

Encouraging Community

A Multi-Generational
Mixed-Use Community

A Thesis Project
By:
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THE
Genseng
Generations. People. Roots

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Interior Architecture + Design

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INTRODUCTION

I wanted to research how can design encourage within a vertical neighborhood with the intent of creating community. I define a vertical neighborhood as a place or building that houses the goods, services, and interactions a regular open-air neighborhood would offer, except the neighborhood is stacked on three or more floors. This desire came as I saw that developers are increasingly building spaces that are not conducive to creating community.

As I get older and see the class disparities grow larger in cities, I often wonder if I will ever be able to attain the success in life that my parents, who are Baby Boomers, have. The low-income class is growing larger and so is the high-income class. When I graduated college, I had an engineering job and found that I could not afford to live near my job, have a car payment, and still be able to afford to eat and pay the other bills that come along with living on your own. I needed to move into my parents' home to save money. During that time, my grandmother developed dementia and could no longer live by herself. She moved away from her life in Philadelphia to live in a three-bedroom home in Houston. Traditional homes were built for a

family to be independent and not combined with their extended families. I found that my situation of living with three generations within a home was not uncommon, yet many places were not designed for such living situations to exist. Even rental properties are overwhelmingly not conducive to families needing more than a two-bedroom home.

Then, I thought about the influx of people of all ages who are trying to come back into the city. People want to live in the action and buzz of the city. Therefore, the city is now in high demand. With high demand, comes higher prices. Those who occupied the center of the city and formed a support network when it was undesirable to live there are being forced out if they do not own their establishment and support systems are being torn apart. In its place, more expensive housing, retail, and office space is being erected. The housing units that are being built are largely studio, one-bedroom and two-bedroom units. For my thesis, I imagined a place that would be friendly to families, children, and elderly adults, a multi-generational vertical neighborhood.



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The Genseng

*I nod to a passing stranger, and
the stranger nods back, and two
human beings go off, feeling a
little less anonymous.*

-Robert Breault

The background consists of several overlapping, semi-transparent geometric shapes. A large, light green quadrilateral is positioned at the top and left. A dark purple quadrilateral is on the right side. A teal-colored quadrilateral overlaps the green and purple shapes in the center. A smaller, light green triangle points downwards from the bottom center, overlapping the teal shape. The text is centered over these shapes.

PART 1

THE INTRODUCTION



EXECUTIVE SUMMARY

Prior to the 1950's families living together was a societal norm. Many families left the life of the city to move to the quiet suburbia towns in droves. This suburbia boom created islands of isolation that only allowed people to get around through the use of cars. With this isolation, Americans have increasingly become lonely. Due to these factors many Americans are moving back into the lively city to be connected to other people. Humans were built for community. However, due to the increasing wage gap, many people can no longer afford to live by themselves in the lively cities.

I have proposed a mixed-use vertical neighborhood geared towards multigenerational living to encourage community within the building and throughout the neighborhood. Within this

building, there will be office leasing space, commerce space and housing space. Each space will be curated to encourage community within the building and with the people of Philadelphia. When people get to know their neighbors, they are less likely to feel lonely. When people spend time with their family, they also feel less lonely. Living with others can decrease living expenses versus living alone.

The Genseng- named for generations living together and the plant ginseng that means people root. The point of this thesis is to answer the question of how can design encourage community within a mixed-use vertical neighborhood. The neighborhood I designed is a prototype that can be applied to future mixed-use buildings.



LITERATURE
REVIEW

HOUSING THE FUTURE

Designing to Encourage Community within a Vertical Neighborhood

INTRODUCTION

The goal of encouraging community, as it relates to fellowship with others, is important for the well-being of all humans. A strong community can greatly benefit our well-being and increase our contentment in day to day life.(Galli 2017) Studies have shown that people who are socially disconnected are two to five times more likely to die from all causes than those who are more socially connected. (Schmitz and Scully 2006) It is important to stay engaged and connected in communities for a better quality of life. The American Journal of Public Health found that people who live in walkable neighborhoods were more likely to know their neighbors.(Schmitz and Scully 2006) When you get to know your neighbors, stress and feelings of loneliness will ease.(Galli 2017) Being in community with those around us are becoming increasingly important, especially in the digital age when people have more distractions. According to a 2018 study by

Cigna, people who live with others are less likely to be lonely.(Cigna 2018)

MULTIGENERATIONAL HOUSING

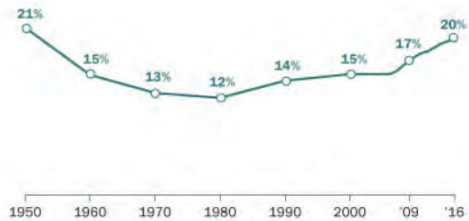
Housing developments that allow for multiple generations to live under the same roof or near each other is not a recent idea. The courtyard house was created in Mesopotamia by the Sumerians during the third millennium BC. These courtyard homes housed single families as well as extended families. Courtyard housing is one of the oldest forms of domestic development spanning at least 5000 years and occurs in distinctive forms based on what region of the world you are in. The courtyard houses are traditionally associated with the Middle East, but Europeans have reinterpreted the model. In London, in 2019, Manisha Patel conceived the idea of building multigenerational housing. She designed a three-story townhouse with a separate two-story annex

connected by a courtyard. Patel believed this was a new typology. She also believed this would encourage communities to stay together without having to be in a home further apart. (Tapper 2019) Planning for multigenerational housing with the reemergence of courtyard homes today seems like a new idea to those unfamiliar with the tradition.

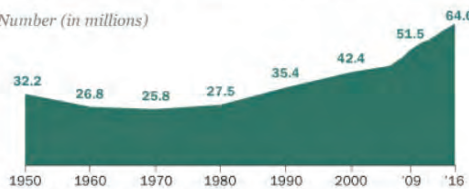
The use of a courtyard within a housing dwelling can help generational family members stay close without having to live under the same roof or move further away. Multigenerational housing comes have multiple definitions. It can mean 'two adult generations' such as parent and adult child over age 25; 'three or more generations' such as children of any age, parent, and grandparent; and the 'skipped generations' such as a grandparent and grandchild. The United States has seen an uptick in the amount of people living in multigenerational housing per the chart to the right. (Cohn and Passel n.d.) Multigenerational housing was not uncommon, until around the 1960s, when Americans left the urban core of a city and went to live in cheap housing that allowed for plenty of land and space. This is also when institutional nursing homes sprang up to accommodate the aging Americans who could afford such places. This same time period also saw children and families leaving the home earlier in search of land or work in boomtowns. (Campbell-Dollaghan 2019) The inexpensive dream of owning your own single-family home

One-in-five Americans live in a multigenerational household

% of population in multigenerational households



Number (in millions)



Note: Multigenerational households include at least two adult generations or grandparents and grandchildren younger than 25.
 Source: Pew Research Center analysis of 1950-2000 decennial censuses and 2006-2016 American Community Survey (IPUMS).

PEW RESEARCH CENTER

in suburbia created a generational gap of living together. "The idea that it's normal for each nuclear family to own a single-family home, connected to other people only by cars is actually 'radical'. There has been so much emphasis on independence and on privacy that we really designed community right out of our lives without knowing it." (Campbell-Dollaghan 2019) Due to the Great Recession of 2009, the number of Americans living in multigenerational family households have continued to rise. 20% of the American population live with multiple generations under one roof. (Cohn and Passel n.d.) The rise has come from both adult children going back to their parent's

house and older Americans moving in with their children for economic reasons. In short, “more families may have come together by need, but they stayed together by choice.” (Sisson 2017)

PATTERNS OF AMERICAN LIVING: (1920-2020)

Pre-World War II, people lived within a quarter of a mile from a myriad of restaurants, retail stores, theaters, transit, work, community events, and leisure activities. (Duany and Martineau 2008, 64) After the War, many families wanted to escape the loud noises and dirty air of the city; so developers built houses on the outskirts of town, in mass, to provide housing for these people. The “American Dream” of homeownership was now more accessible than ever due to the loans available and the amount of space suburban living provided. (Duany and Martineau 2008, 99) However, due to the availability of cars and the further distance from the city, these residents were dependent on the vehicle to get around and created congestion to get to work within the urban core of the city. This area that people call suburbia saw the rise in strip malls, paved parking lots. But, without a car, the elderly who could no longer drive and the young who could not drive increased the feelings of isolation within suburbia. (Duany and Martineau 2008, 99)

In addition, the increase in utilities and amenities in suburbia congested the bulk of the available public budget to pay for vehicular infrastructure, schools, post offices, fire stations,

meeting halls, cultural buildings, and affordable housing. (Duany and Martineau 2008, 66) Suburban residential communities are beginning to seem like not real communities at all. True communities need at least commercial, recreational, and office uses, within a walkable, cyclable, or accessible transit distance so all age groups can feel a sense of ownership and safety towards their neighborhood. (Duany and Martineau 2008, 100)

Looking back to the pre-World War II mixed-use model with a modern approach, developers see the value in mixing high- and low-risk occupancy types between commercial and residential use within a single building. The incorporation of multiple types of amenities into a single project is practical for developers because people want the convenience of living, shopping, and working, all within one common area. (Duany and Martineau 2008) These mixed-use developments have increased in recent years within the city center. Starting in the 1990’s, mixed-use developments have started to become more desirable. People are recognizing the urban experience as both a value for where to live and for where to work. Business owners have started to recognize the value of a built-in customer base. Lobby cafes in office buildings or dry cleaners in residential buildings benefit from being located in the middle of a large group of potential patrons. The mixed-uses offers that low-risk investment developers are looking for. The strongest driver of mixed-use developments is the

emotional and social element. One third of the population desires to live in a walkable, mixed-use neighborhood, and that's because it really offers that sense of community to everyone who's there." (Slowey 2016) People who are moving into these developments are those from rural areas where the manufacturing jobs have dried up, baby boomers moving back into the city, and millennials looking to be near the action of a city. (Boyd 2017) Due to baby boomers downsizing at such a high rate, the available housing options in many urban areas for millennials are slim and they are being priced out of some markets altogether." (Slowey 2016) What allows the sense of community to work is a variation of people, ages and family types in one location.

Within housing developments, there is usually a combination of studios, one-bedrooms, two-bedroom apartments and three-bedroom unit types. One-bedroom units and studios are not conducive to fostering multiple generations within a mixed-use residential space. In current day mixed-use developments, there is usually a long narrow hallway that connects each home to each other. This setup is more convenient for developers to make money, but not for people to have a convenient place to chat with each other while remaining in close proximity of their home. Some developments have balconies for residents to view out into a courtyard, a pool area, or the street level. Each of these balconies are usually between a wall for privacy, but it is not susceptible

to creating community with one's neighbors either.

ECONOMICS

Due to the increasing gap between cost of living and wages, a lot of people are moving back in with their parents to save money. Older Americans are moving in with their children or closest relative due to health reasons and the lack of funding to support a nursing institution. (Campbell-Dollaghan 2019) One possible solution to the increase in the necessity to live with each other and the desire to be within the city could be incorporating multigenerational living within a mixed-use building. Living with multiple generations is said to be on the rise due to the influx of non-Europeans, where living with multiple generations is normal, relocating to the United States. (Cohn and Passel n.d.) In America, those who live with multiple family members are said to feel less lonely. (Cigna 2018) In addition to easing the feelings of loneliness, living with multiple generations can help ease childcare costs if young children are present and allow members of the various generations to form a unique bond. Rising costs of day care can be negated with an older person in the home. (Guide 2013) With the elderly population, by and large, the "amenities" that they would like to have is seeing their children and grandchildren on a more frequent basis. (Campbell-Dollaghan 2019) The multigenerational need is becoming desirable in Sydney, Australia with a rise in the

“super apartment.” This apartment will house two or more generations within the same apartment complex instead of each living further apart and separately. (Round 2019) There is already a trend that Generation Z understands the power of saving money and is planning to save money by moving in with parents after school.(Guide n.d.)

THE FUTURE GENERATION: GEN-Z

Generation Z, those who were born between 1995 and 2015, is the next generation that will soon take over the workforce, housing market and desired marketing audience for brand consumption. Generation Z is known for being more inclusive and taking a stance on issues they find important to fight for.(Brannan 2018) This generation is also a bit more frugal than the previous ones after seeing how Millennials (born between 1980 and 1994) and Gen-Z’s parents from Generation-X (born between 1965 and 1979) have struggled to survive after the economic recession and the rising costs of college.(Kasasa n.d.) While the Baby Boomer generation (born between 1944 and 1964) communicated mostly with pen and paper, the Millennial generation prefers communication through texting and Generation Z prefers face-to-face interactions. Due to this generation only growing up with technology, video chatting is the preferred form of communication, so they are comfortable with real life interactions.(Patel 2017) Each generation likes to show status in various ways. Older generations

would show status by having a big house, or wearing expensive brands; Generation Z is more concerned about the experience they have and sharing them with their friends on social platforms. (LaPonsie 2018) Despite how many “friends” Generation Z may have on social media, 30% of Generation Z feels lonely.(Loria 2018)



A MIXED-USE DEVELOPMENT PRECEDENT

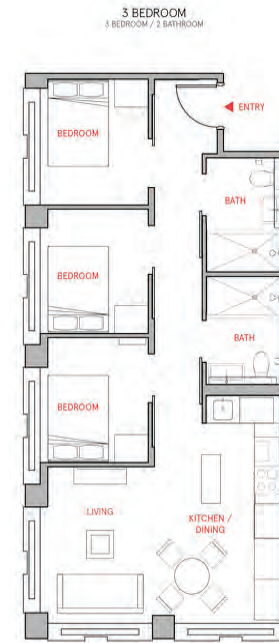
A mixed-use housing development precedent is 8 house by Bjarke Ingles. Ingles was commissioned by St. Frederikslund Holding and the Danish Oil Company to design a complex that would be one of the largest private developments in Denmark in 2006.(Ingles 2009) This development has business and retail on the lower levels and 475 residential units on the upper levels. Ingles goal with this development was to design various layout sizes to accommodate the needs of

people in all stages of life; whether they be young or old; nuclear families or single people; families that grow or families that become smaller. (Ingles 2009)

The building is called 8 house because the shape of the building is a figure-eight. There are two courtyards within the development that are located within the geometric holes that the number eight leaves. (See photo to the right). On the southwest side of the complex, the building slopes downward from the tenth floor to the ground level (See photo above). Along the third floor and tenth floor of the development, people can easily engage with those coming up from or going down to the street level using the promenade that links the three levels together. This promenade is open to the public, the businesses, the retail patrons, and the residents of the development to allow for multiple chance interactions. Along the promenade are porches that people can see joggers or walkers passing by and can be close enough to interact with these people. The building also folds down at the southwest corner so light and air can circulate through the courtyard and the promenade. (Ingles 2009)

AN AMENITIES PRECEDENT

A precedent for a place that has ample amenities and community happenings is WeWork's housing branch called WeLive. This residential concept is inspired by the success from the WeWork concept of connections and



collaboration. The rooms are relatively small to encourage people to leave their rooms and mingle with the other residents of the building. There are various curated events throughout the month that are organized by either an ambassador or by the building management. A WeLive ambassador is a resident who gets a discount on their rent by hosting events within the space.

There are anecdotal stories saying that some of these curated events have led to people becoming friends. (Richardson n.d.) WeLive is also a transitional place. The way the lease agreement is set up, people can either stay on a month-to-month lease or a week-to-week lease. (Live n.d.) Some people may need to reside in the space for

a work-week trip and want to meet people along the way, others may need a temporary place to live while they figure out a more permanent solution to their housing needs, and a few others live in this space for a long term housing solution. WeLive is a successful micro-neighborhood made possible through spatial solutions. A community kitchen, pool table, laundry room, bar room, soft seating, and nooks scattered throughout the interiors encourage community through many opportunities for chance meetings. (Richardson n.d.)

CONCLUSION

With the rising costs of housing, student loans, day care, nursing homes, and the low rise in wages, having a strong community is important now more than ever. Those who have strong communities are generally healthy all around. Those who live in multigenerational housing are not a part of something new, since living in the suburbs without familial support was a radical idea and living with family members was the norm. Now, there is a modern spin on living with family members in the urban city where generations want their own living quarters, but still want to be close to their family members. With multiple generations living together, each generation can find a benefit of living with the other. In the times of economic downturn, families came together by need, but have stayed together by choice. I, too, have lived in a multigenerational household

and can see firsthand the benefits on all parties involved that it has. While most generational age groups are flocking back to the urban core of the city, developers are welcoming the growing trend in mixed-use developments or vertical neighborhoods. A mix in property uses creates a lower risk of investment for the developer; and for the residents, creates a walkable neighborhood, which increases social capital and feelings of belonging to a community. This thesis will delve further into how design can facilitate multigenerational community within a vertical neighborhood. After studying an amenities precedent, an architectural precedent and Generation Z habits, base-level things to think about will be incorporating technology into the development, more three- and four-bedroom units, courtyards, and intentional spaces for chance meetings to occur. Without the mixing of family within a mixed-use development, community in the sense of fellowshiping with others can become increasingly hard due to societal, mental, generational and design barriers. Let's start with minimizing design barriers so community can be encouraged, and people's continued well-being can increase their life span!

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PRECEDENTS

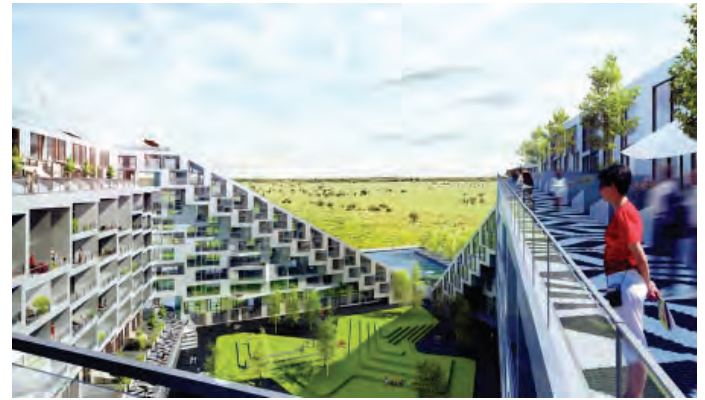
8 House
WeLive

8 HOUSE

Bjarke Ingles



This project is done by Bjarke Ingles Architecture firm. This is a large mixed-use development. It is called "8 house" because the shape of the building is an 8. This building consists of retail, offices, and residential spaces. This is located in Orestad, Denmark. His thought was to stack portions of the urban neighborhood into layers. There is a promenade that connects to the top floor that allows the businesses (retail and offices) to co-exist. The building has the base of the figure 8 lowered to the street level for equitable access to sunlight and fresh air in the courtyard. The ramp that goes around the complex is to encourage interaction between neighbors and foster a sense of community.

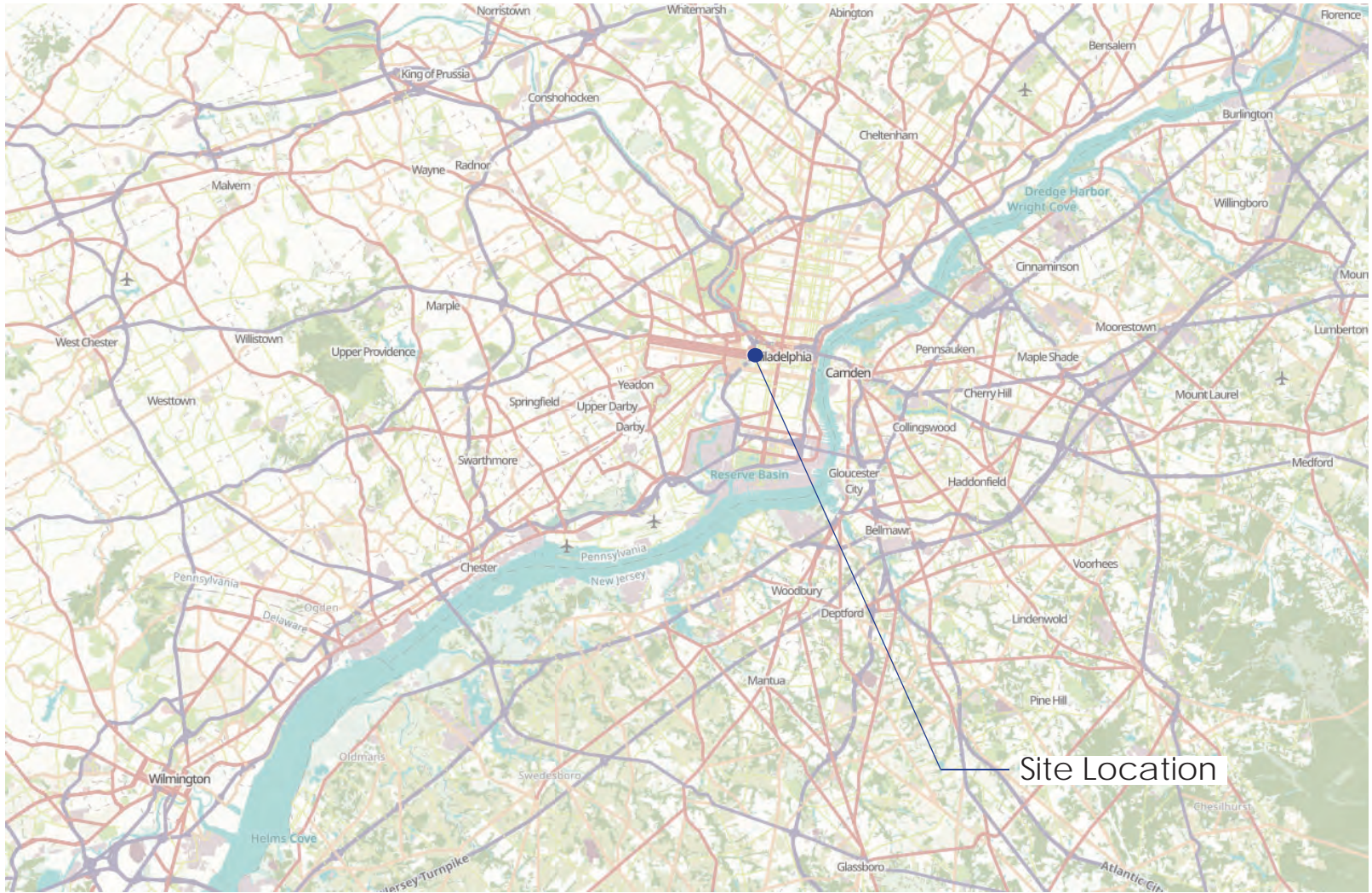


welive by: wework



weLive is a branch of the co-working giant wework. There are two locations in the United States; New York City and Washington, DC. The concept behind this space is to make the rooms really small, so people will want to spend time outside of their homes and in the various amenity spaces throughout the building. Once residents are in these amenity spaces, familiarity may lead to conversations, which may lead to felling a sense of belonging. The property manager also plays a part in curating events for the residents to participate in. This weLive features a bar, a game room in the laundry room, comfortable seating in the community room, a community kitchen for cooking demonstrations, and many more amenities. This model is attractive to me based on its interior designed spaces.







2400 MARKET ST





This building was built in 1920 and owned by Gomery-Schwartz. It was called the Guaranty Industrial Building, then The Loft Building, the the Marketplace Design Center, then The Whale Building, and now the Aramark building. This building is designated as a CMX-4 zoning. It is designated for Community and Center City Mixed Use. This building has 10 floors with two of the levels being on the street level. The building was originally six stories and expanded to ten floors in 2017. The expanded building size is 600,523 sf. The building footprint is 80,658sf. The loation is set along the Schuylkill River next to pair of active railroad lines.



East side of the building
looking north towards PECO
(left)



View of the west side of the
building looking northeast
(right)

East side of the building
looking south (left)



West side of the building
looking north (right)





East side of the building
looking west at the ground
floor (left)



View of the details from the
original building (right)



West side of building on the
first floor looking southwest
(left)



North side of the building
looking west towards 30th
street station (right)

THE NEIGHBORHOOD



Transit Hub: 30th St Station

The Aramark Building or 2400 Market Street is across the river from Philadelphia's 30th Street Station Transit Hub. With development slated to grow in this area, through the Schuylkill Yards Developments, the need for housing and retail in this area will grow. This site is slated to be between two dense concentrations of people. At 30th Street Station, people can catch the Megabus, Bolt Bus, and Greyhound Bus to take them to designated destinations along the northeast coast. Regional Rail lines take people to their home or jobs in the suburbs. The blue, Market-Frankford subway stops at this location, along with underground trolley lines. There are multiple bus routes that stop at 30th Street Station to take people around the Philadelphia region.

Light rail

10 11 13 34 36

Subway services

MFL

Buses

21 31 42 44 49 62

124 125 9

Buses

Bolt

Buses

Megabus

Trains

| | |
|-------------------------|-------------------------|
| Acela Express | Airport Line |
| Atlantic City Rail Line | Cardinal |
| Carolinian | Chestnut Hill East Line |
| Chestnut Hill West Line | Crescent |
| Cynwyd Line | Fox Chase Line |
| Keystone Service | Lansdale/Doylestown ... |
| Manayunk/Norristown... | Media/Elwyn Line |
| Northeast Regional | Palmetto |
| Paoli/Thorndale Line | Pennsylvanian |
| Silver Meteor | Silver Star |
| Trenton Line | Vermont |
| Warminster Line | West Trenton Line |
| Wilmington/Newark Li... | |



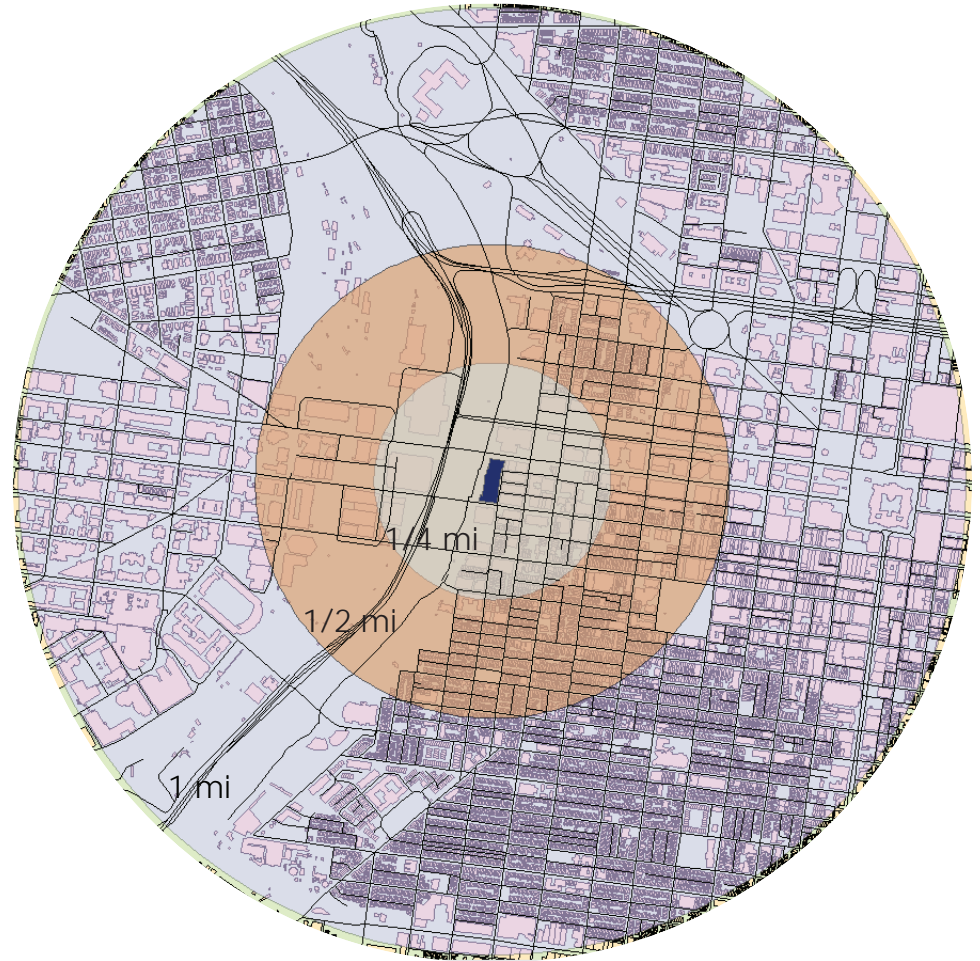
Within this area, there are a lot of condominiums and businesses. The condominiums have housing options between studio and two-bedrooms. PECO is a major business across the street. Schuykill Yards is a new development nearby. 30th Street Station is the transit hub for Philadelphia.

Philadelphia

1 mile: Within a mile of the residence is Benjamin Franklin Parkway, better known as "The Parkway." Along the Parkway are various museums. University of Pennsylvania and Drexel University are close. City Hall, Access to the Orange Line Subway and various food options

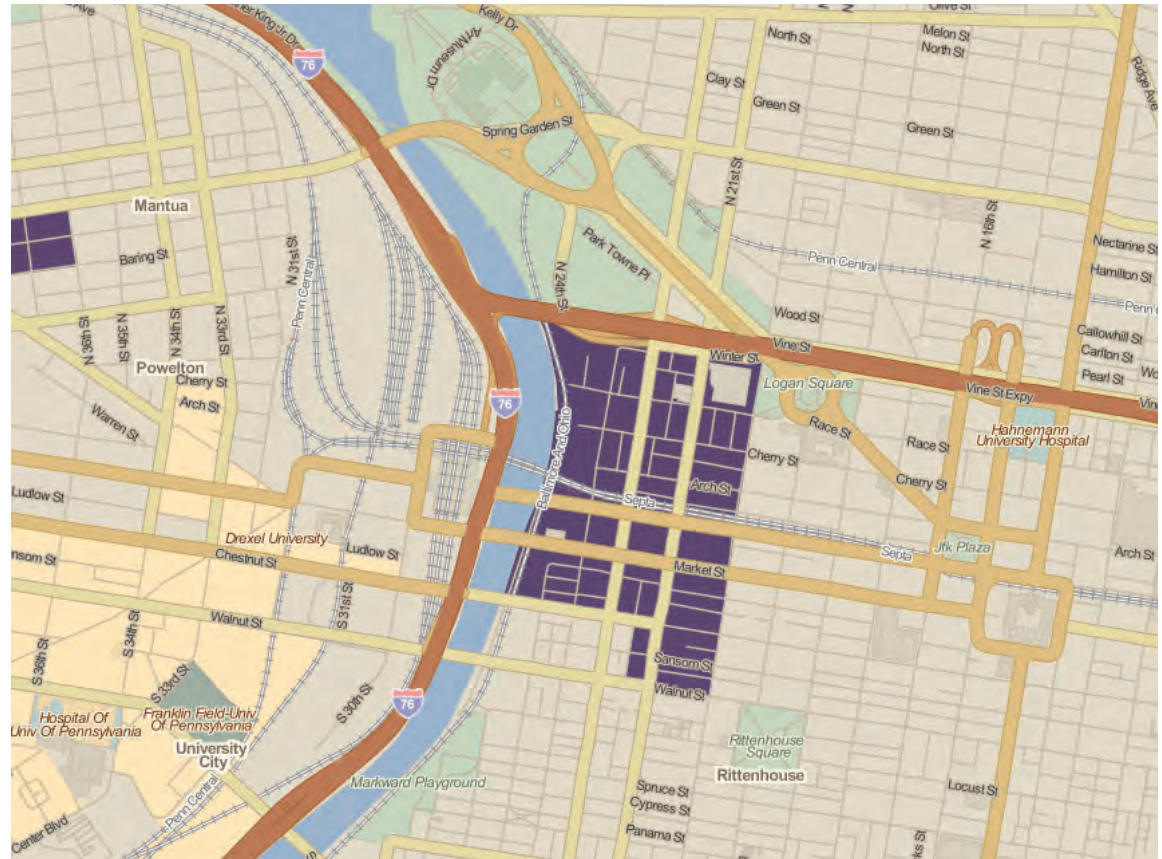
1/2 mile: Within 1/2 a mile, Logan Square, Rittenhouse square, Target, The Franklin Institute and various clothing stores

1/4 mile: Within a 1/4 mile, there is the Schuylkill River Trail, Trader Joe's, 30th Street Station, Rite Aid, and various gym's and salons

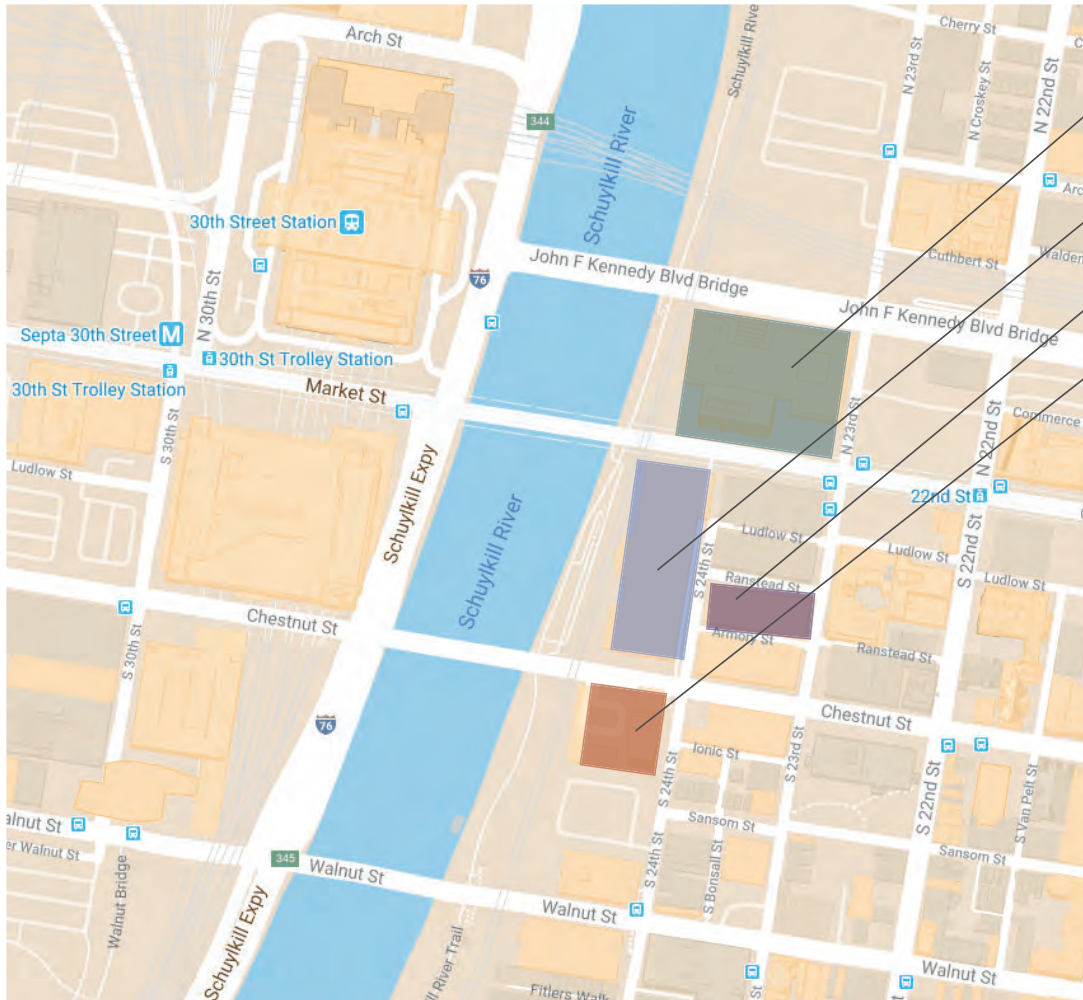


SITE CRITERIA

- Within 1/2 mile of a transit hub
- Long building rather than tall
- Nearby recreational activities such as a park
- Foreign-Born population nearby
- Elderly population of 65+ nearby



-
- 30th street station 0.3 mi away, 6 transit stops within 0.5 mi
 - Building takes up an entire block
 - Schuylkill River Trail nearby
 - 24.62% foreign born with Chinese born as majority
 - 15.4% of population is 65+ in area



Philadelphia Electric Company (PECO)- many people are employed

Proposed Neighborhood site (Aramark Building)

23rd Street Armory- historic building built in 1900- Event Space

2400 Chestnut Luxury Apartments -Two floors of businesses. Residences have studio to two bedroom apartments for rent.

In this area, there are a lot of Philadelphia landmarks where an entire family can enjoy outings. There is an exercise trail for those who like to stroll within green space. There are also several businesses and major universities nearby. The proximity to 30th street station was important.

*We have all known the long
loneliness, and we have found
that the answer is community.*

-Dorothy Day

The image features a central graphic composed of several overlapping, irregular polygons. A light green shape is positioned at the top, with a darker green shape overlapping its bottom edge. A large, dark purple shape overlaps the bottom of the green shapes and extends horizontally across the middle. The text 'PART 2' is centered within the green shapes, and 'THE CHEMISTRY' is centered within the purple shape.

PART 2

THE CHEMISTRY

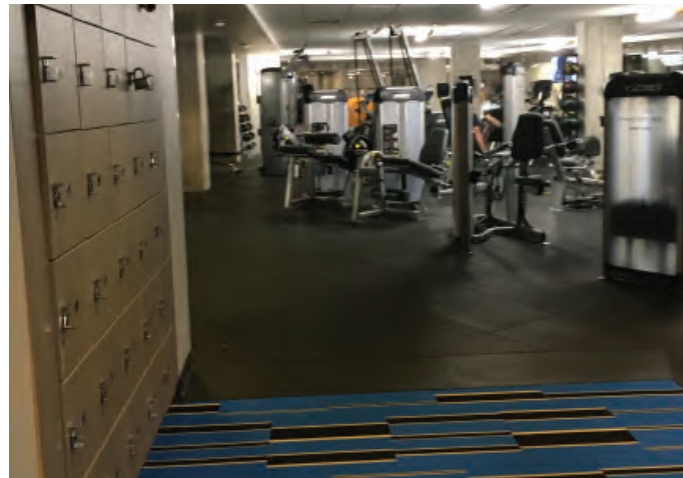
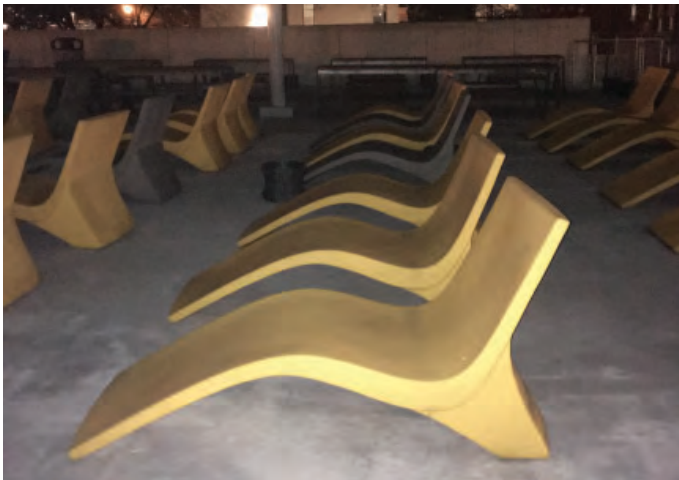


CASE STUDIES

The Summit
The Alexander
Atria Center City

Chelsea Market
DeKalb Market
TimeOut Market

THE SUMMIT



- Built in 2016
- Caters to Students, but all are welcome
- Retail food options first floor
- 351 Units
- Studio to 4- bedroom apartments
- Designated as CMX-3
- Building: 552,275 sf
- Footprint: 70,836 sf
- 27 Floors
- Amenities
 - Outdoor Sun deck
 - Study Room
 - Meeting Room
 - Community Room
 - Movie Theater
 - Gym
 - Community Kitchen Area
 - Bike Storage
 - Package Room
 - Security Desk

The summit is a 27 floor apartment complex. This space is designed to accommodate students who are attending college. There is a large community room and study rooms on the first floor. The added amenity of a study room is design that is mindful of the population the complex is targeting. Outside of the building, on the premises is a sun deck and a large bike rack area. This sun deck is nice, however the biggest complaint is that there is not a pool for students to utilize during the summer months. The bike racks were quite full.

Attached to the first floor is a dining hall operated by Drexel University and a Starbucks. The exterior of the building houses other retail that is marketed towards students.

On the second floor of the space is a large gym. This gym is equipped with TV's and exercise equipment. There is, however, no area within the gym to stretch due to the machine equipment taking up all of the real estate. Each residential room has a common area and bedrooms with en suite bathrooms. Not all rooms have kitchens in them therefore there is a kitchen on the top floor for those residents to share.

THE ALEXANDER



- Built in 2017
- Caters to all ages
- 12,000 sf daycare on bottom level
- 277 Units
- Townhomes rented for special occasions
- Studio to 4- bedroom apartments
- Designated as CMX-5
- Building: 596,464 sf
- Footprint: 92,024 sf
- 34 Floors
- Amenities
 - Indoor Pool
 - Kids Play room
 - Meeting Room
 - Community Room
 - Observation Deck
 - Gym
 - Package Lockers
 - Dry Cleaning Lockers
 - Coffee Area
 - Security Desk
 - Bike Storage
 - Guest weekend rent rooms

At the high-rise Alexander, when you walk into the space, you are greeted with a beautiful seating area and a security guard. The elevators, leasing office, and anything else is hidden upon entry. On the first floor, there is a large bike storage area that is shared with package lockers and a packaged refrigerator for the increase in residents ordering large items and groceries online. On the first floor, there are also lockers for residents to place their laundry items to be dry cleaned. This feature is great for the resident I was interviewing.

On the second floor, there is an indoor pool, a children's play area and a community room that is adjacent to the outdoor grill and patio area. The indoor pool gets used by residents on Thursdays when they get together for self-guided water aerobics.

People meet each other on the elevator and start to curate their own events like wine down Wednesday. The property manager also curates events for the residents to meet each other. One thing that the resident I interviewed wished was in the area was more food or restaurants to patronize.

ATRIA CENTER CITY



- Built in 2007
- Caters to elderly
- 134 Units
- Studio to 2 bed/2 bath apartments
- Designated as CMX-3
- Building: 170,503 sf
- Footprint: 29,952 sf
- 5 Floors
- Amenities
 - Memory Wing
 - Salon
 - Computer Room
 - Various "Living Rooms"
 - Observation Deck
 - Gym
 - Library/Reading Nook
 - Three Dining Rooms
 - Meeting Room
 - Walker Storage in Dining
 - Daily Activities
 - Nurse's Station
 - Physical Therapy Room
 - Movie Theater

At the Atria Center City, when you walk into the space, you are greeted with an area for residents to sit at the door before having stairs to ascend to the security desk. As you get to the top of the stairs, you can see the dining rooms, the administrative offices, and the grand seating area. This building is five floors and each level has unique amenities.

The most well attended events are the ones that involve live entertainment. The residents gather in the recreational room to hear and see the entertainment.

Many of the residents have come from larger homes with ample green space. This location has no greenery, but the residents of this establishment missed having some green area to tend to or even look at.

There is also a little reading nook in the area. Often times, the building manager will find residents asleep in the nook after reading the book. The other item within the space that residents love is the salon. The residents get their nails and hair done on a regular basis.

CHELSEA MARKET



Chelsea Market used to be the National Biscuit Company, but was later repurposed into the market it is today. The market spans multiple floors. There is a basement where an exhibition space can take place. The main floor houses a long winding walkway of stores off the main hallway. There are moments of pause between the stores where there are clusters of food vendors selling their delicious food.



The market reminded me of an industrious mall. Each of the stores had their own doors and areas that could be closed off to the passersby in the long concrete hallway. The market did not feel very inviting to me, however, there were minimal seating areas in the food hall spaces that lent a hand to people gathering at a singular table, or leaving the area because there was no where to place their food on a table.



The halls of the market were filled with voices. There was not a quiet place in the market, so I would call it a lively place, just not as community oriented as I would have liked because there were too many walls.

DEKALB MARKET



Dekalb Market is a food market that has a club inside and a large room for various programming throughout the week. This market is attached to a grocery store and shopping on the top floor. The Market is in the basement of a building in Brooklyn.

This market is different than all the other markets. I felt this one was less polished and more happenstance. There were places for people to sit down and eat, lots of people walking around, a charge in the atmosphere.



There were a lot of bright neon lights that seemed to be required as signage for each stall. Most of the stalls in this market were selling food items. There was music coming from the ceiling that mixed with the sound track of people eating, gathering, and laughing within the space. On Friday nights, a DJ comes to the market and blasts tunes to add to the fun ambiance.



The atmosphere was fun and inviting for all types of people. The neighborhood of each market contributes to the vibe and the people who go there. This particular neighborhood was surrounded by families and people of color.

TIME OUT MARKET



Time Out is a food market that gives homage to the Time Out magazine. Upon walking into the building where this market is held, there are a few clothing stores as one walks in. After you pass the clothing stores, you will see a barricade. This barricade is for people who have access to the businesses on the other floors of the building to pass through.



There are different restaurants represented within this market. On the bottom floor, each restaurant is tied together with the same banner across the top. There are wood beams and stone with concrete floors. Due to the market's location under the Manhattan Bridge, the interior is decorated as though it is part of the bridge's construction. Each isle has standing room only for ordering, then opens up to a larger central section where the seating is long tables with chairs on either side. Within the hall, there is one kitchen area. There are several bussers walking, around clearing off tables, taking dirty dishes to the kitchen, and bringing clean dishes back to the different restaurants. The type of clientele that is in the area is mostly families. There were a lot of young to middle aged people who had young (under 10 years old) children with them. This place also served clientele that had a bank account with a debit card. This marketplace is card only. No cash accepted.



INTERVIEWS

Joe Ritchie - Brandywine Realty Trust
Charles Lomax - The Lomax Companies

JOE RITCHIE

Joe Ritchie is the Vice President of Development at Brandywine Realty Trust. I spoke with Joe to get some insight on the developers perspective. Our interview is below:

When you choose a development for a mixed-use space, how do you determine that space?

How do we select the site? Brandywine's stated strategy is to develop in urban areas and in close in transit served suburbs. What we are looking for are sites in dense urban areas where there is population. Where we can either be part of a mixed-use environment that exists already. If you're in Center City you're in a mixed-use environment. And/or create a mixed-use environment. We are looking for projects that can kind of plug into the urban fabric. We can rely on the mix of uses that are around us in order to make whatever we build more successful or build that mix of uses to help contribute. We are specifically looking at- in the suburban areas where we develop, we are near transit hubs only. Even in cities, we look to be near transit. We bet the company on it by developing here at 30th Street Station. We have, starting in 2005, built the first new office building in University City in 30 years. We built the Cira Center that is connected to 30th Street Station. We are betting on transit and it develops about \$2 billion dollars of stuff here in 15 to 20 years. Brandywine is in three markets: Philly, DC, and Austin. These are markets we are in and have been in for a long time and know very well. We are primarily an office company. While everything we do is mixed use, we are primarily an office company. So, we look to be in the core office submarkets. We are at Center City here in Philadelphia, we have one

site in East Market, a future development site at the corner of 7th and market. The East Market development that is happening on 11th street was bought with the assumption that ultimately it will fill in and we will have a great development site there that will develop in 15 or 20 years. I think in general, mixed-use has, for everything except industrial, mixed use really has become the general state of play. So, it's a matter of finding a site that has characteristics that are or would generally be conducive to leading to a successful economic venture. So, it's being near transit; it's being near existing populations. For an office developer, you want to be in an office submarket, if you're a residential developer you want to be in a residential area, if you're a retailer, you want to be around other retail. So, it's kind of finding the right population

Do you find a population and continue to saturate it? Or do you guys find one type of existing population and inject a different type? Is that not the formula?

Well, that's a really good question. So retail is never really a driver, unless you're in the suburb and you're building some malls or something. So, retail in urban mixed-use development, retail is rarely the driver. Retail really is the tail versus the dog. Because the way people work today. And I think, it's been trending this way for a long time and I think it will continue to trend this way. People want to be in mixed use developments.

People don't want to work in a place that is just an office. They don't want to live in an area that is just apartments. Younger folks want to move in homes and live in more residential, but that cycles back, and people retire, their kids leave, and they want to be back in the city. The Science Center; U-City Square was just office buildings and even today it's not that vibrant of an area. For a long time, the sidewalks rolled up at 5 pm. Because of how people want to live and work today, developers make a concerted effort to inject retail and start to build residential.

So first comes office, then residential, then retail? How do you guys determine the mix of residential, retail and business? Do you say 20% is retail and 30% is something else? What is the mix of.

It's all market base. We look at a couple of factors so we look at two things. The primary is what does the office market look like in the sub-market. What is absorption like? How much office space has been leased over the past year and what are the projections for more office space? We size the office based on what we think the market will bear. So, if in University City as an example, vacancy rates for a Class-A product in University City is below 5%, which is great. Which then says that you should be building more office space. So, we look at that and what big deals have been done and what square footage has

been leased over the past years. So, we say 'we can lease, (I'm just making this up), 600,000 square feet.' We size the office based on that. Retail is generally the tail. We design a building and retail will always be at least on the first floor. In some markets, not so much in Philadelphia, we are trying to push it there, but it's not there yet. You can't get 2nd floor retail. You can get certain uses to go on the 2nd floors. We are trying to see if we can push Philadelphia to get 2nd floor retail, but it's not there yet.

Where does second floor retail work?

New York has a ton! Its New York and you'll see it in DC a little bit. But the retail market in Philadelphia has not proven to be strong as of yet. But retail gets shoehorned in and we spend a lot of time trying to figure out how to get a retail footprint that makes sense. On the residential side, different developers have different programs and different classes and sizes of developer think about this in all different ways. The way we think about this, and our large-scale partners think about it, is for a residential operation to make sense you need leasing people, management folks, etc. For all that to make sense, you need around 300 units. Everything we look at is going to be around 300 units. Might be a little less or a little more. In this building we have 268 units in AKA. And then for our first Schuylkill Yards residential building, we have 320 units programmed. Right around

300 units supports the operation and you can get it leased within a year. You can get all those apartments leased in the year. If you're delivering 400 or 500 you may not get that lease in a year, then you have vacant units that you haven't leased that you are trying to lease at the same time you're trying to lease units that people were in and have moved out of. So, you end up kind of cannibalizing yourself.

In this FMC tower building, is there more office than residential?

There is more office than residential in this building, yes.

With this office, does any of this office cost offset the cost for the apartments.? As in could you have some lower cost apartments be subsidized by the office lease rent? How does this work?

Philosophically we don't do that. We don't develop affordable housing. In places like New York, if you're building a residential building x% of the units have to be affordable. Philadelphia doesn't have that kind of regulation and it is hugely inefficient for us to build affordable housing. We can't pay for it. There isn't enough subsidy for us to do it. That subsidy that we would need would have much more impact if it was used to develop smaller scale affordable housing.

So less than the 300 units maybe about 100 or less for affordable housing?

Yea, but, built of a different construction type. Buildings that we build, we are looking at \$500-\$600 per square foot to build this stuff. Which

is big numbers and really, really expensive. In order for us to deliver an affordable housing unit, we need a huge subsidy to make that happen. Subsidies aren't that big and they're tough to get and there aren't that many of them. Out in a place like Mantua, which is a neighborhood next to Drexel, where you have thousands of vacant lots and abandoned houses, you can build affordable housing there at about \$125 a square foot. Significantly less. So, you can get more doing that. But getting back to your question though. We try as best we can to make sure that each component- excluding retail-we try as best as we can that the office makes money on its own and the residential makes money on its own.

So, you guys when you get the money from all the people who lease from wherever, it goes into separate pockets like this is my office funds, this is my retail?

It all goes into one place, but we want kind of good economics for both of them. We want the office to make sense for the office and we want residential to make sense as residential. So, we believe by putting the two together we can add value and ultimately charge more rent for both.

Because of the convenience?

Yes. And just because that's how people want to be, right? They want to be in mixed use environments. But we don't subsidize, or we try not to have one subsidize the other. Retail is a different story. We generally subsidize retail. Under the theory that, in Philadelphia, retail is just tough; particularly around here. We are in an interesting position. We want to have a certain

kind of retail. We want to create a certain kind of environment. Those retailers aren't necessarily ones that want to come here given the market is tough and they're not necessarily the ones who are going to come and pay great rent. So, we will either create retail or subsidize retail. As an example, there is a restaurant on the first floor here, Walnut St Cafe, The Post next door, on top of Cira Green there is Sunset Social which, is a burger and beer joint, and we own them all. There are just those three. We subsidize that, we fund that. We want a certain kind of retail. We could lease to others, but this is the type of retail that we want so we will subsidize that retail to create the kind of environment that we want.

How do you market to businesses and retail before construction?

Starting when we conceive of a building, we will go through a design process. We will design the building first and from that design we will create marketing materials from that design. So, there will be pretty pictures and renderings of the building and we will have floor plans we will have thought through the amenity package.

Is the floorplan already divided or you're like here the open floor plan of level 16?

Yes. We have the floor plans, our amenity package, we sell the building, and we sell the neighborhood. Going back to your original question of how you decide where to be. We are selling -you know look- you are on the river right. You're half a block from the Schuylkill River Trail voted best trail in the country, you're 2 blocks away from 30th street station, you've got

easy access to the airport you're easy access to the highway. You're close to the university, so you've got 50,000 students that are right here; internships, recruitment for new employees. So, you kind of sell the environment, you sell the neighborhood, and then you sell the building. We charge, I believe, the highest office rent in the city of Philadelphia. We are selling to the top of the market. There are people who buy Bentleys and there are people who buy civics. There is a certain kind of tenant that wouldn't even think about our building because they're not going to pay that kind of money. But what we deliver are the best buildings in the market. You have floor to ceiling windows. You have highly efficient floor plans, so when you're looking at laying out your people, you're able to use more of this floor in order to have people in there doing stuff than if other buildings that are less efficient.

So, you're like -you're paying more, but you get more efficient space and you can pack people in.

Exactly! And the amenity package. We have an amenity floor here. We have a 72 ft lap pool, a golf simulator, a gym, a bar, and a movie theater.

Can the residents use that too?

Yes. It's in between the office and the apartments. Our gym here is 400 feet in the air. The other thing you can sell here is you've got views are a big deal when you're selling office space and apartments as well. You've got unobstructed views. There's no building going on

the river. You will always have a view of Center City. We sell being a Brandywine tenant. We offer being within the fold of Brandywine, so you get certain things. If you are a small tenant, for example. We can offer you a pathway to grow within Brandywine. We do this often. If you're a fast-growing tenant and you need 5,000 square feet now and a year later you need 10,000 square feet, we can tear up that lease that you just signed and put you in another one of our buildings at 10,000 square feet.

Do you do mixed ownership for residential. Like some is rental and ownership?

No, we have not done a condo project. We have not done ownership residential.

Is there not as much profit in that as renter?

It's a different model. You can make very good money doing it. Much of what we have done is on a ground lease. This building as an example, the University of Pennsylvania owns the land under this building. Instead of buying the land outright, we lease it from the University for 99 years. It's effectively ownership, but it's not because at the end, in year 99, this building reverts back to ownership of the University. And it could be demolished. So, it's tougher to sell with a ground lease.

You couldn't really sell because you don't own it.

Yea. I mean what would happen is, for the first several people, people would own homes on average for 7 years. But ultimately, someone is going to get stuck and not be able to sell because it's on a ground lease. We don't do

any ownership. We are not averse to it; we just haven't done it.

You guys don't do anything for any aging population either?

No. Although that is something, we are looking at.

Since you work here, what is not around here that you wish was around here that is not around here. What is something that you wish was around this place?

I will say, right around here, I think we need more food offerings. More variety. Right now, for lunch, without crossing the river or without walking to campus. Your options for lunch are Walnut St Cafe, The Post, or 30th Street Station with the offerings of Taco Bell and the other stuff that's there. So we need more of that.

Is crossing the river a barrier for you?

Crossing the river is not a big deal for me, except when it's cold I don't want to do it. Also, it's not just crossing the river. You have to keep walking. There is a spread bakery just across the river on Walnut. It's crossing the river and then walking a couple blocks into City Center.

CHARLES LOMAX

Charles Lomax is a partner at The Lomax Companies. He develops real estate in the Philadelphia area. Our interview is below:

How do you choose which projects to invest in?

Location! Location! Location! What we did is we basically said let's go to the edge of these medical and academic institutions' footprint and go a little bit past the edge and sort of put a stake there. We started out at Sansom and 45th in West Philadelphia. There was a block full of abandoned homes and we redeveloped them and Rehabilitated them. People bought them and the market came to us eventually. We were just finishing up over there. Now, the market has passed us at this point. A similar thing happened in Mantua. We have been looking at Mantua for a couple of years and we just got the site under control. Three to five years we were looking at the site and basically the market came to us. Mantua is interesting in that the bridges from Girard Avenue were closed for like 15 years. The whole community atrophied and they opened all the bridges up about three years ago and it was like unclogging arteries. All of a sudden life just came back to the communities. Where we decide to develop is on the fringe because you can still get value in land. But once development starts happening, all the prices start to go up and it becomes expensive.

So when you're looking at places for location, do you look at amenities such as retail or any entertainment venues nearby to say this is viable? Do you purely look at where there is housing and institutions?

I think what the way we've looked at it in the past is probably going to change. The way we have looked at it in the past is that you go where there is nothing and then create it. Then you start developing and stuff comes. But this project in particular is in a food desert. There wasn't really anything there and so we put a grocery store there. We are going to put some other retail there like the radio station. I think that as a result of that initial investment you are going to see a whole bunch of other development start to fill in.

So how do you Market to people, or businesses, or retailers for your location.? You said the grocery store gave you a difficult time, but what about the supporting retail? How do you market to those people?

I mean a lot of it really is based on relationships. I know that we own the radio station so we are putting it in there. It makes sense, it's a two-way talk that is focused on the African American community. The coffee shop is another relationship that we have. So, that is sort of how we identified the retail pieces. I think that once you build something nice, like field of dreams, people will come. If you put the right pieces in place especially in such close proximity to the university, I think you will find, at least that's our hope, we will be able to attract more and more retail businesses.

Have you found any combinations that work for

mixed-use such as between the housing and Retail? For example, is there a 50/50 split for 50% of your square footage goes to housing and 50% goes to retail or is there a 60/40 split? Have you found a good ratio that works?

No, I haven't, I have not personally come up with a good ratio. We had to have a grocery store. That was some of the prerequisites for the Redevelopment Authority and we thought that having the radio station relocate to this site would be a tremendous amenity to the community. So, whatever the ratio is, is whatever it just ends up being. We didn't sort of figure it out like that. We just ended up with what we have.

You basically went and said 'this is what we need to meet community input and agreement' and whatever that ends up working out to be...

That's exactly right and the other thing is that's you just put your finger on is that we spent three years talking to the community. They said 'we want less density, more parking, and a grocery store - a full-service grocery store and we don't want just a convenience store. So, based on those discussions in those conversations, the project sort of evolved to what it is now. It wasn't like we want to do this, it was really a conversation with the community and our investors.

You are doing mixed owners and leasing units. Have you done a development where it's only renting or only for sale?

Most of the stuff that we've done we have sold. We've done single-family homes for sale. Multi-family units that we sold to investors. We do both.

Do you find that with mixed owners and renters, that it's a better return on your investment or is it more a philanthropic thing?

The home ownership and the for sale component of this development is a request from the community. On the investment side it's better to build and hold. From a community standpoint, I think home ownership is important for folks in the community. That is sort of the philanthropic twist, in that it creates a more a more stable system, community and I think it's a great way to create and build wealth for families.

Have you done any development for the aging population or have you design a home for multiple generations living under one roof?

What I have to talk to the city about on this project is adding accessory dwelling units on the first floor for sale townhouses. So then you have a single story apartment on the 1st floor and then the second and third story for family and the idea is to have folks age out of place on the first floor and the second and third floor is for the rest of the family. So yes, we have talked about that.

Are you making the first floors ground level?

These are accessible dwelling units so there are no steps on the first floor.

Have you found that there is a high demand for that or have you not put them on sale yet so you don't know.

I know that that was a request directly from the

community. I want to do it. I have to go back and get the city to approve it. They approve a certain development and you have to go back and get them to re-approve it to create that kind of change.

Did you plan your housing Townhomes without the accessory dwelling units?

Yeah we had a design where we had these. What it is is that they have to fit within a certain area median income. 80% of the area median income at the top price of the property is \$230,000. I was having a conversation with the Redevelopment Authority. I said okay, what if you add an accessory dwelling unit on the first floor? That makes the price go up to \$300,000. But it's still, you know, because of the additional income it's still 80% Area median income. They couldn't get their head around that so I have to go back and get them to readjust it. It's my goal to put some accessory dwelling units in the project. So it's really two-fold. 1.) it provides housing for vulnerable population and 2.) it creates this multigenerational environment for these families. The other thing that I think it's great for is to create wealth. A lot of the problems is that these communities have been deliberately red-lined and disenfranchised for forever. Philadelphia has a 26% poverty rate. You can go from slavery, to reconstruction, to Jim Crow laws that basically disenfranchised African American communities across the country, and it's been sort of institutionalized into laws and our culture unfortunately. Black families have about 10% of the wealth of white families. That was very intentional, so I think we have to be

very intentional. Because poverty is unstable for everybody. It's not just bad for Black people it's bad for society. It creates instability among other things. When the wealth gap continues to widen, it impacts everyone; their quality of life. So, I think it's critically important to be thoughtful on how you address that and one of the best ways to do that is through home ownership. Having those accessory dwelling units on those properties creates additional income and helps offset the cost of maintaining the homeowner's property.

That's why I'm doing my thesis. I've seen the same thing where there is a wage gap and people need to age in place. People find a need that they have to live together because it's so expensive to afford life without it. The reason I asked about the mixed income and ownership is because I'm not sure about my building for my thesis. I'm not sure if it's going to be mixed. I want it to be mixed, but I wasn't sure how that actually works.

I'm working on a prototype of a Triplex building that I want owned by those who have historically been in renters in affordable housing. They live on the first floor, then the second and third floor are market-rate tenants. That rental income from the second and third floor unit in theory will cover the mortgage of the building and that basically allows them to, overtime, create real wealth and value for their families. There is a perfect example of a rental ownership structure where you have two accessory dwelling units or two income producing units for homeowners that will carry the building or most of the building and allow them to live in a

market-rate subsidized unit.

Can you be selective with your retail? It's in the Mantua area, but say Number One Chinese chicken wants to come to the area.

I love chicken! So here's the thing; I can be selective. I was talking to a friend of mine that's actually going to put this coffee shop in called the Reading Room, which, have you ever been to Uncle Bobby's? Uncle Bobby's is a bookstore. It's a coffee shop and a bookstore in Germantown. It's a black bookstore. It's black owned, it's a bookstore, and it has a disproportionate number of books by black authors, but it's really professional and really well done and always packed. By all kinds of people. That is the vision I have for the coffee shop in Mantua. This sort of thought-provoking landing place for folks in the community that's comfortable but it's quality. That's the sort of thing we are trying to promote here, not more of the same. It needs to also be welcoming to everybody. You don't want to have the Starbucks telling folks 'you're not supposed to be here' and we don't want a thing that's really demeaning to the community because it's poor quality.

Literally on every corner store where I live there's like a Chinese place that has bulletproof glass and it sells all the junk food outside and people are always there. It's usually owned by non-Black people. If they come in and say 'Hey I want to have a space in this retail area because its near my audience,' will you be able to tell them no? I am unsure of the laws for discrimination.

We can put whatever kind of retail we want there. We can say no we don't want that because it doesn't fit. I have in my mind the feel we are trying to create. Now, of course, everybody wants credit rated tenants. You want people who can pay the rent because it's a business and it's a commercial endeavor but, my assumption always says you can get what you want you just have to look hard enough. So you want to create something that is aspirational, something that everybody appreciates, quality stuff. It's not like only rich people appreciate quality stuff, everybody appreciates quality stuff. There is something affirming for the community to have something that is you want stuff that is affirming for the community. I think that we have a responsibility to try and do that for adults for children and I think there is something interesting and empowering for young adults to see that kind of thing happening.

It's kind of like a restaurant option food desert in this area. I don't know what the residents in this area want as far as it relates to retail. Do you find that is what people are telling you that they would like?

They want a grocery store. A high-quality grocery store. And they want a grocery store that provides hot foods. Like quality hot foods. This operator that I have says their food is fantastic. So you know, I get that. The brass ring is really high-quality food options cheap. That doesn't cost a lot. So, you know, just keep trying.



DESIGN PROBE

Mapping



Routes of Residents Throughout the City

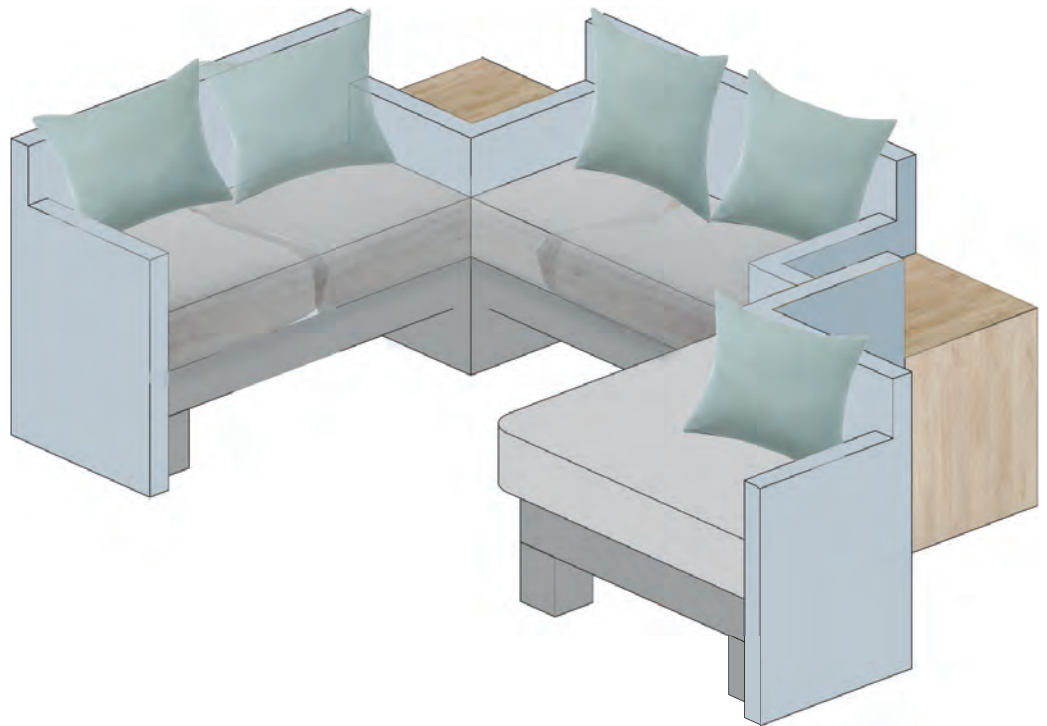
This is a depiction of routes of residents who live in the apartment building in the center throughout the city. The red lines map a resident's journey from the building to the Schuylkill River and back. The green lines map a resident's journey from the apartment complex to Center City Philadelphia. The blue lines map a resident's journey from the apartment complex to 30th street station, and on septa regional rail to get to the Philadelphia Region.



DESIGN AGENDA

Comfort of the Couch

When thinking about community and gathering of people within a home-like setting. The couch is important. There are usually blankets of some sort near a couch and the added soft fabric of a blanket in combination with the couch allows for a lingering of people. Couches can be used that have coffee tables to play games, sit around and chat, watch movies, read a good book, or even do work.





RETAIL DATA

LOCATION

As the saying goes, "Location! Location! Location!" (Lomax, 2020). When thinking about a brick-and-mortar retail location, careful consideration on what is currently in the locale of the potential site is very crucial. The density of income is very important to retailers. Depending on what the target income density is, depends on which type of retailer will be interested in the retail location (Kondelis 2020). In recent years, urban areas have been deemed very attractive for people to live and play. In the urban core, in a city like Philadelphia, there are a lot of social activities to partake in. A mixed environment currently exists in Center City, Philadelphia. There are retail stores, restaurants, housing, hospitals, office buildings, colleges, and plenty of other large institutions in the area. The mix of uses helps to contribute to the success of new

establishments that want to develop in the area. People want to be in mixed-use environments; live, work, and play in the same vicinity (Ritchie 2020).

Being on the edge seems to be the current trend for developers. Being on the edge of the intersection of West Philadelphia and Center City (Ritchie 2020) being on the edge of medical and academic institutions (Lomax 2020), or being on the edge of Fairmont Park (Caldwell 2020), developers are seemingly looking to be on "the edge". It would seem like there is a lot of untapped and underdeveloped resources on the edge. Being on the edge of a natural feature, like the Schuylkill River is an exceptional location. When you build on the river, you can bet that there will not be development that will obstruct at least one view of the building (Ritchie 2020). The proximity of Brandywine's Cira Center and Cira Center South to the 30th Street Station transit hub was also an important feature (Ritchie, 2020).

Transportation is a large factor when determining where to develop. If people cannot get to your business easily, then the success rate of a business may not be as high as it could be if it were near transportation. Philadelphia's 30th Street Station is estimated to generate approximately \$2 Billion dollars' worth of development in the next 15 to 20 years (Ritchie, 2020). Being near Philadelphia's 30th Street Station, where regional rail lines, trolley lines, the Market-Frankford Subway line, Amtrak, NJ Transit busses, economy busses, taxis and many city bus routes convene puts a business in the crosshairs of a large population of foot traffic. When

deciding on a location that would be conducive to a successful economic venture, transit and an existing population are included in the things to consider.

An existing population means, if you want to develop an office building, you want to be near other office buildings. If you are building a residential development, you want to be near other residential developments and not in the middle of an industrial complex. If you are a retailer, you want to be around other retail (Ritchie, 2020). Being near other retailers is helpful so people who are already in the mind to browse, shop, or buy are near other retail establishments and will often stop in to peruse the various shops along a block. However, not all retail is desirable to be next to for retailers. Within shopping centers, where a developer can control which tenants are within the development, some tenants may want clauses in their leasing contracts. The clause could be exclusive to where the tenant is the only kind of tenant in the building. For example, if McDonalds were being targeted to be inside of the building, McDonalds could say they would lease the retail space if no other chain or franchised fast food restaurant would be within the building. When marketing to companies to be part of the retail portion of this vertical neighborhood, some companies may be motivated based on the tenants that are already in place. These would be what companies find to be great cotenants. For example, an Italian restaurant may want to be near an Italian specialty market to capture the people who may be hungry for Italian food before or after shopping (Kondelis, 2020).

While Lomax is located within a neighborhood, the vertical neighborhood I designed is on the edge of the hustle and bustle of the downtown area of Philadelphia. In an urban downtown such as Philadelphia's, some may think that there are a lot of chain stores in the area. The strategic location of the chain stores on corners is a tactic to get people going down a street and into that store. As they go into the corner chain store, the stores that are along the street that are known to a lesser extent can enjoy some shopper spillover. Many shop owners who are looking for a place to open up their business prefer a serendipitous downtown area with unique local businesses (Steuteville 2019). After speaking with a few developers, I noticed that there are different ways to approach growth. One way is to go into a neighborhood and work with the community and improve upon the existing infrastructure that is already in the area. Another way to approach growth is to imagine what a place could be and tailor the development to making those ideas happen. Take U-City Square, at 34th Street and Market Street in Philadelphia for example. For a long time, it was just office buildings. Even today, it is not that vibrant of an area. The sidewalks used to roll up at 5pm. But because someone imagined what this place could be, developers are making a concerted effort to inject retail and build residential in the area. People want to be in mixed-use environments and do not want to just live in an area that is just residential (Ritchie, 2020).

What is in the neighborhood is important for marketing purposes. As previously mentioned,

office tenants like to be near other offices, and retailers like to be near other retailers and housing. Retail follows rooftops. When marketing to various retailers, the surrounding population is very important. Some questions are important to answer when it comes to location: What does the daytime population look like? Who is the daytime population? What is the spending potential of the daytime population? What happens in the evening? What is the evening population? (Kondelis, 2020). Take the Mantua neighborhood in West Philadelphia for example. This area is 85% Black with a 45% poverty rate. The residents of the neighborhood asked for a grocery store since there was a lack of fresh food in the area. Trying to get a grocery store with fresh foods in the area was a challenging task due to many grocers not wanting to be in the area willing to serve this demographic (Lomax 2020).

Being able to market to specific retailers to curate the development is very important. You have to sell the environment that the development could be to a potential retailer. If a retailer is being courted to come to the area, it is important to know how well other retailers have done in the area, what types of retail is in the area, and what is the retail vacancy rate in the area. You would need to sell the building that the retailer would be housed in. You would need to justify the costs of leasing to a retailer (Ritchie, 2020). Depending on what the cost per square foot of each leasing space would be determines who can move into the space. Success of retail locations comes when there is a mix of different retail types. With different retail types, that can

make room for retail that targets different age groups as well.

VERTICAL NEIGHBORHOOD DEMOGRAPHICS

The location of 2402 Market Street, where the current Aramark headquarters building is located, is where I have chosen to design this imagined vertical neighborhood. This building is along the Schuylkill River at the edge of Center City Philadelphia. This building is within the 19103 zip code. A little background on this neighborhood shows that the household median for this area is \$73,600. The household median income for homeowners is \$62,800. The average household size is 1.52 people. Median family income is \$129,531. Philadelphia has an overall poverty rate of 25.8%, but this neighborhood has a 17.7% rate of people who live in poverty. The majority-minority population in this area are those with Chinese ancestry. 20% of the population is Asian, 12% of the population is Black and 4% are Hispanic or Latino in this neighborhood area. The rest of the population, 64%, is white. The median age is 34 years old.

There is a high-rise luxury apartment complex to the south of this building that houses studio, one-bedroom, and two-bedroom units. To the east is a condominium complex that has one-, two- and three-bedroom units for purchase. Within four blocks, or ¼ -mile of the building, there are two high-rise apartment complexes and two condominiums. There is

a high rise building that Philadelphia Electric Company (PECO) employees work in directly north of the building. There is an elementary school two blocks away from the proposed building.

The vertical neighborhood I deigned includes a retail space that takes into consideration the types or lack of retail in the area. It is very important for this building that it does not become an island and those who live within the building never have to leave. It is important for those who are new to the area integrate and add to the local economy of the neighborhood. The portion of Center City I chose to develop a vertical neighborhood is in a place where there is not much retail in the area. The retail could serve as an anchor for those on either side of the Schuylkill River as this area is primarily office space, residential, and transit. Along Chestnut Street, there are a few gyms and one along 20th Street. The bulk of the clothing stores are located five blocks away starting on 19th Street and continuing eastward away from the building. Within four blocks, there are five beauty salons. There are a lot of high-rise office buildings on Market Street. The closest restaurants in the area are not for three to five blocks. Based on an assessment of the area with what is currently around, that can influence what types of establishments a developer would market to.

CURATION

When adding a retail component to a neighborhood or a mixed-use development, if the neighborhood or development is owned by an entity then the entity can curate what

kind of makeup a particular development will have. The case for a few developers in West Philly is that they are focused on creating retail that empowers and creates wealth for the predominately African American residents. There are other developers that are focused on bringing wealth to the neighborhood on a large scale through more diverse offerings such as businesses and commerce. This deigned neighborhood is a Schuylkill Riverfront property that is on the edge of Center City and looks out towards West Philadelphia.

If you ask local developer Leon Caldwell, what the residents in the West Philadelphia area need to support the residents in the area is a focus on health, wellness, and monetary wealth (Caldwell, 2020). With those goals in mind, a maker space is necessary for the residents in the neighborhood to learn a craft and be able to profit off selling said craft. In Caldwell's development, there will be a restorative health and wellness center too. This center will encourage movement and exercise classes such as yoga. These retail components will allow for those who are in this neighborhood to gain access to preventative/restorative health, wellness, and craft space that this area is lacking and in need of (Caldwell, 2020).

Because the specific building I have designed is a vertical neighborhood on the east side of the Schuylkill River and Ritchie works in a building directly across from this designed space on the West side of the Schuylkill River, I inquired as to what kind of retail he would like to see in this area as a person who works in the area. I imagined the building I designed to be

for all people; residents, employees of businesses nearby, and visitors from all over. "I think we need more food offerings" is what Ritchie stated when I asked what he would like to see as far as retail is concerned in the area where he works. Currently, in Philadelphia, between the 3600 block of Market and the 1800 block of Market, food offerings are slim pickings in this area. The offerings that are in the area are largely bars with bar food and fast food. There are two major Universities at the edge of West Philadelphia. The food options in this area cater more towards the college student demographic. So, I spoke with a college student to get their take on the success of this retail that was catered to students.

When speaking with a Drexel Student, Makeda Allen, when it came to what retail should be in the area, she also agreed with needing more food offerings in the area. Makeda knows the Drexel campus area well. Drexel's campus boundaries are between 30th and 36th Street in the east-west direction and it spans four blocks in the north south direction. Makeda mentioned that in this very area, there was a coffee shop on so many corners and there are not many sit-down restaurants that are varied in what they serve. The ones that were sit down restaurants were bars that more so served bar food. She would like to see more of a variety of food in the area. Sometimes, she will walk from 34th to 21st to get to a grocery store or to get closer to some other type of food (Allen 2020).

According to CBRE's research, within the Philadelphia area, the market that is on the rise is the grocery store market. There have been a lot of grocery stores opening up within the city. Aldi,

ShopRite, and a plethora of other grocery stores have been anchors in vacant boxes, which have encouraged restaurants to backfill available properties in the vicinity. A lot of these stores are second-generation buildings that are already set up for large-scale uses. Many retailers are looking for large known anchor stores to draw in crowds so people can follow (CBRE Research, 2020).

When Charles Lomax heard from the community that they wanted a grocery store that was stocked with healthy food and low cost, he searched diligently to get the community what it requested. This grocery store also needed to have a hot food section within it. After years of searching for this request, Lomax was able to find a willing grocery store owner, Met Fresh, to open in the Mantua market. Because the area is mostly African American, it was hard to find grocery stores who wanted to come into the area. Lomax is also creating a mixed-use development. On the first floor, Lomax aims to put in a radio station that is currently located elsewhere in Philadelphia but will be moved to Mantua to provide a resource for the community. Within the retail portion of this space, Lomax wants to curate the types of places that are available. On his mind is an idea to have a place where African American people, of the entire income spectrum, not just the low-income, can come together and network and support each other. He wants to find a place that is like a bookstore and a coffee shop. A place where people can come and have thought provoking conversations while hanging out and drinking coffee or reading a book. Lomax would like to create a place that empowers and gives those

in the Mantua neighborhood something to have pride in and not more of the same disinvestment (Lomax, 2020). Each demographic of people want and need different things within their immediate community. Each demographic of people has a varied view of what is acceptable of status-quo and what needs to be improved upon. Speaking with Joe Ritchie was helpful to understand that what goes into retail spaces depends on who you are catering to in the building and possibly in the neighborhood.

With indoor retail, the feel is very important for generating a sense of home. In the center of Philadelphia, there was a retail mall called 'The Gallery.' This place was a downtown staple for decades. Kids could go to the stores and hang out in the various seating areas located throughout. It was a haven for the local population. Investment in the property included sprucing up the location. The name has since changed from 'The Gallery' to 'The Fashion District.' Local residents think the area is fine, but the joy of it being a place for teenagers to gather was gone. The developer spruced the place up by throwing a bit of glitz and higher end stores in this retail space that they designed the hominess and the comfort of relaxing with friends out of the newly rebranded space (Owens 2019).

In the context of making a retail space more conducive to multigenerational shopping, Visual capitalist did a study of brands that the Millennials (1981-1996), Generation-X or Gen-Xers (1965-1980) and Baby Boomers (1946-1964) are loyal to. What was found was that there

are two brands that all generations favor; they are Amazon and Apple. Millennials were more interested in consuming media and technology, such as Xbox or Netflix streaming platforms. Baby Boomers control 70% of disposable income and prefer consumer packaged goods, such as food, like Hershey's. They were also concerned with retail clothing stores, such as Macy's. This generation still has the market monopolized on buying power. For Gen-X, the retail type that this cohort appreciates was not apparent. It seemed as though the Gen-X group likes a range of things when it comes to buying. The only generational cohort that seems to be different is the Millennials and the Baby Boomers when you compare all three. The Millennials identify more with media and entertainment and the Baby Boomers identify more with consumer goods and retail shopping. All generations have a sense of "touch" when they want retail, millennials just want more technology integrated into their experience and Baby Boomers want more service and consistency with their transactions (Jones 2020).

When it comes to specific retail for the Baby Boomer generation, speaking with Sabrina Codella at a senior care facility was imperative to the research. While in the senior living facility, I noticed that at the stroke of 4pm, there was a wave of seniors who were assisted by either a wheel chair or a cane, coming off the elevator and into one of the dining rooms in the facility. It was happy hour time! There was a group of seniors who sat at a bar and drank their wine and chatted amongst each other. As I passed through the happy hour revelers, I continued on

my tour of what was important to think about for this population. What these elderly residents cannot live without is the salon. Most of them get their hair done or their nails done on a regular basis. This demographic also shows up in large amounts to go to live performances (Codella 2020).

When it comes to development, as stated before, the price point of the type of clients that are desired is very important. A large developer, who is responsible for partnering with a few firms within the Philadelphia area, is working on improving West Philadelphia through large-scale development. Brandywine Trust is in the market for developing mixed-use complexes and office space. They have a project that has been completed for less than five years called Circa Center South. Within this building, there is space for retail on the bottom, office space in the middle, and residential rented units on the top floors. This building is for people who can afford a certain price point. The building is for a more affluent crowd, therefore the retail component that is on the bottom floors will need to compliment the crowd within the building (Ritchie, 2020).

FUTURE OF RETAIL

With the increase in multigenerational households, the buying power has spread from the woman of the household to a collective of all the people in the house (T. Schneider 2020). Even though the Gen-Z and Millennial generations create the most attention, it is really the Baby Boomers and Gen-X generations that spend and have the most money. However, considering all

of the generations will need to be important for the future (Campell 2020). Some developers are starting to look into targeting and developing for the aging population (Ritchie, 2020). Currently, retailers reach out to their target demographic group of consumers. Some retailers market to older generations and other retailers market to the younger generations. What the retailer is offering depends on what demographic they are targeting (Kondelis, 2020). Within Philadelphia, the retail market has not proven to be strong as of yet. Retail is particularly tough, especially around the Schuylkill River, which is where the designed site is located. Even with second floor retail, trying to get successful second floor retail in Philadelphia is tough. Developers are spending a lot of time trying to figure out how to get a retail footprint in the area that is feasible (Ritchie, 2020). Instead of marketing based on demographics, ethnography, and function, a better design and service experience solution would be to market around aspirations, belief, and context. This way, customers can get an idea of how the product will enhance their lives (Campell 2020).

There are a few things that are predicted to the future of retail. Three of them that are speculated deal with brick-and-mortar buildings and the integration of technology. Shoppable Video, Recommerce and Retail as a Service will rise as retail continues to evolve (eMarketer 2020). Shoppable Video is a QR code on the side of a television that allows viewers to scan the TV with their smart phone and access something on the screen that the viewer may be interested in purchasing. Recommerce is

secondhand goods. Retail as a Service is thinking about brick-and-mortar retail as an enhanced shopping experience to online shopping. As technology becomes engrained in everything, older adults are becoming more comfortable with the use of technology. Especially during the time when able-bodied adults are mandated to “stay at home” by the government, but still need essential items, more people, regardless of age, have turned to the internet to order essential items (T. Schneider 2020). Innovations in experiential and frictionless retail will change physical retail. The buy-online-pick up in store, easy returns, and self-checkout have helped streamline transactions for a quicker shopping experience (Lipsman 2019).

Due to social commerce (Social Media Purchases) and buy-online-pick-up-in-store (BOPIS), some stores are finding they do not need as much space as they once needed. A lot of the big-box stores are starting to go away from the large box stores and condense their merchandise down to smaller stores. Within these smaller stores, the customer service is there for the older generation to feel like they are getting customer service and being able to touch merchandise. The technology assistant kiosks in these stores are there for the younger generation (T. Schneider 2020). Even thinking beyond the traditional brick-and-mortar setup, there could be small stores, showrooms, pop-up stores, or even shop-in-shops erecting more frequently (Campbell 2020). In the beginning of 2020, there were only 11% total retail spent on e-commerce (Kondelis, 2020). There is an inflated narrative that the majority of the shopping is done online.

However, there will be a rise in online shopping, but the Brick-and-mortar shops are here to stay by complimenting online shopping. When brick-and-mortar stores close, online sales in the area decrease. When brick-and-mortar stores open, online sales in the area increase. When there is an enclosed space that has a food hall with new types of retail spaces and an emphasis on open gathering and hangout spaces, then it resembles what the future of retail is predicted to look like (Baird 2019). Retail as a service helps with the need for customers to touch and feel things. There are many online companies that start out only online. Customers cannot try-on or interact with products and the companies are too small to make a huge investment in a brick-and-mortar location. Due to this issue, there are companies that are helping to solve this problem (Cavill 2020). This concept is like a cross between a flea market and a department store. Many sellers send their merchandise to a central store and the owner of the store will display the goods in a way that increases the likelihood of purchasing a particular good. This is a trend that is anticipated to grow due to the rise of social commerce and direct to consumer companies that are growing (Baird 2019). This way, these retail as a service platforms can allow more digitally nascent brands to grow and be available to the masses by being in brick-and-mortar stores (Lipsman 2019). The difference between how stores operated before and how they will operate in the future can be summed up this way: “it isn’t about having an alcohol provider and a local celebrity bartender, so much as having a local celebrity bartender invent event-specific craft

cocktails using the sponsor's alcohol." (Baird 2019).

Although the research on the future of retail was done before COVID-19 affected the planet, there may be some key things that continue to flourish as far as retail goes even in the midst of COVID-19. During this research, there has been some talk about how social distancing and COVID-19 changes the landscape for how retail moves forward. More people have gone to online shopping between March 8 and March 31, 2020 than previously before. As many talk about social distancing being a measure the American people will have to cope with for a while, how retail can survive has had to be on the minds of business owners since the COVID-19 outbreak in America was taken seriously. Before COVID-19, online purchased retail was not a high percentage of how customers bought goods. During COVID-19, the percentage of people who purchased things online skyrocketed. Once the country goes back to being fully operable, there is a high chance that the number of people who will continue to use online as their preferred shopping method, will keep to that method (Kondelis, 2020). With the American people seeing how the stay at home orders can hurt their local shops, there has been a growing trend to shop local (Zakowicz 2020). In Philadelphia, there are a lot of mom and pop stores that thrive, especially in the areas where multigenerational living is common (Kondelis, 2020). Supporting these local businesses after the pandemic will become very important in keeping the community supported through purchases. No one knows when the world will

be back to normal, but the BOPIS trend that was happening before COVID-19 can still thrive. Customers can still purchase something online and then pick up curbside, instead of in the store. This way, there is still that human element of shopping that people may miss (Zakowicz 2020)

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*Friendship also seems to be the
bond that holds communities
together.*

-Aristotle

The image features two overlapping triangles. The top triangle is light green and points to the right. The bottom triangle is dark purple and points downwards. They overlap in the center. The text 'PART 3' is centered within the green triangle, and 'THE RELATIONSHIP' is centered within the purple triangle.

PART 3

THE RELATIONSHIP



DESIGN PROBE 3

Experience

JW

The other person that I interviewed was JW. She is a mother and a wife who had her elderly mother live with her and her adult daughter live with her. JW is an American woman.

Where do you live?

Single-Family home

Since you lived with your elderly mother, what can you say you wished you had that you did not?

I wish my mother had her own bathroom. Most likely and en-suite bathroom.

What do you wish your daughter had that they did not?

I wish my child also had their own bathroom, but their bathroom was also the guest bathroom.

How many bedrooms do you have currently in your home?

I have a three bedroom home

How many bedrooms do you wish you had or feel you need?

I wish I had a 4 or 5 bedroom house with 3 bathrooms. I would like for there to be a bedroom for my daughter, a bedroom for me and my husband, a bedroom for my mother, a guest room, and a multipurpose room.

What kind of community space do you wish there was in your home?

I would want an open kitchen, living and dining room area. I would like that to be the space where everyone comes together and spends quality time with one another.

AF

To gain more information about the topic, I interviewed two people who could be potential residents of the development I am planning to design for. I interviewed AF, a mother and wife who has two children and her parents come to visit periodically. She is a Saudi-American citizen who grew up with Saudi Arabian customs.

Where do you live?

Apartment

Would you consider the space to be mixed-use?

Only apartments

How often do you see your neighbors?

Everyday. Would see neighbors in the hallway or in the elevator

How often do you speak to your neighbors?

Everyday she would speak to her neighbors. Sees them in the elevator. Makes comments to them if they have a nice dog or children. Sometimes the children play together.

Do you have a balcony?

No

How noisy is your apartment when people are present outside of your home?

Can hear people through the walls on either side or above.

Once you leave your apartment, what do you see?

There is a wall and other apartment doors

Do you see any elderly persons within your complex?

There are three that are known and they all live on the first floor.

Do you see many families within your complex?

There are a few families within the complex. They play with ala's children in a play area.

Would you mind if there were elderly persons living in your complex?

Welcomes the idea of elderly within the building. Would love to spend more time with them as well.

Would you mind if there were families with young children living in your complex?

There are already these types of people present in the space.

Does your complex hold community events?

Yes. They have different community events like once a quarter. On Wednesdays they have food trucks that come by and they have different trucks each Wednesday.

Do you go?

Yes.

What has been your experience living in your current complex? Liked it. Misses the neighbors that she had previously. It was very clean. Cleanliness was of utmost importance to AF. There are four buildings and each building has different amenities. There was a Meeting Room, a TV room, Gym, Study room and a game room. There is an outdoor play area for children. There is also an outdoor pool with grills and cabanas on the campus of these complexes. Overall good experience. Would park car and then walk 5-10 minutes to the complex. Go up the elevator to the third floor. Walk down the hall to home. Interactions would happen in the lobby and the elevator.

What are some things you wish could change? Would change to include a play place for children indoors for year-round play. Price was inconvenient because it is so expensive to live there. There were some management things that were broken and that would be great to fix. The sound of other residents permeating through the floors, ceilings, and walls was undesirable. Assigned parking for at least one space per dwelling.



PROGRAM

Office Space

150,000 sf

Office space adds to the vertical neighborhood mixture of work, commerce and living. The people who occupy these office spaces. Those who work in this office space are not necessarily the same people who live in the residential spaces.

Commerce Space

150,000sf

Commerce space is very important to the livelihood of a community. People are drawn to being in the midst of activity, so bringing commerce space to this development was important. The commerce area will have a mix of food options as well as community enrichment and gathering opportunities.

Residential Space

250,000 sf

Within a mixed-use development, housing is important for commerce relationships. The housing in this complex will focus on familial units. I want to design for multiple generations living under the same dwelling.

| | Square Footage | Major Space | Minor Space |
|--------------------------|------------------|-------------|-------------|
| Residential Units | 200,000 | | |
| Studio | 400-600sf (each) | X | |
| One Bedroom | 600-800sf | X | |
| Two Bedroom | 900-1400sf | X | |
| Three Bedroom | 1200-1700sf | X | |
| Three Bedroom NexGen | 1400-1900sf | X | |
| Four Bedroom NexGen | 1700-3000sf | X | |
| Five Bedroom NexGen | 2200-5000sf | X | |

| | | | |
|----------------------------|---------------|---|---|
| Amenity Spaces | 50,000 | | |
| Basketball/Tennis Court | | | X |
| Lobby Area | | | X |
| Lounge Area/Community Area | | X | |
| Study Room | | | X |
| Indoor Playground | | X | |
| Outdoor Playground | | X | |
| Community Kitchen | | | X |
| Pool Area | | X | |
| Exercise Room | | X | |
| Package Locker | | | X |
| Leasing Office | | | X |
| Storage Space | | | X |
| Pet Washing/Grooming Area | | | X |

| | | | |
|-----------------------|----------------|---|---|
| Business Space | 150,000 | | |
| Office Space | | X | |
| Lobby | | | X |
| Community Kitchen | | X | |
| Restrooms | | | X |
| Storage | | | X |

| | | | |
|------------------------|----------------|---|---|
| Commerce Space | 150,000 | | |
| Food Hall | | X | |
| Bingo Hall/Game Center | | X | |
| Pharmacy | | | X |
| Book Store | | | X |
| Cleaners | | | X |
| Clothing stores | | X | |
| Shipping/Receiving | | | X |
| Storage | | | X |

This matrix shows the initial planning stages of the amenities and spaces within the building that would encourage community within.

| Interior | Exterior | Public | Semi-Private | Private | Retail | Housing | Business |
|----------|----------|--------|--------------|---------|--------|---------|----------|
| X | | | | X | | X | |
| X | | | | X | | X | |
| X | | | | X | | X | |
| X | | | | X | | X | |
| X | | | | X | | X | |
| X | | | | X | | X | |
| X | | | | X | | X | |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | X | X | | | | X | |
| X | | | X | | | X | |
| X | | | X | | | X | |
| X | | | | X | | X | X |
| X | | | X | | | X | |
| | X | X | | | | X | |
| X | | X | | | | X | X |
| | X | | X | | | X | |
| X | | | X | | X | X | X |
| X | | X | | | | X | |
| X | | | | X | | X | |
| X | | | X | | | X | X |

| | | | | | | | |
|---|--|---|---|---|--|--|---|
| X | | | | X | | | X |
| X | | X | | | | | X |
| X | | | X | | | | X |
| X | | | | X | | | X |
| X | | | | X | | | X |

| | | | | | | | |
|---|---|---|--|---|---|--|--|
| X | X | X | | | X | | |
| X | | X | | | X | | |
| X | | X | | | X | | |
| X | | X | | | X | | |
| X | | X | | | X | | |
| X | | X | | | X | | |
| X | | | | X | X | | |
| X | | | | X | X | | |

RESIDENTIAL PROGRAM

Research has shown an uptick in multiple generations living together for various reasons. Immigrants, black and latin families are more inclined to live with multiple generation. By living with family members, according to Cigna, decreases feelings of loneliness, which, as I previously mentioned, is becoming an epidemic. This is why I have an ethnic grocery store as an amenity within this neighborhood and I have included special Nexgen types of room



Americans who live with others are less likely to be lonely (average loneliness score of **43.5**) compared to those who live alone (**46.4**). However, this does not apply to single parents/guardians (average loneliness score of **48.2**) – **even though they live with children, they are more likely to be lonely.**

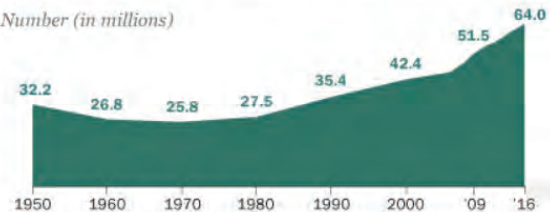


One-in-five Americans live in a multigenerational household

% of population in multigenerational households



Number (in millions)



There are not many three bedroom apartments erected in Philadelphia. These are necessary for families that cannot fit in two bedroom spaces. In addition to standard studio, one and two bedroom apartments, I have included three- and four- bedroom apartments for those who need the space. I have called the rooms that will house multiple families the Nexgen rooms. This way, multiple families can live near each other or together, but have their own space. I could have used a configuration like this when living at home with my parents; they have their own quarters and I have my own quarters. The Nexgen 5 bedroom units are a combination of units that make 5 total bedrooms. Could be a 3 bedroom and a 2 bedroom adjoined together for say older parents, who want to have their own space and their adult child who has a young child need their own space in a two bedroom, but pool their money together to make the unit more affordable.

Studio

- Studio/1 bath
- 26 units
- 9 Nexgen Units
- 1 multi-floor unit

One Bedroom

- One Bedroom/1 bath
- 21 units
- 8 Nexgen Units
- 5 multi-floor units

Two Bedroom

- Two Bedroom/2 bath
- 19 units
- 11 Nexgen Units
- 5 multi-floor units

Three Bedroom

- Three Bedroom/3 bath
- Three Bedroom/2 bath
- 17 units total
- 7 Nexgen Units

Four Bedroom

- Four Bedroom/3 bath
- 10 units
- 3 Nexgen Units
- 2 multi-floor units

Nexgen 3 Bedroom

- 2br/2ba + Studio
- 2br/2ba + 1br/1ba

Nexgen 4 Bedroom

- 3br/2ba + Studio
- 3br/2ba + 1 br/1ba
- 2br/2ba + 2br/2ba
- 2br/ba + 1br/1ba +Studio

Nexgen 5 Bedroom

- 4br/3ba + Studio
- 4br/3ba +1br/1ba
- 3br/2ba + Studio + Studio
- 3br/2ba + Studio + 1br/1ba
- 3br/2ba + 2br/2ba

COMMERCE PROGRAM

COMMERCE SPACES:

- Shoe Cobbler
- Selling Market
- Jewelry Repair Store
- Ethnic Grocery Store
- Cleaners/Tailor
- UPS Store
- Local Seller Market
- Bike Repair Shop
- Maker Space and Retail
- Coffee Beans
- Skin Care
- Wine Cellar
- Florist
- Candle Maker

RESTAURANT SPACES:

- Food Court of assorted food types
- Bakery
- Specialty Cheese Store
- Butcher Shop
- Specialty Wine Shop
- Rooftop Restaurant- Upscale
- Second Floor Restaurant- Chick-fil-A
- Ground Floor Restaurant- Well-Known
- Tea Bar
- Craft Beer
- Chocolate Shop

This place is designed with gathering at the forefront of the design. The commerce that will be within the space is there to allow many users to gather and shop at local places.

BUILDING CODES

TABLE 1004.5
MAXIMUM FLOOR AREA ALLOWANCES PER OCCUPANT

| FUNCTION OF SPACE | OCCUPANT LOAD FACTOR ^a |
|--|-----------------------------------|
| Accessory storage areas, mechanical equipment room | 300 gross |
| Agricultural building | 300 gross |
| Aircraft hangars | 500 gross |
| Airport terminal | 20 gross |
| Baggage claim | 300 gross |
| Baggage handling | 100 gross |
| Concourse Waiting areas | 15 gross |
| Assembly | |
| Gaming floors (keno, slots, etc.) | 11 gross |
| Exhibit gallery and museum | 30 net |
| Assembly with fixed seats | See Section 1004.6 |
| Assembly without fixed seats | |
| Concentrated | |
| (chairs only—not fixed) | 7 net |
| Standing space | 5 net |
| Unconcentrated (tables and chairs) | 15 net |
| Bowling centers, allow 5 persons for each lane including 15 feet of runway, and for additional areas | 7 net |
| Business areas | 150 gross |
| Concentrated business use areas | See Section 1004.8 |
| Courtrooms—other than fixed seating areas | 40 net |
| Day care | 35 net |
| Dormitories | 50 gross |

[P] TABLE 2902.1
MINIMUM NUMBER OF REQUIRED PLUMBING FIXTURES⁽¹⁾(See Sections 2902.1.1 and 2902.2)

| No. | CLASSIFICATION | DESCRIPTION | WATER CLOSETS (URINALS SEE SECTION 424.2 OF THE INTERNATIONAL PLUMBING CODE) | | LAVATORIES | | BATHTUBS/ SHOWERS | DRINKING FOUNTAINS (SEE SECTION 410 OF THE INTERNATIONAL PLUMBING CODE) | OTHER |
|--|--|---|---|---|---|-------------|----------------------|--|---|
| | | | Male | Female | Male | Female | | | |
| 1 | Assembly | Theaters and other buildings for the performing arts and motion pictures ⁽¹⁾ | 1 per 125 | 1 per 85 | 1 per 200 | | — | 1 per 500 | 1 service sink |
| | | Nightclubs, bars, taverns, dance halls and buildings for similar purposes ⁽¹⁾ | 1 per 40 | 1 per 40 | 1 per 75 | | — | 1 per 500 | 1 service sink |
| | | Restaurants, banquet halls and food courts ⁽¹⁾ | 1 per 75 | 1 per 75 | 1 per 200 | | — | 1 per 500 | 1 service sink |
| | | Casino gaming areas | 1 per 100 for the first 400 and 1 per 250 for the remainder exceeding 400 | 1 per 80 for the first 400 and 1 per 150 for the remainder exceeding 400 | 1 per 250 for the first 750 and 1 per 500 for the remainder exceeding 750 | | — | 1 per 1,000 | 1 service sink |
| | | Auditoriums without permanent seating, art galleries, exhibition halls, museums, lecture halls, libraries, arcades and gymnasiums ⁽¹⁾ | 1 per 125 | 1 per 65 | 1 per 200 | | — | 1 per 500 | 1 service sink |
| | | Passenger terminals and transportation facilities ⁽¹⁾ | 1 per 500 | 1 per 500 | 1 per 750 | | — | 1 per 1,000 | 1 service sink |
| | | Places of worship and other religious services ⁽¹⁾ | 1 per 150 | 1 per 75 | 1 per 200 | | — | 1 per 1,000 | 1 service sink |
| | | Coliseums, arenas, skating rinks, pools and tennis courts for indoor sporting events and activities | 1 per 75 for the first 1,500 and 1 per 120 for the remainder exceeding 1,500 | 1 per 40 for the first 1,520 and 1 per 80 for the remainder exceeding 1,520 | 1 per 200 | 1 per 150 | — | 1 per 1,000 | 1 service sink |
| Stadiums, amusement parks, bleachers and grandstands for outdoor sporting events and activities ⁽¹⁾ | 1 per 75 for the first 1,500 and 1 per 120 for the remainder exceeding 1,500 | 1 per 40 for the first 1,520 and 1 per 80 for the remainder exceeding 1,520 | 1 per 200 | 1 per 150 | — | 1 per 1,000 | 1 service sink | | |
| 2 | Business | Buildings for the transaction of business, professional services, other services involving merchandise, office buildings, banks, light industrial, ambulatory care and similar uses | 1 per 25 for the first 50 and 1 per 50 for the remainder exceeding 50 | | 1 per 40 for the first 80 and 1 per 80 for the remainder exceeding 80 | | — | 1 per 100 | 1 service sink ⁽²⁾ |
| 3 | Educational | Educational facilities | 1 per 50 | | 1 per 50 | | — | 1 per 100 | 1 service sink |
| 4 | Factory and industrial | Structures in which occupants are engaged in work fabricating, assembly or processing of products or materials | 1 per 100 | | 1 per 100 | | — | 1 per 400 | 1 service sink |
| 5 | Institutional | Custodial care facilities | 1 per 10 | | 1 per 10 | | 1 per 8 | 1 per 100 | 1 service sink |
| | | Medical care recipients in hospitals and nursing homes ⁽³⁾ | 1 per room ⁽³⁾ | | 1 per room ⁽³⁾ | | 1 per 15 | 1 per 100 | 1 service sink |
| | | Employees in hospitals and nursing homes ⁽³⁾ | 1 per 25 | | 1 per 35 | | — | 1 per 100 | — |
| | | Visitors in hospitals and nursing homes | 1 per 75 | | 1 per 100 | | — | 1 per 500 | — |
| | | Prisons ⁽³⁾ | 1 per cell | | 1 per cell | | 1 per 15 | 1 per 100 | 1 service sink |
| | | Reformatories, detention centers and correctional centers ⁽³⁾ | 1 per 15 | | 1 per 15 | | 1 per 15 | 1 per 100 | 1 service sink |
| | | Employees in reformatories, detention centers and correctional centers ⁽³⁾ | 1 per 25 | | 1 per 35 | | — | 1 per 100 | — |
| Adult day care and child day care | 1 per 15 | | 1 per 15 | | 1 | 1 per 100 | 1 service sink | | |
| 6 | Mercantile | Retail stores, service stations, shops, salesrooms, markets and shopping centers | 1 per 500 | | 1 per 750 | | — | 1 per 1,000 | 1 service sink ⁽²⁾ |
| 7 | Residential | Hotels, motels, boarding houses (transient) | 1 per sleeping unit | | 1 per sleeping unit | | 1 per sleeping unit | — | 1 service sink |
| | | Dormitories, fraternities, sororities and boarding houses (not transient) | 1 per 10 | | 1 per 10 | | 1 per 8 | 1 per 100 | 1 service sink |
| | | Apartment house | 1 per dwelling unit | | 1 per dwelling unit | | 1 per dwelling unit | — | 1 kitchen sink per dwelling unit; 1 automatic clothes washer connection per 20 dwelling units |
| | | One- and two-family dwellings and lodging houses with five or fewer guestrooms | 1 per dwelling unit | | 1 per 10 | | 1 per dwelling unit | — | 1 kitchen sink per dwelling unit; 1 automatic clothes washer connection per dwelling unit |
| | | Congregate living facilities with 18 or fewer persons | 1 per 10 | | 1 per 10 | | 1 per 8 | 1 per 100 | 1 service sink |
| 8 | Storage | Structures for the storage of goods, warehouses, storehouses and freight depots, low and moderate hazard | 1 per 100 | | 1 per 100 | | — | 1 per 1,000 | 1 service sink |

1004.6 Fixed seating.

For areas having *fixed seats* and *aisles*, the *occupant load* shall be determined by the number of *fixed seats* installed therein. The *occupant load* for areas in which *fixed seating* is not installed, such as waiting spaces, shall be determined in accordance with Section 1004.5 and added to the number of *fixed seats*.

The *occupant load* of *wheelchair spaces* and the associated companion seat shall be based on one occupant for each *wheelchair space* and one occupant for the associated companion seat provided in accordance with Section 1108.2.3.

For areas having *fixed seating* without dividing arms, the *occupant load* shall be not less than the number of seats based on one person for each 18 inches (457 mm) of seating length.

The *occupant load* of seating booths shall be based on one person for each 24 inches (610 mm) of booth seat length measured at the backrest of the seating booth.

1004.7 Outdoor areas.

Yards, patios, occupied roofs, *courts* and similar outdoor areas accessible to and usable by the building occupants shall be provided with *means of egress* as required by this chapter. The *occupant load* of such outdoor areas shall be assigned by the *building official* in accordance with the anticipated use. Where outdoor areas are to be used by persons in addition to the occupants of the building, and the path of egress travel from the outdoor areas passes through the building, *means of egress* requirements for the building shall be based on the sum of the *occupant loads* of the building plus the outdoor areas.

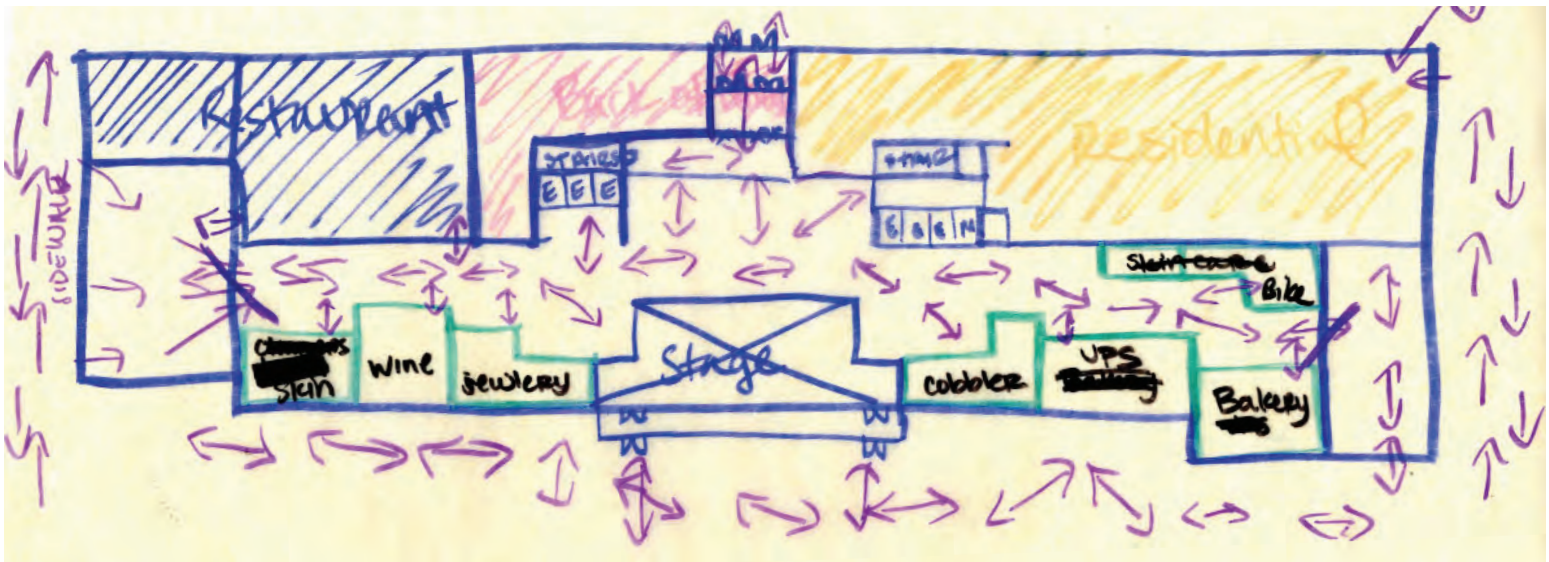
Exceptions:

1. Outdoor areas used exclusively for service of the building need only have one *means of egress*.
2. Both outdoor areas associated with Group R-3 and individual dwelling units of Group R-2.



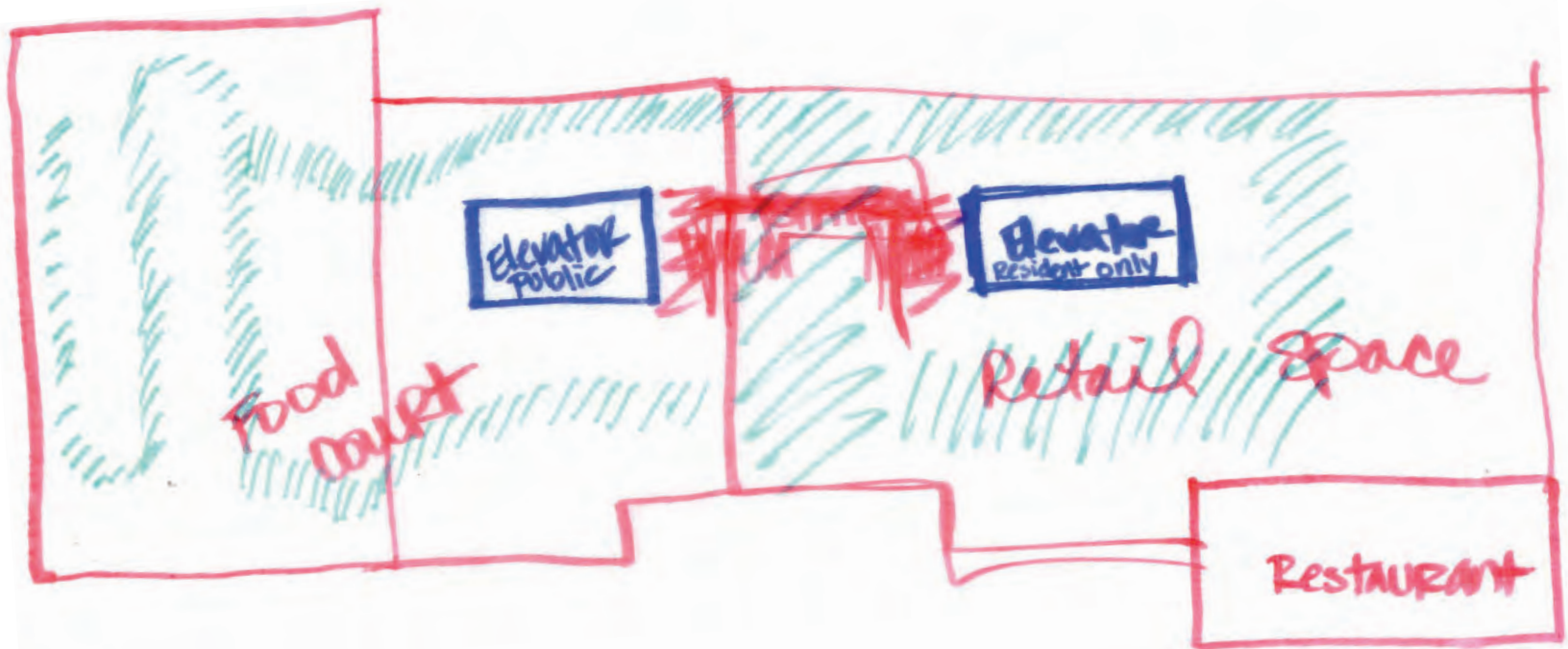
PROCESS

LEVEL 1



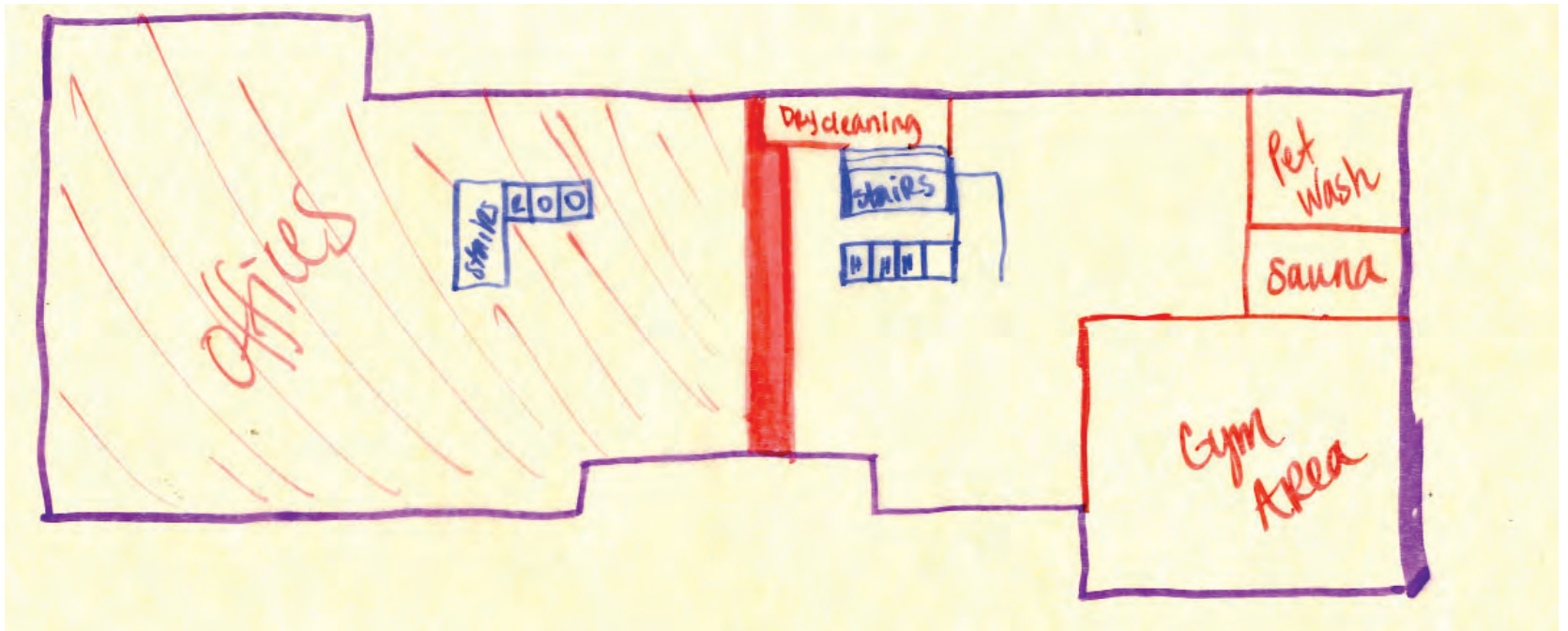
Level 1 was designed to be where foot traffic would permeate. I wanted to open the building up to provide a breezeway between Market St and Chestnut St. I opened up the base of the building to provide a more seamless transition into the building from the sidewalk. There also needed to be residential and business access on the first floor.

LEVEL 2



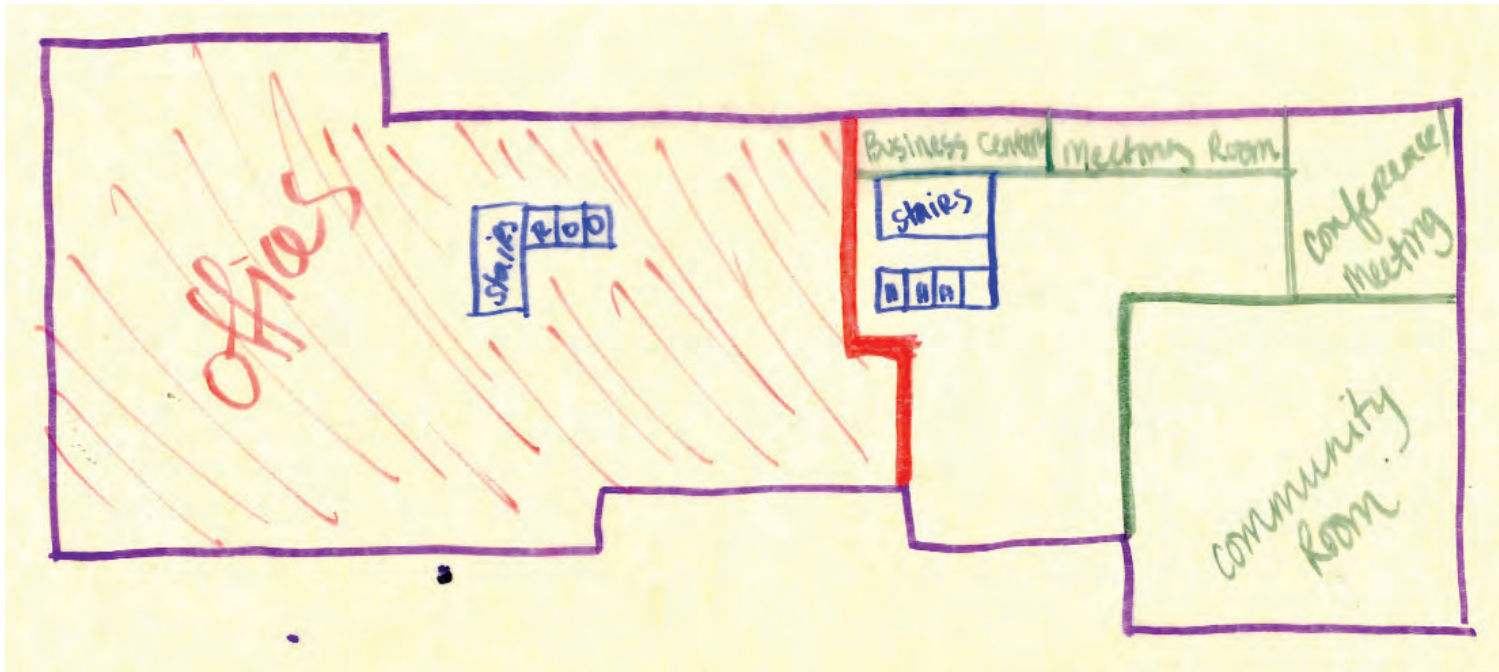
There is a stage that splits the first and second floor. This stage is for everyone who visits the building. There is an assortment of food in the food court/market place. Food is a central staple of people communing. There is also retail space and a restaurant to get people on the second floor.

LEVEL 3



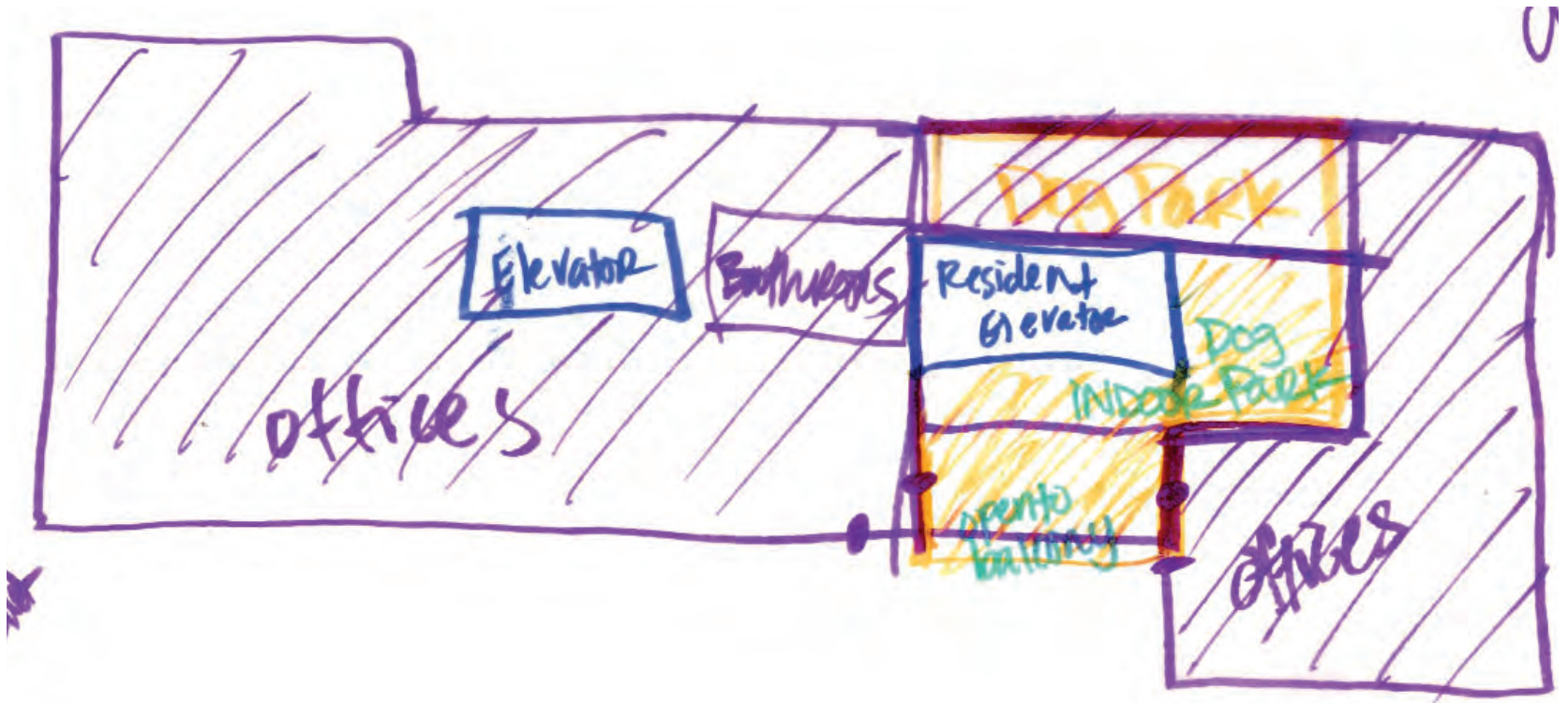
Level 3 is where the offices begin. There would be offices and residential amenities on this floor. The idea is to have amenities that the office employees and the residents could share.

LEVEL 4



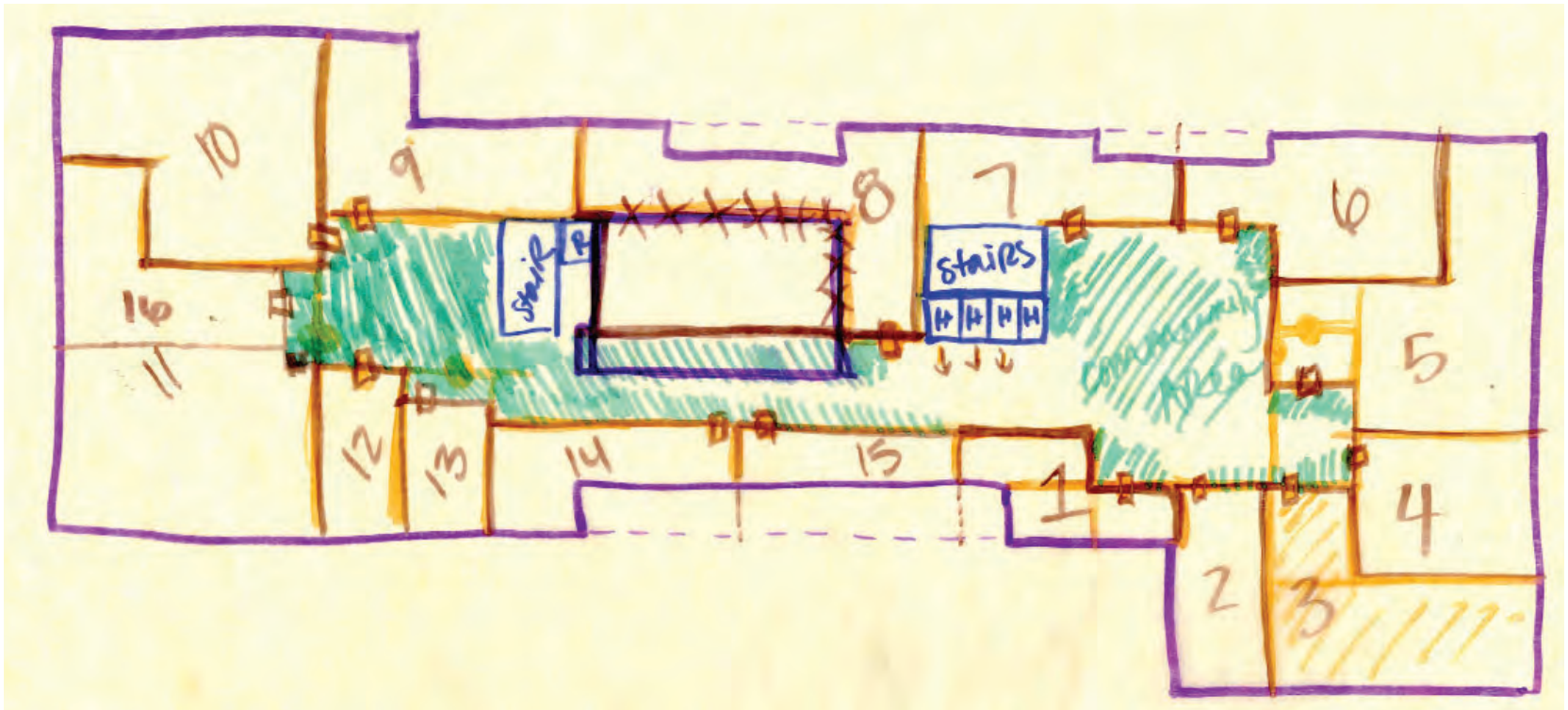
Level 4 is more offices and business oriented in its residential amenities. There would be conference and meeting rooms to compliment the business center if residents were to work from home. The community room is the central gathering location for building curated events.

LEVEL 5



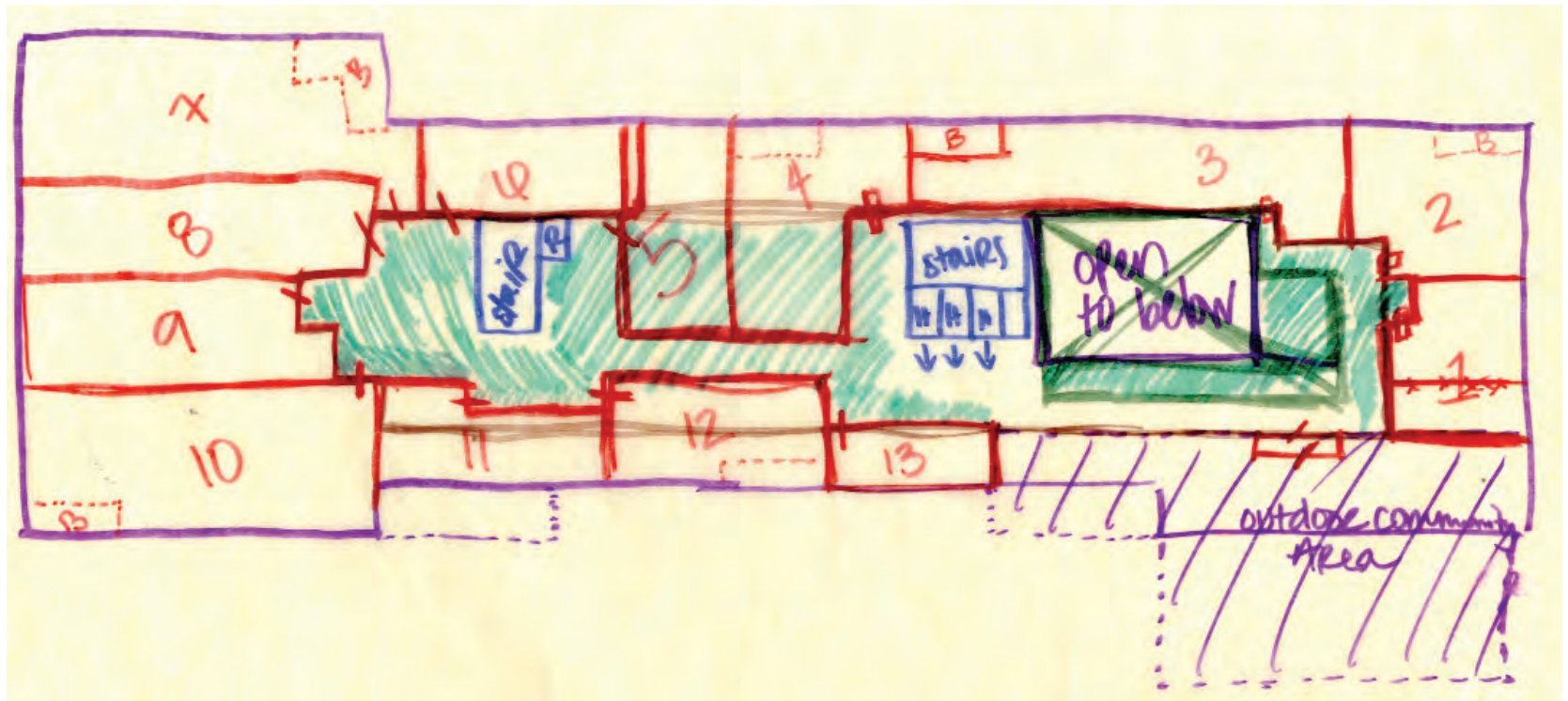
Level 5 is where there are offices and an indoor and outdoor dog park. The bathrooms would be between the elevators on every floor. Offices were to take up floors 3-5 and residential amenities were to be located on floors 3-5.

LEVEL 6



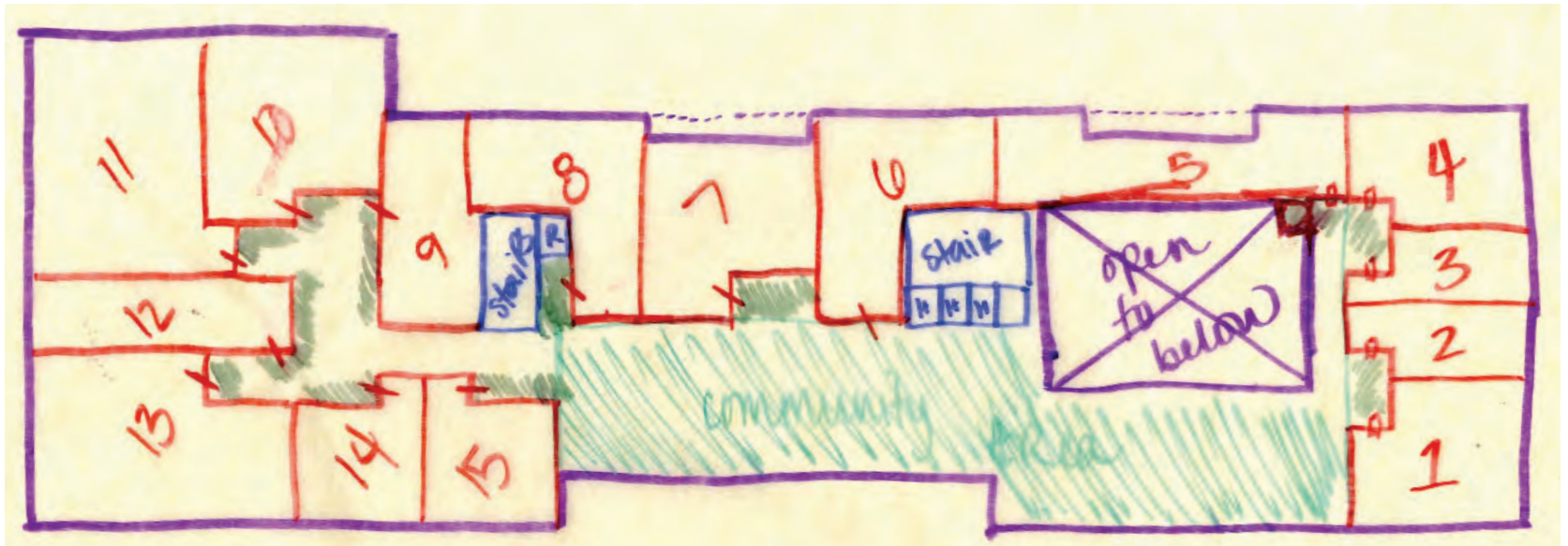
Level 6 is the first floor with residential units. The numbers are sections of where the apartments would be per floor. The green area is the community area. The community area would be where residents on the floor or any floor could get together and chat with each other. There is a hole in the center to be used for an atrium.

LEVEL 7



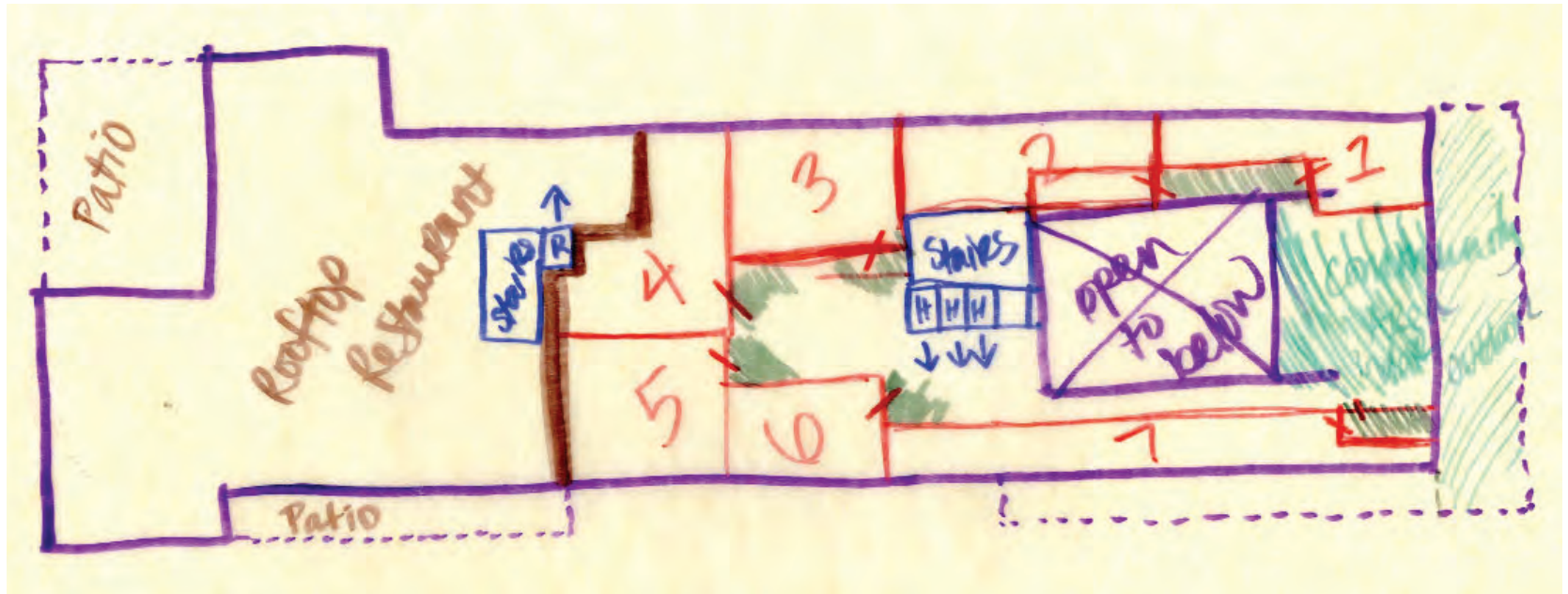
Level 7 is another floor with residential only units. There is an atrium that is open to below and above. There is an outdoor area where the community can gather for additional space to get to know each other. I was thinking about the envelope being opened up and each unit having balconies in addition to yard space.

LEVEL 8



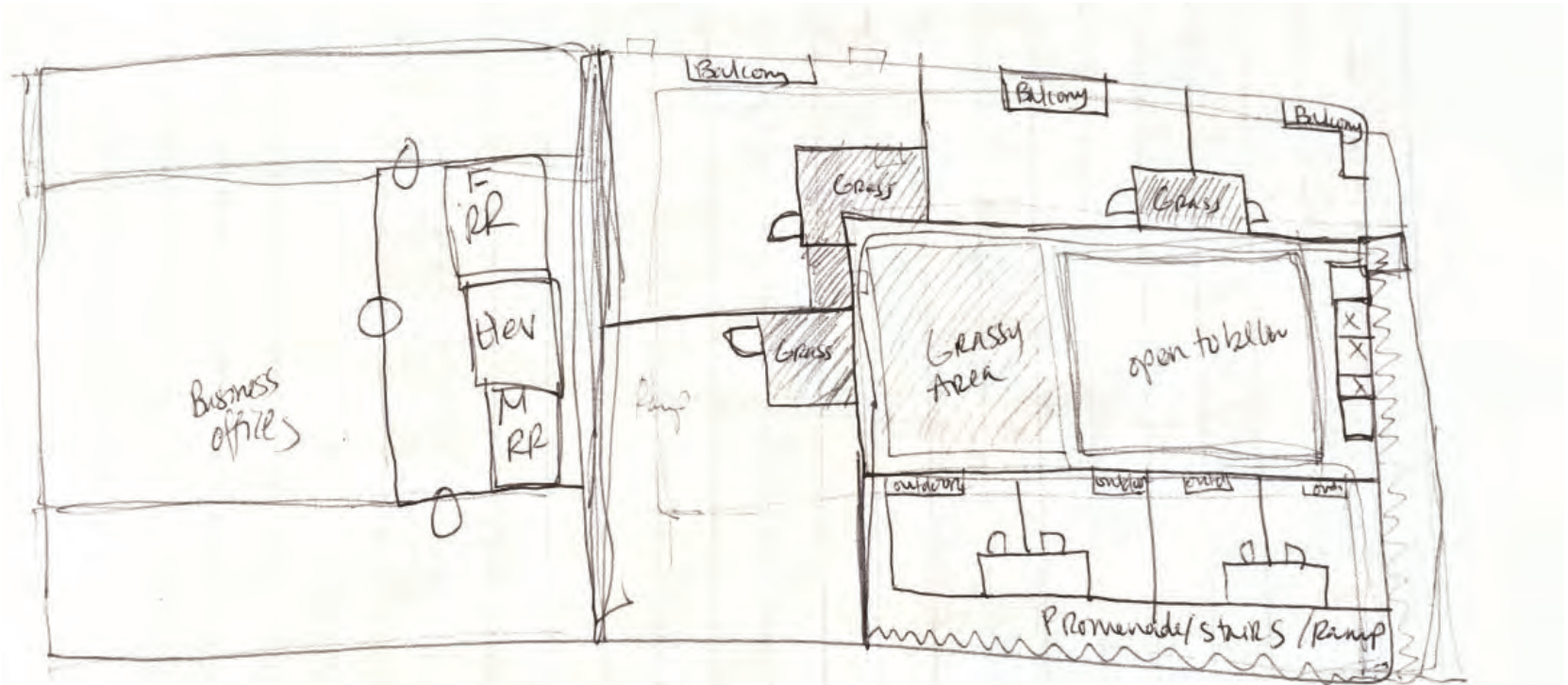
Level 8 is another level of residential units. There is an atrium that is open to below and above. This floor will have a community area for residents to gather. There will be an open "grassy" area for residents to be able to meet on.

LEVEL 9



Level 9 has the rooftop restaurant and residences. The rooftop restaurant is an upscale restaurant that has two outdoor patios that give customers views of the city and the Schuylkill River. The residences are around the atrium and there is a large outdoor patio that is open to the community area. The community indoor area and the outdoor area blend into each other for a seamless community area 103

PROMENADE SKETCH



Level 4-9

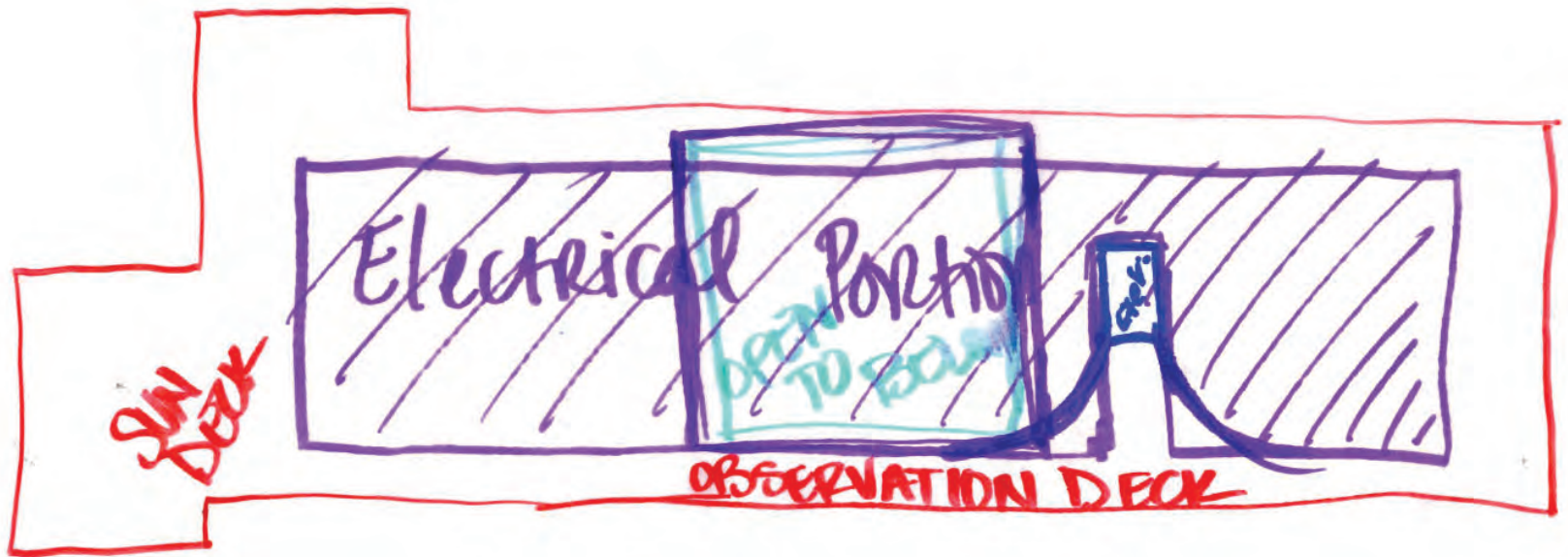
- 4- outdoor playground
- 5- outdoor water feature
- 9- Flat Grass for programs

6- Gazebo

- 7- Lounge seating w/ swings
- 8- Grilling Area

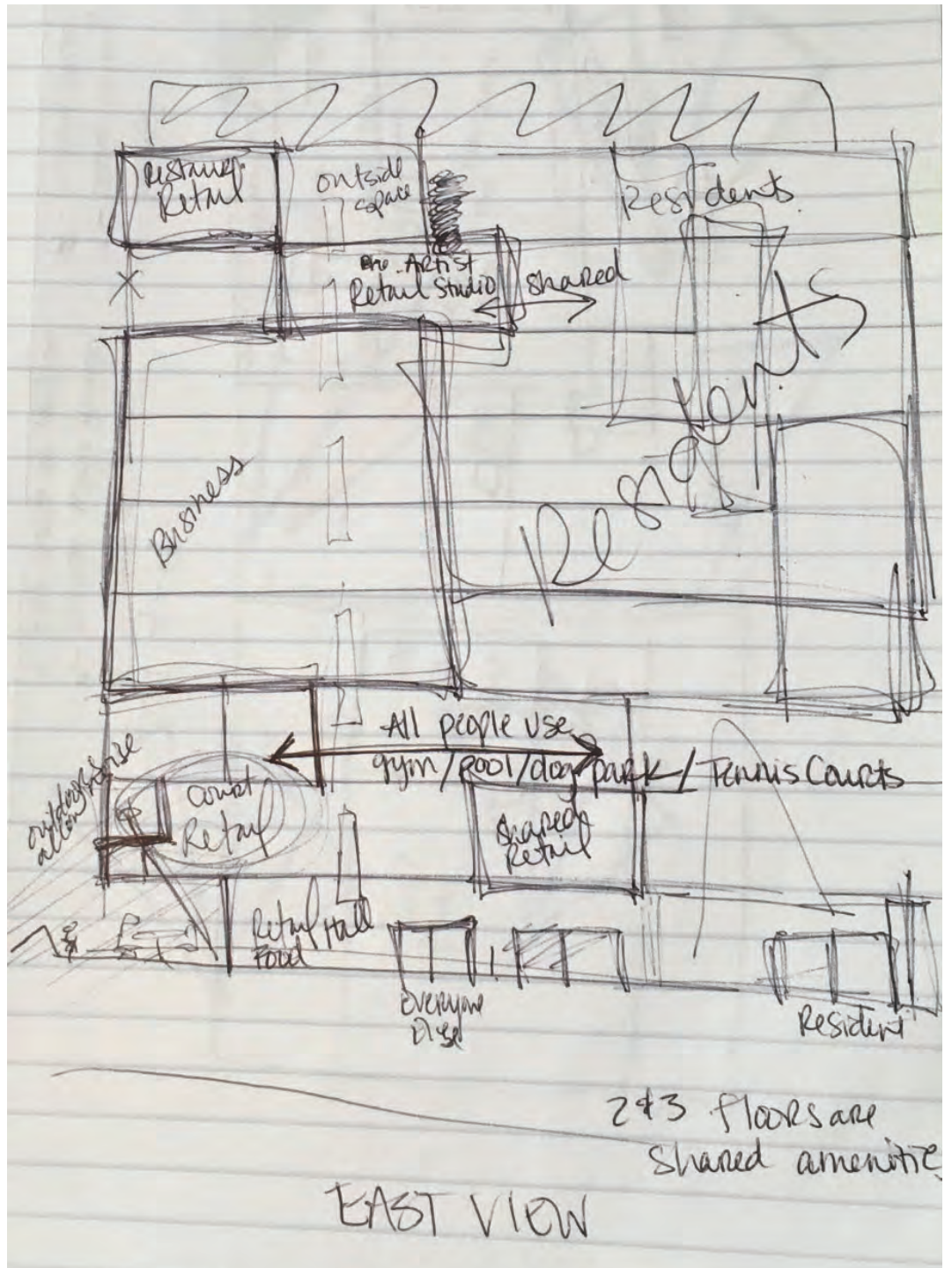
Sketch of the promenade and ideas on what could be in the community areas for each floor.

ROOF



Roof portion will have an amenity for residents to utilize. There could be a sun deck for residents to lay around on. The observation deck on the exterior envelope of the building is also for residents. The interior of the rooftop will house the mechanical systems.

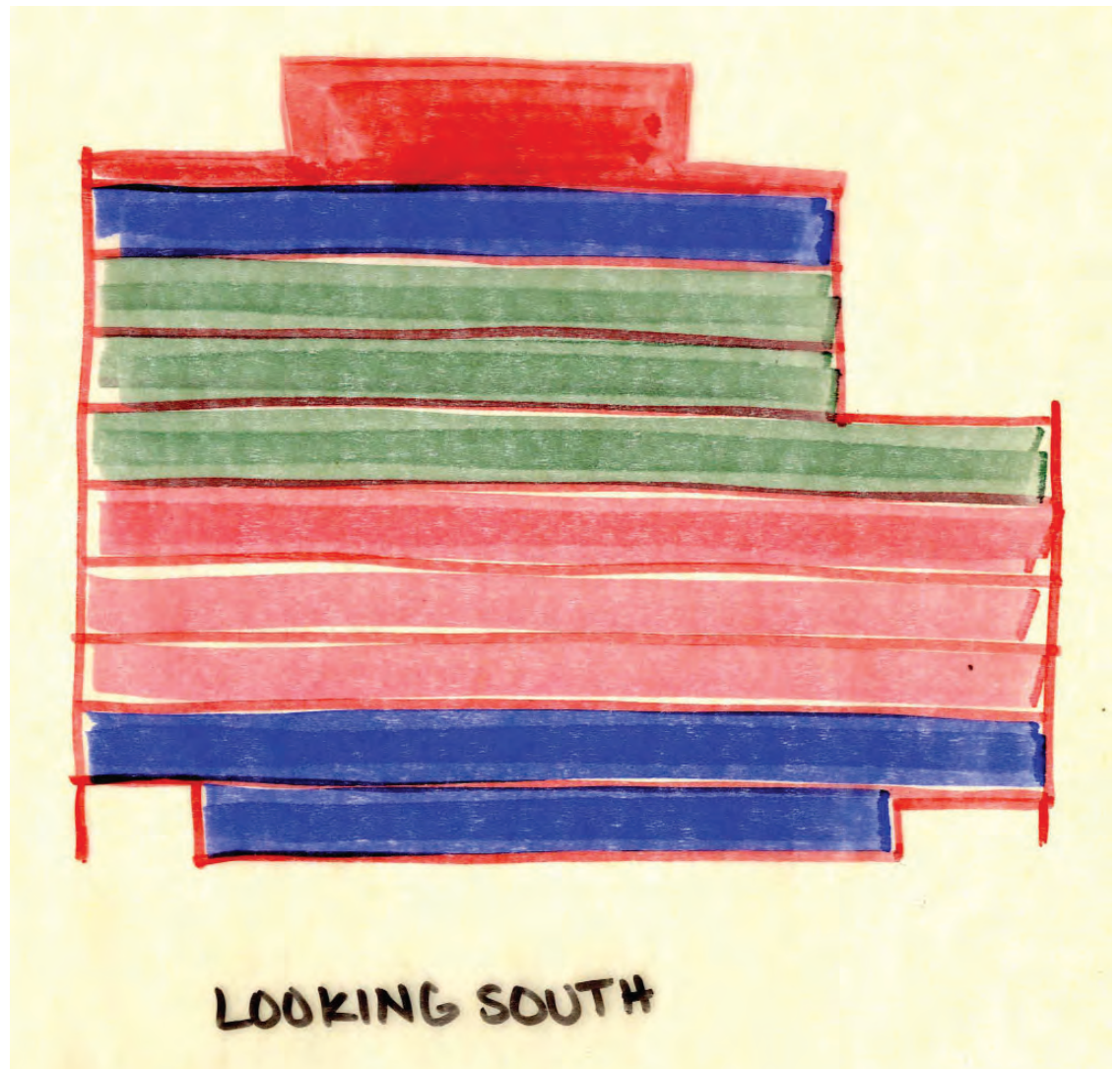
WEST SECTION



This is a sketch of the building section for what I am imagining the building to look like as a person travels vertically.

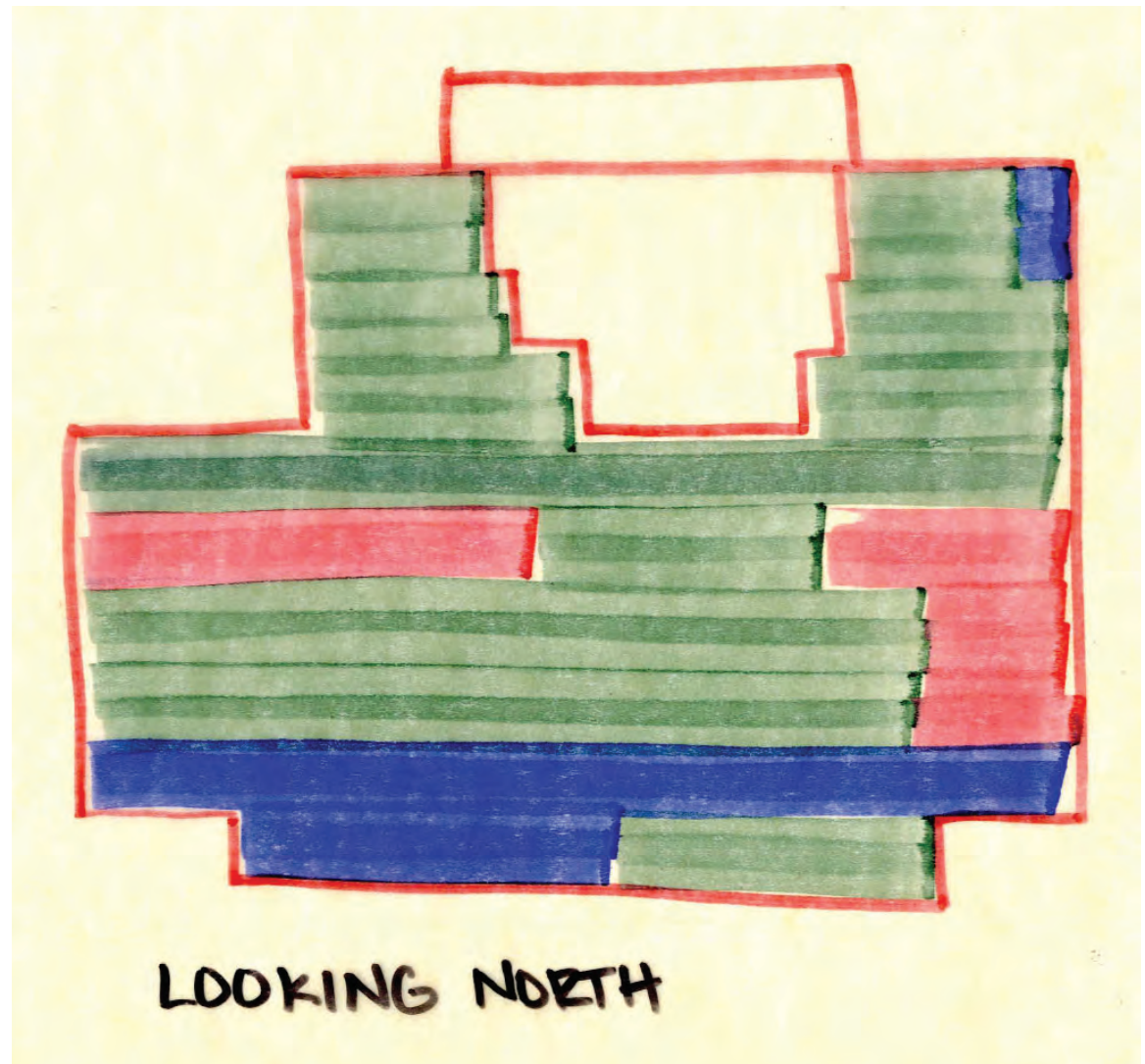
NORTH SECTION

The blue lines represent the floors that are open to the public. The red lines represent the floors where office employees generally utilize. The green lines represent the floors that are for residents to utilize. This is a section of the building looking south.



SOUTH SECTION

The blue lines represent the floors that are open to the public. The red lines represent the floors where office employees generally utilize. The green lines represent the floors that are for residents to utilize. This is a section of the building looking north. This shows the residential amenities on the lower floors .



USER MAPPING

User #1: Phillip- Visitor

Phillip works at the PECO across Market Street. He frequents the bar after work on Friday's while watching the performances on the stage. He will oftentimes go to the Harvest Market located on both the first and second floors during his lunch time. If he gets a chance to step away from work for a second, sometimes, he uses the UPS shipping service to mail things to his nephew.

User #2: Denise- Visitor

Denise loves coming to The Genseng on Saturday's. On Saturday mornings, she likes to peruse the kiosks and visit the pop up shop where local vendors can display their goods in the Harvest Market. She likes to browse before attending her Saturday morning Brunch and Books book club. They meet mid-morning on Saturdays. After their book club meeting, in the multi-purpose room on the 2nd floor, Denise usually rents out one of the studios in the maker space to spin clay and make ceramic eatery. Saturday evenings once she is finished with working in the ceramics studio in the maker space, she gets some items from the ethnic grocery shop on the 2nd floor before heading home.

User #3: Rani- Works in The Genseng

Rani works on the 3rd floor of The Genseng for an economic policy consulting firm. If she gets to work in the early mornings, she uses the gym on the 3rd floor. It is during these gym times that she meets other people who live in The Genseng. During the winter, Rani works really late nights and ends up taking her dog to work with her. Throughout the day, she takes her dog to the 5th floor dog park. It is at this dog park where she meets Allison, who invites her to book club on Saturday mornings. During those late winter nights, Rani takes relief in that there are plenty of food choices to choose from to eat for dinner.

User #4: Allison and Austin- Live in The Genseng

Allison and Austin are a couple that live in a 4-bedroom Nexgen unit. They have a two bedroom attached to another two bedroom. One unit is on the 7th floor, room 712. The other room is on the 8th floor, 817. Austin wakes up early in the morning and heads to the

dog park on the 5th floor to walk his dog. After walking the dog, Austin heads to the gym on the 3rd floor. It is during this early morning gym time that he usually runs into Rani and strikes up a conversation with her. It is at this encounter that he mentions how his wife Allison is part of a book club. Allison begins her day by going to Trader Joe's to get some groceries to cook for a special birthday dinner. When she gets back from Trader Joe's, she does yoga in the meditation/yoga room on the 4th floor. Afterwards, she is in the relaxed mind set to snuggle up with a good book in the book nook on the 6th floor.

User #5: David and Dylan - Live in The Genseng

David is a single father to his 3-yr old son, Dylan. They rent an apartment on the 9th floor, unit 905. David works at city hall, so enjoys the walk to and from work as a way to decompress from his day or build up his momentum to start working. On Tuesday's David has a standing appointment with the Lance at the Barber shop on the 1st floor of The Genseng. On some occasions, David will take his son to the indoor children's play area on the 5th floor. It is here that his son makes friends with some of the other kids. Dylan especially befriends James, who's mother is named Wanda. David and Wanda meet through play dates with their children and eventually start dating. During the summer months, Dylan and James will have play dates in the outdoor playground on the 7th floor.

User #6: Marcus, Margaret, and Sadie - Live in The Genseng

Marcus and Melissa are a married couple who decided to move back to the city after they retired. They live in a 2- bedroom and have the Nexgen 1-bedroom adjoining their unit. They live in 810 and 809. Due to their location, their granddaughter Sadie decided to live with her grandparents while she attended Drexel University for her undergraduate studies. Marcus usually goes to the bar on Friday nights. He enjoys the musician acts that come in the evenings. He usually sits either at the bar or on the 2nd floor. When he sits at the bar on the 1st floor, he notices Phillip there as a regular, so they strike up a conversation and slowly become friends. Saturday mornings are Marcus' day to go up to the garden on the 9th floor and check in on his roses he has planted in the community garden on the 9th floor. While Marcus is tending to the garden, his wife Margaret hits the Schuylkill River Trail and bikes for 15 miles. Afterwards, she relaxes on the 6th floor balcony and invites anyone she meets in the elevator to join her on the balcony for a mid-day margarita! On Sunday's she volunteers for a non-profit that hands out toiletries and blankets to homeless people in the multi-purpose room on the 2nd floor.

User #7: Jessica, Wanda, James, and Nelson - Live in The Genseng

Jessica is 11 years old and lives with her 4 year old little brother, James and mother named Wanda. They live in the 4- bedroom unit at 602. Upstairs in the Nexgen unit, Jessica's grandfather lives in 702 in a 1- bedroom unit. When Jessica gets home from school, she often enjoys sitting at the table on the 6th floor in the community space to do her homework. She is often in charge of bringing her little brother, James to the indoor or outdoor children's play area. On the weekends, Jessica and her friends go to the 8th floor and play checkers with the life size pieces. Jessica's mother Wanda likes to do yoga on Sunday mornings before going to get her nails done in the surrounding area. Grandpa Nelson, who lives in 702 likes to go up to Marcus' floor and get him early on Tuesday and Thursday mornings so they can stay active by doing self-guided water aerobics in the indoor rooftop pool.

User #8: Tyler- Tourist

Tyler is a tourist to Philadelphia. She inquired on where a good restaurant to try was and someone told her to go to The Rooftop. As Tyler entered into the building's footprint, she wanted to check out this world she just wandered into. She first stopped at the local market that houses local vendors' items. Afterwards, she went to the elevators and went up to the rooftop for her 6 pm dinner feeding. She elected to sit outside and be mesmerized in the humming of the city as she looked at the Schuylkill River and West Philadelphia. After dinner, her server told her about the rooftop movie that was happening, all she had to do was walk up the steps to the roof to watch the movie. The building was throwing a movie night. Tyler continued up to the roof after dinner and engaged in a little bit of conversation and pre-movie trivia before settling into her lawn chair and watching a movie.

User #9: Jimmy - Works at The Genseng

Jimmy is a journalist that needs a space to write his publications. He uses the co-worker space on the 3rd floor. While there, he interacts with David and others who are working within the same space. When you purchase space at The Genseng, it comes with access to certain amenities. He elects to use the 4th floor sauna on occasion. He really enjoys how there is an ethnic grocery store where he can get some items that he can't find in the stores nearby before heading back to his home in King of Prussia.

User #10: David - Lives at The Genseng

David lives in a rented 4- bedroom unit, 614, on the 6th floor with his wife and two kids. He is often able to work from home. Sometimes, he needs a change of scenery, so will work in the business center on the 4th floor. At the end of a long day, he likes to sit on his front porch while drinking a beer and greeting the passers by as they play in the hallway or head home.

*Start by doing what is necessary;
then do what is possible; and
suddenly you are doing the
impossible.*

-Francis of Assisi



PART 4

COMMUNITY



Baby boomers leaving suburbs for fun in the city

New research suggests that younger Americans' preference for urban living is real and not wearing off.

Downsizing baby boomers face a key decision: Is it better to rent or to buy?



Loneliness: A New Epidemic in the USA

Loneliness affects almost half of adult Americans.

Posted Feb 12, 2019

Millennials And The Loneliness Epidemic

- **Spending time with family:** Those who spend more time than desired with their family and those who spend less time than desired are on par with one another when it comes to experiencing feelings of loneliness. Those who report spending too much time with family stand out as being more likely than those who don't to say that they feel as though they are part of a group of friends (73 percent vs. 64 percent) and they can find companionship when they need it (74 percent vs. 67 percent).



Multigenerational Homes: Multigenerational Living is Back

December 18, 2019 // by Susan Bady-Holmes [Leave a Comment](#)

Another Benefit: Shared Expenses

In 2013, while I was living with my mother, my grandmother moved from Philadelphia down to Houston with us. There were three generations living within one household

Due to COVID-19, my sister and her husband moved to Houston to live with my parents as a safeguard for their unborn child.

There are currently three generations living within one household-again!

This living situation got me thinking about how this was not unique. Many families that are immigrant and non-white are used to living with multiple generations.

Then I came across articles where multigenerational living is back, Baby boomers are living in the city, millennials living in the city and a slew of other headlines that pointed the mass back to the city.

While researching multigenerational living, it was also discovered that loneliness is an epidemic in the US and a way that feelings of loneliness can be eased is through living with family members

In addition to living with family members to help ease loneliness, shared expenses and responsibilities are also a benefit to this living situation.

So, I ask you to...

Imagine a building where

ALL

generations and people

ARE WELCOME





Imagine a residence within the

CITY

where you can **LIVE** with or next to your

FAMILY MEMBERS

while having your own living quarters

Imagine a place where you feel like you

BELONG

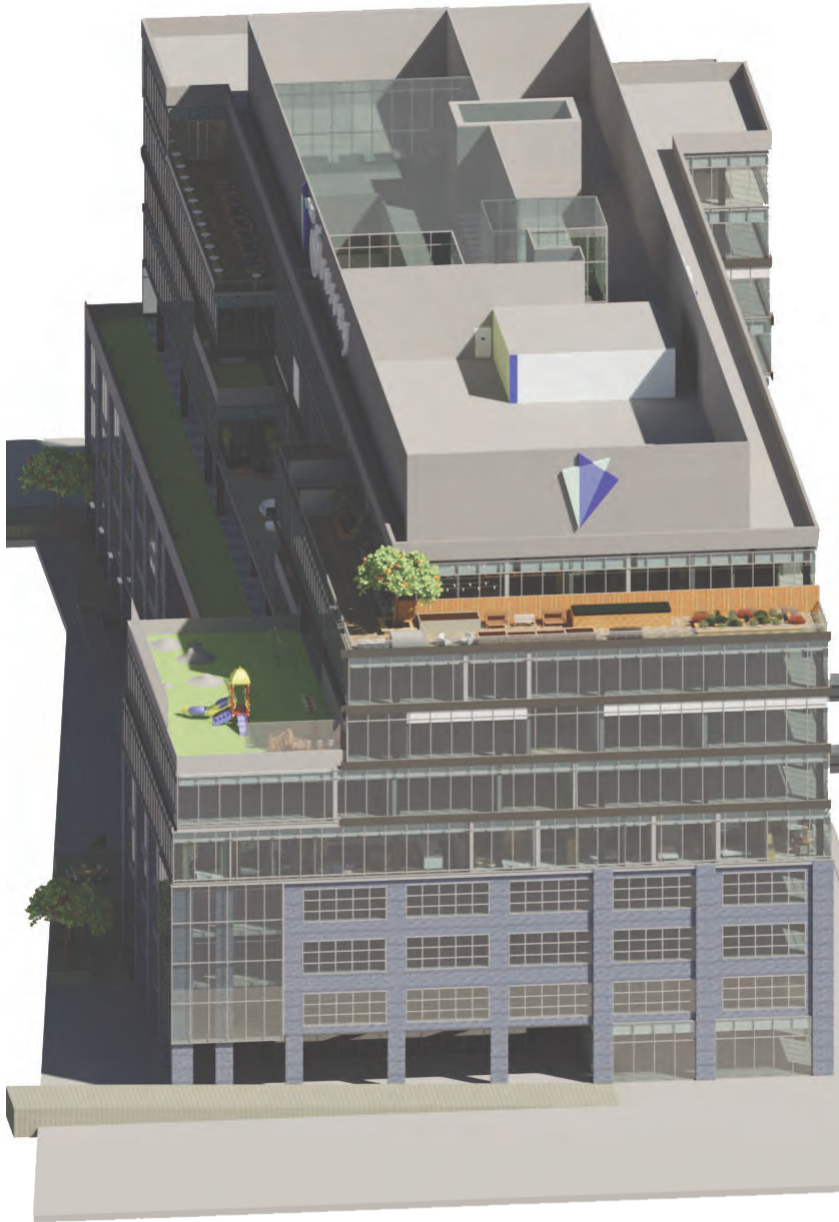
to a community



WELCOME TO



How can design encourage community within a vertical neighborhood?



What is a vertical
neighborhood?

Let me tell you a story...

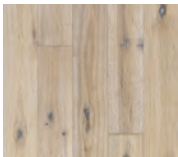


Meet Allison

Allison is a resident of The Genseng.



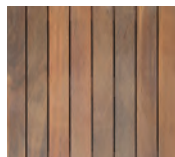
On this normal Wednesday for Allison, she awoke to the sound of her dog Penny ringing the bell at the door that lets its owner know its time to be relieved. Allison rolls out of bed in her 7th floor apartment and walks to the elevator that would take her to the 5th floor dog/pet play area. Allison's path from her apartment to the elevators is diagrammed here. The architectural materials for the 7th floor are shown here. The materiality for this floor was a warm lake house feel.



Light Wood
Hallway Flooring



Black Concrete
Outdoor Balcony



Wood Planks
Front Porches



Dark Blue Paint
Ceiling Application

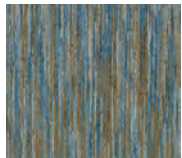
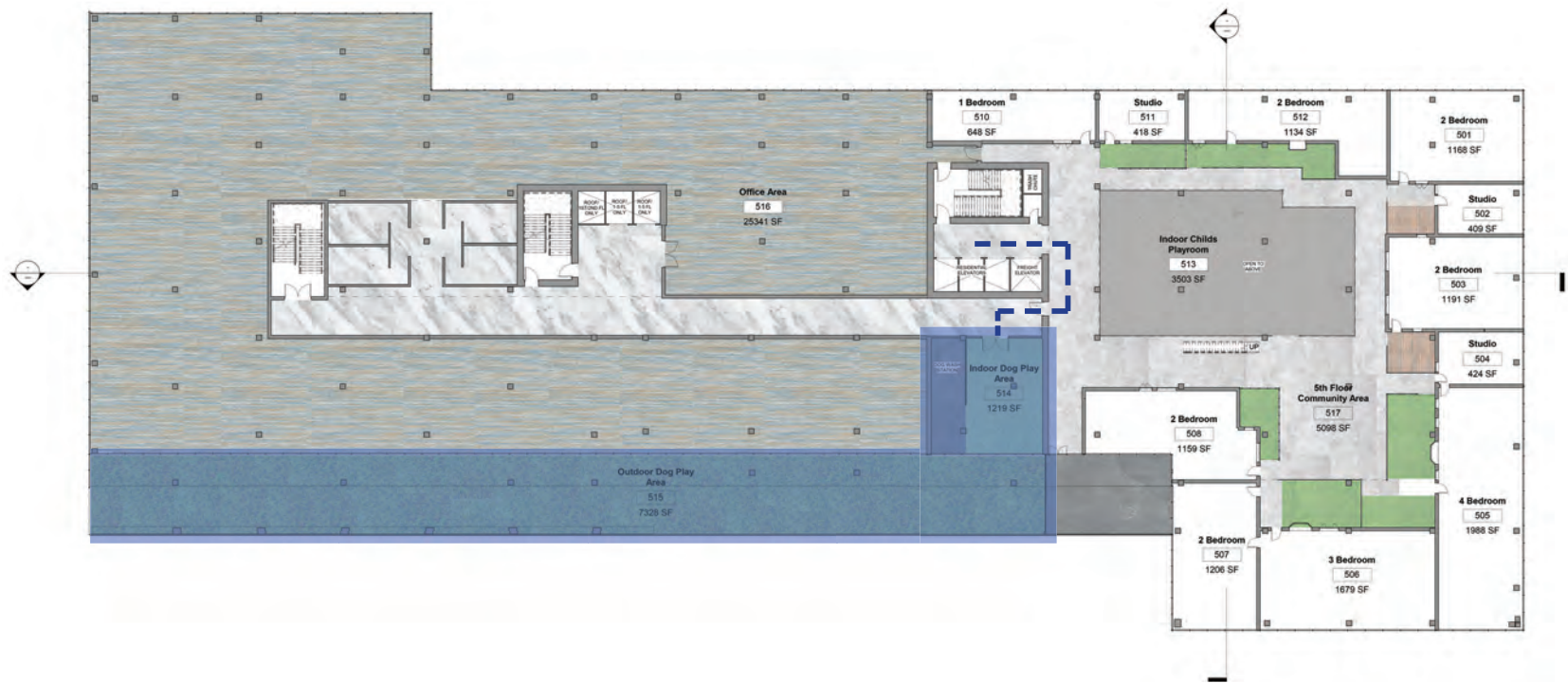


As Allison walks out of her apartment around 7am, she sees Mr. Nelson knocking on his exercise buddy's door so they can head to the indoor pool on the roof for self-guided water aerobics. Allison says "Hi" to Mr. Nelson and continues walking to the elevator.

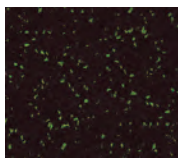




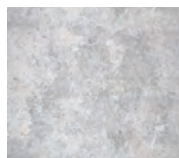
While Allison is letting her dog roam the 8,600 sf indoor and outdoor dog park area and use the restroom, she runs into another resident- David. David is a single father who lives on the 9th floor with his son Marcus and usually takes his dog Benji down to the dog area around this same 7 am time frame. Allison and David bond over dog stories. Once Penny has used the restroom, Allison tells David to have a great day and heads back to her apartment where she finds her fiancé cooking breakfast for the both of them.



Carpet
Office Flooring



Rubber Flooring
Children's Play Area



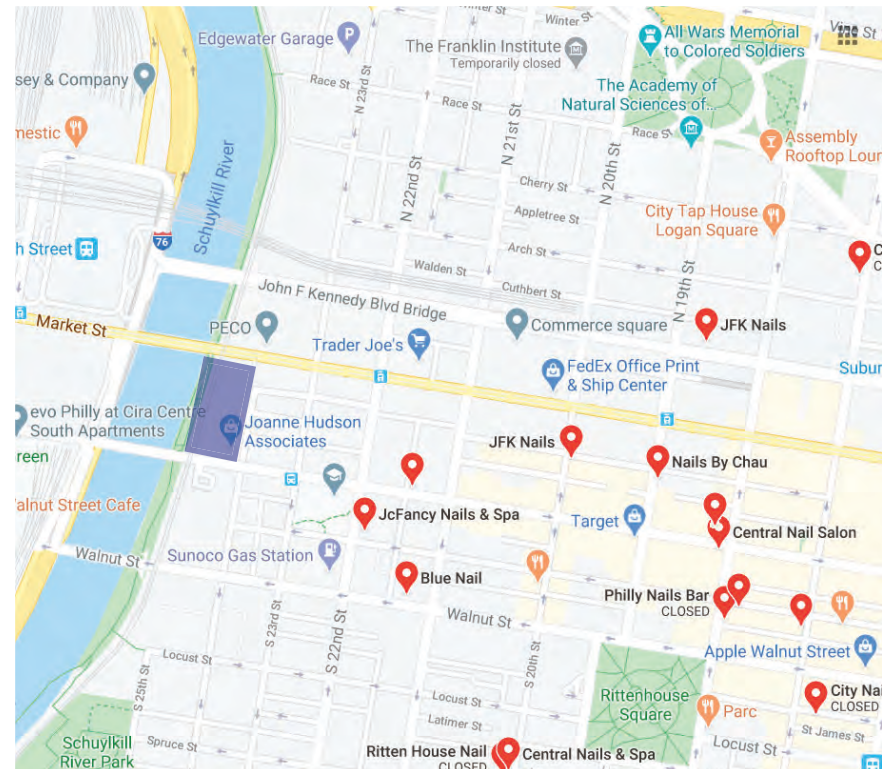
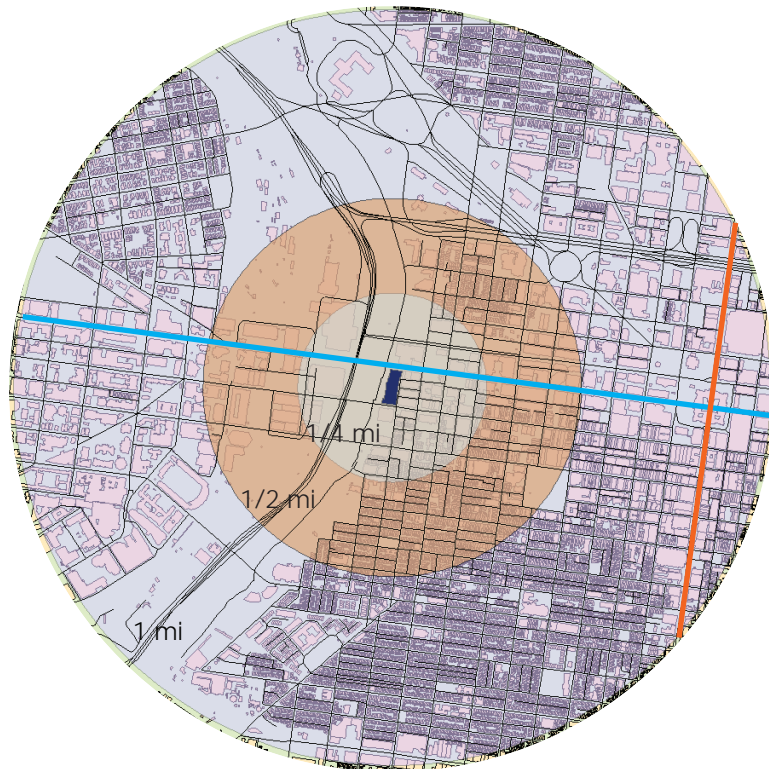
Light Concrete
Residential Hallway



Sage Paint
Ceiling Application



Allison reminds her fiancé, Austin, that she will be getting her nails done later that evening, so she may not be home when he gets in from work. I am showing where the building is in reference to what is ¼ mile, a ½ mile and a full mile away from the building. There are a plethora of nail salons in the area, as well as other amenities for residents to enjoy. I thought it would be a good idea for residents to experience the city and their surrounding neighborhood by not providing all amenities within the building, but complimenting those that may already be in the area.





Since Allison is able to work from home, she is distracted by her dog if she works in her apartment. Therefore, she often works on the 4th floor in the business center to get some work done in a quiet location.



Carpet
Office Flooring



Tile
Residential Hallway



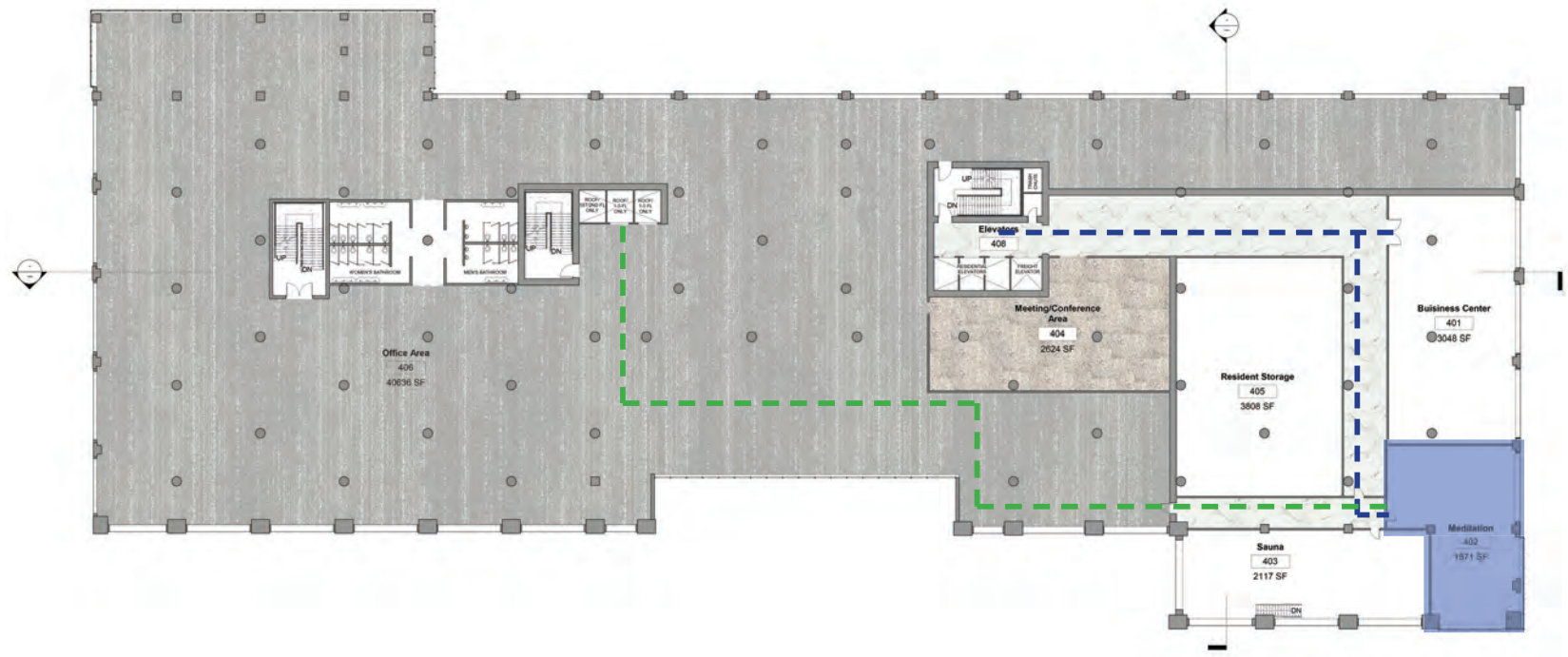
Carpet
Meeting Flooring



Terra Cotta Paint
Wall Application



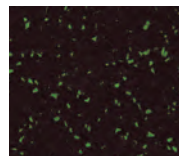
During Allison's lunch break, she likes to attend yoga class in the meditation studio. This neighborhood gym offers instructor-led classes by outside professionals for residents and office leasees. After going to yoga for a few months now, Allison befriends Tyler.



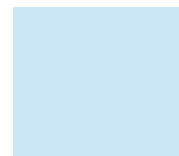
Carpet
Office Flooring



Tile
Residential Hallway



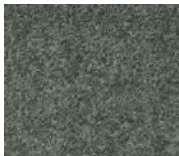
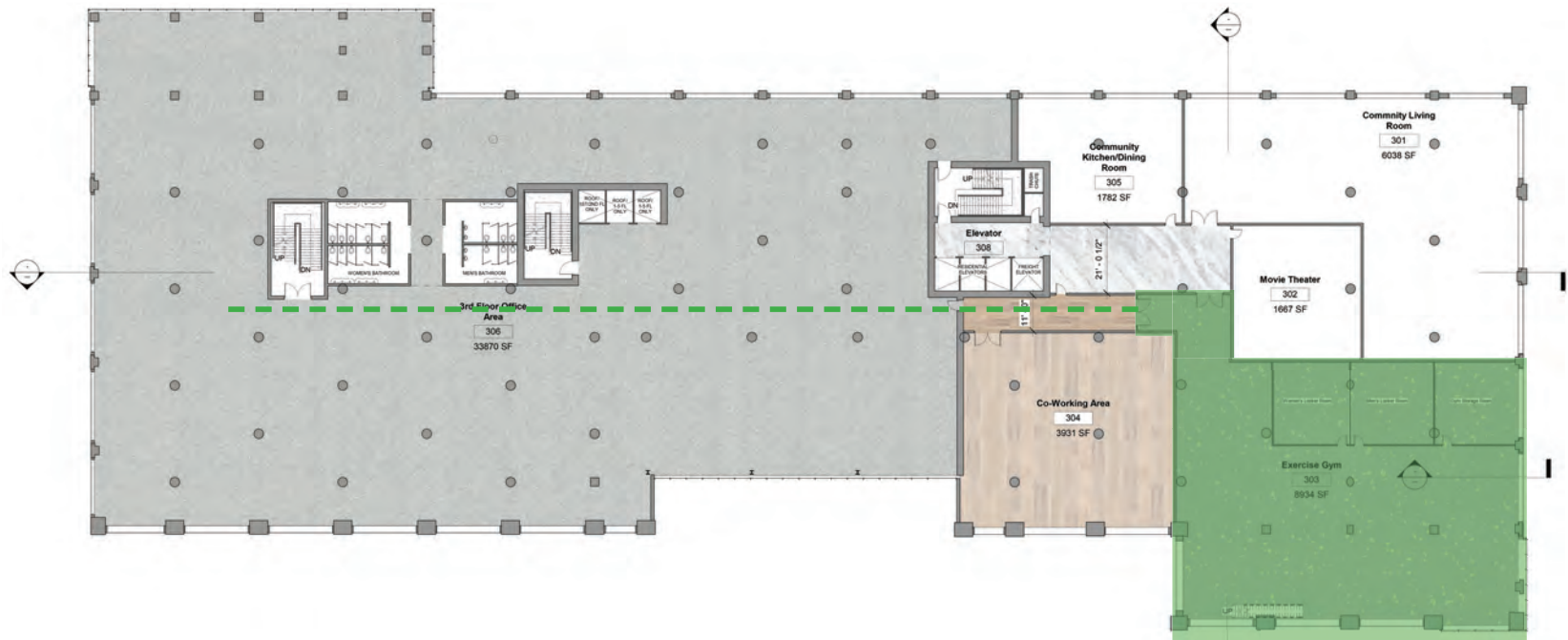
Rubber Flooring
Meditation Room



Light Blue Paint
Wall Application



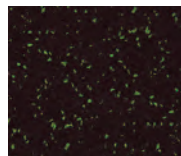
Tyler is a woman who works on the third floor for a graphic design company. She has access to the amenities on the 3rd through 5th floors that are shared between office leasees and residents. Depending on the day, Tyler switches between yoga classes and the gym on her lunch break. If she has had a particularly rough morning, she likes to head to the sauna or the meditation room, both on the 4th floor, to decompress. Then she's off to the showers on the 3rd floor to be refreshed for the rest of the workday.



Carpet
Office Flooring



Wood Planks
Coworking Flooring



Rubber Flooring
Meditation Room



Blue Paint
Wall Application

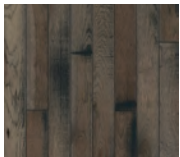


After Allison comes back from her afternoon nail appointment, she takes the stairs from the 7th to the 6th floor book nook. Since Allison is part of a monthly book club, she elects to read her book in the nook on the 6th floor while her fiancé Austin watches sports on high volume in their apartment.





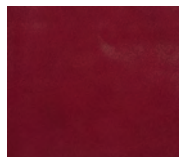
During her “Women who love Mystery” book club meeting that happens once a month, Allison meets Margaret. They use the multipurpose room on the second floor of the building for their meetings. The multi-purpose room is open to the community for use.



Wood Planks
Flooring



Mosaic Tiling
Eating Area Floor



Red Leather
Chair Cushions



Taupe Paint
Wall Application



Meet Margaret

Margaret visits The Genseng as a Philadelphia Resident



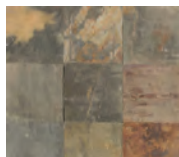
Margaret does not live in The Genseng, she lives in West Philadelphia. Once a month on a Friday, she gathers with a diverse group of women for book club on the second floor of the building. Sometimes, a few women, including Allison, will take the elevator up to the 9th floor restaurant and grab wine together. The views from the restaurant and bar are spectacular views of West Philly and Center City.



Carpet
Restaurant Flooring



Carpet
Residential Hallway



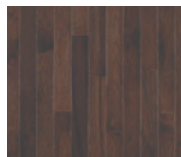
Slate Stone
Outdoor Flooring



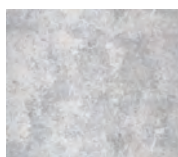
Dark Gray Paint
Ceiling Application



Since Margaret is retired, she decided to tap into her creative side and make ceramics in the maker space.



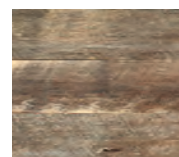
Dark Wood Planks
Bar Flooring



Light Concrete
Residential Hallway



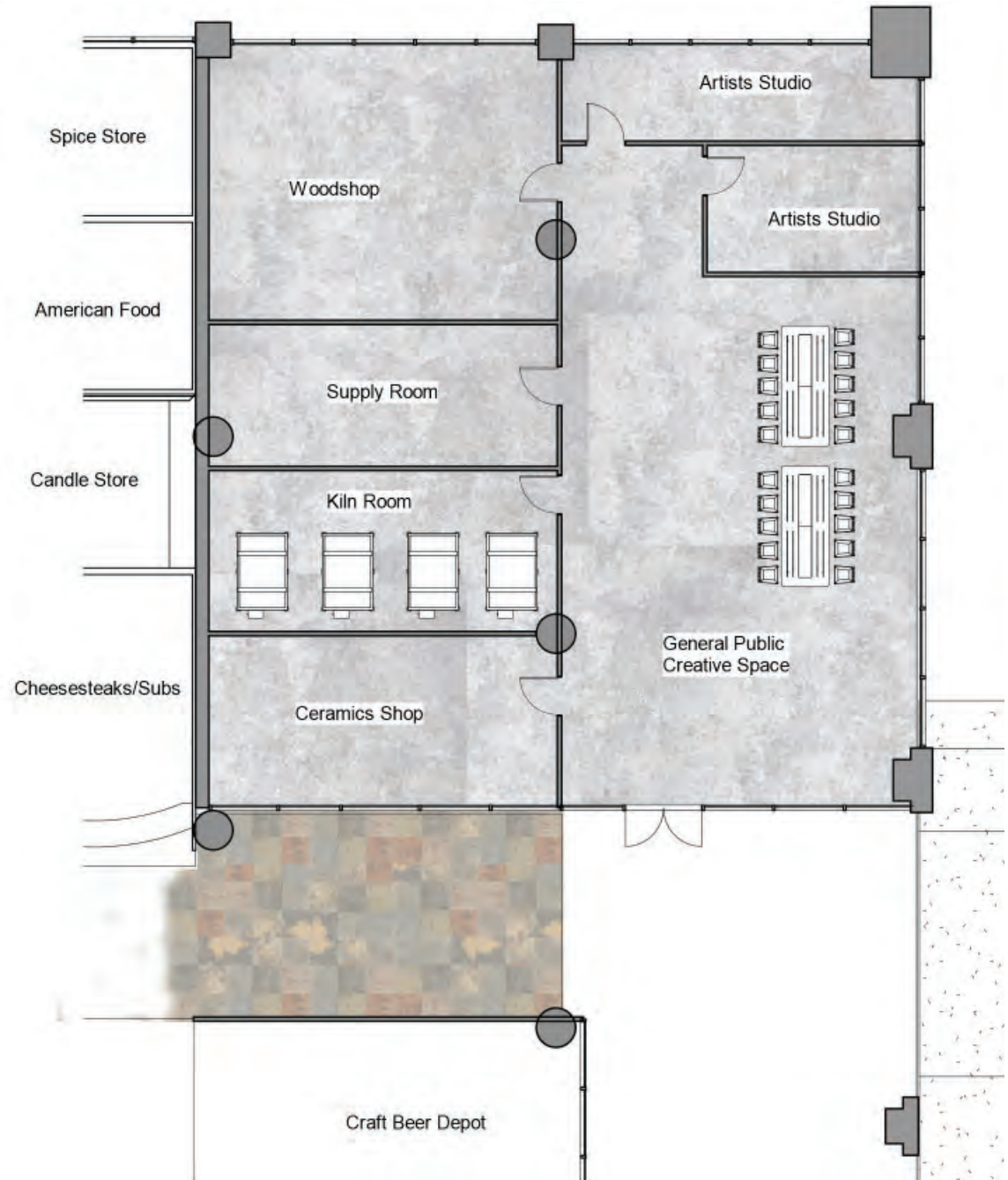
Slate Stone
Outdoor Flooring



Wood Planks
Ceiling Application



There are classes taught in ceramics, painting, and woodworking for all ages. As well as a few personal studios some people can rent out if they need to. Within the maker space, some pieces can be sold if the maker so chooses to sell them.





Meet Phillip

Phillip works in the vicinity of The Genseng

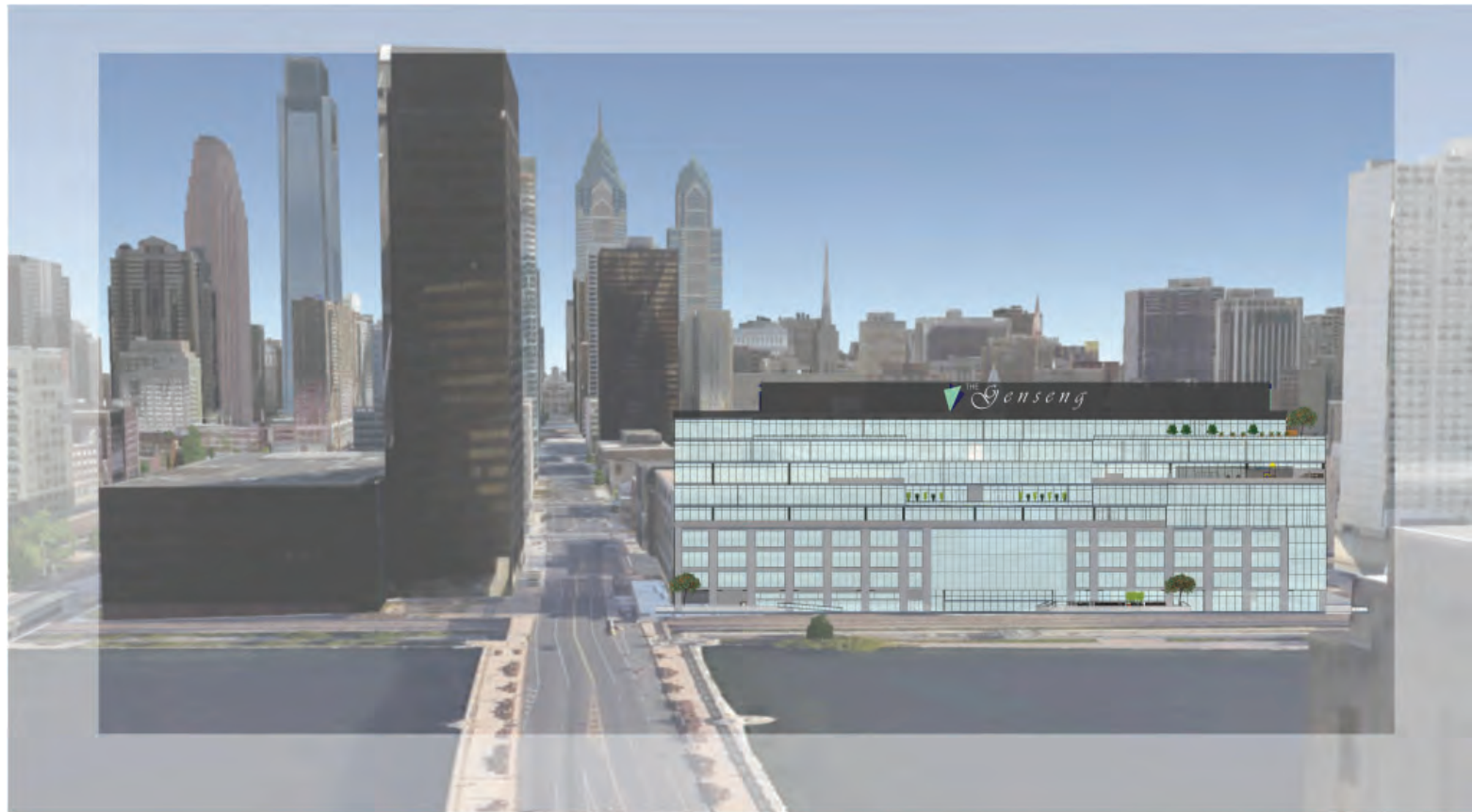


Every Friday, after getting off the regional rail at 30th street station, instead of going straight to work, Phillip gets a special treat from the French Bakery on the 2nd floor of the ginseng before getting to work for 8am. It is during this time that he tends to run into Margaret.





After Phillip gets his treat from the French bakery, he runs across the street to PECO so he won't be late!





On Friday's at 4pm, after work, Phillip has a standing appointment with his barber James, who works at Harry's Barber shop on the 1st floor of the ginseng. While there, Phillip chats with those who are around as a therapy release for the end of the week.





After his appointment, Phillip walks out to the downstairs bar that turns from a juice bar in the morning to an alcoholic bar in the evening. Every Friday, there is some musical act that the building manager books as the Friday night entertainment. He enjoys checking out the up and coming talent.



Within this neighborhood,
I thought about three different users:



User 1:
Visits The Genseng



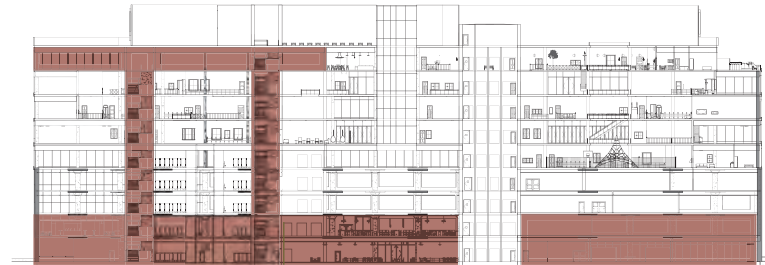
User 2:
Works in The Genseng



User 3:
Resident of
The Genseng



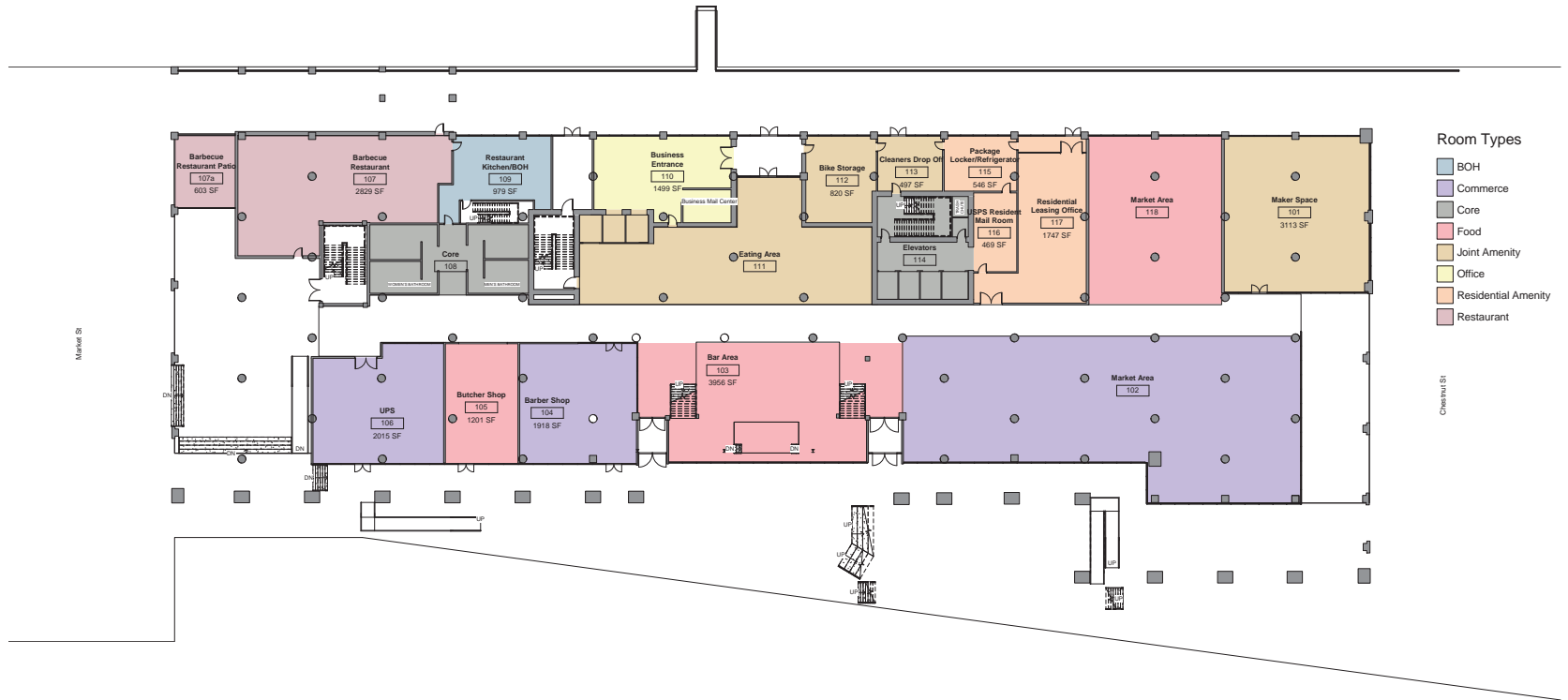
User 1: The Visitor



The visitor to the ginseng could be someone who works in the vicinity, could be someone who lives in the vicinity, could be a tourist. Many types of people will visit this building for various reasons. Unless you are a guest of the resident, the highlighted areas are where the public has access to.

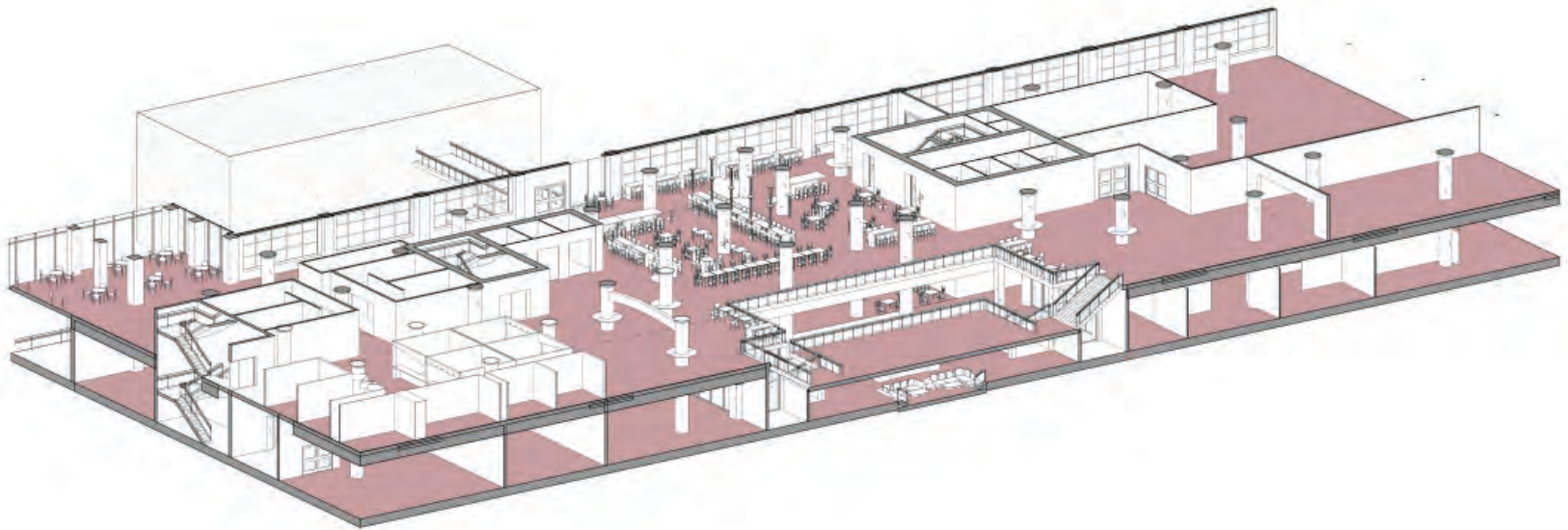


The user who works in the vicinity will have most of the activities be on the 1st and 2nd floors. I wanted the vertical neighborhood to be inviting to the surrounding community. PECO, Cira Center, 30th street station and the FMC building (Cira Center South) are located within ¼ mile. Which means that mid-day or after work errands or meals could happen within this building. The entire first floor is open to the outdoors to continue the corridor between market and chestnut streets. The residents have their own entrance on the first floor which is not accessible to visitors unless they have a fob. There is a business entrance for business visitors and employees to use as well.





The 1st and 2nd floors are where the residents of the ginseng meet the residents, visitors, and workers of the city. The Harvest Market, located on the 2nd floor is where there is ample seating and kiosk/stalls for retail exchange.





The retail spaces on the 1st and 2nd floors were designed so residents and those who work in the area will not be able to get everything from within this vertical neighborhood. On the first floor there is a restaurant on Market Street to draw in passersby to the building.



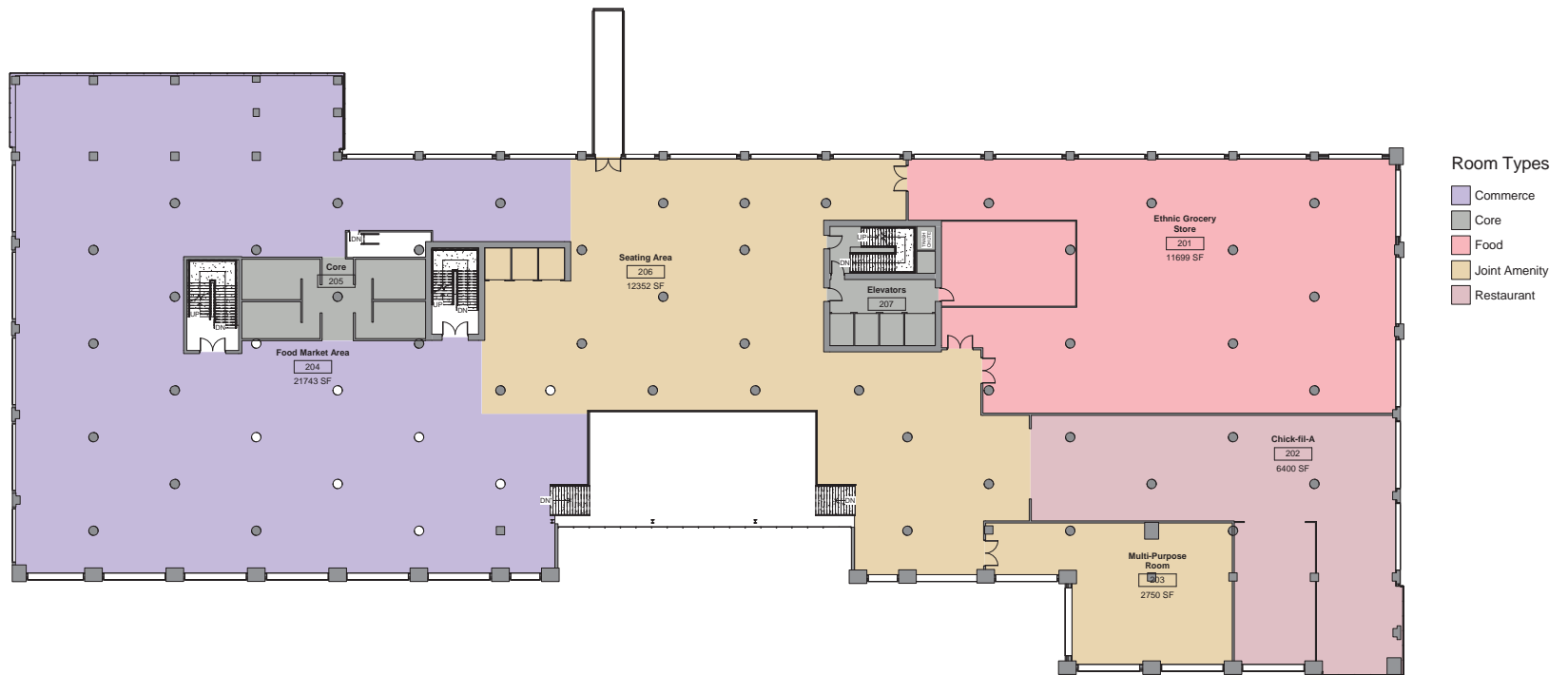


On the 2nd floor, there is a fast food restaurant, the Harvest Market, that sells food and goods, and an Ethnic Grocery store that services the numerous African and Asian immigrant nations in the vicinity. When I inquired with people who work in the nearby buildings what they would like to see in the area, more food options was the number one response.



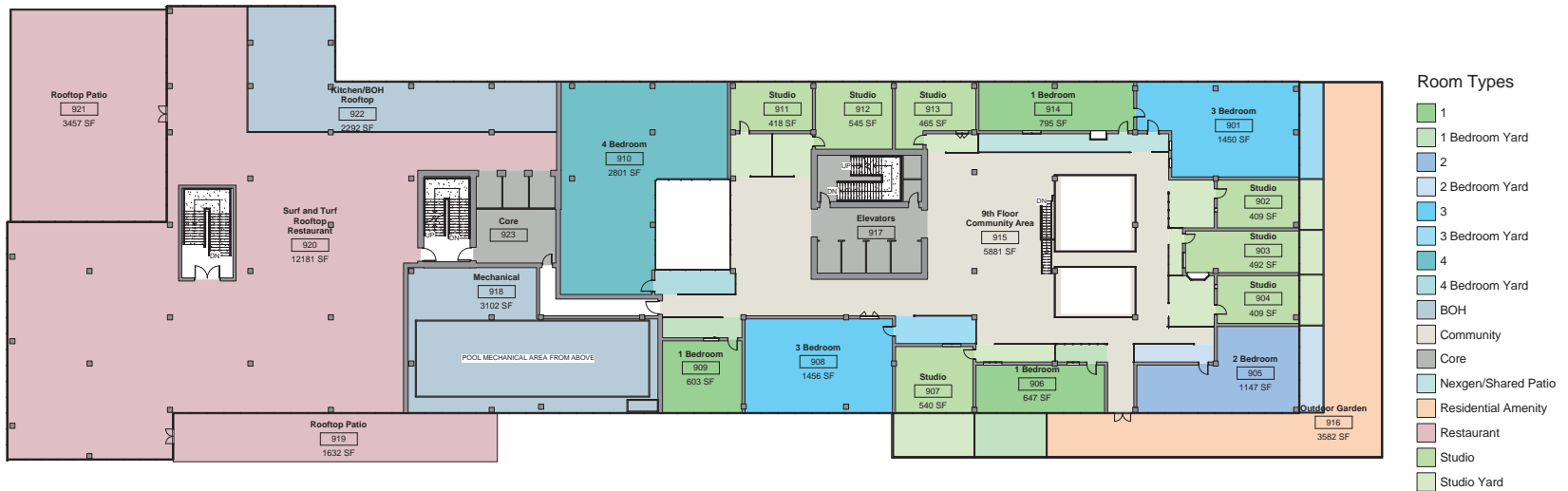


As previously mentioned, there is also a multipurpose room on the 2nd floor. This multipurpose room is for the community. Community meetings, book clubs, church meetings, birthday parties, whatever the residents and the Philadelphia community want to use it for. This room can be booked for a fee.



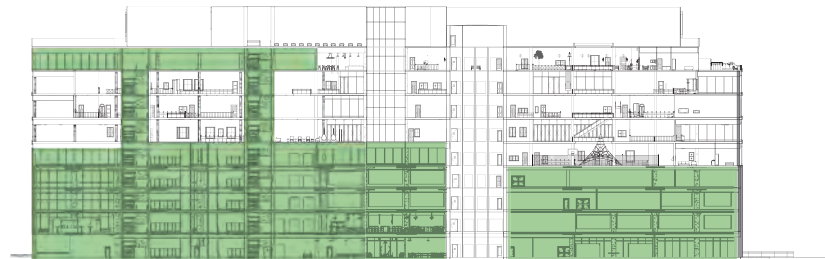


In addition to the 1st and 2nd floor, the public has access to the 9th floor restaurant. The public elevators are the only way to access the restaurant. The restaurant has indoor and outdoor seating. The outdoor seating has views of both the Philadelphia skyline and the Schuylkill River.





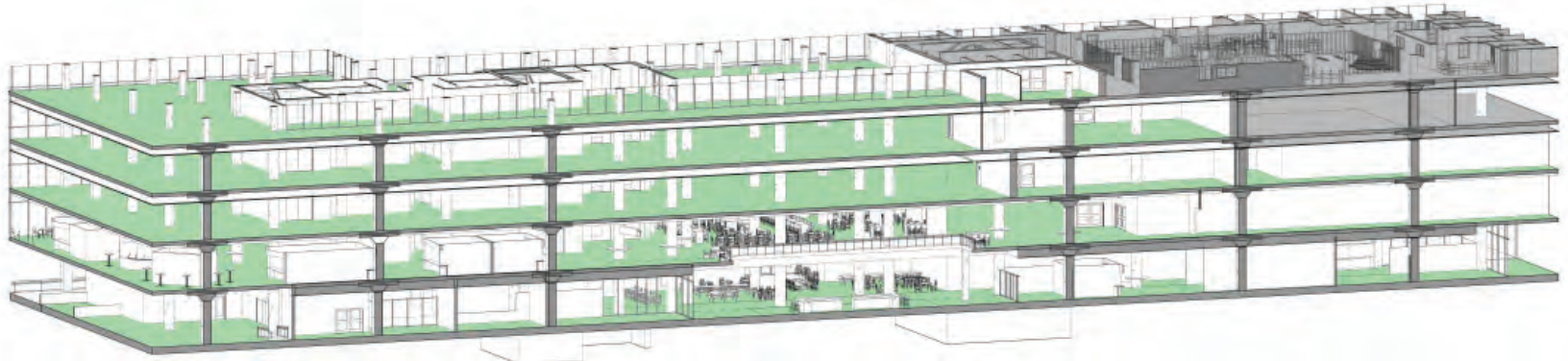
User 2: The Worker



The highlighted areas are the places this user has access to within the building.

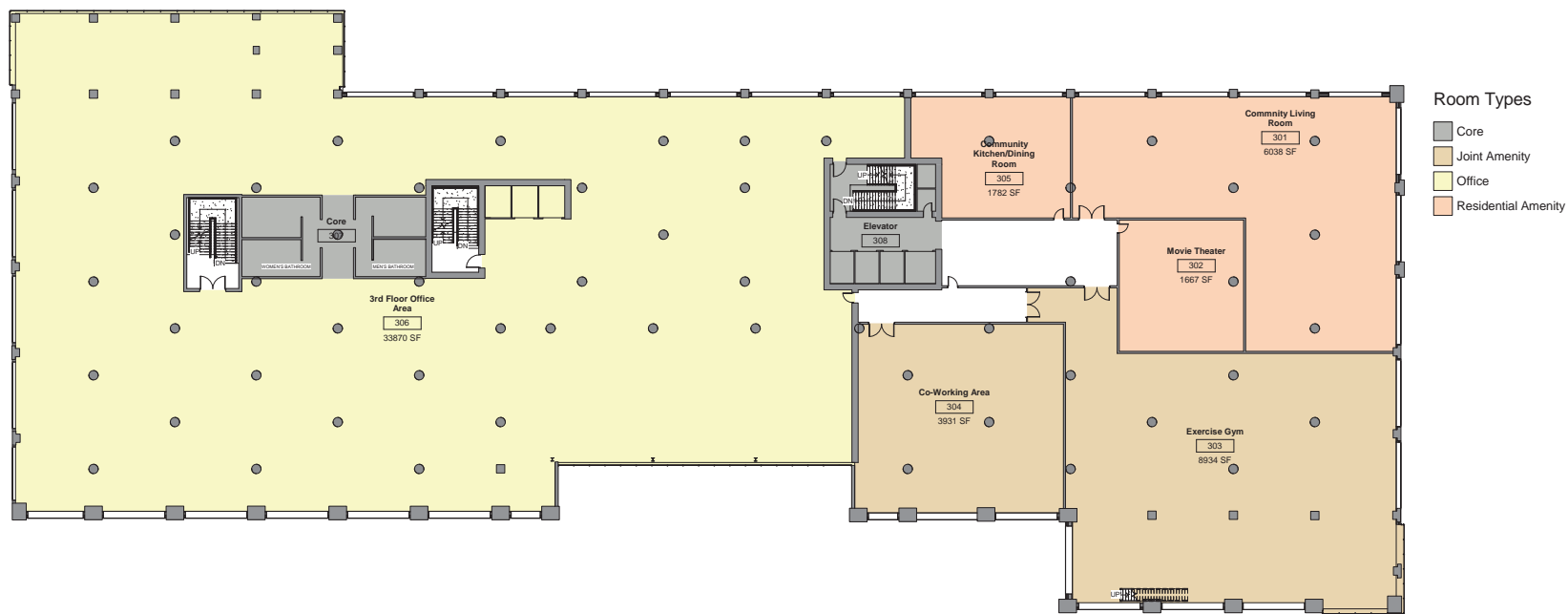


The person who works within this building will have most of their activity be contained to the 1st through 5th floors. Of course access to the 9th floor restaurant is also allowed.



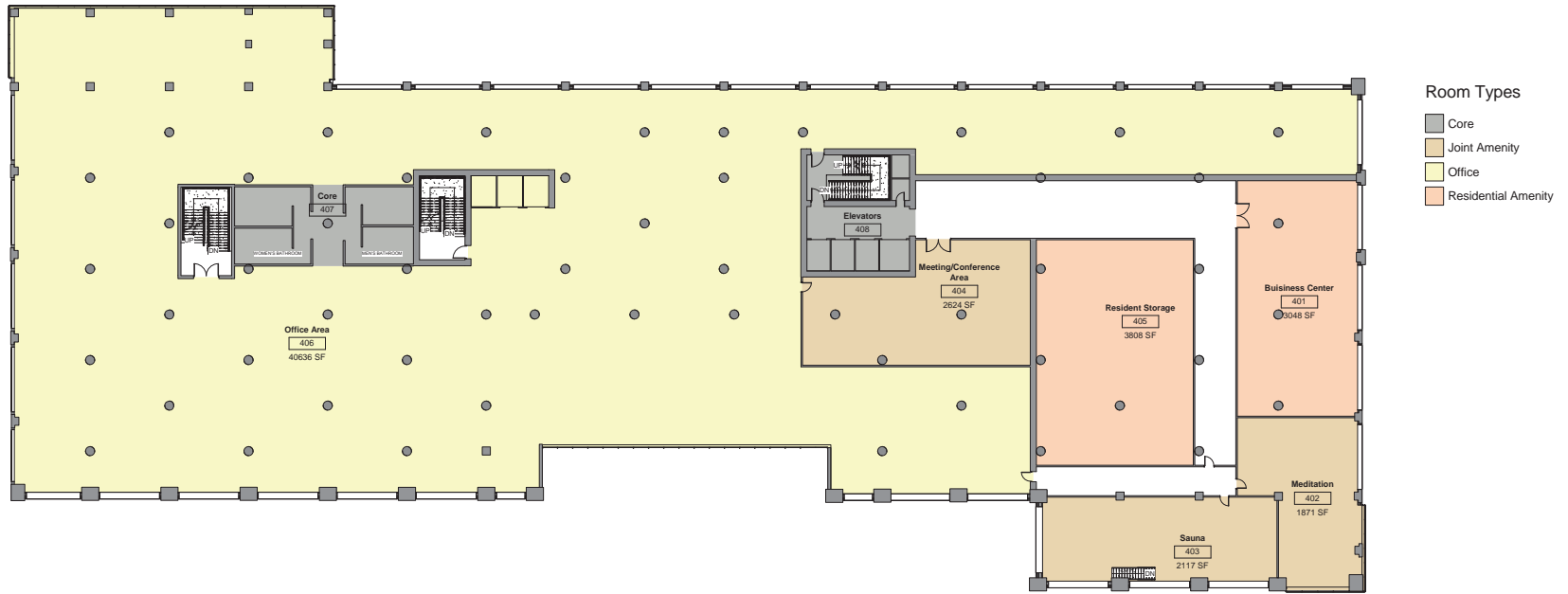


The 1st and 2nd floors are the retail spaces. The third floor has office space for lease and a gym area that residents and office leasees have access to. Each location where both users have access to an amenity is separated by a door in which only those who have swipe access can enter. Office space personnel cannot go into the residential area.



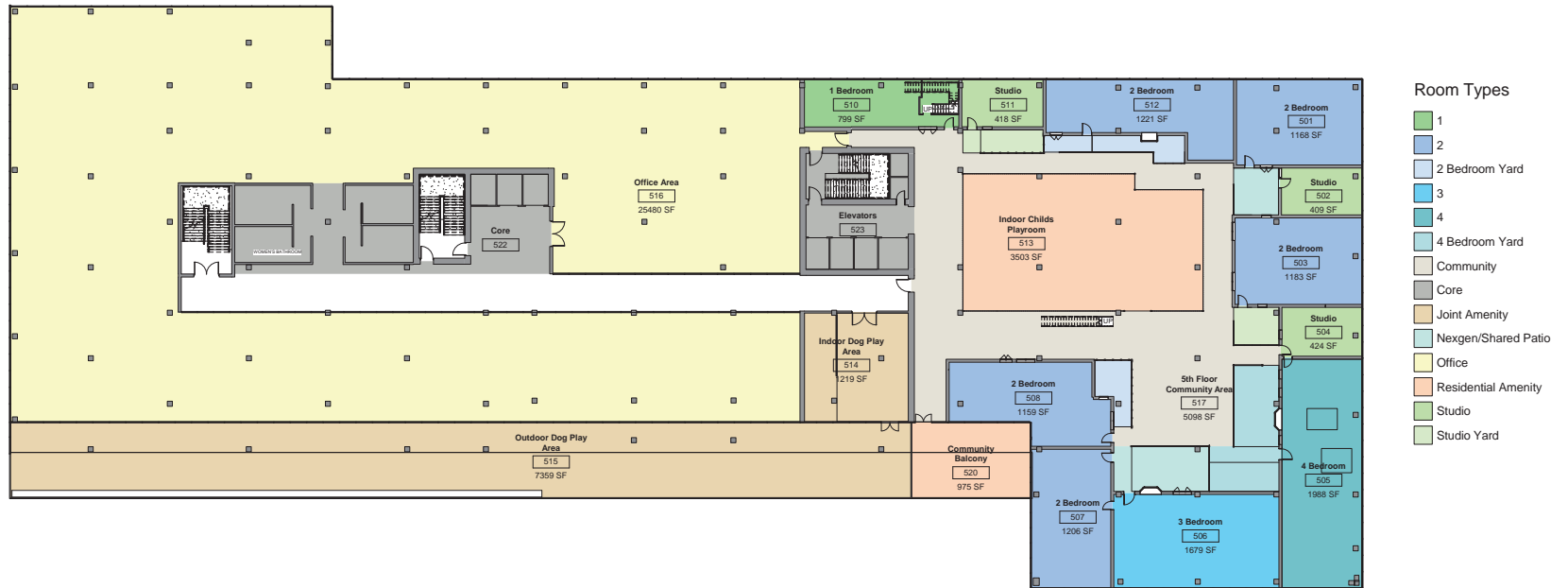


The 4th floor was designed to be a little quieter than the 3rd floor. This is why the sauna and mediation/yoga room is on the 4th floor. With these amenities accessible to office and residential residents, the habitual nature of humans can create a space for relationships to form.



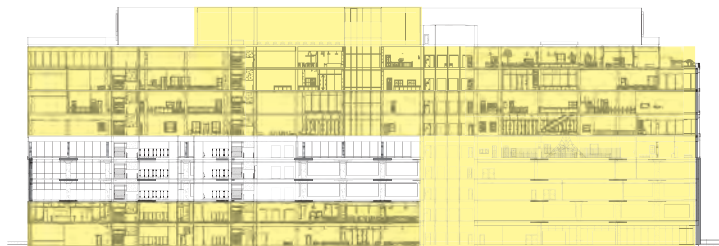


The 5th floor is occupied by both office leasees and residents. Taking your pet to work these days is a common thing. There is a pet play area that has indoor and outdoor space. There is also a pet washing station in this area as well.





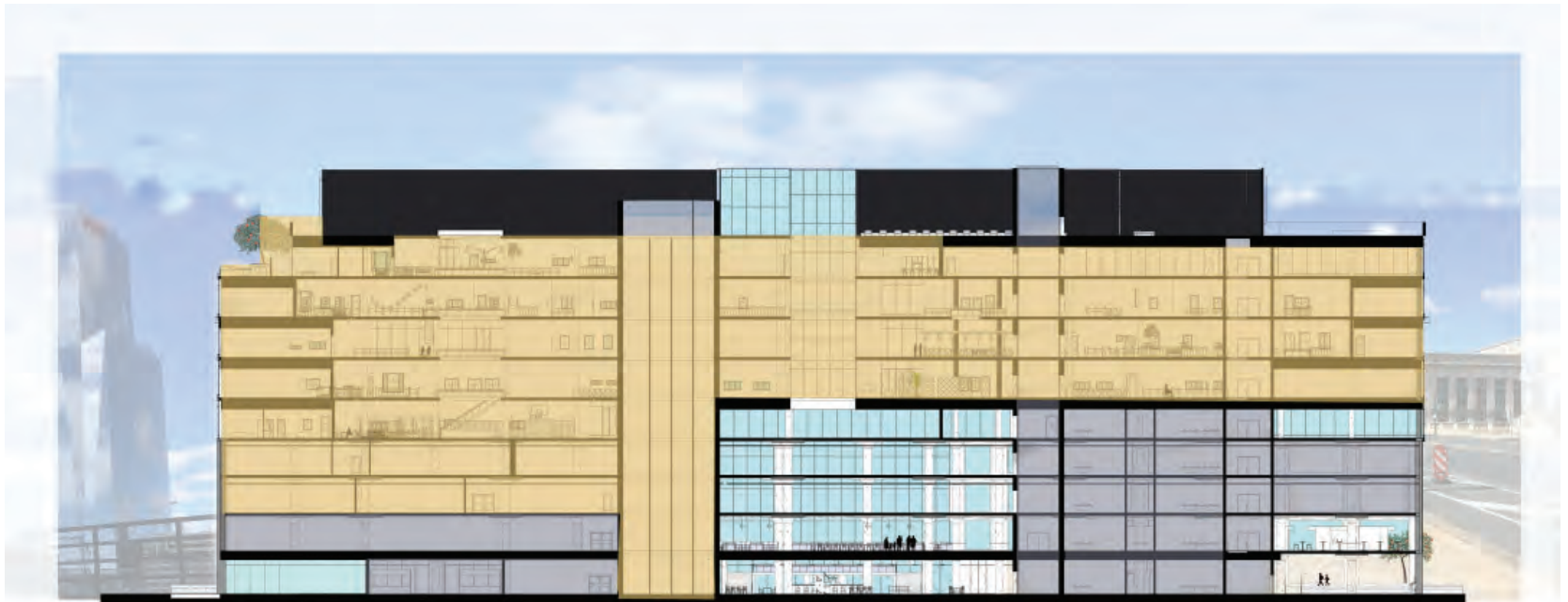
User 3: The Resident



The highlighted areas are places where the residents have access to.



The residents have access to 10 floors. Nine levels of the building and the rooftop. There are elevators that only residents can use. The residences are on floors 5 through 9. The amenities are located on floors 3 all the way to the rooftop.

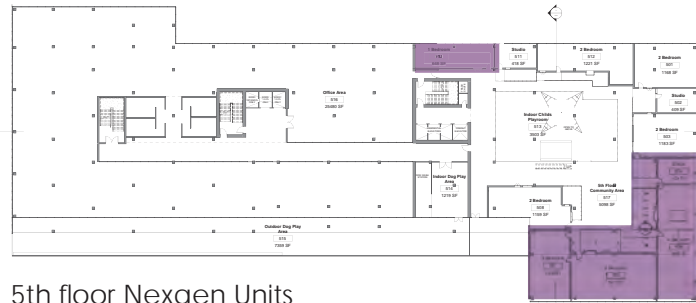




The Nexgen units are throughout various residential floor. Some units are side by side, while other units are on top of one another by being on different floors. The median cost of homes in the area is \$365,000. The Nexgen apartments will be for sale at market rate. The other units will be rented at a subsidized rate so people who make at least \$60,000 or afford \$1,300/mo. can live in the area.



6th floor Nexgen Units



5th floor Nexgen Units



9th floor Nexgen Units



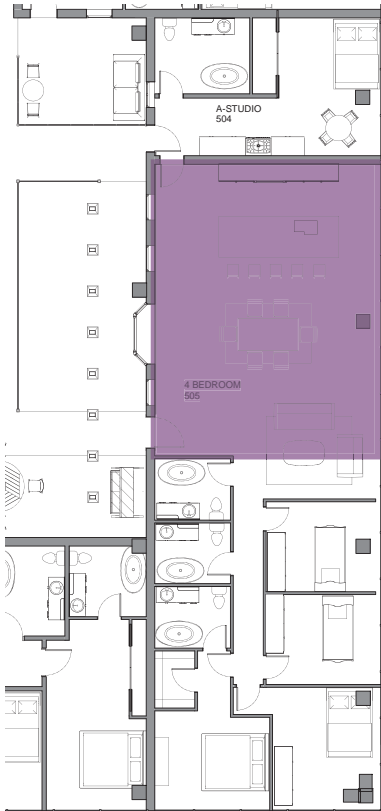
8th floor Nexgen Units



7th floor Nexgen Units



An example of a Nexgen apartment is shown here. The floor plan to your left shows that there is a 4 bedroom attached to a studio apartment. This configuration could be for a family that still has children at home and is taking care of a parent that would live in the studio apartment. If the parent dies and the studio becomes vacant, it would be up to the homeowner to figure out what to do with the extra unit. Each Nexgen apartment has the additional units opening into the living area in all scenarios to create the feeling of an extended living room. The adjoining Nexgen units have their own doors and addresses as well.





The fifth floor is an example of what each floor could look like with the various room sizes and Nexgen combinations. You can also see that just about each unit has a porch area that faces the main hallway area. If people want to sit outside of their house, they can. If they would like to sit outdoors, there is outdoor space on each floor for that to happen as well. As Robert Breault says: I nod to a passing stranger and the stranger nods back, and two human beings go off feeling a little less anonymous. The purpose of the front porches is for people to sit outside of their units and observe the activity going on in the neighborhood and allow residents to become acquainted with each other.





What makes this a VERTICAL neighborhood is that it is like a neighborhood street stacked on top of each other. Each unit has their own front door, front yard, front windows facing into the hallway, and each front façade is distinguishable from the next. Some facades have awnings, while others do not. There are porches with seating areas for residents to sit and watch the activity around them.





Due to the verticality of this neighborhood, I wanted an atrium that was open to various floors with the children's play area in the center. Parents could watch their children from various levels, and people could interact and say hi even if they live on different levels. This atrium increases a person's chance of having interactions with people. Once again, there are front porches that allow the residents to partake in the neighborhood and get to know who lives within the building.



Within the neighborhood, I thought about the needs of different age groups so this can truly be a multigenerational space.



Age Group 1:
Children



Age Group 2:
Working Age



Age Group 3:
Elderly



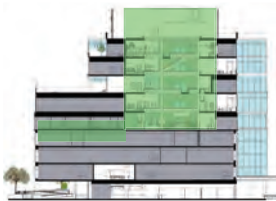
Children:

Age 0 - 23
(Generation - Z)
Born 1997 - Present

This cohort of people were born with technology
They are philanthropic and are budget conscious

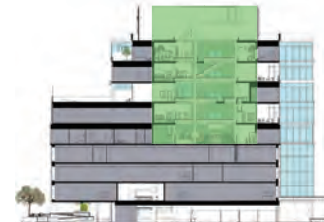


For the young children, I included an indoor playground for children to be able to play year round and not just when it is warm outside. I also included an outdoor playground area for children that can be used weather permitting. The indoor play area is at the bottom of the atrium with a glass ceiling above so they can be reminded that the sky is the limit for their dreams and imagination.





This is the view of the indoor children's area. Kids can be supervised from the balconies on floors that can peer into this space. Children are an important part of conversations being initiated with adults. Often times, adults may make lasting relationships with another parent through their kids' interaction with other children.





As mentioned previously, there is an outdoor playground for children to play, there is a sand area for babies and toddlers to play in. Then there is a grassy area that has uneven surfaces to allow imagination to flow. For those who do not want to play in the open area or in the sand area, there are benches under the shade and there is a deck where people can gather and either watch their kid, or chat. This is another way- through kids potentially- that children and adults can make meaningful relationships.

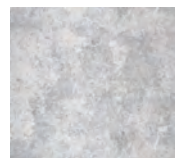




For the older people within the children category, such as those who are 16 to 23, there is a checkered board on the ground so people can play large checkers or chess with the board.



Tile
Elevator Flooring



Light Concrete
Outdoor Flooring



Ceramic Tile
Hallway Flooring



Light Peach
Ceiling Application



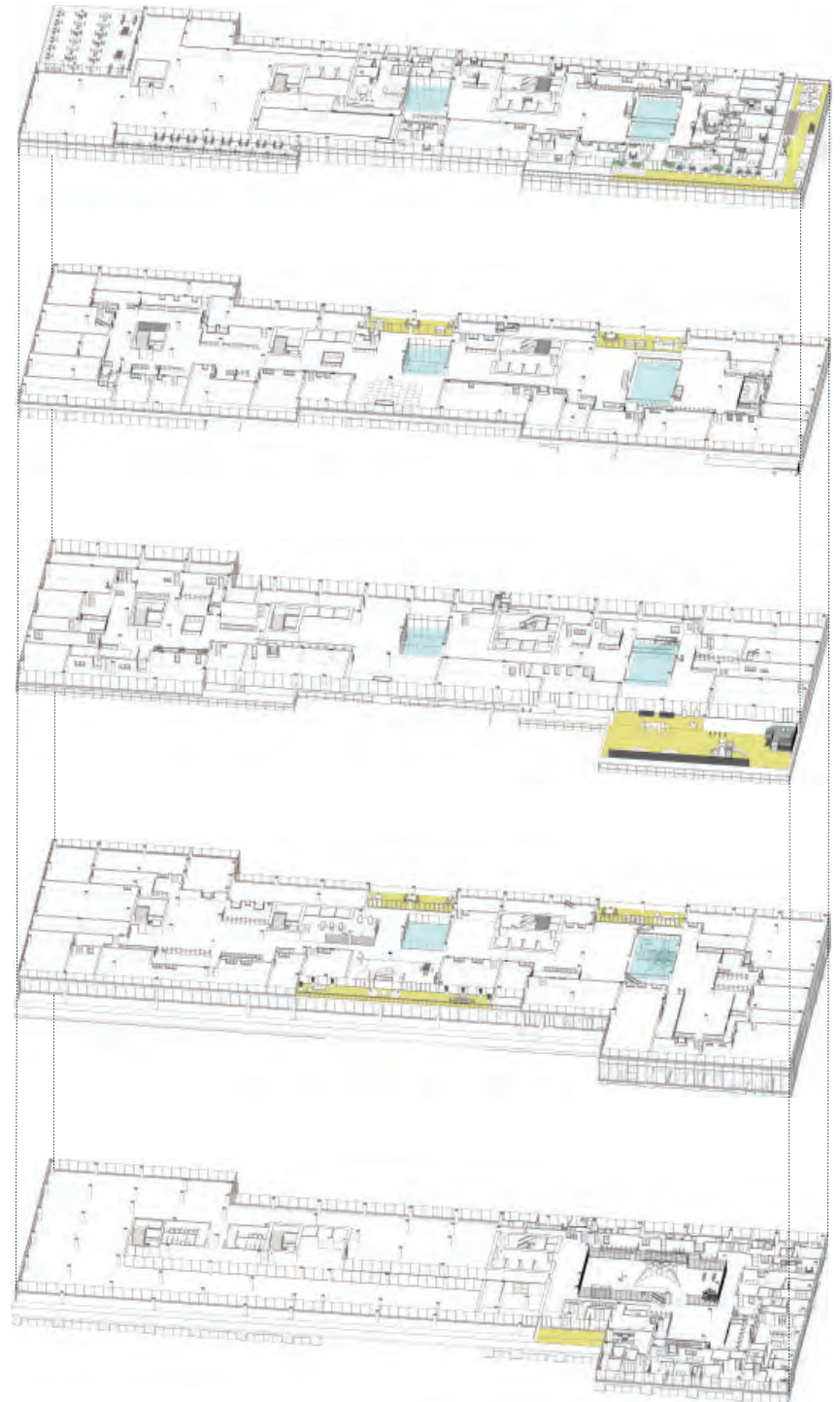
Working Age:

Age 24 - 55
(Gen-X & Millennials)
Born 1965 - 1996

The Gen-X age group was the first generation to really struggle with student loan debt. Gen-X is not very much talked about because they have characteristics similar to that of the Baby Boomers and the Millennials. The Millennials are tech savvy. They grew up during the beginning of wide internet use. They are the first generation that will most likely never do as well as their parents due to high student debt and a high cost of living.

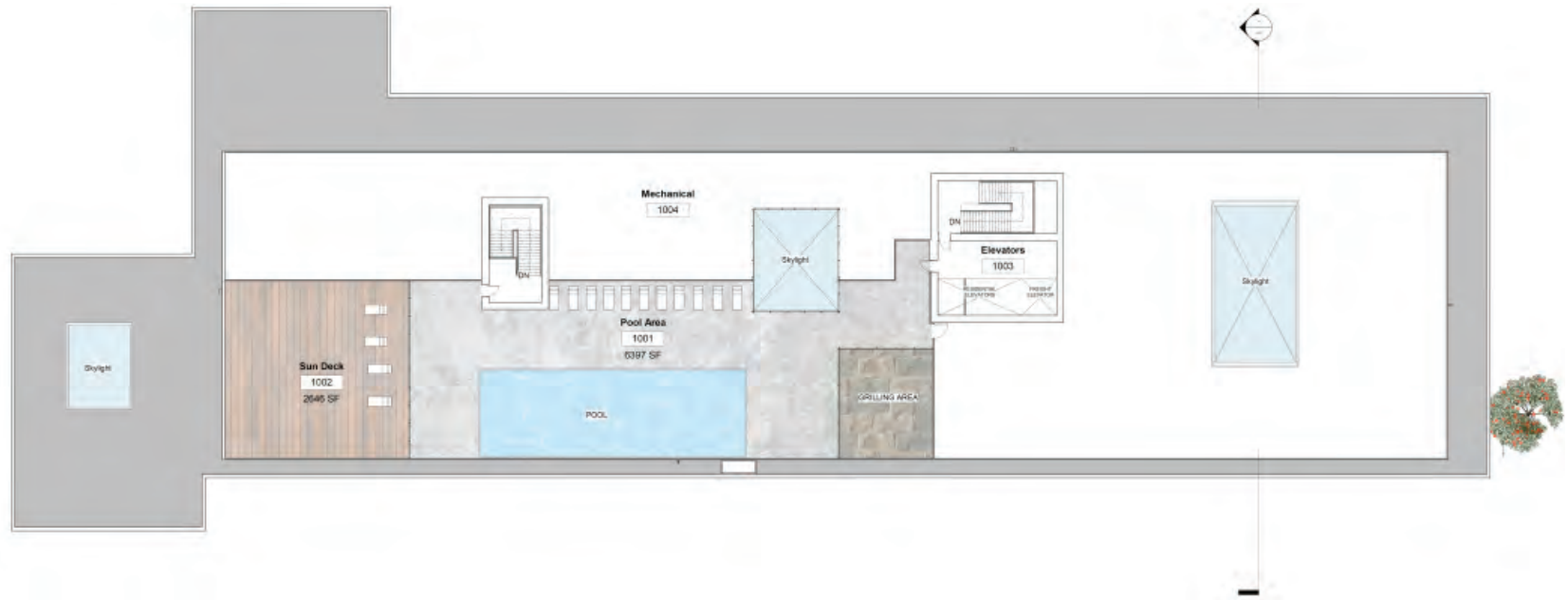


For the working aged- and all residents really, I wanted to make sure there were outside spaces on every floor. Outdoor space is so important, especially if you just want to get some fresh air. It's a good way to get a mental break from home. The outdoor spaces can lead to conversation if there is more than one person in a particular area of an outdoor space.

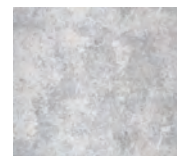




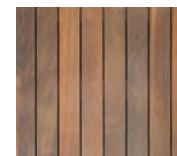
In addition to the outdoor areas on the resident floors. Each resident has access to the rooftop pool, sun deck, and grilling area. The pool is an indoor pool to allow for year round use, while the sun deck and grilling area are not enclosed. The pool has retractable doors so the sun deck, pool and grilling area can be one space during the warmer months or for any events the building manager will put on. There are opportunities on this sun deck for neighbors to get to know each other by having soiree's on the rooftop and possibly summer movies showing on the roof.



Stone Flooring
Grill Area Flooring



Light Concrete
Outdoor Flooring



Wood Plank
SunDeck Flooring



Light Sage
Ceiling Application



For retail, for this particular population, I wanted to include a shoe cobbler, since this is the working age group and a lot of people working have a favorite pair of shoes they don't want to let go. There are also other restaurants that are part of the Harvest Market on the first floor. There is also a bike repair station for residents and all bicycle users to take advantage of.





Because The Genseng is on the Schuylkill river and along the Schuylkill river trail, the location of the bike repair station would likely make it easier for the bike riders to get a tune up or fix their bike if anything happened along the trail. This allows others to come in and use the building as well.





Elderly:

Age 56 and up
(Baby Boomers & Older)
Born before 1965

This age group has more buying power than any other generation



While researching elderly needs at a senior living facility, a want for the elderly was live entertainment. Anything live, the elderly would love to go and participate. I included a stage between the 1st and 2nd floor of the building. This way, both floors could participate with either seeing or hearing the performance. I also made a point to include the Harvest Market retail and food stalls so people could watch a performance in the midst of food options.





Another thing that was necessary or wanted for the elderly population was a garden of some sort. The people who have moved into the city from being in the suburbs are used to having a large garden or yard. I did not want to take that greenery from them. I included a community garden that allows users to tend to flowers, vegetables, and fruits.





How design created **COMMUNITY** within a vertical **NEIGHBORHOOD**



- Assessing the needs of users
- Have amenities for all ages and users
- Front Porches for residents to gather on
- Play areas (indoor and outdoor) for all ages
- Retail that is important to daytime users
- Allowing for larger families to live in building
- Inviting neighborhood in
- Building is not an island



