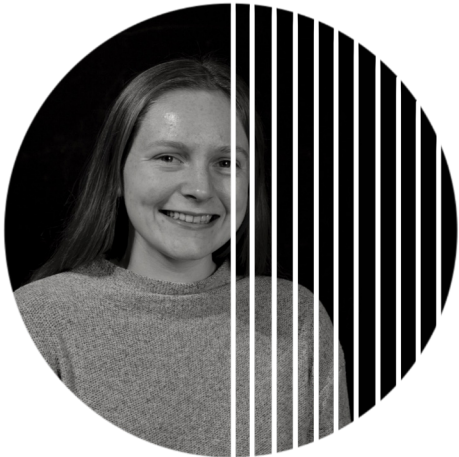


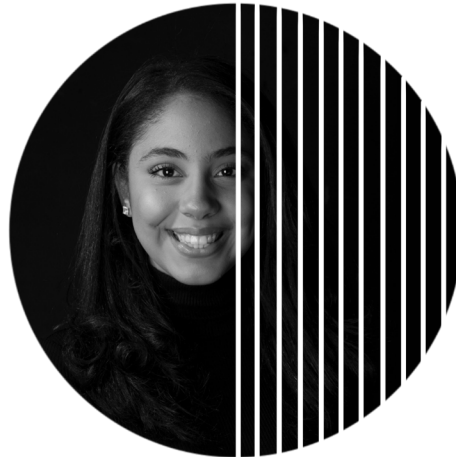


CLINTON

CONCOURSE



EMMA CANNY



RAQUEL ROJAS

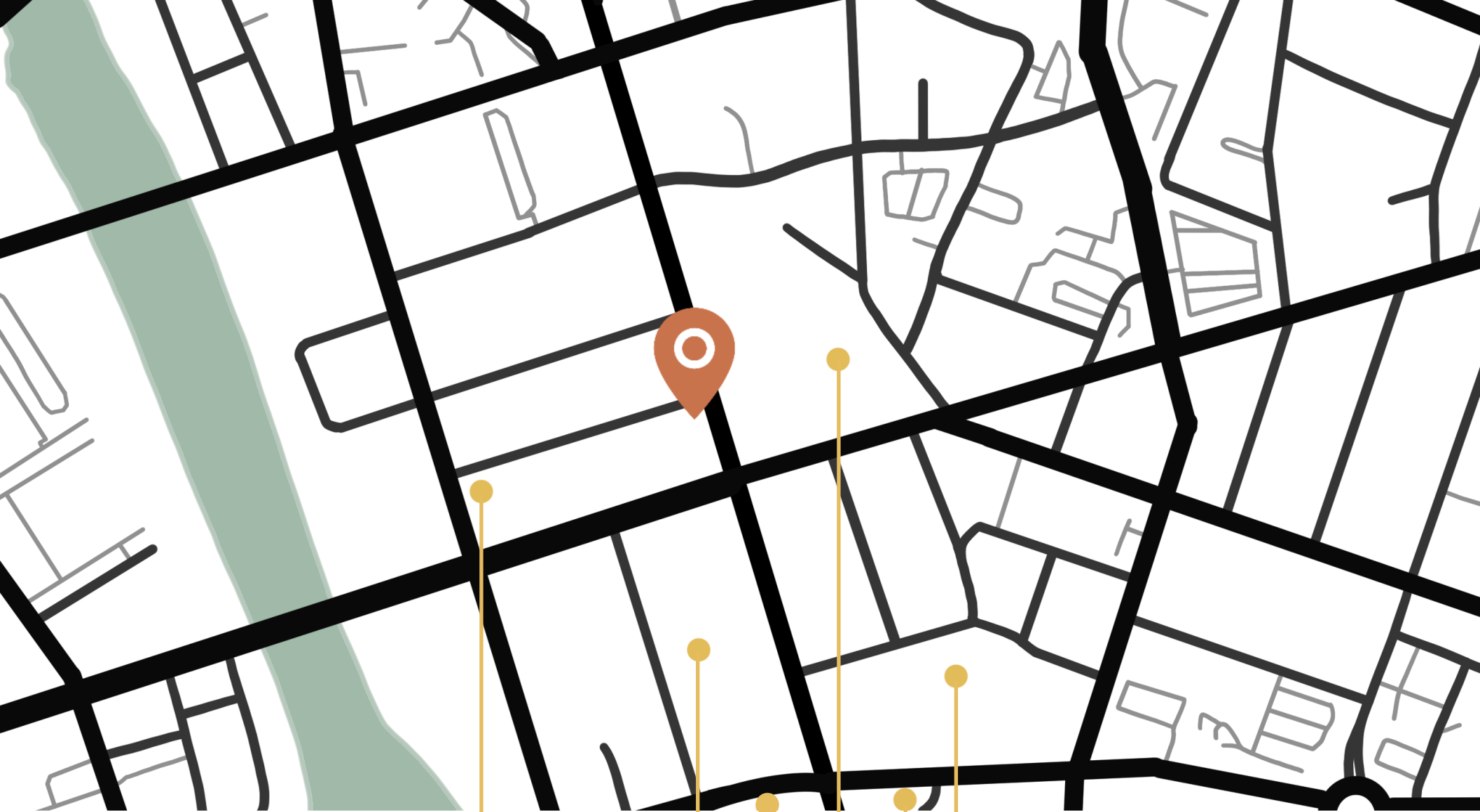


ARJEALY WISSEH

TEAM MEMBERS

01. SITE AND EXISTING CONDITIONS
02. CONCEPT
03. BRANDING
04. FLOOR AND REFLECTED CEILING PLANS
05. RENDERINGS

OVERVIEW



EDWARDS BUILDING

METROPOLITAN

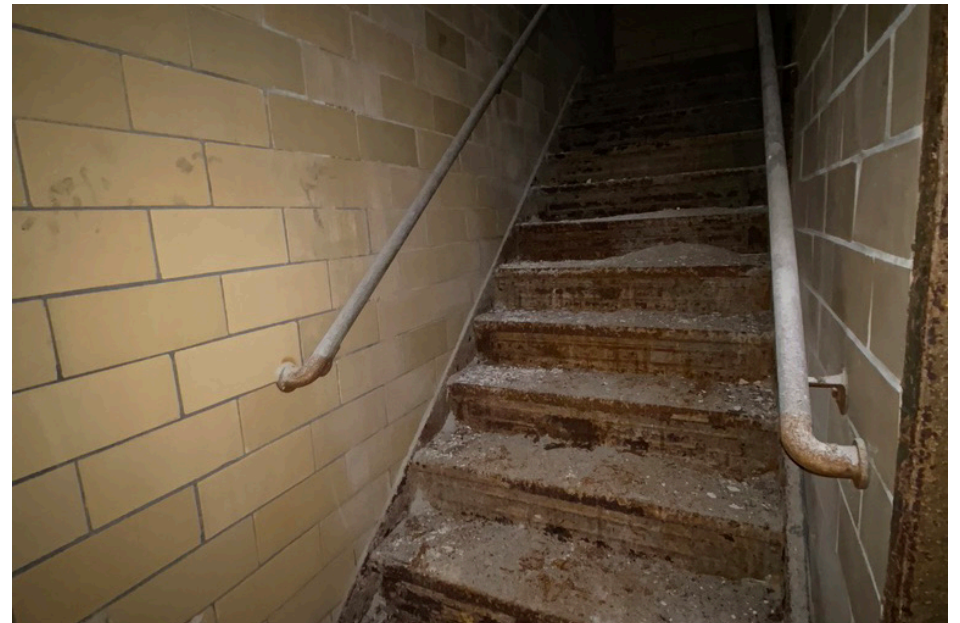
LEGACY BUILDING

SIBLEY SQ.

XEROX TOWER

TOWER280

SITE



EXISTING CONDITIONS

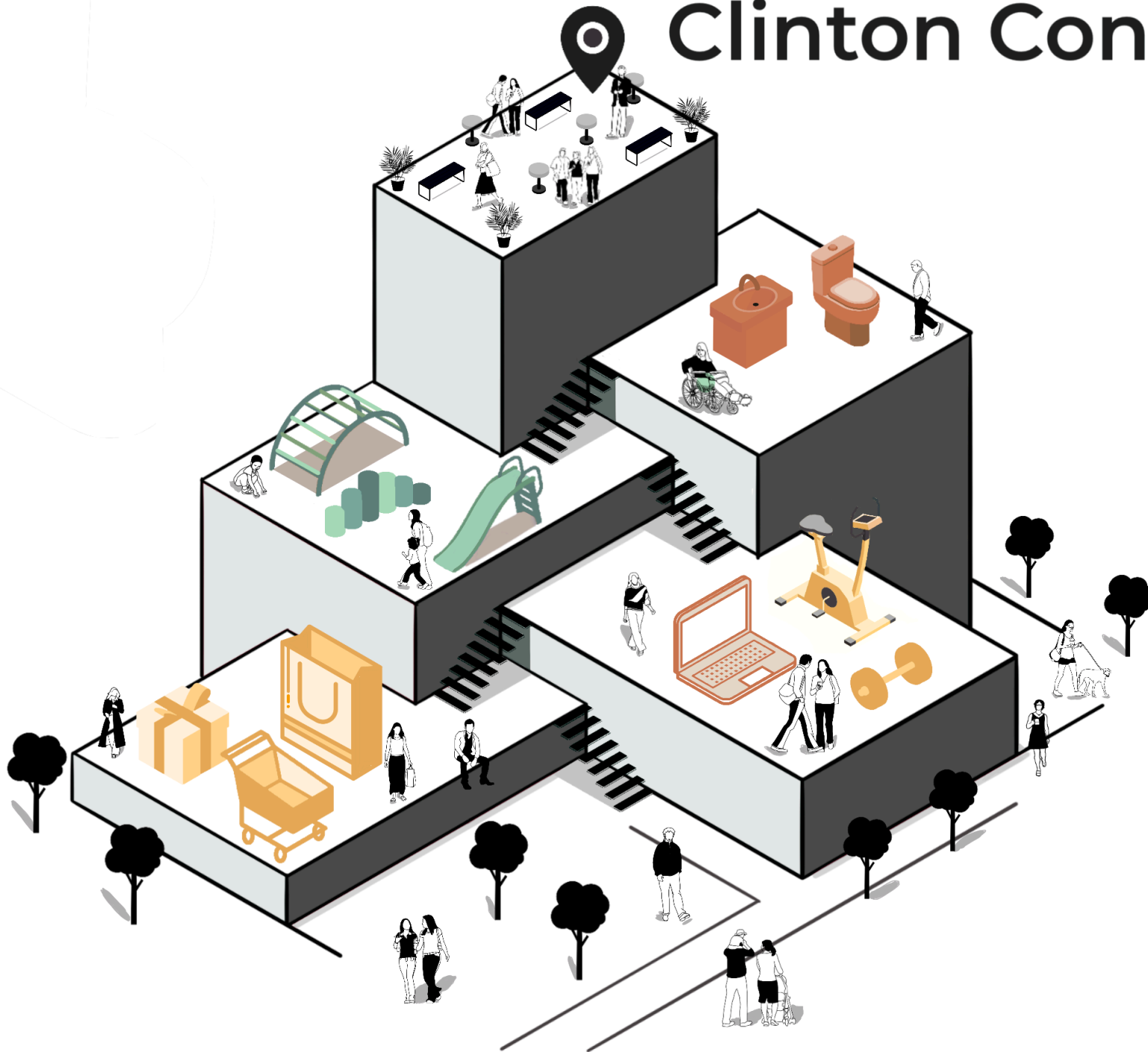
CLINTON CONCOURSE

Concourse, the action of coming together or meeting. The Midtown District's newest development, the Clinton Concourse will create a community celebrating local retailers, wellness, and food. Creating a sense of home for current and new residents of the Midtown District.

Located at 9-17 N Clinton in Rochester, NY, Clinton Concourse is a multi-use development that celebrates the rich cultural history and legacy of Rochester's Midtown district community. Inspired to revitalize the district's retail history and introducing vibrant living, Clinton Concourse will feature a high-spirited atmosphere that visually balances and creates a flexible and dynamic flow through the layout of the spaces. The residential spaces would follow all walks of life; encouraging all different economic levels and creating a sense of shared purpose.



Clinton Concourse



Marcus

Kindergarten Student

About

 Age : 5

 Rochester, New York

Motivation

To be able to learn and play in a fun engaging way outside of the traditional classroom setting.

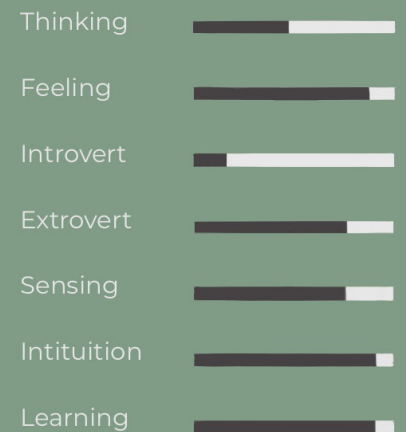
Needs

- An engaging and learning community
- A safe environment
- His own private space

Wants

- To make new friends
- Have access to a play area
- Have access to the outdoors

Personality



Natalie

College Student + Vlogger

About

 Age : 22

 Rochester, New York

Motivation

To be in a space that allows her to work and live; offering her opportunities to network, gain more followers, and have access to comfort.

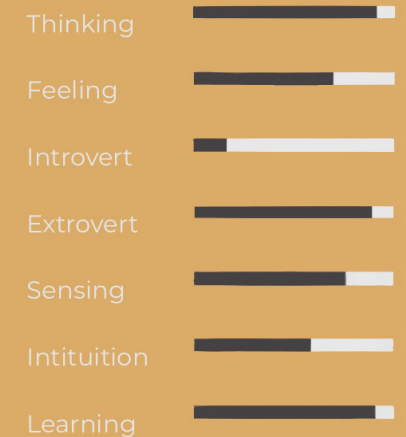
Needs

- Camera friendly environment
- Space to edit her videos
- A quiet space to work on homework

Wants

- A space in where she can workout
- Interaction with the market for good vlog content
- A cool working space that inspires creativity

Personality



George

Retired Composer

About

 Age : 66

 Rochester, New York

Motivation

To live in a space in where he can age in place;
have access to accessibility but not feel like
he's in a nursing home.

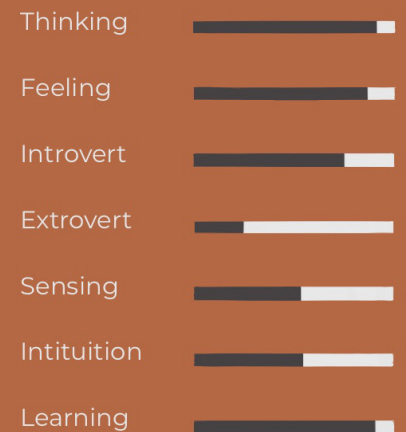
Needs

- Access to lower shelving (height-adjustable)
- Ample lighting
- Wider doorways

Wants

- Collaborative space to meet with old colleagues
- Easy access to the Eastman Theatre
- To be able to experience the outdoors and compose music

Personality



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BRANDING



SOULCYCLE

Jean Reed

Co-Founder & CEO

T: (585) 555-1234
M: Jean@clintonconcourse.com
W: clintonconcourse.com



CLINTON
CONCOURSE





MERCHANDISE



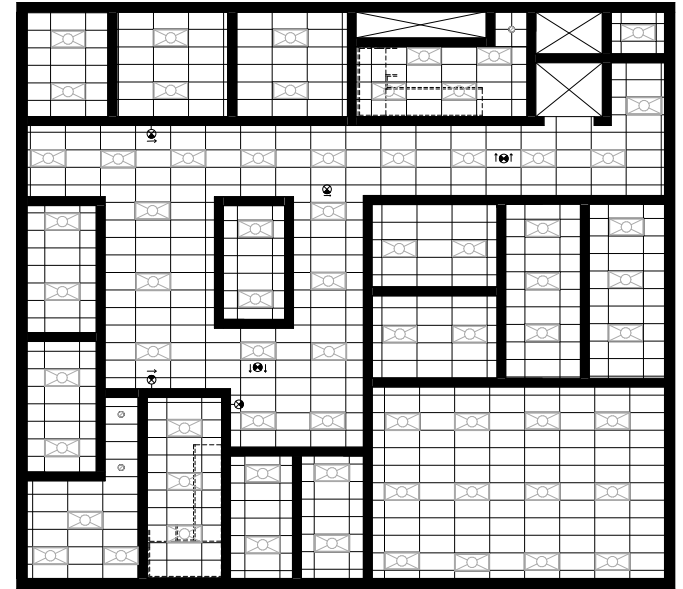
CAFE

© GRAPHIC DESIGN
2 0 2 0

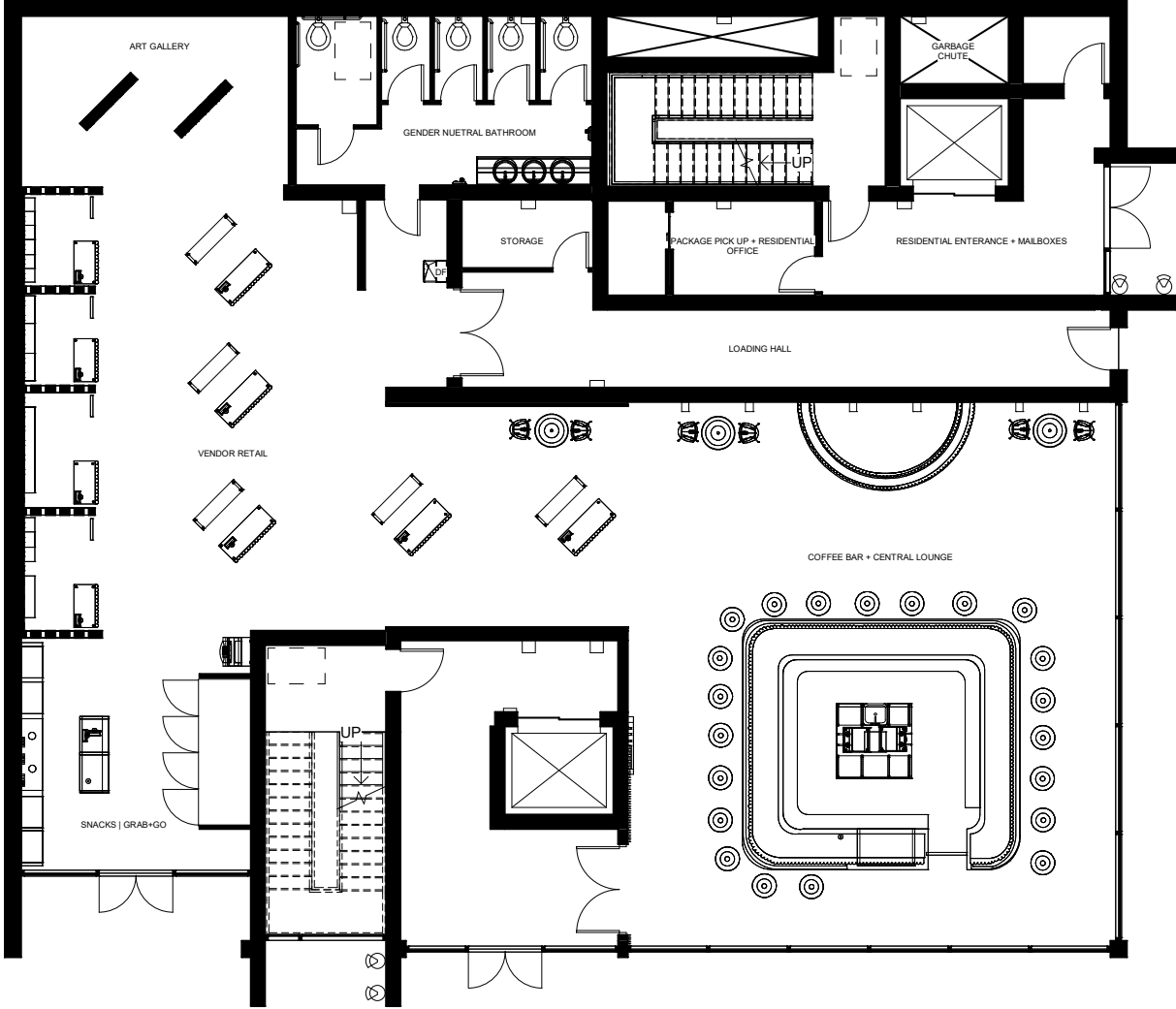
BASEMENT



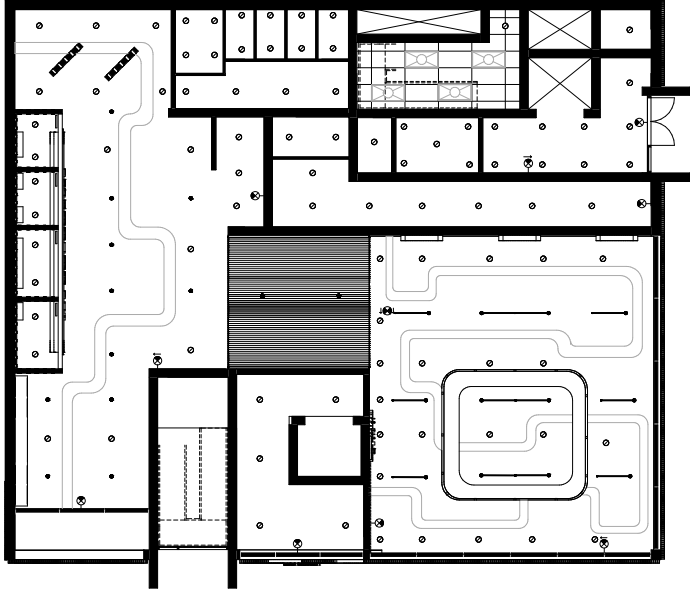
RCP



1ST FLOOR

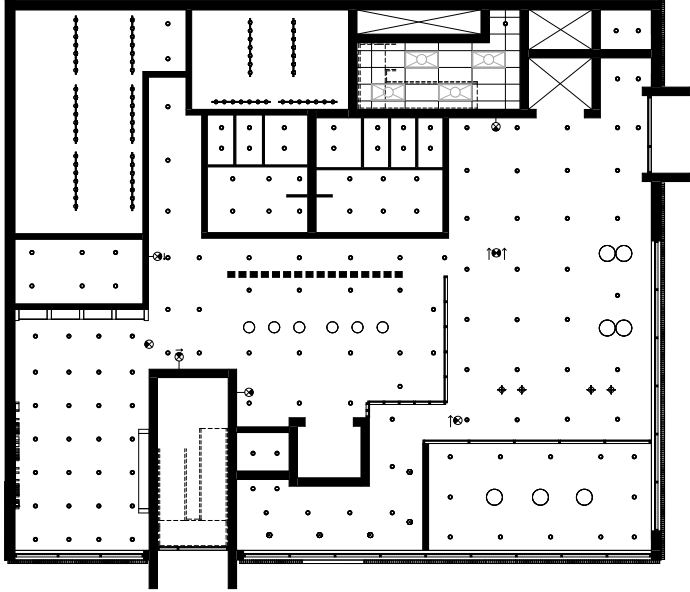
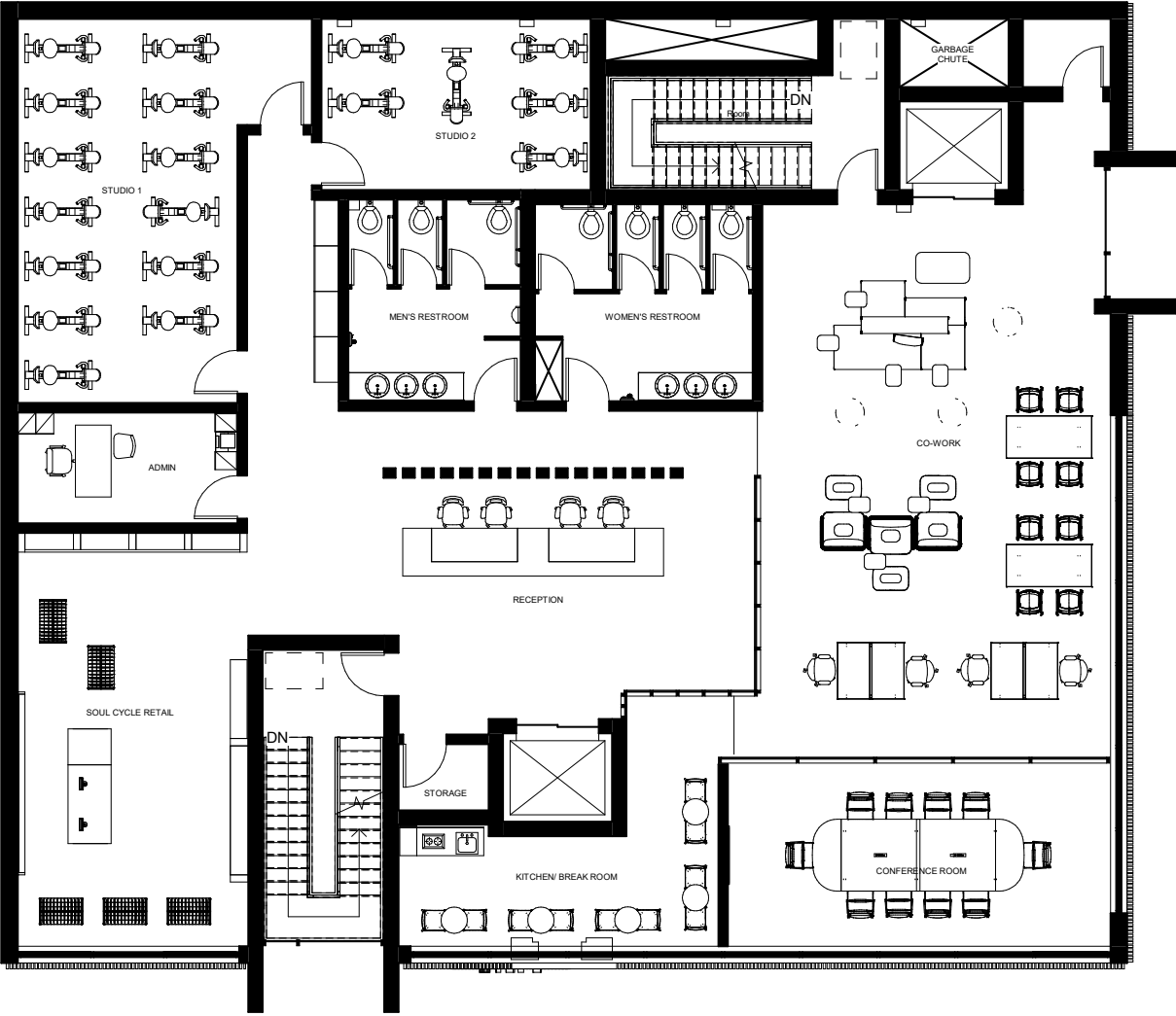


RCP

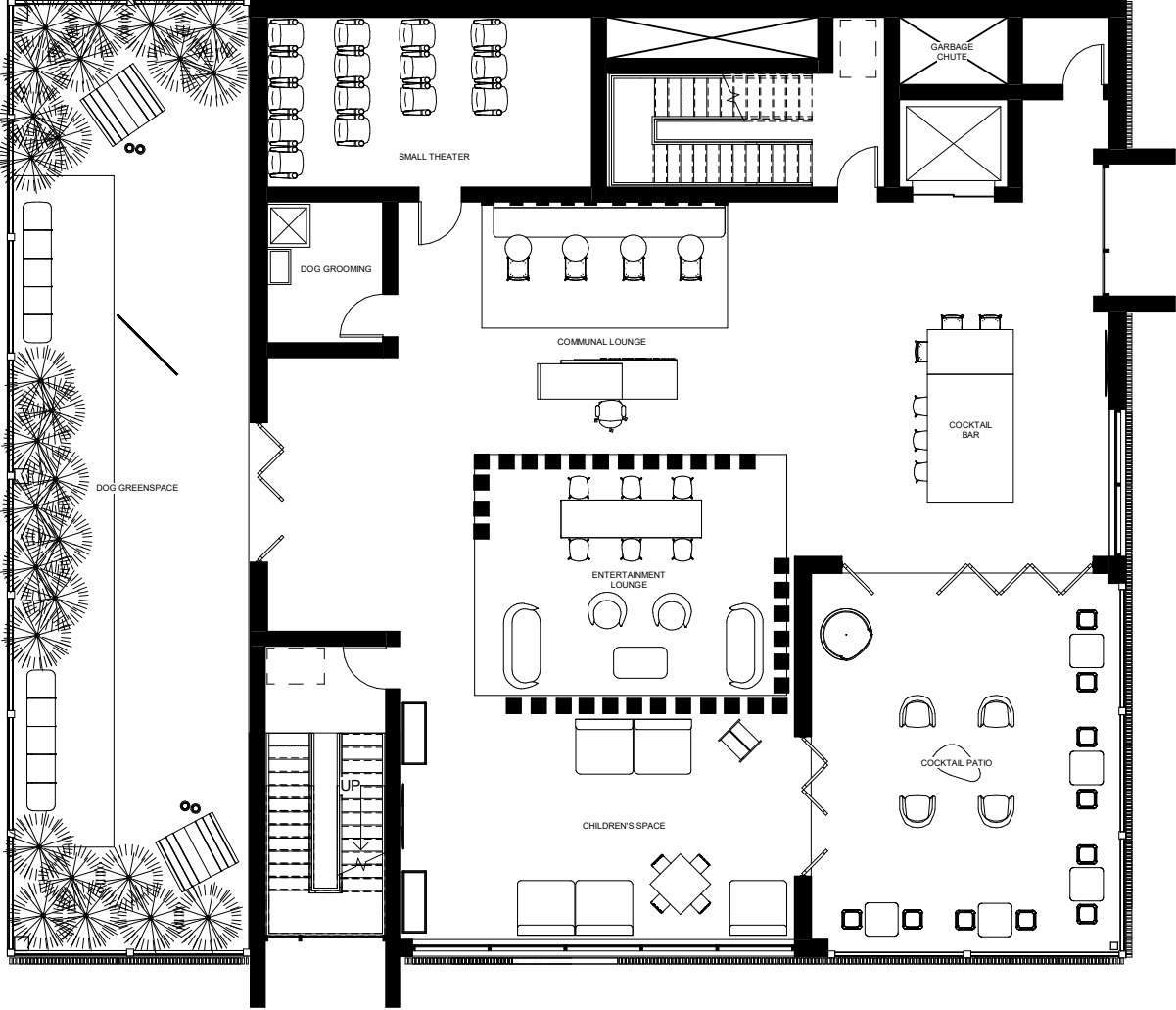


2ND FLOOR

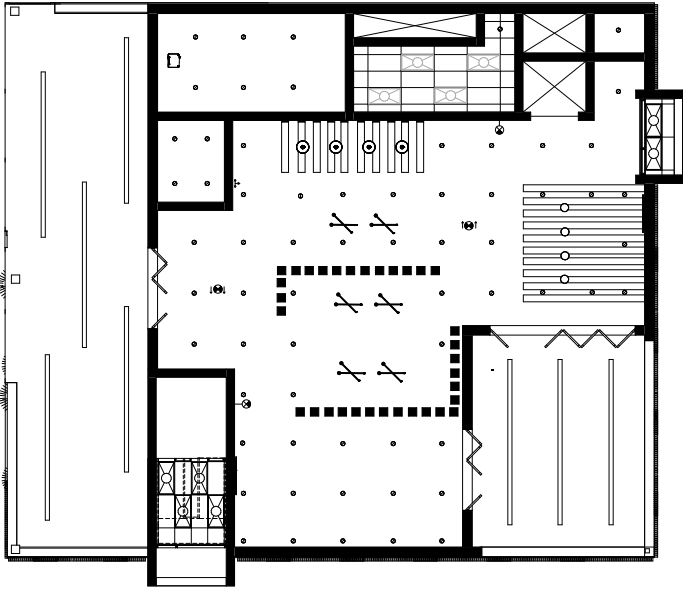
RCP



3RD FLOOR

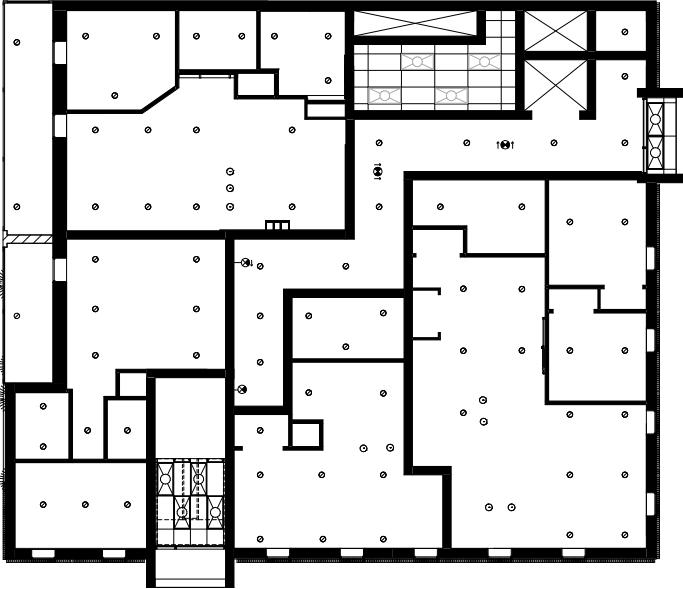
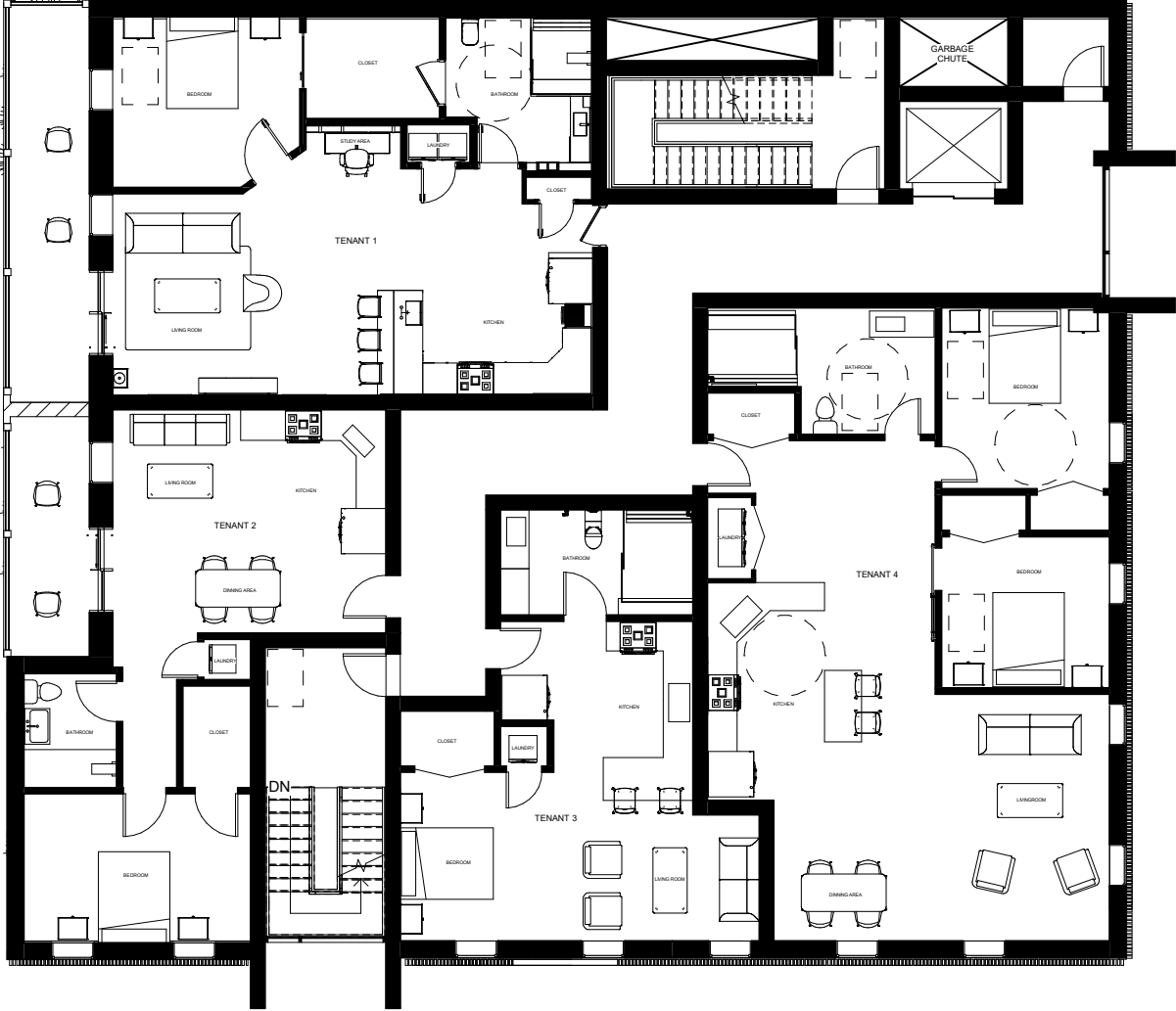


RCP



4 - 6TH FLOOR

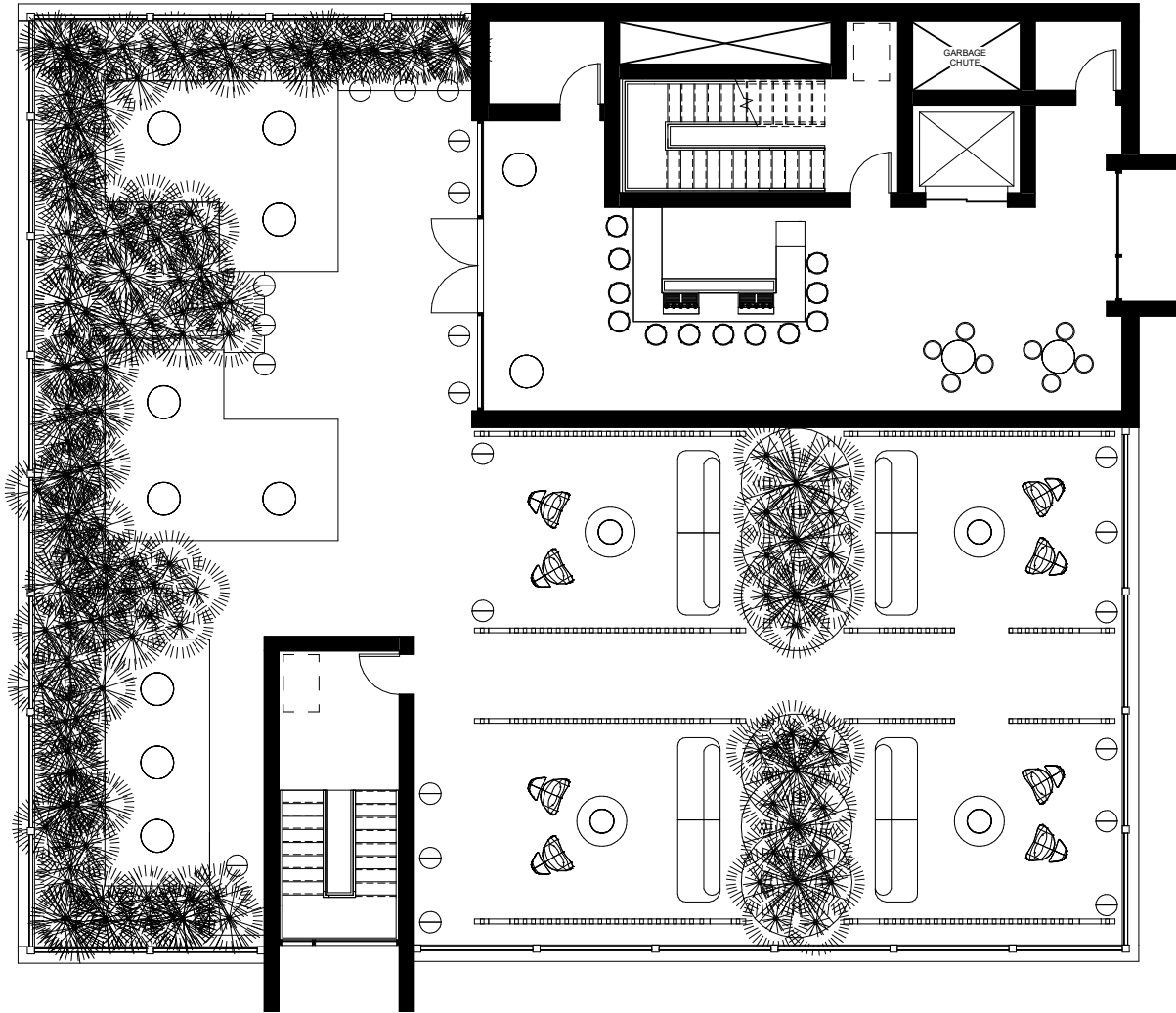
RCP



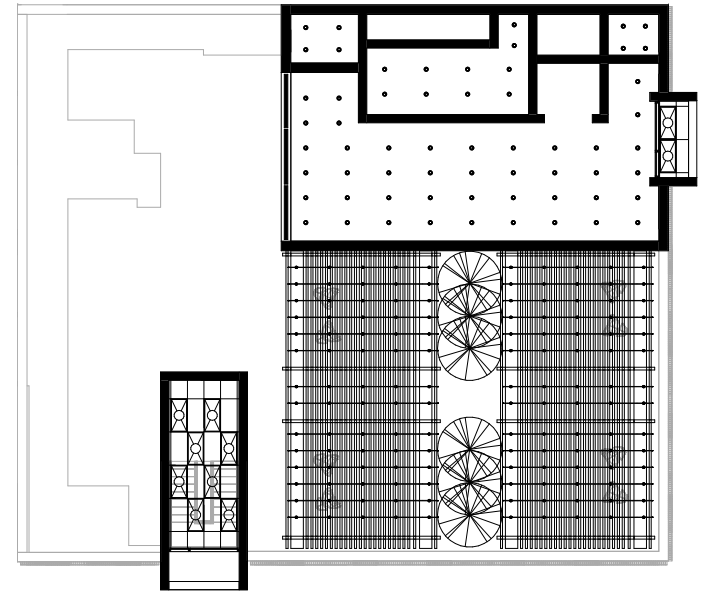
4 - 6TH SWITCH PLAN



ROOFTOP FLOOR



RCP

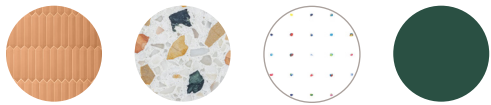




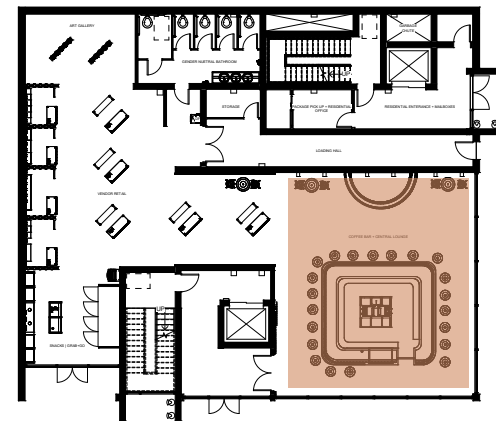
EXTERIOR

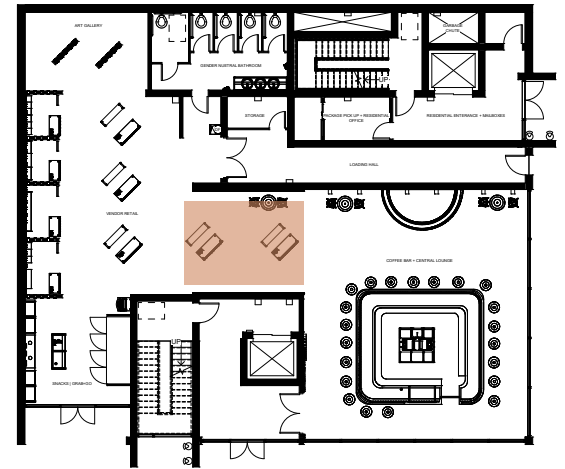


EXTERIOR DETAILS



COFFEE BAR

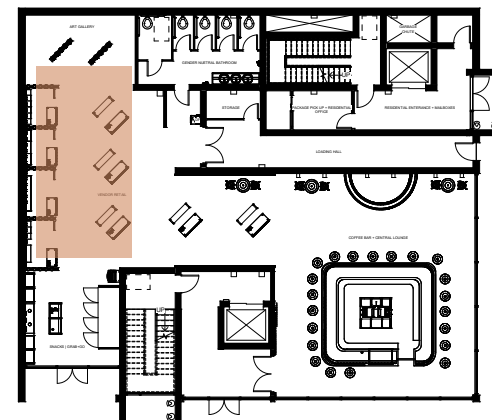




RETAIL HALLWAY

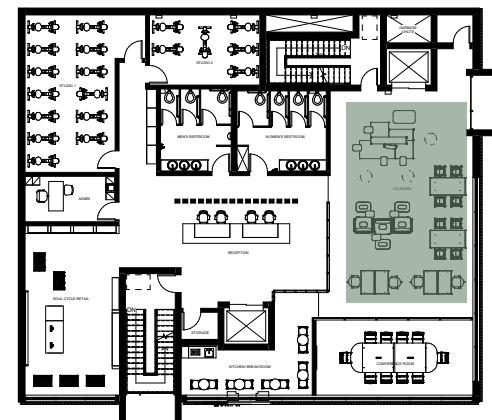


RETAIL SPACE



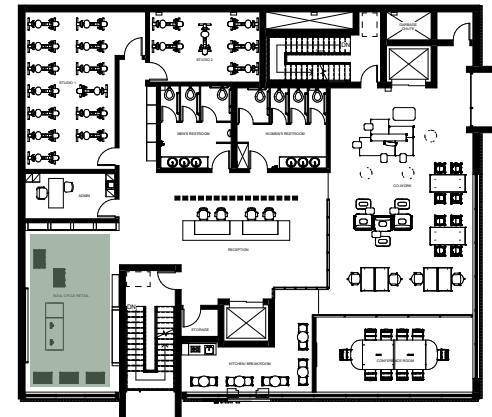


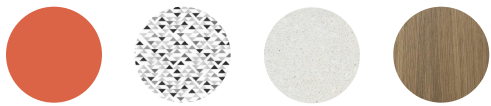
CO-WORK SPACE





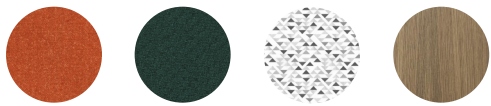
SOULCYCLE RETAIL





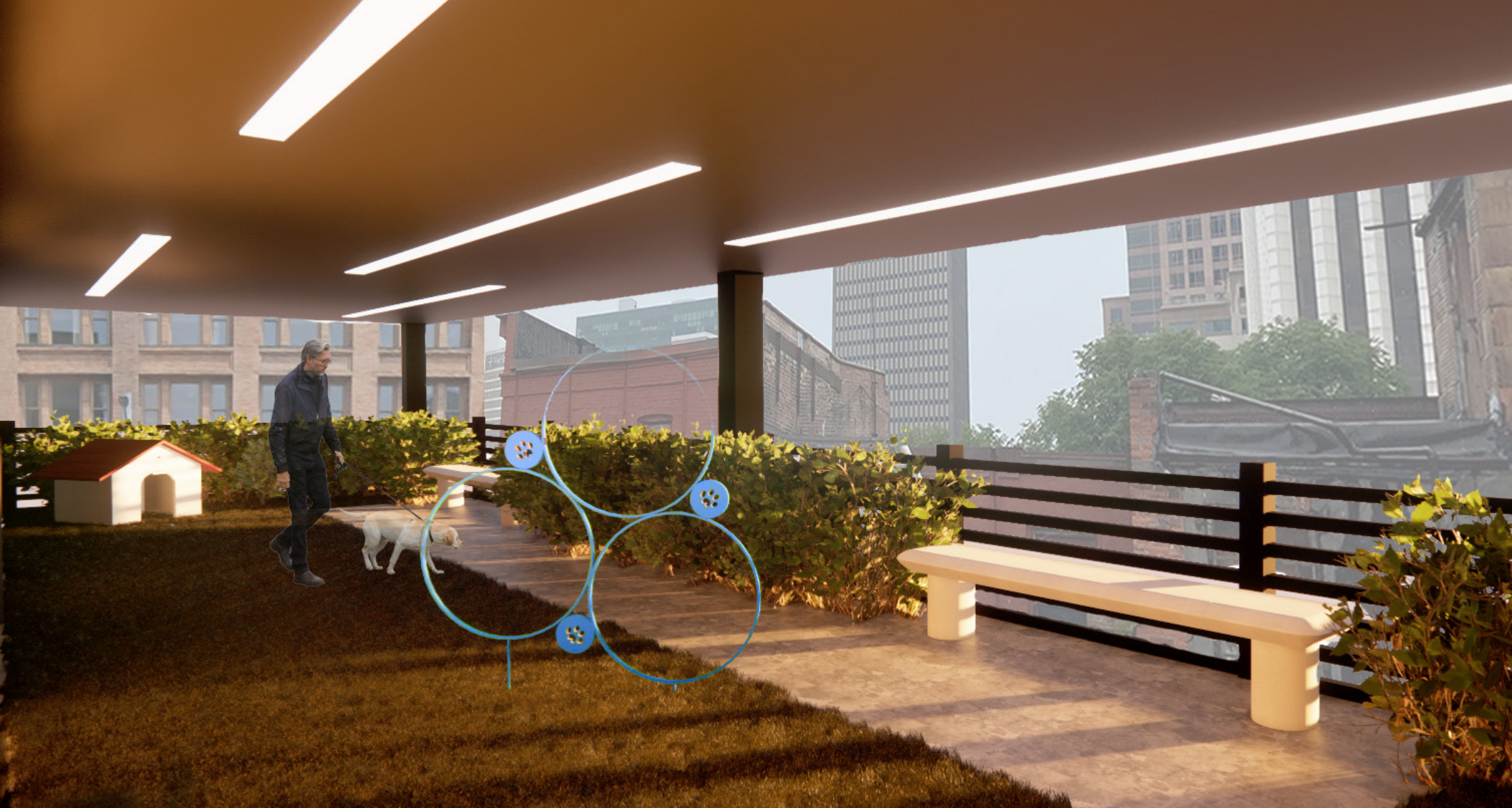
COMMUNAL LOUNGE





COMMUNAL LOUNGE



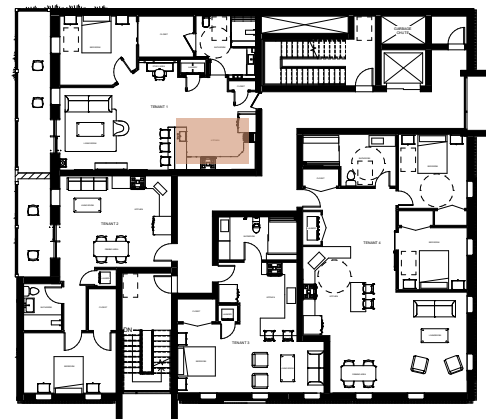


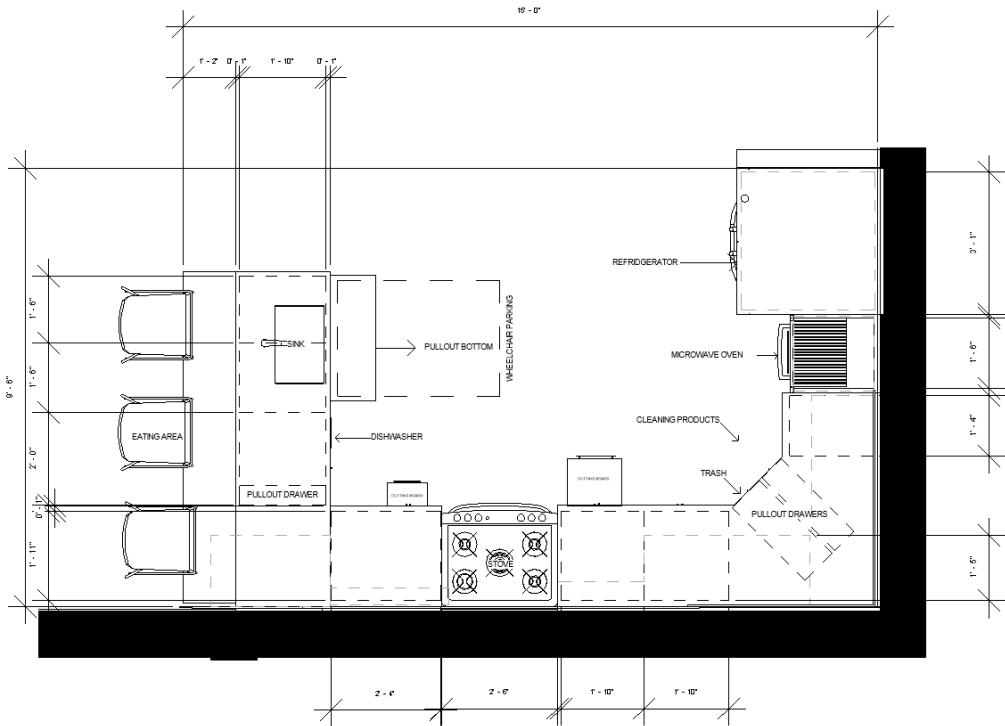
DOG GREENSPACE



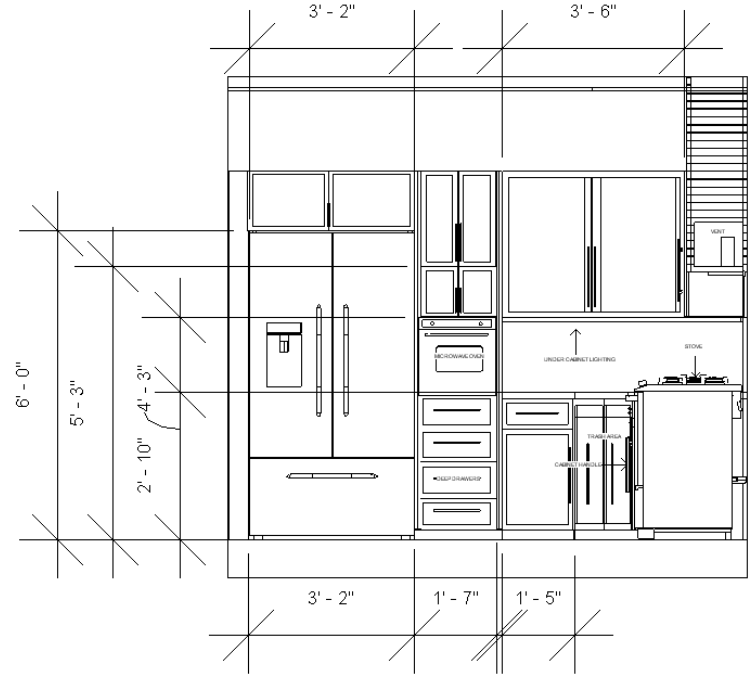
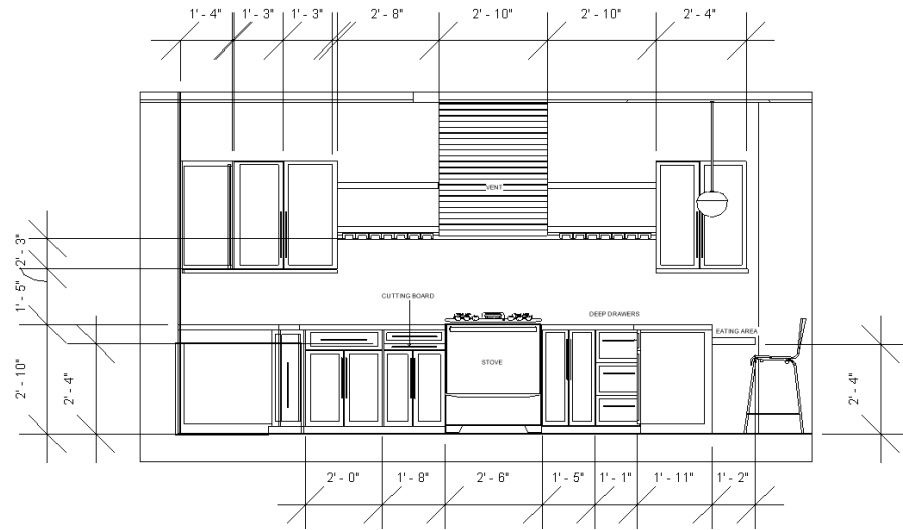


APARTMENT KITCHEN





ENLARGED KITCHEN PLAN



KITCHEN ELEVATIONS

APARTMENT KITCHEN DETAILS

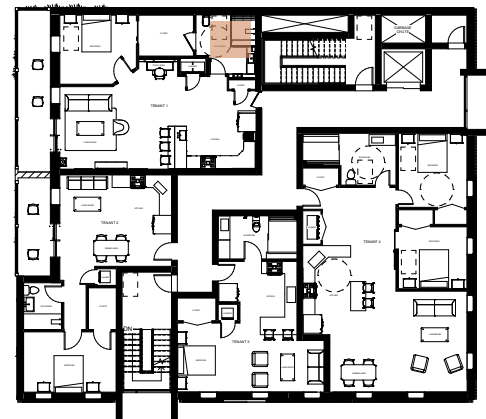


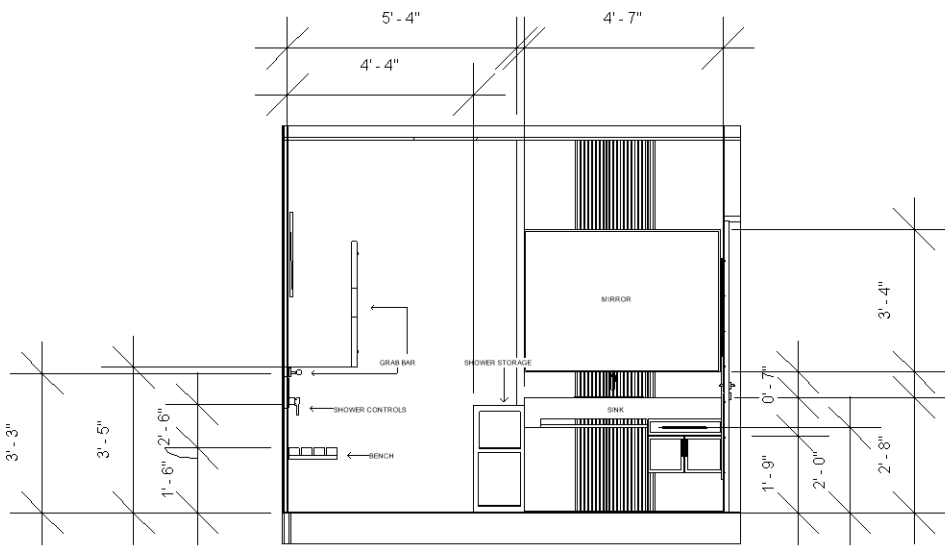
APARTMENT LIVING ROOM



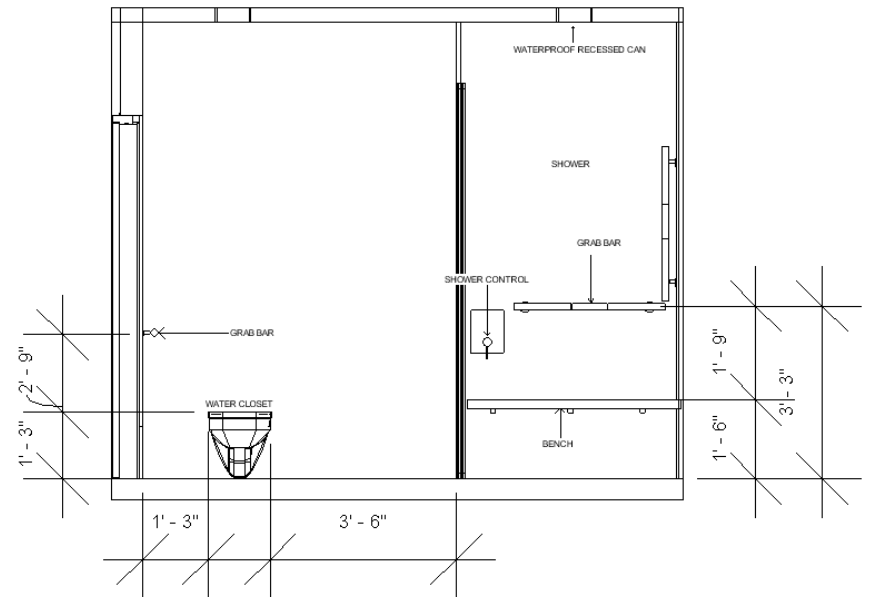


APARTMENT BATHROOM



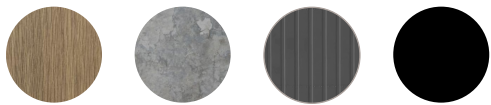


SHOWER ELEVATION

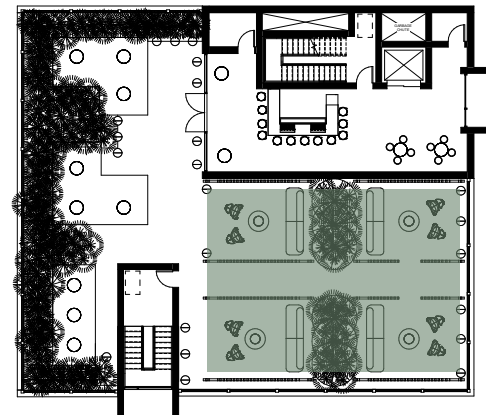


WATER CLOSET ELEVATION

APARTMENT BATHROOM DETAILS



ROOFTOP





CLINTON
CONCOURSE

THANK YOU