06

. . . .**design discourse**

Client framework

Proposed intervention at President Arcade

EDGE DESIGN SCHEDULE

Trade off

Shopping mall vs. Arcade

Storefront guidelines in South Africa

Design development

Relevance of Edge handbook to a different design style

client framework

6.1

main client and investor

6.2; 6.3

*project partner and investor*

6.4

tshwane urban development zone

City Property currently owns President Arcade and the adjacent buildings. The company aims to change the nature of the Pretoria CBD by providing quality spaces for living and working. City Property is the pioneer behind upgrading redundant and derelict office blocks in the CBD to create secure and desirable residential units, which also offer retail developments at street level (http://www.cityproperty.co.za).

Investors of properties in the Pretoria CBD benefit through the Tshwane Urban Development Zone (UDZ) initiative. City Property will receive a 20% tax deduction in the first income-earning year and an annual depreciation of 20% over four years for upgrading President Arcade (http://www.tshwane.gov.za/udz.cfm).

City Property, together with the Small Enterprise Development Agency (SEDA) of the Department of Trade and Industry (DTI), funds the research and development of the Edge handbook.
Architects and designers appointed on projects can obtain the Edge handbook, with guidelines for reactivating the edges from City Property, while retail tenants can make use of the short-term guidelines.

SEDA supports the development of small businesses in South Africa. The agency aims to initiate a national entrepreneurship drive and to expand the education and training for small business owners (http://www.seda.org.za). The short-term guidelines can be used to educate retail owners as to how to promote and advertise their products in the storefront edge.

PRETORIUS STREET

Existing entrance

Existing
entrance

EXISTING
RETAIL
Identity

EXISTING
RETAIL
Manna Beauty

EXISTING
RETAIL

EXISTING
RETAIL

Existing entrance

EXISTING
RETAIL

Existing
entrance to
PRESIDENT
BUILDING

Existing entrance

EXISTING
RETAIL
Intec college

EXISTING
RETAIL

Existing entrance

With the redesign of the arcade's building edge a balance had to be reached between the dweller's needs and the requirements of a storefront display area.

EXISTING
RESTAURANT

Existing entrance
EXISTING
RESTAURANT

EXISTING
THEATRE

Existing entrance

EXISTING
RETAIL

EXISTING
RETAIL

EXISTING
RETAIL

EXISTING
RETAIL

EXISTING
RETAIL

EXISTING
RETAIL

FIGURE 6.5   Existing condition

0   10   20   50   100   M

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Legend:
- RETAIL
- PUBLIC ACCESS FACILITIES
- RESTAURANT
- CIRCULATION/ESCAPE ROUTES
- EDGE LINGERING/SEATING
- DISPLAY
- EDGE FLOOR AREA
- ARCADE FLOOR SURFACE
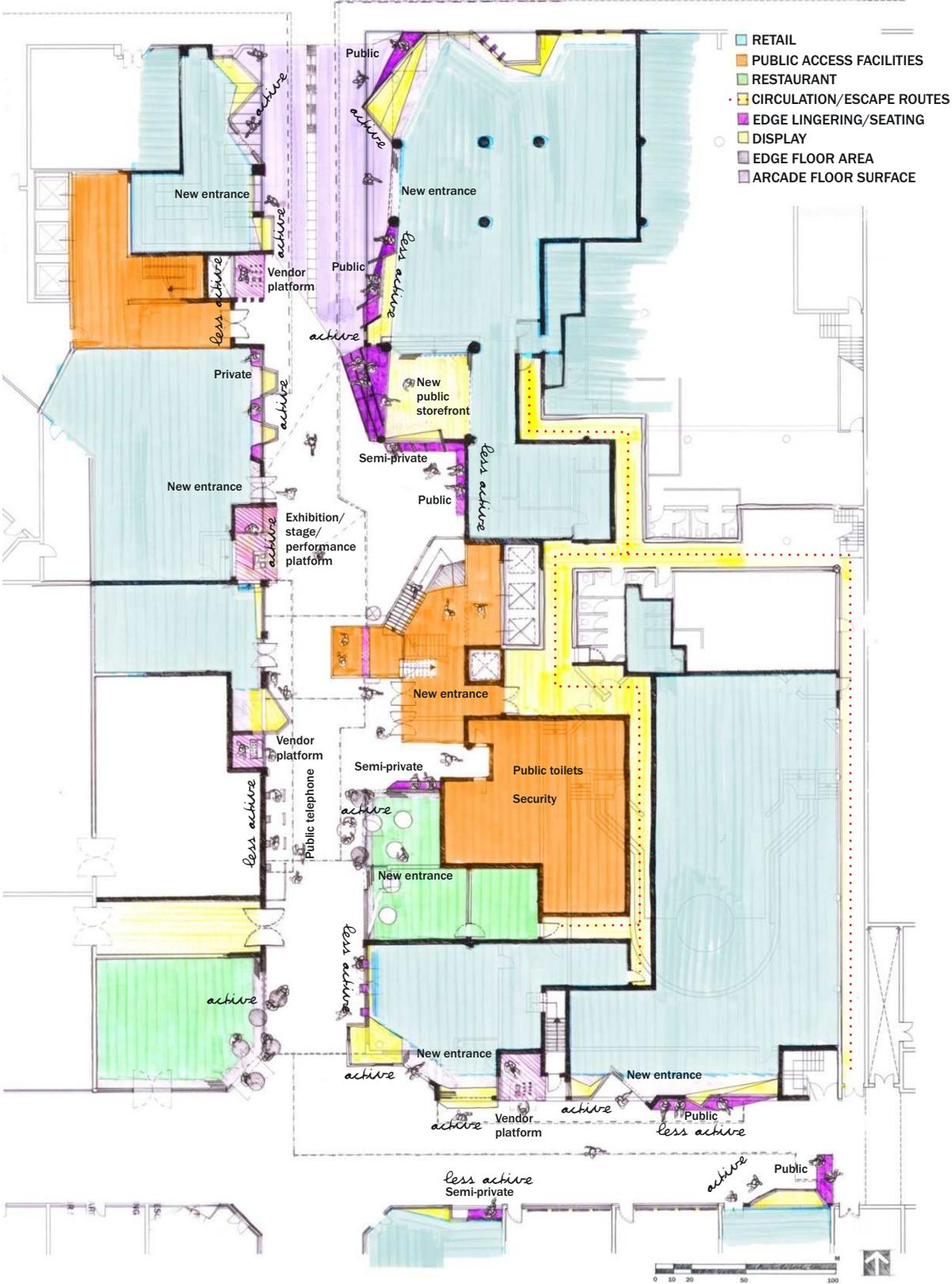
FIGURE 6.6   Conceptual development

PRETORIUS STREET

Public

New entrance

New entrance

EXISTING
SMALL RETAIL
*(youth clothing/
shoes/beauty)*

EXISTING
LARGE RETAIL
Clothing chain store
Identity/Edgars/Jet

EXISTING LARGE RETAIL

Vendor
platform

Public

active

less active

active

Private

New
public
storefront
space

NEW MEDIUM SIZE
INDEPENDENT RETAIL
(books/stationary/music)

New entrance

Semi-private
less active

Public

less active

Exhibition/
stage/
performance
platform

EXISTING
SMALL RETAIL
*(youth clothing/bakery/
take away/music)*

active

EXISTING
ENTRANCE
LOBBY

NEW
LADIES

Vendor
platform

New
entrance

NEW
SECURITY

EXISTING
INTEC COLLEGE

Semi-private

NEW
GENTS

active

New entrance

EXISTING
LARGE RETAIL
Clothing chain store
Identity/Edgars/Jet/Woolworths

Public telephone

NEW MEDIUM SIZE
INDEPENDENT RESTAURANT

less active

NEW MEDIUM SIZE
INDEPENDENT RETAIL
(boutique/shoes)

active

EXISTING MEDIUM SIZE
FRANCHISE RESTAURANT

New entrance

New entrance

active

Vendor
platform

active

Public
less active

active

less active
Semi-private

Public
active

EXISTING
SMALL INDEPENDENT
RETAIL

EXISTING
SMALL INDEPENDENT
RETAIL

EXISTING
HEALTH CARE

EXISTING
HEALTH CARE

EXISTING
SMALL INDEPENDENT
RETAIL

FIGURE 6.7   Ground floor

edge design

- The entrances to the corner stores are moved from Pretorius Street to the interior of the arcade, luring people deeper into the space.

- A new public storefront space and restaurants are woven in between the retail spaces in order to establish permanent social points.

- New public toilet facilities, which are easily accessible to the dweller, are provided and the public phones are screened off to provide a higher level of privacy to the user.

- A security office, with a direct visual connection to the arcade, is located in the midst of the public facilities. Security cameras installed in the retail spaces and arcade can be monitored from here.

- Within all the retail spaces an interior floor area along the storefront edge - ranging between 500 and 1000 mm, depending on the edge design - will be finished off in a material and colour that match the exterior arcade floor finish. This area is rentable floor area, but by means of the finish it is visually considered EDGE FLOOR AREA and thereby establishes a strong connection between interior and exterior.

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6.8

FIGURE 6.8   View down arcade in front public phones
6.9   Arcade floor tiles
6.10   New edge floor area finish
flowcrete
colour magnolia

6.9

6.10

edge floor area
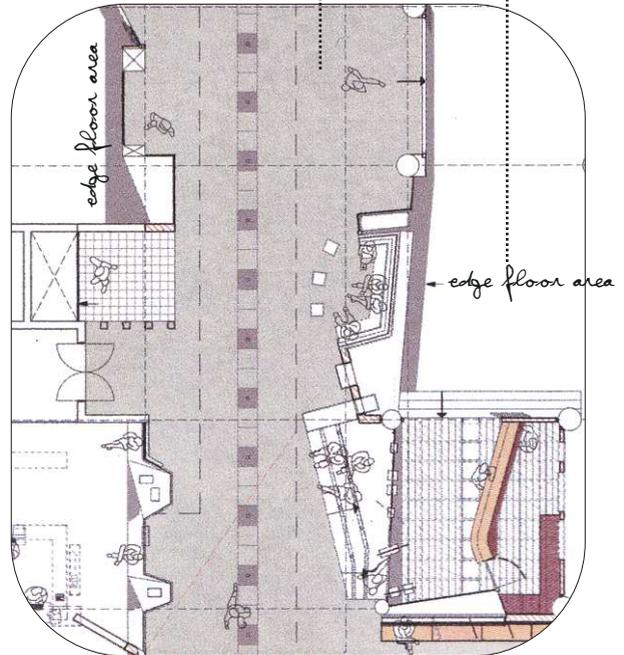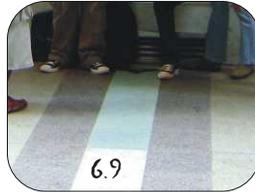
edge floor area

FIGURE 6.11   Detail of ground floor indicating the EDGE FLOOR AREA

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6.12

- Seating is designed as part of the building edge/storefront display area and a pattern of active and less active edges opposite each other, is established.

- Public and semi-private areas are created so that the dweller can choose the level of social exposure.

6.15
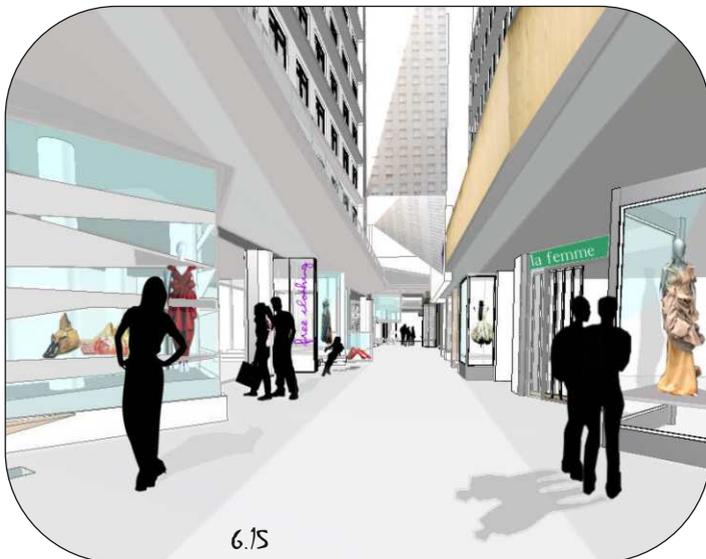
- The redesigned storefront edge uses alternating levels to create an element of seduction, thereby directing attention to specific display points along the edge.

FIGURE 6.12   View of edge seating / display area
        6.13   View of semi-private seating inside a store, along the building edge
        6.14   Public and semi-private seating areas along edge

FIGURE 6.15   View down arcade with alternating levels
        6.16   Model indicating existing edge
        6.17   Model indicating new edge with alternating levels
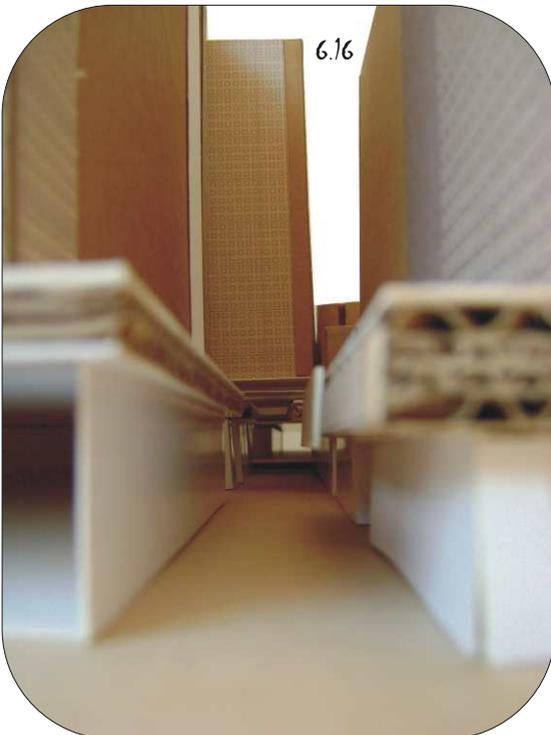
- Areas for street vendors are designed as part of the edge and woven in between the retail spaces. The street vendor platforms will be raised from the arcade floor to provide space for lighting along the bottom edge, supplemented by an Illumesh backdrop. Vendor platforms that are unoccupied in the evening therefore create extra, well-lit lingering space for the night-time city dweller. The Illumesh backdrop provides advertising opportunity.

6.18

6.19

6.20
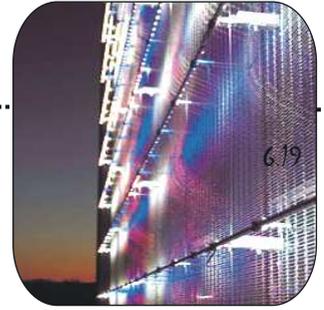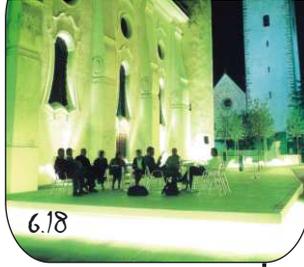
FIGURE 6.18   Fuzi pedestrian zone, Italy
6.19   GKD metal mesh - Illumesh
6.20   View of street vendor platform
6.21   City of Leon auditorium, Spain
6.22   Heidi house, Japan

6.21

6.22

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New entrance

Vendor platform

Public

active

less active

active

Private

New public storefront

active

Semi-private

Public

less active

New entrance

active

Exhibition/ stage/ performance platform

FC 09

New entrance

Vendor platform

Public telephone

Semi-private

less active

active

Public toilets

Security

active

New entrance

less active

active

New entrance

New entrance

active

active

Vendor platform

6.23

less active

Semi-private

6.27

6.26

- A glass-viewing box, which can be accessed from the lobby of the President building, projects into the arcade. This acts as an element of seduction at midpoint along the arcade and the clear glass skin ensures that the visual axis of the arcade is maintained.

FIGURE 6.23 Concept - ground floor
6.24 Interactive display panel, Japan
6.25 View down arcade with interactive panels along storefront edge
6.26 La Purificadora Hotel, Mexico
6.27 View of glass-viewing box

6.24

6.25

- On the first floor a viewing platform along the overhang edge provides the city dweller with an interesting lingering space and an opportunity to take in the surrounding city scape and arcade below. The wire mesh covering that spans from edge overhang to overhang allows natural light to pass through and prevents the dweller below from being completely exposed to the viewer on the platform.

6.28

6.29

- The short-term guidelines are implemented in the new public storefront space and the adjacent public area, designed in detail from layout to finishes such as lighting and material choice. The storefront's edge consists of rotating panels - with display boxes of various sizes - that allow events to flow out. The space can be hired by the retail tenants for various events and are located directly opposite the performance/exhibition/sale platform. Public (figure 6.29) and semi-private (figure 6.31) seating spaces and an adjustable advertising panel, which can be changed to advertise the current event/sale/performance, are designed as part of the storefront edge.

FIGURE 6.28   View of platform on first floor, along overhang edge
6.29   View of public storefront with rotating panels

FIGURE 6.30   Concept development of trade off
6.31   Trade off areas in President Arcade
6.32   Prada flagship store, SoHo, New York

trade- off

The design proposal includes opportunities for trade-off. A potential retail tenant may argue that the seating along the storefront edge reduces the display area of a desired store. The tenant can then be provided with a trade-off display box situated at another point in the arcade, away from the specific storefront, such as underneath a staircase or a display box suspended from the roof overhang. Passers-by and potential customers are thus exposed to the product long before having reached the particular storefront. Dwellers who may not necessarily have passed by the specific store, but have been exposed to the product through the trade-off display box, are thus lured to the store.

The redesign of the edge using alternating levels creates display points that project into the arcade. The potential loss of display area created by possible staying zones at one point along the tenant's storefront edge is offset by improved product exposure afforded by a display area at another point along the edge, where the display area is projected into the visual field of the passer-by.

Trade-off display boxes and points are incorporated throughout the arcade and can be alternated between the tenants depending on the tenant situation at the time.

shopping mall   vs   arcade

The dynamic and scale of an inner city arcade is very different from that of a shopping mall.   Bentel Abramson (interviewed on 20 August 2009) of Bentel Associates International, an architecture firm that specialises in the design of shopping malls, states that the design of a shopping mall focuses on affording the tenant as much clear storefront area as possible.   Seating along the storefront edge is not implemented, as this will reduce the clear display area.   The passer-by must either enter or move on to the next store, and opportunity to sit down and relax is provided for in a central food/entertainment court.   Shopping mall visitors mainly seek shopping or entertainment opportunities and do not necessarily consider the mall their main form of social public space.

In contrast, inner city arcades and thoroughfares are the main social public spaces available to the city dweller.   During the day President Arcade is filled with city dwellers who do not necessarily come for shopping, for example students who pass through on their way to colleges located in the areas above the retail stores, office workers from surrounding office blocks strolling around during breaks or dwellers waiting for busses.   These city dwellers do not have any other nearby public spaces at their disposal and because there is no opportunity for lingering, they recline against the storefronts.   In order to disguise this sight, retail tenants close up storefront spaces that face the arcade.   Current retail tenants therefore lose out on display area and the city dweller is not provided with staying zones.

6.33

6.34

Through mapping and observing the different arcades and thoroughfares in the inner city, it became evident that people want a variety of activities to observe and a choice in the level of exposure they are subject to. Some people want to look at interesting storefronts, while others want to observe the busy street life; some people want to be in the midst of social activity, while others want a spot that is more private.   Therefore a single social space in the middle of the arcade will not suffice and a variety of staying zones should rather be incorporated along the edge.

The reality of the inner city and the economic retail ideal as seen in shopping malls are therefore conflicting ideas and the challenge lies in redesigning the edge in such a way that both the city dweller and the retail tenant will benefit from it.

According to Abramson there are no set guidelines for storefronts in South Africa. The architects and client usually set up a manual with regulations and guidelines for the interior retail and storefront design together. In most cases the retail tenant appoints an interior architect and a professional window-dresser who are independent of the development's professional team.
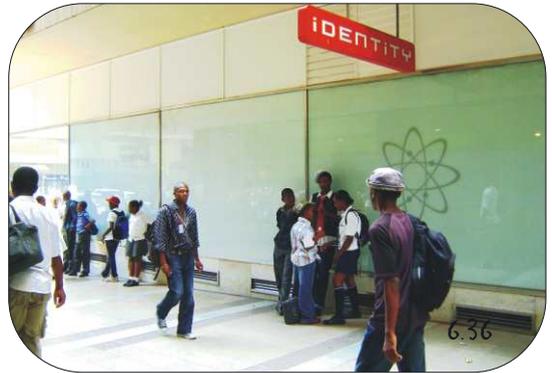
FIGURE 6.33 - 6.36   City dwellers in President Arcade
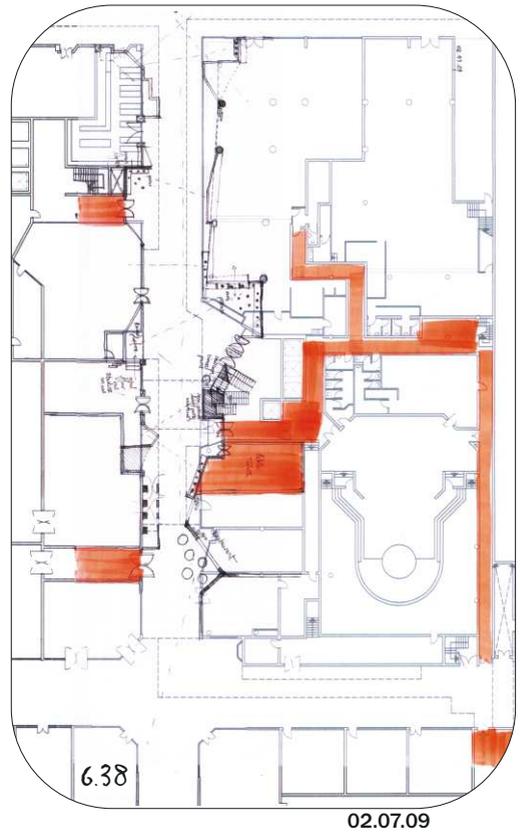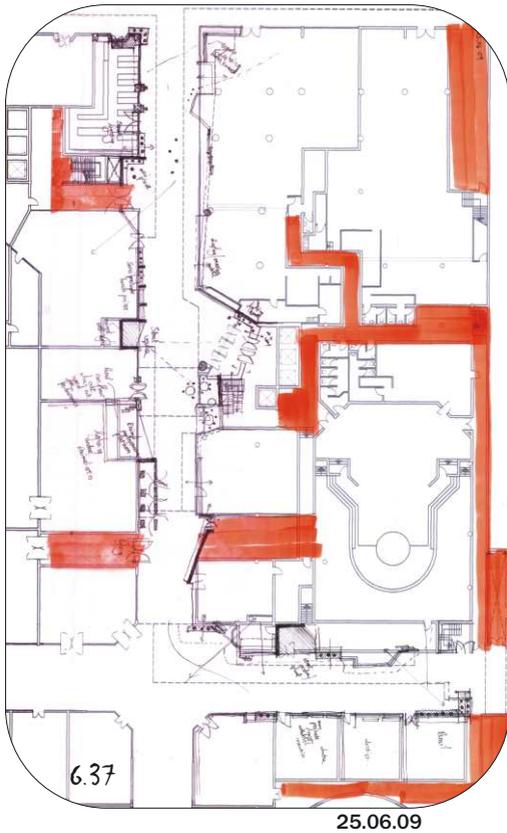
FIGURE 6.37 - 6.40   Conceptual development of different patterns along President Arcade's edge

Different patterns of active and less active edges, and public and semi-private lingering points, were conceptually tested. The location of restaurants, public facilities and vendor platforms were influenced by the layout pattern.

The alternating storefront levels and display areas that projected into the arcade determined the shape of staying zones along the edge.

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04.07.09

6.40

05.07.09
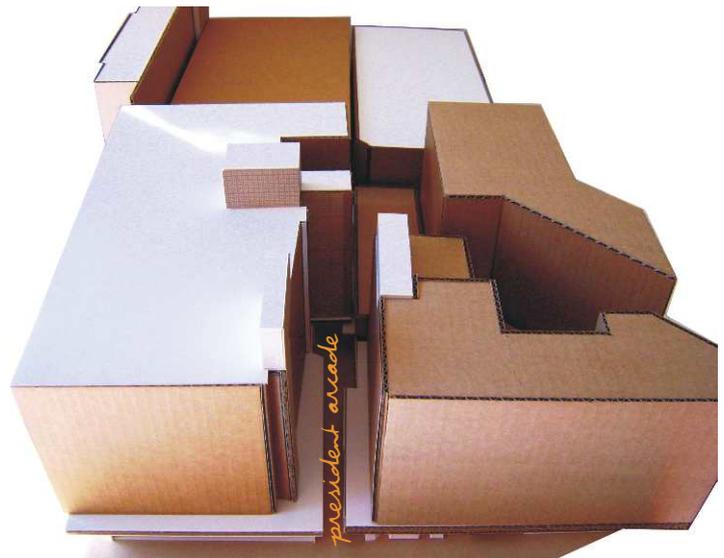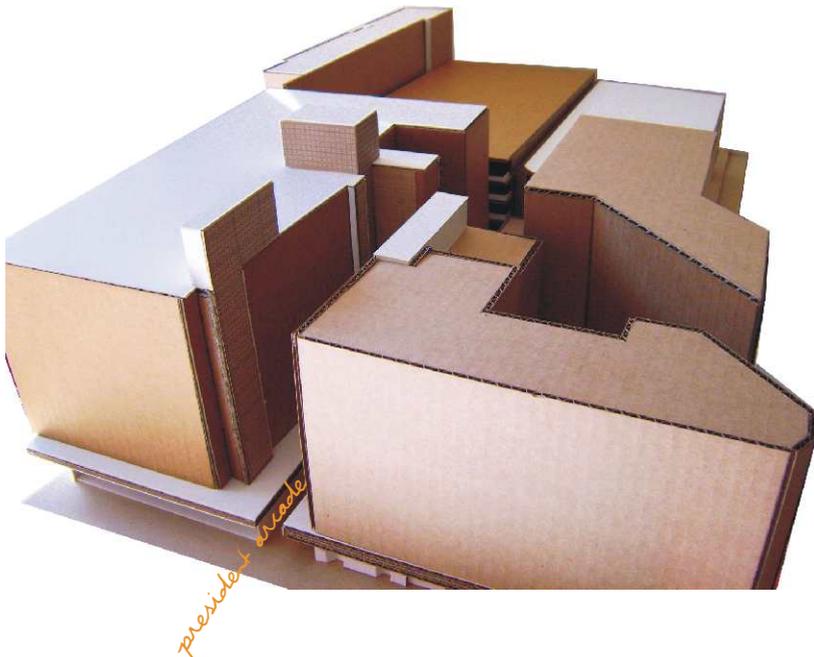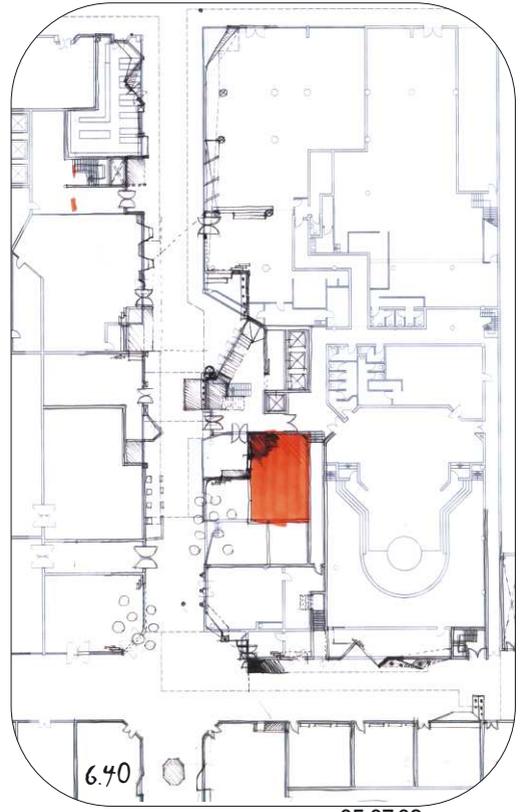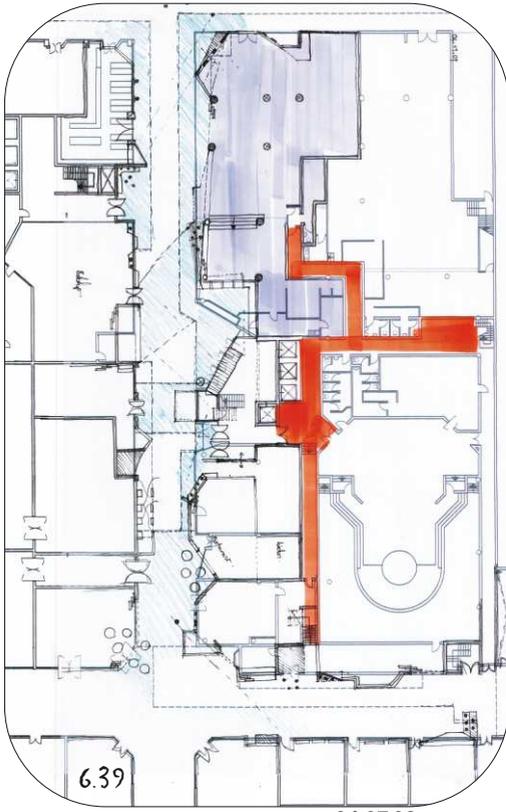
president arcade

FIGURE 6.41   Model of President Arcade and surrounding buildings

6.43

6.44

6.45

6.46

6.42
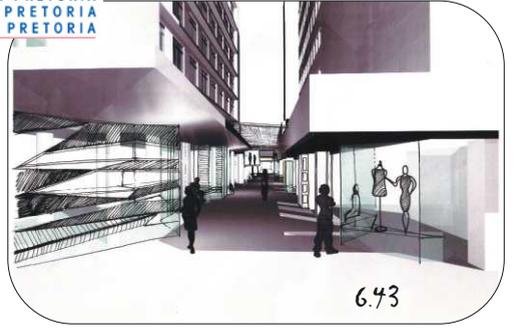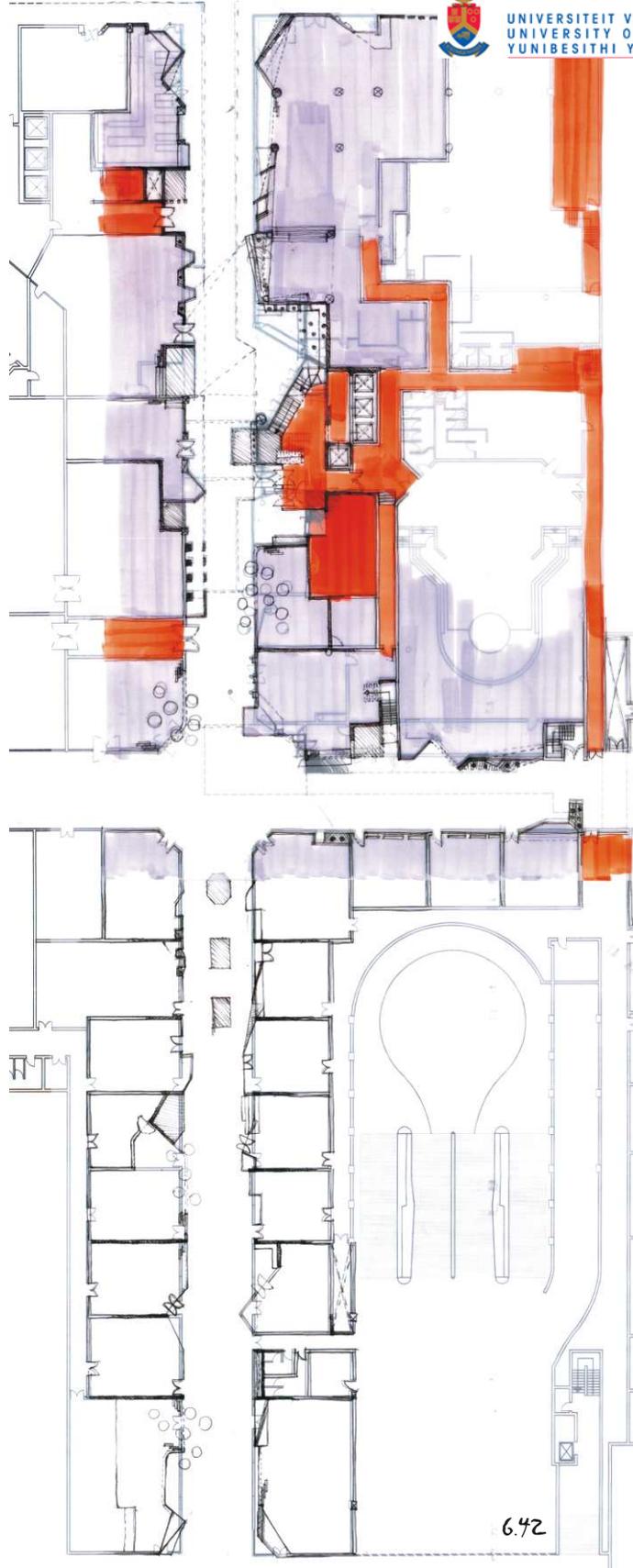
FIGURE 6.42   Conceptual development of President Arcade's edge

The redesign of the edge with alternating levels visually opens up the arcade. In perspective it seems much wider even though the building edge was not moved back.

This gives the city dweller a sense of openness upon entering the arcade space and the visual connection with the other end of the arcade is strengthened through the perspective illusion.

FIGURE 6.51   Model showing existing arcade condition

FIGURE 6.52   Model showing new design intervention

FIGURE 6.43 - 6.50   Views along President Arcade
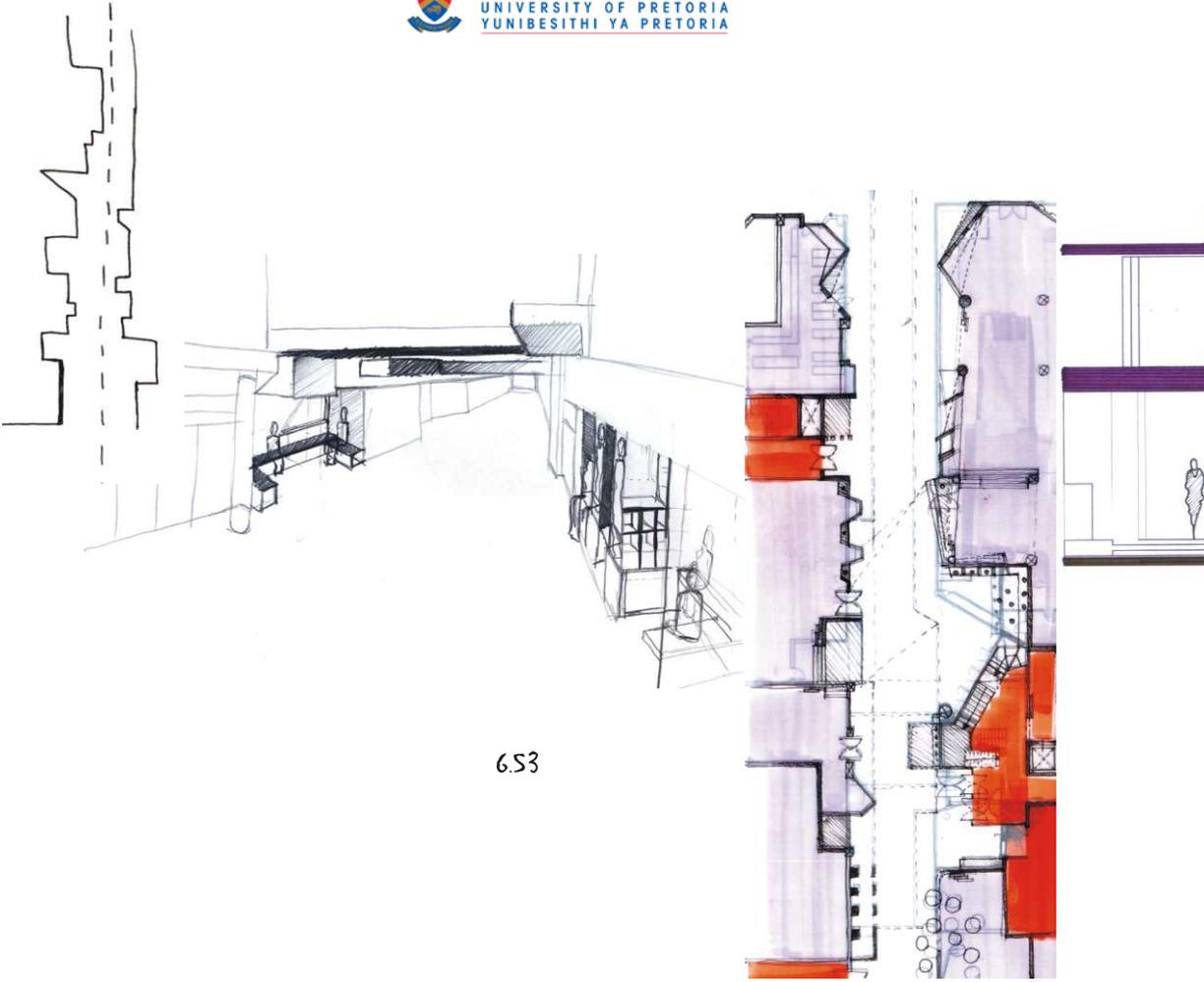
6.53

FIGURE 6.53   Conceptual sketches of guideline and edge development
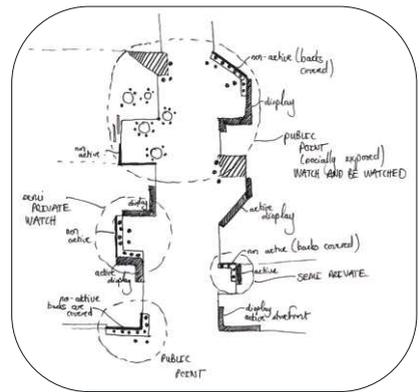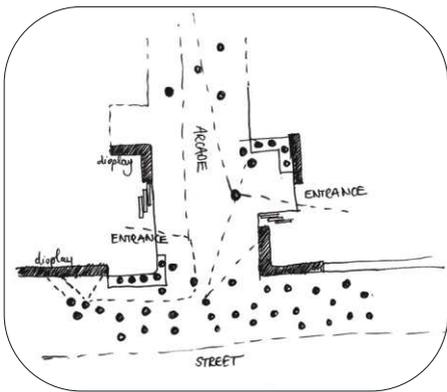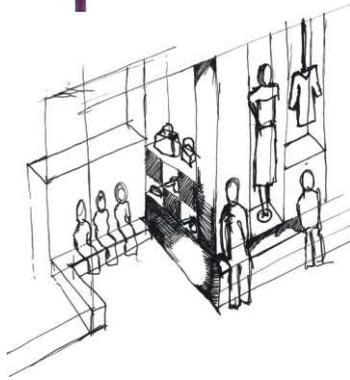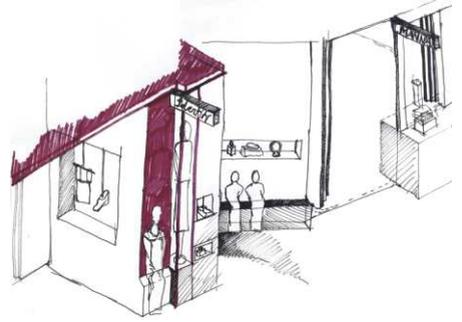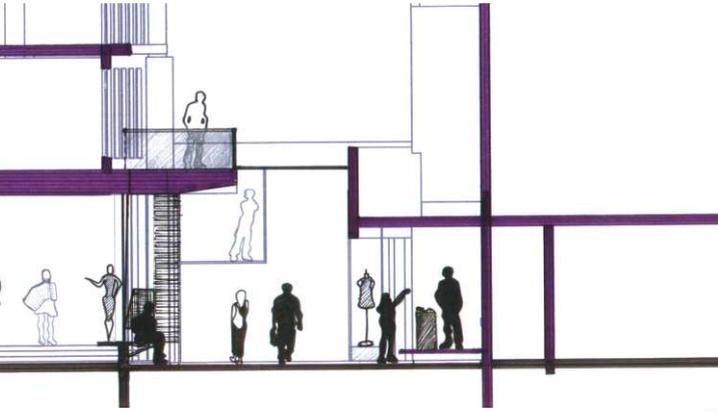
The impact of the alternating levels on the visual field of the dweller had to be considered to ensure that elements of seduction were created without obstructing the visual axis through the arcade.
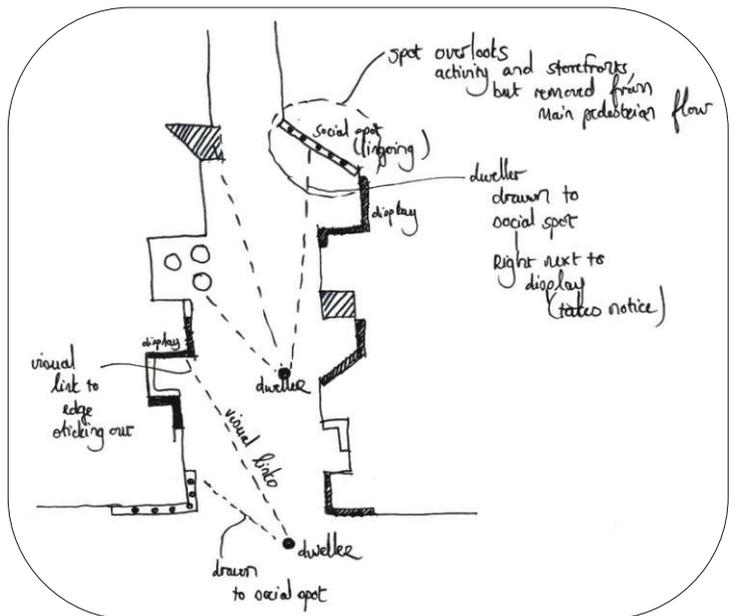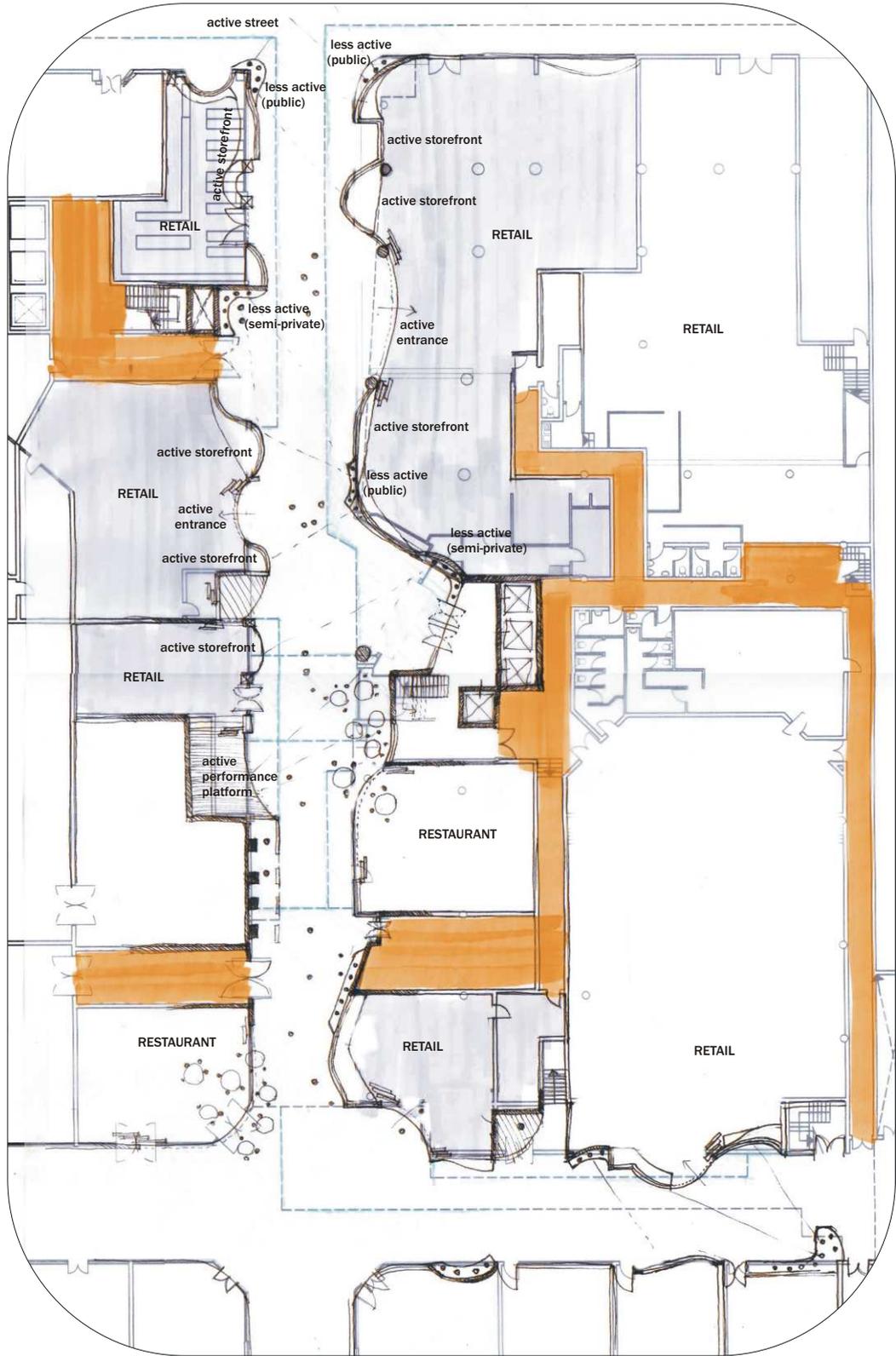
FIGURE 6.54   Conceptual sketch of a different design style implemented on President Arcade's edge

The design style implemented on President Arcade is a combination of straight and angled lines that form an edge with alternating levels. The guidelines, as set out in Edge handbook, can also be applied to a different design style as shown in figure 6.52.

For instance, the guideline *linger_watch_be watched* indicates that a pattern of active and less active edges opposite each other should be created. This pattern can be interpreted into various forms and styles as long as the principle - ensuring that dwellers' can linger at a point where their backs are covered to some extent (less active edge), while watching out onto an activity or active storefront (active edge) - remains the same.