



 *Town of*
SuperiorSM
LAND ROVER BUILDING
02/10/2020

DESIGN DRIVERS

NATURE

Forming
Living
Intuitive
Natural
Carved
Light
Comfortable

EXPLORATION

Adventurous
Dynamic
Active
Modern
Energetic
Impactful
Engaging
Durable

COMMUNITY

Healthy
Exploration
Resourceful
Responsible
Environmental
Quality
Utility
Efficiency
Innovation

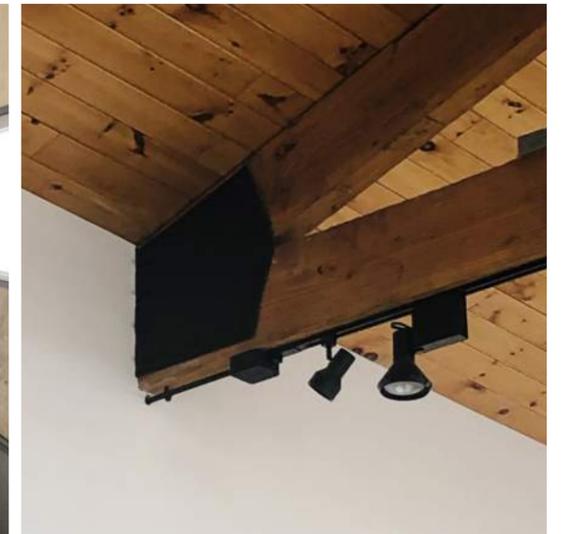
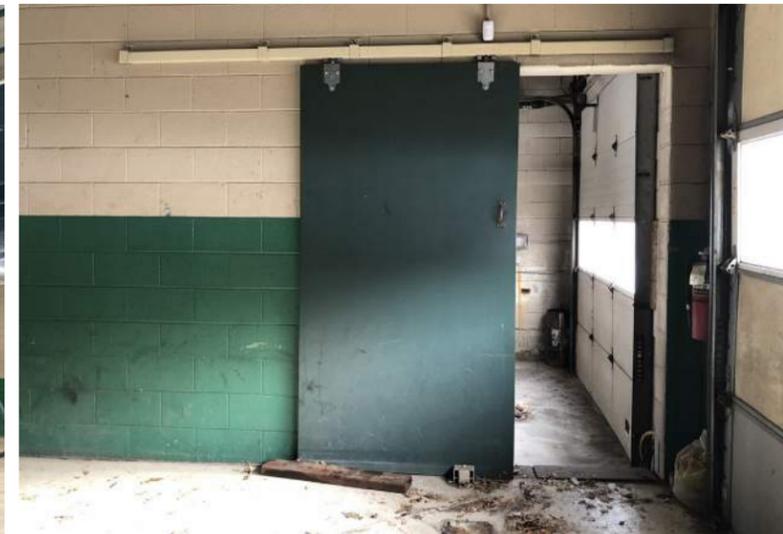
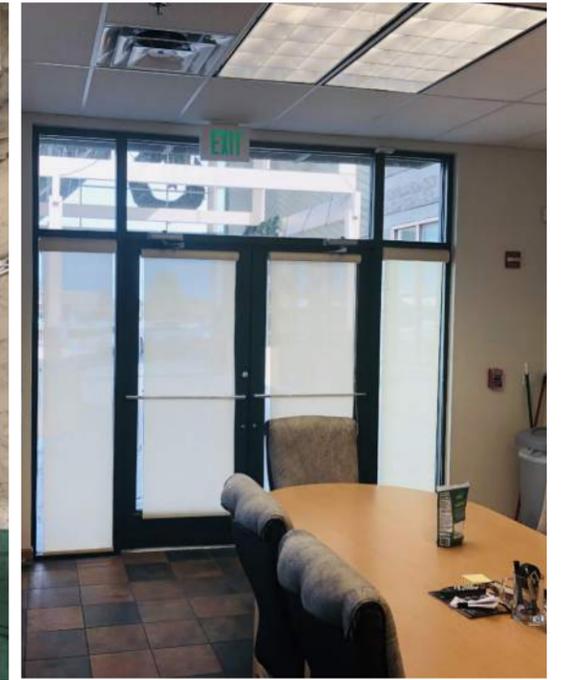
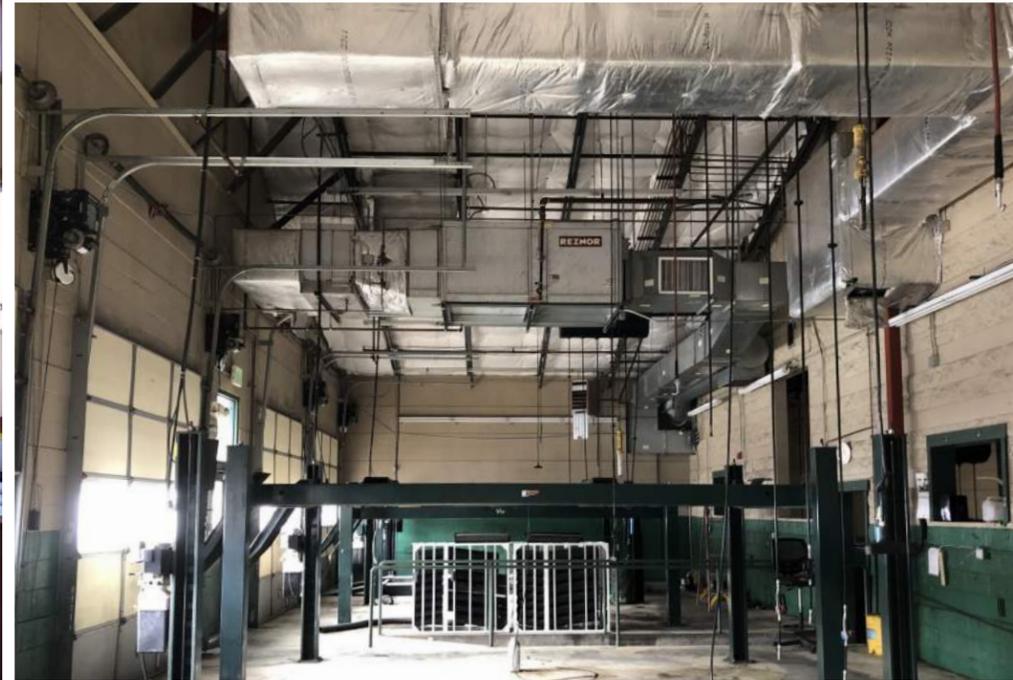
EXISTING BUILDING OPPORTUNITIES

- Entry / Access
- Garage Doors
- Parking
- Outdoor Amenities
- Street Presence

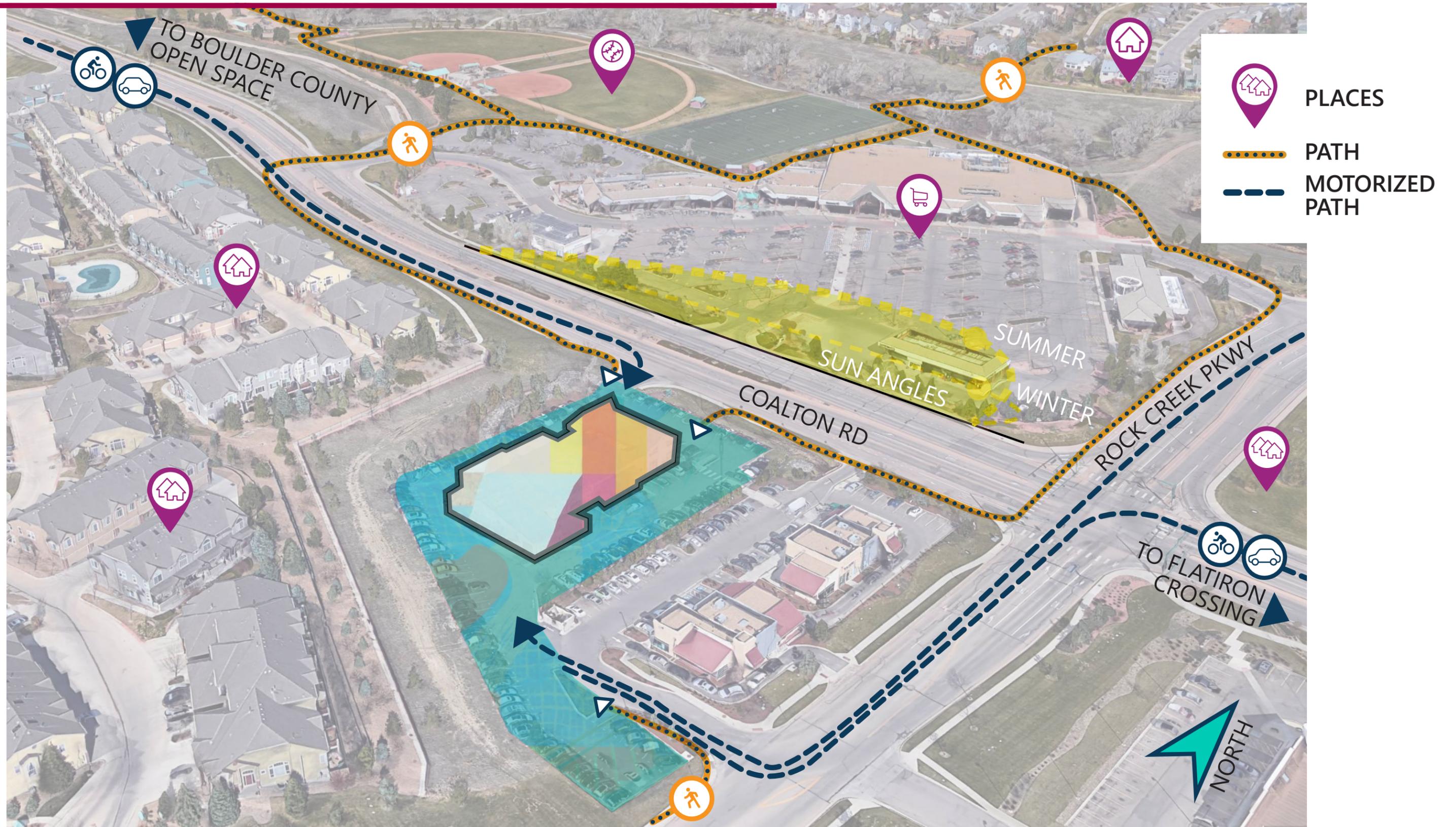


EXISTING INTERIOR OPPORTUNITIES

- Volume of Space
- Existing Equipment
- Natural Materials
- Daylight
- Unique Connections



SITE ANALYSIS



IS

Open and minimalistic
Light and clean
Modern but comfortable
Natural/ Longevity
Collaborative
Open and airy
Textural
Relaxed
Creative
Engaging
Professional

ISN'T

Dark/Moody
Over the Top
Uncomfortable
Kitschy
Too Comfortable - Unproductive
Goofy
Extravagant
Cold
Edgy

EXPERIENCE MOOD-SET

Conceptual Imagery



DESIGN EXPRESSIONS

Design Moments

Engaging

Textured

Welcoming

Artistic

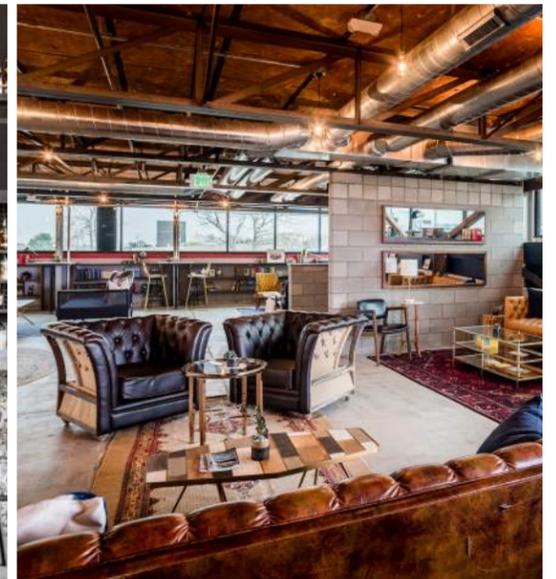
Bold

Inspiring

Flexible

Impressive

Local



DESIGN EXPRESSIONS

Design Moments

Expression

Transitional

Flexible

Multi-Use

Rooms
Within Rooms



SPACE PLAN/ CONCEPT

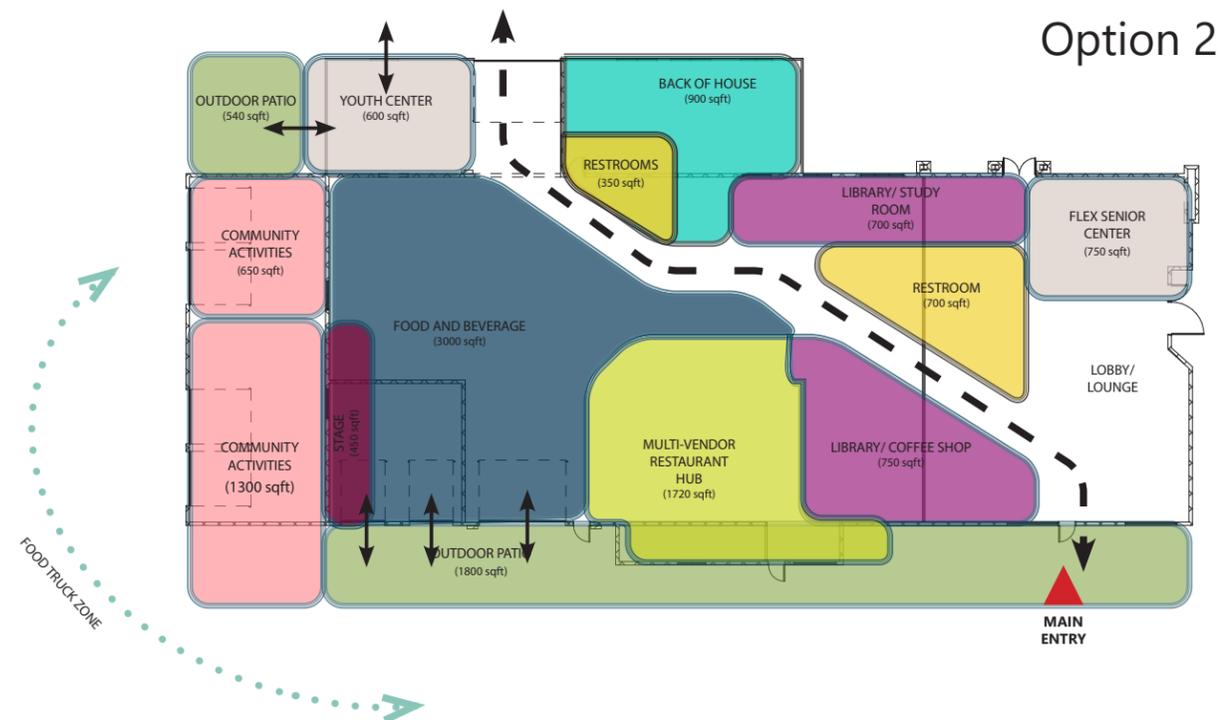
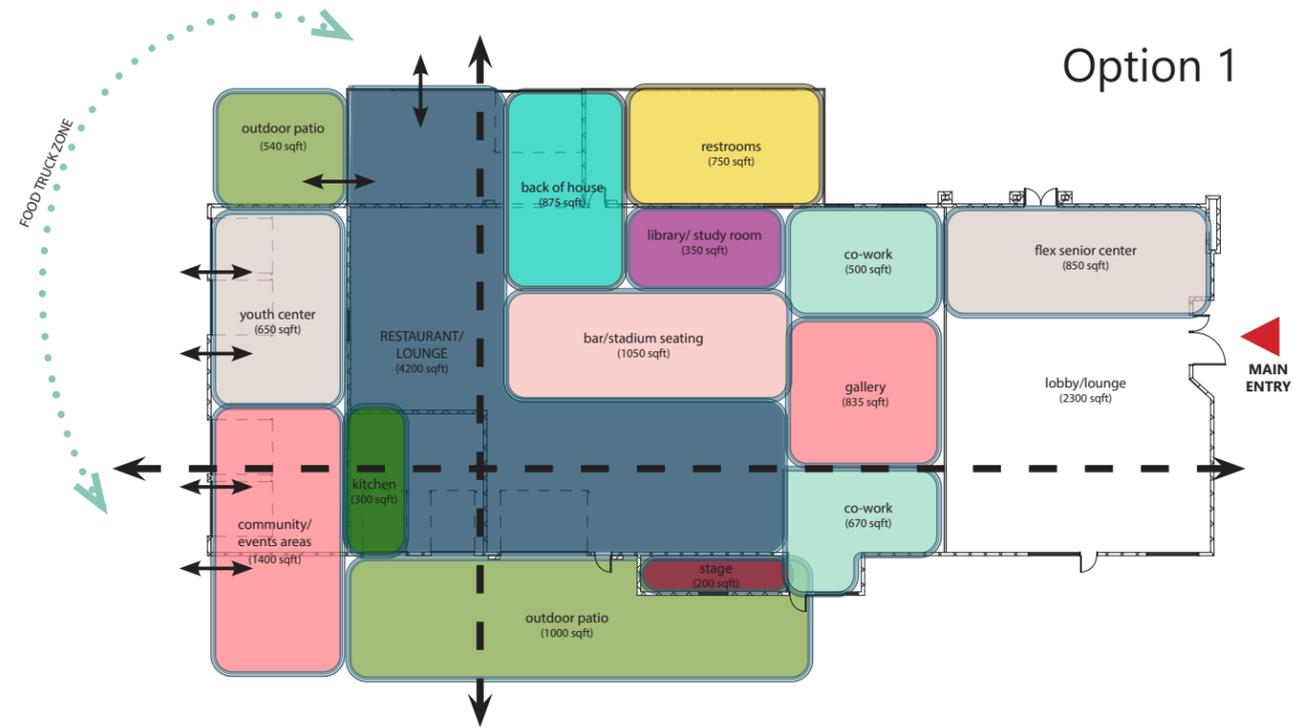


INITIAL PROGRAMMING PLANS

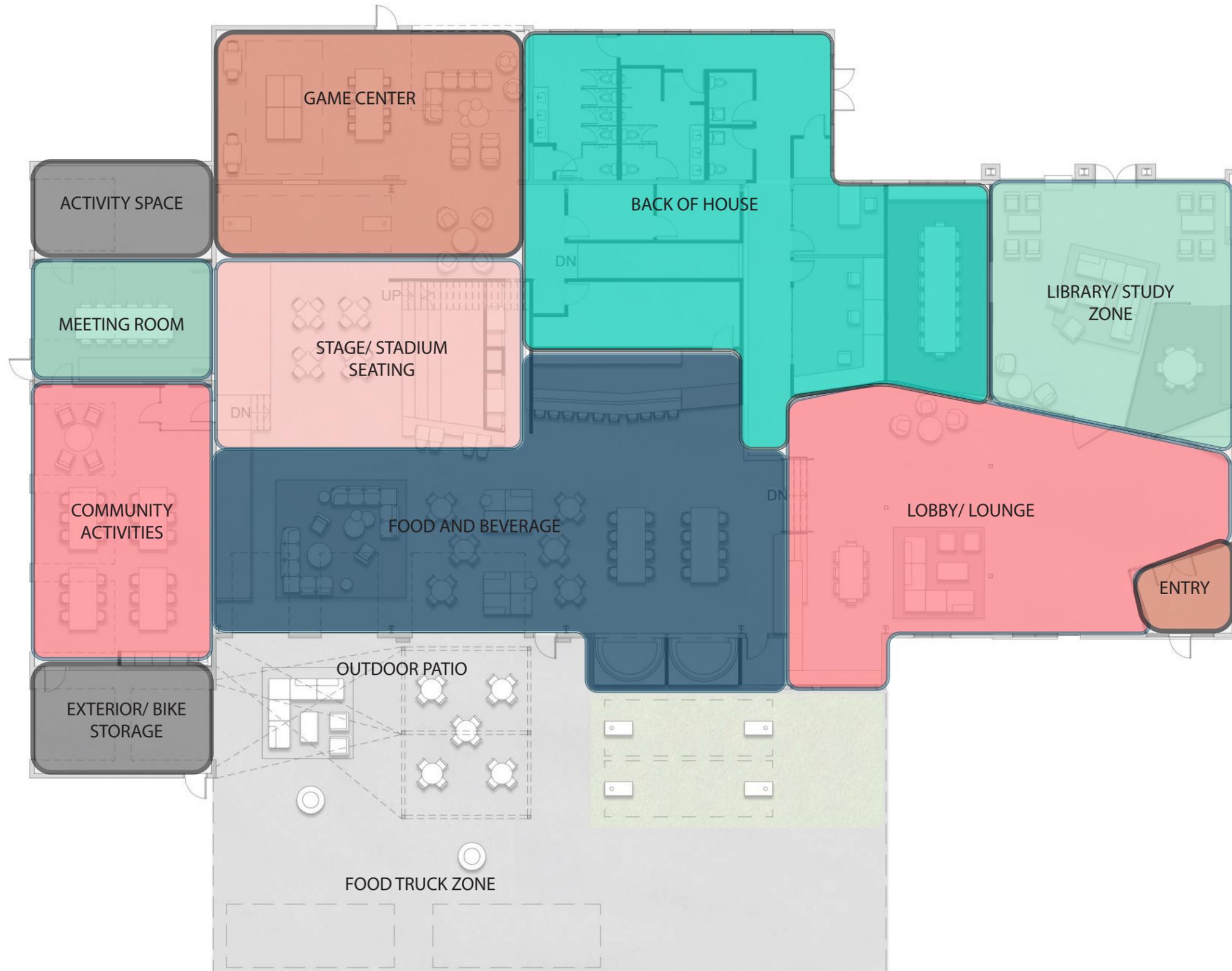
Option 1 and 2 Feedback

The following elements should be combined from the following layouts for the final option.

- Indoor/ Outdoor
- Games
- Casual
- Shade Outdoor
- Cornhole
- Meeting
- Friends
- Trucks
- Seating
- Work
- Community
- Play
- Sip
- Music
- Firepits
- Food
- Kids
- Beer
- Event
- Sun
- Patio
- Relax
- Coffee
- Tables
- West
- Chairs



BUBBLE DIAGRAM



PULSE POINTS



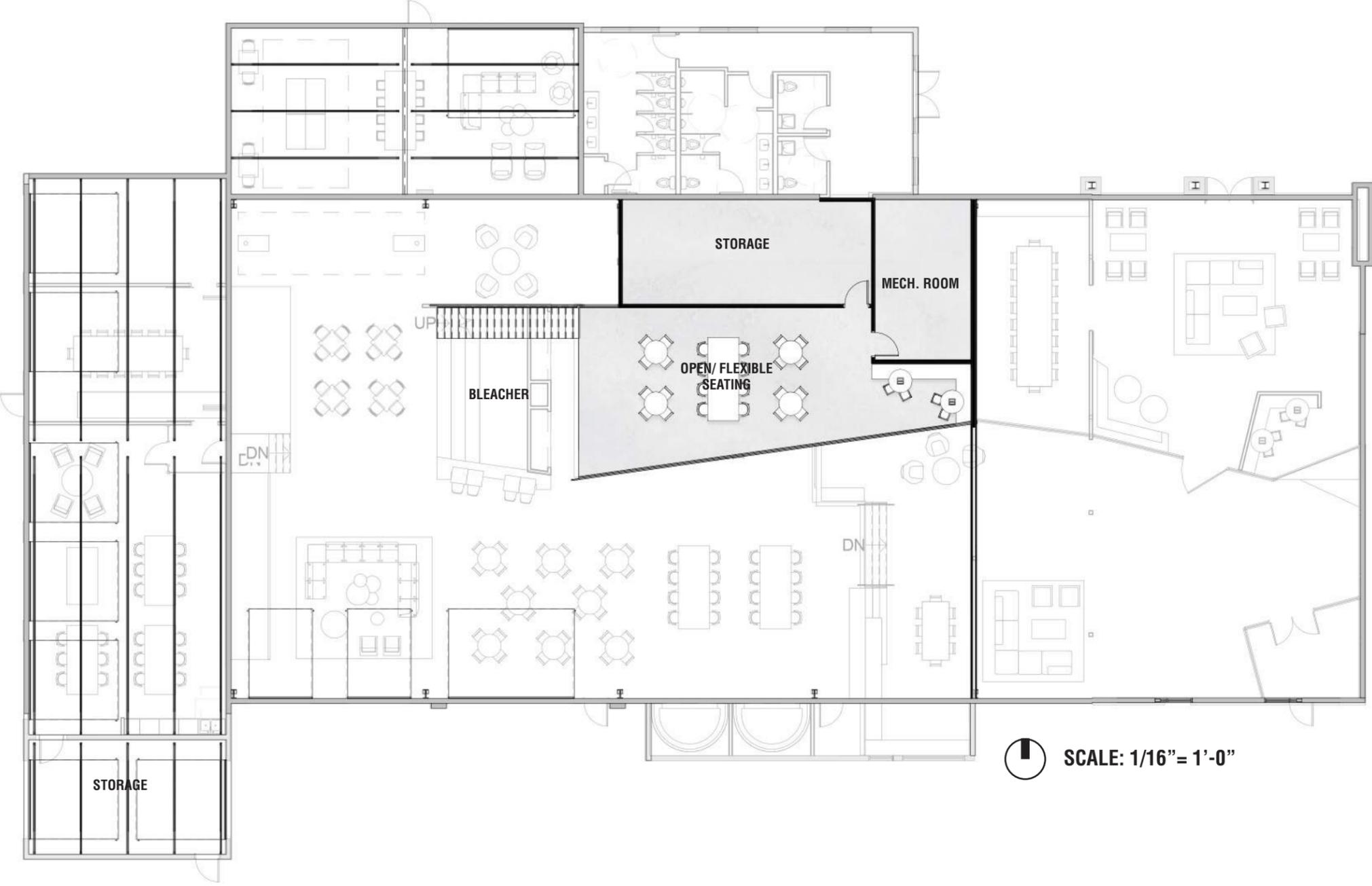
GATHERING POINTS



LEVEL 1 PLAN



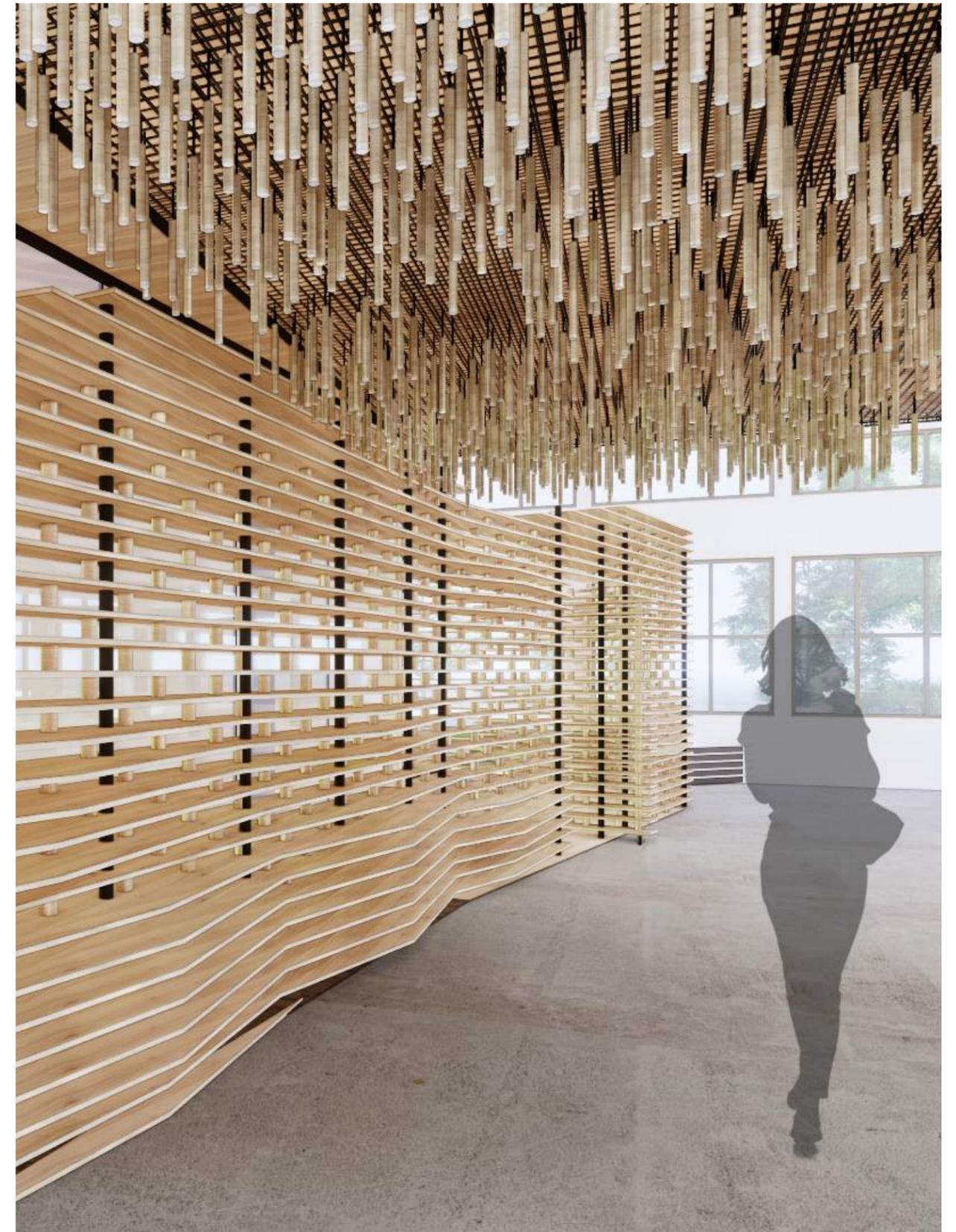
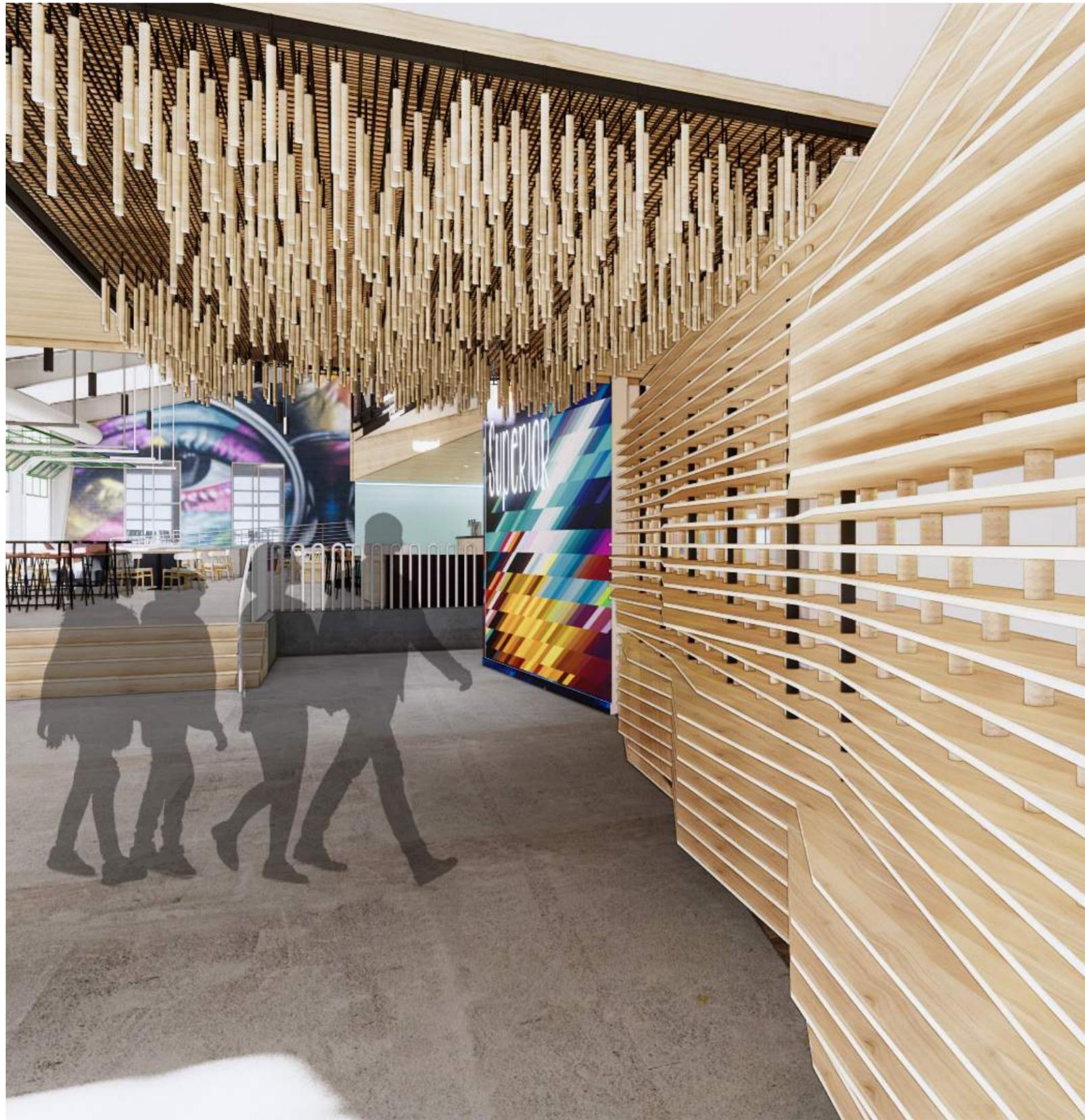
OPTIONAL MEZZANINE PLAN



SCALE: 1/16" = 1'-0"



VIEW AT ENTRY GATHERING



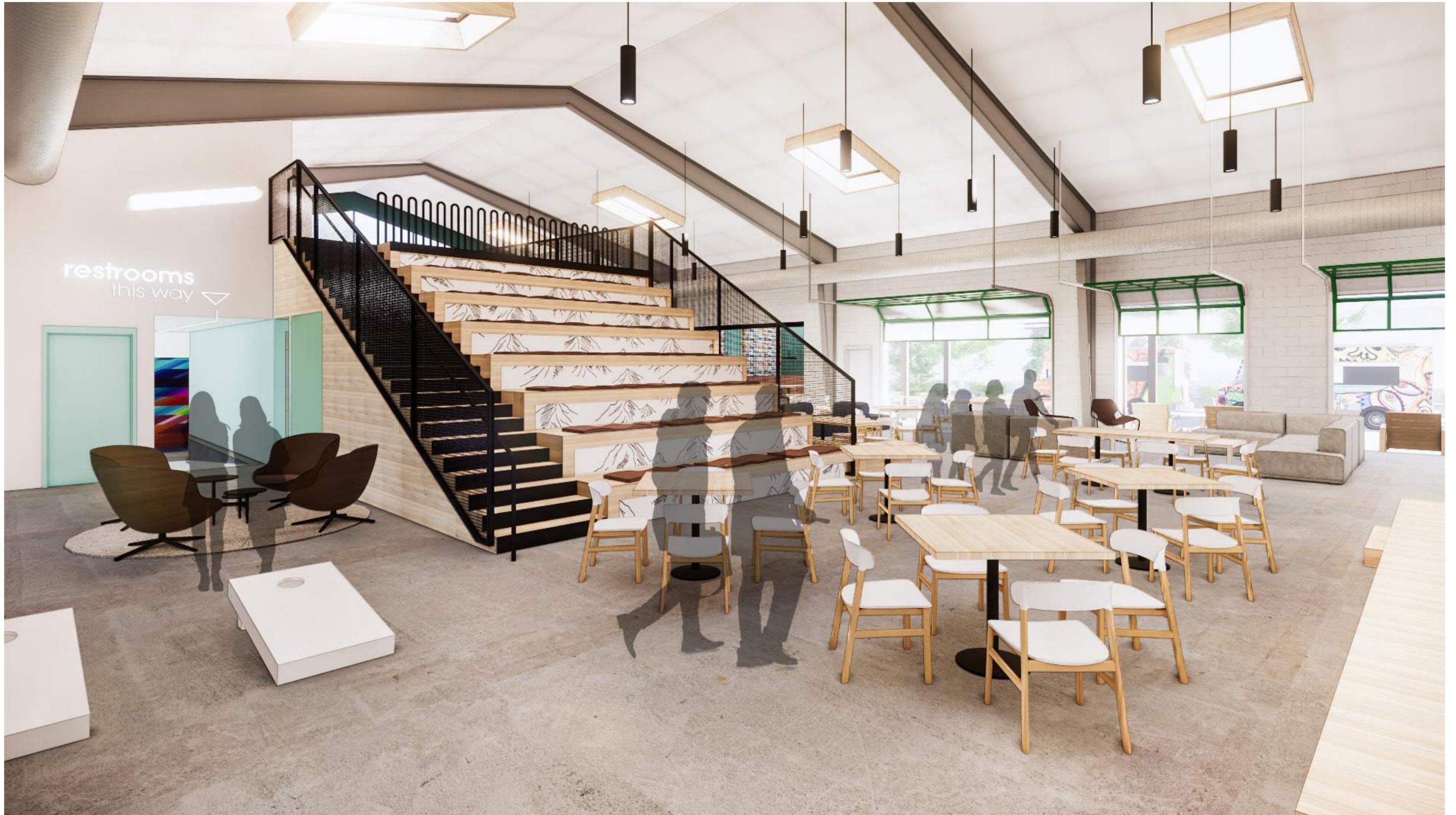
VIEW AT SPINE



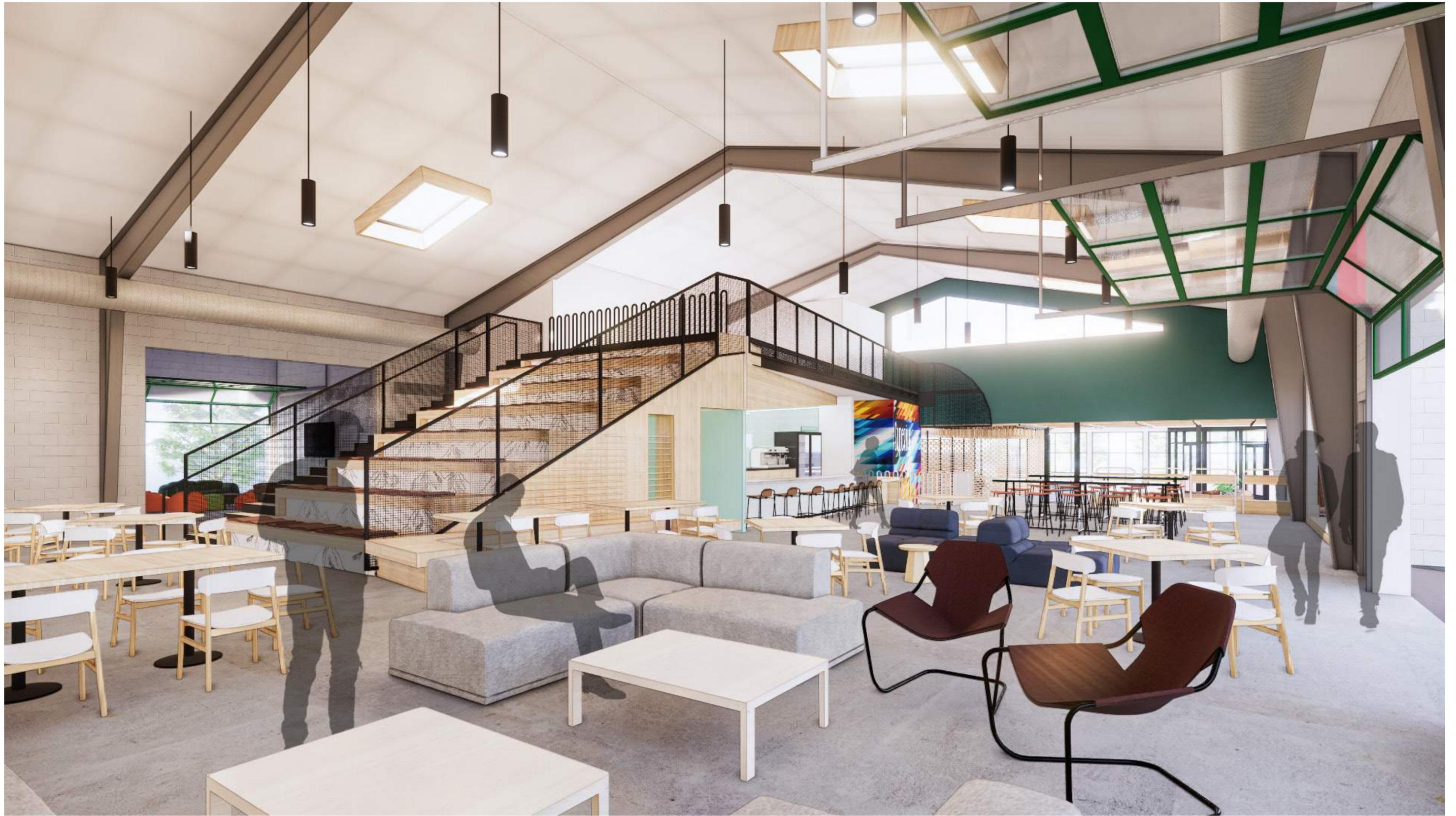
VIEW THROUGH BUILDING FROM ENTRY



VIEW AT CAFE



VIEW AT STADIUM SEATING & VIEW TO PATIO



VIEW FOOD & BEVERAGE



VIEW AT GAMES



SECTION THROUGH BUILDING

THANK YOU.

