

Ralph J. Stephenson

EXPLORATORY LAND USE STUDY
FOR
THE BURDICK ARCADE COMPANY
KALAMAZOO, MICHIGAN

Prepared by: BENJAMIN SCHULZ AND ASSOCIATES
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December 7, 1959

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INTRODUCTION

Downtown Kalamazoo has acquired a new glamour and enchantment with the creation of its Burdick Mall. The downtown revitalization program has already sparked announcement of almost two dozen major projects and scores of miscellaneous remodelings and face liftings.

Among the largest property holdings in the central business district is the nearly one acre of land owned or controlled by the Arcade Company. This property occupies such a key location relative to the present mall and future projected extensions of the pedestrian areas that a fresh, new approach is called for in planning for the property's future use. The enormous strides that have been made in improving the downtown physical environment must be reflected by equal advancements in improvements to private properties. Competitive positions have to be maintained and solutions found to existing problems - just as this approach started downtown Kalamazoo on an effective rehabilitation program.

Planning for the Arcade property was approached with five key conditions in mind:

- 1) That maximum use be made of the traditional and historic reputation of the property.
- 2) That the development be consistent with the spirit, philosophy, and physical characteristics of the Kalamazoo downtown plan.
- 3) That the proposed uses reflect, to the greatest extent possible, profitable use of every square foot of land.
- 4) That the uses suggested be of such nature that investors could be attracted to the project.
- 5) That the development be significant enough so that it would become a showplace for Kalamazoo and the entire trade area.



John Todd's Art
Kalamazoo, MI



PART I

THE SITE

The site consists of several irregularly shaped parcels (see Drawings 1 and 2) containing approximately 43,180 square feet of ground area. Frontage on Rose Street is 106 feet; on Water Street 83 feet; on Burdick Mall 25 feet; and on Michigan Avenue 133 feet.

For reference purposes we have roughly divided the property into five parcels as shown on Drawing No. 2:

- Parcel 1 - North tip
- Parcel 2 - West tip
- Parcel 3 - South tip
- Parcel 4 - East tip
- Parcel 5 - Central portion.

The principal occupant at present is the Burdick Hotel, consisting of several varying size buildings located on parcels 1, 3, 4, and 5. The major part of the hotel is a seven-story plus basement structure, fronting on Michigan. Located to the north of this seven-story portion are several one to three story structures.

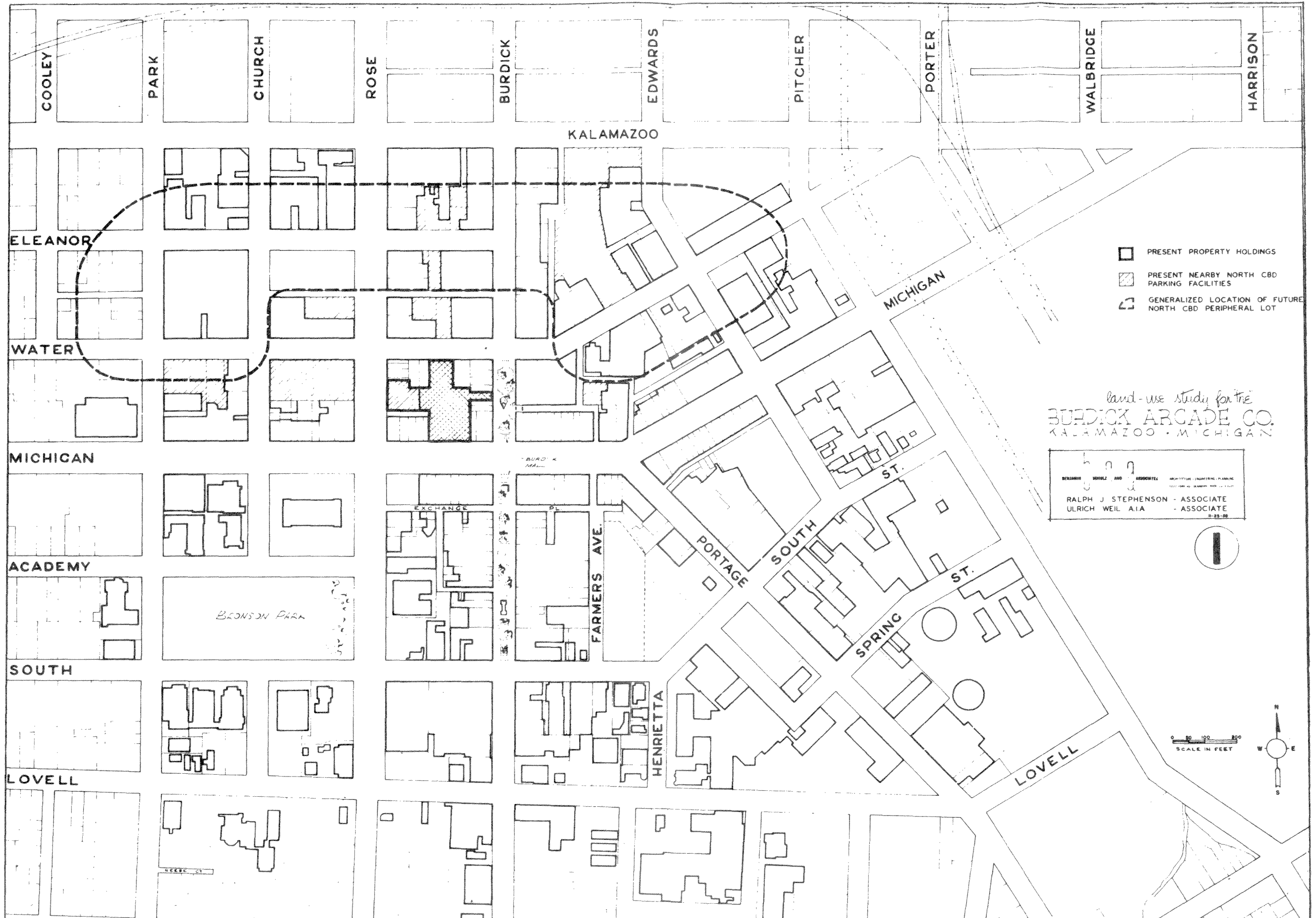
The west tip of the property (Parcel No. 2), fronting on Rose Street, is completely occupied at present by a grade level parking lot.

The over-all site slopes slightly from an elevation of 97.91 feet at Michigan Avenue to 95.00 feet at Water Street, measured midway between Rose Street and Burdick Mall.

So far as scenic position and site visibility are concerned, the view in all directions from the upper floors of the Burdick Hotel is relatively unobstructed, and outlooks to the south and west over Bronson Park and the University areas are particularly attractive.

Approaching the site from east or west along Michigan Avenue, visibility of the seven-story portion is excellent. Approaching the site from north of Michigan and west of Rose, a good view of the high-rise hotel structure is obtained. However, from north of Michigan and east of Burdick, approach visibility is blocked by several high-rise buildings.

Michigan Avenue, U. S. 12, is the major east-west artery passing the site. Three blocks to the west is Westnedge Avenue, U. S. 131, an important north-south thoroughfare running from Michigan's southern boundary to the Straits of Mackinac Bridge. Public transportation routes lay along Michigan Avenue, and bus service to the site from most parts of the city is good.



- PRESENT PROPERTY HOLDINGS
- ▨ PRESENT NEARBY NORTH CBD PARKING FACILITIES
- ⬡ GENERALIZED LOCATION OF FUTURE NORTH CBD PERIPHERAL LOT

land-use study for the
BURDICK ARCADE CO.
 KALAMAZOO - MICHIGAN

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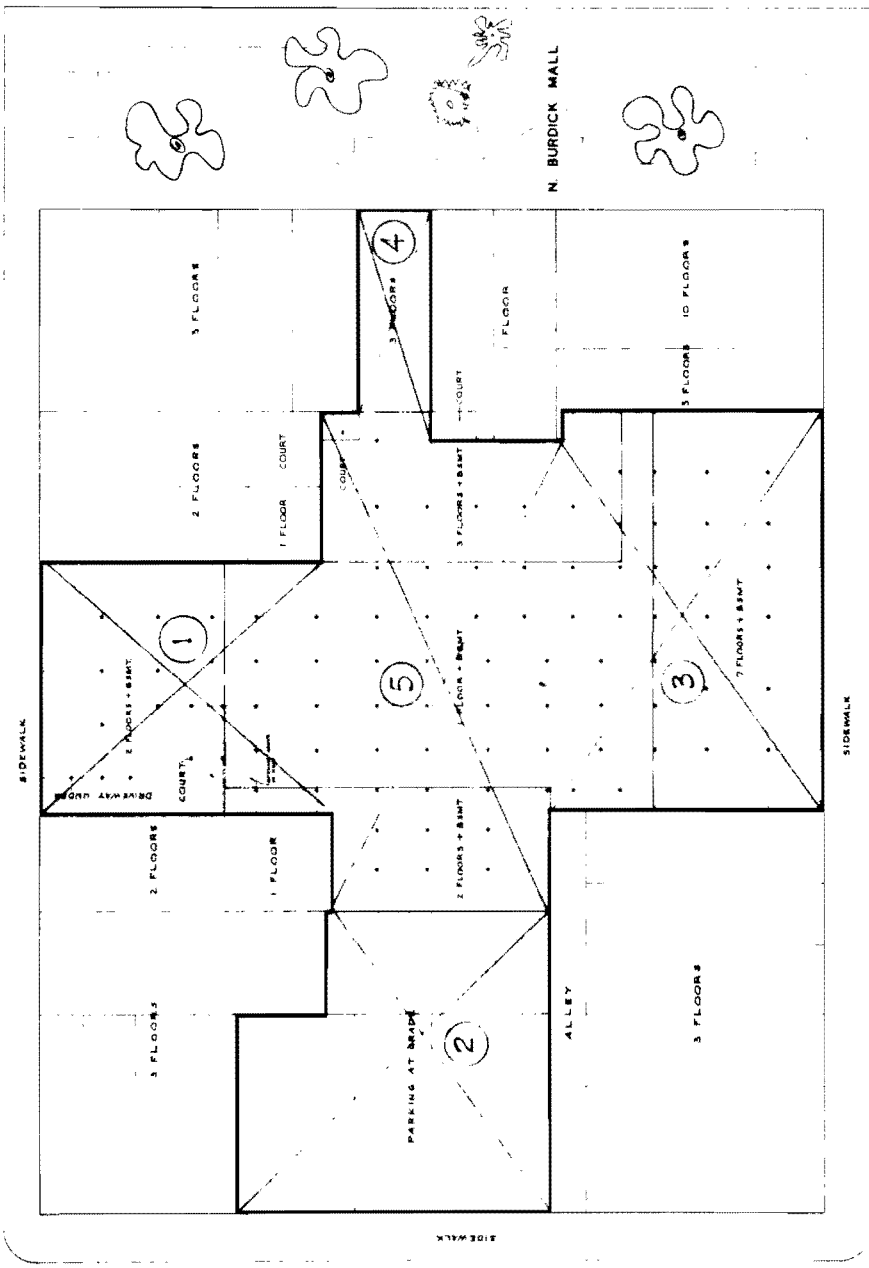
RALPH J. STEPHENSON - ASSOCIATE
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 11-23-88



0 50 100 200
 SCALE IN FEET



W. WATER STREET



N ROSE STREET

N. BURDICK MALL

W. MICHIGAN AVENUE

P L O T P L A N

land-use study for the
BURDICK ARCADE CO.
 YALOWITZ CO. MICHIGAN



The prime commercial district of Kalamazoo is located along Burdick Mall, north and south from Michigan Avenue. Arcade Company property is so located that west side pedestrian traffic to and from the Mall along Michigan and Water must pass Arcade frontage on these streets.

Residential areas in the central city extend to within three blocks of downtown Kalamazoo. These areas, located to the south and west, are passing through a transition period and, in certain sections, their value as private residences may diminish somewhat in coming years. However, the proximity of Western Michigan University and Kalamazoo College, with their heavy student population and considerable visitor travel, should tend to exert a stabilizing effect on population density in other of these residential districts.

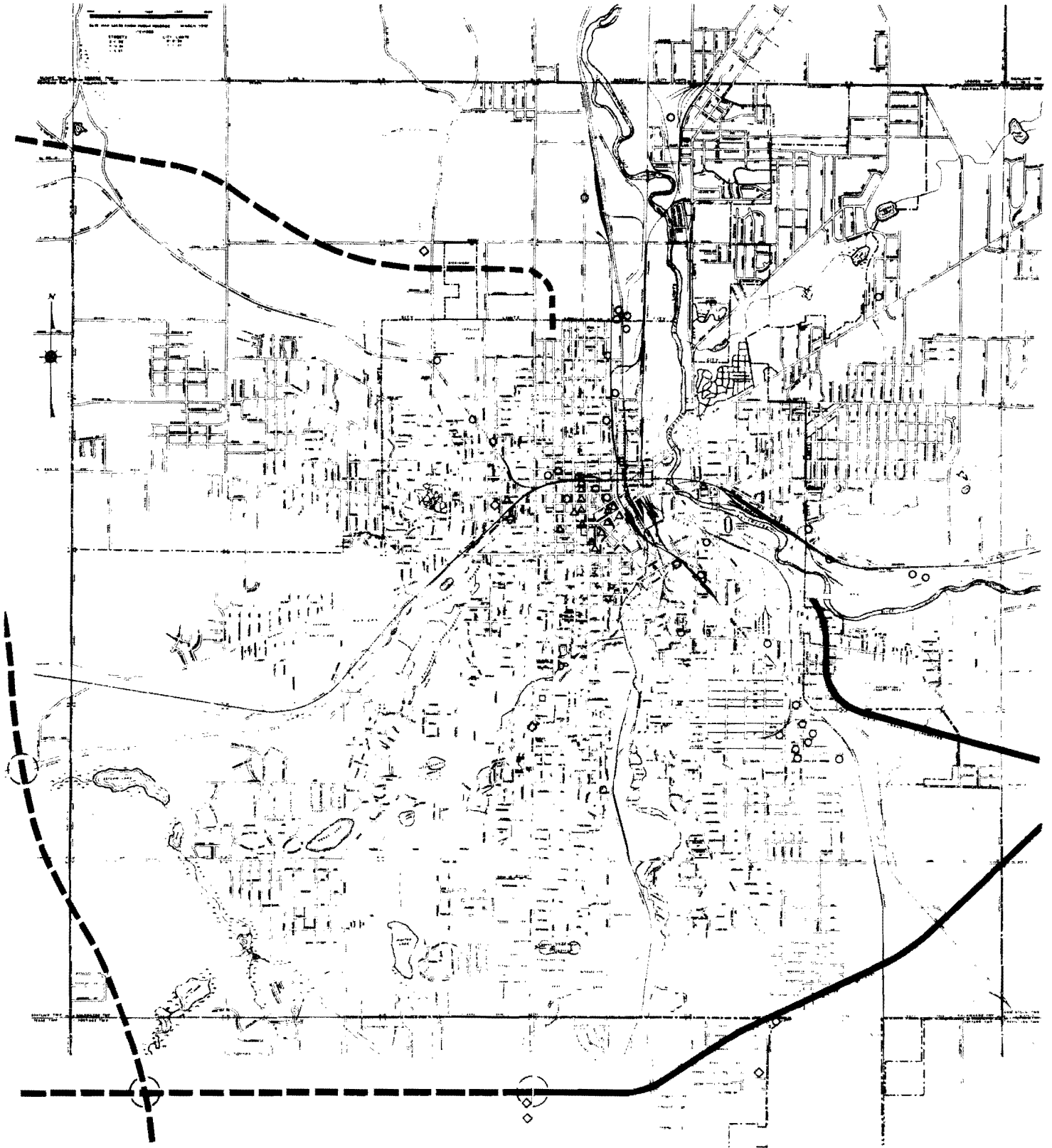
Industrial areas in Kalamazoo are nearly all within a three mile radius of downtown (see City of Kalamazoo Map). Plants, such as, Kalamazoo Vegetable Parchment, Sutherland Paper, Fuller Manufacturing, Checker Cab, Allied Paper, and Kalamazoo Paper among others, are grouped conveniently close to the central city. Of particular interest is that many of these industries are situated on the north and southeast, placing the downtown area in a strategic central location relative to transportation facilities and plant location.

Present occupants of the Arcade property hold leases of varying terms and conditions. The major tenant is the Burdick Hotel, which has been in existence since 1912, and over the years has given the location a reputation for being one of the major transient stopping points for travelers to Kalamazoo. The present hotel lease, held by the Mitchell Foster Company, expires in April 1973.

Other tenants and their lease expiration dates are:

Ken's Camera Shop	October 1963
Cooper's Perfume Shop	October 1963
Mackie's Jewelry	March 1969
Knapper Shoes	December 1963
Richman Brothers	August 1963
Malnight's Bakery	January 1960
Moskin's Clothing Store	1964
Western Union	February 1963
Fahnestock & Company	No lease
Mulholland Sign Company	No lease
American Cleaners	No lease

CITY OF KALAMAZOO AND ENVIRONS



- △ EXISTING HOTEL
- ◇ EXISTING MOTEL
- MAJOR INDUSTRY
- MAJOR BY-PASS OR CONNECTOR
- - - FUTURE MAJOR BY-PASS OR CONNECTOR

b-s-a ASSOCIATES
 BERLAND, SHIBBLE AND ASSOCIATES ARCHITECTURE - ENGINEERING - PLANNING
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 11-83-89

PART II

SELECTION OF USES FOR THE SITE

Property as strategically located and as valuable as the Arcade Company land normally requires a high density use to insure a profitable investment return. After a careful review, six such uses were selected for consideration at the Arcade Company site. These included:

- 1) Retail sales outlets
- 2) Offices
- 3) Transportation facilities
- 4) Eating facilities
- 5) Lodging facilities
- 6) Parking

1) Retail Sales Outlets

The Kalamazoo Downtown Study prepared in 1957 indicated that the central business district, at present, contains adequate retail space to serve its primary and secondary trade areas. It also recognized that in coming years a migration of certain type retail outlets, such as, food stores, furniture stores, and variety stores, would leave gaps in the downtown retail picture which would have to be filled.

Indications were that, when sufficient migration had occurred, perhaps a new full-line department store would be appropriate for location in the central business district. Therefore, an initial consideration of this study was the placing of a department store or similar retail operation over the entire Arcade site. Considering this use, however, we are faced with several limiting conditions.

The first of these is location, relative to Gilmore's Department Store on Burdick Mall. Any new store on the Arcade site would be close enough to Gilmore's that its competitive position would have to be exceptionally strong to draw department store customers from an already preempted trade area.

The second consideration is the site and buildings themselves. An effective up-to-date department store would have difficulty utilizing any of the existing structures now occupying the Arcade property. In addition, the shape of the site would make development of an effective merchandising layout extremely difficult.

However, the problems inherent in using the entire property as a retail outlet do not necessarily apply if we consider that several thousand square feet of a site development could be devoted to small retail shops, provided collateral uses were also developed. In fact, the present retail pattern of the more aggressive tenants now leasing portions of the Arcade property indicates that small retail establishments can operate very successfully in this location.

2) Offices

Office buildings fall into several categories. There is the general office, the headquarters office, and the professional office, to name only a few.

Although a detailed office building survey is not a part of this study, experience has shown that in an industrial base community, such as Kalamazoo, the demand for general office space is not necessarily as great as in communities with other economic bases. Furthermore, there are already several large general office buildings presently located downtown, including the American National Bank and Trust Company Building, the Kalamazoo Building, the Hanselman Building, the Peck Building, the McNair Building, and the Pythian Building. In addition, announcement has just recently been made of plans to erect a new 130,000 square foot office structure at the corner of Michigan and Portage. Thus, it would appear that the construction of a major general office structure on the Arcade site would not be justified. However, as with retail outlets, there might be a demand for smaller general office spaces combined with, or supplemented by, other adjacent uses.

Professional offices too might offer a small market for rental space. However, this demand would probably be limited to lawyers, real estate agents, and stock brokers since downtown medical offices tend to group around the Bronson Hospital area.

3) Transportation Center

Many communities have consolidated their transportation operations into large terminal and office buildings containing both physical receiving and dispatching areas along with administrative headquarters. Such a center in Kalamazoo might contain accommodations for ground transportation from the airport, bus terminal facilities, and offices for all transportation businesses in Kalamazoo.

However, the location of the site precludes use as an effective physical terminus for any transportation other than buses. Railroads and aircraft must operate at a distance from the Arcade site. This, coupled with limited potential for office space, makes the use of the total Arcade property as a transportation center doubtful. However, it is possible that the rail, bus, and air lines might profitably establish ticket agencies and information centers on the Arcade property to serve their Kalamazoo customers.

4) Eating Facilities

Kalamazoo suffers from a lack of good eating facilities. In fact, the number of outstanding restaurants in the downtown area is exceptionally low for a community of its size. Therefore, it would appear that a portion of the Arcade property could, with suitable adjacent uses, be developed as a first-grade restaurant. This idea is particularly appropriate if such a restaurant can be located adjacent private club facilities and a public bar to serve wine and beer.

5) Lodging Facilities

The present structures on the site are practically all oriented toward use for transient lodgings. However, over the past years, a physical deterioration has made sections of the Burdick Hotel unsalable as rooms. Thus, the living portions of the present structure are only used from two thirds to three fourths of the total constructed capacity.

This trend is apparent in most lodging facilities near the downtown area, and to replace these substandard structures the usual suburban motels have sprung up in outlying areas. Generally these are moderately attractive, but only the newer establishments, such as the Holiday, the Kalamazoo Motor Court, Southgate, Westnedge Hill, and the Y-Master, approach what are normally termed first-class accommodations.

The number of acceptable hotels is even fewer, consisting of portions of the Burdick, the Harris, and a few rooms at the Columbia. All others are inexpensive, low-grade type lodgings.

The motel-hotel business in Kalamazoo is mainly a four-day-a-week operation, Monday, Tuesday, Wednesday, and Thursday, although certain of the better establishments, notably the Westnedge, operate at nearly full capacity a greater part of the week.

There are several reasons for this success, but the major seem to be close-in location, excellent rooms and facilities, and attractive nearby eating establishments. These factors are not unique to Kalamazoo but are typical for similar profitable motel locations all over the country. In fact, during the last five years, most cities throughout the United States have experienced the construction of successful, modern downtown motor hotels. These bring to the heart of the city the convenience, informality, self-service, and attractive appearance of the suburban motel.

Examining the Arcade site as a possible location for an up-to-date transient facility, we find it has several outstanding advantages. First, its location with respect to industry and commercial businesses is ideal. Practically all major industrial locations can be reached within fifteen minutes driving time from downtown, and every downtown business organization is within five minutes walking distance of the site.

Secondly, the site is easily reached from any direction. Although by-pass routes are now in construction around Kalamazoo, the auto traveler to the city is led into the downtown area on well marked, easily traveled arterial highways. Thus, it is fully as easy to motor to the downtown section as it is to stop on the outskirts of the city.

Thirdly, the downtown location is well situated to receive visitors by air, bus, or train. Limousine service from the airport to the Arcade property takes about fifteen minutes, while bus and rail stations are each only three short blocks away.

Fourth, adjoining facilities make the site attractive for the many services they offer. In the north downtown area there are nearly 500 off-street public parking spaces within four minutes walking distance of the site. Additional parking facilities are now being constructed, and ultimately the long-range downtown plan calls for a major peripheral parking lot situated only one-half block north of the site (see Drawing No. 1).

The beautiful Burdick Mall with its variety of retail shops and services is just steps away, and the cultural center containing the library, museum, playhouse, and governmental buildings centering around Bronson Park is only one block to the south.

All these advantages, plus the fact that the competitive position of other similar establishments is comparatively weak, make the use of the Arcade property for a first-class motel-hotel a distinct possibility. An additional advantage is that the present seven-story building could undoubtedly be integrated into such a project by remodeling of the entire interior of the structure as has been done with the present sixth and seventh floors.

A downtown motel-hotel is an excellent traffic generator and, in combination with convention facilities, meeting rooms, and a private club, would create a desirable traffic pattern for retail shops, small rental offices, and eating facilities.

6) Parking

Enough successful parking garages have been built in urban communities during the last few years that their construction on any available downtown site should be considered. Examining the parking available to the Arcade property, however, we find there is an abundance located conveniently close by. Since most of this parking is low-cost storage at grade level, it is extremely doubtful that any heavily capitalized, single purpose, multi-level parking facility would presently be able to compete effectively with those spaces already in operation, particularly if erected on such valuable land as the Arcade property.

However, with certain uses, such as a downtown motor hotel, some parking directly adjacent is a necessity. The site is so located that convenient access is possible from the north or west and substructure conditions would permit parking at the basement level of such a building. Parking should, therefore, be considered, but only in conjunction with certain other uses.

Careful study leads to the conclusion that the Arcade property could best be considered for retail sales outlets, offices, transportation services, eating facilities, and lodging facilities, along with limited parking. This combination takes maximum advantage of traditional use patterns, developmental trends in downtown Kalamazoo, adjoining traffic generators, and physical characteristics of the location.

The most appropriate major use appears to be one which would not disrupt the traditional occupancy pattern of the property, would stimulate related profitable uses of the land, and would utilize to some extent the existing structures on the site. In light of previous discussions and these conditions, this report has been concerned with the development of exploratory studies for the construction of a downtown motor-hotel facility to occupy the major portion of the Arcade Company property. Along with the motel-hotel proper have been integrated rental areas capable of housing retail shops and small offices, convention facilities with meeting rooms and exhibit space, a high-grade restaurant and bar with attendant kitchen facilities, and adequate floor space for a good private club. Also, an indoor parking garage for residents of the motor inn has been provided at the basement level of the structure.

PART III

DESCRIPTION OF THE BURDICK ARCADE MOTOR HOTEL

The proposed plans for the new Burdick Arcade Motor Hotel are contained in Drawings 3 through 7. These show how the present site and buildings are utilized in the development of this new facility. The nearly 114 rooms in the present seven-story plus basement hotel portion fronting on Michigan have been completely remodeled. The lower structure to the north of the high-rise portion has been removed completely, and a motel, central court, dining room, convention hall, meeting rooms, club rooms, and parking facilities have been constructed.

Starting with the basement garage portion (see Drawing 3), convenient straight entrance and exit ramps are so located from an entrance on West Water to provide a gentle 9 per cent slope down to the basement level from the street. At the bottom of the ramp a turn to the right or left enables the motorist to reach a convenient auto storage area, accommodating 54 vehicles.

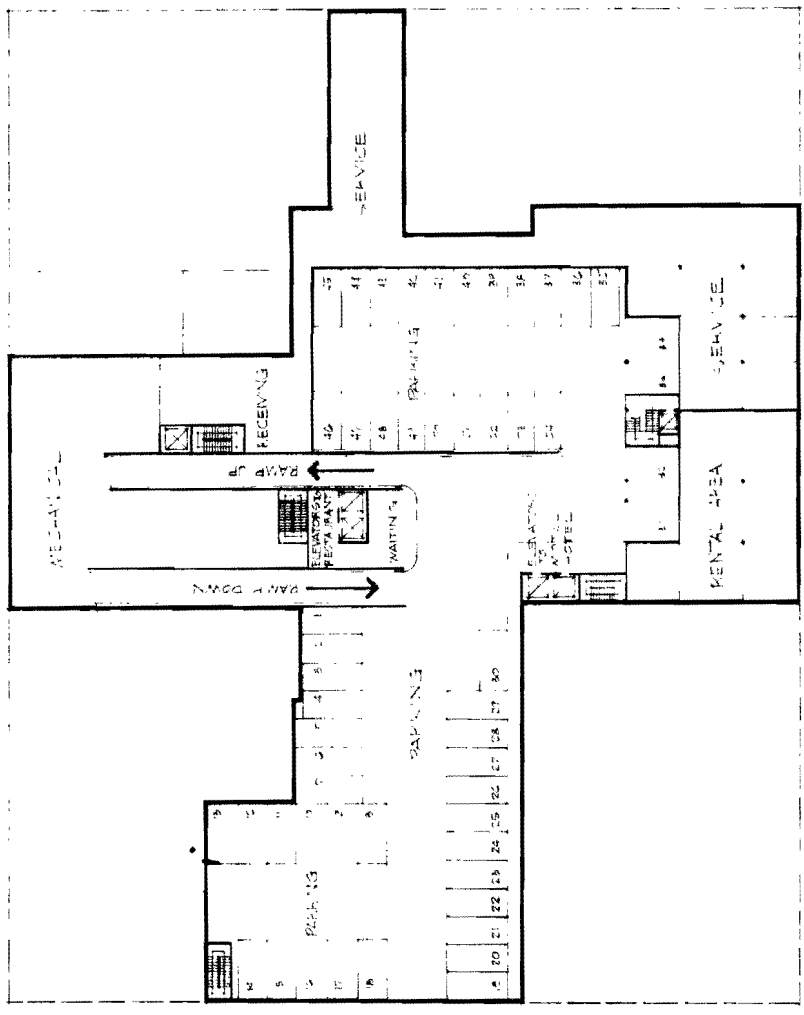
Mechanical equipment and other service areas form a well located functional pattern around the north, east, and south perimeters of the basement space. These house utility equipment, the laundry, storage facilities, workshops, and other necessary service functions. Adjacent the service space is provided nearly 2,900 square feet of rentable area which could be used for small shops or service establishments.

Five stairways and six elevators extend from the basement. One stairway is located in the northwest corner of the west tip (Parcel 2) and extends from the basement to the upper level of the motel unit.

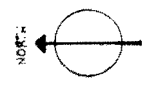
Two other stairways are located in the south tip (Parcel 3). The present hotel stair extends to the basement and is retained to serve all seven floors of the remodeled building. The other south stair is contained in a new vertical transportation tower extending from the basement for the full seven-story height of the hotel.

A fifth stair is located in the central portion of the building allowing access to the basement, first, second, and third levels. Another stair, extending to the third level, is part of a vertical service core adjoining the receiving area in the north tip.

In the same service core is included a freight elevator operating from the basement to the third level. Two passenger elevators located in the central portion of the building also extend to the third level and serve the dining area, convention hall, meeting rooms, and the private club. One existing elevator in the seven-story portion has been retained as a service hoist, while two new seven-story passenger elevators extend from the basement and are located in the new vertical transportation tower.



APPL. MATERIALS	2,000
MECHANICAL	2,760
PLUMBING	5,200
ELECTRICAL	1,550
PAINTS & FINISHES	4,850
CONCRETE	24,150
TOTAL	43,160



land in South of the
BUDICK ARCADE CO
 KALAMAZOO, MICHIGAN
 BASEMENT LEVEL

RALPH J. STEPHENSON & ASSOCIATES
 ARCHITECTS
 1000 W. WALKER
 KALAMAZOO, MICHIGAN 49001

On the first floor, or Mall level (see Drawing 4), pedestrian access is provided from Water Street, Rose Mall, Michigan Avenue, and Burdick Mall through four pedestrian corridors. Each of these is open to the public but is protected by an air curtain to maintain comfortable indoor temperatures along the corridors.

Vehicular traffic to the basement level garage enters from Water Street. For patrons of the motel, a magazine space for three automobiles allows temporary car storage while checking in. Arrivals by cab are deposited at the Check-in desk from which guests can proceed with their baggage, either to the hotel portion or the new motel area.

Service operations, including all deliveries and shipments, are conducted within a partially enclosed, concealed truckwell located in the north tip, just east of the pedestrian entrance. The service area contains adequate off-street space to accommodate various size trucks without interference with passing pedestrian or vehicular traffic. A loading dock opens directly onto a main level service space and the freight elevators. All floors can be served directly from the truckwell area - the new portion directly from the freight elevator; the existing seven-story hotel building from the peripheral service areas in the basement, thence to the service elevator in the south tip.

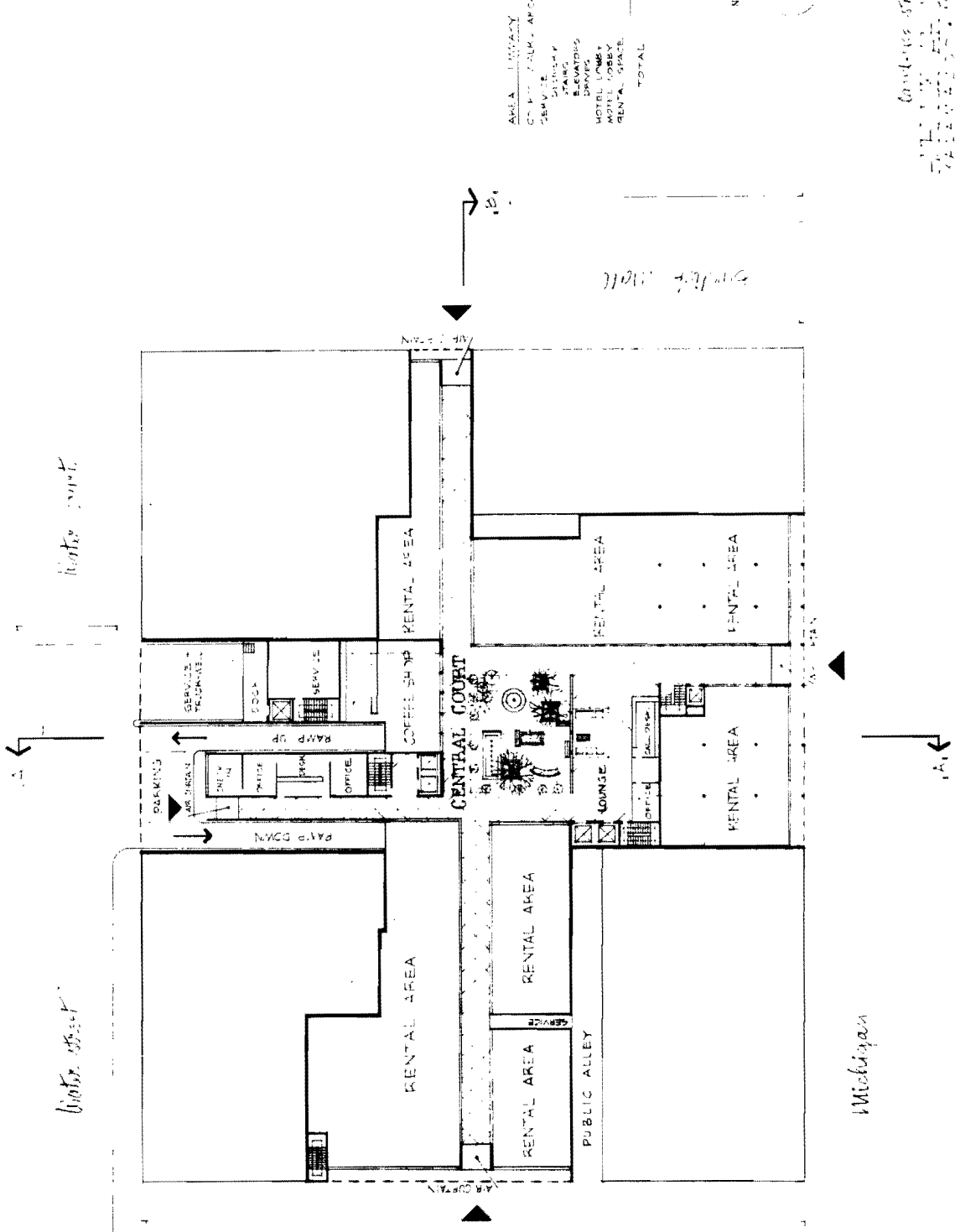
The Water Street entrance of the Motor Hotel contains office space and a small key desk. Since most visitors will enter from Water Street, the principal administrative facilities are concentrated along this entrance corridor. At the south end of the passageway is the entrance to elevators serving the dining room and convention areas. Past the elevator lobby, the corridor broadens out into a beautifully landscaped 50 foot x 70 foot Central Court containing fountains, trees, flowers, and beautiful sculpture (see Drawing 11). This Central Court is entirely roofed over, and air conditioned and heated for year-round comfort.

Entering from Michigan Avenue, the visitor passes through an air curtain door and along the public corridor containing small shops and displays. Just before arriving at the Central Court he moves through the lounge area reserved for Motor Hotel guests. This lounge houses the first floor elevators to the upper floors of the motel-hotel unit and also contains a small office and call desk.

Entering from Rose Mall or Burdick Mall, the walker is exposed to a group of attractive retail shops, located along the full length of the entrance corridors leading to the Central Court.

Service to the rental areas in the west tip (Parcel 2) is provided directly from the public alley along the south wall of the structure. Service to the northern part of this area is through a small corridor from the public alley.

Service to the rental areas in the south and east tips (Parcels 3 and 4) is from the basement service spaces directly underneath.



AREA: LUNGEY
 CHAIRS: 180
 TABLES: 180
 SEATING: 360

ELEVATORS: 5
 SERVICE: 2
 HOTEL LOBBY: 2
 OFFICE: 25
 RENTAL: 150

TOTAL: 431

Construction under way

WALTERS & WATSON
 ARCHITECTS
 100 W. WASHINGTON ST.
 MILWAUKEE, WIS.

4

ALPHI J. STEPHENSON - ASSOCIATE
 LUNCH WEL ATIA

The second level of the Burdick Arcade Motor Hotel (see Drawing 5) is divided into two major functional groups - an activity area contained in the north and east tips, and a living area contained in the west and south tips. The activity area consists of the public balcony around the Central Court, a dining room, bar, private club, exhibit area, rental space, and the kitchen facilities. These are grouped so that people can move from one to another with a minimum of difficulty, yet are so arranged that maximum separation of functions can be maintained.

Directly north of the seven-story hotel structure is a small open courtyard located over the main level lounge area. This court is progressively setback on upper stories to provide air and light for the north hotel rooms.

The living areas at the second level consist of the remodeled hotel portion, a 26-room motel addition, and a motel court containing trees, flowers, and casual furniture - all oriented around the feature attraction, a heated, free form swimming pool. The pool is recessed into the motel court floor and designed to allow comfortable lounge areas at the sides and east end of the pool.

A small two-level stairway adjacent to motel unit 26 permits vertical communication between the second and third motel levels. In addition, the northwest stairway in the west tip interconnects the two stories.

Residents of the motel or hotel portions can enter the activity areas directly through an attractively screened entrance, opening onto the second level balcony of the Central Court.

The third level (see Drawing 6) is also separated into an activity area and a living area. The activity area contains a convention room capable of accommodating up to 350 persons. In addition, there are three smaller meeting rooms, two of which can be combined by the use of folding doors.

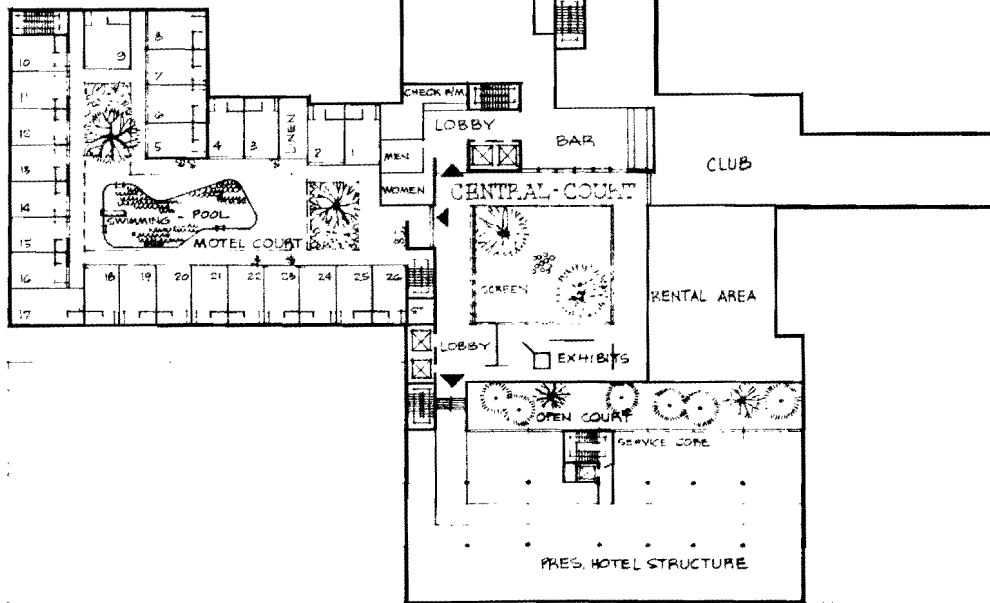
A large area directly adjacent the convention hall and the small meeting rooms allows these facilities to be serviced directly from the second level kitchen below. The activity area also contains slightly more than 5,000 square feet of miscellaneous rental space located in the east tip.

One more setback has been provided to the north of the seven-story hotel, and this is landscaped like the second level courtyard setback with trees and potted shrubs.

The living area at the third level is quite similar to that at the second level. The motel unit is kept out of the mainstream of activity traffic, but is connected directly to the third level Central Court balcony.

MOTEL

B.



HOTEL

A.

SCALE 1/8" = 1'-0"

AREA SUMMARY

HOTEL	7,041 SQ. FT.
MOTEL	
INCL. CORRIDORS & SWIMMING POOL	11,762
CORRIDORS & WALKS	7,492
KITCHEN	3,890
RESTAURANT & BAR	4,708
CLUB	3,534
RENTAL SPACE	2,413
LOBBY	
STAIRS	
ELEVATOR	
LOBBY	
TOTAL	43,140 SQ. FT.

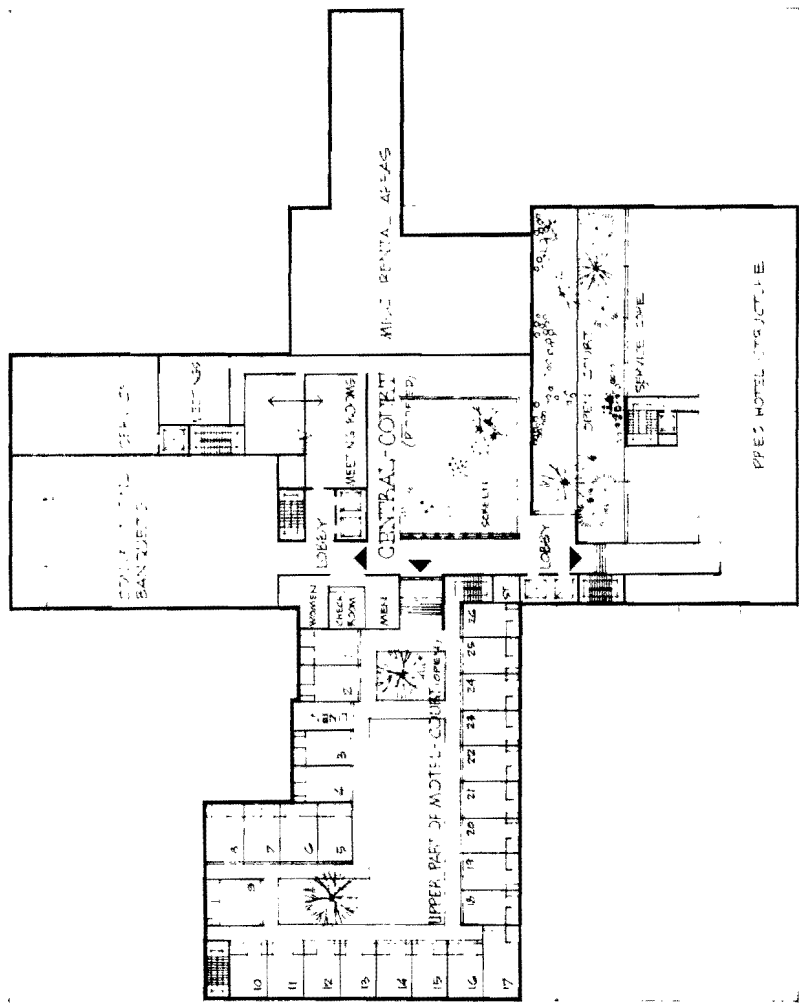
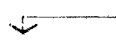
NORTH



Architectural Study for the
 HOTEL AND MOTEL
 KALAWAY ROAD, WILMINGTON, DE
 BY J. B. STEPHENSON

JBSA
 RALPH J. STEPHENSON - ASSOCIATE
 ULRICH WEL AIA - ASSOCIATE





SCALE 1/8" = 1'-0"

MOTEL



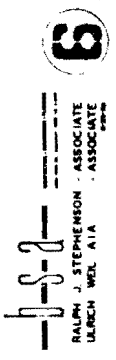
MOTEL

AREA SUMMARY

MEETING ROOMS	7,041 SQ. FT.
LOBBY	11,025
CENTRAL COURT (BANKING)	8,941
MEETING ROOMS	5,006
LOBBY	2,254
MEETING ROOMS	8,006
TOTAL	45,273 SQ. FT.



601 1/2 5th Ave. S.E.
 BIRMINGHAM, ALA. 35203
 RALPH J. STEPHENSON - ASSOCIATE
 ARCHITECTS - ASSOCIATE



The roof level plan of the Burdick Arcade Motor Hotel (see Drawing 7) shows the open court of the motel wing, the service penthouses for the vertical transportation towers, the roof over the Central Court, the open court to the north of the seven-story hotel, and the typical fourth to seventh floor hotel structure with its vertical service cores.

The vertical relationship of these various elements (see Drawing 8) is shown in the east-west, north-south sections. Notice particularly the ramps to basement parking, the new vertical service tower serving the hotel and motel, the motel court with its swimming pool, and the three-story roofed Central Court.

Now that we have described the new Motor Hotel, let us follow the path of a typical visitor. Our potential customer approaches the city on one of the major arteries, say U. S. 12, driving into the downtown area from the west on Michigan Avenue. Knowing his destination, he cuts north to Water Street, approaching the entrance to the Motor Hotel from the west. As he passes Rose Street, he sees, about midway down the block, a well lighted entrance with an attractive sign directing him to turn right. There he finds a convenient parking area where he can temporarily store his automobile while registering.

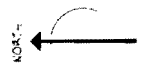
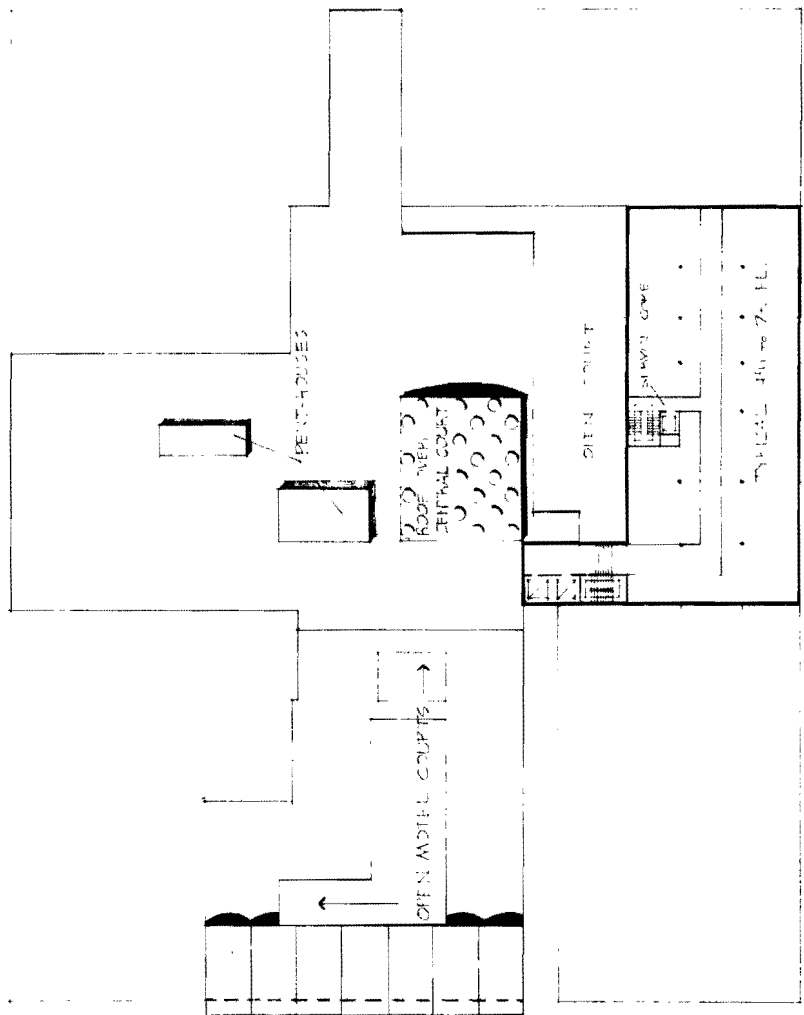
At the check-in area, he confirms his reservation and obtains the key to his room in the motel court. Returning to his automobile, he drives down the ramp to the indoor parking garage and into the space reserved for his particular room. Storing his car, our traveler removes his bags, walks to the elevators to the motel-hotel portion, and takes the smooth, quiet cab to his floor. There he walks into the beautifully landscaped motel court, past the patio area and swimming pool to his room.

Later, after freshening up, he strolls back along the landscaped yard to the beautiful Central Court, to the second level balcony, and into the dining area lobby and small bar. Following a pleasant dinner, our guest descends to the first floor and window shops for gifts along one of the four corridors extending out from the Central Court. Following a brief turn around beautiful Burdick Mall, he might return to the hotel lounge to read the evening newspaper. Sitting in this glass enclosed area reserved for hotel guests, he can comfortably watch patrons come and go amidst the sparkling lights, flowers, shrubs, and flashing fountains in the Central Court.

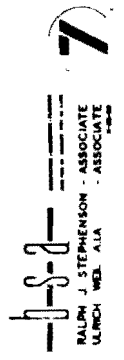
Other visitors to the Motor Hotel find the facilities equally pleasant and convenient. The convention traveler arriving by train or airplane notes that he has all of the advantages of porter services and other traditional hotel conveniences.

The couple out for an evening find their way through pleasant, attractive surroundings to the Central Court and the public elevators leading to the second level dining room. Members of the private club find it is easily reached by conveniently placed elevators and stairways.

The young man and wife taking a weekend away from home find their room overlooking the motel court, with its landscaping and swimming pool, a wonderful way to enjoy a brief vacation in town.

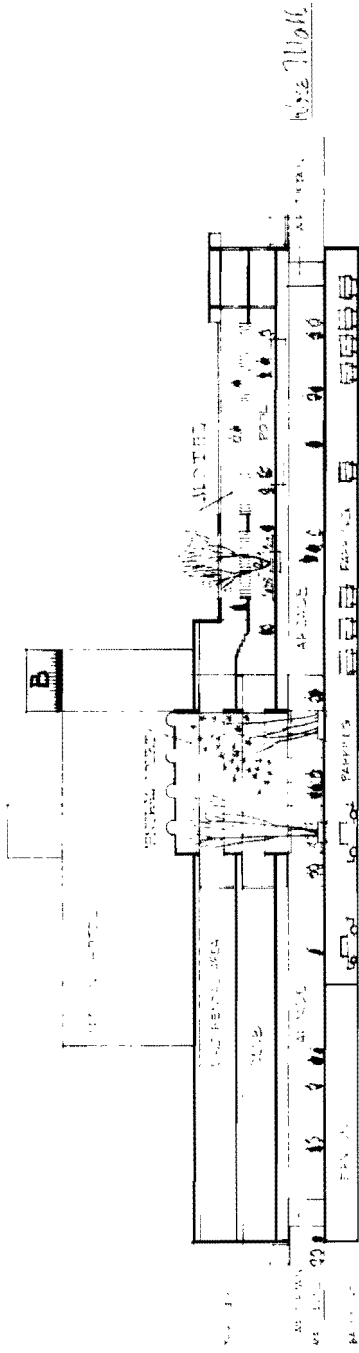


BUILDING STUDY FOR THE
 THE RICHMOND ARKADIA HOTEL
 100 WEST WASHINGTON

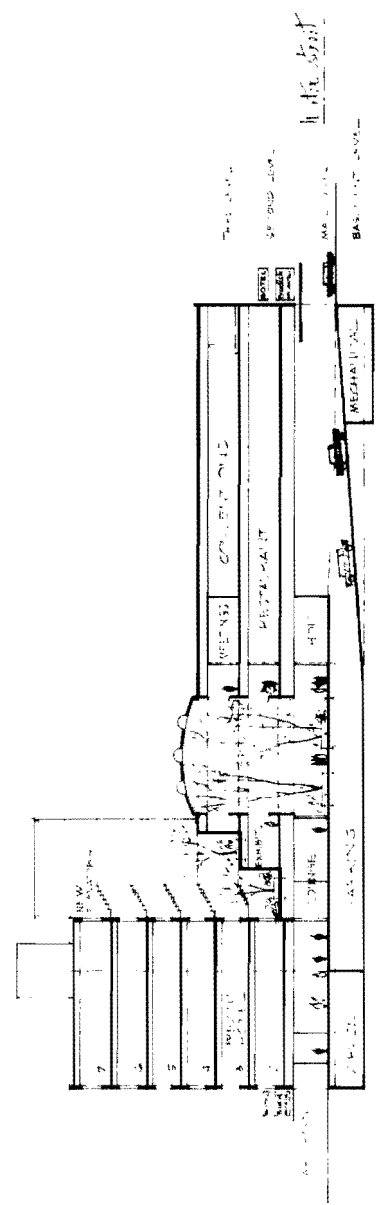


SCALE: 1/8" = 1'-0"

HOTEL

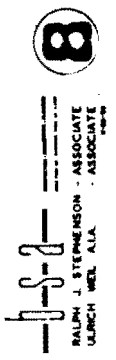


EAST VIEW SECTION

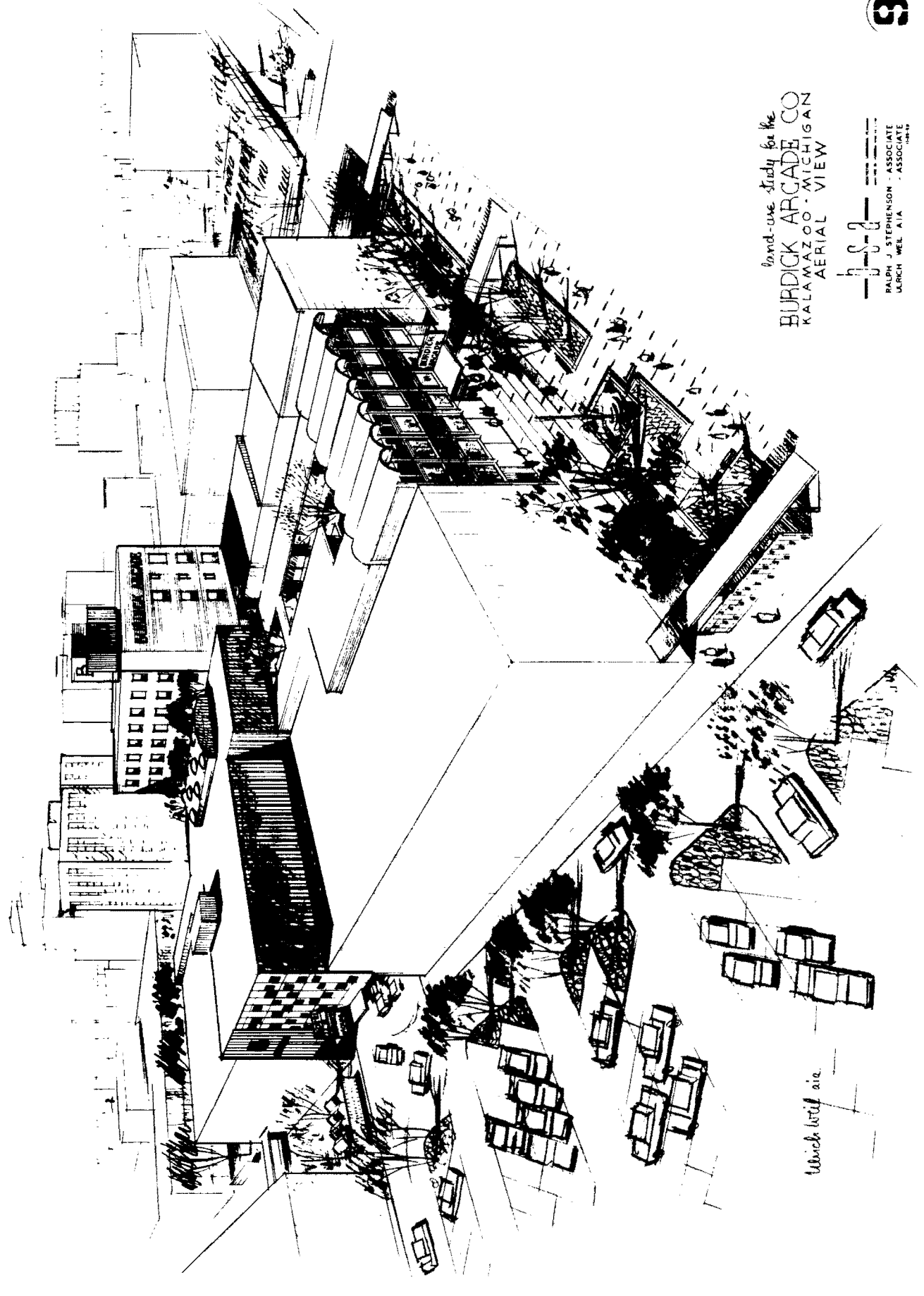


NORTH VIEW SECTION

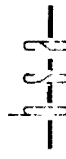
Final study for the
 BURLING ARCADE CO
 KALAMAZOO MICHIGAN
 CROSS SECTIONS



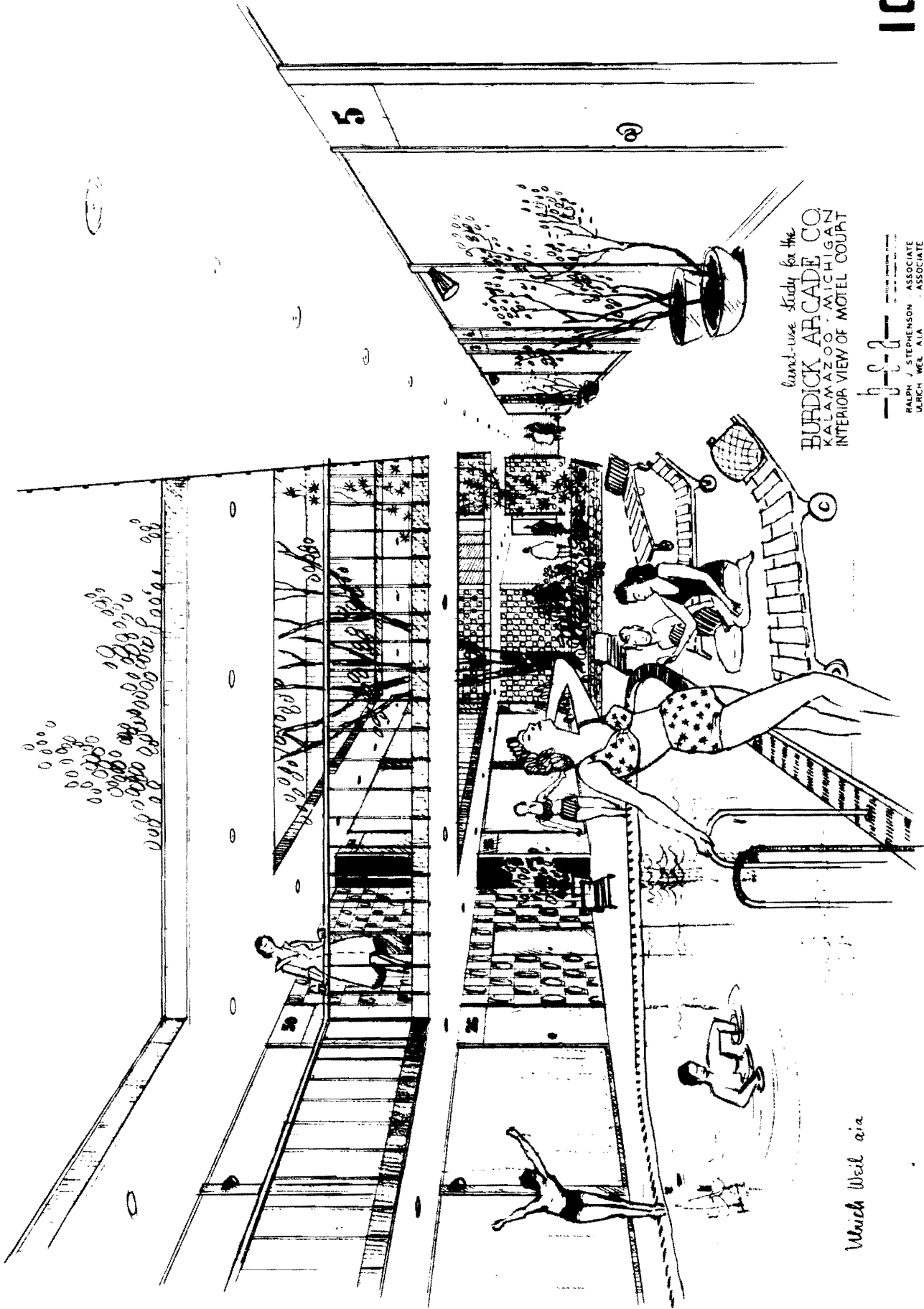
RALPH J. STEPHENSON - ASSOCIATE
 LUNCH WEL. A.L.A. ASSOCIATE



land-use study for the
BURDICK ARCADE CO
KALAMAZOO · MICHIGAN
AERIAL VIEW


RALPH J. STEPHENSON · ASSOCIATE
LURICH WEL · AIA

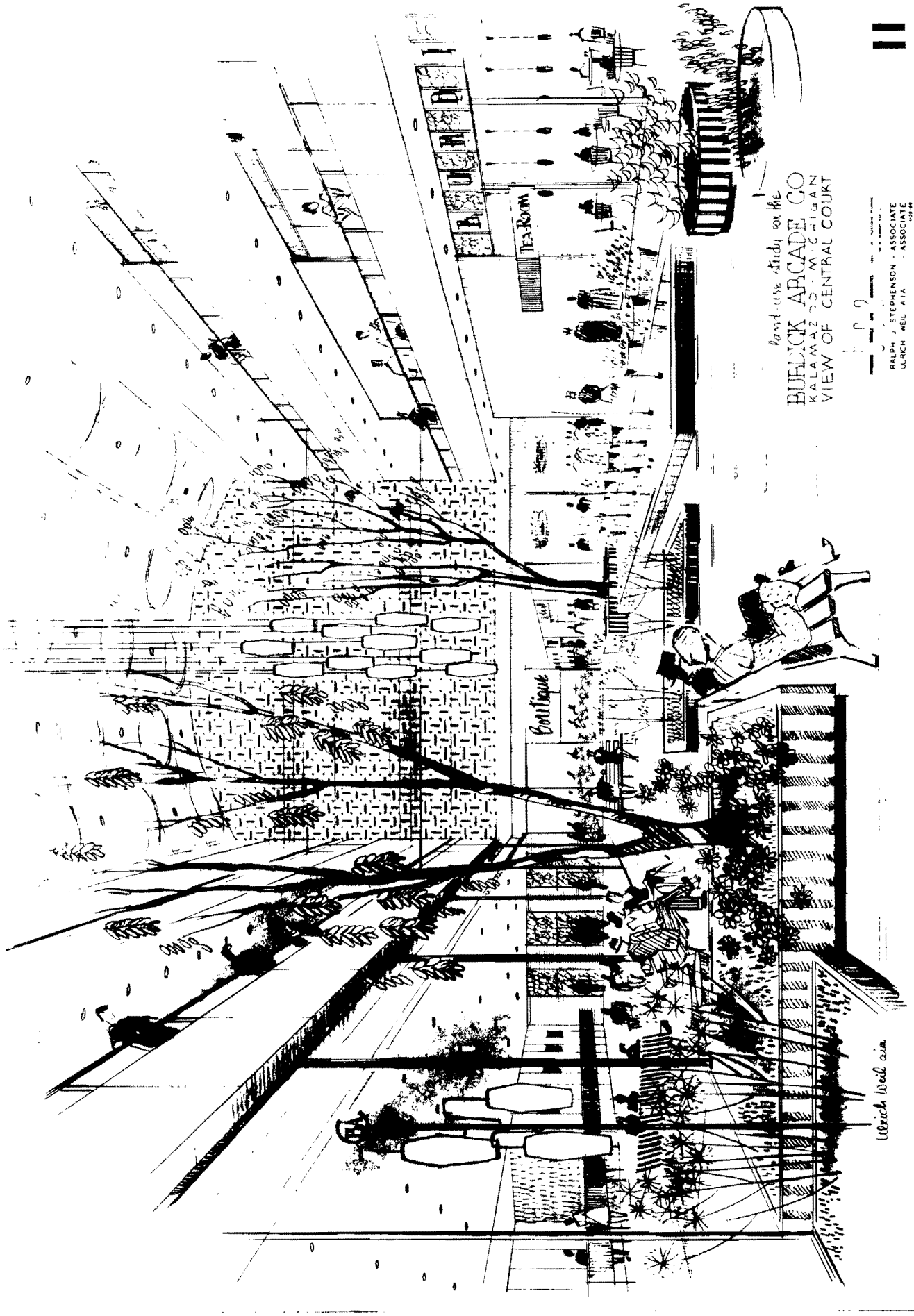
level level air



Grand-use study for the
BURDICK ARCADE CO
 KALAMAZOO MICHIGAN
 INTERIOR VIEW OF MOTEL COURT

RALPH J. STEPHENSON ASSOCIATE
 ULRICH WEL AIA

Watch West air



land-use study for the
BULLICK ARCADE CO
KALAMAZOO, MICHIGAN
VIEW OF CENTRAL COURT

RALPH J. STEPHENSON - ASSOCIATE
ULRICH WELCH ASSOCIATE
1984

Ulrich Welch arc.

PART IV

TECHNICAL CONSIDERATIONS

Many technical considerations enter into the design for a facility of the size and complexity of the Burdick Arcade Motor Hotel. A discussion of the more important of these considerations is given below:

1. General

- a. Zoning - The present zoning ordinance of the Compiled Ordinances of the City of Kalamazoo, dated April 1954, places the Arcade property in Zone Three - General Business Districts. Specific uses permitted by Section Z4.1 include:

- Retail businesses and services
- Business and professional offices
- Hotels and other dwellings
- Clubs, meeting halls, and auditoriums
- Recreation uses
- Uses customarily accessory and incidental to permitted principal uses

Although there appears to be no conflict between the proposed design and the Ordinance, a conference should be held with city planning officials prior to start of preliminary working drawings to insure that all Ordinance requirements have been met.

- b. Building Codes - Kalamazoo uses the Uniform Building Code published by the Pacific Coast Building Official's Conference. A detailed selection of the various technical systems is not appropriate at this time, but it is generally recommended that a combination of Type I and Type II construction, both incombustible, be utilized for the new Motor Hotel. These systems allow maximum advantages to be gained from area and height limitations while encouraging low insurance rates.
- c. Insurance Requirements - The present group of buildings on the Arcade site are of varying types of construction and in varying degrees of repair. The seven-story hotel portion and part of the one-story related buildings are of fireproof construction and rated for 1-A co-insurance. The remaining buildings are rated for 3-A co-insurance.

However, because 76.1 per cent of the total floor area has a 1-A rating, the entire structure carries this higher classification. If the percentage of 1-A area drops below 75 per cent, the lower classification will govern. Therefore, all additions or replacements of existing buildings should be made so as not to lower the balance of high rated floor area.

Relative to the suggested retention and remodeling of the present seven-story hotel tower, the Michigan Inspection Bureau has strongly recommended that a rehabilitation program include upgrading of the existing electrical system.

- d. Utilities - The property is adequately served by utilities with domestic water being provided from a well on the site and requiring no treatment except softening. A standby water line from the city system enters the property on Water Street; steam for heating is available nine months of the year from Consumer's Power; gas entrance is located on Burdick Mall; a power entrance is located on Water Street; and telephone and sewer service to the present structures should be adequate for the proposed new facility.
- e. Subsoil Conditions - The subsoil in the downtown Kalamazoo area is generally good as a bearing strata, and existing drawings of the present hotel indicate construction on spread footings. Past experience shows that the soil is probably granular in nature and capable of supporting 4,000 to 6,000 pounds per square foot.

To permit proper foundation design, however, soil borings should be obtained prior to the start of detailed preliminary design drawings.

2. Phasing of Construction

Because of the type of business now being conducted on the Arcade property, erection of the new Motor Hotel must be planned carefully to minimize disruption of the day-to-day operations. Several patterns of construction are possible which would allow continuity of function, and detailed scheduling of each move should be done during the preliminary working drawing period.

A generalized construction sequence might take somewhat the following form:

Phase I:

- a) Remove existing structures in north tip (Parcel 1).
- b) Construct basement and three-story portion on property in north tip (Parcel 1). This structure would consist of a greater portion of the ramps, the basement service space, receiving and delivery areas on the first level, and the activity areas on the upper levels, including the dining, kitchen, and convention spaces.
- c) On the west tip (Parcel 2), construct basement parking area with three level retail and motel structure above.
- d) Remodel remainder of living rooms in the seven-story hotel structure.

(Note: During Phases I and II adequate interconnection between Parcels 1, 2, and 3 should be provided at as many levels as possible.)

Phase II:

- a) Relocate present restaurant, banquet, and kitchen facilities to their new position in the north tip (Parcel 1).
- b) Remove existing structures in the central portion (Parcel 5).
- c) Construct the remainder of the basement area on Parcels 2, 3, and 5; complete the motel addition and build the Central Court and the new lobby and lounge areas.

Phase III:

- a) Remove existing structures in the east tip (Parcel 4).
- b) Construct basement and three-story structure on the east tip (Parcel 4).

3. Additional Land Acquisition

The exploratory study for the Burdick Arcade Motor Hotel has considered use of only those properties presently owned or controlled by the Arcade Company. If additional land becomes available within the block, or in certain parts of adjacent blocks, serious consideration should be given its purchase.

There are three specific acquisitions which can be assigned high priorities. The first of these is the group of lots on the northwest corner of the Arcade block, and fronting on Rose and Water Streets. Control of this piece of land would increase desirable frontage on two important rights-of-way, and would permit a well arranged extension of the upper motel units to the north, reserving the mall level floor for retail facilities. The increased basement area would allow greater car storage than is possible at present.

Second priority belongs to the southwest quarter of the block bounded by Water, Rose, Eleanor, and Burdick. As can be seen on Drawing 1, control of this land would provide excellent access to proposed future peripheral parking areas and insure continued convenient auto access to the Motor Hotel.

Third priority is assigned to acquiring additional adjacent frontage on Water Street to the east from the present east property line of the north tip (Parcel 1). This additional frontage, although not essential to proper and efficient operation of the Motor Hotel, would permit an increase in the width of the motor entrance and check-in space. Since this area will ultimately be a major entrance, such an expansion would assist in making the entry more attractive and convenient.

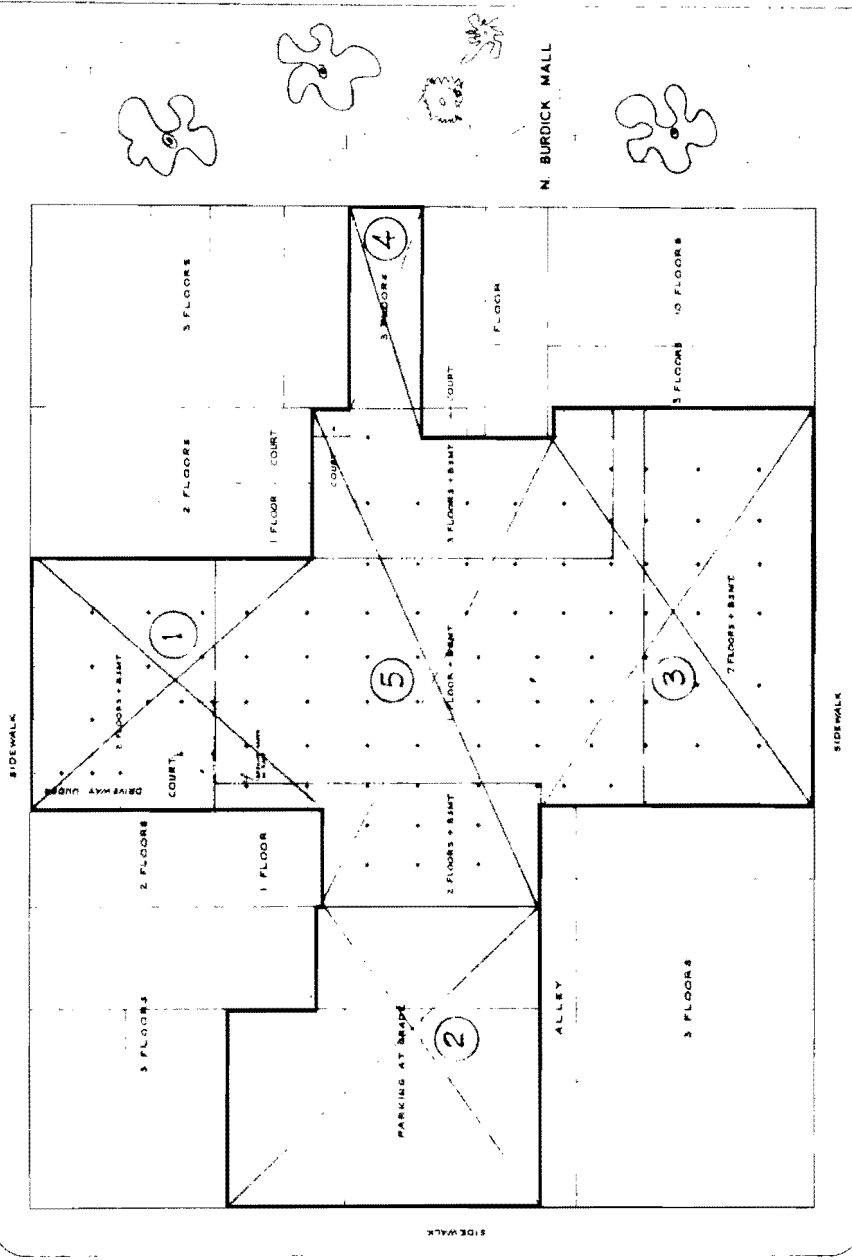
4. Outline Specifications

Below is outlined the major architectural and structural characteristics of the proposed project. These specifications are subject to change as preliminary and final working drawings are prepared, but at present provide a guide to the various construction types contemplated.

I. General

- A. Codes - The project is to be built in accordance with all municipal and state codes, ordinances, laws, rules, and regulations.
- B. Loads - Structures are to be designed to support floor loads in conformance with existing governing codes.
- C. Floor Heights - Tentative floor-to-floor heights are to be generally as indicated on Drawing 8.
- D. Future Expansion - Accommodations for future expansion laterally are to be provided along the exterior walls of all new construction in Parcels 1, 2, 4, and 5. Provision for future vertical expansion of two additional levels shall be made in all construction on Parcels 1 and 4 and portions of 5.

W. WATER STREET

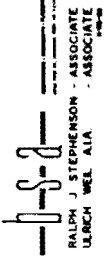


N. ROSE STREET

W. MICHIGAN AVENUE

P L O T P L A N

limited use study for the
BURDICK ARCADE CO.
KALA MAZCO - MICHIGAN



2

There are three specific acquisitions which can be assigned high priorities. The first of these is the group of lots on the north-west corner of the Arcade block, and fronting on Rose and Water Streets. Control of this piece of land would increase desirable frontage on two important rights-of-way, and would permit a well arranged extension of the upper motel units to the north, reserving the mall level floor for retail facilities. The increased basement area would allow greater car storage than is possible at present.

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- E. Demolition - All demolition shall be carried out in proper sequence as approved by the Architect and shall be in strict conformance with all existing codes and ordinances.

II. Structure

- A. Foundation - Excavate all foundations to firm bearing and basements to depths and areas shown. Fill under concrete slabs is to be well compacted sand.
- B. Type Construction - Structural frame shall be of reinforced concrete and/or structural steel protected against fire as required in Type I or II construction, whichever is applicable.

Floors and roof of motel units may be of precast concrete supported on exterior masonry bearing walls.

III. Walls

- A. Exterior - Reinforced concrete below grade; patterned concrete block or brick masonry above grade.
- B. Interior - Lightweight concrete block painted, and/or metal studs and lath, clay tile or gypsum block plastered on both sides.
- C. Stair and Elevator Enclosures - Concrete block and/or brick masonry.
- D. Central Court - Aluminum and glass.
- E. Rental Areas - Dividing walls same as in "B" above. Store fronts to be aluminum and glass.
- F. Toilet Rooms - Dividing walls same as in "B" above with ceramic tile wainscots.
- G. Basement Service Areas - Lightweight concrete block painted.
- H. Exterior Sash - Aluminum and glass.

IV. Floors

- A. Motel Area - Vinyl asbestos tile
- B. Rental Areas - Vinyl asbestos tile
- C. Service Areas - Asbestos tile and/or exposed concrete
- D. Public Spaces - Special floor coverings as required
- E. Toilet Rooms - Ceramic tile

V. Ceilings

- A. Motel Area - Plaster or exposed precast concrete slabs painted
- B. Rental Areas - Suspended acoustic tile
- C. Service Areas - Plaster and/or exposed construction
- D. Public Spaces - Ceiling treatment as required
- E. Toilet Rooms - Plaster

- VI. Vertical Transportation - Four new passenger elevators will be provided, two to serve the basement plus seven levels, and two to serve the basement plus three levels expandable to five levels.

One new freight elevator will be provided to serve the basement plus three levels expandable to five levels.

One existing passenger elevator in the present hotel building is to be converted to freight use.

5. Target Costs

At an early date in any project, target costs should be established which represent a realistic goal toward which to work. Applying several criteria to the anticipated yearly rentals and making appropriate allowances for estimated property value, debt retirement and depreciation, it was determined that total construction and remodeling costs for the Burdick Arcade Motor Hotel should not exceed \$20 per square foot of gross floor area, including the rehabilitated seven-story hotel portion. Allowing \$3.00 to \$5.00 per square foot of gross area for furnishings, results in a target figure for building work of \$15 to \$17 per gross square foot of building area.

PART V

CONCLUSION

The foregoing report has touched on the essential ingredients necessary to a successful future utilization of the Arcade Company property. However, the factual nature of such a study does not reflect one of the most important elements which makes for a successful program.....faith in the future of the community.

There is little doubt that Kalamazoo is on the threshold of a bright and prosperous era in its history. Those who have faith in the city's future will continue to encourage and motivate a healthy and natural pattern of change. Those who do not participate will fail to reap the full benefits inherent in such a dynamic situation.

The Arcade Company can insure its own future strength by making every effort to efficiently utilize its valuable property holdings in the downtown area. Development of a Motor Hotel designed to attract the transient, the businessman, the citizen, the vacationer, and all others who like to be proud of the facilities they use, will once again capture for the Arcade property the dominant position it once held in the Kalamazoo community.