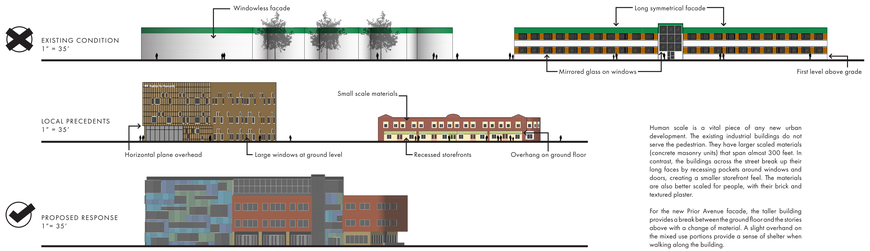
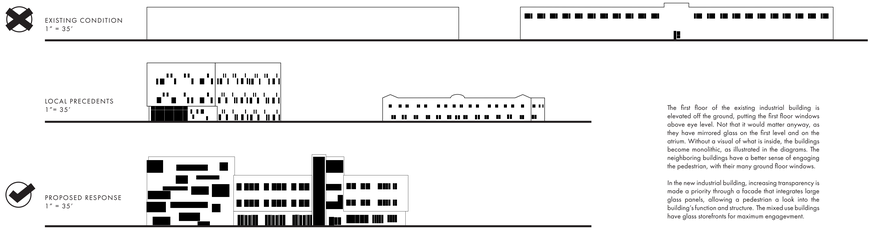
2 HUMAN SCALED ENVIRONMENT



Human scale is a vital piece of any new urban development. The existing industrial buildings do not serve the pedestrian. They have larger scaled materials (concrete masonry units) that span almost 300 feet. In contrast, the buildings across the street break up their long faces by recessing pockets around windows and doors, creating a smaller storefront feel. The materials are also better scaled for people, with their brick and textured plaster.

For the new Prior Avenue facade, the taller building provides a break between the ground floor and the stories above with a change of material. A slight overhand on the mixed use portions provide a sense of shelter when walking along the building.

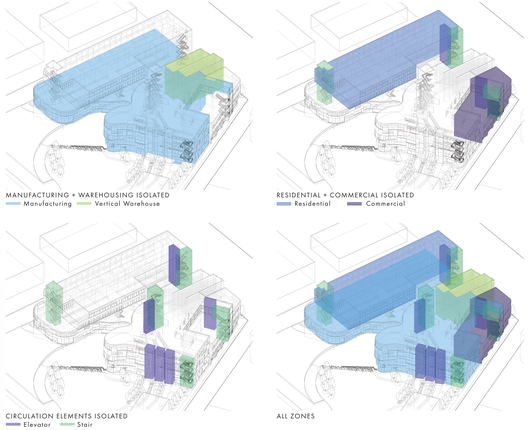
3 INCREASING TRANSPARENCY

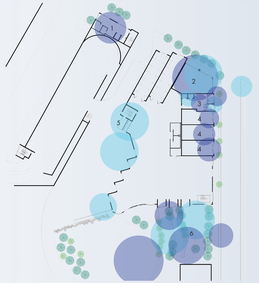


The first floor of the existing industrial building is elevated off the ground, putting the first floor windows above eye level. Not that it would matter anyway, as they have mirrored glass on the first level and on the atrium. Without a visual of what is inside, the buildings become monolithic, as illustrated in the diagrams. The neighboring buildings have a better sense of engaging the pedestrian, with their many ground floor windows.

In the new industrial building, increasing transparency is made a priority through a facade that integrates large glass panels, allowing a pedestrian a look into the building's function and structure. The mixed use buildings have glass storefronts for maximum engagement.

4 MULTI USER FRIENDLY SPACES





SHARING SPACES
Public
Industrial Worker

The mixed use platform allows for the most interaction between industrial workers and the neighborhood. The diagram to the left illustrates different zones of the building and site that would be used by either the public or an industrial worker, and where those spaces overlap. A restaurant on the street corner provides a meeting place for anyone during the daytime and evening. The outdoor space on the south facade is primed for foot traffic from above, as well as from the neighborhood east of Prior Avenue. The storefronts along the street encourage a mix of people coming and going at different times during the day.

1. Residential Lobby
2. Restaurant
3. Central Circulation
4. Commercial
5. Employee Entrance
6. Outdoor courtyard