COMMERCIAL PROJECT
CA COMPUTERS AND TECH

ARCH 3510 - DESIGN 5

SPRING 2013

BY: CINDY ALONZO

PROF. JOHNSON

DESIGN 5 – COMMERCIAL PROJECT

STORE CONCEPT

CA COMPUTERS & TECH is a store that will provide customer the option to purchase Apple and Window products all located in one store.

The message CA COMPUTERS & TECH is giving the audience is that they can have any product of Apple or Windows easy as 1,2,3.

1 – LOOK

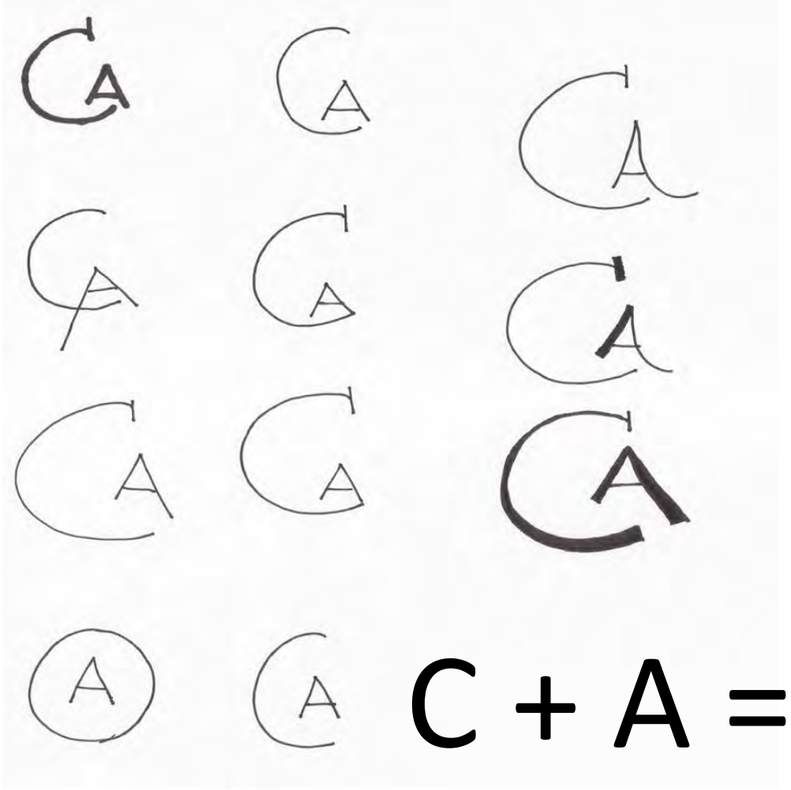
2 – PICK

3 – BUY

SLOGAN

CA COMPUTERS & TECH is a small convenient store that has the best Apple and Windows technology with a convenient price including a 2 year warrant service free for any product.

LOGO PROCESS



FINAL LOGO

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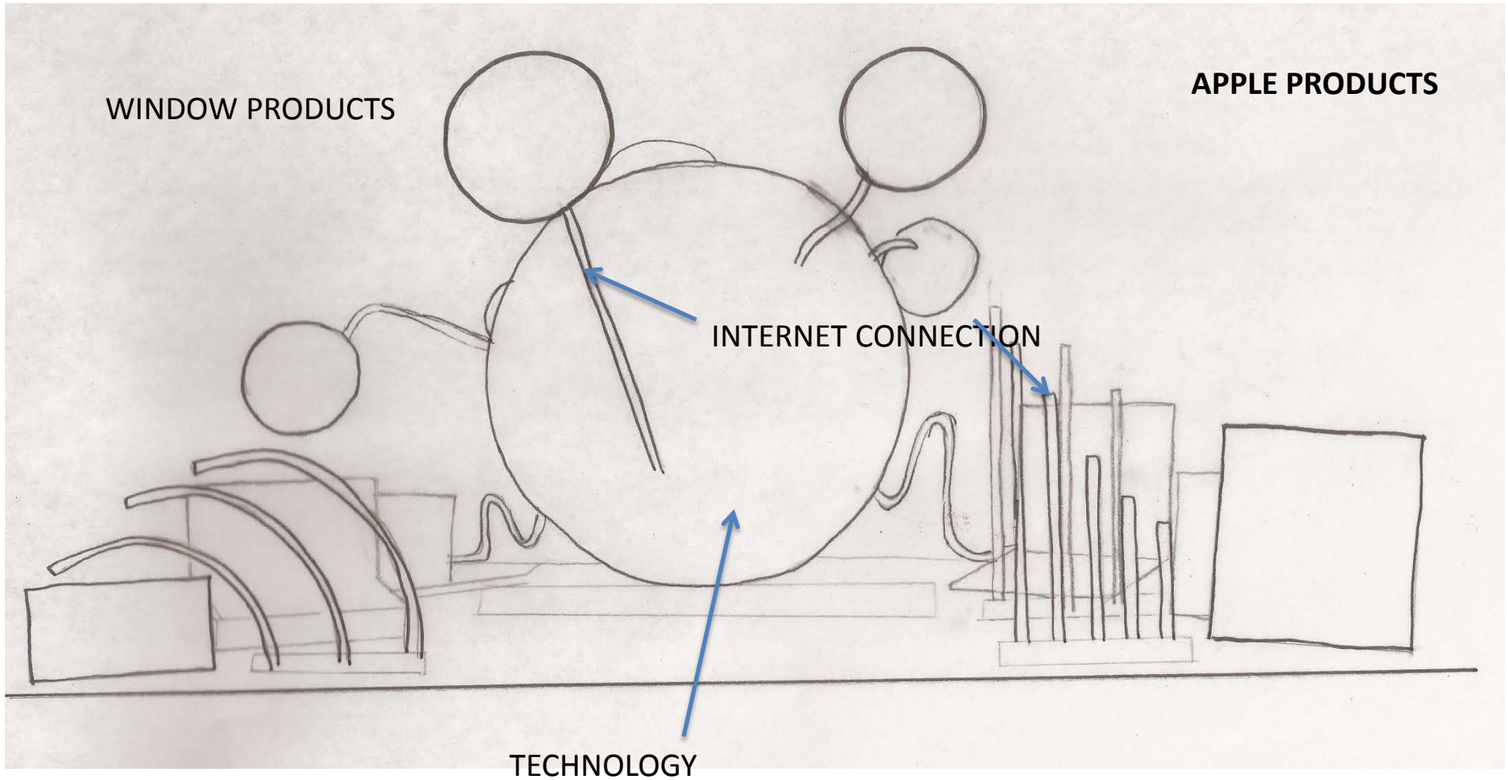
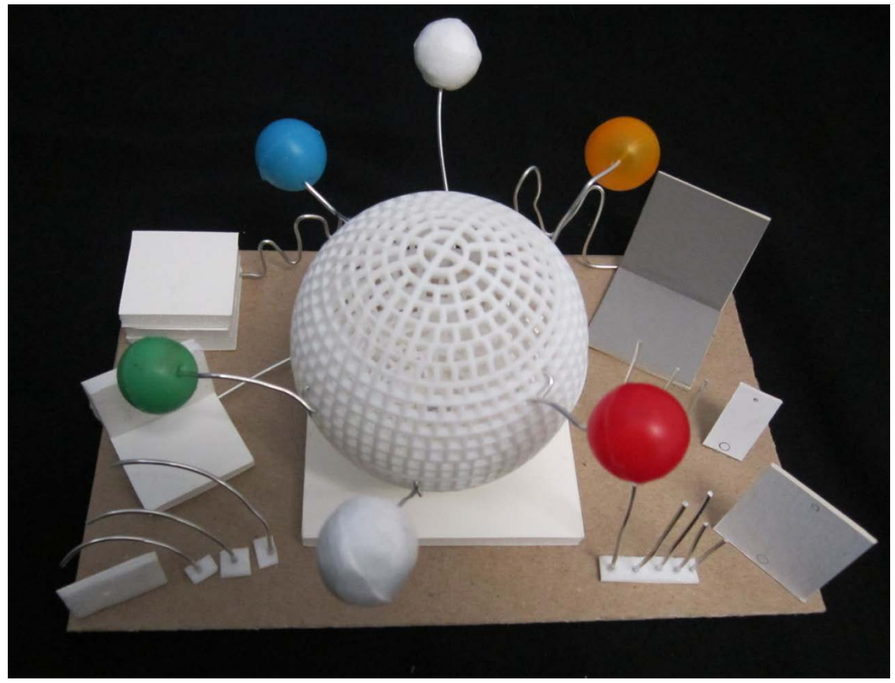
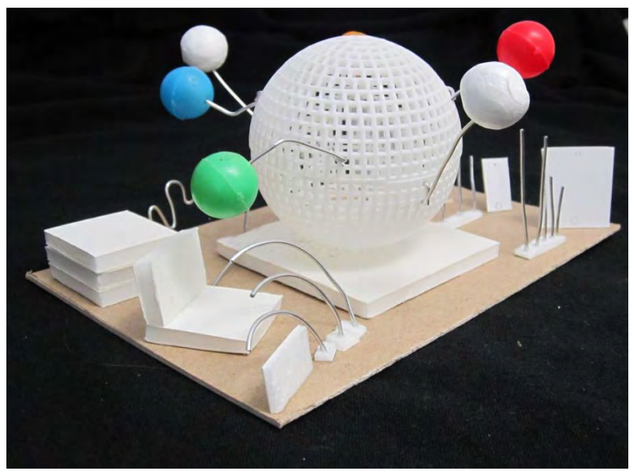
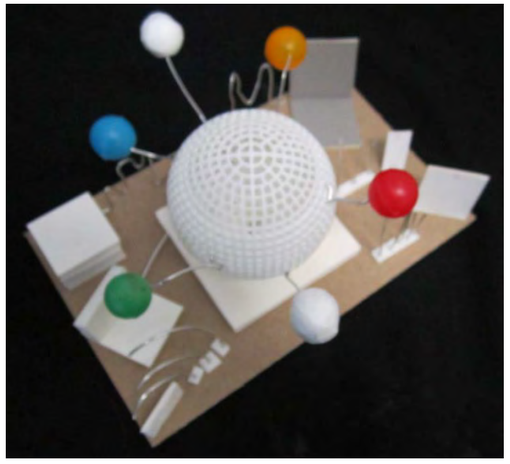
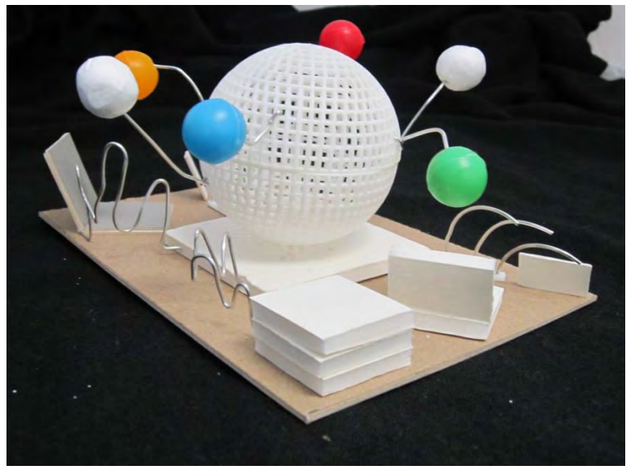
CONCEPT MODEL AND DRAWINGS – TECHNOLOGY OVER TIME

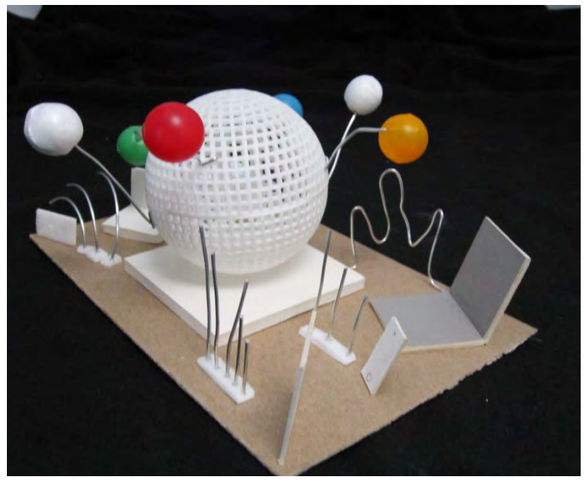












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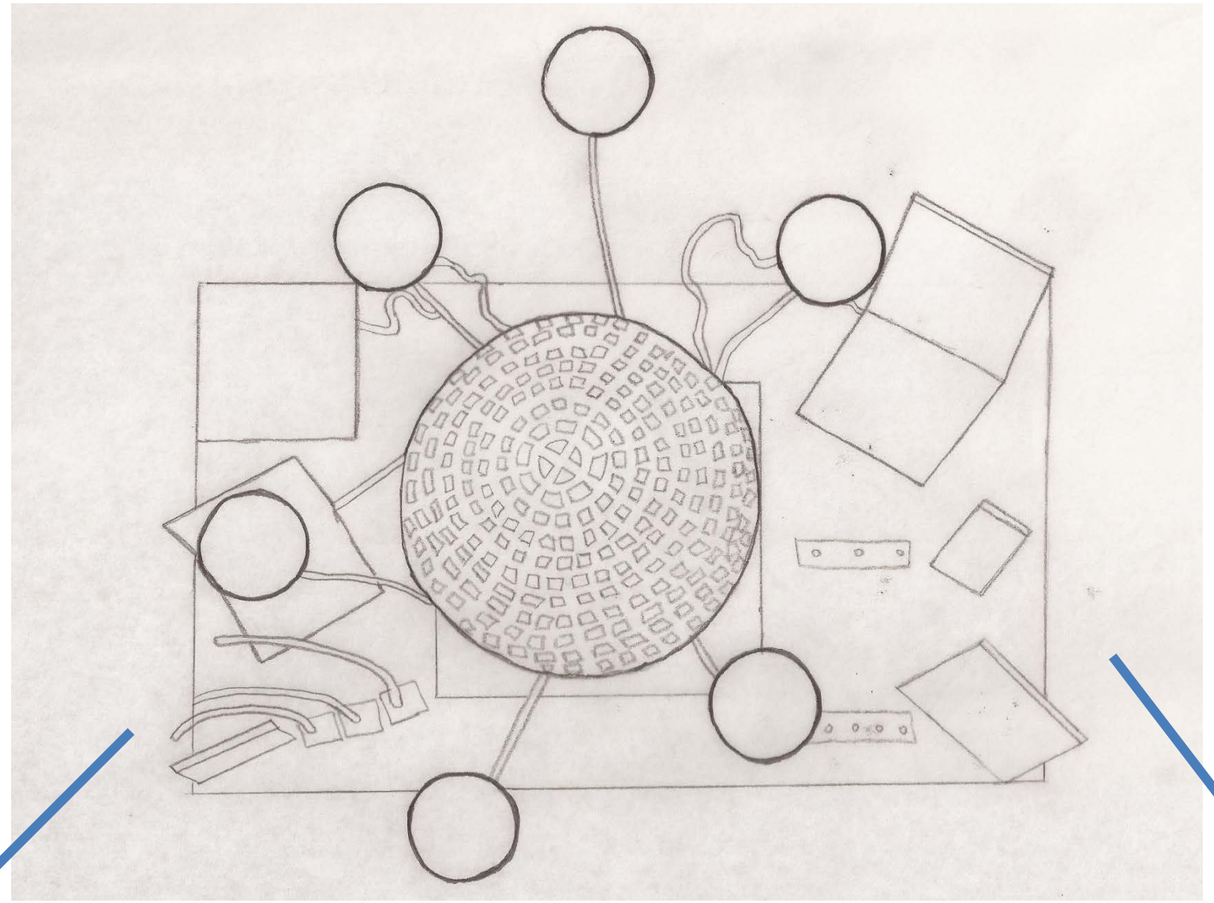
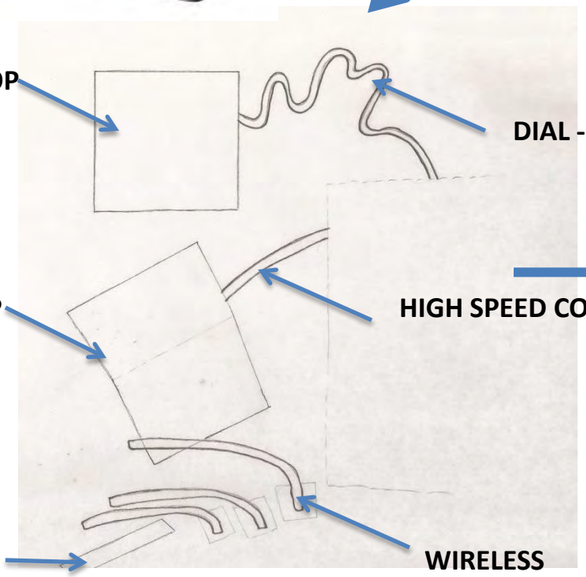
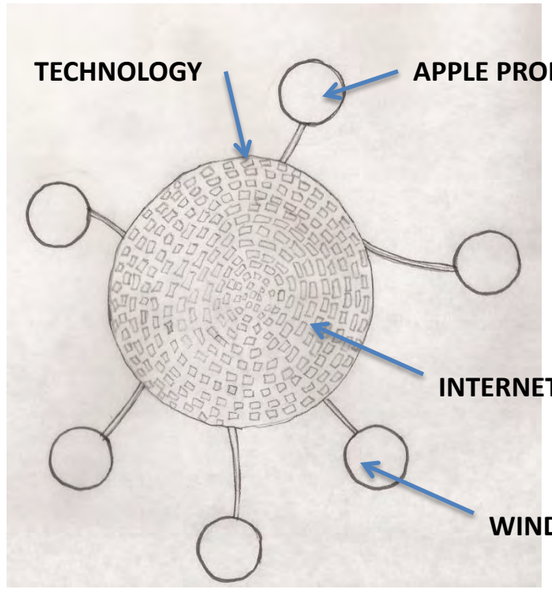
CONCEPT MODEL AND DRAWINGS

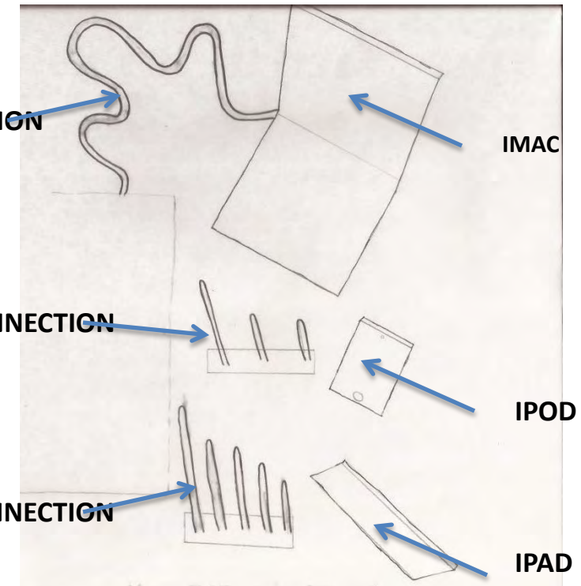
Windows

Apple









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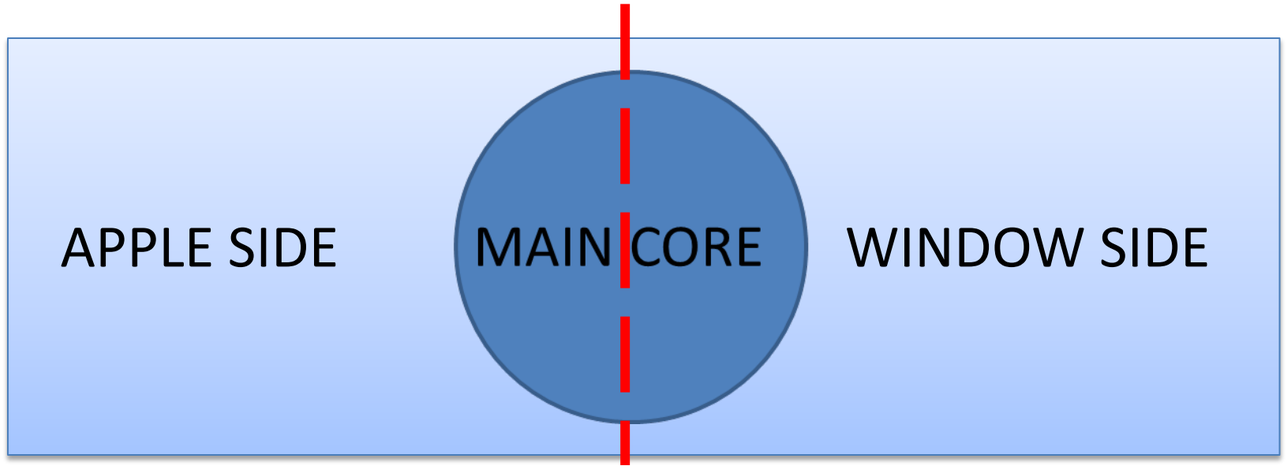
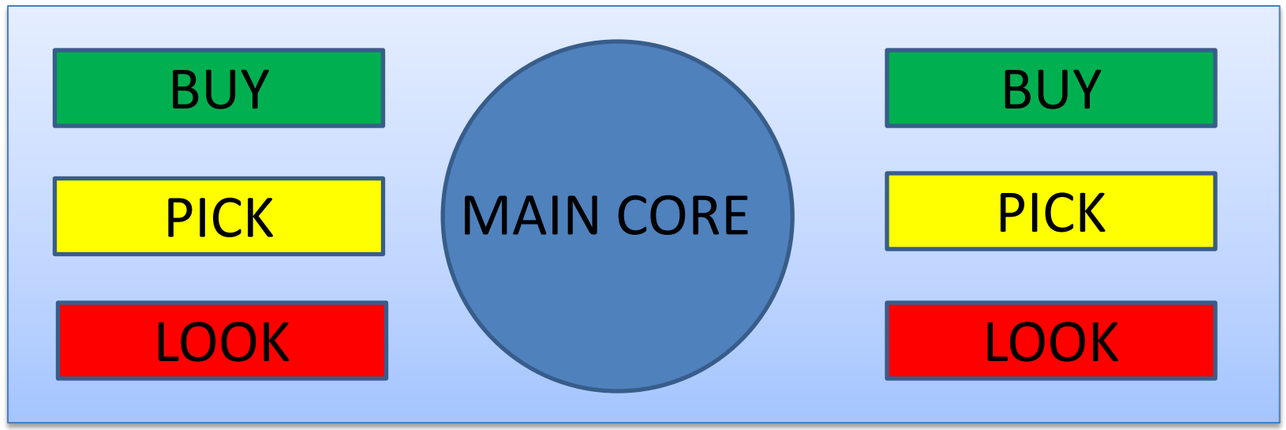
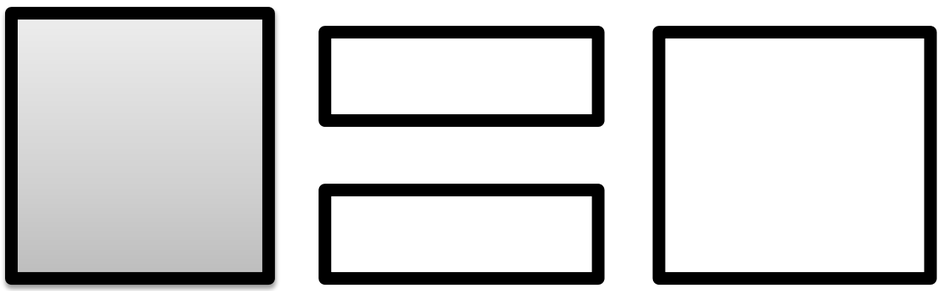
PROGRAM LAYOUT



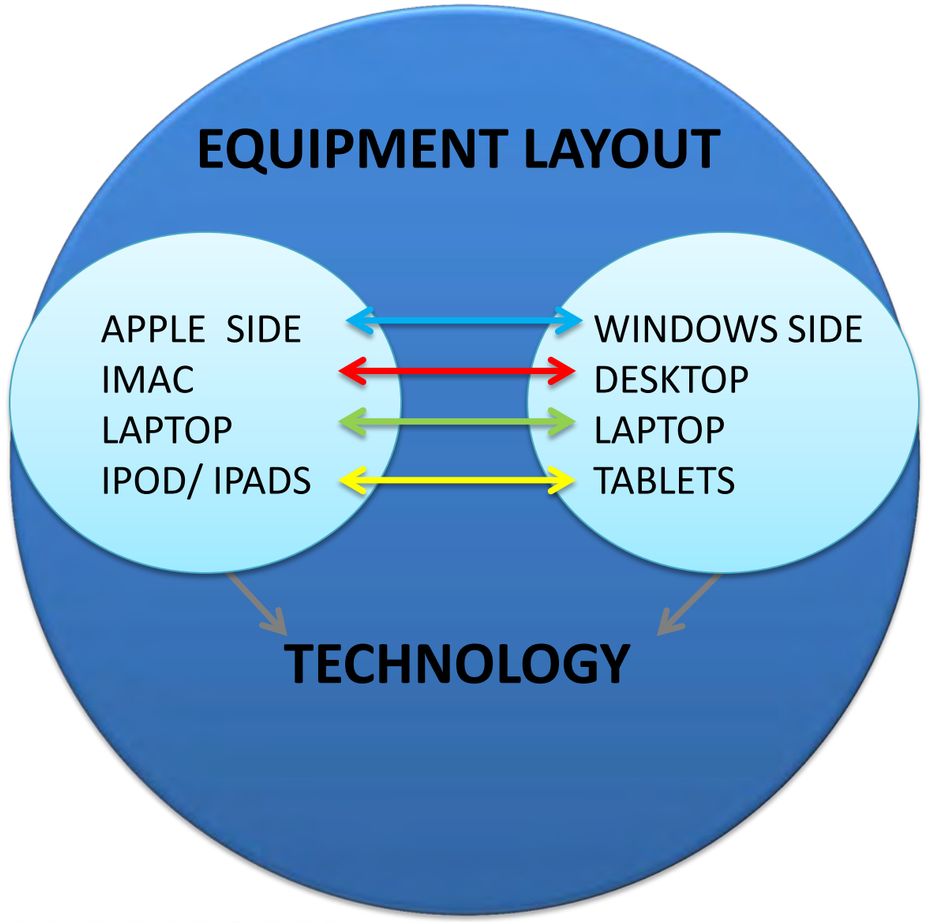
OVERALL LAYOUT CONCEPT



STORE CONCEPT DISPLAY LAYOUT



FACADE CONCEPT



PROGRAM OF SPACES

COMPUTER AREA	– LEVEL 1
LAPTOP/ IPAD/ TABLET AREA	– LEVEL 2
TECH SERVICE AREA	– LEVEL 3

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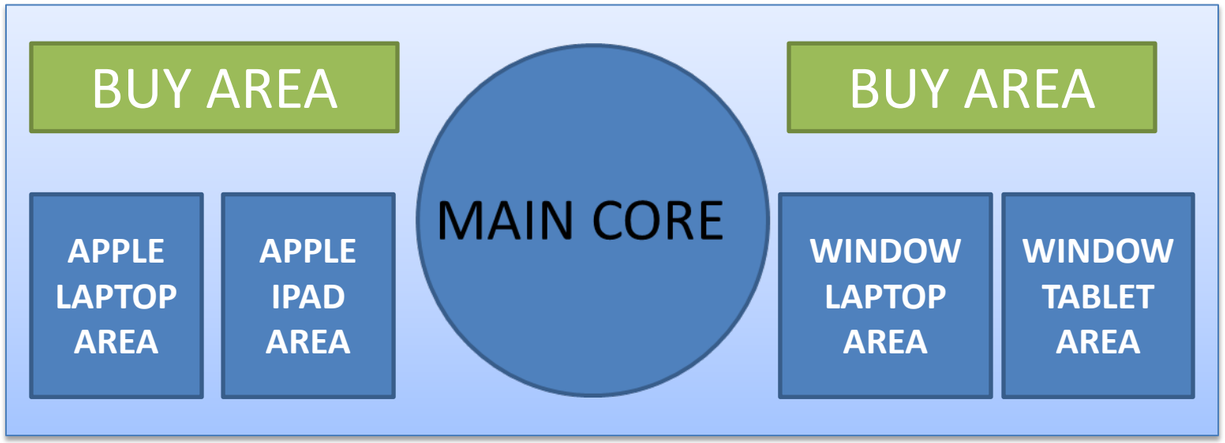
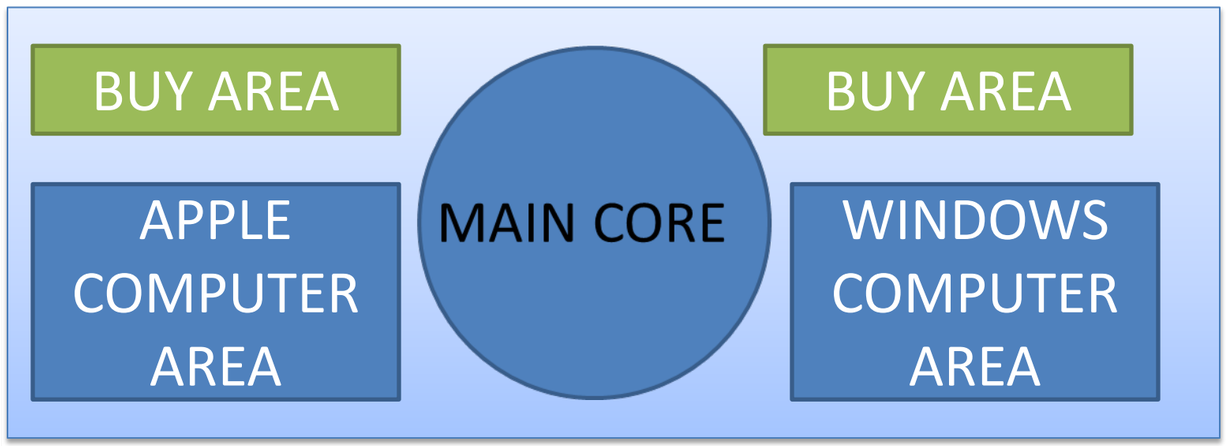
PROGRAM SPACES	DIMENSION	LEVEL
ENTRY	20' x 10'	LEVEL 1
COMPUTER AREA	20' x 40'	LEVEL 1
TABLET/IPOD AREA	10' X 10'	LEVEL 1
TECH SERVICE	10' X 20'	LEVEL 2
CASH REGISTER	10' X 10'	LEVEL 1 AND 2
CUSTOMER SERVICE	20' X 10'	LEVEL 1
STORAGE ROOM	10' X 10'	LEVEL 1 AND 2
RESTROOM	8' X 10'	LEVEL 1 AND 2
STAIRS	N/A	LEVEL1 AND 2
ELEVATOR	N/A	LEVEL1 AND 2
SECURITY OFFICE	10' X 10'	LEVEL 2
LOADING DOCK	N/A	LEVEL 1

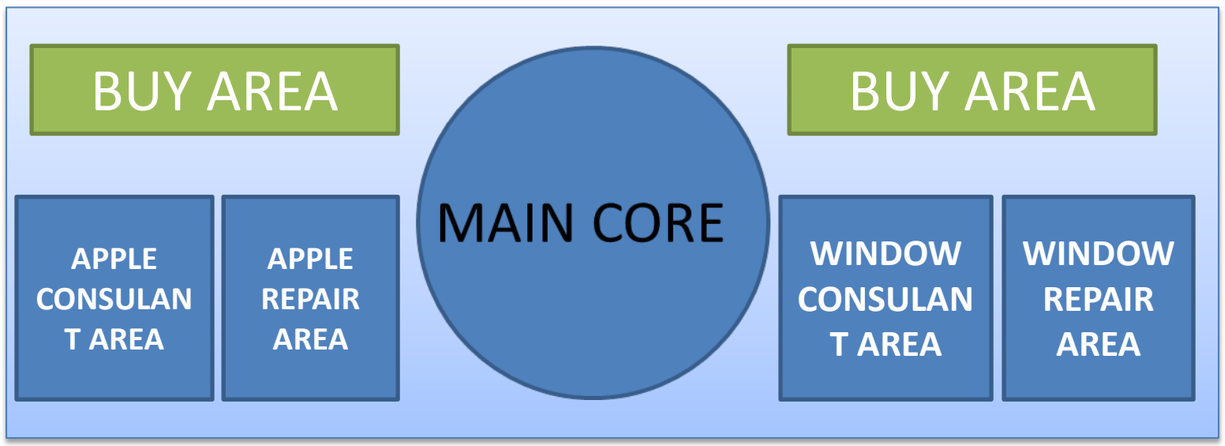
LEVEL 2 – PROGAM LAYOUT



LEVEL 1 – PROGAM LAYOUT



LEVEL 3 – PROGAM LAYOUT



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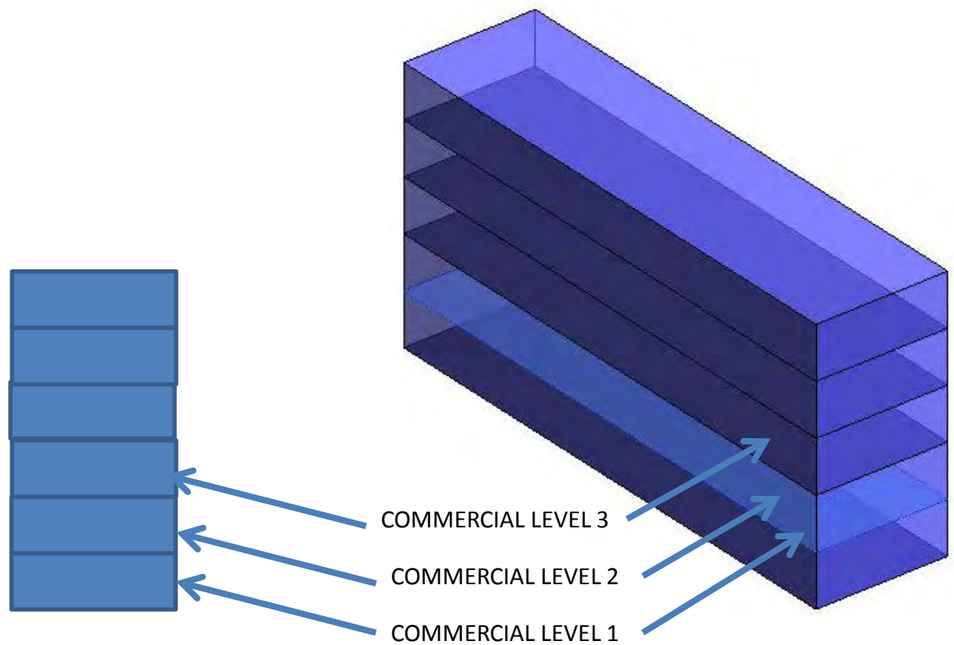
ZONING ANALYSIS

37 LAFAYETTE AVENUE, Brooklyn 11217

Block: 2108
Lot: 17
Property Characteristics:
Lot Area: 2,150 sq ft (21.5' x 100')
# of Buildings: 1 Year built: 1931 (Year built is an estimate)
# of floors: 4 Building Area: 4,520 sq ft
Total Units: 5 Residential Units: 5
Primary zoning: C6-1
Commercial Overlay: None
Floor Area Ratio: 2.1 Max. FAR: 6

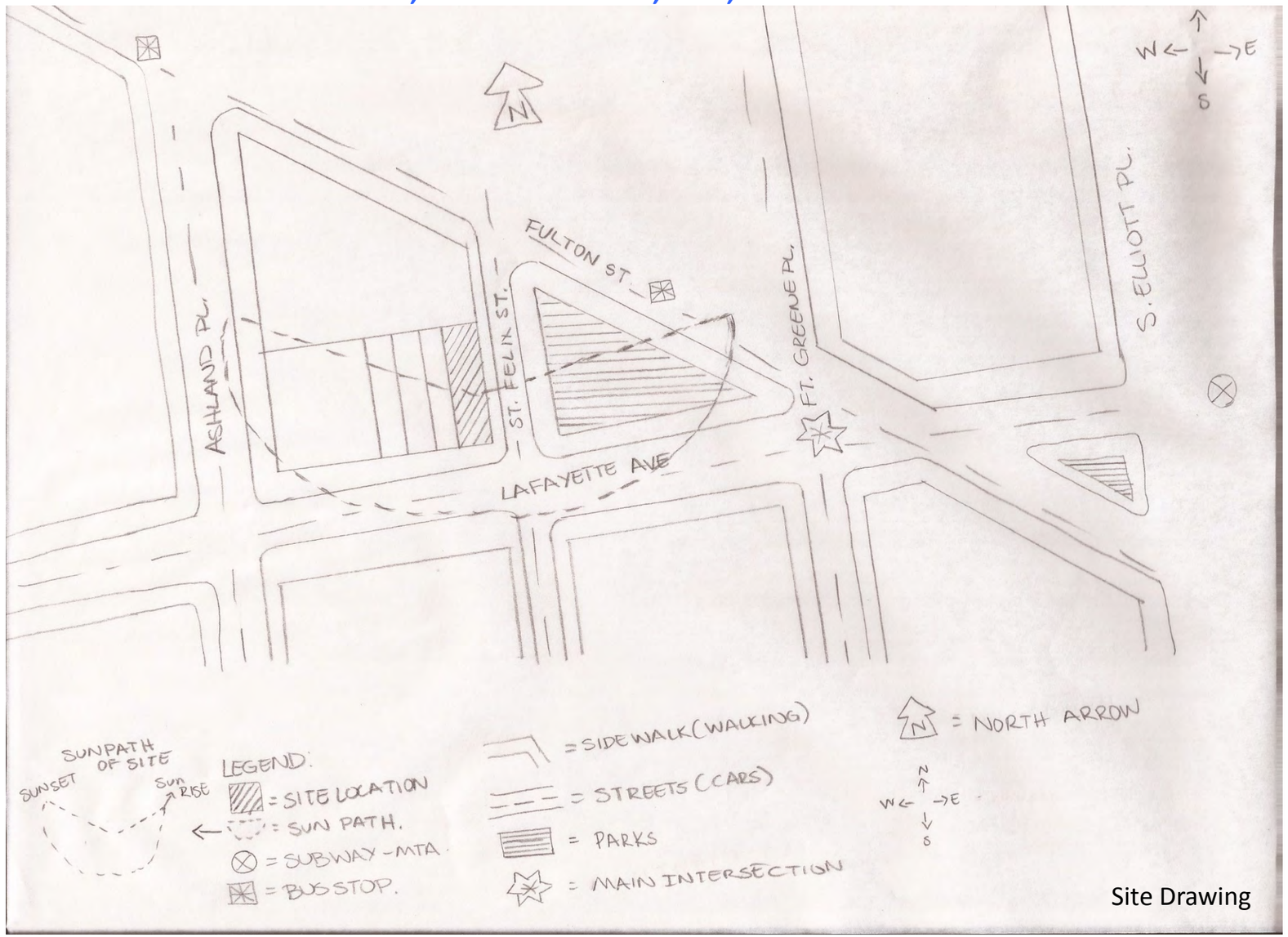
Setback –
Narrow Street : 20ft
Wide Street : 15ft
Sky Exposure –
Narrow Street : 2.7:1 ft
Wide Street: 5.6:1 ft



SITE ZONING

Site Analysis and Site Interactions

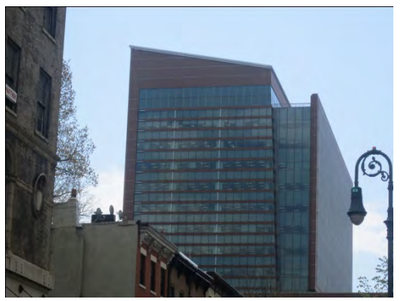
37 LAFAYETTE AVE, BROOKLYN, NY, 11217



Site Drawing

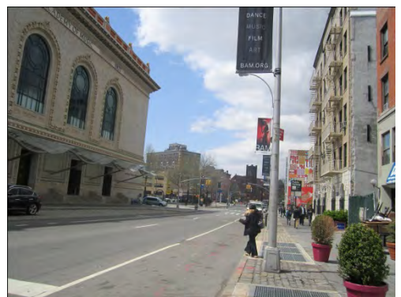
Perspective Views of Site Location

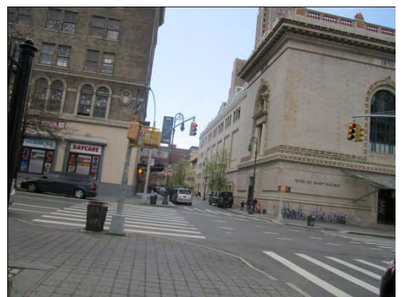
Façade Materials Around Site



Views Of surrounding Parks

Streets Around Site





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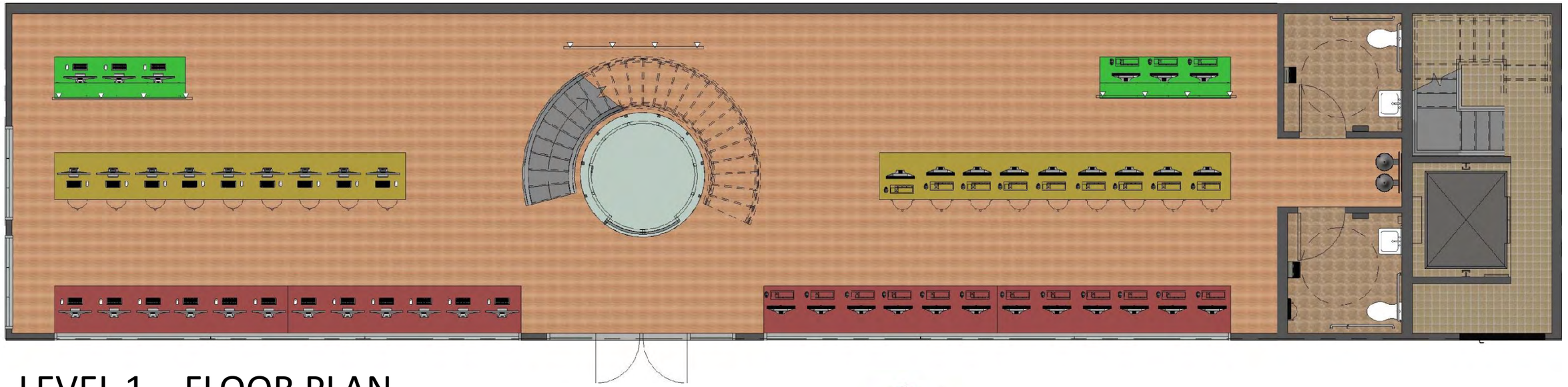
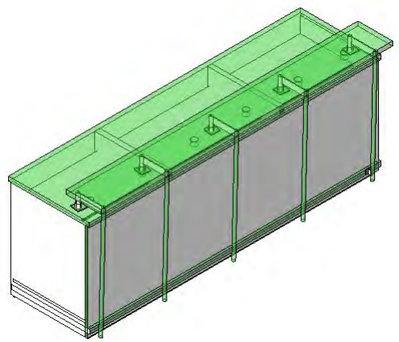
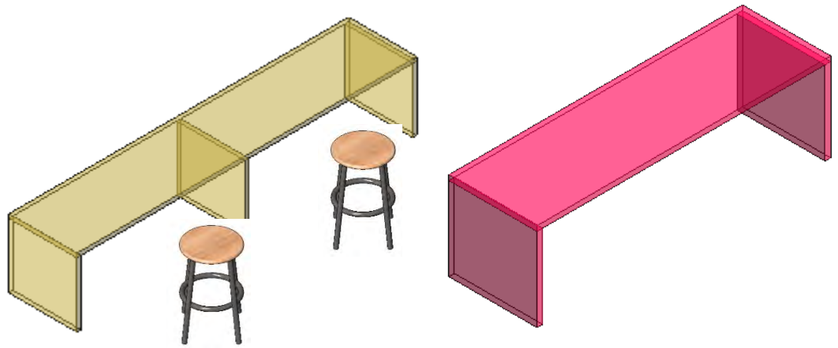


LEVEL 1 – FLOOR PLAN

EQUIPMENT





DISPLAY FURNITURE

MATERIALS

LEGEND
WOOD FLOORING = WDFL -00
CERAMIC TILE = CT -00

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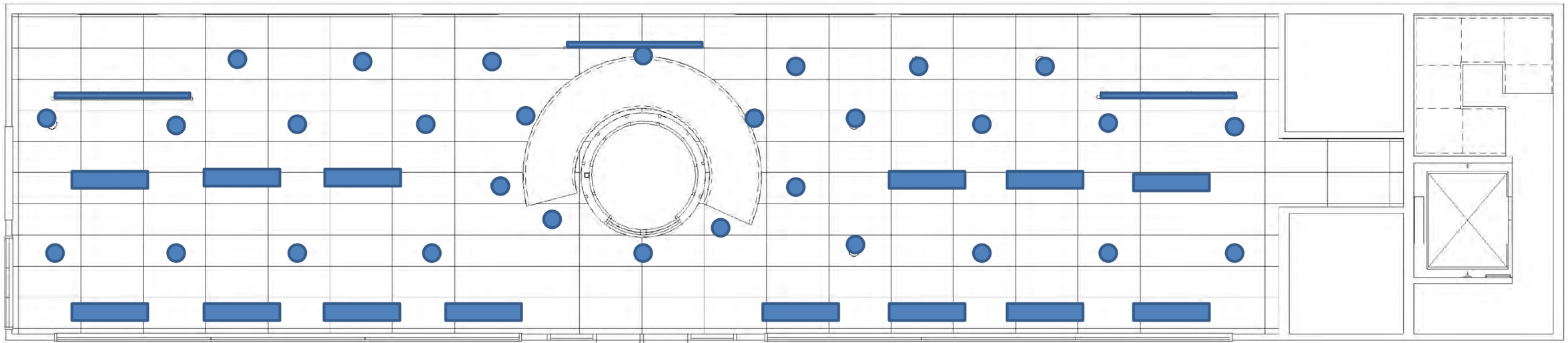

LEVEL 1 – REFLECTIVE CEILING PLAN

PENDANT LIGHT =

SPOT LIGHT =

TRACK LIGHT =

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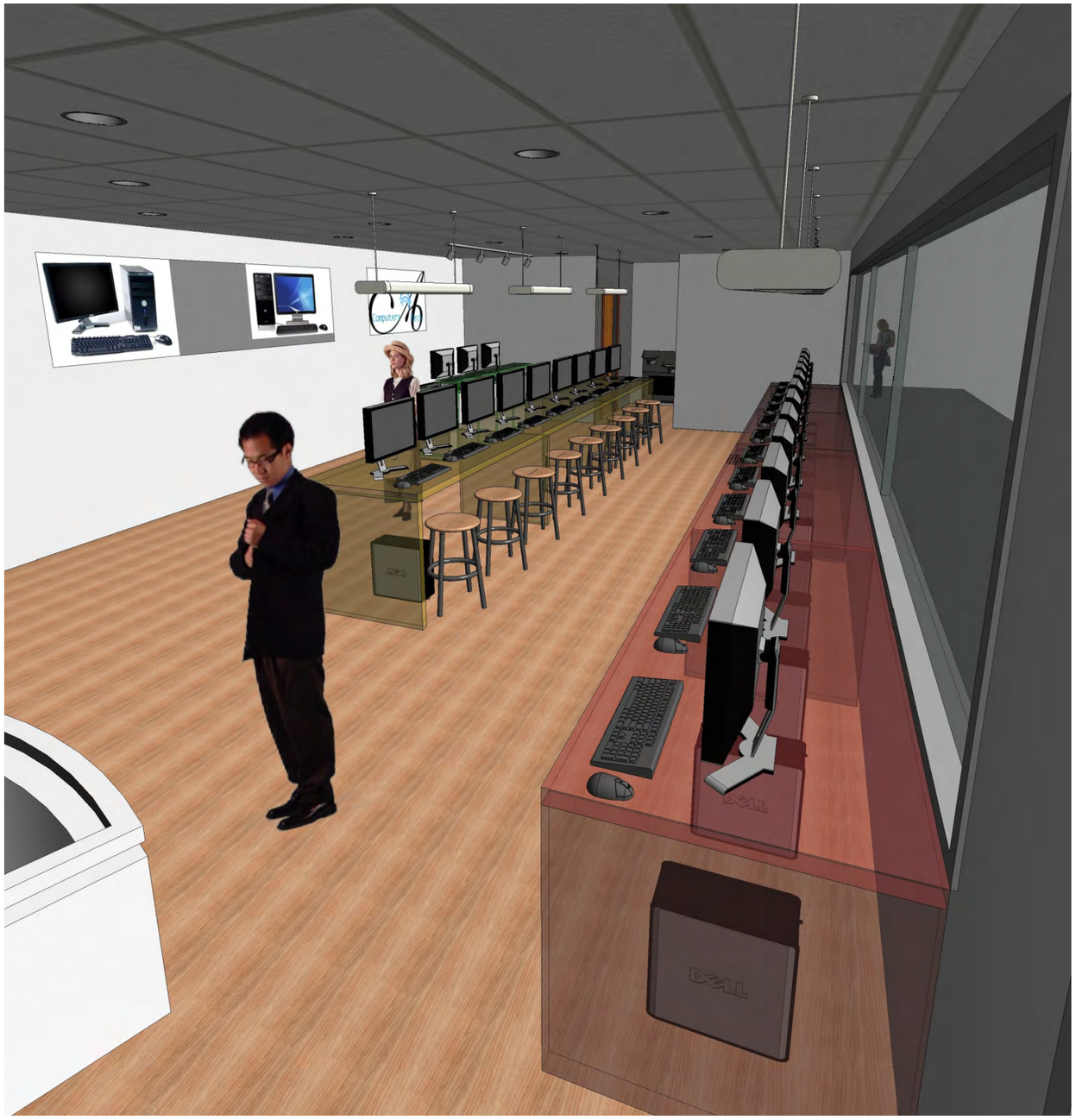
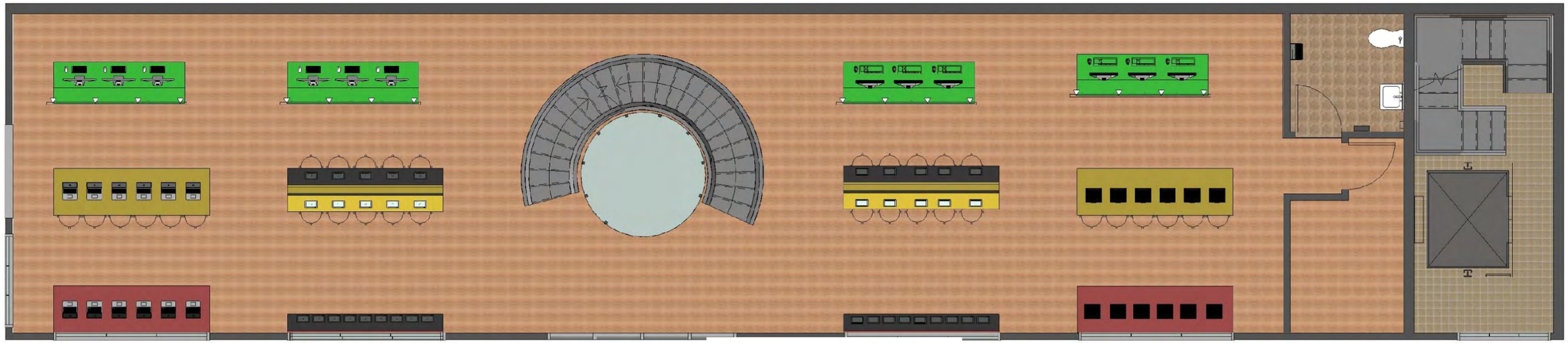
LEVEL 1 – DISPLAY AREA – COMPUTER AREA

APPLE SIDE

WINDOW SIDE

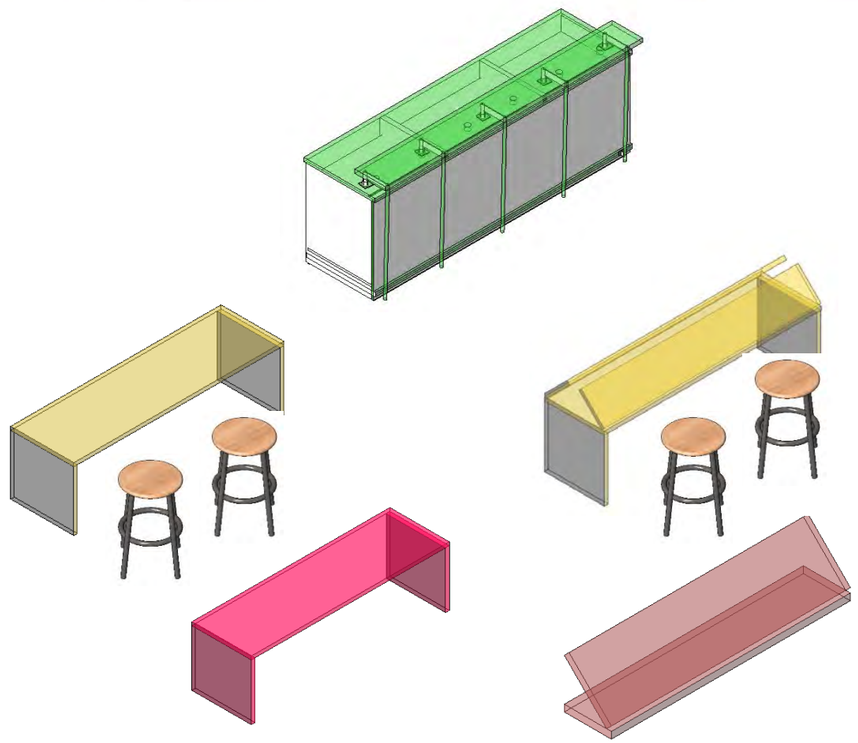


DESIGN 5 – COMMERCIAL PROJECT



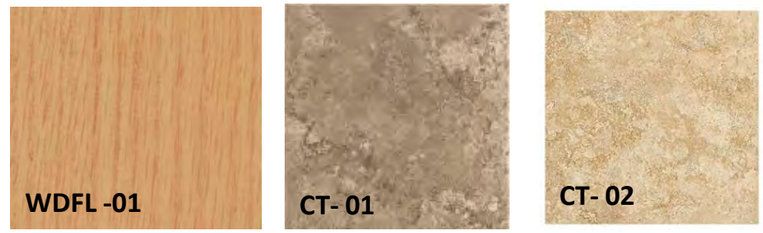
LEVEL 2 – FLOOR PLAN

EQUIPMENT



DISPLAY FURNITURE

MATERIALS



LEGEND
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CERAMIC TILE = CT -00

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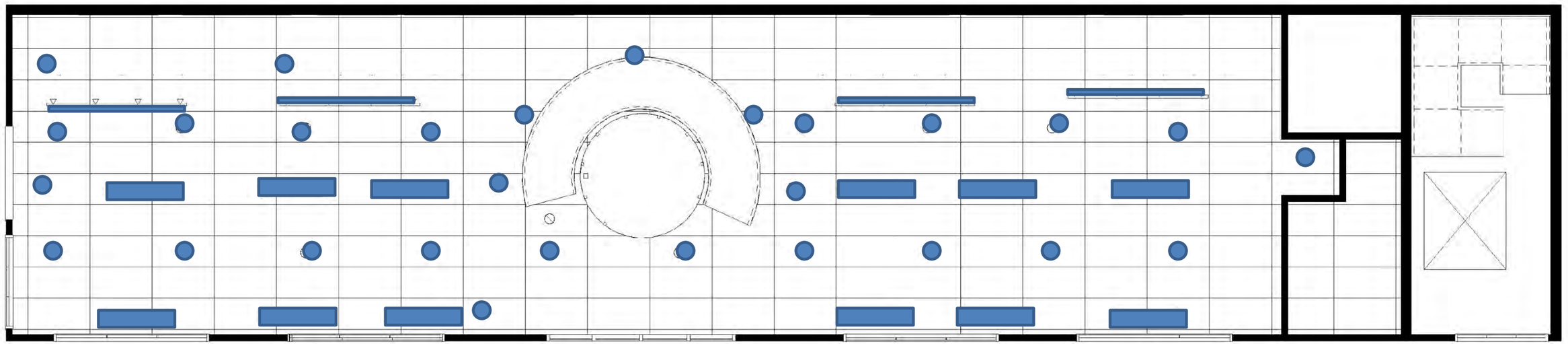

LEVEL 2 – REFLECTIVE CEILING PLAN

PENDANT LIGHT =

SPOT LIGHT =

TRACK LIGHT =

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LEVEL 2 – DISPLAY AREA – LAPTOP AND IPAD AREA

APPLE SIDE

WINDOW SIDE

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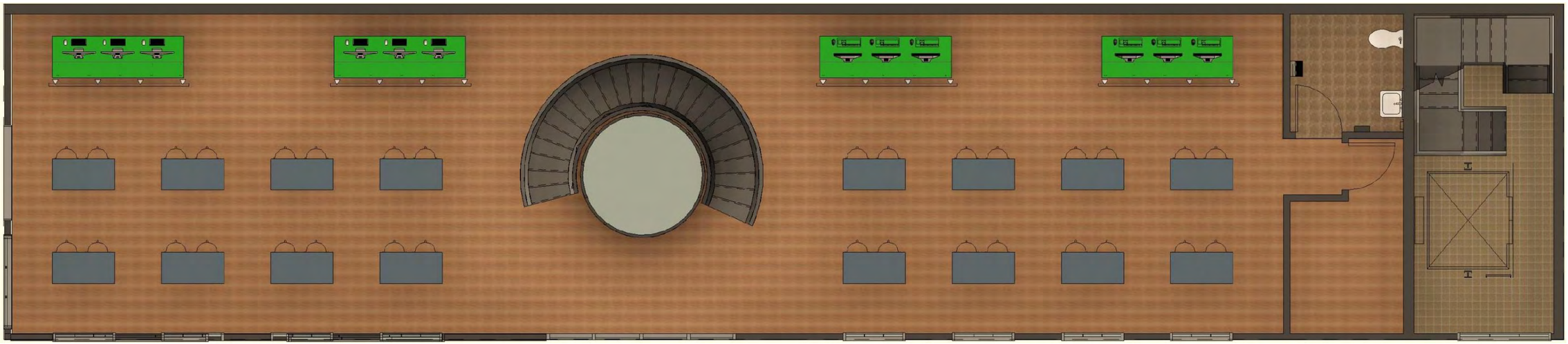
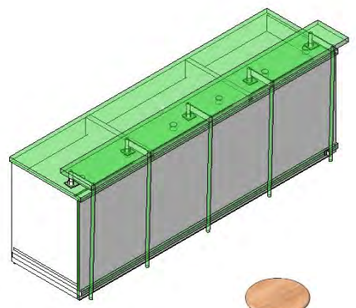
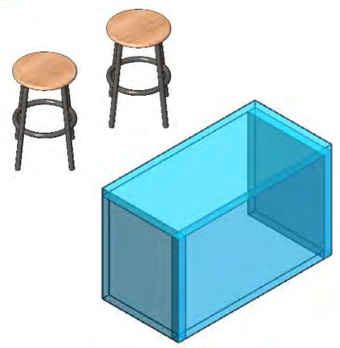


LEVEL 3 – FLOOR PLAN

EQUIPMENT





DISPLAY FURNITURE

MATERIALS

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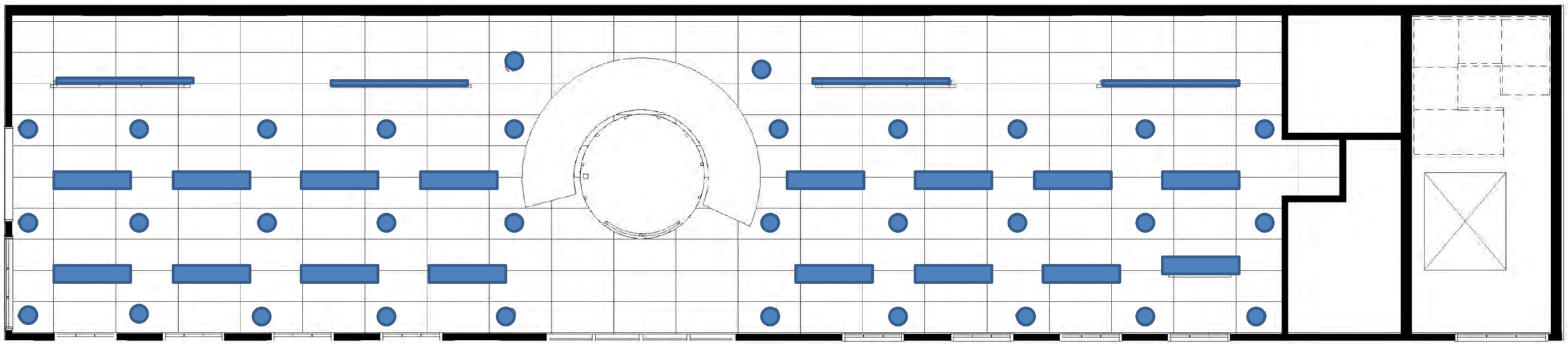

LEVEL 3 – REFLECTIVE CEILING PLAN

PENDANT LIGHT =

SPOT LIGHT =

TRACK LIGHT =

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LEVEL 3 – DISPLAY AREA – TECH SERVICE AREA

APPLE SIDE

WINDOW SIDE

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NORTH – SOUTH SECTION

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SOUTH – NORTH SECTION

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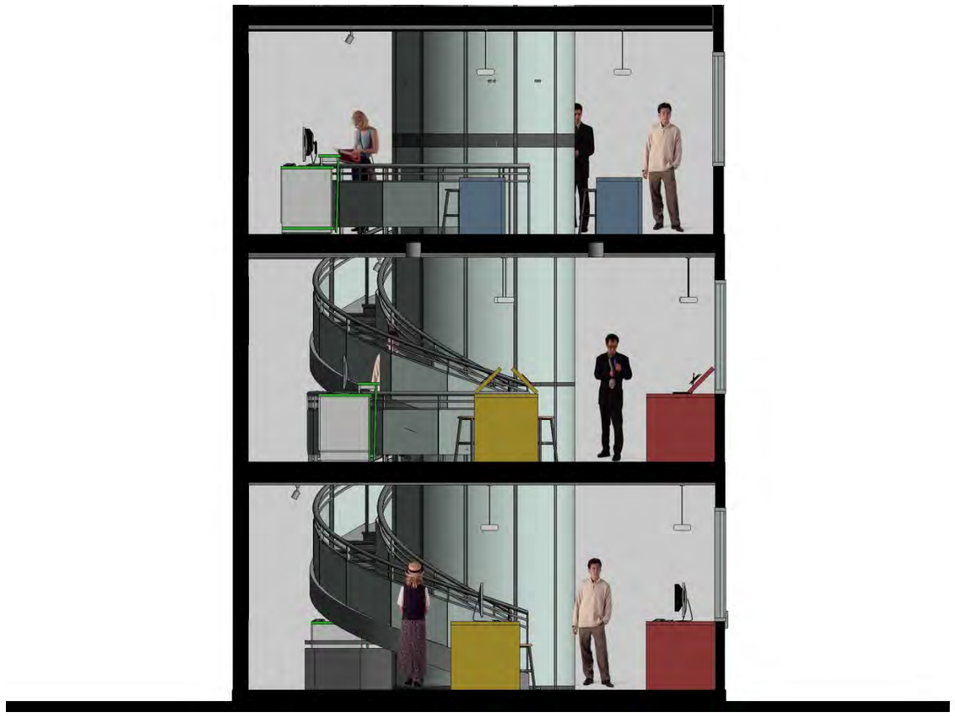
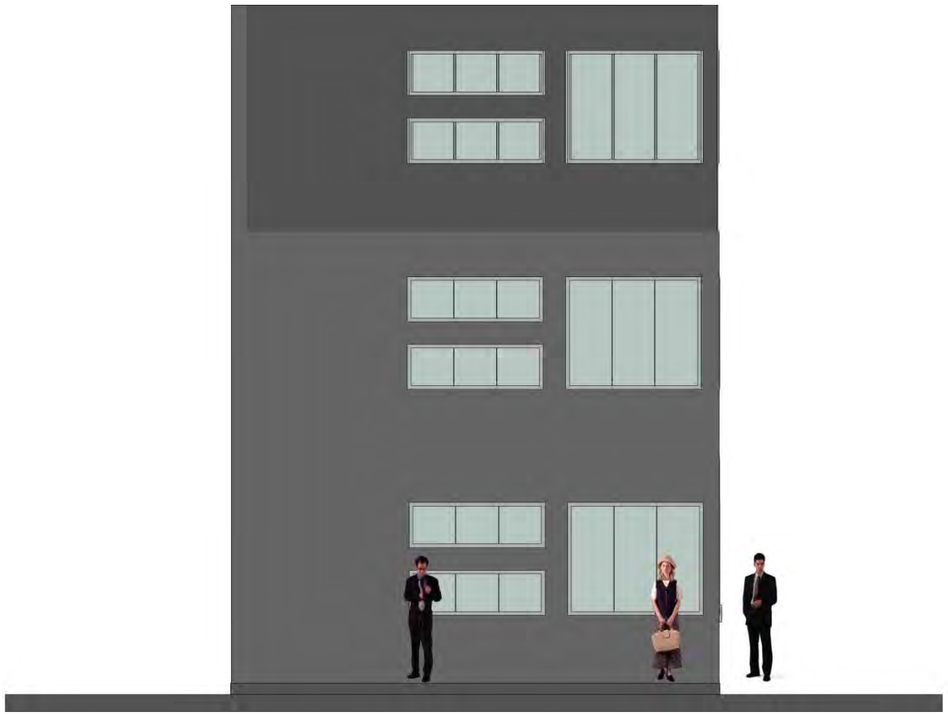


WEST – EAST SECTION



WEST – EAST ELEVATION

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SOUTH – NORTH ELEVATION

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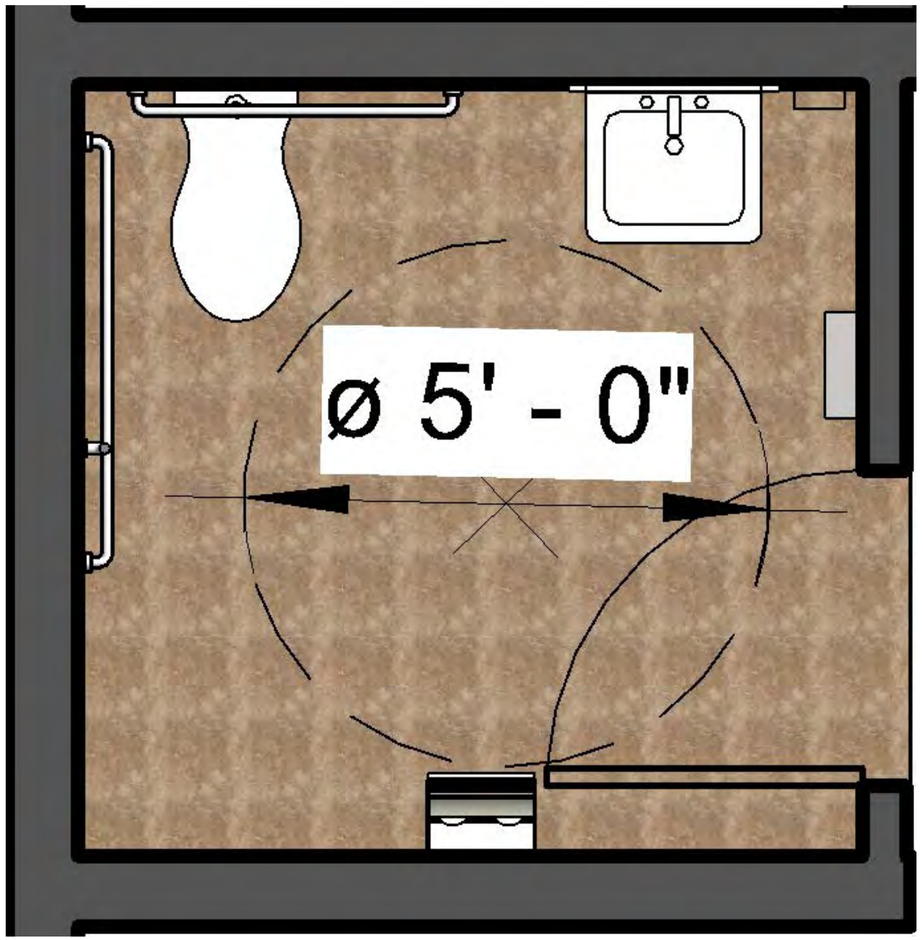
ADA BATHROOM



FLOOR PLAN

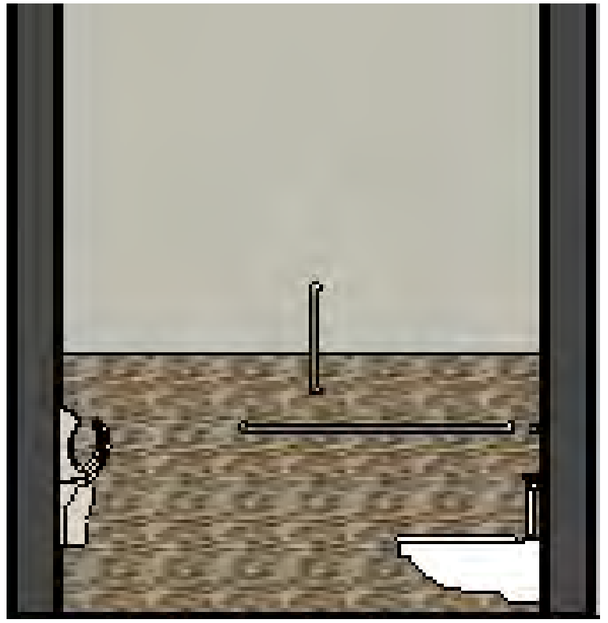
MIRROR

CT- 01

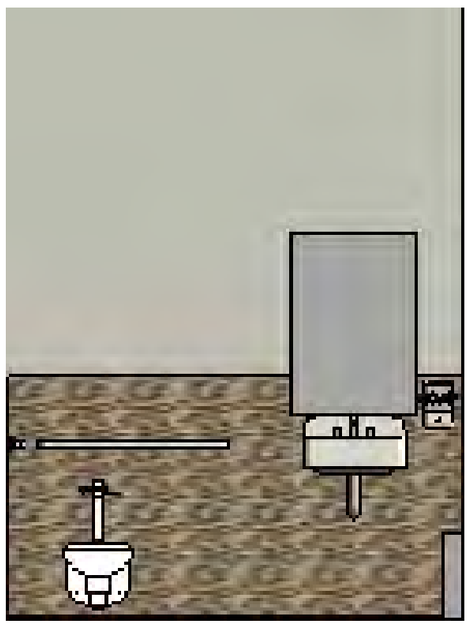
WCT- 01

CA COMPUTERS & TECH

EAST ELEVATION



WEST ELEVATION



FRONT ELEVATION

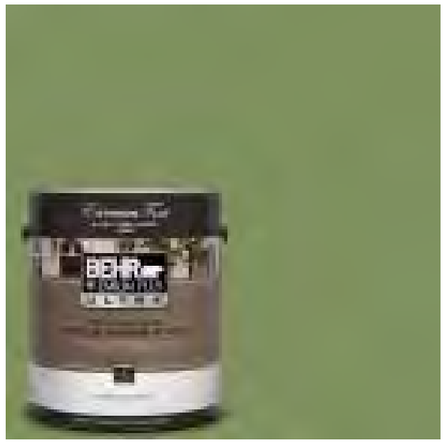
BACK ELEVATION

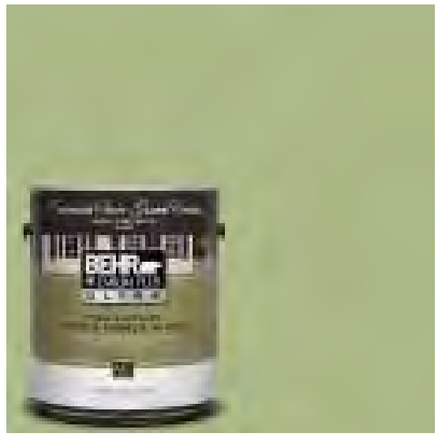
DESIGN 5 – COMMERCIAL PROJECT MATERIAL BOARD

MATERIALS	LOCATION USE	MATERIAL CODE	MATERIAL APPLIED ON	STORE
PERGO BEECH BLOCKED	ENTIRE STORE	WF - 01	FLOOR	HOMEDEPOT
ELIANE ILLUSIONE BEIGE GLAZED TILE	BATHROOM	CT - 01	FLOOR	HOMEDEPOT
GYPSUM WALL BOARD	ENTIRE STORE	GYP - 01	WALLS	HOMEDEPOT
MIRROR	BATHROOM	MR -01	MIRROR	HOMEDEPOT
BEHR PREMIUM PLUS ULTRA	ENTIRE STORE	PT - 01	PAINT	HOMEDEPOT

PERGO BEECH BLOCKED FLOOR

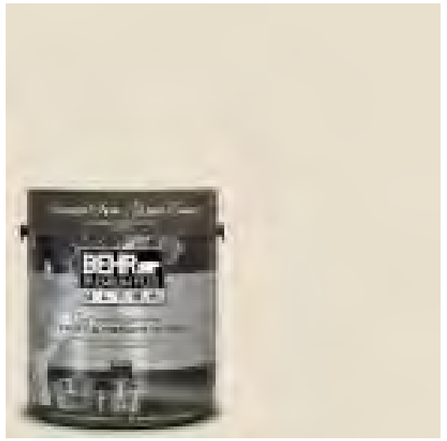
ELIANE ILLUSIONE BEIGE CERAMIC TILE





SHEETROCK – GYPSUMM BOARD

MIRROR



INTERIOR PAINT

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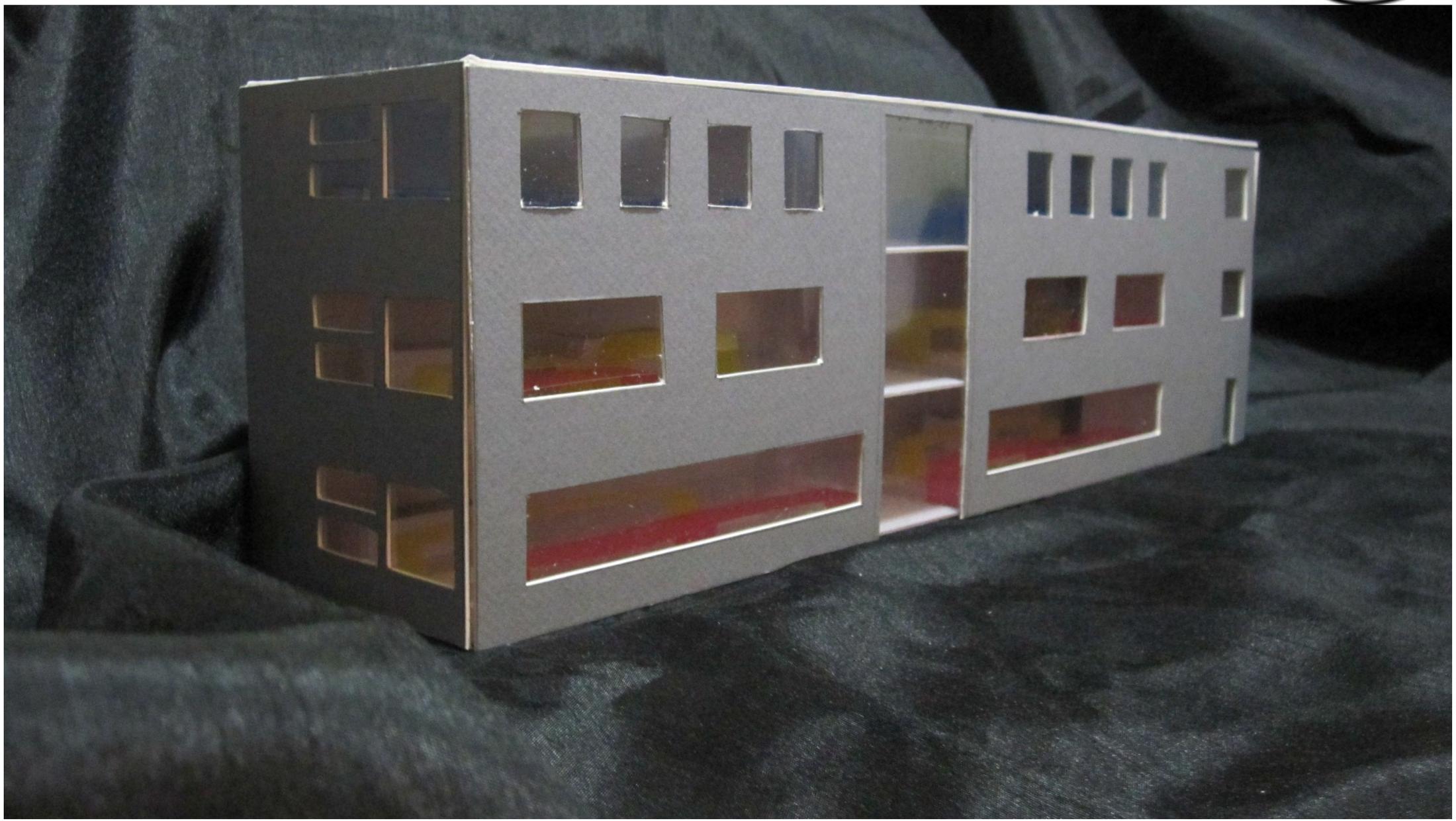
DESIGN 5 – COMMERCIAL PROJECT

FINAL MODEL EXTERIOR PERSPECTIVE VIEW



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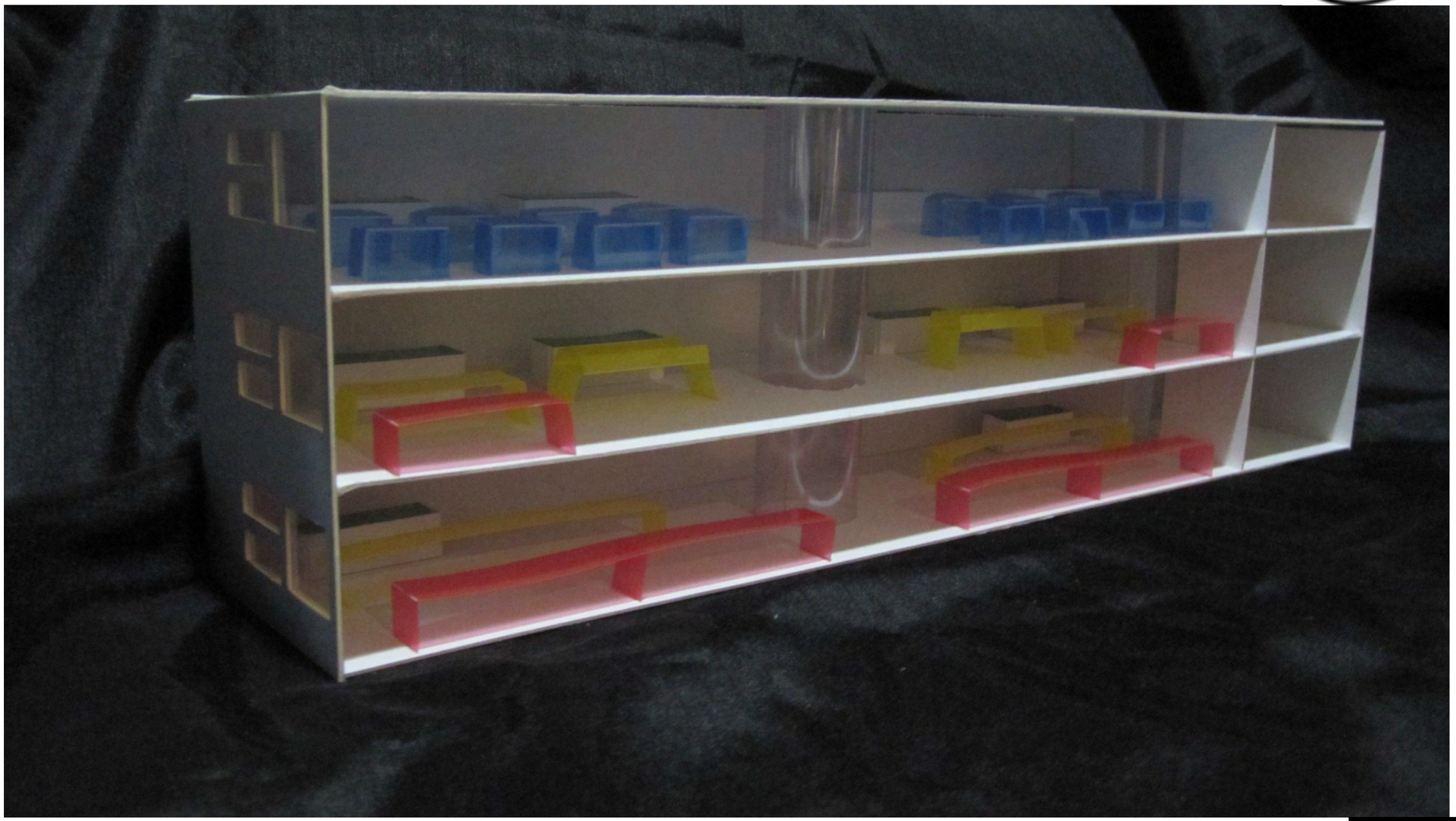

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