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PITCHING CHANGE

Micro-Community of Higher Learning

Request for Approval of Thesis Research Project Book Presented to:

Professor Ameen Farooq, PhD

and to the
Faculty of the Department of Architecture
College of Architecture and Construction Management

by

Christopher J. Chaphe

In partial fulfillment of the requirements for the Degree

Bachelor of Architecture

Kennesaw State University

Marietta, Georgia

May 1, 2020

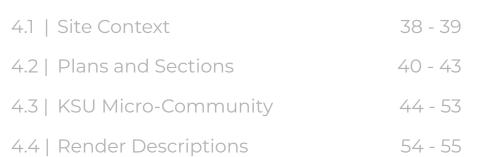
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CHAPTER 1 INTRODUCTION

"ATHLETICS ARE THE FRONT PORCH OF THE UNIVERSITY. IT'S NOT THE MOST IMPORTANT ROOM IN THE HOUSE, BUT IT IS THE MOST VISIBLE."

- SCOTT BARNES, UNIVERSITY ATHLETICS DIRECTOR

RESEARCH CONTEXT 1.1

STADIUM DESIGN CONTEXT:

that stadiums today are only used for gamedays and not in use 365 days a year.

A new concept is being introduced within the sports have them be more productive. and recreation market that is changing the way we are thinking about stadiums. The recently built Truist The secondary idea being that employees will be fully entertainment for students/alumni, and a source for the immediate surrounding context of the stadium. The idea behind this new concept was to create a Many employees seem to be attracted to this work the most visible." A popular quote throughout the stadium's facilities and surrounding community. The to their employees. result of this project has created a hub of activities that are creates social and work related events. The designers created a blend of programs that spark engagement in several different ways.

This new idea has been taking shape within many other projects throughout the world, and is being used within many new stadiums for professional sport teams. However, this new idea has not made its way into the college settings.

MICRO-COMMUNITY CONTEXT:

by many designers as a waste to the community. In within the sports facility scene but it was first that we know today, but are they still maintaining the past they have cost millions of dollars and have implemented within many tech campuses such as the goal they originally set out to accomplish? disrupted the flow of city scape. These facilities, Apple, Facebook, and Google. These campuses have due to their large scale do not fit well within their been including a full range of programs that give their communities. Stadium critics are quick to point out employees everything they need to live in one place.

their employees moral while at work, and ultimately

Park (formally known and Sun Trust Park) and The immersed within the company campus that it will lead income for the university. Battery is the first stadium to incorporate a mixed used to employees to work longer hours and constantly be development within the stadium plan that is within available due to the lack of need to leave the campus.

Live/Work/Play environment for patrons within the style as these companies have given several amenities many athletic department representatives.

SPORTS WITHIN COLLEGE CONTEXT:

Stadiums today are mega structures that are viewed Micro-communities are not only being incorporated College was the starting point for many of the sports

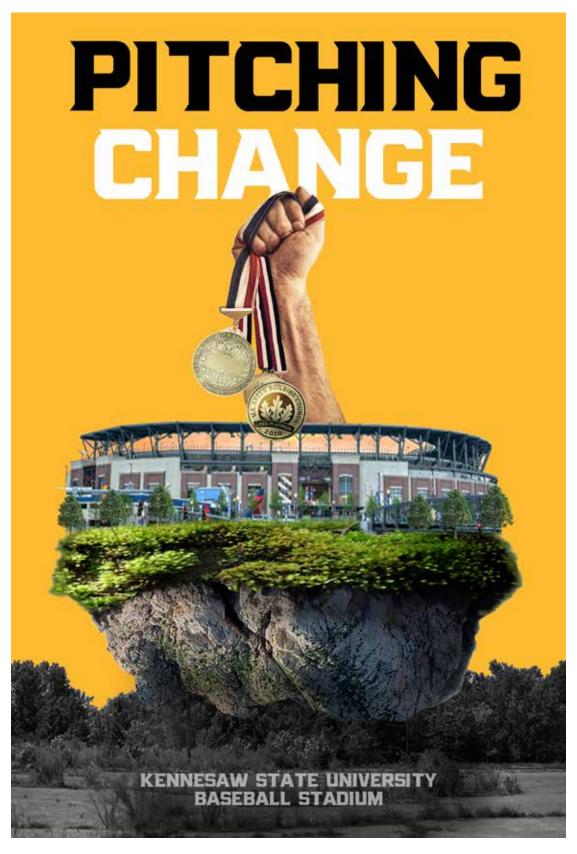
Sports within a college campus were designed to add towards a students education. The goal for many universities that were experimenting with The -primary idea that companies are hoping to boost having sports on campus was to build a strong well rounded individual (body and mind). Some schools have pushed sports to a much larger roll within a campus such as marketing throughout the country,

> "Athletics are the front porch of the university. It's not the most important room in the house, but it is

> This is an interesting and sometimes a controversial quote. At the core of a university, academics is the heartbeat that makes the university tick. However, in many cases sports teams have become marketing adversaries for the university. Statistics have shown that universities that win or participate in national championships for the 3 major sports (Football/ Basketball/Baseball) see a rise in applications.

1.2 ABSTRACT

THESIS POSTER



ABSTRACT

some experiences that have shaped who lam today. surface parking in an effort to accommodate Playing and watching sports is a common activity its exponential growth. As well as building new amongst my friends and family. These events sports facilities with a weak connection to campus spark engagement and camaraderie between communal and student activities. us. The stadium in which these sports are played within are a key component to this engagement. My project aims to design a new baseball stadium They bring people together to enjoy and root on in KSU connecting the fragmented spatial pieces your favorite teams along side thousands of other of the campus to foster a cohesive fabric of fans.

Stadiums today are becoming a remarkable used developments and a retail spine. instrument to generate communal spirit besides marketing, recruiting and hosting games for My thesis project (Baseball Stadium) aims to universities. The iconic design of these stadiums eliminate the wasteland of parking dead space has become more complex. They have pushed and fragmented spatial patterns in KSU with the limits of technology and design however their program that pushes the spirit of live-work-playiconic design is not without the parking wasteland study for student success—an immersive and that creates an island of a specific sports activities. vibrant micro community of students catalyzed

I believe that KSU must consider student life for all to the spatial fragmentation of our North Campus. students to better embed the sports facilities they intend to build by substituting the large amounts of parking surface area with a more productive program to foster a strong sense of communal spirit—an active micro community. A place where students, faculty and visitors share the festive and competitive nature of sports as well as their education at KSU.

Research has time and again shown that baseball stadiums with stronger spatial connection to their social surroundings have become strong social hubs to serve their communities well.

Being around sports growing up has given me Kennesaw State University is regularly adding

spatial patterns that should generate an active community of students. Supported by a mixed

by a Baseball Stadium—to bring spatial cohesion

DESIGN HYPOTHESIS 1.3

DESIGN HYPOTHESIS:

our society.

their daily lives. They build camaraderie between activities? communities. The world has seen sports bring everything will be ok.

Society does not offer many situations where I believe that sports are just as, and in some cases, each other, and these events happen daily.

For the athletes, sports build character, leadership, students and the university on non-gamedays. and cooperation skills that they are able to utilize through sports.

Asimportant as sports has become to our society. The While technology and designs for these stadium Thus, creating a vibrant and lively micro-community. have become remarkably advanced the stadiums have not added much advancement to supporting the communities they are within. Stadiums have become introverted within their designs. They don't interact with their communities well, and in some cases they can disrupt their communities.

Sports have become deeply embedded within our. The potential a stadium has to become a hot spot for. The stadium as the main driving force within the society. They bring joy as well as sorrow to our lives activity and social interaction within a community on micro-community would give the campus a spark of in a way that is unlike any other component within a daily basis is virtually unlimited. The game itself is engagement not only within the University's athletic already a major event that creates a large amount of programs but within campus/student life. activity within its gamedays. Why can't we capitalize Sporting events are consistently the most watched on the facility and the pillars already in place to further While embedding stadiums within a college and attended events that we have to offer. These push the stadium to become a micro-community that campus raises several different concerns compared events give people a few hours to distract them from serves as hot spot for social interaction and communal to a professional stadium, the main idea can still be

and despair and have brought people hope that driven by the stadium within a college campus setting entering the campus by the thousands on a daily basis. is the main idea behind this thesis.

hundreds of thousands of people come together more, important to a college than the professional to watch/support one single event peacefully with setting. For some colleges their athletics program become the identity for the school. Yet we still see the massive stadiums being practically useless for the

within their daily life. These athletes are able to Even with these mega-structures for their athletic grow and learn from experiences handed to them events. We still see a missed opportunity to capitalize on a hub of activities that are embedded with the facilities that are a necessity for sports and academics.

stadiums in which theses sports are played within I believe stadiums that are designed utilizing the has not been able to maintain an equal growth of strategies that are laid out by this thesis which blends significance to the communities they are within. programs that surround the stadium as well as within.

implemented. Arguably, this concept can be better implemented within the college campus due its entire countries together in times of destruction. The goal of incorporating a micro-community that is already existing infrastructure of students and faculty "FOOTBALL TEAMS REPRESENT CITIES AND COLLEGES AND SCHOOLS. THE PEOPLE HAVE BUILT GREAT STADIUMS, AND THE GAME IS CULTURALLY INTERTWINED WITH OUR CALENDAR. WE DON'T GO BACK TO COLLEGE FOR THE COLLEGE. WE GO BACK FOR A FOOTBALL GAME, AND, YES, WE EVEN CALL THAT 'HOMECOMING'."

- FRANK DEFORD, SPORTS WRITER

RESEARCH QUESTION & KEY TERMS 1.4

KEY TERMS:

Micro - a small, reduced or restricted area

Community - a group of people living in the same each others activity. place or having a particular characteristic in common; a feeling of fellowship with others, as a result of **Invisible Parking** - a parking strategy that hides the successful? sharing common attitudes, interests, and goals.

Micro-Community - a reduced area that is designed to support a group of people with similar attitudes interests, and goals. Generally a place where people spark communal activities for the patrons within. live that can support a common group of people's life.

Live/Work/Play/Study - a place where people can live in the same area they work and go to be entertained.

Live - space for apartments or houses that people can live day in and day out.

Work - space where people conduct there business.

Play - a variety of different space that are aimed to entertain people.

Study - spaces designed to be supportive to a learning environment.

Program Blend - The layout strategy that disperses programs evenly throughout a site and does not create clusters or zones of particular programmatic spaces

Mixed Use Development - a group of diverse programs 1) What impact does a stadium have on students within a close proximity to each other and feed off of within a college campus?

majority of parking space from the main circulation path and programs.

Community Engagement - the power a facility has to

RESEARCH QUESTION:

- 2) What components make a micro-community
- 3) What is Kennesaw State University lacking when it comes to student life?
- 4) What is desired within a campus to create an ideal student life?
- 5) How are successful campuses (academic/business) laid out?
- 6) What programs are a good blend for a college athletics driven micro-community?
- 7) What circulation is best suited for campus style communities?
- 8) Which programs can be implemented within the stadium directly?
- 9) What is the character of Kennesaw State University?
- 10) What connections, if any, can be made to connect a fragmented community?

1.5 STADIUM STUDY

TRUIST PARK & THE BATTERY

ORGANIZATION: Atlanta Braves, MLB

LOCATION: Smyrna, GA **ARCHITECTS:** Populous

SITE AERIAL VIEW

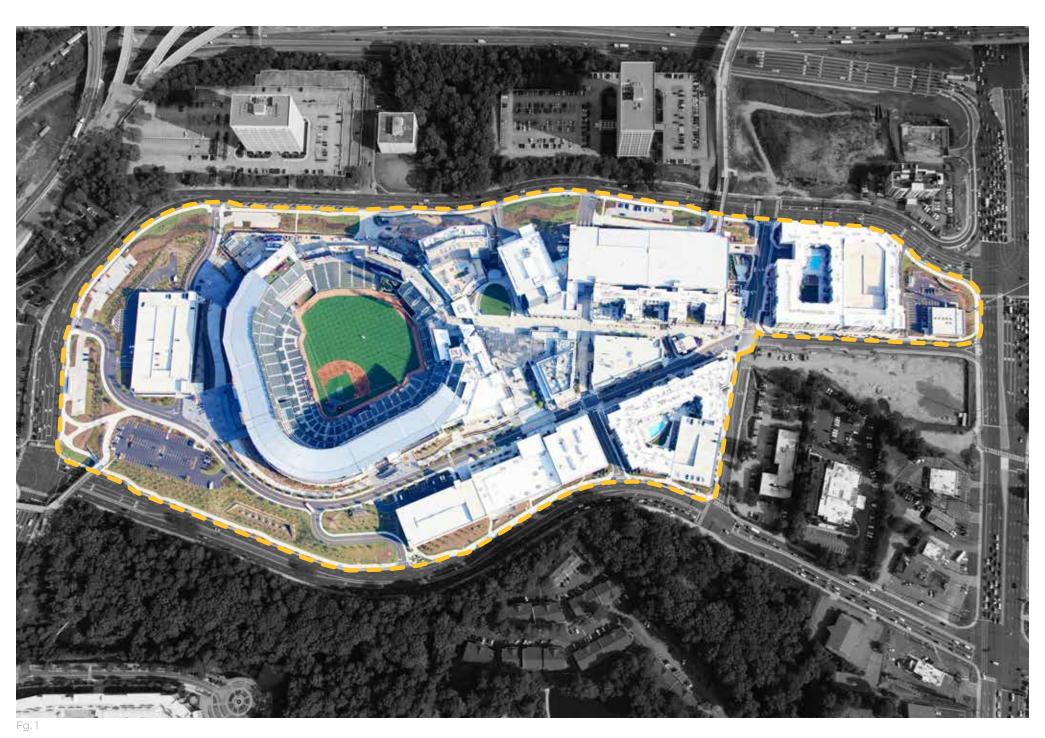
PROGRAM INTEGRATION

SITE LAYOUT

PARKING STRATEGY

COMMUNITY ENGAGEMENT

SUITE KEY MAP





SITE IMAGES









STADIUM STUDY 1.5

CONCLUSION

The Battery at Truist park is a micro-community that is supporting the Atlanta Braves stadium (Truist Park). This is truly a mixed use development. It is designed to bring people in to enjoy the programs that are being offered on a year round basis not just on gamedays.

While analyzing this case study it became clear that the programs within this project were directed towards building a Live/Work/Play community.

These programs are evenly dispersed throughout the site instead of being broken into clusters of related programs. This strategy forces people to travel throughout the entire site and limits dead zones within the site.

It is important to this thesis to analyze not only the types of programs that were implemented within this project but how they are interacting with the stadium, and how these programs bleed into the stadium.

Parking was a major concern when designing The Battery. The designers used a strategy referred to as "invisible parking". They hid much of the parking from the main spaces within the battery which are primarily pedestrian.

Finally, the layout of site with two main avenues that are linear and cut through the site are important to the circulation, and interactions within the site.

1.5 STADIUM STUDY

DUDY NOBLE FIELD

DRGANIZATION: Mississippi State University

LOCATION: Starkville, Mississippi

ARCHITECTS: Wier Boerner Allin & Populous (2019)

Renovation)

SITE IMAGES

PROGRAM INTEGRATION

SITE LAYOUT

1 2 3 4 5

1 2 3 4 5

PARKING STRATEGY

1 2 3 4 5

CONCLUSION

Dudy Nobel field is home to the Mississippi state bulldogs baseball team. Consistently, this stadium is filled out due to its successful team and the atmosphere the stadium is helping to create.

The analysis of this project is focused primarily on the programs this stadium implemented within the a college campus. While this is one of the largest college campus stadiums it is also viewed as one of the most successful stadiums throughout college

baseball.











STADIUM STUDY 1.5

ALEC BOX STADIUM

DRGANIZATION: Louisiana State University **LUCATION:** Baton Rouge, Louisianan

ARCHITECTS: Grace & Herbert & DLR Group

CONCLUSION

LSU's Alec Box Stadium is being studied within this thesis to analyze a college baseball stadium in an off campus setting. While the stadium is just off campus it is still considered an off campus stadium.

Alec Box stadium is within close proximity to LSU's football stadium/facilities, softball facilities, and tennis facilities. Each of the facilities feed off of each other and utilizes the supporting programs that each facility is requiring to operate.



PROGRAM INTEGRATION SITE LAYOUT SITE IMAGES

PARKING STRATEGY









1.6 CAMPUS STUDIES

APPLE PARK - APPLE HEADQUARTERS

DRGANIZATION: Apple, Inc. LDCATION: Cupertino, California **ARCHITECTS:** Foster + Partners

SITE PLAN



PROGRAM INTEGRATION



SITE IMAGES

SITE LAYOUT







PARKING STRATEGY



CONCLUSION

Apple Park is a high tech facility for one of the most innovative companies in the world. The campus is designed to support Apple's employees within many aspect of their lives.

This site disperses its program throughout the site in a cluster format. These programs are embedded within a constructed "forest", with the landscape design plan adding 1000 trees throughout to create a more sustainable environment.



CAMPUS STUDIES 1.6

MENLO PARK - FACEBOOK HEADQUARTERS

PROGRAM INTEGRATION

SITE LAYOUT

SITE LAYOUT

PARKING STRATEGY

PROGRAM LAYOUT

DRGANIZATION: Facebook, Inc. LDCATION: Menlo Park, California

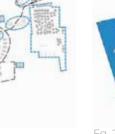
ARCHITECTS: Frank Ghery

CONCLUSION

Facebook's headquarters within Menlo Park is a great example for circulation throughout a large campus. The designers created a loop throughout the site that acts as a main avenue that cuts through many of the main programs.

This loop is key to the function of the building and engagement within the site. It gives employees and visitors and easy path to navigate and have many of the major programs branch off of this pathway.





SITE IMAGES













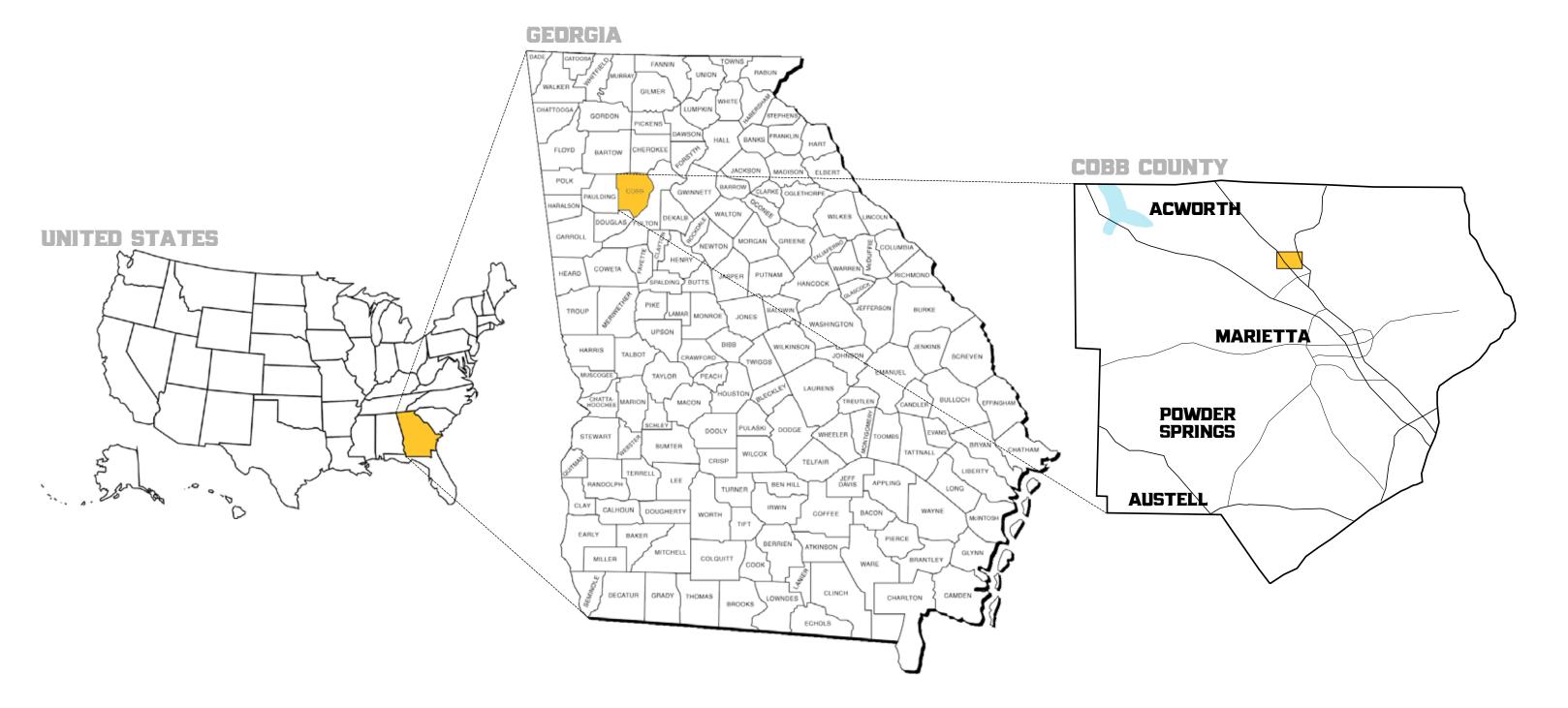
CHAPTER 2 SITE DEVELOPMENT

2.1 SITE SELECTION

INTRODUCTION

is the cause of a divide between each campus.

In most cases college stadiums are designed within Both campuses have several advantages and to other KSU athletic facilities, and the abundance of the campus. However, KSU is unique in that it has disadvantages that could support the overall concept, residential district in the immediate area. two main campuses that are a 15 minute drive apart. but ultimately the Kennesaw campus is the best fit this separation along with a few other key reasons for the micro-community I am trying to build. This is due to the overall size of the site, the close proximity



SITE PROPOSALS 2.2

KEY QUESTIONS

- 1) Which site supports the idea of Micro-Community the most?
- 2) Will I have enough area to accomplish the goal?
- 3) Is it important to keep athletic facilities within close proximity to each other?

MARIETTA CAMPUS

DISADVANTAGES

- 2) Would be a stand alone athletics facility on programs. campus, and would create difficult situations for the athletics department staff.
- 3) Potentially would be underutilized due to the lack of interests within University athletics on the 3) Is an empty slate to work with for athletic Marietta campus.

ADVANTAGES

- 1) Difficult topography to create a lively community. 1) Potential to connect both the Marietta and Kennesaw campus through KSU's Athletics
 - 2) Has the potential to create opportunities for revitalization within the Marietta Campus.
 - facilities.



KENNESAW CAMPUS

DISADVANTAGES

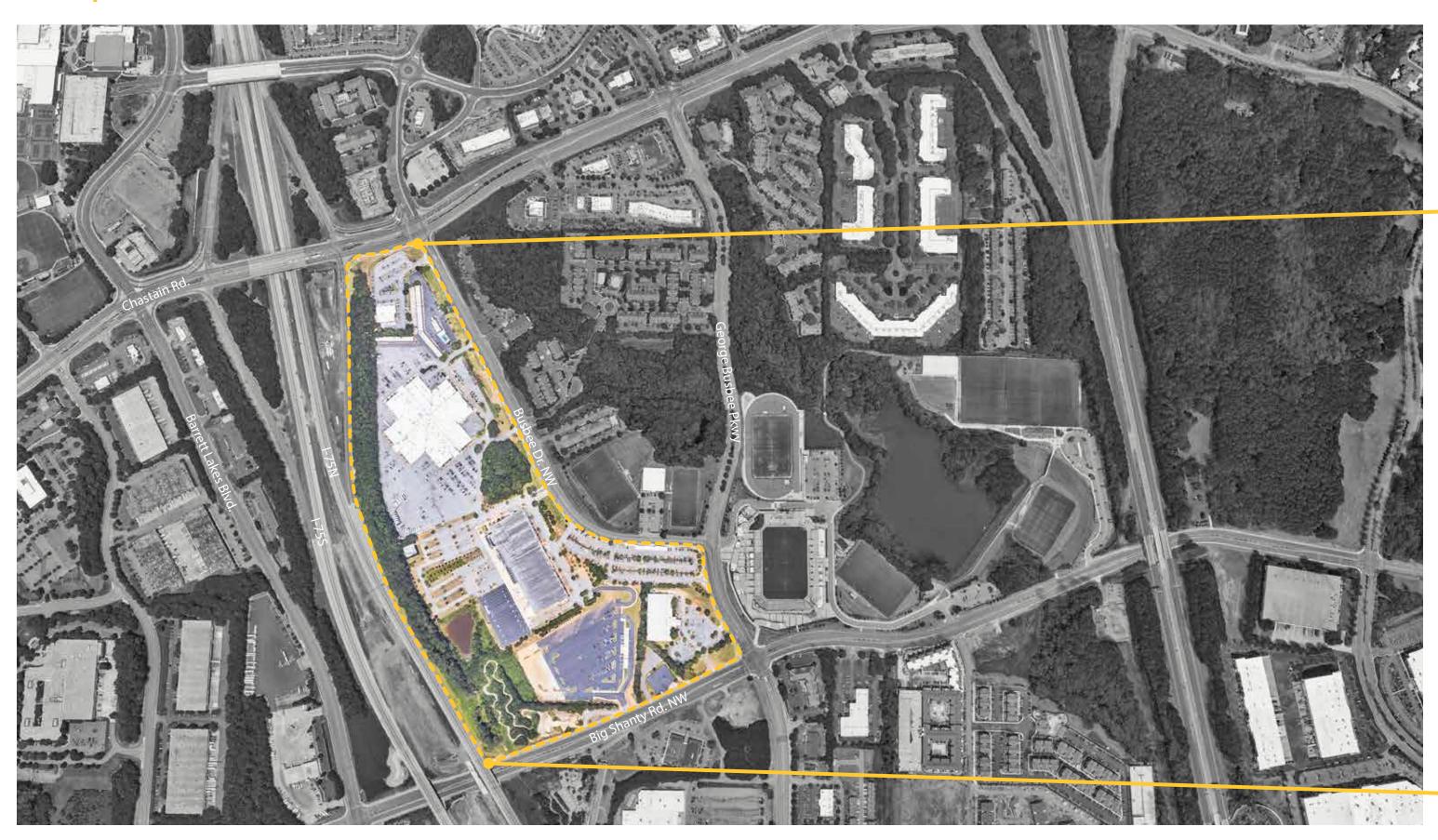
- 1) The site is not directly within the heart of the 1) Would be connected to other athletics facilities Kennesaw campus
- from hosting athletics events.
- 3) Potentially a difficult site to work on due to the 3) Would become a hub for all Kennesaw sporting surround roadwork context.

ADVANTAGES

- creating an athletics campus.
- 2) Would continue to exclude the Marietta Campus 2) Has student only apartments within walking distance.
 - events, where each sport could capitalize on the others facilities year round.
 - 4) Would begin to connect the fragmented pieces of the Kennesaw campus.



2.3 SITE MAP



SITE BREAKDOWN 2.4

SITE DESCRIPTION

site. Moving south within the site is the KSU Center, the site includes an office for KSU campus police

Currently, parking is what takes up the majority of a Kennesaw State University building that houses the land use within the site. These parking lots are continued education and large open multipurpose supplying parking for a few programs that include a spaces. These programs will be substituted and will restaurant and motel on the north entrance of the be within the new program layout. The south half of

and a new student housing apartment complex. Both of these programs are essential to making this a lively micro-community that is safe for all visitors. Thus these programs will be kept in place.



EXISTING SITE KEY

Cracker Barrel

Restaurant 1 story Public

Kennesaw Inn

Hotel 2 story Semi-Public

KSU Center

Education/Event Center 1 story Semi-Public

KSU Surplus (Formally Brands Mart) 8)

Storage Facility 2 story Private

Cobb Country Transit Station

Bus Station/Parking Lot 0 story Public

Bixby Apartments

Student Apartments 4 story Private

X-press Park and Ride Station

Bus Station/Parking Lot 0 story Public

KSU Public Safety Headquarters

Offices 1 story Private

2.5 SURROUNDING CONTEXT



SURROUNDING CONTEXT BREAKDOWN 2.6

SURROUNDING CONTEXT DESCRIPTION

This site is nested in between the core of the KSU athletic facilities to the core of the Kennesaw of George Busbee Pkwy. is also the location where complexes that are primarily rented to students and Rd. to the south. Busbee Dr. and a small section

Kennesaw campus, an athletics zone, and a large campus. This site is locked in by a hard barrier to the several athletics related activities happen such as amount of multifamily and student housing. This site west that is I-75, Chastain Rd. to the north, Busbee Dr. tailgating and the owl walk for football games. This has he opportunity to connect the five apartment and George Busbee Pkwy. to the east, and Big Shanty site has the opportunity to further enhance these

activities to boost student life through athletics.

SURROUNDING CONTEXT KEY

Stillwell Stadium

Current KSU Baseball Stadium 2 story Semi-Public

Comfort Suites

Hotel 3 story Semi-Private 5th/3rd Bank Stadium

Football/Soccer/Lacrosse (KSU/Atlanta United/Atlanta Blaze) 3 Story Semi-Private

KSU Admissions Office

KSU Academic Offices 4 story Semi-Private

Millstead Village

Apartment complex 1-4 story Private

10) KSU Perch

Intramural Fields 1 story Private

KSU Football Facility 3)

> KSU Football Offices/Training Facility 1 story Private

Extended Stay

Hotel 3 story Semi-Private **U-Point Apartments**

Student Apartment Complex 4 Story Private

Hampton Inn

Hotel 7 story Semi-Private **KSU Owls Nest**

KSU Club Sports Offices/Workout Facility 1 Story Private

Stadium Village

Student Apartment Complex 1-4 Story Private



CHAPTER 3 DESIGN STRATEGY

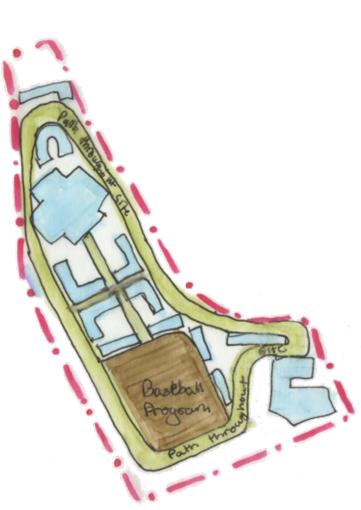
3.1 CIRCULATION STRATEGIES

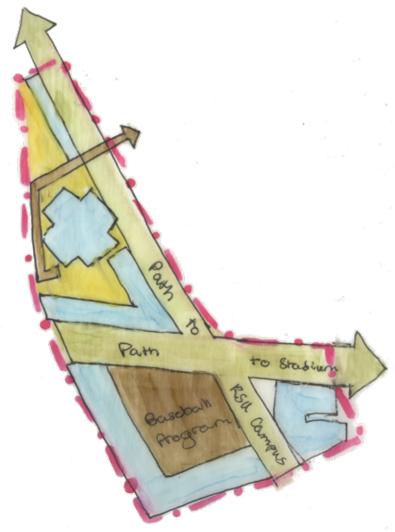
LOOP

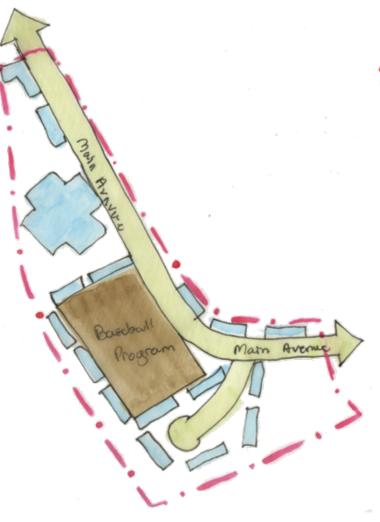
CROSSING AVENUES

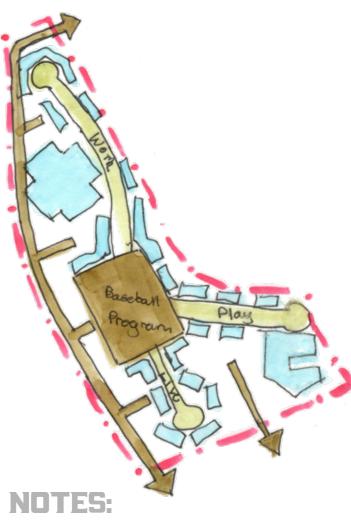
MAIN AVENUE

BRANCHES









NOTES:

The continuous looped pathway is the connecting piece throughout the entire site. Being that it is a loop, it does not prioritize programs based off of location along the path and within the site. This strategy does not connect the core of the Kennesaw campus to the off campus programs that are fragmented throughout the surrounding context. This causes an introverted site that doesn't connect to the surrounding context at all.

NOTES:

Two main pathways are formed, within this strategy, that directly connects to the KSU related programs that surround the site. The pathways would act similar to a city street scape that is a pedestrian only pathway with a variety of different programs branching off these avenues. This strategy creates an opportunity to have a Centre within the site. This could be important to designate a main focal point for the site.

NOTES:

This layout connects the surrounding context directly and istraveling through the site. This connection is essential to the overall fabric of the KSU campus layout. This strategy would also use the city street scape style for the main avenue. While the connection strategy is strong. The site does not prioritize certain programs which means there isn't hierarchy between programs. This will dull the overall experience of the site.

Within this layout the baseball programs would be the center point for the site with Live/Work/Play pathway branches reaching out to the extent of the site. In this strategy you would not be able to blend the variety of programs together as strongly as other strategies. These branches do not connect the overall Kennesaw campus fabric together.

PROGRAM STRATEGIES 3.2

PROGRAM LAYOUT 1

Baseball Rogram

NOTES:

In this program layout we see the heart of the Within this strategy we see the KSU Center taken. The layout above starts with the baseball program but with an added connection. This strategy does not based off of case study research. utilize the entire site, and is squeezing the majority of programs into one clumped section.

PROGRAM LAYOUT 2



NOTES:

baseball program within the south section of the away and replaced with the new baseball programs. site. Immediately outside these programs there are This strategy has the variety of programs clumped apartments and class rooms that would be directly together, but separated from one another. The associated with the field and other baseball programs. separation of programs into distinct clumps does This strategy maintains the north section of the site, not maximize the potential of the micro-community

PROGRAM LAYOUT 3



NOTES:

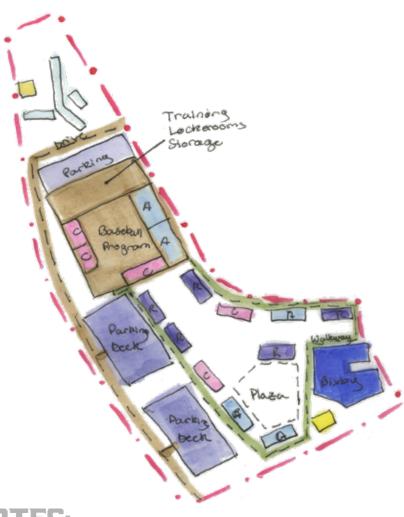
being on the south side of the site. This location is the most visible location on the site from the surrounding context. I-75 is directly to the West of this location and this section is not blocked by heavy trees. This visual connection is important to the baseball programs to bring people in. Adjacent to the baseball programs are a string of apartments that would enclose the site for pedestrian only use except for specified areas.

3.2 PROGRAM STRATEGIES

PROGRAM LAYOUT 4

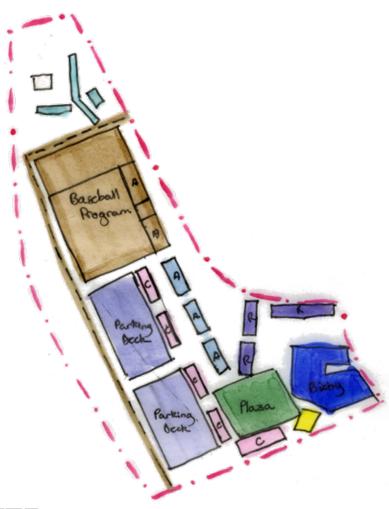
PROGRAM LAYOUT 5

PROGRAM LAYOUT 6



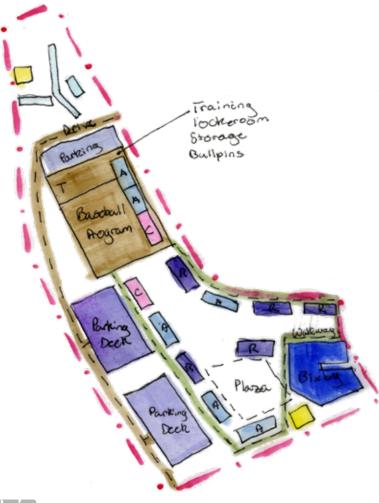
NOTES:

Within this strategy the baseball programs are Above, there is no direct connection between the This layout strategy allows for some separation from entire site instead of specific clusters.



NOTES:

taking the spot of the KSU Center, these classroom new baseball program and the existing football the football stadium to the East. Thus allowing for programs are being placed within the new layout stadium. This utilizes the main avenue circulation the connection between each of these programs of the site. The programs such as apartments strategy, but does not disperse the programs evenly to be embedded with the variety of programs that and classrooms are being embedded within the throughout the site. A multipurpose plaza space is are creating the micro community. The programs baseball program. The classrooms are surrounding placed in between the new and existing apartments are evenly scattered throughout the site, but are the south end of the baseball program which is to give the student living within this site a space that organized with a large section within that could be the location of homeplate and the majority of the is versatile and productive in enhancing student devoted to a pathway, green space, and/or other stands. Throughout the rest of the site the programs life. This strategy uses two large parking lots, and smaller programs that are beneficial to further the are separated but are scattered evenly throughout go against the case study research that suggest experience for visitors. the site. This leads people to travel throughout the that invisible parking is the most beneficial parking strategy for micro-communities.



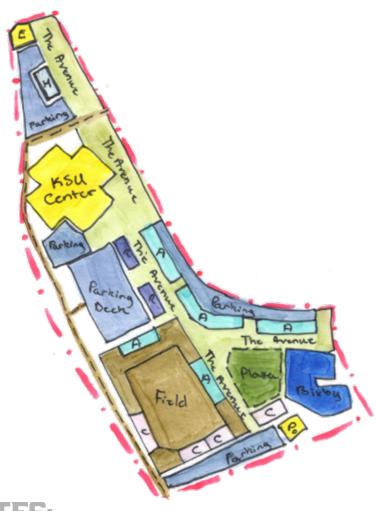
NOTES:

PROGRAM STRATEGIES 3.2

PROGRAM LAYOUT 7

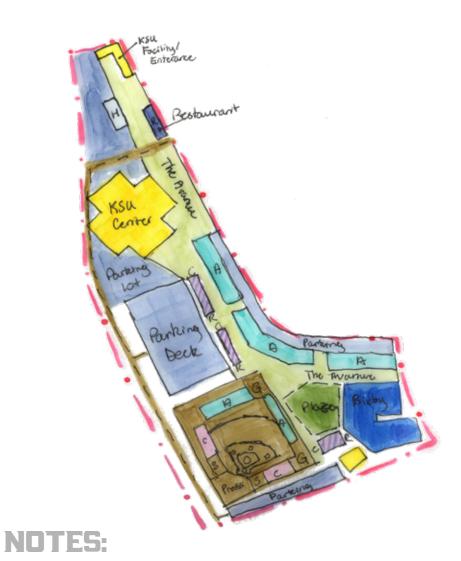
PROGRAM LAYOUT 8

PROGRAM LAYOUT 9

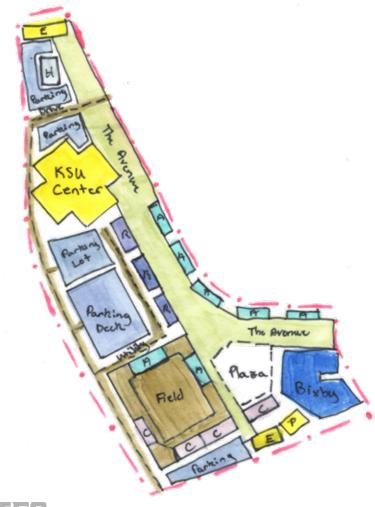


NOTES:

The baseball programs have been placed in the most ideal spot for visual exposure. The apartments within the outfield section of the baseball program border against the apartments along Busbee Dr. This creates an avenue, which is continued throughout the rest of the site connecting not only the ends of the site together, but the overall fabric of the kennesaw campus as well. Parking has been placed on the outer ring of the site to make the spaces invisible to the pedestrians once you enter the main avenue.



The north section of the site is still includes programs that are relating to what is existing on the site. However, These existing programs are rearranged to flow and connect with the rest of the site. A new program is introduced to this section as well. It would be a KSU facility that would act as signage, entry point, and be dedicated to students.

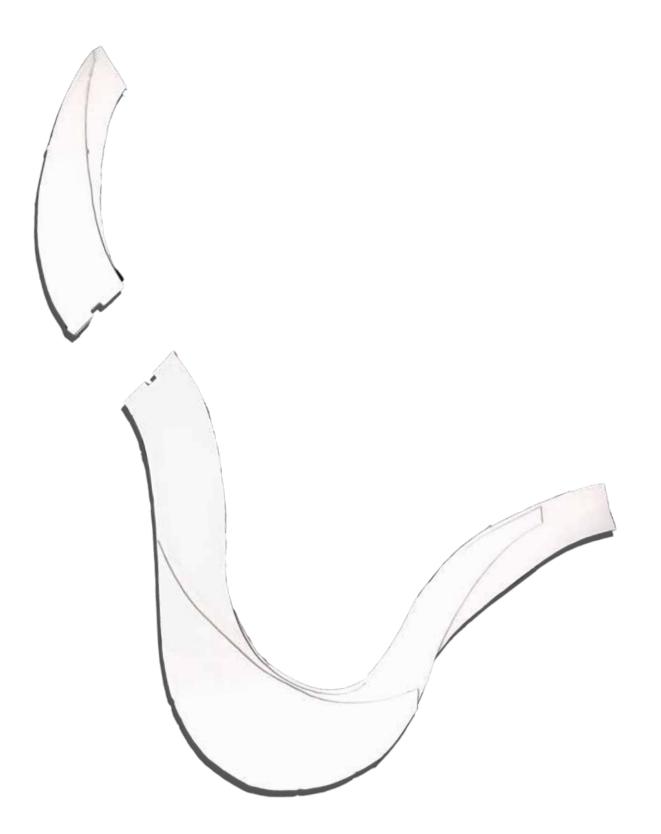


NOTES:

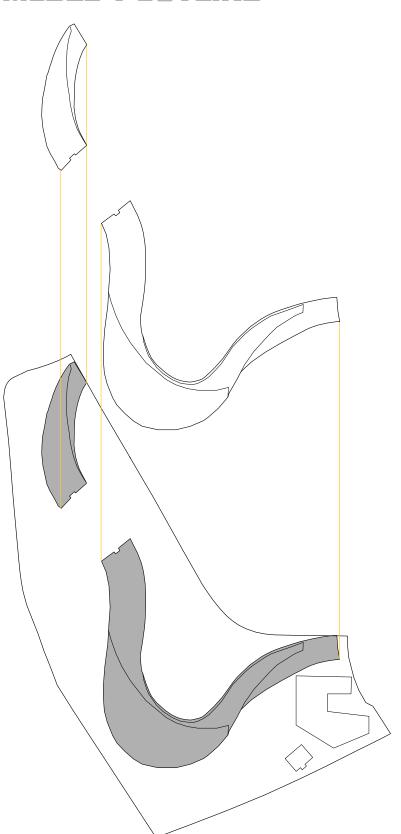
Classrooms within this strategy have been embedded into the baseball programs, and are also placed outside to be a stand alone program. The Plaza space has been placed adjacent to many of the large programs, specifically the baseball program where people can visit either easily. The programs are still dispersed as clusters, but they are flowing along the main avenue. A pathway designated for vehicle circulation has been added along the West side of the site. The trees along the majority of the west border would hide the circulation, but still allow access throughout the site.

3.3 MODEL EXPLORATION 1

PARTI MODEL 1



MODEL 1 DUTLINE



MODEL 1 DESCRIPTION

This model is exploring form after accounting for the lessons learned within the circulation and program studies.

The model is using the idea of a main avenue to connect the site. This allows for the overall connection between the campus and the apartments.

The KSU center is being utilized withing this model. The model connects to the top and bottom ends of the plus shaped building. This strategy allows for the continuous flow throughout the site without the ksu center programs being excluded.

Parking is designed to be within the structure on the bottom floors. This would allow for the parking to be invisible to pedestrians that are walking within the main avenue.

The structure bends and flows throughout the site. The "U" bend is designated for the baseball programs. It allows for the field to be set within the "U" and the stands, classroom, apartments, and other such programs overlooking the field. This creates the unique experience that comes with blending these programs that aren't normally associated with one another. It creates opportunities for exposure to the athletics program by having students sitting in classrooms that are a part of the baseball stadium.

MODEL EXPLORATION 2 3.3

MODEL 2 DESCRIPTION

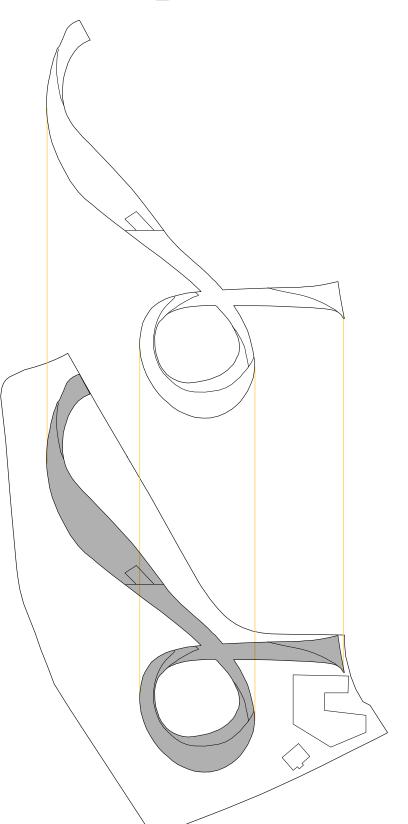
The model strategy to the right is pushing the ideas learned from model exploration 1, and using more strategies learned from the circulation and program analysis.

The new KSU center programs have been removed and re-dispersed throughout the site. This allows the site to have a smoother flow of circulation throughout the site.

Circulation throughout the site has become a hybrid between the crossing avenues and main avenue strategy. It allows for a continuous path throughout, and creates a Centre within the site.

This strategy allows for two main entrances/ exits. One of which connects directly to the football stadium. This gives the football facility the opportunity to take advantage of the new site's programs as well. For example, during football season this location is the site for many of the tailgating activities. By integrating restaurants, retail, and well crafted landscaping you create experiences surrounding the football game that are unique and celebrated before and after games. The connections bring more exposure for each program allowing for the athletics department to attract more fans to the other sports during off-peak times.

MODEL 2 DUTLINE



PARTI MODEL 2



3.3 FINAL MODEL EXPLORATION

FINAL PARTI MODEL



FINAL PARTI MODEL DESCRIPTION

within the model as gold. A loop has programs. been added to add further connection start to become shaped. The pathway is seating. split in the north section to allow a large green space for the students to utilize on a daily basis.

This model expands upon strategies Below are some study models analyzing how the explored within model 2. The hybrid baseball field and stands fit within the spaces laid out circulation strategy of crossed avenues by the parti model. The field takes on its shape based and a main avenue is maintained on the standards set by the rules of the game. However within this study. The main circulation the outfield is able to be adjusted, and is adjusted to throughout this site is highlighted flow within the loop created by the circulation and

between the site. This allows for a The 3,000 seat stands are caped with two green space well manicured plaza program to be hills that will add greenery to these major spaces. implemented. Levels start to arise within sections of these hills are designed to be as part of this model. The programmatic spaces standing room only sections within the stadium

STUDY MODEL



FIELD STUDY MODEL



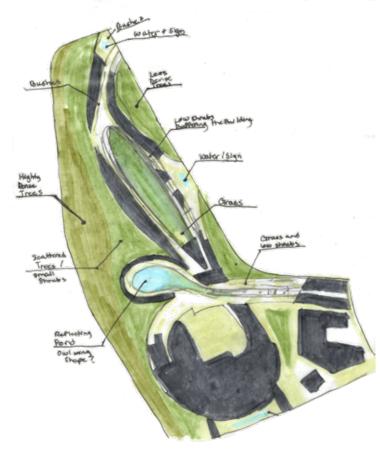
LANDSCAPE STRATEGIES 3.4

LANDSCAPE PARTI 1

LANDSCAPE PARTI 2



LANDSCAPE PARTI 3



FINAL LANDSCAPE PARTI



NOTES:

In the above parti, water is placed within the loop created just north of the space designated to the field. This water will add to the momentous experience that is necessary for this type of program. This strategy uses the shape of a KSU owl wing to dictate the shape.

NOTES:

Small green spaces are introduced within the pathway to shape the flow of circulation within the main spine of the site. The water feature within the loop north of the field is being shaped by the loop and blends into the main pathway to help shape the circulation throughout this section of the site.

NOTES:

This strategy is analyzing the levels of density the landscape is going to incorporate. The dark green located along the west border of the site signifies the existing buffer of trees that are between the site and I-75. The lighter the green the lighter the tree density is within this space. The water within the pathway is pushed to take on a greater role within this design strategy.

NOTES:

The pathway landscape is refined to show where the circulation, landscape, and programmatic spaces begin and end. The Lawn becomes a distinct feature within the overall experience of the site. This program gives students the opportunities to relax, study, or exercise outdoors.



CHAPTER 4 DESIGN IMPLEMENTATION

4.1 SITE CONTEXT



SITE CONTEXT 4.1

SITE PLAN NOTES

This site is crucial to the overall fabric of Kennesaw State University. This is due to its location between two major zones that are KSU driven. In the Site plan to the left you can see these KSU facilities highlighted in gold.

The north west corner of this digram is the south end of the Kennesaw campus. You are able to see on campus apartments, baseball/softball facilities, and the campus tennis courts.

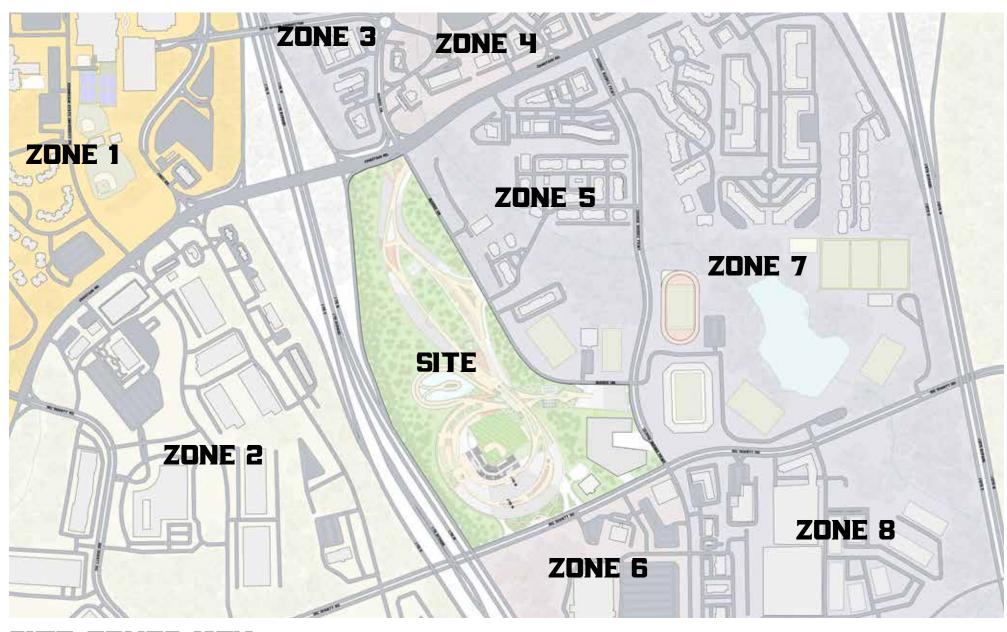
The section to the east has 5th/3rd Bank Stadium, intramural fields, and club sports facilities. 5th/3rd Bank Stadium holds a variety of events such as KSU athletics, concerts, festivals, and professional sports. The location of this site gives a connection to one another to be linked through a facility that can make

student life a priority.

KSU's athletics facilities are scattered throughout these fragmented campus pieces. This thesis is starting to bring these facilities to a location that all athletics programs and facilities can benefit from one another.

The entrances/exits are located in key spots that are driven from the surrounding context. These entrances are to encourage circulation into the site from 5th/3rd Bank Stadium, Millstead Apartments, and apartments directly north of Chastain Rd.

The site has a barrier on the west side the site caused by I-75. This barrier cuts off all pedestrian circulation from east to west and visa versa. North of Chastain Rd. a bridge (Skip Spann Connector) allows for pedestrian Restaurant flow across the interstate. This bridge feeds directly into the campus on one end and connects to Busbee Dr. on the other.



Business

SITE ZONES KEY

KSU

SITE ZONES DESCRIPTION

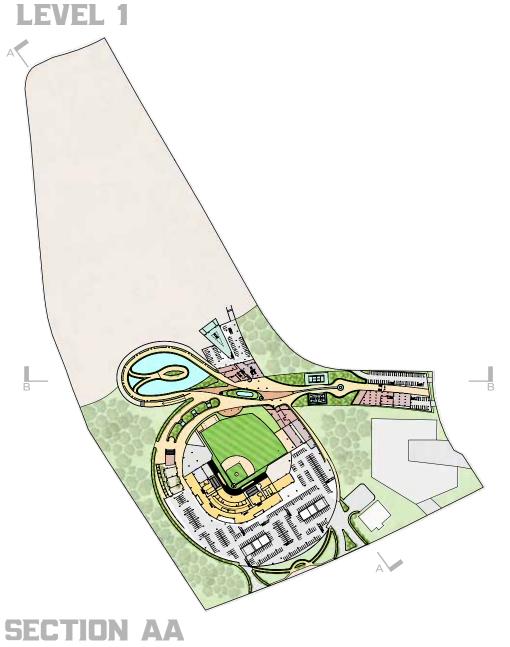
context into the zones created by road network. program is predominant within this zone. For These zones are then analyzed individually and each example, zone 1 includes retails and restaurants, building is calculated within the zone. The zone is

The above diagram is breaking up the surrounding then highlighted with a color to designate with but is predominantly has KSU Buildings.

Residential

Retail

4.2 PLANS AND SECTIONS



LEVEL 1 KEY

Work

- Office
- Restaurant
- Retail

Play

- Baseball Programs
- Entertainment

Study

- Classrooms

Miscellaneous

- Pathway
- Pathway seating
- Circulation
- ☐ Storage/utility
- Parking
- Water

LEVEL 1 DESCRIPTION

The site has a gradual slope of topography with the northwest point being the highest point and the southeast point being the lowest point within the site.

Within level one we can see the base of the south section of the site. Parking is a major program within this level. Notice that the majority of the parking is not visible from the pedestrian pathway that circulates throughout the site. the majority of this parking is designed for the baseball stadium and the apartments above.

The baseball field along with many of the supporting programs to run a college baseball program can be seen in this level. These programs include: dugouts, lockerooms, coaches offices, and training facilities. A buffer zone was created to give visitors a transition space between parking and baseball programs. Within this zone are three large light wells that bring light within these spaces and creates a visual connection between levels. These light wells span then entire height of the above programs.

An example of blended programs can be seen in the rightfield bullpen. This space borders retail spaces, and is separated by a glass wall that allows a unique perspective for visitors.



PLANS AND SECTIONS 4.2

LEVEL 2 DESCRIPTION

Level 2 is the first level that reaches the entire span of the site. The pathway can be seen in the north end of the site. The south section of the site does not include the pathway because it is either located in the levels above or below.

The Lawn, the green space designated for recreational use, is a prominent feature within this level. It includes large green spaces, volleyball courts, grill spaces, a small stage, and plenty of greenery. Directly to the west of the Lawn is the new KSU Center. This new facility still incorporates spaces such as classrooms, galleries, offices, and multipurpose event spaces.

Directly adjacent to the right field wall is a large restaurant/bar that overlooks much of the surrounding context within the site including the baseball field. This space is designed to have indoor and outdoor seating that gives visitors a great perspective of the games.

The new KSU Athletics Department offices can be seen on this level in the farthest east section of the site just before 5th/3rd Bank Stadium. These offices are for coaches, athletics department staff, and Student Athlete Success Services (SASS). These spaces are designed to support the group that runs and supports the student athletes.

TEAET 5 KEA

Work

- Office
- Restaurant
- Retail

Play

- Baseball Programs
- Entertainment

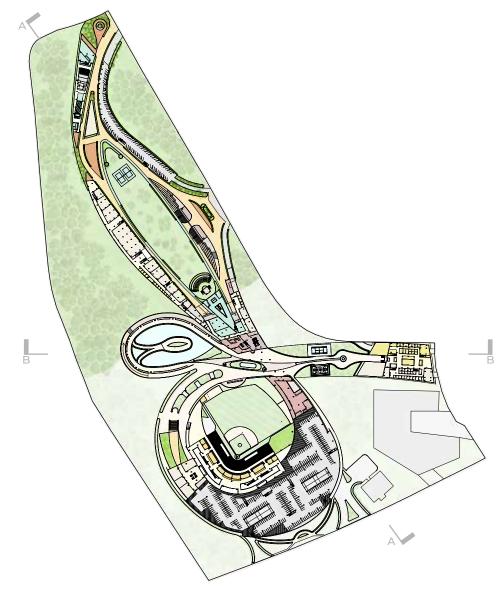
Study

- Classrooms
- Study Spaces

Miscellaneous

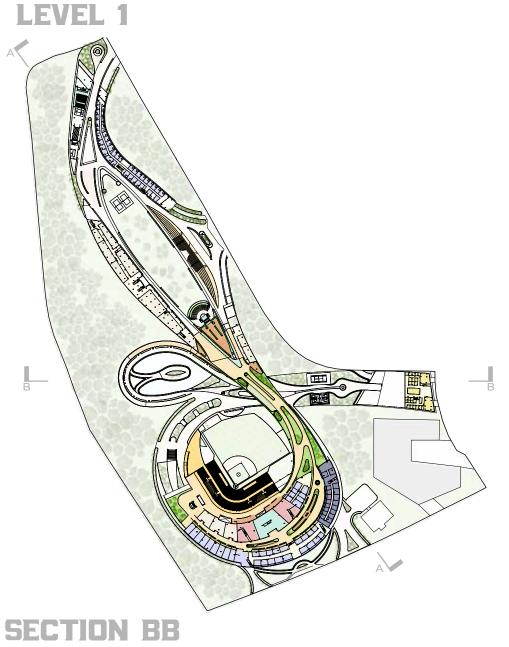
- Pathway
- Pathway seating
- Circulation
- Storage/utility
- Parking
- Water

LEVEL 2





4.2 PLANS AND SECTIONS



LEVEL 3 KEY

Live

- Apartments
- Hotel

Work

- Office
- Restaurant
- Retail

Play

- Baseball Programs
- Entertainment

Study

- Classrooms
- Study Spaces

Miscellaneous

- Pathway
- Pathway Seating
- Circulation
- - Storage/utility
- Parking
- Water

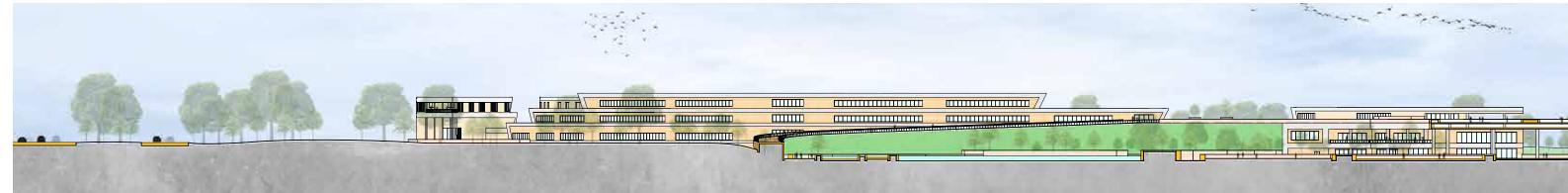
LEVEL 3 DESCRIPTION

Level 3 is the final level where the pathway can be seen. It connects the programs that surround the baseball field to the north end of the site.

The 3,000 seat stadium and main concourse is connected to the site pathway. These connection points are the main entrances for the stadium. Classrooms behind homeplate on this level overlook the field, and give a great backdrop for the classroom setting.

The majority of the site's apartments are within this level. They are placed just south of the baseball field and the north section of the site. Many of these 1-4 bedroom apartments have views overlooking the pathway, the Lawn, and the baseball field. This visual exposure to activity will push students to become more active themselves.

Within the pathway in the south section that surrounds the stadium, many spaces were design to have outdoor seating and study spaces. These spaces help to shape the circulation path throughout the site. The section of pathway adjacent to rightfield and center field wall has a large section dedicated to standing room only seating. This informal way to watch games give visitors a great view of the field, stadium, and Kennesaw mountain in the background.



PLANS AND SECTIONS 4.2

LEVEL 4 DESCRIPTION

Programs such as the pressbox, suites, apartments, classrooms, and multi-media entertainment make up the final level.

The pressbox is a major program for sporting events. These spaces house the people that run the sporting events during gamedays. The pressbox is large enough to incorporate space for media members from both teams, a television booth, and television studio.

Directly adjacent to the pressbox is a large event space that is designed for a variety of events and meetings while overlooking the field and the rest of the site. This space also has a kitchen that supplies these events but the suites that are available to fans and donors to use throughout the year for all KSU events.

The new KSU Center has offices and multi-purpose spaces that are designed to hold conferences and large events.

The most northernly building is designed for entertainment. This building houses 4 bowling lanes, a 250 seat movie theater, and a multi-media entertainment zone.

LEVEL 4 KEY

Live

- Apartments

- Hotel

Work

- Office

- Restaurant

- Retail

Play

- Baseball Programs

- Entertainment

Study

- Classrooms

- Study Spaces

Miscellaneous

- Pathway

- Pathway Seating

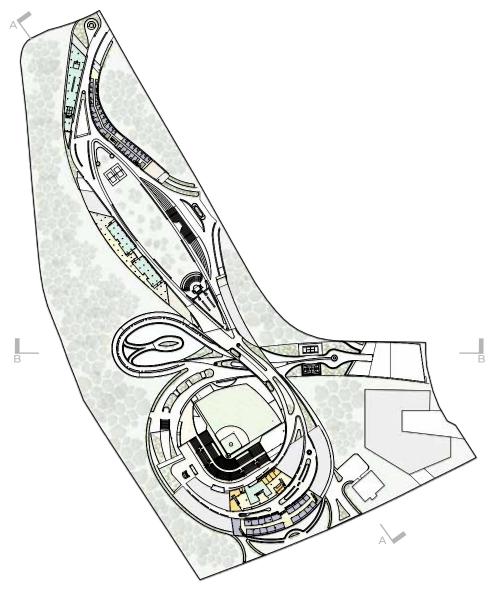
- Circulation

☐ - Storage/utility

- Parking

- Water

LEVEL 4





4.3 MICRO-COMMUNITY SPATIAL EXPERIENCES

SOUTHWEST AERIAL



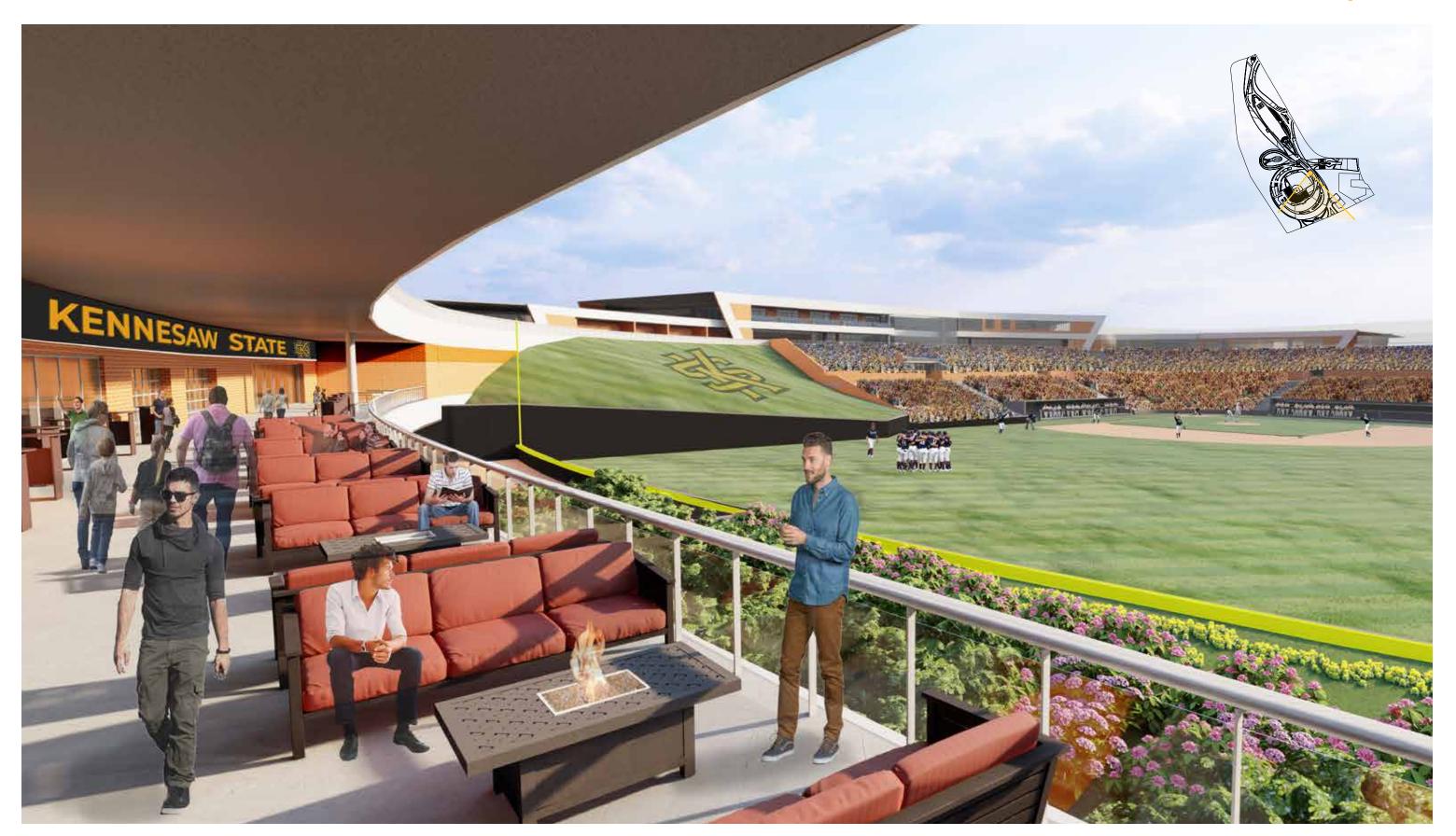
MICRO-COMMUNITY SPATIAL EXPERIENCES 4.3



4.3 MAIN CONCOURSE



"THE PERCH" OUTFIELD RESTAURANT 4.3



4.3 SUITE 101



STADIUM CLASSROOM 4.3



4.3 SOUTH PATHWAY

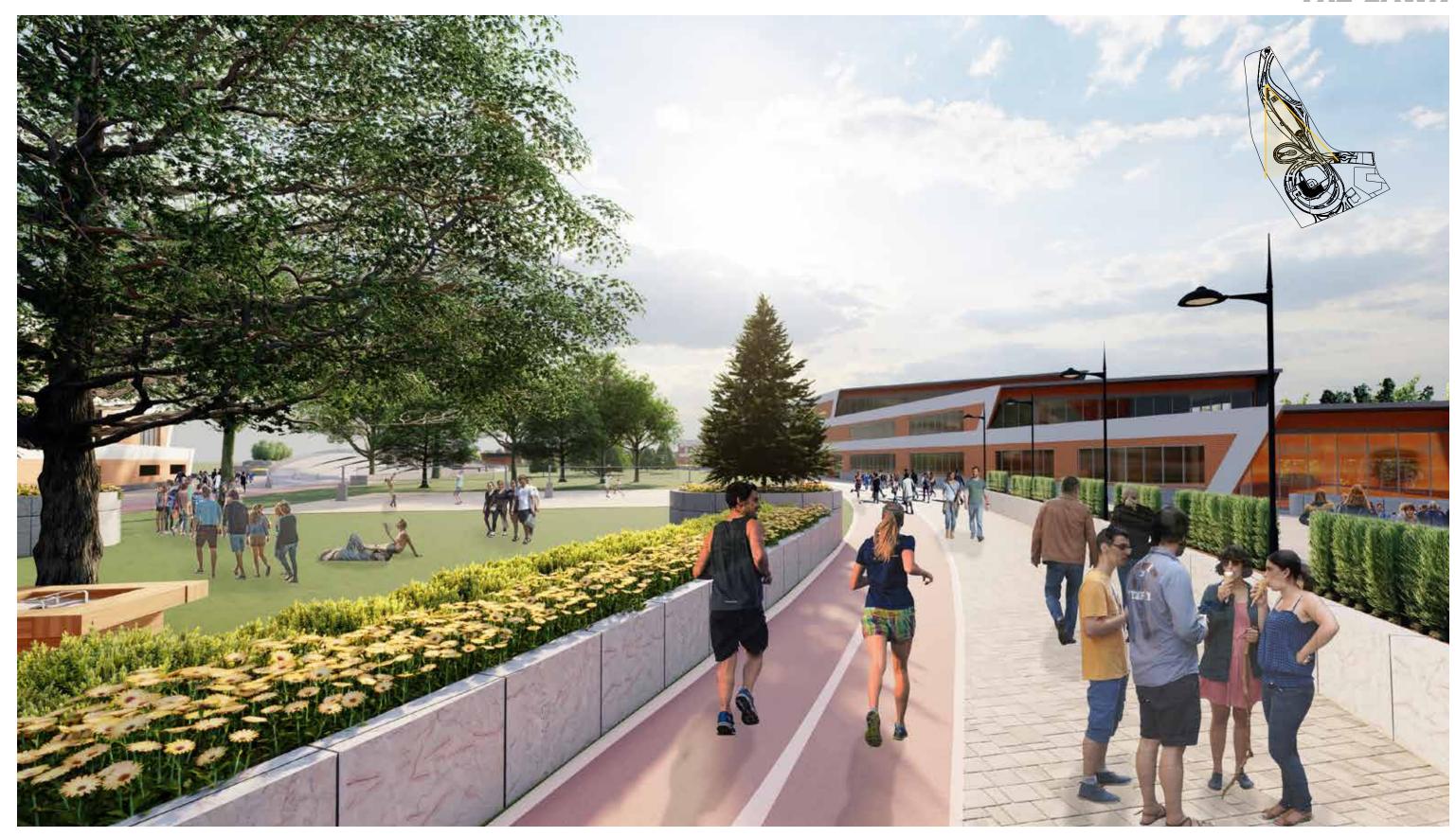


WALL OF FAME 4.3



4.3 THE LAWN





4.4 RENDER DESCRIPTIONS

MAIN CONCOURSE



Two of the light-wells that span the height of the structure can be seen from this location. These wells are key to the lighting in the below programs.

The main concourse is separated by planters. The section closest to the field is designed to be standing room only sections, ADA seating, and minimal circulation throughout the stadium.

Baseball related programs such as pressboxs and suites can be seen as they are overlooking the field. Restaurants with outdoor seating are on the same level as the main concourse. This allows fans to utilize these facilities during games to not only gather food but seating as well.

"THE PERCH" RESTAURANT



This restaurant and bar overlooks the field and has The suites are designed to be state of the art with plenty of indoor and outdoor seating on 2 levels to a kitchenette, fridge, and sink. Plenty of indoor watch the game. This unique outfield perspective and outdoor seating throughout the suite allows gives fans an informal way to watch games and for fans to have an enjoyable experience during practices. Parts of the large patio space hangs over gamedays. one of the team's bullpens.

SUITE 101



These suites are designed with the intent for them to be used for not only baseball events but for 5th/3rd Bank stadium events as well. The close proximity to the stadium allows for fans to utilize these suite pre and post game to further enhance their experience.

THE LAWN



The lawn is a key feature within this micro-community. the west and the Wings to the east. The wings Its a space designed to attract people and give them are monumental stairs designed for seating and the space for activity. A small stage is located at the activity with retail spaces below the steps. entrance of the recreational facility.

The rec center is directly below the spot of this image. This recenter will include gymequipment, class rooms for fitness classes, and offices for equipment rentals. The lawn is overlooked by the new KSU Center to

RENDER DESCRIPTIONS 4.4

STADIUM CLASSROOM



these athletics programs and creates the urge active. to attend and become connected to the teams. The camaraderie built through these experiences ultimately enhances student life throughout campus.

TEAET 5



Classrooms are placed strategically around the The render above is located directly behind the The wall of fame is a space that celebrates former site to promote student circulation throughout baseball stadium along the main site pathway. alumni that have done phenomenal things. This the entire site. This creates unique opportunities Apartments are enclosing the pathway to left and celebration includes successful student-athletes, where students are able to take classes in spaces baseball programs are enclosing the pathway to the donors, and all around stellar students. This is an that overlook programs that the typical classroom right in this image. The 1-4 bedroom apartments opportunity to celebrate and recognize KSU's former does not experience. In the case to the right we include an outdoor patio space that overlooks the students, and give current students a quality space see a classroom that is overlooking the baseball highly activated site pathway. The close proximity to for studying and reflection. field. This experience brings students closer to site's activity encourages students to become more

WALL OF FAME



Large amounts of greenery including a green wall that encloses the perimeter of the space. A large reflecting pool has been created to give a peaceful feel that attracts small wildlife such as birds. Seating has been dispersed throughout the walkway and within the center of the reflecting pool. These spaces are intended to be used for reflection and studying.

NORTH PATHWAY



left are two volleyball courts available for students to and are designed to build upon this character. use daily.

The building within this image is the new KSU center that houses classrooms, event spaces, offices and galleries.

Notice the planters and landscape is shaping the

The north pathway that surrounds the Lawn includes circulation within the pathway. The landscape seen a 1/2 mile jogging track. Also within the image to the within this image is part of the existing KSU character



CHAPTER 5 CONCLUSION

5.1 CONCLUSION

CIRCULATION CONCLUSION

Circulation throughout the site is the initial key for this The program layout is the second layer within this Landscaping in this thesis helps shape the thesis. It establishes much of the activity throughout process. It became clear through the early research programs and circulation throughout the site. The the site. It becomes the spine for the thesis. It holds that the most productive communities similar to this strategy that is seen below gives the site depth, together the complex nature of the micro-community thesis had a blend of diverse programs. to create a smooth and flowing experience.

of one another. This hybrid, created opportunities for and social lifestyle of a Kennesaw State University such as the Lawn and the Wall of Fame. These connection between not only the site, but within the student. These programs were then strategized to be programs are key to the site's experience. overall community set out by the existing Kennesaw evenly blended throughout the site creating unique State University campus.

the focal points throughout the site. These focal community, and assures no dead space within the These buffers are essential increating a comfortable points are important in attracting activity.

PROGRAM CONCLUSION

This thesis introduced programs within the site The strategies below are blended to create a hybrid that are essential to the education, entertainment, Manyprominent features in the site are landscaping, experiences that capitalize on this blend.

This strategy allows for certain programs to become The blending of programs creates the active microsite.

LANDSCAPE CONCLUSION

and helps to shape the circulation throughout the

The landscaping is used to create buffer zones between not only the interstate and the site, but between highly public zones and private zones. environments in many unique situations that have programs that aren't typically associated with one another.

UTILIZED STRATEGY



UTILIZED STRATEGY



UTILIZED STRATEGY



CONCLUSION 5.1

THESIS CONCLUSION

This thesis is set out to test the idea that a microcommunity with an athletics facility as the main driver within this community would add and enhance the overall community its set within. Kennesaw State University and the city of Kennesaw is identified as the overall community and this project being the micro community that is inserted to further enhance Kennesaw State University and its student life.

With the strategies explored throughout this process I believe that the micro-community created is the best option for Kennesaw State University to become a strong well rounded University, that has a strong student life.

This thesis connects the fragmented pieces of the Kennesaw campus, and gives student and faculty of Kennesaw State University a micro-community that will enhance their experiences at KSU. It also allows for the University to grow its athletics programs and overall brand.

The images to the right are snapshots of the potential of an athletics driven micro-community, and how it can be a vibrant and lively space for its visitors. This blend of programs have been proven to be effective in creating active spaces that can be seen on a daily basis.

This is an idea that could be embraced in many different settings with many different sports. If embraced it would greatly impact the community it is set within in a positive manor.

MICRO-COMMUNITY IMAGES

















5.2 COMPETITION SUBMISSIONS

FINAL BOARDS



SITE WALK-THROUGH VIDEO



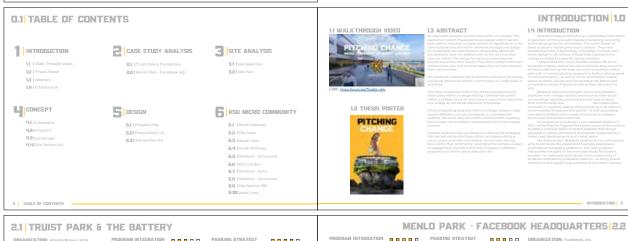
SITE WALK-THROUGH LINK

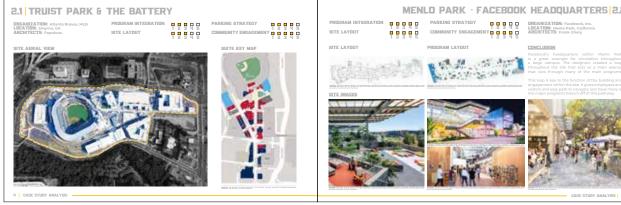
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COMPETITION SUBMISSIONS 5.3

COMPETITION PAGES













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