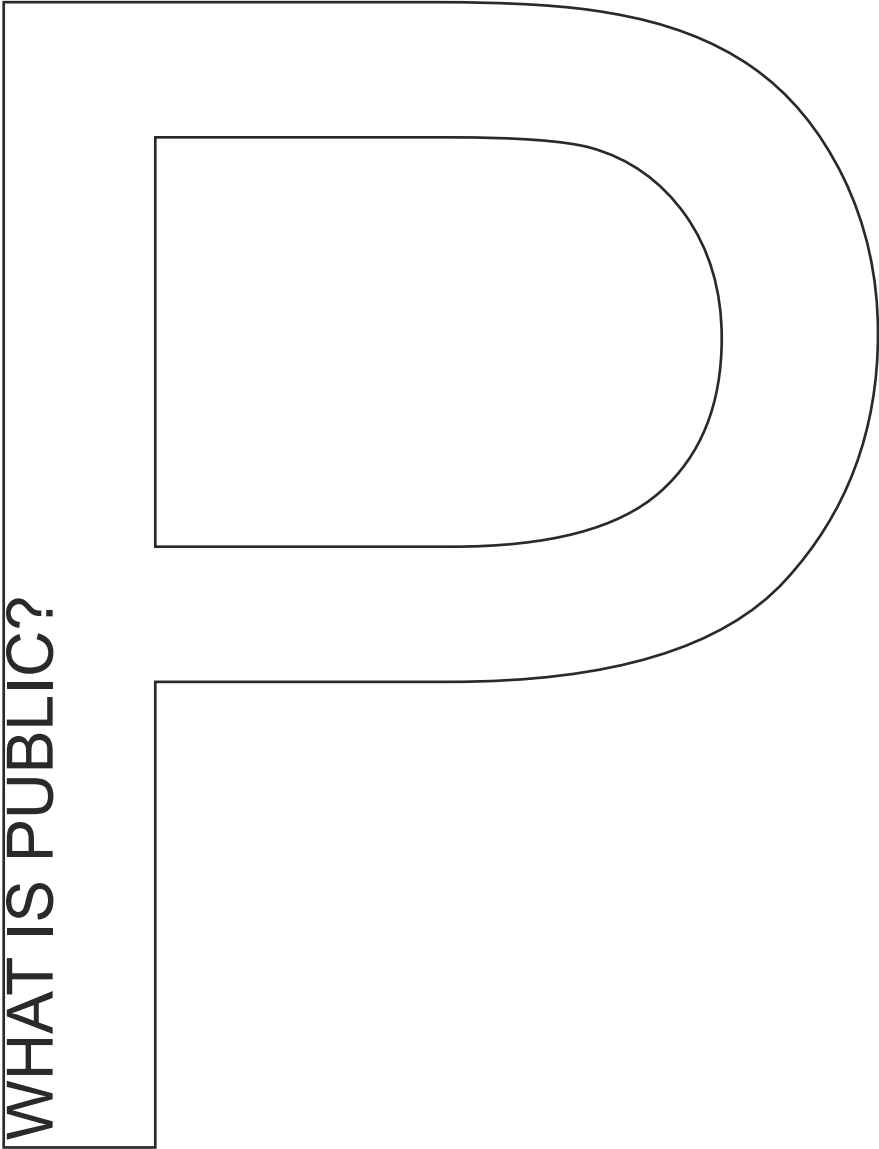


Here,
look back the past,
mark the preset,
expect the future,
What is Public.

Master’s Thesis Project
Jon Harrah
Student ID|04906200
Spring 2021

Degree Pursued
Master of Architecture 87 units

Graduate School of Architecture
Academy of Art University
Department of Architecture
Professor: David Gill



Jon Harrah . ID# . 04906200 . FA2021

WHAT IS PUBLIC?

What is Public?

Open to or shared by all the people of an area or country, perceived, or existing in open view. A section of the community having a particular interest or connection.

Jon Harrah

Student ID . 04906200

ACADEMY OF ART UNIVERSITY
Graduate School of Architecture

Degree Pursued
Master of Architecture 87 units
Thesis Presentation 05/21/2021
Expected Graduation Fall 2021

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What is public, presents a new concept in architecture. Based on the interconnection of components through pedestrian-friendly connection with the site, building, space, programs, and people. Offering users, the ability to interact with both government buildings and people by experience space in a new way. Architecture focus on the connection between common adjacencies of programs, constricted by codes and ordinances. Thus, circuoorient provides an opportunity to be deliberate in chaotic disorganization and disruption in the programs, resulting in tension or relaxation. What is public, thesis project proposing an architecture master plan for a new typology of buildings, to enhance the social experience and provide transparency among the community. This challenge to defy the norm is to provide a means to reshape how architecture looks at public buildings.

2019

SPRING	ARH 650	3	Foundational Design Studio I	Gloria Jew
	ARH 651	3	Design Process and 2D Media	Nathan Ogle
	ARH 652	3	Architectural Tectonics	Peter Strzebnio
SUMMER	ARH 640	3	Architectural History - Introduction	Ana Mayoral Moratilla
	ARH 658	3	Introduction to Computer Aided Drafting & Modeling	Peter Suen
FALL	ARH 602	3	Graduate Design Technology 1: Structures	Carl Wilford
	ARH 653	3	Introductory Design Studio 2	Simon Battisti
	ARH 654	3	Design Process & 3D Media	Juan Ugarte

2020

SPRING	ARH 609	6	Intermediate Design Studio 1	Jose Mayoral Moratilla
	ARH 620	3	Digitally Generated Morphology	Benjamin Rice
	ARH 641	3	Architectural History: Modernism and its Global Impact	Ana Mayoral Moratilla
SUMMER	ARH 604	3	Material and Methods of Construction: Building Detailing	David Gill
	ARH 642	3	Architectural Theory	Maria Paz De Moura Castro
FALL	ARH 608	6	Advanced Design Studio 1 - Concept, Context, & Typology	Mark Mueckenheim, Maria Paz De Moura Castro
	ARH 613	3	Sustainable Design	Elizabeth Cohn-Martin
	ARH 659	3	Digitally Generated Fabrication	David Campbell

2021

SPRING	ARH 605	3	Graduate Design Technology 2: Environmental Controls	Jennifer Asselstine
	ARH 619	6	Advanced Design Studio III - Integrated Design Concepts	David Gill
	ARH 690	3	Thesis Preparation & Development	David Gill
	ARH 614	3	Architectural Professional Practices	Gloria Jew
SUMMER	ARH 606	3	Construction Documents and Building Codes	Gloria Jew
	IAD 611	3	BIM - Building Information Modeling	Ricardo Mamolego
FALL	ARH 810	6	Master of Architecture Thesis	David Gill
	LAN 619	3	Site Inventory & Analysis	Lee Toney
	LAN 665	3	Digital Graphics for Landscape Architecture	Peter Frankel
	UNITS	87		

Anticipated Graduation Fall 2021

The unique understanding of civic public building leave to question how does the term “public” serve the community. Public buildings provide a different service to the community, not by just the means of the occupants working within the buildings; but in opportunities of flipping the uses that a public building provides. How can a local, state or federal government building serve in multiple capacity to better the community? There has always been a slogan “the peoples house”, where all government buildings are owned by the citizens. So, does that give them the right to enter and how to uses it?

The citizen of every community believes that public building and servants are for the people. The concept “public” does not allude to the ability or open to whomever, whenever. The unique understanding is that it is operated to serve the community.

The reasoning to understand what is public comes from working in local government and figuring ways to solve community problems. Over time civic public

buildings have not adapted to multipurpose needs as demands for more community outreach. Town halls are still administrative and culture and leisure buildings are separate buildings away from the administration. Community’s needs have changed the demand of it government; as homeless and hunger reach staggering numbers to the onset of a pandemic. Governments are asked to do more, but with less.

Public buildings are also private, for example police stations are not open to the public only by specialized restriction on civil liberties along with other constraints, with the exception of a lobby.

The challenge for architecture to take on defining what is public is restricted by a number of different elements from stakeholder to code. Combining all the constraints and defining the norm is to provide a means to reshape how architecture looks at “What is public.”



User Group Narrative

It is important to understand that when civic engagement is done well, you will also begin to build community among the participants. Civic engagement and community building are the flip sides of the same coin. Regardless of which area is emphasized first, it will lead to the other. One way to understand the subtle differences is that community building builds the foundation (i.e., social capital) necessary to have quality civic engagement.

Ordinary people interact with a government entity in some form. From the time a child participates in an after-school program, teenager get their drivers permit, the interaction will continue until one becomes deceased. Every citizen living within a city or county government over the age of 18 will have to visit a government department's building. Moving into the city, one is to establish water and garbage service or to uses the amenities; requires the interaction with the government. These interactions will include the public worker, in a public program.

USERS

Children

Teens

Adults

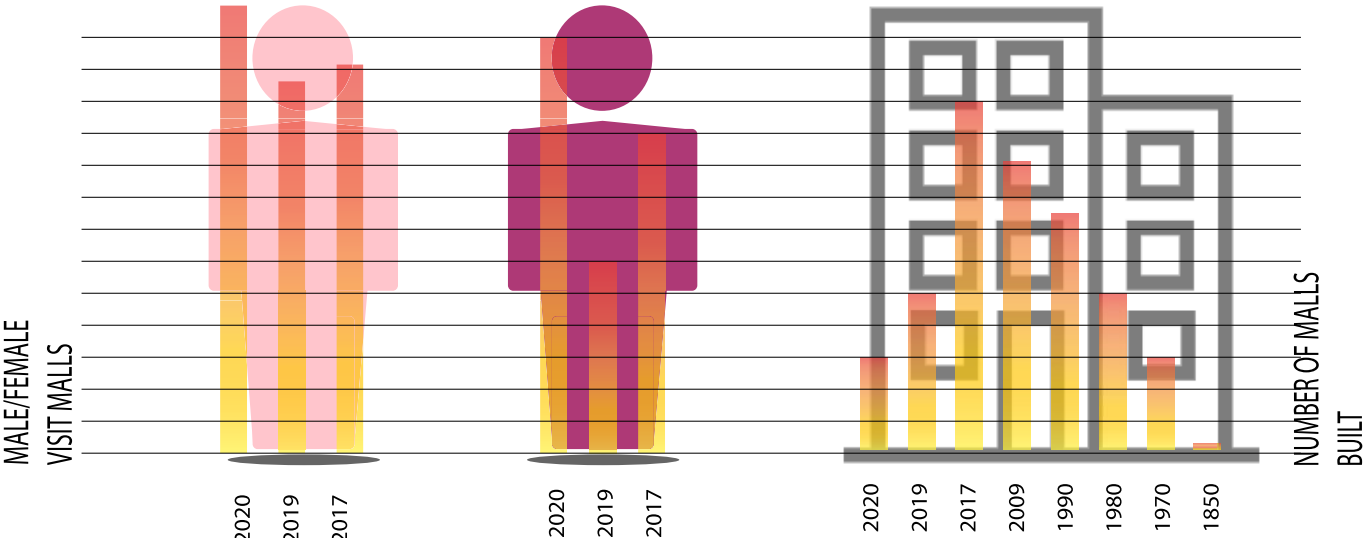
MALES

FEMALE

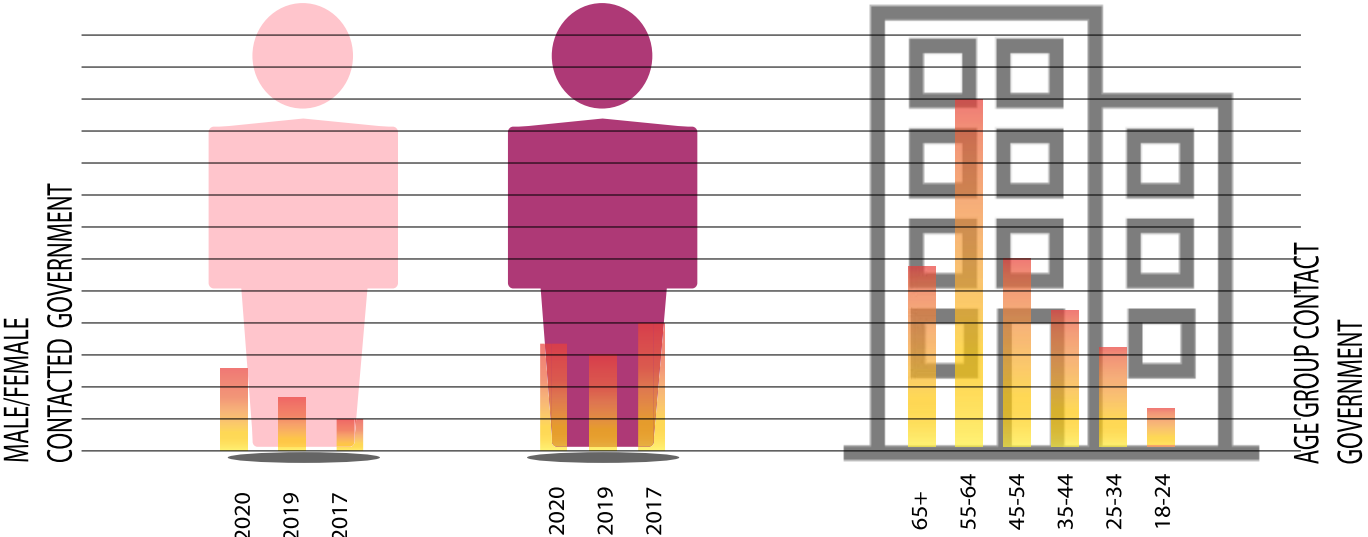
5-65+



MALLS



GOVERNMENT



Precedents and Typology

SHOPPING MALLS &
GOVERNMENT BUILDINGS

ZORLU CENTER
Istanbul, Turkey

- Architects: EAA - Emre Arolat Architecture, Tabanlıoglu Architects
- Area: 639 m²
- Year: 2013

Public Square at the meeting point with the city, and rises towards south and east. It is split into two arms separated by level differences, in order to overcome the dichotomy between the private and the public. The inner route, the Public Typography reaches to the 28m. higher Urban Balcony with the marvelous Bosporus view. The outer ring ends up with a height of 32m creating the Private Topography of the residential units. Just in the center, at the Boulevard Level is the Piazza surrounded by the retail units, that strives for creating an alternative public space. The Concert Hall of 2500 people capacity has an entrance amphitheater as a continuation of the Public Square and the Piazza, that offers a semi-closed space for alternative performances.

I choose this due to the mixing of the outdoor access and with the shops and the
amphitheater.



Outdoor mall concourse entrance to shopping and public engagement.



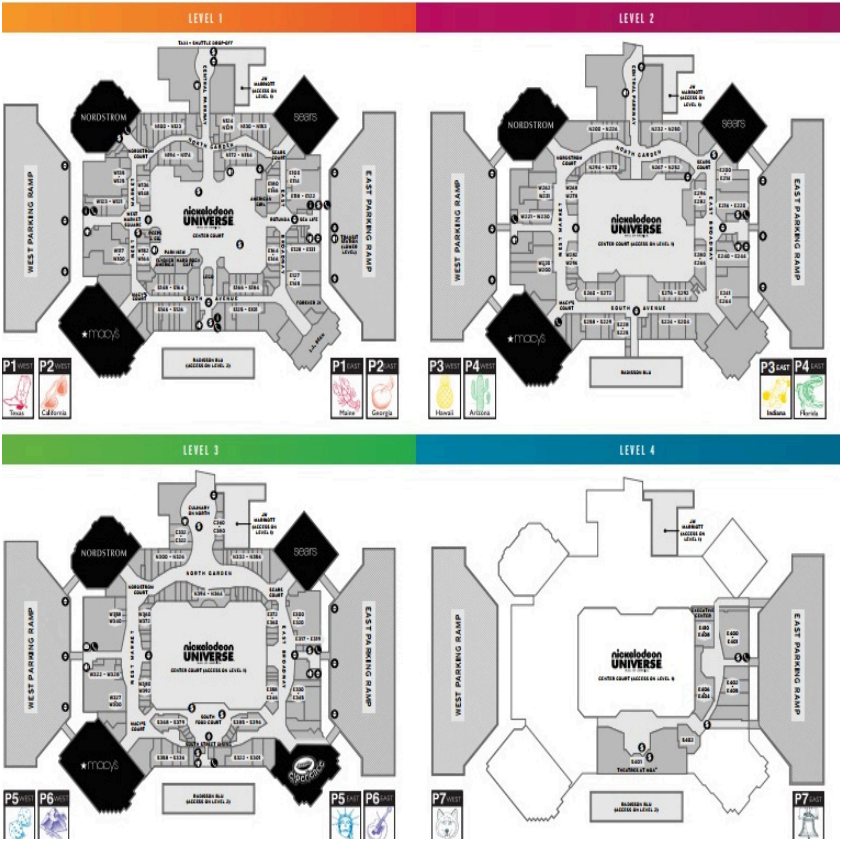
Public amphitheater as an anchor to the mall.

MALL OF AMERICA
Bloomington, Minnesota

- Architects: Jon Jerde
- Area: 5.9 msf
- Year: 1992

The uniqueness of Mall of America, provides a wide verity of shopping, dining and entertainment. The mall intertwines with history displaying nostalgic artifacts and memorials through out the mall, providing different experiences as one ventures while shopping. Below the mall is a transit hub to the Metro Transit network connecting the mall to downtown and other areas of Minneapolis.

In understanding the concept of mixed use buildings Mall of America is one that definitely enhances the concept. Mixing shopping experience with artifacts and memorials while walking through the concourse provide a unique experience. Adding an amusement park take it to a new level.



Concourse inter mix of circulation with 540 shops



Addition of 225k indoor water park.

American Dream
East Rutherford, NJ
• Architects: Gensler
• Area: 3 msf
• Year: 1992

American Dream is 3 million square feet and will feature over 450 shops, services, and amenities, complemented by over 15 unique attractions. Included areas such as an indoor ski and snow park, an ice rink, and a portion of the retail center. In addition to designing the amusement park and water park, which integrates Nickelodeon Universe and DreamWorks' intellectual properties. This builds upon Mall of America, with the addition of outdoor environment activities provide another layer of unique experience.



Theme park as part of the circulation

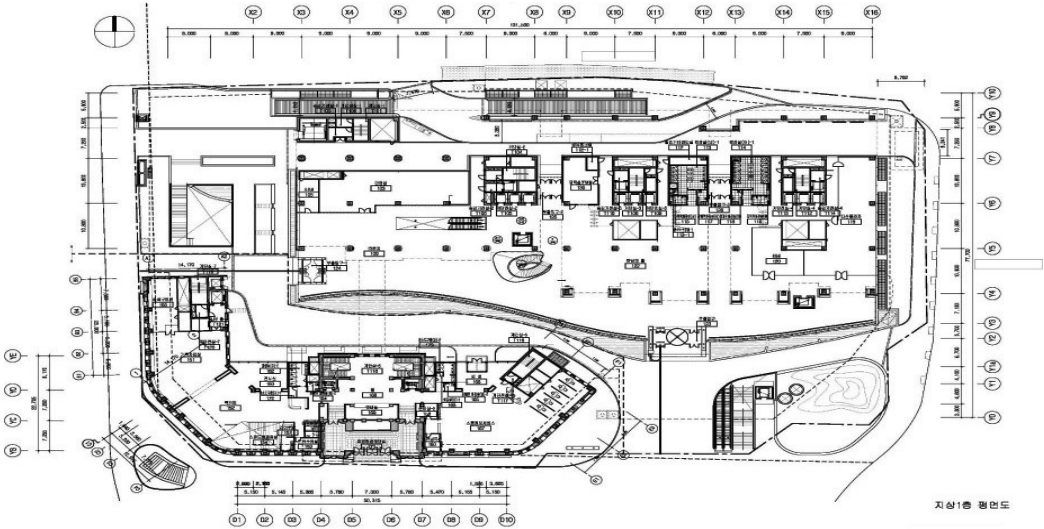


Indoor snowski hill.

SEOUL NEW CITY HALL
Seoul, South Korea

- Architects: IARC Architects
- Area: 7590 m²
- Year: 2013

The Seoul city office is arranged in back of the vertical square and cultural facility is in top space. The City administration is opened to citizen through overall vertical space of office and that symbolize transparency and democracy of city hall. The Seoul-new city hall is completed by linking the past and future of Seoul square's. Providing citizens with the ability to experience performing art, public library with in the government building at different level is enhancing the users experience of a municipal building.



Performing art located on the top floor.

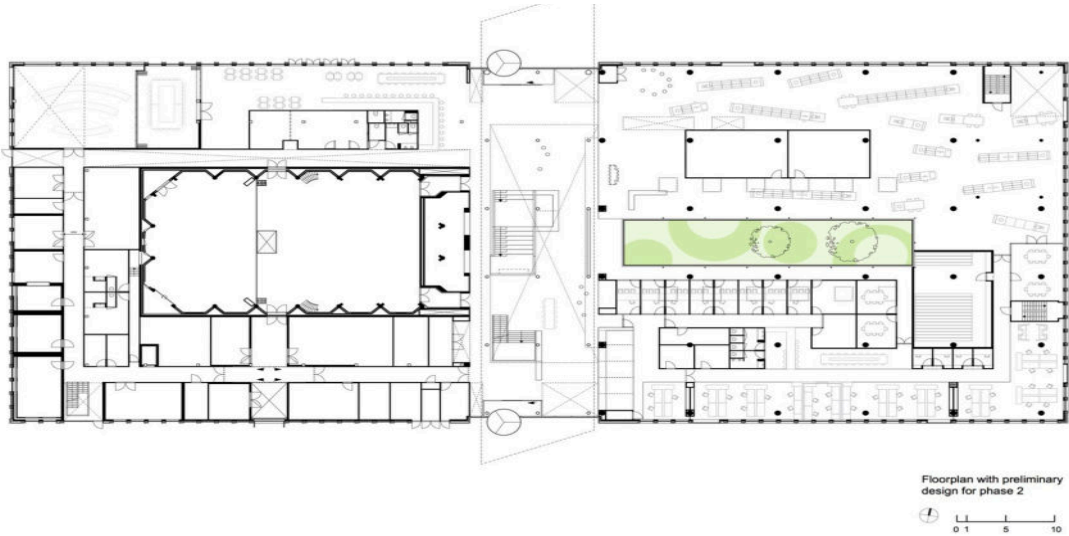


Public library is infused with the second level.

HET KIELZOG CULTURAL AND MUNICIPAL COMPLEX

- Architects: De Zwarte Hond
- Area: 9250 m²
- Year: 2016

The Municipality of Hoogezand-Sappemeer, public building in which a theatre, an arts center, a library and the town hall are accommodated a wide palette of services, information, education, culture and recreation. Existing elements, such as the theatre auditorium, dating back to the 1980s, are re-used in the new development. The introduction of a number of open recesses in the relatively deep building volume creates pleasant spaces that provides both public and private. Introducing the public spectators of services and information provided by the municipal to the citizen in a less formal setting provides an ease feeling that is less autocratic. Knowing that visiting a municipal building would feel more like going to the store.



Entrance to the public building interacts with commercial uses.



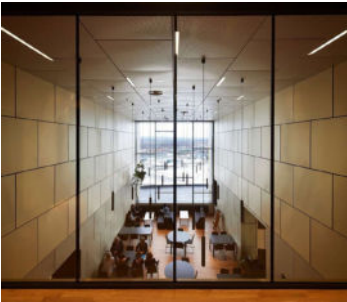
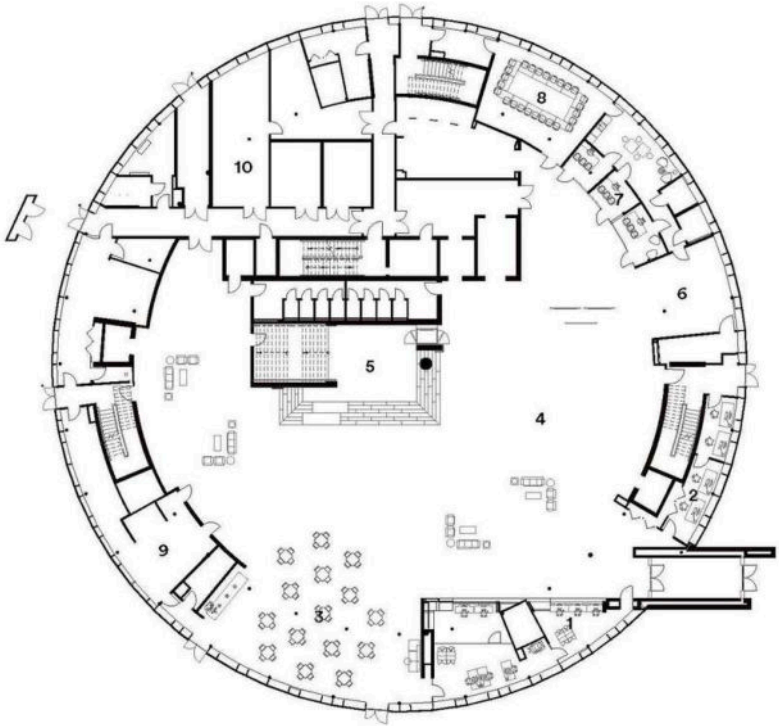
Public theater provides interaction with the public beyond normal hours of administration hours.

TOWN & CITY HALL
Tuolluvaara, Sweden

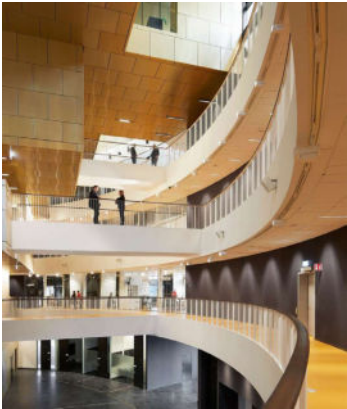
- Architects: Henning Larsen
- Area: 13,180m²
- Year: 2018

“The Crystal serves both civic and social functions. The outer building volume contains office space for the public departments of Kiruna Municipality, but the core of the building is dedicated social space: Public exhibition halls, workshops, and meeting rooms establish a foundational commons for the new city center.

Introduce social spaces allow for casual gatherings that otherwise would be formal and stifling. You would feel more at ease.



Public theater provides interaction with the public beyond normal hours of administration hours.



Balcony provide exhibit space for art work.



SHOPPING MALLS

ARG SHOPPING MALL
Address:Tehran, Tehran, Iran

- Architects: ARSH 4D Studio
- Area: 78000 m²
- Year: 2015

The interaction with the site and the context of the the struc- ture give way to an open public spatial area for social gatherings. Elevation differences of the site is solved by landscape - steps turning into long benches provide connections from the sidewalk and create a public outdoor audi- torium.



Elevation of outdoor audito- rium.



Public eating and gather area withing the mall.



Connecting with the public.



ZORLU CENTER
Istanbul, Turkey

- Architects: EAA - Emre Arolat Architecture, Tabanlıoglu Architects
- Area: 639 m²
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Public Square at the meeting point with the city, and rises towards south and east. It is split into two arms separated by level differences, in order to overcome the dichotomy between the private and the public. The inner route, the Public Topography reaches to the 28m. higher Urban Balcony with the marvelous Bosphorus view. The outer ring ends up with a height of 32m creating the Private Topography of the residential units. Just in the center, at the Boulevard Level is the Piazza surrounded by the retail units, that strives for creating an alternative public space. The Concert Hall of 2500 people capacity has an entrance amphitheater as a continuation of the Public Square and the Piazza, that offers a semi-closed space for alternative performances.



Outdoor mall concourse entrance to shopping and public engagement.



Public amphitheater as an anchor to the mall.



Connecting with the public by interacting with open atrium outdoor space inside.



Gastro Passage Foodcourt
• Architects: Suchánek, Architectural Office

- Area: 5950 m²
- Year: 2018

The foodcourt's main objective was to create an experiential and unconventional space within the mall, where people can explore and discover. It offers variety yet a sense of place. Gastro Passage offer reaches beyond lunch hours and beyond eating. It creates an event space, convivial area, and place for mixed activities.



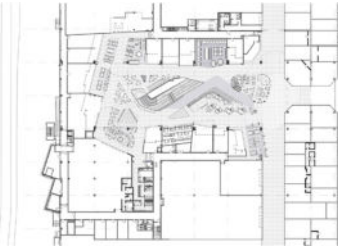
Mixture of spatial elements with elevated walk ways and seating.



Public eating and gather area within the mall.



Multi-use of space beyond specific hours to encourage the public.



GASTRO PASSAGE FOODCOURT

- Architects: Suchánek, Architectural Office

- Area: 5950 m²
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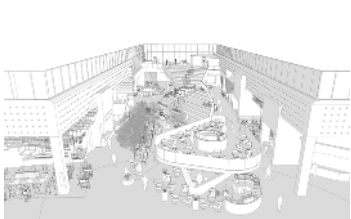
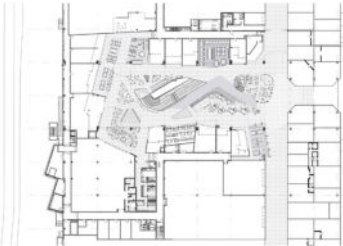
Mixture of spatial elements with elevated walk ways and seating.



Public eating and gather area withing the mall.



Multi-use of space beyond specific hours to encourage the public.



HASHIMOTO KONOHA MALL

- Architects: Jerde
- Area: 84000 m²

Konoha Mall delivers community space in Japan, a new models of retail that provide social, cultural and economic value to the city. The inspiration for design and creating memorable experienc-es comes from the organic and transformative power of nature. Konoha Mall characteristic roles as a community gathering destination. The concept of the garden walk is the fundamental spine of the overall design – bringing nature into the buildings and pedestrian spaces. Filled with water, trees, flowers, and plants combined with shopping and dining to create a one-of-a-kind pedestrian street .



Multi-level walkways and bridges across levels allow spectators to view activity below including events, with-in grand public space.



Summer-inspired Center-Court as the main public pla-za where community events and attractions are held.



Connecting with the public.



PARC CENTRAL

- Architects: Benoy
- Area: 110000 m²
- Year: 2016

Central Business District, Parc Central has introduced a new typology to the burgeoning Pearl River Delta city; a stadium which uniquely blends the low-rise above and below-ground retail development within a multi-level park. Parc Central was to contribute socially and spatially to the city.



Stadium for retail



Inviting public in from the open space to the mall.



Not just shopping but socialise, rest and relax within the centre



SCHOOL IN THE SKY, GUANGZHOU
Tianhe Vanke Plaza

- Architects: FCHA
- Area: 62000 m²
- Year: 2018

Shortage of land for schools and other educational facilities occurs. encourage sharing and improve efficiency by restructuring functions, aiming to make educational spaces more open and diversified. Integrate education and commerce, which seem to be incompatible functions in one land. A mall with simple functions is not the best answer for the development of the district, and hopes to integrate corporate diversified development strategy and to probe the way to utilize the space more diversely and more efficiently by combining education with related functions and commerce.



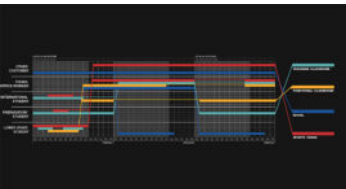
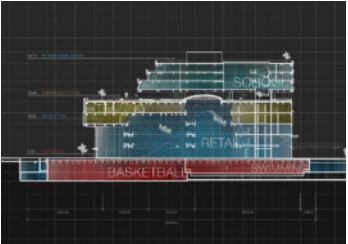
School on top of the mall. outdoor atrium space provides the possibilities of outdoor basketball and outdoor theatre.



place for students' outdoor activities and leisureP



Function area within the mall provide multiple uses.



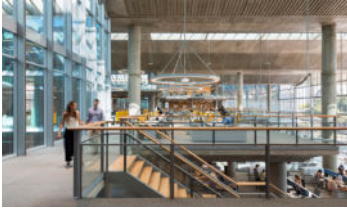
An aerial, grayscale photograph of Washington, D.C., focusing on the government district. The Washington Monument stands prominently in the upper center. To its left is the U.S. Capitol building. The image shows a dense arrangement of government buildings, including the Supreme Court and various executive branch offices, interspersed with green spaces and tree-lined avenues. The perspective is from a high angle, looking down on the city's layout.

GOVERNMENT BUILDINGS

NEW CITY HALL IN BUENOS AIRES
Buenos Aires, Argentina

- Architects: Foster + Partners
- Year: 2014

New city hall for nearly 1,500 staff members Argentina. Spanning an entire city block in Parque Patricios, the building is a catalyst for the regeneration of the neighbourhood and combines an innovative, highly flexible internal arrangement of terraced working floors. The building facilities include a café and a 300-seat wood-panelled auditorium, which can be used for events by the local neighbourhood.



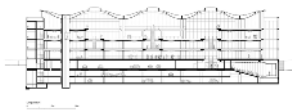
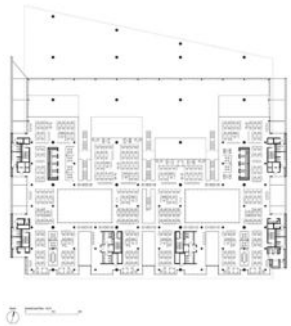
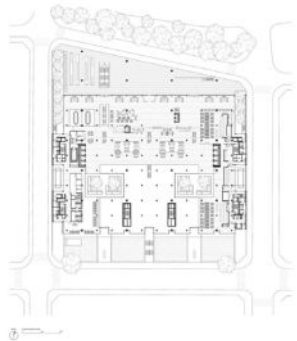
Public accessed cafe.



Open and transparent view provides a inviting environment.



The open atrium connecting with the public space for events.



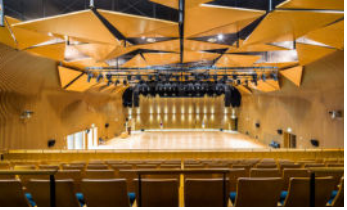
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The Seoul city office is arranged in back of the vertical square and cultural facility is in top space. The City administration is opened to citizen through overall vertical space of office and that symbolize transparency and democracy of city hall. The Seoul-new city hall is completed by linking the past and future of Seoul square's.



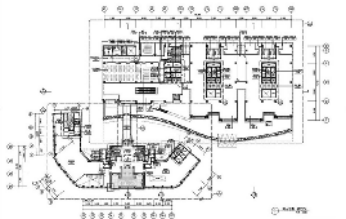
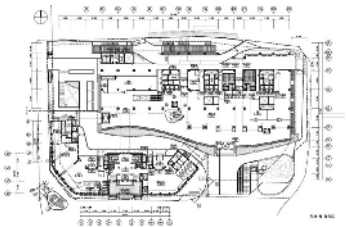
City office is linked to the community through large open space.



Performing art located on the top floor.



Public library is infused with the second level.



STADSHUIS NIEUWEGEIN

- Architects: 3XN
- Area: 27,000 m²
- Year: 2011

The new City Hall and cultural center in the Dutch city of Nieuwegein, is designed to create cohesion and the foundation for a stronger local community. A modern participatory democracy requires transparency and communication at eye level in the encounter between citizen and authority. The population makes heavy demands on the city administration to develop the city socially and culturally. Architecturally the building takes its point of departure from a central and bright atrium from where a sculptural staircase soars up through the building and connects the many diverse facilities – indeed facilities not normally found in a City Hall. By bringing together the local library, citizen service centre, café, cultural center and commercial spaces in the building, the City Hall fuses with a range of everyday activities. This creates life in the building all day, and strengthens the connection to the commercial and residential area surrounding the building. The five floors opens up towards the atrium, allowing the building’s visitors and employees to visually connect with what is happening on the other floors.



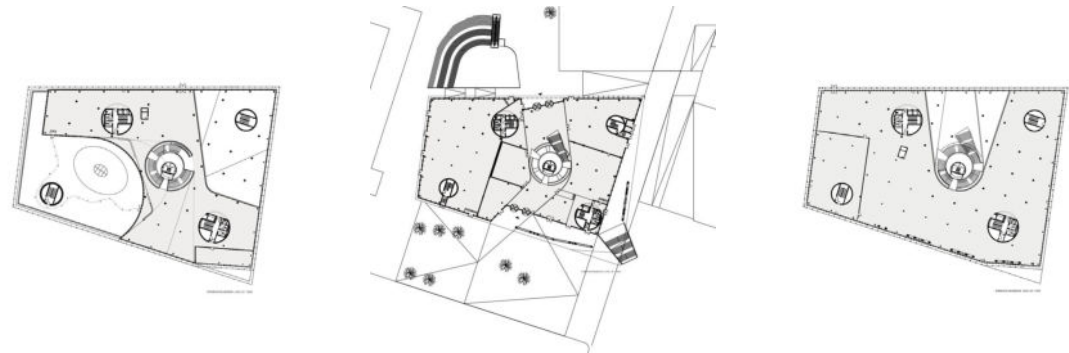
Public interaction with open levels.



Diverse facilities opens to the atrium.



sculptural staircase soars up through the building and connects citizen service centre, café, cultural center and commercial spaces.



HET KIELZOG CULTURAL AND MUNICIPAL COMPLEX

- Architects: De Zwarte Hond
- Area: 9250 m²
- Year: 2016

The Municipality of Hoogezand-Sappemeer, public building in which a theatre, an arts center, a library and the town hall are accommodated a wide palette of services, information, education, culture and recreation. Existing elements, such as the theatre auditorium, dating back to the 1980s, are re-used in the new development. The introduction of a number of open recesses in the relatively deep building volume creates pleasant spaces that provides both public and private.



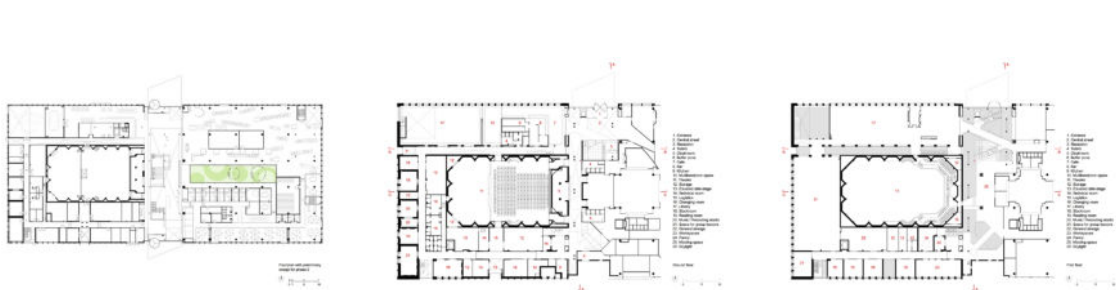
Entrance to the public building interacts with commercial uses.



Public theater provides interaction with the public beyond normal hours of administration hours.



Connecting with the public.



BODØ TOWN HALL
Norway

- Architects: Atelier Lorentzen Langkilde
- Area: 12000 m²
- Year: 2019

This atriums acts as The Citizens' Forum. The Citizens' Forum is a public square with meeting rooms and public services. Workspaces extend up five floors in connection with the atrium. There is a canteen on the 6th and top floor with magnificent views towards the surrounding ocean and mountains.



Top floor cafe.



Public gathering interaction in the atrium



Private cubes off the atrium of public space.



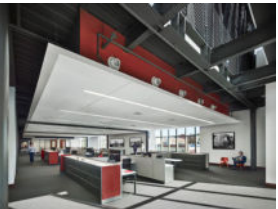
EASTON CITY HALL
Easton, PA

- Architects: Spillman Farmer Architects
- Area: 45000 ft²
- Year: 2015

The complex is made up of two companion structures: a three-story, 45,000-square-foot hybrid civic building and a three-level parking deck. The main building houses Easton's local government on its upper two floors; retail tenants and a regional transportation hub occupy its base. The mixed programming within the complex gives this civic building a life beyond its normal 9 a.m. – 5 p.m. office hours.



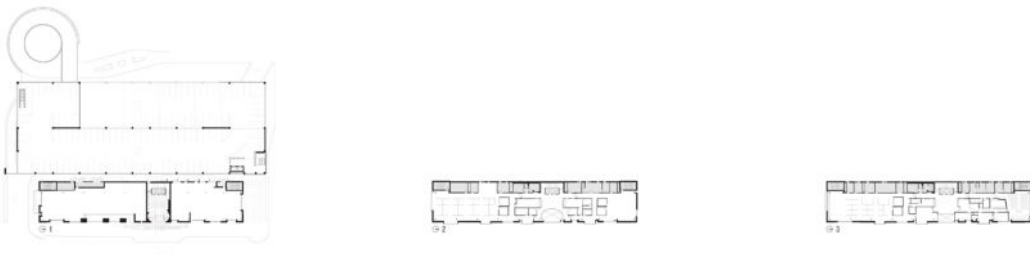
Commercial tents and transportation hub.



Open office interaction with the public.



Connecting with the public including public parking and transportation.



FREIBURG TOWN HALL
Freiburg, Germany
• Architects: ingenhoven architects
• Area: 26115 m²
• Year: 2017

Accommodating 840 employees of the City Administration under one roof after they had previously been spread over 16 different sites throughout the city. A six-story building, which replaces a town hall pavilion from the 1960s, is the citizens' service centre with conference rooms, and staff restaurant on the first floor. The floors above include single and double offices, as well as large team offices with open-plan desk arrangements for the respective departments, areas placed throughout the building that is designed to promote interaction and communication.



Interacting with the community with bicycle stations.



Connecting to the community.



Open office workspaces.



PEDRO AGUIRRE CERDA CITY HALL
Pedro Aguirre Cerda, Chile

- Architects: GMM Arquitectos
- Area: 12000 m²
- Year: 2018

A neighborhoods, lack of social cohesion and a less fluid relationship between the local government and the community. Bringing people together to improve the quality of life to both the city hall employees and the community in general. By connecting them through a mayor inner public space that could bring the local community inwards to the building. An oval that contains the community dependencies and the municipal conventions hall sits in the middle of the complex. The roof of the building, large terrace and public space for exhibitions and events aiming to multiply the diversity of public spaces for the community and give greater possibilities to the municipality's infrastructure.



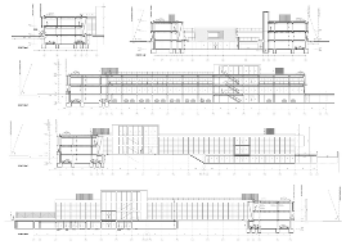
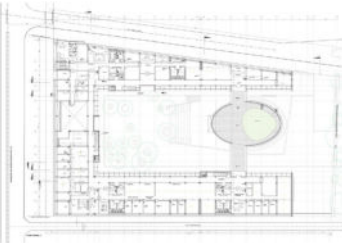
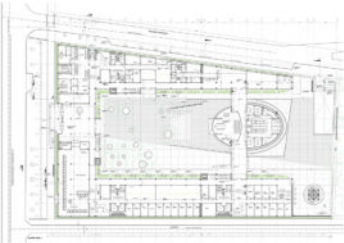
Welcomed by the oval community center as entering the complex.



Public green space connecting to the community.



Large open public spaces.



Malls and Government public space

The convenience and value of online retail has led to an unprecedented shift: last year, 21.3% of all retail sales took place online – a leap from 15.8% in 2019[1]. Consumers of all demographics cherish meaningful, real-life experiences centered around people. As such, the most successful retail environments today provide opportunities to learn about brands, interact with products and meet makers and designers. You can have cooking demonstrations, wine tasting, nutritional advice and so much more in terms of experience is on offer. The key is a shift beyond the transaction to the experience creating a unique destination where visitors can spend all day shopping, relaxing and socializing.

“Department store owners and developers need to think of stores as a “third space” – a social environment between home and work that anchors community life, rather than simply an arena for commerce”.
Terence Seah, Director, Head of Singapore Studio

Repopulate shopping malls with an appropriate mix of program space is important to sustaining the urban context of history with modern use of interaction of the public building. An example is a shopping center transformation is the famous Arcade Providence in Providence, Rhode Island. Built in 1829 by architects James Bucklin and Russell Warren, this Greek Revival structure is listed as a National Historic Landmark for being the nation’s first enclosed shopping mall. It initially locked its doors in 2008 for a major interior renovation and has since remained closed. The transformation of the second and third floors into 48 micro-loft apartments that range from 225 to 450 square feet, while integrating approximately 14 businesses, including three or four restaurants, into its first floor.

“Things have changed; so be it”.....“And it can be a great move for cities – making them richer and giving people better experiences than can be found online.”
Jacqueline Beckingham, Benoy’s

Government building are intended to do the work and care for the community that it serves. The growth of communities put a strain on the public building infrastructure resulting in split unit spread out throughout the community. The stigma of government public buildings are only to be visited for official business. The change in social engagement upon society has brought about change in ways, public building uses have changed. Transparent is a key to democracy and interjecting that into the context of the governmental building is important. Over the past decade the transformation of government building has evolved from the single site cultural center separated from the heart of the administration, to an open inviting complex that has a robust mixture of diversity in the programs. Diversity is important to the complexity of government and introducing this aspect to the public building provides the cross culture mix within the confines of the government. A multitude of project have mixed the government building space with both private and other public commercial space. In doing so brings about a new experience to those that otherwise would not visit their local city hall.

“A square is not just about light, air, proportion, and people. It must also give form to some shared notion of civic identity.”
Michael Kimmelman, “Culture: Power of the Place”.

“The measure of any great civilization is its cities and a measure of a city’s greatness is to be found in the quality of its public spaces, its parks and squares.”
John Ruskin

REASEARCH SUMMARY

The unique understanding of programming in a building leads to great desire of what is public in a government complex. Government’s function is to serve in multiple capacities to better serve the community by means of enhanced quality of life and solve community problems.

What is public is being analyzed in the adjacency of programs. Most normal commercial buildings are made up of two or more programs. Government buildings provide both public and private uses, but where do they cross over or should they. City halls are filled with offices, lobbies, break rooms and restrooms. Though nothing enhances transparency amongst these programs. There is a slogan “the people’s house” where government buildings are owned by the people, so does that give them the right to enter and use it?

The definition of public in the adject form:

- Open to or shared by all the people of an area or country,
- Known to many people,
- Perceived, or existing in open view,

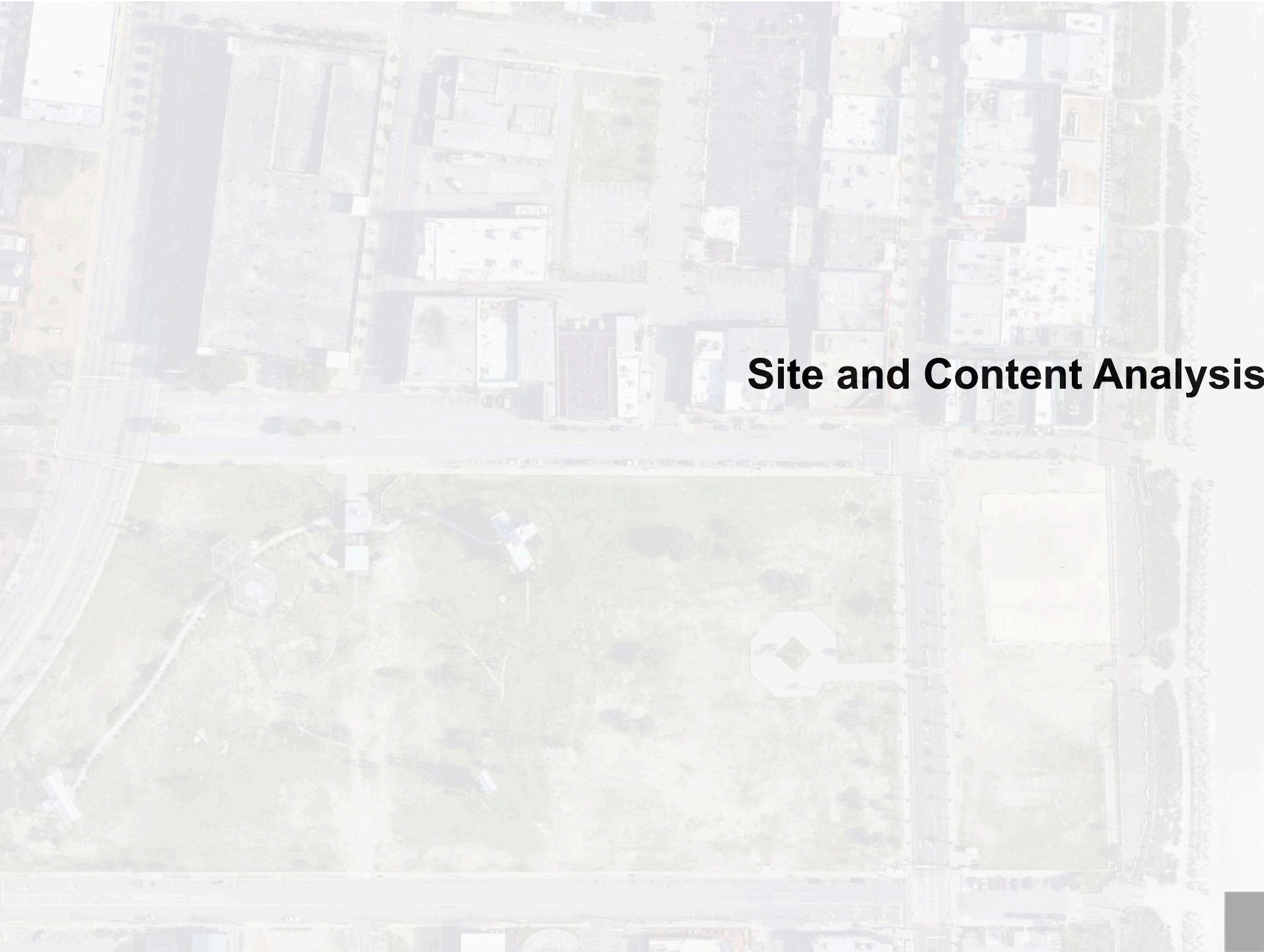
Then as a noun:

- Ordinary people in general; the community,
- A section of the community having a particular interest or connection.

What is public, will explore both adjective and noun form within the architectural concept of intentional chaos within adjacency of programs to provide the users the ability to interact with both government buildings and people.

The lessons that I have learned from precedents and typology analysis is that they are interconnected with users and programs.

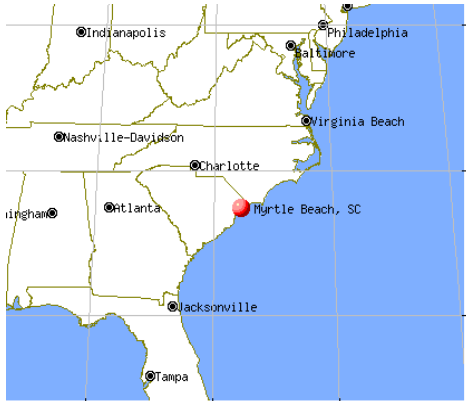
Many of the research precedents and typology are designed accordance with the context of code, for reasons. Many of the precedents utilized multiple programs that coincide with one another.





Site Analysis

The Myrtle Beach area is the jewel of South Carolina and is nestled along the mid-Atlantic region of the eastern United States.

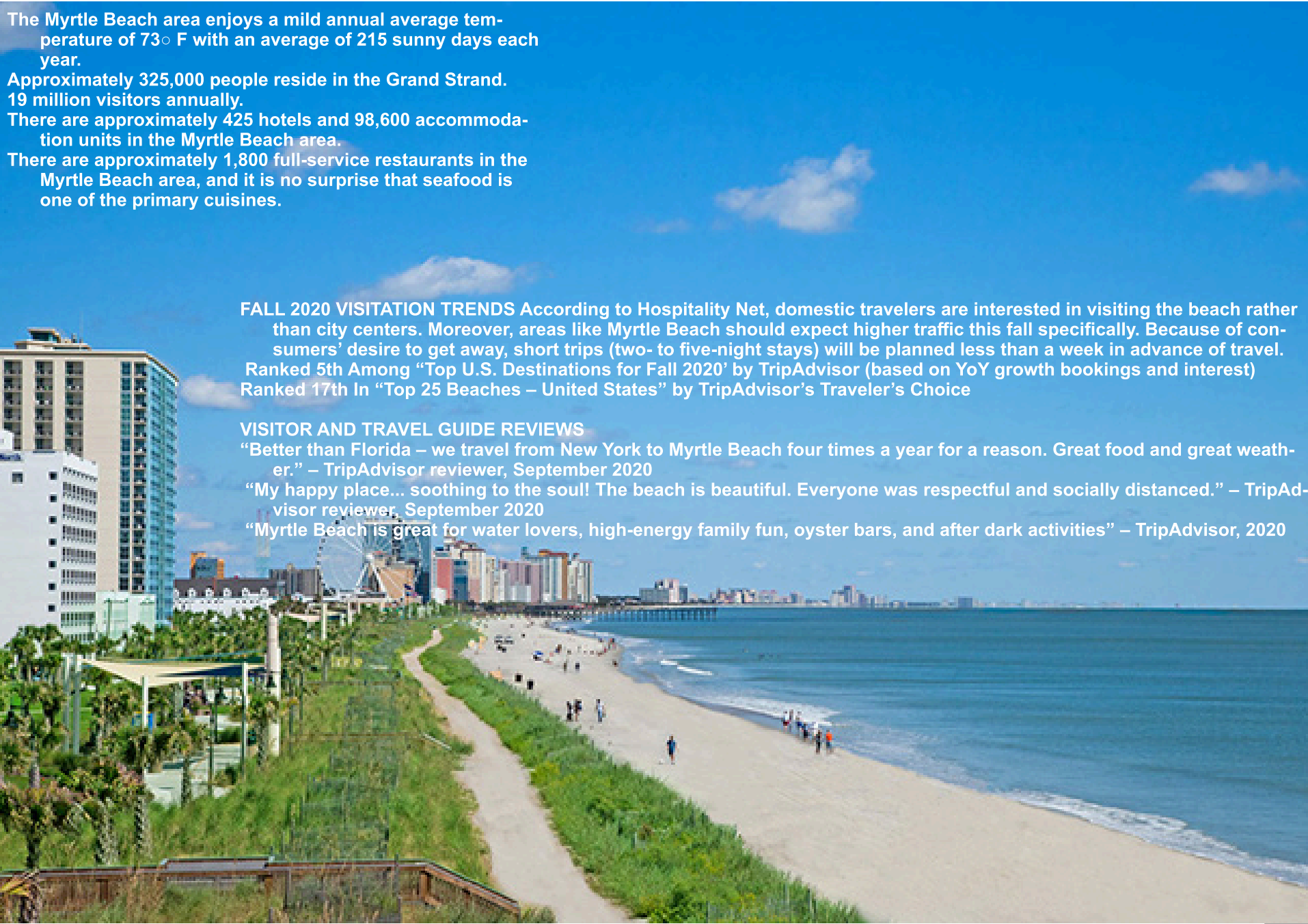


The Myrtle Beach area enjoys a mild annual average temperature of 73° F with an average of 215 sunny days each year.
 Approximately 325,000 people reside in the Grand Strand.
 19 million visitors annually.
 There are approximately 425 hotels and 98,600 accommodation units in the Myrtle Beach area.
 There are approximately 1,800 full-service restaurants in the Myrtle Beach area, and it is no surprise that seafood is one of the primary cuisines.

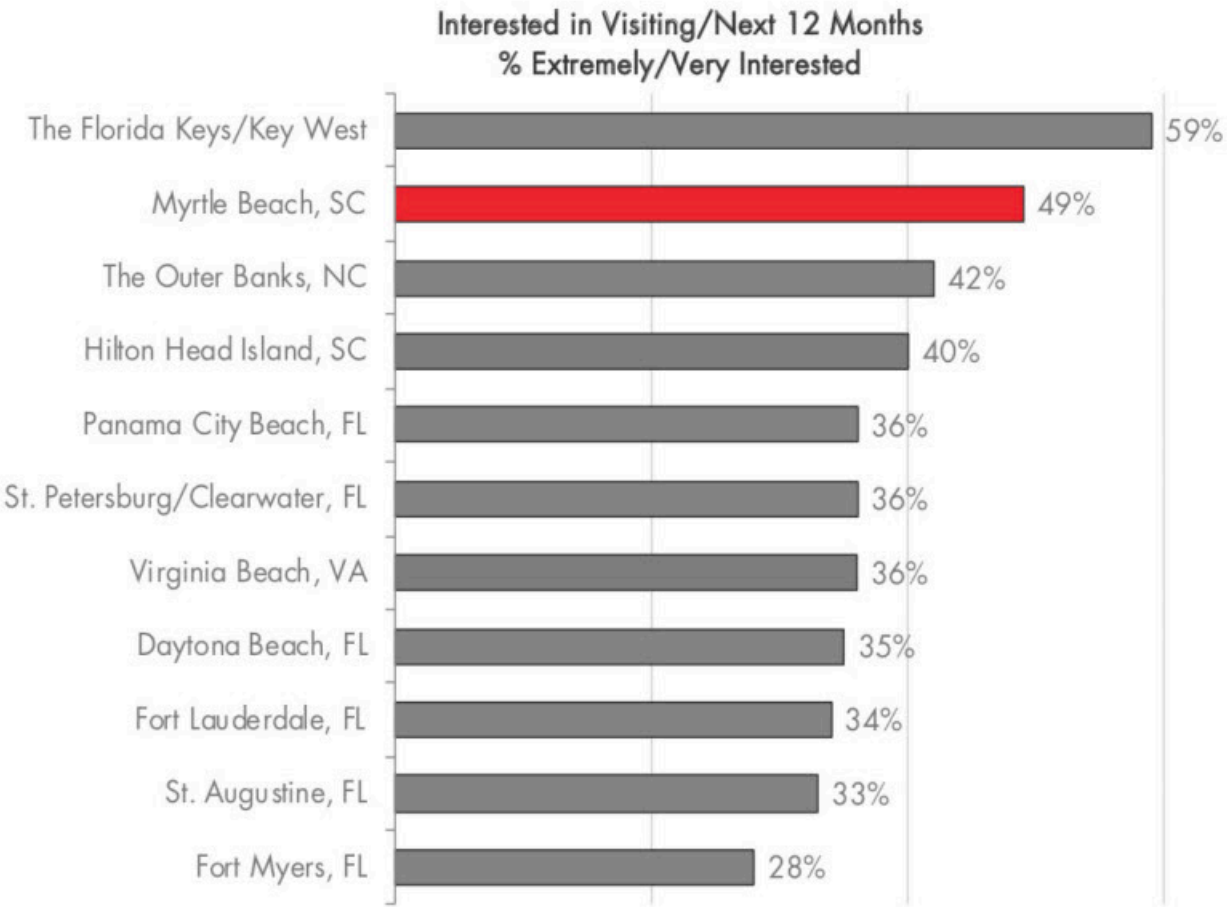
FALL 2020 VISITATION TRENDS According to Hospitality Net, domestic travelers are interested in visiting the beach rather than city centers. Moreover, areas like Myrtle Beach should expect higher traffic this fall specifically. Because of consumers' desire to get away, short trips (two- to five-night stays) will be planned less than a week in advance of travel. Ranked 5th Among "Top U.S. Destinations for Fall 2020" by TripAdvisor (based on YoY growth bookings and interest) Ranked 17th In "Top 25 Beaches – United States" by TripAdvisor's Traveler's Choice

VISITOR AND TRAVEL GUIDE REVIEWS

"Better than Florida – we travel from New York to Myrtle Beach four times a year for a reason. Great food and great weather." – TripAdvisor reviewer, September 2020
 "My happy place... soothing to the soul! The beach is beautiful. Everyone was respectful and socially distanced." – TripAdvisor reviewer, September 2020
 "Myrtle Beach is great for water lovers, high-energy family fun, oyster bars, and after dark activities" – TripAdvisor, 2020



Myrtle Beach’s cultural, entertainment, and natural amenities provide residents and millions of visitors with unique opportunities to play. These amenities provide activities for all segments of the population, from youth and families to older adults



Community facilities and services are important in assuring a high quality of life for residents, workers and visitors. These individuals rely on community and public facilities and services to meet their transportation, telecommunications, energy, health, educational, water, sewage, stormwater management, cemeteries, garbage and recycling, police and fire protection, emergency response, recreational, cultural and other daily living needs. Municipalities do not, and cannot, provide all the facilities and services demanded, many such services are being provided by other levels of government or private organizations. Nevertheless, without diligent and ongoing attention to the operation and maintenance of existing facilities and services, and planning for new facilities and services, a municipality can fall short in adequately serving its residents, workers and visitors.

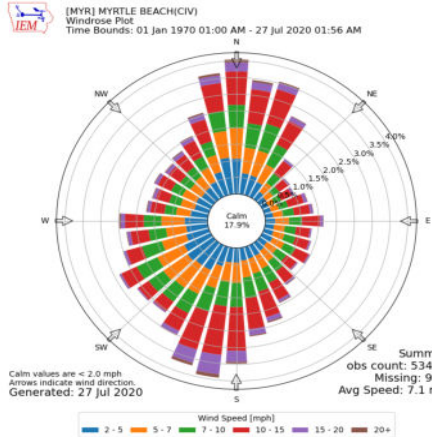
- City of Myrtle Beach Administration
- City Manager’s office
- Legal
- Human Resources
- Finance
- Planning
- Construction Services
- Cultural and Leisure Services
- Myrtle Beach Convention Center
- Chapin Memorial Library
- Public Works
- Fire Department
- Police Department

City Owned Property Findings Most of the buildings owned and occupied by the City were built between 1949 and 2000 with many being renovated several times over the years.

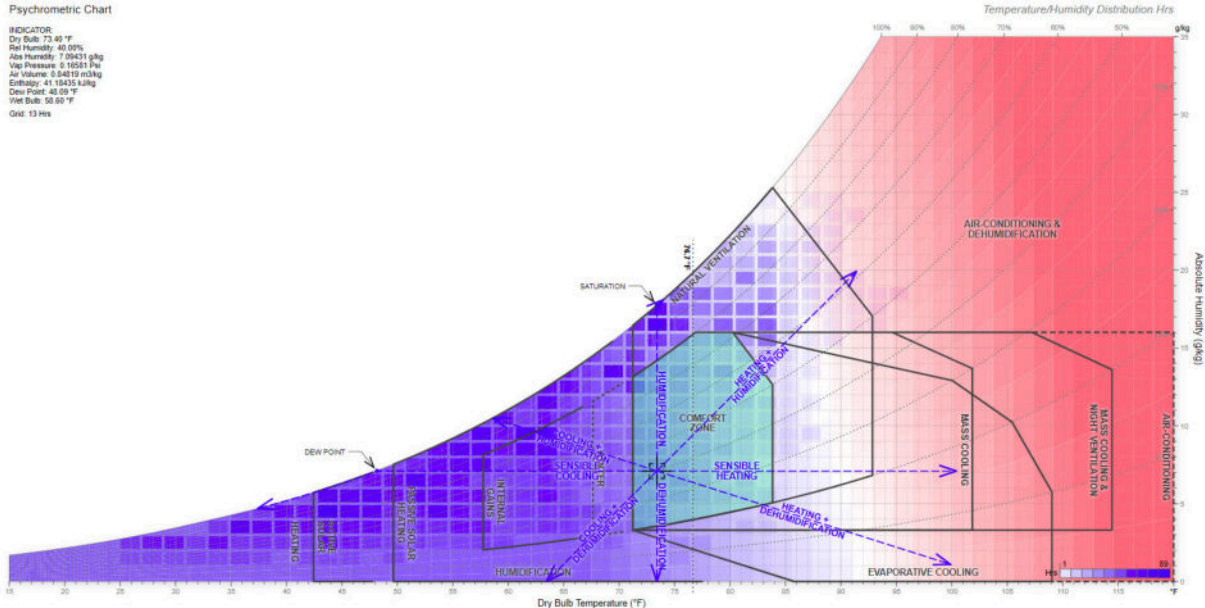
In 2008 the Building Maintenance Division began an energy audit of the City office buildings. Minor adjustments such as replacing lighting fixtures with more energy efficient light bulbs were accomplished. By incorporating energy efficiency, renewable energy and water conservation into City-owned buildings, Myrtle Beach is able to save energy and taxpayer dollars at the same time. The community wins when buildings are designed and constructed that reduce environmental impact, reduce fossil fuel use, preserve or enhance the site’s natural characteristics, use materials with lower energy usage and toxicity, landscape appropriately and manage stormwater runoff effectively.

Larger meeting space for City Council, boards and commissions is needed. The space should be spectator and media friendly allowing for the airing and taping of meetings, displaying and viewing of presentation materials and accommodating small and large groups. The City has purchased land adjacent to the current City Services building for a future building.

Community Facilities Objectives and Strategies
A comprehensive community facilities and services master plan
Energy efficiency and low impact design standards with recommendations
Expand the Myrtle Beach Convention Center, flexible space that could be utilized by sporting and other special events, larger exhibit hall and meeting space, additional parking
Explore the role that Chapin Library will play in the overall library system.
Continue to maximize public involvement
Provide opportunities for students and the general citizenry to interact with local government.



Myrtle Beach wind occurrence, speed and direction analysis provides details of North South winds summary for the year. The Dominate wind speed is between 10- 15 mph.



This table gives the total precipitation that fell on Myrtle Beach during each year from 2010. The number of days with precipitation counts the days when rainfall amounted to 0.01 inches (0.3 millimeters) or more.

Total precipitation in Myrtle Beach

Days	Year	Inches	Millimetres
141	2020	55.7	1415
113	2019	56.0	1423
131	2018	68.5	1741
116	2017	49.1	1248
92	2016	56.2	1428
128	2015	64.9	1648
118	2014	41.0	1042
117	2013	48.6	1234
115	2012	39.3	997
93	2011	33.5	851
91	2010	41.9	1065

Temperature

Myrtle Beach temperature averages by year

High °F	Low °F	Year	High °C	Low °C
75	58	2020	24	15
74	57	2019	23	14
73	57	2018	23	14
74	57	2017	23	14
74	57	2016	23	14
74	57	2015	23	14
72	54	2014	22	12
72	54	2013	22	12
74	56	2012	23	13
73	55	2011	23	13
72	55	2010	22	13

32 °F 0 °C	Year	70 °F 21 °C	90 °F 32 °C
17	2020	251	34
18	2019	234	29
30	2018	221	10
20	2017	245	14
29	2016	240	31
35	2015	248	26
45	2014	216	14
35	2013	229	10
18	2012	236	22
32	2011	231	26
60	2010	224	51

Number of days each year when the temperature in Myrtle Beach dropped to 32 or below, or rose to at least 70 or 90 degrees Fahrenheit

Proposed Site

801 Ocean Blvd. N
Myrtle Beach, SC
10.5 acres lot
Located between 8th ave N. and 9th Ave N.
and Ocean Blvd. and Kings Hwy.



The Myrtle Beach Pavilion and Amusement Park were demolished in 2007. Myrtle Beach’s down- town was overdue for a new and exciting attraction. In the spring of 2010 a new boardwalk opened along the oceanfront between 14th Avenue North and 1st Avenue North. The Boardwalk has been extremely well received by visitors and guests alike and has spurred private reinvest- ment in the area including the “Skywheel project” – featuring a 240 foot ferris wheel with a built in light show, just to the North.

Sun Analysis
Winter & Summer Solstice



Transportation
Analysis



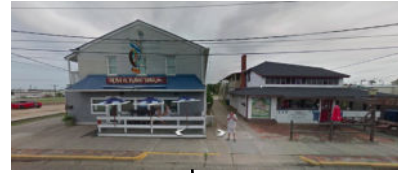
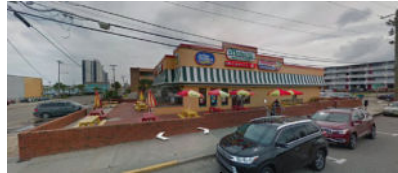
Building Height
Analysis





Kings Highway

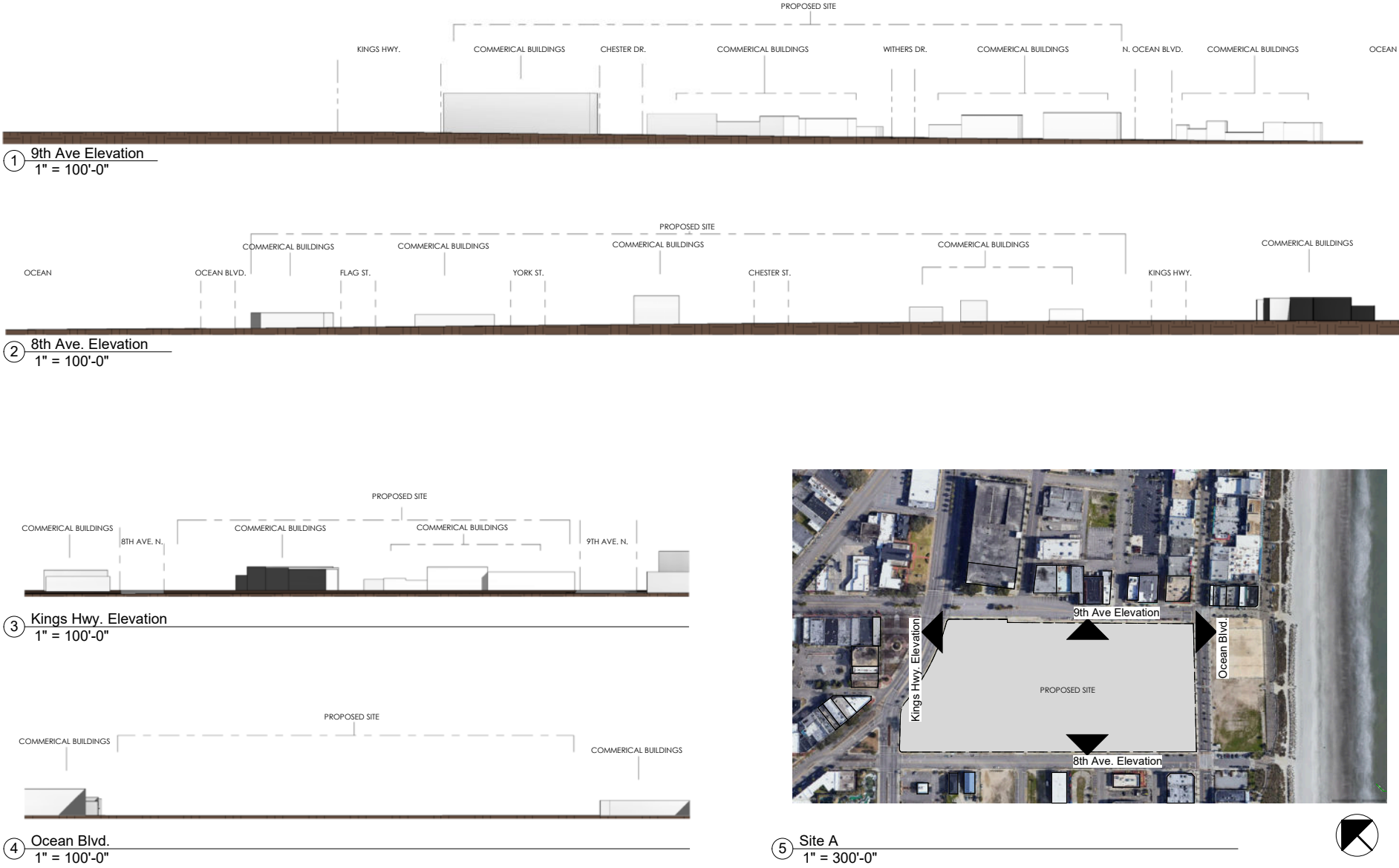
9th Ave. North



9th Ave. North

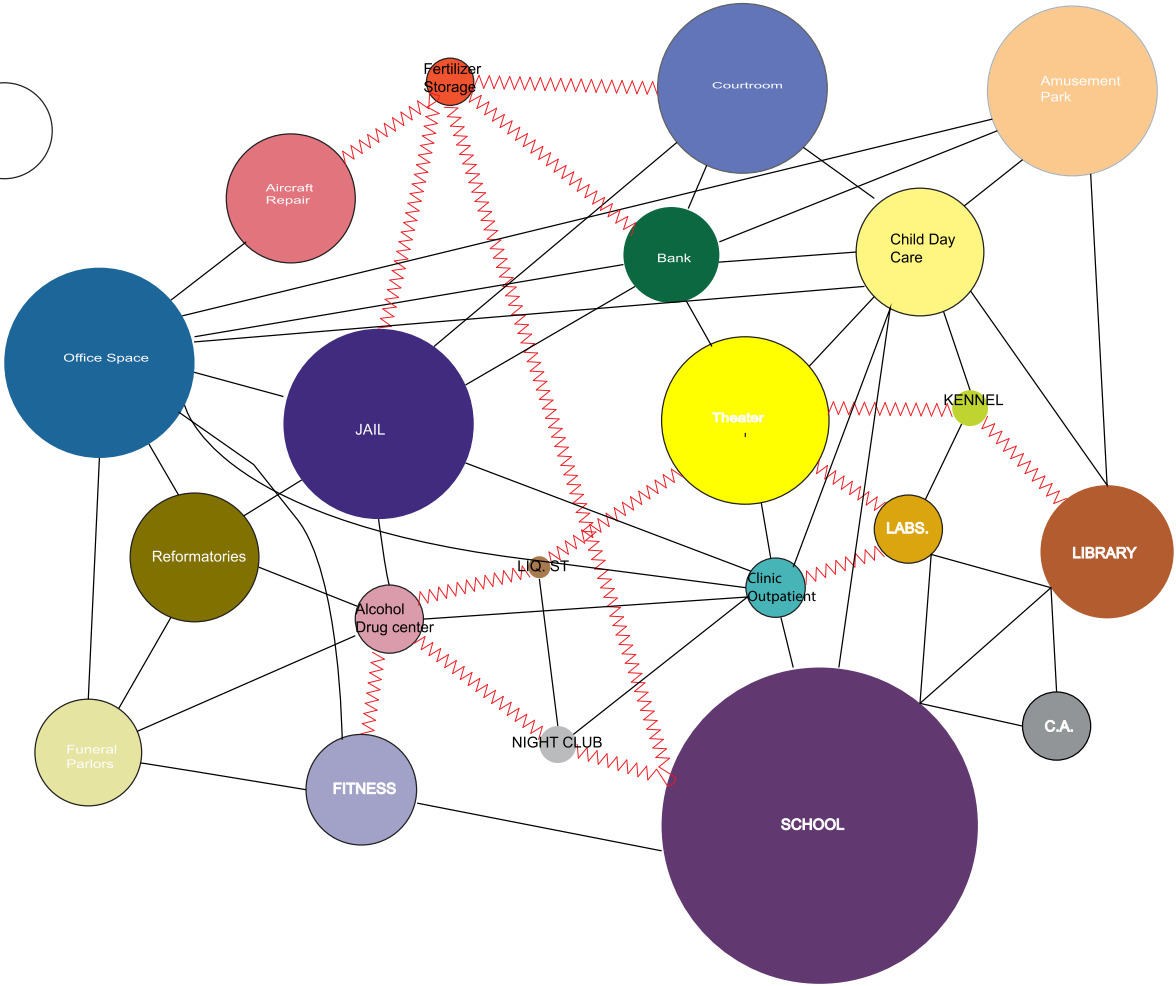
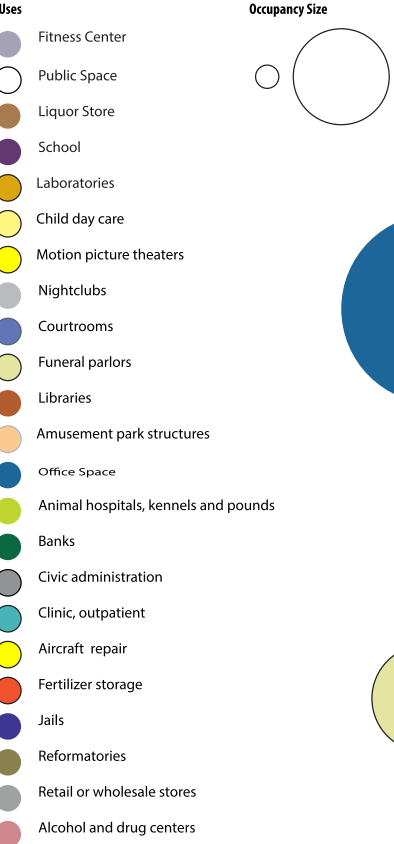
Ocean Blvd.

8th Ave. North



Program Analysis

Program Frictional Analysis



The change in social engagement upon society has brought about change in ways, public building uses have changed. Transparent is a key to democracy and interjecting that into the context of the governmental building is important. Over the past decade the transformation of government building has evolved from the single site cultural center separated from the heart of the administration, to an open inviting complex that has a robust mixture of diversity in the programs. Diversity is important to the complexity of government and introducing this aspect to the public building provides the cross-culture mix within the confines of the government. A multitude of project have mixed the government building space with both private and other public commercial space. In doing so brings about a new experience to those that otherwise would not visit their local city hall. What is public is being analyzed in the adjacency of programs. Most normal commercial buildings are made up of two or more programs. Government buildings provide both public and private uses, but where do they cross over or should they. City halls are filled with offices, lobbies, break rooms and restrooms. Though nothing enhances transparency amongst these programs.

DESCRIPTION	QTY.	SF EACH	SPACE REQ'D.	SUM ACTUAL SF
TENANT OCCUPIABLE				
LIBRARY	1	5,565		5565
COURTROOMS	1	31,460		31460
OFFICE SPACE	2	20,572		41144
PHYSICAL FITNESS	1	7,076		7076
CHILD CARE	1	11,612		11612
HEALTH UNIT	1	1,840		1840
AUDITORIUM	1	18,750		18750
ADP (MAINFRAME)	1	11,002		11002
CONFERENCE / CLASSROOM	2	10,661		21322
FOOD SERVICE / CAFETERIA	1	7,282		7282
JOINT USE RETAIL	3	2,714		8142
TOTAL SQ FT				165195



OMA - DE ROTTERDAM MIX-USE
PROGRAM SECTION



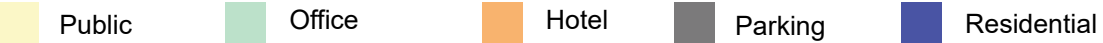
OMA - TIMMERHUIS MIX-USE
PROGRAM SECTION



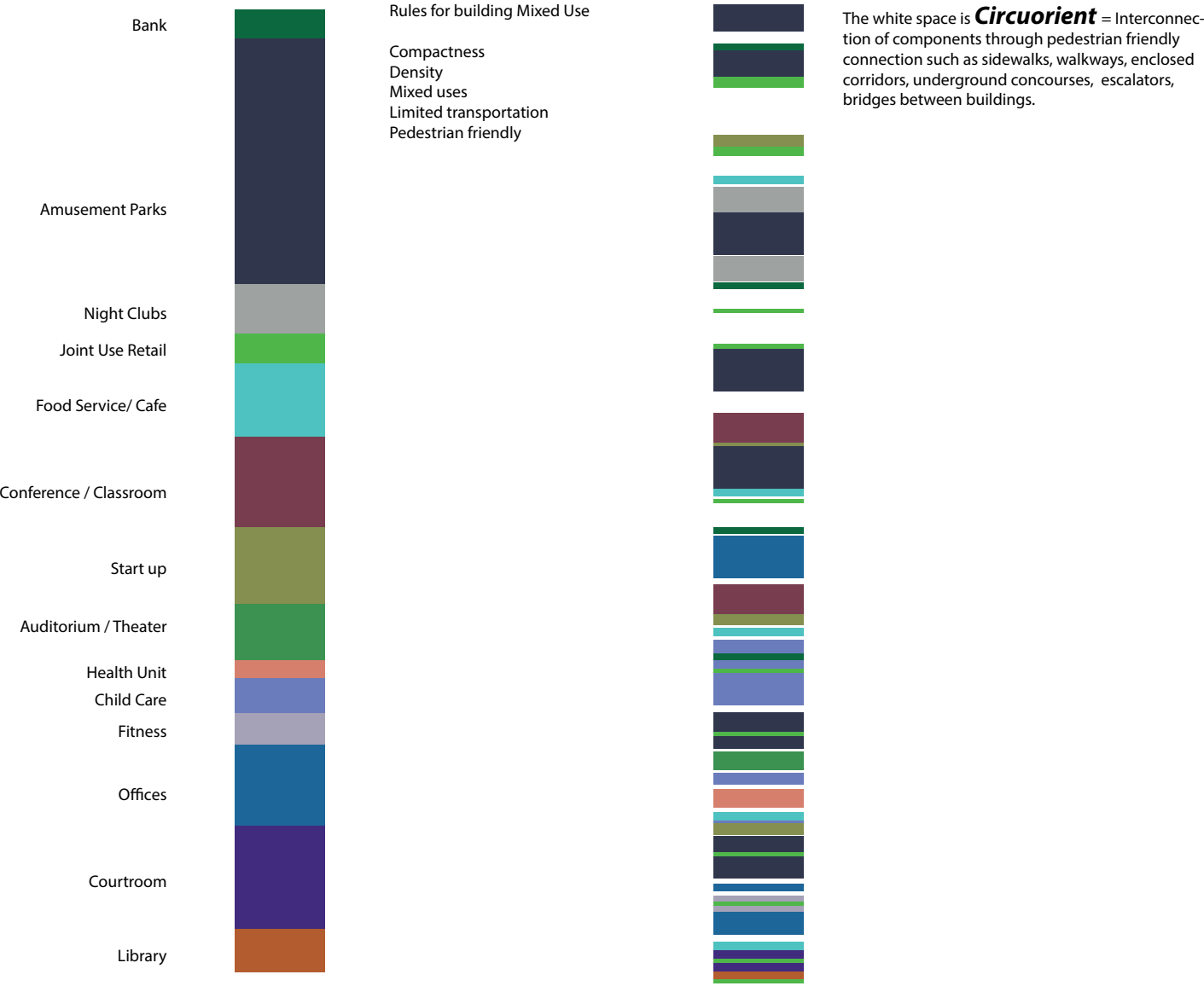
NEW CITY HALL BUENOS AIRES
PROGRAM SECTION



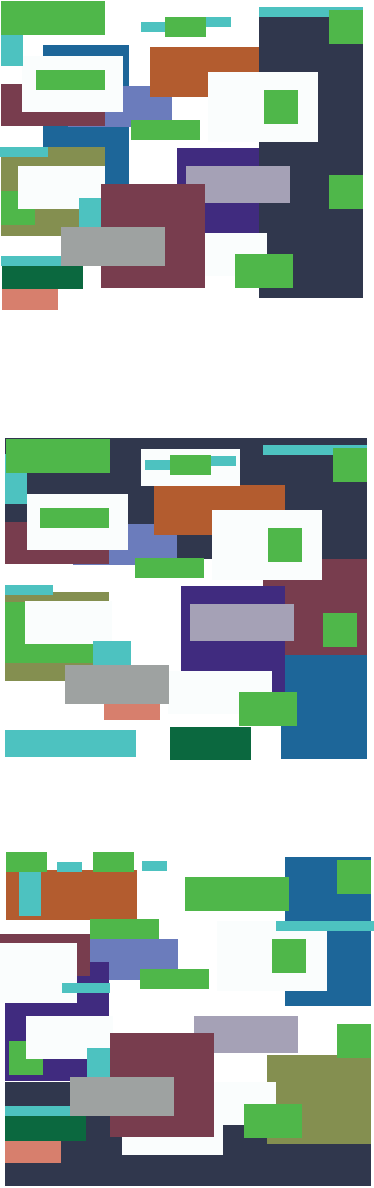
SEOUL CITY HALL
PROGRAM SECTION



Program Diagram



Program Diagram Analysis



Building Code Analysis

Building Code Analysis

- Current Adopted Code
- 2018 International Residential Code (with modifications)
 - 2018 International Building Code (with modifications)
 - 2018 International Existing Building Code
 - 2018 International Fire Code (with modifications)
 - 2018 International Plumbing Code
 - 2018 International Fuel Gas Code (with modifications)
 - 2018 International Mechanical Code
 - 2017 National Electrical Code (with modifications)
 - 2009 International Energy Conservation Code (IECC)
 - 2018 International Code Council (ICC) American National Standard Institute (ANSI) A1117.1
 - 2018 International Property Maintenance Code
 - 2018 International Swimming Pool and Spa Code

Major building code requirements: Located in seismic zone D as well within 1 mile zone of the ocean as a high wind hazard of 150 mph as risk category II structure, but having government programs it is considered risk category III, resulting design standards for 180 mph.

Zoning and Building Code Analysis

Project Location:
9th Ave & Ocean Blvd, Pavilion Area
Myrtle Beach, SC 29575
TMS: 1810705001
Deed Book: 3112, Page: 947

Square Footage: 464441.61
Acreage: 10.66

Site limitations:
Lot Coverage:
Gross floor area ratio (FAR) requirements. FAR = Floor area of buildings and other structures divided by lot area.

- 1. Minimum FAR: 0.35 with surface parking.
- 2. Maximum FAR: 0.60 with surface parking.
- 3. Minimum FAR: 0.50 with a parking structure.
- 4. Maximum FAR: 5.00 with a parking structure.

1905A (e). Encouraging quality urban and traditional neighborhood design and environmentally sensitive development by allowing increases in base densities or floor area ratios when such increases can be justified by superior design or the provision of additional amenities such as public open space.

Gross Floor Area	
Surface Parking	
Minimum	162,554 sqft.
Maximum	278,664 sqft.

Parking Structure	
Minimum	232,220 sqft.
Maximum	2,322,205 sqft.

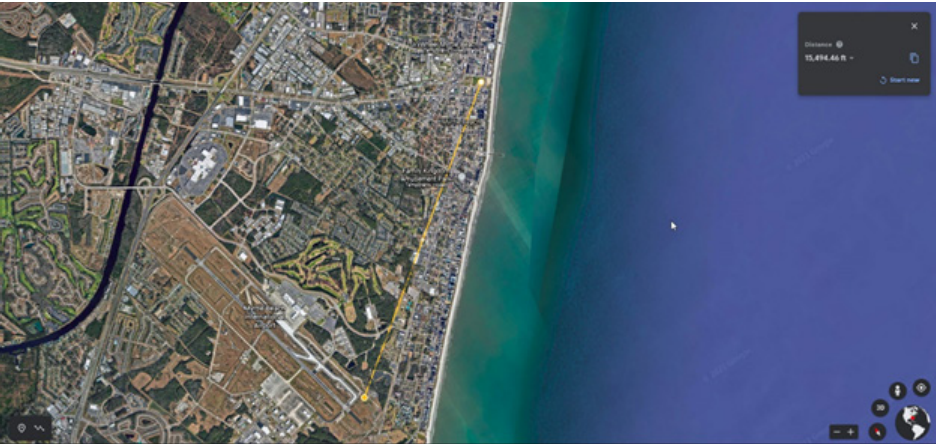
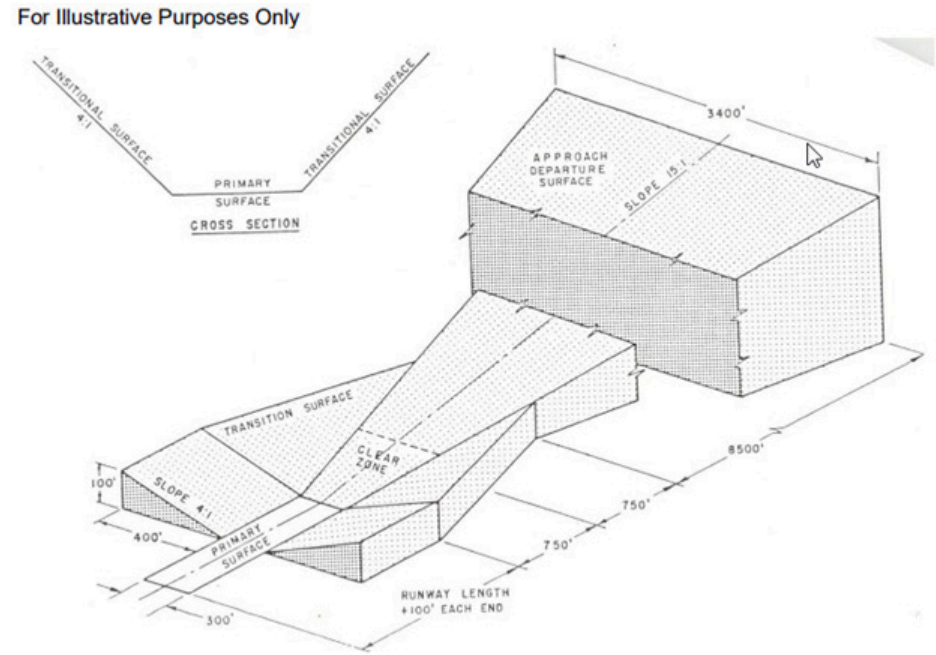
Zoning Regulations: These refer to the block and lot numbers (if in the U.S.), district (i.e., what use is allowed: residential, commercial, industrial, etc.) and how each use is specified and restricted. Amusement zone & RDZ (Redevelopment District Zone)
Setback Section 1603 (C) (aa) Minimum setback for all structures and open or unenclosed amusements from the bounding exterior property lines of an identified development: 30'. Except as stated in (A) above, Minimum setback for all other internal property lines of an identified development are zero except that the provisions of Chapter 6 – Buildings and Building Regulations, Chapter 9 – Fire Prevention & Protection of the Code of Ordinances apply, sight triangles and sight lines shall be maintained, and requirements in section 902 – Landscaping Regulations shall be met.

Height limits: This covers overall height limits, setback limits on upper levels.
Section 1603C) (V) Provided, however, that open or unenclosed amusements shall have a maximum height of 240' if located at least 700 feet from the district boundary, and 180' if otherwise located; and that the maximum height for subdivided out parcels is 100'.
Section 1708 When a property is redeveloped to such an extent that the appraised value is increased more than 50%, or when parking is decreased to meet the new parking requirements set forth in this ordinance sidewalks and buffers shall be installed to city standards along all abutting public rights-of-way, excluding alleys, as follows. The buffer shall be either landscaped or shall be paved and include street trees placed in grates at intervals allowing for the placement and shine of streetlights. The maximum tree spacing shall be the minimal spread of the specific tree species as described in the current Supplement To The Community Tree Planting Plan For Myrtle Beach, South Carolina.
Section 1708.A. On roadways having 2 vehicular lanes or less: minimum 7 foot wide sidewalk and buffer with a minimum 6' being a continuous paved sidewalk.
Section 1708.B. On roadways having more than 2 vehicular lanes: minimum 14 foot wide sidewalk and buffer with a minimum 10' being a continuous paved sidewalk.

1803.E. Myrtle Beach International Airport Zones and Imaginary Surfaces.
1. Horizontal Surface. A horizontal plane 150 feet above the established airport elevation or 240 feet above mean sea level (NGVD), the perimeter of which is constructed by swinging arcs of 10,000 feet from the center of each end of the primary surface of each runway and connecting the adjacent arcs by lines tangent to those arcs.
Permits. FAA determination regarding the impact to air navigation shall be considered during the review of any permit, variance, special exception or rezoning application.

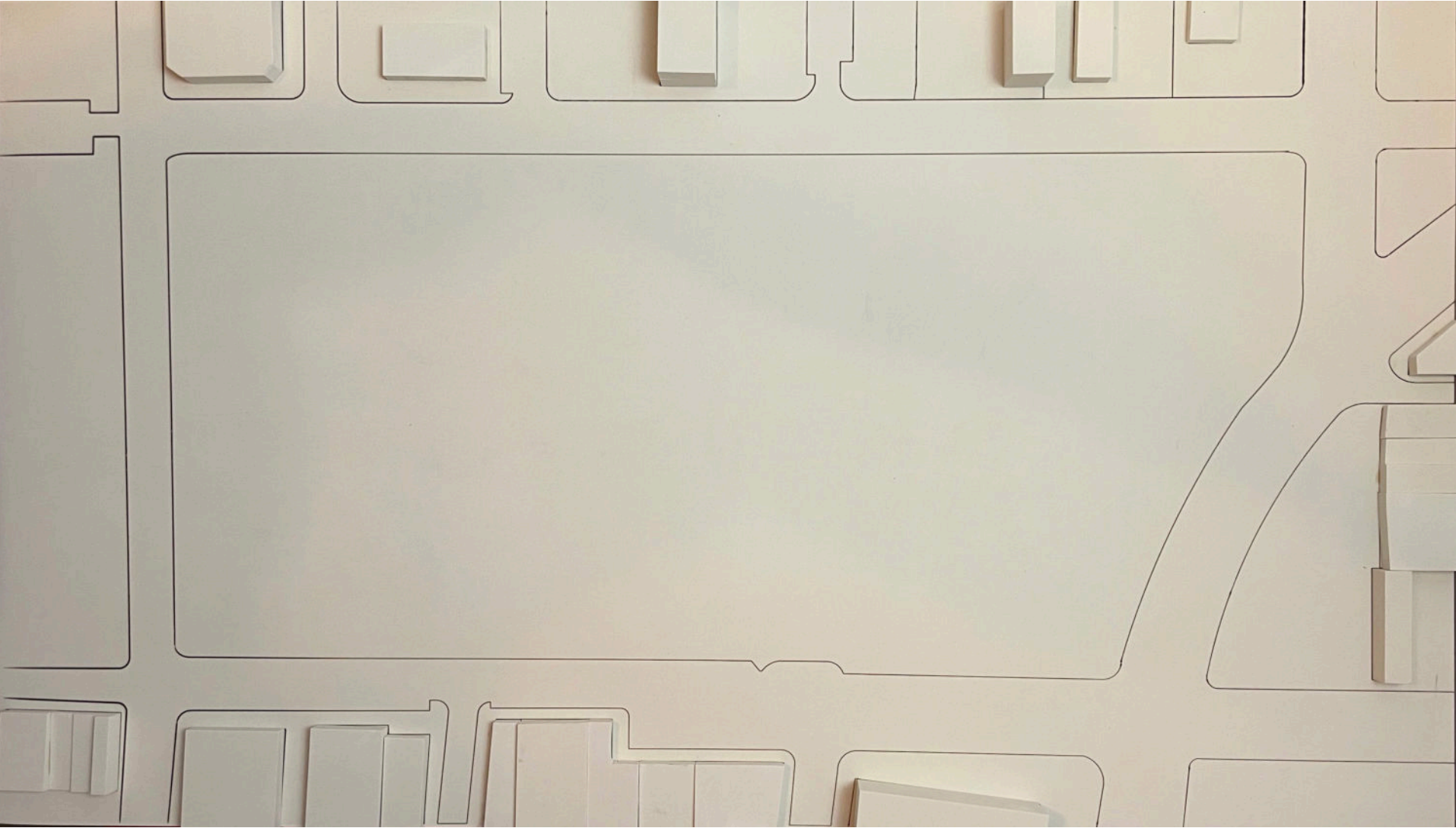
Area master plans:

The purpose of the redevelopment district (RDV) is to promote appropriate investment and development in areas that are underperforming economically, or that are in need of new development or are underdeveloped. New development would enhance and support the entire community by providing residences, accommodations, visitor amenities, amusements, retail and service industry job opportunities as well as convenient access to necessary goods and services to residents and visitors alike.
The RDV is intended to upgrade and improve the physical, social, and economic character of the area and to promote mixed-use developments. The RDV is intended to encourage innovative land planning and site design concepts that conform to community quality-of-life benchmarks and that achieve a high level of aesthetics, high-quality development, environmental sensitivity, energy efficiency, and other community goals

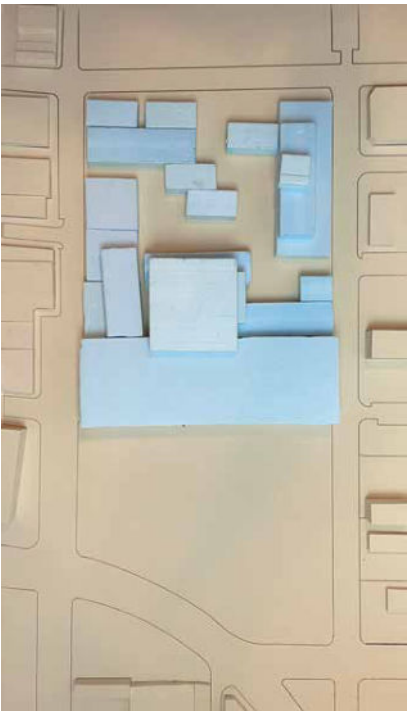
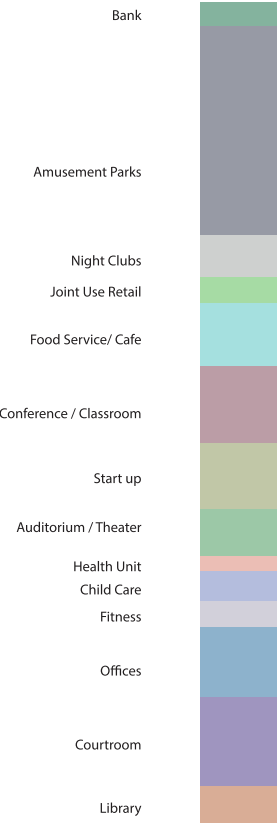


15,496 ft. from the entrance of the runway.

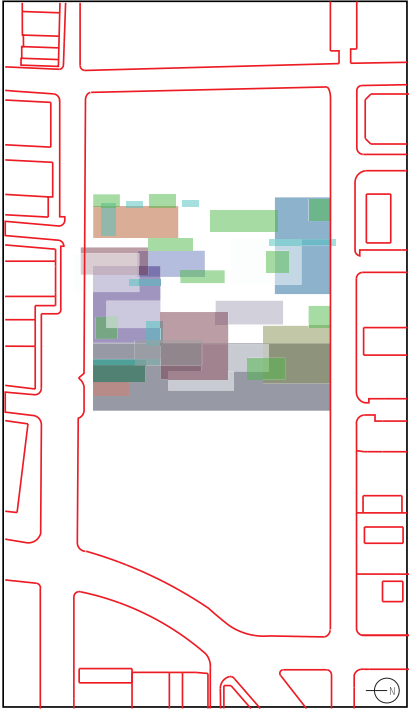
Master plan
Site Model and Massing Study



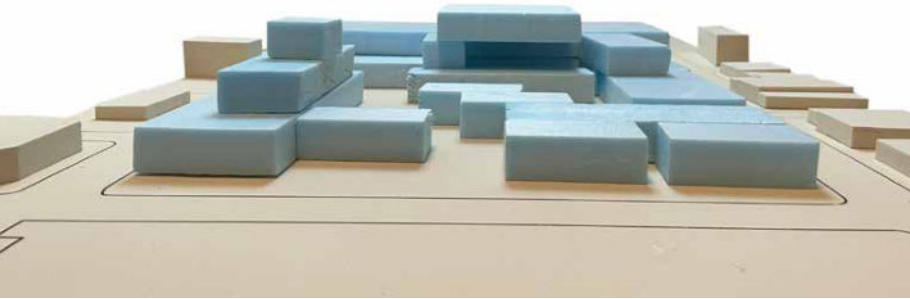
CONCEPT 01



Massing Site Model

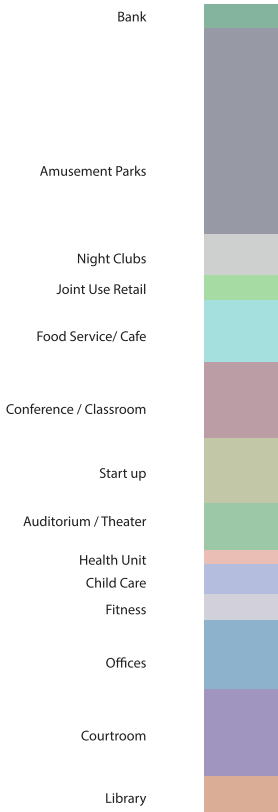


Massing Diagram

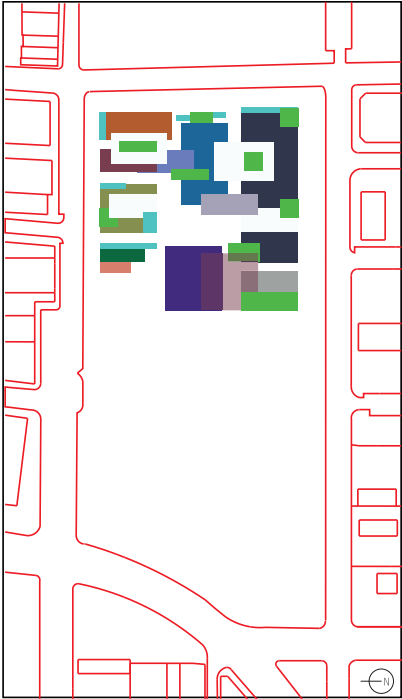


East Elevation

CONCEPT 02



Massing Site Model

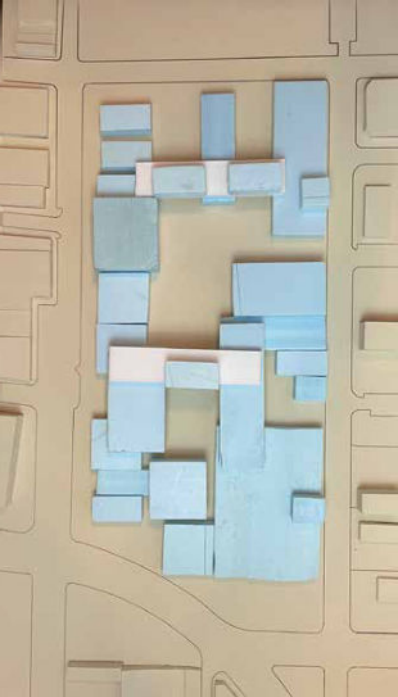
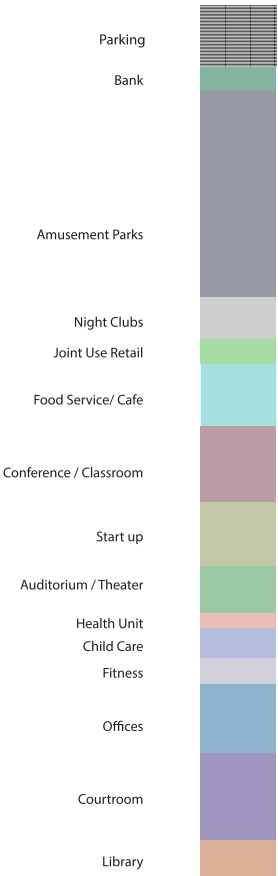


Massing Diagram

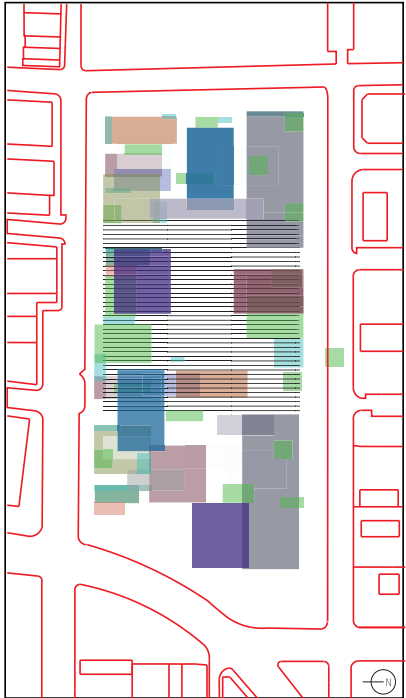


East Elevation

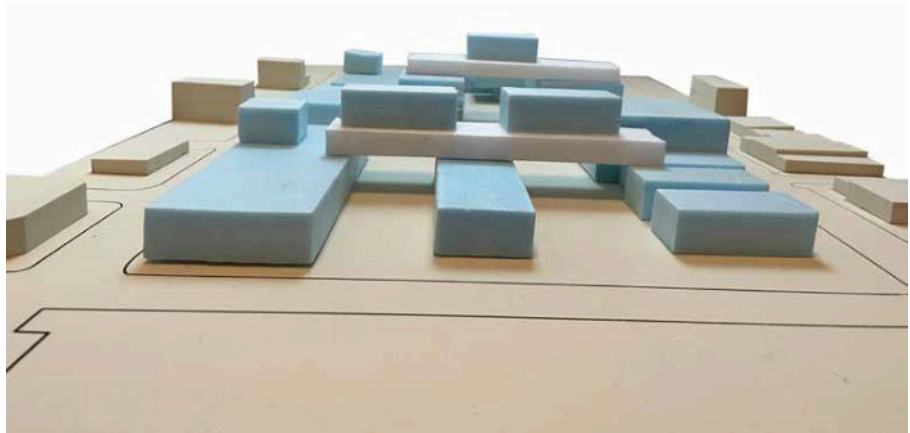
CONCEPT 03



Massing Site Model

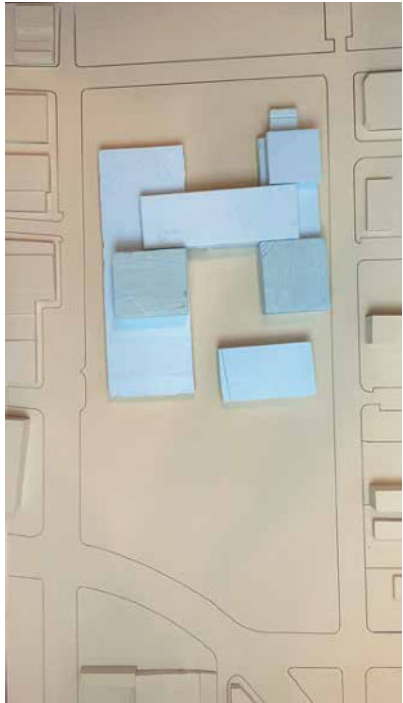


Massing Diagram

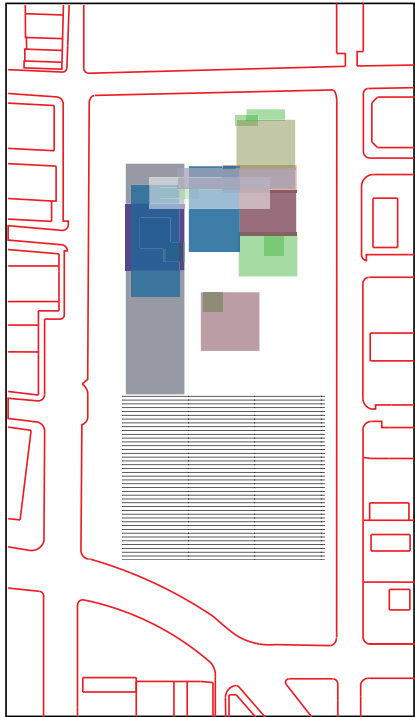


East Elevation

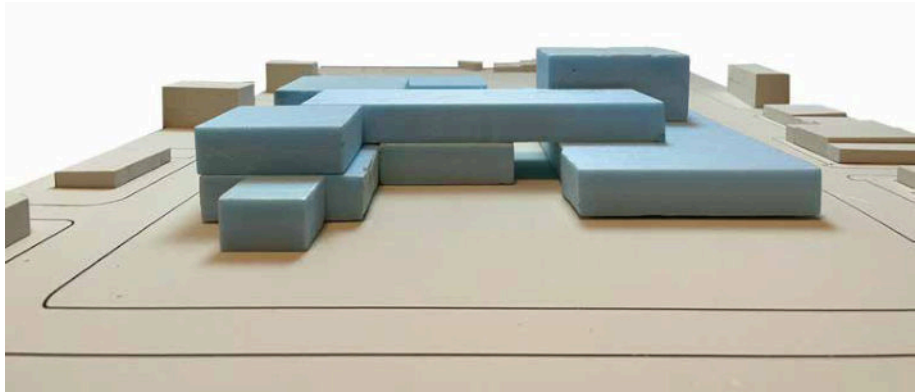
CONCEPT 04



Massing Site Model

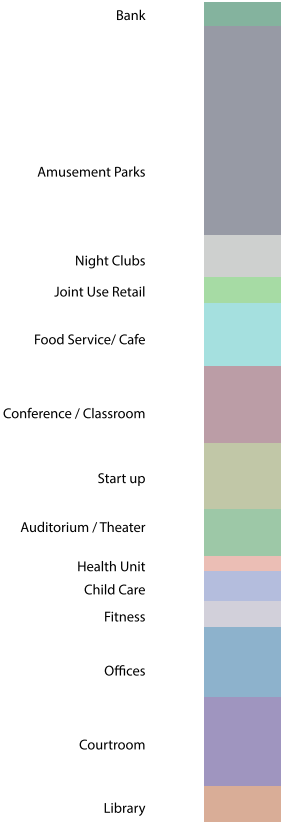


Massing Diagram

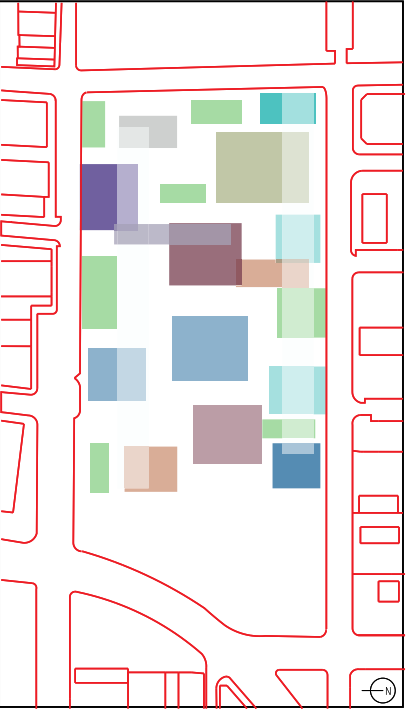


East Elevation

CONCEPT 05



Massing Site Model

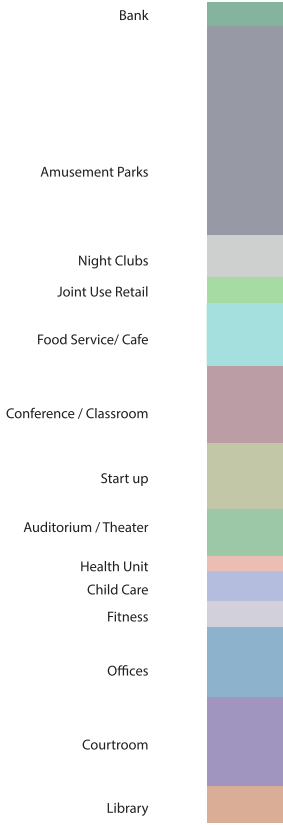


Massing Diagram

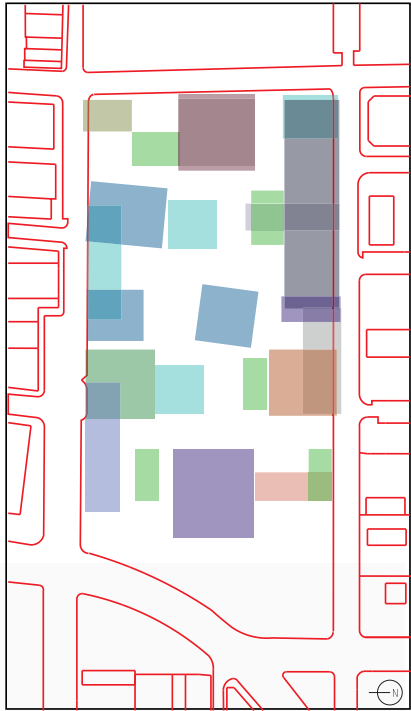


East Elevation

CONCEPT 06



Massing Site Model



Massing Diagram

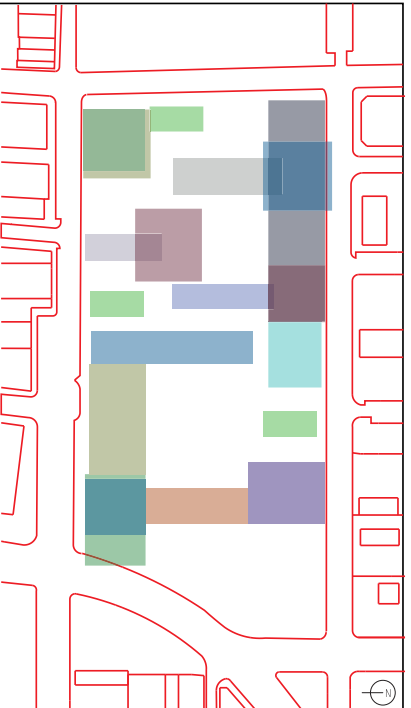


East Elevation

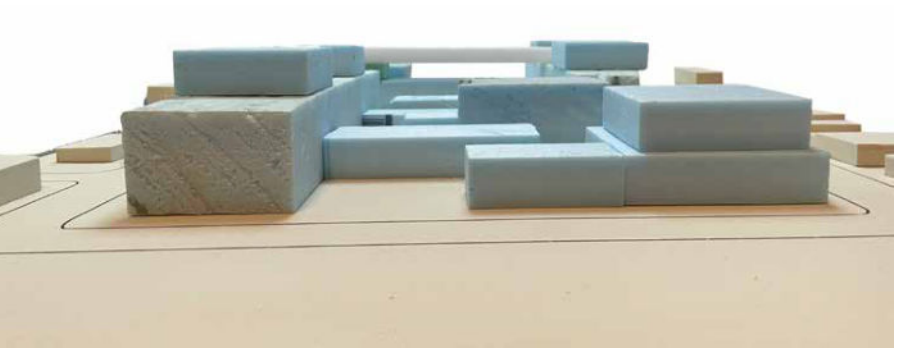
CONCEPT 07



Massing Site Model

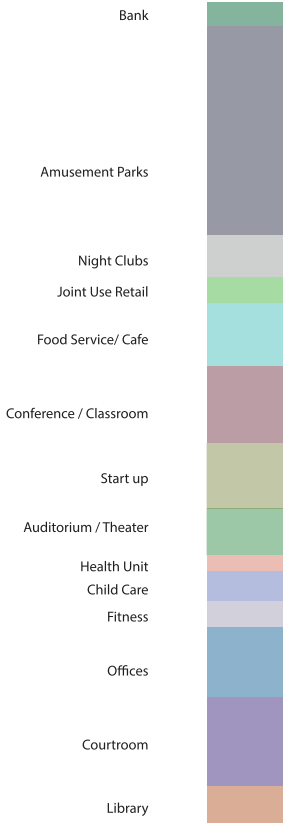


Massing Diagram

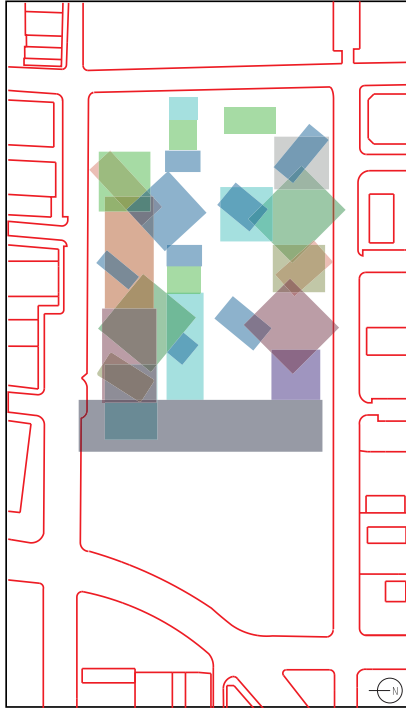


East Elevation

CONCEPT 08



Massing Site Model

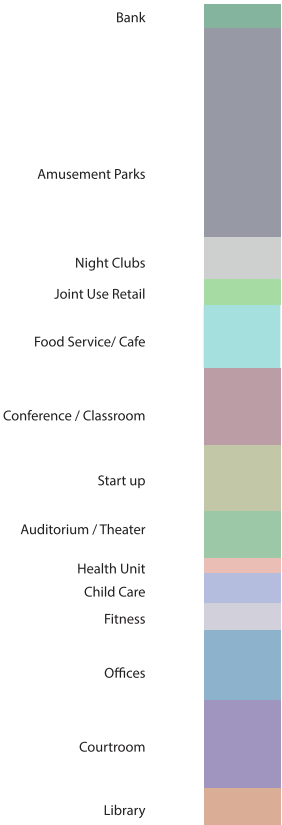


Massing Diagram

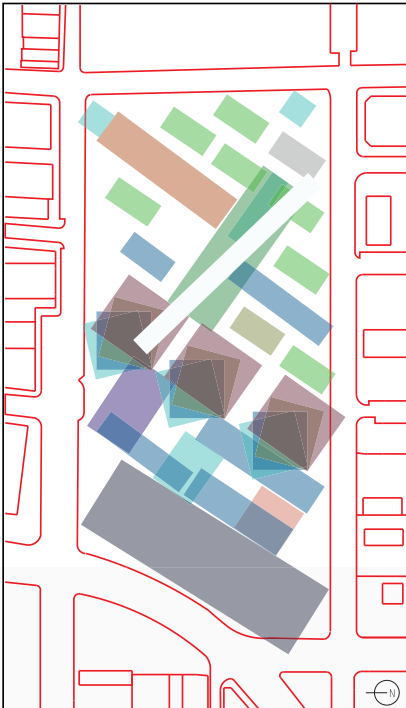


East Elevation

CONCEPT 09



Massing Site Model

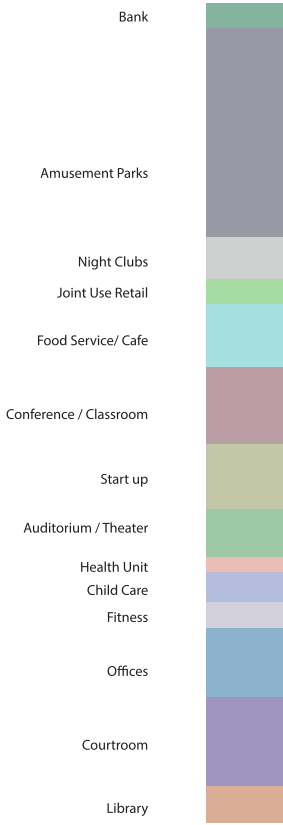


Massing Diagram

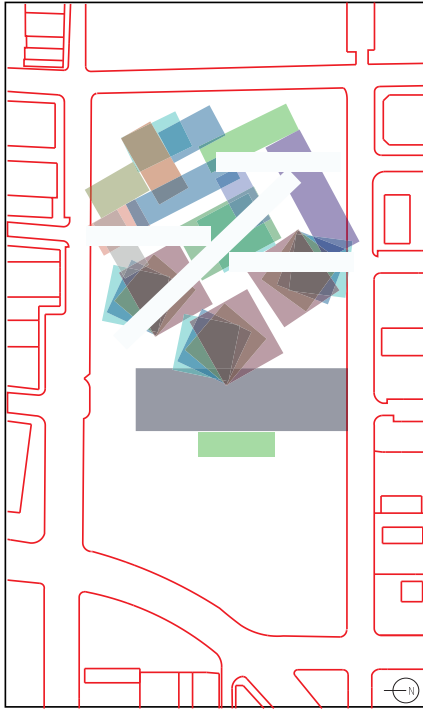


East Elevation

CONCEPT 10



Massing Site Model

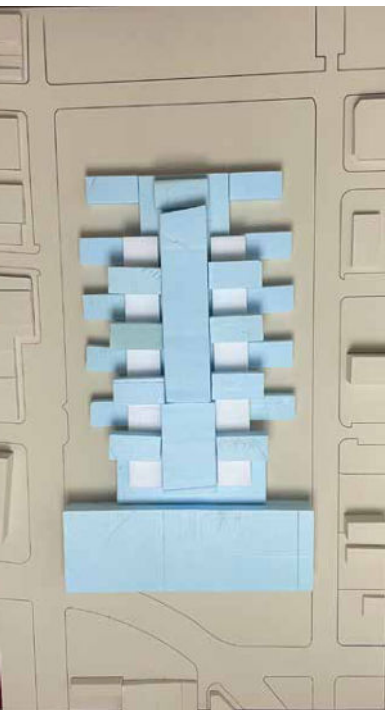
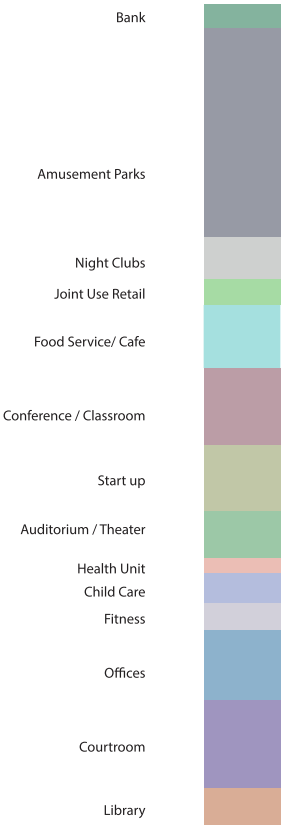


Massing Diagram

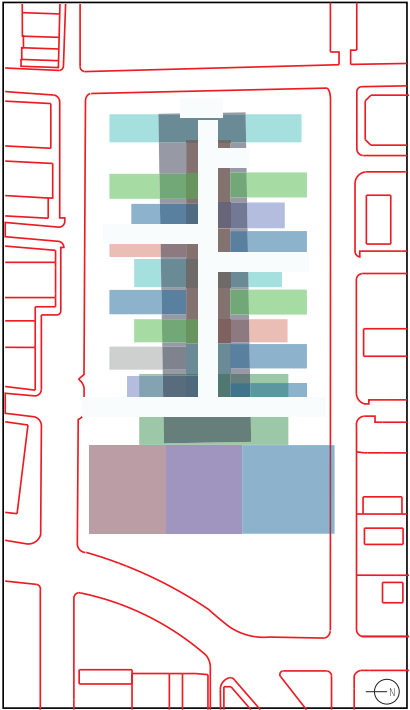


East Elevation

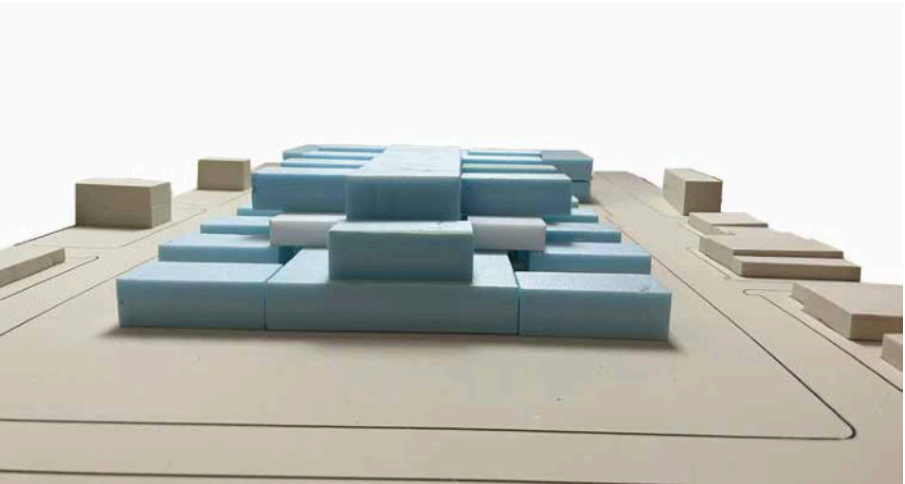
CONCEPT 11



Massing Site Model

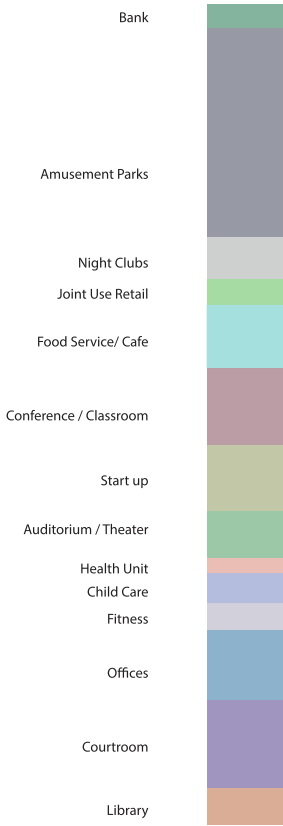


Massing Diagram

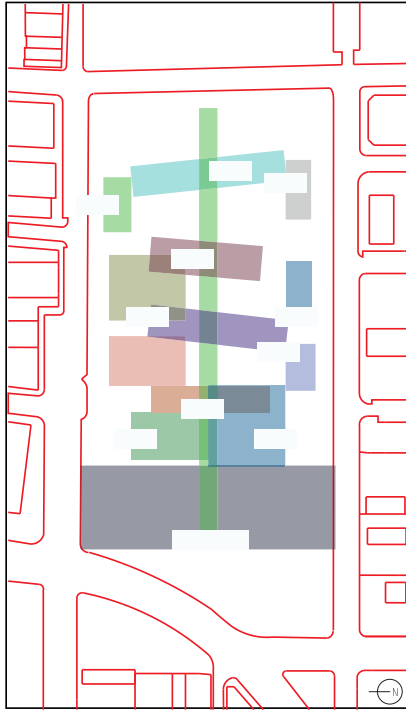


East Elevation

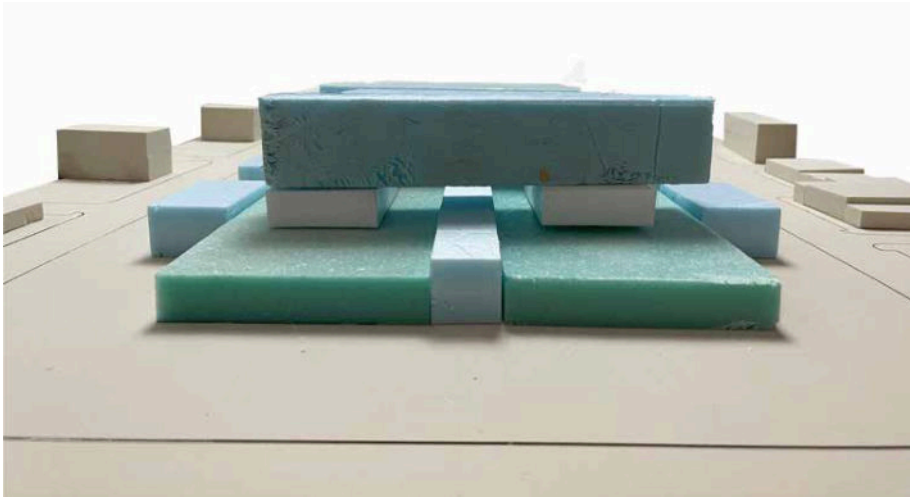
CONCEPT 12



Massing Site Model

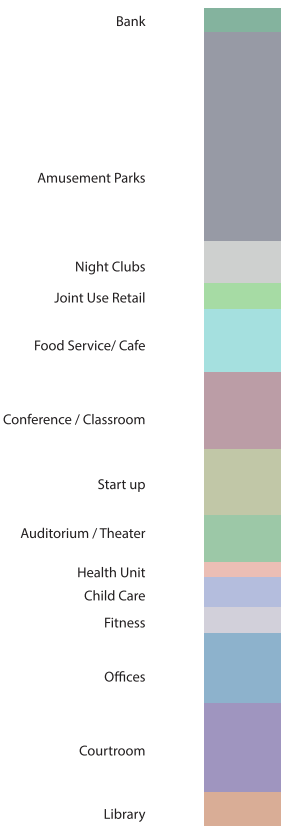


Massing Diagram

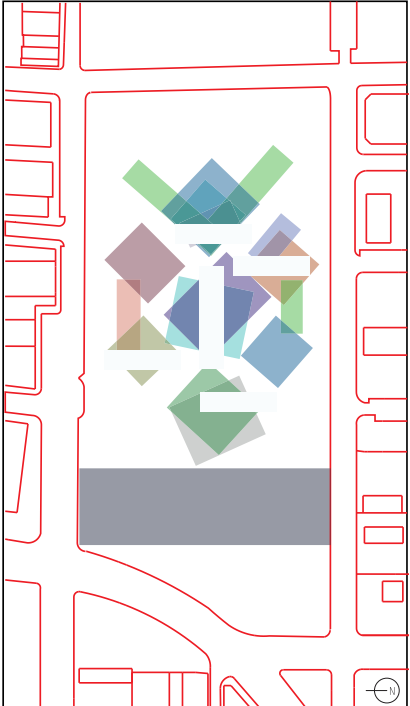


East Elevation

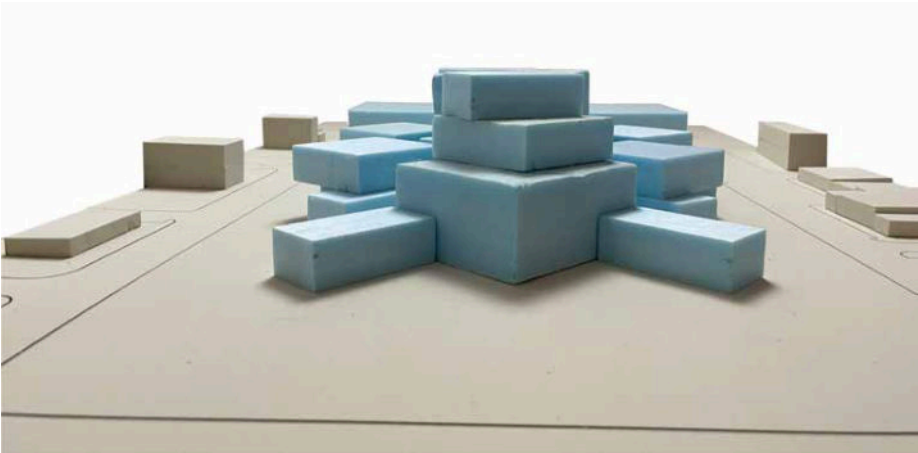
CONCEPT 13



Massing Site Model

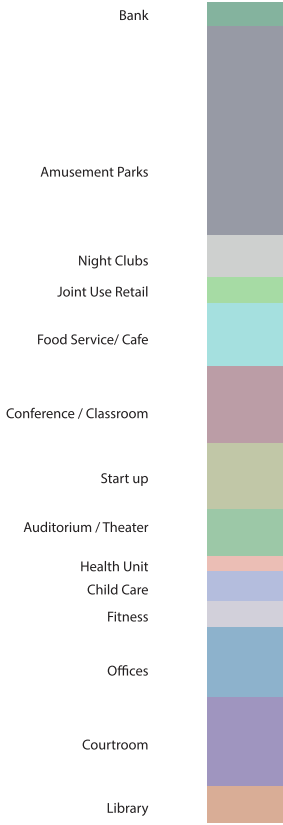


Massing Diagram

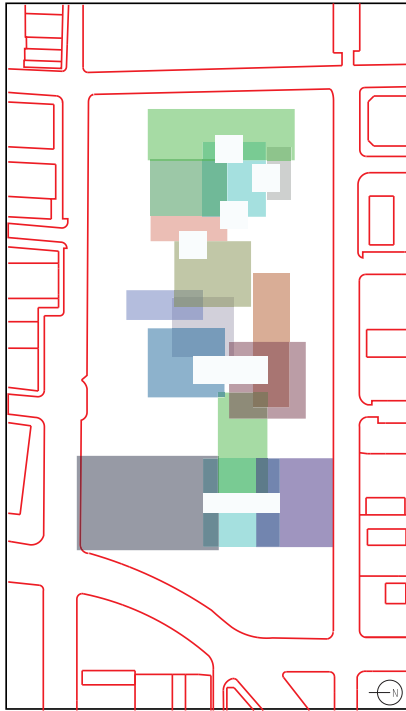


East Elevation

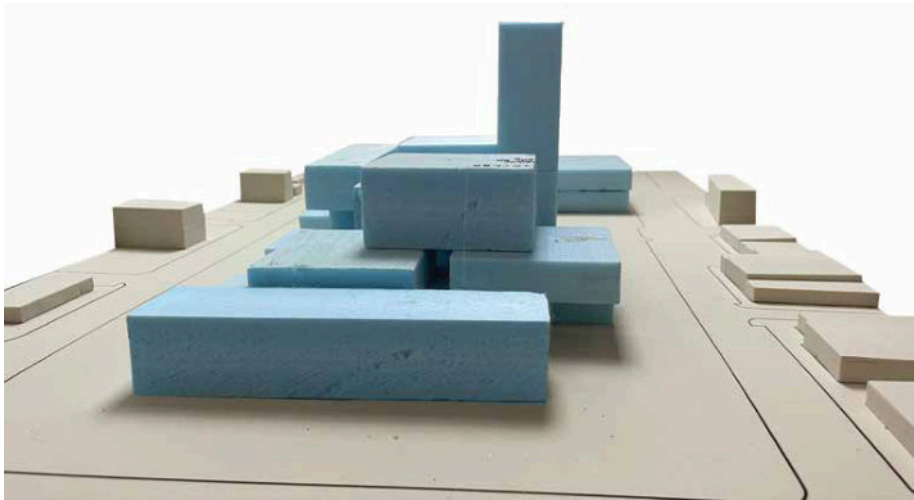
CONCEPT 14



Massing Site Model

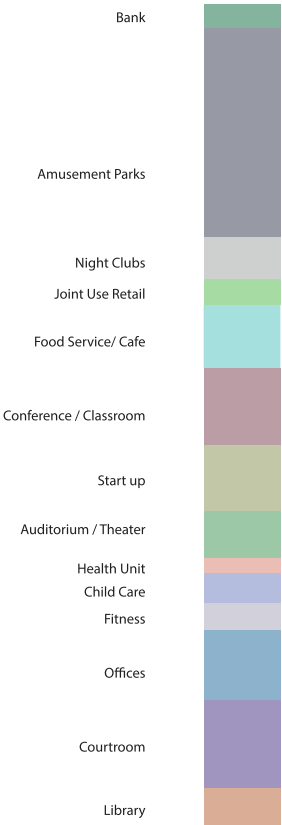


Massing Diagram

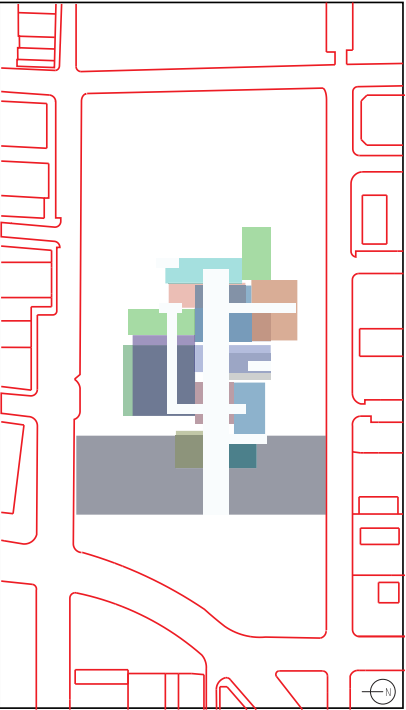


East Elevation

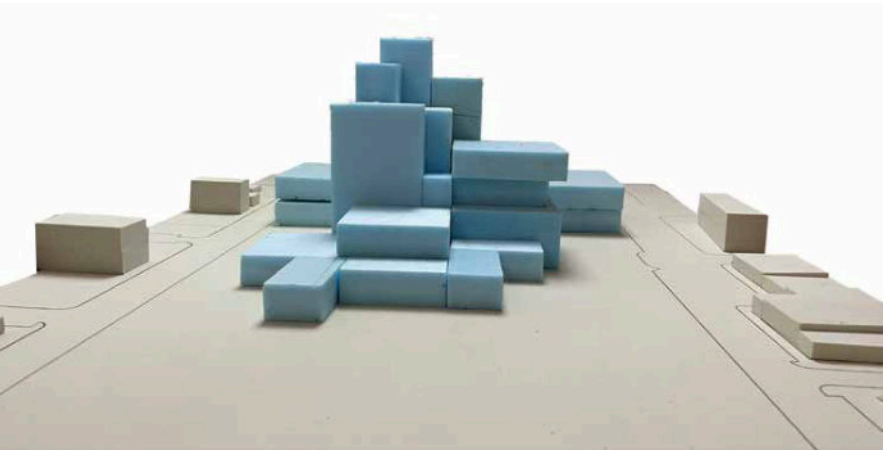
CONCEPT 15



Massing Site Model

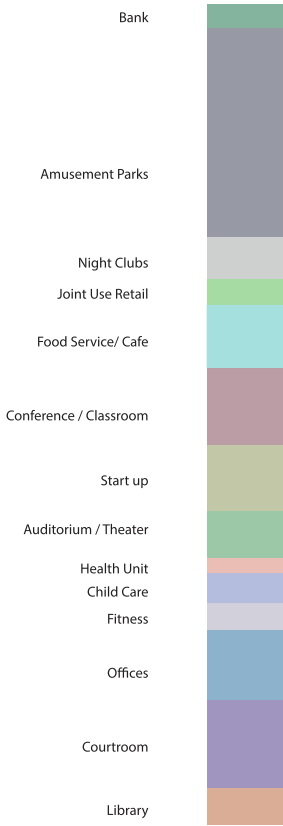


Massing Diagram

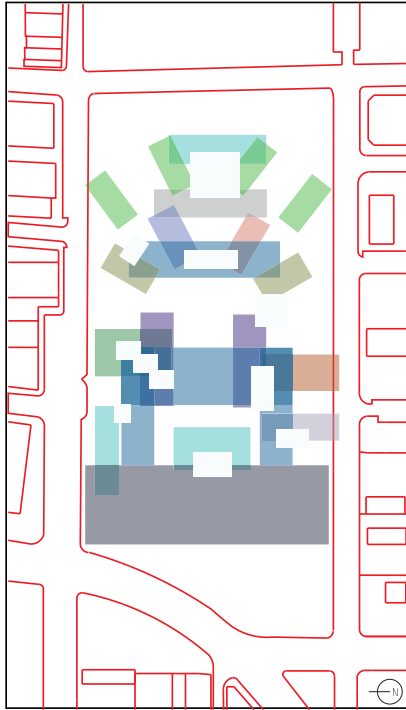


East Elevation

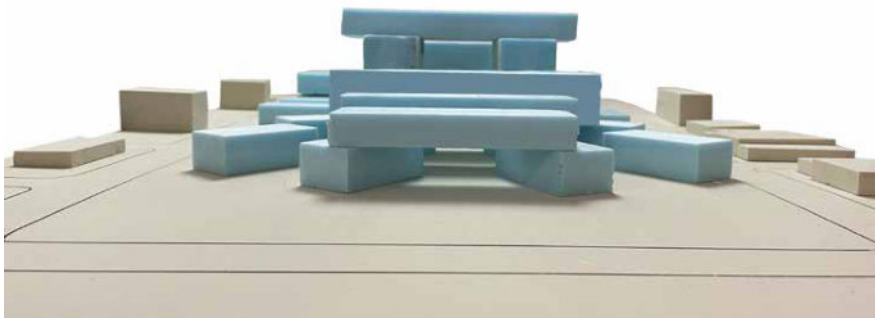
CONCEPT 16



Massing Site Model

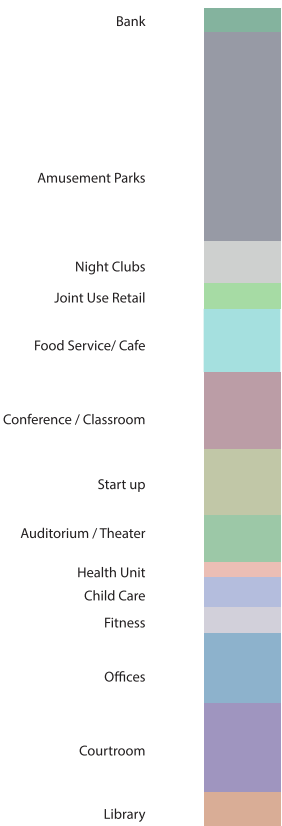


Massing Diagram

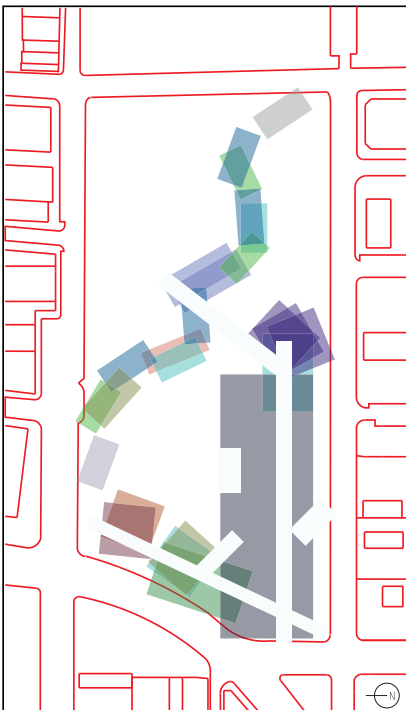


East Elevation

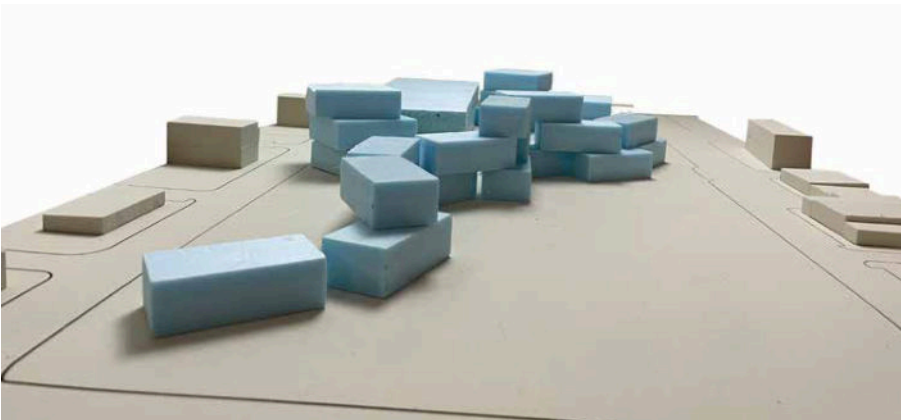
CONCEPT 17



Massing Site Model

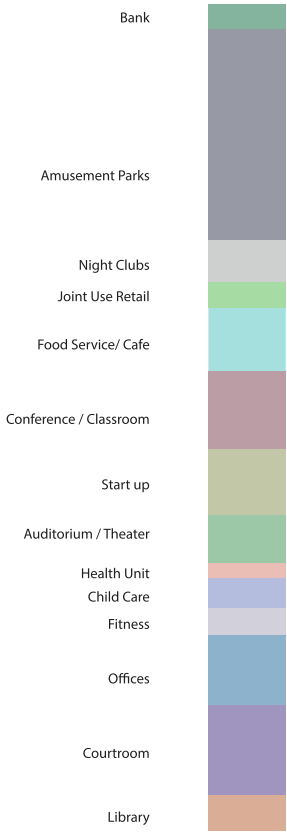


Massing Diagram

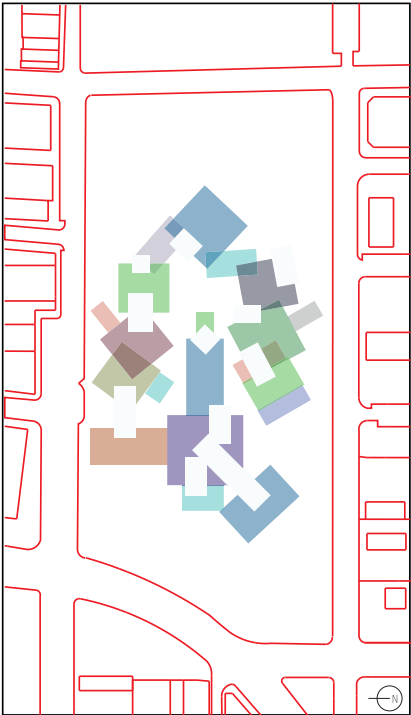


East Elevation

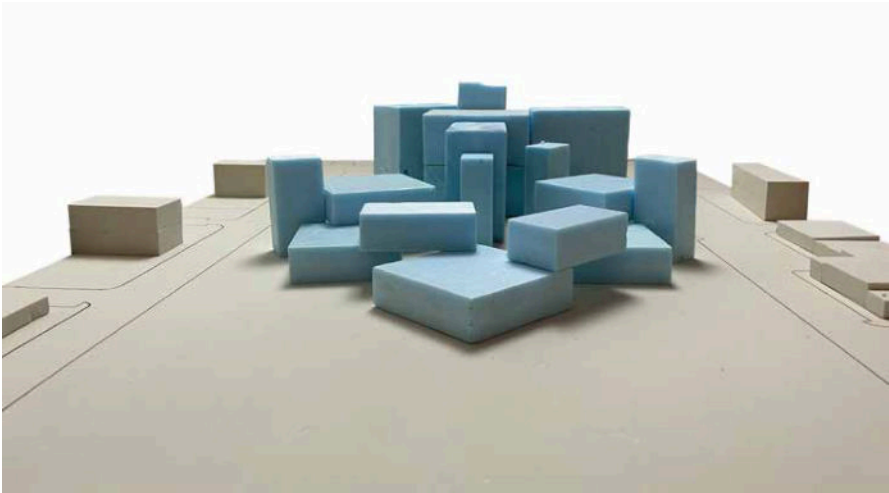
CONCEPT 18



Massing Site Model

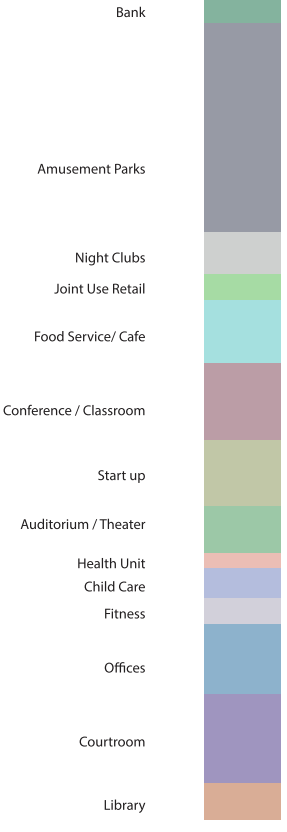


Massing Diagram

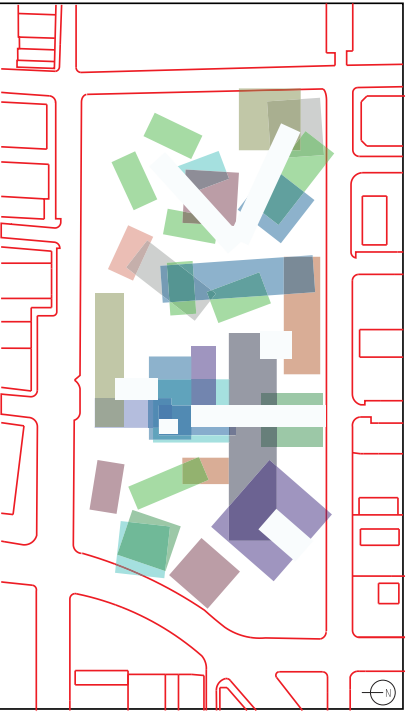


East Elevation

CONCEPT 19



Massing Site Model

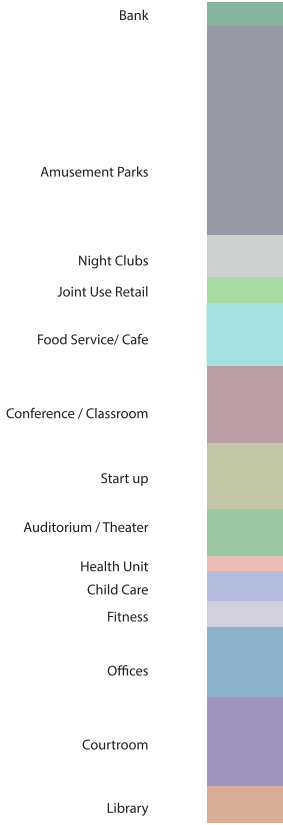


Massing Diagram

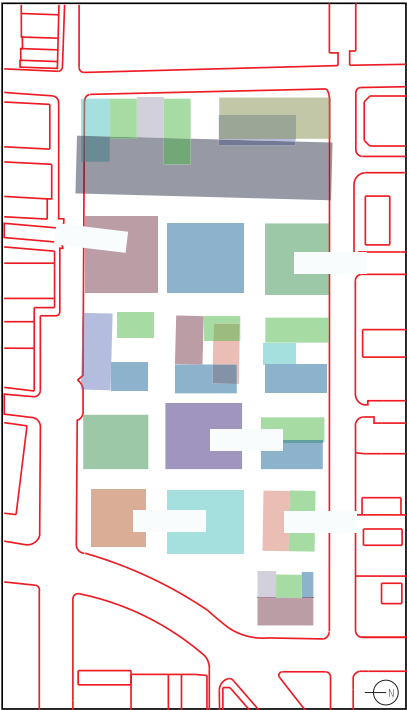


East Elevation

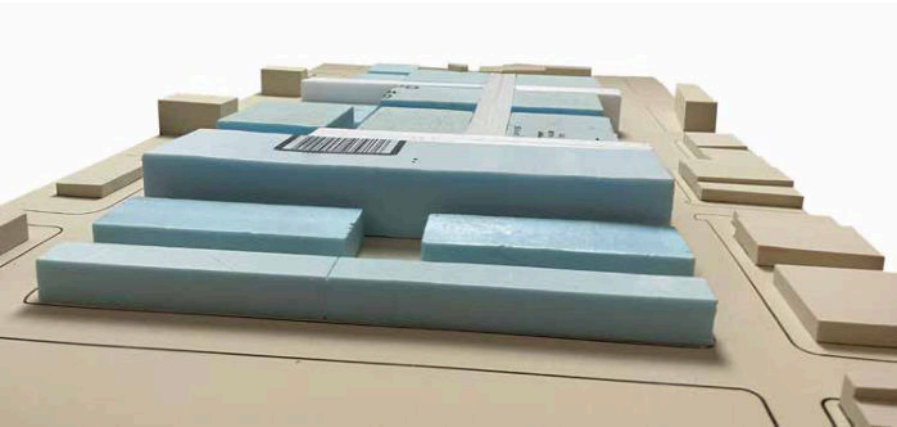
CONCEPT 20



Massing Site Model

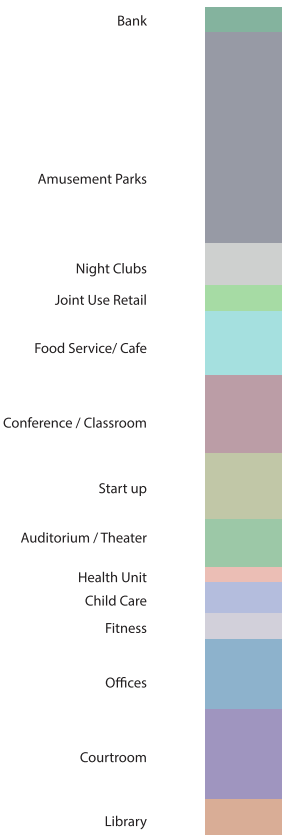


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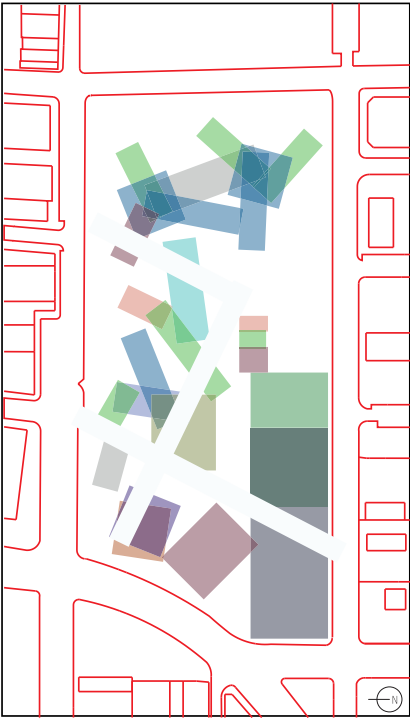


East Elevation

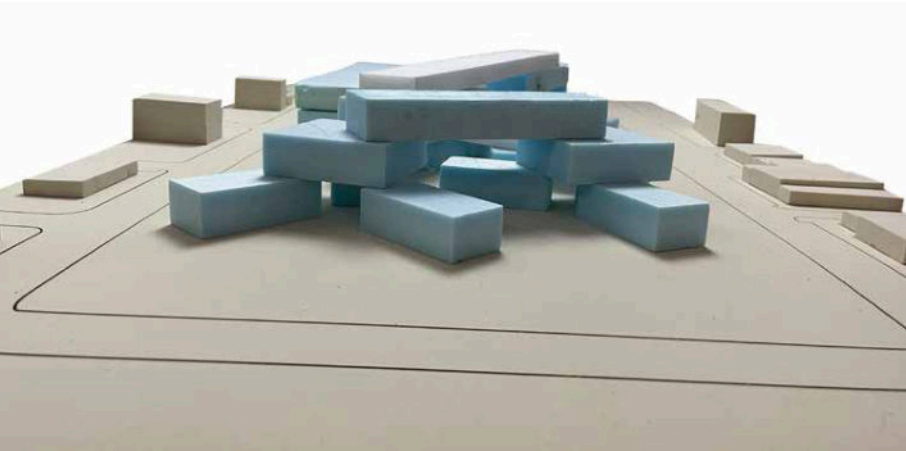
CONCEPT 21



Massing Site Model

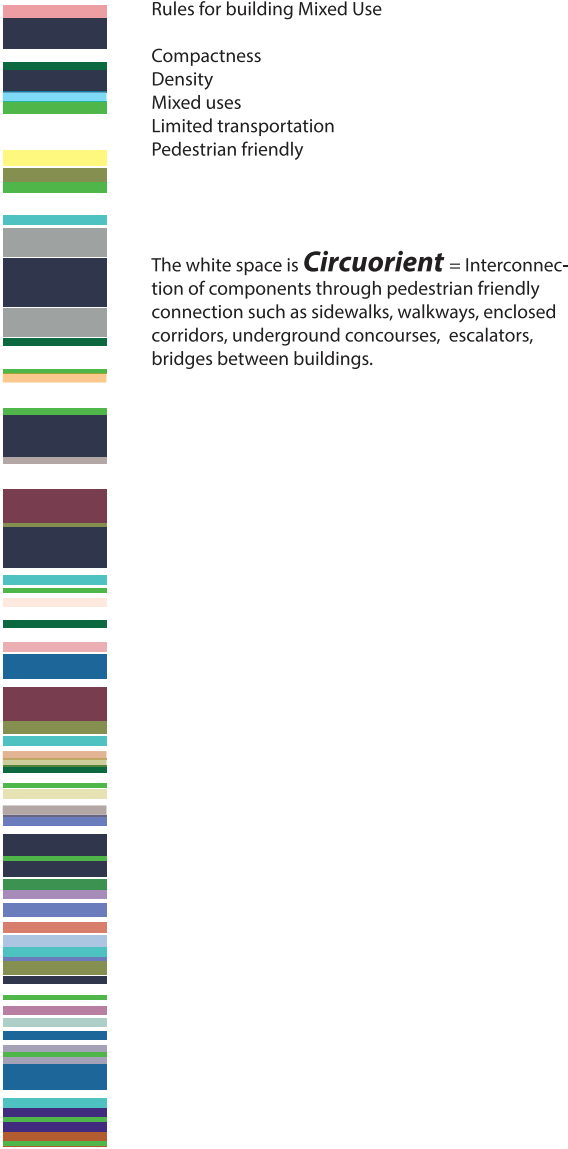


Massing Diagram

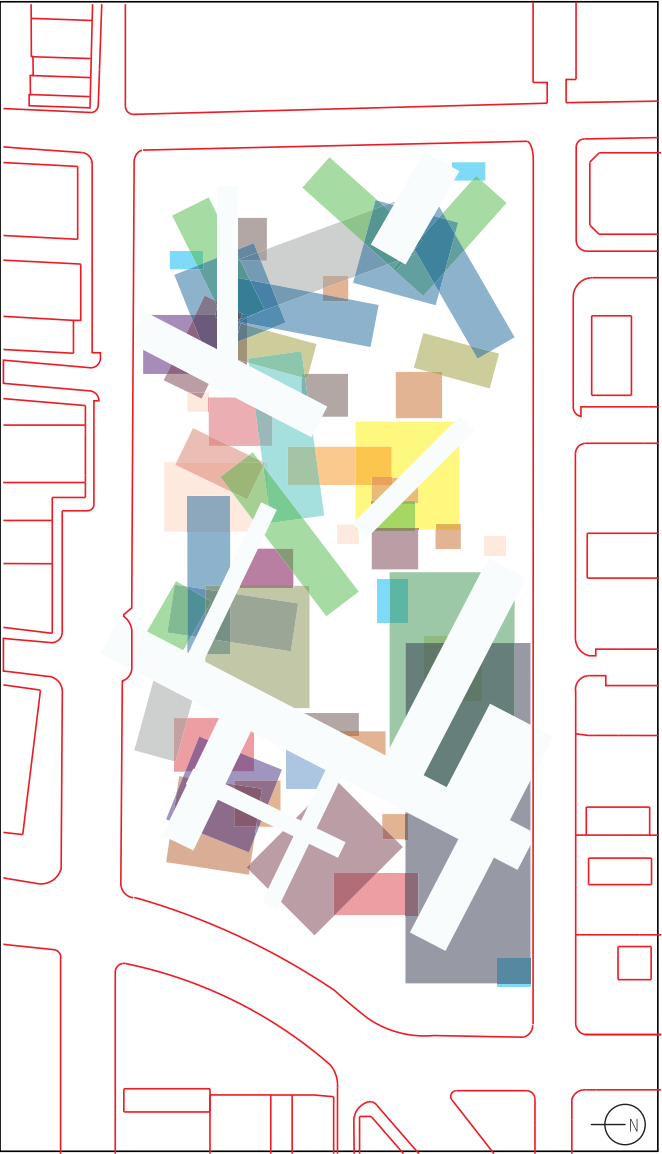


East Elevation

Program Diagram Analysis



CONCEPT 21

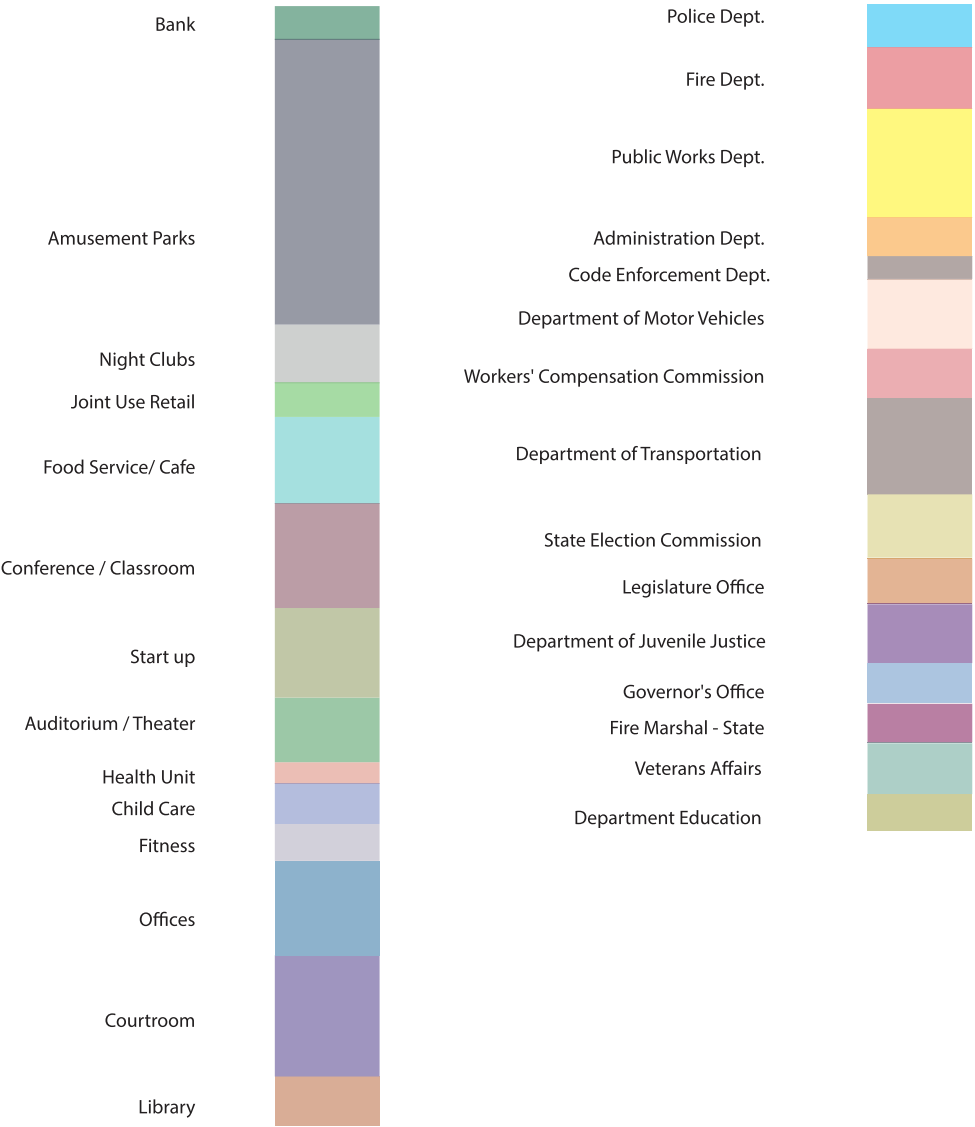


Massing Diagram

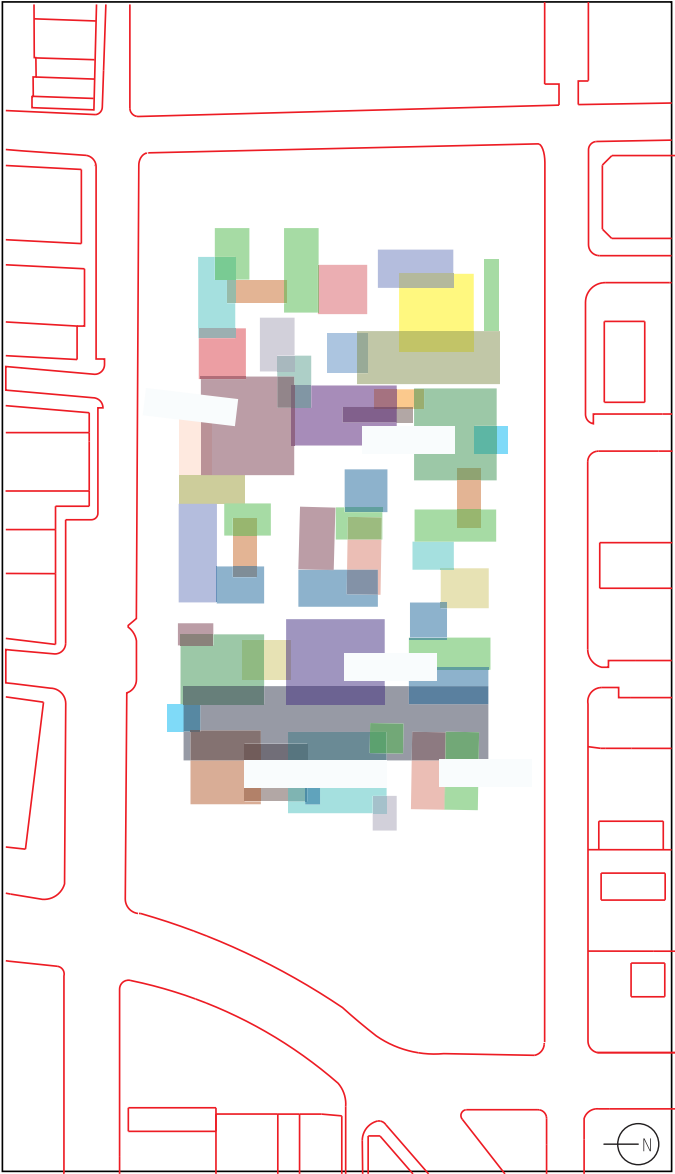
CONCEPT 22



CONCEPT 23



CONCEPT 24

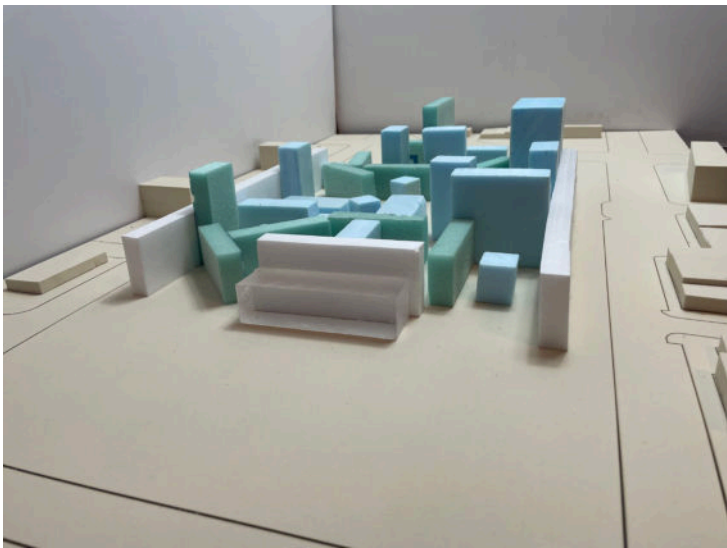
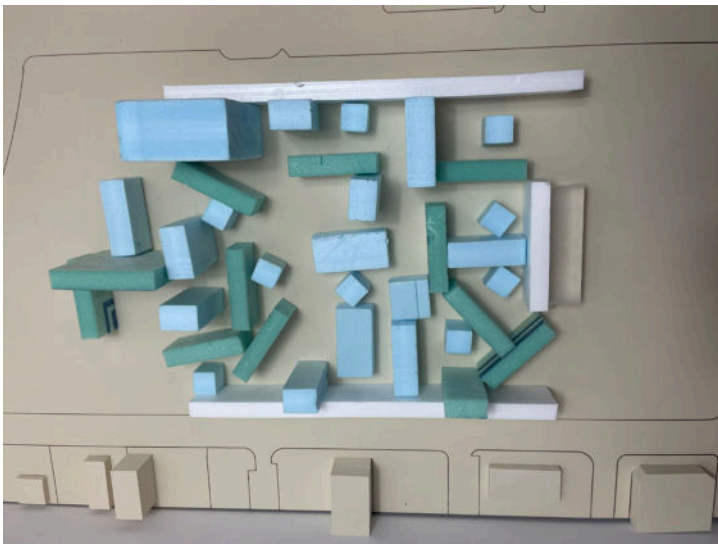
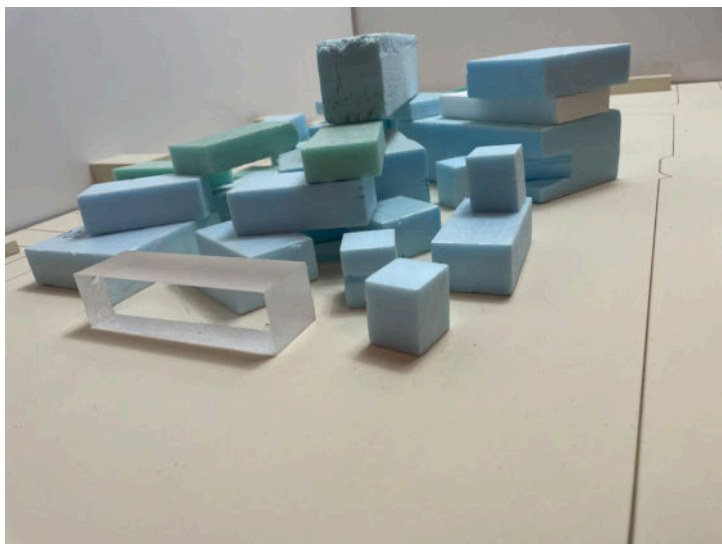
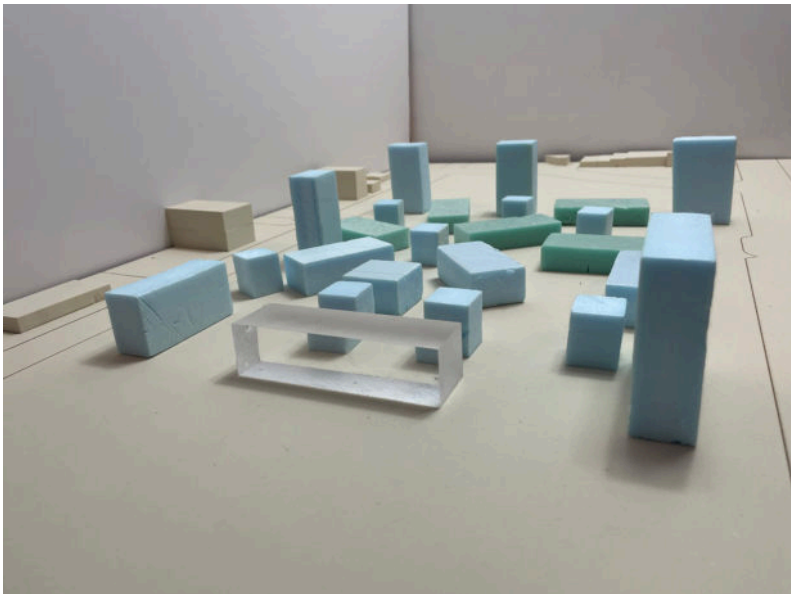
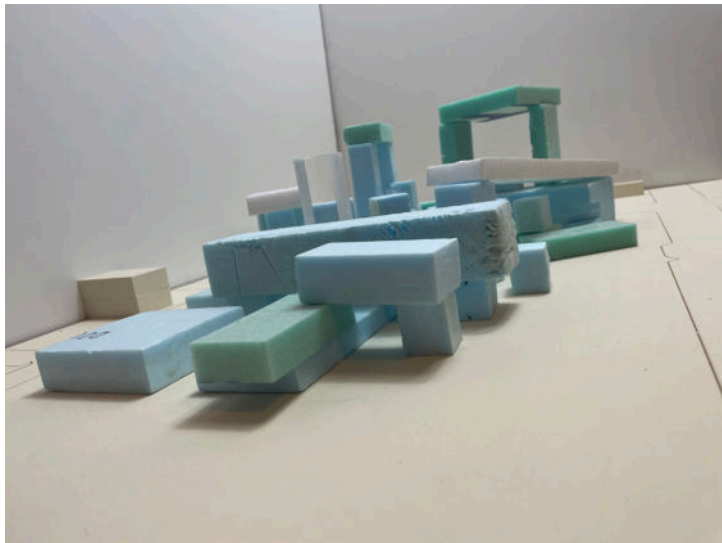


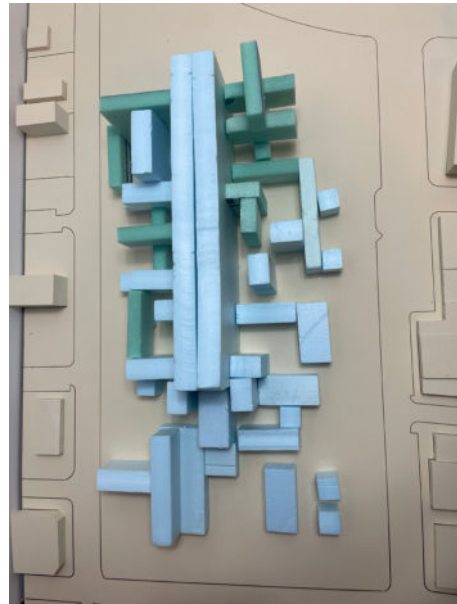
Massing Diagram

2.00 Thesis Project	2.01 Design Process
2.02 Site Plan	2.03 Floor Plans
2.04 Building Sections - Cross & Transverse	2.05 Elevations
2.06 Wall Section	2.07 Partial Elevation
2.08 Four Building Details	2.09 Sustainability
2.10 Egress & Access Diagrams	2.11 Structural Diagrams
2.12 Mechanical Diagrams	2.13 Building Section important sublc space

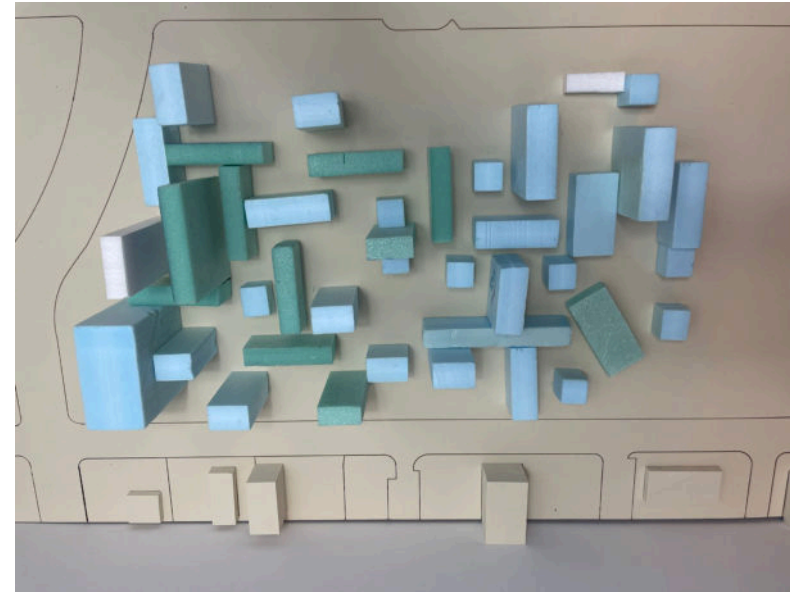
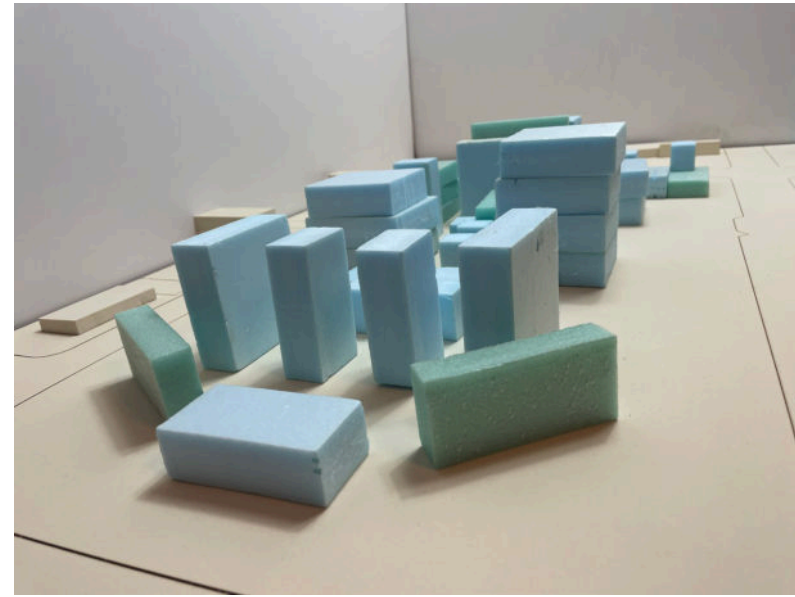
Development of Massing Models

Massing models exploring spacial areas of mix programs.

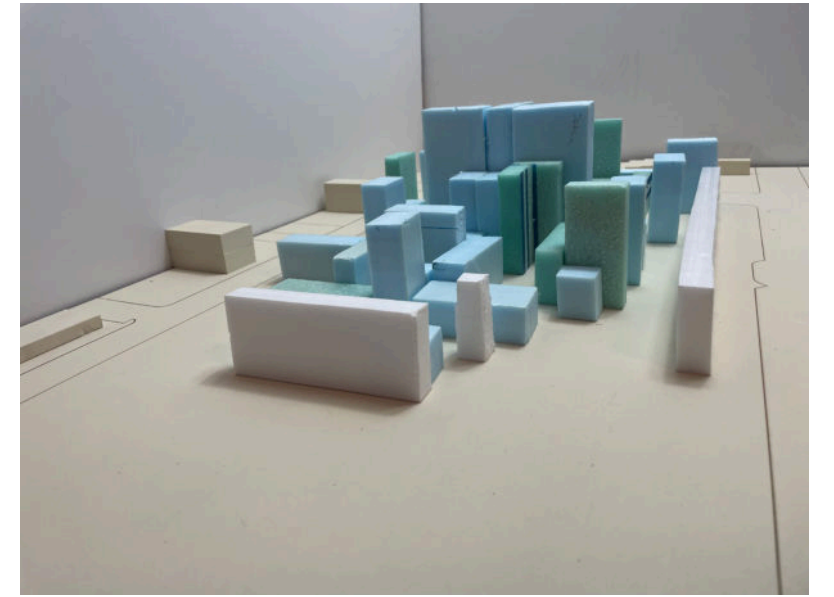




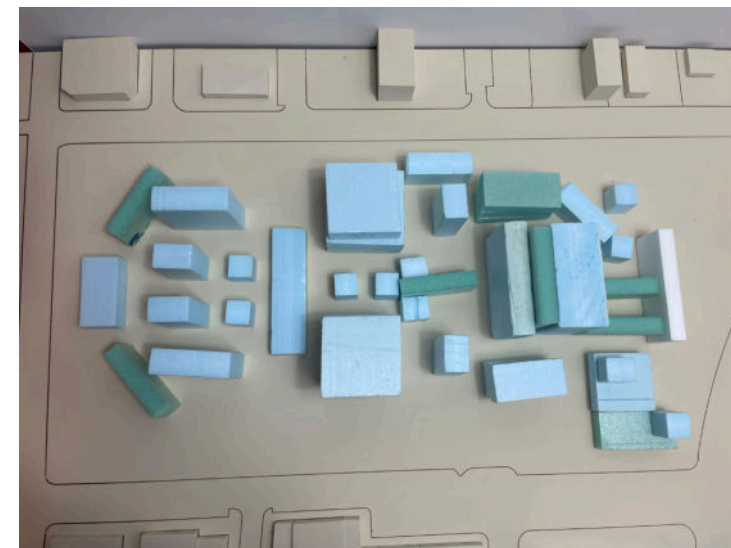
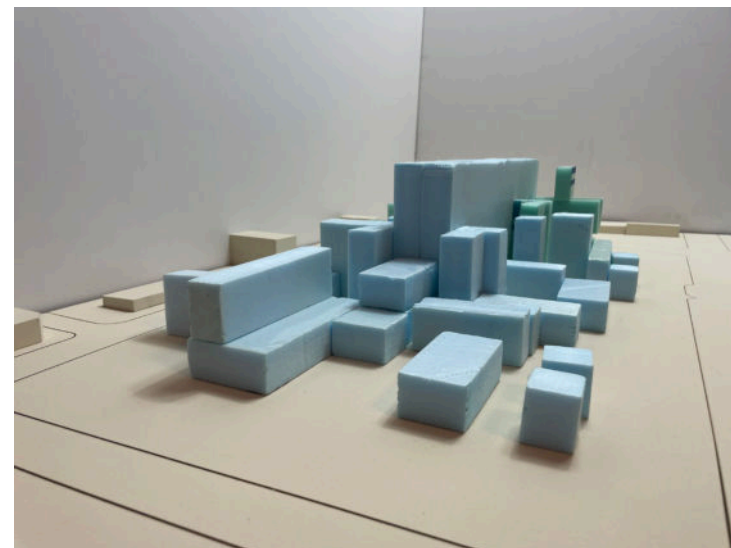
Concept -01



Concept -03

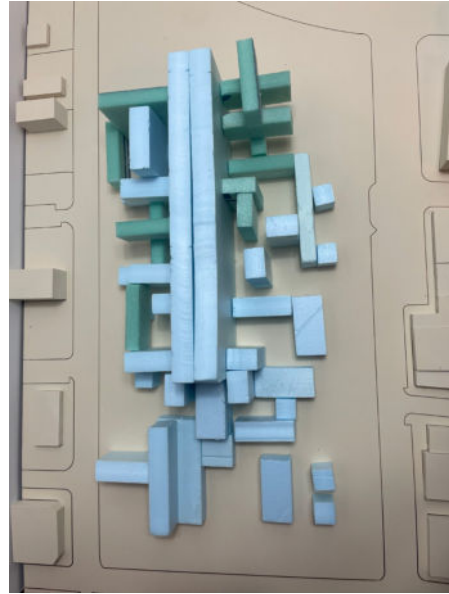


Concept -02

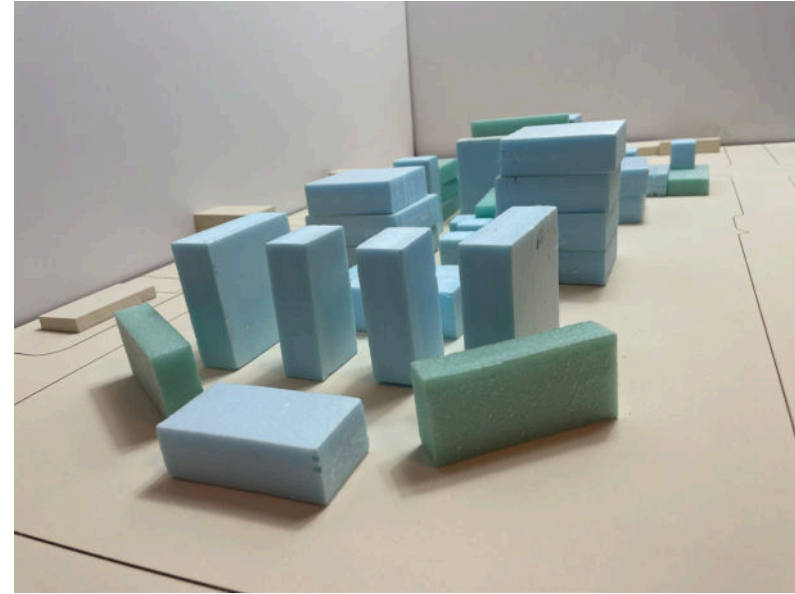


Concept -04





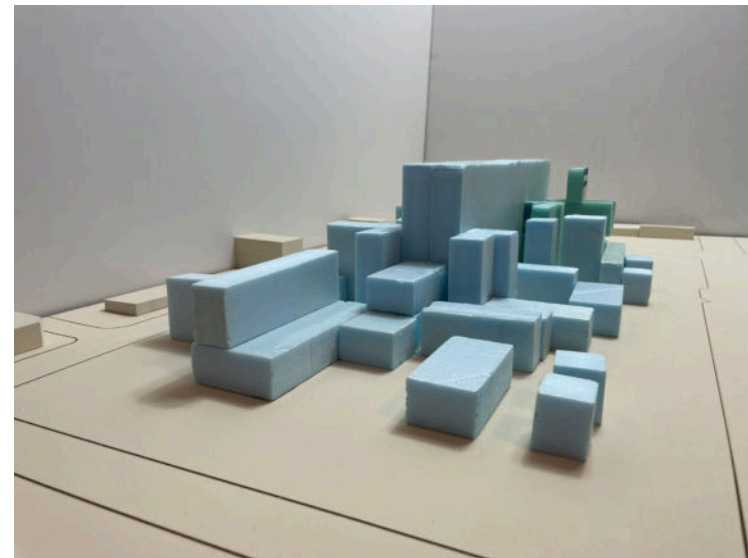
Concept -05



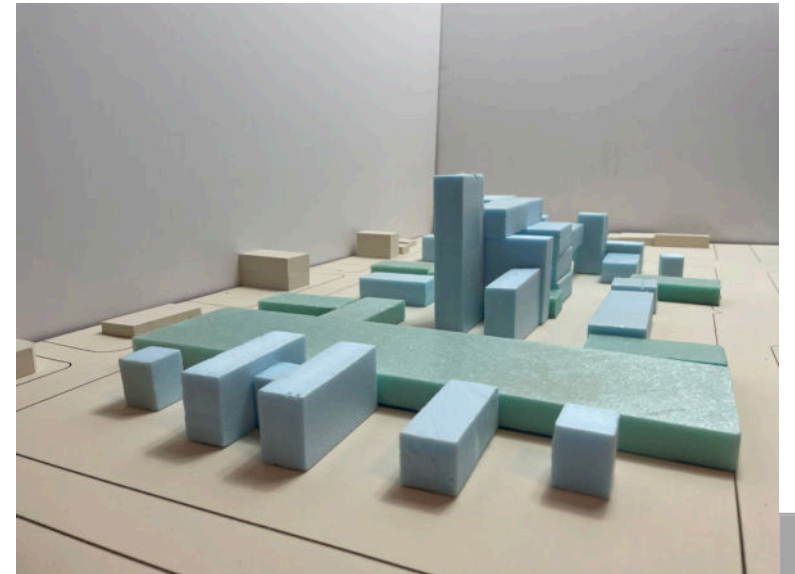
Concept -07



Concept -06



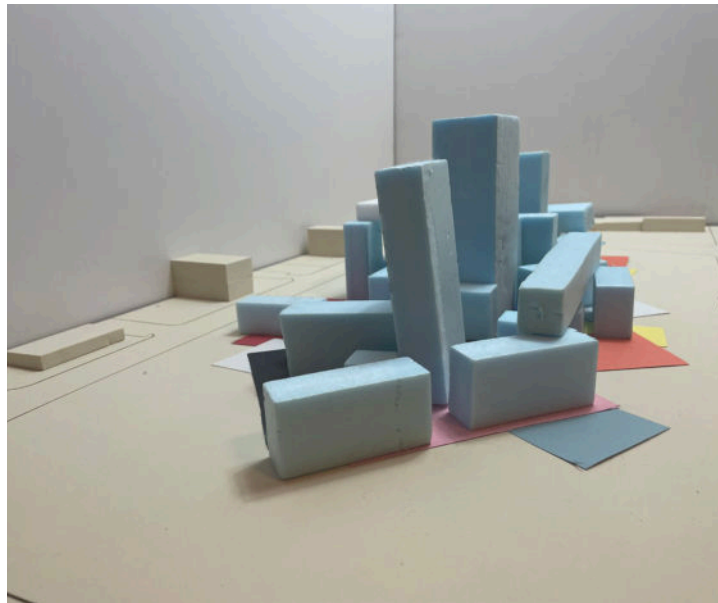
Concept -08



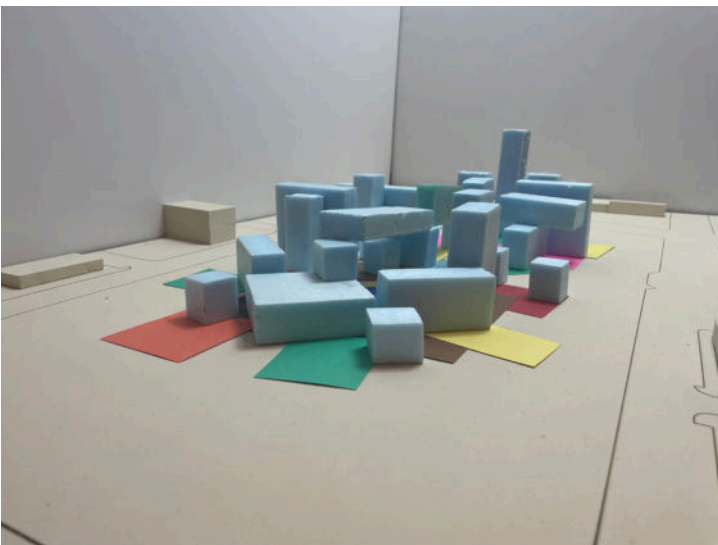
Massing models
exploring Circuorient
while the color coded
paper indicates the
programs.



Concept -09



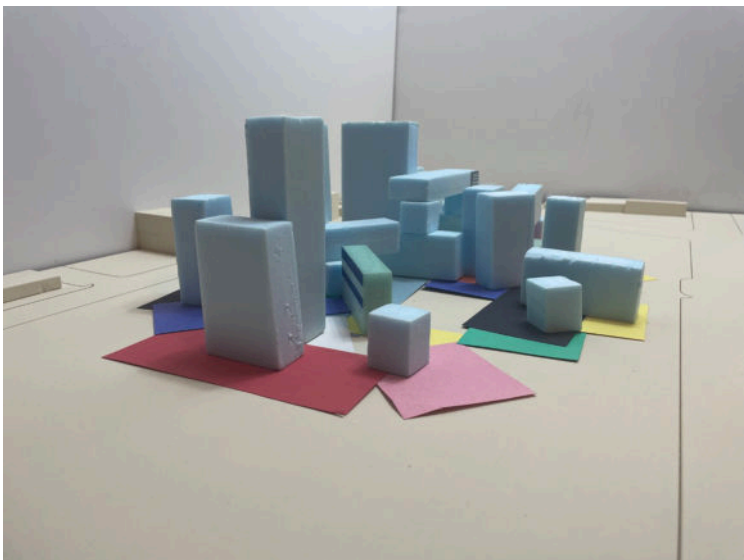
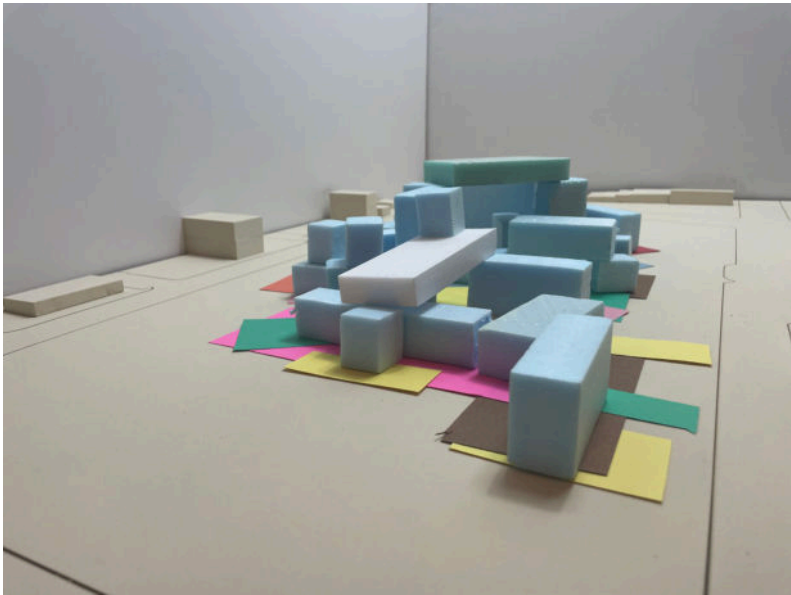
Concept -10

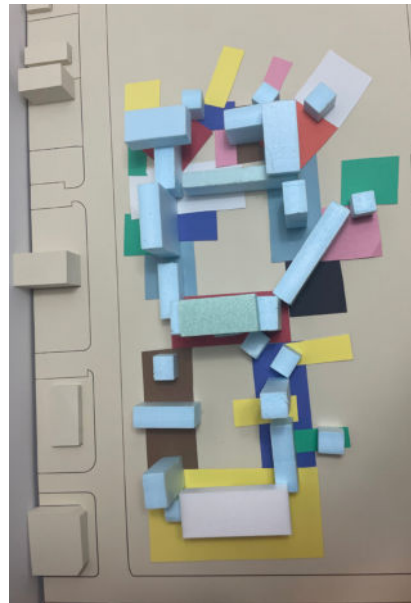


Concept -11

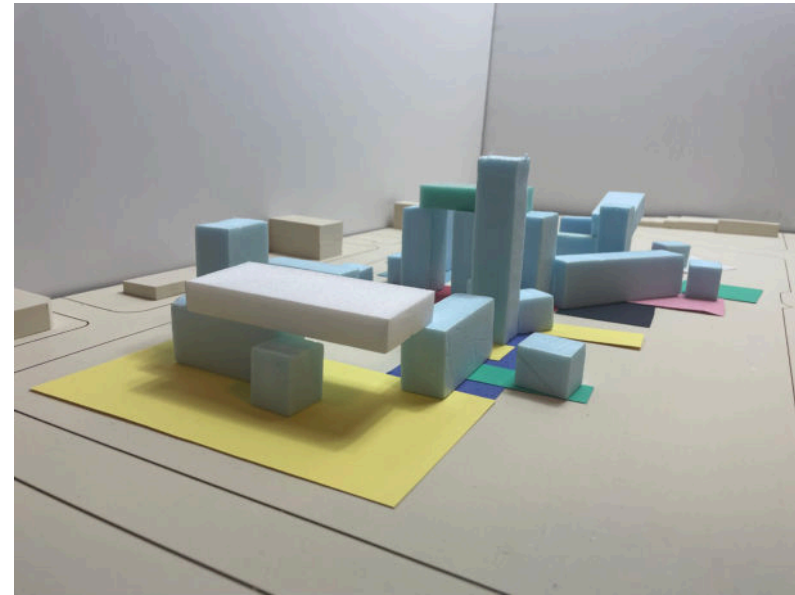


Concept -12

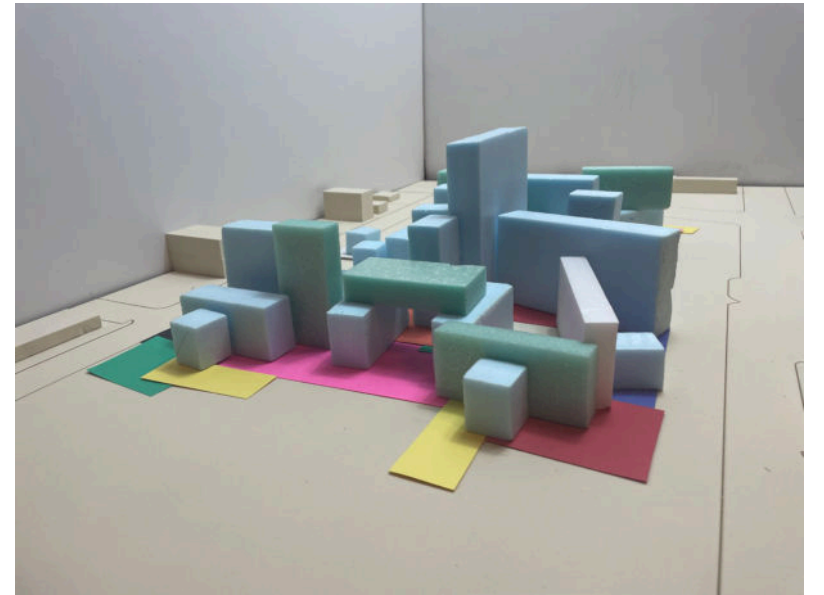




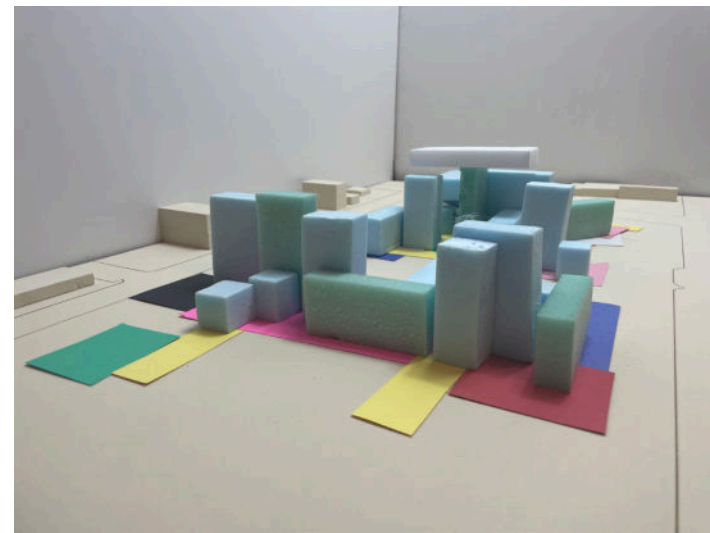
Concept -13

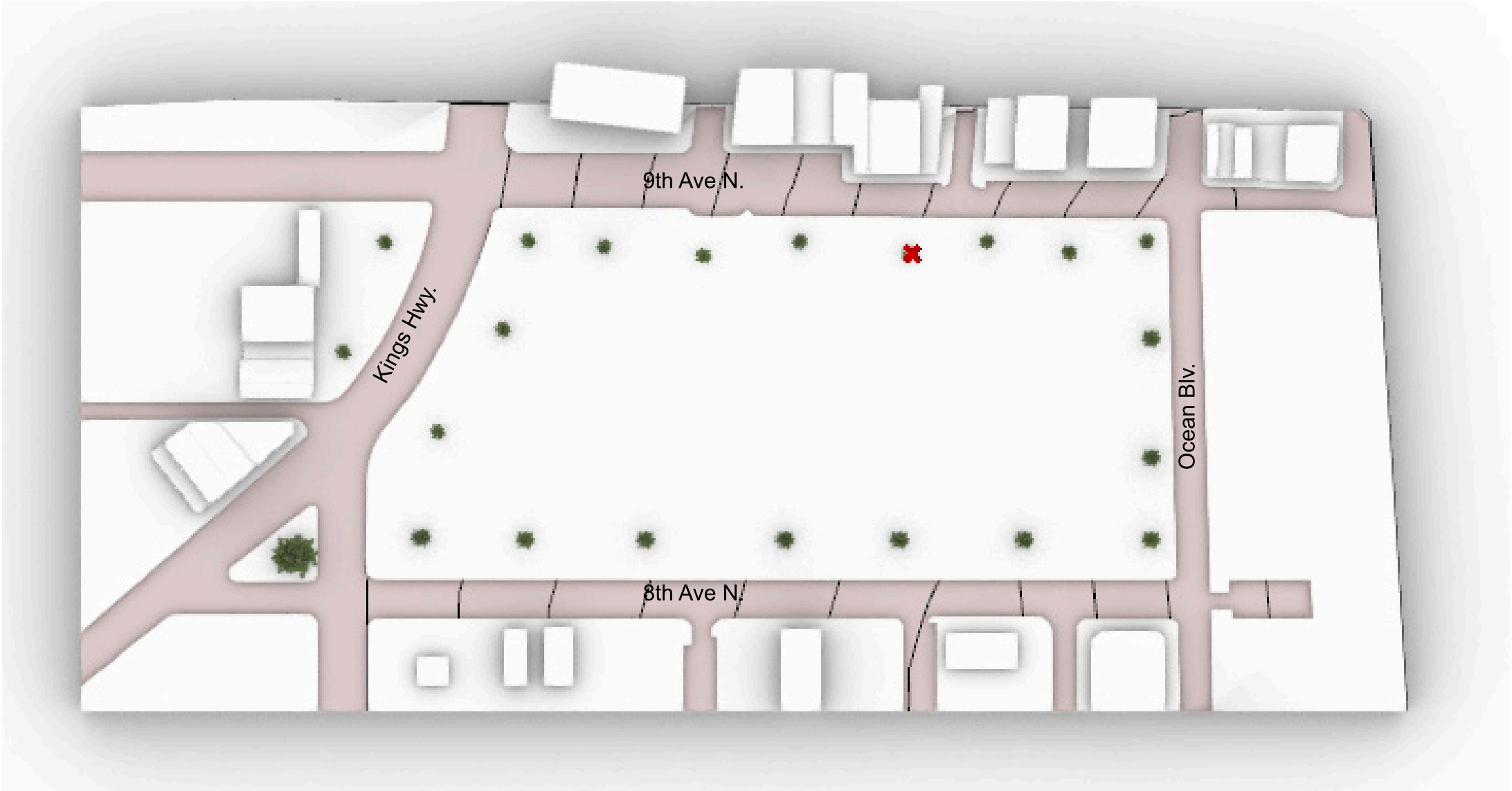


Concept -15



Concept -14



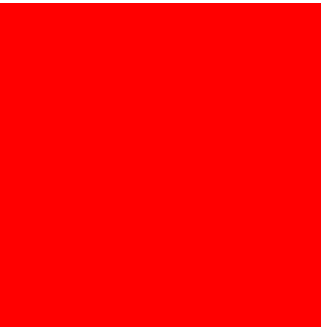
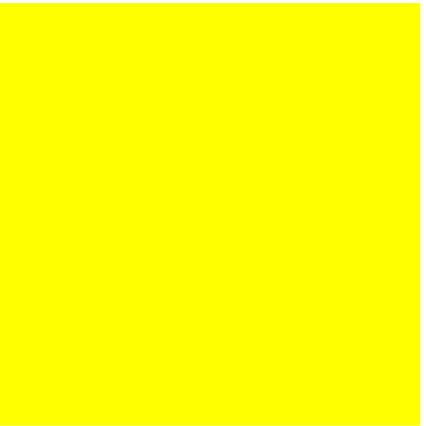


COMPUTATIONAL PROCEDURE

CONCEPT

Geometry defined by shape of the lot.
Populate the geometry by number count 0 > 500 programs,
Points number count 1 > 300, inflates the number of location where
voids can connect. Grouping the voids inside of the programs
shape by a factor -20 >100. This creates area of circuoient that
is scaled by percentage factor. The geometry is then combined to
create the final shape of the structure by subtracting the voids from
the solids.

Programs Sizes



Proportion

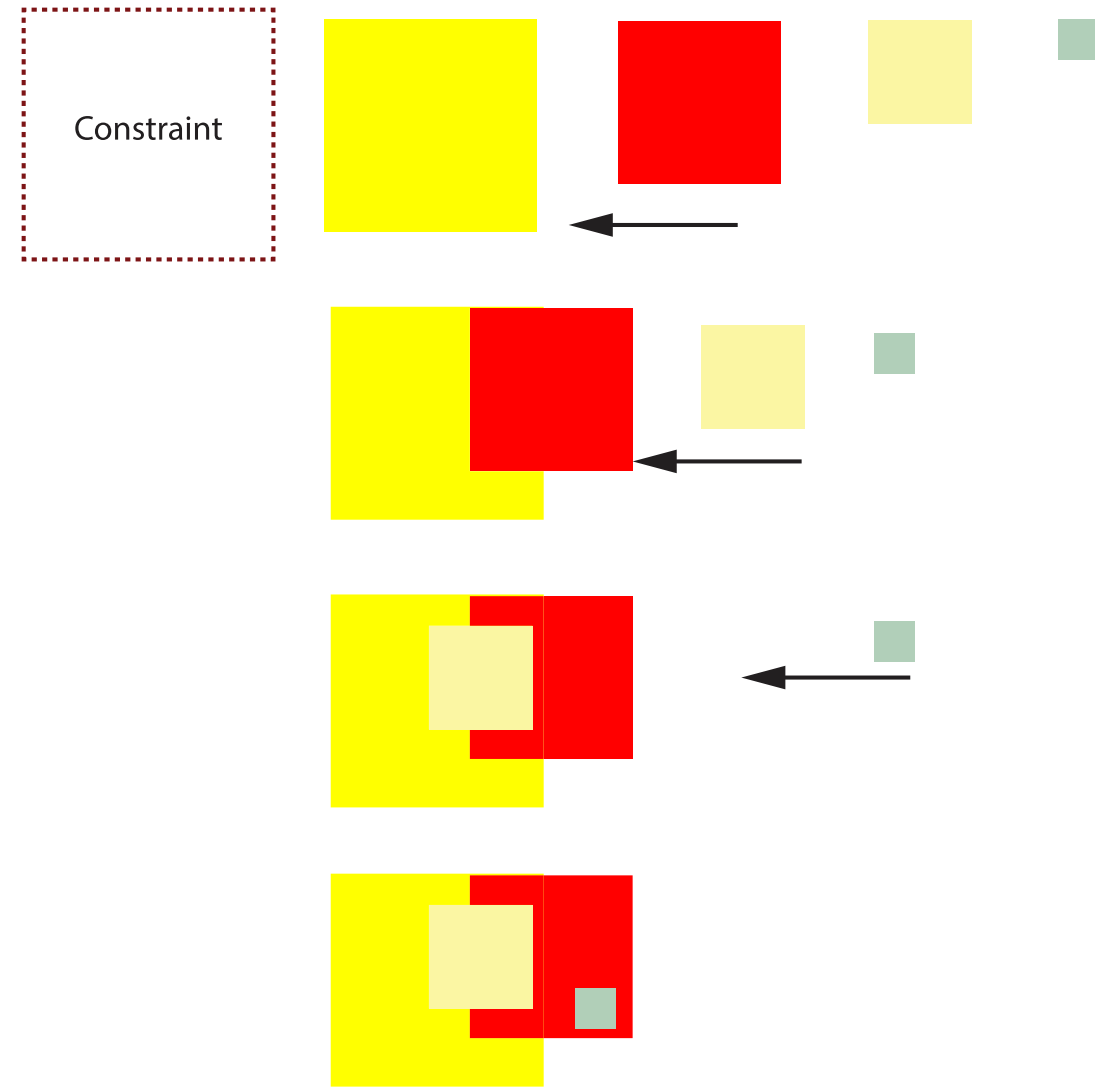
2/3 of Goverment

1/4 of Goverment
1 1/2 of Commercial

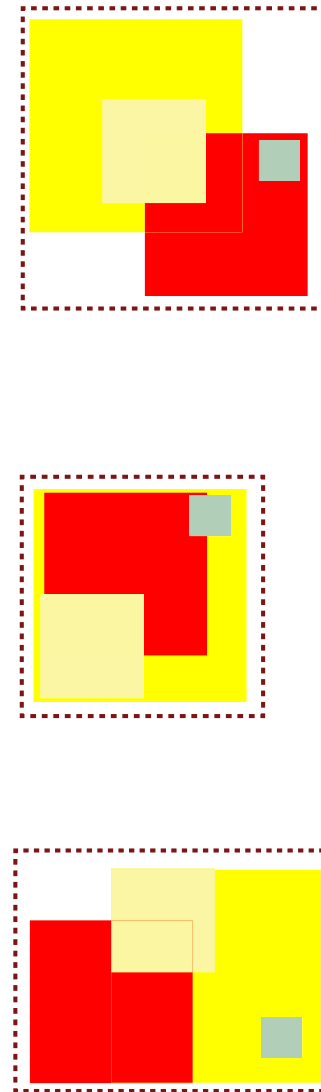
1/25 of Government
1/16 of Commercial

- Government
- Circuoient
- Private Space
- Commercial

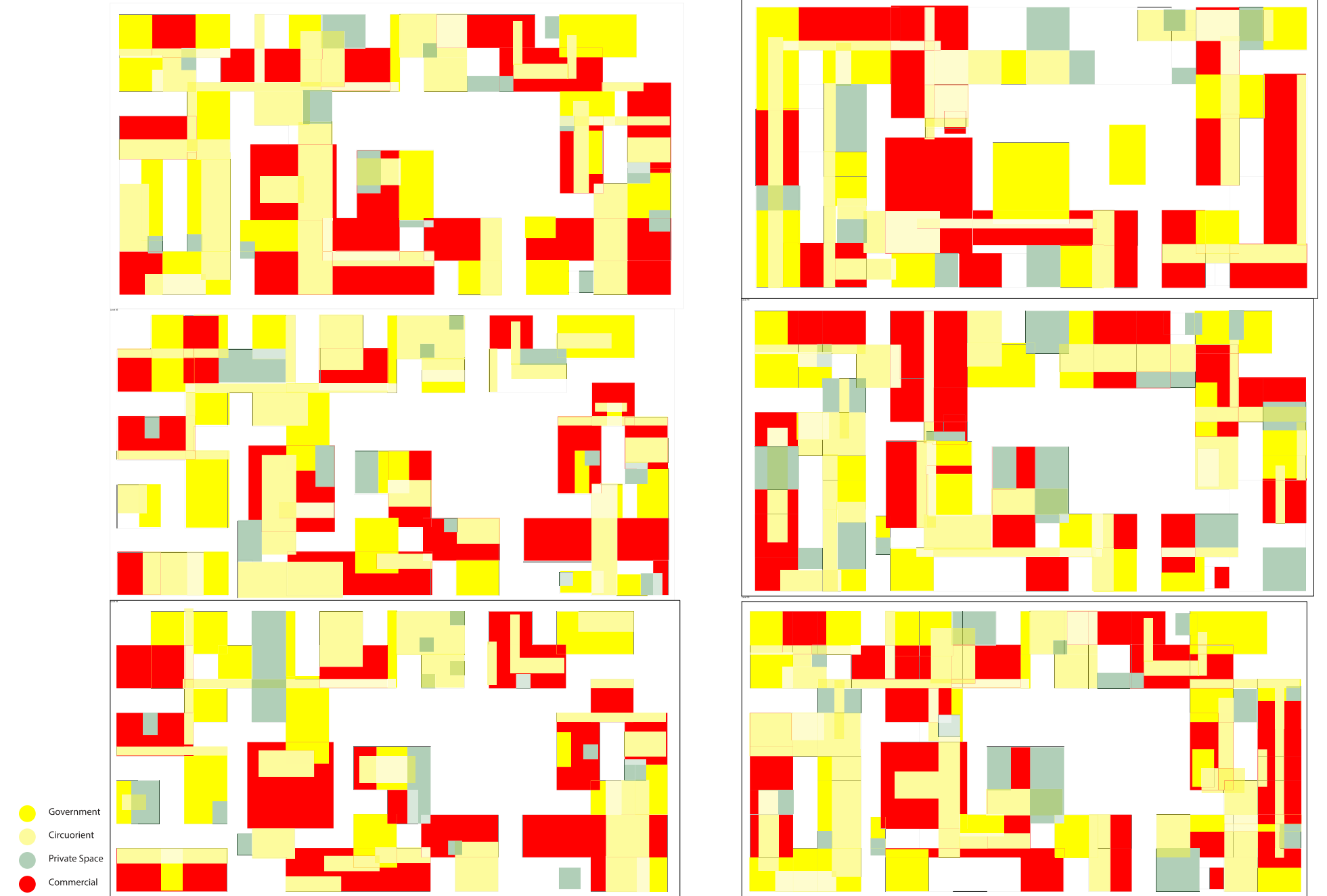
Program Collision Diagram

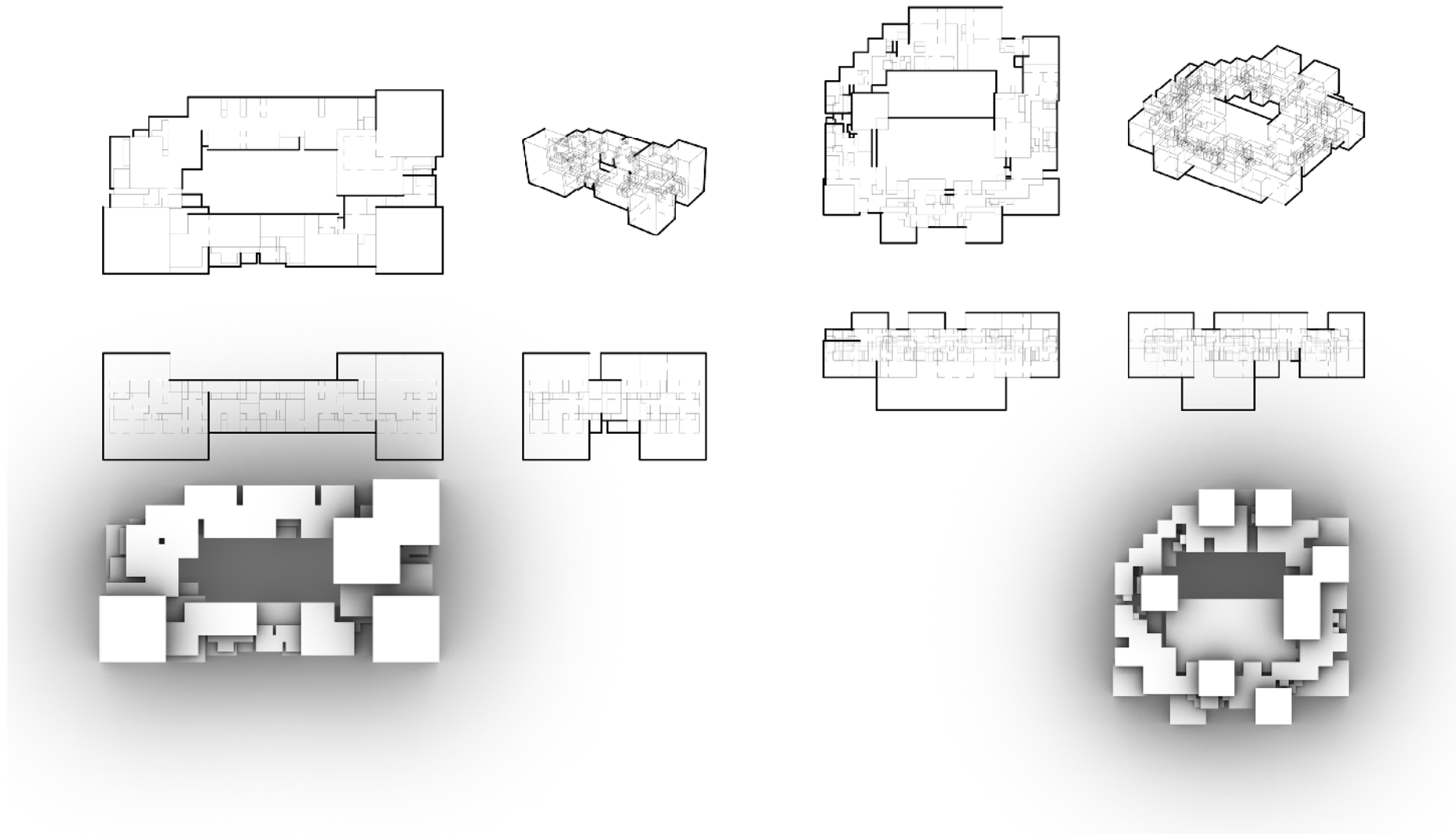


Result of Collision
based off porportions



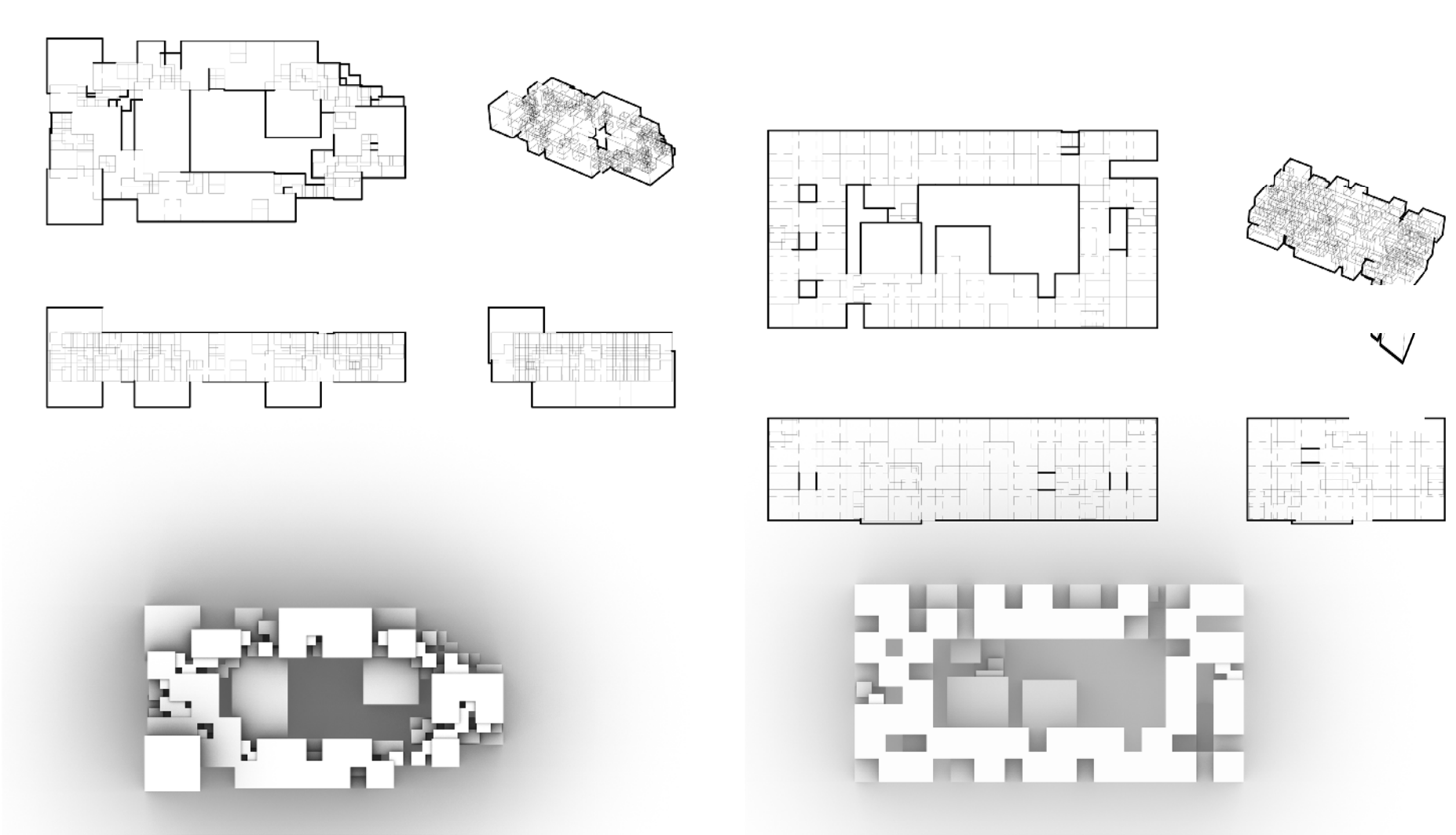
Circuorient Diagrams





CONCEPT 01

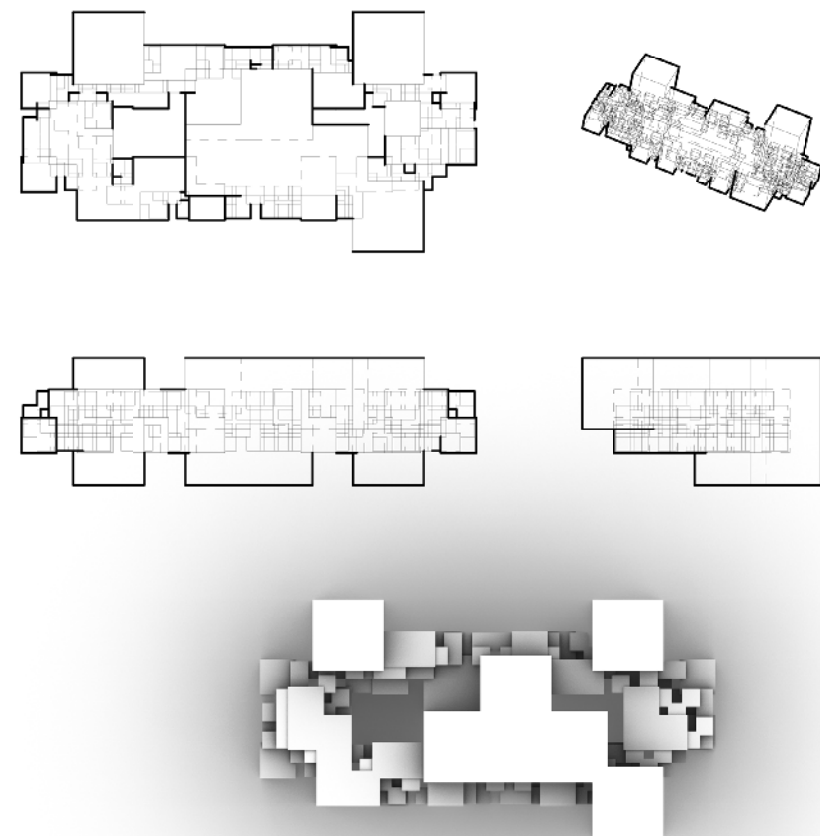
CONCEPT 02



CONCEPT 03

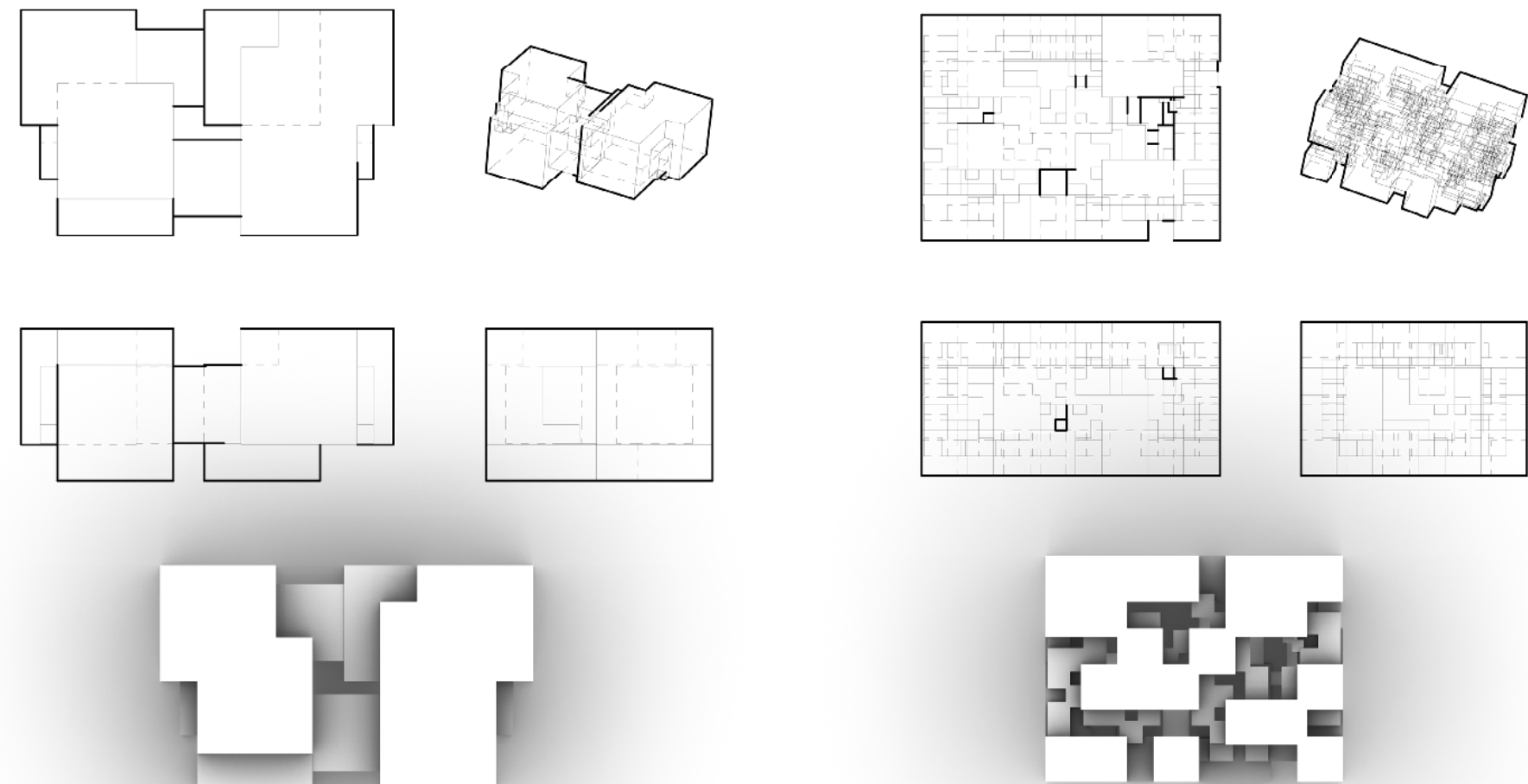
CONCEPT 04

Study Models

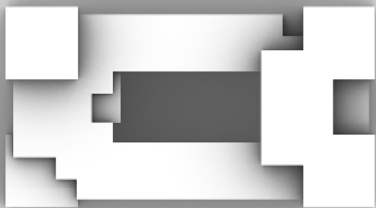
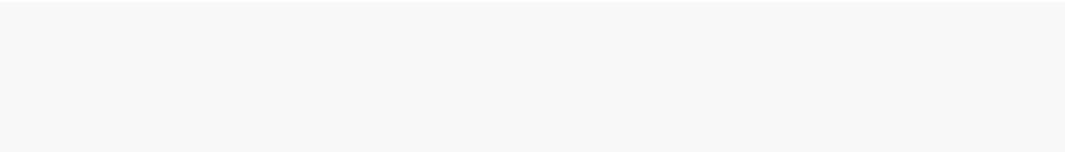


CONCEPT 05

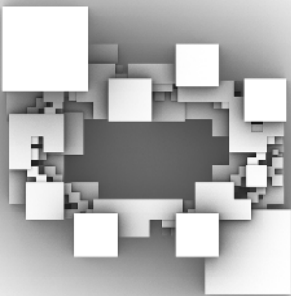
Study Models



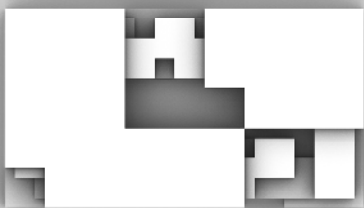
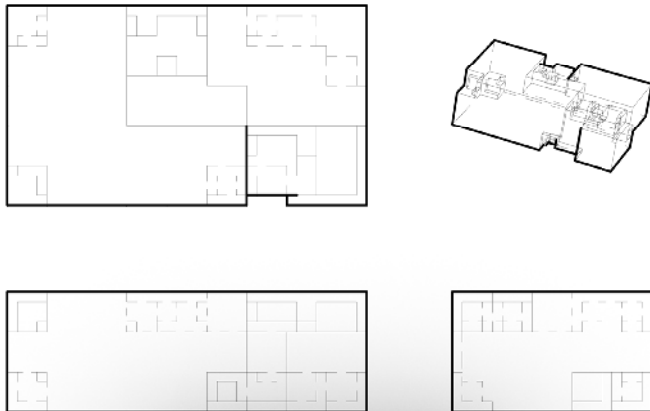
CONCEPT 08



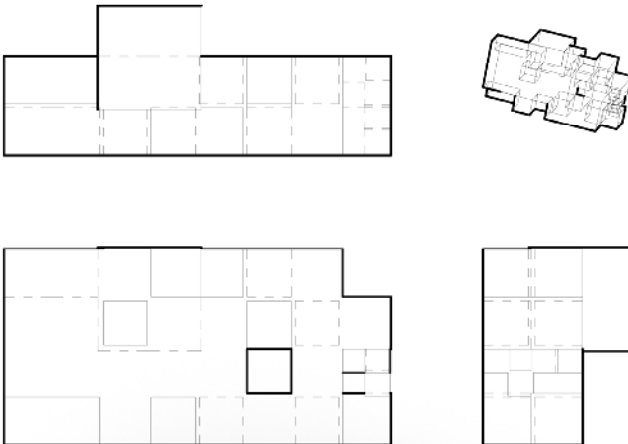
CONCEPT 09



CONCEPT 10



CONCEPT 11



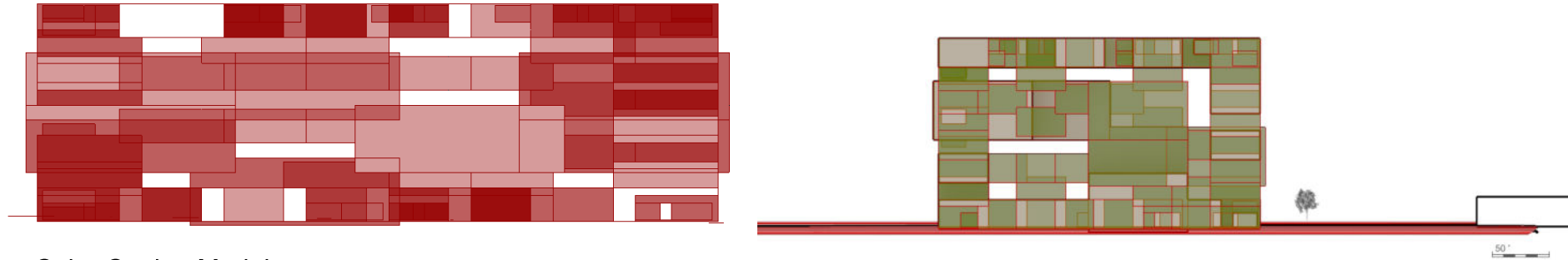
CONCEPT 12



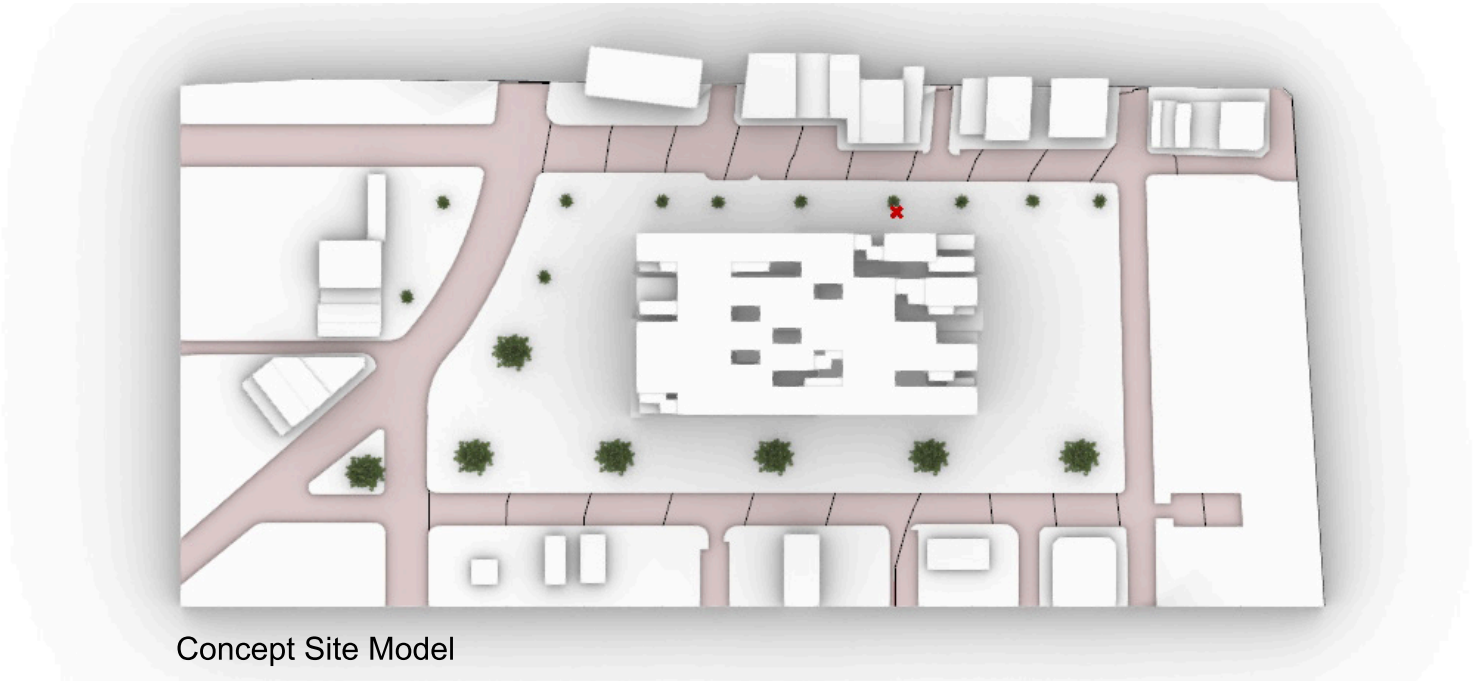
CONCEPT 13



CONCEPT 14



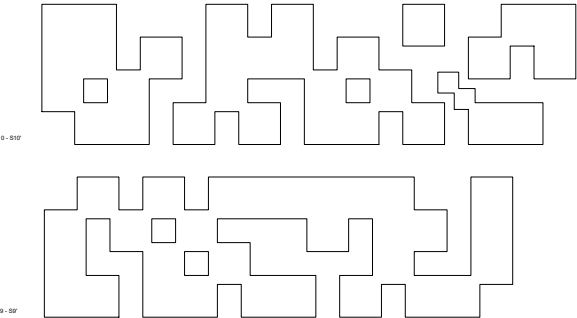
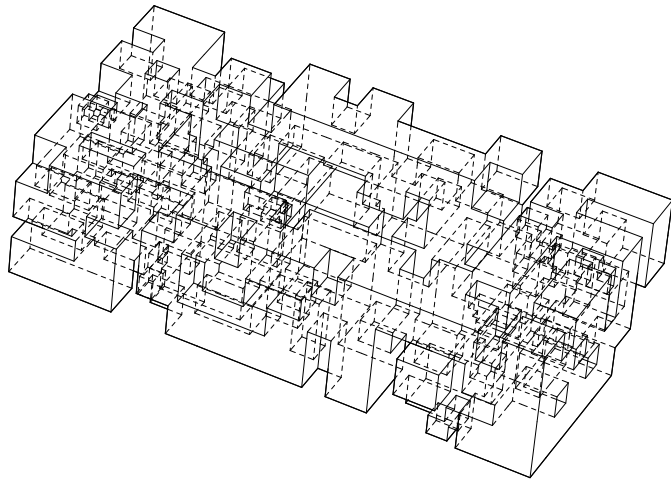
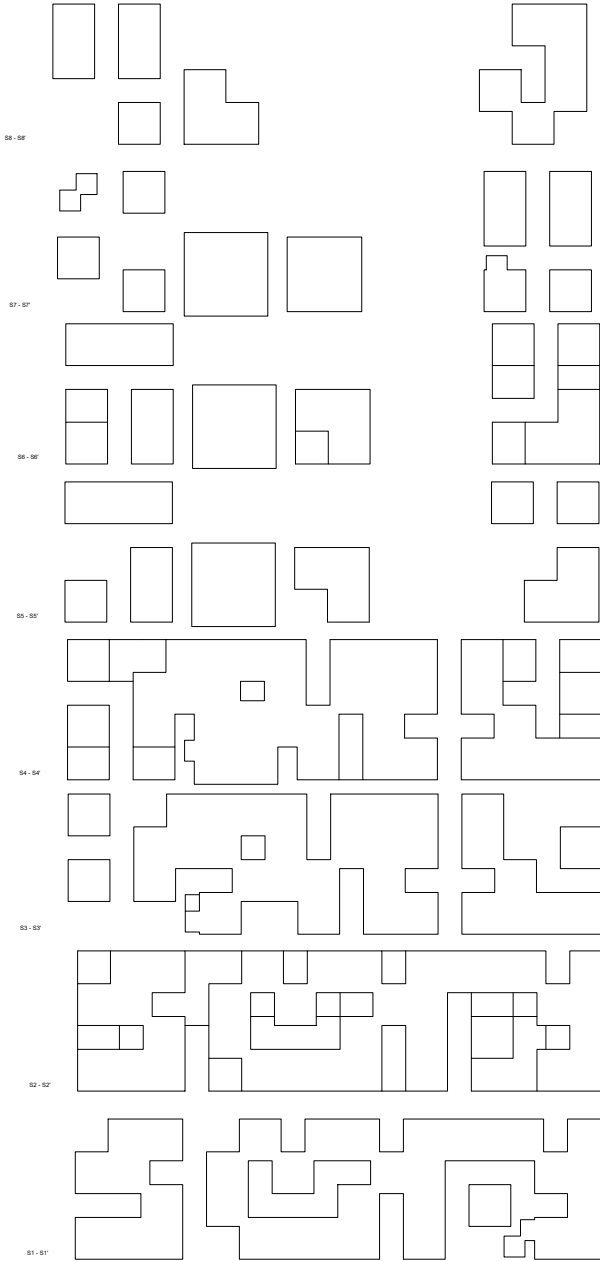
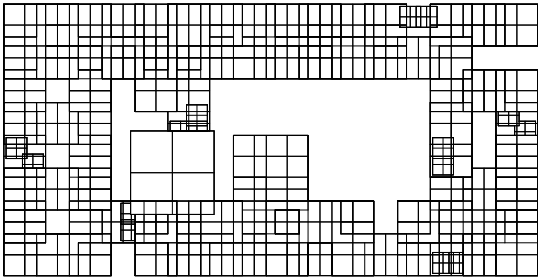
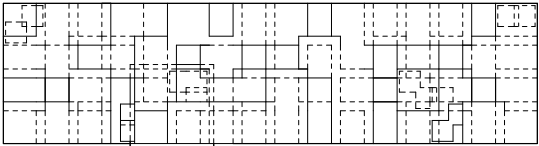
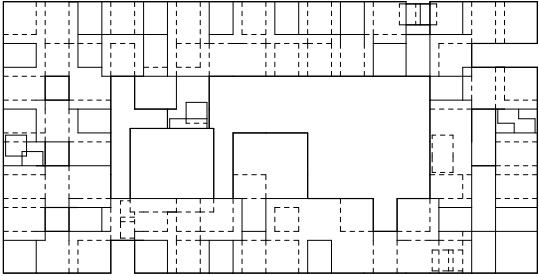
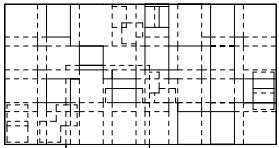
Color Cueing Models
Showing far and near in light and dark overlapping areas

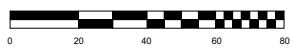
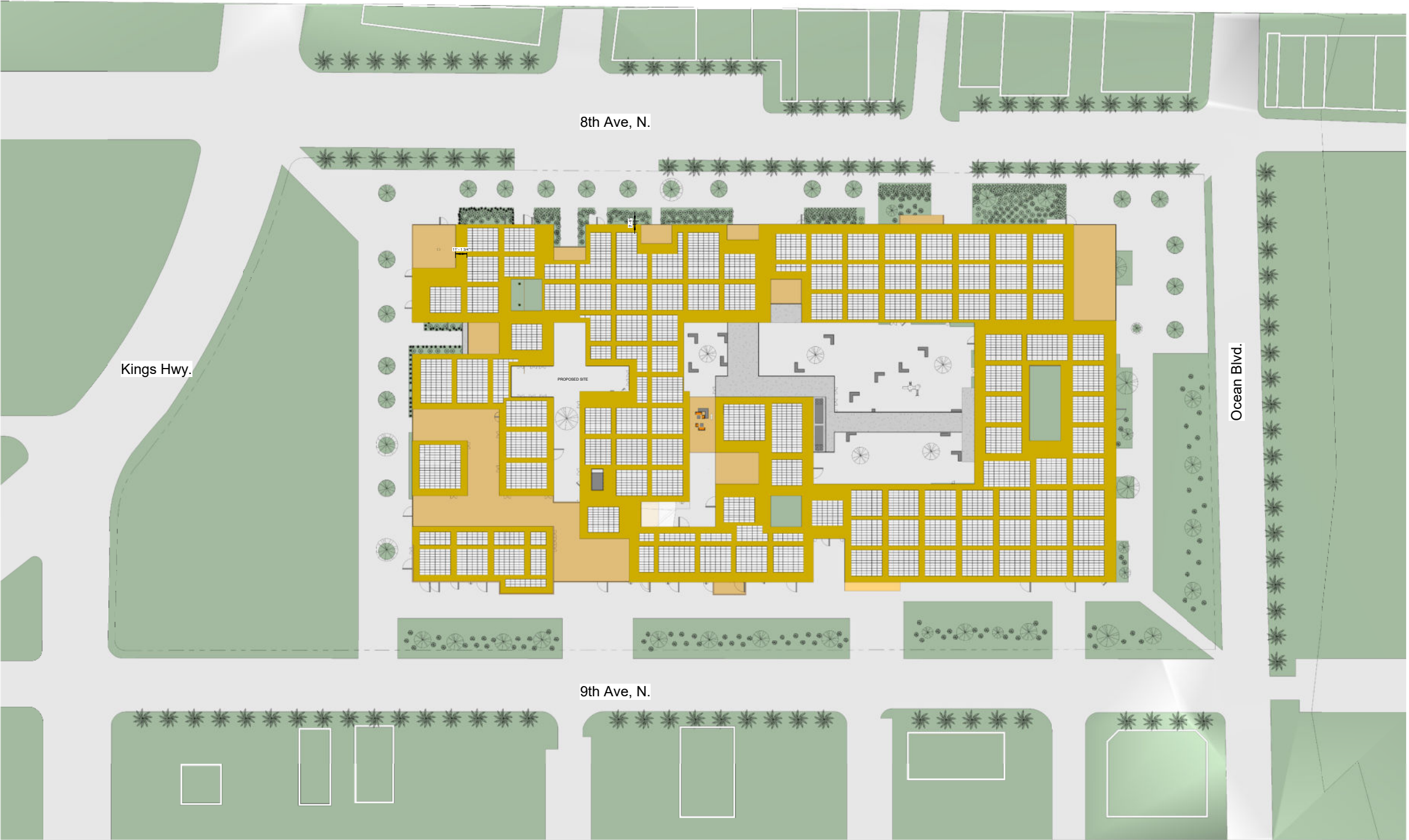


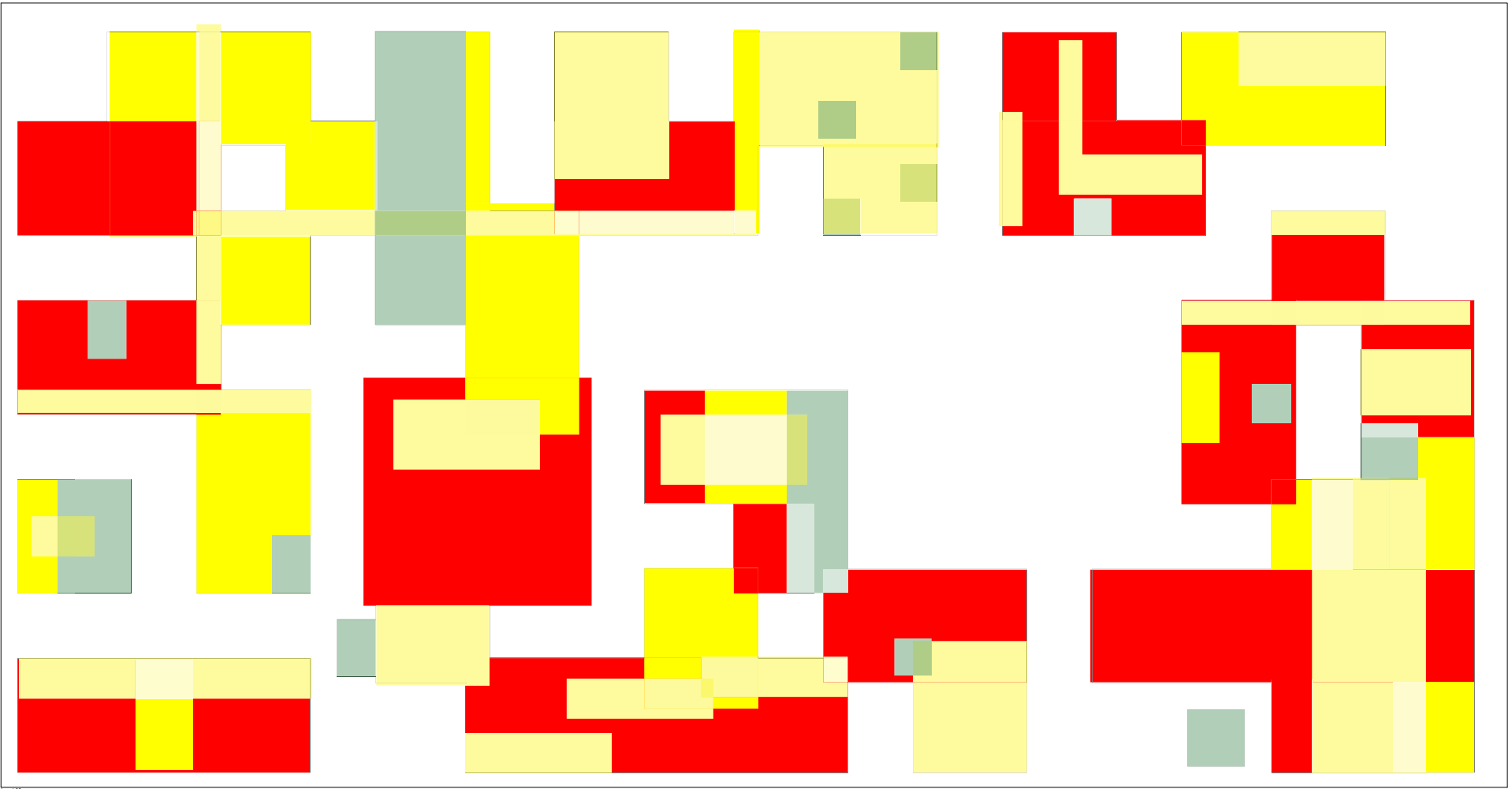
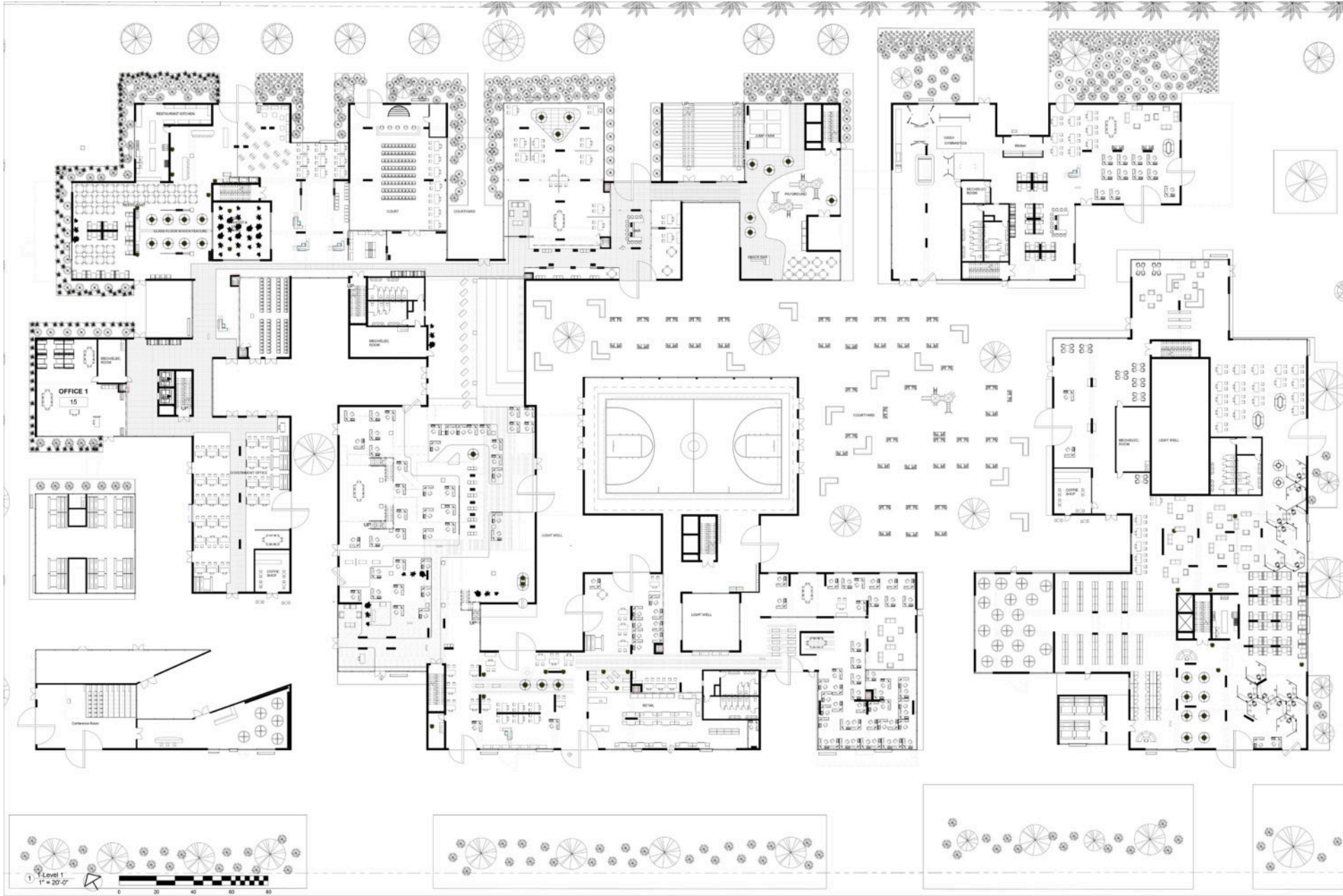
Concept Site Model

Study Models

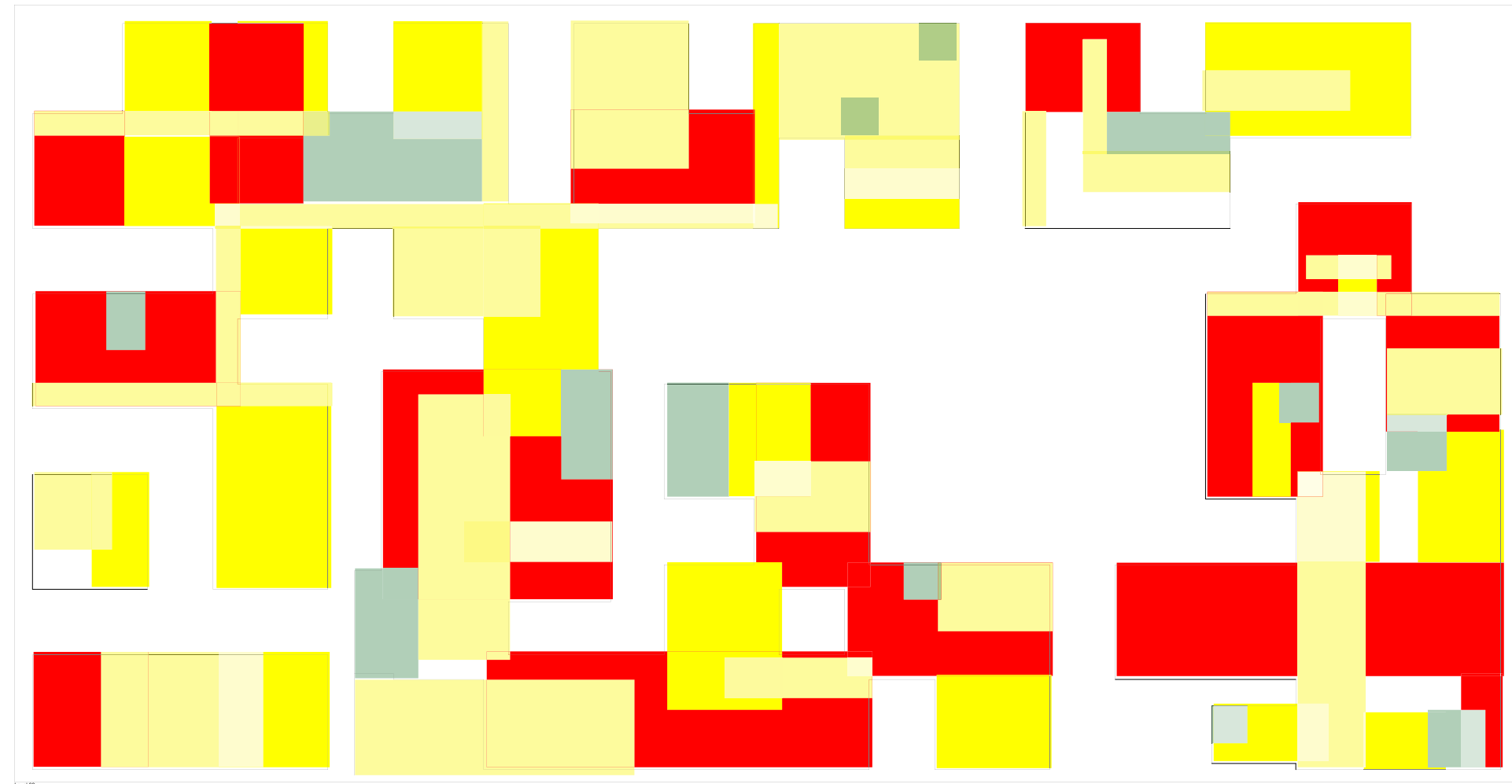
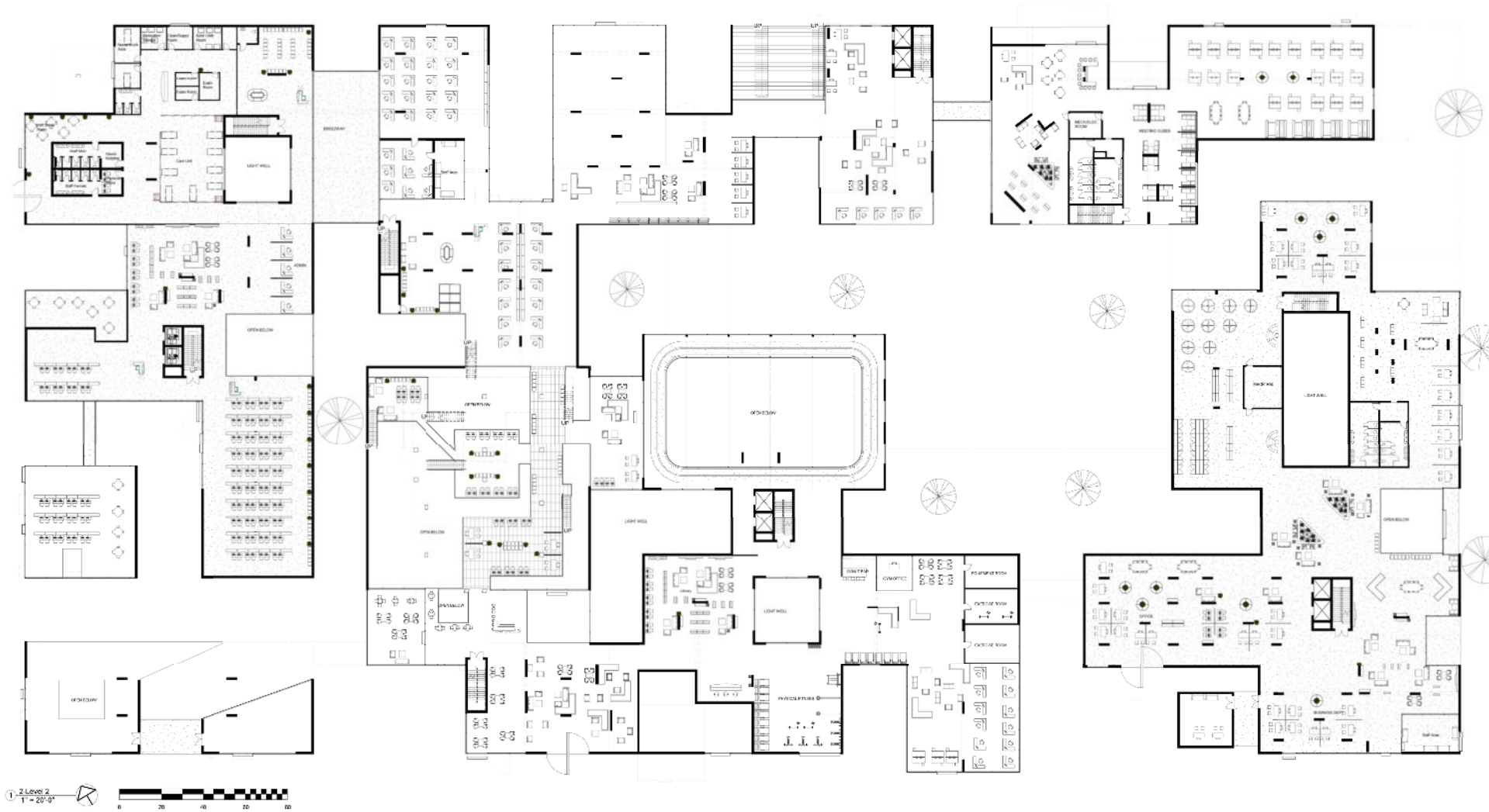
Concept model 4
evaluated elevation
and sections



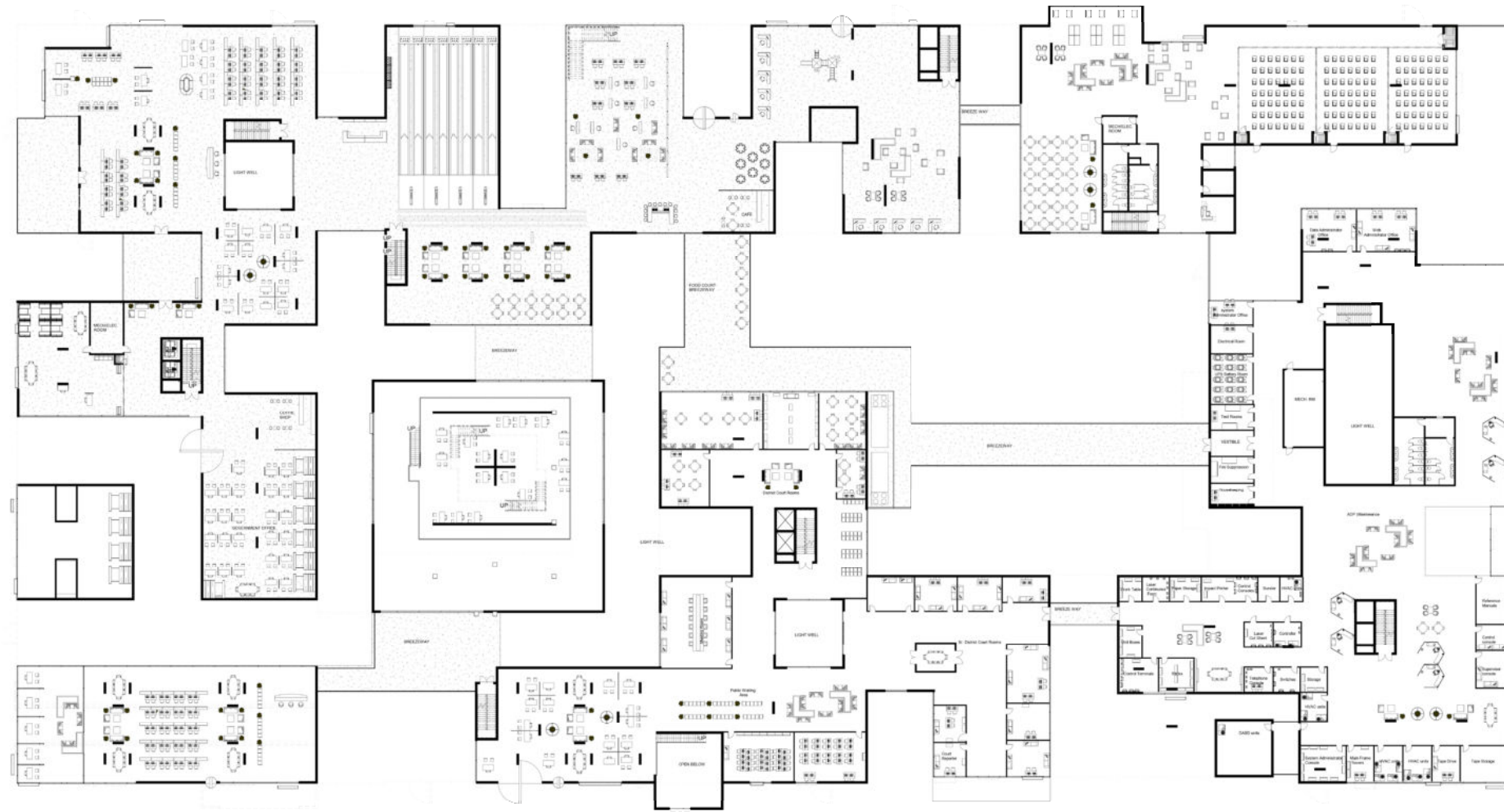




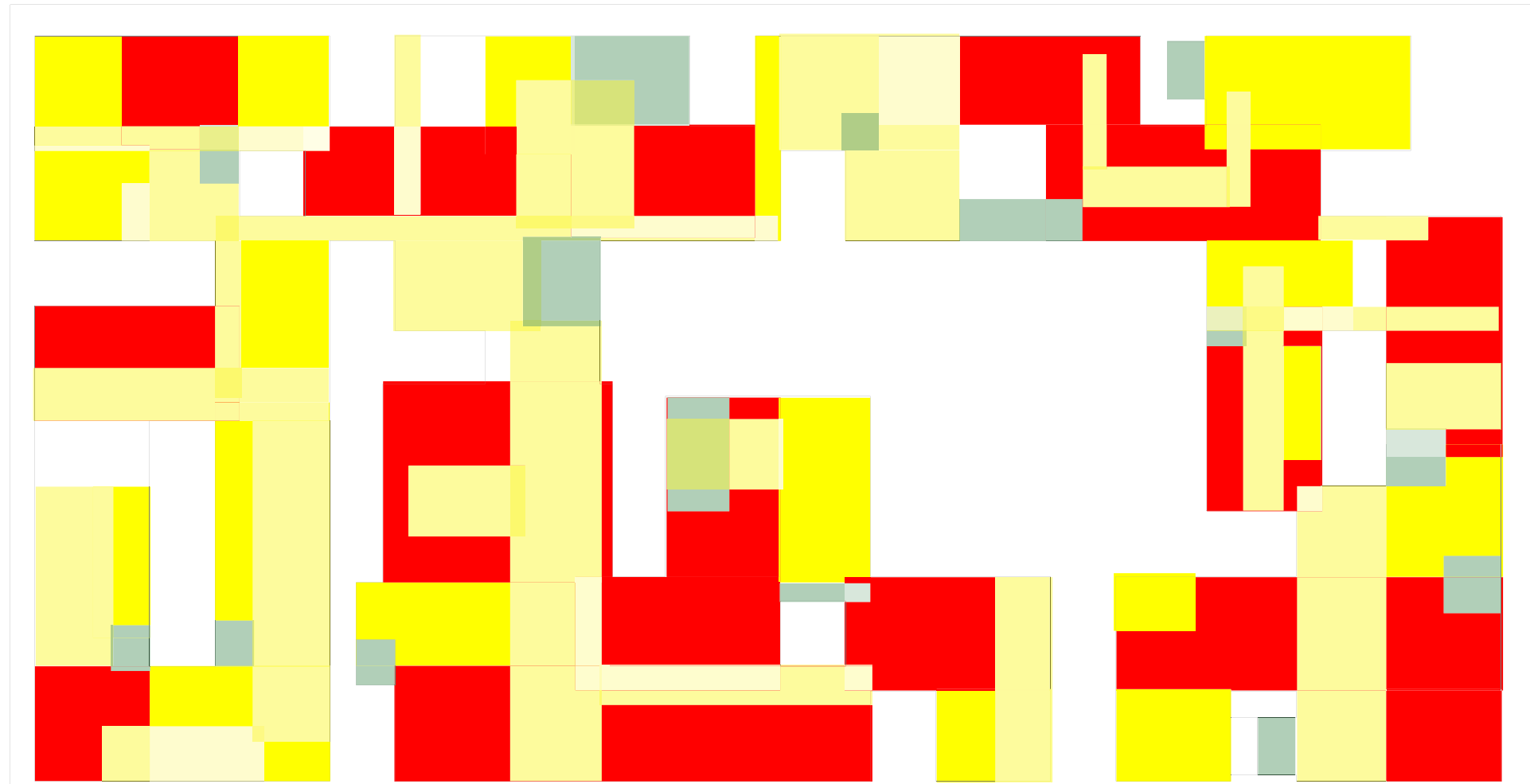
- Government
- Circulation
- Private Space
- Commercial



- Government
- Circulation
- Private Space
- Commercial

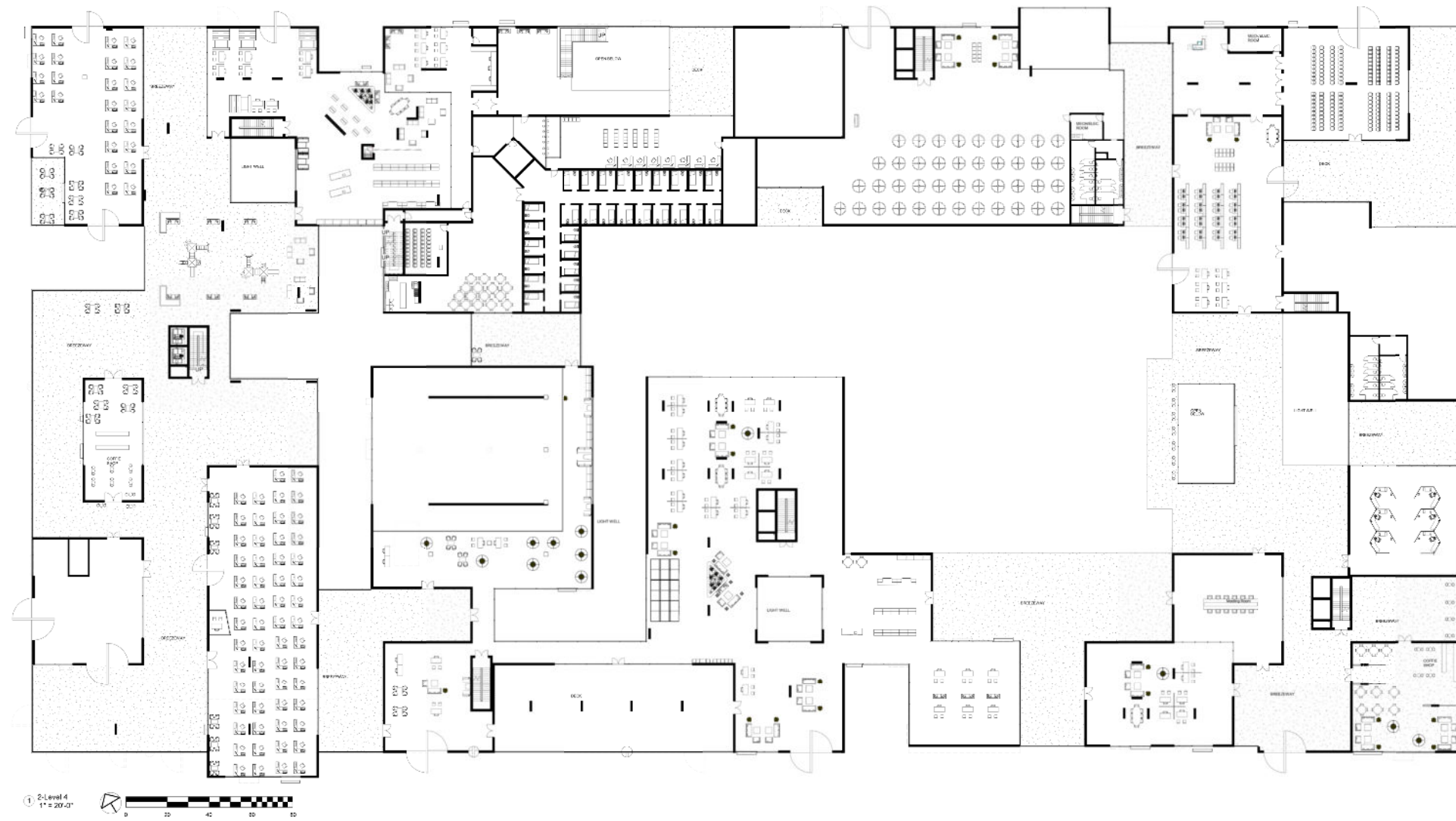


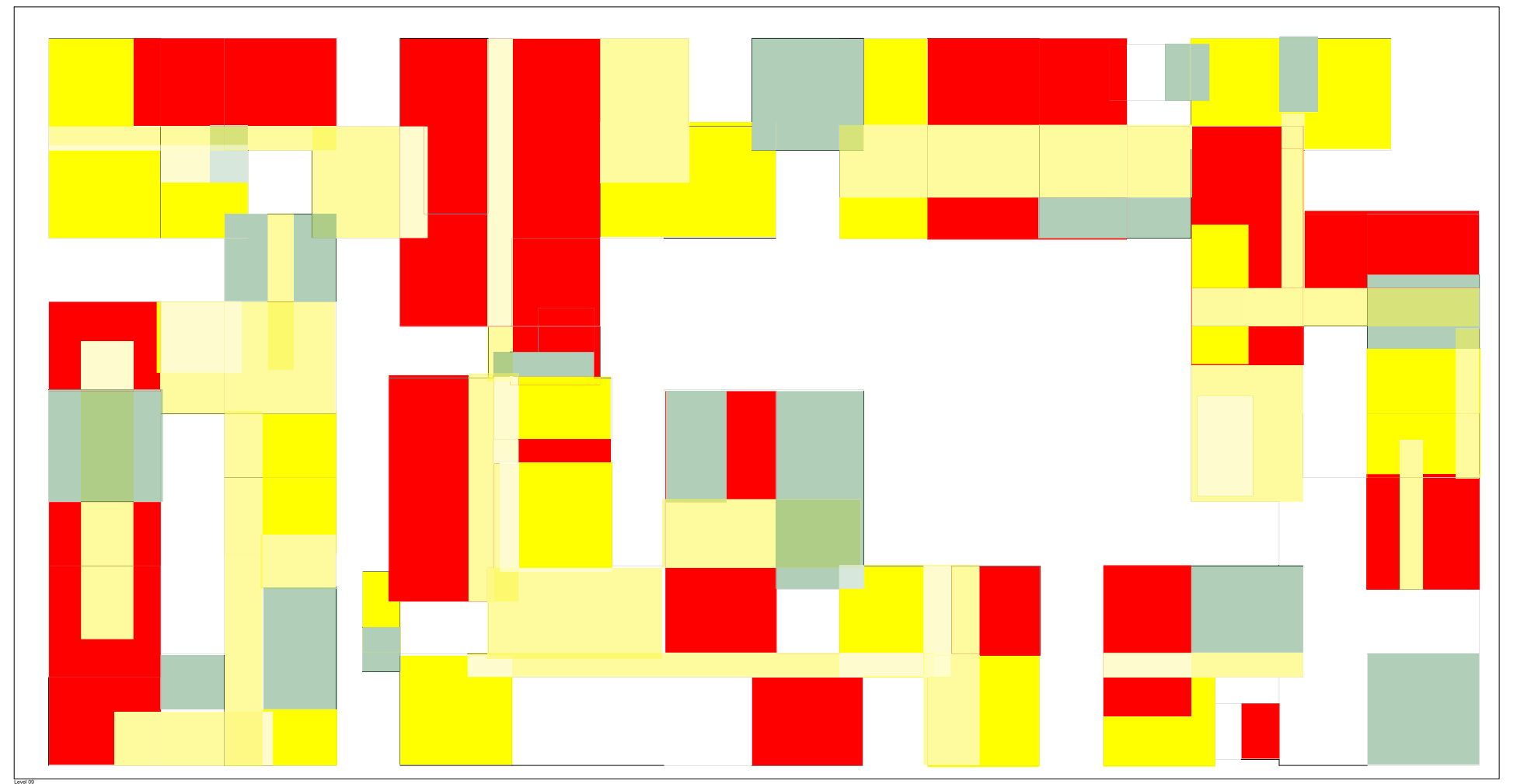
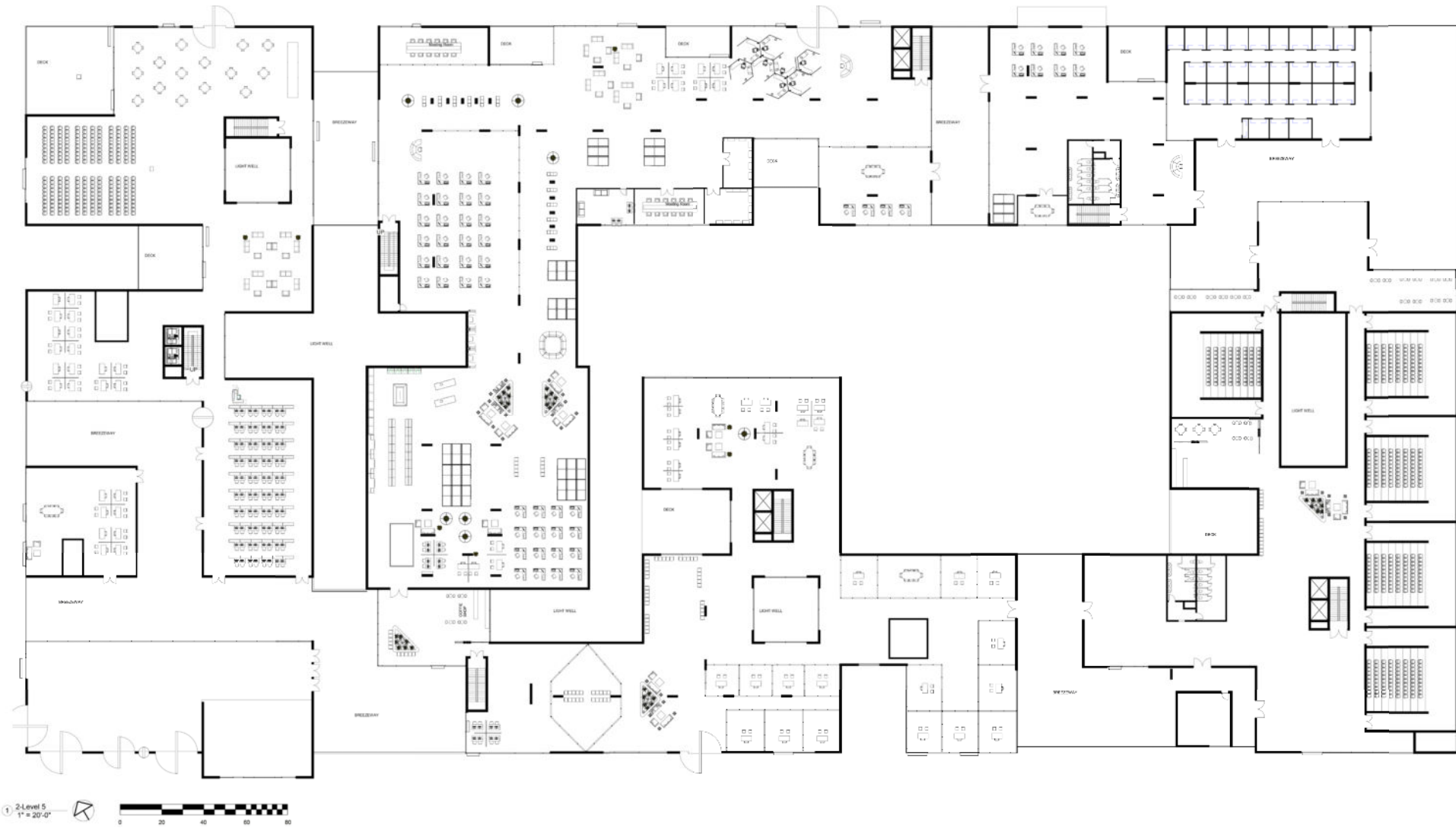
① 2-Level 3
1" = 20'-0"



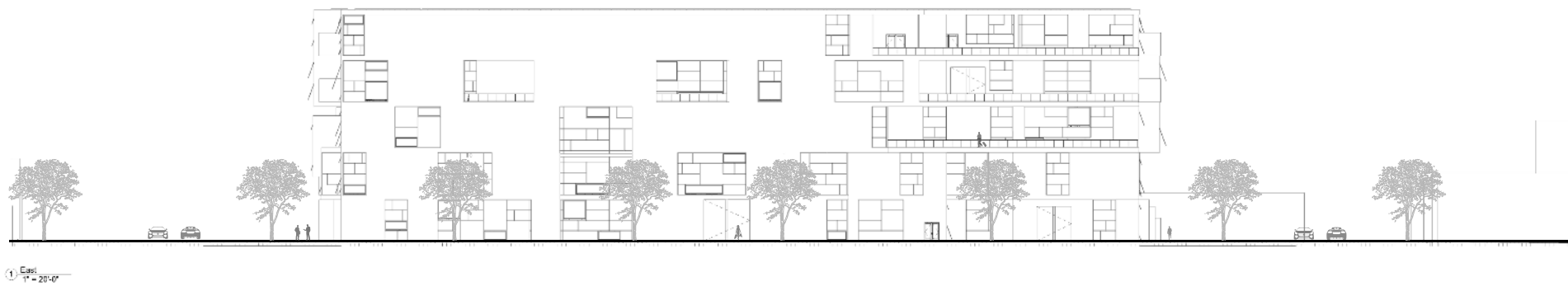
Level 05

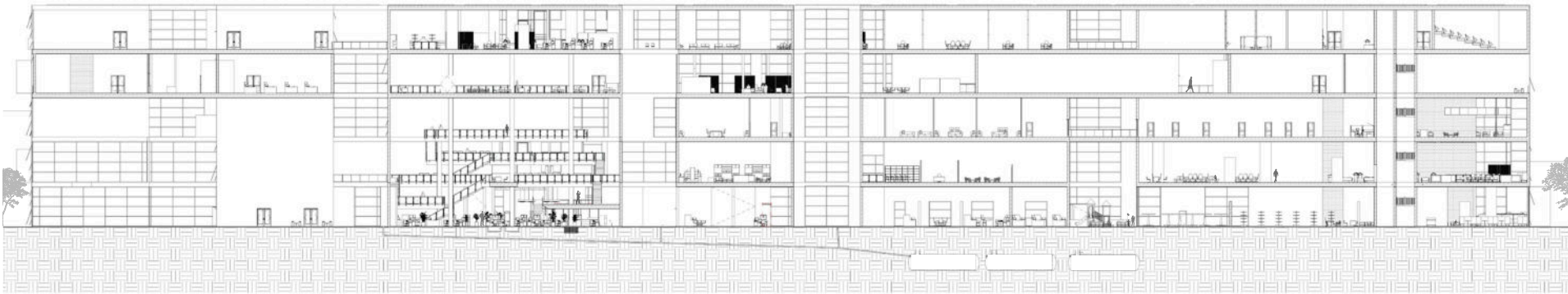
- Government
- Circulation
- Private Space
- Commercial



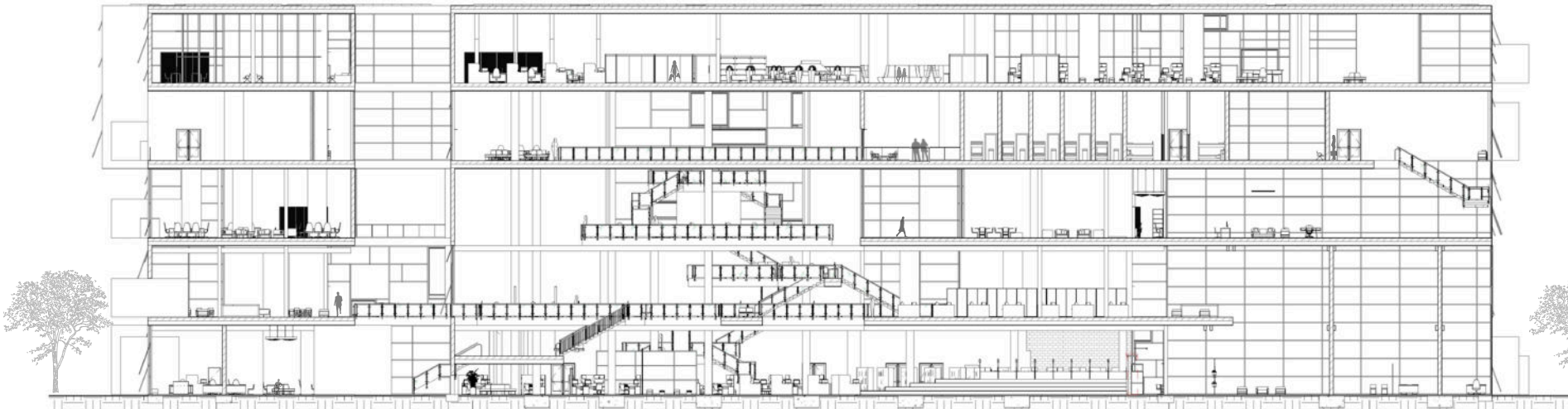




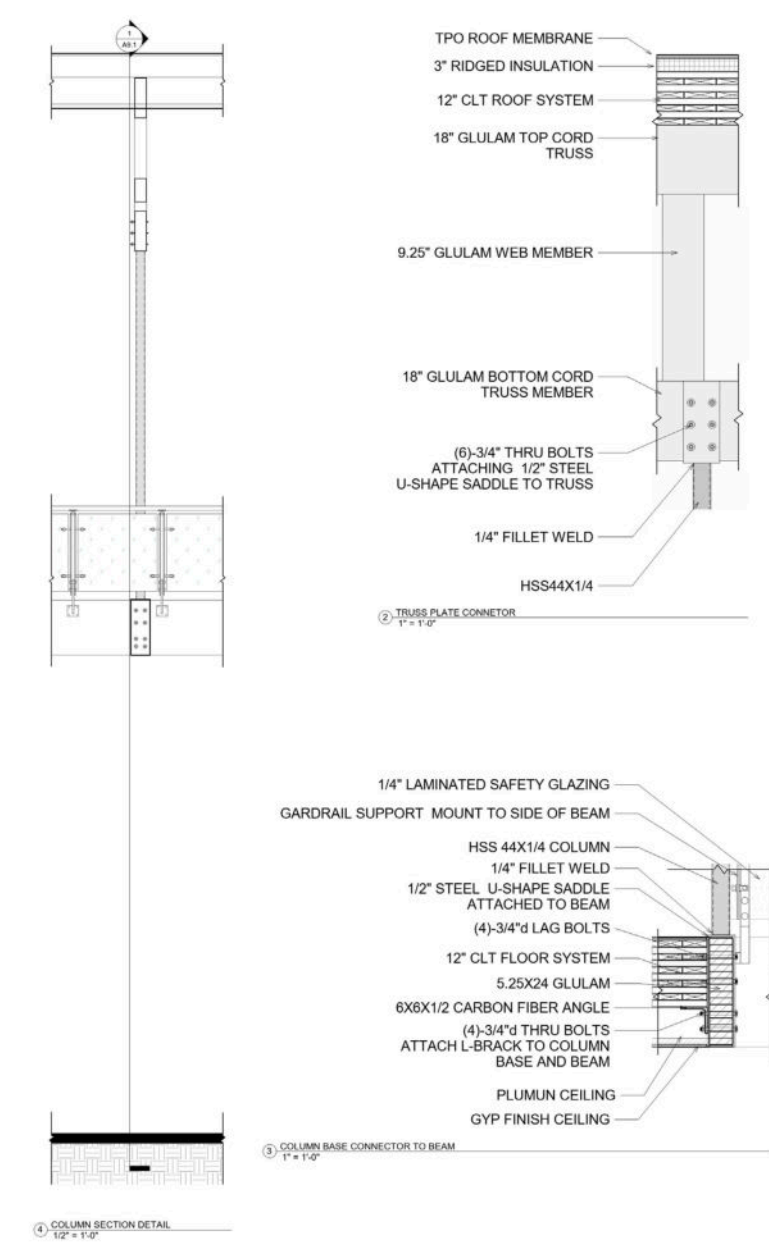
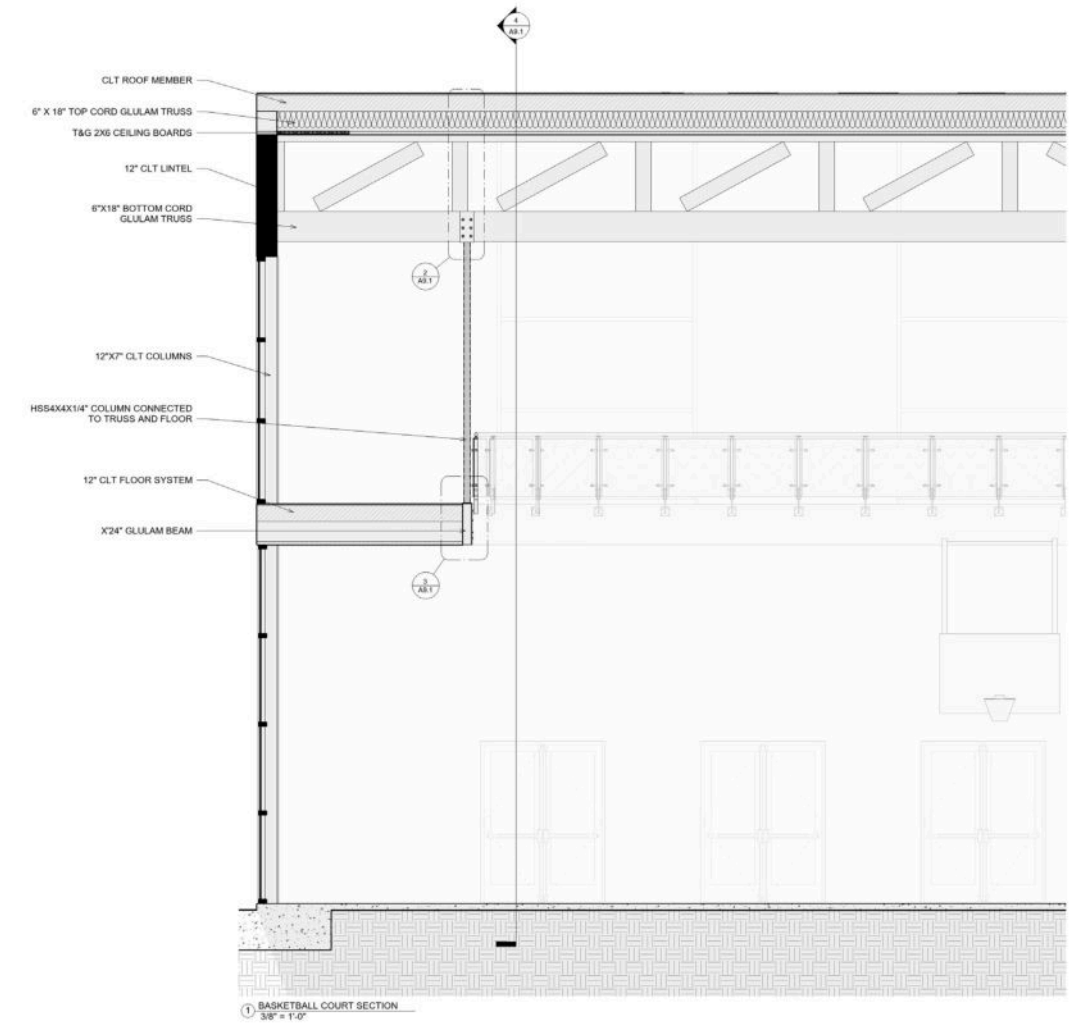


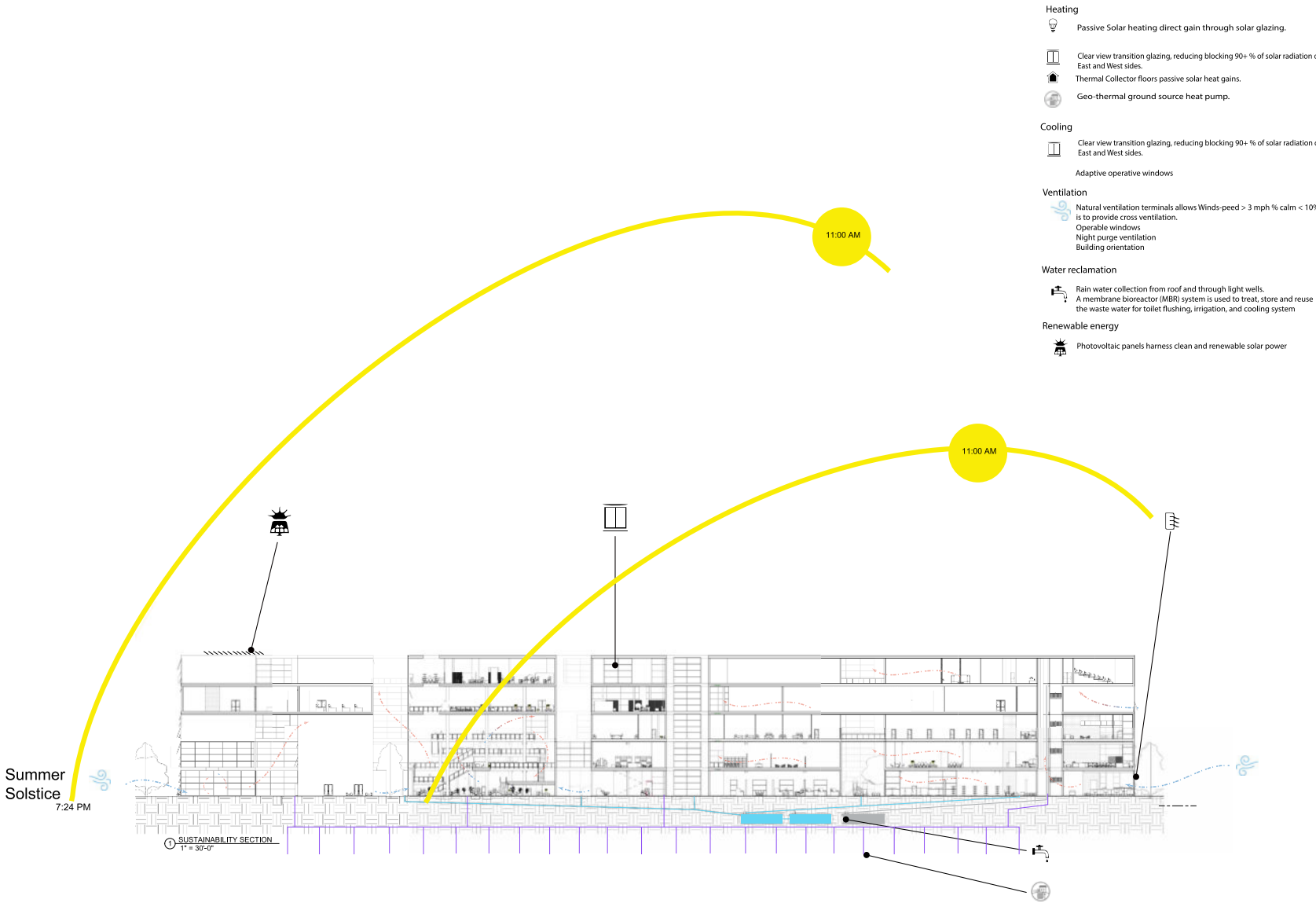
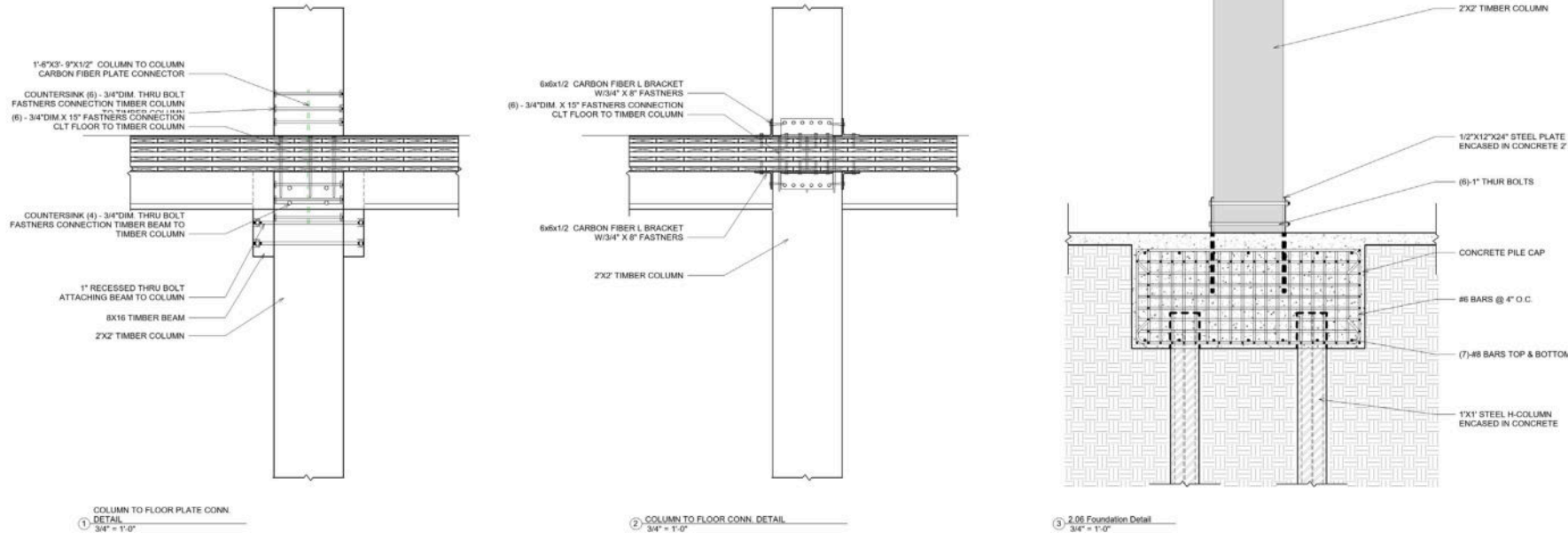


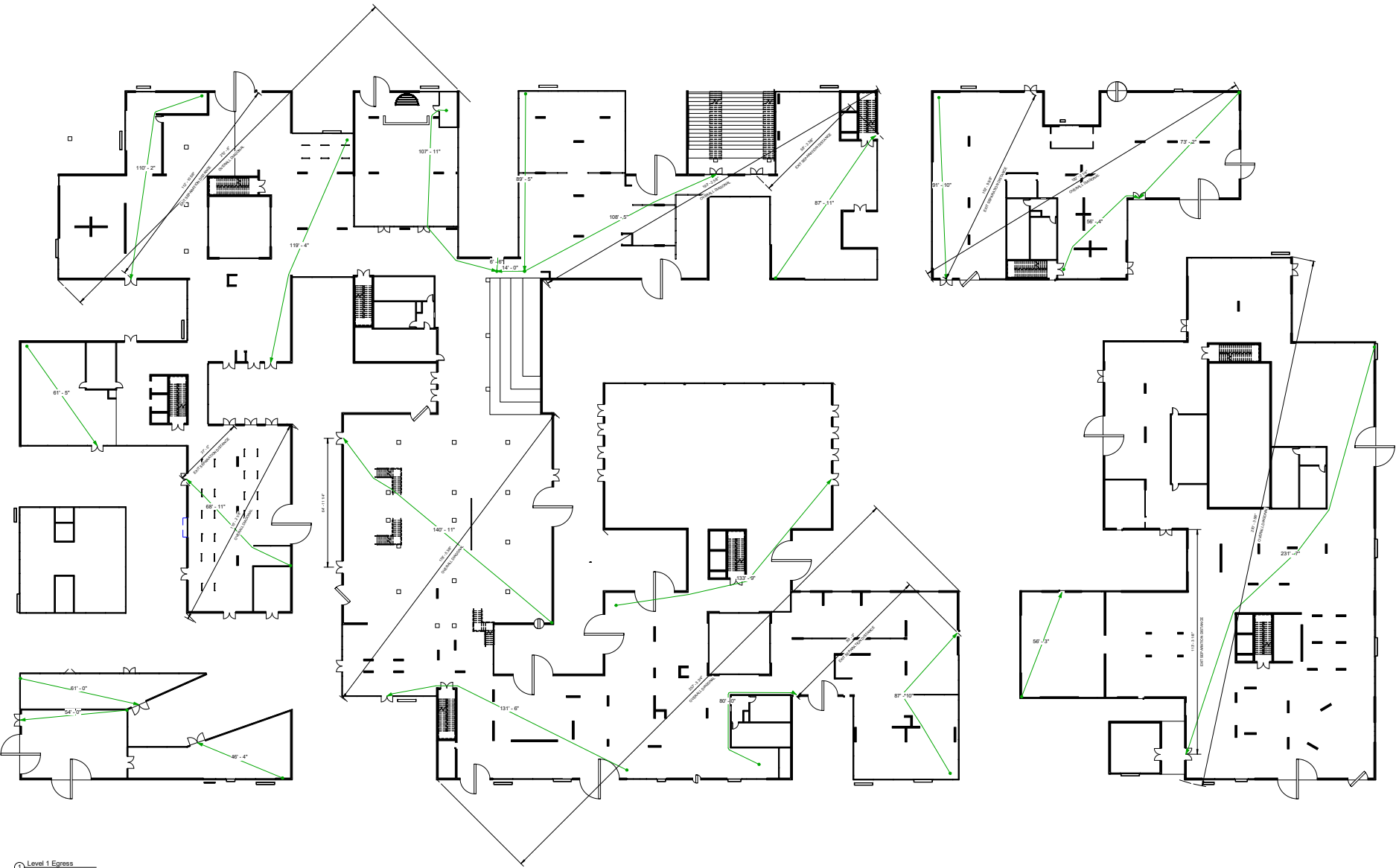
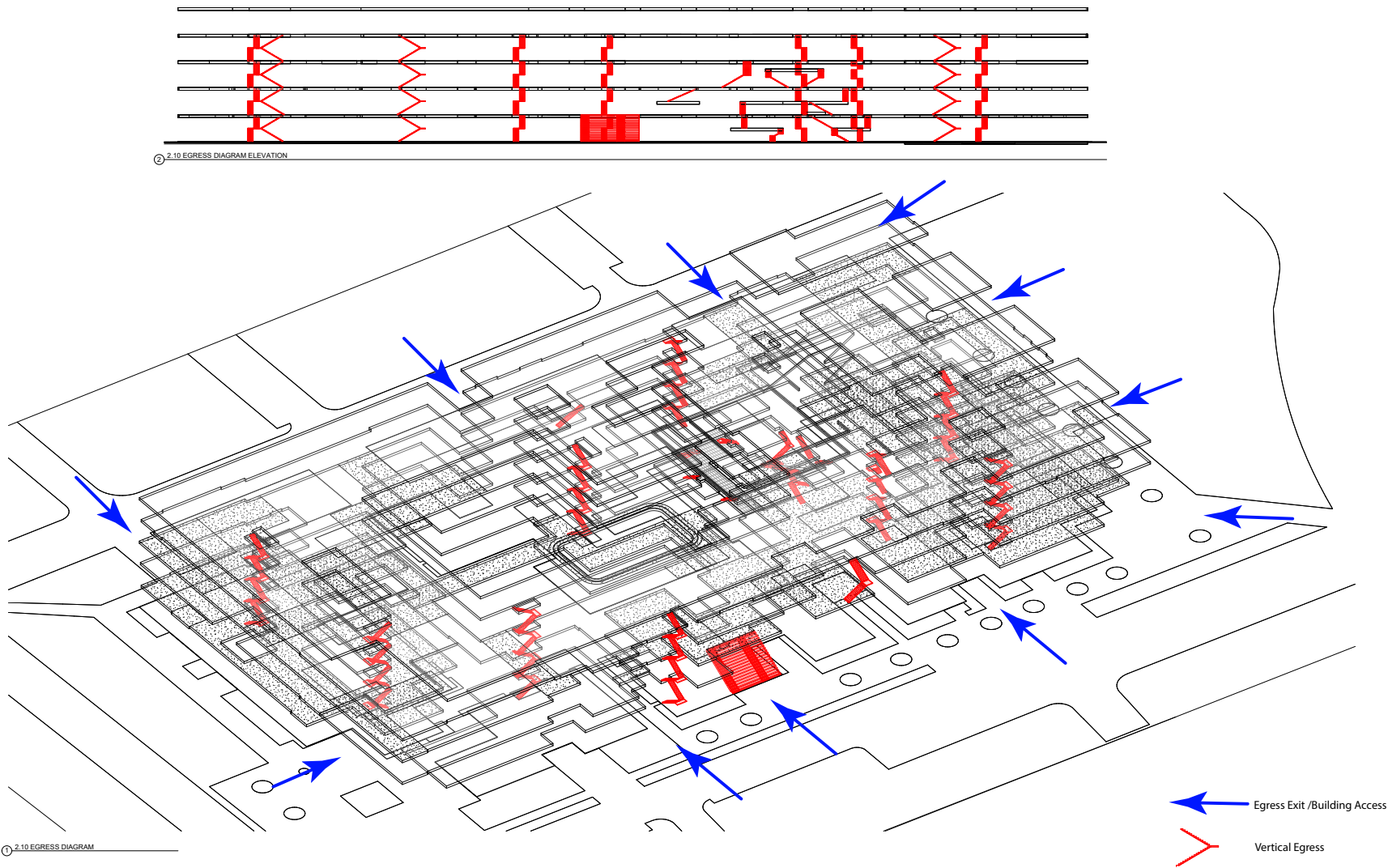
2.04 Building Section Transverse
1" = 20'-0"

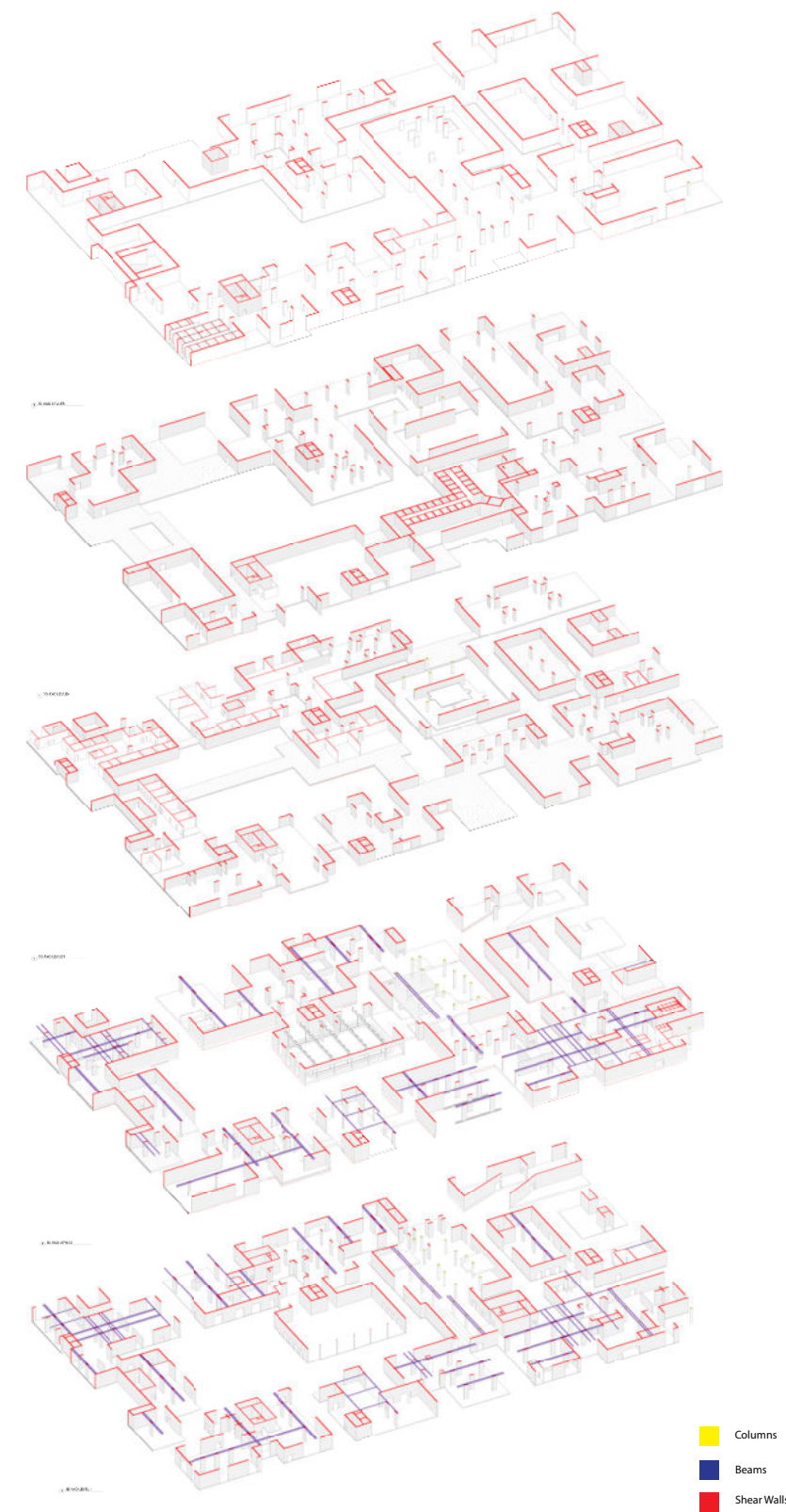


2.04 Building Section Cross
1" = 20'-0"

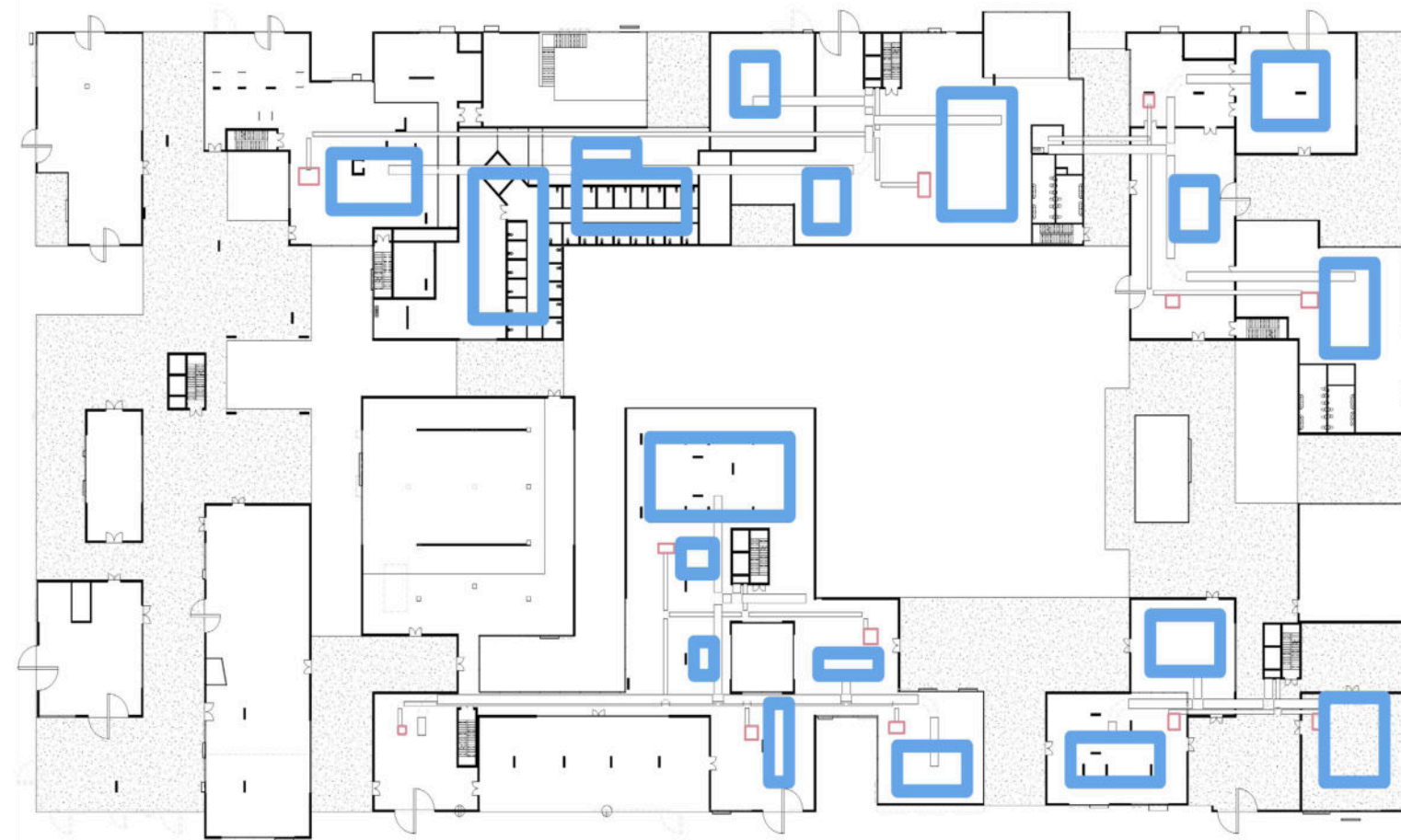












HVAC - Level 4
1" = 20'-0"

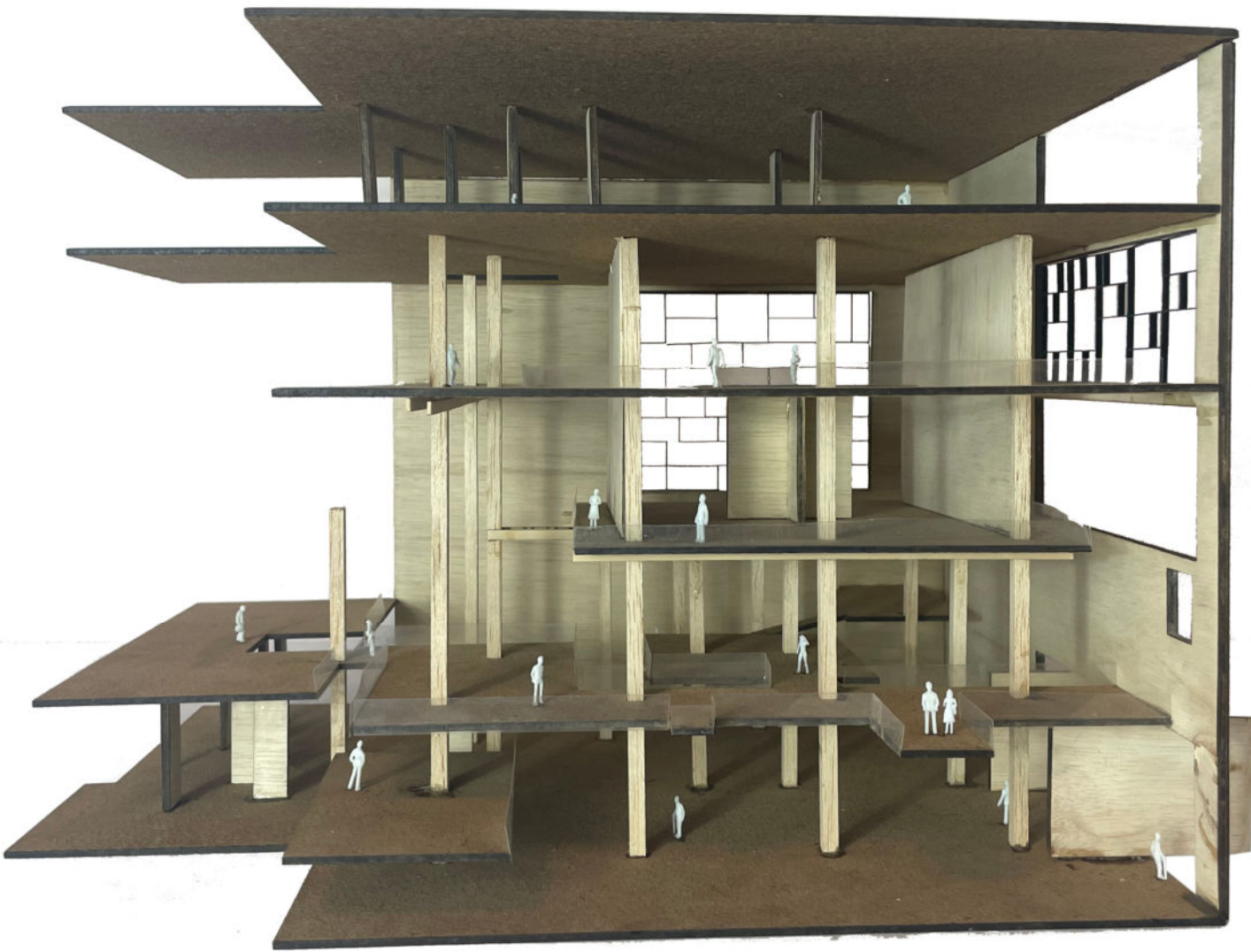


HVAC - Level 5
1" = 20'-0"



Atrium natrua light atmosphere

3.0 Final Thesis Presentation Deliverables



PART III



8TH AVE VIEW EAST



9TH AVE. VIEW EAST

GRAND
STAIR
ENTRANCE



SOCIAL
GATHERING
AREA



ATRIUM
ENTRANCE



ATRIUM
OFFICE





ENTRANCE CIRCUORIENT



SELFIE GRAND DOOR



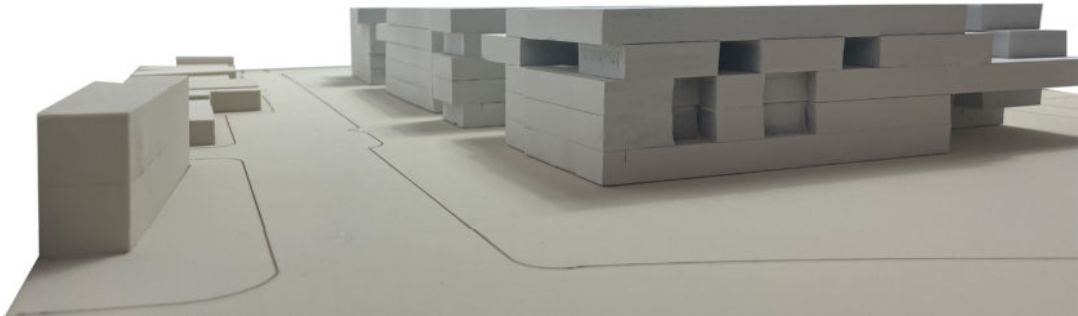
COURTYARD



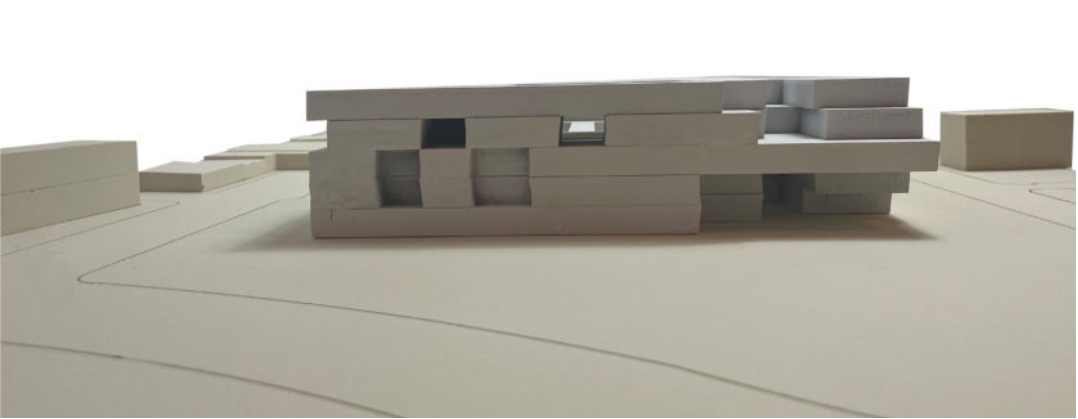
CONVENIENCE STORE



SW PERSPECTIVE



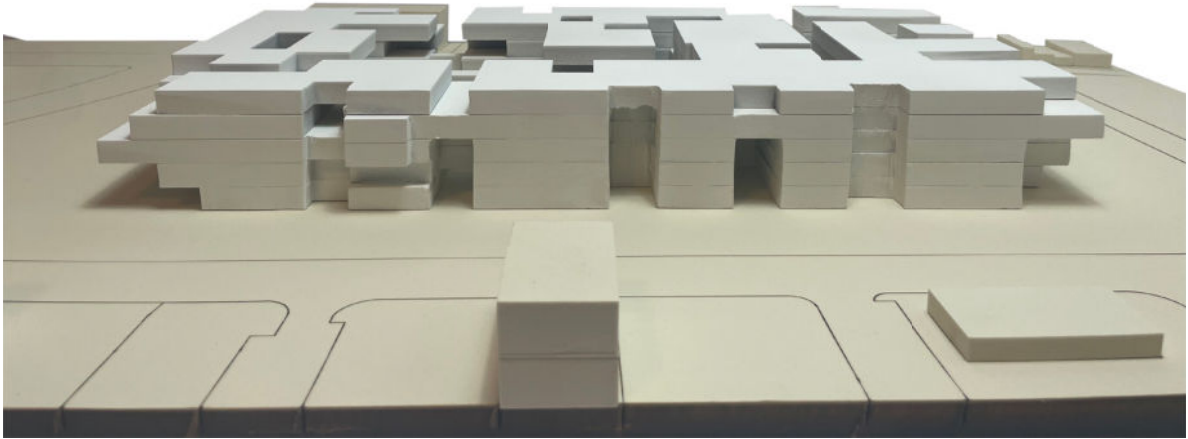
NW PERSPECTIVE



WEST ELEVATION

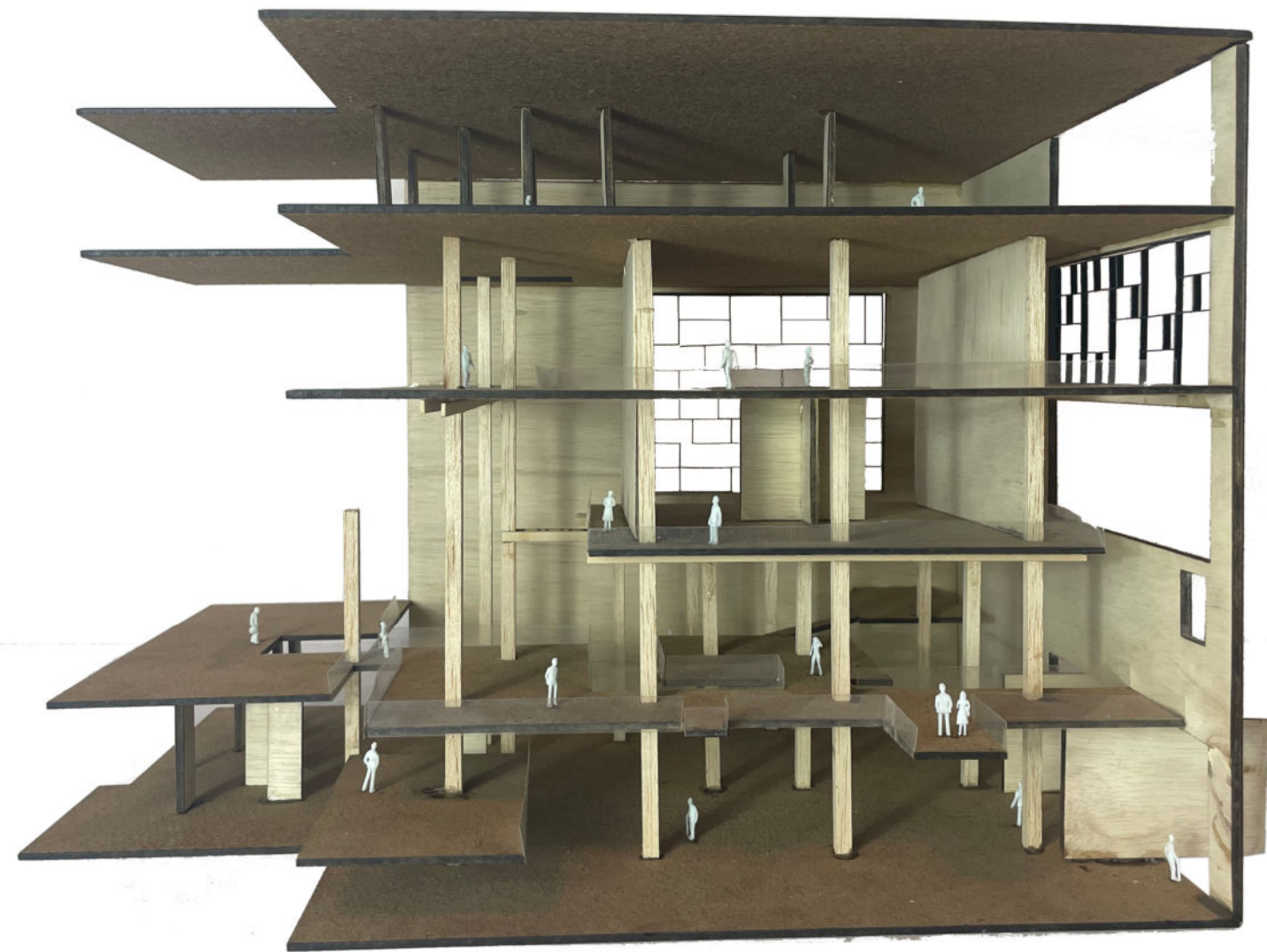


NORTH ELEVATION



SOUTH ELEVATION

1/8" SCALE ATRIUM
PHYSICAL MODEL





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