



WINCHESTER DESIGN STUDIO

Summary of Efforts

2019 - 2021

 College of Agriculture,
Food and Environment
Community and Economic Development Initiative of Kentucky

 College of
Design

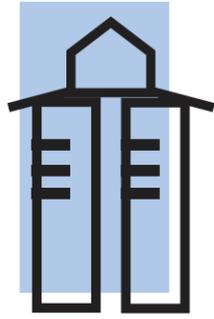
 WINCHESTER
DESIGN
STUDIO

How Can We Design Our Cities For More Trust?

How Can We Design Our Cities For More Shared Experiences?

How Can We Design Our Cities For Children?

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PEOPLE

LEAD STAFF

Ryan Sandwick, MSc., AoU

Director, Winchester Design Studio
CEDIK and the Department of Landscape Architecture

Cameron Correll

Project Coordinator, Winchester Design Studio
CEDIK and the Winchester Design Studio

INTERNS

Harrison Knifley (May 2019 - May 2021)

BA in Landscape Architecture (2021),
University of Kentucky

Jordan Hackworth (May 2019 - August 2020)

BFA in Visual Communication Design (2020),
Northern Kentucky University

PARTNERSHIP COUNCIL

Alison Davis, PhD

Executive Director, CEDIK

Chad Walker

Owner, Engine House Deli and Pub

Cindy Banks

Executive Director, Winchester Clark County
Chamber of Commerce

Dan Kahl, PhD

Associate Director, CEDIK

Daniel Vivian

Chair, Historic Preservation

Jayoung Koo, PhD

Associate Professor, Department of Landscape
Architecture

Jeff Fugate

Associate Professor of Extension, School of
Architecture

Jeffrey Johnson

Director, School of Architecture

Jen Algire

President and CEO, Greater Clark Foundation

Melody Nall

Engagement Director, CEDIK

Meredith Guy

Principal, MPG Architecture

Mike Flynn

City Manager, City of Winchester

Nancy Turner

Executive Director, Winchester-Clark County
Tourism Commission

Ned Crankshaw

Chair, Department of Landscape Architecture

Peggy McCallister

Project Manager, Bee & Clover Renovations

Rachael Boyd

Director, Main Street Winchester

Rebekah Radtke

Interim Director of the School of Interiors

Shonda Johnston

Clark County Extension Agent for Family and Con-
sumer Sciences

Todd Denham

Executive Director, Winchester/Clark County
Industrial Authority

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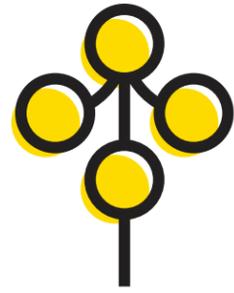
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HISTORY OF THE STUDIO

The Winchester Design Studio is a 3-year pilot project to embed the design and economic development resources of the University of Kentucky into a rural community as a proof of concept.

Background

As the Commonwealth's flagship university, the University of Kentucky's Land Grant missions of Research, Instruction, and Extension/Engagement serves as our University's foundation. Kentucky's two Land Grant Institutions - The University of Kentucky and Kentucky State University, utilize talented Extension faculty, staff, and administration, working together to serve communities across the state through the local county Cooperative Extension offices. In these county offices, located in each of Kentucky's 120 counties, county Extension agents work in the following 4 areas of programming:

- Farms, Gardens & Environment
- Nutrition, Family & Homes
- 4-H Youth Development
- Community & Economic Development

With the county Extension offices serving the everyday needs of residents and stakeholders in each Kentucky community, the College of Agriculture, Food, and the Environment (CAFE) at the University of Kentucky is where Extension research and administrative services are housed. Within CAFE, the of Department of Landscape Architecture and the Community and Economic Development Initiative of Kentucky have long embedded the Land-Grant mission into their work, connecting the efforts at the University into communities across the Commonwealth.

Community Design

Community design is an important approach in downtown revitalization efforts; yet, rural communities are often underserved with such assistance. By providing these services through both an academic and professional setting a multitude of challenges can be addressed based on a community's specific circumstances and values. Communities which have experienced decades of downtown disinvestment, specifically rural cities, can overlook their existing

assets. Downtown revitalization efforts need to tie in with a community's urge to be resilient and open to re-organizing themselves based on heritage, assets and resources resuitable to one's reviving cultural context (Horrigan, 2014).

The Winchester Design Studio is an evolution of this work, building upon 10 years of community design work within the Department of Landscape Architecture and Extension. First launched in May 2019 and led by CEDIK's Community Design Program Manager, the studio is a 3-year pilot project between CEDIK and the College of Design at UK to envision what a downtown storefront could look like embedding the design and economic development resources of the University into a small Kentucky town. The Studio is a unique collaboration between the University of Kentucky College of Design, University of Kentucky College of Agriculture, and local Clark County partners to imagine new possibilities for the city of Winchester.

What the Studio Seeks to Accomplish

When the Studio moved into its storefront location, it was quickly realized that in order for the Studio to be successful it was necessary for there to be a staff member to work there everyday whose job was to wake up everyday to oversee daily operations and functions. When a project coordinator joined the team in January of 2020, the studio picked up momentum and have been able to implement regional programs to assist communities with downtown development and community design. In the early spring, the studio was in the midst of community projects when the global pandemic changed everything. Like most organizations, this encouraged a quick pivot to support the community with a renewed focus on health and wellness. Moving away from our original programming centered on building renovations and supporting installation of the High Side master plan, our scope expanded beyond downtown to position design and design thinking as important tools to support the needs of all residents, organizations and stakeholders in Winchester and Clark County. With this, our work recentered itself to focus on three main questions: *How Can We Design Our Cities For More Trust?, How Can We Design Our Cities For More Shared Experiences?, and How Can We Design Our Cities For Children?*

[Image Below]
The Studio's storefront on Main St. in the heart of downtown Winchester



[Image Below]
Interior of the Studio hosting a community engagement event



STUDIO BRANDING

As a community focused pilot project, it is important for the Studio to be representative of Winchester while being rooted in the iconic brand identity of the University of Kentucky.

What the Branding Seeks to Accomplish

The ultimate goal of this branding was to create an identity of for the Winchester Design Studio that was representative of both the community and the UK identity. Utilizing bold blue to represent design and yellow to symbolize community, the abstract W in the logo is for Winchester. The three black lines represent the three pillars of design: Empathy, Ideation and Experimentation. These are three pillars that are built into our mission and every project that the Winchester Design Studio undertakes. Additional elements of the Studio's branding include:

Logo

- The combination of community and design. The ethos of the Winchester Design Studio.
- Yellow symbolizes community as hopeful, positive, and progressive.
- Blue symbolizes design innovation and ties back to the CEDIK brand identity.
- Community is the basis for Winchester Design Studio. Designing not just for the community, but with them.

Colors

- Color is essential to having a recognizable and iconic brand. The Winchester Design Studio colors are creative, positive, and encouraging.

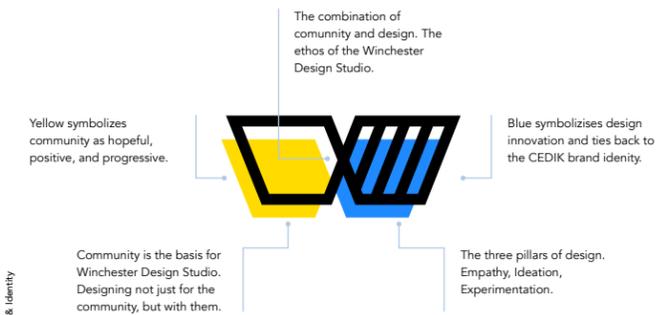
Typography

- Whether that be in social media applications or flyers for upcoming events, knowing when and where to use typography is important when creating new material.

Iconography

- Icons are an important part to any brand, but in the instance of the Winchester Design Studio, they are vital. Being based in an iconic Kentucky town, creating icons that reflect the infrastructure and personality of Winchester, Kentucky.

Logo Symbolism



Shape Breakdown



Logo Spacing



Typography

Typography will be used throughout the brand. Whether that be in social media applications or flyers for upcoming events, knowing when and where to use typography is important when creating new material.

Headlines

Avenir Black
Winchester, KY, USA

Sub-Head

Avenir Oblique
Welcome to the Winchester Design Studio.

Body Text

Avenir Medium
The design studio focused on community, culture, and innovation.

Body

Avenir Oblique
Welcome to the Winchester Design Studio. Here, we believe that the most meaningful relationships happen in spaces where people connect. We are a community of people who are passionate about design, innovation, and culture. We are a community of people who are passionate about design, innovation, and culture. We are a community of people who are passionate about design, innovation, and culture.

Colors

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Primary Colors



Secondary Colors



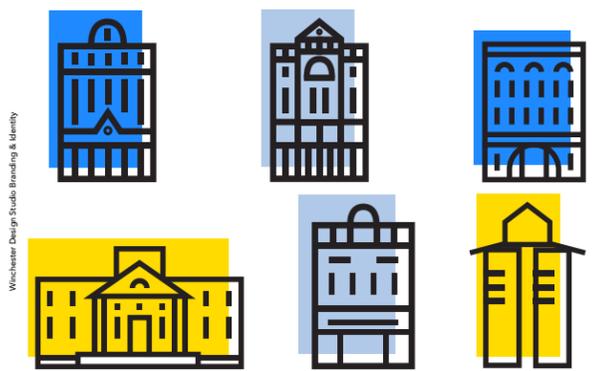
Tertiary Colors



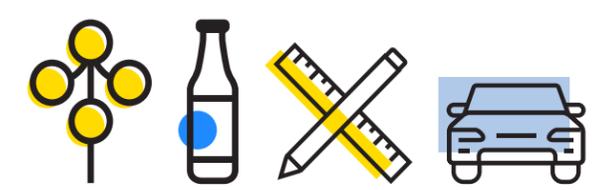
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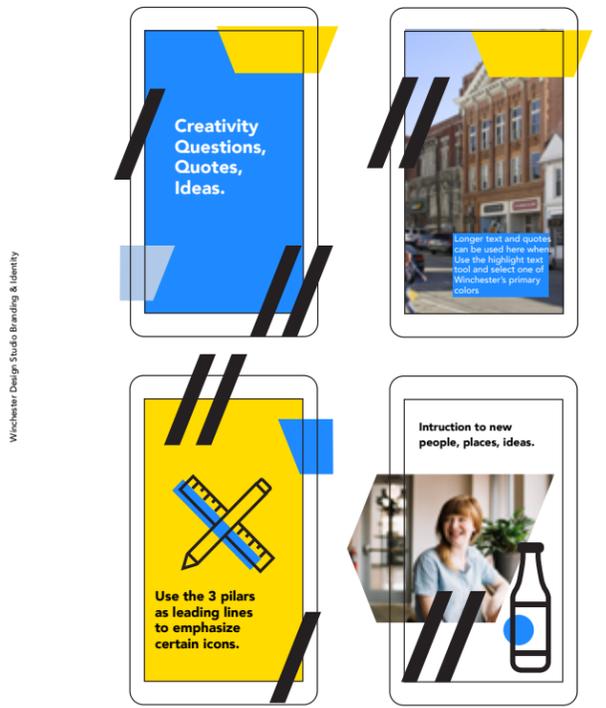
Infrastructure



Miscellaneous



Social Media





SUMMER VIDEO SERIES

A multi-part summer film series was hosted within the studio space. Each film focused on the impact of housing security on communities much like Winchester.

What this Program Sought to Accomplish

The ultimate goal of this program was to act as a community engagement component of our work regarding homelessness and housing security in Winchester and Clark County. Topics discussed in the videos included mental health and youth impact. Community members were invited to watch the film and participate in a discussion afterward with a local expert on the topic. Goals of this program included:

- **Look at other communities.** Many of the challenges that Winchester and Clark County face regarding homelessness and housing security are not unique to Winchester. By looking at what other cities have done can help us all explore new options to address these important humanitarian issues.
- **Promote local experts.** For each video we were able to bring in a local expert on that topic, such as the Winchester Police Chief. This ground every conversation in the realities of our community, and provided an expert view of what it is like to face these challenges day-to-day.
- **Raise awareness.** Housing security and homelessness is a complex issue that has compounded with the COVID-19 pandemic. Through open and honest facilitated dialogue, we were able to talk through these issues and support our local experts.



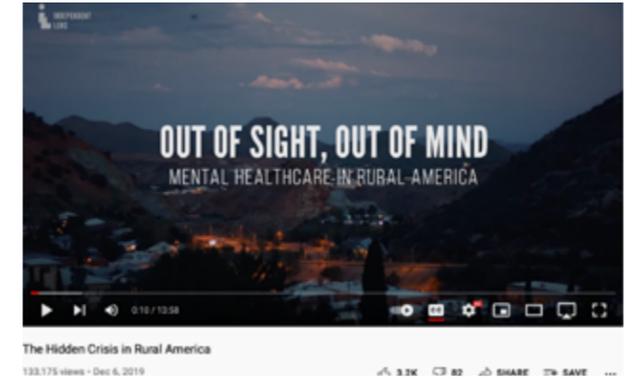
[Image Right]
Facilitated conversation during the second video series.

Below are the three videos screened during our inaugural Summer Video Series.

OUT OF SIGHT, OUT OF MIND

Date: June 24th, 2021
Guest Speaker: Chief Palmer, Winchester Police Department

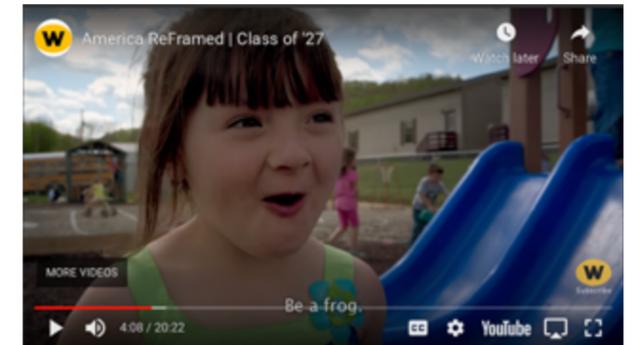
Summary: This documentary is about the mental health crisis in rural America and its impact on housing. During our discussion we talked with Chief Palmer about how this film relates to incarceration, mental health and homelessness in Winchester and Clark County.



THE ADVERSITY OF A CHILD'S LIFE IN RURAL KENTUCKY

Date: July 30th, 2021
Guest Speaker: Victoria Bengé, CASA of Clark and Madison Counties.

Summary: Using Boonesville, KY as the example, this film explored youth poverty in rural communities.



A MATTER OF PLACE

Date: August 27th, 2021 (cancelled)
Guest Speaker: Debbie Fatkin, Executive Director of Clark County Community Services

Summary: The film connects past struggles for fair housing to contemporary incidents of housing bias based on race, sexual orientation, disability, and source of income.



"Out of Sight, Out of Mind" was directed by James Burns. It is an Independent Lens "Stories for Justice" production (<http://www.pbs.org/independentlens>), in association with Terry Greene Sterling and the Arizona Center for Investigative Reporting.

Class of '27 is the first of a series of three films exploring the lives of people in rural America. It was directed by James Rutenbeck, and will be streaming on PBS.org until December 12, 2016.

The Fair Housing Justice Center has partnered with Kavanagh Productions to produce the film "A Matter of Place", a documentary film that shines a bright light on housing discrimination, one of the most shrouded and misunderstood civil rights issues in America.

6 QUESTIONS WITH CEDIK [PODCAST]

On this podcast, we talked with guests from across the Commonwealth of Kentucky discussing how their organization is responding to COVID-19, some innovative solutions that you could use, and something that may inspire you.

What this Program Sought to Accomplish

In the early stages of the pandemic, the team witnessed many businesses and community leaders develop innovative solutions to meet their community's needs. Their desire to highlight these leaders inspired Six Questions With CEDIK, a short podcast interviewing people from various backgrounds. These accounts provided a vision of hope and innovation within Winchester, despite the pandemic challenges. The ten episodes included the Mayor of Winchester, local business owner Laura Freeman, and several non-profits. Each guest discussed challenges they faced and their innovative solutions for overcoming them.

- **Goal.** Share the innovative efforts of local community leaders to a statewide audience.
- **Process.** Recorded during the COVID-19 pandemic, each interview was recorded on Zoom, with the audio edited and uploaded in Ancher.
- **Where.** 6 Minutes with CEDIK can be found on Spotify, Apple Podcasts, and anywhere else you listen to your favorite podcasts.
- **Outcomes.** Each episode has averaged 33 listens, with an audience in 16 states and 5 countries. In total, there were over 400 total listens for the first season.

Below are the three examples of the 6 Minutes with CEDIK podcast.

COMMUNITY NETWORK WITH JEN ALGIRE

Summary: Join us as we chat with Jen Algire of the Greater Clark Foundation. She is the fearless leader of the Wraparound meetings you will hear mentioned in every podcast. We get to hear about how our community is inspiring her, how we can make a difference, and what our future may look like. Buckle up, because Jen always has something to say worth hearing.



COMMUNITY OUTREACH WITH PASTOR MARVIN KING

Summary: Pastor King has blown us away in this thoughtful interview. Listen to his organization's community outreach opportunities, advice for other communities, and how you can get involved.



EATING LOCAL WITH LAURA FREEMAN

Summary: Local business owner, Laura Freeman, joins the podcast to talk about how her various businesses, from her online mercantile to the recently opened Farm to Table restaurant and distillery, have had to rethink how they serve the community. Their innovative solutions have allowed the community to eat and shop locally, with food sourced from only a few miles away.



BOOK CLUB

With the outbreak of the COVID-19 pandemic, the Studio transitioned our focus onto wellness. Seeking to engage people around topics in a virtual setting, we launched a book club to facilitate conversations around these important topics.

What this Program Sought to Accomplish

After we were unable to physically bring people together in the studio space, the studio team brainstormed ways to continue conversations over the impact community design can have. In June, the Happy City Virtual Book Club brought together members from all over central Kentucky to discuss ways to achieve more happiness in their local built environment. Topics included the health impact, designing for children, and being community advocates. After piloting this book club through the Winchester Design Studio, two additional book clubs were planned for 2021.

- **Goal.** Create a space to bring people together to discuss the impact of community design and how it can be applied within a community.
- **Process.** Each book club took place over a month, with weekly conversations about a set of chapters that took place over Zoom. Happy City, our first book, took place in June, 2020 followed by Walkable City in January, 2021.
- **Outcomes.** Each book club averaged 12 participants and included people from all over the Bluegrass region.

Following the Happy City book club, the Studio recalibrated our mission and goals to be more inclusive, equitable and reflective of our focus on wellness. Three questions were created to filter our work through:

- *What would it look like to design our city for children?*
- *How can we design for more shared experiences?*
- *How can we design for trust?*

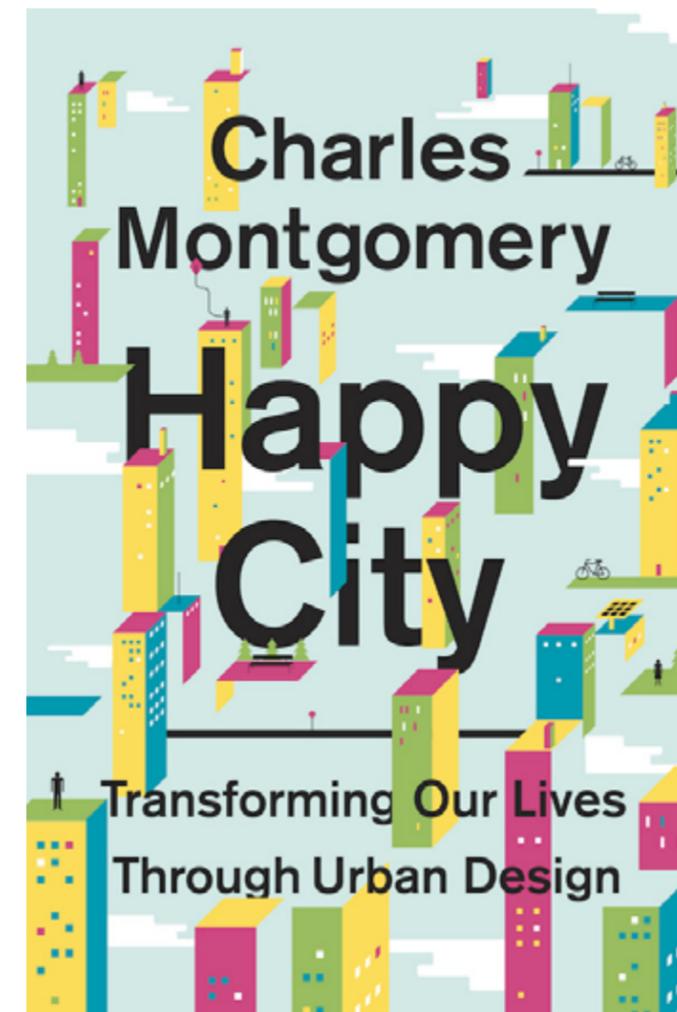
[Image Far Right]
Front Cover of Happy City. Happy City, Charles Montgomery. Farrar, Straus and Giroux, 2013.

[Image Far Right]
Front Cover of Walkable Cities. Designed by Jonathon D. Lippincott. Walkable Cities, Jeff Speck. North Point Press, 2012.

Happy City: Transforming Our Lives Through Urban Design by Charles Montgomery

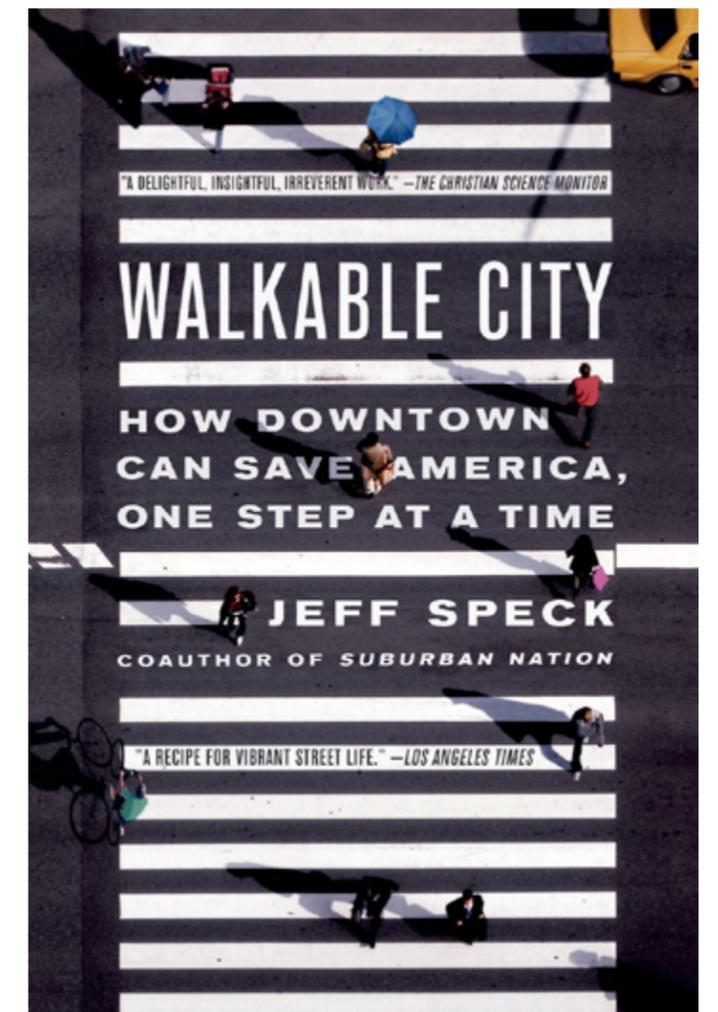
"Trust is the bedrock on which cities grow and thrive. Modern metropolitan cities depend on our ability to think beyond the family and tribe and to trust the people who look, dress, and act nothing like us to treat us fairly, to honor commitments and contracts, to consider our well-being along with their own, and, most of all, to make sacrifices for the general good."

Chapter 3, page 56



Walkable City: How Downtown Can Save America, One Step at a Time by Jeff Speck

Summary: Jeff Speck has dedicated his career to determining what makes cities thrive. And he has boiled it down to one key factor: walkability. Making downtown into a walkable, viable community is the essential fix for the typical American city; it is eminently achievable and its benefits are manifold. Walkable City bursting with sharp observations and key insights into how urban change happens lays out a practical, necessary, and inspiring vision for how to make American cities great again.





DEPOT STREET

Depot Street was identified as an important northern book-end of downtown Winchester. It has the potential to be a vibrant and uniquely Winchester public space, as well as the first downtown park in the city.

What this Program Sought to Accomplish

The Clark County Farmers Market partnered with the Studio to expand on their efforts to create a permanent facility for the weekly farmers market. Their existing efforts included a covered market stall area and supporting facilities. A full master plan for the Depot St. area in downtown Winchester was developed and included an amphitheater and natural garden.

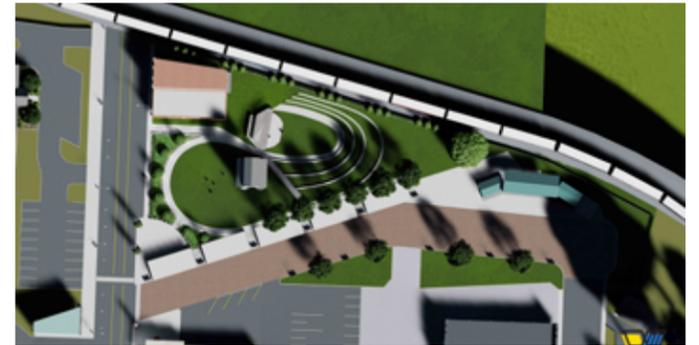
- **Goal.** Create a master plan that complemented the existing efforts of the Farmers Market and created a brand identity for an iconic location within downtown Winchester.
- **Process.** The Depot Street master plan was a result of our summer internship program. Led by Harrison Knifley, an undergraduate student in the Landscape Architecture at the University of Kentucky.
- **Outcomes.** Once the Market structures are built on Depot Street, the master plan will be presented for adoption by the city commissioners. The anticipated first step in installation of the master plan is to raise awareness by installing a placemaking project of the entry plaza and Depot Street letters.

Through an inventory and analysis of downtown Winchester, the findings have indicated that the city has a strong potential to increase tourism and the community's health and wellness through the addition of a North Main Anchor park and green space. The goal of the overall plan is to create a shared downtown social space that can serve both the everyday needs of residents while also holding larger festivals and events. Utilizing the existing location of the Farmers Market, this central and highly visible location is well suited to be transformed into a needed downtown green space.

After multiple rounds of review, the Winchester Design Studio produced a final design plan for the Depot Street green space that includes an amphitheater, flexible use space, farmers market enhancements, and circulation paths that connect surrounding areas. This plan's overall goal is to enhance what already exists, allow for downtown visitors with a wider variety of things to do, and provide new economic opportunities for downtown Winchester.

Green Space

An open green space implemented in downtown would allow for numerous activities to be held in downtown Winchester. Supplied in the renders shown here is the idea for this space. It is essential to consider Main Street's distance since this space would be used by all kinds of people, especially children. A sidewalk provides buffers for the green space and a generously sized plant buffer to between the green space and the busy roads.



Entry Plaza

At the corner of North Main and Depot Street, an under appreciated intersection occurs. Currently, the sidewalk is in disrepair and is unremarkable. In this plan, adding a few design elements will help elevate the corner, catching pedestrians and motorists eye. First, paving out a pie shaped section would allow people to gather. Next, adding large three dimensional letters make a statement about the location as a place. These can be a selfie-spot, meeting point, or playful, interactive pieces. Adding lighting emphasizes the importance of Depot Street.



Amphitheater

This amphitheater design allows for various ways to enjoy events with the inclusion of different seating options and sizes. Based on the spacing of the terraces, people can sit on groups or vendors could set up booths.. The stage design calls back to the site's historical characteristics established by the Sphar building by using beautiful pieces that resemble the structure and a Sphar sign in the backdrop of the stage.



MANY FRIENDS PARK

Many Friends Park, located in the heart of the North Main Arts District, is a placemaking project that re-interpreted a city-owned parking lot into a centrally located public space.

What this Program Sought to Accomplish

The current location of Many Friends Park was identified by the very first study of downtown Winchester that was undertaken as part of the Studio. Undertaken by two graduate students in the School of Architecture, they identified this parking lot as an opportunity to activate an underutilized parking lot into an active pop-up public space.

- **Goal.** Create a new public space in the north Main St. area in downtown Winchester that can be home to pop-up markets, performances, and other community led activations.
- **Process.** Many Friends Park was designed to create opportunities for a new downtown social space and pop-up market while still being able to accommodate the everyday parking needs of downtown.
- **Outcomes.** Lights and landscaping have been installed in the space, along with a new art piece titled 'Boundless', by sculptor Nate hatch. The parklet was installed in 2020, and has hosted numerous events, including the Beer Cheese Festival and seasonal markets.

Many Friends Park embodies the essence of the mission of the Winchester Design Studio. The idea of the park came out of a student project, and the idea was then taken on by Main St. Winchester. Supporting them in the effort to transform the parking lot into a public space we created renderings for them of how the space can be further re-imagined. With support from the City of Winchester, Main St. was able to lead the idea into implementation.

The name of the parklet, Many Friends Park, was inspired by a historic marker along the sidewalk in front of the parklet. The marker recognizes Mr. James E. Allen, Jr. the operated Jimmy's Car Wash, with the plaque donated by his many friends. We thought that this was a great sentiment for the parklet, a place for people to gather with their many friends. xe

[Image Top Right]
The parking lot before investments were made in it.

[Image Middle Right]
Conceptual design for Many Friends Park.

[Image Bottom Left]
Many Friends Park hosting a pop-up event.

[Image Bottom Right]
Many Friends Park during a summer concert performance.

Existing

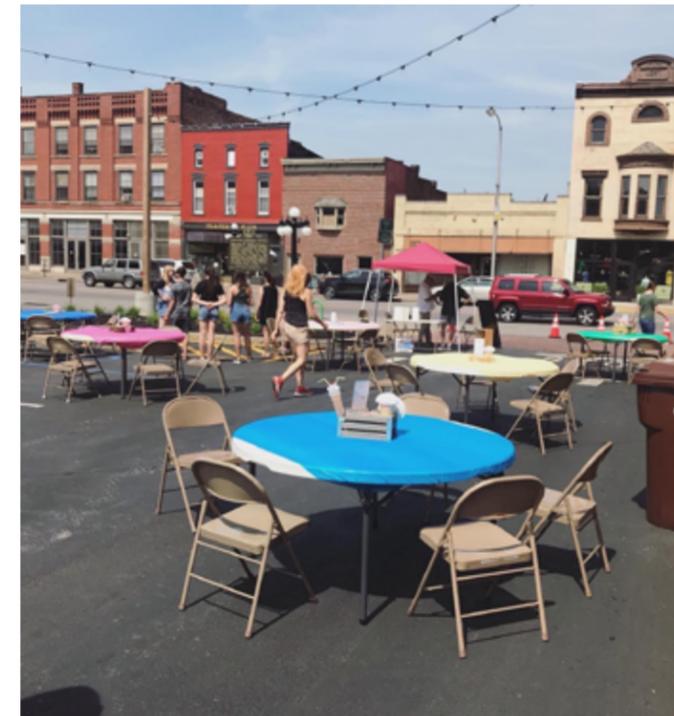
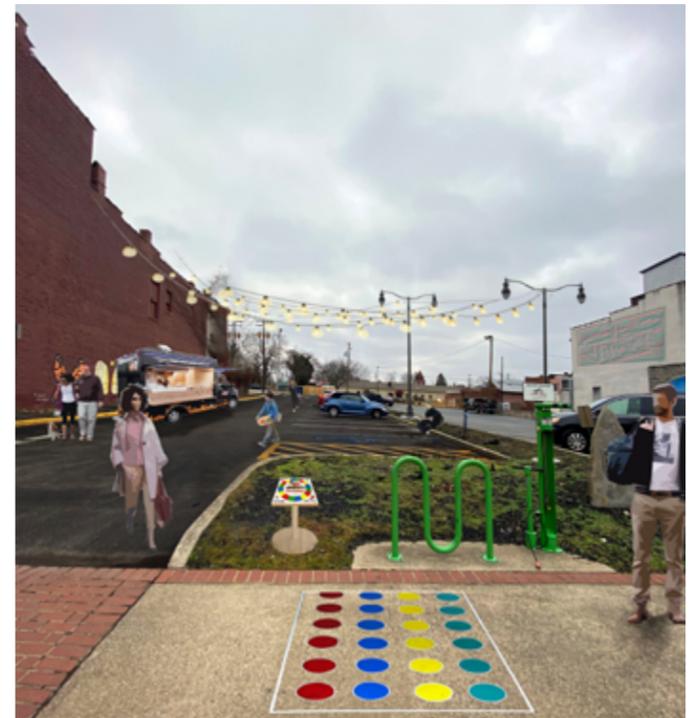
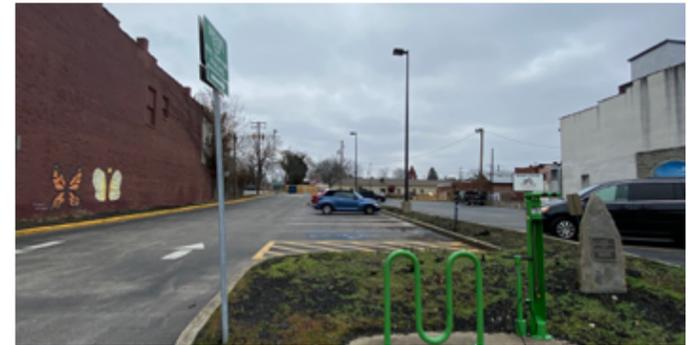
The site of a former car wash, the parking lot is one of the only 'missing teeth' along Main St. in the heart of downtown. This gap acted as a barrier to the pedestrian experience along north Main St.

Amenities

Adding stringed lights above the parking lot not only added ambiance and additional lighting and safety during evening events, but also provided a 'ceiling' to the space. Interactive murals on the adjacent buildings, improved landscaping and the addition of a metal sculpture further supported this area acting as an important 'urban room' for people to gather and socialize in.

Activation

Many Friends Park intends to activate a public parking lot when it is not in use. Through the activation of the space for performances, markets and festivals people will get accustomed to experiencing the parking lot as a public space, allowing for future investments in the parklet.



RAILS TO TRAILS

This report will be centered around the benefits that will come with the conversion of the abandoned RJ Corman Railroad track running parallel to US-60 from Lexington and into the inner city of Winchester.

What this Program Sought to Accomplish

A topic of interest within the community was turning an abandoned rail line into a multi-use pedestrian and bike path. Working with a Landscape architecture student to develop preliminary designs and research, a master plan is currently being developed to provide recommendations for the implementation of a Rails to Trails. Key intersections that could be challenging for development were identified and design recommendations were created.

- **Goal.** Create a master plan that converts the abandoned rail line into a multi-use trail that both acts as a safe pedestrian route connecting various Winchester neighborhoods, as well as Lexington to Winchester.
- **Process.** This project was undertaken as a independent study course by Wes Hodges, an undergraduate student in Landscape Architecture at the University of Kentucky.
- **Outcomes.** The intended outcome of this plan is to provide data, research, case studies, language, graphics and concepts that can be incorporated into future grant proposals to help fund installation of the project.

This project has the potential to be more than just an inner-city pedestrian path. This trail has the power to engage the quickly growing cycling community from Lexington to Winchester. There are a few cycling dedicated routes in Lexington and show vast numbers of users. For cyclists that enjoy riding long distances, this could offer an excellent way to exercise and travel safely. The Rail Trail would also bring a large amount of traffic to the city. In short, connecting the two cities with a trail could serve a large community where both the user and the provider benefit.

A Rail Trail in Winchester could link all the neighborhoods on its route to parks, public facilities, grocery stores, clinics, and the downtown district. It could provide walking/biking access to places of work and school to those who live nearby. It could serve as a host to all sorts of races and walk-a-thons in the name of fundraisers. The impact a Rail Trail could have on the Winchester community is limitless.

Focus Areas

When the rail line began to be retired in 1981 due to reduced demand between Lexington and Winchester, the rail lines had been removed but the overall design of the rail line remained. Today, nearly all of the rail bed is intact and remnants can be seen across the city, including in the parcel maps. If the rail line was to be converted into a multi-use trail, there are some areas that will be relatively easy to convert and other while will be more challenging.

In this master plan 4 primary focus areas were evaluated, resulting in concepts for how the multi-use path could be designed for safety, visibility and experience:

- Connecting Depot Street to Heritage Park in downtown
- Crossing Lexington Ave.
- Crossing Cs-1208 near Wiseman Park
- Crossing the Bypass

For each of these sites, concepts were created to illustrate how the multi-use path could interact with the existing infrastructure.

To the right are three images of the crossing at Lexington Ave. They include the current conditions (top), plan view concept (middle), and a photo montage of what it could look like. In the image below, the path connects Depot Street to Heritage Park in downtown. The path in green represents the proposed route, along with upgraded pedestrian facilities.



[Image Right Top] Existing conditions at Winchester Rd. and the rail trail
 [Image Right Middle] Plan view concept
 [Image Right Middle] Concept of the proposed crossing
 [Image Bottom Right] Bike trail at Depot Street
 [Image Right Middle] Bike trail along Washington Street and Heritage Park



HOUSING SECURITY PLAN

The COVID-219 pandemic has highlighted the housing insecurity that many people face, including homelessness, affordable housing and substance use disorder. There is a desperate need to identify a cohesive vision to address these important issues.

What this Program Sought to Accomplish

During the beginning of the COVID-19 pandemic, the Clark County Health Department and the Greater Clark Foundation began organizing weekly wrap-around service calls for every service provider in Clark County. Among the participants were the housing service providers, who formed a sub-group to address challenges relating to housing security, specifically around homelessness and substance use disorder.

After a year of being an observer on both the larger wrap-around and more focused housing calls, it became clear that there is a need for a city and county wide housing strategy to address these long standing challenges.

- **Goal.** Create a housing security plan along with the housing service providers and city leaders to establish short, medium and long term goals relating to affordable housing, homelessness and substance use disorder.
- **Process.** Beginning in the summer of 2021, we undertook 1-on-1 meetings with local leaders to understand the baseline views regarding housing, and are working the Vacant Land Initiative team to look at infill and missing middle type of developments to fill this important need.
- **Outcomes.** During the fall of 2021 the Studio is hosting visioning sessions with the service providers to identify a county scale mission statement with 'We Believe...' goals. This is intended to drive the work for both the service providers, but also hopefully to local leaders as well.

[Image Right]
Zoning map created by Stephen Berry, Clark County GIS Technician

Key Partners

Achieving Recovery Together (A.R.T.)

- ART is an independent, non-profit organization focused on community education, outreach, and, most of all, Peer-Based Support Services.

Beacon of Hope

- Our mission is to provide safe shelter, food, and resources towards self sufficiency for homeless members of our community and surrounding counties.

Clark County Community Services (CCCS)

- CCCS has been encouraging families toward self-sufficiency while providing food, clothing, shelter and utility assistance.

Clark County Health Department

- The Clark County Health Department (CCHD) Serves, Empower, and Enhance (S.E.E.) everyone to shape a healthier community.

Clark County Homeless Coalition

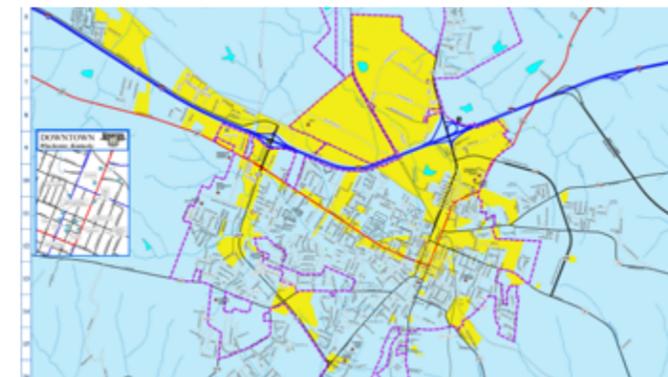
- Empowering those experiencing homelessness to take ownership of their path home.

Greater Clark Foundation

- The Greater Clark Foundation provides aspirational leadership to the Clark County region by inspiring vision and action for a compelling future.

Kentucky River Foothills (KRFDC)

- KRFDC embraces a philosophy of needs-based strategies and family-based services leading to family self-sufficiency and economic self-reliance in the community.



Infill Transitional Housing Sites

When looking at the need for transitional housing in a community, there are three considerations to take into account: context, sentiment and location.

Context

Regardless of the building use, the context surrounding a new or redeveloped building is crucial. Buildings, and their uses, need to fit into the surrounding neighborhood. When working with transitional communities, such as transitional housing, it is especially important to design for dignity and with a sense of pride and ownership. This includes designing facilities that both meet the needs of the organization and residents, but also makes them feel like part of a larger community.

Sentiment

Locating a treatment or transitional facility can be politically volatile, emphasizing the need to engage and educate the surrounding neighborhood around these important topics. The Studio has talked with some of the service providers to develop strategies to engage local leaders and residents about the role of affordable and transitional housing, and the benefits that they bring to both the neighborhood and community as a whole. By engaging with people in these conversations prior to a proposed project, the hope is that there can be productive and efficient conversations regarding placement of these crucial facilities.

Location

Two of the main drivers in locating transitional and treatment facilities are their location, and the zoning of the parcels. Location is important as residents of these facilities may not have access to personal transportation, and need access to other health, social and judicial services. This requires a facility to be within a reasonable walking distance of downtown. Zoning is important as the right parcel needs to be able to lawfully host a facility. The map on the left shows the parcels in the City of Winchester where the zoning allows for transitional housing.



LESSON PLANS

While the City of Winchester is the home and focus of the Winchester Design Studio, every project has an eye towards creating programs that can be applied to communities across Kentucky.

What this Program Sought to Accomplish

As a pilot project, the Winchester Design Studio embeds the design and economic development resources of the University into a community. Part of this efforts includes using Winchester as a testing reground for projects and programs that can be applied to other communities across the state. One of the ways we promote these programs into statewide activities is through the creation of How-to-Guides and Lesson Plans.

Several lesson plans were developed to facilitate community engagement activities based on events hosted in Winchester. These activities encouraged residents to consider what improvements they hoped for within the community.

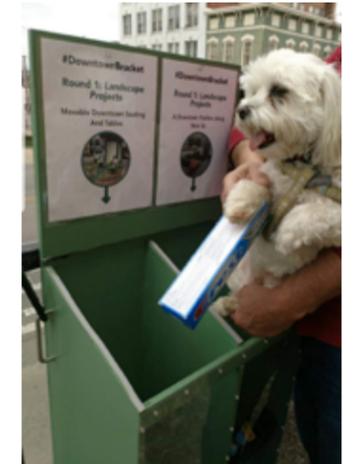
- **Goal.** Create a library of educational materials that can be shared broadly with communities across Kentucky.
- **Process.** When undertaking projects and programs in Winchester, we evaluate how applicable and replicatable to other communities. If the program a program can be easily adapted elsewhere, we format the program into a downloadable document that can be accessed Online for anyone who is interested.
- **Outcomes.** We aren't able to currently track how often lesson plans are downloaded, but we know that programs such as the Chalk and Talk have been adapted in at least 4 other states.



[Image Right]
The Chalk and Talk program at the Whitesburg Oktoberfest in 2017.

Downtown Bracket Challenge

- **Goal.** Support awareness of the HighSide master plan by identifying 8 themes mentioned in it, and having the public vote on which element they would like to see implemented in their downtown. These themes included seating, public art and shade canopy.
- **Process.** There are few things that can gather enthusiasm in Kentucky like March Madness does. Harnessing this enthusiasm, the 8 themes were organized into a bracket and people voted on which project they would like to see implemented. Voting was undertaken by having people place donated items into the associated voting boxes. The boxes were located on the HighSide in the area where the winning project would be installed, and all collected items were given to a local teen center.
- **Outcomes.** The winning project was a shade canopy. Funded through a \$5,000 *What's Your Ambition Grant* through the Greater Clark Foundation, the grant was designed by the design studio and installed by the City of Winchester Public Works. The shade canopy was installed several months after the voting took place, and remained through the fall.

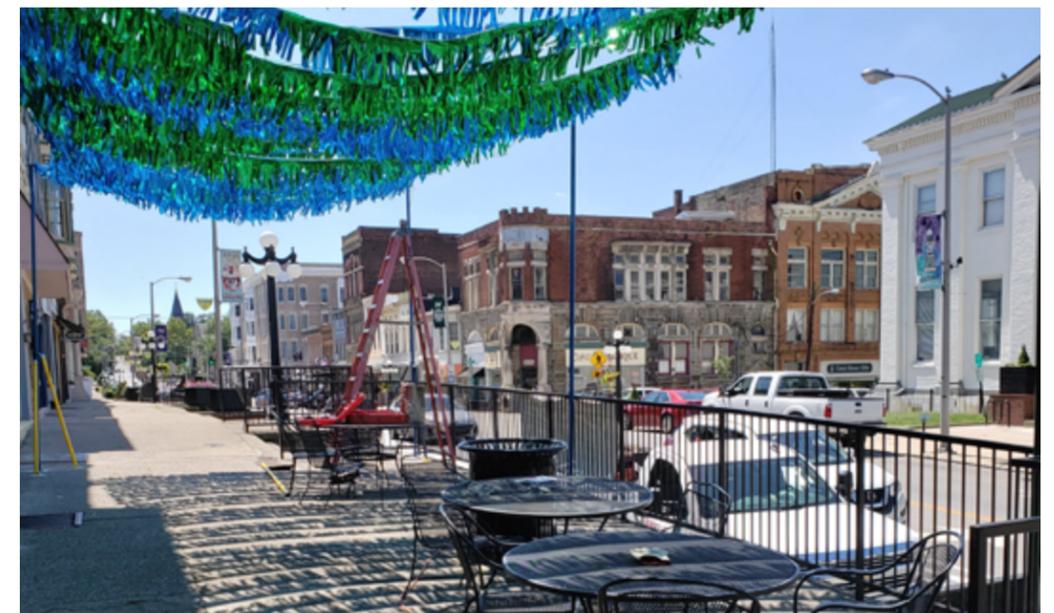


[Image Top Left]
Promotional flier for the Downtown Bracket Challenge

[Image Top Right]
Photo of a local stakeholder voting for their favorite project

[Image Right Middle]
Building the custom-designed voting boxes

[Image Right Bottom]
Installed shade canopy on Main St. in the heart of downtown Winchester



Community Collage

The community collage activity can be conducted with small groups or at large events, and encourage people to arrange placemaking items onto large images of downtown. These images can convey what changes or additions people may hope to see.

- **Goal.** Re-interpret a visual preference survey to have people place the specific style of elements onto photos of pre-identified locations in their community. For example, instead of voting on a generalized painted crosswalk people can place the style of crosswalk they would like to see at the county courthouse square, allowing them to personalize the elements they would like to see in different locations.
- **Process.** We identified the different elements of furnishings that could be applied on specific sites in downtown winchester. We then printed the pieces out, laminated them and applied a sticky tact to the back of the pieces so they can be put on the windows and moved around as necessary.
- **Outcomes.** The outcomes of this process is to get people to think about their downtowns differently, and what types of elements they would like to see in specific locations. This is an entry level activity that introduces these ideas to the broad community during a downtown event.

[Image Right]
Photo of the Clark County courthouse square with desired amenities placed there by participants



[Image Below]
Participants placing their preferred furnishings on different sites in downtown Winchester



Chalk and Talk

The 'Chalk and Talk' program seeks to engage people in a creative and accessible way about their feelings, thoughts and views on their city's downtown. In essence it is a way to informally gather and summarize the varying views and experiences of attendees of local festivals and events about the city while they are immersed in it. The intent is that this information can inspire dialogue and help inform the preliminary steps taken towards longer term design, planning and revitalization initiatives. Everything written or drawn on the boards during the 'Chalk and Talk' is photographed, transcribed and categorized according to their likeness in a spreadsheet. Once the comments are categorized by their likeness, general themes begin to emerge. These groupings of comments are each labeled accordingly and analyzed. This process is illustrated below using examples from two of our events where clear themes emerged from the comments.

Outdoors

- Access to the surrounding mountains for recreation (hiking, kayaking and biking)

Social Spaces

- A social gathering space where people can come together in a shared space

Diversity of Activities

- Increase the variety of activities for locals and visitors

Community Pride

- Build upon what the locals already take pride in about their city

[Image Bottom Left]
Chalk and Talk community engagement event at the 2018 Beer Cheese Festival

[Image Below]
Chalk and Talk community engagement event at the 2019 Loft Hop.



Window Displays

A sign of a thriving downtown is shop windows full of goods or advertisements of services that create the idea that “something is happening here.” In small downtowns where many services and wares have been relocated to big box stores, it can be challenging to bring people to downtowns. If storefronts appear vacant, it perpetuates the concept that nothing is happening downtown. Whether someone is driving by in their car or walking on a nice day, having a window display that captures people’s attention is crucial for bringing in customers.

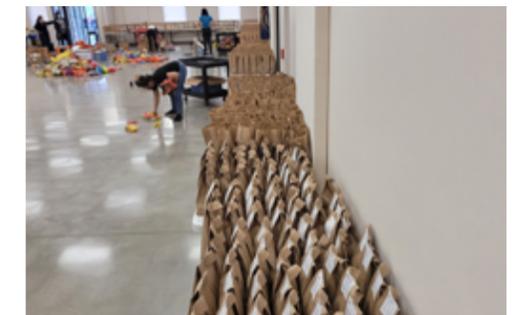
- **Goal:** Empower business owners to plan seasonally appropriate and creative window displays and rely on low-cost options for showcasing your services
- **Process:** Using a selection of found materials and DIY items, curate window displays that showcase goods and services and create captivating window displays. Picking a seasonal theme or local event to tailor your window display encourages community members to view and enter the store and creates a sense of life within a downtown.
- **Outcomes:** At the Winchester Design Studio, our most popular window displays were also our simplest to construct. An increase in drop-ins to inquire about our window displays also encouraged conversations about supporting downtown. Many children would stop their parents from staring in wonder at our more whimsical windows. Some of the window displays also portrayed calls to action, inviting viewers to consider ways to help their community. While we were not selling a product or service, our window displays served as a first impression for people walking or driving by. This impression was crucial in getting them in our doors and interested.



Trick or Treat Trails

One of the Winchester Design Studio’s most considerable undertakings included partnering with local organizations to plan and organize a community Halloween event. With many local holiday traditions canceled, the Mayor put out a call to action to plan an event that could bring joy to the youth and wouldn’t be canceled. With the many essential community partners’ help, the Winchester Trick or Treat trails brought together over 70 businesses and organizations to collect candy and other prizes to be distributed to local youth during an all-day drive-through event 2,000 bags were distributed to costumed children.

- **Goal.** Plan a safe community event, following CDC guidelines and Health department direction, for people to explore, safely socialize, and walk to their neighborhood park.
- **Process.** Work with a team of local partners, including the Cooperative Extension, to collect and gather candy to support a safe alternative to traditional trick or treating. With an original plan to have an in-person event in three parks, we transitioned the event into a drive-through the week before due to rising COVID-19 cases.
- **Outcomes.** There primary outcomes of this program were both quantitative and qualitative. After collecting over 100,000 pieces of candy and organizing them into over 2,000 bags, we handed out all of the bags throughout the day in 2 different parks. Qualitatively, we were worked to activate local parks and get people into areas of their city that they hadn’t been to before. At Heritage Park, most of the people who visited that park hadn’t been there before.



[Image Top Right]
Some of the donated candy

[Image Top Middle Right]
Sampling of the bags of candy that were handed out

[Image Bottom Middle Right]
Volunteers at Heritage Park

[Image Right]
Passing out bags of candy to trick or treaters in Heritage Park





EMBEDDING STUDENTS INTO COMMUNITIES

The incorporation of students into our work is fundamental to the mission of the Winchester Design Studio, resulting in some of our most impactful work.

Background

Through a partnership with the University of Kentucky College of Design and the Department of Landscape Architecture, many studios and independent studies were focused in Winchester. Topics varied from developing multifamily housing, public realm furnishings, and adult education facilities. Students had the opportunity to work closely with local community members, government officials, and thought leaders to tailor their studies within the community context.

College of Design, University of Kentucky

- **School of Architecture.** This degree combines a broad liberal arts education with a foundation in the theory and practice of architecture. With a rich history of industry-renowned faculty and alumni designing internationally, the School of Architecture prepares students for a myriad of professional opportunities.
- **School of Interiors.** The School of Interiors is a community of design researchers, theorists, historians, and practitioners in the College of Design at the University of Kentucky. We explore spatial design as a human-centered, critical practice focused on architectural interiors.
- **Environmental and Urban Design.** The Master of Science in Urban & Environmental Design (MUED) is dedicated to helping students think critically about emerging urban and environmental design problems through real-world projects and future-oriented ideas

College of Agriculture, Food and the Environment, University of Kentucky

- **Department of Landscape Architecture.** The Department of Landscape Architecture is a community of designers – students, faculty, and staff members – who understand landscape architecture as a design discipline with far-reaching ability to harmonize human culture, the natural world, and the built environment.

CRT YRD PROCESS:

Courthouse Streetscape with Medium-Sized Intervention

CRT YRD Intervention Timeline	
Short Small-scale change that is essentially free of cost and promotes community engagement	> Sip n Stroll (Current Event that brings people to S. Main) > Extend Business Hours so that they are all the same
Medium Scale that allows for testing but includes components that are of some cost to the City of Winchester	> Place Planters in the turning lane to slow traffic and add greenspace > Outdoor Third Party Seating > Occasionally shut down section of Main Street to allow pedestrians to move freely
Long Overall outcome that concludes a series of improvements with a permanent solution	> Permanent Median in the turn lane > High Side Linear Park Proposal

TRAFFIC PATTERN: Main Street is closed immediately in front of the Courthouse. Automobile traffic is routed around the area for the evening hours to allow people to walk and socialize on the central section of the street.

BUSINESS BUY-IN: The Court Yard presents opportunities for existing business to attract new customers by staying open outside of normal hours. In this environment, people have a chance to tour changes made on North Main that they may not have previously noticed.

"High Side Linear Park" The concept is intended to not only ease access to the buildings and businesses on the high side of Main Street, but also to transform the sidewalk area into a linear park, that can serve as the major open space/civic gathering area that downtown currently lacks. (page 51)

28 29

[Image Right Top]
Findings from graduate students in the School of Architecture

[Image Right Bottom]
Students in the design studio from the MEUD program



INDEPENDENT STUDY

Independent study courses allow students to work on a focused project that provides them with new learning opportunities, while providing targeted design projects that support the community and our partners.

Abigail Wolfe-Evans and Kathryn Sanders, Graduate Students in Architecture (Fall 2018)

Evaluating the HighSide Master Plan

The primary intention is to distill previously completed research and master plan documents into manageable phased projects to identify commonly applicable solutions. This menu of projects summarizes effective ways a community's downtown area could become livelier and more engaging.

The project consisted of analyzing the list of project options completed by surveying other towns in Kentucky. This analysis examined which broadly beneficial items could provide each town a foundation and beginning phase of revitalization efforts. Overall, the students concluded the exploration to provide a conclusive manual of these design integration concepts that illustrate the proposed idea. Referencing the success of these community accessible design concepts in Manchester and Winchester, the manual provides the structure of a pilot project for other towns to use in efforts of growing their already invaluable community gathering spaces, such as a Main Street, to become even more engaging and purposeful for community interaction.

- **Goal.** Evaluate the HighSide master plan, adopted in 2015, to identify pieces of it that could be implemented in the short term to work towards the long term implementation of the master plan.
- **Process.** Throughout the fall of 2018 the Abbi and Kathryn met with local stakeholders to understand the background of the master plan, as well as what the priorities are for the local community. This included presentations, tours and engagement activities.
- **Outcomes.** Two findings in this work helped shape the workload in the years after this independent study course: the focus on Depot Street as the northern bookend of downtown and the creation of the parking lot on North Main St. into a parklet.

[Image Top Left] Diagram of downtown destinations

[Image Top Left & Right Row 2] Concept for Depot St.

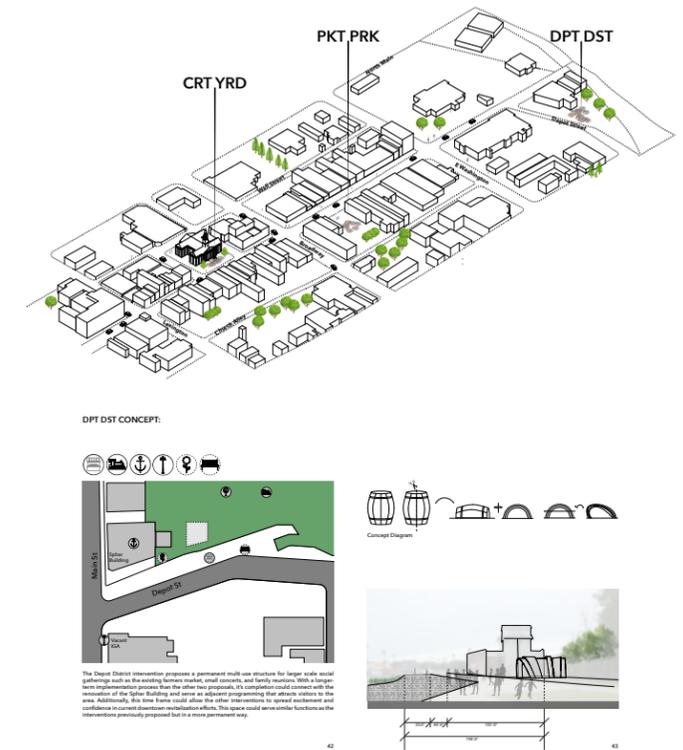
[Image Right Row 3] Concept for the north Main St. parklet

[Image Right Bottom] Many Friends Park today

Depot Street

The Depot District intervention proposes a permanent multi-use structure for larger scale social gatherings such as the existing farmers market, small concerts, and family reunions. With a longer term implementation process than the other two proposals, it's completion could connect with the renovation of the Sphar Building and serve as adjacent programming that attracts visitors to the area. Additionally, this time frame could allow the other interventions to spread excitement and confidence in current downtown revitalization efforts. This space could serve similar functions as the interventions previously proposed but in a more permanent way.

“Unfortunately, there currently does not exist a major ‘anchor’ at the north end of downtown that would bring activity there and spur the development of additional activities along Depot Street.” (page 32)



North Main Parklet / Many Friends Park

The Pocket Park is located in the Artist District on North Main. It has the capacity to house informal community activity. The location of this intervention fits between the established businesses of the Hardware Store and Harper's Pawn Shop. There is an open graveled lot next to the distillery that could have food trucks during events at the Pocket Park. This intervention helps to add green space in the middle of the city while giving a permanent 'living room' of engagement. Future events could include: art fair, kids art activities, food trucks and music, along with third party seating and other means of informal activity.

“While downtown Winchester presents a dramatic streetscape use for sports and other activities as the public desires of historic properties, [people outdoors] is still missing, other than for special events and programs.” (page 60)



Wes Hodges, Undergraduate Student in Landscape Architecture (Spring 2021)

Rails to Trails

This report will be centered around the benefits that will come with the conversion of the abandon RJ Corman Railroad track running parallel to US-60 from Lexington and into the inner city of Winchester. This report will be made available to the local decision makers and all others who wish to read about how this project could benefit the community. This project looked at three primary intersections along the abandoned rail line:

N Main / Depot Street / W Washington

- The high traffic flow and lack of a natural intersection make this a point that could cause injury and absolutely is not comfortable for users standing near the parks edge.

W Lexington Ave.

- The way the crosswalk will be unexpected by drivers, the lack of lighting, and the high speed drivers have shown to travel at are all factors that could produce a quite dangerous situation for travelers.

Bypass Rd

- There is no possibility to introduce an intersection due there not being a traffic light or means to introduce one.



[Image Top Left] Concept exploring proposed circulation ratios



[Image Top Right] Proposed crosswalk at Depot Street and Main Street



[Image Right] Map of the focus areas along the abandoned rail line in Winchester

Nick Ackerman Undergraduate Student in Landscape Architecture (Spring 2020)

Placemaking on the HighSide

Building upon the Studio's work on furthering the implementation of the HighSide master plan, this project built upon the Downtown Bracket Challenge. This project was intended to have Nick design and build a more a shade and seating area on the HighSide. This project occurred during the spring of 2020, and the midterm review in the middle of March was the last in-person event in the Studio for over a year.

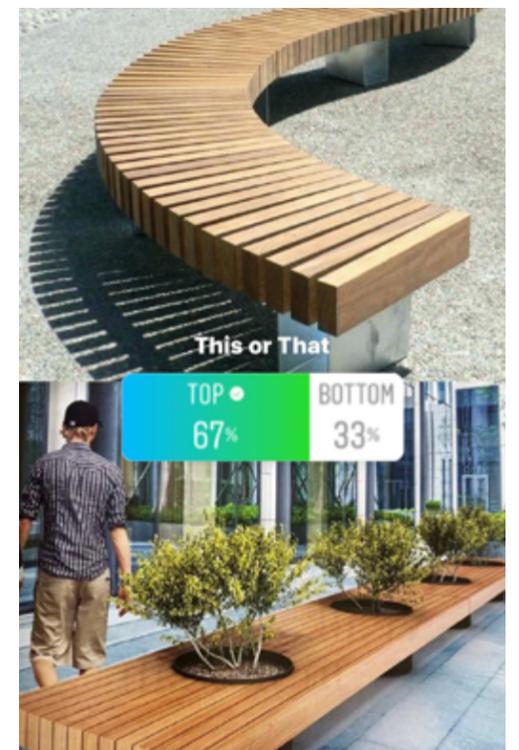
- **Goal.** Create a more permanent seating and shade installation on the HighSide to support the larger goals of the master plan. This design/build project would be implemented using the remaining funds from the Downtown Bracket Challenge.
- **Process.** Throughout the semester there were numerous community engagement events to ground the project in the preferred aesthetic in the community. This included in-person visual preference surveys and social media polls where people responded to which of two images they preferred.
- **Outcomes.** This project resulted in a constructed bench and planter that was intended to be installed on the HighSide. Due to the COVID-19 pandemic the bench was placed inside the Studio to discourage social gathering spaces. The shade canopy was also removed from the project due to the inability to meet in person and to discourage places for people to congregate.

[Image Top Right] Participants undertaking a visual preference survey

[Image Middle Right] Midterm presentation

[Image Bottom Right] Visual preference survey on social media

[Image Right] Completed bench and planter to be installed on the HighSide



SCHOOL OF INTERIORS - Installation

Concrete landscape form made to look like fabric, with patches of faux fur coming out of it like grass. Their theme for the spring is “Winchester in Bloom.”

Hannah Dewhirst, Instructor in the School of Interiors (Spring 2021)

Choreographing Space

Our graduate studio secured a concrete grant through the University of Kentucky to experiment with illusion and immersivity in an interior space. We used handmade liquid light projections, sound, sewn and snapped mesh, and tent poles to create structures supported by organically shaped concrete anchors.

Each material and component of the installation contributed to the ambiance of the space, so users would feel otherworldly and submerged. Upon first glance, the concrete appeared soft and foamlite and the shadows playing across the walls mixed with the colorful projections to both enlarge the space and cocoon inhabitants. Choreography took place with the process of taking down and rebuilding the components in each iterative phase.



Installation

Soft materials sewn in patterns/shapes either colorful or muted. The soft material snakes down the wall and blends with concrete structure of the same pattern/ shape, with some soft materials worked in to form a seat. Form would hug the shape of the corner and make it a rounded, womb-like space.

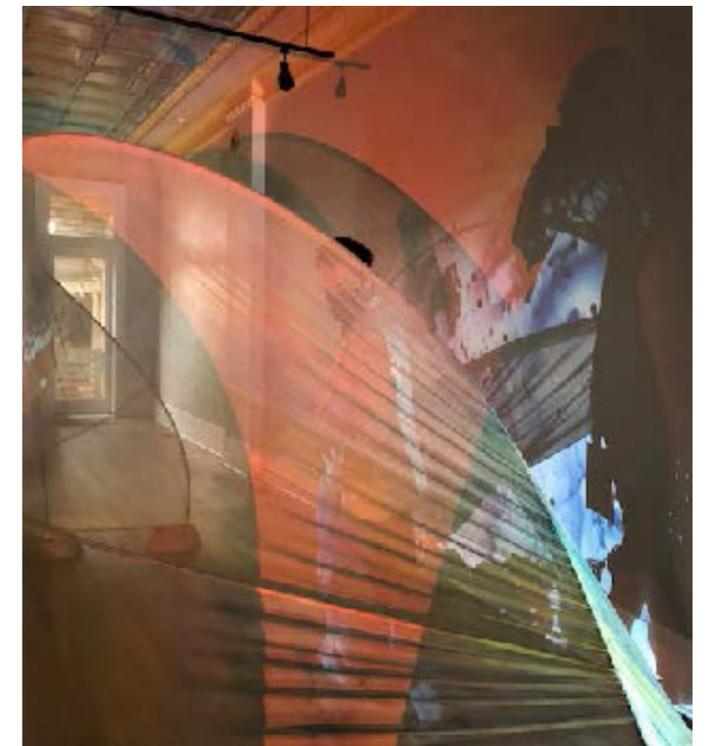


[Image Top Right]
Conceptual collage of the concrete forms

[Image Middle Right]
Initial proposal for what the studio installation could look like

[Image Bottom Right]
Final installation during the public launch event

[Image Below]
Installation with light movement and choreographed sound



SCHOOL OF INTERIORS - Housing

Working with our housing service provider partners, this academic studio is exploring best practices for educational facilities to support the larger housing security work.

Susana Verni-Altamirano, Instructor in the School of Interiors (Fall 2021)

Educational Facilities

Seeking to support our work around housing security in Winchester, we engaged the School of Interiors to bring an academic studio to Winchester to support our housing service provider partners. Each of these partner organizations are in growth mode, yet the role of design in helping them support their respective mission statements is often overlooked. By engaging an academic studio, we were able to bring students in to Winchester to support the housing service providers by having them rethink the design of educational facilities to support their clients.

Design plays an important role in creating effective learning environments, especially when serving those who require a trauma-informed approach. Through the exploration of color, shapes and patterns, the students are creating concepts for educational facilities that the service providers can learn from and incorporate into their future growth plans to best serve their clients and their needs.

[Images Below]
Models of student concepts for their design development



[Images Right]
Final post boards from students to support various housing providers in Clark County

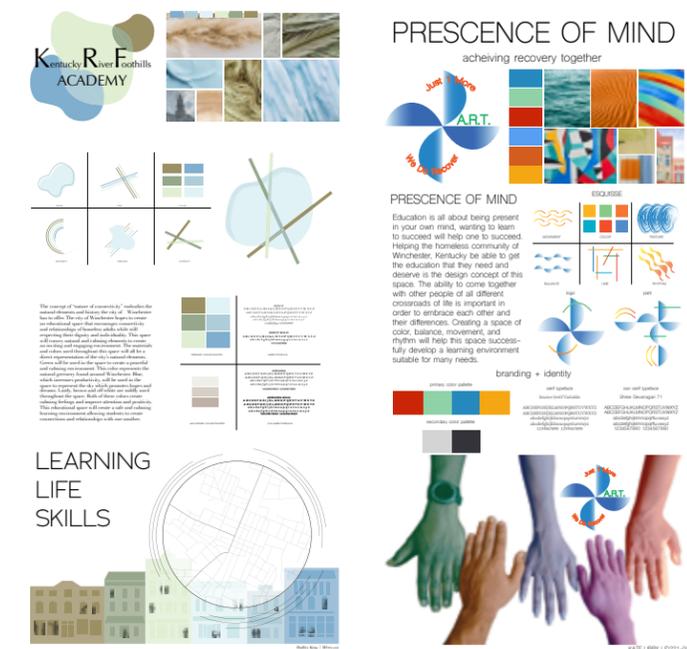
Midterm Projects Concepts

Presence of Mind

Education is all about being present in your own mind, wanting to learn to succeed will help one to succeed. Helping the homeless community of Winchester, Kentucky be able to get the education that they need and deserve is the design concept of this space. The ability to come together with other people of all different crossroads of life is important in order to embrace each other and their differences. Creating a space of color, balance, movement, and rhythm will help this space successfully develop a learning environment suitable for many needs.

Kentucky River Foothills Academy

The concept of "nature of connectivity" embodies the natural elements and history the city of Winchester has to offer. The materials and colors used throughout this space will all be a direct representation of the city's natural elements. Green will be used in the space to create a peaceful and calming environment. This color represents the natural greenery found around Winchester. Blue, which increases productivity, will be used in the space to represent the sky which promotes hopes and dreams.



SCHOOL OF ARCHITECTURE

This studio course promoted the role of design in shaping the built environment, and conveyed the methods by which design integrates multiple factors, in different settings and scales of development.

Haviland Argo and Jeff Fugate, Instructors in the School of Architecture (Spring 2021)

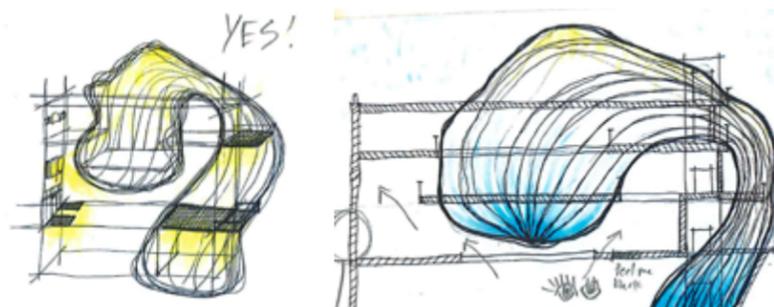
Architecture in the Public Realm

The summary below is taken from the syllabus from this course.

Three distinct urban scales can be experienced in Kentucky and are now represented in UK's urban studios. From large to medium to small: Louisville to Lexington to Winchester. And while we dream of megalopolises filled with glistening skyscrapers designed by star architects, great, positive impact can be made at the scale of the small city. In fact, it can be argued that design has greater transformative potential for the lives of small city inhabitants. Studio Win(chester) will explore architecture's ability to bring positive change through thoughtful design.

Kentucky is filled with Winchesters. In fact, America is made of Winchesters. Yet, the activity of such cities has shifted from the urban cores—usually anchored by a courthouse and a few churches—to ring roads and bypasses. Suburban malls and big box developments have become the places of activity, obtaining whatever human attention remains with the smartphone has been sated.

Through neglect or preservation, downtowns like Winchester's have retained historic building stock ripe with potential. This studio explores how the architecture of one of these buildings can positively impact the greater community.



[Image Right]
Conceptual parti diagram
created by students

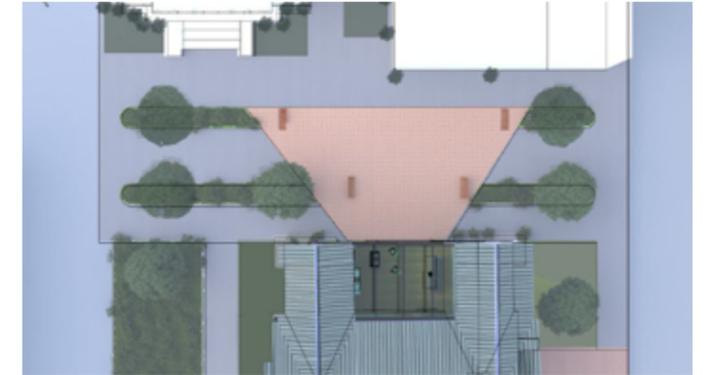
Clark County Visitors Center

Re-imagining the Courthouse

The project re-imagines the north side of the Clark County Courthouse into a new visitors center and plaza. Carefully placed on an underutilized side of the courthouse, this project activates this area through the unique use of movable windows and an engaging visitors experience.

Power of Student Ideas

This project represents the power of students to look at an existing problem, such as the need for a new tourism and visitor center, and create concepts that are out of the box and unexpected. This process encourages local leaders and stakeholders to re-imagine their existing assets in a new and fresh way that they otherwise may not have.



[Image Top Right]
Conceptual rendering of new
courthouse plaza

[Image Top Middle]
Interior view of proposed new
visitors center

[Image Above]
Conceptual rendering visitor
center at the Courthouse

SCHOOL OF ARCHITECTURE

Students will be able to understand the role of the design process in shaping the built environment and conveys the methods by which design processes integrate multiple factors, in different settings and scales of development, from buildings to cities.

Joe Brewer and Tony Rocanova, Instructors in the School of Architecture (Fall 2020)

Architecture in the Public Realm

The summary below is taken from the syllabus from this course.

There is currently a movement under way, of challenging opportunities with new formal and programmatic design practices for architects. What Urban Design has been to the twentieth century will now have added Town Design for the twenty-first century. What therefore distinguishes the urban settlement from the town settlement? There are some obvious answers to that. I can tell you a great deal about urban life while Joe can tell you equally as much about town life. This is a conversation that will be one part of this studio but one that also testifies to experience as a real and necessary form of knowledge. Whatever that is for you, you'll have to bring that to this fall studio. And by necessity, and equally so, the other form of knowledge from the studio setting is one that comes as education, as lessons in making, and that is utilizing the plethora of available representational techniques, course lessons from history, social, cultural and economic life, and lessons of hands on making be that as scaled models or full scale construction. Experience then is universal, limitless, uncontestable while education is particular, challengeable, a thing that can be debated. Both must be desired and the union of the two makes for a creative process. If we go back to the title of this studio, we find this desire to be at the crux of a true democratic society. In the end this is what we must make.



[Image Right]
Conceptual collage of the
Converse concept

Concrete Cloud

Concrete Cloud is a bench made of precast concrete with steel rebar reinforcements. This bench will sit in Legacy Grove Park, and will provide a shaded sitting area that over looks the playground. The objective of the design was to make a static material appear soft. The organic shape resembles a light, airy cloud and will be purely made of sand blasted white concrete.



Over Arching

Over Arching is a sculptural bench located in Legacy Grove Park between the main parking area and just outside of the fenced in play space. Rested on a soft rubber base, the bench twists and arches around itself creating an interesting space for sitting, relaxing, playing and much more. A salmon pigmented concrete invites the guest in and provides a warmer, more sculptural alternative. The interior space of the bench allow for social interaction or as a play area for children, with a step up on both sides for climbing up or sitting on.



[Image Top Left]
Conceptual rendering of
Concrete Cloud

[Image Top Right]
Conceptual rendering of
Windfall Space

Windfall Space

Appropriately named Windfall Space, this project is designed to generate lasting, positive experiences. Intended to be placed in an open space or old, the bench is made to attract attention without distracting from the surrounding environment. People can sit together and socialize or choose a more individual seat if they are more comfortable with their own company. By wrapping the bench around to both sides of the ring, people are open to sit and experience any view they please.



[Image Bottom Left]
Conceptual images of Over
Arching

[Image Below]
Conceptual rendering of Over
Arching



How Can We Design Our Cities For More Trust?

How Can We Design Our Cities For More Shared Experiences?

How Can We Design Our Cities For Children?

