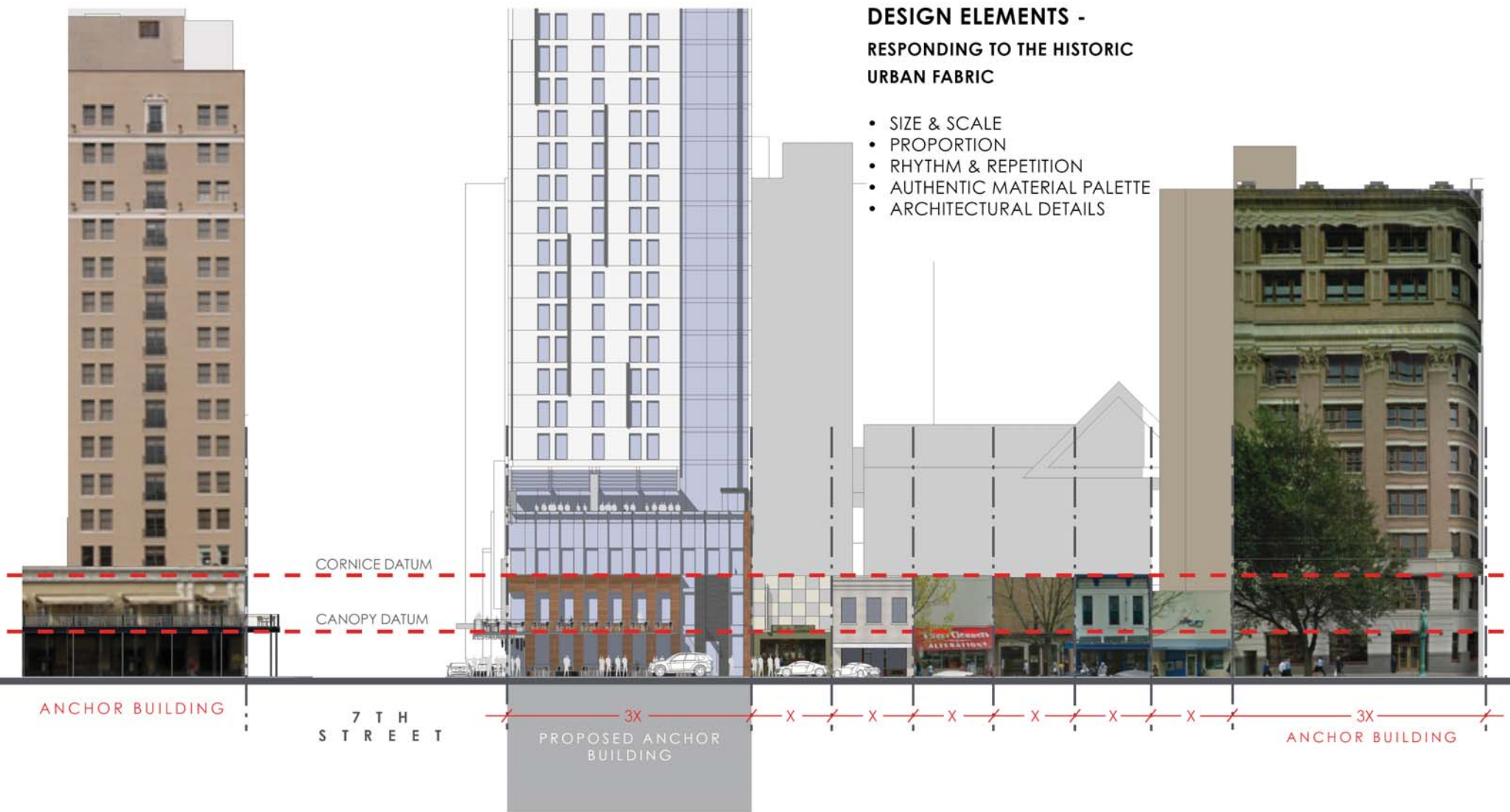




HOTEL AT 7TH & CONGRESS

MARCH 18, 2014



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

- SIZE & SCALE
- PROPORTION
- RHYTHM & REPETITION
- AUTHENTIC MATERIAL PALETTE
- ARCHITECTURAL DETAILS

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
- ARCHITECTURAL DETAILS





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

43'

29'

12'

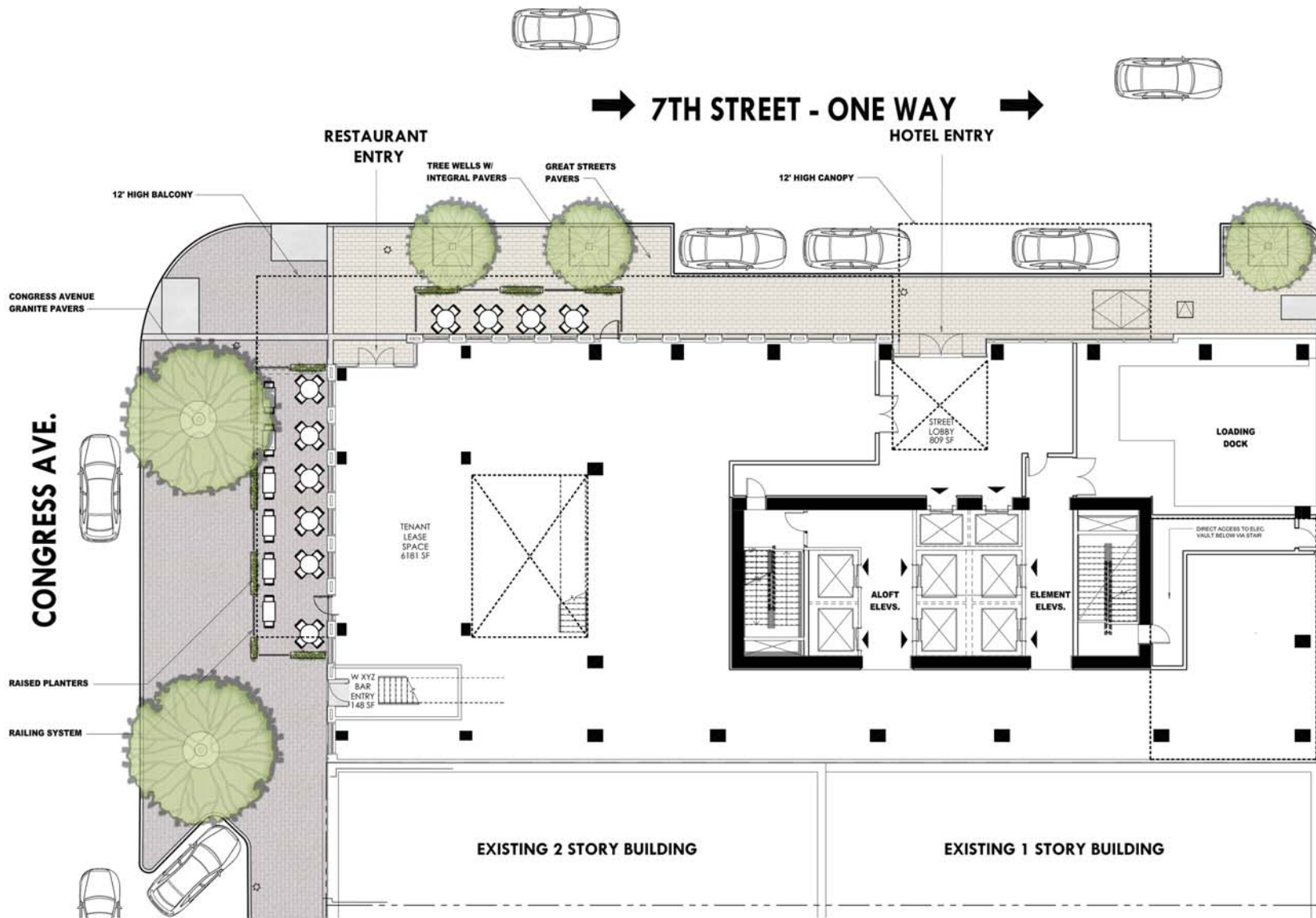


ACTIVATED PEDESTRIAN ZONE





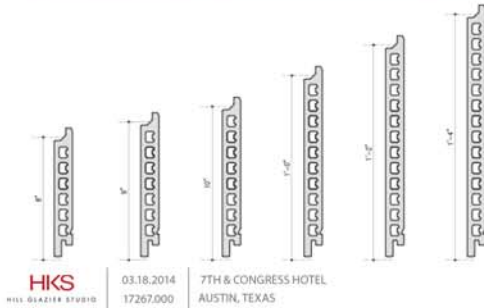












TERRACOTTA RAINSCREEN CLADDING