

AN INTERNATIONAL MUSEUM FOR THE  
HARLEY-DAVIDSON MOTOR COMPANY

THE ADAPTIVE-USE OF THE  
PEARL BREWING CO.  
SAN ANTONIO, TEXAS

by

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A THESIS  
IN  
ARCHITECTURE

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MASTER OF ARCHITECTURE

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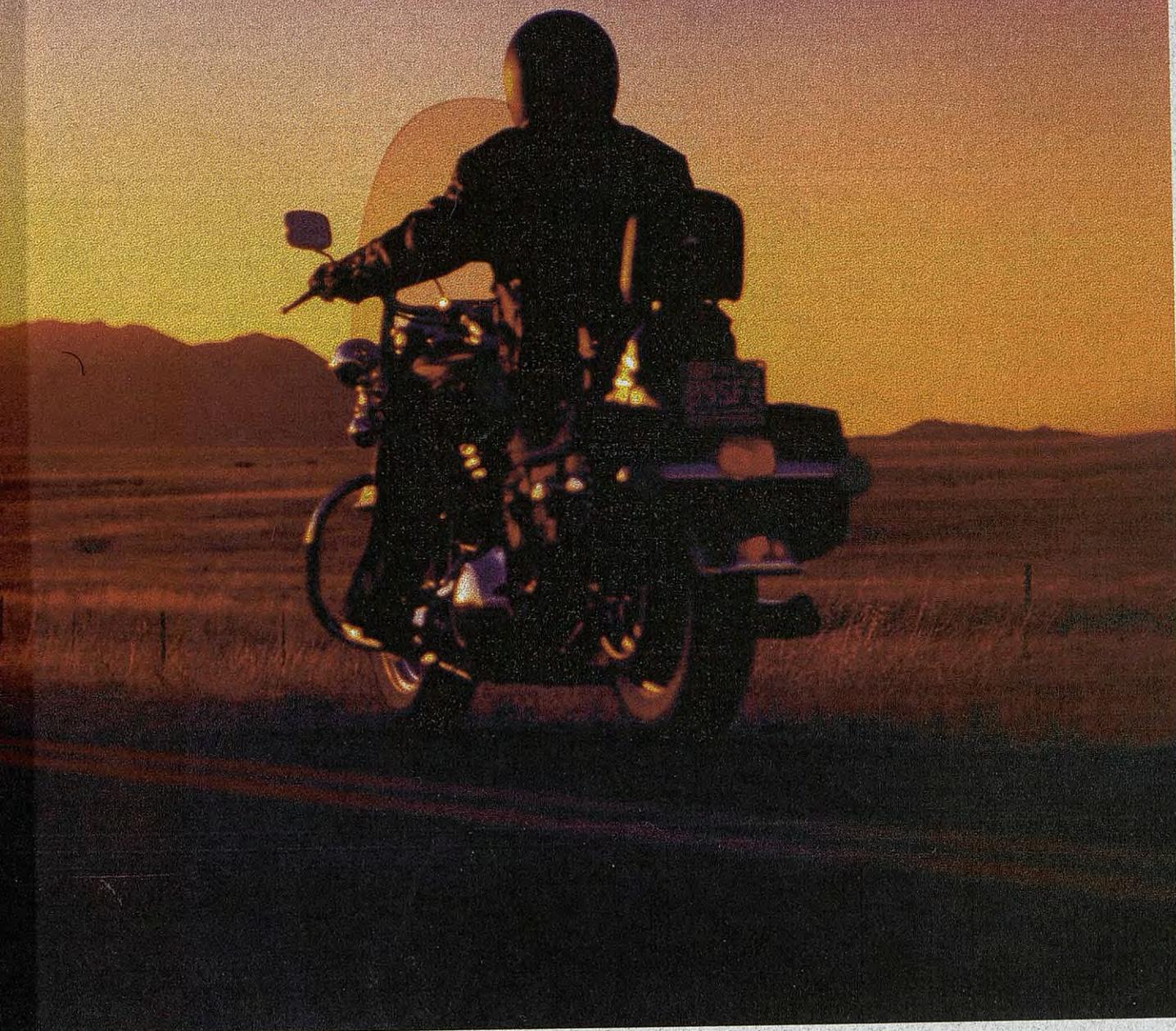
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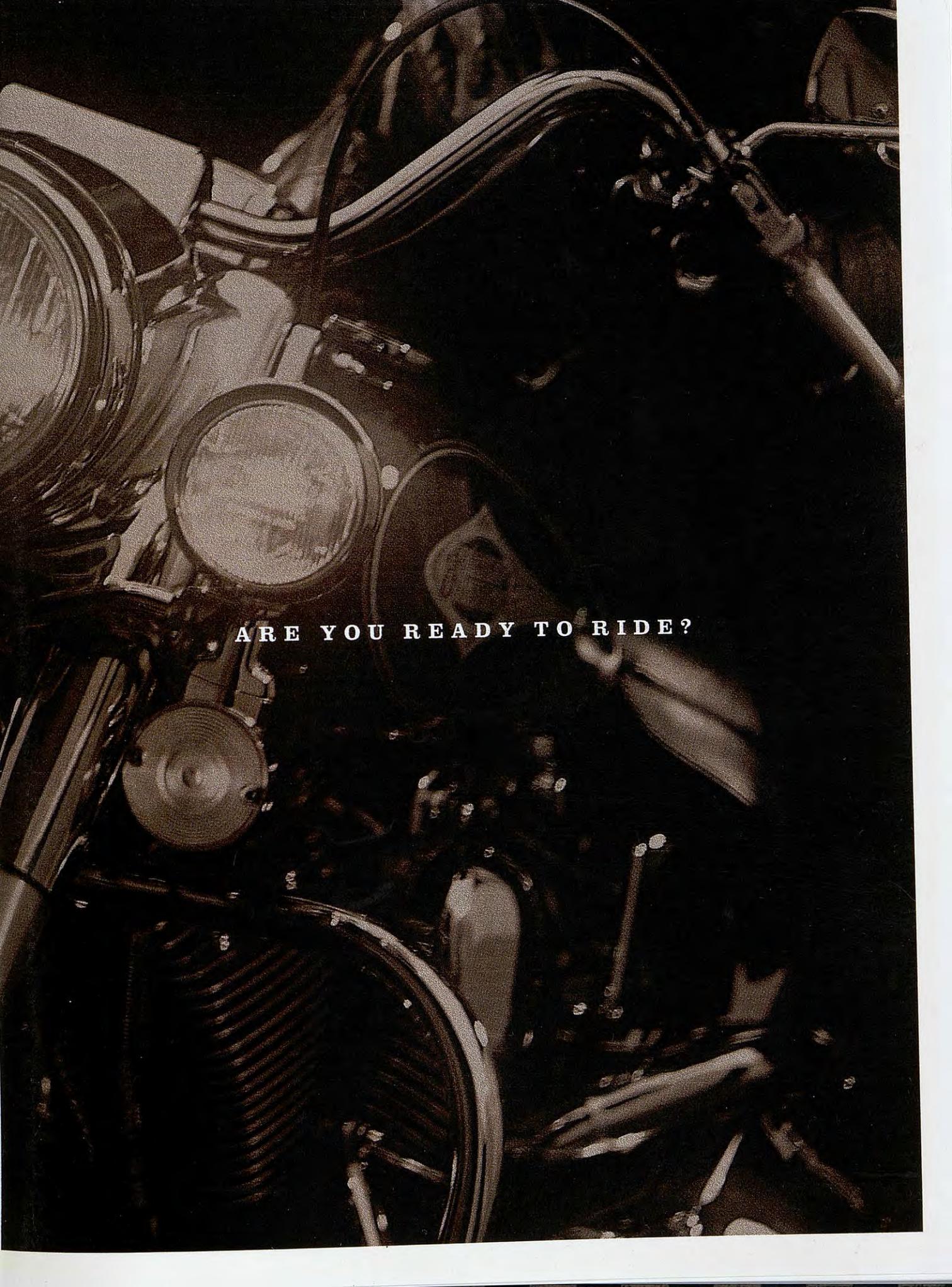
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May 1998



THE ROAD IS READY...





ARE YOU READY TO RIDE?

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# Abstract:

## Thesis Statement

Architecture and the will to create produce evolutionary patterns of historical precedence which enable tradition and customs to emerge. With adaptive use, architectural links to the past can be preserved and enriched with modifications and additions of existing regional patterns, thus producing continuity thru architecture.

## Scope of Project

The creation of an International Museum for the Harley-Davidson Motor Company which consist of eight main galleries, shops, and community spaces, thus enabling the adaptation of the historic Pearl Brewery and continued evolutionary traditions of Harley-Davidson.

## Context Statement

To create a connection and continuity between downtown and peripheral areas by using the San Antonio River and the existing riverwalk motifs. The site is encompassed by two existing interstate highways, which must be addressed in order to allow visitors to flow onto the site, and ultimately help create a northern gateway to other downtown attractions.

"IN HUMAN LIFE CONTINUITY IS A VITAL NECESSITY... HUMAN LIFE CONSIST, IN EQUAL DEGREES, OF TRADITION AND NEW CREATION. TRADITIONS CANNOT BE WHOLLY CAST OFF AND REGARDED AS USED OBJECTS WHICH HAVE TO BE REPLACED BY SOMETHING NEW!"

ALVAR AALTO, 1967  
FINLAND



Fig. 1 Photo of local Harley meeting.

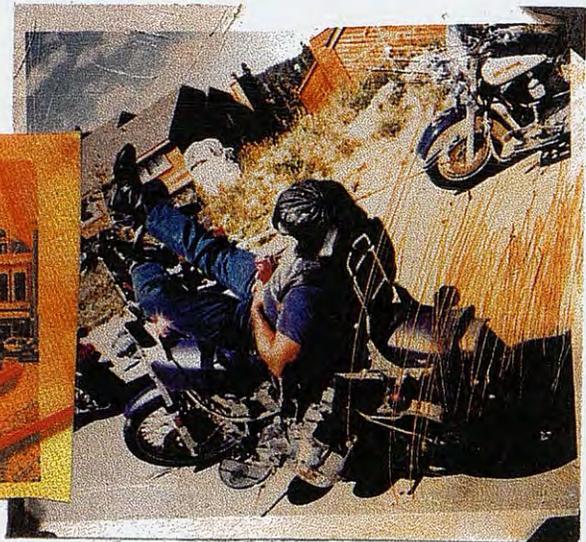


Fig. 2 Photo of a tired Harley rider.

# Theoretical Basis

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## Theoretical Basis:

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"Not many cities have one place where everyone goes but San Antonio does. The river is a place of celebration for all its citizens. Literally everybody- all ages, all income groups, tourist and residents- come for fiestas, music festivals, and Las Posadas celebrations. People also come regularly just to walk around and enjoy the river's tranquility and beauty."<sup>2</sup>

Unfortunately, there are areas of the river that become mis-used and neglected, producing a vital problem to a major community element. Therefore, by enhancing river life and preserving the Pearl Brewery, the continuity and spirit of the San Antonio River and the spirit to appreciate the past, the present, and the future can prevail while traditions, heritage, and culture emerge with the passing of time.



Fig. 3 Photos along the "riverwalk".

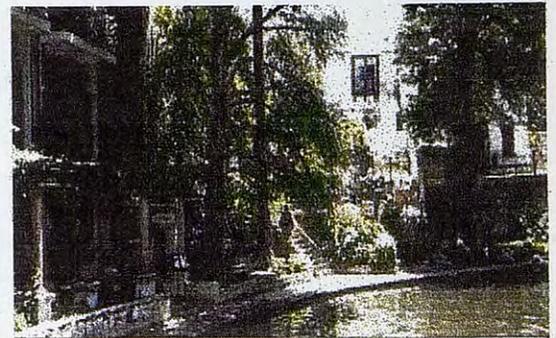


Fig. 4

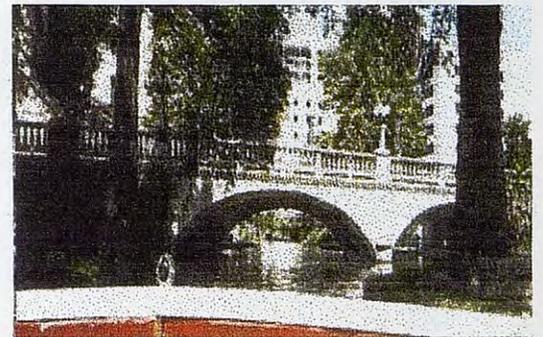


Fig. 5

## Theoretical Basis: Supporting Theories

### Continuity thru Architecture

There is a spirit that lives within us that occurs as time passes by. It is the wide will to to learn and appreciate our past, present, and future. Different examples help in creating the phenomena of wanting to know our culture, heritage, and traditions that have been left behind. This spirit is what helps create the continuity laid by our architectural past. Adaptive-use is one example that enables the preservation of historic structures for new common-day uses, whether the need derive from mis-use, neglect, or even lack of recognition. Adaptive-use, like preservation is concerned with repairing a structure to a viable state while preserving the significant features, whether for historical, architectural, or cultural reasons.<sup>3</sup>

Architectural and regional patterns can play a major role in creating successful attempts at preserving the past. These regional characteristics can create precedence in architectural preservation so that future attempts at admiring historic structures can be successful.

Continuity, therefore can exist if the intent is for the purpose of educating and expanding the knowledge of past generations.

"THE REWORKING OF  
EXTANT STRUCTURES  
TO ADAPT THEM TO  
NEW USES IS AS OLD  
AS CIVILIZATION  
ITSELF"<sup>4</sup>

JAMES MARSTON FITCH

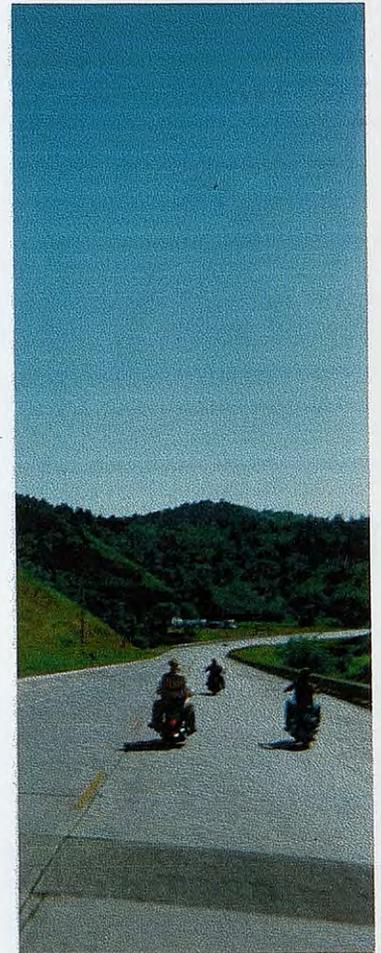


Fig. 6 Photo of a riders enjoying the tranquility of nature.

## Theoretical Basis: Supporting Theories

### Simultaneity & Identification

Certain criteria are vital for creating continuity thru architecture. These criteria enable the issues at hand to be investigated and analyzed. This analysis helps produce the most feasible solution to a project which is concerned with continuing traditions both architecturally and culturally. The following issues relate to the theory of continuity, and are a major criteria in creating successful preservation attempts.

**Simultaneity:** Architecture is a kind of corporeal time machine where the past, the present and the future are related architecturally through memory. Simultaneity refers to the association of past, present, and future and the relationships of this association in light of this technological age which has somewhat closed the gap of time.<sup>5</sup>

**Identification:** Identification is related to the issue of perception and the characteristics which derive from certain perceptual experiences. One factor of perception is objects, which are the identifiers of the past and what one is accustomed to.

**Socialization:** In order for humans to identify with their environment, socialization should occur. It is the exchange between society and individuals. When people socialize, the objects that surround an area makes us identify with a social condition, whether the identification is non-physical or one that belongs to the built environment.

Therefore, "the meaning of an object grows out of the complex human social encounters in which it attains significance."<sup>6</sup>

SOCIALIZATION TAKES PLACE THROUGH 'IMITATION' AND 'IDENTIFICATION' 'IMITATION' CONSIST IN TAKING OVER CULTURAL ELEMENTS, BELIEFS AND SYMBOLS, WHILE 'IDENTIFICATION' MEANS THAT WE COME TO ACCEPT THE MEDIATED VALUES, I.E. THAT THE EXPECTATIONS AND OBJECTS OF THE SIGNS DESIGNATE ARE OF DIFFERENT IMPORTANCE. THE RESULT IS A COMMON STANDARD WHICH GIVES MEANING TO THE INTERACTION PROCESS.<sup>7</sup>



Fig. 7 Photo of early Harley riders.

## Theoretical Basis: Architectural Precedence

All old buildings have a structural and artistic integrity which, in the light of our changed attitudes, must be respected. At the same time, it must be remembered that the vast majority of buildings in American cities will not, when individually considered, have any great historic or artistic significance. This will hold especially for commercial and industrial structures and for mass urban housing. And whatever monumental pretensions these buildings might have had externally, few of them will have interiors of any special merit. Hence, interventions for adaptive use will ordinarily be more conservative externally than internally since the building's role in the streetscape will be more urbanistic than narrowly architectural. The interior volumes, on the other hand, are susceptible to much more radical manipulation.<sup>8</sup>

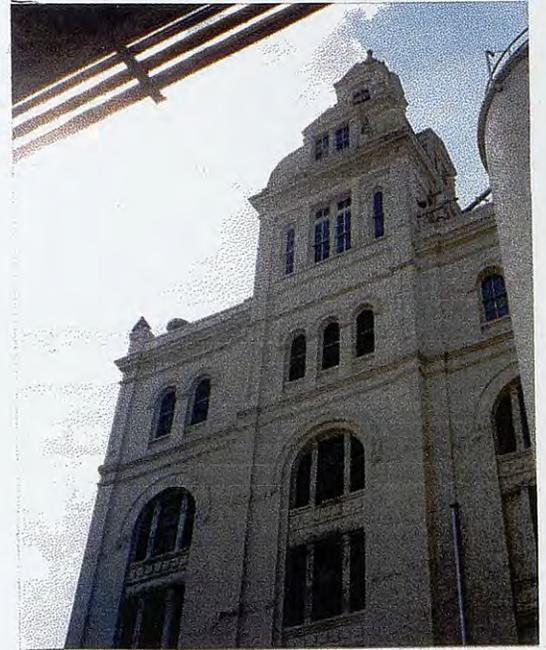


Fig. 8 East facade - Pearl Brewery.



Fig. 9 North facade - Pearl Brewery.

## Theoretical Basis: Architectural Precedence

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Community and social interaction require multiple means of activities for its users. There are theories that help one understanding how to design within a certain context, which is familiar to existing typology. The idea of an adaptive-use museum in the city of San Antonio automatically produces the intentions that the city is known for and strongly recommends. This identification to preservation is very crucial for the success of the museum, but can be accomplished with appropriate response to the regional concepts that have helped produce the city San Antonio is today.

In James Marston Fitch's book Historic Preservation: Curatorial Management of the Built World he eludes that

"Americans are inclined to think of the historic preservation movement as being a phenomenon of the past 50 years or so. Actually, as we shall see, conscious intervention in the defence of the national historic and artistic heritage began at least as long ago as the formation of the Mount Vernon Ladies Association in 1859."<sup>9</sup>

Although, most people are familiar with the preservation movement as being something new, it is important to clarify the thoughts and process that help this phenomena exist. The following examples have meanings that have produced the visions and intentions of the preservation movement. Issues such as space, type, and context help accomplish the goals of preserving historic structures and sites.

## Theoretical Basis: Architectural Precedence

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Mies van der Rohe has developed points on 'universal space' that have a link to that of the adaptive-use movement. Mies states that universal space is a structure capable of accepting almost any kind of function, from a city-hall to an automobile showroom- space continues to be an interesting notion, and is explored in many different areas of building."<sup>10</sup>

Aldo Rossi investigates the word 'type' and its tie to architecture, context, and the imitations that are produced to clarify certain models. Rossi writes "the word 'type' represents not so much the imagery of a thing to be copied or perfectly imitated as the idea of an element that must itself serve as a role for the model."

The focus of the project at hand is to create the model necessary to evoke interest and concern for historic structures. There are many things that make the idea of adaptive-use possible, one being innovation.

Peter Collins claims that architecture, unlike other arts, is a science as well as an art, thus it can fairly be argued that since technology has developed rapidly in the last two centuries, so should architecture.<sup>12</sup> One of those architectural advancements should be in adaptive use and the precedents that emerge, thus educating the public about preservation attempts and the salvation of heritage, culture, tradition, and architectural integrity.

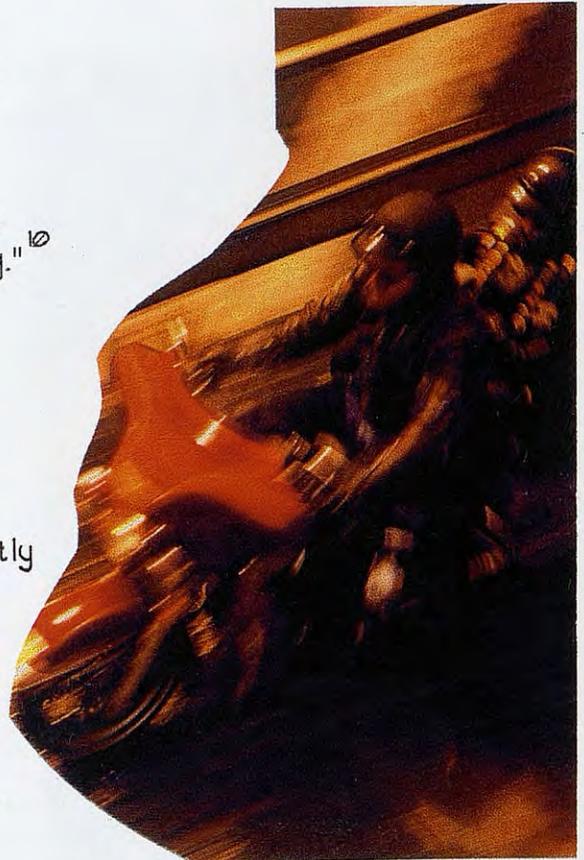


Fig. 10 Enjoying the great outdoors.

## Theoretical Basis: Issues and Potential Design Response

Water, a commonplace in our lives, has one extraordinary quality: all of it, everywhere, is connected symbolically and poetically with all the rest of the water on earth, some of it is near, but some of it very far away in mysterious submarine depths. Moving, it can represent life, still, it can signify death—from the amniotic fluid to the waters of Styx. Its circulation on the earth is paralleled by the circulation of fluids in our bodies. Captured in pools and reflecting light, its cooling presence connects the infinite and the intimate.<sup>13</sup>

Therefore, it is essential that the spirit of water be manipulated in a way that reflects the life of the 'riverwalk' area, which exist south of the site. Doing this will enable visitors of the Harley-Davidson International Museum to experience a part of San Antonio that was developed by using regional resonances.



Fig. 11 Downtown image along the riverwalk.

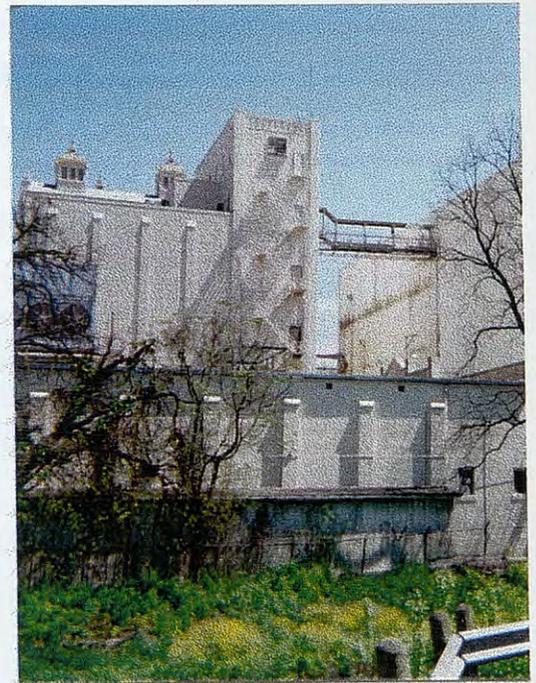


Fig. 12 Photo on the south side of the Pearl Brewery along the neglected river.

# Theoretical Basis: Issues and Potential Design Response

## Issue: Continuity

The continuity of Architecture and the traditions it produces on the way are the vital influences of preservation and retaining old buildings.

"There are obvious benefits to re-using existing buildings. Older buildings are frequently better built, with craftsmanship and materials which cannot be duplicated in today's market. Late nineteenth and early twentieth century buildings were constructed with care and lavish decoration seldom possible in contemporary buildings."<sup>14</sup>

How does one create continuity thru architecture?

By carefully manipulating the existing structure, material, and context for the possibility of adaptive-use

POTENTIAL DESIGN RESPONSE:

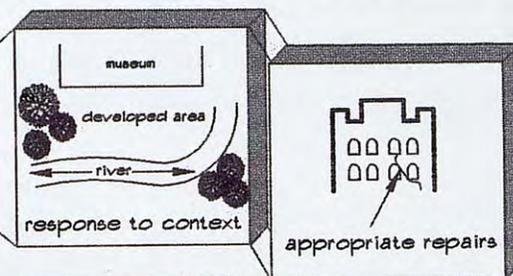


Fig. 13 Classic photo of military involvement with the Harley-Davidson Motor Co.

# Theoretical Basis: Issues and Potential Design Response

## Issue: Identification

Certain elements help historic buildings to be more identifiable than others.

The preservation efforts of present day society, are not only concerned with the salvation of historic structures, but also with the attempts to identify and save American architectural heritage.

What elements are most influential in the identification of historic structures?

Those that make people respond to the attempts of creating new places to visit, use, and benefit from.

### POTENTIAL DESIGN RESPONSE:

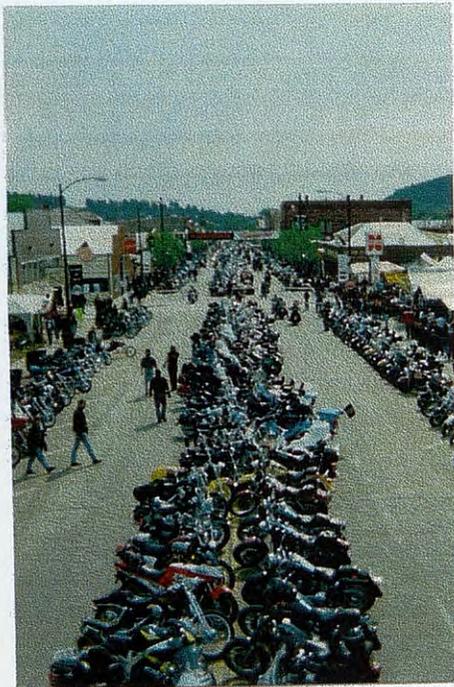
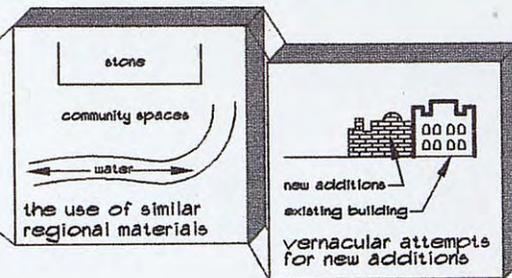


Fig. 14 Photo of parked motorcycles at an annual Harley rally

# Theoretical Basis: Issues and Potential Design Response

## Issue: Reflection

The essence of adapting to new development depends solely on the reflection that a building makes on the community and the history it creates in the process. The reflection of the Pearl Brewery on the San Antonio River should promote new life to enable prosperous growth for future river development.

How can architecture reflect existing methods for creating the image San Antonio is known for?

By borrowing successful design motifs that bring people to the river and more importantly, historic facilities.

### POTENTIAL DESIGN RESPONSE:

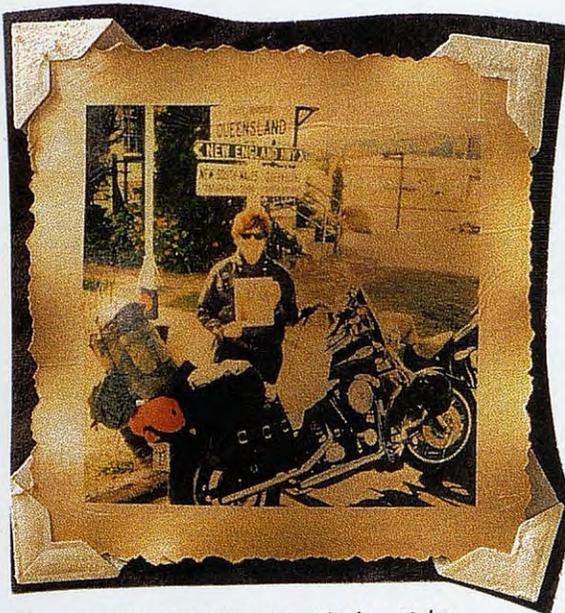
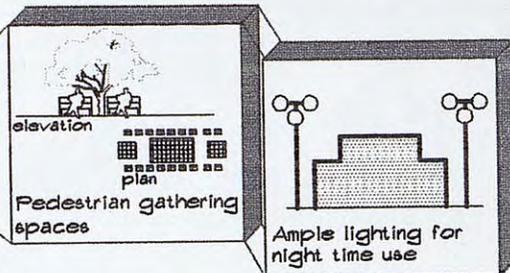


Fig. 15 Photo of Female Harley rider.

# Theoretical Basis: Issues and Potential Design Response

## Issue: Integrity

Integrity can be called the heart of adaptive-use. Preserving old buildings help maintain that integrity, which is an unimpaired state of being, or quality of existence. Architectural integrity in turn, are those qualities in a building and its site that give it meaning and presence.

How can architectural integrity be attained?

It is a series of time, meaning, and location which helps the evolution of architectural integrity.

### POTENTIAL DESIGN RESPONSE:

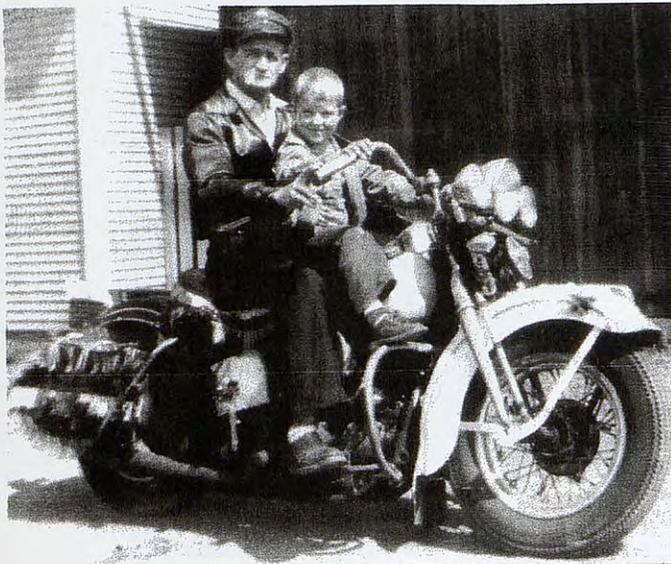
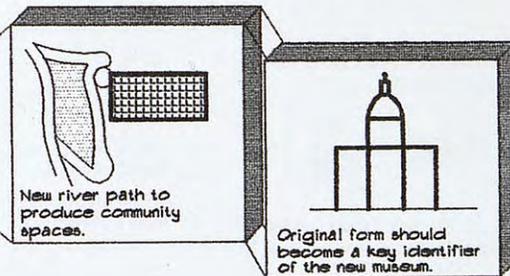


Fig. 16 Classic photo of Harley owner with son.

# Theoretical Basis: Issues and Potential Design Response

## Issue: Invitation

In the case of invitation, there are areas that must be created so that the ultimate welcome to the site becomes natural and without conflict. Invitation, in turn requires an architecture that welcomes and makes participants feel like they are a part of the site.

How can one make visitors feel welcomed at a new facility?

By integrating multiple means of arrival with traditional San Antonio landscaping and design features.

### POTENTIAL DESIGN RESPONSE:

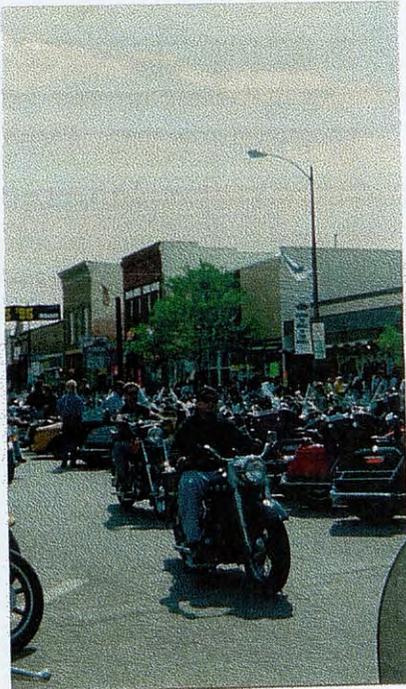
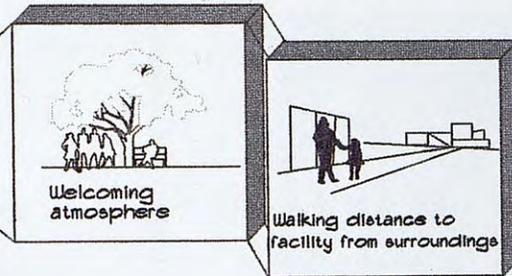


Fig. 17 Photo of a participating visitor at an annual rally.

## Theoretical Basis: Case Studies

### Ghirardelli Square - Benjamin Thompson & Associates San Francisco, California

Twenty-one years after it opened, Ghirardelli Square still holds a favored spot in the heart of San Franciscans. The original buildings of the square belonged to the Ghirardelli chocolate factory. The Ghirardelli family, makers of chocolate in San Francisco since 1849, had bought the block in 1893. The Ghirardelli company, was bought out by a macaroni company and put on the market soon thereafter.

William Matson Roth bought the factory having no specific use in mind, but knowing that no public benefit would derive from tearing the buildings down.

Ghirardelli Square set off a wave of urban renovations across the country. With the square, people began to think that the public environment could in some way reach out and touch people.

Roth sold Ghirardelli in 1982, that same year the block was placed on the National Register of Historic Places.

This is an excellent example of what can become of the Pearl Brewery Company.

Architecturally, like most large scale adaptive-use projects, the square did as little work as possible to the existing buildings. The designing features included nothing much but creating community spaces and the designing of interior spaces for the old buildings. Today the success of the square proves that architectural integrity can be attained without dramatic architectural additions.

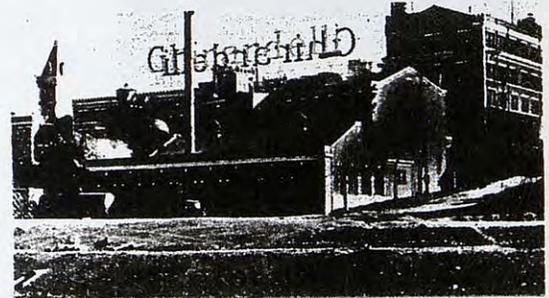


Fig. 18 Photo of Ghirardelli Square buildings.

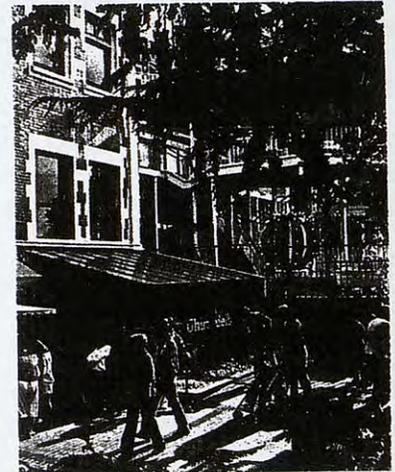


Fig. 19 Community activity at the square.

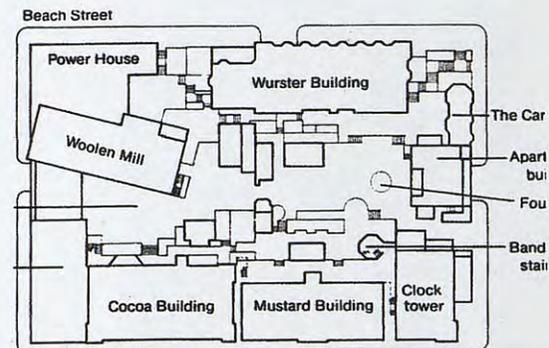


Fig. 20 Ghirardelli Square layout.

## Theoretical Basis: Case Studies

### St. Louis Union Station - H.O.K.

#### St. Louis, Missouri

The attempt laid out by the city of St. Louis and H.O.K. to save the now 102 year old Union Station is a prime example of what the adaptive-use movement can accomplish. The Union Station in St. Louis is presently now a hotel, and retail complex, but it could not have happened without the assistance of federal tax credits.

Saving the magnificent station not only meant preserving a National Historic Landmark, but it also meant bringing a renewed, vital infusion of activity and energy to a city that desperately needed it.

In renovating and rehabilitating the 47.5 acre site and the buildings on it, the major problem according to H.O.K. senior project designer Hank Winkelman, was to deal with something of such vast scale while converting it to new uses and maintained its original identity.

Architecturally, the adaptive-use of the St. Louis Union Station took the approach of having multiple functions for the new facility. Interiors were the major focus as the exterior remained un-change for the integrity of the building was a key element in the preservation. With simple detail the new functions of the building have been a great success for the building and ultimately the city of St. Louis.

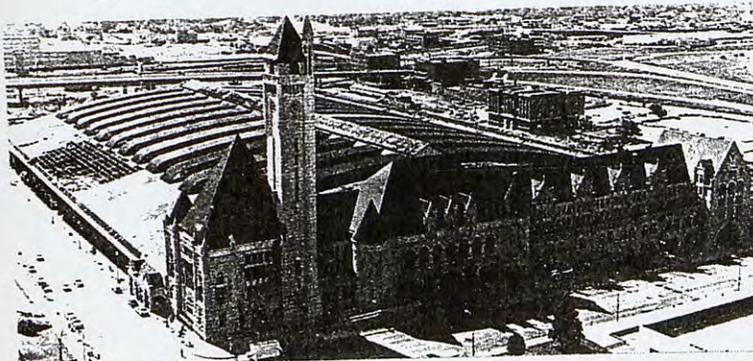


Fig. 21 Birds-eye view of Union Station.



Fig. 22 Northeast corner of Union Station.



Fig. 23 Interior shot of food court.

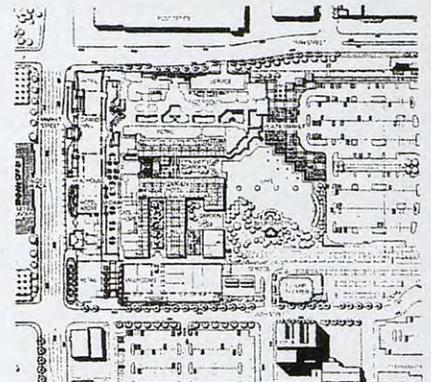


Fig. 24 Union Station site plan.

## Theoretical Basis: Endnotes

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## Contextual Description

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## Contextual Description: Overview

Located on the historic San Antonio River, the new Harley-Davidson Museum is located in an area that needs substantial improvement. The Pearl Brewery, which is to be the site of the new museum, is located in an area that makes the building seem abandoned from the downtown vicinity.

Adjacent to the site are two interstate highways which make the site seem out of reach at first glance. This occurs because of the high rate of speed as one passes by the site. A few blocks south of the Pearl Brewery site stands The San Antonio Museum of Art, which was an old brewery of its own. The old Lone Star Brewery was preserved by Cambridge Seven Architects in 1981. Unfortunately the river, which also runs behind the Museum of Art, was not utilized as a key design element.

Historic and cultural resources are essential components in defining the unique character of San Antonio. These resources have contributed to the scale, color, texture and sense of time and place produced by San Antonians and visitors alike. Therefore, it is appropriate to preserve and maintain the remaining historical and cultural resources, and incorporate them into future revitalization, and respect their characteristics in the planning of new construction and development of the city.

This is a prime reason for the new Harley-Davidson Museum, so that the appropriate measures be taken for the mis-used and neglected parts of the San Antonio River in the downtown area.

Therefore, the area around the Pearl Brewery site and the existing San Antonio Museum of Art is ripe for intense development. Much of the area is currently abandoned and there are many opportunities to encourage sustainable redevelopment and reclamation of the river and what it offers to the historic atmosphere of the downtown area.



Fig. 25 Image depicting interstate intersection.

## Contextual Description: Overview

### Location

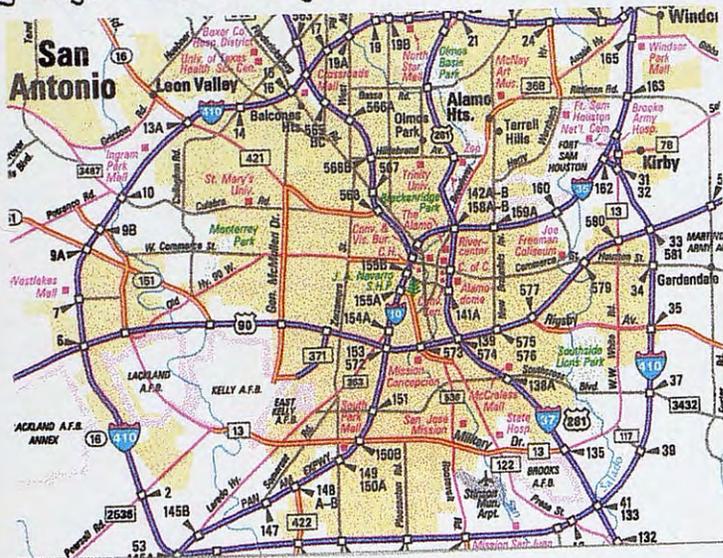
Located in South Central Texas, San Antonio is located in Bexar County and occupies some 305 square miles. The city is situated in a plateau that is created by the Hill Country to the northwest and the flat lands of the Coastal Plains to the Southeast.



Fig. 26 Map of Texas showing Bexar County.

San Antonio is easily accessible by three main interstate highway routes. IH35 cuts across the rolling plains from Laredo to Dallas/Ft. Worth. IH10, runs from Houston to El Paso, and is a more interesting drive than IH35. As one heads south of San Antonio the Gulf of Mexico's tropical moisture is evident along IH37 which runs from San Antonio to Corpus Christi.

Upon arrival from any of the Interstates the city's skyline rises up from the horizon. The travel times to the proposed site is about 10-25 minutes depending on the approach. The Pearl Brewery is located at the Northwest Intersection of IH35 and IH37. During the peak hours of travel, these two highways become very fast and it is vital to know where one is going.



## Contextual Description: Overview

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### History and Description

San Antonio was first inhabited by the Apache and Pamayas Indian tribes who located their campsites along the now San Antonio River. Spaniards set foot in San Antonio in 1690, and were supervisors of the Missions that the Indians built along the river.

The Alamo which is probably San Antonio's most famous Mission, was the site for the 1836 battle for independence from Spain and Texas became a state in 1845.

Spanish continued to be the spoken language and the Mexican culture lived strongly. Soon German, Irish, and Jewish immigrants began to bring their own cultures to the city.

German immigrants quickly gained control of the political, economical, and architectural influences in the city.

During the 1850's San Antonio was a city of imports. Pecans, cattle, and wool were the major ones.

During the building boom of the 1850's most of the construction was confined to a one square mile area around the river.

By the end of the 1870's, San Antonio had grown into a western city. By 1876 the population was over 17,000.

The year 1926 is important in San Antonio history. This was the day when Robert Hugman proposed the creation of continuous pedestrian paths along the river, all accessible from the streets above.

As San Antonio continues to grow the natural and cultural environments must be carefully preserved. The unnecessary scars that acceleration of erosion and sedimentation cause, can be reduced if we respect the environment before any alterations occur!



Fig. 28 Photo of Alamo Plaza and its tourist.

## Contextual Description: Overview

### Climatology

"Climate not only plays a great part in the composition of soils, but strongly affects the character of plants, animals, and humans in different region."<sup>2</sup>

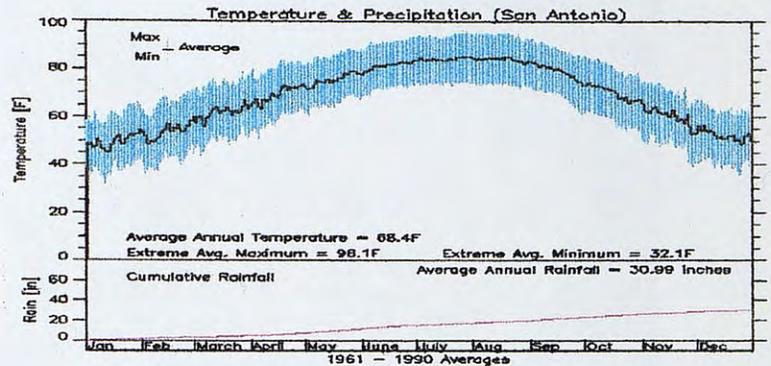


Fig. 29 Chart of temperature and precipitation averages.

Climatology is the study of meteorological and geographical conditions that affect the climate of any geographic region. These climatic conditions are temperature, humidity, wind, precipitation, and the area's geographic location.

To all inhabitants of a region, the climate is important because of its direct affect on human comfort. The San Antonio climate is characterized by moderately cool winters and hot-humid summers, with an average of 60% of possible sunshine.

### Temperatures

With the seasonal variation of temperatures, San Antonio maintains an average annual temperature of 68.7 degrees F. The average temperature of 94 degrees Fahrenheit occurs during the hottest month which is July, to 42 degrees F during the coldest month of January. With readings of 107 degrees F and 0 degrees F for the extremes, San Antonio's temperatures tend to be constant and stable.

## Contextual Description: Overview

### Climatology

#### Humidity

With the influx of moisture from the Gulf of Mexico and Baja California, San Antonio tends to have a moderate to high level of humidity. Average humidity ranges from 83% in the morning hours to 52% in the afternoon hours.

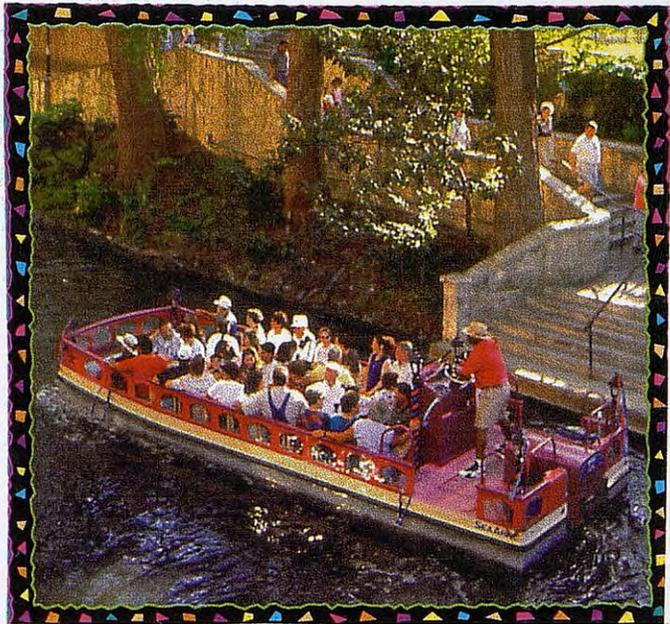


Fig. 30 Photo of rivertaxi tour boat.

#### Precipitation

For San Antonio, the summer is the wet season. With an annual amount of 29.54 inches, the months from May to September see an average of 47.4% of the annual amount, with heaviest precipitation in May. Most of the rainfall during this period is a result of the influx of humid moist air from the Gulf of Mexico and the day time heating of the late afternoon.

#### Wind

The average wind velocity for San Antonio is 9.4 mph, with the seasonal wind direction for spring and summer months coming from the southeast, shifting to southwest in the fall and winter.

"Hot-humid areas present two major problems to its inhabitants : the avoidance of excessive solar radiation and the<sub>3</sub> evaporation of moisture by breezes."

## Contextual Description: Overview

### Economic Environment

"San Antonio is the economic center for South Texas." <sup>4</sup>

Being the economic center, San Antonio serves as the main distribution center for the 47 counties of South Texas. The local economy is based on government employment, tourism, trade, agriculture, manufacturing, medical services, and natural resources.

#### 1995 Civilian Labor Force

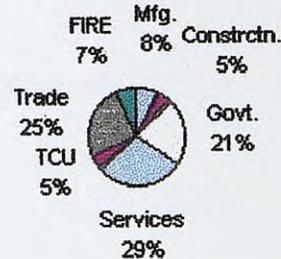


Fig. 31 Graph of San Antonio's economy.

Wholesale and Retail trade is the largest industry making up 26% of the total economy. Major Productions consist of livestock, cotton, poultry, dairy products, fruits and vegetables.

Ranking second in the economy is service contributions with 23.1%, with tourism being its major contributor. With Convention Centers and the Hotel industry, the close proximity along the "Riverwalk" is a key location for the tourist market. During the peak tourism season, 21,000 citizens are employed by businesses directly related to the visitor industry. Every year, over 10 million visitors come to San Antonio and spend over 1 billion dollars. <sup>5</sup>

The third largest contributor to the economy is the military, with 21.7% of the total economy. With 5 military bases the combined annual income is \$2.6 billion dollars.

It is essential that the new museum help in strengthening this already steady economy. In the case of the Harley-Davidson Motor Company it is very possible that they bring their own booming economic power and lend it to the city of San Antonio.

#### Average Unemployment Rates - San Antonio MSA

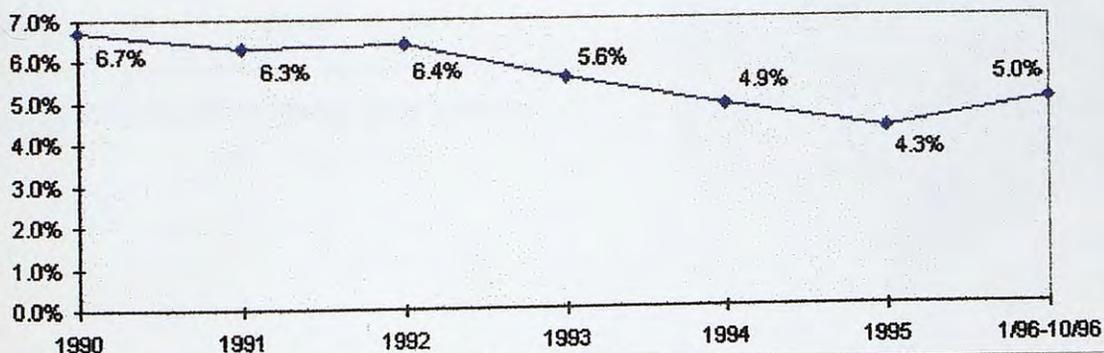


Fig. 32 Chart of San Antonio's unemployment rates.

## Contextual Description: Overview

### Demographics

According to the U.S. Census Bureau, San Antonio is one of the 10 fastest growing cities in American.

Somewhat lower than the national average of 32.6, San Antonio has a young population, only averaging 29.6 years of age.

An important feature to San Antonio is the cost of living. As measured by the National average. Even though this is pretty nice, the average family income is far below the state and national level.<sup>6</sup>

#### Population Growth:

	1970	1980	1990
San Antonio	654,153	786,023	1,002,784
Bexar County	830,460	988,800	1,343,502
Texas	1,406,600	14,228,383	18,645,334
United States	203,304,863	226,504,825	283,600,000

Fig. 33 San Antonio's population growth.

#### Population Growth:

	City	Bexar Co.
Anglo	38.1 %	45.3 %
Spanish descent	53.7 %	46.6 %
Black	7.3 %	7.0 %
Other:	0.9 %	1.1 %

Fig. 34 San Antonio's demographic make-up.

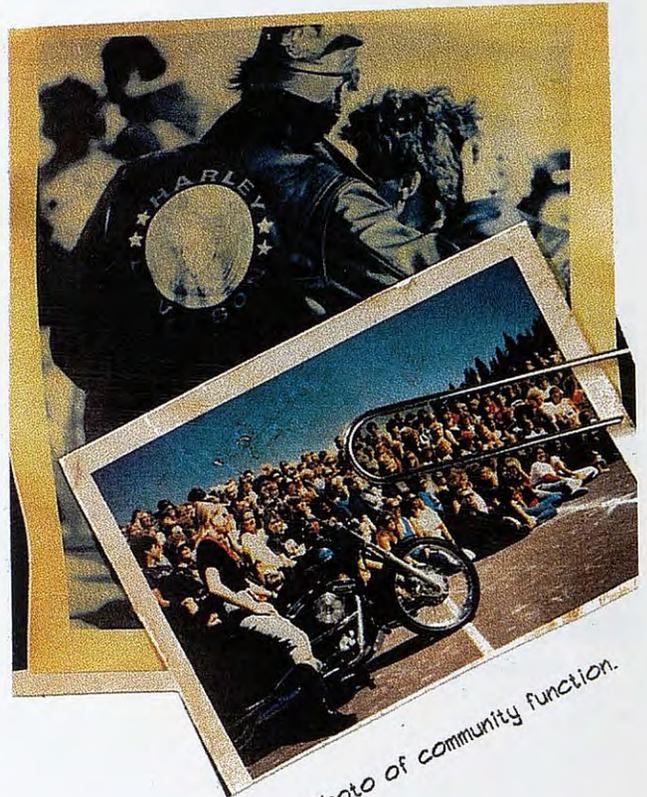


Fig. 35 Photo of community function.

## Contextual Description: Context / Theory

### Continuity

#### THEORY:

##### Thesis Restated

Architecture and the will to create produce evolutionary patterns of historical precedence which enable tradition and customs to emerge. With adaptive use, architectural links to the past can be preserved and enriched with modifications and additions of existing regional patterns, thus producing continuity thru architecture.

#### CONTEXT:

The San Antonio River is rich in tradition and heritage. The river has enabled certain parts of the city to be connected by its beauty and natural ambiance. This is critical because it is a vital necessity that the new museum consider past attempts that have been successful at creating continuity thru architecture. Doing this will help San Antonio's efforts at becoming the unified city it wants to be known for and at the same time continue the process for generations to come.

"THE UNIQUE HISTORIC RESOURCES OF SAN ANTONIO ARE ESSENTIAL TO THE CONTINUITY AND QUALITY OF OUR LIFE. THEY ARE OUR PAST, OUR BIRTHRIGHT, OUR NATIONAL, STATE, AND LOCAL HERITAGE. THEY REFLECT THE CULTURE, VALUES AND LIFESTYLES OF OUR FOREFATHERS, AND ULTIMATELY OURS."<sup>1</sup>



Fig. 36 Bridge over the river.



Fig. 37 Image of Riverwalk life.



Fig. 38 Image of amphitheater.

## Contextual Description: Site Analysis

### Address:

Pearl Brewing Co. Building  
312 Pearl Parkway  
P.O. Box 1661  
San Antonio, Texas 78236

### Location:

Just north of downtown  
San Antonio and the  
historic Riverwalk

### Objective:

The Adaptive-Use of old  
Brewery for the development of  
an International Museum for the  
Harley-Davidson Motor Company.

### Acreage:

Approximately 16.31 acres of property

### Site Characteristics:

- Property has many opportunities to strengthen the tourist industry and broaden its horizons.
- The San Antonio River runs along the Pearl Brewery, but is not developed for community involvement.
- The old Lone Star Brewery which is now the San Antonio Museum of Art, is directly south about 5 blocks and also runs along the San Antonio River
- It is essential that Parking and service access become critical issues for the success of the new museum.

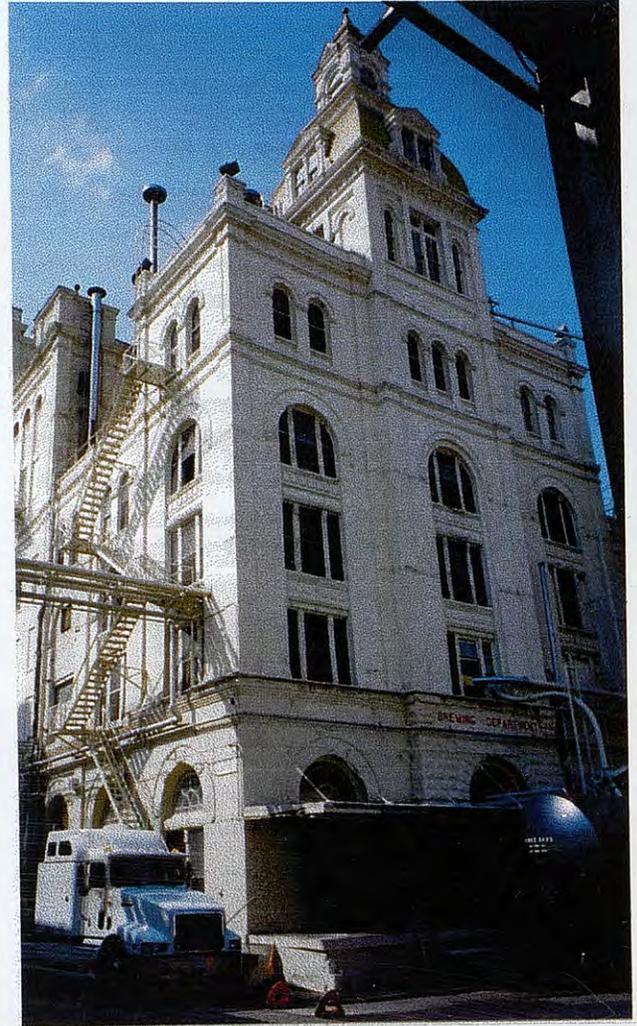


Fig. 39 Southeast corner of Pearl Brewery.

## Contextual Description: Site Analysis

The site of the Pearl Brewery contains a different number of buildings dating from 1916 to present day modifications.

The building that contains the most historical significance is the old brew house, built in the early 20th century, it is the main focus of the adaptive-use museum.

One of the major characteristics of the Pearl Brewery site is that it hugs a very mis-used part of the San Antonio River.

As one walks around the site, the brewery reflects a distinctiveness that most historic building types possess.

With the adaptive-use of the Pearl Brewery site, efforts that will be vital to the museum's success can be accomplished. Therefore, the site is one that can combine culture, value, and image, thus, bringing together all the issues that make up the total context of a successful adaptive-use project.

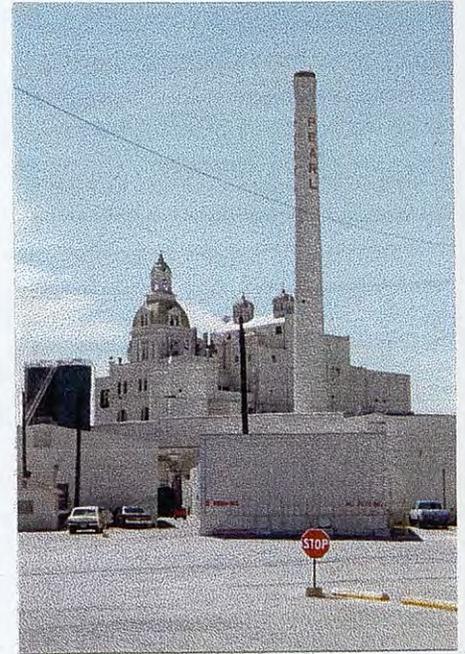


Fig. 40 Northeast corner of site.

Concepts like continuity, recognition, protection, and use are driving forces for this project.

Historic resources give continuity by transmitting a sense of past history.

Historic resources need to be recognized as a valuable part of our city.

Historic resources need to be protected from mis-use and neglect.

Historic resources need to be used, incorporated in the daily life of our city, available to the people to visit, to work in, and to live in.<sup>8</sup>

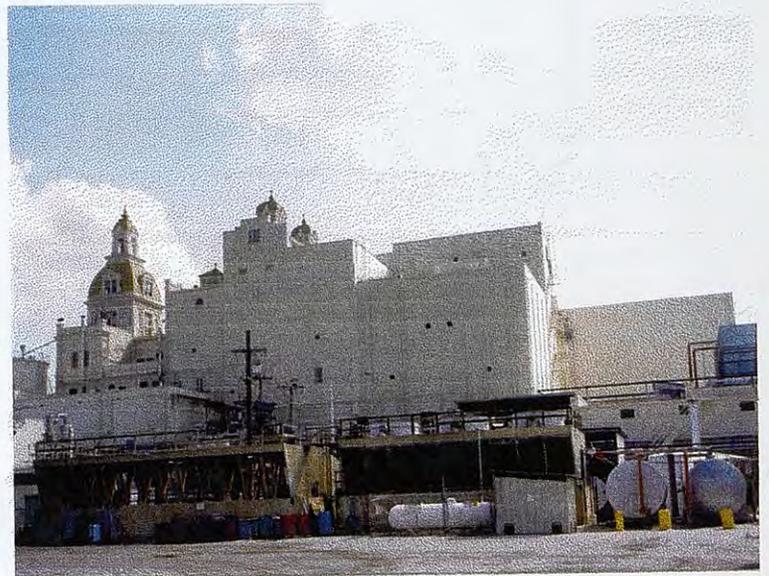


Fig. 41 North side of Brewery.

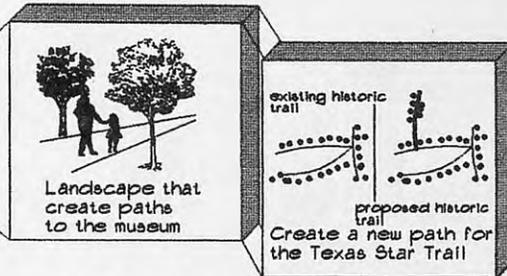
# Contextual Description: Issues and Goals

## Issue: Protection

Goal: To conserve, preserve, and promote the optimum Usage of natural resources around the new museum.

### Performance requirement:

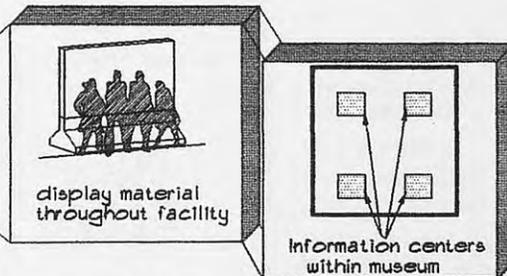
Neglected parts of the San Antonio River should be revitalized for an increase in public use.



POTENTIAL DESIGN RESPONSE:

### Performance requirement:

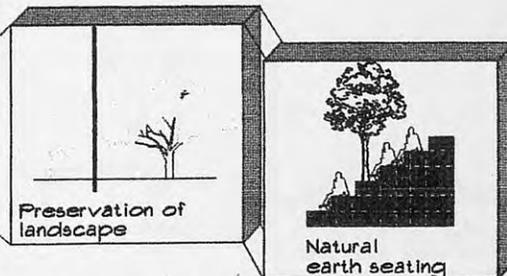
The modified areas of the river should provide information of the natural resources and their contributions to the city.



POTENTIAL DESIGN RESPONSE:

### Performance requirement:

River development must not allow excessive damage to existing natural features, elements, and characteristics, thus producing optimum physical and perceptual environments.



POTENTIAL DESIGN RESPONSE:

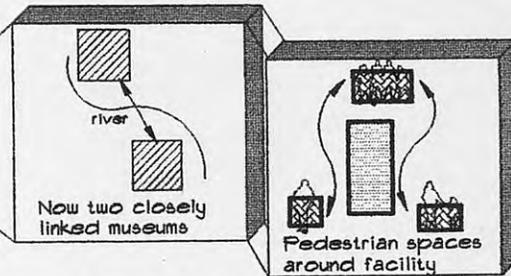
# Contextual Description: Issues and Goals

## Issue: Recognition

Goal: To provide a coordinated system of historic sites along the river, so visitors can recognize the tradition, culture, and heritage of the downtown region.

### Performance requirement:

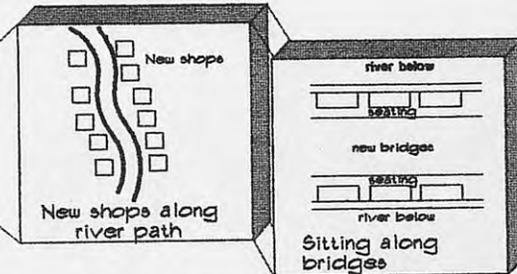
The site must provide adequate outdoor facilities, both active and passive, for families, groups, and individuals of all ages.



POTENTIAL DESIGN RESPONSE:

### Performance requirement:

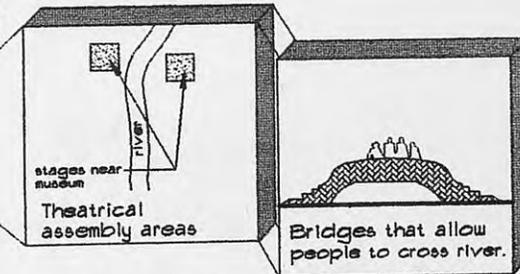
The new development should relate to the existing "Riverwalk" and its design characteristics which produce tourism and bring people together.



POTENTIAL DESIGN RESPONSE:

### Performance requirement:

The facility should produce areas that create activities similar to the existing customs of the region, thus, producing maximum usage of the newly developed site.



POTENTIAL DESIGN RESPONSE:

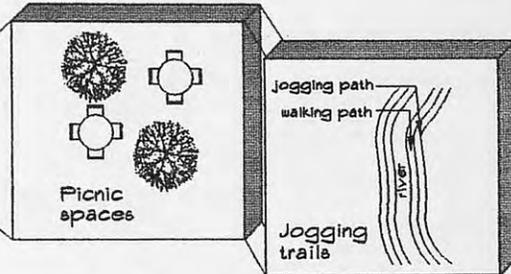
# Contextual Description: Issues and Goals

## Issue: Use

Goal: To develop and revitalize the Pearl Brewery and its riverfront for the use of tourism and community growth.

### Performance requirement:

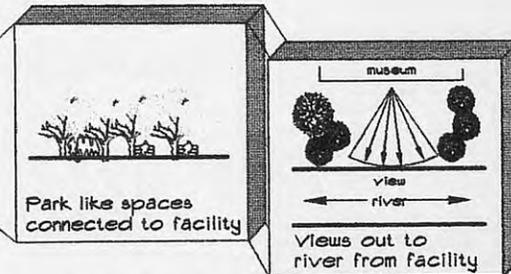
The new revitalized areas along the river should contain spaces for most urban related activities.



POTENTIAL DESIGN RESPONSE:

### Performance requirement:

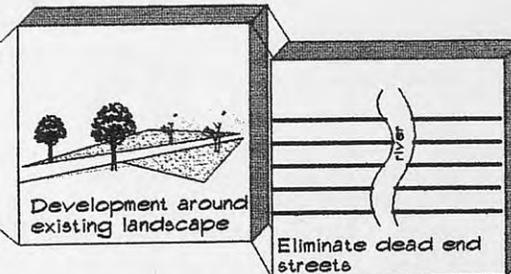
New paths along the San Antonio River should have places to sit and enjoy the tranquility of the river.



POTENTIAL DESIGN RESPONSE:

### Performance requirement:

The new facility should promote the improvement of street and riverscapes to help promote life along the river.



POTENTIAL DESIGN RESPONSE:

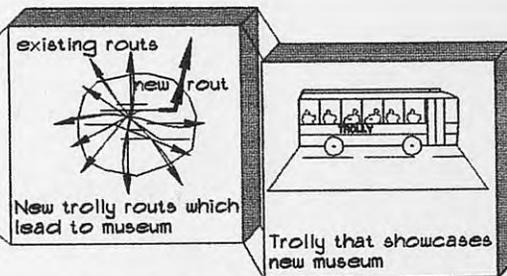
# Contextual Description: Issues and Goals

## Issue: Continuity

Goal: The new museum should develop new modes of transportation that will increase access to downtown. This will enhance participation by tourist and ultimately meet the need of all pedestrians.

### Performance requirement:

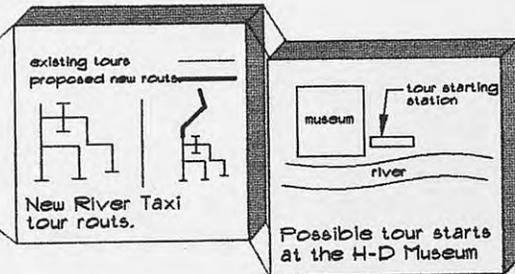
Trolley systems should be incorporated to carry tourist through the vicinity of the new museum.



POTENTIAL DESIGN RESPONSE:

### Performance requirement:

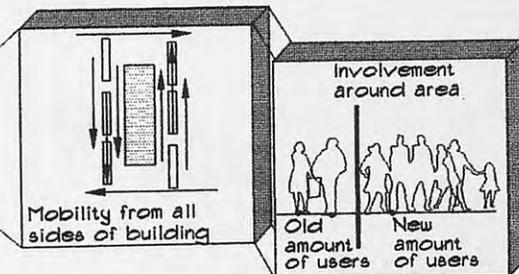
The existing river taxi boat tours should extend their tour trip up the river, along, the museum of art, with a taxi tour station located at the H-D museum.



POTENTIAL DESIGN RESPONSE:

### Performance requirement:

New paths that lead to the new museum should increase pedestrian involvement along the river 20-30%.



POTENTIAL DESIGN RESPONSE:

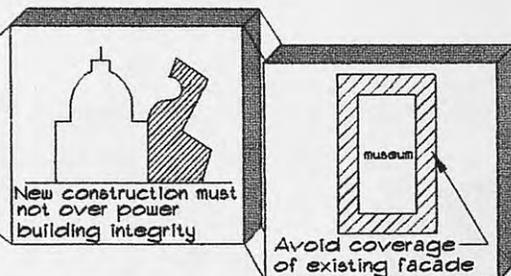
# Contextual Description: Issues and Goals

## Issue: Integrity

Goal: To integrate historical resources into developmental patterns, by actively encouraging renovation and preservation as a first priority whenever possible.

### Performance requirement:

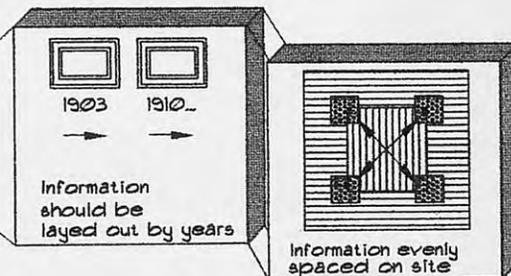
Historic preservation attempts must be respectful when new construction encompasses a historic structure.



POTENTIAL DESIGN RESPONSE:

### Performance requirement:

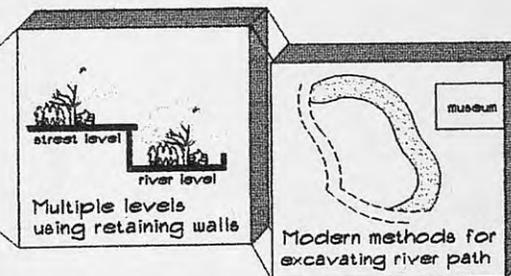
Preserving historic resources will educate the public about the city's past, present and future.



POTENTIAL DESIGN RESPONSE:

### Performance requirement:

New adaptive-use projects should improve the overall integrity of the historic building with new technologies.



POTENTIAL DESIGN RESPONSE:

## Contextual Description: Case Studies

### Rivercenter - Downtown San Antonio - Urban Design Group San Antonio, Texas

Since the development of the River Center mall in downtown San Antonio, the amount of pedestrian and general activity in the downtown area has increased remarkably. The mall was designed by The Urban Design Group of Tulsa, Oklahoma. It is said that not only tourist, but suburban residents, ironically, are making the trek to the downtown they once avoided. People can now enjoy ample covered parking and trendy retailing in a festival atmosphere.

Construction began in October 1985, with a 115.75 million Federal Urban Development Action Grant paying for the river extension. It was said that whatever its financial burden, Rivercenter is architecturally a study in harmonious connections between disparate existing elements. The mall's greatest asset is the extension and embrace of the cherished Riverwalk.

Architecturally, Ford Powell & Carson of San Antonio designed the extension, bridges, and central stage within the Rivercenter, maintaining the river's grace. Foot bridges and the lace-like structure of the Commerce Street bridge frame pedestrians' and river tourists' approach to the river basin, demarcated by an arching connective structure reminiscent of the Ponte Vecchio in Florence. The patio around the basin echoes activity elsewhere along the Riverwalk. The River center ultimately and successfully ties together a collection of desperate historic and newly constructed projects.

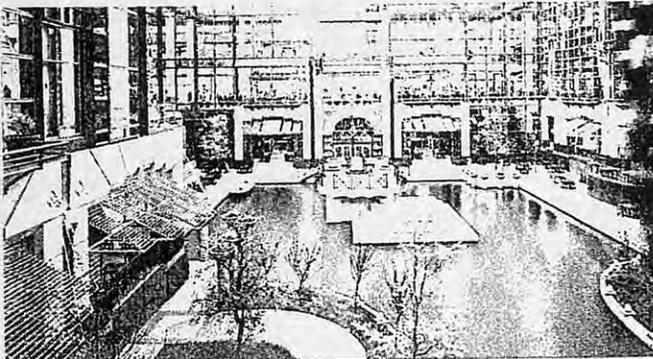


Fig. 42 Picture of river basin.

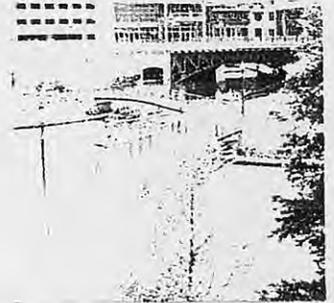


Fig. 43 Bridge leading to basin.

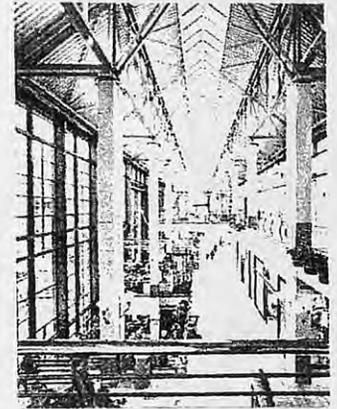


Fig. 44 Interior shot of mall.

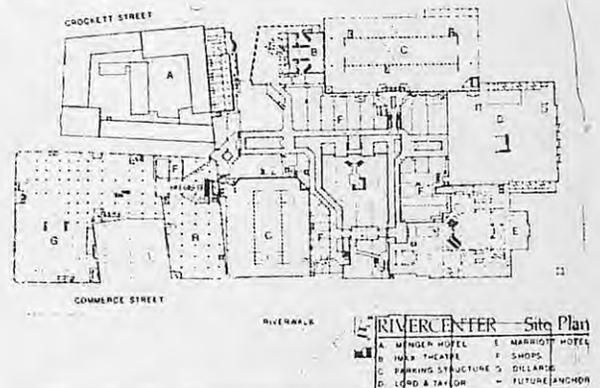


Fig. 45 Rivercenter sit plan.

## Contextual Description: Case Studies

### Quincy Market - Benjamin Thompson and Associates Boston, Mass.

Faneuil Hall Market Place, or Quincy Markets as it is more often called, is considered to be a wonderful place. The market place is an impersonation of a kind of urban life that no longer exists in most of America. Its a theatrical representation of street life. Its said to be this, because of the urban culture that seems

to have been abandoned.

The markets are said to be a halfway house for people from the car culture who are trying to learn to love cities again. The markets also provide an idealized city for people who have lost touch with urbanity. It has been evaluated that the markets succeed because they satisfy a series of basic human needs.

The markets, first of all are safe, they provide security, they offer sensory, variety of all kinds and especially that of food. According to Jane Thompson, wife of Benjamin Thompson, FAIA, next to sun and fire, food is our most potent symbol of the life-sustaining forces, offering the warmth, protection and nurturing that humans

need.

Twelve million people visit the markets per year. This large amount of visitors include students, tourist, office-workers, and conventioners. Visitors seem to flock to the markets, which at one time was nothing more than a deteriorating service alley to Boston.

Architecturally, when the time came for the renewal of the old Quincy Markets, the issue of whether to restore the markets to the original design or should changes be shown to have a visible record of the passing of time. The original integrity of the building prevailed. In these powerful old buildings, much of the new architecture is a matter of joints and furnishings. The market place is horizontal, practical, talks, socializes, connects, and links with the past.

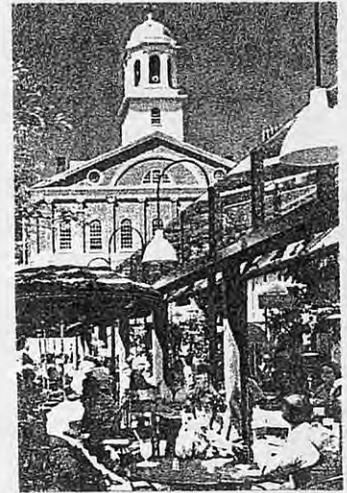


Fig. 46 shots of community involvement.



Fig. 47.

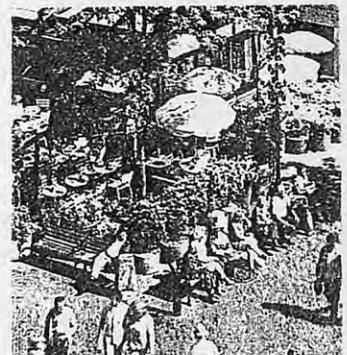


Fig. 48.

## Contextual Description: Endnotes

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1. Woods, Keith. Guide to San Antonio. San Antonio : Greater San Antonio Chamber of Commerce, 1987. Pg. 1.
2. Olgay, Victor. Design With Climate. Princeton: Princeton University Press, 1963. Pg. 1.
3. Ibid, Pg. 5.
4. Driggers, Elaine. San Antonio: A Look At Our Economy. San Diego: Blake Publishing Company, 1987. Pg. 3.
5. Ibid, Pg. 3.
6. Woods, Keith, Ibid, Pg. 14.
7. O'Neill, Perez, Lance, and Larcade. San Antonio Historic Survey. San Antonio, Tx. Bracton Press, 1971. Pg. 22.
8. Ibid, Pg. 4.

# Facility Program

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## Facility Program: Summary

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The Harley-Davidson Motor Company has long established a sense of interaction among fellow Harley owners and interested patrons. The proposed international museum is just one of the ingredients in the overall picture at hand.

The primary responsibility of the proposed museum is to establish the historical significance of the Pearl Brewery. Another responsibility of the project is to establish the historic significance of the San Antonio River and its proximity to the downtown area.

The adaptive-use of the Pearl Brewery requires an architectural link to the past without harming the overall integrity of the existing structure. It is also essential that any new architecture pay attention and respect to San Antonio's customs, culture, and heritage.

The new museum will include 9 galleries, each depicting the world of Harley-Davidson for its respective decade. The museum will also include a large retail shop, a visible restoration area for preserving museum pieces, appropriate collections display and storage, appropriate public services, collection services, administration, and all the amenities and ancillary services.

"Harley-Davidson is a major player in American motorcycle style, but is not its creator. The source is the wide spread will to build, and the tradition it creates on the way."<sup>1</sup>



Fig. 49 Classic photo of a Harley family.

# Facility Program: Facility Analysis

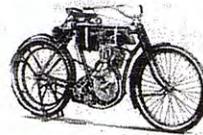
## Mission Statement

### Mission:

To establish the historic significance of a building and region, which will accommodate a wide range of tourism and brotherhood, by creating community life and involvement through a renovated facility that will bring the world of Harley-Davidson together.



Fig. 50 Classic photo of early riders.



1903 — William, Walter and Arthur Davidson build a motorcycle with their friend, Bill Harley. Harley-Davidson has a better ring to it than Davidson-Harley. The foursome builds three bikes this year.



**1900 1905 1910 1915 1920**

1908 — Henry Ford introduces the Model T, a.k.a. "Tin Lizzie."



1920 — Sidecars peak in popularity.

1942-45 — The Allies win the Big One. Harley WLA model 45s are used in Europe.



**1925 1930 1935 1940 1945**

1916 — The Harley-Davidson Enthusiast magazine begins publishing, establishing a link between the company and its customers that continues today.



Fig. 51 Harley-Davidson time line.

# Facility Program: Facility Analysis

## Possibilities

- Increase local and Global awareness of an International phenomena.
- Increase interest in Harley-Davidson and motorcycles in general.
- Educate the public on the history of Harley-Davidson from its origins to present day.
- Develop an awareness of Harley-Davidson being a world wide industry.
- Inspire and protect the integrity of a historic company and a historic building in a historic setting.
- To bring together people who share a common interest and those who just want to learn of a global icon.
- To have an international rally that brings people together from all around the world.



Fig. 52 Harley-Davidson time line.



Fig. 53 Rally runners.

# Facility Program: Facility Analysis

## Facility Organization and Layout

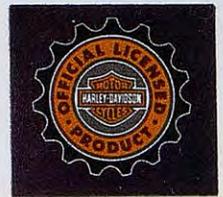
### Entry:

This is a very crucial element in establishing the building's integrity. The entry is critical because it sets a mood or rhythm that reveals the facilities function and layout. The entry or entries should be inviting and must welcome from multiple directions. Finally all points of entry should aid in explaining the purpose of the facility



### Galleries:

The galleries will be the largest interior spaces in the museum. They should be open and viewed chronologically. To understand the museums' intent the galleries should serve as an organizing concept that carries out to the exterior. The galleries will ultimately create the continuity that the projects represents.



### Restoration Gallery:

The heart and soul of Harley-Davidson are the motorcycles. It takes great time and energy to restore and maintain a legendary motorcycle. This is the reason for a visible restoration gallery, so visitors of the museum can admire motorcycles at a different level.



### Amphitheater:

In addition to the museum, it will be crucial that the outdoor spaces of the site be utilized to express the character of preserving the past. This preservation refers to Harley-Davidson, and the culture and heritage of a certain region. An outdoor amphitheater will serve the museum and reflect the heritage of celebration and festive ambiance the the culture of San Antonio is known for.

Fig. 54 Harley logos.

### Retail and Food Court:

With tourism and social interaction the museum will benefit from a food court and retail shop to accommodate the large amount of people that will visit and enjoy the museum. These elements will also be vital to the economy of the museum.



## Facility Program: Activity and Spacial Analysis

Geoff Mathews' Museums and Art Galleries is the basis for the layout of the activity and spatial analysis for the new museum.

Mathews divides services and activities that take place in a museum into five major categories.

They include - Collections Display and Storage, Public Services, Collection Services, Administration, and Amenities and Ancillary Services.

### Collections Display and Storage

The collections display and storage of the Harley-Davidson Museum will be laid out so that the past, the present, and the future of the Harley-Davidson Motor Company can be portrayed and understood.

The Following list of spaces are required to accommodate the collections display and storage of the new facility.

#### Activity Analysis:

Activity: viewing museum material

Issue: accessible circulation, continuity of spaces, readability.

Users: all visitors to the museum

#### Space Analysis: Galleries

Materials: existing structure of building  
wood, glass, metal

Equipment: security cameras, communication devises, lighting equipment

Size: 3 galleries @ 2,500 sq.ft.

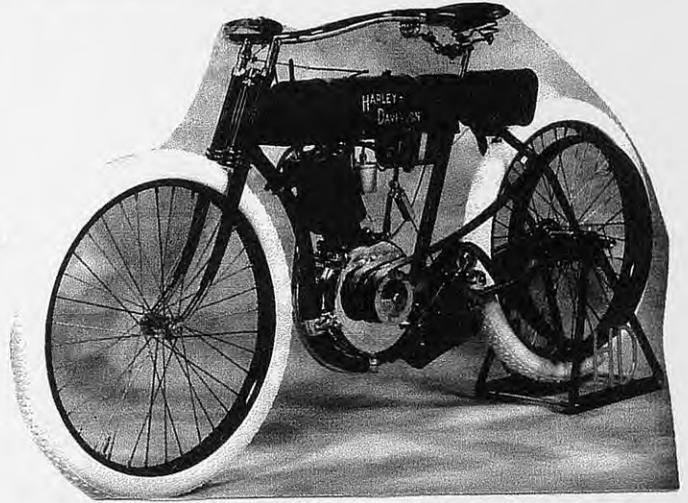
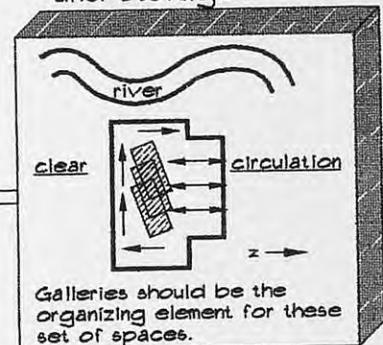


Fig. 55 Vintage Harley-Davidson Motorcycle .



Fig. 56 Owner of an early Harley-Davidson.

#### Collections Display and Storage



POTENTIAL DESIGN RESPONSE:

## Facility Program: Activity and Spacial Analysis

---

### Activity Analysis:

Activity: restoring, preserving, observing

Issue: adjacency to galleries,  
quality of viewing

Users: all visitors to the museum,  
experts in restoration

---

### Space Analysis: Restoration Gallery

Materials: existing structure of building  
wood, glass, metal

Equipment: informative display, tools, storage,  
shelving cabinets

Size: 1,000 sq. ft.

---

### Activity Analysis:

Activity: filing, keeping inventory

Issue: proximity to restoration gallery

Users: restoration staff

---

### Space Analysis: Restoration Offices

Materials: wood glass gyp. board, metal

Equipment: desk, chairs, computer, shelving  
filing cabinets

Size: 4 offices @ 150 sq.ft.

---

### Activity Analysis:

Activity: storing

Issue: space for exhibit material  
when not on display

Users: museum staff

---

### Space Analysis: Permanent Storage

Materials: wood, metal pexi-glass

Equipment: dolly, rollers, shelving, computer

Size: 1,000 sq. ft.

---

## Facility Program: Activity and Spacial Analysis

### Activity Analysis:

Activity: storing, packing, unpacking, loading  
unloading

Issue: adjacency to permanent storage  
and galleries

Users: museum staff

### Space Analysis: Temporary Storage

Materials: existing structure of building  
wood, pexi-glass, metal

Equipment: dolly, rollers, shelving, computer

Size: 1,000 sq. ft.

### Public Services

Public services areas consist of information, education, research and library, and associated activities.

The following list of spaces will accommodate the public services of the museum.

### Activity Analysis:

Activity: information gathering

Issue: comfort to users, access to  
museum,

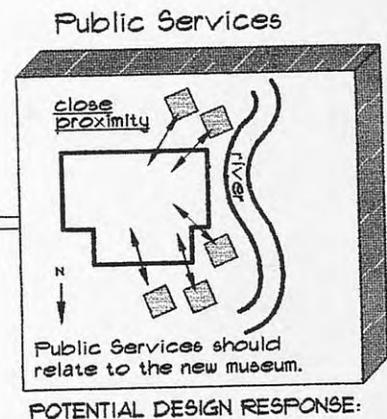
Users: all visitors to the museum

### Space Analysis: Reception

Materials: wood, metal, glass

Equipment: video display media, phone system, desk,  
chair, drawers, file cabinets

Size: 100 sq. ft.



## Facility Program: Activity and Spacial Analysis

---

### Activity Analysis:

Activity: researching and collecting data

Issue: providing in house collections  
of literature on museum subjects

Users: museum staff and  
visitors of facility

---

### Space Analysis: Library

Materials: existing structure of building  
wood, glass, tile, metal

Equipment: audio visual technology, internet access,  
library furniture, shelving

Size: 2,000 sq. ft.

---

### Activity Analysis:

Activity: socializing and entertainment

Issue: celebration and traditional  
heritage

Users: all participants and visitors

---

### Space Analysis: Amphitheater

Materials: earth, stone, concrete, water  
landscaping

Equipment: storage, lighting, portable stage

Size: 4,000 sq. ft.

---

### Activity Analysis:

Activity: gathering, presenting, meeting

Issue: conferring and discussing  
museum functions

Users: presenters and museum staff

---

### Space Analysis: Conference Room

Materials: glass, carpet, wood,  
metal, glass block

Equipment: audio visual equipment, conference table,  
chairs

Size: 650 sq. ft.

---

# Facility Program: Activity and Spacial Analysis

## Collection Services

The collection services involve activities related to exhibitions, conservation, and collections management.

The following list of spaces will accommodate the collections services of the museum.

### Activity Analysis:

Activity: organization of museum and its functions

Issue: arrangement, order, handling

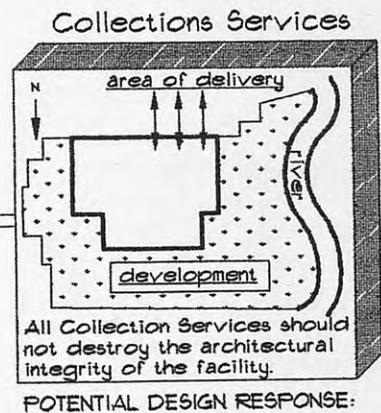
Users: administrative personnel

### Space Analysis: Curator's Office

Materials: wood, metal, glass, carpet

Equipment: desk, chair, computer, filing cabinets, shelving, drawers

Size: 450 sq. ft.



### Activity Analysis:

Activity: restoring, preserving, observing

Issue: adjacency to galleries, quality of viewing

Users: all visitors to the museum, experts in restoration

### Space Analysis: Restoration Gallery

Materials: existing structure of building wood, glass, metal

Equipment: informative display, tools, storage, shelving cabinets

Size: 1,000 sq. ft.

# Facility Program: Activity and Spacial Analysis

## Administration

The administrative activities are those which pertain to the business functions of the museum.

The following list of spaces will accommodate the administrative functions for the museum..

### Activity Analysis:

Activity: provide direction of the museum

Issue: administrative direction

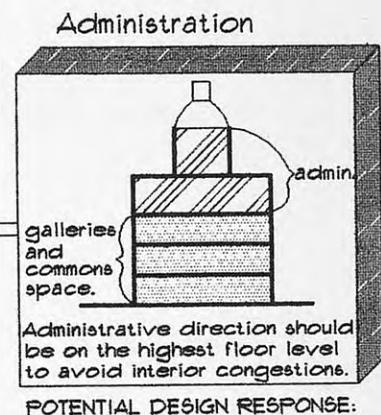
Users: appointed director

### Space Analysis: Director's Office

Materials: wood, metal, glass, carpet

Equipment: desk, chair, computer, filing cabinets, shelving, drawers

Size: 550 sq. ft.



### Activity Analysis:

Activity: assisting directing duties

Issue: adjacency to director, keeping records

Users: appointed assistant director

### Space Analysis: Asst. Director's Office

Materials: wood, metal, glass, carpet

Equipment: desk, chair, computer, filing cabinets, shelving, drawers

Size: 350 sq. ft.

## Facility Program: Activity and Spacial Analysis

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### Activity Analysis:

Activity: advertising, selling

Issue: advertising methods,  
museum activities

Users: appointed marketing staff

---

### Space Analysis: Marketing Office

Materials: wood, glass, metal, steel  
tile, carpet

Equipment: audio visual technology, internet access,  
computers, file cabinets, desks, chairs

Size: 500 sq. ft.

---

### Activity Analysis:

Activity: keeping records, collecting, typing

Issue: adjacency to director and curator

Users: appointed secretarial staff

---

### Space Analysis: Clerical Staff Office

Materials: wood, glass, steel, metal,  
carpet, stone

Equipment: computers, phone system, desks,  
chairs, file cabinets, storage bins

Size: 400 sq. ft.

---

### Activity Analysis:

Activity: taking breaks, socialize, purchasing

Issue: storage, privacy, security

Users: administration and staff

---

### Space Analysis: Lounge

Materials: wood, metal,  
tile, glassblock

Equipment: refrigerator, stove, micro-wave,  
tables, lockers, vending machines

Size: 500 sq. ft.

---



# Facility Program: Activity and Spacial Analysis

## Amenities and Ancillary Services

These spaces support the overall operations and common functions of the museum.

The following list of spaces will help the overall character and integrity of the new museum.

### Activity Analysis:

Activity: entering, circulating, and moving through the facility

Issue: ease of access, approach, and finding ones way around

Users: all visitors to the facility

### Space Analysis: Entrance and Lobby

Materials: wood, landscaping, steel, carpet, tile, water

Equipment: canopy, sitting furniture, video displays, Harley-Davidson memorabilia

Size: 2,000 sq. ft.

### Activity Analysis:

Activity: restrooms

Issue: comfort, convenience, accessibility

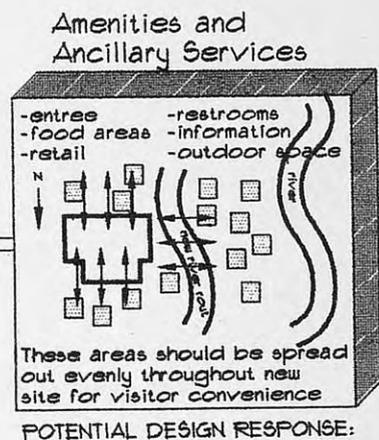
Users: all facility users

### Space Analysis: Asst. Restrooms

Materials: wood, metal, glass, tile

Equipment: toilets, urinals, lavatories, mirrors, water fountains

Size: 6 @ 450 sq. ft.



## Facility Program: Activity and Spacial Analysis

---

### Activity Analysis:

Activity: eating, socializing

Issue: connection, proximity, openness  
order, variety

Users: all visitors to the facility

---

### Space Analysis: Food Court

Materials: landscaping, stone, concrete,  
wood, metal, water

Equipment: tables, chairs, trash cans,  
security cameras

Size: 5,000 sq. ft.

---

### Activity Analysis:

Activity: shopping, browsing, purchasing

Issue: adjacency to museum

Users: all visitors to facility  
retail employees

---

### Space Analysis: Harley-Davidson Shop

Materials: wood, glass, steel, metal,  
carpet, stone

Equipment: computers, phone system, sales counter  
chair, security cameras, registrar

Size: 1,500 sq. ft.

---

### Activity Analysis:

Activity: providing service

Issue: proximity, reputation, maintenance

Users: Harley-Davidson technicians

---

### Space Analysis: Service Department

Materials: wood, metal,  
concrete

Equipment: motorcycle hoists, storage shelves,  
computers, service counter

Size: 1,000 sq. ft.

---



## Facility Program: Activity and Spacial Analysis

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### Activity Analysis:

Activity: delivering, picking up

Issue: storage, proximity to galleries  
order, scale

Users: museum staff,  
appointed personnel

---

### Space Analysis: Loading Dock

Materials: steel, concrete, metal

Equipment: ramp, dollies, security cameras

Size: 1,500 sq. ft.

---

### Activity Analysis:

Activity: touring, learning, appreciating

Issue: tradition, culture, heritage

Users: all visitors to facility

---

### Space Analysis: River Taxi Station

Materials: stone, water, landscaping

Equipment: bulletin boards, computer, boat taxis

Size: 200 sq. ft.

---

### Activity Analysis:

Activity: parking

Issue: multiple parking areas, proximity  
to building

Users: all visitors to museum

---

### Space Analysis: Parking Lots

Materials: wood, metal, stone,  
concrete, landscaping

Equipment: signage, lighting

Size: must accommodate 100 cars and 300 motorcycles

---



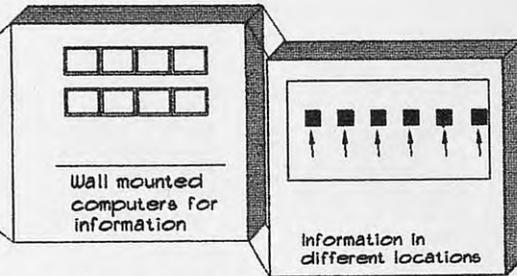
# Facility Program: Issues and Goals

## Issue: Quality

Goal: To create and operate a public museum system which provides efficient and quality services to the users of the museum.

### Performance requirement:

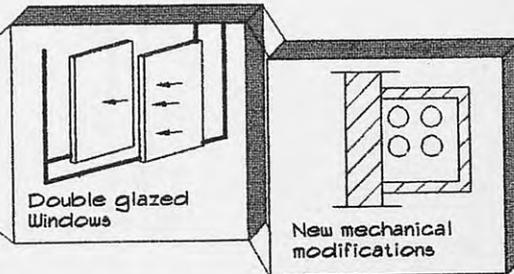
Spaces should provide state of the art equipment for the educating of the general public.



POTENTIAL DESIGN RESPONSE:

### Performance requirement:

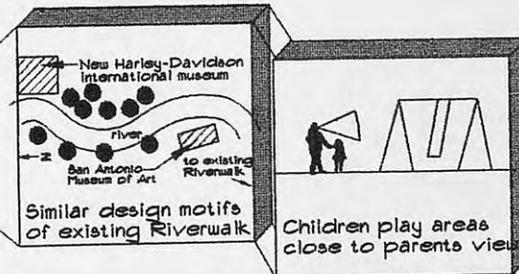
The facility must be able to accommodate modern methods of articulating building systems for the museums' new functions.



POTENTIAL DESIGN RESPONSE:

### Performance requirement:

Modifications to the new facility should be carefully manipulated, so that the facility can produce evolutionary architectural innovation in the field of adaptive-use



POTENTIAL DESIGN RESPONSE:

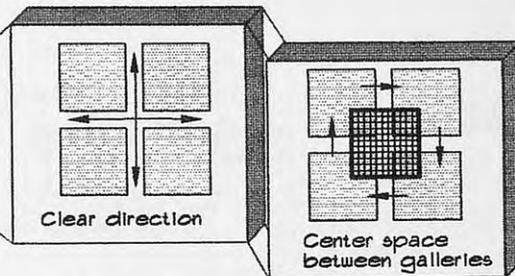
# Facility Program: Issues and Goals

## Issue: Continuity

Goal: To create a major axis which allows people to gradually experience the facility without confusion.

### Performance requirement:

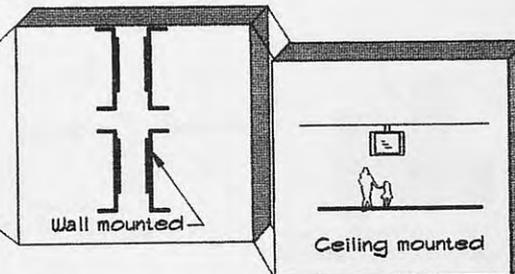
A major axis in the museum should spread its users through all the major spaces.



POTENTIAL DESIGN RESPONSE:

### Performance requirement:

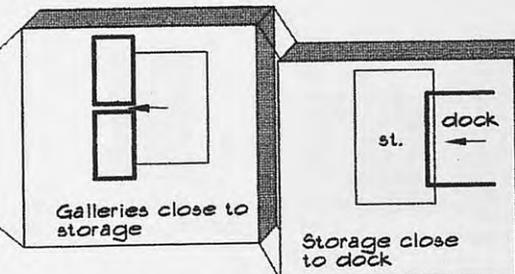
The major axis will have video material and informative information about the museums exhibits and contents.



POTENTIAL DESIGN RESPONSE:

### Performance requirement:

Each of the galleries along the axis should provide separate access to the storage areas of the museum.



POTENTIAL DESIGN RESPONSE:

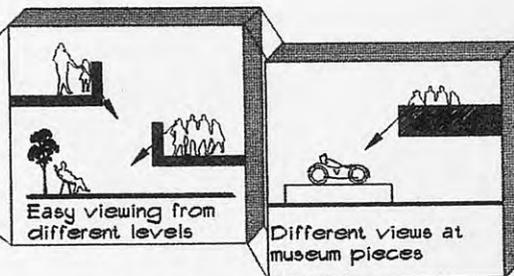
# Facility Program: Issues and Goals

## Issue: Spatial Organization

Goal: To create a formalized spatial organization which enables visitors of the museum to experience different activities as one progresses thru the facility.

### Performance requirement:

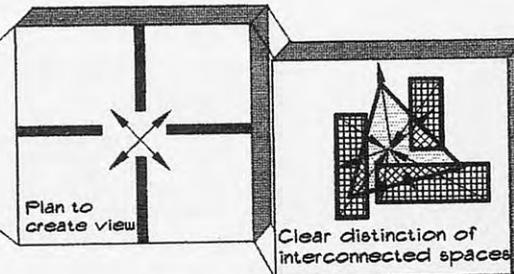
Levels should be staggered to allow visitors to view adjacent spaces which tie the facility together.



POTENTIAL DESIGN RESPONSE:

### Performance requirement:

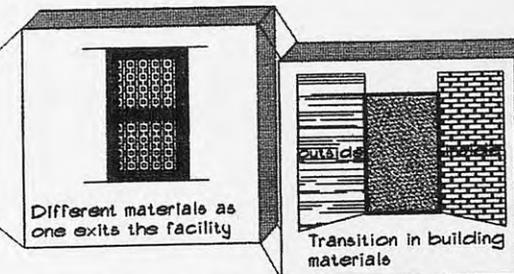
Each gallery should be visibly accessible from adjacent galleries.



POTENTIAL DESIGN RESPONSE:

### Performance requirement:

The interior of the museum should progress to the exterior with material that bring the visitor closer to nature.



POTENTIAL DESIGN RESPONSE:

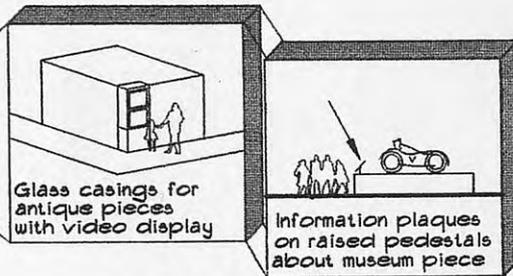
# Facility Program: Issues and Goals

## Issue: Recognition

Goal: To Provide the best possible arrangements of spaces and display material so that it clearly illustrates the intent of Harley-Davidson and the intent of preserving historic structures.

### Performance requirement:

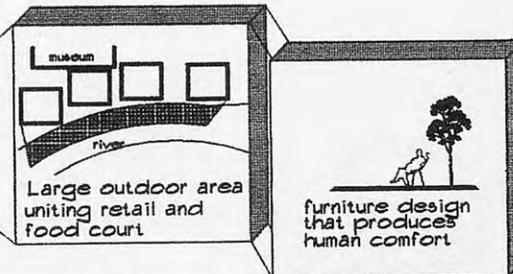
Circulation through the facility should contain devices that enable visitors to access information about the Harley-Davidson Motor Co.



POTENTIAL DESIGN RESPONSE:

### Performance requirement:

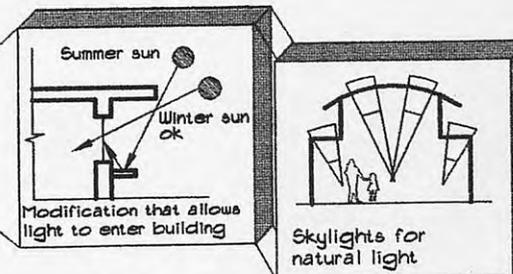
Recognizable involvement of tourism and retail should produce spaces that offer a place to eat and relax.



POTENTIAL DESIGN RESPONSE:

### Performance requirement:

Interior circulation should be naturally luminated so the visitor never loses touch with nature.



POTENTIAL DESIGN RESPONSE:

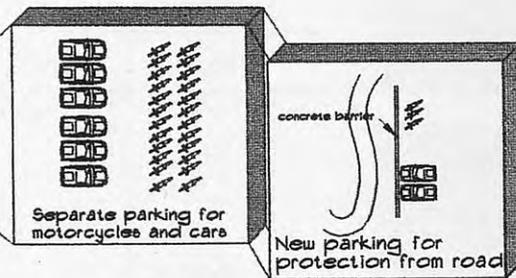
# Facility Program: Issues and Goals

## Issue: Protection

Goal: To provide all the needed modifications to accommodate and protect all museum exhibits, Harley riders, and visitors to the facility.

### Performance requirement:

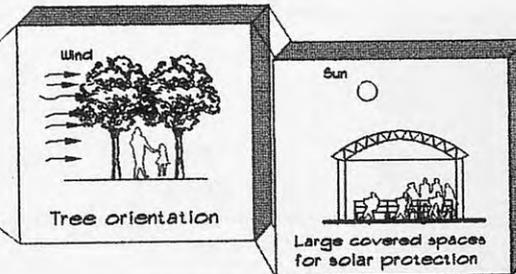
Parking near the facility should be protected from high moving vehicular traffic.



POTENTIAL DESIGN RESPONSE:

### Performance requirement:

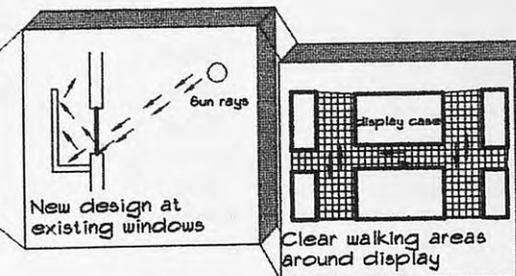
Large outdoor areas must have the capability to offer protection from natural elements.



POTENTIAL DESIGN RESPONSE:

### Performance requirement:

Interior galleries should be protected from sun, mis-use, and neglect.



POTENTIAL DESIGN RESPONSE:

# Facility Program: Space Summary

Category	Space	Square feet
<u>Collections Display and Storage</u> (A)	Galleries	2,500 x 9
	Restoration Gallery	1,000
	Restoration Offices	250 x 4
	Permanent Storage	1,000
	Temporary Storage	1,000
	Subtotal - A =	
<u>Public Services</u> (B)	Reception	100
	Library	2,000
	Amphitheater	4,000
	Conference Room	650
	Subtotal - B =	
<u>Collection Services</u> (C)	Curator's Office	450
	Restoration Gallery	1,000
	Subtotal - C =	
<u>Administration</u> (D)	Director's Office	550
	Asst. Director's Office	350
	Marketing Office	500
	Clerical Staff Office	400
	Lounge	500
	Subtotal - D =	



Fig. 57 Modern day customs.

# Facility Program: Space Summary

Category	Space	Square feet
<u>Amenities and Ancillary Services</u> (E)	Entrance and Lobby	2,000
	Restrooms	450 x 6
	Food Court	5,000
	Harley-Davidson Shop	1,500
	Service Department	1,000
	Loading Dock	1,500
	River Taxi Station	200
	Parking Lots	50,000 (100 cars & 300 motorcycles)
	Subtotal - E =	
Gross Square footage		100,400
<u>Circulation - 15% of Subtotal</u> (F)		15,060
<u>Mechanical and Structural - 15% of Subtotal</u> (G)		15,060
Net Square Footage		130,520



Classic bikes



## Facility Program: Case Studies

### San Antonio Museum of Art - Cambridge Seven San Antonio, Texas

The San Antonio Museum of Art was originally constructed for the Lone Star Brewing Company in 1884. The adaptive-use facility has housed the museum since 1981.

Portions of the historic brewery were falling apart because of disuse. Early in the 1970's the San Antonio Museum Association became interested in the old brewery buildings. The museum association saw the complex as an ideal location for a Municipal Art Museum, due to the famed San Antonio River and its historic downtown proximity.

When Cambridge Seven produced the adaptive-use of the old brewery they tried to change the exterior as little as possible. The project at the time was the latest in a series of important restorations and adaptive-use projects for historic San Antonio.

Architecturally, the old brewery had beautifully proportioned interior spaces, which were designed originally that way in order to hold interconnecting silos, cereal cookers, mash tubs, kettles, fermenting tanks, and storage for malted barley, corn, rice, and hops.

Architect Peter Chermayeff wanted to create the idea of movement within the museum and made the two elevators, one in each tower, the focus of his idea. From within the elevator, art is approached and visible before ever exiting the elevator. Thus, allowing the visitor to see important pieces of each collection in sequence and in four directions as one moves from floor to floor.

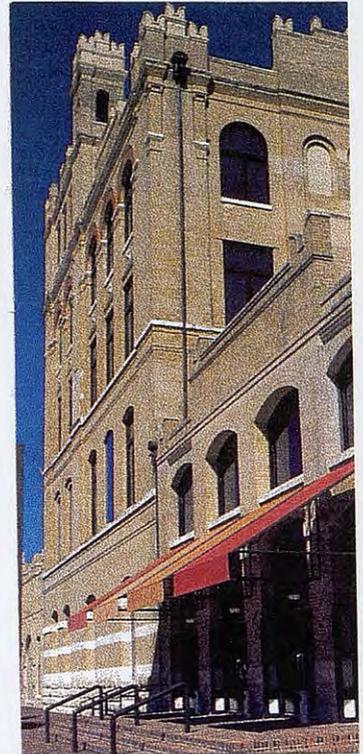


Fig. 58 Entry to museum.

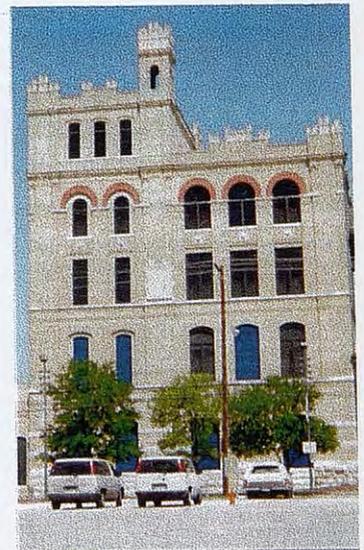


Fig. 59

## Facility Program: Case Studies

### Coca Cola Museum - Thompson, Ventulett, Stainback & Associates Atlanta, Georgia

The World of Coca-Cola is a museum paying tribute to Coca-Cola and its affects on the worlds economy. Coca-Cola has lead the way in breaking down international trade barriers in even the most remote countries. Coca-Cola has always been a home town company linked to Atlanta, as cars are to Detroit, movies are to Hollywood, and as the Harley Davidson Motor Company is to Milwaukee.

The Coke Company and Atlanta have grown up together since Coke was invented over 111 years ago. In the summer of 1990, Coca-Cola opened its own museum devoted to tracing the History of the worlds ultimate consumer product.

Architecturally, the museums interior is organized for one way traffic. Visitors are carried by an elevator to the 3rd floor, where they walk down through 15,000 square feet of exhibits, that chronologically showed the evolution of the company and the beverage. This is accomplished through memorabilia, radio jingles, television commercials, interactive display, and video presentations. The museum also has a 5,000 square foot retail store on the first floor and 25,000 square feet of lobby space and support areas.

The World of Coca-Cola museum is a prime example of what could be accomplished with the Harley-Davidson International Museum. In turn, establishing knowledge of the evolution of Harley-Davidson and their stand on the world today.

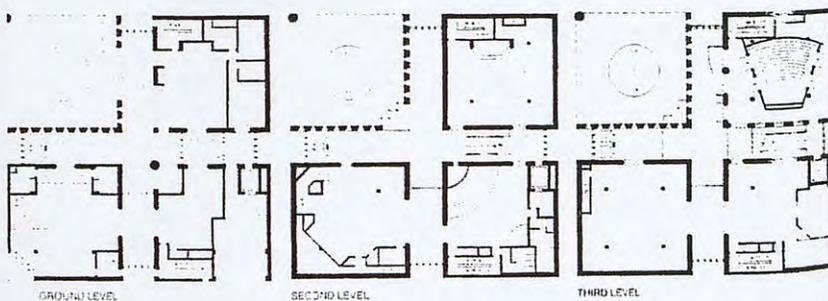


Fig. 60 Plans of Coca-Cola museum.



Fig. 61 Exterior shot of museum.

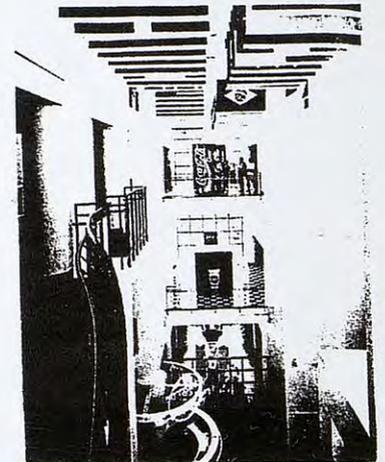


Fig. 62 Interior shot of museum.

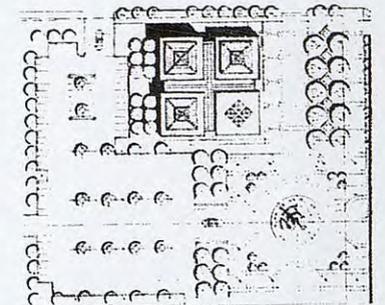


Fig. 63 museum site plan.

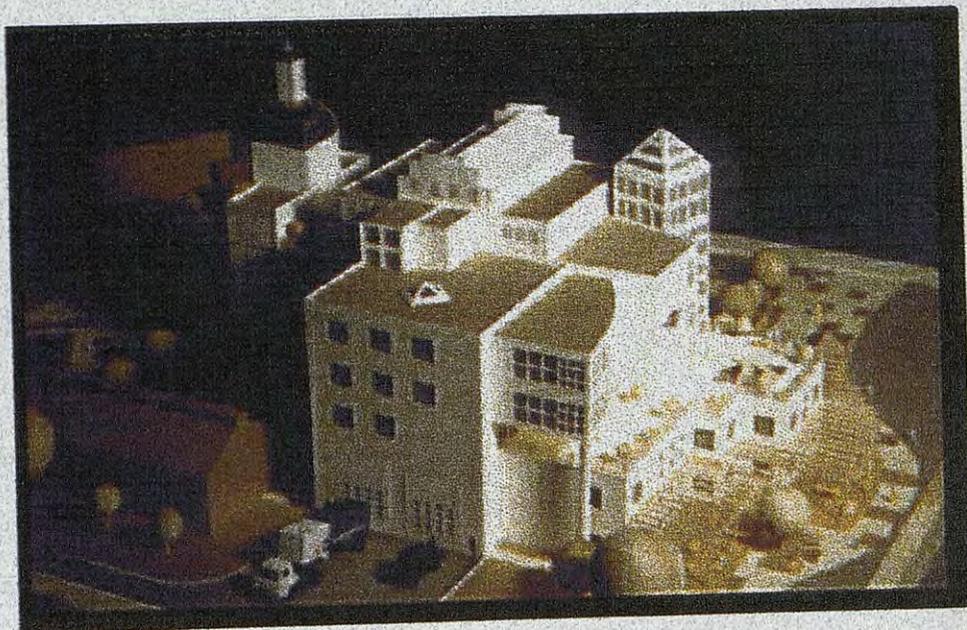
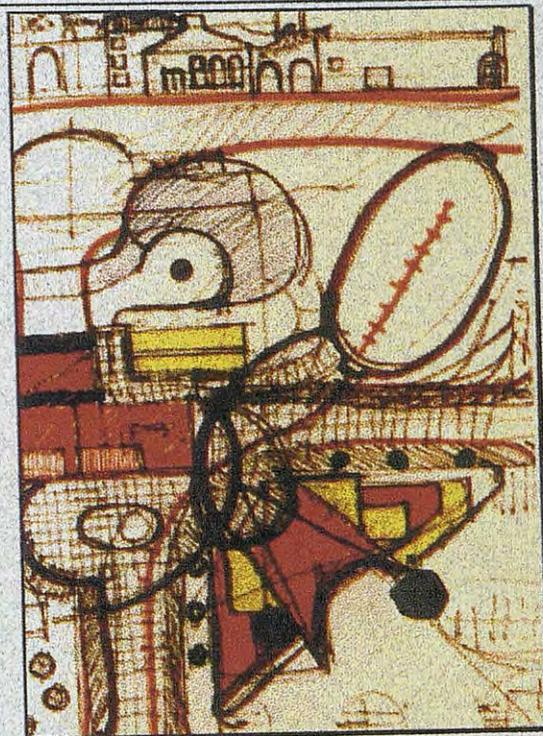
## Facility Program: Endnotes

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1. Storey, Barron. "Style, American Style," Big Twin, (Feb./March 1997) : 52-57. Pg. 55.



Response



# Response

## Overview

The salvation of historic structures is a process that dates back to ancient times. Historic structures possess an architectural integrity seldom found in today's world of contemporary architecture. The Pearl Brewery is one of those buildings that contains a certain character that is unique in architecture and location. This is where my thesis comes in, proving that this building is worth salvation if demolition was ever to become a possibility.

My thesis, which dealt with the adaptive use of the facility into a Harley-Davidson Museum achieves the accomplishment of two similar goals. Preserving the history and integrity of a building and that of an American legend.

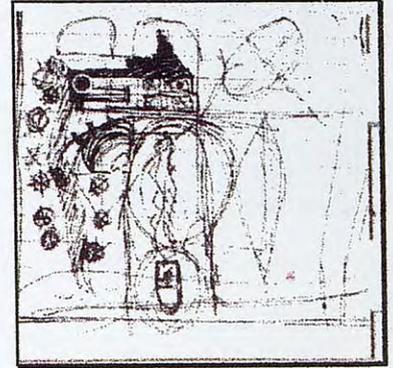


Fig. 64 Early conceptual vision.



Fig. 65 Photo of new addition to the brewery.

# Response

## Issues Identified

### Thesis Re-stated

Architecture and the will to create produce evolutionary patterns of historical precedence which enable tradition and customs to emerge. With adaptive use, architectural links to the past can be preserved and enriched with modifications and additions of existing regional patterns, thus producing continuity thru architecture.

### Continuity

The issue of continuity in my program deals with addressing traditions and regional influences that have been successful to San Antonio's growth. One of those things is the San Antonio River. In my thesis the same river that turns into the downtown riverwalk runs along the site so I have manipulated it to produce the same ambiance that is found downtown.

### Identification

The Pearl Brewery building has identifiable features that help make its architectural character very unique. At the present time a larger scaled building destroys that character. The oldest buildings on the site were salvaged for my thesis, thus paying attention to history and integrity.

### Reflection

The reflection that the new museum created was an important issue for the success of the facility. The reflection that the river creates on city is similar in concept to what the new museum expresses. The river and its connection to downtown attractions is the type of reflection I designed into my thesis. This was crucial because it brought successful design motifs that have been beneficial to the city as a whole.

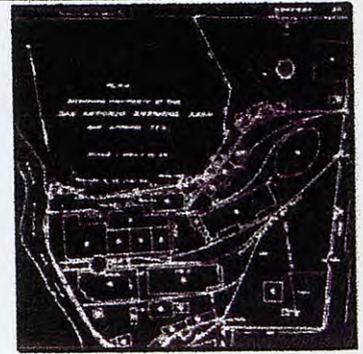


Fig. 66 Existing Site Plan - 1930.

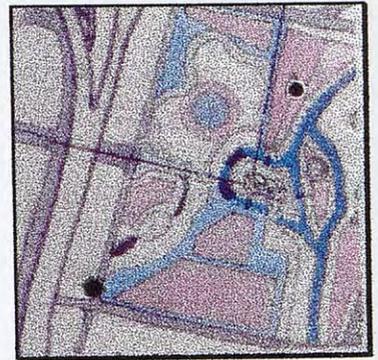


Fig. 67 Schematic study.

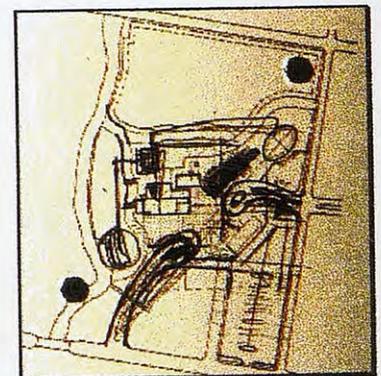


Fig. 68 Schematic approach study.

# Response

## Issues Identified

### Scope Re-Stated

The creation of an International Museum for the Harley-Davidson Motor Company which consist of eight main galleries, shops, and community spaces, thus enabling the adaptation of the historic Pearl Brewery and continued evolutionary traditions of Harley-Davidson.

### Integrity

Integrity is called the heart of adaptive-use. The development of the museum and its site help accomplish those qualities that help produce meaning and presence. This was done by carefully creating a new architecture that did not overpower the original state of the historic building.

### Invitation

The new museum was to achieved the highest form of welcoming possible, and from multiple directions. Invitation to the site was accomplished by integrating the different modes of arrival. With landscaping and places to sit, the tranquility of the site can be experienced.

### Protection

The site as a whole contained a number of natural features, especially along the river. Therefore, it was important that I carefully plan any new additions in a way that protected any of the existing landscaping on the site.

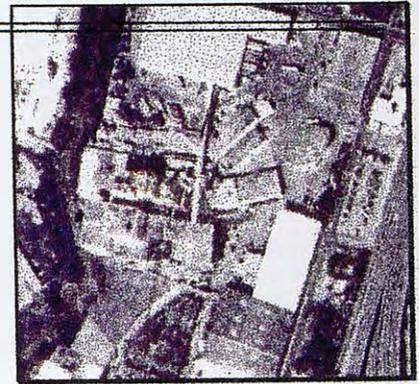


Fig. 69 Bird's eye view of Site.

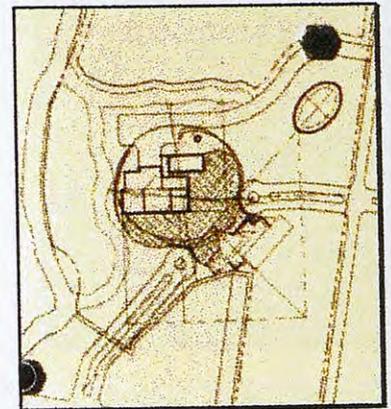


Fig. 70 Schematic plaza study.

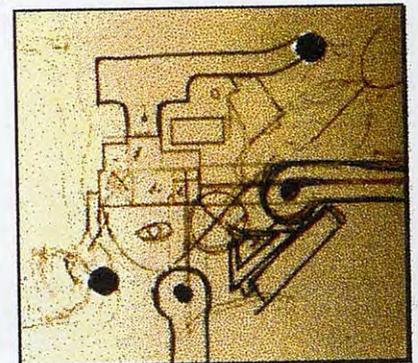


Fig. 71 Schematic Site development.

# Response

## Issues Identified

### Context Re-Stated

To create a connection and continuity between downtown and peripheral areas by using the San Antonio River and the existing riverwalk motifs. The site is encompassed by two existing interstate highways, which must be addressed in order to allow visitors to flow onto the site, and ultimately help create a northern gateway to other downtown attractions.

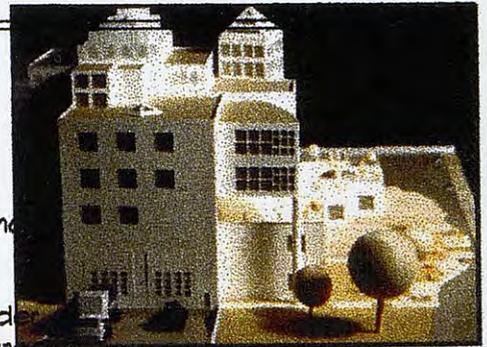


Fig. 72 North side of Museum.

### Recognition

Providing a new museum helps create a new place for tourist to expand and spread the knowledge of preserving historic buildings. This new museum also helps the city's efforts of preserving historic structures. In turn adaptive-use accomplishes these efforts by having visitors recognize the city's traditions, culture, and heritage.

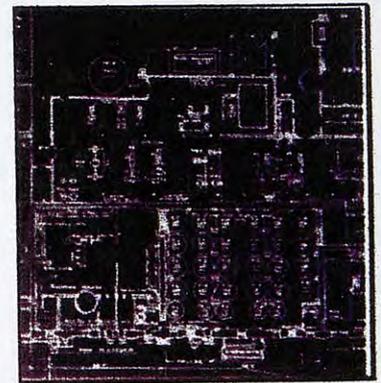


Fig. 73 Existing Floor Plan - 1930.

### Use

The San Antonio River and its popular Riverwalk is just one example of how positive use can develop a riverfront for profitable growth. My thesis does not only produce another profitable entity, but also defines a new area of development that helps a mis-used and neglected part of the San Antonio River become rich in tourism and community growth.

### Quality

The quality of the new Harley-Davidson Museum was an issue that demanded the best possible equipment and layout for the operation of a successful public museum. With careful spatial organization and appropriate integration of the surrounding elements the best quality of space and order was possible.

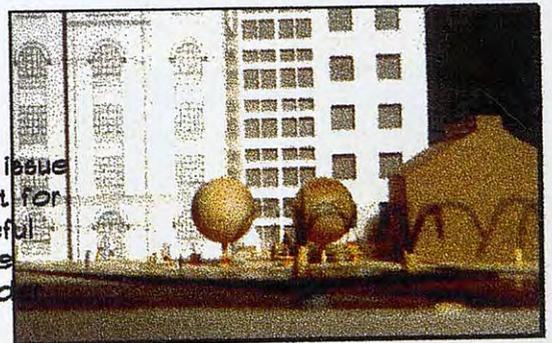


Fig. 74 North side of Museum.

# Response

## Issues Identified

### Spatial Organization

The overall composition of the new museum was the key figure in the spatial organization of the entire site. The museum serves as a transitional element from one point to another. As one is brought onto the site, the Pearl Brewery building opens up and draws you to it. Once one arrives at the museum plaza the visiting pedestrian will have different options to viewing the museum site.

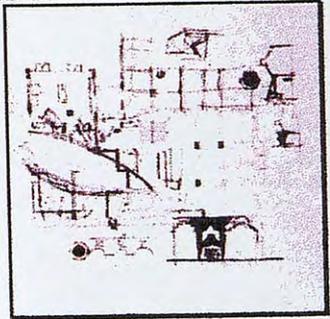


Fig. 75 Schematic interior study.

### Facility Organization

The organization of the facility consist of multiple galleries which depict the different years of Harley-Davidson's existence. The earlier years were designed to be located at the top of the museum, and as one progressed downward the different years create a historic time-line of the legendary motor company.

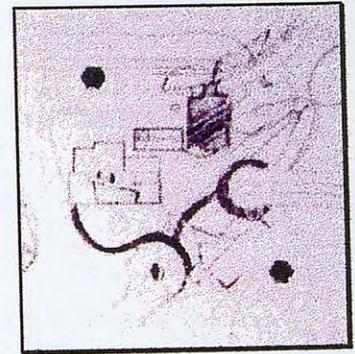


Fig. 76 Schematic site approach.

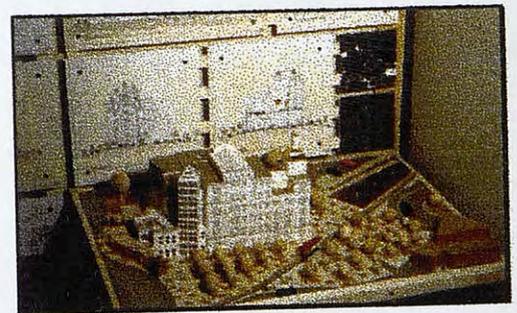
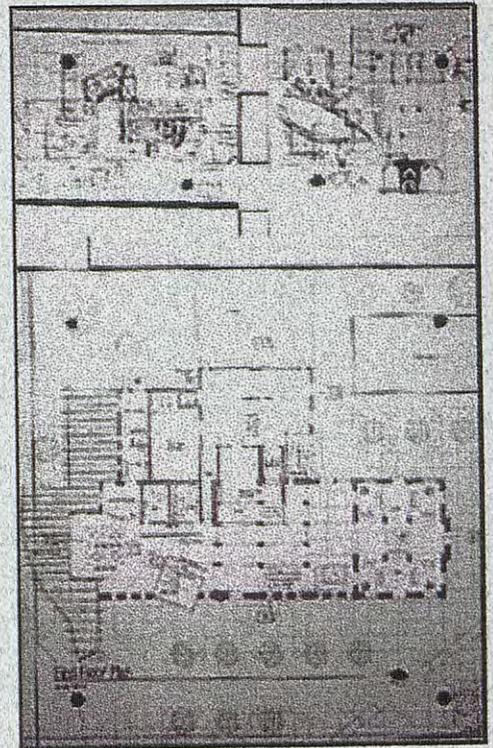


Fig. 77 South side of Museum.

# Process

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# Process

## Changes in approach

Changes which occurred through the development of my thesis dealt mainly with pedestrian circulation. With such a large site it was important that once a visitor arrived at the site that a welcoming feeling was expressed. I accomplished this by designing a large plaza that tied the site together. With plenty of seating available a visitor can sit, relax, and enjoy the large developed museum site.

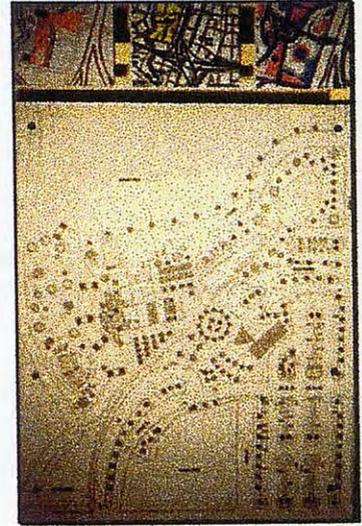


Fig. 80 Site process.

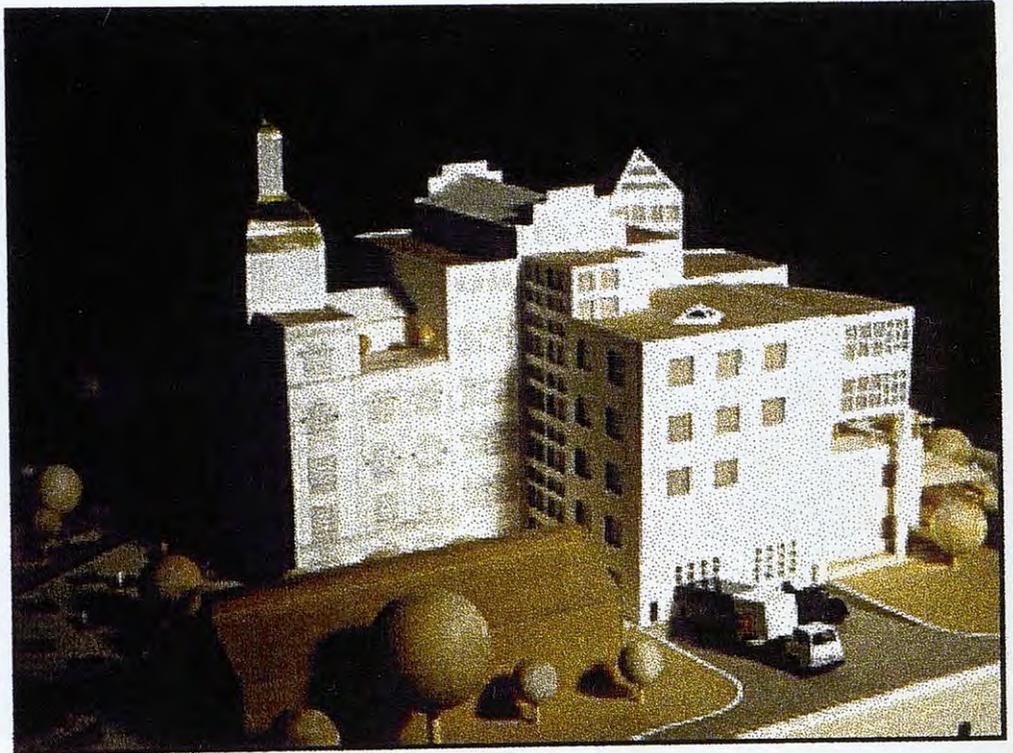


Fig. 81 Northeast corner of Museum.

## Process

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### Schematic Review

The schematic review of my thesis was beneficial in a number of ways. There were certain areas that needed development and articulation.

- The new architectural addition that my thesis required was advised to be created with a transitional element that produced a clear but subtle transition between the existing and the new architecture.
- Another issue brought up at my schematic review was that of transitions along the site. These transitions included careful design of the parking layout for the ease of pedestrian flow. Thus, producing the most feasible layout for the circulation needed to avoid conflicts among its users.

The following pages explain how these issues were solved and addressed in the completion of my thesis.

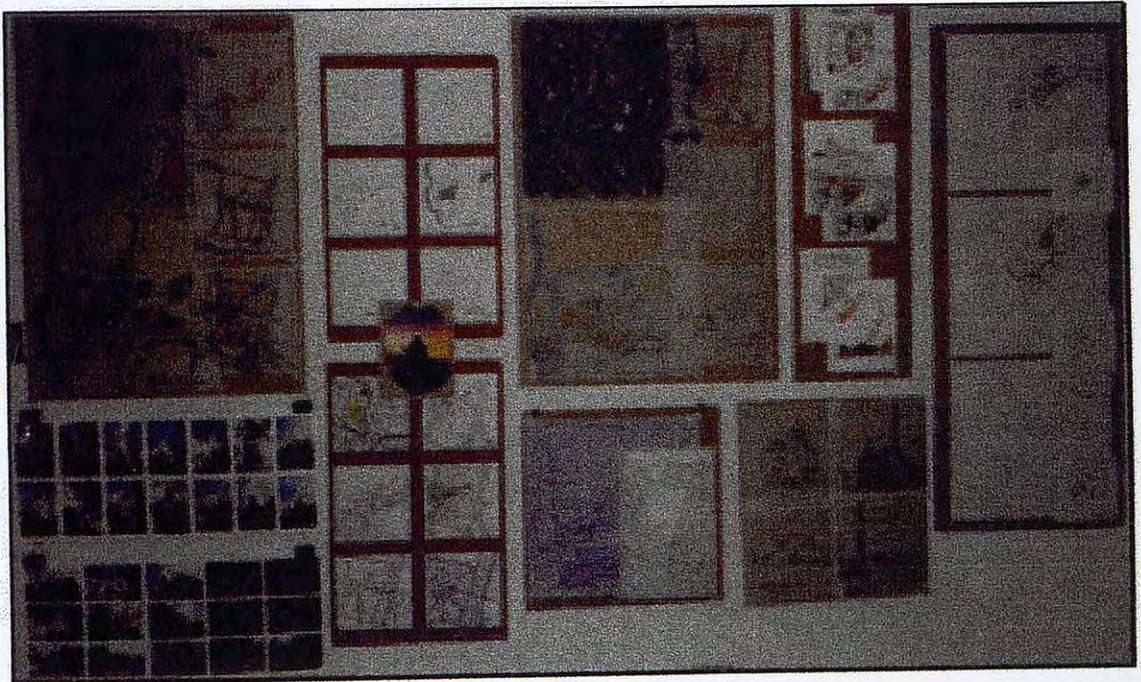
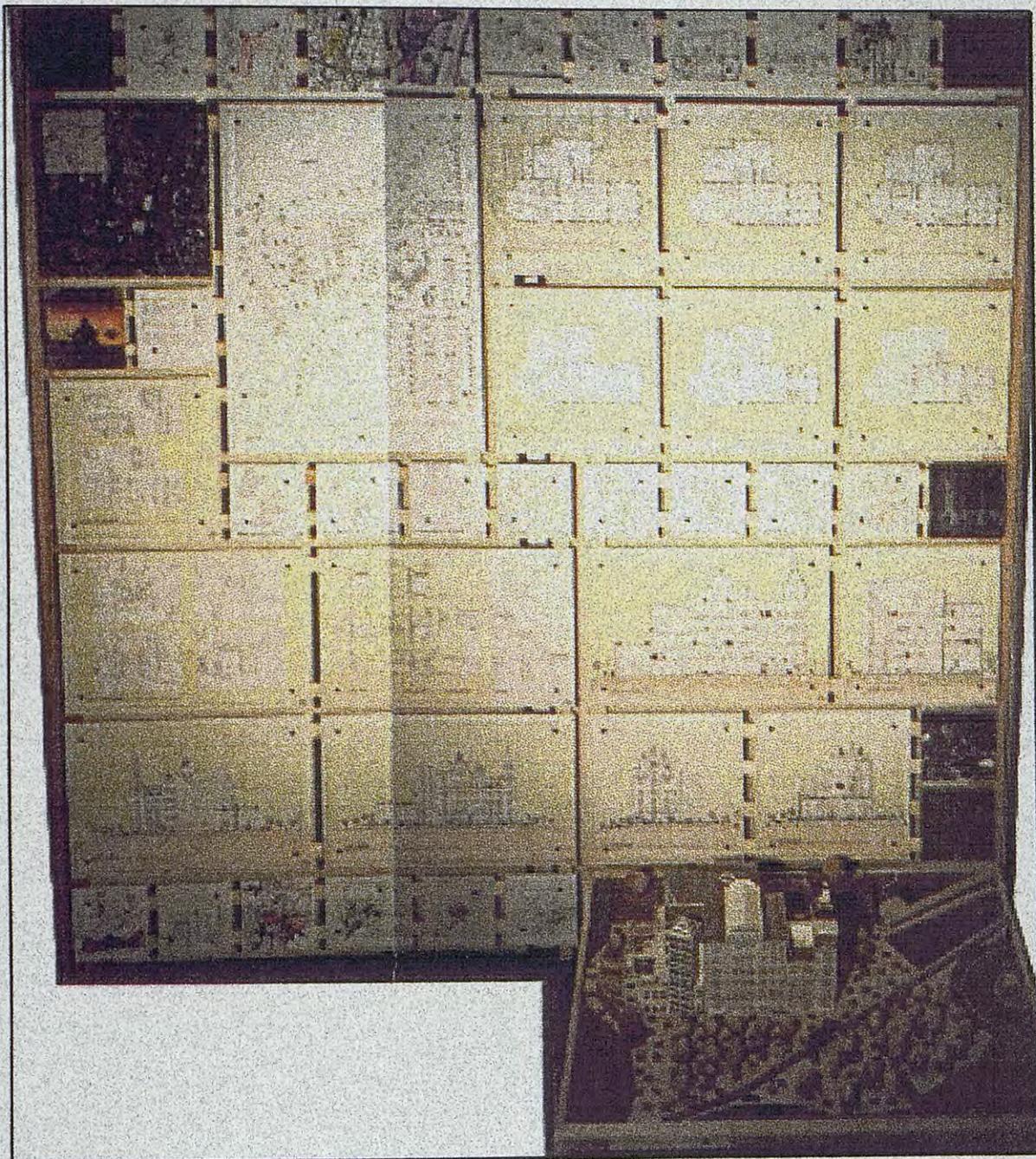


Fig. 82 Schematic pin-up.

# Description



## Description

### Spatial Layout

#### Hierarchy of Spaces

There are three existing buildings on the Pearl Brewery site that I salvaged for the success of the new museum. The hierarchy of spaces contain different elements that create a balance between all the proposed buildings of the site. Between the museum building and the proposed visitor center stands a reflecting pool which helps tie that building to the plaza area. Between the proposed Harley-Davidson shop and museum stands the large landscaped plaza. This plaza is key in connects a proposed amphi-theater to the whole site as



Fig. 83 Northwest corner of Museum.

#### Key Design Features

Certain design features clearly stand out in my design. The most dominant feature in my design is a glass fire stair which is shifted slightly to help distinguish the new architectural features of the building. As one wraps around the building a subtle architectural addition with pure geometric forms help accomplish all the programmatic needs of the program. At the same time the simplicity of the addition helps clarify the issue of establishing the integrity of the historic structure.

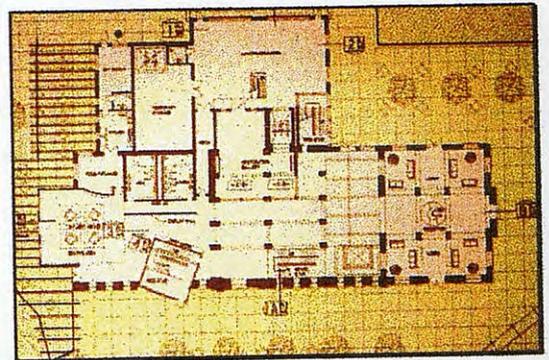


Fig. 84 First Floor Plan.

# Description

## Organization

### Complete Design Solution

My complete design solution encompasses a variety of issues and concerns which needed careful integration. A major part of the new museum was to create an ambience that was similar to the successful Riverwalk. The approach I took was to create an additional riverfront which enabled an island to be developed for community life.

By creating this island I was able to design bridges that resembled the bridges found in the downtown district. Also by creating this island I was able to propose an amphitheater which resembled another motif found along the Riverwalk. Altogether the complete design solution enables the visitor to not just view another museum, but, it allows a visitor to explore the whole site and participate in all of the attractions the museum has to offer.

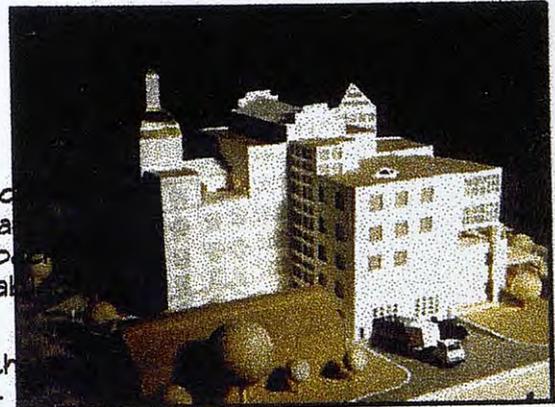


Fig. 85 Northeast view of museum.



Fig. 86 Northwest view of museum.

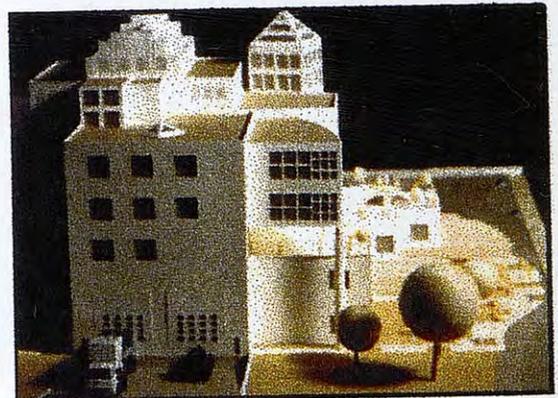


Fig. 87 North view of museum.

## Description

### Site Layout

My site was a very large one. When I first started to organize the site, there were certain things that needed special focus. The Pearl Brewery sits to the Northwest of two interstate highways. This brought up the issue of drawing people to the site.

I addressed this concern by designing multiple means of entering the site. I first re-routed the river to allow the popular "rivertaxis" to approach the site. I then proposed a trolley that would allow people to reach the site from other downtown attractions. Finally the vehicular entrances allow any visitor to the museum to simply drive-thru the site and enjoy the development of the historic structure. Once on the site the visitor is welcomed by the large plaza that was talked about earlier. Once on the plaza the visitor can enjoy the visitors center, the Harley-Davidson shop, the amphi-theater, and ultimately the Harley-Davidson International Museum.

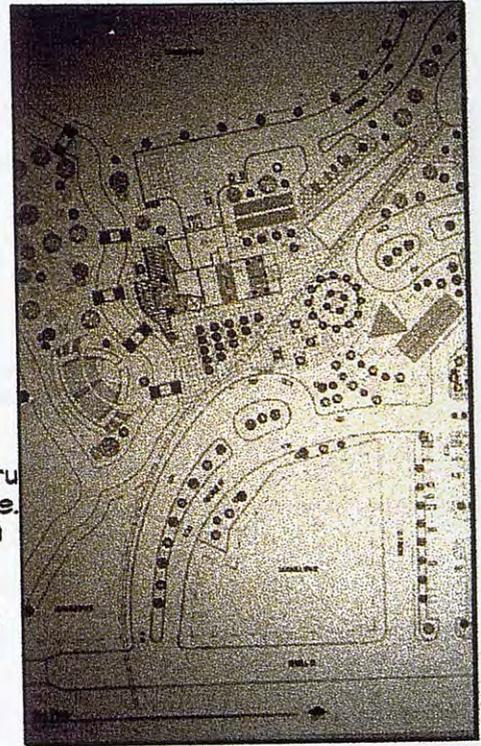


Fig. 88 Final Site Plan.

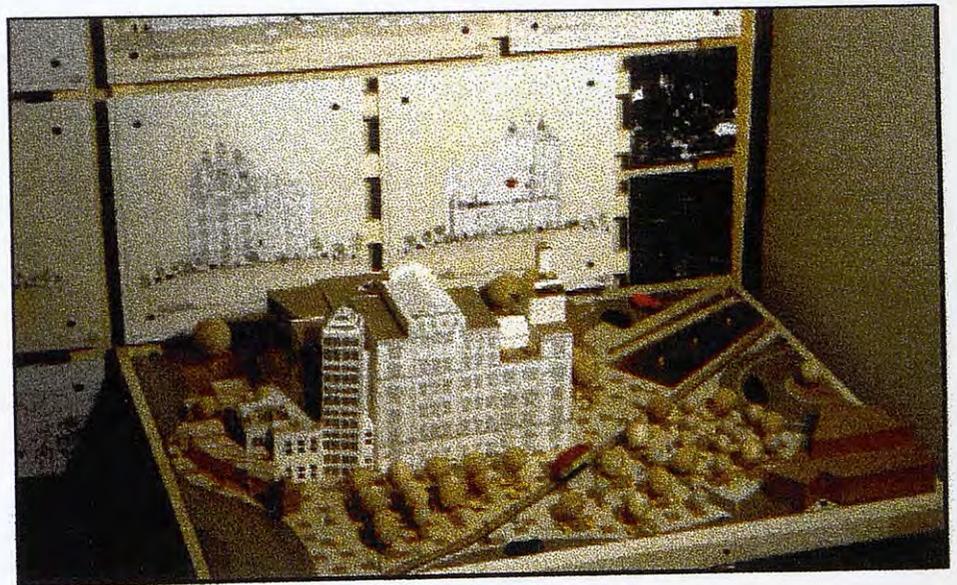


Fig. 89 View of model at Final Presentation.

# Description

## Structure

Structurally the project required a combination of structural components. The existing portion of the museum contained a masonry structural system. It has load bearing walls and concrete slab flooring. The existing structure required minimal change, thus, maintaining its historic integrity.

I removed portions of the existing structure to integrate design features that enhanced the interior quality of the museum. The removal of slab portions were also designed appropriately to accommodate vertical circulation systems.

The new museum demanded additional building to fulfill certain programmatic requirements. With a new architectural image, I chose a column and beam system which showed the distinction between the old and new. The foundation of the existing brewery building has an appealing structural look. From archival drawings I was able to represent the brewery's structural character.

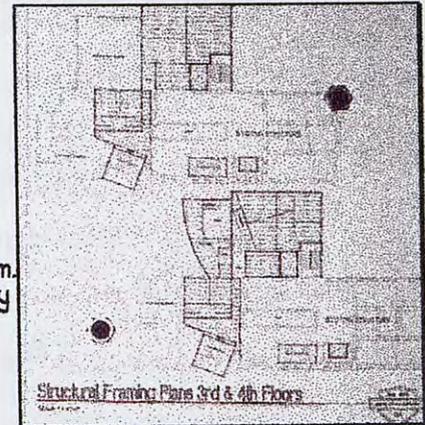


Fig. 90 Structural Plans.

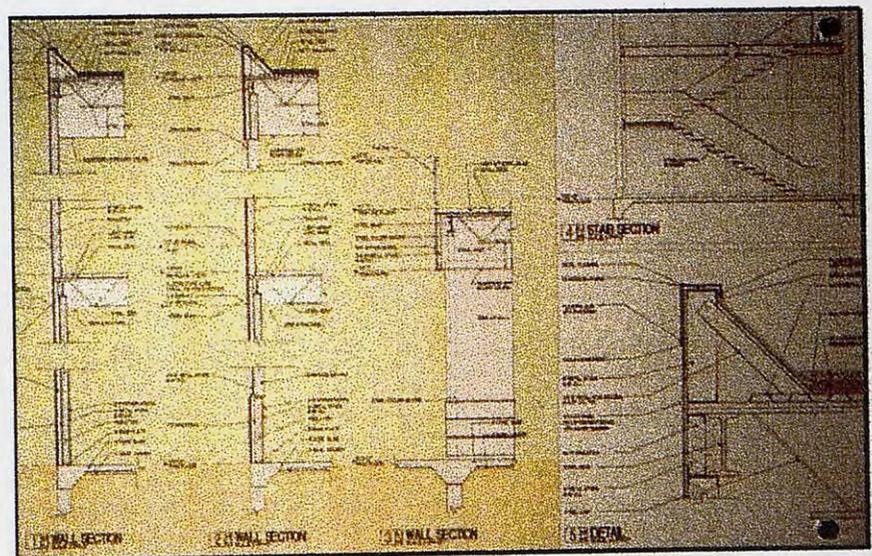


Fig. 91 Wall Sections and Details.

## Description

### Mechanical System

The mechanical layout also took careful thought and planning. In order to serve multiple buildings on the site, I designed an underground chiller and boiler room. This room is located at the end of H-D Drive. From here a four pipe system feeds all the buildings on site. The pipes consist of a CWS, CWR, HWS, and HWR.

I have designed the original brewery stack to serve as an evaporation tower. I also designed evaporation and convection lines to run under the reflecting pool for the fountains pressure.

In the museums interior I created a vertical mechanical chase that serves the different floors. From variable air control boxes I have designed an appropriate duct layout to supply the entire building floors.

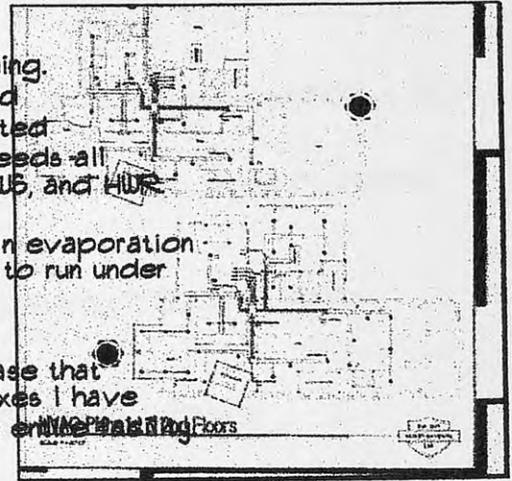


Fig. 92 HVAC Plans.

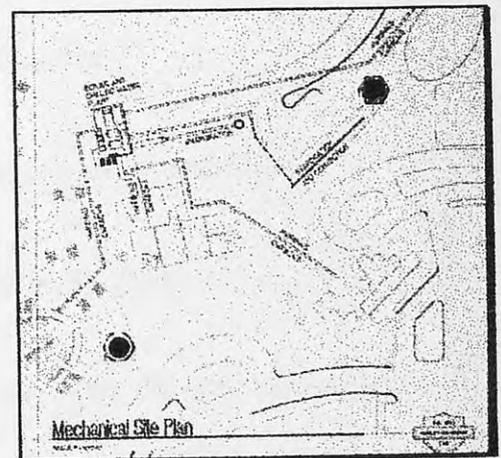


Fig. 93 Mechanical Site Plan.

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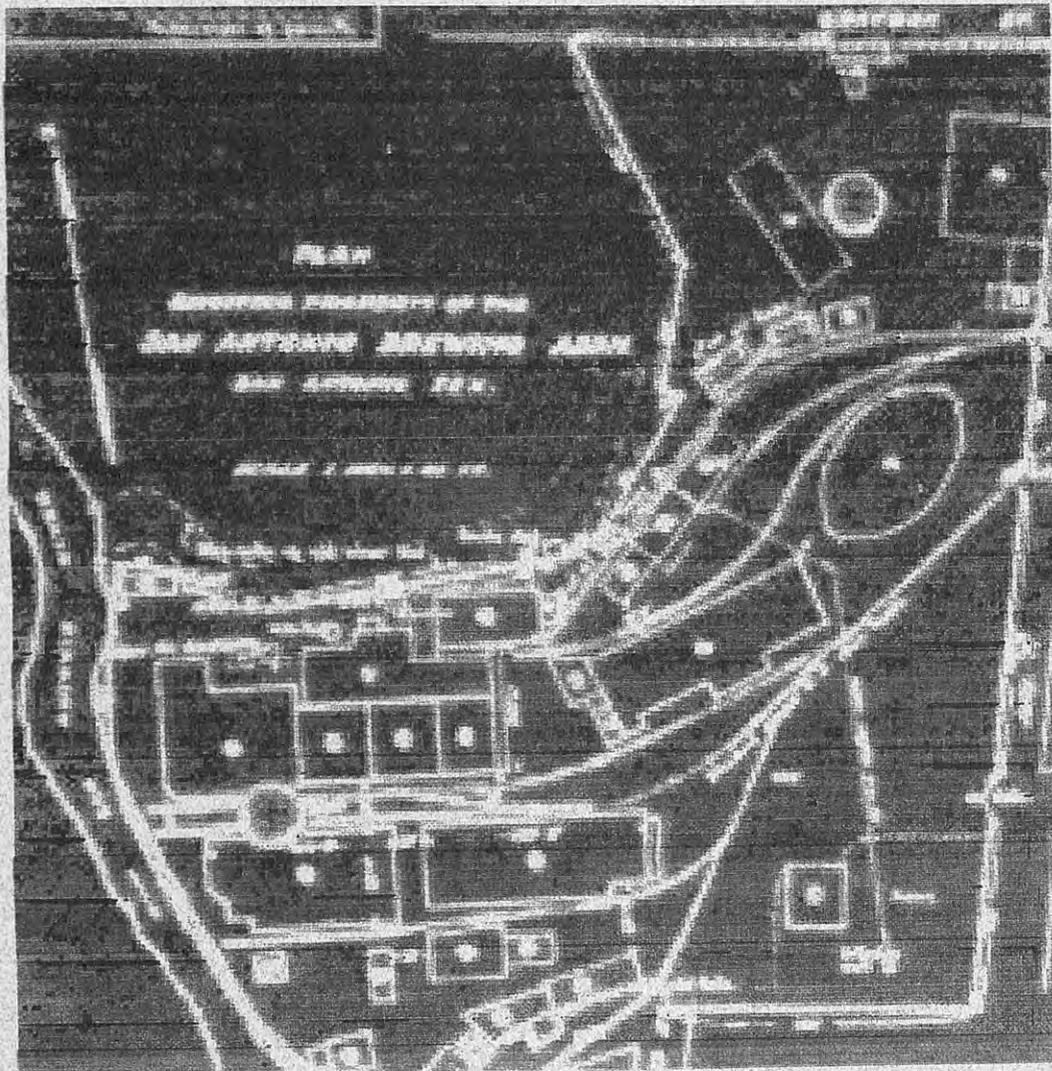
## Bibliography

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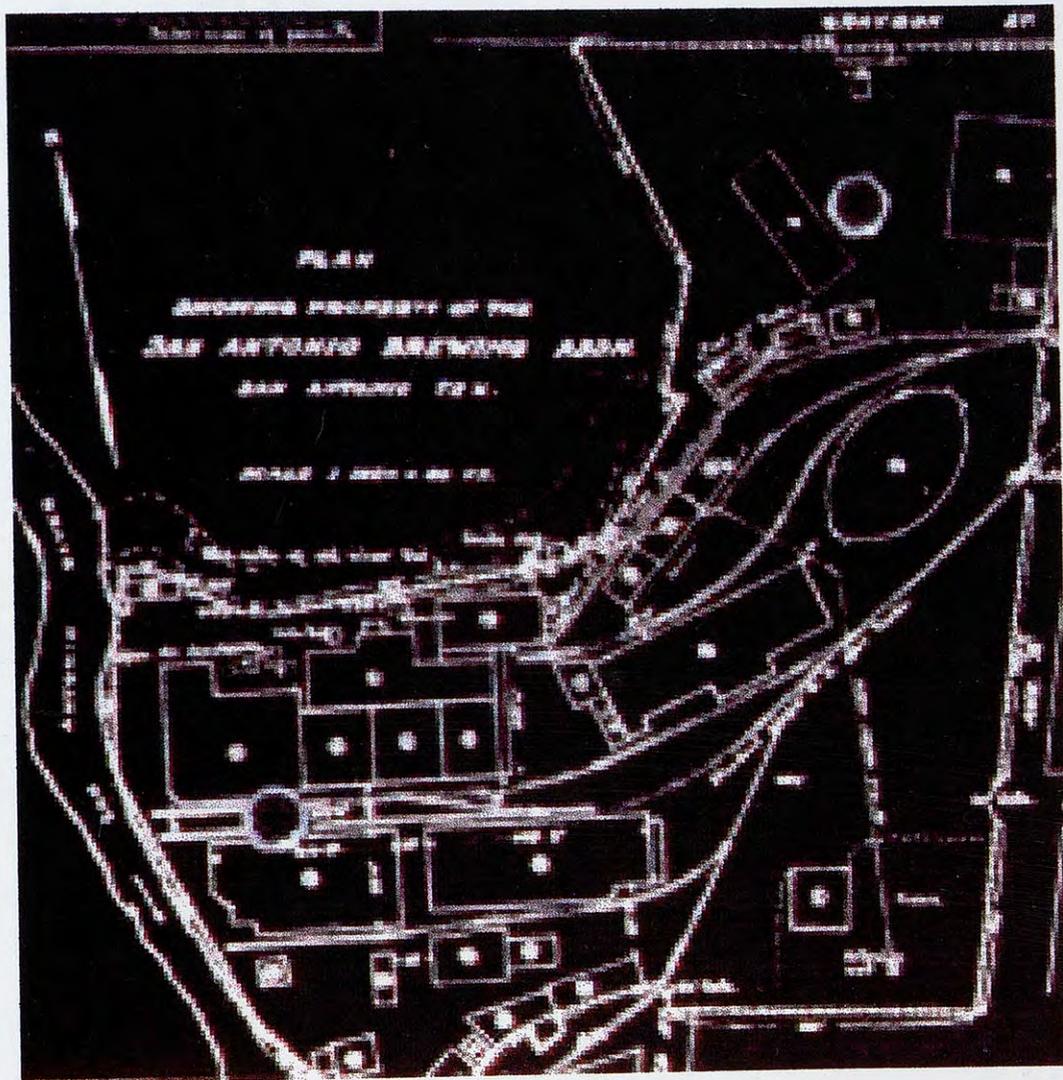
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# Appendix

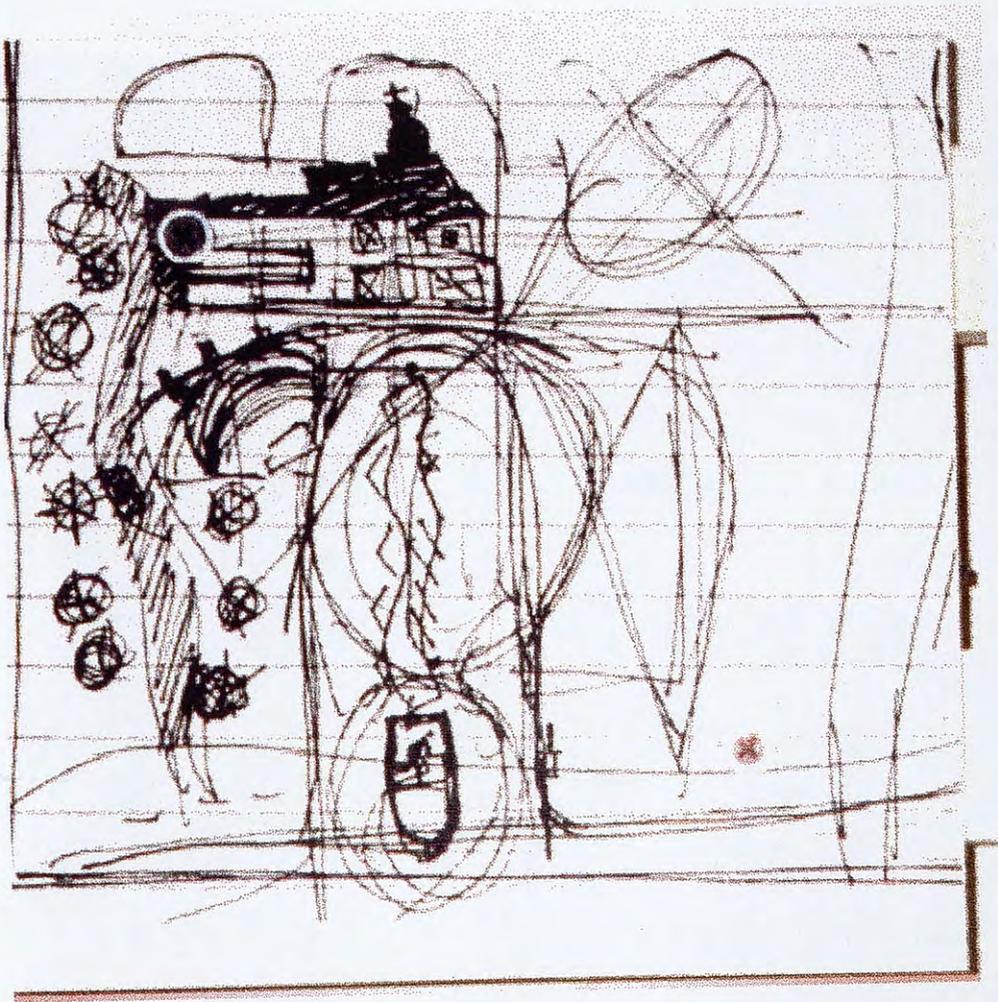
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# Existing Site Plan - 1930



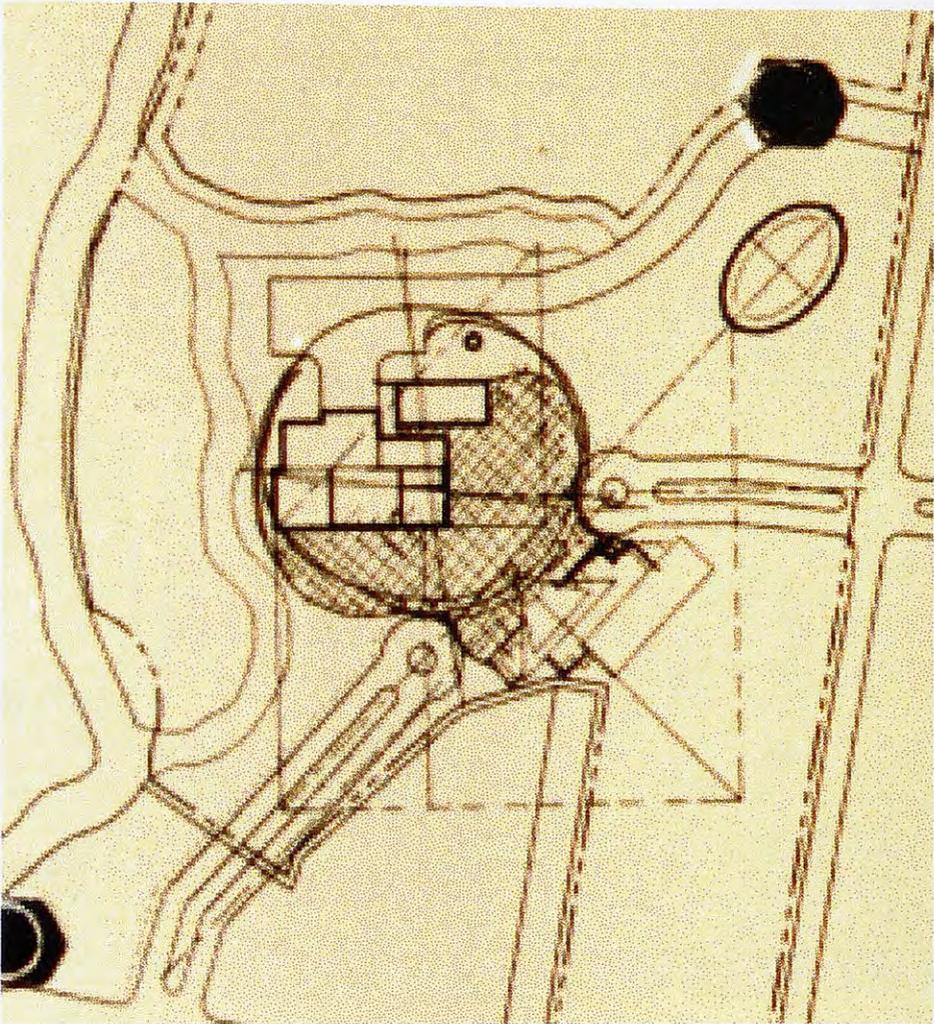
Early Sketch



# Spatial Organization Study

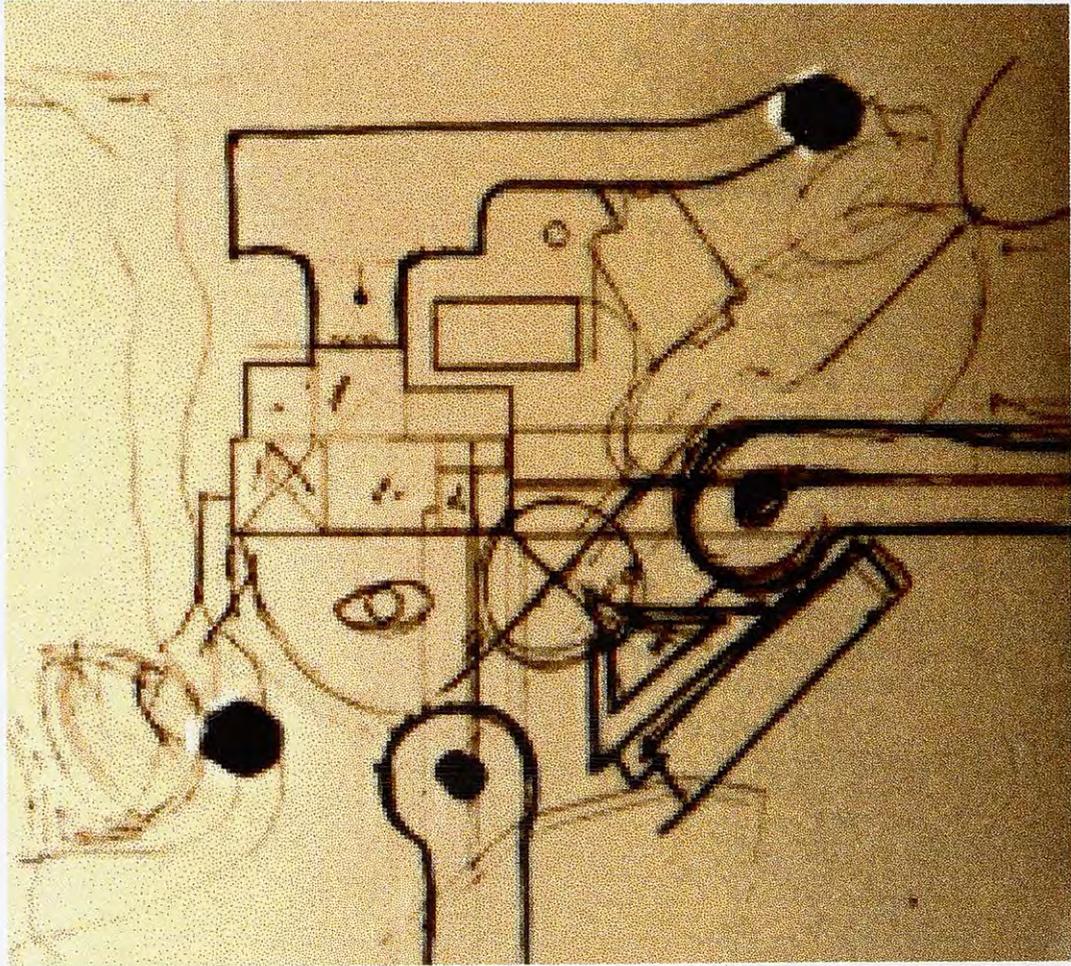


Plaza Area Schematic



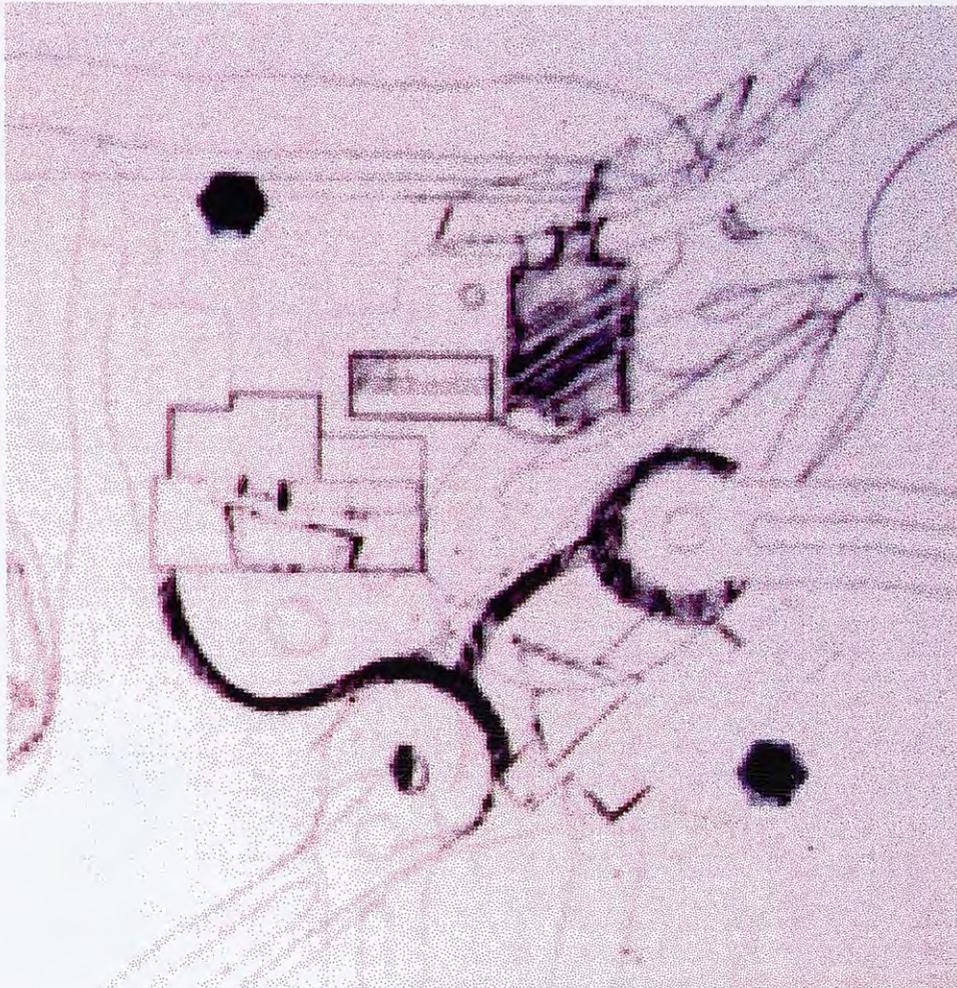
# Schematic Diagram

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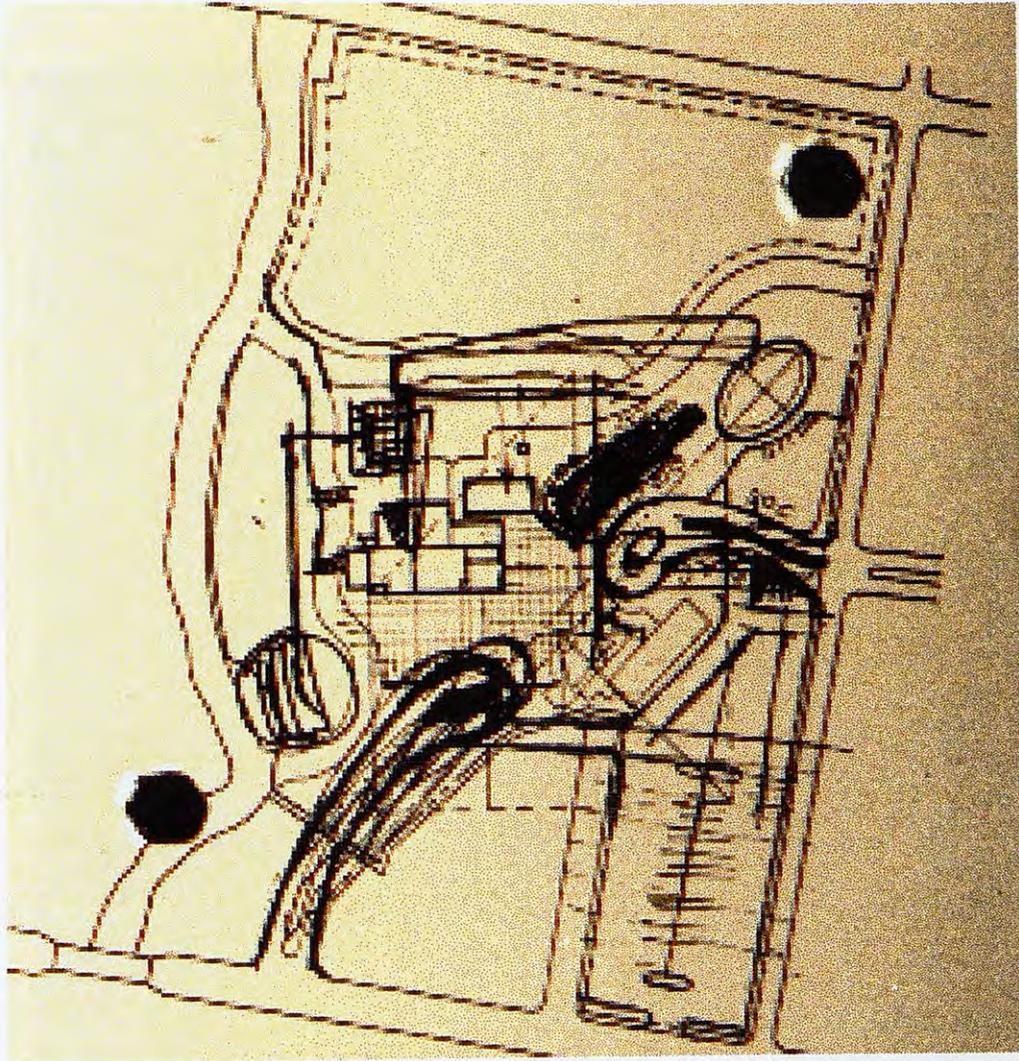


# Site Approach Study

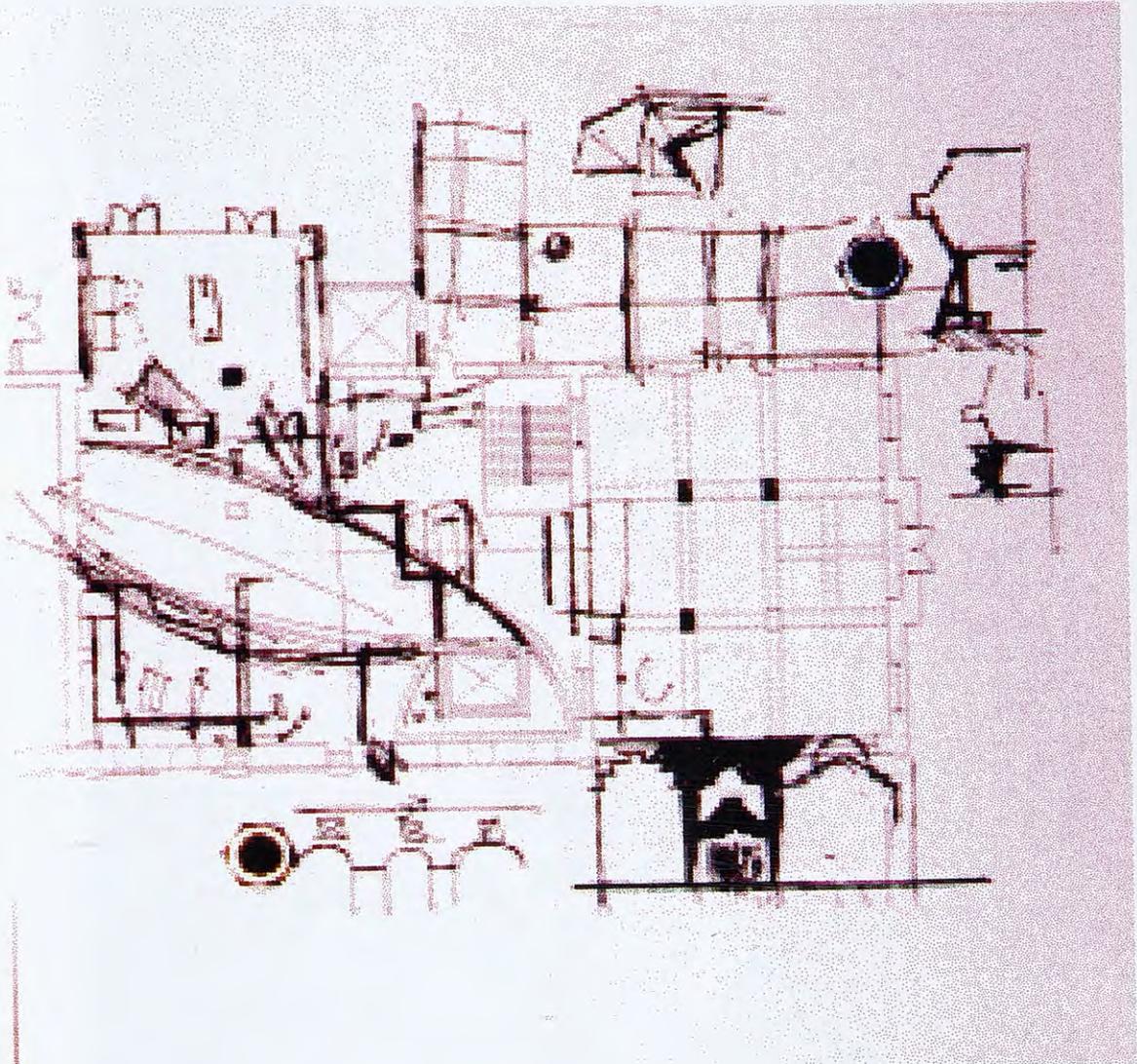
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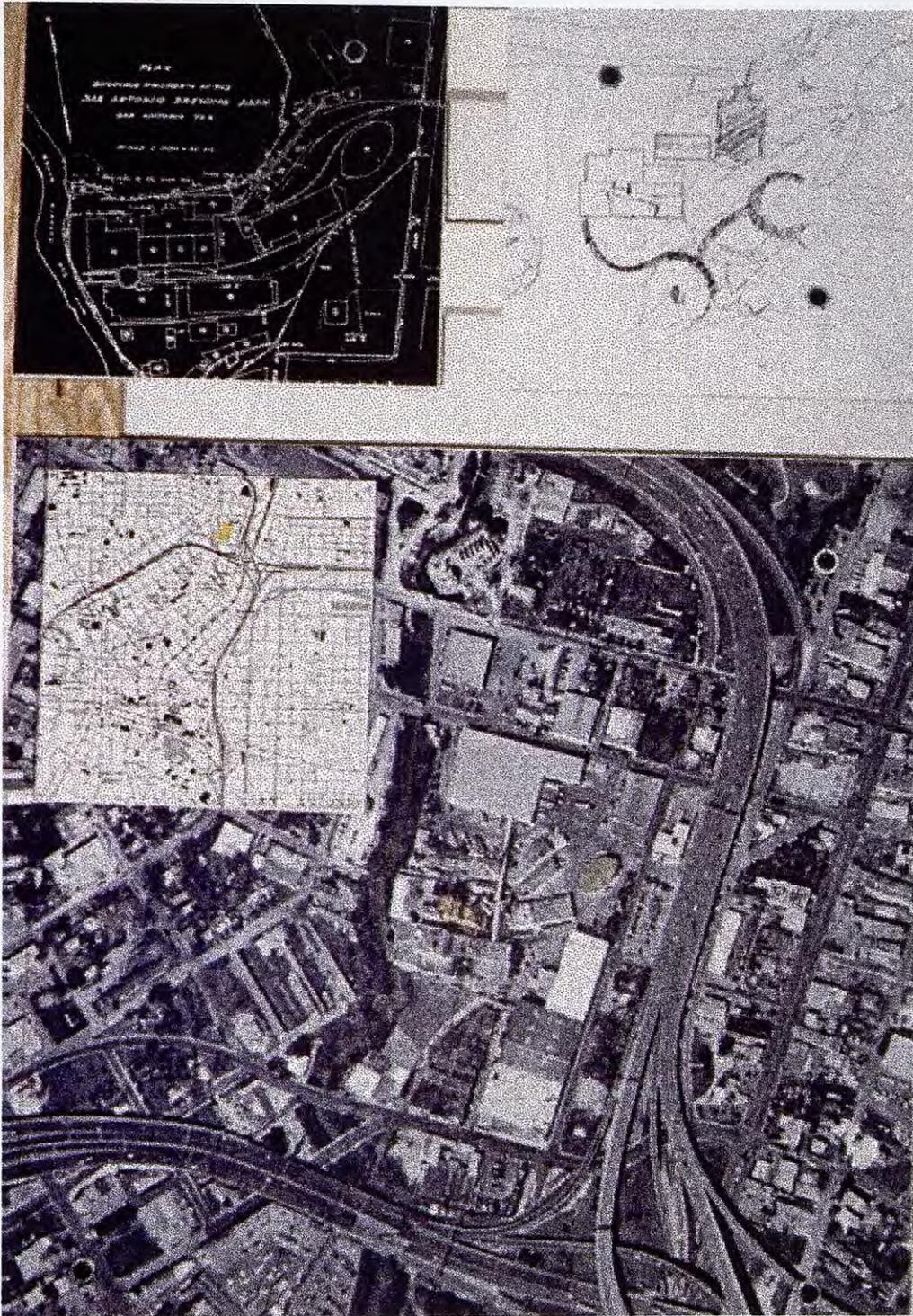
# Spatial Connection Schematic



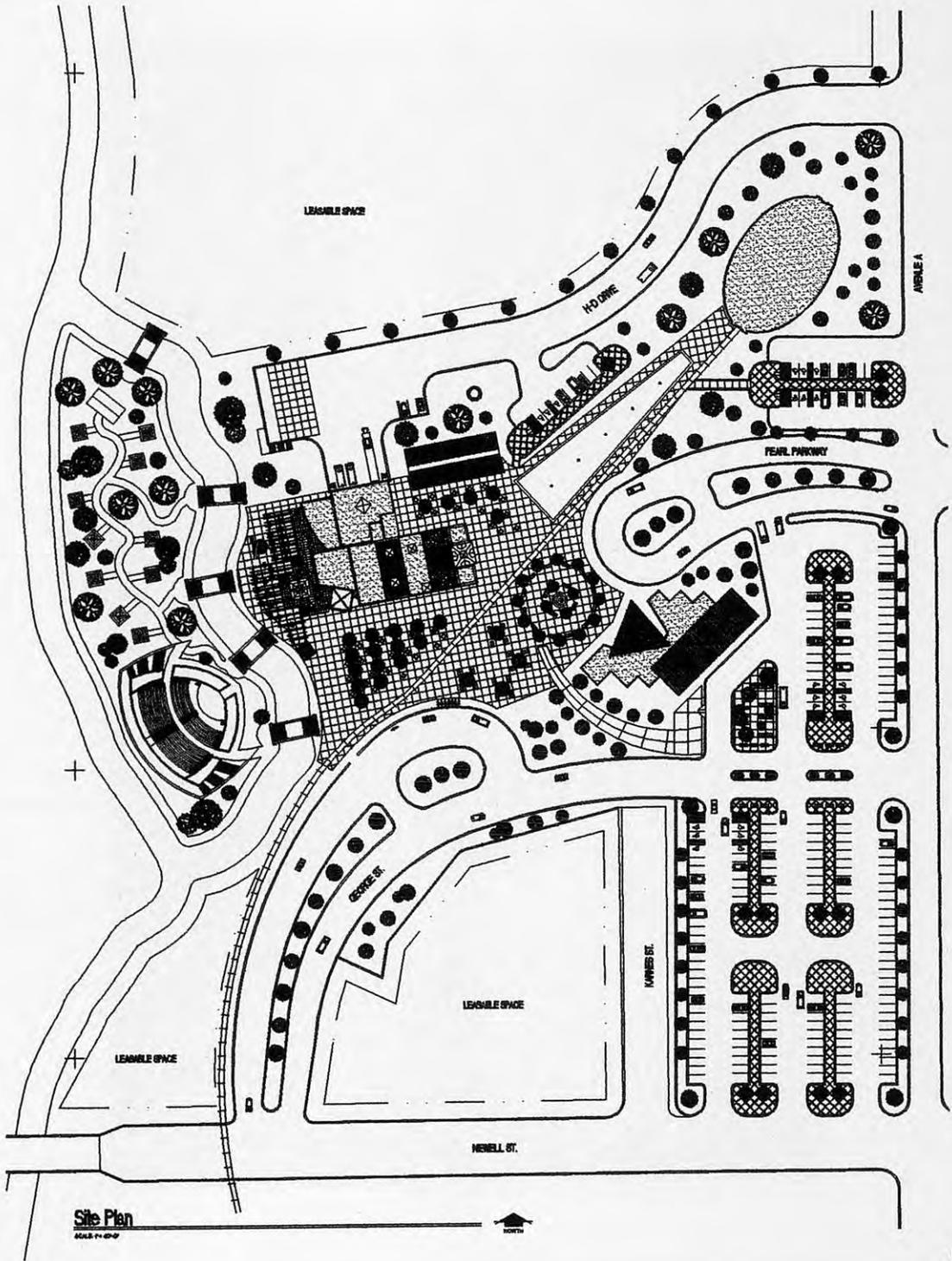
# Interior Space Study



# Site Location Plans



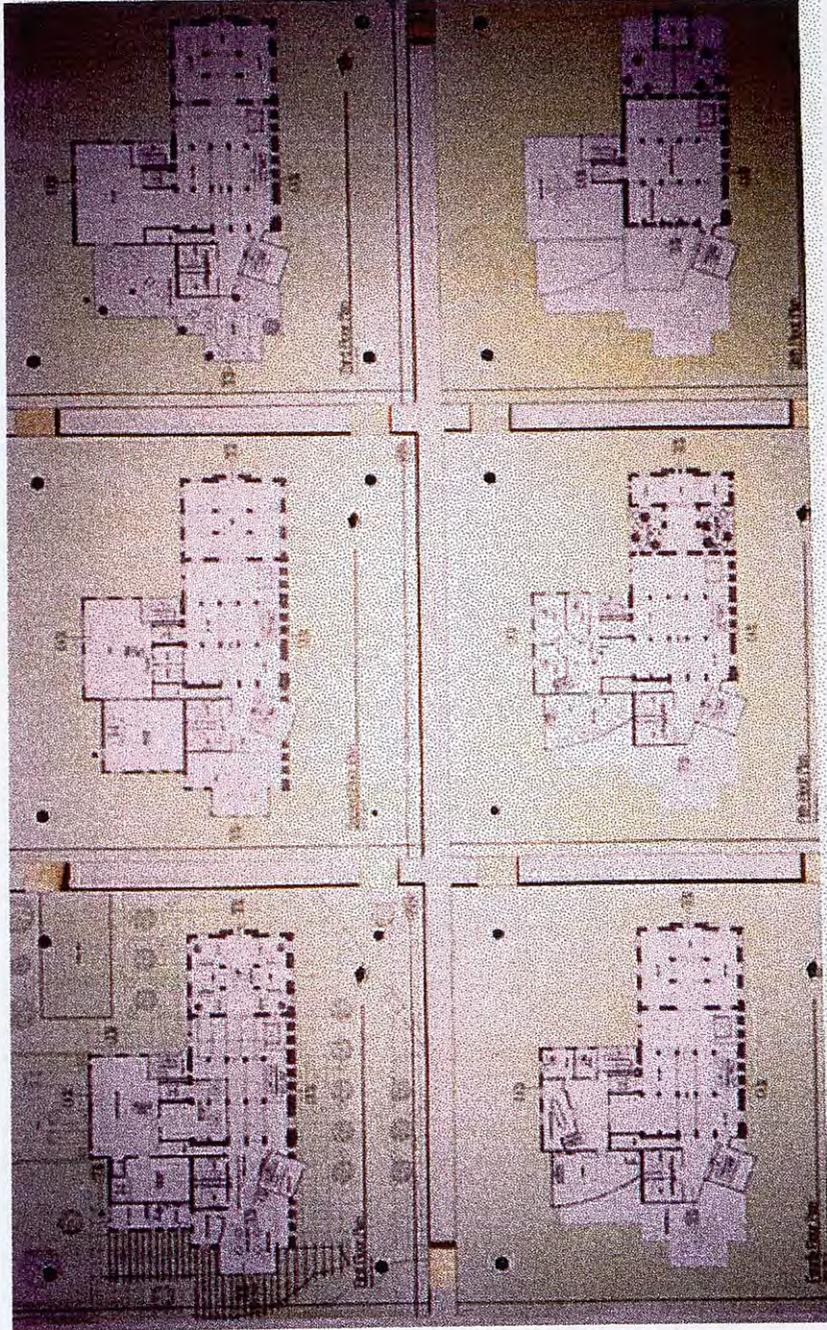
# Site Plan



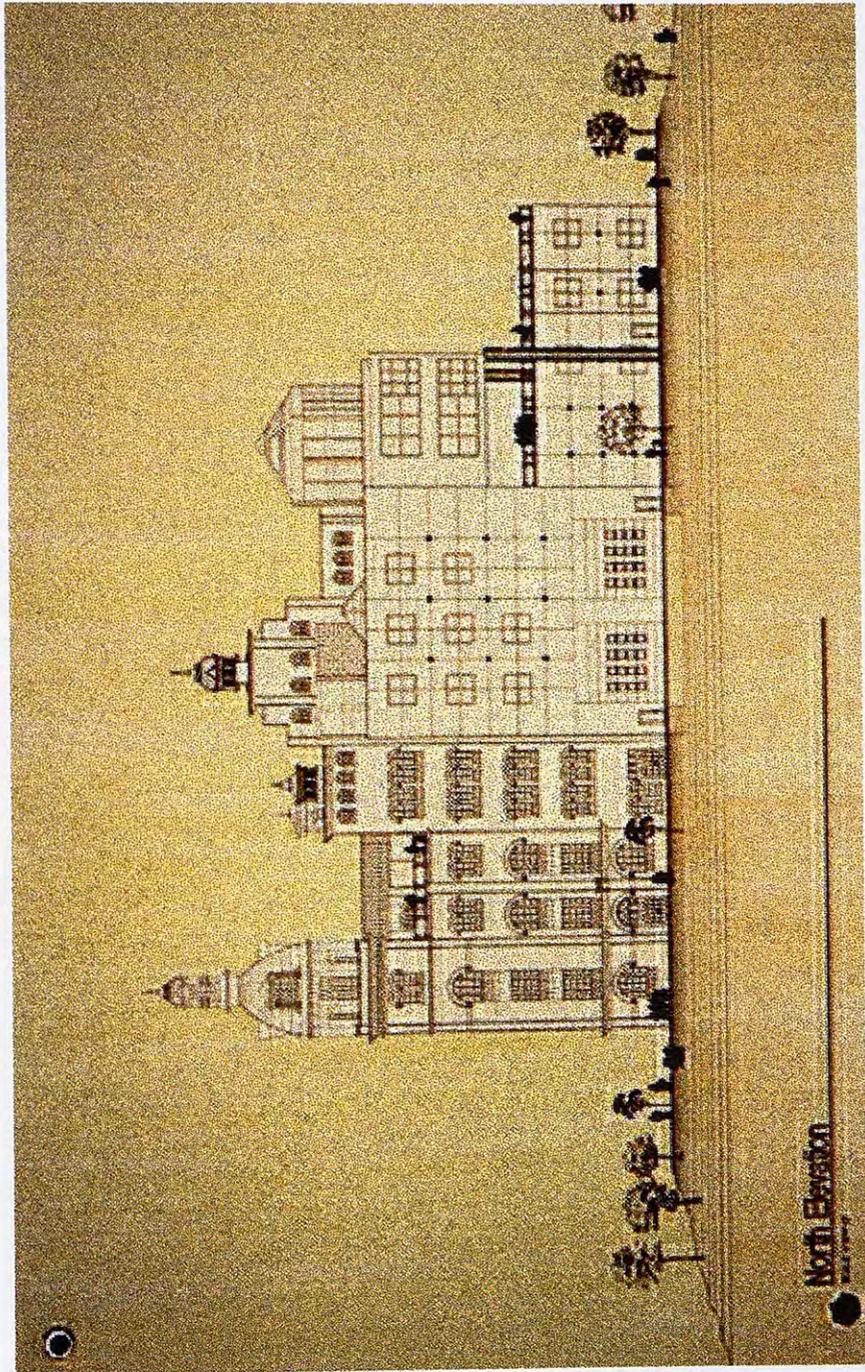
Site Plan  
SCALE 1/4" = 1'-0"



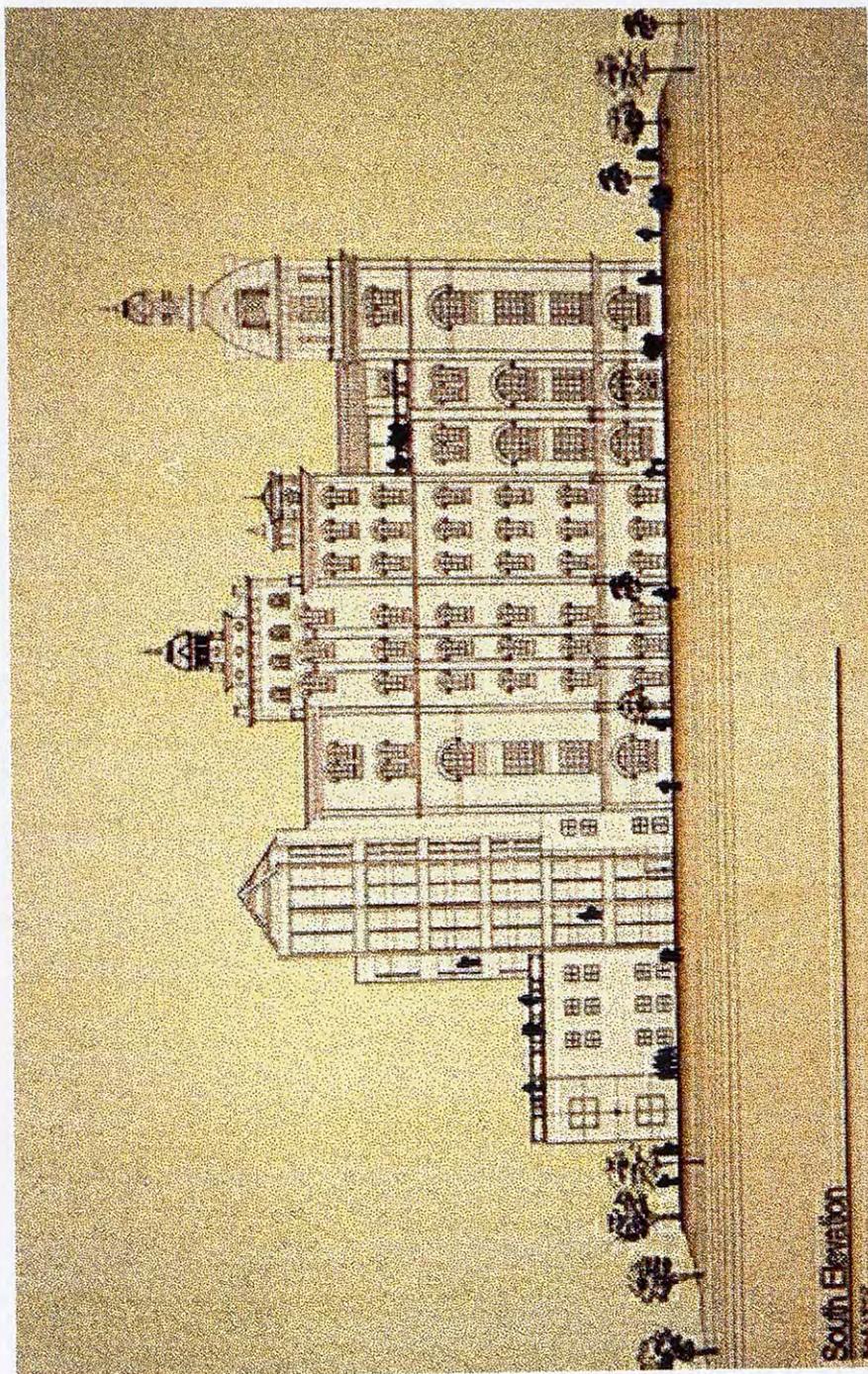
# Floor Plans



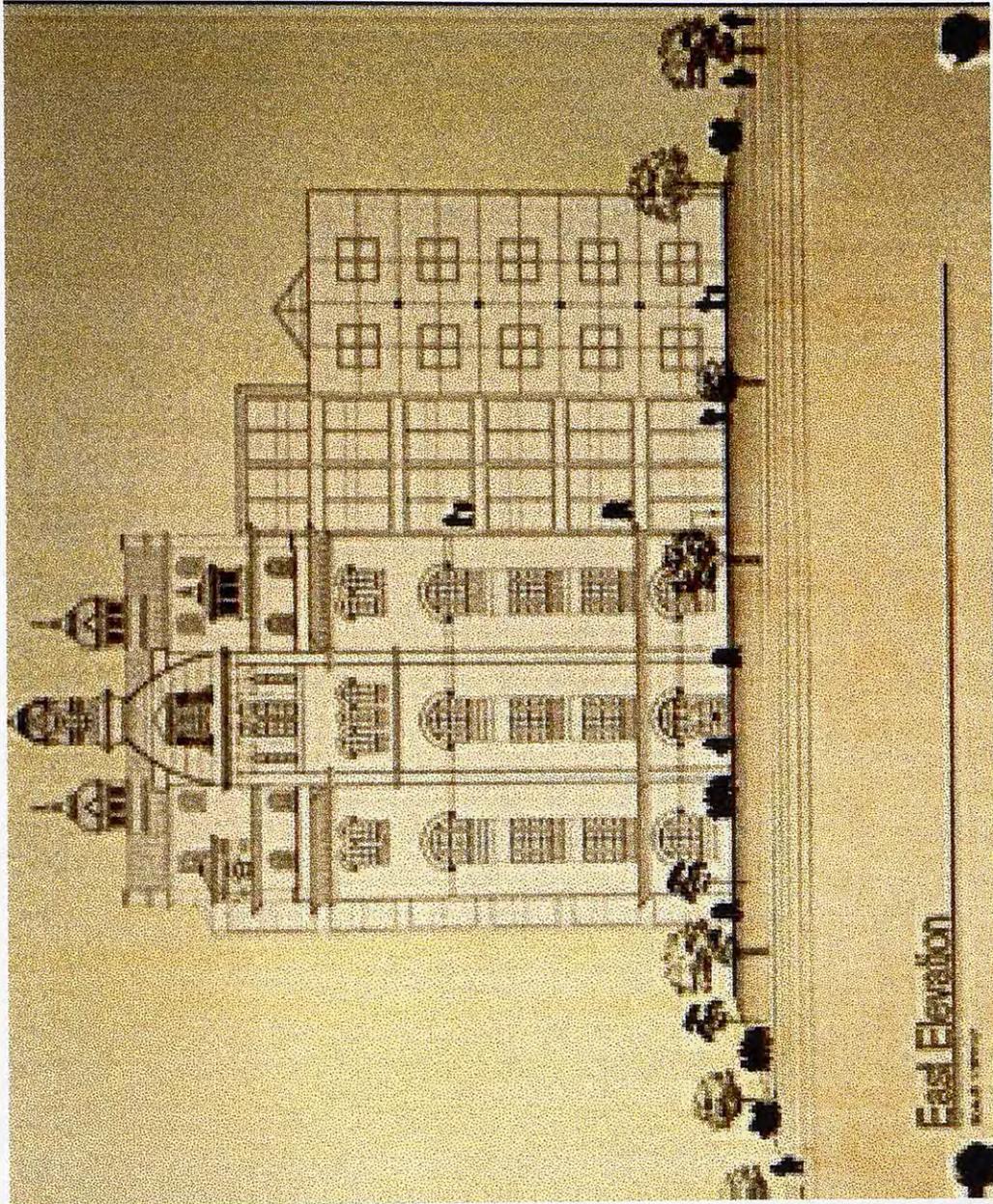
North Elevation



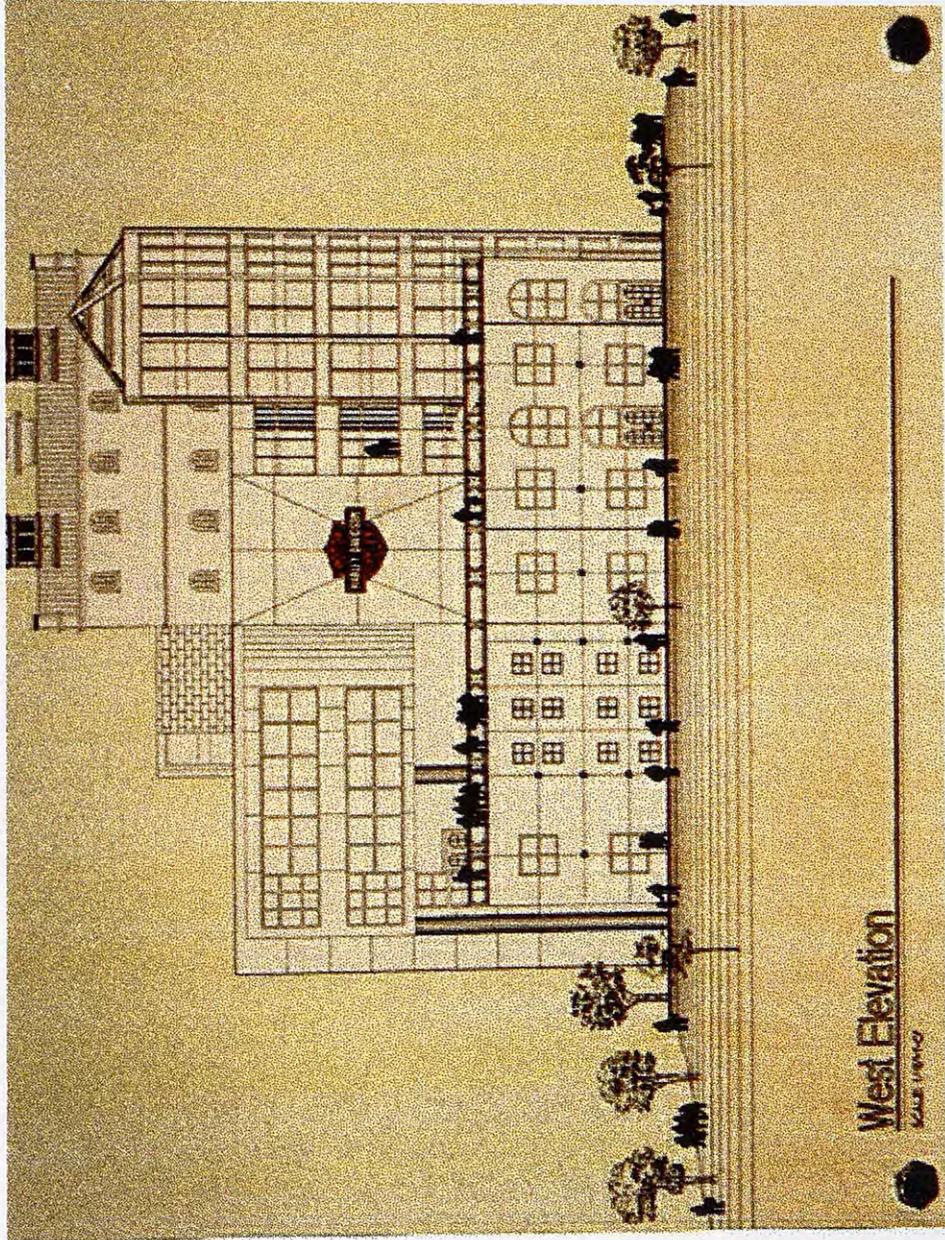
# South Elevation



# East Elevation

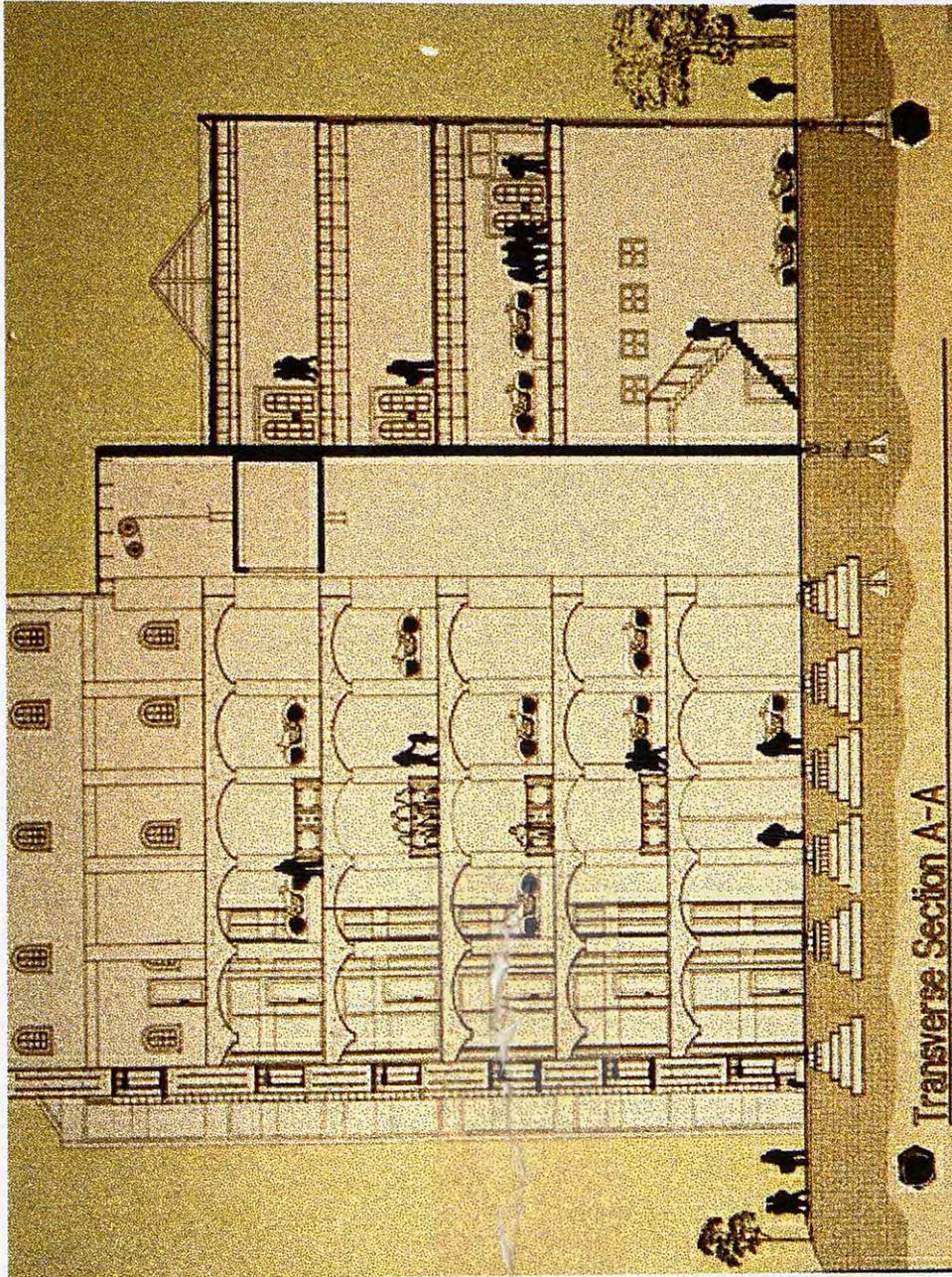


# West Elevation

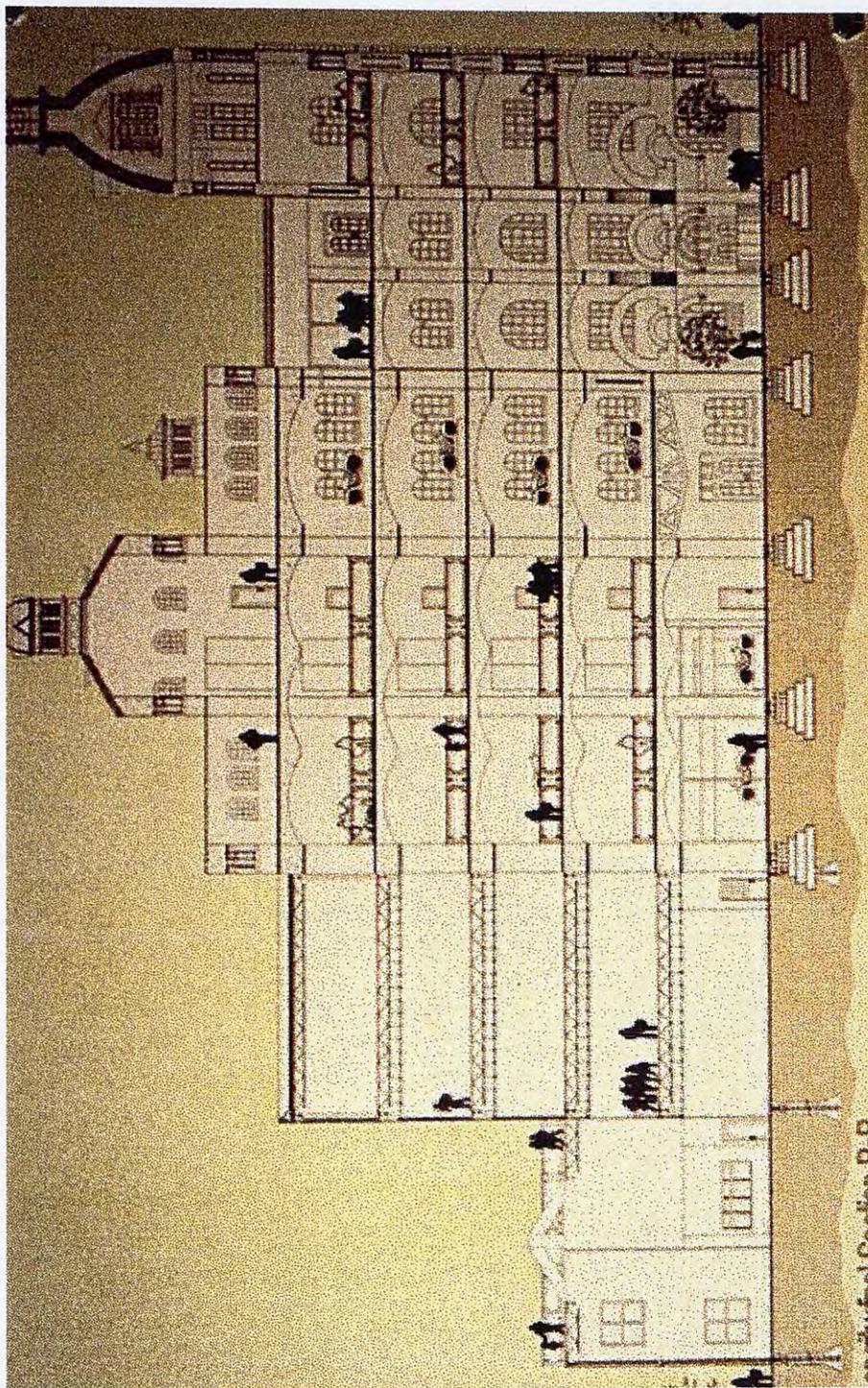


West Elevation  
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# Transverse Section

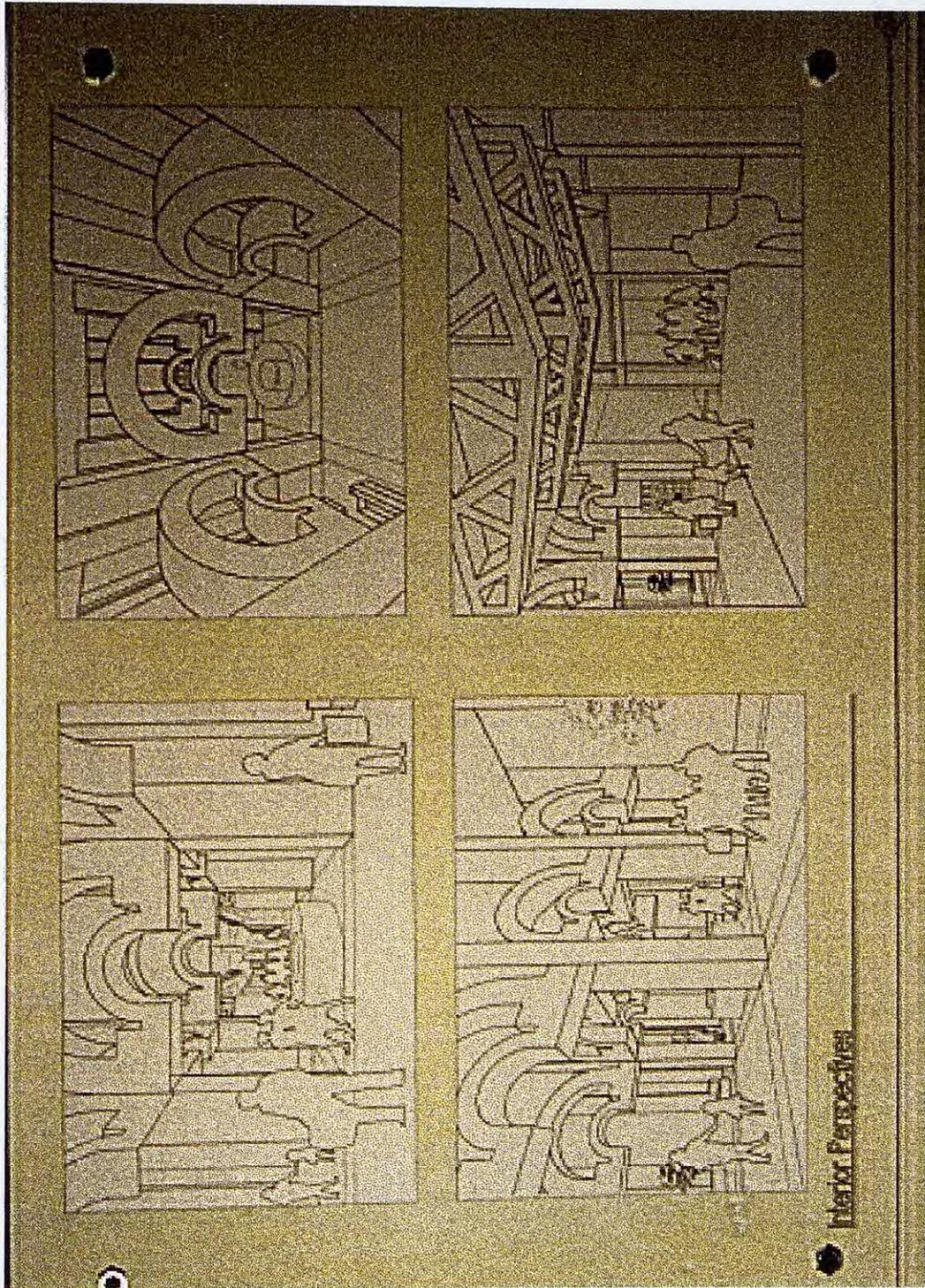


# Longitudinal Section



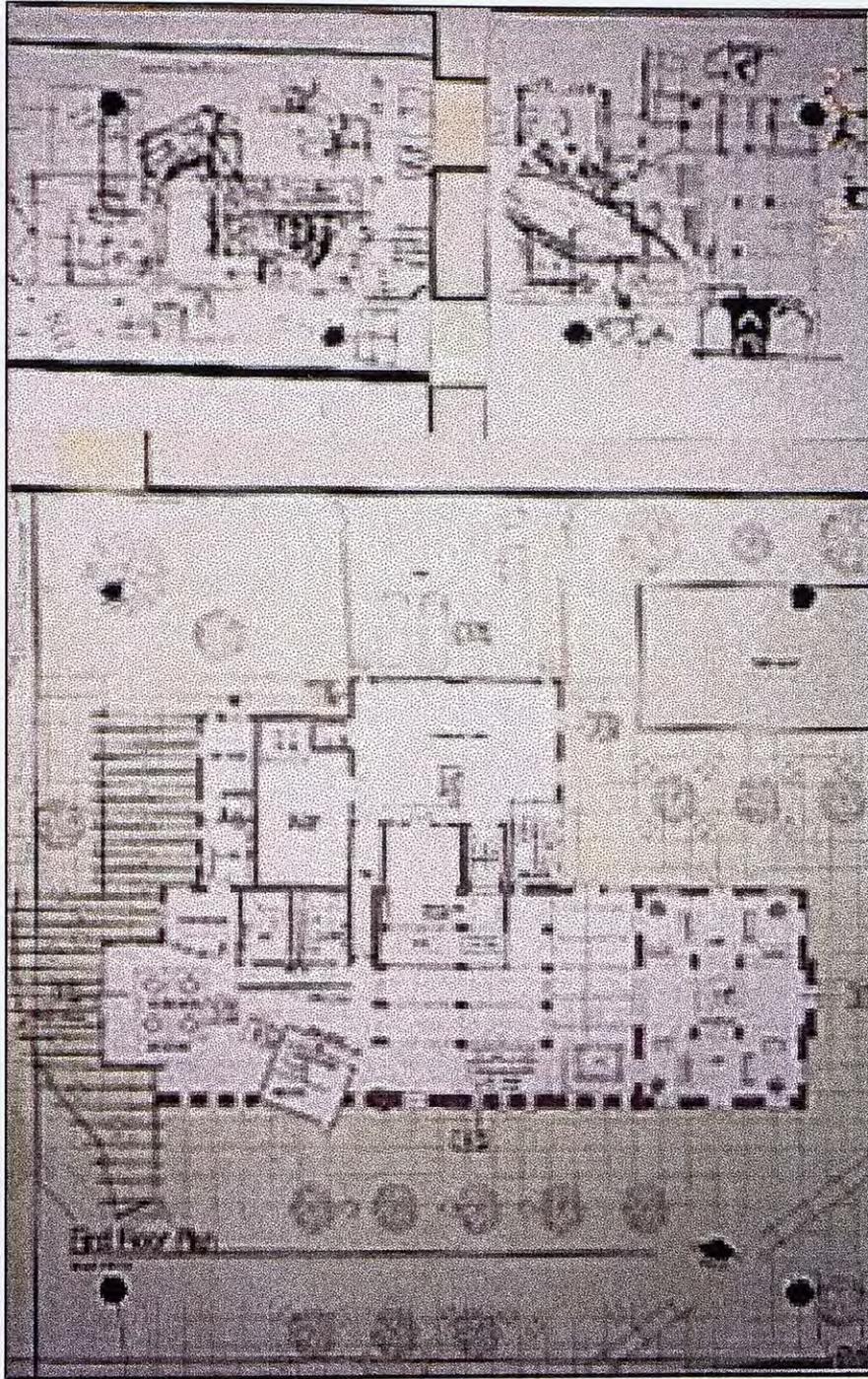


# Interior Perspectives

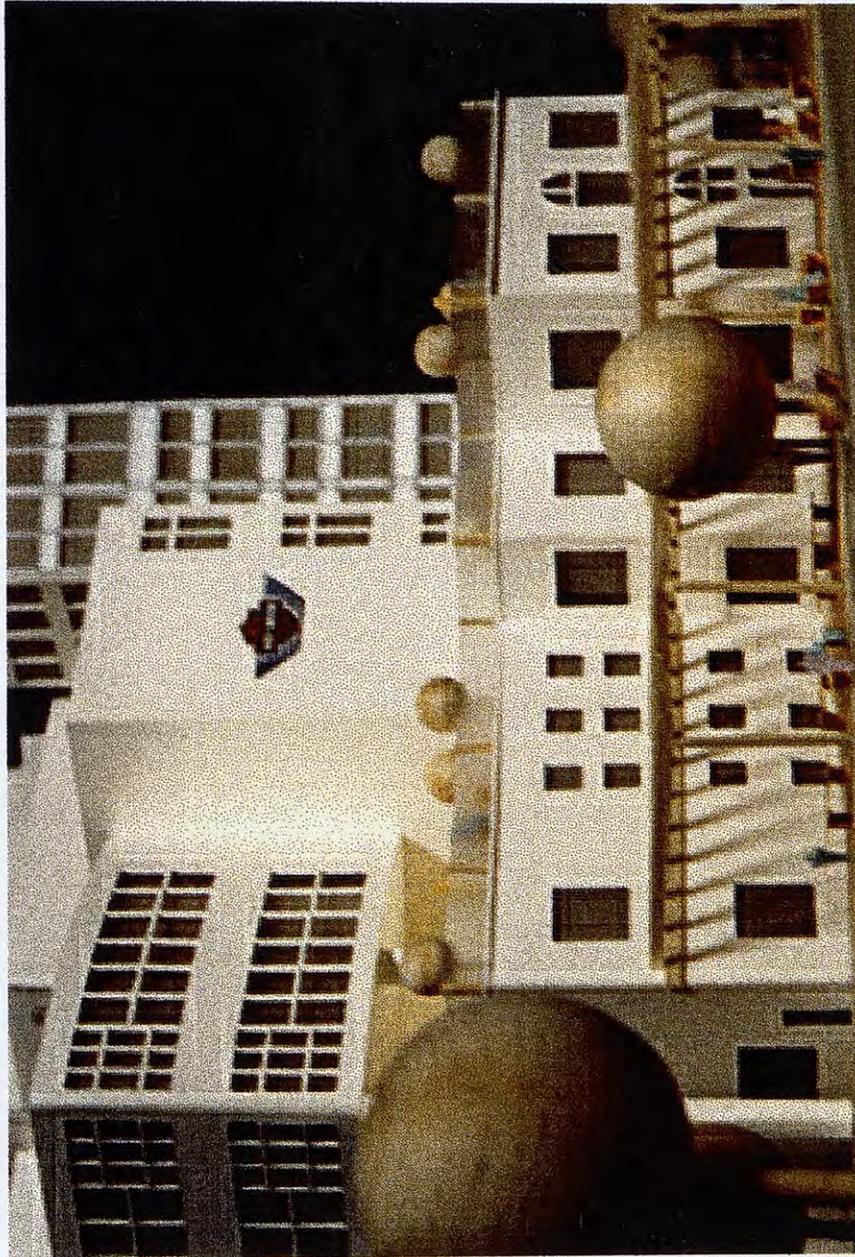


Interior Perspectives

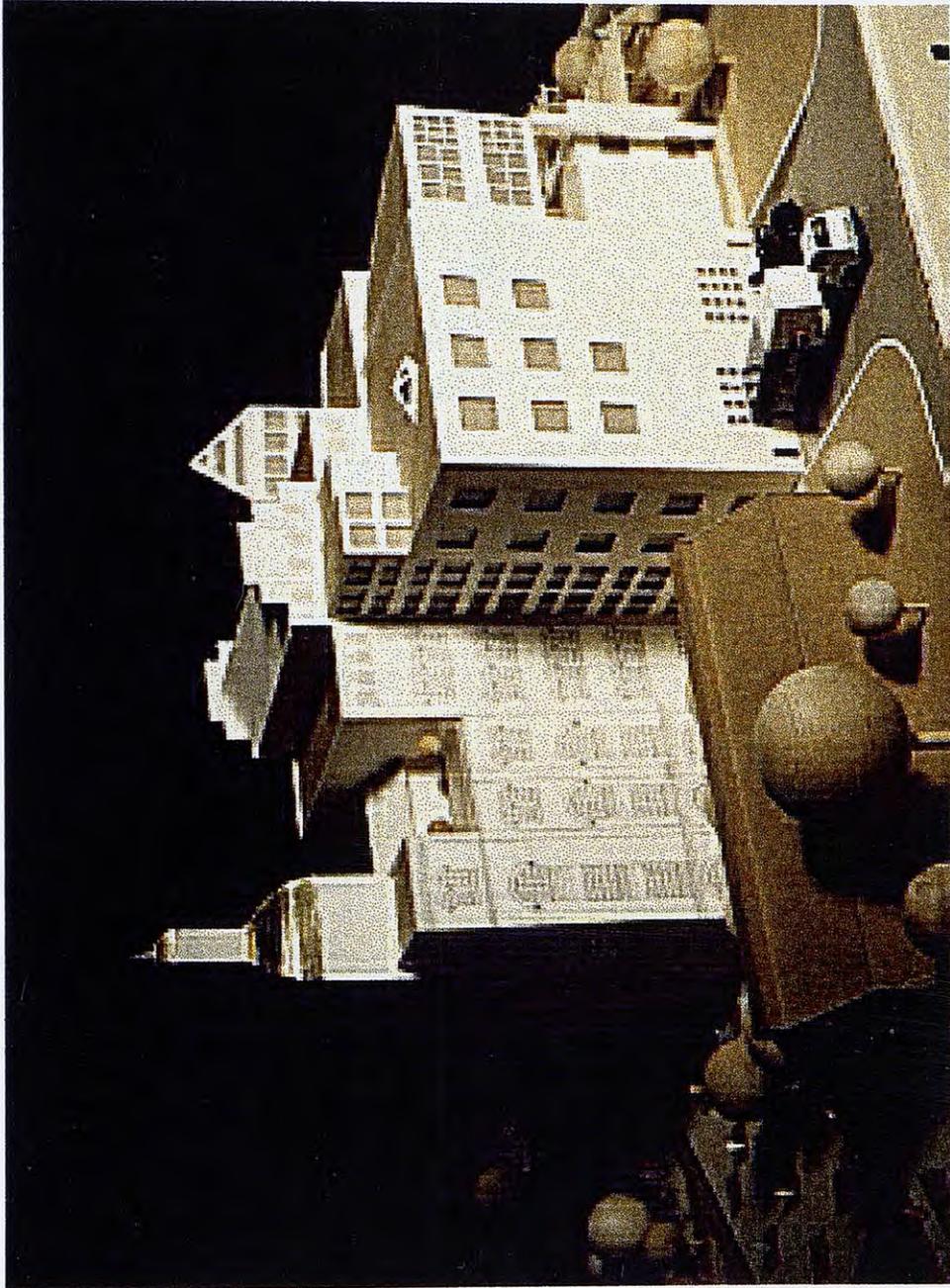
# First Floor Plan and Schematics



Northwest Corner of Museum

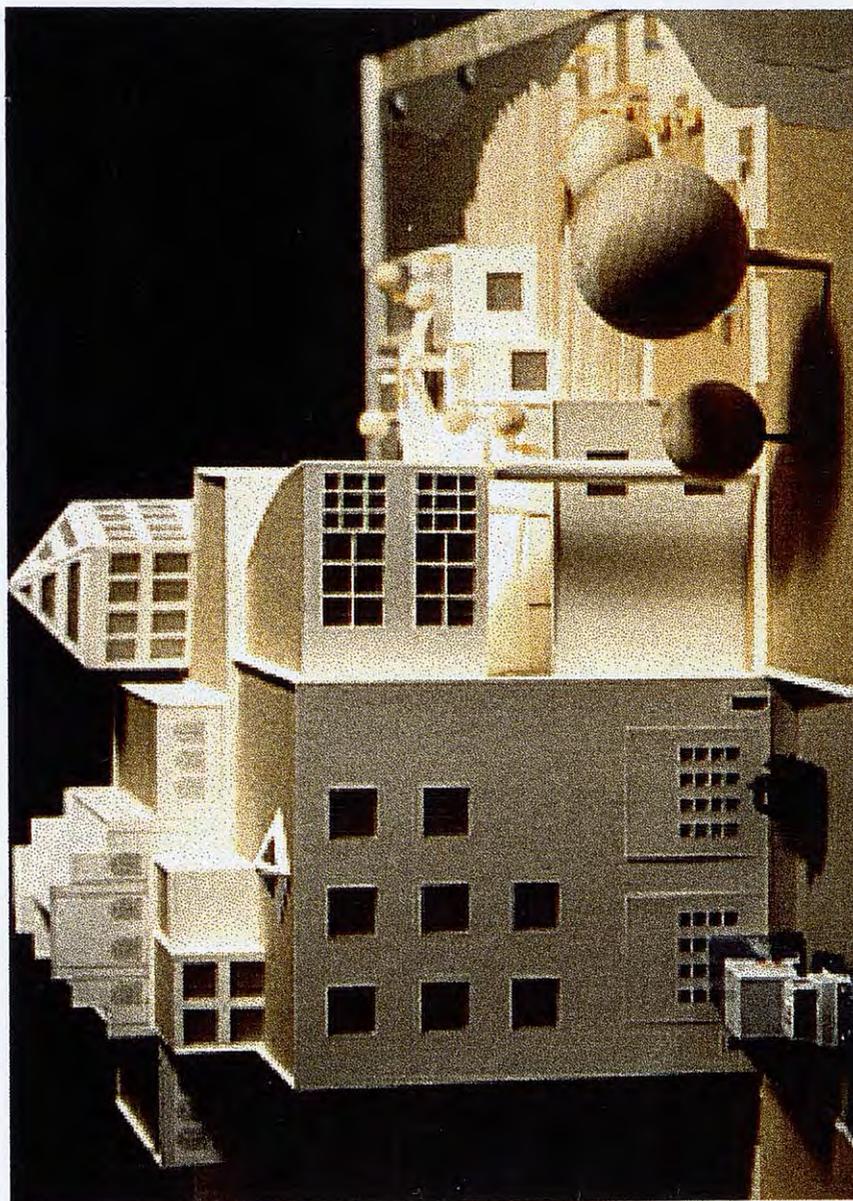


Northeast Corner of Museum

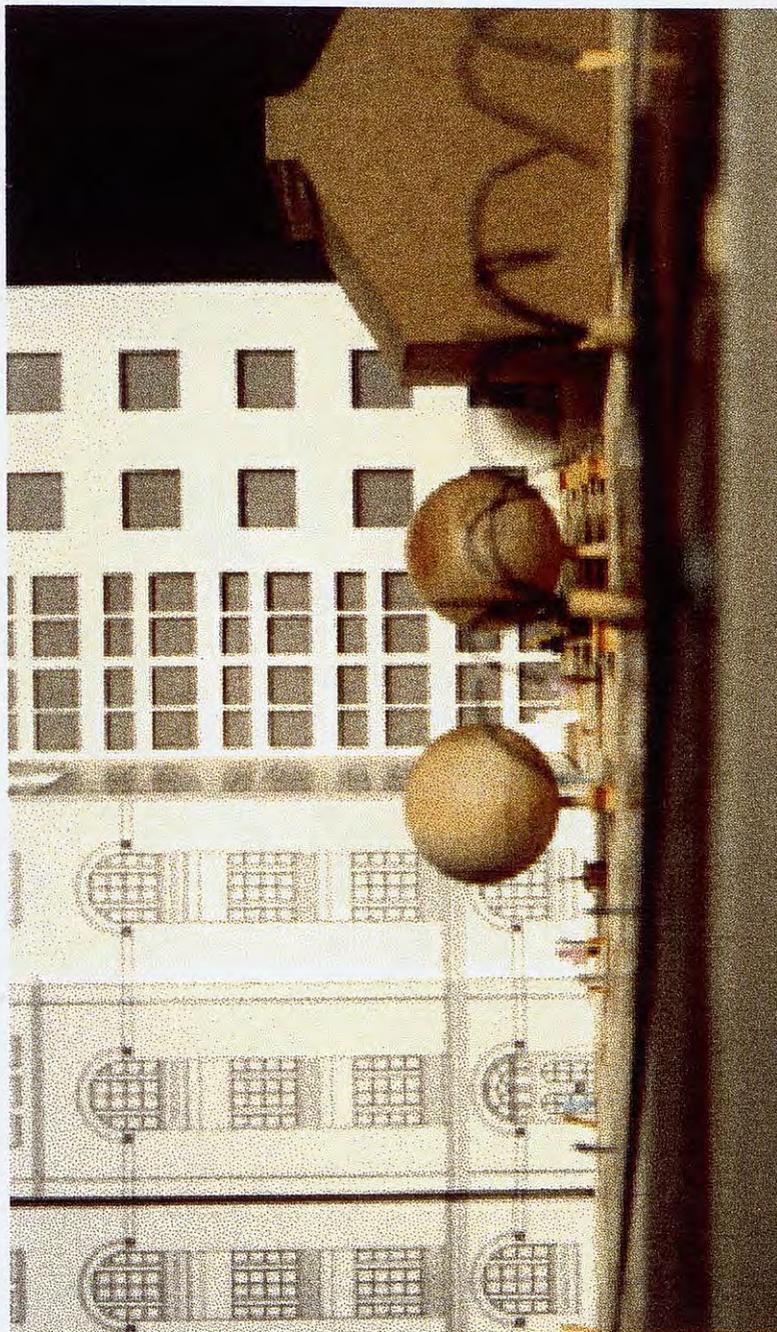


North Side at Loading Dock

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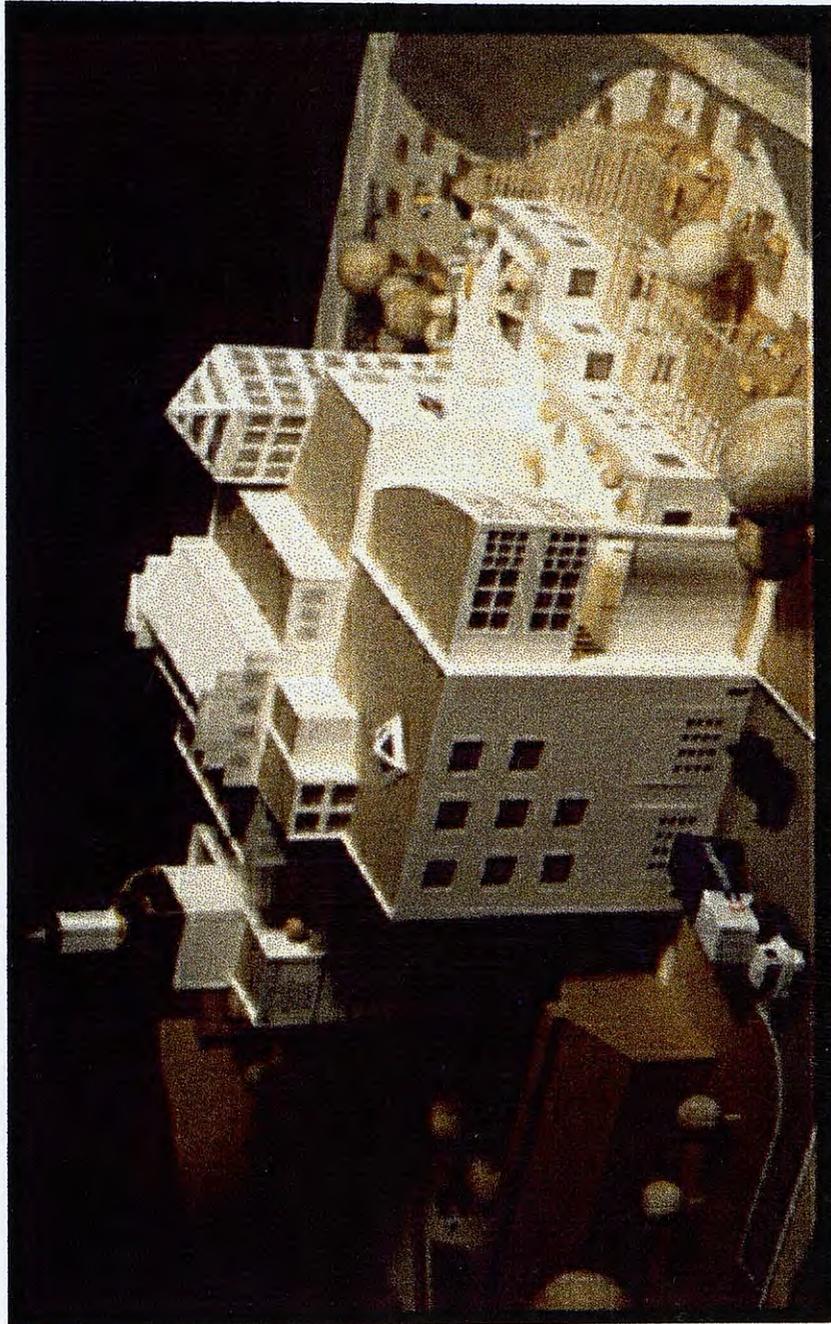


East Side of Museum



# Birds Eye View

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South Side of Museum

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