HART-ALBIN
Family Department Store
Located in
Bozeman, Montana
by
Sharon Jacobsen

Montana State University
Bozeman, Montana
June 1989

Programming Analysis submitted in partial fulfillment
of the requirements for the degree
of
Bachelor of Arts
in
Interior Design

APPROVED:

Pamela J. Bancroft, Advisor

Jerry Bancroft, Director, School of Architecture
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Signature  

Date  6-9-89
This is dedicated to my family who have withstood the late nights, projects all over the dining room, and things not quite done on time at home.
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INTRODUCTION

The purpose of this project is to remodel the Hart-Albin Store, located in downtown Bozeman, Montana, into a higher quality and higher volume department store. The building to be used was built in 1906, and is located near one of the main intersections in downtown Bozeman. There is historical value associated with the building which will be considered in the redesign. The Hart-Albin store needs to be updated in order to increase its business. There needs to be liveliness, brighter colors, and a sense of excitement.

Downtown Bozeman is a mixed use area, and residents enjoy shopping there. People of Bozeman have a strong sense of loyalty, and support the downtown, even with a mall on the outskirts of town. Main Street contains many different types of stores that have drawing power on their own. The stores support each other with their individuality. Main Street is centrally located in Bozeman, and many people, during good weather, walk downtown to shop.

In the immediate area, there is a title company, two theaters, a coffee shop, two book stores, a record store, an athletic clothing and supply store, a drug store, two flower shops, a jewelry store, an art gallery, a cosmetology school, a women's clothing shop
and a motor supply store. Parking is available on the street in front of the building, and additional parking is available in a lot one and a half blocks away. Foot traffic is the primary conveyance.

The potential users for this department store are people looking for clothing and housewares for the family. Since women are the primary buyers, the major stock will be women's clothes and accessories. There are also men's department, children's, and houseware departments. The department store should be designed and tailored to meet the needs of the whole community.
Project Goals and Concepts
PROJECT GOALS AND CONCEPTS

To reflect the context of the area...
   by using materials and forms indigenous to the immediate area.

To reflect progressiveness...
   by updating and enhancing the interior.

To create a welcoming entry...
   by spaciousness and no visual barriers, and traffic direction.

To create elegance...
   by using materials with a sense of richness.

To create a sense of liveliness...
   by using splashes of bright colors, materials with reflective quality and natural lighting.

To keep the store bright...
   by using a medium value as the darkest contrast.

To create a business atmosphere...
   by having working areas comfortable, organized and merchandise easily seen.

To create a cooperative atmosphere...
   by not placing barriers between customer and store personnel.
To provide a comfortable work environment...

by using good lighting, accessible stock, and
comfortable walking surface.

To create an efficient store...

by organization in the departments, order in
store layout, and traffic delineation.

To create traffic patterns...

by using a hard surface.
HISTORY

The following information was acquired from various newspapers, a personal interview, and the Bozeman Historical Planning office.

The building was constructed in 1906. It was a two-story commercial structure with a rectangular plan, and a flat roof with extensions over the two entrances. The facade was asymmetrical with two entrances, and aluminum fixed windows on the first level, and three fixed windows on the second level. The second level also had classical detailing of a colonnaded frieze. The frame construction is finished in brick-designed concrete black screen wall and a limestone-granite decorative wall on the street level. It rests on a concrete foundation, which is parallel to the street.

The store was a Golden Rule, a department store, with gold letters on the facade, in 1897. Burr Fisher came to Bozeman and bought the building from Andy Murphy of Humansville, Missouri, who had started the business in 1892. The Fisher family established the Fisher Mercantile Company and a flour mill, among other business ventures. In 1910 the business was sold to J. R. Chambers who operated the store until 1938, as Chambers-Fishers Company.
The store was sold in 1938 to Frank and Minnie Preston who continued to run the store as Chambers-Fisher Co. In 1954, Mr. Preston converted the second floor into more retail space. Until then, the second floor had been offices, including dentistry, photography, FBI, and Masonic Temple. In 1988 Hart-Albin purchased the store, but not the building. Mrs. Minnie Preston still owns the building.

Because of the past remodeling, the building is considered "an intrusive element within a potential historic district."¹ To improve the historical value, original materials and design would have to be researched and applied. The original architect and builder are unknown.

In 1972, the escalator was added to the building. It has become a local landmark, and people around the state have come to Bozeman to ride on the escalator.

¹Bozeman Historical Preservation Advisory Commission, Montana Historical and Architectural Inventory (Bozeman: Bozeman Historical Preservation Advisory Commission, August 1984).
HOW CAN THEY LOSE AN ESCALATOR?  (Somehow This Happened)

BUT NOW IT'S FOUND!

CLASSIFIED

LOST and FOUND

Found 1 escalator pictured at left, which had been lost for about a week. This huge machine has evidently been on a shuttle between Chicago and Billings, Mont.

George A. & George B. Zeller

In the HEART of the BIG MANS Slopeing Center
Retail Store Planning Fundamentals
The function of a store is to sell. The heart of a retail store is where the merchant and customer meet. It is planned from the inside out, starting at the point of sale. After interior sales space, service areas and equipment have been planned and organized, then a logical background exists for the design of the store's outside envelope and front.

The planner's first objective is to create an efficient, attractive environment within the store in order to promote maximum sales. A basic plan is to generally locate merchandise by the division of sales departments, and to link departments by related merchandise. A second objective is to interlock the sales space with behind-the-scenes service area, which supply the sales departments. A third objective is to pull customers into the sales space through an attractive store front.
A store can be planned for well-related merchandise locations and controlled customer traffic.

Merchandise can be organized into separate well-defined sales departments, each with its own type of equipment and displays. The departments should be related to customer traffic routes, service facilities, and other sales departments. Some merchandise is grouped together based on inter-related use from a customer's point of view.

There needs to be a clear route between the entrance and remote sections of the sales floor. A central artery should be planned as an indoor shopping street. Each department is planned as separate specialty shops. An attractive visual effect should be obtained from any point in the store.

There are three main fundamental divisions: impulse, convenience, and demand. Impulse are luxury items, of suddenly desired merchandise. The sale is dependent on good display and accessibility by the customer. Convenience are staple items of standard quality, use and popularity. Demand are necessities that bring in a steady flow of customer traffic.

Demand should be at the back, and easily found if the way is clear. It could include repair, credit, rest
rooms and lounges and should include quiet areas. It should allow customers time for careful selection.

VERTICAL SALES TRAFFIC

First floor is the point of arrival for all customers. Impulse merchandise, women's and men's accessories, silverware, jewelry, cosmetics, and millinery should have the best traffic locations. Shoes are both an impulse and a demand item, and are given a prominent location. Men's furnishings, shoes and clothing are usually grouped together with luggage nearby.

Second floor is clothing fashion, with demand near the back. Sportswear is a semi-impulse department. Robes and negligees supplement the first floor women accessories. General merchandise, convenience goods and services are concentrated midway up the building.

Third floor is mainly demand merchandise, divided between home furnishing and children's. Children's is divided into age groups and gender. Infant and layette are usually more secluded, but that could be changed now with the "Baby Boomers" becoming the customers. By placing the baby merchandise in a prominent position, it could draw people through the store. Lounges and restaurants are usually located on a second or third floor.
Fourth floor has household furniture and equipment. It supplements home furnishings on third. The credit department and customer service would pull people through store, if located on the fourth floor. Reserve stock, work rooms, general marking are on this floor. Storage is adjacent to the freight elevator.

The basement is usually a sales floor. Employees facilities, service, stock reserve, and deliveries are also a consideration for the basement.

The Hart-Albin store does not have a third and fourth floor, but the concept is applicable to a store of this size. Not all the departments would be available in a two floor store, but the available departments would be dispersed among the two floors and basement under the demand, convenience and impulse concept.

Stairway, elevator and escalator are main transportation systems and are used in combination or alone. With sales basements, transportation should be provided to carry at least 70% of all entering customers. The remaining 30% can be counted on to visit the basement. Vertical transportation must handle 20% of the total traffic in an hour. An escalator should visually integrate all the floors, ceilings and sales space. It should not be conspicuously decorated or obtrusively
lighted. It is best placed at or near the far end of the first floor shopping street, so shoppers will pass most sales departments, and it should form a terminal point. Directional signs should not be over done.

ORGANIZING SALES SPACE
There should be a studied balance between maximum visibility, and the necessity for segregating and identifying each department. Maximum visibility makes the entire sales floor more impressive in size and scale. It directs customers and avoids the monotonous impression of a warehouse.

Sales space is similar to an arena, and contact should be harmonious. The relationship between sales departments should be carefully planned. Visibility is important, with easy circulation for the shoppers.

Flexible sales floor planning must provide for physical changes (seasonal), occasional change of atmosphere and character, and changes due to natural growth. Seasonal changes must be provided with flexible equipment and space on sales floor for multiple use. Merchandise is on display and for sale.
Each department has 3 major functions:

1. to act as convenient meeting point for clerk and customer
2. to serve as a mechanist for storing displaying and selling
3. to function as a background for selling, as a stage set

Each department should have an atmosphere of its own, and should be organized to provided proper merchandise locations. It is important to plan the traffic pattern in each department in order to invite the customers through the area and to display the merchandise. The demand, convenience and impulse concept should be followed in the individual departments.

Certain amount of customer self-service speeds up selling. The stock is easily accessible, and stimulates impulse buying. The nature of the merchandise will determine whether service or self-service is used.

Each department requires fixtures, service equipment, displays and customer convenience. The department should be designed so goods can be easily seen and stock easily retrieved.

Lighting, colors and textures set off the merchandise. If goods are properly displayed, there is no need for special displays.
Island departments are self-supporting sales units. The service traffic must cross customer traffic. There should be storage facilities within the department.

The proportion in reserve is to be determined. Reserves increase stock carrying capacity of each department and in turn, the entire sales floor. Reserve and stock is logically located around the perimeter of the sales floor to create single unified public sales space.

Aisles are designed for the human figure. The minimum is four feet with fixtures on one side with a wall or window on the other side. Aisles between fixtures must be at least six feet wide. Main aisles should be seven to eight feet wide. Comfortable passages promote sales, tight aisles deter sales. Clerk's aisle is never less than 1'10" wide, and is better at 2'6". There should be short convenient routes from the counter to the register, and to the reserve stock.

FIXTURES
Each department needs to be equipped for maximum sales production and minimum customer shopping fatigue. Store merchandise on display should be protected from dust, handling, breakage and spoilage. Over decoration can dominate merchandise; fussy decorative effects become dust-catchers. Make housekeeping easy and economical.
Sales people should not be expected to reach too high or to stoop too low for merchandise. Forward fixtures are in contact with the public. Back fixtures, usually located behind display cases, are used by sales personnel. Cash transactions depend on store policy. Cash registers can be located in each department, or several departments combined at a central location. The Hart-Albin Store uses pneumatic tubes, which can be enhanced in the final design concept.

LIGHTING
The chief function of lighting is to sell merchandise, give customers a good first impression, create a desire to buy, and help customers appraise the merchandise. Each sales department demands different lighting. It is a basic requirement of good visibility. General atmospheric lighting can achieve average effects. Flexibility creates promise for lighting development.

BEHIND THE SCENES
Most important is merchandise traffic, then employees. Deliveries are best from the back. The delivery area is sized approximately for the store from unloading, to receiving, to storage and to marketing. Personnel should have a place for comfort, rest, locker rooms, toilets, and eating.
MECHANICAL

Electrical, air conditioning, water transporting, employees entrance, deliveries, plumbing, fire fighting, and communication are best placed away from the store front, in an area not useful for sales or display.

MATERIALS, TEXTURES, COLORS

Materials, textures and colors should be appropriate, durable, and economically easy to install and maintain, whether inside or outside. Each material application must be appropriate to its installment. The materials should reflect the store's image and should not be overpowering to the customer. Maintenance must be easy. The materials should reflect imagination and quality. Inside application follows store policy, building codes, style and durability. Inside materials are as available and useful as the imagination of the designer.

Colors need to be balanced and harmonious but value, accents and contrast are important elements in visual selling. Color can accent and identify merchandise on display, establish visual proportions of sales space, and create a psychological character of the store. Background colors should be quiet and in harmony with stronger merchandise colors. Wall, floor, and ceiling colors can be used as unobtrusive but important aids in
selling, or be strong in value and contrast to weaker merchandise color. If merchandise is warm, it should be placed against cool colors. Advancing and receding colors should be considered. White and lighter colors will make an object or space seem larger. Black and darker colors will decrease apparent size. Light and cool values make object seem lighter, dark warm values seem heavier.

FLOORS, CEILINGS, PARTITIONS
The store front is the first contact between the customers and sales personnel. It is a direct expression of the establishment. It must catch the eye, and identify the store. It can be used as a medium for displaying the merchandise, a stage to pull customers in. It adds up to animated advertising, a 3-D poster as wide and high as the store behind it.

Lobbies and vestibules meet the weather conditions and receive the hardest use. The material should be carried into the sales area a short distance.

Floor surfaces receive and transmit traffic, live and dead loads, and are subject to hard use. The floors must be durable, easy to walk on and to maintain. Floors should be attractive and economical in cost.
Ceilings can be fixed or flexible. Fixed make it hard to change fixtures, sprinkler heads, grills and electrical outlets according to display changes.

Partitions are to provide durable and attractive sales backgrounds. They enclose service spaces and retard the spread of fire. Partitions act as display screens, background or props to enclose specialized space. Partitions can act as sound baffles. They are seldom to ceiling, and are a moveable surface with mounted hooks and brackets to help in the display. Walls in each department can be interior partitions or an outside wall. Walls provide opportunity to create display background, with reserve stock concealed behind the walls, or to hide a service alley.

SIGNING
The store front needs individual character, and good balance. The composition is a distinctive timely illustration in the form of display, and a brief easily read message expressed by signage.

Displays, entrances, and signs are the most important functional elements. They should be designed with a 5'6" eye level and a field of vision at 45 degrees. The entrance door should appear light in weight or at least easy to operate. A large sign should be placed above
the street traffic, and a smaller sign at eye level. The signs should be different in value and texture, yet in harmony. The entrance zone usually corresponds to the height of the first floor sales space. It is organized as a colorful and attractive display zone. When an upper floor exists, the signs should be organized on the store front as quiet sign back grounds.
Case Studies
CASE STUDIES

Project: Bloomingdale's
Location: Boca Raton, Florida
Designers: Walker Group/CNI
Size: 227,347 square feet

Introduction:
This project was to combine the sophisticated image of New York with the identity of the Florida locale.

Analysis:
The center of this store is the skylight and the escalator. All surfaces reflect and lead to this area. Being in the center, traffic direction is easily defined. The light reflects off of all surfaces, giving the store liveliness, brightness and a sense of fun. The whole interior can easily be seen from the escalator. Mirrors expand the visual impact of the store.

The colors are light and cool, complementing the architecture, and favor the display merchandise.

The individual departments are designated by the ceiling treatment. The main artery has a vaulted ceiling, and the departments ceilings have been lowered. Lighting is cast from the ceilings on to the displayed goods. Merchandising layout leads people through the store.
Signage and fixtures exert selling persuasion. The interior gives a sense of fun and intrigue, while the customer walks through the store, enjoying the displays. The colors and reflective surfaces enhance the idea and give back the brightness that is found outside. The departments entice the customers to wander through by their relationship to each other.

Implications:
Having the escalator as a center focus could create a dynamic area. It can direct traffic and give an overview of the store. The skylight would give a lighting option during the day and could be enhanced by special lights at night. The openness creates a feeling of accessibility, and the chance for a customer to see the entire store at once, but care would have to be taken not to overwhelm the customer.

The Hart-Albin Store has an escalator in the center servicing the basement and the two floors. The escalator needs to be enhanced and brightened, and to be made more part of the store, instead of a mechanical element in the center of the sales floor. There is potential of a skylight above the escalator to bring natural light in and to give a sense of spaciousness with the opportunity of distinctive lighting.
Project: Esprit Benelux B. V.
Location: Amsterdam, Netherlands, and Milan, Italy
Designers: Antonio Citterio and Terry Dwan
Size: 32,000 square feet, Amsterdam
       19,000 square feet, Milan

Introduction:
These projects were the conversion of a former steamship office in the Netherlands to the Esprit headquarters, and converting seven factory buildings in Milan, Italy to Esprit offices.

Analysis:
The galvanized steel inside contrasts sharply with the 19th century outside of the building in Amsterdam. The inside treatment gives a cold removed feeling. The bleached oak floors soften the interior. The displays are set against the steel with direct lighting. Over sizing of the inside elements set off the human scale of the items on display. The building has been divided into zones. Each zone has its own stair, making different floors accessible only in a certain zone. The zoning concept could give a sense of division and not have a unified feeling of a business. It would also make it hard for employees to move around the building. The curved stair railing and smaller size, contrasts with the larger square shaped steel columns surrounding the stair wells.
The project in Milan has concrete walls and floors, with stucco interior walls, accented with zinc-plated steel, and beech floors. Natural light reaches almost all of the interior. The linear floor plan seem to be organized and people can easily find their way around. The use of steel tends to make the atmosphere cold. Warmth is given from the contrast of the stucco walls on the interior. The beech floors also give a sense of warmth and are inviting. Walking through the building, people are greeted with constantly changing views. The courtyards give a refreshing contrast with the interior and the eye gets relief from the hard surfaces inside.

Implications:
The Milan design is more organized and less segregated than the Amsterdam design. The steel inside is not conducive to leisurely shopping and gives a cold feeling. The hardness would tend to be intimidating. There is not a sense of fun and liveliness in both designs. The buildings seem reserved and do not encourage people to be there. The use of the metal concept could be used to contrast the old of the building and area, with the "modern" mechanical feel of the escalator and pneumatic tubes. The intimidating and reserved feeling could be over come by warm colors and the use of wood to a greater expanse in the Hart-Albin Store.
Project: Eileen West
Location: San Francisco, California
Designers: Bulkley and Descamps
Size: 17,000 square feet

Introduction:
The project was to design a building that would accent the line of clothing offered by Eileen West.

Analysis:
From the entrance to the back of the store, the customer is lead through by the floor pattern and by the desire to see more. The color is a soft white, accented by the wood display fixtures. The floor plan is linear, which helps guide the customer, and is intimate and warm. The interior is plaster that has been hand-washed to soften it. The rosewood contrasts with the walls and gives a warm inviting feeling. The rotunda, terrace, and gallery differ a little in style, but retain the same concept through to the back. Each area is a little smaller than the last and gives a sense of intimacy and privacy. The first part receives a lot of natural light, which is continued by ambient light, as the customer moves through the building. The richness of the wood, the display fixtures, and the lighting gives a supporting sense of elegance to the clothing. As the customer moves through, there is a desire to linger, look and enjoy the luxuriousness of the design. The
dressing rooms are large, with a aura of sophistication. The columns, accented with lighting, give strength to the curved architraves at each hallway, and dressing room entrance.

Implications:
The use of plaster, wood, marble, and the individualized lighting give a feeling of luxury and elegance to the design. The clothing is accented by the materials and the linear feeling of the building. The linear aspect directs traffic into the store and creates a desire to stay. The lighting and colors give a soft, warm feeling of sophistication and elegance. The use of wood, plaster and lighting would give an elegant feeling to the women's area. It would create a desire to stay and look at the merchandise. Using the materials throughout the store would give a unified feeling to the customer. Each department would use the materials in a way appropriate to their merchandise. These materials would give a sense of airiness and openness to the store.
Space Analysis
## SPACE ANALYSIS

### FIRST FLOOR

<table>
<thead>
<tr>
<th>Department</th>
<th>Square Feet</th>
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<tbody>
<tr>
<td>Entry</td>
<td>100</td>
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<tr>
<td>Accessories</td>
<td>900</td>
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<tr>
<td>Cosmetics</td>
<td>754</td>
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<tr>
<td>Girls</td>
<td>850</td>
</tr>
<tr>
<td>Boys</td>
<td>850</td>
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<tr>
<td>Luggage</td>
<td>144</td>
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<tr>
<td>Men</td>
<td>1180</td>
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<tr>
<td>Circulation</td>
<td>1590</td>
</tr>
<tr>
<td>Stock</td>
<td>1590</td>
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<td><strong>TOTAL</strong></td>
<td><strong>7958</strong></td>
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### BASEMENT

<table>
<thead>
<tr>
<th>Department</th>
<th>Square Feet</th>
</tr>
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<tbody>
<tr>
<td>Children</td>
<td>1680</td>
</tr>
<tr>
<td>Kitchen</td>
<td>781</td>
</tr>
<tr>
<td>Fine Gifts</td>
<td>703</td>
</tr>
<tr>
<td>Linen</td>
<td>1398</td>
</tr>
<tr>
<td>Restroom</td>
<td>216</td>
</tr>
<tr>
<td>Circulation</td>
<td>1590</td>
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<tr>
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<td>1590</td>
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### MEZZANINE

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<th>Department</th>
<th>Square Feet</th>
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<tr>
<td>Accounting</td>
<td>120</td>
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<tr>
<td>Managers</td>
<td>443</td>
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<td>Store Manager</td>
<td>154</td>
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<tr>
<td>Vault</td>
<td>56</td>
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<td>Circulation</td>
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<td><strong>TOTAL</strong></td>
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### SECOND FLOOR

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<tr>
<th>Department</th>
<th>Square Feet</th>
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<tbody>
<tr>
<td>Shoes</td>
<td>500</td>
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<tr>
<td>Women</td>
<td>902</td>
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<tr>
<td>Career</td>
<td>896</td>
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<tr>
<td>Sportswear</td>
<td>847</td>
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<td>Lingerie</td>
<td>500</td>
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<td>Better Dresses</td>
<td>1033</td>
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<td>Men's Restroom</td>
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<tr>
<td>Women's Restroom</td>
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<tr>
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<td>Circulation</td>
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### SQUARE FOOTAGE

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<tr>
<td>Basement</td>
<td>8280 Square Feet</td>
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<td>First Floor</td>
<td>8280 Square Feet</td>
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<tr>
<td>Mezzanine</td>
<td>932 Square Feet</td>
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<tr>
<td>Second Floor</td>
<td>8280 Square Feet</td>
</tr>
<tr>
<td>Escalator</td>
<td>322 Square Feet</td>
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<tr>
<td>Basement minus Escalator</td>
<td>7958 Square Feet</td>
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<tr>
<td>First Floor minus Escalator</td>
<td>7958 Square Feet</td>
</tr>
<tr>
<td>Second Floor minus Escalator</td>
<td>7958 Square Feet</td>
</tr>
<tr>
<td>plus Mezzanine</td>
<td>932 Square Feet</td>
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<td><strong>Total</strong></td>
<td><strong>24806 Square Feet</strong></td>
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<td>Project</td>
<td>Hart-Albin</td>
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<tr>
<td>Location</td>
<td>Bozeman, Montana</td>
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Occupancy (s)  B-2

Fire Resistance of Exterior Walls  one hour less than 20 feet

Construction Type  Type II 1 hour

Fire Resistive Requirements
- Interior Walls  2 Hours
- Partitions  1 Hour
- Shafts  1 Hour
- Floors

Exceptions

Exits

Use  Retail
- Occuapt Load Factor
  - Basement 20
  - First 30
  - Second 50

Square Footage
- Basement 7958
- First 8890
- Second 7958

Occupant Load
- Basement 448
- First 644
- Second 449

Number of Exits Required
- Basement 3
- First 5
- Second 2

Dead End Corridor Length  20 Feet

Total Width of Exit Required  30 Feet

Distance Between Exits  Not less than ¾ diagonal distance 150' Maximum

Distance To Exits  Yes

Doors
- Swing out required  Yes - Panic
- Special hardware req'd

Corridors
- Width  Not less than 44"
- Height  Not less than 7'
- Construction  1 Hour
- Openings  Tight fitting assembly 20 Minute
<table>
<thead>
<tr>
<th>Stairs Width</th>
<th>Rise and Run</th>
<th>Handrails</th>
<th>Roof Stair Required</th>
<th>Special Exit Requirements</th>
<th>Sprinklers Required</th>
<th>Flame Spread Requirement</th>
</tr>
</thead>
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<td>Stairs</td>
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<td>Corridors</td>
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<td></td>
<td>Rooms</td>
</tr>
</tbody>
</table>

- Not less than 44" Rise not less than 4" or greater than 7"
- On each side: No
- Special Exit Requirements: No
- Sprinklers Required: Yes
- Flame Spread Requirement:
  - Stairs: I
  - Corridors: II
  - Rooms: III
BIBLIOGRAPHY

Avant-Courier February 27, 1906.


Bozeman Daily Chronicle, various issues.

Bozeman Historical Preservation Advisory Commission, Bozeman, Montana.


Appendices: A
Appendices: B
MEZZANINE

SCALE: 1/8 - 1.0

BREAK ROOM

ELEVATOR

UP

VAULT

CASHIER

ASSISTANT MANAGER
WOMEN'S CASUAL