

DESIGN IN RURAL COMMUNITIES: A HOLISTIC HUMAN CONNECTION TO PLACE

JENNIFER SANDORA

*Advisor: Telsa Love
Master's Thesis, Interior Architecture & Design
Drexel University 2022*

TABLE OF CONTENTS

01

TOPIC
LITERATURE REVIEW
PRECEDENTS

02

SITE
CONTEXT & BACKGROUND INFORMATION
SITE DOCUMENTATION

03

PROGRAM
CASE STUDY SUMMARIES
MASTER LIST OF SPACES
BUBBLE DIAGRAMS
SITE CONTEXT
BLOCKING DIAGRAM

04

DESIGN AGENDA
DESIGN INTENT
MARKETING

05

FINAL DESIGN
FLOOR PLANS
REFLECTED CEILING PLANS
AXONOMETRIC
EXTERIOR ELEVATIONS
SECTIONS
FURNITURE & MATERIALS
MODEL - DETAIL
PERSPECTIVES

06

APPENDIX
HOSPITALITY TRENDS
DESIGN PROBE: SCALE
DESIGN PROBE: EXPERIENCE

01

TOPIC
LITERATURE REVIEW
PRECEDENTS

Introduction

A mind, body, soul connection is “more than just our thoughts. We are also our bodies, our emotions, and our spirituality...all these things combine to give us identity, determine our health, and make us who we are.” Finding this connection in architecture and design comes from intentional and purposeful planning. It is a designer’s job to interpret places and understand how individuals engage in their environments. Discovering the emotional connections that people have to places can assist in creating habitats that people are drawn to and can experience in a wholistic way. This is especially relevant for rural places and communities that face decline and hardship. This literature review discusses issues that have arisen in rural communities, how these issues may be mediated through place attachment, and the specific experiential connection people have to natural surroundings.

Issues within Rural Communities

Rural communities have experienced major hardships in the last few decades with diminishing jobs and population declines. Many of these rural agricultural communities are nourishing the world but not nourishing their own communities. It is sadly ironic that a lack of nutritional resources has created food deserts and food insecurity in many of these dwindling counties. Food deserts are defined as, “geographic areas where residents’ access to affordable, healthy food options (especially fresh fruits and vegetables) is restricted or nonexistent due to the absence of grocery stores within convenient traveling distance”. In the year 2020, 38.3 million people lived in food-insecure households in the United States. One specific place that I am especially interested in, Onondaga County, located in Central New York State, has one of the highest food insecurity rates in the state with

a rate of 12.2% or 57,180 people experiencing food insecurity in 2020. The rate of childhood food insecurity in Onondaga county is even higher, with a staggering rate of 18.3% or 18,610 children experiencing food insecurity in the year 2020. With many of the communities in Onondaga county being predominantly agricultural, it is curious why food is in such short supply. A local non-profit organization, FoodPlanCNY explains that the industry is experiencing heavy consolidation nationwide and traditional food markets and small town grocers cannot keep up with the competition. They are being pulled out of these small communities due to their larger competitors. This is creating inadequate access to nutrient dense foods, and people are left only with options like a nearby gas station or fast food restaurant for their food needs.

The Food Empowerment Project explains that unhealthy food is much cheaper than nutritional foods, leading consumers toward these impoverished options for their food intake, but these unhealthy options come with more expensive long-term detriments.

While unhealthy eating may be economically cheaper in the short-term, the consequences of long-term constrained access to healthy foods is one of the main reasons that ethnic minority and low-income populations suffer from statistically higher rates of obesity, type 2 diabetes, cardiovascular disease, and other diet-related conditions than the general population.

This issue is compounded for rural locations that rarely have nearby hospitals or medical centers. Those suffering from these conditions may have to travel, sometimes hours, to get to medical appointments to treat these concerns, and some people do not have access to transportation, making travel a challenge. It becomes a cycle of obstacles that people living in these locations have to overcome.

Rising levels of job insecurity further compound these issues. Many people in

rural areas may not have jobs or access to medical insurance, making their medical costs astronomically high or deterring people from adequate healthcare. Rural locations have seen a large drop in job security over the years. According to National Geographic,

“Agricultural technology has decreased the need for agricultural workers. Improved transportation, tools, fertilizer, and genetically modified crops mean fewer farmworkers harvest more food. This decreased need for farm employment drives many farmworkers into cities in search of jobs.”

Agricultural jobs are not the only industry that has seen a decline. Many jobs are being outsourced or replaced with automated technologies. The self-checkout lane at the “local” grocery store, shopping online rather than visiting main street retail shops, using email instead of sending a letter, are just a few examples of how jobs disappear from small towns.

Despite these struggles, many people choose to stay in rural places. A recent study showed that “about four-in-ten U.S. adults live in or near the community where they grew up”. When asked why they remained in their community, many wanted to stay near their families or be close to what they know as their familiar home. Having a sense of familiarity and a strong understanding of a community creates deep roots within a person and is a strong reason people remain in a place. Another reason people remain in and appreciate small towns and rural areas is the emotional connection they feel to a place. I turn now to explore the idea of place attachment and the connections that bond people and place.

Place Attachment

“Place attachment arises when settings are imbued with meanings that create

or enhance one’s emotions tied to a natural resource”. Through memories attached to a specific location, we create meaning in a place and connect with the land and architecture of the area. Irwin Altman and Setha Low discuss the origins of place attachment and break down the four main processes that are associated with “the formation and/or maintenance of place attachments: (1) biological, (2) environmental, (3) psychological, and (4) sociocultural.” To further explain these four components of place attachment, biological attachment is associated with “evolutionary and physiological adaptations” to our environments while environmental attachment is related to “cultural ecology, geomorphological regionalism, and environmental determinism.” Psychological attachments correlate to memories within a place while sociocultural attachments are linked to social norms within communities. Singularly, each of these factors can form attachment to a place, but in some cases, multiple factors combine and create an even deeper place attachment connection. It is a concept that involves many layers including “patterns of attachments (affect, cognition, and practice), places that vary in scale, specificity, and tangibility, different actors (individuals, groups and cultures), different social relationships (individuals, groups, and cultures), and temporal aspects (linear, cyclical)”.

Place attachment is rooted in sensory perception and personal experience as we are affected on many levels, including mentally, physically, and spiritually. Tony Hiss discusses simultaneous perception and how we experience our surroundings in a fully embodied way. We sense many different factors at once, including lightness, darkness, texture, scent, sound, motion, and stillness. It is through all of these elements that our perception of a place is honed and developed. Hiss suggests that we are constantly using simultaneous perception and subconsciously evaluating our surroundings. In *The Experience of Place*, Hiss explains that architectural beauty, as

well as the character and essential spirit of a place, can be felt through our experiences in these locations. Architecture can have a “genius, flavor, feeling, ambience, essence, resonance, presence, aura, harmony, grace, charm, or seamliness.” The character and atmosphere of a building can be sensed through our human involvement. Hiss explains how we as people are drawn to places that offer rich experiences with beautiful landscapes and tranquil neighborhoods.

Our attachment to architecture and natural landscapes is often formalized through historical restoration projects or land protection grants, showing how we value these places. It is through attachment that environmentally responsible behavior (ERB) develops. Vaske and Kobrin define environmentally responsible behavior as “actions of an individual or group advocate for the sustainable or diminished use of natural resources.” Our attachment to places that have attracted us and given us memorable and tangible experiences, creates a drive in us to protect these landscapes. Having stunning natural resources in our surroundings is a great motivational factor for protecting that site location and encourages ERB in everyday life.

While rolling countryside hills and large freshwater lakes are a reason many people become attached to rural settings, this connection goes deeper than picturesque views.

Experiential Connection to Natural Surroundings

As explained above, place attachment is created when people form an emotional bond with a place. Looking at place attachment in rural communities, Máire O’Neill considers how a physical experience connects people to place. O’Neill studied ranchers in rural Montana, multiple generations of whom remain in their family business. Researching this way of life and speaking to the ranchers about

reasons for staying on their land, it was discovered that haptic perception and somesthetic perception were important in forming an attachment to the natural landscape. Haptic perception is a term used in psychology to describe “a holistic way of understanding three-dimensional space”, while somesthetic perception describes the “sensibility of the body itself”

Knowing the feeling of the dirt between your fingers, understanding the way a fence needs to be reinforced, knowing where the creek is eroding – these ways of working the land create a permanent bond with surroundings. Memories are created with each job done on a ranch, and a sense of pride comes from each structure built on a farm. Place attachment grows through haptic perception and an immediate and tangible connection with the surroundings.

These haptic and somesthetic connections to place exist in a variety of landscapes and settings. Janine Benyus traveled to Kansas to visit the Land Institute and describes the experience of a simple breeze in the prairie.

“With no warning, the bristle of wheat field yields to a softer ensemble of wild haired plants, stems akimbo, saturated with color and raucous with flowers and tasseled stalks...wind enters like a dancer on a crowded floor, parting the crowd, causing a bobbing and dodging of plants in its wake. The whole thing sways crazily for a moment, then settles in a perfect hush.”

The account continues as the local ecologist – deeply connected to the biolife of the place – explains each and every plant on the land and how all the plants work in tandem to grow and thrive from one another. There is pride and understanding in his voice as he details the specific location of each plant.

Sea Ranch, on the coast of Northern California, is another example of experience connected to place, in this case an intentional design that incorporated

haptic perception and consideration of the natural landscape. The designs of the entire Sea Ranch community were intended to be integrated into the California coastline so there is a deep connection to the earth and its elements. Sea Ranch was designed in 1964 by architect and planner, Al Boeke. The entire design goal was to “respond and live in harmony with the natural elements”. The design team derived inspiration from the natural landscape and recognized the beauty in the surrounding land through their structural plans. They drew the material palette from natural, organic mediums, using only “rough and simple” materials. The smell of the sea, the sound of waves, the ocean mist hitting your face and cool breeze running through your hair puts your mind at ease and allows for further connection to your surroundings.

Direct connection with the surroundings, through daily life memories or through experiential architecture and design, is a key factor in the idea of place attachment and haptic perception. Attachment forms when people live and work in a place, coming to know the material and phenomena of the environment.

Conclusion

This literature review discussed issues in rural communities, ideas of place attachment, and experiential connection to natural surroundings and architecture. The aim is to use design to create a mind, body, soul connection in rural communities. Developing connections to a place can occur through a multitude of factors and experiences and the layers upon which we connect, as humans, gets deeper as we become more familiar or revisit a location. Rural communities are places of organic beauty, and connections have been formed with these locations that create a sense of belonging. Designing for the holistic human connection to a place has been done successfully through experiential architecture and has the ability to bring people to

spaces where they can appreciate their surroundings in a variety of ways. While architecture can be influenced by the landscape and inspire a material palette utilizing local resources, it can also frame the scenery and accentuate the panoramic settings which the structure rests upon.

WORKS CITED

Altman, Irwin, and Setha M. Low. Place Attachment. Vol. 12, Plenum Press.

Benyus, Janine M. "The Parable of the Prairie ." Biomimicry: Innovation Inspired by Nature , Morrow, New York, 1997, pp. 1–7.

Brigham, Donovan. "How Architects Create Emotional Connections: Experiential Designs by Three Raise the Bar." Civil + Structural Engineer Magazine, 20 Aug. 2019, <https://csengineermag.com/how-architects-create-emotional-connections-experiential-designs-by-three-raise-the-bar/>.

Cunningham, Karen. "The Importance of the Mind-Body-Spirit Connection during Times of Stress and Anxiety." EHealth Connection, 31 Mar. 2020, <https://blogs.cooperhealth.org/ehealth/2020/03/24/the-importance-of-the-mind-body-spirit-connection-during-times-of-stress-and-anxiety/>.

"Distribution." FoodPlanCNY, <http://foodplancny.org/portfolio-items/distribution/>.

"Food Deserts*." Food Empowerment Project, <https://foodispower.org/access-health/food-deserts/>.

"Food Insecurity and Federal Nutrition Program Participation." Hunger Solutions New York, 4 Nov. 2020, <https://hungersolutionsny.org/resources-action/hunger-in-nys/food-insecurity-and-federal-nutrition-program-participation/>.

Hiss, Tony. The Experience of Place. Vintage Books, 1991.

"Key Statistics & Graphics." USDA ERS - Key Statistics & Graphics, <https://www.ers.usda.gov/topics/food-nutrition-assistance/food-security-in-the-us/key-statistics-graphics.aspx>.

National Geographic Society. "Rural Area." National Geographic Society, 9 Oct. 2012, <https://www.nationalgeographic.org/encyclopedia/rural-area/>.

"Needs Related to Transportation in Rural Areas – RHIHUB Toolkit." Needs Related to Transportation in Rural Areas – RHIhubToolkit, <https://www.ruralhealthinfo.org/toolkits/transportation/1/needs-in-rural>.

O'Neill, Máire Eithne. "Corporeal Experience: A Haptic Way of Knowing." *Journal of Architectural Education*, vol. 55, no. 1, 2001, pp. 3–12., <https://doi.org/10.1162/104648801753168765>.

Parker, Kim, et al. "Americans Fairly Satisfied with Their Local Communities." Pew Research Center's Social & Demographic Trends Project, Pew Research Center, 30 May 2020, <https://www.pewresearch.org/social-trends/2018/05/22/americans-satisfaction-with-and-attachment-to-their-communities>

Reggev, Kate. "The Architectural Legacy of Sea Ranch, a Utopian Community in Northern California." *Dwell*, 5 Feb. 2019, <https://www.dwell.com/article/sea-ranch-architecture-7f30ea15>.

"The Sea Ranch Lodge: The Story." *The Sea Ranch Lodge | The Story*, <https://www.thesearanchlodge.com/story>.

Vaske, Jerry J., and Katherine C. Kobrin. "Place Attachment and Environmentally Responsible Behavior." *The Journal of Environmental Education*, vol. 32, no. 4, 2001, pp. 16–21., <https://doi.org/10.1080/00958960109598658>.

Wong, Julia Carrie. "End of the Checkout Line: The Looming Crisis for American Cashiers." *The Guardian*, Guardian News and Media, 16 Aug. 2017, <https://www.theguardian.com/technology/2017/aug/16/retail-industry-cashier-jobs-technology-unemployment>.

TOPIC // PRECEDENTS
SEA RANCH



TOPIC // PRECEDENTS
BLKSHD



02

SITE

CONTEXT & BACKGROUND INFORMATION

SITE DOCUMENTATION

CENTRAL NEW YORK BARN ARCHITECTURAL HISTORY



GAMBREL ROOF



GABLE ROOF



GOTHIC/ARCHED ROOF



STONE FOUNDATION



DUTCH BARN



ENGLISH BARN

- Central New York's agricultural history began roughly 200 years ago.
- The earliest architecture used fieldstone foundations or stone piers, typically used to stored hay and grain.
- Barns built with local trees in the area including oak, pine, maple and basswood.
- Barns were built for agricultural purposes such as livestock raised, plants grown, storage needed.
- Architectural styles evolved as technology and equipment advanced.
- Erie Canal and railroad construction opened up transportation of products for the region and led to more profit for local farms.

ENGLISH STYLE BARN:

Found mainly in Central New York

Typically single story

Rectilinear

Common for dairy barns

Fieldstone retaining walls packed with earth created additional structural support

My site location will be an typical English barn.

DUTCH STYLE BARN:

Mostly built near the Hudson Valley or Southern New York State

Utilized the square steep pitched gable roofs

GERMAN STYLE BARN:

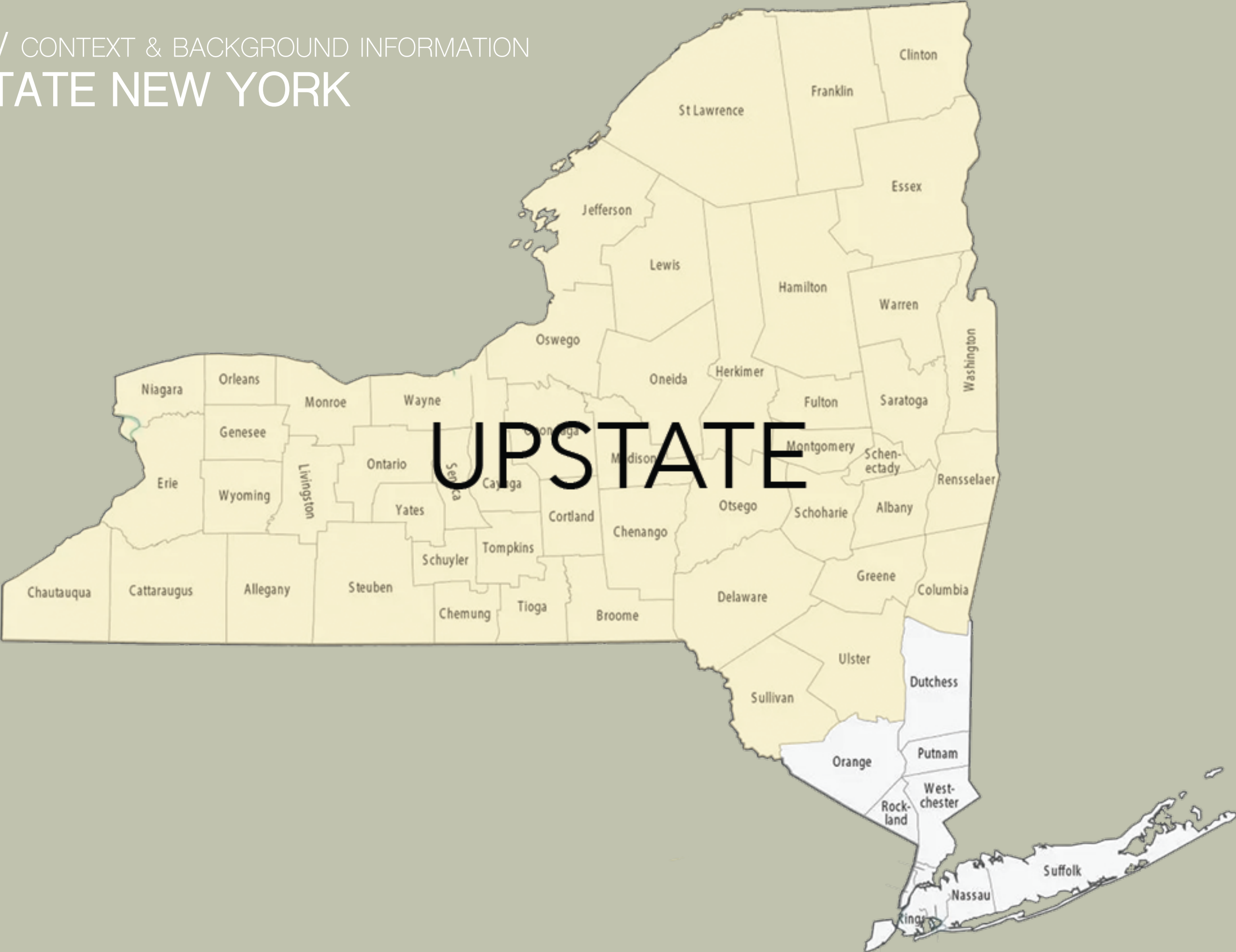
Mainly near the Hudson, Schoharie, and Mohawk River Valleys.

Brought 2 story barns on the hillside for easy access on both levels

SITE // CONTEXT & BACKGROUND INFORMATION
UPSTATE NEW YORK



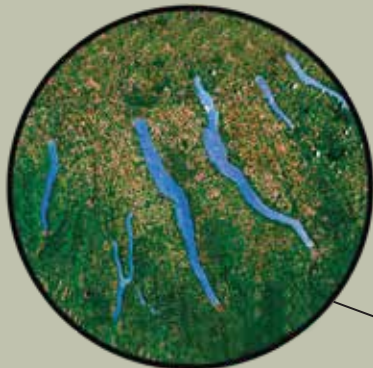
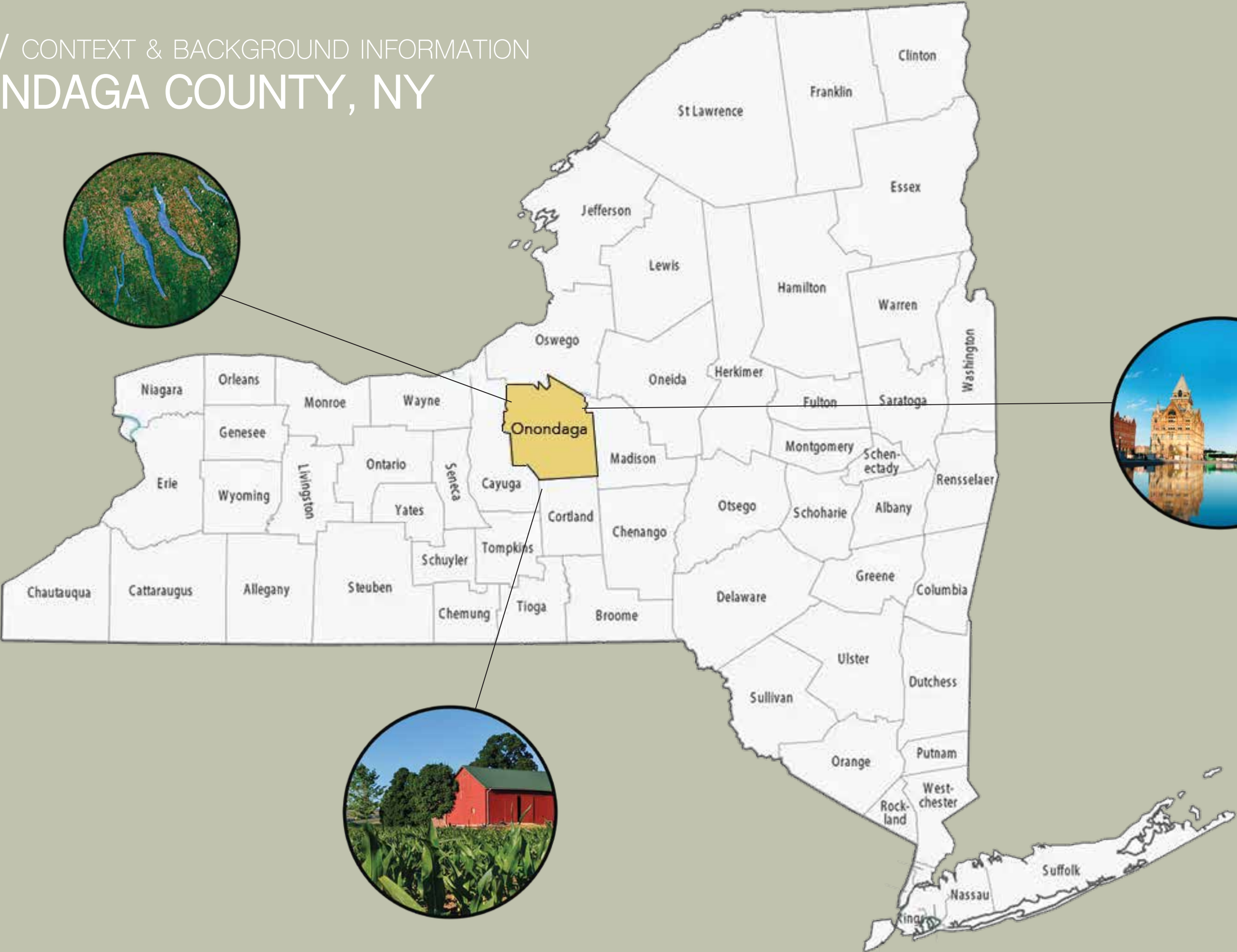
SITE // CONTEXT & BACKGROUND INFORMATION
UPSTATE NEW YORK



SITE // CONTEXT & BACKGROUND INFORMATION
UPSTATE NEW YORK



SITE // CONTEXT & BACKGROUND INFORMATION
ONONDAGA COUNTY, NY



SITE // CONTEXT & BACKGROUND INFORMATION

SKANEATELES LAKE



TOWN HISTORY

- The name Skaneateles comes from the Iroquois tribe for "Long lake".
- The Iroquois tribe as well who named the Finger Lakes, seeing them as the hand print of the Great Spirit on creation.
- The town of Skaneateles was established independently on February 26, 1830.
- Many of the Village's architectural treasures date from the 1830's.
- Early agriculture was centered on dairy and grain.
- By 1850, the area was producing wool cloth, mill machinery, carriages, sleighs, paper, bricks, ironwork and farm implements.
- Tourism is also a large contributor of the local economy. Visitors are drawn to the beauty of the lake and the charm of the town which includes shops, restaurants, B & B's, historic inns, the Skaneateles Music Festival and the Dickens Christmas celebration.

<https://www.villageofskaneateles.com/community/page/history>

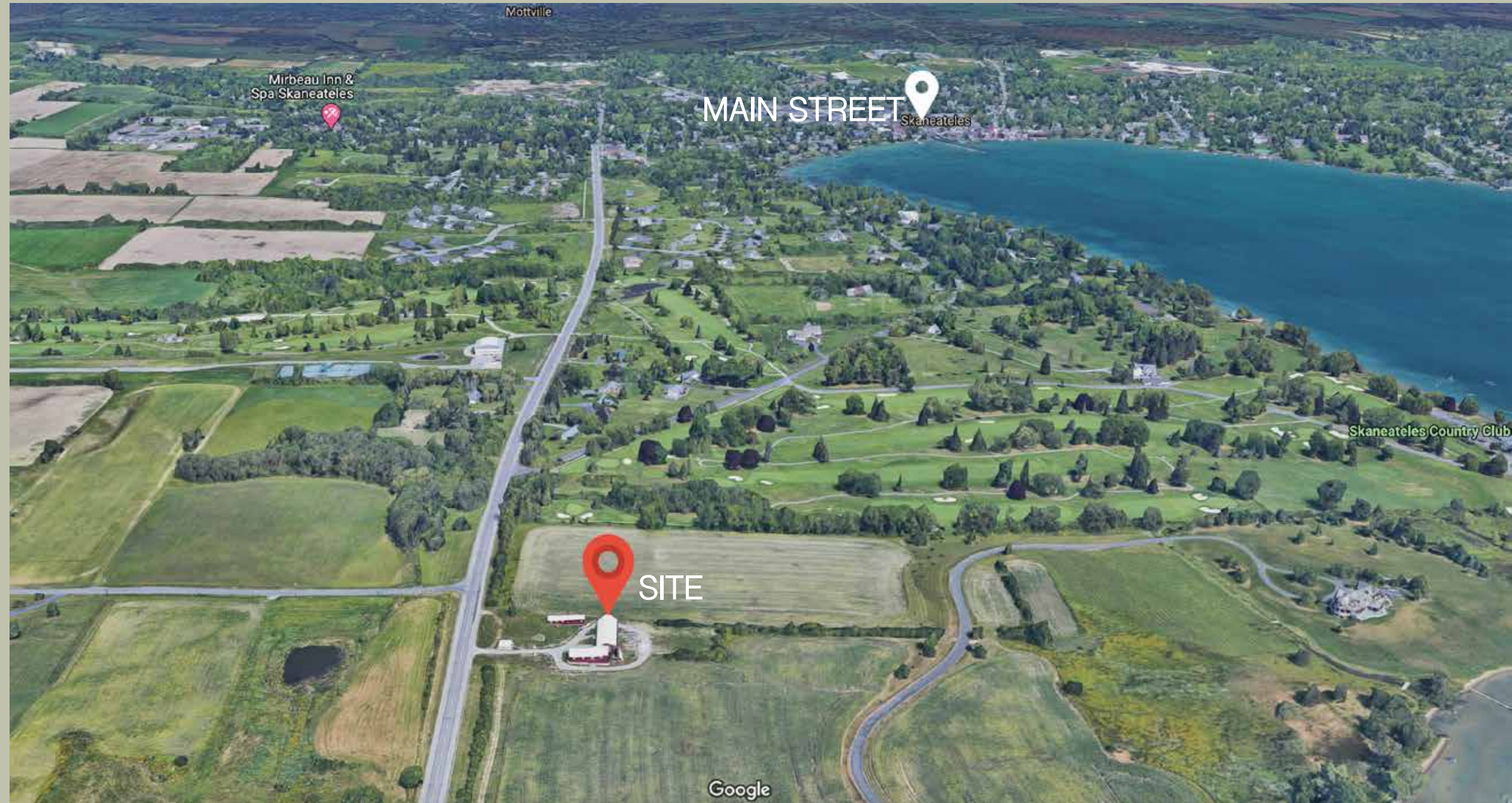
SITE // CONTEXT & BACKGROUND INFORMATION

SKANEATELES LAKE



SITE // CONTEXT & BACKGROUND INFORMATION

SKANEATELES LAKE



SITE // CONTEXT & BACKGROUND INFORMATION
SKANEATELES LAKE



SITE // SITE DOCUMENTATION
3260 WEST LAKE ROAD



SITE // SITE DOCUMENTATION
2025 WEST LAKE RD

**THIS BARN WILL BE
MOVING UP THE
ROAD TO JOIN 3260
WEST LAKE ROAD
AS AN ADDITION TO
THAT PROPERTY*



03

PROGRAM

CASE STUDIES

MASTER LIST OF SPACES

BUBBLE DIAGRAMS

SITE CONTEXT

BLOCKING DIAGRAM

terrain

GARDEN | HOME | CAFE | EVENTS



BACKGROUND - Devon, PA

Terrain is a garden and home brand deeply rooted in nature and plant life. Their curated product assortment explores the boundaries of life lived outside and in with a globally conscious, locally influenced point of view that is wholly their own. Using nature as their guide, Terrain offers inspired seasonal solutions for creative living, gathering, and gardening. The resulting blend of experience and assortment helps build enduring community connections that embraces a gardener's spirit for constant renewal. Additionally, the Garden Cafe and Event space create an indoor/outdoor entertaining space for fun to be had and style to be curated.

MISSION

Terrain combines natural, organic elements with the experience of interior design in the home. They have created an experience in their retail stores where home and restaurant seamlessly blend for a warm and cozy dining and entertainment experience.

ACTIVITIES

- Dining
- Drinking
- Shopping
- Gardening
- Private Events
- Interior Design
- Education
- Entertainment



BLUE HILL AT STONE BARN



BACKGROUND - Tarrytown, NY

Blue Hill at Stone Barns is a unique agricultural and dining experience. It features a restaurant, private dining, space for large events or corporate meetings. It utilizes only local farms within a 250 mile radius and knows each and every farmer who works with them. They have a market specializing in rustic, artisanal goods. Visiting the Stone Barn itself is a design experience. It is a stunning stone barn with a rustic castle-like exterior. The interior features minimal wall finished and exposed iron architectural beams. It is truly a mix of rustic charm and elegant dining.

MISSION

Know Thy Farmer. Great cooking starts with great ingredients. And great ingredients start with great farmers. Farms including Blue Hill Farm in Great Barrington, Massachusetts, Stone Barns Center for Food and Agriculture, and other farms in our neighborhood, contained within a 250-mile radius. Blue Hill brings farm to table to another level with high quality local ingredients only.

ACTIVITIES

- Dining
- Drinking
- Weddings
- Corporate Events
- Landscape Design
- Interior Design
- Education
- Entertainment



IRONWORKS

at PENCOYD LANDING



BACKGROUND - Bala Cynwyd, PA

A riverfront destination connected to The Residence Inn by Marriott in Bala Cynwyd. The original Ironworks was established in 1852 and has been renovated into a modern, industrial hospitality design. Pencoyd Iron Works was one of the largest bridge builders and iron producers in the world. Today, it offers two separate dining experiences, The Lark and The Landing Kitchen as well as outdoor cornhole and bocce ball for full family fun.

MISSION

It operates on the program of EAT, PLAY, CELEBRATE, AND STAY and offers connections to local trails, fine dining, outdoor event venues, and the hotel. Located along the Schuylkill River access to a number of walking trails and local parks, it is a great starting and ending point for any active day.

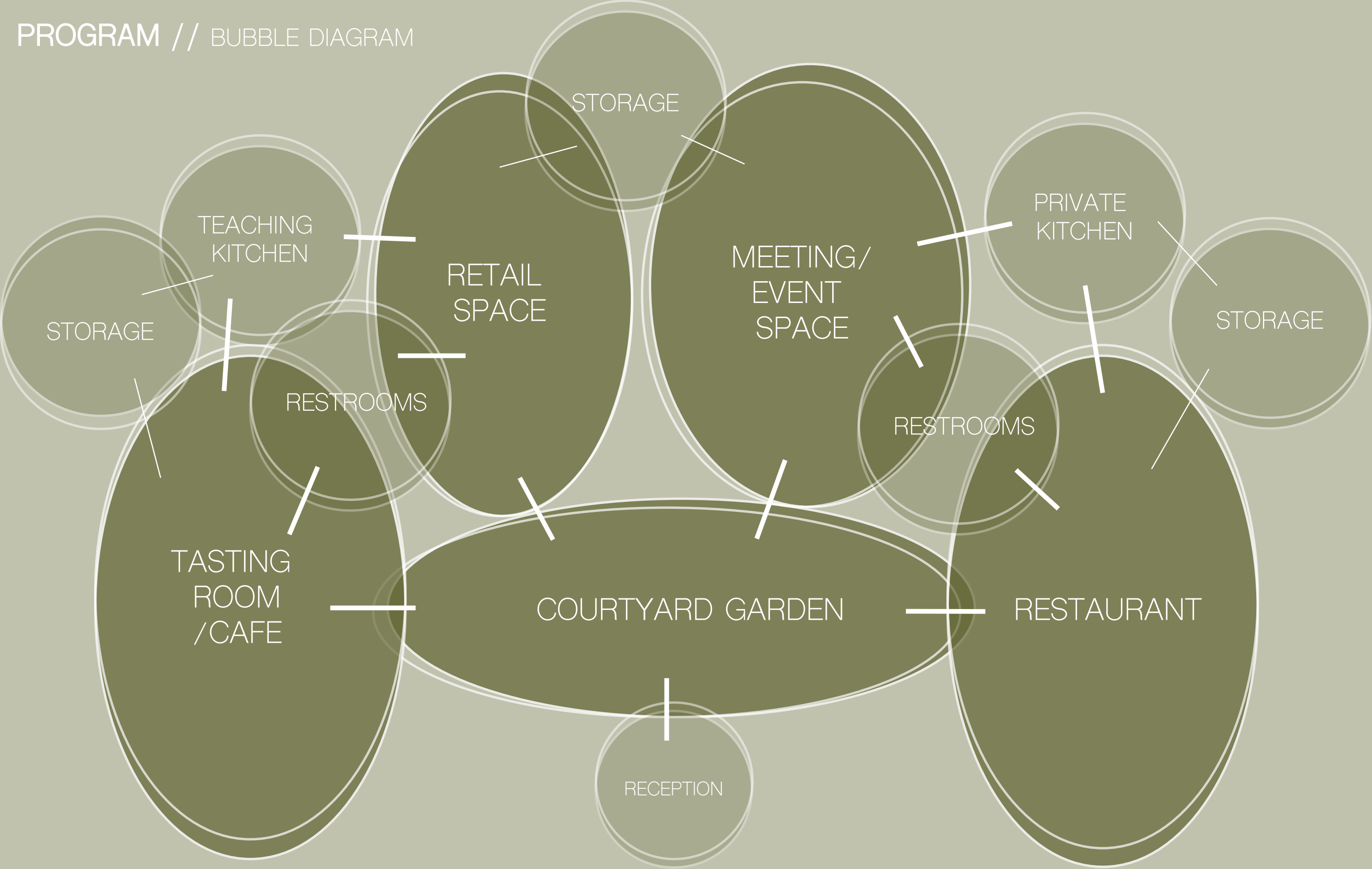
ACTIVITIES

- Dining
- Drinking
- Weddings
- Corporate Events
- Landscape Design
- Interior Design
- Education
- Entertainment

PROGRAM // MASTER LIST OF SPACES

SPACE	SQUARE FOOTAGE	PUBLIC/PRIVATE/SEMI-PRIVATE	PLUMBING	LIGHTING
RESTAURANT	1,000	SEMI-PRIVATE	NO	PENDANTS RECESSED CHANDELIER NATURAL
PRIVATE KITCHEN	500	PRIVATE	YES	RECESSED
TEACHING KITCHEN	1,000	SEMI-PRIVATE	YES	PENDANTS RECESSED NATURAL
RETAIL/MARKET	2,000	PUBLIC	NO	PENDANTS RECESSED CHANDELIER NATURAL
STORAGE/LAUNDRY	1,500	PRIVATE	YES	RECESSED
TASTING ROOM/CAFE	2,000	PUBLIC	YES	PENDANTS RECESSED CHANDELIER NATURAL
RECEPTION	20	PUBLIC	NO	PENDANTS NATURAL
RESTROOMS	700	PUBLIC	YES	RECESSED
MEETING/EVENT SPACE	3,000	PRIVATE	NO	PENDANTS RECESSED CHANDELIER NATURAL
MANAGER OFFICE	50	PRIVATE	NO	RECESSED
EMPLOYEE SPACE	400	PRIVATE	NO	RECESSED
GARDEN/COURTYARD	11,000	PRIVATE	YES	NATURAL OUTDOOR
BIERGARTEN	11,625	PUBLIC	NO	NATURAL OUTDOOR
TOTAL <small>INTERIOR</small>	12,170			
TOTAL <small>EXTERIOR</small>	22,625			
TOTAL	34,795			

PROGRAM // BUBBLE DIAGRAM



STORAGE

TEACHING
KITCHEN

RETAIL
SPACE

MEETING/
EVENT
SPACE

PRIVATE
KITCHEN

STORAGE

STORAGE

RESTROOMS

RESTROOMS

TASTING
ROOM
/CAFE

COURTYARD GARDEN

RESTAURANT

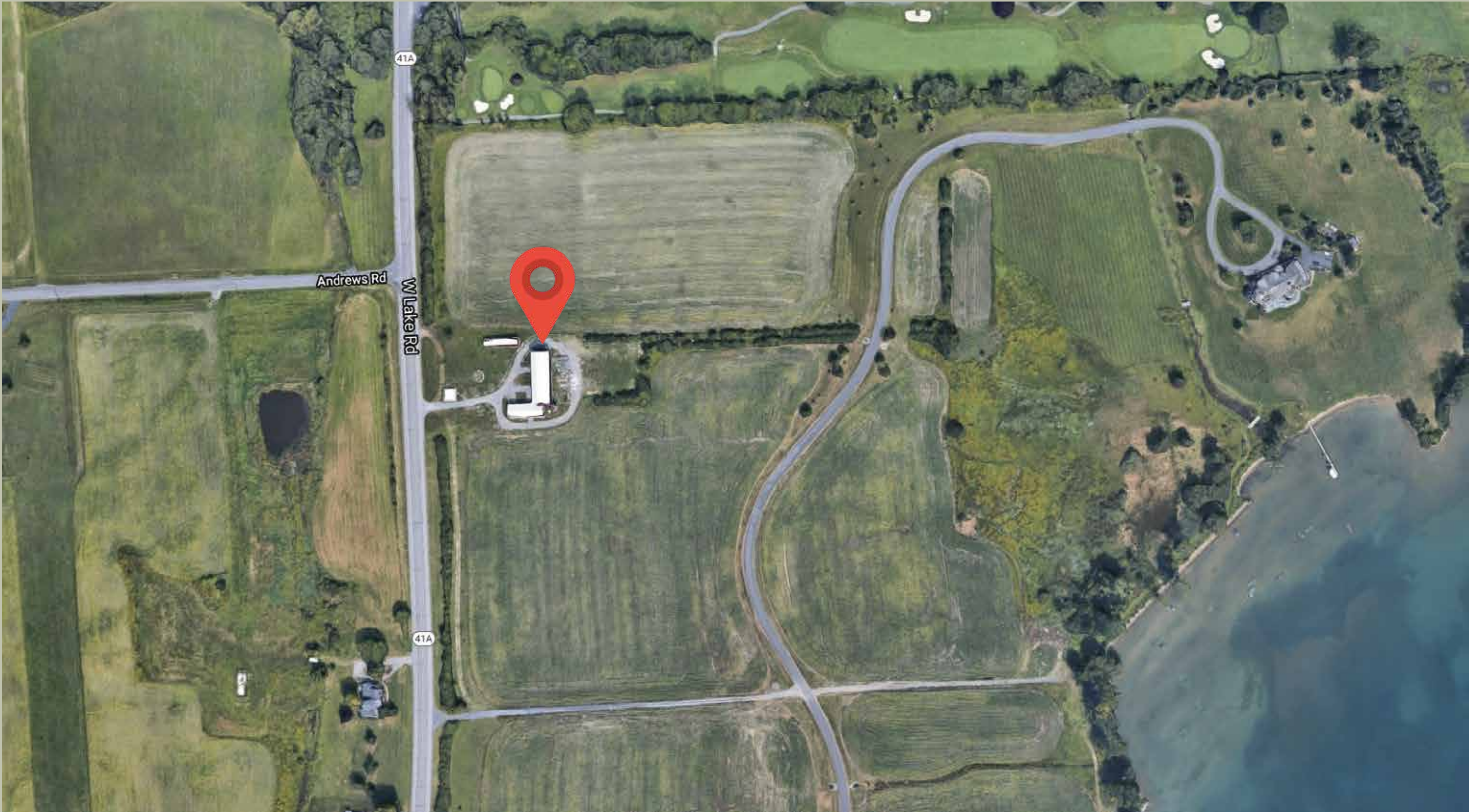
RECEPTION

PROGRAM // SITE CONTEXT

SKANEATELES LAKE



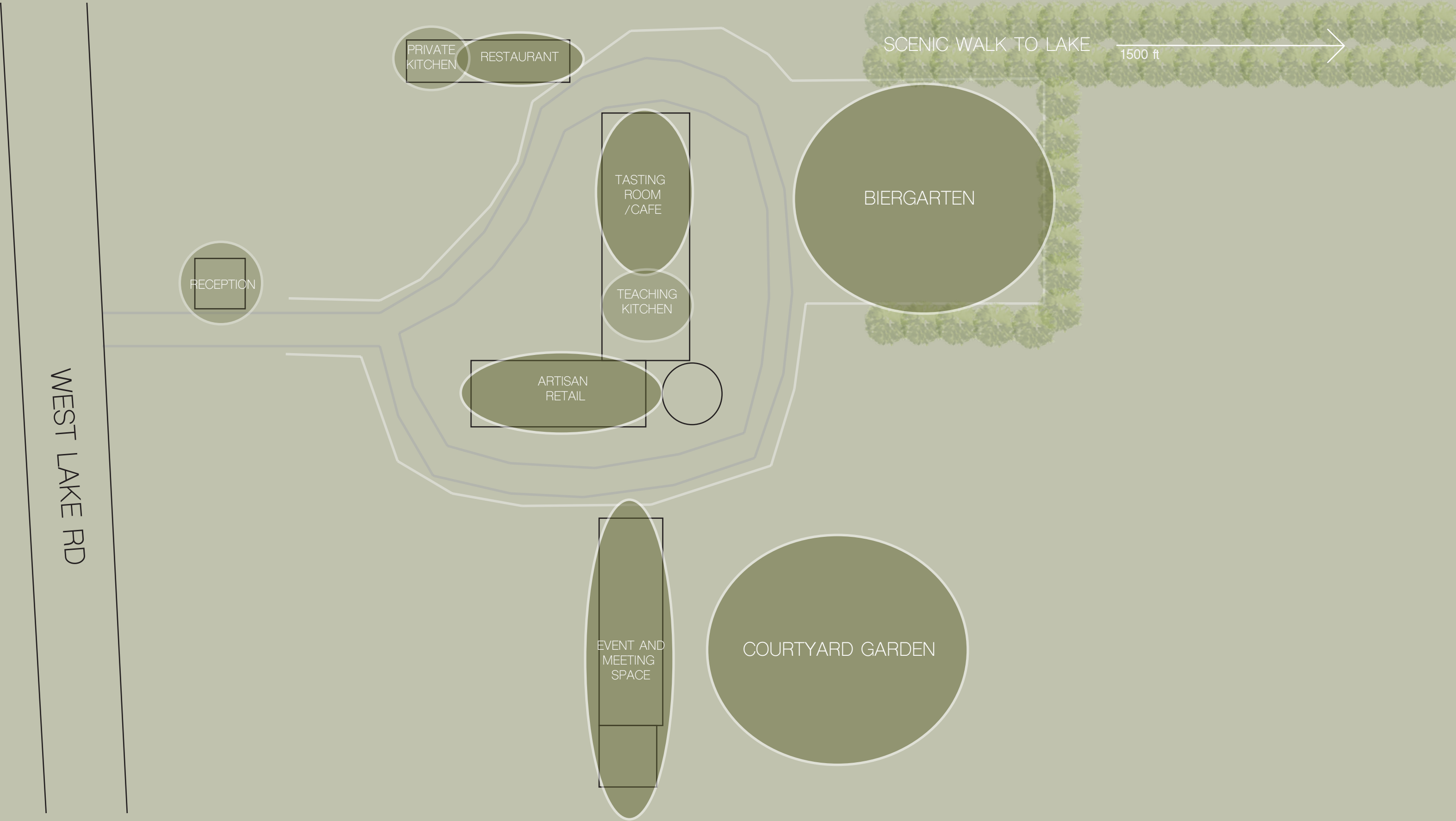
PROGRAM // SITE CONTEXT
SKANEATELES LAKE



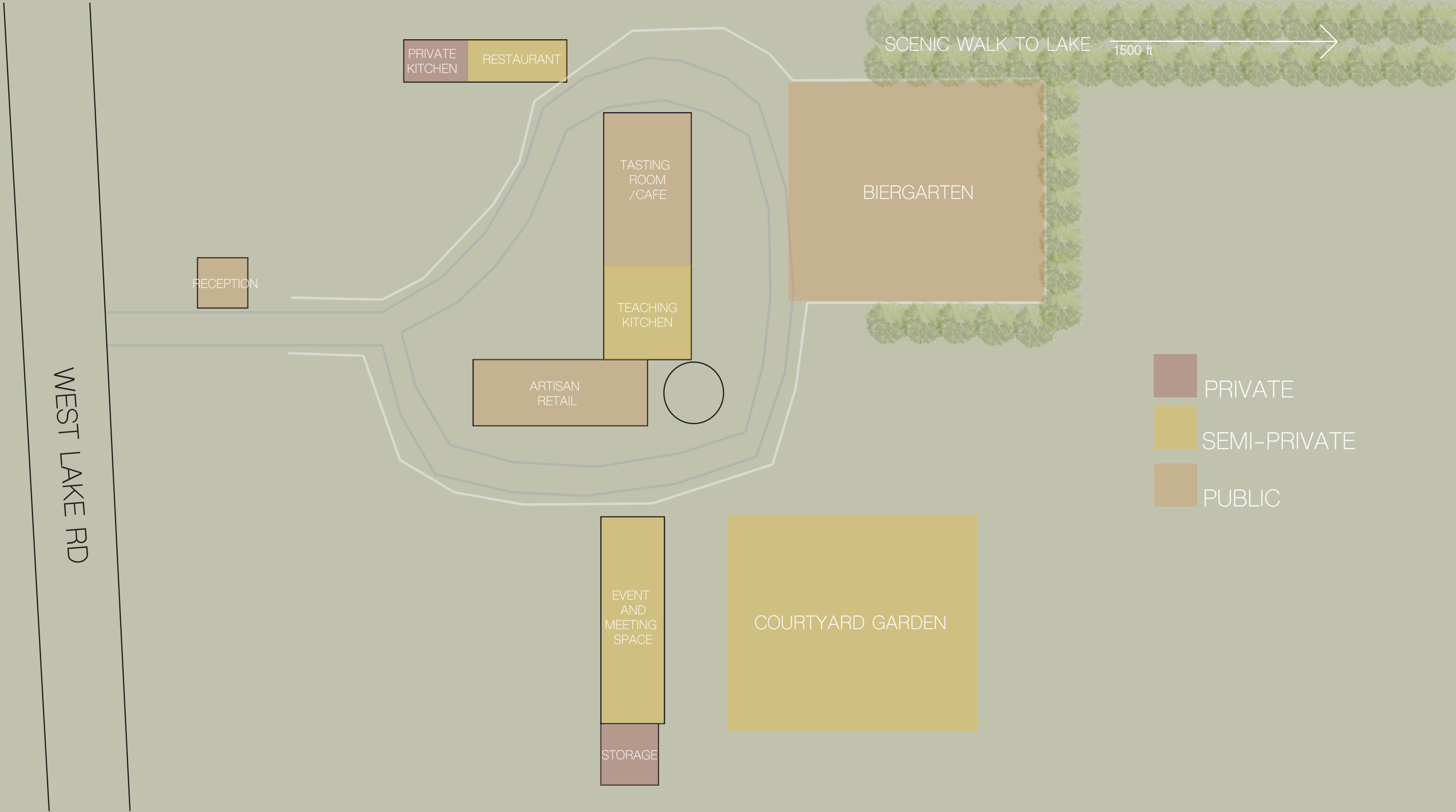
PROGRAM // SITE CONTEXT
SKANEATELES LAKE



PROGRAM // BUBBLE DIAGRAM



PROGRAM // BLOCKING DIAGRAM



04

DESIGN AGENDA
DESIGN INTENT
MARKETING

DESIGN AGENDA // DESIGN INTENT
INSPIRATION IMAGES



DESIGN AGENDA // DESIGN INTENT
DESIGN PROBE - MATERIAL

MATERIAL PALETTE

WEATHER WOOD

RUSTED REBAR

RUSTED NAILS

MOSS

WHEAT

BRICK

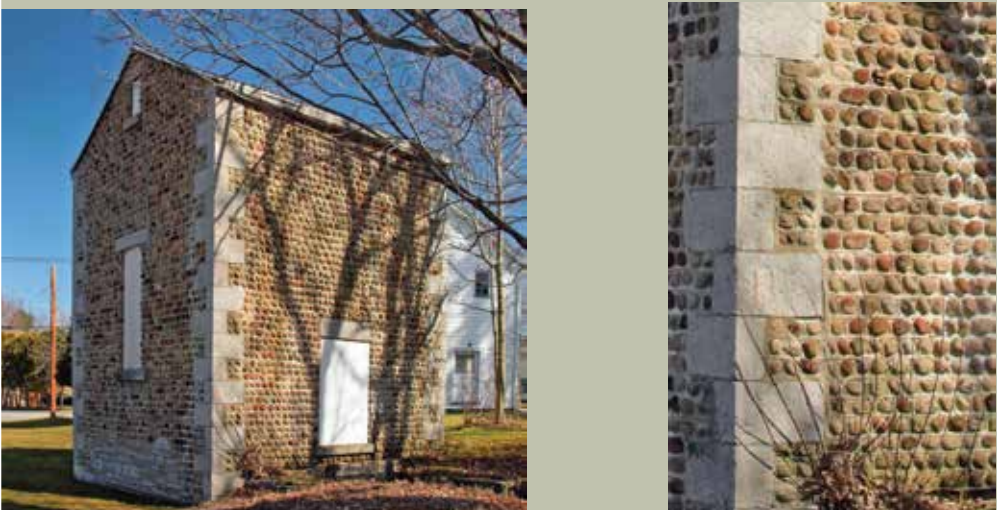


DESIGN AGENDA // DESIGN INTENT

HISTORIC BARNES



MATERIALITY



DESIGN INSPIRATION



DESIGN AGENDA // MARKETING AND LOGO

ARTISAN OAK - A artisanal market, cafe, and restaurant where local makers, chefs, artists, and adventurers are encouraged to enjoy regional handmade goods with a farm-to-table culinary experience in every bite.

ARTISAN - a worker in a skilled trade, especially one that involves making things by hand

OAK - native tree to central New York state. Strong and sturdy tree utilized for both landscape and design aesthetics.



DESIGN AGENDA // DESIGN INTENT

PROJECT GOALS

FOR RESIDENTS:

Create local jobs such as waiters, chefs, cleaning staff, hosts, event planners, artisan vendors, bartenders, etc.

Create more commerce in the area through retail, food, drinks, and venue services.

Educational events including cooking classes, art classes, and local resource information.

Utilize local materials such as agriculture, resources, and lake views.

Additional retail and restaurant selections for expanded palettes.

FOR ARTISANS:

Bring additional attention to their work

A place for inspiration from the lake views, framed oak tree pathways and other artisan vendors.

Create jobs and revenue from their artisan booths and additional exposure to their work.

Share their knowledge with visitors through teaching classes or through simple conversation.

FOR TOURISTS:

A travel destination not too far from major cities – 1.5 hour drive from Rochester, 4 hour drive from New York City, 5 hour drive from Philadelphia, and airports nearby.

An escape from chaos of urban and suburban life. The rural landscape and lake views provide tranquility and peace for visitors.

Educational opportunities from cooking and art classes as well as local resource information.

Opportunities to shop and eat local – support small business has become very important in the post-pandemic world.

DESIGN AGENDA // DESIGN INTENT

PROGRAM GOALS

● ISSUES IN RURAL COMMUNITIES



● Create local jobs, commerce, tourism, and educational opportunities.

● PLACE ATTACHMENT



● Bringing awareness and opportunities for positives experiences in this area can create place attachment for others as well.

● EXPERIENTIAL CONNECTION TO NATURAL SURROUNDINGS



● Design an experience that will connect visitors to the local natural resources of the area including the lake, agriculture, materials, land, and people.



05

FINAL DESIGN

FLOOR PLANS

REFLECTED CEILING PLANS

AXONOMETRIC

EXTERIOR ELEVATIONS

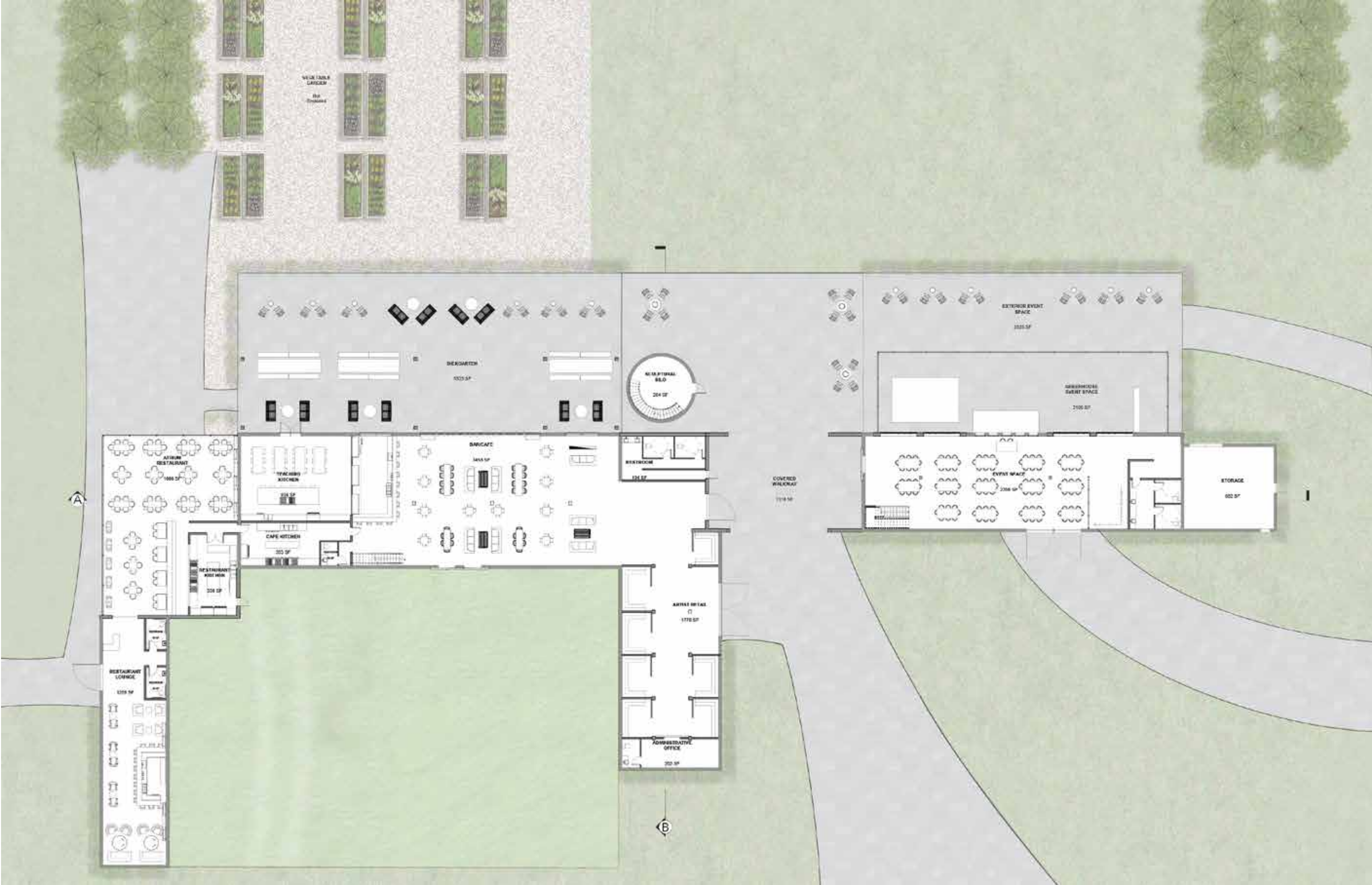
SECTIONS

FURNITURE & MATERIALS

MODEL - DETAIL

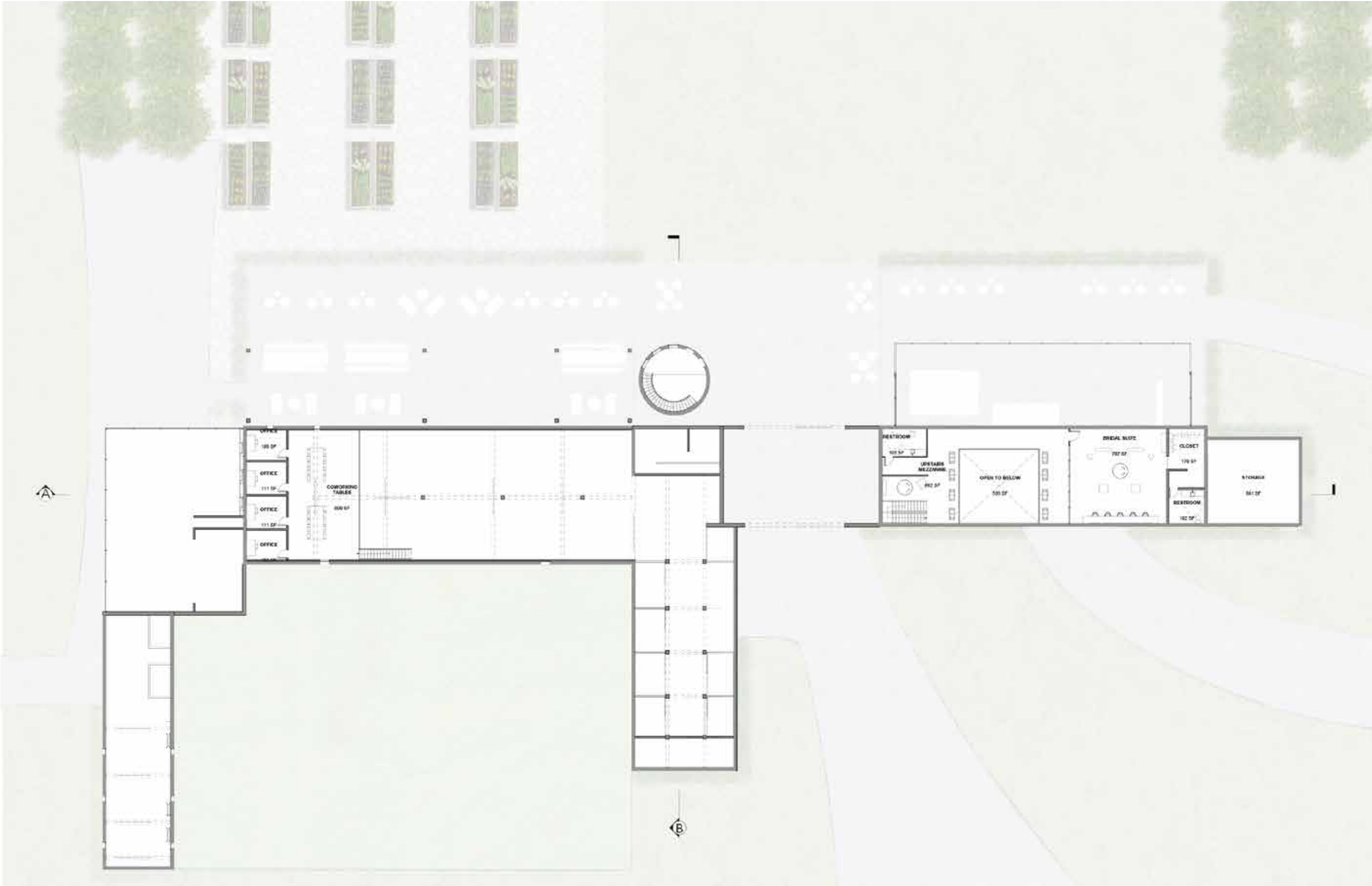
PERSPECTIVES

FLOOR PLANS



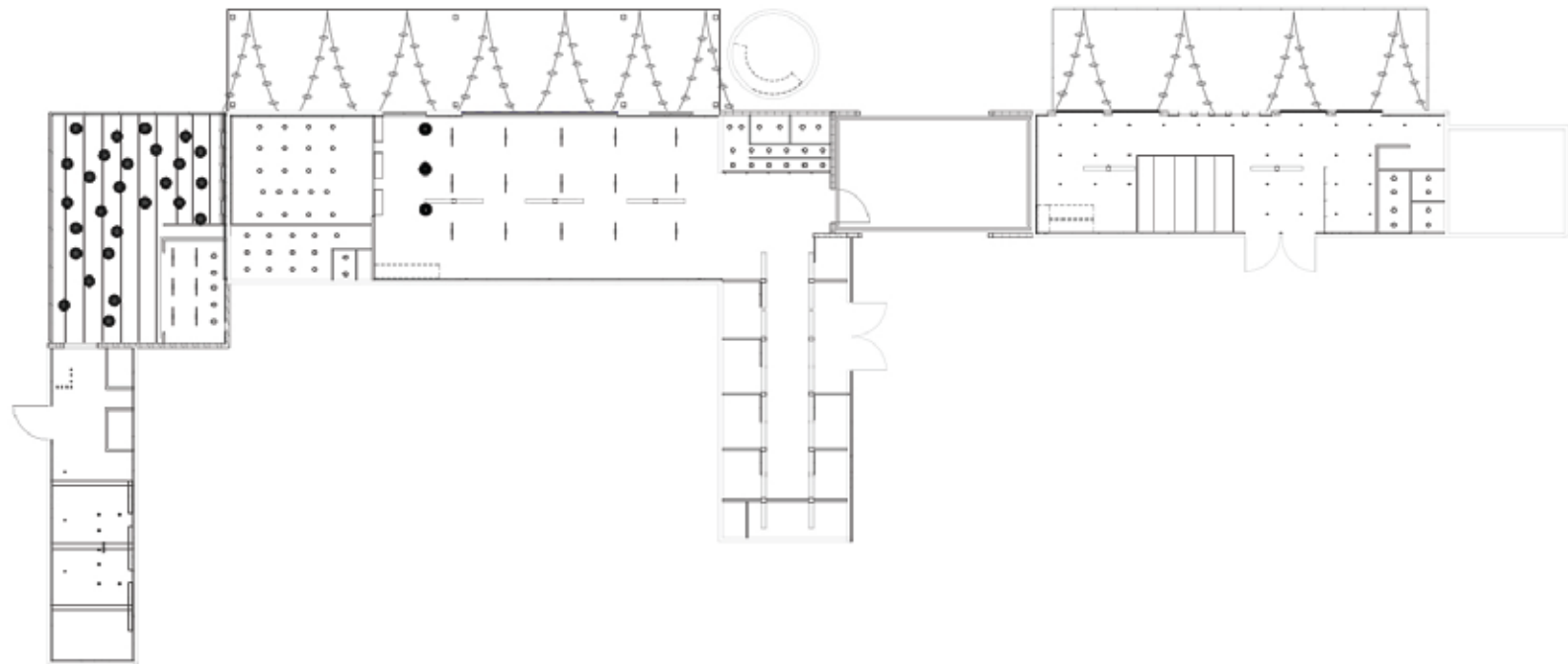
FIRST FLOOR PLAN
NOT TO SCALE

FLOOR PLANS

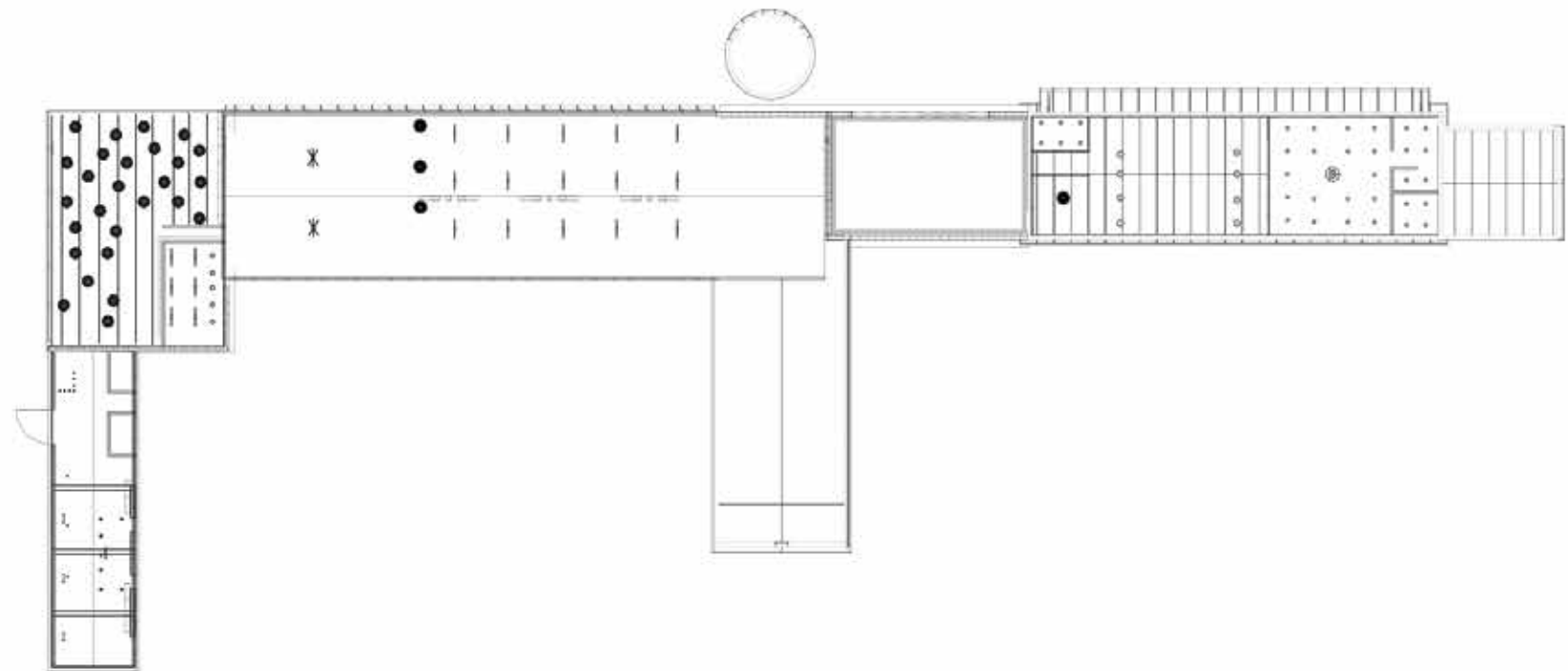


SECOND FLOOR PLAN
NOT TO SCALE

REFLECTED CEILING PLANS

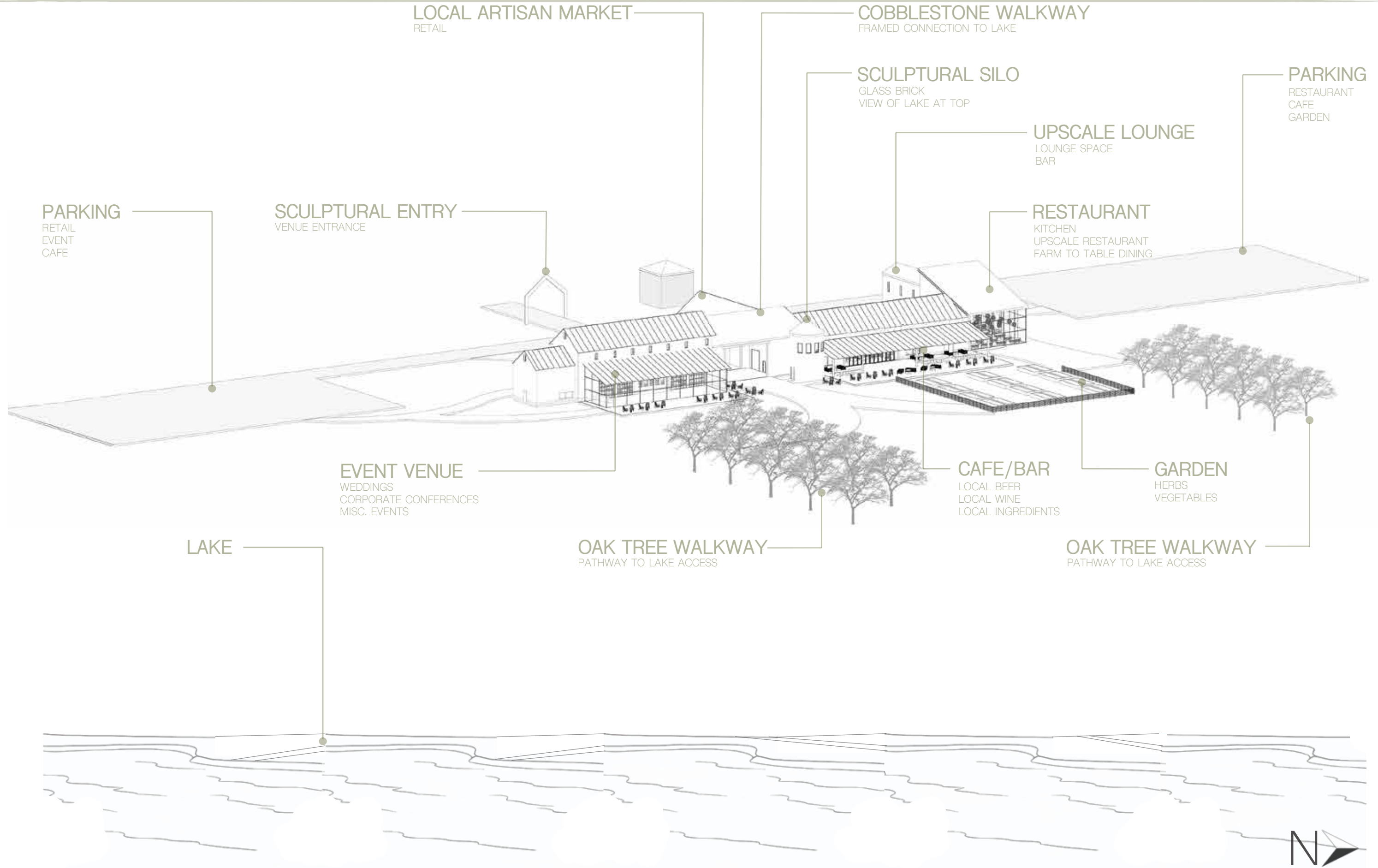


FIRST FLOOR REFLECTED CEILING PLAN
NOT TO SCALE

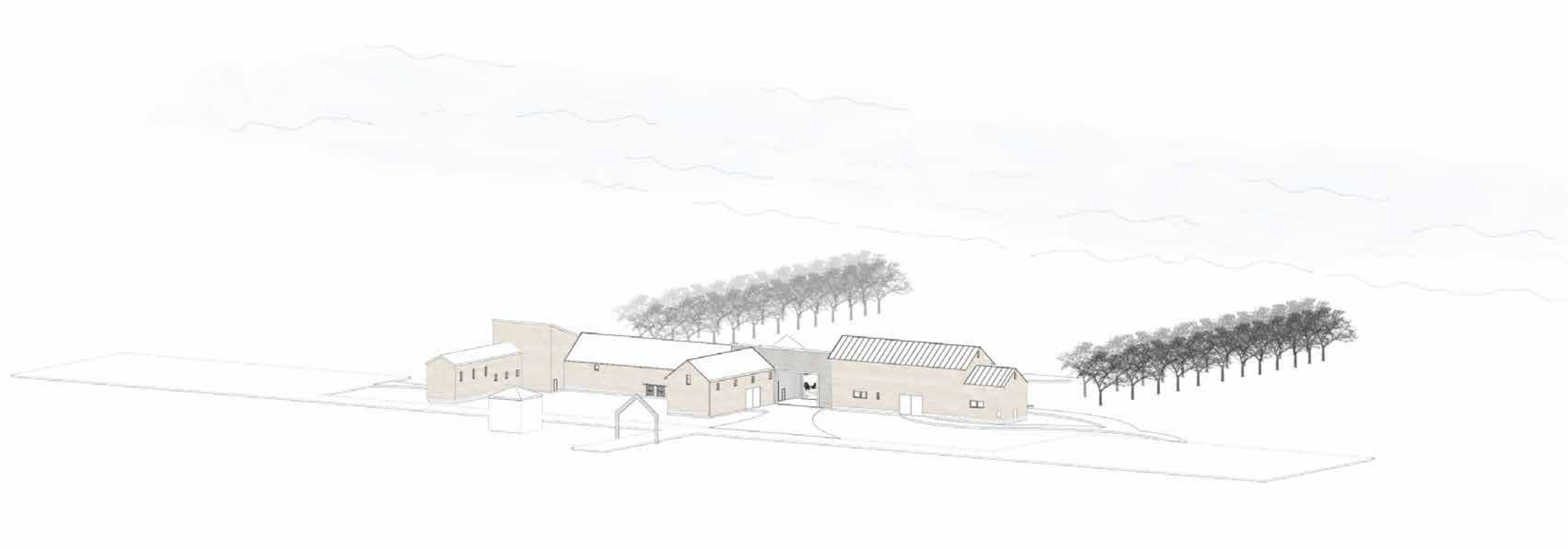


SECOND FLOOR REFLECTED CEILING PLAN
NOT TO SCALE

AXONOMETRIC DIAGRAM



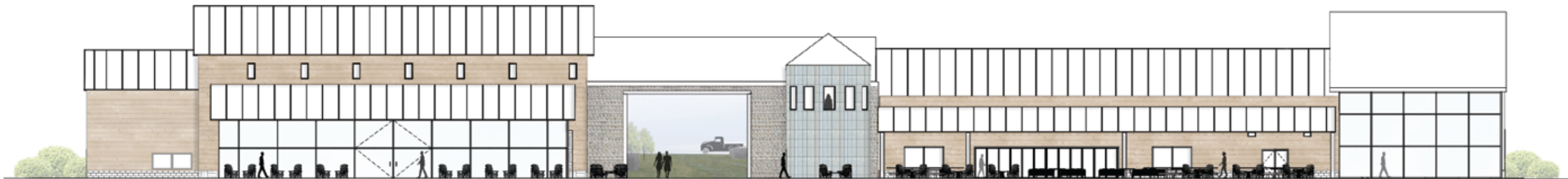
AXONOMETRIC DIAGRAM



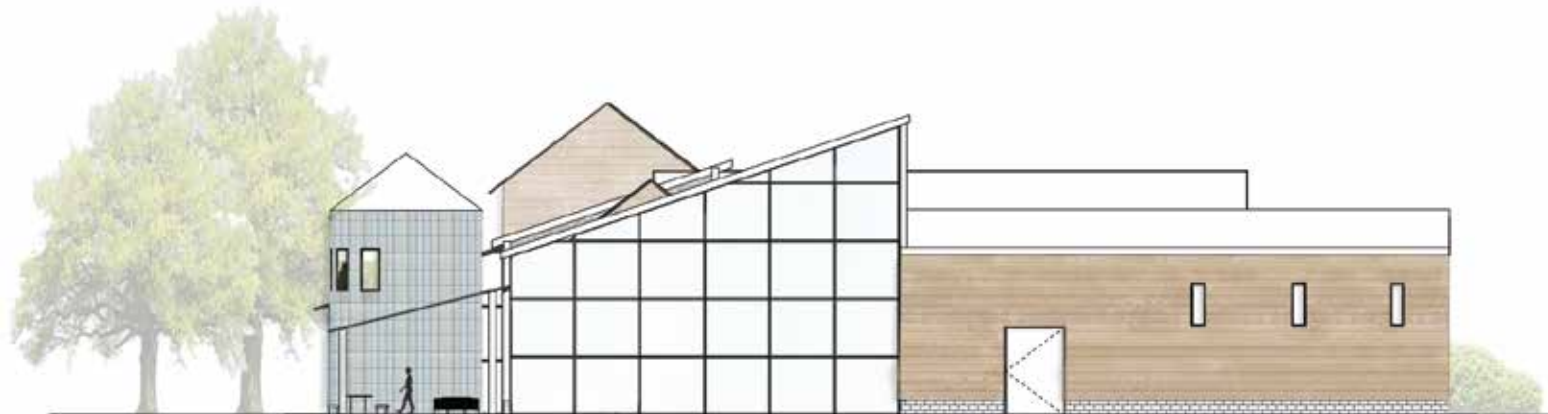
EXTERIOR ELEVATIONS



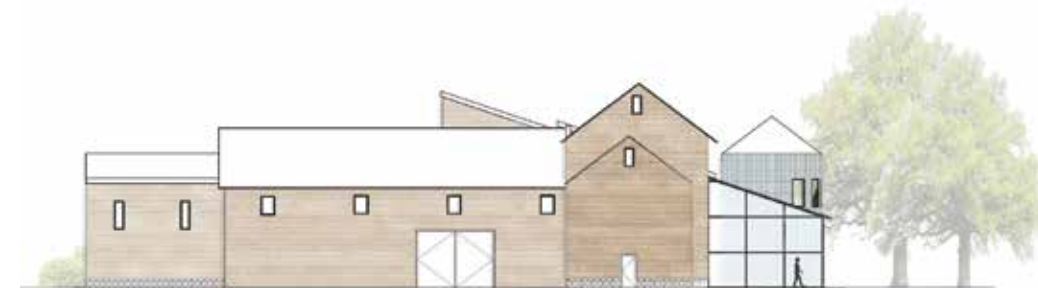
WEST ELEVATION
NOT TO SCALE



EAST ELEVATION
NOT TO SCALE



NORTH ELEVATION
NOT TO SCALE



SOUTH ELEVATION
NOT TO SCALE

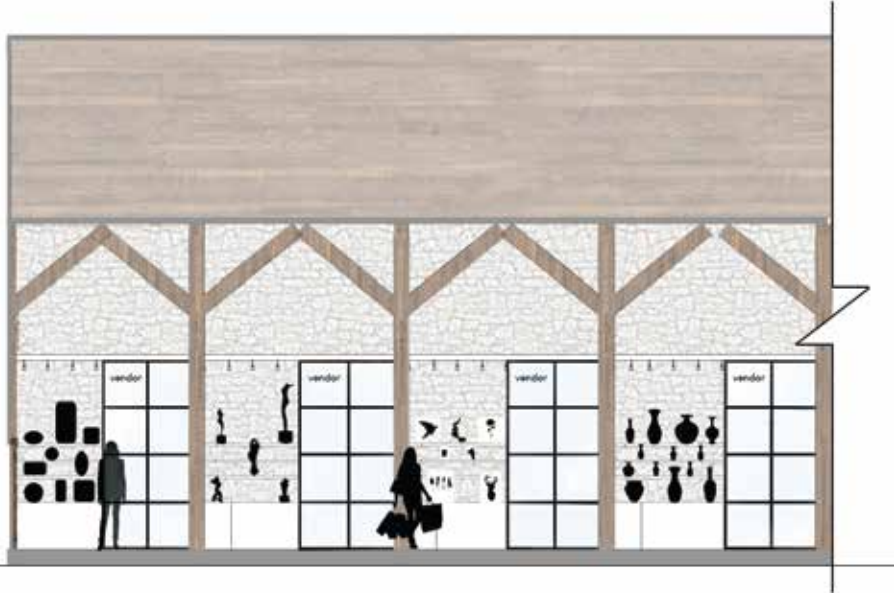
SECTIONS



SECTION A
NOT TO SCALE



SECTION B
NOT TO SCALE



SECTION B - ZOOMED IN
NOT TO SCALE

FURNITURE



PENDANT - RESTAURANT
DAVID TRUBRIDGE - FLORAL PENDANT



STOOLS - CAFE/BAR
COX & COX - WEATHERED OAK STOOL



LIGHTING - ALL BEAMS
UNKNOWN - SPUR WALL



PENDANT - TEACHING KITCHEN
VALAISIN GRONLUND - GRANADA METAL



TABLE - OUTSIDE AREAS
MECOX - CONCRETE PEDESTAL TABLE



TABLE - CAFE/BAR
RS BARCELONA - B-AROUND DINING TABLE



CHAIR - CAFE/BAR
CASAMANIA & HORM - MARITIME WOOD OAK



PENDANT - LOUNGE
UNKNOWN - MODERNRAIL PENDANT



SOFA - CAFE/BAR
NATUZZI ITALIA - LA SCALA TUFTED SOFA



PENDANT - CAFE/BAR
TECH LIGHTING - ESSENCE PENDANT



BARSTOOL - CAFE/BAR
PROSTORIA - STRAIN BARSTOOL



CHAIR - LOUNGE
SANCAL - CORE FABRIC ARMCHAIR



TABLES - LOUNGE
KETTAL - MESH TEAK GARDEN TABLE

MATERIALS



COCKTAIL LOUNGE PALETTE

- WHITE OAK FLOORING
- PINK VELVET CHAIRS
- NATURAL LINEN CHAIRS
- VENETIAN PLASTER UPPER WALLS
- TEXTURED CONCRETE LOWER WALLS
- DEEP GREEN VELVET SOFAS
- MATTE BLACK IRON ACCENTS
- BRASS PENDANTS AND FIXTURES



CAFE/BAR PALETTE

- WHITE OAK FLOORING
- RECLAIMED WOOD BEAMS
- LEATHER FURNITURE
- VENETIAN PLASTER UPPER WALLS
- SHOU SHUGI BAN LOWER WALLS
- HANDMADE TILE
- COPPER ACCENTS
- WHITE MARBLE COUNTERTOPS



EXTERIOR PALETTE

- SANDBLASTED SIDING
- WHITWASHED FURNITURE
- COPPER ROOF FEATURED ON SILO
- GLASS BRICK SILO
- BLUESTONE FLOORING
- BLACK METAL ROOF
- RECLAIMED WOOD FURNITURE



RESTAURANT PALETTE

- WHITE OAK FLOORING
- RECLAIMED WOOD FURNITURE
- LEATHER FURNITURE
- OFFWHITE HANDMADE TILE
- DEEP GREEN HANDMADE TILE
- WHITWASHED PENDANT LIGHTING
- GOLD ACCENTS AND FIXTURES
- MATTE BLACK ACCENTS AND FIXTURES



EVENT SPACE PALETTE

- BLUESTONE FLOORING
- RECLAIMED WOOD BEAMS
- VENETIAN PLASTER WALLS
- WHITE OAK FURNITURE
- ORIGINAL STONE WALLS
- GOLD ACCENTS AND FIXTURES
- MATTE BLACK ACCENTS AND FIXTURES

MODEL - DETAIL

COBBLESTONE ARCHITECTURE DETAIL

Cobblestone architecture can be found specifically in Western New York state with many historic buildings utilizing the cobblestones from nearby Lake Ontario. They are a rare architectural find in places other than this region. The goal of constructing this detail was to understand the masonry and artistry behind this style of architecture. This piece features a cinderblock foundation, limestone corners, cobblestone inlays, and mortar throughout. During construction, an appreciation was developed for the specific patterns, designs, and styles that masons create in their cobblestone layouts. No two stone layouts are identical and it highlights the true craftsmanship of the mason at work. This detail allows the beauty of the natural stone colors to shine and the organic nature of the pattern to contrast with the clean, crisp limestone corners.

We explored the structure behind the stone as well (not pictured), building an interior wood structural wall that would allow for water and air to flow behind the stone. Understanding the detail in its entirety assisted in acknowledging the interior conditions and material choices as well.



PERSPECTIVES



FRAMED VIEW OF LAKE

PERSPECTIVES



EXTERIOR BEIRGARTEN

PERSPECTIVES



EXTERIOR EVENT VENUE

PERSPECTIVES



CAFE/BAR



TEACHING KITCHEN

PERSPECTIVES



RESTAURANT

PERSPECTIVES



COCKTAIL LOUNGE

PERSPECTIVES



EVENT VENUE

06

APPENDIX

HOSPITALITY TRENDS

DESIGN PROBE: SCALE

DESIGN PROBE: EXPERIENCE

APPENDIX // HOSPITALITY CURRENT TRENDS

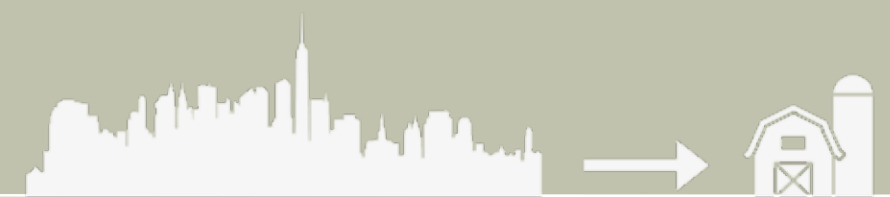
TREND #1 - More people are fleeing cities for rural life.

COVID-19 has caused more of a push for people to flee cities at a record rate.

According to the World Economic Forum, “nearly half of all U.S. adults said they’d prefer to live in a small town or rural area in 2020”

18-34 year olds: 39 percent prefer rural/small-town life. 10 percentage point increase over the last 2 years.

“48% of Americans at the end of 2020 said that, if able to live anywhere they wished, they would choose a town (17%) or rural area (31%) rather than a city or suburb. This is a shift from 2018, when 39% thought a town or rural area would be ideal.”



TREND #2 - Restaurants will be more digital than ever.

Digital must be included for restaurant websites, delivery, ordering online.

Menus for dine in restaurants will now be even more digital



TREND #3 - Smaller markets may be more tempting for big-time chefs

Long city hours and high city rent lead to burnout quickly

High end chefs may find it tempting to open restaurants in smaller towns with more affordable rent and younger clientele moving in

Towns are craving variety of cuisine and these could bring that into play



<https://www.weforum.org/agenda/2021/01/rural-life-cities-countryside-covid-coronavirus-united-states-us-usa-america/>

<https://www.forbes.com/sites/forbesbusinesscouncil/2021/11/10/restaurant-industry-outlook-for-2022-five-trends-to-watch/?sh=3ecec2ba249b>

<https://www.usfoods.com/our-services/business-trends/smaller-markets-tempt-big-city-chefs.html>

<https://news.gallup.com/poll/328268/country-living-enjoys-renewed-appeal.aspx>

APPENDIX // HOSPITALITY CURRENT TRENDS

TREND #4 - Farm to Table dining is still as popular as ever.

Americans want foods grown closer to them for health, political, economic, environmental or epicurean reasons.

“66% of American consumers say they are more likely to visit a restaurant that offers locally sourced foods.”

“In 2017, the National Restaurant Association reported 84 percent of fine dining establishments had locally sourced produce on the menu and another 77 percent had locally sourced meat or seafood.”

Farmers’ markets have quadrupled over the last 20 years, according to the USDA – people want to shop for local produce and know where their food is grown.

Using local produce in food gives an overall more authentic dining experience -- local lobster in Maine, greens in California, dairy in the Midwest or pineapples in Hawai’i.



TREND #5 - Cooking classes, both virtual and in-person are gaining popularity

DIGITAL: 3 types of classes

On-demand

Live

Kit-with-Ingredients

Restaurants, authors and food purveyors are selling boxes of ingredients that go along with the recipe that’s being demonstrated on screen.

In person classes such as Sur-la-Table and New York Kitchen have been ever growing in recent years

People want to connect again and do activities outside the house, in an almost post-pandemic world



<https://www.usfoods.com/great-food/food-trends/farm-to-table-pushes-local-cuisine-to-new-heights.html>

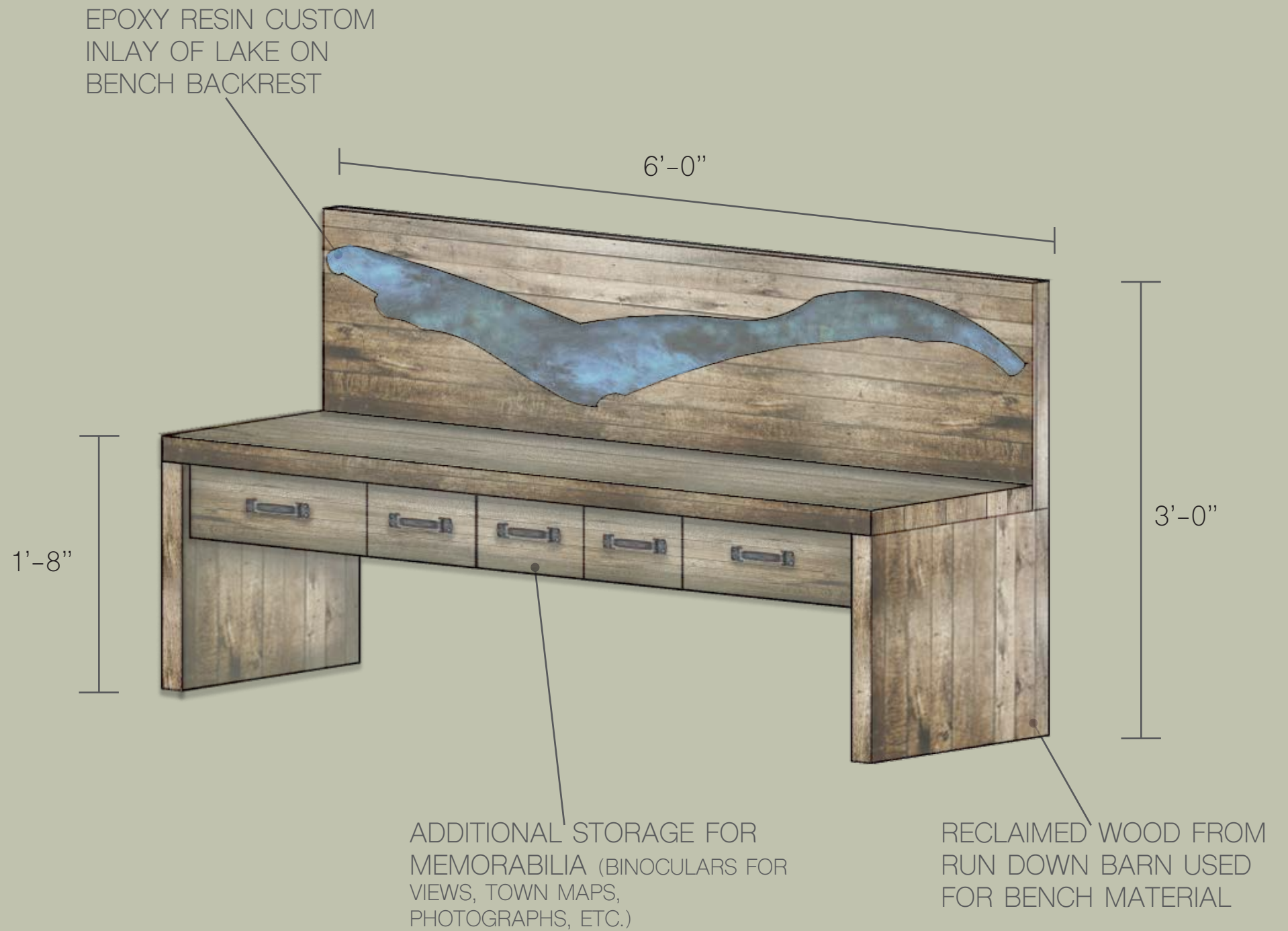
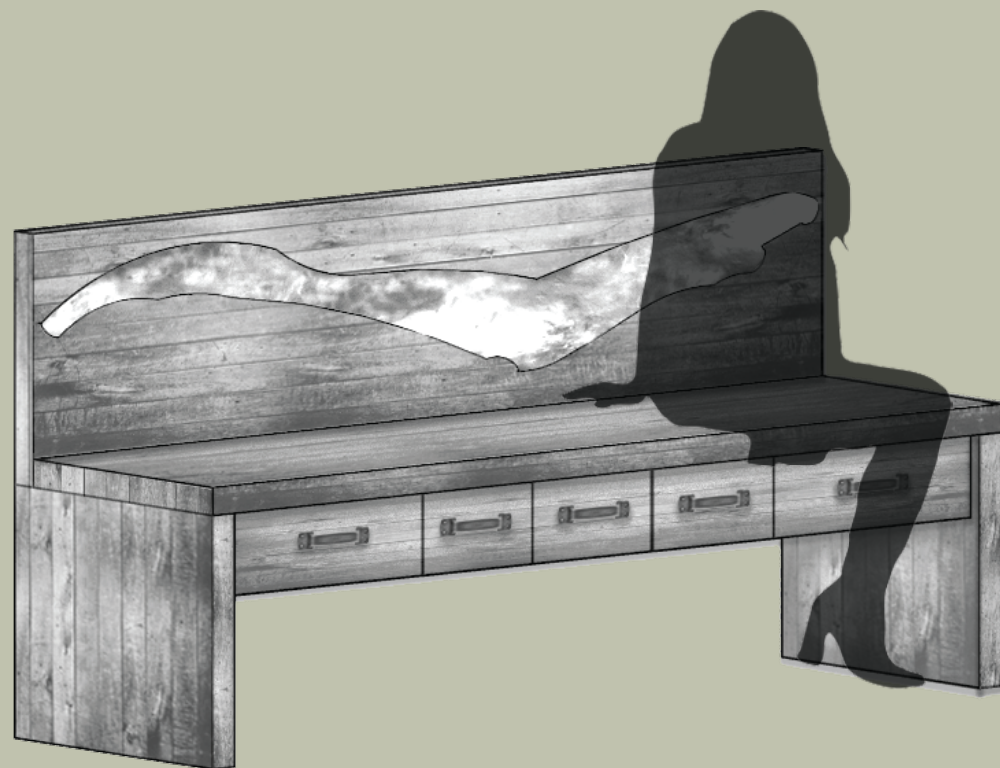
<https://integrisok.com/resources/on-your-health/2021/april/the-rise-in-virtual-cooking-classes>

<https://www.fourth.com/blog/the-farm-to-table-trend-isnt-going-anywhere-blog/>

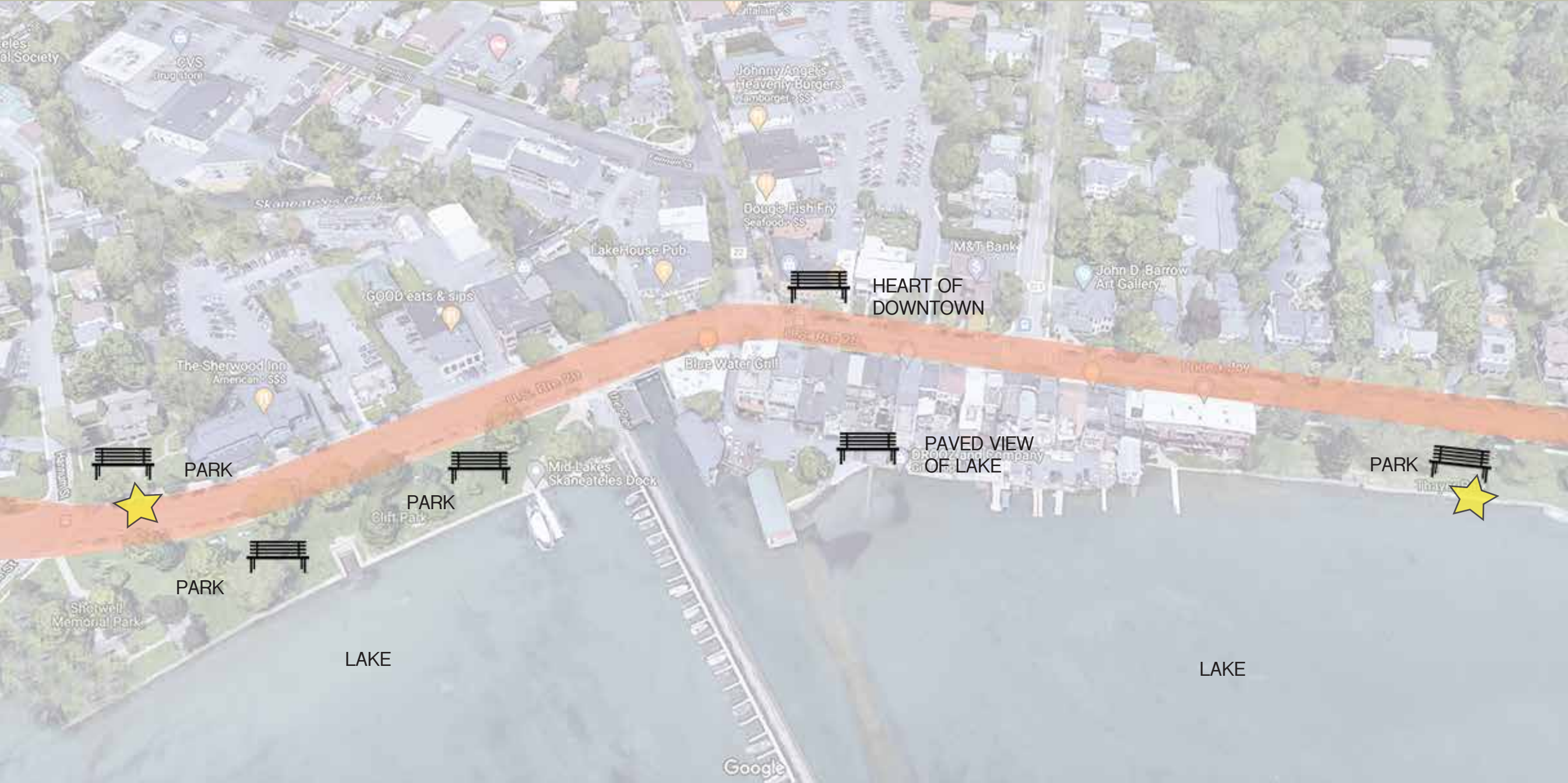
<https://www.forbes.com/sites/michelinemaynard/2020/12/10/food-trends-for-2021-cooking-along-with-a-kit/?sh=2413c20d5916>

APPENDIX // ADDITIONAL RESEARCH DESIGN PROBE - SCALE

Scaling my own connection to rural communities, I decided to design a reclaimed wooden bench. Utilizing local materials with historic roots brings a grounding intention and sustainable quality to this design. Benches serve many purposes, including points of meeting, relaxation, comfort, and nostalgia. A custom resin epoxy inlay of the lake creates a distinctive and personal touch to these benches that can be placed anywhere throughout the community.





APPENDIX // ADDITIONAL RESEARCH DESIGN PROBE - SCALE



 DOWNTOWN MAIN STREET

 BENCH LOCATIONS FOR VIEWS

  .3 MILES = 5 MINUTE WALK

APPENDIX // ADDITIONAL RESEARCH

DESIGN PROBE - EXPERIENCE

QUESTIONS:

1. How long have you lived here?
2. What do you enjoy about this area?
3. How far do you live from main street?
4. How often do you walk into town?
5. How often do you drive around town?
6. How close is the nearest grocery store?
7. How close is your preferred grocery store?
8. How close is your nearest hospital?
9. How close is your nearest doctor's office and how often do you visit?
10. How often do you visit the lake in the summer?

YOUNG RESIDENT BRENDAN: AGE 26

1. I grew up here and have lived here all of my life (aside from 4 years at college).
2. Growing up here, I was eager to get away and move to another town. This is a super small town where everyone knows everyone, but I stayed here after school because my girlfriend was finishing grad school at SU (Syracuse University). We ended up just really liking our lives here and have stayed close to family. We still might try to live somewhere else for a while though.
3. I live on Main Street.
4. Everyday. Pretty easy to walk downstairs.
5. We don't drive around town too much. Walking is much easier for us.
6. The P&C is right in town. It has everything you need and is really close to us.
7. We like the P&C because it's walkable for us. (*1/4 mile).
8. I think technically the closest one is in Auburn – maybe a 15 minute drive from here.
9. I usually just go to the office in town – we probably could walk but we drive...maybe a 5 minute drive. I go once a year – maybe.
10. We try to get on the boat a few days a week. We spend most weekends on the water and maybe a sunset cruise during the week. We dock our boat at my grandparents place halfway down the lake.

SEASONAL RESIDENT STEPHANIE: AGE 60

1. I bought a summer home here about 25 years ago.
2. The lake. We bought our house so we could spend our summer days on the water. We do come up to ski in the winter every once in a while but the lake is the real star of this area.
3. About 2 miles out of town. Just far enough away from everything, but close enough to frequently enjoy.
4. We try to walk through town every day. It's a great part of our morning to grab coffee and walk the dog.
5. I try not to drive to town too often. Mainly for groceries or run errands. I try to stay at the cottage and enjoy the lake as much as possible.
6. About 2 miles. I'll try to stop at the store once a week and stock up.
7. I love Wegmans. I prefer that store over the P&C anyway. About a 15-20 minute drive though into Auburn. (Next town over *7 miles).
8. Gosh – I'm grateful that I have no idea off the top of my head. We haven't had to use the nearest hospital yet. We have gone to Urgent Care here though – just at the top of the hill...maybe a 10 minute drive from our house.
9. If we need a doctor, we'll just visit someone in town. Thankfully, in the summer, my kids never had appointments here. They usually went to our family doctor at home.
10. Every day. We'll swim off the dock, take the boat out, and go fishing. We love being on the water.

ELDERLY RESIDENT JOHN: AGE 98

1. I have lived here all of my life other than the years in the war.
2. I have spent my entire life here and I enjoy every part of this town. I love the sense of community. I don't think that exists in many places anymore.
3. I live about 1 mile out of town.
4. When I was younger, walking into town was much easier. These days, I don't walk that far.
5. Everyday. I have to drive through town to get to most of the places I need to be and I love seeing how the town changes each season.
6. About a mile. The P&C is right downtown.
7. Costco! I love the deals! It's about a 20 minute drive though (*14 miles).
8. Auburn is the closest but we go to Upstate in Syracuse for better care. It's probably 25-30 minutes into the city.
9. Depends on the appointment and what I'm having checked that day. I know lots of doctors in the area (laughs). I go to Auburn, Syracuse, Camillus, etc. I typically have an appointment every month.
10. Maybe once a summer. I'm not on the water as much as I used to be. You know, we used to have a boat when the kids were young but sold that when they grew up and had their own families.

QUESTIONS:

11. How often do you visit the lake in the winter?

12. Do you spend a lot of time outdoors?

13. What other activities do you do in the surrounding area?

14. How close is the nearest city?

15. How many generations of your family have lived in this town?

16. How has this town changed throughout your life?

17. How has the surrounding area changed throughout your life?

18. How far do you commute for work?

19. What is the big employer of this town?

YOUNG RESIDENT BRENDAN: AGE 26

11. If it freezes over – rare these days – I'll get out there for some hockey on the ice. In the winter though, I mainly avoid the water (laughs)

12. Yeah – it's easy to get outside here. I go hiking, hunting, snowshoeing, skiing, and swimming. There are lots of ways to be outside here.

13. It's a lot of the same stuff but in other places. Ithaca has great hiking and an awesome farmers market. Syracuse gets some good concerts. We do a lot of seasonal stuff around here. You know – apple picking in the fall, hockey in the winter, there's not really a "spring" here or if there is, it lasts a week (laughs) and summer is mainly on the water – or golfing.

14. Syracuse is about 30 minutes away.

15. My great grandparents were the first of our family so I think I'm fourth generation at this point.

16. I know I'm younger than most people who have lived here but it's changed a lot even in my time. Stores have gone out of business or moved locations. More "wealthy" people are buying property on the water so it's becoming more expensive and more "trendy" restaurants are popping up. My girlfriend and I love it because it brings more life to this town but my parents have expressed some frustration.

17. I've definitely noticed a decline in many of the surrounding towns. Auburn is pretty run down and Syracuse is pretty much dead. I went to SU and the only thing there is the university.

18. I work at Cornell University now so it's about an hour commute everyday.

19. I think SU is the biggest employer. Lots of people work there.

SEASONAL RESIDENT STEPHANIE: AGE 60

11. We may come up once or twice in the winter to ski but that water is not friendly in the winter.

12. We try to. Spending time outdoors is really important to us. We love enjoying this environment.

13. We mainly stay on the water – being in the sun all day drains our energy at night but we go golfing and sailing. There's bowling in town and cute shops. We have gone to the drive-in movie theater – that's really fun! You can find anything you want to do, it is just a matter of how far of a drive you want to make.

14. Syracuse isn't too far, only about a half hour.

15. None. My husband and I are the first in our family to buy a house here – but I think our family is a little envious every time they visit. What's not to love?

16. My husband and I bought our house here 25 years ago and we have seen a change in the town since then. Property prices, specifically on the water have skyrocketed. The town is adding more fun restaurants and bars, which I think is due to the new money that's coming in. There are definitely more celebrities buying houses here. I hope the town can keep its charm without being overrun by these new shops and restaurants.

17. We've noticed some of the towns have looked more abandoned. It's hard to keep a town going with job declines and little economy in these areas.

18. I work remotely all year long so I don't have a commute.

19. I'm not sure these days. With remote work coming into focus, I doubt there is one big employer anymore.

ELDERLY RESIDENT JOHN: AGE 98

11. I only "visit" if I'm driving through town.

12. Well, you know I love my John Deer. I mow the lawn a lot and work around the house daily. It keeps me moving and active. That's important at my age.

13. Auburn has a great theater to see musicals and shows. My wife and I love to go to those. There's great antique shops to visit. Lots of breweries and distilleries are popping up for you kids. You can find a lot of fun things to do here.

14. Syracuse is the closest – about 30 minutes. Rochester is next and is about an hour and a half. Buffalo is about 2 hours and 15 minutes.

15. My parents immigrated here from Italy without knowing a word of English. My siblings and I were the first to be born here.

16. I was born here in 1923 so you can imagine how things have changed. When I was a kid, there was a train that ran through the town. It would take you to Auburn and Syracuse. This town was a hidden gem and stayed that way for a long time. We had a movie theater in town. Now it's just lots of fluff and people who only live here in the summer. My wife and I could have bought a house on the water in the 70's for \$25,000. Look at the prices now!

17. It's been sad to watch but many of the towns have gone downhill. When I was young, these towns had money and wealth. Lots of pride went into homes and jobs. This area has suffered greatly for many years and you can see it in the towns and homes all around the county.

18. I was a General Contractor back in the day so my commute was based on which house I was working on. Never too far – I mainly built houses in town or surrounding so at the most it was probably 15 minutes.

19. I used to be Welch Allen – the medical supply company. Their headquarters are just out of town. I think SU employs lots of people. I know some also work at Cornell or Ithaca College.

