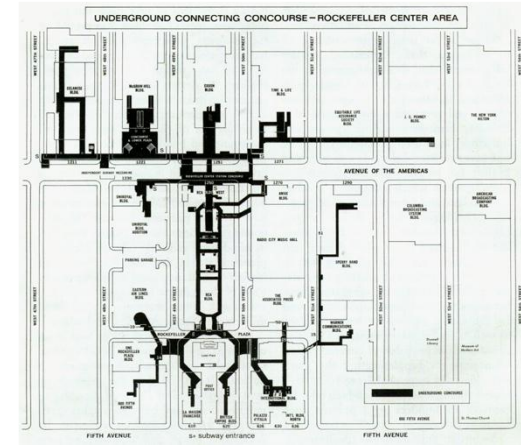


INTRODUCTION to ARCHITECTURE

The Urban Experience: Architecture and Public Space



PROJECT 3: VISIT SITE | RECORD | PRESENT OBSERVATIONS + ANALYSIS

Introduction to Assignment

For this assignment you will go out and investigate the built environment. You will be assessed on how well you can express your experience of the place you choose in your presentation, and how well you can translate your experience into critical evaluation of your place. Prepare a Slide Presentation of your site. Your presentation will include images and written descriptions that help you describe and analyze your site.

You will work in teams of 3-4; or you may work individually.

Objectives and Outline

- An introduction to site planning principles through observation and analysis.
- Discover the relationship of buildings and their context: how does the site relate to its urban setting?
- Through site observation, inventory and analysis -- present your findings on the site you choose.

There are 4 STEPS to complete this project. They are listed on the next slides. Read through the entire assignment description, before beginning your project.

PROJECT 3: VISIT SITE | RECORD | PRESENT OBSERVATIONS + ANALYSIS

Step 1: Locate + Choose Site: Define the boundaries of your location.

- For example, if you are doing Rockefeller Center, where is it? At what point, in every direction, are you no longer in it, that is, when are you in Rockefeller Center, and when are you not?
- When you have determined the boundaries of your location, confirm with your professor.
- Students will choose sites and have them approved, by the end of class, WEEK 11.

You may choose a **public open space** anywhere in New York City. We'll look at some examples of sites on the following slides.

You may choose from these sites or another with Professor's approval:

- Union Square, Manhattan
- Bryant Park including New York Public Library, Manhattan
- Rockefeller Center
- Lincoln Center, Manhattan
- Columbia University – Morningside Campus, (116th St. + Broadway),
 - OR the recent northern expansion of the university that starts at 125th St.
- Grand Army Plaza, Brooklyn
- Barclay Center, Brooklyn

PROJECT 3: VISIT SITE | RECORD | PRESENT OBSERVATIONS + ANALYSIS

Step 2: Research: You should always begin a project knowing as much as you can about your site. Provide enough background and history to inform your audience about your location. When was it built? Who built it? Who was the architect? If it wasn't built at one time, but evolved, how did it evolve? This background and history should be very general and brief.

Step 3: Observe and document: Go to your site. Photograph things that relate to the topics below. YOU MUST USE YOUR OWN PHOTOGRAPHS, NOT PHOTOS FROM THE INTERNET. I would recommend that you go together, if possible, so you can discuss what you are documenting and share your observations.

WHAT TO LOOK FOR at your site: Write notes and sketches into your sketchbook as you research your site.

- Circulation – walkways; streets; access to the main outdoor space
- Scale: Note building heights and open space
- Public areas: what is successful...what is not...WHY?
- Ordering Structures: Axis, or more than 1 axis; Center and re-centering
- Views...to what or where??
- What draws people to this site? Why do people come here...or not?
- Use of Landscaping – walks, plants...+ scale of plantings; seating;
- Texture – of both the buildings and the streets + open spaces: materials, shape + form;

PROJECT 3: VISIT SITE | RECORD | PRESENT OBSERVATIONS + ANALYSIS

Step 4: Present: Your presentation is to include ALL the topics below:

1. **TOPIC 1.** Describe the buildings:

- a. What do they look like?
- b. What are they made of?
- c. How do the buildings on the site work together (scale, material, color)? Or if you don't think they do, why not?

2. **TOPIC 2.** Describe how the building masses relate to the public spaces

- a. What is dominant, the building(s) or the space?
- b. Is there a hierarchy among the buildings?
- c. Is there a physical - or spacial - center of the complex?

3. **TOPIC 3.** Describe how the public spaces are treated:

- a. Are they landscaped? If so, describe materials, objects and scale.
- b. Are there places for people to meet and sit?
- c. What are the people around there doing?
- d. Is the site mainly flat, or are there level changes and different experiences.
- e. Are the ground floors of the buildings welcoming: can you see inside?

4. **TOPIC 4.** How is the infrastructure treated?

- a. Where do the cars go? Are the pedestrians separated from the cars?
- b. Where do the loading trucks go? Where do cars park?
- c. Subway/Bus access?

PROJECT 3: VISIT SITE | RECORD | PRESENT OBSERVATIONS + ANALYSIS

DELIVERABLES - PART 1 – Be prepared to present your research in class.

Your team will be required to present ALL 4 topics listed on the previous slide. Each of you will be required to present as part of your team, with **each of you presenting at least one topic.**

****** SLIDE PRESENTATION: [Google Slides or PowerPoint] BE SURE TO INCLUDE:**

1. INTRODUCTION: Provide spatial context – Provide 3 - 4 slides showing the location of your place, with images, maps etc.; and brief history to orient your audience.
2. Provide a site plan showing all the buildings, spaces, streets, etc. Get this first before you either visit the site or do other research.
 - a. Mark on your Site Plan where you took your photos from.
 - b. EXPLAIN how the buildings, pedestrian spaces, and streets relate.
3. 8 -10 slides that cover the 4 Topics listed above on the previous slide.
 - a. **NOTE: Be sure your images are large enough; the text should take up less space than the image.**
4. RECOMMENDATIONS FOR YOUR SLIDES:
 - Every slide should have a short caption to describe what you are showing.
 - You may put more than one image on a slide.
 - If you are showing a street, you should mark on your site plan showing where that street is.
 - If you are showing a building, you should show us on a site plan where that building is.
 - Each team or student will present your place and there will be time for questions.

PROJECT 3: VISIT SITE | RECORD | PRESENT OBSERVATIONS + ANALYSIS

DELIVERABLES - PART 2 – A written evaluation of your place

Each of you separately will write a 250-word essay (2 pages, double spaced) that critically evaluates your place.

- What works and what doesn't? Is the place a nice place to be: if it is, why; if it is not, why not?
- What is the best thing about it; the worst? Be specific: if you like something, give us a reason; if it's nice, tell us why. Cite the things you observe as evidence. For example:
 - “The street felt very welcoming to pedestrians, because the buildings on either side were a nice scale at three stories, and proportionally related to each other.”
 - “The car traffic was slow enough to allow pedestrians to cross from one side to other comfortably.”
 - “The services for the buildings were located on the side streets away from the public plaza.”

PROJECT 3: VISIT SITE | RECORD | PRESENT OBSERVATIONS + ANALYSIS

The next slides show some examples of public spaces in New York other cities.

These are the places we discussed in class.

Examples of presentation images and topics to be covered

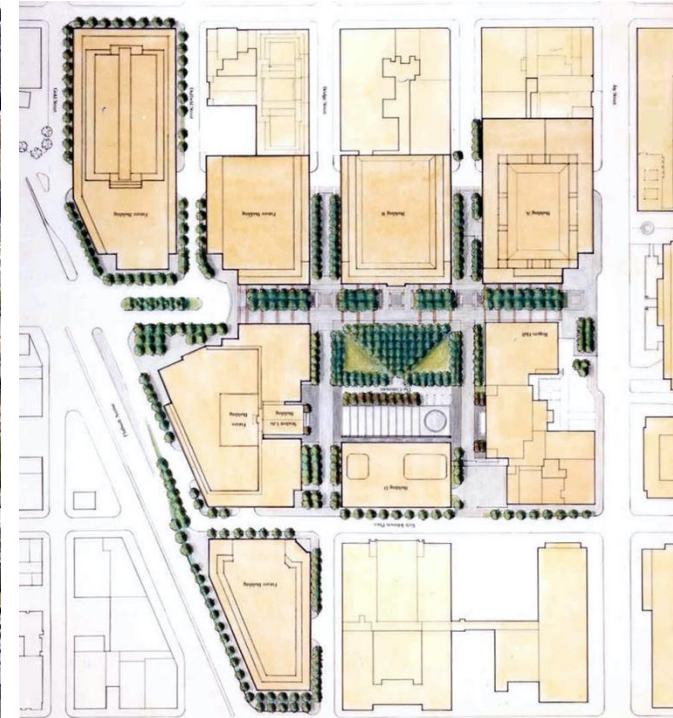
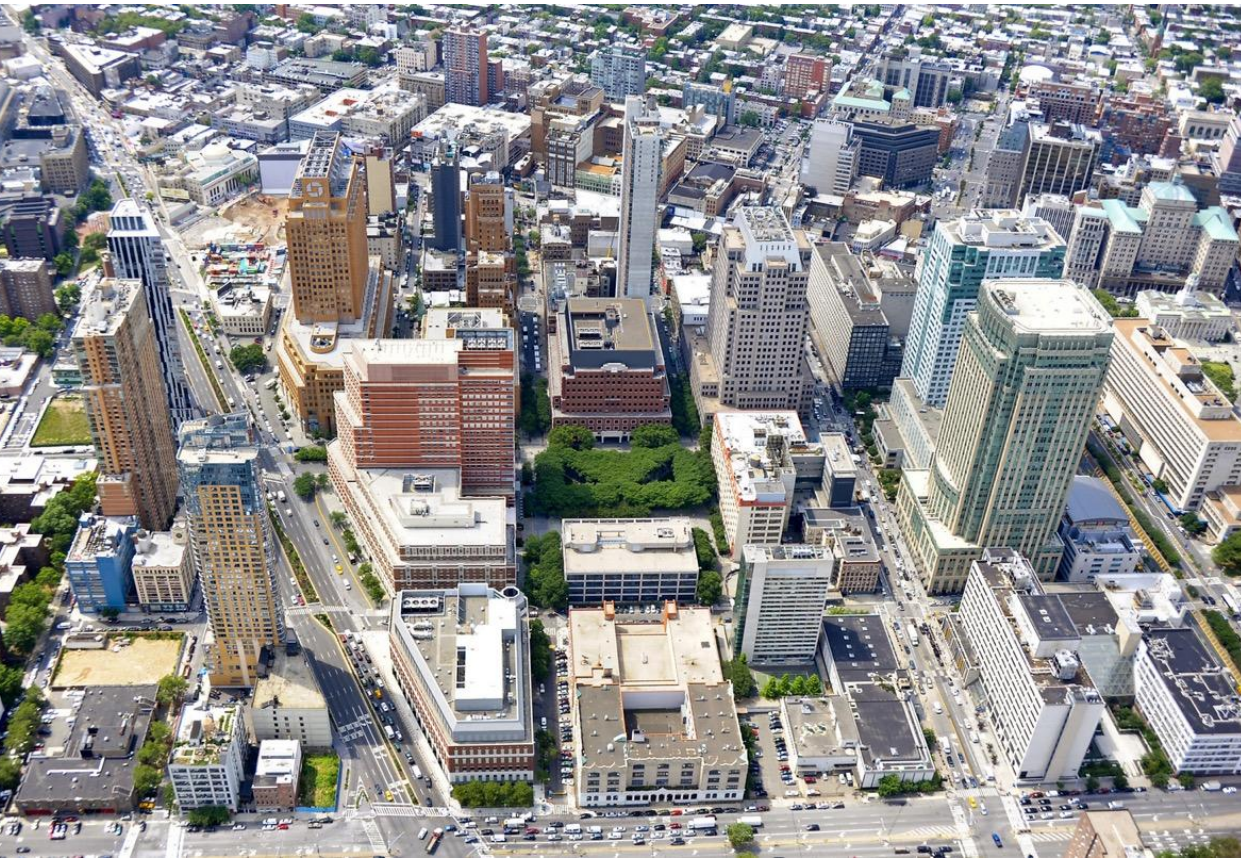
Examples of site history and current photo



MADISON SQUARE PARK / FLATIRON
MANHATTAN



Site Examples



METROTECH: BROOKLYN

SITE PHOTO

SITE PLAN

Examples of presentation images and topics to be covered

Examples of site history and current photos



LINCOLN CENTER
MANHATTAN

If you find a photo like this, what can you learn about the history of the site + the city?



Photo: ARNOLD NEWMAN

Representatives from Lincoln Center arts organizations with architectural model, 1960

Note the buildings in the background of this photo. What do they tell you about the site?

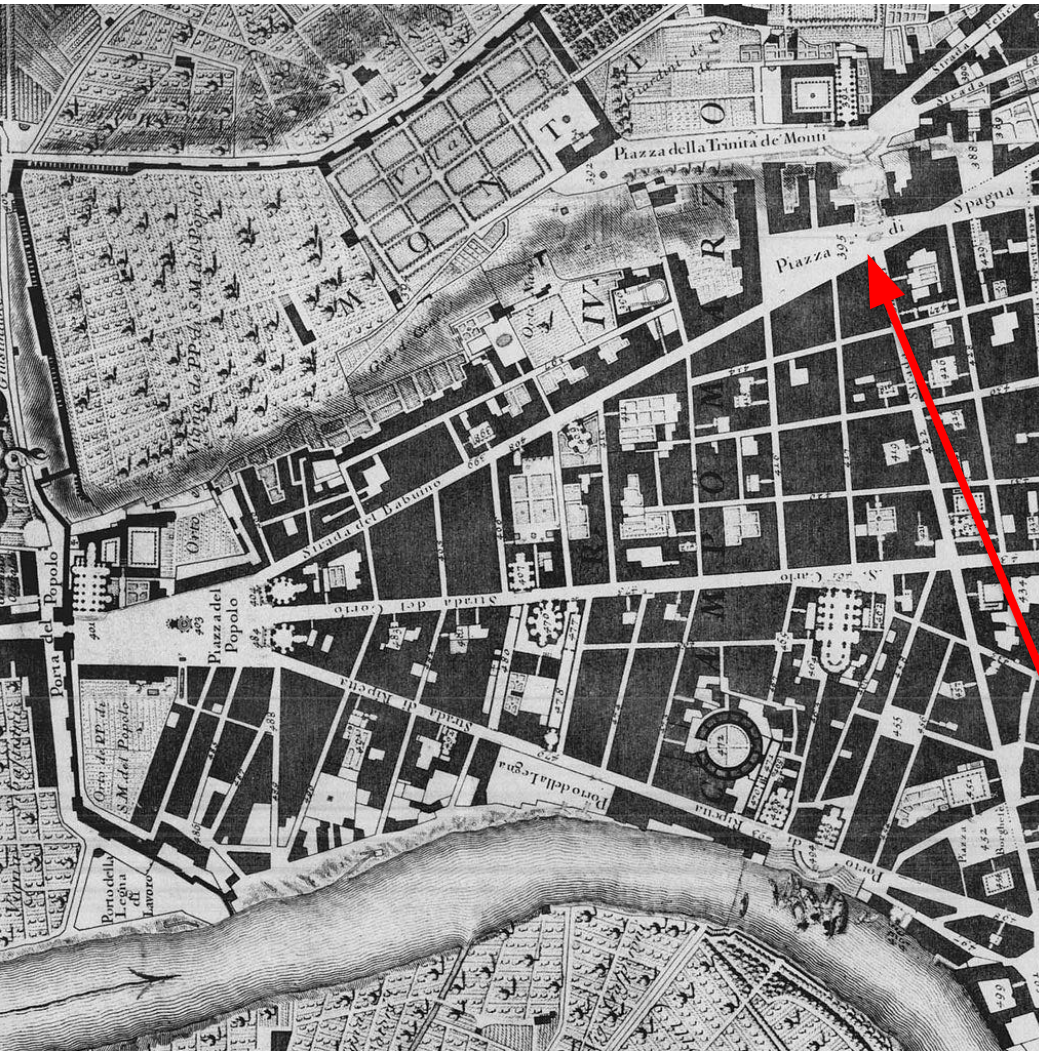
Examples of presentation images and topics to be covered



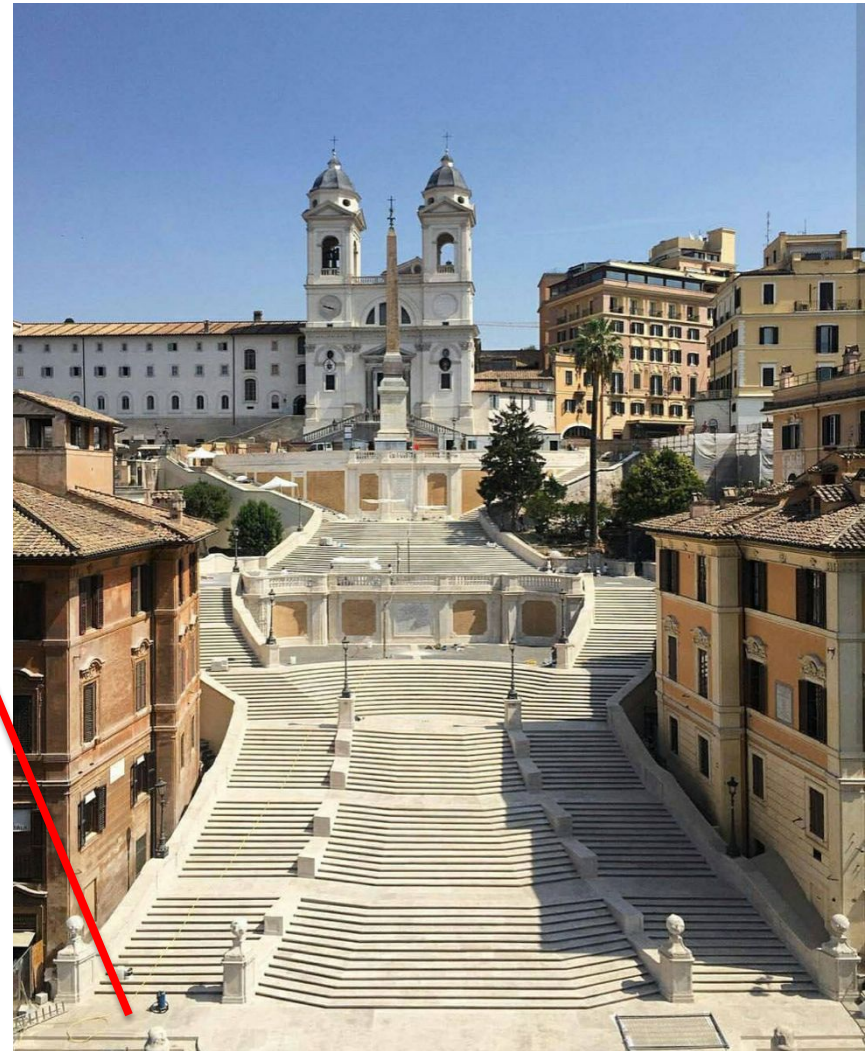
LINCOLN CENTER : 2010 Renovation

images support description of evolution of the place + site... **but** these photos need a site plan

Examples of presentation images and topics to be covered



PARTIAL MAP: ROME, ITALY, showing Site Plan



SPANISH STEPS: ROME, ITALY

Examples of presentation images and topics to be covered



SPANISH STEPS: ROME, ITALY

Public Experience of site

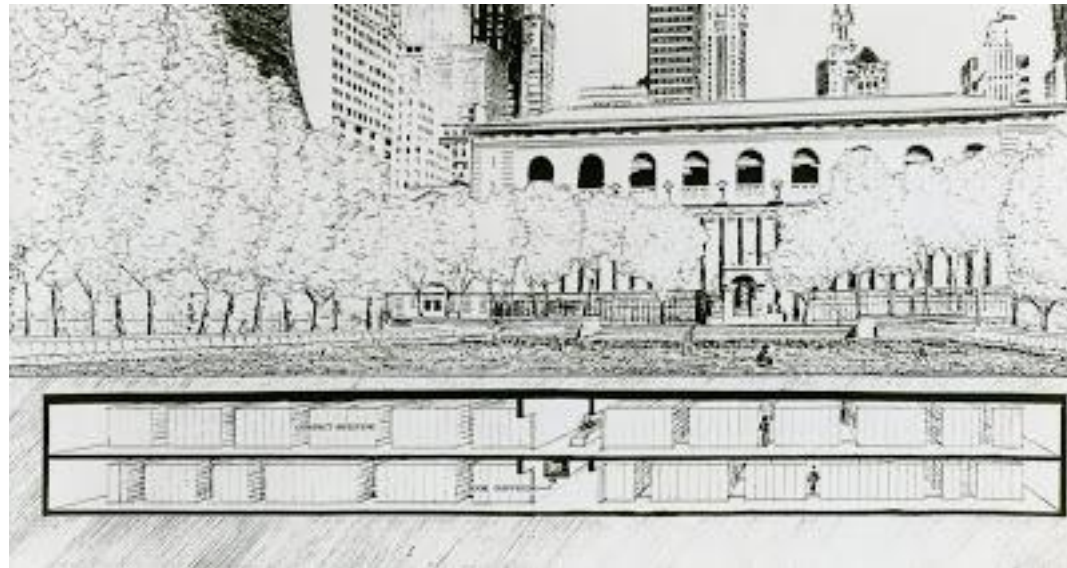
Examples of presentation images and topics to be covered



UNION SQUARE, MANHATTAN

***Site Photos from different views and experience of how the place is used;
photos show scale of buildings in relation to open space and people

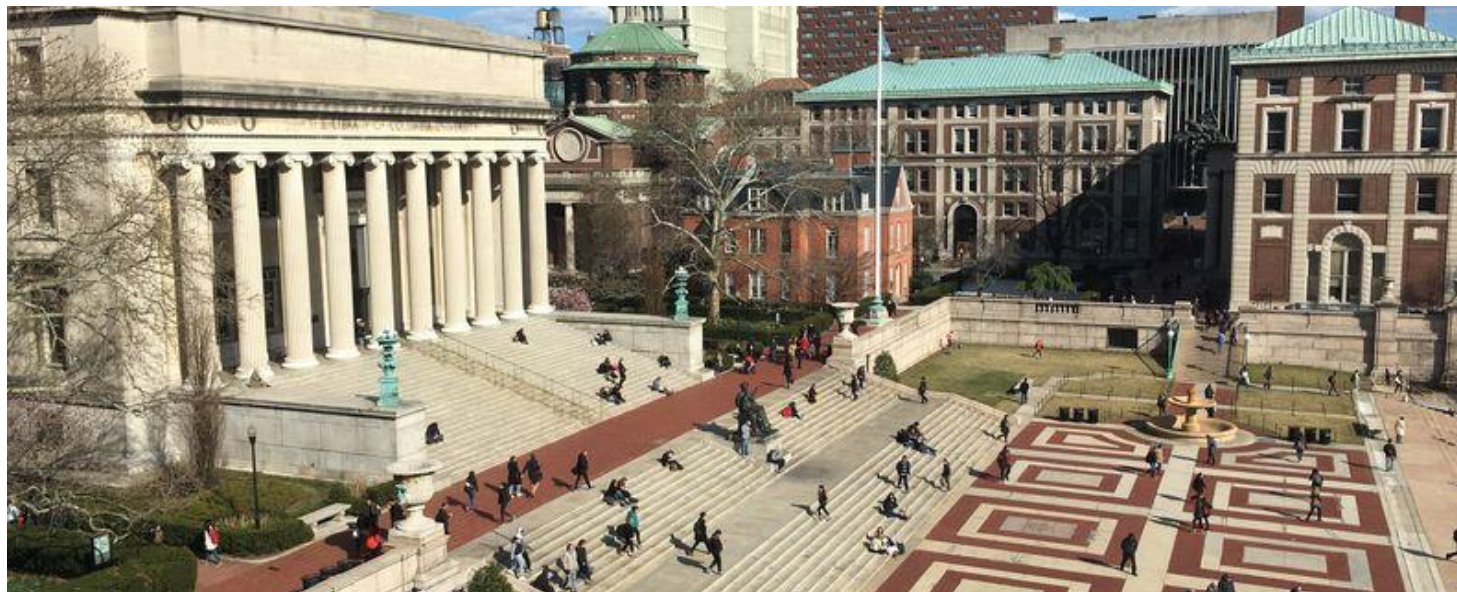
Urban Planning and Design



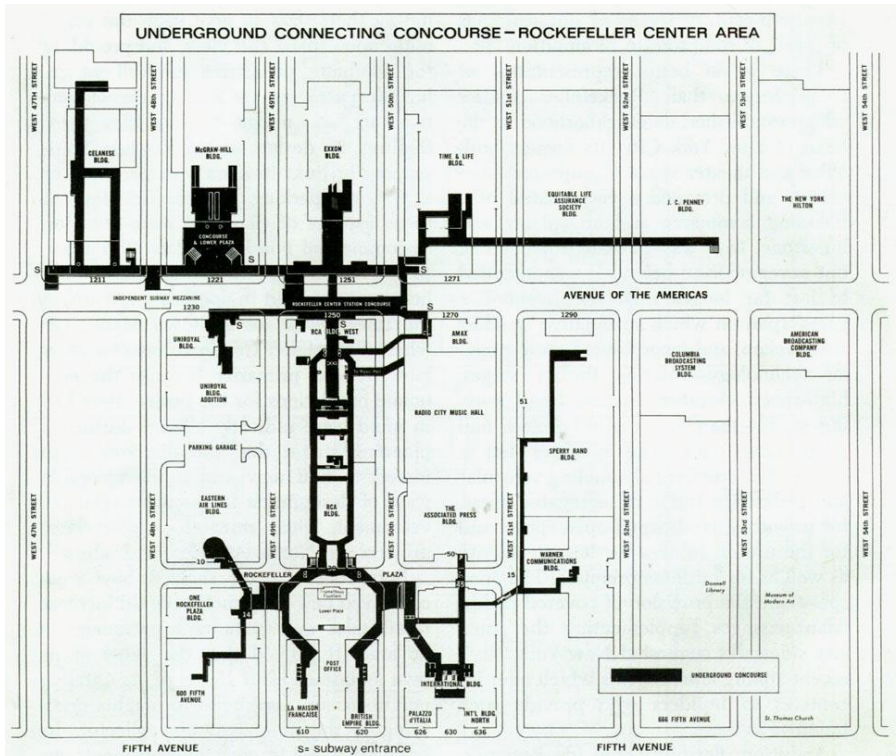
BRYANT PARK / NEW YORK PUBLIC LIBRARY
NYC



Urban Planning and Design



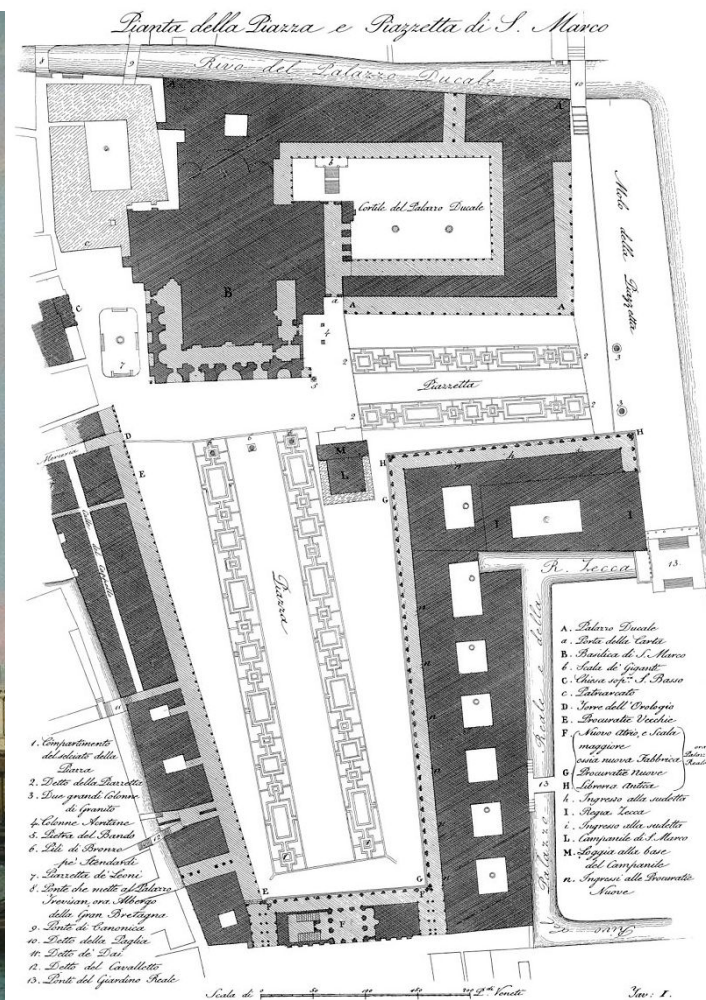
Urban Planning and Design



ROCKEFELLER CENTER NYC



Urban Planning and Design



PIAZZA SAN MARCO:
VENICE, ITALY

Urban Planning and Design



PIAZZA SAN MARCO: VENICE, ITALY

