

PROJECT 03

Town Center Concept Plan Development

Due 20 January, 2009

Now that you've worked on your preliminary program building upon the life | space | building assignment, it's time to work together as a team to develop an overall **town center concept plan**. Your team will take on one of the following the parameters of a) existing building heights (max. 65'); b) increased building heights to 85' (can be for specific sites); or c) increased building heights to 125' (can be for specific sites). Two teams will work on each of these categories.

As a starting point you will need to 1) refine the qualities, activities and physical facilities (program) that you want to see there from your discoveries so far of the neighborhood and town center site and 2) review the City's / GGLO's proposals for your assigned zoning category.

After you study the existing plans, PUT THEM AWAY to develop your group's Concept Plan. You may keep the connections diagram and continue to work with those recommendations.

Continue to refer to Gehls competition brief handed out Wednesday, using their categories of "Identity," "City Life," "Urban Form" and "Sustainability" - use these and build on them to develop your group concept plan. It's important to first sit down with your group and discuss the **overall idea of what you see as a vision** for your area. Start with big overall themes and work together to refine them. Consider what you know about the area (pedestrian quality, demographic, transportation connection, activities, water, spatial structure, ecological system, circulation, energy and climate, etc.) and documented neighborhood desires, and propose solutions that would make your plan pedestrian friendly, easily accessible, thriving and active, and as ecological and sustainable as possible.....among other things.....and most importantly:

BE BOLD!

Some things to think about:

- begin with overall **goals or targets** for your site (e.g. only clean water leaves the site; develop more pedestrian-only zones, encourage more commercial activity, improve quality of paving, add green walls/trees/roofs, make area climate neutral, focus on gathering, reduce noise, etc.).
- think **beyond the site boundaries**. Everything links to everything else. Any actions /strategies that you decide to take would ultimately affect other economic/social/ecological processes at much larger spatial and temporal scales. Be aware of the tradeoffs of your strategies and make holistic decisions.
- establish a clear **concept and concept name** for your site, and plan ahead your graphic presentation. What drawings will you use to represent your idea the best? Sell your idea to the studio!
- consider how the various **processes** on the site will contribute to your stated goals, **over time**. How might **green factor strategies** contribute to a green infrastructure and overall ecological health of the city?
- work **collaboratively** to take advantage of diverse backgrounds and representational skills and to push each others' **creativity**. Take advantage of each others' knowledge.
- develop several solutions **quickly, early**. Use those to help you work together, iteratively, to arrive at your final proposed solutions.

- use what you know about the site and context to guide but not constrain you. Be sure to relate your proposals to the **surrounding context**.

Your final drawing(s) can be loose and on trace or vellum but should be clear, compelling and durable. Plan drawings should be big enough to understand concepts, plus diagrams, sections and rough sketches that explain your concept and proposals. Clearly name your drawing with your concept and student names.