

SID's goal is to assist local businesses in having a physical presence in downtown Columbus through a multitude of programs. We see our partnership with SID as an excellent opportunity to re-imagine the existing fabric of Lynn and Pearl Alleys and provide the community with a more vibrant urban environment. The Weight of Architecture program will offer us great opportunities to directly connect with the Columbus Community and show how collaborative engagement can solve problems through design and enhance the built environment. SID Public Services has been working towards developing a retail alley at Pearl and Lynn alleys one block north of the Statehouse. City funding has been provided to improve the right of ways within the alleys, and now the need is focused on the existing stock of buildings. Our intent is to create a marketing/developer package showing both retailers and developers the great opportunity at this location. This will likely be similar but separate packages for these two audiences. We are seeking your help/expertise in retail and developer work, as well as architect and designers interested in revitilizing our downtown.

S.I.D. (Special Improvement District)

Promote and Provide Retail Space to Local Businesses







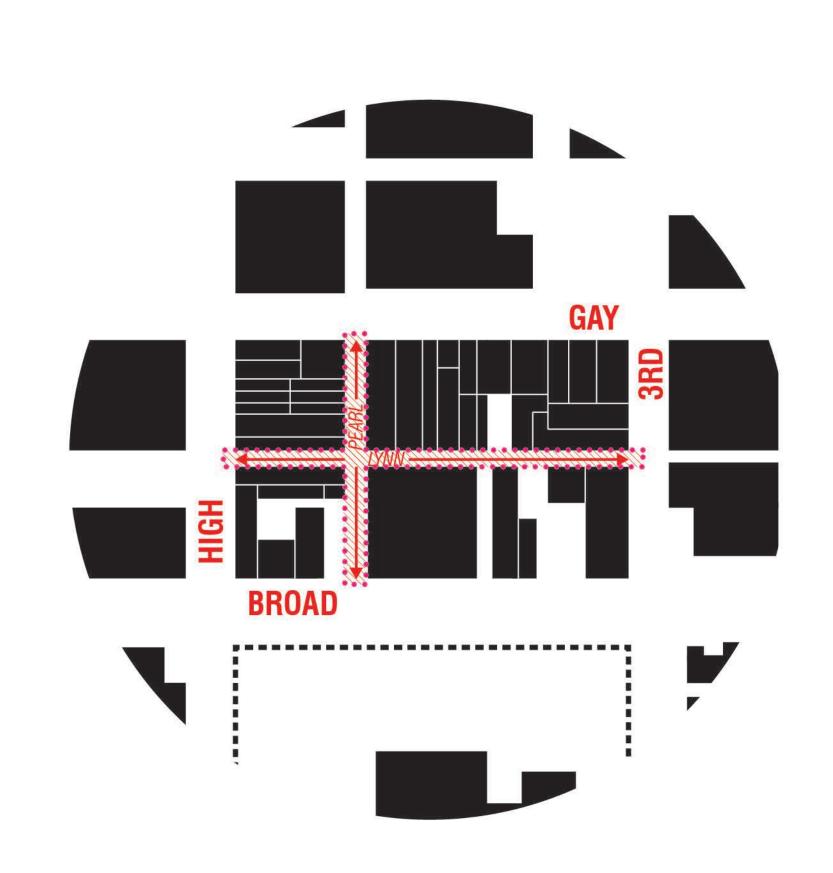




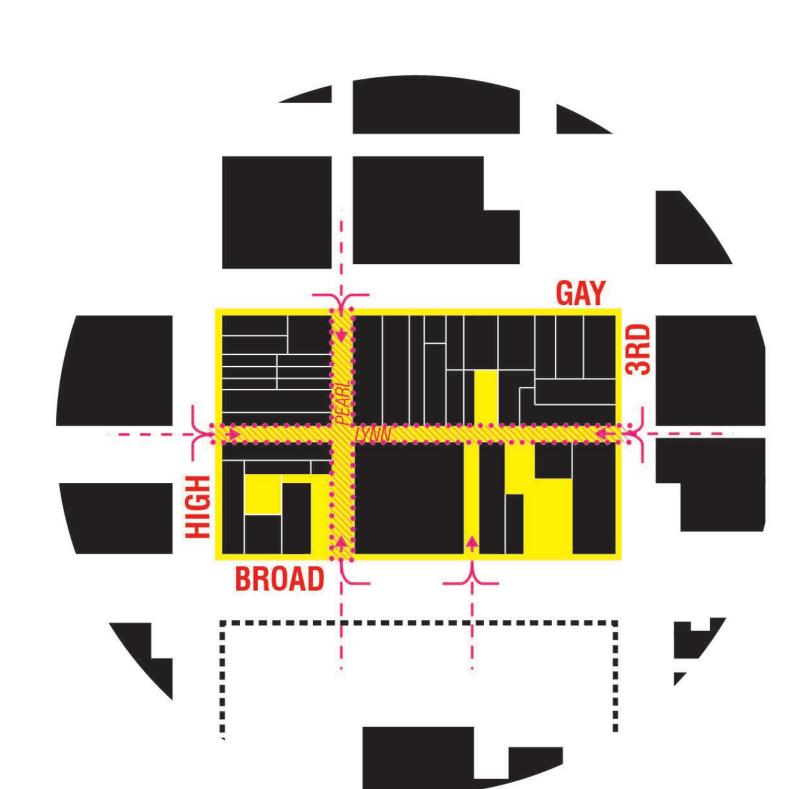
existing alley conditions Pearl and Lynne Alleys are home to a few small businesses as well as the Pearl Alley MArket. The vision of SID and the market demand of downtown Columbus is to add local businesses flanking both sides of this pedestrian alleyway. The existing building stock varies from single story earl 1900's to multistory 1970's. There are existing vacant

storefronts that could be new homes for local businesses.

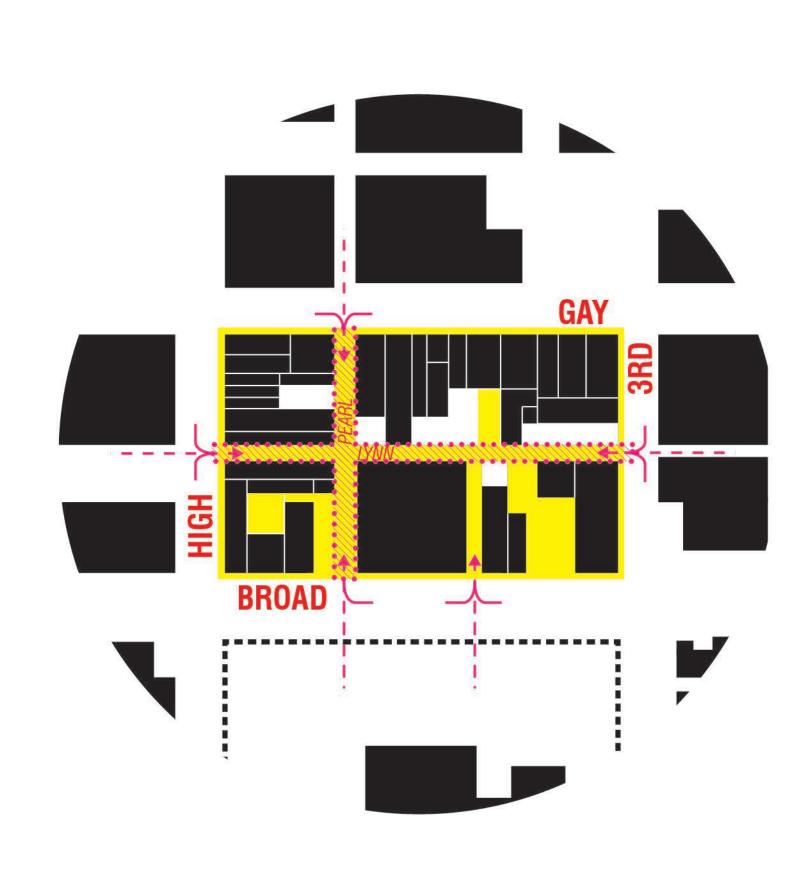
Existing Conditions





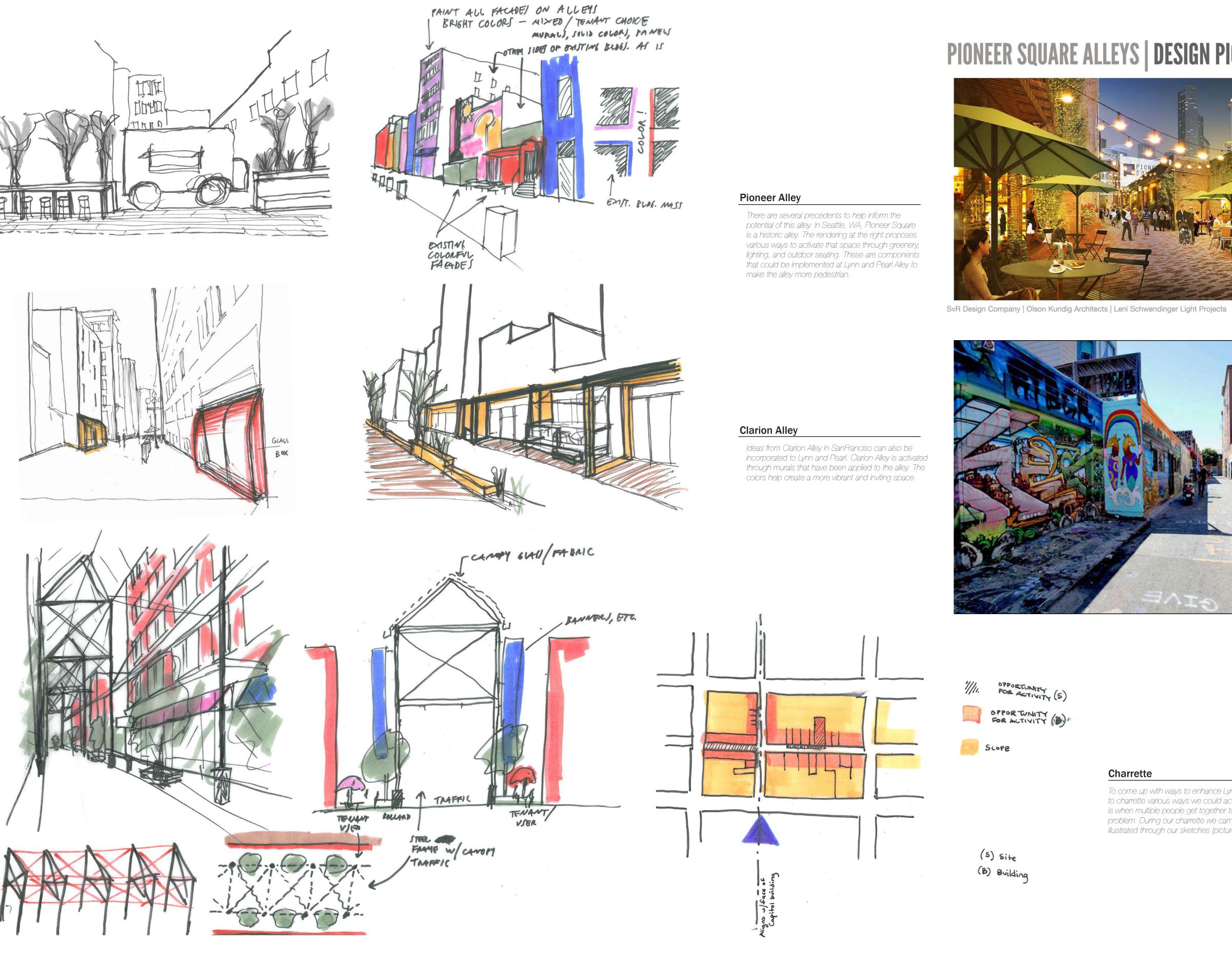


activate space & draw people in Each alley intersection with major roads invites a different population of potential shopper. The Broad and Pearl intersection faces the statehouse inviting tourists, Hiigh and Lynn those waiting on public transportation, Gay and Pearl is a busy retail area, while 3rd and Lynn is more dominated by downtown professionals.



create whitebox space The existing challenge with the buildings in these alleys are the capitol to make the space ready for opening. SID is trying to align developers and grant funding to prepare the spaces or "whiteboxin" these buildings. Whiteboxing provides a clean slate for retailers to move in without large capitol investment. The goal is to provide space to small retailers as they start up and

Strategy











Charrette To come up with ways to enhance Lynn and Pearl Alley our group met to charrette various ways we could activate the space. A charrette is when multiple people get together to brainstorm solutions to a problem. During our charrette we came up with many ideas which are illustrated through our sketches (pictured left).

Ideas



Future

