

broad ripple mixed-use structure

A SENSE OF PLACE IN THE VILLAGE

JULY 19, 2011

Conceptual Design & Context Package

We recognize the importance of this project to the Broad Ripple Community. To help you understand the thinking and design process used to develop this concept and narrative, we have produced this graphic package. In addition to illustrating how the project will fit within the context of Broad Ripple Village, we are also including the important aspects of the area that we will continue to investigate as we complete the design.

WHAT MAKES THE VILLAGE A UNIQUE PLACE

an established story that continually evolves

- 1 a walkable neighborhood
- 2 a community that promotes the arts
- 3 the village is a living community
- 4 unique character & identity on each street
- 5 a continually evolving place



a walkable neighborhood

1



- architecture with a sense of scale.
- tree-lined streets.
- bike and walking paths.
- dog-friendly community.
- outdoor dining.
- promotes sustainability.

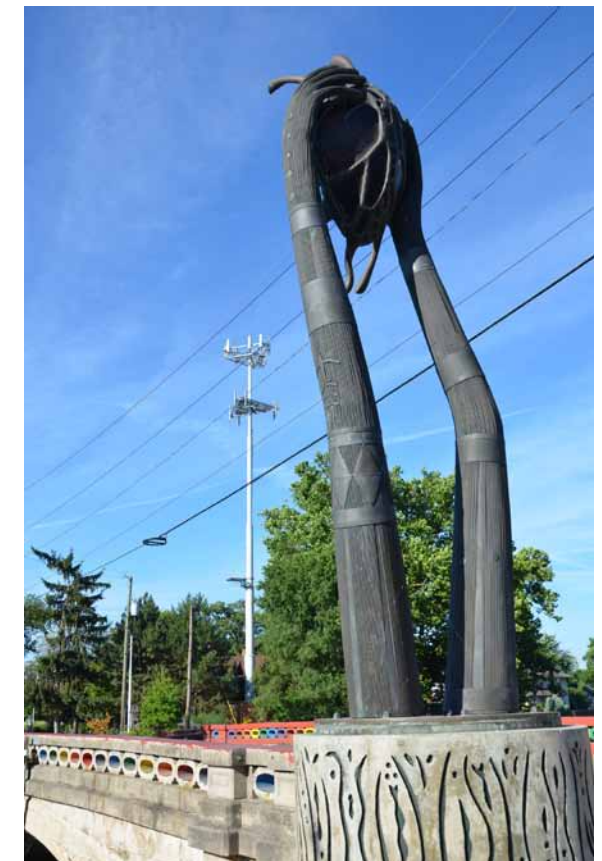
KEYSTONE
CONSTRUCTION • DEVELOPMENT



RATIO

WALKER
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a community that promotes the arts



- indianapolis art center anchors the north end.
- galleries throughout the village.
- art is visibly celebrated inside and out.

the village is a living community



- eclectic mix of shops & restaurants.
- variety in activities- art center, music, parks, markets, festivals, home tours.
- natural body of water threads through the village.
- has the staple essentials for a neighborhood- grocery, post office, schools, fire station, local businesses, etc.



unique character & identity on each street

4

broad ripple avenue

[plug & play facades, smaller-scaled architecture]

- different streets contain a different attitude & approach to the village.

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unique character & identity on each street

guilford & westfield



[traditional, larger-scaled architecture]

- different streets contain a different attitude & approach to the village.

unique character & identity on each street

main street & cornell



["groovy" houses of shops & restaurants]

- different streets contain a different attitude & approach to the village.

unique character & identity on each street

college avenue



[what does it want to be? mixed-use project fills a missing void to the west & helps establish an identity on college]

- different streets contain a different attitude & approach to the village.

a continually changing place

1885
Eastlake



monon depot
(BRICS)

1895
Commercial Vernacular



odd fellows lodge
No. 548
(chelsea's)

1906
Concrete Design



bellefontaine bridge
(rainbow bridge)

1907
Neoclassical



jacob s. mustard hall
(bw3's)

1920
Art Deco



910 broad ripple ave.
(brothers)

1922
Tudor Revival



fire station No. 32

1925
Neoclassical w A. Deco



kassebaum building
(guilford shops)

1935
Art Moderne



post office

1938
Art Deco



vogue theater

1996
Post Modern



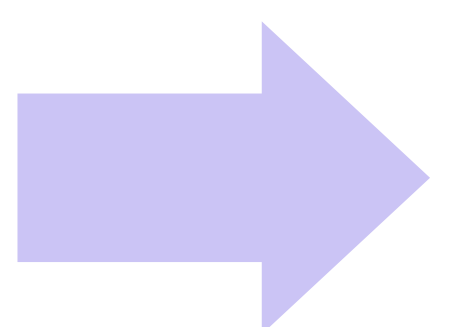
indianapolis art center

2008
Modern



urban optiks

2013
-

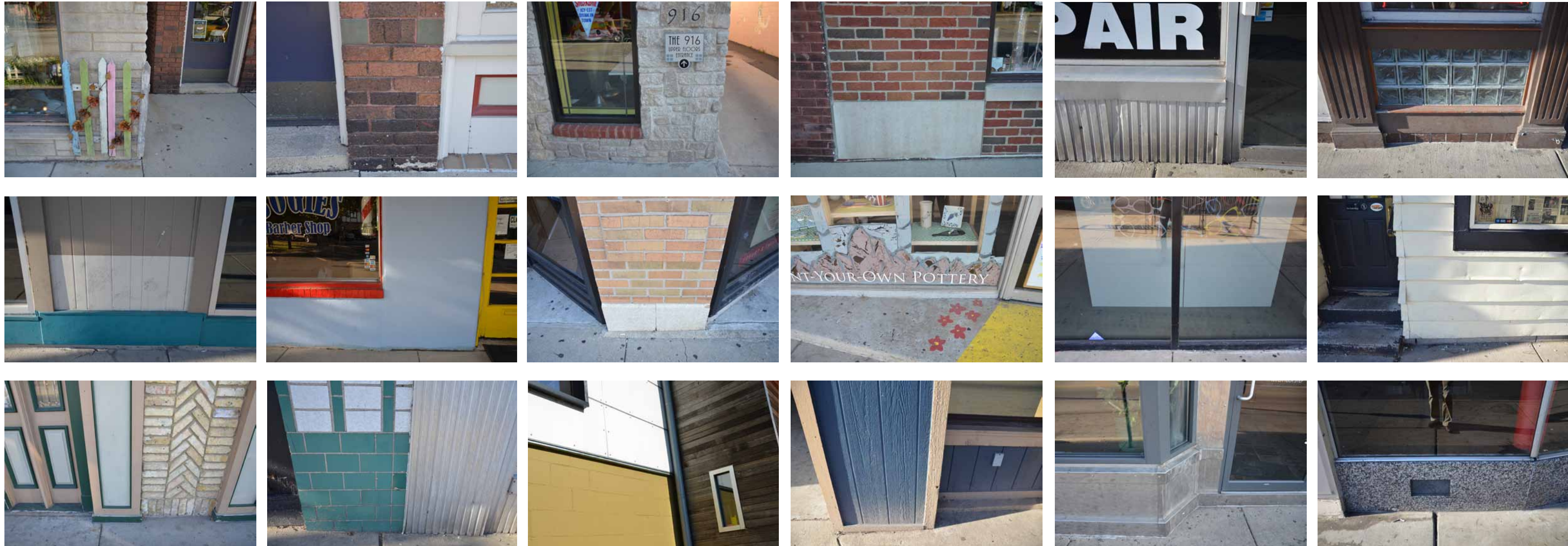


mixed-use structure &
gateway installation

- spaces and structures respond to the past, but create a new story and establish a new history in the present.
- very little defining architecture but a unique mix of eclectic styles and materials that each reflect a period in time.
- melting pot of diverse neighborhood members with an energy & youthfulness that looks toward the future.

a continually changing place

diverse collection of materials



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THE NARRATIVE BEHIND THE ARCHITECTURE

establishing an identity on college & creating a gateway

**TRADITIONALLY SCALED & HIGHLY VISIBLE
1ST FLOOR RETAIL BASE USING CONTEXTUAL
MATERIALS**

Speaks to the retail architecture on
College Ave. and Broad Ripple Ave.

1

CONCEPTUAL PERSPECTIVE
VIEW LOOKING SOUTHWEST

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THE NARRATIVE BEHIND THE ARCHITECTURE

establishing an identity on college & creating a gateway

ART FACADE

Gives the project a fresh uniqueness & youthfulness that speaks to the artistic & free-spirited side of Broad Ripple.

2

CONCEPTUAL PERSPECTIVE
VIEW LOOKING SOUTHWEST

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CONSTRUCTION • DEVELOPMENT



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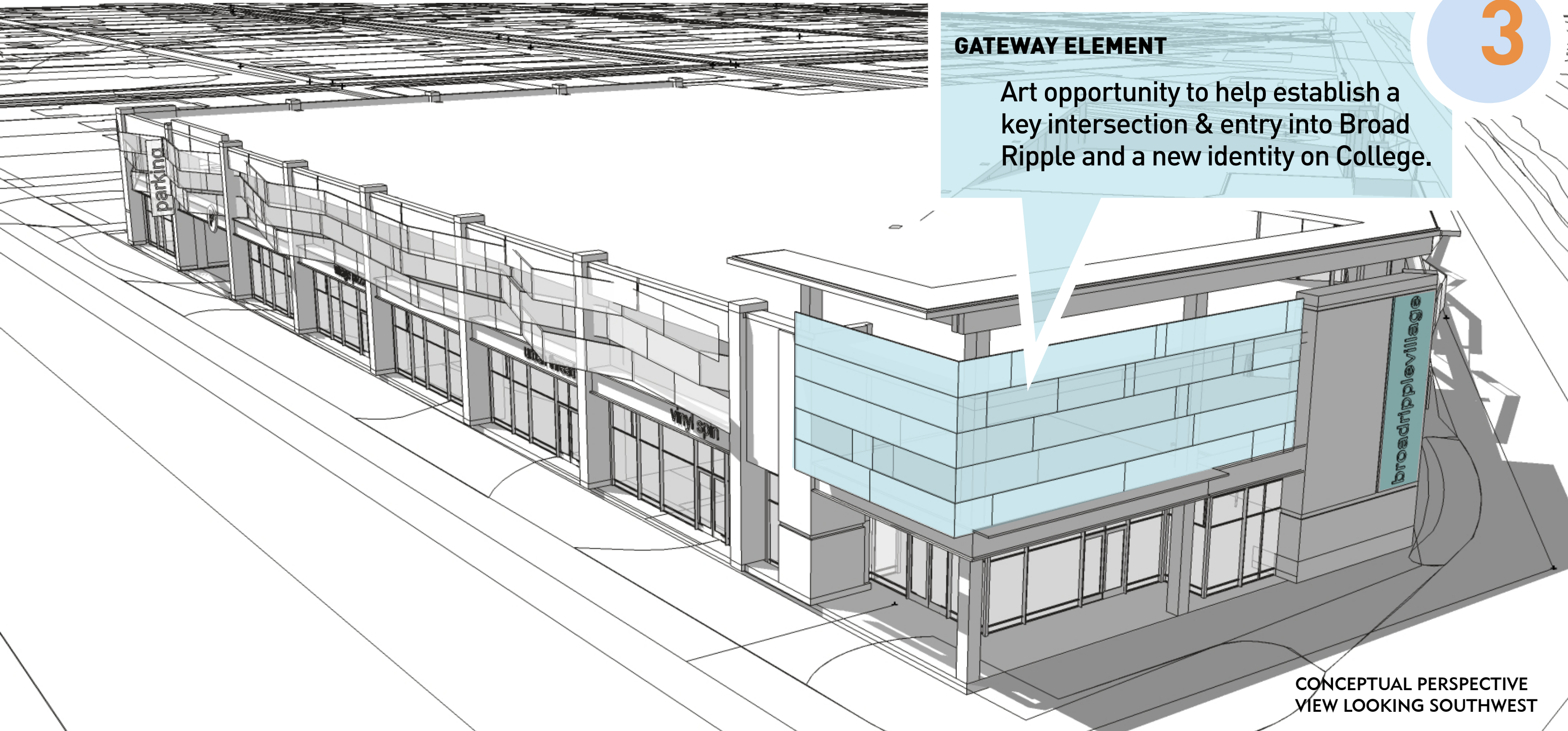
THE NARRATIVE BEHIND THE ARCHITECTURE

establishing an identity on college & creating a gateway

3

GATEWAY ELEMENT

Art opportunity to help establish a key intersection & entry into Broad Ripple and a new identity on College.



CONCEPTUAL PERSPECTIVE
VIEW LOOKING SOUTHWEST

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CONSTRUCTION • DEVELOPMENT

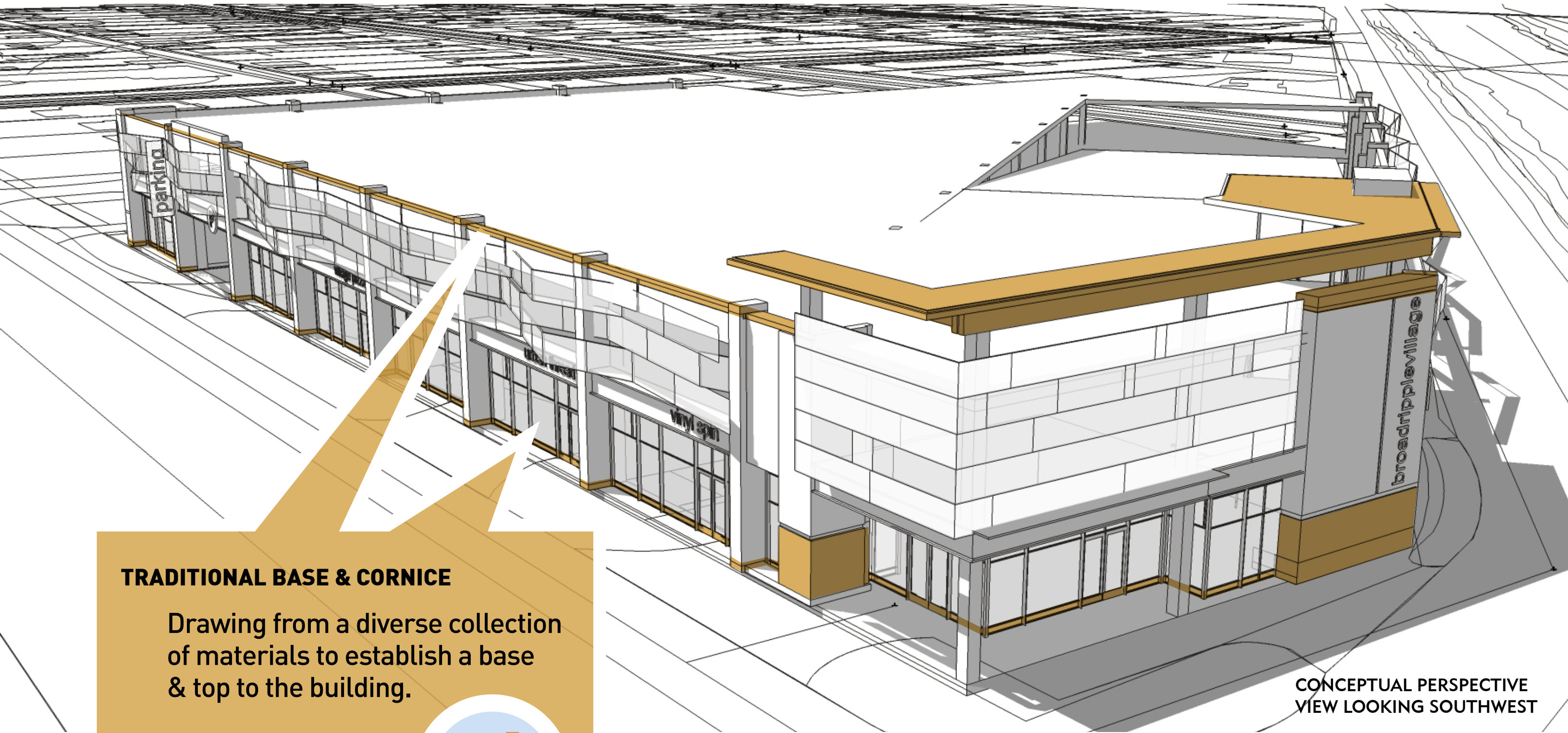
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THE NARRATIVE BEHIND THE ARCHITECTURE

establishing an identity on college & creating a gateway



TRADITIONAL BASE & CORNICE

Drawing from a diverse collection of materials to establish a base & top to the building.

4

CONCEPTUAL PERSPECTIVE
VIEW LOOKING SOUTHWEST

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MIXED-USE GARAGE STRUCTURES

a unique building type & an open canvas

- 1 flexibility with openings
- 2 an opportunity to think creatively about how to treat the facade
- 3 a way to establish a big, simple expression
- 4 a chance to think sustainably

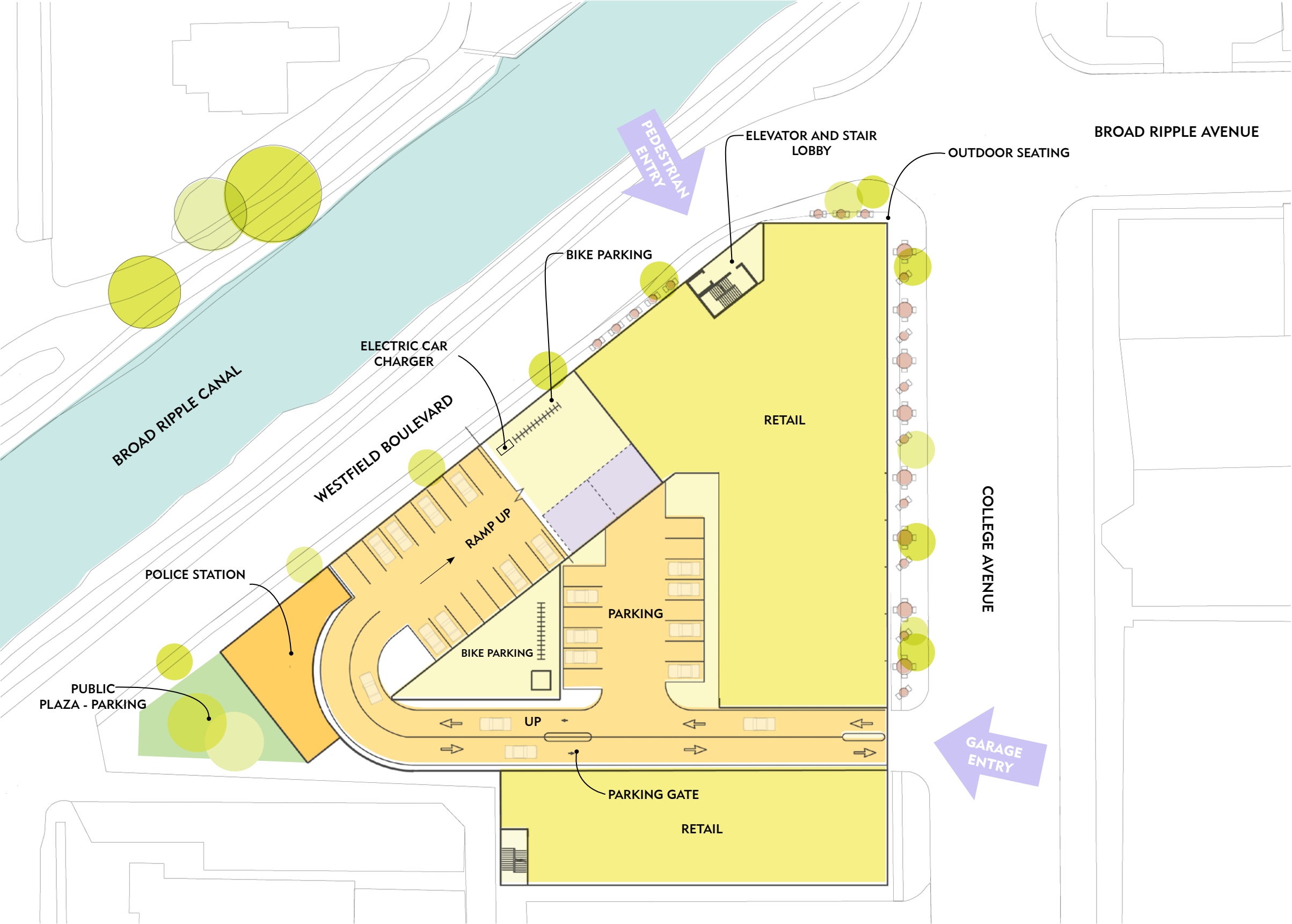


filling a missing void in the village



CONCEPTUAL RENDERING LOOKING SOUTHWEST
BROAD RIPPLE AVENUE, COLLEGE AVENUE, WESTFIELD BOULEVARD

GROUND FLOOR PLAN



SITE PLAN

