

A Search for Identity:

How to *Re-Invent* the Post-Industrial Past to *Lead* Towards a Vibrant Future

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A SEARCH FOR IDENTITY:

HOW TO REINVENT THE POST-INDUSTRIAL PAST TO LEAD TOWARDS A VIBRANT FUTURE



**DESIGN THESIS: WHEELING, WV
CREATING A NEW IDENTITY FOR A POST-INDUSTRIAL CITY**

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ABSTRACT

The grand architecture of Wheeling, West Virginia has long been forgotten. Constructed in the late 19th century by wealthy factory owners, the Victorian and Gothic Revival buildings have remained abandoned ever since wealthy residents left for opportunities outside of West Virginia. Wheeling is a fraction of what it used to be. The city at its economic height in the late 19th century was known as one of the richest cities per capita in the United States. Wheeling is in desperate need for a new identity, but what should this identity be?

Wheeling's population in the 1920's and 30's reached a population of just over 60,000 people. That number has dwindled every year falling to 24,000 people in 2016. Can adapting the old grand architecture in Wheeling to focus on contemporary needs that will make the city more attractive for business be enough to bring the city back to life? The search of a new identity for Wheeling needs to start by looking to the past. There needs to be an emphasis on historic structures and adapting them to the 21st century because the infrastructure and space is there and offers a unique opportunity for investors. There also needs to be new construction on vacant lots where dilapidated buildings have been torn down. The new construction should emphasize the city's new identity, while also referencing the industrial past. The existing and new buildings should be used for what the city needs the most, housing and business. Today, there is a lack of housing and business in the downtown area. With the creation of these functions in Wheeling, excitement and vibrancy will be brought to the downtown area. Community participation is an integral part for realizing this vision. City government, community members and local business owners should have common goals and ideals put into place so that they are all on the same page and working together. Through case studies and research, ideals and common goals will be set into place to give a new identity to Wheeling, West Virginia.

This paper will explore Wheeling's industrial past and try to establish a new vision that will make the city successful. Emphasis is placed on creating a sustainable city, focusing on social, economic, and political equity. With adaptive reuse of historical buildings and the creation of new businesses and jobs, the city will be brought back from the deep sleep it has been in and regain its individuality

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INTRODUCTION

Wheeling, West Virginia is a small city, about sixteen square miles in size, that sits along the Ohio River. Wheeling was established in 1795 while it was still a part of Virginia. The trading along the Ohio River made Wheeling a prominent place to settle, and became a larger economic influence when National Road reached Wheeling in 1818. The city was loyal to the federal government during the civil war and thus a new state was formed in 1863, West Virginia. Wheeling was named the capital of the state due to its support of the federal government during the war. In the late 19th century factories popped up all along the banks of the Ohio River, these factories were involved in the iron and steel industry. The major industry that thrived was cut iron nails, and Wheeling became known as the nail capital of the world. Through the industrial economy and the working population, Wheeling became the richest city per capita in America at the end of the 19th century.¹ The economic wealth was displayed by great architecture and grand mansions that were owned by the wealthy factory owners.

The historic and grand architecture in Wheeling dates from that late 19th and early 20th century as it was the most profitable period in Wheeling's history. The population reached its highest number of just over 60,000 people in 1930. The styles of the buildings built during this prosperous time were comprised of several architectural styles, including Greek Revival and Late Victorian. The craftsmanship of the buildings is something to marvel.

I fell in love with the details that went into the facades, they have this presence about them that makes you not want to look away. The grand architecture embraces the pride the city once had about its appearance and housed the cities ideals and identity within them. The Wheeling Historic District was listed on the National Register of Historic Places in 1979.



Figure 1

The story of present Wheeling is different from its thriving industrial past. Today, most people do not look at Wheeling as a desirable place to live. There is not much work in the downtown as there are greater opportunities elsewhere, so the city is mostly overlooked. When the factories, workers, and wealth left, Wheeling was left searching for a new identity. Like most "rust belt" cities that once thrived because of industrial based jobs and work, these cities are now left to rethink what the future holds for them. Wheeling is now trying to figure out its next steps. What does the city want to become? The grand architecture and buildings still exist, but they are underutilized and sometimes vacant. How can the existing architecture become the source for new functions and ideas to reinvent the city? The central business district still houses opportunities for employment, but at a fraction of what once was. The waterfront was recently updated and renovated which created excitement in the area, but that space is limited in use throughout the year. There needs to be a solution to bring Wheeling back to life and into the 21st century.

A main focus for Wheeling's future success needs to be placed on its existing infrastructure. The old historical buildings in the central business district that displays the city's wealthy past need to be adapted for a new identity. One of the greatest architectural

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thinkers of the 19th century, Eugene Emmanuel Viollet Le Duc, states "To restore a building is not to preserve it, to repair, or rebuild it; it is to reinstate it in a condition of completeness that could never have existed at any given time"² This means that we should retain the historical significance, but utilize the convenience of modern technology. Meaning that buildings should retain their historical character and also include new elements that represent what buildings can be in the 21st century. Where buildings have been torn down and left empty lots need to be looked at for opportunities involving new construction. The new construction should set a precedent for what Wheeling proclaims its new identity to be, while also referencing the past as much as possible. What functions should the adapted historical building and new construction house. At present, there is a lack of places to work and live in the downtown area, which makes it feel dead. Creating jobs and providing places for employees to live will help reinvigorate the downtown area, therefore, these projects should focus on business and housing. The downtown should be used at all times of day creating a vibrant and exciting environment. There is a new American Dream, according to architect and historic preservationist Paul Knapp, which "consists of meaningful work in a real, authentic community which embraces and energizes them, and lets them be a part of something bigger than themselves."³

Can adapting the old grand architecture in Wheeling be enough to bring the city back to life? There are some who would say tear down the buildings and remake the city and give Wheeling a whole new identity, leaving the past in the past. However, I believe you must look to the past for ideas to then adapt to new urban conditions, and not just forget what was there before and start all over. Adapting the old buildings and giving them new functions and identities will bring excitement and vibrancy to the buildings and the overall downtown area. As I am from Wheeling, I think the creation of a new identity is vital to the city's success. I fell in love with the grand architecture in Wheeling at an early age and it is what made me excited about buildings and led me to this quest of figuring out why the old buildings that I love have been mostly forgotten. I believe Wheeling can become successful again and that starts with research. What successful strategies and tactics did other post-industrial cities utilize? What tactics did they use that did not work? I

do not think one person can solve this problem that is happening throughout the country, and I think there needs to be a large emphasis on the communities of these cities. How do you get them involved and engaged? Something that Jane Jacobs implies is that "Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody."⁴ The city relies mostly on its inhabitants, among other factors, for its success. Creating excitement among Wheeling's residents will get them involved and bring excitement to the area. What will create this excitement? I think the preservation of the historic architecture and giving those buildings new functions will bring the excitement that is needed to the downtown area.

For this thesis, I want to focus on restoring the existing buildings located in the downtown area while also looking at empty lots that have historical significance. Historic preservation projects have gained popularity over the years throughout the United States and other parts of the world. Approaching a project of this nature encompasses many challenges and question. For example, what buildings should be restored? What functions should the buildings contain? What will bring the most life and excitement to the downtown area? These are just a few of many questions that I want to answer during this thesis project. There should be an emphasis on the younger population. The population in Wheeling is aging, the median age for the city is 45.2 as compared to 37.2 in the united states. At present, there are not enough opportunities or jobs to attract young professionals to the area. Wheeling needs to retain the younger population and have more jobs focusing on the "creative class", which is those who have jobs in knowledge based fields, such as engineering, research, education, and medicine. The need for jobs in Wheeling should influence how restored buildings could be programmed, for optimum use to support new opportunities. That situation might answer the question to what functions the restored buildings should have. Wheeling also needs to increase its walkability. This needs to be an extremely important focus. Right now, if you don't have a car then there is not much access to the downtown area. The next step after research needs to be to determine what buildings or areas need to be the focus, and what functions need to be put into place to give Wheeling the attention and excitement that it deserves. The buildings that are being restored

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need to be executed in the most energy efficient and sustainable way. The historic buildings were built with great care have good bones to them. Good bones meaning that the building has a solid foundation, tons of natural light, quality materials, coherent design, and many amazing architectural details. However, we have the benefits of modern technology so there is opportunity make these old historic buildings extremely energy efficient and sustainable.

The following sections of this paper will follow the concepts listed above through case studies and how they can be considered by Wheeling. Concepts like sustainability, walkability, historic preservation, and adaptive reuse will be analyzed by examples and then translated into how they fit Wheeling.

METHODOLOGY

Using a multi-disciplinary approach to research this paper considers how to create new ideas for Wheeling by considering issues of sustainability on an urban scale, and how that can have an impact on what a city can become and how its viewed throughout the community. Specific cities that have had success in creating a new identity from their industrial past are analyzed and discussed. One of the cities of importance is Pittsburgh, Pennsylvania due to its similarity and closeness to Wheeling. Another city of importance is Portland, Oregon. There is also an opportunity to learn from unsuccessful cities. Cities like St. Louis and Detroit that are still in decline and are looking for a way to bring back an era of success that made them prominent cities in the United States. Another method will be to talk with the city officials in Wheeling and find what plans, if any, are in existence to tackle the problem that the city is facing. What do they think is important and why? Maybe the most important research method is interviewing the community. What do they want to see happen in the future? What projects do they think will bring the most life to the downtown area? In the following chapters of this paper I will break down these research methods. I start with my case studies showing how some post-industrial cities were brought back to life and how some cities are still struggling like Wheeling. After the various case studies, I will use literature to help me and the reader understand what is happening in Wheeling, and why it is

important. The literature will aid my argument while also showing the other side. The next chapters will contain my conclusions from the interviews that I will conduct with city government, young professionals in the area, and other community members. After all that information is on the table, I will conduct my plan for Wheeling. I will describe my project in detail using site research, diagrams, and other analyses that will aid me in concluding what Wheeling should become in the future.

MEANINGFUL WORK/ AUTHENTIC COMMUNITY

One city that is close to Wheeling is Pittsburgh, Pennsylvania. Pittsburgh is only 60 miles away making it only a hop, skip, and jump away. Why is this important? Like Wheeling, Pittsburgh was once in economic decline because of the leaving of industries and was left to search for a new identity. If one is looking for a model on how to reinvent or reinvigorate an area that is in dismay over industry leaving, look no further than to Pittsburgh. The city was once the steel capital of the world, gaining the nickname the "Steel City" which it is still referred to as today, but it's more of a sentimental nickname. The city grew to an industrial powerhouse because of nearby natural resources, particularly coal, oil, and gas and good transportation connections via rivers, canals, and railroads. In the 1870s,



Figure 2

Pittsburgh was called the "Forge of the Universe," turning out half the glass, half the iron, and much of the oil produced in the United States" ⁵

Starting around 1985 all the industry started to leave Pittsburgh. Companies like Gulf Oil and

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Westinghouse closed their headquarters in Pittsburgh and moved away, taking their jobs with them. Families left the region and went south and west in quest of jobs. Pittsburgh looked to be on the brink of becoming a "Rust Belt" city. However, amongst all the economic decline and the loss of jobs, Pittsburgh was announced as the nation's most livable city in 1985. This was due to the quality of life Pittsburgh still possessed. "In essence, the

Most Livable City designation was and is a measure of quality of life, and Pittsburgh was exceptional."⁶

The city left its industrial past behind to look for a new identity. They switched their economy from industry based to knowledge or technology based. Strong emphasis was placed on creating a diversified economy to take "maximum advantage of emerging economic trends toward advanced technology and international marketing and communications systems"⁷. Pittsburgh gives us an example of how to build on current assets and respect past strengths while also embracing the future. The city did not want to try to recreate the past, they focused on what assets they already had. The strengths on which to base an economic recovery was a strong downtown, a concentration of university and corporate research, a dedicated and trained workforce, a growing core of high-value, high-tech manufacturing and specialty companies, and an extraordinary range of high-quality recreational and cultural amenities. All the industrial jobs that were lost were replaced by the initiative to switch to a more technological based economy. "All those lost manufacturing jobs (and more) were replaced over three decades by jobs in research, medicine, finance, and services and in new fields such as robotics, information technology, and green industries."⁸ Perhaps the factor that contributes to Pittsburgh's success is its quality of life. The city has made it a point to increase the biking paths around the river, which includes 25 miles of such paths, there has been investment into new sports stadiums, and all those mentioned items combined with the city's rich history, makes Pittsburgh a great place for people to want to live.

I think Wheeling has a lot to learn from Pittsburgh. As mentioned earlier, one of the main focuses of Pittsburgh is its quality of life.

Wheeling does not have that in its current state. There are only a few opportunities for jobs and only a handful of businesses that are in the downtown area. However, one similarity between the two cities is that of the investment into new sports stadiums. Wheeling is home to a professional hockey team, the Nailers, and their stadium just got a much-needed upgrade in 2016. The upgrade is very like PPG Paints Arena in Pittsburgh, home of the Pittsburgh Penguins. This is not surprising because the Nailers are the Penguins minor league affiliate. The stadium renovation brought some excitement to the downtown area, but it was not sustained because the arena is used only for a part of the year, with some events happening there sometimes throughout the year. If the new arena is not the answer, then what is?

I think Wheeling needs to steal a play out of Pittsburgh's playbook, and that play is the addition of more businesses. These businesses should focus on technology and knowledge. Like Pittsburgh, Wheeling is located on a major waterway and has all the amenities in place to make it successful. There is a college located in the downtown, it is not as prestigious as the ones in Pittsburgh, but it is up and coming. The college is now undertaking a project renovating an old factory building into student housing to combat the rising number of students that are going there, and this is just one of their projects as they have renovated a handful of old buildings in the downtown area. With more of the younger population already coming to Wheeling to go to school, then there should be an opportunity for them to stay there after graduation and work. This is where new businesses come in and set up shop, and that creates a circulation and will help the downtown be more vibrant and exciting. These graduates will need a place to live in the downtown area, but as of now there is not a lot to choose from. That brings in another dynamic into Wheeling's future success. There needs to be a strong emphasis on housing projects.

SUSTAINABILITY

Sustainability can have many definitions. For this paper, I want to establish what my thought and definition of sustainability is. Not just as a definition for me but also a proposed thought for how Wheeling should approach this topic. It all starts with a shared vision for the city.

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Sustainability is not limited to one project or building; it should be thought of on a city scale. Sustainability is about making decisions and changing the current course. It all starts with the people that currently inhabit the city. There needs to be a vision on what the city wants to achieve and what they hope to accomplish. It can lead Wheeling into finding its new identity.

Wheeling was a city that focused on industry, which was not the best advocate for the environment. A shift towards a sustainable city will be a big change for Wheeling. The city would then have a new sense of place. Community members and all the people around the city will be encouraged to work together, and in the end, become a more integrated and involved community. This leads back to the shared vision of the city. When you have many people working on a common goal, then it is a lot easier to achieve what you are trying to achieve.



Figure 3

The city currently has plans for increasing sustainable features. The focus of Wheeling is on green infrastructure. The city is trying to go away from gray infrastructure. Gray infrastructure is pavement, hard surfaces, streets, etc., it is basically anything constructed out of asphalt, concrete, and other hard surfaces. Green infrastructure is the process of focusing on natural processes for the same infrastructure. An example of green infrastructure the city wants more of is bioswales. These examples of sustainability deal with the problem of storm runoff. The city members I have spoken to always brought up the problem of storm water run-off. The city wants to implement all new construction and even existing buildings to adopt rain water

catchment systems to reduce this. They said they could offer fee reductions for property owners who want to do this. Another option the city spoke about was the use of porous pavement. The main reason the city wants to implement green infrastructure is for the lower maintenance costs and overall giving them a better cost-benefit ratio.

How can sustainability create a new sense of place? This can be achieved by protecting important environmental and cultural features. We need to design with natural processes and not against them. There needs to be a connection with the city's fabric and its bioregion. This can be achieved through different ways. The first is education. Education is an important topic when talking about sustainability. When the community is educated on what is going on with the environment and how it can be stopped and how they can have an impact, great change can be achieved. There will be some who do not care, but the majority will, thus creating a community that will help give Wheeling a new sense of place. This new sense of place is meant to inspire the community members, city government, and planners.

Sustainability can be hard to follow with its many definitions and wide range of terms that are sometimes confusing to comprehend if you have not studied or been around them. There needs to be a plan set out where it is easy to understand. I think keywords are a good approach to getting out what Wheeling wants to achieve through sustainability, and help with what the focus will be. There are different terms for doing this, but the terms I'm choosing to use are people, plant, and profit. The three P's originated as a business phrase and transformed into a term that is associated with design. These can be broken down further into different terms. Society, which focuses around the dimension of human life, including government, schools, healthcare, and public safety. Nature, which encompasses the ecosystems and environments well-being, natural resources, and natural beauty. Economy, which is related to the production of goods, including employment, money wages, and infrastructure. This is my definition of sustainability and the areas we need to focus on to create that sense of place. The three P's, people, planet, profit need to be at the center for decisions that are made for the city, and they also need to be used to educate the community on what sustainability means and

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why it is important for the future of Wheeling. The three P's originated as a business term and transformed into a term that is associated with design.

WALKABILITY

Wheeling is in desperate need to become a more walkable city. Why is this important? As it is today, wheeling is mostly a 9-5 city where employees working in the city drive into work, park their cars and go into their workplace. There is no emphasis on the ability to walk to their jobs, mostly because employees do not live in the downtown area, but also because of skinny sidewalks and the amount of traffic that floods the streets. Another factor that does not allow for walkability is the lack of places to walk to. There are only a few restaurants in the downtown area, but you must drive to them.



Figure 4

There needs to be more street life in Wheeling. When there is more street life it creates a more pedestrian culture. This is not just a wheeling problem, in the book, *Walkable City*, written by Jeff Speck, he writes, "American Cities seem to have been made and remade with a mandate to defeat pedestrians. Fattened roads, emaciated sidewalks, deleted trees, fry-pit drive-thrus, and ten-acre parking lots have reduced our streetscapes to auto zones in which pedestrian life is but a theoretical possibility."⁹ Creating a pedestrian culture is key to keeping the younger generation in Wheeling and key to attracting them to come to the city. Many people do not like to come to the city because it is hard to find parking and it is not worth the hassle.

Currently the street life in Wheeling is dull. However, after talking to officials I know of some plans that are in place to help deal with this problem. One concept the city has is to add color to the street scape. The city currently

added banners to all the light poles, making the city instantly brighter. Most of the site work elements like benches, trees, etc. have not been updated since 1960. The city also has plans for an overhaul of every street located in the downtown area. The project is called "wheeling Streetscape". The project consists of adding green infrastructure, paving all existing streets, and adding 20 more traffic lights. This will aid in the city being more walking friendly. Wheeling is concerned about the perception of what people think when traveling through, so this 9-million-dollar project will be a complete re-haul of the city as officials described to me.

Walkability is a key function of a sustainable city. Not only does it erase a lot of car emissions, but it creates a community environment that is more aware of its surroundings. It also has economic benefits. If Wheeling wants to increase the working population and create a city that is inviting for young professionals to come to work, then it needs to increase the walkability of the city. Sixty-four percent of college educated millennials choose first where they want to live and then they look for a job. 77 percent of them plan to live in America's urban core.

A city to study for walkability is Portland, Oregon. Portland is not big or small it is a pretty normal sized city for America. What makes Portland unique is the plan it put in place for growth. Most American cities were in the process of constructing new highways, Portland was investing in transit and biking. Portland also implemented a skinny street program to help increase the walkability in the city. The people of Portland drive 20% less than other metropolitan areas in the United States. This 20% saves an average of 1.1 billion dollars a year. Not driving as much also has obvious health benefits. Increasing the walkability of city of Portland paid off the greatest when it saw its population of educated 25-34-year old's increase 50% in the Portland metropolitan area in the decade of the 1990's. it created a kind of recruiting tool.

If Wheeling could implement the idea of a walkable city, then it could increase the success of downtown area. it could create a new kind of wealth for the city, "There is mountable, evidence that dense, walkable cities generate wealth by sheer virtue of propinquity that they offer."¹⁰ Creating a walkable city also increases face to face interaction. Studies have been done testing groups working on problems, one

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group face to face in a room and the other group working together electronically. The face to face group thrived. This tells us that when people come together they are more productive. Productivity is something Wheeling needs.

Walkability can be an answer to how to bring young professionals to the downtown area. There are many benefits of walkability. These benefits include economic, social, and natural, leading back to the idea of a sustainable city. Walkability relates directly to quality of life, which leads to excitement to the downtown area of Wheeling. The three P's all benefit from increased walkability. People are more engaged with their surroundings and more interactive, the load is lessened on the environment from decreased vehicular traffic, and the city gains more foot traffic meaning local businesses would be made more available to people walking through Wheeling.

INFRASTRUCTURE

As stated early on in this paper, Wheeling needs a new identity. Right now, the city is stuck between its industrial past and what it wants to become. The focus on creating a sustainable city is key to creating Wheeling's new identity. As stated earlier there needs to be an emphasis on business and housing. There are a ton of unused buildings that are begging to be used for a new purpose. On the other side, there are a ton of buildings that need to be taken down because they have become dilapidated.

The infrastructure is there to create a sustainable city. The walkability of the city can be increased by planning on what function should be placed where. Right now, everything is so spread out that you have to drive to get to where you want to go. Some rearranging and smart planning can help this. Adaptive reuse projects could be the key for everything talked about in this paper. When something that was forgotten is made new again people get excited, people from younger and older generations. It creates a story, the younger generation will learn from the latter of what the building was, and the older generation will see the new use of building as reinvigorating a memory. Wheeling needs to create new stories, and not just be remembered for what it once was. The past, however, is important, but the

old historical buildings need a new identity just like the city itself.

Putting new businesses and different amenities into the existing infrastructure can bring excitement and opportunity for Wheeling. There will be more places to work and live and I can see the city continuing to grow and grow. One project can become a catalyst for future developers and projects to come into Wheeling. The city has the natural beauty but just needs a push forward when it comes to the economic and social side.

BUSINESS = OPPORTUNITY

To create any interest in the downtown area there needs to be a focus on bringing more business and opportunities to Wheeling. There is a lack of this today, so how do you get a company or business to want to invest and come to the downtown area? An example of this would-be Ithaca, New York. Ithaca is the home to Cornell University and Ithaca college and has needed repair and more business for over 40 years. The interest in Ithaca began with the redevelopment of their outdoor pedestrian mall, The Commons. It needed repair so the city put 15.3 million dollars into the mall, upgrading just about everything. The updating of the mall has made the city more inviting to developers. Developers are lining up to invest in the area. Developers are not only wanting to invest because it's a desirable place to live now, but also because of its natural beauty.

Wheeling also has a type of strip mall, that is in a very sad state today. There are maybe only one or two stores that remain open. I think it would be worth updating this area because it would increase the economy of the downtown, but also give people a reason to come to the area. Like Ithaca it would create a chain reaction. When developers see how well the area can do then they would be interested in investing. Thus, creating new businesses, jobs, and excitement.

The businesses located in the downtown are geared towards the older generation. There are no shops or stores there now that attract young people. So, creating new business will bring a ton of excitement and intrigue to the downtown area. An example, I like to mention about how the excitement a new business or amenity can bring to Wheeling is the arrival of food trucks.

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It was so new and exciting people could not stop raving about it. As small and simple as it may sound, the food trucks genuinely brought excitement to Wheeling. Now imagine what bigger scale idea could have on the city, I think the possibilities of what could happen are enormous.

Again, businesses are run by money and money comes from paying customers. To bring those customers downtown there should be that emphasis on the sustainable city. The city should become inviting to young professionals.

RESTORED COMPLETENESS

A city that that has a successful plan in place that covers the topics I have described in this paper, walkability, sustainability, street life, business, is Winston-Salem, North Carolina. Winston-Salem is like Wheeling in the fact that it was struggling economically, especially in the downtown core of city. They are also similar because of their rich historical context. Winston-Salem was known for the industries that called the city home. The main industries were tobacco and textiles. Almost everyone who lived there worked for one of these industries, meaning if one left then the city would fall into an economic downfall. However, the tobacco and textile industries never left, they just decreased in production meaning less jobs and less money in the area.

In July of 2002, the City Council recognized the problems and issues associated with declining urban commercial areas and their economic impact on the health of the City and neighborhoods by including the revitalization of such areas in its Strategic Plan. The plan focused on activity centers. Activity centers are the compact, walkable areas providing needed goods and services to surrounding areas. These centers contain many land uses, retail, office, institutional, and residential. Some main points listed in the plan are make revitalized the urban cores accessible, promote historic preservation and use of existing infrastructure, reduce urban sprawl by concentrating business in developed

areas, and make the city part of a walkable community.



Figure 5

This plan sparked interest in the community, and produced development and redevelopment numbers city officials had not seen in 15 years. The community was engaged and excited, which got the whole plan up and going. With all the strategies and plans in place the city plans to grow its population by 100,000 by 2020. Before the city had its plan in place, Winston-Salem basically closed its doors at 5:00 o'clock, just like Wheeling does currently. What could make people stay in the downtown after work, or even live in the urban core? One of the first projects completed to address this question was the improved streetscape plan. The city fixed and repaired all the city sidewalks, and connected the sidewalks together so that all of the downtown was connected. Winston-Salem also removed all unnecessary wires located above so the sidewalks were more inviting and aesthetically pleasing. The city also added improved lighting throughout the city, so people would feel safe and welcome walking at night. Another plan addressed was to increase the walkability. City officials realized that all great cities were ones that were easy to walk and get to where you are going with ease. They made the walking experience vibrant with a variety of colors around and lighting. They also made sure that there was new on street parking so that pedestrians had another layer of protection. With these additions, the city saw pedestrian traffic numbers skyrocket. Pedestrian traffic during lunchtime increased 99% from 2006-2011, while dinner traffic increased 323% during that same period.

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All these things are great, but how did Winston-Salem increase its pedestrian traffic and walkability? This came with the creation of new businesses, housing, and public spaces. Winston-Salem, like Wheeling had a surplus of buildings that were vacant and not being used. However, these buildings had character and people are drawn to places that are unique. The city encouraged businesses and investors to come with tax credits and lowered prices for old buildings that needed repair. So, businesses came, mostly in the “creative class” field, along with urban housing, creating the perfect mix to reinvigorate a downtown. From 2006 through 2011 the number of bars and restaurants in the city went from 50 to 81. The number of housing units during that same time period increased from 1,491 to 2,153.

In the end, Winston-Salem wanted to maintain their historical character while also adding new amenities, and they did so successfully. Everything I am proposing for Wheeling, Winston-Salem did, historic preservation, increase walkability and improve the street life. They have seen pedestrian traffic sky rocket and the energy in the city is vibrant and exciting. Winston-Salem has become a revitalized city.

UNSUCCESSFUL EFFORTS

Revitalization is almost always a good thing when it comes to increasing the vibrancy and excitement of a city. However, there are always downsides to plans that may sometimes go unlooked or just are not thought about. In following paragraphs, I will describe some of the unsuccessful efforts and overlooked areas in Pittsburgh and Portland revitalization plans along with Wheeling’s unsuccessful attempts.

Pittsburgh is a city that prides itself on its quality of life and livability. To help some parts of the city were lagging in the revitalization efforts, the city offered tax breaks. The tax increment financing and local revitalization tax assistance gave developers relief on portions of their property taxes. Again, these tax breaks were handed out to parts of Pittsburgh that needed revitalized, but what happened was another story.

The main purpose of the tax credit was to create revitalization within the city, ensuring that these areas will pay less than half the property taxes than the rest of the city. However, the tax credit has mostly been given to private developers for new upscale apartments and hotels. The parts of the city that needed revitalized were the ones that were not getting the developers coming in. These areas were pretty much left out of the plan, and the city of Pittsburgh had no plans in place to help regulate what the private developers could do. The tax credit is being used a budget tool rather than a redevelopment tool. What this does is push out people who live in these areas. The new apartments and renovated apartments come with a higher rent payment, and the current residents cannot keep up with the increasing rates.

There is a similar story in Portland. The working class were pushed out of the redeveloped areas of the city. The parts of Portland that displayed the image of the blue-collar worker are no longer visible. The areas where these people lived were invaded by new apartments and businesses, which increased the money needed to live in that area. Now these areas house the younger population that focus in the arts and design fields. There also was no relocation plan in the minds of the developers or the city. Around 2,000 to 3,000 people were displaced.



Figure 6

The city of Wheeling has been unsuccessful in many ways as well. They have focused mostly on the wrong areas of the city. The city redevelops an area but then it falls because the surrounding areas are still dilapidated and unattractive. There must be a city-wide initiative not just one area, it is good a building or areas is being revitalized, but when everyone is not on board and communicating the plan fails. This failure was described to me

A SEARCH FOR IDENTITY: HOW TO REINVENT THE POST-INDUSTRIAL PAST

by the mayor of Wheeling. He mentioned that is hard to get everyone on the same page because sometimes people focus on individual gains rather than community gains.

CONCLUSION

Wheeling was put on the map early on its history as an industrial powerhouse. The cut nail industry is what the city was known for, and the money rolled in, eventually becoming one of the richest cities per capita in the United States in the late 19th Century. The population was at its height during this time as well, peaking at just over 60,000 people. Wheeling displayed this wealth with the architecture of the buildings, the architecture was beautiful and showed power, mostly consisting of Victorian and Gothic Revival buildings. However, the nail industry eventually left leaving Wheeling behind and taking its wealth with it.

This leads for the need of a new identity for Wheeling. The city has all the necessary pieces in place but just needs a gentle push forward into becoming successful again. There needs to be an emphasis on creating a sustainable city. The sustainable city will focus on the three P's, People, Planet, and Profit. Keeping the three P's in mind will help to create a vision for the city. The focus on sustainability will aim around at a city-wide effort not just individual areas and buildings. As mentioned to me by Wheeling officials, there needs to be a focus on eliminating the gray infrastructure and focusing on green infrastructure. In turn, green infrastructure will create an enlivened street scape. The streetscape will be more colorful, vibrant, and more inviting. Wheeling will focus on creating new uses for its beautiful unused building. This is the main point for the city of Wheeling. The infrastructure of buildings is in place, it is just creating the projects and ideas to bring more life and excitement into the city. Again, these building should contain the historical context of the city while also bringing them into the 21st century with the luxuries of technologies that we have available. Like Viollet le Duc's quote, building should be restored to a completeness that could have never existed before. With the city's streetscape project taking off soon, the

walkability of the city will be at the forefront. Walkability is good for the 3 P's and will be at the very essence of revitalizing Wheeling.

There may be a problem that Wheeling will not be able to come together and work as one unified group. When it comes to walkability, streetscapes, and sustainability, I think those ideas will work together seamlessly. However, when it comes to bringing in business and developers to invest in the area, I think there may be some budding of heads in what they think is best for the city of Wheeling. Community involvement can help combat this problem in the fact that they are the ones who will be influencing business in the area.

In the end, I can see many businesses and projects connecting the dots of sustainability, walkability, streetscapes, business, quality of life, and infrastructure. I think the perfect project would be one of a mixed-use building located in the heart of the downtown. It will become a destination for community members and workers in the downtown area to walk to. The missed use building will house retail and business on the first floor, while having apartments and living above. The building should reflect the historical significance of Wheeling while also having 21st century additions. I believe a project of this nature will kick start revitalization interests in the downtown area.

A SEARCH FOR IDENTITY: HOW TO REINVENT THE POST-INDUSTRIAL PAST

NOTES:

¹ "Our History," Wheeling National Heritage Area, <http://Wheelingheritage.org/>.

² Eugène Emmanuel. Viollet-Le-Duc and Millard Fillmore. Hearn, The architectural theory of Viollet-le-Duc: readings and commentary (Cambridge Mass.: The MIT Press, 1995). Pg. 269

³ Kapp, Paul Hardin., Paul J. Armstrong, and Richard Florida. Synergicity: reinventing the postindustrial city. Urbana, IL: University of Illinois Press, 2015.

⁴ Jacobs, Jane. The Death and Life of Great American Cities. New York: Random House, 1961

⁵ Toker, Franklin. 2009. Pittsburgh: A New Portrait. Pittsburgh: University of Pittsburgh Press

⁶ Kapp, Paul Hardin., Paul J. Armstrong, and Richard Florida. Synergicity: reinventing the postindustrial city. Urbana, IL: University of Illinois Press, 2015. Pg. 7

⁷ Strategy 21: Pittsburgh/Allegheny Economic Development Strategy to Begin the 21st Century. 1985. A proposal to the Commonwealth of Pennsylvania by the City of Pittsburgh, Allegheny County, University of Pittsburgh and Carnegie Mellon University

⁸ Kapp, Paul Hardin., Paul J. Armstrong, and Richard Florida. Synergicity: reinventing the postindustrial city. Urbana, IL: University of Illinois Press, 2015. Pg. 11

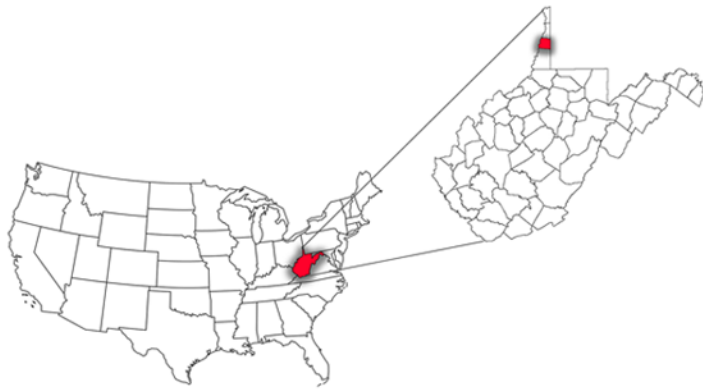
⁹ Speck, Jeff. Walkable city: how downtown can save America, one step at a time. New York: North Point Press, 2013. Pg. 15

¹⁰ Speck, Jeff. Walkable city: how downtown can save America, one step at a time. New York: North Point Press, 2013. Pg. 33

SITE:



PROJECT LOCATION



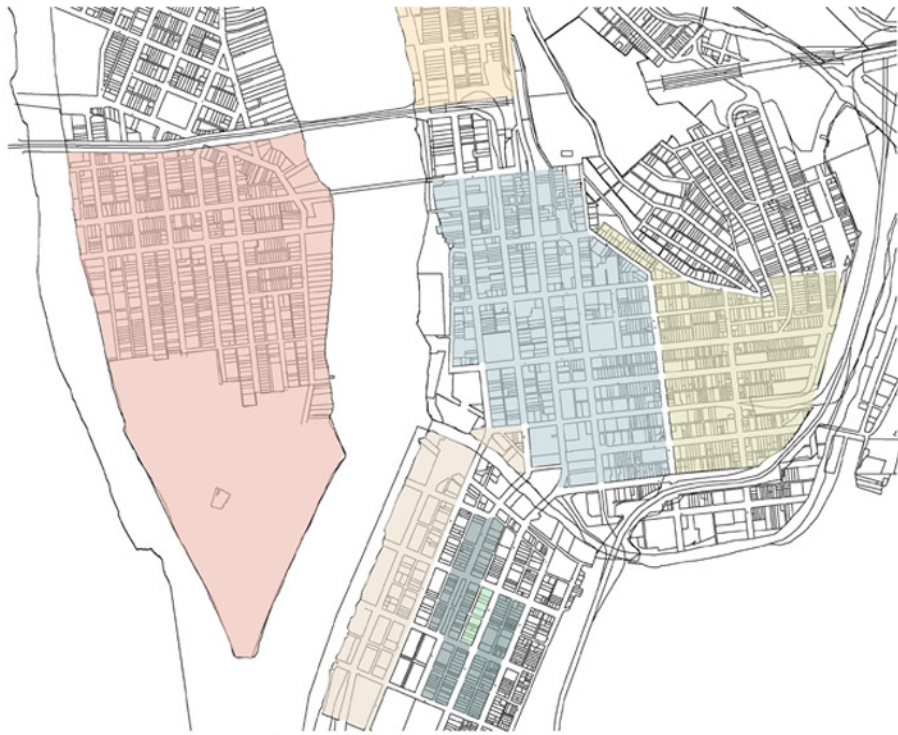
QUICK INFORMATION:

| | |
|-------------------------|---------------|
| COUNTRY..... | UNITED STATES |
| STATE..... | WEST VIRGINIA |
| ESTABLISHED..... | 1806 |
| POPULATION..... | 28,213 |
| AREA..... | 16 SQ. MILES |

FIGURE GROUND



HISTORIC DISTRICTS



KEY

- | | | | |
|-----------------|---|------------------|---|
| DOWNTOWN | ■ | CENTRE MARKET | ■ |
| NORTH WHEELING | ■ | CHAPLINE ST. ROW | ■ |
| WAREHOUSE | ■ | EAST WHEELING | ■ |
| WHEELING ISLAND | ■ | | |

LAND USE



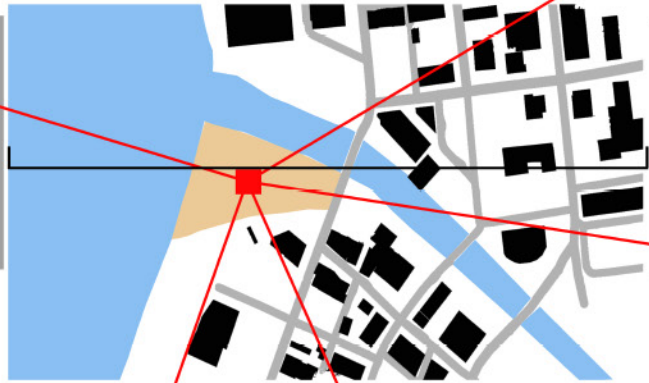
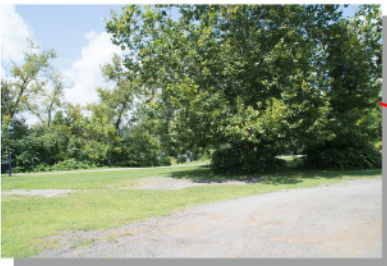
KEY

- | | |
|---------------|---|
| RESIDENTIAL | ■ |
| COMMERCIAL | ■ |
| RECREATION | ■ |
| INSTITUTIONAL | ■ |
| INDUSTRIAL | ■ |

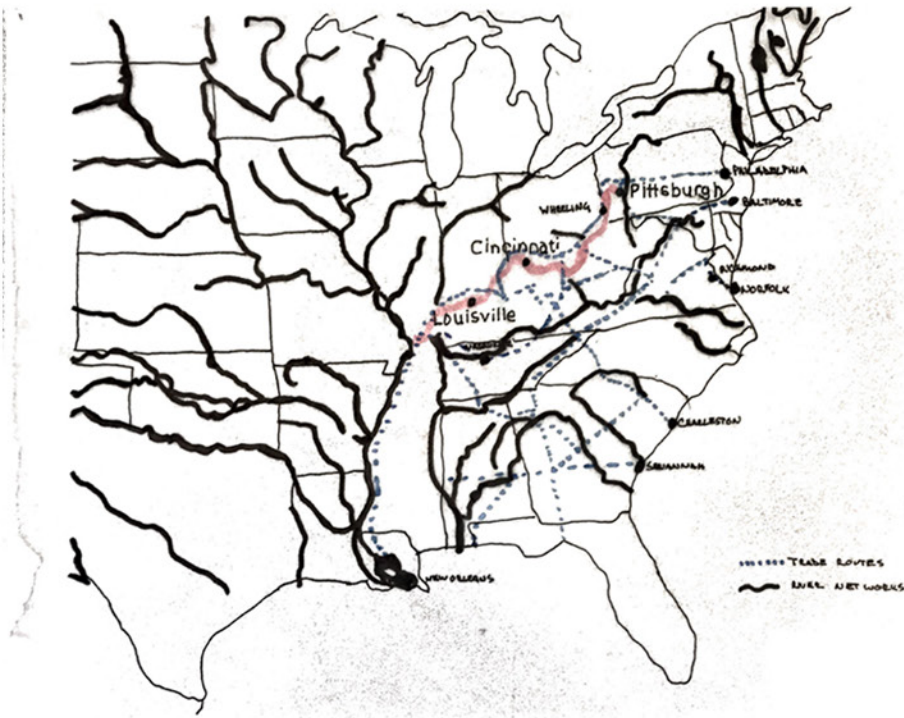
SITE LOCATION IN CITY



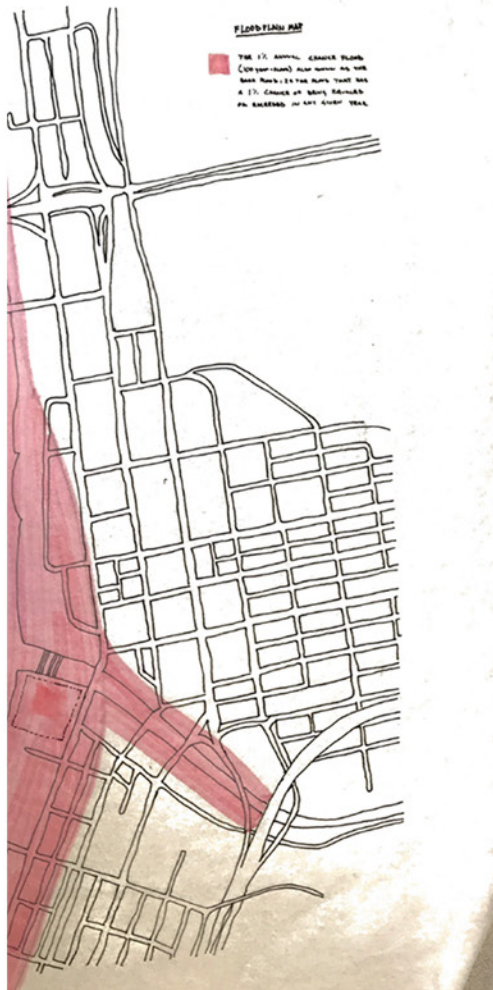
SITE VACANT LOT IN WAREHOUSE DISTRICT



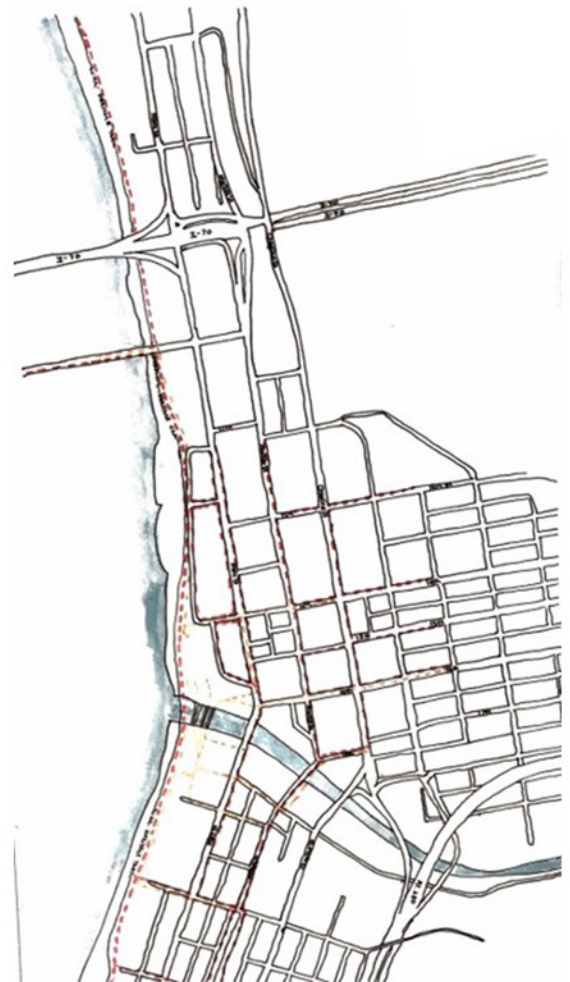
SITE ANALYSIS



RIVER & TRADE NETWORKS

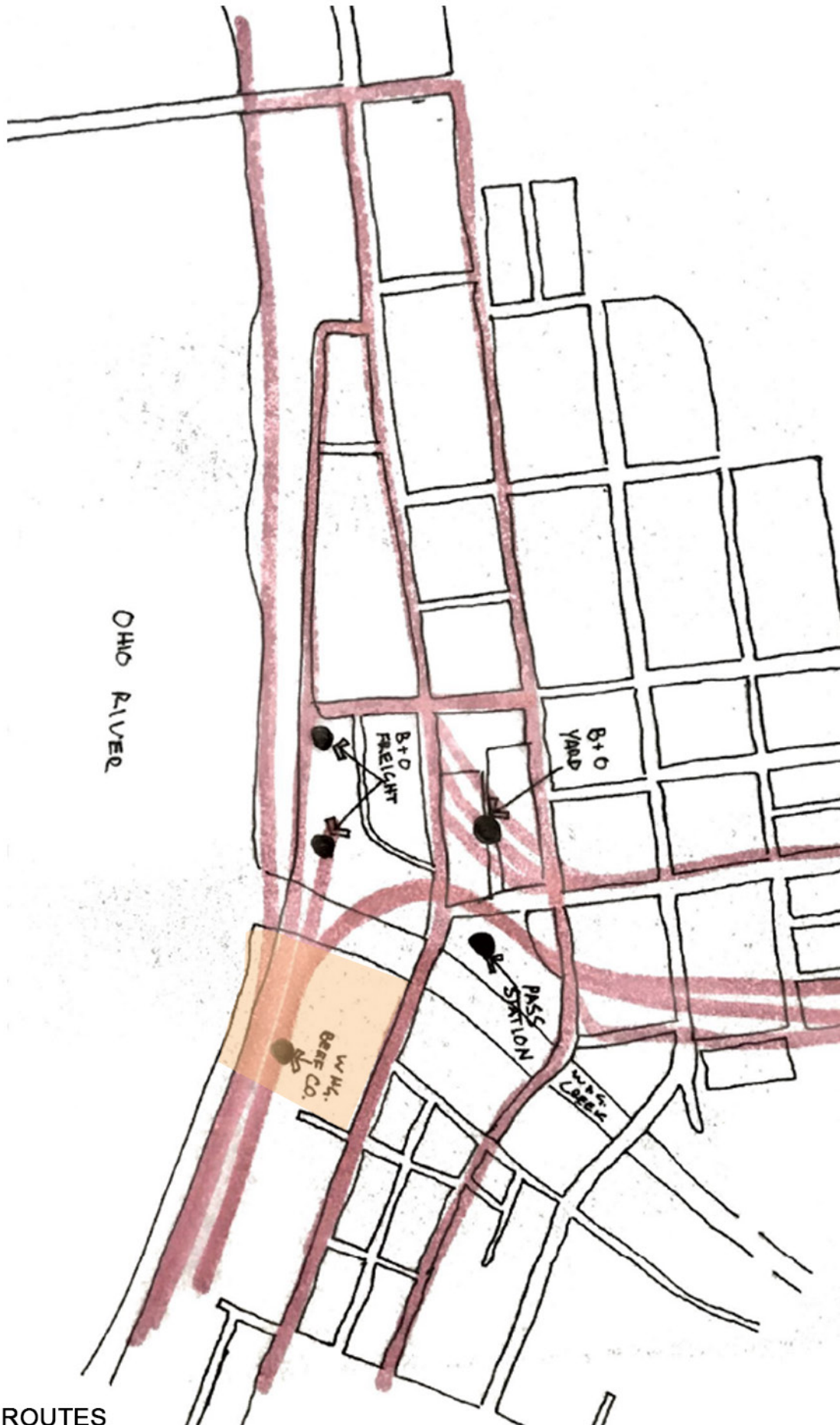


FLOOD PLANE



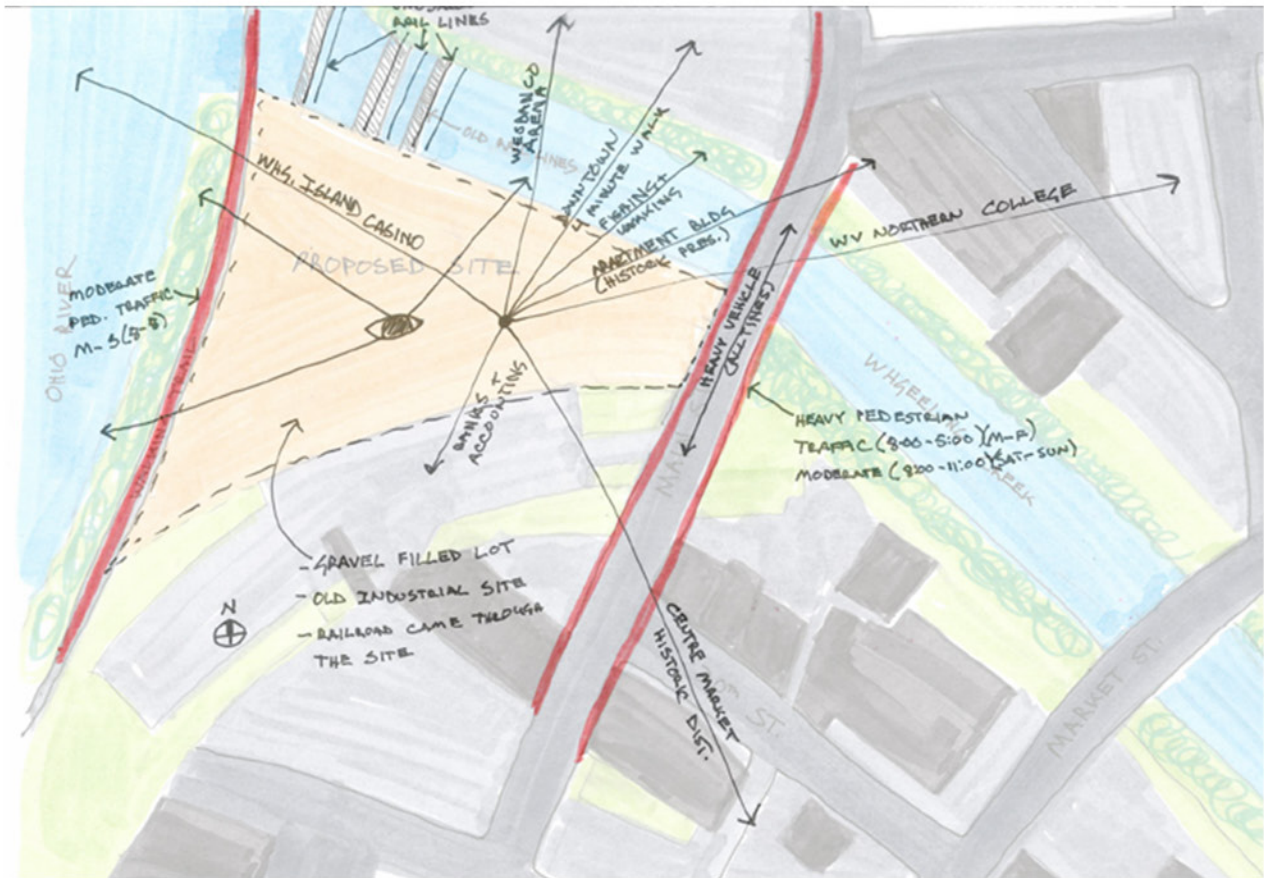
PEDESTRIAN ROUTES

SITE ANALYSIS



1916 RAIL ROUTES

SITE ANALYSIS

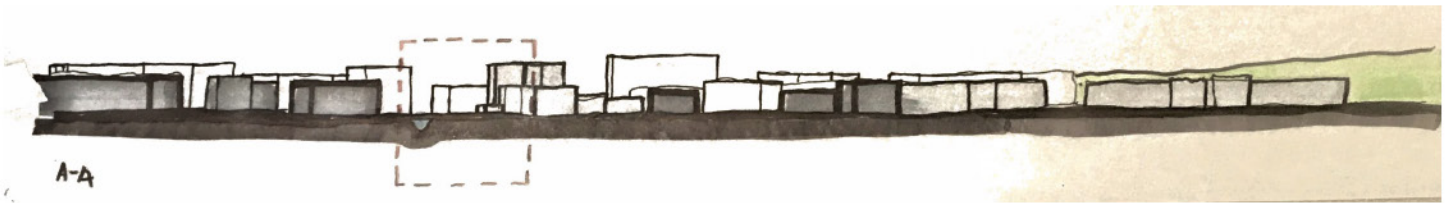


VIEWS AND ATTRACTIONS

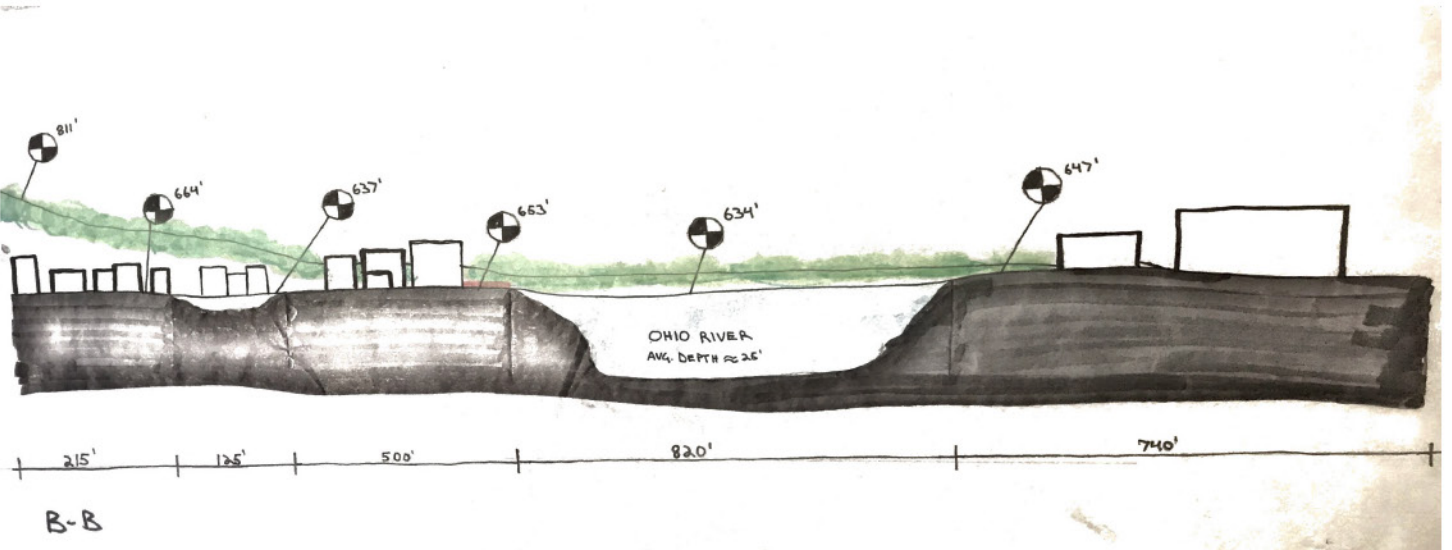


LAND USE

SITE SECTIONS



A-A



B-B

SITE PHOTOS



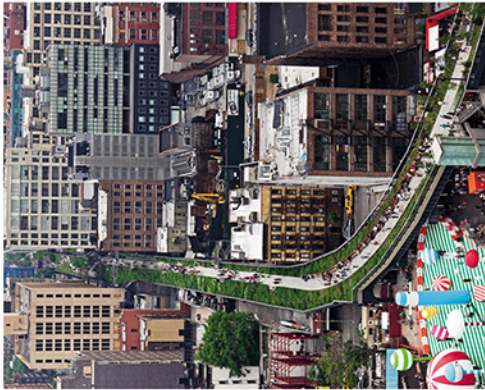
PROCESS:



PRECEDENT STUDY

HIGH LINE, NYC

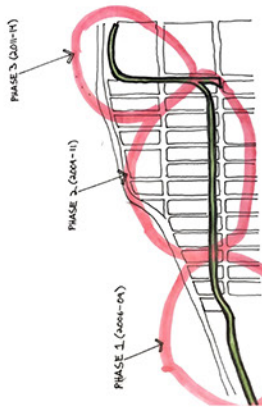
CASE STUDY



AS PART OF THE WEST SIDE IMPROVEMENT PROJECT, THE HIGH LINE OPENS TO TRAINS. IT RUNS FROM 34TH STREET TO ST JOHN'S PARK TERMINAL, AT SPRING STREET. IT IS DESIGNED TO GO THROUGH THE CENTER OF BLOCKS, RATHER THAN OVER THE AVENUE, CARRYING GOODS TO AND FROM MANHATTAN'S LARGEST INDUSTRIAL DISTRICT. FOLLOWING DECADES-LONG GROWTH IN THE INTERSTATE TRUCKING INDUSTRY, THE LAST TRAIN RUNS ON THE HIGH LINE IN 1980, PULLING THREE CARLOADS OF FROZEN TURKEYS. A GROUP OF PROPERTY OWNERS LOBBIES FOR DEMOLITION WHILE PETER OBLETZ, A CHELSEA RESIDENT, ACTIVIST, AND RAILROAD ENTHUSIAST, CHALLENGES DEMOLITION EFFORTS IN COURT. THE PLANNING FRAMEWORK FOR THE HIGH LINE'S PRESERVATION AND REUSE BEGINS. A STUDY DONE BY FRIENDS OF THE HIGH LINE FINDS THAT THE HIGH LINE PROJECT IS ECONOMICALLY RATIONAL, AND LEADS TO AN OPEN IDEAS COMPETITION. DESIGNING THE HIGH LINE. THE CITY ACCEPTS OWNERSHIP OF THE HIGH LINE WHICH IS DONATED BY CSX TRANSPORTATION, INC. IN NOVEMBER 2005; GROUND-BREAKING IS CELEBRATED IN APRIL 2006. SECTION 1 OPENS IN 2009 AND SECTION 2 OPENS IN 2011.



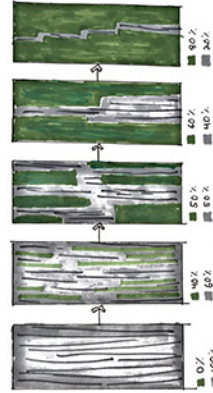
HIGH LINE PLAN DIAGRAMS



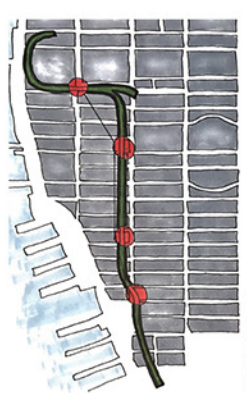
PHASE DIAGRAM



BRINGING OPPORTUNITIES

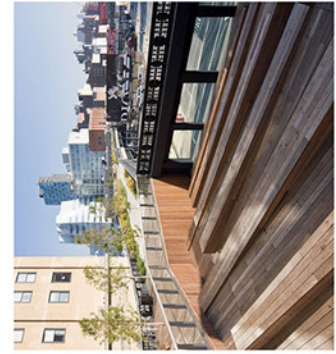
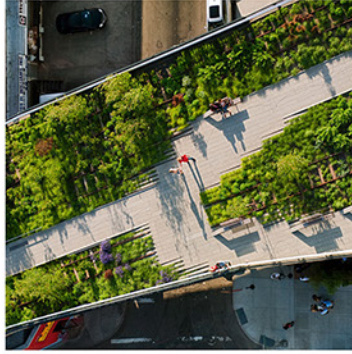
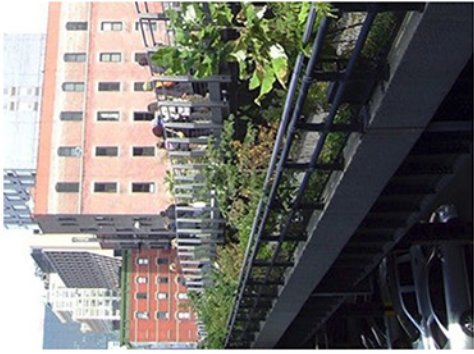


HARD TO SOFT SCAPE TRANSITION

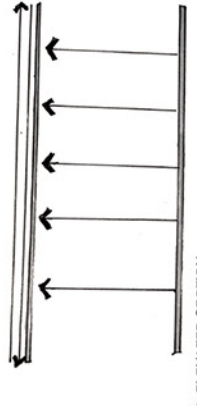
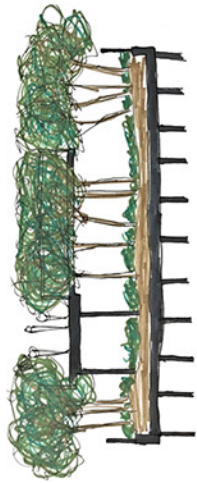


FOOD + SHOPS

HIGH LINE IMAGES



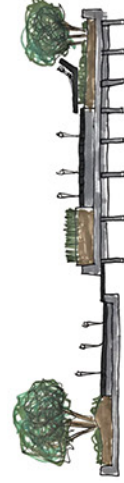
HIGH LINE SECTION DIAGRAMS



1. ELEVATED SECTION



2. PEDESTRIAN PATH WIDTHS SECTION



3. ELEVATION CHANGE SECTION

PRECEDENT STUDY

RIVERS EDGE, BOSTON, MA CASE STUDY



A FORMER INDUSTRIAL SITE ON THE BANKS OF MALDEN RIVER OUTSIDE BOSTON, MASSACHUSETTS, WAS FILLED WITH INDUSTRIAL JUNK, SCRAP METAL, EMPTY TRUCK TRAILERS, 200 TONS OF DISCARDED TRUCK TIRES, AND MORE THAN 7,000 CUBIC YARDS OF CONCRETE. THE SITE HAD BEEN OCCUPIED BY A NUMBER OF HEAVY INDUSTRIAL USERS FOR DECADES AND WAS MORE RECENTLY USED AS A DUMPING GROUND WHICH EFFECTIVELY ELIMINATED BOTH ACCESS TO AND VISIBILITY OF THE RIVER.

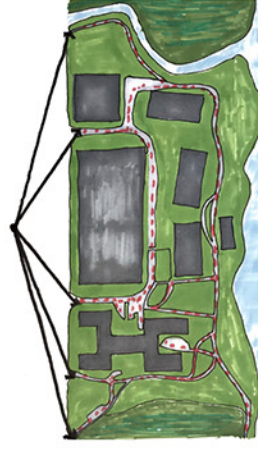
SITE DEVELOPER PREOTTE LANE & ASSOCIATES, WORKING AS PART OF A PUBLIC-PRIVATE PARTNERSHIP WITH THE MALDEN REDEVELOPMENT AUTHORITY SELECTED TETRA TECH TO HELP TRANSFORM THIS CONTAMINATED BROWNFIELD INTO A 32-ACRE MIXED-USE BUSINESS SITE THAT FEATURES AN OFFICE COMPLEX, RESTAURANT AND RETAIL BUILDINGS, LUXURY APARTMENT BUILDINGS, NEARLY 2 ACRES OF NEWLY CREATED WETLANDS, THE TUFTS UNIVERSITY BOATHOUSE AND A 10-ACRE PUBLIC PARK. TETRA TECH MANAGED THE PLANNING, ENVIRONMENTAL PERMITTING, AND SITE ENGINEERING SERVICES FOR THE BUILD-OUT OF THE SITE AND WORKED ON THE CIVIL DESIGN AND ENVIRONMENTAL PERMITTING FOR THE NEW WETLANDS ALONG THE MALDEN RIVER.



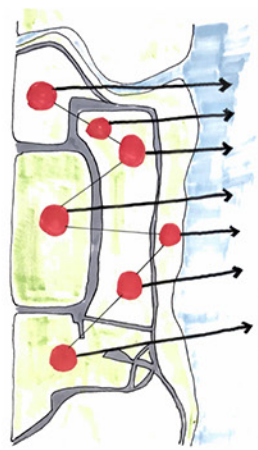
RIVERS EDGE PLAN DIAGRAMS



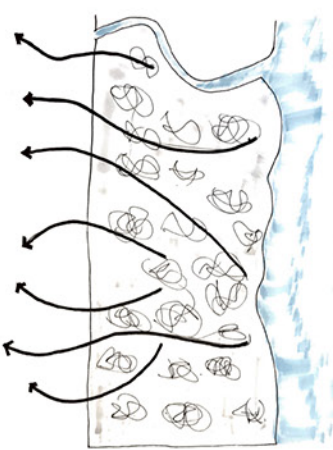
SITE PLAN



ACCESS POINTS + PEDESTRIAN PATHS

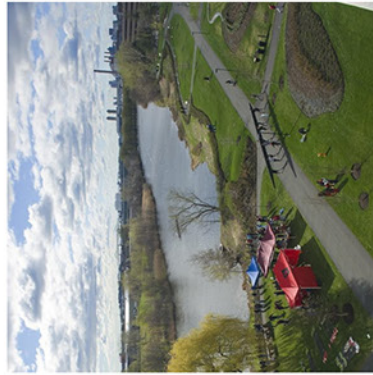


RIVER CONNECTIONS

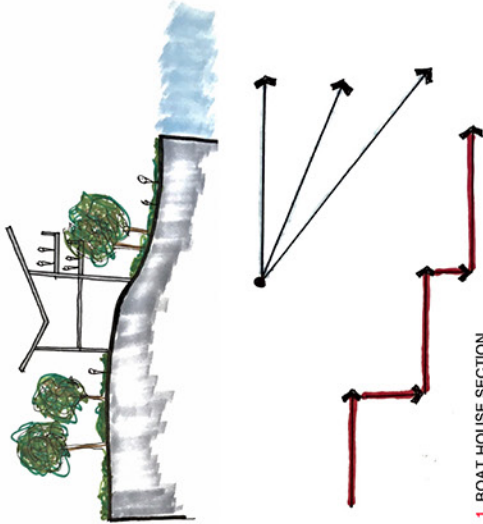


DEBRIS REMOVAL

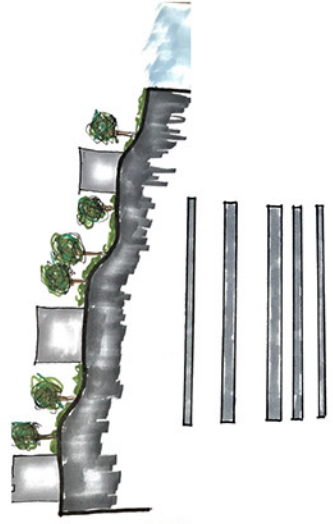
RIVERS EDGE IMAGES



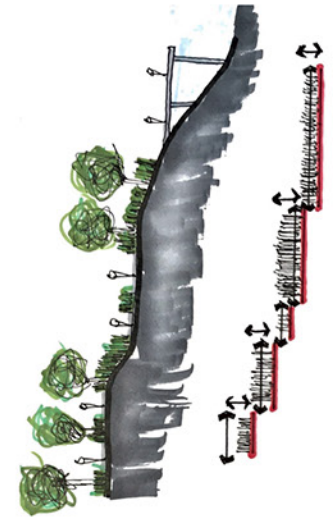
RIVERS EDGE DIAGRAMS



1. BOAT HOUSE SECTION



2. ELEVATION CHANGE SECTION



3. PEDESTRIAN PATHS SECTION

PRECEDENT STUDY

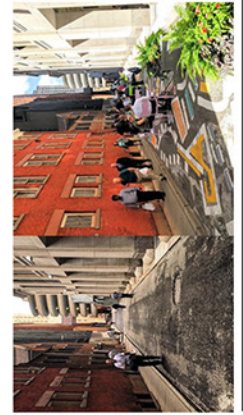
PITTSBURGH, PENNSYLVANIA

CASE STUDY



PITTSBURGH WAS ONCE ONE OF THE BIGGEST INDUSTRIAL CITIES IN THE WORLD. THEIR MAIN EXPORT WAS STEEL AND THEY MADE MORE OF IT THAN ANYONE IN THE WORLD AT THE TIME. THE HISTORICAL CONTEXT WAS VERY RICH WITH A DIVERSITY OF BUILDINGS BEING BUILT IN DIFFERENT TIME PERIODS SO THERE WERE MANY STYLES REPRESENTED. (FIG. 4) THE ECONOMY WAS THRIVING AND IT BECAME A PLACE TO GO TO FIND WORK. HOWEVER, THE ENVIRONMENTAL EFFECTS OF THE INDUSTRY WERE SO BAD THAT STREET LIGHTS HAD TO BE TURNED ON AT NOON, DUE TO THE "BLACKNESS" THAT FILLED THE CITY. THE STEEL INDUSTRY, HOWEVER, ULTIMATELY FELL LEAVING THE CITY IN DESPAIR. THE CITY WAS NOW IN DECLINE AND WAS NOT A GOOD AND EXCITING PLACE TO LIVE. PITTSBURGH NEEDED A NEW IDENTITY, WHAT WOULD THAT IDENTITY BECOME?

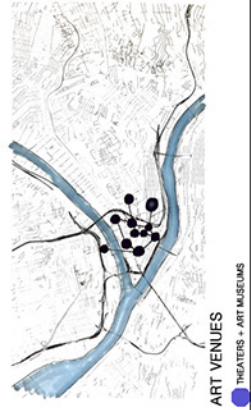
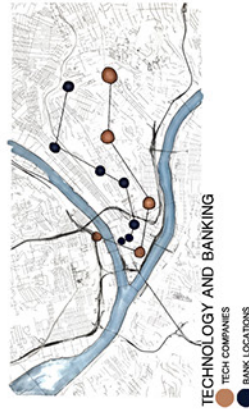
PITTSBURGH, PREVIOUSLY KNOWN AS THE STEEL CITY WAS IN NEED OF A NEW NAME AND NEW JOBS AND BUSINESSES. THE CITY EVENTUALLY MADE A SWITCH FROM AN INDUSTRIAL BASED ECONOMY TO A KNOWLEDGE OR TECHNOLOGY BASED ECONOMY. (FIG. 5) HOW DID PITTSBURGH ACCOMPLISH THIS? A LOT OF FACTORS CONTRIBUTED TO THE SWITCH IN IDENTITY AND ONE OF THE MAIN FACTORS WAS THE SYNERGY BETWEEN ALL ASPECTS OF THE CITY. THE CREATIVENESS OF CITIZENS, LOCAL GOVERNMENT, BUSINESSES, AND INSTITUTIONS ALL WORKED TOGETHER ON A SHARED VISION. WITHOUT THE SHARED VISION THE CITY COULD STILL BE SEARCHING FOR ITS IDENTITY, BUT THANKFULLY ALL WORKED TOGETHER AND MADE PITTSBURGH WHAT IT IS TODAY.



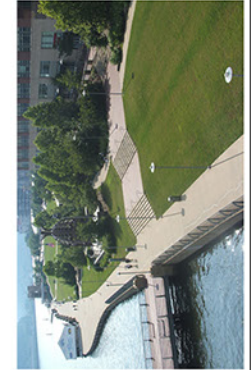
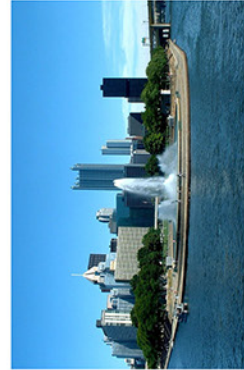
ECONOMIC DRIVING FACTORS NEW + OLD

MAJOR REVITALIZATION FACTORS IN PITTSBURGH WERE AND STILL ARE INCLUDE:

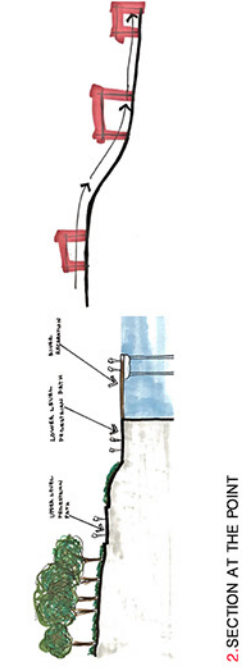
- UNIVERSITIES
- TECHNOLOGY
- BANKING
- HEALTHCARE
- ART



RIVERFRONT REVITALIZATION



RIVERFRONT REVITALIZATION DIAGRAMS



PRECEDENT STUDY

MIXED USE IN CENTRAL STOCKHOLM

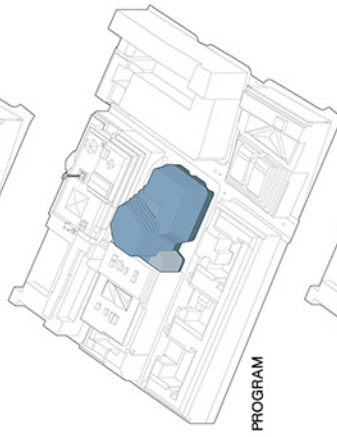
CASE STUDY



MASSING DIAGRAMS



GREEN TERRACING



PROGRAM



PEDESTRIAN ACCESS



FACADE LINES

STOCKHOLM IMAGES



STOCKHOLM DRAWINGS



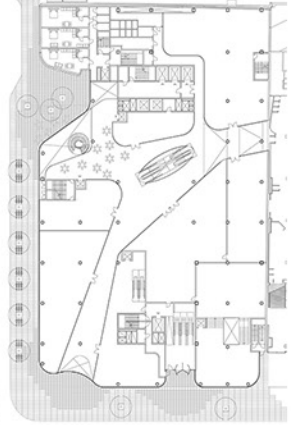
1. SITE PLAN



2. SECTION



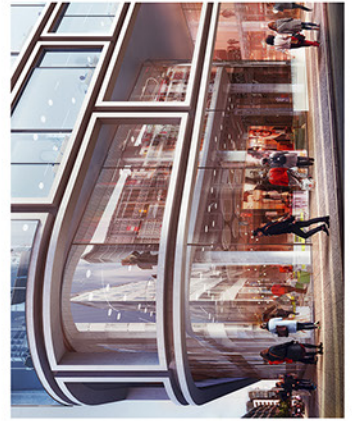
3. SECTION



3. GROUND FLOOR PLAN

SCHMIDT HAMMER LASSEN ARCHITECTS HAS WON THE INTERNATIONAL COMPETITION TO DESIGN A NEW MIXED-USE DEVELOPMENT IN THE HEART OF STOCKHOLM, SWEDEN: HJSTEN 21. THE NEW DEVELOPMENT WILL COMPRISE RETAIL, OFFICE AND RESIDENTIAL SPACES, CREATING A CENTRAL ARTERY FOR THE AREA WITH A STRONG VISUAL PRESENCE ADAPTED TO THE HISTORY AND SKYLINE OF THE EXISTING CITY. BY INTERPRETING THE CHARACTERISTICS OF BUILDING VOLUMES AND HEIGHTS IN CENTRAL STOCKHOLM, THE BUILDING SEEKS TO CAPTURE THE CITY'S ESSENCE. A MODERN, GLAZED FACADE IS FRAMED WITH NATURAL STONE TO CREATE A RELATIONSHIP WITH THE ADJACENT BUILDINGS, FOLLOWING A TRADITION OF CITY-CENTRE BUILDINGS, THE CORNERS ARE ROUNDED.

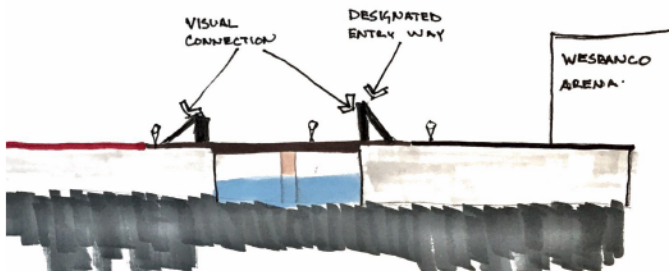
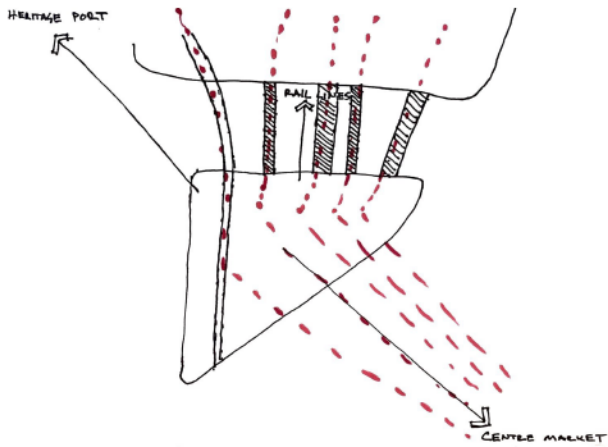
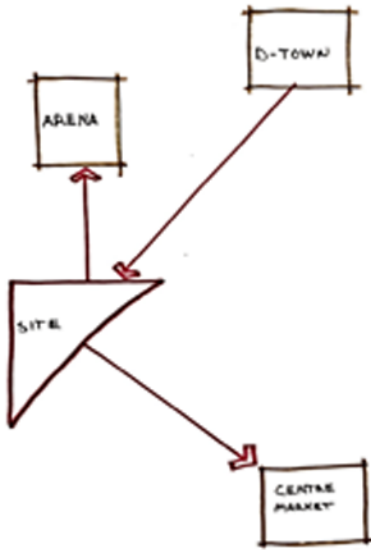
THE BUILDING CONNECTS WITH THE CITY THROUGH RETAIL ON THE LOWER LEVELS, SIMULTANEOUSLY PROVIDING NEW PATHS THROUGH THE BUILDING AND CREATING SHORTCUTS ON THE BLOCK. THE INTRODUCTION OF AN ENTRANCE PLAZA AND STREET POCKET ENHANCES THE INTEGRATION BETWEEN BUILDING AND CITY, IMPROVING THE PEDESTRIAN EXPERIENCE.



PROGRAM STUDY

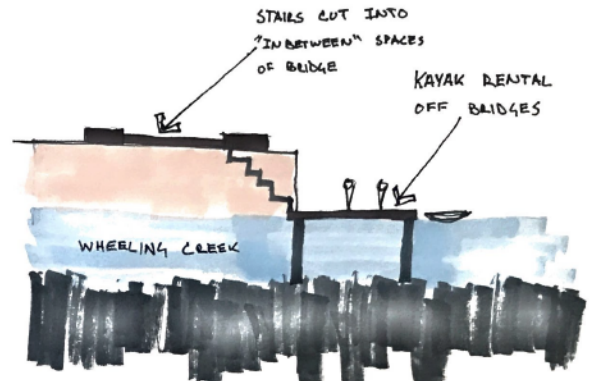
PEDESTRIAN CONNECTIONS

- CONNECTION TO ARENA
- HERITAGE PORT CONNECTION
- CONNECTION TO CENTRE MARKET
- WALKING TRAIL CONNECTIONS



RIVER AND CREEK CONNECTIONS

- RECREATION
 - KAYAK SHOP/RENTAL ON CREEK/BRIDGE SIDE
- SUSTAINABILITY UTILIZING RIVER
 - GREEN INFRASTRUCTURE
 - HYDROLOGICAL
 - REVITALIZE GREEN SPACE



PROGRAM STUDY

MULTI-USE BUILDING

COMMERCIAL

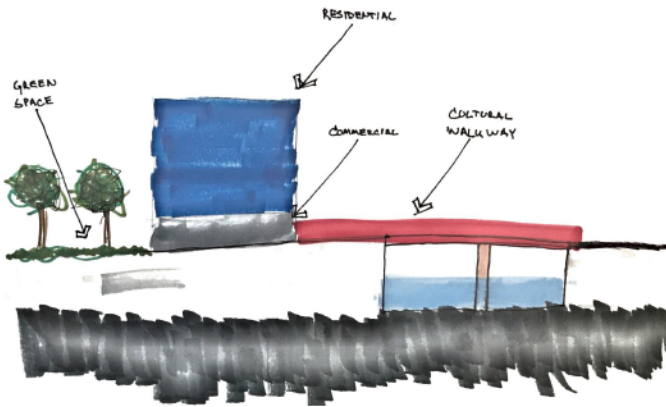
SHOPS/RETAIL
1000 S.F. MINIMUM
APPROX. 6 SHELL SPACES

CULTURAL WALKWAY

HISTORY ON DISPLAY
APPROX. 220 FT LONG

RESIDENTIAL

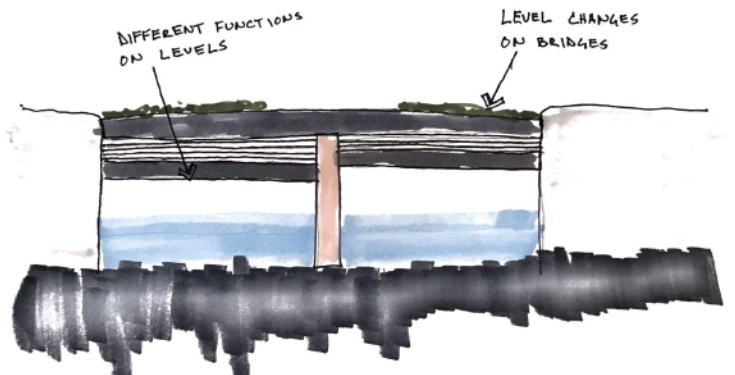
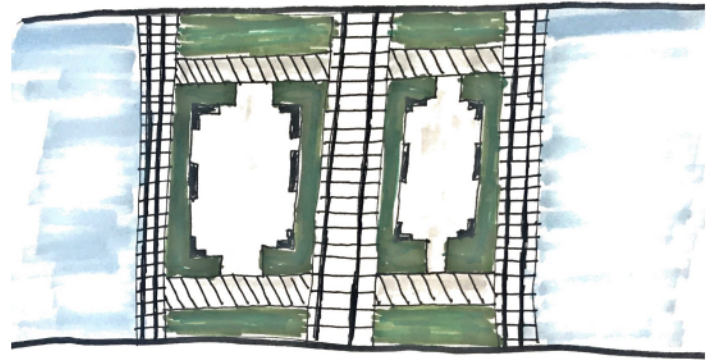
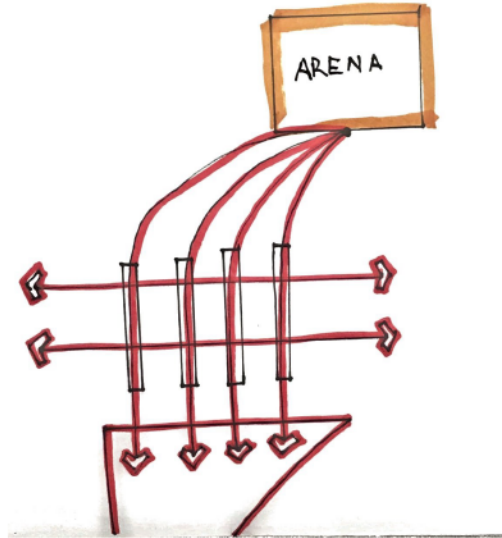
APARTMENTS/CONDOS
21,000 SF/ FLOOR
05 - 1 BEDROOM/FLOOR @ 750 SF
16 - 2 BEDROOM/FLOOR @ 1,000 SF
- APPROX. 42 APARTMENTS
MIXED INCOME
LIVE/WORK



ADAPTIVE REUSE

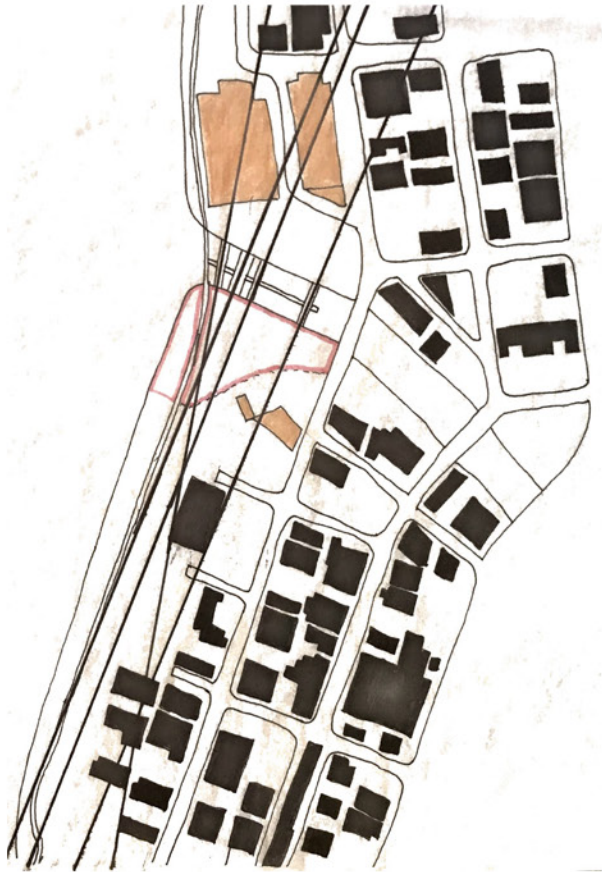
RAIL LINES

PEDESTRIAN PARK
CONNECTION TO ARENA
HISTORICAL SIGNIFICANCE

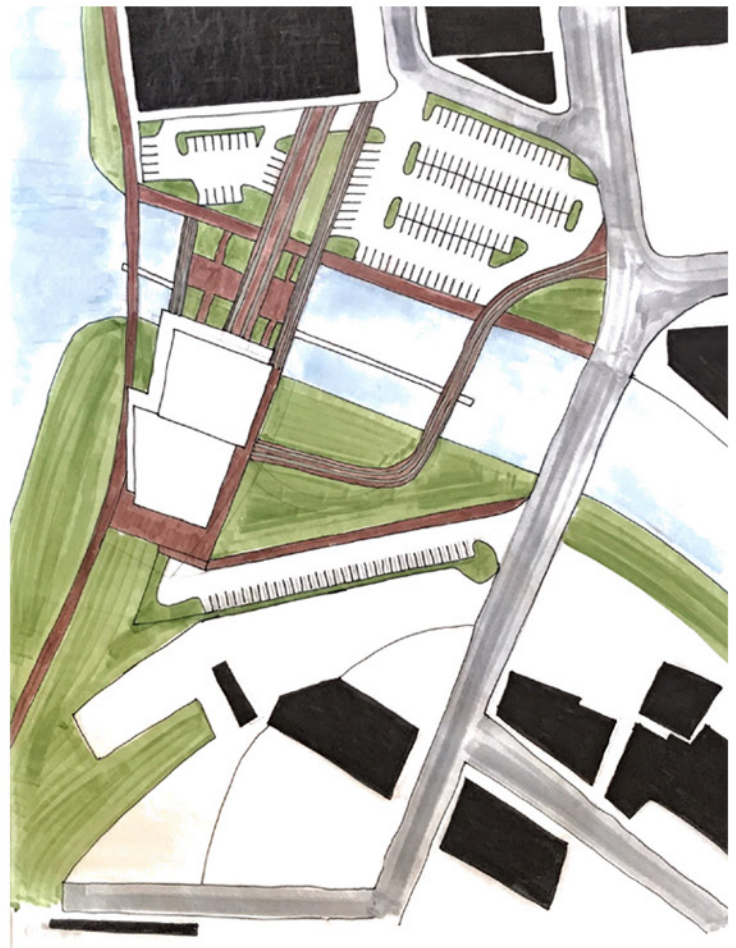


SCHEMATIC DESIGN

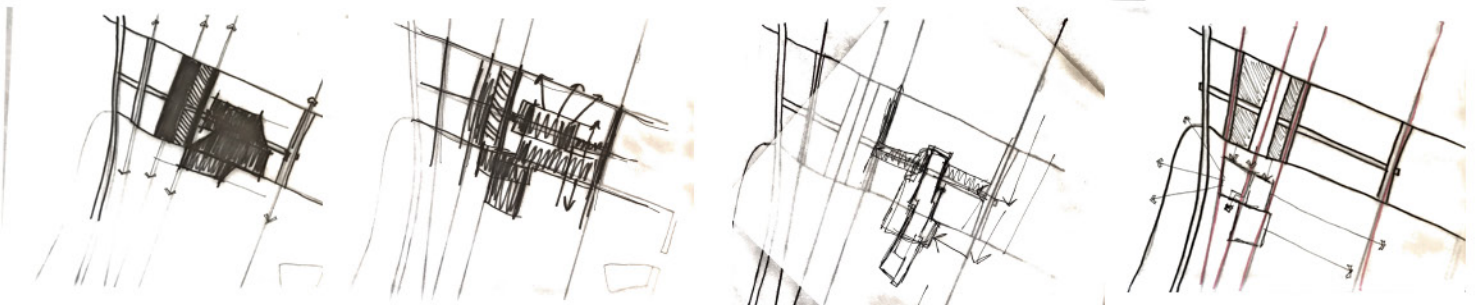
ITERATION 1



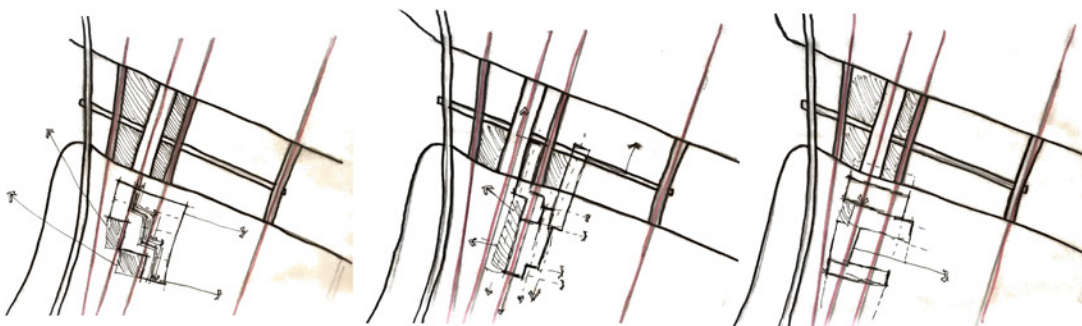
AXIS BRIDGES ON SITE



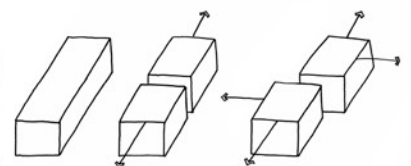
PROPOSED SITE PLAN



DESIGN SKETCHES



DESIGN SKETCHES



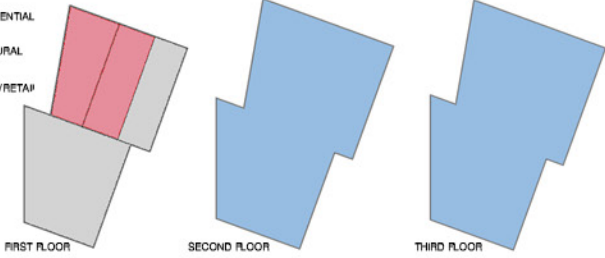
PARTI DIAGRAM

SCHEMATIC DESIGN

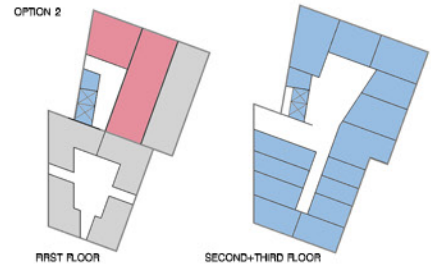
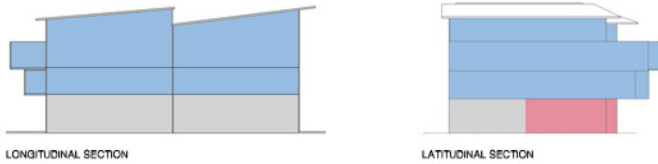
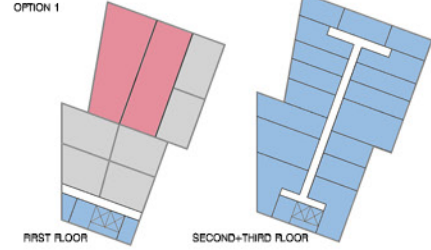
ITERATION 1

PROGRAM

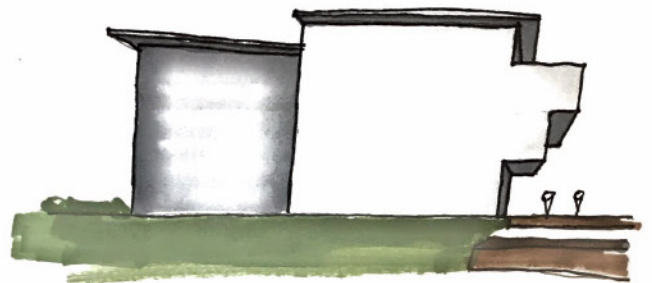
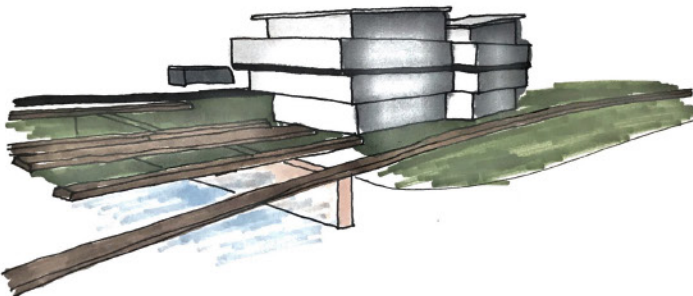
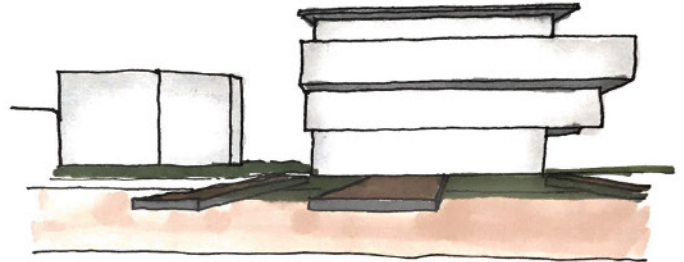
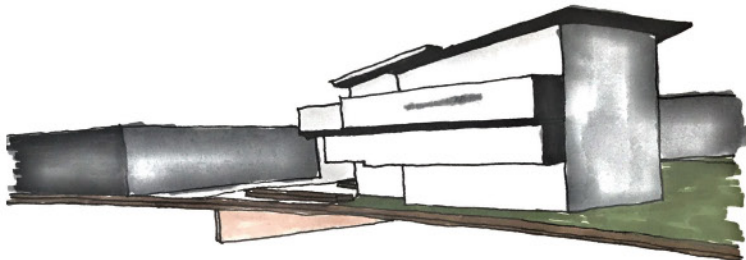
- RESIDENTIAL
- CULTURAL
- SHOP/RETAIL



PLAN OPTIONS



MASSING SKETCHES



SCHEMATIC DESIGN

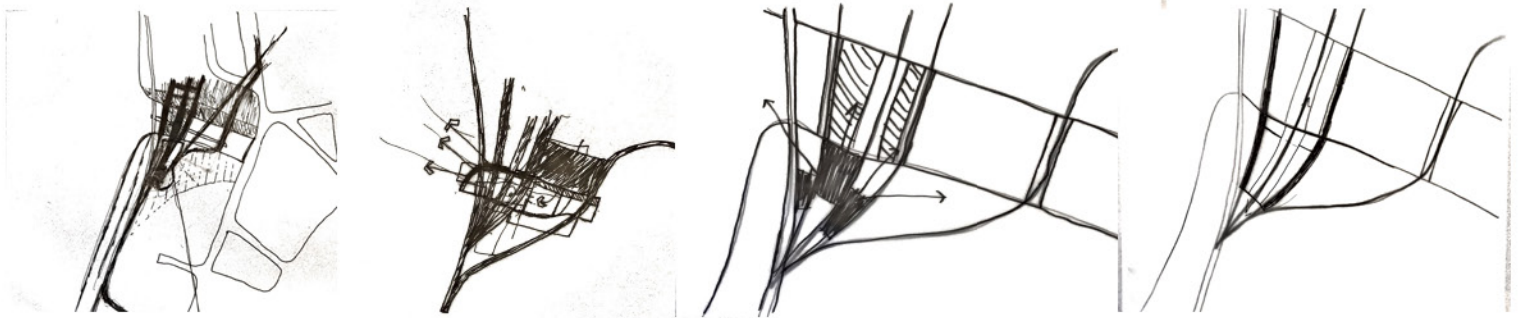
ITERATION 2



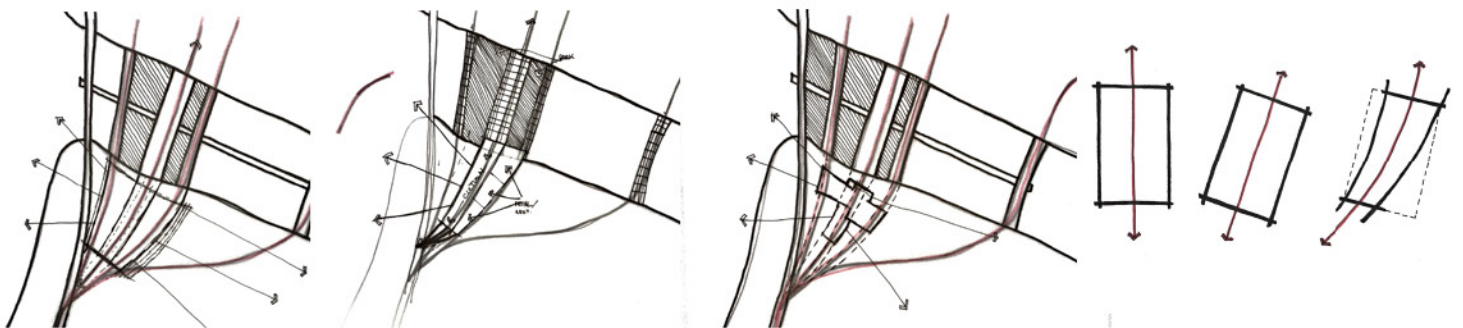
1916 RAIL LINES



PROPOSED SITE PLAN



DESIGN SKETCHES



DESIGN SKETCHES

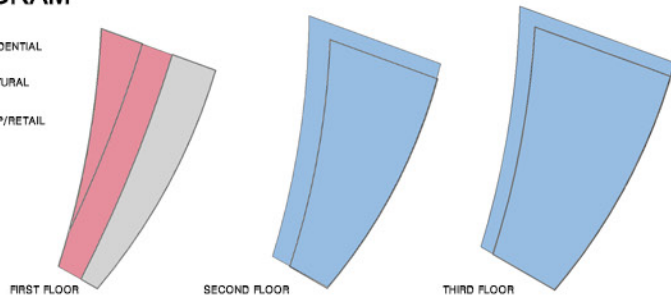
PARTI DIAGRAM

SCHEMATIC DESIGN

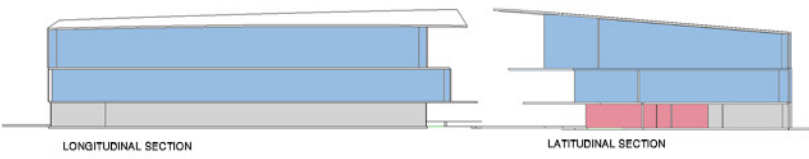
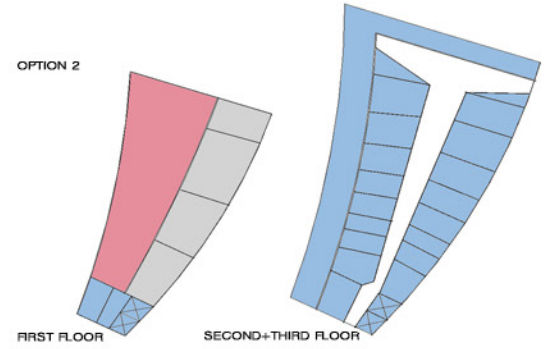
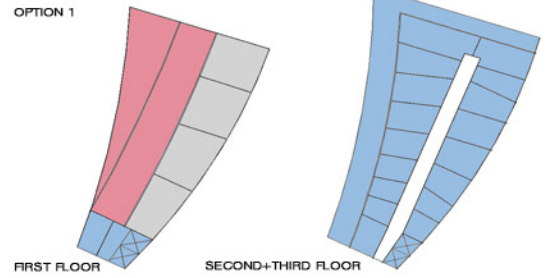
ITERATION 2

PROGRAM

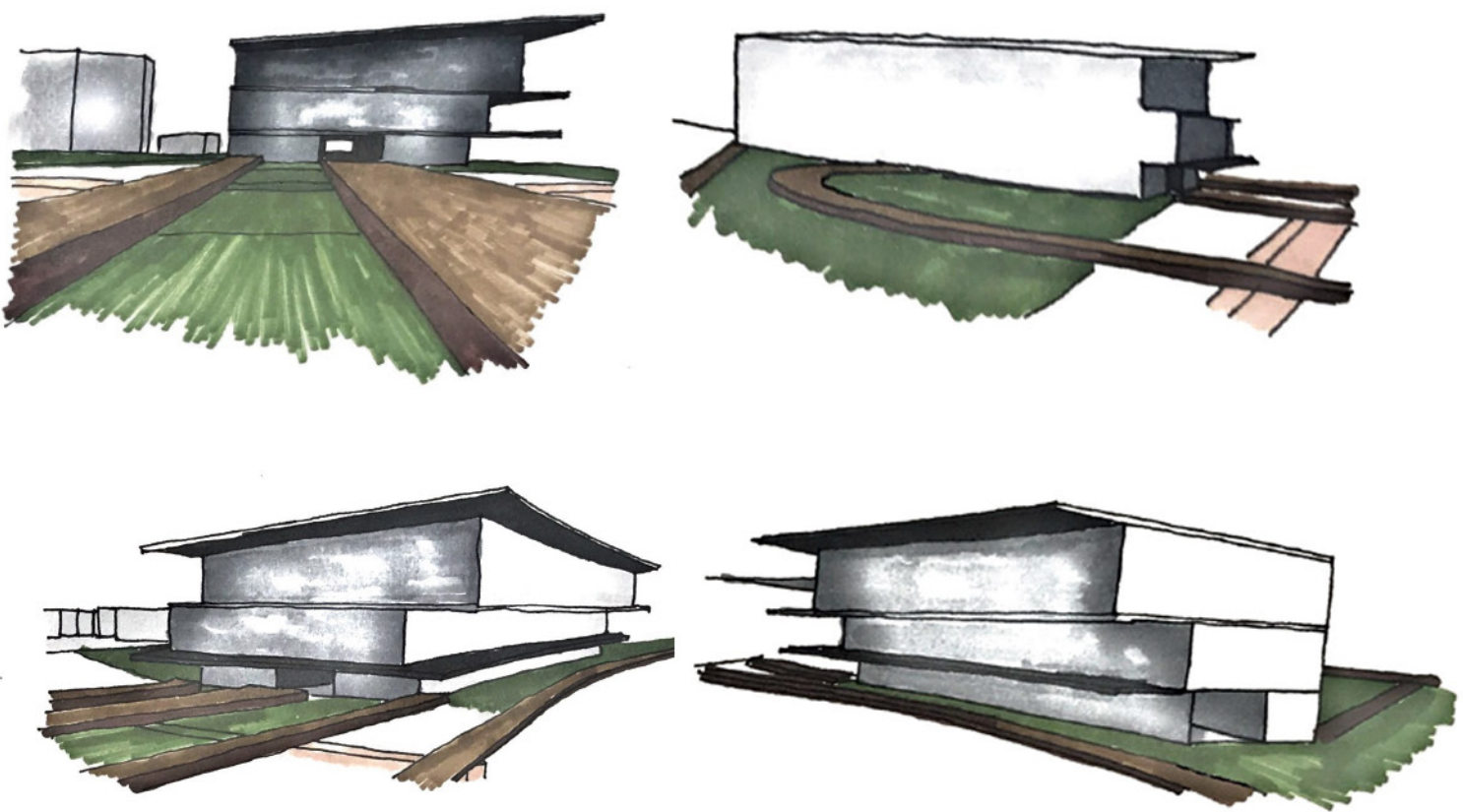
- RESIDENTIAL
- CULTURAL
- SHOP/RETAIL



PLAN OPTIONS

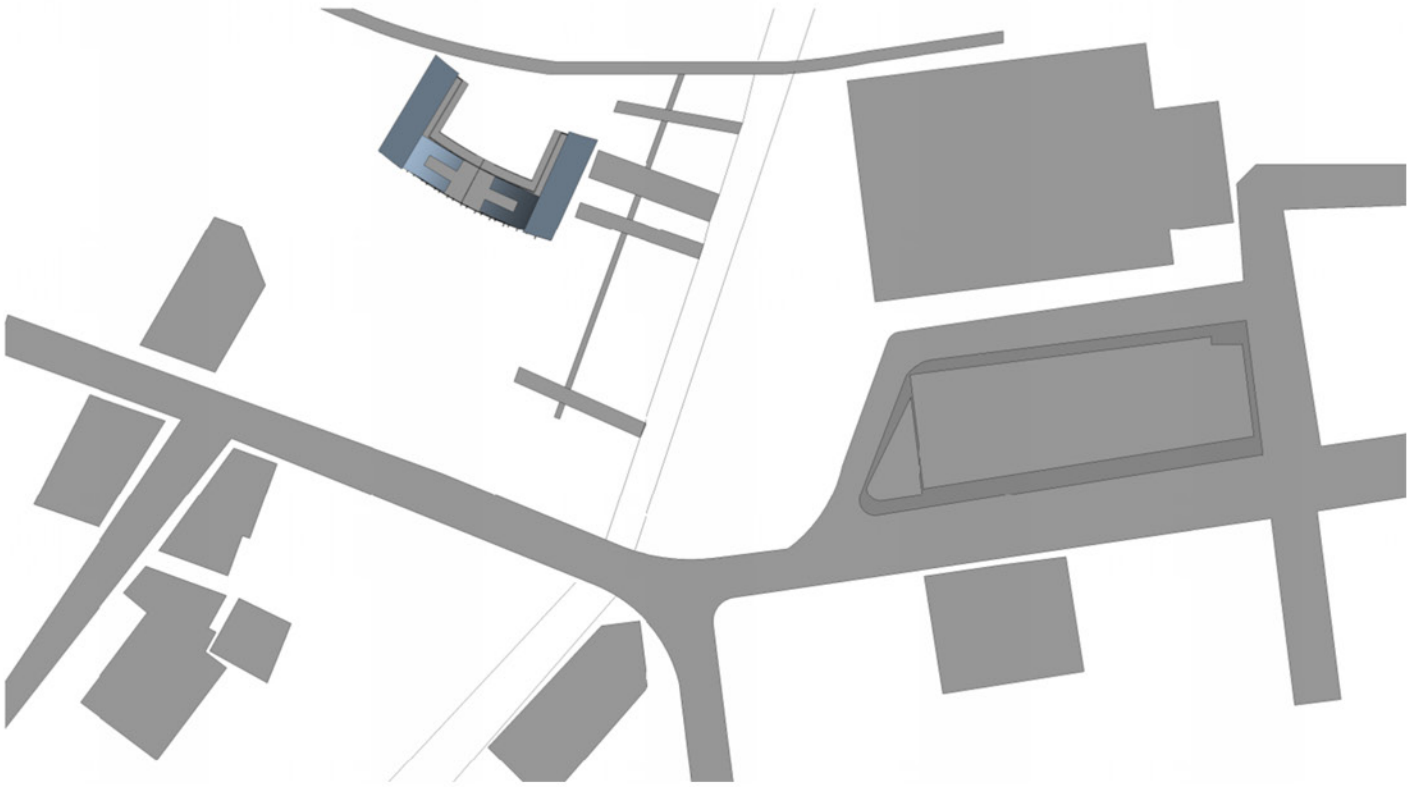


MASSING SKETCHES



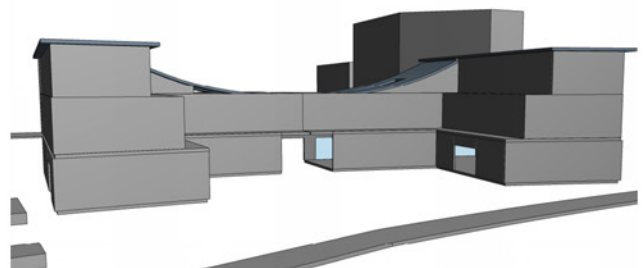
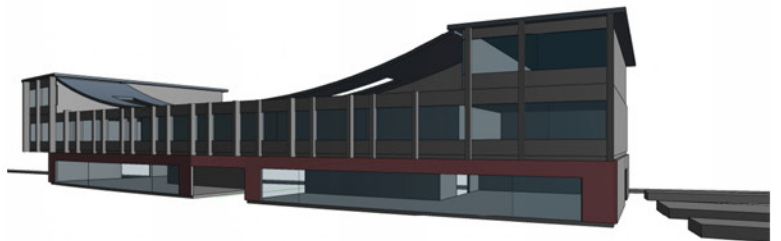
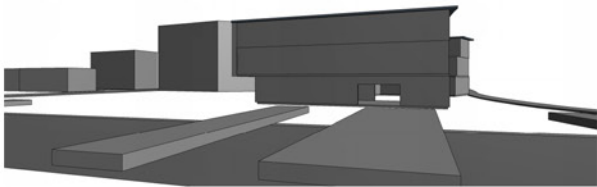
SCHEMATIC DESIGN

ITERATION 3



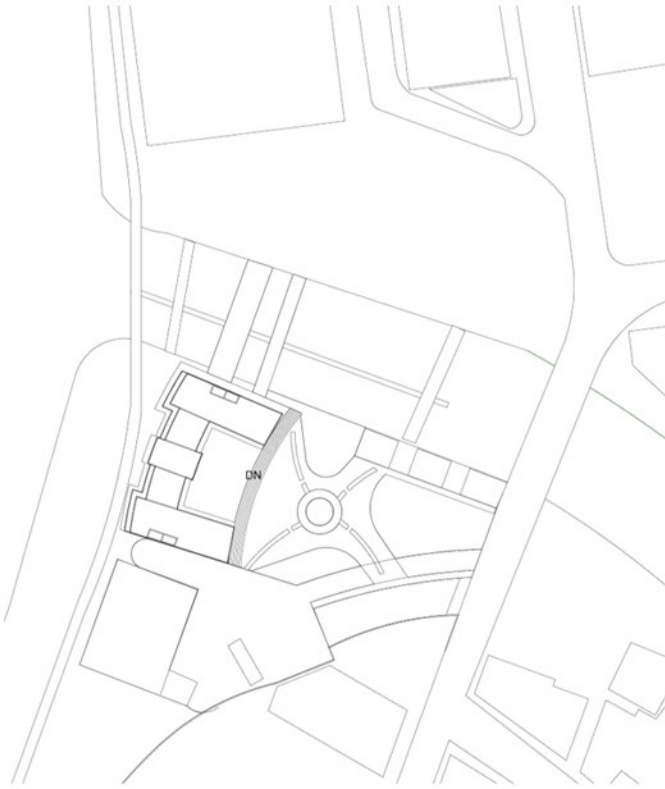
SITE PLAN

3D PERSPECTIVES



SCHEMATIC DESIGN

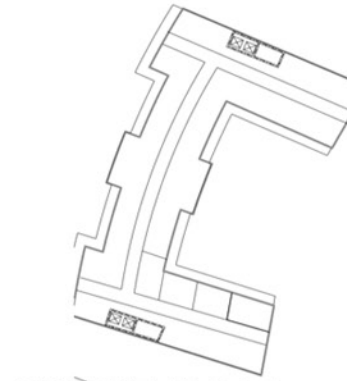
ITERATION 4



SITE PLAN

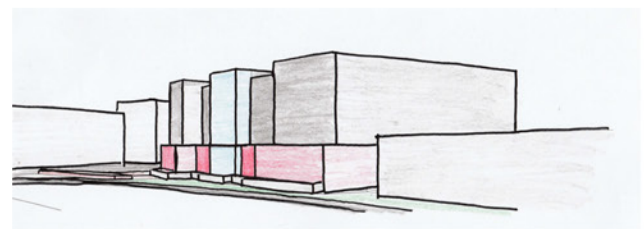
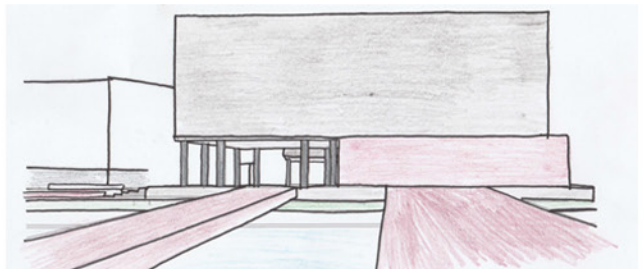
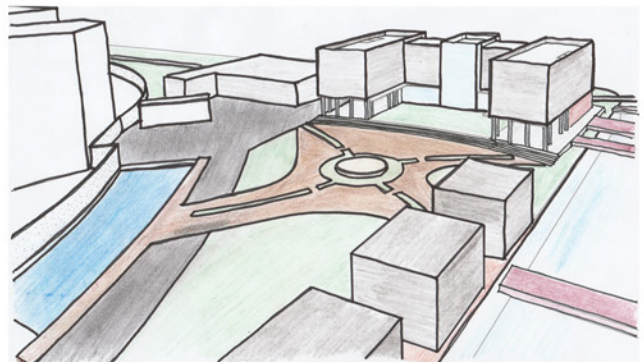
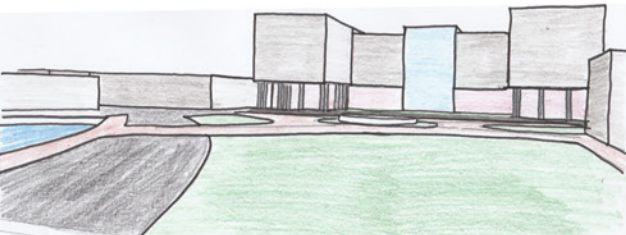
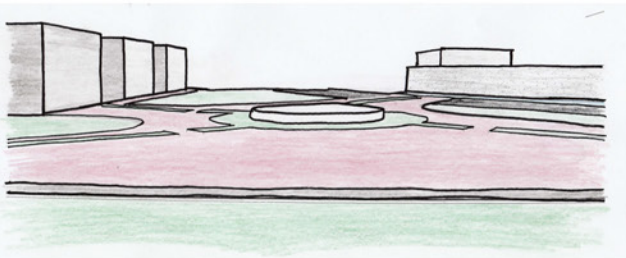
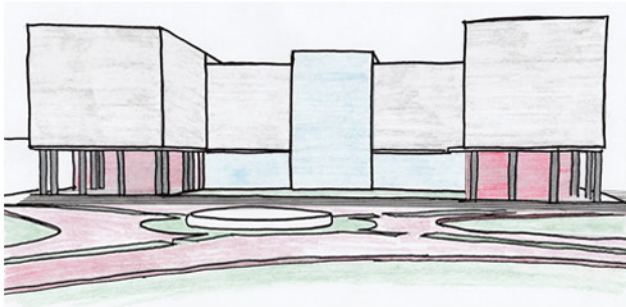


1ST FLOOR



2ND/3RD FLOOR

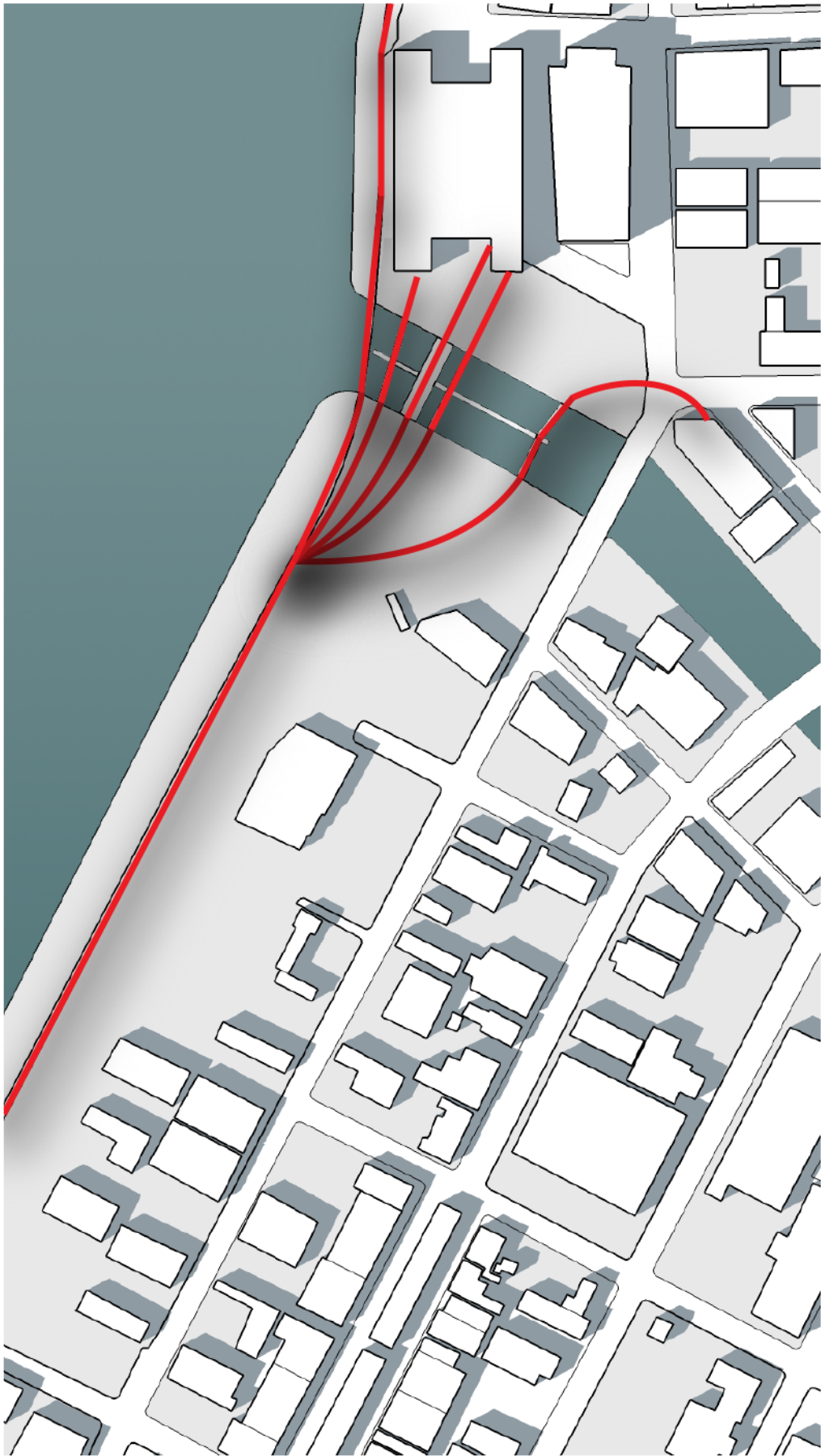
3D PERSPECTIVES



FINAL DESIGN:



SITE



1916 RAIL ROUTES - FORM INSPIRATION

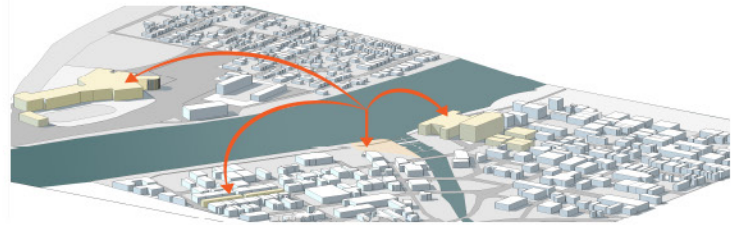
SITE



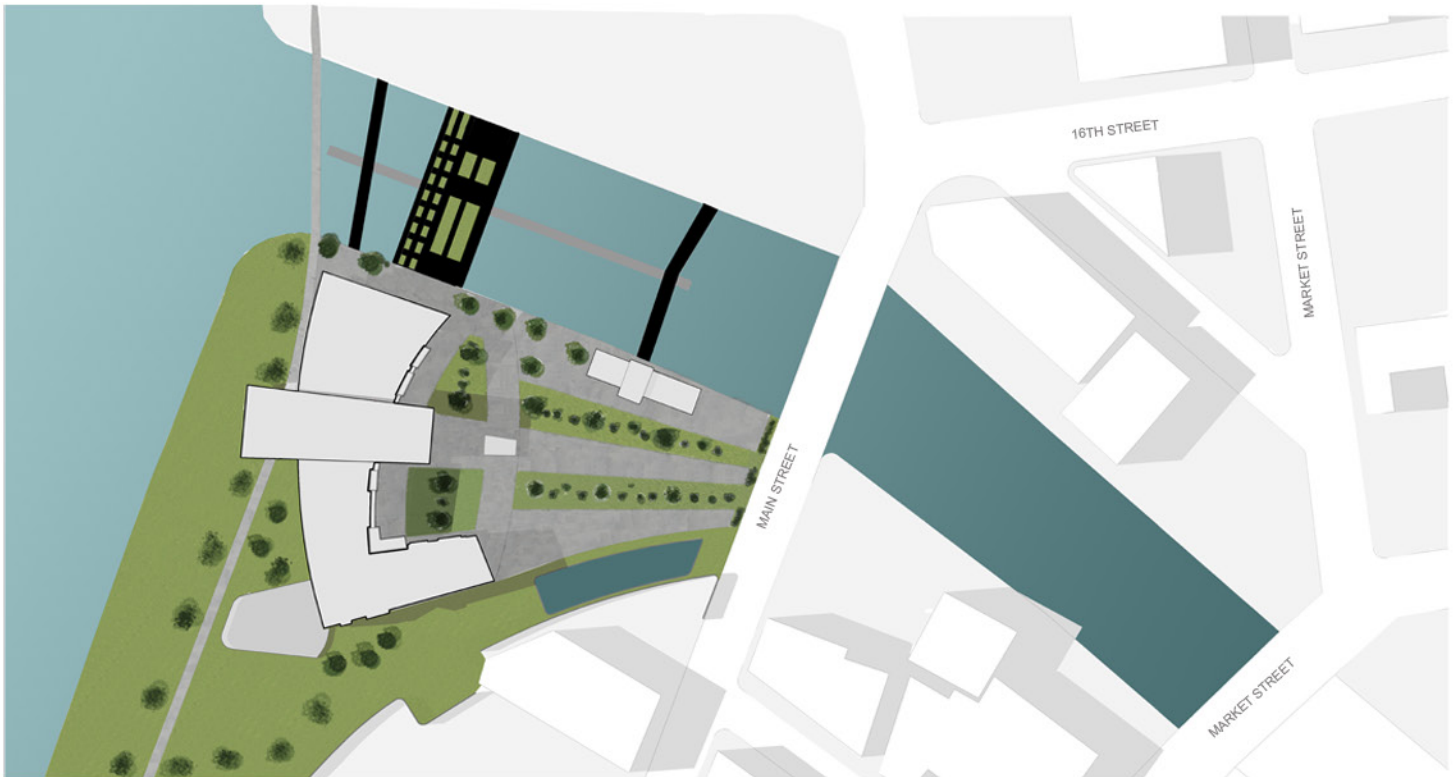
SITE PLAN 



WALKING PATHS



SITE CONNECTIONS



SITE PLAN 

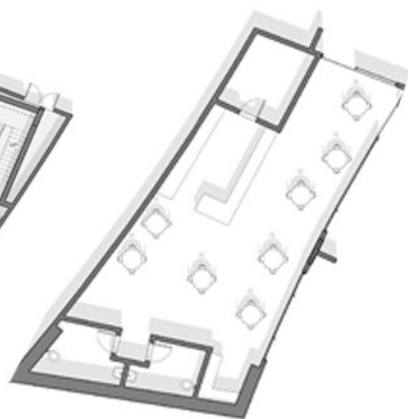
GROUND LEVEL



GROUND LEVEL 



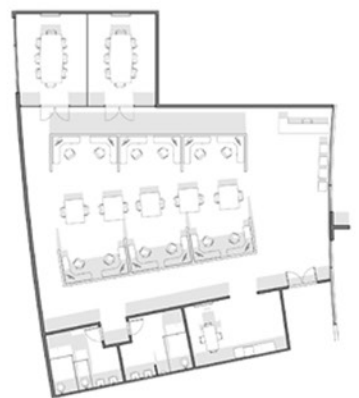
GYM/FITNESS



COFFEE SHOP



DAYCARE



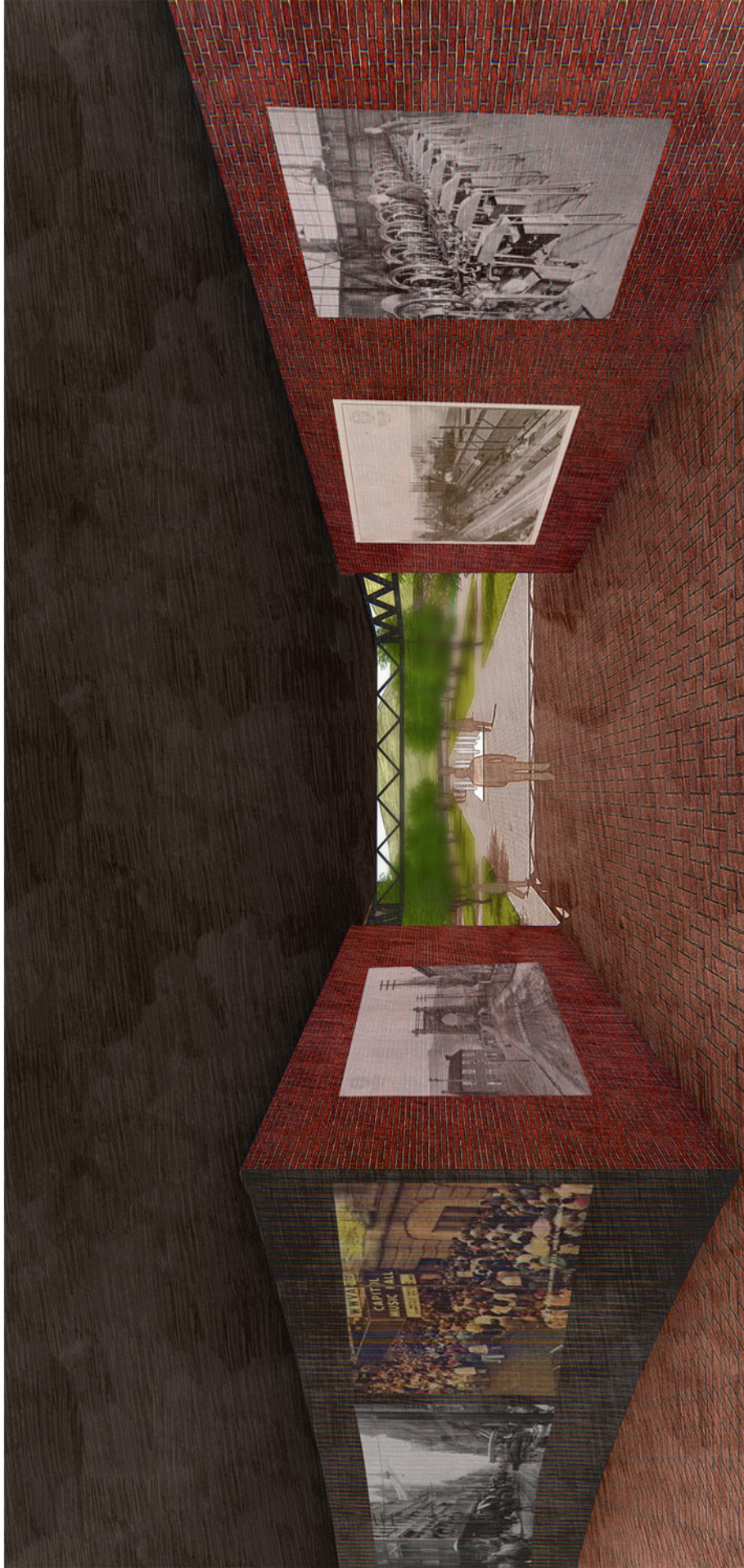
OFFICE SPACE

GROUND LEVEL RENDERS



VIEW FROM COFFEE SHOP

GROUND LEVEL RENDERS



VIEW FROM VOID SPACE

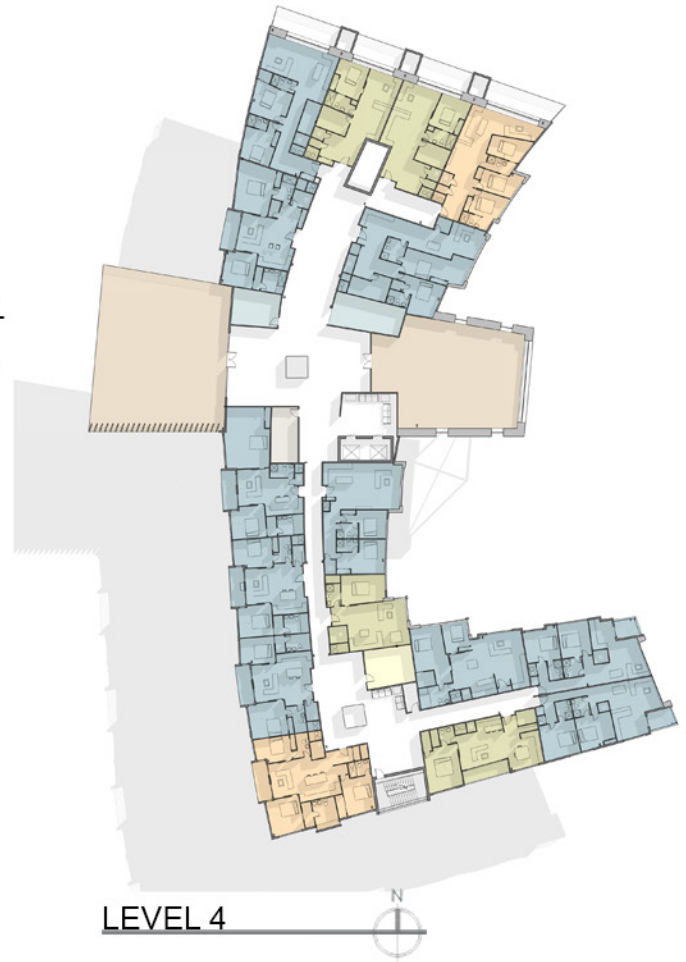
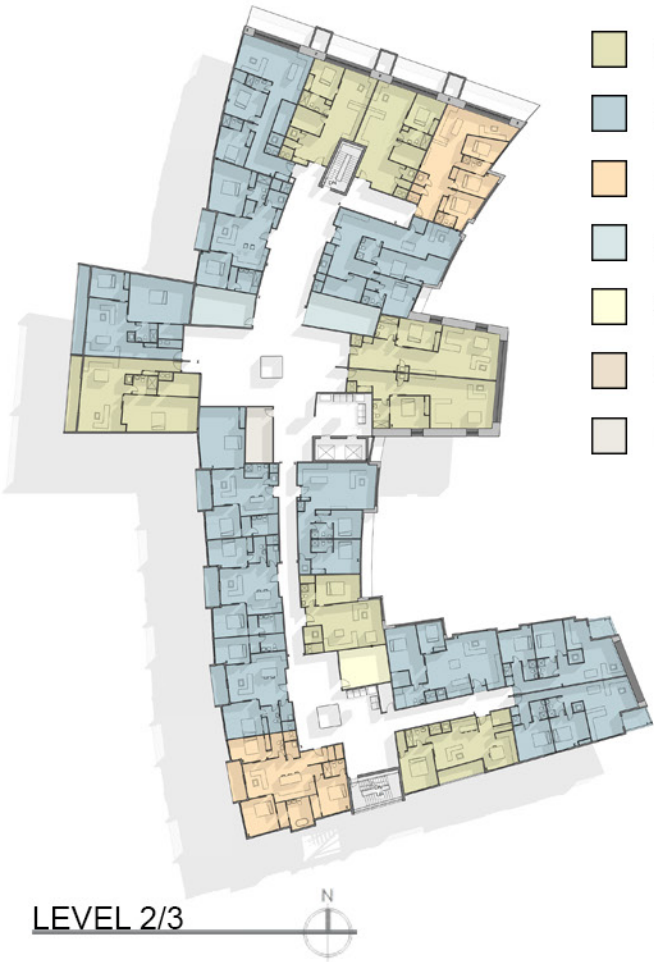
GROUND LEVEL RENDERS



VIEW FROM RAIL BRIDGES

LEVEL 2-4

- 1 BEDROOM
- 2 BEDROOM
- 3 BEDROOM
- STORAGE
- MECHANICAL
- COMMUNITY
- TRASH



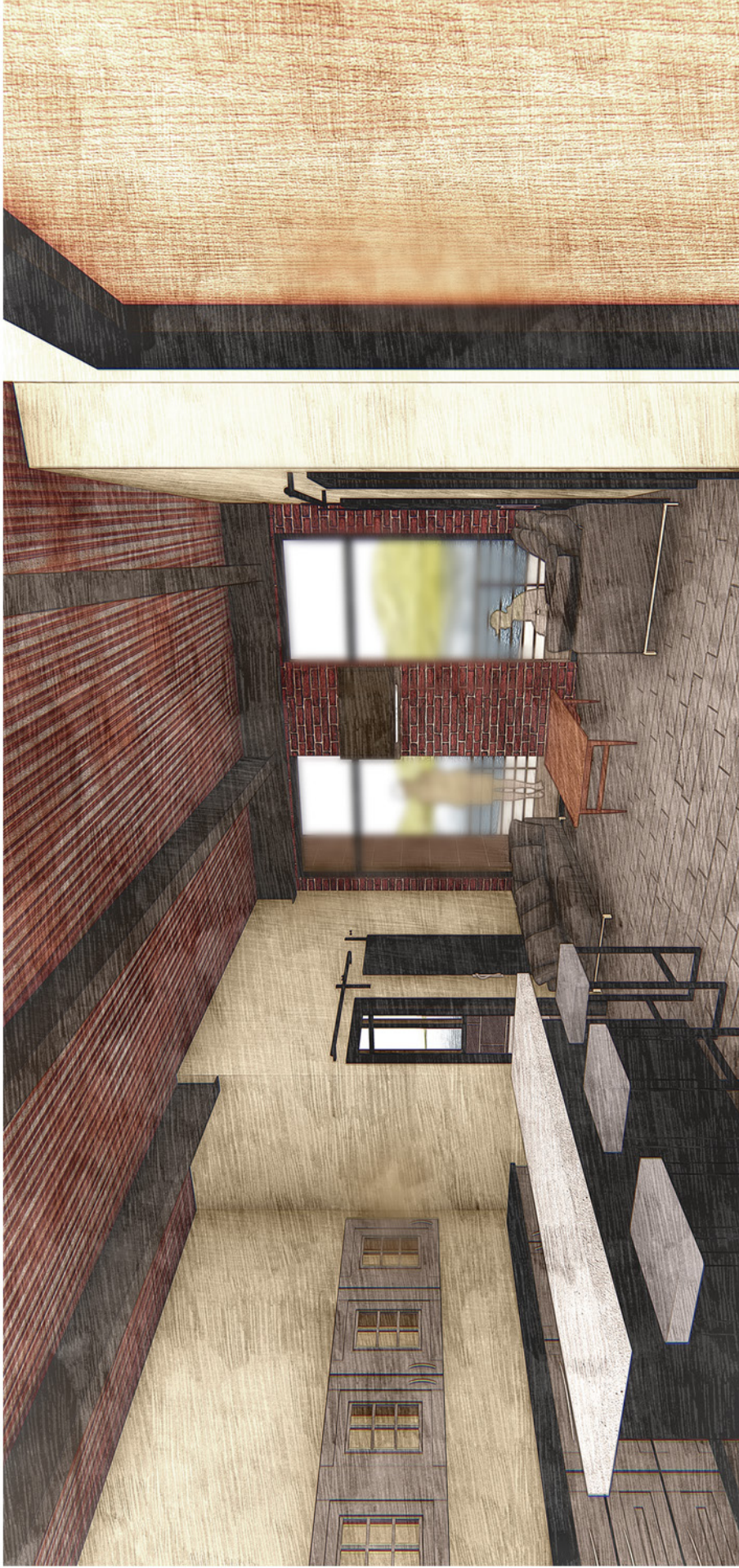
APARTMENT LAYOUTS





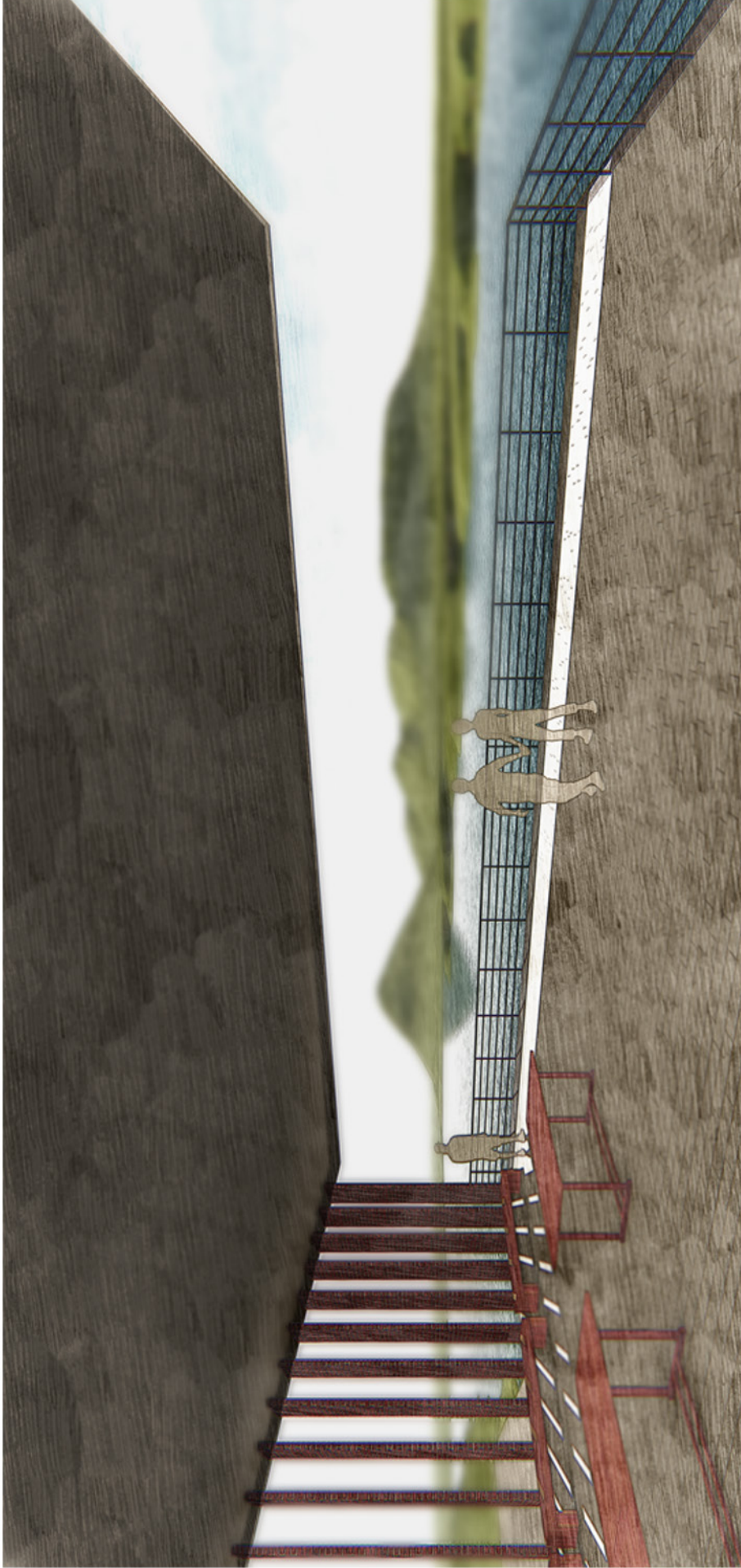
VIEW FROM BALCONY LOOKING IN

APARTMENT RENDERS



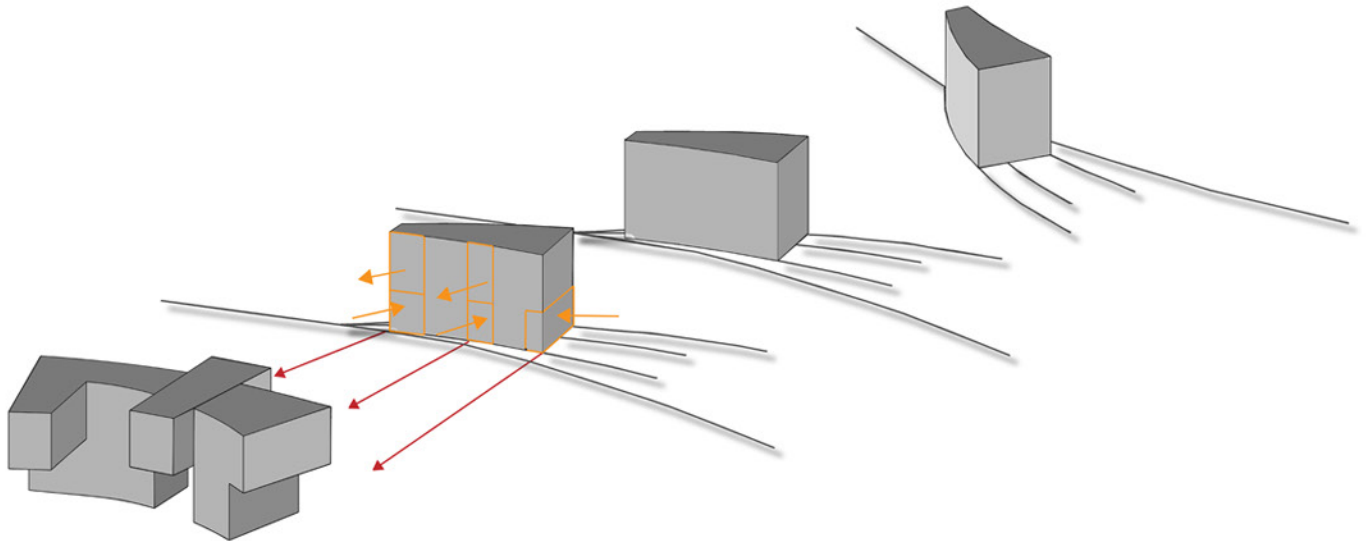
VIEW FROM APARTMENT ENTRY

APARTMENT RENDERS



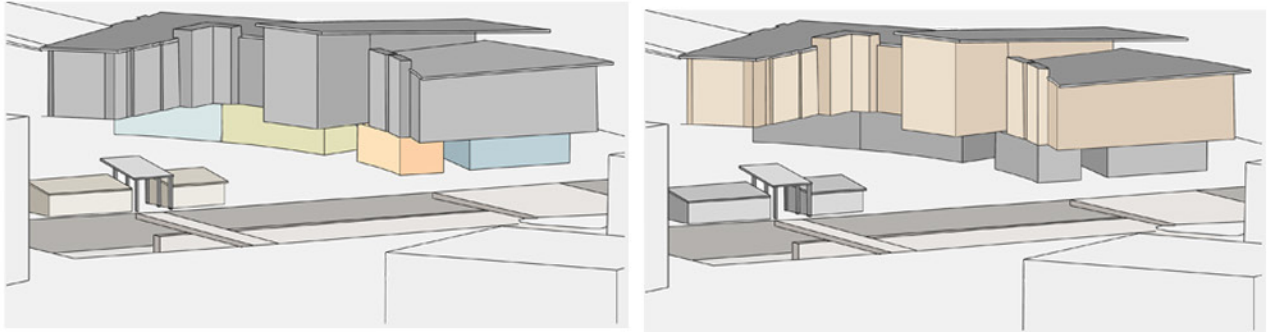
VIEW FROM OUTDOOR COMMUNITY SPACE

DESIGN DIAGRAMS

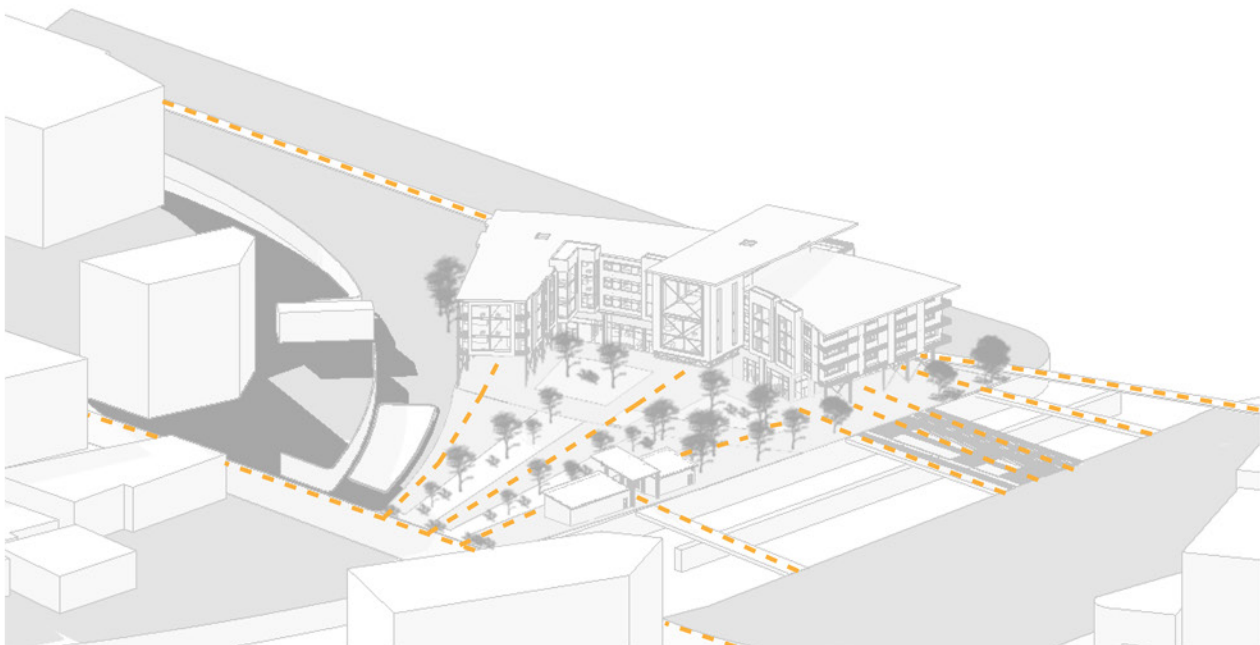


MASSING DIAGRAM

- OFFICE SPACE
- GYM/FITNESS
- COFFEE SHOP
- DAYCARE
- APARTMENTS
- KAYAK SHOP



PROGRAM DIAGRAM



SITE CIRCULATION

BUILDING RENDERS



BUILDING RENDERS



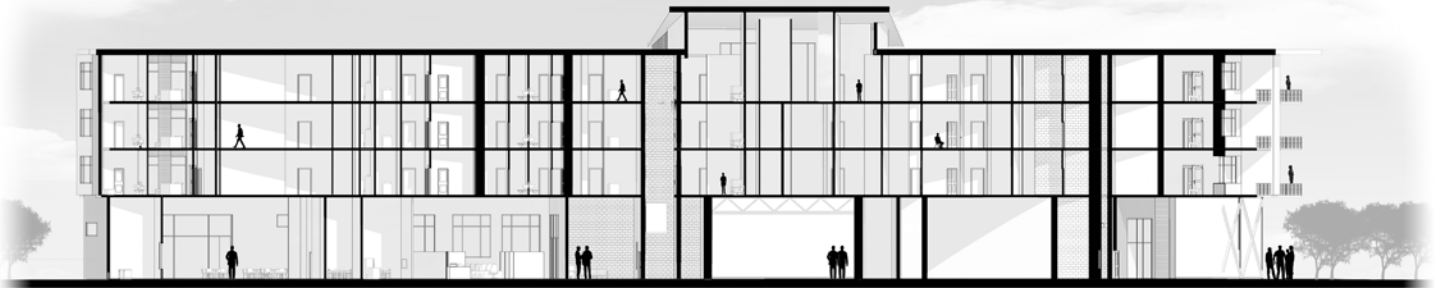
BUILDING RENDERS



BUILDING RENDERS



SECTIONS



LONGITUDINAL SECTION



LATITUDINAL SECTION



LATITUDINAL SECTION



SITE SECTION

ELEVATIONS

SOUTH ELEVATION



NORTH ELEVATION



EAST ELEVATION



WEST ELEVATION



FINAL DESIGN FACTS:**TOTAL SITE AREA:**

160,000 SQ. FT.

GROSS BUILDING AREA:

99,200 SQ. FT.

PROGRAM SPACES:**GROUND LEVEL:**

GYM/FITNESS:

2,540 SQ. FT.

COFFEE SHOP:

1,570 SQ. FT.

OFFICE SPACE:

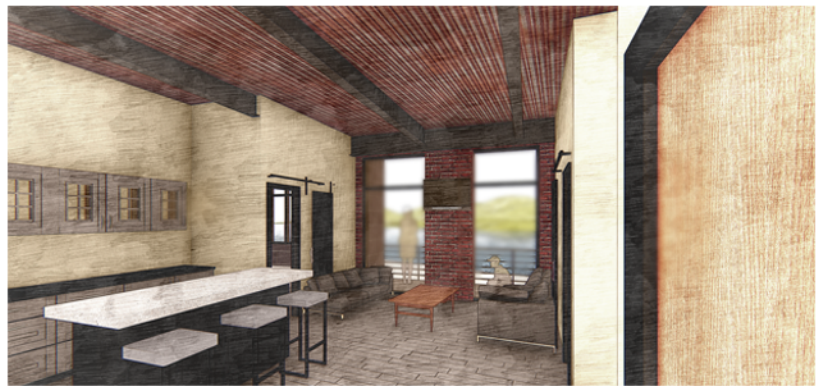
3,200 SQ. FT.

DAYCARE:

3,080 SQ. FT.

APARTMENT LOBBIES:

1,820 SQ. FT.

**LEVELS 2-4:**

TOTAL FLOOR AREAS (2,3,4):

29,000 SQ. FT.

1 BEDROOM:

750-1000 SQ. FT.

2 BEDROOM:

1,100 SQ. FT.

3 BEDROOM:

1,600-1,800 SQ. FT.

TRASH ROOM:

220 SQ. FT.

STORAGE:

400 SQ. FT.

MECHANICAL:

300 SQ. FT.

OUTDOOR COMMUNITY SPACE:

3,000 SQ. FT.

INDOOR COMMUNITY SPACE:

2,000 SQ. FT.

TOTAL NUMBER OF APARTMENT UNITS:

1 BEDROOM:

32 UNITS

2 BEDROOM:

18 UNITS

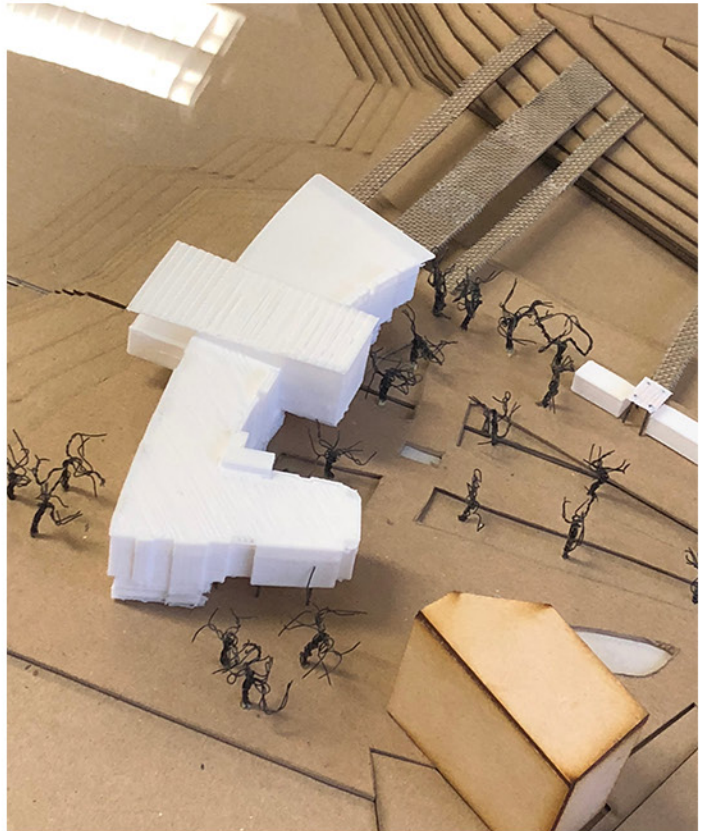
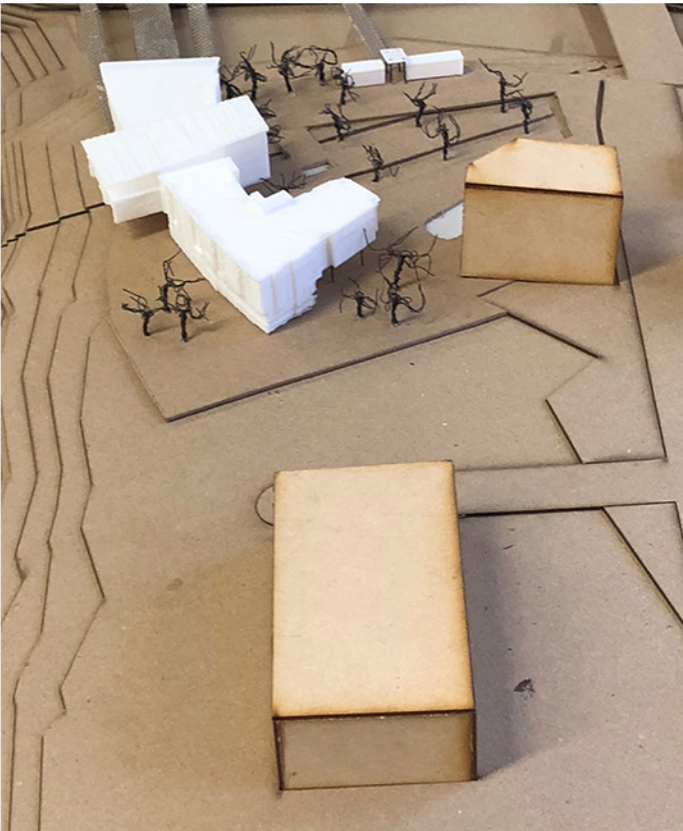
3 BEDROOM:

6 UNITS

TOTAL:

56 UNITS

MODEL PHOTOS



PRESENTATION PHOTOS



COMMENTARY:



COMMENTARY

LOGAN PATRICK

The thesis process, that started with the written paper, my main goal was to focus on the old abandoned buildings in Wheeling, West Virginia and reuse them in a way that benefited the city sustainably and economically. I also focused on creating a more walkable city and increasing the quality of life in my writing. I was and still am enamored with the industrial history and heritage of Wheeling and that really became a hard driving factor in the design process.

This leads me to the design portion of my thesis. I ended up choosing an abandoned B&O Railroad Depot that sat between the Ohio River and Big Wheeling Creek. I chose this site because of its industrial past and because of the proximity between the downtown, centre market, and Wesbanco Arena. The industrial past was apparent because of the abandoned rail bridges that remained in place. These rail bridges spanned Wheeling Creek and used to carry different goods and materials throughout the city and beyond. Also on the site was the main railroad on which all the other lines branched off. That main line was turned into a walking trail that runs throughout the city and through my site. Another important industrial indicator on my site is the via-duct wall that carried the passenger train through the city. To highlight the via duct I placed a water feature in front of it to make the history of the wall apparent to the users. So, I had all these elements on my site that contained the remnants of Wheeling's past and I decided to use them as design drivers and influencers.

One of the first decisions I made was attacking the program of the design project. Through interviews and talking with various professionals in Wheeling, I decided that one of the most glaring needs was the need for housing. There are not enough places for people that work in the downtown to live and I wanted to address this need. The main component of the design project ended up being apartments. The other parts of the building consisted of amenities for the apartment and the city, with spaces like a coffee/sandwich shop, gym, office space, and a daycare. So, the building ended up having residential on the top three floors, and commercial spaces on the bottom, becoming a mixed-use building.

As I stated earlier, I wanted to increase the walkability in Wheeling, so I pushed my building to the back of the site and encouraged pedestrians walking on the street to come into my site and explore. On the site there is a kayak shop and rental, so one can come and rent a kayak for the day and explore the Ohio River or Big Wheeling Creek. Probably the most important feature and the most fun to work with throughout the thesis process was the old rail bridges that spanned Wheeling Creek. There are 4 bridges in total and as of today, one cannot walk across them as they are blocked off due to their deterioration. They sit in a prime location due to the Wesbanco Arena being on one side and my site being on the other. I opened these bridges back up and restored them by giving them new structure and covered them with metal grating so one can see what they are walking on and remember the past. The spaces in between the bridges themselves I covered as well so they could serve as a little

A SEARCH FOR IDENTITY: HOW TO REINVENT THE POST-INDUSTRIAL PAST

park/seating area. In this park/seating area one can look out to the river and enjoy the view.

The form of the building is also rooted within those rail bridges I mentioned earlier. The rail bridges all branched off the main B&O rail line that what is now the walking trail. The branching lines created a curved shape the gestured towards the river. I mirrored this curve shape and allowed the curve to now gesture towards the city. The building ended up following this form and contained some cantilever and protruding shapes with void spaces as well. These void spaces allow for views towards the river while also creating defined entries into the building. The materials of the building also pay homage to the industrial era of Wheeling. I used corten steel, wood, brick, steel, and glass. The building contains structural members that also contribute to the industrial look. X-Bracing and trusses are left exposed to enforce the concept of the industrial era. These are used to remember the past, but also show what the now and identity of Wheeling can become.

During my presentation the main topic that I was critiqued on was the program I chose for the building. The reviewers mainly thought the choices of the program were not warranted towards the idea of my project which was to create a new identity for the city of Wheeling. The reviewers thought I may have skipped a few steps and needed to rethink how the city would need different spaces to kick start the new identity. As I said earlier, I chose to do apartments because of the glaring need for them. There is nowhere to live in the downtown as of today, and I know these units would be the talk of the town and be rented out extremely quick. All the reviewers assumed that my project would be an adaptive reuse project and I think they could not get over the fact that I produced a new construction project. I kept the adaptive reuse portion of paper in the design project with the rail bridges. As stated earlier, I repurposed these bridges and turned them into pedestrian bridges and park space. I would have liked to be critiqued more on the architecture of my building, but it did not happen that way.

In the end, I started the thesis process by thinking about revitalizing the post-industrial city, Wheeling, West Virginia, by using historic preservation, adaptive reuse, walkability, and sustainability. While some of these ideas may have faded, I feel I incorporated them some way or another into the design portion of the thesis. I used these main ideas to influence my design. I would have liked to go more in depth in some areas but I feel like my project for the most part was successful in showing that how a post-industrial city can be rethought while not losing the history which made it relevant in the first place.

I would like to thank my Thesis Committee, Mary Ben Bonham, Ben Jacks, and Gulen Cevik for all their help throughout the thesis process. I would also like to thank all my studio and various professors for their help throughout this thesis journey, Diane Fellows, John Becker, and Raffi Tomassian.