



CONCEPT DEVELOPMENT



Agenda

1. Confirm the Basics

- a) Core Design Principles
- b) Guiding Design Themes

2. Create the Framework for a Destination

1. Existing – Pass thru
2. Proposed – Destination

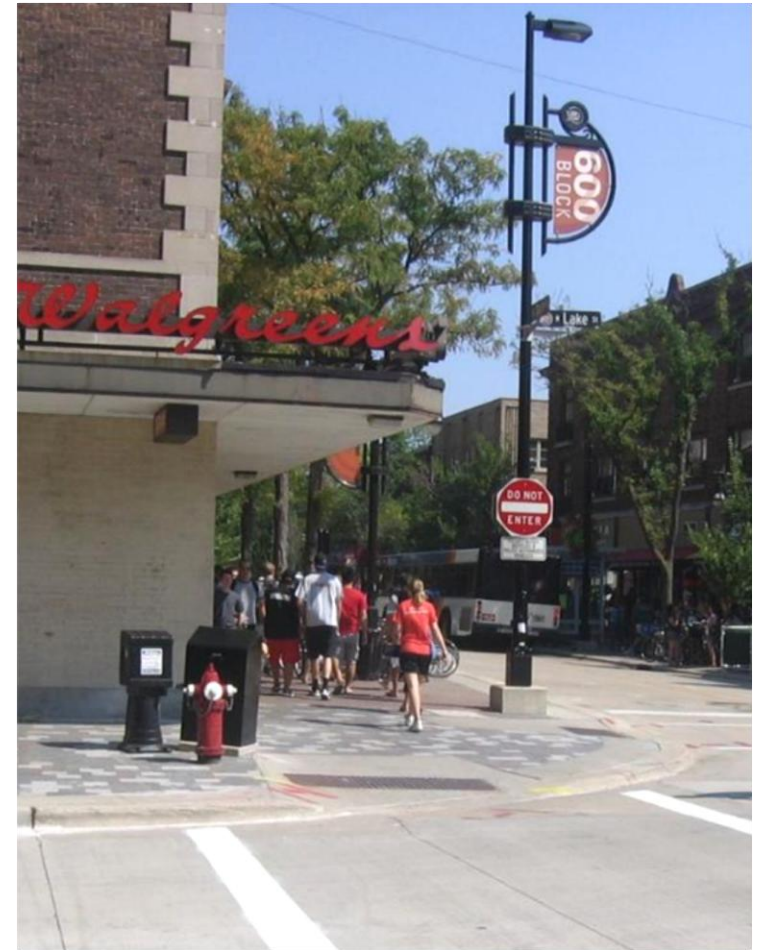
3. Integrate Program Elements into the Framework

1. Fire Access
2. Circulation (Bikes/Pedestrians)
3. Vending & Seating (food carts)
4. Gateways/Icons



Core Design Principles

1. Timeless
2. Flexible
3. Durable
4. Easy to maintain



Guiding Design Themes

1. Improve Site as a Pass Thru:

- a) Integrate pedestrian and bicycle routes
- b) Define thresholds, edge definition
- c) Encourage/support areas for pausing and resting
- d) Improve circulation/movement of people



2. Enhance Site as a Destination:

- a) Support small and large group event gatherings
- b) Function as a meeting place
- c) Integrate infrastructure to support current and future needs
- d) Identify a multi-jurisdictional programming model

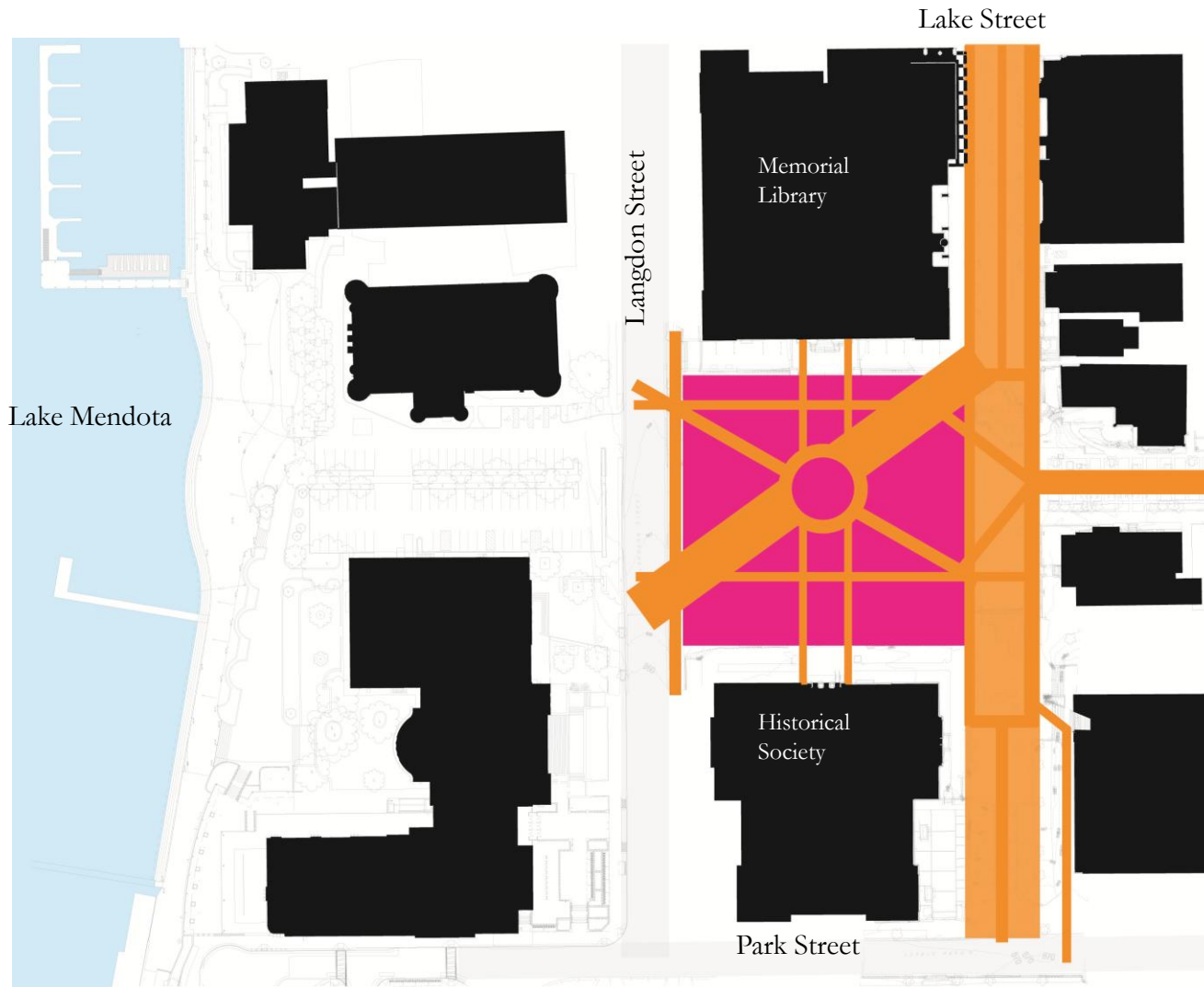




CREATING THE FRAMEWORK FOR A DESTINATION

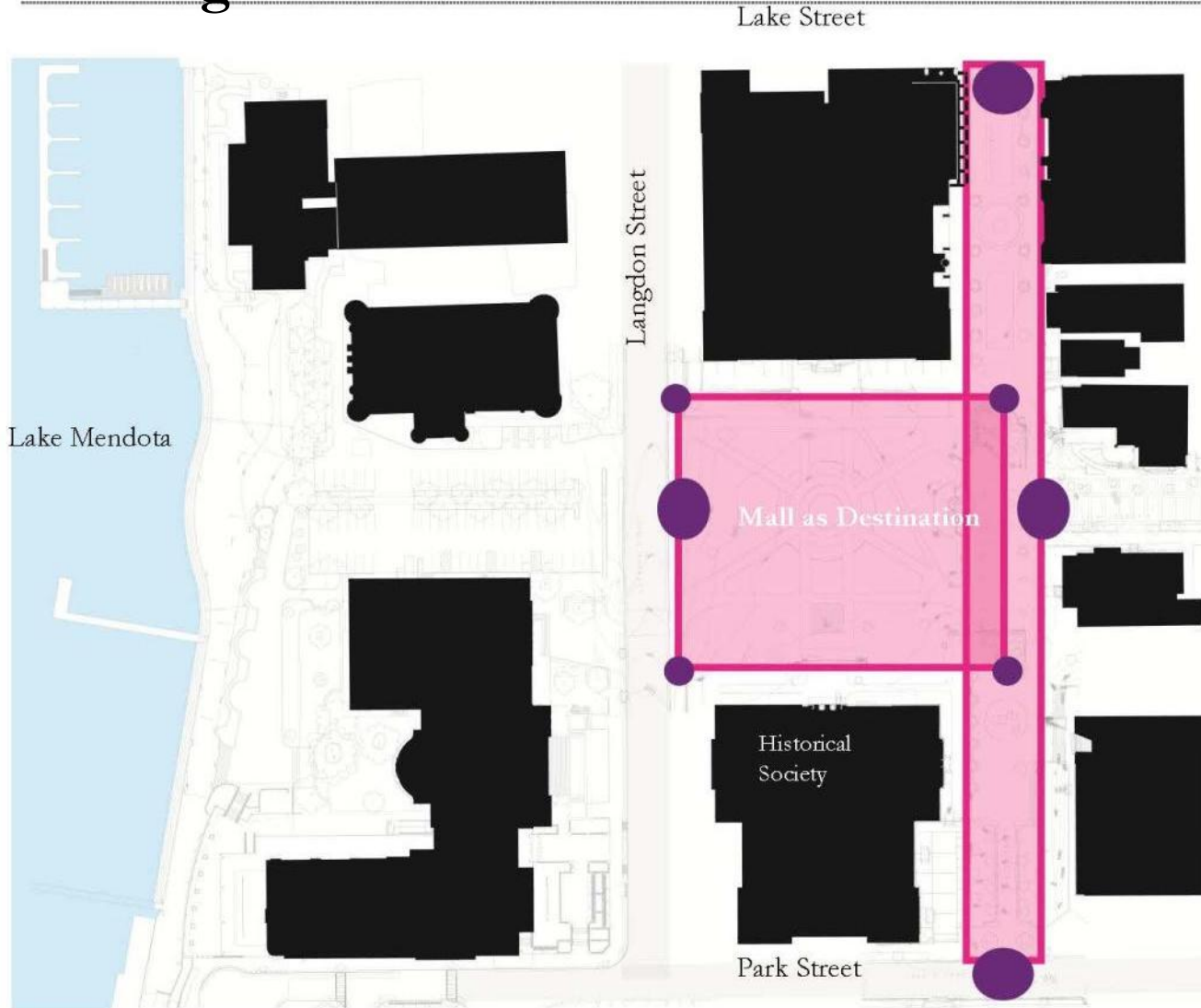


Existing site as a **Pass Through**





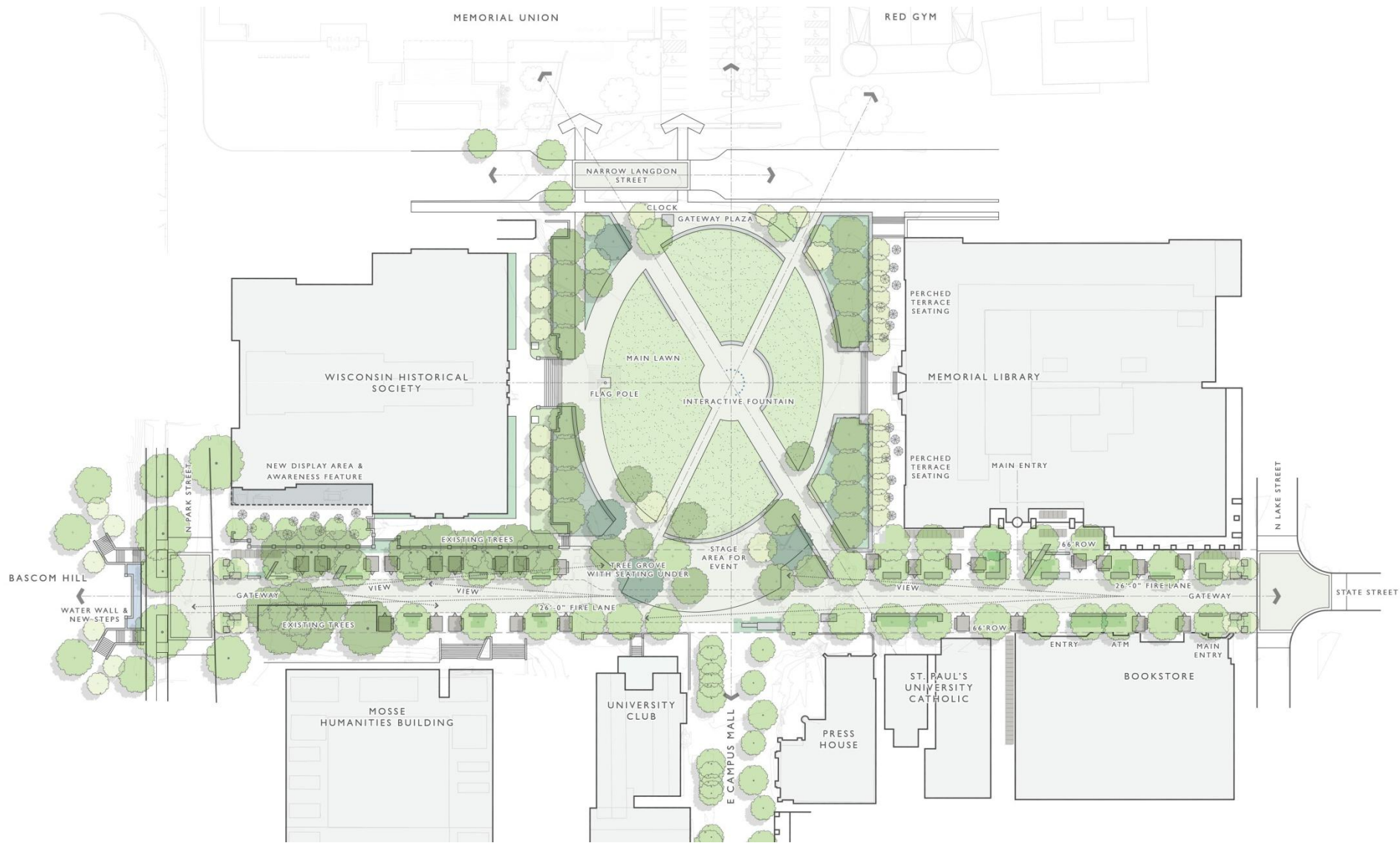
Existing site as a Destination



- ENTRY--**PORTAL**
- ARCHWAY
- ICON--POINT OF DISCOVERY
- ILLUMINATING**
- COLUMNS--REVEALING
- TREE CANOPY**
- PERGOLA--VISUAL CUE
- ORIENTATION--KIOSK
- BIKE PARKING--
- MEETING PLACE--**
- COLONNADE
- MONUMENT--PASSAGE
- IDENTITY MARKER--VIEW
- FRAME--**PROVOCATIVE**
- LANDMARK--SCULPTURE**
- CELEBRATORY
- CORRIDOR--SIGNAGE
- WAY-FINDING--
- INTERPRETIVE**

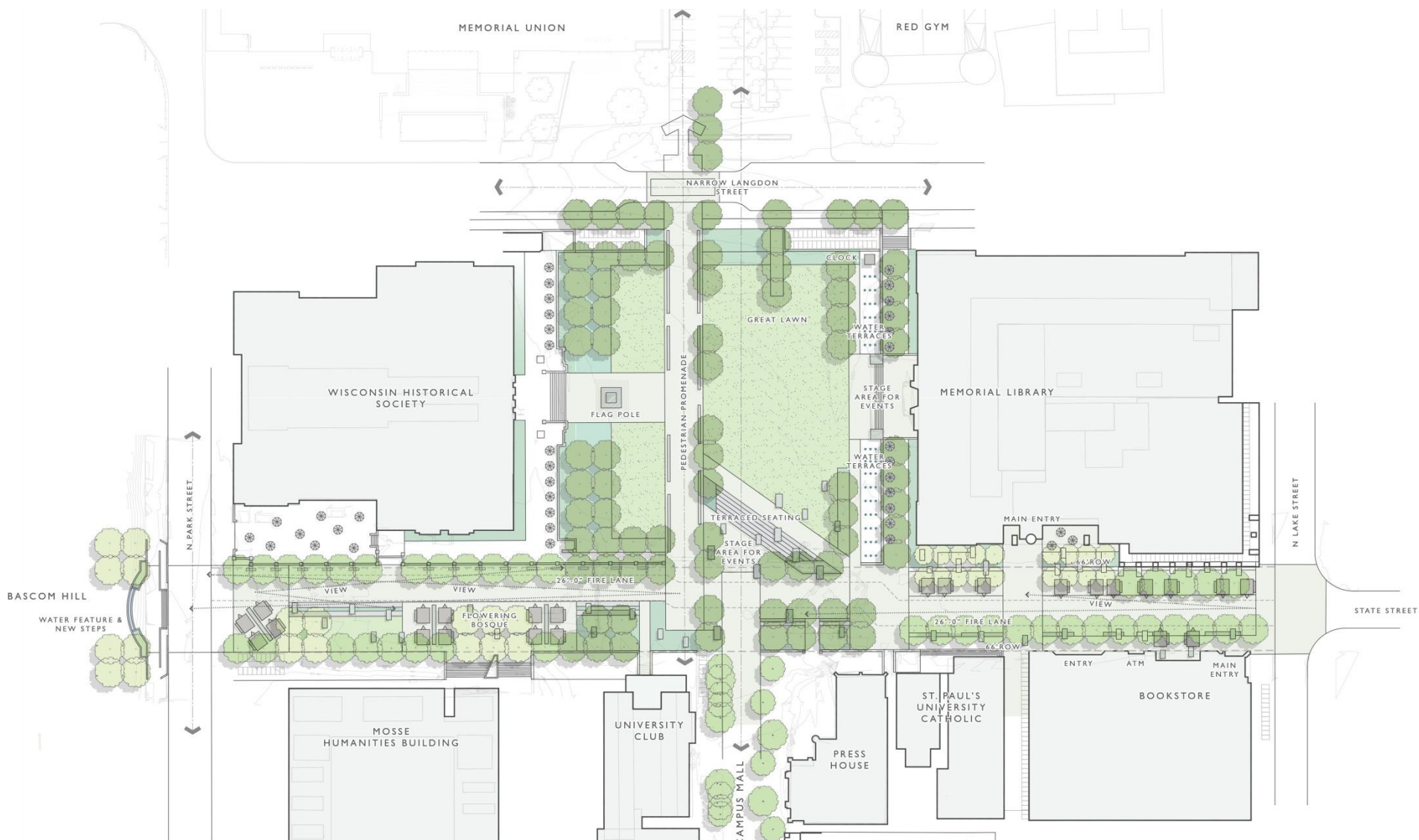


THE OVAL





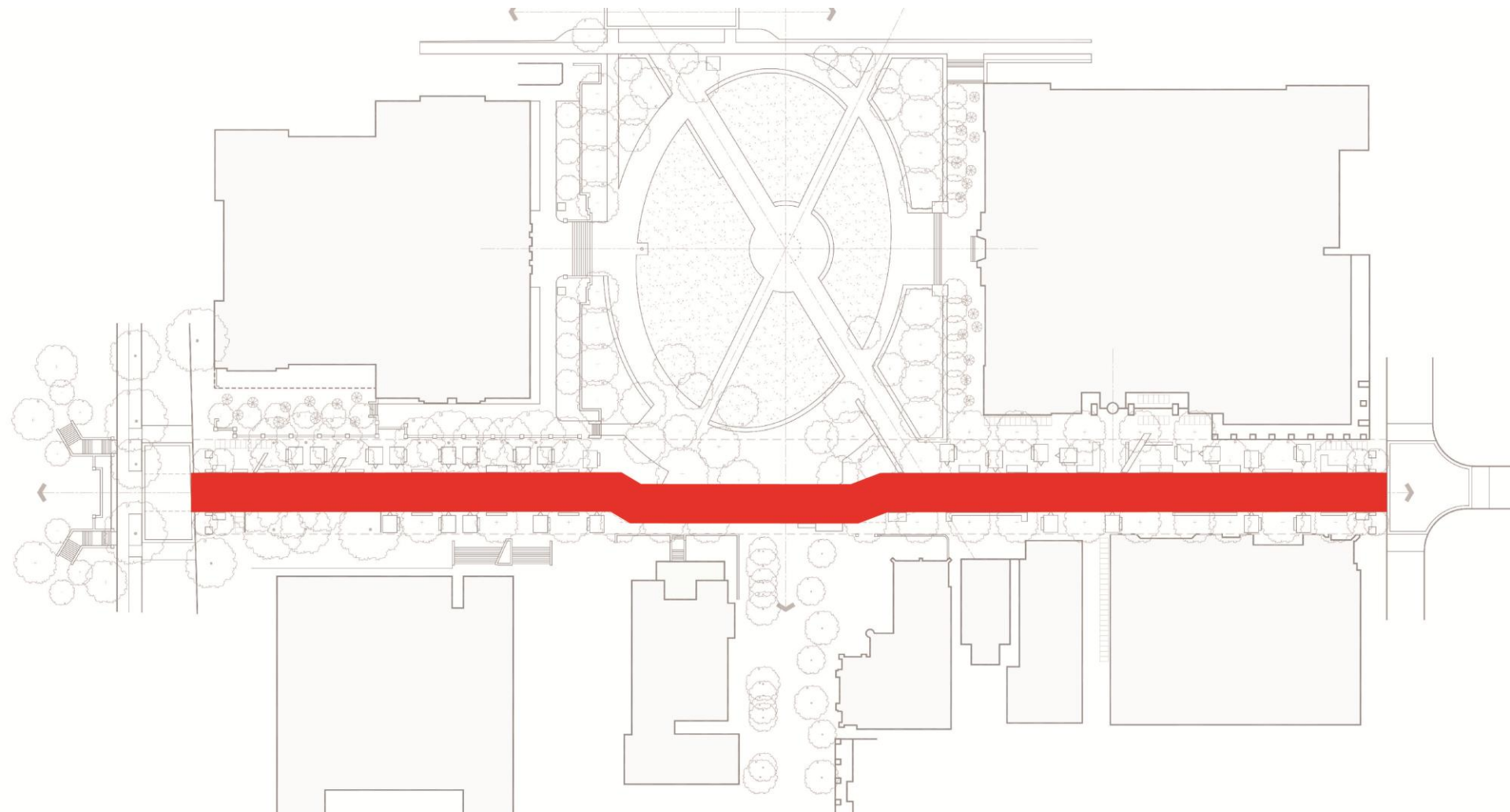
THE GREAT LAWN





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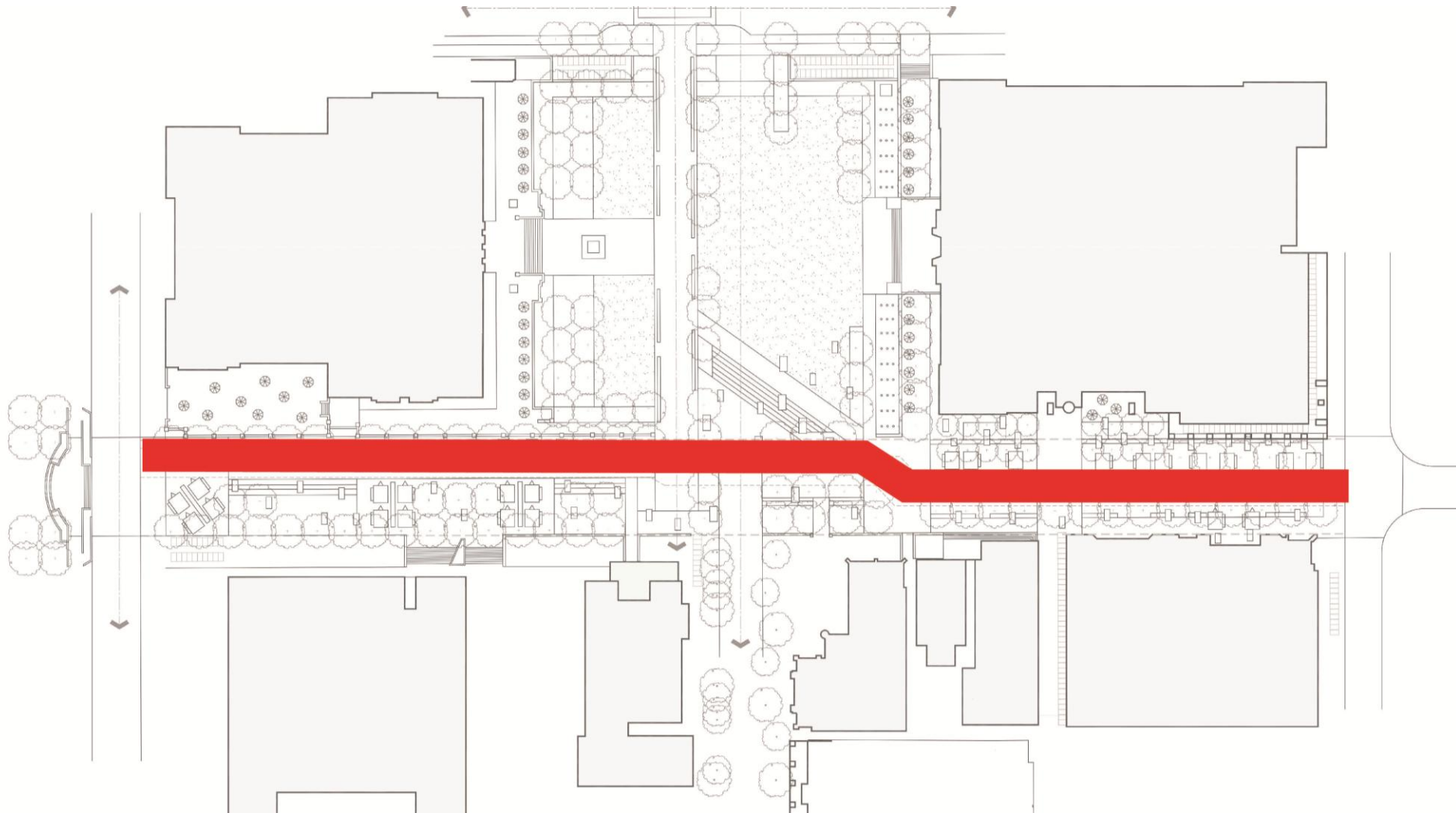
Fire Access





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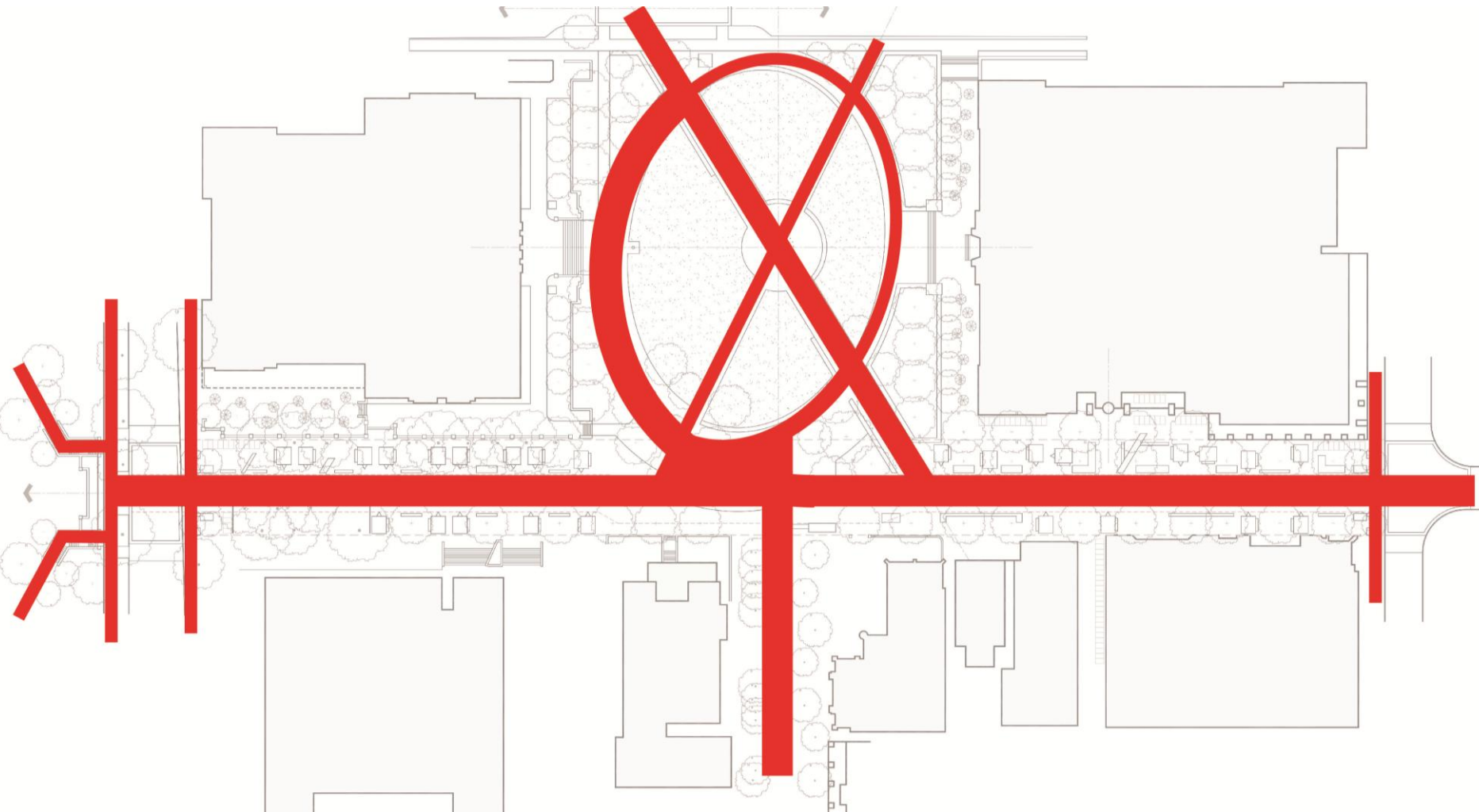
Fire Access





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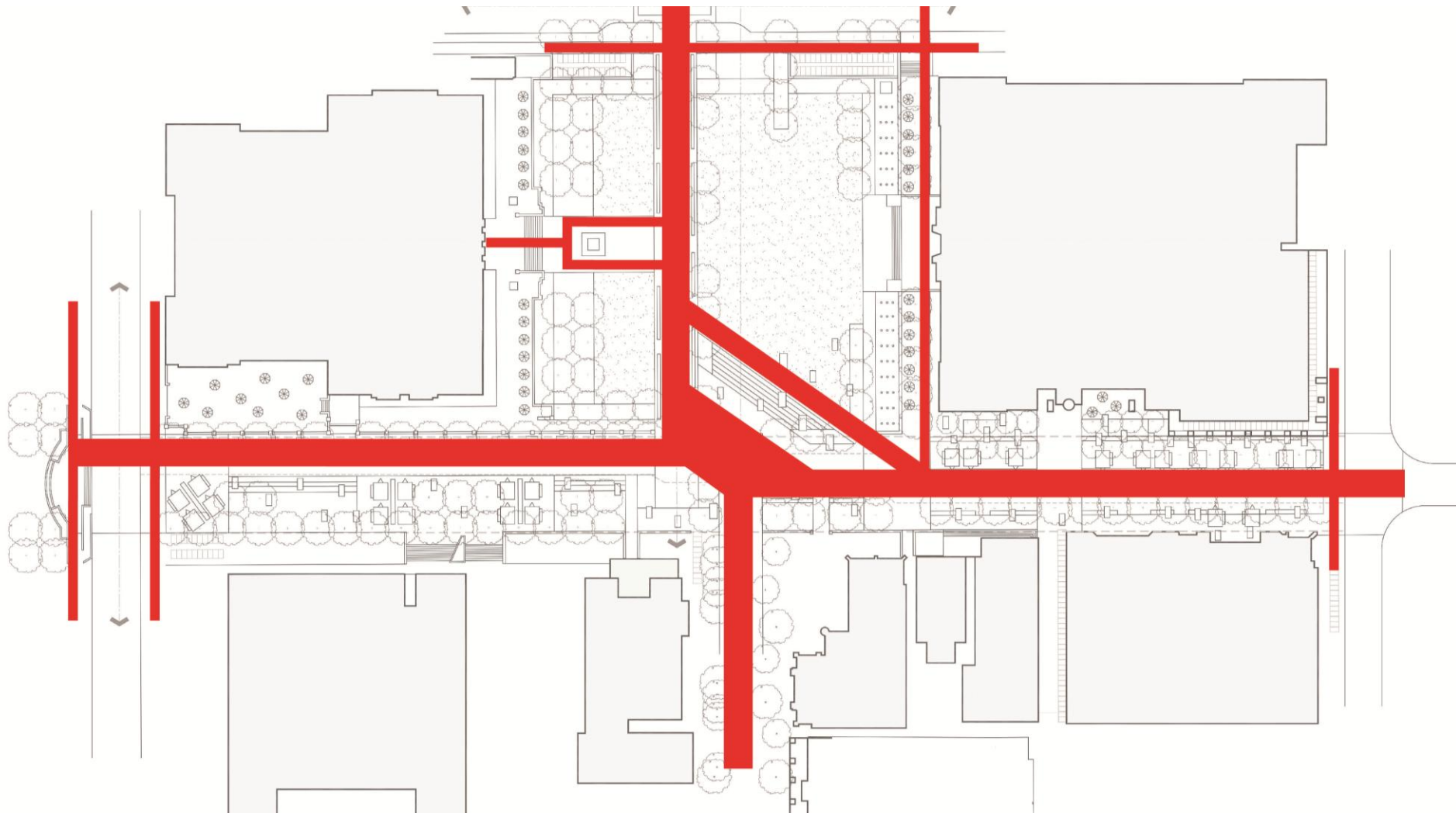
Circulation





THE GREAT LAWN

Circulation





FOOD VENDING & TABLING

Maximum Mall/Concourse Vending Cart Size



SITE AND SIZE SPECIFICATIONS

Food Vending Cart: A vending cart is a vending apparatus on wheels.

Physical Specifications: Mall/Concourse food vending carts shall conform to the following specifications:

1. The vending cart footprint shall contain no more than fifty-six (56) square feet of area measured on a horizontal plane (exposed trailer tongue, axle and tires excluded). No portion of the cart shall exceed or extend beyond the actual assigned

vending site size or the maximum vending site size of 10 feet by twelve feet, whichever is smaller.

2. The vertical height of the cart shall not exceed ten (10) feet measured from the ground level to the highest point in the cart including signage or other equipment, if any.

3. The vending cart shall not be of a mass-produced or prefabricated type.

4. The cart shall be maintained in good repair and in safe and sanitary condition.

5. The vending cart must have a securely fastened sign prominently displayed which identifies the cart by its business name and a sign that lists food menu items and prices.



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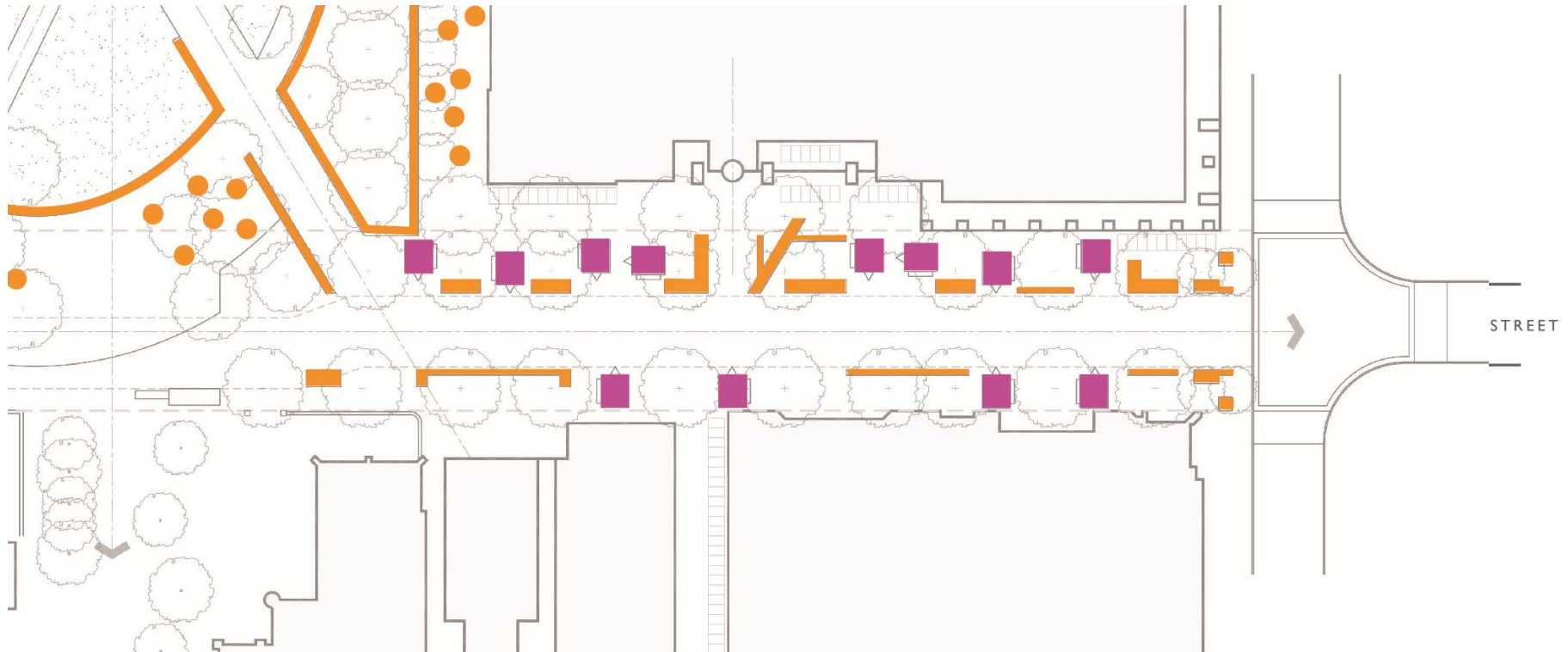
Food Vending and Seating





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Food Vending and Seating Blow-up (700 Block)



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Food Vending and Seating Perspective (700 Block)



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Food Vending and Seating Perspective (700 Block)



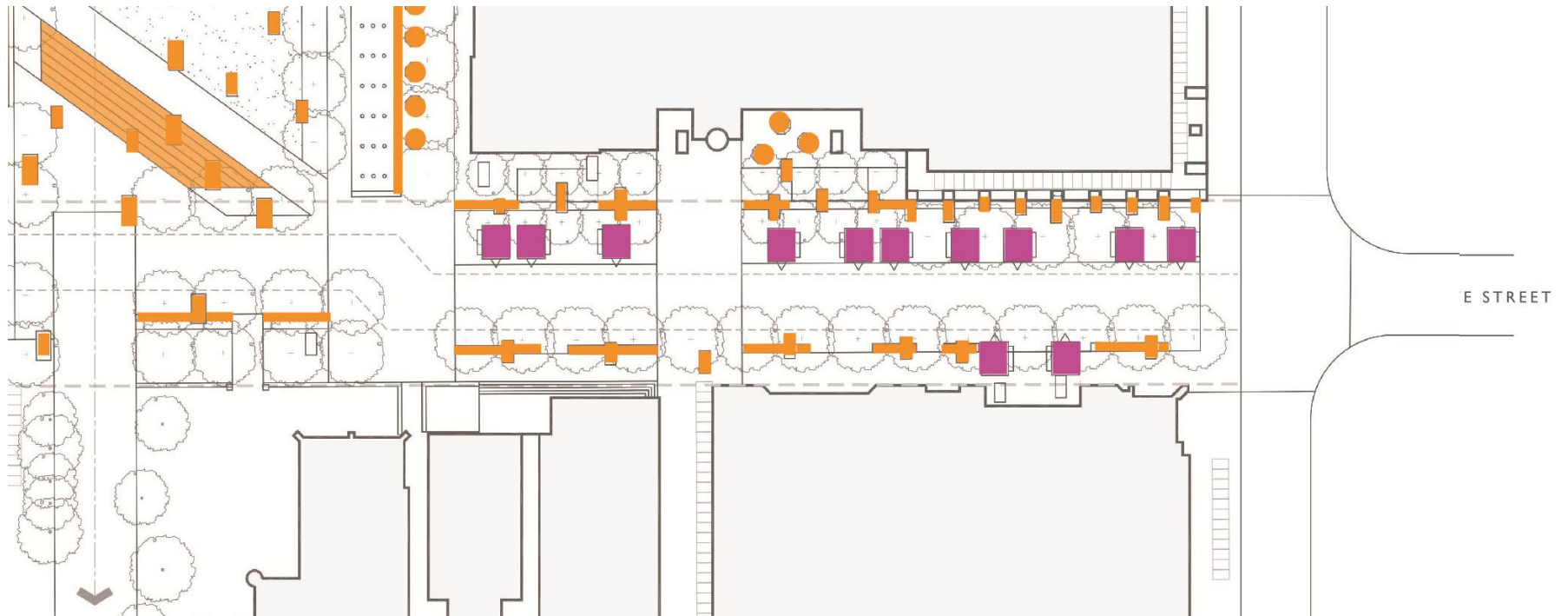
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Food Vending and Seating



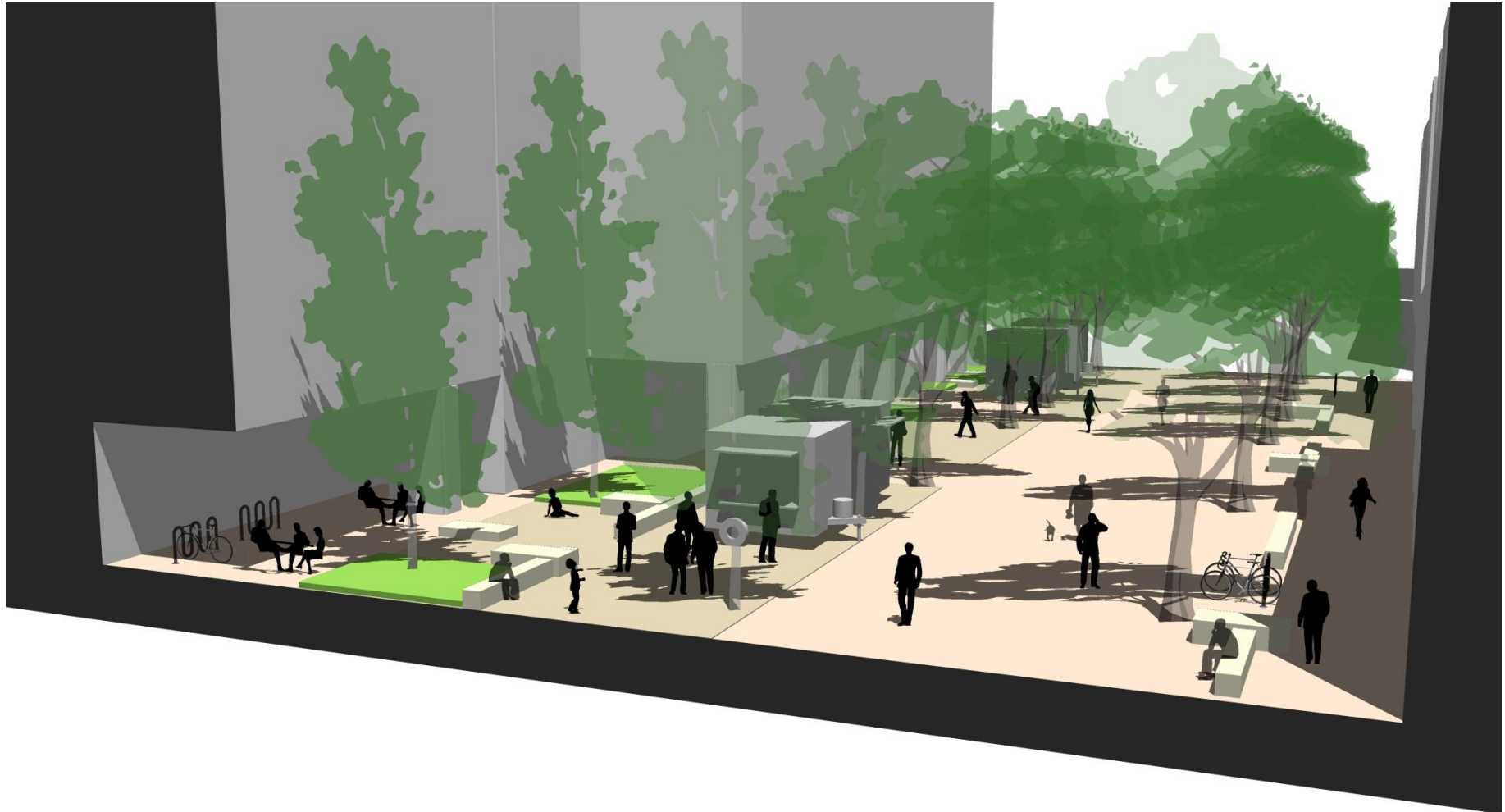
THE GREAT LAWN

Food Vending and Seating Blow-up (700 Block)



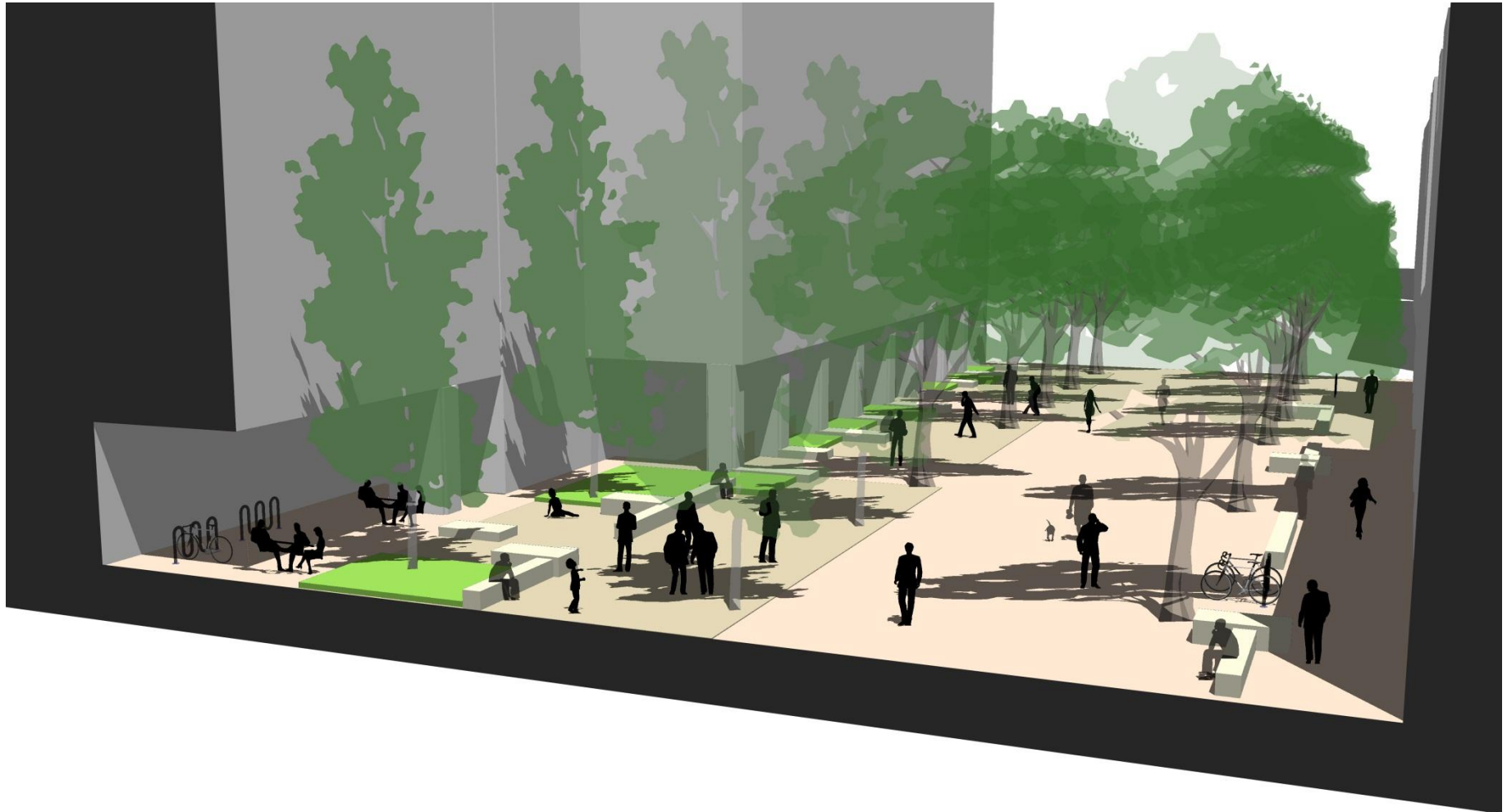
THE GREAT LAWN

Food Vending and Seating Perspective (700 Block)



THE GREAT LAWN

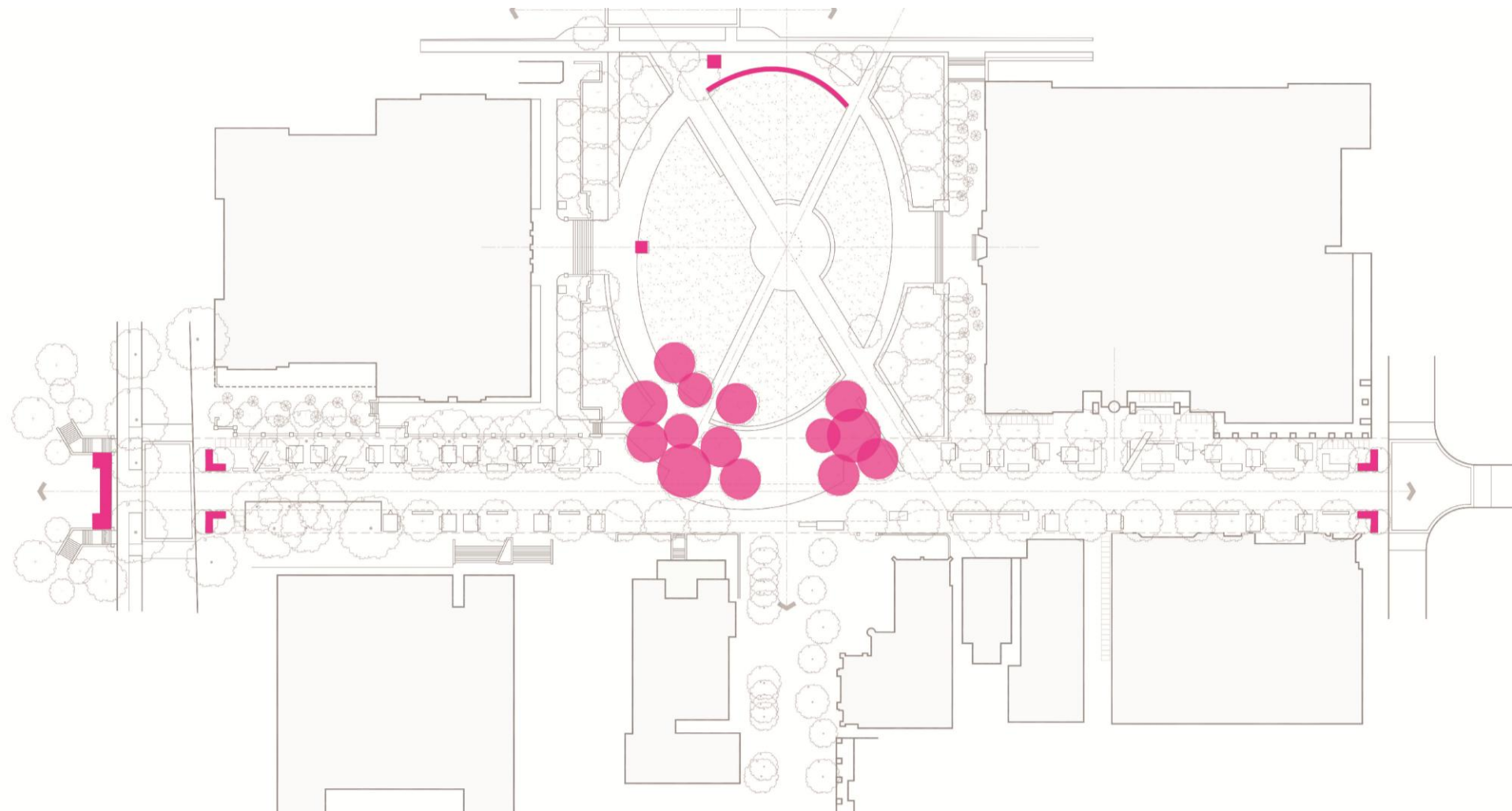
Food Vending and Seating Perspective (700 Block)





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Gateway & Icons





THE GREAT LAWN

Gateway & Icons

