

COMMERCE OF THE PEDESTRIAN

ROBYN BURGOS

Masters of Architecture
University of Detroit Mercy
School of Architecture
ARCH 5100, 5110, 5200, 5210
Karen Swanson, Adjunct Professor
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ABSTRACT

Topic: Diminishing the Gap between Automobile and Pedestrian

Statement of Intent: How do existing non-viable commercial developments, which are deteriorating economically and aesthetically, reconnect to the pedestrian?

What has caused the gap between the automobile and the pedestrian? Is it the visibility of the automobile? Freeways, highways, and other streets are constantly congested with motor vehicles. Also, parking allotment and design is a major, rather than minor, concern when developing a new structure. Is the gap caused by the simple convenience of having a car? Many businesses and complexes are difficult to access without the use of an automobile. Is that disconnection created by a general attitude within the culture? It is very difficult to find a true pedestrian, or a person who prefers to walk. Many people try to avoid walking as much as possible. This mindset has changed the way structures are designed. These places now cater to the automobile.

The design of commercial developments is a prime example of the gap between the automobile and the pedestrian. Strip malls and similar shopping centers are developed for their convenience. They are designed as long buildings with dominating parking lots in front, which allows a consumer with an automobile to enter, shop, and leave quickly. These structures do not create an area that is attractive, or even accessible, to the pedestrian. Enclosed and open-air shopping malls do attempt to create a pedestrian experience through design. Walkways, seating areas, play areas, fountains, etc. all attribute to a positive pedestrian atmosphere. However, all of these characteristics are located in the interior of the mall. The only way to gain access to a mall is through the automobile, which means that the automobile is the predominate factor in the mall's design.

This thesis intends to explore the factors that contribute to the automobile-orientes design of commercial developments. It will analyze developments, both successful and otherwise, that attempt to focus on the pedestrian. Finally, this thesis will implement design strategies on a non-viable commercial development and attempt to reconnect it to the pedestrian in a way that would bring it back to life.

Commercial developments have always been considered an important part of any community. They were places of activity and encouraged interaction between people. These developments originated in the urban core. As time passed and technology improved, commercial developments were built further and further away from the city center. Traffic and commerce followed the new developments. This led to the financial and physical degradation of older shopping centers.

This thesis is seeking to explore design strategies that could lead to the redevelopment of an existing, degraded commercial area. It is an argument for using design strategies that would integrate and reconnect the pedestrian and the automobile. The use of strategies that apply to both the pedestrian and the automobile could lead to the creation of a viable commercial development.

Evolution of the American Shopping Center

In order to understand the state of current, degraded areas, it is necessary to explore the history that led to that state. The American shopping street, district, or center has changed drastically over the past century. The advent of the automobile redefined the way people viewed the areas that they traveled to. Streets, buildings, signs, and entire areas can be seen differently from person in a car than on foot. The mentality behind the design of commercial areas was affected by that 'new' way of seeing. So, the design of those areas began to develop around the automobile.

Main Street

The commercial center of the majority of American towns and cities was the 'Main Street.' Basically, a town's main street was a corridor that provided a place for trade. Main streets started out as a series of small stores fronts, as well as an area for churches, inns, and stables.¹ These areas were the part of town that people would meet and associate with each other.

One development that changed the face of a town's main street was the railroad. First of all, the railroad changed the way goods and people were transported from place to place.² Travel times shortened. More people could travel at the same time. Secondly, railroad depots for a town were usually placed in its center. So, main streets were able to profit directly from trains going in and out of a town.

That new form of transportation affected the way main streets within larger cities were designed. New technology led to the development of 'networks of urban railroads' or a city's mass transit system.³ This development brought people to a city's main street, or its core. The city's center became an easily accessible place that provided jobs and commerce. The center was also the place to go to for church and any civic activity.

The influx of people and activity in the city core affected the way that a main street was developed. Buildings along this main corridor became taller. They were also built closer together. Plus, these areas were the first to gain from technologies like gas and electricity.⁴ Main streets were no longer a set a small stores. They became individual areas with

dense walls of stores and offices that supported a major amount of activity.⁵ These areas were the commercial hearts of a city.

The next technological development that changed main streets was the automobile. This change did not occur right away. At first, the car was treated like a horse and carriage. However, when the car became faster, larger, and more popular in the 1920's, people realized that the design of main streets could not support automobiles.⁶ Streets needed to be adjusted. Stops had to be implemented. Parking and service stations had to be built within a very dense urban fabric. However, the way that main streets were developed did not allow these new design strategies to be effective. This lack of effectiveness moved commercial developments beyond the city's main street.

Beyond Main Street

As cities began to develop and grow, commercial developments seized the opportunity to open along streets that lead out of the city core. These developments were generally rows of small, low-rise stores.⁷ The newer shops lined streets where streetcar or trolley lines were installed. So, there was an easy way for people to access the necessary stores without having to go into the downtown core.

The new strips of commercial developments provided an opportunity to implement design strategies for the use of an automobile. While the design of the streets was similar to a main street, there was less density in these areas.⁸ Basically, there was space to create larger streets, set back sidewalks, pave parking lots, and building gas stations and the drive-through. Design had officially moved beyond pedestrian only access.

Commercial Highways

Soon, commercial development moved beyond the urban grid. The move occurred with the improvement of highways that were in disuse because of the railroad.⁹ Automakers and car owners wanted better access in and beyond the city. Store owners within those cities wanted better roads because it leads to more costumers. These improvements were originally funded by local communities who loved driving 'fast'. Then in the 1920's, federal aid allowed many of the highways, old and new, to become part of a coast-to-coast, comprehensive network.¹⁰

Improvement of the highways meant more drivers on the road. More drivers on the roads meant better opportunities for roadside commerce to develop. Older under-used stores and inns along existing highways, which suffered because of the railroad, were able to find new life. Many people with an entrepreneurial spirit began to open their own business along highways. A single roadside stop had the possibility to grow into a small town because of the traffic that the highways were able to provide.¹¹

The redevelopment of highways had a huge affect on the fringes of the city. Highways lead to the idea of bypasses, which were used to avoid the congestion of a city's main street.¹² Traffic was redirected away from downtown areas in order to reduce the amount of cars on the road. Commercial developments seized opportunity and opened where traffic was redirected. Eventually, these newer roads became just as congested as the main street. So, traffic was redirected further away

and commerce moved with it. This cycle caused a 'leap frog' affect on commercial developments.¹³ Older main streets and bypasses suffered economically because traffic moved from those areas. Ultimately, commerce, and the businesses that it generates, follows the flow of traffic.

Strip Malls and Shopping Centers

Post World War II development lead to the creation of many new suburban communities. Tracts of housing replaced farms and open land. Existing developments along highways located at the fringe of the city were transformed into the commercial centers of these new communities.¹⁴ Businesses like supermarkets, auto shops, and clothing outlets opened next to older shops and stands. Like in previous years, the additions filled in empty lots. However, the design strategies behind these new businesses were different.

The popularity of the automobile had finally gained control of how commercial areas were developed. Since everyone within these communities drove, it didn't make business sense to build for someone who walked.¹⁵ So, the sidewalk began to disappear. New buildings were setback further from the street. Parking lots were paved in front of the buildings. The design of these entire areas was not pedestrian friendly.

Shopping centers, which were originally introduced in the early twentieth century, followed those design strategies.¹⁶ The centers were larger than the original suburban strips and provided services to many sub-divisions. Shopping centers were a series of shops that were connected in one large building. Supermarkets and department stores were generally used as the anchor to these shopping centers. The larger scale of the centers also applied to the parking lots. Setbacks were deeper in order to create more space for parking. The lots were larger in order to accommodate more cars. These design strategies became the formula for shopping centers throughout the nation and eventually lead to the design of the enclosed shopping mall.

Shopping Malls

As the design of shopping centers continued to develop, they became larger hubs that provided services for a region. The centers began to provide a larger variety of stores and amenities. Next, the storefronts turn away from the street. Pedestrians used an interior artery in order to get from store to store. The final step in development of the shopping mall was to enclose it with a roof.¹⁷

The first of these complexes was designed by Victor Gruen. He planned to design a structure that would provide a complete cultural and recreational experience.¹⁸ Gruen believed that shopping malls needed to include activities, programs, and amenities that went beyond commerce. He tried to replicate the bustle that downtown cores provided by using a design that would make shoppers aware of each other.¹⁹ Gruen wanted to allow shoppers to have the experience of being in a city's downtown area without going downtown.

Gruen accomplished this experience in several ways. First of all, he decided to create a separation between pedestrian and automobile traffic.²⁰ This decision dictated the atmosphere within the enclosed mall. It allowed shoppers to have full access, both visual and physical, to the central area of the mall. In order to enhance the atmosphere, Gruen used amenities, like trees, benches, and kiosks that were also used in

main streets.²¹ These amenities created spaces where people could interact and do activities. The enclosed structure allowed control over the weather. So, shoppers were always comfortable.

Gruen's concern about experience created a goal for shopping malls. "They wanted to create an environment that would pull people in, keep them there, and encourage them to return."²² Gruen's design solutions became the template for creating the experience, even as malls changed over time.

Malls did accomplish part of Gruen's original intent. They were able to create a center that brought a regional community together. However, they also created a drain on smaller malls, older commercial developments, and downtown areas.²³ That drain made older commercial developments suffer economically and physically. Eventually, malls became less popular and also felt that economic drain.

Death of Malls

Malls, especially ones that are considered to be out of date, have begun to face the problem of decline. People are now less likely to travel to these large structures in order to shop. Instead, shoppers go to newer, up-scale malls that are further away from the city core, or big box stores.²⁴ The stores that used to inhabit these malls are leaving. Stores go to where the people, and commerce, are. This causes older malls to struggle and eventually fail. Retail experts do not expect a change in this trend.²⁵

The Congress for the New Urbanism has attempted to address the problem of dying malls. They define these malls as places where annual sales per square foot have dropped to less than \$150.²⁶ The malls are called greyfields, which refers to the parking lots that surround a mall. The book "Greyfields into Goldfields" outlines the reasons why a mall fails.

"Mall decline has multiple causes. Prominent among these are: competition from new and expanded malls, reduced buying power in the trade area, changing consumer preferences, and lack of owner investment in the property. Some experts suspect that legal complications, such as ground-lease conditions, also contribute to decline..."²⁷

Basically, these older malls cannot adapt to changes in buyer interests. Either they do not produce the necessary amount of money or they do not have owners who want to put money into them. New malls can, and do, follow new trends in the market. They have the amenities and types of entertainment that attract people to them. So, malls that can't implement the resources to compete fade away.

Reinterpreting the Mall

Even though older malls are beginning to fail, new design strategies are being implemented to either help redevelop dead malls or reinterpret what a mall is. Older malls are being redeveloped two different ways. They are demolished for new developments or broken up in order to bring in new life.²⁸

"Demalling" is becoming a popular method that addresses the problem of failing malls.²⁹ It is a process that takes apart the enclosure of a mall. Many of these broken down malls are turned into open-air malls. Open-air malls turn the pedestrian core of the structure into a 'street.' The openings of the stores become 'street fronts.' Ultimately, the process of 'demalling' seems to be an attempt to recreate a main street, which is a major trend in current shopping centers. Even though the process does make malls more open, they are still separated from the surrounding area. Also, there is no real proof the people will be attracted to sites that were already struggling economically.

Another strategy that is being implemented on failing malls comes from New Urbanism. New Urbanism focuses on the creation of walk-able communities and neighborhoods.³⁰ That means the creation of mixed-use, high density areas. These areas tend to follow a general set of guidelines that are supposed to create viability. These guidelines are:

- Evolve a single structure into a district with distinct sub-districts.
- Establish a street pattern that connects to the streets of the surrounding area.
- Reorient activity to face the street.
- Differentiate pedestrian streets from vehicle streets.
- Build structured parking.
- Connect with the surrounding community through site planning and architectural elements.
- Integrate multiple uses both horizontally and vertically.
- Create a new network of interior streets.
- Design for human scale.
- Include housing.
- Accept the element of time. Build real public space.
- Apply New Urbanist principles where possible.
- Customize to fit local needs.³¹

Older malls that are redeveloped according to these guidelines are generally broken up or demolished. Then a new community, with its one commercial development, is built onto the site in phases. Eventually, full communities are formed and connections to surrounding neighborhoods are created. However, this strategy may not be implemented on a site because cost and time consumption. Also, it is very reliant on the idea of "if you build it, they would come." People are needed to support new housing and stores. Not all areas are equipped to support that theory.

Older, failing malls are not the only commercial entities that are being redeveloped. The actual idea of a mall is being reinterpreted. The new type of commercial development is 'the lifestyle center.' A lifestyle center is a hybrid of a strip shopping center and a mall, with Main Street overtones.³² These are open-air commercial areas that focus on pedestrian amenities and integrate the automobile into the design. Lifestyle centers are smaller than malls and tend to rent out to boutiques and smaller shops. The design of these centers gives a façade of organic growth, even though the shops are usually connected in one building.³³

The effect of this design creates the image of a town center. This image has been able to attract people to these developments.

However, it is only a façade. This new mall type is an instant development that is only being built in affluent neighborhoods.³⁴ It is an attempt to recreate a part of the past by designing for the pedestrian. Yet, the centers fall short because they are still commercial developments that are isolation from where the real main street is located.

Attracting the Pedestrian

The history and evolution of American shopping centers shows how the design of commercial developments has changed. Focus has moved away from the pedestrian and toward the use of the automobile. While it is unrealistic to believe that the pedestrian can become the main focus of design again, the automobile should not be the only focus. Not everyone within a given community owns a car. People don't have access to a car find it difficult to travel to areas like commercial developments, which provide trade and job opportunities.

It is important to be able to integrate the pedestrian into the design process and redevelopment of commercial areas. It will create access to a new set of costumers. It will also give people to chance to associate with each other outside of the home. In order to be able to integrate the pedestrian into design strategies, it is important to analyze the amenities that attract people to commercial areas.

Street and Sidewalk

Within an urban context, the street and sidewalk are important aspects in any development. According to Jane Jacobs, both the street and sidewalk are more than just forms of circulation.³⁵ The streets are public spaces within the city and they provide a service to the people, whether they are in a car or on foot. They are the source of life and interest in a city. Jane Jacobs discusses how the sidewalks can provide safety when people believe that they are safe.³⁶ An influx of the amount of people on the sidewalk makes it seem safer. Sidewalks also provide the opportunity for social interaction. People can meet and interact with each other. However, Jacobs states that there must be trust in order for any of this to occur.³⁷ A safe and busy street carries that aspect of trust.

Jacobs' theories about the streets and sidewalks can apply to commercial developments and how they relate to the pedestrian. The central, public spaces of all commercial areas were designed in order to promote social interaction. That means they can function like sidewalks do. They can become spaces for people to interact with each other. They can also function as areas where major activities occur. The central spaces of commercial developments also need the inherent sense of safety trust that Jacobs discussed. Otherwise, people wouldn't go to those areas.

Important Amenities

Another important aspect of design for the pedestrian is what attracts a person to a certain area. William H. Whyte discusses his research of what brings people into public spaces in his book *City: Rediscovering the Center*. The design elements that attract people to an area can be man-made elements. For instance, seating is very important to any pedestrian. If people are going to stay in a place, then they generally like to sit down. More importantly, the design specifics of seating,

like height and mobility, determine whether people would actually utilize the seating or not.³⁸

Whyte also discusses the affects that natural elements can have on a public space. Water, wind, trees, light, and warmth can play a role in creating an attractive space.³⁹ People like to be outside in the sunlight and warmth. Trees provide shade when it is necessary. They also break down the harsh 'scapes' of an urban area. Finally, water provides a soothing sound in an environment. The sound of water can also provide background noise that makes conversations private. Plus, water is fun to play with when fountains and pools allow access. All of these elements can enhance areas where people like to interact with each other.

Commercial developments can use elements like the ones Whyte talks about in order to create an experience that people will enjoy. Those elements contribute to an atmosphere that welcoming and relaxing. They can help create spaces that influence people to stay or return at a later date. Overall, amenities like seating and trees can turn a functioning commercial development into a successful one.

Case Studies

Precedents were studied in order to gain an understanding of what makes a successful commercial development. In order to be considered a successful commercial development, the precedents had to be economically stable. This means that they need to be able to attract consumers to the site. Also, the commercial developments could not show major signs of vacancy or physical deterioration. Finally, these areas needed to provide design solutions that catered to and integrated the pedestrian and the automobile.

Two of those cases studies showed how commercial development could be successful in one area, such as design, and unsuccessful in other areas. One of the developments (CityPlace) is considered to be slightly more successful than the other (the Village of Rochester Hills). In this case, design is considered to be more important than economics. Both case studies are also examples of recent strategies that are being used for commercial developments.

CityPlace, Long Beach, California

The first case study is a New Urbanism project that transformed a 'greyfield' into a viable community. CityPlace was developed in order to propel the revitalization of downtown Long Beach. It is located on the former site of the Long Beach Plaza, which was considered to be a commercial failure.⁴⁰ While CityPlace had the same goal as the former mall, which was to bring people into the area, it accomplished the goals in a different way. Instead of recreating a commerce-only block that cut off parts of the city grid, developers built a mixed-use community that reconnected to the streets of the surrounding area.⁴¹

CityPlace is a successful commercial development for several reasons. First of all, the area was developed over time. It wasn't created as an instant fix for downtown Long Beach. Housing and apartments allowed people to live on the site. That meant that on-site businesses already had a pool of customers when they opened. Also, the types of business in CityPlace are not exclusive high-end stores that only wealthy people can shop at. The area's main anchor is a Wal-Mart, which

attracts a large variety of people to the site. However, there are several vacancies on the site.

CityPlace was able to create a direct connection to the surrounding community. That connection makes the area easily accessible for the automobile and the pedestrian. Plus, the development has the amenities that people enjoy when they go to commercial developments. Ultimately, CityPlace is successful because its developers were able to balance necessary design elements and create a cohesive area.

The Village of Rochester Hills, Michigan

The second case study is considered to be a lifestyle center that is "reminiscent of a downtown Main Street with sidewalks and facades."⁴² The outdoor shopping center is a mix of high-end chain stores and boutiques. The shopping center has a main corridor that goes through the middle of the development. That corridor is lined with diverse street facades and obviously caters to the pedestrian. Amenities, like a playground, bike racks, and speakers playing music, create a very comfortable atmosphere within the development. The area's design and amenities truly enhance it and help attract people.

Even though the Village of Rochester Hills is able to attract people to it, the development is not entirely successful. The design of the area's central space suggests that it caters to the pedestrian. However, that central space is surrounded by a parking lot. The commercial development makes no physical connections to the surrounding community. Basically, the design is another open-air mall surrounded by parking.

Critique

The argument of using design strategies that reintroduce pedestrians into commercial developments may face many critiques. One critique may be that it is unnecessary because pedestrians are catered to in current designs. Also, it is rare to find people who are willing to walk anywhere, much less to the places where they shop at. Plus, with the increase of internet shopping, many people buy things in the comfort of their own homes. Finally, social networking with electronic devices has made it unnecessary for people to congregate anywhere in order to meet new people.

Even though current designs of commercial developments involve the pedestrian, they do not completely address the issue of accessibility. If a person has to have a car to arrive at their destination, then the design is not entirely pedestrian friendly. Some people do not have the means to own a car, yet they can still take advantage of commercial developments that provide groceries of other necessities. Others are likely to walk in order to conserve resources, if commercial developments are near their communities. So, it is still important to provide that accessibility through design.

While the internet has changed the way people shop and even socialize with each other, it does not make shopping centers invalid. The experience that was inherent in the original concept of shopping centers still exists. That is why many people still choose to go out to shop. Also, the internet is still not the universal source of commerce. Many people won't trust the internet. Others are still unable to use it for shopping. Either they do not have access to the internet or they don't have a

viable way to order goods.

This argument may face many rebuttals. However, there is still validity in redeveloping a failing commercial area. These developments have the opportunity to generate jobs, commerce, and a support system for the surrounding neighborhood.

Conclusions

This exploration provides a vivid image of the importance of the automobile. The introduction of the car into main stream society completely changed the way people viewed mobility. This view changed the way that areas were design and built. It is a ridiculous notion to believe that it is possible to completely reverse that mind set. It is impossible to remove the presence of the automobile in commercial developments. It will also be unreasonable to try. The car is an important part of this society.

However, design that accommodates to the pedestrian should not disappear either. The design of shopping centers and malls need to find a way to cater to both the automobile and the pedestrian. To pick one or the other as a focus of design creates a missed opportunity. It is possible to create a design that benefits both. That design could turn commercial developments into stronger and more cohesive areas.

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SKETCH PROBLEM

The sketch problem was completed at the beginning of the project. The instructions were to take a box and use it to create a model that captures the essence of the project's thesis. The idea behind this model was to express the lack of pedestrian accessibility to the surrounding commercial developments.



The original box was cut down into a series of 12x1, 12x2, and 12x3.5 sections. These sections were used in order to create an interlocking grid. The center of the grid is where the lowest sections are located. As the sections move outward, they increase in height. This grid was used to describe the difficulty that a pedestrian, whom is at the center of the grid, has when trying to go to a new location. The further a commercial development is from the starting point, the more difficult the journey.



The second aspect of the model is the trace 'pathways' that are used to help connect the center of the box with the outer edges of the grid. This represents the intent of the thesis to reconnect the pedestrian to commercial developments that cater to the automobile.

The discussion about this model led to the exploration of malls and shopping centers that attempt to cater that the experience of the pedestrian.



PRECEDENTS

Precedent analysis helped to spur the process of design. It was important to the process to choose precedents that reflected the intent of the thesis. Precedents for this thesis were either developments that were entirely commercial or had a strong commercial presence.

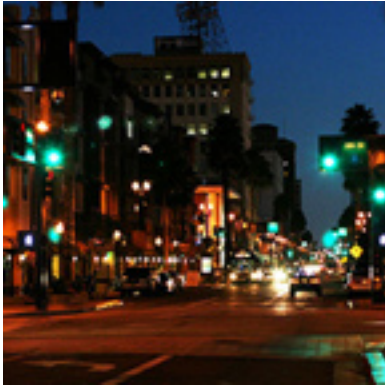
In order to be considered, precedents needed have a pedestrian element in the site. Also, there needed to be elements, or amenities, that would draw a pedestrian to the site. Finally, the automobile also had to have a presence in the area. Commercial developments with a balance between the pedestrian and the automobile were preferred.

Out of all the sites that were chosen, three are located in California, two are in Michigan, and two are in the United Kingdom. The sites that are located in California are examples of how to convert former inefficient areas into walkable developments. The commercial districts in the United Kingdom showed how a design can cater to the pedestrian. Finally, the Michigan precedents are examples of how commercial developments are being catered to the automobile and the pedestrian is becoming an afterthought.

The project's final precedent is located in Buffalo, New York. This precedent was analyzed toward the end of the design process. A sketch problem that focuses of creating a connection between a commercial district and a downtown area was completed. The sketch problem helped inform to inform the decisions of the final design.

CITYPLACE; LONG BEACH, CA

Cityplace is a mixed-use commercial development that is located in downtown Long Beach, California. The site was originally occupied by a mall, which was called the Long Beach Plaza. The mall was demolished and the site was used to create new retail space (450,000 square feet), and new residential units (120 condominiums and 221 apartments).



The development utilizes the principles of New Urbanism. The guidelines that were used in the design of CityPlace are outlined in the Congress of New Urbanism's book *Greenfields into Goldfields: Dead Malls Become Living Neighborhoods*. This was done in order to help create a viable community in the heart of Long Beach.

This site shows how it is possible to turn an inefficient site into a sustainable, pedestrian-friendly community without alienating the automobile. The conversion of the site promoted urban density and was able to create vitality in downtown Long Beach.



The only negative aspect of the project is that the site was completely cleared before any development occurred. It is not known if there was an exploration of how to "break down" the mass of the former mall.

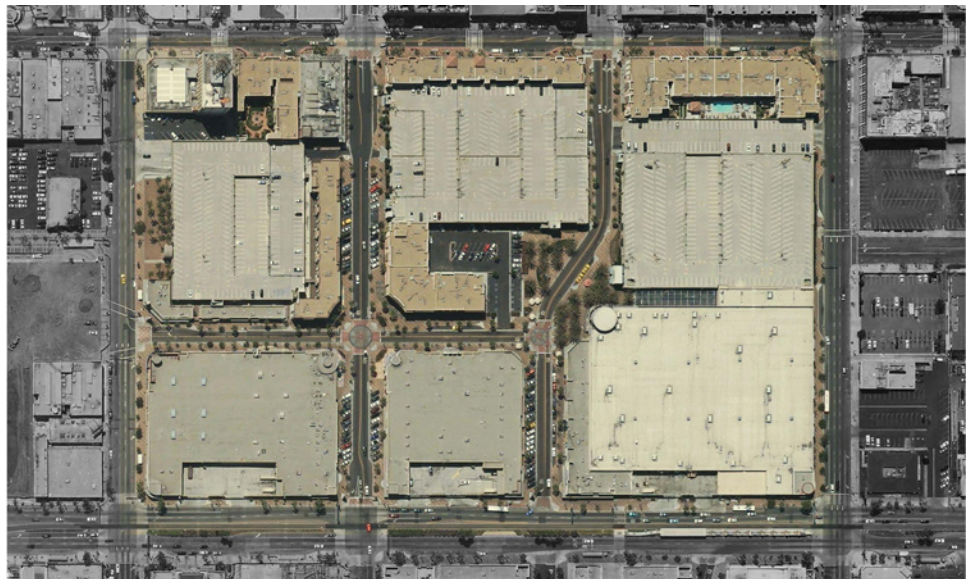
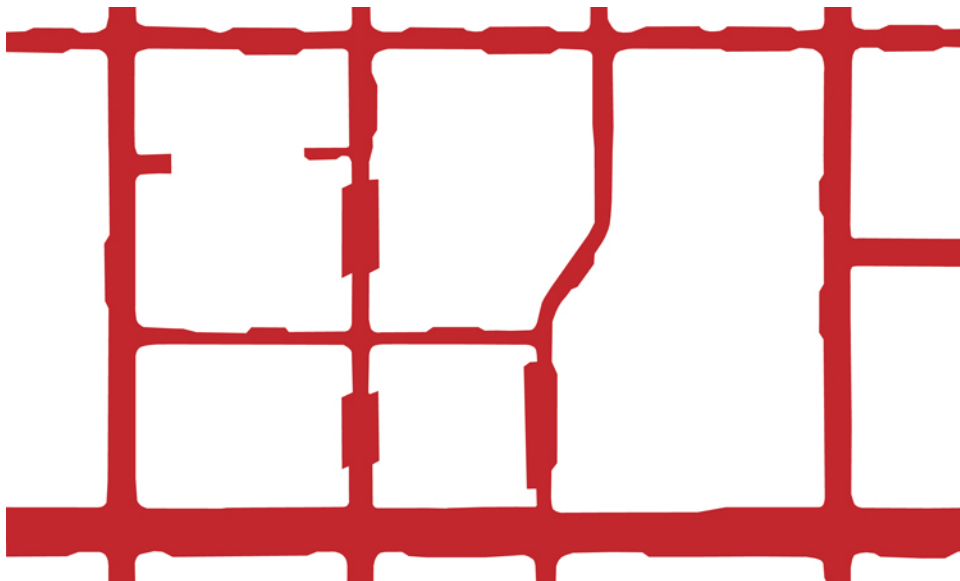


IMAGE: COPYRIGHT GOOGLE MAPS



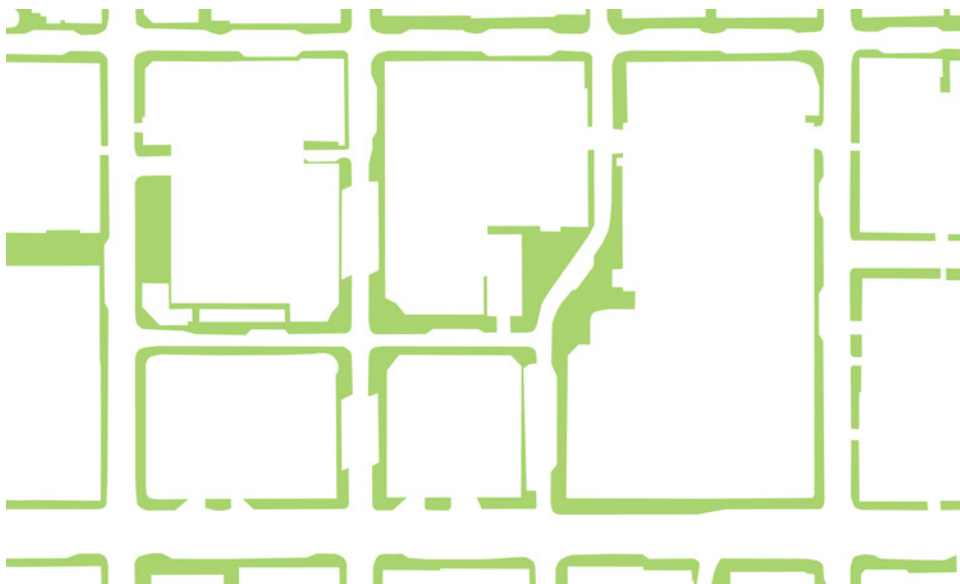
Built form dominates the site. The masses are large and indicate a scale that is generally used in a downtown area. There is also a lot of apparent square footage dedicated to the retail space of Cityplace.

MAP: FIGURE GROUND



The roads throughout and surrounding CityPlace tend to follow a standard grid. The larger roads are located at the edge of the site. The streets that lead through CityPlace are narrower. This slows down the automobile's speed and makes increases walkability.

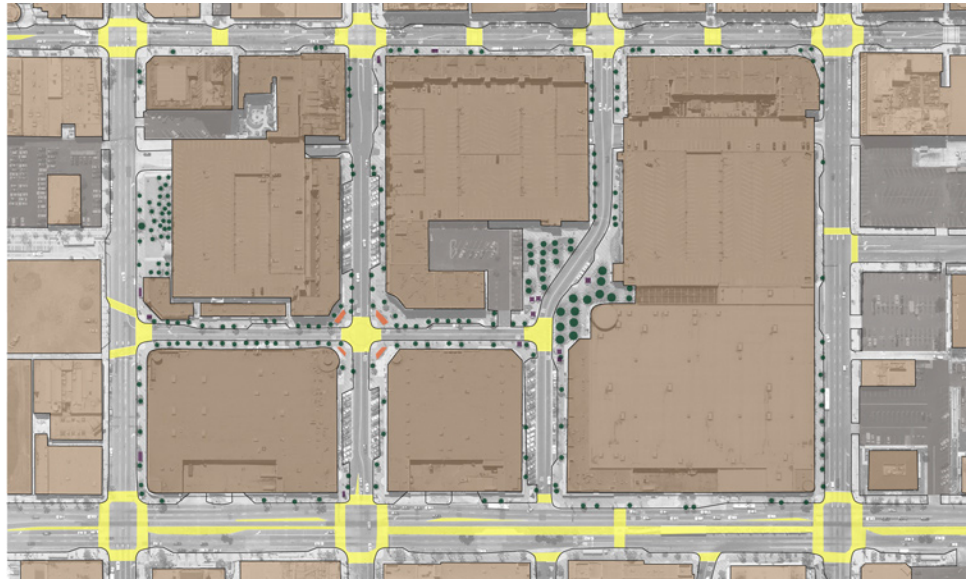
MAP: ROADS



CityPlace's pedestrian connections tend to follow the area's grid. Sidewalks follow the road and only open up into a pedestrian space in the center of the site. This designates the importance of the center and the stores that are located near it.

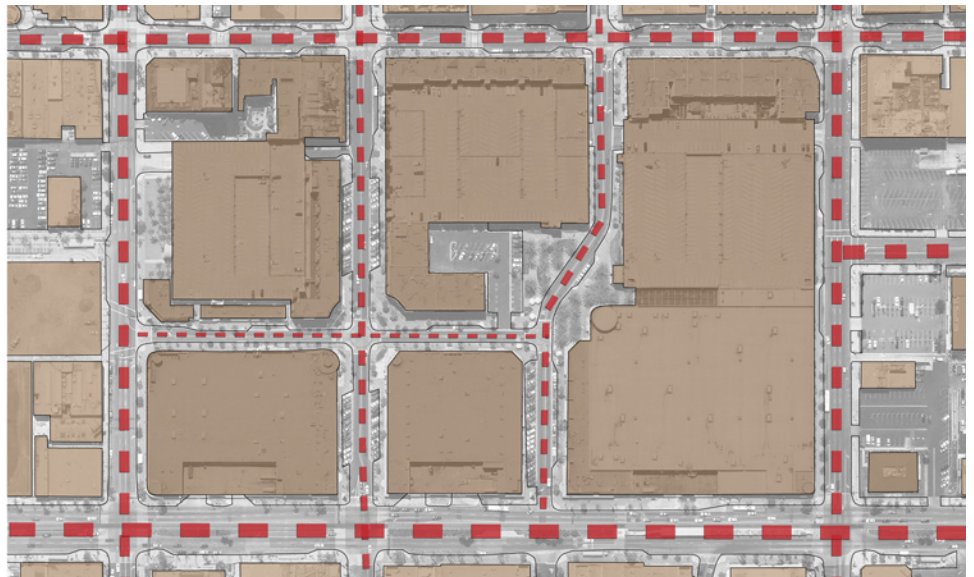
MAP: PEDESTRIAN CONNECTIONS

CityPlace has few physical amenities. Landscaping dominates the site's pedestrian connections. A small amount of kiosks and benches are located in the immediate area. This shows that CityPlace's exterior is not as important as the actual retail space. The majority the site's parking is located within, or on top, of the built form. This is done in order to reduce the presence of the automobile.



MAP : AMENITIES

The site's automobile movement follows the city's downtown grid. The larger amount of movement is located at the edges of the commercial development. Streets that flow through the site have a medium level of traffic flow. This shows that there is a higher level of control over the traffic within the limits of the site.



MAP : AUTOMOBILE MOVEMENT

Pedestrian movement follows the sidewalks, which are formed by Long Beach's city grid. There are spaces within the site that allows for pedestrian gathering. The main space is located in the center of the commercial area.



MAP : PEDESTRIAN MOVEMENT

	AREAS CURRENT STORES & USES
RETAIL	
BOOKSTORES	0
CLOTHING	13 (Abbani Suits, Best Line Ropa, Claire's Botique, Easy Fit Shoes, Fashion Island, Footaction USA, Island Plus, Jean Machine, Nordstrom Rack, Payless Shoes, Reflection Kids, Ross Dress For Less, Zizibeh)
GIFTS	0
HOME	1 (Anna's Linens)
JEWELRY	1 (Daniel's Jewelers)
MEDIA & ELECTRONICS	2 (Game Stop, T-Mobile)
OUTDOOR & SPORT	1 (Big 5 Sporting Goods)
PET STORES	0
TOYS AND GAMES	0
DEPARTMENT & GROCERY	1 (Walmart)
ATTRACTIONS	1 (The Found Theatre)
FINANCE	0
HEALTH & BEAUTY	7 (GNC, Hair Pavillion, LB Total Boday Therpy, Luxury Perfumes, Nutri Tek, Professional Nails, Sally Beauty Supply)
PARKING LOTS	4 (surface lots, but parking structures are mixed in with the buildings)
RESTAURANTS	11 (Bouchees Bistro, Café Bobalicious, C&C Internet Café, Chopsticks, Hometown Buffet, Mitaki Japanese, Mrs. Fields Cookies, Panda Express, Peachberry Yogurt, Red Brick Pizza, Subway)
GOVERNMENT & SERVICE	2 (Armed Forces Recruiting Center, City of Long Beach Veterans)
VACANCY	8
AMENITIES	
BENCHES & SEATING	4 (estimated)
KIOSKS	13 (estimated)
LAMP POSTS	260 (estimated at 20' between posts)
PLAYGROUND & PARKS	0
PUBLIC SPACE	3 (at the center of the development, in front of a Wal-Mart entrance, and one at the southern edge of the site)
TREES & PLANTERS	231 (estimated)

The majority of the retail in CityPlace focuses on clothing and accessories. However, Cityplace does provide access to several restaurants. Also, it has a large anchor, Wal-Mart, which provides a large variety of goods. The Found Theatre provides the opportunity to draw people to site for the purpose of entertainment. Overall, the site provides a good variety of program for a commercial development.

THE VILLAGE; ROCHESTER HILLS , MI

The Village of Rochester Hills, which is located in the state of Michigan, is considered to be a lifestyle center. A lifestyle center is basically a new open-air mall type. It is an attempt to recreate the atmosphere and the aesthetic of "Main Street" within a suburban district. This commercial development is located in the Rochester Hills' downtown area.



The location's main retail space is a pedestrian artery that is lined with store fronts, trees and benches. This design recreates a faux "main street" that is surrounded by parking lots. It is a commercial area that tries to cater to the pedestrian. However, the surrounding parking lots create barrier, which forces a customer to use the automobile in order to gain access. There is no balance on this site, only the facade of balance exists. Ultimately, the design of the precedent falls short.

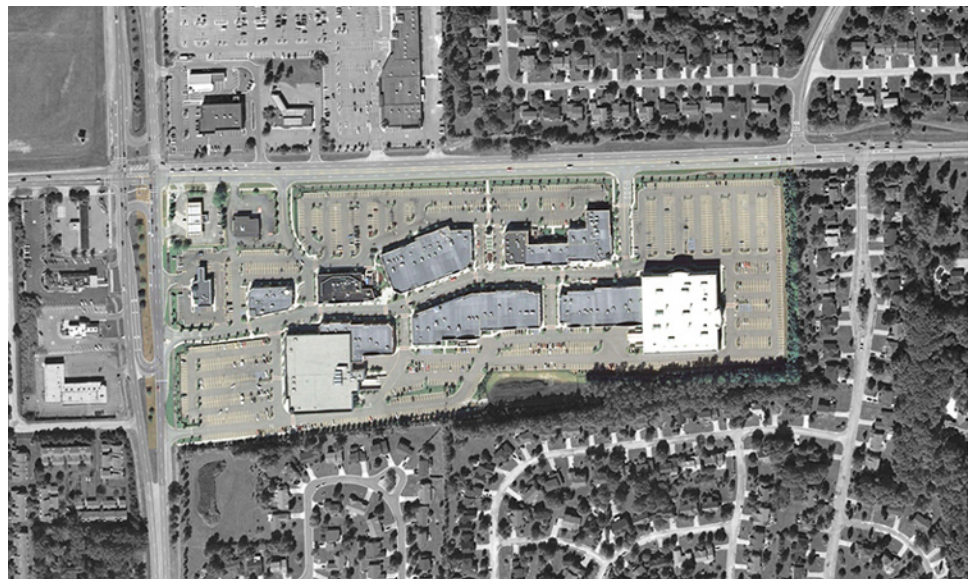
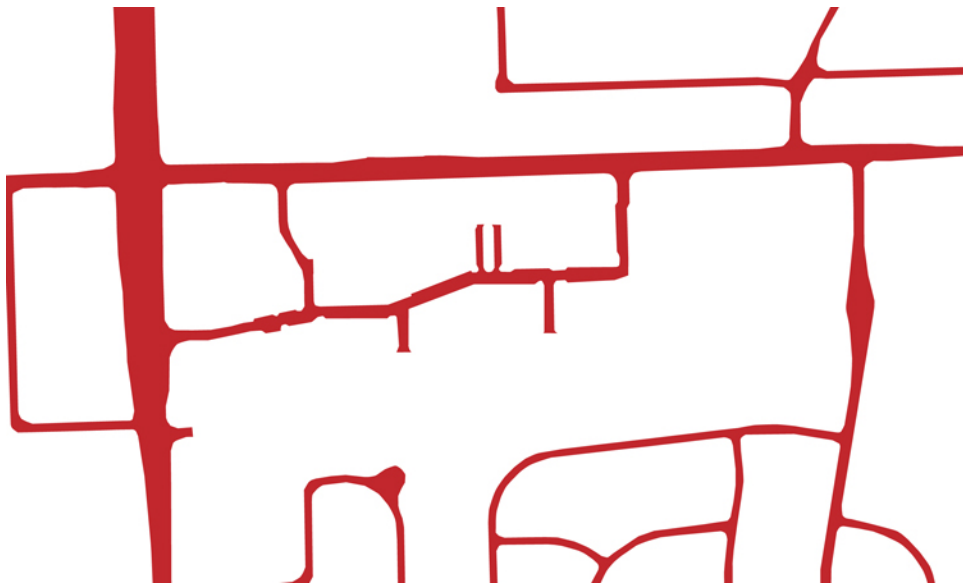


IMAGE: COPYRIGHT GOOGLE MAPS



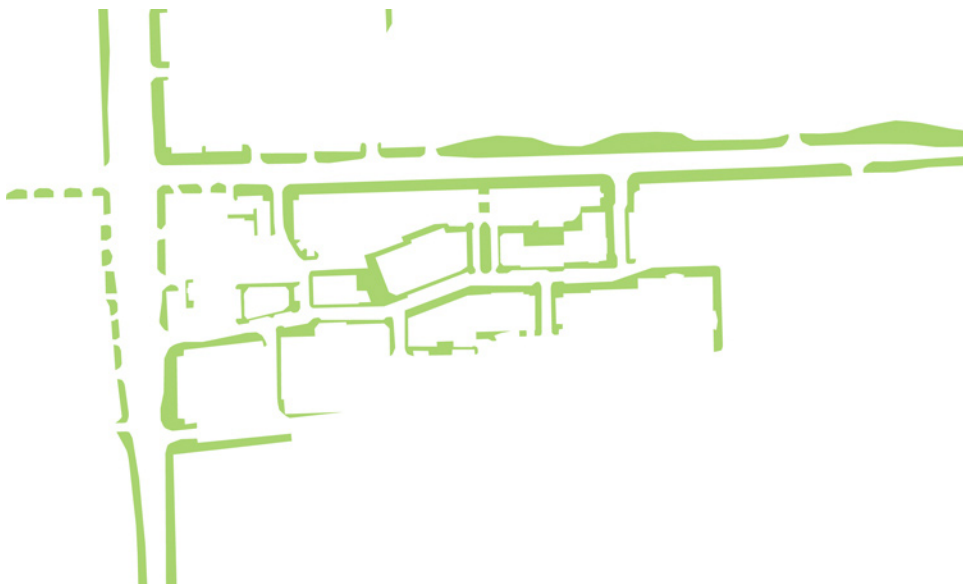
MAP: FIGURE GROUND

The main buildings of the Village of Rochester Hills relate to the form of a standard suburban mall. The difference is how the buildings are broken down. They are made into smaller forms in order to create the appearance of more density. However, that density does not truly exist on this site.



MAP: ROADS

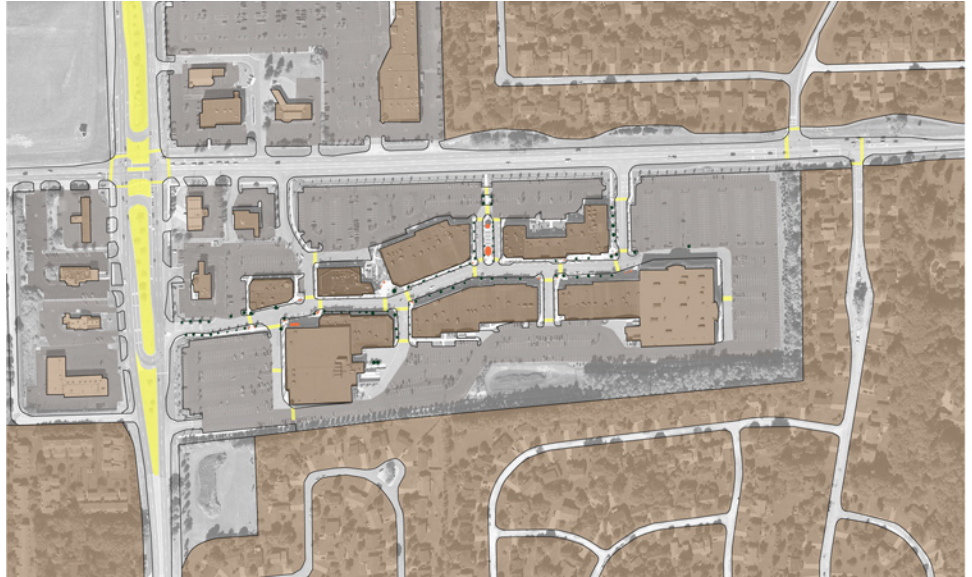
There is no standard grid within this commercial development. The site is bordered by major arteries that act like a barrier to the other sides of the road. The minor streets only connect to the main roads. They have no other connection to each other. Because of this, there are only three points of access into the site.



MAP: PEDESTRIAN CONNECTIONS

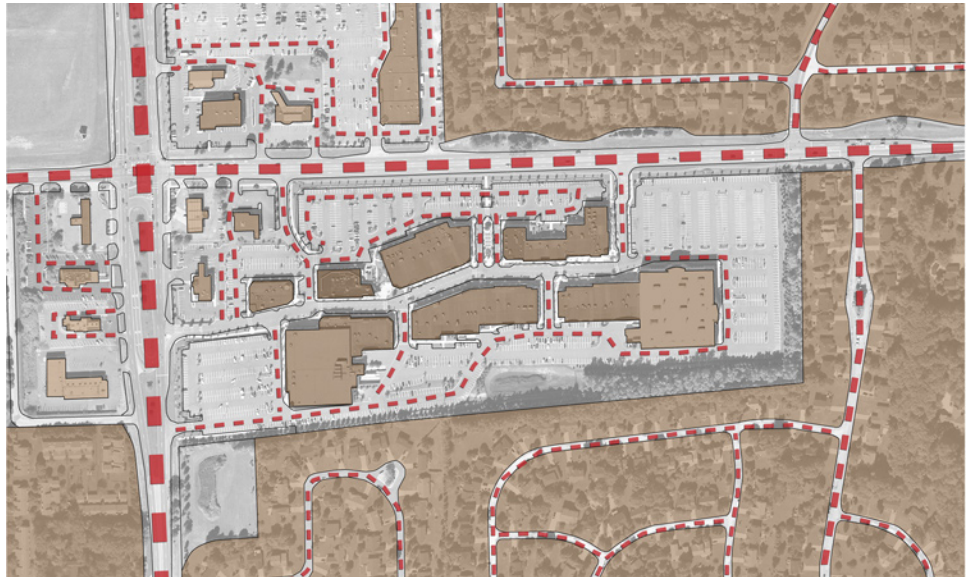
The Village of Rochester Hills has very strong pedestrian connections within the limits of the site. Once the pedestrian is on the main commercial artery, they have easy access to all retail spaces. Outside of the site's boundaries, the connections are limited to sidewalk along the two major roads.

The lifestyle center's physical amenities are limited the site's main artery. Benches, trees, and bike racks line the faux "main street", but do not go beyond their edges. Parking lots surround the buildings on the site. This is a barrier that creates disconnection with the surrounding area.



MAP: AMENITIES

The largest amount of automobile movement within the site occurs along the "main street" artery. The car also moves through the site in the surrounding parking lots. Outside of the site's limits, the majority of the traffic occurs along the two main roads.



MAP: AUTOMOBILE MOVEMENT

Pedestrian movement is promoted along the area's "main street". There are even spaces that created for people to gather in. Once the pedestrian walks to the edge of the site, movement is limited to the two main roads. Movement does not connect to the residential areas that surround the site.



MAP: PEDESTRIAN MOVEMENT

	AREAS CURRENT STORES & USES
RETAIL	
BOOKSTORES	1 (Brilliant Sky Toys and Books)
CLOTHING	27 (Abercrombie, Abercrombie & Fitch, American Eagle, Ann Taylor, Ann Taylor Loft, Banana Republic, Buckle, Chico's, The Children's Place, Claire's, Clarks/Bostonian, Coldwater Creek, Eddie Bauer, Gap, Gap Kids, Gapbody, Haig Shoes, Hollister, J. Crew, J. Jill, Limited Too, Moosejaw, Talbots, Talbots Petite, Talbots Women, Victoria's Secret, White House Black Market)
GIFTS	0
HOME	5 (California Closets, Pottery Barn, Select Comfort, Smith & Hawken, Williams-Sonoma, Yankee Candle)
JEWELRY	1 (Village Jewelry and Repair)
MEDIA & ELECTRONICS	2 (Gamestop, Sprint PCS)
OUTDOOR & SPORT	0
PET STORES	0
TOYS AND GAMES	0
DEPARTMENT & GROCERY	2 (Parisian Department Store, Whole Foods Market)
ATTRACTIONS	1 (Club Libby Lu)
FINANCE	0
HEALTH & BEAUTY	5 (Bath & Body Works, Beauty First, Creative Nail Too, GNC, See Optical)
PARKING LOTS	6 (Large surface lots that surround the development)
RESTAURANTS	10 (Baja Fresh, Bravo Cucina Italiana, Cusi, Kabob Grill, Kruse & Muer, Maggie Moo's, Max & Erma's, Mitchell's Fish Market, Nestle Toll House Café, Starbucks)
GOVERNMENT & SERVICE	1 (ATM)
VACANCY	3
AMENITIES	
BENCHES & SEATING	19 (estimated)
KIOSKS	1
LAMP POSTS	217 (estimated at 20' between posts)
PLAYGROUND & PARKS	1 (by the fountain court)
PUBLIC SPACE	2 (the fountain court & gazebo area)
TREES & PLANTERS	89 (estimated)

The Village of Rochester Hills provides a variety of clothing outlets. It also has many restaurants and several home furnishing stores. The area's main anchors are a department store, the Parisian, and a grocery store, Whole Foods Market. Both of these stores are able to draw people from the surrounding community to the commercial development. However, this commercial development does not have an entertainment venue that would attract people to the site. Despite the lack of an "attraction", the area provides a good variety of retail types.

PASEO COLORADO; PASADENA, CA

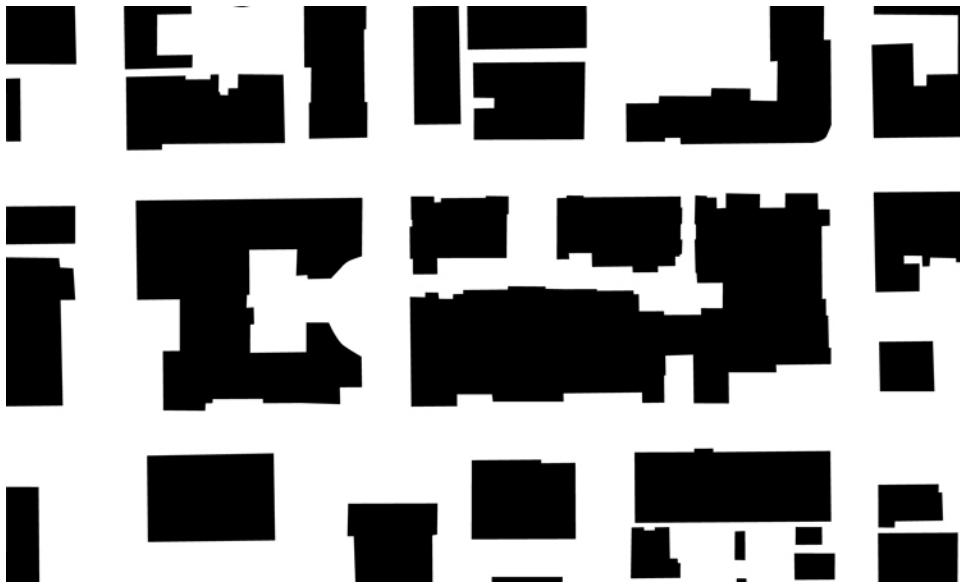
The Paseo Colorado is a mixed-used development that is located in downtown Pasadena. The area provides commercial space, as well as terrace apartments and homes. There is also a movie theater that anchors the area and is a draw for potential customers.

The site of the Paseo Colorado use to be the location of a failing mall. That mall was demolished in order to build a new development that followed of principles of New Urbanism. It is unknown if there was a design that explored the possibility of working with the previous mall.

The site eliminates the use of the automobile with its boundaries. This creates a pedestrian-friendly area once a person is within the site. However, this lacks balance between the automobile and the pedestrian. The can often dissuade people from going to the site, since the automobile must navigate around the site.

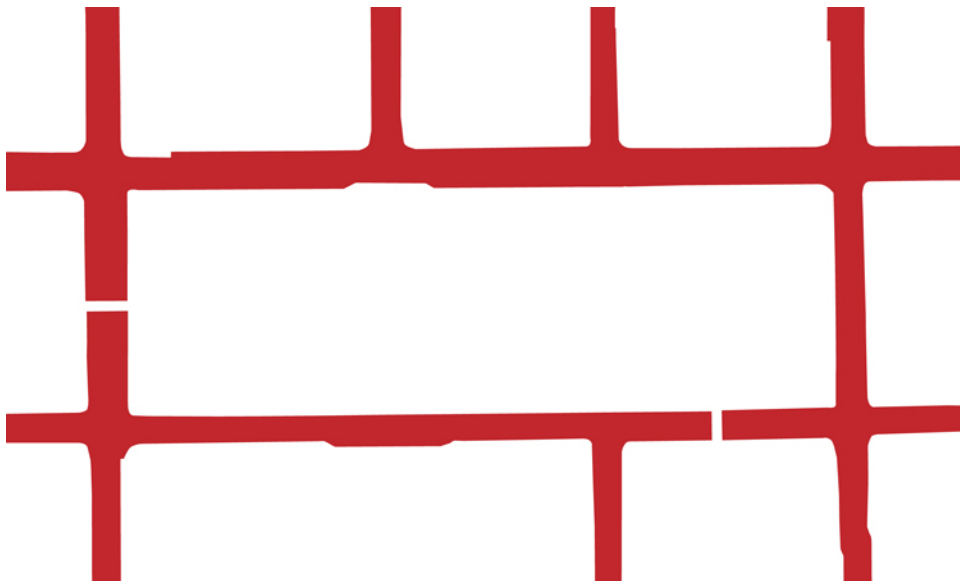


IMAGE: COPYRIGHT GOOGLE MAPS



The Paseo Colorado was built within the urban context of the surrounding area. The built forms relate to each other and do not overpower the site.

MAP: FIGURE GROUND



The automobile is limited to the extents of the site. Cars must go around the Paseo Colorado instead of going through development. Beyond the site, the roads are defined within a standard grid.

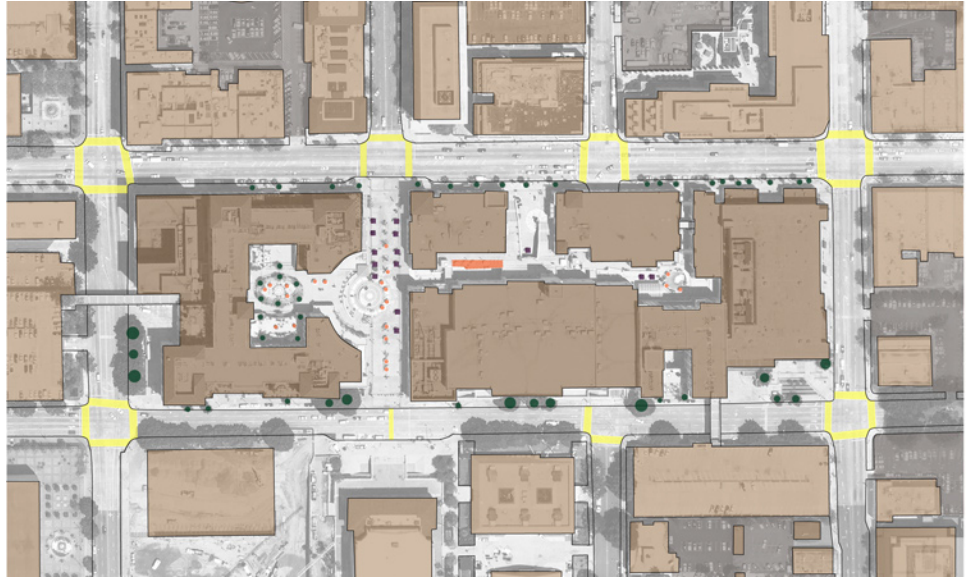
MAP: ROADS



There are very strong pedestrian connections inside and outside of the limits of the commercial development. The connections go beyond the sidewalks along the area's roads. It is interwoven into the blocks and provides an excess of public space. The pedestrian is given obvious preference on this site.

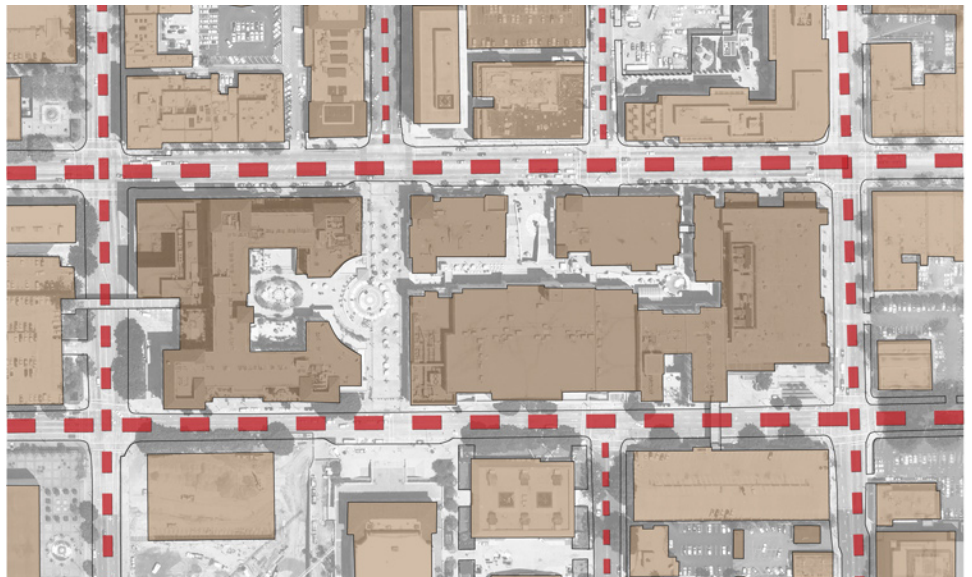
MAP: PEDESTRIAN CONNECTIONS

Kiosks and seating areas dominate the pedestrian areas that are within the Paseo Colorado. Physical amenities also extend to a limited amount of landscaping. Pedestrian preference is shown through the lack of on-site surface parking. The automobile has no presence.



MAP : AMENITIES

There is no automobile movement on the actual site. All of it is regulated to the outside boundary of the site.



MAP : AUTOMOBILE MOVEMENT

Pedestrian movement within in site has no actual limit. The entire space can be utilized as a gathering area. Movement in the surrounding area is generally limited to the city's grid.



MAP : PEDESTRIAN MOVEMENT

	AREAS CURRENT STORES & USES
RETAIL	
BOOKSTORES	1 (Apostrophe Books)
CLOTHING	29 (Aerosoles, All Pro Sports, Angl, Ann Taylor Loft, B. Luu, BCBG Max Azria, Brighton Collectibles, Cache, Coach, Cole Haan, Currant, DSW Shoe Warehouse, East 13, Gossip, J. Jill, J. Stephens, Jacadi, Jaloux/Zalu, Jigsaw London, Lucky Brand Jeans, Max Studio, Mimi Maternity, Planet Funk, Quiksilver Boardriders Club, Reference, Sasan, A Snail's Pace Running Shop, Therpy, Tommy Bahama)
GIFTS	2 (Brookstone, Harry and David)
HOME	2 (Macy's Furniture, Pasadena Antique Furniture)
JEWELRY	2 (Kay Jewelers, Paseo Jewelers)
MEDIA & ELECTRONICS	0
OUTDOOR & SPORT	0
PET STORES	0
TOYS AND GAMES	0
DEPARTMENT & GROCERY	3 (Gelson's The Super Market, Loehmann's Department Store, Macy's)
ATTRACTIONS	2 (Ceniza Cigar Lounge, Pacific Paseo Stadium 14)
FINANCE	0
HEALTH & BEAUTY	9 (18/8 Men's Hair & Grooming, Amadeus Spa & Salon, Bath & Body Works, Dahn Yoga, Equinox Fitness Club, Happy Nails, LensCrafters, MAC Cosmetics, Sephora)
PARKING LOTS	1 (on-site parking structures)
RESTAURANTS	19 (Bodega Wine Bar, California Crisp, Camillie's Sidewalk Café, Chinese Gourmet Express, Cold Stone Cremery, Island's Fine Burgers & Drinks, Juice It Up, Leaforever Tea House, Mrs. Fields Bakery, P.F. Chang's China Bistro, Pasadena Jazz Institute, Pasadena Winery, Porto Alegre Churrascaria Brazilian BBQ, Rubio's Baja Grill, Starbucks Coffee, Tokyo Wako Sushi Bar, Tokyo Wako Tepan, Viktor Benes Coffee Bar & Bakery, Yard House)
GOVERNMENT & SERVICE	3 (ProntoWash, Shell Vacations, White House Dry Cleaning & Shoe Repair)
VACANCY	n/a
AMENITIES	
BENCHES & SEATING	21 (estimated)
KIOSKS	13 (estimated)
LAMP POSTS	n/a
PLAYGROUND & PARKS	0
PUBLIC SPACE	3 (open spaces along the development's pedestrian paths)
TREES & PLANTERS	50 (estimated)

There are many clothing stores and restaurants on the site of the Paseo Colorado. It also has 2 department stores, Loehmann's and Macy's, and a grocery store, Gelson's, that anchor the site. For entertainment, there is a movie theater located within the commercial development. So, the area is able to balance space for retail and space that would draw a person to the site for entertainment. There is also an on-site parking structure.

PASEO NUEVO: SANTA BARBARA, CA

The Paseo Nuevo is a commercial development that is the commercial and retail heart of downtown Santa Barbara, California. It is an open-air mall that was built in the early 1990's in order to help revitalize the downtown area. However, in order to construct this development, older buildings needed to be demolished.

The mall gives preference to the pedestrian by cutting automobile access to the site. The automobile is not allowed to go through the site. It must navigate around, which could dissuade people from going to the site. There is no real balance between the pedestrian and the automobile within this commercial development.

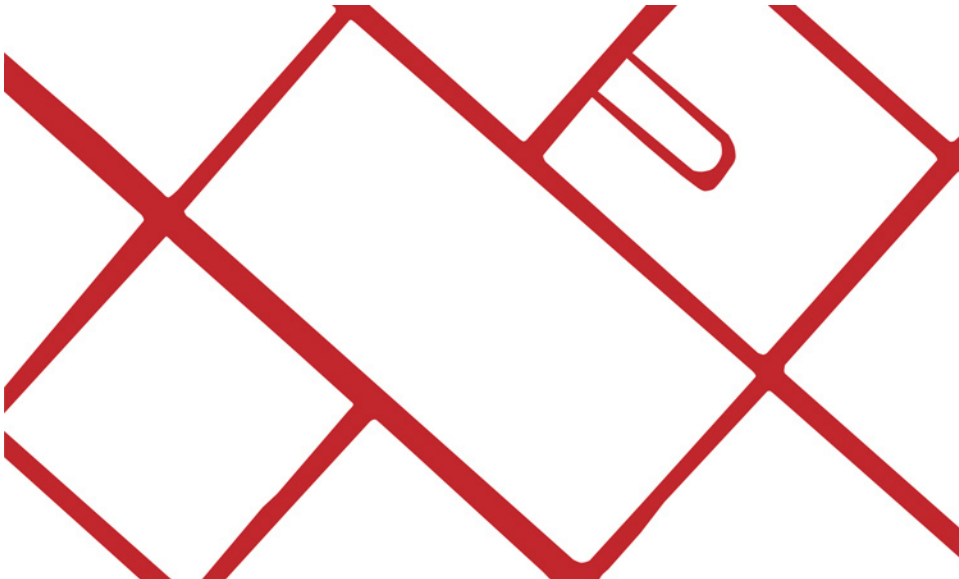


IMAGE: COPYRIGHT GOOGLE MAPS



MAP: FIGURE GROUND

The Paseo Nuevo is a very dense site within an urban area. Built form dominates the central spaces of the commercial development. Beyond the site, the buildings begin to get smaller and break down. This creates more "empty" space outside the limits of the site.



MAP: ROADS

The roads around the Paseo Nuevo are a part of the city's grid. They do not, however, have access into the commercial development. The streets are kept outside of the site.



MAP: PEDESTRIAN CONNECTIONS

The site has strong pedestrian connections throughout the site and the surrounding community. While the majority of the connections are sidewalks that follow the roads, there is a network of pathways within the boundaries of the Paseo Nuevo's site.

The majority of the site's physical amenities are seating areas that are located throughout the commercial development. There is also a limited amount of landscaping. The lack of amenities gives less importance to the Paseo Nuevo's exterior space. Also, on-site parking is located within, or on top, of the buildings.



MAP: AMENITIES

Automobile movement is prohibited within the boundaries of the site. So, instead of going through the development, a car is forced to navigate around the site.



MAP: AUTOMOBILE MOVEMENT

Pedestrian movement is limited to the network of pathways on the actual site. However, there are spaces that allow pedestrians to gather. Outside of the boundaries of the Paseo Nuevo, movement is regulated to the sidewalks that follow the area's street grid system.



MAP: PEDESTRIAN MOVEMENT

	AREAS CURRENT STORES & USES
RETAIL	
BOOKSTORES	0
CLOTHING	24 (Abercrombie & Fitch, Aerie, Aldo Shoes, American Eagle Outfitters, Angl, Ann Taylor Loft, Banana Republic Men, bebe, Cache, Chico's, Express Men & Women, Gap, Gap Kids, Lady Footlocker, Little Piggy Wears Cotton, lululemon athletica, Nine West, Pacific Sunwear, Rip Curl, Solstice Sunglass Botique, Sunglass Hut, Victoria's Secret, The Walking Companion, White House Black Market)
GIFTS	1 (Brookstone)
HOME	1 (Merlos Cutlery)
JEWELRY	2 (Fred Meyer Jewelers, The Silver Gallery)
MEDIA & ELECTRONICS	3 (Gamestop, T-Mobile, Verizon Wireless)
OUTDOOR & SPORT	0
PET STORES	0
TOYS AND GAMES	0
DEPARTMENT & GROCERY	2 (Macy's, Nordstrom)
ATTRACTIONS	3 (Center Stage Theater, Contemporary Arts Forum, Step-N-Out)
FINANCE	0
HEALTH & BEAUTY	6 (Artistic Nails, Aveda, Bath & Body Works, L'Occitane, Regis Salon, Sephora)
PARKING LOTS	1 (on-site parking structures)
RESTAURANTS	9 (Ben & Jerry's, California Pizza Kitchen, Chipotle, Panda Express, Pascucci, Santa Barbara Roasting Company, See's Candies, Wetzels Pretzels, Taccone)
GOVERNMENT & SERVICE	0
VACANCY	n/a
AMENITIES	
BENCHES & SEATING	19 (estimated)
KIOSKS	0
LAMP POSTS	n/a
PLAYGROUND & PARKS	1 (located northeast of the site)
PUBLIC SPACE	3 (open spaces along the development's pedestrian paths)
TREES & PLANTERS	45 (estimated)

The Paseo Nuevo has a variety of clothing stores and restaurants. It is anchored by two department stores, Macy's and Nordstrom. However, the development does not have any grocery stores. There are also a theater and an arts forum that help draw potential customers into the site for entertainment. Overall, the site has a decent mix of retail types. However, the district seems to favor clothing and accessory stores.

BROADMEAD MALL; BRISTOL, UK

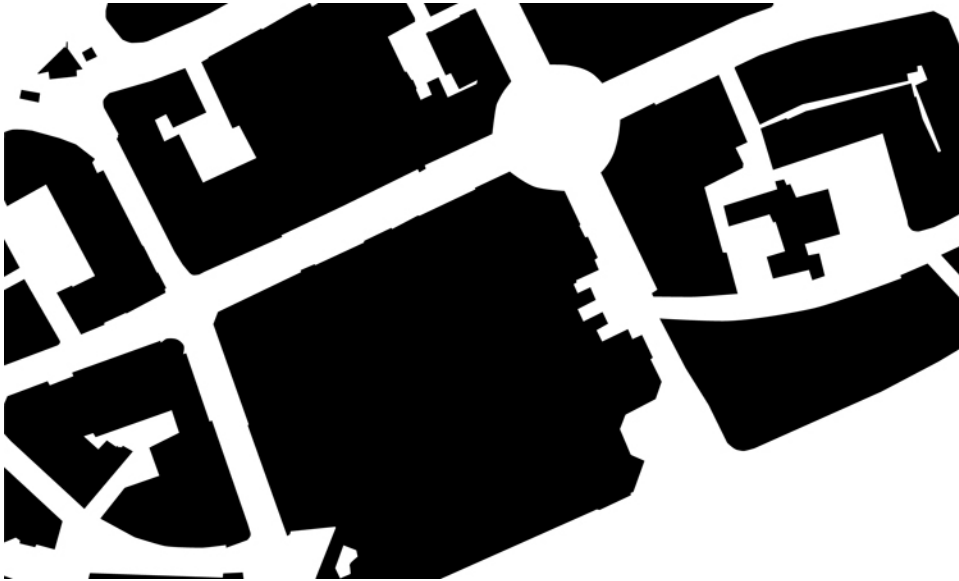
The Broadmead Mall, in Bristol, UK, is a quarter of a larger downtown commercial district. The area has nearly 300 different stores and restaurants. This district is considered to be a major part of the city's center. It is also located in a historic area of the city. So, it has been redeveloped and reinvented several times throughout its existence.

The site focuses on the pedestrian. Its "street system" is completely pedestrian oriented. The automobile access on the site is delegated to alleys that located behind the areas buildings. Otherwise, all automobile traffic is limited to the roads that surround the large district.

So, the site lacks balance between the pedestrian and the automobile. A commercial district like the Broadmead Mall would likely struggle in the United States, which is more reliant on the car. Yet, it offers a different point of view on how to design a commercial development for the pedestrian.



IMAGE: COPYRIGHT GOOGLE MAPS



MAP: FIGURE GROUND

Built form dominates the site and the surrounding area. The mall itself is the largest building on the site. The other buildings are smaller in scale. Yet, the site does not seem to be the size of standard urban forms.



MAP: ROADS

The area's roads are not allowed to go through the site. They either circle the main commercial area, or enter the site as a series of alleys. The alleys are limited to the edge of the district and never reach its center. This severely decreases the visibility of the automobile.



MAP: PEDESTRIAN CONNECTIONS

Pedestrian connections dominate the area. The central space of the district provides an excess of public space. Even sidewalks that follow the roads are wide and promote pedestrian access. They also create strong connections to the surrounding areas. The pedestrian is clearly important to the design of this site.

The commercial district's central pedestrian arteries have a lot of physical amenities. Kiosks and seating areas are centrally located along both of the main paths. Landscaping is also visible throughout the site. On-site parking is located above the mall. This reinforces the prevailing positive attitude toward the pedestrian.



MAP : AMENITIES

Automobile movement is limited to the streets the surround the Broadmead Mall and the rest of the shopping district. Automobile speed is regulated by the narrow roads and an abundance of bus and bike lanes, which makes the area very pedestrian friendly.



MAP : AUTOMOBILE MOVEMENT

The commercial district does not restrict pedestrian movement with the site. The main arteries are basically pedestrian streets that promote a variety of activity. Once a pedestrian walks off of the site, a network of pathways allows movement to continue into the surrounding area.



MAP : PEDESTRIAN MOVEMENT

	AREAS CURRENT STORES & USES
RETAIL	
BOOKSTORES	4 (Book Extra, Buy the Book, Waterstone's, The Works)
CLOTHING	62 (5Pointz, Accessorize, Adams Kids, Ann Harvey, Ann Summers, Bank, Barratts, Bay Trading, Beachworks, Berkertex Brides, Blue Banana, Blue Star, Bon Marche, Boulevard, Claire's, Clarks, Coco, Cromwells Madhouse, David Hoyle, Distinctly You, Dulay, Envy, Evans, Faith Shoes, Fate, Gap, Gap Kids, H&M, High & Mighty, John Anthony, Just For You Brides, Kathy's Closet, Kick, Kick, La Senza, Mastershoe, Mk One, Miss Diva, Miss Selfridge, Moss, Ofice, Officers Club, Paul Richards, Peacocks, Premier Leather, Priceless Shoes, Quiksilver, Rieker Scholl, Salt Rock, Shoe Zone, Sole Trader, Sport Shoe, St. Peter's Hospice, Tenovus, Suits Plus, Tk Maxx, t-Reds, T-Shirt Print, Uniform, Venue, Warehouse, William Francis)
GIFTS	
HOME	8 (Anglian Windows, Aroha, Art Original, Brighthouse, Evolution, Laura Ashley, The Pier, Staybrite Windows)
JEWELRY	14 (Argenteus, Clive Ranger, Crystals, Earl, Ernets Jones, H.Samuel, HPJ Jewellers, Just Diamonds, Kemps Limited, Mil- lenium II, Parsons, Silver Scene, Warren James, Which Watch)
MEDIA & ELECTRONICS	21 (3 Store, Brighthouse, The Carphone Warehouse, Cex, Currys.Ditigal, Game, Gamestation, HMV, Kick, London Camera Exchange, O2, O2, Orange, Phones 4 U, T-Mobile, T-Mobile, Rikaxxe Music, Vodafone, Zavvi)
OUTDOOR & SPORT	9 (Blacks, Bristol Rugby, Foot Locker, JD Sports, Lab Sport, Mil- lets, Mountain Warehouse, Outdoor Gear, Sports Direct)
PET STORES	
TOYS AND GAMES	
DEPARTMENT & GROCERY	2 (Debenhams, Marks and Spencer)
ATTRACTIONS	
FINANCE	14 (Abbey, Abbey Cashpoint, Barclays, Britanna, Britanna, Chelsea, Cheltenham & Gloucester, Halifax, Leeds Building Society, Lloyds TSB, Nationwide, Natwest, Woolwich, Yorkshire Building Society)
HEALTH & BEAUTY	36 (@ Lotus, Amplivox Ultratone, The Body Shop, Boots, Carmelo's, Carrefour, Cococheno, David Clulow, Dolland & Aitchison, Dr & Herbs, The Fragrance Shop, Fuss, Gaddis, GNC, Herbs & Acupuncture, Holland and Barrett, Julian Graves, Lush, Matana, Mimmo's, Nails Galore, Nikita Hair, Optical Express, The Perfume Shop, Regis Hairstyles, Savers, Specsavers, Specs For Less, Supercuts, Star Nails, Superdrug, USA Nails, USA Nails, Venus Valentino, Vision Express, White)
PARKING LOTS	
RESTAURANTS	
GOVERNMENT & SERVICE	
VACANCY	n/a
AMENITIES	
BENCHES & SEATING	19 (estimated)
KIOSKS	16 (estimated)
LAMP POSTS	n/a
PLAYGROUND & PARKS	A park is located southeast of the site
PUBLIC SPACE	The entire exterior space of the district can be considered public space
TREES & PLANTERS	44 (estimated)

The Broadmead Mall and the surrounding commercial district has a very large variety of stores and restaurants. The majority of these stores are for clothing and health and beauty. However, there is also space for financial firms and government services. While they are not necessarily anchors, the commercial development does have two department stores, Debenhams and Marks and Spencer. Since the area has nearly 300 different stores, it difficult to imagine that the site's program does not promote activity.

THE GLADES; BROMLEY, UK

The Glades Shopping Centre is located in Bromley, UK, which is a suburb of London. It is part of the Bromley Town Centre, which includes an open-air pedestrian artery. However, the majority of the commercial development is located inside of the large mall.

The large site does not allow the automobile to move through its site. Any automobile movement occurs at the boundaries of the site. The mall obviously caters to pedestrian. While this site might struggle in the United States, it offers insight on how commercial developments can cater to the pedestrian.



IMAGE: COPYRIGHT GOOGLE MAPS



MAP: FIGURE GROUND

The mall's mass dominates the site. It clearly does not relate to the urban scale of the surrounding area. This could cause a visual disruption of the space.



MAP: ROADS

The roads that surround the Glades Shopping Centre do not allow automobile access into the site. The majority of the roads are a part of an interconnecting network of narrow streets. These streets connect to a larger road. The lack of automobile connection into the site shows a preference for the pedestrian.



MAP: PEDESTRIAN CONNECTIONS

The largest connection within the Glades Shopping Centre is located along the main pedestrian artery. The area's other connections are located along the edges of the site. These pathways connect to the area that surrounds the mall.

The majority of the area's physical amenities area located along its pedestrian artery. Kiosks, seating areas, and landscaping are integrated into the fabric of the space. A park with extensive landscaping is also located on the site. On-site parking is located above the mass of the mall.



MAP: AMENITIES

The majority of the area's automobile movement occurs along the larger road. Connected to that road is a network of narrower streets that reduce the flow and speed of traffic. Absolutely no traffic is allowed on the actual site.



MAP: AUTOMOBILE MOVEMENT

The Glades Shopping Centre's main pedestrian artery is the area's gathering space. Pedestrian movement is not limited on this portion of the site, as well as within the park. Movement outside of the site is limited to the sidewalks that follow the area's network of roads.



MAP: PEDESTRIAN MOVEMENT

	AREAS CURRENT STORES & USES
RETAIL	
BOOKSTORES	1 (Waterstones)
CLOTHING	50 (Accessorize, Aldo, Austin Reed, Baron John, Barratts, Base, Bay Trading, Benetton, Boros, Claire's Accessories, Clobber, Coast, Country Casuals, Dune, Faith, Footlocker, Free Spirit, French Connection, A Gift From The Gods, Guess, H&M, Hobbs, Levi Store, Lillywhites, Jacques Vert, Jane Norman, Jones, Karen Millen, La Senza, Mango, Massimo Dutti, Menkind, Mr. Shoes, New Look, Nike, Oasis, Phase Eight, Pineapple, Pumpkin Patch, River Island, Safura, Storm London, Suits You, Tie Rack, TM Lewin, USC, Vendetta, Viyelle, Warehouse, Zara)
GIFTS	6 (Be Pink, Birthdays, Clinton Cards, Clinton Cards, Parchment, Websters Pen Shop)
HOME	2 (PRO Cook, Wittard's)
JEWELRY	10 (Bare Necessities, Beaverbrooks, Bijou Brigitte, Ernest Jones, Fraser Hart, Goldsmiths, H. Samuel, Swag Jeweller, Swarovski, Tresor Paris)
MEDIA & ELECTRONICS	9 (3 Store, Carphone Warehouse, Game, O2, Orange, T-Mobile, Teleworld, Vodafone, Zavvi)
OUTDOOR & SPORT	0
PET STORES	1 (Time 4 Pets)
TOYS AND GAMES	6 (Build-A-Bear Workshop, Disney Store, Early Learning Centre, Hawkin's Bazaar, Model Zone, Steiff Gallery)
DEPARTMENT & GROCERY	3 (Boots, Debenhams, Marks & Spencer)
ATTRACTIONS	2 (Gymboree, Vivia La Foto)
FINANCE	1 (Abbey)
HEALTH & BEAUTY	15 (The BodyShop, Bromley Eye Centre, GNC, Herbs Acupuncture, Hot Hair, Lush, Optical Express, Perfume Shop, Regis Salons, Rush Hair, Super Cuts, Super Drug, Unique Hair, Virgin Cosmetics, Vision Express)
PARKING LOTS	1 (on-site parking structures)
RESTAURANTS	15 (Abbaye, Café Giardino, Caffè Nero, Costa Coffee, Giardino Pronto, Hotel Chocolat, Joe's Kitchen, Krispy Kreme, McDonald's, Millies Cookies, Patisserie Valerie, Quiznos, Spud U Like, Starbucks, Vallorini)
GOVERNMENT & SERVICE	3 (Headline News, Shivam News, Shoe Repairs)
VACANCY	n/a
AMENITIES	
BENCHES & SEATING	2 (estimated)
KIOSKS	19 (estimated)
LAMP POSTS	n/a
PLAYGROUND & PARKS	1 (located on the east side of the site)
PUBLIC SPACE	1 (long pedestrian corridor on the west side of the site)
TREES & PLANTERS	73 (estimated)

The Glades Shopping Centre has many different retail stores and restaurants. The majority of them are for clothing stores. However, there is also a variety of media, toys, and health and beauty stores. The area is anchored by 3 department stores, Boots, Debenhams, and Marks & Spencers. Overall, the site provides a mix of different retail types that could attract a customer to the site.

THE FOX & HOUNDS; BLOOMFIELD HILLS, MI

The Fox and Hounds used to be a small mixed-use development located along Woodward in Bloomfield Hills, MI. While it wasn't a site that allowed pedestrian access, the parking lots created a pedestrian-like experience for the automobile. The front lot was small and used for valet parking. If a car wasn't given to the valet, then a person could drive it under an archway to a larger parking lot.

The Fox and Hound's was demolished in 2007. A new development, which discards the experience of the former building, is being created. Now, the site is going to contain a building surrounded by a parking lot, which is the normal solution for suburban developments. Overall, the site is going to lose the character that has attracted customers for many years.

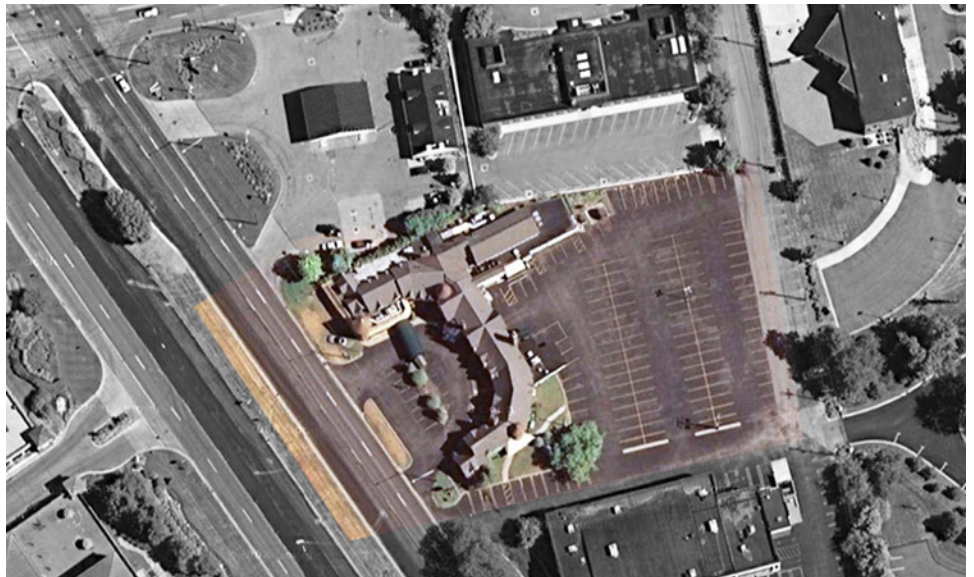


IMAGE: COPYRIGHT GOOGLE MAPS

ELMWOOD VILLAGE: BUFFALO, NY

Elmwood Village is a prominent mixed-use community that is located in Buffalo, New York. The corridor of Elmwood Avenue is a major commercial district that is north of the downtown area. Stores and restaurants are mixed in with historic houses. This low scale urban neighborhood is very vibrant and full of activity.

This site, which is currently separated into four districts, was used for a sketch problem that explored the possibility of expanse. A new fifth district was created in order to extend the commercial area and connect it to downtown Buffalo. This was done in order to explore the opportunities that are created when a successful commercial development is extended into a struggling area. It also focuses on how to give underutilized space value.

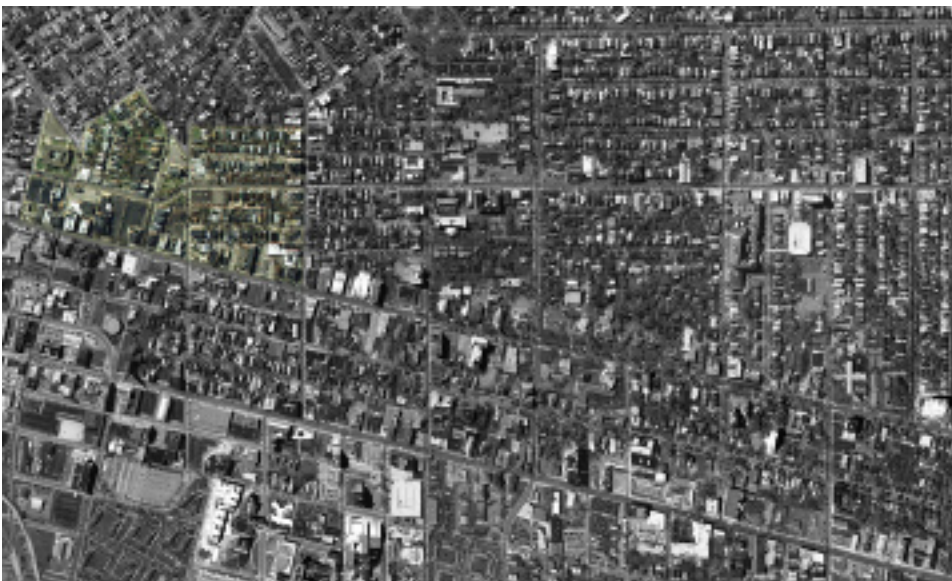
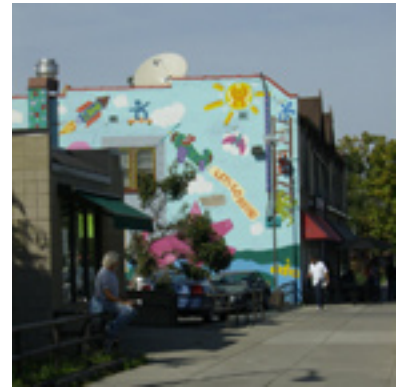


IMAGE: COPYRIGHT GOOGLE MAPS

The existing building conditions along Elmwood Avenue are generally small scale building with in a dense neighborhood. Within the new "fifth" district, building density decreases. Also, most of the empty space is used as inefficient surface parking. That creates space that is underutilized and lacks value.



MAP : SITE ANALYSIS

The point of the site's intervention was to create value for underutilized space. This was complete with four strategies. First, buildings were added in order to better define new pedestrian spaces. Next, the area's existing greenspace was connected throughout the entire site. The third strategy was to strengthen existing pedestrian connection and introduce public space for gathering and markets. Finally, surface parking was reduced and redefined. These strategies were implemented in order to create the transition between a dense urban neighborhood and a larger scale downtown district.



MAP : SITE INTERVENTION

SITE ANALYSIS

This project explored sites that contain commercial developments that are functioning, yet failing (either through economics or design). All of the sites are located in urban or suburban areas. The sites that were chosen for analysis are located in the Metro Detroit area.

The process of choosing a site included a set of rules and guidelines. First, a site needed to be an established commercial development that is visibly struggling. The commercial development needs to show some signs of degradation. It needed to be surrounded by a neighborhood or community that may be able to help support it. This was important because commercial developments need local support in order to be successful. All of the sites needed have a type of street front. Retail had to face a major street within the site's community. This is important because the street is where pedestrian activity occurs. Finally, the design of the site needed to show a preference for the automobile, instead of the pedestrian.

Analysis of each site focused on several different aspects. The first is the existing conditions of building form and void spaces. Next is the amount of space is dedication of the automobile and the pedestrian. Plus, the analysis looked at the way an automobile or a pedestrian would move through an area. Also, the condition of existing, physical amenities was considered in the analysis. Finally, the existing retail types were categorized in order to gain insight to what is located on the site.

The analysis was used in order to determine what the sight needed in order to become successful. It informed all of the design interventions that were created on the site.

GRAND RIVER & GREENFIELD; DETROIT, MI

This commercial development is located at the intersection of Grand River and Greenfield in Detroit, Michigan. The site includes a small neighborhood mall, called the Towne Center Mall, and 3 different strip malls. The majority of the stores in the area are currently vacant. A lot of the retail in the area failed when the mall's anchor, a Montgomery Ward, left.



The site is surrounded by the Grandmont-Rosedale neighborhood. This area was historically prominent community in Northwest Detroit. For many years, it was the home of a wealthy class of black business owners and leaders. The area is now feeling the effects of economic degradation. Houses around the site are abandoned and not cared for. However, the neighborhood does a sizable population that could use the amenities of a fully developed commercial area.



The Grand River and Greenfield site offers a few low-end clothing stores and beauty shops. Beyond that, the site is filled with vacant buildings that are a canvas for graffiti. For the commercial aspect of the site, retail needs to become more varied and restaurants need to be installed. Also, there needs to be a new anchor for the site. That anchor would most likely be a grocery store or something similar, which could actually provide services to an economically struggling community. The site intervention needs to address the fact that there is only one bench on the site, which is also covered with graffiti. Amenities need to be re-introduced in the area's fabric.

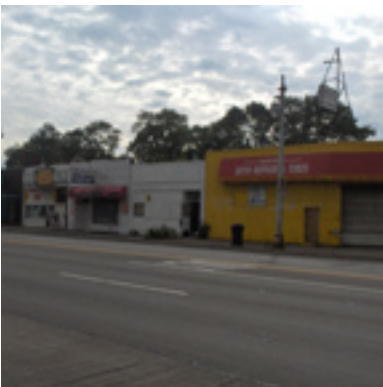
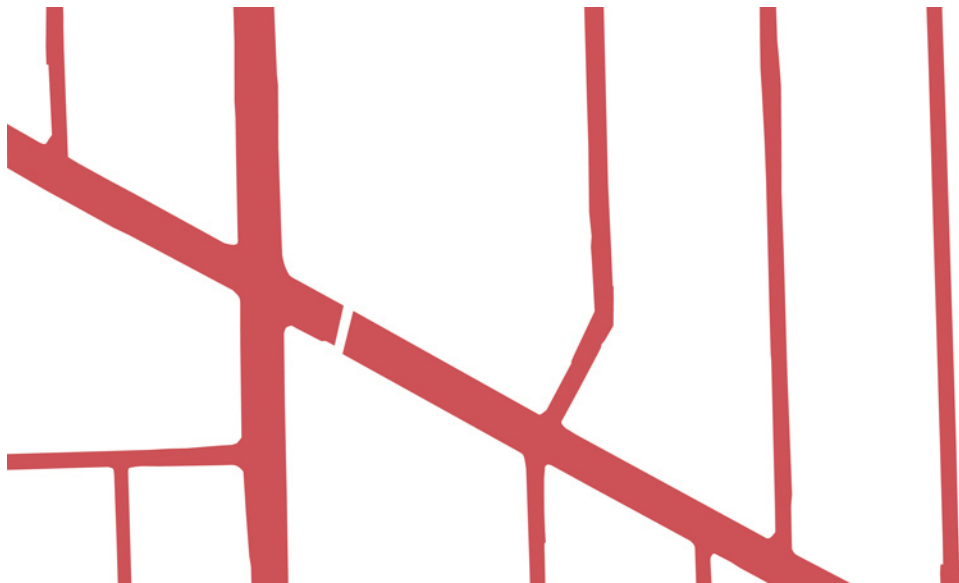


IMAGE: COPYRIGHT WINDOWS LIVE SEARCH



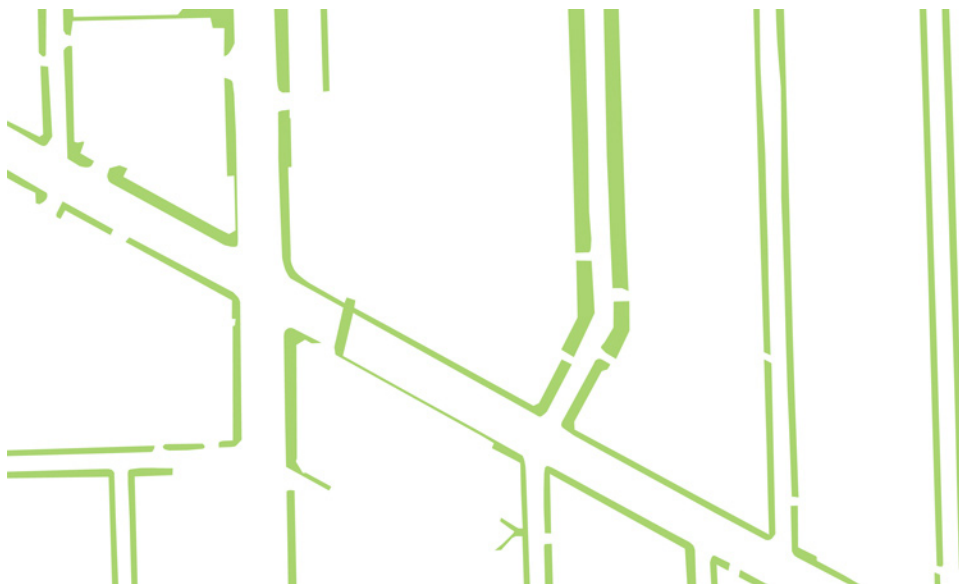
The main mass of the mall and the strip retail dominates the site. The building forms clearly take up the most space and are scaled in order to relate to the width of Grand River. However, the size of these buildings ignores the residential scale of the surrounding area.

MAP: FIGURE GROUND



The two main roads, Grand River and Greenfield, are very visible on the sight. They decrease easy and safe pedestrian access to the sites commercial buildings. The other streets are much narrower. They accommodate the residential blocks of the surrounding area.

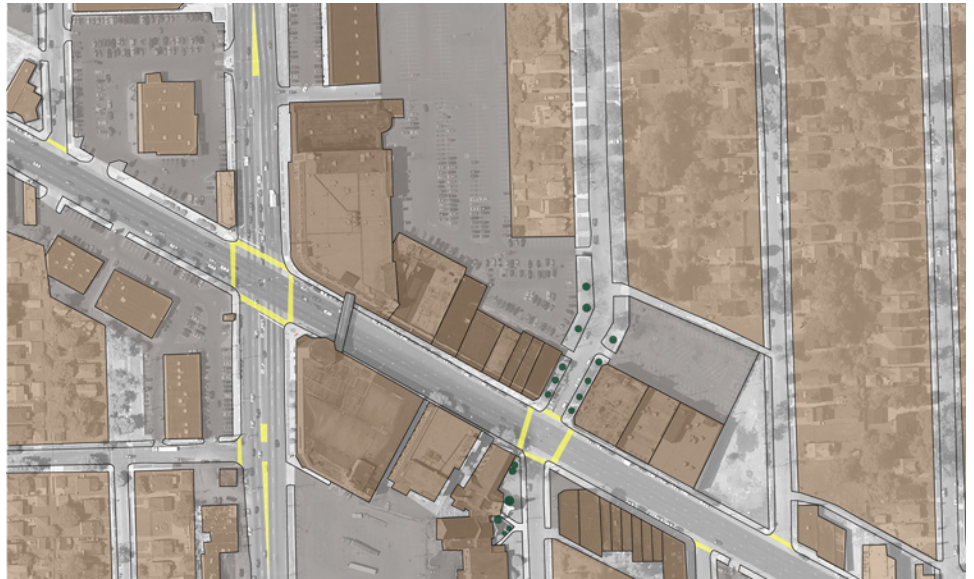
MAP: ROADS



All of the site's pedestrian connections are limited to the sidewalks that follow the street. This creates large blocks that may need to be broken down.

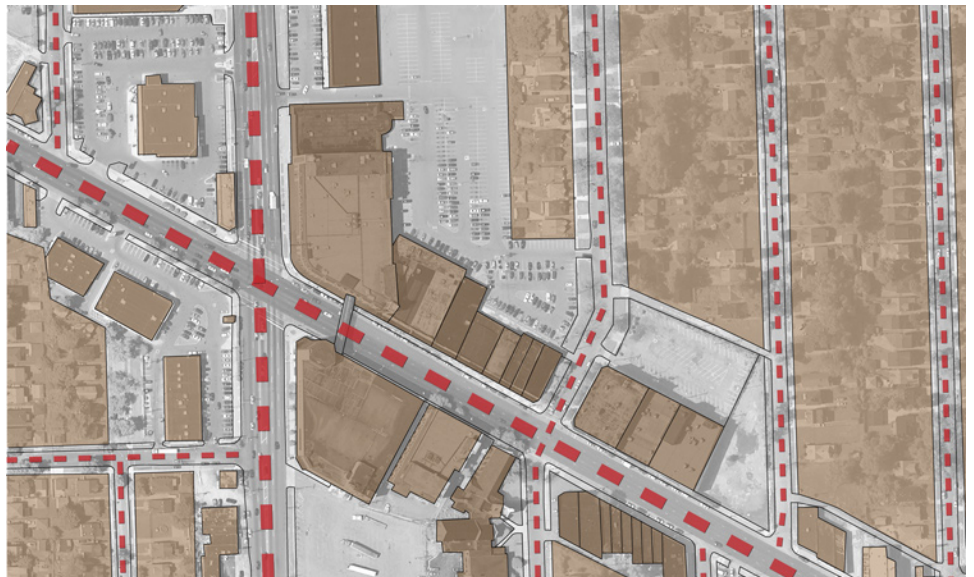
MAP: PEDESTRIAN CONNECTIONS

The site has very few physical amenities. There only one bench. Landscaping is also sparse. On the other hand, surface parking dominates the site. There five large lots that are reserved for parking cars. Obviously, the pedestrian is not considered to be an important part of the site.



MAP: AMENITIES

The majority of the site's automobile movement occurs along Grand River and Greenfield. Traffic moves along these roads at a relatively high speed (35-45 mph). The neighborhood streets handle a lower amount of automobile movement.

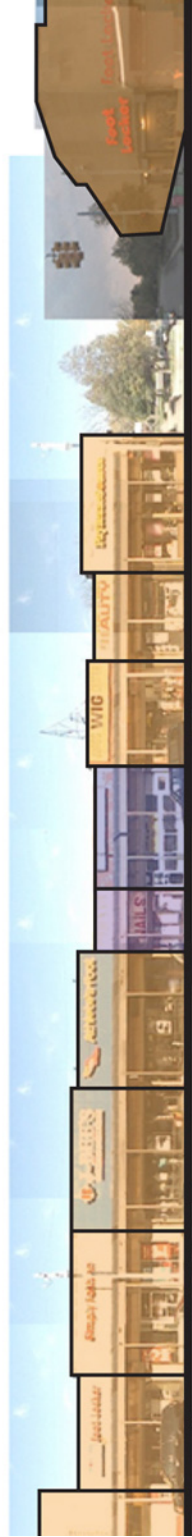


MAP: AUTOMOBILE MOVEMENT

Pedestrian movement is limited to the sidewalks. This hinders some of the movement that may be done on the site.



MAP: PEDESTRIAN MOVEMENT



IMAGES: NORTHEAST BUILDING TYPES, COPYRIGHT GOOGLE MAPS



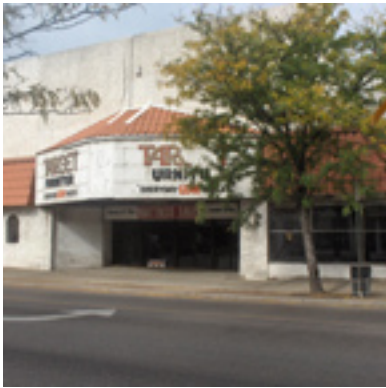
IMAGES: SOUTHWEST BUILDING TYPES, COPYRIGHT GOOGLE MAPS

	AREAS CURRENT STORES & USES
RETAIL	
BOOKSTORES	0
CLOTHING	7 (7 Day's West, Footlocker, HSM, Kids Footlocker, Pay-less Shoe Source, Rainbow, The Athlete's Foot)
GIFTS	0
HOME	1 (Bailey's Furniture)
JEWELRY	0
MEDIA & ELECTRONICS	0
OUTDOOR & SPORT	0
PET STORES	0
TOYS AND GAMES	0
DEPARTMENT & GROCERY	1 (Amazing Grace Variety)
ATTRACTIONS	0
FINANCE	0
HEALTH & BEAUTY	7 (Beauty Barber & Nail Salon, Juno's Wigs, Optical World, ProNails, Ryang Cha Wig, Tower Medical Center, Wigs & Hats)
PARKING LOTS	4 (all surface parking, one large parking lot is for the mall)
RESTAURANTS	0
GOVERNMENT & SERVICE	2 (Armed Forces Recruitment Services, Holy Cross Lutheran Church)
VACANCY	13
AMENITIES	
BENCHES & SEATING	1
KIOSKS	0
LAMP POSTS	200 (estimated at 20' between posts)
PLAYGROUND & PARKS	0
PUBLIC SPACE	0
TREES & PLANTERS	17 (estimated)

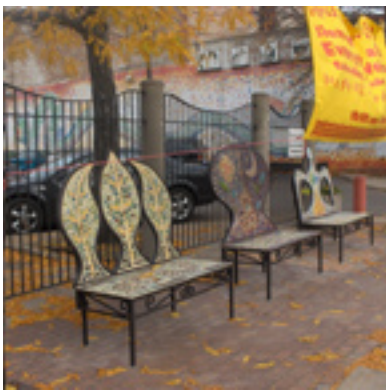
The Grand River and Greenfield site has very little retail. The only stores that exist on the site are low end clothing and beauty supply stores. In order for the area to grow, a larger variety of retail types need to be introduced. Also, the site needs a non-existent anchor. Plus, the site needs an activity that would draw people to the site.

VERNOR & CENTRAL; DETROIT, MI

This commercial development is located at the intersection of Vernor and Central in Detroit, MI. This area is considered to be the "main street" of Detroit's Mexican Town. The buildings along Vernor reflected the scale and density of a community main street.



The area's surrounding neighborhood is Southwest Detroit. This community is known for the cultural character. The majority of the people who live in Southwest Detroit are Mexican immigrants or the descendants of Mexican immigrants. The people add a cultural flair to the area and it shows through the existing stores and restaurant that define the commercial district.

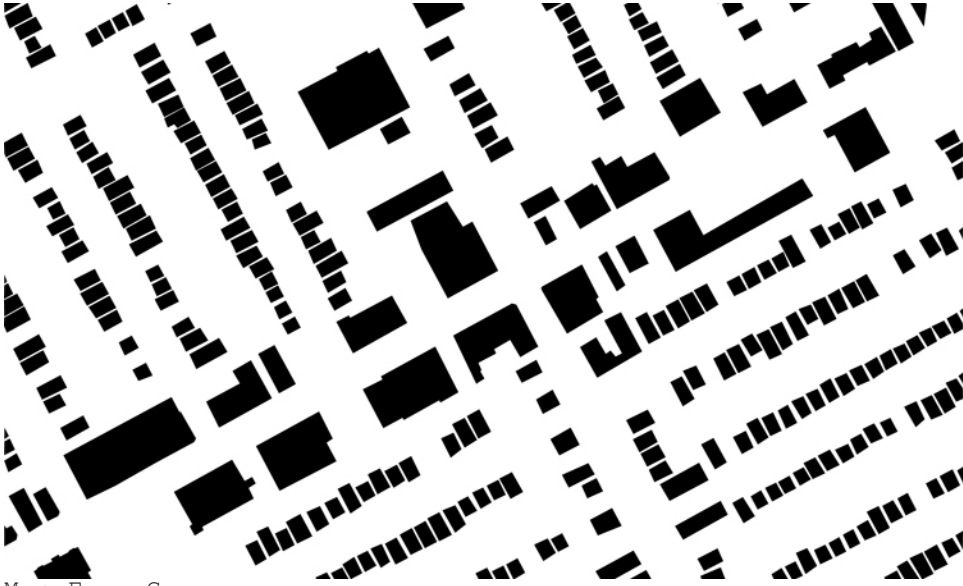


The main characteristic of the Vernor site is the area's culture. The Latino culture is represented in the area's shops, restaurants, and community organizations. The site's design intervention will work to honor that culture, which makes the area unique. Commercially, this site has a large variety of businesses. Yet, retail types need to become more varied. Also, amenities, like seating, need to be added to the site. Another issue deals with the automobile. Since Vernor is a narrower road in a dense neighborhood, proper parking is difficult to find. This needs to be addressed in the new design.



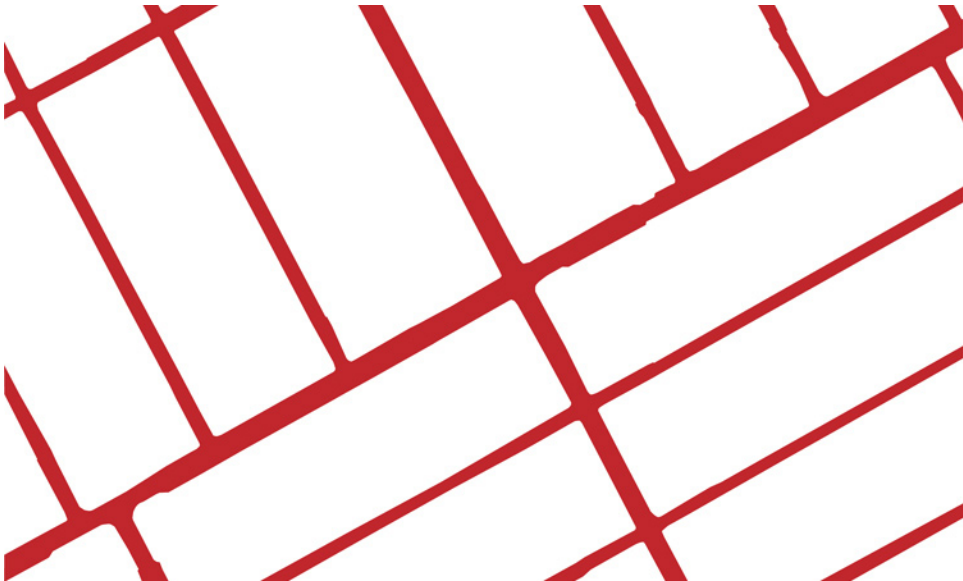
IMAGE: COPYRIGHT WINDOWS LIVE SEARCH





MAP: FIGURE GROUND

The massing of the buildings along Vernor is a small urban scale. No single building dominates the site. The size of the commercial building allow for smooth transition into the residential scale of the surrounding area.



MAP: ROADS

The area's roads are a part of a comprehensive urban grid. None of the individual streets stand. They are all close in width and scale, which makes it difficult to see which road is the site's main street.



MAP: PEDESTRIAN CONNECTIONS

The site's pedestrian connections are also part of a very comprehensive street grid. All of the sidewalks follow the roads and have a very specific width. None of the connection led to a public space within the site.

The Vernor site lacks physical amenities. There is only one seating area and there is very little landscaping. Surface parking is another amenity that site lacks. That is because of the scale and density of the buildings in the area.



MAP: AMENITIES

Automobile movement mainly occurs along Vernor. Central also carries a large amount of traffic into the site. Since the roads are narrow, automobile speed is easier to control on this site.



MAP: AUTOMOBILE MOVEMENT

There is a lack of public gating space on this site. Because of this, pedestrian traffic is limited to the area's sidewalks.



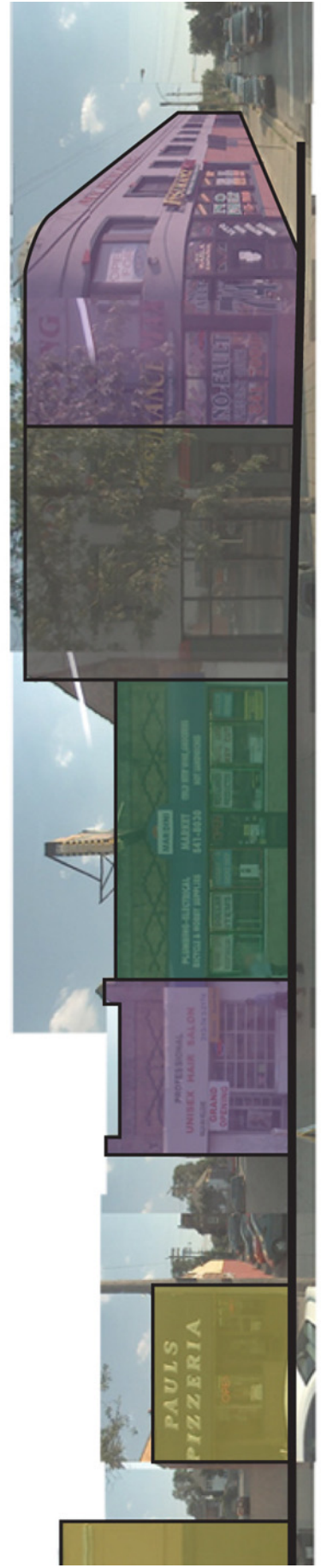
MAP: PEDESTRIAN MOVEMENT



IMAGES: NORTHWEST BUILDING TYPES, COPYRIGHT GOOGLE MAPS



IMAGES: NORTHWEST BUILDING TYPES, COPYRIGHT GOOGLE MAPS





IMAGES: SOUTHEAST BUILDING TYPES, COPYRIGHT GOOGLE MAPS

	AREAS CURRENT STORES & USES
RETAIL	
BOOKSTORES	0
CLOTHING	3 (Clothing Store, Della Fashion, Super Mexico Shoe Store)
GIFTS	0
HOME	1 (Danto Furniture)
JEWELRY	0
MEDIA & ELECTRONICS	7 (Auto Parts, Discoteca Sabinas CD y Cassette, Eletronics, Link Communications Group, Metro PCS, RAC, Verizon Wireless)
OUTDOOR & SPORT	0
PET STORES	0
TOYS AND GAMES	0
DEPARTMENT & GROCERY	4 (Dollar Items, La Fiesta Market Carniceria, La Mexicana Super Mercado, Mardini Market Liquor Store)
ATTRACTIONS	0
FINANCE	7 (Carillo Business Services, Desarrollo Hispano, DolEx, Envios de Dinero, Financial Services, H&R Block, Instant Tax Services)
HEALTH & BEAUTY	3 (Dominican Beauty Supply, Rit Aid Pharmacy, Unisex Hair Salon)
PARKING LOTS	17 (small surface lots)
RESTAURANTS	7 (El Nacimiento, Panda Chinese Restaurants, Pizza Slices, Subway, Sherry's on Vernor, Spring at Vernor, Taqueria Nuestra Familia)
GOVERNMENT & SERVICE	11 (Allstate, Alteration & Repair, Community Policing, Community Organization, Dry Cleaners, Insurance, L.A. Insurance, Laundry Mat, Neighborhood City Hall, Secretary of State, Vernor Auto Tech)
VACANCY	13
AMENITIES	
BENCHES & SEATING	1
KIOSKS	0
LAMP POSTS	155 (estimated at 20' between posts)
PLAYGROUND & PARKS	0
PUBLIC SPACE	0
TREES & PLANTERS	37 (estimated)

The Vernon site has a lot of restaurants, government organizations, and services. Despite that area's lack of retail, the development provides a good variety of store types. The commerce that is a part of the site exemplifies the community's culture and can help bring out the best in the site.

THE VILLAGE; GROSSE POINTE, MI

The Village of Grosse Pointe is located along Kercheval Avenue in Grosse Pointe, MI. It is the area's "main street". The commercial aspect of this area focuses on the street and the pedestrian activity on it. This site currently has the amenities that were exhibited in the precedents. However, signs of blight and degradation are becoming visible throughout the site.



Grosse Pointe is one of Detroit's east side suburbs. Though it could be considered to be one of the city's inner ring suburbs, Grosse Pointe is considered to have a wealthier economic base than Detroit. The neighborhood surrounding the site has dense residential blocks that are well-cared for. Overall, this community has a strong base that could support a commercial development.

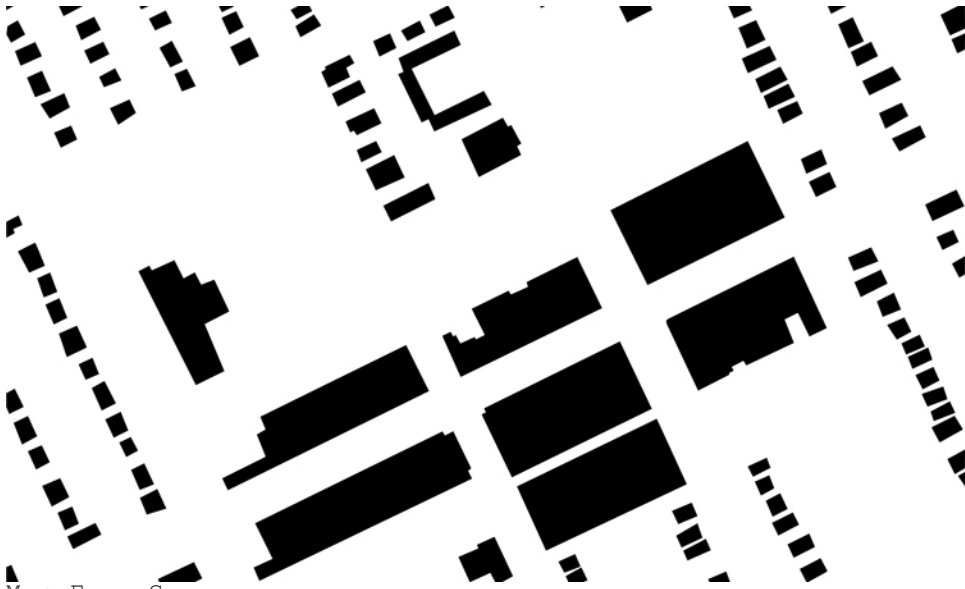


The Village of Grosse Pointe offers a wide variety of existing business types. It also has a strong base of amenities. However, it now needs the type of development that would allow the area to compete with other commercial developments that are close by. So, more attention needs to be paid to the area's main corridor, Kercheval. The site intervention will pay attention to the need to bring people back to the front of the buildings. It will also address the area's issues of scale, which would be caused by current proposals for site development.



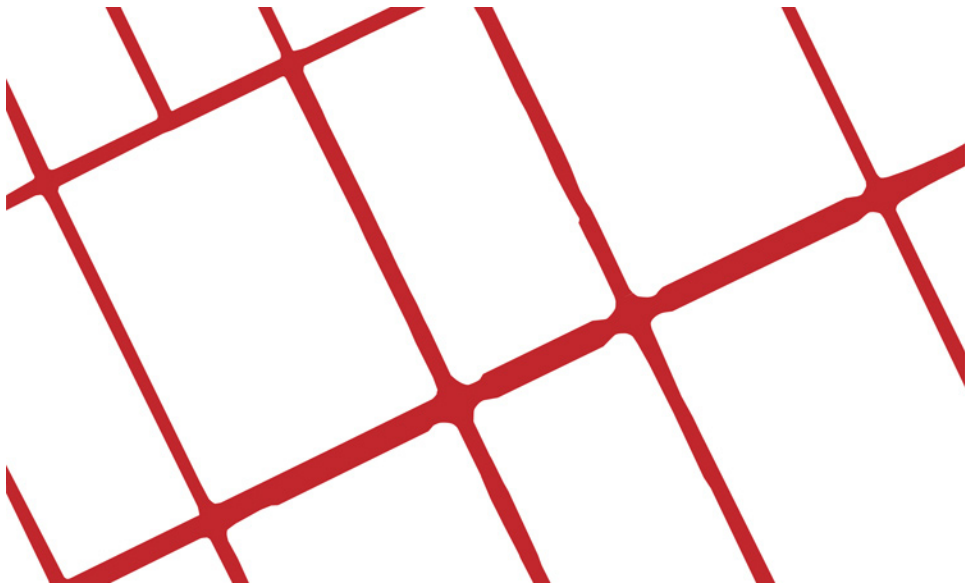
IMAGE: COPYRIGHT WINDOWS LIVE SEARCH





MAP: FIGURE GROUND

The site's massing is mainly located along Kercheval. These forms dominate the area. The buildings are centralized around a single spot on the site. The rest of the areas space is mostly void.



MAP: ROADS

All of the site's roads are part of the city's grid. The widest road is Kercheval, which is the commercial development's main artery. The streets are narrower and led to residential blocks.



MAP: PEDESTRIAN CONNECTIONS

The pedestrian connections also follow the area's street grid. They do, however, vary in width, which seems to designate a hierarchy system within the site.

The Village of Grosse Pointe has a lot of physical amenities. Benches and landscaping are located along Kercheval. This shows the site's preference for the pedestrian. However, surface parking, which is located behind the buildings, is beginning to detract from the pedestrian nature of the commercial development.



MAP: AMENITIES

Traffic is heaviest on Kercheval. It is the main access point into the Village of Grosse Pointe. Traffic is also faster along Kercheval, which makes it less pedestrian-friendly.

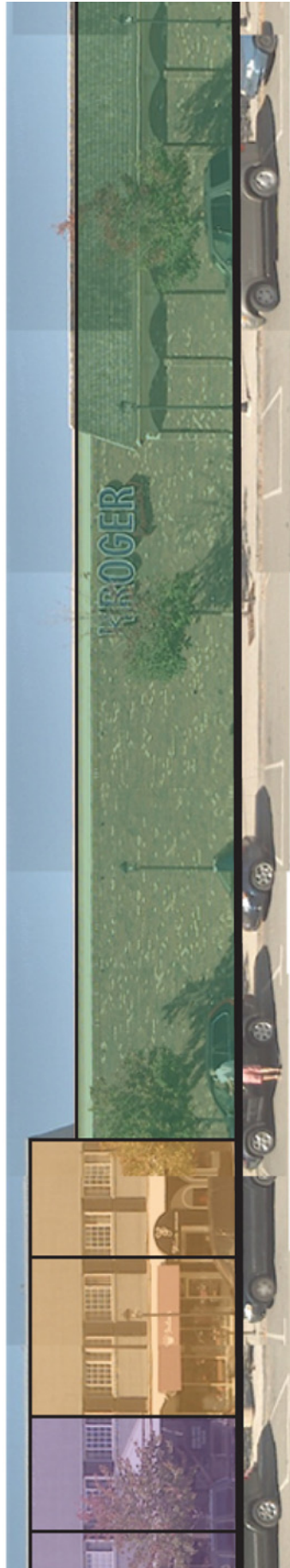
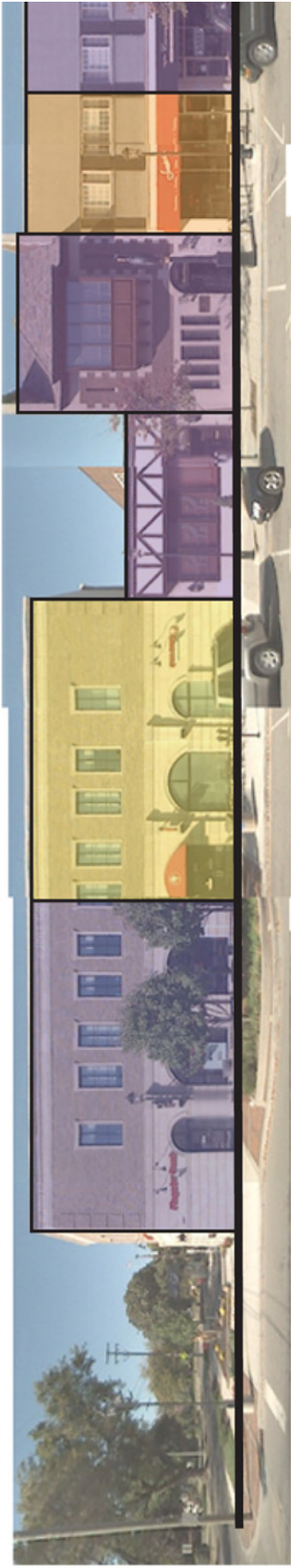


MAP: AUTOMOBILE MOVEMENT

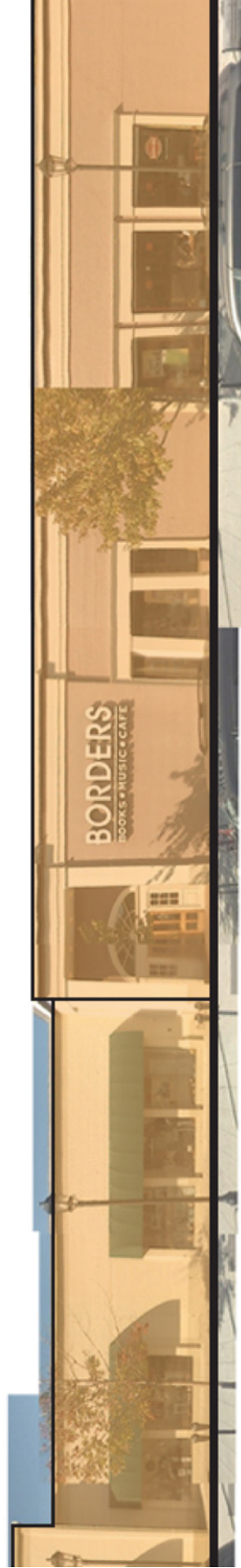
Pedestrian movement is basically limited to the area's sidewalks. The site does have a small series of public spaces that are used for gathering.



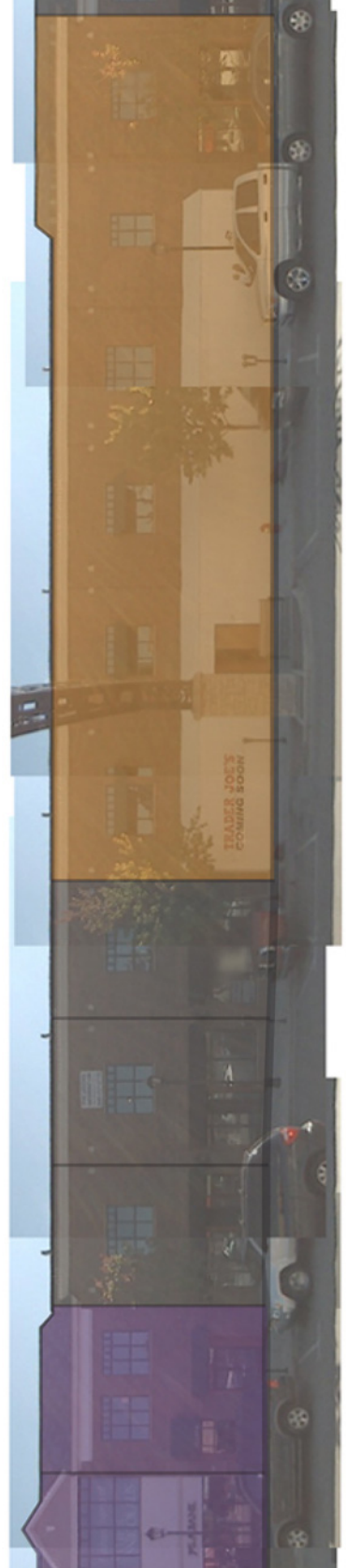
MAP: PEDESTRIAN MOVEMENT

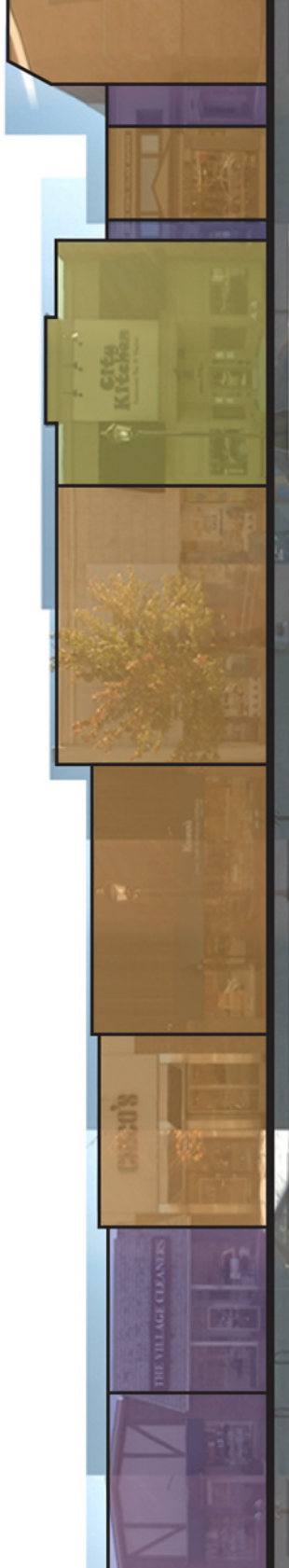


IMAGES: NORTHWEST BUILDING TYPES, COPYRIGHT GOOGLE MAPS



IMAGES: NORTHWEST BUILDING TYPES, COPYRIGHT GOOGLE MAPS





IMAGES: SOUTHEAST BUILDING TYPES, COPYRIGHT GOOGLE MAPS

	AREAS CURRENT STORES & USES
RETAIL	
BOOKSTORES	1 (Borders Books Music Café)
CLOTHING	9 (The Alternation Shop, Ann Taylor, Boutique Bellissima, Dawood, Hickey's/ Walton-Pierce, Initals, Jos. A. Bank, Pretty Things, Talbots)
GIFTS	1 (Cavanaugh's - The Village Invitation Shoppe)
HOME	4 (Initals, Kramer's Bed Bath & Window Fashions, Posterity: A Gallery, Village Ace Home & Hardware)
JEWELRY	1 (Village Jewelry and Repair)
MEDIA & ELECTRONICS	3 (Blockbuster Video, Expert Electronics, Grosse Pointe Geek)
OUTDOOR & SPORT	0
PET STORES	1 (The Barkery)
TOYS AND GAMES	1 (Village Toy Company)
DEPARTMENT & GROCERY	2 (Kroger Company, Trader Joe's)
ATTRACTIONS	2 (Gymboree, Neighborhood Club)
FINANCE	9 (Bowman Asset Management, Citi Smith Barney, Comerica Bank, Donnelly Penman & Partners, Flagstar Bank, JP Morgan Chase Bank, Merrill Lynch, Sagres Partners L.P., Stifel Nicolaus & Company)
HEALTH & BEAUTY	8 (Bayne Optical and Dr. Michael J. Lowe O.D., CVS Pharmacy, Gebeck Thomas R. DDS MS & Thomas R. Gebeck Jr. DDS MS, Grosse Pointe Village Dentistry, Notre Dame Pharmacy, Tresses Hair Studio, The Yoga Shelter, Vermet Edward J. DDS)
PARKING LOTS	6 (Five large lots and one parking structure behind stores)
RESTAURANTS	7 (Caribou Coffee, Cold Stone Creamery, Panera Bread Co., Sanders Candy and Dessert Shop, Starbucks Coffee, T.N. Thai Bistro, TCBY Treats)
GOVERNMENT & SERVICE	12 (Aitken-Ormond Shores, Best Way Pack & Send, Fikany James R. - Real Estate, Grosse Pointe Board of Realtors, Grosse Pointe Chamber of Commerce, Grosse Pointe News, Grosse Pointe Times, Krausmann Full Service Gas Station, Local Motion, Tire Systems Engineering, Village Cleaners)
VACANCY	7
AMENITIES	
BENCHES & SEATING	18 (estimated)
KIOSKS	0
LAMP POSTS	160 (estimated at 20' between posts)
PLAYGROUND & PARKS	1 (by school north of development)
PUBLIC SPACE	1 (extended sidewalks along Notre Dame)
TREES & PLANTERS	84 (estimated)

The Village of Grosse Pointe provides a larger variety of retail types and services. Also, the majority of stores are high-end retail or specialty shops. The site has the ability to provide activities that draw people to area. Even with these advantages, this commercial development is still struggling. The site's retail made need to change in order to help the Village of Grosse Pointe compete.

PROGRAM STATEMENT

The overall program of this project is a commercial development. A commercial development is basically an area that focuses on retail. It seeks to provide a specific community with stores and amenities that cater to the people of the area. The original exploration of the three sites began with an analysis of what currently exists on the site. This was done in order to learn what each site was missing. In theory, those missing elements are the reason why people are not attracted to the site.

The analysis showed that each site has its own set of characteristics and needs. The program of each particular site would be created in order to define and address those needs. The site may need an influx of new business types, pedestrian-oriented amenities or new ways to address parking and the roads. So, the program will vary for each site. Yet, all the individual programs will still be based on the idea of improving an existing commercial development.

All of the sites will need an increase of pedestrian public spaces. That includes the creation of seating/ gathering areas, as well as an increase of sidewalk width. Greenspace and landscaping must also be included within the new site plans.

The amount of space that is dedicated to the use of the automobile must be decreased. Road widths and surface parking lots dominate the areas of the three sites. These elements must be adjusted in order to create a balance between the automobile and the pedestrian on each site.

Finally, building forms need to be prepared to accept new retail. They need to be flexible in order to accept a wide variety of retail types. However, they also need to have an established square footage and store front.

SITE DEVELOPMENT

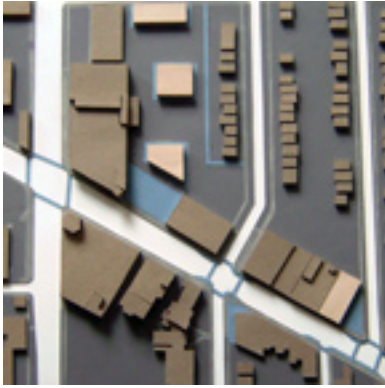
This point in the process began the implementation of several design strategies that would lay the foundation for a more viable, walkable commercial development. All three of the analyzed sites were brought to the same level of development, which includes the completion of site plans, site sections, and elevations.

All three sites started with a short sketch problem that was completed in November 2008. The sketch problems led to the discovery of major problems that needs to be addressed for each site. So, all design interventions tried to create a solution to those problems.

Each new design worked toward creating a balance between the pedestrian and the automobile. So, it transformed the way each site interacts with a person and a car. Finally, amenities were added in order to complete the sites transformations.

GRAND RIVER & GREENFIELD; DETROIT, MI

The Grand River site's main challenge is the width of Grand River. It is a barrier to pedestrians who want to interact with both sides of the street. So, in order to increase walkability, Grand River was reduced to a four lane road. Also, the street corners were extended out. This makes the site more pedestrian-friendly and allows space for street parking.

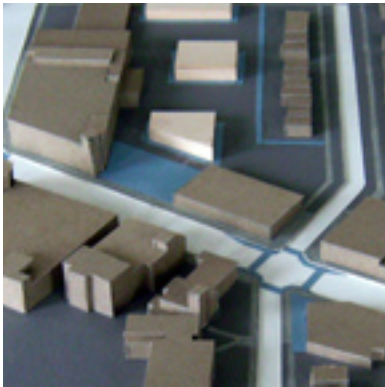


Another challenge is the large parking lot that is located behind the mall. The space was broken down by the addition of retail space. So, new structures were built within the limits of the parking lot. However, this new area was disconnected from the main space of Grand River. In order to create a solution to this new problem, a section of the strip retail was removed. This created a visual and physical connection from Grand River. It also created a new public space, which the site currently lacks. Finally, physical amenities, like benches and landscaping, were added to the site.

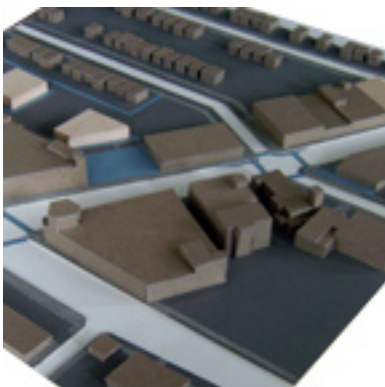


Even though this design intervention addressed the problems of the existing site, it fell short of a full design. There wasn't any depth to the design interventions.

This area was eventually chosen as the project's final site. The Grand River and Greenfield site has the interesting challenges of scale and the possibility of breaking down the mall.

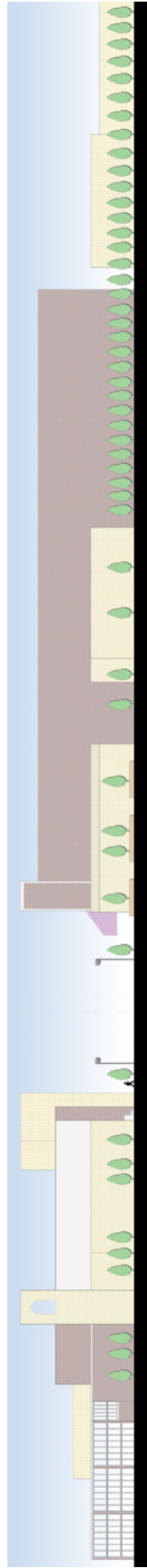
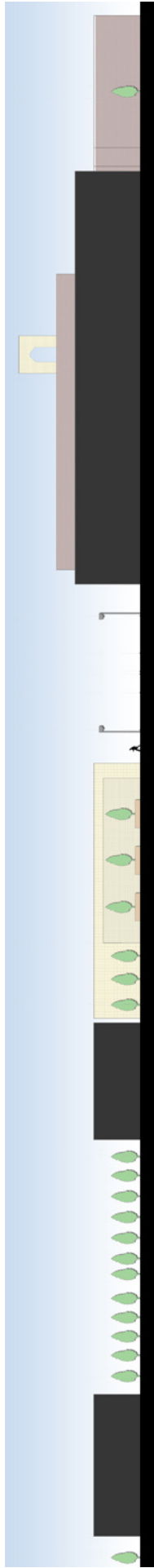


MAP: SKETCH PROBLEM

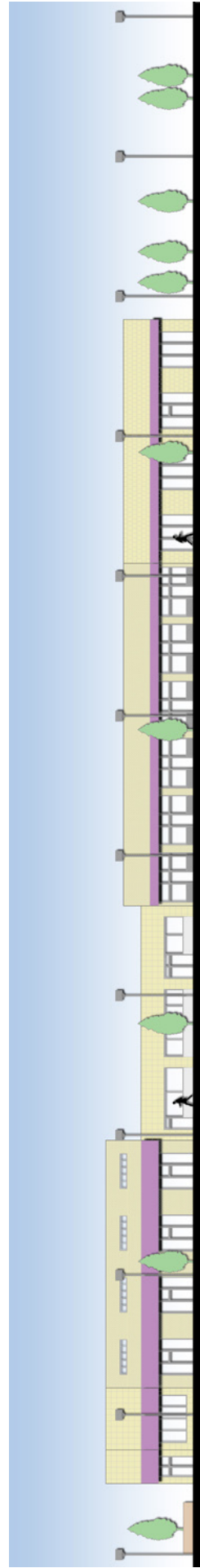
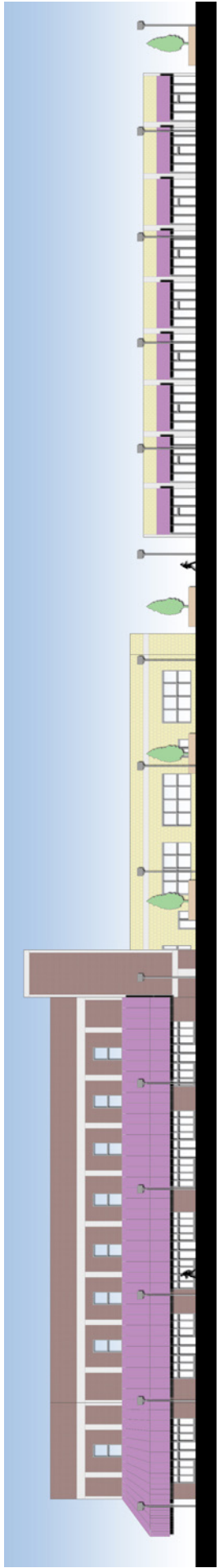


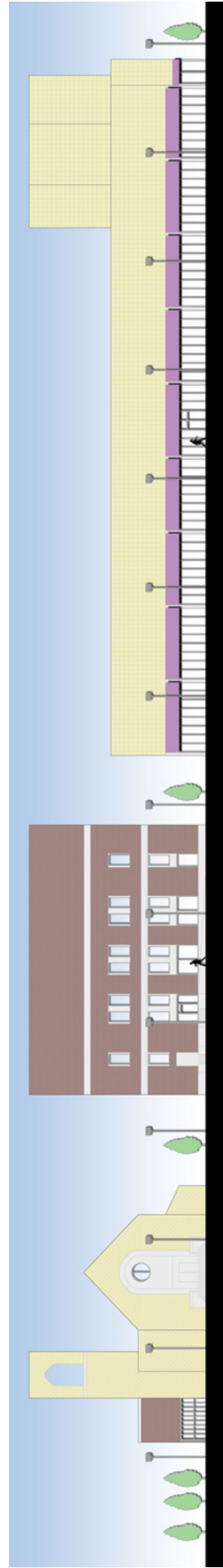
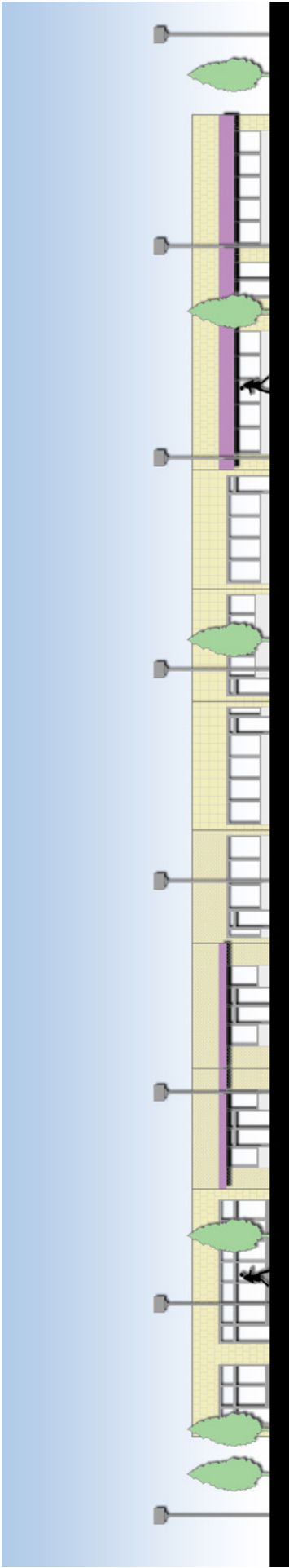


MAP : SITE MAP



IMAGES : SITE SECTIONS





IMAGES: SOUTHWEST ELEVATIONS

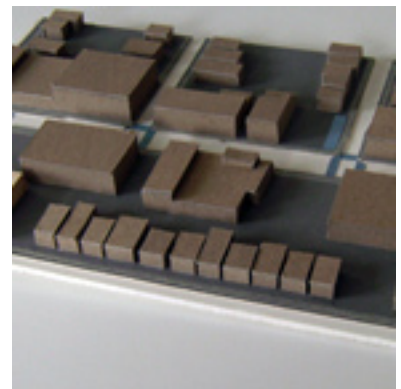
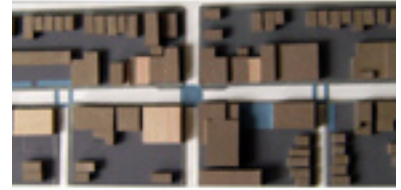
VERNOR & CENTRAL; DETROIT, MI

The main challenges of the Vernor site are faced by many 'Main Streets' throughout the country. The area's density makes it difficult to find room for the automobile and public space. These problems were solved through a series of smaller intervention.

The most important intervention was the introduction of private space. One seating was created between the old movie theater and the neighborhood organizations. A series of benches currently exist in front of a fenced off parking lot. The exterior walls of the buildings next to this parking lot are covered with beautiful murals. This parking lot was transformed into a public space in order to highlight those beautiful, cultural pieces. Other public spaces were created along existing parking lots. This preserves necessary parking spots and creates a space for the area's mobile kiosks.

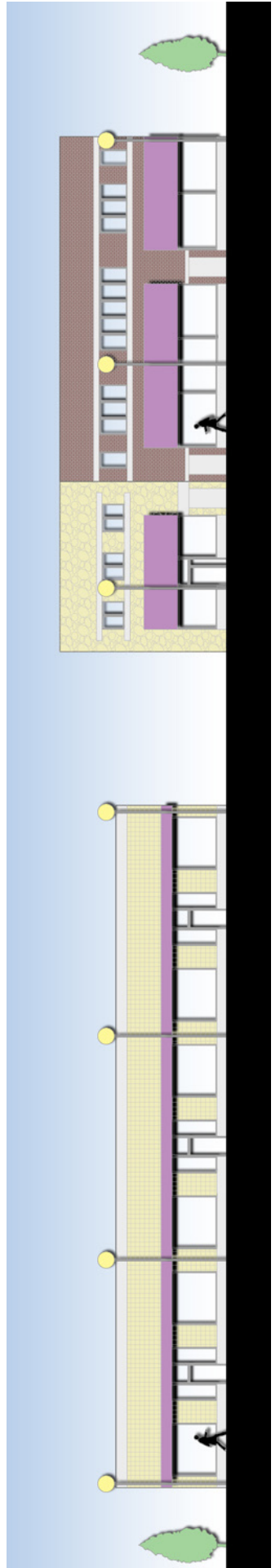
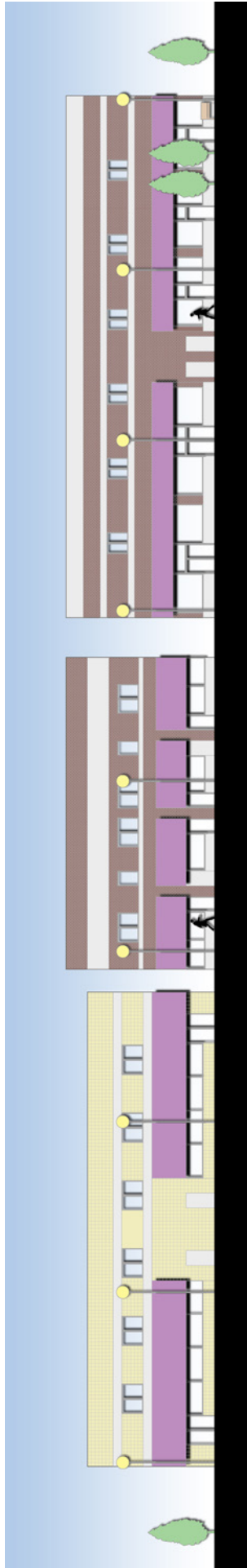
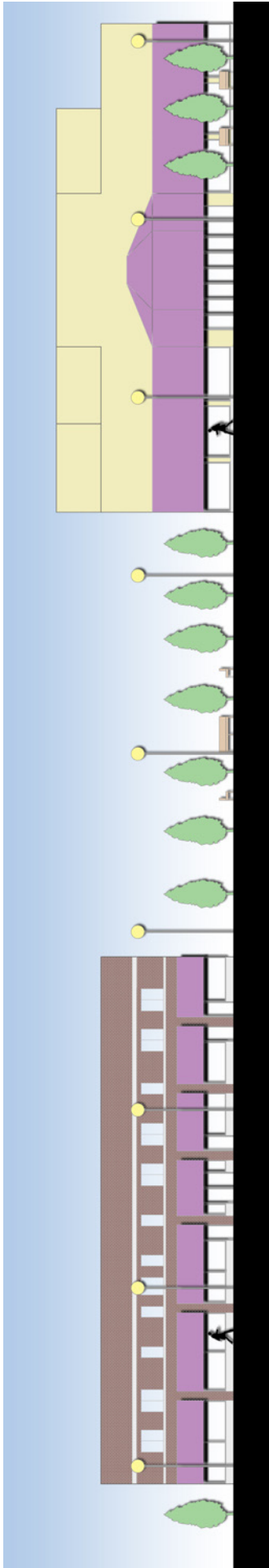
This is also a design that fell short of its goal. The site interventions were basically a reaction to things that were observed on the site. They didn't really add to or enhanced the character of the site.

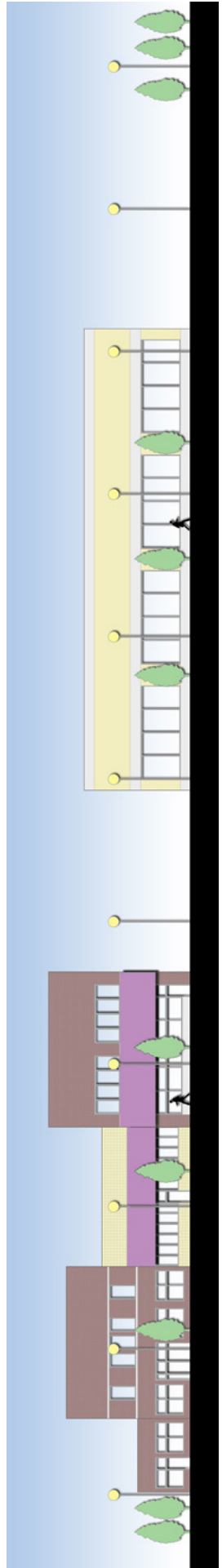
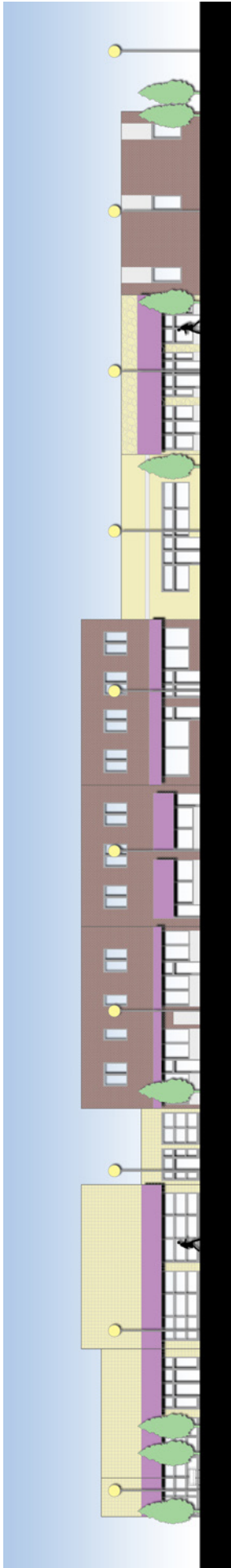
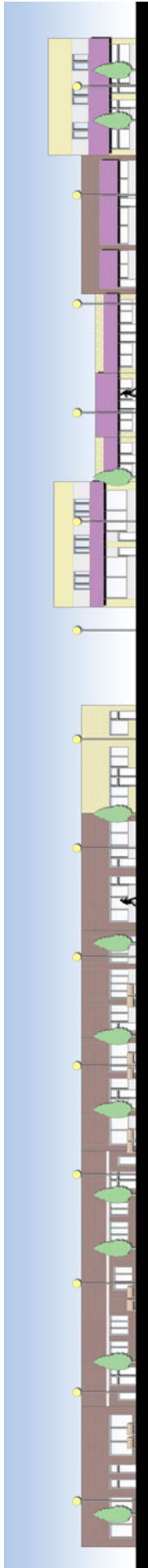
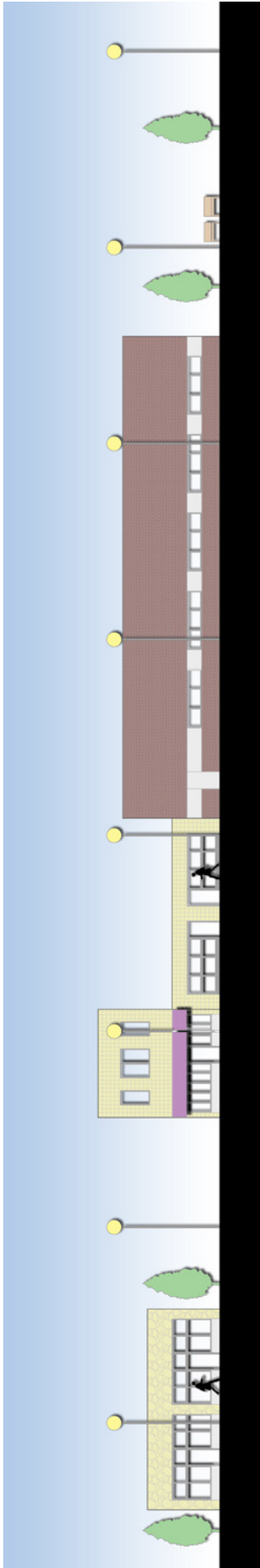
Design for this site eventually stopped. It did not provide the same challenges of the Grand River site and did not present the same types of opportunities.



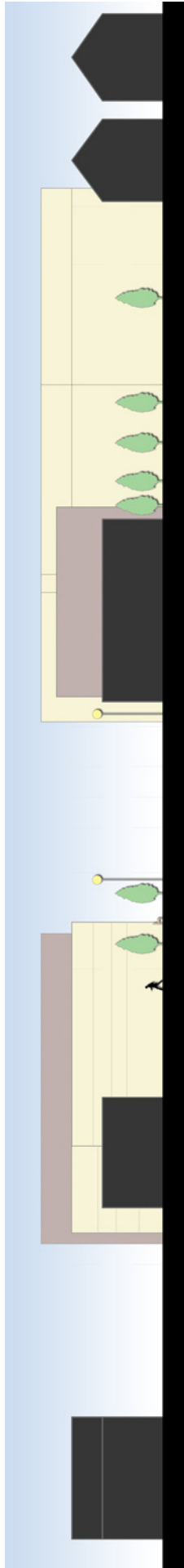
MAP: SKETCH PROBLEM







IMAGES: SOUTHEAST ELEVATIONS



THE VILLAGE; GROSSE POINTE, MI

This site contains an extremely large challenge. According to the site analysis, the Village of Grosse Pointe has the same types of amenities and retail that many successful commercial developments have. However, this area is still suffering economically. The area may need a change of retails, or something more, in order to help it compete again. This project was unable to determine the real source of the problem, which is the reason why this site was eventually discarded.

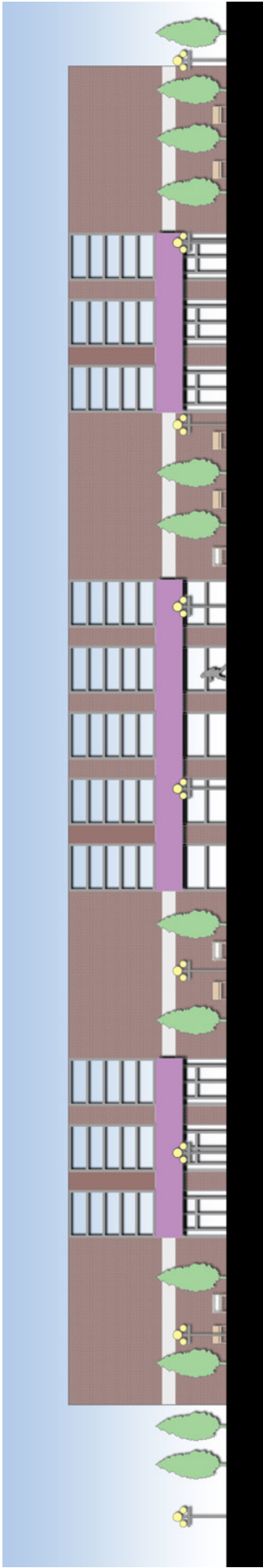
The small intervention was created on the site. This intervention deals with the problem that was create when a Trader Joe's moved the site. In early 2008, a new parking structure opened behind the site's commercial buildings. Around that time, a Trader Joe's grocery store moved onto the site. The main entrance to the Trader Joe's connects directly to the new parking structure. There is no entrance to Trader Joe's on Kercheval.

So, the site's design intervention takes the opportunity to remove the vacant retail space that creates a barrier in front of the grocery store. This creates a new entrance for a main retail space. It also creates a public gathering, which is site lacks.

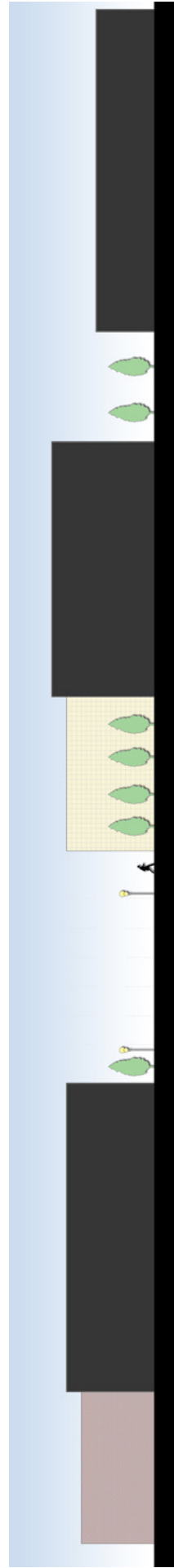


MAP: SKETCH PROBLEM





IMAGES: TRADER JOE'S ELEVATION



IMAGES: SITE SECTIONS

FINAL SITE DEVELOPMENT

At the point in the process, the Grand River and Greenfield commercial development was chosen as a final site. The area was reanalyzed in order to refocus on the more important aspects of the site. The "new" analysis focused on how the space of the site is divided and utilized. Basically, these spaces can be separated into four categories; built form, area used by the automobile, pedestrian connections, and greenspace.

The majority of the built form along Grand River defines the street. Parking only permeates to the road west of Greenfield. Surface parking, as well as the roads, dominates the site. This creates a lot of underutilized and inefficient space on the site. Pedestrian connections are limited. Basically, the connections are sidewalks that are parallel to the streets. There is even less greenspace, which is limited to a few planters.

The site intervention attempts to avoid major amount of alteration to the built form, reduce the amount of automobile space, strengthen pedestrian connections, and introduce more green space.

The site's design begins with breaking down the surface behind the mall. The parking lot is divided by extending Prest Avenue into the site. This leads to the creation of new retail space that acts as a physical barrier for the houses at the edge of the site. A section of the strip retail next to the mall is removed in order to establish a visual connection from Grand River to the back of the site. It also creates a new public space for the site.

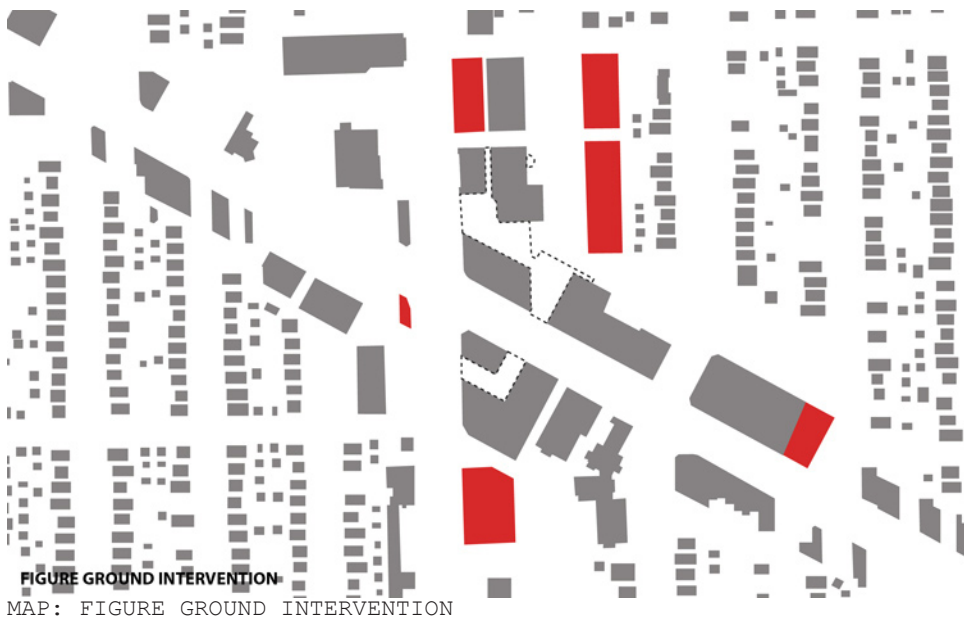
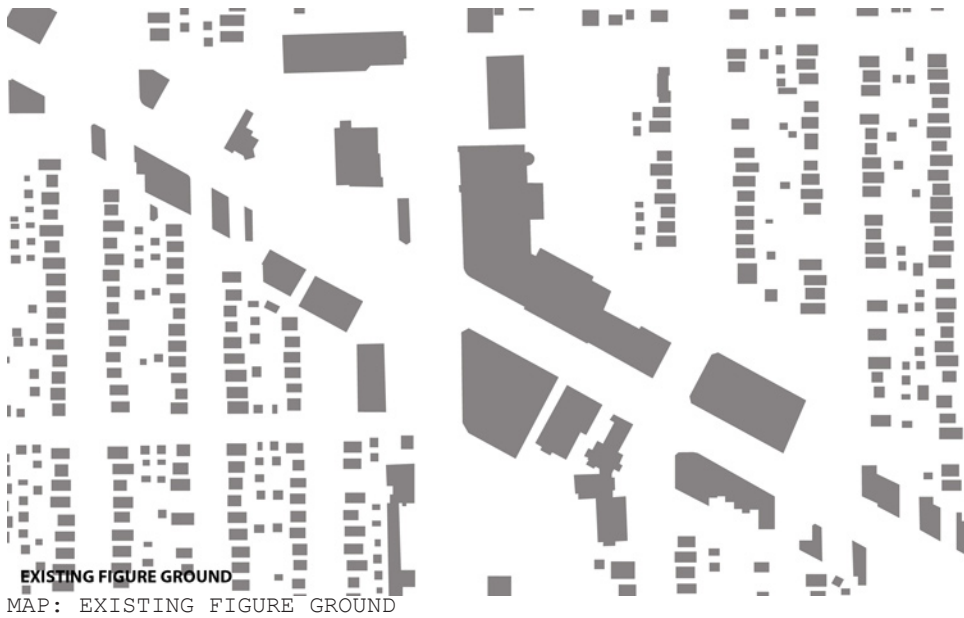
The next step in the design process established a network of pedestrian pathways. The central path begins at the newly created public space, connects to the other side of Grand River, and loops across Greenfield. This establishes a central loop around the intersection, which strengthens the connection between the four corners of the site.

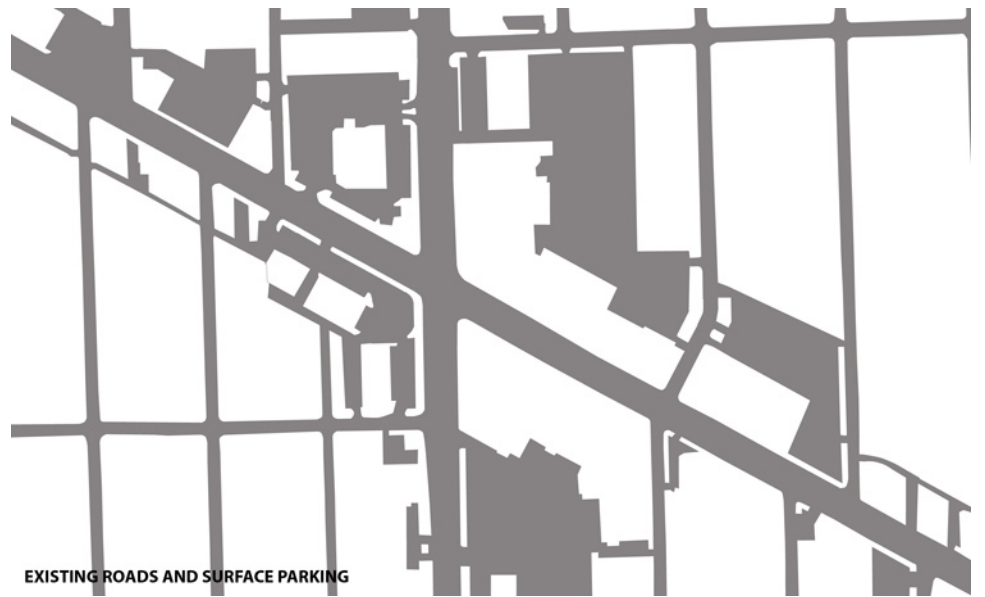
The center path cuts through the two main spaces of the mall and begins to break it down. The introduction of the pathway into the mall transforms it architecturally. The area within the path is completely gutted in order to continue the path's open space and highlight the actual retail space of the mall. In order to retain the memory of the mall's form, glass roof, which is supported by a truss system, was added as a canopy.

Once the main pedestrian "loop" was established it began to radiate out toward the edges of the site and into the surrounding neighborhood. Existing sidewalks became part of this network and began to extend out into the roads in order to increase walkability. The pathways established connections to buildings that were formerly surrounded by parking. Greenspace was then introduced into the design in order to give the network of pathways definition. It also defined seating areas and park space.

FINAL PRESENTATION

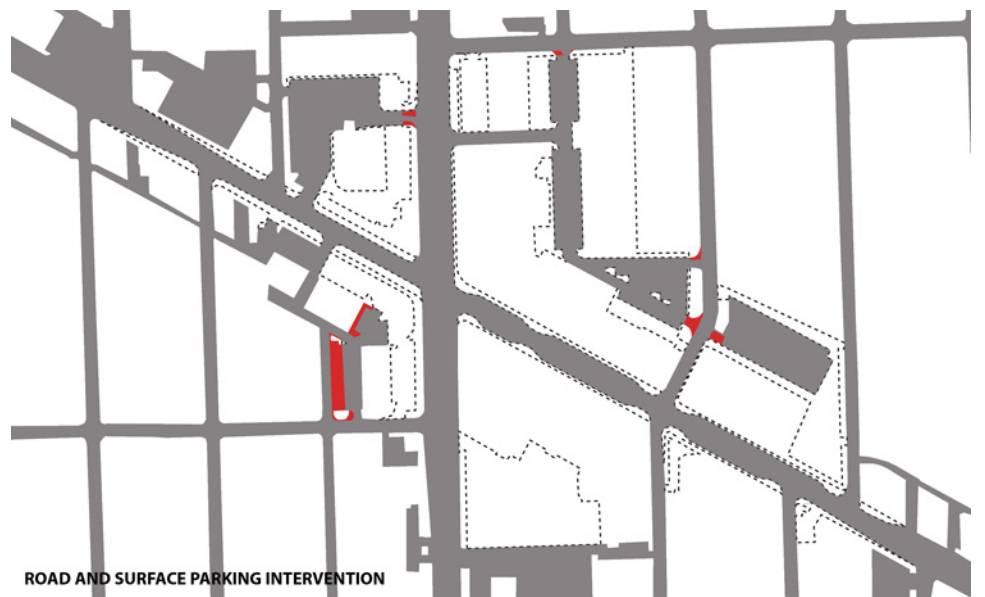
- List of final presentation drawings
 - Diagrams
 - Existing Figure Ground
 - Figure Ground Intervention
 - Existing Roads and Surface Parking
 - Roads and Surface Parking Intervention
 - Existing Pedestrian Connections
 - Pedestrian Connections Intervention
 - Existing Greenspace
 - Greenspace Intervention
 - Final Site Plan
 - Perspectives
 - Northeast Grand River Site Elevation
 - Mall Sections





EXISTING ROADS AND SURFACE PARKING

MAP: EXISTING ROADS AND SURFACE PARKING



ROAD AND SURFACE PARKING INTERVENTION

MAP: ROADS AND SURFACE PARKING INTERVENTION



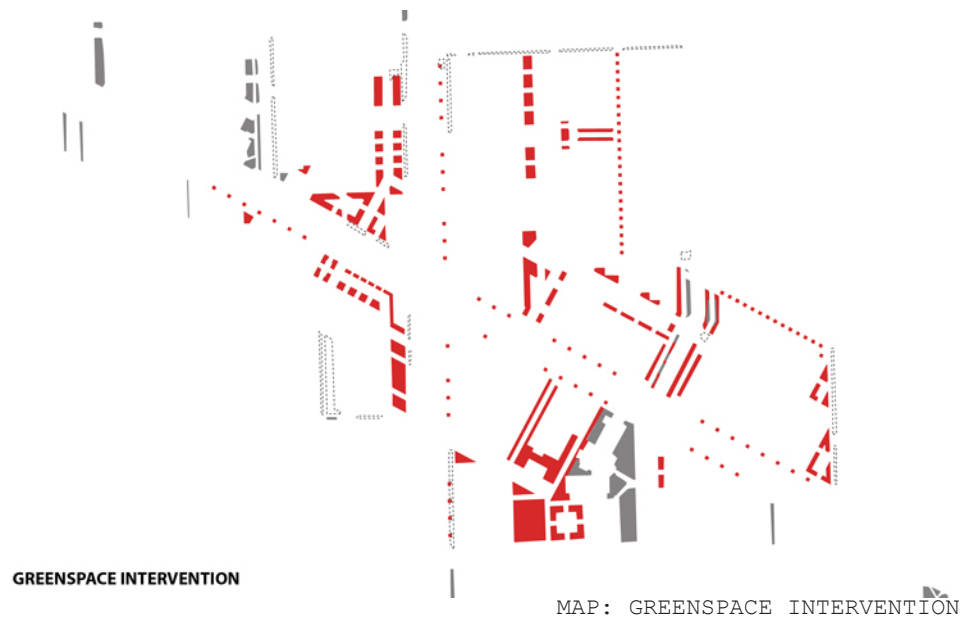
EXISTING PEDESTRIAN CONNECTIONS

MAP: EXISTING PEDESTRIAN CONNECTIONS



PEDESTRIAN CONNECTIONS INTERVENTION

MAP: PEDESTRIAN CONNECTIONS INTERVENTION





MAP: FINAL SITE PLAN



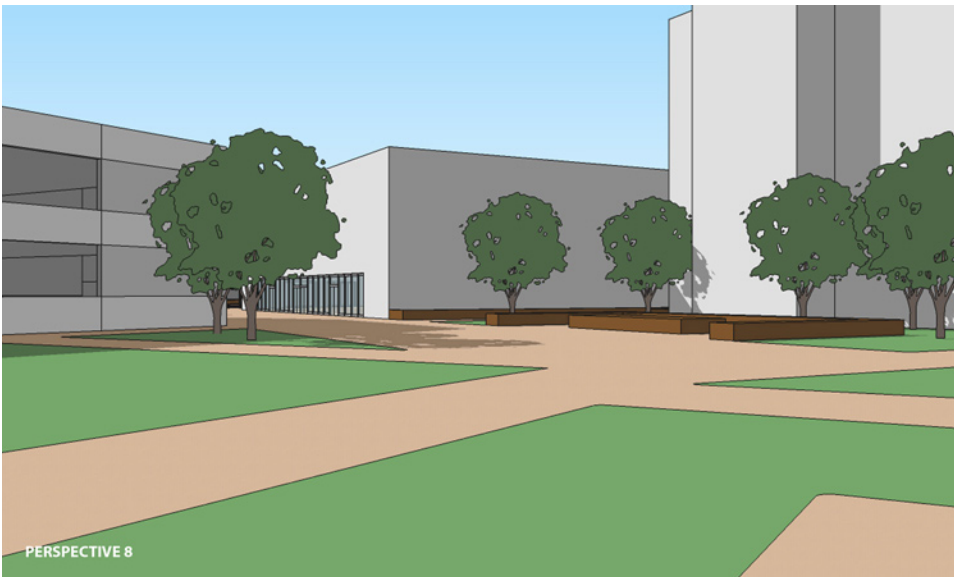


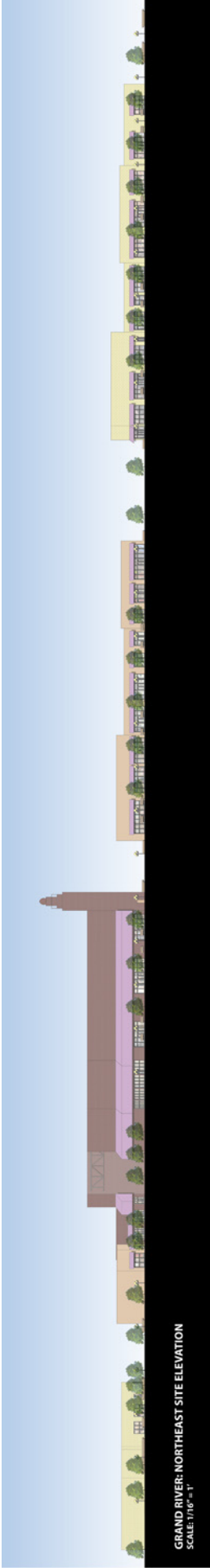


PERSPECTIVE 5



PERSPECTIVE 6





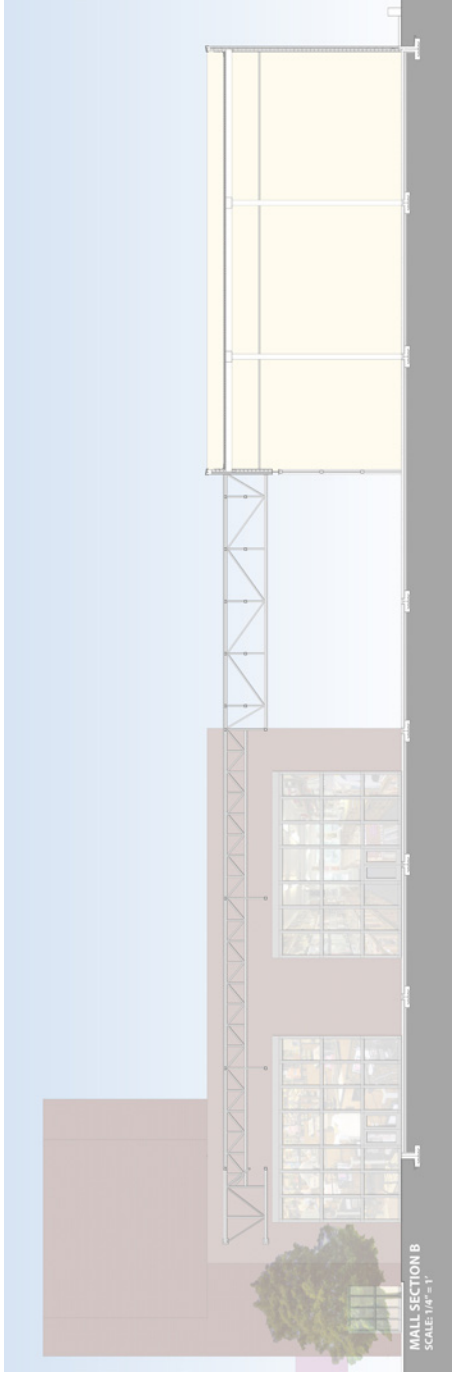
GRAND RIVER-NORTHEAST SITE ELEVATION
SCALE: 1/16" = 1'

IMAGES: GRAND RIVER SITE ELEVATION



MALL SECTION A
SCALE: 1/4" = 1'

IMAGES: MALL SECTION A



MALL SECTION B
SCALE: 1/4" = 1'

IMAGES: MALL SECTION B

CONCLUSION STATEMENT

This thesis has not been entirely successful. It began with the intent to help a site that is struggling economically and physically by re-developing the commerce of that area. It also wanted to find a balance between two very important elements of almost every project; the automobile and the pedestrian. While the originally intentions of the thesis remained a part of the research aspect of the project, they were lost in the design portion. The final intervention of the Grand River and Greenfield site falls short of a fully cohesive and comprehensive design.

Even though the design is one-dimensional, the thesis does teach an important lesson. It is important to not get caught up in one perspective and end up focusing on a single aspect of a very complicated process. Design needs to incorporate more layers and that is something that this intervention lacks.

The thesis still takes the stance that the redevelopment of older commercial development within urban neighborhoods holds merit. A more complete redevelopment can lead to a vibrancy that no longer exists in many inner-city communities. Those are the areas that need the amenities and the accessibility to something as simple as a grocery store. If these communities are looked at for the opportunity of commerce, then that will be built are brand new open air malls that are only accessible to the few.

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