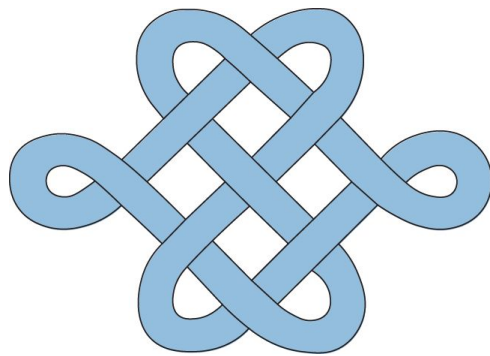


FOSTERING COMMUNITY IN URBAN NEIGHBORHOODS



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GRADUATE THESIS | 2021
DREXEL UNIVERSITY
BS/MS INTERIOR ARCHITECTURE & DESIGN

ACKNOWLEDGMENTS

I would like to start off by thanking my thesis adviser, Michael Stanczak. His keen interest and overall positive attitude made the completion of this project possible. Thank you for guiding every step of the way.

I would also like to thank the Westphal faculty for pushing us and guiding us through these difficult unprecedented times.

Lastly, I'd like to thank my friends and family for their unwavering support.

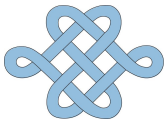
I thank you all.

Yasmine Hubbi

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INTRODUCTION

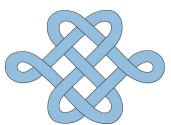


INTRODUCTION

Isolation and disconnect between community members in cities and neighborhoods has been shown to decrease community engagement and cause a rippling effect that contributes to communities' economic instability, social issues, and environmental challenges.

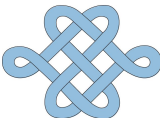


Frankford, Philadelphia



PART 1- TOPIC

Literature Review



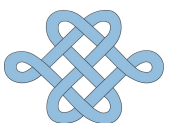
Introduction

A number of scholars suggest that spaces play an important role in community fulfillment. At the same time research shows that social bonds are weakening, and a sense of community is lacking (PPS). As our society becomes more isolated, a space that fosters that sense of community is needed. While there may not be a magic button that will solve our complex social and environmental changes, a public space where the community can come alive and where bonds are strengthened is a step in the right direction. Social interaction accompanied with recreational programming and civic engagement can act as a 'social glue' (PPS) that strengthens neighborhoods.

The Positive Impact of Social Interaction

A social interaction is an exchange between individuals and this exchange serves as the basis for our social structures and culture. Through the interactions we have with one another, "people design rules, institutions and systems within which they seek to live" (Lumen). Direct human to human contact has been researched to regulate and uplift feelings or stress and anxiety. From a medical standpoint, studies have shown that "those undergoing chemotherapy for cancer tend to fare better if they have access to social support and interaction, suggesting that just by being around family, friends, or peers going through similar experiences can strengthen us both mentally and physically" (Cohut). The way social interactions positively impact people on a personal level is the same way it can impact communities as a whole.

In many neighborhoods, social bonds are put under stress. The sense of community connection is lacking thus causing a rippling effect that contributes to economic instability, diminishing resources, unemployment, demographic shifts and political complexities (Rutherford). In one study over the past 20 years, the neighborhood infrastructure of deprived areas in Great Britain



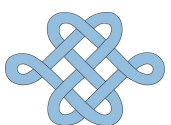
have one key element in common, they have been eroded of many of their key elements, such as “shops, cafes, community centers, libraries, and recreational areas have reduced in numbers and or deteriorated in quality. The deprived neighborhoods lose the opportunity to provide residents with key recreational facilities, services, amenities, and goods.” Secondly, they lose the opportunity to provide public social space within which residents can interact. Reintroducing the opportunity for social interaction at that neighborhood level would enhance the residents' quality of life and uplift that community (Hickman).

Precedent: Clayton Community Center

An example of a facility that supports social interaction is the Clayton Community Center. This community center in Surrey Canada was proposed in 2014 in response to the City of Surrey's request for a facility that combined the city's community services. Mayor Linda Hepner said, “This innovative facility will...play an important role in community life” by providing key community gathering spaces to support the development of overall community connections (Jordan). Because this facility was developed with the community of Surrey, the services were tailored to them which allowed for community led programming. Community based design “is a specific type of participatory planning and design undertaking that is “done with rather than on the community” and intended to “contribute in some way to improving the lives of the members of the community” (Donovan & Jason). This type of design encourages social interconnectedness that ultimately strengthens social bonds.

Precedent: Largo Community Center

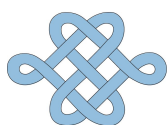
The Largo Community Center in Largo Florida is a 30,000 sq foot, LEED certified building featuring three floor studio rooms, a commercial kitchen, fitness room, art studio, outdoor patio and gazebo, lounge and more. The facility is organized around the community's needs. With the corridors being eliminated, the circulation is consolidated within a large central lobby.



This allows visitors to interact while viewing the entire facility together at one time. The facility features floor to ceiling glass to provide the natural light to the users of the space. In terms of concept, Largo Parks Department Director Joan Byrne “envisioned a park-like environment extending through the lobby. This was achieved by a combination of views to the outside and leaves embedded into suspended ceiling panels, along with an abstract landscape in the lobby's concrete accent wall. Exterior materials extend into the building to further blur the distinction between the exterior and interior. The resulting environment is inviting, uplifting and promotes patron involvement” (Recmanagement).

Civic Engagement

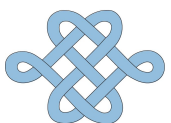
Civic engagement is active participation and investment in what happens in one's community. “Civic participation encompasses a wide range of formal and informal activities. Examples include voting, volunteering, participating in group activities, and community gardening. Some are individual activities that benefit society or group activities that benefit either the group members or society” (Civic Participation). Individuals that have a place to come together regularly are more likely to volunteer and work towards positive change in their neighborhood. “Adults who use parks, recreation and cultural facilities and participate in recreation programs are more willing to volunteer than those who do not use these services” (Benefits of Parks and Recreation). This type of involvement from citizens shows how they can improve conditions for others or to help shape the community's future. Meaningful civic activities help increase an individual's sense of self. For example, a study found that “members of civic groups were more likely to be physically active. Belonging to civic groups expanded participants' social networks, which made them more aware of opportunities to be physically active in their community may promote continued civic participation” (Civic Participation).



Public Spaces that Foster Community

Public spaces are so much more than just physical space. They spark economic development within communities and foster a sense of self for individuals experiencing them. In other words, “the relationship glue that holds communities together disintegrates when pedestrian-friendly public spaces are reduced” (Smith). Public spaces that facilitate interaction and include amenities like playgrounds and community managed parks have value not only in their creative use of space, but also in their ability to “serve as a catalyst for cooperative participation which reduces stress and can lead to individual and community improvement” (Justa). People have always sought places to gather and collaborate; public spaces allow residents to take ownership of their neighborhoods and come together as a society. In *The Good Life* by Zoe Ryan, she describes a recreational ground in Wanchai Hong Kong that was in need of regeneration. The redesign considered the identity of the area and responded to the community's needs. Using methods of placemaking, the new recreational ground was revitalized and became a space that met the needs and desires of the community. The new public space is an inviting atmosphere for all users with more room for play and seating (Ryan).

Research has shown that individuals that are involved in their community, are more likely to volunteer and give back. A three-year “Soul of the Community” study by The Knight Foundation found that social offerings, openness and beauty (three key attributes of public places) are the primary drivers for community attachment. The study also demonstrated a strong positive correlation between community attachment and economic growth, finding that “cities with the highest levels of attachment had the highest rate of GDP growth” (Knight Foundation). Public spaces assist in maximizing community strengths by improving community attachment and potentially increasing local economic growth.

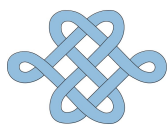


More specifically, in its first year, the study compared residents' attachment level to the GDP growth in the 26 communities over the past five years. The findings showed a significant correlation between community attachment and economic growth. The second year reinforced these findings and found that nationwide economic troubles did not have a notable impact on attachment locally.

Recreation and Leisure to Promote Health and Wellbeing

While social interaction is important, combining it with recreation and leisure activities results in more success for communities. Through the combination of work and leisure most people are able to find fulfillment in life. Sociologist Ray Oldenburg introduces the idea that society consists of "the first place (home), the second place (work), and the third place (neither home nor work)." Third places are essential and "act as anchors for the most vibrant communities" (Rullman). Because recreational activities can help prevent emotional and social problems, participating in them regularly has been linked to improve self-esteem, reduce depressive symptoms, decrease stress and anxiety, and improve self-acceptance (Rullman).

Other research shows that leisure and recreation contribute to good health and wellbeing. The NYC Active Design Guidelines provides designers with strategies to create healthier urban spaces. This includes urban design strategies for "creating neighborhoods, streets, and outdoor spaces that encourage walking, bicycling, and active transportation and recreation, building design strategies for promoting active living where we work and live and play... through the placement and design of stairs, elevators, and indoor and outdoor spaces... and finally the discussion of synergies between active design with sustainable and universal design initiatives" (Center for Active Design). Implementing a guideline like this one will help to inform a new public space that supports and engages the community.

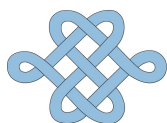


Qualitative and quantitative research has found that “leisure and recreation contribute to healthy and active living” (Falkenberg). Environmental determinants like the availability of nearby community centers can either facilitate or constrain active recreation for individuals across neighborhoods. Falkenberg also states that activities that people consider enjoyable typically contribute to happiness. Leisure activities can vary from person to person based on what they find enjoyable, this can mean working, exercising, or taking a stroll in a garden. Without providing the opportunities to participate in structured outlets, people are more likely to spend time alone watching television. In addition to providing leisure activities, community green spaces are one type of place that can provide multiple benefits to residents like a better sense of place and more interactions with neighbors (Yang).

In *Culture and Recreation: Links to Well-being*, Trojman states that recreation is proven to promote the optimal performance of all major systems of the human body – musculoskeletal, cardiovascular, immunologic, neurosensory and gastrointestinal. Typically, individuals that participate in active recreational leisure are one or two decades younger physiologically than their sedentary counterparts (Henderson). Healthier humans mean that the health care system gains from reduced costs that otherwise would be spent on the medical treatment. As well as the preventative benefits, recreation itself is used as a therapeutic tool in healthcare settings to restore health. Just as communities need infrastructures such as streets, water supplies, and schools, to promote the quality of life and well-being of citizens, parks, open spaces, and recreation facilities are also necessities for healthy living (Henderson).

Design Features of Recreation Spaces

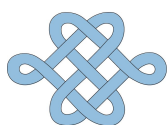
Designing a new facility gives that space its own unique identity and characteristic. As the needs of a particular community are considered, so must the design of these community



defining facilities. The planning of these facilities “brings communities together and their development reinforces community cultures of health and wellness, excellence, public pride and community involvement that are attractive to new businesses and residents” (Sabatini). These benefits include the creation of new jobs, revenue, health, social cohesion and social interaction. The “design and layout of recreation facilities is the last major step in a long chain of events leading to public enjoyment of basic resources” (ORR). An article titled *Four Recreation Design Innovations* states that “the rec center of old is undergoing a necessary transformation. Designers are working with communities to create venues that are not only aesthetically-pleasing, but highly functional for a variety of audiences. A few specific design related innovations in some community centers around the world include glass façades, eco-friendly features and indoor park settings.

Conclusion

While lifestyles have evolved over the years, social gatherings are still sought after. Providing a space that services the public with beneficial amenities helps those communities to grow and move forward together. Combining amenities into one social hub creates an anchor for the neighborhood. This hub then strengthens community interaction and civic engagement. In addition to fostering social interaction, a community center gives members a chance to learn from each other. Ideas and culture can be shared, and strong friendships can be formed. This connection incites energy and passion that translates into individuals' everyday lives and ultimately into the community. Ultimately, offering recreational and leisure outlets for community members not only promotes healthy bodies and minds, but also builds social capital that uplifts communities.



PART 2- DESIGN AGENDA

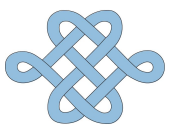
Design Intent

Precedents

Design Probe 1: Scale

Design Probe 2: Materials

Design Probe 3: Experience

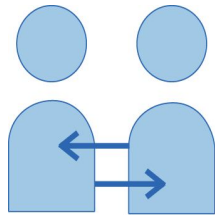


DESIGN INTENT

To design a multi- amenity community center in Frankford Philadelphia that aims to increase people's interaction, sociability and well-being.

This design will help to promote long term community involvement that will serve to improve conditions for others and to help shape the future of the Frankford community.

4 CORE CONCEPTS



INCREASING SOCIABILITY

Providing areas that increase socialization



WELL- BEING & PHYSICAL ACTIVITY

Increasing opportunities to support mental and physical health



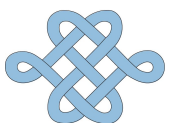
CIVIC ENGAGEMENT

Providing programs that give members a chance to give back



CONNECTION WITH NATURE

Increasing exposure to nature and light



THE FRANKFORD HUB

“Designing *with* the community, not *on*”

Ways to include community members:

Zoom call- “community programming session”

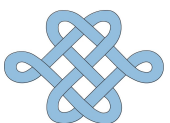
Survey responses

In person interviews

MISSION STATEMENT

The Frankford Hub is dedicated to strengthening the bonds of community and creating opportunities for renewal, growth, and enrichment as well as providing health and wellness opportunities

- Enhancing city’s cultural assets
- Socially empowering community members to strengthen relationships
- Promote community enrichment by providing nurturing leadership and civic engagement pathways



PRECEDENT 1

LARGO COMMUNITY CENTER

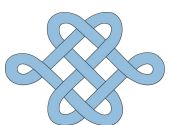
Location: Largo Florida

Designer: Wannemacher Jensen Architects

Size: 30,000 sqft

KEY TAKEAWAYS

- Emphasis on programmatic and wellness elements.
- Features studio rooms, a center stage ballroom, commercial kitchen, fitness room, outdoor patio and gazebo.
- Designed to strengthen the city's commitment to environmental sustainability and to support the arts and education for the youth and senior population of the city.



PRECEDENT 2

CLAYTON COMMUNITY CENTER

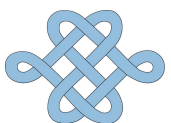
Location: Surrey Canada

Designer: HCMA Architecture + Design

Size: 30,000 sqft

KEY TAKEAWAYS

- Services developed in close engagement with the community and designed to allow for community-led programming.
- Integrates arts, library, recreation and outdoor spaces into a single facility.
- Includes music studios, community rehearsal hall, gymnasium and fitness centre, and a branch library.



PROBE 1: SCALE

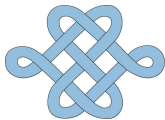
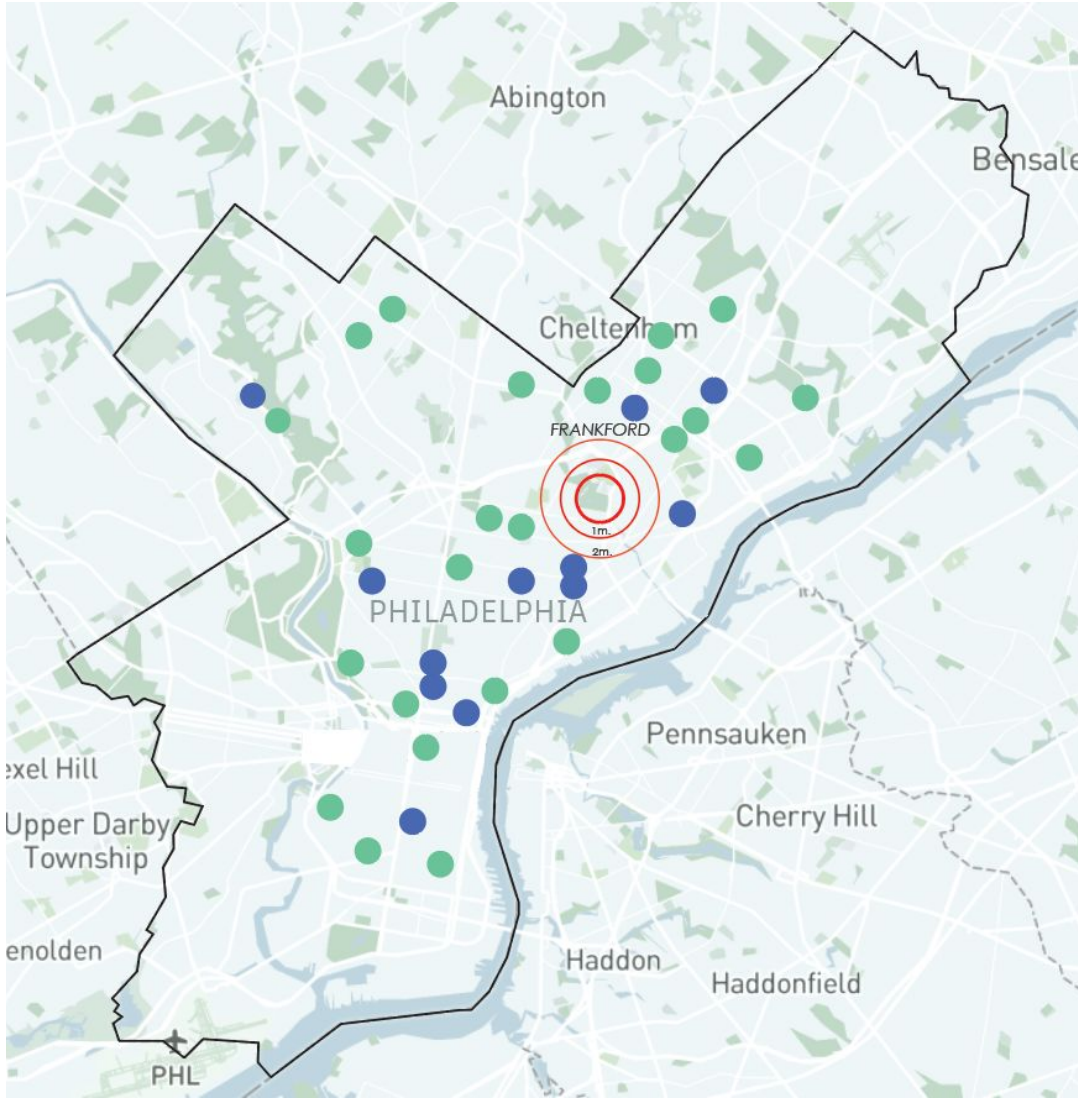
MAPPING

Current community centers tend to be small and not multi-programmatic

While neighborhoods in Philadelphia vary in

identity and culture, unfortunately, many centers do not share this unique quality.

Recreation centers only provide fitness programs and do not give the community an opportunity to collaborate culturally.



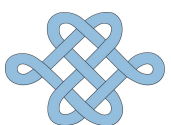
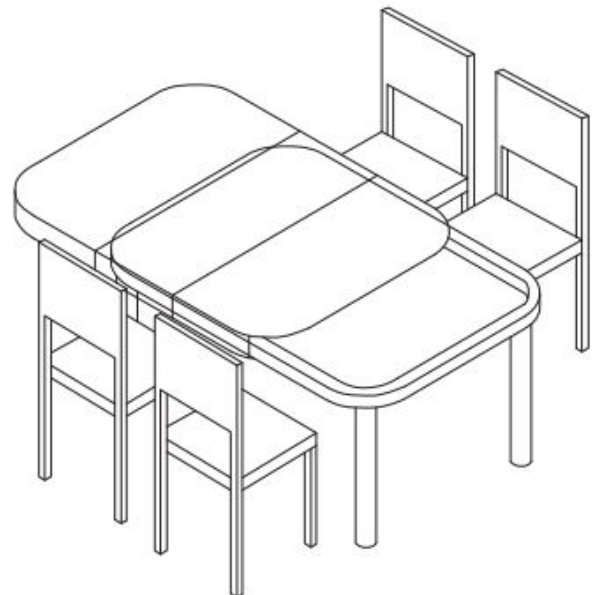
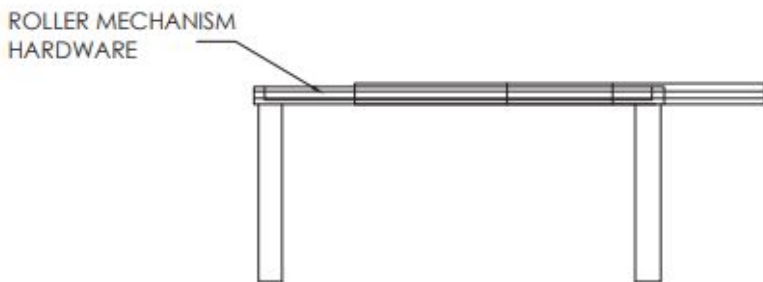
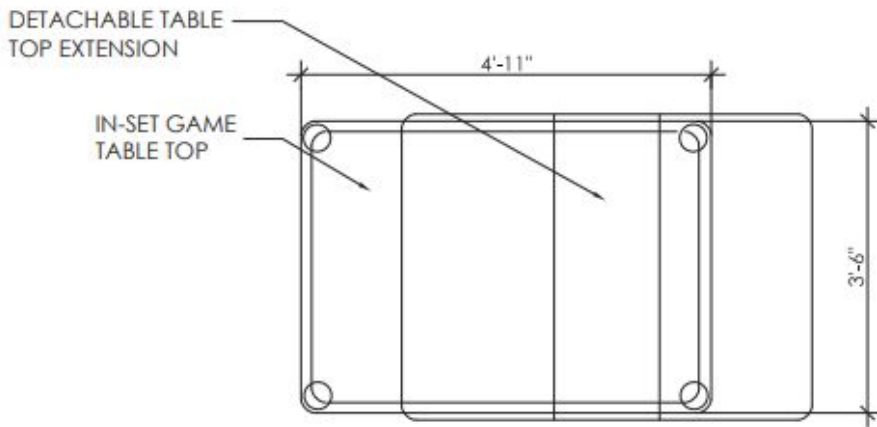
PROBE 1: SCALE

OBJECT

GAME TABLE EXPERIENCE

4 person game table designed to encourage socialization and interaction

After game play, tabletop can be rolled back to use as a regular table



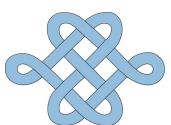
PROBE 2: MATERIAL

PALETTE

Material exploration with materials that enforce spatial qualities and themes of transparency, translucency, connectedness and intermingling in community spaces



STUDY MODELS



PROBE 3: EXPERIENCE

EXPERIENCE DOCUMENTATION

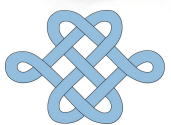
What are your favorite spots in the city?

My favorite spots in the city are libraries and walk-through parks, especially ones with waterfalls! My favorite childhood library is actually McPherson Square Library, in Kensington.

What areas in your community make you feel connected/alive?

As of late, the Love Lot and the Ruth Street Garden, both near Kensington Ave, have really been the places to connect me to the heart of the neighborhood.

CONCEPTUAL COLLAGE



PART 3- PROGRAM

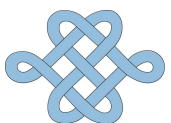
Program Background Information and Contemporary Trends

Case Study Summary

Personal Accounts

Master List of Spaces

Bubble Diagram of Functions & Adjacencies



Program Background Information and Contemporary Trends

Programming

The top programs currently offered by community centers include:

fitness programs **74.4 %**

holiday events and other special events **68.6 %**

mind-body-balance programs like tai chi and yoga **62.8 %**

youth sports teams **59.1 %**

day camps and summer camps **57.1 %**

educational programs **52.6 %**

programs for active older adults **51.9 %**

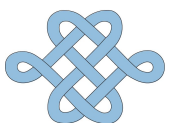
swimming programs **51.3 %**

arts and crafts **51.3 %**

adult sports teams **48.7 %**

The 10 most commonly planned programs include:

1. Special needs programs
2. Programs for active older adults
3. Adult sports teams
4. Fitness programs
5. Nutrition and diet counseling
6. Sport training such as tennis or golf lessons
7. Individual sports activities, such as running clubs
8. Child care and day care
9. Educational programs
10. Teen programming



CASE STUDY 1

OLD PINE COMMUNITY CENTER

Location: Philadelphia

Size: 28,500 sqft

KEY TAKEAWAYS

Who does your facility serve?

"We serve all kinds of folks"

Mission statement?

"We provide programs to enrich the lives of the community"

What is the design of your facility like?

"We have a gym, art room, dining halls, classrooms, and a kitchen. Deliveries come through one of our side doors. All staff and guests come through our main door."

What are the different departments within your facility?

"There is a total of 11 employees"

Are there safety concerns? If so, how do you handle them?

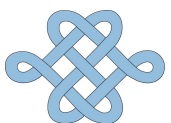
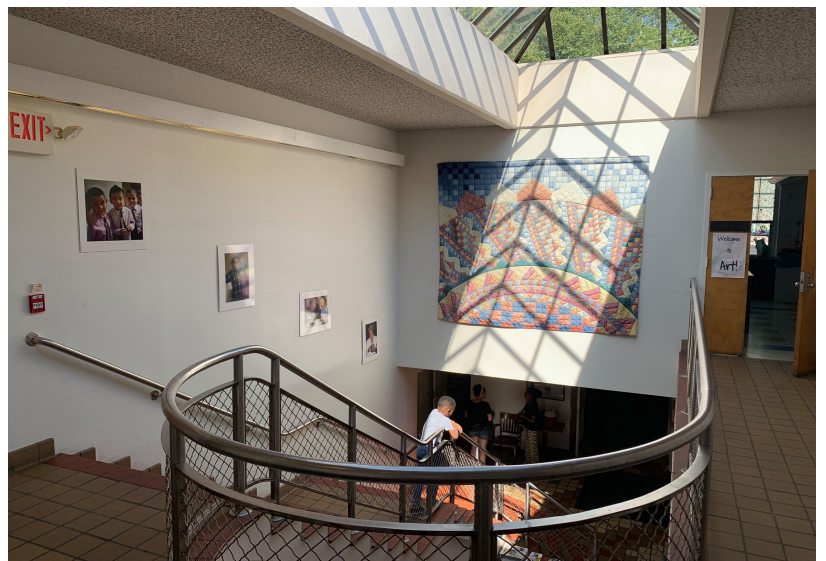
"There is a front door and vestibule area so that guests can be viewed before they enter. It is good to have security or a security system in place."

How does this facility compare to other similar facilities?

"We have a small park area in front of the building. This creates a desirable space for the public and guests alike."

If money were no object, what would this facility be like?

"Ideally, we would have wood flooring, clean walls, state of the art rooms, gym, music rooms, stage, kitchen, and HVAC system."



CASE STUDY 2

MAYFAIR COMMUNITY CENTER

Location: Philadelphia

Size: 21,000 sqft

KEY TAKEAWAYS

Who does your facility serve?

"We mostly serve residents from the immediate neighborhood. However, they host sports leagues and occasional big events which draw residents from across the city."

Mission statement?

"To provide offer fun, safe, affordable programming

What is the design of your facility like?

"There are two Gymnasiums, which is a major benefit for programming multiple activities at the site. As well as the multipurpose rooms."

What are the different departments within your facility?

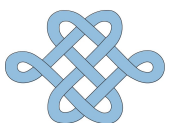
"There is a total of 6-8 employees"

How does this facility compare to other similar facilities?

"We offer diverse programming for residents and the center requires a range of age appropriate furniture from preschool to seniors.

If money were no object, what would this facility be like?

"Ideally, we would we would modernize things and invest in landscaping, site furnishings, etc. It would be nice to have more resources."



PERSONAL ACCOUNT 1

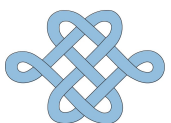
SUSAN FEENAN

KEY TAKEAWAYS

In Kensington, in the 70s & 80s, people on my 'block' were friendly to each other, but I **don't ever recall any community events or spaces** (beyond playgrounds and swimming pools at rec centers) where a sense of community could be fostered or celebrated

Before air conditioning, as a kid, **neighbors would 'sit-out' on the front house steps** and in beach chairs after dinner because it was too hot inside. I remember really liking those evenings, I suppose that was **the closest to a community feeling that I had as a kid.**

This picture is of a municipal parking lot surrounded by **a low concrete wall "the wall" where we hung out a lot.** It was a big open space with no cars (then) that we could run around in. We used to play baseball on the asphalt lot.



PERSONAL ACCOUNT 2

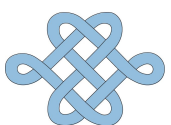
KHYSIR C.

KEY TAKEAWAYS

My favorite spots in the city are **libraries and walk-through parks**, especially ones with waterfalls! My favorite childhood library is actually McPherson Square Library, in Kensington. As of late, the Love Lot and the **Ruth Street Garden**, both near Kensington Ave, have really been the places to connect me to the heart of the neighborhood. They're not exactly areas, but **these locations provide the essence of the community values** and beauties that Kensington has to offer.

I interact with Kensington mostly through my job as a reporter at Kensington Voice. Through this job, **I've connected with neighborhood residents**, business owners, organization managers and even people who just work there.

I took photos for Kensington Voice at Philly Unknown's "Pumpkins in the Garden" event at the Ruth Street Garden. We also did some tabling at Norris Square Park at a community fair event. During my free time before Covid, I used to visit Franny Lou's Porch, a cafe near York Dauphin Station.



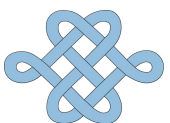
MASTER LIST OF SPACES

DESCRIPTION	QUANTITY	SF.
LOBBY	1	350
LOUNGE	3	800
COLLAB LAB	1	1250
CAFE	1	500
MP ROOMS	2	900
LIBRARY	1	500
WELLNESS ROOM	1	500
PLAYROOM	1	350
FITNESS ROOM	1	1500
STORAGE	3	100
RESTROOMS	4	100
STAFF	1	560
UTILITIES	1	350
		10760
CIRCULATION		45%
TOTAL:		15602

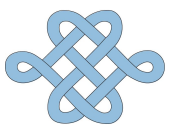
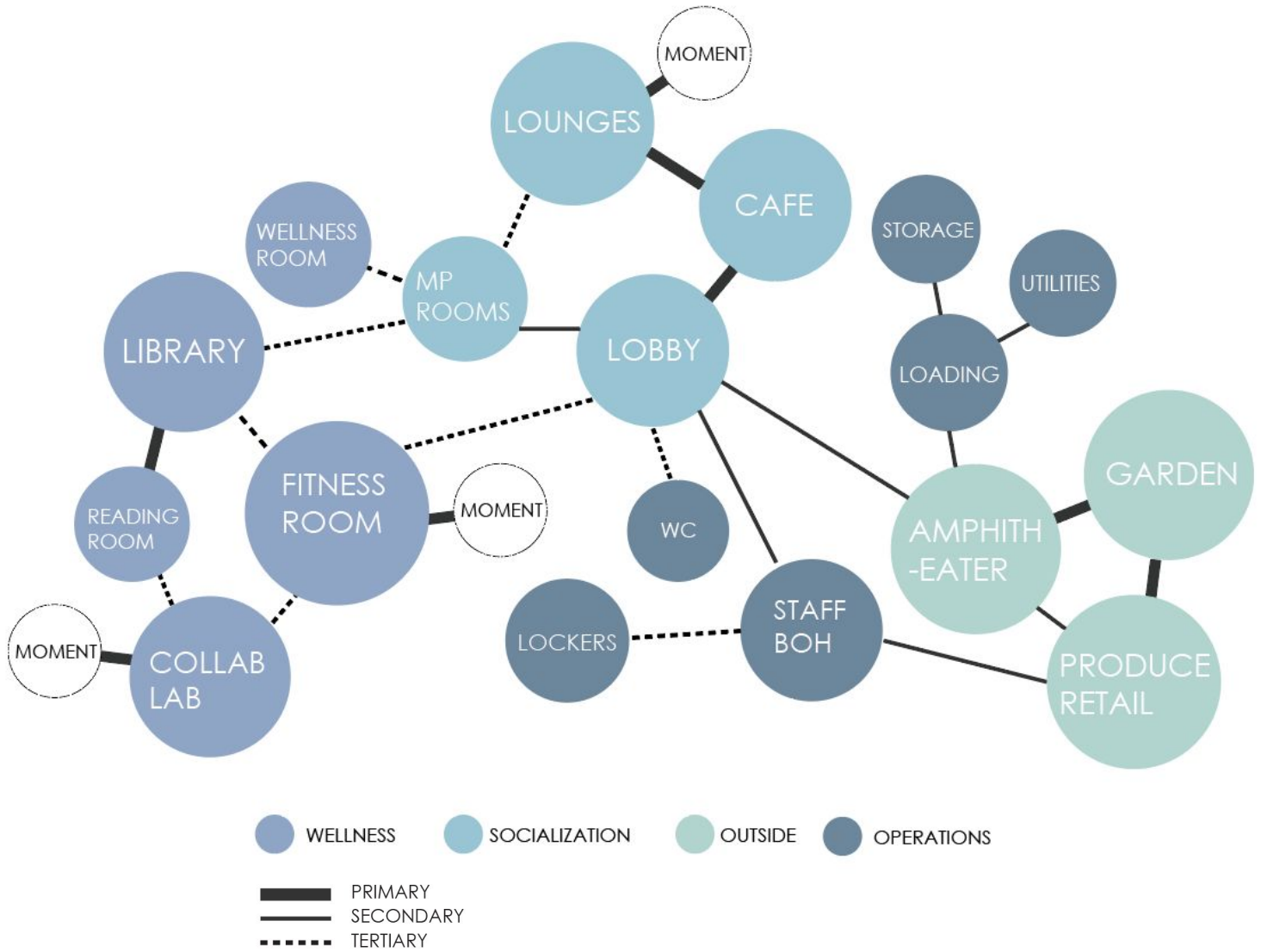
Total: 15,602 sqft.

OUTSIDE SPACE		
STAGE./AMPHITHEATER	1	900
GARDEN	1	1000
FRESH PRODUCE RETAIL	1	1500
		2500
CIRCULATION		45%
TOTAL:		3625

Total: 3,625 sqft.

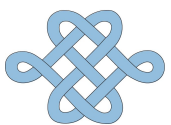


BUBBLE DIAGRAM OF FUNCTIONS AND ADJACENCIES



PART 4- SITE

Site Context and Background Information
Site Documentation, Analysis & Process



SITE CONTEXT AND BACKGROUND INFORMATION

Frankford is a neighborhood about 8 miles northeast of Center City Philadelphia.

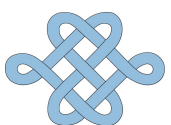
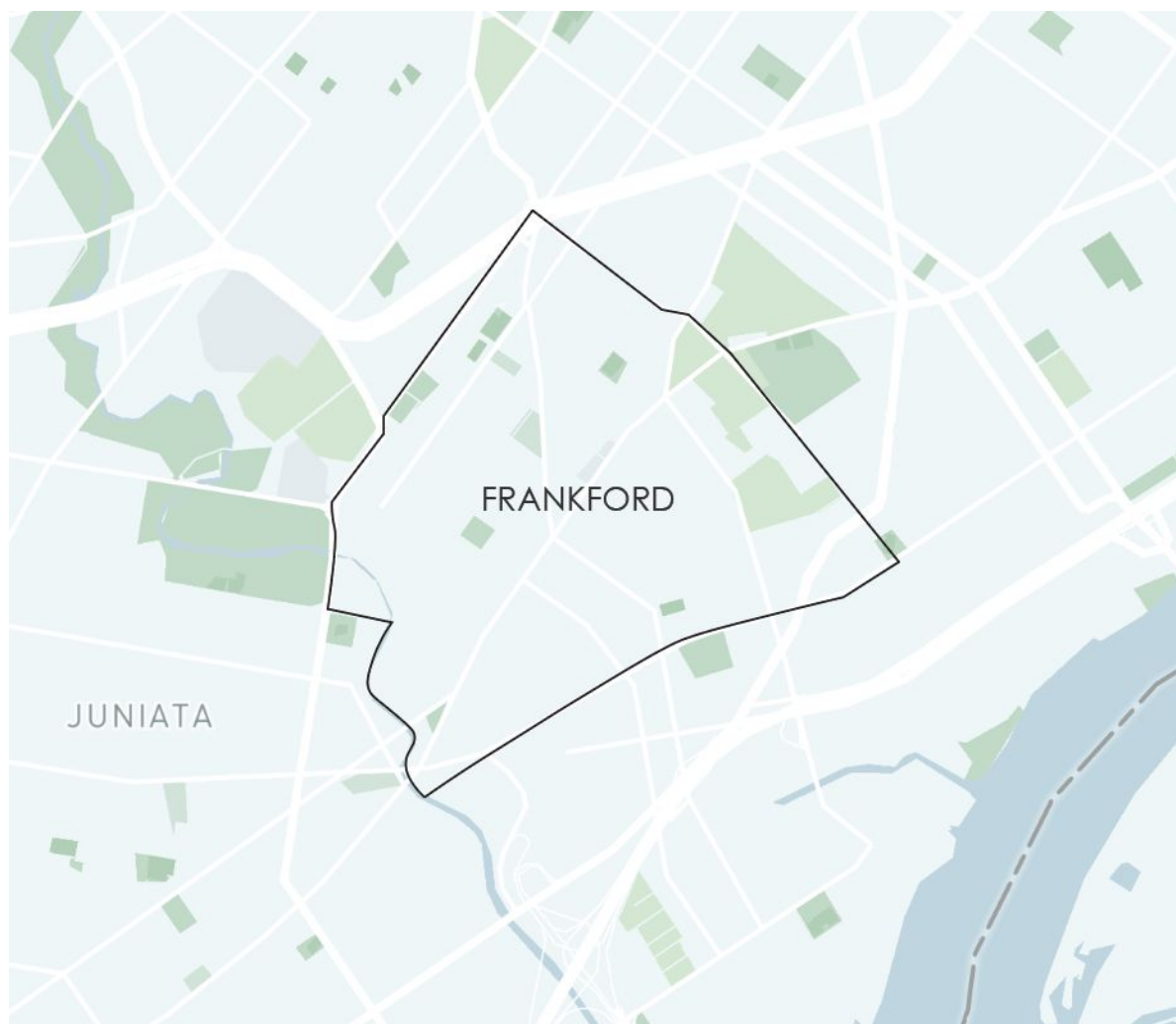
The neighborhood is bounded roughly by the Frankford Creek.

Frankford was historically a manufacturing center beginning with a grist mill constructed in the 1660's.

More mills and factories were built along the creek as immigrants moved into the area.

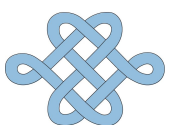
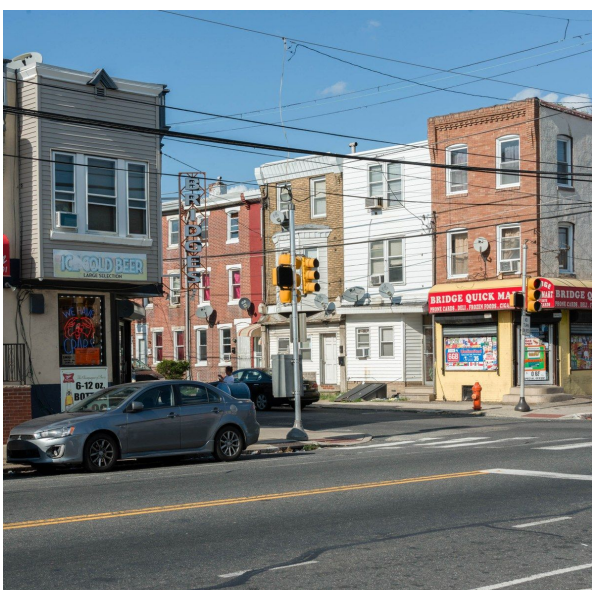
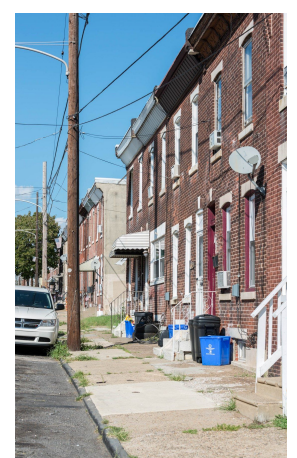
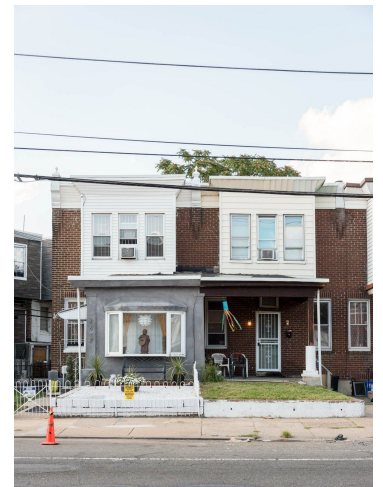
Landowners began to develop the vacant farmland into rows homes for the mill workers. This meant large families living in small homes.

Frankford continues to be a working class area with large families



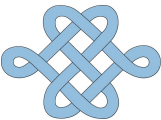
SITE DOCUMENTATION & ANALYSIS

FRANKFORD AREA PHOTOS



SITE DOCUMENTATION & ANALYSIS

SITE NEIGHBORHOOD PHOTOS



MAP

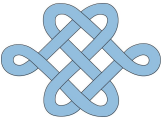
FRANKFORD PHILADELPHIA

4453 CASTOR AVE

★ SITE

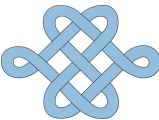
🚌 BUS STOP

■ HOMES



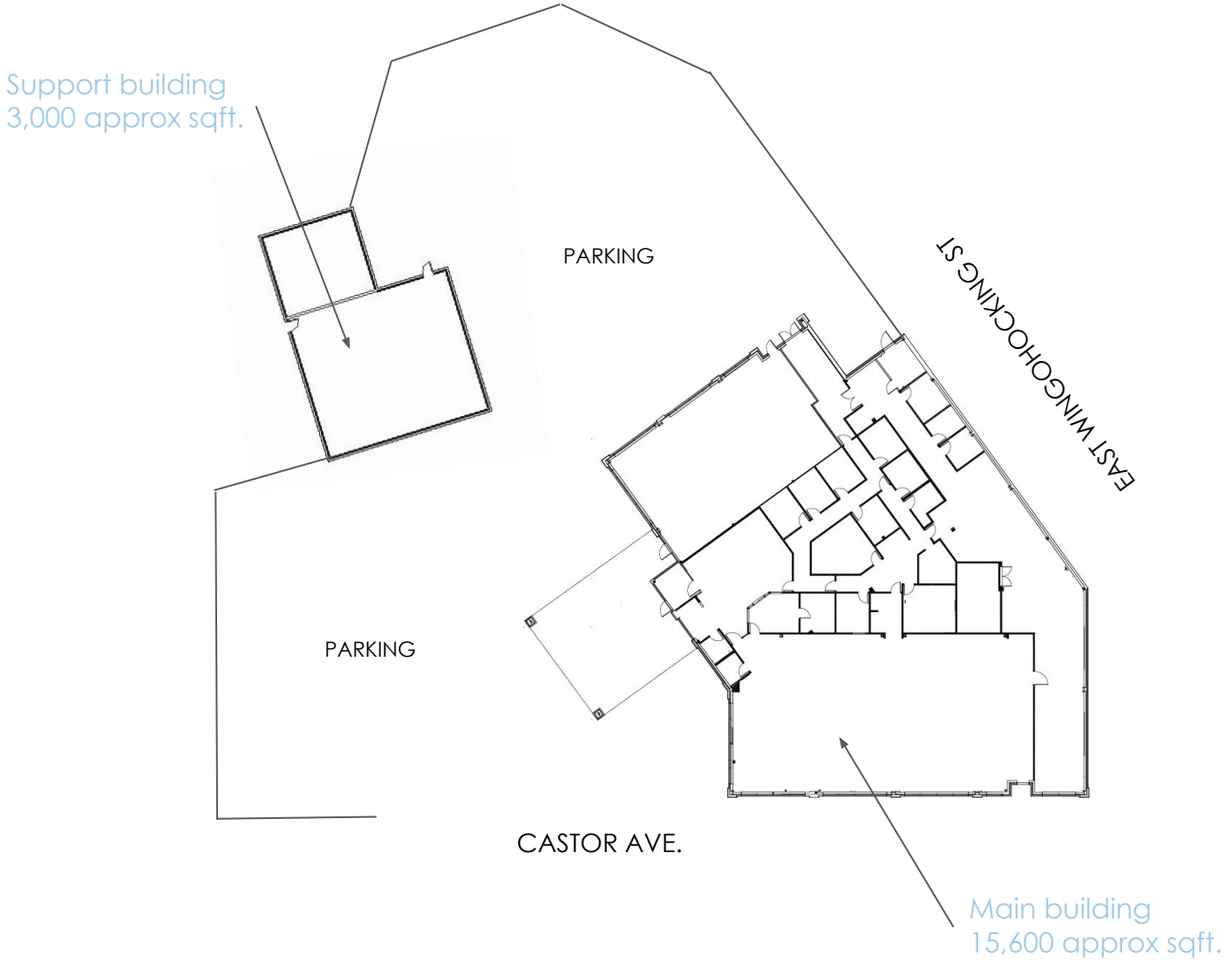
SITE

4453 CASTOR AVE

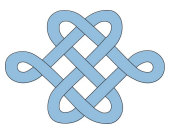


SITE PLAN

Approx. 19,230 Total sqft.
Ceiling Height 15'



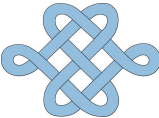
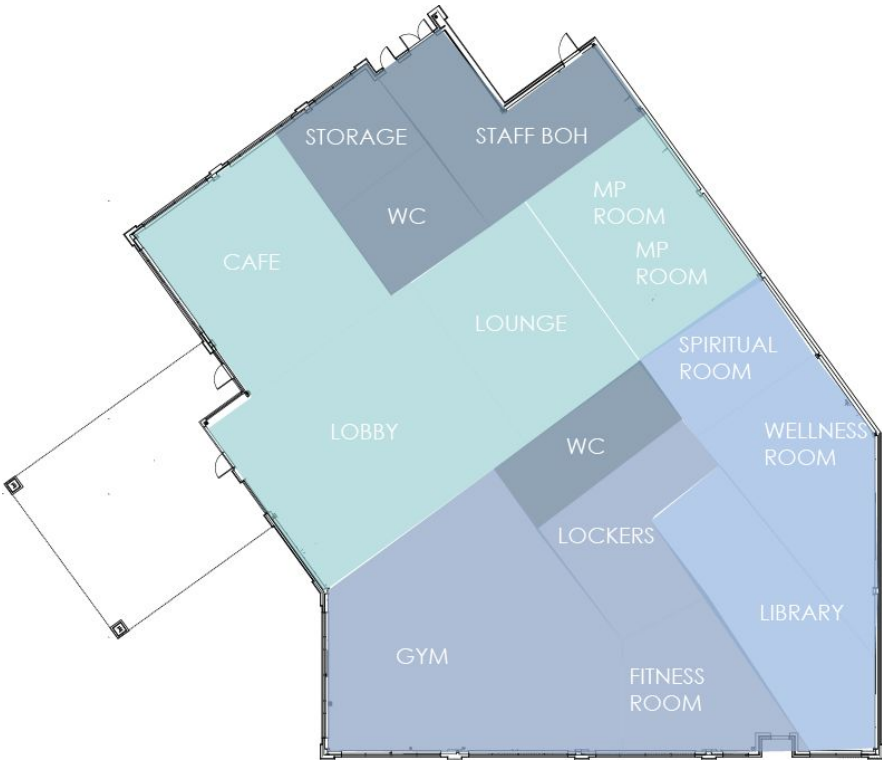
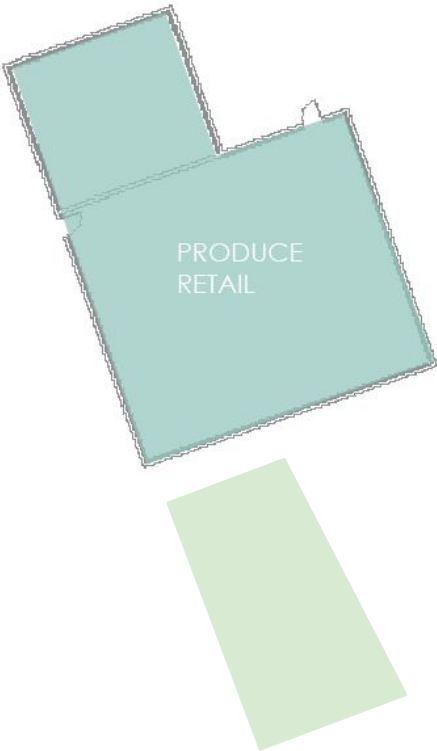
*NOT TO SCALE



PROCESS

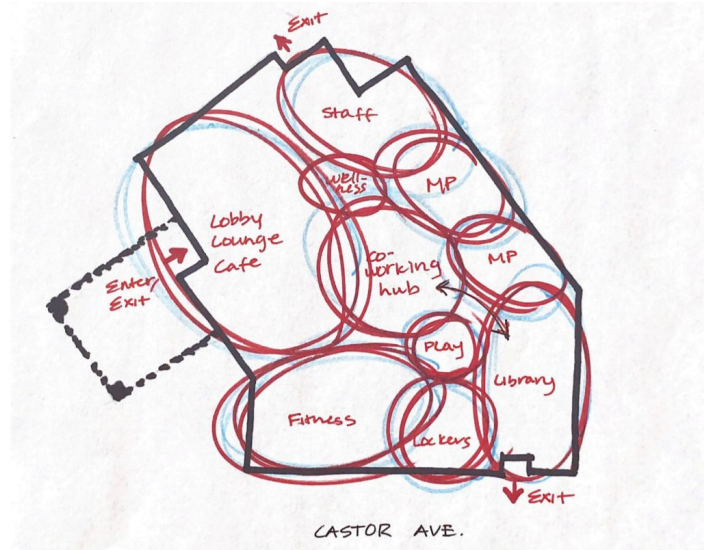
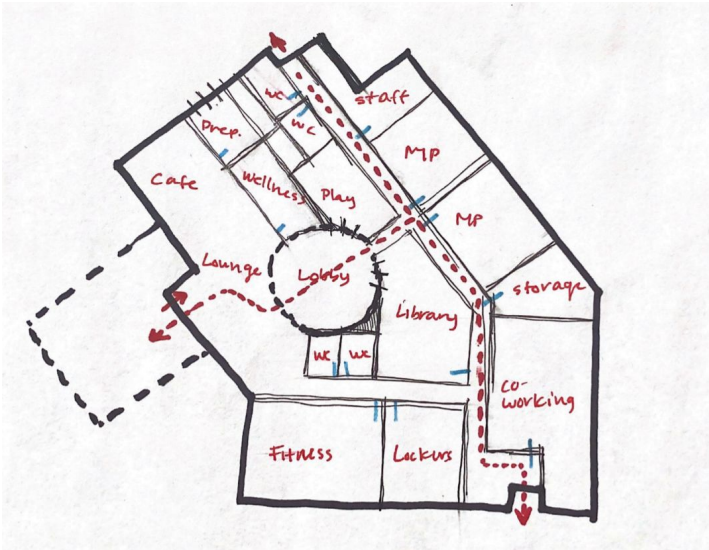
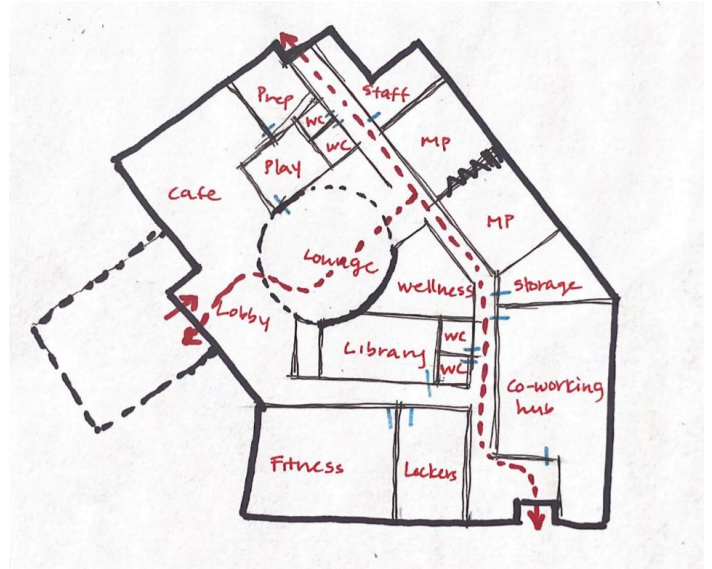
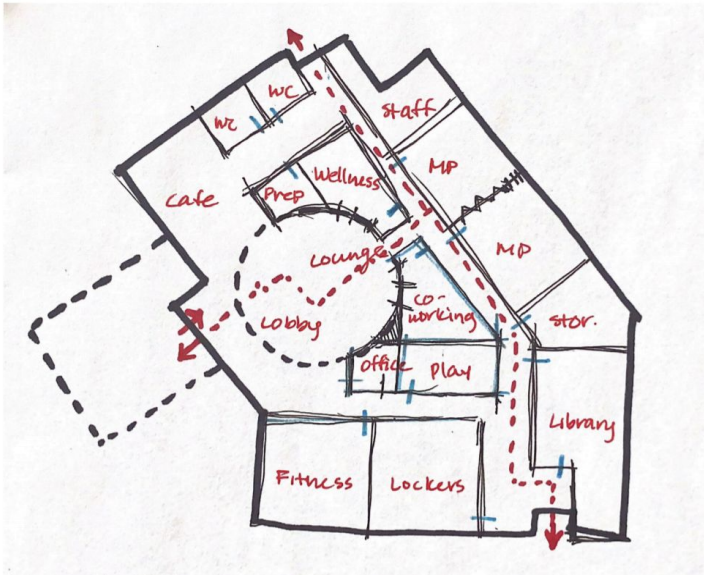
Approx. 18,700 Total sqft.
Ceiling Height 10+

SITE BLOCKING

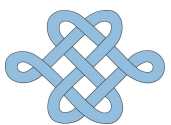


PROCESS

SPACE PLAN SKETCHES



CASTOR AVE.



PART 5- FINAL DESIGN

Inspiration and Concept Images

Branding

Aerial plan & Site plan

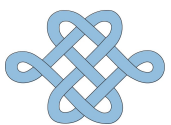
Floor plan & RCP

Sections

Breakout moments & Wayfinding

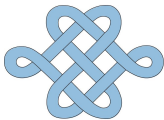
Renderings & Finishes

Axon view



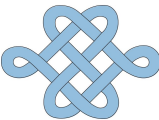
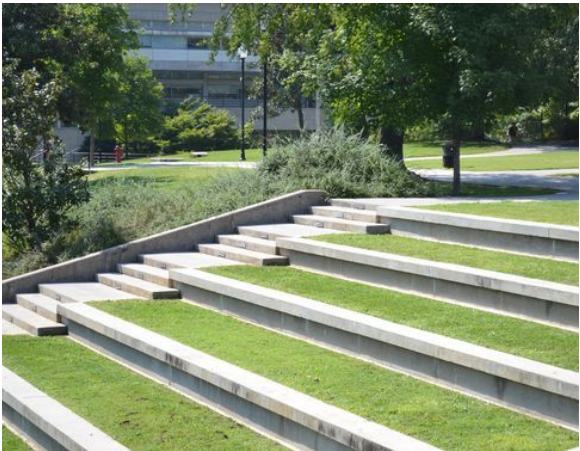
INSPIRATION AND CONCEPT IMAGES

INSPIRATION

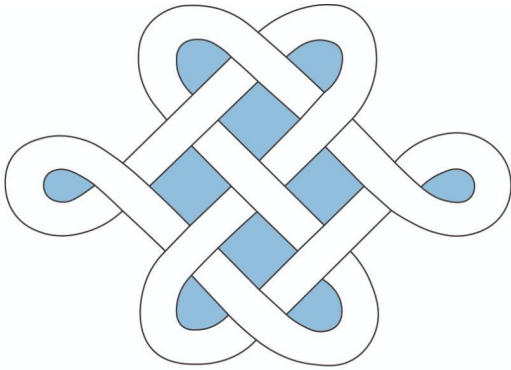


INSPIRATION AND CONCEPT IMAGES

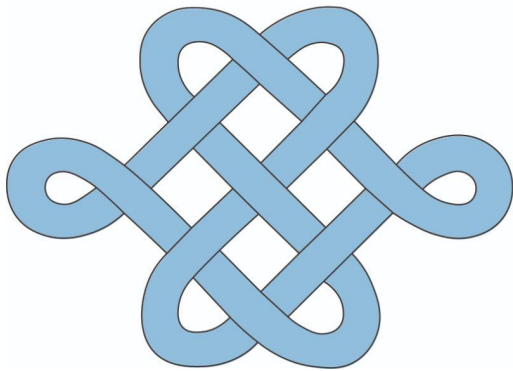
CONCEPT



BRANDING

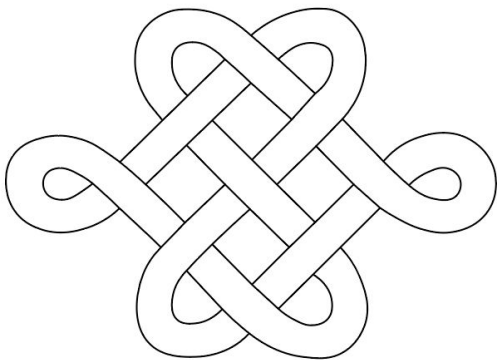


THE FRANKFORD HUB

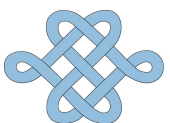


THE FRANKFORD HUB

THE FRANKFORD HUB



THE FRANKFORD HUB



AERIAL PLAN

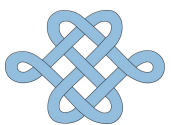
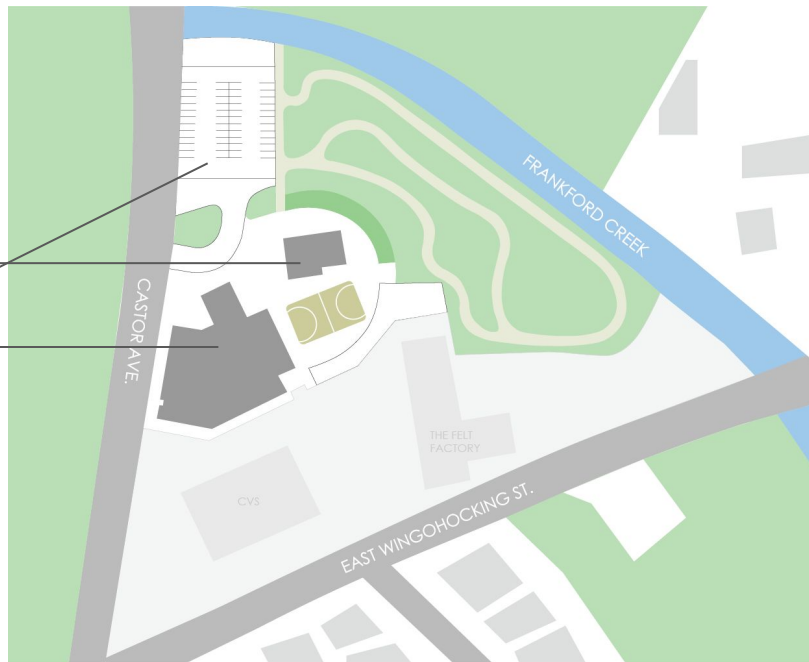
EXISTING QUARRY

- SUPPORT BUILDING
- MAIN BUILDING
- PARKING



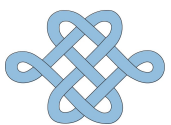
NEW SITE PLAN

- SUPPORT BUILDING
- MAIN BUILDING
- PARKING

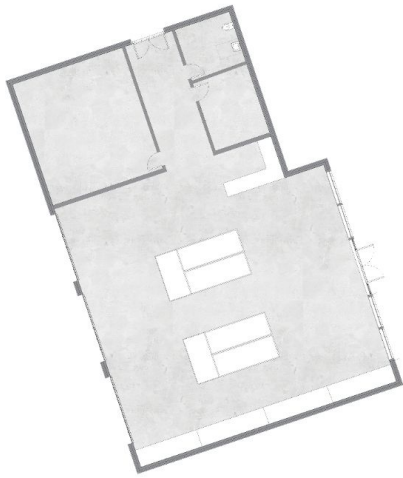


SITE PLAN

- 1 WALKWAY
- 2 STAGE SEATING
- 3 BASKETBALL COURT
- 4 SUPPORT BUILDING
- 5 MAIN BUILDING
- 6 PARKING



FLOOR PLAN



1 GARDEN RETAIL BUILDING PLAN
NOT TO SCALE

FRESH PRODUCE RETAIL

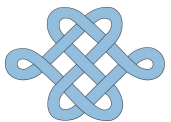
- RETAIL SPACE
- STORAGE
- UTILITIES

FRANKFORD HUB

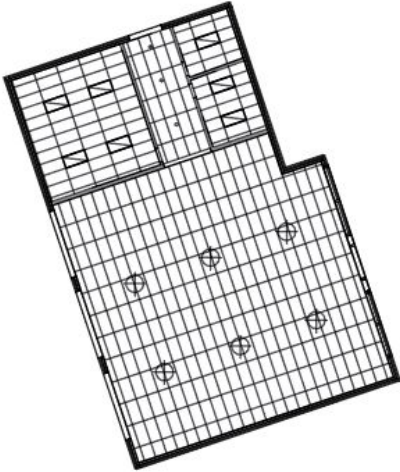
- | | | |
|--------------|---------------|---------------|
| LOBBY | UTILITIES | FITNESS ROOM |
| LOUNGE | MP1 | WELLNESS ROOM |
| CAFE | MP2 | PLAYROOM |
| STAFF | COLLAB LAB | MOMENTS |
| LIBRARY | M LOCKER ROOM | |
| READING NOOK | F LOCKER ROOM | |



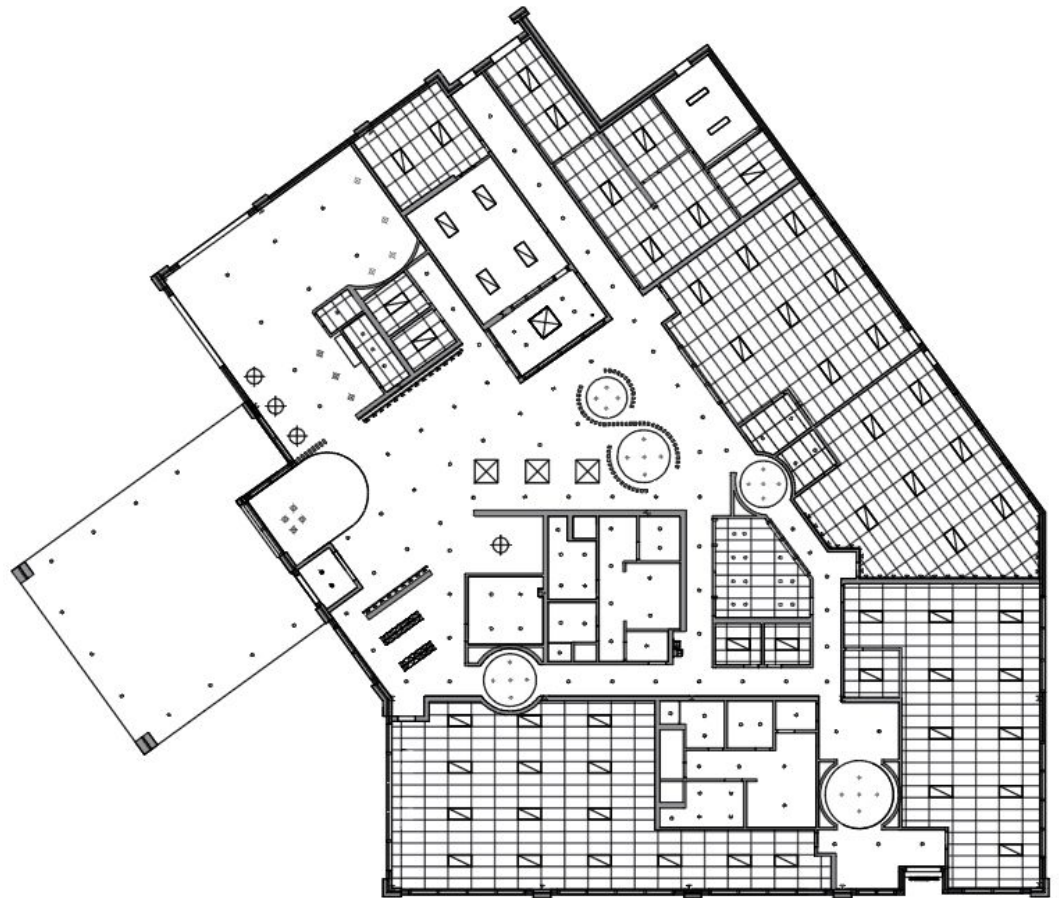
2 FRANKFORD HUB BUILDING PLAN
NOT TO SCALE



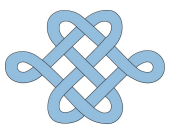
REFLECTED CEILING PLAN



2X4 TROFFER LIGHTS
INDUSTRIAL PENDANTS
DOWNLIGHTS



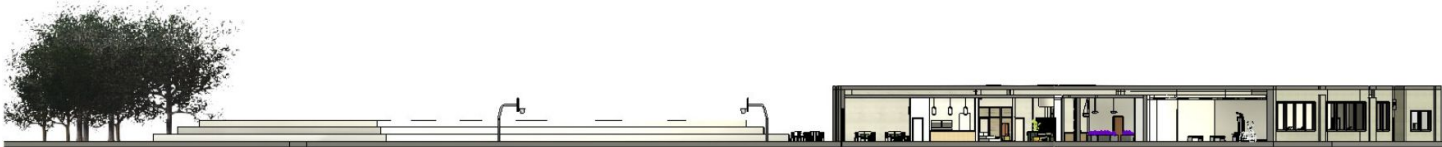
2X4 TROFFER LIGHTS
PENDANTS
DOWNLIGHTS
TRACK LIGHTING
STRIP LIGHTS



SECTIONS



LOUNGE LATERAL SECTION

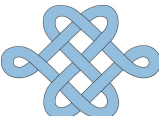


CAFE LOBBY LONGITUDINAL SECTION

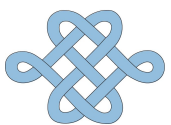
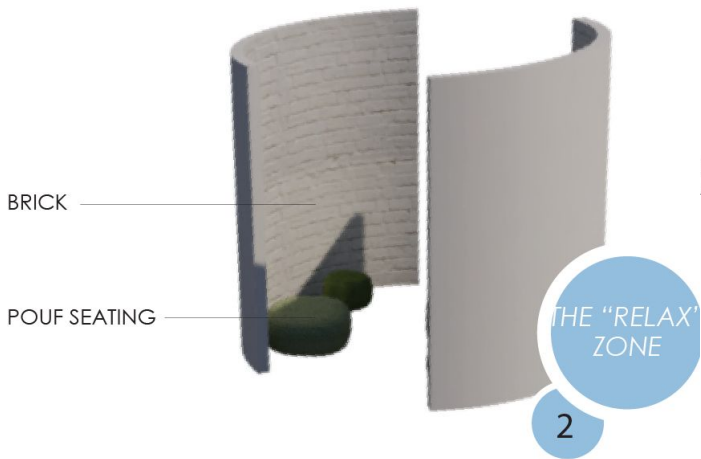
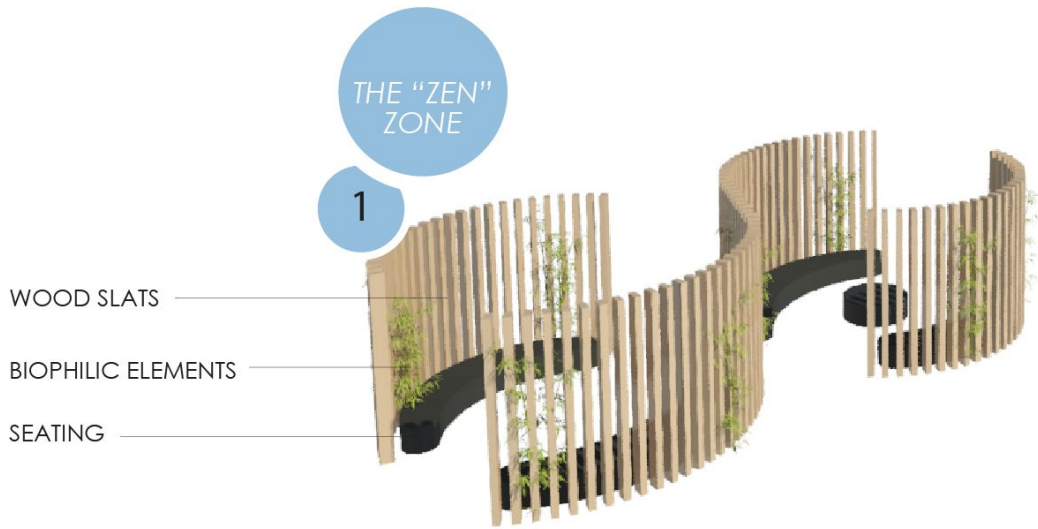


ENTRANCE VIEW SECTION

*NOT TO SCALE



BREAKOUT MOMENTS

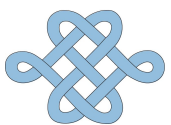
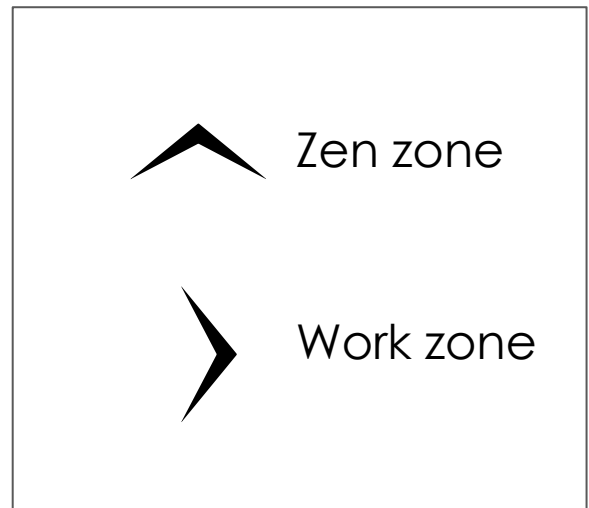
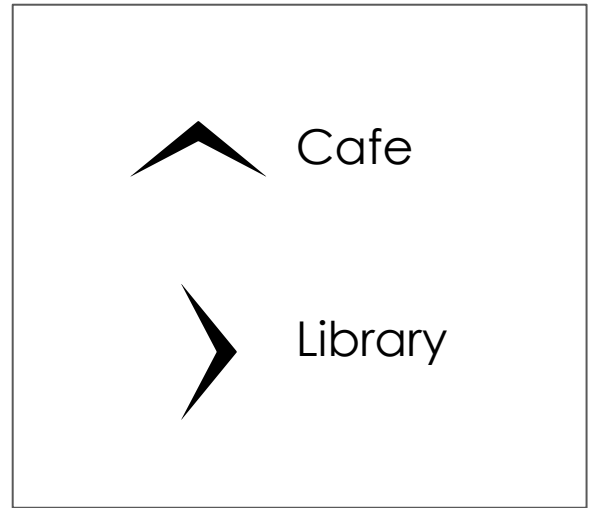


WAYFINDING STRATEGIES

FLOOR MATERIAL

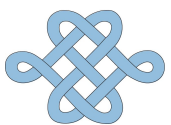
LIGHTED SIGNS & ARROW SIGNAGE

NAMED ZONES



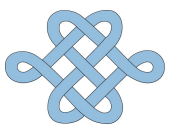
RENDERINGS

ENTRANCE



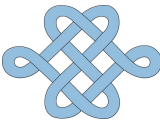
RENDERING AND FINISHES

ENTRANCE



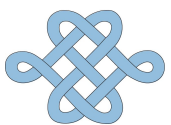
RENDERINGS

RECESSED LOUNGE



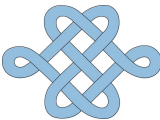
RENDERING AND FINISHES

RECESSED LOUNGE



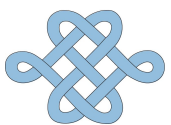
RENDERINGS

MAIN LOUNGE



RENDERING AND FINISHES

MAIN LOUNGE

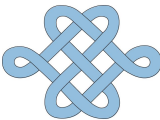


RENDERINGS

GARDEN RETAIL



BASKETBALL COURT

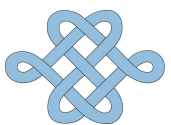


RENDERINGS

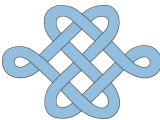
GARDEN RETAIL



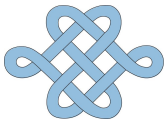
BASKETBALL COURT



AXON VIEW





APPENDIX



FRANKFORD DEMOGRAPHICS

Population



-  Male Population
47.5 %
-  Female Population
52.5 %



Employment



-  Self Employees
6.59 %
-  Private Companies
71.14 %
-  Governmental Workers
10.82 %
-  Not for Profit Companies
11.45 %



Employment

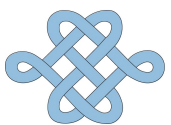


-  White Collar
74.08 %
-  Blue Collar
25.92 %

Households



-  Family Households
63.81 %
-  Non-family Households
36.19 %



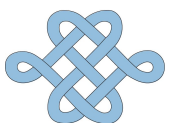
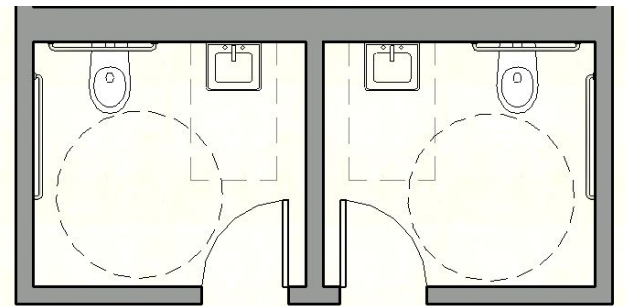
CODES COMPLIANCE

OCCUPANCY

ROOM	SF	LOAD FACTOR	OCCUPANCY
CAFE	500	15	33
WELLNESS	500	30	16
LOUNGES	2400	30	80
LOBBY	350	50	7
MP ROOMS	1800	50	36
LIBRARY	500	50	10
FITNESS	1500	50	30
LOCKERS	1000	50	20
PLAYROOM	360	50	7
COLLAB. LAB	1250	20	62
RESTROOMS	400	N/A	
STAFF BOH	560	N/A	

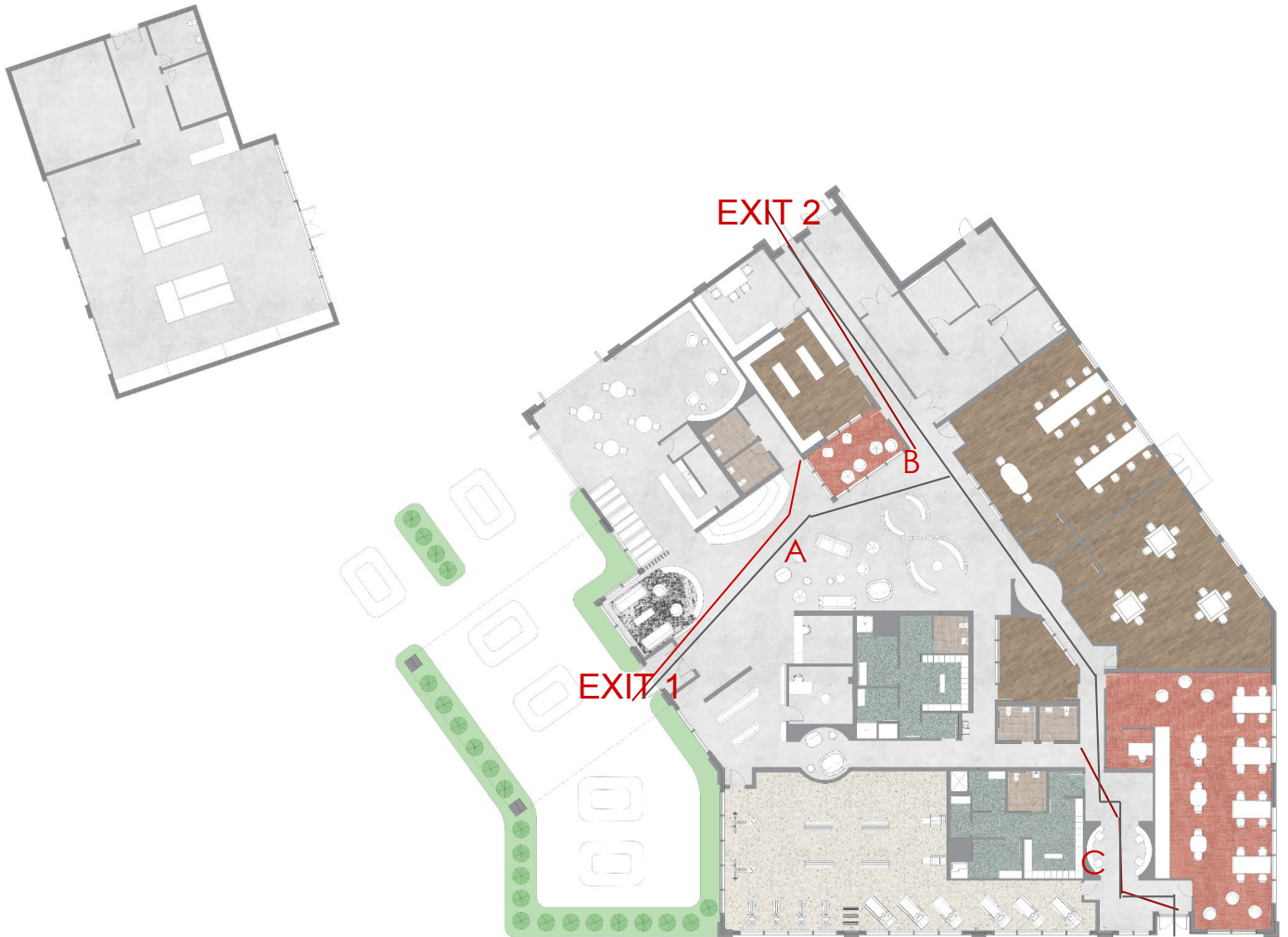
**301 TOTAL
OCCUPANTS**

PLUMBING	MEN	WOMEN
WATER CLOSETS	2	3
LAVATORIES	2	3
DRINKING FOUNTAINS: 2		



CODES COMPLIANCE

EGRESS



ASSEMBLY GROUP A-3

MAX COMMON PATH OF TRAVEL DISTANCE= 75' MAX

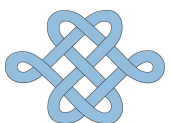
- POINT A- 63'
- POINT B- 52'
- POINT C- 55'

EXIT 3

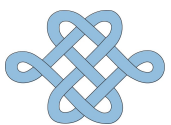
ASSEMBLY GROUP A-3

EXIT ACCESS TRAVEL DISTANCE= 250' MAX

- POINT A- 120'
- POINT B- 215'
- POINT C- 235'



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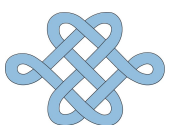
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