The Factories: Bringing A Derelict Icon into the New Age

Douglas Reid

Follow this and additional works at: https://digitalcommons.kennesaw.edu/barch_etd

Part of the Architectural History and Criticism Commons, Other Architecture Commons, and the Urban, Community and Regional Planning Commons

Recommended Citation
https://digitalcommons.kennesaw.edu/barch_etd/116

This Thesis is brought to you for free and open access by the Department of Architecture at DigitalCommons@Kennesaw State University. It has been accepted for inclusion in Bachelor of Architecture Theses - 5th Year by an authorized administrator of DigitalCommons@Kennesaw State University. For more information, please contact digitalcommons@kennesaw.edu.
The Factories
Bringing A Derelict Icon into the New Age

Request for Approval of Thesis Research
Project Book Presented to:

Giovanni Loreto

and to the
Faculty of the Department of Architecture
College of Architecture and Construction Management

by

Douglas [Clay] Reid

In partial fulfillment of the requirements for the Degree

Bachelor of Architecture

Kennesaw State University
Marietta, Georgia
May 1, 2020
The Factories: Bringing A Derelict Icon into the New Age

Kennesaw State University
Clay Reid
The Factories: Bringing A Derelict Icon into the New Age

The Chatillion Factories were constructed in 1927, and added on to in subsequent years. The factories changed owners and purposes many times over the following decades, until at some point in the 90’s the factories were left mostly abandoned. This industrial complex occupies some prime real estate near downtown Rome. It is just under a mile from the rapidly growing Broad Street, a quarter of a mile to State Mutual Stadium, and right across the road from Ridge Ferry Park. As such, it has the potential to act as a central location to help unite these three nodes of Rome.

With this thesis, I plan to retrofit the existing structure of the Celanese Factories to act as a mixed-use facility, focusing on commercial and residential, in the growing downtown sector. This project would allow for mixed-income housing ranging from affordable living to semi-luxurious loft spaces, and help turn a decaying landmark into a prosperous symbol of the hard-working people of Rome.
Table of Contents

Satellite Region Map 4
Program and Node Map 6
Proposed Changes to Surrounding Region 8
Satellite Site Map 10
Existing Site Usage 12
Proposed Changes to Site 14
Existing Floor Plans 16
Existing Elevations 20
Existing Sections 22
Proposed Floor Plans 24
Proposed Sections 28
The Factories: Bringing A Derelict Icon into the New Age

The Chatillion Factories were constructed in 1927, and added on to in subsequent years. The factories changed owners and purposes many times over the following decades, until at some point in the 90's the factories were left mostly abandoned. This industrial complex occupies some prime real estate near downtown Rome. It is just under a mile from the rapidly growing Broad Street, a quarter of a mile to State Mutual Stadium, and right across the road from Ridge Ferry Park. As such, it has the potential to act as a central location to help unite these three nodes of Rome.

With this thesis, I plan to retro/fit the existing structure of the Celanese Factories to act as a mixed-use facility, focusing on commercial and residential, in the growing downtown sector. This project would allow for mixed-income housing ranging from affordable living to semi-luxurious loft spaces, and help turn a decaying landmark into a prosperous symbol of the hard-working people of Rome.

Satellite Region Map

This map encompasses the majority of downtown Rome, including three points which I have noted as primary nodes for the region, State Mutual Stadium (Navy), Ridge Ferry Park (Cyan), and Historic Broad Street (Lime). The Chatillion Factories are highlighted with red.
Program and Node Map

This map encompasses follows the same scale as the previous, but now focuses on the different programmatic uses of surrounding buildings. Each node is also given a further description.

NODE 1
State Mutual Stadium
- Host to Rome Braves Minor League Team
- Hosts dozens of concerts each year
- Home of Semi-annual Redneck Rummage Sale

NODE 2
Ridge Ferry Park
- Hosts numerous events including Chiaha Festival, Rome River Jam, etc
- Includes numerous playgrounds, dog park, amphitheatre, and more
- Hub for Heritage Park Walking Trails which run throughout downtown area

NODE 3
Historic Broad Street
- Urban downtown area with dozens of shops and restaurants
- Very little residential loft space with long waitlists
- Rapid growth in past 10 years with more to come
Proposed Changes to Surrounding Region

This map follows the same scale as the previous two, but goes to show proposed changes for the surrounding region in order to emphasize the Chatillion factories as a node.

A - Extend and add new paths to Heritage Park Walking Trail to link Ridge Ferry Park, State Mutual Stadium, and Chatillion Factories.

B - Split buildings to create new main entrance from Riverside Pkwy

C - Create new roads and connect existing roads to fit increased circulation to/through Chatillion Factories.

D - Extend Ridge Ferry Park to connect to Historic Broad St
Satellite Site Map

This map highlights the site as it currently sits, and delineates the three primary buildings. For this project I will be going into the most depth with the Southern-most building, the Avery Sports Turf Factory, as a first stage to site modernization.
## Proposed Changes to Site

This site will require a fair amount of work, and as such, I have broken its proposed renovations into three stages. I will focus mostly on the first stage with this project, the Avery Sports Turf Factory.

### Avery Sports Turf Factory

The Southern-most building on the site, this building is the most recognizable while passing along Riverside Drive, due to its location, height, and other iconic features. This building has tried to fill multiple roles in its 100 year history, but ultimately has been left derelict for close to twenty years.

Because of these factors, I have proposed this building as the first and foremost stage of renovations. It will host a few commercial spaces in its large ground floor rooms. The upper floors will act as mixed income residential units, to fill the growing desire for downtown living. By implementing multiple programmatic uses, this building should kickstart interest in the site.

### CELANESE POWER PLANT

The central buildings on the site, this power plant holds a significant location amidst the buildings. Its two smokestacks stand nearly 200 feet tall and are recognizable from miles away. The power plant has sat vacant for the longest on the site, and was the focus of a large asbestos cleanup in 2008. It would likely require the most work, but its large spaces, massive windows, and towering smokestacks will likely serve as the hub in the future.

Because of these factors, I have proposed this building as the second stage of renovations. It will likely only have space for a few large commercial uses, and could act as a beautiful event space with nearly 60 feet high ceilings.

### SAWTOOTH BUILDINGS

The largest footprint on the site, these buildings are massive, single story warehouse spaces nicknamed for their iconic roof shape. Most of this space is being used for long-term miscellaneous storage for the owner of the property. Part of it also acts as a distributing center for Biscuits Bargain Carpets.

Because of these factors, I have proposed these buildings as the final stage of renovation for this complex’s future. Because of the large space filled with natural lighting coming through the skylights, these buildings will host larger commercial uses, such as restaurants and stores. It would also partially act as event spaces of differing sizes.
Existing Floor Plans

These floor plans represent the Avery Sports Turf Factory as it currently sits. Trash and rotten sheetrock and plywood interiors have been excluded, instead only showing the brick, concrete, and steel structure.
Existing Elevations
Existing Section
Revised Floor Plans

Essential structure and existing elevator shafts were maintained. The ground floor has been renovated to include commercial spaces for stores and restaurants. Upper floors have been renovated to allow for residential units of varying sizes, with most being just under 1000 sq ft, others closer to 1900. The rooftop rooms were converted to a lounge space for residents.
Fourth Floor