



November 21, 2002

LA 213 Site and Terrain Analysis Team
College of Architecture and Environmental Design
Cal Poly, San Luis Obispo, CA 93407

RE: Grand Avenue Property
CEO of the Youpickemwechewemup Industries

To whom it may concern,

Our corporation, **YOUPICKEMWECHEWEMUP**, has just purchased the Grand Avenue property from Cal Poly. This is the property that you have been analyzing this term. (We cannot disclose any information about how much we have paid. We think we made a deal! The horses came with it, but where are they?) Anyway, we would like to develop the property as soon as possible and would like your ideas about how to go about that. Could you please put together a proposal for us that would include the following elements, as well as, develop a set of program elements that are important to how you see this site being developed?

- Program statement (What is the overall vision for the site)
- Program elements including the following:
 - Entertainment area (for 250 people, the CEO occasionally has office parties at their various project sites.)
 - Five (5) 500 sq.ft. guest houses
 - Meditation shrine (our President feels that a “centering place” is important at all the sites that the company owns)
 - and Five (5) additional program elements developed by you. (Per class discussion)

We would like you to present your proposal using the following criteria:

- **Program development:** describe the program and its needs (program requirements)
- **Opportunities and Constraints:** please discuss and show on the plan of our site the opportunities and constraints of any development on our site.
- **Suitability matrix:** identify the program elements and rate them with data elements and data items for a potential site (You will need to make up your own suitability matrix using the criteria you feel is important. Look back through your notes from the course and you will be amazed at what you do know!)
- **Sensitivity Diagrams:** This will include a sensitivity matrix and plan illustration
- **Bubble Diagrams:** some alternatives as to how you see program elements fitting together.
- **Conceptual Site Development:** Show, in a very conceptual way, where the program elements would be on the site. (This is a very preliminary design proposal.)
- **Prioritize the information** and write up any **conclusions** for us. We would expect that you might have a substantial document.
- **Complete package** of all the site analysis data that has been collected this term. This package should have a title page, table of contents, body of work from this quarter and the content of this report.

Thank you very much. We would like your proposal on Thursday, December 5th at 9:00 am. The retainer check is in the mail! You know how the mail is. Don't hold your breath! If you have any further questions please do not hesitate to ask our representatives.

Sincerely,



M. Wheeler Deehler, The Big Kahuna
YOUPICKEMWECHEWEMUP INDUSTRIES