I, Jaclyn Nicole John, hereby submit this as part of the requirements for the degree of:

Master in: Architecture

It is entitled:

Reactivating Inner-City Main Streets

Approved by:

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REACTIVATING INNER-CITY MAIN STREETS

A thesis submitted to the

DIVISION OF RESEARCH AND ADVANCED STUDIES
OF THE UNIVERSITY OF CINCINNATI

in partial fulfillment of the requirements
for the degree of

MASTER of ARCHITECTURE

in the School of Architecture and Interior Design
of the College of Design, Architecture, Art, and Planning

2003

by
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B.S. ARCH, UNIVERSITY OF CINCINNATI

COMMITTEE CHAIR:
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Reactivating inner-city Main Streets

A Thesis Submitted to the Division of Research and Advanced Studies of the University of Cincinnati in partial fulfillment of the requirements for the degree of Masters of Architecture in the School of Architecture and Interior Design of the College of Design, Architecture, Art, and Planning

2003
by
Jaclyn John
B.S. Arch, 2001

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ABSTRACT

Numerous inner-city neighborhood centers have fallen into disrepair and lack the potential to foster community interactions or provide a positive identity for the neighborhood. While the reasons for this decay on Main Street range from governmental policies to current retail practices, it is evident that the ideal of Main Street or mixed-use neighborhood centers is beginning to be an emphasis in early 21st century neighborhood planning theories and practices, such as New Urbanism. Rather than creating new neighborhoods with mixed-use Main Streets in the suburbs, existing inner-city Main Street environments can be renewed and enriched with new construction that relates to the context yet concurrently relates to contemporary society and act as a center for the adjoining geographic community. This thesis will research the formation, maintenance, decline, and revitalization attempts of Main Streets and provide site and infill design principles to reactivate neighborhood centers.
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<td>AREA OF CONCENTRATION WITH CONSEQUENT DESIGN PROPOSALS</td>
<td>129</td>
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</table>
Illustration Credits

Unless otherwise noted, the figures and tables are by the author.

FIGURE 1.2 AREAS OF POPULATION GROWTH IN INDIANAPOLIS, IN.
FIGURE 1.3 DISTRIBUTION OF INCOME LEVELS IN INDIANAPOLIS, INDIANA.
FIGURE 1.4 DISTRIBUTION OF EDUCATION LEVELS IN INDIANAPOLIS, INDIANA.
FIGURE 1.5 DISTRIBUTION OF ETHNICITY IN INDIANAPOLIS, INDIANA.
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FIGURE 7.38 ONE-PART COMMERCIAL BLOCK EXAMPLE

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   Photo Source: Longstreth, 84.

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   Photo Source: Longstreth, 116.

FIGURE 7.44 ENFRAMED WINDOW WALL EXAMPLE
   Photo Source: Longstreth, 70.
Illustration Credits (Continued)

FIGURE 7.46  STACKED VERTICAL BLOCK EXAMPLE
Photo Source: Longstreth, 77

FIGURE 8.1  MAP OF INDIANAPOLIS, INDIANA
Source: Department of Metropolitan Development Planning Division of Indianapolis, Highland-Brookside Housing Improvement and Neighborhood Plan, (Indianapolis, IN: Department of Metropolitan Development Planning Division of Indianapolis, 1993) ix.

FIGURE 8.2  ZONING MAP OF HIGHLAND BROOKSIDE NEIGHBORHOOD IN INDIANAPOLIS, INDIANA
Source: Department of Metropolitan Development Planning Division of Indianapolis, 13.

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Source: Department of Metropolitan Development Planning Division of Indianapolis, 11.
INTRODUCTION

REACTIVATING INNER-CITY MAIN STREETS
Richard Moe and Carter Wilkie describe Main Street in *Changing Places*:

“At the end of World War II, Main Street was the unrivaled center of retail trade and the cultural heart of small-town communities. Main Street held the heritage of previous generations in all its historic buildings and accumulated public investments in such things as sidewalks and streetlamps. It was the seat of local government as well as the public meeting ground for casual conversations or formal gatherings, the place to hold a holiday parade or an annual local festival. Main Street was the place to shop, to conduct business, to entertain, and to trade local news, if not in the town’s theater or restaurants, then simply on a park bench, at the lunch counter or soda fountain, in the barbershop or beauty parlor. People were plentiful on Main Street, in part because many of them lived nearby, if not around the corner on a leafy residential street, then above a store or an office in an affordable apartment upstairs, within walking distance of everything in town. Main Street was inhabited at all hours of the day. In only a few decades, however, the means of mutual support broke down and dissolved.”¹

One of the first locations in the United States that served as a public place was Main Street. As Richard Longstreth states, “Main Street became to America what the piazza was to Italy.”²
The term “Main Street” is a general term given to the downtown or commercial districts within cities or small towns. They were often surrounded by residential districts and served as an icon for the neighborhood and a place the community frequented. Main Streets and neighborhood centers were the locations in which most activity occurred within a town or neighborhood and it simultaneously served as a node of transportation, a shopping district, a gathering place, a place of religious and civic ceremonies, a center for the government, and a location of commerce and business. However, most Main Streets at the current time do not and cannot provide these services due to a loss in most of the functions it once possessed; Main Streets all around the country whether located in the inner–city or within a small town have lost the experience they used to provide to the inhabitants of a neighborhood. Main Streets disintegrated as a result of numerous environmental, governmental, economic, and social factors.

Inner–city Main Streets were often formed as Small–town Main Streets. Colonizing groups were given township grants of large amounts of land. The village center, open green space, houses, and civic centers were developed first. Local ordinances of the village specified that no one could live farther out of the village than a comfortable walk from the meetinghouse. There was one central road, Main Street, and as the village prospered, a network of roads was created haphazardly to connect the different functions with the town. Originally, the commercial and social center was the most important place in a village. Main Street consisted of dwellings, hotels, stores, banks, offices, the town hall, and the courthouse. At the first part of the 19th century, structures were multi–functional, but buildings soon began to have only one or two functions associated with

### TABLE 1

<table>
<thead>
<tr>
<th>Typical Inner-City Main Street Activities</th>
<th>Current Time</th>
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<tr>
<td>Socializing</td>
<td>Religious Activities [if facility exists]</td>
</tr>
<tr>
<td>Business Activities</td>
<td>Shopping [limited to what is available]</td>
</tr>
<tr>
<td>Shopping</td>
<td>Business [limited]</td>
</tr>
<tr>
<td>Civic Uses</td>
<td>Driving</td>
</tr>
<tr>
<td>Dining</td>
<td>Walking [limited]</td>
</tr>
<tr>
<td>Religious Activities</td>
<td></td>
</tr>
<tr>
<td>Accessing Information</td>
<td></td>
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<tr>
<td>Living</td>
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### TABLE 2

<table>
<thead>
<tr>
<th>Difference Between Small-town and Inner-City Main Streets</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Small-town</strong></td>
</tr>
<tr>
<td>Controlled by own government</td>
</tr>
<tr>
<td>Lacks resources to revitalize</td>
</tr>
<tr>
<td>Open land surrounding town allowed development to occur close to Main Street</td>
</tr>
<tr>
<td>Change in zoning created a lack of population on Main St.</td>
</tr>
<tr>
<td>Development (residential and commercial) outside of town center</td>
</tr>
<tr>
<td>Cars changed the nature of Main St.</td>
</tr>
<tr>
<td>Retail practices of chains killed small businesses of Main Street</td>
</tr>
<tr>
<td>“Deterioration of the past” Town— growth and sprawl occurs</td>
</tr>
<tr>
<td>“Crime and filth”</td>
</tr>
<tr>
<td>Urban neighborhood—growth is controlled by its boundaries</td>
</tr>
</tbody>
</table>
At the ends or behind Main Street, industrial companies arose. Pedestrian paths were most often articulated and trees were planted along the side of them. As the need to travel to different towns to trade grew, a new network of roads was created to connect towns together. Most often these roads connected the different Main Streets of the towns. Towns began sprouting up at the intersections of these roads.

However, Small-town Main Streets and current inner-city neighborhood centers are different economically, socially, and politically. Main Streets located near a larger city eventually became a part of the urban context as multiple neighborhoods conglomerated and were annexed into the city. The contexts of the two Main Street types differ. Small-town Main Streets began to decline due to highways, cars, zoning laws, and the draw of large retail stores that were situated away from the center of town. Urban Main Streets began to deteriorate due to the highway systems, the suburbs that drained many people out of the city, urban renewal projects, developers, and governmental policies in addition to many other issues that will be discussed further in Chapter Two.

Many small cities and towns have begun the arduous process of redeveloping and reactivating their Main Streets since these small town governments can allocate funds and resources for what they find to be a necessity. However, the annexation of towns and villages located near the metropolitan core into a larger city government limits the towns and villages’ ability for self-government. They lack the control that small towns possess. On the other side of the issue, annexed villages can acquire more resources to reactivate their commercial district than small towns. The umbrella city has a large financial base through taxes and other means.
of income as well as services that can aid in the reactivation of Main Street. The city contains businesses that may provide financial aid to the area in need. The resources for the revitalization of urban Main Streets exist, but the difficult task is to convince the city leaders that investment should occur in a given area.

In many cases of inner-city Main Streets, what needs to occur is the improvement of the environment by building structures and redesigning the streetscape along with providing the district with services and stores in order to reactivate the neighborhood center. People already occupy the surrounding residential neighborhood and most are a five-minute walk away from the center, and this provides the district with its clientele and community.

Inner-city neighborhood centers and Main Streets have fallen into disrepair and lack the potential to foster community interactions, provide a positive identity for the neighborhood, or act as a social, civic, religious, and commercial center. Few occupy or inhabit the urban Main Street because it no longer provides an experiential environment or acts as a place for the surrounding community. The result is decades of continual abandonment. Urban Main Streets are in a state of disarray. The existing urban fabric that has not been torn down for parking lots or destroyed by fire is fragmented and lacks consistency. Many buildings remain vacant and some are dilapidated. The inner-city has received little to no investment from the private or public sectors. Most of the residents feel disenfranchised and, similar to their environment, neglected.

Inner-city and urban Main Streets must be revitalized and reactivated. Main Streets possess an environmental history of their development and the people who inhabited Main Street. These districts are concrete elements
that describe a particular location’s history. Old buildings and districts such as Main Street that are preserved create a shared identity and unite present communities through the sense of a connection with the past. In addition, history is irreplaceable, and by neglecting the district, the history of the district is in danger of being lost. As Richard Longstreth states, “Bringing new life to these places increases our valuation of the past and our sense of history, energizes the local economy, and reinvigorates the patterns of social interaction that make places desirable ones in which to live.”

Webster’s Dictionary defines community as, “A group of people living in the same area and under the same government,” or “a class or group having common interests and likes.” Communities need to have a common bond, whether a physical environment or an interest. In most urban neighborhoods, the center of the neighborhood is unable to support community activity. Since a community must have a location in which to meet, communities are difficult to establish in areas with no center. The formation of a place for a community in which they can call their own is a great step to reinstate a sense of community and pride. By reactivating Main Street, communities can be reestablished through chance encounters and places for organized meetings. The preservation of existing Main Streets and their revitalization creates a sense of pride for the citizens of that town or city.

The popularity of New Urbanism as well as the growth in the amount of Main Street districts within small towns that have undergone revitalization illustrates that people still want an image of Main Street or city. “Downtown is an expression of what a community thinks of itself. It has become...
the primary source of a community’s identity and pride.” While in some cases annexation proves fruitful since the city provides services to places in need, other times the villages and towns’ borders disappear and their former identity melds into that of the larger city. There are numerous Main Streets within an umbrella city, and each localized area needs its own identity. It must possess an identity that is unique within the city but yet simultaneously responds to the larger identity of its context.

Main Street revitalization can act as an economic and environmental stimulus in the neighborhood. Through investing and improving the economic, social, and environmental aspects in the neighborhood center, often the neighborhood that surrounds the area will improve visually and socially as well. The revitalization process will grow outwards from the commercial center to the surrounding residential neighborhood. This will create a center not just for the neighborhood, but also for the city.

It has been hypothesized that cities will become less monocentric, which is of one central area where most of the command and control of the city occur, and become polycentric, with multiple localized centers due to modern technology of telecommunications and transportation. These centers will be within the umbrella city due to their proximity to the metropolitan core and will consist mostly of smaller branch offices and retail. Through the reactivation of Main Streets within the inner-city, neighborhoods can possibly become one of the more localized centers of the city. Without providing a center, the neighborhood may become all the more neglected due to the lack of resources available to its residents and others.

Since houses and buildings remain vacant in inner-city areas and a plenitude of new houses and strip-malls are built within the suburbs,
revitalizing an urban Main Street and thus a neighborhood can result in a reduction in inner-city vacancy. Even New Urbanism developments, which are an attempt to market the small town life, typically create a new town outside the metropolitan areas obliterating farmland or fields and wasting resources. On the contrary, reinvigorating existing inner-city Main Streets with infill architecture and updating the existing streetscapes conserves resources. This assists in the conservation of land and other building materials.

**Urban Main Street districts and centers must be revitalized through an intricate urban design and architectural intervention in conjunction with economic and governmental aid.** The intervention should maintain the integrity of existing buildings that contribute to the character of Main Street and enhance the environment to meet contemporary society’s needs and desires. Inner-city Main Streets should respond to the factors that led to its decline as well as current issues of technology and transportation.

Through researching the history, architecture, theories, and revitalization attempts of Main Streets, a Main Street system of infill architecture and streetscape improvements will be devised. This exploration of the thesis will be tested on the Main Street of Rivoli Park, Indianapolis, Indiana. As a result, the design systems and principles can aid in redeveloping and reactivating the other inner-city Main Street districts.

The first chapter will further explain the thesis proposition and theories. The second chapter will examine the history of Main Street, from the creation of commercial districts within small villages to the Main Streets most recognize as the symbol of a town or village. The decline of Main Street will be described including the factors...
responsible and contributing to the death of Main Street and urban decay.

The third chapter focuses on urban revitalization and renewal theories ranging from modernism and urban renewal to New Urbanism. Chapter Four investigates existing Main Street revitalization attempts within numerous sizes of towns and cities at numerous levels of intervention. Each will be examined to define what makes a successful Main Street district. San Francisco’s Fillmore District, Denver’s Lower Downtown revitalization project, Madison, Indiana, and exemplary mixed-use buildings will be addressed.

Chapter Five describes the functional aspects of the inner-city Main Street project in Indianapolis, Indiana. Included are the users’ needs and program. The sixth chapter defines the design systems and principles formed in order to revitalize a Main Street. These principles are based on The Charter of New Urbanism and the Awahnee Principles of 1991. It also includes the methods in which existing buildings should be upgraded to fit into the environment. Chapter Seven contains the infill architecture design systems. Chapter Eight defines the site and location of the proposed test of the thesis in Rivoli Park, Indianapolis, Indiana. Chapter Nine is the design project of the Main Street in Rivoli Park. This section includes design drawings, images, and diagrams.

3 Richard Francaviglia, Main Street Revisited (Iowa City: University of Iowa Press, 1996) 1.
5 Rifkind, 64.
6 Rifkind, 6.
7 Rifkind, 12.
10 Longstreth, 1.
11 State of Ohio, Main Street, Ohio: Opportunities For Bringing People Back Downtown (State of Ohio: 1981) 2.
CHAPTER ONE—THESIS
PROPOSITION AND THEORY

REATIVATING INNER-CITY
MAIN STREETS
Past inner-city neighborhood revitalization attempts have been relatively unsuccessful since they did not encourage community involvement or they tried to push the existing community out of the area. The first attempt was focused on bringing the middle-class back to the city. Politicians, businesspersons, and bankers created a public/private partnership in order to spur more investment in the inner-city, and the benefits created through this partnership would somehow reach the deteriorating areas. Urban Renewal is an example of this. However, even though this changed the environment, it did not help the people that lived in the inner-city neighborhoods. The attempt relied on bringing the middle-class back to the city rather than focusing on ways to improve life and the environment for people that already inhabited the inner-city neighborhoods.¹

The second attempt was to shift the power from the federal level to the state level. Enterprise Zones were created and “subsidized business investment and cut regulatory and labor costs.” Businesses were moved throughout these Enterprise Zones (districts within the city that needed more investment) in order to redistribute investment and employment. However, this did not create more employment opportunities or investment opportunities and did not help the people in the inner-city neighborhoods either.² Businesses simply moved around the city to different locations in particular zones and kept the same employees. The inhabitants of the Enterprise Zones were unaffected.

The most successful revitalization process thus far included community involvement. The third approach was the neighborhood movement where local governments and citizens and community members worked together in order to rehabilitate the given area through small projects rather than a huge attempt to fix everything at once. This is the approach most common today. The economies of these neighborhoods are helped through small businesses and the local government. The group in charge is typically the community organization that oversees the entire process.³ Community involvement is a key factor in the revitalization process.

A Main Street system based on current building technologies, resolutions of the issues that led to inner-city Main Street decline, traditional Main Street buildings, and a hybridization of contemporary theories such as New Urbanism, Critical Regionalism, and Preservation can serve as a framework for new construction and streetscape design. In conjunction with contextual consideration and community involvement, the Main Street system can aid in the reactivation of the urban commercial district environment.

A Main Street system can provide an efficient means for the reactivation of Main Streets. There are various infill sites in most urban Main Streets, and each infill site should contain an architectural solution that can be resolved easily and quickly in order to promote a well-organized and speedy revitalization process. Since architectural elements of the system are repeated throughout the urban district, then design and construction can be efficient. In addition, a system is beneficial since it provides accessible information to a community interested in reactivating their Main Street. Since the system allows untrained people such as the community to arrange and rearrange the elements, it provides the community with an adaptable and changeable framework.⁴ Adaptability is an important feature since it provides the community with decisions and choices, and these decisions
can make the community feel that the Main Street is not a foreign element forced into their neighborhood, but an environment that they had input in designing. Thus, it provides a sense of belonging as well as pride. The framework does not prescribe a particular style, and contextual elements can be readily integrated into the system.

Most urban Main Street revitalization projects have an economic system, but few possess an environmental system except for a set of design guidelines. The design guidelines often are generated with little community input and the buildings designed according to the design guidelines many times are built without any community participation.

The existing historical urban Main Street should be preserved. However, the infill architecture and streetscape improvements must be upgraded to respond to contemporary society and not reflect on the communities of the past. Most Main Street revitalization projects aim at recreating the traditional ideal of Main Street and providing a thematic environment. Many times revitalization attempts rely on imitating and replicating existing architecture in order to provide infill architecture. These methods do not supply the society that currently resides there with a sense that they belong.

The infill architecture should account for the evolution of urban society. This is especially important in inner-cities where the past communities that built the environment were middle-class and predominately white as well as lived in a nuclear family. The current community that inhabits the neighborhood is less homogenous. It often consists of lower-class minorities that many times are not members of a nuclear family. The existing community is eclectic. There is a disparity between the histories, needs,
FIGURE 1.3 DISTRIBUTION OF INCOME LEVELS IN INDIANAPOLIS, INDIANA.

FIGURE 1.4 DISTRIBUTION OF EDUCATION LEVELS IN INDIANAPOLIS, INDIANA.

FIGURE 1.5 DISTRIBUTION OF ETHNICITY IN INDIANAPOLIS, INDIANA.

FIGURE 1.6 DISTRIBUTION OF HOME OWNERSHIP IN INDIANAPOLIS, INDIANA.
and desires of the two communities. By merely bringing inner-city Main Streets back to the state they were in the past, the existing population is being ignored. Therefore, an architecture and streetscape design that reinvents Main Street is needed.

The aim of reactivating Main Street is not to bring people from the suburbs in to the inner-city to live even though suburbanites may visit the Main Street, but it is to sustain the current community and provide inner-city residents with an environment that fits their needs and concurrently provides the community with an identity and sense of pride.

In order to create an identity for the given area, there should be an element of originality or uniqueness within the design of the environment. A system provides a framework that is generic or standard, but the way in which the pieces are put together along with contextual consideration supplies the environment with its unique characteristics. A multitude of system components are available, and few rules will suggest the arrangement of the elements. Similar to building blocks, a plethora of design solutions can be created from a kit of parts. This allows the community to create an original environment and aids in the development of an identity.

In addition, the environment and its needs have changed since the heyday of Main Street. Cars, telecommunications, zoning laws, retail practices, migration of people and employment opportunities, and many other factors have negatively affected the environment of Main Street. These factors must be addressed and attempted to be resolved in order for Main Street to function successfully. Beyond that, features that are important to current society and the geographical community such as experiences and information technologies should be included in

FIGURE 1.7 REORGANIZATION OF SYSTEM COMPONENTS
the reactivation of Main Street.

The following environmental factors can be resolved as follows:

1. **Cars**—Parking surfaces and garages should be provided behind Main Street. The amount of parking spaces needed for the entire Main Street (existing and new functions) should be calculated per local code and included within the commercial district in the form of contextual garages and well-landscaped parking lots behind Main Street buildings.

2. **Safety/ Security**—The area should be “down-zoned” in order to allow mixed-use functions on Main Street. This will allow residences and businesses to occupy one building, and a sense of people watching over the area. In addition, the new construction should recreate the “wall” of Main Street, which provides a flat surface along the Main Street sidewalk. This aids in the sense of security since there are fewer places for people to hide along the spaces of pedestrian circulation.

3. **Replacement of Old Structures with New Retail**—Chain stores that have replaced existing architecture should be considered retainable if they are contributing to the character of the district. If not, then they should be demolished or forced to rebuild if possible. Some current chain establishments such as gas stations are rarely contributing to the character of Main Street, but at least one should remain for the needs of the community.

4. **Migration of Employment Opportunities**—While this is often an economic issue, it is also an environmental issue since many businesses will choose to move to the inner-city if there are enough resources
such as space and services in the district. By incorporating office space onto Main Street and providing access to a fiber-optic telecommunications line, some businesses may choose to relocate to the inner-city.

5. **Telecommunications**—The telephone and the internet have changed how people interact with one another. Instead of meeting per chance on the street, meetings are now arranged. By providing landmarks along Main Street, these spaces can become meeting places. In addition, information technologies should be provided to the community as a way to fight against the digital divide.

**Inner-city Main Streets cannot rely on one architectural theory since it is a collage of new, old, small details, and large urban issues. New Urbanism, Critical Regionalism, Urban Renewal, and Preservation theories can be hybridized in order to provide one comprehensive theory of inner-city Main Street revitalization.** Each theory is comprehensive, but particular elements of each can be extracted and redirected to generate an all-inclusive urban Main Street theory.

New Urbanism should be utilized as an urban theory in order to arrange spaces and structures of the traditional neighborhood. The theory behind Critical Regionalism can prove fruitful for infill architecture, and an altered view of Urban Renewal should be utilized in order to provide sites for the new construction. However, most of the Urban Renewal theory will stem back to the New Urbanist ideals, and site selection inherently goes back to what creates a successful traditional neighborhood. Preservation theories should renovate the remaining existing structures.

New Urbanism is based on going back

<table>
<thead>
<tr>
<th>Type of use</th>
<th>7-11 AM</th>
<th>11 am-1 pm</th>
<th>1-5 pm</th>
<th>5-10 pm</th>
<th>10 pm-2 am</th>
<th>2-7 am</th>
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<td>General Public</td>
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<td>x</td>
<td>30</td>
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(The number of people reflects an approximate amount at a given time for a medium-sized Main Street which is defined as consisting of primarily Main Street with little other streets within walking distance with as much significance. The size of a medium Main Street is of 5 or 6 blocks or .5 miles long, assuming no buildings or spaces are left vacant.)

**TABLE 3: MAIN STREET PROGRAM**
to the older design and layout of traditional neighborhoods. This works particularly well in existing traditional neighborhoods since most of the design and layout is already in existence. The Charter of New Urbanism offers principles that are sensitive to the creation of a community-oriented place. It aids in defining what buildings contribute to the Main Street and what structures or design ideas do not. However, New Urbanism often prescribes a theme to its neighborhoods in order to provide a set of unifying characteristics, and these themes are often defined by particular architectural styles that are replications of the past. First, the history of Main Street will be visible by the preservation and rehabilitation of existing buildings, and new construction does not need to be imitations of the context. Second, Main Street buildings in the past were contextual to one another through various principles even though they were rarely of the same architectural style. Main Streets were more like a collage rather than a carefully crafted composition. New Urbanism should be utilized for an urban theory and arrangement of spaces, but themes are not needed.

Critical Regionalism discusses context and history at an individual building scale. Due to this, Critical Regionalism must be used in conjunction with another urban theory in order to revitalize a district. Critical Regionalism is based on the attempt to "produce buildings of a certain timeless character which fuse old and new, regional and universal." Critical Regionalism is an investigation of the traditional principles and symbols of a particular region and the reinterpretation of these elements to fit into the existing social context. In this case, urban Main Streets is the cultural region since many of these particular areas were formed with similar principles. A kit of parts based on the evolution of the traditions of urban Main Streets
will aid in the creation of the infill buildings, and contextual rudiments should be integrated.

Urban Renewal possesses a negative connotation since it was deemed responsible for the destruction of delicate urban fabric especially in the mid-twentieth century. It was an attempt at bringing the middle-class back to the inner-city by dismantling the urban fabric that did not function the way people would like. In place of the neighborhood, large monumental buildings were constructed. In this case, urban renewal will be more sensitive to the urban fabric. After careful consideration, individual buildings can be demolished, and new buildings that are more responsive to a pedestrian environment can be constructed. Modernism should be avoided if it is monumental and if it does not respond to the context.

Preservation is important for existing buildings and monuments since history provides a community with a shared identity; it also helps to create a place. However, preservation must typically be in conjunction with an urban theory and a new construction theory in order to work at the inner-city Main Street level where “missing teeth” or unsympathetic or non-contextual architecture has been constructed.

In order to revitalize inner-city Main Streets with many of these theories, design principles and site and infill systems will be provided in the following chapters. These principles include the urban arrangement of spaces, site selection criteria, infill architecture principles, and existing architecture principles. These principles will be tested on an inner-city Main Street called Rivoli Park in Indianapolis, Indiana.

2 Keating, 59.
3 Keating, 60.
4 Keating, 60.
6 Moore, 384.
CHAPTER TWO—THE HISTORY OF URBAN MAIN STREET DECLINE

REACTIVATING INNER-CITY MAIN STREETS
Where Main Streets were close to the larger and more populated city, more neighborhoods and commercial and civic districts began to pop up next to these existing neighborhoods. As the area began to become populated, the road that connected downtown with the neighborhood and most often Main Street began to become used more heavily. Businesses sprouted on these roads to catch the passer-bys attention, and these buildings created a fabric that spanned between the neighborhoods. Often times the larger cities began to incorporate or annex these neighborhoods into the larger city in order to provide smaller communities with needed infrastructure and services in exchange for tax revenue. The city was divided into large neighborhoods and those neighborhoods were divided into sub-neighborhoods. This did not crush the inner-city neighborhood, but as neighborhoods began to sprawl outside of the city boundary, the current inner-city neighborhoods found themselves to be a gray area between the new suburbs and the downtown.

Many middle-class residents left the inner-cities especially in the 1950s to escape the “crime, drugs, congestion, and filth” that supposedly plagued the inner-cities; most of the middle-class moved to the suburbs. As Kenneth Jackson states in Grogan and Proscio’s *Comeback Cities*, “The move to the suburbs was almost self-generating. As larger numbers of affluent citizens moved out, jobs followed. In turn, this attracted more families, more roads, more industries... High quality municipal services and especially well-funded public schools that offered racial homogeneity and harmony, attracted still more residents, which in turn made select suburbs even wealthier and more attractive.”

Cars began to clog the main arteries of Main Streets because they were not built to bear the large amount of traffic. Parking was also inadequate for the growth in the amount of cars frequenting the business district. Harold Kalman states, “The need for customer parking—to match a convenience offered by a mall—led to wholesale change on the street. Curbside parking allows only one to two spaces for every shop. To provide additional stalls, buildings were demolished and parking lots created. The result has been a closure of more and more stores, loss of additional residents upstairs, and gaps where once there were continuous rows of buildings.”

This move from the city was aided by private transportation such as the car in addition to the ability to communicate over long distances through the telephone. The car not only killed the potential human to human interaction that occurred on city streets, but it also allowed a physical separation from home and work. Previously, people lived near where they worked in order to minimize the walk or mass-transit usage. Therefore, the car allowed people to move away from their office in the city. In addition, the telephone allowed people to arrange meetings and schedule plans rather than former methods such as meeting per chance or walking to another’s residence. People did not have to rely on living in close proximity to one another or other necessities in order to function in their daily lives.

The reliance on the car, however, did not only minimize interactions and separate people, but the infrastructure needed to reduce traffic and provide an accessible route from the suburbs to the city such as interstates literally destroyed parts of the inner-city. Certain locations in the inner-city, that were ridden with crime and poverty or just lacked investment and began to deteriorate, were
destroyed in order to make way for interstates. The result was a large piece of the urban fabric that was missing, a large physical separation between neighborhoods and parts of the city that once were in close proximity, and sections of the inner-city that began to fall into disrepair due to their adjacency to the noise, sight, and smell of the interstate. The interstate was also intended to relieve the inner-city of traffic. Ironically, Main Street merchants, local authorities as well as the federal government supported the highway. As Richard Moe explains, “Main Streets were the main street because they were the most efficient places for distributing goods and services. But the interstate highways changed all that.”

As the middle-class moved out of the inner-city, businesses began to flee the inner-city as well. As Grogan and Proscio state, “As industry becomes more and more mobile, the jobs follow the most desirable (i.e., highest skilled) workforce, and likewise flee to the hinterlands. This leaves the largely minority poor not only stranded in crumbling inner-cities, but more and more isolated from the employment that might help them rebuild or move.” People in the inner-cities that wanted to work at certain businesses located outside of the city found it almost impossible to get to their place of employment due to the fact that they could not afford a car, and mass-transit systems simply dropped one off somewhere in the vicinity, but still necessitated a ride in a taxi to get there.

Inner-cities most often relied on manufacturing plants and factories, but in many cases, these factories that supplied the inner-city with employment darted to other locations in the United States and other countries in order to utilize the cheap labor found there. This also left the inner-city with no real places of employment. Residents of the inner-city had to rely on traveling to other locations to work, shop, and obtain services which can be next to impossible in some locations unless one had the luxury of a car.

The deterioration of neighborhoods was not limited to those areas that were already affected, but it grew out to the older suburbs as well. As Grogan and Proscio state, “Study after study, through only slightly different lenses, presents the same grim picture: Marginal communities between the slums and the suburbs gradually succumb to the creeping decay, victims of the centrifugal pull of skills and money towards the suburbs, and the slow gnaw of poor households spreading out from the core.”

The governmental policies of the 20th century helped to lead to the decay of the inner-city neighborhood. First of all, the housing lending discrimination affected how the inner-city fell into disrepair. “Federal lending programs, in fact, did not merely subsidize suburban development, they explicitly and aggressively blacklisted inner cities,” as stated by Grogan and Proscio. The Home Owners Loan Corporation (HOLC) a precursor to the Federal Housing Administration (FHA) created by the New Deal, “red-lined” areas within inner-cities where mortgages and real estate loans were unavailable to anyone due to the “detrimental influences,” “infiltration of a lower-grade population,” or an “undesirable population.” When the FHA was formed in 1945, the redlining practices continued. The inner-cities could not be financed in order to rebuild, repair, or even revitalize a given area, and this added to the destruction of the inner city. Now, the practices no longer continue, but the effect that redlining had is quite visible in many areas.

Since there was little local investment and rarely any federal investment in a given area, the schools began to fall into disrepair as well. This is still a problem with the current public school issues within cities. Poor schools mean that families will try to flee the given school district in order to provide their children with the best education they possibly can. Due to the fact that most inner-city schools do not possess satisfactory schools, then families who can afford to be mobile will leave the inner-
Safety on Main Street is another issue especially in inner-cities. If many holes remain in the Main Street fabric and Main Streets no longer possess a continuous wall along the street, then people feel less safe when inhabiting Main Street. Zoning laws prohibited mixed-use buildings and districts. The zoning laws in the late 20th century encouraged owners of buildings to allow one use per building also called single-use zoning. Generally, this meant that the public uses below continued to exist, but the occupants of the apartments and offices above were removed. As a result, the upper floors became vacant and run-down as well as the entire building due to the lack of income coming from residential tenants. Inner-city Main Streets no longer possessed the “eyes” on the street, which were the residents who watched the street from their window above the retail space. Without the “eyes” and businesses occupying the street also serving as street watchers, Main Street districts became increasingly less safe. Harold Kalman states, “The loss of residents and office workers has drained a vital part of the life-blood from Main Street and deprived the storekeepers of a captive market.” Marginal enterprises began to occupy Main Street due to the low rent available. Moe and Wilkie state, “Main Street’s bargain basement atmosphere only repelled customers even more.”

And if this was not enough, urban renewal in the 1960s crushed the ideal of Main Street. In the 1960s, the federal government started to translate the modern visions of Le Corbusier and the “towers in a park” into clearing declining areas of towns in order to build new buildings. As Richard Longstreth states, “densely built and highly centralized, many of the nation’s declining downtown business districts became...
ready targets for clearance and redevelopment. Countless others were simply left to wither, as suburban shopping centers, nourished by the new interstate highway system, siphoned off business."15

While small-town Main Streets suffered from the same ailments that the inner-city Main Streets were inflicted with, there are some differences in the reasons why Main Streets declined. Small towns were deeply affected by the change in retail practices. Inner-cities remained relatively unchanged due to the pedestrian nature of the surrounding neighborhood; people in the inner-city were less likely to drive to a large big-box store than in small-towns.

The one retail practice that threatens the inner-city Main Street is when developers choose Main Street as a site for chain retail. Many chains have a standardized image, and often they throw this image onto the Main Street façade or tear down existing buildings to build their image.16 Particia Lowery writes, "As a part of their massive expansion efforts, chains have targeted the most prominent intersection in town... as the prime location for new stores,' National Trust President Richard Moe said. 'As a result of this push to locate new stores in the hearts of historic neighborhoods, architecturally significant buildings—sometimes entire blocks—are demolished for sprawling, big-box type stores.'"17

Inner-city Main Streets and the surrounding neighborhoods have been neglected for an extensive amount of time whether due to governmental policies or the social implications of the suburbs. However, inner-city Main Streets were not affected by shopping malls, big-box retail, or strip malls to the same extent that small-town Main Streets were. Due to this and the fact that most inner-city neighborhood centers are pedestrian-oriented, inner-city Main Street districts can still provide the basic services such as drug store, grocery store, post office, dry cleaning, laundromats, and other services in addition to specialty stores without the concern of competing with the larger chain stores outside of the commercial district.

2 Harold Kalman, "Crisis on Main Street" in Reviving Main Street, Deryck Holdsworth, ed. (Toronto: University of Toronto Press, 1985) 31.
3 Robert Craycroft, Revitalizing Main Street (Mississippi State University, 1982) 7.
4 Moe, 143.
5 Grogan, 37.
6 Grogan, 38.
7 Grogan, 38.
8 Grogan, 40.
9 Grogan, 115.
10 Moe, 143.
11 Kalman, 31.
12 Moe, 144.
13 Kalman, 31.
14 Moe, 144.
15 Longstreth, 7.
16 Kalman, 40.
CHAPTER THREE—MAIN STREET REVITALIZATION THEORIES

REACTIVATING INNER-CITY MAIN STREETS
New Urbanism

New Urbanism is a theory focused on designing entire neighborhoods based on the ideal of traditional neighborhoods similar to many inner-city neighborhoods. New Urbanism is a neighborhood planning movement that believes that existing neighborhoods should be revitalized first, but often it has been proven too difficult politically and economically to do so. Instead, new neighborhoods and towns have been created almost instantaneously on the outskirts of cities in fields and vacant land.

New Urbanist neighborhoods contain commercial districts, civic centers, religious functions, and residences. It attempts to conserve land by creating neighborhoods that are dense and contain more buildings in a smaller area than typical suburban subdivisions. Mass-transit is a necessity of a New Urbanist neighborhood in order to promote the use of mass-transit systems as well as reduce the amount of cars within the given area. Most uses within the neighborhood are only a five-minute walk away from a residence.

William Fulton defines the two broad goals of New Urbanism as: 1) creating a sense of community by “accommodating more diversity of land uses and social interaction in neighborhoods and by rethinking the ‘public realm’ especially public spaces and the typical streetscape” and 2) creating a pedestrian-friendly environment through mass-transit and less reliance on cars.

In order to make these goals a reality, the New Urbanists wrote the Charter of New Urbanism, which outlines the necessities of a development based on traditional neighborhoods and history. These principles focus on methods of design and planning to “restore both the physical design and social values of American neighborhoods.”

The Charter of New Urbanism outlines principles that stem from the larger concerns of transportation, land conservation, zoning codes, affordable housing, and the lack of community, and derive positive physical design solutions to these issues.

The New Urbanists employ aspects and principles of what makes a city successful from the 1960s literary work entitled The Death and Life of Great American Cities by Jane Jacobs. Jacobs describes and defines numerous aspects of a city that are successful. Some of the criteria outlined are as follows:

1. The district, and indeed as many of its internal parts as possible, must serve more than one primary function; preferably more than two. These must insure the presence of people who go outdoors on different schedules and are in the place for different purposes, but who are able to use many facilities in common.
2. Most blocks must be short; that is streets and opportunities to turn corners must be frequent.
3. The district must mingle buildings that vary in age and condition, including a good proportion of old ones so that they vary in the economic yield they must produce. This mingling must be fairly close-grained.
4. There must be a sufficiently dense concentration of people, for whatever reasons they may be there. This includes dense concentration in the case of people who are there because of residence.

New Urbanism utilizes mixed-use zoning and planning, twenty-four hour
neighborhoods, and pedestrian-oriented planning such as five minute walks from location to location in a neighborhood. These, in particular, are elements derived from Jane Jacob’s book and traditional precedents in order to design their principles and, in turn, their developments.

Andres Duany points out six fundamental rules that New Urbanist developments must consider in the design. These rules are based on the discrepancy between the traditional neighborhood and the suburb. These are as follows:

1. **The Neighborhood Center**—such as a Main Street area where commerce, civic, and social uses can occur at one central area.
2. **The Short Walk**—approximately a five-minute walk from a home to the neighborhood center.
3. **A Dense Street Network** (or short blocks)—this provides numerous ways for cars and pedestrians to traverse the neighborhood.
4. **Narrow Streets**—provides a pedestrian friendly environment and promotes vehicles to reduce their speeds.
5. **Mixed Use Buildings/Spaces**—helps to create a twenty-four hour neighborhood and diversity within the neighborhood.
6. **Unique Sites for Important Buildings**—such as civic buildings.\(^5\)

New Urbanism is difficult to bring down to the individual building level since it does not prescribe an architectural style to its principles, even though the majority of the New Urbanist developments are traditional in style.

In fact, the New Urbanists claim that the visual cohesion of a neighborhood is the most important factor in the design of the individual buildings. However, due to the fact that New Urbanism is based on traditional design principles of the neighborhood, the architecture often follows the same traditional ideal. New Urbanism can be seen as a familiar image of a neighborhood, and this familiarity, in fact, becomes a marketing tool for the developments; it is nostalgic and responds to the human desire to go back to the past and its values. It also attempts to control the environment by creating a thematic setting. According to the New Urbanists, this familiarity along with mixed-use functions and a well-designed neighborhood plan creates a place. The individual buildings are not constructed the same way or with the same methods as the traditional buildings were in the past, though; they are built with the current building practices of our time and then decorated with references to the past. This can be seen as counterfeit, but the New Urbanists feel that since the buildings create a visual characteristic whole, then the “fakeness” of the applied outdated ornament is acceptable.

The New Urbanists believe that the planning of the neighborhood through their principles will create a place and an economic stimulus, and this can be expanded throughout the entire region. The Charter of New Urbanism and other New Urbanist principles can be utilized in the revitalization of Main Streets within inner-cities especially since these principles are based on these existing neighborhoods. These principles are definitions of what made these now deteriorating neighborhoods successful. However, the inner-city Main Street does not need to have a theme applied to it in order to create a unified environment. The contextual elements and the kit of parts
that relate to most Main Streets will create a unified environment through the use of similar principles. A theme is not needed since urban Main Streets are a collage of past architectural styles and contemporary architecture.

**Critical Regionalism**

While New Urbanism outlines and defines what makes a neighborhood successful, the Critical Regionalists define what makes a building or a particular location a place. Even though the Critical Regionalists occasionally work in areas with little context, many of their projects are urban infill projects.

Critical Regionalism is primarily a response to cultural globalization. The term globalization in this paper implies the visual aspect, where environments all over the world are beginning to appear the same. For example, a suburban home in Indiana looks similar to a suburban home in California despite the fact that the traditional building practices, histories, and people differ. Critical Regionalism contradicts this sameness, and it offers numerous possibilities to design accordingly to a particular locale. It identifies the need for a place along with separating the sameness from the particular. Tzonis and Lefaivre discuss this universal issue: “How can one be regionalist in a world that is increasingly becoming one global economically and technologically whole, where universal mobility is taking architects and users of architecture across borders and through continents at an unprecedented speed?”

Critical Regionalism is an argument against “universalization” or the globalization of the cultural and physical environments. It is a movement that attempts to create an architecture that responds to the unique cultural, economic, and political aspects of a particular location. However, it is not the creation of a vernacular architecture either; its focus is on critical investigations of what architecture of a particular region should be. It attempts to balance the local, national, and international influences of architecture rather than completing relying on international impact.

In addition, Critical Regionalism should not be confused with a nostalgic approach. Traditional elements and principles are to be utilized as form generators and value indicators, but not as applied architecture. However, it is also believed that ignoring tradition is just as unfortunate. As Frampton states, “It self-consciously seeks to deconstruct universal modernism in terms of values and images which are locally cultivated, while at the same time adulterating these autochronous elements with paradigms drawn from alien sources.” In fact, Critical Regionalism reacts against these “fake” elements. As Tzonis and Lefaivre state, “It selects these regional elements for their potential to support, physical or conceptual, of human contact and community, what we may call ‘place-defining’ elements, and incorporates them ‘strangely’ rather than ‘familiarly.’ In other words, it makes them appear distant, hard to grasp, difficult, even disturbing. It frames as if it were the sense of place in a strange sense of displacement.”

Critical Regionalism is an attempt to investigate the traditional practices and principles of architecture within a particular region and to transform and reinterpret the principles to meld with the contemporary environment. An exploration of the local building traditions aids in the definition of the continuities of the region. It attempts to create a unique response to the particular culture, place, and climate. As William J.R. Curtis
explains, “At its worst it (Critical Regionalism) may degenerate into a skin-deep instant history in which ersatz images of the vernacular are combined with pastiches of national cultural stereotypes. At its best regionalism penetrates to the generating principles and symbolic substructures of the past and then transforms these into forms that are right for the changing social order of the present.”

Traditions also change and mutate, and Critical Regionalism attempts to aid in the transformation of regional elements. Curtis explains, “regionalism looks for sustaining spiritual forces and refuses to accept that a tradition is a fixed set of devices and images.”

Critical Regionalism is concerned with the design of architecture that relates to the region through its traditions, forms, building practices, and history. However, the region does not have to possess a geographic connotation. Curtis states, "'region' is at the very best a hazy notion. It may refer to the distribution of racial and ethnic groups; to common geographical or climatic features; to political boundaries de-limiting a tribe or some other federation." In this case, urban Main Streets are defined as a region due to the similar traditions and cultures on many Main Streets in the United States.

Through investigating the history of Main Street and the evolution of the traditional building styles, the particular principles can be defined. By transforming some of the traditional principles, a system can be created based on the regional principles. Other contextual elements such as materials, windows, etc., can be integrated following the organization of the system elements.

Urban Renewal

Urban Renewal was a theory based on Modernism. Even though the frequency of these projects is less than in the heyday of urban renewal in the 1960s, there are still occurrences of these projects since they are inexpensive and they still seem to symbolize growth in the eyes of some politicians. However, to understand the background of urban renewal, one must understand Modernism.

Modernism began in Europe before World War II. It was a response to the rise of industry and industrial manufacturing. Its typical architecture was marked by a lack of ornament or of any historical symbol. Modernist buildings were typically of monumental scale and consisted of steel, concrete, and glass. The theory was to create a new architecture for the new industrial man. As Kunstler states in The Geography of Nowhere, “It would be a clean, functional, safe, healthy, and bright, a sort of blank-slate habitat within which the new industrial man might create a new and better culture untainted by the sins of the past.” In Europe after World War II, it began to be readily utilized to rebuild. It was efficient, and it proposed a quick solution in areas that were completely razed by the war. However, in the United States, modernism and modern planning were used to fix the city. Especially in the 1960s, the city was in desperate need of help, and the modernist post-war efforts were emulated in the inner-city since they seemed to work in Europe and they provided a quick response.

Most of the urban renewal projects within the inner-cities were loosely based on the Radiant City (La Ville Radieuse) plan by Le Corbusier. This plan was highly centralized and densely populated. Most of buildings
would be used for housing, and there was no differentiation or separation between the different classes that lived in the Radiant City. The main concept was “towers in a park.” The buildings were high-rises and the rest of the land was for leisure. It provided people with a sense of living in proximity to nature. The Radiant City was connected by a series of high-speed highways; the different circulation patterns such as vehicular, pedestrian, and even bicycles were separated into different circulation paths. It destroyed the idea of the corridor where all of the different transportation occurs on the same street.\textsuperscript{17}

After World War II, the United States started to translate Modernism into architecture. Numerous buildings started to pop up with the Modernist signature. Soon, Modernism began to be utilized within the inner-cities as urban renewal. The United States began to reinterpret the ideas of Modernism and utilized these for the Urban Renewal process. Instead of rehabilitating decaying urban neighborhoods, many were destroyed and bulldozed in order to provide an environment that people thought would be a “better place.” Many believed that the old neighborhoods did not function for the new social and industrial movement occurring at the time. Modernist buildings were built on top of the former neighborhoods. Rather than engaging in a slow community-driven neighborhood revitalization process, which currently is the most successful attempt at revitalization, a quicker and easier approach was taken. It made sense at the time to demolish the existing neighborhoods in the pursuit of growth. The politicians loved the buildings because it symbolized growth and developers embraced Modernism because it was inexpensive. It was an attempt to bring the middle-class to the city. And, in this case, it was successful. It provided interstates and large office towers within the city that the suburbanites would utilize. However, the balance between the revitalization of human-scaled neighborhoods and monumental urban renewal projects was lopsided. It may have worked if there was a balance, but many neighborhoods that were in desperate need of revitalization were demolished.\textsuperscript{18} Where neighborhoods once stood, one of three types of developments occurred: one was the low-income housing project, another was a corporate mega-structure, and the other was the interstate system.\textsuperscript{19}

In the low-income housing developments, the “towers in a park” ideal was utilized. The towers were for the residences and the “park” was the green area surrounding the towers. However, this did not work as planned. Since people did not claim these areas as their own due to the fact that the government put them in the buildings and no one could really claim the park area, the environment fell into disrepair and crime, filth, and congestion reappeared. The entire area began to decay and sometimes the district ended up in worse conditions than the former neighborhood.

In addition, the corporate mega-structures did not help the surrounding neighborhoods since the employees working at these buildings never had to leave the building. Parking was accommodated in the garage under the building, and food and other necessities were provided within the structure. These employees did not provide an economic stimulus or a presence in the neighborhood.\textsuperscript{20}

Kunstler describes the effects that Modernism had on the environment: “Modernism did its immense damage in these ways: by divorcing the practice of building from
the history and traditional meanings of building; by promoting a species of urbanism that destroyed age-old social arrangements and, with them, urban life as a proposition; and by creating a physical setting for man that failed to respect the limits of scale, growth, and the consumption of natural resources, or to respect the lives of other living things.”

At the current time, Urban Renewal projects are no longer considered “Urban Renewal” projects due to its negative connotation, but there are still situations in which entire neighborhoods are razed in order to build larger and more unified projects. Often these are not Modernist buildings anymore, but instead more sensitive and contextual buildings. The history and character of a potentially revitalized community can be demolished by development. An example of an Urban Renewal project turned New Urbanist is included in Chapter Four.

**Preservation**

Richard Moe defines Preservation in *Changing Places*, “Saving, interpreting, and promoting an appreciation of historic and architecturally significant landmarks will always be at the core of the preservation movement’s mission, but the work of preservation is evolving and has become more than that. It is still firmly rooted in an appreciation for the value of history, but it is no longer concerned primarily with the past. Preservation is the business of saving special places and the quality of life they support. It has to do with more than bricks, balustrades, columns, and cobblestones. It has to do with the way individuals, families, and communities come together in good environments.”

Preservation is a movement that aims to save existing environments and buildings from decay. However, it does not prescribe infill architecture for these environments; it is primarily concerned with preserving existing buildings within an environment. It is an all-inclusive approach; it concerns itself with revitalizing the economy, community, and environment of the district.

The Preservationists argue that preservation of historical buildings and districts is important since they serve as symbols of power and identity. As Lowenthal states, “Old buildings in particular and physical relics in general for the first time became valued, not merely emblems of private property or of religious faith but as tokens of a shared identity, uniting present communities through felt continuity with an ancient past.”

Also, buildings, whether old or new, reveal the passage of time. Rather than inhabiting an environment where everything is of the recent time, the preservation of buildings allows for people to gauge the time they occupy and judge it against the age of other buildings. In addition, the preservation of buildings from numerous time periods allows people to read a story of a particular district. As Alois Riegl states, “everything that has been and is no longer we call historical, in accordance with the modern notion that what has been can never be again, and that everything that has been constitutes an irreplaceable and irremovable link in a chain of development.”

Also, the preservation of a building allows uses to occupy the building, and if the preserved building does not prove suitable for the occupation of the functions, then another building would have to be built. Preservation is concerned with conservation of resources.

On the other hand, Preservation is an attempt to prevent an area from becoming
neglected or destroyed through development. Areas that contain a rich history but do not possess successful economic conditions or are not considered in the architectural taste of the current time are in danger of being demolished. Preservation attempts to save these areas by providing an economic and environmental improvement.

The Preservationists believe that it is pertinent to protect historical elements within an environment as well as neighborhoods that are in need of building a positive communal life. One place that is brought up in their works often is the decaying inner-city and the traditional neighborhoods of the city. Richard Moe argues that we should preserve existing environments for four reasons:

1. Economic Sense. “We have invested billions of dollars in our older communities, in the buildings themselves as well as the public infrastructure—streets, water lines, sewers, etc.—and it is fiscally irresponsible to waste that investment.”
2. Understanding of History and the Past. Moe states that through preservation people will understand themselves better.
3. New Neighborhoods Do Not Serve the Public as Well as Old Neighborhoods. Moe explains that the traditional neighborhoods cater to the public and community life better than new suburban developments.
4. Disintegration of Inner-Cities. Without preserving the inner-cities, people will continue to move further outside the city, and the inner-city will continue to deteriorate.

Unfortunately, without Preservation many places people consider important to themselves or history may have been demolished. Richard Moe explains that Americans most often want the new thing, and new is better than the old. “We also tend to think of ourselves as a young country, without many man–made structures worth preserving. We don’t readily see the opportunity that our accumulated architecture offers us to connect with our past, nor do we see often enough the opportunity that it offers for reuse. We are for the most part a disposable society; when something is used up we discard it.”

The National Trust for Historic Preservation has developed different programs in which to preserve important districts and buildings. One of them is the National Main Street Center. It typically deals with the revitalization process of small-town Main Streets, but some pieces of the process can be utilized to rehabilitate inner-city Main Street districts as well.

The National Trust for Historic Preservation’s Main Street Center follows a four-part approach. First, is the formation of a strong organization that coordinates the effort and builds local partnerships. This is said to be one of the most important aspects of the entire revitalization process. Without a strong organization, the project may never see the light of day. Next is the restructuring of the economy to fit consumer demand and formulate new business niches. Once the economy is restructured and proves hospitable to Main Street, the rehabilitation of historic buildings and the physical environment occurs. Finally, the attempt to change the public’s perceptions is encountered by promotional and marketing efforts.

When the local economy proves suitable
for businesses to reestablish themselves on Main Street and enough investments have been procured, then the physical environment can be approached. One of the first steps the National Main Street Center engages in is zoning. Zoning can be helpful to the revitalization effort by preventing harmful new uses while encouraging useful and beneficial ones. Zoning helps control new construction and the rehabilitation or conversion of existing buildings. Since most zoning laws prohibit mixed use, a reduction in the intensity of the allowed use, or down zoning, is implemented to allow mixed use such as commercial, retail, and housing in the same district or building. Robert Craycroft explains the need of residential spaces on Main Street. “Allowing residential uses downtown will provide building owners with an incentive for renovation, increase the value of the structure, and create a stable downtown population. A downtown residential population produces revenue for building owners, becomes a steady clientele for merchants, adds vitality to the area, and acts as a deterrent to crime.”

The idea of the twenty-four hour neighborhood is essential to the National Main Street Center’s approach. The Street should be used as many of the hours of the day as possible, and due to this, various types of merchants should be located there. Bars are usually open from evening to early morning, some restaurants can serve breakfast, which will bring people in the early morning, and retailers are open for the most of the day. The idea of one-stop shopping is important as well. A small grocery or convenience store, post office, hardware store, and other various retailers selling numerous items can help to support the one-stop shopper.

The National Main Street Center believes that traffic, pedestrian circulation, and parking are a high priority for most revitalization efforts. Traffic circulation is designed to be efficient and parking or parking signs are visible from the street. Buildings are not demolished for the provision of parking, but parking lots are incorporated in an unobtrusive location. The parking lot is landscaped and maintained well, paved, and well lighted. Sidewalks extend from downtown to surrounding areas in order to encourage residents to walk or bicycle downtown.

The streetscape includes all of the elements of Main Street including parking meters, pavement, curbs, gutters, street lights, utility poles, trees and plantings, mailboxes, trash receptacles, and benches to name a few. Each of these items is examined to define what needs repair and replacement. “A well-coordinated streetscape that complements the downtown buildings can be a strong unifying factor in the overall appearance of the business district and as much a benefit to the general public as to the downtown’s property owners and merchants.” Seating, such as benches, is always needed to allow people to rest or have a conversation, and plantings are a useful way in which to separate the motor traffic from the pedestrians as well as to provide shade.

According to most of the National Main Street Center projects, the existing storefronts are made over in order to bring it back to its original state. Often in the past, storefronts were “modernized” by adding vinyl, aluminum, or other materials, and these are removed in order to preserve the original character. For missing teeth on Main Street, the National Main Street Center follows a variety of different approaches. Hyndman and Fulton outline seven different approaches to new sympathetic construction in Reviving Main
One approach is to ignore the context even though it is not advised. Another approach is to integrate the different materials, forms, sizes, and details into a design. The next method is to contrast the building with its neighbors, but this often works well only with buildings need to stand out such as public buildings. Temporary structures can be designed as a novelty, and often they are left up for a longer time than anticipated. A building constructed with glass or mirrors is an attempt at trying to be invisible, but often it still stands out within the context. Possibly the least authentic approach is to imitate the existing buildings. Each of these approaches can be combined with another.  

Signs are reconfigured so that they are readable from the road but also from the pedestrians walking on the sidewalk. Excessively large and obnoxious signs are taken down, and they are replaced with signs at more of a human scale such as signboards—flat rectangular signs above the storefront, or hanging signs—detached and perpendicular to the storefront. Window signs and awning signs are also acceptable.  

Plazas or outdoor recreational areas are incorporated into the Main Street scheme. The plaza should be scaled for the downtown district and include landscaping, trees, sitting areas, bandstands, and fountains. As stated in Main Street, Ohio: “An open space, plaza, or park in downtown can become a pleasant setting for relaxation or staging downtown events.”  

Even though this cannot always be arranged in inner-city Main Streets, the National Main Street Center suggests that civic resources such as city hall, a police department, the library, the post office, and a community center to be moved back downtown. These are important to create a downtown atmosphere but also to aid in bringing life back to Main Street. Civic employees will frequent Main Street for meals and people visiting the different municipal buildings will visit Main Street as well. Civic centers aid in maintaining a steady downtown population. 

The preservation of select existing urban Main Street buildings should not bring the building back to its original condition, but it should respect the changes in the materials of the building through time while providing comfortable and inhabitable spaces in the interior. It should be read as a historical building and not be mistaken as a replica. The preservation of the Main Street allows people to read the history of the district while also maintaining a positive communal and functional environment. An example of a National Main Street Center project is described and analyzed in Chapter Four.
2 Fulton, 3.
3 Fulton, 2.
10 Frampton, 3.
11 Tzonis, 6.
14 Curtis, “Towards an Authentic Regionalism” 25.
16 Kunstler, 61.
18 Moe, 67.
19 Kunstler, 79.
20 Kunstler, 80.
21 Kunstler, 59.
22 Moe, 239–240.
23 Lowenthal, 67.
26 Moe, xi.
27 Moe, xii.
28 Moe, xi.
29 Moe, 150.
30 State of Ohio, 27.
31 Craycroft, 23.
32 Craycroft, 37.
33 State of Ohio, 29.
37 State of Ohio, 52.
38 Craycroft, 17.
An Existing Mixed-Use Buildings in an Inner-city Main Street of Cincinnati

339 Ludlow Avenue, also named the “Rosson Building” is just one of the numerous two-part commercial building types. It has retail on the street level in the form of a barbershop and a wine shop and ten apartments above street level. Each apartment is approximately 1000 square feet. Each retail space is approximately 1500 square feet. The floor to ceiling height of each floor is approximately 10 feet high, and the square footage of the footprint is approximately 4500 square feet.

The entrance to the apartments occurs on the side of the building façade. The large lobby connects to a corridor and stairs that extends up to the third floor. There is no provision for an elevator or ADA accessible spaces since each entrance possesses at least one step even into the retail spaces at street level. There is a mechanical/ storage area below the street level.

There are four apartments on each level except for the first level, which has two apartments. On the second and third floors, there is a light well on the street elevation that separates two of the four apartments and allows fresh air and light into the apartments. In addition, in these street-side apartments there are bay windows. These bay windows separate the façade from public to private. The materials of the façade change, as well, when denoting the public and private spaces. The public space of the façade consists of glass and siding while the top levels are brick and wood.

The other two apartments, in the rear of the building, are provided light and air by the T-shape of the building plan. The rear and sides of the building, since it is located in the middle of a block are brick with little detail given to the facades.
It is constructed with a masonry bearing wall and built-up wood floors. The ornament and trim is wood. The retail spaces possess glass storefront enclosures in order to provide more visual access to the store from the sidewalk.

This precedent should be considered greatly in the design of new construction. The methods in which public and private are separated on the façade, the size of the building, circulation, mixed-use methods, the light well and other provisions for air and light are all important features to keep in mind while designing a building that could possibly be adjacent to it. However, this precedent provides a framework from which to work from, and it should not be replicated in plan, elevation, or section. New building technologies can change the traditional building type of Main Street into something more contemporary and something that responds to the complexities of the current time.

New Mixed-Use Building

The Center City Building in Terre Haute, Indiana designed by Scheer and Scheer is an example of a contemporary mixed-use piece of architecture. It contains three levels of privacy: public (retail), semi-public (offices), and private (apartments). It is based on traditional massing of urban commercial sites, but it also consists of contemporary architectural elements with few, if any, historical references and avoids nostalgia. The site of the space is less dense than many Main Streets, but it is a good example of melding traditional types with the current architectural styles without being too referential to past styles.

The building contains 33 apartments, and each apartment is adjacent to a balcony. There is a horizontal break in the façade through the
use of materials, and there is a line of smaller windows that breaks the façade into two pieces as well. This horizontal break, which is larger than the traditional piece of crown molding, does not demarcate the edge of two levels of privacy. It mediates between the two with a transition, which becomes the office space.

The traditional cornice at the top of the building is replaced by a lacy steel structure. In fact, many of the architectural details of traditional buildings are replaced by steel and glass. This illustrates a change in the technology of architecture and building materials from the historic Main Street buildings to contemporary architecture.

There are numerous aspects of this building that can carry over into a Main Street project. First, the incorporation of different levels of privacy into a building is an issue to consider. This project managed to integrate all three successfully. In addition, the use of new building technologies in comparison to traditional techniques can create an interesting juxtaposition. The use of these pieces of modern building materials is a replacement for historical elements. In addition, the break in the façade to demarcate the public level can be used.

National Main Street Center Projects—Madison, Indiana

Main Street in Madison, Indiana was a National Trust for Historic Preservation’s pilot Main Street project in 1977. The Main Street project was aimed at revitalizing Main Streets, particularly through historic preservation and new construction that replicates the existing structures.

In the 1950s, the electric power industry had begun to exert its control over Madison. People were afraid that the downtown would be either modernized or demolished by the electric power industry.
company, but new commercial developments on top of the hill, where most people lived, started draining people and money from Main Street. The parking problems and the space limitations of Main Street started to have an effect, and Main Street started to deteriorate.

Madison’s Main Street had a chance at life again over a decade later. In 1977, Madison was chosen to be a pilot city for the National Trust for Historic Preservation’s Main Street Project. They initiated the process by changing the Schroeder Saddle Tree Factory into an industrial museum; in order to do so, they had to preserve the original building by taking off the large obtrusive sign and the new storefront. This inspired other Main Street property owners to do the same.

Groups were organized such as Save the Neighborhood and Preserve Our Fountain in order to raise money to preserve the buildings of Main Street as well as the fountain located on a side street off Main Street. In October 1977, Main Street started to promote itself for Christmas as “The Spirit of Christmas Past,” and catalogues were created for direct mail orders. Merchants were trained by the downtown organizations on how to entertain customers and they were advised to extend business hours. The upper stories of Main Street buildings began to be utilized as apartments and offices.

According to a market study, the hilltop strip centers did not provide items for the upper class, and the Main Street sought to fill this niche. The town’s historic qualities were promoted for tourism, and the creation of a historic home tour attempted to bring people back downtown.

Madison filled in the missing teeth with new nostalgic architecture, and sidewalk furniture, plantings, new “historic” streetlights, and new parking zones were placed into the streetscape. A park was created to connect the riverfront with Main Street.

Problems did occur. Madison banks offered very little if any support to the effort, and many of the items outlined in the report of how to successfully transform Main Street were ignored. A few property owners refused to clean up their buildings, and the provision for elderly housing above the retail component of Main Street never occurred.

At the end of the effort, the appearance of Main Street was successful, but financially there was little growth on Main Street, even though it did stabilize Madison’s economy.

An analysis of Madison, Indiana reveals the success and failures of Main Street. First, the preservation of Main Street created a space of the past. Each building, whether historic or new construction, is a statement of Madison, Indiana’s history. There are little, if any, physical references to the present or the future.

The streetscape of Main Street is lacking substance and imagination; there are trees and streetlights to visually separate the pedestrians from the vehicular traffic. Benches are infrequent, and when they do occur, they are near the curb and facing the street. However, the one positive aspect of the streetscape is that is simple and open to being flexible and adaptable to the needs of the community.

There is a courthouse on one end of Main Street, which serves as a terminus for one side of the district, but there is no edge or landmark on the opposing end of Main Street to demarcate the edge of the district. A fountain once existed at one end, but since it posed traffic problems, it was moved to a side street. Fortunately, the courthouse is still in use and serves as a prominent civic structure for the Main Street district.
Parking was accommodated on Main Street without the use of parking meters and on side streets that were widened to fit more cars to encourage people to visit Main Street. There seems to be ample parking for the users.

One of the goals of the revitalization was to create mixed-use buildings on Main Street; however, some are apparently vacant or boarded up due to the lack of interest or by the inability to occupy upper stories due to zoning ordinances. Some upper floors of buildings are occupied as either residences or offices. The tenants on the ground floor are rather diverse. They are mostly businesses based in retail or food service; these businesses help to bring people back down to Main Street, but they seem to be a novelty rather than businesses that focus on daily amenities. In addition, the reason the revitalization process decided to encourage these novelty businesses to move onto Main Street was because they felt that needed to fill a niche market to compete with the existing businesses on the edge of town. Few businesses could promote a 24-hour neighborhood. There seems to be too few of residences to encourage this as well.

There are a few aspects of Main Street in Madison, Indiana to be used in reformatting Main Street and its program. First, the buildings create a continuous wall that defines the sidewalk. Next, new construction was built in voids or where parking lots, dilapidated buildings, or vacant land disrupted the flow of Main Street. However, new construction should not be replicas of existing buildings. The streetscape is successful due to its simplicity, but more spaces for interaction should be considered. In addition, benches should not face the street but rather the sidewalk. The parking situation was handled successfully by the provision of parking on side streets and removing parking meters.
The civic center serves as a prominent landmark, and with the addition of another landmark on the opposite end, this system would prove successful by creating an edge for the district.

**Denver’s Lower Downtown—Inner City Redevelopment**

Denver’s Lower Downtown district is a large district in downtown Denver. It does not possess many residences but mostly commerce and business. It was a major manufacturing and industrial center at the height of its day. Most of the buildings were built between the 1870s and 1940s. The district is a dense area and many of the buildings have managed to survive the decline of the neighborhood. The decay of the neighborhood began after railroad transportation began to decline; the characteristic that held it together as a neighborhood, the railroad began to disappear and the neighborhood lost its reason for being located where it was. In addition, like many inner-cities of large cities, the neighborhood began to deteriorate further as interstates tore the neighborhood into two, governmental policies affected the chance for it recuperate, and social problems occurred.

In the 1970s, the area began to be revitalized after the oil boom. Existing buildings were preserved and renovated in order to provide office space, but other buildings were destroyed to make space for surface parking and larger contemporary buildings. Currently, the area is in the late stages of the revitalization process. Most of the existing buildings have been preserved and new structures that follow the design vocabulary of the existing structures have been constructed.

A neighborhood plan has been organized that identifies how the existing buildings and streetscapes should be revitalized as well as what characteristics of the contextual fabric should be utilized in designing the new structures. The existing buildings have been categorized as either contributing or non-contributing. The contributing buildings are defined by LODO Denver as being of historical significance. The design vocabulary of the contributing buildings in the given area has been outlined as follows:

1. **Massing.** Buildings in Lower Downtown are simple rectangular forms that, except for the largest warehouses, tend to be taller than they are wide.
2. **Consistent street wall.** Lower Downtown’s structures were built on a twenty-five-foot lot pattern without setbacks. Most have two- to four-lot facades without a major break on street frontage. There is a recognized distinction among individual buildings within the street wall of any block.
3. **Facade division.** Facades are even and consistent and feature vertical elements such as windows, doors, columns, and piers.
4. **Facade composition.** Facades are made up of a variety of planes, window treatments, and elements, all of which give a facade an articulated, three-dimensional quality. Entrances are typically centered.
5. **Articulation.** Buildings are well articulated, with a distinct and detailed cornice or top, a middle and a base that is strong, expressive, and inviting to pedestrian passersby.
6. **Windows.** Windows have vertical proportions, but are often grouped to form larger compositions. Windows are typically organized by function denoted by size, shape, and operation.
7. **Richness.** Buildings display a richness
and formality of details, materials, and colors.

8. **Consistent building materials.** Exterior building materials are primarily brick. Other characteristic materials include stone bases, sills, and lintels and metal or brick cornices.

9. **Roof lines.** Roofs are predominantly flat and hidden behind cornices and parapets. Many have exposed and visible water towers and utility stacks.

These elements of design vocabulary must also be used in new construction.

In addition to categorizing buildings as contributing, non-contributing, and contemporary, the Lower Downtown Neighborhood Plan also defines three types of existing contributing buildings that have different features and characteristics. These are classified as early storefront buildings, factories and warehouses, and 20th century storefront buildings.

The streetscape, parking, program, and other urban elements are also given attention in the neighborhood plan. Most of these elements are based on New Urbanist principles; each of the principles in the Charter of New Urbanism has been addressed. Unlike New Urbanism, however, the architectural theme is not prescribed. There are guidelines to follow, but the design does not have to follow any particular style. In fact, the design guidelines seem to follow more of Critical Regionalist thought due to its attention given to the elements that are of the particular area and the focus on the continuance of these principles in new construction. The goal is to revitalize a neighborhood and create a New Urbanist infill community with buildings that respond to the architectural traditions of the neighborhood.
While there are few individual examples of architecture that has abided by the LODO neighborhood plan, the most important element to be examined from this project is the Neighborhood plan and how context is defined and described. It is also beneficial to investigate how the new construction is prescribed. In addition, the neighborhood plan also delves into streetscape design and other details, and how the criteria relate to these pieces should be analyzed.

San Francisco’s Fillmore District—Inner-city Neighborhood Renewal and Revitalization

The Fillmore District was the commercial area of the Western Addition in San Francisco, California. The Western addition was founded in the 1860s as San Francisco grew and more housing was needed. The Western Addition was characterized by the Victorian architectural style that was common in the neighborhood. In between 1907 and 1945, the Western Addition began to attract immigrants since it was cheaper to live compared to other areas in San Francisco. It became known as one of the most culturally diverse areas in San Francisco as well as west of the Mississippi River.  

In 1942, the Japanese residents of the Fillmore were evicted and incarcerated due to the United States’s involvement in World War II, and they were sent to camps in other areas in California. This left many vacancies in the Western Addition. Many African Americans filled the voids left by the Japanese-Americans by living in the Fillmore and working in the war industries. Night clubs and other music venues sprouted along the Fillmore District in order to cater to the new residents. In fact, The Fillmore district was often called the “Harlem of the West.” Between 1945 and 1965, The Fillmore went through
environmental decay similar to many inner-city neighborhoods. After the 1949 Housing Act was passed by President Truman, the Fillmore district became a target for the urban renewal process. Between 1959 and 1961, Geary Street was expanded to be a 4-lane street and thus became a division in the community. In addition, the clearing of a large amount of real estate in the commercial district began since it was considered San Francisco’s slum. By 1970, most of the blocks designated for demolition have been razed. Not until 1985 does anything fill in the void. What does fill the void is the Fillmore Center, a mixed-use development loosely based on New Urbanism principles.19

The Fillmore Center contains numerous apartments and condominiums as well as Section 8 housing. Stores and restaurants consist of the street-level semi-public spaces. The crime surrounding the area of the Fillmore Center, however, remains and the semi-public spaces have had a difficult time staying in business.20

The Fillmore Center consists of large towers as well as more contextual buildings on the periphery. The centers of the blocks are designed as parks for the residents. The development holds the edge of the sidewalk and maintains the consistent street wall. The semi-public spaces such as retail and services are given little attention in the development, and large spaces are arranged in between the stores and restaurants, which break up the flow needed for a commercial district to be successful. The semi-public spaces are articulated poorly and blend in with the residential structures.

The Fillmore Center is an example of what not to do in a Main Street revitalization effort not just because it was at first an Urban Renewal project. The Fillmore Center gives little emphasis to the mixed-use functions on the street level. In
addition, the residences’ entries were located on the interior of the development, away from the retail uses. There is little if any sense of “eyes on the street” since there is no connection between the residences and the street. The towers and the architecture are not contextual at all except for the “bay” windows and possibly the colors on the EIFS. The parks are enclaves for the residents in the center of the development, but they do not permit the residents to interact at the street level.

2 Skelcher, 293.
3 Skelcher, 291.
4 Skelcher, 292.
5 Skelcher, 293.
6 Skelcher, 294.
7 Skelcher, 294.
8 Skelcher, 295.
9 Skelcher, 296.
10 Skelcher, 297.
11 Skelcher, 298.
12 Skelcher, 298.
14 LODO Denver, hp-2.
15 LODO Denver, hp-2.
16 LODO Denver, hp-3.
17 LODO Denver, hp-5.
19 Public Broadcasting System, Fillmore Timeline.
20 Public Broadcasting System, Fillmore Timeline.
CHAPTER FIVE—CHOOSING A PROGRAM FOR INNER-CITY MAIN STREETS

REACTIVATING INNER-CITY MAIN STREETS
Inner-city Main Streets should be revitalized and built for the community and neighborhood residents that surround it. In addition, it should draw other people from all over the metropolitan region to visit it to promote diversity and encourage life on the street. It is intended to foster a sense of community and serve as a public space. This public space should provide a place for social interaction and engagement in the experiences provided at the sidewalk and street level. The current inner-city Main Street possesses few pieces of a coherent program that serves the community. The Main Street should be reinvigorated by a program that supports the idea of a 24-hour neighborhood in addition to the ability to provide services for daily life. To create a 24-hour neighborhood, there should be residential, civic, commercial, and institutional functions that are inhabited at different times of the day. Main Street should be occupied at every hour of the day. Services should be provided that are needed on a daily basis. Some examples are grocery stores, drug stores, beauty salons, dry cleaning establishments, and laundromats. However, there is also a need for opportunities for the community to congregate and socialize. Some examples are parks, community centers, restaurants, and bars.

Storefronts and spaces located within the buildings adjacent to the sidewalk are designed for shopping, service-oriented companies or organizations, information locations, and experience-based businesses. Above this level, the activities will be living and working in addition to other semi-public uses that are typically located at the street level. Each building should possess as many different functions as possible to create a twenty-four hour neighborhood.

It is difficult to define the users and public of an inner-city Main Street since it depends
on the location of Main Street as well as the community that lives in the vicinity, but the users and public base will also include visitors from other locations who decide to experience this particular Main Street. The typical users of the inner-city Main Street are the residents of the surrounding neighborhoods. These residents are typically minorities and below the average income level. These residents need basic services such as grocery stores, drug stores, dry-cleaning, etc., in close proximity to their residence due to the fact that many do not possess private vehicles. In addition to basic services, community centers and other places of civic value are desired since these can become places in which the community can congregate as a whole. As of now, most inner-city neighborhoods lack these civic institutions as well as a place to organize a community. The amount of people who will frequent the structures of Main Street can be estimated based on the scale of Main Street.

The program of Main Street should be utilized as a tool for Main Street development as well as for design guidelines. The public street level should be occupied by commerce, service, and experience-based businesses and organizations. In addition, the other levels of the building should be a combination of private and semi-public spaces and consist of a wide-range of residences that caters to all: typical residences, offices, and live-work possibilities. The spaces, public, semi-public, and private, should be adaptable for change in the occupants and their needs.

Streetscapes should be well designed to allow for spaces of casual human interaction. The street furniture should be designed as well to promote interaction, and they should represent the identity of the area by allowing local artists to design the accessories. The public spaces should be the sidewalks and different levels of building space designated as public, and other open spaces such as parks, are not needed. Where large open spaces exist, the community can decide whether they are successful and if they should be preserved.

The amount and size of new buildings on Main Street depend on the amount of vacant land and/or dilapidated buildings. However, assuming that the current Main Street has little daily amenities, then the new Main Street can take advantage of the needs of the community and supply what is needed. There is a hierarchy of the daily amenities that should be incorporated into Main Street.

The following pages are details and programs of each function within Main Street, which can then be combined to create a series of buildings with functions that respond to the community based on need and amount of space available. This program provides a general framework for the spaces even though the space needs of particular tenants and occupants may differ and require further design and detail in the program.
Offices—Semi-Public
The occupants will be the office workers and visitors. The amount of people occupying the space varies depending on the size and type of the office. The activities within the space will be reading, using the computer, socializing, meetings, and other uses specified by the occupants. The offices should be above the street level and near the circulation of the building. A view of Main Street should be provided. The area needed depends on the size of the available space on Main Street as well as the space requirements of the occupants.

Residences—Private
The occupants will be the residents and visitors. The activities will consist of mostly the daily activities of most residential spaces, which include sleeping, relaxing, cooking, and entertaining. The residences should be above the street level and adjacent to the building circulation. A view of Main Street should be provided if possible. The size of the residences should vary within a building. There should be larger apartments and then smaller apartments such as efficiencies and studios.

Indoor Civic Spaces—Public
The occupants are the workers, community members, and visitors. The activities to occur within the space are meetings, assemblies, information obtaining, work, reading, and using the computer in addition to any other uses specified by the occupants. The civic space should be located at the street level and adjacent to an outdoor public space. A view of Main Street should be provided as well. The size of the space depends on the amount of space available on Main Street as well as the space requirements of the civic center. It should be larger than most other background buildings on Main Street, and it should be a foreground building located in the center of Main Street.

Outdoor Civic Spaces—Public
The occupants should be workers, community members, and visitors of the neighborhood. The activities that could occur within this space are assemblies, social interaction, relaxation, and other casual activities such as eating, people watching, and in some cases sleeping. There should be space designated for a landmark as well as sitting space. The outdoor public space should be located on the street level in front of the civic building and adjacent to the Main Street. The size of the space depends on the amount of space available in between the civic center and the Main Street sidewalk.
Religious Facilities—Public
The occupants of the religious facilities are the religious members and staff. The activities that occur within the facility are meetings, assemblies, religious rituals, and reading in addition to any other activities specified by the occupants. The religious facility should be at the street level and adjacent to Main Street. It should have a unique site and be located away from the street. The size of the space depends on the amount of space available on Main Street as well as the space requirements of the religious facility. It should be larger than most other background buildings on Main Street, and it should be a foreground building located in the center of Main Street.

Grocery Store—Semi-Public
The occupants of the grocery store are the customers and workers of the store. The activities include shopping, food preparation, going through the check-out, and socializing. The grocery store should be at the street level; a view of Main Street should be provided as well. The grocery store should be placed at a prominent location on Main Street and behind the structure, parking should be provided. The size depends on the amount of available space on Main Street as well as the space requirements of the occupants. The square footage should be as large as possible for the use but not to exceed 30,000 S.F.

Post Office—Semi-Public
The occupants of the post office consist of the workers and the customers. The activities to be designed for are the sorting of mail, the obtaining of mail, and purchases. In addition, spaces for post office boxes, storage, and for the dropping off of the mail on the exterior of the building should be accommodated. The post office should be at the street level of Main Street. A view of Main Street should be provided as well. The post office should have small truck access either on an alley or on a less busy road. The size of the post office depends on the space available on Main Street as well as the space requirements of the occupants.

Restaurant—Semi-Public
The occupants of the restaurant include the customers, cooks, serving staff, and restaurant managers. The activities to occur within the space are the serving of food, eating, cooking, exchanging of money, waiting, and cleaning. The restaurant should be located on the Main Street and there should be a view from the dining area onto Main Street. The size of the restaurant depends on the amount of space available on Main Street as well as the space requirements of the occupants.
Hardware and Other Retail and Miscellaneous Uses—Semi-Public
The occupants are the customers and the employees. The activities that occur within these spaces are shopping, discussion and social interaction, information transfer, and money exchange for goods. The retail space should be at the street level or on levels above Main Street. A view of Main Street should be provided as well. The size depends on the amount space available on Main Street as well as the space requirements of the occupants.

Laundromat—Semi-Public
The occupants are the customers and the employees. The activities that occur within these spaces are washing and drying clothes, folding clothes, discussion and social interaction, and money exchange for goods. The laundromat should be at the street level on Main Street. A view of Main Street should be provided as well. The size depends on the amount space available on Main Street as well as the space requirements of the occupants.

Bar—Semi-Public
The occupants of the bar include the customers, cooks, serving staff, and bar managers. The activities to occur within the space are the serving of drinks and food, eating and drinking, cooking, exchanging of money, waiting, social interaction, and cleaning. The bar should be located on the Main Street and there should be a view from the bar onto Main Street. The size of the bar depends on the amount of space available on Main Street as well as the space requirements of the occupants.

Information Center—Semi-Public
The occupants of the information center are the customers and the help staff. The activities to occur within the information center are computer usage, conferences, and social interaction. The information center should be located at the street level. A view of Main Street should be provided. The information center should have a prominent location on Main Street, and in some cases, it can be incorporated into the community center or other civic uses. It should be located near the print and copy store. The size depends on the amount of available space on Main Street as well as the specific requirements of the occupants.

Drug Store—Semi-Public
The customers and employees of the drug store are the occupants. The activities to be incorporated are shopping, the filling of prescriptions, going through the check-out, socializing, and obtaining information. The drugstore should be at the street level on Main Street. A view of Main Street should be provided as well. The drugstore should be placed at a prominent location on Main Street, and behind the structure, parking should be provided.
**Beauty Salon/Barber Shop—Semi-Public**
The occupants are the employees of the salon such as hair stylists, barbers, and manicurists as well as the customers. The activities to be included in the space are the cutting and styling of hair, painting of nails, social interaction, and money exchange for goods. The beauty salon/barber shop should be located on Main Street, at street level or above. A view of Main Street should be provided. The size depends on the amount of space available on Main Street as well as the space requirements of the occupants.

**Print/Copy Store—Semi-Public**
The occupants are the customers and employees. The activities to be contained in the building are printing, copying, social interaction, and other graphic services. Spaces should be provided for the different activities as well as the machinery needed. The print/copy store should be located near the information center as well as offices. It should be at street level, and it should provide a view of Main Street. The size depends on the amount of available space on Main Street as well as the space requirements of the occupants.
Exterior Spaces

Due to the fact that Main Street is predominately an exterior experience, the outdoor public spaces should be given careful consideration. The sidewalks and architecture of Main Street should promote social interaction by creating spaces for interaction to occur. These spaces should be connected to the Main Street, but simultaneously provide a space out of the way of other passer-bys. A continuous “wall” created by the facades of Main Street is also important due to the fact that it creates a flow on the sidewalk and also provides a sense of security.

In addition, Main Street should be an experience for all that visit the space whether pedestrians or occupants of a vehicle. Careful consideration should be given to the experiential factor of Main Street. It cannot become a fake world of history or commerce, but it should be a sign of the times and the times past. A neighborhood and its’ citizens must be able to identify it as their own while the experience can attract others from outside the community. There are numerous ways to create an experience of Main Street, and each method should be researched.

Identity is a major component of Main Street. The icon or image of a community used to depend on Main Street, and it should still serve as a form of a geographical community’s identity. In order to do so, the community should be involved in the design process, or the Main Street should be designed to be adaptable to change brought on by the community. In addition, local artists could paint murals and design sculptures for the streetscape.

The vehicular traffic should feel compelled to slow down when approaching and traveling through Main Street. By adding detail in the way of building materials and ornament, signs, and additions to the streetscape to Main Street and creating numerous intersections, vehicular traffic should slow down.

Parking

Parking is an important issue for Main Street. There should be provisions for parking on Main Street through either parallel parking or diagonal parking. However, this will not provide enough parking for the district; therefore, parking should be provided off of Main Street either in the form of lots, garages, or additional street parking that is in close proximity to Main Street.

Parking is an issue that aided in the demise of Main Street. Once cars became popular and a way of life, people wanted convenient parking and since Main Street offered few parking opportunities, potential customers went to the strip malls on the edge of town instead. Therefore, parking should be accommodated on Main Street for all functions, existing and new. The amount of parking spaces should be dependent on the combination of the program’s needs and the local code.

Relationship Analysis

The relationship of the spaces to each other is less important than the spaces themselves. All functions other than residences, offices, and live-work units should be adjacent to the sidewalk of Main Street. The other functions are to be either above or even below, if the site permits, Main Street’s sidewalk level.

The civic function, information center, print station, grocery store, restaurant, and bar should be placed in a prominent location along
Main Street. Prominent may mean at the center of Main Street’s façade row or it could mean a corner building where two facades are present instead of one. They do not have to be near each other unless specified in individual location requirements. In fact, separating the functions by one or two storefronts allows Main Street to grow by creating space within the busiest area for shops, retail, etc. These tenants will be frequented more often due to their location in the middle of Main Street. However, the location of available building space and existing buildings may hinder or promote these relationships.
CHAPTER SIX—INNER-CITY MAIN STREET DESIGN SYSTEMS AND PRINCIPLES AT THE URBAN SCALE

REACTIVATING INNER-CITY MAIN STREETS
The following are principles that should be followed in the planning and arrangement of the revitalized inner-city Main Street. Existing buildings are to be preserved if possible through the theories of preservation and new construction as well as streetscape design should be situated per the Main Street Design Principles that are based on the Charter of New Urbanism and the Awahnee Principles of 1991.

The goal of the intervention is to reinvigorate inner-city Main Streets through a reorganization of pedestrian and vehicular circulation and building mass as well as an increase in spaces of shared use.

**Site Selection:**

Main Street is a broad term given to dense commercial districts bounded by a neighborhood of residences and other uses. Main Streets provided services and goods for the nearby residents and occupants. Richard Longstreth describes a typical Main Street in *The Buildings of Main Street*:

"With the street as the anchor, buildings tended to abut the sidewalk and other buildings next door filling as much available space as possible. This dense urban configuration, consuming all available land, occurred whether a building had a very narrow frontage or stretched for half a block, whether the building was one story or 30 stories. Any openness was essentially the result of necessity—to allow service access to the functions within or permit natural light and air to reach interior spaces. If open space existed next to a commercial building, it was presumed that a new facility would be erected there. When this construction failed to occur, it was almost always due to economic stagnation or decline, not to the desire to break up the dense urban fabric."
The site selected for such Main Street intervention should be a dense commercial corridor or a former dense commercial urban corridor that is missing some of its previous components. A residential neighborhood should be adjacent to Main Street.

**Lot/Parcel Selection:**

Main Street should be recreated with the traditional definition in mind. There should be a continuous wall of buildings abutting the sidewalk space; most of the land should be used for buildings; and there should be few if any openings within Main Street. The following are guidelines in which to choose specific proposed building intervention locations on Main Street.

1. Vacant lots or parcels.
2. Parking Lots along Main Street
3. Commercial buildings that are not adjacent to the sidewalk. (Civic buildings and religious facilities are typically situated on the site differently than most commercial functions).
4. Commercial buildings that do not meet the Main Street typologies such as facades or massing. (See existing Main Street types).

In choosing buildings to demolish, one must also consider the value of the building such as history, use, and age. There should be buildings from as many generations as possible even though they might not fit the Main Street typology.
Main Street Principles

These are principles that are derived from the Charter of New Urbanism and the Ahwahnee Principles of 1991. I have changed the principles based on what works and what does not. I incorporated Critical Regionalism as well.

1. “The development and redevelopment of” Main Street should respect, but not necessarily recreate, “historical patterns, precedents, and boundaries.” To some extent, “architecture and landscape design should grow from local climate, topography, history, and building practice”—Charter of New Urbanism.

   However, these historical elements of the community should not be simply applied to new construction. The new structures should be sensitive to the context but at the same time buildings of the current time.

2. “A primary task of all urban architecture and landscape design is the physical definition of streets and public spaces as places of shared use” Charter of New Urbanism. In order to do this, there should be a continuous street wall to frame the spaces. These spaces will also seem more “secure.” The continuity of the street should be reconstructed so that no gaping holes should be in existence.
3. The existing repairable buildings of Main Street that are not selected for demolition according to the site selection criteria should be preserved to their initial appearance and integrity—Ahwahnee Principles.⁴

4. Main Street should be a mixed-use district with commercial and service-oriented businesses as well as offices and residences. It should strive to be a 24-hour Main Street so the functions and uses of the buildings should be designed with that in mind. Where 24-hour services are impractical, then an electronic interface on the façade should be available during non-business hours—Ahwahnee Principles.⁵ Like the businesses on Main Street, public spaces should be designed to be 24-hour spaces where the design of the spaces encourages “the attention and presence of people at all hours of the day and night”—Ahwahnee Principles.⁶ Public spaces should be surrounded by commercial and residential functions to ensure the presence of people in these areas at all times of the day.

5. Main Street should not be designed to be too large, all needs and activities of daily life should be in close proximity and pedestrian-friendly—Ahwahnee Principles.⁷ The existing Main Street edges should be preserved and development should be prohibited outside of these boundaries.
6. Main Street should be the center focus of the community, and it should provide space for civic, cultural, recreational, residential, and commercial uses — Ahwahnee Principles. In order to provide each of these functions, some buildings should be mixed-use to provide residential and commercial uses on Main Street, spaces should be dedicated for civic uses, and other spaces should be reserved for outdoor plazas and other public spaces.

7. Main Street should be designed for the pedestrian, even though the vehicle should still be accommodated. Parking lots and garages should be behind or next to Main Street and traffic should be well separated from the pedestrian path and restricted to a low speed — Ahwahnee Principles. The design of the circulation from parking to Main Street should encourage the flow of people to interact with Main Street.

8. As Kevin Lynch states, “junctions, or a place of break in transportation” should be the emphasis of the design of Main Street in order to heighten people’s attention of their location and surroundings at these points. 
9. Main Street and other public spaces “should be safe, comfortable, and interesting to the pedestrian. Properly configured, they encourage walking and enable neighbors to know each other and protect their communities”—Charter of New Urbanism. Through the addition of mixed-use functions and providing a continuous Main Street wall, the street should provide a relative sense of safety. By including textural and detailed elements along the public circulation and spaces as well as arranging the circulation of buildings on the exterior of the facades, then Main Street can be interesting to the pedestrian.

10. Trees, shading devices, and outdoor furniture should be provided in order to make the environment comfortable for the community.

11. “The physical characteristics that determine districts are thematic continuities which may consist of an endless variety of components: texture, space, form, detail, symbol, building type, use, activity, inhabitants, degree of maintenance, topography.” These characteristics should be addressed and included within the design of Main Street and the new construction. By defining the current unifying characteristics and utilizing them to revitalize Main Street through the new construction and streetscape design, then the Main Street will be considered to remain as a whole rather than fragmented. However, Main Street is also considered a collage, and new construction should not replicate existing buildings.
12. “Civic buildings and public gathering places require important sites to reinforce community identity and the culture of democracy. They deserve distinctive form, because their role is different from that of other buildings and places that constitute the fabric of the city” --Charter of New Urbanism. The foreground building should be setback on the site in order to differentiate between the background and foreground buildings. Exterior community space such as a plaza or a park should occupy the space between the building and the sidewalk if possible. On the site of the foreground building there should be a landmark such as a tower, sculpture, fountain, etc. This marks the importance of the building and exterior space to Main Street. The foreground building should be situated on a corner site and in the “center” of Main Street if possible.

13. Where space allows, there should be a transition space between public use and private use through the use of a well-landscaped parking garage, an apartment building, or an office structure.
14. The amount of public surfaces should be increased within Main Street, and one way to do this is to create spaces of public space within buildings. These spaces should be adjacent to the Main Street sidewalk space, but do not need to be at the ground level.
15. Rather than maintaining a linear circulation path, new construction should provide nodes that allow circulation to follow along different paths, vertical, diagonal, or horizontal. This circulation should seem public and be located on the exterior of the building.

16. Parking surfaces and garages should be designed into the site to accommodate the amount of parking spaces each use, both existing and new, needs per local code. These parking surfaces and garage should be accessible by secondary streets (not Main Street unless necessary) and be located behind Main Street buildings.

17. Fiber-optic cables of high-speed Internet lines should be networked into Main Street. This provides the community with access to technology, and Main Street becomes the link between the technology and the community through information centers that provide public access to computers and Internet and in some cases electronic facades.

18. Communities should be involved in the design and development of Main Street since Main Street is a visual and social construction of a community’s identity. Imposing an identity onto these neighborhoods and communities can have dire consequences for Main Street. Main Street could seem as a foreign element and not function as a piece of the community.

19. In order to make people feel like they belong while occupying Main Street, it should be able to be adaptable and changeable. Spaces within buildings should also be flexible so that they can change in size if need be or altered. By providing the community with abstract spaces, they can fill in what they need or want to occur there.
Implementation Strategies

1. “Rather than allowing developer-initiated, piecemeal development, local governments” and Main Street organizations “should take charge of the planning process” as well as the management of the Main Street district --Ahwahnee Principles.14

2. “Prior to any development, a specific plan should be prepared and based on these planning principles. With the adoption of specific plans, complying projects could proceed with minimal delay” --Ahwahnee Principles.15

3. Plans and the designs of the buildings “should be developed through an open space process and participants in the process should be provided visual models of all planning proposals” as well as building designs. Since Main Street is a visual and spatial construction of a community’s identity, the community should be actively involved and their opinions sought out and addressed --Ahwahnee Principles.16
**Streetscape Design**

The traditional design of the streetscape follows the following diagram:

The proposed design is an attempt at reconfiguring spaces, to make them familiar but strange. In this example, the space for standing is moved into a building, the massing is fragmented, and the façade seemingly disappears. The space for walking, street space, and the buffer zone are relatively unchanged. This allows for the visitor to remain oriented but at the same time, interested in the changes. This is designed in an effort to create a unique experience and a node of circulation.

The following are descriptions of existing Main Street streetscape zones. In addition, the proposed streetscape system is defined in the following pages. Facade and massing components will be discussed in Chapter Seven.
The vehicular traffic path is typically asphalt or concrete, but it can be brick or some material with a texture to slow down traffic. Main Streets are typically two-way streets, but occasionally they are one-way streets. Without considering the parking on the sides of the street, Main Streets are often two to four lanes wide.

A corridor generally is considered the space between building facades, and the more narrow a corridor seems, the slower the traffic typically moves through. In addition, traffic assumes a slower speed if the road consists of one lane for each direction.
Buffer Space

Buffer space consists of the curb, cars parked on the side of the street, street furniture, trees, parking meters, and any other feature that separates the space for walking from the space for vehicles. The buffer space provides a sense of security to people walking on the sidewalk by creating a visual separation from vehicular traffic. However, the buffer space can sometimes disrupt views of the sidewalk and building facades from the vehicular space and from pedestrian space across the street.

This space is typically unoccupied, but can be occupied if benches and other street furniture are present. In some cases, cars may not be parked within the buffer space, and this creates a space near the street that few pedestrians choose to occupy due to the threat of cars. In addition, the ways in which people park changes the pedestrian interaction within the buffer space as well. For example, a 30 degree parking on the side of the street often eliminates the need to provide a sense of security to pedestrians on the sidewalk space.

The buffer space may consist of landscaping elements such as pavers, tree grates, ground cover, and grass to provide an aesthetic feature and to delineate between the different spaces.

**FIGURE 6.23 BUFFER SPACE DIAGRAMS**

**FIGURE 6.24 LANDSCAPING IDEAS FOR BUFFER SPACE**

**FIGURE 6.25 BUFFER SPACE EXAMPLES**
Space for Walking

The space for walking is the space of the sidewalk with the least amount of obstacles in the path. Pedestrians do not have to worry about doors opening in front of them, trees, people standing in their way, etc. Sidewalks typically consist of concrete but can also be made of brick or asphalt.

To look into an interior street level space, however, requires a turn of the head or the body. Signs, canopies, and awnings are put up perpendicular to the street to advertise their location and existence to people driving or walking by.

FIGURE 6.26 SPACE FOR WALKING DIAGRAMS

FIGURE 6.27 SPACE FOR WALKING EXAMPLE
The space for standing and human interaction often consists of steps to adjacent buildings which provides sitting space for pedestrians, canopies above entrances to adjacent buildings that provide shade for pedestrians, cafe tables and other street furniture. In some cases, trees and other landscaping may be located in this zone as well.

Most people will stop close to the building facade and under shelters such as canopies or awnings or near something to lean or sit on. In some cases, the use of the interior space spills out onto the sidewalk i.e. a cafe.

Sidewalks also seem to be owned within this space since signs, canopies, awnings, and steps advertise the uses within the building in this space for standing.
PROPOSED MAIN STREET
STREETSCAPE
Street Zone

In many cases, the existing street zone will remain as is. However, changes should be made if the Main Street does not meet the following criteria.

The street should be 24' to 28' wide and a two lane road, each lane going opposite directions. It should be narrow to slow traffic. In addition, the pavement of the street can be textured through the use of different materials in order to slow traffic. Some material options are brick, stamped concrete, pavers, etc. Crosswalks should be provided in between large blocks to accommodate the pedestrian.

Where the existing street is wider than proposed, then the additional space can be converted into a well-landscaped median or buffer space. Where the existing street is narrower than the proposed, the street should remain the same size.

FIGURE 6.30 STREET SECTION

FIGURE 6.31 NARROW STREET SHOULD SLOW TRAFFIC

FIGURE 6.32 PAVING SHOULD SLOW TRAFFIC

FIGURE 6.33 LANDSCAPED MEDIAN WHERE EXISTING ROADS ARE TOO WIDE.
Buffer Zone

The buffer zone consists of parallel parking as well as a landscaped area adjacent to the street curb. This area provides a buffer between pedestrian and vehicular circulation.

The parking should be approximately 10' wide, and the spaces should be approximately 20' long. The landscaped space should be approximately 2'-3' wide and not to exceed 5' wide in order to keep people visible from the street. The landscaped area should include trees as well as street furniture that faces the space for walking. Trees should line the street at approximately 25' intervals, and street furniture should occupy the buffer space at approximately 30'-40' intervals.
Space for Walking

The space for walking should be approximately 3'-6" to 5' wide. It can become wider if space allows, but it should not exceed 8' wide. When the space for walking becomes too wide, then Main Street seems less occupied. When the space for walking is too narrow, then it becomes a difficult space for pedestrians to maneuver in. Different material opportunities should be investigated.
Space for Standing

The space for standing is transformed when it is adjacent to new construction. The proposed space for standing occurs within the different levels of exterior space in the background buildings. It is connected by exterior circulation. This space still is adjacent to the space for walking, and the exterior spaces should visible from the street and sidewalk. Similar to the existing space for standing, there should be places to sit and to escape the sun or precipitation.

The space for standing dimensions are based on the 12' x 24' structural grid discussed in the next chapter.
Parking Surfaces and Garages

Where there is enough available space for a garage or parking lot and a building, then they should be planned into the site. Garages should only be included if the number of parking spaces are needed. The local code should be investigated and the amount of parking spaces needed per use, existing and new, on Main Street should be calculated. These amounts per use should be added to create a Main Street parking total, and this total should be accounted for on Main Street through parking lots and garages behind the Main Street buildings. This will define if a garage is needed or not.

The garage and parking lot should be designed to typical parking standards. The structure should be approximately 24’ x 60’. Each floor should be as tall as the levels of the building. There should be a space between the building and the garage of at least 5’. The elevation of the garage should consist of contextual materials, and in between the crash wall of 3.5’ height and the floor above there should be a screen or mesh that serves as a lattice for plants such as ivy to grow up to shield the parking garage from view. In addition, the garage should be screened from the residences adjacent to the structure through the use of landscaping or trees.

FIGURE 6.42 PROPOSED GARAGE DIMENSIONS
Determining Building Types

“A” Type—A building in front of a surface parking lot. The site should be at least 110’-0” deep and 125’-0” wide if a building and a parking surface are to be incorporated into a site.

“B” Type—A building in front of multi-level parking structure. In order to include a garage onto the property, the site should be at least 135’-0” deep and 125’-0” wide. A larger garage can be incorporated if the site is at least 175’-0” deep and 125’-0” wide.

“C” Type—A building that does not provide a parking surface or garage in the rear of the structure. The minimum lot size would be 30’ x 30’ in order to fit one 24’ x 24’ bay.
**Existing Buildings**

Existing buildings should be preserved to the original condition or a former condition if physically possible. The existing buildings can be granted historic district status if they meet all the criteria. In this case, a historic preservation tax credit can be given to Main Street. However, if Main Street receives money from the federal government, then they must meet federal design and historic preservation standards. These Secretary of Interior Standards are as follows:

1. "A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.

2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.

3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.

4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.

5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.

6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.

7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.

8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.

9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.

10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired."

In addition to these standards, the new construction and as much of the existing fabric should be made ADA accessible as possible.
Existing Building Additions

In order to coordinate existing buildings with new structures, buildings that possess parking surfaces or structures in the rear and little to no sidewalk access to Main Street should provide covered walkways from parking to Main Street. The 12’ x 24’ Structural Grid of the Background Building System that is attached to the existing building can be utilized to provide a covered walkway.

1 Longstreth, 14.
3 Congress for the New Urbanism.
4 Fulton, 6.
5 Fulton, 6.
6 Fulton, 6.
7 Fulton, 6.
8 Fulton, 6.
9 Fulton, 6.
11 Congress for the New Urbanism.
12 Lynch, 67.
13 Congress for the New Urbanism.
14 Fulton, 6.
15 Fulton, 6.
16 Fulton, 6.
CHAPTER SEVEN—INFILL ARCHITECTURAL SYSTEMS AND DESIGN PRINCIPLES FOR INNER-CITY MAIN STREETS

REACTIVATING INNER-CITY MAIN STREETS
Configuration of the Different Building Types

“A” Type—Where the building is situated in front of a single-level parking lot, the first level should be cut away from the building mass to provide a safe access from parking lot or garage to Main Street. The additional circulation to upper levels should be provided adjacent to this cutout in massing.

“B” Type—Where the building is situated in front of multi-level parking garage, then circulation should be provided from the garage to Main Street on multiple levels in the middle of the street façade in order to make it seem public and provide additional public space above the sidewalk level. The access path from the garage or parking lot to Main Street should bring people directly to Main Street in order to engage the visitors in the public life of Main Street. Often, this can occur through paths through the buildings to a public courtyard space from each level of the garage.

“C” Type—Where there is no garage or parking surface behind the building, then the circulation can be provided at each end of the street façade. There is no need for space for standing unless there is a semi-public function on the level.
Background vs. Foreground Buildings

There are two types of buildings, background and foreground, within Main Street. Background buildings are those that fit into the context and blend in. They are typically responsible for maintaining the Main Street wall, consist of semi-public and private uses even though public functions can be integrated, and are of average height and footprint size. They do not call attention to themselves.

Foreground buildings, on the other hand, are contextual yet they are less likely to blend into the fabric; they should be a focus for Main Street. Foreground buildings are most often setback from the street and provide an area for the public to congregate. They typically consist of public functions. They are generally larger than background buildings in all dimensions. Foreground buildings should be original, and they do not need to follow a particular system.

The following are the major components of the background system.
Site

Where there are adjacent lots that are to be the location of infill buildings, then a long rectangular building that hugs the sidewalk should be constructed in order to quickly and efficiently create a wall for the street. The building should occupy as much street frontage as possible. Where there is enough space behind the building, a parking surface or garage should be provided.
24' x 24' Grid

Traditional Main Street buildings were built to be rather inexpensive and easily constructible. However, masonry bearing wall construction is no longer efficient compared to the structural opportunities available currently. However, the structure should remain inexpensive, efficient, and effortlessly constructible. A 24' grid steel structure should be utilized. Steel is inexpensive and easily constructible as well as it provides opportunities to open up the façade to let light in and allow the interior spaces to be visible from the exterior. The 24' grid dimensions are similar to the typically Main Street dimension of 25' x 100' and are easily divisible into even parts. This is the mass of the building, and allows the massing of the building to be organized in a plethora of ways. Infill construction should provide opportunities for natural light and ventilation for the private functions.

FIGURE 7.7 24' X 24' GRID

FIGURE 7.8 3D VIEW
12' x 24' Grid

The 12' x 24' grid should be added to the masses on the back and front of the building. This grid contains exterior open space such as the space for standing as well as the mass of the building. This configuration would bring public space into the buildings. However, this space for standing should be located along circulation paths and along the street wall. This would provide the opportunity for people within the building to interact with Main Street. The majority of the front façade should consist of the 12' x 24' grid. It should be an interior space in some places to provide more space for the building functions as well as uphold the continuous Main Street wall. Entrances to functions should be located under a 12' x 24' grid in order to provide an awning to protect from precipitation and the sun. There should be at least one exterior 12' x 24' grid space per level on the façade excluding circulation.
12' x 24' Grid: Stairs

Stairs are situated in the 12' x 24' grid and should be located on the front of the building and at another location that gives people access from the back in the “A” and “B” type buildings. In the “C” type building, both of the circulation systems should be located on the front façade. The stairs should be 4' wide with handrails on each side. Building circulation should be located on the exterior of the building. In order to create a public district, the public should be put on display as well and the public surfaces should be increased. By locating the circulation on the exterior of the building, the public can see the inner-workings of the building. In existing buildings, the circulation is typically hidden behind the façade.
12’ x 24’ Grid: Mechanical

Mechanical space is contained in the 12’ x 24’ grid. In “A” and “C” type buildings that are not divided into multiple pieces by the central circulation path, there needs to be one mechanical space. In “B” type buildings, there needs to be two or more mechanical spaces. These spaces should be located on the rear of the building. The mechanical space consists of a 6’ x 12’ mechanical room that extends up to each enclosed level. The other space, the 18’ x 12’ compartment, contains the packaged unit. This is only located on the bottom level, and at upper levels, it can become enclosed space or exterior public space. The mechanical systems should provide the opportunity for different functions to control the temperature of their spaces. However, they should also be efficient, inexpensive, and easy to maintain. Packaged units are recommended.

FIGURE 7.14 12’ X 24’ GRID: MECHANICAL

FIGURE 7.14 3D VIEW OF 12’ X 24’ GRID: MECHANICAL
### 12' x 12' Grid: Elevator

The elevator and elevator room should be contained in a 12' x 12' grid in order to ensure that the elevator core is provided with the structure needed. It should be accessible from the front of the building in order to be visible from the sidewalk. In "A" and "C" type buildings, the elevator must be located anywhere on the street façade, and in "B" type buildings, the elevator should be located near the central circulation core.

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**FIGURE 7.16 INTERIOR CONDITION**

**FIGURE 7.17 3D VIEW OF ELEVATOR**
Facade

The building height should be contextual: the average height of the background buildings of the context should define the height of the new construction. Typically, buildings on Main Street range from one story to three stories or 15’ to 40’. Therefore, a one story building should be 15’ tall, and the rest of the levels should be 10’ tall. There should be a horizontal demarcation of the changes in the function per level. This can be accommodated by a change in materials that is approximately 2’ above the ground floor and 1.5’ in between other levels. There should also be a base that is around 1.5’ tall and a top that is approximately 3’ tall. These sizes depend on how the context incorporates these elements.

In addition, the façade treatments should create a language for the new construction in relation to the existing buildings. This will aid in visitors and community members in reading the different functions contained within the buildings. Private functions should have an opaque façade with cutouts for openings. The percentage of the amount of glass to the façade should be 0–50%. Semi–public functions such as retail, some offices, and services should be transparent which should consist of glass and mullions. The glass should consist of 66 to 100% of the façade. Other semi–public/private functions such as offices should be translucent through the use of translucent glass, glass block, or other materials that allows light to filter in but does not project the image of the interior to the exterior. The amount of glazing should be 50 to 65% of the façade. Other contextual elements should also be incorporated and these are defined later in the chapter.
Facade System

1 bay, 1 level.

1 bay, 2 levels.

1 bay, 3 levels.

FIGURE 7.22 ELEVATIONS OF BUILDING MASS

12' X 24' grid. 2 levels
stairs from sidewalk to level above

12' X 24' grid. 3 levels
stairs from sidewalk to level above

12' X 24' grid. 3 levels
stairs at upper levels

12' X 24' grid. 3 levels
side view

12' X 24' grid. 2 levels.

12'X24' grid. 3 levels

12' X 12' grid. 3 levels
elevator

FIGURE 7.24 ELEVATIONS OF CIRCULATION SPACE
Program

Infill buildings should consist of at least two different functions (public, private, or semi-public). Where there is a public or semi-public function, there should also be a private function. Each function should have views of the street but also the rear of the building. By combining functions within a building, then this aids in creating a twenty-four hour neighborhood since one function is occupied during the day and the other is occupied during the night. In addition, since the building is occupied at all times of the day, then this helps in creating a more secure and safe environment.

FIGURE 7.25 BACKGROUND BUILDING FUNCTIONS
System

FLOOR PLAN OF POSSIBLE BUILDING BASED ON SYSTEM.

3D VIEW OF STRUCTURE AND OTHER SYSTEM COMPONENTS ORGANIZED INTO A COHERENT BUILDING.

3D VIEW OF SKIN AND HORIZONTAL DEMARCATIONS IN BETWEEN FUNCTIONS.

ADDITION OF FACADE AND FUNCTION DIFFERENTIATION. CONTEXTUAL ELEMENTS SUCH AS WINDOWS, MATERIALS, AND OTHERS ADDED TO BUILDING.

FIGURE 7.26 AN EXAMPLE OF SYSTEM CONFIGURATION AND INTERVENTION INTO A SITE.
Context

The new construction on Main Street, both background and foreground buildings, should be contextual; the buildings should fit into the surrounding urban fabric. By designing buildings that are contextual, the district can be unified through similar architectural elements rather than replicating existing buildings and traditional architectural styles. By creating contextual buildings, infill background buildings are not emphasized and blend into the existing fabric. However, new foreground buildings can be the focus of the Main Street and do not need to blend in with the existing environment. Existing Main Street architecture is detailed and provides textural and visual qualities aimed at the human’s perspective, and by continuing this articulation of details, then all buildings, new and old, can provide interesting qualities at the human level.

Items for the designer to consider when defining the context of Main Street are outlined below.

1. Massing - What is the predominate type of massing within the inner-city Main Street district? These are examples of typical Main Street massing types:
**Figure 7.27 "B" Type**

**Size:** Should be the size of a city block (100' x 100' or larger).

**Space Configuration:**
The "B" Type possesses 4 small interior courtyards.

**Community/Public Space:**
The four courtyards are interior spaces, thus they are private spaces. The facade is typically flat along the street and provides a continuous wall for the street. Public spaces can be located at the base.

**Facade:**
Possible facade types for this massing are the two-part commercial, the stacked vertical block, the two-part vertical block, and the three-part vertical block.

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**Figure 7.28 "E" Type**

**Size:** Typically fills an entire city block (100' x 100' or larger).

**Space Configuration:**
There are two types: the closed "E" where the courtyards face the interior of the building, and the open "E" where the courtyards face the street.

**Community/Public Space:**
In the open "E" configuration, the courtyards can be considered public space, and in both "E"plans the street and the public functions that may be located at the base consist of the public space.

**Facade:**
Possible facade types for this massing are the two-part commercial, the stacked vertical block, the two-part vertical block, and the three-part vertical block.

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**Figure 7.29 "H" Type**

**Size:** Typically a full city block (100' x 100') or larger. Typically no taller than twenty stories.

**Space Configuration:**
The space contains two courtyards, one is more private and the other is public. The building can have a public base, but it is not necessary.

**Community/Public Space:**
The public space consists of any public function contained within the building, the street, and the courtyard that faces the street.

**Facade:**
Possible facade types for this massing are the two-part commercial, the stacked vertical block, the two-part vertical block, and the three-part vertical block.

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**Figure 7.30 "I" Type**

**Size:** Typically 75' x 100' or 3 lots.

**Space Configuration:**
Depending on use, public uses can be located at the base, and more private uses can be located above. In addition, the base can be semi-public such as a lobby and the above floors should be private.

**Community/Public Space:**
Once again, the base may or may not be enticing to the public, depending on the uses located within it.

**Facade:**
Possible facade types for this massing are the two-part commercial, the stacked vertical block, the two-part vertical block, and the three-part vertical block.
Figure 7.31 "L" Type

Size: No particular size. The height is limitless due to the fact that there are no light and air constraints except for setbacks.6

Space Configuration:
The "L" configuration provides a courtyard space that can be public or private depending on the relation to the street. The "L" is suitable for a corner configuration.7

Community/Public Space:
The street, courtyard, or plaza, and the possible public spaces at the base consist of the public space.

Facade:
Possible facade types for this massing are the two-part commercial, the stacked vertical block, the two-part vertical block, and the three-part vertical block.

Figure 7.32 "O" Type

Size: Typically an entire block (100' x 100') or larger.8

Space Configuration:
The thickness of the building is generally around 40-50 ft. so that light can penetrate all interior spaces. The void that is created is designed to be a courtyard.9

Community/Public Space:
This building configuration is generally used for apartments and residences. It may possess a public base. The courtyard is a private space unlike the open "U" configuration.

Facade:
Possible facade types for this massing are the two-part commercial, the stacked vertical block, the two-part vertical block, and the three-part vertical block.

Figure 7.33 "T" Type

Size: 37.5' x 100' or 50' x 100'. Height is typically from 2-15 stories.

Space Configuration:
Depending on use, public uses can be located at the base, and more private uses can be located above. In addition, the base can be semi-public such as a lobby and the above floors should be private.

Community/Public Space:
Once again, the base may or may not be enticing to the public, depending on the uses located within it.

Facade:
Possible facade types for this massing are the two-part commercial, the stacked vertical block, the two-part vertical block, and the three-part vertical block.

Figure 7.34 "U" Type

Size: 75' x 100' or larger.

Space Configuration:
There are two types of the "U" block, the closed "U" where the courtyard faces the interior of the block or the open "U" where the court faces the street. This type can possess a public base or it may not depending on the uses.10

Community/Public Space:
If the "U" is configured so that the courtyard is facing the street, then the courtyard can become public space depending on how it is treated. If the "U" is closed, then the facade and the street become the public space.

Facade:
Possible facade types for this massing are the two-part commercial, the stacked vertical block, the two-part and three-part vertical block.
| Figure 7.35 "Bandbox" Type | Size: Typically 20' x 13". 3 Stories.  
Space Configuration:  
This is purely a residential building. There is one room per floor, and three floors typically. There is only a door for each residential unit. Two windows and a staircase occupy each room. The building plan is an extrusion of the lot size.  
Community/Public Space:  
The street, sidewalk, and the front steps consist of the public space. The buildings help to line the street with a continuous wall.  
Facade: No Main Street facade types fit this building since it is purely a residential building, but it is worth mentioning. |
| --- | --- |
| Figure 7.36 "Dumbbell" Type | Size: 25' x 100' typically. 2–4 stories.  
Space Configuration:  
Narrow central circulation corridor creates light wells on each side to permit the infiltration of light and natural ventilation. Public uses such as retail can occupy the bottom level on the street side. Residences usually make up the rest of the building. The building form is an extrusion of the lot size.  
Community/Public Space:  
Occurs at street level in the public space and on the exterior of the building. The interior public space can be connected to the exterior through the use of windows.  
Facade: Typically this massing style would yield a 2-part commercial block facade. |
| Figure 7.37 "Hourglass" Type | Size: 25' x 100' typically. 2–4 stories.  
Space Configuration:  
Narrow central circulation corridor creates light wells on each side to permit the infiltration of light and natural ventilation. Public uses such as retail can occupy the bottom level on the street side. Residences usually make up the rest of the building. The building form is an extrusion of the lot size.  
Community/Public Space:  
Occurs at street level in the public space and on the exterior of the building. The interior public space can be connected to the exterior through the use of windows.  
Facade: Typically this massing style would yield a 2-part commercial block facade. |
2. Facades – What are the most predominate types of facades on Main Street? How are the different functions of Main Street articulated in the façade? The following are the different Main Street types.
**Facade Types**

| Size: | Typically 25' x 100' or smaller. One Story. 
| Traditional Building Materials: | Masonry, wood, and glass. 
| Structure: | Bearing wall structure typically. 
| Space Configuration: | This structure is configured so that the front of the building is the most public, and the space becomes more private as the occupant moves toward the back of the space. However, the entire space is usually considered public. 
| Community/Public Space: | The storefront window allows for visual communication between the indoor and outdoor public realms, but separates the two at the same time. 
| Facade: | Most of the front facade is storefront windows. The entrance is typically in the center even though it can be on the side. The entrance is generally marked by a cornice or parapet above. There is typically a wall between the windows and the cornice to increase the apparent height of the building. 

| Size: | Typical size: 25' x 100', but these dimensions can be multiplied. Two to four stories tall. 
| Traditional Building Materials: | Masonry, wood, and glass. 
| Structure: | Bearing wall structure typically. 
| Space Configuration: | Retail or "public space" at street level, apartments offices above. Typical plans are usually in the shape of the letters "L" at a narrow corner site, "U", "H", and "E" at a wider corner site, and the shapes of "I" and "T" in the middle of a block in order to provide light and ventilation for the spaces above the street level. The street level usually occupies the entire property. There are three different 2-part commercial building types: Side entrance to above, central entrance to above, and corner building configurations. 
| Community/Public Space: | The storefront window allows for visual communication between the indoor and outdoor public realms, but separates the two at the same time. 
| Facade: | The facade is divided into two distinct zones: public and private. There is typically a horizontal demarcation between the two. 

| Size: | Larger floor plan than most Main Street buildings. 50' x 100' or more or different configuration. Five or more stories. 
| Traditional Building Materials: | Steel/ Iron, Masonry, Glass. 
| Structure: | Steel/ Iron 
| Space Configuration: | Retail/ Public space on street level. The building becomes more private vertically from the base to the top. 
| Community/Public Space: | The view in through the storefront from the street creates the public space inside and makes the seem public. However, the glass still separates the general public realm from the space. 
| Facade: | Divided horizontally into two major zones that are different yet still related to each other. No emphasis given to any particular zone. The lower zone is designed to be indicative of a base. The upper zone possesses a vertical emphasis through the use of engaged columns, pilasters, piers, or a continuous wall. 

| Size: | Larger floor plan than most Main Street buildings. 50' x 100' or more or different configuration. Five or more stories. 
| Traditional Building Materials: | Steel/ Iron, Masonry, Glass. 
| Structure: | Steel/Iron 
| Space Configuration: | This structure is configured so that the front of the building is the most public, and the space becomes more private as the occupant moves toward the back of the space. However, the entire space is usually considered public. 
| Community/Public Space: | The storefront window allows for visual communication between the indoor and outdoor public realms, but separates the two at the same time. 
| Facade: | Divided horizontally into three major zones that are separate elements that serve as the base, shaft, and capital like a column. Each piece is different but related to each other. The middle component possesses a vertical emphasis. 

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**Figure 7.38 1-part Commercial Block**

**Figure 7.39 2-part Commercial Block**

**Figure 7.40 2-Part Vertical Block**

**Figure 7.41 3-Part Vertical Block**
| Size: | No particular size, but larger than most Main Street buildings. 2-3 stories. 
Traditional Building Materials: Masonry, steel/iron, wood, glass, concrete, etc. 
Structure: Any structural system can work. Typically bearing wall and columns or steel/iron frame. 
Space Configuration: Public space is in the center of the building and at the street level. Offices or semi-public functions occupy the edges of the building. 
Community/Public Space: The style itself makes the building seem public. There are larger expanses of glass, and this helps to create a visual connection between the interior and the exterior public spaces. 
Facade: Arches are extended across the facade and are not enframed by walls or other elements at the ends of the building. The arches are tall, round, and evenly spaced. |
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<td>Figure 7.42 Arcaded Block</td>
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| Size: | No particular size, but it should be wider than deeper (more street frontage than most Main Street buildings.) Typically 2-4 stories tall. 
Traditional Building Materials: Masonry, steel/iron, wood, glass, concrete, etc. 
Structure: Any structural system can work. Typically bearing wall and columns or steel/iron frame. 
Space Configuration: The public space is in the central block at the street level. Other spaces are private or semi-public. 
Community/Public Space: The central block seems more public since it extends itself toward the street. However, like other facade types, there is little visual connection between the exterior and interior due to the absence of windows at the street level. 
Facade: The facade consists of one mass that is projected toward the street and two "wings" or subordinate masses that flank the central block. These "wings" are at least half as wide as the central block, or wider. The masses can read as related or one mass. |
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<td>Figure 7.43 Central Block With Wings</td>
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| Size: | 25’ x 100’ or more.1-3 Stories typically. 
Traditional Building Materials: Steel/iron, Masonry, Glass. 
Structure: Steel/iron 
Space Configuration: The space can be configured in various ways. One is to be all public, while the other option is to have the street level be public and above be of private use preferably offices. 
Community/Public Space: Since this facade structure allows for uninterrupted glass expanses, then this can create more visibility into the space from the street level, and thus can have the sense of being more public. 
Facade: This facade consists of a wide expanse of glass encompassed by a border of opaque material. Each level is demarcated by a spandrel in multiple-story versions. There is no demarcation between the different zones, however. |
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<td>Figure 7.44 Enframed Window Wall</td>
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| Size: | Larger than typical Main Street buildings. Should have greater street frontage. 2-3 stories tall. 
Traditional Building Materials: Steel/iron, Masonry, Glass. 
Structure: Bearing walls and columns and/or steel/iron. 
Space Configuration: Public space is typically in the center of the space and semi-public or private spaces are at the edges. The upper floors are more private than the first floor. 
Community/Public Space: The public space is located at the main entrance and the center of the space. The style of the building denotes public space, but there is very little visual connection between interior and exterior public spaces due to the lack of windows at street level. 
Facade: Most of the facade is punctuated by columns or other treatment suggestive of such classical elements. The columns are enframed by narrow wall planes at the edges of the facade. |
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<td>Figure 7.45 Enframed Block</td>
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<td>Size: Larger floor plan than most Main Street buildings. 50' x 100' or more or different configuration. Five or more stories.</td>
<td><strong>Figure 7.46 Stacked Vertical Block</strong></td>
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<tr>
<td><strong>Traditional Building Materials:</strong> Masonry, steel/iron, wood, glass, concrete, etc.</td>
<td></td>
</tr>
<tr>
<td><strong>Structure:</strong> Steel/Iron</td>
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<tr>
<td><strong>Space Configuration:</strong> Retail/ Public space on street level. The building becomes more private vertically from the base to the top.</td>
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<tr>
<td><strong>Community/ Public Space:</strong> The view in through the storefront from the street creates the public space inside and makes the seem public. However, the glass still separates the general public realm from the space.</td>
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<tr>
<td><strong>Facade:</strong> Divided horizontally into three major zones that are different yet still related to each other. No emphasis given to any particular zone. The lower zone is designed to be indicative of a base.</td>
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| Size: Larger than 25' x 100'. No size in particular. 2–3 Stories. | **Figure 7.47 Temple Front** |
|---|
| **Traditional Building Materials:** Masonry, steel/iron, wood, glass, concrete, etc. | |
| **Structure:** Masonry bearing wall, columns. | |
| **Space Configuration:** Public spaces are located near the entrances or in the middle of the structure. Semi–public or private spaces are blocked from the public space by walls or other enclosures. | |
| **Community/ Public Space:** This building is typically considered a public space. It is often separated from the sidewalk or street through a set of steps that leads the visitor to the main entrance. | |
| **Facade:** The facade is considered one compositional unit. It was generally used during the Neo–classical style/istic movement. The temple front denotes a public space. | |

| Size: No particular size, but has a greater amount of street frontage. 1–3 stories. | **Figure 7.48 Vault Front** |
|---|
| **Traditional Building Materials:** Steel/ Iron, Masonry, Glass. | |
| **Structure:** Bearing wall and columns or steel/ iron structure. | |
| **Space Configuration:** Generally, the entire building is considered public space depending on the function. If there are spaces of semi–public or even private function, then those less public spaces are generally separated by walls or other enclosures. These spaces are typically at the edges of the building while the more public spaces occupy the central area. | |
| **Community/ Public Space:** The vault entrance typically denotes public space. However, often the visual connection from the interior to the street or the sidewalk is lacking due to the fact that there are few windows at street level. | |
| **Facade:** The facade generally possesses a large arch at the center to emphasize the entrance of the space. It typically seems massive, and is based on the “triumphal arch.” It is an example of the Main Street facade during the neo–classical period. |
3. **Windows/Openings**– How are the windows and openings organized on Main Street? How many windows are used in a typical facade arrangement? Are they rectangular or with an arch above? How are they grouped?

4. **Building Materials**– What are the common building materials of Main Street and how are they used? The most common material of existing Main Street buildings is brick, but there are also other numerous materials utilized in the architecture of Main Street.

5. **Dimensions**– What are the typical dimensions of a building on Main Street? Most importantly, what is the average height of buildings on Main Street?

6. **Roof Lines**– How are the roofs built on Main Street? Are they flat, gabled, etc?

7. **Special Characteristics**– Are there any elements that are unique to this Main Street? How are the buildings detailed?
Methods for the Integration of Context in New Construction

1. Massing – The common massing type can be integrated into the new construction. It should not be merely copied, but altered to fit into the site and still be recognizable as a new building. However, if it is not beneficial for Main Street due to space constraints, then the most important feature of massing is to provide light and air circulation for the spaces in the building.

2. Facades – The facades of Main Street can be abstracted and a language can be created that works for the entire Main Street. This façade treatment should be incorporated into the background and foreground system.

3. Windows/ Openings – Contextual window, doorway, and storefront organization can be brought into the design of new construction.
4. **Materials**—Materials common to the Main Street should be utilized in new construction. However, new colors of the materials can be utilized to bring color into the Main Street.

5. **Dimensions**—The average height dimension of the context should be maintained. The typical heights of Main Street are generally in the range of 1 story to 3 stories (15′–48′). However, if the Main Street district possesses an average height dimension taller or shorter than the system proposes, then the building can be altered by adding or deleting stories of the building system.

6. **Roof Lines**—The common roof lines of the district should be integrated into the new construction. The building system proposed assumes a flat roof condition with a cornice at the top, but if the contextual buildings differ, then the cornice can be removed and the contextual roof condition can be substituted.

7. **Special Characteristics**—Where there are unique characteristics or details, then they should be integrated into the infill architecture. However, the specific detail should not be copied, but abstracted. They should be integrated into the façade system.
2 Holl, 31.
3 Holl, 25.
4 Holl, 25.
5 Holl, 11.
6 Holl, 39.
7 Holl, 39.
8 Holl, 21.
9 Holl, 21.
10 Holl, 15.
11 Holl, 8.
12 Holl, 8.
13 Holl, 7.
14 Holl, 7.
15 Holl, 7.
16 Holl, 7.
17 Longstreth, 55.
18 Longstreth, 55.
19 Longstreth, 24.
20 Longstreth, 24.
21 Longstreth, 82.
22 Longstreth, 82,85.
23 Longstreth, 93.
24 Longstreth, 93.
25 Longstreth, 118.
26 Longstreth, 118.
27 Longstreth, 116.
28 Longstreth, 116.
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30 Longstreth, 68.
31 Longstreth, 114.
32 Longstreth, 114.
33 Longstreth, 76.
34 Longstreth, 76.
35 Longstreth, 100.
36 Longstreth, 100.
37 Longstreth, 109.
38 Longstreth, 109.
CHAPTER EIGHT--MAIN STREET REVITALIZATION PROJECT: RIVOLI PARK, INDIANAPOLIS, INDIANA

REACTIVATING INNER-CITY MAIN STREETS
Rivoli Park in Indianapolis, Indiana is an inner-city, traditional streetcar suburb neighborhood of the 1920s. It is very similar to what the New Urbanists are attempting to reintroduce into cities presently. The residential district is planned to have major roads that go in front of the houses and small alleys that lead to individual garages for each house behind the houses. Sewers and other utilities also are located within the alley.

The commercial district of Rivoli Park is similar to most Main Streets that have fell into disrepair over the years. Each building hugs the sidewalk to form a continuous wall. However, unlike many Main Streets, most of the buildings on 10th Street are one–story buildings that only cater to commercial uses.

History of Rivoli Park

In most of the United States, people think of Indianapolis as a large farm town. Settlers were not the ones who found it, but it was founded by the governor for its central location in the state and for its proximity to the White River, Fall Creek, and the National Road. In 1820, the state of Indiana was given a one-mile square plot of land for the city, and they assumed that this amount of land would be adequate. The land was laid out in regards to Pierre L'enfant's plan of Washington D.C. It was laid out in a regular grid with diagonals intersecting at the center of the city, which was to be a circle.1

The city was isolated in the center of the state, and road building began to connect the city to other parts of the region. Seven railroads were also created to transport goods and people from other areas. Retail ventures started popping up everywhere in the original mile square district of Indianapolis.2

The civil war was a point in time when Indianapolis flourished. Its accessibility to many railways proved fruitful to many businesses. Manufacturers were plentiful, and many of these had contracts with the government to make products for the war effort. The city expanded in all directions, and streetcars were developed as an urban transportation system. A belt railway was devised, and this helped to spread out the citizens of Indianapolis as well as the flat topography of the city since it provided no natural boundaries.3

After the civil war, the City Beautiful movement occurred, and Indianapolis created many Beaux–Arts monuments like the Indiana State House. The 1880s and 1890s were the heyday of Indianapolis. The one–mile square expanded to a twenty–mile square, and there were 175 churches and 500 grocery stores within that region during this time. Sixteen railroads entered Indianapolis daily. A public–private approach to infrastructure and facilities started in this era, and it still continues to this day.4

Hoosiers fell in love with the horseless carriage. At one point of time, seventy–one different cars were being produced in Indiana. Roads started to expand outwards from the center of Indianapolis starting in 1908.

The Eastside of Indianapolis started to be developed in 1849. In 1863, the federal government chose 76 acres of the East Side of Indianapolis for an arsenal. The people who were employed at the arsenal moved to the eastside to live near their place of work. In addition, between 1877 and 1878, the Belt Line Railroad was completed, and there was an increase in the homes of the area.5

The First German Reformed Church on Tenth Street in Rivoli Park was founded in
1915. The Rivoli Theatre was constructed in 1927. Between 1915 and 1930, most of Rivoli Park was constructed. It was a small town in rural Indianapolis at the time, and it was at the same time an important transportation hub since it was the last trolley stop from Indianapolis and the first train stop to exit the city. There was a significant loss of population after WWII due to G.I. Loans. In the 1960’s the Near East Side became a part of inner city. In 1967, it was found that the Near East Side, like many inner-city neighborhoods at the time, had major problems such as deterioration in housing, racial tensions, land-use pattern conflicts, rising crime rates, and an increase in welfare dependency. NESCO (Near East Side Community Organization) was founded in 1970, and since that time, they have successfully attempted to renew the area through financial investment in the area and education for residents.

**Location/ Physical Context**

Rivoli Park Neighborhood in the Highland-Brookside Area in Indianapolis is near the Conrail tracks to the South, and situated in between Interstate 65, Interstate 70, and Interstate loop 465. 10th Street extends East and West across Indianapolis and Marion County. Rural Street is also a major road that extends North and South across Indianapolis as well. In Rivoli Park, 10th Street is a commercial district that caters to the residences that surround it. In addition, there is an elementary school, a fire station and a religious facility on 10th Street. The school, church, and Rivoli movie theatre act as the center of the Main Street district since these buildings contain civic functions and large-scale entertainment in addition to the unique site characteristics.

**Legal and Economic Constraints**

Indianapolis, Indiana annexed the towns, cities, and villages within Marion County in the 1970s. Unigov was formed when the city council and the county council combined; therefore, the entire Marion County except for a couple of cities that were given independence is Indianapolis. Neighborhoods, villages, and towns have lost their identity. Few Indianapolis residents know the names of the neighborhoods that have now been incorporated into Indianapolis, and most often people refer to the area by the street intersections. Communities’ identities were erased.

However, during the 1990s, there was a redevelopment and revitalization movement in Indianapolis. Much of the focus was on downtown, but neighborhoods were also a main target of the process. New Urbanism has begun to introduce its developments within downtown neighborhoods as well.

Rivoli Park is a sub-neighborhood located within a larger neighborhood named Highland-Brookside. A Highland-Brookside Housing Improvement and Neighborhood Plan was developed in 1993 to define what improvements should be made to this area. Within this plan, it describes different economic programs as well as proposed land use and zoning patterns.

The Near East Side Community Organization organized Eastside Community Investments in 1976 in order to promote businesses to move to the area and invest in the community. In addition, Highland-Brookside is located within the “boundaries of the Community Development Block Grant Program Area (CDBG). Therefore, any not-
FIGURE 8.1 MAP OF INDIANAPOLIS, INDIANA
FIGURE 8.2 ZONING MAP OF HIGHLAND BROOKSIDE NEIGHBORHOOD IN INDIANAPOLIS, INDIANA
FIGURE 8.3 LAND USE MAP OF HIGHLAND BROOKSIDE NEIGHBORHOOD IN INDIANAPOLIS, INDIANA
for-profit community development corporation (or any other 501(c)3 corporation) is eligible to apply for Community Development funds for the financial assistance of its project goals within this neighborhood. The program is administered by the U.S. Department of Housing and Urban Development with the local sponsoring agency being the Indianapolis Department of Metropolitan Development. The City then issues funds for neighborhood projects.”

In addition to these economic policies, the Neighborhoods and Housing Issue Committee of Indianapolis set up goals for neighborhoods:

“Goal 1: Establish the opportunity for every citizen in Indianapolis to live in safe and decent housing.

Goal 2: Develop a range of housing types, for owners and renters of all income levels in each township, to support the diverse need for housing in our community and to encourage homeownership.

Goal 3: Preserve environmentally sensitive areas for development.

Goal 4: Establish incentives to encourage reinvestment in areas experiencing disinvestment.

Goal 5: Encourage each neighborhood to identify, promote, and maintain its own unique identity.

Goal 6: Incorporate a mix of uses where applicable, in the planning, design, development, and/or redevelopment of neighborhoods. Support multi-accessible amenities such as neighborhood shopping, schools, libraries, parks, and quality employment.

Goal 7: Improve the environmental health of neighborhoods.”

The Highland-Brookside plan outlines the proposed land uses and zoning as well.

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6 The Polis Center, Timeline.

7 The Polis Center, Timeline.

8 Department of Metropolitan Development Planning Division of Indianapolis. Highland-Brookside Housing Improvement and Neighborhood Plan. (Indianapolis: Department of Metropolitan Development Planning Division of Indianapolis, Dec 1993) 1.

9 Neighborhood and Housing Committee of Indianapolis. Neighborhoods–Housing. (Indianapolis, IN: Neighborhood and Housing Committee of Indianapolis, August 2001).
Initially, Rivoli Park was investigated through research of existing conditions of the environment and programmatic elements. Through the analysis of the existing program and those functions needed for within a neighborhood center, a program was proposed. (See Chapter Five). Locations for intervention were determined based on the principles for lot and parcel selection in Chapter Six.
FIGURE 9.3 LOT/Parcel Selection

Vacant Lots or Parking lots

Existing building that does not fit within the Main Street typology

Existing building that does not promote the continuous Main Street wall.

FIGURE 9.4 BUILDING TYPE LOCATIONS. (The current classification has changed, see Chapter Six).
FIGURE 9.5 CONTEXTUAL FACADE DESIGN ATTEMPTS
Since Rivoli Park possesses a large Main Street, the focus was narrowed and focused on a smaller piece in order to delve into the architecture of the infill construction and the arrangement of the parking areas. In order to develop the systems described in Chapter Six and Seven, one building was designed. The Information Center design went through numerous iterations, and afterwards, the important features that appeared in each iteration were defined and set as a piece of the system.
FIGURE 9.8 LATER ITERATIONS OF INFORMATION CENTER

FIGURE 9.9 LATER ITERATIONS OF INFORMATION CENTER
FIGURE 9.10 RENDERINGS OF INFORMATION CENTER
After exploring the different Information Center design possibilities, the design solution was applied to the other buildings of the smaller section of Main Street in Rivoli Park.

FIGURE 9.11 AREA OF CONCENTRATION WITH INITIAL DESIGN PROPOSALS
FIGURE 9.12 AREA OF CONCENTRATION WITH CONSEQUENT DESIGN PROPOSALS
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