

REINVENTING OUR SOCIAL SPACES

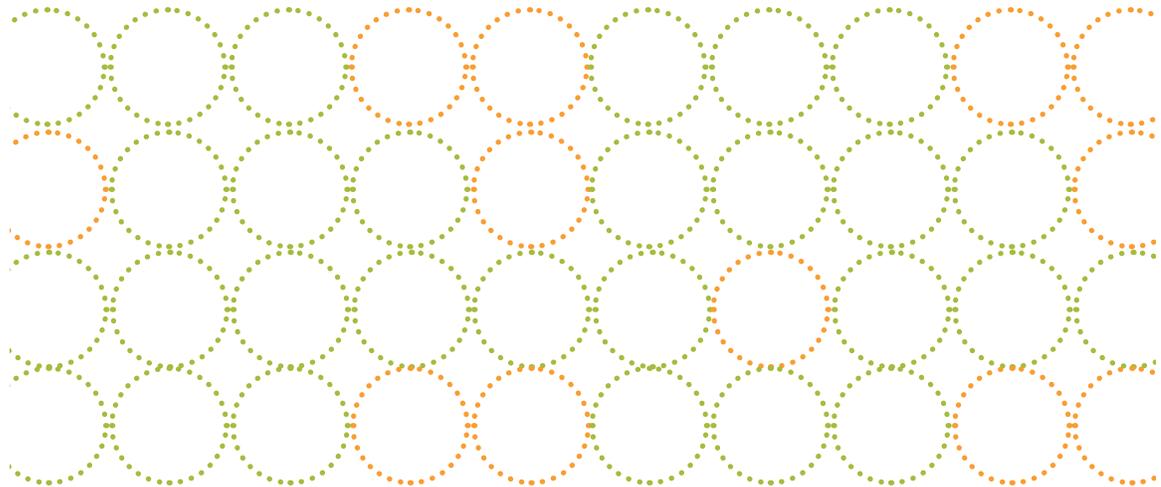
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MAY 2009

Submitted towards the fulfillment of the requirements for the Doctor of Architecture Degree.

School of Architecture
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May 2009

We certify that we have read this Doctorate Project and that, in our opinion, it is satisfactory in scope and quality in fulfillment as a doctorate project for the degree of Doctor of Architecture in the School of Architecture, University of Hawai'i at Mānoa.

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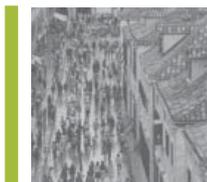
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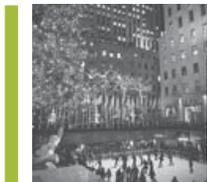
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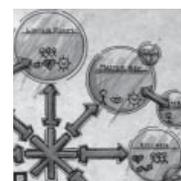
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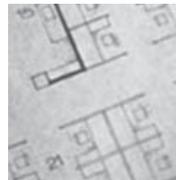
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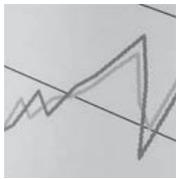
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REINVENTING OUR SOCIAL SPACES INTRODUCTION

Social interaction is essential to our daily lives. We spend a majority of our time at work and at home; in our free time we seek new places to hang out and relax. Whether our favorite place is the Starbucks down the street or a local bookstore, there never seem to be enough places for us to gather.

The idea for my Architectural Doctorate project emerged during my second semester at practicum in 2006. Gathering places that promote social interaction have always been of interest to me. These places generally serve as a home away from home where one can typically “hangout” and socialize with friends, family or even strangers. A term for these particular spaces, “third place,” was coined in the 1980s by American urban sociologist Ray Oldenburg. He defines these spaces as “public places on neutral ground where people can gather and interact. In contrast with first places (home) and second places (work), third places allow people to put aside their concerns and simply enjoy the company and conversation around them.” These types of informal gathering places for people to socialize will always be an essential part of any community.

During the summer of 2007 I was fortunate to receive a travel scholarship from Honblue. With the scholarship money I traveled to Japan to continue my study of the third place phenomenon. I spent a little over two weeks in Japan and visited third places throughout Tokyo, Kyoto and Osaka. The research I compiled while in Japan will be included in the precedent section of my D.Arch project, Reinventing Our Social Spaces.

This D.Arch Project is a two part research and design synthesis that examines the third place concept. Part I of the document begins with the importance of social interaction as a fundamental human need and serves as a precursor to the next topic,

historical public spaces. The history of third places begins with a brief introduction of the street, square and park. These public spaces, once the heart of our communities, serve as a neutral ground facilitating social interaction. The research then continues to trace the history from public spaces to semi-private spaces; as our lifestyles began to evolve so did our public spaces. Issues such as suburbia, the automobile age, convenience lifestyle and technology led to unhealthy communities with less social interaction. The streets became dirtier, chaotic, and noisier than in the 19th century. Included in semi-public spaces are corporate plazas, shopping environments, cafés, drinking establishments, and private clubs.

Current issues such as smart growth, urban living, and public transportation are studied in order to prove the need for third places today. The document then identifies ten characteristics commonly found in third places: sociable place, neutral ground, location and access, provision of choices, flexibility, comfort, food and beverage, connection to the outdoors, branding and experience orientation. These ten characteristics are then tested on existing third places today in the United States as well as Japan. The precedent study includes: Starbucks, Borders, Mai Tai Bar, Brasserie Du Vin, Honolulu Coffee Company, Galleria Illy, Choco Cro, Bape Café, Watami Izakaya, and Pronto.

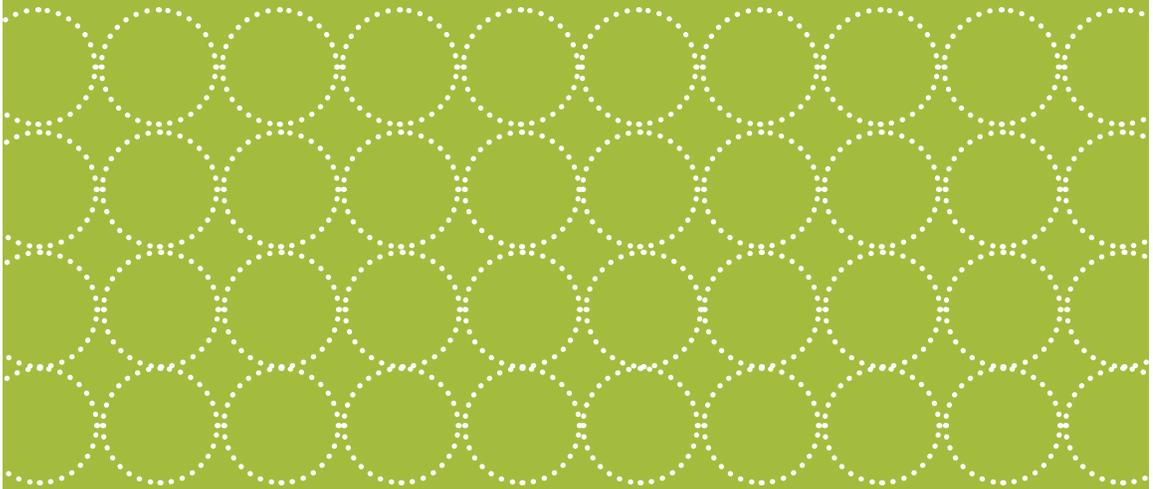
Part 2 is a design proposal incorporating completed research from the previous section. The design commences with a site selection in the Kaka'ako area of Honolulu, Hawaii. Prior to the final design, a mission statement is established as well as a target list of potential customers. The final design will serve as a precedent for business entrepreneurs interested in opening a third place of their own.

Third places within a community are socially important for the everyday well-being of individuals. A need for the third place is still present in today's society. When people need an enjoyable, social place to hangout when their day isn't going so well, they can always turn to a third place.

REINVENTING OUR SOCIAL SPACES
RESEARCH

1

- 001 Human Needs
- 002 Public Spaces
- 003 Unhealthy Environment
- 004 Semi-Public Spaces
- 005 Healthier Environment
- 006 Third Places
- 007 Precedents



001

Social Interaction
Defined
Benefits

- Variety
- Part of a Group
- Health

REINVENTING OUR SOCIAL SPACES BASIC HUMAN NEEDS

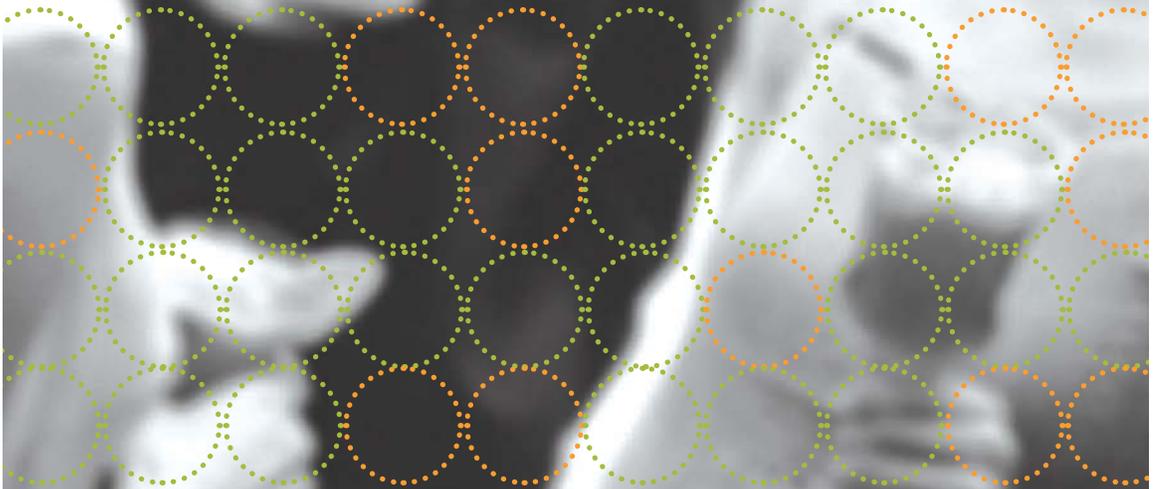


FIGURE 1
Jupiter images



Social Interaction
 Defined Benefits

- Variety
- Part of a Group
- Health

1.1 SOCIAL INTERACTION

1.1 | SOCIAL INTERACTION

Social interaction is a fundamental human need.¹ Psychologist Abraham Maslow developed a hierarchy pyramid of five basic human needs: physiological, safety, social, esteem, and self-actualization (see figure 2). The first level, physiological needs, deals with basics such as eating, drinking, sleeping, shelter and warmth. When the physiological needs are met, a level of safety will emerge. Safety includes security of the body, of employment, of resources, of morality, of the family, of health and of

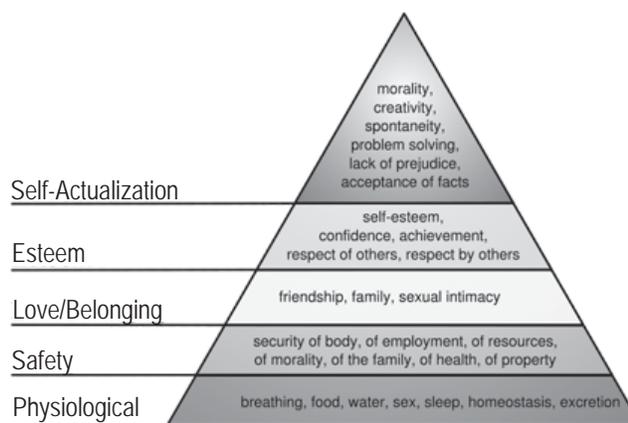


FIGURE 2

Maslow hierarchy pyramid
www.humanrevolution.com

¹ Abraham Maslow, *Motivation and Personality* (New York: Harper and Row, 1987), 15.

property. Once the needs of safety are met, the third level consists of social needs. Social needs primarily deal with love, belonging, friendship and family. Humans need to have a sense of belonging and acceptance; without them they remain lonely in the world. Although some may feel that social needs are not a fundamental part of our daily lives, relative to society they are almost as important as eating, drinking, and sleeping.

The final two levels of the pyramid include esteem and self-actualization. Esteem needs basically include being respectful of oneself as well as others. Self-actualization needs deal with morality, creativity, spontaneity, problem solving, lack of prejudice, and acceptance of fact. While Maslow's hierarchical pyramid of needs was ground breaking during the mid 1900s, discussion continues today as to whether or not a hierarchy should exist. Some argue that the fundamental human needs are non-hierarchical and relatively equal.

As Maslow confirmed, social needs are evident in our daily lives. Being social can be as simple as giving a good morning greeting to a stranger in the elevator or as complex as a lunchtime conversation with a co-worker. Each day offers new conversations with different people who share our environment and lives. The concept that people have beneficial effects on one another is not new to us. Derlega claims that having friends and confidants can have a positive effect on how one copes with stress and how vulnerable one is to a variety of ills.²

During the first two thirds of the 20th century Americans were becoming more and more connected to one another through various community events. However, beginning around the 1960s, the trend started to reverse itself.³ People within the community became less involved in civic associations, public affairs, churches, social

2 Valerian Derlega and Barbara Winstead, trans, *Friendship and Social Interaction* (New York: Springer-Verlag, 1986), 207.

3 Robert D. Putnam, *Better Together: Restoring the American Community* (New York: Simon & Schuster, 2003), 4.

clubs, and even with neighbors in their communities. Participation in these types of activities all have fallen by 25 to 50 percent.⁴ Technological, economic, and social changes are seen as being responsible for the lifestyle that we are living today. Urban sprawl, the automobile, and television are all factors in the decline of social interaction and community participation throughout the United States and elsewhere. Today we send e-mails and text messages through our computers and cell phones without face-to-face interaction.

We are unable to see facial expressions and emotions through these devices; only words are visible. Although modern technology allows for communication through cell phones and computers, face-to-face contact is still a necessary part of our lives. Advances in technology such as video conferencing make it possible to virtually view the person that we are speaking to; however, it is not comparable to face-to-face interaction. Although we can see a person through a live video feed, "our visual senses still cannot detect all the information that we naturally perceive when interacting in real, face-to-face situations."⁵ Face-to-face social interaction is still a fundamental need today. It is almost impossible for one to go without speaking to someone all day long. Instead of being lonely in the world today, we can use social interaction to connect, associate and affiliate with others within the community.

4 Ibid.

5 Jonathan Turner, *Face to Face: Toward a Sociological Theory of Interpersonal Behavior* (Stanford University Press, 2002), <http://micro189.lib3.hawaii.edu:2050/lib/uhmanoa> (accessed October 17, 2006), 1.

001

REINVENTING OUR SOCIAL SPACES
BASIC HUMAN NEEDS



Social Interaction
Defined
Benefits

- Variety
- Part of a Group
- Health

1.2 DEFINED

1.2 | SOCIAL INTERACTION DEFINED

so•cial

of or relating to human society, the interaction of the individual and the group, or the welfare of human beings as members of society⁶

so•cia•ble

1: inclined by nature to companionship with others of the same species

2a: inclined to seek or enjoy companionship; 2b: marked by or conducive to friendliness or pleasant social relations⁷

6 Merriam-Webster's Collegiate Dictionary.

7 Merriam-Webster's Collegiate Dictionary.

Unlike a relationship which entails an enduring association between two or more persons, social interaction may occur between related or unrelated individuals, and the term refers to a single social event.⁸ These events can occur accidentally, be planned, or happen on a regular basis. Social interaction sometimes consists of mere rapport with others rather than a conversation to convey information. This type of conversation is also known as phatic communication. Although we may not notice, our daily lives are filled with phatic exchanges. Phatic communication can be simply defined as small talk, which on the surface appears to be unimportant in that it offers very little in terms of informational exchange.⁹ Compliments, greetings, and simple questions are basic forms of phatic conversation. Common phrases between co-workers such as “how are you doing today,” “what’s for lunch,” or “nice outfit” are often times conversation starters. These simple verbal gestures serve as social lubricants for interaction. Phatic conversation can be used in a variety of situations, whether talking to one’s friends or speaking to a stranger for the first time.

Sometimes phatic conversation can lead to much more meaningful discussions. When one feels comfortable with the person to whom one is talking, more than just small talk can be discussed. Meaningful conversations are also part of social interaction. These conversations are often much more personal and can be about one’s family or problems that need attention. Conversations can be serious or even humorous; they allow us to view others’ opinions and perspectives. Through social interaction and conversations we are able to make personal connections with others. Exchanging information brings people closer together and provides us with a sense of belonging to a group. Whether at the office, at home or hanging out at a third place, social interaction is a necessity to human life.

8 Carol Ryff and Burton Singer, *Emotion, Social Relationships, and Health* (Oxford: Oxford University Press, 2001) <http://micro189.lib3.hawaii.edu:2050/lib/uhmanoa>, 61.

9 Diana Boxer, *Applying Sociolinguistics: Domains and Face-to-face Interaction* (John Benjamins Publishing Company, 2002), <http://micro189.lib3.hawaii.edu:2050/lib/uhmanoa>, 61.



Social Interaction
Defined
Benefits

- Variety
- Part of a Group
- Health

1.3 BENEFITS

1.3 | BENEFITS OF SOCIAL INTERACTION

Social interaction is not only enjoyable but beneficial to our daily lives. Interacting with others offers variety from our daily routines, allows us to belong to a group, and is a healthy way to live. Human contact and friendships serve as stress relievers from our hectic schedules. Improving social lives ultimately improves health as well. Introducing the third place concept to Hawai'i has the potential to increase the number of venues where one can hang out and socialize with friends outside of the office and home.

1.3.1 | VARIETY

A typical day for a working class American starts with waking up at home in the suburbs, commuting to the office downtown, typically by car, and returning back to the suburbs to eat dinner with the family. Once at home dinner is often served in front of the television, with hardly any socialization taking place. Monday through Friday is typically filled with the same events, and this routine often becomes quite dull. The office provides us with one social group while the family serves as the other. There is little variety among the

characters between home and work. Social interaction outside of the home and work allows for variety and a diverse group of people with whom to interact. These groups outside of the home and work can be one's good friends or even strangers one meets at a bar or restaurant.

A diverse group of acquaintances and friends allows one to be exposed to different opinions, values, reactions, and beliefs. Our own views can be validated as well as contradicted by others of a group. We also can learn how to handle particular situations and learn what others might do if they were put in our situation. In other instances, we can help or provide assistance to someone else who needs it. From different groups of people we can learn new knowledge and skills that we may not have previously known. While playing darts with one's friends at a bar one may encounter a stranger who wants to issue a challenge. Whether one wins or loses, one may be able to learn something from him or her. Whether we are helping someone or learning new information, participating in social interaction outside of the home and work offers us variety and a chance to meet new friends.

1.3.2 | PART OF A GROUP

Social interaction helps us to form an identity as well as to fit in with others.

During social interaction feelings and emotions are conveyed between friends and even strangers. By being part of a group, we feel as if we belong and are accepted by others. When eating lunch with co-workers or out on a night with friends, we feel accepted within the group. Being together in a group, we are no longer lonely. We feel a lot more comfortable hanging out with friends at an event rather than going to it by ourselves. By maintaining enduring relationships with others, we fulfill the need to belong.

Being part of a group fulfills material, cognitive, social and emotional needs. Material needs refer to the support and advantages that are part of friendship. Depending on the situation, we may let a friend borrow money for lunch or provide support in times of need. Friends within a group provide not only resources but safety and protection from strangers.

Cognitive needs deal with stimulation and a general sense of meaning. Through conversation friends provide gossip, ideas, and even jokes. This stimulation is healthy, as we are able to listen to others and provide feedback and support. Friends can give and receive love, as well as increase their self esteem.¹⁰ Feeling good about oneself allows for healthy living. Being part of a group allows us to feel as if we belong; without such groups we would be alone in the world and life would be less meaningful.

1.3.3 | HEALTH

“The more neighbors who know one by name, the fewer crimes a neighborhood will suffer. A child born in a state whose residents volunteer to vote and spend time with friends is less likely to be born underweight, less likely to drop out of school, and less likely to kill or be killed than the same child—no richer or poorer—born in another state whose residents do not. Society as a whole benefits enormously from the social ties forged by those who choose connective strategies in pursuit of their particular goals.”¹¹

Today, living a healthy lifestyle is more than just a trend. A healthy lifestyle includes physical as well as mental well-being. Through social interaction we are able to raise our spirits and provide ourselves and others with a pleasurable experience. Conversations with friends are sometimes filled with silliness and humorous remarks. When a person laughs, chemicals that relieve stress are released and makes one feel

10 Valerian Derlega and Barbara Winstead, trans, *Friendship and Social Interaction* (New York: Springer-Verlag, 1986), 223

11 Robert D. Putnam, *Better Together: Restoring the American Community* (New York: Simon & Schuster, 2003), 269.

good about him or herself. Laughter relaxes the facial muscles and helps us to forget about the bad day that we are having. Enjoying a quick lunch with friends can help to relieve stress. A sense of humor is important to any relationship, as it communicates good will and can even be a sign of affection.

Mental health is also dependent on relationships with others. “Those who retreat from close human contact may become dangerous people. Mass murderers, to take an extreme example, commonly exhibit a loner profile.”¹² People who do not have the opportunity to interact with others remain isolated from the rest of the world or resort to fantasy. They have no one to talk to about personal problems or seek help that they may need.

Isolation and alienation are risk factors for disease. “Environmental psychologists have found that people who are integrated into a local community network report fewer symptoms of psychological disturbances than individuals who are socially isolated.”¹³ Having friends, being loved, and being cared for, actually protect people from diseases and other health problems. Friends not only make life worthwhile, but they are important to one’s health.

Loneliness is problematic with many of the elderly today. Elders are often isolated in empty houses or nursing homes, living in a lonely world. Loneliness can cause emotional pain and suffering as well as other psychological problems. When elders are left alone they often develop irrational fears. “The caller who does not speak when the phone is answered ceases to be an impolite individual who’s dialed the wrong number, becomes a potential thief finding out if anyone is home—calculating the best

12 Ray Oldenburg, *The Great Good Place* (New York: Paragon House, 1989), 49.

13 Douglas Morris, *It’s a Sprawl World After All: The Human Cost of Unplanned Growth and Visions of a Better Future* (Gabriola Island, BC: New Society Publishers, 2005), 49.

time to strike.”¹⁴ Without any social interaction elders focus on other things such as their fears. However, with visits from friends and family, elders are able to socially connect with others through conversations and stories. Through this interaction they gradually forget about their fears and instead enjoy the conversations and each other.

Since most are not able to drive, seniors are even more vulnerable to the effects of isolation. The key to preventing forms of depression is social support.¹⁵ The emotional well-being of a person is directly related to living a long healthy life. Being surrounded by family, friends, and others in the community can fill a person’s life with joy, purpose and meaning. “There is widespread evidence that socially involved persons are happier, healthier, and live longer than socially isolated persons do, and the mortality risk related to social isolation is greater than that of cigarette smoking.”¹⁶ Social interaction is essential to our daily lives by providing us with variety, allowing us to belong to a group, and maintaining our health.

14 Ray Oldenburg, *The Great Good Place* (New York: Paragon House, 1989), 30.

15 Douglas Morris, *It's a Sprawl World After All: The Human Cost of Unplanned Growth and Visions of a Better Future* (Gabriola Island, BC: New Society Publishers, 2005), 52.

16 Carol Ryff and Burton Singer, *Emotion, Social Relationships, and Health* (Oxford: Oxford University Press, 2001) <http://micro189.lib3.hawaii.edu:2050/lib/uhmanoa>, 61.

002

REINVENTING OUR SOCIAL SPACES PUBLIC SPACES

Public Spaces
Types of Public Spaces

- The Street
- The Square
- The Park

FIGURE 3
Jupiter images

002

REINVENTING OUR SOCIAL SPACES
PUBLIC SPACES



Heart of our Communities
Types of Public Spaces
• The Street
• The Square
• The Park

2.0 HEART OF OUR COMMUNITIES

2.0 | PUBLIC SPACES: THE HEART OF OUR COMMUNITIES

Historically public spaces served as a neutral setting for social interaction to occur. The street, the square and the park were once the heart of our communities. Neighbors would socialize in the street, friends would gather in the square and families would play in the park. The origins of the third place can be first traced to public spaces in our communities. Informal spaces for public life have been around for centuries. Stephen Carr defines public space as the common ground where people carry out the functional and ritual activities that bind a community, whether in the normal routines of daily life or in periodic festivals. Public spaces are accessible to all and serve as gathering places for residents of a city. Public purposes such as socializing or people watching, as well as private purposes such as buying, selling or exercising, can exist within these spaces.

“In pre-automobile cities, public funds were spent to build post offices, courthouses, libraries, and places of governance to main streets, piazzas, markets and parks. These were the places for spontaneous interaction — a distinct realm, maintained by the public.”¹⁷ Historically, streets, squares/piazzas/plazas, parks, and

¹⁷ Wendy Kohn and Moshe Safdie, *City After the Automobile: An Architect's Vision* (Boulder, Colorado: Westview Press, 1998), 39.

shopping streets were some of the most common public spaces within a community. These places provided access and use by anyone within the city and there were no fees or charges upon entry. According to Carr, these dynamic spaces were an essential part of the more settled places and routines of work and home life, providing the channels for movement, the nodes of communication, and the common grounds for play and relaxation.”¹⁸ Public spaces often were the heart of the community, filled with energy and life, places that allowed a community of diverse cultures and classes to come together. It is within these particular spaces that public life occurred: places where we might have seen a group of seniors engaged in conversation, children chasing birds, or an individual reading the newspaper.

Public spaces can be found throughout the world and may vary due to the countries' cultures, practices, and climatic conditions. Public spaces are sometimes vast, wide and uncovered while others may be narrow, long and covered. While the Europeans may value the piazza or plaza, the marketplace and the street are vital to Asian communities. Public spaces were typically developed in order to fulfill a particular need. Whether it was a marketplace for grocery shopping or a venue for a local community event, each space served a function within the community. From the Greek agora to the Roman forum, each public space was also unique to its own community. Although the daily functions of an agora may differ slightly from those of a forum, they both allowed for human exchange and interaction. According to Carr, “as public life evolves with the culture, new types of spaces may be needed and the old ones discarded or revived.”¹⁹

18 Stephen Carr, *Public Space* (Cambridge, New York: Cambridge University Press, 1992), 3.

19 Stephen Carr, *Public Space* (Cambridge, New York: Cambridge University Press, 1992), xi.

002

REINVENTING OUR SOCIAL SPACES
PUBLIC SPACES



Heart of our Communities
Types of Public Spaces

- The Street
- The Square
- The Park

2.1 THE STREET

2.1 | PUBLIC SPACE: THE STREET

According to the Merriam Webster dictionary, the definition of a street is a thoroughfare, especially in a city, town, or village, that is wider than an alley or lane and that usually includes sidewalks.²⁰ Historically, streets were narrow and unpaved public spaces where people, animals, and vehicles could circulate. Today additional street types include pedestrian oriented malls, transit malls, and shared streets. Streets not only provide access from one place to another, but they also serve as a place where socialization occurs. The street is a vital place within the community where one can congregate outside of the home or work place.

“Streets are a primary ingredient of urban existence. They provide the structure on which to weave the complex interactions of the architectural fabric with human organization.”²¹ Today, streets are commonly paved surfaces of concrete, asphalt, brick or stones that pedestrians and vehicles use to circulate throughout the city. Streets

²⁰ Merriam-Webster's Collegiate Dictionary.

²¹ Zeynep Celik and Diane Favro, trans, *Streets: Critical Perspectives on Public Space* Berkeley: University of California Press, 1994) 1.

typically create links between other public spaces such as piazzas and other landmarks; it is difficult for one to exist without the other.

Pedestrian oriented streets are commonly found throughout Europe; Spain has its *rambla* and *paseo*, France has its *cours*, *allee*, and *promenade*, and Italy has its *corso*.²² Although their names may differ, their primary functions remain the same. “To the Italians, the street is parlor and exchange. Perpetuating a thousand-year-old tradition, they meet, debate and bargain out of doors. Fresh air and plenty of elbow room contribute to keeping freedom of speech and quick wit alive.”²³ The street provided a neutral setting in which a variety of activities could occur. Events such as festivals, markets, weddings, and concerts often were held in the street. People of all ages within the community would partake in these exciting events. Whether streets were covered or uncovered, narrow or wide, pedestrian or vehicle oriented, they were places for the community to gather.

In Japan the shopping arcade is a well accepted pedestrian oriented street type. Here one can buy daily and weekly necessities close to home. Typical shopping arcades are comprised of a large number of small specialty shops, restaurants, and mom and pop specialty stores (see figure 4). Here one can purchase fresh food and



22 Bernard Rudofsky, *Streets for People* (United States of America: American Heritage Publishing Co., Inc., 1969), 112.

23 Ibid, 108.

groceries for dinner or an outfit for a special occasion under the protection of a roof. Some shopping arcades are mixed use with a family run business on the ground floor and living quarters above; this building type is also known as a shophouse and it is popular throughout China as well as South East Asia. The shopping arcade is visited frequently by customers due to the small size of Japanese homes; because homes are smaller they can only hold so many things.²⁴ Since the Japanese rely heavily on public transportation, walking, and biking, shopping streets are built near train stations and in higher density residential neighborhoods. The pedestrian only shopping streets are sometimes covered with an arcade to protect users from the elements. Here the pedestrian does not need to worry about cars and buses because they are not allowed into the street.

Additional street types include shared streets as well as vehicular streets with sidewalks. The shared street type allows service cars to drive among a sea of pedestrians. A shared street is a common space allowing pedestrians, bicycles and cars equal access; they are typically narrow streets without curbs, sidewalks or parking areas (see figure 5). Although it may sound dangerous, it is quite effective and results in one of the more bustling street types. The third type, the vehicular street with sidewalks, is



FIGURE 5

Shared street in Shinjuku
Sanpei 06.18.07

24 James Mak, *Japan: Why It Works, Why It Doesn't: Economics in Everyday Life*. (University of Hawaii Press, 1997) <http://micro189.lib3.hawaii.edu:2050/lib/uhmanoa>, (accessed December 12, 2007), 47.

the typical street type found in most American cities. These streets are lined with stores facing towards the busy road filled with traffic. Although vehicular streets are quite noisy and filthy, they still can function as successful people spaces.

Typically, privately owned shops and restaurants lined the majority of the street frontage; the remaining was public space for the community to utilize. For example, in the case of the café, “it serves as a mother lode of sociability, the indoor café spreading out over the street or square, particularly in the late hours.”²⁵ Both streets and commercial stores are dependent upon each other and it is difficult for one to survive without the other. Similar to the street, the plaza is also highly dependent on commercial spaces. When combined, the street, the commercial establishment and the plaza create an effective public space for social interaction to occur.

According to William Whyte, the street is an integral part of a plaza; a good plaza starts at the street corner.²⁶ He also claims that another key feature of the street is retailing — stores, windows with displays, signs to attract your attention, doorways, and people going in and out of them.²⁷

While the shopping streets may come in a variety of shapes and sizes, they all fulfill the same purpose. Consumers frequent the same streets and purchase items from their favorite stores. They make connections with owners and spend many hours hanging out with friends and neighbors in the street. Shopping streets and arcades not only fulfill weekly and daily shopping needs but also serve as a gathering place for the community. It is common to see people having long conversations while standing in the street. The shopping street and arcade are examples of an important public place in communities throughout the world.

25 Bernard Rudofsky, *Streets for People* (United States of America: American Heritage Publishing Co., Inc., 1969), 308.

26 William H. Whyte, *The Social Life of Small Urban Spaces* (Tuxedo, Maryland: Printers II, Inc, 1979), 54.

27 Ibid, 57.



Heart of our Communities
Types of Public Spaces

- The Street
- **The Square**
- The Park

3.2 THE SQUARE

3.2 | PUBLIC SPACE: THE SQUARE

The square, piazza, plaza, agora or place as a public space has already been brought to our attention due to its relationship to a successful street. Squares create gathering places for the people, humanizing them by mutual contact, providing them with a shelter against the haphazard traffic, and freeing them from the tension of rushing through the web of streets.²⁸ Similar to the street, the square serves as a public gathering place for the community that is accessible to all. At times it is difficult to distinguish a street from a square since the primary functions are typically the same.

The square originated as early as 965 CE in Prague, a city which became one of the largest trading centers in Europe. To accommodate large crowds, a square was laid out with merchant stores surrounding the area.²⁹ The first square was created due to a functional need of the Europeans. Although the plaza was influential world wide, it is more of a Eurocentric phenomenon and rarely found in Asia. As defined by

28 Paul Zucker, *Town and Square from the Agora to the Village Green* (New York: Columbia University Press, 1959), 1.

29 Michael Webb, *City Square: A Historical Evolution* (New York, New York: Whitney Library of Design, 1990), 16.

Webb, a square is an outdoor room, with walls to enclose space, doors to admit traffic, and the sky as a ceiling.³⁰ These outdoor rooms are accessible through a variety of entry points from connecting streets. Typical squares are paved and prohibit the access of cars, serving as a major artery for commuters (see figure 6 and 7).



FIGURE 6
Agora plan and perspective
Zuzkler 6

FIGURE 7
Piazza San Marco, Venice
Webb 23

Similar to the street, squares were fronted by town halls, shops, and churches, and they often served as venues for marketplaces, theatres, games and a variety of daily events. However, the size and shapes of squares differ from those of the street; squares usually feel much larger than the street due to their relationship to nearby buildings and the fact that they are not linear as most streets are. The square serves as a relief from typical streets and generally provides more space for people to gather. In fact plazas hold large events such as military parades, political and religious events, as well as cultural functions. The square is reserved simply for the pedestrian, with its large paved areas and abundance of seating, such that pedestrians dominate the public space. Citizens of all ages and races are allowed to gather, socialize and enjoy the square together.

³⁰ Ibid, 9.



Heart of our Communities
Types of Public Spaces
• The Street
• The Square
• The Park

2.3 THE PARK

2.3 | PUBLIC SPACE: THE PARK

Comparable to the square and the street, the park is yet another public gathering place important to our communities. Parks serve as neutral grounds that allow equal access to the poor, the middle class, and the wealthy who live in close proximity. Similar to the square, the park is also dependent on the surrounding streets. However, unlike the square or the street which utilizes mainly paved surfaces, the park incorporates natural elements such as grass, trees, and water as principle design elements. Unlike the square, the park serves as an escape from the frantic pace of the urban environment.

The commons, popular in England, was one of the first park-like gathering spaces. In America, parks emerged as large green areas developed in older New England cities and towns, once pasture area for common use, now used for leisure activities.³¹ Unlike the square or the street which are reliant on retail and commercial activities, the commons served diverse functions from cattle grazing to military drill events to leisurely activities. Although the functions of the commons were substantially different from those of other public spaces, it also was a place that brought people together.

³¹ Stephen Carr, *Public Space* (Cambridge, New York: Cambridge University Press, 1992), 80.

The most direct forerunners of the public park were probably the royal gardens and grounds of France and England dating back to the 17th century.³² Royal gardens were typically private spaces owned by royalty and occasionally opened to the public. The French royal gardens were formal and geometrical representations of nature (see figure 8). However, it is the English royal garden that many of our parks are modeled after today. Strongly influenced by traditional Chinese gardens, the English designed picturesque green spaces with meandering paths and bodies of water that were informal rather than geometric (see figure 9). “The first British park developed solely for public use was Birkenhead Park, opened in 1845. This park had an important influence, in 1950, on the visiting Frederick Law Olmstead, soon to become the pivotal figure in America’s emerging public parks movement.”³³ After Olmstead’s visit to Europe, Americans began incorporating large landscaped parks into their cities.



FIGURE 8

French formal garden at Villandry
www.wikipedia.com



FIGURE 9

English Garden in Prior Park in Bath
www.wikipedia.com

32 Stephen Carr, *Public Space* (Cambridge, New York: Cambridge University Press, 1992), 62.

33 Ibid, 63



FIGURE 10

New York Central Park aerial photograph
www.centralpark.com

Central Park (see figure 10) and Prospect Park located in New York City are just two of his many landscape masterpieces. According to Olmstead, his main objective behind the park was to create a place that could influence the minds of people and through this make life in the city healthier and happier.³⁴ The public park movement in America became quite popular; the park was a common place to see children playing games, couples having picnics, and individuals jogging. Various park types, such as neighborhood, pocket, and regional sports, also were developed as public outdoor spaces for the community.

³⁴ Elizabeth Barlow Rogers, *Landscape Design: A Cultural and Architectural History* (New York: Harry N. Abrams, 2001), 25.

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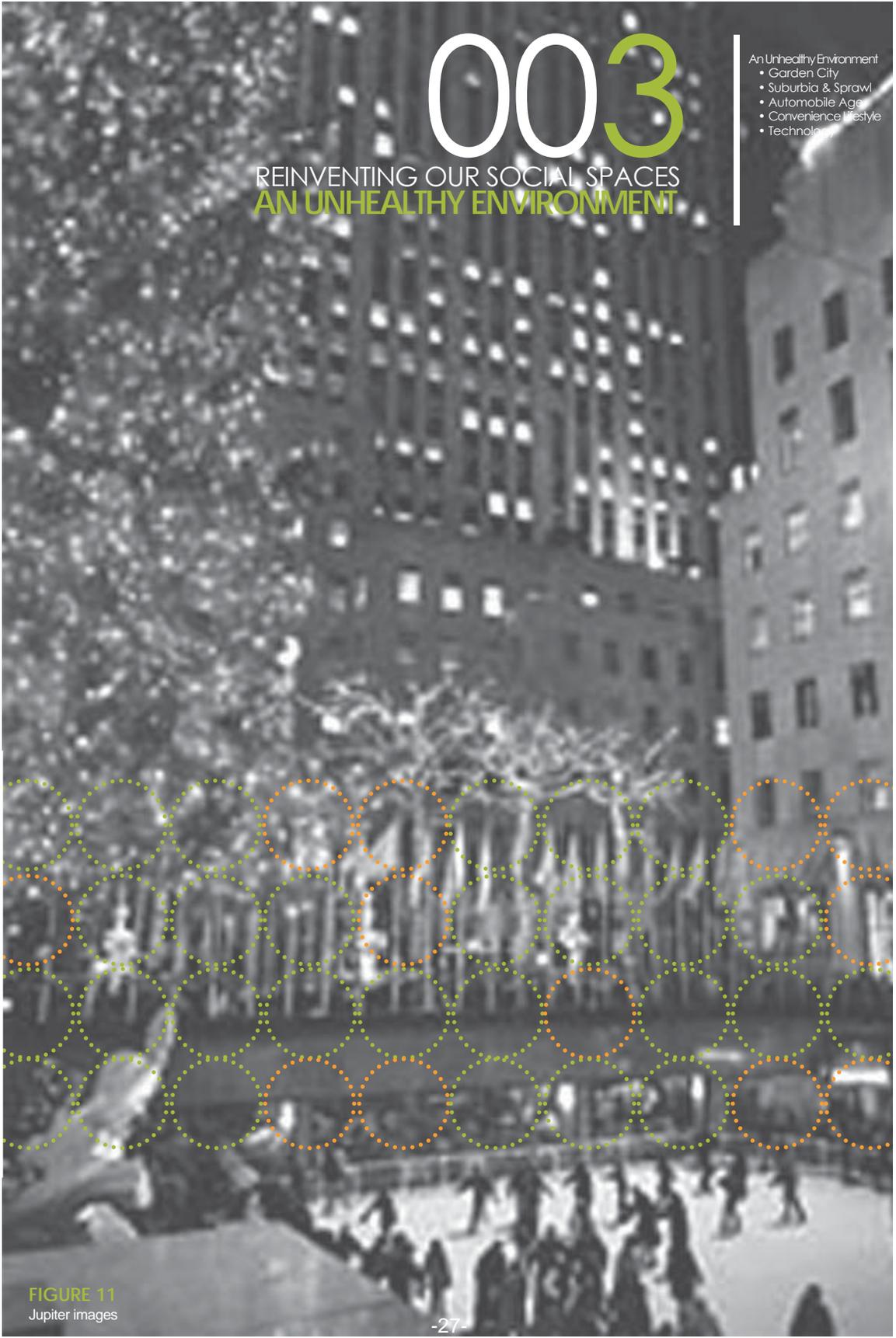


FIGURE 11
Jupiter images

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3.0 AN UNHEALTHY ENVIRONMENT

3.0 | AN UNHEALTHY ENVIRONMENT

Historically, the street, square and the park served as universal spaces for socialization to occur. Although many of the spaces have been around for hundreds or even thousands of years, they are still thriving today. While the previous section focused on historical antecedents throughout the world, due to the location of the final D.Arch project, this section will focus primarily on America.

The United States was once a nation of small towns, safe neighborhoods, and bustling main streets. We relied on public transportation such as the railroad and the street car to get us from place to place. People felt connected to their towns and neighborhoods, and a sense of place was evident in their lives. Residents would frequent local markets, barber shops, and main streets on a regular basis.

During the 19th and 20th centuries city life began to change. Industrialization directly impacted manufacturing, agricultural and transportation industries throughout America. Inadequate housing conditions were also evident throughout cities; causing daily life to change drastically. The poor physical quality of the city led to an increase in

crime rates, unsafe living conditions, and poor social lives. People no longer socialized as much on downtown street corners. Towns were torn down, highways were built, and people began moving out of the urban environment to live the American dream. The American way of life drastically changed.

There are four contributing factors to this unhealthy environment we live in today. First there was the impact of suburbia and sprawl. As Americans began moving out of the city and into the suburbs, their lives changed. They also became much more dependent on the automobile as a means for transportation. The car allowed people to drive to work and back home with ease. Although their lives became much more convenient, they also became much more private. Together, sprawl and suburbia, the automobile, a convenience lifestyle and technology are contributing factors to our current unhealthy living environment.



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3.1 GARDEN CITY

3.1 | GARDEN CITY

The growth of the inner city caused a demand for more housing and better public transportation. The garden city model made popular by English planner Ebenezer Howard in 1898, was one solution to the problems of the industrial city. For Howard, the garden city was to be a perfectly ordered place where the functions of social life—living, working, consuming, producing, and engaging in activity—were to be given their specific place, spatially separated from each other.³⁵ By separating the functions of living, work, recreation, industry, education and government, he created a new planning model. Letchworth Garden City and Welwyn Garden City, both in England were the first two cities founded upon Howard's ideas. The garden city idea was also influential in the United States, Canada and throughout Europe.

³⁵ Hugh Bartling and Matthew J. Lindstrom, trans. *Suburban Sprawl: Culture, Theory, and Politics* (Oxford : Rowman & Littlefield, 2003), xvii.



FIGURE 12

Forest Hills suburban development combined stores, public buildings, and residences all within walking distance and connected to public transportation.

Lindstrom 7

The concept of the garden city was simply to create a well planned, self contained community surrounded by a green belt (see figure 12). However, zoning laws and regulations became much more restrictive, segregating residences from places of commerce. Planners thought that by separating the functions of a city order would be created and chaos would disappear. Instead, restrictive zoning led to large developments of a single function, primarily single family homes. Large arterial roads were built to connect one development to the next. Strip malls, shopping centers, and other retailers were scattered throughout the major roads and a dependence on the automobile became even more evident. Today, the garden city model remains a contributing factor to our suburban sprawl situation.



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3.2 SUBURBIA & SPRAWL

3.2 | SUBURBIA & SPRAWL

The suburbs were modeled after the garden city concept, categorized by low population density, single family homes, unfunctional zoning and a commuter life style. Suburbs were generally commuter towns comprised of homes for the nuclear family. Each suburb was accessible to the urban city through a system of roads and highways.

Unlike the mixed uses of the urban city, the suburbs consisted primarily of single family homes (see figure 13). Although the suburbs were built to enhance people's lives and promote a sense of community, they instead created a life of alienation and isolation.³⁶ There was no sense of connection within the suburbs and the community was

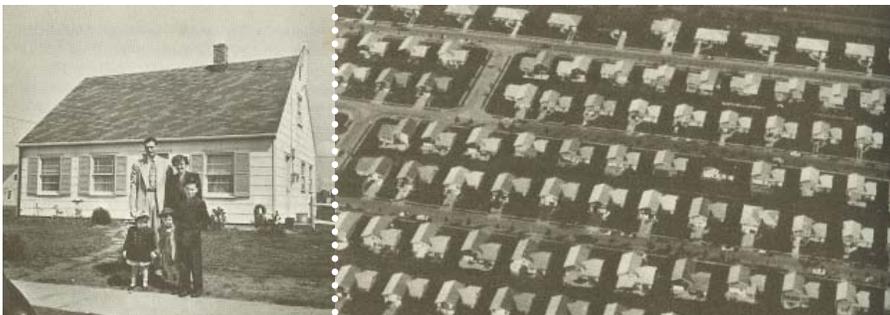


FIGURE 13

Typical American family
living in suburbia
Morris 130

³⁶ Douglas Morris, *It's a Sprawl World After All: The Human Cost of Unplanned Growth and Visions of a Better Future* (Gabriola Island, BC: New Society Publishers, 2005), 8.

no longer walkable. The segregation of zoning functions caused everyone to rely on the automobile. One could no longer walk to the corner market or catch the street car or rail to work. Many hours were spent commuting to work, school or the shopping center. "The functions of American life were zoned far away from one another, forcing people to live, work, and shop in widely dispersed locations."³⁷ Suburbia was a new way of life based on the automobile.

Although suburbia seemed to be the solution to our dilapidated city centers during the 19th century, many new problems began to arise. Sprawl has contributed to major health and environmental issues throughout America. Socially, the quality of life has eroded. The workplace is no longer within walking or biking distance from one's home, and there is less human interaction due to the amount of time spent in the car. Although zoning segregation seemed to be a solution to counteract safety problems, it forced people to live commuter lifestyles. In the suburbs there are now fewer mom and pop or locally owned shops due to the increase of big box and fast food retailers. Suburbia is no longer a place where neighbors know one another. Interaction is kept to a minimum due to the private backyards in which people spend their free time. There are now fewer neighborhood gathering places that once were commonly found in metropolitan areas.

Health and environmental impacts also can be seen throughout the suburbs. Due to less walking and more driving, there has been an increase in obesity and other health related problems. Limited restaurant options also contribute to obesity. Suburbs are frequently populated with fast food eateries and other chain restaurants catering to a lifestyle of convenience. Reliance on the automobile not only increases pollution but also contributes to vehicular and pedestrian accidents and fatalities.

37 Douglas Morris, *It's a Sprawl World After All: The Human Cost of Unplanned Growth and Visions of a Better Future* (Gabriola Island, BC: New Society Publishers, 2005), 9.



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3.3 AUTOMOBILE AGE

3.3 | AUTOMOBILE AGE

The car first seemed like a great blessing to Americans. It allowed us to travel to places difficult or impossible to reach by public transportation, offered us the luxury of not having to plan ahead, and provided flexibility, security and privacy.³⁸ Today it is difficult to believe that we once were able to survive without automobiles. “In 1900 the world had 100,000 cars. By 1950 it was 50 million. By the year 2000 it was 500 million. By 2050 it is likely to be in excess of a 1,000 million.”³⁹ Before sprawl and the automobile, inner cities were properly zoned. Communities were quite livable and we relied on the railroad for public transportation. However, in 1850 the U.S. government made a change in position. Instead of supporting rail, it decided to promote roads and vehicles as an alternative solution.

Suburban sprawl and the automobile centered lifestyle were two factors influencing the deterioration of inner cities. During the late 1930s families began

38 Lynn Sloman, *Car Sick: Solutions for our Car-addicted Culture* (Totnes, England: Green Books, 2006), 16.

39 Hazel, George and Roger Parry, *Making Cities Work* (Wiley, John & Sons, Incorporated, 2004), 10.

purchasing new single family homes out in the suburbs. Jobs still remained in the city, but the car was a dependable mode of transportation that allowed people to commute to work. Due to zoning segregation between the working and living environments, Americans became highly dependent on the car. Today we generally use the car for practically everything we do. Homes are no longer within reasonable walking distance of commercial establishments. We typically drive to strip malls, shopping centers, and big box retailers on a regular basis. Although the automobile increased mobility and freedom, it also contributed to an unhealthy living environment.

Today, the automobile contributes to a multitude of problems. The use of an automobile requires a huge amount of space for roads to drive on and places to park (see figure 14). The automobile is not only dependent on roadways and garages, but also on service stations, body shops, junk yards and car dealerships. As more space is consumed by new roads and autocentric facilities, there is less available land for other uses. Although the car is not the sole contributor to pollution, it accounts for a very large share of the damage done to our environment. Automobile emissions not only pollute our air quality but also contribute to the global warming problem.

FIGURE 14

Surface parking for the automobile
Cervero 54



Accidents and traffic congestion are other negative effects of the automobile. Compared to the railroad, the car is a much more dangerous mode of transportation. "Road traffic accidents are the leading cause of death worldwide among males aged 15-44. Traffic claims appalling numbers of children: some 300,000 die every year in road crashes around the world."⁴⁰ The car is not only a threat to other vehicles but also to pedestrians and bicyclists.

Finally, the car has an immense social impact on communities. As traffic increases, so do noise, danger and pollution, slowly driving people off the street. Whereas the street was once the gathering place for the community where people could congregate and share stories, with the noise and congestion now happening on the street, the sidewalk is no longer a comfortable place to gather. Although the automobile increases mobility, it also increases isolation. People spend hours commuting to and from work, sitting in traffic alone. Instead of spending time with one's family, free hours of the day are spent in the private automobile. The dependence on the automobile is a major contributing factor to the destruction of our inner cities in America. According to Crawford, no other nation depends on cars to quite the same degree as America.⁴¹

40 James Homer Crawford, *Carfree Cities* (Utrecht: International Books, 2002) , 71.

41 Ibid, 73

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3.4 CONVENIENCE LIFESTYLE

3.4 | CONVENIENCE LIFESTYLE

According to the Encarta dictionary, convenience is something that makes life easier or more comfortable.⁴² For example, in America driving a car makes life easier or more comfortable than walking or bicycling. But, partly due to poor urban planning, Americans are living fast and hectic lives based on convenience. Rather than living in communities that provide the necessities of life within walking distance, we cope by living a lifestyle of convenience. Unfortunately, conveniences such as plastic credit cards, vending machine coffee, electric can openers, and prepackaged frozen dinners, do nothing to solve the basic problem of an inconvenient society.⁴³ Instead of living in communities that are walkable, we are forced to live in ones built for commuters.

Contributing factors to the convenience lifestyle include: F.W. Taylor, Henry Ford's assembly line, the mass produced suburban houses of Levittown, the shopping mall, and the original McDonalds founded by the McDonald brothers.⁴⁴ The term

42 Encarta Dictionary.

43 Ray Oldenburg, *The Great Good Place* (New York: Paragon House, 1989), 286.

44 George Ritzer, *McDonaldization of Society : An Investigation into the Changing Character of Contemporary Social Life* (Thousand Oaks, California: Sage Publications Inc, 2004), 18.

“McDonaldization” was coined by Ritzer to define the process by which the principles of the fast-food restaurant came to dominate more and more sectors of American society as well as of the rest of the world. McDonaldization does not only impact the restaurant business, but also work, travel, politics, family and other aspects of society.

Invented in the early twentieth century, the assembly line was a precursor to the lifestyle of convenience. It was pioneered in the automobile industry by Henry Ford and was a remarkable invention in terms of manufacturing (see figure 15). This system was efficient as well as convenient. The assembly line permitted the quantification of many elements of the production process and maximized the number of cars produced.⁴⁵ Instead of skilled craftsmen assembling an individual car, a moving conveyer belt allowed multiple unskilled workers to assemble a multitude of cars.

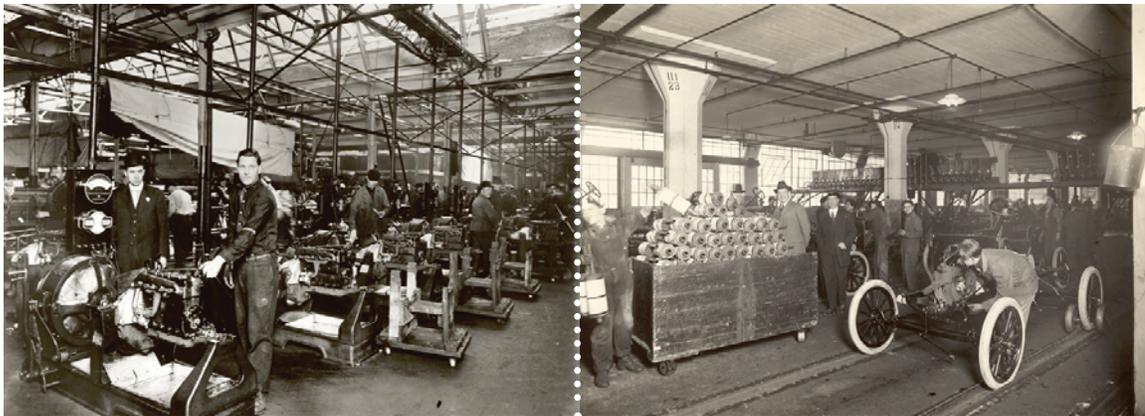


FIGURE 15

1915 Highland Park Plant assembly line
www.autolife.umd.umich.edu

Mass production also was prevalent in the suburban development of Levittown. In 1947 the company Levitt and Sons built 17,477 homes on a former New York potato field. The homes were built in large factories in a process similar to that of an automobile assembly line. Each worker performed a specialized task that in turn

⁴⁵ George Ritzer, *McDonaldization of Society : An Investigation into the Changing Character of Contemporary Social Life* (Thousand Oaks, California: Sage Publications Inc, 2004), 26.

eventually produced an entirely prefabricated house. Rather than constructing the house on site, producing it in a factory was much more convenient and less expensive.

Shopping centers are also places of convenience. Historically one would walk or ride one's bicycle down to Main Street to buy a loaf of bread at the grocers, cut one's hair at the barber shop or pick up prescriptions from the drug store. Today, shopping centers and strip malls are the modern day main streets. They are one-stop, convenient developments accessible by car. Suburban housing and the rise of the automobile contributed to the demand for the fully complete and enclosed shopping mall.

Today the lifestyle of convenience also has impacted our daily eating habits. The fast food industry plays an important role in our society, so many families purchase dinners from take-out counters or drive-thrus rather than preparing home cooked meals. The first franchised food service appeared in 1924: A & W Root Beer stands. Since then, Dairy Queens, McDonalds, Big Boy, Burger King and Kentucky Fried Chickens began popping up throughout the country. Fast food eateries and chains are all part of our lifestyle today. It is much easier for one to pick up food on the way home from work than to stop by the supermarket to purchase groceries. The drive-thru provides a completely cooked meal, while the grocery store provides ingredients for one to only begin cooking a meal.

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3.5 TECHNOLOGY

3.5 | TECHNOLOGY

Technology has impacted society throughout history. In prehistoric times we began by discovering the ability to control fire and inventing the wheel. More recent developments include the television, telephone, and computer. However, with each new discovery or invention, there are negative impacts. Thanks to technology nuclear weapons are being produced as well as unwanted pollution. It is almost impossible for us to live without our cell phones and televisions in today's modern world. Although we enjoy these technological advancements, they also impact our social lives negatively. The ways of communicating and entertaining have drastically changed, and people are living their lives in greater social isolation than in the past.

Prior to the invention of the telephone, communicating was done face-to-face, or through letters or via the telegraph. The invention of the telephone by Alexander Graham Bell changed life forever; communicating became much more convenient. The phone allowed people to call one another instead of writing a letter or walking over to

someone's house to deliver a simple message. The mobile phone invented in the 1970s served the same functions as a telephone except that it was portable. The mobile or cellular phone allowed one to converse while driving in the car or anywhere on the go. However, popular communicating devices today also include the capacity for e-mail and text messaging. These devices allow for communicating in a different way. Rather than talking directly to someone, messages are sent back and forth through text. Hours are spent texting, e-mailing and talking on the phone, leaving less time to socialize in person. It is common to see teens texting while shopping in the mall or even while talking to another friend. Businessmen are not only e-mailing during work hours, but also while driving and while at home with the kids. Technology may have made life easier, but it also has created new problems.

The entertainment industry also has been directly impacted by technology. Prior to the movies, video games, and the computer, people spent hours hanging out on sidewalks or in local bars and ice cream shops socializing with fellow neighbors. Through the years the television, computer and video games have become personalized forms of entertainment. One can stay at home watching the television instead of hanging out at the barber shop. Today people spend hours on the computer surfing the Internet, watching sitcoms on television, and playing video games on the Play Station, Wii or handheld PSP. Although the time spent watching television can be quite entertaining, such activities provide limited or no social interaction and can actually diminish one's social skills.

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 - Shopping environments
- Private Spaces
 - Cafés
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 - Private Clubs

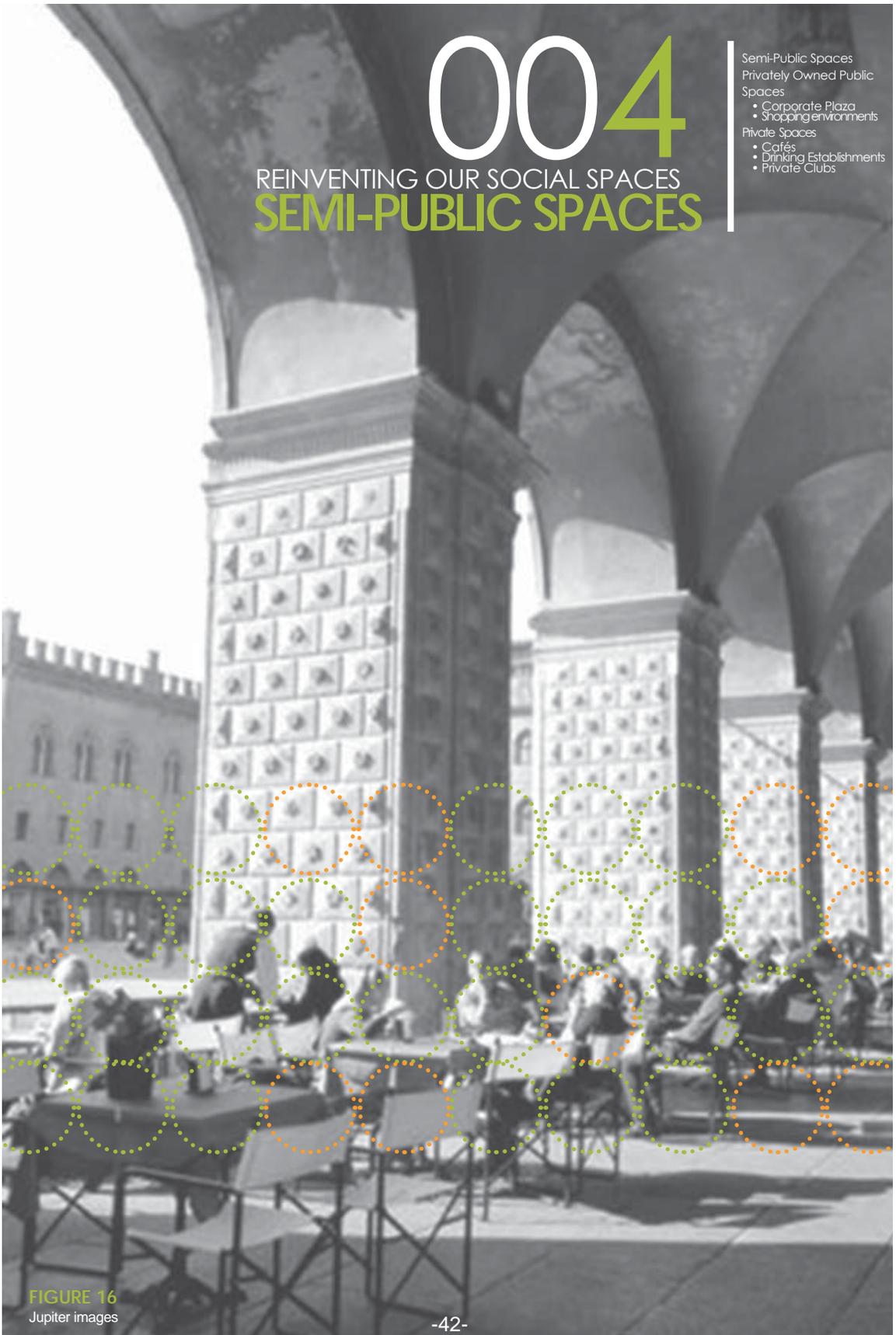


FIGURE 16
Jupiter images

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4.0 SEMI-PUBLIC SPACES

4.0 | SEMI-PUBLIC SPACES

Living in an unhealthy environment abundant with single family homes, private automobiles, and technology, has directly impacted our public spaces, as a shift from public space to a variety of semi-public spaces occurred during the 1960s. Safety is a major concern in public spaces, whether it be for protection from criminal activity, vehicular traffic or typical weather elements. As a result of these conflicts, enclosed atria or gallerias replaced open spaces at ground floor level in many new developments. Commercial and retail streets were also replaced by covered marketplaces and enclosed shopping environments.

Today the quality of street life has changed substantially; it is now a lot more chaotic, dirty and noisy than it was in the 19th century.⁴⁶ By privatizing the public space, the general public theoretically can feel at ease once again, protected from the undesirables, traffic and weather. Although semi-public spaces provide protection for the public, the quality of social spaces has drastically changed. Semi-public spaces are sometimes much smaller than public spaces and rules and regulations are set forth by private owners to be followed. The two types of semi-public spaces that will be further discussed are privately owned public spaces and private spaces.

⁴⁶ Stephen Carr, *Public Space*. (Cambridge, New York: Cambridge University Press, 1992), 15-31.

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4.1 PRIVATELY OWNED PUBLIC SPACES

4.1 | PRIVATELY OWNED PUBLIC SPACE

The term privately owned public space was first recognized in a 1961 New York City zoning resolution. While a public space is operated by the government, a privately owned public space is operated by a private owner. In a privately owned public space rules are set forth by the owner and anyone who uses the space must abide by them. The introduction of this new kind of space encouraged building owners to provide open space on the ground floor, in turn receiving a square footage bonus on the upper floors. The incorporation of plazas, arcades, and gallerias was typical in many New York high rises during this time.⁴⁷ There are two types of privately owned public spaces that will be discussed in the following sections; corporate plazas and shopping environments.

⁴⁷ Jerold S Kayden, *Privately Owned Public Space: The New York City Experience* (New York : John Wiley, 2000) 1-40.

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4.1.1 CORPORATE PLAZA

4.1.1 | CORPORATE PLAZA

Although the corporate plaza is a semi-private space, the public is allowed use as long as certain rules are followed. Corporate plazas are abundant throughout the United States and they come in various shapes and sizes. The plaza is typically developed as part of a new office or commercial building, typically located in downtown. The size and location of a plaza can differ from building to building; the plaza can be on street level, elevated or even sunken.

According to William Whyte the majority of plaza users are young office workers from nearby buildings. The “best used plazas are sociable places, with a higher proportion of couples, more people in groups, more people meeting people, or exchanging goodbyes.”⁴⁸ However, plazas are often much more limiting in use than publicly owned squares and streets due to regulations set by the owner. Planning events requires coordination with the buildings’ management, and one is not allowed to do everything one pleases.

⁴⁸ William H. Whyte, *The Social Life of Small Urban Spaces* (Tuxedo, Maryland: Printers II, Inc, 1979), 17.

Since corporate plazas are semi-private spaces, they also can be located partially or completely indoors. An arcade is a semi-enclosed space located along the exterior of a building that provides protection from the weather. It is accessible to all users and provides a continuously covered space, generally located near a driveway or entry. Interior arcades and gallerias are other common interior public spaces within business or commercial buildings (see figure 17). Another type of privately owned public space is the covered pedestrian space, or an enclosed space for public use, that is much more private than the arcade; it provides the user with a comfortable and safe environment inside the building.⁴⁹

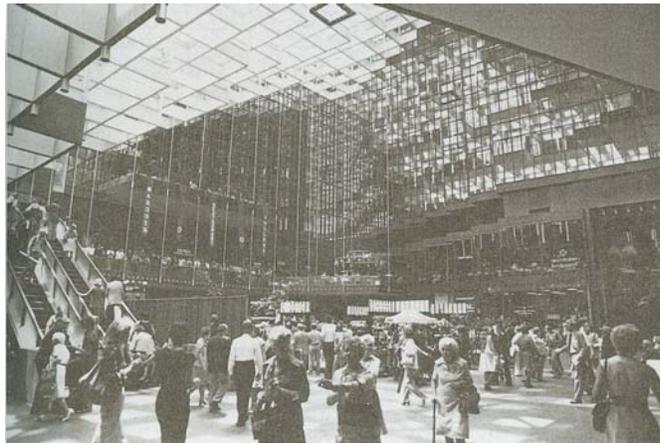


FIGURE 17

IDS Center, Minneapolis
enclosed atrium
Carr 75

Similar to publicly owned streets and squares, cafes, kiosks, and retail shops are often located near corporate plazas. According to William Whyte, if you want to seed a place with activity, put out food.⁵⁰ Food typically attracts people; if there is no food there is less of a reason for people to frequent the space. Privately owned commercial establishments such as food outlets, combined together with corporate plazas, make for successful gathering places.

49 Jerold S Kayden, *Privately Owned Public Space: The New York City Experience* (New York : John Wiley, 2000), 33.

50 William H. Whyte, *The Social Life of Small Urban Spaces* (Tuxedo, Maryland: Printers II, Inc, 1979), 17.

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4.1.2 SHOPPING ENVIRONMENTS

4.1.2 | SHOPPING ENVIRONMENTS

The history of shopping environments begins with the agoras in Athens, the forums in Rome, the bazaars of the orient, and the arcades and galleries of the nineteenth century. These places were centrally located within a city and they facilitated commerce, trade, business and political activities, basically serving as a city's marketplace. However, the trend from public space to semi-public space is also evident in the progressive development of the shopping environment. Suburban sprawl (post WWII), increased use of the automobile, and the hostile public environment has forced developers to create privatized environments for commerce. According to Gruen, whenever the public environment becomes hostile, merchants are forced to band together and create, separate from the hostile public environment, a more pleasant and sympathetic environment for trade.⁵¹ Commercial developers responded with interior shopping places accessible to the public and privately managed.

⁵¹ Victor Gruen, *Centers for the Urban Environment; Survival of the Cities*. (New York: Van Nostrand Reinhold Co. 1973), 14.

The suburban shopping center was an attempt to create “not a building for one merchant, but one which would harmoniously combine as many as a hundred.”⁵² Victor Gruen was the pioneer of the American shopping center; in 1956 the first enclosed shopping center – Southdale Mall in Edina, Minnesota – was constructed (see figure 18). Similar to the marketplace, the shopping center offered a variety of shop types, public spaces to gather, eating places, and special events. Department stores anchored the shopping center while retail and food service filled the spaces in between. However, due to urban sprawl Americans became dependent on the automobile and shopping centers were often situated in unattractive concrete parking lots. Enclosed shopping centers truly dominate public life in suburbia;⁵³ by the late 1950s the once popular downtown shopping districts became desolate due to competition from these new suburban developments. Although shopping centers remain popular today, Gruen believes that the suburban shopping center is simply a unifunctional center that contributes to urban sprawl.



FIGURE 18

Southdale Mall in Edina,
Minnesota
history.sandiego.edu

52 Victor Gruen, *Centers for the Urban Environment; Survival of the Cities*. (New York: Van Nostrand Reinhold Co. 1973), 21.

53 Stephen Carr, *Public Space*. (Cambridge, New York: Cambridge University Press, 1992), 72.

During the 1960s an attempt to recreate historic shopping environments was developed: the festival marketplace. Pioneer James Rouse, an American real estate developer, provided an alternative to the suburban shopping center. However, unlike the shopping center, the festival marketplace did not include any department stores, instead featuring one-of-a-kind specialty stores. This modern day marketplace offered retail shops, restaurants, fresh produce and meat, food courts, nightlife and entertainment that attracted both residents and visitors to the city (see figure 19). The festival market place provided a safe, versatile environment for people of the city to gather and simply “hang out.”

FIGURE 19

Pikes Place public market
in Seattle, Washington
Carr 40



An evolution of the shopping center, the “multifunctional center,” was defined by Victor Gruen in his 1973 book, *Centers for the Urban Environment*. He basically described this place as a mixed use entertainment center offering living, working and shared functions. Today, mixed use entertainment centers are quite popular throughout the country. These centers consist of a variety of living and working opportunities, places to eat and shop at, entertainment venues, and community gathering places, all within walking distance of each other. To the visitor, the entertainment center serves as a one-stop venue where one can enjoy dinner with friends, watch a movie, and then grab a quick drink, all in one location.

As a response to the uni-fuctional suburban shopping center, multi-functional, experience oriented developments are increasing. Lifestyle centers are today's version of the suburban shopping center. The concept behind these new centers is similar to that of historical main streets; they are open aired, pedestrian friendly shopping environments complete with street side parking. The shop types remain the same as in a shopping center; however, these places feel more like urban villages and gathering places for the community due to their scale (see figure 20). While shopping centers are primarily indoor, controlled environments, lifestyle centers and outdoor environments bustle with both pedestrians and automobiles.



FIGURE 20

Crocker Park lifestyle center Westlake, Ohio
www.retailtrafficmag.com

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4.2 PRIVATE SPACES

4.2 | PRIVATE SPACE

While a majority of our public spaces were once outdoor and public, today there has been a shift towards places that are indoors and private. Due to suburbanization, safety, and technology, semi-public spaces have been moving indoors. An interior space can provide shelter from weather elements and safety from the unwanted street person. A private space is quite different from any public space; a customer is able to escape the outdoor public realm and relax in a controlled indoor environment. Although streets, parks and piazzas are still successful gathering places today, they are not very private and anyone is welcome there.

Private space is the second type of semi-public space, and what distinguishes a private space from a privately owned public space is selectivity. One cannot come and go as freely as one would in a public space or privately owned public space. Unlike a public space, private spaces are owned and operated by an owner or investor. Since a private space functions as a business, a set of ground rules typically applies to all customers. If the rules are not appropriately followed the owner has the right to refuse service.

These indoor gathering places are easier to maintain and control since they are privately owned. However, an individual private space cannot exist on its own and is dependent on its surrounding environment. In order to attract enough users, private space needs to be adjacent to and integrated into a public space that is accessible to everyone within a community.

The scale of private places can vary from a downtown bar to a large theatre or even a public bath. Private places in the 1980s generally included smaller pubs, beer gardens, taverns, barber shops, grocery stores, bookstores and coffee shops that were commercially oriented. A majority of our smaller private spaces today are social venues such as retail stores, cafés, restaurants, bars, and bookstores. These places allow customers to relax, socialize, and meet others outside of the home and work place. There are three types of private spaces that will be discussed in the following section: cafés, drinking establishments, and the private club.

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4.2.1 THE CAFÉ

4.2.1 | THE CAFÉ

The bistro or sidewalk café emerged around five hundred years ago, with the first coffee houses appearing in Saudi Arabia. Although we may associate the modern day coffee house with Vienna, it can be traced back first to Mecca and Constantinople. From Vienna it spread to France and then to the rest of the world. Throughout many cultures the sidewalk café has served as an informal public gathering place for people to socialize.⁵⁴ Cafés now are commonly found in city centers and rural countrysides, where they continue to serve clientele from morning through the night.

Sidewalk cafés are often quite modest in design, the signage is minimal and the décor is simple. They are built to serve the needs of the locals, functioning as a small informal restaurant serving drinks, snacks, and often light meals offering simple beverages.⁵⁵ A Le Bistro typically consists of one outdoor and one or two indoor seating areas. However, the most successful feature of any café tends to be its outdoor seating area or *terrasse* in German. The *terrasse* area can range from five to 50 feet wide, depending on the customers' needs and space availability. Most customers prefer the

⁵⁴ Ray Oldenburg, *The Great Good Place* (New York: Paragon House, 1989), 145.

⁵⁵ The New Encyclopedia Britannica, 15th ed., s.v. "café".

sidewalk seating even during the colder months, as here they are able to people watch and socialize close to the action on the street.

The interior space usually contains a bar counter and desk for the cashier to make transactions. Indoor seating arrangements consist of larger tables and occasionally booths are provided. The activity inside the café may range from card games, to chess and other social activities. Sometimes a back room may be created with partitions for couples who want to be separated from the rest of the crowd. For a visitor to a sidewalk café options are endless, from joining a group of friends on the sidewalk to sitting alone indoors. There is no pressure; depending on one's mood the café can be a private or sociable place.

Another popular version of the café is the self service café. This café type is informal compared to the typical café. By allowing customers to serve themselves food that has already been prepared, prices can be kept a little more reasonable. Upon entering a café pastries and other food items are displayed on clear self service fixtures easily accessible to customers (see figure 21). Once food is selected the cashier packages all purchases and drink orders may be placed. Self service cafés also provide a variety of seating areas for individuals, couples and even large groups. Self service cafés are typically located in high traffic areas near transit stations, inside shopping complexes, in shopping arcades, or on main streets.

FIGURE 21

Choco Cro self service
café counter

Sanpei 06.18.07



004

REINVENTING OUR SOCIAL SPACES
SEMI-PUBLIC SPACES



Semi-Public Spaces
Privately Owned Public
Spaces

- Corporate Plaza
- Shopping Environments

Private Spaces

- Cafés
- **Drinking Establishments**
- Private Clubs

4.2.2 DRINKING ESTABLISHMENTS

4.2.2 | DRINKING ESTABLISHMENTS

Drinking establishments are another example of a private space that can be found throughout the world; the English are famous for their pubs, the Japanese are known for their izakayas, and the Germans for their beer gardens.

4.2.2.1 | PUB

The word pub simply translates as a public house or an establishment licensed by the proper authority for the purposes of serving the general public. Pubs are social places based on the sale and consumption of alcoholic beverages such as beer, wine, and other spirits.⁵⁶ The earliest version of the pub consisted of a rural residence located along major coach routes. This was a place where travelers could purchase the owner's ale and relax in the owner's kitchen or living room. The concept of a public drinking room caught on with the middle class, and soon facilities for drinking were being constructed throughout the United Kingdom.

⁵⁶ The New Encyclopedia Britannica, 15th ed., s.v. "public house".

The architectural response to this need for a public drinking room was to create a large room with an oval or horseshoe shaped bar counter separated into sections by partitions. These different sections functioned as individual bars for customers of different social classes. Although each individual section was small, customers remained content with the space. Pubs were often separated into multiple rooms accommodating the social class stratification. Typical rooms in a pub consisted of the public bar, the saloon bar, and the private bar.

The public bar was the cheapest place in the bar, where the prices were affordable and the décor was simple and inexpensive. It was the most accessible bar from the street and visible to all. There were no pictures on the walls or cushions on the seats, but the conversation was always great.⁵⁷ It was a lively place for people to gather, a place to kick back and relax. The saloon bar, on the other hand, was for customers who were more affluent. The décor included carved mahogany and rosewood, etched glass, plush carpets, and rich wallpaper. The saloon bar conveyed feelings of superiority and elegance. Patrons were seated at tables and served by employees. The private bar was the smallest and least popular of the three. Privatizing a room reduced the amount of social interaction in the space. Instead of a gathering place, the private bar served as a hiding place for secret drinkers. Here they were secluded from the patrons in the public bar and the saloon room. The pub offered a variety of spaces for customers of all classes. Today it is unusual to see customers segregated by social class; instead each customer is treated equally.

Although the modern day pub may include television and perhaps dart boards, it still remains as primarily a public place to drink. Today there are over 60,000 public houses in the United Kingdom where one can get together, socialize and drink among friends.

57 Ray Oldenburg, *The Great Good Place* (New York: Paragon House, 1989), 123.

4.2.2.2 | IZAKAYA

The *izakaya* is basically a Japanese drinking establishment where men and women hang out and drink after work. Similar to a pub, an *izakaya* serves alcoholic beverage together with an extensive food menu.⁵⁸ Upon arrival, guests may be required to remove all footwear and served a hot towel or *oshibori* to clean their hands. Seating areas are unique and can be closed off for privacy from others; larger groups are sometimes seated in rooms with *tatami* floor mats.

The menu at an *izakaya* is rather extensive. Instead of serving mere bar snacks, an *izakaya* serves a wider variety of food depending on the owner. Common food served at in *izakaya* include *yakitori* (grilled chicken skewers), *kushiyaki* (grilled meat or vegetable skewers), *sashimi* (raw fish), *karaage* (fried chicken), *edamame* (soy beans), *tofu*, and *tsukemono* (pickled vegetables). The drink menu usually includes *sake*, beer, *shochu*, mixed drinks, wine and whiskey. The popularity of the Japanese *izakaya* is spreading internationally and they can be found even in Hawai'i.

4.2.2.3 | BEER GARDEN

A beer garden is simply an open air setting where beer is legally served. The beginnings can be traced back to Bavaria during the 19th century. Dark lager beer was brewed during the colder months and stored in underground beer cellars. To further reduce the temperature, trees were planted near the cellars. When the beer completed its fermentation process and it was time to serve the beer, tables and chairs were set up beneath the trees.⁵⁹ The beer garden was spacious and allowed for hundreds to comfortably gather together. During the summer months citizens brought their own food and drank the freshly brewed beer. The beer gardens were cheap and enjoyed by all.

58 Jennifer Phillips, *In the Know Japan: The Indispensable Guide to Working and Living in Japan* (New York: Random House, 2003), 139.

59 Ray Oldenburg, *The Great Good Place* (New York: Paragon House, 1989), 90.



FIGURE 22

German Beer Garden
<http://encarta.msn.com/media.html>

In European countries such as Germany drinking in public continues to be legal (see figure 22). The beer garden offered a unique experience different from both the street café and the pub. It served as an informal public gathering place important to the life of the community. All were welcomed no matter what age, sex, race, class or nationality. The setting was simple yet very successful, making for a great social place.

Today, it is common to find other variations of the beer garden. In Japan, where rent is quite costly, it is common to find beer gardens on rooftops of buildings. Beer gardens also can be found in hotels and other urban office buildings. Forms of indoor beer gardens or beer halls are also popular throughout Europe. Whether indoors or outdoors, on the ground floor or on a roof top, beer gardens allow for a fairly large number of people to gather in one place and consume alcoholic beverages together.

004

REINVENTING OUR SOCIAL SPACES
SEMI-PUBLIC SPACES



- Semi-Public Spaces
- Privately Owned Public Spaces
 - Corporate Plaza
 - Shopping Environments
- Private Spaces
 - Cafés
 - Drinking Establishments
 - Private Clubs

4.2.3 PRIVATE CLUBS

4.2.3 | PRIVATE CLUB

Country clubs, sports clubs, and athletic clubs, are all types of private clubs uniting people who share common interests or goals. What differentiates a country club from a sports club, an athletic club, and a social club is its location. While a country club is typically located in the outskirts of a city, the other clubs are located in urban settings. A country club is a type of private club offering dining and recreational sports facilities to its members. Two of the most common types of these facilities are tennis and golf clubs. Membership requirements vary from club to club and sometimes a new member must be accepted or invited by current members. Membership fees can be quite costly; however, benefits include access to numerous facilities and networking opportunities.

Although private clubs are not inclusive of everyone, they are good examples of private spaces. The clubs may offer tennis courts, swimming pools, golf courses, access to the ocean and other sporting facilities that promote social interaction. Actively participating in sports is not only good for one's health but it helps to relieve stress.

Private clubs sometimes provide a variety of dining facilities and banquet halls. These places allow members to meet new friends and catch up with ones they already know. The private club is an example of a larger scale private place with a variety of functions. It is a place for the young and the old, families and individuals, albeit restricted by membership.

005

- A Healthier Environment
- Smart Growth
- Urban Living
- Getting Around

REINVENTING OUR SOCIAL SPACES A HEALTHIER ENVIRONMENT

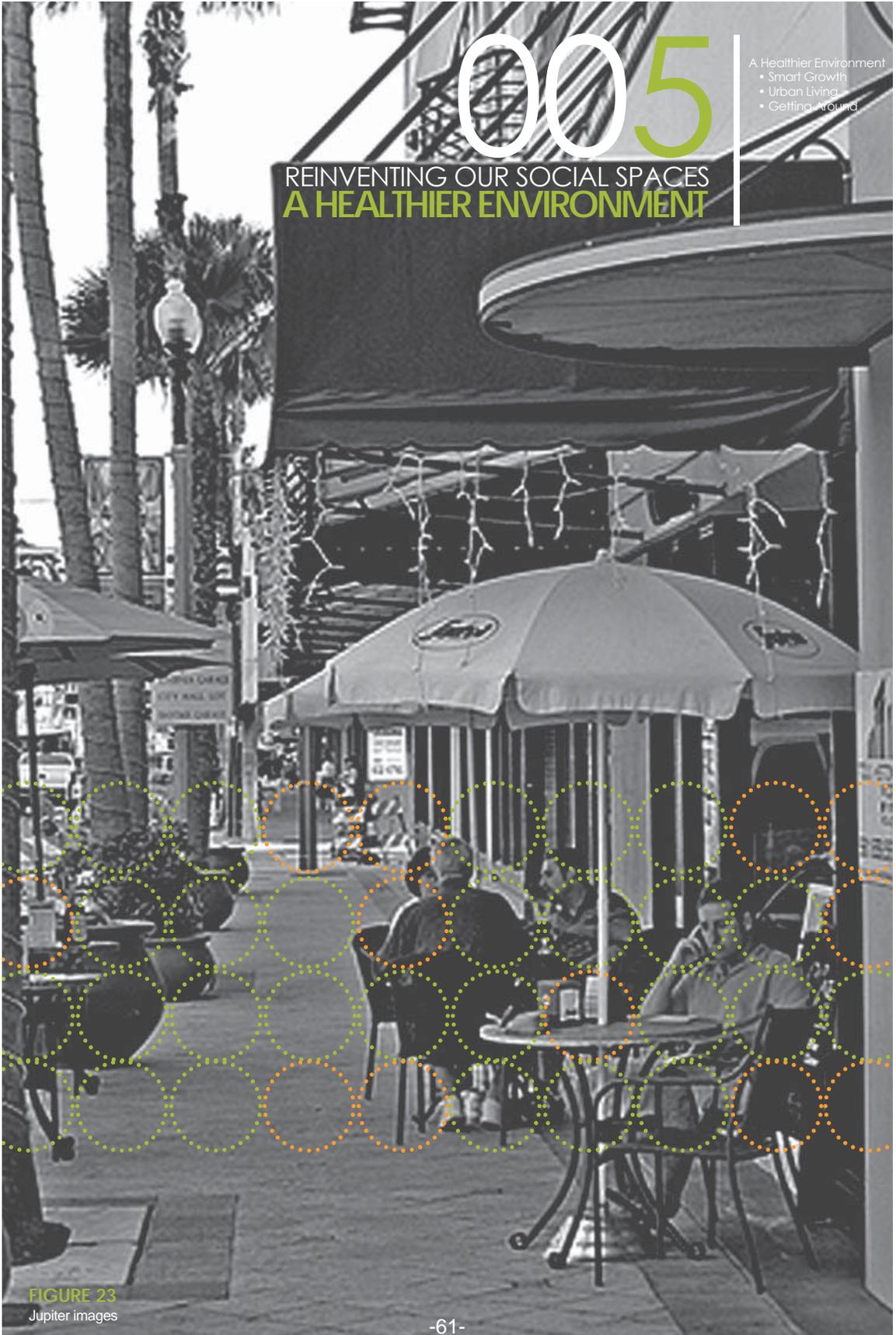


FIGURE 23
Jupiter images

005

REINVENTING OUR SOCIAL SPACES A HEALTHIER ENVIRONMENT



- A Healthier Environment
- Smart Growth
 - Urban Living
 - Getting Around

5.0 A HEALTHIER ENVIRONMENT

5.0 | A HEALTHIER ENVIRONMENT

As mentioned previously, sprawl, the automobile, and technology have greatly affected the quality of life in America. Life today is often times lonely, depressing, and unhealthy. We rely heavily on the automobile to get us from place to place and spend hours at home isolated away from others. While our public spaces are becoming more and more privatized, our electronic devices keep us from interacting face to face with others within our communities. Although we have become accustomed to these unhealthy living patterns, there are certainly ways to create a better and more fulfilling life. Consistent with current trends such as Smart Growth, urban living, and public transportation, the creation of more social places has the potential to improve our quality of life.



A Healthier Environment
• Smart Growth
• Urban Living
• Getting Around

5.1 SMART GROWTH

5.1 | SMART GROWTH

Smart Growth is an urban planning and transportation theory that concentrates growth to avoid sprawl. Smart Growth communities are characterized as compact, walkable, mixed use, human scale developments that create a sense of community.⁶⁰

Unlike suburbia where it is necessary to own an automobile, Smart Growth communities are designed similarly to cities and towns of the past. These places combine main streets, commercial stores, offices, parks, homes, schools and public buildings, all within walking distance of each other. Residents can conveniently walk to the post office to do errands or bike to the coffee shop for breakfast. By simply walking in the neighborhood or gathering in public spaces, people are able to reconnect to one another. These simple connections create a much safer and more livable community.

Smart Growth communities are ideal for third place development. Since these new communities are mixed use, residents can easily walk to most places from their own homes. Driving is no longer necessary and parking is no longer a problem. Third places

⁶⁰ Peter Calthorpe, *Regional City: New Urbanism and the End of Sprawl* (Washington, DC: Island Press, 2001), 10

can bind communities together, making them safer and healthier. Prospect, a development near Boulder, Colorado, mixes single family homes, townhouses, live work units, parks, and commercial buildings (see figure 24). It is a transit ready, walkable community in which third places would fit quite well.



FIGURE 24

Prospect Boulder, Colorado site plan and photographs of living and working options

www.prospectnewtown.com

5.1.1 | SMART GROWTH RELATED TERMS

Listed below are additional terms descriptive of smart growth communities.

Neotraditional Planning: Principles of neighborhood design that are pedestrian oriented and offer a mix of land uses including public spaces; precursor to the New Urbanism.

New Urbanism: A movement in architecture, planning and urban design that emphasizes a particular set of design principles, including pedestrian and transit oriented neighborhood design and a mix of land uses, as a means of creating more cohesive communities.

Park Once: A strategy that acknowledges that people will drive in their cars to destinations, but seeks to permit them to walk and use public transit once they are at their destination.

Traditional Neighborhoods: Pedestrian-oriented neighborhoods built in the early 20th century.

Traditional Neighborhood Development (TND): A term frequently used by the Duany Plater-Zyberk architecture and planning firm to refer to the design principles it employs in implementing the New Urbanism.

Transit-oriented Development (TOD): A term first used by Calthorpe Associates to refer to the design principles that firm employs in designing neighborhoods around regional transit systems to reduce auto traffic.



A Healthier Environment
• Smart Growth
• **Urban Living**
• Getting Around

5.2 URBAN LIVING

5.2 | URBAN LIVING

“More than 2,000 million people live in cities: a third of the world’s population. In the 1950s, only 200 million were city dwellers. In just half a century cities have expanded by a factor of 10. In 50 years time, more than 60 percent of humanity – some 5,000 million people – will live in a city.”⁶¹ While half of our population lives in suburbs, a third of the population lives in cities. Urban living, city living, or intown living is becoming increasingly popular today. With our increasing population, we will eventually run out of suburbs. Similar to Smart Growth, urban living is one way to escape the loneliness of suburbia. During the 1970s burglaries, vandalism, drugs and violence made for unsafe living conditions. Due to waterfront regeneration over the last 30 years, cities such as Portland, Baltimore and Boston offer new commercial, recreational and residential opportunities. Downtown shopping centers and festival marketplaces help to promote activity within the city. On the weekends downtown Seattle bustles with activity. Pikes Place Market, Pacific Place Shopping Center, and the Seattle Library are favorite gathering places of both visitors and locals.

⁶¹ George Hazel, and Roger Parry, *Making Cities Work* (Wiley, John & Sons, Incorporated, 2004), 7.

Cities generally are, or at least should be, walkable places. Unlike the suburbs with their covered garages and landscaped backyards, the city is a more walkable environment. Living in urban places allows us to walk to stores, restaurants, work, and places of leisure. Instead of driving we can walk to our favorite place to eat or bike to the pharmacy to pick up prescriptions. By walking, we encounter familiar faces along the way and are sometimes forced to socially interact. Unlike driving, walking is a healthier way to live, both physically and mentally.

The city is also diverse. It allows for people of different ages, cultures, and incomes to live together. Unlike the suburbs where one will generally find mainly first time home buyers, the city offers a greater variety of people. There are gathering places for the young as well as the old. The city offers a wide range of museums, libraries, parks, restaurants and bars. Options within the city are far more exciting than ones in the suburbs. Unlike the strip malls of the suburbs that are filled with the same chain restaurants, the city offers diversity. Within the city there are healthier eating choices.

By living in a city, less time is spent commuting to and from work, and the automobile is no longer a necessity. Residents who utilize mass transportation services or walk will spend less money on maintenance and gas required for the car. More time can be spent with family and friends instead of sitting for hours in traffic.

Although urban living may seem ideal, it is difficult to entertain in one's own home. Living rooms are inadequate and parking for visitors can be difficult. For many, it is easier to host or entertain guests away from the home. Therefore, third places are vital to the survival of any urban town. Parks, plazas, coffee shops, restaurants, book stores, and retail shops serve as perfect meeting places for friends to gather. The more third places we have, the more options condominium and apartment owners have to entertain.

005

REINVENTING OUR SOCIAL SPACES
A HEALTHIER ENVIRONMENT



A Healthier Environment
• Smart Growth
• Urban Living
• Getting Around

5.3 GETTING AROUND

5.3 | GETTING AROUND THE CITY

During the nineteenth and early twentieth century, American cities had wonderful streetcar systems. Each city had multiple lines connecting neighborhoods to downtowns. Using the streetcar was a regular practice for the growing middle class. It was affordable and reliable, and it provided the customer with another means of mobility. However, in the twentieth century roads were improved, streetcars declined and the motor bus served the less affluent. Road improvements led to increased use of the private automobile.

Today the automobile serves as the primary mode of transportation in America. It is not unusual to see a family of four, each with his or her own car. Living in the suburbs goes hand-in-hand with the automobile. The automobile is private, comfortable, and much more convenient than public transportation. We can commute long distances that would otherwise be uncomfortable and slow in a bus. However, the automobile is also linked to severe problems such as traffic congestion, pollution, depletion of resources and an unhealthy lifestyle. Trends of Smart Growth and urban living require less use of the automobile and greater reliability on public transportation. These new

trends emphasize an enhanced quality of life that is healthier for the community. By incorporating better public transportation systems into the city we can reduce the number of cars. Instead of driving, we can walk, bike, catch the bus or take the rail.

5.3.1 | WALKING

Walking is the most basic urban transportation mode. Before the invention of the car, most of the world's great cities relied heavily on walking. Everyday we are required to walk small distances on foot to either begin or end our journey. Walking is efficient, healthy, and natural, and we should spend more time doing it. However, the trend of walking to work has been slowly decreasing. In 1960 9.9 percent of the people in the United States walked to work and in 1999 only 3.1 percent continued to walk.⁶² Due to our segregated life styles in the suburbs a majority of us commute with our cars instead of walking.

Smart Growth communities throughout America are characterized as compact, walkable, mixed use developments that create a sense of community. They are places where one can walk to the local bookstore and hang out with neighbors. It is not necessary to drive a car from place to place; instead one can have a healthier lifestyle. By providing safe and adequate pathways for the pedestrian, we can create more walkable communities.

62 Sigurd Grava, *Urban Transportation Systems: Choice for Communities* (New York; London: McGraw-Hill, 2003), 14.

5.3.2 | BIKING

Another simple solution to traffic and congestion is to encourage bicycles as an alternative means of transportation. Although the bicycle has been around for a little over a hundred years, it is the most efficient device for transporting weight over a distance for a fixed amount of energy consumption.⁶³ Not only is it an efficient means of transportation, but it is also space saving, non-polluting, resource conserving and health enhancing. As children we are taught how to ride a bike at an early age; that provides us with mobility and freedom from our parents. As adults we use the bicycle less frequently than we did as children, instead relying heavily on the automobile.

Cities around the world today are faced with major congestion problems. Rennes, France; Copenhagen, Denmark; and Davis, California have already implemented a cycling scheme as a way to address the congestion problem. Bike lanes are highly developed in these cities, making biking a safer alternative to travel. SmartBike is a bicycle loan scheme funded by the city of Rennes, France. Users pay a small deposit to attain a smart card, allowing them free access to bikes within the city. Docking stations are installed throughout neighborhoods near universities, train stations, shopping centers, and park and rides. The microchip in the smart card allows access to the network of bikes and provides the city with relevant security information. The SmartBike system has proven to be highly successful, and cycling is growing in popularity both in Rennes and in other cities.

In Japan biking is a quite popular means of transportation. Within each neighborhood it is common to see Japanese biking to and from small stores and shops. In Kyoto bicycles are everywhere; both young and old are riding. Bicycle racks are

63 Sigurd Grava, *Urban Transportation Systems: Choice for Communities* (New York; London: McGraw-Hill, 2003), 59.

FIGURE 25

Bicycles in a Kyoto shopping arcade

Sanpei 06.20.07



packed to maximum capacity and streets are so crowded that it is even difficult to walk at times (see figure 25). The Japanese also bike to the train station and park their bicycles in open or covered storage facilities prior to catching the subway or train. Whether implementing a biking program or providing bike lanes, this is a healthy as well as environmentally sensible transportation alternative.

5.3.3 | PUBLIC TRANSPORTATION

A city without public transportation tends to have a lot more cars; in American 270 million people drive 200 million cars and light trucks.⁶⁴ Public transportation or mass transit systems provide passengers with an alternative to driving a car. Common forms of public transportation include the bus, rail, ferry and streetcar. Offering public transportation that is frequent, fast, safe, and reliable can influence the general public and encourage more people to use public transportation rather than their own cars.

The city of Portland, Oregon has successfully resurrected the streetcar to strengthen inner city transportation and connect to surrounding neighborhoods

⁶⁴ Mark Bunting, *Making Public Transportation Work* (Montreal, Ithaca: McGill-Queen's University Press, 2004), 34.

(see figures 26 and 27). It is one of the first new streetcar lines in America since World War II. The Portland Streetcar is an on grade 3.5 km line built through downtown Portland and extending to popular neighborhoods. Housing is now well connected to commercial, institutional, cultural and recreational activities. Surrounding neighborhoods are enhanced due to the successful linkage to the city's center. The passenger fares are enhanced due to the successful linkage to the city's center. The passenger fares are reasonable and even free in the downtown zone. The low cost system provides an attractive and affordable alternative to the automobile.



In Japan instead of relying on the automobile, residents primarily use public transportation systems. Getting around in Japan is quite easy and inexpensive using public transportation. Since a majority of the offices and schools are located in the downtown areas, Japanese who do not live in the city commute daily from the suburbs. The Japanese commuters who live in the suburbs may spend one to two hours commuting to work. Trains and subways are typically overcrowded during peak morning and evening hours. Although the ride may sometimes be uncomfortable due to the crowding, the trains, subways, and buses are clean, safe, frequent and dependable. Catching the subway or train is easy and inexpensive. Stations are conveniently located in each neighborhood and well connected to other transportation services such as commuter trains, buses and taxis.



FIGURE 28

Around the transit station
Ueno, Tokyo

Sanpei 06.18.07

Encouraging the use of public transportation directly impacts our third places. As people commute to and from work everyday by means of public transportation or bicycle they tend to need more places to rest and relax. In transit oriented places such as Hong Kong, Japan, and the United Kingdom there is an abundance of third places. Within each transit station there are various places to eat, drink, rest and relax before or after a long day of work. As one leaves the station and enters the street, there are even more such venues and opportunities to meet and socialize with friends or family (see figure 28).

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REINVENTING OUR SOCIAL SPACES THIRD PLACES

- Third Place Defined Characteristics
- Sociable Place
 - Neutral Ground
 - Location & Access
 - Provision of Choices
 - Flexibility
 - Comfort
 - Food & Beverage
 - Outdoor Connection
 - Branding
 - Experience Oriented

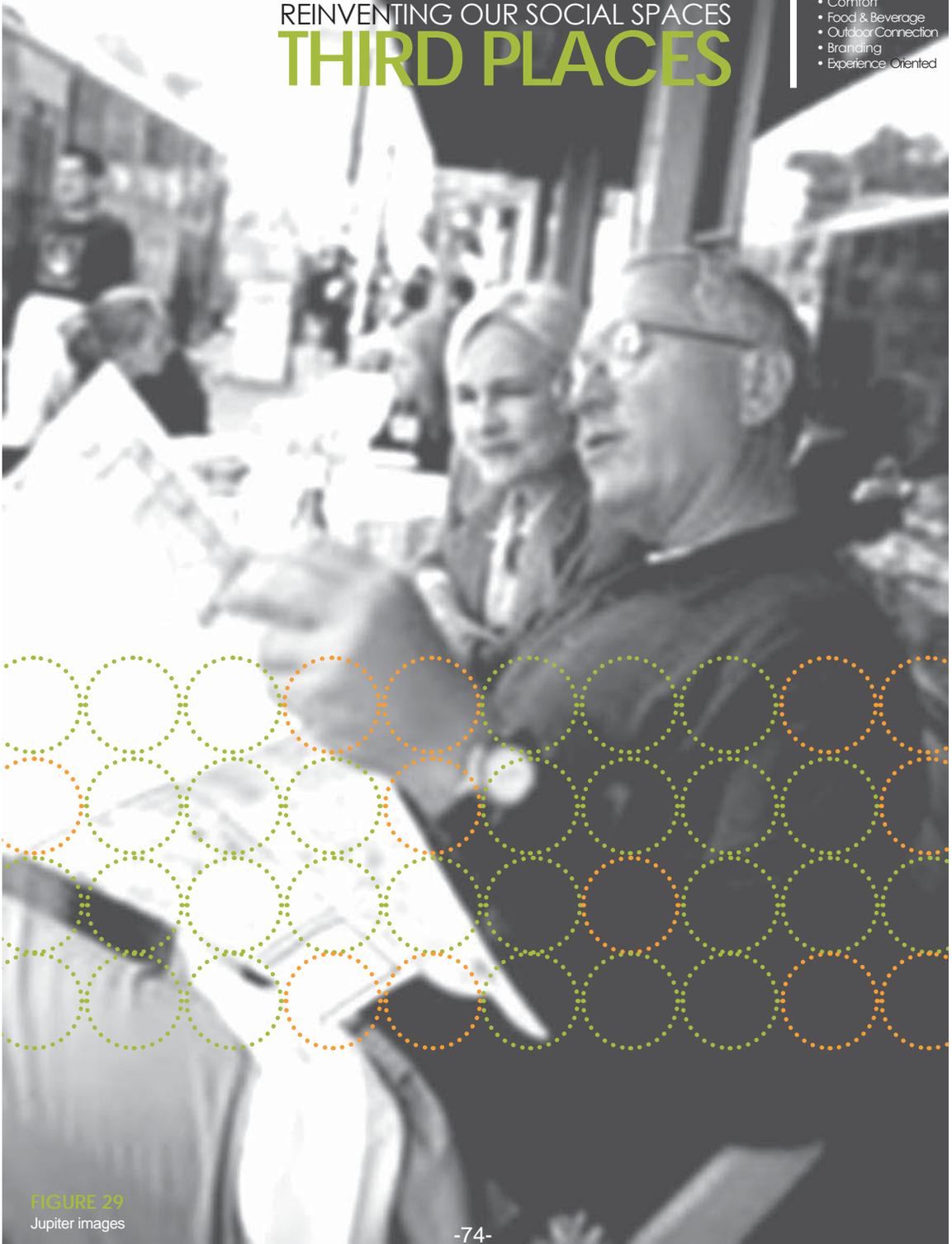


FIGURE 29
Jupiter images

006

REINVENTING OUR SOCIAL SPACES

THIRD PLACES



Third Places Defined

Characteristics

- Sociable Place
- Neutral Ground
- Location & Access
- Provision of Choices
- Flexibility
- Comfort
- Food & Beverage
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- Branding
- Experience Oriented

6.1 THIRD PLACE DEFINED

6.1 | THIRD PLACE DEFINED

While many Americans have become accustomed to unhealthy suburban living conditions of isolation and alienation, current trends such as Smart Growth, urban living, and public transportation encourage the creation of more ideal third places.

The term “third place” was first coined in the 1980s by American urban sociologist and author of the book *The Great Good Place*, Ray Oldenburg. According to Oldenburg third places are a generic designation for “a variety of public places that host regular, voluntary, informal, and happily anticipated gatherings of individuals beyond the realms of home and work.”⁶⁶ The first and most important place is the home, while the second is the workplace environment. “The ranking of the three places corresponds with individual dependence upon them. We need a home even though we may not work, and most of us need to work more than we need to gather with our friends and neighbors. The ranking also holds, with respect to the demands of time. Typically, the individual spends more time at home than work and more at work than in a third place.”⁶⁷ A third place is simply an informal meeting place for people of a community away from the settings of home and work.

⁶⁶ Ray Oldenburg, *The Great Good Place* (New York: Paragon House, 1989), 16.

⁶⁷ Ibid

Although the third place phenomenon may seem like a new concept, it has been around for a long time. Large corporations are using the term third place to describe themselves in magazine publications and newspaper articles. Currently, companies such as Starbucks and Sony base their store designs on the idea of a third place. They want to create spaces away from the home and work where customers will return time and time again for economic return.

While the location of our informal gathering places has shifted from outdoors and public to indoors and private, the primary functions still remain the same. Third places serve as a neutral ground away from one's home and work where one can meet friends, co-workers and even strangers. They are typically accessible to everyone within the community; however, the location can range from the first floor of an entertainment center to the penthouse of a hotel. These spaces can occupy either single or multiple floors.

Since the 1980s there has been a trend towards experience oriented marketing that has influenced third places today. "People started staging stores and restaurants, revamping museums and erecting the first experience hotel."⁶⁸ Today, third places are often targeted to one particular market, and therefore tend to not be universally appealing to everyone. Third places are sometimes experience oriented, leaving the unpredictable customer with a lasting impression. Unlike a public space where everyone is welcome, a third space is selective with its clientele.

Today, third places exists not only in the public and private realm, but also in the gaming realm. Sony executives are using the term third place in the marketing of their Playstation 2. Customers are looking not only for a trendy-chic hangout spot, but also a particular place where they feel comfortable enough to socialize among friends. A majority of our third places today are commercially oriented social venues such as concept stores, gaming centers, innovative bars, themed restaurants and cafes. Whether they are large or small venues third places throughout the world share many similar characteristics.

68 Christian Mikunda, *Brand Lands, Hot Spots & Cool Spaces* (United Kingdom: Kogan Page Limited, 2004), 2.

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REINVENTING OUR SOCIAL SPACES

THIRD PLACES



Third Place Defined Characteristics

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6.2 CHARACTERISTICS

6.2.1 | SOCIABLE PLACES

A third place is typically conducive to friendliness, conversations, and interactions, it does not necessarily mean that everyone is constantly talking; some can be actively involved within a conversation while others may be only passively involved. The person who is passively involved may only be listening to the conversation but not actively participating. Introducing games or entertainment into a third place can also generate conversation. Amateur games such as pool and darts create social environments that generate activity among friends and strangers. However, card games and many board games deter social interaction due to the complexity and skill required to play. Games such as chess are only fun for the people who understand the rather complex game. It is difficult for someone without any chess experience to have an enjoyable time. Darts, on the other hand, can be fun for all. Anyone able to throw an object is qualified to play the game.

Customers who frequent Starbucks commonly respond that “Starbucks is so social. We go to Starbucks stores because of a social feeling.”⁶⁹ However, fewer than ten percent of the people observed in the store are in a conversation. Customers typically stand in line, order their drink and then sit and relax by themselves. That ten percent accounts for the few customers who make appointments with friends, hold business meetings or strike up conversations with regulars.⁷⁰ It is this ten percent that makes the environment a sociable place. The remaining ninety percent may feel as if they are sociable due to the conversations that they are passively involved in or that they just observe. Whether one is actively or passively involved in conversation, third places are filled with activity.

69 Howard Schultz and Dori Jones Yang, *Pour your Heart into It: How Starbucks Built a Company One Cup at a Time* (New York, NY: Hyperion, 1997) 119.

70 Ibid, 120.

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REINVENTING OUR SOCIAL SPACES

THIRD PLACES



Third Place Defined Characteristics

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- Experience Oriented

6.2 CHARACTERISTICS

6.2.2 | NEUTRAL GROUND

A third place serves as neutral ground where one can come and go as one pleases. No one individual serves as the host and all feel at home, comfortable, and on equal footing. Unlike the house, a third place serves as a setting where strangers within the community can gather. Although we may have close friends, it is not often that we want them in our own homes; a third place serves as a neutral ground to gather with friends and others. “Where neutral ground is available it makes possible far more informal, even intimate, relations among people than could be entertained in the home.”⁷¹ These places serve as a more intimate alternative to the street corner that helps to unify neighborhoods, cities and socialites.

Since third places are neutral ground, anyone and everyone are welcomed. A man entering is free to take a vacant seat and engage his neighbor in conversation, or a group of friends can simply hang out and socialize for hours.⁷² The neutral ground can serve a variety of functions, ranging from birthday celebrations to meeting potential clients to simply relaxing for a few minutes. Rather than entertaining and socializing within a private home, a third place can serve as a public neutral ground comfortable for both friends and strangers.

⁷¹ Ray Oldenburg, *The Great Good Place* (New York: Paragon House, 1989), 23.

⁷² Bernard Rudofsky, *Streets for People* (United States of America: American Heritage Publishing Co., Inc., 1969), 310.

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REINVENTING OUR SOCIAL SPACES

THIRD PLACES



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6.2 CHARACTERISTICS

6.2.3 | LOCATION & ACCESS

In order for a third place to function properly, it must be accessible to the user. The proper site must be accessible to a variety of users, whether one uses a private automobile, public transportation, or walks to get there. Often accessibility is based solely on the private automobile, making it inaccessible to others.⁷³ Access to businesses must be easy if they are to survive. If getting to a place is inconvenient, it is less appealing to the customer. Before Starbucks became a household name, its owners decided on highly visible, high-traffic, downtown sites and residential neighborhoods as locations for their stores. Locations in downtown office lobbies and streets allowed Starbucks to attract customers and introduce them to a whole new coffee experience.⁷⁴

While location is a key factor for survival, visual and physical access to the users is also beneficial. Physical access pertains to the surrounding environment leading to the space, such as adjacent sidewalks, curbs, streets and the entryway.

⁷³ Victor Gruen, *Centers for the Urban Environment; Survival of the Cities* (New York: Van Nostrand Reinhold Co. 1973), 51.

⁷⁴ Howard Schultz and Dori Jones Yang, *Pour your Heart into It: How Starbucks Built a Company One Cup at a Time* (New York, NY: Hyperion, 1997) 247.

An entry without barriers, well connected to paths of circulation, makes for adequate physical access. Visual access, on the other hand, deals with the public's perception of accessibility (see figure 30). If the space is visible from the street one is able to make judgments on safety and whether or not one may feel welcome inside.⁷⁵ Visual access can positively or negatively impact a third place. On the positive side, if a place is bustling with activity and visible from the street, it can attract more people. However, if it is somewhat of a slow night and there are only a few tables filled, this condition might deter potential customers from coming.



Timing can also be crucial to the success of a third place; accessibility is a matter of both time and location. Since the activity that happens within a third place is often unplanned, unscheduled, unorganized, and unstructured, it must be available to serve its customers almost any time of the day.⁷⁶ Opening early in the morning and closing late at night can accommodate more customers. Long hours allow customers to stop by before or after work based on their schedule for the day. Although not all third places are open for 12 hours or more, they can depend on other factors such as location and access to provide them with a steady flow of customers.

⁷⁵ Stephen Carr, *Public Space* (Cambridge, New York: Cambridge University Press, 1992), 144.

⁷⁶ Ray Oldenburg, *The Great Good Place* (New York: Paragon House, 1989), 32-33.

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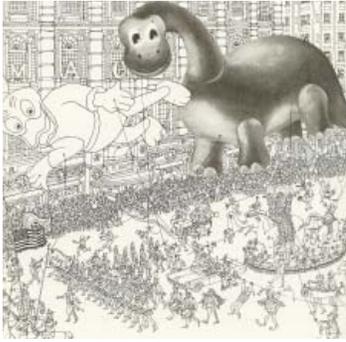
6.2 CHARACTERISTICS

6.2.4 | PROVISION OF CHOICES

Providing customers with a choice allows them to make decisions based upon their current situation. Third places that are multifunctional, such as a bookstore that houses a café or a bar that also functions as a gallery, offer the user more than one activity. When they are bored participating in one activity, they can switch to the next without leaving the venue. Providing seating variety is also important to any social place design. Seating should be available for individuals, couples or large groups. Providing the customer with a choice is critical in any third place.

6.2.4.1 | MULTI-FUNCTIONAL

The concept of multi-functional spaces is important to any social place. Historically, the street served as one of the first multifunctional spaces; it served as a common ground for parades, special events, and even street performers (see figure 31 and 32). Most commercial spaces today tend to offer just one primary function, whether it be a retail store where one can purchase something or a restaurant where one can grab a quick



<< FIGURE 31

Illustration of a street parade
Rudofsky

FIGURE 32 >>

New York theatre in the street
Rudofsky



bite to eat. In order to enjoy a night out we sometimes are forced to start at one place such as a restaurant and then move on to the next. Today's third place is quite different in that it offers more than one type of space or function. "Going out means linking an attraction like theatre, cinema or music with a food add-on before or after the major event. Hip restaurants and bars turn the restaurant and bar itself into a show, thereby concentrating the event and the catering environment in one place."⁷⁷

A third place should include a primary function and at least two other functioning spaces. For example, Starbucks' primary function is to serve beverages and light snacks to customers. Its other functions include providing lounging areas for people to hang out and socialize as well as a free wifi connection that allows others to work. This multi-functional space not only serves the coffee enthusiast, but also people who wish to surf the Internet or meet for business purposes.

Another example of a multi-functional space is Galleria Illy which is temporarily located in New York City. This place incorporates coffee, art, culture, fine food, and meeting spaces all within one building. There are spaces for learning about coffee as well as places to drink coffee. These multi-functional spaces allow for people who have different interests to gather in one location.

⁷⁷ Christian Mikunda, *Brand Lands, Hot Spots & Cool Spaces* (United Kingdom: Kogan Page Limited, 2004), 107.

6.2.4.2 | SEATING VARIETY

Third places should be designed for people to gather, rest, or socialize and to accommodate individuals who want to be alone, couples on a date, or even a group of friends just hanging out together. By providing spaces that can accommodate variety, a third place can be welcoming to a wider range of clients. Designing a space that suits different moods is beneficial to the fickle customer. According to Christopher Alexander, in addition to the terrace which is open to the street, the café contains other spaces with games, fire, or soft chairs. This allows a variety of people to start using it, according to slightly different social styles.⁷⁸

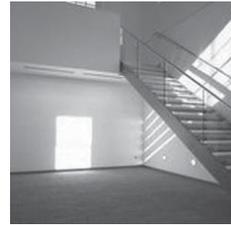
A variety of seating spaces such as bar seating, couch arrangements, dining tables, outdoor benches, and bar tables can be incorporated into a social place. Many times coffee shops and lounges are designed with only one type of seating area, leaving the customer only a single choice of where he or she can relax. By providing a variety of spaces for different groups and types of people, third places can accommodate virtually anyone.

⁷⁸ Christopher Alexander, Shlomo Angel, Ingrid Fiksdahl-King, Sara Ishikawa, Max Jacobson and Murray Silverstein, *Pattern Language : Towns, Buildings, Construction* (United States of America, 1977),438.

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6.2.5 | FLEXIBILITY

The ability to adapt to different circumstances is an essential to any third place. Spaces should be built to allow for change and they should be easy to manipulate or modify. Sliding partitions, furniture with casters, and movable walls are simple ways to provide a flexible space. The core design of the third place can remain minimal while the walls, floors and decorative elements can be easily controlled. A space that can change daily, weekly or monthly is exciting for customers; upon every visit the third place has something new to offer.

Furniture that is easily manipulated encourages sociability and relaxation within a third place establishment. “Chairs enlarge choice: to move into the sun, out of it, to make room for groups, move away from them. The possibility of choice is as important as the exercise of it. If you know you can move if you want to you feel more comfortable staying put.”⁷⁹ Fixed furniture where both table and chair are fixed to one another highly discourages social interaction (see figure 33). A fixed seating arrangement does not give the user any freedom as to where he or she can sit and relax; as a result, the

79 William H. Whyte, *The Social Life of Small Urban Spaces* (Tuxedo, Maryland: Printers II, Inc, 1979), 34.

user may become quite uncomfortable in the environment and may eventually leave due to this discomfort. Furniture that is flexible and easily manipulated by a user or an employee should be encouraged in all social places.



FIGURE 33

Fixed furniture
www.allproducts.com



FIGURE 34

Moveable furniture, lightweight tables & chairs
Sanpei 6.19.07

Tables and chairs that are movable and lightweight are also ideal (see figure 34). Flexibility allows a variety of customer types to enjoy themselves, whether it is an individual reading the paper or a group of eight friends socializing together. Moveable tables, chairs, and ottomans allow friends to combine multiple seating arrangements in order to create a unique seating environment based on the number of people in their group. When one group is finished socializing, the next group is able to configure a new seating arrangement. Flexibility allows everyone to be comfortable.

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6.2.6 | COMFORT

Hanging out or meeting in a third place is often an alternative to one's home. Since we are all comfortable within the confines of our own home, third places should reflect similar qualities. When one feels like a regular rather than an outsider, he or she is able to converse freely in a relaxed environment. Third places should be comfortable, non-threatening environments, a home away from home. According to Christian Mikunda, these are places where one temporarily feels at home and places that are emotionally so powerful they allow visitors to recharge themselves with emotion.⁸⁰

"Comfort is a basic need. Without comfort it is difficult to perceive how other needs can be met."⁸¹ Since third places in effect sometimes compete with one's own home, these establishments should also be designed for comfort.

The first principle of comfort includes protection from or access to weather elements. A desirable place would be protected from elements such as rain or snow and

80 Christian Mikunda, *Brand Lands, Hot Spots & Cool Spaces* (United Kingdom: Kogan Page Limited, 2004), 2.

81 Stephen Carr, *Public Space* (Cambridge, New York: Cambridge University Press, 1992), 92.

sometimes would provide access to sunlight and natural ventilation. A social space as a shelter is an important concept that should be incorporated to protect customers from weather extremes. With protection from the weather elements, users are able to comfortably socialize in a safe environment.

The second principle of comfort is to create safe environments that protect customers from major threats such as the “undesirables.”⁸² Street people, solicitors and derelicts crowding sidewalks have the potential to make a space unappealing. By ensuring security and protection from the “undesirables,” users are allowed to feel comfortable.

The final principle of comfort should be reflected in the interior furnishings. Comfort “includes the orientation of the seating, its proximity to areas of access, seating that is moveable, seating for individuals and groups, seating that enables reading, eating, talking, resting and privacy, and seats with backs.”⁸³ Third places should exude qualities of warmth and friendliness. By incorporating aspects of the home into the design of a social place, they become much more personal to the customer. When one is at ease and comfortable within an environment, one’s true personality may begin to emerge.

Not surprisingly Third places are often inspired by living room settings. A living room is defined as “a room in a private residence intended for general social and leisurely activities. A typical living room is usually furnished with sofas, chairs, coffee and end tables, a television, a radio, bookshelves, artwork as well as other pieces of furniture.”⁸⁴ Selection of the appropriate sofa, coffee table, chairs and music should never be overlooked because it can directly impact the comfort of the user. Whether it is

82 A term used by William Whyte in his book *The Social Life of Small Urban Spaces*.

83 Stephen Carr, *Public Space* (Cambridge, New York: Cambridge University Press, 1992), 94.

84 Merriam-Webster’s definition of a living room from the online Collegiate Dictionary.

a smooth leather couch, a soft rattan lounge chair, or a bench filled with pillows, comfortable seating is necessary in any social place. To complement the comfortable seating arrangement, coffee tables and/or end tables also should be incorporated for one to rest drinks, books, computers or even one's feet.

Howard Schultz, owner of Starbucks, created Grand Cafés, large flagship stores with fireplaces, leather chairs, newspapers, and couches; the customers loved them. There's something wonderfully satisfying about curling up with a cup of coffee in front of a fireplace. "At one location in Manhattan's Upper East Side, we created a Bohemian living room on the second floor. Complete with tattered couches and easy chairs bought at garage sales, it quickly became an afternoon oasis and an evening gathering place."⁸⁵ Although these Grand Cafés are larger and probably more expensive than the typical Starbucks café, they are quite popular among customers.

Similar to the living room concept, lounge style establishments are also popular environments that provide maximum comfort. "These days when flicking through journals featuring new restaurants and bars, you will find that nine out of ten articles deal with lounge-style establishments. These new hip places look like over-sized living rooms with designer furniture."⁸⁶

Designing for comfort is critical for any social place. Protecting users from weather elements, providing security away from the "undesirables," and creating seating areas inspired by living rooms and lounges, are all important considerations in the design of any social place.

85 Howard Schultz and Dori Jones Yang, *Pour your Heart into It: How Starbucks Built a Company One Cup at a Time* (New York, NY: Hyperion, 1997) 312.

86 Christian Mikunda, *Brand Lands, Hot Spots & Cool Spaces* (United Kingdom: Kogan Page Limited, 2004), 176.

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6.2.7 | FOOD AND BEVERAGE

Prior to third places, there was the street, the square, the urban plaza, the park and then the shopping center. These were places where one could relax and socialize. However, these places did not survive solely by themselves; they were dependent on nearby food outlets such as cafés, kiosks, and street vendors. The square or piazza relied on local food vendors and open air cafés, while the shopping center relied on the food court to replenish its users with energy.

According to William Whyte, successful urban plazas are highly dependent on food. “At every plaza or set of steps with a lively social life, you would almost invariably find a food vendor at the corner and a knot of people around him—eating, schmoozing, or just standing.”⁸⁷ (see figure 35) Food brings people together effortlessly and should be incorporated into public spaces. By providing food and beverages within a third place the basic needs of thirst and hunger are fulfilled. Food also gives the customer something to talk about while dining. The taste, appearance, and aroma of the food can be possible conversation topics among friends.

⁸⁷ William H. Whyte, *The Social Life of Small Urban Spaces* (Tuxedo, Maryland: Printers II, Inc, 1979), 50.



Although a third place does not have to revolve solely around food and beverages, providing them as a secondary option can attribute much to its success. For example, Barnes and Nobles and Borders are primarily large chain bookstores located throughout America. They mainly function as retail outlets that provide resources such as books, magazines, DVDs, CDs, and other reference materials. However, they also serve a secondary function as a café providing light food and beverages for the customer. Food is vital to the survival of a third place. By fulfilling a basic need as well as convenience, it is understandable why both Borders and Barnes and Noble offer coffee and pastries. Whether a third place is based primarily upon food and beverage or whether these are an additional feature, both conditions contribute to making a successful third place.

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6.2.8 | OUTDOOR CONNECTION

Though not absolutely essential a connection between indoor and outdoor spaces is another important feature that can enhance third place design. According to the architect Victor Gruen, “the introduction of natural light will prove to be not only a purely psychologically founded necessity, but it will facilitate the introduction of trees, plants and flowers. The addition of ponds, fountains, and sculptures will contribute to the enlivenment and enjoyment of the public area.”⁸⁸ Connecting one to the outdoors allows for natural light to penetrate the third place as well as the incorporation of such natural and pleasing elements.

Early Viennese cafés and French Bistros were semi-public spaces offering outdoor seating that extended into the street, terraces built above, or small gardens. By connecting one with the outdoors, they allowed customers to breathe in fresh air, listen to the sounds of the outside environment, and watch the world go by all at the same time (see figure 36). These simple features often function as an additional entertainment element for customers of third places.

⁸⁸ Victor Gruen, *Centers for the Urban Environment; Survival of the Cities* (New York: Van Nostrand Reinhold Co. 1973), 83.



FIGURE 36
Two different cafés in Tokyo both
have a connection to the outdoors
Sanpei 06.18.07

A connection with the outside environment can be implemented in several different ways. Third places can provide a direct connection with the outdoors by incorporating outdoor seating patios, central courtyards, outdoor gardens, street front seating or roof top terraces. In these types of spaces, customers are typically in an outdoor environment rather than inside a building. An indirect way of creating a connection to the outdoors is to provide large storefront window glazing with seating facing the street. Even though the customer may not be in a literal outdoor environment, one can still be able to enjoy the natural sunlight and activity occurring on the street. While sitting behind the large store front customers forget about the noises, smells and hot weather happening outside. Since each third place is unique based on its particular location, site, or context, connecting to the outdoor environment may not be possible in every situation.

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6.2.9 | BRANDING

Due to a shift in our society from an economy of mass production to an economy of mass customization, the concept of branding has become increasingly popular throughout America.⁸⁹ In today's ever changing world it is becoming increasingly difficult for companies to be remembered. However, with a strong brand it is easier to stand out in the overcrowded competitive market.

A brand is not simply a logo, corporate identity system, or a product. A brand is “the big idea, and the expectations that reside in each customer’s mind about a product, service or company.”⁹⁰ Without a brand it is difficult to distinguish one product from the next. A brand allows one to feel comfortable or even be a part of something. Brands typically provoke emotions and perceptions in a customer that cannot be completely controlled by the company. For example, a woman who purchases an expensive Louis Vuitton or Gucci handbag may feel as if she has become instantly rich and famous.

89 Marty Neumeier, *Brand Gap: How to Bridge the Distance Between Business Strategy and Design: A Whiteboard Overview* (Berkeley, CA: New Riders, 2006), 8.

90 Alina Wheeler, *Designing Brand Identity: A Complete Guide to Creating, Building and Maintaining Strong Brands* (Hoboken, N.J. : John Wiley, 2006), 4.

Although she may have spent her entire pay check on this one purchase, by carrying this one bag she feels as if she belongs to an elite group.

A concept is crucial to the branding process because it directly influences all design applications. As defined by Landa, a concept is the unique thinking behind a brand, setting its visual style and uniting its visual identity and applications.⁹¹ The concept should easily communicate the strategy and style behind the brand to the audience. With a strong concept, customers are able to perceive the brand as a whole. Every aspect from graphics to architecture to product relates to one another. The concept allows customers to distinguish one company from another, leaving them with something to remember.

Once a concept is defined a brand identity can be developed. A brand identity simply defines the brand's personality and promise from product and packaging to advertising. A brand identity may include logo design, letterheads, packaging, uniforms, architectural design, website design, and marketing strategy. We can learn from companies such as Nike, Apple, Coca-Cola, and Disney who have effectively communicated their brand identity directly to the customer. Whether market driven, product driven, people driven or value driven, each company has taken a clear competitive place in the market. Nike's products enhance athletic performance, Apple's products are design based and user friendly, and Disney has created an experience oriented for the entire family from theme parks, to films, and products.

In contrast other companies such as Proctor and Gamble were instead driven by mass markets and mass advertising always in direct competition with other companies. Similar to Nike, Apple and Coca-Cola, Starbucks wanted to create a brand that evoked a powerful personal connection. Starbucks was determined to create a different approach—one that did not steal their competitors' customers. Instead Starbucks

⁹¹ Robin Landa, *Redesigning Brand Experiences* (Clifton Park, NY, United States: Thomson Delmar Learning, 2006), 36.

wanted to develop a new market. Rather than directly competing with companies such as Folgers or Maxwell House, Starbucks wanted to educate its customers about the romance of coffee drinking.⁹²

Starbucks wanted to build a great company that valued the authenticity of its product and the passion of its people. The owners wanted to educate customers as well as employees about the romance of coffee drinking one person at a time. The initial concept of Starbucks was to re-create the experience of an Italian espresso bar. Everything was designed to resemble an espresso bar: packaging, interior design, graphics, music and coffee making. By developing a concept based on an Italian espresso bar, Starbucks has become a very prominent brand today. Since mass advertising and marketing directly impact a customer's decision, developing a clear concept line can be beneficial. "To be seen in the right bar is as important as being seen in the right restaurant; it identifies a social and cultural group."⁹³ Creating brands to which customers can relate allows them to belong to and be a part of something special.

92 Howard Schultz and Dori Jones Yang, *Pour your Heart into It: How Starbucks Built a Company One Cup at a Time* (New York, NY: Hyperion, 1997) 246.

93 Lorraine Farrelly, *Bar and Restaurant Interior Structures* (Great Britain: Wiley-Academy, 2003), 10.

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6.2.10 | EXPERIENCE ORIENTED

Since the 1980s experience oriented marketing has become increasingly popular. Themed stores, restaurants, and experience based hotels have become a staple in our society today. Selling an experience is important to a customer because it aims at arousing curiosity.⁹⁴ Experience oriented marketing generates an additional emotional value for a customer, leaving him or her with something to be remembered. Creating an experience can be achieved through authenticity or design based theming, special events, elements of surprise, and excellent customer service.

6.2.10.1 | THEMING

Theming provides the customer with an escape into another world where they are transported into a story: everything from the lights, to the materials, and the tactility of the space create the experience.⁹⁵ Authenticity based theming is an attempt to create an experience through genuine materials, high quality design, and ennobling tradition.

94 Christian Mikunda, *Brand Lands, Hot Spots & Cool Spaces* (United Kingdom: Kogan Page Limited, 2004), 13.

95 Lorraine Farrelly, *Bar and Restaurant Interior Structures* (Great Britain: Wiley-Academy, 2003), 11.

By drawing inspiration from history, an authenticity based experience can properly tell a story. In contrast to authenticity based theming, design based theming focuses on a concept driven entirely by design and other theatrical effects. Seen in figure 37 is a restaurant in Taiwan themed the entire eatery upon toilets. Here customers are amazed by the form, color, materials and interior design. Rather than drawing inspiration from the past, design based theming is much more contemporary or futuristic and fantasy like. Whether a third place is influenced by authenticity or design based theming, leaving the customer with a memorable experience is the primary objective.



FIGURE 37

Toilet themed restaurant in Taiwan
www.skooky.com

6.2.10.2 | EVENT DRIVEN

An event driven space is another way to create a unique experience for the customer. Typical events could include live weekly band performances, fashion shows, or galley exhibits. It is the event that brings the customers together; schedules can be planned days, weeks, or months ahead. Starbucks owner Howard Schultz decided to incorporate live music at several Starbucks locations; in some stores, they hired a jazz band to

play on the weekend nights.⁹⁶ Implementing an event into a social place can provide a memorable experience for customers.

6.2.10.3 | ELEMENT OF SURPRISE

Incorporating elements of surprise into a social place also makes for an exciting experience. An element of surprise is simply something a customer did not anticipate or expect to happen. These attractions trigger curiosity and suspense among those who are actively involved in the space. “Restaurants and bars turn themselves into shows by giving their guest something to be surprised at. The effect becomes the talk of the town or at least the talk of the establishment.”⁹⁷ Without an attraction or unique design element, a social place may seem ordinary and not stand out in a crowd of restaurants, bars or coffee shops. Today’s consumers are looking for something exciting and new; by incorporating an element of surprise one can captivate the user’s attention and lure prospective customers into the space (see figure 38 and 39).



FIGURE 38

Sketch Restaurant in London with egg shaped restrooms
www.trustedplaces.com



FIGURE 39

Absolute Ice Bar
www.thekua.com

96 Howard Schultz and Dori Jones Yang, *Pour your Heart into It: How Starbucks Built a Company One Cup at a Time* (New York, NY: Hyperion, 1997) 121.

97 Christian Mikunda, *Brand Lands, Hot Spots & Cool Spaces* (United Kingdom: Kogan Page Limited, 2004), 108.

There are many ways to create elements of surprise within a social place. An attraction can be as simple as a show piece lighting fixture or an extravagant bar. Some of the most common elements of surprise include extravagant bathrooms, hidden rooms, water features, frozen ice bars and rooftop gardens.

6.2.10.4 | CUSTOMER SERVICE

Customer service is also important to the overall experience. “In a store or restaurant, the customer’s experience is vital: one bad encounter and you’ve lost a customer for life.”⁹⁸ An employee’s role within the company reflects the brand, from one’s attire to one’s personality. Some establishments go as far as walking people to tables or their cars and introducing them to cashiers.⁹⁹ Social interaction with the customer enhances one’s overall experience. For example, what makes Disney theme parks such a successful place is their customer service. All employees of Disney are referred to as “cast members,” thus implying that everyone is on stage and plays a special role in the park. A majority of the cast members are dressed in costumes appropriate to their role. Whether a third place incorporates authenticity based theming, design based theming, event driven spaces, elements of surprise or excellent customer service, the experience will be memorable for the customer.

98 Howard Schultz and Dori Jones Yang, *Pour your Heart into It: How Starbucks Built a Company One Cup at a Time* (New York, NY: Hyperion, 1997) 125.

99 Ari Weinzweig, “Striving for Third Place,” *Speciality Food Magazine*, <http://www.specialyfood.com> (accessed September 4, 2007).

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- Starbucks
- Borders
- Mai Tai
- Du Vin
- Honolulu Coffee
- Galleria Ily
- Choco Cro
- Bape Café
- Watami Izakaya
- Pronto

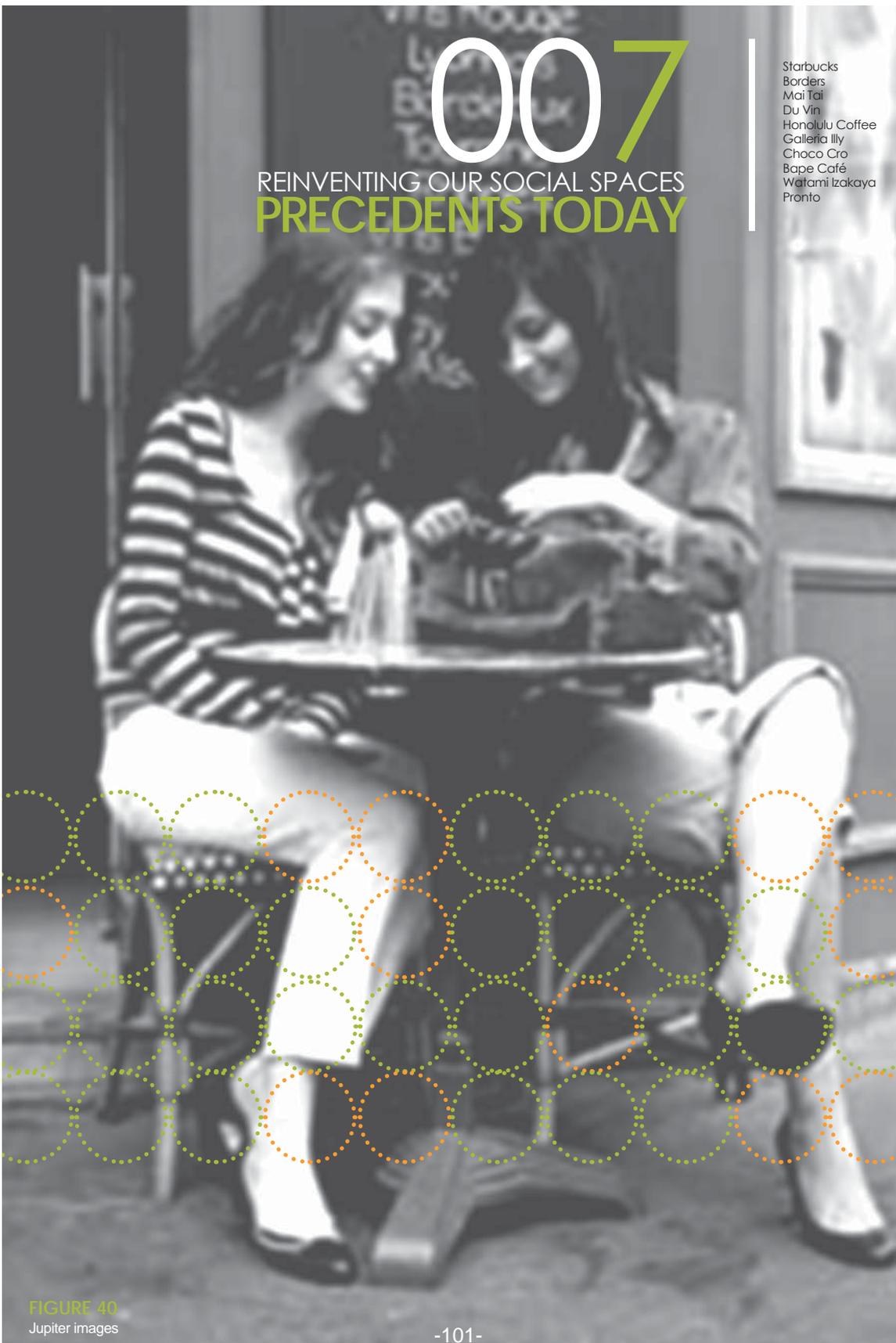


FIGURE 40
Jupiter images

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REINVENTING OUR SOCIAL SPACES
PRECEDENTS TODAY



Starbucks
Borders
Mai Tai Bar
Brasserie Du Vin
Honolulu Coffee
Galleria Illy
Choco Cro
Bape Café
Watami Izakaya
Pronto

7.0 PRECEDENTS

7.0 | PRECEDENTS TODAY

Although we are able to gain valuable information from historic precedents such as public spaces and semi-private spaces, the next section will take a look at specific contemporary third place examples. Third place precedents are prevalent throughout the world; however, for the purpose of this research project we will examine places throughout the United States as well as Japan. Although we may come from different cultures and speak different languages, everyone enjoys social interaction. Each country has its own favorite places. By studying other cultures we learn about new things that we may not have seen before. We can borrow concepts we like and introduce them into our own lifestyles. Each precedent will be examined based on the ten characteristics mentioned in the prior section: location and access, food and beverage, neutral ground, sociable place, provision of choices, flexibility, comfort, branding, experience orientation, and outdoor connection.

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Starbucks
Borders
Mai Tai Bar
Brasserie Du Vin
Honolulu Coffee
Galleria Ily
Choco Cro
Bape Café
Watami Izakaya
Pronto

7.1.1 STARBUCKS

Kahala Mall, Honolulu, HI

7.1.1.1 | LOCATION & ACCESS

The Kahala Mall Starbucks is centrally located in a highly pedestrian traffic shopping center which is visible from both the parking lot outside as well as inside the mall. There are two store entrances: one for customers arriving from the parking lot and a larger entrance for customers inside the shopping center (see figure 42). This location is visible to all potential customers. Starbucks is accessible to customers who walk, catch the bus or drive to the mall. Although located in a shopping mall, Starbucks and is open fairly early and it remains open beyond the mall's closing time.

HOURS OF OPERATION:

M-Sat 5:00 am – 11:00 pm
Sun 5:30 am – 10:00 pm

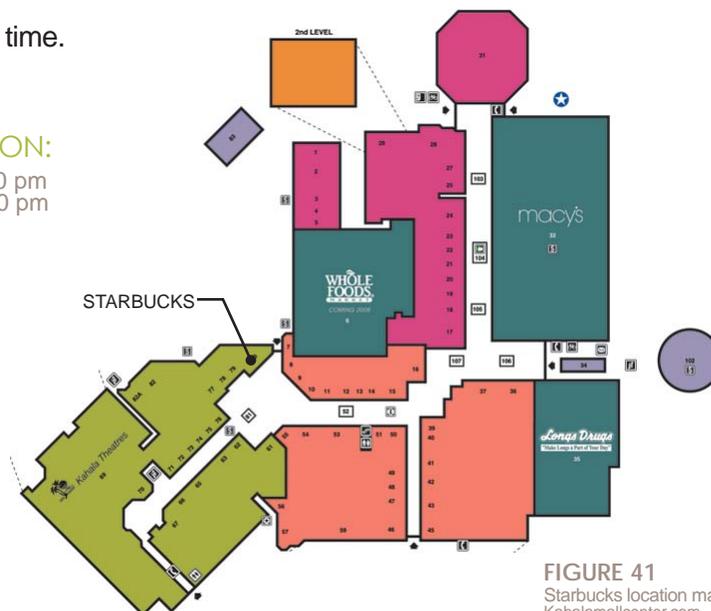
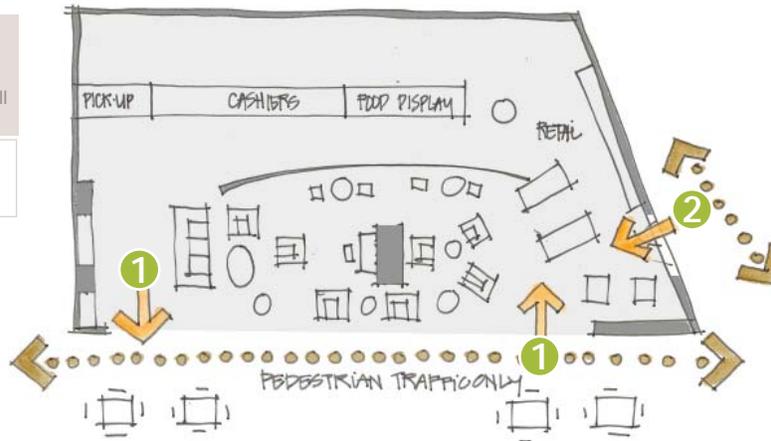


FIGURE 41
Starbucks location map
Kahalamallcenter.com

① Entry/Exit from inside the mall
 ② Entry/Exit from outside the mall
FIGURE 42
 Starbucks location & access sketch
 (drawing not to scale)



7.1.1.2 | FOOD & BEVERAGE

The Kahala Mall Starbucks offers freshly brewed drinks, light snacks, whole bean coffee and other products for purchase (see figure 43). Seasonal beverages are also popular with customers; during Christmas season drinks are infused with peppermint and gingerbread flavors.



FIGURE 43
 Starbucks refrigerated bakery cases
 Sanpei 02.15.07

7.1.1.3 | SOCIABLE PLACE

This Starbucks location is quite a sociable place; large groups often meet to study for a test, socialize, or even play games on computers. Customers are allowed to stay as long as they want and are never asked to leave. Both active and passive types of sociability occur; although some may come alone they could be passively eavesdropping on someone else's conversation.



FIGURE 44

Starbucks mall facade
www.Flickr.com

7.1.1.4 | NEUTRAL GROUND

Starbucks serves as a neutral ground for people of all ages: families, high school and college students, and business professionals. Some customers come in large groups while others come alone. Both men and women enjoy coming to Starbucks.

7.1.1.5 | OUTDOOR CONNECTION



FIGURE 45

Starbucks outdoor seating areas
Sanpei 02.15.07

Since it is located in a shopping center, this Starbucks location provides two different connections to the outdoor environment. Customers have the option of sitting outside the mall (see figure 45 and 46) where it is private and quiet or inside the mall near the central water fountain.

- 1 Outdoor sidewalk seating
- 2 Mall seating outside Starbucks

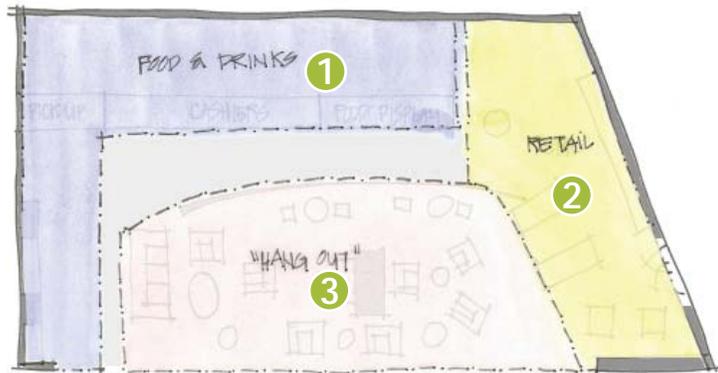
FIGURE 46
Starbucks connection to the outdoor diagram
Kahalamallcenter.com



7.1.1.6 | PROVISION OF CHOICES

Starbucks serves a variety of functions: a meeting place for businessmen, a gathering place for friends, and a work place for transient workers who are always on the go. It is not just a place for purchasing or consuming coffee but a gathering place for people of all ages. Starbucks provides a variety of seating options both inside and outside. There are small tables for individuals who want to be alone, as well as larger table arrangements for groups. In total there are seven different seating areas from which to choose.

- ① Café (food and drinks)
 - ② Retail (coffee products, music)
 - ③ Hangout, workplace
- FIGURE 47**
Starbucks function sketch
(drawing not to scale)



- ① Lounge Seating
 - ② Individual table
 - ③ Small round tables
 - ④ Indoor mall seating
 - ⑤ Outdoor mall seating
- FIGURE 48**
Starbucks seating sketch
(drawing not to scale)



7.1.1.7 | FLEXIBILITY

Although the furnishings within the store are lightweight and flexible, this Starbucks outlet does not allow for much change. The seating areas are somewhat cramped and quite small. It seems as if there may be too much furniture; the sofas, loveseats, and coffee and end tables clutter the entire space.



7.1.1.8 | COMFORT

Upon entering the Kahala Starbucks the first impression is quite comforting for the customer. The space provides shelter from the elements and safety from derelicts in the street. It is a clean and litter free environment similar to that of one's home. The furnishings include a selection of comfortable sofas, love seats and tables and chairs. While the aromas are strong the music is faint, providing a soothing environment for any customer.

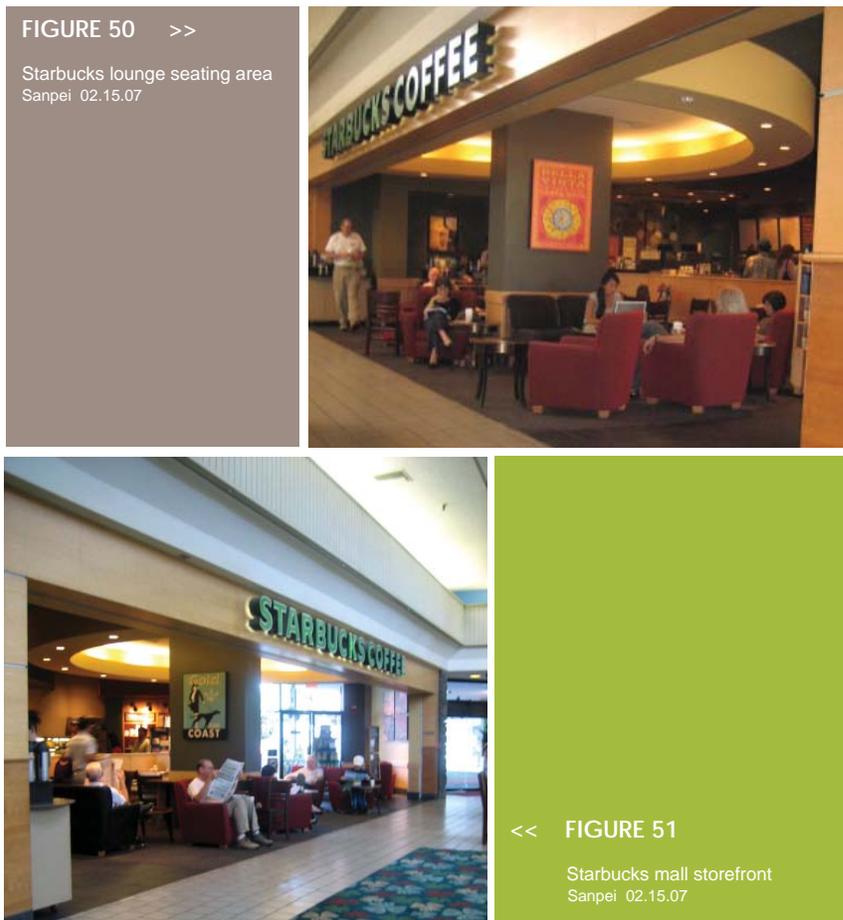
7.1.1.9 | BRANDING

Branding is evident throughout the entire store; the initial concept was to re-create an Italian espresso bar that expressed the romance of coffee drinking. Everything from the packaging, to the interior design, graphics, and music reflects the Starbucks brand.

7.1.1.10 | EXPERIENCE ORIENTED

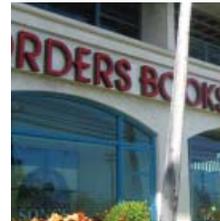
Starbucks attempts to create an experience for the customer based upon authenticity. Upon entering the store customers are able to see, hear, smell, touch and taste what Starbucks has to offer. The baristas behind the counter are highly skilled in perfecting each cup of coffee.

7.1.1.11 | ADDITIONAL PHOTOS



007

REINVENTING OUR SOCIAL SPACES PRECEDENTS TODAY



Starbucks
Borders
Mai Tai Bar
Brasserie Du Vin
Honolulu Coffee
Galleria Ily
Choco Cro
Bape Café
Watami Izakaya
Pronto

7.1.2 BORDERS

Victoria Ward Center, Honolulu, HI

7.1.2.1 | LOCATION AND ACCESS

Located on a highly visible site, Borders at the Victoria Ward Center serves as an anchor to a major shopping complex. There are a total of three store entrances: two from street level and one on the second floor. Borders is accessible to a variety of customers who arrive by foot, bus, trolley or car. For customers who drive to Borders there are a number of parking options: parallel street parking stalls, a parking garage and a parking lot.



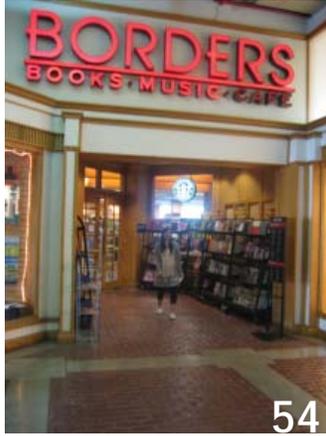
FIGURE 52
Borders location map
Wardcenters.com

HOURS OF OPERATION:

M-Th 9:00 am – 11:00 pm
F-Sat 9:00 am – 12:00 am
Sun 9:00 am – 10:00 pm



53



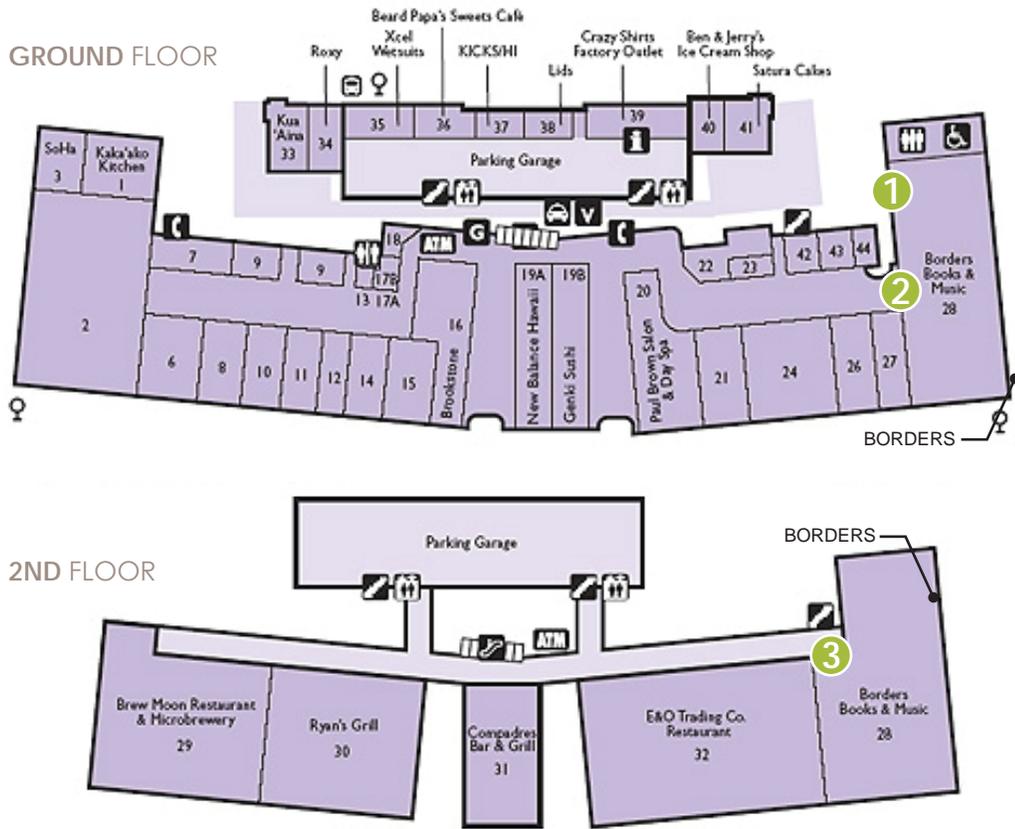
54

FIGURE 53

Borders ground floor entry from street
Sanpei 02.15.08

FIGURE 54

Borders ground floor entry from inside mall
Sanpei 02.15.08



- ① Ground floor entry from street
- ② Ground floor entry from inside mall
- ③ Second floor entry

FIGURE 55
Borders location & access diagram
www.wardcenters.com

7.1.2.2 | FOOD AND BEVERAGE

A full service Starbucks operates on the second floor of this Borders location, offering freshly brewed drinks, light snacks, whole bean coffee and other products for purchase.

7.1.2.3 | SOCIABLE PLACE

Since Borders is a book store we imagine it as a place that is filled with people reading quietly; however, it is often quite a noisy environment. This Borders location is an example of a typical sociable place; it is common to see college students studying for final exams and doing their homework there or groups of people quietly socializing. It is common to see groups of friends sharing information they have read in magazines or students discussing projects. Customers are allowed to study for hours or read books without being forced out of the store. Bookstores like Borders today are more than just stores but gathering places in our communities.

7.1.2.4 | NEUTRAL GROUND

Borders serves as a neutral ground. There are people of all ages: children, teenagers, adults and elders. Borders has special places that can be enjoyed by all; there are places for men and women, students and professionals, as well as the young and the old.

7.1.2.5 | OUTDOOR CONNECTION

Surprisingly, this Borders provides an outdoor seating environment. A large balcony located near the second floor full service café overlooks the ocean. It is often quite a crowded space filled with customers.

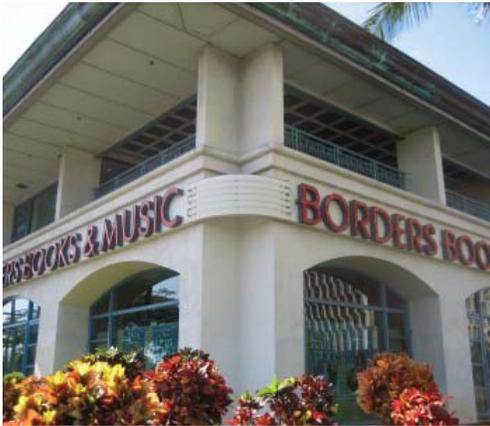


FIGURE 56
Borders second floor outdoor balcony
Sanpei 02.15.08

1 Second floor outdoor seating

FIGURE 57
Borders outdoor sketch
(drawing not to scale)

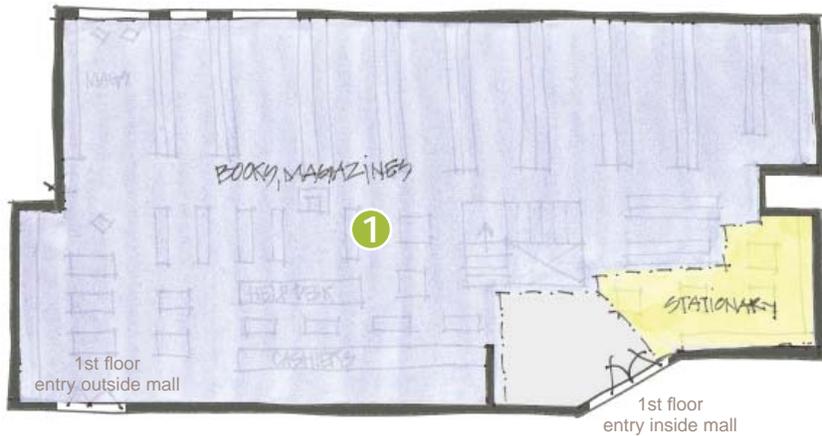


FIGURE 58
Borders outdoor seating location
Wardcenters.com

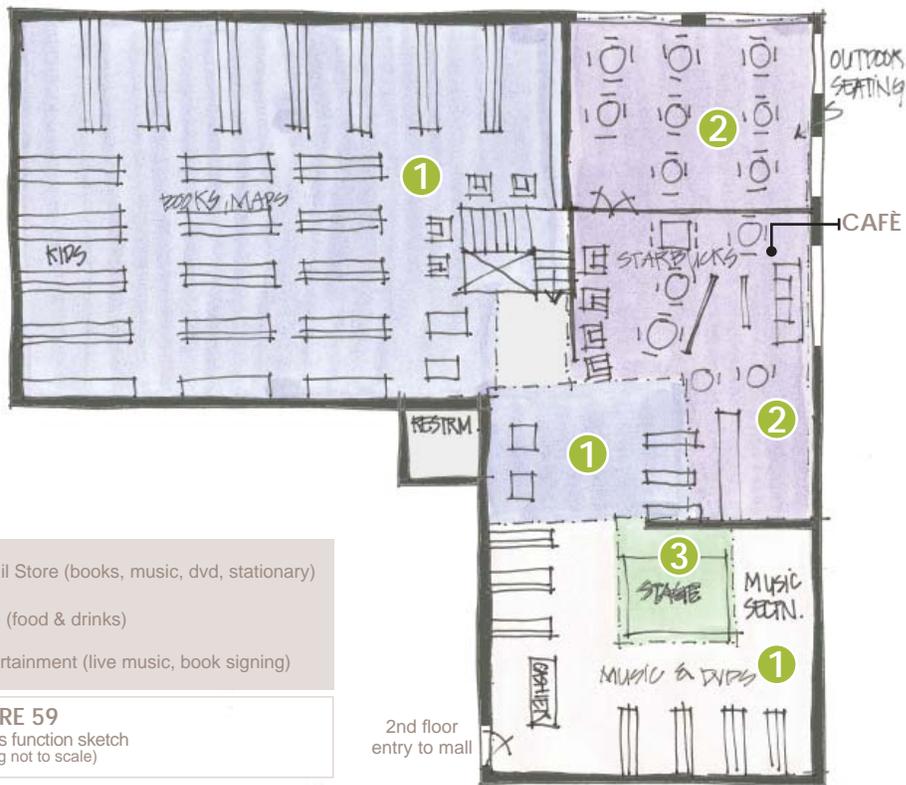
7.1.2.6 | PROVISION OF CHOICES

Borders is truly a multi-functional space; there are magazines, books, music, videos, retail space, performance spaces and a café. Depending on customers' interests, Borders has it all. Sometimes customers may spend only five minutes in the store, while others may spend hours.

GROUND FLOOR



2ND FLOOR



- ① Retail Store (books, music, dvd, stationary)
- ② Café (food & drinks)
- ③ Entertainment (live music, book signing)

FIGURE 59
Borders function sketch
(drawing not to scale)

Seating is rather scarce; a majority of the retail space is dedicated to book shelves and merchandise displays. There are a few lounge chairs scattered throughout the store which are constantly occupied. Customers instead make the best out of the situation by leaning against the book shelves or sitting on the floor. The majority of the seating is located near or around the café.



7.1.2.7 | FLEXIBILITY

Although the shelving systems and retail displays appear as fixed fixtures they are still rather flexible. Magazines, books, calendars, and stationery can be easily placed on any shelving system inside the store. While the cashier, help desk, café, and restrooms are the only fixed fixtures, books, magazines, music and videos are constantly relocated throughout the store.



7.1.2.8 | COMFORT

Upon entering Borders nothing seems to be too extravagantly designed; instead the space is rather quaint. Wood shelving, carpeting, and warm colors create a comforting space. Borders is a clean and litter free environment; however, some of the customers are questionable. Street people frequent Borders to use the public restroom and browse through books and magazines. Because it functions as a neutral ground, the owners want people to gather and feel free to go through books and magazines; if they did not want people to gather, they would discourage customers from staying a long time in the establishment. Providing food and beverages inside the store also encourages customers to stay longer, as they no longer need to leave when hungry or thirsty.

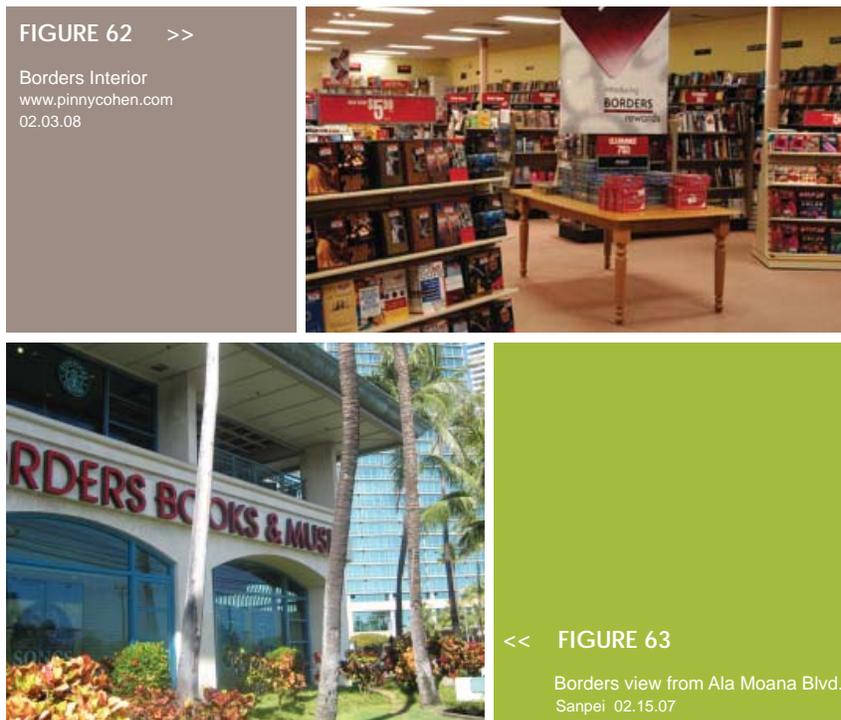
7.1.2.9 | BRANDING

Borders does not focus much on a branding effort; instead it is simply a functional bookstore based on consumers' needs. In 1960 the first Borders opened as a used bookstore operated by brothers Tom and Louis Borders. Today, Borders stores can be found nationwide carrying the latest books, magazines, DVDs and CDs.

7.1.2.10 | EXPERIENCE ORIENTED

While Borders may lack in authenticity and design, the customers' experience is enhanced through special events and excellent service. Borders provides event driven spaces for special events such as live music and story time for children. It is common to see book signings and bands performing within the store. For the release of the latest Harry Potter book, the store handed out free gifts and provided live entertainment for hours before the book finally went on sale.

7.1.2.11 | ADDITIONAL PHOTOS





Starbucks
Borders
Mai Tai Bar
Brasserie Du Vin
Honolulu Coffee
Galleria Ily
Choco Cro
Bape Café
Watami Izakaya
Pronto

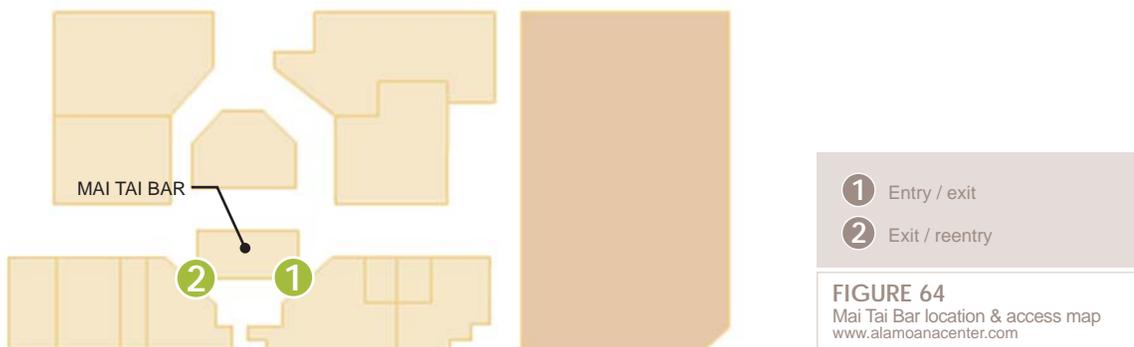
7.1.3 MAI TAI BAR

Ala Moana Center, Honolulu, HI

7.1.3.1 | LOCATION AND ACCESS

Located in the heart of the Ala Moana Center, the Mai Tai Bar is a popular destination for both locals and tourists. Situated on the third floor near popular dining eateries, the Mai Tai Bar is a unique outdoor experience. The bar is easily accessible to customers shopping in the mall, and those who drive or use public transportation. Although there is no visual connection to the bar from surrounding streets, it remains busy.

HOURS OF OPERATION:
M-Sun 11:00 am – 1:00 am



7.1.3.2 | FOOD AND BEVERAGE

The beverage menu consists of mai tais, martinis, island cocktails, wine and beer that can be served in a souvenir glass for an additional cost. The food menu is quite simple, consisting of appetizer specialties such as spinach and artichoke dip, calamari, salad, *poke* and other fried favorites.

FOOD & DRINK SPECIALS

4:00 pm - 7:00 pm
8:00 pm - 11:00 pm

7.1.3.3 | SOCIABLE PLACE

The Mai Tai Bar is a highly sociable space filled with activity. A majority of the customers are together in groups both large and small. Compared to a bookstore or a café, the sound level at the bar is sometimes a little too noisy. Just one group of friends could have three different conversations occurring at the same time.

7.1.3.4 | NEUTRAL GROUND

Mai Tai Bar is an ideal neutral ground. The clientele of the bar differs from day to night. During the day the bar is a relaxing and quiet place for tourists and locals to rest from shopping all day. During the later hours the bar turns into a bustling place packed with locals ranging from construction workers to college students to downtown business people.



FIGURE 65

Mai Tai Bar customers
www.maitairumble.com
02.05.08

7.1.3.5 | OUTDOOR CONNECTION

The entire bar is set in an outdoor environment. Similar to a lanai the Mai Tai Bar is simply covered with a roof, under which customers can enjoy fresh air, tropical plants and ocean views. While at the bar customers are able to leave their worries behind and relax in a covered open air environment.

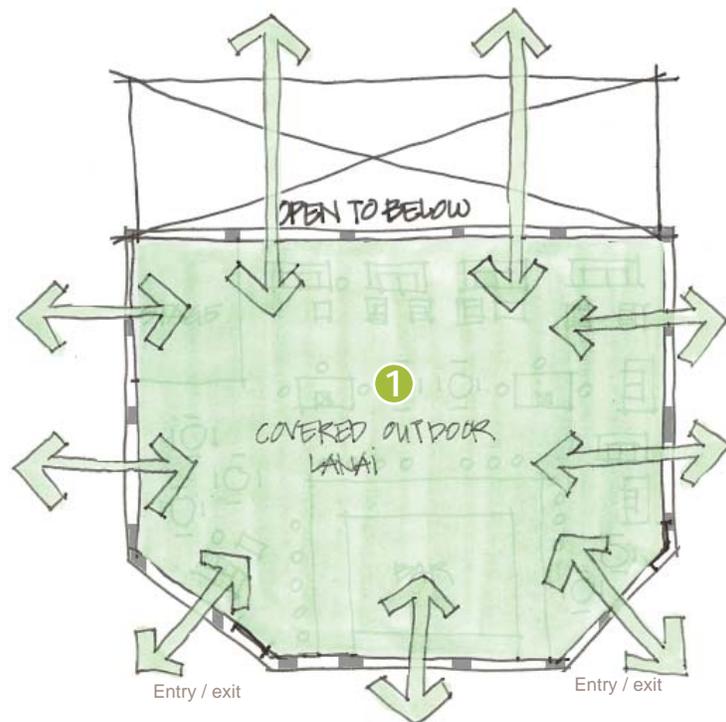


FIGURE 66

Mai Tai Bar connection to the outdoors
Sanpei 02.15.08

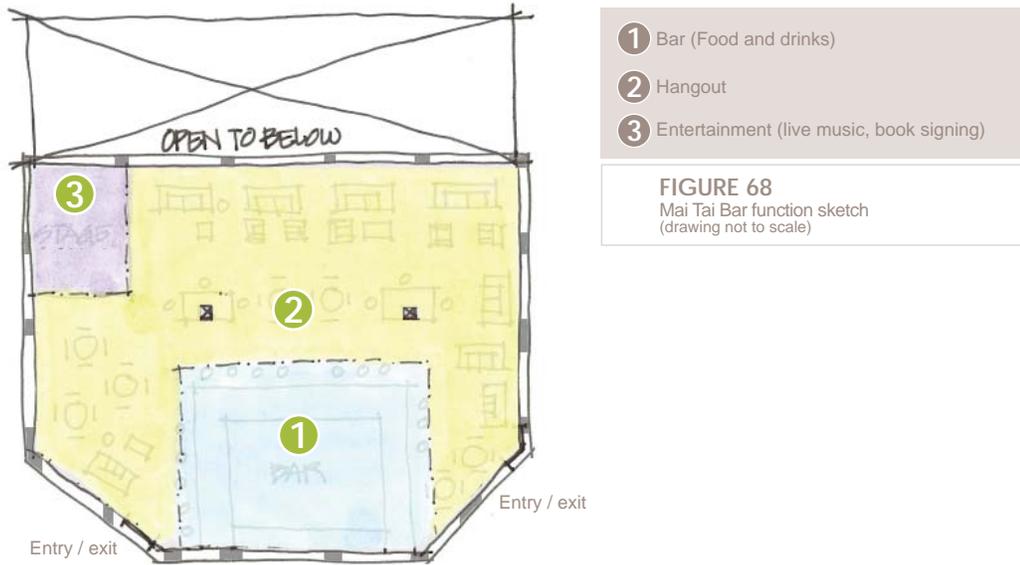
1 Second floor outdoor seating

FIGURE 67
Mai Tai Bar outdoor sketch
(drawing not to scale)

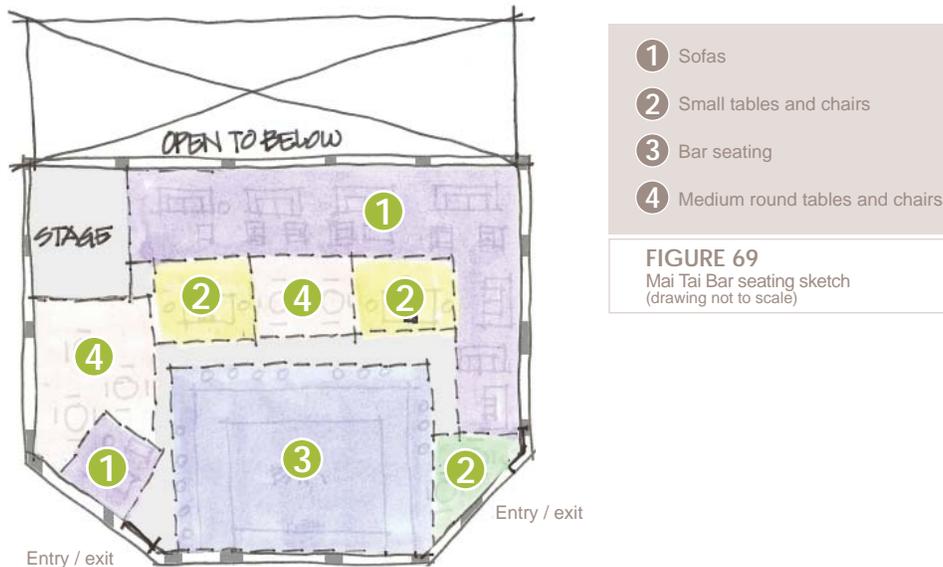


7.1.3.6 | PROVISION OF CHOICES

Mai Tai Bar operates primarily as a bar serving appetizers and beverages. However, it also serves as a hangout and a venue for live performances.

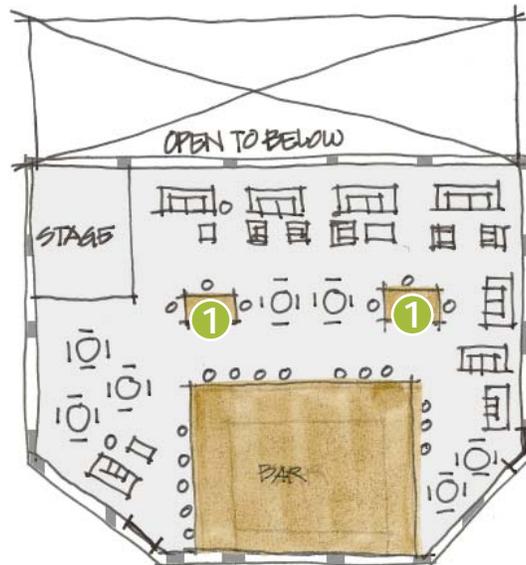


As for seating, there are a total of four different areas: sofa arrangements, medium round tables and chairs, bar seating, and small tables and chairs. The variety in seating arrangements allows for individuals or people in groups to sit comfortably.



7.1.3.7 | FLEXIBILITY

Chairs and tables are easily moveable allowing flexibility. The only fixed features are the bar and the stage; all other furniture pieces can be easily rearranged. This allows parties of various sizes an opportunity to add or remove furniture based on their needs.



7.1.3.8 | COMFORT

As one walks through the entrance the place feels like a large living room. The bar is located centrally surrounded by aloha printed couch arrangements, small bar tables and round table configurations. This simple bar seems to be an extension of a living room in Hawai'i where one feels at home and comfortable.

7.1.3.9 | BRANDING

With its ocean views, comfortable furniture, and live local bands, it embodies the spirit of Hawai'i. The Hawaiian inspired design is consistent in décor, employee uniforms, and the food and beverage menu. The concept and décor are basic, but it is a successful place for both tourists and locals.



FIGURE 71
 Mai Tai Bar branding
www.maitaibar.com

7.1.3.10 | EXPERIENCE ORIENTED

Mai Tai Bar is truly an event driven space. As for entertainment, live bands are featured daily and surf videos are constantly playing on the video screens above. On days when favorite local bands perform, the entry line to get into the bar sometimes snakes around the corner. The live music carries throughout the shopping center; while shopping on the lower level below or eating at the California Pizza Kitchen visitors to the mall are able to enjoy the live music. It is an experience that can be enjoyed by everyone in the close vicinity.

ENTERTAINMENT DAILY

4:00 pm - 7:00 pm
 9:30 pm - 12:30 pm

SUN	MON	TUES	WED	THUR	FRI	SAT
THRU	1 Mandarin Band 8:00pm	2 Donnell Aquino 8:00pm	3 Kala Optima 8:00pm	4 Don DeWitt 8:00pm	5 Kala Optima 8:00pm	6 Donell Anding 8:00pm
7 John Froy 8:00pm	8 Cory Wilcox 8:00pm	9 Donnell Aquino 8:00pm	10 Kala Optima 8:00pm	11 Kala Optima 8:00pm	12 Mikie O'Connell 8:00pm	13 Donell Anding 8:00pm
14 John Froy 8:00pm	15 Cory Wilcox 8:00pm	16 Donnell Aquino 8:00pm	17 Kala Optima 8:00pm	18 Don DeWitt 8:00pm	19 Kala Optima 8:00pm	20 Donell Anding 8:00pm
21 John Froy 8:00pm	22 Cory Wilcox 8:00pm	23 Donnell Aquino 8:00pm	24 Kala Optima 8:00pm	25 Don DeWitt 8:00pm	26 Kala Optima 8:00pm	27 Donell Anding 8:00pm
28 John Froy 8:00pm	29 Cory Wilcox 8:00pm	30 Donnell Aquino 8:00pm	WEEK END SPECIALS Open 12:00pm - 12:00am WEEK END SPECIALS Open 12:00pm - 12:00am			



<< **FIGURE 72**
 Mai Tai Bar events calendar
www.maitaibar.com

FIGURE 73
 Mai Tai Bar live entertainment
www.maitairumble.com



<< FIGURE 74 >>

Mai Tai Bar during the day
Sanpei 02.15.08



<< FIGURE 75 >>

Mai Tai Bar at night
www.maitairumble.com



<< FIGURE 76

Inside Mai Tai Bar at night
www.maitairumble.com

007

REINVENTING OUR SOCIAL SPACES PRECEDENTS TODAY



- Starbucks
- Borders
- Mai Tai Bar
- Brasserie Du Vin**
- Honolulu Coffee
- Galleria Ily
- Choco Cro
- Bape Café
- Watami Izakaya
- Pronto

7.1.4 BRASSERIE DU VIN

Downtown, Honolulu, HI

7.1.4.1 | LOCATION AND ACCESS

Across the street from the Hawai'i Theatre, Brasserie Du Vin is one of downtown's newest hangouts. Within walking distance from Chinatown and Honolulu's central business district, Brasserie Du Vin is accessible to a variety of clientele. There is ample street parking and several garages within walking distance from the venue, as well as nearby bus service.

HOURS OF OPERATION:

M-Sat 11:30 am – 11:30 pm

1 Entry / exit

FIGURE 77
Brasserie Du Vin location & access map
google earth



7.1.4.2 | FOOD AND BEVERAGE

This one-of-a-kind wine bar features a wide selection of wines and a more mature menu catering to a wealthier clientele. Brasserie Du Vin's extensive drink menu includes over 250 premium wines as well as vodka, tequila, gin, scotch, and international beers. The lunch and dinner menu includes a variety of soups and starters, salads, entrees, desserts, cheeses and cured meats.

HAPPY HOUR
4:00 pm - 6:00 pm



7.1.4.3 | SOCIABLE PLACE

Both active and passive types of sociability occur throughout the restaurant. During lunch hours the mood is mellow and customers come in both groups and individually. While some are here for a quick lunch break others are here with their computer. However, during the later hours the environment changes into a highly sociable space: couples, families and groups of friends flock to Du Vin. It is an exciting venue in which one feels as if one were transported to a foreign country where he or she can relax amongst others.

7.1.4.4 | NEUTRAL GROUND

Although anyone is welcome at Du Vin, the clientele consists of a business crowd. It is not a place for children; instead it is for adults over 21 years of age who enjoy great food and drinks. Du Vin serves as a neutral ground where customers are allowed to stay for hours during lunch or dinner.

7.1.4.5 | OUTDOOR CONNECTION

There is a relationship between the indoor and outdoor environment throughout Brasserie Du Vin. The entry is well connected to the street, the façade completely opens to the street and the entire restaurant is visible to all who pass by. The centrally located outdoor courtyard or patio also provides customers with a relationship to the outdoors.

- ① Patio seating
- ② Storefront outdoor connection

FIGURE 79
Brasserie Du Vin outdoor sketch
(drawing not to scale)

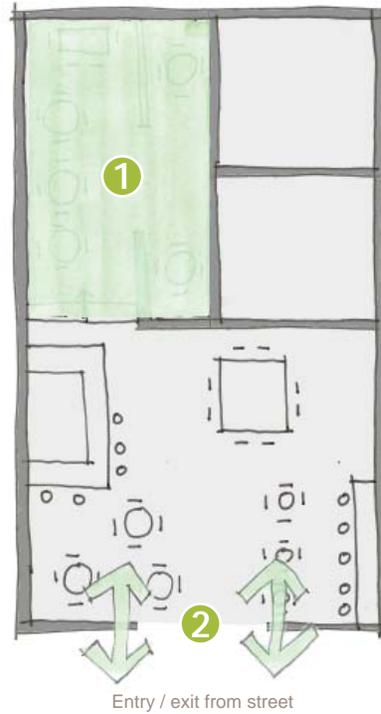


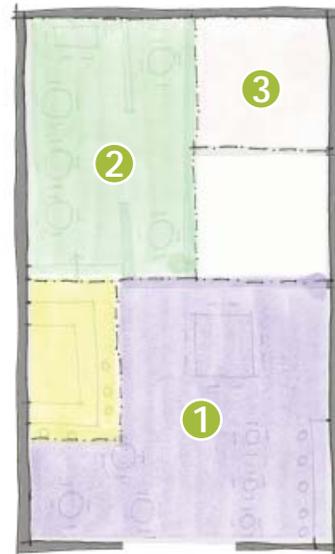
FIGURE 80
Brasserie Du Vin storefront
Sanpei 02.15.07



FIGURE 81
Brasserie Du Vin patio
www.brasserieduvin.com

7.1.4.6 | PROVISION OF CHOICES

Brasserie Du Vin operates primarily as a restaurant serving lunch and dinner until 10:00 p.m. However, it also serves as a wine bar, pub, and a venue for events, as well as a simple hangout to read the paper. Du Vin offers three entirely different seating areas: the saloon, the patio space, and the cask room. As customers walk through the doors from Bethel Street they are given the option of sitting in an indoor or an outdoor environment. The main area upon entry is dimly lit and features a large wooden bar and a variety of table settings from which to choose.



Entry / exit from street



FIGURE 83
Brasserie Du Vin saloon room
www.brasserie-du-vin.com

FIGURE 84

Brasserie Du Vin patio
www.brasserieevin.com



FIGURE 85

Brasserie Du Vin cask room
www.brasserieevin.com



If one prefers to sit outside, located behind the main entry is an outdoor courtyard, the patio. Open to sunlight and moonlight, the outdoor seating area is designed to convey the atmosphere of an outdoor café. The final place to relax or socialize is located through a doorway on the right. This room, also known as the cask room, draws inspiration from a classic French pub and features a wooden bar as well as small tables. The variety in seating allows the customer to choose where he or she feels most comfortable to sit and socialize.

- ① Small tables
- ② Medium tables
- ③ Large group table
- ④ Bar seating
- ⑤ Pub seating
- ⑥ Outdoor seating
- ⑦ Bar height table

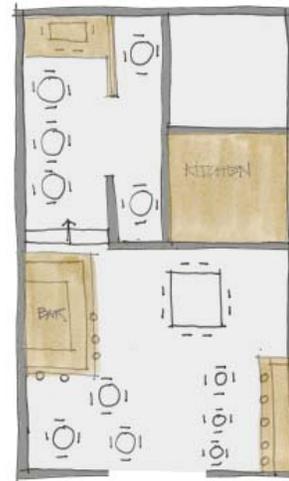
FIGURE 86
Brasserie Du Vin seating sketch
(drawing not to scale)



Entry / exit from street

7.1.4.7 | FLEXIBILITY

The only fixed fixtures throughout the restaurant are the two bars, the kitchen, and several permanent seating areas. The furniture selected for the patio, saloon and cask room can be easily interchanged throughout the space. Furnishings for the rooms can easily be removed or replaced depending on the customers' need.



7.1.4.8 | COMFORT

The décor looks a bit aged as if this place has been there for hundreds of years. The chairs are a little tattered and the paint on the wall is cracked and chipped, but it is a place where customers feel comfortable. Signs are handwritten and magazines are available to the customers. The interior spaces are designed to resemble a homey environment where customers can comfortably stay for hours. Similar to being at home or work, Brasserie Du Vin offers free wireless internet connection throughout the restaurant and the patio.



FIGURE 88

Brasserie Du Vin cask room interior
www.brasserie-du-vin.com

7.1.4.9 | BRANDING

Branding is not crucial to the popularity of Brasserie Du Vin; it is simply a place for customers to enjoy great food and beverages amongst others.

7.1.4.10 | EXPERIENCE ORIENTED

Brasserie Du Vin offers customers a one of a kind experience. As the latest dining concept of restaurant entrepreneur Dave Stewart, this wine bar/brasserie was inspired by cafés found in the rural towns of southern France. It is a place where people gather to eat hearty meals, drink wine and engage in conversation. Customer service is exceptional and in-house sommeliers are on staff to answer any questions regarding wine selections. Brasserie Du Vin is also an event driven venue offering live jazz, European singers, folk performances, and special wine events.

FIGURE 89

Brasserie Du Vin patio entertainment
www.brasserieevin.com



FIGURE 90

Brasserie Du Vin sommelier
www.brasserieevin.com



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- Starbucks
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- Bape Café
- Watami Izakaya
- Pronto

7.1.5 HONOLULU COFFEE

Ala Moana Center, Honolulu, HI

7.1.5.1 | LOCATION AND ACCESS

The Honolulu Coffee Company is a locally owned business offering high quality Kona coffee products to both residents and tourists. There are two stores in the shopping center and both are located within a five minute walk of each other. This particular precedent study will focus on the small kiosk located above Center Stage; it is the more popular of the two retail venues and it is easily accessible and visible to all customers who frequent the mall.

HOURS OF OPERATION:

M-Sat 9:00 am – 9:00 pm
Sun 10:00 am – 7:00 pm

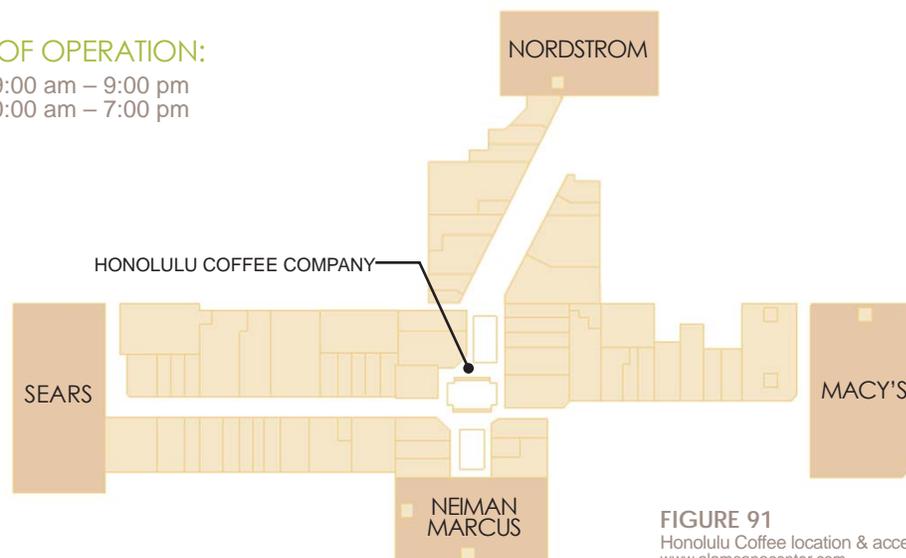


FIGURE 91
Honolulu Coffee location & access diagram
www.alamoanacenter.com

7.1.5.2 | FOOD AND BEVERAGE

The food and beverage menu is simple, offering gourmet espresso drinks, both hot and cold, as well as freshly baked pastries and desserts.

7.1.5.3 | SOCIABLE PLACE

The kiosk is a highly sociable place where locals and tourists, can sit back and rejuvenate themselves with energy after a long day of shopping. Here customers can socialize with friends and people watch while enjoying their beverages.

7.1.5.4 | NEUTRAL GROUND

Honolulu Coffee Company center stage kiosk serves as a neutral ground for any coffee lover. Similar to prior precedent studies, some customers come in large groups while others come alone; it is a place for both men and women.

7.1.5.5 | OUTDOOR CONNECTION

At this particular Honolulu Coffee Company venue, the only seating area provided is an outdoor lanai space covered by a roof.

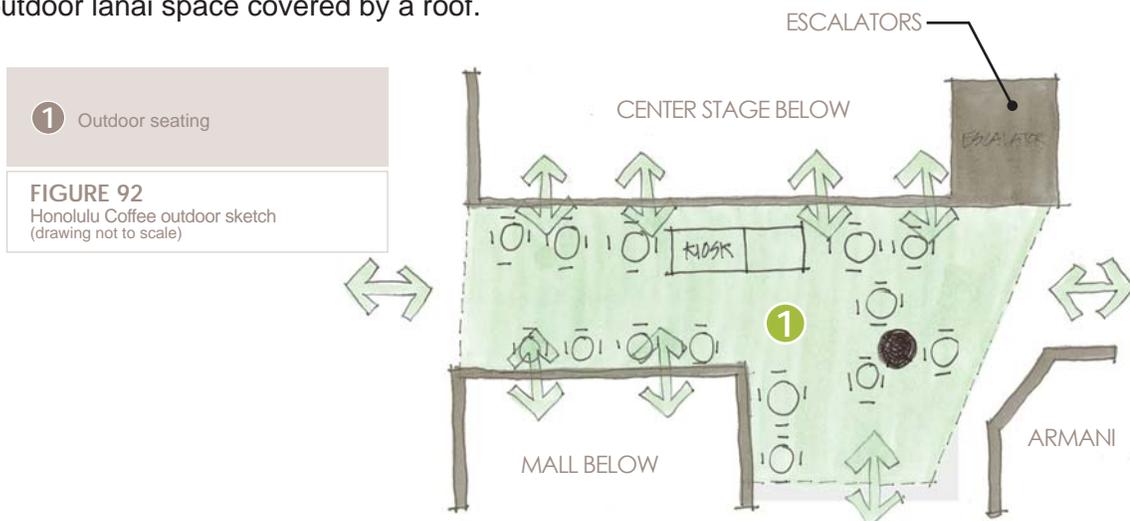


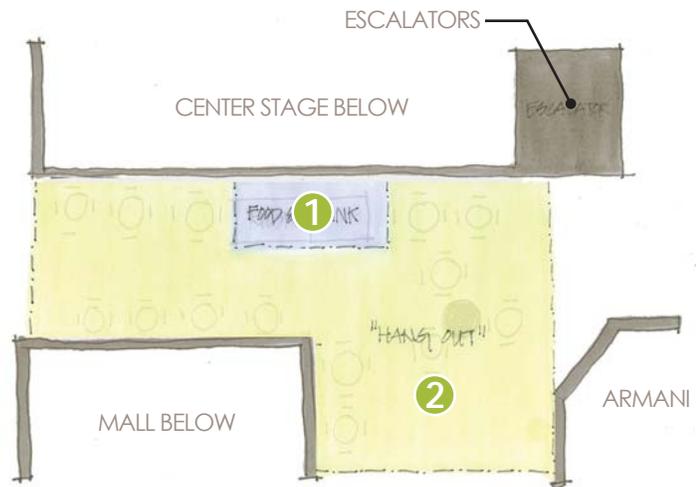


FIGURE 93
 Honolulu Coffee outdoor connection
 Sanpei 02.05.08

7.1.5.6 | PROVISION OF CHOICES

The Honolulu Coffee Company center stage kiosk serves as a place where one can go to buy coffee products, drinks or just hangout and socialize among friends.

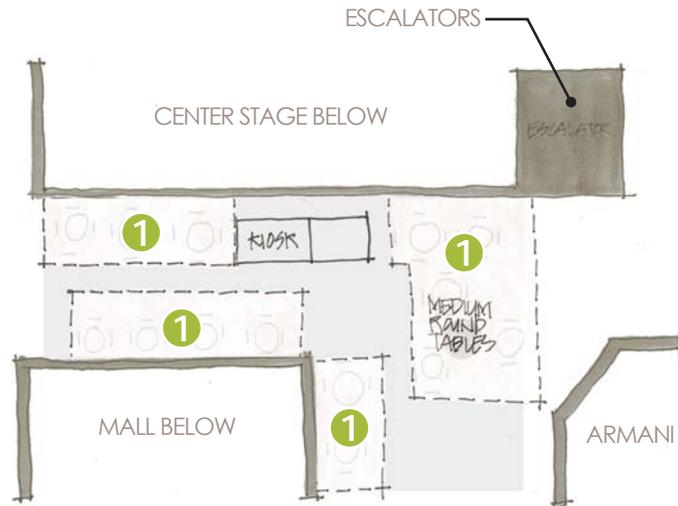
- ① Food and drinks
 - ② Hangout
- FIGURE 94**
 Honolulu Coffee function sketch
 (drawing not to scale)



The only seating option consists of simple circular tables with about two to four chairs per table surrounding the barista. Seating often intrudes on the circulation path overlooking the center stage. The only option customers are given is the view he or she would like to enjoy while sipping beverages. Although seating variety is limited, this location is often crowded.

1 Small tables

FIGURE 95
Honolulu Coffee seating sketch
(drawing not to scale)

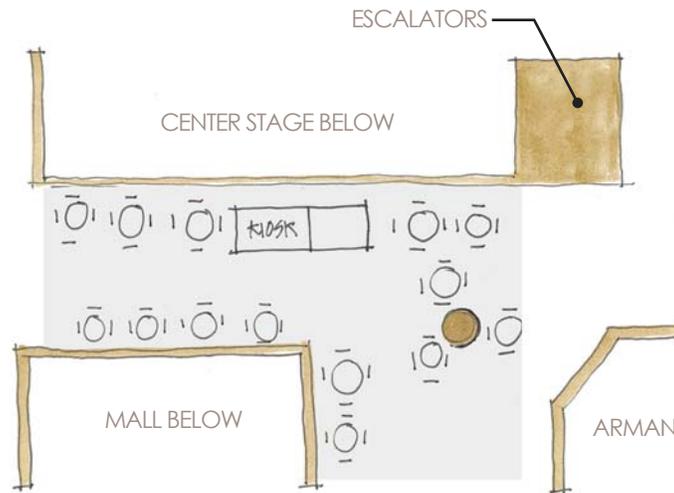


7.1.5.7 | FLEXIBILITY

Prior to implementing a coffee selling kiosk, the space functioned as a walkway for mall users. Chairs and tables are light weight, moveable and easy to put away. Customers can easily move chairs from one table to another to accommodate their needs.

Fixed space

FIGURE 96
Honolulu Coffee flexibility sketch
(drawing not to scale)



7.1.5.8 | COMFORT

Although the space is quite simple chairs are rather comfortable, each with armrests and seat backs.

FIGURE 97

Honolulu Coffee furniture
Sanpei 02.05.08



7.1.5.9 | BRANDING

Branding is not evident at this retail location.

7.1.5.10 | EXPERIENCE ORIENTED

Customer experience is also not evident at this retail location.

007

REINVENTING OUR SOCIAL SPACES
PRECEDENTS TODAY



Starbucks
Borders
Mai Tai Bar
Brasserie Du Vin
Honolulu Coffee
Galleria Illy
Choco Cro
Bape Café
Watami Izakaya
Pronto

7.1.6 GALLERIA ILLY

Soho, New York City, NY

7.1.6.1 | LOCATION AND ACCESS

After months of trying to locate a possible site in Manhattan, the Galleria Illy owners decided upon Soho, New York. Located in the heart of Soho, a high traffic neighborhood surrounded by galleries, boutiques and eateries, the café was easily accessible to a variety of customers. Whether riding in a taxi, peddling a bike or walking down the street the large red Illy sign provided customers with a visual connection to the Gallery. Galleria Illy, a temporary café in Soho, opened its doors to customers on September 14, 2005. As a temporary café, Galleria Illy closed its doors to customers on December 15, 2005, three months after opening. Although the temporary café was not a profit making endeavor, the American consumer became aware of the Illy brand.

HOURS OF OPERATION:

T-Sun 11:00 A.M. – 8:00 P.M.

1 Entry / exit

FIGURE 98
Galleria Illy location & access map
google earth

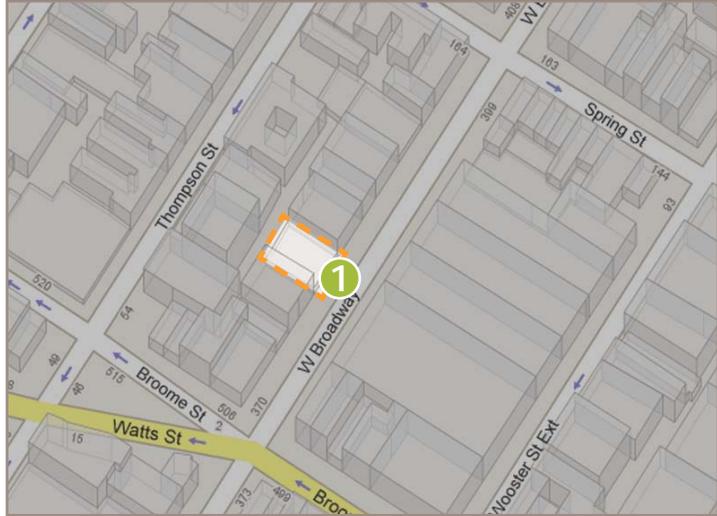


FIGURE 99
Galleria Illy storefront
www.illy.com

7.1.6.2 | FOOD AND BEVERAGE

The menu at Galleria was minimal; there was a total of nine drink and nine dessert items on a rotating menu; espressos were priced at two dollars and cappuccinos at five. The baristas located on the ground floor prepared beverages and desserts for the customers on both levels. Customers were also free to use a self service espresso machine with expert help available.

7.1.6.3 | SOCIABLE PLACE

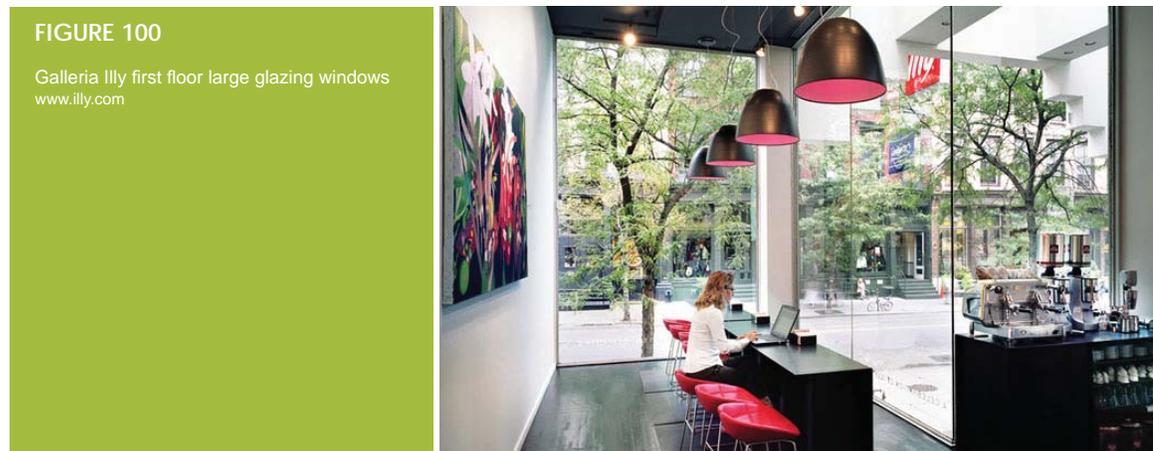
Galleria Illy was a highly sociable space that encouraged social interaction between both strangers and friends. By providing customers with lectures, free classes, and demonstrations, the gallery was a lively environment. Customers were allowed to stay for hours with no sense of urgency to leave.

7.1.6.4 | NEUTRAL GROUND

Although anyone was welcome to enjoy Galleria Illy, the clientele consisted of a select crowd of coffee lovers. It was not a place for families and children; instead it was a place where one could learn about Illy coffee. Although the clientele was rather selective, Galleria Illy served as a neutral ground for customers.

7.1.6.5 | OUTDOOR CONNECTION

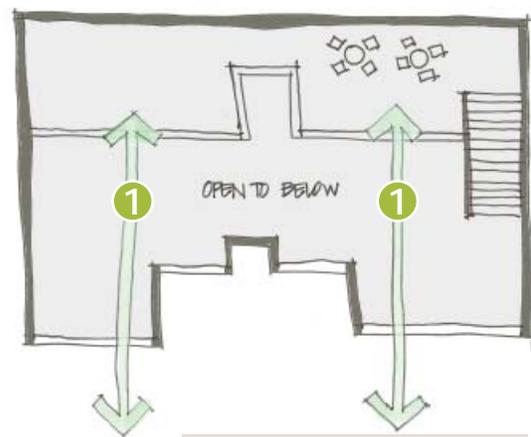
Fifteen foot high windows provided customers with a connection to the outdoors.



GROUND FLOOR



2ND FLOOR



① Large window glazing

FIGURE 101
Galleria Illy outdoor sketch
(drawing not to scale)

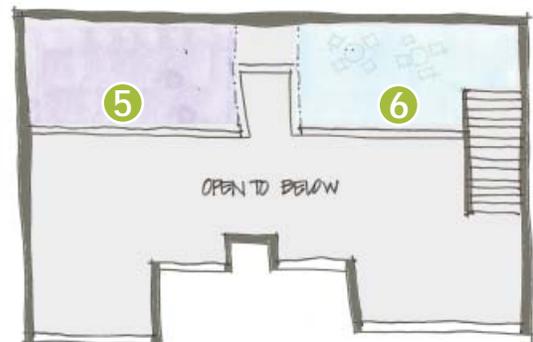
7.1.6.6 | PROVISION OF CHOICES

Galleria Illy was no ordinary café or gallery. It was a place that incorporated coffee, art, culture, architecture, design, and literature, all within one building. There were spaces for learning about coffee, places to drink coffee and enjoy art work, and places to just sit and relax. This variety allowed people who had different interests to gather in one location for a limited time only.

GROUND FLOOR



2ND FLOOR



- | | |
|-----------------|--------------------|
| ① Food & drinks | ④ Library |
| ② Hangout | ⑤ On-line shopping |
| ③ Gallery | ⑥ Classrooms |

FIGURE 102
Galleria Illy function sketch
(drawing not to scale)

The first floor seating consisted of a lounge area furnished with sofas, a bar area with stools, a library/reading room, and ample standing room. Classrooms were located on the balcony for customers who were interested in learning about coffee preparation and culture. Spaces also were provided for private parties and screening events.



FIGURE 103

Galleria Illy first floor couch seating area
www.illy.com



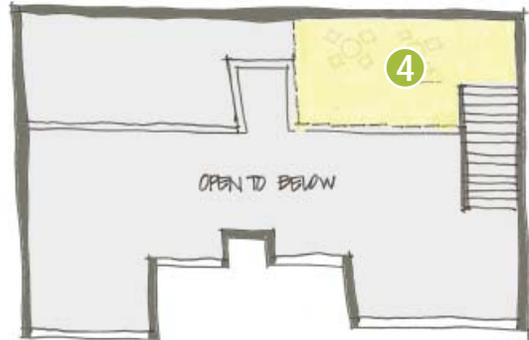
FIGURE 104

Galleria Illy first floor bar seating area
www.illy.com

GROUND FLOOR



2ND FLOOR



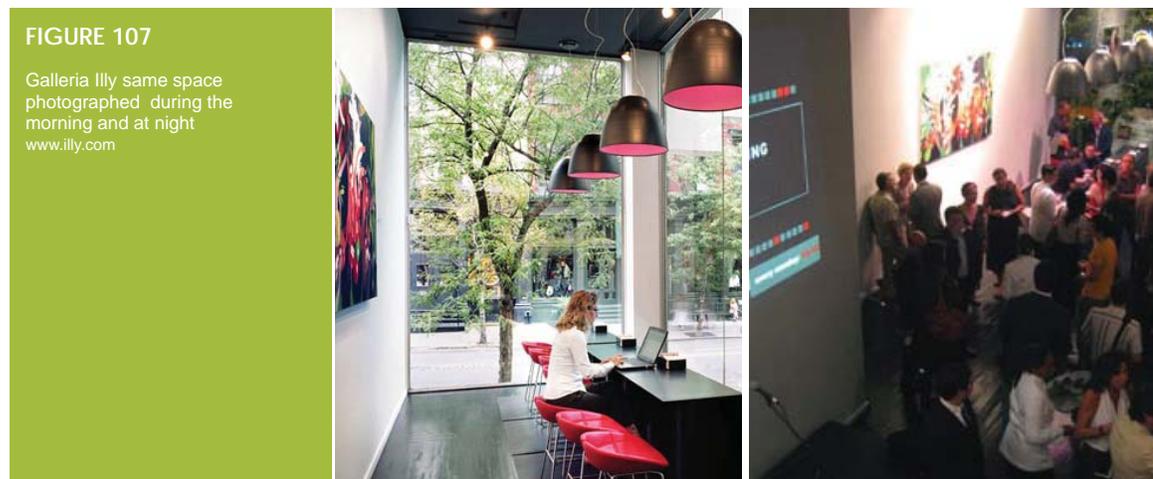
- ① Couches
- ② Lounge / library
- ③ Bar
- ④ Classrooms

FIGURE 105

Galleria Illy seating sketch
(drawing not to scale)

7.1.6.7 | FLEXIBILITY

The only fixed fixtures in the Gallery were the espresso and coffee bar, stairs, and library. The chairs and tables were easily moveable, allowing flexibility within the space. With an open floor plan the interior spaces could be easily manipulated.



7.1.6.8 | COMFORT

The first floor loft space was furnished with comfortable modular leather couches, coffee tables, red leather bucket seat stools, and lounge furniture. Visitors to the library/reading room were offered a choice between watching coffee videos on plasma screens, listening to music, or thumbing through books while sipping coffee. Customers were able to place drink and dessert orders through wait staff or prepare their own drinks at the do-it-yourself counter.

7.1.6.9 | BRANDING

The branding effort was based upon quality coffee products; in 1930 the Illy family invented the modern espresso machine which produced drinks such as silky café lattes and frothy cappuccinos. The family's passion for producing the world's finest coffee is reflected in its quality beverages. The owners did not approach Gallery Illy as a money making store; instead it was a brand building exercise and experiment.

7.1.6.10 | EXPERIENCE ORIENTED

Galleria Illy place was a true experience for customers offering special events and continuous surprises. Events included art shows, live performances, screenings, talks, and educational classes. Each day was filled with new experiences and customers always returned for more.

Galleria Illy also provided the customer with a coffee themed, design based experience. The décor was modern yet minimal and the walls were decorated with art work depicting coffee harvests. A dramatic iron chandelier that held more than 300 espresso cups served as a monumental center piece in the gallery. Glass vases filled with coffee beans, leaves and branches were incorporated into the space.



<< FIGURE 108

Galleria Illy interior decor
www.illy.com

FIGURE 109 >>

Galleria Illy iron chandelier
www.illy.com



EVENTS: COFFEE SENSE, free 3 week course

WEEK 1: coffee and Illy fundamentals

WEEK 2: preparing Illy using every popular method, from drip to French press to espresso machine

WEEK 3: week three is all indulgence, showing how to pair the right coffees with the right dessert.

007

REINVENTING OUR SOCIAL SPACES
PRECEDENTS TODAY



- Starbucks
- Borders
- Mai Tai Bar
- Brasserie Du Vin
- Honolulu Coffee
- Galleria Ily
- Choco Cro**
- Bape Café
- Watami Izakaya
- Pronto

7.1.7 CHOCO CRO

Shinjuku, Tokyo, Japan

7.1.7.1 | LOCATION AND ACCESS

Located on a side street near Ginza's famous shopping street Chuo dori, Choco Cro can be a little difficult to find. Although it is easily accessible to customers who walk, use public transportation or drive, the self service café is not clearly visible from the arterial street. Choco Cro is instead located on one of the smaller side streets. The building signage is small and discrete; an average person would probably pass by without giving the café a second look. Choco Cro operates from the morning through night providing customers with both breakfast and desserts.



1 Entry / exit

FIGURE 110
Choco Cro location & access map
google maps



FIGURE 111

Choco Cro storefront
Sanpei 06.05.07

7.1.7.2 | FOOD AND BEVERAGE

Similar to Starbucks, Choco Cro offers freshly brewed drinks and light snacks for purchase. The menu is extremely limited, with the specialty being croissants stuffed with different fillings such as chocolate, green tea, strawberry and other flavors. Additional food items such as sandwiches and cold desserts are also available to customers.



FIGURE 112

Choco Cro food (green tea & chocolate croissant)
Sanpei 06.05.07



FIGURE 113

Choco Cro self service counter
Sanpei 06.05.07

7.1.7.3 | SOCIABLE PLACE

Choco Cro is a highly sociable environment; conversations are lively on all two floors of the café. Although some individuals are alone reading the paper or checking e-mails, other customers in groups socialize with each other. Here, customers are allowed to stay as long as they want and never are asked to leave. Although the prices may seem a little steep at times, the café provides a comfortable place sit down, relax and socialize.

7.1.7.4 | NEUTRAL GROUND

Choco Cro serves as a neutral ground. There are people of all ages: families with kids, single individuals, couples and even businessmen. Some customers come in large groups while others come alone. Both men and women patronize Choco Cro.

7.1.6.5 | OUTDOOR CONNECTION

As for a connection to the outdoors, Choco Cro only provides seating with views towards the street through glazed walls. These seats are always occupied with customers gazing into the street.

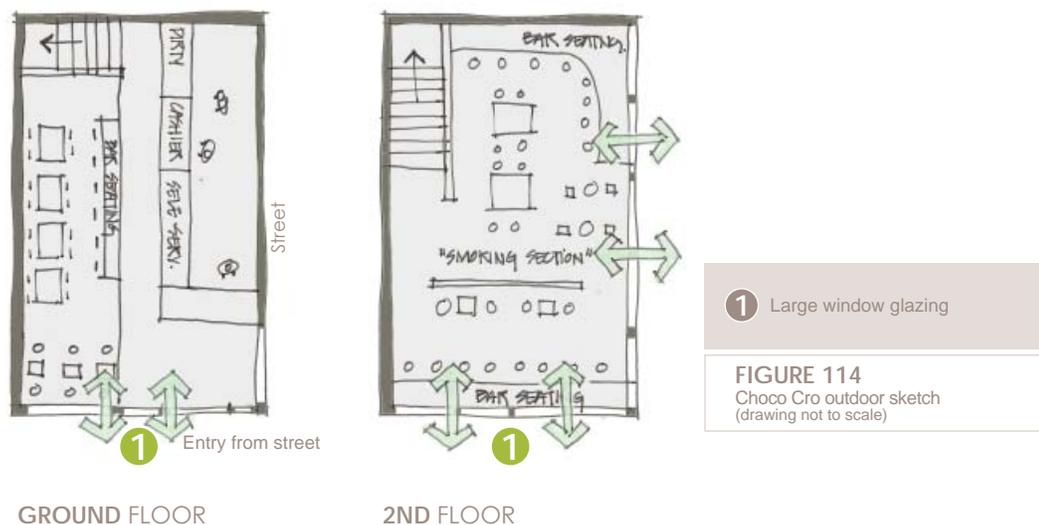
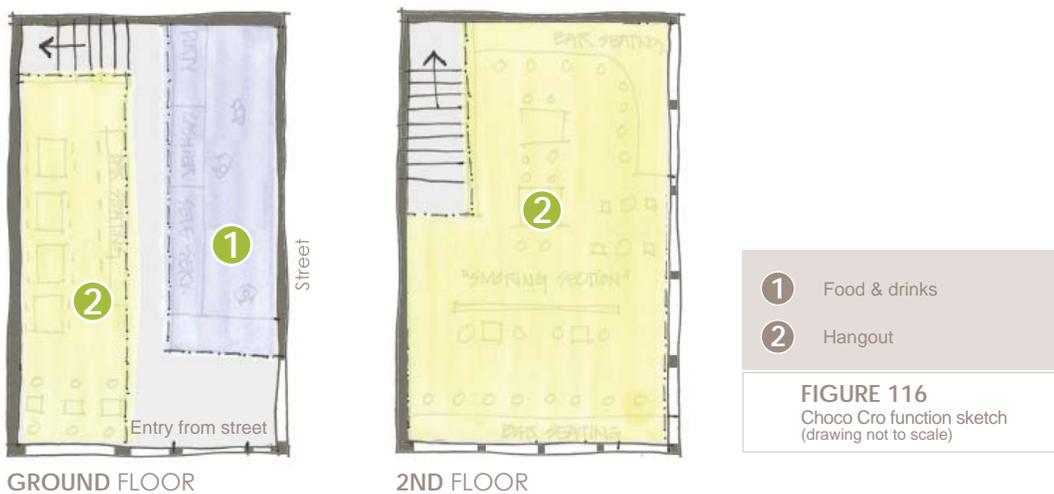




FIGURE 115
Choco Cro first floor windows
Sanpei 06.05.07

7.1.7.6 | PROVISION OF CHOICES

Choco Cro serves two functions as a café providing food and beverage and as a meeting or gathering place for businessmen, friends, and transient workers. In Japan it is difficult to find places to sit and rest in the city. By simply purchasing a food or beverage item from a café, customers are free to sit and relax in a comfortable, controlled environment. Since Choco Cro is an informal space offering simple food and beverage items, the length of a customer's stay is generally shorter than in other third places.



The café occupies two floors and provides numerous seating areas: bar seats, small tables for two, medium tables for four and tables for larger groups. The first floor consists of the cashier, service line and seating areas for smaller groups. Since smoking is allowed inside Japanese establishments, separated smoking areas are provided on separate floors or behind glass enclosed walls. At Choco Cro the smoking area is located on the second floor. Smoking areas are typically engulfed in smoke, making it difficult for non-smokers to breathe.



FIGURE 118

Choco Cro first floor seating
 Sanpei 06.05.07

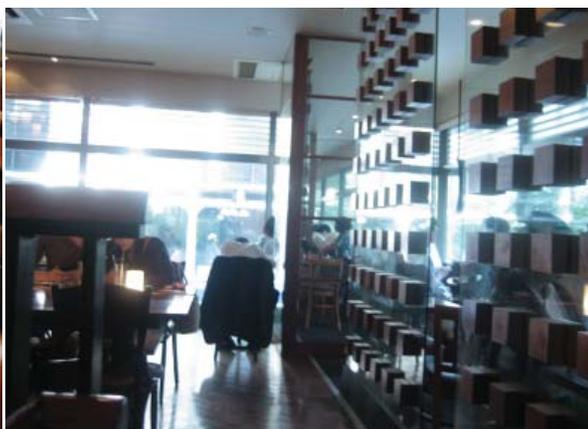


FIGURE 119

Choco Cro second floor smoke screen
 Sanpei 06.05.07

7.1.7.7 | FLEXIBILITY

Although the furnishings within the store are lightweight and flexible, Choco Cro does not allow for much change. A majority of the fixtures such as the self service counter, cashier, bar tables, booths, and smoking area are fixed fixtures. The only flexibility customers are given are to add or remove chairs based upon their needs.



7.1.7.8 | COMFORT

Upon entering Choco Cro the first impression is a feeling of comfort; the smell of freshly baked pastries makes one feel at home. The clean and litter free environment provides shelter from the elements as well as a comfortable place to sit and relax. The interior includes the use of neutral colors and wood finishes that help to warm up the space.

7.1.7.9 | BRANDING

The branding effort seems to be based entirely upon the croissant pastry. Branding is evident throughout the entire store; everything from the packaging, to the interior design, graphics, and signage reflects the Choco Cro brand.

7.1.7.10 | EXPERIENCE ORIENTED

Several experiences are offered at Choco Cro. Upon entering the café, the aroma of the baked croissants enhances the customers' experience. As a first time customer, one can also watch the pastry chef situated in the front of the store preparing fresh croissants. Self service in itself can also be an amusing experience for the customers of Choco Cro.

FIGURE 121

Choco Cro pastry chef
Sanpei 06.05.07





Starbucks
Borders
Mai Tai Bar
Brasserie Du Vin
Honolulu Coffee
Galleria Ily
Choco Cro
Bape Café
Watami Izakaya
Pronto

7.1.8 BAPE CAFÉ

Harajuku, Tokyo, Japan

7.1.8.1 | LOCATION AND ACCESS

Bape Café is owned by a DJ/turned designer/turned entrepreneur, Nigo. A Bathing Ape is Nigo's street fashion label popular throughout Japan. Located right off of Cat street in Harajuku, Bape Café can be quite difficult to find. The building design lacks glamour; instead it relies on simplicity. There are no large logos on the building, just plain concrete walls and large glazing. Although the café may be difficult to find, based on its location it is easy to access. Customers can easily walk or drive to Bape Café if they are familiar with the location of the establishment.

HOURS OF OPERATION:

M-Sat 10:30 A.M. – 11:00 P.M.
Sun 10:30 A.M. – 9:30 P.M.



① Entry / exit

FIGURE 122
Bape Café location & access map
google maps



FIGURE 123

Bape Café storefront
Sanpei 06.05.07

7.1.8.2 | FOOD AND BEVERAGE

At Bape Café customers are greeted by a hostess and escorted to their seat. The menu is quite limited and surprisingly affordable, offering items such as sandwiches, soups, entrees and desserts. Popular lunch items include red shrimp curry and rice, hamburger steak and rice, ground beef curry, and Caesar salad with bacon, all priced at 800 yen. Dessert options include a banana sundae, fruit shortcake, and even waffles.

FIGURE 124

Bape Café waffles
Sanpei 06.05.07



7.1.8.3 | SOCIABLE PLACE

Bape Café is an extremely sociable place. One noticeable difference in the Japanese restaurant is there is no sense of urgency to leave. Many chain restaurants in America typically encourage customers to leave once the meal is finished; in Japan customers are allowed to stay for as long as they want. When one is finished with a meal, the waitress no longer comes around and customers are free to sit and socialize with friends.

7.1.8.4 | NEUTRAL GROUND

Although anyone is welcome to Bape Café the clientele consists of a crowd who share an interest in the Bape brand. Customers are typically in their 20's-30's and dressed similarly in their graphic t-shirts and dark denim jeans. Although Bape Café may cater to customers of the Bape brand, it serves as a neutral ground where customers are allowed to stay for hours during lunch or dinner.

7.1.8.5 | OUTDOOR CONNECTION

Both the first floor and second floor are connected to the outdoor environment. The doors on the first floor pivot open to enlarge the seating area for customers. On the second floor a large outdoor balcony provides additional seating opportunities.

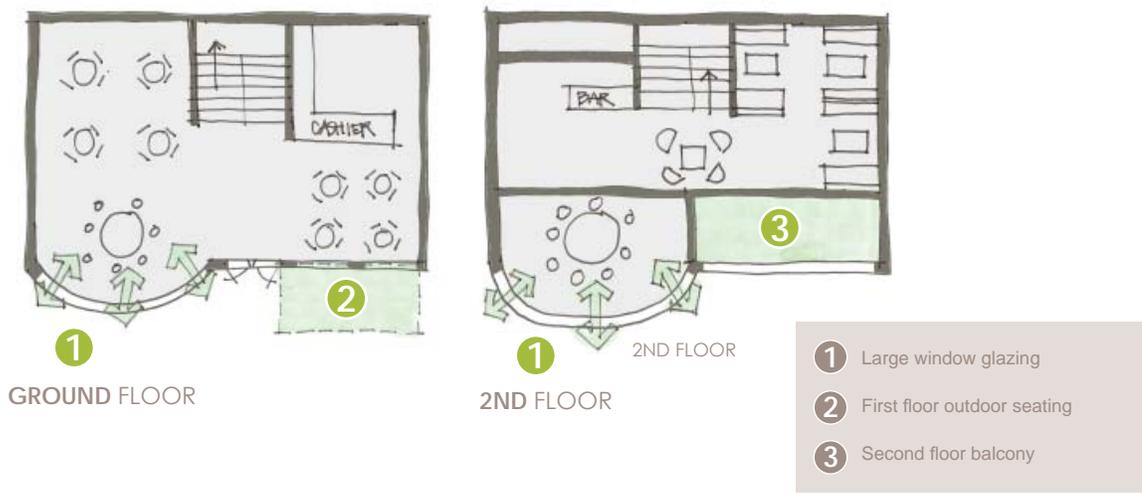


FIGURE 125
Bape Café outdoor sketch
(drawing not to scale)



FIGURE 126
 Bape Café storefront showing outdoor connections: large windows, pivoting doors, second floor balcony
www.flickr.com

7.1.8.6 | PROVISION OF CHOICES

Bape Café operates primarily as a café serving lunch and dinner until 11:00 p.m.

However, after 11:00 p.m. it also serves as a bar as well as a venue for special events.



GROUND FLOOR

2ND FLOOR

1	Café
2	Bar

FIGURE 127
 Bape Café function sketch
 (drawing not to scale)

The café provides a variety of seating areas. The first floor consists of small chrome round tables and plastic rattan chairs and an eight-seat round table. The second floor offers approximately seven navy leather booths and a lounging arrangement. An additional private room and lanai space not accessible to the public is also located on the second floor. The third floor remains a mystery as it seems to be an area reserved for special guest and private seatings.



FIGURE 128

Bape Café 1st floor small tables
www.bape.com



FIGURE 129

1st floor large round table
www.bape.com

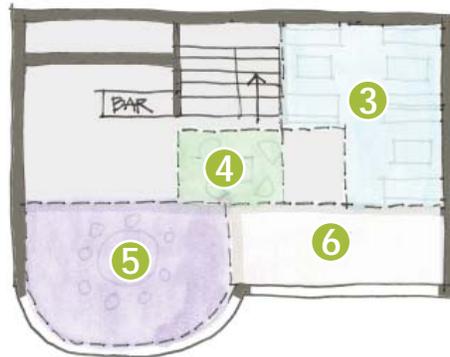


FIGURE 130

2nd floor booths
www.bape.com



GROUND FLOOR



2ND FLOOR

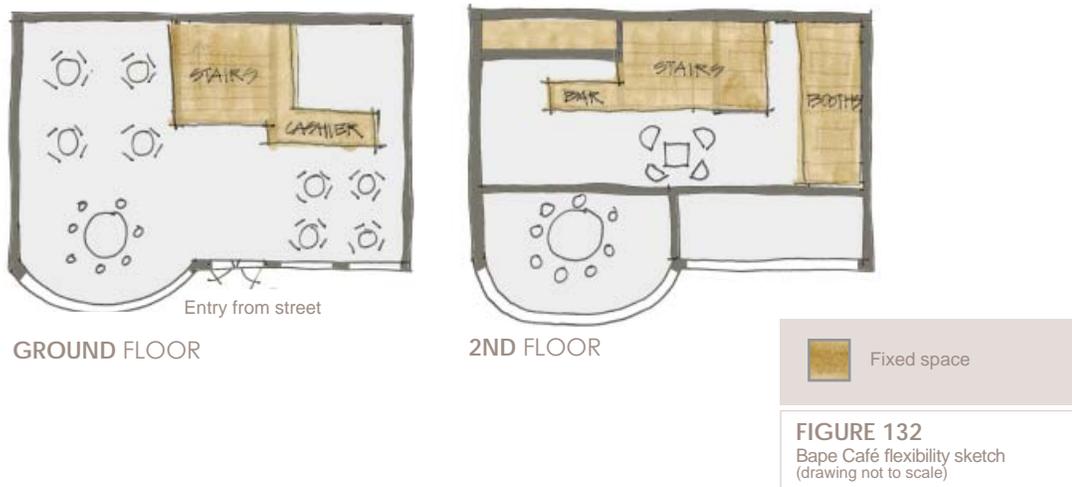
- ① Large round table
- ② Small tables
- ③ Booths
- ④ Lounge
- ⑤ Large round private
- ⑥ Outdoor balcony

FIGURE 131

Bape Café seating sketch
(drawing not to scale)

7.1.8.7 | FLEXIBILITY

Bape Café is a rather flexible space. The only fixed features on the first floor are the cashier and the restrooms; the remaining furniture pieces are light weight and movable. The entire first floor space can accommodate exhibits and other special events. On the second floor the booths, bar, and restrooms are fixed, while the remaining space is quite open and flexible.



7.1.8.8 | COMFORT

The décor consists of navy blue upholstery, dark wood and concrete, and provides for a comforting space. It is simple yet classy, nothing is too extravagant, and it is a place that feels comfortable enough to socialize for hours.



7.1.8.9 | BRANDING

Branding is evident throughout the entire café, from the food to the architecture. As a business owner, Nigo makes certain the brand is cohesive in both his clothing line and his café. The Bathing Ape references also appear on the plates, cups, hand wipes, sugar cube wrappers, and napkins. The ice served in the smoothie is shaped in stars, representing one of the many recognizable Bathing Ape designs. Although the references are quite subtle, it is this high quality of design that makes the café exclusive. While dining customers feel as if they are part of the Bathing Ape brand and belong to an exclusive social group.

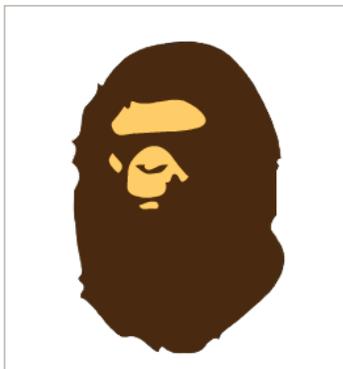


FIGURE 134 >>

Bape Café signage
www.flickr.com

<< FIGURE 135

Bape logo
www.flickr.com



FIGURE 136 >>

Bape Café coffee
www.bapecafe.com

<< FIGURE 137

Bape Café
Strawberry shake
/ star shaped ice
Sanpei 06.05.07



7.1.8.10 | EXPERIENCE ORIENTED

Bape Café offers the customer numerous experiences: a design based experience, elements of surprise, and exceptional customer service. Elements of surprise include “secret rooms” unavailable to the average customer and unique art work displayed on walls. Customers who come to Bape Café are greeted by a hostess, escorted to their seat, and served by a waiter or waitress. Once seated, customers are offered Bape wet napkins to cleanse hands; water is promptly served and constantly refilled.



FIGURE 138

Bape Café “secret rooms”
Sanpei 06.05.07



Starbucks
Borders
Mai Tai Bar
Brasserie Du Vin
Honolulu Coffee
Galleria Ily
Choco Cro
Bape Café
Watami Izakaya
Pronto

7.1.9 WATAMI IZAKAYA

Shinjuku, Tokyo, Japan

7.1.9.1 | LOCATION AND ACCESS

Watami Izakaya is located on a shared street in Shinjuku with high foot traffic. Large signage provides visible access to customers on foot, bike, or in a car. However, like most izakayas it is not located on the ground floor, making it necessary to use barker solicitors to lure customers. They usher customers to the elevator that may otherwise be difficult to find. Making one's way to the restaurant entry can be quite confusing with the numerous narrow passageways and floors. Watami Izakaya opens at around 4:00 p.m. and closes late at night, making it an ideal place for business workers nearby.



1 Entry / exit

FIGURE 139
Watami Izakaya location & access map
google maps

7.1.9.2 | FOOD AND BEVERAGE

The food and drink selection at Watami Izakaya is quite extensive. The drink menu includes a variety of local and imported beers, sake, shochu, mixed drinks, wine and whiskey. Food prepared at an izakaya is similar to that of bars and pubs and meant to be shared with a group of friends. Items range from traditional Japanese delicacies such as tofu, okonomiyaki, edamame, sashimi, and croquettes to pizza, french fries, fried chicken wings and cheese sticks.



FIGURE 140

Izakaya Menu
www.gregman.com



FIGURE 141

Izakaya food
Sanpei 06.05.07

7.1.9.3 | SOCIABLE PLACE

Watami Izakaya is an extremely noisy as well as sociable place. As the night progresses the conversations become louder and louder. Although it may be difficult to meet new friends in an izakaya due to the private dining areas, it is a great setting to socialize amongst friends and coworkers.

7.1.9.4 | NEUTRAL GROUND

Due to the fact that Watami Izakaya is located in a business area the clientele consists primarily of office workers, which include both women and men and junior and senior professionals. Watami Izakaya is a neutral ground that serves as a perfect place to entertain friends and co-workers outside of one's home.

7.1.9.5 | OUTDOOR CONNECTION

There is no connection to the outdoors.

7.1.9.6 | PROVISION OF CHOICES

Watami Izakaya operates primarily as an eating and drinking establishment that is open during evening hours only. It serves as a meeting space for business workers and a place to unwind after a long hard day.



The izakaya provides three different seating options: small tables for parties of one or two, private booths accommodating two to four, and a large private room for parties over four.



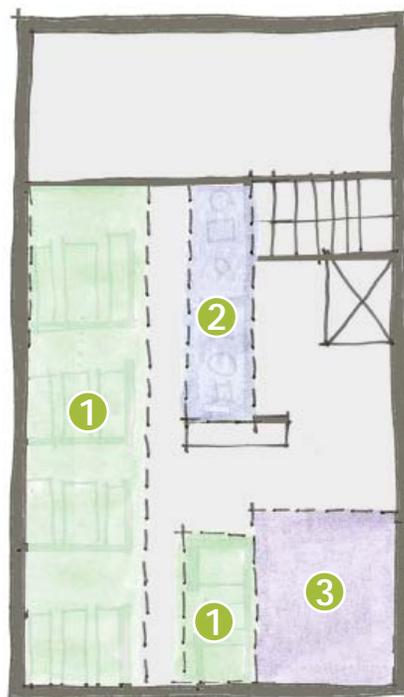
FIGURE 143

Watami Izakaya medium private booths
Sanpei 06.05.07



FIGURE 144

Watami Izakaya large private room
Sanpei 06.05.07



2ND FLOOR

- ① Medium private booths
- ② Small tables
- ③ Large private room

FIGURE 145
Watami Izakaya seating sketch
(drawing not to scale)

7.1.9.7 | FLEXIBILITY

Similar to a home, Watami Izakaya does not allow for much flexibility. Seating arrangements, walls, and partitions are all fixed fixtures within the space.



7.1.9.8 | COMFORT

While dining in an Izakaya one feels at home; hangers are available to store coats and jackets, places are provided to store shoes, and the waitresses will come by only when buzzed by the call button. The seating areas are very private with multiple screens and glass partitions that hide customers from each other. Long mazelike hallways resembling those in a home lead customers to different seating areas. The private booths are quite comfortable and an individual screen door allows for privacy. Larger groups are seated in private living room like settings furnished with tatami mats.



<< **FIGURE 147**

Watami Izakaya call button
Sanpei 06.05.07

FIGURE 148 >>

Watami Izakaya mazelike hallway
Sanpei 06.05.07



7.1.9.9 | BRANDING

There is no branding at Watami Izakaya.

7.1.9.10 | EXPERIENCE ORIENTED

Although no branding efforts are made, Watami Izakaya offers customers an exciting experience. The streets of Shinjuku are exciting during the night; when the sun goes down the streets come alive. At around four to five o'clock in the afternoon the side streets are bustling with men and women barkers soliciting customers for different restaurants. This is where the experience begins. Each barker represents a different restaurant, and to a foreigner in Japan everything can be quite overwhelming. It can be difficult to choose an izakaya to dine at. Upon entry into Watami Izakaya, the removal of footwear is required of all guests; customers then are ushered to private booths and served an *oshibori* to cleanse their hands. Once they are comfortable, the hostess provides customers with picture menus; when one is ready to order, a call button located on the table notifies the waitress. Depending on how busy the restaurant is, it may take rather long to receive service. However, at times the call button may become quite annoying because it can be heard throughout the restaurant.



<< FIGURE 149

Izakaya street barker
Sanpei 06.06.07

FIGURE 150 >>

Watami Izakaya shoe lockers
Sanpei 06.06.07



007

REINVENTING OUR SOCIAL SPACES PRECEDENTS TODAY



- Starbucks
- Borders
- Mai Tai Bar
- Brasserie Du Vin
- Honolulu Coffee
- Galleria Ily
- Choco Cro
- Bape Café
- Watami Izakaya
- Pronto**

7.1.10 PRONTO

Shinjuku, Tokyo, Japan

7.1.10.1 | LOCATION AND ACCESS

Located on a calmer street in Shinjuku, Pronto is a franchise café bar easily accessible to customers who walk, use public transportation or drive. This particular location offers both street parking and bicycle storage for customers. Similar to Starbucks, Pronto outlets are typically located in high traffic, visually accessible settings.



FIGURE 151

Pronto storefront
Sanpei 06.10.07



1 Entry / exit

FIGURE 152
Pronto location & access map
google maps

7.1.10.2 | FOOD AND BEVERAGE

Operating as a café bar, Pronto's food and beverage menu changes from morning to night. In the morning hours Pronto functions as a self service café offering coffee, tea and light snacks already prepared for the customers. During the night the café turns into a bar serving alcoholic beverages such as beer and wine and light meals such as salad, pasta and pizza.



FIGURE 153
Pronto self service counter
Sanpei 6.10.07

7.1.10.3 | SOCIABLE PLACE

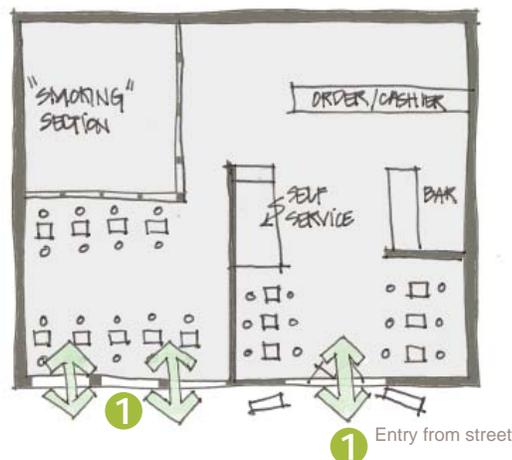
In the morning the mood is quiet, with a majority of the customers reading the paper or checking e-mails on their cellular phones. Customers are able to relax and drink their coffee before a busy day at work. Unlike the morning, the night is filled with social interaction and conversations. Pronto serves as a place for co-workers to discuss how their day went over drinks and appetizers.

7.1.10.4 | NEUTRAL GROUND

Pronto serves as a neutral ground for businessmen and women who work in the nearby area. People come in both large groups and alone; however, due to its location in a business district it is generally not a place for young children and families.

7.1.10.5 | OUTDOOR CONNECTION

As for a connection to the outdoors, Pronto only provides seating with views towards the street through glazed walls. However, this is the most popular seating, as here couples face their chairs towards the street and watch the day and people go by.



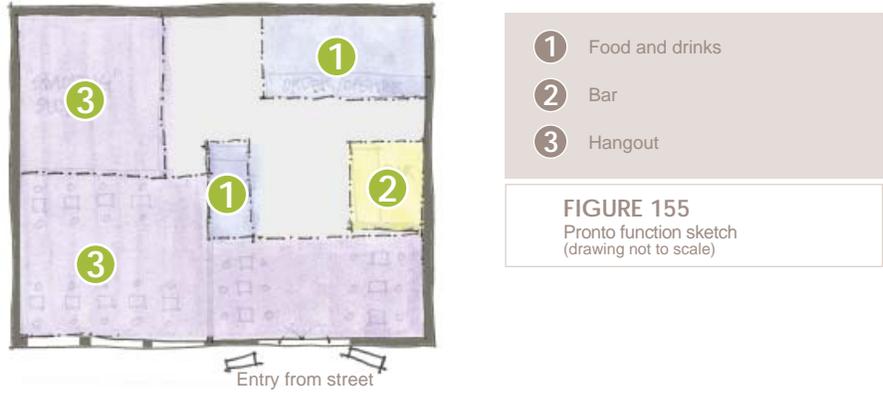
1 Storefront outdoor connection

FIGURE 154
Pronto outdoor sketch
(drawing not to scale)

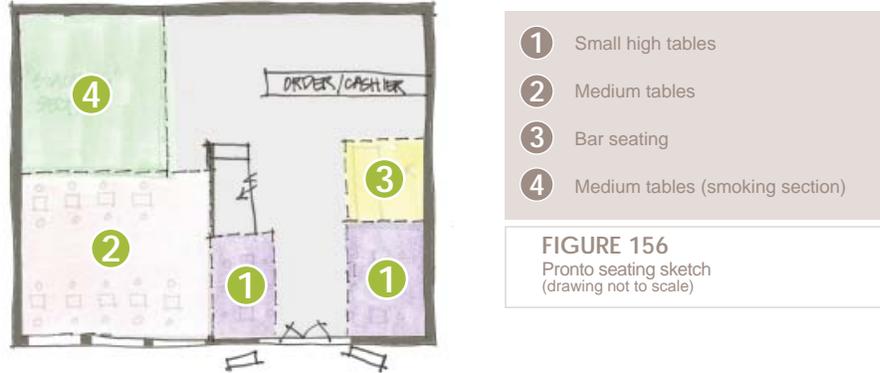
7.1.10.6 | PROVISION OF CHOICES

Pronto is a Japanese franchise that features different daytime and nighttime personalities. It allows customers to enjoy beverages and meals during almost any hour of the day. In the morning hours Pronto serves pastries and sandwiches together with tea and coffee. Food is self served in a manner similar to that of a self service café. During the night, the mood changes and the streets of Shinjuku bustle with activity. Businessmen come to Pronto for drinks after work; here they can sit back and relax with friends after a long hard day. This is an ideal concept: a café that provides for morning

needs and a place for one to return to after work. The café bar is a unique concept in that it adapts to the needs of a businessman throughout the day. It serves him caffeine and breakfast in the morning and alcoholic beverages and dinner in the evening.



Pronto provides a variety of seating areas to choose from: bar spaces for individuals, movable tables and chairs for groups, and a private smoking space. Since smoking is allowed inside Japanese establishments, a separated smoking area is provided behind glass enclosed walls.



<< **FIGURE 157**
Pronto seating: small tables
Sanpei 06.10.07

FIGURE 158 >>
Pronto seating: smoking section
Sanpei 06.10.07



7.1.10.7 | FLEXIBILITY

The only fixed fixtures in the space include the cashier, bar, self service counter and the smoking room enclosure; the remaining space is quite flexible. Pronto provides tables and chairs that are light weight, flexible and easy to rearrange.



7.1.10.8 | COMFORT

Upon entering Pronto the first impression is a feeling of comfort; the café bar is clean, litter free, and provides shelter from the elements. The interior spaces incorporate a variety of wood finishes and warm tones to create a pleasant atmosphere. The furniture selection includes upholstered chairs with comfortable seat backs as well as additional lounge seating.

7.1.10.9 | BRANDING

The branding effort is based upon quality food and beverage products.

7.1.10.10 | EXPERIENCE ORIENTED

The objective of Pronto is to offer an intimate, relaxing experience similar to that of an Italian bar, French café or a British pub. The experience begins in the morning hours and extends into the night.

007

REINVENTING OUR SOCIAL SPACES
PRECEDENTS TODAY



Sociable Place
Food & Beverage
Location & Access
Neutral Ground
Outdoor Connection
Provision of Choices
• multi-functional
• seating variety
Flexibility
Comfort
Branding
Experience Oriented

7.2 COMPARISON

7.2 | PRECEDENT DESIGN PARAMETERS COMPARISON

The previous section 7.1, Precedents Today, examined each third place individually. Section 7.2 will compare and contrast the 10 precedents together as a whole. A matrix has been created in order to evaluate the 10 precedents together with all 10 design characteristics. Additional charts were also produced to graphically represent the effectiveness of each design characteristic (sociable place, food and beverage, location and access, neutral ground, outdoor connection, provision of choices, flexibility, comfort, branding, and experience oriented).

According to the matrix on the following page (table 1) all ten third place design characteristics were commonly found in today's precedents. Although new concepts such as branding and creating user experiences were not typically incorporated into the design of our semi private spaces, today, they are becoming increasingly popular in newer developments.

	THIRD PLACE STARBUCKS Kahala Mall Honolulu, HI	BORDERS Ward Center Honolulu, HI	MAI TAI BAR Ward Center Honolulu, HI	BRASSERIE DU VIN Downtown Honolulu, HI	HONOLULU COFFEE COMPANY Ward Center Honolulu, HI	GALLERIA ILLY Soho, NYC	CHOCO CRO Ginza, Tokyo	BAPE CAFE Harajuku, Tokyo	WATAMI ZAKAYA Shinjuku, Tokyo	PRONTO Shinjuku, Tokyo
1 SOCIABLE PLACE	socializing, gaming, studying, reading	reading, studying, socializing	socializing, drinking	socializing, drinking	socializing, reading, relaxing	socializing, learning, reading, watching	socializing, reading, texting, emailing	socializing, dining	socializing, dining	socializing, reading, texting, emailing
2 FOOD AND BEVERAGE										
2.1 Food menu	simple light snacks, pastries	simple light snacks, pastries	simple appetizers	full menu soups, starters, salad, entrees, desserts, cheese & meats	simple light snacks, pastries	simple nine dessert items	simple light snacks, pastries	full menu soups, sandwiches, salad, entrees, and desserts	extensive appetizers	simple light snacks, pastries, dinner entrees
2.2 Drink Menu	brewed drinks coffee, tea	brewed drinks coffee, tea	beer, wine, cocktails	extensive drink menu, wine & beers	brewed drinks coffee, tea, italian soda	brewed drinks nine choices	brewed drinks coffee, tea	simple drink menu,	beer, sake, shochu, cocktails, wine, whiskey	brewed drinks coffee, tea alcoholic beverages
2.3 Prices (inexpensive, moderate, expensive)	inexpensive	inexpensive	moderate happy hour / specials	moderate happy hour / specials	inexpensive	inexpensive	inexpensive	inexpensive	moderate happy hour	inexpensive
3 LOCATION AND ACCESS										
1.1 Location	Shopping Center high traffic, visible ground floor	Shopping Center high traffic, visible ground & 2nd floors	Shopping Center high traffic, visible 3rd floor	Downtown high traffic, visible street level	Shopping Center high traffic, visible 2nd floor	Soho sidestreet high traffic, visible street level, 2 floors	Ginza side street high traffic, visible street level, 3 floors	Harajuku side street hard to find street level, 2 floors	Shinjuku shared street high traffic, visible above street level	Shinjuku shared street high traffic, visible street level
1.2 Access	car, walk, bus, bike 2 entrances	car, walk, bus, bike trolley 3 entrances	car, walk, bus, bike trolley 2 entrances	car, walk, bus, bike 1 entrance	car, walk, bus, bike trolley located in walking path	car, walk, bike, public transportation 1 entrance	car, walk, bike, public transportation 1 entrance	car, walk, bike, public transportation 1 entrance	car, walk, bike, public transportation 1 entrance	car, walk, bike, public transportation 1 entrance
1.3 Hours of operation	morning, noon, night 5 AM - 11 PM (18 hrs) 7 days	morning, noon, night 9 AM - 12 AM (15 hrs) 7 days	noon, night 12AM - 1 AM (13 hrs) 7 days	noon, night 11AM - 11 PM (12 hrs) 6 days	morning, noon, night 9:30 AM - 9 PM (11.5) 7 days	noon, night 11 AM - 8 PM (9 hrs) 6 days	morning, noon, night 7 days	noon, night 10:30 AM - 11 PM (12.5) 7 days	night 4 PM - closing	morning, noon, night
4 NEUTRAL GROUND										
3.1 Types of people	all men, women, children groups & individuals students & professionals	all men, women, children groups & individuals students & professionals	21 & over men, women groups & individuals students & professionals tourist & locals	selective men, women, groups professionals	all but children men, women, children groups & individuals students & professionals	selective men, women, groups professionals	all men, women, children groups & individuals students & professionals	selective men, women, groups trendy 20-30 year olds	selective men, women, groups business workers	selective men, women, groups business workers
3.2 Stay as long as desired	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
5 CONNECTION TO THE OUTDOORS	sidewalk seating & mall seating	patio seating	open air with a roof	open to the street central courtyard	open air with a roof			outdoor seating & deck		
6 PROVISION OF CHOICES										
5.1 Multifunctional space	1. food & drinks 2. retail 3. hangout, workplace	1. retail 2. food & drinks 3. events	1. food & drinks 2. hangout 3. events	1. restaurant 2. bar 3. pub 4. hang out 5. events	1. food & drinks 2. hangout	1. food & drinks 2. gallery 3. classroom 4. events 5. library 6. retail	1. food & drinks 2. hang out	1. restaurant 2. bar 3. hang out	1. restaurant 2. hang out/mtg space	1. food & drinks 2. hang out 3. bar
5.2 Seating variety	5 // sofas, small rnd, individual, outdoor, mall seating	3 // sofas, medium tables, outdoor patio	4 // sofas, medium tables, small tables, bar seating	7 // small, med, large tables, group, bar, pub, individual	1 // medium round tables	4 // sofa, lounge, bar, classroom	3 // small, medium rectangle, bar	6 // small round, large round, booths, lounge, bar, outdoor	3 // small tables, private booths, large group	4 // small round, medium, bar, smoking
7 FLEXIBILITY										
6.1 Built for change	60% fixed space	65% fixed space	35% fixed space	40% fixed space	10% fixed space	25% fixed space	75% fixed space	35% fixed space	95% fixed space	35% fixed space
6.2 Moveable furniture	100% moveable & light	moveable shelving, retail displays	100% moveable & light	60% moveable & light	100% moveable & light	60% moveable & light	45% moveable moveable & light	60% moveable moveable & light		70% moveable moveable & light
8 COMFORT	comfortable safety, seating, aromas	average	comfortable seating	comfortable safe, warm decor	average	comfortable furniture, easy music, plasma screens, diy coffee bar	warm colors, clean, aromas	comfortable seating	comfortable like home, hangers, shoeless, private	comfortable seating, clean, warm colors
9 BRANDED	packaging, interior, graphics, music		hawaiian inspired decor, menu, uniforms			quality coffee products branding experiment	packaging, interior, graphics	bape inspired decor, menu, uniforms		
10 EXPERIENCE ORIENTED	authenticity themed	event driven	authenticity themed event driven	authenticity themed customer service event driven		design themed event driven	live pastry chef	design themed elements of surprise customer service	authenticity experience	authenticity themed

TABLE 1
Precedent design characteristics comparison matrix

007

REINVENTING OUR SOCIAL SPACES
PRECEDENTS TODAY



Sociable Place
Food & Beverage
Location & Access
Neutral Ground
Outdoor Connection
Provision of Choices
• multi-functional
• seating variety
Flexibility
Comfort
Branding
Experience Oriented

7.2.1 SOCIABLE PLACES

7.2.1 | SOCIABLE PLACES

All eleven precedents were highly sociable places (table 1). However, places serving alcoholic beverages seemed to be much noisier and crowded than establishments serving non-alcoholic brewed beverages. Starbucks, Borders, Honolulu Coffee Company, and Choco Cro offered a quieter setting where one could mingle with friends, read the newspaper, study, or simply people watch. In places such as the Mai Tai Bar, Brasserie Du Vin, Watami Izakaya, and Galleria Illy conversations were loud. These places forced customers to socialize amongst each other, as there were no places to study or read the paper.

007

REINVENTING OUR SOCIAL SPACES
PRECEDENTS TODAY

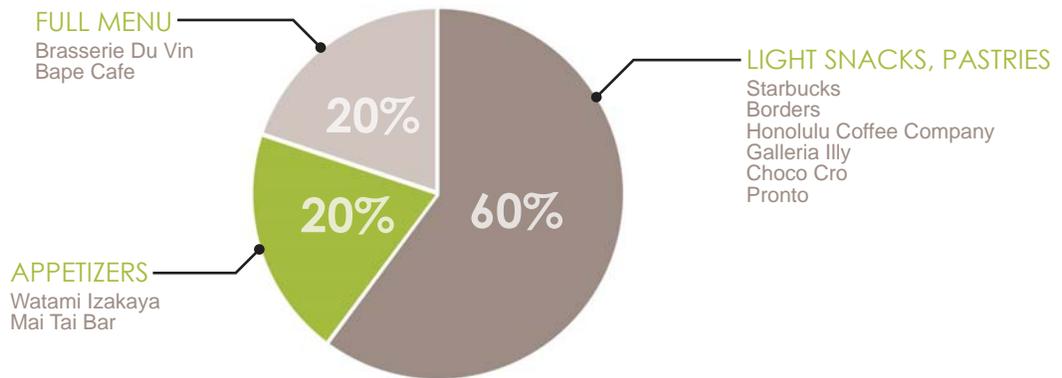


Sociable Place
Food & Beverage
Location & Access
Neutral Ground
Outdoor Connection
Provision of Choices
• multi-functional
• seating variety
Flexibility
Comfort
Branding
Experience Oriented

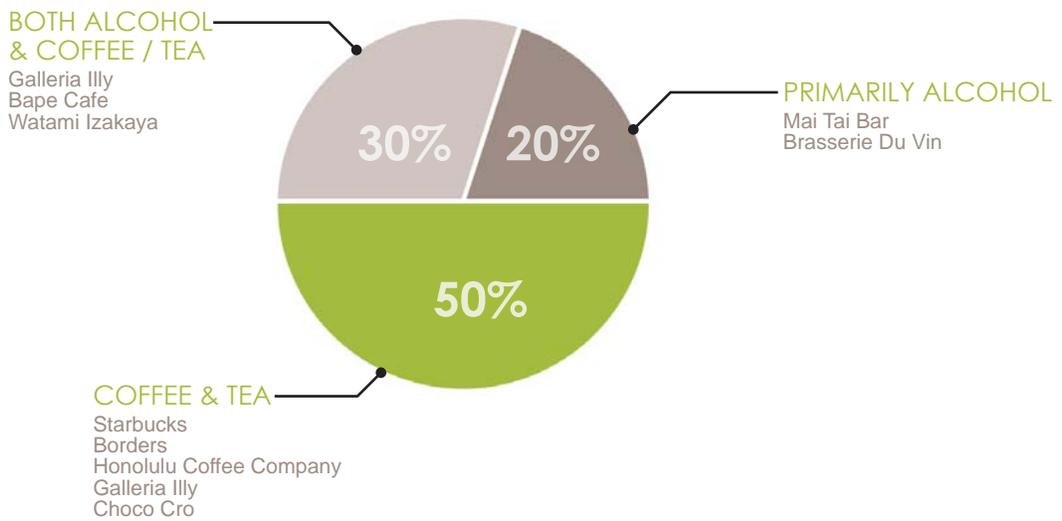
7.2.2 FOOD & BEVERAGE

7.2.2 | FOOD AND BEVERAGE

All 10 precedent examples offered customers food and beverages for purchase inside the establishment (table 1). As for food, there was a range from light snacks and pastries to appetizers and full service menus (see figure 160). Brewed drinks and alcoholic beverages were the two most popular beverage types. Precedents such as Starbucks, Borders, Honolulu Coffee Company, Galleria Illy, and Choco Cro offered similar menus of brewed beverages and light snacks, while drinking establishments such as the Mai Tai Bar and Watami Izakaya served drinks together with appetizers. Pronto and Bape Café were unique dining establishments that offered brewed beverages in the morning and alcoholic ones during the evening (see figure 161).



FOOD & BEVERAGE | FIGURE 160
Type of food served



FOOD & BEVERAGE | FIGURE 161
Type of drinks served

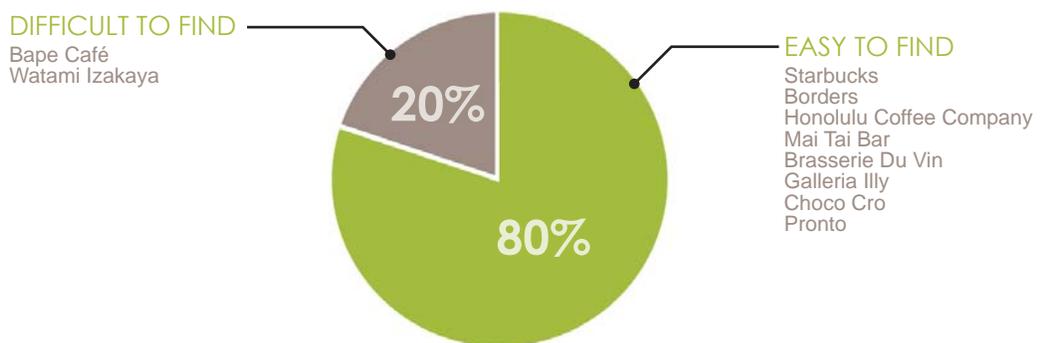


- Sociable Place
- Food & Beverage
- Location & Access**
- Neutral Ground
- Outdoor Connection
- Provision of Choices
 - multi-functional
 - seating variety
- Flexibility
- Comfort
- Branding
- Experience Oriented

7.2.3 LOCATION & ACCESS

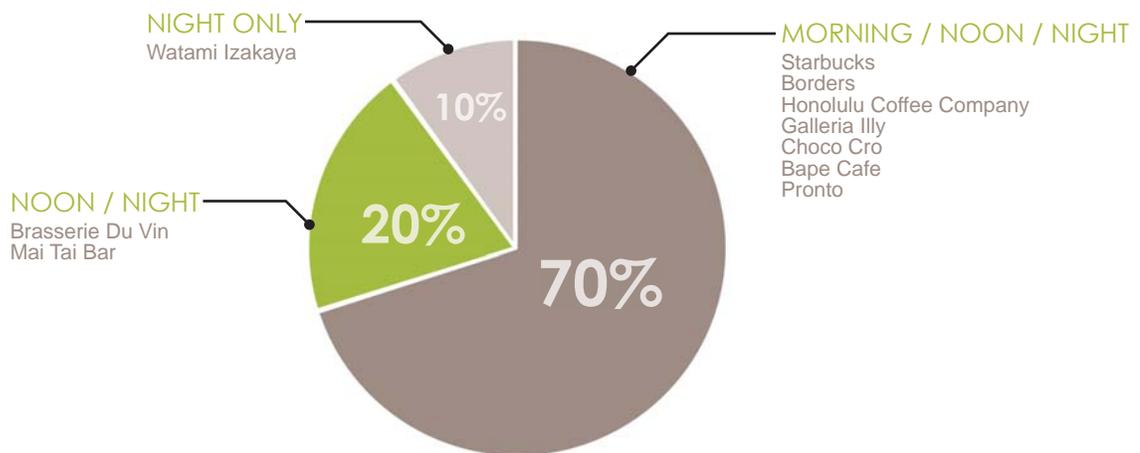
7.2.3 | LOCATION AND ACCESS

Although all 10 precedents were located in high traffic urban cities, two of them were difficult to find—Bape Café and Watami Izakaya. Coincidentally the two precedents that were difficult to find were both located in Japan (see figure 162). Since land in Tokyo is scarce many establishments are located above ground level or on nearby side streets. Although they are located in a highly populated neighborhood, access to the places may be difficult. All ten precedents were accessible by multiple modes of transportation such as walking, biking, driving, or catching public transportation.



LOCATION & ACCESS | FIGURE 162
 Easy & difficult to find

The hours of operation varied from precedent to precedent. Establishments serving brewed beverages, such as Starbucks, Borders, Honolulu Coffee Company, Galleria Illy, Choco Cro, and Pronto, were open morning, noon and night. Places serving alcohol such as Brasserie Du Vin and Mai Tai Bar were generally open from noon to night. Watami Izakaya, serving dinner only, was open from around 4:00 p.m. to the early morning hours (see figure 163).



LOCATION & ACCESS | **FIGURE 163**
Hours of operation

007

REINVENTING OUR SOCIAL SPACES
PRECEDENTS TODAY

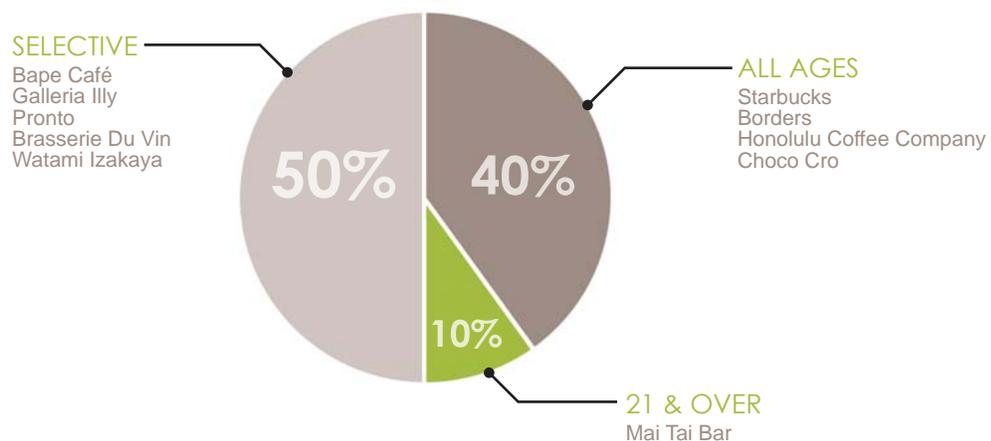


- Sociable Place
- Food & Beverage
- Location & Access
- Neutral Ground**
- Outdoor Connection
- Provision of Choices
 - multi-functional
 - seating variety
- Flexibility
- Comfort
- Branding
- Experience Oriented

7.2.4 NEUTRAL GROUND

7.2.4 | NEUTRAL GROUND

Unlike public spaces, the precedent examples were more selective with their clientele. Starbucks, Borders, Honolulu Coffee Company, and Choco Cro were the only four places that served as a neutral ground for people of all ages. Although we may associate Starbucks with caffeinated beverages, the menu offered hot chocolate and other drinks for children. Precedents such as Bape Café, Galleria Illy, Pronto and Brasserie Du Vin catered to a particular group of people (see figure 164).



NEUTRAL GROUND | FIGURE 164
Type of customers

007

REINVENTING OUR SOCIAL SPACES
PRECEDENTS TODAY

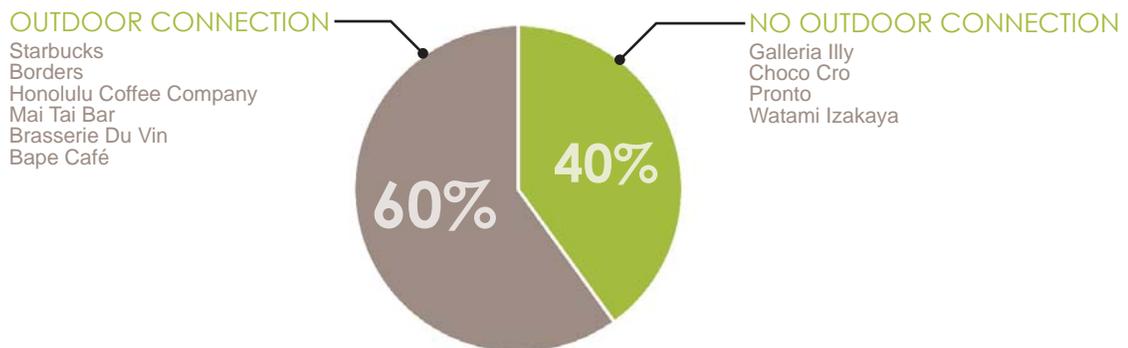


- Sociable Place
- Food & Beverage
- Location & Access
- Neutral Ground
- Outdoor Connection**
- Provision of Choices
 - multi-functional
 - seating variety
- Flexibility
- Comfort
- Branding
- Experience Oriented

7.2.5 OUTDOOR CONNECTION

7.2.5 | OUTDOOR CONNECTION

Six of the ten precedents were connected to the outdoors. In Hawaii all five precedents were connected to the outdoors, ranging from sidewalk seating to open air patios and central courtyards. Only one of the five precedents in Japan offered outdoor seating (see figure 165). Outdoor seating in Japan was often unavailable; however, the seats fronting the street were always crowded. Due to Japan's population density and land scarcity a connection to the outdoors may be difficult to be incorporated into every third place design.



OUTDOOR CONNECTION | FIGURE 165
Outdoor relationship

007

REINVENTING OUR SOCIAL SPACES
PRECEDENTS TODAY

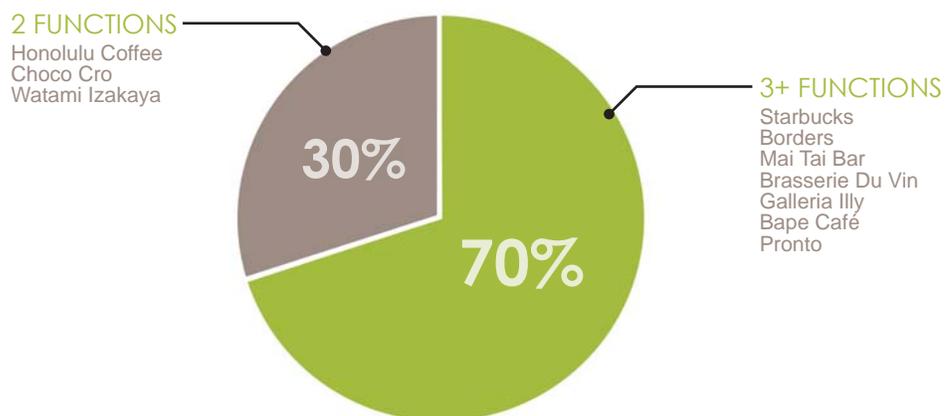


- Sociable Place
- Food & Beverage
- Location & Access
- Neutral Ground
- Outdoor Connection
- Provision of Choices**
 - multi-functional
 - seating variety
- Flexibility
- Comfort
- Branding
- Experience Oriented

7.2.6 PROVISION OF CHOICES

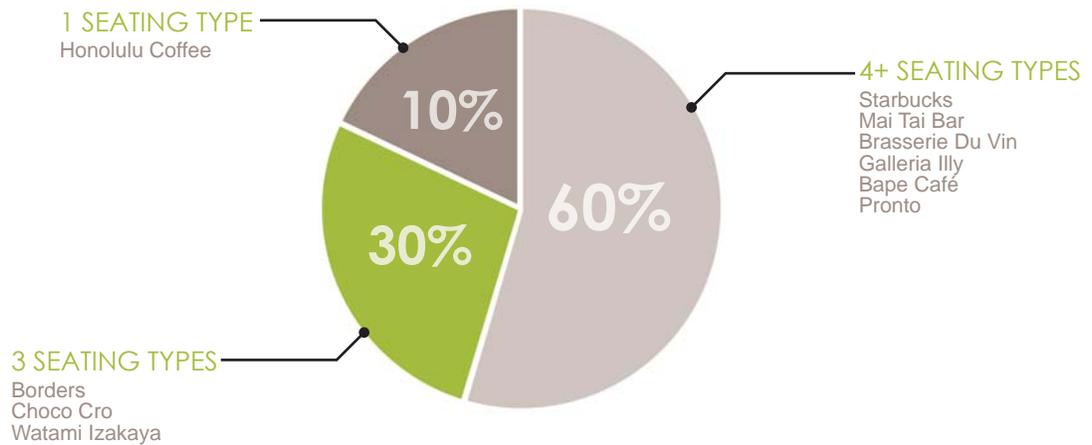
7.2.6 | PROVISION OF CHOICES

Seven of the ten precedents offered more than just one primary function (see figure 166). Establishments today provided many choices. They are no longer typical restaurants that offer just a place to eat; instead they are social places where one can enjoy special events, acquire new information, or just relax. For example, Galleria Illy was a café, gallery, library, learning center, and online store, as well as a place for special events.



PROVISION OF CHOICES | FIGURE 166
Number of functions

Nine of the ten precedents offered three or more different seating types for customers (see figure 167). Honolulu Coffee Company was the only place that offered only one type of seating area for their customers. The remaining nine precedents offered sofa arrangements, various round tables, bar seating, lounging areas, private rooms, and booths, as well as outdoor seating.



PROVISION OF CHOICES

FIGURE 167
Number of seating areas

007

REINVENTING OUR SOCIAL SPACES
PRECEDENTS TODAY

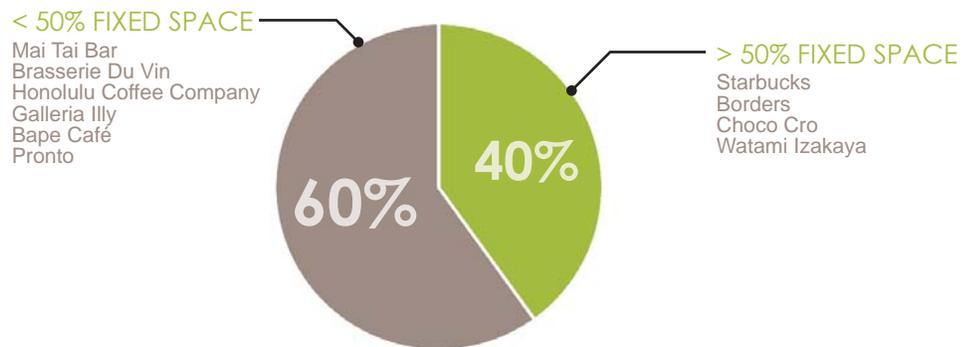


- Sociable Place
- Food & Beverage
- Location & Access
- Neutral Ground
- Outdoor Connection
- Provision of Choices
 - multi-functional
 - seating variety
- Flexibility**
- Comfort
- Branding
- Experience Oriented

7.2.7 FLEXIBILITY

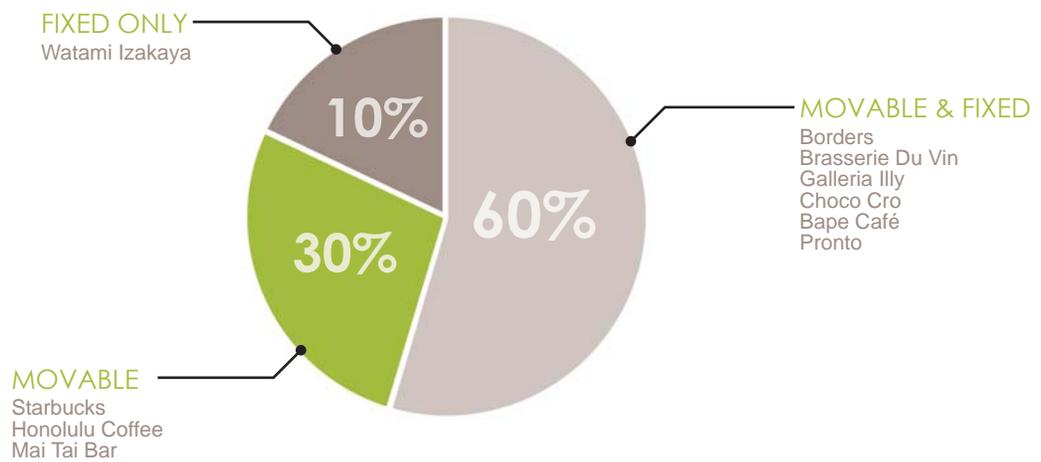
7.2.7 | FLEXIBILITY

Six of the ten precedents were designed and built for change. The Mai Tai Bar, Brasserie Du Vin, Honolulu Coffee Company, Galleria Illy, Bape Café, and Pronto offered spaces that could easily be rearranged. The remaining four precedents Starbucks, Borders, Choco Cro, and Watami Izakaya were much more fixed spaces and did not allow for much change (see figure 168).



FLEXIBILITY | FIGURE 168
Percentage of fixed space

Nine of the ten precedents incorporated furniture that was movable and light weight. Watami Izakaya was the only two precedents with furniture fixed to the floor. Starbucks, Mai Tai Bar, and Honolulu Coffee Company were furnished with movable items such as rattan chairs and sofa sets, metal tables and chairs, and other wooden furniture. The remaining six precedents combined both movable as well as fixed furniture (see figure 169).



FLEXIBILITY | FIGURE 169
Movable vs. fixed furniture

007

REINVENTING OUR SOCIAL SPACES
PRECEDENTS TODAY



Sociable Place
Food & Beverage
Location & Access
Neutral Ground
Outdoor Connection
Provision of Choices
• multi-functional
• seating variety
Flexibility
Comfort
Branding
Experience Oriented

7.2.8 COMFORT

7.2.8 | COMFORT

All ten precedents offered customers a comfortable, clean and litter free environment protecting them from weather elements and the undesirables in the street. A majority of the ten precedents incorporated comfortable furnishings, warm décor, soft background music, and pleasant aromas.

007

REINVENTING OUR SOCIAL SPACES PRECEDENTS TODAY

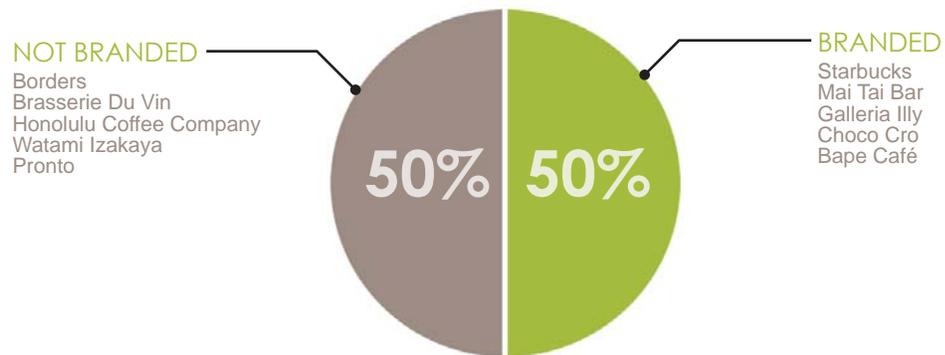


- Sociable Place
- Food & Beverage
- Location & Access
- Neutral Ground
- Outdoor Connection
- Provision of Choices
 - multi-functional
 - seating variety
- Flexibility
- Comfort
- Branding**
- Experience Oriented

7.2.9 BRANDING

7.2.9 | BRANDING

Branding is a new concept popular in today's market. Only five of the ten precedents incorporated a branding effort: Starbucks, Mai Tai Bar, Galleria Illy, Choco Cro and Bape Café (see figure 170). Each branding effort was unique and ranged from packaging, to interior design, graphics, music selection, uniforms, products, and décor.



BRANDING | FIGURE 170
Incorporation of branding

007

REINVENTING OUR SOCIAL SPACES
PRECEDENTS TODAY

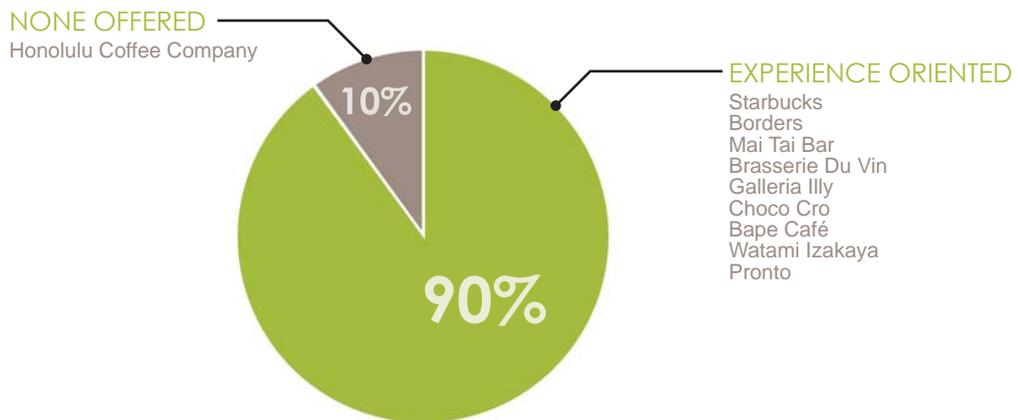


- Sociable Place
- Food & Beverage
- Location & Access
- Neutral Ground
- Outdoor Connection
- Provision of Choices
 - multi-functional
 - seating variety
- Flexibility
- Comfort
- Branding
- Experience Oriented

7.2.10 EXPERIENCE

7.2.10 | EXPERIENCE ORIENTED

Similar to branding, creating an experience is another innovative concept for today's trend oriented customers. Nine of the ten precedents offered at least one experience for their customers to enjoy (see figure 171). Experiences ranged from authenticity and design based theming to events, customer service, and elements of surprise.



EXPERIENCE ORIENTED | FIGURE 171
Incorporation of experiences

7.2.11 | OVERVIEW

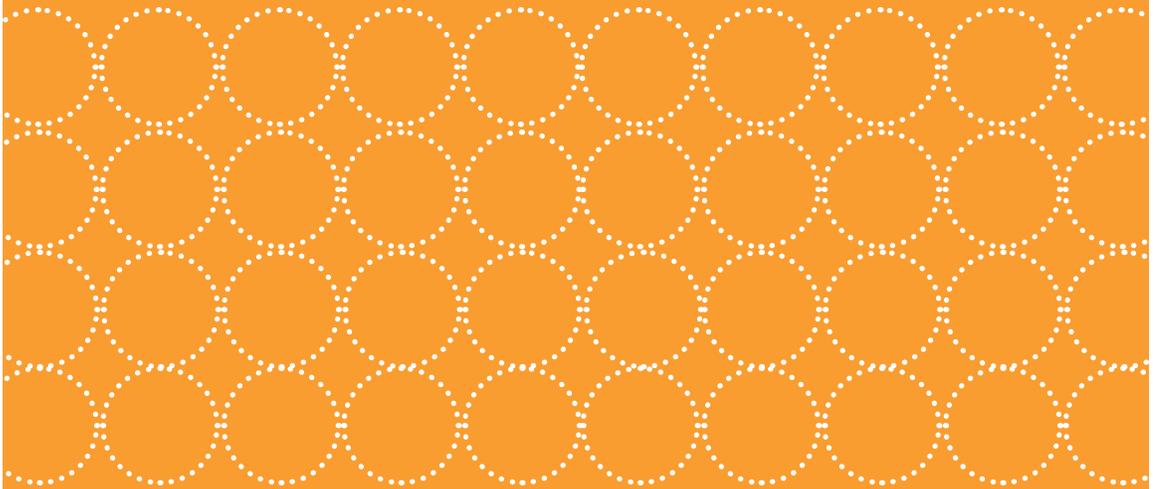
According to the matrix and graphical data all 10 characteristics were commonly found in the studied precedents. The most prevalent characteristics included: sociable place, food and beverage, location and access, neutral ground, provision of choices, and comfort. Characteristics such as: connecting to the outdoors, flexibility, branding and creating experiences were incorporated into nearly half of third place precedents. The information gathered from the precedent analysis and comparison will be valuable in part two of the D.Arch project.

Today's customers are somewhat unpredictable, but they appear to desire new and exciting places that are experience oriented, memorable and sometimes even branded. Unlike public spaces, third places generally charge a fee (for food and drink); once this fee is paid, users are allowed to interact and socialize freely throughout the space. What differentiates today's third places from typical semi private spaces and public spaces is that they offer more than just a meal; they are places of variety and excitement. Third places today include a variety of concept stores, gaming centers, innovative bars, exciting cafés, etc.

REINVENTING OUR SOCIAL SPACES
DESIGN PROJECT

2

- 008 Design Proposal
- 009 Site Selection
- 010 Mission & People
- 011 Program
- 012 Design Exploration
- 013 Design
- 014 Project Evaluation



008

REINVENTING OUR SOCIAL SPACES
DESIGN PROJECT



Design Proposal
Project Description
The Client

8.0 DESIGN PROPOSAL

8.0 | DESIGN PROPOSAL

This design proposal incorporates completed research from part I of the D.Arch project, “Reinventing our Social Spaces.” The information gathered on public spaces, semi-public spaces, third places, design characteristics, and precedents, is helpful in the design phase of the D.Arch project. The final product results in a third place designed especially for the people of Honolulu, Hawai‘i. This project serves as a precedent for business entrepreneurs interested in starting a place of their own. Also, with the proposed mass transit system for the City and County of Honolulu, residents of Hawai‘i who utilize this system will eventually take advantage of these additional third places. Third places can serve as resting places for mass transit commuters and perhaps as extended living rooms for residents of nearby residential towers, luxury condominiums, and apartments.



8.1 PROJECT DESCRIPTION

8.1 | PROJECT DESCRIPTION

The design phase of the project includes a description of the client, site selection, a mission statement, potential clients, a program, a design exploration, the final design and project evaluation.

The building will be designed to serve as a versatile informal meeting place for people of the community and will accommodate a variety of needs characteristic of an ideal third place. In naming the project, careful consideration is given to the criteria for an ideal third place as being comfortable and inviting; a dependable refuge; and a casual atmosphere allowing customers to simply hangout and socialize.

The Japanese word, *komorebi*, is defined as “sunlight filtering through the leaves of the tree” and it is this beautiful display of light that comforts and soothes us. The image of relaxing under a grove of bamboo with sunlight filtering through the delicate leaves and gently swaying branches, creates a vision of an ideal third place. This vision led to the selection of the name Kaka’ako no Komorebi which is descriptive of a peaceful third place created by a combination of soft sunlight and bamboo in the project’s garden in Kaka’ako.



8.2 THE CLIENT

8.2 | CLIENT

The client for the project is president and chief editor of Wincubic.com, Inc., Mr. Himeji “Jim” Ueno. Wincubic was established in April of 1999 with the purpose of boosting tourism in Hawai‘i for the local economy. The company provides a variety of services from online community websites to magazine publications. *Aloha Street*, one of Wincubic’s many projects, is a free magazine publication released quarterly. It is targeted towards Japanese tourists and is distributed at over 120 locations throughout Hawai‘i. The magazine features maps, coupons, editorials, shopping and restaurant guides, activities, entertainment, and local events.

Mr. Ueno has over 20 years of international business experience with an emphasis on marketing to Hawai‘i’s visitors from Japan. He has significantly contributed to the success of *Aloha Street* magazine. *Aloha Street* is a Japanese language travel medium in both Hawai‘i and Japan. With a number of successful business endeavors already under his belt, Mr. Ueno serves as an ideal client for the project. As a successful business executive in Hawai‘i, Mr. Ueno noticed a lack of suitable meeting places for

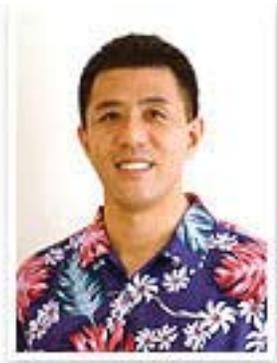


FIGURE 172

Client Mr. Jim Ueno
www.wincubic.com



FIGURE 173

One of wincubic's many projects: Aloha Street Magazine
www.wincubic.com

himself and his business colleagues. As the client, Mr. Ueno felt a need for a place where entrepreneurs and business executives could gather. Many of the gathering places in Honolulu are inadequate for Mr. Ueno's business meetings. Existing spaces are not very flexible, making it difficult to adapt to groups of different sizes. Options such as privacy and the use of audio visual equipment are not available in most of these spaces. As a business man, Mr. Ueno wants to create a place that is flexible, private, and that incorporates the latest in audio visual equipment. Mr. Ueno draws inspiration from places such as Brassiere Du Vin in Downtown Honolulu, Barnes and Noble in the Ala Moana Shopping Center, Amuse Wine Bar in the Honolulu Design Center and Kochi Lounge/Bar in Moiliili.

009

REINVENTING OUR SOCIAL SPACES SITE SELECTION

- Choosing the Site
- Site Macro:
 - Kaka'ako
- Site Micro: 3 Options
 - Ala Moana
 - Waimanu
 - Ward
- Site Selection
 - Basic Information
 - Site Photos
 - Physical
 - Weather
 - Social

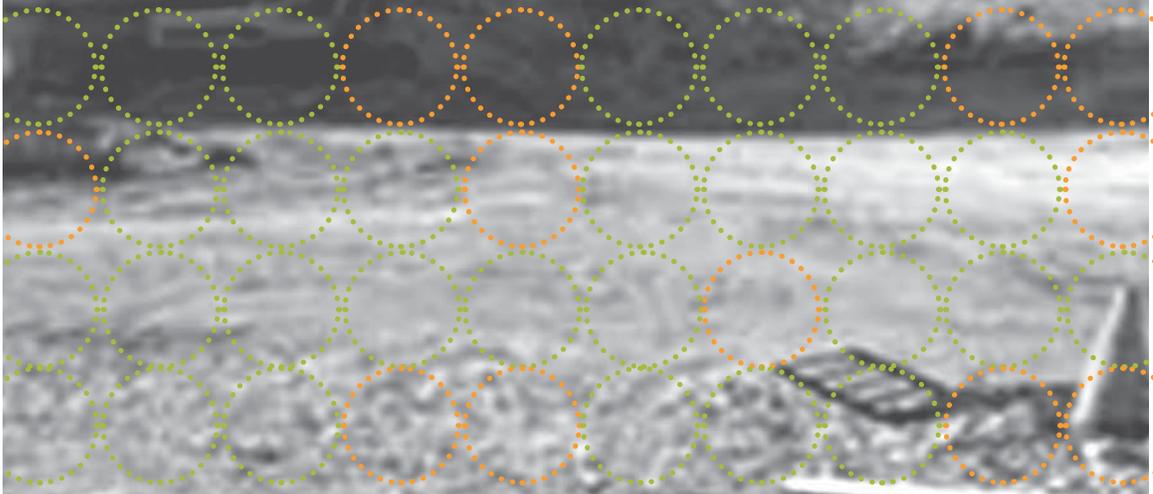


FIGURE 174
Jupiter images

009

REINVENTING OUR SOCIAL SPACES

SITE SELECTION



Choosing the Site
Site Macro:
Kaka'ako
Site Micro: 3 Options
Ala Moana
Waimanu
Ward
Site Selection
Basic Information
Site Photos
Physical

9.1 CHOOSING THE SITE

9.1 | CHOOSING THE SITE: A HEALTHIER ENVIRONMENT

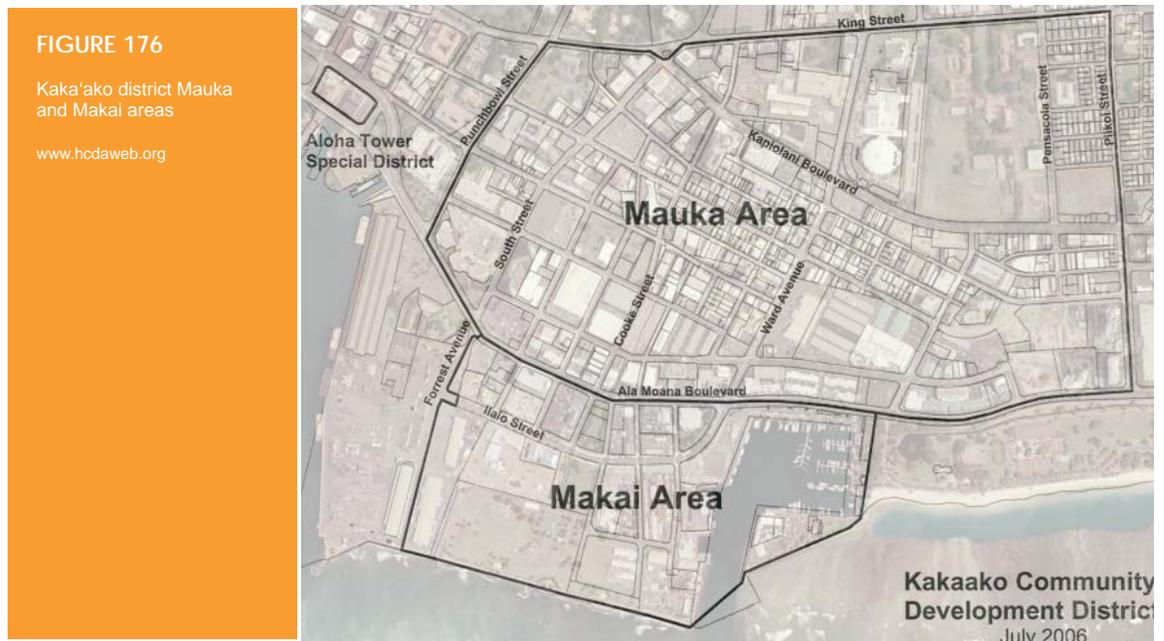
Based on research completed in part I of this D.Arch document, living in a healthier environment consists of a community that is based upon smart growth principles and connection to various modes of transportation. The proposed site for Kaka'ako no Komorebi is located in Honolulu, Hawai'i, more specifically Kaka'ako (see figure 175). An analysis of the area on both a macro and micro scale helped to determine an ideal location for Kaka'ako no Komorebi.



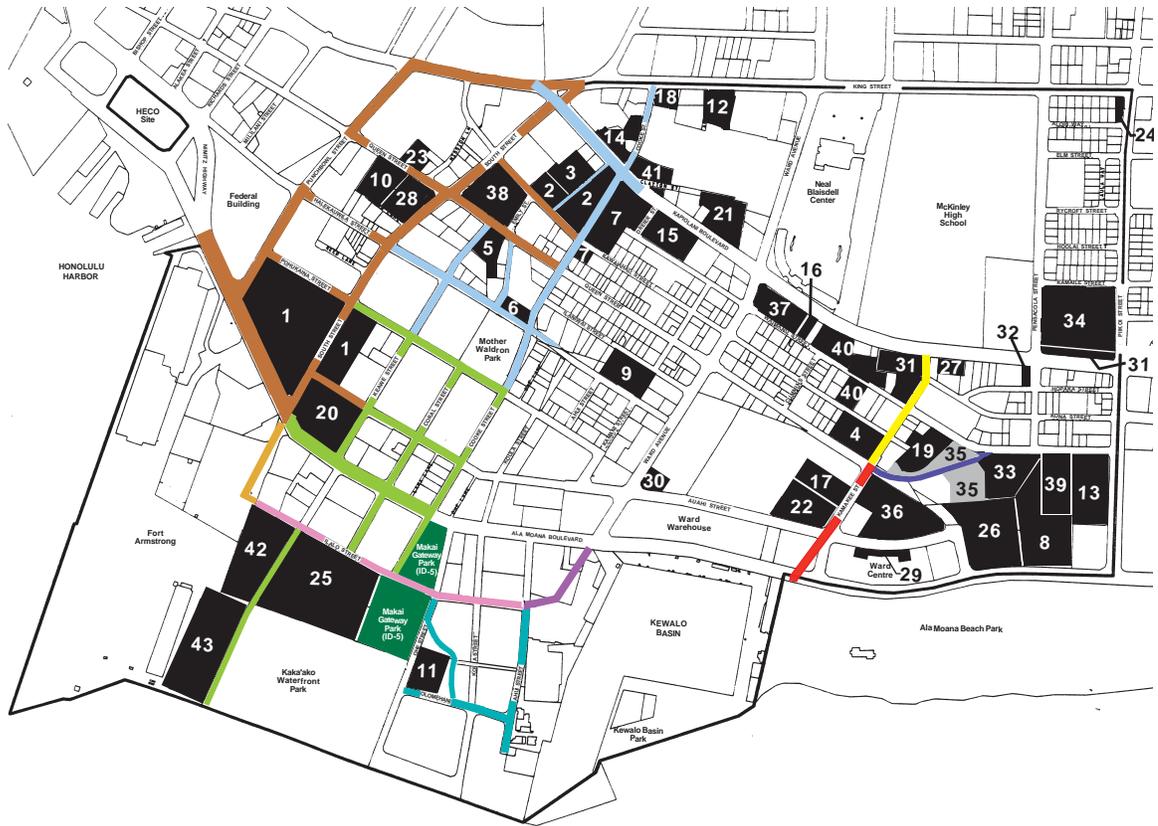
FIGURE 175
Kaka'ako location
google earth

9.1.1 | SITE MACRO: KAKA'AKO

The site is located on the southern part of O'ahu in Honolulu. Kaka'ako is a 600 acre site in Honolulu bound by Piikoi, King, and Punchbowl Streets, and Ala Moana Boulevard. Divided into two distinct areas, mauka and makai (see figure 176), Kaka'ako was once a light industrial district, but recently it has been the focus of major urban renewal efforts. According to the Honolulu Community Development Authority, it envisions Kaka'ako as one of the most desirable areas to live, work, play, visit, and learn on O'ahu. The state has already invested \$217 million on infrastructure and public facilities for Kaka'ako. Kaka'ako is an ideal location for the development of Kaka'ako no Komorebi. The density, high traffic volume, and easy access to the site would allow for a successful project.



Here on O'ahu, Kaka'ako alone has seen an increase in urban living developments. New residential towers there are continuously altering our skyline. Developments such as the Ko'olani Tower, Hokua Tower, Moana Pacific, Keola Lai, and 909 Kapi'olani are



Hawaii Community Development Authority
DEVELOPMENT PROJECTS IN KAKA'AKO

Completed Projects

1. One Waterfront Plaza & Towers
2. Pacific Park Plaza
3. Royal Capitol Plaza
4. Kamahee Vista (Affordable Rentals)
5. Pohulani (Affordable Elderly Rental)
6. Na Lei Hulu Kupuna (Affordable Elderly Rental)
7. The Imperial Plaza
8. Nauru Tower
9. Kauhale Kaka'ako (Affordable Rentals)
10. Honuakaha (Affordable Elderly Rentals/Affordable Condos)
11. Children's Discovery Center
12. One Archer Lane
13. Hawaiki Tower
14. Servco/Lexus Showroom
15. BMW on Kapiolani
16. Altres Building
17. Nordstrom Rack
18. Tesoro Gas Express
19. 1133 Waimanu (Affordable Condos)
20. CompUSA
21. Theo Davies
22. Ward Entertainment Center
23. Word of Life Sanctuary
24. Sub-Zero Showroom
25. UH John A. Burns School of Medicine
26. Hokua
27. Kapiolani Express
28. Honolulu Fire Dept. Headquarters/Museum
29. Ward Centre Auahi Street Shops
30. Ward Gateway Retail Shops
31. Public Storage
32. Wedding Ring Shop
33. Ko'olani (Nauru Phase 3)
34. Moana Pacific

Current and Future Projects

35. Queen Street Extension Park
36. Ward Village Shops
37. 909 Kapiolani
38. Keola La'i
39. Nauru Phase 4
40. Moana Vista
41. 720 Kapiolani Blvd. Project (NCR Bldg. Renovation)

In Negotiations

42. Cancer Research Center of Hawaii
43. OHA Headquarters/Hawaiian Cultural Center Project

INFRASTRUCTURE IMPROVEMENT PROJECTS

- █ Improvement District 1 (1988)
- █ Improvement District 2 (1990)
- █ Improvement District 3 (1993)
- █ Improvement District 4 (1999)
- █ Improvement District 5 (Gateway Park) (1998)
- █ Improvement District 6 (2000)
- █ Improvement District 7 (2002)
- █ Improvement District 8 (2003)
- █ Improvement District 9 (2003)
- █ Improvement District 10 (2004)
- █ Improvement District 12 (2007)

FIGURE 177

Kaka'ako recent developments
www.hcdaweb.org

the five most recent luxury towers completed (see figure 177). This increase in urban living allows for new living and working opportunities within the community. Compared with recently developed suburban communities such as Mililani Mauka, Kapolei, or 'Ewa, Kaka'ako provides a variety of living opportunities. Living in a neighborhood such as Kaka'ako means that fewer hours would be spent commuting in traffic; instead, one can walk to nearby establishments such as Ala Moana Shopping Center, Victoria Ward Center, Ward Warehouse, The Neal Blaisdell Center, and the Honolulu Concert Hall.

009

REINVENTING OUR SOCIAL SPACES

SITE SELECTION



Choosing the Site
 Site Macro:
 Kaka'ako
Site Micro: 3 Options
 Ala Moana
 Waimanu
 Ward
 Site Selection
 Basic Information
 Site Photos
 Physical
 Weather

9.2 SITE MICRO

9.2 | SITE MICRO: THREE OPTIONS

Three different sites within Kaka'ako were examined prior to the final selection. They will be referred to as Site 1: Ala Moana, Site 2: Waimanu, and Site 3: Ward (see figure 178).

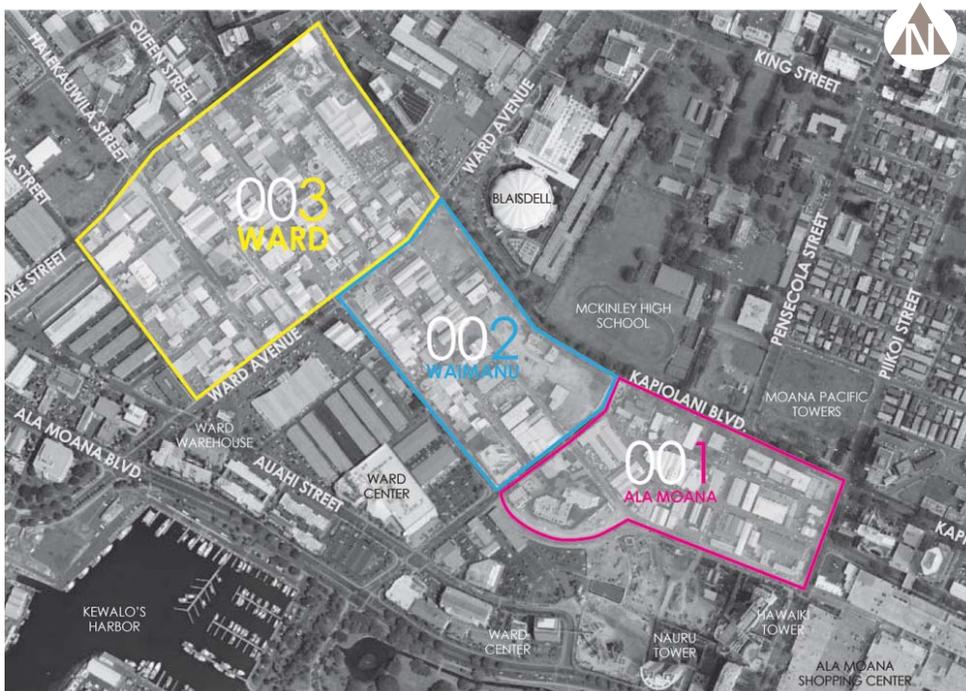


FIGURE 178

SITE MACRO
 google earth

9.2.1 | SITE MICRO THREE OPTIONS: SITE 1 ALA MOANA

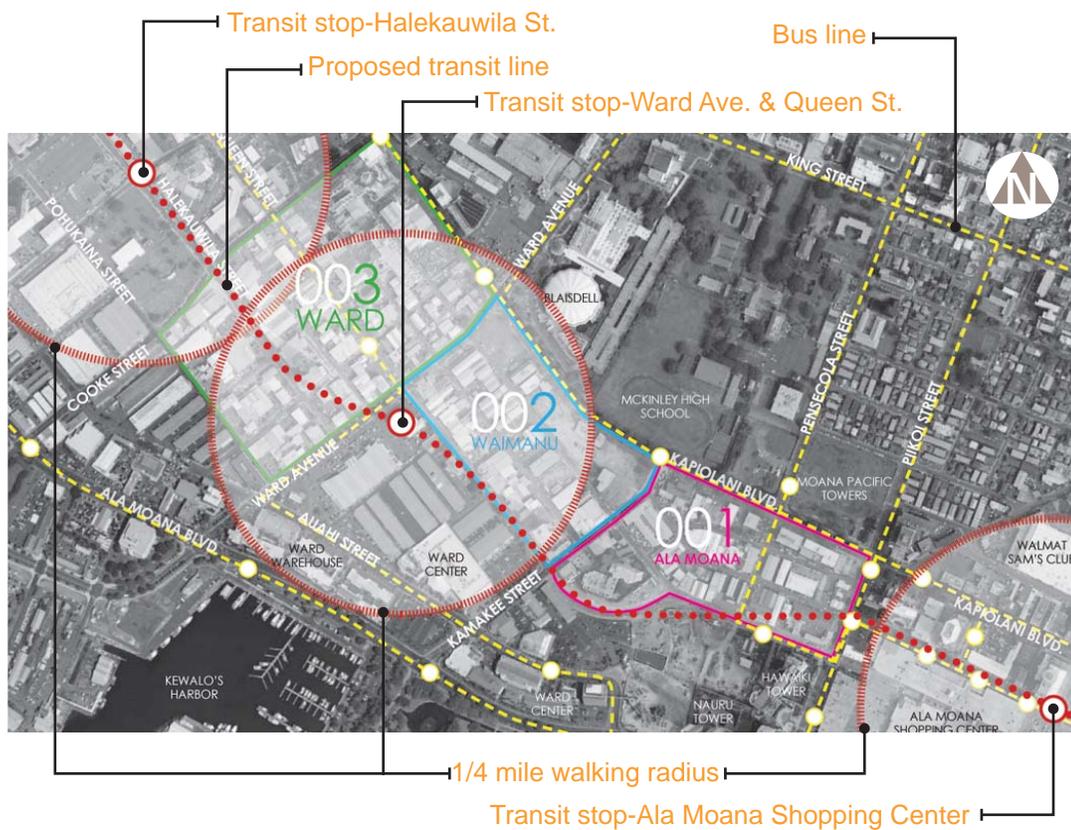


SITE MICRO | FIGURE 179 Option 1 Ala Moana (Google Earth Data)

The first site is located between Ala Moana Shopping Center, Moana Pacific, and Hoku Tower (see figure 179). Kaka'ako no Komorebi would seem ideal in this area due to the vast amount of residential towers and retail developments nearby. Within this area alone there are more than five completed residential towers, with the most notable ones being the Hoku, Nauru, Hawaiki Tower, Ko'olani, and Moana Pacific. Retail developments

are also very prominent in this area with Ala Moana Shopping Center occupying a majority of the area. Kapi'olani Boulevard is home to a number to retail stores, bars, and other service providers. Although this site includes several large residential and retail developments, it lacks access to various modes of transportation. The determining factor in non-selection of this site was simply because it is not located near a planned transit station. The nearest proposed stations to this site are at Ala Moana Shopping Center and at Ward Avenue and Halekauwila Street. Utilizing this site would require Kaka'ako no Komorebi customers to walk more than a quarter mile (see figure 180) to access the mass transit system.

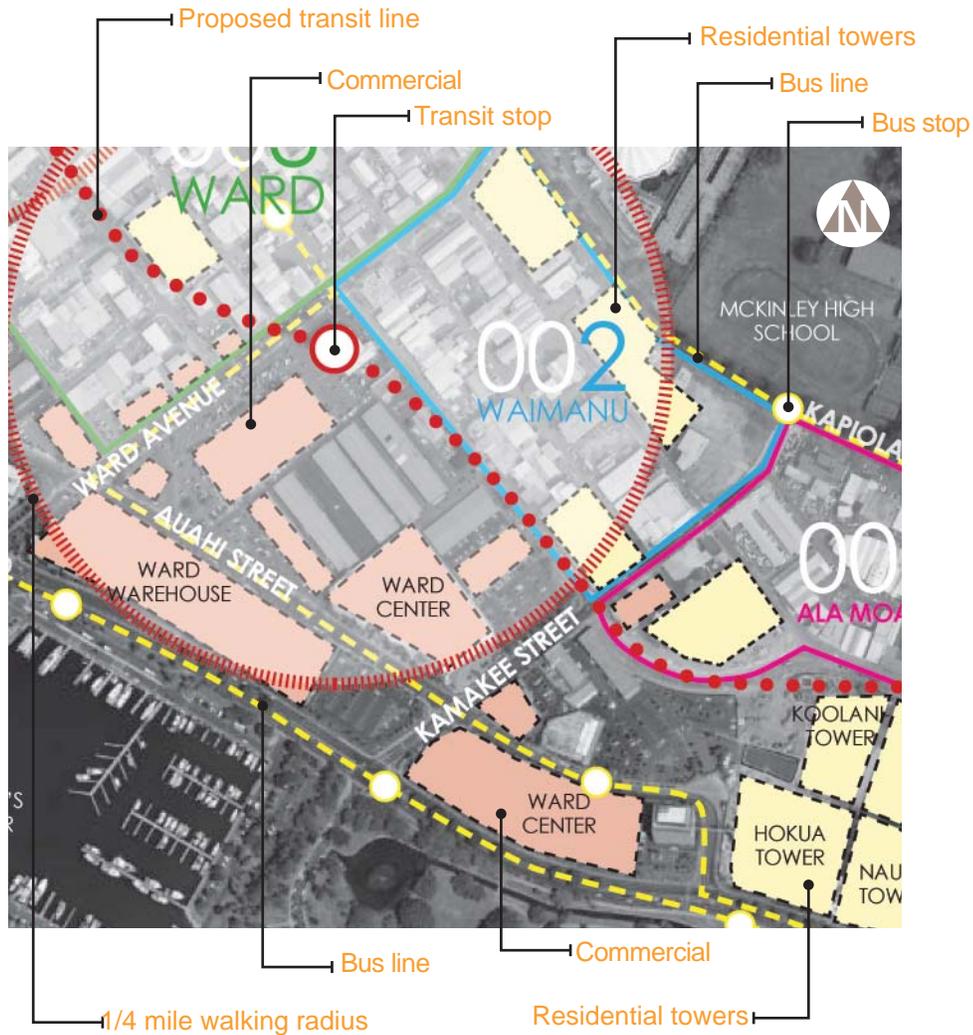
The above referenced analysis of Site 1 led to further review of the proposed transit alignment and initiated a closer look at alternative sites near the proposed Ward Avenue and Halekauwila Street stations.



SITE MICRO

FIGURE 180 Transit Alignment
(Google Earth Data), Honolulu High-Capacity
Transit Corridor Project, Dept. of Transport Services, City & County of Honolulu

9.2.2 | SITE MICRO THREE OPTIONS: SITE 2 WAIMANU

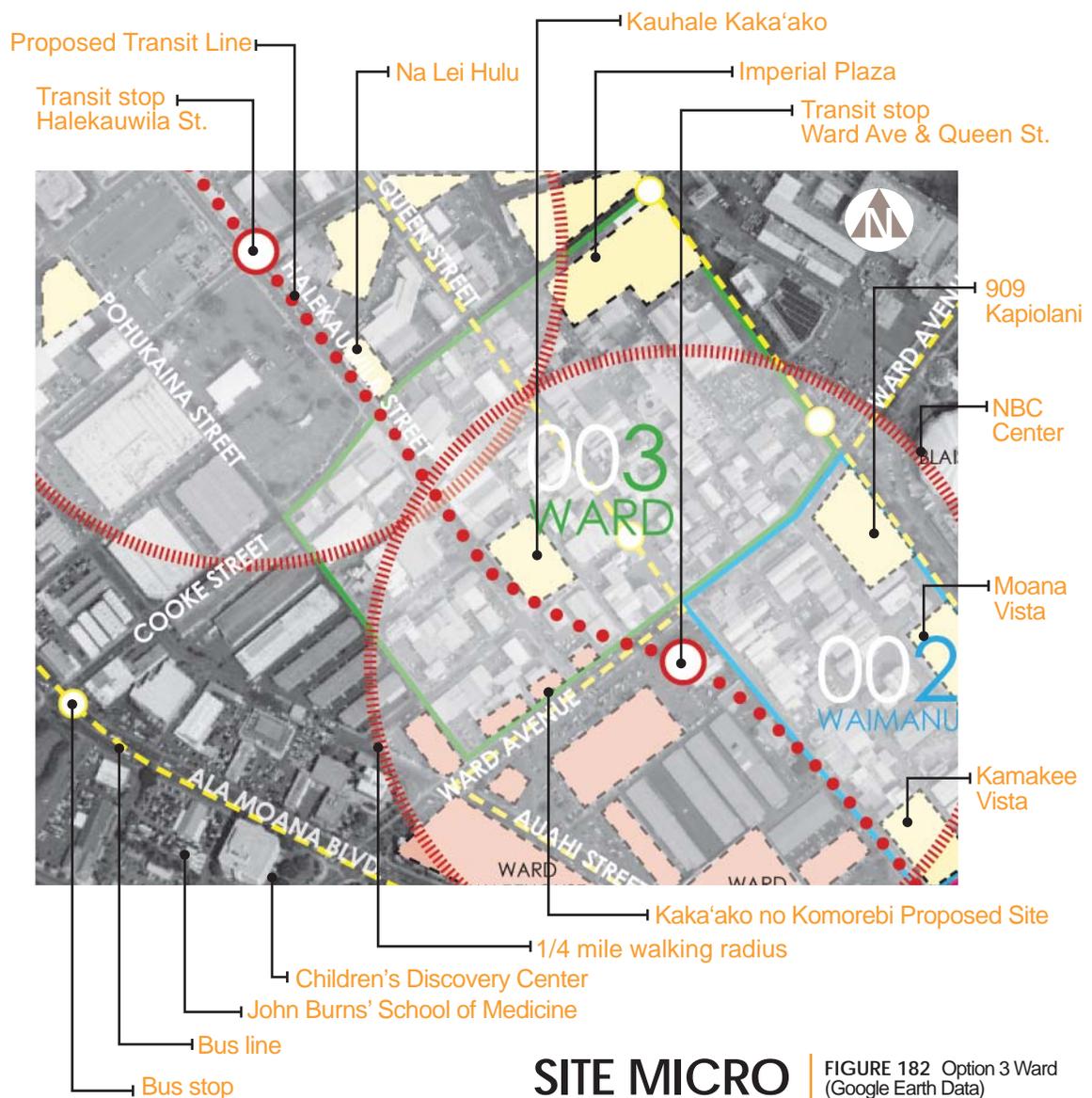


SITE MICRO | FIGURE 181 Option 2 Waimanu (Google Earth Data)

At the second site located east of Ward Avenue (see figure 181), current developments include a variety of industrial warehouses, residential developments, as well as a major retail/commercial area. Although this site is located within a quarter mile walking radius or five minute walk from the proposed transit station, it is quite segregated. For example, the residential units are located north near McKinley High School, with light industrial warehouses separating the living areas from major commercial areas. Queen Street is also occupied by surface parking lots and backs of large buildings. In addition,

retailers such as Nordstrom Rack, Office Depot and Design Home are more accessible by automobile than by walking. Site 2: Waimanu, to the east of Ward Avenue, is not a pedestrian friendly environment. It lacks sidewalks and is relatively unsafe for pedestrians. Due to the scale of the nearby buildings and the segregation between live, work and play facilities, this site would not work well for Kaka'ako no Komorebi.

9.2.3 | SITE MICRO THREE OPTIONS: SITE 3 WARD



Of the three possible locations, Site 3: Ward is best for a Kaka'ako no Komorebi; there is a variety of living and work opportunities, the proposed transit station is within a quarter mile or five minute walk, and the community is scaled for the pedestrian. Retail and commercial developments include Sports Authority, Ross', BA-le, Ward Warehouse, Ward Center, Nordstrom Rack, and Office Depot. This area also provides a variety of work opportunities ranging from architectural and interior design offices to automotive and industrial type shops. In addition, this site has a much more pedestrian friendly scale than the previous two sites. The lot sizes are smaller and store fronts are built to the sidewalk.

This final site option is located west of Ward Avenue (see figure 182) on the corner of Ward Avenue and Halekauwila Street. This site is included in HCDA's Mauka Area Plans which allows for a mixed-use community, with a focus on a mixture of residential developments, retail and commercial developments, and industrial warehouses. The area's residential towers include: 909 Kapi'olani, Kamakee Vista, Kauhale Kaka'ako, Imperial and Na Lei Hulu. Also, the projected completion of the 492 unit Moana Vista is scheduled for June 2010. Future towers in the area include residences in the mixed-use Urban Villages on the Kamehameha School's Kaka'ako property and a 12-story low rise middle income residential development on Waimanu St. The Neal Blaisdell Center and Honolulu Concert Hall are also located nearby.

009

REINVENTING OUR SOCIAL SPACES

SITE SELECTION

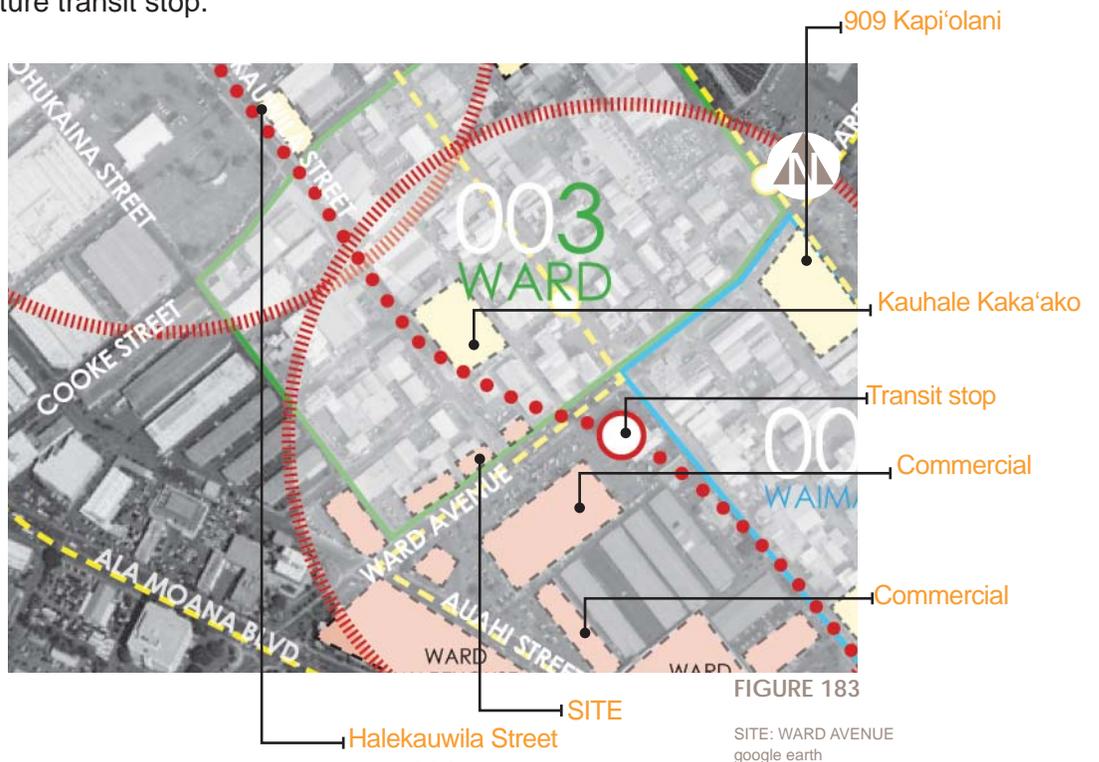


Choosing the Site
 Site Macro:
 Kaka'ako
 Site Micro: 3 Options
 Ala Moana
 Waimanu
 Ward
Site Selection
 Basic Information
 Site Photos
 Physical
 Weather
 Social

9.3 SITE SELECTION

9.3 | SITE SELECTION: WARD

The site selected for this particular project is located on the corner of Ward Avenue and Halekauwila Street (see figure 183). Ward Avenue makes for a great location; not only is the site surrounded by various commercial and residential buildings, but it is also located near the future transit stop.



9.3.2 | SITE PHOTOS

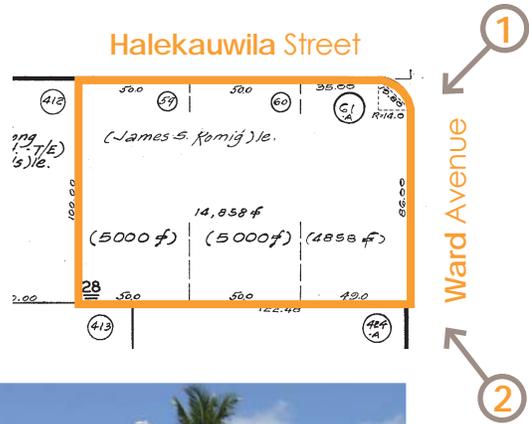


FIGURE 185
SITE PHOTOS
Sanpei 07.15.08

9.3.3 | PHYSICAL PARAMETERS

BOUNDARIES & EDGES

Located in urban Honolulu, the site is bound primarily by streets and other businesses. On the northeast and southeast edges the site is bound by two streets, Ward Avenue and Halekauwila Street. Ward Avenue is a two way arterial street comprised of six lanes. Halekauwila Street begins at Ward Avenue and ends in Downtown Honolulu. This two-way feeder street is comprised of four lanes of traffic; however, street parking accounts for half of the lanes.

The southwest and the northwest boundaries are comprised of neighboring businesses. To the south of the site is an on grade parking lot for the neighboring local surf shop South Shore Hawai'i. Across the site to the north is Kanpai Bar and Grill and directly across Ward Avenue is the Victoria Ward complex (Ross' Dress for Less, McDonald's, Sports Authority, and BA-le).



South of Site (South Shore Hawaii)



North of Site (Kanpai Bar & Grill)



Selected Site Halekauwila Street



Across Site (Victoria Ward Complex)

FIGURE 186

ACCESS

There are numerous streets that provide vehicular access to the site in Kaka'ako. Highways and arterial roads such as Ala Moana Boulevard, Kapi'olani Boulevard, King Street, Beretania Street, Halekauwila Street, Queen Street, and the H1 Freeway all intersect Ward Avenue. Various collector roads and additional feeder streets are also abundant throughout the area. As for public transportation, bus service is available on Ward Avenue, Queen Street and Auahi Street. The implementation of the new light rail transit system will increase the site's accessibility (see figure 187).

Pedestrian movement also occurs constantly throughout the day. Since the Kaka'ako terrain is flat, walking, biking, and even skateboarding are popular modes of transportation. It is common to see people walking to pick up lunch, skateboarding to the nearby Ala Moana Beach Park, or shopping along Ward Avenue. The site is easily accessible to those who drive, walk, bike, or use public transportation.



- Bus route
- Proposed transit route
- 1/4 Mile walking radius
- ==== Major roads
- Bus stop
- Proposed transit stop

FIGURE 187

ACCESS DIAGRAM
(google earth 07.15.08)

AVAILABLE UTILITIES

On Ward Avenue all electric and telephone lines are underground and there are no visible utility poles on the street (see figure 188 and 189). However, Halekauwila Street has utility poles lining both sides of the street (see figure 190).



FIGURE 188

AVAILABLE UTILITIES, ELECTRIC
Sanpei 07.15.08



FIGURE 189

AVAILABLE UTILITIES, WARD AVE
Sanpei 07.15.08



FIGURE 190

AVAILABLE UTILITIES, HALEKAUWILA STREET
Sanpei 07.15.08

9.3.4 | WEATHER PARAMETERS

Environmental data has been gathered from the U.S. Department of Commerce website (<http://www.commerce.gov/weatherpage.html>) and combined into a monthly table (see tables below). Average annual minimum temperatures for Honolulu range between 66-74 degrees Fahrenheit with an average low in January of 62.50 degrees Fahrenheit. The annual maximum temperatures range between 80-88 degrees Fahrenheit with an average high of 76.8 degrees Fahrenheit. The average monthly rainfall for Honolulu is 1.77 inches with an annual precipitation of 21.2 inches.

Average Monthly Temperatures in Honolulu												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Min	66	66	67	69	70	72	74	74	74	73	70	67
Max	80	80	81	82	84	86	87	88	88	86	84	81

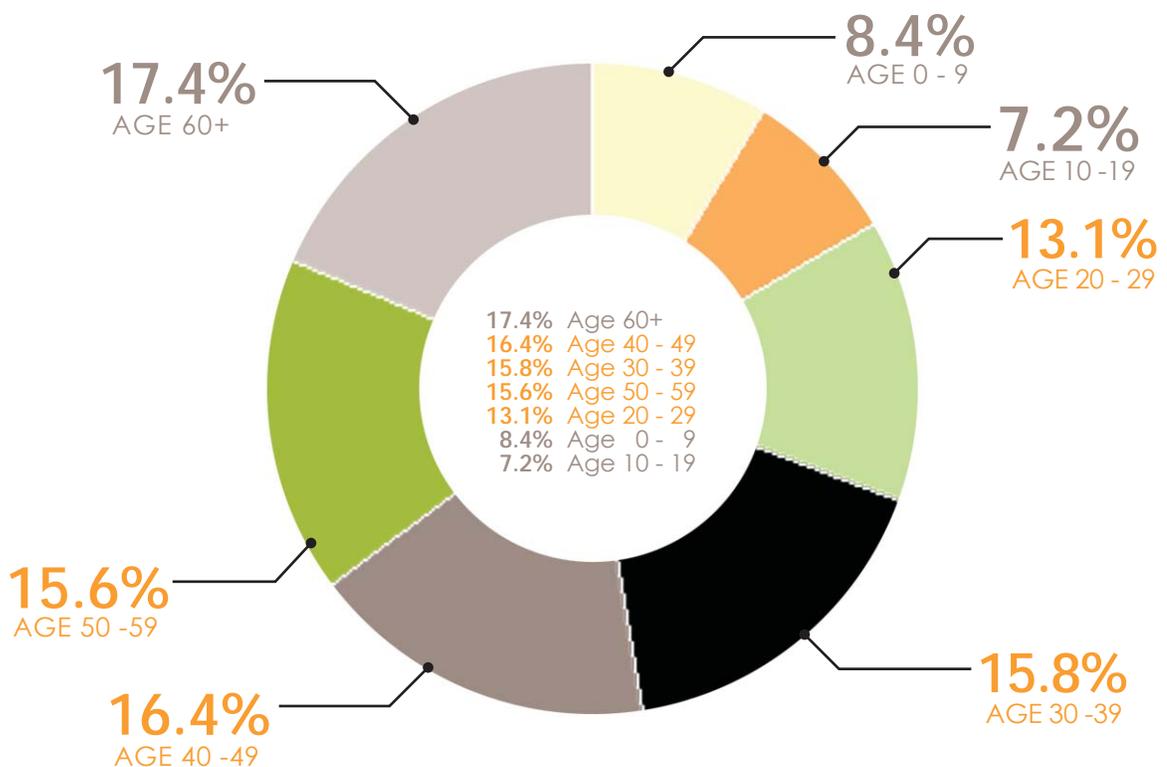
Average Monthly Rainfall in Honolulu in Inches												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
	3.3	2.4	2.7	1.3	1.0	0.4	0.6	0.6	0.7	2.0	2.8	3.4

FIGURE 191
 AVERAGE MONTHLY TEMPERATURES IN HONOLULU AND
 AVERAGE MONTHLY RAINFALL IN HONOLULU IN INCHES
 (www.commerce.gov/weatherpage.html)

9.3.5 | SOCIAL PARAMETERS

Kaka'ako is a fairly large neighborhood. For the purpose of this project a demographic analysis is performed within a 1 mile radius of the site. This analysis includes age distribution, race distribution, income and education levels, and household size of a population of 25,840. The data obtained from the City and County of Honolulu website provides us with backgrounds of our potential customers. The compiled data is graphically represented using pie charts.

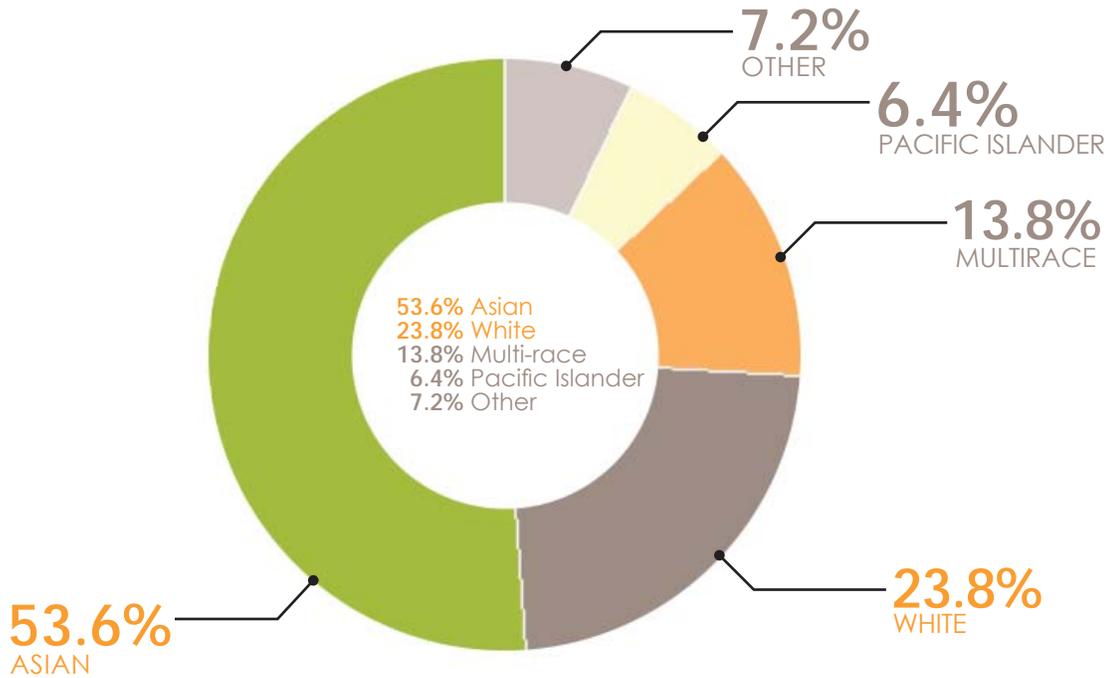
AGE DISTRIBUTION | FIGURE 192 Age Distribution
(City and County of Honolulu Data)



This chart graphically represents the broad age distribution of the population of Kaka'ako. Basically, 60.90% of the residents are between the age of 20-59 years with 17.4% at or above 60 years old.

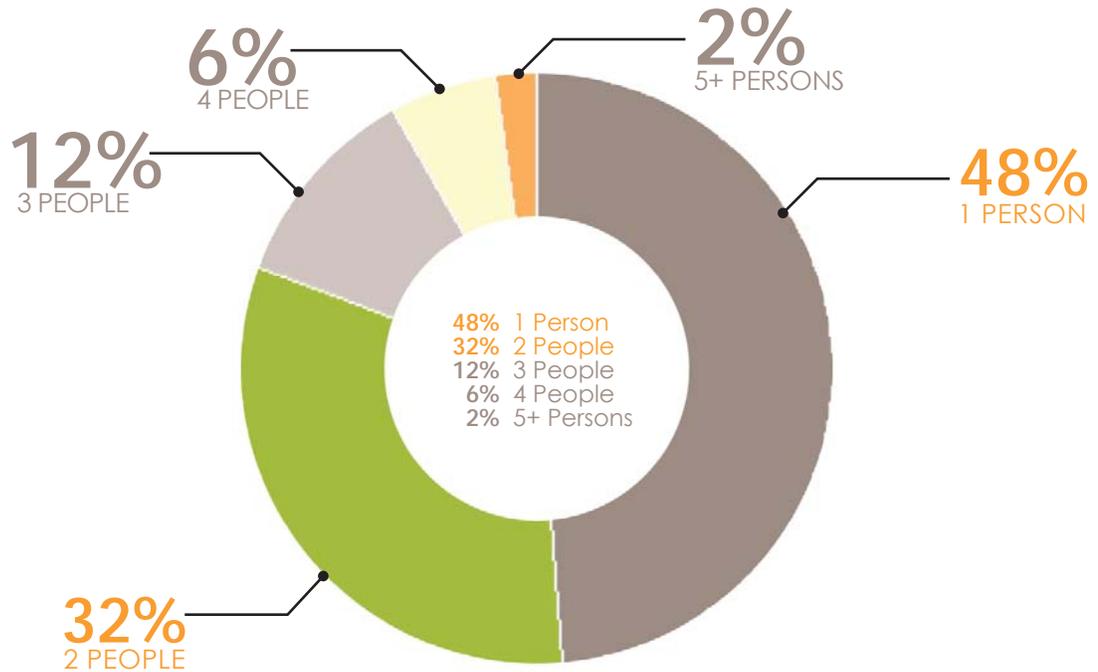
ETHNIC DISTRIBUTION

FIGURE 193 Race Distribution
(City and County of Honolulu Data)



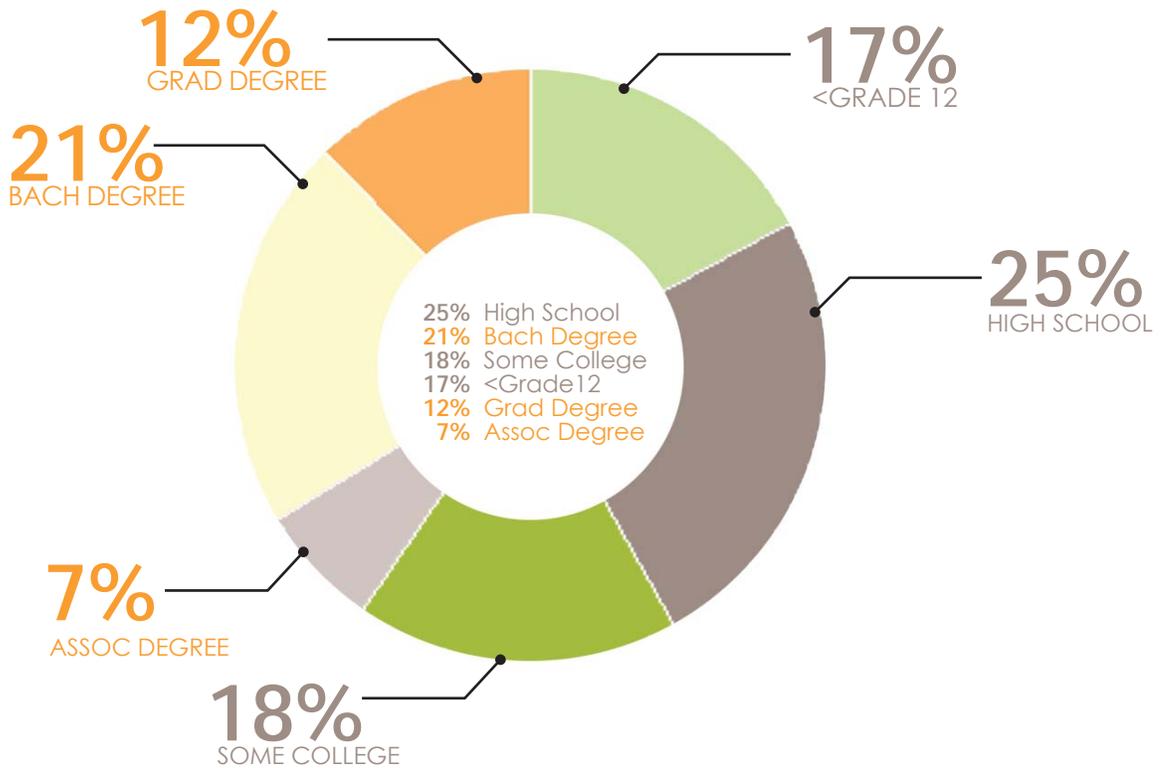
The data represented in the chart above is divided into five ethnic categories. These categories include: Asians, Whites, Multi-races, Pacific Islanders, and others. Of the five reported ethnic categories, Asians dominate the area by 53.6% with Whites or Caucasians following at 23.8%.

SIZE OF HOUSEHOLD | FIGURE 194 Size of Household (City and County of Honolulu Data)



As depicted in the chart above, 1-2 person households comprise a very significant percentage of the population in the area. A total of 80% of the population live in either 1 or 2 person households. Households comprised of 3 persons total 12% of the population in the area and lastly, only 8% of the population with 4-5+ persons in the household reside within the same area.

EDUCATION | FIGURE 195 Education
(City and County of Honolulu Data)



The data shows that 40% of the population in Kaka’ako have an associates degree or higher. Those with a bachelor’s or graduate degree total 33% of the population. One fourth of the population in the area are high school graduates and 17% have less than a high school diploma.

INCOME LEVEL | FIGURE 196 Income level
(City and County of Honolulu Data)



This chart focuses on the income level of individuals residing in the Kaka'ako area. A great majority, 75% earn from \$20,000 to greater than \$100,000. It is interesting to note that 31% of the area residents earn from \$60,000 to more than \$100,000 annually.

Demographic information can be a very important tool in guiding the client in future marketing plans. Knowing the demographic make-up of the population of the area can provide valuable information for possible opportunities.

Based on the data provided and displayed in the charts, Kaka'ako is an ideal site for our business endeavor. Over 75 percent of the people living within a one mile radius are over the age of 20 years and live alone or with just one other person. A majority of our potential customers are also well educated with some college education, an associate's degree, a bachelor's degree, or a graduate degree. According to our customer profile in the previous section these are the types of customers who we will be targeting.

In addition, more than 50% of the population in Kaka'ako have an Asian ethnic background. They, along with the targeted Japanese tourists may find the Japanese restaurant design concepts of Kak'ako no Komorebi along with the Hawaiian/American barbeque concept very appealing as an entertainment venue.

010

REINVENTING OUR SOCIAL SPACES MISSION STATEMENT & PEOPLE

- Mission Statement
- Operations
- Center Stage
- Plaza
- Café Kiosk
- Deli & Meat Market
- Stand-up Yakitori Bar
- Sushi Bar
- Lounge Bar
- Potential Customers
- Customer Base
- Customer Profiles



FIGURE 197
Jupiter Images

010

REINVENTING OUR SOCIAL SPACES
MISSION STATEMENT & PEOPLE



Mission Statement

- Operations
- Center Stage
- Plaza
- Café Kiosk
- Deli & Meat Market
- Stand-up Yakitori Bar
- Sushi Bar
- Roof Top Lounge Bar
- Potential Customers
- Customer Base
- Customer Profiles

10.1 MISSION STATEMENT

10.1 | MISSION STATEMENT

Kaka'ako no Komorebi, a Honolulu based company, will be designed to provide a multitude of functions. The building will be a medium sized facility that will allow for flexibility and appeal to a variety of users. It will offer a casual atmosphere that provides customers with opportunities to share ideas and allow their voices room to expand, people to listen to them, differing perspectives to challenge their ideas, and enticing food, entertainment, and beverages to keep the conversation moving along.

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REINVENTING OUR SOCIAL SPACES
MISSION STATEMENT & PEOPLE



Mission Statement
Operations
Center Stage
Plaza
Cafe Kiosk
Deli / & Meat Market
Community BBQ Area
Stand-up Yakitori Bar
Sushi Bar
Roof Top Lounge Bar
Potential Customers
Customer Base
Customer Profiles

10.2 OPERATIONS

10.2 | OPERATIONS

Kaka'ako no Komorebi will be located on a highly trafficked Kaka'ako site accessible to customers through various modes of transportation: for those who walk, bike, drive or catch public transportation (bus and light rail). This third place will offer eight different functioning spaces: center stage, plaza, café kiosk, deli and meat market, community barbeque areas, stand-up yakitori bar, sushi bar and lounge bar. The hours of operation for Kaka'ako no Komorebi, will be from morning through night. It will open for breakfast, lunch and dinner 7 days a week from 7:00 a.m.-2:00 a.m.

Customers will be able to cook their own meals on a barbeque grill or dine on yakitori and sushi that have been prepared on the premises in a full equipped kitchen with high standards of cleanliness. The kitchen will also prepare deli and meat market items.



1 | CENTER STAGE (First Floor)

Function: *The center stage will become the focal point or center of attraction at Kaka'ako no Komorebi. Live performances, movie screenings, and fashion shows can be viewed from different floors of the building.*



2 | **PLAZA** (First Floor)

Function: *The ground floor level will consist of a paved covered open space that will be home to farmers' markets, craft fairs, aerobics classes, tai chi, and other special interest activities.*



3 | **CAFÉ KIOSK** (First Floor)

Function: *The Café kiosk will provide food and beverage for the plaza and stage area, a convenient quick service for "walk-ins."*

Hours of Operation: 7:00 a.m. - 9:00 p.m.

Menu: *The kiosk will offer freshly brewed drinks, light snacks which will include sandwiches, fresh fruit, and pastries, and other seasonal products for purchase. Seasonal beverages will also be offered.*



4 | **DELI & MEAT MARKET** (Second Floor)

Function: *The combination deli and meat market will provide food and beverages for the community barbeque areas.*

Hours of Operation: 10:00 a.m. - 10:00 p.m.

Menu: *Prepared marinated meats, vegetables, fruits, cheese, crackers, bread, vegetarian patties, bottle soft drinks, water, and carbonated drinks.*



5 | **COMMUNITY BBQ AREAS** (Second Floor)

Function: *A place for families, friends and acquaintances to barbeque food outside of their home. Barbeque grill, refrigerator, sink, trash bins, dinning tables, lounge seating, private seating, community seating and gaming tables are available on the 2nd floor.*

Hours of Operation: 10:00 a.m. - 11:00 p.m.



6 | **STAND-UP YAKITORI BAR** (Third Floor)

Function: *Quick serve yakitori bar for customers on the go, standing room only; also available on the same floor are private booths and outdoor seating.*

Hours of Operation: 12:00 p.m. - 11:00 p.m.

Menu: *Yakitori sticks: chicken, beef, pork, tofu, and vegetables, sake, shochu, domestic and imported beers.*



7 | **SUSHI BAR** (Third Floor)

Function: *Sit down service sushi dining area with sushi chef*

Hours of Operation: 12:00 p.m. - 11:00 p.m.

Menu: *A variety of sushi, tempura, noodles, yakitori, sashimi, other fried favorites, sake, shochu, domestic and imported beers*



8 | **LOUNGE BAR** (Fourth Floor)

Function: *A lounge bar for the later hours; alternative seating includes private seating and stair seating.*

Hours of Operation: 4:00 p.m. - 2:00 a.m.

Menu: *Full bar menu, food similar to sushi bar menu*

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REINVENTING OUR SOCIAL SPACES
MISSION STATEMENT & PEOPLE



Mission Statement
Operations
Center Stage
Plaza
Cafe Kiosk
Deli & Meat Market
Community BBQ Area
Stand-up Yakitori Bar
Sushi Bar
Roof Top Lounge Bar
Potential Customers
Customer Base
Customer Profiles

10.3 POTENTIAL CUSTOMERS

10.3 | POTENTIAL CUSTOMERS

The market for Kaka’ako no Komorebi covers both the densely populated area of Kaka’ako as well as surrounding neighborhoods. The facility located in Kaka’ako, a downtown Honolulu urban setting, will serve as an escape for people from surrounding residential living areas; a meeting place for business entrepreneurs and people who are willing to travel to the site; and also a place that may be frequented by tourists. It will serve as a magnet for a variety of individuals looking for a comfortable, enjoyable place without the restrictiveness of work, family, or home.

10.3.1 | THE CUSTOMER BASE

The customer base will come from two major segments:

1. LOCAL POPULATION

Kaka’ako, with a population of 21,837, is a commercial and retail district in Honolulu, Hawai’i nestled between downtown Honolulu and the Ala Moana Shopping Center. It serves as a destination, a home, and a workplace for the residents of O’ahu.

2. TOURISTS

Kaka'ako also serves as a destination for tourists; trolley and bus service to and from Waikiki allows tourists to shop, dine, and explore what this area of Honolulu has to offer.



10.3.2 | CUSTOMER PROFILES

The concept of Kaka'ako no Komorebi will be designed to attract six different customer types:



1 | Area residents

Area residents of all ages who live in the Kamakee Vista, Kauhale Kaka'ako, Na Lei Hulu, Imperial, Moana Vista, 909 Kapi'olani, and future residential projects (Waimanu Street 12 story middle income residential rental project and Kamehameha Urban Villages), comprise a type of clientele who may patronize Kaka'ako no Komorebi. Residents in the area may also include small business entrepreneurs who may be operating out of their nearby residences and benefit from of a third place away from their home offices to socialize with other entrepreneurs or customers. Families from residences that lack barbecuing facilities may find Kaka'ako no Komorebi ideal.



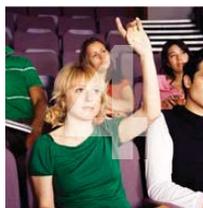
2 | The 20-30 year old business entrepreneur / executive

With its flexibility in design, private rooms and the latest in audio visual equipment, Kaka'ako no Komorebi will serve as a place for young professionals and business executives to gather and discuss current trends and innovative ideas. It will also provide a venue to meet people outside of the work environment and to help them widen their circle of friends. For some, Kaka'ako no Komorebi can serve as a dependable refuge where one can escape from the demands of the job and family.



3 | The public transportation user

Within a five minute walking distance from a light rail transit stop, Kaka'ako no Komorebi will serve as a pit stop where transit users will be able purchase breakfast, lunch, or dinner or have a quick drink after work. With successful advertising, this third place may be able to draw commuters from any transit destination stop, as long as the proposed Halekauwila transit station is along their route.



4 | The college student

With college students living in nearby areas such as Makiki, Downtown and Ala Moana, a place serving alcoholic beverages will attract students from the University of Hawai'i, Hawaii Pacific University, Heald College, Hawaii Technology Institute, and other post secondary institutions. Also, located nearby is the John A. Burns' School of Medicine whose students and faculty may become future patrons.



5 | The curious

Through successful marketing, publicity, and word-of-mouth, curious residents of all ages on the island of O‘ahu will seek out new opportunities for social interaction that are stimulating, innovative, and enjoyable.



6 | Tourists

As a destination for younger Japanese tourists (20-40 year olds), Kaka‘ako no Komorebi will provide them with an experience away from Waikīkī and provide them with a venue to mingle with the locals and each other.

During the morning, lunch and dinner hours customers will most likely consist of both residents and workers in the nearby Kaka‘ako area. They will include industrial workers, office workers and residents who live in Kaka‘ako. The evening clientele will possibly include residents, young business executives, public transportation riders, students, tourists and the curious.

011

REINVENTING OUR SOCIAL SPACES PROGRAM

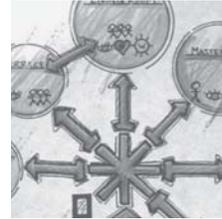
Program Requirements
Matrix Diagram
Bubble Diagram
Zoning Diagram



FIGURE 199
Jupiter Images

011

REINVENTING OUR SOCIAL SPACES
DESIGN PROPOSAL



Program
Matrix Diagram
Bubble Diagram
Zoning Diagram

11.1 PROGRAM REQUIREMENTS

11.1 | PROGRAM REQUIREMENTS

The program requirements for Kaka'ako no Komorebi will include 16 distinct spaces:

#	SPACE NAME	AREA
1	Center Stage	1250 SF
2	Plaza	5650 SF
3	Café Kiosk	60 SF
4	Loading Area	800 SF
5	Parking	300 SF
6	Service Elevator	150 SF
7	Stairs (2)	300 SF each
8	Elevator	80 SF
9	Deli & Meat Market	1200 SF
10	Community BBQ Areas (6)	450 SF each
11	Restrooms (4)	350 SF each
12	Gaming Area	700 SF
13	Stand-up Yakitori bar	150 SF
14	Sushi Bar	3800 SF
15	Kitchen	1400 SF
16	Lounge Bar	5000 SF
TOTAL		25240 SF (NET)

11.1.1 | Center Stage.....1250 square feet

The center stage will be the focal point for all four floors and will be visible from all levels. It will serve as a place for customers to enjoy special events such as movie screenings, fashion shows, gallery installations, lectures, performances and much more. Audio-visual and other equipment storage will be provided for in the center stage area. The furniture that is not required during special events such as fashion shows or gallery exhibits can also be stored in this area.

11.1.2 | Plaza.....5650 square feet

The plaza will be located on the ground floor and serve as a covered open space for additional events such as farmers' markets, tai chi and yoga classes, small craft fairs, and other special interest activities. Seating will also be provided in this area for customers to enjoy daily events and activities.

11.1.3 | Café Kiosk.....60 square feet

The café kiosk will be a casual walk-up type café serving freshly brewed coffees and teas, pastries, fresh fruits, salads, soups and sandwiches. There will be approximately 25 seats provided for customers in the adjacent seating area who are alone, or in small or large groups. The café will be a flexible space accommodating a variety of different users.

11.1.4 | Loading Area (stall & dock).....800 square feet

A loading stall will also be provided adjacent to the service elevator and loading dock. A ramp adjacent to the stall will be provided for delivery vans and other medium size automobiles.

STALLS

Loading stall (9' x 20')

11.1.5 | Parking.....300 square feet

On site parking will be minimal. Two stalls shall be provided for the managers and shall be placed in a location away from Ward Avenue, which serves as a focal view corridor street. Landscaping shall also be incorporated into the parking lot design, serving as a screen. In addition to street parking, a proposal to the Victoria Ward Complex will be submitted for a shared parking lease agreement. A loading stall will also be provided adjacent to the kitchen. Instead of automobile parking ample bicycle parking will be provided to encourage the use of bike riding.

Kaka'ako no Komorebi is primarily designed to attract residents living in the Kaka'ako area or in nearby surrounding neighborhoods. These customers living within the ¼ to ½ mile radius will be able to walk or bike to the development. Due to their close proximity to the site, these customers who reside in the community will not need on-site parking. Also, public transportation users will be able to access the site conveniently by bus, trolley, or the transit system. Customers who utilize the transit system will be able to access the area without the need to drive an automobile, thereby greatly reducing traffic congestion, pollution, and energy consumption.

STALLS

Automobile stall (17' x 8')

11.1.6 | Service Elevator.....150 square feet

A service elevator will be located adjacent to the loading dock and support the deli and meat market, sushi bar, stand up yakitori bar, and roof top lounge bar. This back of the house elevator will be accessible to staff and hidden from the customer.

EQUIPMENT

Elevator: Kone Ecospace (minimum hoist way 7'-4" x 5'-9")

11.1.7 | Stairs (2).....350 square feet (each)

Two sets of stairs will be provided to access the upper floors; one will be adjacent to the main entry and one will be located in the rear.

NOTE

Stairway (rise 7", run 11", width 5'-8')

11.1.8 | Elevator.....80 square feet

Customers with disabilities will be able to access the second through fourth floors via the elevator. The elevator will be located near the main entry on Ward Avenue.

EQUIPMENT

Elevator: Kone Ecospace (minimum hoistway 7'-4" x 5'-9")

11.1.9 | Deli and Meat Market.....1200 square feet

The deli and meat market will be located adjacent to the service elevator. It will support both the community barbeque areas and community gathering spaces. The meat market will also be equipped with a mini prep kitchen and storage area.

11.1.10 | Community BBQ Area.....450 square feet (each)

The community barbeque area will be adjacent to the deli and meat market and near the restroom. Each barbeque area will be equipped with a gas grill with a mechanical venting system, mini refrigerator, sink and trash receptacle. Seating will be provided adjacent to the barbeque area and will include dining tables, open lounging areas, and private lounging areas with audio visual equipment.

11.1.11 | Restrooms (4).....350 square feet (each)

Kaka'ako no Komorebi will provide both men's and women's restrooms on each floor. At a minimum the restrooms will meet with the Americans with Disabilities Act Accessibility Guidelines (ADAAG).

EQUIPMENT (200 sq. ft. each)

- Toilet, toilet partitions (depth 56", width 32"-36")
- Urinal, urinal partitions (depth 18"-24", off ground 12")
- Doors, locks, coat hanger, toilet paper, rubbish bin
- Sinks
- Trash cans
- Mirror

11.1.12 | Gaming Area.....700 square feet

Two Foosball tables and one pool table will also be provided adjacent to the community barbeque areas. This will serve as another means of entertainment.

11.1.13 | Stand-up Yakitori Bar.....150 square feet

The stand-up yakitori bar will be located near the sushi bar and kitchen and will be equipped with its own refrigerators, grills, sink and preparation area. The majority of the storage for the yakitori bar will be in the main kitchen.

11.1.14 | Sushi Bar.....3800 square feet

The sushi bar will be adjacent to the main kitchen area on the third floor. The bar will be served by two chefs. The bar will be full service and include a reception area, bar seating, indoor seating, outdoor seating, and two private outdoor booths equipped with audio visual equipment.

11.1.15 | Kitchen.....1400 square feet

The kitchen shall be adjacent to the sushi bar and account for approximately 40% of the built space. It will include storage areas, a food preparation area, a cooking area, a serving area, a beverage area, ice machines, cold food pantry, janitor’s closet, ware washing facilities, and a trash holding area adjacent to the loading dock.¹ This main kitchen shall be capable of supporting the sushi bar as well as the stand-up yakitori bar and roof top lounge bar. A preparation kitchen will be located both on the second and fourth floors. The prep kitchen on the fourth floor will service those who patronize the roof top lounge bar while the prep kitchen on the second floor will support the deli and meat market. The food will be prepared in the main kitchen and will be transported via a dumbwaiter to the fourth floor.

DELIVERY

- Loading / parking
- Grease trap outside
- Storage direct access to loading

STORAGE

- Dry storage
- Liquor storage
- Walk-in freezer / Walk-in chiller
- Office
- Janitor closet/mop sink
- Warewashing facilities

PREP (*preparation of fruits, vegetables, & meats*)

- Small prep stainless steel work table / sink
- Slicer / hand sink / stainless steel work table
- food processor / mixer

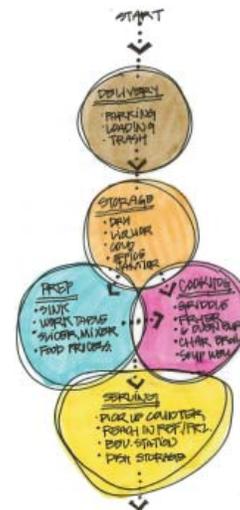


FIGURE 200
KITCHEN DELIVERY DIAGRAM

1 Phone interview with Kitchen Consultant Steve Hagar, George Matsumoto and Associates

COOKING (boil, bake, roast, steam, saute, fry, grill, broil)

- Griddle 3'
- Fryer (16' away from fire)
- 6 burner w/ oven below (hood 6" overhang, ss wall)
- Charbroiler 3'
- Soup wells

SERVING

- Pick up counter / heat lamps / hot food wells
- Refrigerator/ freezer reach-in (garnishes)

- Beverage station
- Dish storage

11.1.16 | Lounge Bar.....5000 square feet

Included in the bar will be a bar storage area with a soda system, liquor storage, a draft beer system and refrigerator. The bar will be for walk-up service with approximately 10-15 stools, and two bartender stations. A variety of seating will include lightweight and moveable furniture. There will be a total of five different seating areas: high tables and chairs, bar seating, group lounge, curtained private room, and stair seating.

BAR

- Ice bin / speed rail in front for liquor
- Sink
- Blender
- Hand sink
- 3 bay sink
- Liquor storage
- Refrigerator for liquor
- Draft beer system
- Bar stools

EQUIPMENT

- Dumbwaiter
- Sink
- Prep space
- Refrigerator

SEATING AREAS

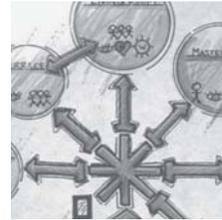
- High group tables (seats 4)
- Bar seating (seats individuals)
- Group lounge (sofa group seatings for four or more)
- Stair seating (seats both individuals and groups)
- Curtained private rooms (sofa seating for groups, AV)

11.1.17 | Office.....OFF-SITE

The office will be located off-site.

011

REINVENTING OUR SOCIAL SPACES
DESIGN PROPOSAL

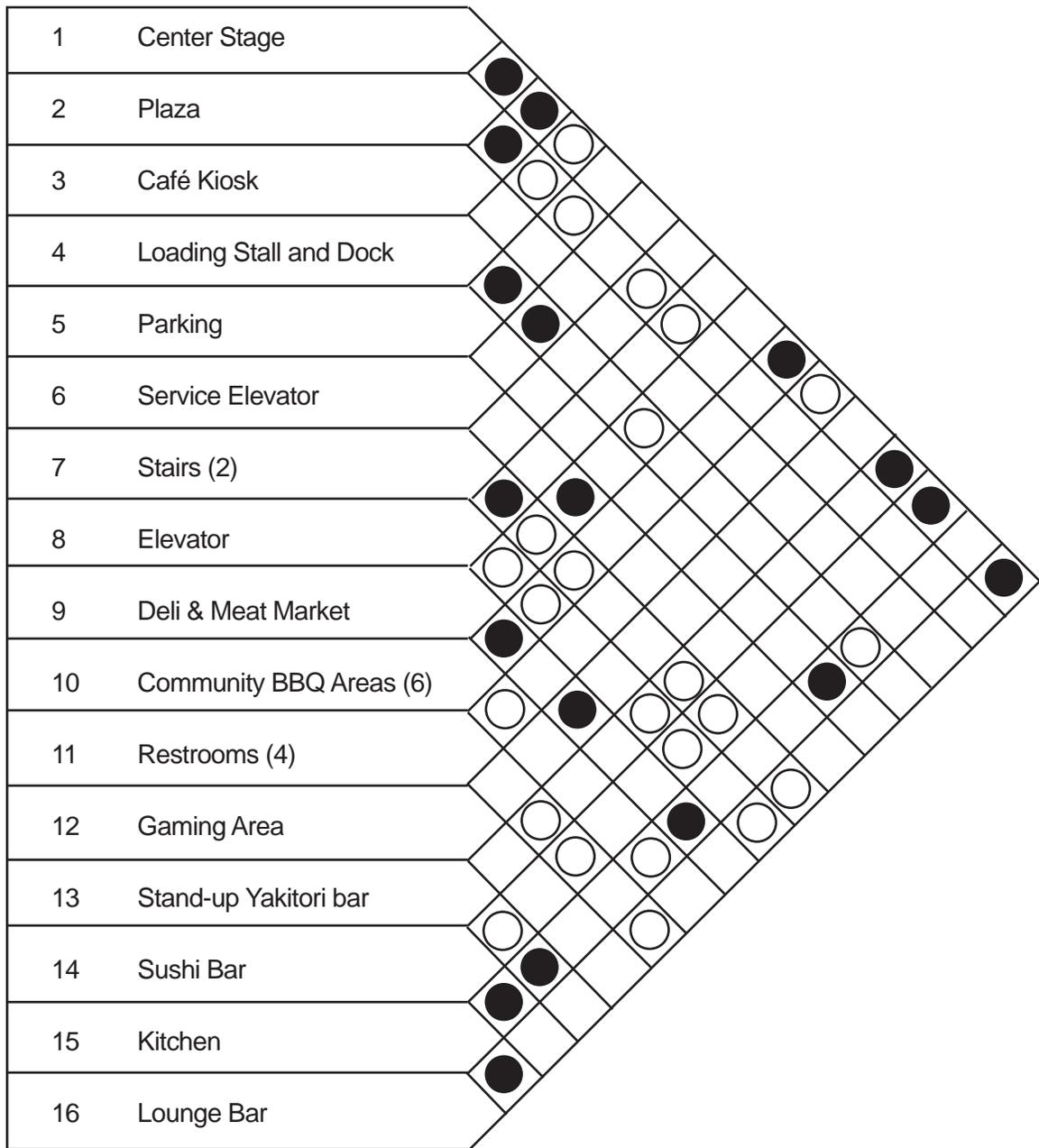


Program
Matrix Diagram
Bubble Diagram
Zoning Diagram

11.2 MATRIX DIAGRAM

11.2 | MATRIX DIAGRAM

The matrix diagram is the first of three diagrams of a space adjacency analysis. The matrix provides the information necessary to produce the bubble and the zoning diagram. The diagram is simply a two dimensional grid used to make decisions about space relationships. According to the matrix there are eighteen crucial spaces that require adjacency and twenty four spaces that would be helpful if they were adjacent to one another (see figure 201 on the next page).

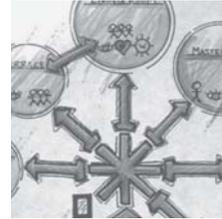


- It is crucial that the two areas be adjacent
- It is desirable that the two areas be adjacent

FIGURE 201
MATRIX DIAGRAM

011

REINVENTING OUR SOCIAL SPACES
DESIGN PROPOSAL



Program
Matrix Diagram
Bubble Diagram
Zoning Diagram

11.3 BUBBLE DIAGRAM

11.3 | BUBBLE DIAGRAM

The bubble diagram is the second of three diagrams in the space adjacency analysis. The bubble diagram translates the information from the matrix diagram into a more readable graphic form. Each space is represented by a corresponding bubble, the relationship of the bubbles is shown by bubbles touching one another. If the bubbles are touching it is crucial that these spaces be adjacent. The principle purpose of the diagram is to graphically illustrate the required adjacencies between spaces.

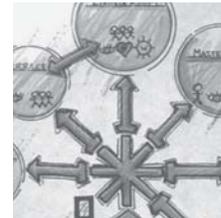


BUBBLE DIAGRAM

FIGURE 202
Bubble Diagram

011

REINVENTING OUR SOCIAL SPACES
DESIGN PROPOSAL



Program
Matrix Diagram
Bubble Diagram
Zoning Diagram

11.4 ZONING DIAGRAM

11.4 | ZONING DIAGRAM

The zoning diagram is the final diagram in the space adjacency analysis and relies upon the bubble diagram as a referent or background drawing. The zoning diagram simply sorts specific spaces of the bubble diagram by different types of qualities. There are many different types of sorting qualities, but for this particular project three zoning diagrams are relevant: open / closed, public / private, and air conditioned / non air conditioned.

open / closed spaces.....spaces not requiring interior walls
public / private.....spaces accessible to everyone /
for staff only
air conditioned / non air conditioned.....air conditioning



----- Closed

OPEN / CLOSED | FIGURE 203
Zoning Diagram



----- Private

PUBLIC / PRIVATE | FIGURE 204
Zoning Diagram



- - - - - Air conditioned

AIR CONDITIONED / NON AIRCONDITIONED | FIGURE 205
Zoning Diagram

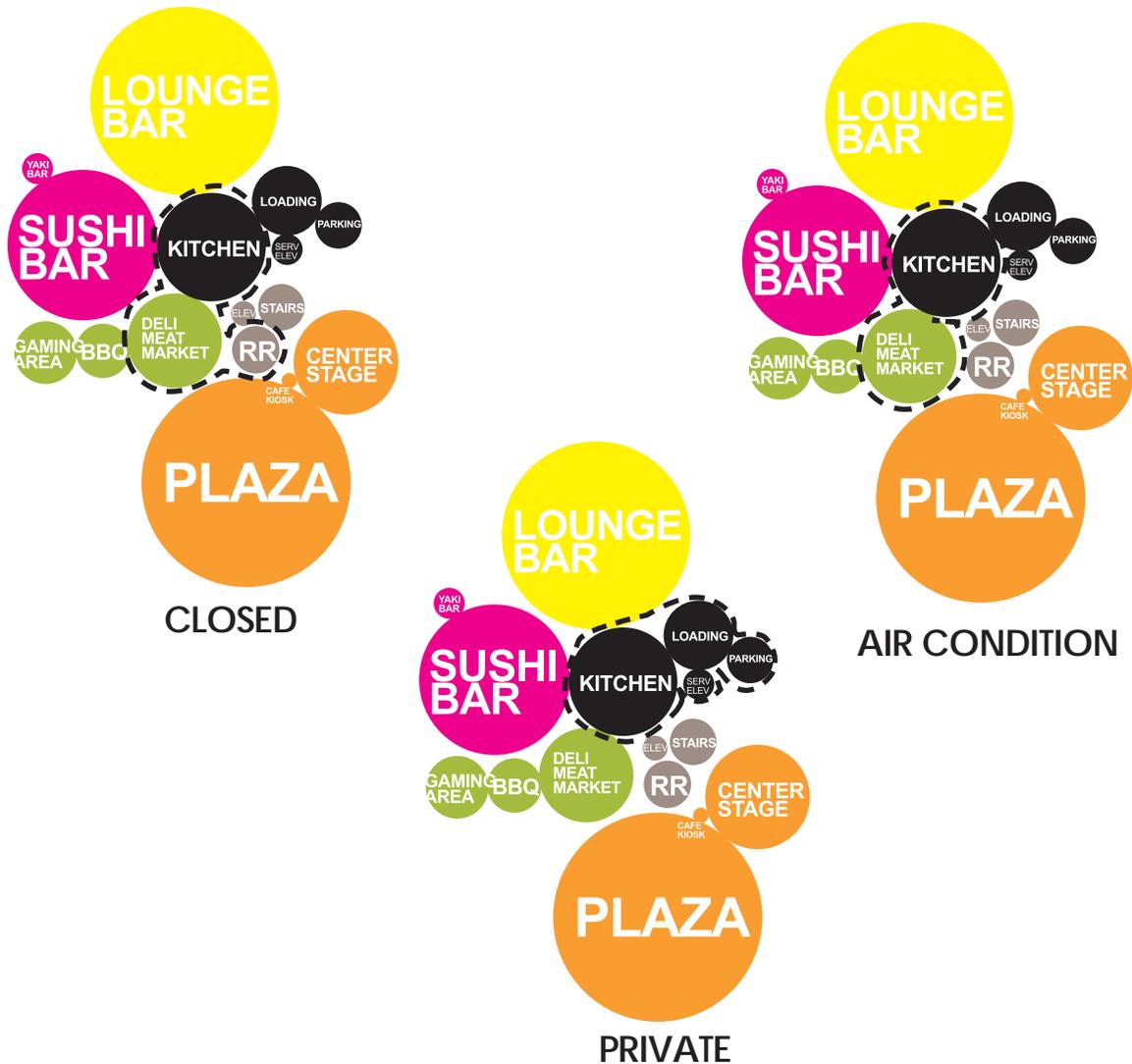


FIGURE 206
Completed Zoning Diagram

The zoning diagrams clearly illustrate the separation between different spaces. Although each diagram represents a different grouping idea they share similar characteristics: the bubbles in the center are all grouped together. Although the kitchen, deli meat market, and restrooms require closed walls only the kitchen and the deli require air conditioning. The private spaces include the kitchen, loading area, parking and service elevator. The completed zoning diagrams above serve as a foundation of design.

012

Analysis
Site
Traffic Patterns
Design Exploration

REINVENTING OUR SOCIAL SPACES DESIGN EXPLORATION

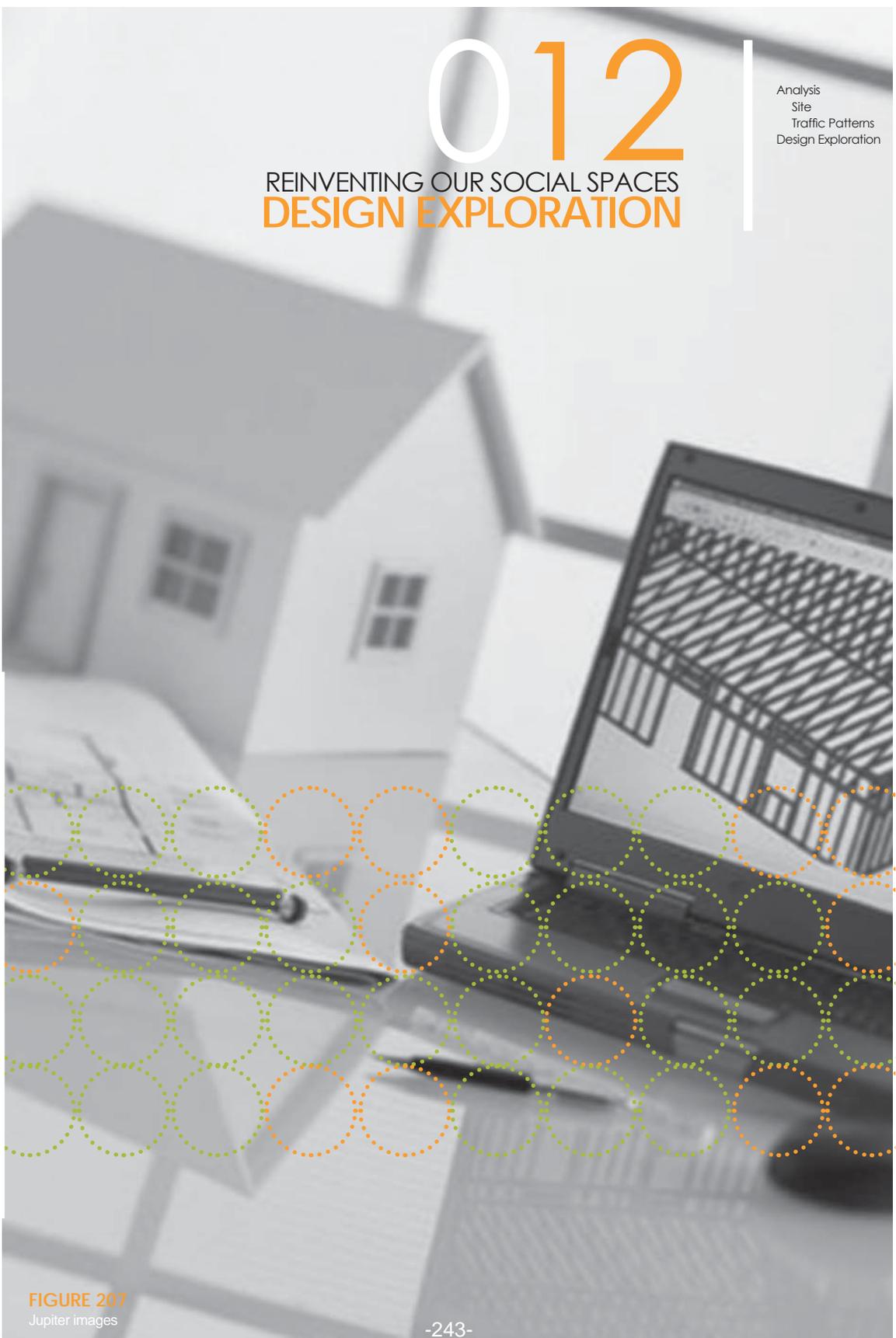


FIGURE 207
Jupiter images



Analysis
Site
Traffic Patterns
Design Exploration

12.1 ANALYSIS

12.1 | ANALYSIS

Prior to initiating the design of the building, the site as well as traffic patterns were studied and analyzed. The diagrams provided on the following pages give us insight prior to designing.

12.1.1 | SITE ANALYSIS

The site analysis began with a sketch of the tradewinds, northlight, sunrise and sunset, views and orientation, and surrounding buildings. From this analysis several conclusions can be drawn about where to place certain design elements such as where the entry should be; parking availability; access to the site; adequate service areas; and other key considerations. The potential site for Kaka'ako no Komorebi allows for great exposure to natural sunlight, cool tradewind breezes, and views of both the mountains and ocean.

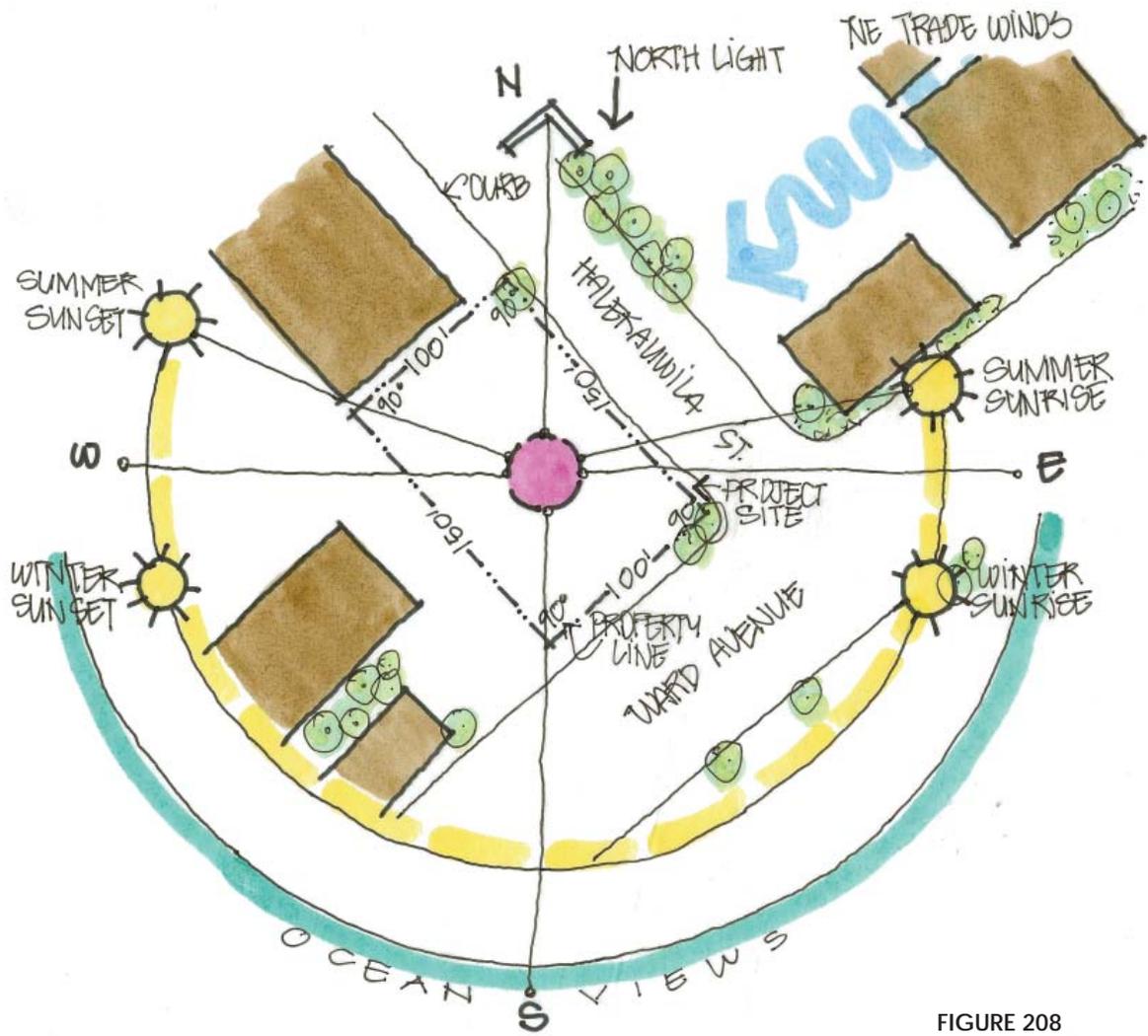


FIGURE 208

Site Analysis
Sanpei

12.1.2 | TRAFFIC PATTERNS

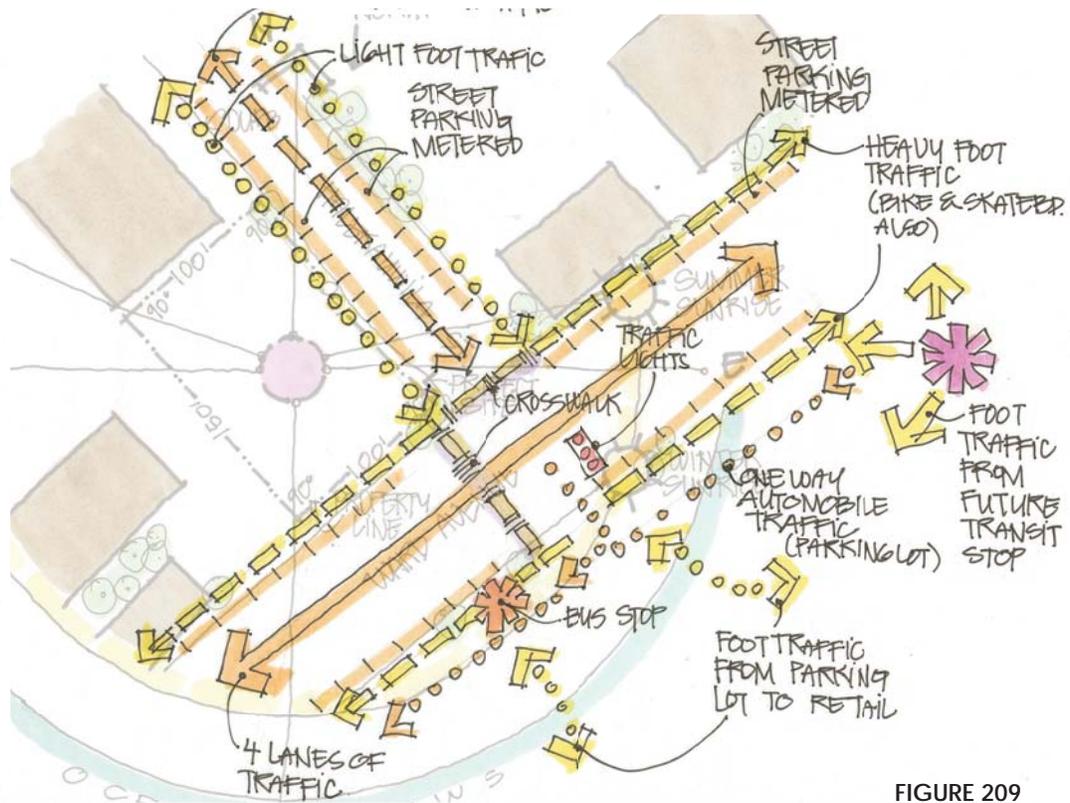


FIGURE 209

Traffic Patterns
Sanpei

The second overlay of traffic patterns allows us to see automobile, foot, bicycle, skateboard, mass transit, and bus access. The site is surrounded primarily by streets and other businesses. On the north and southeast edges the site is bound by Ward Avenue and Halekauwila Street. Ward Avenue is a two way arterial street comprised of six lanes. Halekauwila Street begins at Ward Avenue and ends in downtown Honolulu. This two-way feeder street is comprised of four lanes of traffic with street parking accounting for half of the lanes.

The southwest and northwest boundaries include a variety of neighboring businesses. To the south of the site is an on grade parking lot for the neighboring local surf shop South Shore Hawaii. Across the site to the north is Kanpai Bar and Grill and directly across the street on Ward Avenue is the Victoria Ward complex.



Analysis
Site
Traffic Patterns
Design Exploration

12.2 DESIGN EXPLORATION

12.2.1 | STUDY MODELS

The design exploration began with a study of the building's basic form. Several study models were generated in Google SketchUp for the overall concept of the building. Concepts such as terraces and gardens were a major focus. Location of the loading zone, service elevator, parking area, stage, café kiosk, entry, and garden were essential components for the ground floor. Study models included repositioning of the garden along with the loading zone, parking, and stage. Design of the terrace to take advantage of the natural ventilation and sunlight was considered in the study model process. Eventually the stage became a real focal point as well as the terracing and the bamboo garden. The centralized features could be enjoyed on any level. Those who were

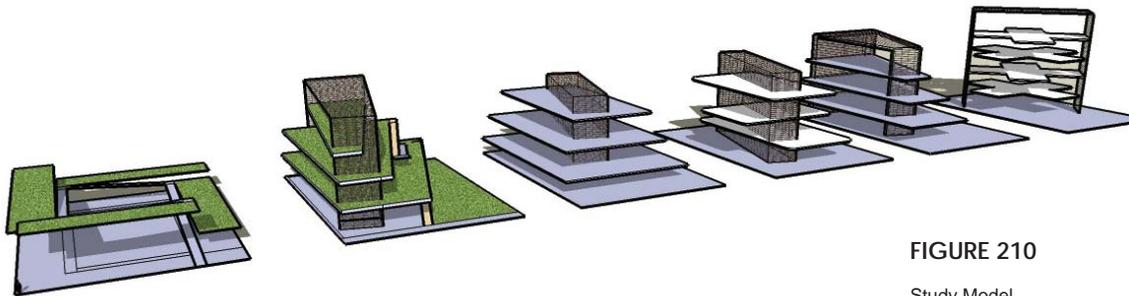


FIGURE 210

Study Model
Sanpei

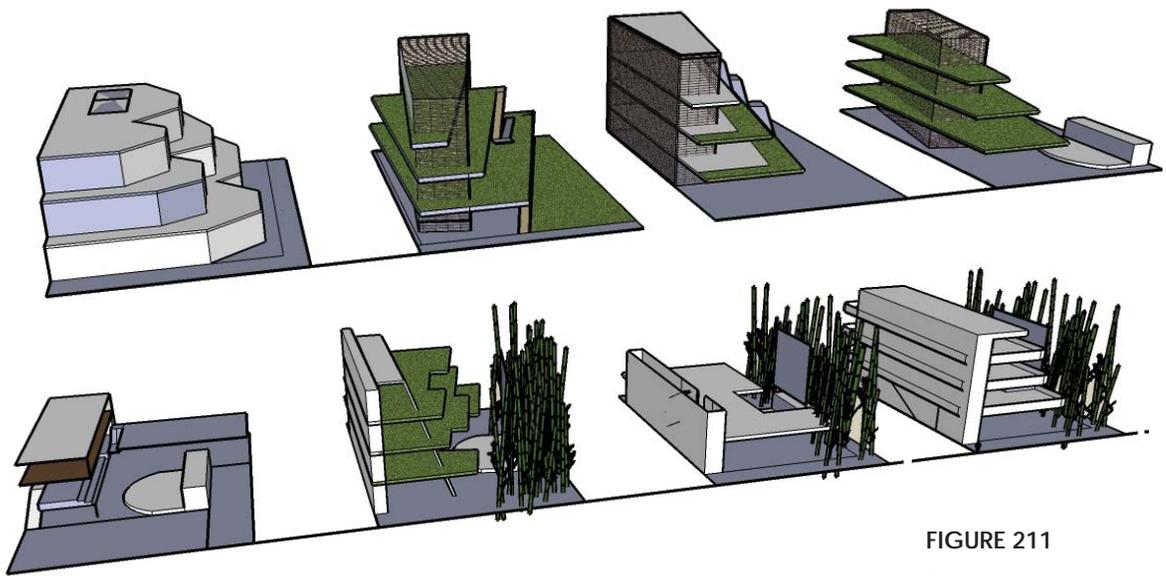


FIGURE 211

Study Model
Sanpei

unable to see the stage could view the current happenings on the screen located above. The variety of levels allowed for numerous functions. The final study model below was the most promising, and the design evolved into much more detailed floor plans.



FIGURE 212

Garden Path Sketch
Sanpei

12.2.2 | INITIAL FLOOR PLANS

Below are the initial floor plans of the Terrace Garden concept. The first floor consists of the main entry on Ward Avenue along with elevators and stairs to provide access to the floors above. The stage, plaza, and café kiosk are also located on the ground floor and easily accessible. The loading area, dock, parking, and service elevator are located in the rear off of Halekauwila Street.

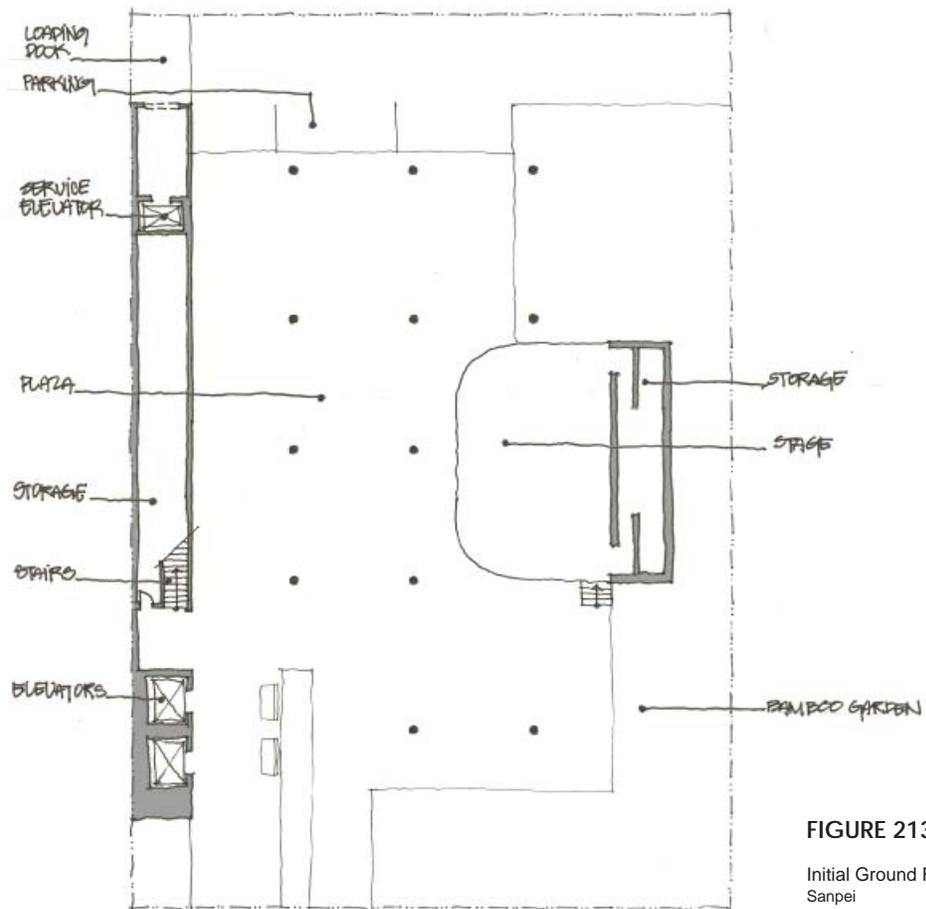


FIGURE 213

Initial Ground Floor Plan
Sanpei

The second floor is accessible from both the elevator and stairs. This floor will consist of a deli and meat market and the community barbecuing areas for large or small groups. Location on the third floor is the standup yakitori bar as well as the sushi bar.

FIGURE 214

Second floor
Sanpei

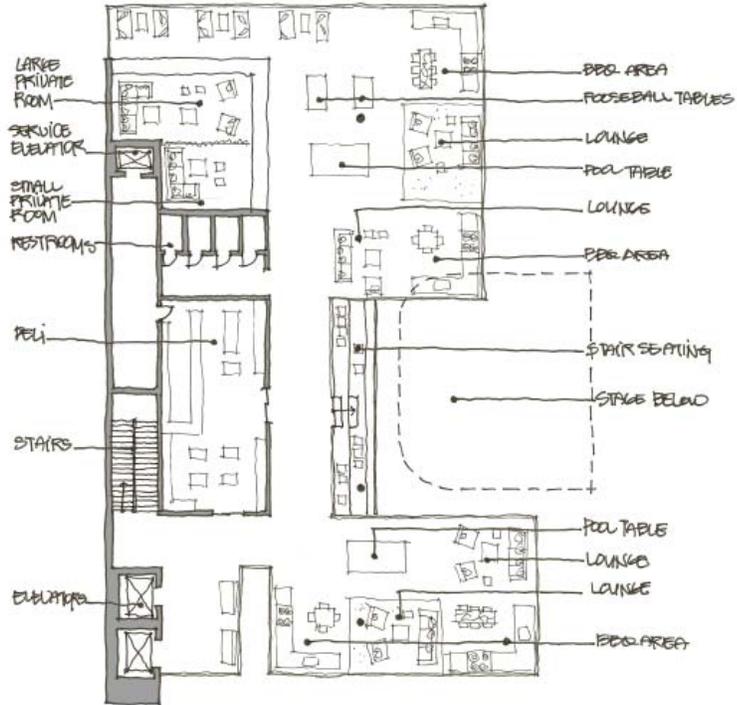
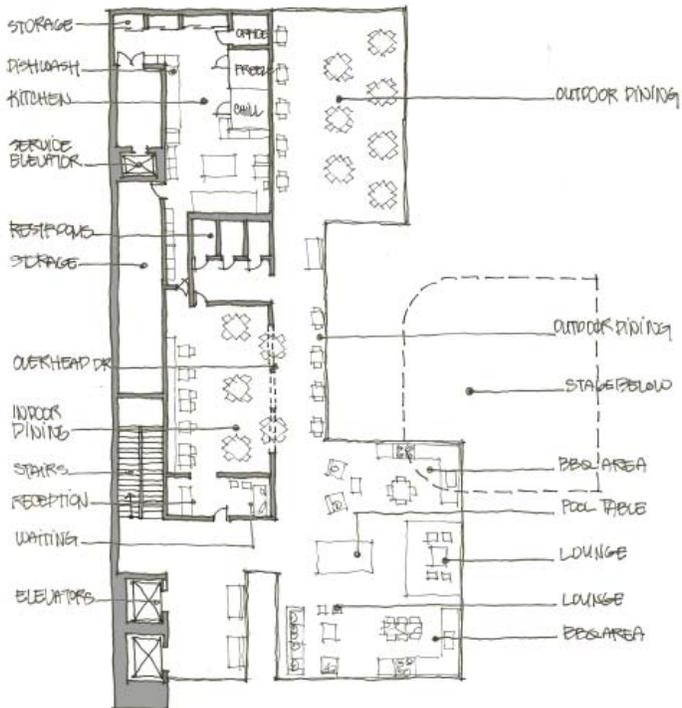


FIGURE 215

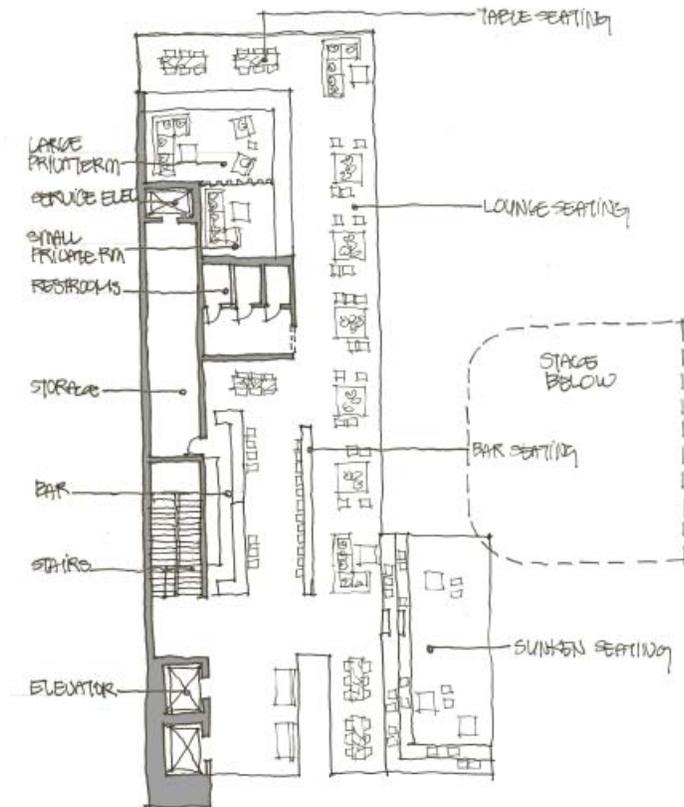
Third Floor
Sanpei



The fourth floor will consist of the lounge bar. There will be numerous seating areas for both large and small groups of friends. While at the bar customers will be able to enjoy the stage performances below while relaxing in an open air environment.

FIGURE 216

Fourth Floor
Sanpei



Upon further examination changes were needed in the initial design. The building core with the elevator and stairs did not allow for cross ventilation and would be ideal if it were ventilated. The entry stair and elevator would be best located within the bamboo garden. The restrooms would be best if they were centrally located in the building and separated for both males and females on every floor. The next step in the design process was to create a physical study model. This helped in the design process and allowed for a better understanding of the building.



FIGURE 217

Physical Model
Ward Avenue
Sanpei



FIGURE 218

Physical Model
Halekauwila Street
Sanpei

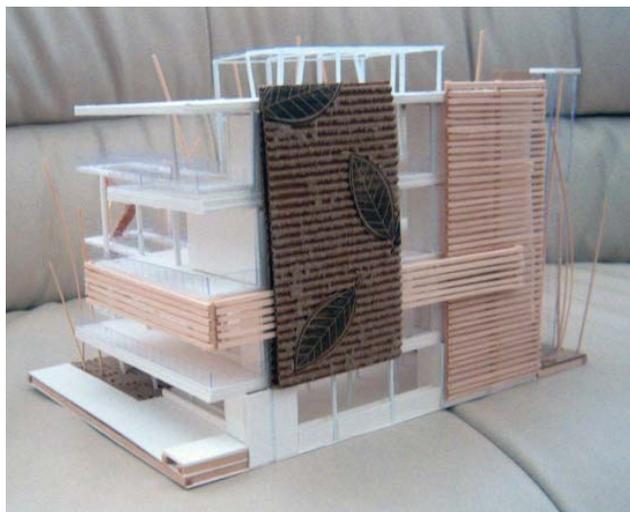


FIGURE 219

Physical Model
South Elevation
Sanpei

013

REINVENTING OUR SOCIAL SPACES

DESIGN

- Design Concept
- First Floor Plan
- Second Floor Plan
- Third Floor Plan
- Fourth Floor Plan
- Drawings
- Site Plan
- Floor Plans
- Sections
- Elevations
- Vignettes
- Overall
- First Floor
- Second Floor
- Third Floor
- Fourth Floor

FIGURE 220
Jupiter images



FIGURE 221
BAMBOO INSPIRATION
www.flickr.com

13.0 | DESIGN CONCEPT

The image of relaxing under a grove of bamboo with sunlight filtering through the delicate leaves and gently swaying branches creates a vision synonymous to an ideal third place. This vision led to the selection of the name *Kaka'ako no Komorebi*, which is descriptive of a peaceful third place created by a combination of soft sunlight in the project's bamboo garden. In naming the project, careful consideration was given to the criteria for an ideal third place as being comfortable and inviting; a dependable refuge; a casual atmosphere that allows customers to simply hangout and socialize.

The play of sunlight filtering through the delicate branches is also reinforced in the overall building design and structure. While the structural steel members creates a light and airy frame that disappears into the bamboo grove, the horizontal and vertical wood slats allows light to filter through the building. The pivoting projection screen viewed from all four floors allows light and wind to penetrate when unused. The green roof which is inaccessible to the public is partially covered with vegetation. In turn it reduces heat loads, filters pollutants, and is visual appealing to home owners who overlook Kaka'ako no Komorebi.

stair seating.

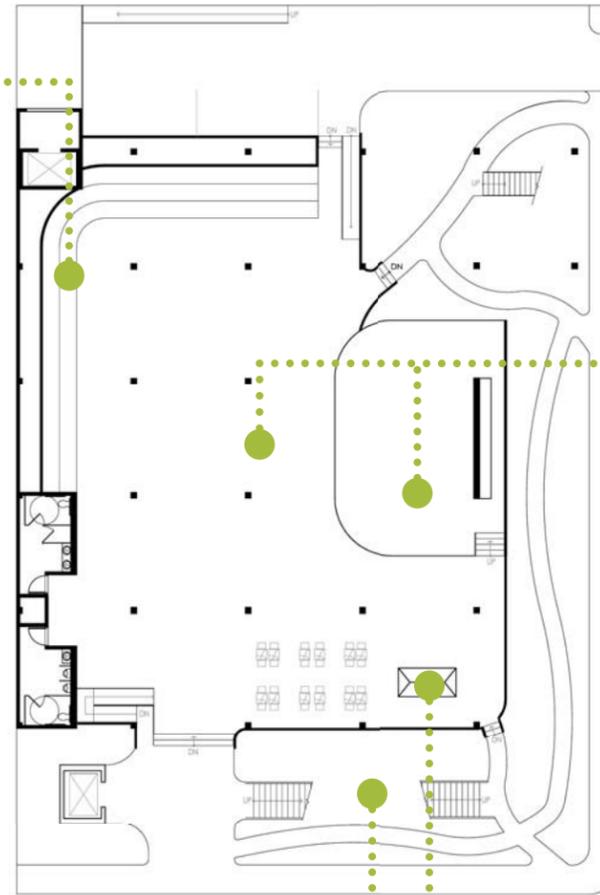


FIGURE 222
PRADA SOHO stair seating
www.smesitalia.com

bamboo garden.



FIGURE 223
BAMBOO INSPIRATION
www.flickr.com



HALEKAUWILA Street

WARD Avenue

SCALE: 1/32" = 1'-0"

event space.



FIGURE 224
ALA MOANA CENTER STAGE
www.alamoanacenter.com

café kiosk.



FIGURE 225
HONOLULU COFFEE COMPANY KIOSK
SANPEI 02.15.08

1

13.1.2 | DESIGN CONCEPT SECOND FLOOR

private seating.

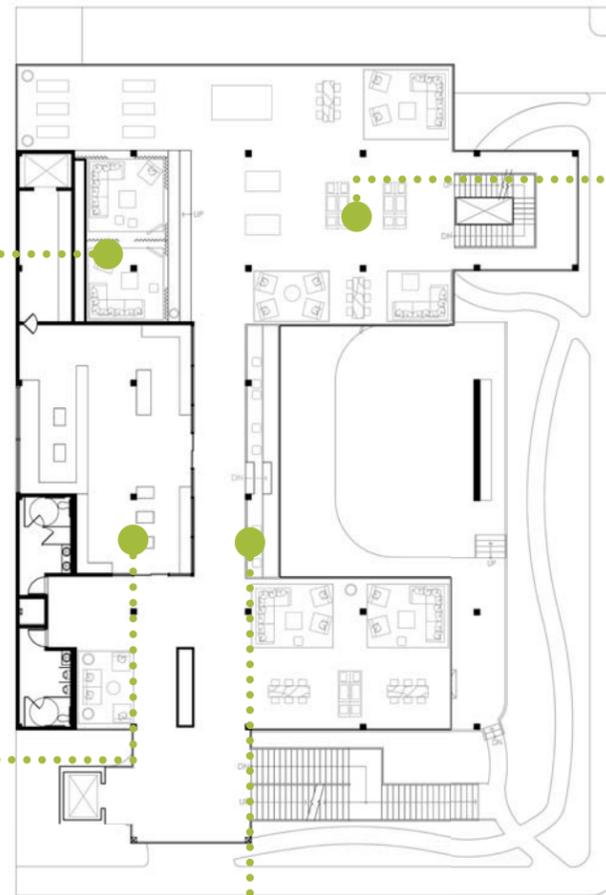


FIGURE 226
PRIVATE SEATING AREA
www.tavernhospitality.com

deli/meat market.



FIGURE 227
DELI MARKET New York City, New York
www.flickr.com



HALEKAUWILA Street

WARD Avenue

SCALE: 1/32" = 1'-0"



FIGURE 228
OUTDOOR BARBEQUE DINING
www.yelp.com

bbq area.

stair seating.



FIGURE 229
STAIR SEATING
www.wirednewyork.com



FIGURE 230
W HOTEL STAIR SEATING
www.wirednewyork.com

2

REINVENTING OUR SOCIAL SPACES
DESIGN PROPOSAL

13.1.3 | DESIGN CONCEPT THIRD FLOOR

sushi bar.



FIGURE 231
NEW YORK SUSHI BAR
www.gatehouserestaurantny.com

seating.



FIGURE 232
TOWN WAIALAE SEATING
www.thehonoluluadvertiser.com



HALEKAUWILA Street

WARD Avenue

SCALE: 1/32" = 1'-0"

private booths.



FIGURE 233
W HOTEL LOBBY SEATING
www.travelwebshot.com

yakitori bar.



FIGURE 234
YAKITORI BAR GRILL
www.bradandgeorge.com

FIGURE 235
YAKITORI STANDUP BAR
www.okinawahai.com

3

REINVENTING OUR SOCIAL SPACES
DESIGN PROPOSAL

13.1.4 | DESIGN CONCEPT FOURTH FLOOR

private seating areas.



FIGURE 236
W HOTEL PRIVATE SEATING
www.flickr.com



FIGURE 237
GOOGLE CAMPUS SEATING AREA
www.archiseek.com

lounge seating.



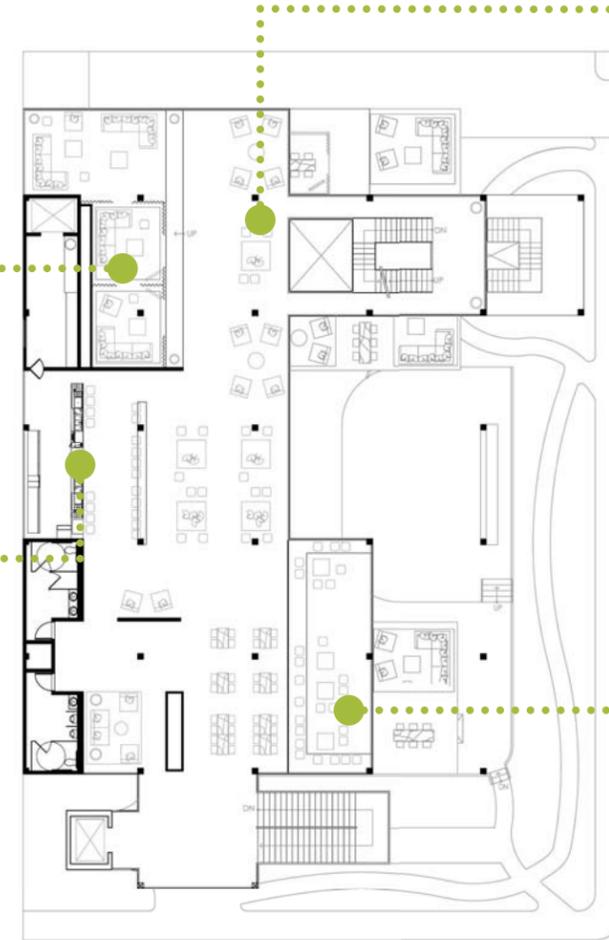
FIGURE 240
W HOTEL SEATING AREA
www.flickr.com

bar.



FIGURE 238
W HOTEL BAR SEATING
www.flickr.com

FIGURE 239
GALLERIA ILLY BAR SEATING
www.illy.com



HALEKAUWILA Street

WARD Avenue

SCALE: 1/32" = 1'-0"

stair seating.



FIGURE 241
STAIR SEATING
www.flickr.com

4

13.2.1 | SITE PLAN

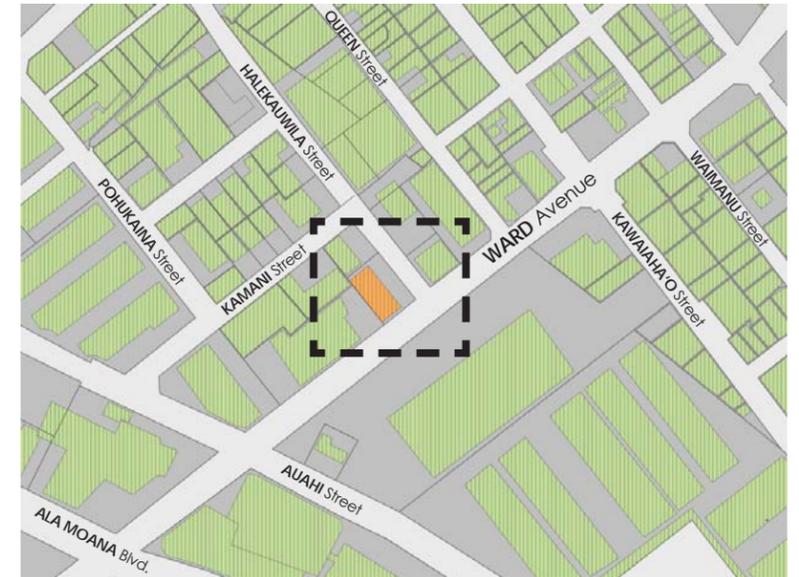


FIGURE 242
SITE PLAN
Sanpei

13.2.2 | FIRST FLOOR PLAN

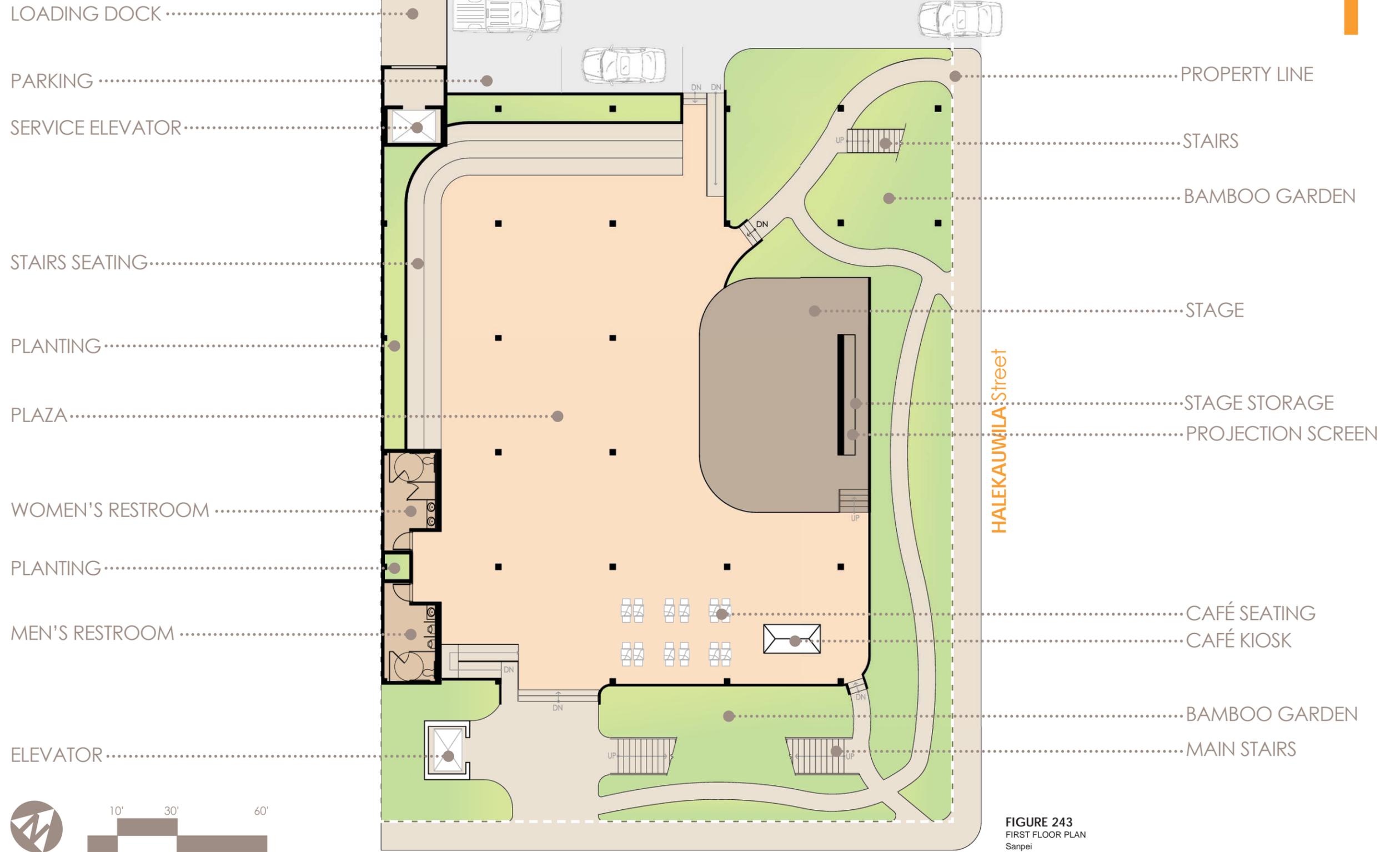
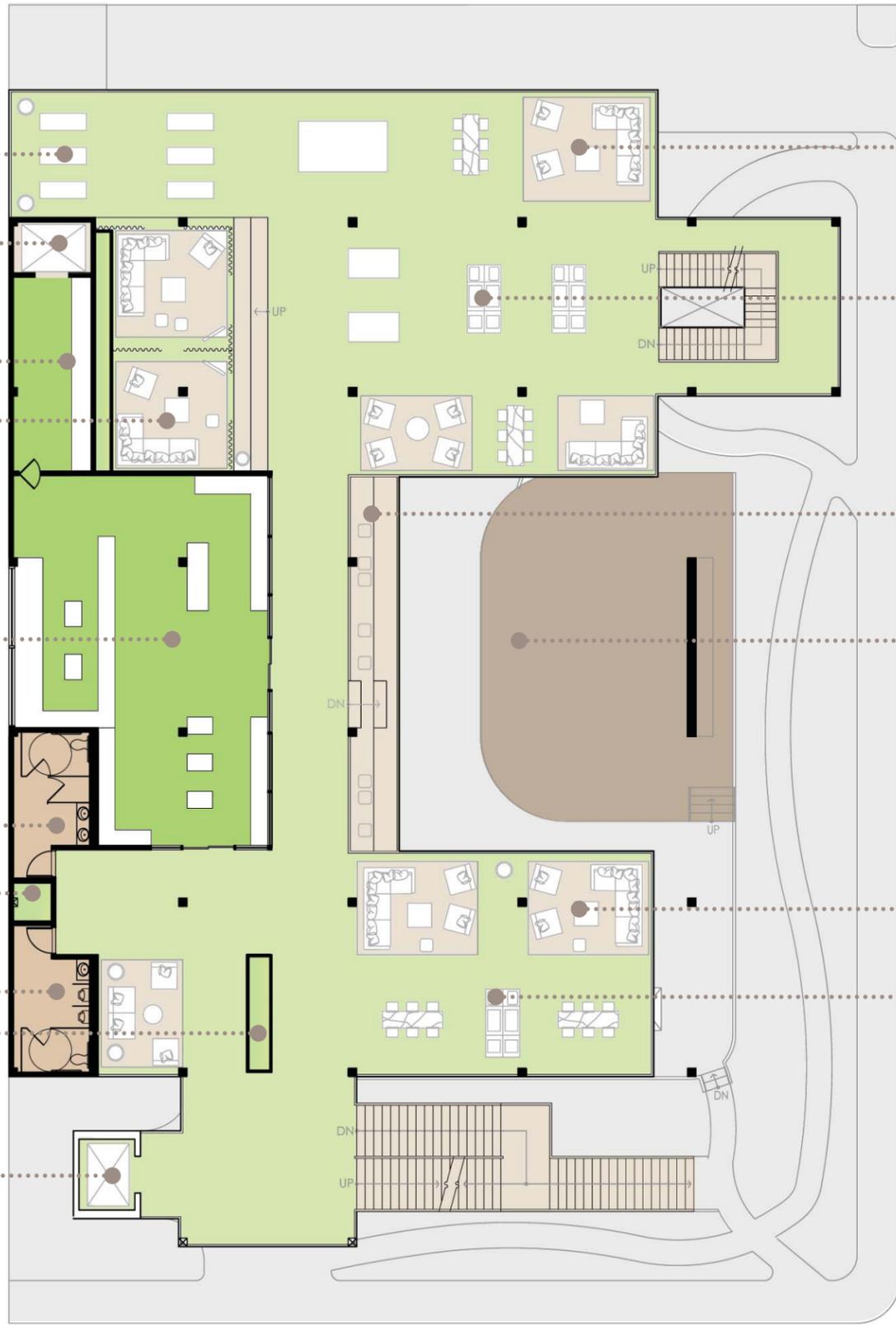
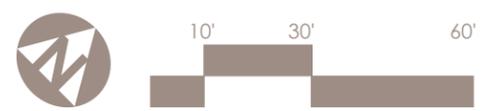


FIGURE 243
FIRST FLOOR PLAN
Sanpei

13.2.3 | SECOND FLOOR PLAN

- LOUNGE SEATING.....
- SERVICE ELEVATOR.....
- PREP KITCHEN & STORAGE.....
- PRIVATE SEATING.....
- DELI & MEAT MARKET.....
- WOMEN'S RESTROOM.....
- PLANTING.....
- MEN'S RESTROOM.....
- PLANTING.....
- ELEVATOR.....
- COMMUNITY SEATING.....
- COMMUNITY BBQ.....
- STAIR SEATING.....
- STAGE BELOW.....
- COMMUNITY SEATING.....
- COMMUNITY BBQ.....

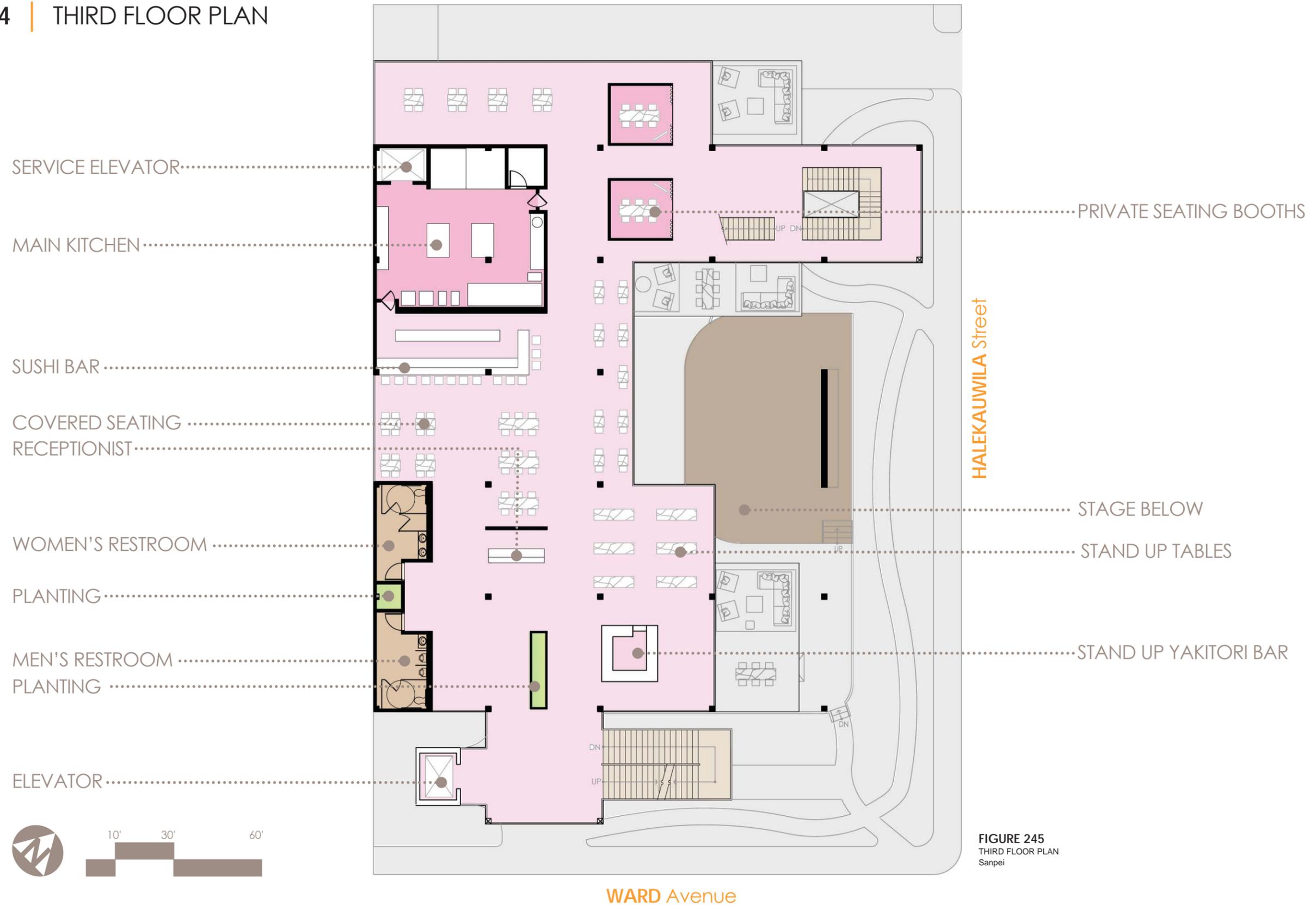


HALEKAUWILA Street

WARD Avenue

FIGURE 244
SECOND FLOOR PLAN
Sanpei

13.2.4 | THIRD FLOOR PLAN



13.2.5 | FOURTH FLOOR PLAN

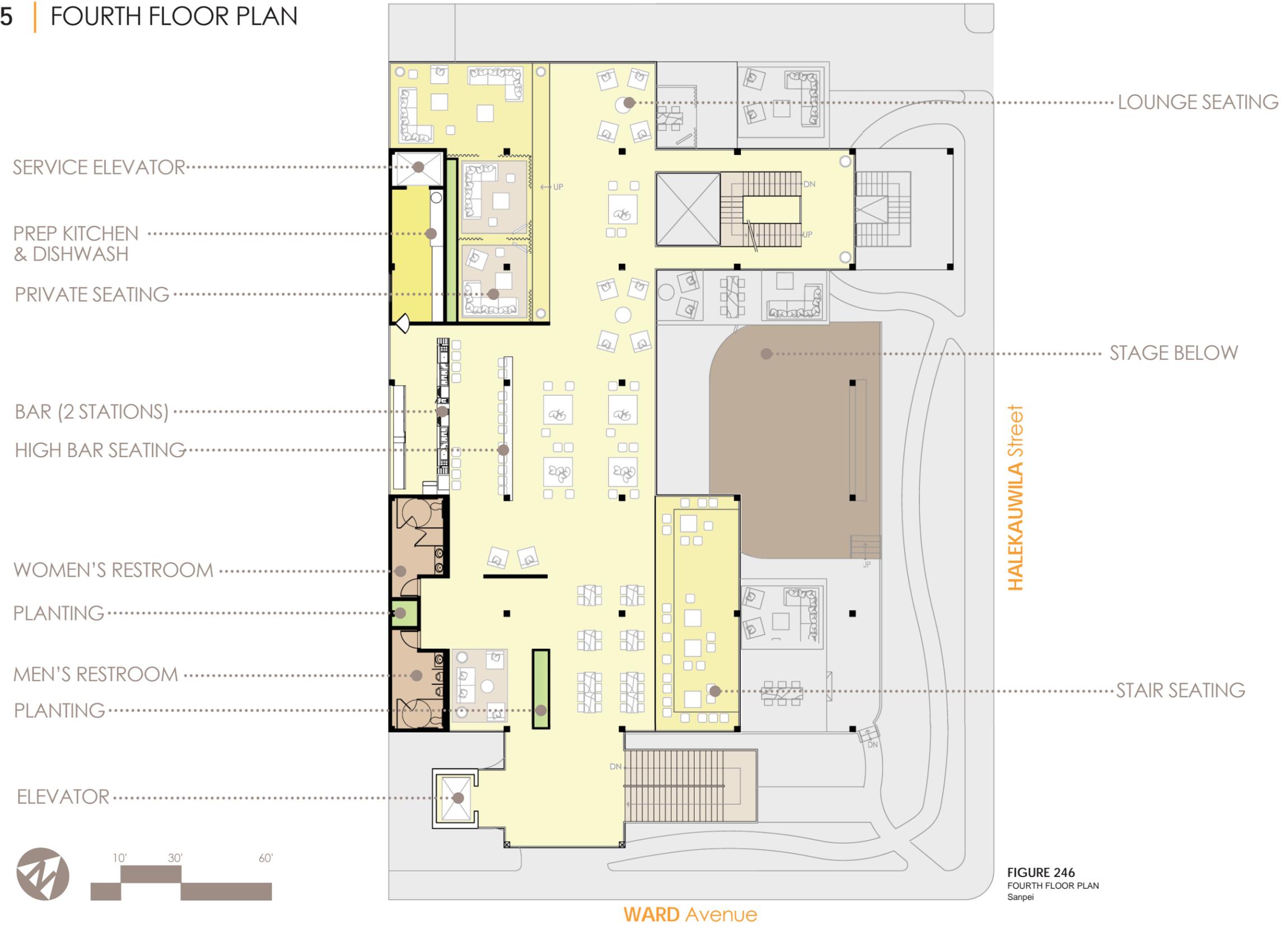
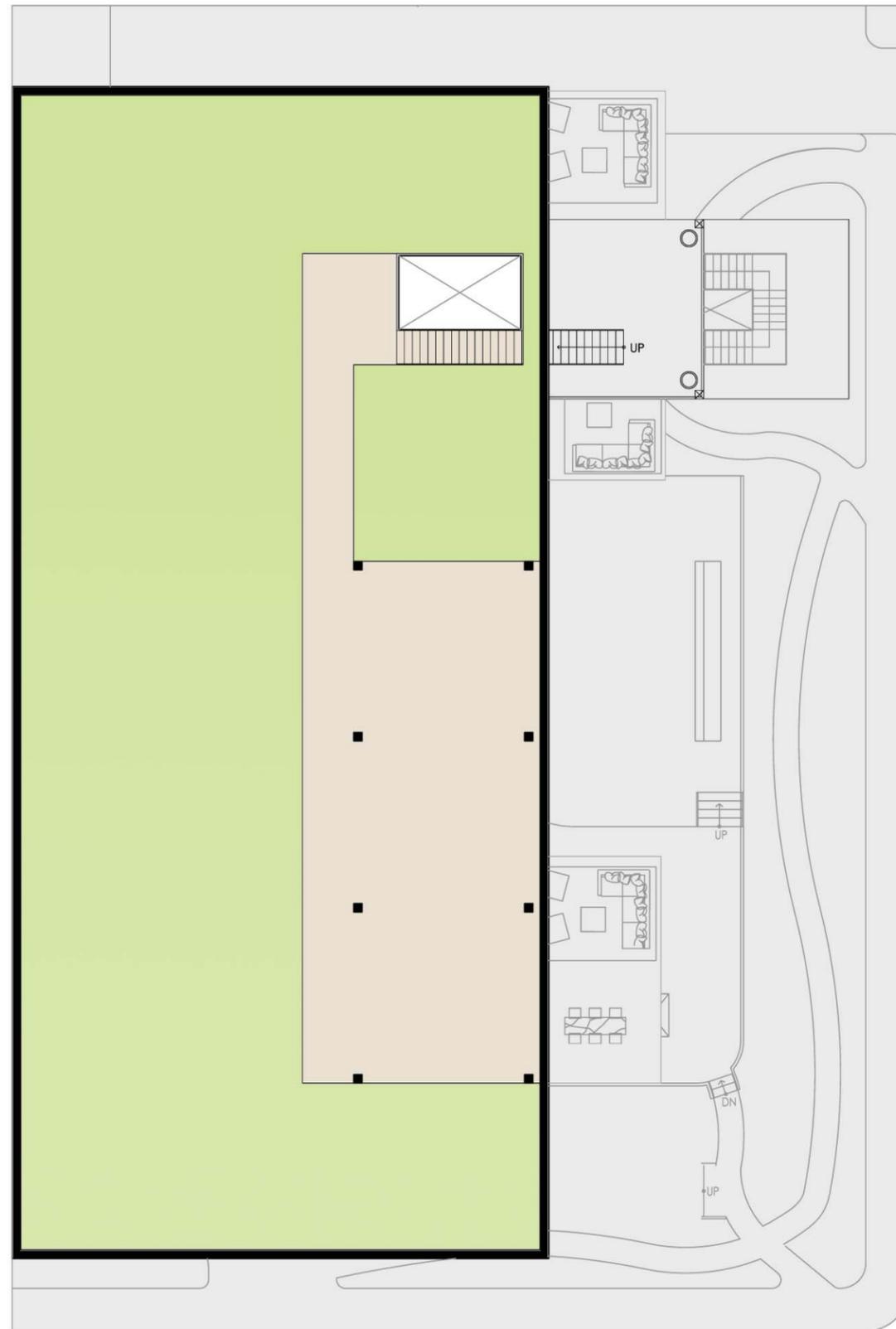
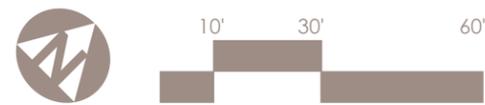


FIGURE 246
FOURTH FLOOR PLAN
Sanpei

WARD Avenue

13.2.6 | ROOF PLAN



WARD Avenue

HALEKAUWILA Street

FIGURE 247
ROOF PLAN
Sanpei

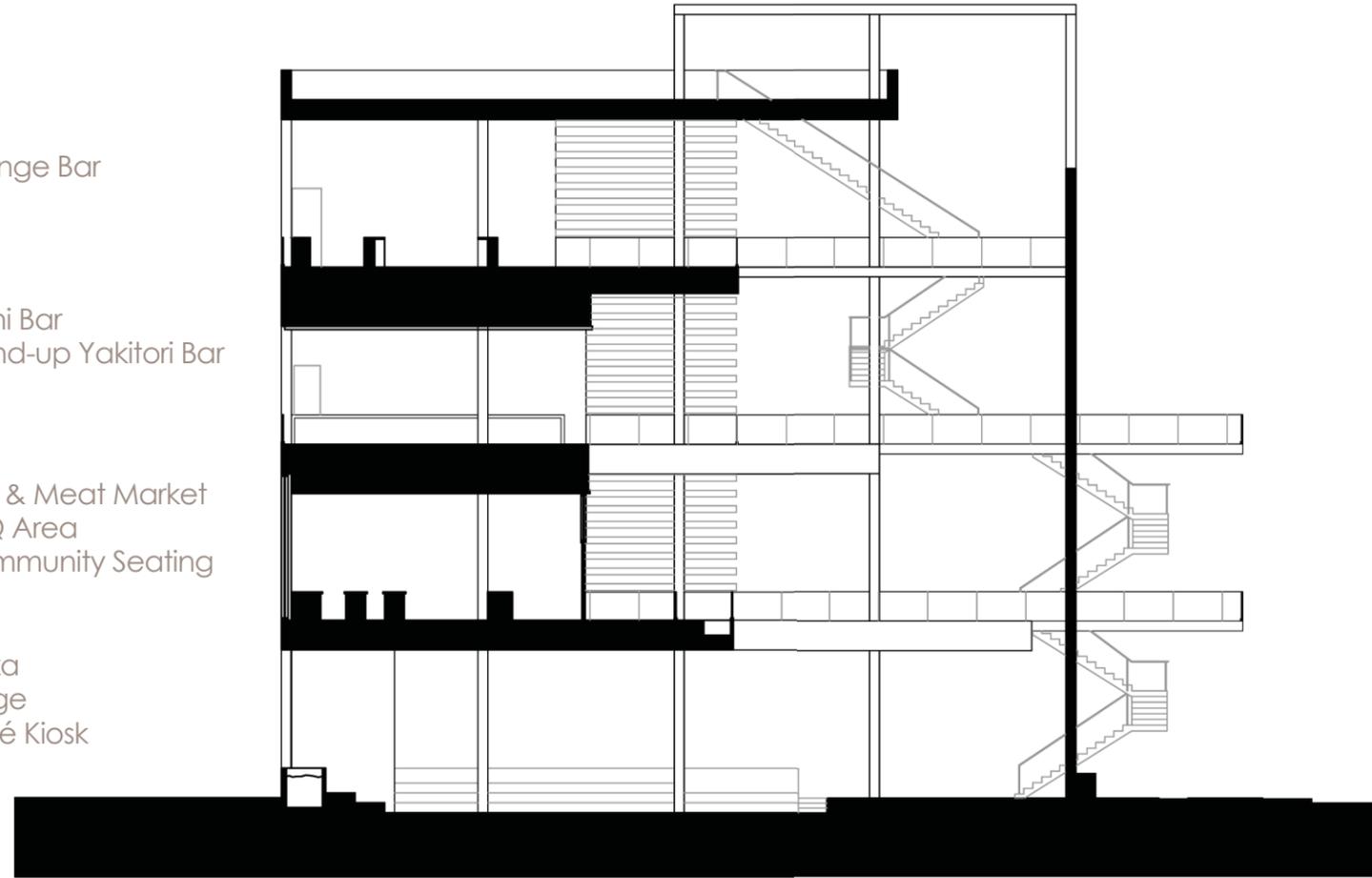
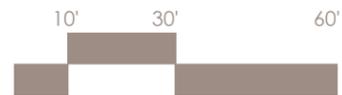
13.2.7 | SECTION

4TH FLOOR Lounge Bar

3RD FLOOR Sushi Bar
Stand-up Yakitori Bar

2ND FLOOR Deli & Meat Market
BBQ Area
Community Seating

1ST FLOOR Plaza
Stage
Café Kiosk



WARD Avenue

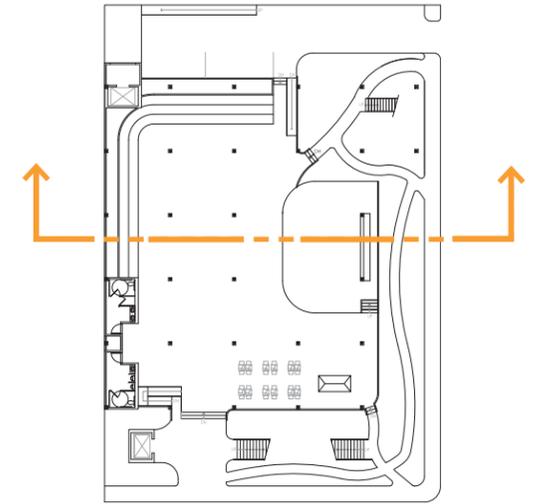


FIGURE 248
SECTION PLAN
Sanpei

13.2.8 | ELEVATIONS



WARD Elevation

FIGURE 249
WARD ELEVATION
Sanpei



HALEKAUWILA Elevation

FIGURE 250
HALEKAUWILA ELEVATIONS
Sanpei

13.2.9 | ELEVATIONS



REAR Elevation

FIGURE 251
REAR ELEVATION
Sanpei



SOUTH Elevation

FIGURE 252
SOUTH ELEVATION
Sanpei

13.3.1 | VIGNETTES



FIGURE 253
WARD AVENUE VIGNETTE
Sanpei



FIGURE 254
WARD AVENUE VIGNETTE
Sanpei



FIGURE 255
GREEN ROOF
Sanpei

13.3.3 | VIGNETTES FIRST FLOOR

1 1ST FLOOR
Plaza
Stage
Café Kiosk

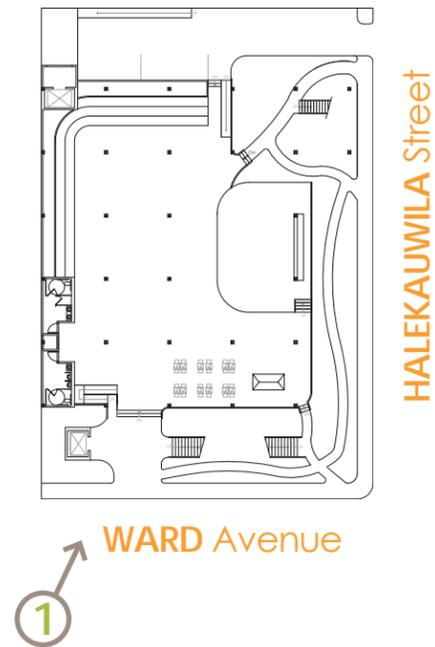


FIGURE 255
VIGNETTES FIRST FLOOR
Sanpei

13.3.4 | VIGNETTES SECOND FLOOR

2 2ND FLOOR
Deli & Meat Market
BBQ Area
Community Seating



FIGURE 256
VIGNETTES SECOND FLOOR
Sanpei

13.3.5 | VIGNETTES THIRD FLOOR

3 3RD FLOOR
Sushi Bar
Stand-up Yakitori Bar
Private Booths



FIGURE 257
VIGNETTES THIRD FLOOR
Sanpei

13.3.5 | VIGNETTES THIRD FLOOR

3 3RD FLOOR
Sushi Bar
Stand-up Yakitori Bar
Private Booths



FIGURE 257
VIGNETTES THIRD FLOOR
Sanpei



FIGURE 258
VIGNETTES FOURTH FLOOR
Sanpei

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REINVENTING OUR SOCIAL SPACES PROJECT EVALUATION

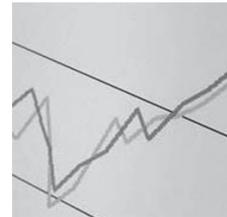
- Project Evaluation
- Location & Access
- Food & Beverage
- Sociable Place
- Neutral Ground
- Outdoor Connection
- Provision of Choices
- Flexibility
- Comfort
- Branding
- Experience Oriented
- Evaluation Summary
- Conclusion



FIGURE 259
Jupiter images

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REINVENTING OUR SOCIAL SPACES
PROJECT EVALUATION



Project Evaluation
Location & Access
Food & Beverage
Sociable Place
Neutral Ground
Outdoor Connection
Provision of Choices
Flexibility
Comfort
Branding
Experience Oriented
Conclusion

14.0 PROJECT EVALUATION

14.0 | PROJECT EVALUATION

Similar to the precedent studies conducted in the previous sections, the design project will be analyzed based upon the ten third place characteristics. The completed design project, Kaka'ako no Komorebi, addresses all ten characteristics: location and access, food and beverage, sociable place, neutral ground, outdoor connection, provision of choices, flexibility, comfort, branding, and experience oriented. Although the project has not been physically built it incorporates the mission statement and people, design concept, plans, sections, elevations and perspective images.

14.1.1 | LOCATION & ACCESS

In order for a third place to function successfully, it must be accessible to the user. This site must be accessible to a variety of users, whether one uses a private automobile, public transportation, or walks to get there.

Kaka'ako no Komorebi is centrally located in Kaka'ako, Honolulu. While choosing the site it was critical to select a community based upon Smart Growth principles. These principles are part of an urban planning and transportation theory that concentrates growth to avoid sprawl. Smart Growth communities are characterized as compact, walkable, mixed-use, human scale developments that create a sense of community. Although Kaka'ako is not solely a smart growth community, it does provide residents and visitors with a variety of live, work, dining, & entertainment options.

The area's residential developments include: 909 Kapi'olani, Kamakee Vista, Kauhale Kaka'ako, Imperial, and Na Lei Hulu. Also, the projected completion of the 492-unit Moana Vista is scheduled for June 2010. Future towers in the area also include residences in the mixed-use Urban Villages on the Kamehameha School's Kaka'ako property and a 12-story, low rise middle income residential development on Waimanu Street. Retail and commercial developments directly across the street include Ross' Dress for Less, McDonald's, Sports Authority, BA-le, Pictures Plus, and Marukai's 99 Super Store. Other retail and commercial developments include Ward Warehouse, Ward Center, Nordstrom Rack, and Office Depot.

In addition to the retail and commercial developments, nearby entertainment venues include the Ward Entertainment Center which houses 16 movie theatres, the Neal Blaisdell Center, Honolulu Concert Hall and Children's Discovery Center adjacent to the Kaka'ako Waterfront Park.

There are numerous streets that provide vehicular access to the site in Kaka'ako. Highways and arterial roads such as Ala Moana Boulevard, Kapi'olani Boulevard,

King Street, Beretania Street, Halekauwila Street, Queen Street, and the H-1 freeway all intersect Ward Avenue. As for public transportation, bus service is available on Ward Avenue, Queen Street, and Auahi Street with multiple bus stops. Furthermore, the implementation of the new light rail transit system will also increase the site's accessibility with the Ward Avenue and Queen Street transit stop. This proposed transit stop is conveniently located within a very short walk.

The Kaka'ako terrain is basically flat and conducive to walking, biking, and even skateboarding as means of accessing the site. Overall, Kaka'ako no Komorebi will be easily accessible to those who drive, walk, bike, or use public transportation.

While location is a key factor for survival, physical and visual access to the users are also beneficial. There are two main entrances into Kaka'ako no Komorebi, with the first entrance directly off of Ward Avenue which is accessible for those customers who catch the bus, walk or who may potentially ride on the transit system. There is also an entrance from the rear parking lot off of Halekauwila Street.

Kaka'ako No Komorebi is designed to attract residents living in the Kaka'ako area or in nearby surrounding neighborhoods. These customers living within the 1/4 to 1/2 mile radius will be able to walk or bike to the development. Due to their close proximity to the site, these customers who reside in the community will not need on-site parking. Also, public transportation users will be able to access the site conveniently by bus, trolley, or the transit system. Customers who utilize the transit system will be able to access the area without the need to drive an automobile, thereby greatly reducing traffic congestion, pollution, and energy consumption.

Justification for a variance to the existing parking regulations will be submitted based on the idea of promoting a healthier living environment by reducing the traffic effects of automobiles on the streets. This justification for the request will be based on existing and alternatives to on-site parking. Currently, street parking which contributes

to a pedestrian friendly environment, exists on Ward Avenue and the streets surrounding the site. In addition, better utilization of off-site parking in public or private parking facilities can serve as another alternative to address the need for public parking. Furthermore, a proposal to the Victoria Ward Complex (directly across the street on Ward Avenue) and South Shore Hawaii (adjacent to the project) for a shared parking lease agreement will be submitted. In the proposal, payment for utilizing the existing parking lots for both businesses can be addressed with an agreement on usage at specific time periods convenient for all three businesses. The approval for a setback and height variance will also be requested to accommodate the proposed building development. Justification will include the fact that the variance will add to the esthetic value and character of the community; will basically serve the needs of people who live in the community; will not adversely affect the delivery of public services such as water and sewer; nor affect public health, safety, and welfare.

The project's location on bustling Ward Avenue provides Kaka'ako no Komorebi with the best possible visual access to customers. The activity and visibility from the street can attract more customers.

Accessibility is also a matter of both time and location. Since the activity that occurs within a third place is often unplanned, unscheduled, unorganized, and unstructured, it must be available to serve its customers almost any time of the day. Kaka'ako no Komorebi's long hours from 7:00 a.m. to 2:00 a.m. will allow customers to stop by before or after work based on their schedule for the day. This in itself provides for a steady flow of customers.

14.1.2 | FOOD & BEVERAGE

Food brings people together effortlessly and is vital to the survival of a third place. By providing food and beverages within a third place the basic needs of thirst and hunger are fulfilled while providing customers with something to talk about while dining.

Kaka'ako no Komorebi offers breakfast, lunch and dinner. During the morning and lunch hours the menu includes brewed beverages such as coffee and tea and light meals such as sandwiches and salads. During lunch and dinner, Kaka'ako no Komorebi functions as a community barbecuing area, a sushi bar, a stand-up yakitori bar and a lounge bar environment, with a menu that includes appetizers, entrees and a variety of alcoholic beverages. The design of this project is based primarily on food and beverages which contributes to making this a successful third place.

The café kiosk located on the first floor offers freshly brewed drinks, light snacks which include sandwiches, fresh fruit, and pastries, and other seasonal products for purchase. Seasonal beverages will also be available for purchase.

During lunch and dinner, the second floor deli and meat market serves two functions: as a deli providing sandwiches, cheeses, crackers, soft drinks and as a fresh meat and vegetable market serving raw marinated meats and vegetables for self-barbecuing. The drink menu includes bottled soft drinks, water, and carbonated drinks.

The third floor sushi bar also provides a variety of sushi, tempura, noodles, yakitori, sashimi, and other fried favorites for lunch and dinner. The drink menu includes a variety of sake or sochu, domestic and imported beers. Also located on the third floor is the stand-up yakitori bar with food menu consisting of yakitori sticks: chicken, beef, pork, tofu, and vegetables. The drink menu includes sake, sochu, domestic and imported beers. The lounge bar on the fourth floor offers customers a full bar, with food similar to the sushi and yakitori bar menu.

14.1.3 | SOCIABLE PLACE

Kaka'ako no Komorebi is a highly sociable place. Based on the completed research in Part I, this third place is the ideal social place designed to be conducive to friendliness, conversations, and interactions. The introduction of games, entertainment, and thoughtful dining venues into this third place also generates lively conversation.

The stage area and plaza are designed to hold a variety of entertaining events. The plaza or stage is a versatile location for organic farmers' markets, live performances, book readings, fashion shows, movie screenings, tai chi, seminars, and other special interest activities. Interaction between customers in the variety of venues creates a social environment that encourages activity among friends and strangers.

Both active and passive types of sociability occur near the café kiosk on the first floor. During the morning hours the café kiosk is patronized by customers needing freshly brewed coffee, tea, or a light snack.

By simply purchasing a choice of meats and vegetables from the deli/meat market on the second floor, customers are free to utilize the barbecuing pit and can choose to socialize in a variety of seating areas. The ability to select and purchase the meats from the deli for cooking in the barbecue area is the perfect activity to encourage socialization between individuals, groups, and family members. After cooking their meals, customers can choose to sit and dine in the comfortable lounge area or dining table, small or large private seating areas for groups or on the stairs seating. The availability of the foosball and pool table provide families with children an additional opportunity to socialize while their meal is being cooked in the barbecuing area. This third place is conducive to friendliness, conversations, and interactions.

The third floor sushi bar is a source of lively socialization. It provides a relaxing atmosphere for customers who wish to hangout. This informal bar encourages customers to sit and watch as the sushi chef expertly prepares a variety of sushi.

Eating at the sushi bar is also a leisurely shared social event with friends and acquaintances who gather for drinks and good sushi. This sharing of dishes between friends is similar to that of Japanese izakayas and adds to the social ambience of sushi bars. It is an attraction for customers looking forward to a night out.

The stand-up yakitori bar, also on the third floor, is the perfect place to pick up a quick lunch or dinner in a laid back sociable environment. This informal stand-up situation allows for both active or passive conversation while chefs are cooking the yakitori. It is designed to engage everyone in this fun filled venue.

The lounge bar on the fourth floor is a highly sociable place filled with activity. A majority of the customers gather together as individuals or small and large groups. The noise level at the bar is expected to be a little elevated at times; however, given its location at the top of the building it should not significantly impact the remaining three floors below.

14.1.4 | NEUTRAL GROUND

Kaka'ako no Komorebi is designed to serve as the ideal neutral ground. Area residents, business entrepreneurs, public transportation users, college students, tourists, the curious, families with children, single individuals, couples, and basically people of all ages are welcomed. Kaka'ako no Komorebi has unique spaces within the facility designated for enjoyment by all; there are spaces for men and women, students and professionals, as well as the young and old.

With its flexibility in design and inclusion of private rooms, Kaka'ako no Komorebi serves as a place for young professionals and business executives to gather and discuss current trends and innovative ideas. It also provides a venue to meet people outside of the work environment and helps them widen their circle of friends. Kaka'ako no Komorebi serves as an all inclusive third place and pit stop where transit users

can purchase breakfast, lunch, or dinner or have a quick drink after work. College students may find the sushi bar, yakitori stand-up bar and lounge bar an attractive place to socialize and make new friends. Families and friends may enjoy socializing at the communal barbeque. With the availability of foosball and pool, the possibilities are endless. As an all inclusive place, Kaka'ako no Komorebi is a third place where anyone can feel comfortable hanging out when they are not at home or at work. This exceptional third place in the community affords people the opportunity to minimize isolation in the home and meet others face to face on a regular basis. It is a place where relationships are developed and strengthened. Return visits to Kaka'ako no Komorebi can result in this third place becoming an urban community common place where people recognize each other and acknowledge each other's presence. It encourages familiarity with the community and ultimately enables others to feel connected. Once this phenomenon occurs, the likelihood of attracting repeat customers is inevitable.

14.1.5 | OUTDOOR CONNECTION

There is a definite connection to the outdoors at Kaka'ako no Komorebi. Since the initial design intent was to create an urban forest, more than fifty percent of the building is naturally ventilated. The only areas that are enclosed include the kitchen, restrooms and the service elevator. Each floor of the building is well connected to the outdoor environment and the fourth floor is simply covered by just a roof.

14.1.6 | PROVISION OF CHOICES

Kaka'ako no Komorebi provides an assortment of dining venues for the customer.

Numerous seating options with from indoor to outdoor, public to private, individual or group enhances the provision of choices.

14.1.7 | FLEXIBILITY

A majority of the furnishings within Kaka'ako no Komorebi are lightweight and flexible.

Large cushions can be carried throughout the room, chairs can be stacked or rearranged and ottomans can double as footrests or even coffee tables. The large event space is also flexible, allowing for both small and large special events. The use of the multi-function pivoting screen further enhances the flexibility features of this project.

14.1.8 | COMFORT

Although Kaka'ako no Komorebi has not been built, the furniture, materials, and variety of finishes selected provide comfort and style that complement the surrounding decor.

A mix of table sizes and seating arrangements create a visually interesting entertaining environment from free standing tables in the yakitori bar area to moveable chairs and tables on the ground floor plaza. Other selected chairs include lounge chairs, stationary bar stools, club chairs, low cube or circular ottomans arranged for face to face seating. Also included are family style tables with moveable chairs to accommodate larger groups dining together. Zabuton on the stair seating along with colorful upholstered pillows and cushions define this informal area. An assortment of finishes include many natural products such as woods, stone, and glass.

14.1.9 | BRANDING

Branding is evident throughout the entire building, from the food to the architecture. To ensure brand cohesiveness, Kaka'ako no Komorebi's future logo will appear on plates, cups, drinking glasses, sake cups, napkins, chopsticks, and other packaging. The design of the logo incorporates the idea of "sitting under a grove of bamboo with sunlight filtering through the leaves" as an inviting, casual, and simple place to hangout and socialize. The building's interior design, lighting, and natural ventilation project an openness of the building to the outdoors, along with the image of the sunlight filtering through the leaves as a significant branding identity for Kaka'ako no Komorebi and its customers. The exterior of the pivoting screen functions as a signage display to further promote the branding of this establishment. This signage display, from graphics, to architecture, to design application, allows customers to distinguish Kaka'ako no Komorebi from other establishments, leaving them with distinct characteristics to remember. For the customer, this branding concept instills a sense of belonging to a special third place, an experience oriented for area residents, business entrepreneurs/ executives, public transportation users, college students, the curious, and tourists.

14.1.10 | EXPERIENCE ORIENTED

According to the research presented in the beginning of this document, selling an experience is important to a customer because it aims at arousing curiosity. Experience oriented marketing generates an additional emotional value for a customer, leaving him or her with something to be remembered. Kaka'ako no Komorebi creates a design based experience for the customer. This is achieved through design based theming, special events, and elements of surprise. To begin with, this project is designed to resemble an urban forest that is experienced through high quality design. To create

unique experiences for the customer, events include movie screenings, fashion shows, gallery installations, lectures, performances, and open markets.

Incorporating the pivoting screen as an element of surprise captivates the customers' attention and lures prospective customers into Kaka'ako no Komorebi. Movie screenings projected on this screen can be viewed from all floors and they provide an experience a customer would not necessarily anticipate or expect to happen. The effect of this feature may become the talk of the town or at least the talk of the establishment. The event space stair seating is also an interesting design feature that is constructed as a secondary element of surprise. This stair seating on the first and second floor provides an informal gathering place for customers to actively socialize, dine, view special events, or to just hangout and people watch. By incorporating design based theming, special events, and elements of surprise, Kaka'ako no Komorebi is definitely a memorable experience for the customer.

14.1.11 | EVALUATION SUMMARY

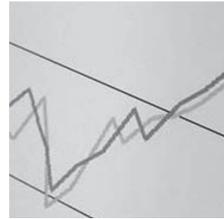
As has been demonstrated, Kaka'ako no Komorebi clearly addresses the ten third place characteristics: location and access, food and beverage, sociable place, neutral ground, outdoor connection, provision of choices, flexibility, comfort, branding, and experience oriented. Each characteristic is taken into consideration and incorporated into the design of the project.

The project's central location on Ward Avenue in Kaka'ako, Honolulu is easily accessible to its' customers. It is a highly sociable space that encourages social interaction between both strangers and acquaintances with a wide array of dining and entertainment venues. It provides a stage, plaza, café kiosk, barbecue area, sushi bar, stand-up yakitori bar and a lounge bar. Kaka'ako no Komorebi is a lively social

environment and a neutral ground that welcomes everyone from the area residents, to the business executive, public transportation user, college student, curious, and tourists. There is definitely a close connection of the project to the outdoors, with fifty percent of the seating areas located in an outdoor environment covered by a roof. This characteristic is further enhanced by the inclusion of the bamboo surrounding the area. An assortment of choices are provided for the customer from dining and entertainment options to seating accommodations. Flexibility and comfort, are achieved by the lightweight and flexible furnishings and the multi-functional pivoting screen. The branding concept for Kaka'ako no Komorebi allows its customers to feel a part of and a sense of belonging to this third place. And lastly, the experience oriented characteristic is achieved through the project's unique design based theming, special events, and the inclusion of two elements of surprise: the pivoting screen and the stair seating.

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REINVENTING OUR SOCIAL SPACES DESIGN PROPOSAL



- Project Evaluation
- Location & Access
- Food & Beverage
- Sociable Place
- Neutral Ground
- Outdoor Connection
- Provision of Choices
- Flexibility
- Comfort
- Branding
- Experience Oriented
- Evaluation Summary
- Conclusion**

14.2 CONCLUSION

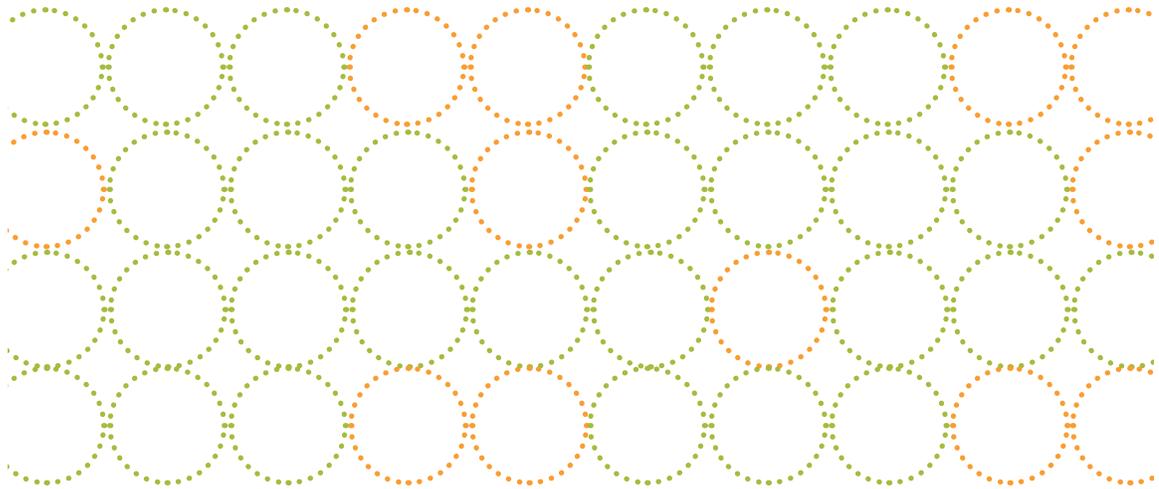
14.2 | CONCLUSION

The goal of this D.Arch project was to introduce the third place concept to the people of Hawai'i. This process involved historical research, precedent studies, and design exploration as the basic framework for the final ideal third place design.

The overall design of Kaka'ako no Komorebi successfully increases opportunities for sharing, creates space which bring a variety of customers into contact with each other and supports socialization. With the conclusion of this Arch D. project, the work of reinventing our social spaces with a better understanding and implementation of the planning concepts for these third places is just a beginning. In the future Kaka'ako no Komorebi will serve as a model and basis of design for third places that promotes social interaction, and enhances the quality of life in urban neighborhoods.

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Books
Journals
Newspaper
articles
Interviews
Websites



REINVENTING OUR SOCIAL SPACES

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