



Virginia Commonwealth University  
**VCU Scholars Compass**

---

Theses and Dissertations

Graduate School

---

2023

## INTERSECT- On the corner of Princess Anne and William

Madison M. Goff  
*Virginia Commonwealth University*

Follow this and additional works at: <https://scholarscompass.vcu.edu/etd>



Part of the [Interior Design Commons](#)

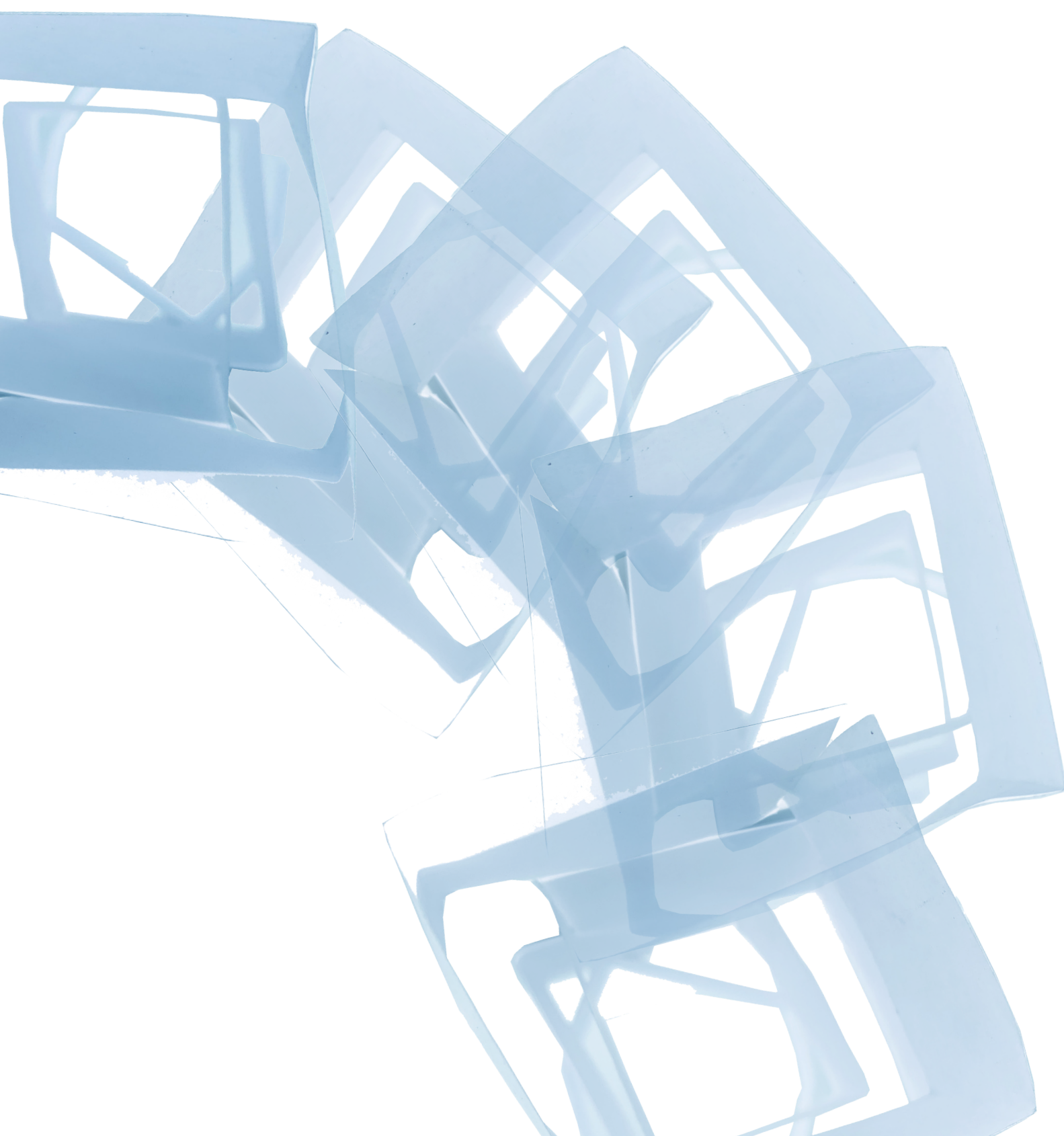
© The Author

---

**Downloaded from**

<https://scholarscompass.vcu.edu/etd/7346>

This Thesis is brought to you for free and open access by the Graduate School at VCU Scholars Compass. It has been accepted for inclusion in Theses and Dissertations by an authorized administrator of VCU Scholars Compass. For more information, please contact [libcompass@vcu.edu](mailto:libcompass@vcu.edu).



# INTERSECT

On the corner of  
Princess Anne  
and William

MADISON GOFF  
MFA | VCUarts Interior Design  
Spring 2023





# TABLE OF CONTENTS

4	DECLARATION
6	ABSTRACT
8	LITERATURE REVIEW
18	CASE STUDIES
28	SITE
36	MODEL
38	CONCEPT
44	PROGRAMMING
46	BUBBLE DIAGRAMS
50	SCHEMATIC
54	MOODBOARD
58	FINAL FLOORPLANS
66	PRIMARY SPACES
88	BIBLIOGRAPHY
92	ACKNOWLEDGEMENTS



# DECLARATION

Designer Barbara Barry stated, ““Underneath all I design, lies the solid belief that beauty is a positive force.”“

In my design practice, I believe it is important to prioritize:

## SUSTAINABILITY

Designing sustainably helps reduce the consumption of non-renewable resources, reduce negative impacts on the environment, and encourage healthy utilization of buildings.

## CREATIVITY

Design should be both creative and functional, as it is an art form that must meet the needs of the users while also pushing the boundaries of aesthetic expression.

## SELF EXPRESSION

Design should be a form of self-expression, as it allows individuals to convey unique perspectives, personalities, and values through their creations. Without diverse opinions and styles, design would risk becoming monotonous and uninspiring.

## JOY

Design should be enjoyable for the designers and push boundaries, as design is not only an occupation but a persuasive aspect of our environment that surrounds and shapes our daily lives.

## IMAGINATION

Design should be inspiring, as it has the power to capture the imagination and spark new ideas, whether through the beauty of its form or the ingenuity of its function. There is no better feeling than walking into a structure and staring in awe at the beauty and sometimes mystery of a building.



After a worldwide pandemic, perspectives towards personal space and private quarters have shifted. Social distancing procedures during COVID-19 altered the use of space, even after vaccinations have been administered. After limits on large gatherings and keeping 6 feet away from each other, what is the expectation that people hold now when in public? Research will include interviewing the intended user groups (students and travelers), designers who are familiar with hospitality and hostel design, and hospitality professionals. The perspective on private and public space has shifted after the pandemic, so a survey will target hostel age groups that could help understand the correct approach to the separation of the two. What are the boundaries of personal space when sharing a room and how and when can it shift into discomfort? (Stix, 2022)

Edward T. Hall who created the term proxemics, defined four scales of distances between people in his book, *The Hidden Dimension*: “intimate (less than 1.5 feet – shared with dear ones), personal (1.5 to 4 feet – shared with good friends and family), social (4 to 12 feet – shared with acquaintances) and public (12 to 25 feet and more – shared with all).” (Hall, 1966)

The intention of this thesis project is to research and push the boundaries of a space that explores the shift in proxemics and the expectations of hostel guests. A hostel, defined as a room occasionally shared with strangers, offers an opportunity to explore these new boundaries within shared spaces.



Image taken by Charley Carter / Shutterstock

On a global scale, the younger generations are waiting to settle down, and instead traveling more. (Lee, 2018)

Hostels have become more popular with this shift in perspective and offers a more affordable alternative to expensive hotels when traveling more frequently. (Wilkinson, 2022)

Michigan University conducted an experiment on twelve people after Covid-19 and their comfort level around others. The Doctor who led the experiments, Dr. Holt, explains that the “Findings support an idea that goes back to Freud’s original insights that our conscious worries and beliefs about our lives can influence our day-to-day behavior in ways that we are not aware of.” Dr. Holt also mentions that two feet was the average personal space requirement in public situations before the pandemic, and since experiments have proven that the personal space requirements have expanded, certain spaces such as small rooms and elevators may be uncomfortable. (Massachusetts General Hospital, N.D.)

In contrast, Sociologist Vikas Mehta wrote an article that stated that the change in proxemics created a yearning for socialization, which led to the redefinition of both personal and public spaces. For example, neighborhoods were once seen as private spaces which then transformed during the pandemic, and became opportunities of socialization with neighbors and family. (Mehta, 2020)

The hostel offers an affordable lodging experience within a historic structure in Fredericksburg, Virginia that creates a unique separation between the private and communal spaces.

# ABSTRACT



Image taken by <https://www.choicehotels.com/virginia/fredericksburg/travel-guide>





Image taken by [https://blog.virginia.org/wp-content/uploads/2018/11/NV21041401P\\_004.jpg](https://blog.virginia.org/wp-content/uploads/2018/11/NV21041401P_004.jpg)

# LITERATURE REVIEW

After a worldwide pandemic, perspectives towards personal space and private quarters have shifted. Social distancing procedures during COVID-19 altered the use of space. After limits on large gatherings and keeping six feet away from each other, what is the expectation that people hold when in public now? As a college student in a pandemic, there was a shift in a sense of community that I experienced on two different college campuses during my undergraduate and graduate years. When limited to solitary, a small social circle, and social distancing for two principle and influential years of development of the early adult years, how can a sense of community be implemented once again? Early and mid-twenty-year olds were highly affected during fundamental education and social years and it can be seen that there are residual effects from the distancing requirements during the pandemic. There is a struggle as to whether to incorporate a social aspect into a post-pandemic routine or to revert to the pre-pandemic society. A sense of community is an important aspect to a thriving society and individual wellbeing. The intention of this thesis project is to research and create a project that will encourage gathering and creating a sense of community. The act of communicating, having affectionate and friendly physical touches, participating within groups, and holding doors are all becoming a lost art. (Lee, 2018) Community, defined by Oxford Dictionary is "A feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals." By communicating with others and participating in events, it creates a fellowship with others.

A business type that challenges privacy boundaries and limitations, and can bring others together is a hostel. A hostel includes shared rooms and encourages group activities that can assist in reinstating those behaviors mentioned previously. On a global scale, the younger generations are waiting to settle down, and instead traveling more. (Lee, 2018) Hostels have become more popular with this shift in perspective and offers a more affordable alternative to expensive hotels when traveling more frequently. (Wilkinson, 2022) Mental health and wellbeing have become more encouraged and comfortable to discuss in the past few years. Socialization has positive, influential benefits towards mental health which has been severely affected during the pandemic. (Mehta, 2020) This project will explore the new definition of a community post-pandemic, the comfortability and change in post-pandemic proxemics, and the expectations of the guests of the hostel and of the local citizens. The intended project will not only create a community within the user group, but with the surrounding city that the project is located within. How can the local citizens be encouraged to gather and assist in the rebuilding of a community? This project will explore a hostel that can adjust the number of rooms and beds within each room, and a lobby and art gallery space that will bring in the residents and create an area that encourages socialization.

This hostel will propose an affordable lodging experience within a historic structure which provides an opportunity to separate and create moments of privacy within the private and communal spaces. The site is in a historical district, near multiple universities and local businesses. This business will attract a tourist crowd and students. Olde Town Fredericksburg has a lack of affordable lodging. The site is located between two large cities, Washington D.C., and Richmond, Virginia. Both cities have a large student and young adult populations. The challenge of designing this hostel is creating rooms that are shared while offering moments of privacy and making decisions that are cohesive with the historical exterior.

A hostel, defined as a shelter that provides singular rooms occupied with several bunk beds, shared with strangers, offers an opportunity to explore these new boundaries within shared spaces. The aimed user group are early to mid-twenty year olds. That age group is the primary market for hostels and is prevalent within Fredericksburg. The intended purpose for the project is to encourage the hostel guests and the local citizens to gather, assist in the growth of the local economy, and create a sense of community within Olde Town Fredericksburg. The Olde Town local economy struggled during the pandemic when businesses had to close for the safety of workers and customers. By creating a space that captures the community's attention and encourages them to visit, it can increase the local economy and offer a chance to gather and socialize. The building that the hostel will be utilizing is a historic structure that has had a long past, has held many titles, and has a large involvement within the local community. This will be an adaptive reuse project, which is most common within the city of Fredericksburg due to the strict historic district regulations.

The building will be classified as a mixed-use. The program includes shared guestrooms, shared bathrooms, a lobby, a cafe, housekeeping, and gallery/ event space. The lobby and the guest rooms will be adjustable for the appropriate group amounts. The gallery/ event space will be open to the public and will encourage the integration of the guests and the local residents. The lobby will also be open to the public and available to socialize, do remote work, and dine at the café. Currently Olde Town Fredericksburg is without a space for group gatherings and places that encourage socializing.

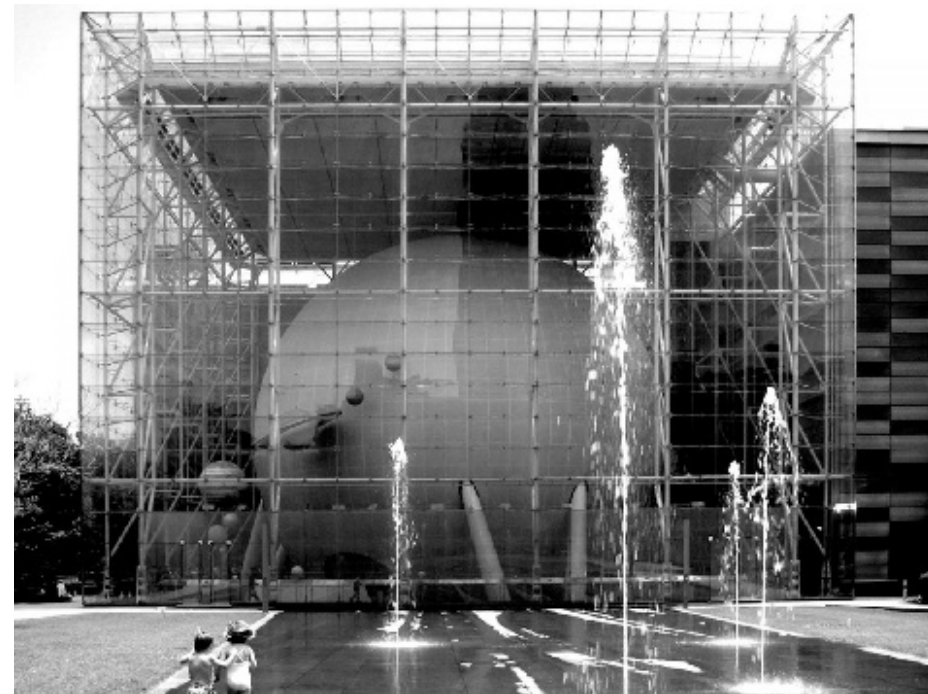


Photo of Hayden Planetarium.  
Image taken by <https://www.ennead.com/work/rose>

During the pandemic schools, businesses, and social events were all shut down and shifted into remote positions. The sense of a community was minimized and has since then become individual and isolated. (Mehta, 2020) In childhood, children are encouraged to join sports, clubs, and build up a great resume for college. In college students join clubs, Greek life, or work on campus outside of their studies. After graduation, there are less resources and opportunities to stay social, be involved with the local community, and to stay active outside of their occupation. Early to mid-twenty year old's are still maturing and need a community to stay active and socialize within. How can this community be built and encourage the aimed user group to be active within? How can a hostel become a place to gather?

The giant arched windows of the building are visible from both William and Princess Anne streets, especially at nighttime, and according to what is designed on the first and second floors, it could encourage the curiosity of the viewer on the street to enter and investigate. A precedent for the thesis project is Hayden Planetarium designed by Enead Architects in New York. The structure consists of a transparent glass cube structure that has a large spherical element inside the cube which is visible to the outside. By having a transparent layer of architecture, it sparks curiosity and invites the viewers inside.

A great example of a Fredericksburg icon is the railroad bridge over the Rappahannock River. It has been utilized within many artworks and logos as it became familiar and loved by the residents. How can this building's design replicate a similar feeling as the Fredericksburg bridge?

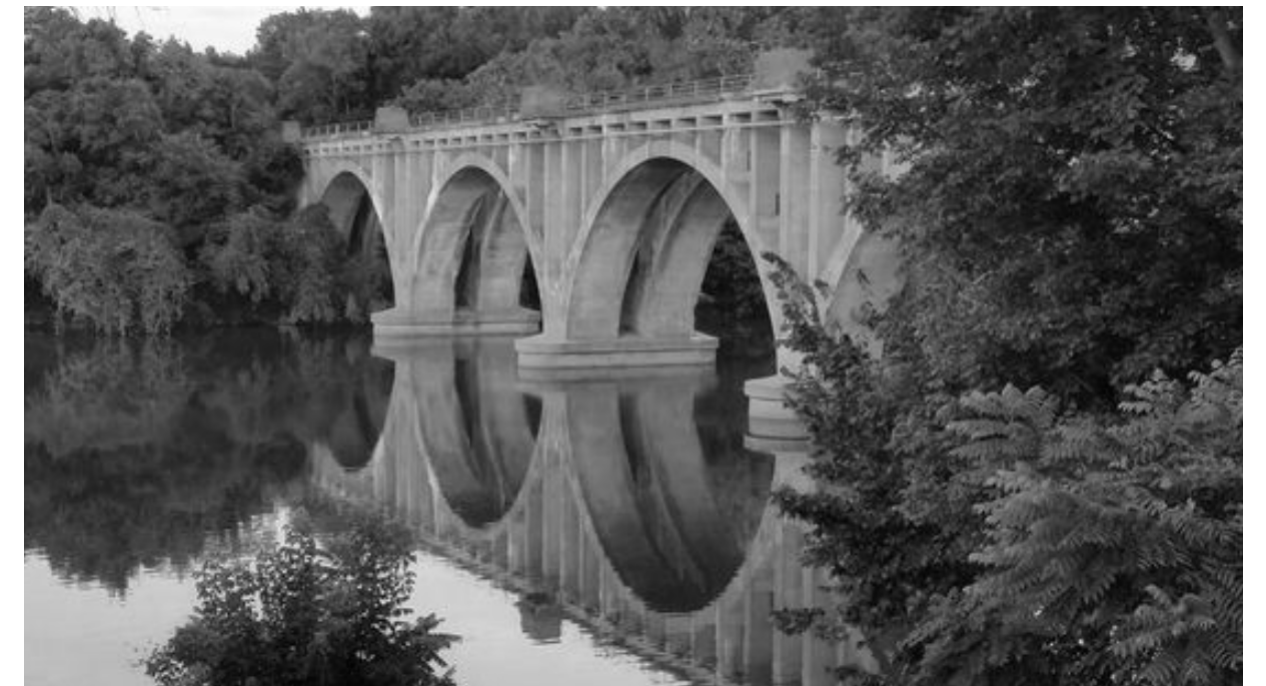
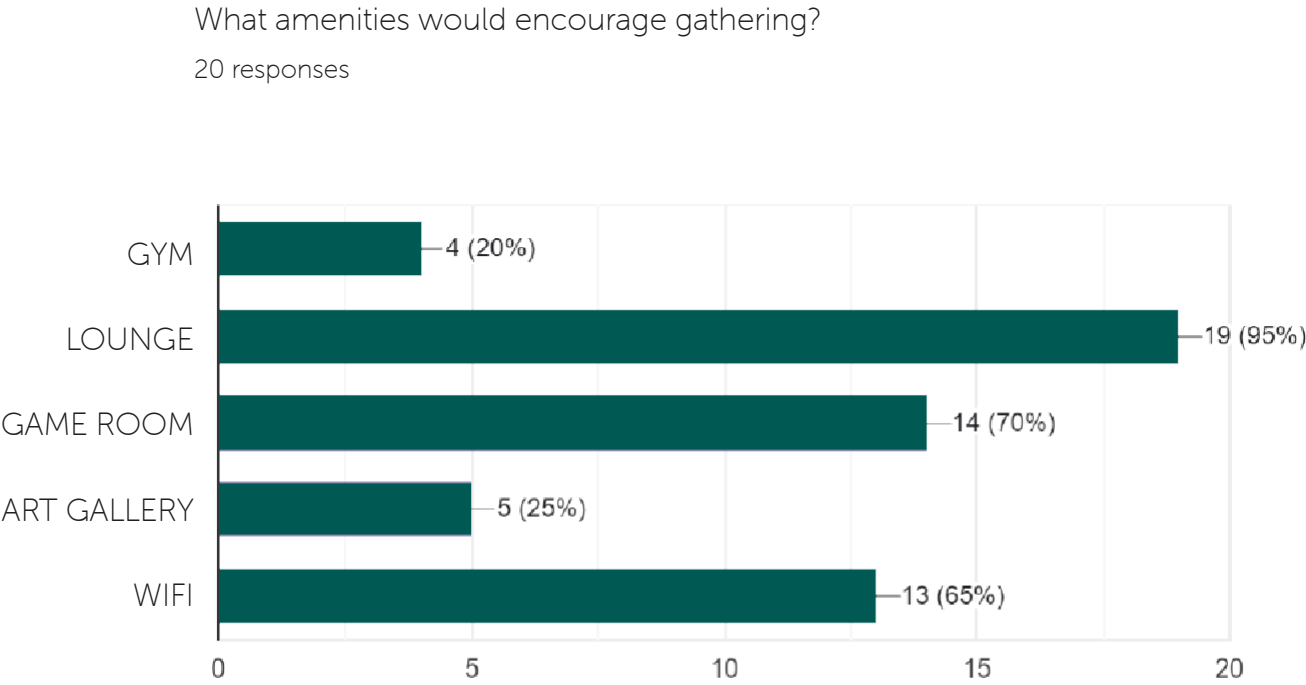


Photo of Fredericksburg railroad bridge.  
Image taken by <https://www.pinterest.com/pin/397020523379026780/>

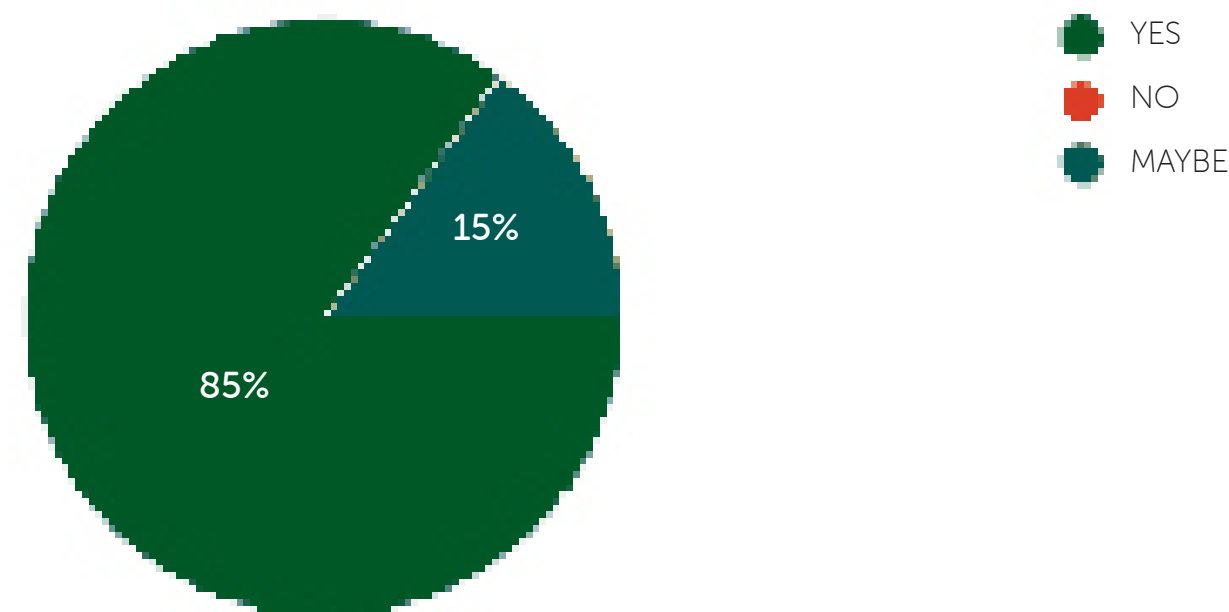


Edward T. Hall, who created the term proxemics, defined four scales of distances between people in his book, *The Hidden Dimension*: “intimate (less than 1.5 feet – shared with dear ones), personal (1.5 to 4 feet – shared with good friends and family), social (4 to 12 feet – shared with acquaintances) and public (12 to 25 feet and more – shared with all).” (Hall, 1966) Proxemics has always been a principal factor in space planning. However, the distances have shifted since the year 2020. Social distancing measures were put into place right after Covid-19 where individuals were to stand six feet apart. Certain areas reinforced this measure by placing stickers on the ground to request those to stand on when in line or in a crowded area. Room dividers such as partitions and transparent acrylic sheets were utilized to create barriers to prevent a further spread of the disease. After following the new protocol for two plus years, it is difficult to adjust to large crowds and be active within the community. (Mehta, 2020) Michigan conducted an experiment on twelve subjects after Covid-19 and their comfortableness around others. Dr. Holt, who led the experiments, explains that the “Findings support an idea that goes back to Freud’s original insights that our conscious worries and beliefs about our lives can influence our day-to-day behavior in ways that we are not aware of.” Holt also mentions that two feet was the average personal space requirement before the pandemic, and since experiments have proven that the personal space requirements have expanded, certain architectural features such as small rooms and elevators may uncomfortable. (Massachusetts General Hospital, N.D.) At the same time, sociologist Vikas Mehta wrote an article that stated the change in proxemics created a yearning for socialization which led new definitions of personal and public spaces. For example, neighborhoods were once seen as private homes, and became opportunities of socialization during the pandemic. (Mehta, 2020)

Since the perspective on private and public space has shifted after the pandemic, a survey was developed and sent out to correctly identify target age groups and their prior hostel and social distancing experiences. This survey assisted in identifying the correct approach to the separation of the two and of the expectations of hostels that this age groups holds. What are the boundaries of personal space when sharing a room and how can it shift into discomfort? (Stix, 2022) Research includes interviewing the aimed user group (Students and travelers), designers who are familiar with hospitality and hostel design, and hospitality professionals. A google forms survey was sent out anonymously to twenty recipients which lead to the following results. Out of twenty responses to a survey asking about prior hostel experiences, 85% were between the ages of 20-29. 10% were between the ages of 50-59 and 5% were between the ages of 40-49. Out of the twenty responses to the survey, 50% have been to a hostel and 50% have not. Thirteen responded yes to the question they would stay at a hostel in the future.



Do you find yourself yearning to travel more after 2 years of social distancing?  
20 responses



Seven of the respondents described their prior experience as pleasant, six as fun, and five as enjoyable. Ten of the respondents described their experience as affordable. Zero of the respondents described their experience as awful, boring, and out of their budget. Four described their experience as uncomfortably close quarters, two as awkward and empty. Five respondents described their experience as safe and secure and four stated it provided lots of amenities.

When asked to select what amenities were provided, seven responded that there were gender specific guestrooms and six responded with gender specific bathrooms. Six of the respondents responded with gender neutral guestrooms and five with gender neutral bathrooms. Eight responded that there was secure storage space (lockers) and nine selected a lounge. There were no TVs in the guestrooms, but there were seven that responded that there were TVs in the lounge room. Five responded that there was a cafe and/ or a coffee bar, game room, and a refillable water station. nine responded that there was Wi-Fi or computer access. When asked how their hostel would create a better environment/ stay, responses were to have 24/7 reception, wristbands with important information such as address and taxi's phone numbers, cleanliness, natural light, provided towels, guided tours/ discounts around the area, and better privacy and security. Two responses stated that the lounge and cafe areas were important as it maximized the amount of people they interacted with on their trip. When asked what are certain attributes that are included within a space that would encourage gathering? Lots of seating in the common areas, pool tables, tv, outlets and charging ports, events, casual music, and drinks and snacks were answered. When asked what amenities would encourage gathering, four answered gym, nineteen answered lounge, fourteen answered game room, five answered art gallery, and thirteen answered Wi-Fi.

When asked to scale their comfort level towards sharing rooms pre-pandemic (with 1 being least comfortable and 5 being most comfortable), three listed 1, five listed 2, three listed 3, four listed 4, and five listed 5. When asked to scale their comfort level towards sharing rooms post-pandemic (with 1 being least comfortable and 5 being most comfortable), five answered 1, four answered 2, two answered 3, five answered 4, and four answered 5. When asked if the respondents find themselves yearning to travel after two years of social distancing, seventeen (85%) answered yes and three (15%) answered maybe. These questions are vital to the research behind the design of the hostel and its ability to correctly create a space for travelers and the residents to gather and socialize post-pandemic.



A hostel could provide an affordable lodging option for young travelers and space for the city's citizens to congregate and socialize. 20 year olds are delaying settling down and starting families and instead traveling more which requires affordable lodging. A hostel is a place to safely stay the night and possibly create acquaintances with other visitors. Socialization outside of college has become more difficult than usual due to the longstanding effects of the pandemic and the new proxemics it has created. Being involved outside of an occupation and having companions to talk to is vital to brain development and mental health. The hostel will have a public lobby and gallery space which will also bring the city's residents in to gather and socialize. The location for the hostel will assist with the local economy and its marketing as it sits on the two main one-way streets in Olde Town Fredericksburg. This hostel will be a resource and a positive experience for travelers and the local community surrounding.



Site images taken by Madison Goff



# CASE STUDIES

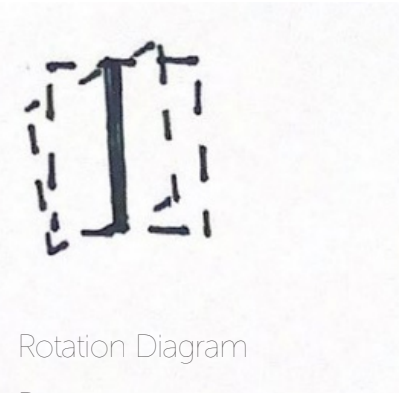
Three design project case studies were analyzed considering their site and floorplans, their furniture, and functionality. These hospitality spaces included Mumokuteki Concept Bookstore in Beijing, China, Native Hostel in Austin, Texas, and Ace Hotel in Sydney, Australia. These case studies are great precedents for this thesis project and how to create a separation of private and public spaces within a shared space.

## MUMOKUTEKI CONCEPT BOOKSTORE

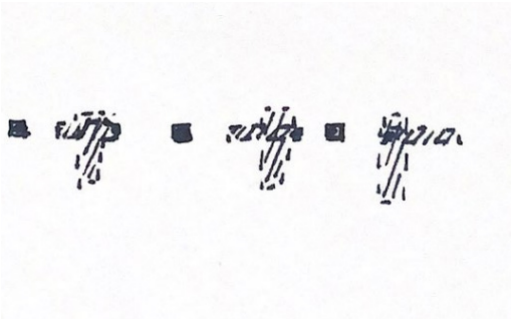
Beijing, China  
LUO Studio, 2021  
Dezeen.com

The firm LUO Studio designed a bookstore in Beijing, China that can move and change the layout of the retail space. There are five rotating walls with two different sizes, larger screens near the bookshelves and the smaller screens in front of the coffee bar. The rotating walls consist of an industrial steel frame that are encased in a translucent plexiglass screen. Wooden pegs are placed within the holes of the wall to be utilized as shelving. These walls were created to create a “transition area” between the bookshelves and the coffee bar. The architects state that the “metal bookcases are an embedded structural installation.” Which is an interesting approach to designing the space to be structural around the room instead of just decoration.

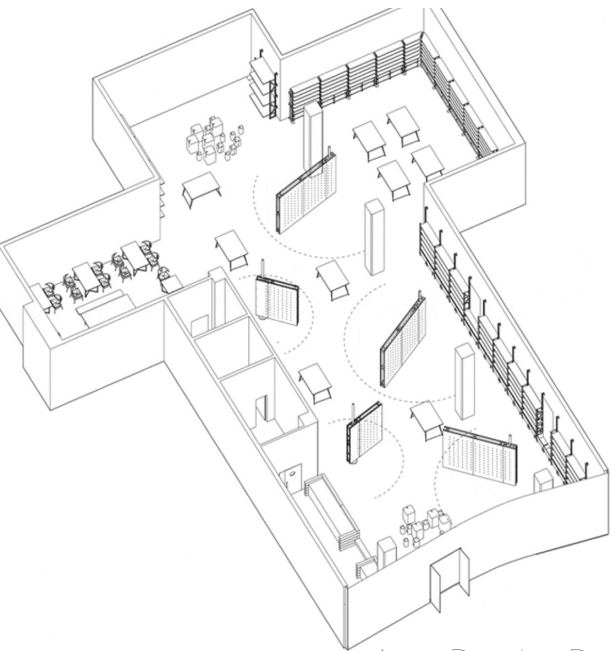
For thesis, I am exploring the ability to shift the number of guestrooms and the number of beds within the rooms. This bookstore has moveable walls within the space. The walls are attached to the ceiling and floor by a pole that the wall can rotate around. Not only are the walls a great example of movement, but also, its functionality is more than just separating a space. The wall is translucent which is an interesting material to explore within my thesis project and the wall has an organized grid pattern of holes for the bookstore employees to change the shelving. The ability to change the shelving within the wall is another aspect that will be studied for the bunkbed section of the project and its boundaries of its functionality.



Rotation Diagram  
Doors



Doors and columns and their movement  
Lobby 2



Axon Drawing Dezeen.com



Image of turning door Dezeen.com



Image of turning door Dezeen.com

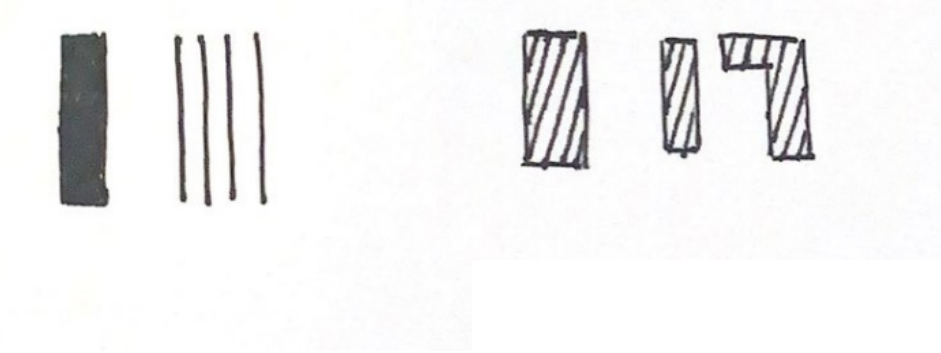


# NATIVE HOSTEL

Austin, Texas  
Un.Box Studio, 2017  
Dezeen.com

Un.Box Studio in Austin, Texas renovated a historic 1940's brick warehouse into a hostel. At 18,000 square feet the hostel is called an "Experiential hostel" with a variety of sleeping quarters, a restaurant, a bar and an event space. For the design, the studio wanted the hostel to embrace the historic background of the Texas warehouse and utilize the exposed brick walls.

The designers for this project approached organizing the sleeping area plan arrangement by aligning the 6 bunkbeds against one wall, the capsule hotels in Japan, instead of grouping three bunk beds opposite of each other. The designers stated that they were "trying to balance out more authentic and traditional materials and ideas with modern construction and concepts." The designers succeeded in creating a warm environment even with cold concrete floors and walls by using warm upholstery and wood millwork. The ceilings were also left exposed to remind the guests of the historic past and show off the beautiful structural elements. The hostel states on their website that this space was limited solely by their imagination, a place for free play and privacy. This hostel project is a valuable precedent for this thesis project as the owner of the hostel stated in the Dezeen article, "The term 'hostel' has an extremely negative connotation in the US, and the owners and I sought to change that perception. We didn't just want a place to stay, but a place to hang out, for both travelers and locals alike. We wanted a place that had a culture." Which is exactly what is being explored in this thesis project, a place to hang out for travelers and the locals. By creating a playful design with bright colors and materials that attract visitors of the space by including spaces within the floor plans for events.



Layout for permanent/  
moveable furniture  
Guestroom

Density Diagram  
Guestroom



Guest room Dezeen.com



Lobby Dezeen.com



Kitchen Dezeen.com

# ACE HOTEL

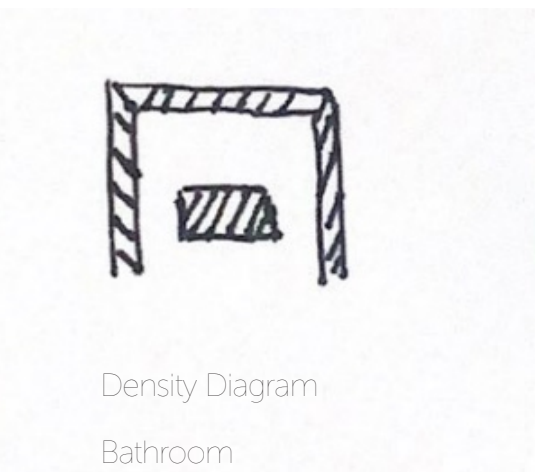
Sydney, Australia  
Flack Studio, 2022  
Dezeen.com

The building that The Ace Hotel currently resides, was originally a factory and distribution center in 1917. The designers also stated that the site, pre-building, was where one of the oldest ceramic kilns in Australia rested dating back to the early 1820s. The designers made sure to incorporate the pottery and factory history into the contemporary design for the hotel. For example, the ceilings were left open which reinforces the industrial aesthetic, and clay molds were used for décor on the reception desk. This is a great precedent for designers who reflect the history of the building in their design. This boutique hotel is a great representation of a playful aesthetic in a historic adaptive reuse project. Although it is a hotel and not a hostel, the approaches to the design are noteworthy. The building being utilized for the thesis project has a rich background of banking and has a bank vault in the middle of the structure.

The ability this precedent project has to incorporate aspects from the past identities of the building, such as the clay molds on the reception desk, is admirable and a great homage to the local community. Incorporating small details like that is important to bringing in the local community and representing how valuable their culture and past is. This approach will be utilized within the thesis project and hopefully pay homage to the bank's past. The designers created a welcoming space by incorporating warm colors and materials to overrule the cold concrete and open ceilings.



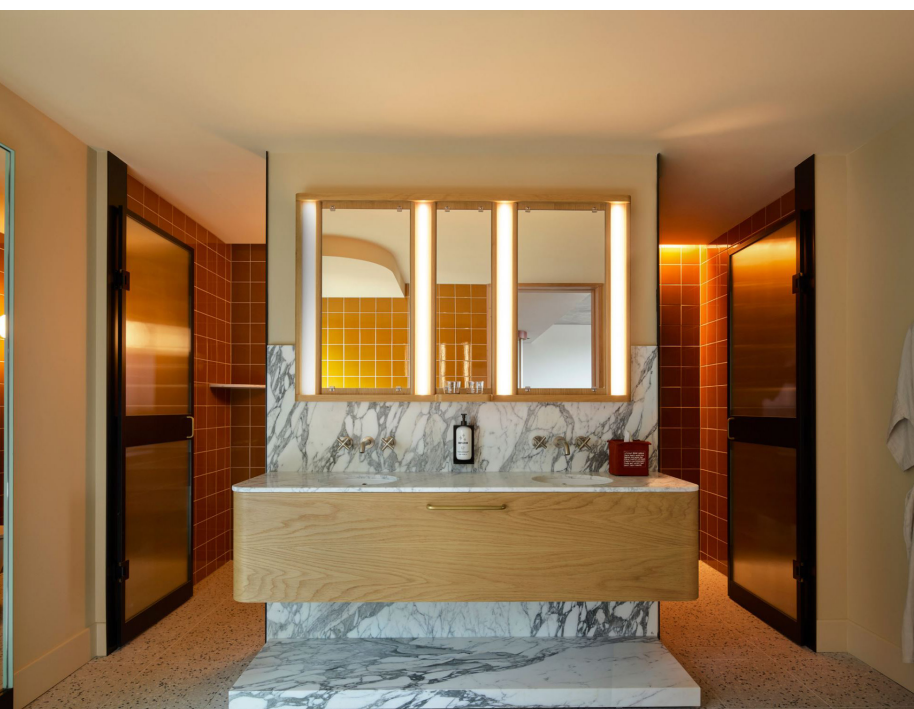
Wayfinding Diagram  
Lobby



Density Diagram  
Bathroom



Sunken Lounge Dezeen.com



Guest bathrooms Dezeen.com



Lobby/ Bar Dezeen.com



# TOGETHER HOSTEL

Cao Pu Studio  
Beijing, China  
Built in 2017  
2,624 ft<sup>2</sup>

The Together Hostel is a youth oriented hostel located in Beijing, China. This hostel is situated in the middle of a hotel. The hostel is separated into sections designated by the sizes of the “tents” within the area. There is a large tent, medium tent, and small tent area. There are shared spaces within the hostel such as a cinema area, a public space area, a kitchen, and an office space.

The architects describe wanting to create a space for the youth to be able to “fulfill the function of experiencing new things”. The experiences the architects list are “traveling together, watching movies together, cooking together and more”. The designers approached this hostel uniquely as they created individual masses within this floor plan that are stacked, rather than creating rooms around the edges of the floor plan. The masses are deemed the term “tents” by the architects because they are triangular shaped structures similarly representing camping tents. The materials utilized for the tents are plywood and translucent acrylic panels.

This hostel is a great representation of thinking outside of the box for unique and affordable accommodations for hostels. Instead of placing 6 bunk beds within a small room, they generate a floor plan around the idea of gathering and “creating new experiences”. The tents can fit one person comfortably and creates privacy for the guest as the tent is enclosed. This hostel is a great precedent for representing a strong concept and choosing the path that is unique to create a fun environment.

### Final Statement:

This hostel is a great precedent for a strong concept driving the design and floor plan choices. This project has allowed me to visualize outside of the box and imagine unique hostel layouts. The architects were able to create successful layouts for the guests to socialize and gather.



Communal sleeping space Dezeen.com



Kitchen Dezeen.com

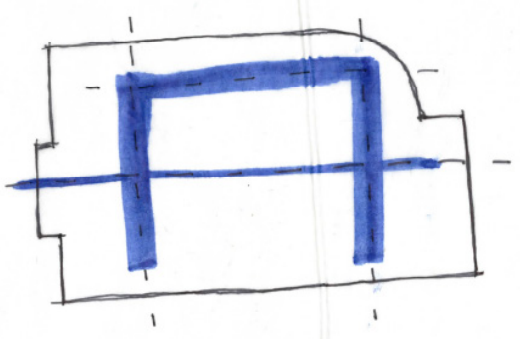


Communal space Dezeen.com

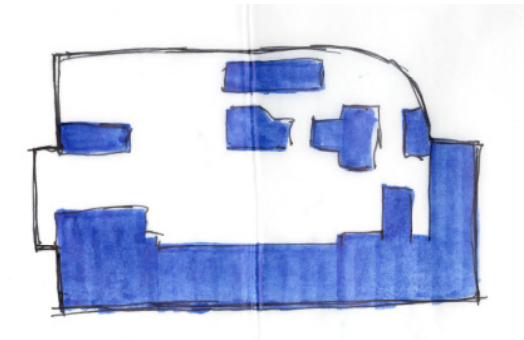


Communal space Dezeen.com

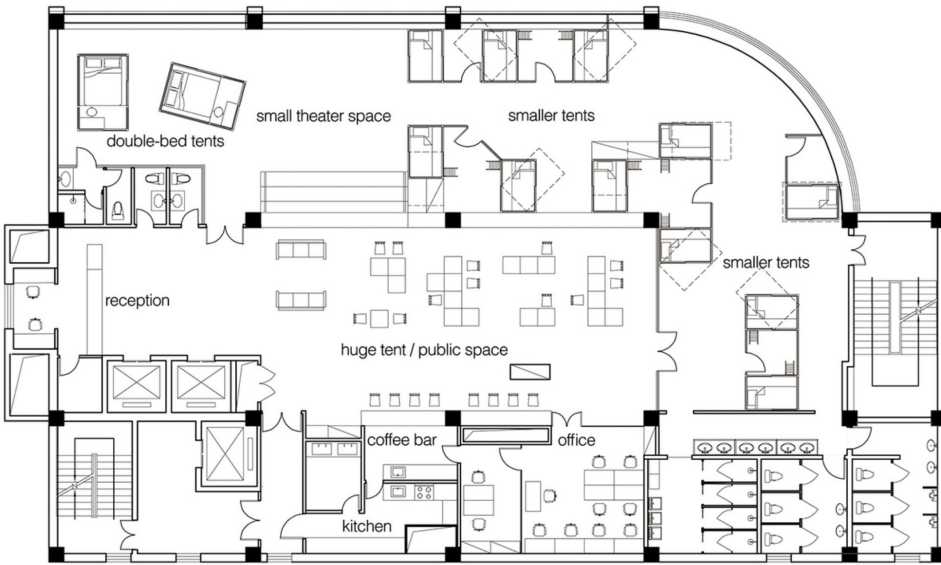
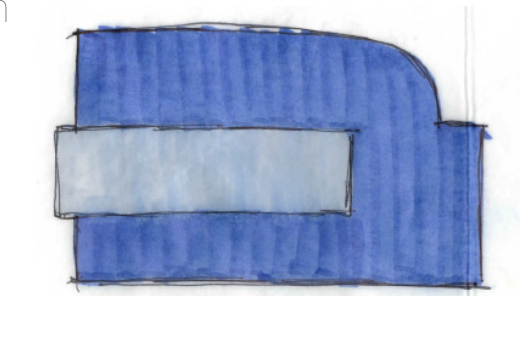
Circulation diagram



Solid/ void diagram



Private vs Public diagram



### Spaces within Together Hostel:

- double bed tent area
- full bath
- 2 half bats
- small theater space
- smaller tents area
- huge tent area/ public space
- reception
- 3 elevators
- coffee bar
- kitchen
- office
- meeting space
- W.C. w/ 3 stalls, 2 urinals, 2 sinks
- W.C. w/ 3 stalls, 4 showers, 3 sinks
- hallway w/ 6 sinks



# CHIN'S HOSTEL

Veive Architects  
Hangzhou, China  
Built in 2022  
1,295 ft<sup>2</sup>

The architects start their article off with the quote, “Architecture is basically a container of something. I hope they will enjoy not so much the teacup, but the tea. —Yoshio Taniguchi.” Chin’s hostel is located in Hangzhou, China outside of an ancient trail. The hostel focuses on creating a peaceful environment for the guests without interrupting the environment.

The designers kept the programming for the hostel minimal to assist the focus of the guests towards the ancient trail and the peaceful environment outside of the structure. The programming lays the shared spaces such as living room, dining room, and cafe on the first level and the guest rooms on the second level. The materials utilized within this project reflect the materials within the environment. The designers utilized mainly wood within the hostel as seen on the bunk beds, shelving, and floor.

The designers discuss the importance of creating an environment that encourages the guest to explore the environment surrounding the structure. The designers attempted to blur the edges of the building and the outdoors by including large glass windows and an outdoor viewing platform. A great design decision

was to include a shoe changing area at the entrance. Although it is a cultural decision that is not common in the United States, it is also a continuation of the idea of “minimizing the ecological disturbance.” It creates a peaceful transition figuratively and literally.

### Final Statement:

This hostel is a great precedent for a layout that blurs the boundaries between the exterior and interior. The site for a design project is important to consider and I hope to bring the urban setting from my thesis project’s site into my project.



Communal space Dezeen.com



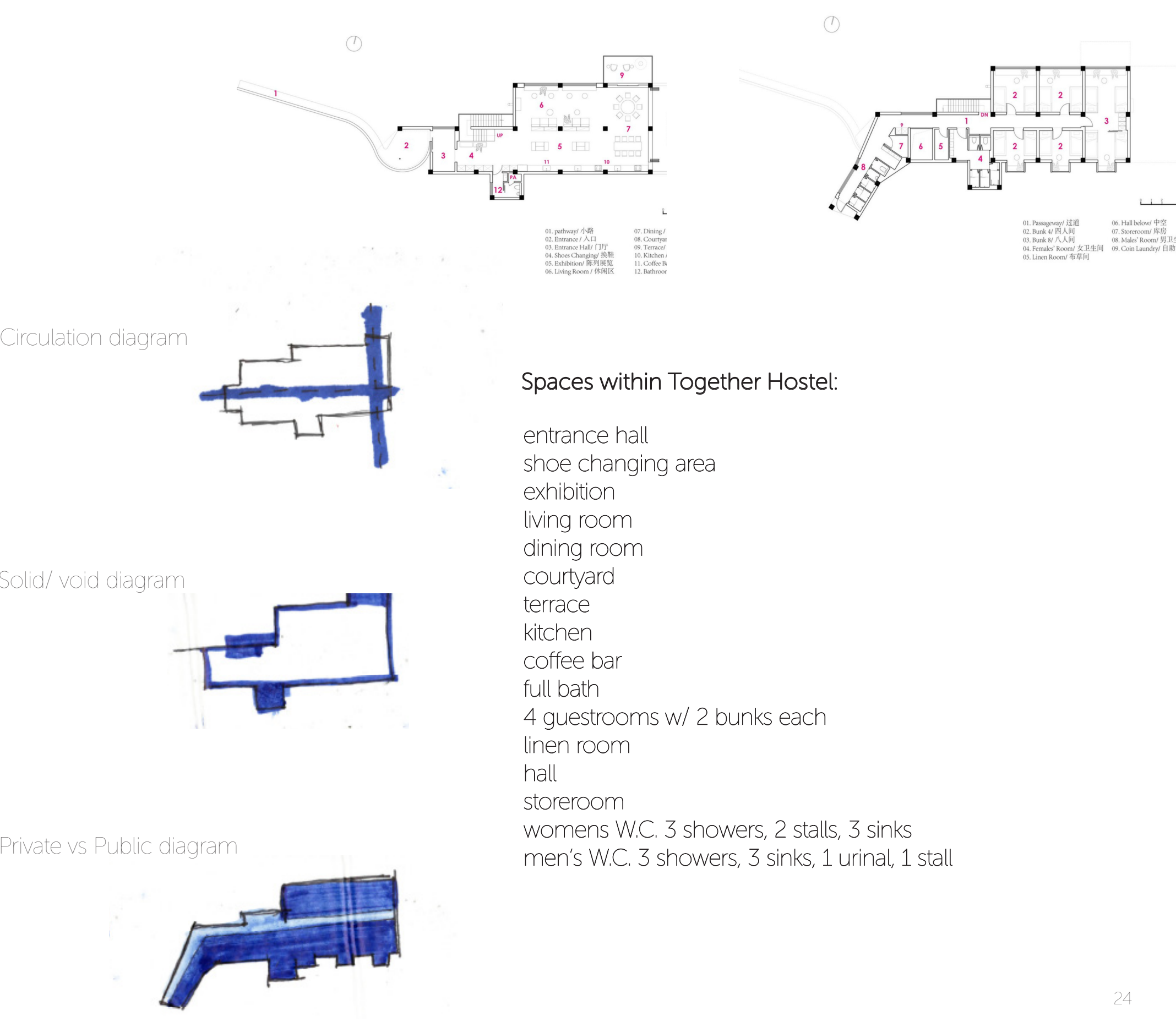
Guest room Dezeen.com



Bunk beds Dezeen.com



Kitchen Dezeen.com





# SOHO WAREHOUSE

The firm “Undisclosable”  
Los Angeles, CA USA  
Built in 2019  
29,261 ft<sup>2</sup>

Soho House is a modern approach to an urban country club. Soho House defines themselves as “A place for our diverse membership to connect, grow, have fun, and make an impact.” The “houses” are located all around the world within major cities. The Soho House does require a membership in order to participate in the events they host and the amenities. The Soho House’s usually include amenities such as an outdoor pool, several restaurants/cafes, and event spaces (such as a gym for exercise classes and a movie theater). The Soho House brand has printed three books including exclusive images within their “houses”, recipes from the restaurants, and design tips that they have incorporated into their “houses”.

This specific Soho House brand is located in Los Angeles, California. The downtown warehouse used to be utilized as an industrial building and a recording studio. There is a rooftop and pool, a drawing room, a sitting room, a club bar, and a gym.

Soho House approached the studio, Undisclosable, to assist in the development of their LA location. The brand and studio were inspired by the site’s history and drew inspiration towards their design.

This modern approach to create a social club within an urban city not only has created beautiful designs, but creates inspiring spaces for creatives, guests, and members to gather and create a community. My thesis proposal is to create a space for young adults to gather and socialize and create a sense of community. Soho House has successfully created spaces where guests want to visit for inspiration, to “work from home”, and to socialize. This specific LA location is also a boutique hotel. The ability for the Soho House brand to create a space for not only the local members to enjoy and utilize, but also the temporary hotel guests is significant for my thesis project.

### Final Statement:

This club/ hotel business is one of my favorite precedents due to its great consideration for socialization and creating spaces for gathering and events. The layout for the warehouse is very similar for the goal of my thesis project in terms of programming and floor plan layout.



Bar SohoHouse.com



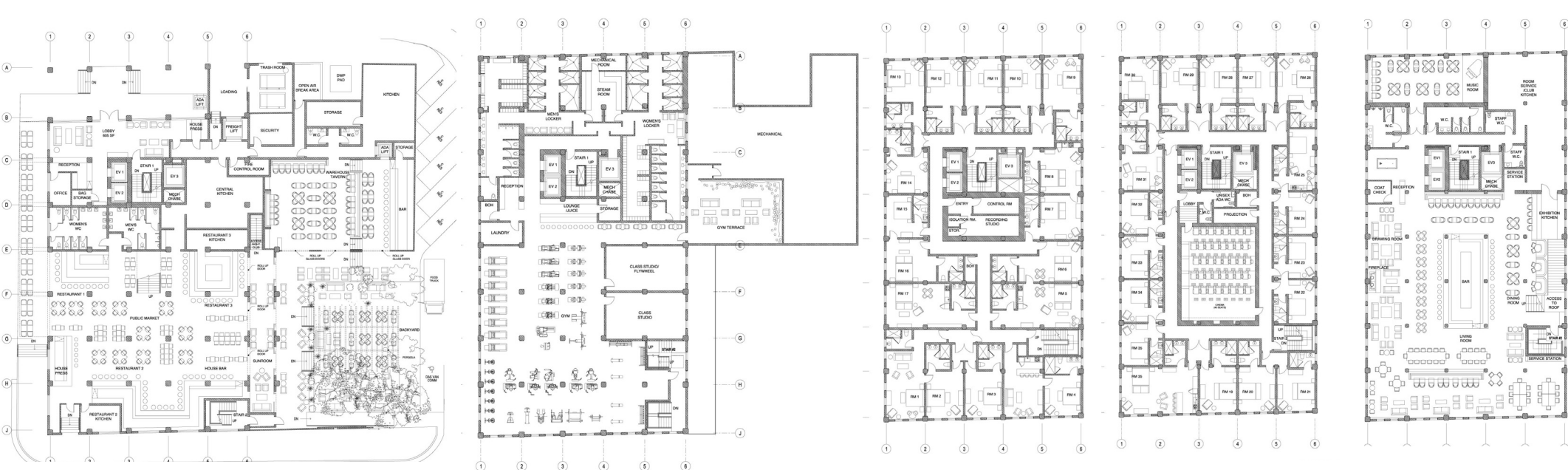
Rooftop SohoHouse.com



Guest room SohoHouse.com

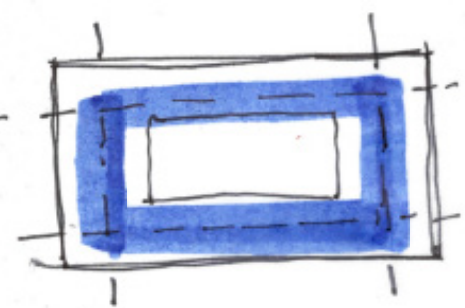


Dining space SohoHouse.com

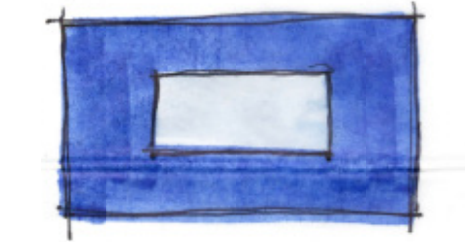


### Spaces within Soho Warehouse:

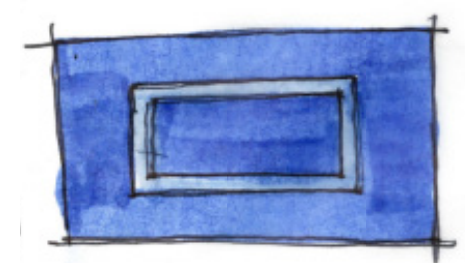
#### Circulation diagram



#### Solid/ void diagram

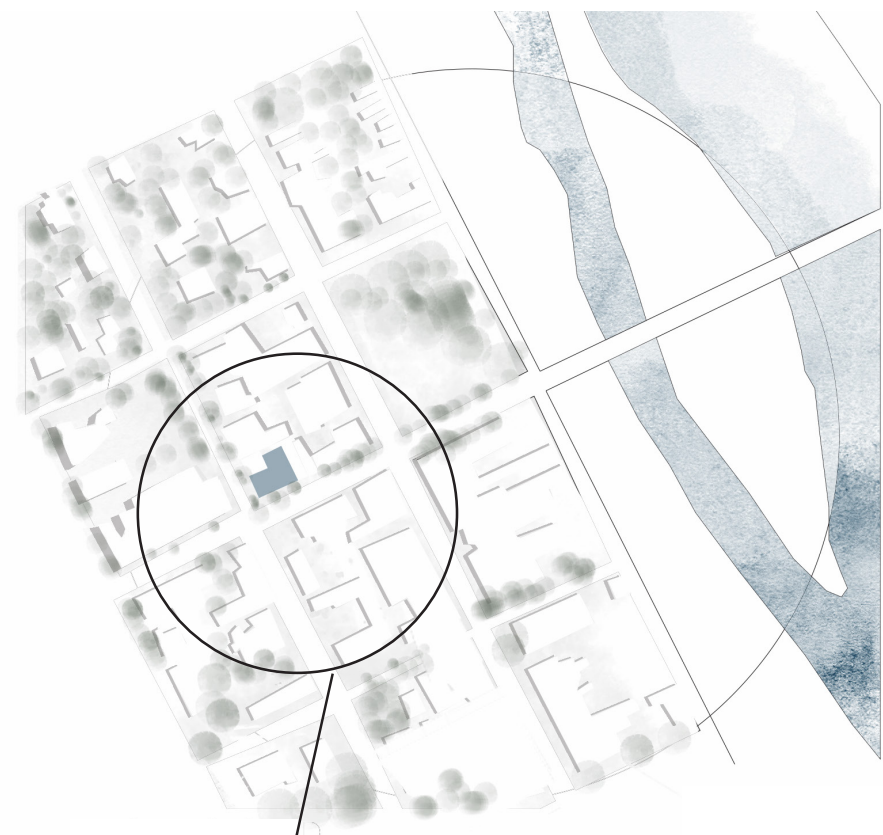


#### Private vs Public diagram

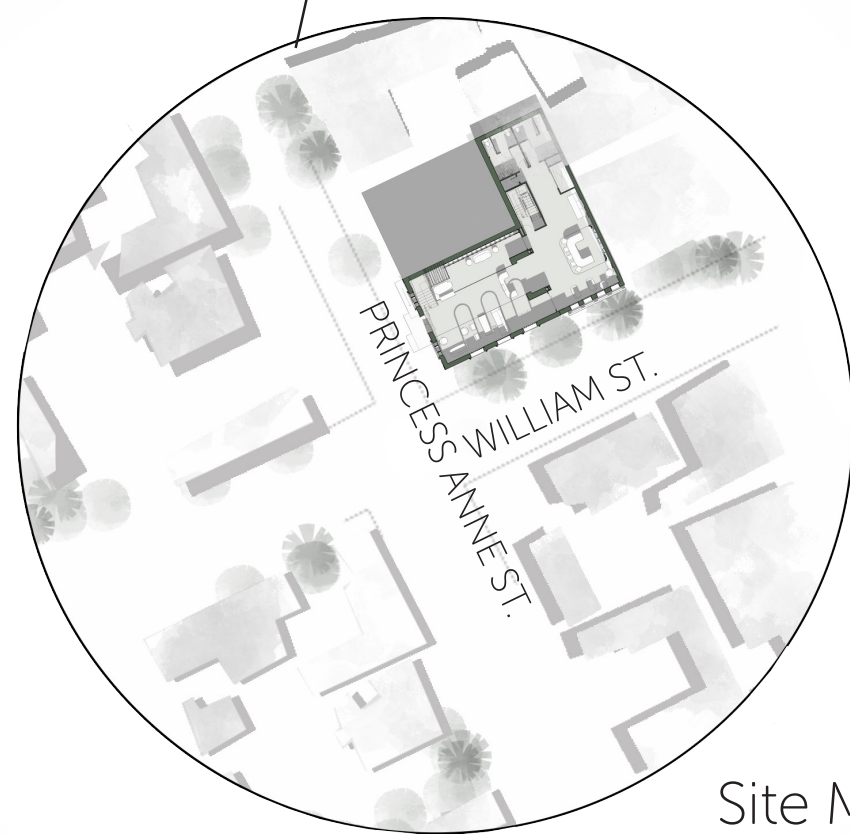


Ground Floor:	First Level	Fourth Level
kitchen storage W.C. 1 W.C. 2 Trashroom ADA lift freight lift 3 elevators lobby housepress reception office bag storage women's W.C. 2 ADA stalls, 5 stalls, 6 sinks men's W.C. , 1 ADA, 3 stalls, 2 urinals, 5 sinks restaurant 1 central Kitchen restaurant 2 restaurant 2 kitchen restaurant 3 restaurant 3 kitchen public market fire control room house bar sunroom warehouse tavern and bar storage kitchen ADA lift 2	mechanical room steam room mens locker 4 stalls, 3 urinals, 1 ADA, 7 showers, 8 sinks womens locker 6 stalls, 1 ADA, 7 showers, 8 sinks reception BOH laundry gym lounge gym lounge/juice 3 elevators storage class 1 studio class 2 studio  <b>Second Level</b> cinema w/ lobby, W.C., ADA W.C. BOH, projection room 16 bedrooms w/ full bath 3 elevators  <b>Third Level</b> 3 elevators 18 bedrooms w/ full bath -recording studio w/ control room and storage	music room room service/ club kitchen staff ADA W.C. 1 and 2 W.C. w/ 1 stall, 1 ADA, 2 urinals, 3 sinks W.C. w/ 2 stalls, 1 ADA, , 2 sinks reception  coat check drawing room living room bar dining room exhibition kitchen  <b>Roof</b> kitchen keg room semi- enclosed terrace area elevator lobby staff W.C. ADA 3 elevators terrace pool pool pump room changing rooms w/ 5 full bath womens W.C. w/ 3 stalls, 1 ADA, 2 sinks mens W.C. w/ 1 stall, 1 ADA,, 2 urinals, 2 sinks





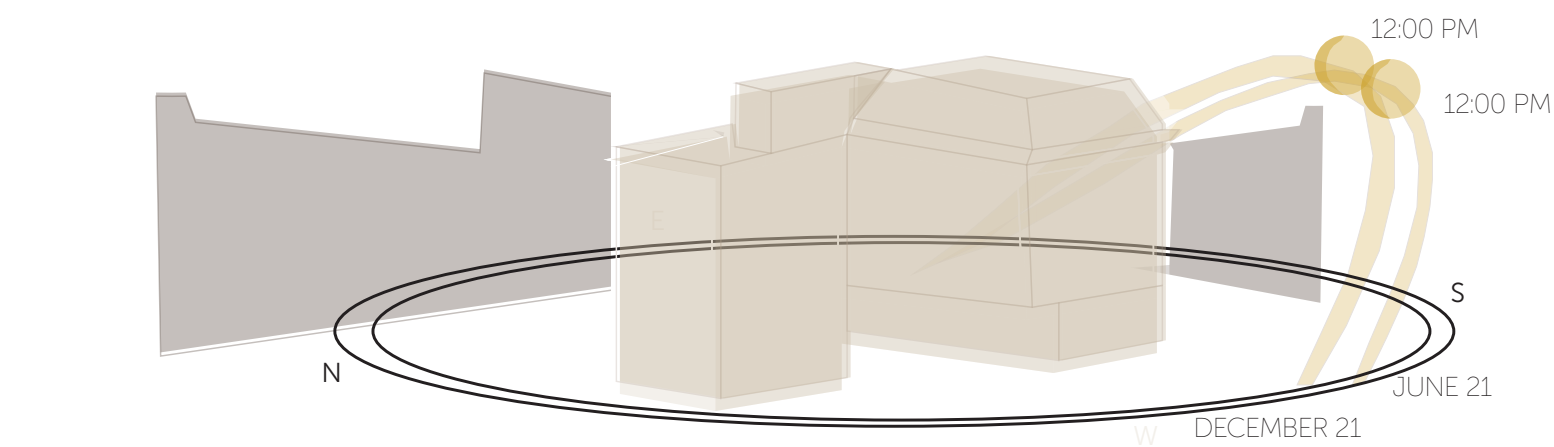
Vicinity Map



Site Map

AVA LAURENNE BUILDING  
1001 Princess Anne St, Fredericksburg, VA  
18,556 SF

The development of Olde Town Fredericksburg revolved around the two primary one-way streets, named Princess Anne and William Street. The chosen building for this project holds historical significance and comprises of two structures that were merged together in the last two decades. The main structure located on Princess Anne street, originally known as the “The Planters National Bank”, was designed in the Georgian Revival style. Made from local limestone, it comprises of three stories and features five large arched windows. Built in brick and designed in the colonial style, the second structure comprises of five levels and originally functioned as a printing store. The two structures were merged by demolishing the shared wall, resulting in a building with a total of five floors named as follows: Basement, Ground floor, Level 1, Level 2, and Level 3.



SUN STUDY

# SITE



# EXISTING BUILDING



Site image taken by Madison Goff



Site images taken by Madison Goff



The thesis project site is in Olde Town Fredericksburg, Virginia. The structure was originally built on Sept. 6th, 1927, in the Georgian Revival/Federal Revival style. Sand-molded Virginia brick and Aquia stone from a local quarry were utilized for the bank structure which are harmonious. The building consists of two different structures that were combined, netting an area of 17,236 SF. In past years the building has split the two buildings again, separated by locked double doors to the shared stairwell and elevator. Since the building was originally two separate structures, the building has two entrances. One entrance is the main entrance to the taller structure facing east on Princess Anne Street. The other is a storefront entrance facing north, located on William Street. The building consists of four levels including a basement. The structure on Princess Anne Street has three levels, with a mezzanine on the second floor and no basement. The structure located on William Street has three levels including the basement, but not the top floor. Important interior elements are the bank vault, skylights located on the second and third floors, and the tall windows on the first and second floors. Important exterior elements are the quoins on the edge, the large windows, and the cornice above the door on Princess Anne Street. Boundaries for the Olde Town are the Rappahannock River and the streets, Route 1, and Lafayette Boulevard. The Chatham bridge, the market center behind the new Fredericksburg Museum, and the library are nodes within the Olde town neighborhood. Each of these places are on edges near the site and good indicators of transition within the downtown. The railroad station and the Rappahannock River are landmarks for Olde Town. They are important modes of transportation and are both located on the boundaries of the site which are great tools to reference when describing the location.

The city was founded in 1728. It originally was home to the Indigenous tribe Manahoa. A colony was established in Spotsylvania County which established a port on the Rappahannock River, named Fredericksburg after Frederick, Prince of Wales. The city originally evolved when the county court relocated from Spotsylvania to Fredericksburg 1781. The city established its charter as an independent city in 1879 and from there gained a railroad station and mills along the river for electricity which increased the city's population. Olde Town Fredericksburg has been successful keeping the historical town preserved. Fredericksburg's Old Town is recognized as a Historic District so changes to the exterior of buildings have to go through a review process with the city and obtain approval to be modified. Materials like brick, wood siding, and colorful paints are utilized on historic buildings in Olde Town Fredericksburg. Federal, Romanesque Revival, Greek Revival and Gothic Revival architectural styles are utilized on the main streets of Olde Town Fredericksburg. Bungalows, Colonial Revivals, and Queen Anne styles can be found in the neighborhoods to the west of Olde Town.

Before the existing building was built, the location was host to an office, printing store, and a market. The previous structure was torn down and then rebuilt as a bank. The co-founder of the bank, Frank C. Baldwin hired local Fredericksburg architect Philip N. Stern and they designed the building together. The structure was originally "The Planters National Bank", it later became "Farmers & Merchants State Bank", "First Virginia Bank" and BB&T bank. After BB&T it became Fredericksburg Museum and is now a bridal store. The second part of the building was divided after the Museum sold the building and became a retail store. With its location on the corner of the two main streets in Olde Town Fredericksburg, it has the perfect position to host events and persuade those around to enter.



Interior image of existing bank vault

The site sits in the middle of Olde Town on two main streets, which results in being surrounded by heavy foot traffic, as many visitors walk past and notice the large windows. It is located near a main bridge, connecting the Olde town to Stafford County. Due to its location, it is a convenient place to stop between travels of the two larger cities and is a common train stop on Amtrak and the VRE. Fredericksburg is recognized as a small town, but as Northern Virginia continues to expand more southward, Fredericksburg continues to grow. With this increase, the need for the hospitality industry rises.



Night time exterior photo of project site

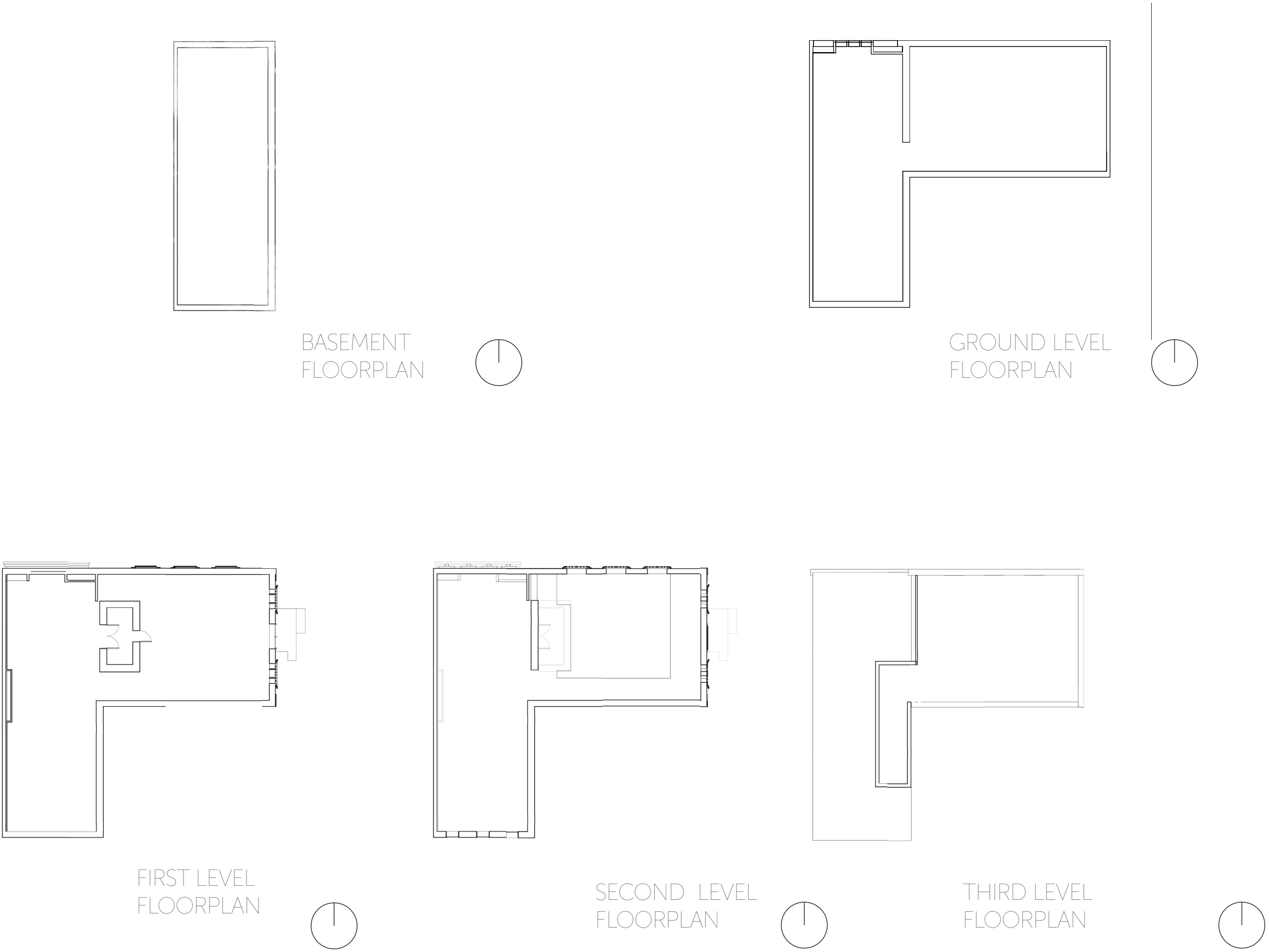




Site image taken by Madison Goff

# EXISTING FLOOR PLANS

The building chosen for the thesis project was previously two separate buildings that later combined. The ornate limestone structure with large windows entrance is facing Princess Anne Street. The storefront retail building's entrance is facing towards William Street. The combined structures equal to 5 floor plans including the basement and ground level entrances on William Street and level one, two, and three on Princess Anne Street.



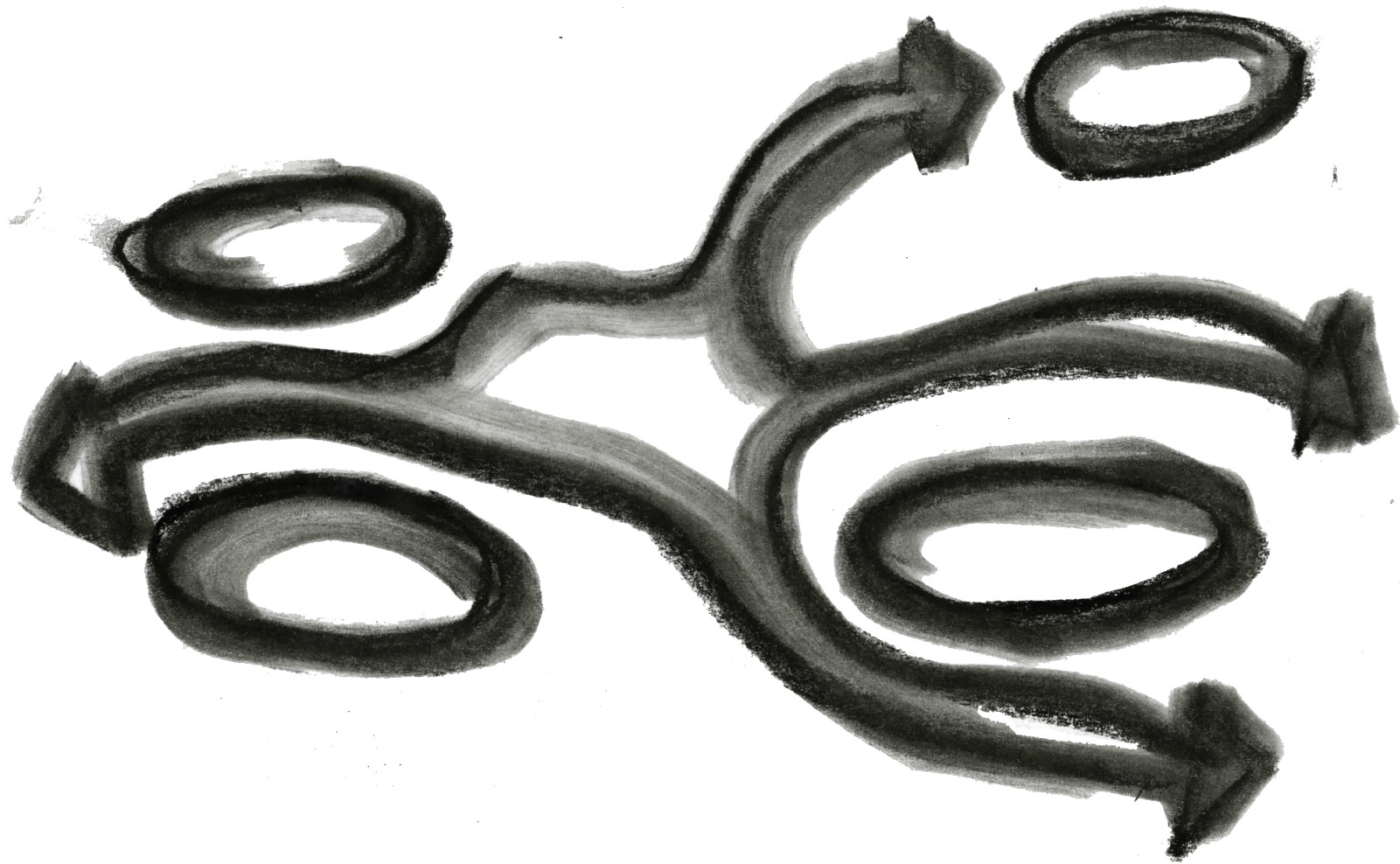


MOI



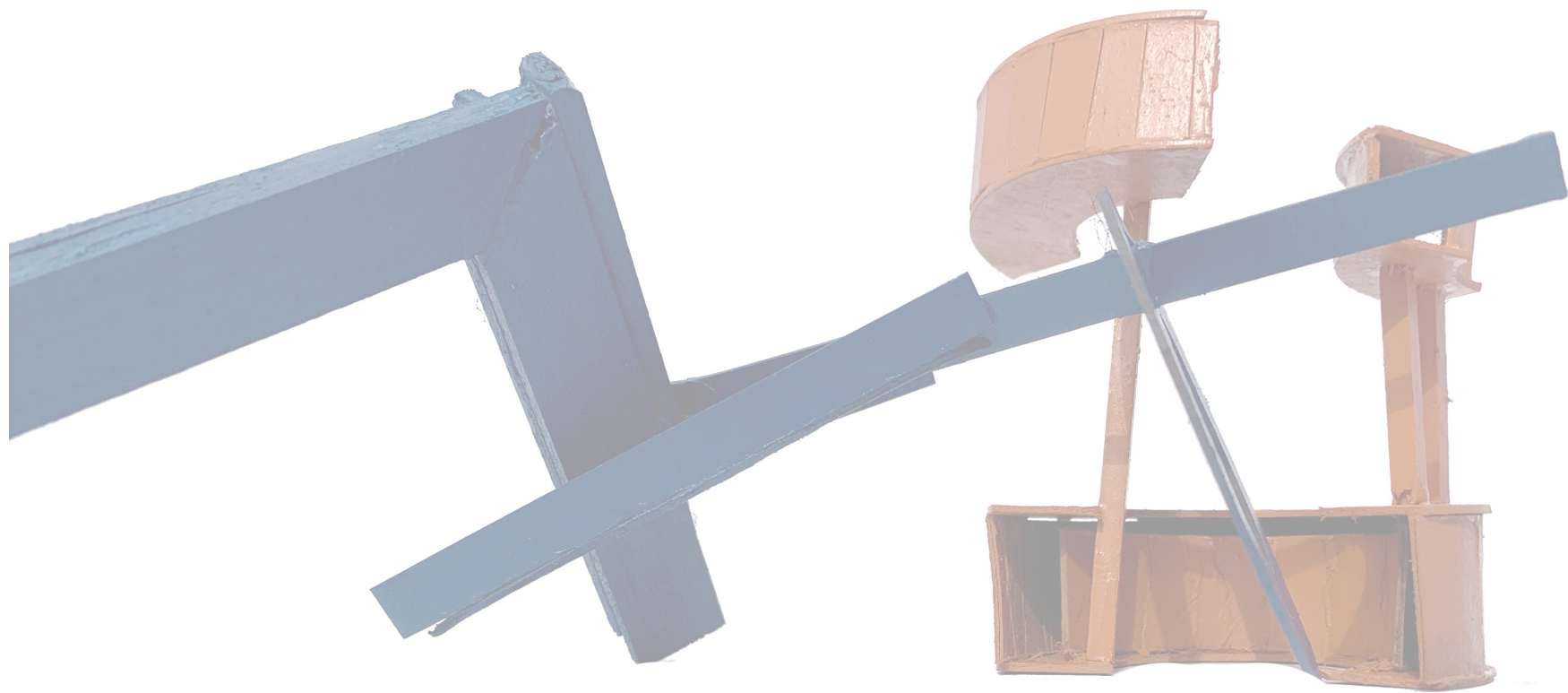
Model created out of chipboard, cardboard, and dowells. West and north walls are removable. Scale  $1/8'' = 1'$

# CONCEPT STATEMENT



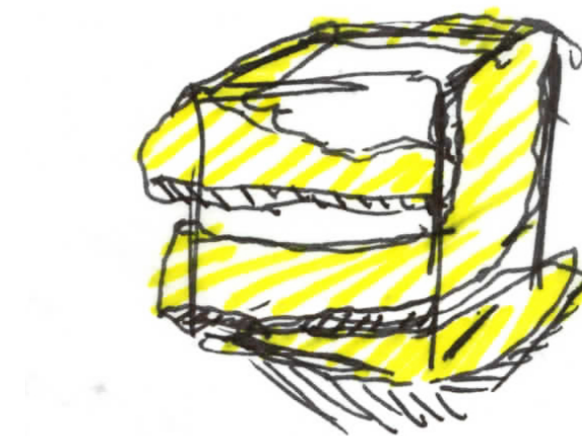
This project aims to explore and strengthen the connection between two buildings by creating a shared space that serves as a hub for the local community and temporary guests. Through a variety of programming and design strategies, the space will encourage communication and interaction between these two groups, fostering a sense of community and belonging.



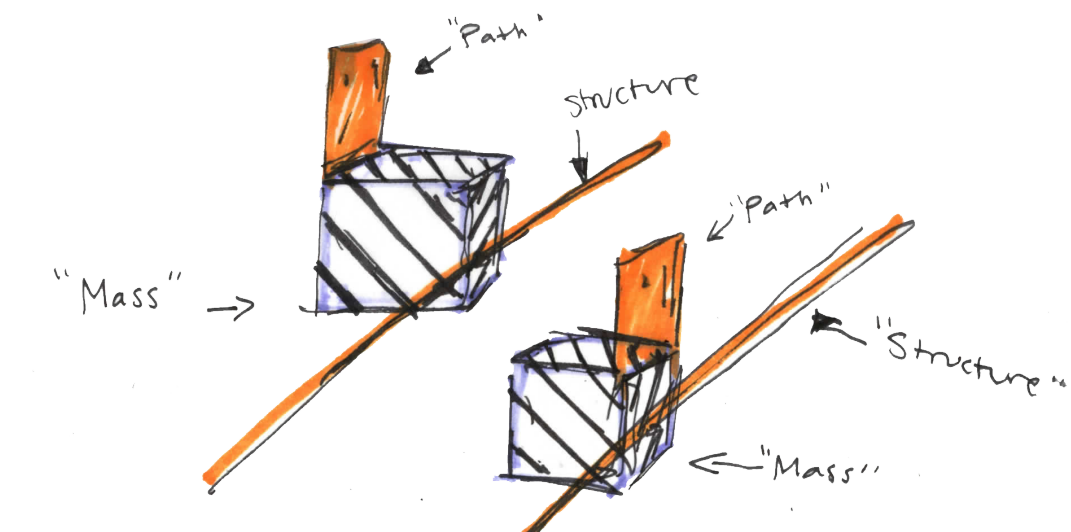


# CONCEPT SKETCHES

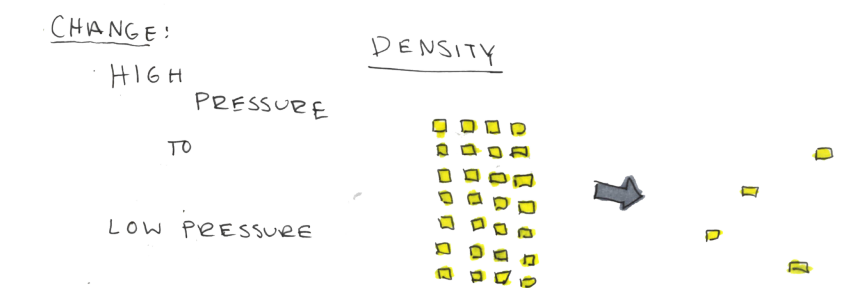
The concept design phase initially began by exploring the ability to create a form of wayfinding to suggest the concept of "Guidance" through negative and positive space, light and shadows, and density. The concept later transitioned into "intersection" and exploring the connection of the site and the one-way streets and the connection of the two structures that were combined into one.



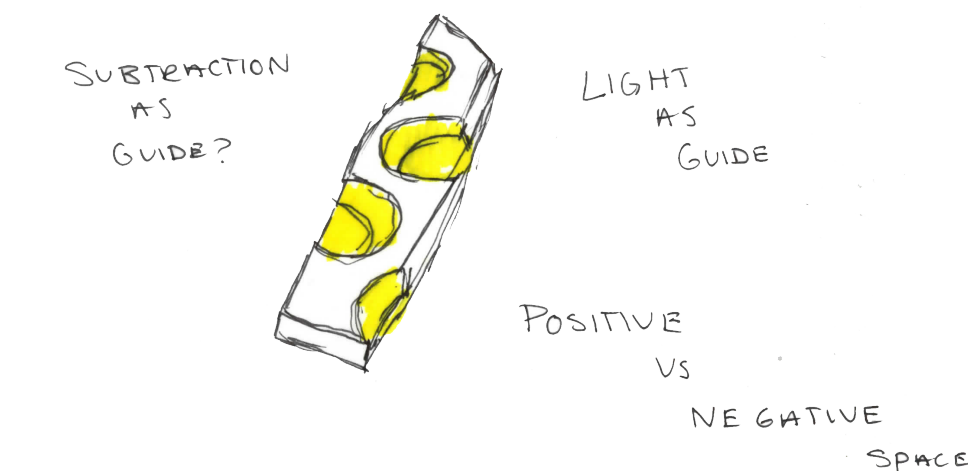
This sketch was created to explore the negative and positive space that could suggest a form of wayfinding.



This sketch was exploring wayfinding and the ability to transform into two paths, one highlighted, and one not.



This sketch explores the ability to suggest way finding by developing two forms of density to suggest the separation of private and public spaces.



This sketch explores negative and positive space by subtracting from within a form to suggest a form of wayfinding.





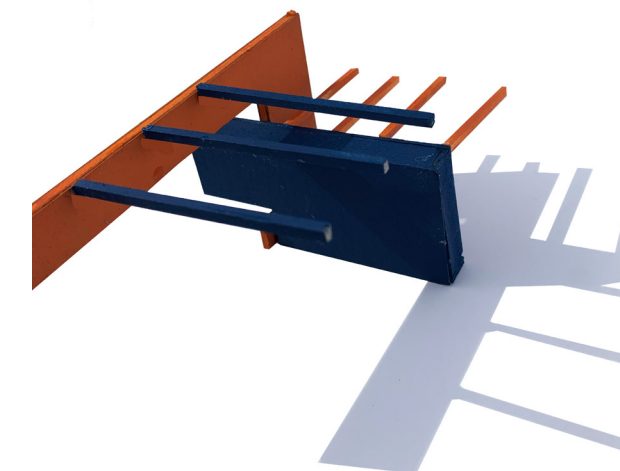
This model was developed from two overlapping Fredericksburg city grids. The model demonstrates the connection between the main roads where the building is located.



This model was developed to represent the different materiality of the conjoined structures of the site and how the opposite materials and shapes combine.



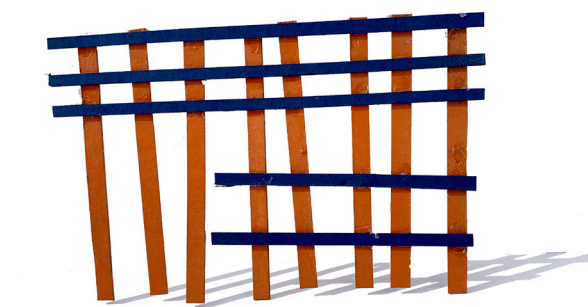
This model was developed from two overlapping Fredericksburg city grids. Where the two grids combined, a circle was drawn.



This model was developed from a parti diagram representing the massing of the two structures and their connection.



This model was developed from a parti diagram to represent the symmetry of the interiors and the relationship to the different structures and site.



This model was developed from a parti diagram to represent the column grid within the two structures and their overlap.

# CONCEPT MODELS

GREAT ROOM

900 SF  
Occupant Load: 25  
A-2 Occupancy Class

Open gathering space at the entry of the structure on level one. Has a variety of seating opportunities for the local Fredericksburg community and the hostel’s temporary guests. 5 floor to ceiling arched windows open to the mezzanine above. Used by patrons.  
Minimal staffing required at the reception desk.

GUEST ROOMS

2,450 SF  
Occupant Load: 32  
R-1 Occupancy Class

Enclosed rooms with one window, opposite of the beds. Located on the ground floor, level two, and level three. Each room includes storage and a private space within the built-in bunk beds. Used by temporary guests.  
Minimal staffing required.

BATHROOMS

1,250 SF  
Occupant Load: 11  
R-1 Occupancy Class

Enclosed rooms with no windows. Located on all levels. There are ADA bathrooms located on the basement, level one, level two, and level three floors. Used by all patrons.  
No staffing required.

EMPLOYEE BREAKROOM

500 SF  
Occupant Load: 5  
B Occupancy Class

Enclosed rooms with no windows. Located on the basement level. There are two ADA bathrooms.  
Used by staff.

ADMIN OFFICE

500 SF  
Occupant Load: 6  
B Occupancy Class

Enclosed rooms with no windows. Located on the basement level. There are two ADA bathrooms.  
Used by staff.

LOUNGE

700 SF  
Occupant Load: 25  
A-2 Occupancy Class

Open gathering space with a variety of seating options located on the ground floor and level two. Small window located above the lounge on the ground floor. The level two lounge is open to the mezzanine of the great hall where natural light from the arched windows flood in. Used by patrons.  
Minimal staffing required.

SALOON

700 SF  
Occupant Load: 25  
A-2 Occupancy Class

Open gathering space behind the reception desk at the entry of the structure on level one. Has a variety of seating opportunities for the local Fredericksburg community and the hostel’s temporary guests. Four windows located on the south wall next to the bar. Used by patrons.  
Minimal staffing required.

ROOF TERRACE

1,400 SF  
Occupant Load: 25  
A-2 Occupancy Class

Outdoor gathering space on level three. Has a variety of seating opportunities for the local Fredericksburg community and the hostel’s temporary guests. Used by patrons.  
Minimal staffing required.

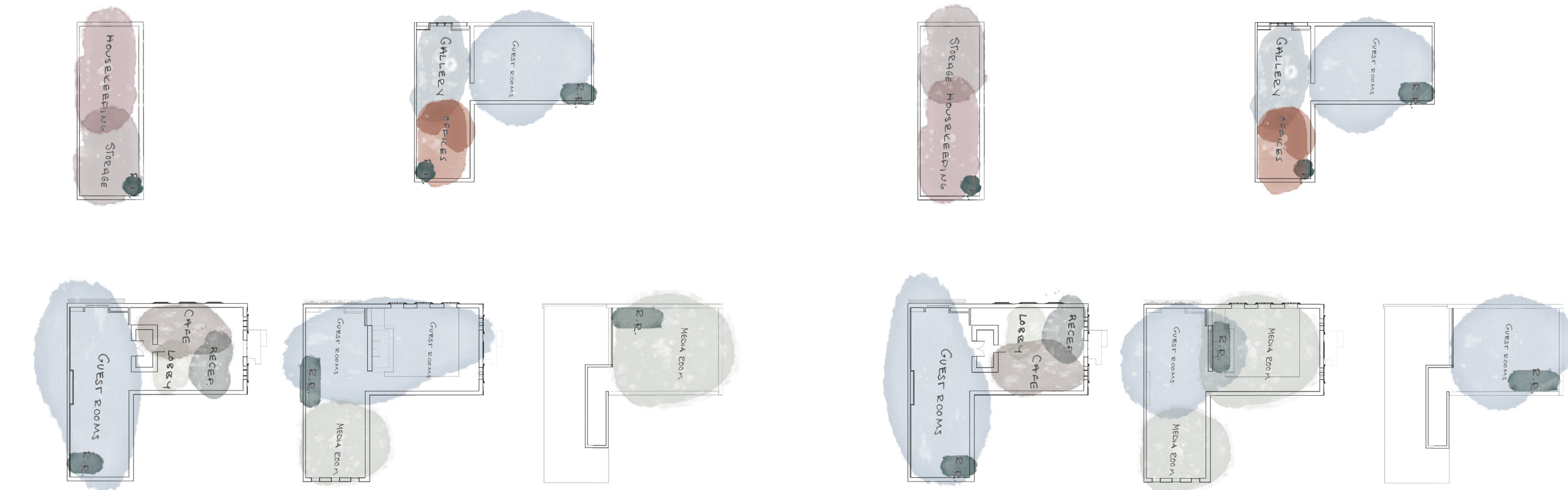
PROGRAMMING +  
CODE



# BUBBLE DIAGRAMS

To account for the building's unique shape, the program was layered on top of the existing floor plans in order to explore the most effective layout for the program. The bubble diagrams were layered on top of the 2D floor plans, 2D sections, and 3D axons.

These diagrams assisted in the exploration of the separation between the private guest rooms and the public community lounges.



Bubble diagram 1

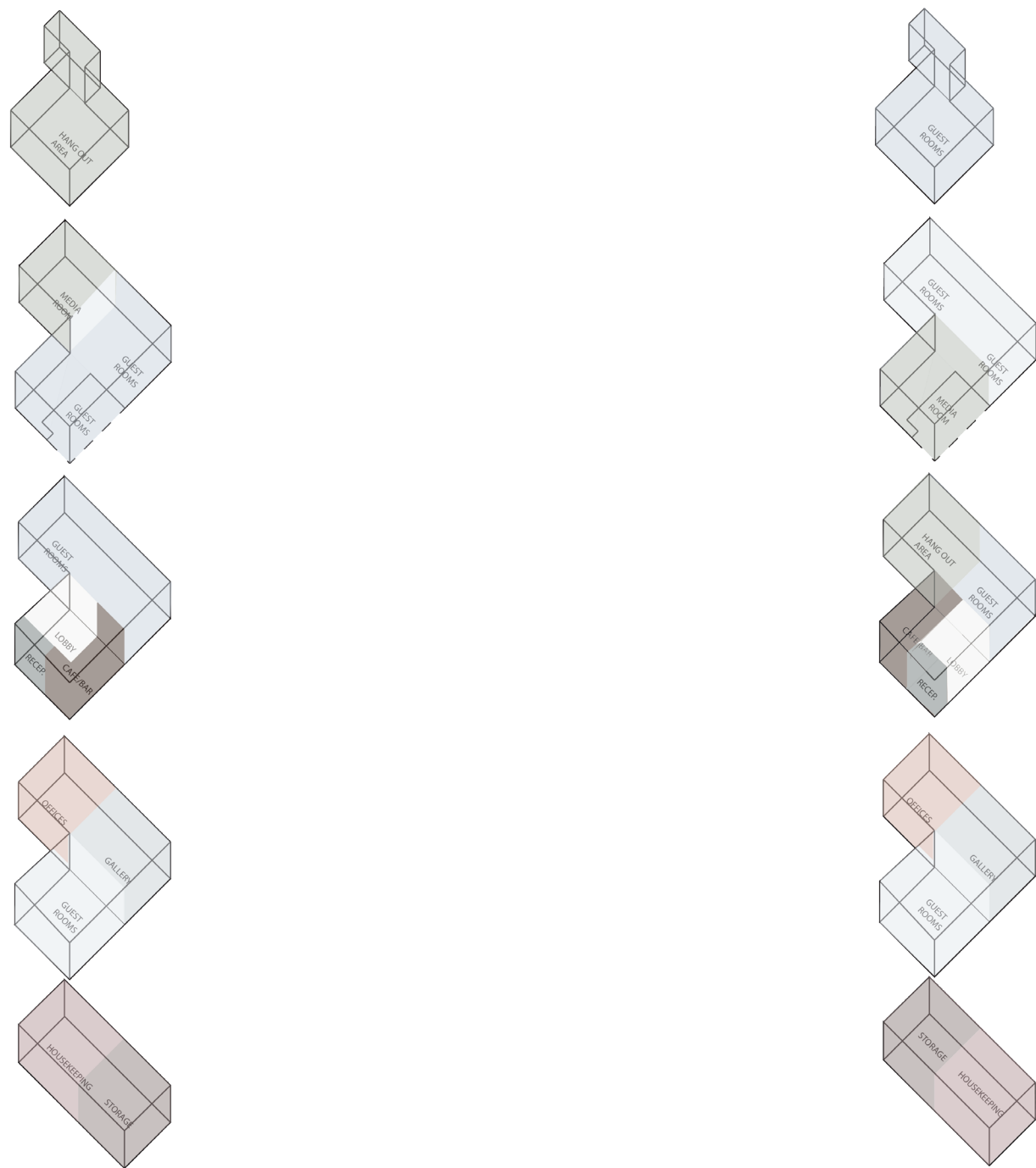
This diagram explored the possibility of the public community space within the third level and the guest rooms on the second level.

Bubble diagram 2

In contrast, this diagram explored the possibility of the public community space on the second level and the guest rooms on the third level.



These diagrams represent the previous diagrams in a three-dimensional form, aiding in the comprehension of the structure's volume.



Bubble axonometric diagram 1

Bubble axonometric diagram 2

These diagrams depict the section cut of the structure in a two-dimensional form, based on the previous diagrams.

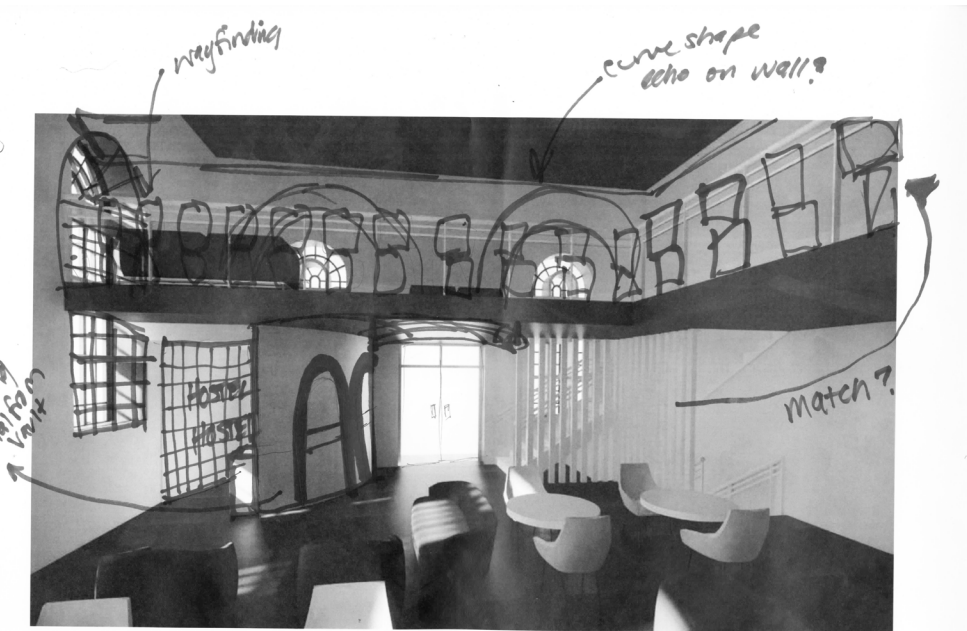
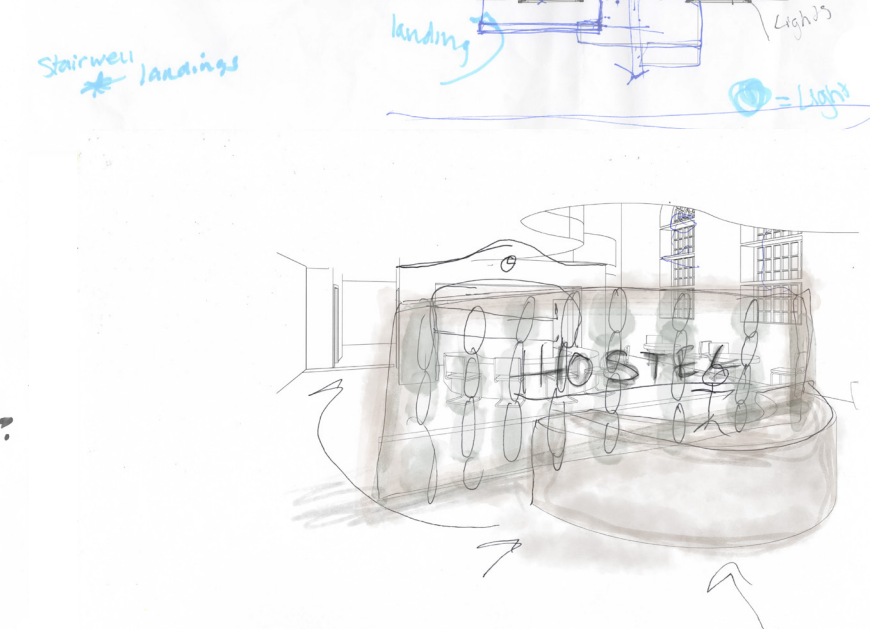
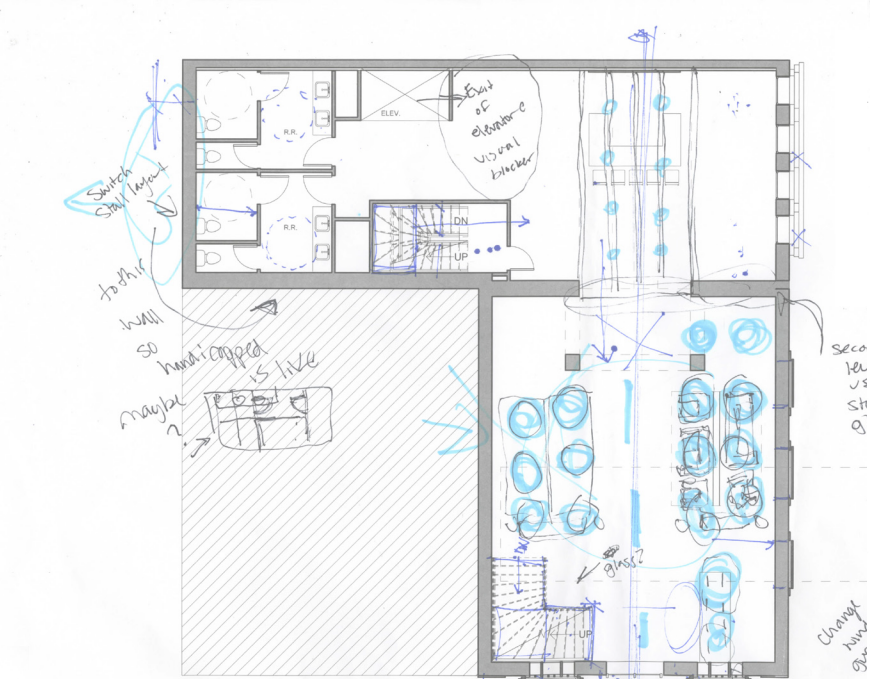
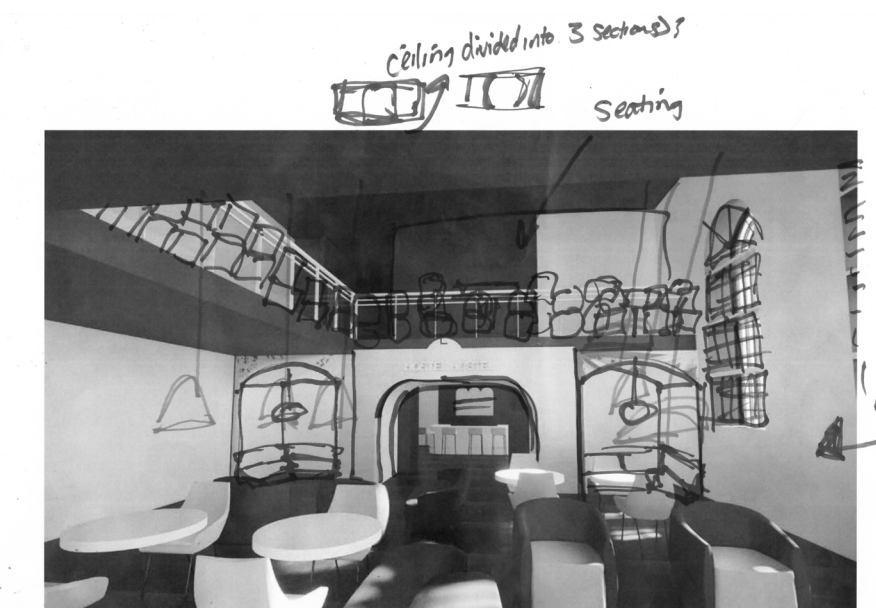
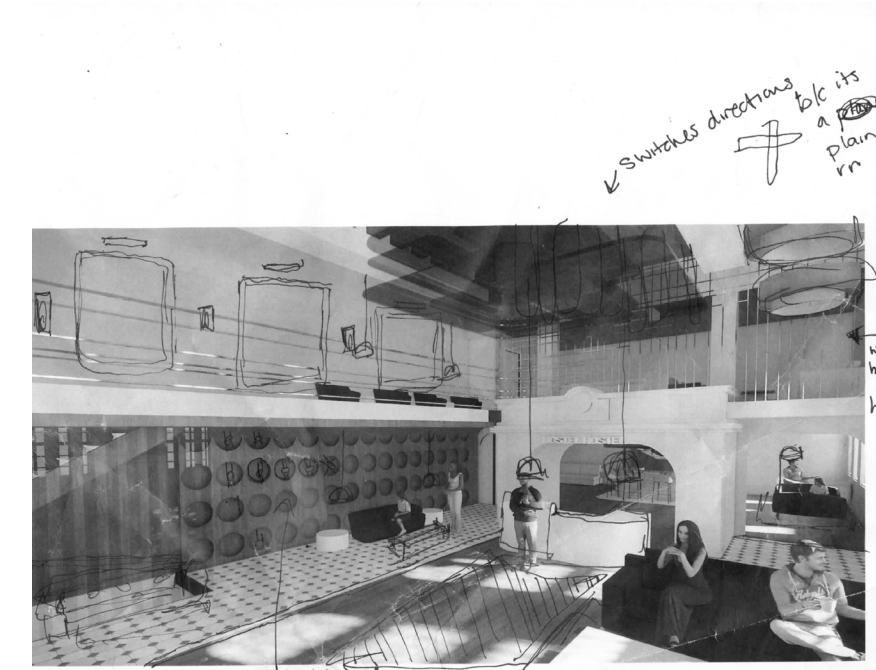


Bubble section diagram 1

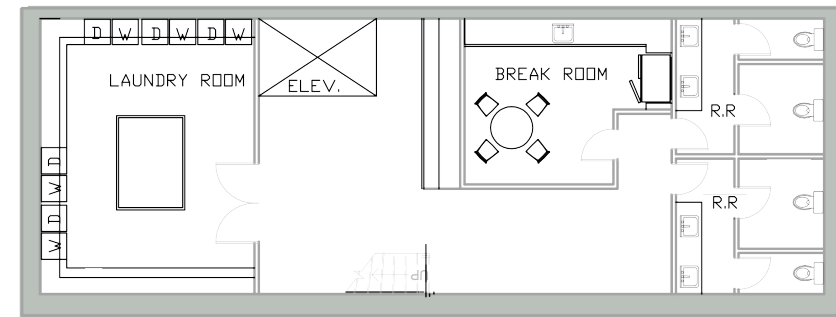
Bubble section diagram 2



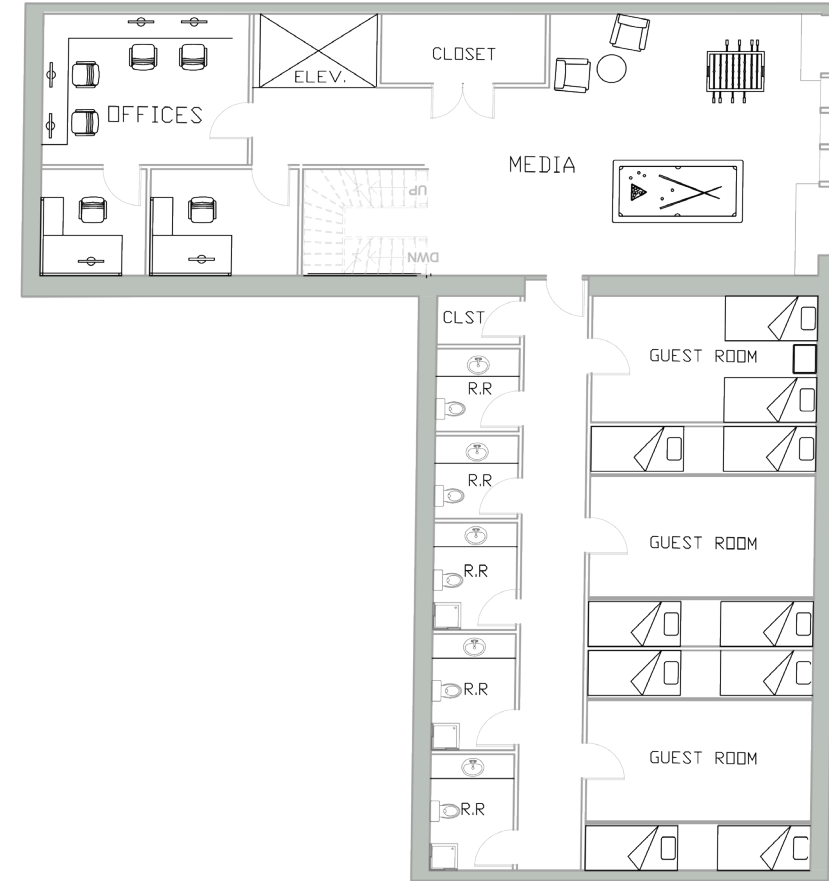
# SCHEMATIC FLOOR PLANS



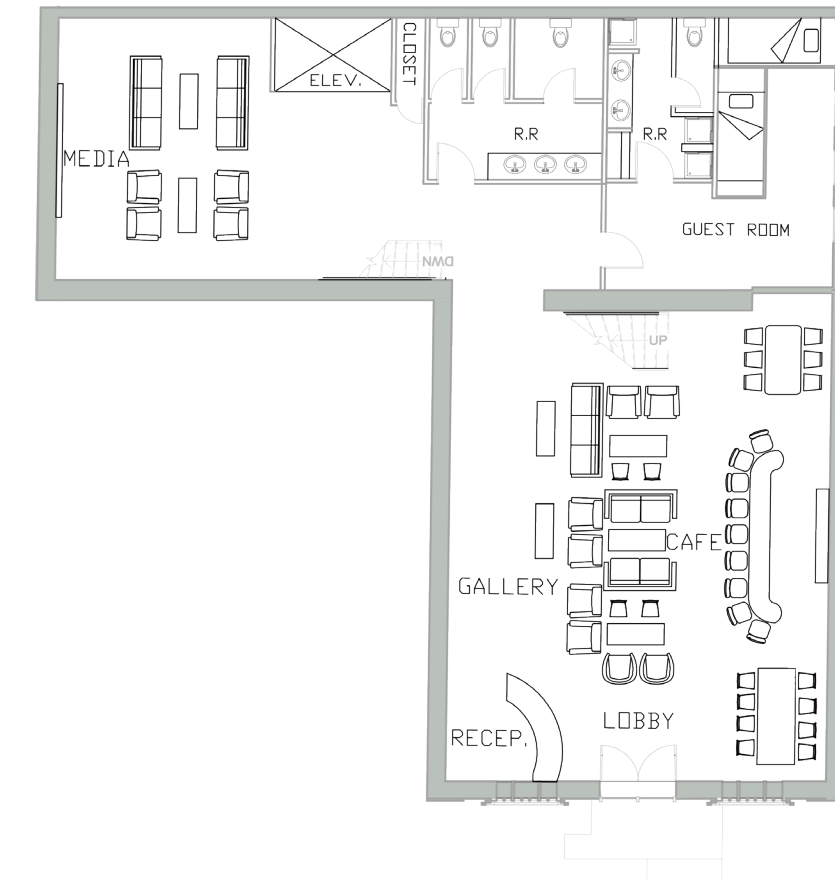




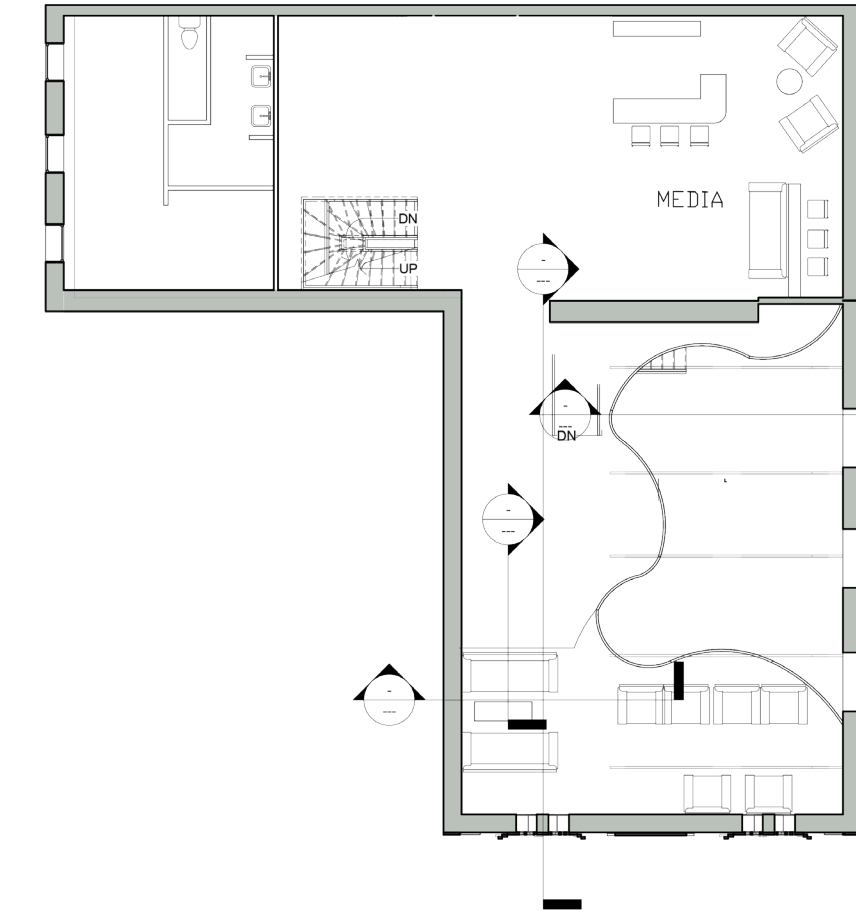
Basement N



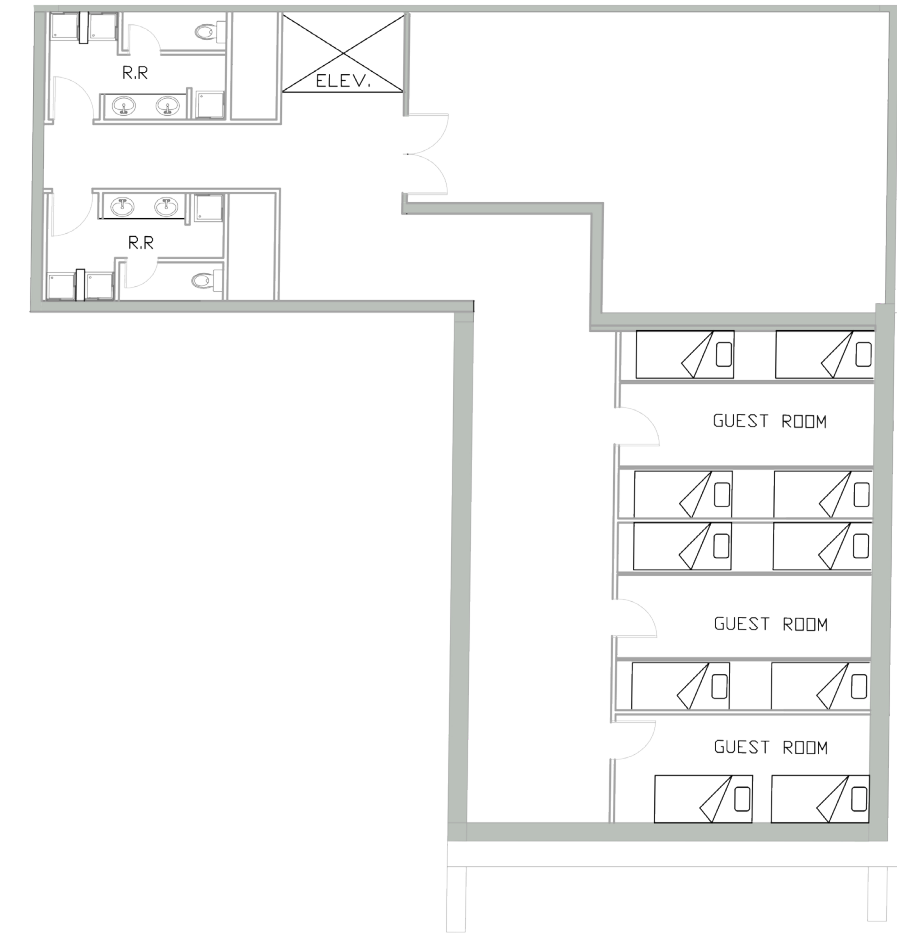
Ground Floor N



Level One N



Level Two N



Level Three N





# MOOD BOARDS

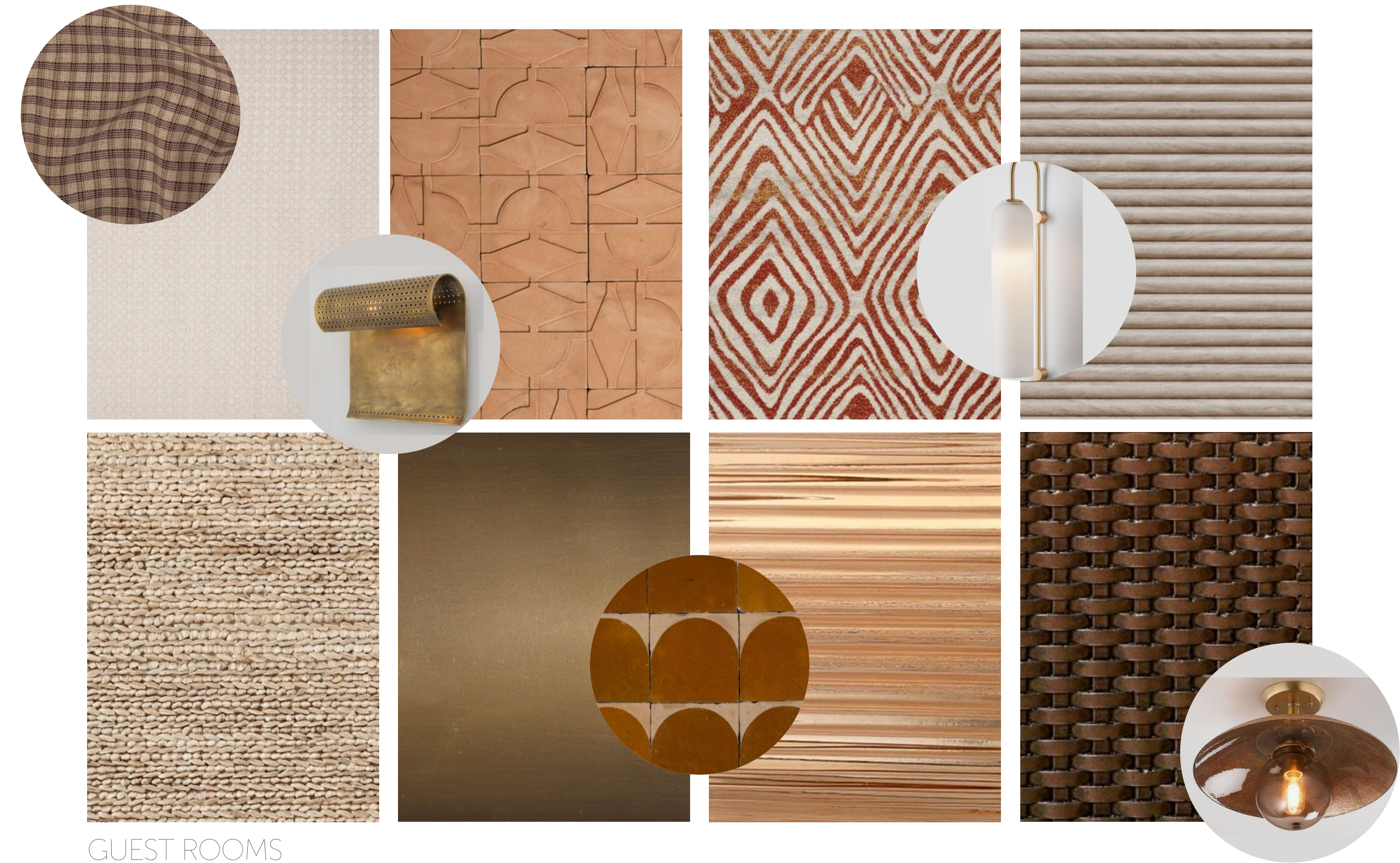
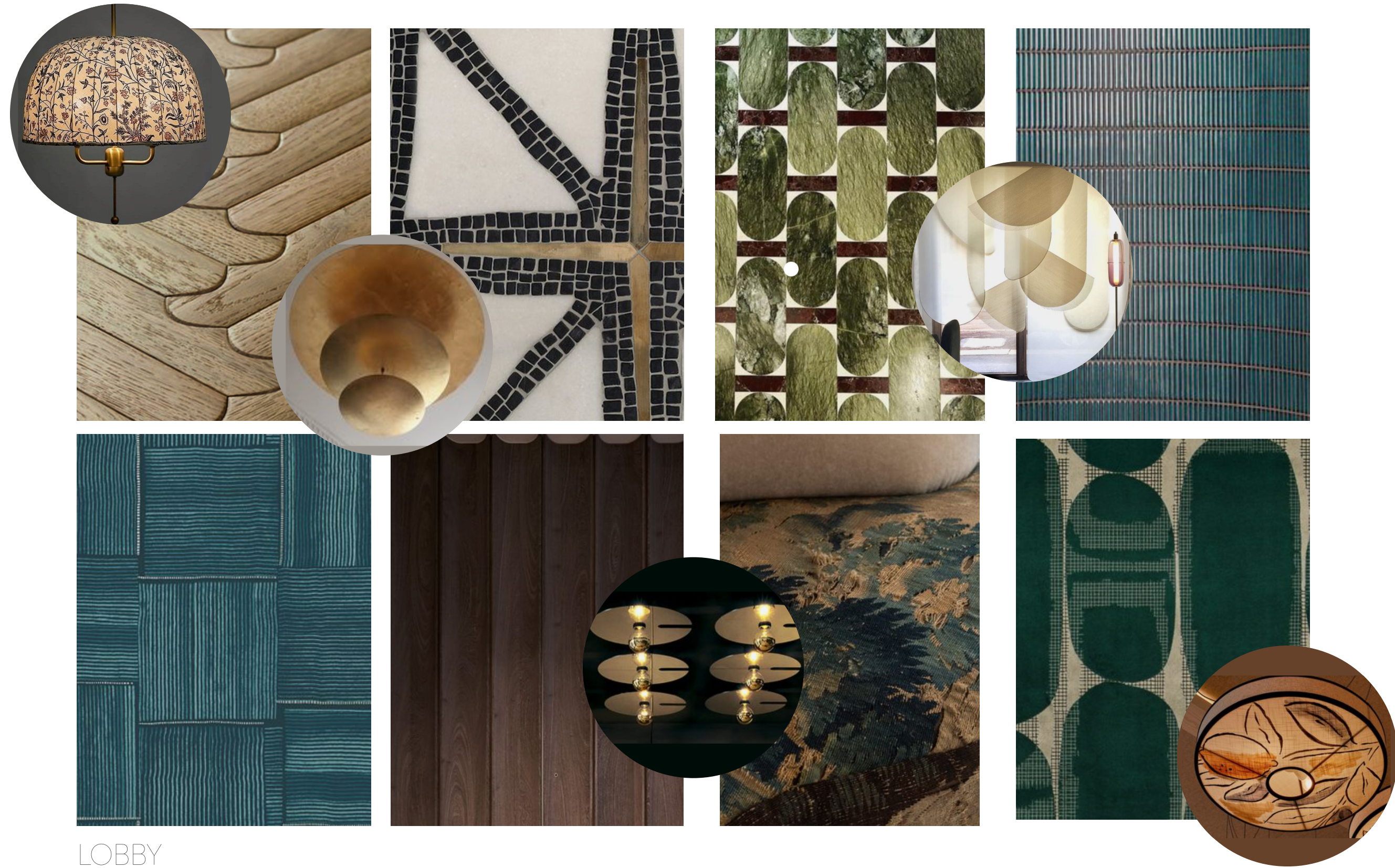
The design project paid tribute to the building's history as a bank by incorporating a metallic, warm toned color scheme. The use of metallic elements, such as brass, was a nod to coin currency, while the green color palette of the furnishings and art installations evoked the imagery of paper money. Together, these design elements effectively created an inviting space where historical elements blend with contemporary design.

The guest room utilized a warmer color palette and softer materials to create a distinct and inviting atmosphere that signaled to guests that they were entering a separate space. By incorporating these elements, the design effectively conveyed a sense of coziness and comfort, encouraging guests to feel at ease.

The materials utilized within this project each reflect the concept of intersection. In the guest rooms, the bunk bed structure is wrapped with a woven material that reflects the weaving and meshing together of two elements. In the great hall, the furnishings' upholstery features geometric shapes that intersect with one another.

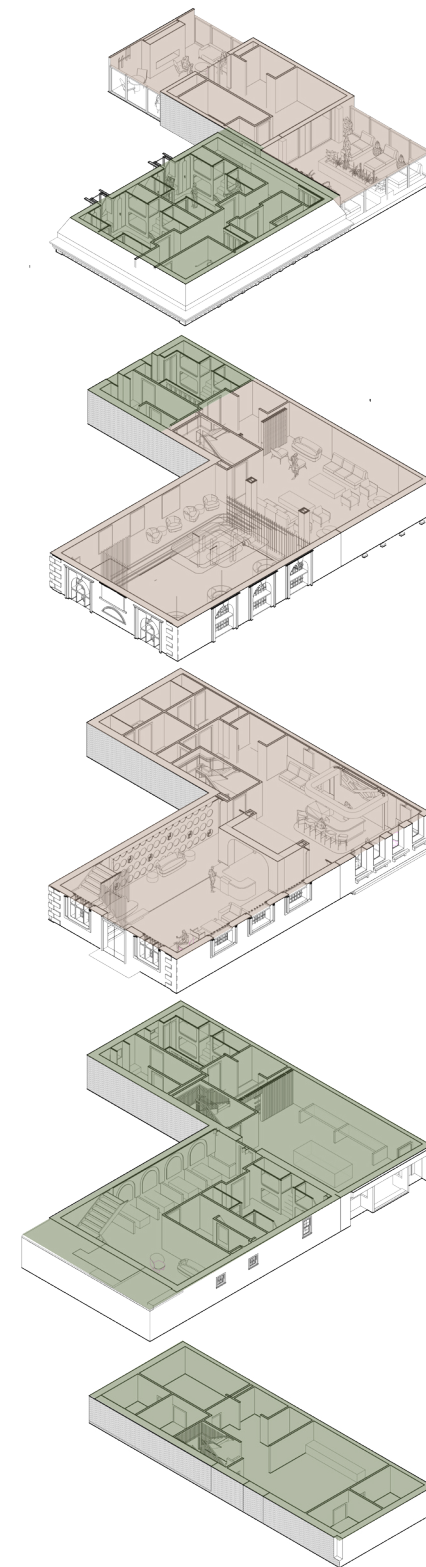
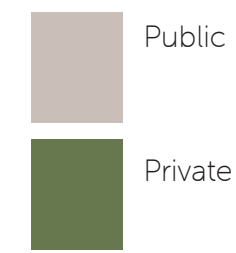




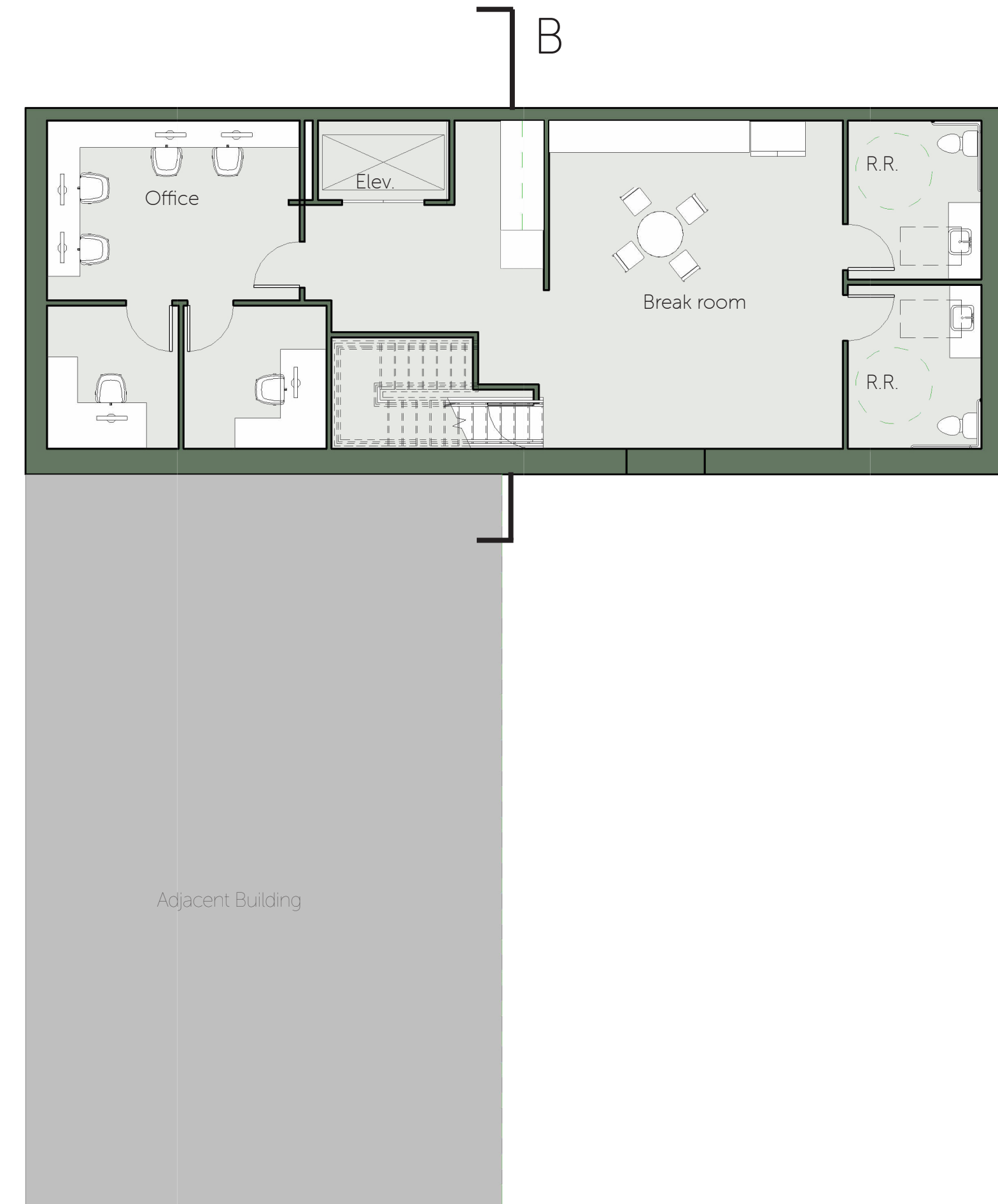




# FINAL FLOORPLANS

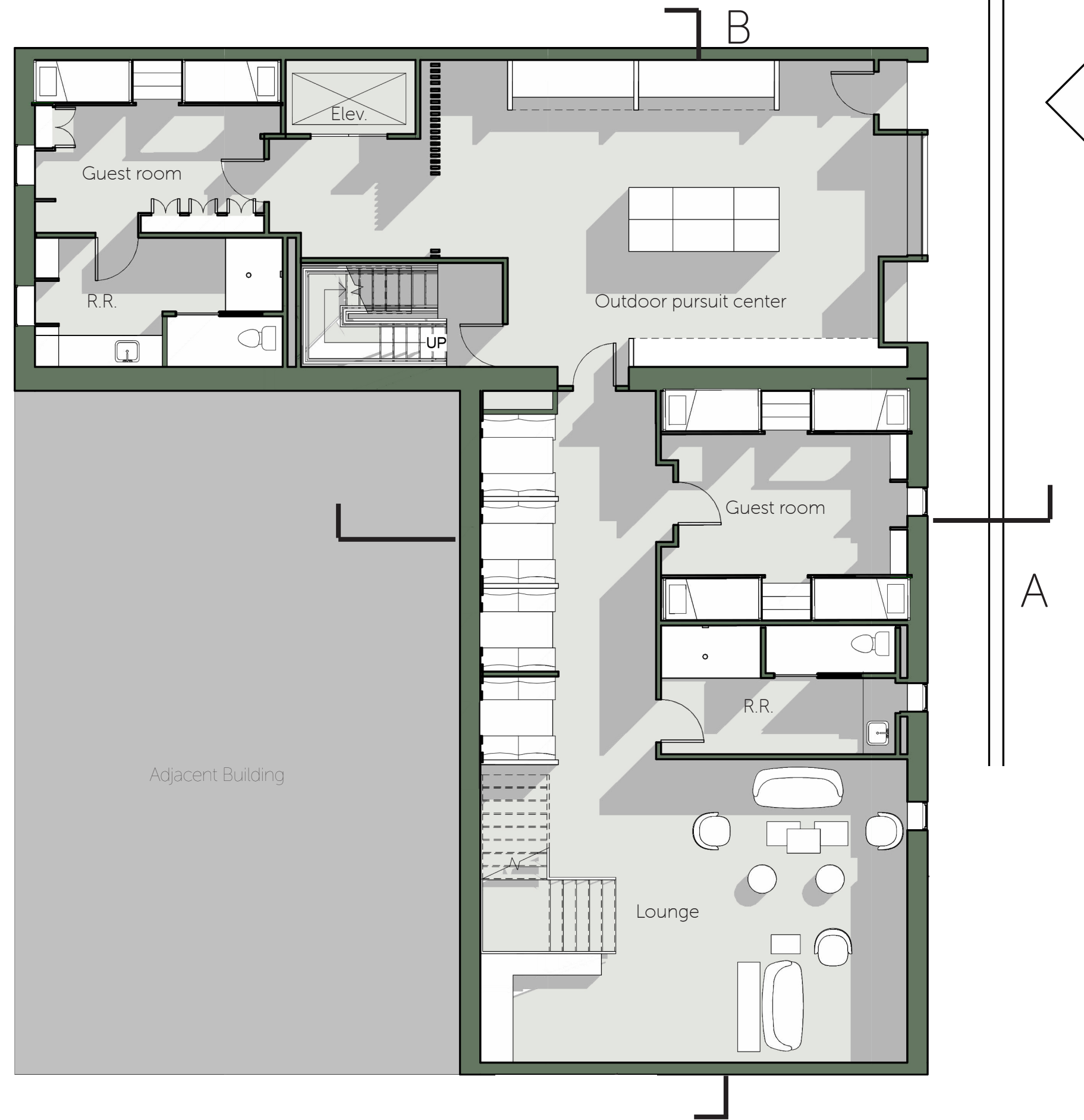


Basement

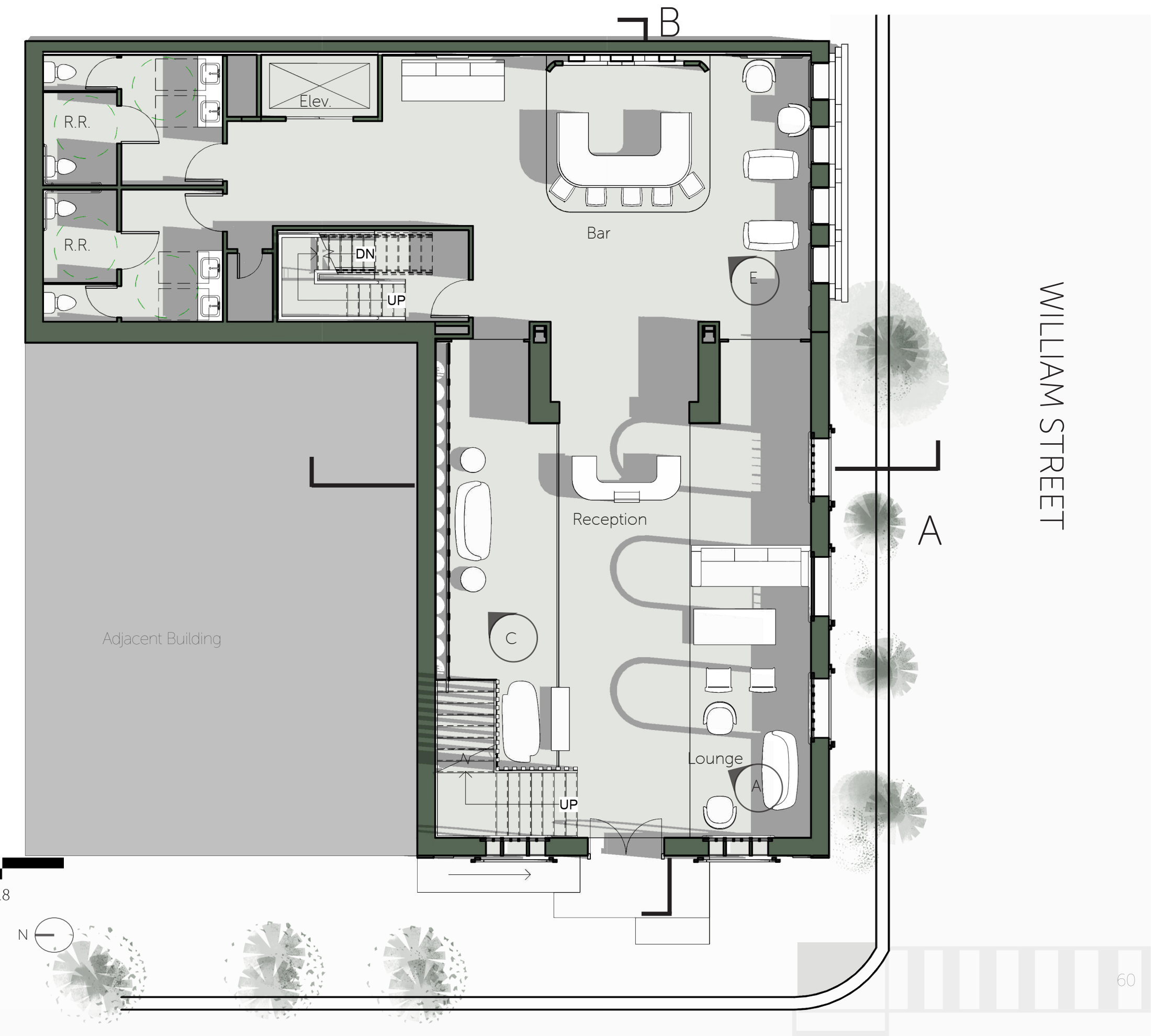




Ground Floor

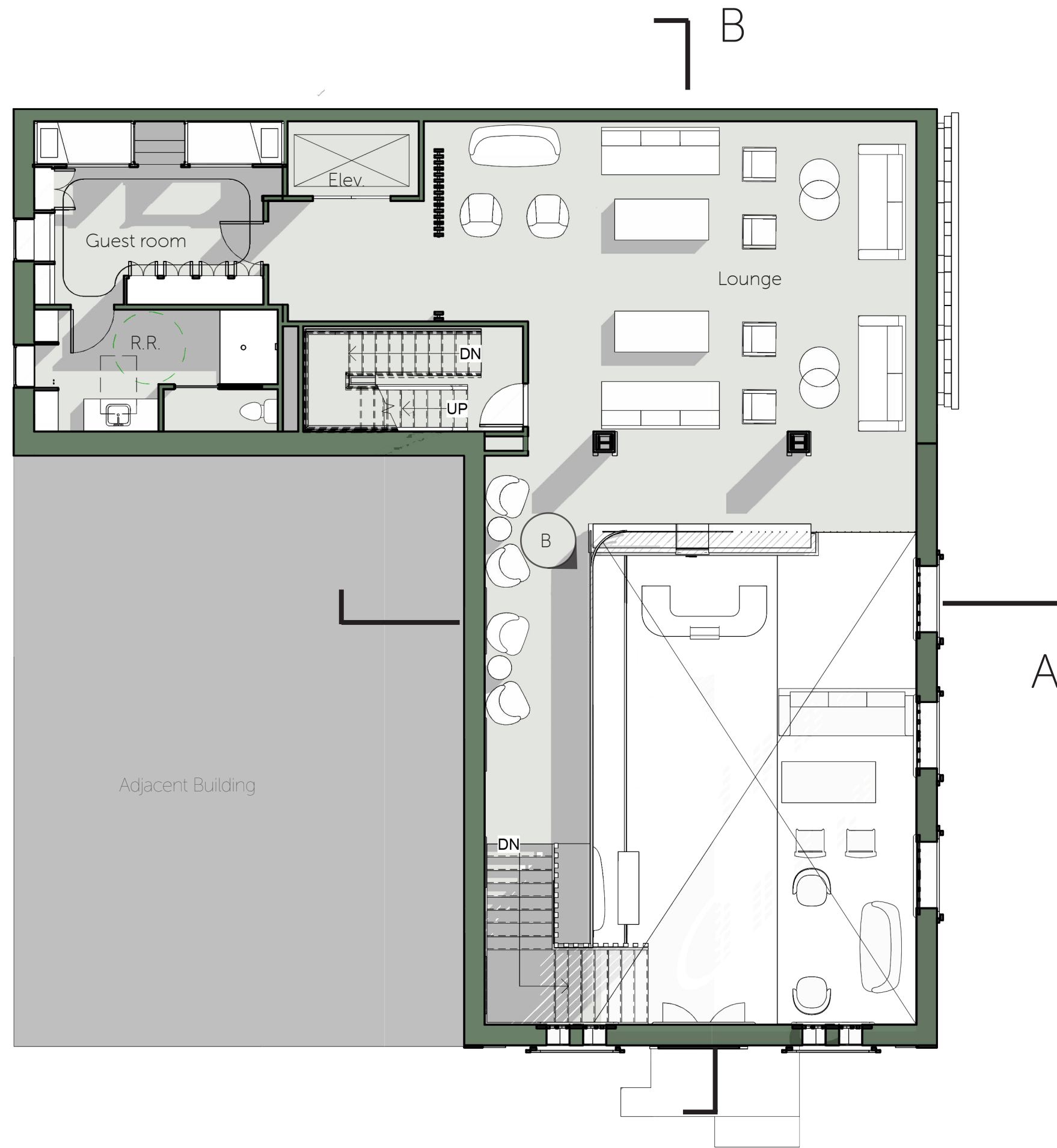


Level One

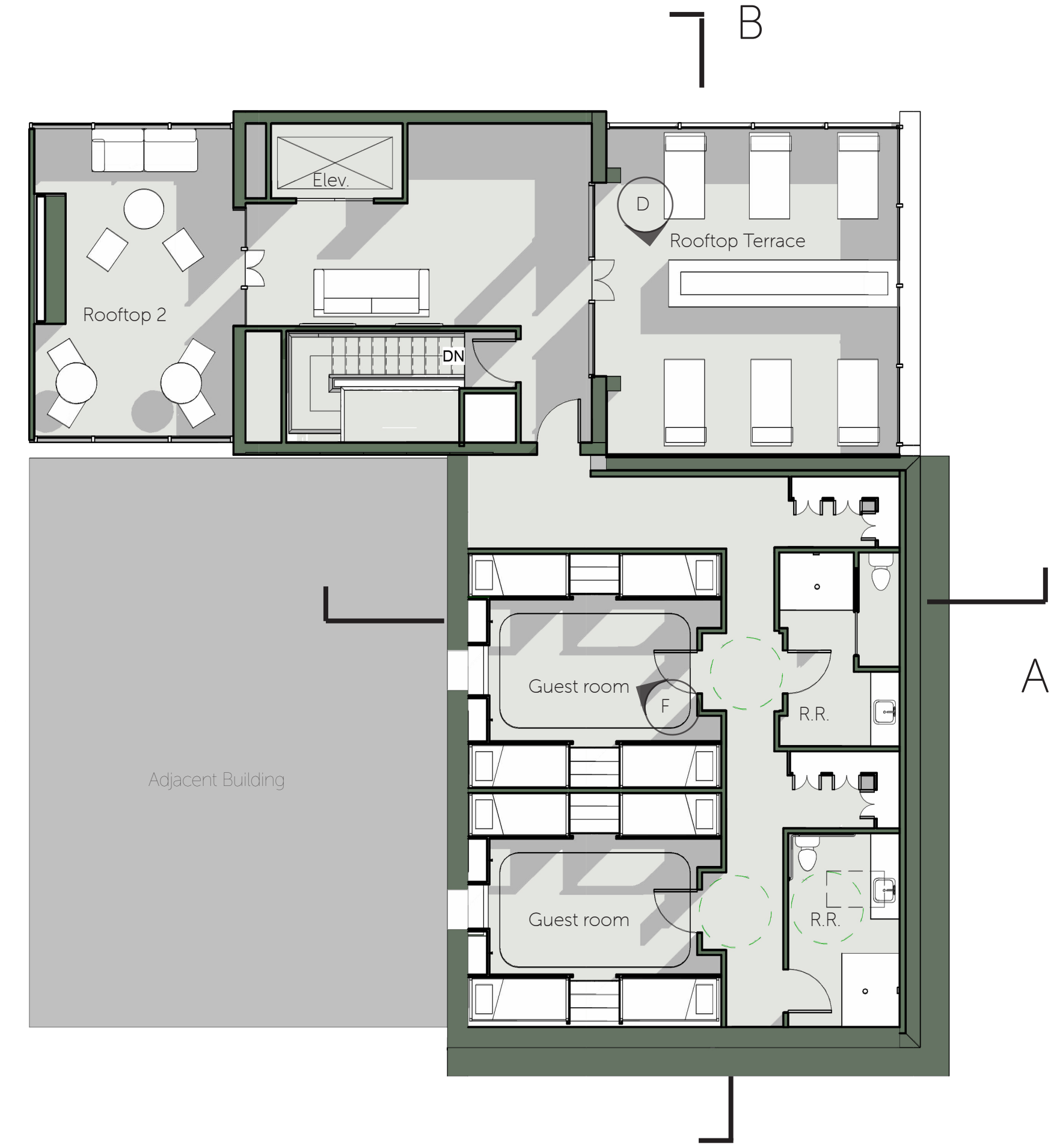




Level Two

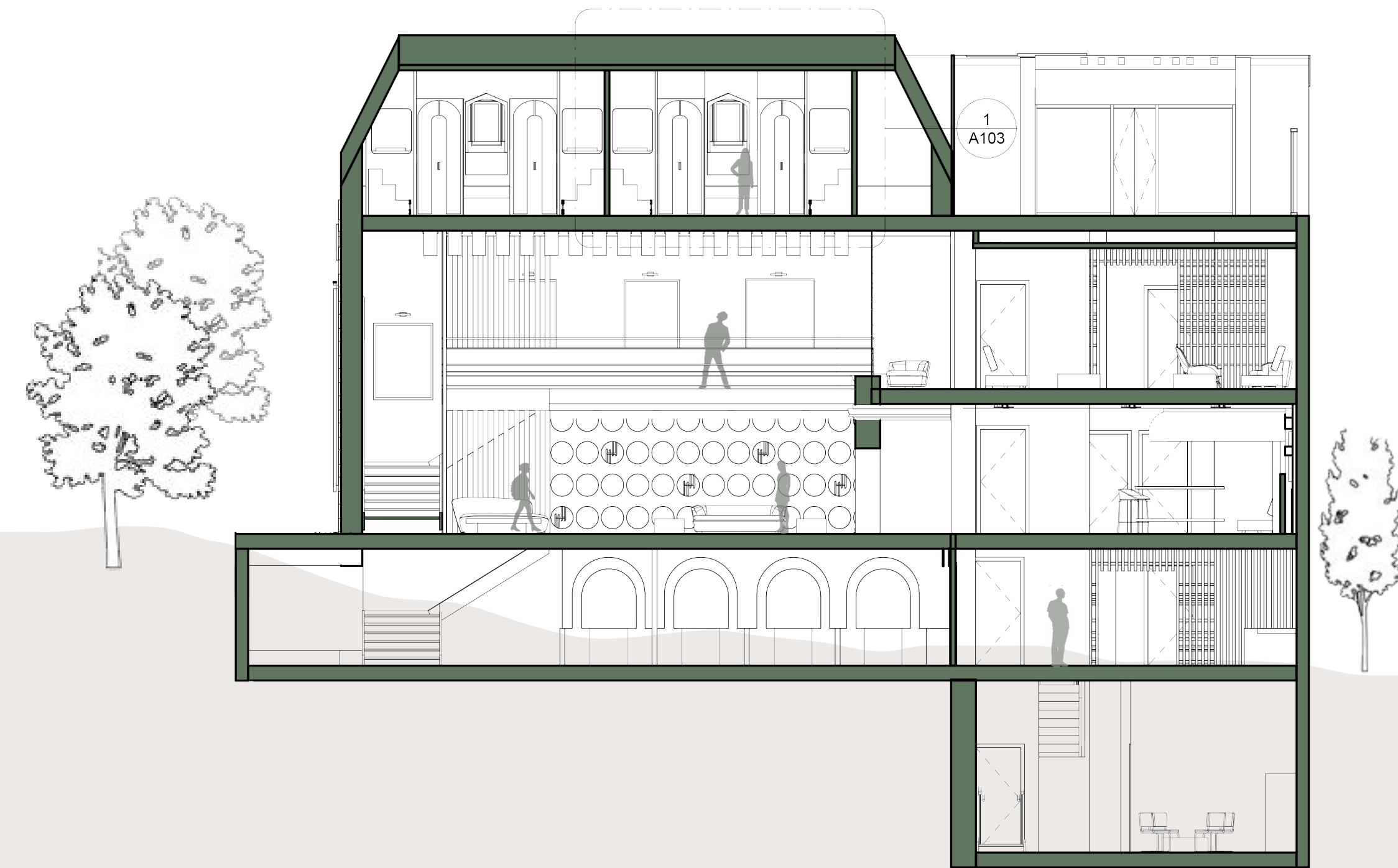
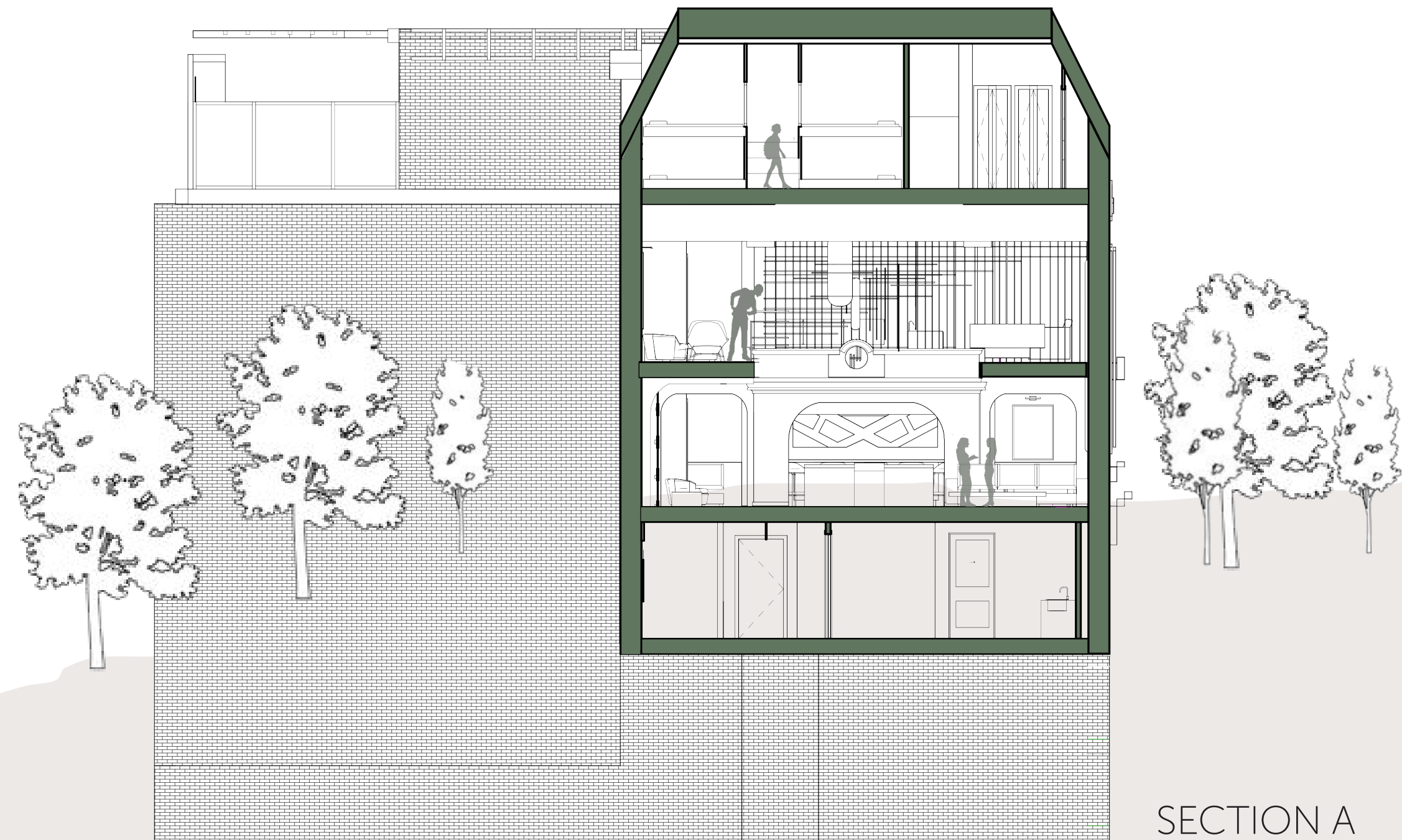


Level Three



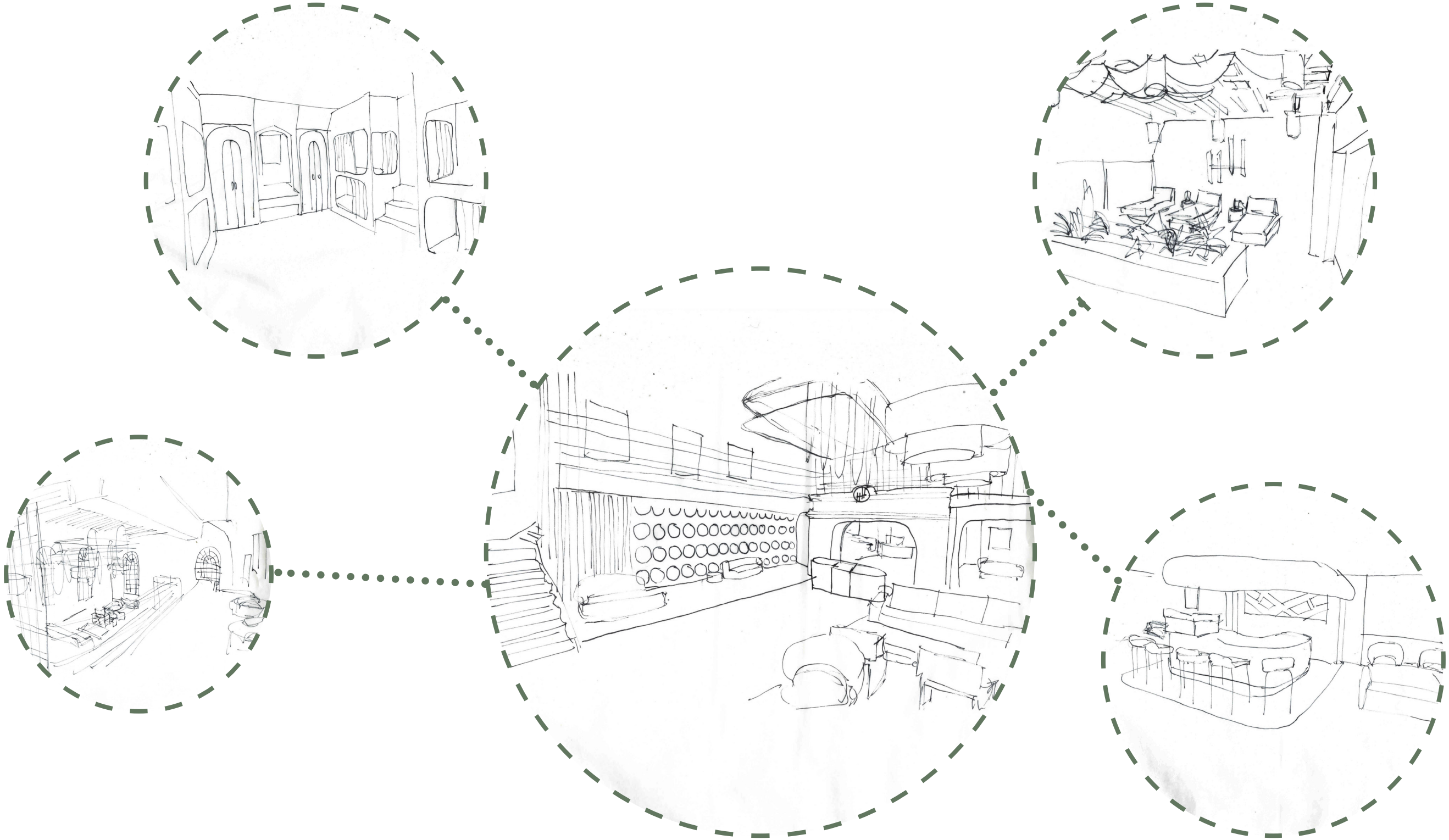


# SECTIONS

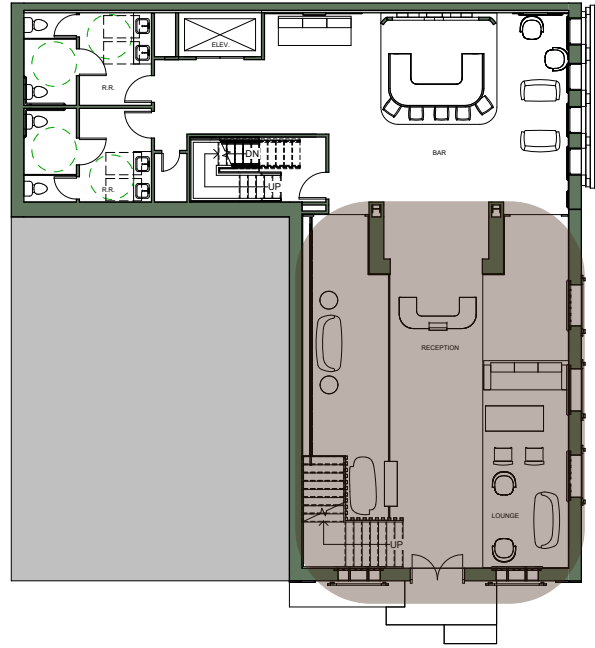




# PRIMARY SPACES







The great room demonstrates the intersection of the multipurpose spaces of the art gallery, the saloon, and the great room.

Upon entering the great room, visitors are welcomed by a reception desk positioned in front of the bank vault. The vault has been opened on both the front and back elevations to open the layout of level one. Adjacent to the entrance, there is an open stairwell leading to the mezzanine level, while a range of seating options are located to the right, inviting guests to gather and socialize.



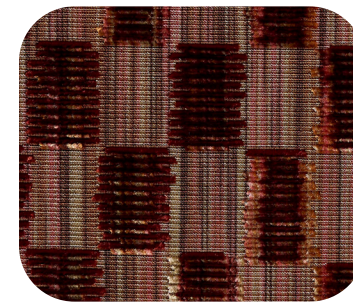
Italian printed velvet  
S.H. Textiles  
Chair in Great  
Room



Linen fabric  
Pierre Frey  
Couch in Great  
Room



Walnut veneer  
Custom  
Floor, walls,  
reception desk



Velvet fabric  
Pierre Frey  
Chair in the Great  
Room





DETAIL OF THE HOSTEL HOSTEL LOGO



Located on the left side of the great room is an accent wall crafted from rich walnut wood. The wall seamlessly curves at the ceiling below the mezzanine level, creating a harmonious flow between the floor, wall, and ceiling. Inside the circular design, the logo of the Hostel Hostel is repeatedly featured, represented by the initials, HH. The two H's of the logo symbolize the concept of intersection, reflecting the overarching theme of the space.



1/8" thick Aged Brass  
CheMetal  
Logo on accent wall



Carpet  
Game Face  
Guestrooms



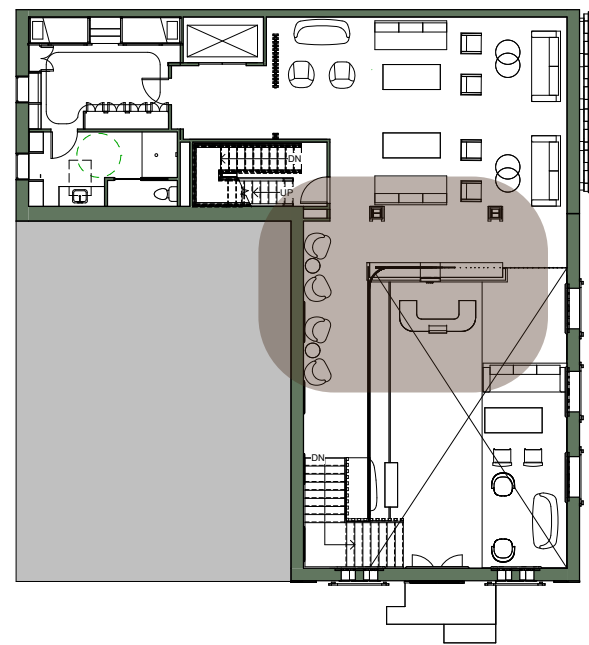
Walnut veneer  
Custom  
Floor, walls,  
reception desk



Stone tile  
Francisco Segarra  
Level One



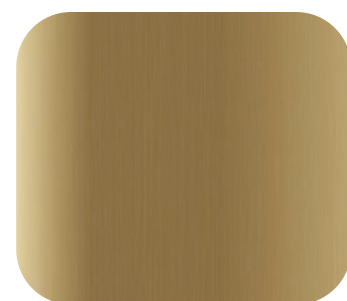




The installation reflects the concept of intersection, with planes from different directions intersecting with one another. To the left of the mezzanine there is a brass screen which was generated from the parti diagrams of the column grid of the structure. Similar to the installation, the screen has elements crossing from each direction. The brass screen facilitates the entry of natural light from the arched windows positioned at the entrance, illuminating the back room where additional seating is provided.



3Form  
Basil  
Light Installation



1/8" thick Brass  
CheMetal  
Screen on Level 2



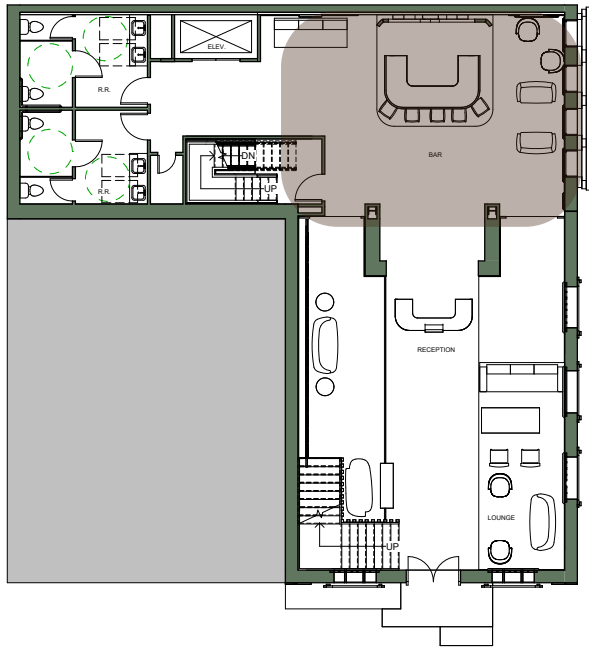
3Form  
Pistachio  
Stairwell on Level 2



Limewash  
Custom  
Walls







The saloon provides an opportunity for interaction between the guests and the local community over refreshments.

The walnut wood flooring extends from the back wall behind the bar and seamlessly continues up to the ceiling on level 2, creating a harmonious visual connection between the floor and ceiling. The ceiling drops down behind the bank vault, creating a cozy and intimate ambiance that's perfect for conversations.



Porcelain tile  
Rocky Point Tile  
Bar



Walnut veneer  
Custom  
Floor, walls,  
reception desk



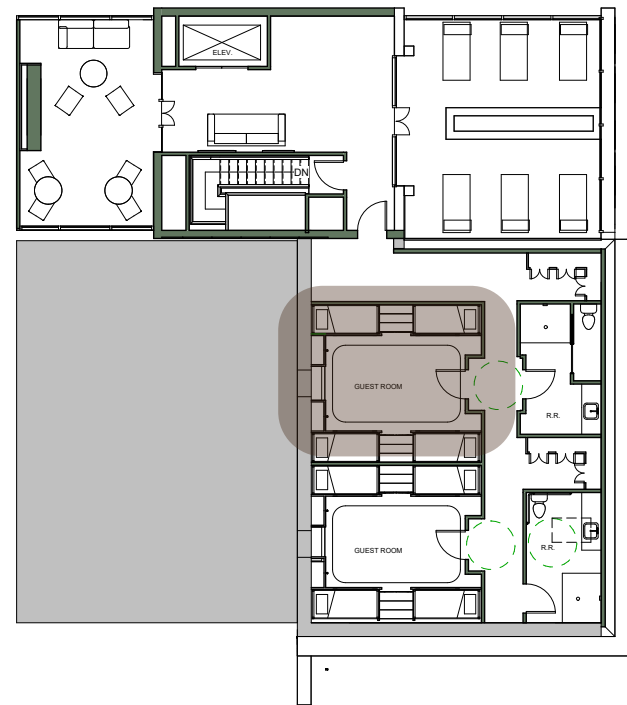
Stone tile  
Francisco Segarra  
Level One



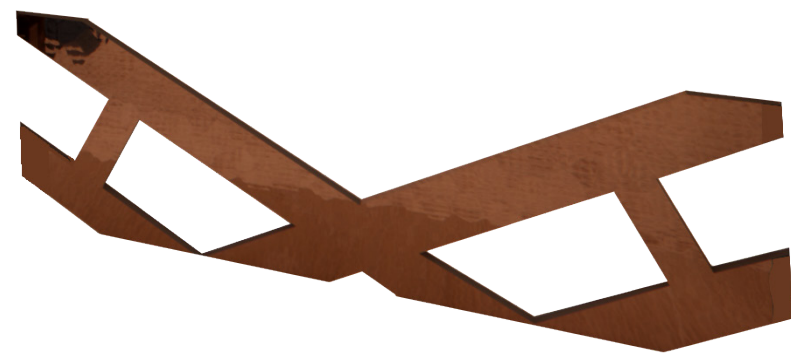
Limewash  
Custom  
Ceiling







DETAIL OF THE HOSTEL HOSTEL LOGO



The guests are provided the opportunity to socialize with fellow guests or seek solitude within their individual bunk.

The geometric shape of the opening within the bank vault is echoed in the design of the bunk bed structure, which is built from plywood and wrapped in a woven wooden basket material.

Hostel Hostel logo was developed from the two initials HH. The logo reflects the concept of intersection.



White oak planks  
Custom  
Ceiling



Wood tambour  
panels  
White River  
Guestroom walls



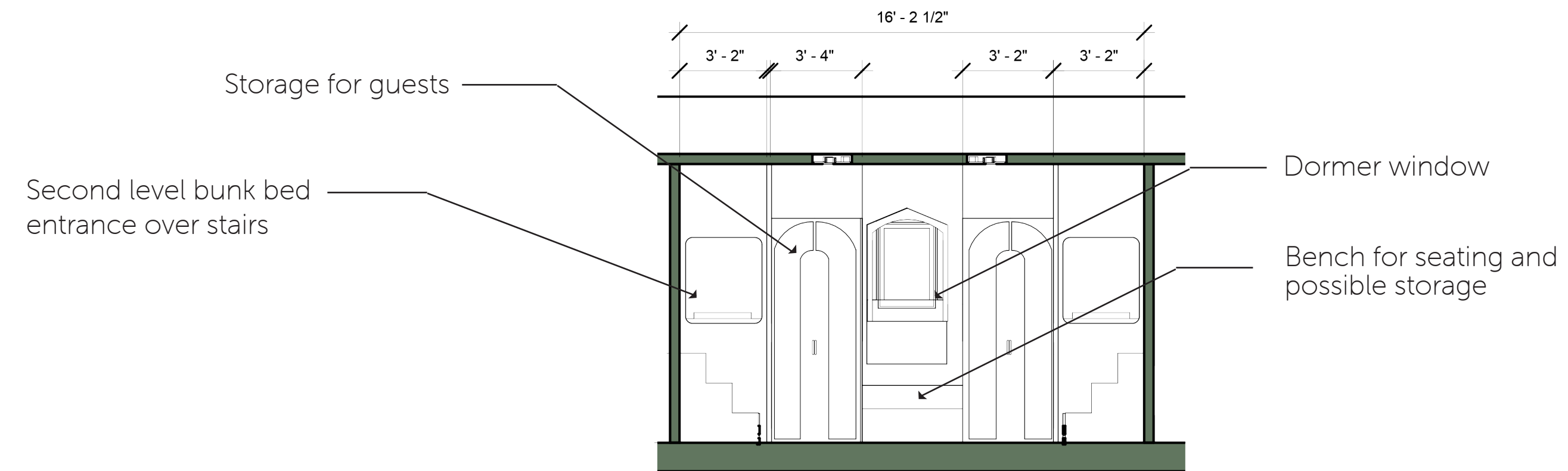
1/8" thick brass  
CheMetal  
Accent on bunk bed  
stairs



1/8" thick basket  
Weave Panel  
Custom  
Bunk bed



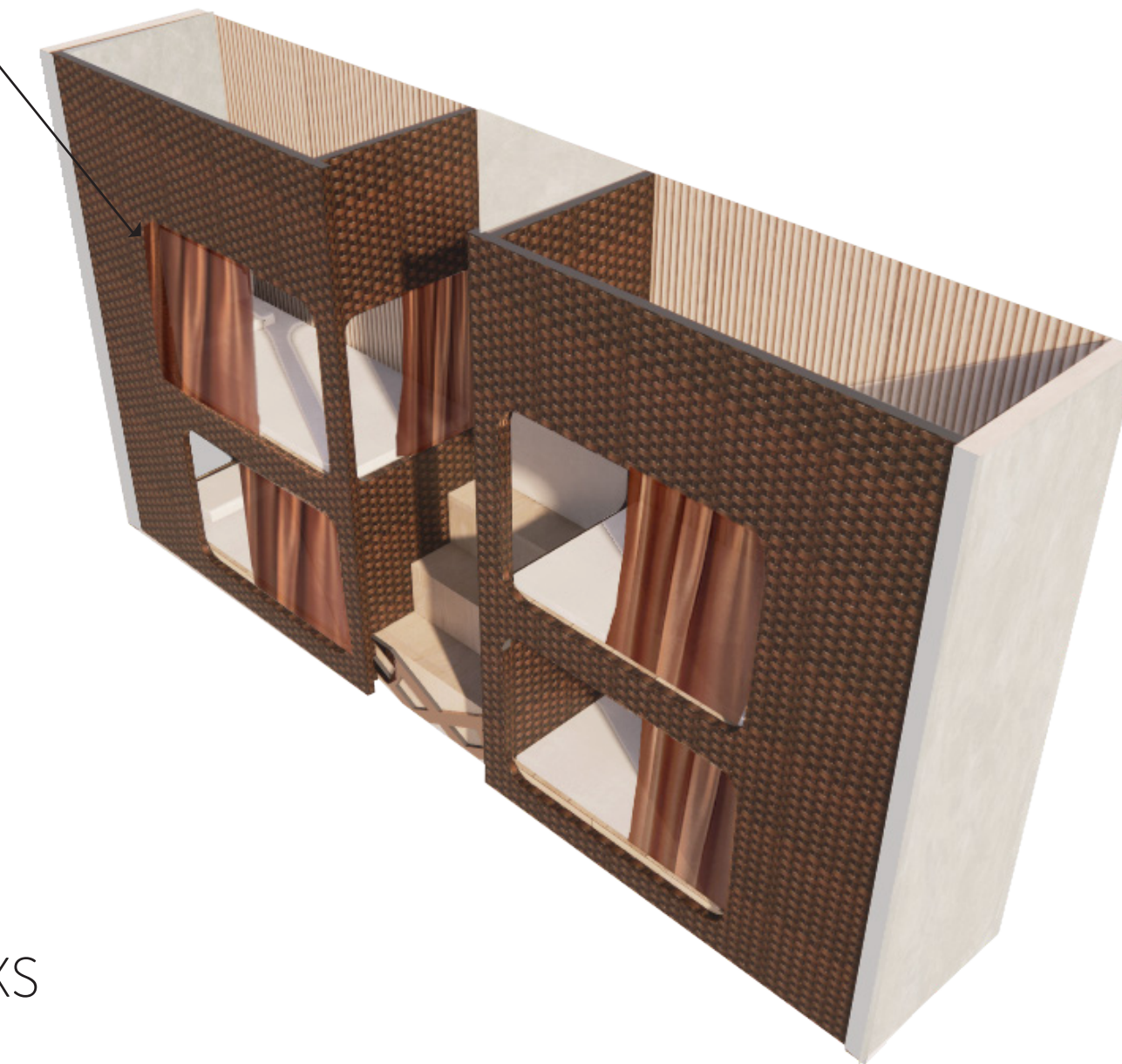




DETAIL OF GUESTROOM

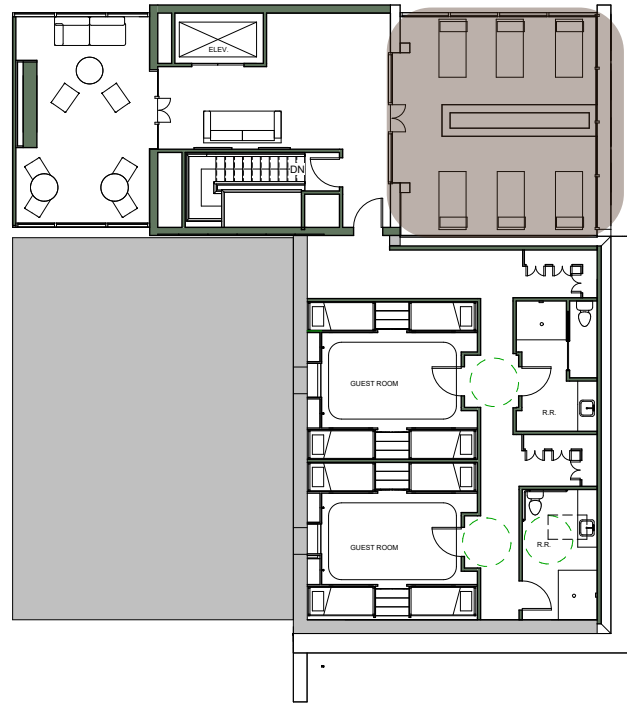


Curtains providing privacy



RENDERED AXON OF THE BUNKS





Overlooking the skyline of historic Fredericksburg, the rooftop terrace provides an urban sanctuary for the guests.

The same pattern of the brass screen was repeated on the pergola of the rooftop terrace. While Rooftop 1 was intended for individual rest, Rooftop 2 was designed to encourage socialization and group gatherings.



Upholstery  
Mason Forest Green  
Chairs on rooftop  
terrace



Porcelain tile  
Rocky Point Tile  
Planter on rooftop  
terrace



BareDecor  
Teakwood tiles  
Rooftop terrace  
flooring



Upholstery  
Nude  
Rooftop terrace





SPEC BOOK



MANUFACTURER Francisco Segarra High traffic stoneware flooring FS YARD

MATERIALS/FINISH Stone tile

WEBSITE <https://www.franciscosegarra.com/en/furniture/high-traffic-stoneware-flooring/>

LOCATION Level One floor tile

SUSTAINABILITY Stone tile could sustain high foot traffic.

NOTES/RATIONALE Fun flooring that represents the concept of intersection



MANUFACTURER BareDecor- Wood deck tiles

MATERIALS/FINISH Teak Wood

WEBSITE <https://www.wayfair.com/home-improvement/pdp/bare-decor-ez-floor-12-x-12-teak-wood-snap-in-deck-tiles-in-oiled-bdcr1001.html?cjevent=65dbf6eae92711ed8366b63c0a82b82c&refID=CJ314743-CJ5370367&PID=CJ100068186>

LOCATION Rooftop Terrace on Level Three

SUSTAINABILITY Treated with eco-friendly products, such as non-toxic sealers and finishes, this can reduce the environmental impact of the tiles and increase their lifespan.

NOTES/RATIONALE Fun flooring that represent the concept of intersection



MANUFACTURER WiseWood- Walnut Veneer

MATERIALS/FINISH Walnut

WEBSITE <https://wisewoodveneer.com/product/walnut-wood-veneer-flat-cut/>

LOCATION Floor, walls, reception desk, ceiling on level one

SUSTAINABILITY Treated with eco-friendly products, such as non-toxic sealers and finishes.

NOTES/RATIONALE Connects the walls, ceiling, and floor together



MANUFACTURER Game Face -Color Ash

MATERIALS/FINISH Triexta Fiber-Ash

WEBSITE <https://www.homedepot.com/p/Lifeproof-with-Petproof-Technology-8-in-x-8-in-Texture-Carpet-Sample-Game-Face-Color-Ash-MQ-989091/306809017>

LOCATION Guestrooms

SUSTAINABILITY Triexta Fiber emits less green house gas emissions than a majority of carpet products.

NOTES/RATIONALE Wayfinding shift and noise control within guestrooms





MANUFACTURER	Rocky Point Tile- Look Oliva Green Glossy
MATERIALS/FINISH	Glazed Porcelain
WEBSITE	<a href="https://www.rockypointtile.com/collections/2-x-9-distressed-subway-tiles-look-series-by-ragno/products/look-2x-9-glazed-porcelain-subway-tiles-oliva-glossy?variant=42180339040474&amp;utm_source=pinterest&amp;utm_medium=social">https://www.rockypointtile.com/collections/2-x-9-distressed-subway-tiles-look-series-by-ragno/products/look-2x-9-glazed-porcelain-subway-tiles-oliva-glossy?variant=42180339040474&amp;utm_source=pinterest&amp;utm_medium=social</a>
LOCATION	Bathroom tile above the sinks
NOTES/RATIONALE	2"x 9" Subway Tiles



MANUFACTURER	CheMetal - 1/8" thick Brass
MATERIALS/FINISH	Brass
WEBSITE	<a href="https://www.chemetal.com/designs/337-aged-brass/">https://www.chemetal.com/designs/337-aged-brass/</a>
LOCATION	Screen on Level Two, bar head on Level One, and logo details on Level One and Level Three
NOTES/RATIONALE	Represents the bank by using metallic materials



MANUFACTURER	CB2- Foley Mink Velvet Dining Armchair
MATERIALS/FINISH	Velvet
WEBSITE	<a href="https://www.cb2.com/foley-mink-velvet-dining-armchair/s370057">https://www.cb2.com/foley-mink-velvet-dining-armchair/s370057</a>
LOCATION	Offices
SUSTAINABILITY	BIFMA Compliant®
NOTES/RATIONALE	Fun chair that encourages relaxation



MANUFACTURER	Aster- Mark
MATERIALS/FINISH	Black Oak Stain Matte Wood, Fabric, Brushed Brass
WEBSITE	<a href="https://www.the-aster.com/en/products/upholstery/dining-chair/mark-238/">https://www.the-aster.com/en/products/upholstery/dining-chair/mark-238/</a>
LOCATION	Level One Bar
SUSTAINABILITY	Utilizes sustainably sourced materials in their products, including FSC certified wood
NOTES/RATIONALE	Can be customized- W: 24,41", D: 24,02", H: 33,46" Seat Height: 17,71"



MANUFACTURER	3Form- Basil
MATERIALS/FINISH	Chroma 1"
WEBSITE	<a href="https://www.3-form.com/color/pistachio?sampleType=chroma">https://www.3-form.com/color/pistachio?sampleType=chroma</a>
LOCATION	Installation on ceiling on Level Two
SUSTAINABILITY	3Form seeks to achieve zero-waste in manufacturing and has a take-back program.
NOTES/RATIONALE	Drops the ceiling and reflects the concept of intersection



MANUFACTURER	3Form- Pistachio
MATERIALS/FINISH	Chroma 1"
WEBSITE	<a href="https://www.3-form.com/color/pistachio?sampleType=chroma">https://www.3-form.com/color/pistachio?sampleType=chroma</a>
LOCATION	Stairwell on Level One and Two
SUSTAINABILITY	3Form seeks to achieve zero-waste in manufacturing and has a take-back program.
NOTES/RATIONALE	Divides the large room without fully blocking the view by being translucent



MANUFACTURER	Matra Deep Teal Velvet Lounge Chair
MATERIALS/FINISH	Velvet in teal
WEBSITE	<a href="https://www.cb2.com/matra-deep-teal-velvet-lounge-chair/s636890">https://www.cb2.com/matra-deep-teal-velvet-lounge-chair/s636890</a>
LOCATION	Level One Lounge
SUSTAINABILITY	CB2 utilizes sustainably sourced materials in their products, including FSC certified wood, preferred fibers and recycled packaging.
NOTES/RATIONALE	Comfortable chair that matches the color palette



MANUFACTURER	Crate and Barrel-Costes Oversized Armchair
MATERIALS/FINISH	Upholstery
WEBSITE	<a href="https://www.crateandbarrel.com/costes-oversized-armchair/">https://www.crateandbarrel.com/costes-oversized-armchair/</a>
LOCATION	Second level
SUSTAINABILITY	Crate and Barrel utilizes sustainably sourced materials in their products, including FSC certified wood, preferred fibers and recycled packaging.
NOTES/RATIONALE	Can be customized. W: 44", D: 42", H: 28"

WALLS

FURNISHINGS





MANUFACTURER	CB2- Plinth Armless Black Boucle Sofa
MATERIALS/FINISH	Boucle in black
WEBSITE	<a href="https://www.cb2.com/plinth-armless-black-boucle-sofa/s298620">https://www.cb2.com/plinth-armless-black-boucle-sofa/s298620</a>
LOCATION	Level One lounge
SUSTAINABILITY	CB2 utilizes sustainably sourced materials in their products, including FSC certified wood, preferred fibers and recycled packaging.
NOTES/RATIONALE	Encourages communication within the seating arrangement as it does not have arms of the edges which limits the amount of seats on the sofa



MANUFACTURER	Eichholtz-Morten Sofa
MATERIALS/FINISH	Bouclé fibre
WEBSITE	<a href="https://shop.mohd.it/en-us/morten-sofa.html">https://shop.mohd.it/en-us/morten-sofa.html</a>
LOCATION	Level one lounge
SUSTAINABILITY	Utilizes sustainably sourced materials in their products, including FSC certified wood
NOTES/RATIONALE	The furnishing is located within a cornered space so the one armed sofa emphasizes the corner

## FURNISHINGS



MANUFACTURER	LamppoDesign- Milk Pink Glass Pendant Light,
MATERIALS/FINISH	Orange/Pink glass and bronze metal
WEBSITE	<a href="https://www.etsy.com/listing/1226053334/lamppodesign-milk-pink-glass-pendant?gpla=1&amp;gao=1&amp;variation0=3053981130&amp;lo ad_">https://www.etsy.com/listing/1226053334/lamppodesign-milk-pink-glass-pendant?gpla=1&amp;gao=1&amp;variation0=3053981130&amp;lo ad_</a>
LOCATION	Level One
NOTES/RATIONALE	Glass can be customized



MANUFACTURER	Lamps Plus- Hinkley Cartwright 19 1/2" Wide Rustic Brass Pendant Light
MATERIALS/FINISH	Rustic Brass
WEBSITE	<a href="https://www.lampsplus.com/products/hinkley-cartwright-19-and-one-half-inch-wide-rustic-brass-pendant-light___45d73">https://www.lampsplus.com/products/hinkley-cartwright-19-and-one-half-inch-wide-rustic-brass-pendant-light___45d73</a>
LOCATION	Level One
NOTES/RATIONALE	Three-light steel pendant

## LIGHTING



MANUFACTURER	Mcgee and Co.-Florko Chandelier
MATERIALS/FINISH	Iron and gold leaf
WEBSITE	<a href="https://www.mcgeeandco.com/products/florko-chandelier?variant=39852754206795&amp;epik=dj0yJnU9SE5OSm9fX2ZS6S1aaXE0NFBISkMyNDZSV0VncG1PcFomcD0wJm49R29XUTdkZ3lsaTdOU0VuM0ZrRVgxQSZ0PUFBQUFBR1FQcmVR">https://www.mcgeeandco.com/products/florko-chandelier?variant=39852754206795&amp;epik=dj0yJnU9SE5OSm9fX2ZS6S1aaXE0NFBISkMyNDZSV0VncG1PcFomcD0wJm49R29XUTdkZ3lsaTdOU0VuM0ZrRVgxQSZ0PUFBQUFBR1FQcmVR</a>
LOCATION	Reception desk
NOTES/RATIONALE	Overall: 31" Dia. x 175" H



MANUFACTURER	RW Guild- Calyx
MATERIALS/FINISH	Burnished Brass
WEBSITE	<a href="https://rwguild.com/products/calyx">https://rwguild.com/products/calyx</a>
LOCATION	Lounge
NOTES/RATIONALE	Represents the concept of intersection with the layers of the glass



# BIBLIOGRAPHY

1.) Hotel henry urban resort conference center by Deborah Berke Partners: 2017 best of year winner for hotel transformation. Interior Design. (2021, August 14). Retrieved August 22,

2022, from <https://interiordesign.net/projects/hotel-henry-urban-resort-conference-center-by-deborah-berke-partners-2017-best-of-year-winner-for-hotel-transformation/>

2.) Hostel meets hotel: A hostel in Basel, Switzerland's St. Alban District. Interior Design. (2021, August 13). Retrieved August 22, 2022, from

<https://interiordesign.net/projects/hostel-meets-hotel-a-hostel-in-basel-switzerland-s-st-alban-district/>

3.) Together hostel by Cao Pu studio: 2017 best of year winner for Budget. Interior Design. (2021, August 14). Retrieved August 22, 2022, from

<https://interiordesign.net/projects/together-hostel-by-cao-pu-studio-2017-best-of-year-winner-for-budget/>

4.) A Tokyo hostel surrounds bunk beds with plywood shelves offering 1,700 books. Interior Design. (2021, August 14). Retrieved August 22, 2022, from

<https://interiordesign.net/projects/a-tokyo-hostel-surrounds-bunk-beds-with-plywood-shelves-offering-1-700-books/>

5.) Industrial Strength: Galleries and Youth Hostel, Id town, Shenzhen, China by O-Office. Architectural Review. (2021, May 14). Retrieved August 22, 2022, from

<https://www.architectural-review.com/buildings/industrial-strength-galleries-and-youth-hostel-id-town-shenzhen-china-by-o-office>

6.) A historic Portland building turns over a new leaf-as a stylish hostel. Metropolis. (2021, August 20). Retrieved August 22, 2022, from <https://metropolismag.com/projects/kex-portland-hostel/>

7.) A reuse Renaissance continues to reshape Mexico City. Metropolis. (2021, August 20).

Retrieved August 22, 2022, from <https://metropolismag.com/projects/adaptive-reuse-mexico-city/>

8.) Schoolhouse revival: A new hotel in an old school frames a scenic park in Washington. Metropolis. (2021, August 20). Retrieved August 22, 2022, from <https://metropolismag.com/projects/society-hotel-bingen/>

9.) Wilkinson, T. (2022, March 11). Typology: Hotels. Architectural Review. Retrieved August 22, 2022, from <https://www.architectural-review.com/essays/typology/typology-hotels>

10.) GRAFT, Libeskind, D., & GRAFT. (2017). Home. story. : new residential and hospitality architecture. Birkhäuser. <https://doi.org/10.1515/9783035610062>

11.) Lee, W. S., Lee, J.-K., & Moon, J. (2018). Study on the preference for capsule hotel attributes using a choice experiment. Tourism Economics, 24(4), 492–499. <https://doi.org/10.1177/1354816618765345>

11.) Hotel henry urban resort conference center by Deborah Berke Partners: 2017 best of year winner for hotel transformation. Interior Design. (2021, August 14). Retrieved August 22, 2022, from <https://interiordesign.net/projects/hotel-henry-urban-resort-conference-center-by-deborah-berke-partners-2017-best-of-year-winner-for-hotel-transformation/>

12.) Hostel meets hotel: A hostel in Basel, Switzerland's St. Alban District. Interior Design. (2021, August 13).

Retrieved August 22, 2022, from <https://interiordesign.net/projects/hostel-meets-hotel-a-hostel-in-basel-switzerland-s-st-alban-district/>

13.) Together hostel by Cao Pu studio: 2017 best of year winner for Budget. Interior Design. (2021, August

14). Retrieved August 22, 2022, from <https://interiordesign.net/projects/together-hostel-by-cao-pu-studio-2017-best-of-year-winner-for-budget/>

15.) A Tokyo hostel surrounds bunk beds with plywood shelves offering 1,700 books. Interior Design. (2021, August 14). Retrieved August 22, 2022, from <https://interiordesign.net/projects/a-tokyo-hostel-surrounds-bunk-beds-with-plywood-shelves-offering-1-700-books/>

16.) Industrial Strength: Galleries and Youth Hostel, Id town, Shenzhen, China by O-Office. Architectural Review. (2021, May 14). Retrieved August 22, 2022, from <https://www.architectural-review.com/buildings/industrial-strength-galleries-and-youth-hostel-id-town-shenzhen-china-by-o-office>

17.) A historic Portland building turns over a new leaf-as a stylish hostel. Metropolis. (2021, August 20. Re-trieved August 22, 2022, from <https://metropolismag.com/projects/kex-portland-hostel/>

18.) A reuse Renaissance continues to reshape Mexico City. Metropolis. (2021, August 20). Retrieved August 22, 2022, from <https://metropolismag.com/projects/adaptive-reuse-mexico-city/>  
8.) Schoolhouse revival: A new hotel in an old school frames a scenic park in Washington. Metropolis. (2021, August 20). Retrieved August 22, 2022, from <https://metropolismag.com/projects/society-hotel-bin-gen/>

19.) Wilkinson, T. (2022, March 11). Typology: Hotels. Architectural Review. Retrieved August 22, 2022, from <https://www.architectural-review.com/essays/typology/typology-hotels>  
10.) GRAFT, Libeskind, D., & GRAFT. (2017). Home. story. : new residential and hospitality architecture. Birkhäuser. <https://doi.org/10.1515/9783035610062>



# CROSSROADS

Fostering Connection and Community

Madison Goff

**Project Statement**  
The project aims to create a hotel experience that transcends the rich history of a bank building with the modern day need for affordable and communal lodging. Through the transformation of the historic bank structure into a hotel, the intersection of the past and present public and private are explored and the two main streets of Old Town Fredericksburg are represented. The design of the hotel is centered around the concept of intersection, where individual and communal space, history, and architectural elements blend with contemporary design. The goal of the project is to create an environment that fosters connection, creativity, and community while celebrating the history of the building. The name of the business is Hotel Crossroads, which is represented by the initials, 'HC'. The logo of the two 'H's are representative of the concept of intersection.

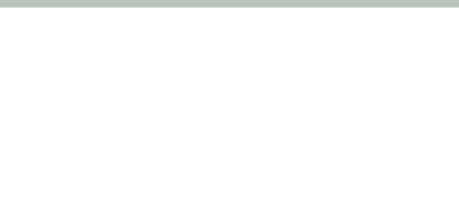
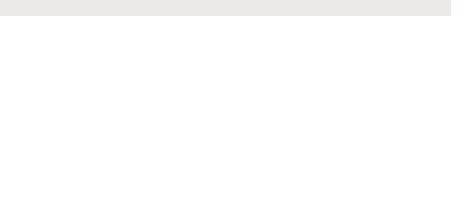
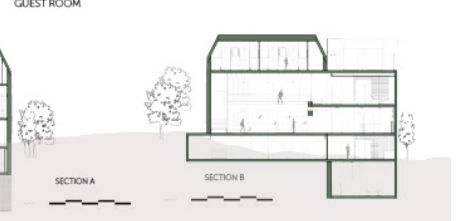
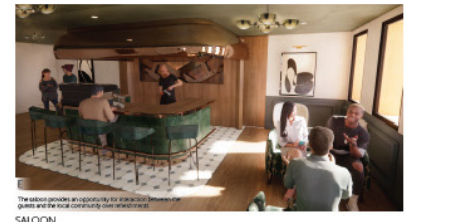
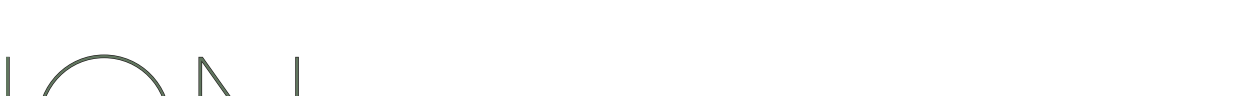
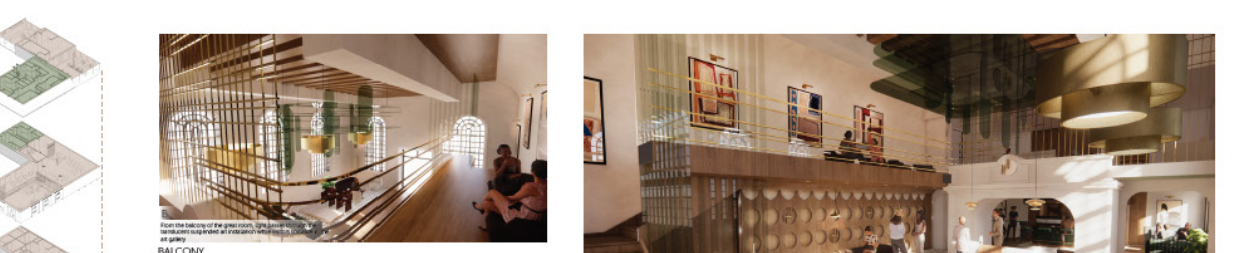
**Historical Building**  
2001 Princess Anne St, Fredericksburg, VA  
1855-56 AD  
The development of Old Town Fredericksburg revolved around the two primary one-way streets, Princess Anne and Washington Street. The historic building for this project holds historic significance and consists of two structures that were merged together in the late 19th century. The main structure located on Princess Anne Street, originally known as The Times National Bank, was designed in the Georgian Revival style. Made from local limestone, a composite of these styles, and features five large arched windows. Built in 1855 and designed in the Georgian style, the second structure comprised of the west wing and originally functioned as a printing press. The two structures were merged by demolishing the street wall, resulting in a building with a total of five floors: basement, ground floor, second floor, and Level 2, and Level 3.



**Concept Statement**  
This project aims to explore and strengthen the connection between two buildings by creating a new space that serves as a hub for the local community and temporary guests. Through a variety of programming and design strategies, the space will encourage communication and interaction between these two groups, fostering a sense of community and belonging.

Developed from two overlapping historical buildings, the project aims to represent the different materials of the original structures. The new structure combines the two buildings and creates a new space that represents the connection between the two buildings and the building's history.

Part diagrams representing the missing of the building and their connection. Part diagrams representing the missing of the building and their connection. Part diagrams representing the missing of the building and their connection.



Exploring and producing this thesis project has been a delightful experience. I found it highly engaging and it consistently kept me on my toes, never boring me. This project has been a fantastic learning experience for me this semester. From working with the intricate building CAD file to creating numerous iterations of floor plans and models, every aspect of this project has been enriching. I was so excited to dip my toes into hospitality and it has been such a rewarding experience. The exploration of private and public spaces has captivated me since my undergraduate studies, and the hostel project presented a unique opportunity to delve deeper into these ideas.

The feedback I received was invaluable in enhancing my skills and refining my approach. I deeply appreciate the insightful and constructive suggestions that were provided to me. Some of the suggestions included removing the shadows from the floor plans and instead, photoshopping the material being utilized on the floor as it was unique and important towards the concept. Another suggestion was to consider using metal instead of plywood for the bunk beds, as it would provide greater sturdiness and weight capacity. One comment suggested the exploration of different communal bathroom layouts. Hearing these recommendations were crucial as they provided unique perspectives and professional advice within the hospitality industry. Several positive remarks were made, including that the concept was strong and consistently reflected throughout the project. The concept models were easy to understand and effectively integrated into the floor plans and materials. The materials were sophisticated and seamlessly suited the historic building, forming a cohesive whole. The professors also appreciated the connection between the materials and the structure's history, particularly how it represented the bank.

I am grateful to my professors for their invaluable assistance, patience, and unwavering support throughout the project.

# REFLECTION



Thank you,

To Roberto Ventura, Kristin Carleton, Tim Hamnet, Stacey Lampman, and Miller Blackburn for providing me with invaluable guidance and support. Their knowledge and expertise have been instrumental in shaping my ideas and improving my work. Thank you.

To Sarah Alrumayh, Tawny Chamberlain, Chelcey Dunham, Caitlin Mclean, Nadia Mechboukh, Cindy Perdomo, Sholeh Salimi and Tessa Trowbridge for truly being my inspirations and making this collaborative journey a rewarding experience.

To my family for their unwavering support and understanding. Their love and encouragement have been my foundation throughout this process, and I am forever grateful.

To my mom- Thank you for introducing me to design, for being my rock and my number one fan. Thank you for the memories of sick days in elementary school where we would play in the materials library and I would create my own "blueprints". Your knowledge, expertise, and passion for this field have been a constant source of inspiration for me, and I feel so grateful to have had you by my side every step of the way. Your guidance and encouragement have meant the world to me, and I will always be grateful for the influence you have had on my life and career.

# ACKNOWLEDGEMENTS

