

# THE BLVD.

## BRANDING CONCEPT

AS A LOCAL HUB FOR ALL WALKS OF LIFE, THE BLVD. DIRECTLY CONNECTS WITH ITS COMMONLY DERIVED DEFINITION. A WIDE, MULTI-LANE THOROUGHFARE SURROUNDED BY SEPARATE PATHS FOR OTHER FORMS OF TRANSPORTATION, THE BLVD. HAS BEEN DESIGNED AND BRANDED TO REPRESENT THIS MEANING IN A HUMAN FORM. TO DESIGN A PIVOTAL PLACE OF PUBLIC SERVICE IS TO CREATE OPEN DOORS TO ALL INDIVIDUALS NO MATTER THEIR NECESSARY DEGREE OF HELP. THE BLVD. WILL SERVE AS A BASIC NEEDS CENTER THAT EMBODIES THE GOALS AND CHARACTERISTICS TO FIGHT HOMELESSNESS WHILE MAINTAINING A FACILITY WELCOMING THE VAST ARRAY OF INDIVIDUALS IN NEED AND EACH OF THE SEPARATE PATHS THAT HAVE DEVELOPED THEIR PERSONAL WALK OF LIFE.

## DESIGN DEVELOPMENT TARGETS

- DEVELOP A PUBLIC SERVICE CENTERED DESIGN THAT CONTRIBUTES TO SUSTAINABILITY, UNIVERSAL DESIGN, SAFETY, AND GENDER INCLUSIVITY.
- CREATE INTERIOR SPACES WITHIN THAT ARE CONDUCTIVE TO THE PROCESS OF HEALING, CONSTRUCTIVE MENTAL GUIDANCE, ETHICAL/RELIGIOUS CONSIDERATIONS, AND COMMUNITY EMPOWERING EVENTS.
- SELECT FURNISHINGS AND MATERIALS THAT EASE MAINTENANCE, INCREASE COMFORTABILITY, AND GENERATE POSITIVE INNER REACTIONS OF JOY AND EXCITEMENT TO THE PATRONS VISITING.



BATHROOM TYPICAL



SHOWER TYPICAL



EXTERIOR AREA



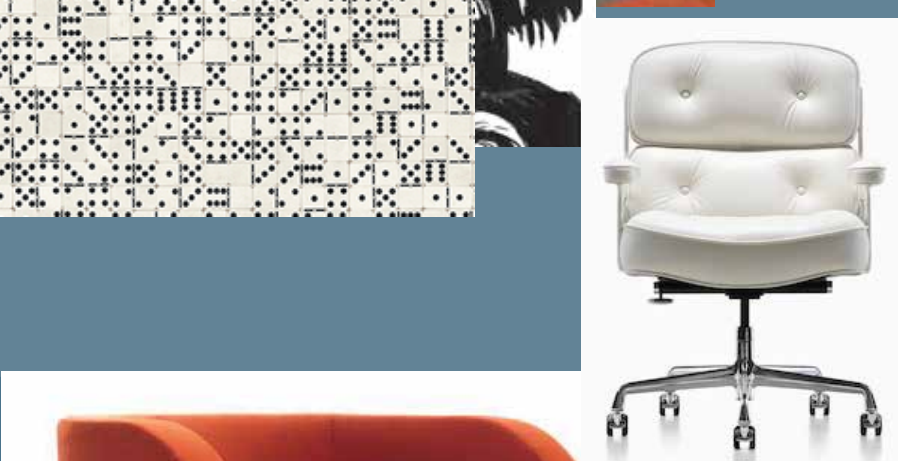
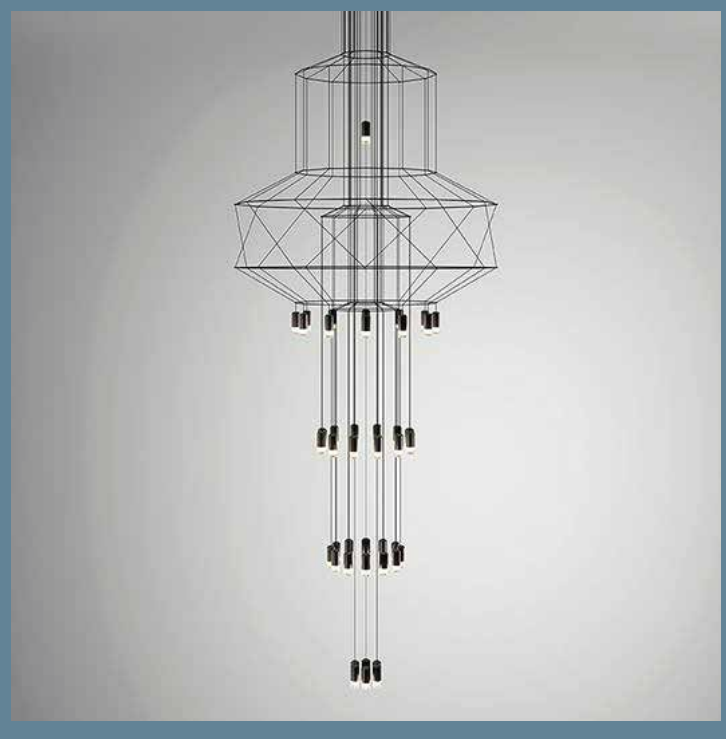
WAITING AREA/LIVING ROOM



WAITING AREA/LIVING ROOM



WAITING AREA/LIVING ROOM



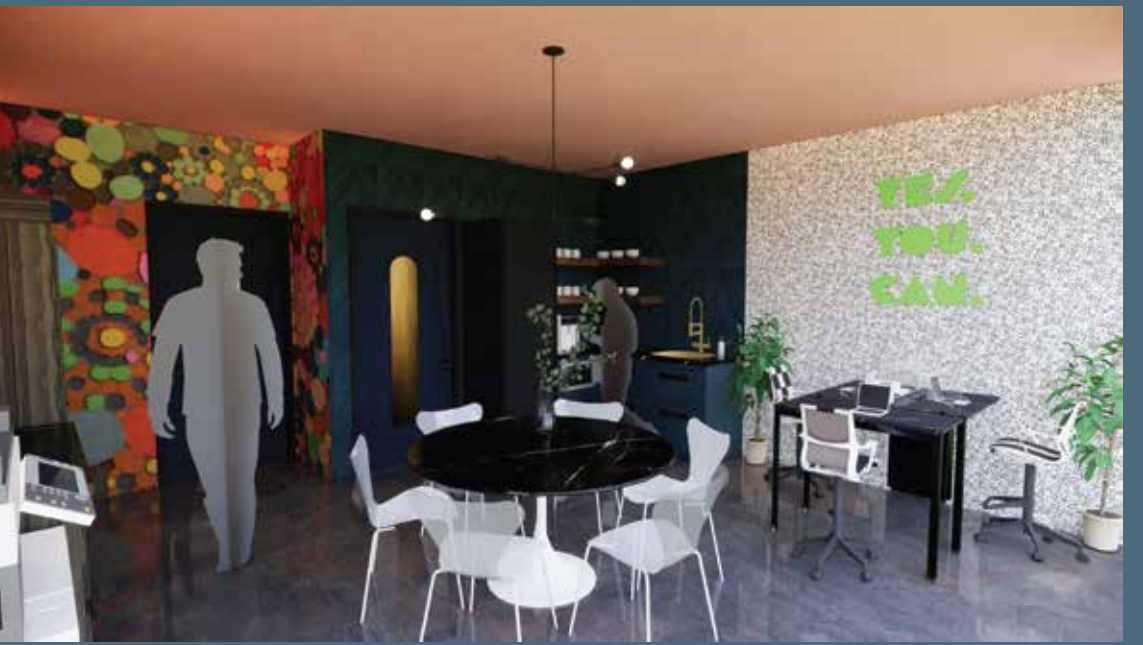
CHECK-IN AREA



RECEPTION & WAITING AREA



MANICURE STATIONS



ADMINISTRATION



LAUNDRY FACILITY



LAUNDRY FACILITIES: WAITING AREA



PET AREA: WAITING AREA



PET AREA: BATH AND SHOWER

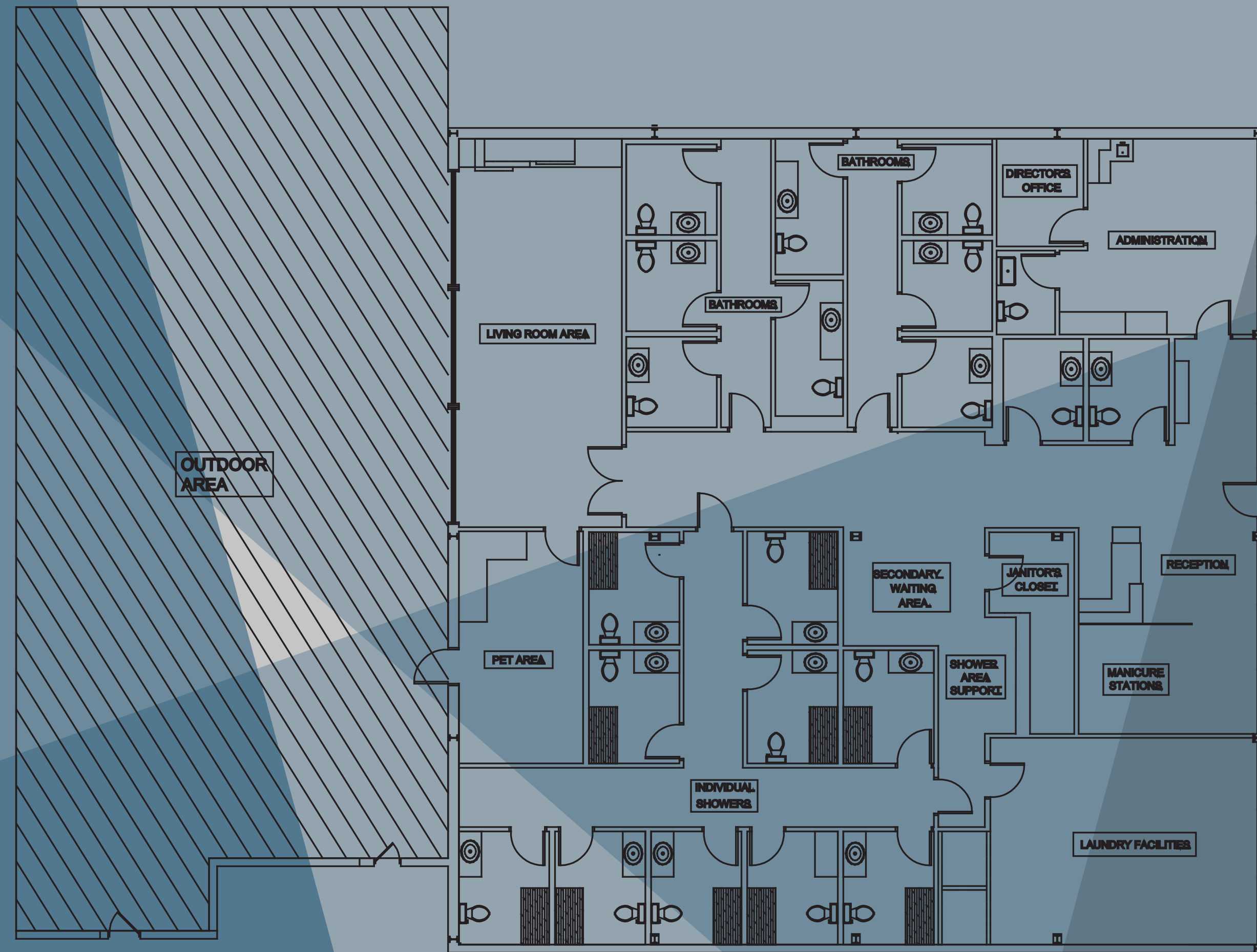


EVIDENCE AND ANALYSIS OF RESEARCH – APPLICATIONS CHART

REFERENCE – PRIMARY SOURCE	RESEARCH DISCOVERY/FINDINGS	DESIGN APPLICATIONS
<p><b>EXPERIMENTAL RESEARCH</b> Manly, J. (August 29, 2019). Dorothy Day Food Pantry Informational Tour. Personal Collection of Jim Manly, Dorothy Day Food Pantry, Fargo, ND.</p>	<p>Manly (2019) stated that nearly 35 – 40 families enter the food pantry each day the pantry is open. As the school year and winter nears each year the number of families entering the pantry typically rises to at least 50 each day open. Super Shelf, an organization working to renovate pantries is working with Dorothy Day to convert the space into a Choice Model pantry which is designed to act similar to a mini grocery store. The local food bank and Super Shelf are working together to educate the surrounding communities on the structure of food pantries and the donation process.</p>	<ul style="list-style-type: none"> <li>Design large, open-concept communal areas that can accommodate multiple families such as the food pantry.</li> <li>Develop an interior environment that is space planned in common forms to provide reassurance, familiarity, and comfort as Super Shelf does with the Choice Model design of a typical, grocery store layout but on a small-scale size.</li> <li>Develop signage that directly connects with the architectural design and intent of the building/area. To fit our design style, we aim to design signage that resembles neon signs and uncommon/international road signs.</li> <li>Create a custom ceiling application that gives simple direction to the living/community area which in turn develops a visible separation between the showers and restrooms.</li> </ul>
<p><b>TEXTBOOK</b> Gibson, D. (2009). <i>The Wayfinding Handbook: Information Design for Public Spaces</i>. New York: Princeton Architectural Press.</p>	<p>Throughout Gibson's text he digs deep into the need of wayfinding and the ability to create applications that are far more than just informational. "Wayfinding is a form of brand extension that gives visitors the subtle incentive to come back to the space." The three variables that create a successful wayfinding design include: the individuals the organization associate with, the environment in which installation will occur, and the identity of the client's organization. Signage throughout buildings needs to be integrated in an effective manner that complements the architectural design intent. Custom wayfinding should need to connect with the primary patron audience but also the secondary audience of day-to-day inhabitants such as employees and volunteers.</p>	<ul style="list-style-type: none"> <li>Keep the reception desk close in proximity to the entrance and showers for household/hygiene item distribution convenience.</li> <li>Maintain one floor level height throughout the space for ADA applications and accessibility.</li> <li>Develop a community area that incorporates multiple areas of seating and indoor/outdoor living for large community-oriented events and rises in patrons.</li> <li>To practice sustainability, create a laundry facility that has automatic dispensing systems to save on cleaning materials and time.</li> </ul>
<p><b>INTERVIEWS</b> McClaffin, B. (September 12, 2019). Personal interview.</p>	<p>Brady's informative interview presented us with information pertaining to the Churches United local homeless shelter as well as Bright Sky Apartments, local permanent supportive housing. For convenience household and hygiene items can be picked up upon entrance at the reception desk with 3 case managers located nearby for quick access. Storage is a huge need at the shelter for donations but also personal belongings. As the elderly, homeless population rises there is a high need for an overall ADA accessible space to accommodate all stages of life. Incorporating monthly parties such as birthdays and holidays creates in both facilities creates for a deeper community feeling. The addition of washers and dryers with automatic dispensers creates for a more cost effective and universal design.</p>	<ul style="list-style-type: none"> <li>Use key-fob locks/door handles that are strictly accessed by fobs distributed 24/7 by receptionist.</li> <li>Design showers and bathing areas that are simply one person use to protect from any form of assault.</li> <li>Separate restroom and shower areas with a defined architectural separation for convenience and safety. Locate two restrooms across from entrance/reception area for proximity to entrance and other public toilets.</li> <li>Keep bathrooms gender inclusive to respect and honor patrons.</li> </ul>
<p><b>JOURNALS</b> Hunter, E. (2008). WHAT'S GOOD FOR THE GAYS IS GOOD FOR THE GANDER: MAKING HOMELESS YOUTH HOUSING SAFER FOR LESBIAN, GAY, BISEXUAL, AND TRANSGENDER YOUTH. Family Court Review, 46: 543-557. doi:10.1111/j.1744-1617.2008.00220.x</p>	<p>In Hunter's findings, he investigated different youth shelters across America and uncovered common issues among the spaces. Hunter identifies that most of the homeless youth of America are LGBTQIA+ youth. He states that this youth population is at great risk for assault and harassment. LGBTQIA youth experience nearly double the rate of sexual abuse than heterosexual teens experience. Their safety is in jeopardy. His discussion for the extreme need for safe spaces where the youth can lock themselves away and protect themselves from outside violence is high priority in these facilities.</p>	<ul style="list-style-type: none"> <li>Brainstorm and develop color innovations that are not strictly influenced by theories and the history of color, but which connect directly with the interior environment.</li> <li>As custom architectural elements are continuously being designed and edited keep color in mind and its connection with the architectural form. Exposed, industrial ceilings should be accented with color that is authentic and pushes the boundary of whiteness.</li> <li>Work to focus our design not a trend in color that are influenced by architecture, color, or time. Push the boundaries and theories behind color and the innovations that surround it. Develop a custom, detailed reception desk that incorporates materials of multiple color palettes that accent each other while being chosen for genealogical reasons.</li> </ul>
<p><b>TEXTBOOK - JOURNALS</b> Braham, W.W. (2002). <i>Modern Color/Modern Architecture: Amedee Ozenfant and the Genealogy of Color in Modern Architecture</i>.</p>	<p>Braham presents us with his detailed research and findings of color psychology, color theory, and the genealogy that is behind color selections. Architects and designers need to understand and be required to have a logic of color concepts which should organize and influence their work instead of unified theories of color psychology and perception. To set specified rules for color selections is to set up an easy entrance of debate structured with competing color explanations. The task of developing logic on this topic needs to start with the relationship examination that lies between color and form. Specific color palettes can be re-invented repeatedly in useful ways to translate to different situations, environments, and periods of time. Designers and architects must not fear color as a rule similar to fashion and the relentless cycles that quickly turn fashion trends into meaningless work. All buildings have a color palette even if just filled with neutral tones and whiteness they are still subject to fashion cycle dictations. The relationships between color palettes of today's fashion industry and innovations need to be understood in genealogical formats, which continuously cycles and recycles values of authenticity, solidity, and color qualities.</p>	



FLOOR PLAN



POLISHED CONCRETE HAS A NON-SLIP FINISH OVERLAY TO PREVENT SLIPPAGE.

ALL GLASS HAS A FROSTED ELEMENT THAT ASSIST WITH PRIVACY IN THE BUILDING.

ALL MATERIALS HAVE BEEN SELECTED TO MEET EASE OF MAINTENANCE, DURABILITY, AND SUSTAINABILITY REQUIREMENTS

**DESIGN CONCEPT**  
ACCESSIBILITY, CONVENIENCE, AND PUBLIC SERVICE HAVE ALL INSPIRED AND DIRECTED THE DESIGN BEHIND THE BLVD. THE CLEARLY IDENTIFIED NEED FOR A FACILITY OF PUBLIC SERVICE TO THE HOMELESS POPULATION STEERS THE DESIGN TO UPLIFT, COMFORT, AND OFFER GUIDANCE TO PATRONS. THE DESIGN OF DIVIDED SHOWER FACILITIES AND RESTROOMS CREATES A SECURE AND PROTECTED GENDER INCLUSIVE DESIGN. THE INCORPORATION OF MULTI-FUNCTIONAL COMMUNAL AREAS OFFERS THE OPPORTUNITY FOR EMPOWERING, COMMUNITY-ORIENTED EVENTS WHILE MANICURE STATIONS AND PET FACILITIES GRASP THE BROADER IDEA OF PUBLIC SERVICE AND PUBLIC NEEDS IN WHICH THE BLVD HAS FIRMLY ADDRESSED AND IMPLEMENTED WITHIN ITS URBAN, ART-DECO DESIGN STYLE.