

COHESIVE CETRE

MIXED USE DEVELOPMENT

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“COHESIVE CENTER”

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01

..... INTRODUCTION 12

02

..... ANALYSIS 18

AIM 20

OBJECTIVE 20

03

..... CASE STUDY 24

04

..... LITERATURE CASE STUDY 36

05

..... SITE INFORMATION 44

06

..... CONCEPT 52

07

..... PROGRAM 58

08

..... DESIGN PORTFOLIO 76

CONTENT

CONTEXT

Hospitality is one of the fastest growing industries in the world. With tourism figures reaching new heights and competition in the market is leading to rethink the space of traditional single use accommodation model and transforming into a dynamic alternative of MIXED USE DEVELOPMENT by offering a tailored combination of hotel rooms, retail spaces, apartments or office spaces.

Mixed-use development as one that

- 1) Provides three or more significant revenue-producing uses (such as retail/entertainment, office, residential, hotel, and/or civic/cultural/recreation),
- 2) Fosters integration, density, and compatibility of land uses, and
- 3) Creates a walk able community with uninterrupted pedestrian connections.

The growing trend of mixed use development being majorly driven by the millennial generation is resulting as an efficient way to maximise limited land and increasing travel on foot or public transit.

ABSTRACT

“Contact with natural environment is a necessity rather than a luxury for achieving lives of fitness and satisfaction.”
(Stephen R. Kellert, 2008)

Mixed-use plan has evolved beyond just combining building uses by creating just sense of community and space to including outdoor social connecting spaces. A common leisure area between different uses allows people to meet and interacting, which promotes the strength of community and unities different uses.

COHESIVE CENTER:

Is a combination of multiple uses such as hospitality, commercial, retail and leisure wherein each use forms a united whole resulting in creation of vibrant new opportunities for business and thriving public spaces.