

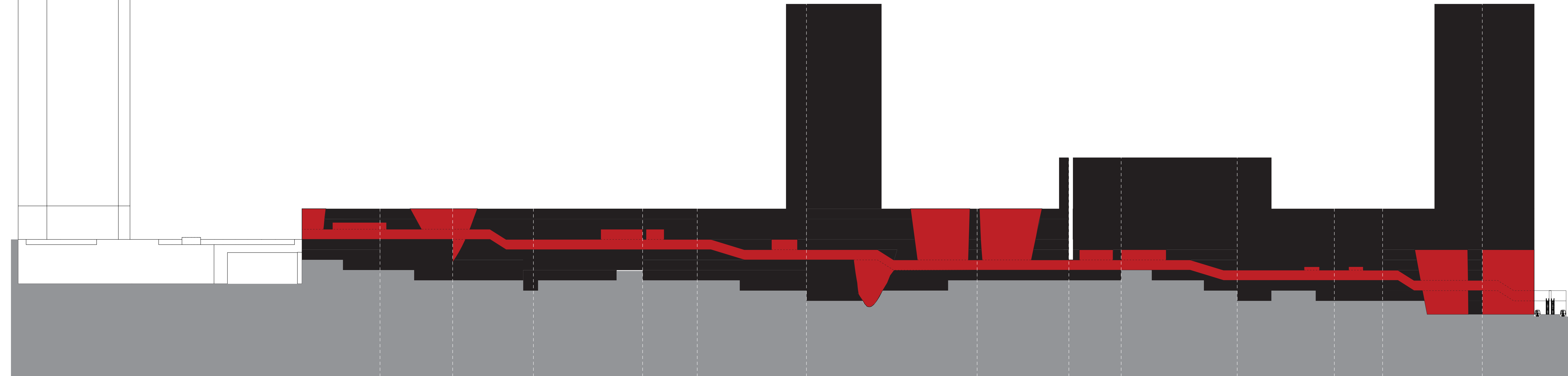
# PROMENADE : VOID

An Exploration of the Verticalization of Los Angeles

Samantha Schieldge, Architecture

Mentor: Alexander Pang

Kellogg Honors Capstone Project



*"Architecture is experienced as one roams about in it and walks through it So true is this that architectural works can be divided into dead and living ones depending on whether the law of roaming through has not been observed or whether on the contrary it has been brilliantly obeyed."*

- Le Corbusier, 1942

The project challenges the ground floor retail condition found throughout the city of Los Angeles by providing a continuous promenade that stitches together disparate site conditional nodes including the Angels Flight Railway, California Plaza, and Grand Central Market. The challenge of the conventional ground floor retail condition responds to the probable population increase of Los Angeles resulting in greater pressures for higher density developments and greater demand for ground floor retail space. Over time, the city has continued to expand horizontally in order to meet the population increase and demand for space both in housing and in retail. However, at this point in time, the city has reached a limit to the horizontal expansion and now is forced to look for other solutions, one being the verticalization of Los Angeles. Not only will developments require higher densities and efficiencies but the project proposed also offers a densification of zoning resulting in a mix of zoning both in the ground plane but also vertically. The potential solution of vertical zoning offered in the project will allow for multiple programs to exist in plan and section providing unexpected and unconventional adjacencies while simultaneously bringing a unique diversity to the city.

Programmatically, the project will challenge the current mixed use program type that continues to exist today with having the commercial and retail programs located on the ground floor while the housing sits on top. Through the introduction of a promenade, that is carved out of various masses containing various forms of housing, the continuous street will act as a connector of these two street conditions that exist on the site while simultaneously including different scales of retail flanking the promenade providing a "mall-like" experience on multiple levels. Additionally, cylindrical voids are inserted to further breakup the various masses of housing that act as artificial nodes or plazas that relief the promenade from its linear nature while also bring access to light throughout the project. The proposed mixed-use housing and retail project is comparable to the JW Marriott's Ritz Carlton Residences located in the entertainment district of Downtown with access to LA Live and the Staples Center. Although the housing of the proposed project will offer similar amenities and luxury housing, the project will be marketed more towards the historic and culture aspects of Downtown Los Angeles due to the nature of the site's close contiguity to MOMA, the Broad Museum, and the Walt Disney Concert Hall.

