologically the salespeople are provided a place to take a break and get away from the customers.

The Manager - The manager must organize the activities of the store and watch the sales floor. She helps out the salespeople when needed, and she determines clothing display arrangements. The manager has control of all store business. She must interact with the salespeople, the customers, the store owners, and any delivery personnel. The manager is given an office and uses the same break facilities as the employees.

Clothes Delivery People - The clothes delivery people are anyone who delivers merchandise, or

BOUNIQUE

FACTS



transfers merchandise from the store back to the warehouse or another store. These people interact with the manager and the salespeople during the loading and unloading activities. An efficient operation is what these users need for emotional or psychological well being.

The Service People - The service people are the trash pickup and the janitor service people. They have very little interaction with the people who work and shop in the store. An occasional complaint may be the extent of the interaction. These users should receive an efficient situation in which to work.

ACTIVITIES

The activities common to the clothing store are:

- * shopping
- * cashier
- * delivery
- * administrative
- * break
- * janitorial
- * customer assistance

BOUNIQUE

FACTS



The Shopping Activities - The shopping activities include: 1) browsing through the merchandise, 2) being assisted by one of the sales staff, 3) trying on some of the clothes, and 4) paying for anything purchased and exiting the store. The shopping activities have a direct relationship with the customer assistance activities. The sales staff is there to inquire as to the needs of the shoppers and offer any possible help. The shopping activities are also related to the cashier activities because any merchandise purchased will have to be payed for and recorded.

The Customer Assistance Activities - These activities are: 1) meeting the customer and asking to help, 2) locating any type of clothing for the customer, 3) giving advice as to what is in style 4) assisting the customer if they decide to make a purchase. These activities are on a very close one-to-one basis and these activities will

ROUTINE

FACTS



be centered around the customer and their needs. The Cashier Activities - The cashier activities include: 1) receiving payment and recording the transaction for any purchase, 2) giftwrapping if necessary, 3) locating the merchandise in layaway if necessary. The cashier activities relate with the shopping activities through people paying for their new clothes. They relate to the customer assistance activities because the salesperson who assisted the customer will probably be the one to check them out. The cashier activities relate to the administrative activities due to the recording of the transactions and the bookkeeping involved in both.

The Administrative Activities - The administrative activities are those of the managers. She must: 1) watch over the operation of the store, 2) control the delivery activities, 3) help the sales staff, and 4) control the cashier activit-

BOUNIQUE

FACTS



ies. The administrative activities will interact with all of the other activities due to the control aspect of her work in relation to the store.

The Delivery Activities - The delivery activities include: 1) receiving the merchandise or loading away clothing to be returned, 2) stocking the storeroom and parts of the store, and 3) assembling any display racks to hold the clothing. This activity is related to the administrative activities through the inspection of the merchandise, and also to the sales staff if their assistance is needed.

The Break Activities - The break activities include: 1) leaving the salesfloor to visit the restroom or 2) to go and have some refreshment, and 3) to sit and relax and get off your feet. These activities are related to none of the other activities directly except that they reduce

ROUTINE

FACTS



the effectiveness of the sales staff while they are in progress.

The Janitorial Activities - The janitorial activities include: 1) vacuuming the store, 2) emptying any trash, and 3) any dusting that is needed. These activities are done after hours and do not relate directly with any of the other activities.

There is one activity that is important and was not considered above. That is the need to supply a toybox for the children of mothers who bring in their children. While they shop it is necessary to entertain the child so the salespeople and the mother can do their business without being interrupted.

This concludes the Facts Section.

BOUNIQUE

NEEDS



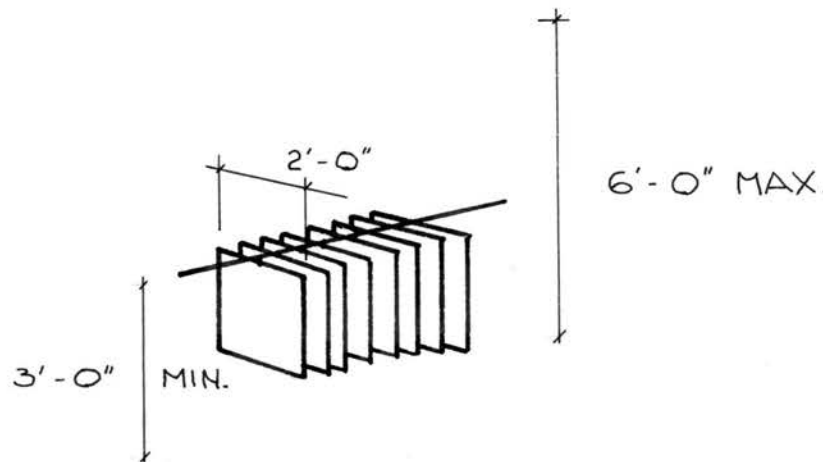
BOUNIQUE

The Needs Section will list area requirements for activities found in the Facts Section. It will include a bubble diagram to show the adjacency requirements of the activity areas.

The Shopping Activity - The store I studied had approximately 1500 square feet devoted to sales-floor, and the manager said this was cramped. The total linear footage of clothing racks was around 200 with storage in the stockroom not included. This amount of rack space seemed adequate for the Christmas season so I wonder how much more would be necessary.

No free standing clothes racks should block the view of the front of the store. The employees must have a clear view of the merchandise to guard against shoplifting.

Clothing needs to be hung as illustrated and no less than 3 feet off the floor. Two feet are needed from wall or edge of rack for depth of



NEEDS



BOUQUET

clothes.

There should be adequate space for dressing rooms. Minimum dimensions are shown in the illustration.

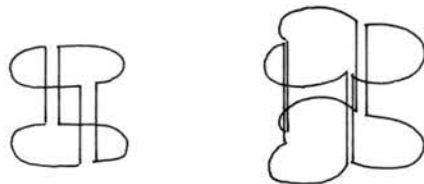
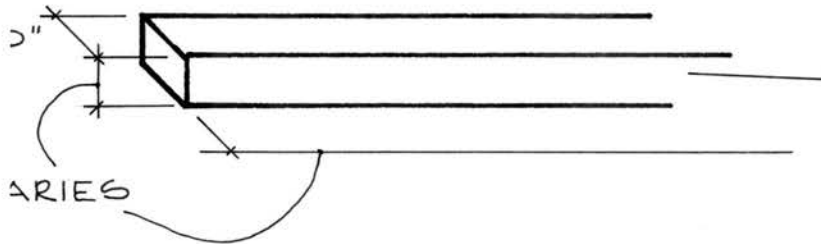
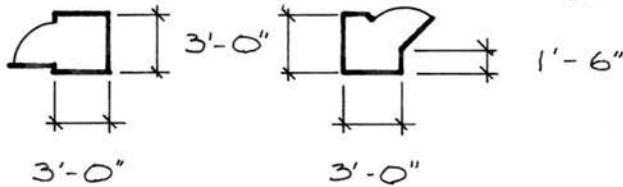
Provide 3' to 4' aisles so people can stop and look without interrupting other shoppers walking through.

Allow wall space for display and take advantage of any area that can be used for display purpose. Displays can be varied to meet any existing space that is available, but allow space for window display at the front of the store. Dimensions shown are minimum requirements.

If free standing racks are used:

They should be modular so they can be combined. This style is used as illustrated in the forms of circles and cloverleaves.

While some racks are rectangular for long spaces, others are trees for vertical display.



NEEDS



The front of the store should be designed for the control of shoplifting. This area is where people can easily enter and take something and go out without being noticed.

Up front in this store was sold the coordinating groups of merchandise. In the middle area the most sellable items are placed. This was this particular stores "hotspot" for selling clothes. The back of the store was used for the items that were on sale.

The Cashier Activity - This space was 7' x 5.5'. Supply shelf top 18" deep at 40" height or whatever is convenient to do standing work. Supply shelf space of 15 linear feet for sacks, string, receipts storage, trash container, and day in collections of odds and ends.

Equipment needed:

- * cash register
- * credit card machine
- * adding machines - 2

BOUNIQUE

NEEDS



GIFTWRAP SERVICE

Not much display space was allowed in this area for jewelry or other accompanying articles that people might buy on impulse.

Another part of this cashier's activity space was the giftwrap service that was offered.

Supply space for gift wrapping.

- * table surface of 3' x 6' adequate but go no less than 2' wide.
- * storage for string and tape, scissors, etc.
- * storage for 10 rolls of gift wrap paper

LAYAWAY NEEDS

The layaway area was another activity that made up the cashier's activity. Supply 25 linear feet of storage for hanging items, and approximately that much linear footage of shelf space. The shelf should be 18" to 24" deep.

The Delivery Activity - This activity needs a stockroom space to load and unload from. This space was 12' x 12' for the interviewed store and declared inadequate by the manager. It had disassembled racks stored here and was lined

BOUNIQUE

NEEDS



with racks to accept merchandise in transition. The mechanical room was part of the stockroom it required 75 square feet.

The Administrative Activities - The manager shared an office with the music system and the giftwrap service. Supply her with a space to sit and go over paperwork from the daily activities.

Equipment needed:

- * desk and chair
- * adding machine and telephone

Minimum office space 8' x 8'.

The Break Activities - The break activities require a restroom and lounge.

The restroom should be a minimum of 25 square feet and should contain a lavatory and water closet.

The lounge was combined with the stockroom in the interviewed store. It should include the

BOUNIQUE

NEEDS



equipment listed below.

- * refrigerator
- * hotplate
- * cabinet for dry food storage
- * table and chairs for 4 - 6 employees,

The Janitorial Activity - These activities require very little space. Storage for cleaning supplies can be found in the mechanical room. Wall outlets should be supplied every 15 feet to accommodate the vacuuming.

The Customer Assistance Activity - This activity is personal help to the customers and any space or equipment that is needed is supplied under the other activity headings.

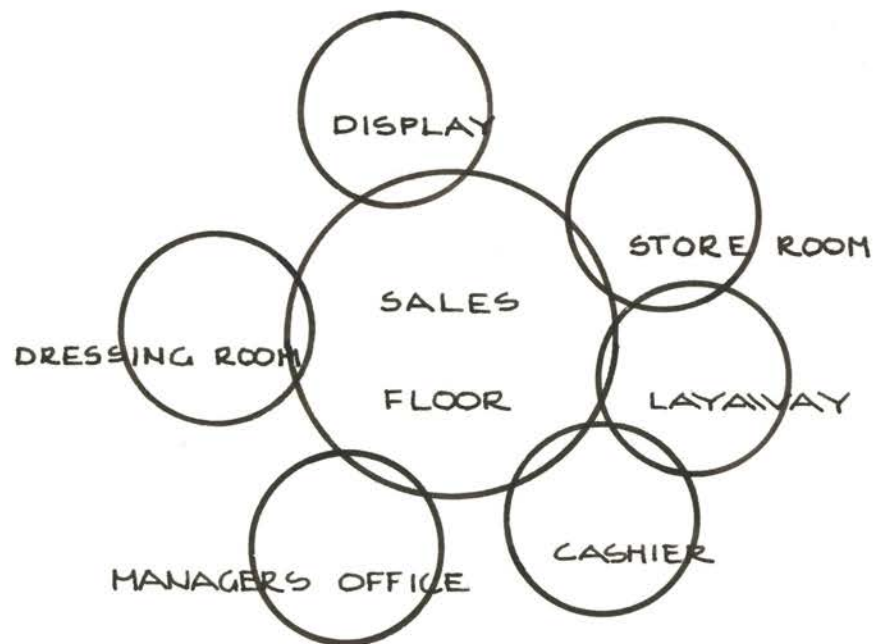
This concludes the Needs Section.

BOUNIQUE

NEEDS



The following is a functional bubble diagram showing the adjacency requirements for all of the major areas of the clothing store.



BOUQUET

GOALS



FUNCTION

The following are the performance goals of the Retail Clothing Store.

The store will want to become a valid part of the CBD border space. The store will contribute an activity to this space that is instrumental in making the urban space function .

The space will provide a relationship between itself and its neighbors to keep the space desirable

The store should provide character and a sense of place for the urban space as opposed to a flat false front bordering a street.

The design of the store should encourage the interest for participation in the public space related to it.

The space shall be effective in its display of clothes.

BOUNIQUE

GOALS



The store space should provide control of shoplifting through visual means.

The space shall provide for ease of shopping and convenience for the customers.

The space shall locate needs of the employees around the shoppers facilities to serve the shopper.

Separation of the cashier activities from the salesfloor activities is desirable.

Functional efficiency is important to the smooth operation of the store.

Parking shall be located out from view of the users of the store space and the urban space.

The store must provide warmth and friendliness to encourage people to come in and to create an image with the public.

FORM

B.3.4.2

ROUTINE

GOALS



The personal identity of the shopper must be attained to bring people back to the store.

BOUQUET

CONCEPTS



FUNCTION

Listed below are the programmatic concepts of the clothing store space.

Service - centralized of decentralized

Centralize the layaway spaces.

Centralize the stockroom spaces.

Centralize the gift wrapping spaces.

Decentralize the clothing display spaces.

Decentralize the dressing room spaces.

People Grouping - Small groups will be interacting constantly throughout the store.

Activity Grouping -

The cashier, giftwrapping, layaway activities are related.

The browsing, customer assistance, dressing rooms, and clothing display are related.

The stockroom, employees lounge, restroom, and mechanical room are related.

Priority - Customers convenience and needs have priority over other activities.

Security - Control of shoplifting shall be fa-

BOUNIQUE

CONCEPTS



BOUNIQUE

facilitated by clear view of the entrance and all clothes racks from key points in the store.

Relationships - The relationships shall be those as shown in the bubble diagram at the end of the Needs Section.

Site Preservation - Local character is brick (mostly red) with trees and earth color trim. Views to the city park, up and down Cherokee St., and to the Price Tower are important.

Climate Control - Strong winds exist in the spring and winter. The summers are hot and the winters are cold.

Sharing - The entrance characteristics will be part of the urban space, and they will share similar characters to blend together.

Orientation - Location with respect to the urban space is important.

Accessibility - Entrance and circulation system should be obvious between the store and the

FORM

CONCEPTS



BOUNDARY

urban space.

Image Form - This will be decided by the nature and character of the materials used in the older residential neighborhoods to the south of the urban space complex.

Project Quality - The project should raise the level of the CBD quality with respect to view, property values, and operation of the neighborhood.

Multi-Function - Could the store be integrated with the public space to contribute to the activity of the public (urban) space.

Merchandising - The store should be used to advance its operation and function.

Energy Conservation - Design should consider sun control, wind control, and heat flow control.

Adaptability - The structure should permit reuse

ECONOMY

TIME

CONCEPTS



by easy partition change. The clothing business is dynamic through time as fashions and seasons change.

Convertibility - Again changing the interior could be a necessity.

BOUTIQUE

INTRODUCTION



The project site is located in the central business district of Bartlesville, Oklahoma. It is the city block bounded by Cherokee Street on the west, Delaware Street on the east, Frank Phillips Boulevard on the north, and Fourth Street on the south.

The site was chosen due to its apparent location as a focal point of possible activity, and for its need of improvement along the lines of city image and CBD stabilization. As a focal point it is located at the eastern tip of the downtown commercial core. Perpendicular to the east west direction to the north lies the city park just slightly over a quarter mile away, and to the south is the historical residential neighborhood starting at Seventh Street and extending south to the high school at Eighteenth Street. The city image is good as one drives through the

THE SITE

INTRODUCTION



historical residential neighborhood, but it is depreciated drastically as one reaches the CBD edge at Fourth Street. Finally due to its border location this block is prominent in the decay that is now occurring in the residential neighborhood to the east. These conditions make this area an interesting study and these conditions then set the stage for making decisions to implement the goals of improvement and stabilization.

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CONDITIONS



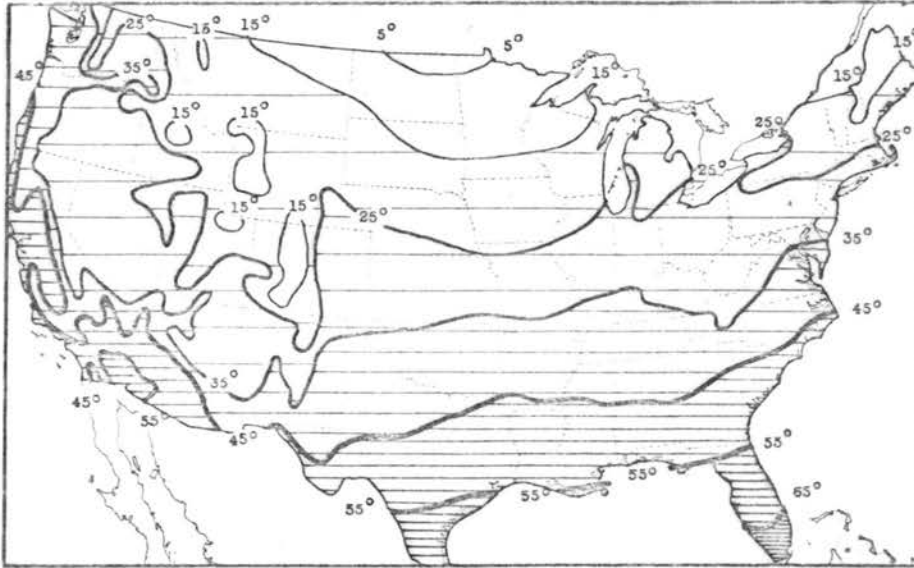
CLIMATE

The following graphs will give the climatic conditions that will affect the proposed project. These graphs depict the conditions for temperature, wind, sunshine, and precipitation. The following information was found in the Climatic Atlas of the United States by Stephen Sargent Visher and the Harvard Press, copyright date 1954.

**THE
SITE**

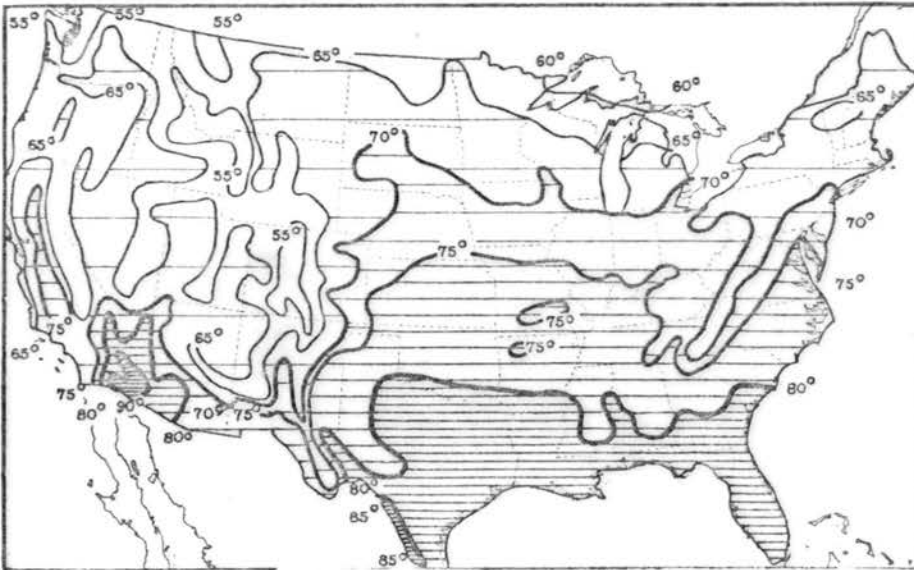
CONDITIONS

THE SITE



4

Normal winter temperature.



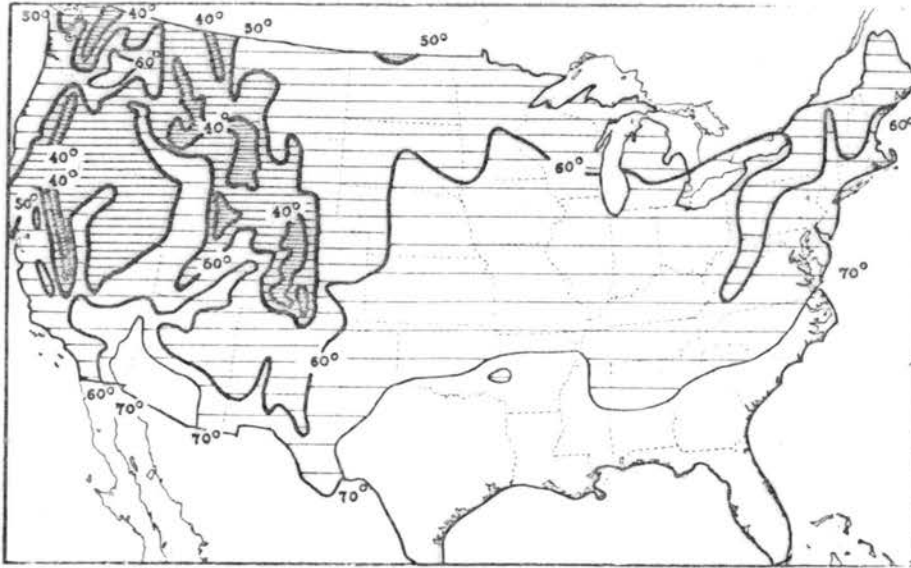
5

Normal summer temperature.

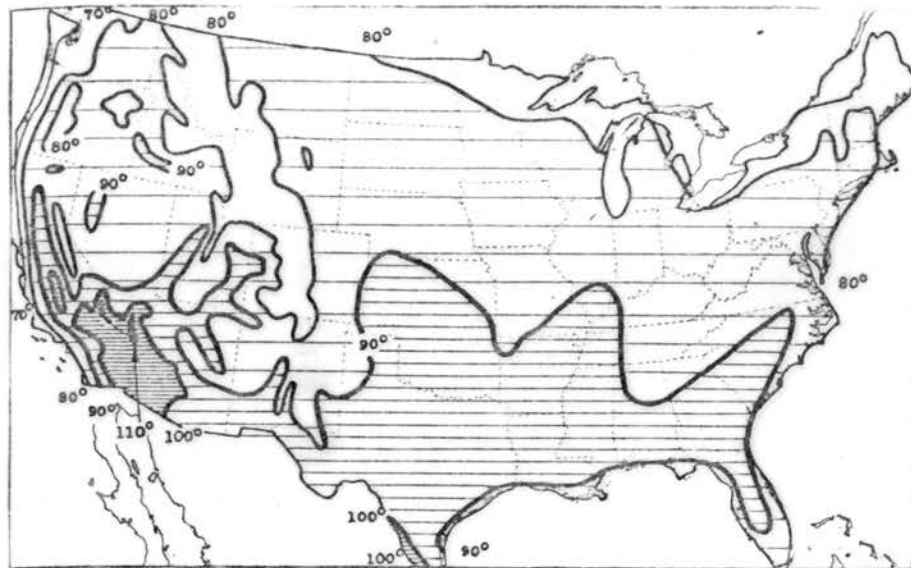
CONDITIONS



THE
SITE

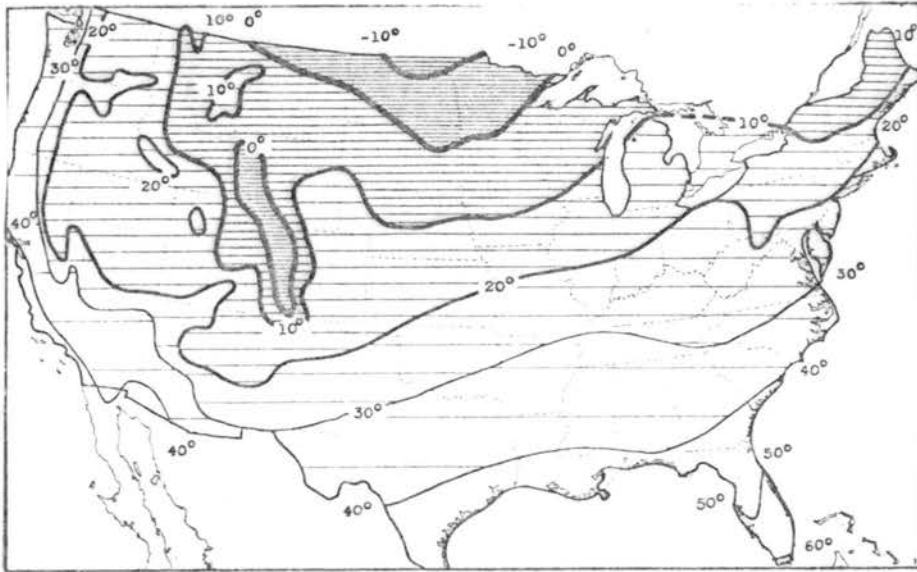


24
Normal July
daily minimum
temperature.

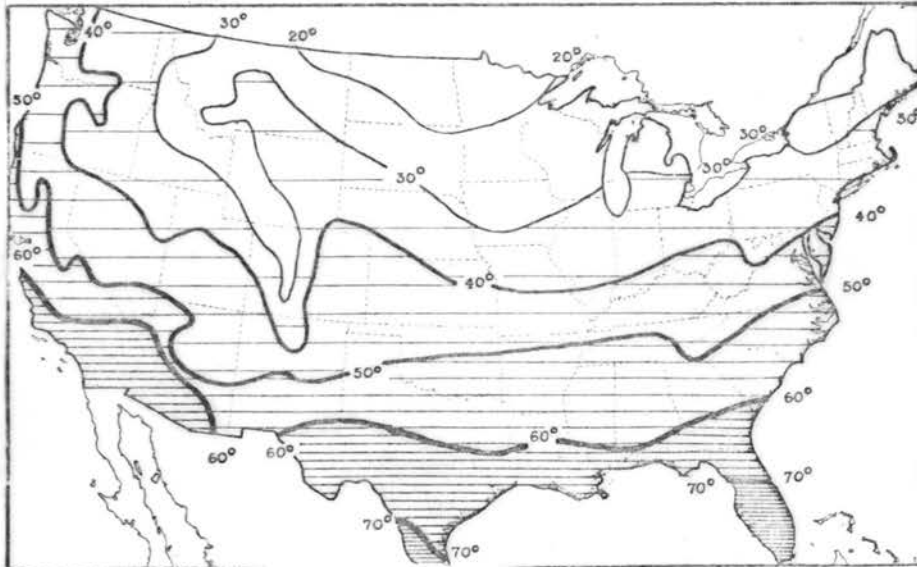


25
Normal July
daily maximum
temperature.

CONDITIONS



8
Normal January
daily minimum
temperature.

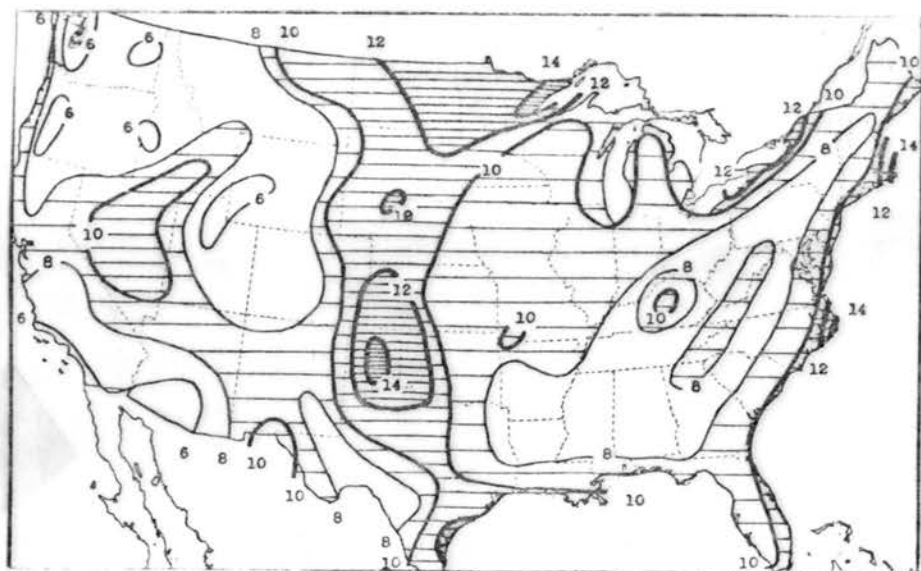


9
Normal January
daily maximum
temperature.

THE SITE

CONDITIONS

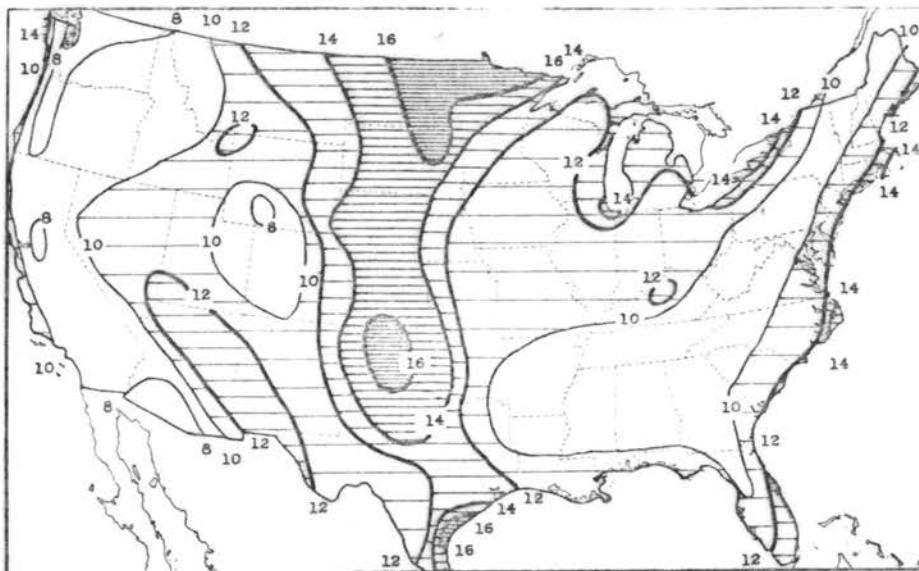
THE SITE



385

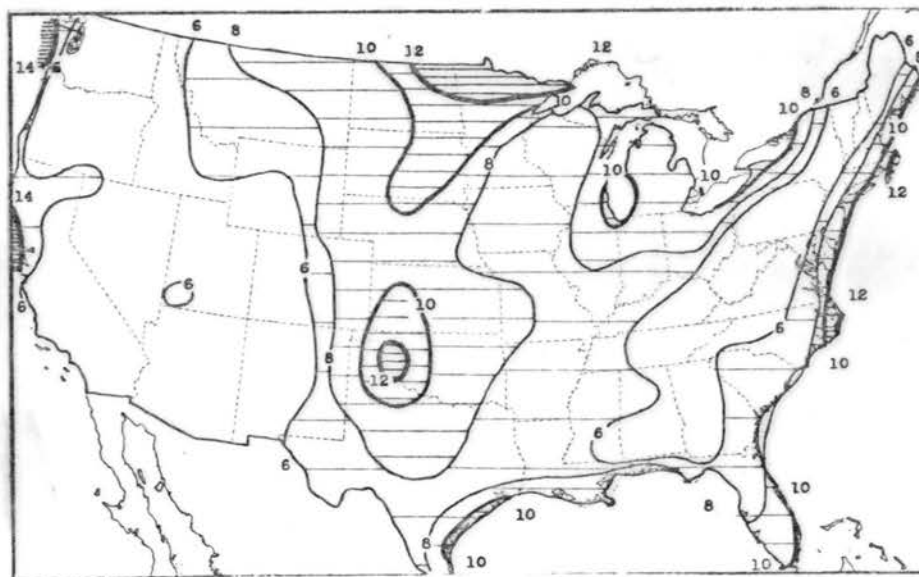
Average surface wind velocity (mi/hr).

CONDITIONS



388

Average surface wind velocity at 3 P.M., local time, normally the hour of most wind.



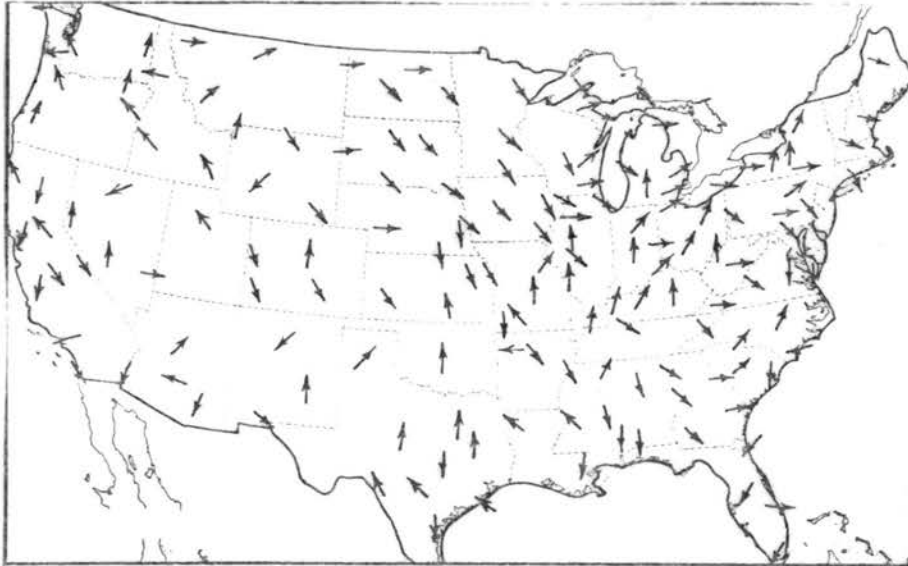
387

Average surface wind velocity at 6 A.M., local time, normally the hour of least wind.

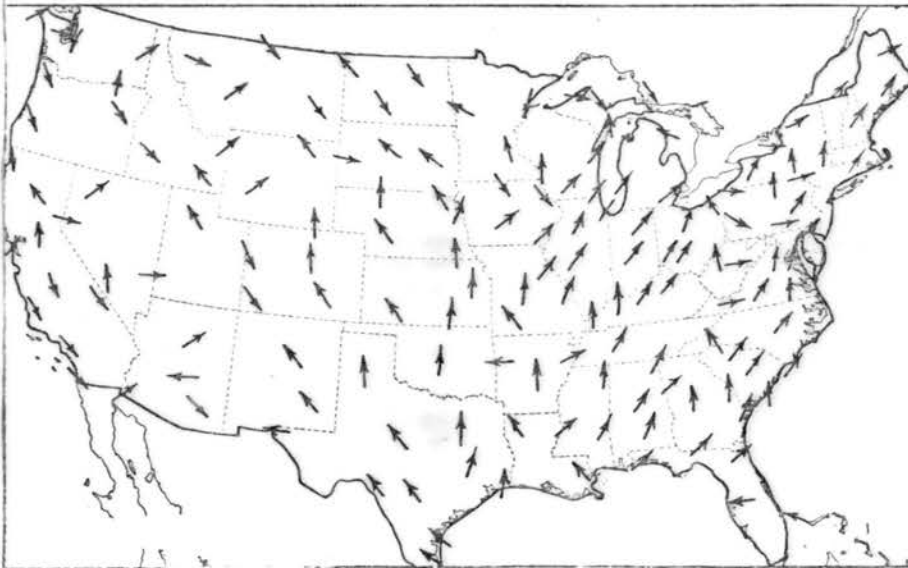
CONDITIONS



THE
SITE



375
Normal surface
wind directions
in January.



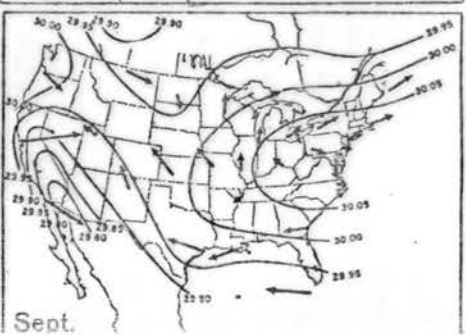
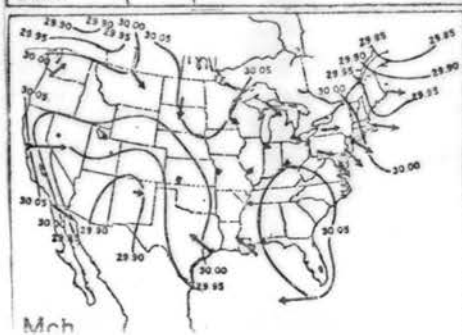
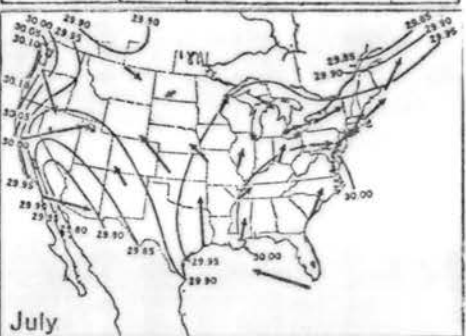
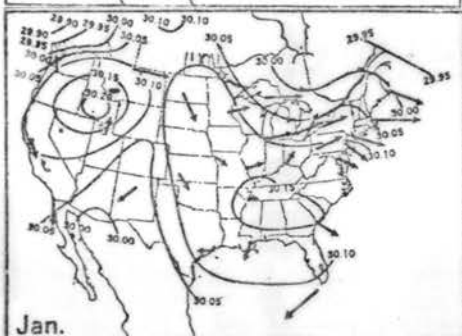
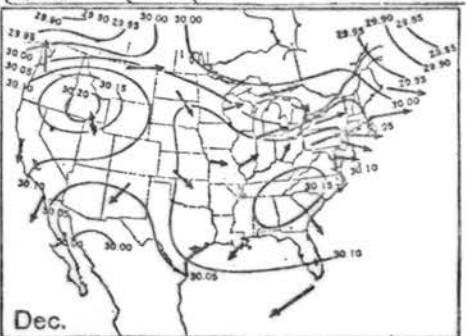
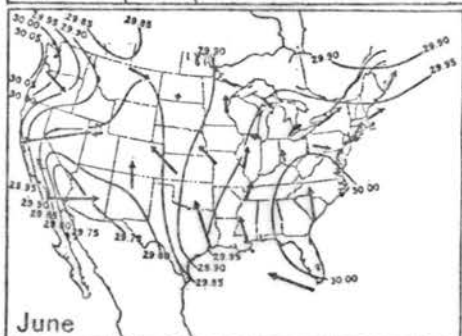
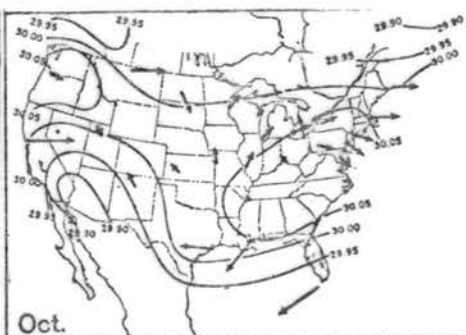
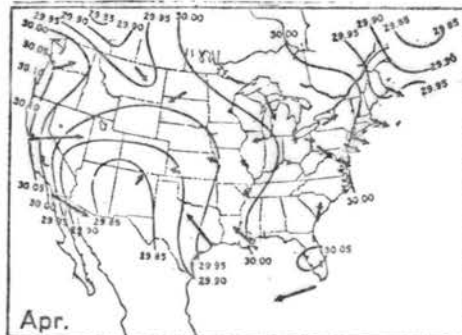
376
Normal surface
wind directions
in July.

CONDITIONS



THE
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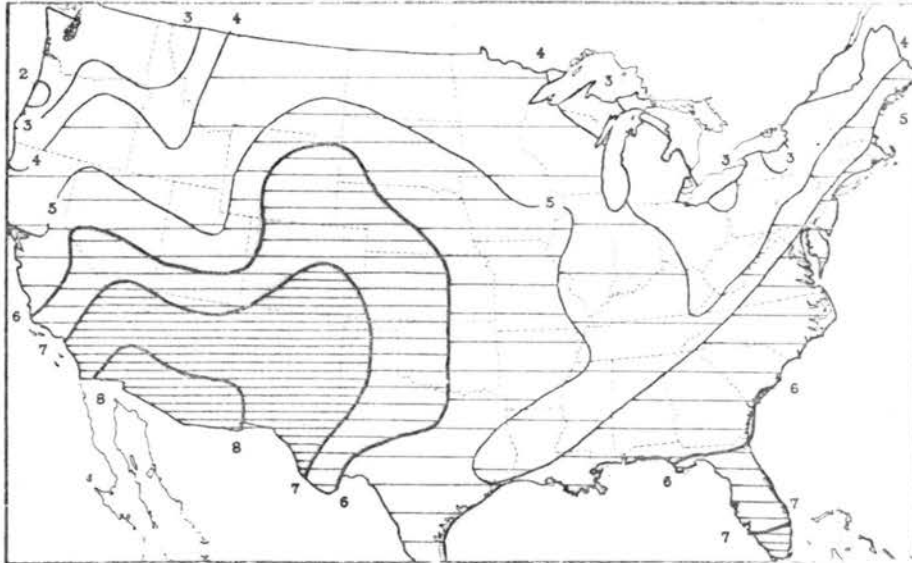
377-384
Net excess of
wind from a given
direction (shown
by length of
arrow) and aver-
age barometric
pressure (shown by
isobars), by months.



CONDITIONS

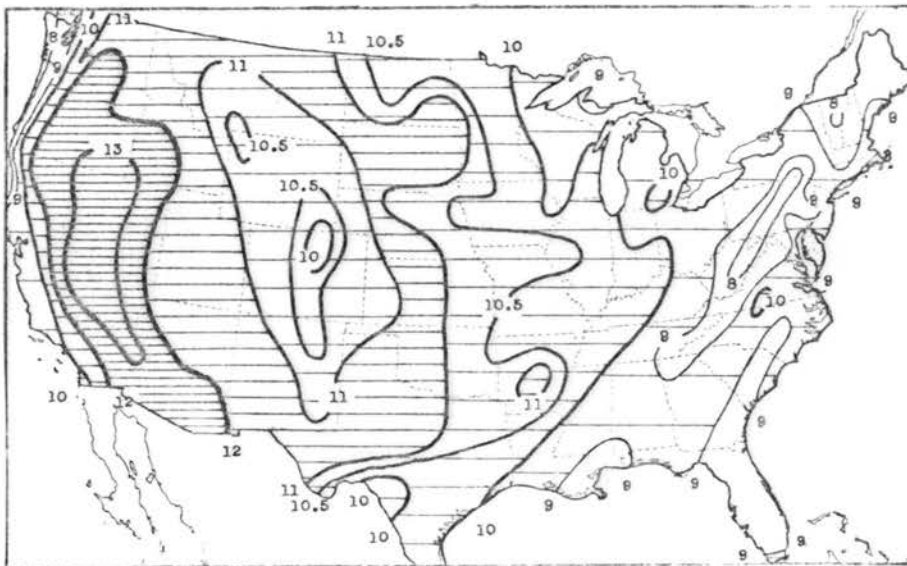


THE
SITE



433

Normal daily
number of hours of
sunshine in winter.



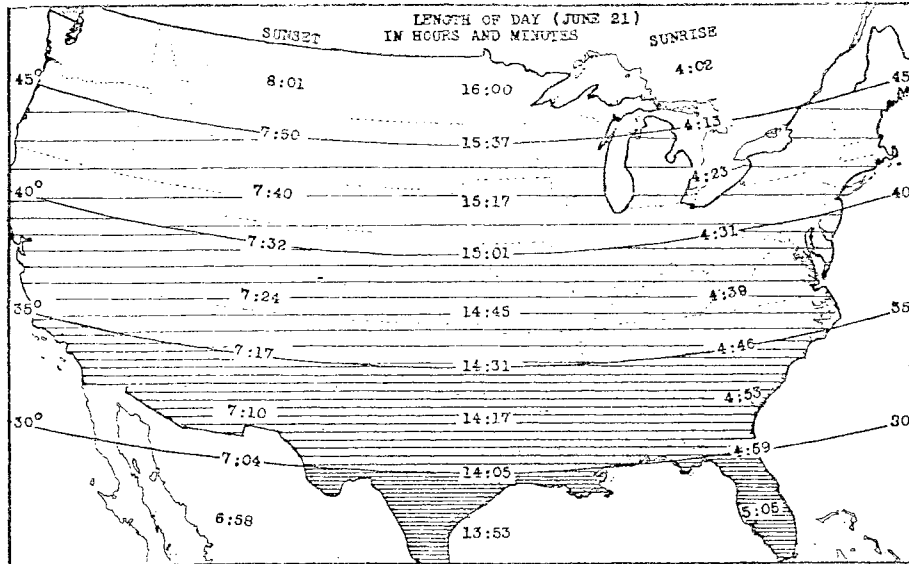
432

Normal daily
number of hours of
sunshine in summer.

CONDITIONS

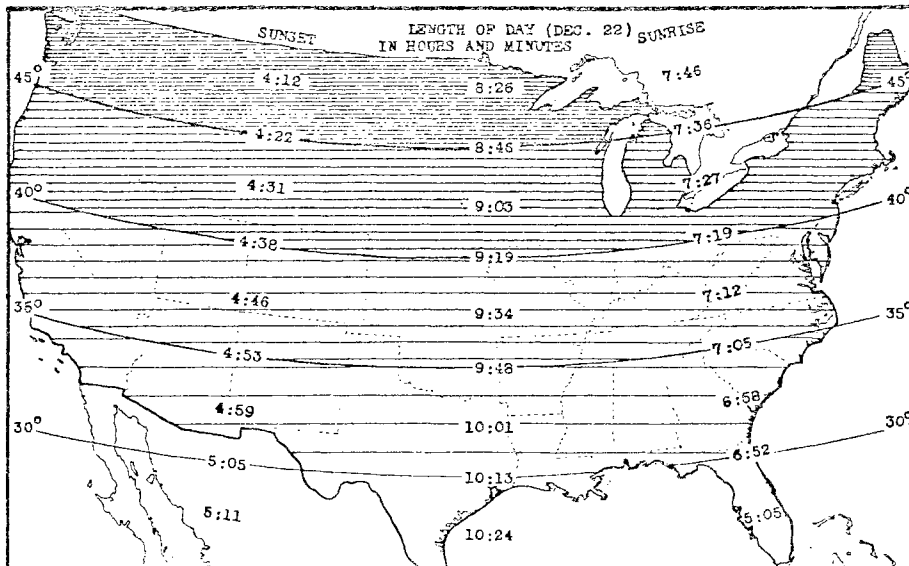


THE SIDE



445

Length (hours and minutes) of longest day (June 21) and times of sunrise and sunset (local standard time).



446

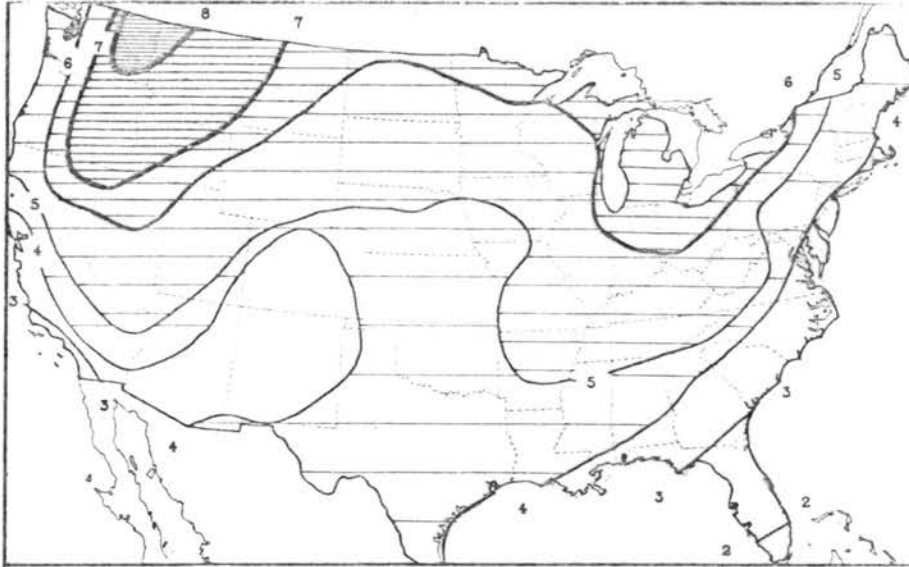
Length (hours and minutes) of shortest day (December 22) and time of sunrise and sunset (local standard time).

CONDITIONS



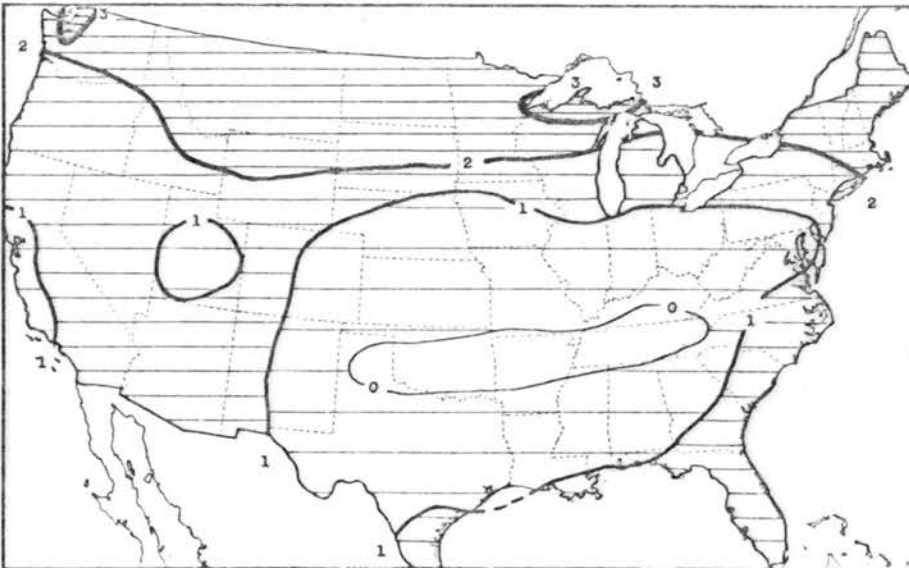
434

Summer and winter
sunshine contrasted:
normal number
of hours per day
by which summer
sunshine exceeds
that of winter.



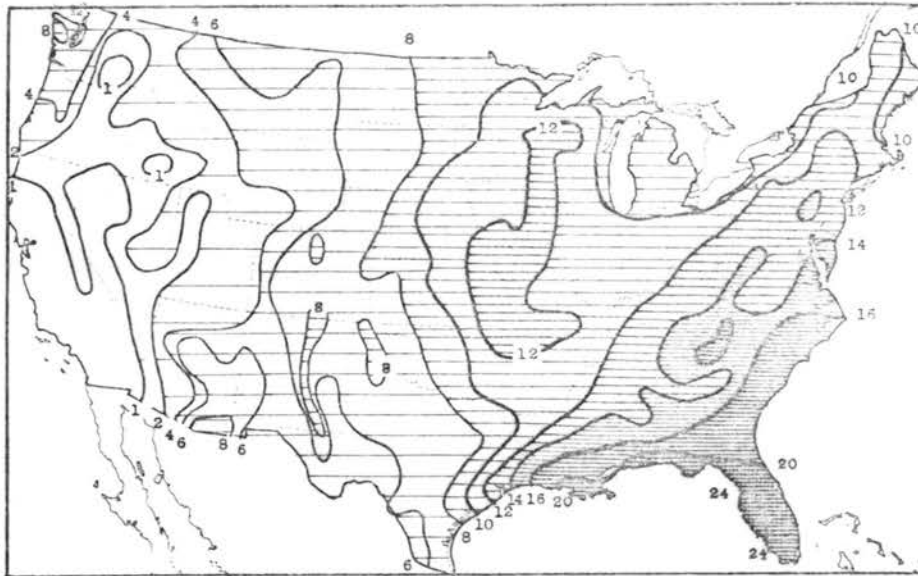
435

April and October
sunshine contrasted:
normal number of
hours per day by
which April
sunshine exceeds
that of October.



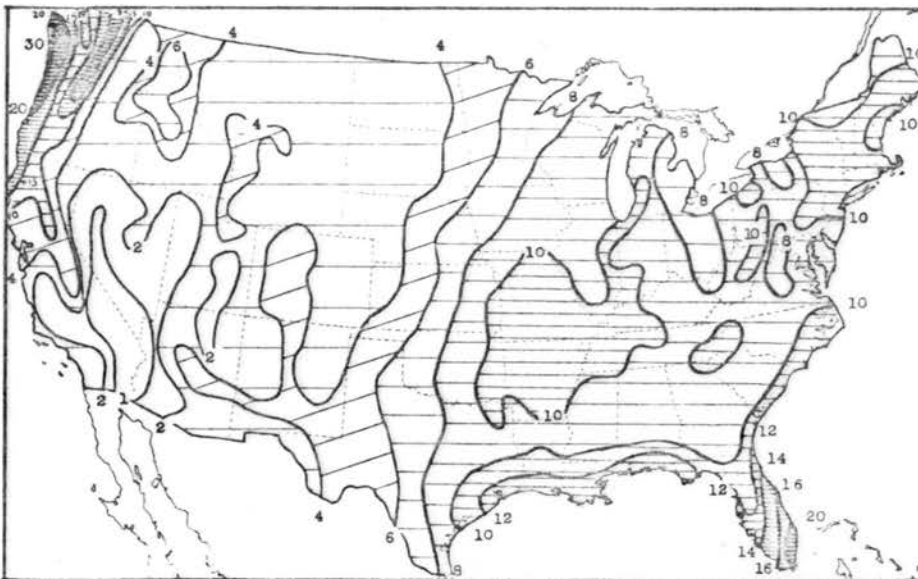
THE
SITE

CONDITIONS



494

Normal summer
precipitation (in.).

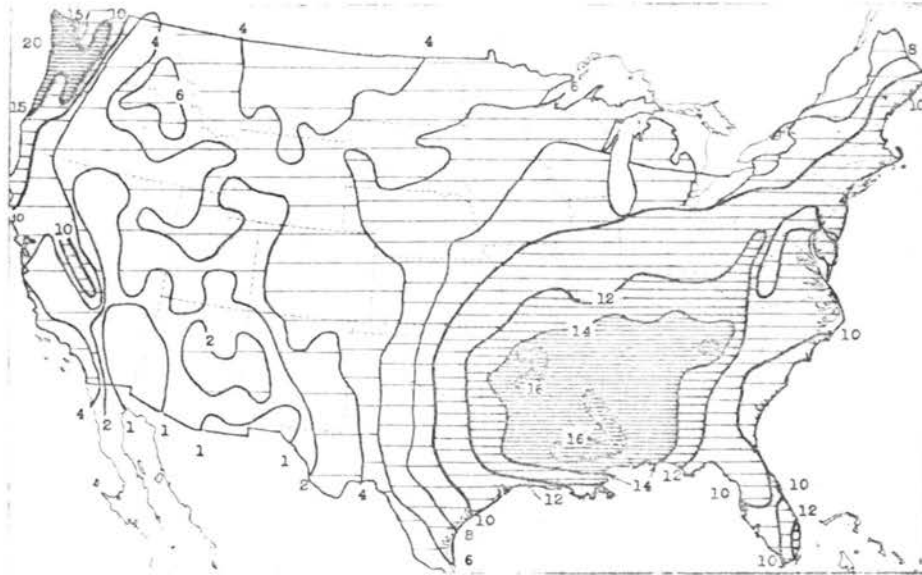


495

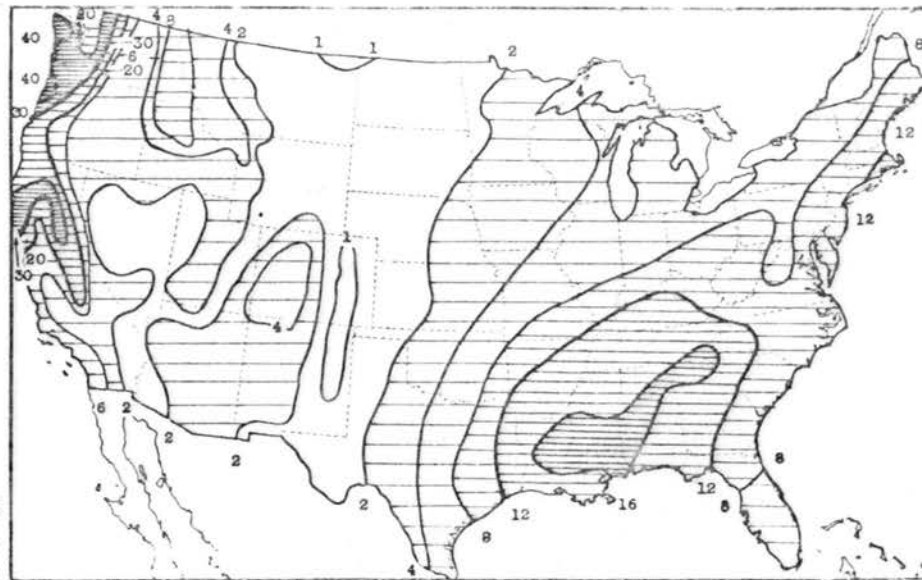
Normal fall
precipitation (in.).

THE
SITE

CONDITIONS



493
Normal spring
precipitation (in.).



496
Normal winter
precipitation (in.).

THE
SITE

CONDITIONS

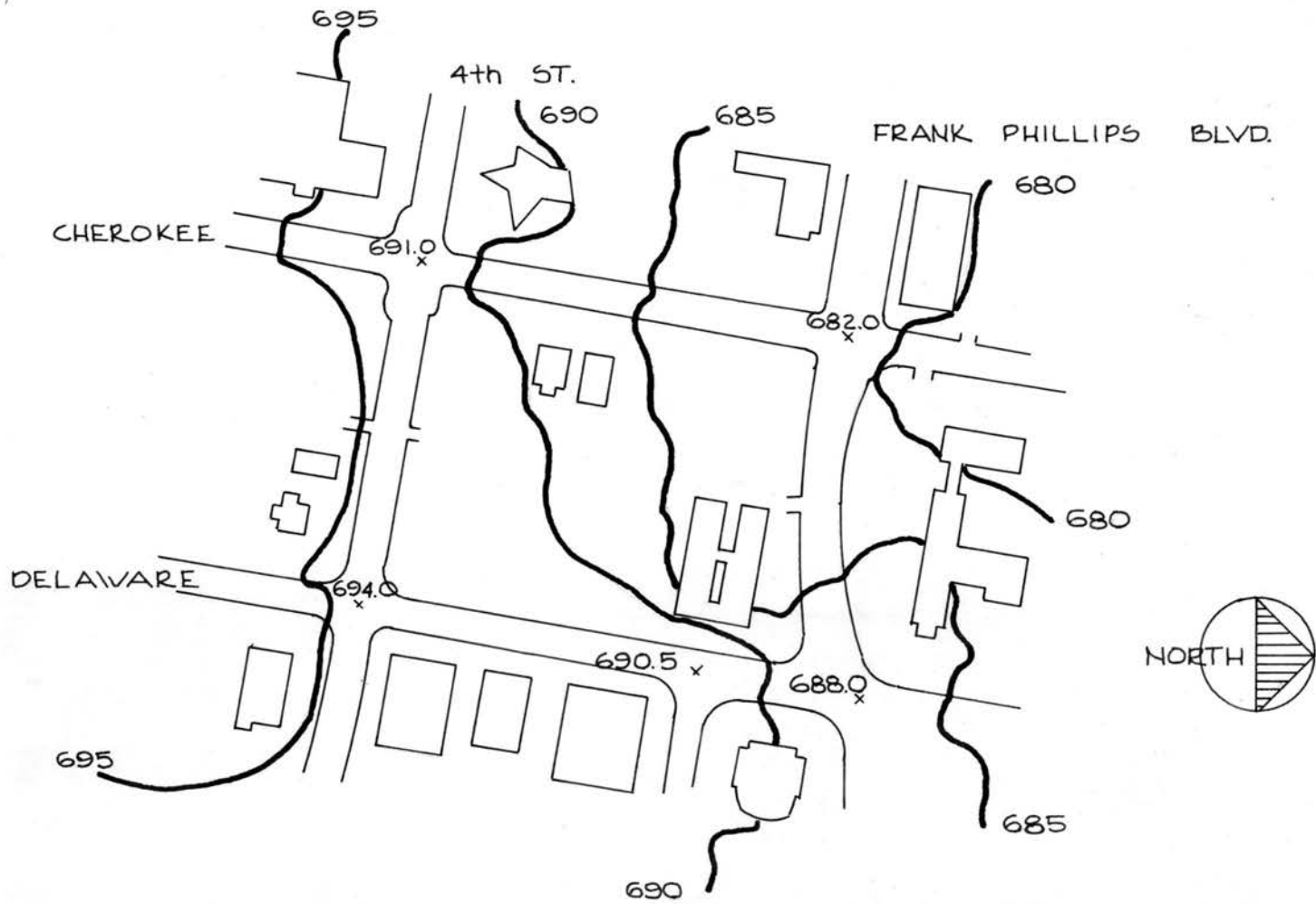


CONTOURS

The following map shows the contours of the project site. The site slopes gradually north to the city park and the river that runs through the park.

**THE
SITE**

CONDITIONS



THE SITE

CONDITIONS



UTILITIES

The utilities available to the project site are water, sewer, gas, and electricity. Water, sewer, and gas are located below the street and taps are made where appropriate. The electricity service is located in the alleyways and mounted on power poles. The emphasis of this project will be to change from power poles to underground or in-the-building-structure location of the electrical service. Telephone service is also located in the alleyways.

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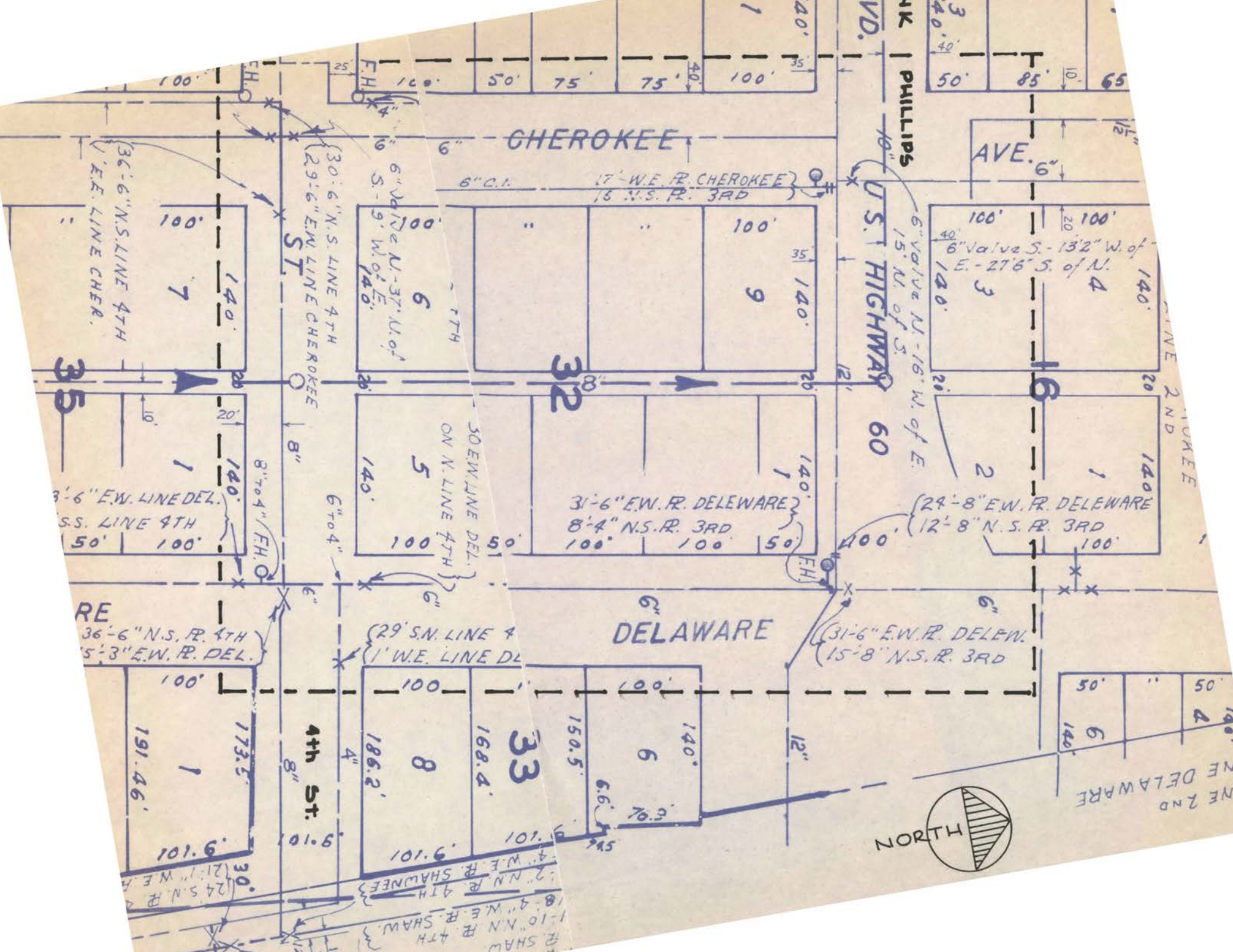
CONDITIONS



EASEMENTS

The following map will show the location of the water and sewer service. Copies of legal documents were asked for and this is what was obtained. The gas and electricity companies seemed to have no legal documents for their rights to the street and alleys respectively, but through verbal inquiry and answer, suffice it to say they have the right to run their services and maintain them in these places.

THE
SITE



CONDITIONS



ZONING ORDINANCES

The zoning ordinances that apply to the proposed project site are as follows.

C-4 Central Commercial District

Purpose. This district is designed to be the central business district or the downtown shopping and employment area for the community and surrounding trade area. This district is intended to provide space for retailing of all kinds, professional offices, financial institutions, amusement facilities, transient facilities, and limited wholesaling and warehousing.

Permitted Uses. Uses permitted in the C-4 District are set forth in the following pages.

District Regulations. Zoning district regulations for the C-4 District are set forth on the following page.

5.2 Commercial District Regulations

No lot or yard shall be established in any commercial district that does not meet the minimum requirements set forth in the following table. No sign or structure shall be erected or enlarged in any commercial district that will cause the maximum lot coverage or the maximum height regulation to be exceeded for such district as set forth in the following table.

ZONING DISTRICTS	LOT AREA MINIMUM (sq. ft.)	LOT WIDTH AT FRONT BUILDING LINE, MINIMUM (feet)	LOT COVERAGE, MAXIMUM (percent)	YARDS, MINIMUM (feet)								HEIGHT MAXIMUM STORIES
				FRONT ^{2/}	REAR ^{3/}		SIDE					
					Single Frontage Lot	Double Frontage Lot	Interior ^{1/}		Exterior			
							when abutting property in a residential district	when abutting property in a non-residential district	when backing up to abutting side yard ^{2/}	when backing up to abutting rear yard ^{2/}		
C-1 (parking)	5,000	50	20%	25	10	25	10	5	25	10	2½	
C-2 (neighborhood)	5,000	50	30%	25	10	25	10	none	25	10	2½	
C-3 (shopping)	5,000	50	30%	25	10	25	10	none	25	10	2½	
C-4 (central)	5,000	50	100%	none	none	none	10	none	none	none	12	
C-5 (general)	5,000	50	50%	25	10	25	10	none	25	10	2½	
C-6 (amusement)	7,500	75	40%	25	10	25	10	none	25	10	2½	
C-7 (highway)	7,500	75	30%	25	10	25	10	none	25	10	2½	
C-8	5,000	50	30%	25	10	25	10	none	25	10	2½	

neighborhood boundary)

- 1/ Where a building or structure exceeds the district maximum height regulations, there shall be one (1) foot of additional interior side yard required for each two (2) feet of additional height.
- 2/ Commercial use of any tract which adjoins Adams Boulevard shall provide a front and exterior side yard of not less than ten (10) feet. The front and side yards thus required shall be landscaped with grass, hardy shrubs, or appropriate ground cover, and shall be maintained in good condition.
- 3/ The rear yard required in commercial zones shall be effectively screened on each side which adjoins or faces premises situated in any residential zone except an RA zone. This screening shall be maintained in good condition.

CONDITIONS



PERMITTED USES IN A C-4 ZONE

1. Accessory uses, in addition to those set forth specifically in this list.
2. Altering, pressing, repairing of wearing apparel.
3. Ambulance service.
4. Auction room; auctioneer.
5. Auditorium, arena, coliseum, theater or similar facility.
6. Automobile accessory and supply store including tire, battery and auto service, not including tire recapping.
7. Automobile glass, muffler, seat covers, tires and upholstery sales and repair.
8. Automobile laundry.
9. Automobile service station, including customary minor incidental service, but not body or motor repair.
10. Automobile parking lot, free or customer.
11. Automobile parking lot or parking garage, commercial.
12. Automobile and truck rental.
13. Automobile repair, not including body work or painting.
14. Automobile sales, (new), and service.
15. Automobile sales, used.
16. Bait store.
17. Bank savings and loan, trust company.
18. Barber and beauty equipment and specialties sales.
19. Barber or beauty shop.
20. Batching plant, asphaltic or portland cement concrete, non-commercial temporary.
21. Beer sales, for consumption on the premises.

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CONDITIONS



PERMITTED USES IN A C-4 ZONE

22. Bicycle rental, repair, sales.
23. Billiard Parlor.
24. Blueprinting and similar reproduction processes.
25. Boat and marine rental, repair, sales, storage.
26. Bowling alley.
27. Building materials store, retail.
28. Business machines rental, repair, sales.
29. Bus passenger station.
30. Bus sales, service and repairs.
31. Carting, crating, express, hauling, moving and storage.
32. Caterer.
33. Christmas tree and wreath sales, temporary.
34. Church or other place of worship.
35. Clinic, dental, medical or osteopathic.
36. Clothing or costume rental.
37. Club or lodge, whose chief activity is carried on as a business.
38. Club or lodge; private, except those whose chief activity is carried on as a business.
39. Cold storage plant.
40. College or university
 - (a) Auditorium or similar facility
 - (b) Dormitory, fraternity house, sorority house
 - (c) All other facilities, other than stadium
41. Community building, public.
42. Concession stand within park, playground or playfield.
43. Construction building and/or yard temporary, accessory.

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CONDITIONS



PERMITTED USES IN A C-4 ZONE

44. Contractor or construction offices and shops (air conditioning, building, cement, electrical, heating, masonry, painting, plumbing, refrigeration, roofing and ventilation).
45. Dance hall, commercial.
46. Drycleaning pickup station.
47. Drycleaning plant, including carpet cleaning.
48. Earth moving and excavation; depositing of construction materials, clay, earth, gravel, minerals, rock, sand or stone on the ground.
49. Eating place, enclosed, with dancing and/or entertainment.
51. Electrical Substation.
52. Exterminator, pest.
53. Feed and fertilizer sales.
54. Floor covering sales, retail.
55. Florist's shop, retail.
56. Food locker plant: for consumer use.
57. Funeral home, mortuary, or undertaking establishment.
58. Garage or parking for commercial or public utility vehicles.
59. Garden supplies sales, including nursery stock.
60. Gas regulator station.
61. Glass sales and cutting shop.
62. Hat blocking and repair.
63. Health center, Government operated.
64. Heliport.
65. Hospital, general, not including animal.
66. Hotel.

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CONDITIONS



PERMITTED USES IN A C-4 ZONE

67. Ice vending establishment.
68. Incinerator, accessory.
69. Institution, non-residential.
70. Interior decorating shop.
71. Kindergarten, private.
72. Laboratory, medical or dental.
73. Laundry pickup station.
74. Laundry plant.
75. Laundry, self-service.
76. Letter shop.
77. Library: lending, private.
78. Library or museum: public or private, open to public without charge.
79. Linen supply, diaper service, or uniform supply.
80. Liquor, wine and beer sales, for consumption off the premises.
81. Loan office, other than pawn shop.
82. Locksmith, key shop.
83. Machine tools: sales, service, rental and repair.
84. Mail order agency.
85. Manufacturing Group A: Manufacturing, for retail sales on the premises of baked goods, candy, ice cream, and delicatessen foods.
86. Monastery, convent or similar institution of religious training.
87. Motel.
88. Motorcycle sales and service.
89. Newspaper distribution station.
90. Newstand.
91. Night club: dancing and sale of food and drink.

THE
SITE

CONDITIONS



PERMITTED USES IN A C-4 ZONE

92. Nursery, childrens day.
93. Nursery stock, retail sales.
94. Office: architectural, engineering, legal, or other professional; real estate, insurance.
95. Office equipment and supplies, retail sales, service, rental and repair.
96. Office: medical, dental, osteopathic.
97. Office: any other type.
98. Off-street loading.
99. Off-street parking.
100. Oil well supplies and machinery sales.
101. Optician; optometrist.
102. Orthopedic or medical appliance store.
103. Orthopedic shoe repair (prescription work only).
104. Parish house, nunnery, rectory, etc.
105. Park, playground, playfield, public.
106. Photographic processing for other agencies.
107. Photographic studio.
108. Photostating.
109. Physical culture and health services (commercial gymnasium, reducing sales, masseur, public baths).
110. Picture framing.
111. Post office.
112. Radio broadcasting studio.
113. Railway company facilities, all types.
114. Reading room.
115. Recording studio.
116. Rehabilitation center for handicapped persons.
117. Retail sales, consumer, convenience-type

THE
SIDE

CONDITIONS



PERMITTED USES IN A C-4 ZONE

- goods: Candy, nut or confectionery store.
- Drug store.
- Food store, including bakery (retail only).
- Hardware and small tool rental, but not including sales of lumber or industrial hardware.
- Liquor, wine, and beer sales, for consumption off the premises.
- Notions and novelty store.
- School supply store.
- Variety store.
- 118. Retail sales, consumer, shopping-type goods:
 - Antique store.
 - Apparel and accessory store.
 - Appliance (household) store.
 - Art gallery, commercial (retail sale of art objects).
 - Art supply store.
 - Book store.
 - Camera or photographic supplies store.
 - Coin or stamp store.
 - Department store.
 - Dry goods store.
 - Furniture and home furnishing: retail sales, rental, repair, custom upholstery.
 - Furrier shop, custom, including the incidental storage and conditioning of furs.
 - Gift, novelty or souvenir store.
 - Hobby supply store.
 - Jewelry store.
 - Leather goods store.
 - Music, musical instrument, and phonograph record store.

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CONDITIONS



PERMITTED USES IN A C-4 ZONE

- Optical goods, retail sales.
- Paint and wallpaper store.
- Pawn shop.
- Pet shop.
- Photographic equipment and supplies store.
- Plumbing fixtures sales, retail.
- Second-hand store, rummage shop.
- Sewing machine sales, retail.
- Shoe store.
- Sporting goods store.
- Stationery store.
- Venetian blind sales.
- 119. School, commercial or trade, when not involving any danger of fire or explosion nor of offensive noise, vibration, dust, odor, glare, heat or other objectionable noise.
- 120. Secretarial service.
- 121. Shoe repair shop.
- 122. Sign, accessory.
- 123. Sign, advertising, commercial.
- 124. Sign, bulletin.
- 125. Sign, business, illuminated, flashing.
- 126. Sign, business, illuminated, non-flashing.
- 127. Sign, business, non-illuminated.
- 128. Sign, for sale, lease, or rent.
- 129. Sign shop.
- 130. Skating rink, commercial.
- 131. Storage of goods, accessory to a commercial or industrial use, unless such storage is prohibited in the specific district.
- 132. Studio for professional work or for the teaching of any form of fine arts, photography, music, drama, etc.

**THE
SITE**

CONDITIONS



PERMITTED USES IN A C-4 ZONE

133. Surgical and dental supplies store.
134. Tailor shop.
135. Taxidermist.
136. Telephone answering service.
137. Telephone exchange, but not including garage, shop or service.
138. Television broadcasting studio.
139. Terminal company facilities, all types (City zoning regulation).
140. Theater, enclosed or indoor, commercial.
141. Tire recapping shop.
142. Tract office, temporary.
143. Trailer sales or rental (other than house trailer).
144. Transit vehicle storage and servicing.
145. Truck sales.
146. Veterinarian, office only.
147. Vulcanizing shop.
148. Watch repair.
149. Water filtration plant, pumping station, elevated storage or reservoir.
150. Wholesale establishment, including storage.

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CONDITIONS



MASTER PLAN

There is a master plan for Bartlesville that is very general in its terms and expresses itself in words like - Bartlesville shall be allowed to grow. The proposed project will replace this general statement with certain criteria for development for the Bartlesville Central Business District and will therefore become a masterplan to organize future development in this central business district area.

**THE
SITE**

PHOTO SURVEY



The following photographs give evidence of the decay of view, and therefore the city image, as one comes into the central business district from the south through the historical residential neighborhood. These pictures also reveal the character of the houses along this route. This character that is defined by brick, wood, and earth colors should be continued into the urban space.

**THE
SIDE**

PHOTO SURVEY



1



2

Entering The
Central Business
District
Project Site
from the South

THE
SITE

PHOTO SURVEY



3



4

Entering The
Central Business
District
Project Site
from the South

THE
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C.34

PHOTO SURVEY



5



6

**Entering The
Central Business
District
Project Site
from the South**

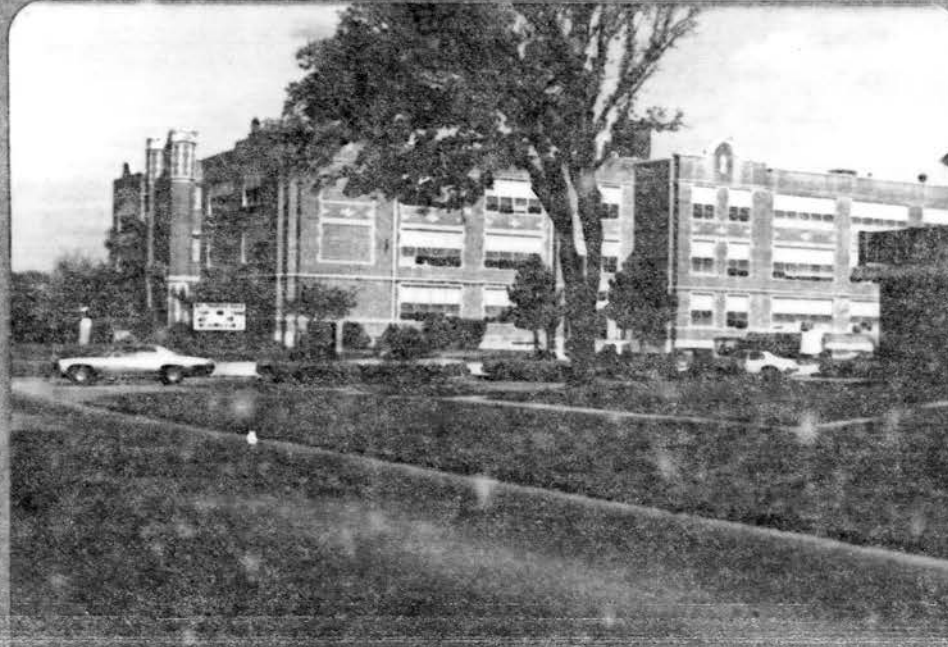
**THE
SITE**

c. 35

PHOTO SURVEY



7



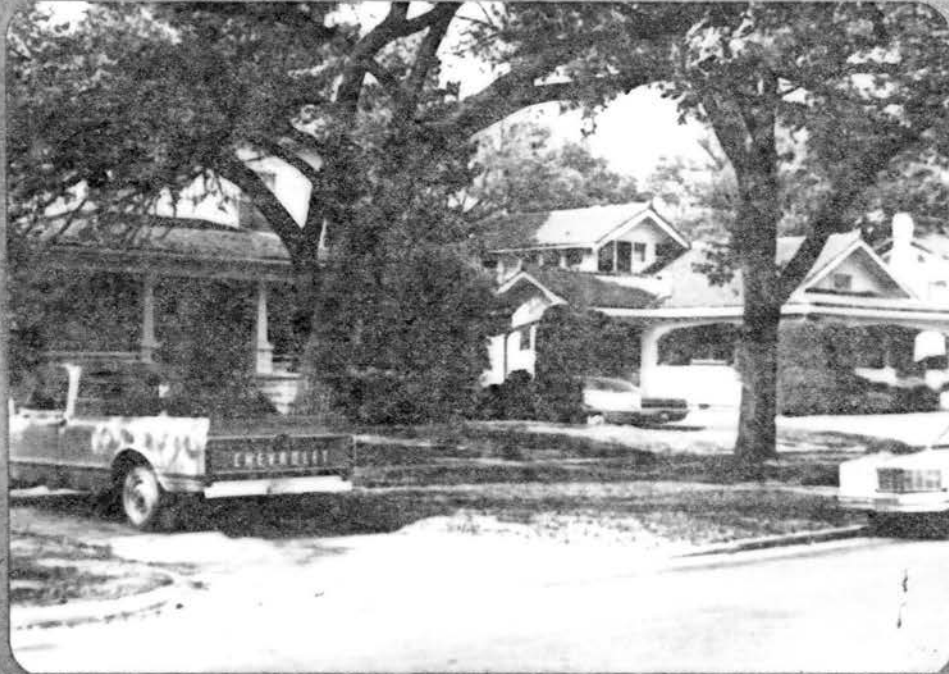
8

Entering The
Central Business
District
Project Site
from the South

THE
SITE

C. 36

PHOTO SURVEY



9



10

**Entering The
Central Business
District
Project Site
from the South**

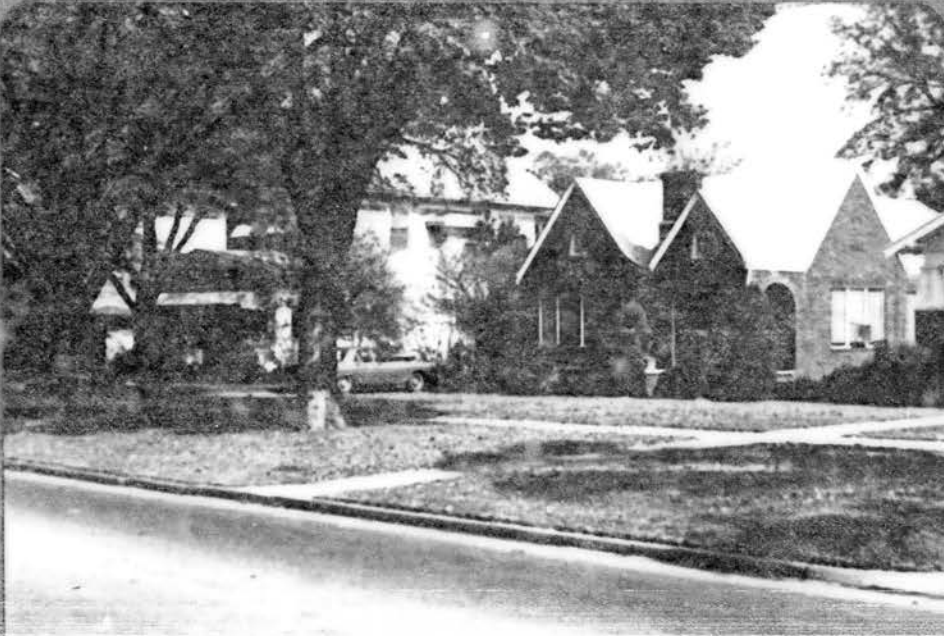
**THE
SITE**

C.37

PHOTO SURVEY



11



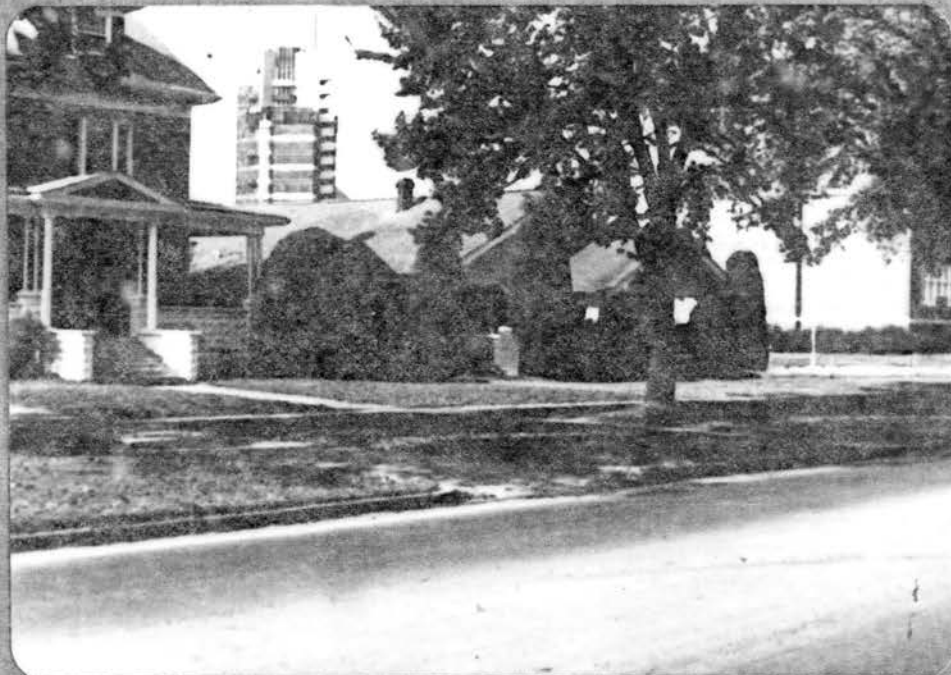
12

**Entering The
Central Business
District
Project Site
from the South**

**THE
SITE**

C. 38

PHOTO SURVEY



13

Entering The
Central Business
District
Project Site
from the South



14

C. 39

THE
SITE

PHOTO SURVEY



15



16

**Entering The
Central Business
District
Project Site
from the South**

**THE
SITE**

C. 40

PHOTO SURVEY



17



18

Entering The
Central Business
District
Project Site
from the South

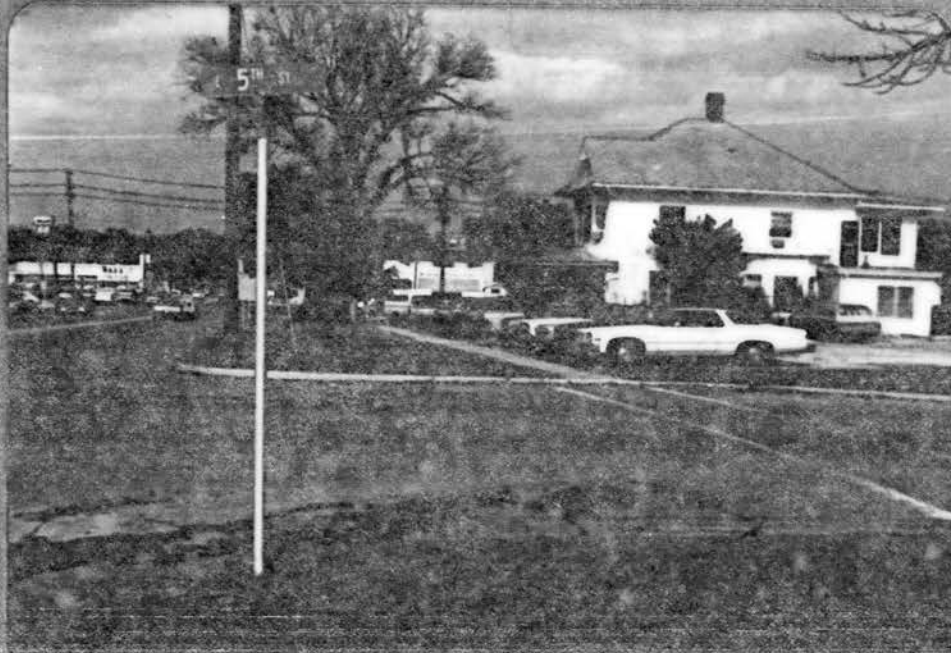
THE
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PHOTO SURVEY



19



20

Entering The
Central Business
District
Project Site
from the South

THE
SITE

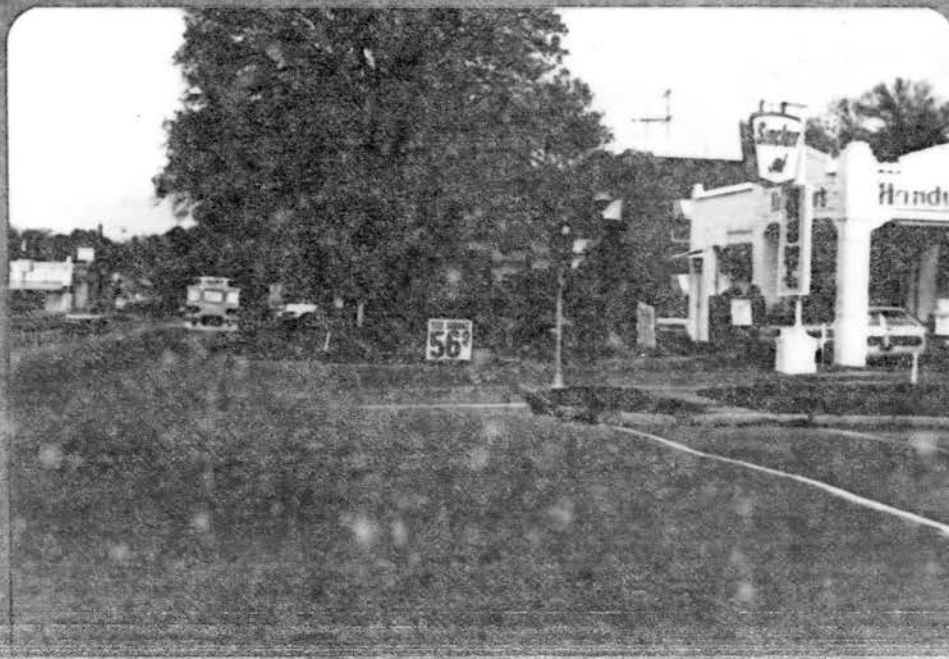
C.42

PHOTO SURVEY



21

Entering The
Central Business
District
Project Site
from the South



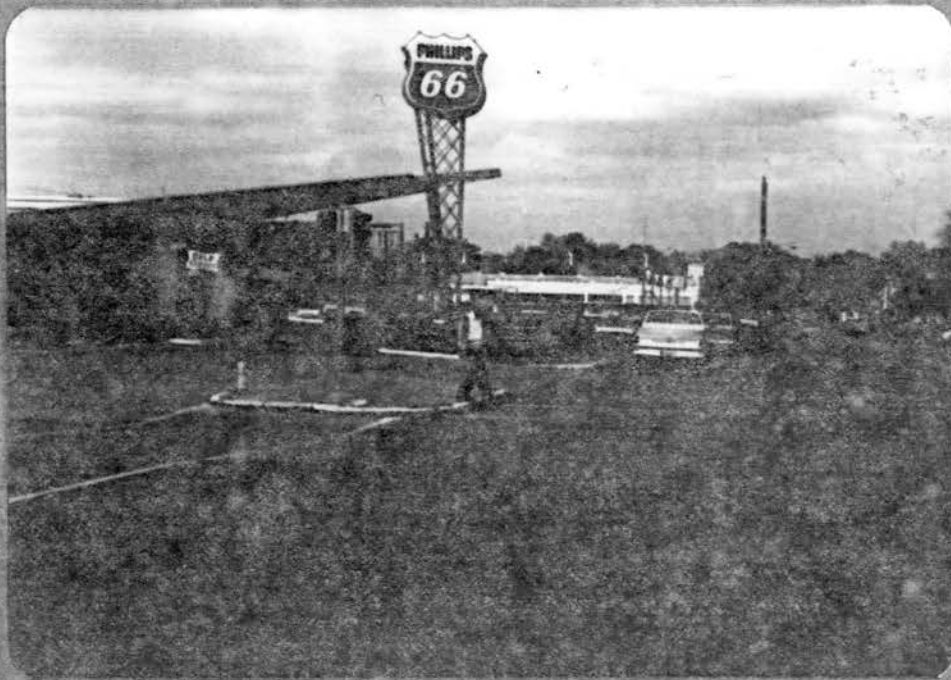
22

Scenes Along
The Project Site

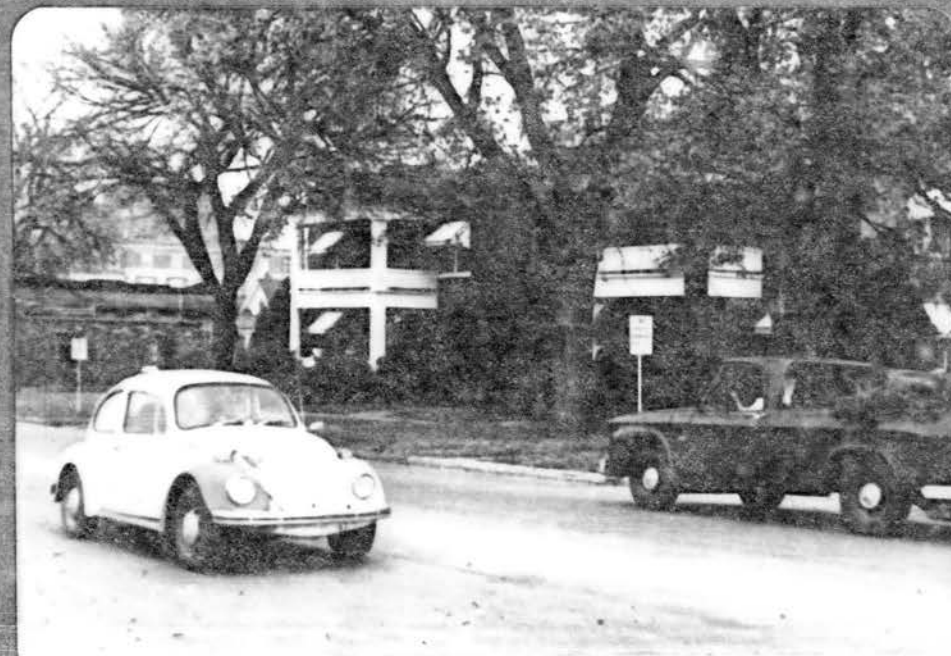
C.43

THE
SITE

PHOTO SURVEY



23



24

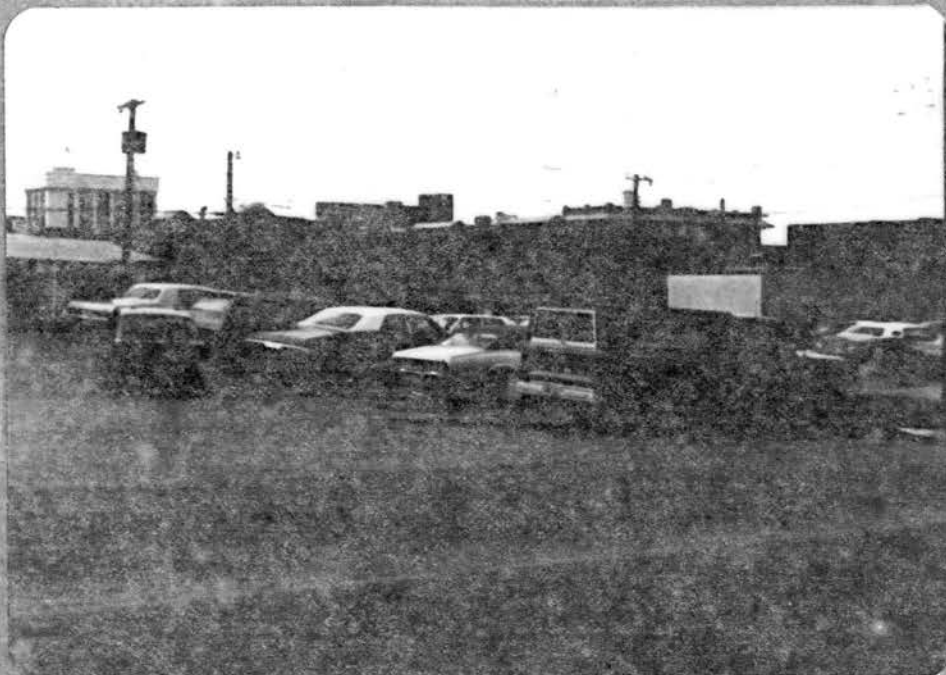
Scenes Along
The Project Site

THE
SITE

C. 44

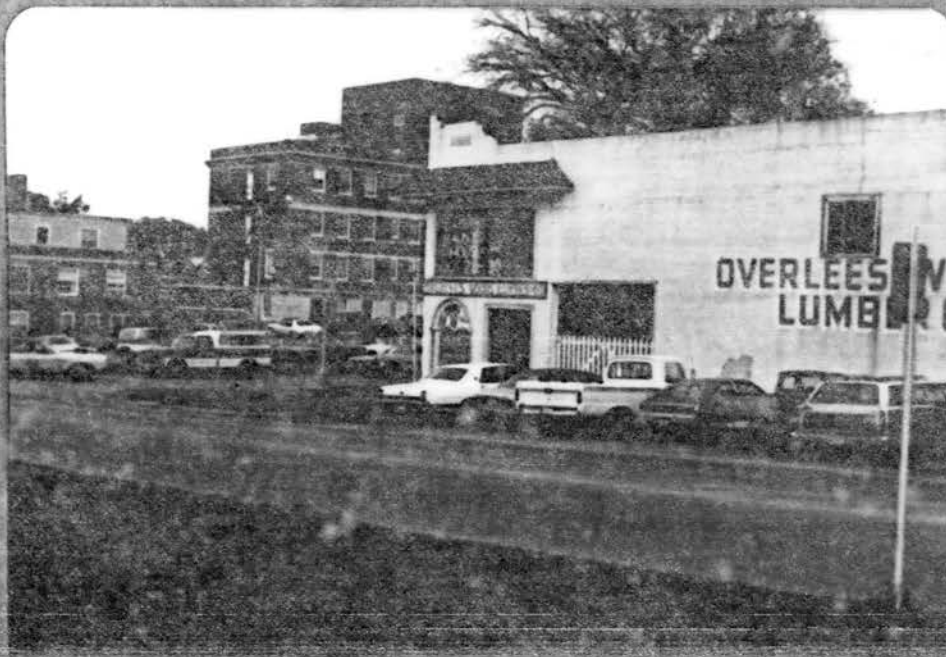
PHOTO SURVEY

THE SITE



25

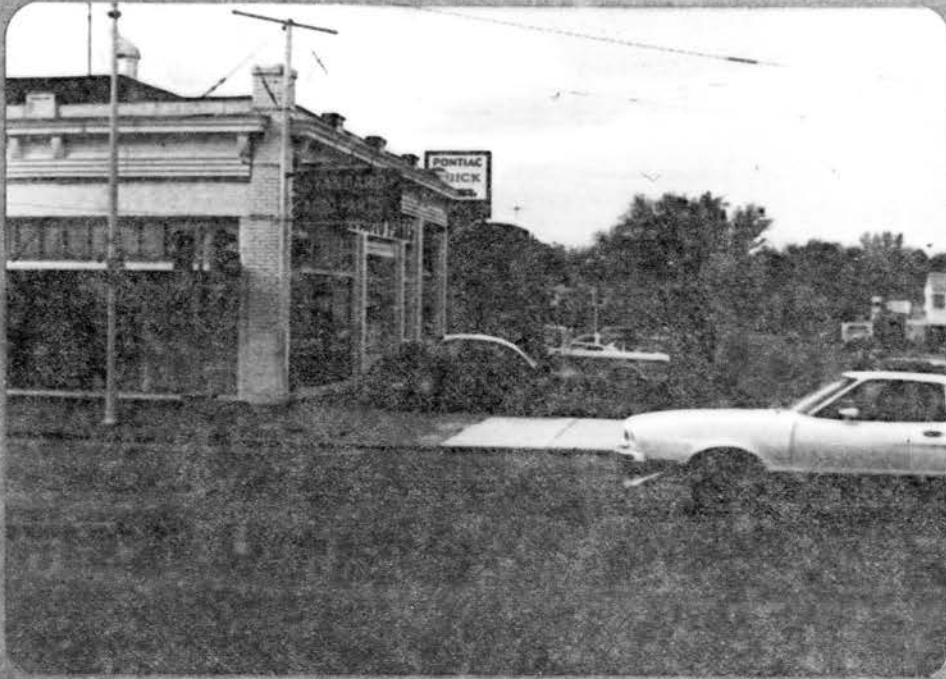
Scenes Along
The Project Site



26

c. 45

PHOTO SURVEY



27

Exiting
The Project Site
North to the Park



28

C. 46

THE
SITE

PHOTO SURVEY



29

Exiting
The Project Site
North to the Park

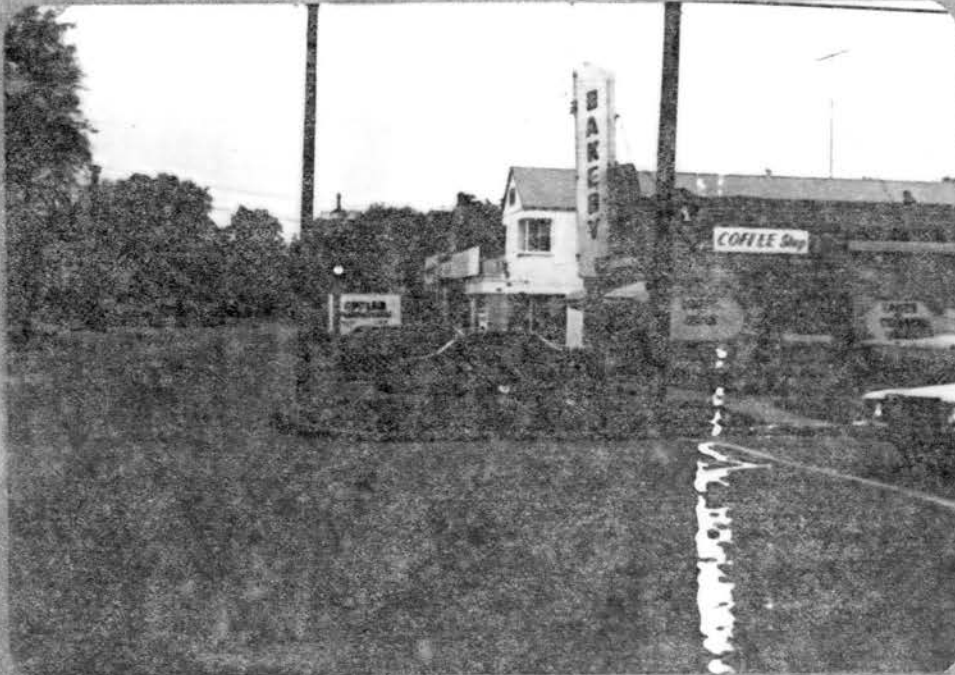


30

C.47

THE SITE

PHOTO SURVEY



31

Exiting
The Project Site
North to the Park

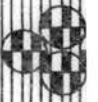


32

C. 48

THE
SITE

PHOTO SURVEY



33

Exiting
The Project Site
North to the Park

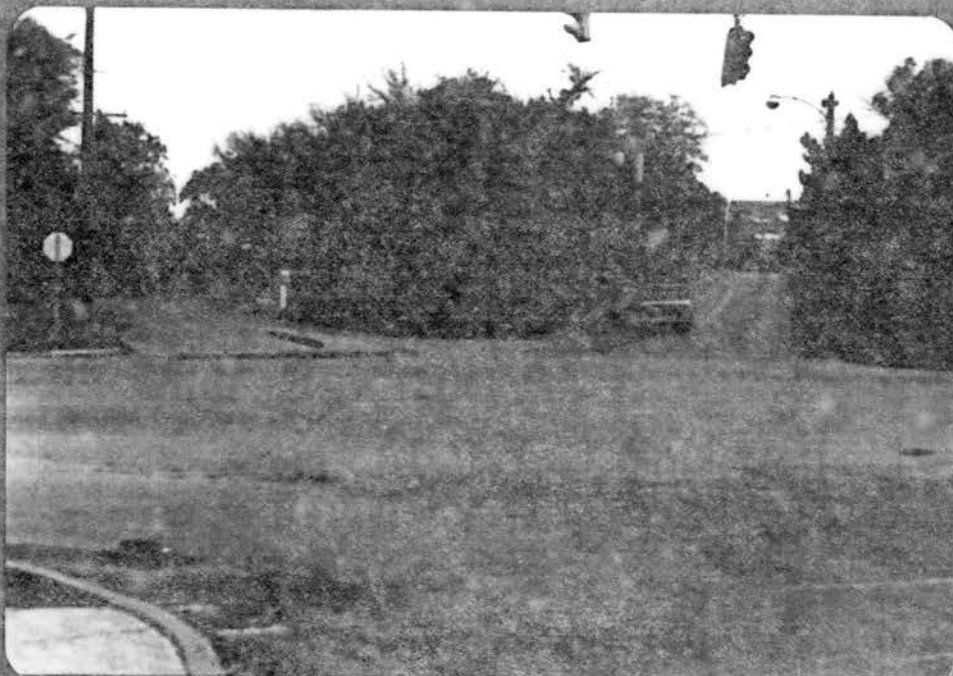


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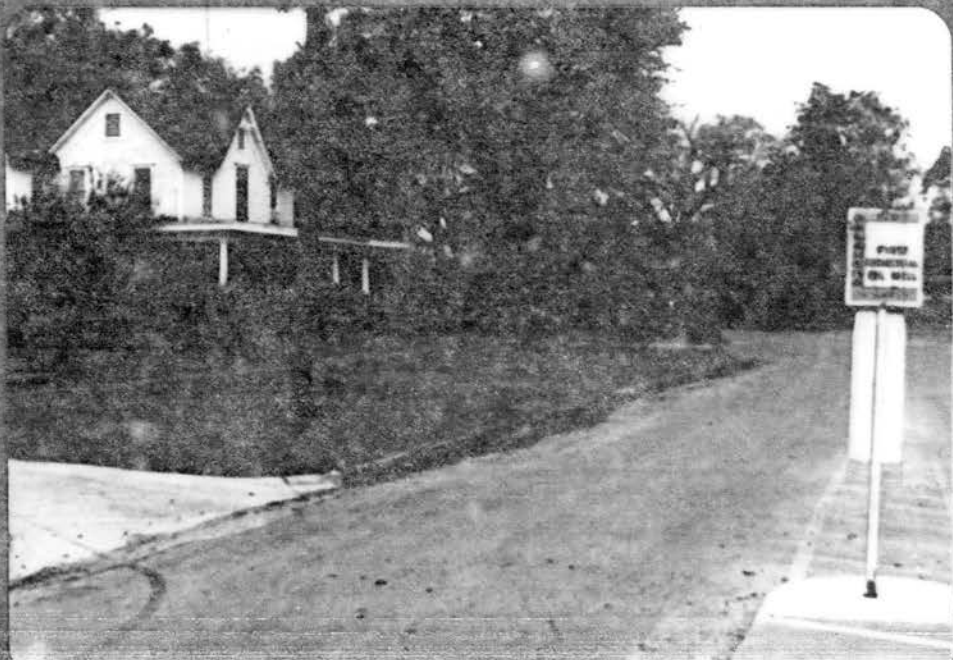
C.49

THE
SITE

PHOTO SURVEY



35



36

Exiting
The Project Site
North to the Park

THE
SITE

C. 50

PHOTO SURVEY

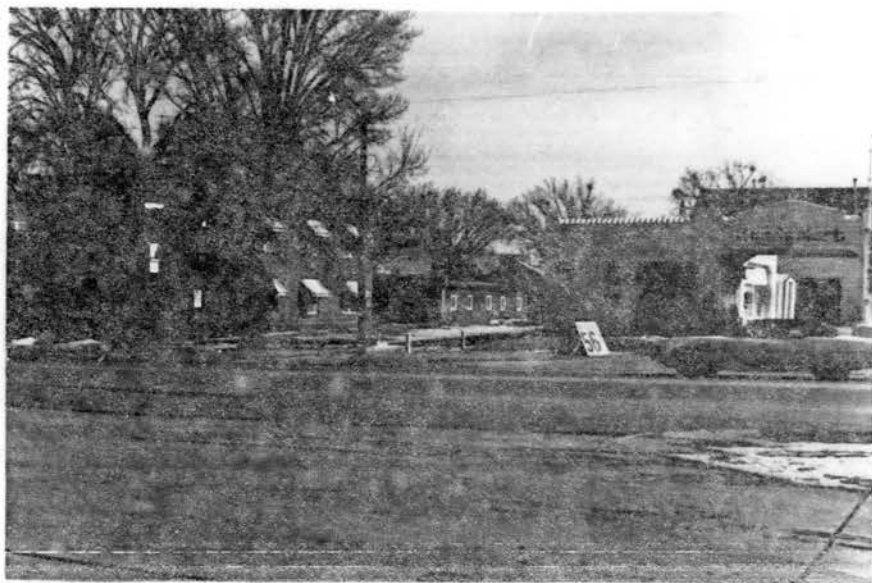
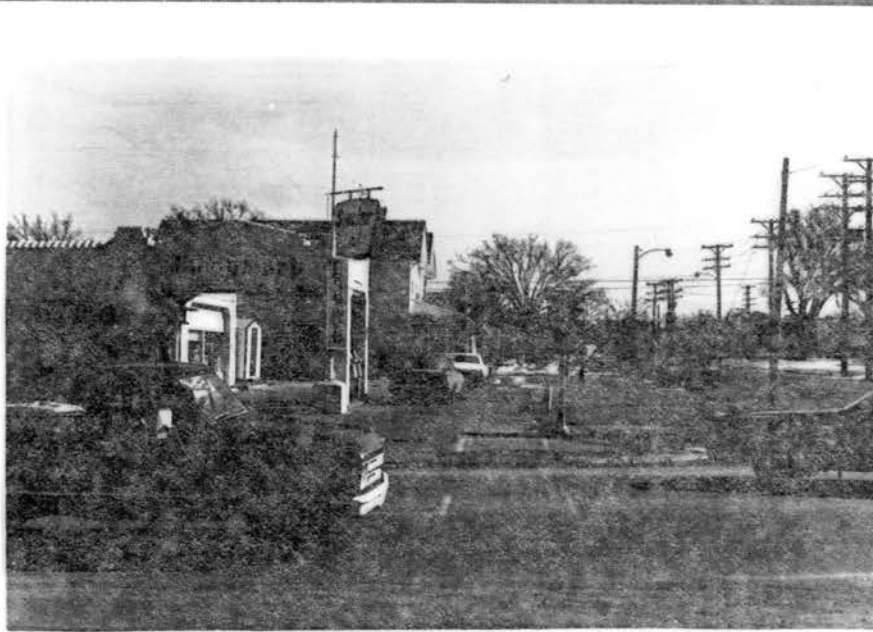


The following photographs are elevations of the project site starting at the southwest corner of Cherokee and Fourth Streets and proceeding clockwise around the block as viewed from above.

The two apartment structures along Cherokee Street will be kept as they are in good repair. The structure at the corner of Frank Phillips and Delaware Streets is also worth keeping for use due to its soundness and historical worth. A new structure is going in at the corner of Delaware and Fourth Streets and it will be kept due to its newness.

**THE
SITE**

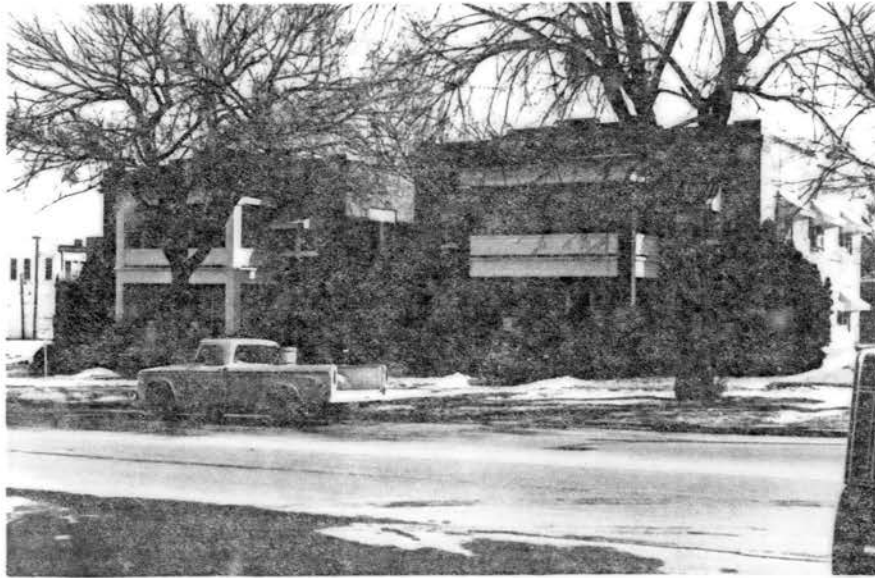
PHOTO SURVEY



North Along
Cherokee St.
to
Frank Phillips Blvd.

THE
SITE

PHOTO SURVEY



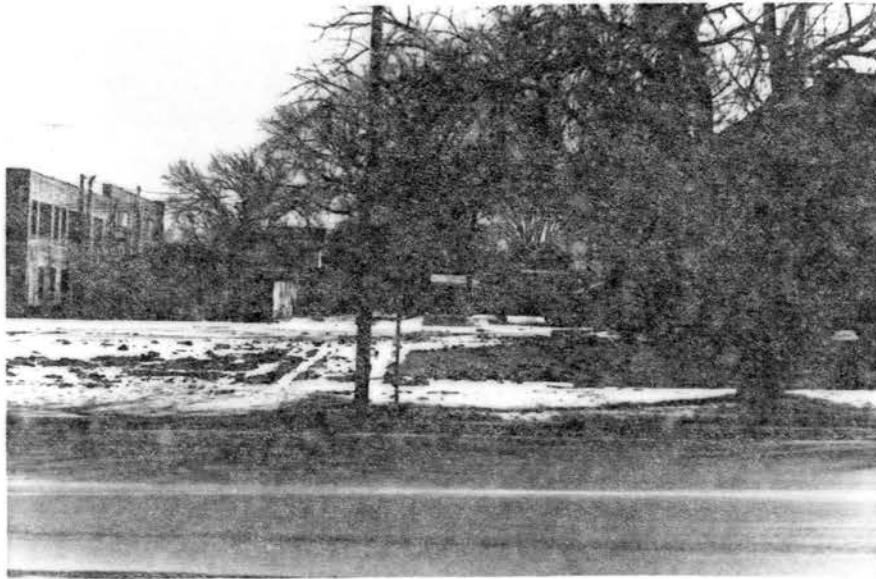
3



North Along
Cherokee St.
to
Frank Phillips Blvd.

THE
SITE

PHOTO SURVEY



5

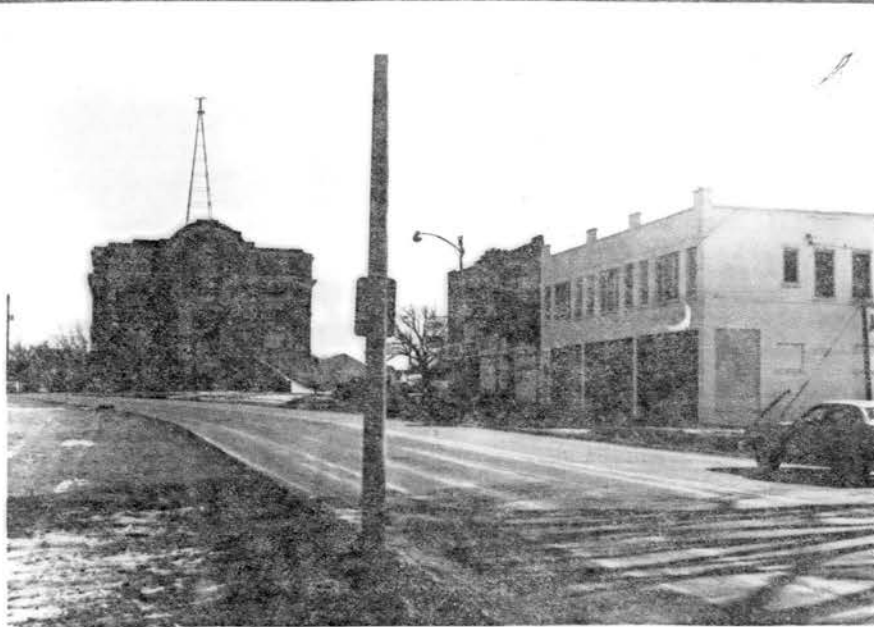


North Along
Cherokee St.
to
Frank Phillips Blvd.

THE
SITE

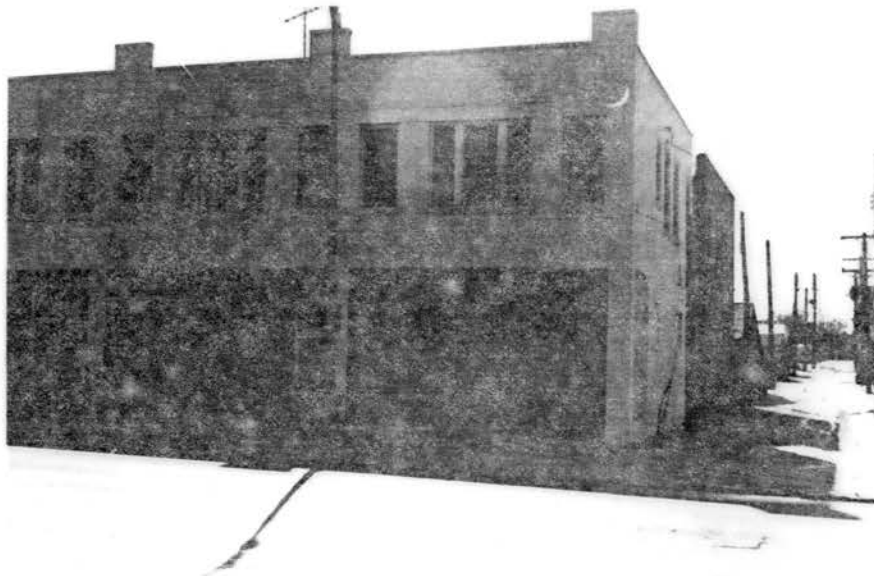
C. 54

PHOTO SURVEY



7

East Along
Frank Phillips Blvd.
to
Delaware



8

C. 55

THE
SITE

PHOTO SURVEY



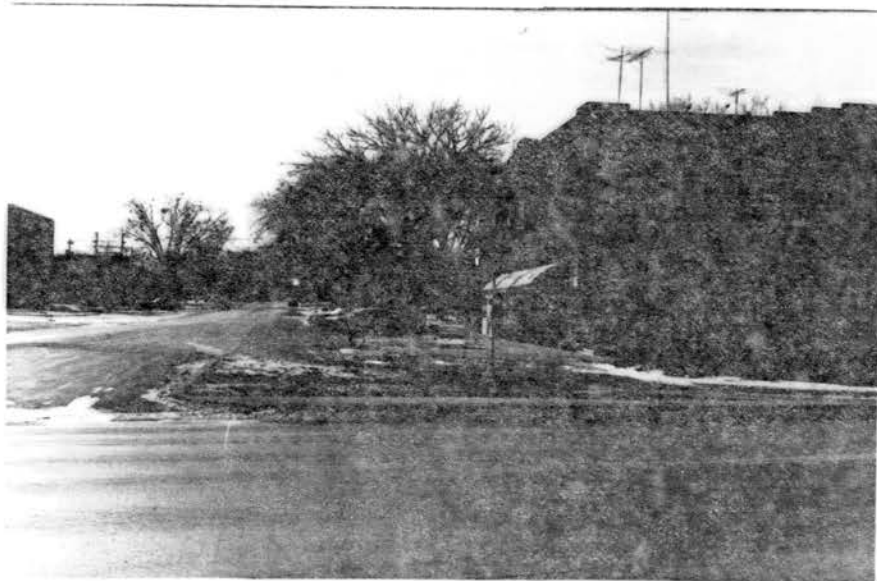
9



East Along
Frank Phillips Blvd.
to
Delaware

THE
SITE

PHOTO SURVEY



11

East Along
Frank Phillips Blvd.
to
Delaware



12

South Along
Delaware
to
Fourth St.

THE
SITE

C. 57

PHOTO SURVEY



13

South Along
Delaware
to
Fourth St.



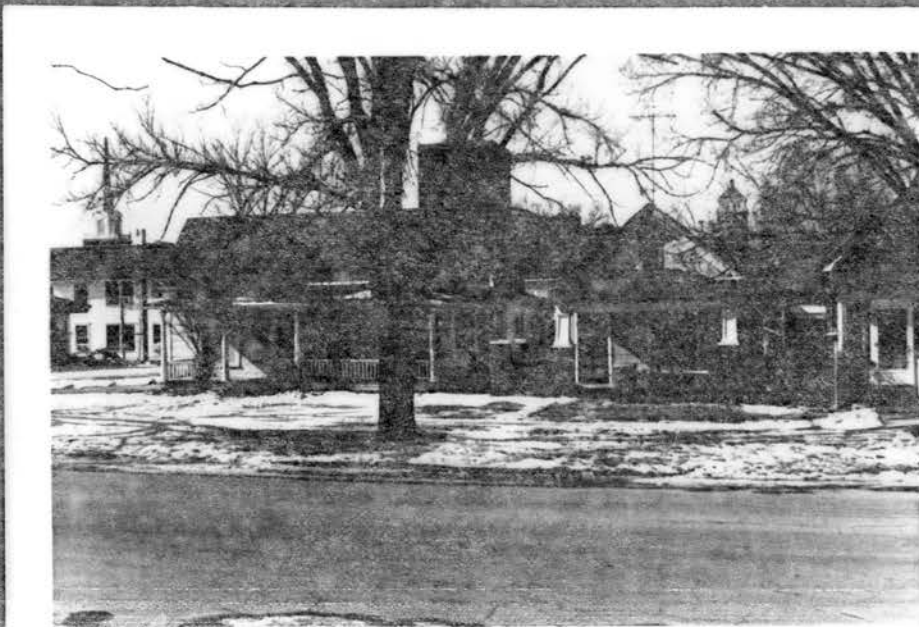
14

THE
SIDE

PHOTO SURVEY



15



16

South Along
Delaware
to
Fourth St.

THE
SITE

C.59

PHOTO SURVEY



17

South Along
Delaware
to
Fourth St.



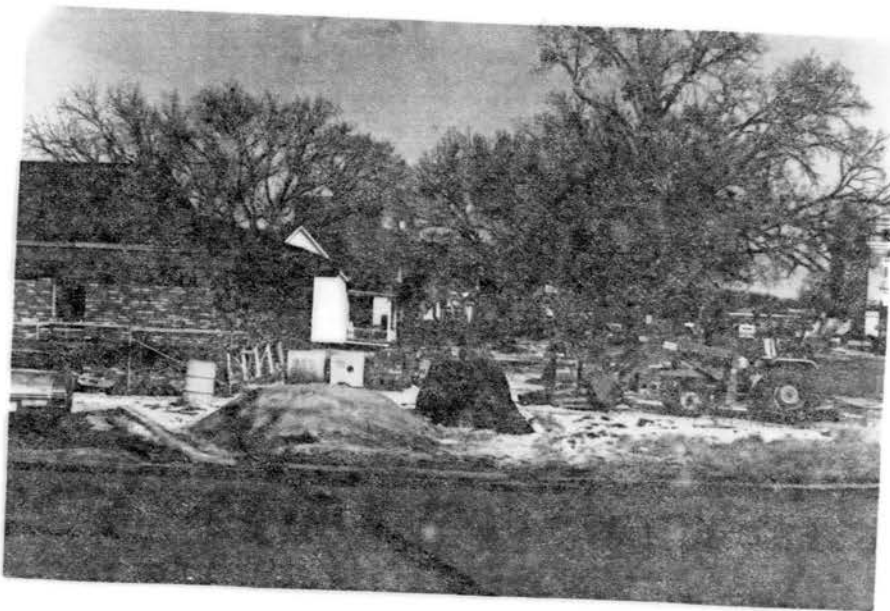
18

West Along
Fourth St.
to
Cherokee St.

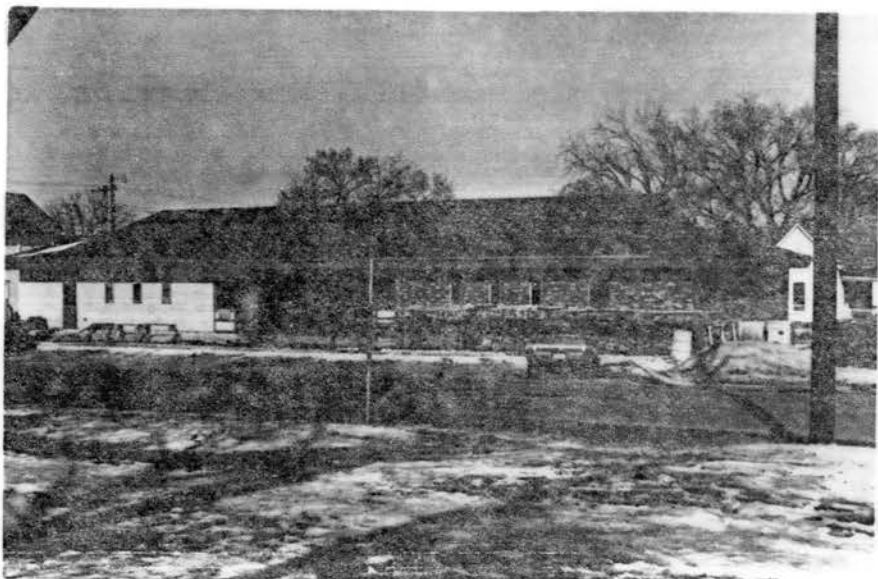
THE
SITE

C.60

PHOTO SURVEY



19



West Along
Fourth St.
to
Cherokee St.

THE
SITE

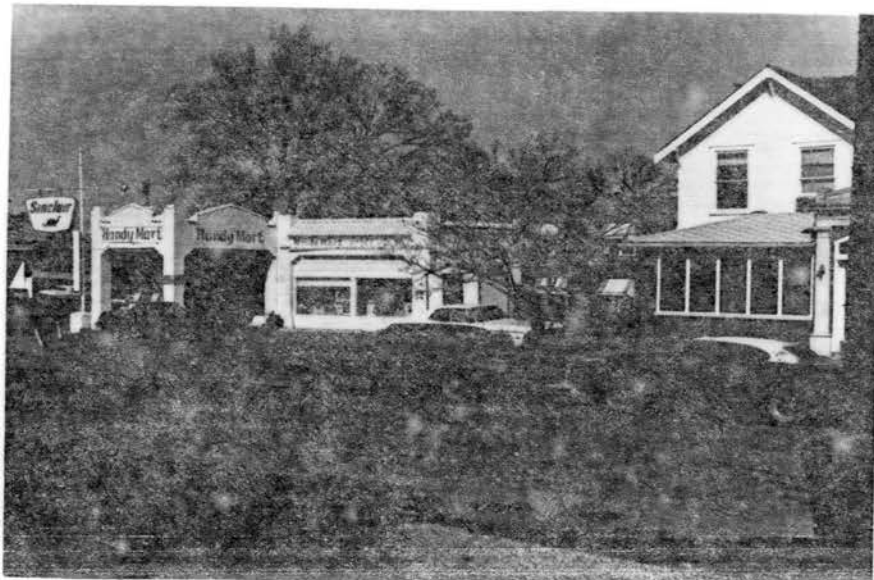
C. 61

PHOTO SURVEY



21

West Along
Fourth St.
to
Cherokee St.

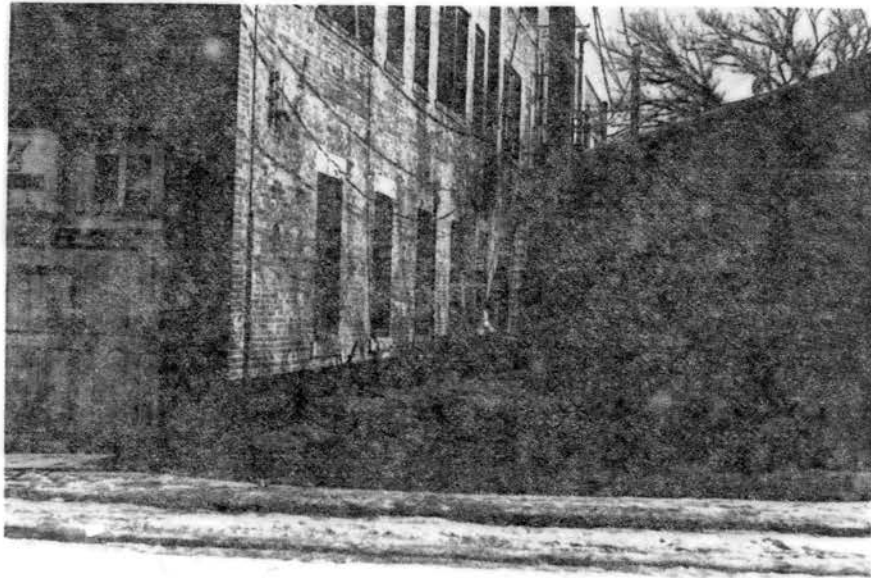


22

C. 62

THE
SITE

PHOTO SURVEY



23

Rear View
The Teco Appliance
Building - Apartments
Corner
Frank Phillips Blvd
& Delaware



24

c.63

THE
SITE

PHOTO SURVEY



25

Rear View
The Apartments
Along Cherokee

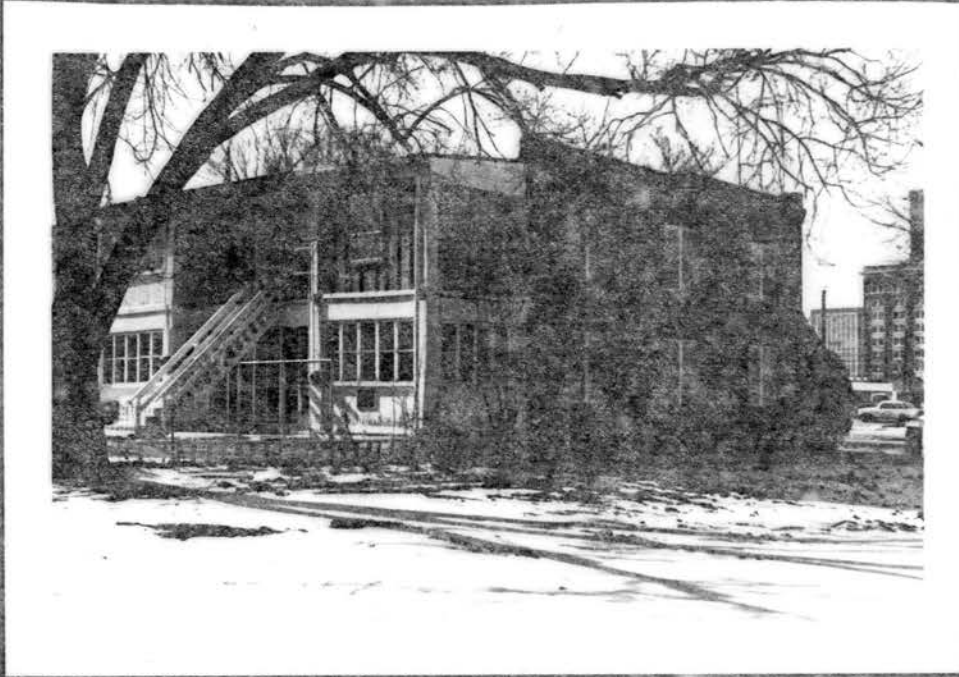


26

C. 64

THE
SITE

PHOTO SURVEY



27

Rear View
The Apartments
Along Cherokee

THE
SITE

PHOTO SURVEY



28



29

Aerial Views
Top
from the West
Bottom
from the Northwest

THE
SITE

C. 66

RESOURCE PEOPLE

Dr. Aziz Sharara
School of Architecture
Oklahoma State University
Stillwater, Oklahoma 74074
Phone 624-6444
Dr. Sharara is the Urban Design Instructor

Thos. L. McCrory
1200 SE Frank Phillips Blvd.
Bartlesville, Oklahoma 74003
Phone 336-3512
Mr. McCrory is a local architect

Charles Simone
First Investment Co.
321 S. Johnstone
Bartlesville, Oklahoma 74003
Phone 336-4100
Mr. Simone is the Secretary of the Downtown
Merchants Association

CLIENT'S

Mr. Charles Simone
211 SE 17th Street
Bartlesville, Oklahoma 74003
Phone 336-2930
Office: First Investment Co.
321 S. Johnstone
Bartlesville, Oklahoma 74003
Phone 336-4100
Mr. Simone is a sales representative for a
number of insurance companies and has agreed to
act as a client for the design of an office
space.

CLIENT'S (cont.)

Mr. Tom Ward
1020 SE Greystone
Bartlesville, Oklahoma 74003
Phone 333-2206
Business Address: Tom Ward Florist
313 SE Frank Phillips
Bartlesville, Oklahoma
74003
Phone 336-4764

Mr. Ward is a local florist who also owns a restaurant. He has agreed to act as a client for the design of a restaurant space.

Mr. Pat Roark
946 SE Briarwood Drive
Bartlesville, Oklahoma 74003
Phone 333-6297
Office: Apparel Shops Office
122 S. Park
Bartlesville, Oklahoma 74003
Phone 336-7040

Mr. Roark is the local manager for the Apparel Shops. He has agreed to act as a client for the design of a clothing store space.

APPLICABLE CODES

The applicable codes that Bartlesville uses are:

The Uniform Building Code

The Uniform Plumbing Code

The National Electric Code

CODES (cont.)

Under consideration for adoption into use are:

A mechanical code

An energy conservation measure

The fire department will inspect all plans for fire safety.

Research was done to find other sources for projects that were similar in nature to the one being studied. These articles were found dealing with city planning, ideas for public spaces, things that can be done with brick (in the example of the Cannery in San Francisco), and a movement in smaller towns that show people need and want vitality in their environments, even in small towns. The following articles are those mentioned above.

APPENDIX

Barton-Aschman Associates, Inc.

Development program for downtown Lincoln, Nebraska, involves intense citizen participation and discourages the development of outlying areas.

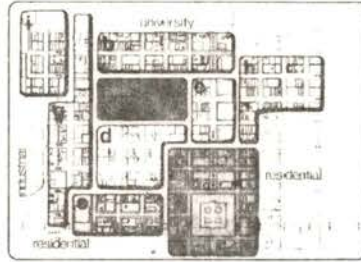
Program: The Lincoln Center Development Program proposes an overall strategy for programming, financing, implementing new development, and strengthening local management capabilities. The planning framework has been adopted by the City Council and is now being used to coordinate all new downtown improvements.

Site: The 80-block area of Lincoln, Nebraska, that contains the retail core, financial district, University of Nebraska, and the centers of state, county, and local government.

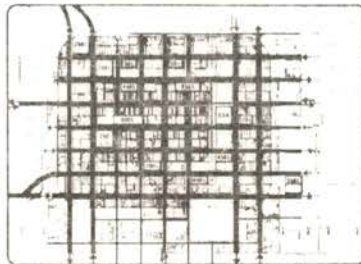
Solution: A planning systems framework establishes performance standards and criteria for crucial aspects of the downtown; it provides guidelines for detailed project design and establishes ground rules by which designers and developers may operate. An overall strategy for programming and implementing development provides the community with a detailed plan of action for achieving the objectives of the planning framework. The management system guidelines for coordinating new development identifies key linkages between projects, determines sequential relationships, and establishes guidelines for directing project implementation. Throughout the process, the community participated in a series of work sessions to define goals and principles used to guide planning decisions. The community has agreed on an overall organizing concept for the downtown area which does not end with a physical plan, but includes a detailed strategy for organizing, programming, scheduling, managing, and implementing new downtown development.

Jury comments

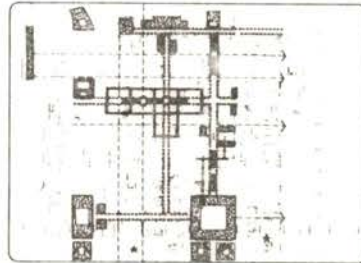
Ramati: This is a very excellent urban design planning proposal. It takes the various opportunities, the existing and proposed construction, and develops a plan framework with the participation of citizens. Its interest is that it deals with issues like highways and parking, issues that are what most of the cities in the United States are really interested in. It presents these issues to the people and the agencies involved through a series of work papers which I find excellent. The work papers provide various design techniques, discuss and question them, and then develops various alternatives. My criticism of this plan is that it looks like a variety of actions that are overlays on top of each other; you don't look at the plan and really sense what the town is like, what they are



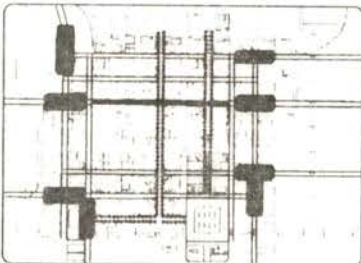
1. development districts



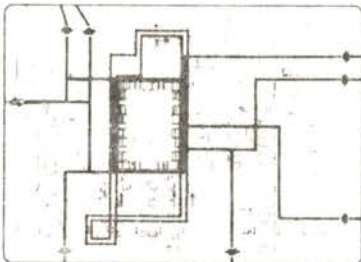
2. vehicular circulation and parking



3. pedestrian pathway and open space

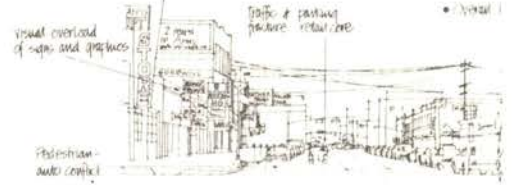


4. landscaping and lighting

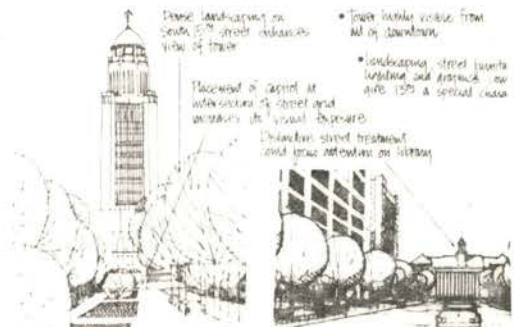


5. transit system concept

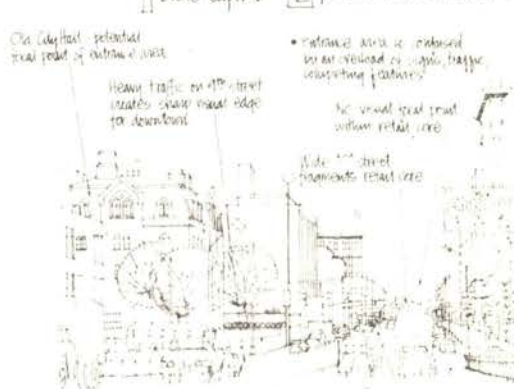
attempting to accomplish; in other words, you don't really see very clearly what might happen, they only show you guidelines. However, I think a town like Lincoln should be congratulated for this amount of work, thought, and innovative ideas. These are guidelines which would allow architecture to occur.



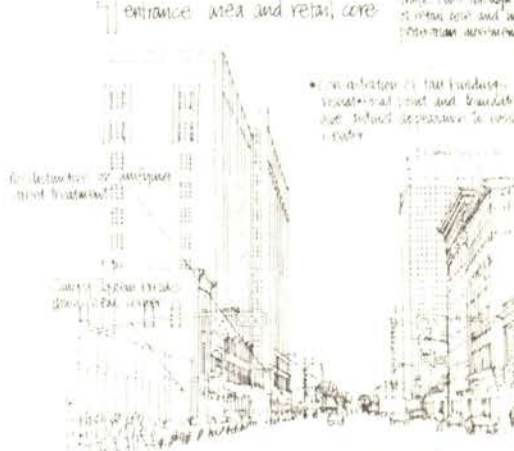
2. Entrance to downtown along east "C" street.



1. state capitol 2. possible enhancement of



1. entrance - retail and retail core



1. routes converge at 13th & O

Credits

Planners: Barton-Aschman Associates, Inc., Evanston, Ill.; Robert B. Teska, project administrator; John H. Lockner, project director; Thomas O. Payne, project planner/designer.
Economic consultant: Hammer, Siler, George.
Client: Downtown Advisory Committee, Lincoln, Nebraska.

William Fain, Jr.

TREMONT STREET SPECIAL DISTRICT

-  FIRST PRIORITY BUILDING FOR CONSERVATION
-  SECOND PRIORITY BUILDING FOR CONSERVATION
-  STREET IMPROVEMENTS FOR PEDESTRIANS AND DELIVERY
-  THROUGH BLOCK PREFERRED ALIGNMENT
-  SPECIAL PROJECT
-  SIGHT LINES

The proposal for the Tremont Street Special District in downtown Boston recognizes that days of urban renewal are gone, and that public pressures and economic uncertainties will have to be reckoned with in the future.

Program: For the past two years, the Boston Redevelopment Authority (BRA) has been closing out its urban renewal projects, responding to change in the federal funding priorities from the categorical grant programs of the 1960s and early 1970s to the new Community Development Block Grants, which will bring to Boston one-ninth of previous years' funding. A major concern of the BRA, therefore, is how planning is to be administered and development managed in the future without the economic leverage of urban renewal. Primary among the consultant's tasks was to show the BRA how new strategies, using a variety of implementation tools and benefiting from available resources, could be written into public policy. Another task was to identify the community of the Tremont District and to provide a means through which it could participate in the planning and development process. A third concern deals with the sensitive problem of development interest and planning interest—the concern that developers be made accountable for trade-offs between public goods and private costs.

Site: Tremont District incorporates the major retail core of Boston. It is situated at the city's most accessible location, surrounded by six subway stations. The District is high in amenities, with direct view and access to Boston Common and several notable landmarks. The area has remained relatively untouched in recent years, despite rapid redevelopment of many sites in the nearby financial district. Recently announced developments immediately adjacent to the District have increased land speculation and the possibility of new development.

Solution: This planning proposal builds on public policy experience in San Francisco, and the special district approach pioneered in New York City. In addition, this

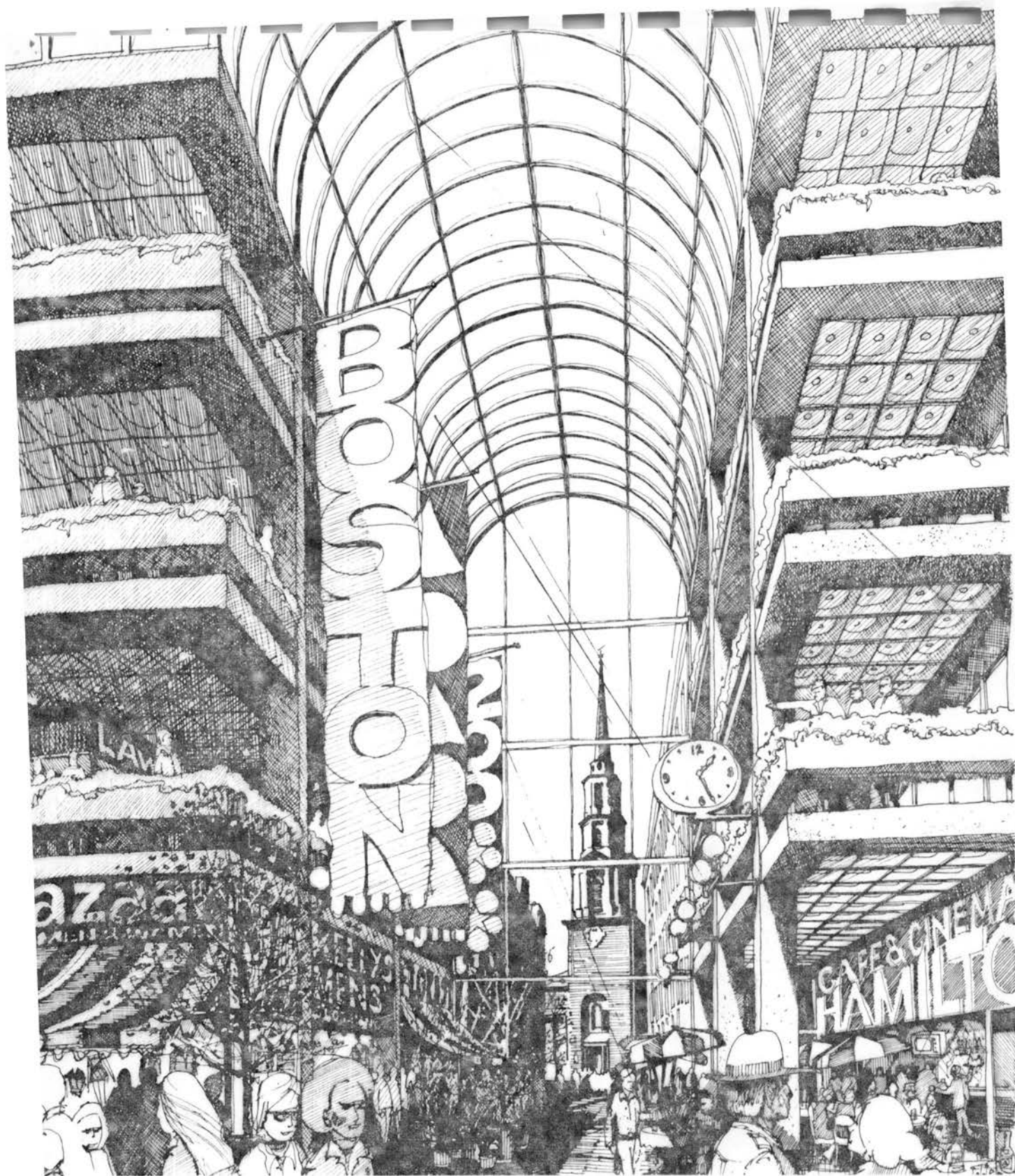


proposal includes several unique provisions, the two most important being less dependence on new construction and the creation of active markets for achieving the District plan, the latter achieved with tax incentives as an alternative to floor-area bonuses (which are given for recycling certain noteworthy buildings, as well as for creating pedestrian improvements, such as arcades to existing structures). This is particularly suited to Boston, which is not continually renewing itself, and where civic pride in older structures is

paramount. As the District ownership patterns are not aggregated ones, an incremental approach to redevelopment through zoning processes is used, enabling the small property owner as well as large development interests to participate. This proposal is an outgrowth of the consultant's studies for Boston's new Downtown Plan, scheduled for publication later this year.

Jury comments

Ramati: This is one of the best pieces of



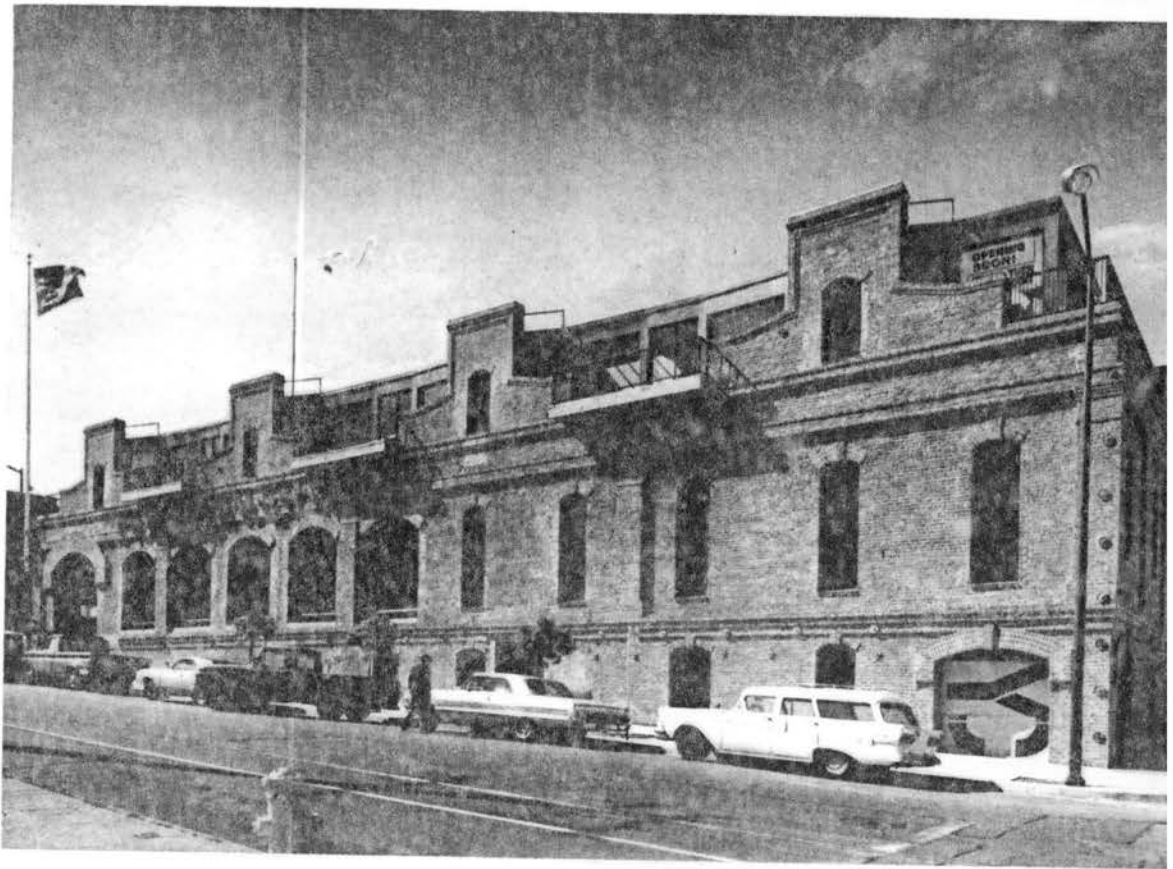
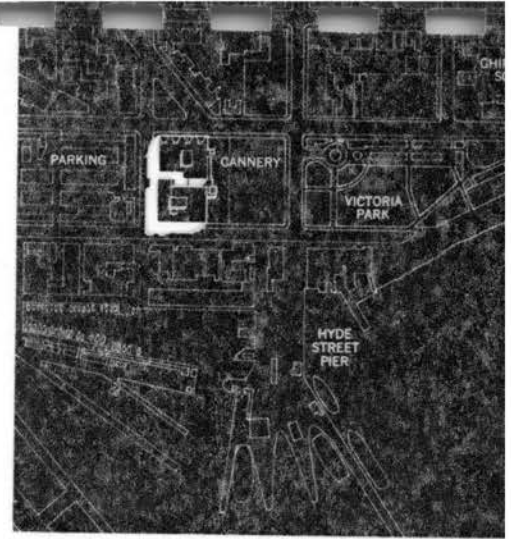
I've seen in terms of developing a town area and implementing the plan a way from the very general aspects concepts to the very specific. It has new ideas in terms of implementation—instead of developing everything on a basis of floor-area ratios, they use tax incentives for incentive development; they use development funds to extract money from the developer to improve a certain area... they specify which street, which buildings, how much they cost. The plan integrates residential areas in the

downtown area; it puts emphasis on the conservation of buildings, in fact, it goes into detail on the differentiation between retention of buildings and the rehabilitation of the buildings, and the areas where these buildings exist. The plan puts priority on pedestrian circulation by widening corners and allocating certain areas for pedestrians; it closes streets to allow only services at certain areas. It is a plan that uses existing concepts in an excellent, comprehensive, and most professional

Credits:

Architect: William Fain, Jr., Boston, Mass.
Client team: Stuart Forbes, Richard Joslin, project review; William Bittinger, Lowell Richards, Carol Warren, concept team; John Sloan, community liaison.
Consultants: Stephen L. Quick, Michael Pittas, advisors; Lowell Richards, legal; Deborah Gott-Lin, building conservation.
Graphics, photography: Paul Kelly, Carla Schrage.
Client: Boston Development Corporation

CANNERY: OLD MARKET PLACE IN SAN FRANCISCO CITY



The Cannery was gutted, and rebuilt. Model shows as planned by architect: "before" and of Cannery exterior, showing its proximity to Fisherman's Wharf Square.

ARCHITECT

DO

ESHERICK

The problem to be solved was the production of a commercially successful center in the middle of a city. Unlike suburban shopping centers which have space to sprawl on one level, this one had to rise vertically. But then, people must know immediately there is an up; people must see other people moving up, and then they must see other people up there.

In the Cannery we have open arcades on upper levels, an open

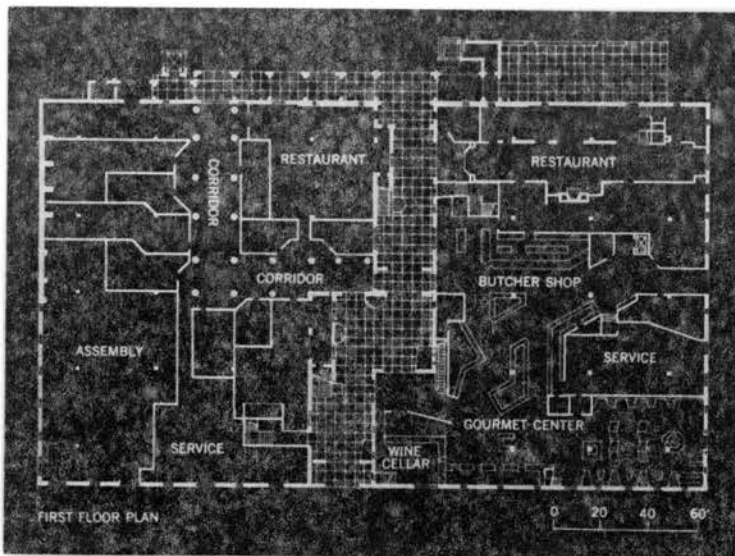
escalator, broad, open stairs, and a dramatic outdoor elevator—all with the idea of making it obvious that a lot is going on at the upper levels.

As we studied the characteristics of shopping centers in Europe and the Americas, one dominant similarity emerged—the absence of any elaborate explanations or signs. You could see what was being sold. We decided to adapt this idea of a crowded, open-air market by

permitting the architecture to set off the products being sold, rather than vice versa.

We wanted to retain the rich, exciting feeling of a marketplace, which enables a person to go through the place in a clear and obvious way, but still gives him the option of getting lost. Thus, there are enough turns, zig-zags, and corners in the Cannery to offer at least some hint of a maze.

Inside the Cannery, shoppers



Near right: main entrance to the Cannery, and plan of remodeled market place. Elevator tower with flagpole is at far right. Opposite page: outdoor escalator takes customers up to third-floor level. Arcades on several levels, connected by flights of stairs, dramatize pedestrian spaces.

on different levels become an integral part of the total scene. The great number and variety of methods of going up and down—there are seven internal and external staircases, two passenger elevators, and an escalator—are all organized to dramatize the “up-ness” of the Cannery.

To me, there is too much ready-eyed, dead-serious restoration going on, much of which isn't all that good. Old buildings such as the Cannery should be

approached with a sense of humor—a common-sense approach that candidly acknowledges the many anachronistic aspects of the building.

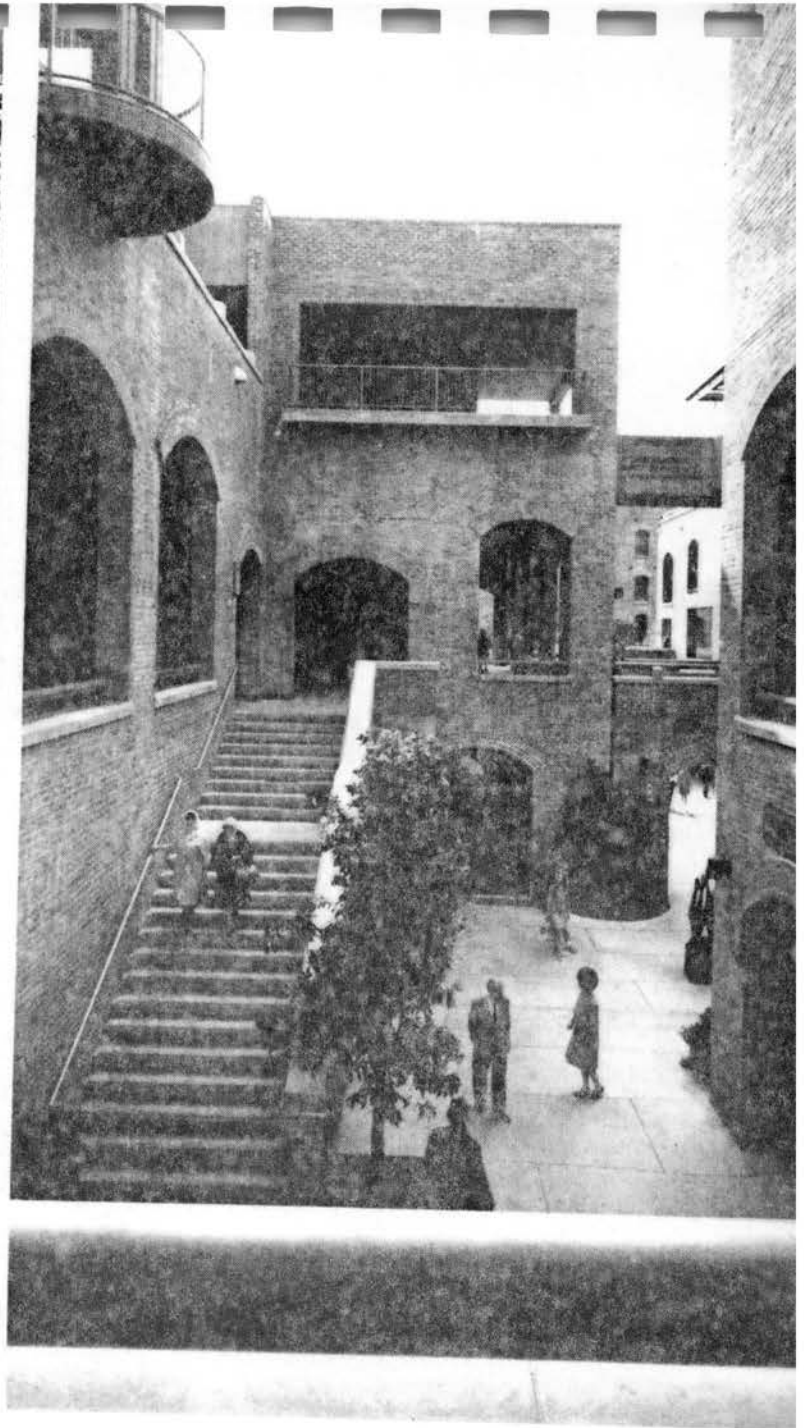
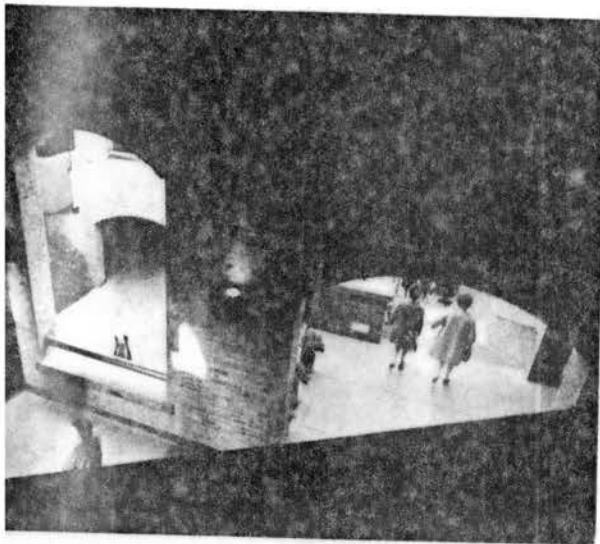
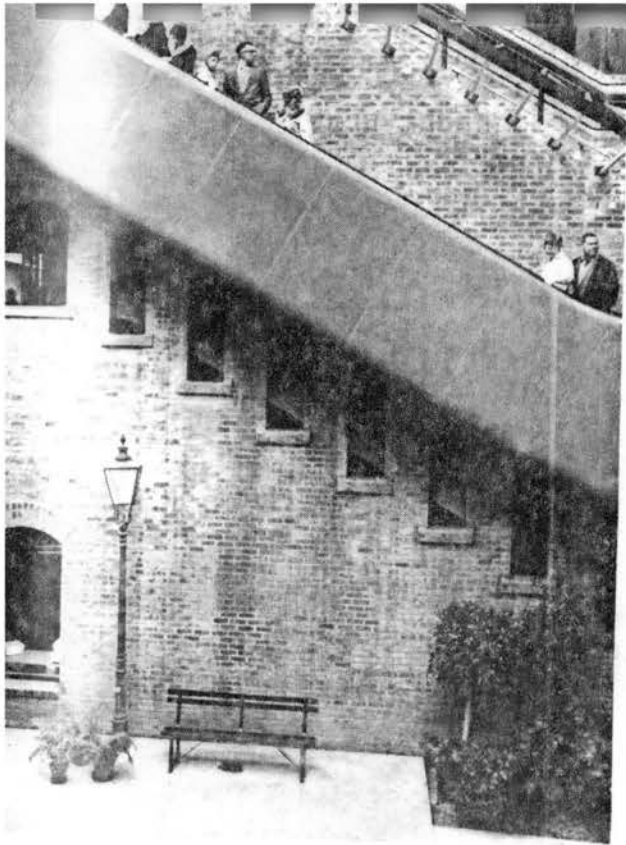
Don't get me wrong, the enterprise is serious, but it must not take itself seriously. It should not be allowed to become a mystical rite done in awed silence, which then overawes the visitor. The visitor ought to be stimulated and delighted by being at the Cannery.

HOW IT LOOKS TO A CRITIC

BY CHARLES W. MOORE

San Francisco's *GI Square* (June '65 issue) probably got as far as you can get in the sunny realm of urban renewal. The Cannery goes a step further. The idea originated with the lawyer, Leonard Martin, conceived of the ghost old D. O. Cannery just behind Fish Wharf as a natural set

Mr. Moore is chairman of the Department of Architecture at Yale University, a member of the Forum's Board of Contributors, and has frequently written for this magazine in the past.



indisers. Martin's was transmuted by ph Esherick into which seems to relationship to the ceremony (in its than it does to are's more casual

of *wabi* and *sabi* he ceremonial art tea masters dur- 400 years (and submit, into the

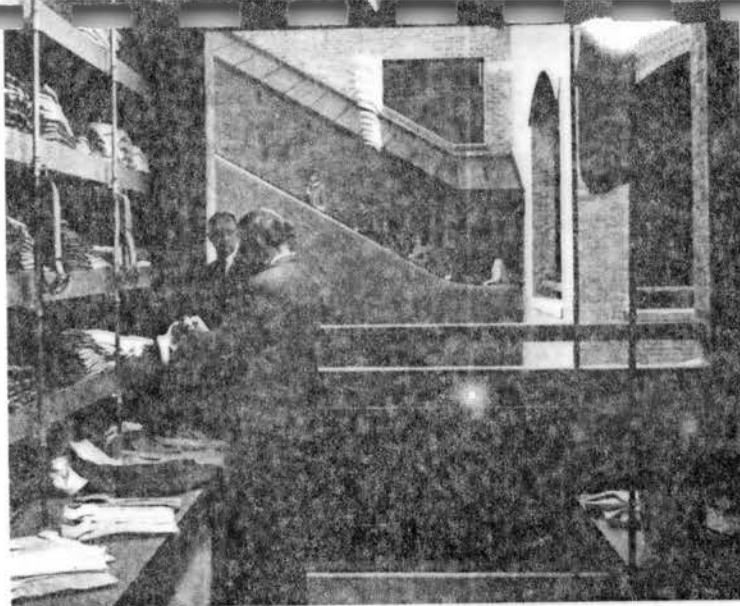
Cannery). These notions are based on the expectation that the humblest details of common life, and the objects that pertain to it, can, after serious-minded study, undergo a transfiguration which lifts them into the highest and purest levels of Art as Religion or Religion as Art. (This is almost the opposite of current pop doctrine, which holds that "if you can't beat 'em, join 'em.") In 17th-century Japan, objects useful for the tea ceremony (like

pots) might seem pretty ordinary to the uninitiated. If they had the transmuted quintessence of commonness, these objects were so prized by connoisseurs that they might bring a fortune in the market place, before taking a central role in a highly developed, highly esoteric, and certainly not popular ritual.

I don't think it is altogether ridiculous to regard the transfiguration of Leonard Martin's Cannery in rather the same light.

In this case, Joseph Esherick is the tea master who presses the super-aristocratic ritual of understatement, while the many-wallpapered kitsch of an apparel shop called Splendiferous fills a role like that of the teapot.

To be sure, the pioneer tea master can occasionally be detected tripping over the stepping stones—or was he being pushed? The block-sized, brick-walled ruins of the old Del Monte Cannery started to have a narrative



Near right: elegant men's shop, statue outside boutique, and Byzantine vaults are typical Cannery sights. Opposite page: More local color—fancy delicatessen display, a women's dress shop called Splendiferous, a complex "Miesian" parapet corner and rail, and some "accidental" touches in the existing brickwork.

unraveling of white-walled pedestrian streets inside, where Esherick, who is the past master of light slipping over white walls, could manipulate his magic; but then someone decided that all the plaster walls should be painted a spine-chilling, purple, almost brick color which soaks up the light. This is a bit like burying the teapot.

It is very difficult to describe. It is so resolutely discursive (roughly like a Norse saga writ-

ten by S. J. Perelman) that one comes away not exactly certain where he has been.

The old Del Monte Cannery (page 75, top) was a brick-walled structure with repetitive gabled ends, occupying half a large block with railroad sidings separating it from a warehouse.

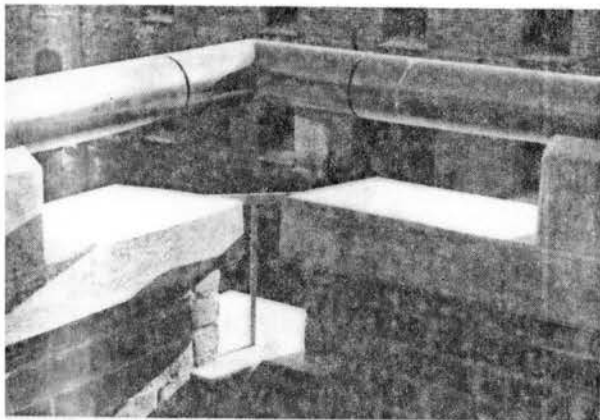
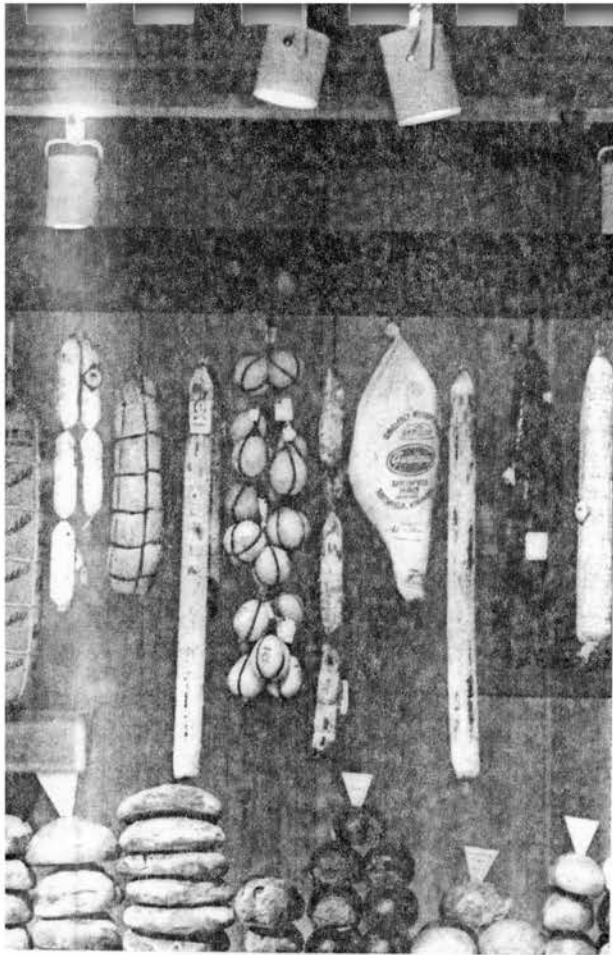
The warehouse is now being transformed into a transportation museum, and Thomas Church is turning the sidings into an olive grove. The Cannery

itself has been gutted, and only the old walls have been left; inside these walls have been placed three stories of brand new phenomena, split by a zig-zag pedestrian space. This space seems to shrug off the spatial crescendo one has been lead to anticipate at this point in the plan. Instead, the people busily buying expensive things on three levels are the center of concern, forcing their powerful suggestion on the newcomer who has not yet

spent his money.

A curiously underperforated and a dazzling as well as many stair people upward to where ordinary architectural work

The best things are nimbly flat-footed, like pipe racks, sort of, in figures illuminating the The uninitiated ar server (to return to th money) might feel the s



e would in front of
 mon teapot as he
 traight-faced ritual
 of three hideous
 that very success-
 lled Splendiferous.
 might not take sol-
 ng that the success
 lishment is precipi-
 dent of another
 called Very Very

ever digs the cere-
 even if he doesn't

get with the statues, he certainly
 ought to be good for the Mies
 corner play on the San Francisco
 warehouse idiom, with giant pipe
 rails, or the mock-Corbusian
 downspout, or the damndest stair
 rail this side of Giulio Romano.

But it is, of course, the brick
 walls themselves that form the
 real Book of Tea, describing the
 game while they spin a narrative
 at once so dewy-eyed and so mad
 that a giant Byzantine fantasy
 becomes an elegant ingratiation.

What is this tale that the walls
 are telling? Will the sardines
 ever come back to be canned?

It's wrong if this makes the
 Cannery seem at all like a joke.
 This is serious play, like the tea
 ceremony was; and the very sur-
 vival of the spirit of our cities,
 the transmutation of the local
 and the particular, the common,
 to some sort of useful universal
 is the prize. The ceremony is in
 the hands of a master; we can
 only hope no one drops his cup.

FACTS AND FIGURES

The Cannery, 2801 Leavenworth Street,
 San Francisco, Calif. Owner: Leonard
 V. Martin. Architects: Joseph Esherick
 and Assocs. Landscape architect:
 Thomas Church. Engineers: Rutherford
 & Chekene (structural); K. T. Belotel-
 kin & Assocs. (mechanical); Edward S.
 Shinn and Assocs. (electrical). Con-
 sultants: Marget Larsen (graphics);
 Richard Peters (lighting); Donald Mann
 (interiors). General contractor: Grey-
 stone Builders. Building area: 129,500
 sq. ft. (gross). Cost: \$6 million, for
 reconstruction only.

PHOTOGRAPHS: Ernest Braun, except:
 page 74, Roy Flamm; page 75 (top),
 Peter Dodge; page 76 (top), 78 (top
 right), Don E. Wolter.

THE HOME TOWNS COME BACK

architects are helping rebuild a way of living in our smaller cities and towns

Too long, now, many of our smaller cities and towns have serious trouble. Under competition from outlying shopping centers, central business districts have been falling into disuse. Houses—the core, which could bring twenty-four hour vitality, can be red-lined by many banks—leading to further decay. Once buildings—sometimes of landmark quality—are standing idle if an effective new use. In many towns, urban renewal policies of the late 1950s and early 1960s cleared portions of the central business district but did not produce the new building that was envisioned—result is a downtown parking lot. Present urban policies, and the concept of revenue sharing instead of categorical grants, place more responsibility on local authorities. More and more of our people seem less anxious to leave their small-town back-

for The Big City—but they must continue to migrate. The cause those small towns have seemed to offer no real opportunity, and not really a reality. It can't have to be that way—

but it isn't that way any more. In a small but increasing number of towns across the country, they are being returned to their former life at a rapid pace. Their newly found vitality rests on several most important bases, the first of which is that these renovations are not mere assets for town executives but are successfully trying to keep the industry from moving to what seem like more vi-

able environments. Thus mayors are joining forces with architects, business people, and concerned citizens to rescue not just dying towns, but a way of life which is becoming more and more special and irreplaceable and therefore urgently worth saving. The development signals a fairly radical turnaround in our attitudes. In the past half century, architects, city planners, sociologists, and psychologists have spent much—indeed almost all—of their time trying to explain and describing the pleasures and the terrors of life in the urban centers—almost as though it were a foregone conclusion that sooner or later most of the population would wind up living there. Many writers have praised the city for those very qualities that normally make it seem unappealing: its ugliness and therefore its contradictions, and the fact that it is the only place where

therefore its excitements. Some psychologists have even gone so far as to claim that it is *only* by facing the challenges, complexities, and inevitable defeats of city life that an individual (and from that a society) can ever pass from psychological adolescence to psychological true maturity.

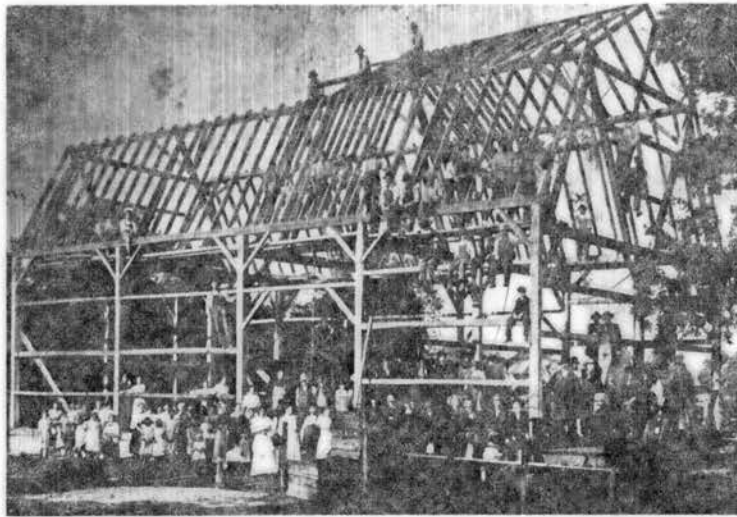
What these writers on city life fail to notice, of course, is something which generations of Americans have known about for years without bothering to read the psychologists' works. For whereas the psychologists have learned to see the value of disorder and conflict, people in general have always understood the value of order. In the 1960s, for instance, a new generation of young people began to discover the pleasures of an altogether rural, completely un-urban life in places like Vermont, the deserts of New Mexico, and the North Coast of California. The relatively solitary, relatively un-social life in places like these provides an extreme alternative to big city life.

Another alternative still, which has been more and more sought after since the end of the Second World War, is life in the suburbs, and indeed whole cities—like Los Angeles and Houston—have grown up to bear more formal relationship to the suburb than to the traditional city. Life in the suburbs is characterized by many as calm and relatively serene, with minimal and sociable brushes with the neighbors (who, with any luck, are pretty much like yourself), and it is often characterized as well as

being free from strident social involvements. Some, on the other hand, see suburban life, beneath a thin surface of orderliness, as being rife with boredoms, tensions, and hostilities.

In any case, these three contexts—urban, suburban, and rural—offer people three extremely different options for confirming and modifying their own identities by their choice of where and how they live. To these three options we now add a fourth, which has lately been overlooked but which is becoming more and more popular in America and which is represented by the newly burgeoning small towns across the land. We call this new option life in the Home Towns.

The term Home Towns has two specific meanings, both of them extremely obvious. Home Towns are Home Towns because they feel like towns, and because they feel like home. We think a community



"In pioneering times, the civitas came together in the cause of survival. Nothing less than a return to this survival spirit is needed today. There is not enough money in the world to save our towns and cities without this individual commitment."—Victor Christ-Janer

other community, and when it does not feel so large, so so forbidding as to be a city. We think a community feels like when, on the one hand, a person can have the opportunity and ease of personal involvement in it, personal challenge, and personal achievement in a way that is usually rare in big cities, and when, on the other hand, there is the sense that there is in fact something of worth to get involved in—a sense that is often lacking in rural areas, sometimes lacking in the suburbs.

Personal involvement and the possibility of personal achievement expressed are the keys: Home Towns are towns where effective meetings are still possible. They are places where people are engaged—some of them for the first time—the sense that their participation in the civic life matters.

This issue of ARCHITECTURAL RECORD contains eight case studies of towns where these things are happening—plus an essay on where the ideas are coming from. The towns are:

Aurora, Illinois. Centered on an island in the middle of a river—like Paris's famous *Ile de la Cité*—this medium-size town had turned its back on its riverfront assets and had thus virtually buried itself. Today, a program of vigorous public reawakening—planned by planner Ben-Ami Friedman—has created a wave of public interest being combined with the city's aggressive new financing policies to make Aurora a special place once again.

Sanbury, Texas. Community pride in this small hamlet has stimulated facelifting and the renovation of its major structures—all with public money.

Bridgeport, Connecticut. In this venerable town, a program of recycling, recycling of worthwhile buildings, and construction of new buildings is gaining momentum. This program, initiated by architect Victor Gruen, is being spearheaded by the architect and by the city's banker and one of its major manufacturers. Phase one of the program has so far included the rehabilitation of an industrial area into

an office, recreation, and shopping center that attracts crowds of people into this once-rundown district. A smaller but significant aspect of phase one is the rehabilitation of a number of housing districts. Phase two includes plans to recycle an abandoned railroad station, refurbish a rundown waterfront district, and develop a transportation office-building, and pedestrian-mall complex in the run-down central core of the town.

Savannah, Georgia. This town is no stranger to the cause of historic preservation—saving itself by saving its older buildings. But here is a new twist: on the fringes of a designated historic district, dilapidated Victorian houses are being remodeled, not only to sustain the architectural fabric of an area, but to maintain and create much needed low-income housing.

Corning, New York. Skillfully coordinated dollars, planning, and design are turning this New York State factory town into a meat-and-potatoes mixture of fine new buildings, fixed-up old ones, enjoyable public spaces, and dusted-off heirloom streets.

Grand Haven, Michigan. Here a "citizen architect" managed to raise the curtain on the Main Street of this small town—with The World's Largest Musical Fountain.

Gananda, New York. This New York State New Town is on the move again after more than its share of troubles, and at the center of its first part is a building that pays as much attention to asking the right architectural questions as answering them. Urban Design Associates discovered that planning a new neighborhood center can be a game and they used the gaming technique to discover what people who would be affected most by the new town liked and disliked. The design for the new neighborhood center, organized along a pedestrian way, evolved directly from the large volume of material produced by the games.

Dayton, Ohio. The Ohio architectural firm of Lorenz William Lively Likens and Partners began their work in Dayton with a series of commercial buildings built to standard concepts—but they applied to these buildings as well some more comprehensive goals which are now beginning to pay off in the form of a unified urban center, and in the form of enthusiastic public support.

Then there is the broad question of:

The effect of current methods of financing renewal. Significant private investment in renewing the urban centers of our smaller cities and towns usually begins after skilled architects and planners have successfully played the game of "grantsmanship." An important part of the architect/planner's role today is finding funds for preliminary studies and the preparation of plans, as well as procuring construction money to renew the downtowns of America's Home Towns. Today's best physical planners know how to put together development proposals that take advantage of monies made available by Federal, state, and

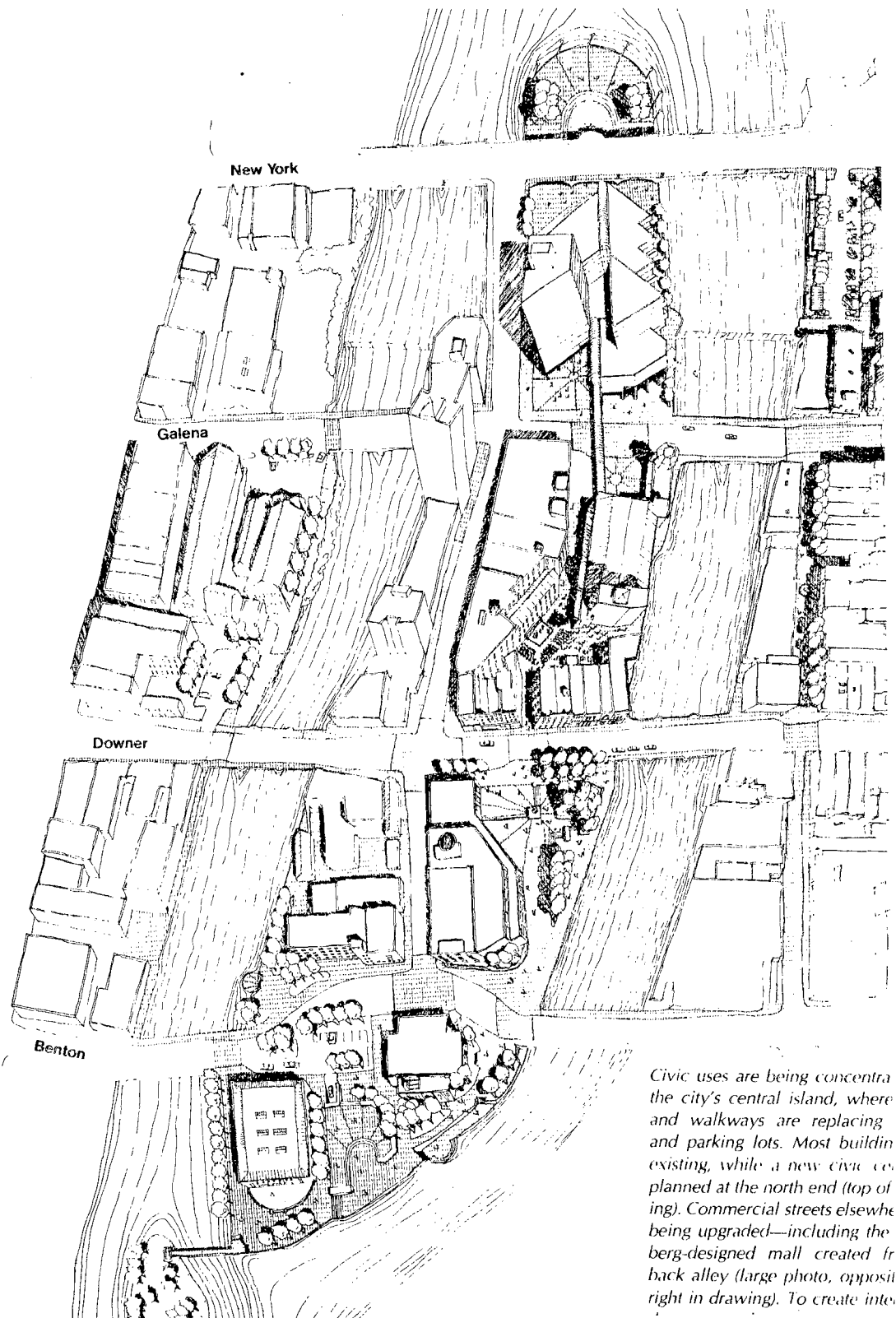
AURORA

rediscovery of a forgotten asset—
central island—is creating a
new spirit in this Illinois town

located 40 miles west of Chicago, Aurora has had a long history as a prosperous city with an industrial economy. The current population is 80,000 people and that may well double in the next ten years. Even a strong financial basis, the city should be vital and healthy. Its physical assets include both colorful architectural reminders of a favored past, and a unique situation on the Fox River, in which an island similar to Paris's *Ile de la Cité* occupies the urban center. There are one and a half miles of frontage on the water and its cascades.

But—in an often repeated pattern—much of the metropolitan commercial activity has gone to the suburban shopping centers. In an effort to reverse the trend, gaping holes in the urban fabric have been made for parking lots, and once-dignified facades (including that of the 19th-century era house) have been covered with attention-getting signs and metal screens. Property values fell 10 per cent in the ten years prior to 1974, the same year that 4,000 acres of adjacent farmland were annexed to raise the tax base and form a new urban center. At that time, “downtown” was clearly in trouble, and—at the “eleventh hour”—the city hired a planner, Ami Friedman. He formed a team of associates: Shirley Dugan, Andrés Rojas, Carla Hall, Gary Wendt and William Donnell. Numerous consultants in such diverse fields as economics and sociology.

Friedman's group quickly recognized that the central city's problems were inexorably tied to what was happening around it, and produced almost simultaneous studies for the business district and for the surrounding region. The purpose was to demonstrate that no rational decisions could be made in any one place



Civic uses are being concentrated in the city's central island, where walkways are replacing parking lots. Most buildings are existing, while a new civic center is planned at the north end (top of page). Commercial streets elsewhere are being upgraded—including the Berg-designed mall created from the back alley (large photo, opposite page). To create inter-

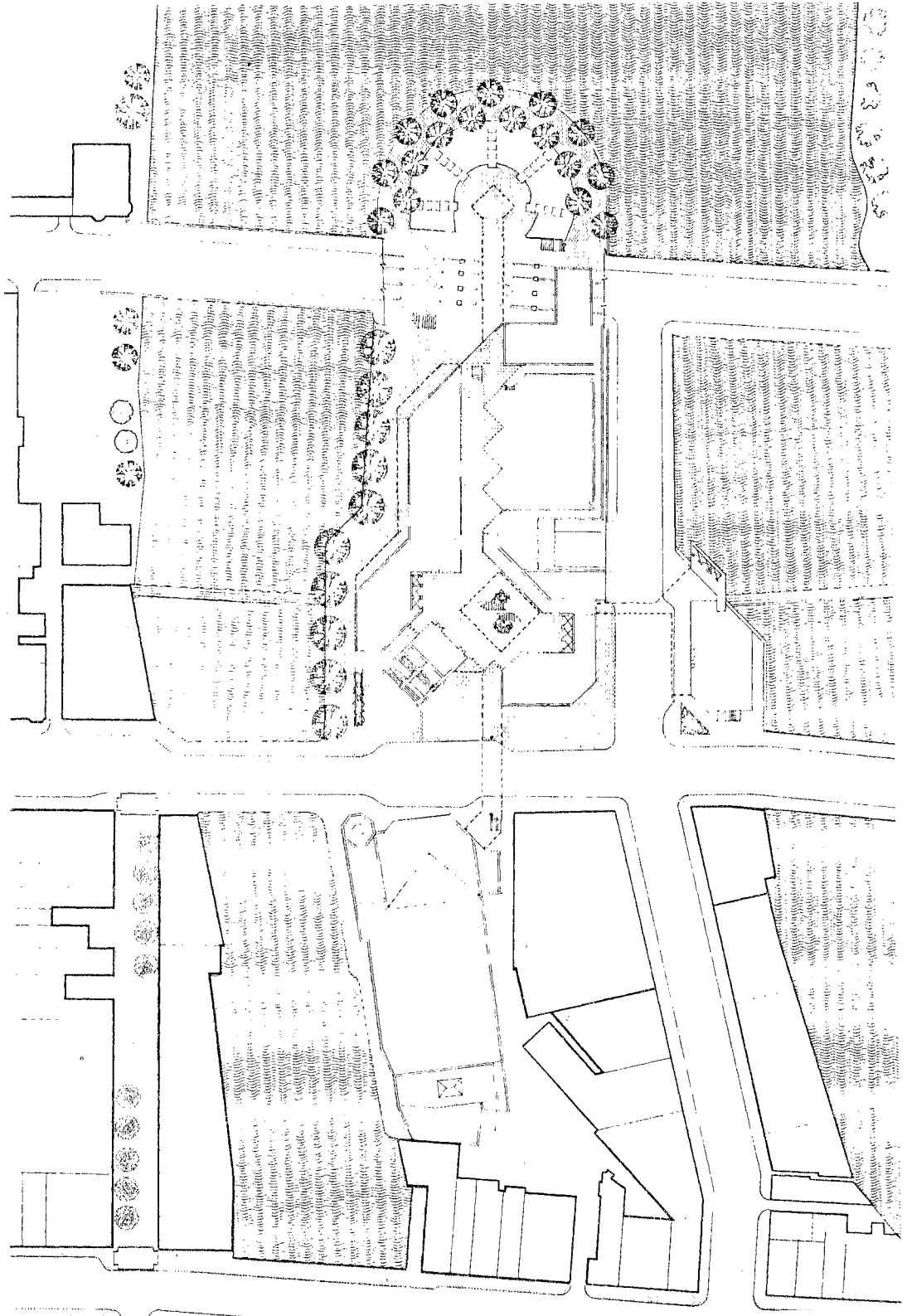
and historic growth patterns. The studies were to produce the preferences for only a strategy of change. "Too many precise plans have lain unused on shelves. Few people really read reports, and they still relate to them—especially when they are projected too far into the future. The key to almost any current civic improvement is popular support, and the plans for the public's participation decisions must be furnished in time before finite objectives can be successfully established." And that was needed in Aurora first—a 180-degree turn around in public attitudes.

Accordingly, a public "workshop" was opened, and discussions to determine objectives began. From these, three civic projects emerged that were to be possible for, respectively, general improvements; a civic center complex; and an annual arts festival—the *Aurorafest*—to promote public interest in the city. An important benefit of the groups was stability in the community for improvement programs, and hence the subsequent ability to commit city funds.

As ideas began to coalesce, a primary tool for further discussion was produced. It was called a decision chart, and it graphically presented options in the categories of the city's surrounding, physical form, housing, civic and commercial facilities and traffic. Each category was divided into groupings of existing conditions, outstanding issues, possible over-all policies, and possible specific actions. The chart has recently won approval from HUD.

A list of recommended first priority projects was made, and it included a new civic center (public, government and private theaters, and convention center); remodeling of an existing movie theater into a civic auditorium;

the island—large photo, opposite—where existing structures are to be rehabilitated by landscaping, new construction and restoration (such as proposed for the row of commercial structures, photos bottom). Similar reorientation is proposed for commercial streets throughout the city. The end of the island (plan, below photo, right) is to be developed as a civic center according to design by architects ELS and FOFQ on land that is now a parking lot. A pedestrian promenade is run the length of the island, which includes a mixed-use arcade between the existing loft-type buildings.

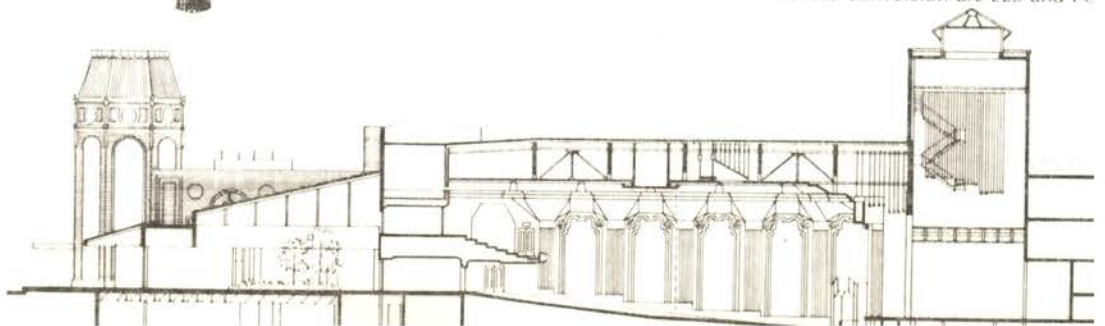


arily pedestrian oriented en-
 nment; rerouting of through
 ic to avoid shopping streets;
 preservation of existing struc-
 s. Associated architects The
 Design Group (partner-in-
 ge: Geoffrey Freeman) and
 ier, Orr, Fairbank & Quam
 2 retained along with their en-
 ers Holabird & Root to design
 civic center and auditorium
 captions). Landscape archi-
 Paul Friedberg was commis-
 sed to design the malls and
 s.

From the beginning, planner
 sman worked closely with the
 to find funds for the public fi-
 ed projects; and with poten-
 developers to obtain their
 ions of proposals that might
 arried through by them. Plan-
 funds were obtained from
), the National Endowment
 ne Arts, and both the Federal
 State Departments of Trans-
 ation. Under NEA's program
 ity Options, monies were ob-
 d to study better uses of the
 banks and landmarks, and to
 lish *Aurorafest*. HUD pro-
 d the city's own staff to carry
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 sibilities. In 1974, the City
 ncil issued \$12.8 million
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 ance the priority projects. At
 rging of the design profes-
 sionals, these monies were de-
 d to general amenity-raising
 ovements (such as landscap-
 and walkways—especially
 3 the rivers), and not to the
 ous highly visible civic cen-
 he idea was to create first the
 ite for local pride and inter-
 nd hence finance improve-
 s insofar as possible by pri-
 development. Still, partially
 c monies for the civic center
 oximately \$10 million) are
 red and will come from state
 s. Altogether, Aurora demon-
 s the results of abilities of de-
 professionals that as a result



*As part of the eventual civic cen-
 lavishly-ornamented existing in-
 house built in 1930 (the octag-
 tower is visible in the plan, model,
 southeast view of island, over-
 back), is currently being restored
 adapted to a municipal auditoriu-
 has 2000 seats in the main room,
 will have a smaller 300-seat the-
 below a new glass enclosed lobby
 be built next to the projecting entr-
 tower (left in section). The archi-
 for the conversion are ELS and FC*



CORNING

New York State factory town hits the comeback trail with a line of handsome new buildings and dusted-off heirloom streets

Rebirths never start where most people think. Whoever would have thought, even ten years ago, that an old city like Corning, with some 17,000 people, would be turning into, as most certainly has, a city whose rebirth has come?

The home town of Corning Glass Works since 1868, and edging both banks of the Chemung River in one of the peaceful valleys of New York's forested South-Tier, Corning is, to be sure, a classic "company town," one with a difference. A lot of bucolic charm is among its white-collar families, and a lot of lethargy among its many blue-collar workers, got washed away in the raging flood brought on by Hurricane Agnes in 1972. With 60 percent of the city under water, the whites and the blues immersed themselves in the hard job of fixing up these once-sleepy surroundings, stepping up plans for revival and rehabilitation that were on the boards when Agnes hit. Before Agnes, there was the nagging question among local planners, "What if someone gave this renaissance, and nobody came?" Five years later, the whites and blues not only exchange places, but at noon, or after work, one can find many of them together, over at local architect John Connell's Woodhouse bar, which is the *only* local architect and brewer's good one) having a beer.

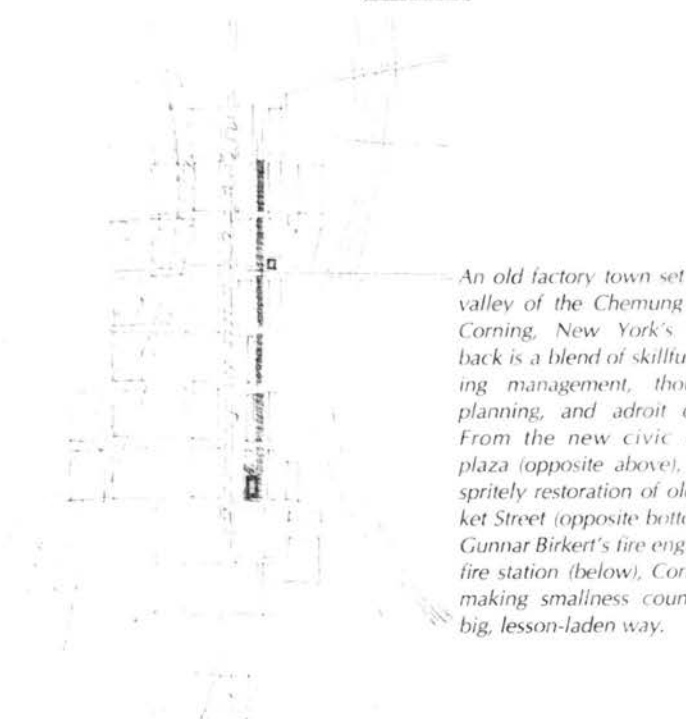
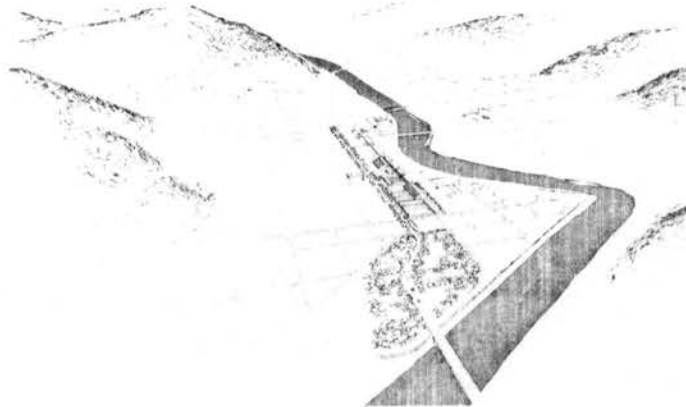
People had wondered what kind of "modern" bar he would come up with for the Woodhouse patrons. What he came up with, in its basic attitude at least, pretty well explains the come-hither, people-pulling quality of every-where else that has been happening around here. Explains Connell, "I wanted to build a bar that would show that you can have a place that is both 'good modern design' and still very friendly. By

been so 'good' that the guys wouldn't have felt comfortable hanging around and having fun."

All over Corning today are planning, building, and preservation accomplishments, some expedited by Agnes—but consciously developed to have the egalitarian, elbow-grabbing, "hi, guy" quality that the local architect captured in the Woodhouse. These accomplishments, though designed by comparatively "big time" architects from outside, and leavened by the brilliant rebirth of Old Market Street, the city's four-block-long main stretch, cast a whole new light on what the citizens are up to—or at least a whole new light on how urbane our outlying communities could end up being. Market Street, newly paved and planted, its old buildings from the 1890s being fixed up like new (or like *old*), threads right into the downtown renewal area, for which planning began back in 1970. And even here, with a familial cluster of new construction, the two-, three-, and four-story scale of Market Street called the shots.

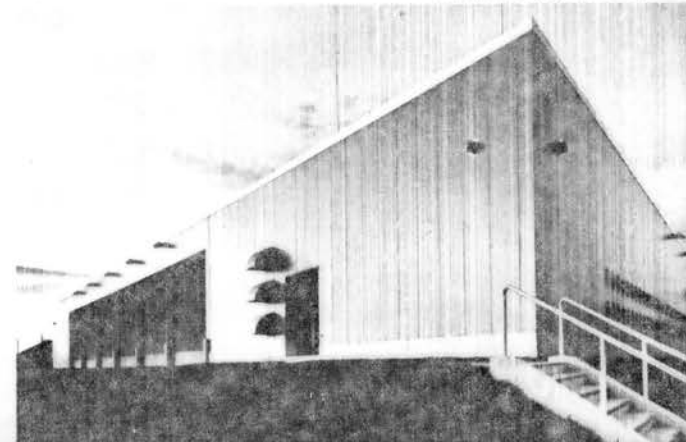
The comprehensive planning and design guidelines for this Downtown Project No. 1, as it's called, were done by the architectural firm of Geddes Brecher Qualls Cunningham (GBQC), and the new cluster of buildings is ranged around and related to their landscaping, plaza, fountain, and vast outdoor covered skating rink. Its roof, a filigree of trusswork and plastic skylights supported on widely spaced, spare columns created the impression of a hovering, horizontal, and protective plane.

On one side of the rink is the new City Hall by RTKL Associates. On the opposite side is that firm's Public Library—both buildings of concrete, with generous sheets or ribbons of glass. RTKL skillfully



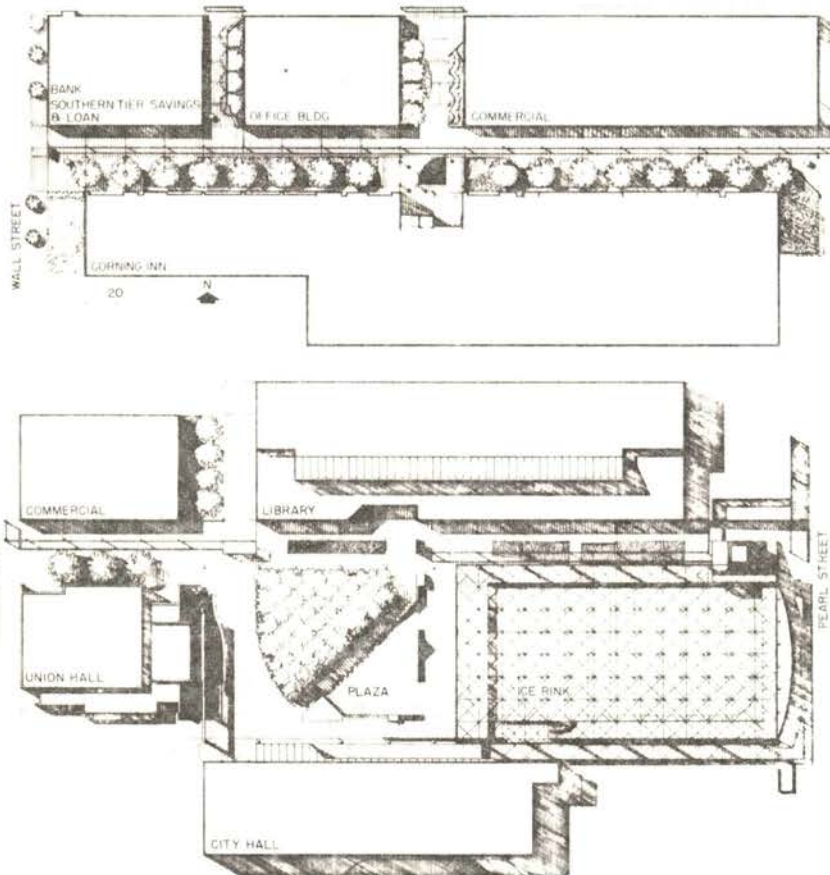
An old factory town set back in a valley of the Chemung River, New York's comeback is a blend of skillful management, thoughtful planning, and adroit execution. From the new civic plaza (opposite above), the spirited restoration of Old Market Street (opposite bottom), Gunnar Birkert's fire engine fire station (below), Corning is making smallness count big, lesson-laden way.

Norman McGrath photos except where noted



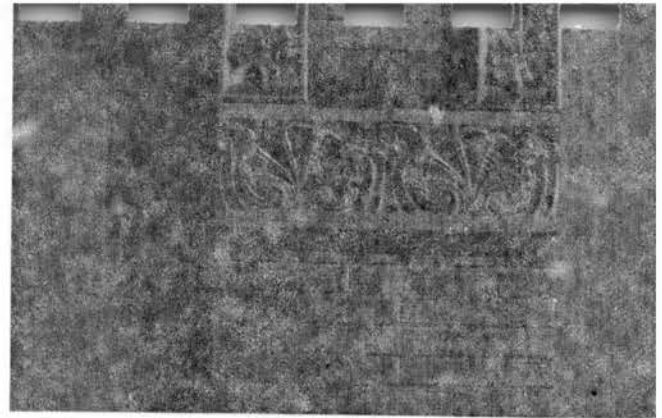
definitive edge along both sides of the rink and its adjacent plaza. Like City Hall's interior walls, facing outside and seen through the glass, are practically part of the interior space, and these walls are embellished with a so-called "copper wall," done by the eminent photographer Elliott Erwit, using blow-ups of his pictures of townspeople, and turning an opportunity for amenity into an occasion of levity. Inside the Library, RTKL has splashed color and shape and wall around, and although the variations were initially opposed to having their new building in the civic center plaza area, they have nevertheless come up with a real rest." For one thing, there are a few places where people can sit up to a book depository.

On the west edge of the plaza, just beyond new trees and arches and the fountain, is Joe Jonnell's new hall for Local 1000 of the American Flint Glass Workers Union. And just west of it, ranging on to the beginning of the Market Street restoration area, is the 150-room Corning Hilton Inn, by Sasaki Associates, with multi-level, tapestry-hung, lavishly planted lobby. It is at this critical juncture between the half-square-block renewal area and the Market Street district, that design subtleties really show their stuff. For example, the darker color and striated texture of the exterior of the Inn allows a gentle transition near to the rich brick detailing of the buildings on Market. Then, as one enters along, eastward, toward the plaza and rink, the exterior becomes lighter, the exterior more crisp and smooth. Continuing all the way through the civic center, past the Inn, to the market, GBQC has provided a long linear esplanade that is capped, in turn, by a continuous aluminum-supported beam. This



The Corning Hilton Inn (opposite top) by Sasaki Associates ranges 480 feet from Market Street, providing its scale with warm, rich hues. The ice rink and open-space amenity (below) by Geddes Brecher Quinnham (below) is for the new City Hall (middle) and Public Library (opposite, bottom) by RTKL Associates. There is a recurring and-take between indoor and outdoors, and the corridor draws closely around the rink, hovering under the rink's roof. No one building feature is meant to detract from the whole.





which, it is to be hoped, will hang out from the bordering buildings as, gradually, more of them—designated primarily for commercial purposes—are constructed west of the Library and across the esplanade from the Inn.

James Sheaffer, executive director of the Corning Urban Renewal Agency, who has masterfully coordinated the funding and planning of all this, explains, "Sure, the civic center could have been just another rectangular building, even a *good* one. But we felt that we were really involved with two things here—the activities indoors and the activities outdoors. We felt there should be a lot of give-and-take between views and activities and people and feelings, so that the business of government might actually become the *reason* for these things coming together instead of being unto itself and apart from everyday life."

David Chiodo, an architect who is manager of product and business development for Corning Glass Works and intimately involved in shaping the design-review process here, reinforces Sheaffer's point: "How *do* you tell an architect who wants to work for you, who has put his heart and soul into a scheme, that it's no good? And what does 'no good' mean? Our design review committee set guidelines that made it pretty plain that 'no good' would mean coming up with some superstar scheme rather than with one that would reinforce the character and scale of the composition as a whole. Of course, amenity means more than having a lot of good-looking buildings and pleasant plazas. And a place, like we

have created around the center, can't be said to have any humanity unless it leaves room for people, in a natural way, to do what they will. We want to create room for that kind of natural responsiveness here, another collection of open space. So it was important to make it clear that the buildings would be expected to work together and that it should be a dynamite job for others. We still have a way to go in making the area what it is," Chiodo adds, "so the rink and plaza will end up being more than a receptacle for morning papers and people. There's got to be more thought up for people to look at their heads and say, 'What's going on downtown? What's something going on.' Now we've designed some good openings and nice spaces, we've got to get busy and design some things into the things people can see when they come down here."

Nearby Market Street, the activist Restoration Project headed by Norman Mintz is already solving part of that problem. When the Agency was set up in 1974, the year that Market Street was designated a National Historic District, 35 per cent of the 125 stores were vacant, and the kind of blight that occurs on so many main streets was perpetuated by "garish signs" in aluminum cladding and garish signage—all in the name of "modernization." Well, then, Mintz's design skill, subtlety, and the economic interest of the merchants themselves, the cover-up is also the care, color, variety



firm of old building craftsmen is brought back into the light. As Mintz, "If 750,000 people visit the Corning Museum every year, we could imagine maybe half of them visiting Marquette if it were an interesting, fascinating, fun place to be and to shop. Well, that did it, really, and especially when we convinced the First Bank and Trust Company to restore its building rather than build for some old new thing. I've been very careful not to impose prettified precepts on the merchants and to work with them in pointing out the simple things that can be done to bring out the historic qualities of their buildings, which, put another way, means to tap up the potential of their businesses." Mintz is right. Business is—a 600 per cent increase in rentable property. Amenity is almost a necessity, and to the merchants. The next step? Trying to get the upper floors ready for retail and—try hard, boys—the adventuresome souls who would like living right downtown above the shops.

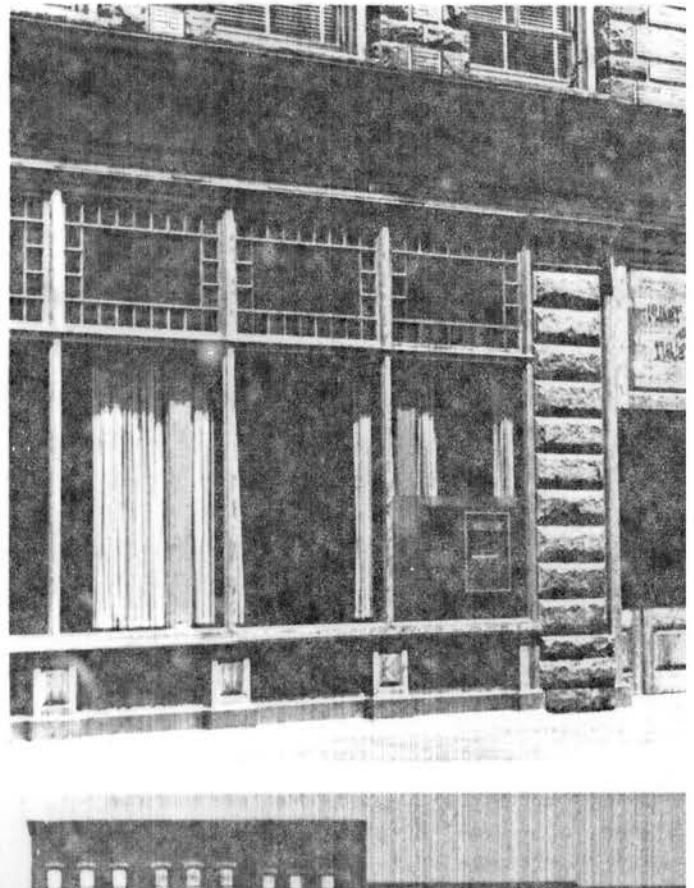
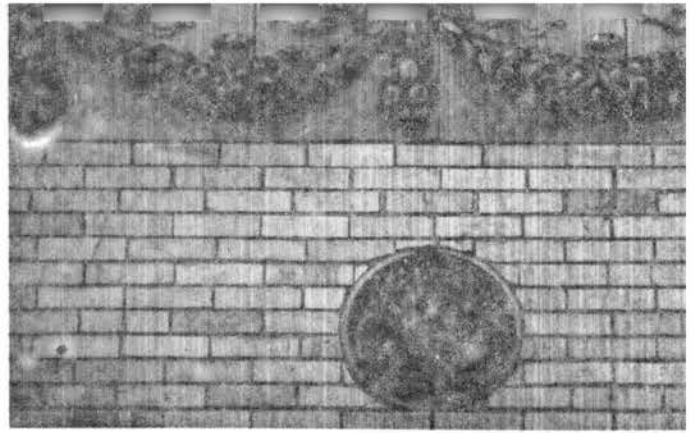
The funding for this reveling at the grassroots has been a remarkable mix. The Corning Glass Works Foundation has sown almost \$2.9 million in seed money in the last five years—including \$26,000 for Market Street, \$28,000 for the initial planning of the renewal area, \$1.6 million for the library's construction, \$30,000 toward the ice rink and related amenities, \$80,000 for the architectural fees for City Hall, \$125,000 for the People Wall (the \$10,000 more came from the National Endowment for the Arts). The \$64,000 fee for the new triangular fire station by Gun-Birkerts was also discovered. Working with Chiodo and the design review committee, and in close counsel with Sheaffer, the restoration has been able to

redeveloping community.

Of the non-private sources, \$7 million went into the downtown renewal project, a fourth of that from state and local sources, the rest from HUD's urban renewal program. The downtown restoration effort was assisted with \$251,000 from the New York State Department of Housing & Community Renewal, and a matching amount from HUD's Open Space Program, plus another \$150,000 from the State's Office of Parks and Recreation. While a lot of cities have nickled and dimed their way to mediocrity, Jim Sheaffer, through careful definition of need and specification of priority, has done a lot with a little, causing one to reflect on whether or not the formula approach of the current Community Development block grant is inherently superior to the thoughtful use of the older categorical programs. Let Jimmy Carter come to Corning before rehauling HUD in his new administration.

There is not a much nicer compliment one can pay a man than to say that he's a "regular guy," which is why it's easy to compliment Corning, which is making the most of "regular buildings." A lot more is on the boards, including the multi-phase Agnes Project for the north side of the Chemung by the Ithaca, New York firm of Levatich, Miller, Hoffman, and meant to improve housing and recreational facilities, all left in ruins when Agnes broke the levy. Meanwhile, Birkert's fire station sits on a rise in the neighborhood, drawing crowds of children. "The men want to work double shifts here," quips fire chief Charlie Houper, who doubles as building inspector and who had just issued a permit for another facade rehabilitation.

"We're devoted to smallness here," said the fire chief, and



GRAND HAVEN

How a "citizen architect" raised the curtain on the Main Street of this small Michigan town— with The World's Largest Musical Fountain

Melinda Blauvelt and J. P. Chadwick Floyd

In the 1950s the Main Street of Grand Haven, Michigan (population 12,000), was suffering from the same case of the downtown blues. People didn't want to shop any more, and storekeepers, heartened by failing trade, let their stores deteriorate. By the early 1960s the urban decay had become irreversible—until a local artist, Dr. William Creason, decided it wasn't.

Armed with the memory of a musical fountain he had seen in a downtown nightclub a decade earlier, Creason waged a grassroots campaign to build The World's Largest Musical Fountain right on Grand River. Every time he pulled a patient's tooth, Creason shared his tale. With fifteen other members, including a mechanical engineer, an electrical engineer, a plumber, our citizen architect soon collected close to a quarter of a million dollars for the fountain.

On Memorial Day, 1963, at eight in the evening, thousands of Grand Haven citizens gathered on Main Street and were thunder-struck as the unsightly downtown transformed into an exciting and unique theater. Strains of the "Blue Danube Waltz" came out of the hill across the river and lit up the street. A 250-foot row of water columns rose into the air and gamboled a hundred feet above the street. Dr. Creason—by then mayor—said, "Some people clapped, some cried." The musical fountain had captured Grand Haven's imagination.

In response, the town approved tax dollars to build twenty-five theater seats at the end of Main Street and a waterfront promenade. Shopkeepers, recognizing the new attraction promised to fill their coffers, painted their storefronts and replaced signs. Fourteen years later, The

town's pride. What makes it so astonishingly successful? Here are five considerations that Dr. Creason and his friends made when they built the fountain:

Image change

Dr. Creason was sensitive to the decay in the image as well as the fact of Grand Haven. He knew that a dramatic gesture was needed to put the town nowhere back on the map.

Visibility

Every good landmark stands out. Dr. Creason chose the hill across the river as the site for the fountain because it was centered at the end of Main Street.

Elevation

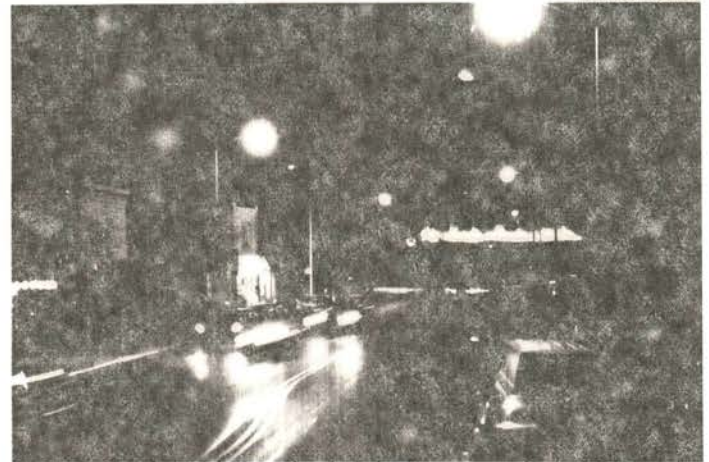
Dr. Creason exploited another cardinal rule of good theater: an elevated stage heightens any drama. The musical fountain performs its routine 180 feet above the level of Main Street.

Personality

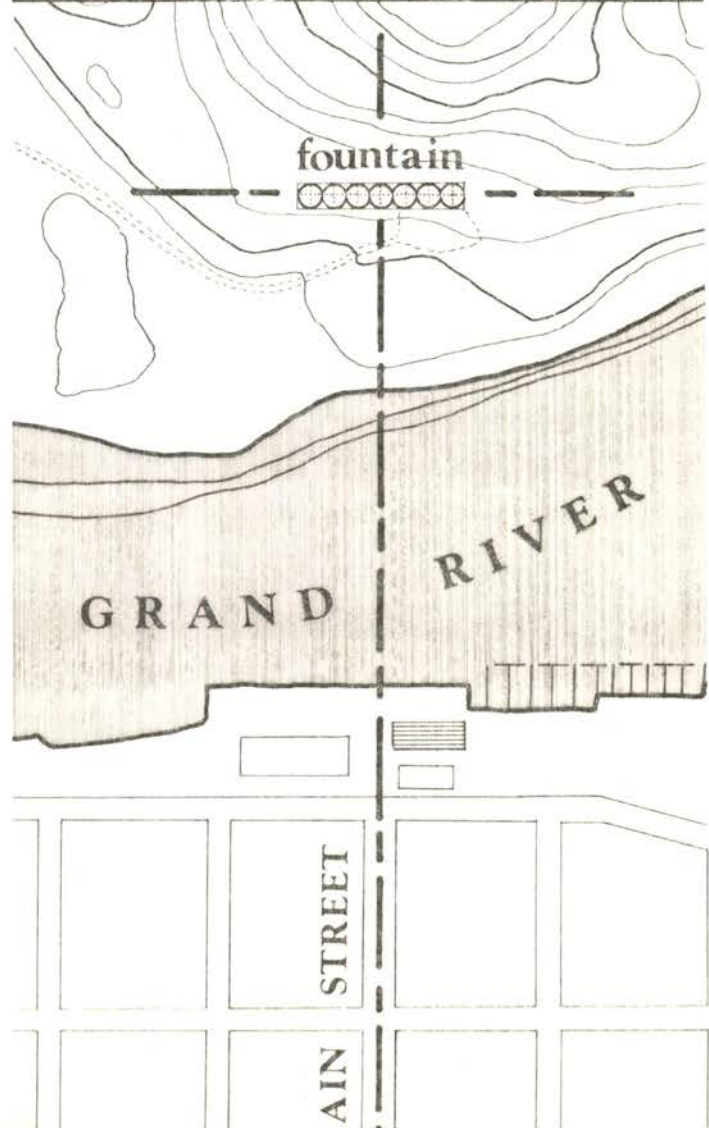
Nothing gets old faster than a showman with only one routine. Capable of 1,875,352,000,000 variations, the symmetrical water plumes are as protean as any dancer. The Grand Haven Chamber of Commerce reports that the most frequent reaction is, "Why it's almost human!"

Citizen involvement

Long after tax-implemented renewal programs are forgotten, the citizen-inspired and citizen-engineered fountain will continue to be a reminder that Grand Haven is people-controlled. As one citizen says, "We don't think of the fountain every day now. After all, it's been around for quite a while. But on special times—Easter and Christmas—we go to see the show. And then two or three times a year, when friends come to visit, well, the first thing we think of to



Melinda Blauvelt



GANANDA

(an upstate New York new town and a collegiate community surprisingly similar) demonstrate a game plan for pinpointing people's needs and wishes and dreams

Joseph W. Molitor

Pittsburgh firm of Urban Design Associates has gained a solid growing reputation for their talent in identifying the particular and various forces that go into creating an architectural program. From that, a building. The confluence of economic, political, social, and individual needs and urges is their special enthusiasm—at the expense, some of their critics argue, of gloriously photographable architectural images, but to the greater glory, the firm's partners David Goldstein, James Goldman, and Raymond Gindroz would reply, of their real purpose: good buildings.

Two projects by Urban Design Associates are shown on these and the following pages as further evidence of how architects help build a way of life in the new Towns of America. One project is for a small college in Pennsylvania (not really a town although certainly a community) and the other is for the still-nascent new town of Gananda (not yet a town, and a place curiously riddled with controversy). Both projects are nonetheless right to the point, because they try to do something that is very close to the heart of the whole new Town idea: they try to give people the sense, and indeed the ability, of having *their* needs and wishes help shape their environments directly.

The town of Gananda, near Haverhill in upstate New York, in recent months come close to becoming the contentious centerpiece of the new towns design—partly because of the extended delays in getting much of anything very substantial built there. A word from Gananda is that housing construction is about to begin in earnest—around Urban Design Associates' first neighborhood center—a building complex (and a complex building) that houses a



On the outside (photo opposite) the first Gananda neighborhood looks like a series of big barns, with long and low red roofs and its triangular dormers. On the inside (above) it becomes a small city, with many facilities opening onto a central pedestrian mall. The center is designed to serve a neighborhood of 1,500 to 2,000 families; this is intended to combine with other neighborhoods like it to produce the final town of Gananda, intended to have a population of about 80,000 people. When Urban Design Associates' architects of the first neighborhood center, were commissioned, they brought in politicians, bankers, and

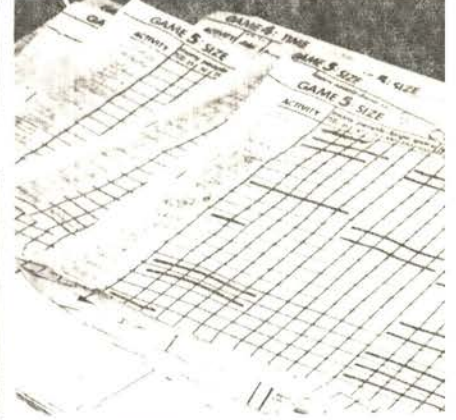
Gananda's original planners and developers envisaged a town which would grow, neighborhood by neighborhood, to 80,000 people; each neighborhood would have 1,500 to 2,000 families, and it would cluster around its own neighborhood center. In 1971, the neighborhoods would be grouped around a city center, which would include large-scale facilities and amenities not found in the neighborhoods.

When Urban Design Associates were put in charge of developing the center for Gananda's first neighborhood, the developers did not envisage a design process that would involve citizens—because at that point the site was no more than open country.

Or so it seemed. Urban Design Associates pointed out that, from a community not existing, participants for a useful process were readily available, and that it was important to use them. Thus, 300 or two hundred people were invited to participate in designing the center—and these included elected officials from the region; administrators of local, county, and state agencies; rural people whose lives would be affected by the new town; and a sample of the "market," including businessmen, professionals, home builders, and families. The process was a town meeting.

Urban Design Associates call these participatory sessions "games"—an unusual use of the word, since here the games involve groups of people not exercising their skills in competition with each other but in concert against a single enemy, the professional indifference, which so often refuses to give them the kind of environment they know they want.

The Gananda games were financed by the Educational Facilities Laboratories, and in essence



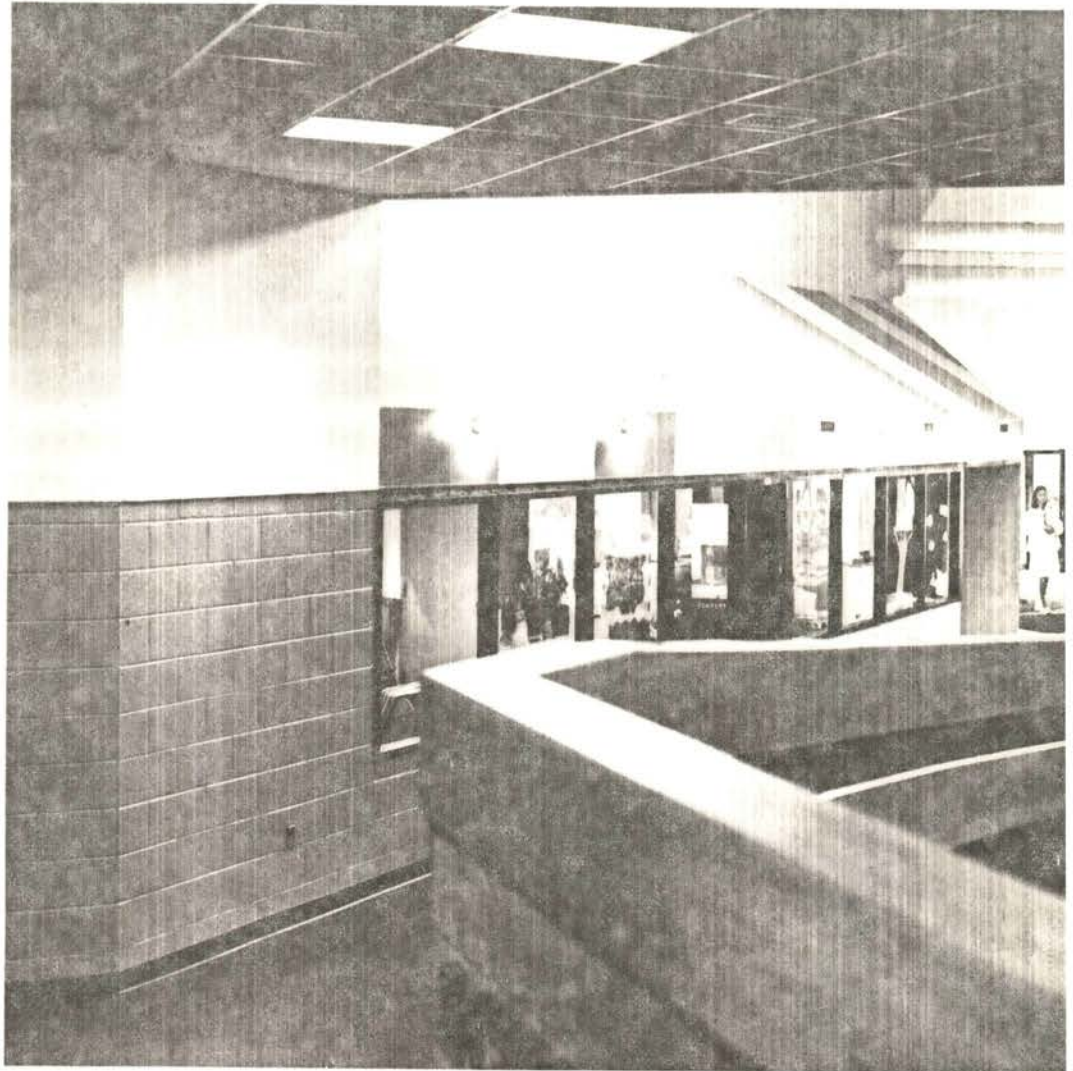
ked the participants which pub-
: activities they thought central
a neighborhood. On the basis
the responses, a number of
mes were played, the object
sing to identify numbers, times,
e-groups, and clusters.

When the results of the
mes were collated, a program
r the neighborhood center
gan to emerge. It included a
arning center for children and
ults, a public library, a health
nter, indoor and outdoor recre-
ion, an ecology center, a theater
r drama and music and an in-
or-outdoor cafe.

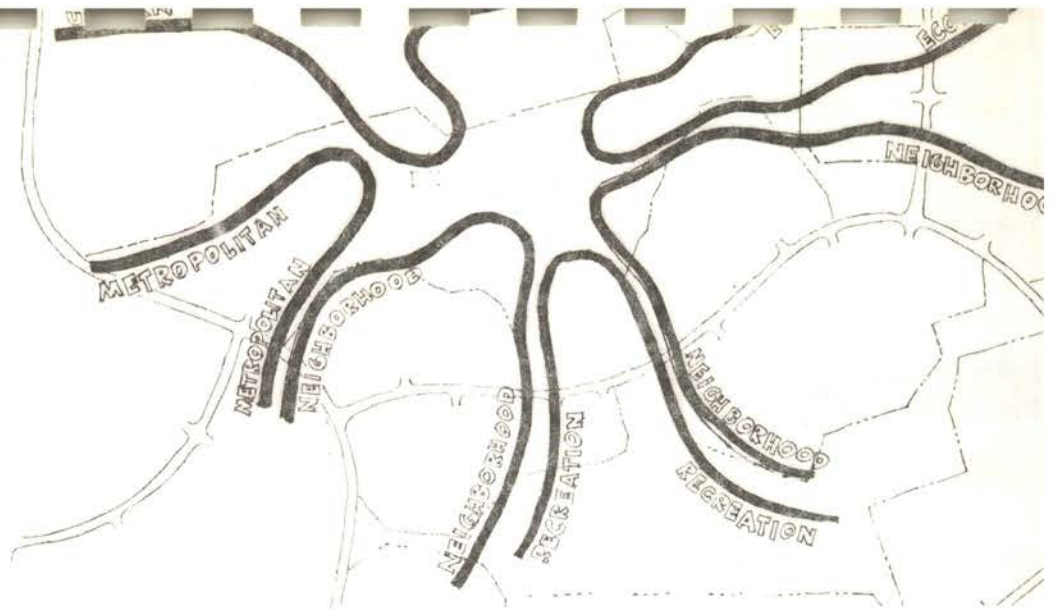
The design of the neigh-
ood center evolved directly
thin the context of the games—
it the games, Urban Design As-
ciates point out, were only one
eam in the confluence that pro-
ced the finished building. Dur-
g the period when they were
ing played, other task forces
re working on other problems
programming and administra-
n and finance. Thus the design
oved forward on several fronts
ultaneously, and the consen-
s of the developers, the agen-
s, and the user was built in.

Each task force had a strong
pact on the form of the built
ilding. The task force on design,
instance, was concerned that
rural traditions of upper New
rk State be respected. Conse-
ently the center, with its long
d low red roofs and its triang-
dormers, looks like a series of
; barns from the outside. Inside,
becomes a small city, with its
ny facilities opening onto a
tral pedestrian mall.

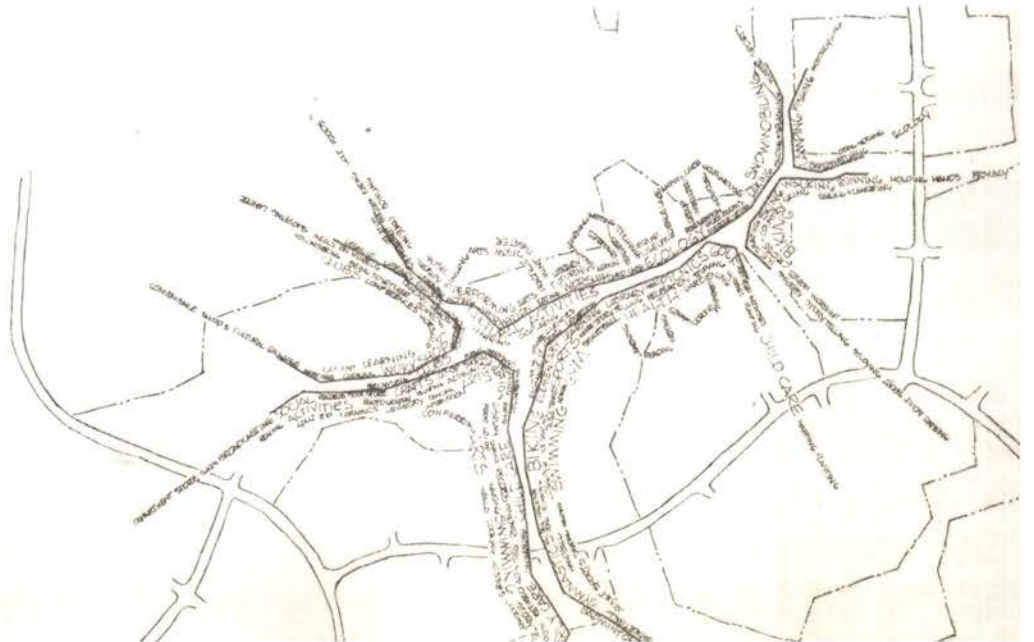
ST GANANDA NEIGHBORHOOD
NTER, Gananda, New York. Archi-
s: *Urban Design Associates*. Engi-
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ctural); *Straw, Custer & Duray*,
(mechanical); *O'Brien & Gere En-*
ers, Inc. (site). Consultants: *Land*
sign/Research, Inc. (planners/land-

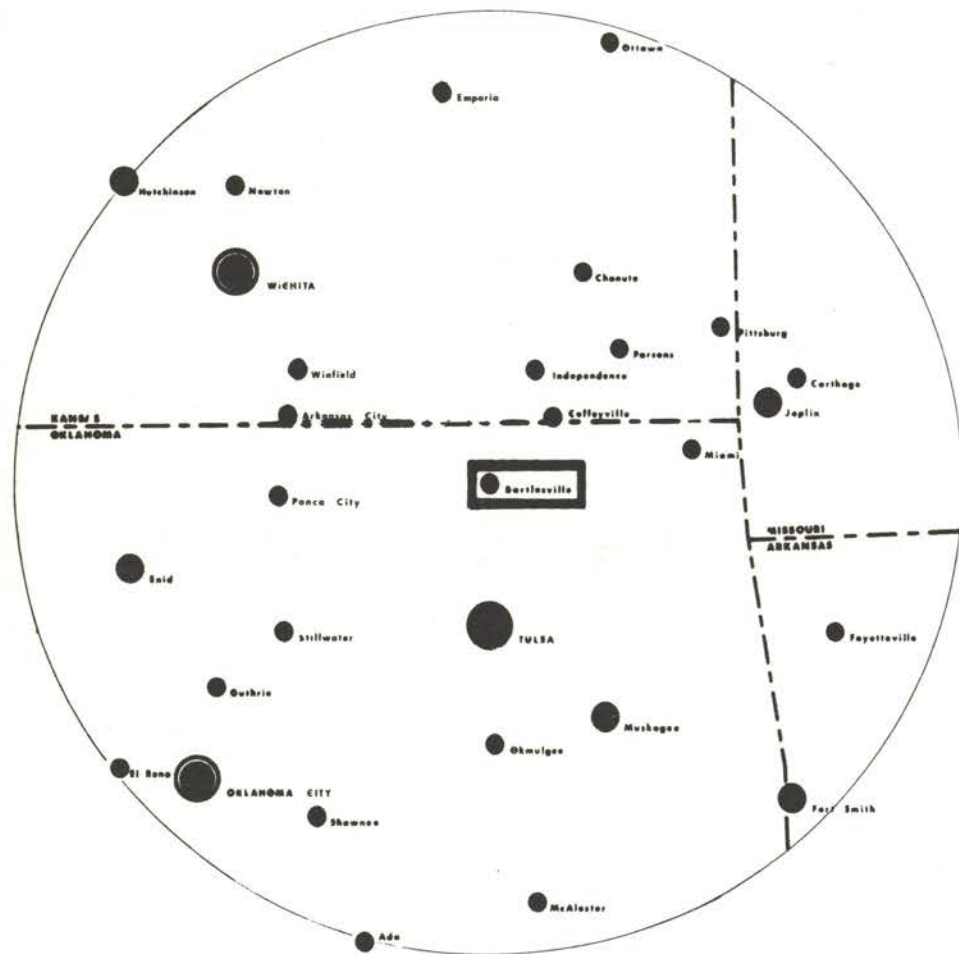


design of the first neighborhood center in Gananda evolved within the context of a series of games played by people from the Gananda region (see left). Participants were asked to list public activities they thought should be in a neighborhood, and the results to this question were computed and then elaborated in a series of subsequent games. Thus a program for the neighborhood center began to emerge.






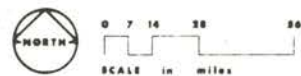
The top diagram on the right shows the relationship of its various activities to different types of contiguous activities—activities which would influence that part of the center to some greater or lesser extent. The middle diagram shows some of the results of the games, with activities written in larger or smaller letters according to the number of people who suggested them. The bottom diagram shows the activities arranged according to their natural contiguities and according to





REGIONAL LOCATION

-  Largest Principal Cities
100,000 and over
-  Larger Cities
25,000 - 100,000
-  Smaller Cities
25,000 - 100,000



BARTLESVILLE CBD STABILIZATION STUDY

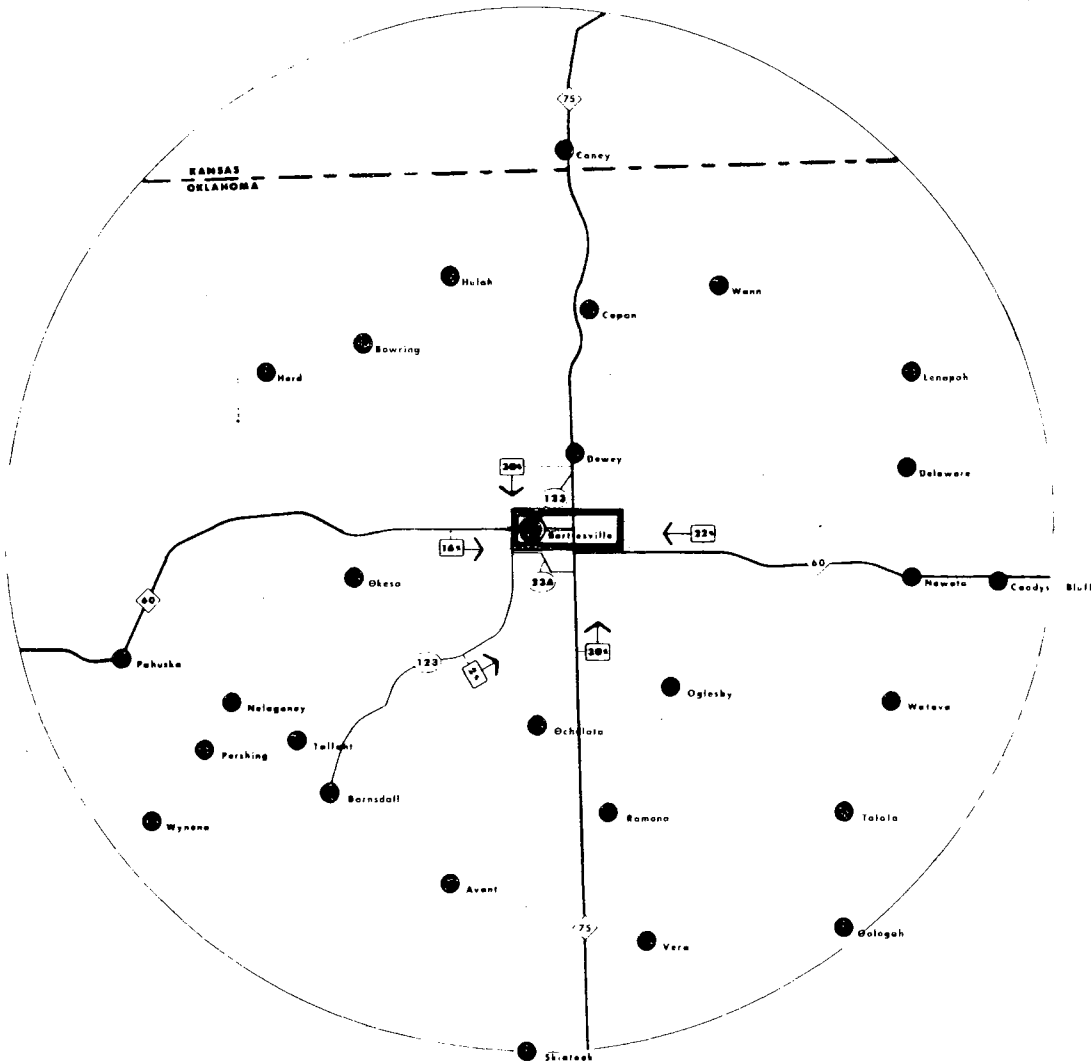
bradford hart
architects 4326
professional project
oklahoma state university

REGIONAL
LOCATION MAP

The Regional Location Map is an illustration showing the relationship of Bartlesville to the surrounding cities that are similar in size and larger than Bartlesville.

Bartlesville is located in the northeast corner of Oklahoma in close proximity to Kansas, Missouri, and Arkansas. The importance of this map is that it shows the population centers surrounding Bartlesville that will have a regional influence on Bartlesville. The larger cities exert a trade and business influence in this region and their size and distance from Bartlesville are indicated schematically on this illustration.

REPORT



TRADE INFLUENCE

- Trade Center for the given region
- Population Centers in the trade region
- HIGHWAY SYMBOLS**
- Major Highway
- Minor Highway
- thru Traffic Volume by percentages



0 2.5 5 10 20
SCALE in miles

BARTLESVILLE CBD STABILIZATION STUDY

REGIONS

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TRADE
INFLUENCE MAP

The Trade Influence Map is an area produced by a twenty-five mile radius with Bartlesville at the centerpoint. This is the area that Bartlesville can affect as a trade center.

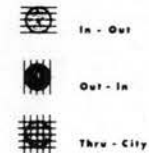
Shown on the map are all of the population centers in the region and their location in relation to each other and to Bartlesville.

This map also shows the traffic generated on each highway that will pass through Bartlesville. These figures are given in percentages of the total through-traffic.

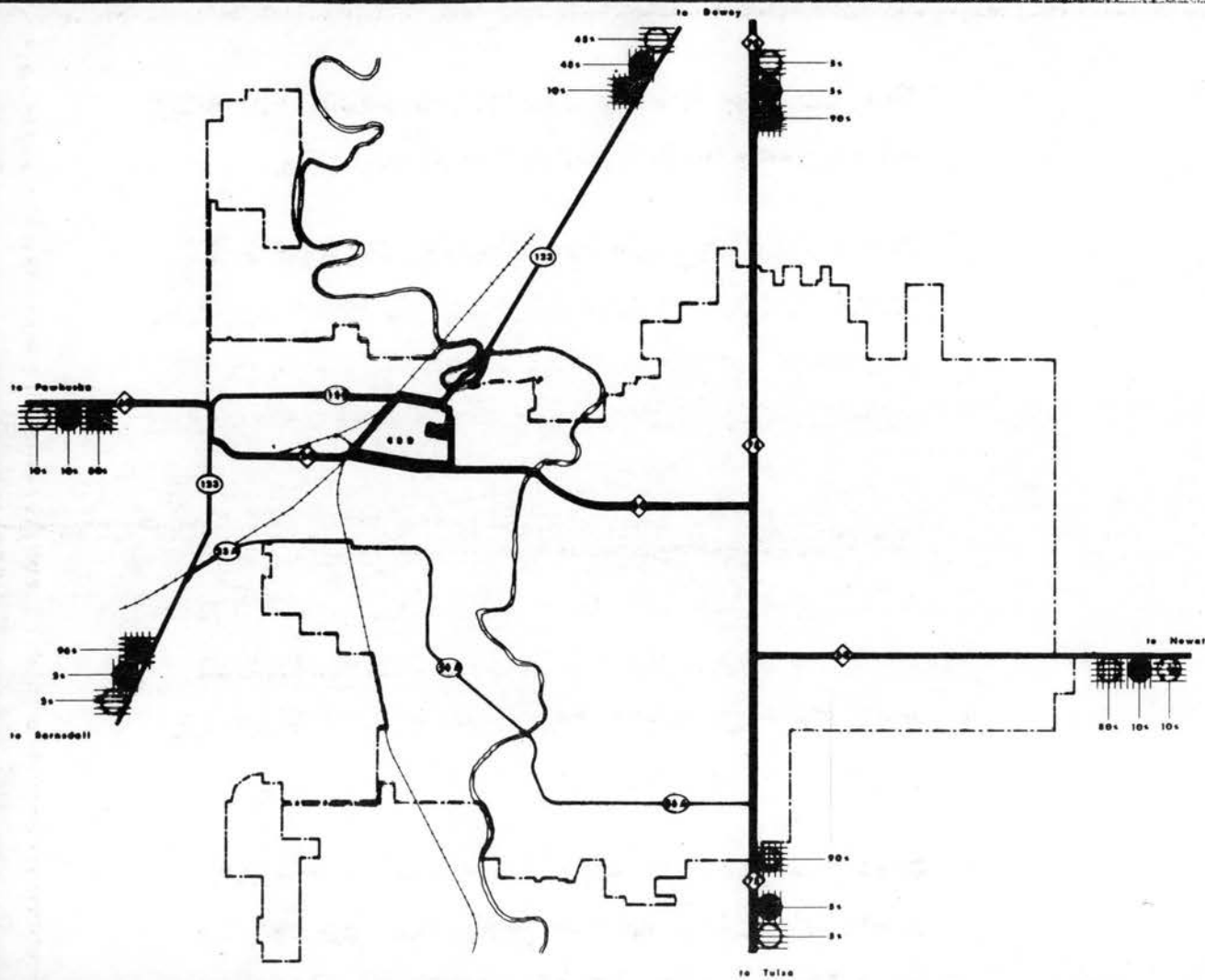
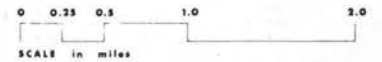
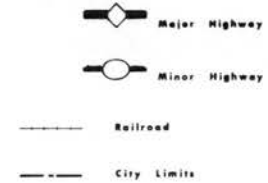
REPORT

HIGHWAY SYSTEM

TRAFFIC TYPES



HIGHWAY SYMBOLS



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HIGHWAY SYSTEM MAP

The Highway System Map illustrates the highway system that serves Bartlesville.

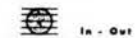
The main highways are Highway 75 running north and south and Highway 60 running east and west. Highway 123 is an older highway that serves Bartlesville mainly from the southwest. Highway 23A noted on the map is for local service. When Bartlesville was older 23A was the connection with old Highway 75 to Tulsa. Old 75 is not shown, but it went through Ochelata, Ramona, and Vera on its way to Tulsa.

This map introduces the Central Business District, CBD, to the project. As can be seen by the city limits boundary, Bartlesville has grown east and south from the CBD. The CBD is bounded on the north by Highway 123

REFLECT

HIGHWAY SYSTEM

TRAFFIC TYPES



In - Out

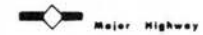


Out - In



Thru - City

HIGHWAY SYMBOLS



Major Highway



Minor Highway



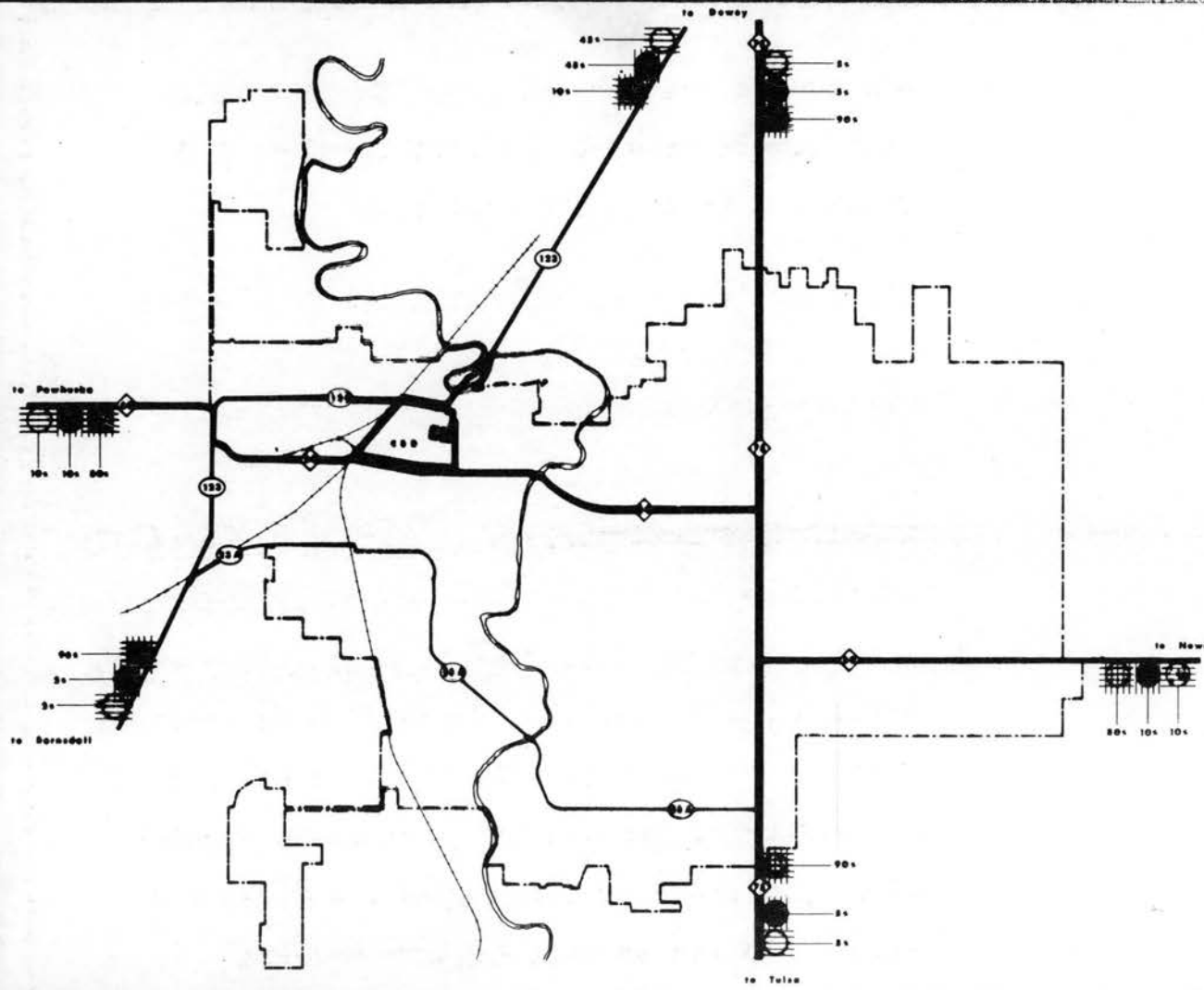
Railroad



City Limits



0 0.25 0.5 1.0 2.0
SCALE in miles



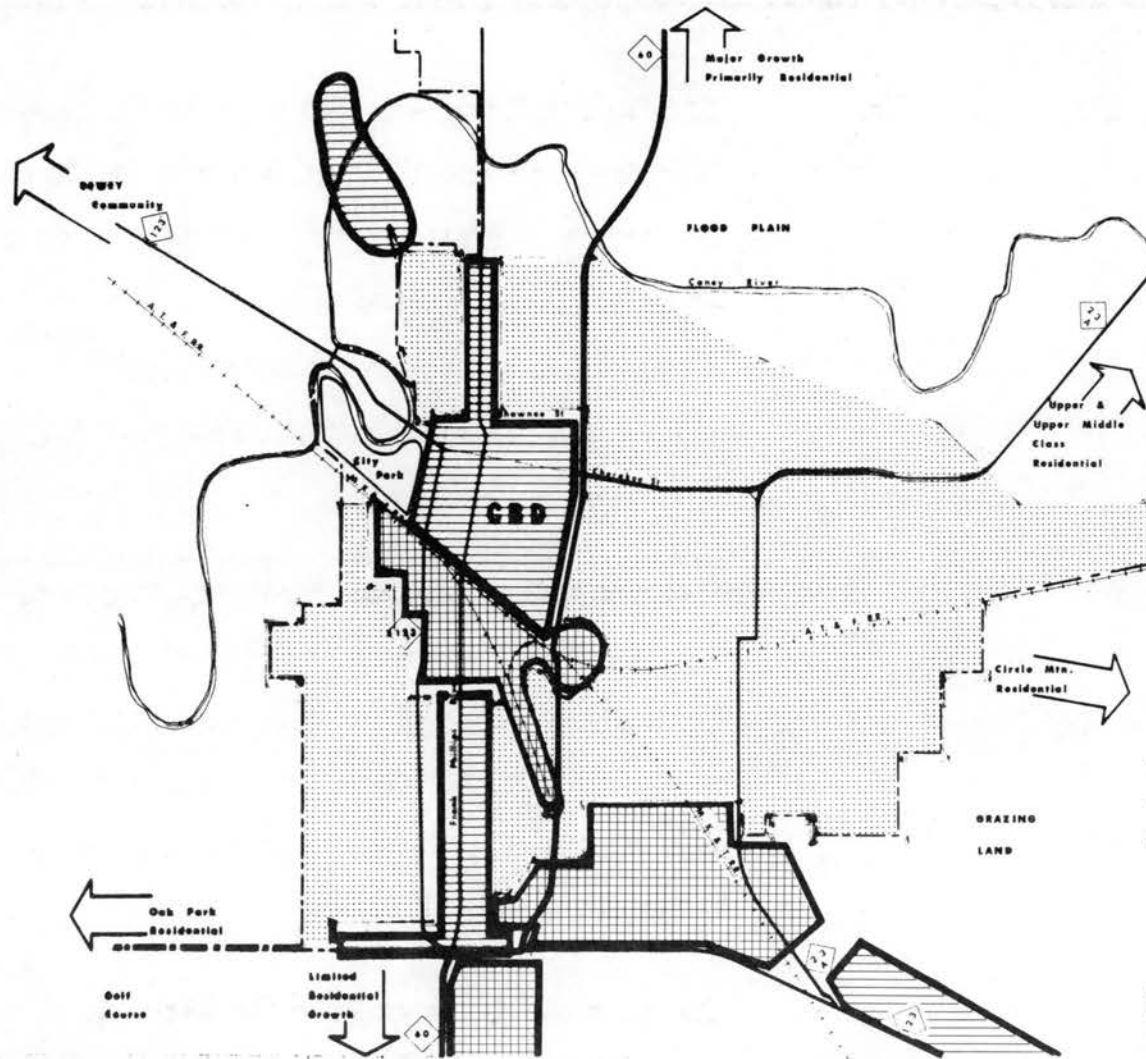
BARTLESVILLE CBD STABILIZATION STUDY

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and on the south by Highway 60. The railroad tracks make up the west boundary and Shawnee Street is the east boundary.




There are three types of traffic designated on this illustration. The first type is traffic that comes into Bartlesville for business. This is Out-In traffic. The second type is traffic that leaves Bartlesville for business. This is the In-Out traffic. The third traffic type is traffic that passes through Bartlesville; designated Thru-traffic. Each of the three traffic types is given as a percentage of the traffic that flows on each highway. These traffic types are given for each direction on each highway serving Bartlesville.






TRAFFIC



GROSS LAND USE

LAND USE SYMBOLS

-  Residential
-  Commercial
-  Industrial

-  City Limits
 -  Major Access thru West Bartlesville
 -  Railroad
 -  Highway Symbol
-  NORTH
- 0 500 1000 2000 4000
SCALE in feet

**BARTLESVILLE
STABILIZATION**

**CBD
STUDY**

**WEST
BARTLESVILLE**

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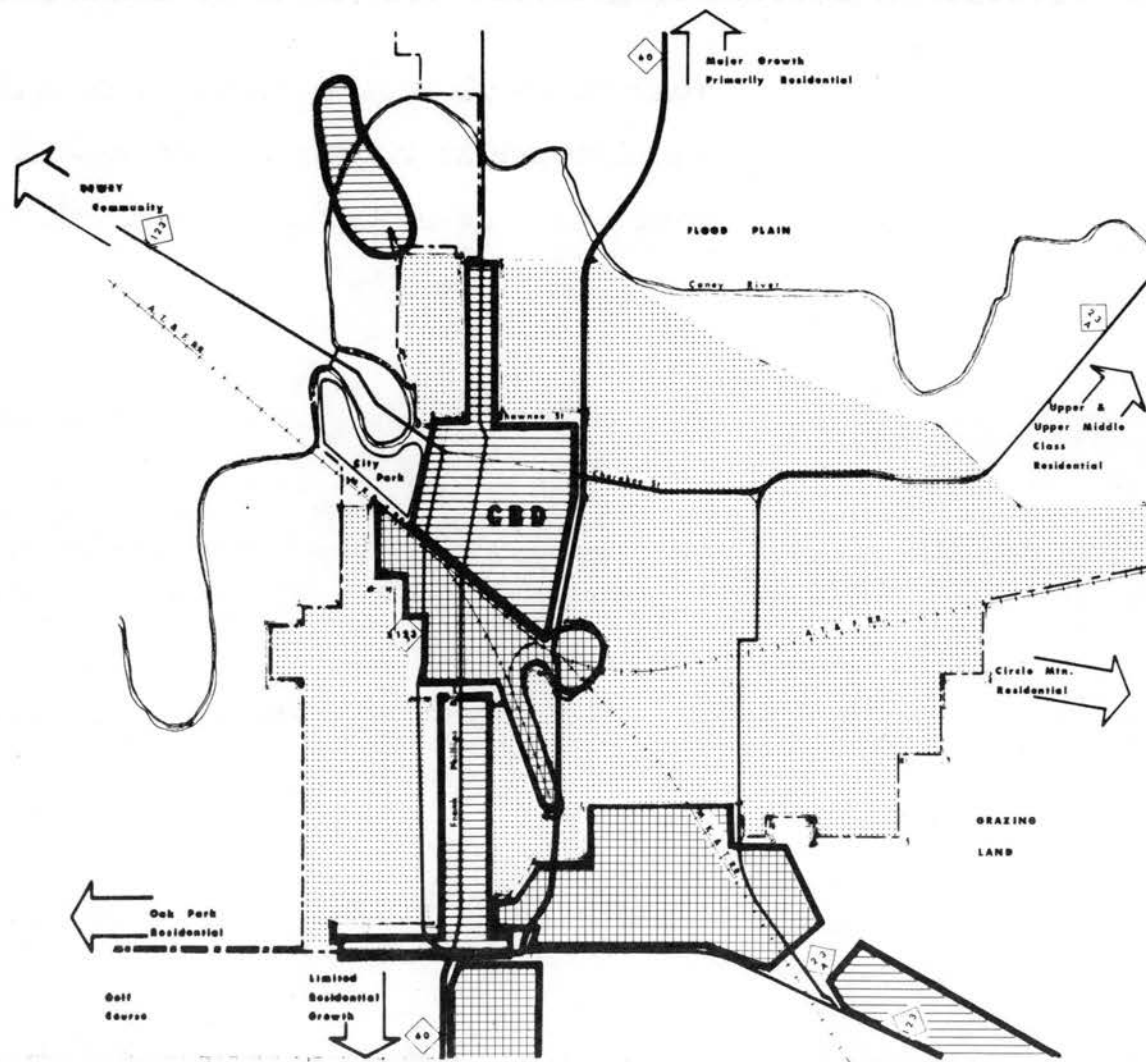
GROSS LAND USE

The Gross Land Use diagram is a study of the land use primarily around the Central Business District, CBD, on the west side of Bartlesville. This illustration is turned 90 degrees counter-clockwise with respect to the previous illustration of the highway system. In this case North is to the left.

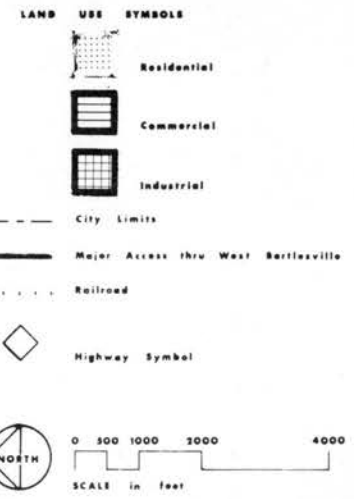
The CBD is shown bounded by residential land use on the east and south. The north side is open land in the form of the city park. The west side is bounded by the railroad tracks and the industrial activity surrounding the tracks.

Bartlesville is unique in the way the Caney River splits the west side from the east side. This river floods occasionally and the flood lands create open land between the east and

REFUR



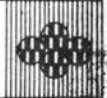
GROSS LAND USE



BARTLESVILLE CBD STABILIZATION STUDY

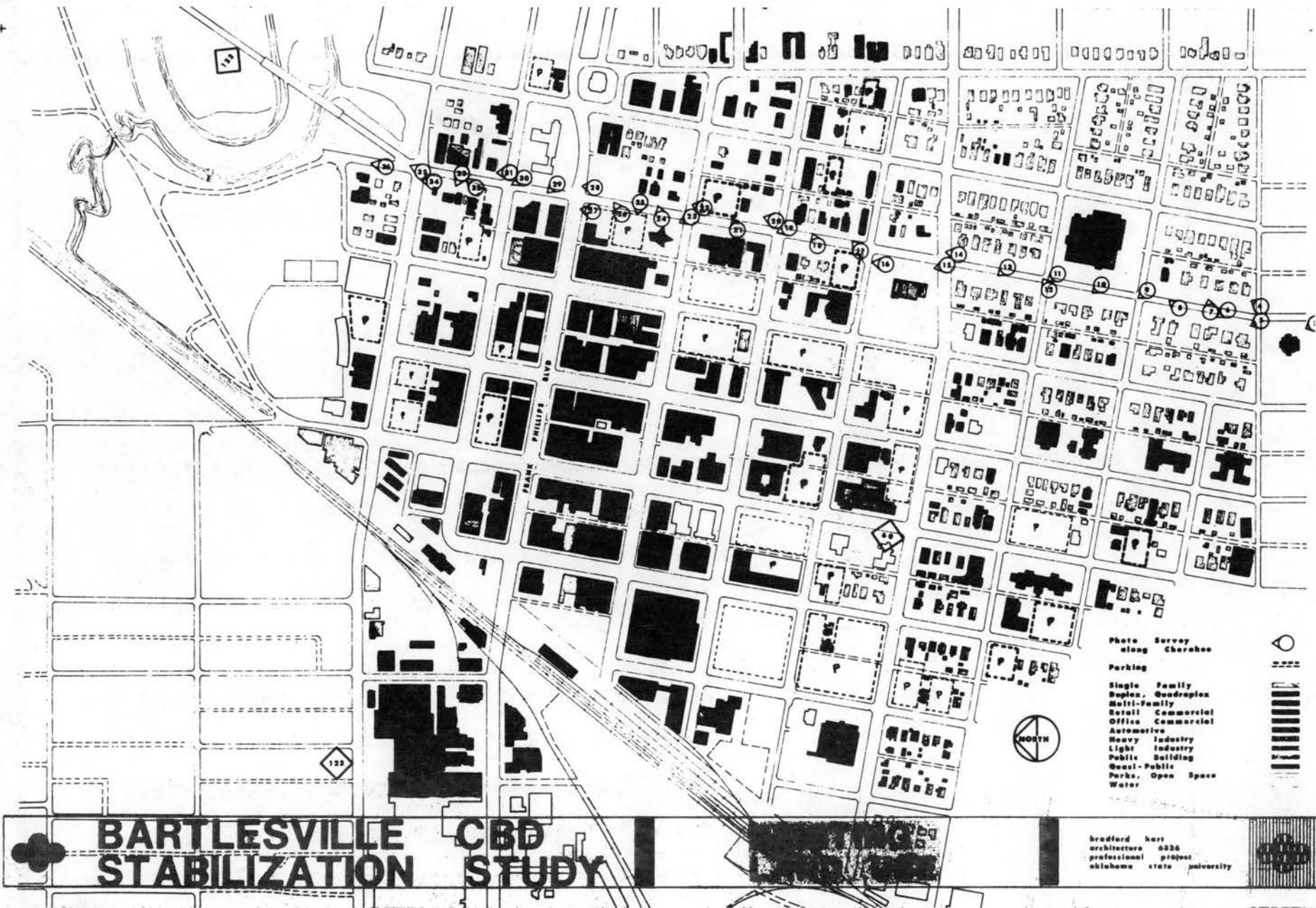
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west sides of Bartlesville. The east side development is primarily residential with strip commercial development along the main streets.

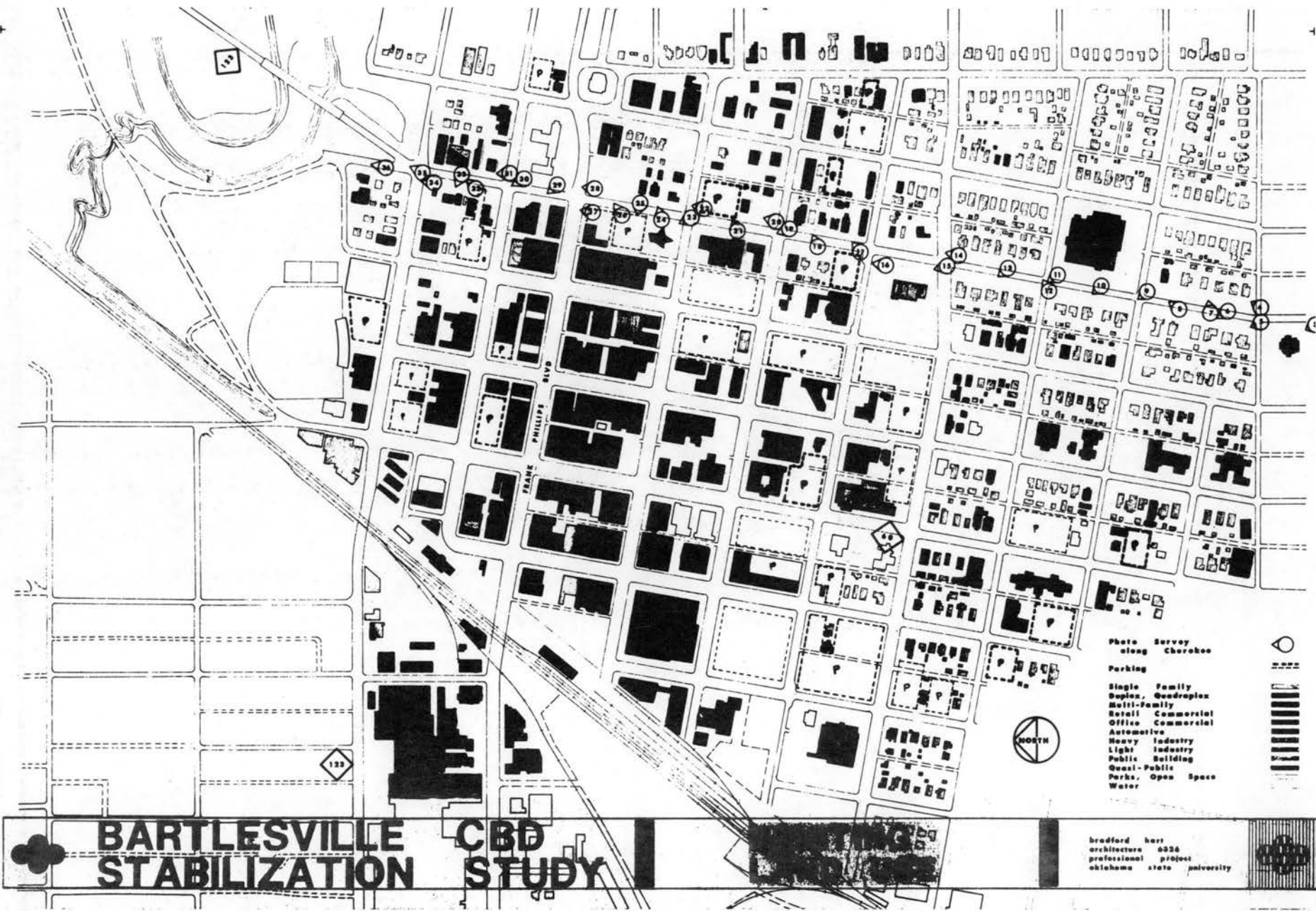
REFORM



EXISTING LAND USE

The Existing Land Use map is focused on the land use of the Central Business District, CBD, and the close proximity around the CBD.

The photo survey taken along Cherokee Street is indicated on this map with the circled numbers showing the station point for each photo. This survey was taken to illustrate the deterioration in view a person would experience as he travels from the historical residential neighborhood into the CBD. Cherokee Street was chosen because it is a major through-street. It connects south Bartlesville to the CBD and passes on through over the river. Cherokee Street is Highway 23A to the south and Highway 123 to the north. This street is well travelled and the images along it are important because they are major influences as images of the city.



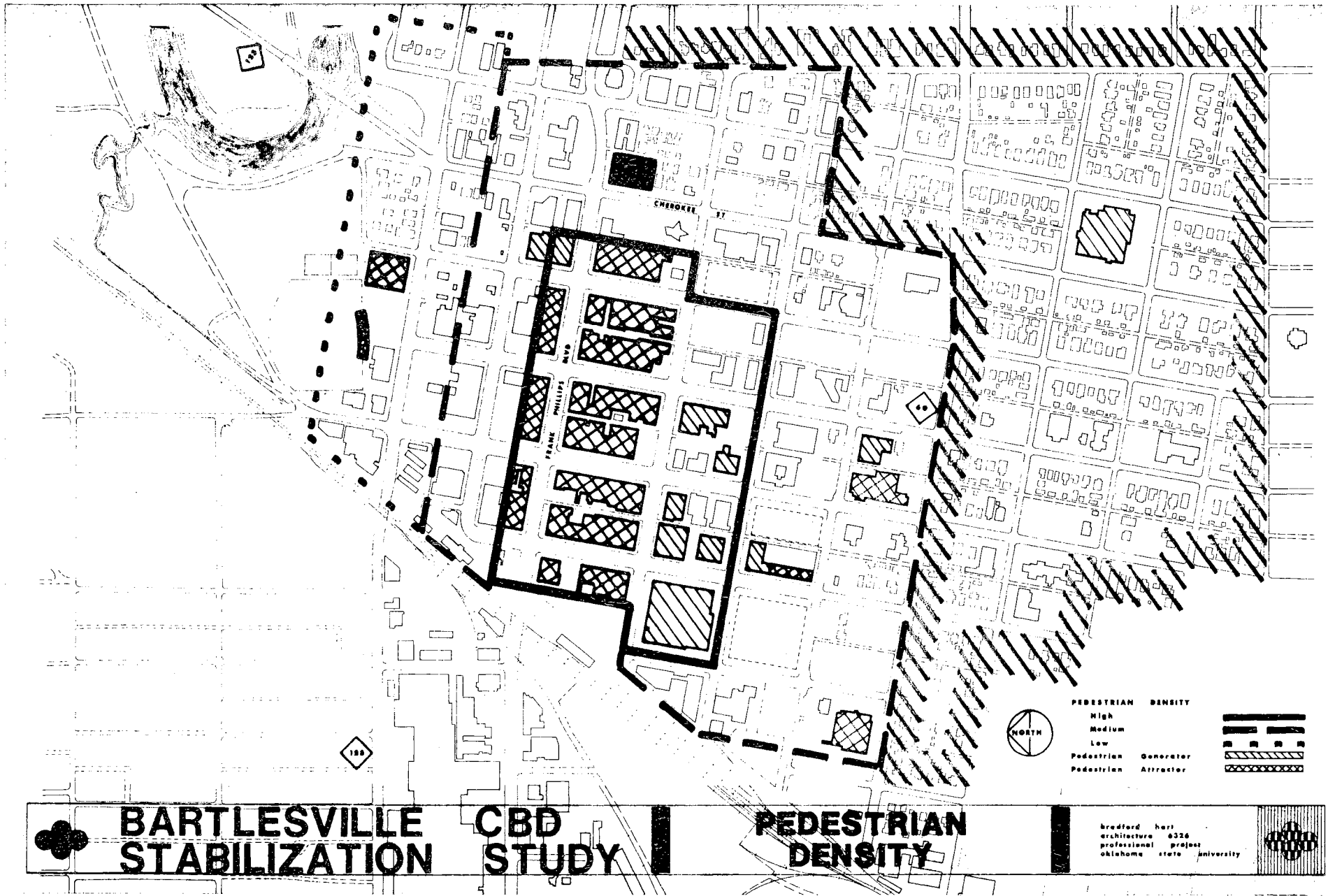
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Analysis has shown the strong borders of the CBD exist along the south side created by the four lane street where Highway 60 passes through, along the west side where the railroad tracks have stopped growth, along the north the river and the low flood lands around it have stopped CBD development. Along the east side no strong border exist. This is the area of the CBD where Cherokee Street passes through and where the growth of the CBD is breaking down the residential neighborhood.

INFORMATION



**BARTLESVILLE
STABILIZATION** **CBD
STUDY**

**PEDESTRIAN
DENSITY**

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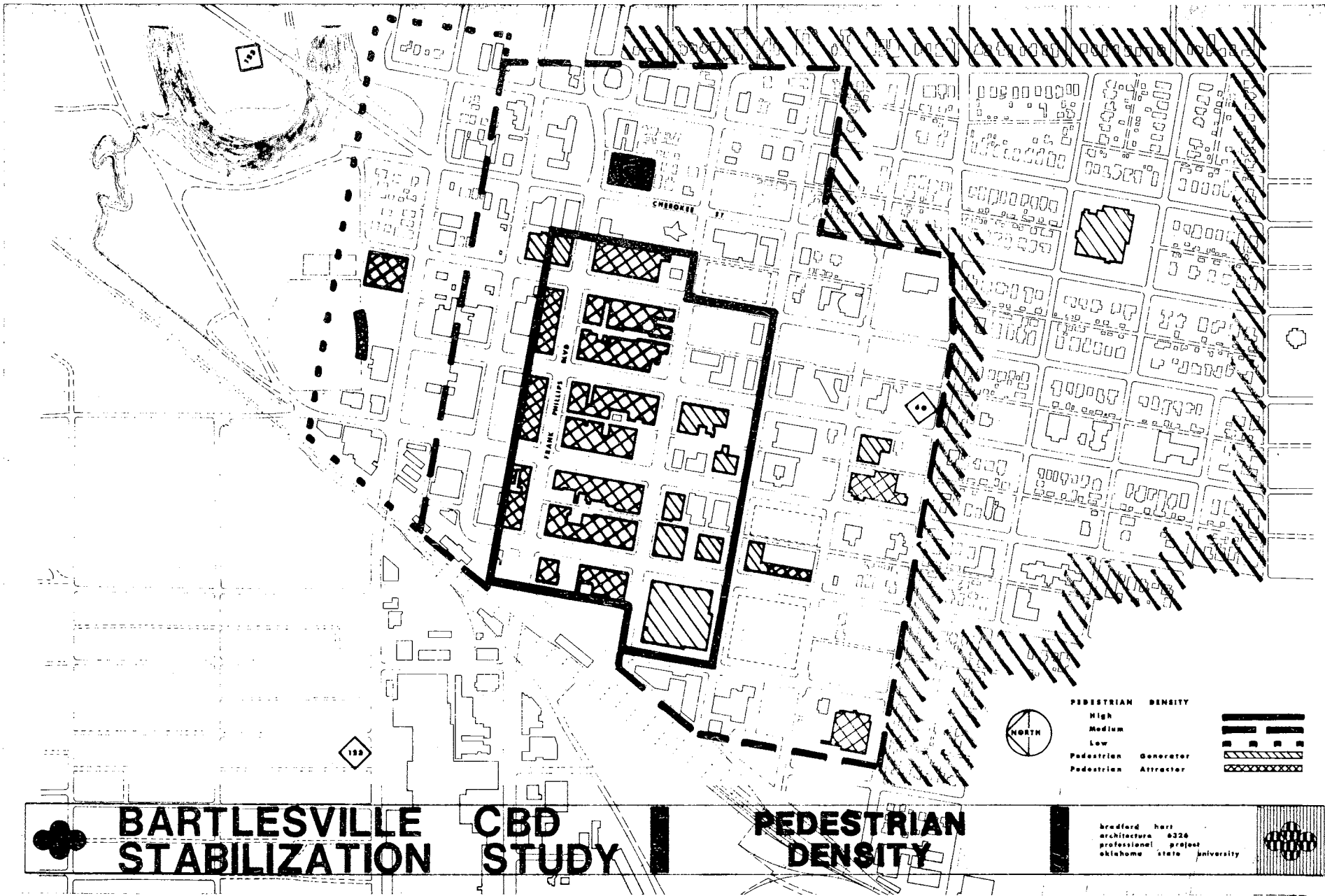
PEDESTRIAN DENSITY

In further analysis the pedestrian activity was looked at.

The highest pedestrian activity is located around the commercial core and the office core created mainly by Phillips Petroleum Company. Pedestrian activity decreases as you move away from this core area. The larger dashed lines indicate this secondary level and the area where it occurs in the CBD. There is a third level of pedestrian activity that is decreased in activity below the other two designated areas. This region is along the northern edge of the CBD.

Also on this board is the designation of which parts of the CBD produce pedestrian traffic and those which attract pedestrian traffic. The retail core is a prime attractor of pedestrian traffic

REPORT

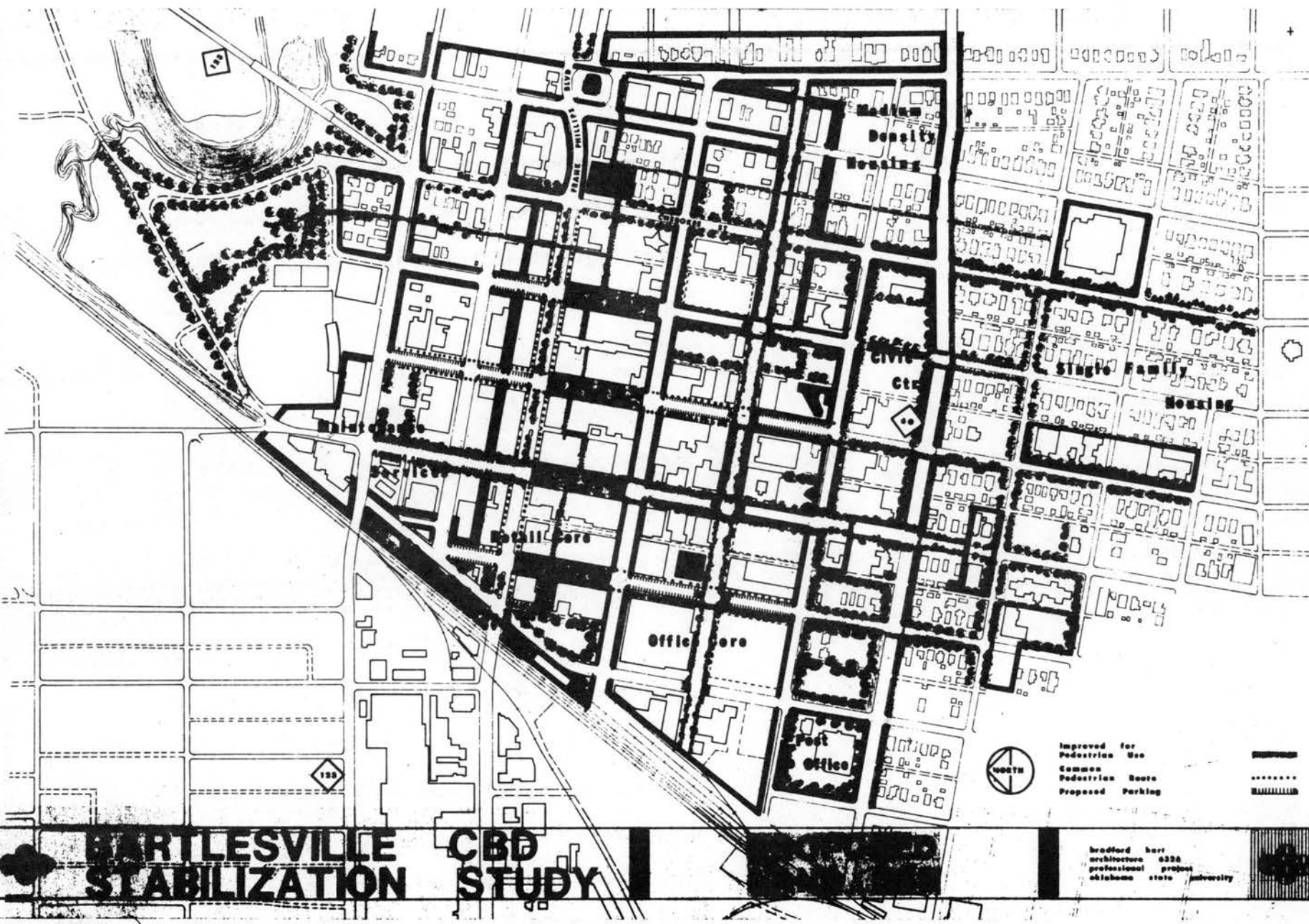


PEDESTRIAN DENSITY

High	Medium	Low
Generator	Generator	Generator
Attractor	Attractor	Attractor

The residential areas are major generators of pedestrians as are the offices, especially during the lunch hour.

REPORT



BARTLESVILLE CBD STABILIZATION STUDY



Improved for
Pedestrian Use
Common
Pedestrian Route
Proposed Parking

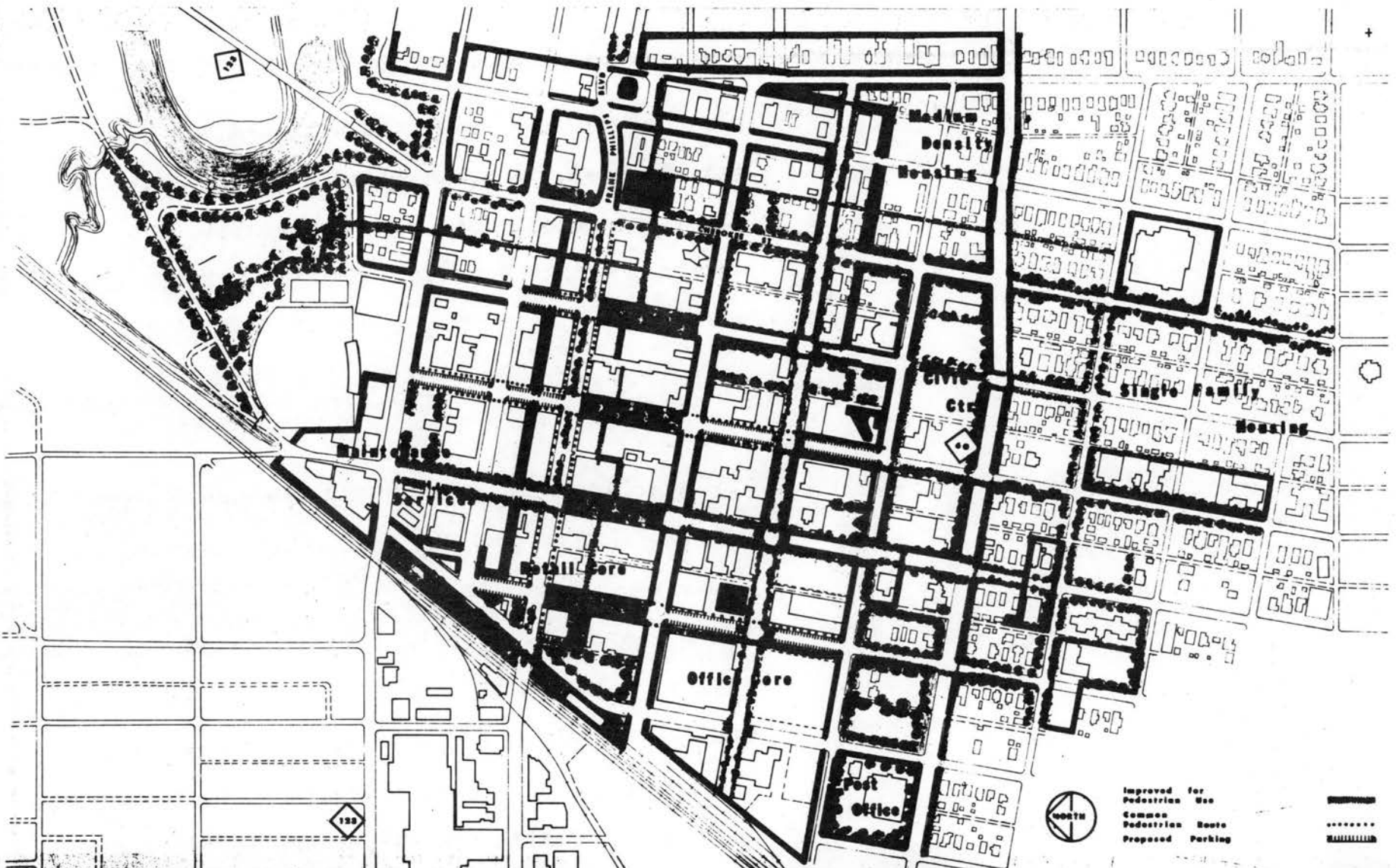


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PROPOSED LAND USE

In this diagram there are numerous suggestions for a proposed land use based on the analysis of the Central Business District, CBD, in its present form and the design criteria of preserving the CBD as a cultural and business center.

The first point of interest is the extension of the retail core to the block between Cherokee Street and Delaware Street and Frank Phillips Blvd. and Fourth Street. The retail core extension is suggested to take advantage of the intersection of the two axes of Cherokee Street and the retail core. Cherokee Street connects the historical residential neighborhood with the CBD, and it terminates in the city park at its north end. A lot of summertime activity is concentrated in the park area and Cherokee Street is a natural

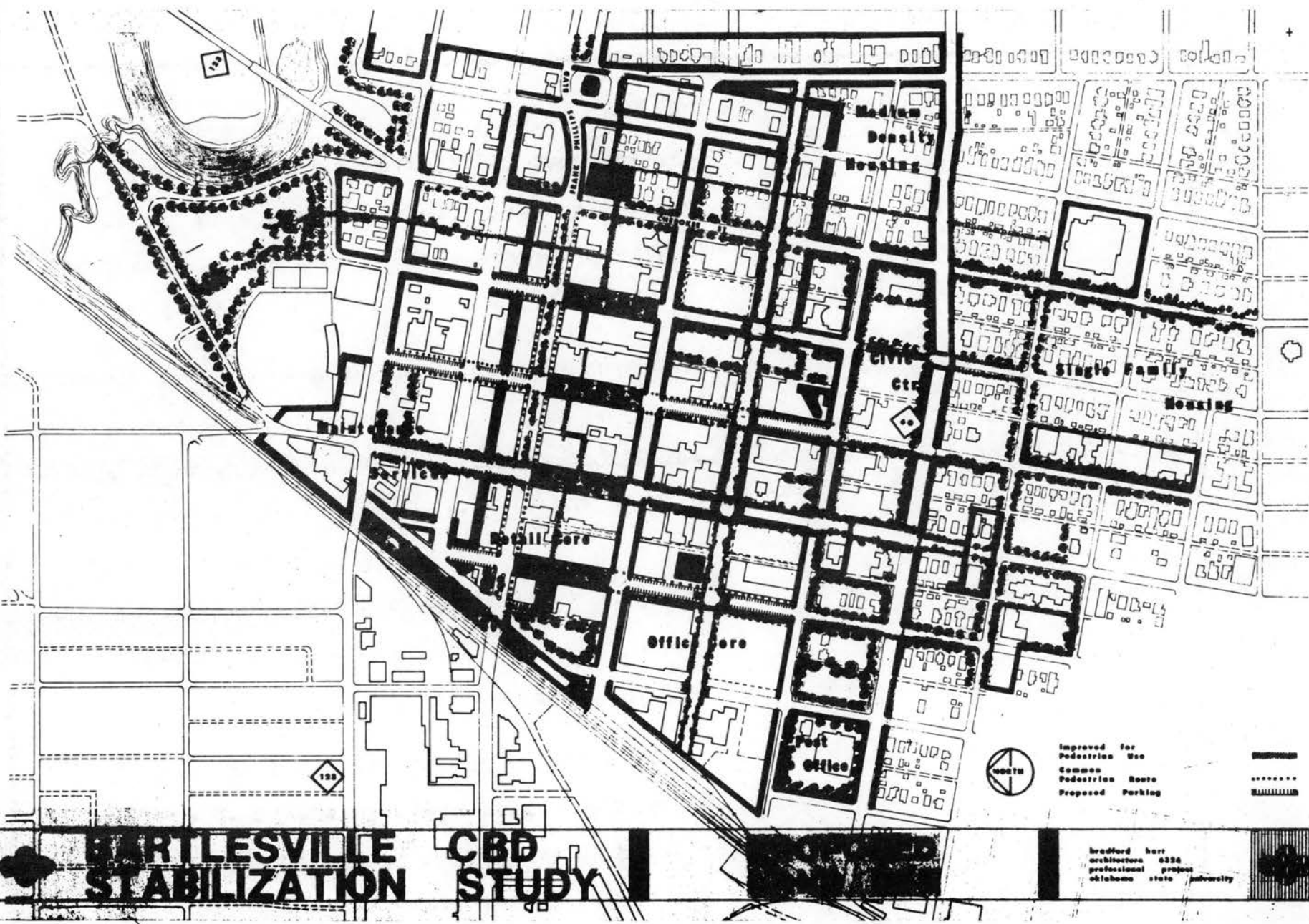


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link between the park, the CBD, and the older neighborhood. A proposal is also suggested to block the retail core from car traffic and create a total pedestrian complex between the east and west end of the retail core with one exception. Due to Cherokee Street being a main link, it will stay open to car traffic.

The next step out from the office core at the eastern edge of the CBD is the proposed medium density housing. The eastern edge of the CBD is an unstable border in the type of growth that is going on in this area. By making this area apartments, condominiums, and/or duplexes the erosion of CBD growth can be contained. Also an acceptable transition can be had from the activities of the office core to the activities of single family housing through the use of medium density housing in this area.



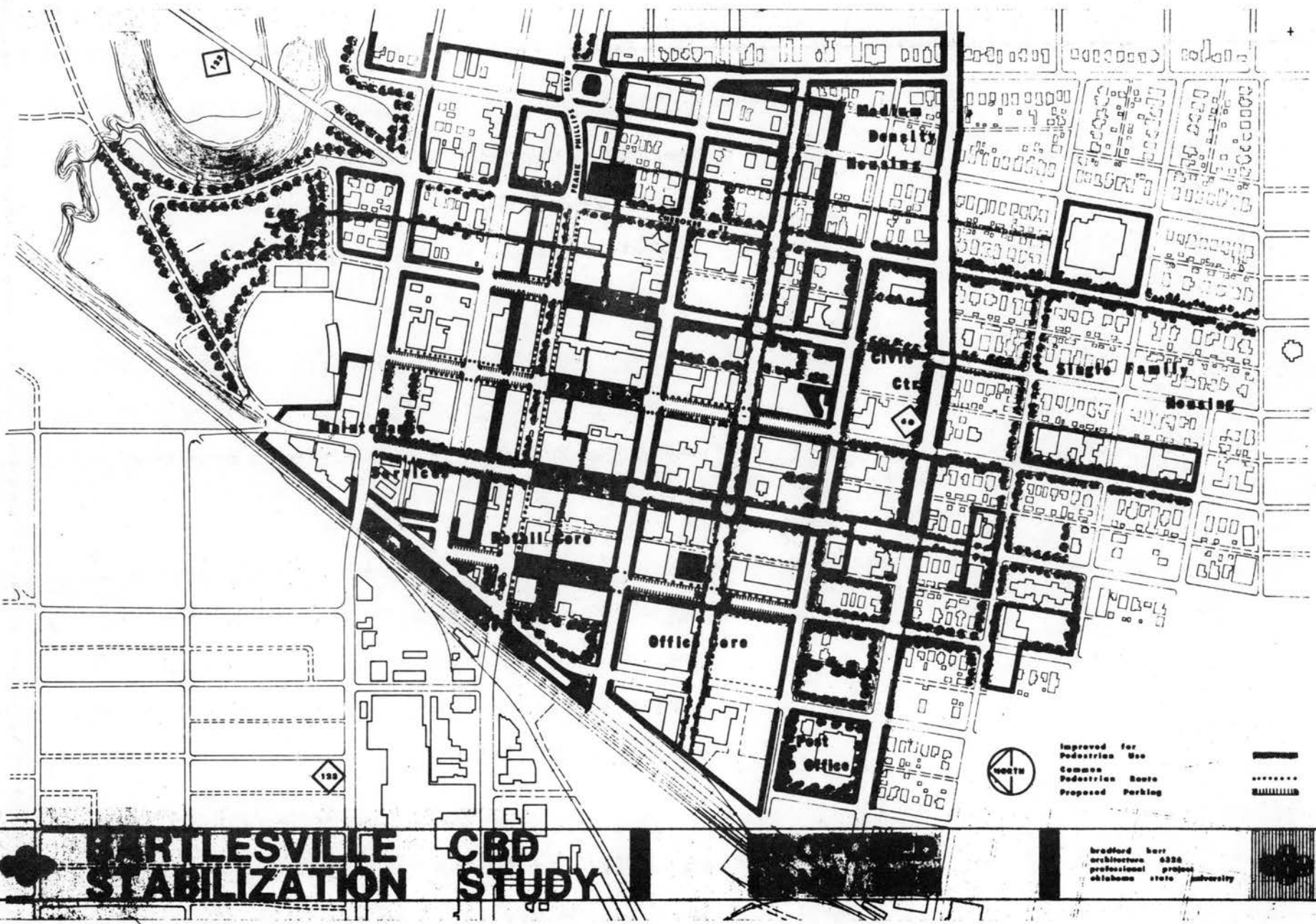
The new proposed civic center will solidify the southern CBD border in its three block designated area. The post office in the far southwest corner of the CBD and the parking lot complete the southern border of the CBD.

To the north of the retail core and just west of the office core is an area designated Maintenance Services. In this area shall be located those services that will aid the retail and office cores in their operation. Some of these services might be business machines sales and repair, lumber yards and glass shops, warehouses, and parking garages.

To the south of Highway 60 the single family housing can exist without concern of someone putting in an office in their neighborhood due to the strong southern border

The industrial activity to the west controls

REFURNI



**BARTLESVILLE
STABILIZATION** **CBD
STUDY**

Improved for
Pedestrian Use
Common
Pedestrian Route
Proposed Parking



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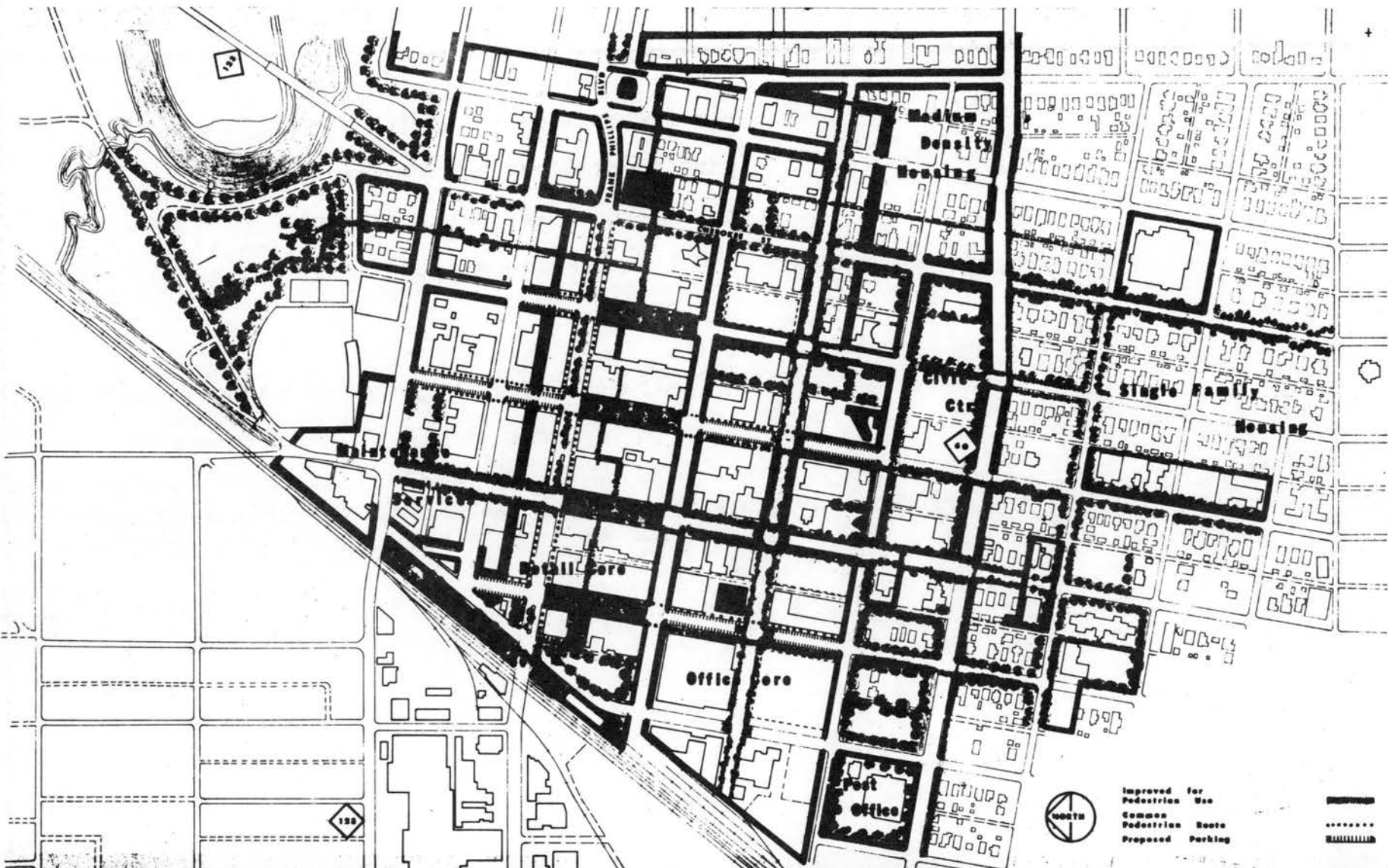
that border of the CBD and the medium density housing controls the north border against random growth as does the river and flood lands to the north.

To aid the pedestrian in traversing from east to west and from north to south certain links have been designated as improved for pedestrian use through greenery and a symbolic paving pattern.

Certain structures have the quality of being landmarks. These have been shaded-in on the drawing. These structures are the old courthouse, the Price Tower, the Phillips Building, and the old depot.

Parking and traffic are another problem that has developed in the CBD. The suggestions for the parking are given as possible solutions to the parking problems.

REPORT



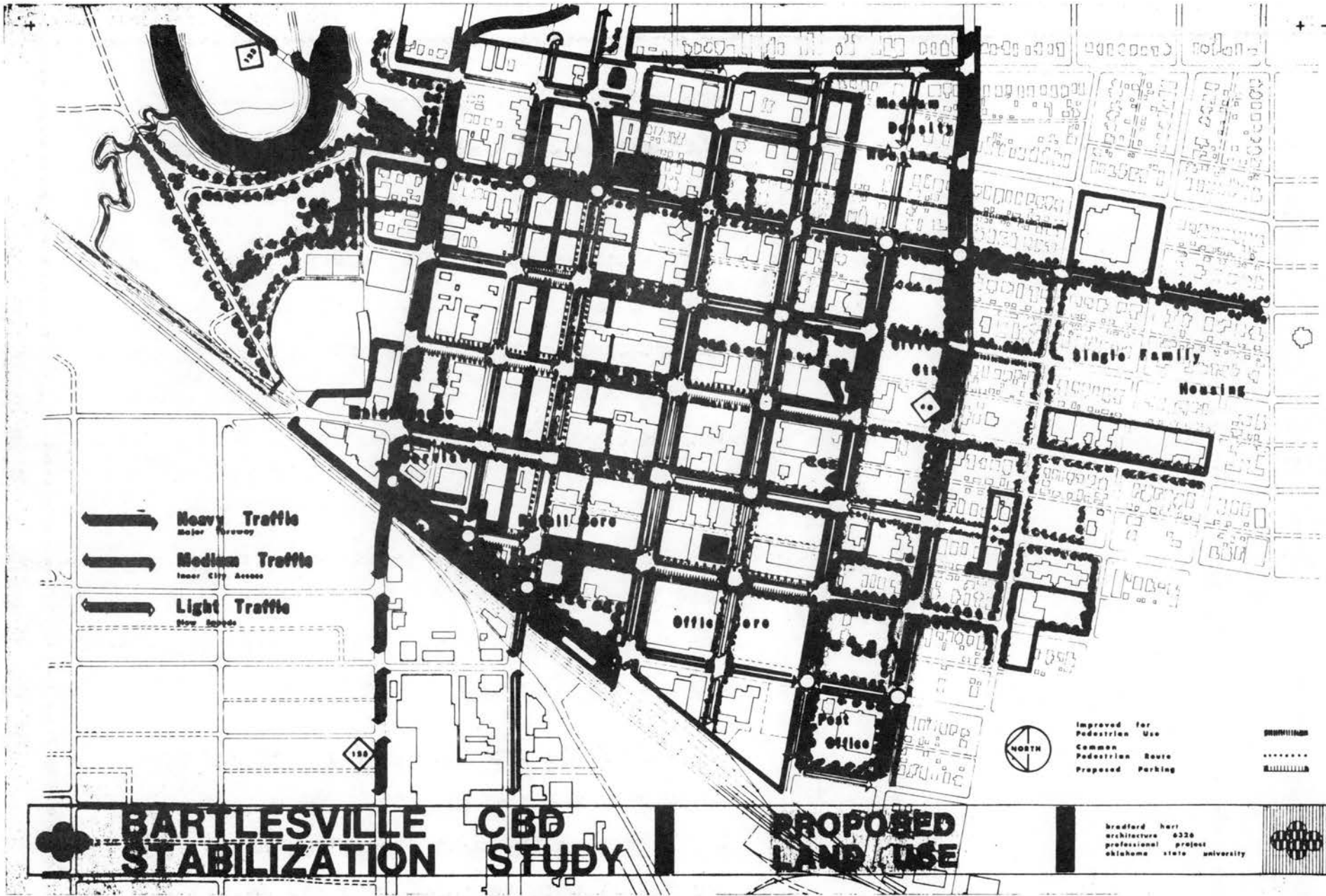
BARTLESVILLE CBD STABILIZATION STUDY

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The suggestions as possible solutions to the parking problems are these:




1. Use more efficient on-street parking by placing the cars at 90 degrees to the curb-line and landscaping this parking to break up the huge number of cars that would be in view.
2. For any new construction consider the possibility of underground parking.
3. Use of church parking lots for monthly daytime rental parkers.
4. Use of parking garages when the density becomes so high that the physical space is unavailable.

REPORT



- 
Heavy Traffic
 Major Thoroughfare
- 
Medium Traffic
 Inner City Access
- 
Light Traffic
 New Streets



-  Improved for Pedestrian Use
-  Common Pedestrian Route
-  Proposed Parking

-  DIMENSION
- 
- 

BARTLESVILLE CBD STUDY **PROPOSED LAND USE**

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PROPOSED
TRAFFIC PATTERN

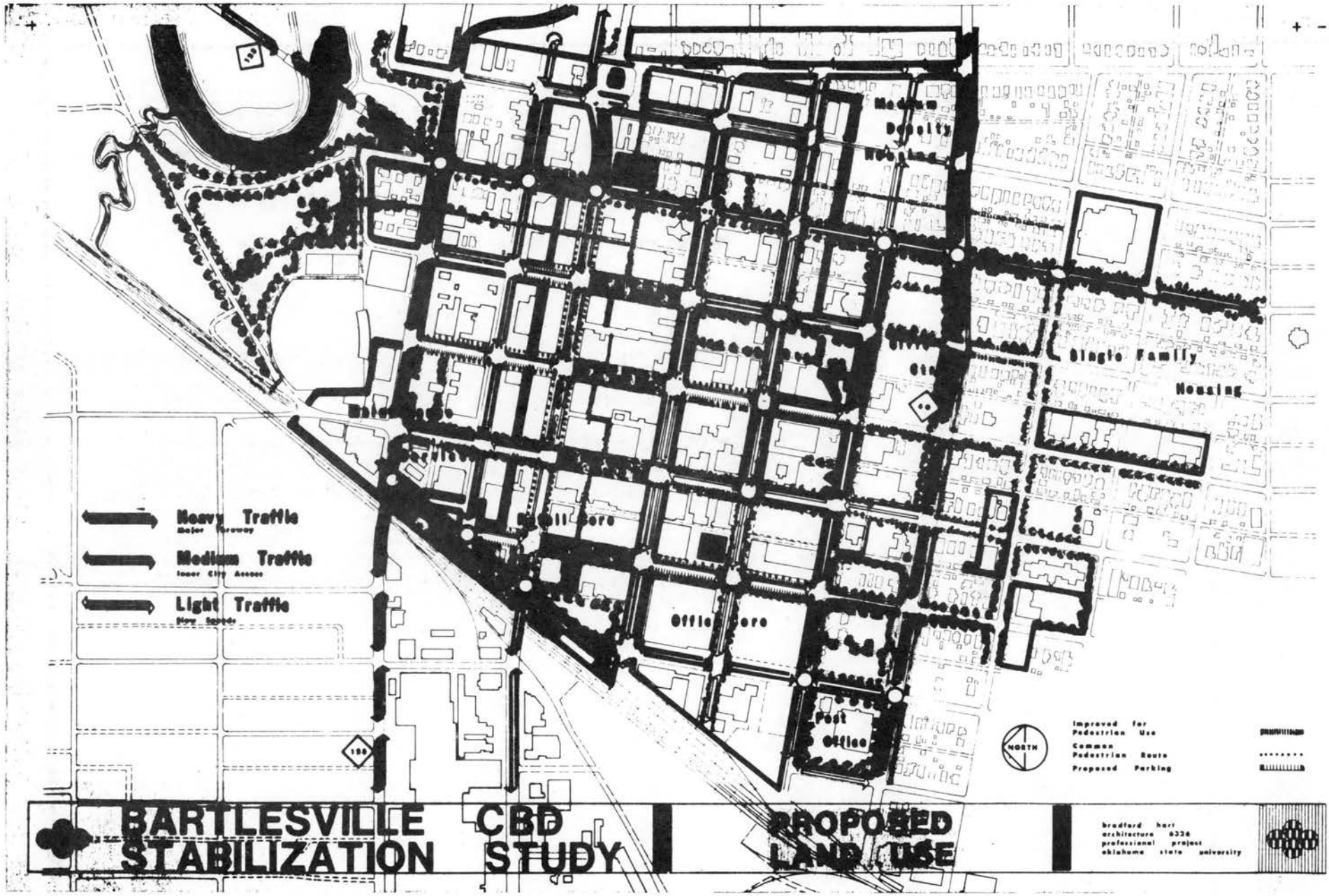
The proposed traffic pattern shows where through-traffic would be routed to Highways 60 and 123.

Two streets would be open for access between the two through highways in the north-south directions. These streets would be Cherokee Street on the east end and Jennings Street on the west end of the CBD.

Two streets would be available for quick access between Cherokee and Jennings on the east-west direction. Second street would be the one at the north end and Sixth Street would be the one on the south end of the CBD.

In general the streets running east and west would stay two way streets. While streets working in the north-south directions would be one way streets to accomodate the on-street parking easier along these streets.

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BARTLESVILLE CBD STUDY

PROPOSED LAND USE

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A major emphasis of the proposed traffic pattern is to free the CBD from excessive traffic. This is mainly the through traffic of Frank Phillips Blvd.

Slow down techniques, such as pedestrian crossing raised walks, curving passage through the streets, and landscaping along the one-way and slowed two-way streets will be used to change the atmosphere of the CBD traffic. The traffic should be slower, and more subdued by the landscaping to protect and emphasize the main pedestrian activity.

REPORT

- BROAD STREET
• 2 WAY 2 LANE
- USED CAR DEALER & LOT
- APARTMENT STRUCTURES
• GOOD BRICK EXTERIOR
- GAS STATION
- SMALL SHOPS
W/APARTMENTS ABOVE
• PAINTED BRICK EXTERIOR
- DETERIORATING
AUTOMOTIVE BODY SHED
• LARG OPEN GABLE
W/OFF TYPED ROOF
- SMALL SHOPS
& STORAGE
• BRICK CLASS. & RENOVATED FRONT
- BAPTIST CHURCH BUILDING
- THE BAPTIST CHURCH
• 3 STOREY STRUCTURE
- NEW CHURCH STRUCTURE
- SOUTH STREET
• 2 WAY 2 LANE
- PRIVATE PARKING LOT

- AUTOMOTIVE PARTS & REPAIR
- DODGE STREET
• 2 WAY 2 LANE

- EXAMINER ENTERPRISE NEWSPAPER
- BUICK SHOWROOM & REPAIR
- AUTOMOTIVE PARTS & SERVICE

- CHEROKEE STREET
• 2 WAY 2 LANE
- LINK BETWEEN THE CITY PARK
ACTIVITIES, THE PROJECT SITE,
& THE HISTORICAL RESIDENTIAL
NEIGHBORHOOD

- MEMORIAL HOSPITAL
• LARGE OPEN GREEN SPACE
SURROUNDING BUILDING
• 4 STORY R&O DECK STRUCTURE

- RADIOLOGY OFFICE & LAB
• ONE STOREY BRICK

- FRANK PHILLIPS BARRACKS
• 2 WAY 2 LANE
• MAIN LINE BETWEEN EAST &
WEST BARTLESVILLE

- OLD COURTHOUSE
• STRONG ARCHITECTURAL IMAGE

- STRUCTURE TO BE SAVED
FAMILIAR STORE W/APARTMENTS ABOVE
• GOOD BRICK EXTERIOR

- DELANCEY STREET
• 2 WAY 2 LANE
• GOOD VIEW NORTH TO PARK

- STRUCTURES TO BE REMOVED
HOUSING & SUPPORT STRUCTURES

- PROFESSIONAL OFFICE
• LAVY & INSURANCE SALESMEN
• RECAST CONCRETE & GLASS

- NEW BRICK STRUCTURE
• LIMITED ARCHITECTURAL CHARACTER

- 2 1/2 H. GREEN STAMP STORE
• ONE STOREY BRICK EXTERIOR

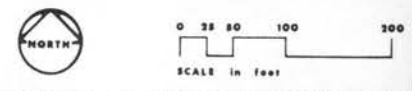
PROJECT SITE

ELEVATION MARKER

PHOTO SURVEY



SITE ANALYSIS



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architectural firm
professional project
consulting - landscape architecture

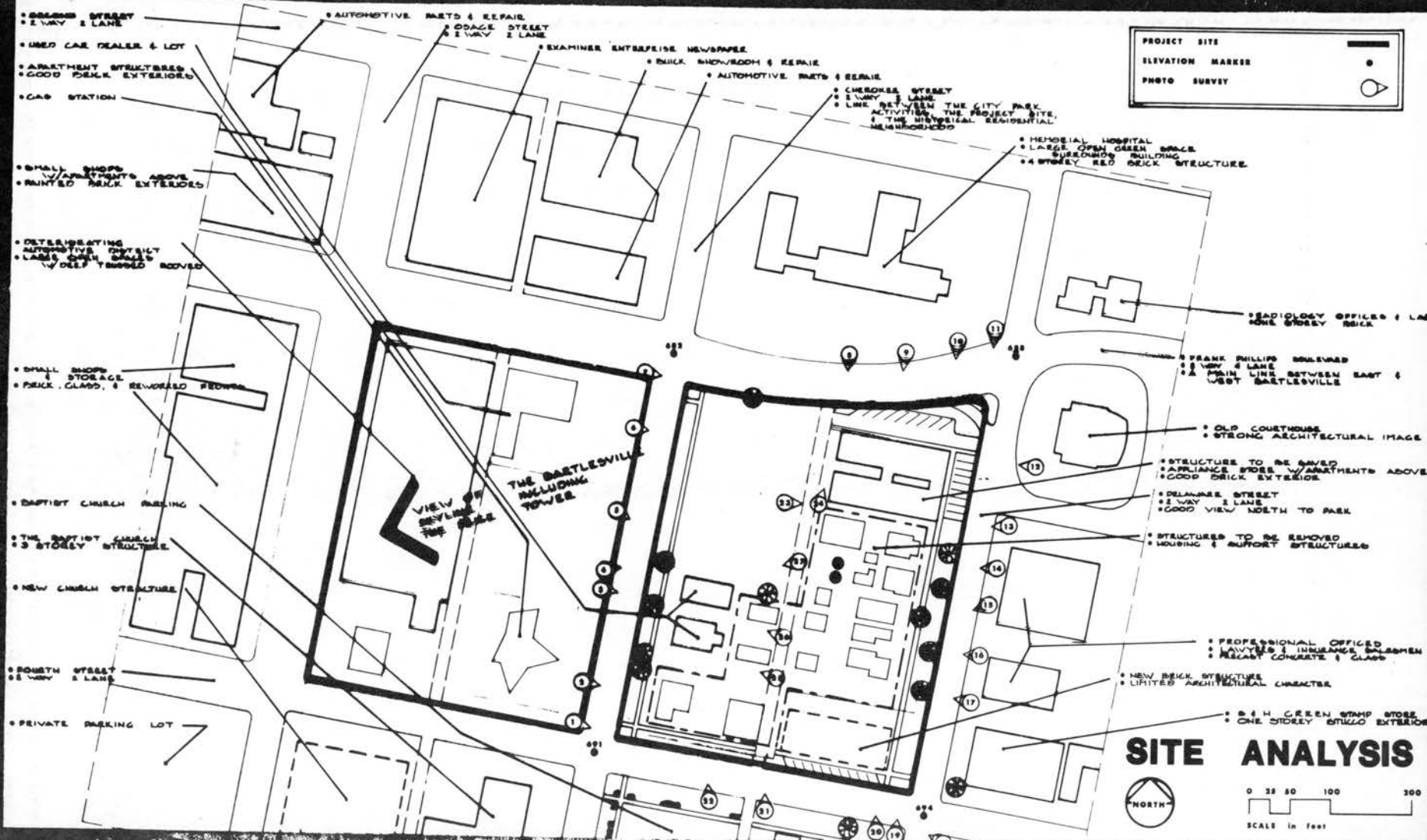
SITE ANALYSIS

The project site is the two block area that is heavily outlined on the adjacent diagram.

Structures to be saved in this area are noted by denoting those that are to be removed. Every structure in and around the project area are predominantly red brick. Each of the structures in the project area neighborhood have been described with respect to land use and any special characteristics of these structures have been noted.

The proposed block for the retail core extension is surrounded by the photo survey station point arrows. This block was initially intended to receive the major emphasis of the designwork. Section B, The Inner Urban Space, is the portion of this program that would be used for development in this block between Frank Phillips Blvd. and Fourth Streets on the north and south, and Cherokee and Delaware Streets on the east and

REPORT



- BROAD STREET
• 2 WAY 2 LANE
- USED CAR DEALER & LOT
- APARTMENT STRUCTURES
• GOOD BRICK EXTERIORS
- GAS STATION
- SMALL SHOPS
• W/APARTMENTS ABOVE
• PAINTED BRICK EXTERIORS
- DEGRADING AUTOMOTIVE CENTER
• LARGES OPEN GARAGE
• W/DEEP TIMBERED ROOFED
- SMALL SHOPS & STORAGE
• BRICK, GLASS, & REWORKED FORMS
- BAPTIST CHURCH BUILDING
- THE BAPTIST CHURCH
• 3 STOREY STRUCTURE
- NEW CHURCH STRUCTURE
- SOUTH STREET
• 2 WAY 2 LANE
- PRIVATE PARKING LOT

- AUTOMOTIVE PARTS & REPAIR
• DOCK STREET
• 2 WAY 2 LANE
- EXAMINER ENTERPRISE NEWSPAPER
- BRICK SHOWROOM & REPAIR
- AUTOMOTIVE PARTS & REPAIR
- CHEROKEE STREET
• 2 WAY 2 LANE
• LINE BETWEEN THE CITY PARK
• ACTIVITIES THE PROJECT SITE
• THE HISTORICAL RESIDENTIAL
• NEIGHBORHOOD

PROJECT SITE

ELEVATION MARKER

PHOTO SURVEY

- HEMDEAL HOSPITAL
• LARGE OPEN GREEN SPACE
• SUEDEWOOD BUILDING
- 4 STOREY RED BRICK STRUCTURE

- RADIOLOGY OFFICES & LAB
• ONE STOREY BRICK

- FRANK PHILLIPS BOULEVARD
• 2 WAY 2 LANE
• MAIN LINE BETWEEN EAST &
• WEST BATTLEVILLE

- OLD COURTHOUSE
• STRONG ARCHITECTURAL IMAGE

- STRUCTURE TO BE SAVED
• FACILITATE STORE W/APARTMENTS ABOVE
• GOOD BRICK EXTERIOR

- DELAWARE STREET
• 2 WAY 2 LANE
• GOOD VIEW NORTH TO PARK

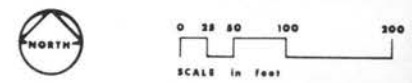
- STRUCTURES TO BE REMOVED
• HOUSING & SUPPORT STRUCTURES

- PROFESSIONAL OFFICE
• LAWYERS & INSURANCE SALESMEN
• RECAST CONCRETE & GLASS

- NEW BRICK STRUCTURE
• LIMITED ARCHITECTURAL CHARACTER

- 2 1/2 H. GREEN STAMP STORE
• ONE STOREY STUCCO EXTERIOR

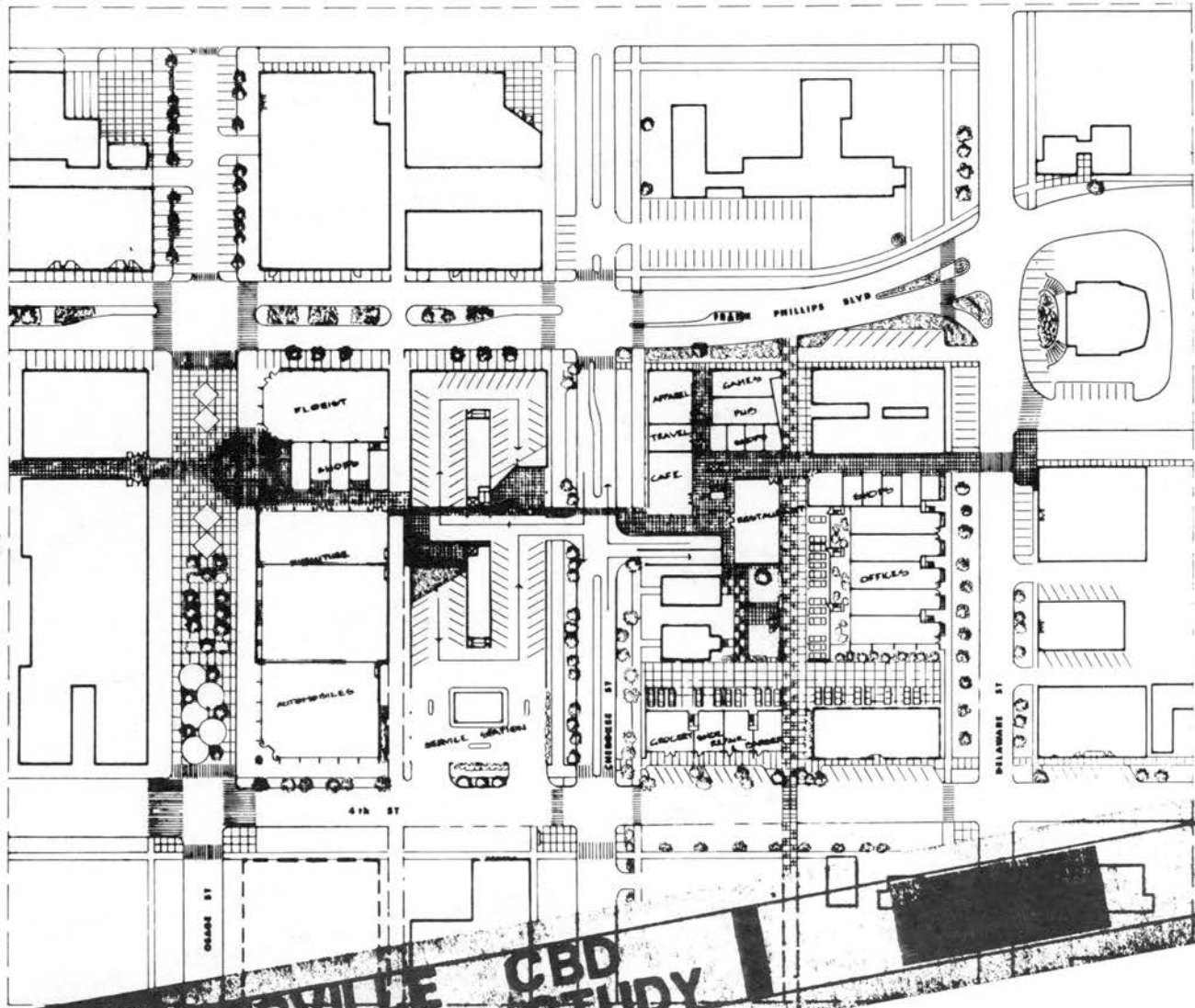
SITE ANALYSIS



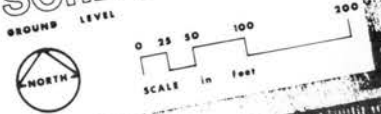
Prepared by
architectural firm
professional project
checking - layout - assembly

This site information can be used to support design decisions for improving the overall fabric of the Central Business District, CBD, with respect to the pedestrian and his needs. Overall CBD integrity is a goal that may have been stated in different words earlier in the Urban Space Section, Section A. The site analysis will provide a start for integrating the CBD into a system of more related spaces.

INFORMATION



SCHEMATIC



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ESVILLE CBD ZONING STUDY

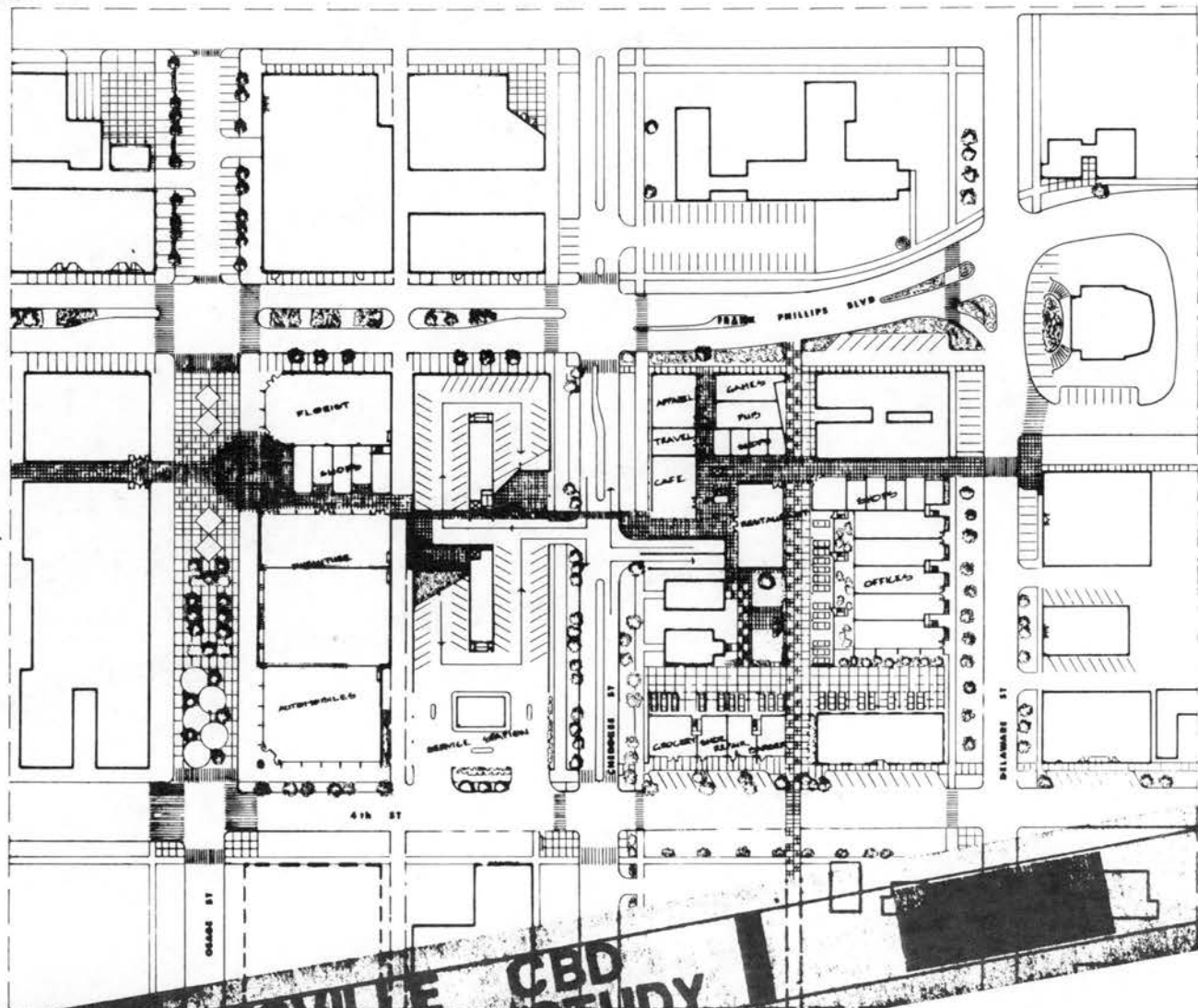
STUDY AREA SCHEMATIC

Level One

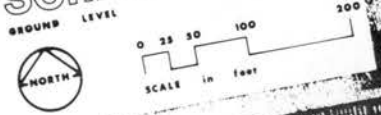
The project area is the intersection of the retail core axis and the axis of Cherokee Street. This schematic is the first level of the project area and it focuses on pedestrian routes, possible parking and development, and traffic controls for the travelled streets.

Small shops line the high intensity pedestrian route through the retail core in the east-west directions.

Where pedestrian and car traffic are mixed, paving patterns can be used to designate the mixed activity. Paving patterns are important for the different variations and control you can achieve with them. They visually stimulate a person to show a change in a situation, such as the change that occurs when a pedestrian goes from a plaza to street crossing.



SCHEMATIC

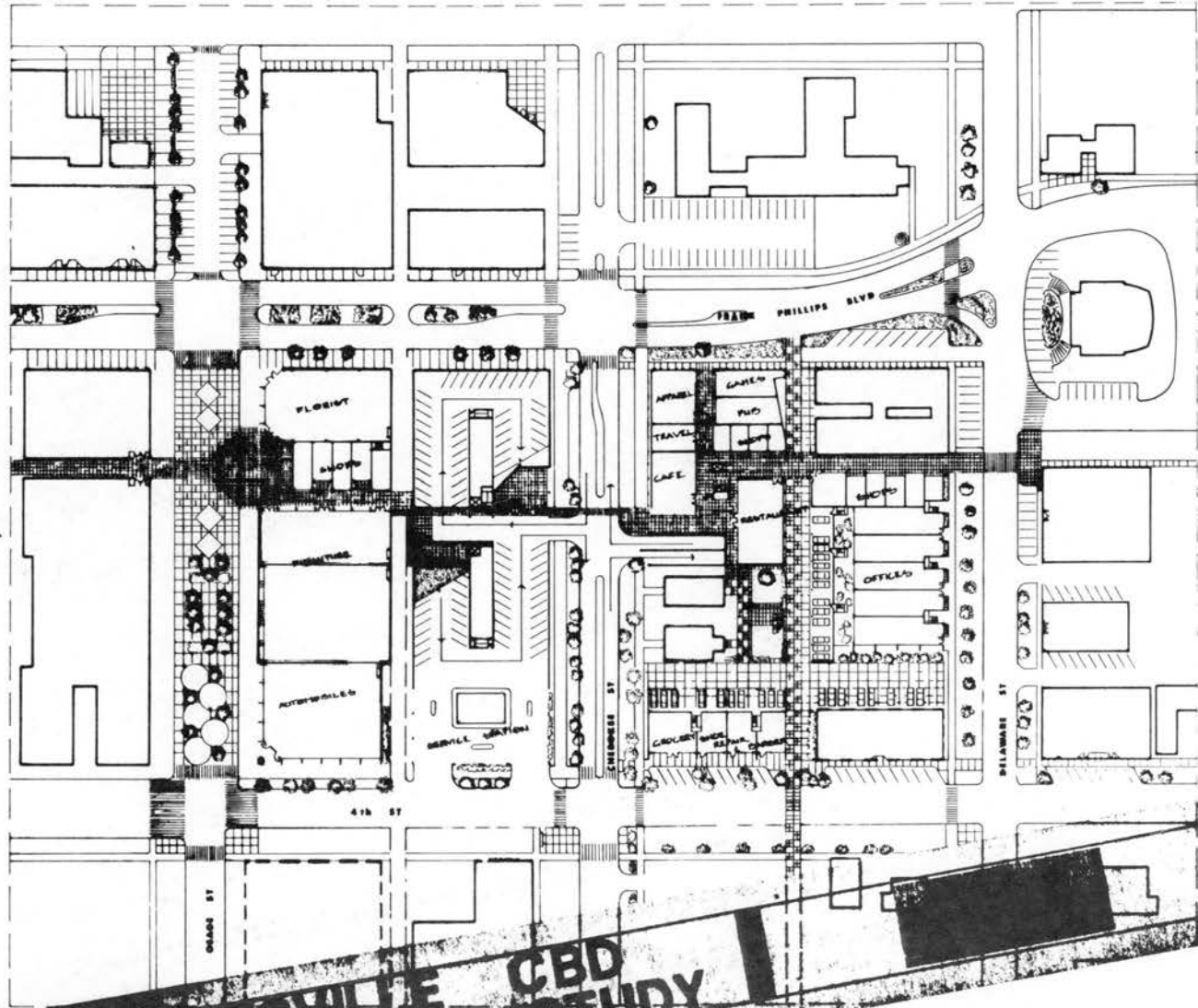


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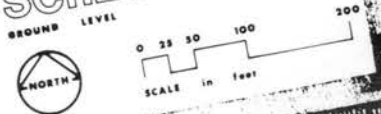
ESVILLE CBD ZONING STUDY

The automotive showrooms were mainly located on both sides of Osage Street between Frank Phillips Blvd. and Fourth Street. This area is proposed to be retained for showroom type activities, such as furniture, automobiles, a florist display, and small shops that would cater to the pedestrian route that passes through the retail core. These shops might be ice cream stores in the summer and pretzel and cider stores in the winter along with other incidentals such as gift shops, a post office, plant stores, tobacco shops, liquor stores, hair styling salons, anything that can be tucked into a small space and would work well along a pedestrian way.

The southeast corner of this block between Osage and Cherokee Streets is designated as a service station. This station is integrated



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ESPLANADE CBD ZONING STUDY

with a proposed parking structure. This is the same station that is located on that site as noted on the site analysis diagram. The parking structure will be necessary to help support the proposed development in the adjoining block of the project area. There is an acute parking problem in Bartlesville and this proposed increase in CBD activity will only add to the problem if the necessary steps aren't planned.

In the proposed extension block of the retail core between Cherokee and Delaware Streets, we are mixing new development with old existing structures. These old structures are apartments along Cherokee Street, and an appliance store with offices on the first level; with apartments on the second level. There is also a new one storey brick structure in the southeast corner

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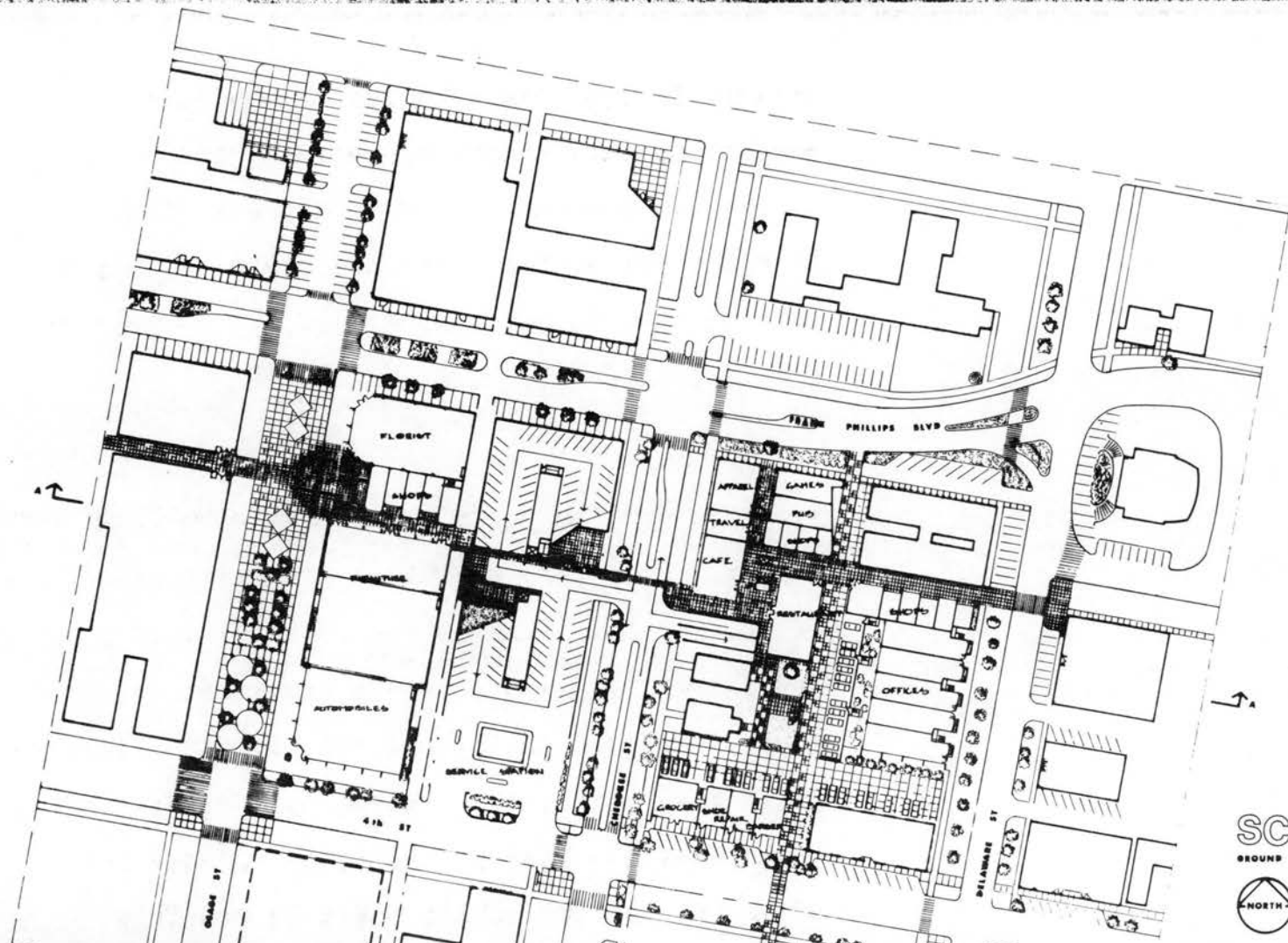
REPORT

of this block which is evidently an office building.

This block will initiate the transition from retail core to single family housing. It borders the proposed office band along Delaware Street and for this reason office space is proposed in this block opening towards Delaware Street.

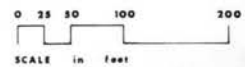
In the southwest corner there is commercial space for services that would help support the proposed multi-family space just one block to the East. These services might be a convenience grocery, shoe repair, clothes cleaners, barber shops, etcetera.

Bartlesville lacks good night time entertainment spaces. This location is ideal for cultivating a night time business. People gather



SCHEMATIC

GROUND LEVEL

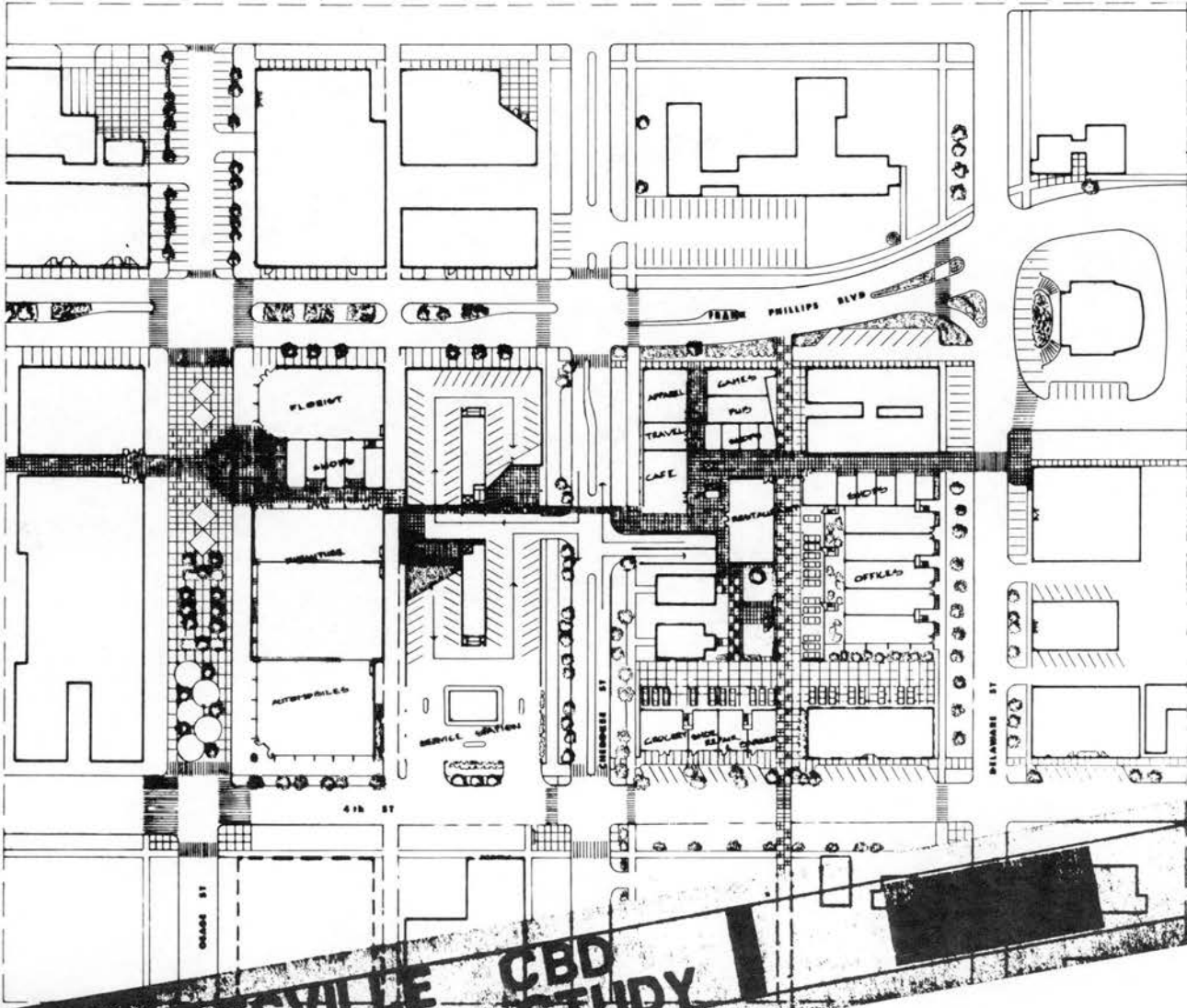


**ESVILLE CBD
REORGANIZATION STUDY**

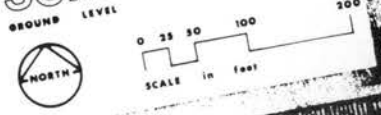
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nightly in the city park during the summer months and this source of activity could be tapped to support night time CBD activity. Also, the residential areas are close and may be induced to come out at night if the activities and atmosphere are good.

Various suggestions are proposed, a cafe with light entertainment, a restaurant with good dining emphasized, a private club with dancing would appeal to many of the young married couples and college people ; not to forget their forward thinking parents and older friends. Small pubs with character and game rooms that would take the best of the penny arcades and offer them to the public would be possible night time activities to take the rough edge off a busy day or be a good place to meet with friends. These activities are proposed in the



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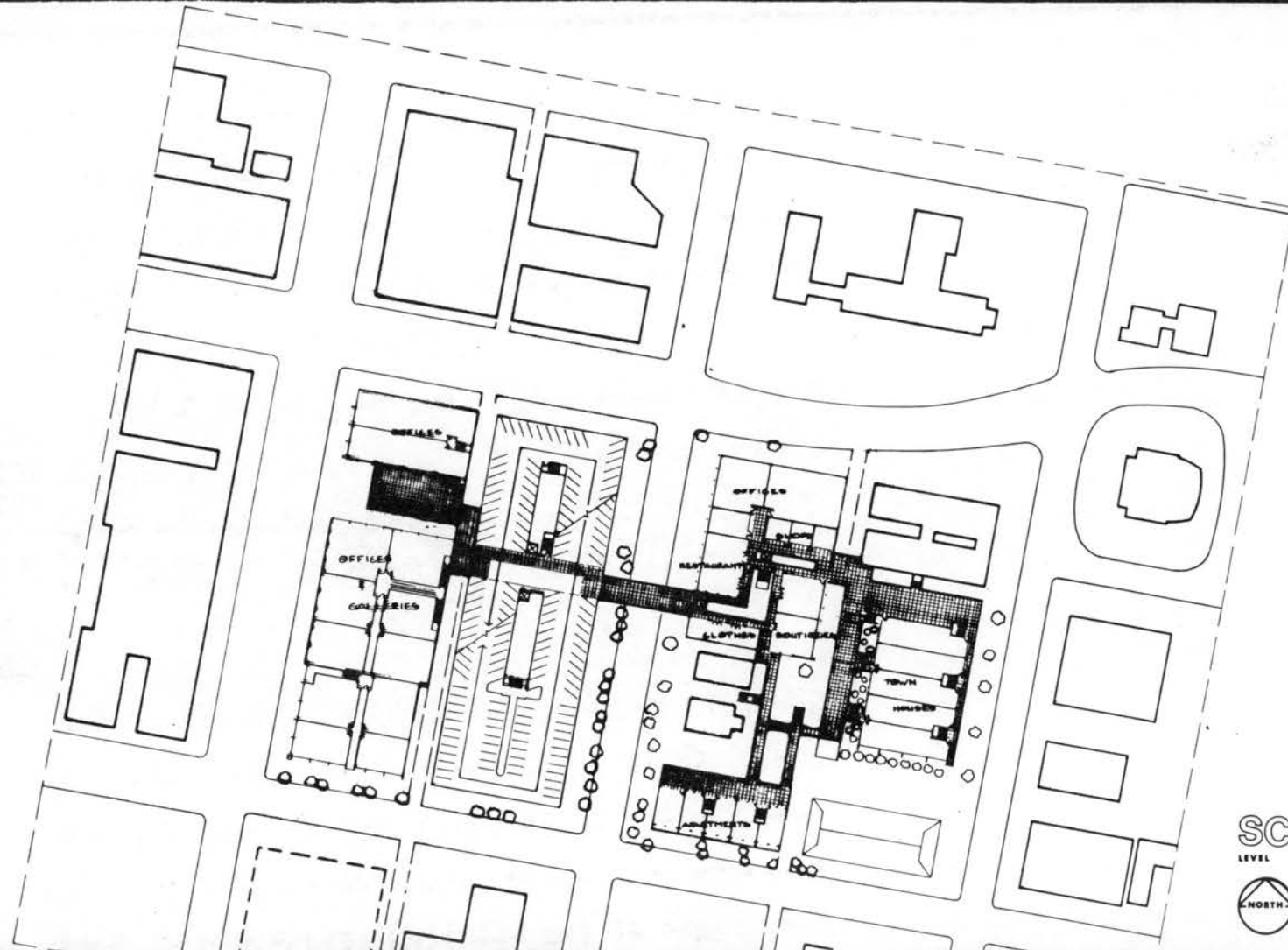
ESVILLE CBD REDEVELOPMENT STUDY

northwest corner of the extension block to take advantage of the proposed pedestrian route through the retail core and the connection Cherokee Street makes with the park and the residential neighborhoods.

The pedestrian will be pampered along his way through special paving, landscaping, and all of the amenities necessary to support people on foot.

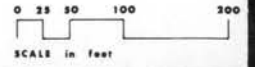
Any on site parking will be out of view and subdued.

REVISION



SCHEMATIC

LEVEL TWO



ATLANTA CITY
 ORGANIZATION STUDY

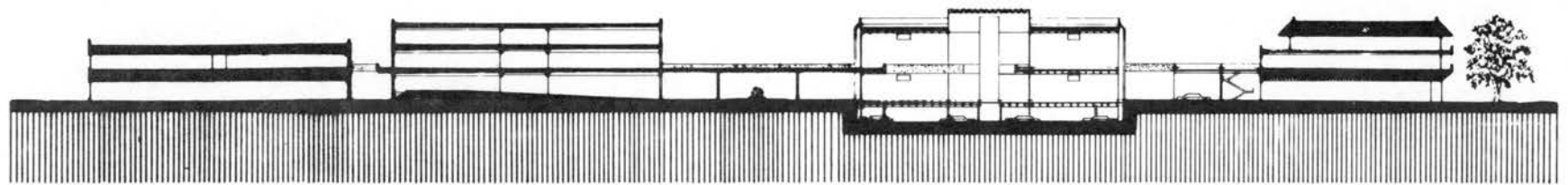
STUDY AREA SCHEMATIC

Level Two

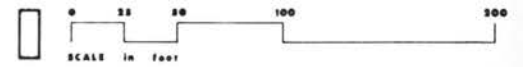
To support the goal of night time activity and to aid in the transition from commercial to residential space, upper level dwelling space is suggested over the office space and in the southwest corner over the convenience grocery and support service spaces in the extension block between Cherokee and Delaware Streets. In the northwest corner development the upper level is an extension of the ground level activities with possible office space.

The pedestrian routes on this upper level are shown by the cross-hatched pattern. They connect the two block study area by a bridge over Cherokee Street and they also connect the old apartments of the existing structures to the new development to invite them into the fabric of the Urban Space.

REPORT I



SECTION A-A
THRU STUDY AREA - LOOKING NORTH



**ARTLESVILLE CBD
STABILIZATION STUDY**

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SECTION THRU
THE STUDY AREA

The final diagram is a study of the section cut through the proposed project area. The obvious architectural details are the upper level pedestrian connections and the below-grade parking of the development in the northwest corner of the retail core extension block.

The section illustrated is cut on the line indicated on the ground level schematic of the study area.

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