project overview

INTRODUCTION

This project will create a visionary Conceptual Design for the 13th Avenue Axis to be a model of excellence in campus open-space design, reflect the Campus Plan principles and university values, and redefine the student experience of being on 13th Avenue, which serves as the primary east-west corridor through campus.

GOALS

- Create a Conceptual Design to unify the 13th Avenue Axis as a cohesive corridor promoting pedestrian and bicycle safety while providing for emergency and service access needs.
- Redefine the visual character of the 13th Avenue Axis to create a unique and unified axis reflective of university values and history. Eliminate the visual impact of the original use as a vehicular thoroughfare.
- Promote universal access throughout the corridor.
- Implement applicable principles and recommendations of the Campus Plan, FVP, and past studies into site specific design solutions.
- Develop a Conceptual Design to implement in phases or as stand-alone projects.
- Engage the UO community to identify needs, opportunities, and refine project goals.
- Implement strategies for storm water treatment and sustainable design.

CURRENT ISSUE

13th Avenue is a major Axis within the campus open space framework and is the primary east-west corridor for pedestrians and bicyclists through campus. However, the visual character, circulation patterns, and levels of safety on 13th Avenue vary throughout the axis. Today the majority of the axis looks and feels like a typical street designed for automobiles.

The Campus Plan and past studies have identified opportunities for enhancements of 13th Avenue to improve visual character, gateways, circulation, and universal access. However, without a holistic 13th Avenue Axis Conceptual Design which recommends specific improvements it is not possible to understand how to move forward with implementation.

DESIGN DRIVERS

primary axis

13th Avenue should be the campus’ best way to move east-west across campus—efficient, comfortable, and delightful to walk and bike on it, anytime. It should connect and celebrate the campus open spaces and buildings along it.

a place for people

13th Avenue should be a place for people to move freely, gather, and take part in campus life. A crossroads for students, faculty, and visitors, it should act as a center of public life, connecting campus and the larger community.

sense of place

13th Avenue should have a strong sense of place defined by its physical environment and the activities that happen there. It should be a strong organizing feature of the campus open space that helps people know where they are.

university mission

13th Avenue should reflect the university’s purpose, vision, and values. As an open space it should stimulate opportunities for learning, discourse, and expression.

campus plan

13th Avenue should support the Campus Plan and its Principle and Pattern Framework. It should embody its vision that the campus will be responsive to needs, adaptable to emerging opportunities, and beautiful to behold.

flexibility

13th Avenue should be flexible and accommodate a range of events and activities outside its key daily functions.

pragmatism

Its design should allow 13th Avenue to be built and adapted over time as opportunities and needs evolve.

sustainability

13th Avenue should be environmentally responsible and sustainable in its design and the ongoing maintenance required to fulfill its goals.
existing conditions

From Kincaid to Agate, the use and character of 13th are inconsistent. Some areas work well and feel good; others don’t.

13th is a thoroughfare and crossroads. It is bustling throughout the school day but doesn’t support student life as well as it could.

Between classes, peak flows of pedestrians and cyclists are extraordinary. At other times, low flows are very low.

The vehicular functions of the street dominate its space and character, even when they aren’t active.
Public Life

13th Avenue is on par with the world’s busiest pedestrian streets during class exchanges, and active mobility dominates

Pedestrian volume - people moving at 13th and University

Weekday movement volumes along 13th Avenue

During passing periods volumes jump by 800%, rivaling the crowds on some of the world’s busiest pedestrian streets.

What people do (13th at University)

When it is quiet, it is very quiet

When 13th is busy, it is very busy

Guiding questions for design:

- How might we encourage active mobility and accommodate high volumes while still keeping 13th Avenue comfortable for hanging out?

Guiding questions for design:

- Can we expand the hours of staying activities so that 13th Avenue is more active at night and on the weekends?

- How might we ensure that 13th Avenue feels safe and welcoming, even when it is empty?

Guiding questions for design:

- Can we bring together different members of the university community by providing invitations for a broader range of uses?

Peak surges at passing periods

Herald Square, NYC

Stroget, Copenhagen

Robson St., Vancouver

Pike Place, Seattle

The Heart is home to student life

The ends are the interface with the community

vs. Existing Space Allocation on 13th

Actual Use

Existing Design

13th at University

69%

13th at Huestes Hall

37%

Space allocated to each

69%

37%

77%

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13TH AVENUE CONCEPTUAL DESIGN FEBRUARY 2019
Public Space & Public Life Insights

People gravitate toward good microclimates
- People sit where it’s warm (or cool) enough to be comfortable

Campus has lots of opportunities to find sun on cool mornings.
...dappled shade on sunny afternoons.
...and warmth on cold nights.

People need protection from the elements
- Protection from the rain and wind allows people to enjoy public spaces throughout the year, especially in spaces where people most want to spend time

It can rain on 1/3 of clear days.
...but protection from the rain is sparse on 13th, especially where most people prefer to spend time.

People stay where they’re invited
- Well-loved open spaces are defined by enclosure and invitations to stay
- Both architecture and landscape can provide good edges and reasons to be there

This places people love aren’t on 15th Avenue much... yet.

People stay where they will be ‘out of the way’
- On movement corridors like 13th Avenue, people tend to hang out in ‘eddies’ where they can feel out of the way and unbothered by the flow

Of the few people staying along 13th, nearly all gravitate toward occupiable edges.
...out of the through zone, in ‘eddies’ where public life can unfold.

People moving ≠ people staying
- Some spaces feel extremely busy, yet have very few people actually stopping to stay
- The density of people staying in spaces along 13th varies greatly, with the most staying activities in the most well-defined spaces

High activity at Campus Heart doesn’t spill over to other spots along 13th Ave.

Public life is strengthened by community connections
- 13th Avenue is a crossroads for students, faculty, staff, visitors and residents
- Understand connections and entry points to make 13th Avenue attractive to students and residents alike
The promenade concept is a generous shared space down the middle of 13th, bordered on each side by wide planting areas, social spaces, and amenity zones.

Pedestrians, bicyclists, skaters, and the occasional vehicle share the whole street, a bustling social space itself. “Outdoor rooms” connect the street to campus buildings and open spaces, providing planting, seating, and bike parking outside the thoroughfare.
ALLOCATION OF SPACE  (corridor only; does not include Campus Heart)

Concept 1 increases space for pedestrian priority circulation, as well as total space for bike circulation. It eliminates vehicle priority circulation and decreases the total space for vehicles. It significantly increases space for planting and creates new social space to support public life on 13th, mostly in the outdoor rooms along the promenade, which is a communal campus space in itself.
Pedestrians use the entire shared promenade.

Cyclists and skaters also use the promenade. Most likely they will gravitate toward the center of the space, and when it is busy between classes, they may prefer to walk.

Service and delivery vehicles must stay in a designated lane within the shared space. No personal vehicles.

The amenity and planting zone, outside the promenade, is a deep transition area between the street and adjacent buildings and open spaces. It is comprised of "outdoor rooms" with social seating, bike parking, and flexible space surrounded by large planting areas and rain gardens (vegetated stormwater treatment).

**EXISTING SECTION**

13TH AVE TODAY

- Pedestrians: 10’
- Amenity: 8’
- Vehicles, Bikes, & Parking: 34’

**DESIGN SECTION**

- Pedestrians: 18’
- Bikes: 18’
- Wheels: 34’

(vehicles share westbound lane)
promenade  

**SYSTEMS**

### PEDESTRIAN CIRCULATION
- shared street, pedestrian priority
- connect to primary pathways

### BIKE CIRCULATION
- shared street (pedestrian priority)
- connect to primary bike routes
- clustered bike parking in amenity zones

### SERVICE & DELIVERY VEHICLE ACCESS
- one-way westbound only on 13th indesignated space in shared street (utility, shuttle, emergency vehicles can go both ways)
- turnaround at Carson Hall
- University closed to vehicles (electric, shuttle, emergency vehicles exempt)
- clustered parking/loading zones

### SOCIAL SPACES
- shared street (pedestrian priority)
- connect to primary pathways
- clustered bike parking in amenity zones

### STORMWATER TREATMENT APPROACH
- large rain gardens (vegetated treatment) at edges of the street

(These categories are described on the “social spaces” board)
The **campus connections** concept is a series of large plazas next to campus open spaces and primary routes, connected by a pedestrian and bike oriented street.

Pedestrians use wide sidewalks on either side of a two-way bike/wheels street shared with the occasional vehicle. Everyone mixes in the plazas, which are gateways to quads, greens, and primary circulation corridors.

### HIGHLIGHTS

- Pedestrians use widened pathways at edge of the bike/wheels corridor.
- Cyclists and skaters use a two-way dedicated corridor. The lanes are wide enough to pass, so all speeds are accommodated in the same space.
- Service and delivery vehicles are allowed in the bike/wheels corridor, westbound only. No personal vehicles.
- The amenity and planting zone provides space for new trees, bike parking, small seating spots, rain gardens (vegetated stormwater treatment), and dispersed vehicle parking and loading stalls.
Allocation of Space (corridor only; does not include Campus Heart)

Concept 2 increases space for pedestrian priority circulation and bike priority circulation. It eliminates vehicle priority circulation and decreases the total space for vehicles. It creates a significant amount of new social space to support public life on 13th, most of all of it in the large flexible plazas.
Pedestrians use pathways at the edge of the street. Pedestrians mix with other modes at several plaza locations.

Cyclists and skaters use a two-way dedicated street. The lanes are wide enough to pass, so all speeds are accommodated in the same space. (Low, rolled-curbs at edges.)

Service and delivery vehicles are allowed in the bike/wheels lane.

The amenity and planting zone provides space for new trees, bike parking, small seating spots, rain gardens (vegetated stormwater treatment), and dispersed vehicle parking and loading stalls.

*This section represents the typical corridor segments between plazas. Plaza design is a shared condition (similar to Concept 1) with flush curbs.
**Campus Connections**

**Pedestrian Circulation**
- sidewalks, each side of street
- plazas are pedestrian priority
- connect to primary pathways

**Bike Circulation**
- dedicated bike/wheels lanes, each way
- westbound lane shared with vehicles
- connect to primary bike routes
- dispersed bike parking in amenity zones adjacent to bike lanes

**Service & Delivery Vehicle Access**
- one-way westbound only on 13th in space shared with wheels (utility, shuttle, emergency vehicles can go both ways)
- turnaround at Carson Hall
- one-way southbound only on University (emergency vehicles exempt)
- dispersed parking/loading stalls

**Social Spaces**
- hubs
- seating spots
- flexible plaza space

(These categories are described on the “social spaces” board)

**Stormwater Treatment Approach**
- permeable paving in pedestrian and plaza zones
- some rain gardens (vegetated treatment) in amenity/tree zones, as needed
- underground treatment and expanded street tree soil zones
This concept makes Campus Heart the central campus hub, a collection of terraces for social gathering and activities, arranged in an open and informal design tied together by a drift of large trees.
This concept creates a wide open plaza at Campus Heart, with seating and activity areas at the edges. Its design emphasizes flexibility for a range of activities and events, and large crowds.
The 13th Avenue conceptual design will incorporate special treatments to mark gateways and edges that reinforce the unique identities of 13th and the adjacent campus landscapes and pathways.

There are many potential ways to draw attention to these transitions and shape the experience of moving from one campus space to another. As the conceptual design of 13th advances, we will consider several options and develop an approach that is special and contextual. **Tell us which concepts you like!**

The 13th Avenue Conceptual Design project will consider the possibility of moving the end of 13th (at Franklin) to align with Moss St. for a safer and more direct connection and improved vehicle movements. This realignment could create new campus entrance and public space opportunities.

**Existing campus entrance and gateway at Kincaid**

**Landscape thresholds and openings**

**Bold paving cues**

**Repeating elements**

**Conventional gateway features**

**Focal points / art**

**Architectural elements and rain protection**

**Use your dots!**
This project envisions 13th as a vibrant and comfortable campus open space with places to gather and socialize, exchange ideas and information, take part in public life as well as sit and observe it. To provide these opportunities, the preliminary design concepts include four basic categories of social spaces.

**HUBS**
Bustling social centers that serve a meeting points, gathering areas, and gateways to other parts of campus. Multiple sources of energy and directions of movement.

**OUTDOOR ROOMS**
Well-defined spaces off the main flow of traffic, for small social gatherings, outdoor learning, specific activities, or changing uses.

**SEATING SPOTS**
Comfortable places to sit outside, alone or with a couple friends.

**FLEXIBLE SPACES**
Large plaza areas that accommodate a range of campus events and activities, with infrastructure in place to make these simple to plan and accomplish.
What would make concept 1 better?
What would make concept 2 better?
### 1. PEDESTRIAN EXPERIENCE

<table>
<thead>
<tr>
<th>Concept 1</th>
<th>Pedestrians use the entire shared promenade along with other modes of transportation.</th>
</tr>
</thead>
<tbody>
<tr>
<td>OR Concept 2</td>
<td>Pedestrians use pathways on either side of the bike/wheels corridor.</td>
</tr>
</tbody>
</table>

### 2. BIKE EXPERIENCE

<table>
<thead>
<tr>
<th>Concept 1</th>
<th>Cyclists and skaters also use the promenade. Most likely they will gravitate toward the center of the space, and when it is busy between classes, they may prefer to walk.</th>
</tr>
</thead>
<tbody>
<tr>
<td>OR Concept 2</td>
<td>Cyclists and skaters use a two-way bike/wheels corridor. The lanes are wide enough to pass, so all speeds are accommodated in the same space.</td>
</tr>
</tbody>
</table>

### 3. BIKE PARKING APPROACH

<table>
<thead>
<tr>
<th>Concept 1</th>
<th>Large bike parking areas are located in the amenity zone outside the promenade, focused near buildings. Bike parking is clustered, not evenly dispersed along the corridor.</th>
</tr>
</thead>
<tbody>
<tr>
<td>OR Concept 2</td>
<td>Most bike parking is located in the amenity zones next to the bike lanes. Bike parking is dispersed throughout the corridor.</td>
</tr>
</tbody>
</table>

### 4. SOCIAL SPACES FOR CAMPUS LIFE

<table>
<thead>
<tr>
<th>Concept 1</th>
<th>The promenade is a social space, surrounded on each side by outdoor rooms and seating spots. Hubs at Kincaid and Agate are meeting points and gateways.</th>
</tr>
</thead>
<tbody>
<tr>
<td>OR Concept 2</td>
<td>The corridor has several plazas connecting to existing campus open spaces, with seating and flexible space for activities and events. There are occasional seating spots along the pathways.</td>
</tr>
</tbody>
</table>

### 5. CAMPUS HEART CONCEPT

<table>
<thead>
<tr>
<th>Concept 1</th>
<th>Campus Heart is the central campus hub with multiple social and activity areas. Terraces connect the various grades and areas, offering a variety of distinct places and vantage points.</th>
</tr>
</thead>
<tbody>
<tr>
<td>OR Concept 2</td>
<td>Campus Heart is a large open plaza with seating and activity areas at the edges. It is designed to accommodate a range of small and large events.</td>
</tr>
</tbody>
</table>
### 6. PLANTING AND SPACE FOR TREES

**Concept 1:** New trees are planted in large planting areas on each side of the promenade. The design is informal based on the idea of defining comfortable spaces rather than creating a consistent canopy. Most existing trees are preserved.

**Concept 2:** New trees are planted in the amenity zone of the sidewalk, equally spaced to create a consistent canopy between the plazas. Permeable paving and enhanced tree pits provide improved growing conditions. Most existing trees are preserved.

### 7. STORMWATER APPROACH

**Concept 1:** Storm water is directed to generous rain gardens (vegetated treatment areas) along the promenade, large enough to help define “outdoor rooms” with seating and amenities.

**Concept 2:** Permeable paving throughout the corridor reduces the impervious surface area requiring vegetated treatment. Some rain gardens are located in the amenity zone, as needed. Underground treatment below paving (out of sight) creates expanded street tree soil zones.

### 8. SERVICE & DELIVERY VEHICLE ACCESS

**Concept 1:** Private automobiles do not travel down 13th. Service and delivery vehicles travel one-way westbound only in a designated lane within the shared space, and are restricted from turning south through Campus Heart, toward University. (Does not apply to utility, shuttle, and emergency vehicles).

**Concept 2:** Private automobiles do not travel down 13th. Service and delivery vehicles travel one-way westbound only in the bike/wheels zone and one-way southbound only on University. (Does not apply to electric, shuttle, and emergency vehicles).

### 9. VEHICLE PARKING APPROACH

**Concept 1:** Parking for personal vehicles is removed from 13th. Seven loading spaces and six service spaces are clustered in several banks outside the promenade (angled).

**Concept 2:** Parking for personal vehicles is removed from 13th. Seven loading spaces and six service spaces are dispersed throughout the corridor, located in the amenity zone, between trees (parallel).

### 10. FIT WITH CAMPUS CONTEXT

**Concept 1:** Up to you!

**Concept 2:** Up to you!