





Aspen's Victorian Square Fits in to Local Context

Since opening our doors in Aspen more than 13 years ago, our philosophy has been that architecture, planning, interior design, landscaping and urban design are all interdependent. Residential or commercial, we approach each project with an understanding of its regional and environmental impact, as well as the social, personal and professional needs it must meet. That philosophy holds true for a singular R+B commercial project, called Victorian Square, under construction in Aspen's downtown core.

Four years in the making, Victorian Square is an iconic, three-story, 12,275-square-foot mixed-use building at the intersection of Hunter and Hyman avenues. With a basement, two stories of above-grade commercial space, and a third-story residential penthouse with panoramic views of Aspen and the surrounding mountains, the structure is poised to become a cornerstone of the community.

Through the use of innovative materials, a highly organic and concept-driven design process, and strong and unique ties to the local context, we have designed a new landmark structure that will stand apart from typical contemporary development in the area. The design maximizes net leasable and net residential area, and is contextual and appropriate from a form and mass perspective, both in terms of the building's character and its streetscape.

From the start, our approach to the architectural concept and design of Victorian Square was a collaborative effort between. Early design charrettes at our Aspen studio encouraged creative thinking in regard to project requirements and goals, and enabled all involved to participate in what would be a long-term partnership, from concept through completion.

Set between Aspen's downtown core and the contemporary, internationally renowned Aspen Art Museum, Victorian Square celebrates the dynamic spirit of Aspen's rich history. At the base, a lapped brick facade gives a nod to the neighboring historic brick buildings and grounds the structure to the site. Currently running through the production line, every single brick is made by hand - one at a time - by Peterson Tegl, an innovative and craft-focused producer in Denmark.

The second portion of the building, formed by a single, undulating



Bryan May, AIA, NCARB
Architect,
Rowland+Broughton



OPENING ART:
Rendering depicts Aspen's Victorian Square

ABOVE:
Collaborative efforts lead to detailed concept drawings for Victorian Square.

DESIGN TEAM

CLIENT:
Project Resource Company LLC

ARCHITECT:
Rowland+Broughton Architecture/Urban Design/
Interior Design (John Rowland, AIA, and Bryan
May, AIA, NCARB)

GENERAL CONTRACTOR:
GF Woods Construction

STRUCTURAL ENGINEER:
KL&A

CIVIL ENGINEER:
Sopris Engineering LLC

MEP ENGINEER:
Beaudin Ganze Consulting Engineers Inc.

African mahogany form that cantilevers over the edge of the brick façade above the pedestrian space, was inspired by the “Pillow Factory,” a favorite backcountry destination up nearby Independence Pass, where skiers float between pillows of snow. Custom anodized aluminum windows and storefront by MBM Konstruktionen GmbH out of Germany further refine the detailing on the building’s north-facing side.

Overall, timeless architectural details respect the craftsmanship of the past, while sleek, fresh lines speak to modern technology and design. Unique detailing driven by new products and energy codes have allowed the design and construction team to delve deeply into new technologies through traditional research methods, as well as full-scale mockups.

As a team, we have also had the opportunity to travel to both Denmark and Germany to work with key suppliers and develop not only the required details for proper execution of the project, but also build trusting relationships between architect, contractor and suppliers that will endure beyond the project.

The contractor, Aspen-based GF Woods Construction, has excelled in terms of expectations. Sometimes, however, it is the smaller decisions that have made all the difference to the community at large. By injecting some light-hearted fun into the construction process, GF Woods has garnered a lot of positive feedback by keeping a very high-profile job site clean, organized and fun. Flying a Denver Broncos flag with the American flag, decorating the perimeter fence with flowers, and adding seasonal decorations as holidays come are just a few examples of the effort put forth to create a convivial connection between the Victorian Square project and the community, and to help ensure a positive outcome for all involved long before it is completed. \\\