2011

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Building a community in a cultural district as a medium for creating intimacy and social affiliation with interiors: Case study of the Ames train depot as a community building

by

Kyoungmee Byun

A thesis submitted to the graduate faculty
in partial fulfillment of the requirements for the degree of

MASTER OF FINE ARTS

Major: Interior Design

Program of Study Committee:
Cigdem Akkurt (Major Professor)
Fred Malven
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Iowa State University
Ames, Iowa
2011

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ABSTRACT

This study addresses the potential value of an interdisciplinary dialogue between environmental psychology and interior design. It addresses the importance of creating intimacy and social affiliation within a building as part of a project revitalizing a cultural district.

Revitalization of cultural districts can be profitable for society and also can provide better public environments. Potentially revitalization offers inherent opportunities for addressing matters of ecology and economy. However, the primary function of many downtown areas has shifted from exclusively economic purposes to a broader range of social and community related purposes (Brooks, 1995, 14-29). Therefore, Main Street programs which tend to emphasize superficial appearance may be falling short of potential success by undervaluing building interiors.

“Melody is like seeing someone for the first time, physical attraction; sex. But then, as you get to know the person, that’s lyrics; their story; who they are underneath. It is the combination of two that makes it magic…” (Marc Lawrence, 2007, Music & Lyrics)

With this metaphor, good community spaces for people contain their story within them - intimacy and social affiliation. Also, it is widely accepted that interior design is one of the most personal and human-scale of the design disciplines. Community space is for interaction between people, making it fitting for study. As such, the interior is at the scale where concern for quality of life and human interaction are most important. The spatial arrangement of persons, as dictated by environment, affects affiliation and is worthy of greater attention.
Through this study, the theoretical framework will be constructed based on literature review of environmental psychology illustrating how to create a community space for interaction, intimacy and social affiliation, with reference to Approach-Avoidance Behavior and Place attachment. Also linkage between environmental psychology and interior design in terms of creating community building for interaction, intimacy and social affiliation will be presented through the analysis of a case study: the Ames train depot as a place of community in Iowa.
CHAPTER 1. INTRODUCTION

Problem Statement

Revitalization of cultural districts, or downtown areas, is profitable for society and also frequently provides better public environments. It offers inherent opportunities for addressing matters of ecology and economy. A study of downtown revitalization strategies shows that the use of historic preservation, enhancement of the visual qualities of Main Street, and business diversification have helped to stimulate the economies of downtowns of large cities. Despite the overwhelming literature on downtowns, however, research findings and derivative policies have been based primarily on the experience of large urban areas such as Seattle, Los Angeles, and New York City. Yet the majority of the U.S. population lives in small urban areas (Burayidi, 2001). There have been numerous failed downtown areas that have followed revitalization strategies fitted to large urban areas. Therefore, it seems that small urban areas need revitalization strategies suited to small urban areas.

While downtown areas in large U.S. cities are growing, a significant number of downtown areas in small U.S. cities are declining. “The most often (73.3 percent) reported factor contributing to declines of small urban areas is “competition from neighboring large retail centers.” “ (Burayidi, 2001). Malls or shopping centers have been constructed according to many of the principles and formulas stated in the “Community Builders Handbook”, but they have failed to create a “community”. The mall may offer a pleasant diversion in the best sense that malls can, but it is not a community. As Oldenburg said, “Not
just a shopping center where people come to buy one sheet, one shirt, or one shoe, but a place
where lingering, staying, dawdling, socializing are a way of life.” (Oldenburg, 1999). Thus
the primary function of many downtown areas has shifted from exclusively economic
purposes to a broader range of social and community related purposes (Brooks &
Searcy, 1995).

Social reformers and planners all too often disregard the importance of neutral ground
and the kinds of relationships, interactions and activities to which it plays host (Oldenburg,
1999). However, it is a positive aspect of small town life that the third place, (a term used in
the concept of community building referring to social surroundings separated from the two
usual social environments of home and the workplace), fosters in the larger urban context.
An interest in people and their infinite capacity to amuse and to be familiar with one another
is nurtured where personalities are freed from purpose and allowed free play with one
another. Downtowns are eager to revive their origins. Yet, downtown areas are missing the
most important feature – a true place of community. Therefore, Main Street programs that
tend to emphasize superficial appearance may be falling short of potential success by
undervaluing the building of interiors for community.

“Melody is like seeing someone for the first time, physical attractions; sex. But then,
as you get to know the person, that’s lyrics; their story; who they are underneath. It is the
combination of two that makes it magic…” (Lawrence, 2007).

With this metaphor, good community spaces for people contain their story within
them – intimacy and social affiliation. Sommer mentioned that most architects who, in his
training and practice, learn to look at buildings without people in them, usually focus upon form rather than function. They are concerned about the structure itself not the emphasis on the activities taking place inside of that structure. Also, it is widely accepted that interior design is one of the most personal and human-scale of the design disciplines. Moreover, community space is needed for interaction between people, making it fitting to study. As such, the interior is at the scale where concern for quality of life and human interaction are most important; the physical aspects of environment affect liking among the persons within it and the spatial arrangement of persons, as dictated by the environment, affects affiliation.

**Purpose of Statement**

The purpose of this study is to address the merits of creating a community space for people, with the goal of promoting intimacy and social affiliation as the platform for the discussion of an interdisciplinary approach between environmental psychology and interior design; the ultimate goal is the revitalization of small urban downtown area by building communities. This particular study will focus on constructing a theoretical framework, which is a design guideline showing how to create community with interiors based on human emotions and behaviors in physical settings. Not only will designers and students be efficiently able to create community buildings for people, but they can also bring new insight to research fields for scholars in interior design research.

This study will apply the findings in community building design processes, and will propose design solutions for creating community in a social gathering place through analysis
of an existing former railroad depot, for a third place. The Main Street Station, located in downtown Ames, Iowa will be used as the case study based on the proposed framework.

**Organization of document**

This thesis is divided into six chapters. In Chapter 1, the problem of revitalization of cultural districts in small cities, biased design viewpoint, and lack of research on social gathering places in the interior design field, will all be addressed. Literature review will be presented in Chapter 2, which contains four major areas: the importance and characteristics of third places, place attachment theory composed of physical and social factors, the M-R model related to human behavior for affiliation, and other disciplines for creating a community building designed for intimacy and social affiliation. The analysis of reviewed theories will be presented and the integration of theories will be attempted in Chapter 3. Finally, the adaptive theoretical framework being proposed in this thesis will be demonstrated in Chapter 4. In Chapter 5, the framework will be applied to an actual design process as a case study. Chapter 6 will offer a summary and conclusion of this study in addition to suggestions for further research.
CHAPTER 2. LITERATURE REVIEW

First, this literature review contains an introduction to third place addressing community building for social interaction. Moreover, this chapter focuses on the environment-perception relationship to physical social surroundings. It is organized by 3 major parts: first, place attachment focusing on social and physical surroundings with empirical studies of this issue and also environmental aspects; second, the Mehrabian – Russell model focusing on human perception of social surroundings; third, other environmental psychology aspects in regard to interactional spaces.

Due to the availability of literature on the social/psychological studies of place, and to a lack of literature on the design of social gathering places, this review of literature will focus primarily on studies of place and place attachment with human perception.

Third Place

Third place is defined by terms used in the concept of community building to refer to social surroundings separated from the two usual social environments of home and the work place. Ray Oldenburg calls one’s "first place" the home and those that one lives with. The "second place" is the workplace — where people may actually spend most of their time. Third places, then, are "anchors" of community life and facilitate and foster broader, more creative interaction. All societies already have informal meeting places; however, in the modern society, these places should fulfill social needs beyond meeting itself. Also Oldenburg mentions the importance of the neighborhood gathering places, because they
enhance the lives of people. He further explains that third places are not home or work place, but help get people through the day. He describes the third place as a generic designation for a great variety of public places that host the regular, voluntary, informal, and happily anticipated gathering of individuals beyond the realms of home or work.

**Characteristics of third place**

*A leveler on neutral ground*

Third place exists on neutral ground which is the place where people feel more informal, even intimate, and sociable. Relationships among people other than family qualify, as places where people can be protected from each other. As a result people are free to come and go whenever they want. There are no time requirements, no obligations and no invitations needed. Much of people’s lives in first place, which is home, and second place, which is the work place, are organized and mandated; however, within the third place people can be freer in their behavioral, more intimate and familiar with each other or with their surroundings.

Also third place is a leveler. Everyone is welcome to the third places without any requirements. People from all walks of life gather in third places. Within third places, people have an opportunity to get to know each other outside the confines of their work; therefore, people are able to realize how valuable they are as individuals regardless of their social or economic status. (Oldenburg, 1999)
**Conversation; the main activity**

Neutral ground provides the place and leveling sets the stage for the cardinal and sustaining activity of third place everywhere; that activity is conversation. It is the primary activity and major vehicle for the display and appreciation of human personality and individuality. Good conversation can bring joy, pleasure and enjoyment in vivid and live space. Ray Oldenburg describes this perfectly when he writes; “Nothing more clearly indicates a third place than that the talk there is good; that it is lively, scintillating, colorful, and engaging” (Oldenburg, 1999) Games like chess, darts, and dominos are often present as well, because they contribute to the playful conversations Oldenburg describes. Loud music, for obvious reasons, is almost never present. Nevertheless, sometimes people can communicate with others without conversation. Lisa Waxman mentions that some people enjoy the third places just as spaces to be in, with no pressure to talk. They just enjoy sitting around people and watching others in third places, or they enjoy listening to others talking next to them. Thus Lisa Waxman describes that listening to the conversation of others or people watching does the same thing for some as actively participating does for others. (Waxman, 2006)

**Accessibility and accommodation**

Third places tend to be conveniently located, often within walking distance of one’s home. They are also open long hours, enabling people to come and go as they please. After all, if third places are difficult to get to, people won’t go to them frequently, and they won’t find their regular friends in these places either.
As important as proximate location is, timing is also important. The third place must stand ready to serve people’s needs for sociability and relaxation in the intervals before, between and after mandatory appearances elsewhere. Ray Oldenburg says that the third place accommodates people when they are released from their responsibilities elsewhere. The basic institutions such as home, work, and school, are priorities that cannot be ignored. Thus people need somewhere to be free from duties and responsibilities, and that is the role of third places.

*Regulars*

Ray Oldenburg describes the third places as dominated by regulars but not necessarily in a numerical sense. When one walks into a third place, it seems clear that people easily recognize that many customers are regulars. These regulars affect the main attraction and give the place its characteristic mood. As a result, the host’s welcome, though important, is not the only one that really matters. The welcome and acceptance extended on the other side of the bar counter invite the newcomer to the third place and reinforce the regulars’ importance. These regulars once were the newcomers; however, as time passed, they became regulars. They knew the reason why they prefer this as their third place and in turn they automatically play a role to give a familiar mood and natural atmosphere for new comers without any consciousness. Even though it is difficult for the lone stranger to become a part of a group, it just takes time because trust must be established. It is not the kind of trust on which banks base credit rating. It is more like that the trust among youngsters playing unsupervised sandlot baseball. Those who show up regularly and play a fairly well-mannered game become the regulars. This kind of trust grows with each visit gradually become a true
third place for newcomers. Unlike most other places, newcomers are welcomed into the group in the third places. All that is required is regular attendance.

*Playful mood and a home away from home*

The constant mood of the third place is playful. It is no wonder that the mood of third places is light and playful, with the help of food, drink, games, and conversation. This mood absolutely encourages people to stay longer and to come back repeatedly.

One suspects that it is the similarity that a third place bears to a comfortable home, and not its differences, that poses the greater threat. The third place is often more home like than home, because people feel like they belong and feel a sense of ownership in that place. one obvious difference is that home is a private place and third place is public. Seaman discusses “at-homeness” by way of reference to five underlying themes: rootedness, warmth, at-easeness, regeneration, and appropriation. His second criterion of “at-homeness” is appropriation, or a sense of possession and control over a setting that need not entail actual ownership. The Third criterion, regeneration refers to the social regeneration ideally suited to the third place. The fourth theme of “at- homeness” is the feeling of being at ease and refers to the “freedom to be”. It includes the active expression of individual personality. In the home people are free and able to choose the arrangement of furniture and other décor. in the third places, people are free to loin conversation, and joking, take part in teasing, horseplay, and other behaviors. Lastly, there is warmth, which refers to friendliness, support, and mutual concern. Their warmth radiates from the combination of cheerfulness and companionship, and it enhances the sense of being alive. (Windsong, 2010)
The importance of third place in Main Street

Initially the third place association was spread along the course of river, parks, and main streets or train stations. It was a very important nuclei more focused on gathering. Main Street which was the center of train on ship flourished with lots of people and important municipal corporations. (Oldenburg, 1999) People could meet neighbors on Main Street on the way to a post office, banks, grocery shops, pharmacies and parks. They knew their neighborhood around them and were friends each other. Components of the Main Street were the third places in the past. However, there is little sense of community anymore; Main Street converted to the local mall areas which have unique retail stores, street coin parking lots and vacant upper level spaces for commercial uses. The third place is a positive aspect of small town life still in terms of the fact that it fosters in the larger urban context, an interest in people; their infinite capacity to amuse and enlighten one another is nurtured where personalities are freed from purpose and allowed free play with one another.

Other third place in Main Street

As mentioned before, several third places along Main Street varied considerably in the tone and temper of diversion that they allowed. In the post office or express office, casual conversation went on with many customers and neighbors. Without question, the drugstore was the most preferred third place. Barker referred to such places as “core settings,” whereas Bechtel called them behavioral “focal points.” (Oldenburg, 1999) In any case, the important
thing is that places can be called third places where there is the focal gathering behavior with casual conversations.

Most people consider coffee houses, taverns, bars, hair salons and book stores as third places. These places have the characteristics of third places, so people usually have certain expectations which enable them enjoy freedom and pleasure of the third places. However, people also can have such expectations in other places not commonly considered third places, because of the mood, tone, tamper of the places. If there is a social interaction, casual conversation, and focal gathering point, people consider it as a third place like the Main Street had in the past. Years ago people enjoyed the post office, drug stores, soda fountains and train depot as their third places.

**Place Attachment**

In order to create third places, consideration of human beings is necessary. Human emotion, cognition, and relationships between such human behavior plus a strong connection between places are all involved. The importance of the community to the human social, emotional, and cognitive experiences towards various circumstances should also be discussed. Place attachment is a broad concept, as is the application of place attachment to many perspectives. In the design field, there are several studies which apply to place attachment as social gathering places, third places and home. Understanding the importance and concept of place attachment is easy for most people because it arouses sympathy emotionally; however, it is hard to define according to different viewpoints and thinking precisely because it tends to be emotional.
The definition of place attachment

Low & Altman state that attachment to place comes through the set of related phenomena rather than a singular phenomenon. (Altman & Low, 1999) Thus a number of scholars have viewed the concept of place attachment in a transactional framework involving psychological, social, and temporal experiences. The experience of place comes to each individual differently according to lived experiences. Attachment to place is a set of feelings that emotionally binds people to a particular place (Waxman, 2006). Since people have their own unique experiences connected to places emotionally, they are able to understand the concept and importance of place attachment easier. However, it is hard to define place attachment because of various viewpoints related to thoughts and experiences.

When relationships between people and places develop, a strong feeling of place attachment is formed. Low stated, “Place attachment is the symbolic relationship formed by people giving culturally shared emotional/affective meanings to a particular space or piece of land that provides the basis for the individual’s and group’s understanding of and relation to the environment”. Place attachment also refers to the idea that people develop special bonds with certain settings that hold deep meaning to the individual (Altman & Low, 1992). With this point of view, there is a primary function of place arousing a sense of belonging and attachment

Traditional definitions of place attachment view it as an outcome, as a feeling of being attached (Tuan, 1974). However, other scholars emphasize place attachments as both the feeling of being attached and the ways of becoming attached, which include reasons for the attachment (Waxman, 2006). Attachment to place involves the assessment of the current
setting, as well as the assessment of the relative quality of alternative settings, supporting the
goals and activities of the person (Stokols & Shumaker, 1982). Stokols and Shumaker’s
model of place attachment lists neighborhood, physical amenities, individual and household
characteristics, and social networks as important components of place attachment. The
importance of social relationships that occur in places must enhance the activity of people-
place bonding. Such activities for social interaction are more important than the place alone.
Altman and Low emphasized the importance of people in interpersonal, community, cultural
and social relationships that are essential to place experiences. In the design field, to have
success designing space for third places; which are community gathering places, designers
should understand the social and physical characteristics of places that make patrons feel
strong attachment to places. (Waxman, 2006)

A tripartite organizing framework of place attachment

Leila Scannell and Robert Gifford recently defined a three-dimensional framework of
place attachment based on various definitions of place attachment in the literature. The
framework proposes that place attachment is a multidimensional concept with person,
physiological process, and place dimensions (Figure 2-1). The first element is the actor: Who
is attached? The second element is the psychological process: How are affect, cognition, and
behavior manifested in the attachment? The third element is the object of the attachment,
including place characteristics: What is the place attached to and what is the nature of this
place? (Scannell & Gifford, 2009).
Among three elements, this study focuses on the place dimension of place attachment, because place itself is the most important dimension of place attachment in terms of creating third places. It is divided into two levels which are social and physical place attachment (Hidalgo & Hernandez, 2001). They measured the social and physical levels of place attachment at three different spatial levels which are home, neighborhood and city. As a result the social dimension of place attachment was stronger than the physical dimension; however, both influence the overall bond and show that spatial level should be considered when measuring place attachment. Riger and Lavrakas suggested that the social attachment or social tie, (belonging to the neighborhood and familiarity with patron and fellow residents and neighborhood children), and physical attachment or rootedness are predicted by length of residence, ownership and plan to stay (Riger & Lavrakas, 1981). Other scholars also described a combined physical-social place attachment. In general most research of the place dimension of place attachment has usually focused on its social aspect; people are attached to
the particular places that facilitate social relationships. In fact, the strong neighborhood bonds can stem more from interpersonal interactions, and certain physical factors such as density, proximity, and the amenities of the places; other social activities influence interpersonal interactions, too (Scannell & Gifford, 2009). According to urban sociologists, place attachment is necessarily social and it is sometimes compared to “sense of community.” Community is “a complex system of friendship and kinship networks and formal and informal associational ties rooted in family life and on-going socialization processes” (Kasarda & Janowitz, 1974). Two types of community have been distinguished. First, community of interest is where members are connected through lifestyle and common interests; second, community of place is where members are connected through geographical location (Nasar & Ulan, 1995). Communities of interest are not always place bound, because illustrate the fact that online, professional, or religious groups that are connected without place itself. This is not specific to place attachment. However, community of place is more relevant to the framework which is the tripartite organizing framework, because it describes social ties rooted in place, such as neighborhoods, coffee shops, or other spaces that support social interaction (Scannell & Gifford, 2009).

Other community attachment researchers think that attachment to a place means attachment to those who live there and to the social interactions that the place affords them (Woldoff, 2002). Also Lalli notes that spatial bonds become considerably more important because they represent social bonds. Thus part of social place bonding involves attachment to others with whom individuals interact in place, and part of it involves attachment to the social gathering that the place represents (Lalli, 1992). As a result, with these perspectives,
the social place attachment can sometimes center on the place as an arena for social interaction, or as a symbol for ones’ social gathering.

**Place attachment consisting of physical factors and social factors with an example of third place; the coffee house**

Scholars studying place attachment explain that attachment to place comes from a set of related phenomena rather than a singular phenomenon (Altman & Low, 1992). Also a number of scholars have viewed the concept of place attachment in a transactional framework involving psychological, social, and temporal experiences (Waxman, 2006). Brown and Perkins explain “Place attachment involved positively experienced bonds, sometimes occurring without awareness, that are developed over time from the behavioral, affective, and cognitive ties between individuals and /or groups and their socio-physical environment” (Brown & Perkins, 1992). Consequently an individual’s experience of place is special to each individual and it is directly related to his or her lived experiences. Place attachment involves a set of feelings that emotionally bind people to particular spaces. Place and place attachment point to the value of place in the lives of people. One empirical study explores the variables that contribute to gathering behavior and place attachment in the third place, especially coffee shops representing third places. Three coffee shops in a mid-sized city in the southern United States were chosen. They have the characteristics of third places but have different types of regular, customers, different decorations, and different approaches and circumstances. The purpose of this empirical study was to see what qualities, both
physical and social, encourage people to gather in those coffee shops and develop an attachment to those places.

**Results of this empirical study related to place attachment for social and physical factors**

*Physical design characteristic ratings*

The top five characteristics of the ideal coffee shop included cleanliness, aroma, adequate lighting, comfortable furniture, and view to the outside (Waxman, 2006).

Cleanliness was listed as the most important factor in the design of coffee shops; designers can influence cleanliness to an extent through the finish materials that are specified for floors, walls, and furniture, as well as the fabrics selected for upholstery. Materials that are easy to clean or that camouflage soiling well are most appropriate for popular coffee shops. Aroma was listed as the second highest rated characteristic in the coffee shops. Without wonder, the aroma of the coffee shops came primarily from coffee and baked goods, which creates a more pleasurable feeling for patrons. Thus designers are able to take advantage of aroma as a positive influence on the perception of coffee shops (Waxman, 2006). Also the technique of venting the aroma over to the front of the house attracts patrons to come by and increase sales (Robson, 1999). Adequate lighting, including the availability of natural lighting, the color and reflective qualities of lighting fixtures and finish materials, and the type of artificial lighting illuminating spaces are all preferred for coffee shops; these enhance positive patrons’ experiences. Patrons prefer seating along the walls or next to the edge of a second floor level, which essentially creates a partial wall at the corner of the
coffee shops. Evidentially they feel an element of protection when sitting against a wall or other fixed architectural element. In addition, they enjoy the opportunities to watch other people come and go. Seats near a window protected on at least one side, but with a view to much of the interior, particularly the entry and exit doors, are viewed more popular.

**Social factors for interaction and intimacy**

Physical characteristics of the space, the philosophy of the management, the attitude of the staff, and the characteristics of the patrons all influence the social climate (Waxman, 2006). Thus the attitude of managers and staff is very important provide opportunities for social interaction. Also, when the owner of a coffee shop believes that the shop should be a place for social interaction, he or she prefers to hire trained staffs who feel the same way.

Even though much of the impetus for lingering may be influenced by the attitude of the manager, the friendliness of the staff and patrons, and other social factors, there are physical characteristics that contribute to lingering behavior. Comfortable seating, that can easily be moved to accommodate conversations, adequate lighting for reading and communicating with others, and pleasant ambient conditions (including acoustics, music, aroma, and views) all contribute to lingering in coffee shops. Social factors listed in the model include the opportunity to linger, feelings of ownership, ability to territorialize, trust and respect, anonymity, productivity and opportunities to socialize; all these factors are the characteristics of third places. Through surveys, interviews and observations, this study demonstrated that a number of social benefits in third places are revealed. These benefits include opportunity for people to stay longer, to feel a sense of ownership, to establish their
tertoriality, and to feel trust, respect and anonymity. Patrons experience, growth and enjoy socializing, meeting strangers, and having a support system of patrons and staff.

Findings from this empirical study showed a significant correlation between the length of coffee shop patronage and feeling part of the community by becoming regulars. Thus positive correlation existed between feeling part of the community and pleasure with living in the community (Waxman, 2006).

Figure 2-2. Place attachment model for the coffee shop by Waxman, L.

Mehrabian – Russell Model

Intimacy regulation is viewed as the overall process by which individuals attempt to attain and maintain preferred levels of involvement with others and with their environment. Approach and avoidance forces are present in every interpersonal encounter.
The Mehrabian-Russell model explains immediate emotional states by using environmental stimuli and influences on human behaviors. According to this model, three basic combinations of emotional dimensions—pleasure, arousal, and dominance—are mediators of human behavior (Mehrabian & Russell, 1974). In other words, human feeling can be explained by the three dimensions, and human behavior can be predicted by this Mehrabian-Russell Model. This theory is important because of the possibility of applying it in a community building for social interaction through Approach–Avoidance behavior for arousing affiliation.

Figure 2-3. Outline of the M-R model by Mehrabian, A. & Russell, J. A.
Three Basic Emotional Dimensions

According to Mehrabian and Russell, pleasure, arousal and dominance are elementary dimensions of the emotional state of a person elicited by environmental stimuli (Mehrabian & Russell, 1974). These three basic emotional states consider mediators of human behaviors as verbal and non-verbal expressions of preference are the behavioral responses; physical approach, affiliation, exploration, and performance. These dimensions fulfill the requirements of the fundamental dimensions of human interaction in all environmental situations. First, the immediate responses of stimulation in all environments can be identified by the three basic emotional dimensions. Second, various aspects of personalities and social differences can be explained by these three dimensions. Finally these emotional states can “not only constitute the case for elementary cognitive judgments in all situations, but have direct bearing on many other facets of intra- and inter – individual function” (Mehrabian, 1980).

Pleasure

Mehrabian and Russell defined please- displeasure as the degree of feeling, (such as good, happy, joyful, or satisfied) in a situation (Mehrabian 1980, Mehrabian & Russell, 1974). These responses of pleasure can be evaluated with self reporting such as semantic differential measures or behavioral indicators. These indicators include smiles, laughter, and, in general, positive versus negative facial and body expressions (Mehrabian & Russell, 1974). Finally, these responses can be dependably scored on a dimension of pleasantness; thus, these cues provide an important behavioral index, particularly in social interaction (Mehrabian, 1972). Mehrabian and Russell say “pleasure is also distinguished from preference, liking, positive
reinforcement or approach-avoidance”( Mehrabian & Russell, 1974). Even though pleasure and later responses are correlated, preference, liking, positive reinforcement or approach-avoidance cannot be limited to the pleasant stimulus itself.

**Arousal**

The concept of “arousal-non arousal” is defined as a feeling state somewhere between sleepiness and fantastic excitement (Mehrabian, 1980). Arousal level can be deliberated by physiological changes, such as heart rate, blood pressure, respiration rate or motor activities. In the M-R model, the dimension of arousal is mainly deliberated by semantic assessments. The dimension of arousal is elicited by a combination of activity and alertness, and high arousal level might even involve both alertness and increased activities (Mehrabian, 1980).

**Dominance**

dominance–submissiveness is a feeling state where people feel unrestricted, free to act, free to choose, or in control of a situation (Mehrabian & Russell, 1974). In M-R model, privacy and territoriality permit greater freedom of choice whereas crowding can limit freedom. Therefore, if an individual has greater freedom, he or she has a feeling of dominance in his or her territory. Thus flexible interior decoration, such as movable room partitions and furniture, and adjustable lighting level allows for various arrangements suited to a greater variety of activities. Thus, flexible arrangements are conducive to a feeling of dominance (Mehrabian & Russell, 1974). For social environments; human dominances can be described in terms of familiar concepts. A formal meeting limits people’s behavior more than an informal one. Consequently people having more freedom mean that they have more dominance.
Approach- Avoidance

Mehrabian defined Approach- Avoidance as a behavioral outcome of emotions induced by environmental stimuli. According to M-R model, the behavioral reactions of people to all environments fall into the two categories of approach and avoidance (Mehrabian, 1976). The concept of approach- avoidance “is defined in a broad sense to include physical movement toward, or away from, an environment or stimulus, degree of attention, exploration, favorable attitudes such as verbally or non-verbally expressed preference or liking, approach to a task (the level of performance), and approach to another person (affiliation)” (Mehrabian & Russell, 1974).

In particular, affiliation is an approach behavior which is affected by mutual exchanges of positive social cues. Since the main factor of social interactions is affiliative behavior, the most important effects of environments on social behavior may be how environments develop positive feelings and how people communicate these feelings to others. (Mehrabian & Russell, 1974).

Interpersonal Approach- Avoidance based on three basic dimensions for enhancing affiliation

Pleasure and Approach-Avoidance Behavior

Without wonder, the approach behavior of all types increases as a person experiences increased pleasure. According to M-R model, an important implication of the hypothesis is that pleasure may be produced by any number of sources, including the object or person approached (Mehrabian & Russell, 1974). For instance, approach toward one aspect of a situation, or another person, is enhanced by pleasantness of other aspects of that situation. In
other words, approach or preference is increased by pleasant stimulations that are not dependent on the approach behavior. This is especially true of interpersonal approach-avoidance behaviors, which means increased affiliation, attractions and positive evaluation among strangers, are correlated with the pleasant-unpleasant feelings. These feelings are determined by the physical qualities and not are functions of the persons involved. Thus pleasure is a sufficient condition to elicit positive reinforcement and approach to the object or to another person.

Persons in more pleasant environments can elicit more approach; that is, affiliation, cooperation, and agreement and pleasurable experiences increase their interpersonal approach behavior (Mehrabian & Russell, 1974). There are controlled variables to make more pleasure settings. For example, Griffitt found that people interact with others more under a comfortable temperature condition (Griffitt, 1970). Also immediacy, or the concept of proxemics, should be considered. Immediacy refers to the extent of mutual sensory stimulation between two people, and it is measured in terms of spatiotemporal proximity. For example, the closer people are to each other with more interaction, sitting side by side, is less immediate that an arrangement that permits them to face each other. It means that more extensive visibility of each person to the other increases the immediacy; thus, a person who increases immediacy with another is approaching that person (Mehrabian & Russell, 1974). Also, this immediacy enhances the possibilities of liking and friendship.

Arousing and Approach-Avoidance Behavior

The relationship between immediacy and enhancing affiliation must be qualified; however, in two related ways, based on the fact that excessive immediacy is overly arousing
and therefore undesirable. This excessive immediacy that is forced upon a person is usually avoided. Sommer mentioned that when individuals were confined to crowded situations, avoidance behavior occurred and individuals felt uncomfortable in that situation (Sommer, 1969). This discomfort by excessive closeness to a stranger is a common situation in elevators. People in elevators show a strong preference for distance in the less arousing aspect of a congested situation. They look at the elevator dial, the floor, or walls rather than at the unfamiliar persons with the elevators. Similarly, in congested rooms, people prefer locations close to windows (Mehrabian & Russell, 1974). Unpleasant and arousing effects of crowded environments lead not only to avoidance behavior, but also to holistic reactions. When it is hotter and rooms are more crowded, people feel more negative in general, and more negative toward each other in particular (Giffitt, 1970).

**Dominance**

since there is lack of evidence dominance-submissiveness cannot completely be related to approach behavior. However, the phenomenon of territoriality or ownership shows that there is generally greater preference in certain situations (Mehrabian & Russell, 1974). As was mentioned before, flexibility leads people to feel unrestricted, free to can, free to choose, or in control of a situation. They are able to form feelings of dominance which is conducive to positive social interaction, according to the characteristic of place attachment in terms of territoriality and ownership.
Other Factors

Effects of interactional space in neighboring

From the designer’s’ point of view, the primary spatial requirements for interior and exterior space are very similar, so strategies for interactional space in neighboring are useful tools for creating social gathering places inside.

In order to design neighborhood space, the concept of interactional space, connected to place theory, should be represented. The idea is that the aggregations of spatial-physical attributes enhancing contact in a single locality constitute a place suited for social interaction; that is, a holistic conception of place (Garling & Golledge, 1989). A definition of interactional space must include not only appearance and functional factors of the physical place, but also the occupants’ social activities and social cognitions. There are conceptualized in, for example, theories of social attributions, social identity, or social representations (Oddvar & Tommy, 1997). For interactional space in neighborhood space, there are many considerations. First, ample space with the feeling of openness (or room to wander) tends to be liked and to attract people, further enhancing social contracts (Nasar, 1994). Second, the availability and adequacy of natural elements appear highly significant for preferences. Greeneries providing softening, space-enhancing, screening elements at eye-level were found to be the most important factors in neighborhood satisfaction. Also important is the availability of nearby trees, well-landscaped grounds, and places for taking walks (Marcus, 1986). Third, physical features, like street furniture and other public space properties, fulfill
their purpose of encouraging people to stay longer or to engage in socializing (Gehl, 1986). Fourth, a place with an attractive appearance may create attributions, social identity and affects which significantly influence social acts and cognitions (Augoustinos & Walker, 1995). Lastly, most positive interpersonal relationships result from frequent face to face contacts; thus the placement of access paths and stairways are a strong determination of friendship formation.

All things considered, there are eight factors which should be considered for interactional space on neighborhood design: semi private areas such as gardens, verandas with affordances of staying, different outdoor environments, visual appearance, surveillance, seating arrangement, dwelling environment, spaciousness, street and entrances and size of openness (Oddvar & Tommy, 1997).

**Food and Activity**

Oldenburg explained that most third places draw identity from the beverages they serve. Historically one of the typical social gathering places, coffee houses, has provided places for social intercourse and conversation with beverages. They have also served as places where people could gather, speak freely, and mingle with others to form their communities (Oldenburg, 1999). Alcoholic beverages and beverages having caffeine tend to make people more relaxed, so they can have more positive social interaction with each other. Also, food has a power to attract people through smell from the baked goods or coffee (Whyte, 2001). In short, events and activities induce people to stay longer and make special
memories because of place attachment; thus, they are able to create unique experiences with others in third places.
CHAPTER 3. ANALYSIS AND SYNTHESIS

In this chapter, the author tries to integrate and synthesize theories from other disciplines based on reviewed literature. Critical analysis is utilized to derive common concepts from theories to determine how to create intimacy and social affiliation, and to discover an exploratory framework for understanding the phenomenon of emotional experience in a holistic way.

This chapter is organized as follows: first, definitions of terms are established; second, integration of the third place, the place attachment, the M-R model, and other factors are discussed; third, interaction of emotional dimensions are re-established; finally, typology of environmental dimension is discussed.

Definition of Terms

In determining a framework, it is important to define the terms clearly; otherwise terms used in various theories might refer to totally different ideas or concepts in another situation. Readers could be confused by similar terms utilized in other literature. The most common and often confusing key terms used in the study of environmental psychology and preference are: space, place, social affiliation, intimacy, and pleasure. Therefore, clear definitions of these terms are attempted and presented here.

Space

In general, space is the boundless, three-dimensional extent in which objects and events occur and have relative position and direction. Physical space is often conceived in
three linear dimensions, although modern physicists usually consider it, with time, to be part of the boundless four-dimensional continuum known as space-time. In mathematics one examines 'spaces' with different numbers of dimensions and with different underlying structures. Thus the term of space is defined a little bit differently in various disciplines.

In this study, the term space should be understood as part of the psychological viewpoints; people cannot escape spatiality for they are spatial beings who live and meet each other in space. In other words, the author tries to define the term space with the view point of design and human emotion and cognition. Psychologists define the term space as the freedom to do what a person wishes to do for his or her own personal development. Tuan said that space is freedom (Tuan, 2007). Space, which also means freedom, can give a feeling of openness, infinity and unrestricted movement. People can pursue freedom in their space; that is the definition of space in this study.

Space never is meaningless; it always surrounds us; it is our habitat. The body is the central reference point for perception. Movement and perception are tightly coupled, and people interpret spatial qualities in relation to their own bodies. Spatial qualities, therefore, have psychological meaning – space can feel protectively enclosing or claustrophobic; objects and people are near or far; large objects tower over smaller ones, protect or crush them. These contexts refer to people in the space. They can perceive the space freely and exist with the space. Therefore, people and the space which surrounds them are in close relation, and people enjoy their freedom to the fullest when they can pursue their own space.
Place

Place means an area with definite or indefinite boundaries or a portion of space geographically. In this study the author tries to define place from a psychological viewpoint in relation to human beings and with the desire to design for them.

Places are centers of felt value where biological needs, such as food, water, rest, and procreation, are satisfied. Space and place are basic components of the lived world; these are often grated (Tuan, 2007). Also there is a difference between space and place. Tuan mentioned that place is security and space is freedom. However, there is a close space – place tie. Real space is always inhabited and situated, becoming place. By inhabiting space, people appropriate it, interpret it, and give it meaning. Place is always situated, so the environmental context affects meaning. For example, the entrance to a building affects people’s perception and shapes expectations, changing how they perceive an object that they find inside. Orchestrating this embeddedness into context can be an integral part of design. Furthermore, real places have an atmosphere as a result of the complex interplay of social factors, aesthetic, and physical factors of the setting. Through this concept, the meaning of place, used in the concept of place attachment and third place, is addressed clearly and understood, in relation to design. In this study, the meaning of place can be understood and the space – place ties can be addressed deeply through the analysis between psychological viewpoints and design.
Social Affiliation

The term "social affiliation" is formed from the words "social" and "affiliation." The term social refers to a characteristic of living organisms (humans in particular, though biologists also apply the term to populations of other animals). It always refers to the interaction of organisms with other organisms and to their collective co-existence, irrespective of whether they are aware of it or not, and irrespective of whether the interaction is voluntary or involuntary. In this study, just the term “social” does not have meaning. In order to induce positive social interaction between living organisms, in particular humans, the meaning of affiliation is necessary. The dictionary definition of affiliation is used: to bring or receive into close connection as a member or branch and to associate or connect as a member.

Thus the term social affiliation has significant meaning and in more than mere social interaction. The sense of community, produced by successful social interaction between human beings, becomes social affiliation. Human beings are social beings, interested in other people and in objects of importance to their livelihood. They also want to know whether their significant others are far or near with respect to themselves and to each other. Naturally human beings instinctively need social relations. Therefore, social interaction between human beings is necessary, and social affiliation is formed as a positive result of their social interaction.
Intimacy

Intimacy generally refers to the feelings of human beings in close personal association and belonging together. It is a familiar and close affective connection with another as a result of entering deeply or closely into a relationship through knowledge and experience of the other.

In this study, intimacy is related to the positive results of social relations and the familiarity to the place or to other human beings. In the concept of place attachment, when people are able to feel intimacy to the place which surrounds them, they have a very strong attachment to the place, and they are able to make more social affiliation with others. Thus, intimacy will usually be the result of successful social affiliation among human beings.

Pleasure

Pleasure describes the broad class of mental states that human beings and other animals experience as positive, enjoyable or worth seeking. It includes more specific mental states such as happiness, entertainment, and enjoyment. In psychology, the pleasure principle describes pleasure as a positive feedback mechanism, motivating the organism to recreate in the future the situation which it has just found pleasurable. Thus, organisms are similarly motivated to avoid situations that have caused unpleasance in the past. In order to induce approach behavior, pleasure is a considerable emotional dimension to be addressed.

In the M-R model, the emotional dimensions of pleasure, arousals, dominance (PAD), are considered as separate entities and independent dimensions. Verbal expressions of
pleasant states that a person experiences are: happy, pleased, satisfied, contented, hopeful, and relaxed (Mehrabian, 1976). The M-R model suggests that preference or approach-avoidance behaviors are results of emotional states (plus interactions among these dimensions) especially interaction between pleasure and arousal.

The M-R model proposes that, under the condition of a pleasant situation, the greater the arousal the greater the preference. In a neutral situation, induced approach behavior is the function of the inverted U-shaped relationship between pleasure and arousal. In other words, preference is maximized at intermediated levels of arousal in a neutral setting. Finally, under the condition of an unpleasant situation, the greater the arousal level the greater the avoidance behaviors.

The M-R model does not provide any correlation between environmental stimuli and induced pleasure. In other words, it is unclear which environmental stimuli draw out the emotional states of pleasure, displeasure, or neutral feelings. Therefore, it may be necessary to redefine the concept of pleasure induced by environmental stimuli.

The condition of pleasure should meet the following requirements in formulating interactions in the pleasure-arousal relationship. First, pleasure is independent from arousal. Secondly, pleasure should be elicited by environmental stimuli. Thirdly, environmental stimuli affecting pleasure should not be related to the environmental stimuli affecting the arousal level. Finally, the emotional dimension of pleasure is the synthetic criterion to induce approach behavior.
Integration of Four Major Areas

In order to synthesize or integrate four major areas (third places, place attachment, the M-R model and other factors) reviewed in Chapter two, critical analyses of the reviewed literatures are attempted, and then integration of these four major areas is attempted.

Commonality among Four Major Areas

In order to create real community, it is hard to consider just one aspect of design criteria. Ultimately, the purpose of this study is to encourage people to achieve the emotional dimension of pleasure so that approach behavior will result in positive action in community areas. Thus, a combination with two aspects or more is necessary. In design field, the harmony of inside and out, the consistency in design concept, and the combination of the two are significant factors for good design like the value of co-working or integration. In this study, an interdisciplinary approach is used; environmental psychology, focused on the interplay between human beings and their surroundings, and design as a tool for promoting human emotional satisfaction will be explored. Pleasure and approach behavior for intimacy and social affiliation will be discussed. Though four major areas reviewed in chapter two have their own different characteristics, they have a commonality for creating real community through the analysis of human emotion, cognition and design tools.

Through the synthesis and analysis of these four major areas, the author proposes three major components for broadly creating community broadly; first accessibility and programs; second design tools; third adjacency and proximity.
**Accessibility and programs**

In order to induce approach behavior, attractiveness is very important to draw human attention to the designed objects. The selection of site, entrances and exits, and programs is the first step to attract people. People will not go to the community area if they are not provided proper programs or the community area is hard to access, even though the community area is well designed. It has the potential to revitalize in the long run, however. In this study, the author tries to address the best combination with a well designed community area having proper programs and accessibility. Ideal design is to use existing conditions and surroundings well, integrating new design.

Proper programs which attract people and well-organized plans can provide pleasure for people. This pleasure will bring long lasting memory to people, so that people will want to come again and stay longer. It is advantageous to promote approach behavior to the space continuously. Also, this context creates opportunities for intimacy and social affiliation.

For social affiliation and intimacy, one very important factor is people, not just a person. In other words, for creating community, the space needs a group of people, not an individual. Thus, the community area should provide accessibility and programs that the locals need so that it offers more chances to meet others, to have social relations, to enjoy activities, and offer desirable places and create strong attachment to them.

**Design tools**

While accessibility and programs are about the attractiveness of outside, design tools are more about the aesthetics of inside. People are able to have pleasure through novelty and
creativity of design. They can deviate from their usual daily life, meet other people, and enjoy their time in well designed places.

In this chapter, the author tries to address the idea that design is a tool to draw attention, change people emotionally, and remove their stress. People will be captivated by the creativity and novelty of design as a magic way to change the ambiance of space. In this study, the author tries to focus on design ideas to fulfill people’s expectations through interiors, not just with outstanding appearances. First, people will approach the space through the accessibility and programs they are interested in. They usually have an expectation, based on appearances, when they enter the building through the entrance. If they have disappointment about the inside of the building, they will not come again. Thus, it is the combination of both inside and out which makes the space where people want to stay longer and come again. This reaches beyond attractiveness allowing social affiliation through social interaction to be formed continuously.

**Adjacency in space and proximity between people**

Lastly, adjacency in space and proximity between people are more detailed ways to foster intimacy and social affiliation. People are very interested in other organisms, in particular other people and the physical settings surrounding them. They often try to find territory that offer security. Within the secure space, people are able to have special attachments to particular places and to be open minded about approaching others or accepting others who are approaching them.

The adjacency in space and the proximity between people are interconnected, and both promote social relations. Even though there is always a difference between individual
personalities other variables, providing more opportunities to meet others within short distances, and helping to create places with security and strong attachment are important environmental dimensions. These dimensions enable designers to plan in detail through design for creating intimacy and social affiliation finally.

**Typology of environmental dimensions**

Promoting the emotional dimension of pleasure is very important to induce approach behavior as a positive result. Three factors mentioned previously are the detailed parts for promoting pleasure. Ultimately people are able to feel the emotional dimension of pleasure within the space, including freedom, and the real space becomes their secure places. Within the near distance, people can approach others with pleasure and can enjoy the physical setting surrounding them. Also, these emotional dimensions stimulate people’s feelings to help improvement of intimacy and social affiliation; thus, these are the considerable factors for this study.
CHAPTER 4. THE FRAMEWORK

This model, the adaptive theoretical framework, has been developed based on four major areas (the third place, place attachment, the M-R model, and other disciplines) which were reviewed. It is also based on three factors (accessibility and programs, design tools and adjacency and proximity) which were synthesized and analyzed. The central idea of this model is inducing approach behavior, such as liking, positive motivation for meeting others, desire to stay, affiliation, and time spent with people, induced by ambiance. It is more related to perceived emotional dimensions, like pleasure and arousal, than to cognitive responses.

The proposed adaptive theoretical framework explains effects of environmental stimuli on emotional responses affecting approach behavior for creating intimacy and affiliation and detailed factors composing of three parts to promote positive emotional dimension of pleasure.

The organization of this framework is composed of three parts. The first part explains the importance of accessibility and programs for creating attractiveness. In the second part, the design tools will be demonstrated for creating ambiance of interiors. The last part addresses the role of adjacency in space and proximity between people.

Finally, the issue of controlling the emotional dimension of pleasure will be addressed as a positive result of this model. In the third places, control or composition of environmental dimension is the primary concern. However, no study has been found with the interdisciplinary approach between environmental psychology and design. Thus, the adaptive
theoretical framework proposed here suggests detailed factors which should be considered for creating intimacy and social affiliation from the selection of site to specific design guides.

**Accessibility and Programs**

One of the characteristics of third place is that the location should be within walking distance of one’s home. Also, the third place must stand ready to serve people’s needs for sociability and relaxation during intervals before, between, and after mandatory appearances elsewhere. In this case, accessibility from the parking lot to the entrance of the building should be planned well.

Historical sites or Main Street have the power to remind people of memories and events which were held in the past, and to attract people than normal to sites or buildings. Physical attraction is a very significant factor to draw people. Obviously, people approach the building from outside to inside. In other words, if they do not have any interest in the building and site, they will not come inside the building, and they will just pass by. However, when physical attraction is captivating, people will remember the building and site with charm and warmth. Thus, physical attraction should be considered as an important factor.

Inclusion of natural features such as greenery, water, and beautiful scenery is one of the significant factors for third place. People usually have a strong attachment to the place providing natural features and prefer to sit next to them or to stay around them.

Programs designed for everyone, with no range of age and status and for local needs, must be provided. With the programs in place, the building and site will play a role as a third place.
Beverages with caffeine or alcohol and various choices of food help create social affiliation and intimacy, because they enhance pleasure. Thus people are able to open their minds, to approach people, and to have natural conversations with each other.

**Design Tools**

In this study, the author proposes design guidelines for the third place. The design tools here have a purpose: to provide conducive atmosphere for social relations through strong attachment to place inside of a building.

Adequate lighting means that people can control the lighting as the occasion demands. Lighting which people can control according to their mood and feeling, helps people to relax and get rid of stress. Also, beautiful artificial lighting improves the attractiveness of people; this is a role of appealing décor in interiors. Cleanliness helps people feel pleasure in a building. The meaning of cleanliness here is to provide pleasant and healthy surroundings, continuously using materials which are easy to clean, and as adequate ventilation system, not just a simple and neat design.

To promote the emotional dimension of pleasure, pleasant aromas and acoustics which stimulate human senses are necessary. Also, natural lights can play a significant role for pleasure. Comfortable furniture helps make people more relaxed and feeling at home while socializing, and staying.

The commonality of these details helps people attain pleasure while inside of a building. With pleasure, people are more apt to move, meet, eat, and talk freely in space, and they are able to feel secure in their place.
Appealing décor is the most important aspect in interior design, just like physical attraction is important outside. Also it helps people to continue their expectations that began outside by physical attraction into interiors.

**Adjacency in Space and Proximity between People**

For social interactions, adjacency and proximity are both important, because people cannot make conversation with others who are far away from them. It is also not common for people to make conversation with strangers.

Through accessibility and programs, interests and attention are captured as the first step. Then, people can have continuous expectations moving into a building, enjoy the space freely with pleasure, and secure their place as the second step. However, with the design point of view, well-organized plans can provide even more opportunities for social interaction. In the first and second steps, people can feel pleasure and express their feeling to others with approach behavior; other conditions can help people achieve a natural approach to others. Thus adjacency in space and proximity between people are very significant factors to be controlled by designers.

Eye contact between people seated closely can make for a chance to smile or make short conversation. However, if there is an invasion of privacy, avoidance behavior will occur. Thus adjacency in space, and proximity between people should be organized well with the consideration of privacy, crowding and density. Privacy place and semi privacy space should exist at the same time. In other words, people can secure their place for privacy and
have semi-privacy space, which means intermediate spaces between private and public which allow for a chance to meet others.

In most cases, People can make conversation more freely when they sit face to face. Providing moveable furniture helps people change their seating freely and arrange furniture according to their preference. Adjacency and proximity help provide opportunities for people to meet by chance, approach easily, make conversation freely, and enjoy seeing others, with the emotional dimension of pleasure.

**Summary and Significance**

The proposed adaptive theoretical framework is divided into three parts: accessibility and programs, design tools, and adjacency in space and proximity between people. The combination of three is the ideal proposed framework in this study.

![Figure 4-1. Proposed framework](image)
Accessibility and programs

- Easy to access, Historical sites or Main Street having strong memories of events and activities and stories of the building itself, Physical attraction captured, Inclusion of natural features, Consideration of everyone regardless of age and status, and Beverage and Food available

Design Tools

- Adequate lighting, Cleanliness, Pleasant aroma and acoustics, Outdoor View, Natural lights, Comfortable furniture, and Appealing interior décor

Adjacency in space and Proximity between people

- Comfortable proximity for communication, arrangement for insuring privacy, Control of crowding and density, Flexible seating arrangement, and Provisions for semi private space

The significance of the proposed adaptive theoretical framework is that it brings new insight to the interior design field through an interdisciplinary approach. Moreover, it suggests that academic research for creating community with intimacy and social affiliation has great potential. First, community design is based on social relations in space and place;
therefore, human behavior associated with emotional experience can be generalized. Second, planning a real community area is vital; academic research has great potential to contribute to the public, who will benefit from these community spaces. Finally, the framework provides possible independent and dependent variables for empirical studies.

This framework provides a starting point for objectively evaluating creative designs. In design education or practice, design principles are used selectively in criticism, but no one should ignore the fact that selection of composition of design elements is subjective, and its evaluation is also subjective. This framework might evoke fresh insight to develop a new evaluation tool in design critiques.

In this thesis, the author has attempted to understand the holistic picture of the relationship between environmental psychology and interior design for creating community area so it serves as an integrated study from a designer’s standpoint. To develop this framework, detailed research might be investigated as follows: first, a determination of level of pleasure is important; second, the consideration of other variables for creating social affiliation and intimacy is necessary; third, studies of each step should be conducted based on this framework. Finally, there are tremendous opportunities for empirical studies available to those who would choose to venture into uncharted areas in order to improve community spaces through design principles.
CHAPTER 5. CASE STUDY

In this chapter, the proposed framework is applied to designing a community building as a “third place”; the Ames Train Depot located in downtown Ames, Iowa is utilized. Most of the design process conducted will be based on the proposed framework. The purpose of this case study is to apply the framework as a guideline to create a community building as a “third place”, and also, to analyze whether it enhances the development in a design process for further evolution of the framework.

The significance of this case study is that first, it provides students and designers an opportunity to consider human behavior within a “third place”. It examines the framework of relationships among physical factors as independent variables and social factors affecting third place human behavior. Second, this case study gives students and designers an opportunity to understand environmental psychology, opening up possibilities discussion of an interdisciplinary approach between environmental psychology and interiors. Finally, demonstrating an application of the proposed framework in an actual design process helps to connect academia with the practical world. Therefore, this case study can contribute to further studies in the interior design field.
Background

Figure 5-1. Main Street looking east, Ames IA – trolley postcard from 1907

Cultural district in Ames as a social gathering place

A cultural district is a well–recognized, labeled, mixed-use area of a settlement in which a high concentration of cultural facilities serves as the anchor of attraction. All cultural districts are unique, reflecting their cities’ unique environment, including history of land uses, urban growth, and cultural development. Most of them are built to take advantage of other attractions such as historic features, convention spaces, and parks and other natural amenities.
In the case of downtown Ames, this was the business center of the city which turned into a cultural district since the urban renewal movement. Ames downtown includes historical sites and social gathering places as well. The present cultural district of Ames takes advantage of historical features for attraction and plays the role of creating local community.

Ames downtown was developed with a public transportation system, including trains and electric street cars. It was a business center boasting a post office, banks, a hardware store, meat markets, a photo studio, a newspaper company, hotels, a theater, and churches. With these office buildings, retails stores, places for amusement, and worship spaces, it was a social gathering area and family gathering area as well.

In a case of Ames, downtown, this was a business center of Ames, has turned into cultural districts since urban renewal movement. Ames downtown is one of historical sites and social gathering places as well. Present cultural district of Ames takes advantage of historical features for attraction and plays a role of creating local community.

Ames downtown was developed with public transportation system such as trains and electric cars. It was a business center including a post office, banks, a hardware store, meat markets, a photo studio, a newspaper studio, hotels, a theater, and churches. With these office buildings and retails stores, it was social gathering area and family gathering area as well.
Jumping Saturday Nights on Main Street in the 30s and 40s by Barbara Egemo:

“Saturday night was family night in downtown Ames in the 30s and 40s. It was really jumping. The sidewalks were crowded with people shopping and visiting. It was like a big social carnival. Everyone in town and the farmers from the surrounding area drove to downtown Ames on Saturday nights from 6 or so until the stores closed. If you came later than 7 pm, you could not get a parking space. If you sat in your car, you visited with all the people you knew who came by. They’d stop beside your car and exchange the latest news. Of if you got tired of sitting, you’d walk up Main Street, do your errands, and talk to everyone you knew who was shopping or sitting in their cars with the family, watching everyone else who was milling around… dogs and all kinds and old people and all ages. You could not
walk very fast because it was solid people. If you made the rounds of Main Street, up one side and down the other, it would take about an hour.”

(http://ameshistoricalsociety.org/stories/egemo.htm)

Figure 5-3. Main Street in Ames, IA – post card image from 1939

(http://www.ameshistoricalsoociety.org/ames_main_street.htm)

History of Ames Train Depot

Built by Frost and Granger in 1900, Ames Train Depot is located at Main Street Station 526. These two famous architects also designed the train depot in Chicago. The Ames Train Depot operated by the Chicago and North Western Railways so the first name of Ames Train Depot was the Chicago and North Western Railway Station. In 1917, a food subway
was built for passengers who had to pass the railways; however, the subway does not exist anymore. In 1949, Ames Train Depot was renovated as a college town station.

Figure 5-4. South side of the C & NW Depot, built in 1900
(http://www.ameshistoricalsociety.org/exhibits/chicago_nw3.htm)

Figure 5-5. 1900 Frost and Granger floorplan of the Chicago and North Western Railway Station in Ames, Iowa
(http://www.ameshistoricalsociety.org/exhibits/chicago_nw3.htm)
By the middle of the 1900s, Ames Train depot was a central part of a popular public transportation system. However, as people began to drive their own cars more and more, Ames Train Depot lost its important role in transportation, especially after last the travel train in 1960.

The City of Ames bought the Ames Train Depot in 1971 to use for city offices while an original building was being renovated. After renovation, the City of Ames did not need the office space; so they wanted to sell the property. Finally, in 1994, the City of Ames sold it to Hubble Realty of Des Moines. Because it was worth preserving, the City of Ames agreed to pay one dollar to Hubble Realty of Des Moines for the Ames Train Depot, under the contract of preservation.

The Ames Train Depot has been owned by Hubble Property from 1994 until now. Hubble changed the building name to Main Street Station, restored it, and converted it to commercial use. Though Hubble calls the building Main Street Station, the author chooses to use the original name, Ames Train Depot. Hubble Property added two contextual buildings with a parking lot completed on June 28, 1994. They later remodeled the building and sold it on July 5, 1995. Today the Main Street Station building has four retails shops, including a Gumby’s pizza store, an indoor farmers market, a Pro Nails and an Aveda.
Figure 5-6. The location of Main Street Station

In the early twentieth century, the Ames Train Depot was a very significant place for social gathering. It was a landmark of Ames giving an important first impression. By the middle of the 1900s, Ames Train Depot was popular for travel. Visitors and many strangers came to Ames by train. Also, it was a community area for social gathering and family reunions. People enjoyed meeting friends and relatives at the Ames Train Depot and observing others. It was a place of greeting and saying goodbye, so it was filled with human emotions and stories.

It was also a college town station so there were lots of college students coming and going. Homecoming days, former students were especially busy with arriving by train to celebrate. Before 1940 the Ames Train Depot was a very significant meeting space for students and it was often crowded.
Figure 5-7. The main entrance of past Ames train depot

Former U. S. President Theodore Roosevelt is shown at the Ames Depot ready to speak to a crowd of 5,000. He is standing on the north steps of the railway station on August 26, 1910 as part of a whistle-stop tour of the nation. Roosevelt is being introduced by arm-waving Parley Sheldon, Ames' mayor.

(http://www.ameshistoricalsociety.org/theo_roosevelt.htm)

Figure 5-8. Whittier Train Ride, Tribune photo published on April 2\textsuperscript{nd}, 1955
Figure 5-9. Whittier Train Ride, Tribune photo published on April 2nd, 1955

Kindergarten children from Whittier school wave goodbye to the departing train in which they had ridden from Boone to Ames Friday as part of their study of transportation. The teacher in the center of both pictures is Marilyn Weih. Standing at the left in the top picture is Mrs. Orville Madsen, who also accompanied the children on the trip. Many of the 50 children who participated enjoyed their first train ride.  

(\url{http://www.ameshistoricalociety.org/exhibits/tribune/09/wf_0916.htm})

Interview

The author interviewed the store managers of successful “third places” in the cultural district of Ames: Chocolaterie Stam, Café Diem, and Dutch Bakery. The characteristics of third places were discussed.
The following is selected information and input as stated by the managers and staff members.

**Social activity**

Various people come to the place for their social interaction. There are lots of club meetings. People can enjoy their meetings without regard to age, sex, or status.

Accessibility: people prefer to park nearby the place and come and go easily. Thanks to street coin parking spaces and downtown parking lots, people enjoy coming and staying. Also business people enjoy walking from their working place to the third place for breaks, lunch or a meeting, especially workers in government offices located in downtown Ames.

**Regulars**

Ames is a college town and a small city. College students look for a place to study, meet, and stay. Even though most college students were strangers the first time, they became regulars. Managers and staff members recognize regulars and frequently have casual conversation together.

**The attitude of managers and staff members**

They consider their places as social gathering places not just stores or restaurants designed for commercial profit. Thus, they are friendly and kind to their customers. While taking orders, they recommend good food or beverages for customers and make casual
conversation with a smile. Also managers or owners of the third places educate their staffs regarding attitude toward customers.

**Interiors**

Interior ambiance is very important in connecting the place with the concept. The managers believe that their interior view point plays a significant role in attracting people. The combination of aromas from coffee, chocolates, and baked goods, plus the interior ambiance create a desirable place for customers.

**Methodology; framework**

The major objective of this thesis is to create an adaptive framework as a guide for designers and students. This framework should enable students to effectively analyze a community building as a third place, and to create more effective community life, enhancing social affiliation and intimacy. The purpose of this case study is to attempt to utilize the proposed framework in design analysis and design development as an example of application.
Site and Contextual buildings – Accessibility and Events

**Site condition**

The existing site is located on west Mainstreet Road which is in downtown of Ames, Iowa. The site contains three primary parts: Ames Train Depot, two contextual buildings and three parking lots (Figure 5-10). Prosperous commercial stores and government offices are located in the east or north parts of downtown Ames, so people do not use this route to go to the west side of downtown. The main way to get to downtown Ames is Clark Avenue, and people prefer to park in the downtown parking lot next to Clark Avenue or turn right to go to the east part of Downtown. Thus, the proposed site soon became a useless area.
However, the area surrounding the site has possibilities to be developed. The famous local restaurant, Aunt Maude‘s, is located in front of the site and an existing downtown parking lot will be changed to a large ramp soon. Moreover, the popular organic and local grocery shop, Wheat Field Grocery, moved to the west part of downtown recently.

![Site Location Map]

Figure 5-11. The location of site

**Building approach**

The site is located at the intersection of Clark Avenue and Mainstreet Road, which are both two way streets. This site has three parking lots: southward, eastward, and westward. The main entrance is a south entrance facing Mainstreet Road. This entrance includes a rectangular parking lot between Mainstreet Road and Ames Train Depot; this parking lot is surrounded by three buildings. Thus, people can approach Ames Train Depot and two contextual buildings through this parking lot. Also, this site includes two additional parking lots next to the two contextual buildings, eastward and westward. However, the access way to the east parking lot is not manifest to drivers. Even though they can approach the main road, Clark Avenue, most drivers approach from Lincoln Way to Clark Avenue, which
necessitate a right turn to approach the east parking lot of the proposed site. Convenient downtown parking areas next to Clark Avenue are more accessible than the east parking lot. The west parking lot of the proposed site has an obvious access way for parking; however, the west part of Downtown has not prospered significantly and the access to enter the building is not clear. The west contextual building’s entrances do not face to the west parking lot directly, but instead face opposite ways.

The walking distance from parking to the main entrance is organized well with sufficient parking lots. Nevertheless, from the view point of streetscape, the building’s approach is not considered. One of the desired characteristics of Downtown is an appealing streetscape which adequately reflects the cultural experiences or uniqueness of the town. Most of the downtown buildings have pedestrian roads directly leading to entrances. Thus, people enjoy walking on Downtown sidewalks while enjoying the streetscape. In contrast, the Ames Train Depot site is not connected to any pedestrian roads directly. People must pass through a rectangular parking lot to approach the Ames Train Depot. Unfortunately, the proximity to the railway means customers are exposed to loud noises from trains.

**Activity**

Ames Train Depot was a social gathering place in the past. Now, the outdoor farmers’ markets are open during summer and early fall, so once again it promotes social gathering. In modern society, the farmers’ markets help people to get to know each other; they are not merely venues for sales. When compared with supermarkets, the farmers’ markets are perceived by their customers as more friendly, personal, rural, small, and happier settings (Robert Sommer, John Herrick and Ted R. Sommer. , 1981). Even though many people do not
come to Ames outdoor farmers’ markets, the markets continue to be part of the meaningful heritage of Ames Train Depot as an important social gathering place.

Figure 5-12. Farmers’ markets at Ames train depot facing railways

Figure 5-13. Farmers’ markets at Shelter of Ames train depot
The east contextual building, described previously, is used for commercial business. However, the west contextual building is empty and advertised for sale or rent. It apparently means that this site is not popular with people. It is currently one of a few abandoned spaces in Downtown Ames.

**Existing condition**

*Architecture of Ames Train Depot building*

The style of Ames Train Depot reflects the Italian details of a period in the second half of the 19th century; details include segmental arched windows and red bricks. Historically Ames Train Depot has a shelter which is one of the characteristics of any train depot

![South view of Ames train depot](image)

*Figure 5-14. South view of Ames train depot*
Architecturally, Ames Train Depot has two different levels. It consists of an East part one story 10 feet high, and a west part one story 25 feet high with one roof. The segmental window parts are 25 feet high. Also, it has a fence between railways and platforms; although the purpose of this railway is not for travel anymore, the fence is necessary for safety. Since renovation in 1995, this building has had slopes for disabled people and signs between two segmental windows for commercial businesses. Ames Train Depot has not changed its original look significantly because of the preservation contract.

**Interiors of Ames Train Depot building**

Ames Train Depot has four different retail stores, including a Gumby’s pizza store, an indoor farmers market, a Pro Nail, and an Aveda.

The author tries to approach interiors of Ames Train Depot with two factors in mind: ambient factors for pleasure, and physical factors for space efficiency. Ambient factors are sensory stimuli such as lighting, temperature, sound, and odor; physical factors are associated with functional factors affecting both customers and employees.

*A Gumby’s pizza store*

- **Ambient factors for pleasure**

  This space is in the east part of Ames Train Depot next to the shelter. This pizza store does not provide a dining area, because their service is for delivery only.

  Fluorescent lighting fixtures are the major source of light. There is also daylight through the windows aiding visibility. The main entrance is located at the storefront, which faces northward and directly opens to the sidewalks of Ames Train Depot. Other doorways
are open to the railway platforms which are southward, though these doors are used for entrances. Therefore, the control of interior air temperature and the control of ventilation are easy to maintain naturally; however, during winter, it can be an issue because of cold wind from north to south. Also, railways are close to the Ames Train Depot, so there are loud noises even inside of buildings. The total ambiance of this store is not ideal for a pizza store, because it appears dangerous and unsanitary to many people. There are sticky fly traps from a ceiling and disorganized baskets, boxes, and fertilizer bags all around. It looks to the casual viewers like farmers’ storage spaces.

- **Physical factors for space efficiency**

The Gumby’s pizza store consists of one restroom, a big kitchen area, one storage space, and a counter for ordering. Considering physical factors for customers, there is no seat for waiting. Although this store is just for delivery, people want to stop by to order for pick up and feel comfortable.

![Figure 5-15. Counter of Gumby’s pizza store](image)
Figure 5-16. Kitchen area of Gumby’s pizza store

Figure 5-17. Hallway of a restroom and a storage room
Figure 5-18. Sink area of Gumby’s pizza store

*Indoor Farmers’ Market*

- **Ambient factors for pleasure**

  This space is located between a shelter and a nail shop. Fluorescent lighting fixtures are the major source of lighting. There is also daylight through the windows, aiding visibility. There is no spot lighting for display, so merchandise is not illuminated. The main entrance is located in the storefront, which is northward and directly opens to the sidewalks of Ames Train Depot. Other doorways are open to the platform of railways, which are southward, though these doors are also used for entrances. Therefore, the control of interior air temperature and control of ventilation are easily done naturally; however, during winter, it can also be an issue, because of cold wind from north to south. Railways are close to the Ames Train Depot, so there are again loud noises even inside of the building. The total
ambiance of this space seems disorganized and old-fashioned; south windows are closed by dividers which create other rooms, so lighting is dim inside.

- **Physical factors**

  The Indoor farmers’ market has a cooking area, a rest room, a storage space, a display area, and a social gathering place all within a small space. The main entrance is connected to a display area where customers contact an employee at the counter. The display area is connected to a social gathering area. This social gathering area has a big table at the center, encouraging conversation, while cooking or quilting. Offices and small storage spaces are separated from a social gathering area and a display area by partitions.

![Figure 5-19. Display area of indoor farmers’ markets](image-url)
Figure 5-20. Social gathering area of indoor farmers’ markets

*Pro Nails*

- Ambient factors for pleasure

This nail shop, Pro Nails is located next to a beauty salon. Fluorescent lighting fixtures are the major source of lighting, though some pendant lightings are provided. There is also daylight through the windows, aiding visibility. Aesthetically, Pro Nails has 25feet high ceilings and is filled with natural light through segmental windows. The odor from nail care products fills this area. Like other retail stores in Ames Train Depot, this nail shop has south doorways and windows, plus north windows, so it is possible to control air and temperature. The ambiance of this store is good for nail care, but not for massages. For meditation in other circumstances, the sense of smell helps people to relax; however, the pungent smell from nail care products and nail remover often causes headaches. Even though
this store has enough windows well located for ventilation, the owner does not want to open windows for ventilation, because the nail shop is exposed to loud noises from railways. This store does not have an indoor ventilation system, but should consider one to get rid of pungent smells.

- **Physical factors**

  The main entrance from the store front is connected to two entrances for the nail shop, Pro Nails and the beauty salon, Aveda. The east door is used as the main entrance to Pro Nails. The nail shop has one big studio space with one restroom, a storage room, and one office. This space is organized by function: the west part has a reception desk, nail care tables and sink area. The east part is used for massages and meditation.

![South view of Pro Nails](image)

**Figure 5-21. South view of Pro Nails**
Aveda

- **Ambient factor**

  Fluorescent lighting fixtures are the major source of lighting in the beauty salon, though some spotlights are utilized to illuminate merchandise, and wall washer lights are being used for decoration. There is also daylight through the windows, aiding visibility. The store manager enjoys sitting at the counter area, because it is filled with natural light through windows. The level of the ambient factor of lighting seems proper for a beauty salon,

  The main entrance to the salon is located in the storefront, and it is connected to the entrances for Pro Nails and Aveda, the beauty salon. As customers enter, the entrance to the right is for Aveda. South windows and doorways and north windows help control temperature and ventilation. Also, this beauty salon has an in-door ventilation system. A modern indoor heating system and an air-cooling system are installed in Aveda. There are also built-in speakers installed so that customers and employees can enjoy listening to music while working or receiving service.

- **Physical factors**

  Aveda has two different sections, which are for Aveda products and for the salon. Part of this space has restrooms, massage rooms and a staff lounge. This space was renovated by an interior design firm, so the interior look is better than other retail stores in Ames Train Depot. For meditation, customers can go to the massage room to be relaxed separately. Also, employees can enjoy their breaks in a staff lounge, which is connected the outdoor area, so they can get fresh air.
Figure 5-22. A beauty salon

Figure 5-23. Aveda
Process for human behavior in social gathering places through hand drawings

The author has tried to find the patterns of human behavior in social gathering places, especially coffee houses and farmers’ markets. The author drew sketches of people for the purpose of analysis.

The results from observation of human behavior

Indoor

In the coffee houses, people arrange to meet others for their socializing. People usually enjoy their friends or acquaintances with casual conversation and beverages. They choose their beverages, seats, and their surroundings. People often re-arrange their seating, control lighting, and put their belongings, such as bags or jackets on empty chairs or spaces. As a result they can create their territory as a comfortable place where they feel pleasure and stay longer. There are some people who come to coffee houses alone to work, study, or refresh themselves. In this case, they prefer to sit next to the walls, partitions, or windows for their privacy, or to find a proper space for their purposes. Even though groups of people want some privacy, individuals need more privacy, because they do not want to be interrupted by noisy groups. That being said, individuals may choose a semi-private area. Also, some individuals enjoy listening to others chatting or watching people interact. They want to keep privacy but open part of their minds to the public to feel involved. They want to socialize with others even as individuals. Most people in coffee houses enjoy their beverages, baked goods, music and ambiance regardless of whether they are individuals or groups.
Outdoor

In the farmers’ market, there are various activities going on which are conducive to social gathering. Between sellers and customers, it is usually easy to make conversation. Sellers inform customers about their products, cultivation processes, and local business connections, and customers are eager to learn. This provides a chance to create easy casual conversation. Also, people come to farmers’ markets with their families and enjoy outdoor activities such as kids’ games, performances, and events. Especially, the kids’ activities encourage parents to be friendly. This atmosphere creates more conversation between children and parents. It is the power of outdoor activities plus children that encourages social gathering without boundaries.

Design development of Ames Train Depot

based on a proposed frame work

Accessibility and programs

The first components; accessibility and programs, are applied for the site design. attraction to this site and buildings is not apparent to people, so easy accessibility and appropriate programs fitting for Ames residents are needed. Also, visual and functional attractions of site and two contextual buildings should be facilitated.

Accessibility

This site has four accesses, with sidewalks and ramps for the disabled connected to the buildings. Also, this site has one main pathway which is connected from Main Street to
the Ames Train Depot building as a shortcut. It can be accessed by vehicles during events, farmers’ markets or other business.

Moreover, each access is connected to two parking lots, and street parking spaces, and is near parking ramp. People can park either nearby the building or on this site. People without cars, often take public transportation to get to this site. A Cy-Ride stop used by the city bus system is installed. It is important to inform riders about the convenience of using a Cy-Ride pass and the location of this Cy-Ride stop.

Visual attractions should capture people’s attention with easy accesses. This site has one clock tower, which can be seen easily at the Cultural District and on Lincoln way. Also, all sidewalks from accesses have flower gardens, water fountains or trees, so people can easily find the way to the buildings and enjoy visual attractions.

The east part of the square is especially attractive, featuring a natural park with water ways and a water fountain. During summer, people can enjoy activities with water and take a rest in the pleasant surroundings. Throughout most of four seasons, this natural park provides beautiful scenery and seating facilities under the trees.

**Programs**

**Outdoor**

When Ames weather conditions are considered, summer and winter seasons are longer than spring and fall seasons, so outdoor activities are considered based on summer and winter. The past parking lot area will be turned into the square with a natural park and events
area. During summer, the west part of this square is used for outdoor farmers’ markets and all kinds of community events. All supplies for outdoor farmers’ markets and events are stored in the service space, which belongs to the west contextual building. A natural park provides water ways and water fountains, so that children can play with water and their families can enjoy time with them.

During winter, this events area will be turned into a skating rink. People can enjoy skating with their family and friends or take a seat in the outdoor seating area next to the rink. There is also an indoor seating area located at the service area and indoor farmers’ markets. Conveniently, the restroom of a service space is designed to be accessed from outdoors as well as indoors. When the event area is utilized for a skate rink, the restroom has two doorways, so skaters do not need to take their skates off to use this restroom. Also, this is connected to the indoor service area so people can approach restrooms easily.

*Indoor – two contextual buildings*

The east contextual building is designed for retail and office spaces. This building is divided into two parts. The east part is for retail and the west part is for office spaces. The east part is facing Clark Avenue, which is the main road used to approach the Cultural District of Ames from Lincoln Way. Retail spaces are therefore appropriate for this part of the building. However, the west part of this building has a great view of a natural park; so this area is very pleasant for office space. This building also has a parking lot northward used as a loading zone so retails and offices can get their supplies easily.

The west contextual building is planned for service spaces, indoor farmers’ markets and a children’s nursery. Indoor farmers’ markets offer cooking classes and other useful
seminars for residents, while assisting outdoor farmers’ markets. This farmers’ market faces the event areas, so that people can enjoy watching events, outdoor farmers’ markets and skating while buying local products. Also, this service building provides nursery care for infants and a service area for skating and other events. Thus, the west contextual building is designed as a service building for all age groups as well as for assisting events.

Figure 5-24. Elevation – south, north, west, and east view
Figure 5-25. Site plan - summer

Figure 5-26. Site plan - winter
The Ames Train Depot is designed as a real community building. It includes the Ames Historical Society, Ames History Museum, a performance area, Ames Train Station, and the coffee house, named The Third Place. The existing railways have been used only for transporting raw materials and chemicals since 1960. However, this railway can be used for public transportation again, bringing people to a social gathering place with related facilities. The existing Ames Historical Society had a plan to extend their display area; the Ames Train Depot building provides a museum for the Ames Historical Society next to the office. This museum is connected to a performance area with large window walls, so people can easily approach the museum.

The performance area was the open shelter area of the Ames Train Station; however, this area is changed to a big open performance area by installing window walls. People can enjoy music concerts at night, and they can view a natural park or outdoor events through the window walls. This waiting area is connected to the train depot; so people can wait for trains in the performance area.
The Ames Train Depot has a ticket office, a business center, and a seating area next to the entrance. The main walkway from the main entrance of the site is connected to the train depot, because this area is located at the center of the building.

The coffee house is connected to the train depot so people can easily get beverages, food, and snacks from the coffee house. This space has two different levels, so people can get different experiences in the coffee house. It has five different social gathering places: lunch bar areas, family gathering areas, club-meeting areas, study areas, and open-public areas.

This Ames Train Depot is linked horizontally with vertical entrances. It is well balanced with active function and inactive function. For example, if people are not particularly interested in the history of Ames, they can have a chance to appreciate historic exhibits through performance areas. Also, although trains are not as popular a mode of transportation in modern society, a well-organized plan can make this transportation system a valuable function again.

Figure 5-28. Floor plan – Ames Train Depot building
**Adjacency and proximity**

Based on the proposed framework, the second component is the adjacency in space and the proximity between people; this component is used for seating arrangements of The Ames Train Depot building.

Most of the seating areas in the Ames Train Depot building are arranged for eye contact. Providing chances to sit face to face helps make casual conversation easy even between strangers. However, the concern of keeping privacy is also important so Ames train depot building provides three seating opportunities for people.

The coffee house, named of The Third Place, is applied for this second component. When people prefer to sit next to walls, partitions, and dividers, it usually means that they want to guard their privacy. Similarly, people who like to sit next to windows or areas open to the public, often want to be involved with nature or the environment. Thus, seating areas should provide private spaces as well as semi-private openings to the environment. In order to create social affiliation and intimacy, providing opportunities to meet others is necessary, and semi-private areas can play a role in it.

Consideration of various users is necessary for social gathering places; this coffee house, The Third Place, provides five different areas for creating privacy, intimacy, and social affiliation.
Figure 5-29. Analysis of seating arrangement based on Private and Public

Design tools

Based on the proposed frame work, the third component is actually design tools. Interior environment is important for creating social affiliation and intimacy. The top characteristics, which are aroma, acoustics, adequate lighting, furniture, a view to outside and ambiance, are considerable factors as design tools in The Third Place.

Aroma

Aroma helps to create the emotion of pleasure for people. The Third Place has the aroma of fresh brewed coffee, baked goods and often food. These aromas are dispersed towards the east of Ames Train Depot building, as there is no wall dividing the spaces. Also, the performance area has an aroma candle to create a pleasurable scent, so people can relax
with music. Ventilating systems in this building are designed to keep desirable smells in the space, rather than venting them out. The technique of venting the oven to the front of this building is designed to attract people and create pleasant coffee house experiences.

**Acoustics**

This building is constructed with red bricks, which means the sound is reflected by the building materials; bricks. The performance area is especially affected during music from concerts. In order to help balance the sounds of reflection and absorption, wood furniture and wood flooring are planned in performance areas. Also, this music can be heard at the train depot, so it can attract people to the performance area. The train depot has north and south entrances. Through the south entrance, loud noise from trains travels to the train depot, so most of the building materials, except the original brick walls, are wood for absorption of sound. In the third place, there is a built-in music player with speakers, so people can enjoy music with their beverages. For social affiliation and intimacy, the level of sound from the music is well balanced not to interrupt casual conversation. Like many other places, The Third Place also uses wood materials for absorption of sound.

**Adequate lighting**

The Ames Train Depot originally had south windows and north windows aiding visibility of interiors, so this building is filled with daylight. In particular, The Third Place has 25-feet high segmental windows, so it can take advantage of daylight more than other areas of the Ames Train Depot building.

Other light fixtures such as fluorescent lighting, spot lighting, pendant lighting, wall washers, and task lighting are applied for lighting plans. The main lighting of office areas is
fluorescent lighting, such as in the Ames Historical Society, business center, and ticket offices. For display of historical features, merchandise and paintings, spot lighting is planned for areas such as the museum for Ames Historical Society, The Third Place, and Ames Train Depot. In order to create different moods, task lighting is utilized. In a performance area, candles create a romantic mood with music, and table lightings are used according to the needs of people in The Third Place. Pendant lighting creates a different mood at places which need to attract people, often through the shadows from the lighting fixtures. For decoration, the effect of wall washers is effective in attracting people.

In order to control lighting in The Third Place, table lamps are provided next to the seating area. When people can control the lighting, they feel more comfortable, which is very helpful in making strong connections to physical settings, which is place attachment.

Figure 5-30. Reflecting ceiling plan – Ames Train Depot building
Furniture

In order to keep surfaces clean efficiently and effectively, easy to clean materials, finishes and furniture are used in the Ames Train Depot building. Same furniture having different colors or different furniture having same colors is applied for this building to create visual connection. By providing moveable chairs and tables in The Third Place and in the performance area, people can re-arrange their seating areas, so that they can create their own places and territories. Also, comfortable chairs with cushions are provided to encourage lingering.

A view to outside

The Ames Train Depot building provides views to the outside from some parts of the space, such as the performance area and The Third Place which are focusing on social gathering. The views to the outside offer access to nature, natural light, and the activity outside the Ames Train Depot building. Most people need a view and access to nature to feel pleasure and serenity. They often have strong preferences for interior seating areas that are partially enclosed, maintaining privacy and affording a view of the adjacent areas; some desire outdoor view that are open to the public.

Ambiance

Ames Historical Society

The Ames Historical Society has a modern and natural mood for its offices. Modern style furniture was chosen, and the total color scheme is based on natural mood. The natural color scheme makes offices seem friendly and comfortable, and modern furniture is convenient for the office environment, in terms of ergonomic technology.
Figure 5-31. View of the meeting area in Ames Historical Society

Figure 5-32. View of the meeting area in Ames Historical Society with office members
### Table 5-1. Considered factors based on proposed framework

<table>
<thead>
<tr>
<th>The Ames Train Depot building</th>
<th>Proposed Framework</th>
<th>Accessibilty and Programs</th>
<th>Adjacency and Proximity</th>
<th>Design tools</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ames Historical Society</td>
<td>Easy to access</td>
<td>Comfortable proximity for communications, arrangement for insuring privacy</td>
<td>Adequate lighting, cleanliness, natural lights, comfortable furniture, appealing interior décor, and visual attraction</td>
<td></td>
</tr>
</tbody>
</table>

**Performance area**

With music performances, candle lighting and the aroma from candles create a romantic mood. Outside lighting with a natural park creates shadows, also helping to create a romantic mood. During the day time, it is changed to a waiting area for trains and friends, so this area is planned for an active atmosphere. Through large window walls, a natural park is visible, and active people are exposed to this area, further adding to the active mood.

![Figure 5-33. View of the stage of performance area](image)
Figure 5-34. View of the stage of performance area with audiences

Figure 5-35. View of the performance area
Figure 5-36. View of the performance area with people

<table>
<thead>
<tr>
<th>The Ames Train Depot building</th>
<th>Proposed Frame work</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Accessibility and Programs</strong></td>
<td><strong>Adjacency and Proximity</strong></td>
</tr>
<tr>
<td><strong>A performance area</strong></td>
<td>Easy to access, Strong memories of performance, physical attraction by large window walls, inclusion of natural features, and beverage and food available</td>
</tr>
</tbody>
</table>

Table 5-2. Considered factors based on proposed framework

Ames train station

As compared with past train depots, this train depot is intended for a modern style. The selection of furniture and color scheme is selected with a modern style theme in mind.
Also, pendant lighting creates beautiful reflective effects, so people can enjoy the shadows at night. On the wall, old pictures of the train depot are displayed, so people can feel the past.

**Figure 5-37. View of main entrance of Ames Train Depot**

**Figure 5-38. View of main entrance of Ames Train Depot with passenger**
Figure 5-39. View of the ticket office in Ames Train Depot

Figure 5-40. View of the ticket office in Ames Train Depot with passengers
Table 5-3. Considered factors based on proposed framework

The Third Place

Above all things, the third place is the coffee house, planned for creating intimacy and social affiliation. Thus, the mood of this space is friendly, welcoming, comfortable, and active. Staff and managers are friendly to everybody. All spaces are planned for private areas as well as semi-public areas, which open so people can approach others easily with no keeping of invasion of privacy.

Figure 5-41. View of the family gathering area of The Third Place
Figure 5-42. View to the family gathering area of The Third Place with people

<table>
<thead>
<tr>
<th>The Ames Train Depot building</th>
<th>Accessibility and Programs</th>
<th>Adjacency and Proximity</th>
<th>Design tools</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The third place</strong></td>
<td>Easy to access, activities, inclusion of natural features, and consideration of everyone regardless of age and status</td>
<td>Comfortable proximity for communication, arrangement for insuring privacy, control of lighting, flexible seating arrangement, and provisions for semi private space</td>
<td>Cleanliness, outdoor view, natural lights, comfortable furniture, and appealing interior décor</td>
</tr>
</tbody>
</table>

Table 5-4. Considered factors based on proposed framework
Figure 5-43. View of the lunch bar area of The Third Place

Figure 5-44. View of the lunch bar area of The Third Place with people
The Ames Train Depot building

Table 5-5. Considered factors based on proposed framework

<table>
<thead>
<tr>
<th>The Ames Train Depot building</th>
<th>Proposed Framework</th>
</tr>
</thead>
<tbody>
<tr>
<td>The third place (Lunch bar areas)</td>
<td>Accessibility and Programs</td>
</tr>
<tr>
<td>Easy to access</td>
<td>Comfortable proximity for communication, and arrangement for insuring privacy</td>
</tr>
</tbody>
</table>

Figure 5-45. View of the counter of The Third Place
Figure 5-46. View of the counter of The Third Place with people

<table>
<thead>
<tr>
<th>The Ames Train Depot building</th>
<th>Proposed Framework</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Accessibility and Programs</strong></td>
<td><strong>Adjacency and Proximity</strong></td>
</tr>
<tr>
<td>The third place (Counter)</td>
<td>Easy to access, and beverage, and food available</td>
</tr>
</tbody>
</table>

Table 5-6. Considered factors based on proposed framework
Figure 5-47. View of the main entrance of The Third Place

Figure 5-48. View of the main entrance of The Third Place with people
Table 5-7. Considered factors based on proposed framework

<table>
<thead>
<tr>
<th>The Ames Train Depot building</th>
<th>Proposed Frame work</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Accessibility and Programs</strong></td>
<td><strong>Adjacency and Proximity</strong></td>
</tr>
<tr>
<td>The third place</td>
<td>Easy to access, and physical attractions though historical features</td>
</tr>
<tr>
<td>(Main entrance)</td>
<td></td>
</tr>
</tbody>
</table>

Figure 5-49. View of the social gathering area of The Third Place
Figure 5-50. View of the social gathering area of The Third Place with people

<table>
<thead>
<tr>
<th>The Ames Train Depot building</th>
<th>Accessibility and Programs</th>
<th>Adjacency and Proximity</th>
<th>Design tools</th>
</tr>
</thead>
<tbody>
<tr>
<td>The third place (Social gathering areas)</td>
<td>Easy to access, and inclusion of natural features</td>
<td>Comfortable proximity for communication, arrangement for insuring privacy, control of temperature and lighting, flexible seating arrangement, and provision for semi-private space</td>
<td>Adequate lighting, cleanliness, outdoor view, natural lights, comfortable furniture, and appealing interior décor</td>
</tr>
</tbody>
</table>

Table 5-8. Considered factors based on proposed framework
Figure 5-51. View of the flexible social gathering area in The Third Place

Figure 5-52. View of the flexible social gathering area in The Third Place with people
Table 5-9. Considered factors based on proposed framework

<table>
<thead>
<tr>
<th>The Ames Train Depot building</th>
<th>Proposed Framework</th>
</tr>
</thead>
<tbody>
<tr>
<td>The third place (Flexible social gathering areas)</td>
<td>Accessibility and Programs</td>
</tr>
<tr>
<td>Easy to access</td>
<td>Comfortable proximity for communication, comfortable furniture, and provisions for semi-private space</td>
</tr>
</tbody>
</table>

Figure 5-53. View of the study area of The Third Place
Figure 5-54. View of the study area of The Third Place with people

<table>
<thead>
<tr>
<th>The Ames Train Depot building</th>
<th>Proposed Frame work</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Accessibility and Programs</strong></td>
<td><strong>Adjacency and Proximity</strong></td>
</tr>
<tr>
<td>Easy to access, and inclusion of natural features</td>
<td>Comfortable proximity for communication, arrangement for insuring privacy, control of light, flexible seating arrangement, and provision for semi</td>
</tr>
</tbody>
</table>

Table 5-10. Considered factors based on proposed framework
Result of the Case study

The purpose of this case study is to apply the proposed framework in a design application. The design analysis and the design development are conducted based on the framework. Pleasure is hypothesized as the key determinants of emotional responses of subjects in the third place, creating social affiliation and intimacy. The concept of pleasure is associated with physiological comfort. In a pleasant situation, the attachment to the place and approach behavior is induced at the most preferred level.

The proposed framework seems useful in design development for a community building as a third place. First, in the design analysis, the framework should be helpful in identifying unique strengths. For instance, the analysis of human behavior through hand drawings helps in considering human behavior in social gathering places.

Second, the framework could be useful in controlling design elements as a whole. The concept of inducing the emotional dimension of pleasure depends on three factors, which are three components of the framework. This concept also shows significance in design development.

Third, the case study shows that the framework can be useful to enhance creativity in a design process. Creating a real community building as a third place can challenge a designer to find creative solutions and fulfill the true purpose of the building. With the framework, the case study reveals the unique results in the design process, and it shows that the framework encourages a designer to consider all the possible environmental characteristics. These characteristics must enhance social affiliation and intimacy among people in a community building as a third place.
Finally, the ideal combination of the three components of the framework is shown as the most important factor in building community for social affiliation and intimacy. Interior design is not mere design of an interior space. Beyond the scope of design interiors, the case study shows that a holistic view of design concept has the power to enhance quality of life, and it can contribute significantly to the revitalization of a city’s cultural district.
CHAPTER 6. CONCLUSION

The goal of this thesis was to propose an adaptive theoretical framework that can explain the relationship between environmental psychology and interior design is creating social affiliation and intimacy in a community building. In this final chapter, the objectives and results will be summarized and evaluated. First, the overview of the research procedure will be summarized. Second, a summary of the proposed framework will be presented as a result of this thesis. Finally, the conclusion and implications for further research will be discussed.

This research has been conducted based on the notion that the environment-perception relationship to the physical and social surroundings is important in creating a community building for social affiliation and intimacy.

Research procedure

This research was conducted as an integrated study based on grounded theories. Three main bodies of literature were reviewed. First, the importance of emotional experiences in relation to a physical environment was reviewed by the author in the section on environmental psychology and interior design. Second, the definition of a third place and grounded theories in environmental psychology were reviewed. This was based on the M-R theory and place attachment, due to its primary use in human behavior and emotion research of physical settings, in terms of environment-customers behavior relations. Finally, a review
of literature was conducted on the typology of the relationship between environmental psychology and interior design for creating a community building as a third place.

Integration and synthesis of grounded theories were attempted, based on critical analysis. First, a redefinition of terms was established, including space, place, social affiliation, intimacy, and pleasure. Second, the characteristics of a third place were reviewed, with emphasis on creating a real community for intimacy and social affiliation. Third, place attachment, the M-R model, and other environmental psychology aspects were analyzed and integrated in relation to environment-emotional human reactions. Literature review focused primarily on studies of place and place attachment with human perception. This focus emerged the availability of literature on the social/psychological studies of place, and to a lack of literature on the design of social gathering places. Finally, establishing typology of relationships between environmental psychology and interior design was conducted, based on much critical analysis of environment from a designer’s point of view.

The adaptive theoretical framework was proposed in a single chapter. This chapter explored effects of environmental stimuli on emotional responses affecting approach behavior for creating intimacy and affiliation. The chapter also explained factors composed of three parts to promote the positive emotional dimension of pleasure. The proposed framework was applied in an actual design process as a case study. The Ames Train Depot building located in downtown of Ames, Iowa was used. The design analysis and design development were conducted, based on the framework. The results were presented in comparisons between the existing design of the building and the proposed design.
Summary of the Proposed Framework

This framework integrated two disciplines: environmental psychology and interior design. The framework is composed of three parts. The first part explains the importance of accessibility and programs for creating attractiveness. In the second part, the design tools are demonstrated for creating ambiance of interiors. The last part addresses the role of adjacency in space and proximity between people.

Finally, the issue of controlling the emotional dimension of pleasure will be addressed as a positive result of this model. In the third places, control or composition of environmental dimension is the primary concern. However, no study has been found with an interdisciplinary approach between environmental psychology and design. Thus, the adaptive theoretical framework proposed here suggests detailed factors, which should be considered for creating intimacy and social affiliation from the selection of site to specific design guides.

Conclusion and Implication

The case study conducted shows that the proposed framework has obvious potential as a guideline for designers in the design process. It helped the author, not only to identify the strengths and weaknesses of existing design in the analysis of the Ames Train Depot building, but it also helped her to control the design composition in advance. The framework shows potential as a decision-making tool in the design process. The creativity did not seem to be impaired by the use of the proposed framework.

In this thesis, the author tries to understand a holistic approach to an environment-human emotional relationship from a designer’s point of view. The proposed framework
seems to adequately explain this holistic concept of human experiences in indoor and outdoor community spaces. More detailed research might reinforce the proposed framework. Studies of a determination of pleasure level, according to various age groups, color and research in the specific function of each environmental factor, could feasibly be conducted.

This framework also shows that there is a great potential for further research in interior design, related to environmental psychology. First, the framework proposes the interdisciplinary approach between environmental psychology and interior design. Therefore, it provides an opportunity for environmental psychologists and design scholars alike, to do research on environment-human interaction. Second, the framework can be utilized for design education in development of creativity. Third, the effect of a community building for social affiliation and intimacy can be further investigated for revitalization of cultural districts or contribution to the public awareness. Finally, the author is convinced that this study would bring new insight to academia in the interior design field, and it can expand the interior research area significantly.
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Figure 5-25. Site plan - summer

Figure 5-26. Site plan - winter
Figure 5-27. Section - north

Figure 5-28. Floor plan – Ames Train Depot building
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Figure 5-34. View of the stage of performance area with audiences
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Figure 5-38. View of main entrance of Ames Train Depot with passenger
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Figure 5-42. View to the family gathering area of The Third Place with people
Figure 5-43. View of the lunch bar area of The Third Place

Figure 5-44. View of the lunch bar area of The Third Place with people
Figure 5-45. View of the counter of The Third Place

Figure 5-46. View of the counter of The Third Place with people
Figure 5-47. View of the main entrance of The Third Place

Figure 5-48. View of the main entrance of The Third Place with people
Figure 5-49. View of the social gathering area of The Third Place

Figure 5-50. View of the social gathering area of The Third Place with people
Figure 5-51. View of the flexible social gathering area in The Third Place

Figure 5-52. View of the flexible social gathering area in The Third Place with people
Figure 5-53. View of the study area of The Third Place

Figure 5-54. View of the study area of The Third Place with people
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Drawing 1. Outdoor Farmers’ markets

Drawing 2. Outdoor Farmers’ markets
Drawing 3. Outdoor Farmers’ markets

Drawing 4. Outdoor Farmers’ markets
Drawing 5. Outdoor Farmers’ markets

Drawing 6. Outdoor Farmers’ markets
Drawing 7. Outdoor water fountain

Drawing 8. Outdoor seating
Drawing 9. Outdoor water fountain

Drawing 10. Outdoor walking
Drawing 11. Outdoor walking

Drawing 12. Outdoor skating rink
Drawing 13. Outdoor skating rink

Drawing 14. Outdoor skating rink
Drawing 15. Outdoor train depot

Drawing 16. Indoor performance area
Drawing 17. Indoor coffee houses

Drawing 18. Indoor coffee houses
Drawing 19. Indoor coffee houses

Drawing 20. Indoor coffee houses
Drawing 21. Indoor coffee houses

Drawing 22. Indoor coffee houses
Drawing 23. Indoor coffee houses

Drawing 24. Indoor coffee houses
APPENDIX C. THESIS EXHIBITION
Design of the third place for intimacy and social affiliation in a cultural district

Kyoungmee Byun and Cigdem Akkurt

**Issue**

This paper examines the role of cultural districts in the modern society, focusing on the importance of creating a third place for social interaction and affiliation. The study aims to develop a design framework for creating such a place in a cultural district.

**Methods**

The framework developed is based on four main factors: place, people, design, and economy. The framework incorporates accessibility, program, design tools, and adjacency.

**Design project**

The proposed framework is applied to a case study in a cultural district, suggesting a design solution that includes accessibility, program, design tools, and adjacency.

**Accessibility & Program**

The framework is designed to be accessible and programmatic, focusing on the importance of creating an environment that encourages social interaction and affiliation.

**Adjacency & Proximity**

The framework emphasizes the importance of adjacency and proximity in creating a third place that fosters social interaction and affiliation.

**References**

This paper draws on various references to support the proposed framework, including studies on cultural districts, social interaction, and design principles.
BIBLIOGRAPHY


