



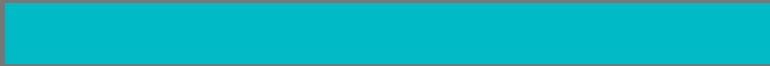
333 NORTH BEDFORD

MASTER PLANNING MEETING

01/31/2023

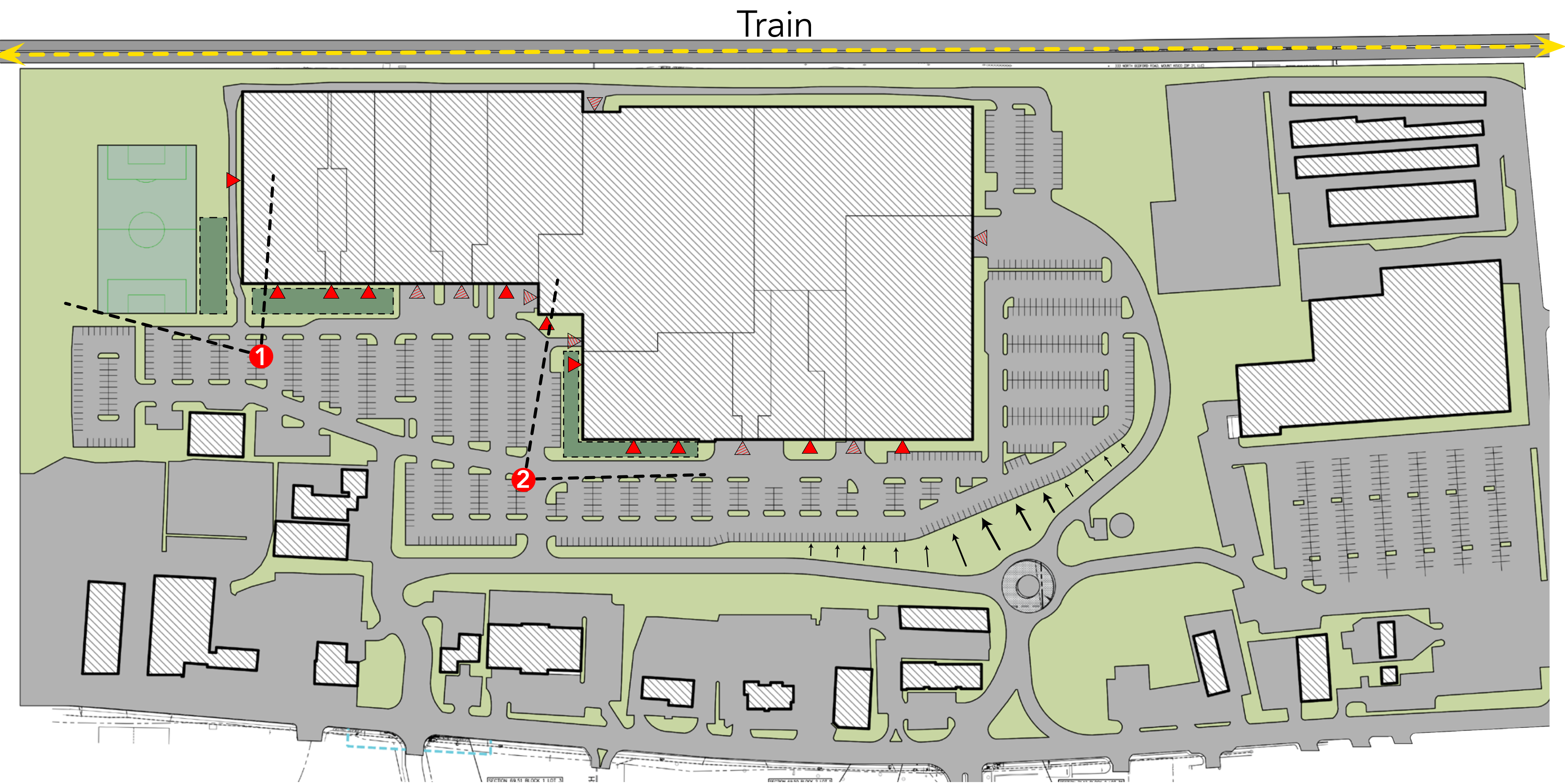
AGENDA

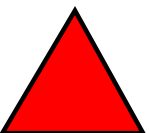
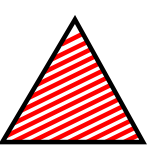
- SITE ANALYSIS
- APPROACH / PRECEDENTS STUDIES
- CONCEPTS
 - 1 - THE CANVAS
 - 2 - THE SCULPTURE GARDEN
 - 3 - FOLLOW THE SIGNS
 - 4 - THE VENUE
 - 5 - THE MIXUP
- CONCLUSION



SITE ANALYSIS

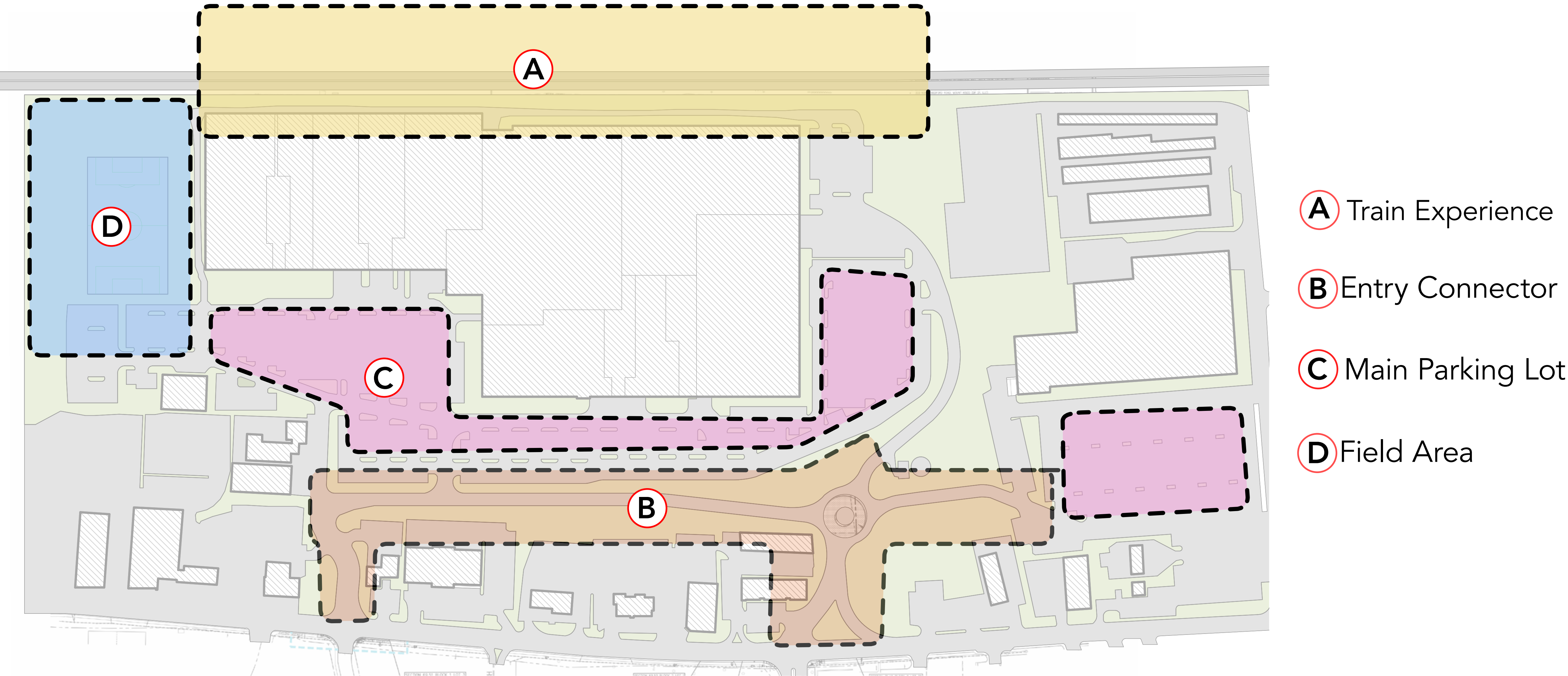
EXISTING CONDITIONS



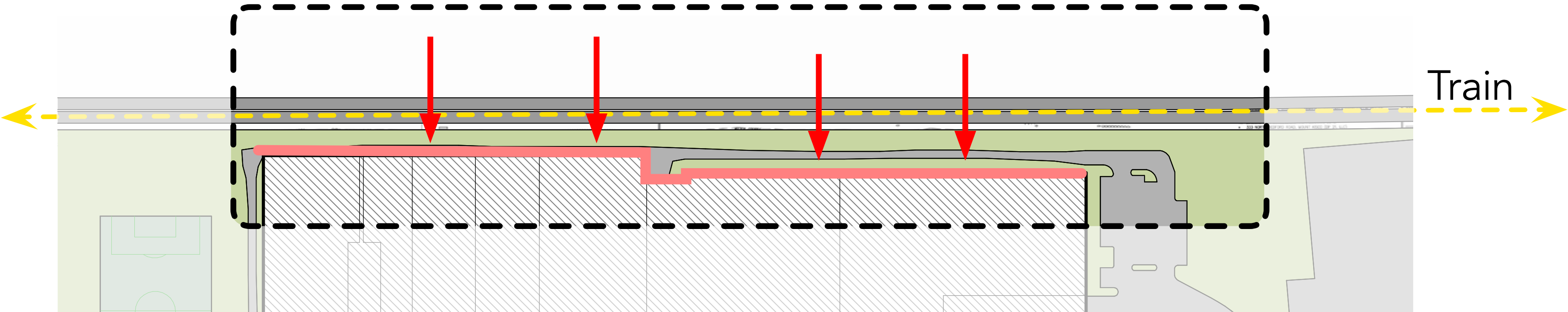
-  MAIN ENTRYWAY
-  LOADING/UNLOADING
-  UPDATED AREAS



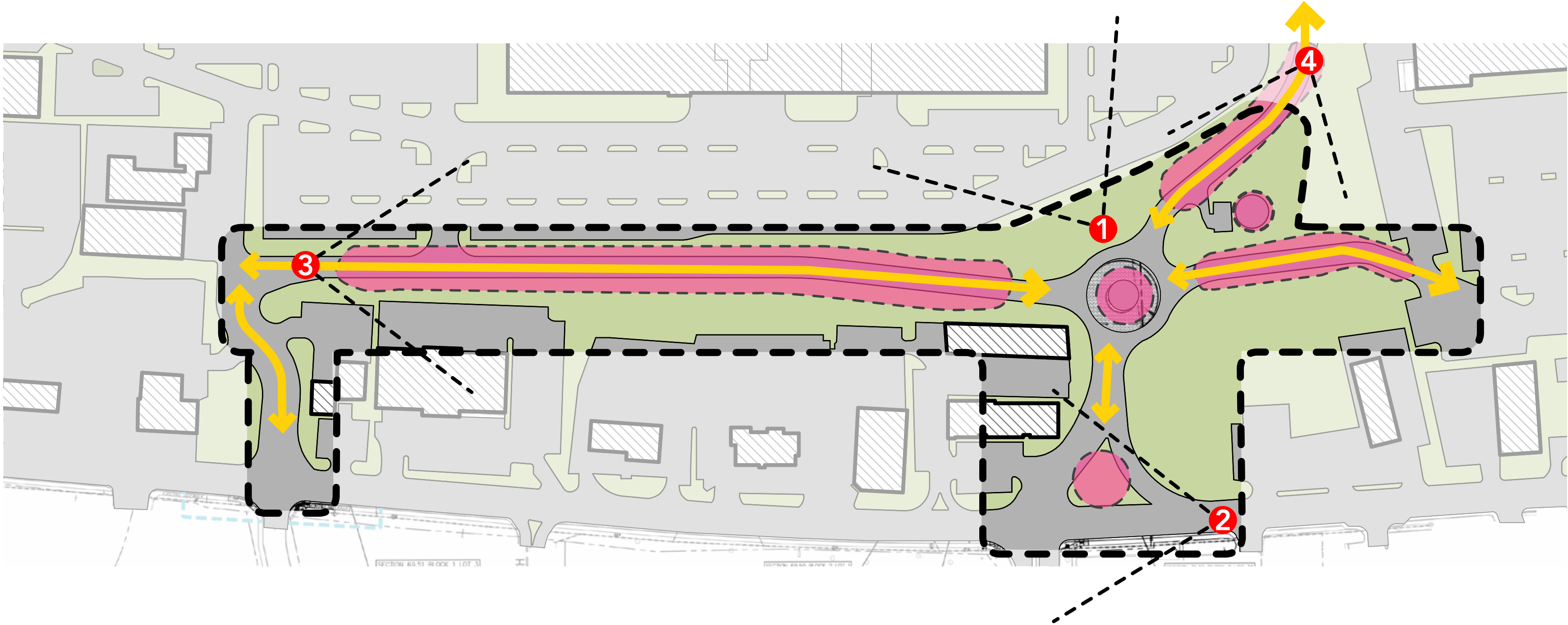
OPPORTUNITY AREAS



A TRAIN EXPERIENCE



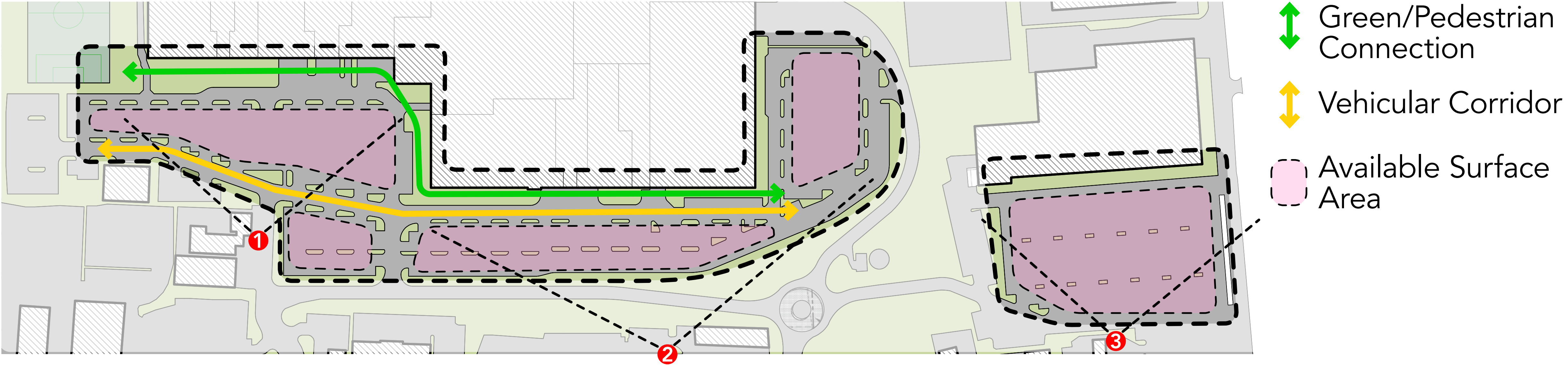
C ENTRY CORRIDOR



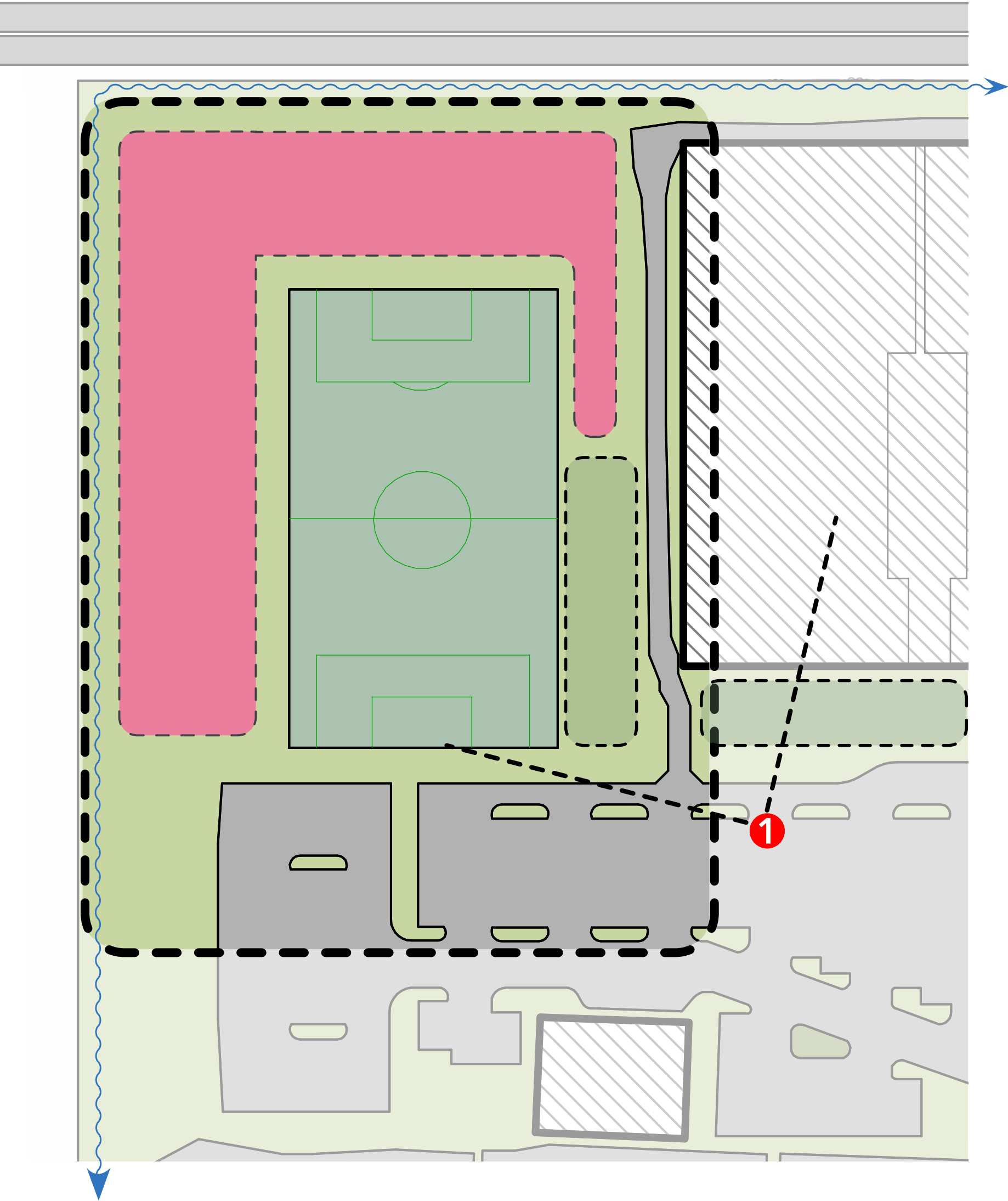
- ↕ Connection
- Opportunity For Intervention
- n Perspective View



C MAIN PARKING LOT

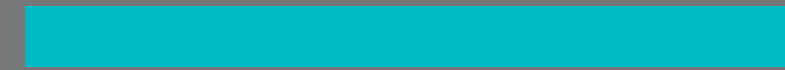


D FIELD AREA

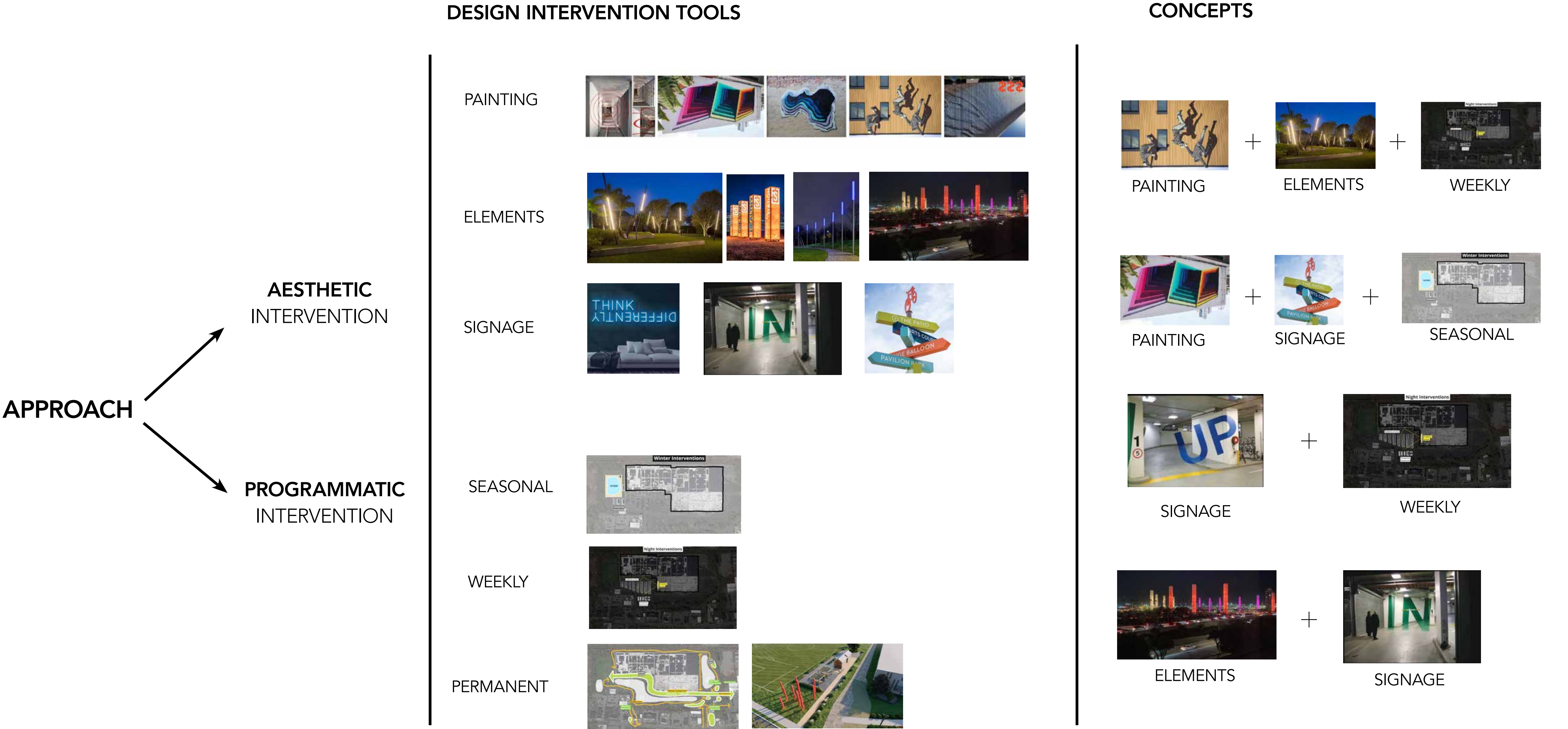


- ↕ Opportunity For Connection
- Opportunity For Intervention
- ↔ Waterway path
- ▨ Updated Areas

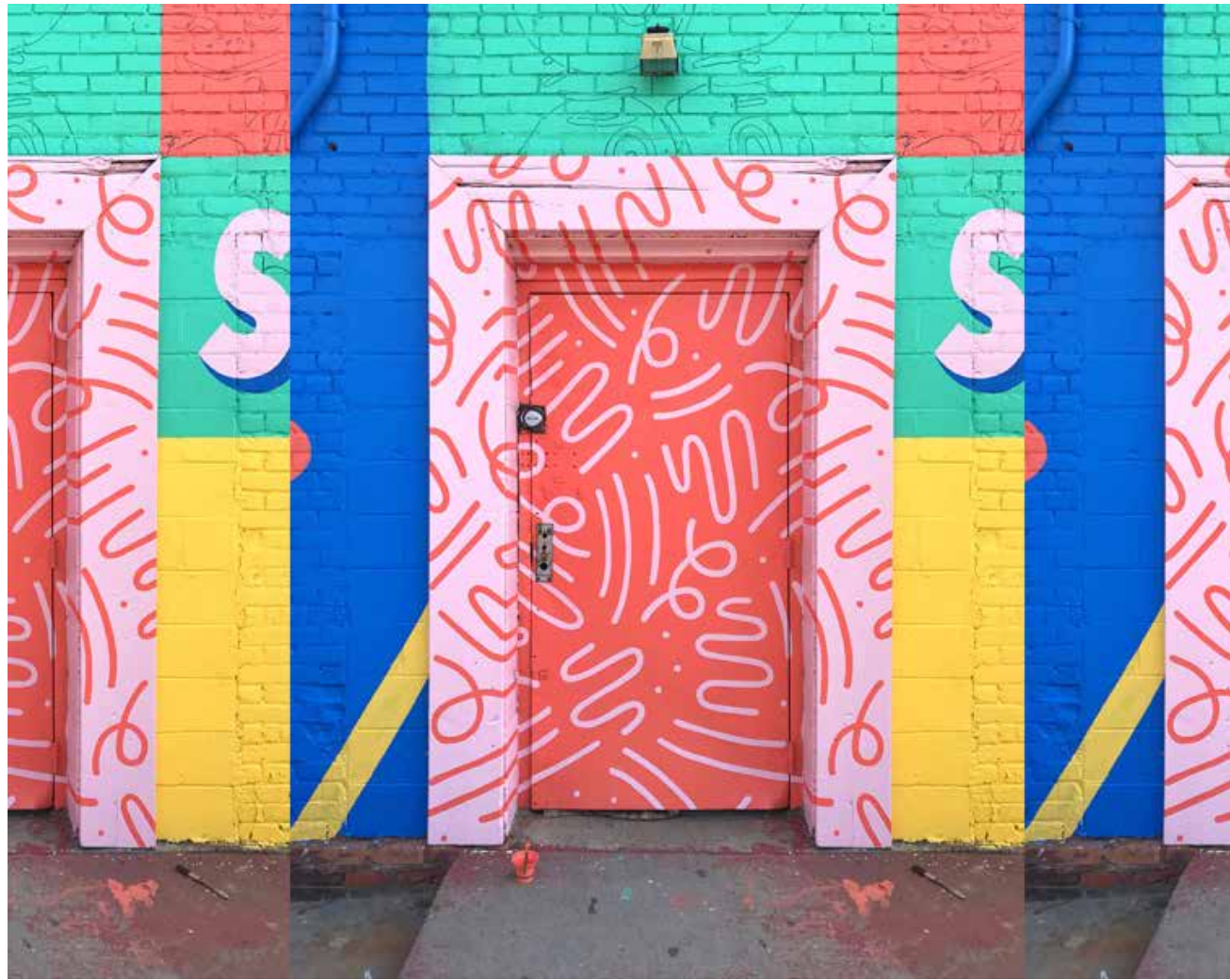




APPROACH / PRECEDENT STUDIES



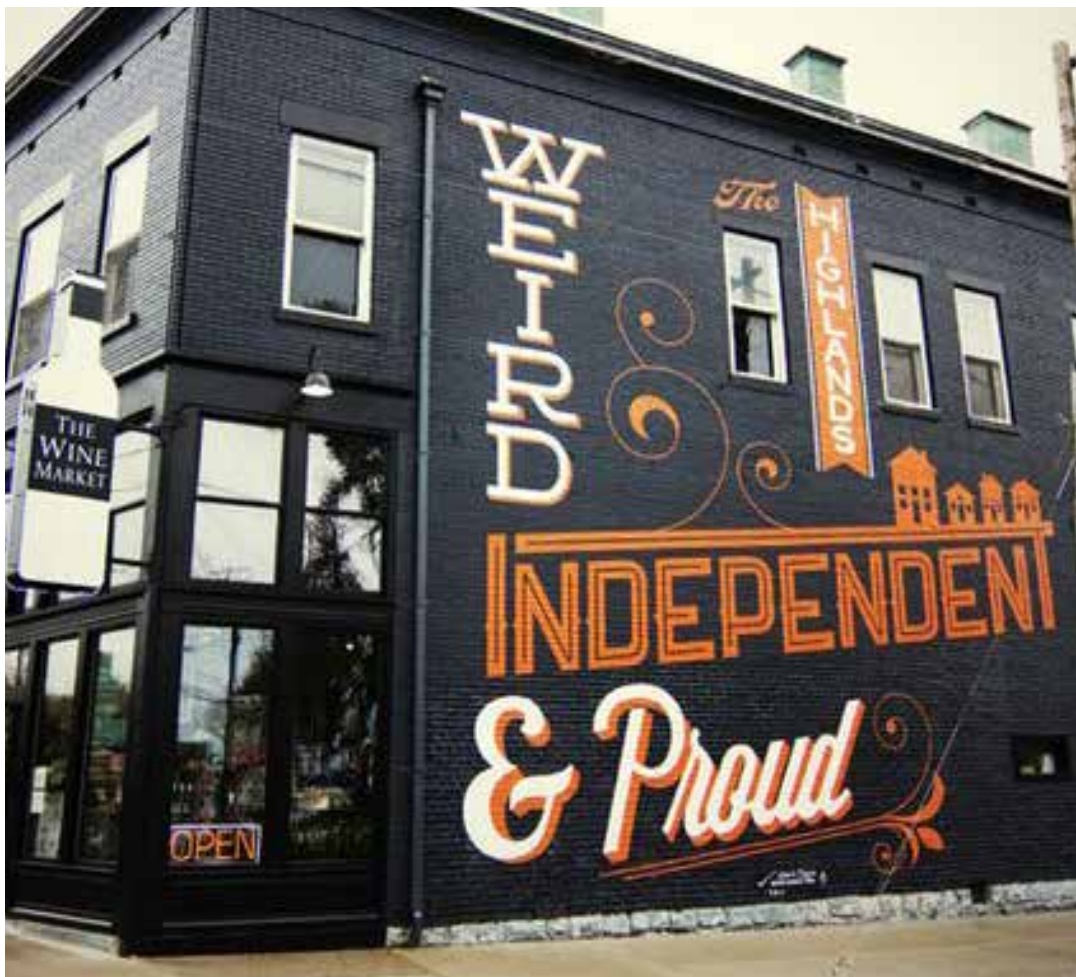
AESTHETIC INTERVENTION PRECEDENTS - PAINTING



AESTHETIC INTERVENTION PRECEDENTS - ELEMENTS



AESTHETIC INTERVENTION PRECEDENTS - SIGNAGE



PORGRAMMATIC PRECEDENTS - SEASONAL / WEEKLY / PERMANENT

SEASONAL



WEEKLY



PERMANENT





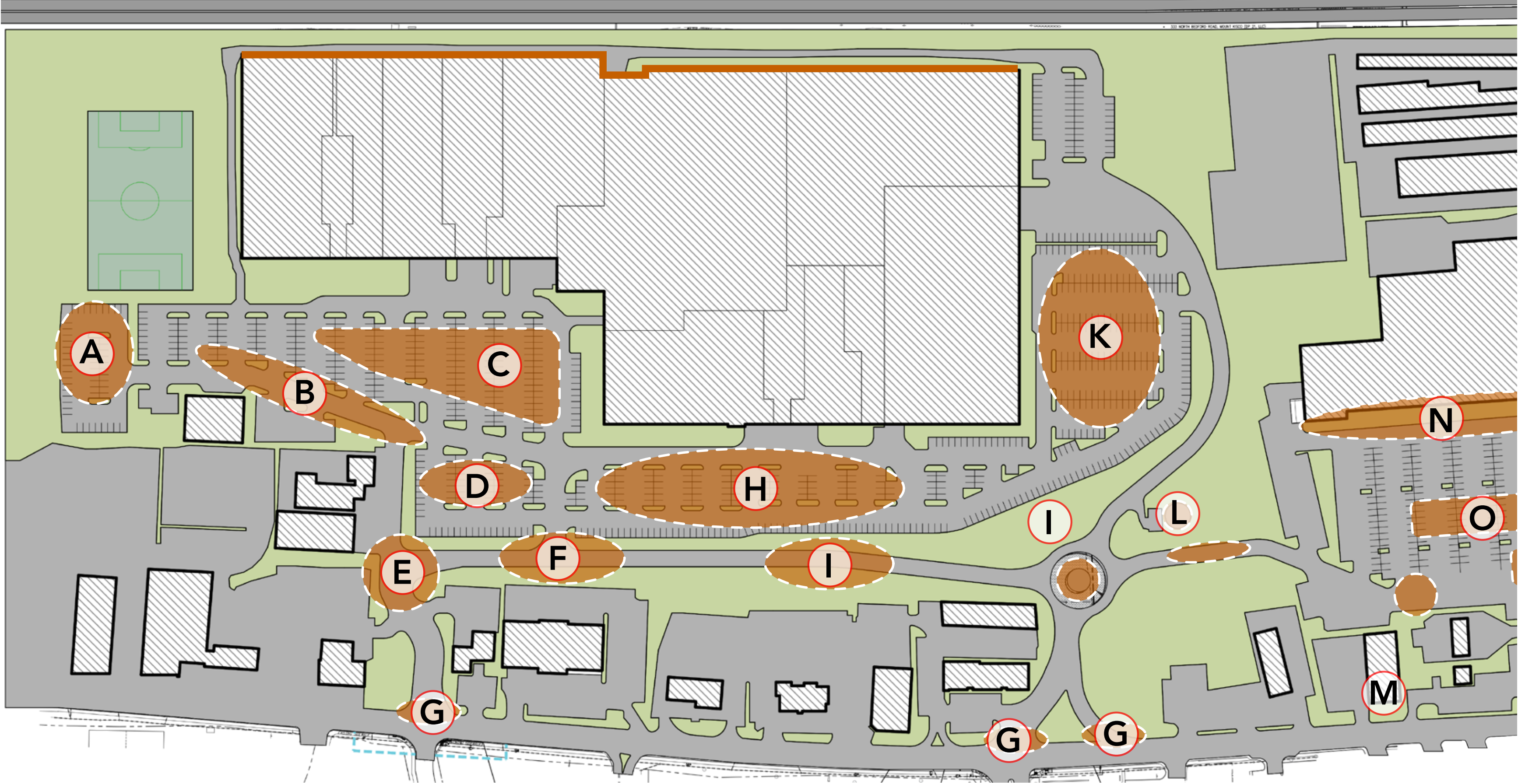
CONCEPTS

CONCEPT 1 - The Canvas

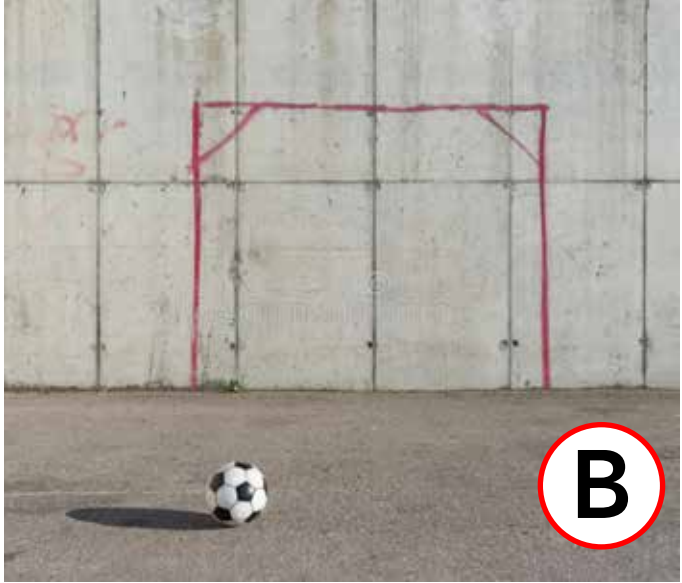
Make use of the vast parking surface area. Think of it as a canvas on which we can design spaces using paint for informational, advertising, or interactive purposes.



CONCEPT 1

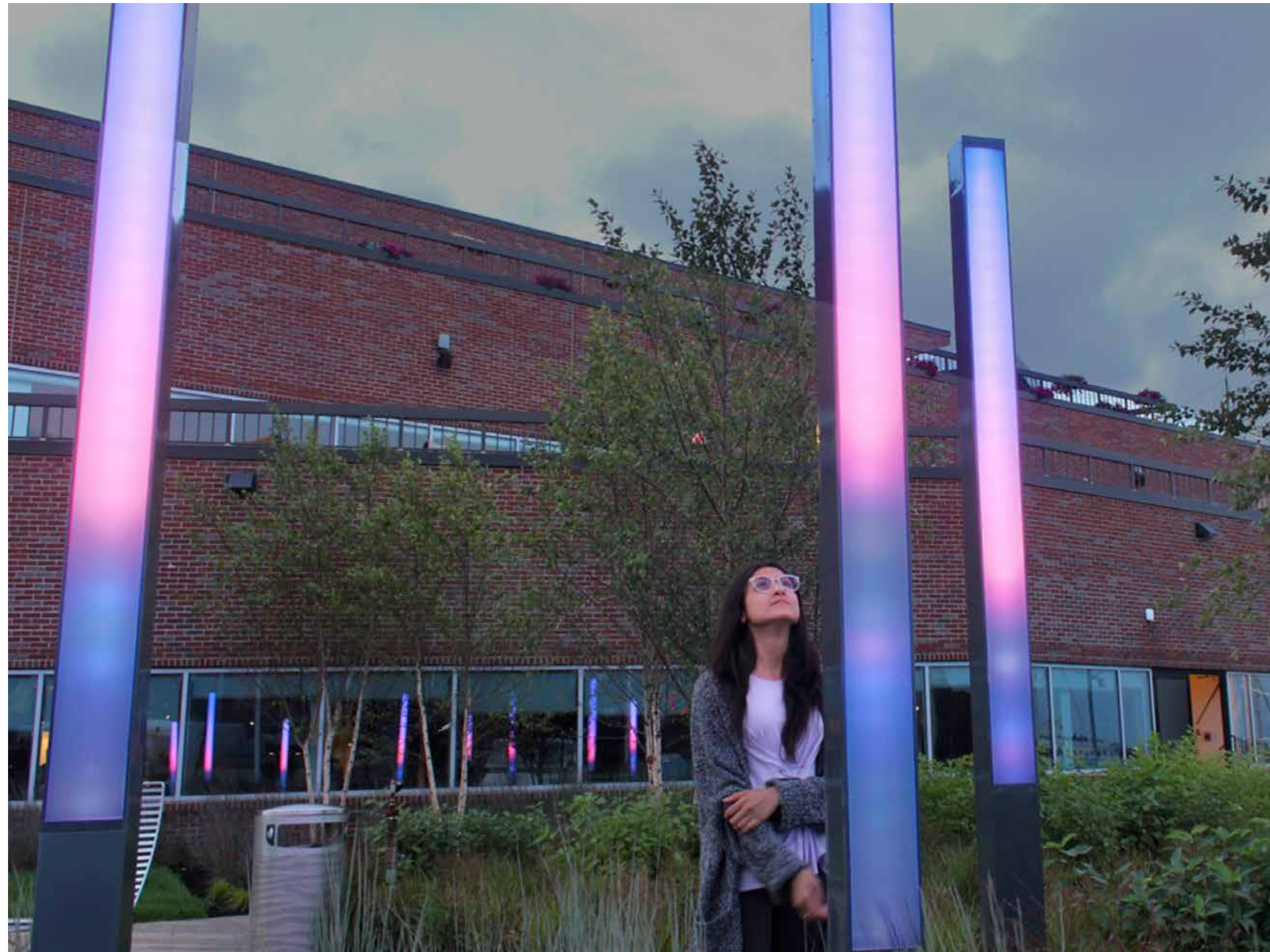


- A Games painted on asphalt
- B Soccer Graphics
- C Quote
- D Basketball Painted
- E Wayfinding
- F Client Info
- G Entry/Exit Graphic
- H Campus Sustainability Info
- I Retail Brands Ahead
- K ...

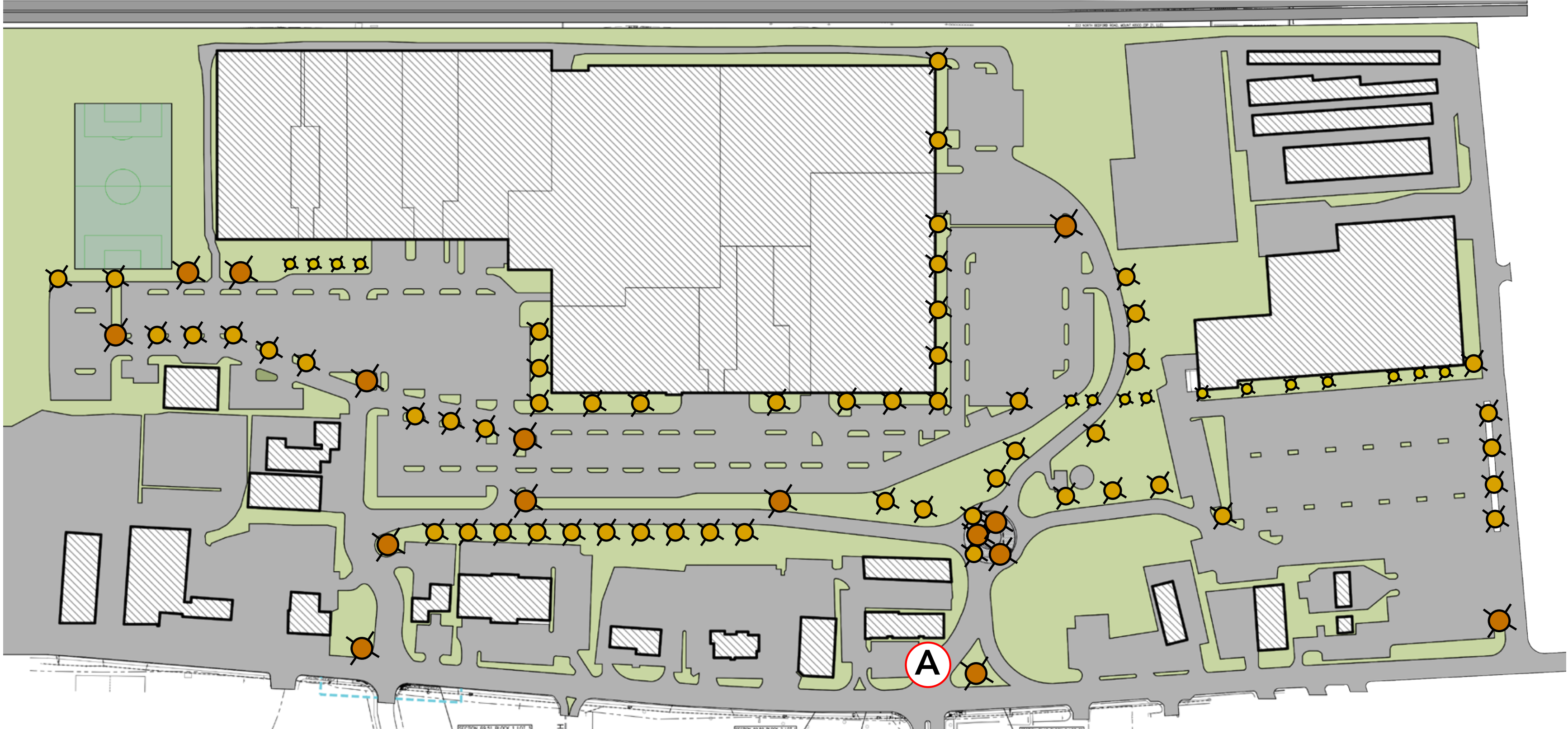


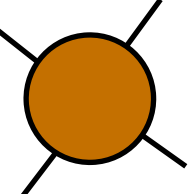
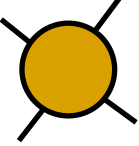
CONCEPT 2 - The Sculpture Garden

Interconnect the campus with installations of light sculptures. These elements would unify the character for the campus, provide light for wayfinding, and an increased sense of safety at night.



CONCEPT 3

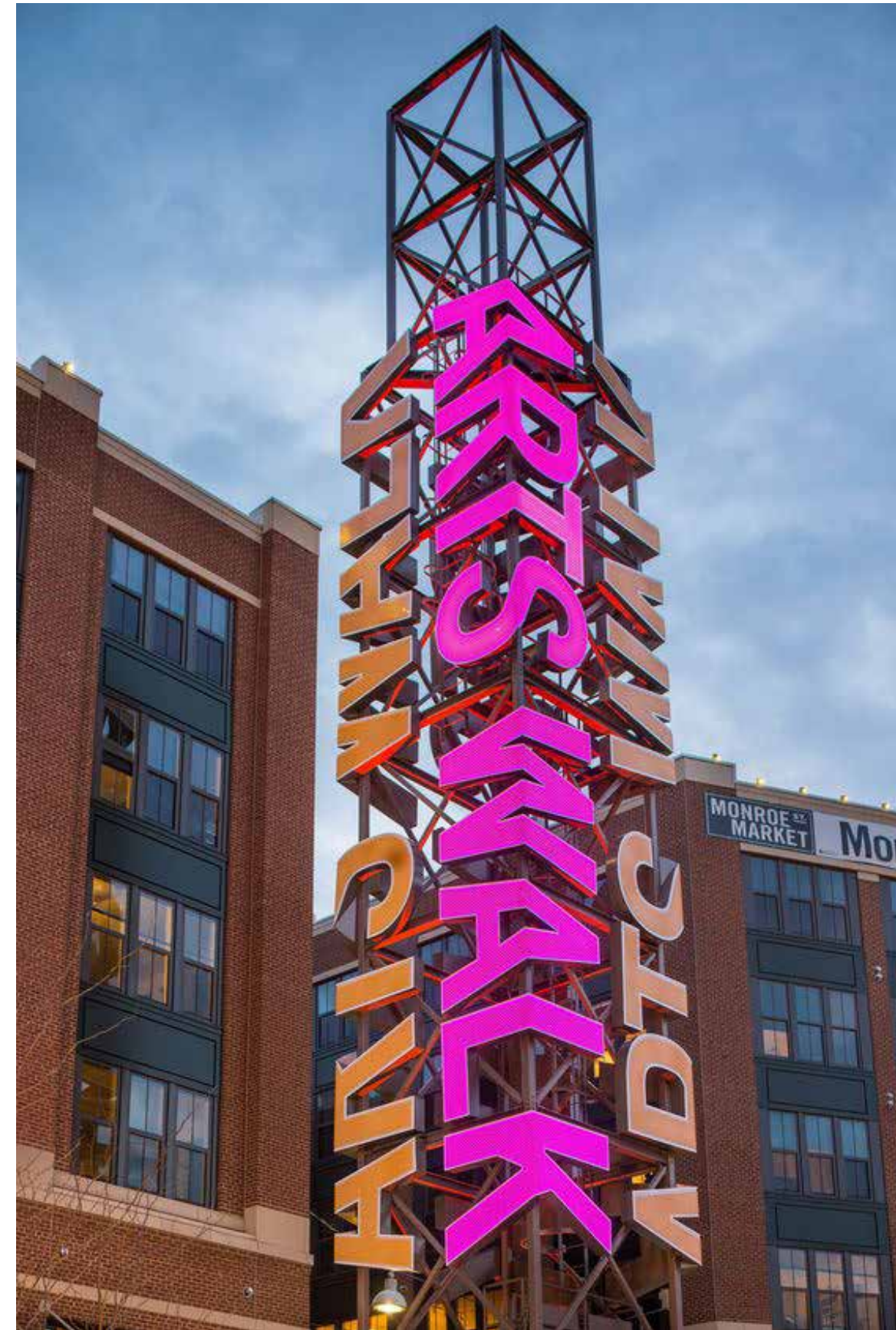


-  Large Illuminated Element
-  Medium Illuminated Element
-  Small Illuminated Element



CONCEPT 3 - Follow the Signs

By using expressive typography and carefully locating/building signs as objects, we can create a design language for signage that interconnects the campus together, making it easier to traverse and more enjoyable



CONCEPT 3



- Branding Opportunity For Tenant
- Major signage for wayfinding
- Iconic signage

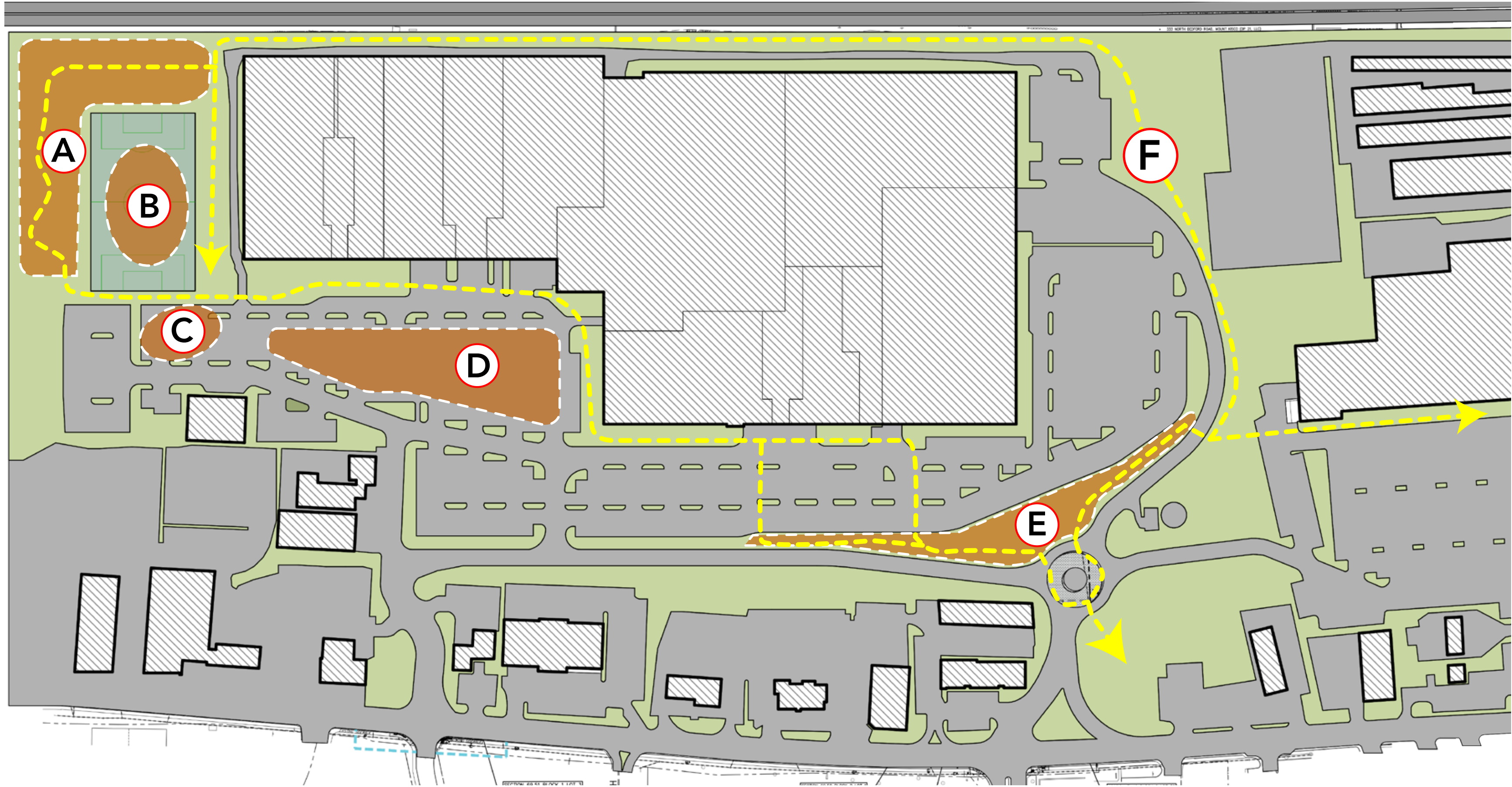


CONCEPT 4 - The Venue

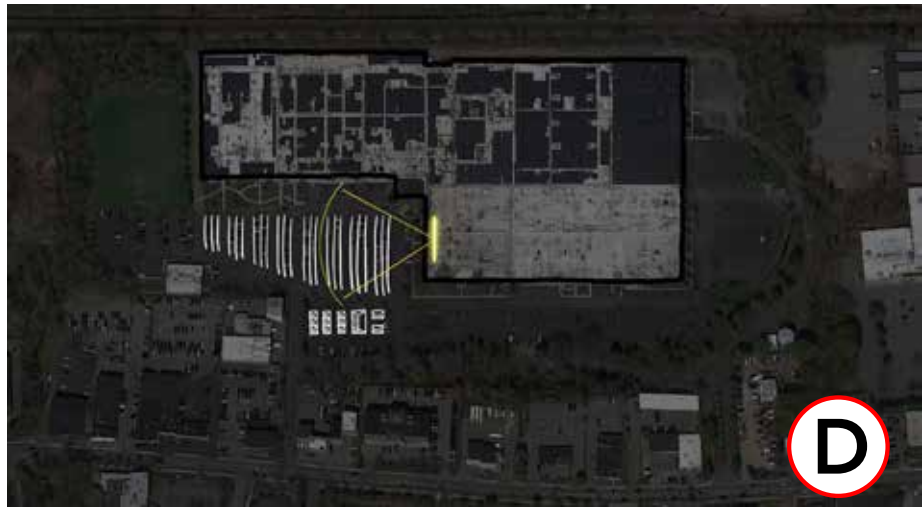
Become known as a place that hosts fun events. Allow the soccer field, parking lot, and open/underutilized space to be programmed throughout the year.



CONCEPT 4



- A Tree Pathway Activities
- B Ice Skating Rink
- C Food Trucks
- D Drive-in Movie
- E Sledding
- F Running/Walking Trail

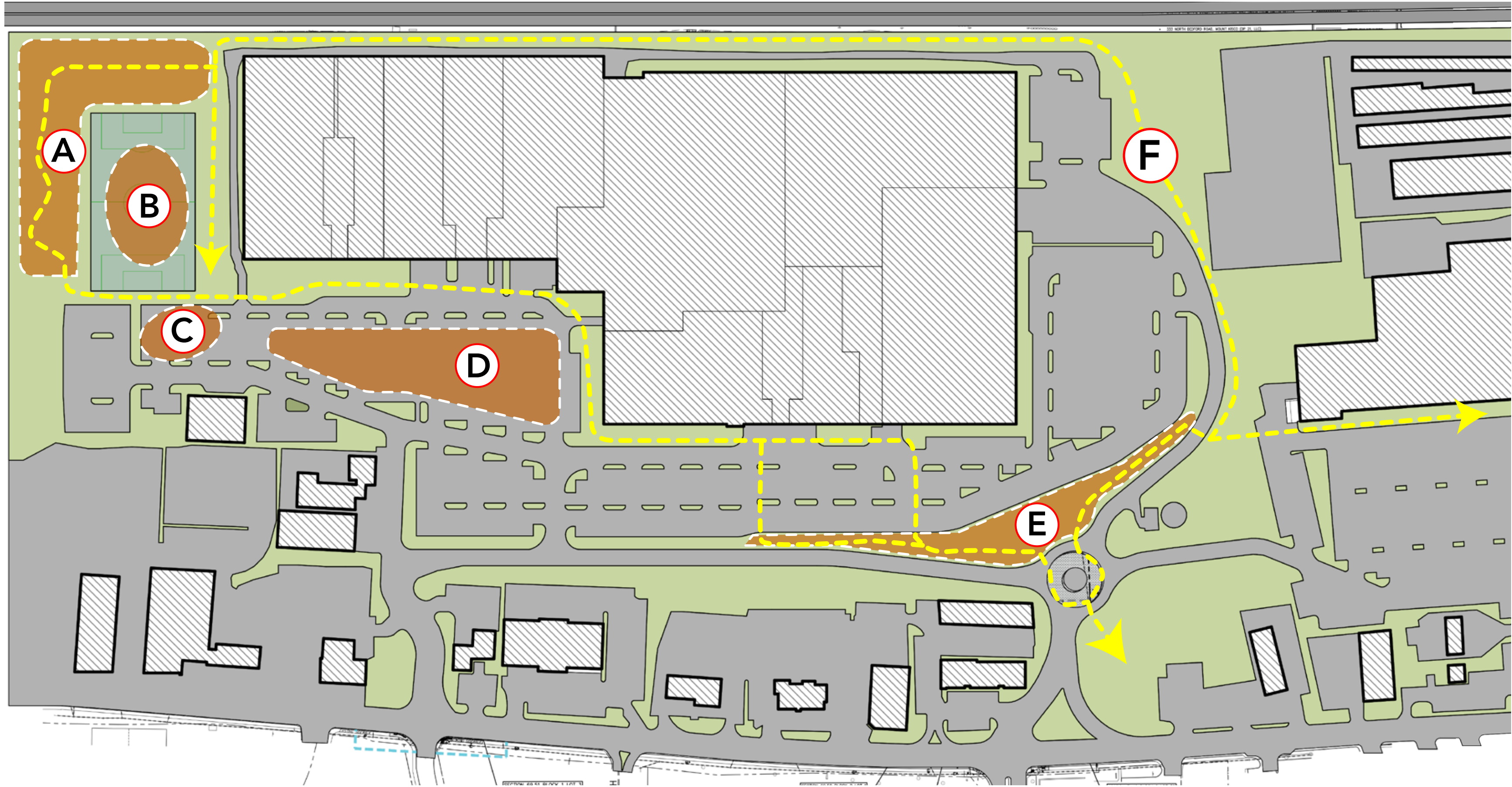


CONCEPT 5 - The Mixup

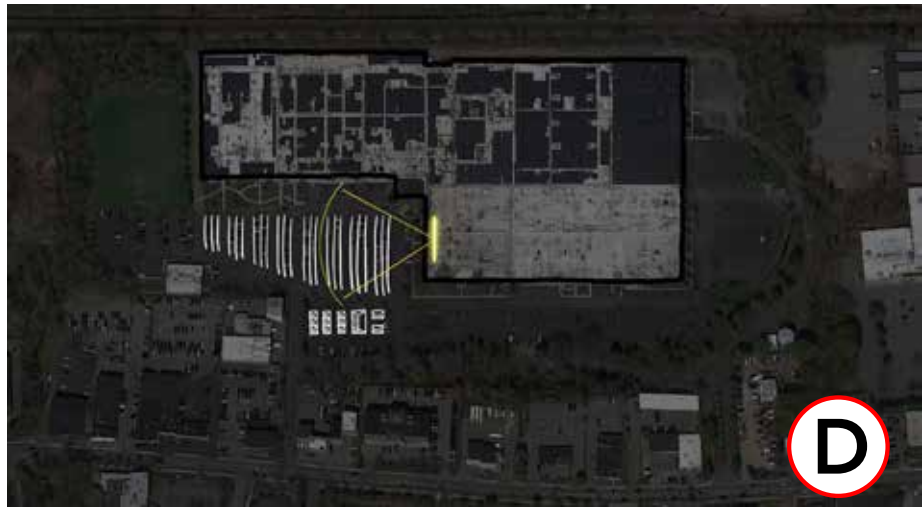
Use different components from all the concepts to create a hollistic approach towardst the design of the campus. Mixing elements thematically can produce the most variety in experiences throughout the campus.

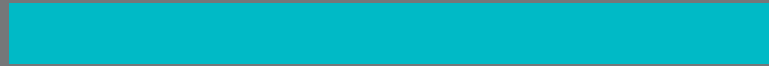


CONCEPT 4



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APPENDIX