trespass

a wanderer’s hotel
THE MALL...
Since the 1950’s, many malls across America have served as a focal point for their respective communities. It was the place to be seen and run into friends, a safe place to let your teenagers hang out and get their first jobs, a casual place for your family to grab lunch while running errands, and even a warm place for seniors to squeeze in a few laps around the corridor before the shops opened up.

SO WHAT HAPPENED?
More recently, the classic role the mall once played in many communities has drastically changed. As the economic climate shifted and communities began to struggle, the malls became an immediate reflection of that struggle, inviting a disappointing domino effect.

Shortly after, many big-box and anchor stores within malls started seeing the effect. In 2009, “monthly sales at department stores – which typically anchor a mall – have plummeted an average of 10 percent” as compared to 2008 ¹, causing many of these iconic stores to close (sometimes even nationwide). With many of these anchor stores gone, malls began to see lower levels of foot traffic, making it difficult for the remaining stores to maintain the spending levels needed to stay afloat. In 2009, “apparel stores have fallen an average of 6 percent” as compared to 2008. ²

“Hundreds of anchor stores – generally two- and three-story department stores that drive mall momentum – are pulling out of properties.” ² Some stores that had guarantees in their lease requiring the anchors to be present were put in jeopardy and left malls once the anchors left.

And when mall owners filed for bankruptcy or entered bankruptcy proceedings, the retailers that had managed to stay on board became nervous about sticking around once their leases expired.

As stores left, people also left, preferring to go to larger and newer malls with stores that they actually wanted to shop in – leaving their community mall dead or at least close to death.

The community is left to deal with the consequences. Since the mall once contributed to the local tax base, now the residents are left with lost jobs and higher proposed taxes.

MOMMY, DO MALLS GO TO HEAVEN WHEN THEY DIE?
If they’re lucky – they are rescued before they are totally reliant on life-support: some anchor stores are replaced by another and, often, lower tier large anchor store.

If they’re ready for a generational change – they are given a mini-makeover: Many retailers are restructuring and focusing on a younger audience (preteens – 21 years). These are the consumers who have cash but don’t have the other responsibilities.

If they have available capital – they are given a full-body makeover: they are torn down and replaced with a mixed-use “lifestyle center” that mimics the feel of a town square. I.e. Architects Ellen Dunham-Jones and June Williamson’s book “Retrofitting Suburbia: Urban Design Solutions” describes this trend.

If they’re none of the above – they just exist: they become vacant shells or remain in operation with just a few local stores or movie theater.

THE MALL GETS A SHOT OF ADRENALINE
REVITALIZATION WITH HOSPITALITY AS ANCHOR “BIG-BOX”
Key to the revitalization of the mall is returning it back to a place of community by creating a destination for vacation planners, business travelers and local community alike.

By using a hotel to anchor the mall, we create an opportunity to introduce a livelier entity into the equation. No longer is there a just a one trick pony retail box with limited operation hours and a narrowly targeted audience. We now have a 24/7 living, breathing consuming attraction that hosts upwards of 500 ready-for-fun individuals daily. Add to that a hungry-for-something-better local community and you’ve given the mall a well needed kick in the ass.

A http://www.washingtonpost.com/wp-dyn/content/article/2009/07/02/AR2009070203820.html
B http://online.wsj.com/article/SB124294047987244803.html

“During a holiday visit to Northern California, where my family resides, I heard a lot of complaining about “the new mall” and how it doesn’t have anything anymore unless you’re a 90 pound teenager.”

- Carly, Ruralburbia Survivor
As a young immigrant in the 70’s, entering the NYC Public School System was a bit of a challenge for me. Clearly, school disciplinary actions were much different then; and to my shock, my teacher used an enormous refrigerator box as a “time-out” area for when I got into trouble. At least 3-4 times a week, I’d be serenaded to a sing-song classroom chorus of “time for george to go into the box.” I am pretty sure it was an intended punishment and time to “think about my actions.” But being in “the box” was just fun and peaceful and a place to just let my imagination wander. So, why is it that the phrase “thinking outside the box” is so popular? I don’t know – inside seems cooler.

- Jorge, New York Public School Survivor
Please -
Walk on the Grass!

Park the car, you won’t need it until you leave town.

Purchase some forgotten toiletries in the mall, meet new people or grab a drink...

Stretch your travel legs by taking a few laps around the hotel and experience multiple views of greenery...

...breathing fresh air along the way.

WHO WILL “TRESPASS?”
From the vacation planner to the local wander, Trespass will be an attractive option for the person who:

- Prefers urban, mixed-use environments, with everything they could want in a convenient walking distance (especially Baby boomers and Gen Y)
- Wants options with no fuss
- Looks to be entertained and search out high-touch experiences
- Seeks out social experiences
- Finds ways to incorporate healthy / green living into their routine

They want to “trespass”. They want the freedom to go from place to place without being tied down by restrictions. They want their daily, social, fitness, green and party-selves to live freely among each other.

WHY TRESPASS NOW?
In a nation of instant architecture, we’re left with a plenitude of concrete deserts and big box tombs. Using the existing structure and enhancing it’s façade, both interior and exterior with living walls, color and life interrupts the concrete mirage and hopefully inspires a new method of resuscitating dying malls. By reviving these 30+ year-old structures, we are integrating the design within the existing shell and providing a sustainable approach that allows the hotel to operate more efficiently while giving back to the community.

Timing is key. “HVS has found that developing a new hotel at the bottom of this cycle has gotten significantly easier. Land values have declined 25 – 50 percent in some markets, which is an immediate savings for a developer. Municipalities seem to be granting approvals quicker and in some instances giving incentives to encourage new development...The biggest benefit of starting a new hotel development now is the actual construction cost savings. Since we are in a global recession, which adversely affects the entire world, then cost of building supplies, equipment and contractors’ profit have fallen significantly.”

C http://www.sustainableindustries.com/greenbuilding/40449337.html?viewAll=y
D http://www.hospitalitynet.org/news/154000320/4045313.search?query=it%27s+time+to+develop+new+hotels
MALLS ARE ALREADY RICH IN AMMENITIES AND BENEFITS

- Set on Mass Transit Route
- Existing Municipal Infrastructures
- Pre-zoned for Commercial Use
- Adjacent eateries and retail
- Ample Parking
- All Season/All Weather Attraction
- Area already a known entity

TRESPASS HOTEL - APPLIED TO A TYPICAL BIG BOX

TRESPASS PLANTERS (CONTRIBUTION TO MALL AESTHETIC)

TRESPASS KIOSK (CAFE/FARMERS MARKET RETAIL)

TRESPASS LOUNGE AREA (CONTRIBUTION TO MALL COMFORT)
GREEN BOX
- exterior & interior living walls
- green roof
- gardens & lounge areas

PICNIC
- food distribution
- bar/restaurant dining
- farmers market
- modular "baskets"

CABURBANS
- modular guest cabins
- porches/decks
- meandering paths w/vistas

THE HINGE
- horiz/vrt axis
- guest reception
- cafe/kiosks
- solar cell
- exhibit/event galleries

THE PARK
- walk-in theater
- topo–lounging
- ramps & hills
- picnic dining
- social hub

* for full plans, see last 4 pages of submittal
- Picnic restaurant and bar
- Path cuts through cell to green roof
- Skylight opening over park with louver control sun shading
- "Hills" to mezzanine and green roof
- Projection wall
- "Hills" and steps to restaurant dining
- Park and topolounges
- "Caburbans" – stacked modular guest rooms with connected porches and decks.
- Green roof – gardens, greenhouse, composting, rain catchers/water management, lounges, wandering paths and lots of views
- The "hinge" – glass and steel structure with solar panel clad roof
- Mezzanine exhibition space & art gallery
- Under the "hinge" – primary axis from exterior to mall entrance. Ramps to 2nd floor reception.
- "Caburbans" – stacked modular guest rooms with adjacent porches and decks.
- Picnic restaurant and bar; kitchen and service area on ground level below
- Tunnel passage from hinge to park
- Under the "hinge" – primary axis from exterior to mall entrance. Ramps to 2nd floor reception.

ramps to 2nd floor reception.

ramps to 2nd floor reception.

ramps to 2nd floor reception.
YES. TRESPASS.

- Seating integrated within the interior landscaping
- Topolounges for relaxing or theater viewing
- Sense of being outdoors through expansive skylight aperture over park and interior greenery
- Ramps, slopes, hills encourage trespassers to explore the terrain
- Park leads up to restaurant

Sunbunnies enjoy an afternoon in the park.
**Food distribution concept**
Order “picnic” bundles from your room, the bar, trespesshotel.com or kiosks located in the hinge.

**Table service dining option**
Deliciously healthy comfort foods – locally grown

**Retail component**
100% biodegradable and compostable single-use servingware or bamboo veneer multi-use servingware

**Retail kiosk extensions in mall**

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**“Hey girlfriends! Order your meals online and pick it up just in time to grab a spot in the park to watch your favorite Sandra Bullock movie.”**

Trespass guests can have their Picnic bundles delivered directly to their Caburban porch.

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**PINIC RESTAURANT + BAR**
- Food distribution concept
- Order “picnic” bundles from your room, the bar, trespesshotel.com or kiosks located in the hinge
- Table service dining option
- Deliciously healthy comfort foods – locally grown
- Retail kiosk extensions in mall
- Retail component
- 100% biodegradable and compostable single-use servingware or bamboo veneer multi-use servingware
Eco-friendly, cost effective pre-fabricated modular rooms
Porches & apertures allow for connection to light & greenery
Room units stack & stagger with motesque "external" circulation
Pathways meander in and out of openings & against living walls
Biodegradable PVC proximity key cards activate room power
Sink/shower grey water system for toilet tank & greenbox irrigation

CABURBANS [suburban + cabins]

- 1.5 MODULE (4 PERSON MAX)
- DOUBLE MODULE (SUPER CABIN) (4 PERSON MAX)
- SINGLE MODULE (2 PERSON MAX)

Caburban view from pathway
Interior view
Volume diagrams
GROUND FLOOR PLAN

- LIVING WALL
- PATHWAYS
- OPEN TO BELOW
- PORCHES

FOR YOUR USE

GRouNd flooR plaN

kitchen

- living wall
- pathways
- open to below
- porches

service area

business center/
offices

restaurant/room
service support

park

park patio

access to
service stair

valet and parking lot

entrance

slope to
2nd floor

bellhop

kiosk

elevators

mall

tunnel passage to park

parking

staff lockers

projection wall

jan.

topolounges

tunnel passage to park

mech

loading dock

service alley

entrance

slope and
steps
to
2nd floor

wc

wc

wc

wc

valet and parking lot

VALET AND PARKING LOT

trespass
SECOND FLOOR PLAN

- Living Wall
- Pathways
- Open to Below
- Porches

FOR YOUR USE

SECOnd floor plaN

picnic

bar/restaurant

- living wall
- pathways
- open to below
- porches

administrative
offices
	housekeeping
services

dumbwaiter

coffee

retailer

slope to
ground level

park

open to
patio below

picnic basket

ramp
down

storage

reception/
concierge
kiosks

ramp
down

event/meeting

slope
down
to
park
base
THIRD FLOOR PLAN
Sustainable design is typically an investment upfront that pays for itself down the road. A cost some types of developers rarely choose to consider — which is why we’re stuck with a lot of these cheap ugly big boxes in the first place, though this concept is in its early conception, considerations on affordability to reduce development costs upfront could include:

- Municipality funding (park districts, zoning, revitalization programs)
- Government subsidies
- Environmental tax credits
- LEED certification

Roof Plan

**Sustainable Features**

- Skylights with solar controls/shading
- Solar photovoltaic panels cover roof to "hinge" and provide energy for hotel
- Green roof
- Rainwater collection
- Vegetables/Herb garden
- Meditation garden
- Hot tub/lounge
- Hot tub/lounge and compost

**Water Management**

- Greenhouse