

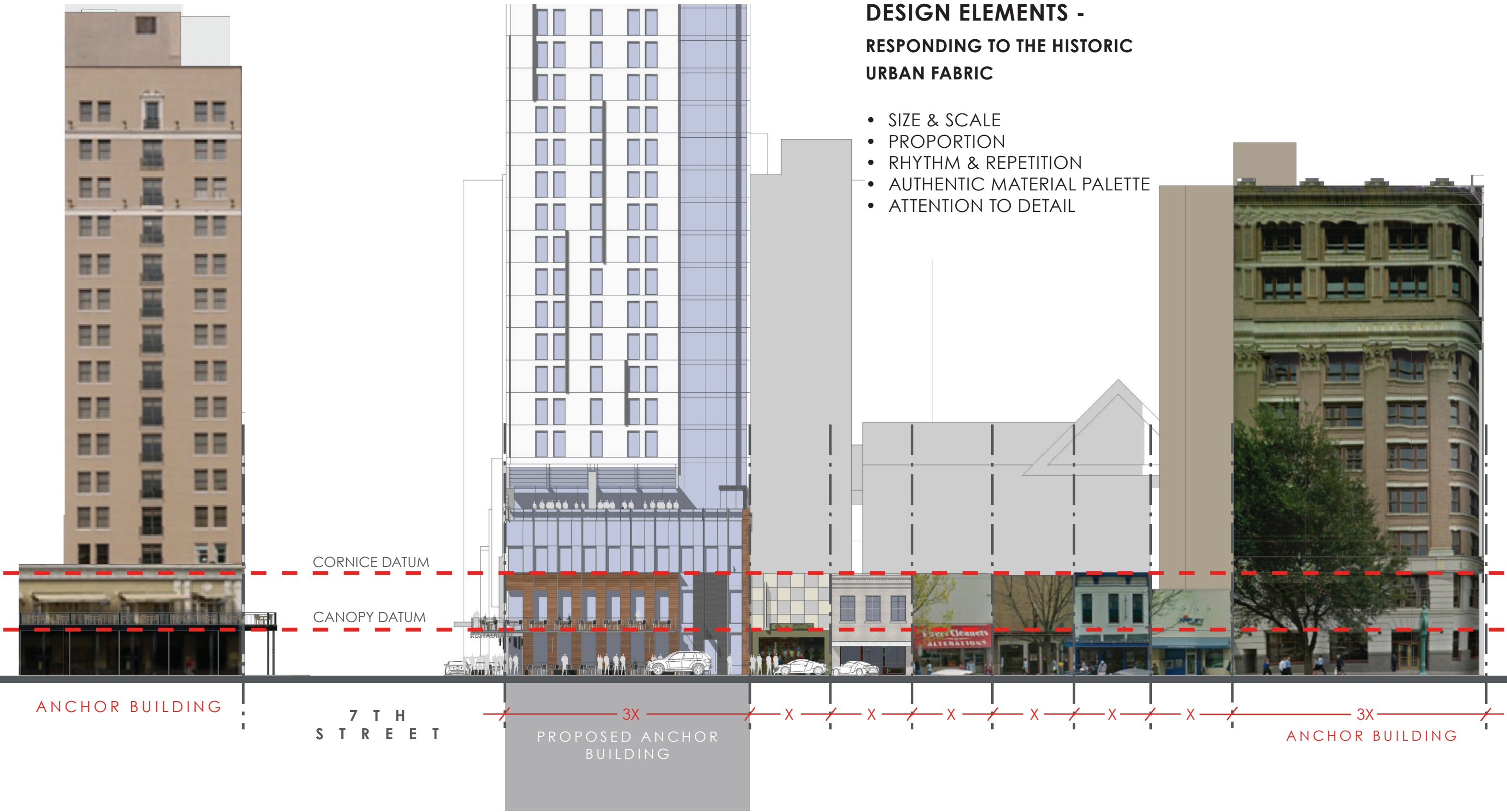


HOTEL AT 7TH & CONGRESS

MARCH 05, 2014

**DESIGN ELEMENTS -
RESPONDING TO THE HISTORIC
URBAN FABRIC**

- SIZE & SCALE
- PROPORTION
- RHYTHM & REPETITION
- AUTHENTIC MATERIAL PALETTE
- ATTENTION TO DETAIL



TERRACE LEVEL @
PODIUM DATUM

HISTORIC BUILDING
CORNICE DATUM

CANOPY LEVEL @
PEDESTRIAN DATUM

43'

29'

12'

RESTAURANT

X

X

X

X

DESIGN ELEMENTS - RESPONDING TO THE HISTORIC URBAN FABRIC

- SIZE & SCALE
- PROPORTION
- RHYTHM & REPETITION
- AUTHENTIC MATERIAL PALETTE
- ATTENTION TO DETAIL

TERRACE LEVEL @
PODIUM DATUM

HISTORIC BUILDING
CORNICE DATUM

CANOPY LEVEL @
PEDESTRIAN DATUM

43'

29'

12'

3X

X

DESIGN ELEMENTS - RESPONDING TO THE HISTORIC URBAN FABRIC

- SIZE & SCALE
- PROPORTION
- RHYTHM & REPETITION
- AUTHENTIC MATERIAL PALETTE
- ATTENTION TO DETAIL

TERRACE LEVEL @
PODIUM DATUM

HISTORIC BUILDING
CORNICE DATUM

CANOPY LEVEL @
PEDESTRIAN DATUM

43'

29'

12'

RESTAURANT

DESIGN ELEMENTS -

RESPONDING TO THE HISTORIC URBAN FABRIC

- SCALE, PROPORTION, AND SPACING OF CONTEXT BUILDINGS USED TO ESTABLISH A RHYTHM & SPACING FOR THE PROPOSED DESIGN



VERTICAL RHYTHM & PROPORTION

ACTIVATING THE STREETSCAPE

- BUILDING ACTIVATES THE STREET ON 3 LEVELS
- GROUND FLOOR RESTAURANT OPENS TO STREETS AND PROVIDES OUTDOOR SEATING AREAS
- 2ND FLOOR BALCONY RESPONDS TO STEPHEN F. AUSTIN HOTEL'S BALCONY
- BALCONY ENHANCES PEDESTRIAN ZONE'S SCALE & PROVIDES SHADE
- BALCONY CREATES DEPTH & DIMENSION TO THE FACADE
- 3RD FLOOR OUTDOOR LOUNGE OVERLOOKS CONGRESS AVE. AND FURTHER HELPS TO ACTIVATE THE FACADE

TERRACE LEVEL @
PODIUM DATUM

HISTORIC BUILDING
CORNICE DATUM

CANOPY LEVEL @
PEDESTRIAN DATUM

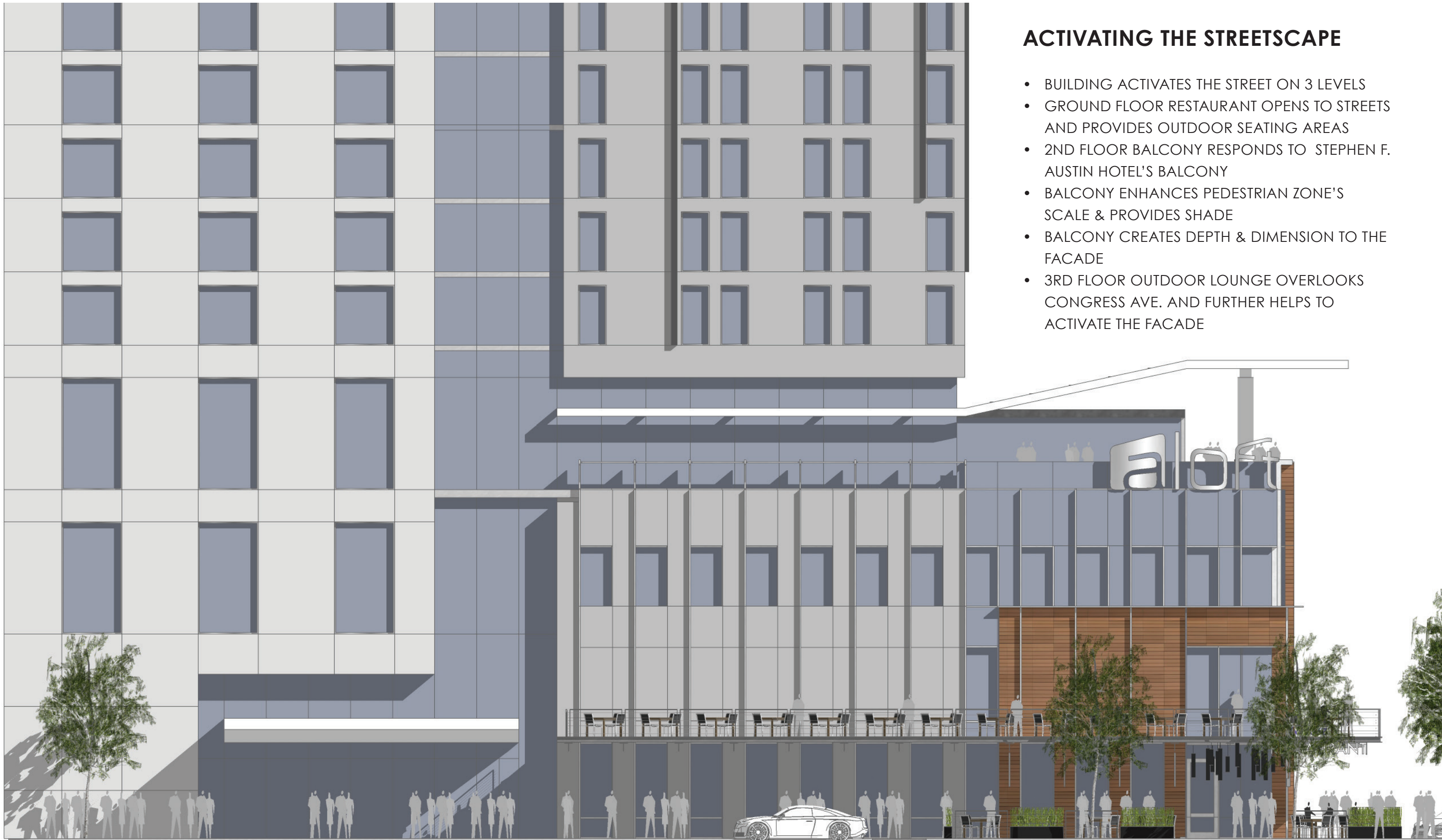
7TH STREET
(COMPRESSED FOR DIAGRAM)

43'

29'

12'

RESTAURANT



ACTIVATING THE STREETSCAPE

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7TH STREET

