



PARK CENTER *GUIDING PRINCIPLES*

THE RESEARCH TRIANGLE PARK FOUNDATION | SEPTEMBER 2015

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Archie Davis

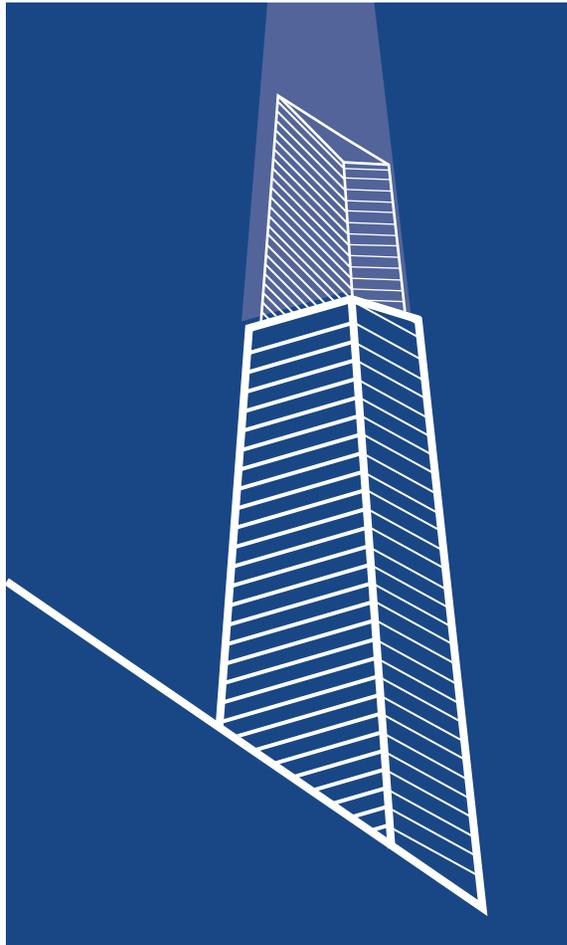
INTRODUCTION

Our founders saw things differently. In a nation hungry for new ideas, new processes and new ways of seeing the world, they imagined a place where research communities would come together and invent the future. They saw an opportunity to provide meaningful jobs, improve access to education, and help North Carolinians live fulfilling lives. They saw what the future could be.

Today, we believe those with the freedom and support to pursue bold ideas will change the course of history. We foster that potential by creating places to awaken the dreamer, inventor, believer, planner, experimenter and creator. We aspire to a vibrant community of innovators who will solve the world's most pressing problems. Our architecture embodies our values: it captures the spirit of the future.

The RTP Park Center Guiding Principles furthers the effort of “RTP Forward” by clarifying this foundational document's objectives for architects, designers, developers, residents and tenants. It defines specific design considerations for creating spaces that facilitate innovation and technological progress. This document is a framework – more mind-set than set of standards – to aid in designing for individuality, identity, character and progress. It sets the stage for multiple authors and for allowing individual expression to advance a greater whole.

The conditions we set forth make the difference between a space for work and a vibrant community. Revolutionary thinkers need a place where they can define how they work and how they grow. We envision Park Center as the next great place to change the world.



1 ASPIRATIONS

Bold ideas need a place to grow.

We are creating a place for generating ideas that change the way we see the world, ideas that cure diseases and define new industries, that transform states and countries, that cut across boundaries and go beyond our era. These ideas move humanity forward.

Innovation and change often grow organically, fueled by diversity rather than uniformity. Idiosyncrasy breeds its own harmony: ancient cities that endure today grew from the combination of distinctive natural features and the need to meet human requirements. At Park Center, we strive to respect the natural elements of the site while shaping spaces that fuel our quest for innovation.

Exceptional workspaces come from a dialog of contrasts: nature and technology in balance, organic and manmade elements in harmony, and interior and exterior spaces in synchronicity. Openness serves as a backdrop to density, as does density for openness. Spaces for individuality and collaboration support different perspectives. Tranquil and active realms accelerate progress. This is the science of eclecticism.

The individuals and organizations that occupy Park Center are shaping the voice of the future. The objective of “Aspirations” is to provide Park Center’s occupants the freedom to add their individual voices to our community mix.





METHODS & MECHANISMS:

- EXPLORATION
- DISCOVERY
- FREEDOM
- INVENTION
- DIVERSITY
- DENSITY
- GROWTH
- FLEXIBILITY
- NATURE

WE ARE:

A home for bold ideas.

A catalyst for collaboration.

A celebration of the individual, their ideas and the power of their imagination.

Where courageous entrepreneurs and creative visionaries chase their dreams and shape the future.

A whole new generation of North Carolinians with a drive to discover, a love of place and a generosity of spirit that will inspire the world.

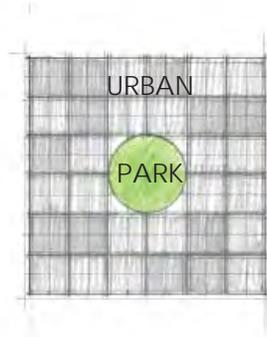
A place continually becoming new, in the ongoing process of being re-imagined and recreated.

An idea factory with spaces for new product development and informal idea sharing , where leaders in science and engineering mix with artists and musicians to elevate the human spirit.

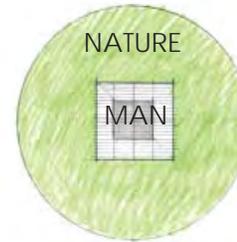
HYBRID



Central Park, NYC



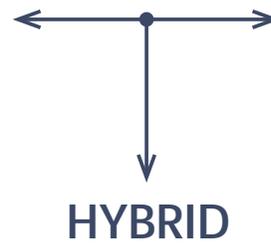
URBAN



SUBURBAN

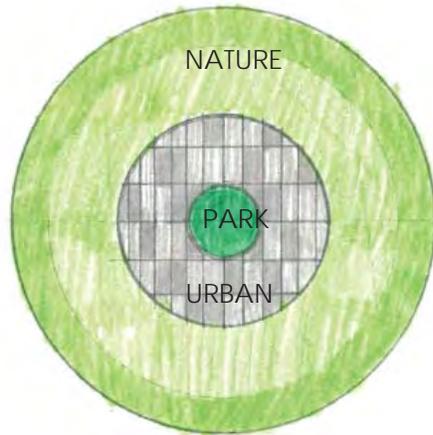


EPA Campus, RTP



Both urban and suburban spaces form a balance between open spaces and density. In urban areas small, manmade open spaces reside within dense development. In suburban places, typical developments are often surrounded by parking, which resides within natural open space.

Merging these concepts creates a hybrid.



RTP : A HYBRID TYPOLOGY



This hybrid represents a new typology, one that unites natural spaces with urban development, the human scale of a manmade park with the activity of a city core, and a true consideration of the ecology with the aspirations of cutting edge technology.



We are creating a place that is neither urban nor suburban. We are creating a hybrid—a space in between—where people and ideas come together. A community without borders, that promotes the intentional collision of new concepts, different cultures, unique individuals, cutting edge technology, and the natural world.

Park Center is a series of neighborhoods driven by landscape and technology to facilitate creation and collaboration. Within our neighborhoods, distinct identities converge to define the future. Built form interconnects with nature. Views out bring inner insight. Art merges with industry. Technology fuels the future.

Park Center's Aspiration is to shape a new, primary, and enduring North Carolina connection point from two primary harmonizers: ideas and nature. We seek zero carbon and energy targets for all spaces, provide alternative transportation strategies, form a meaningful balance of open space and buildings, facilitate pedestrian and vehicular circulation, and foster the robust contrast needed for real innovation. Our Aspiration cultivates an atmosphere to fuel the creativity of individuals, organizations and their design professionals. The palette is endless.

BUILT FORM WITH NATURE



ART WITH NATURE



The conditions we create make the difference between a work space and a vibrant creative community.







2 PLACEMAKING:

- OPEN SPACES
- LANDMARKS
- EDGES & STREETSCAPES

The world's greatest cities have plazas and piazzas, courtyards and public spaces. Buildings typically delineate these open spaces, yet, even in the medieval city, a path, avenue or alley links one open space to another. The curb, sidewalk, storefront, canopy, and riverfront work together to define a public space's edges. What occurs within is flexible and adaptable, a microcosm of a bigger picture—the city's grid or master plan. Landmarks further demarcate the place and its activity. Their iconic forms propel us down avenues, toward our destination, and tell us we've arrived.

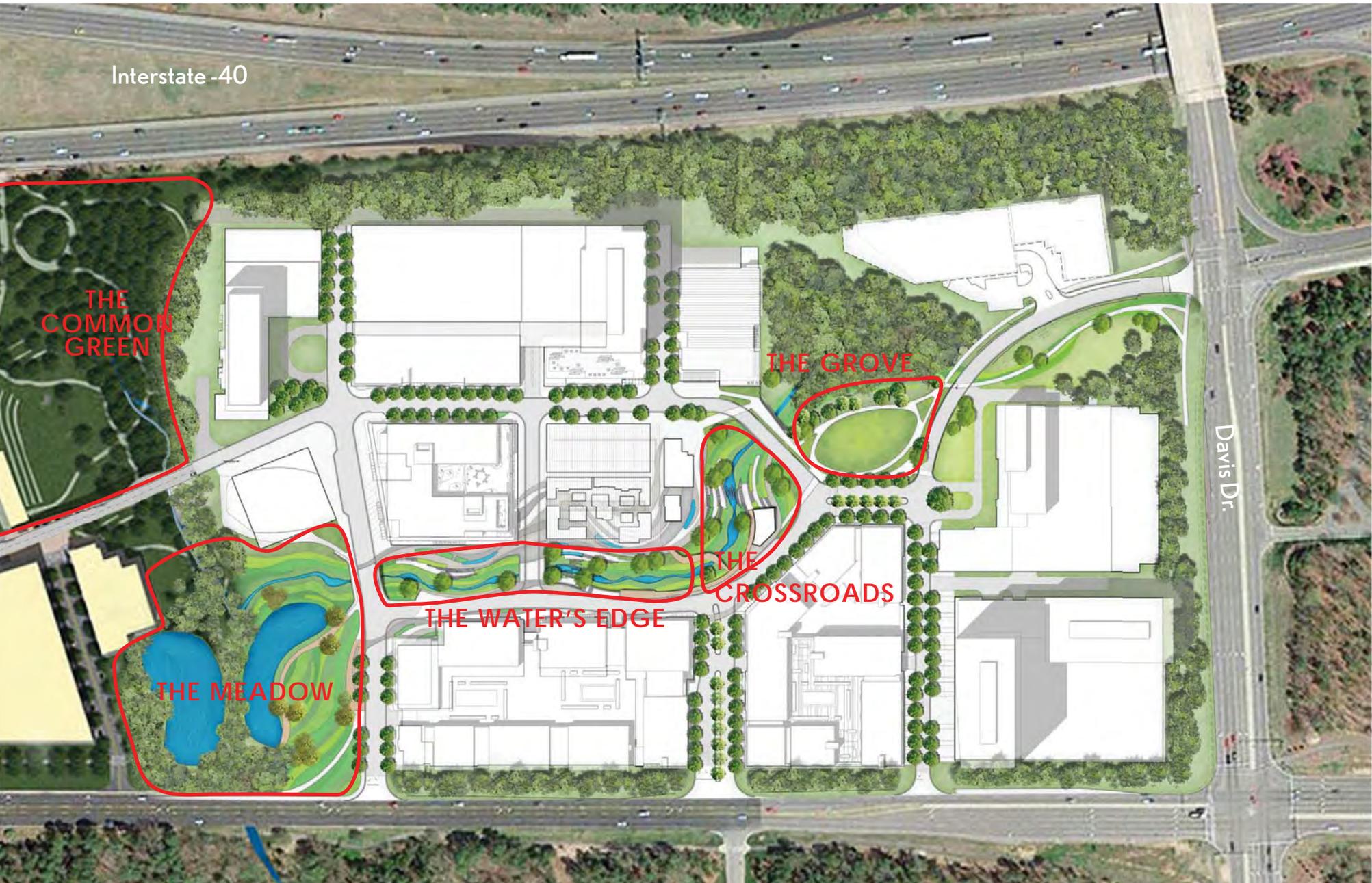
Within Park Center's master plan are seven open places, seven landmarks, and seven points of convergence that define and shape public spaces. Each has its own quality, unique identity, and purpose. Each is defined by distinctive boundaries and edges, and each is served by its own iconic landmark.

PLACEMAKING : OPEN SPACES

Open space generates public places. These spaces are often defined by the natural site amenities—topography, waterways, trees and topography. Nature provides an authentic situation; more than scenery, it is our framework and ecosystem. We tie ourselves together around these spaces. They provide respite and relief. They provide room to breathe and to expand, whether we are out in them or view them from within.

MASTER PLAN





Interstate -40

THE COMMON GREEN

THE GROVE

Davis Dr.

THE CROSSROADS

THE WATER'S EDGE

THE MEADOW

The Grove:

Below a canopy of dappled light, North Carolinians do what we have always done: gather together in the shade and enjoy good company. The Grove provides spaces for respite beside stands of trees. Here we find enjoyment, respite, community and conversation. Here also is an active gateway into Park Center along Park Drive.





The Crossroads:

North Carolina itself is a crossing of rural, agrarian heritage and metropolitan sensibilities. The Crossroads connects natural spaces with the Park's urban forms.

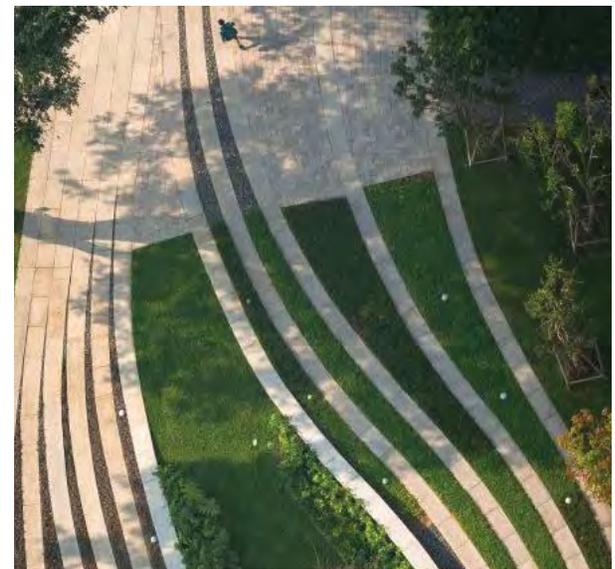
Wooden bridges and lush plantings converge with gleaming buildings, manicured landscapes and accommodating hardscapes, presenting varied spots for convening and gathering.





The Water's Edge:

The North Carolina garden, whether on the farm or in the backyard, speaks to our rural identity and our quest for innovation in agriculture and life-science. The flow of water leads us to places and spaces that tie garden hideaways with areas for play and study. Its natural current converges with the hectic street scene and leads us out to nature again.



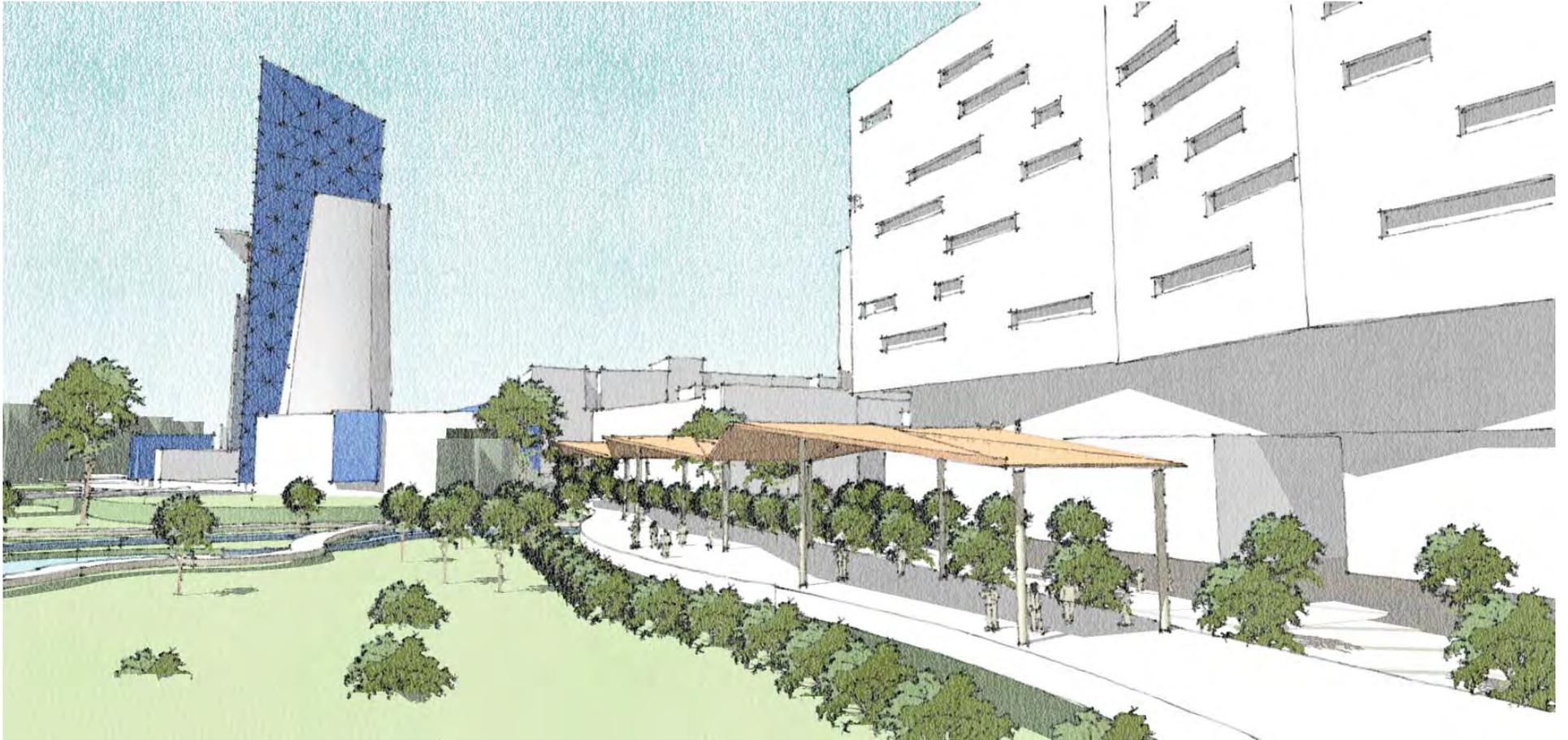


The Meadow:

Across our state, water and earth come together naturally. Wet landscapes converge with wild space to provide vital ecosystems. Bridges and piers lead us over water, while walking paths take us along its edge.

This is a natural foreground for the iconic Convergence Center. From within the Center, views to The Meadow allow for insightful contemplation, respite and natural inspiration.





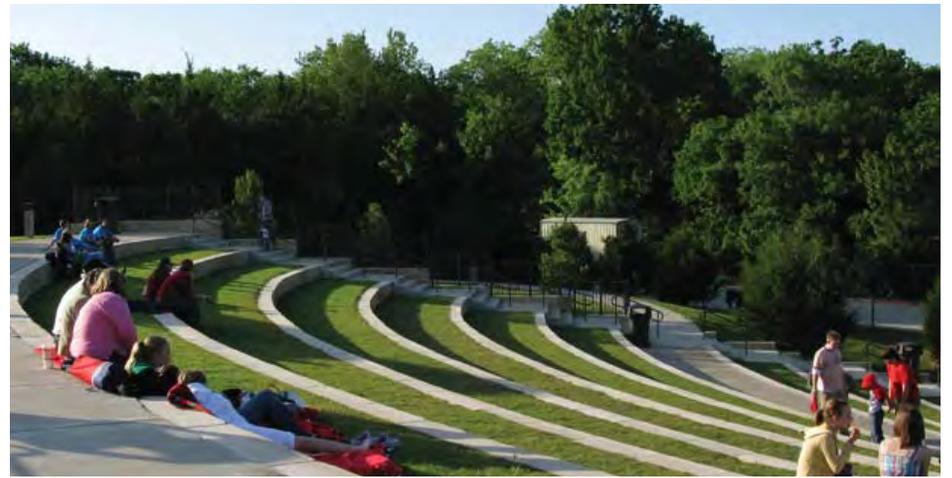
The Common Green:

The historic ‘common’ defines a open, public area where all are welcome and where ideas, art, industry and humankind converge. Along Park Drive, a series of outdoor rooms make up a grand outdoor space—The Common Green.

Overlooked by the Convergence Center and spanned by the Spirit Bridge, it is home to beer gardens, an amphitheater, sculpture and recreation. Here friends and family break away from the activity of Park Drive and take in the most collaborative of spaces.









The Parkway:

Tree lined avenues provide a natural, green buffer between buildings and traffic. They shape a linear urban park that is a place of motion, connection and convergence. Along The Parkway, we pass through to our destination or pause to watch or convene with others. It connects, defines and facilitates, providing equal measures of circulation, cohesion and contemplation.





Overlook Park

Park Center's highest point is both its western edge and landmark. This pinnacle presents the opportunity to pause and celebrate, a point of orientation and observation, where we can watch the world go by and for the world to perceive where we are. It is our apex—an essential part of our identity and our relationship to this place and to one another.



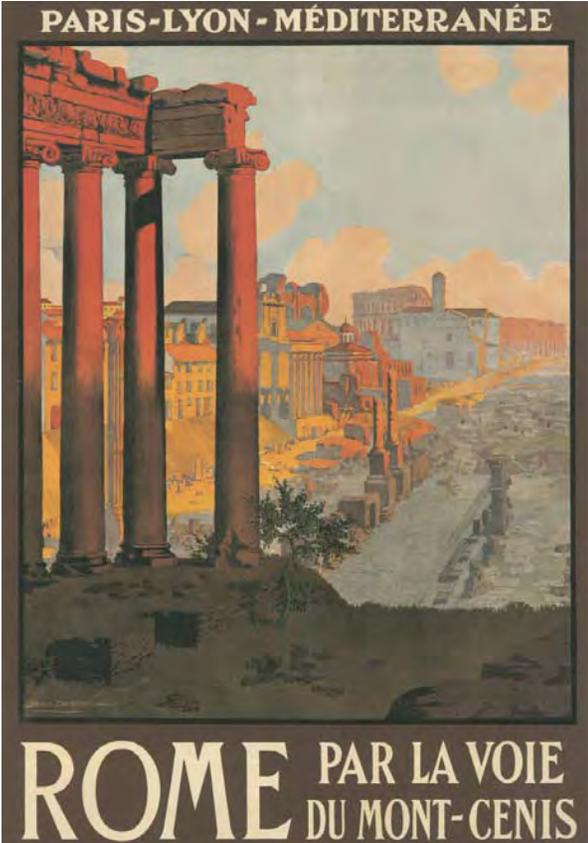


PLACEMAKING : LANDMARKS

Form and technology come together in unique ways to create iconic forms that are equally craft and invention. The merger is replicated in new ways to do very different things, often depending on location. There is logic to designing a pavilion that is both a landmark tower, for instance next to the canal, and a device that might make us think innovatively. This duality of purpose is what makes a true landmark.

We shape one-of-a-kind forms to define and unify districts within Park Center. We utilize similar logic of invention and location to create new and unique objects, iconic objects. Some may be functional, some purely decorative, but the idea is to mark points of exploration and invention. We provide moments of orientation along a path that is ever evolving, ever developing, ever moving us forward.

Great cities are often identified not just by great spaces, but also by landmarks and monuments. Landmarks are not always buildings. They can be iconic forms within cities, towns and landscapes. People both shape and experience landmarks, whether a bridge, tower or pavilion, whether functional or iconic. A landmark is a thing that defines a place. It reflects that place's tradition, crafts, industry and culture. It is the reflective and authentic element we remember.



Art in the Landscape





Search for Authenticity

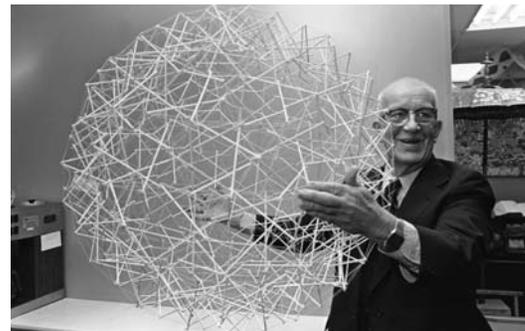
Iconic Built Forms



Craft Tradition



Tradition of Invention & Technology



How might the art form of these landmarks suggest invention?

Iconic Built Form

Craft

Invention



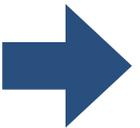
Traditional Tobacco Barns



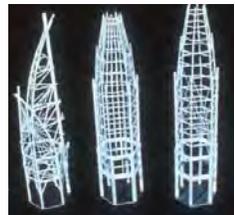
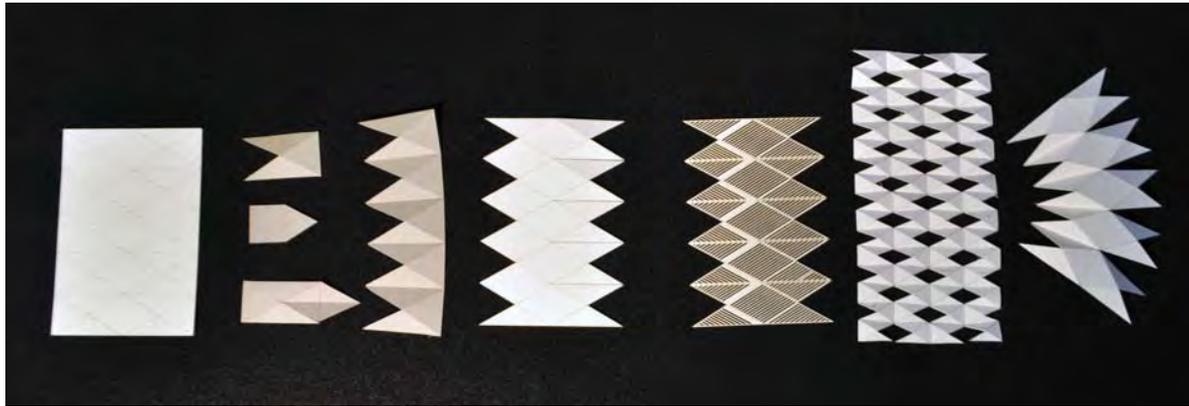
Handmade Basket Weaving Tradition

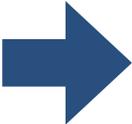


Woven Tubing



Exploration and Discovery of Form





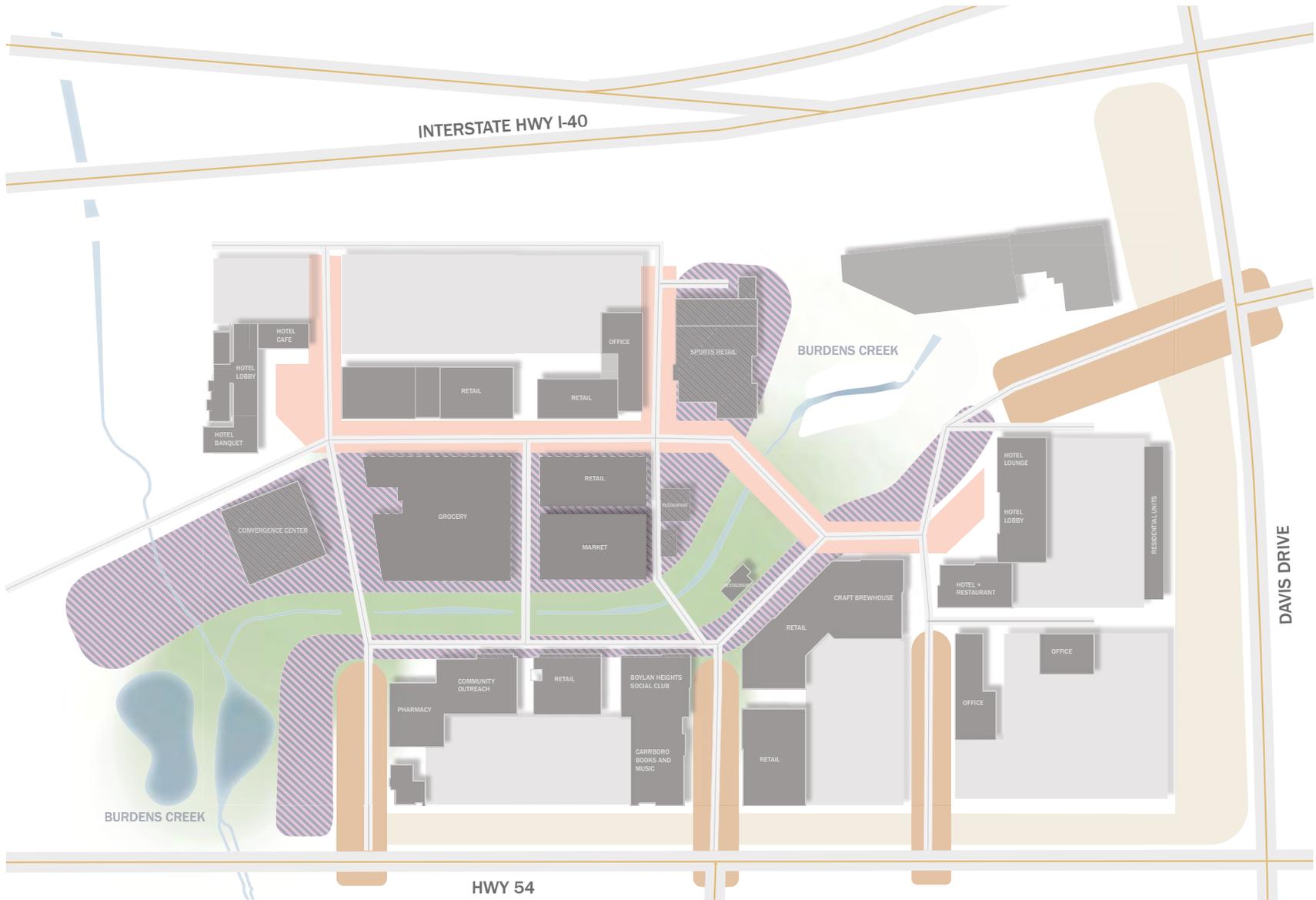
A search for authentic placemaking through landmarks.



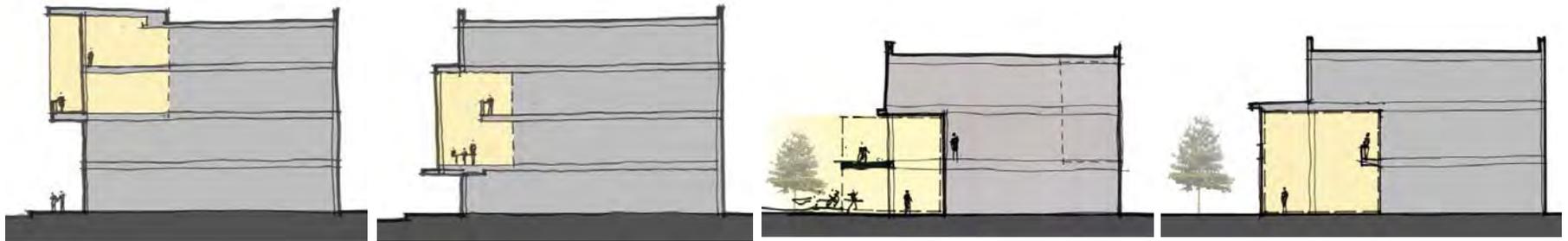
A lattice shade-structure near The Crossroads.

PLACEMAKING : EDGES & STREETSCAPES

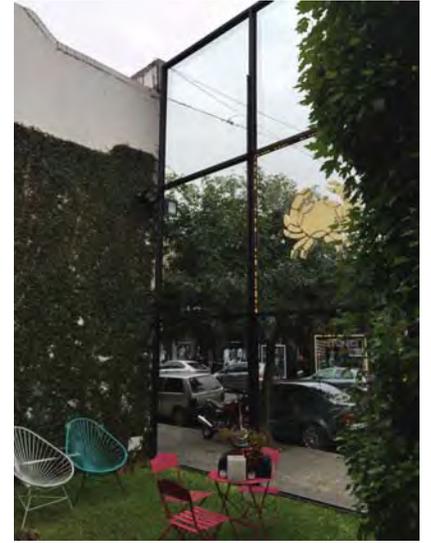
Location and progression are at the heart of spatial experience. We are oriented and directed by avenues, boulevards and pathways. Our routes through are defined by boundaries, corners, perimeters, rims, thresholds and lines. This demarcation tells us where we are and what we can expect. It helps us navigate the journey between important moments, between traversing and arriving, between movement and stillness, between action and thought, between exploration and discovery.







STREAM - SECTION POSSIBILITIES



Spaces that interact with nature and the outdoors.



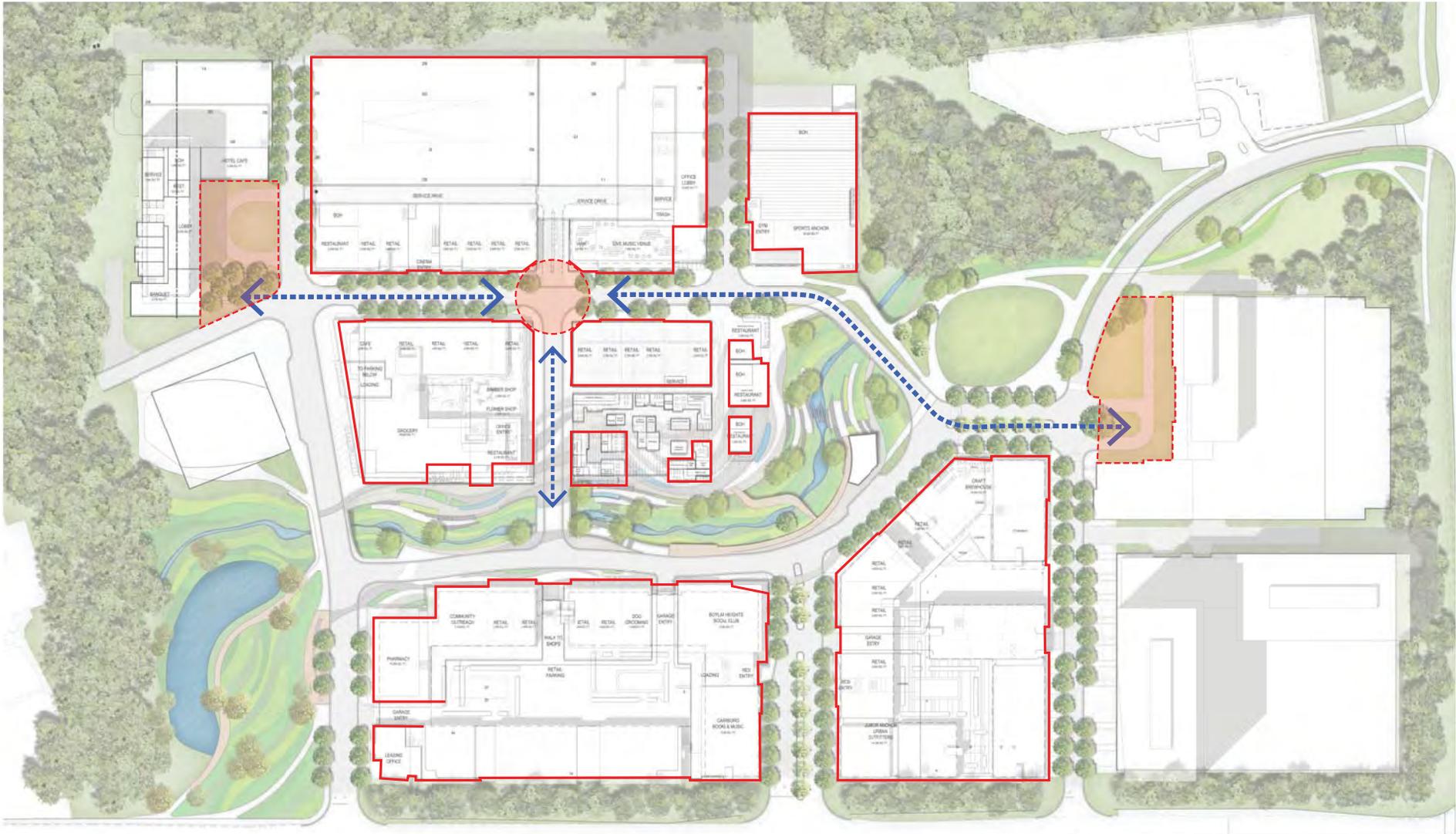
STREAM - SECTION POSSIBILITIES





STREAM EXPERIENCE

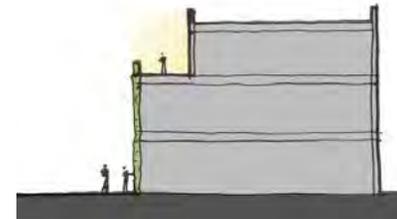
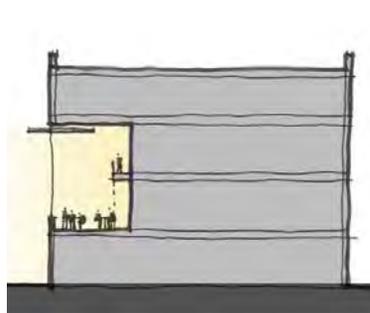




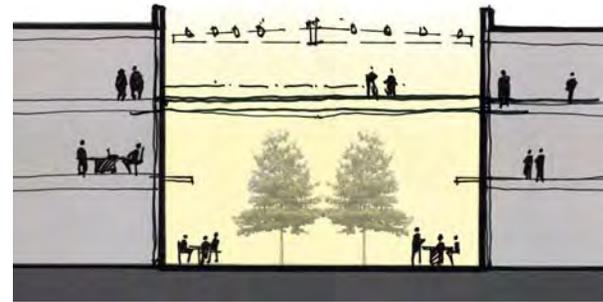
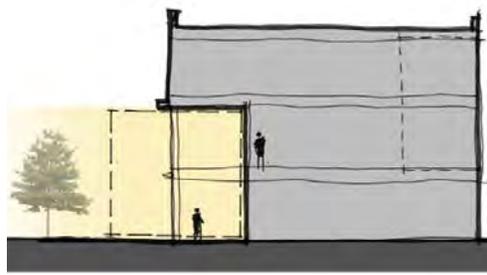
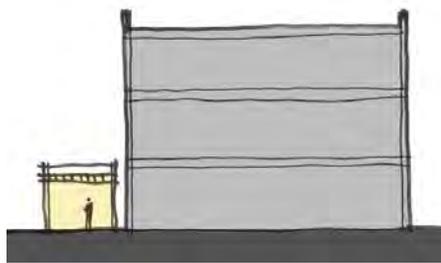
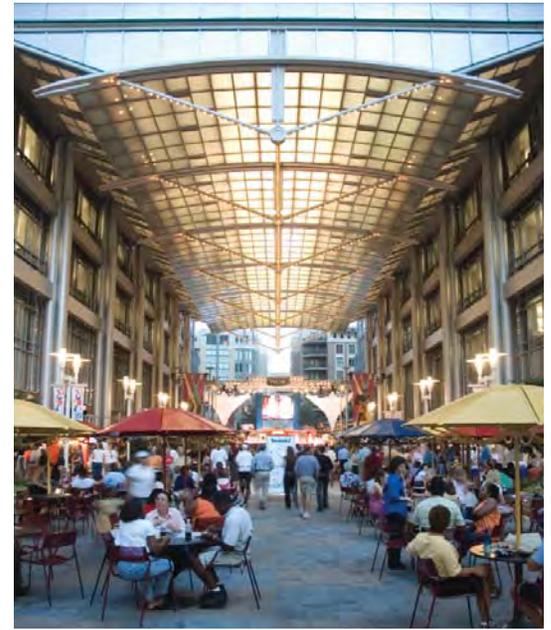
Urban Promenade



Retail spaces that offer massing variety; IN, OUT, UP



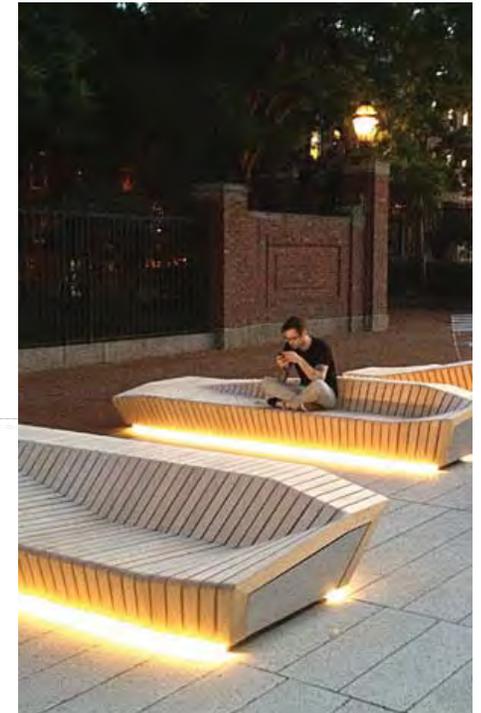
SECTION POSSIBILITIES

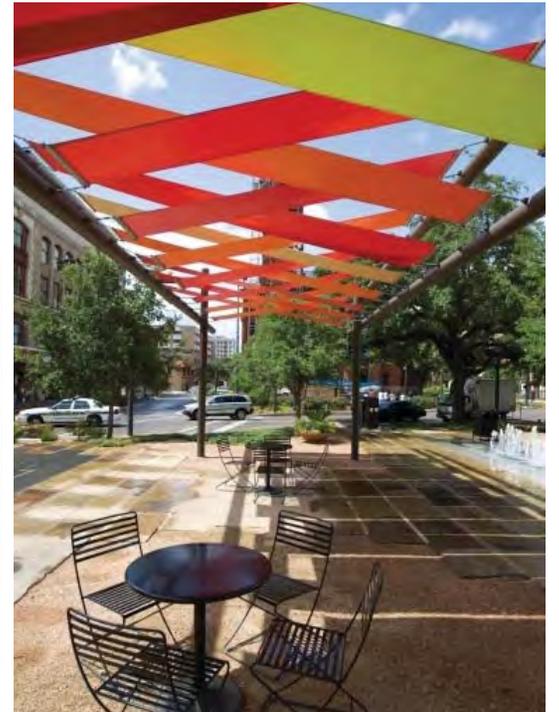


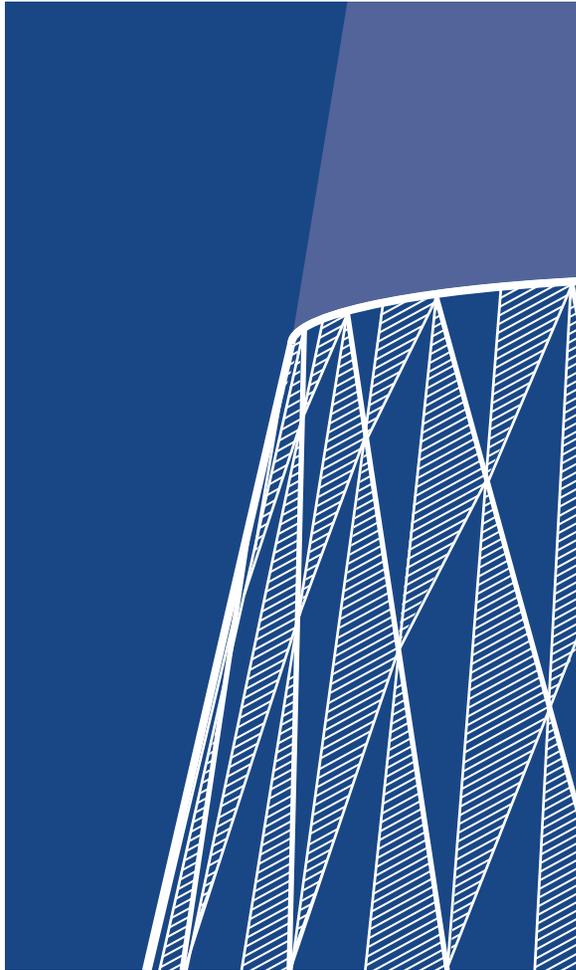
SECTION POSSIBILITIES



URBAN PROMENADE







3 AUTHENTICITY

- MASSING

- MATERIALITY

Individuality is an essential expression of an innovative spirit. We seek to express ours via elements and forms that serve as defining signals to the outside world. This is our creative core, our fundamental expression of exploration, advancement and achievement. Park Central celebrates individuality.

Our world is free of overarching, prescribed and artificial development propositions. Instead we provide a menu for experimentation and expression. Choice is empowered. We provide a science for encouraging eclecticism and shaping a rich and diverse environment. What we create does not look like what exists, but rather like a pleasing balance of anarchy and chaos. It is respectful, elegant, varied and rich. Individualization and personality are the drivers for form and material selection.

MASSING

A collection of disparate ideas can define a collection of buildings. Connection is not lost, but gained by situation, district, neighborhood, habitat, proximity and adjacency. Nothing exists in isolation. It is part of a whole, a vital and creative organism that is host to diversity, experimentation, individuality, innovation and unique expression. Massing is a form of engagement between exterior and interior activities, open and closed parts of a building, views in and views out. Massing is an opportunity to consider adjacent buildings and spaces, to express action and intention. Massing is an opportunity for expression and identity. It is also the first form of sustainable design.

We seek diversity, not uniformity.

We seek to promote a planned eclecticism via a vibrant mix of scales at every level.

When uniformity is broken, organizations shape a unique expression of size, scale, form and mass.

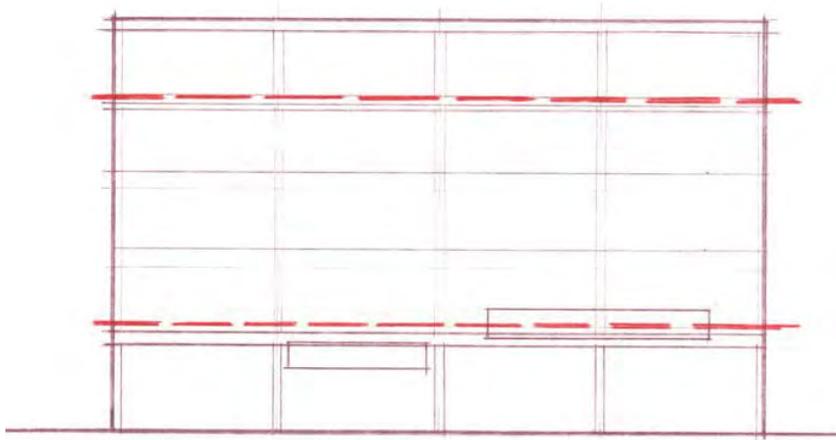
Buildings become dynamic, individualized, and spirited forms.

Planned Eclecticism

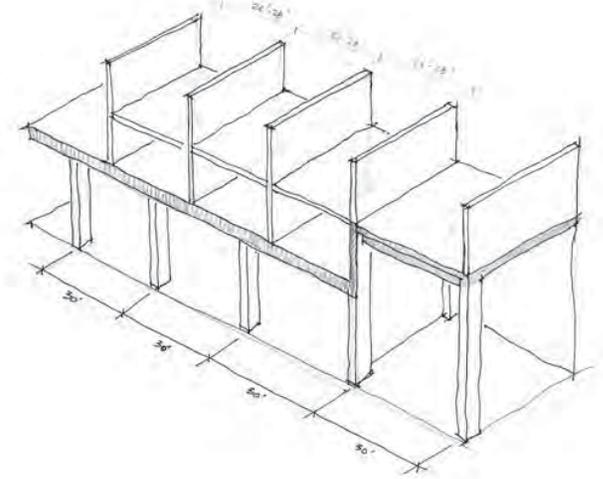


New architecture builds on the shoulders of the past. We constantly excite and engage our world by entering into a dialogue with the past and translating it into the building and spatial needs of today. Thus we do not ignore standardized forms, we expand on them, we multiply them. And thus we create variation and new themes that are progressive, that look to the future with knowledge of, and appreciation for, the past.

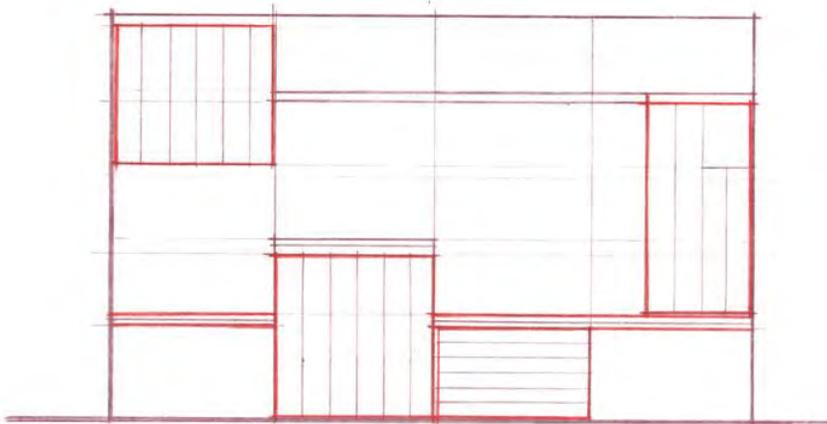
This dialogue allows the interjection of new forms and shapes that push in, out and up, that are alternatively open and closed. Of projected and recessed. Of scaling up and scaling down. Of monumental and human. Of light and dark, color and monochrome. The palette when considered as a whole is immense and inspiring. What results supports and furthers a spirit of individuality, of freedom, experimentation, achievement and celebration.



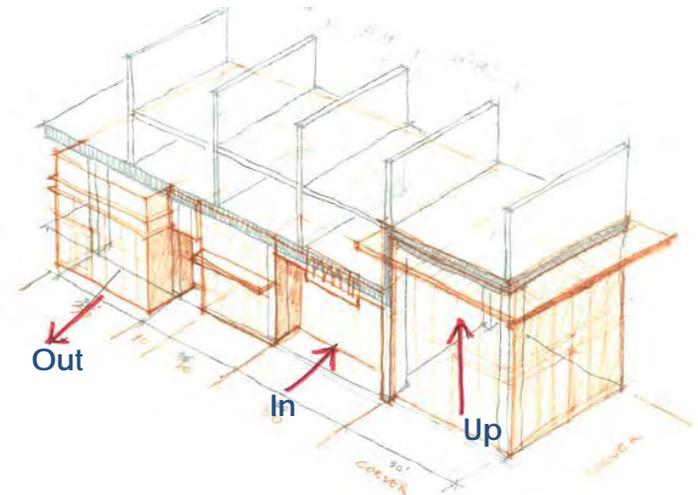
Singularity



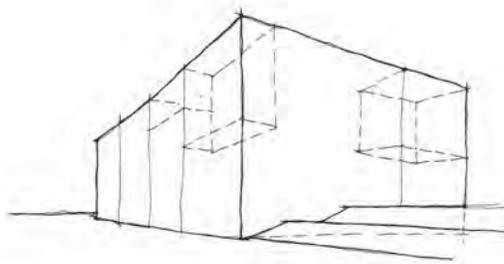
Standard Retail



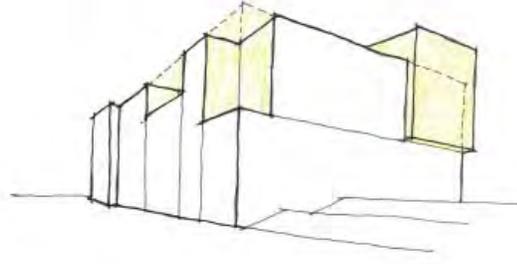
Multiplicity



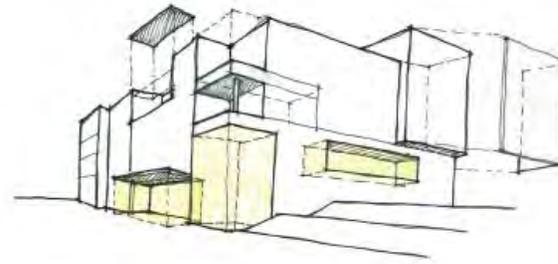
Dynamic Retail



Base Form



Spaces for Urban Scale

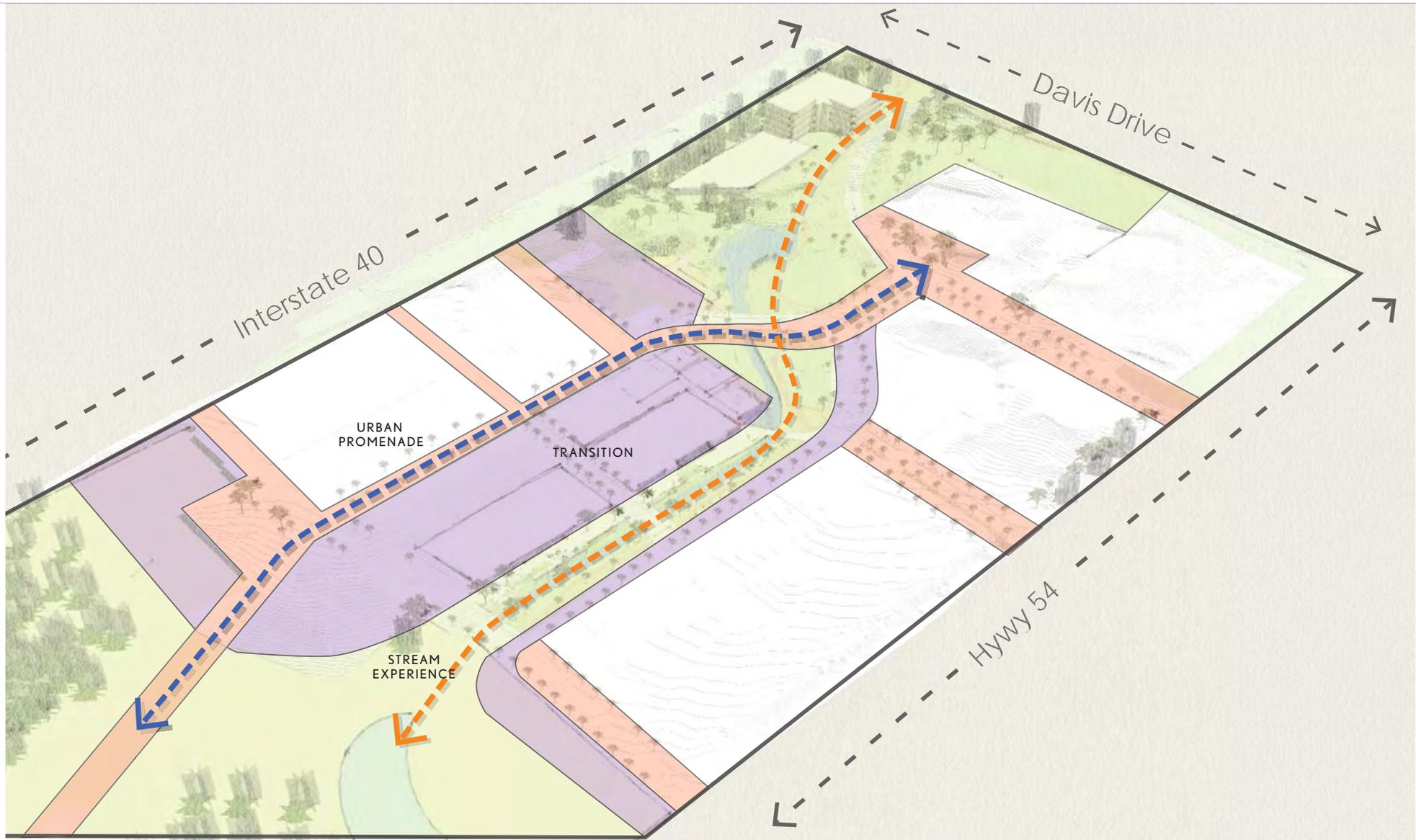


Spaces for Human Scale



Overall composition with varied massing.

The next series of pages describes how the layering of urban elements can approach a 'planned eclecticism'.



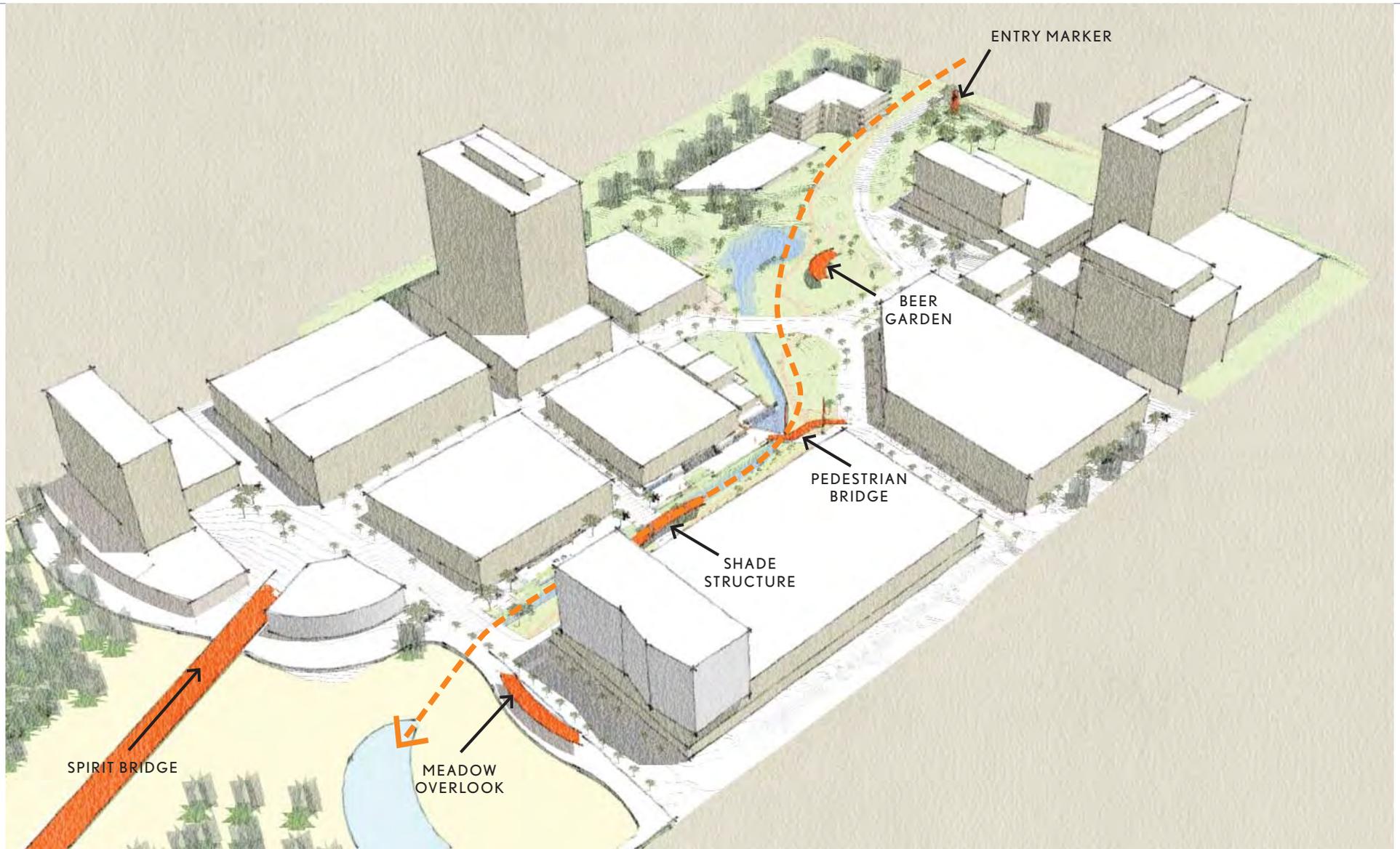
GROUND PLANE





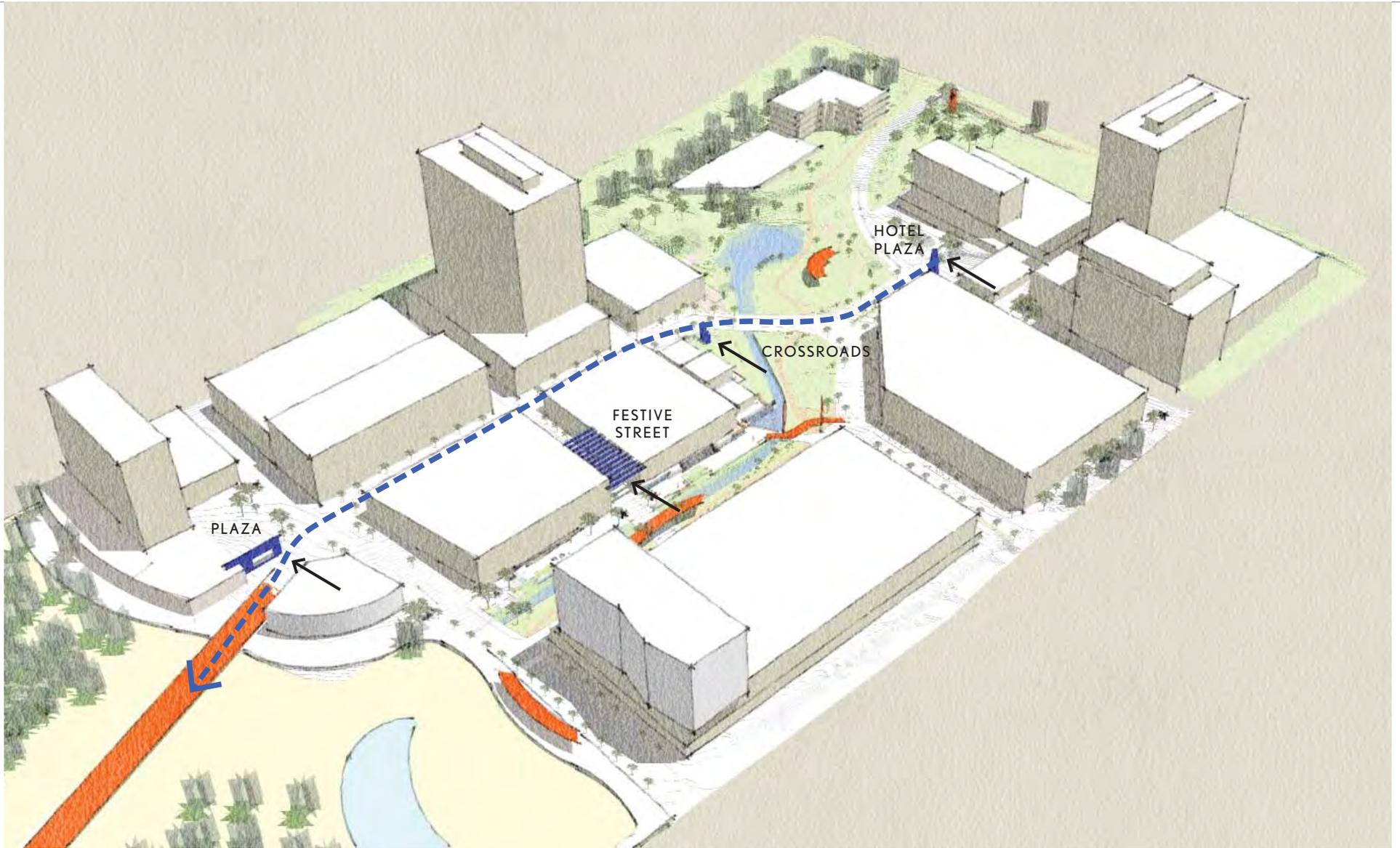
BLOCK MASSING



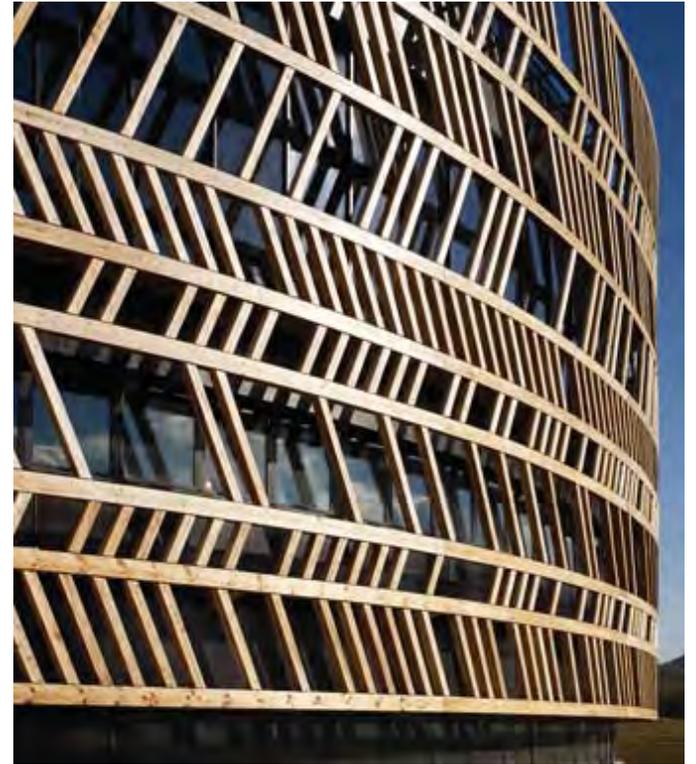
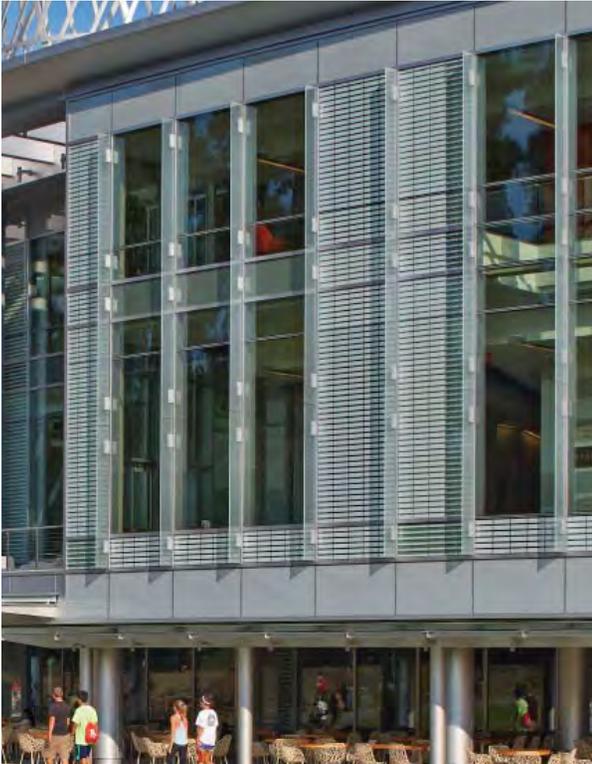


LANDMARKS along the Stream Experience



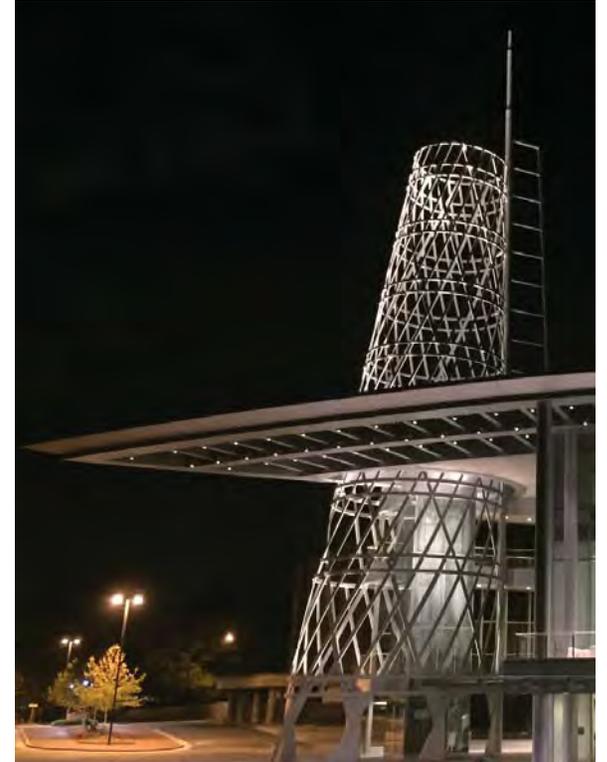


ART / SCULPTURE along the Urban Promenade





ARCHITECTURAL ELEMENTS [secondary]

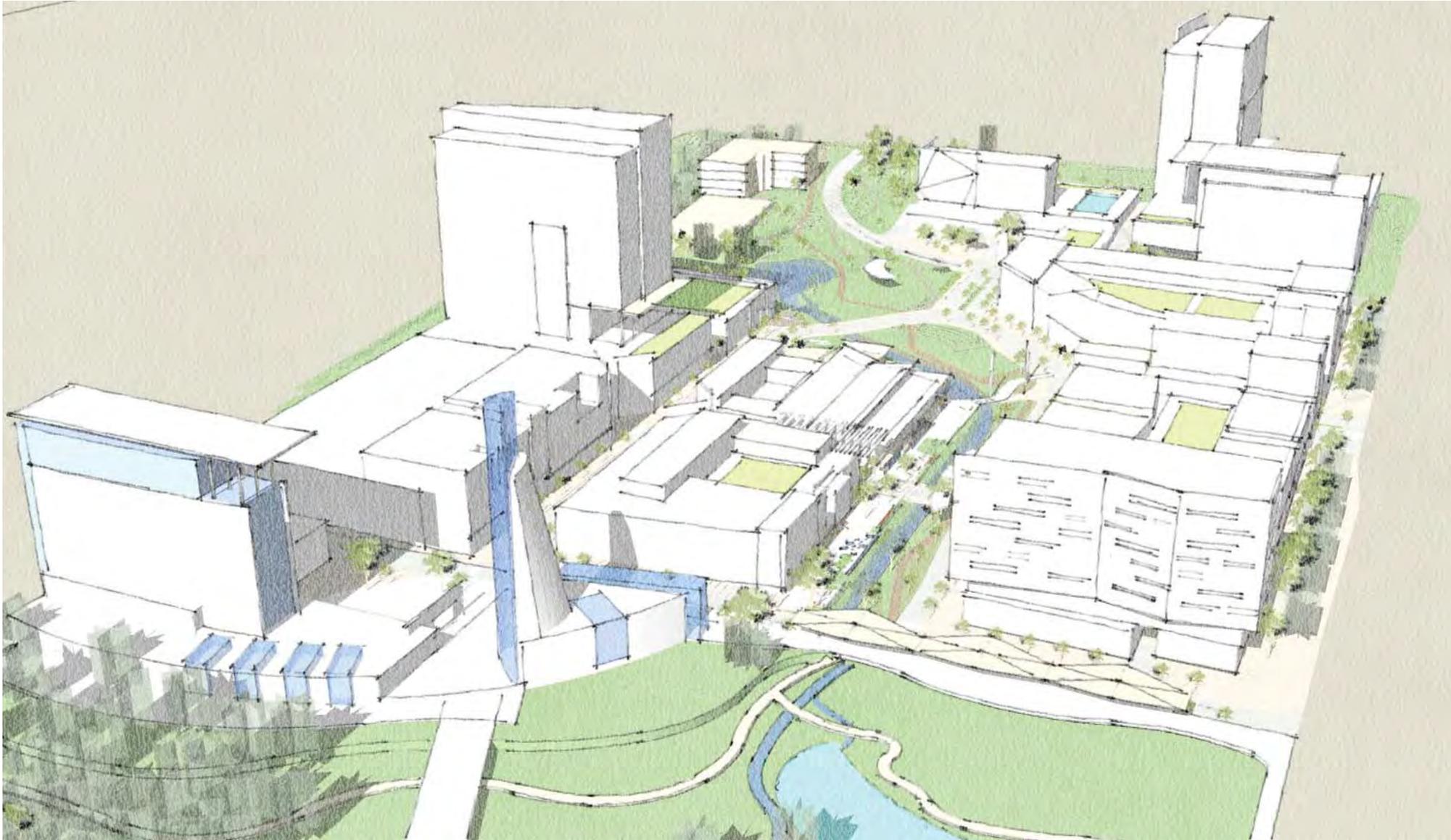




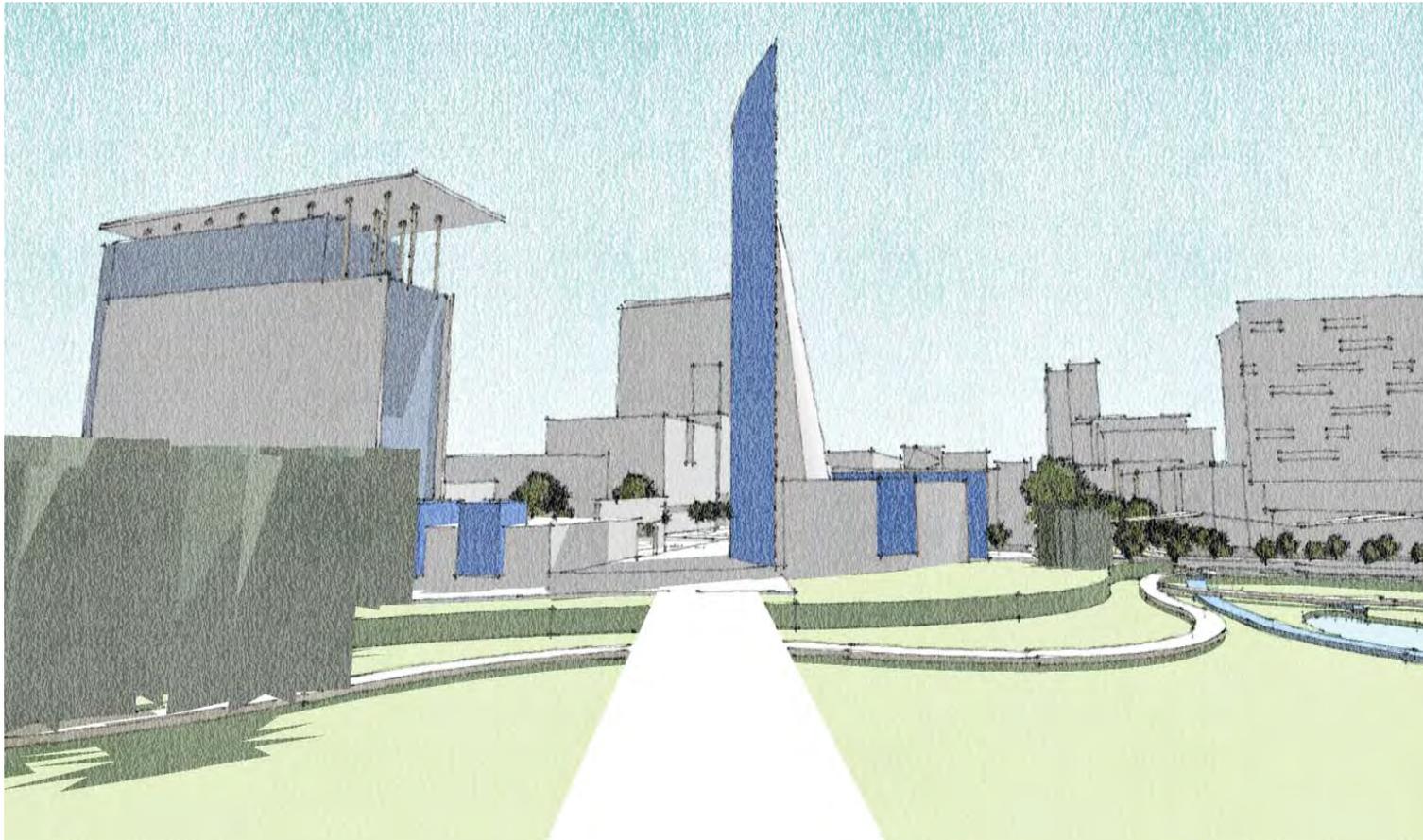
ICONIC ELEMENTS [primary]



View looking west



View looking east



Convergence Center



Overall View

MATERIALITY

Our culture finds its expression in material—natural or manmade, organic or high-tech, warm or cool. The selection of exterior and interior materials is a fundamental statement of an approach to sustainability and energy efficiency, to durability and maintenance, to functionality and personality, to the merger of nature and technology.

We provide a menu of materials that reflect ideas about region, function and purpose. We utilize the resources of the area for practicality and to reflect pride. We seek a contrast that is essential to experimentation, innovation and individual expression.

Materials that are local express connection. They touch the familiar to bring both comfort and inspiration. Regional is also practical. Thus, it is both reflective and rational.

High tech is free of locality. It looks to the world and even to the universe. It is about the future and seeks to defy rationality.

Creating a contrast between the two provides interest, denotes importance, signifies convergence. Together the regional and the technological define the future. They delineate our path forward by balancing what we know with our aspirations.



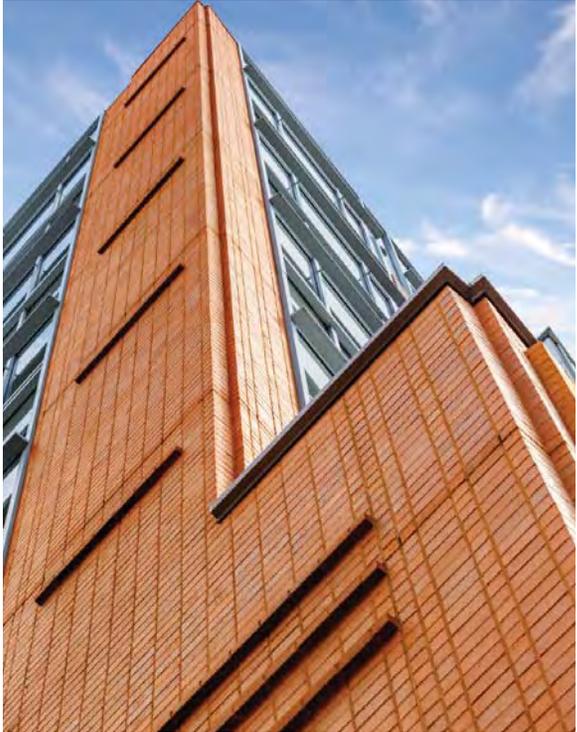
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High-Touch

Brick/Terracotta

Simultaneously functional, versatile, warm, substantial, monumental, fundamental, regional, expansive, solid, impenetrable, eduring and textural.



Glass

Light and cool, open. Bright, clear, welcoming, transparent, outward and inward looking. Versatile, airy, illuminating. Intelligent and innovative. At once apparent and absent.



High-Touch

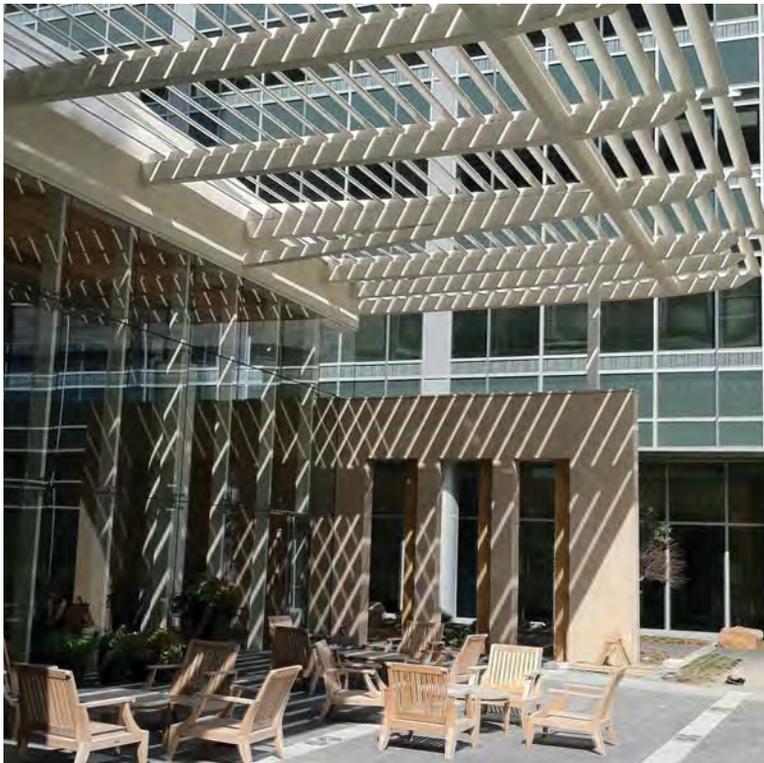
Wood

Fundamental, humane, natural, meaningful. Both lightweight and weighty, open and closed, bend-able and stalwart. A dichotomy of strength and lightness. Achievable, approachable, inviting yet screening, disguising yet illuminating. Smart, warm and sensitive.



Metal

Flexible, light and airy.
Permeable, perforated,
interlaced, woven and wired.
Conductive and connective.
Cool yet reactive. Industrial,
mechanical. Uniform yet
varied. Smooth and clean.
Strong and agile.



High-Touch

Stone

Tectonic. Solid. Earthy.
Welcoming yet closed. Touchable,
achievable, scalable. Striated,
natural, impenetrable, formed,
layered, stacked, towering,
monolithic, multi-chromatic.
Varied, uniform.



High-Tech

Concrete

Malleable, formable, fluid, solid, strong, impermeable. Manmade. Reaching, striving, shaping, defining and defined. Enduring.



Park Center at Research Triangle Park integrates urban and natural spaces into a new hybrid typology. At the core of this hybrid is placemaking—creating the architectural and design conditions to house a vibrant and creative community and fuel an inspiring work environment.

Our methodology is founded in the ground breaking thinking that started RTP, yet we expand the original RTP proposition by welcoming diverse authorship to the development process. The site's topography and natural features shape an overarching organization of open space, building massing and symbolic landmarks—elements that together foster a vital and active community infrastructure. From this basis, we invite variety in architectural form, design, art and materiality. Our Guidelines propose multiple points of differentiation for architects, designers, developers, residents and tenants. Our goal is collective—together we facilitate individuality, innovation, and progress.

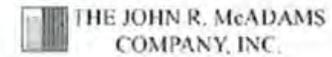
Bold ideas have a place to grow.



Acknowledgements / Resources

We would like to acknowledge the contributions of the various team members working on the Park Center master plan. Much of the thinking and hard work is incorporated in the previous pages.

Surface



Additional Resources:
Research Triangle Park: <http://www.rtp.org/>

