13TH AVENUE CONCEPTUAL DESIGN

Project Advisory Group Meeting 3
• PMT 1  drivers and core elements
• PMT 2  circulation concepts, 13th east of Agate
• PMT 3  refined concepts, campus heart concepts
• PMT 4  2 corridor schemes, 2 campus heart schemes, phasing concepts
2 concepts with different approaches to:

- pedestrian, bike/wheels, & vehicle design
- physical definition of spaces
- campus heart program and design
- social space & program zones
- bike parking
- vehicle parking
- storm water treatment
preliminary thinking on:

- gateways & edges
- improvements to 13th east of Agate (a City right of way)
PROCESS

next we will study and incorporate:

• preferred and refined concept for corridor and campus heart
• interface with existing conditions
• treatment of existing features
• materials & standards
• preliminary management strategies and tools
today we want your feedback on:

• the alternate approaches to core elements
• constraints and opportunities
• other considerations
next steps:

• interview stakeholders
• coordinate with Classroom and Faculty Office Building (C+FOB) design team
• present to Campus Planning Committee (CPC)
• integrate feedback from the public, Project Advisory Group, stakeholders, and CPC
• Develop one preferred concept design
• Next PAG meeting in early April
PUBLIC SPACE PUBLIC LIFE
Public Life
**Public Life** is the social activity that takes place in everyday public spaces on campus - on streets, in quads and plazas, and in spaces between buildings.

It is what people create together when they learn, work and live their lives outside of their homes, classrooms, workplaces and cars.
Public Life Survey Overview

Who is staying in the space?

Who is moving through the space?

How are people moving through the space?
Public Life Findings
1. 13th Avenue is on par with the world’s busiest pedestrian streets during class exchanges, and active mobility dominates.
How people move on 13th Avenue

- **Active Mobility**: 93%
  - 13% Active Mobility on 13th!
- **77%** are Pedestrians
  - **7%** Driving
  - **13%** Biking

**13th Avenue at University**
- Pedestrians: 77%
- Biking: ~13%
- Driving: ~7%

**13th Avenue at Huestis Hall**
- Pedestrians: 69%
- Biking: ~13%
- Driving: ~7%

**Lots of bikes, especially at peak surges**

- **93% active mobility on 13th!**
How people move on 13th Avenue

- Active Mobility: 93%
- 77% pedestrians
- 13% bikes
- 7% cars

Lots of bikes, especially at peak surges

93% active mobility on 13th!

13th Avenue at University:
- 77% pedestrians

13th Avenue at Huestis Hall:
- 69% pedestrians

Vs. Existing Space Allocation on 13th:
- 37% pedestrians
Pedestrian volume - people moving on 13th Avenue

During passing periods volumes jump by 800%, rivaling the crowds on some of the world’s busiest pedestrian streets.
Guiding Question for Design:
How might we encourage active mobility and accommodate high volumes while still keeping 13th avenue comfortable for hanging out?
2. There are huge fluctuations in people moving and staying
What people do - 13th at University

*When 13th is busy, it is very busy*

*When it is quiet, it is very quiet*

- **Phones**
- **Chatting**

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- **Peak surges at passing periods**

- **Herald Square, NYC**
- **Stroget, Copenhagen**
- **Robson Street, Vancouver**
- **Pike Place, Seattle**

- **9:50am**
- **11:20am**
- **12:50pm**
- **1:50pm**
- **3:20pm**

- **Zero play or exercise, anywhere on 13th**

- **93% active mobility on 13th!**
Who's there and what are they doing?
Where are all the men?
Lots of women!

Weekday movement volumes along 13th Avenue

There are lots of pedestrians and few cars at the west end

...and lower numbers, but pedestrians still dominate at the east end

line width represents hourly average of volume of people moving, weekday
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’s empty?
3. People spending time are mostly socializing and using cell phones
Who's there and what are they doing?
Where are all the men?
Lots of women!

What are people doing?
staying activity along 13th Avenue

Who is staying?

More women in a space often indicates high perception of safety

...and there is a noticeable absence of informal academic activity

Lots of cellphone use

Zero play or exercise, anywhere on 13th

Soliciting

Socializing among students

*see legend at left, section 2
Intensity and type of public life

The heart is home to student life

The ends are the interface with the community
Guiding Question for Design:
Can we bring together different members of the university community by providing invitations for a broader range of uses?
Public Life Findings

1. 13th Avenue is on par with the world’s busiest pedestrian streets during class exchanges, and active mobility dominates.

2. ...But, there are huge fluctuations in people moving and staying.

3. People spending time are mostly socializing and using cell phones.
Insights about Public Space and Public Life on 13th Avenue
People gravitate toward good microclimates

Campus has lots of opportunities to find sun on cool mornings

...dappled shade on sunny afternoons

...and warmth on cold nights

...but some of the most generous amenities on 13th are too shaded or too exposed to stay for long
People need protection from the elements

- it can rain on 1/3 of class days!
- Protection from vehicles is also lacking on 13th, even though ‘people on wheels’ outnumber drivers 6 to 1
- but protection from the rain is sparse on 13th, especially where most people prefer to spend time

Protection from the elements is crucial for people to enjoy public spaces throughout the year, especially in spaces where people most want to spend time.
People stay where they are invited

13th Avenue could use more of this...

13th Avenue

Spatially Defined

More Invitations to Stay

Nice space with lots to do!

Spatially Undefined

Fewer Invitations to Stay

Unfocused space, lots to do

Little to do, unfocused space

13th Avenue

Spatially Defined

More Invitations to Stay

Nice space with lots to do!

Spatially Undefined

Fewer Invitations to Stay

Unfocused space, lots to do

Little to do, unfocused space

People stay where they are invited

- Nice space but little to do
- Nice space with lots to do!
- Little to do, unfocused space
- Unfocused space, lots to do

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

People move ≠ people stay

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

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

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

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

People stay where they are 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

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 Ave. varies greatly, with the most staying activities in the most well-defined spaces

Students' 'Favorite Places' (MyCampus Survey, '15)

Staying activity throughout the day at the heart of campus
People stay where they will be ‘out of the way’

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

Quiet, enclosed spaces are especially sought out

...but large stretches of 13th lack places to escape from the flow
People moving ≠ people staying

13th at Jaqua & Hamilton
~2 ppl/10k sf at peak (1pm)

Lundquist Ctyd & 13th
~9 ppl/10k sf at peak (1pm)

13th at Campus Heart
~13 ppl/10k sf at peak (11am)

EMU Plaza
~22 ppl/10k sf at peak (1pm)

Least Dense

Most Dense

Scale Reference:
Two basketball courts

Reference:
Victor S. Park, Pike Place, Seattle
~38 ppl/10k sf hourly average

Low “stickiness”: of people moving, fewer than 1% stay

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

Staying activity throughout the day at the heart of campus
Public life is strengthened by community connections
Insights about Public Space and Public Life on 13th Avenue

• People gravitate toward good microclimates
• People need protection from the elements
• People stay where they’re invited
• People stay where they’re out of the way
• People moving are not the same as people staying
• Public life is strengthened by community connections
DESIGN DRIVERS
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.
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.
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.
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.

The highest priority is given to:

1. emergency vehicles, followed by:
   2. pedestrians and people with disabilities,
   3. bicyclists,
   4. public transportation,
   5. service vehicles,
   6. car pools,
   7. motorcycles,
   8. scooters, and, lastly,
   9. personal cars.
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.
design drivers

primary axis
a place for people
sense of place
university mission
campus plan
flexibility
pragmatism
sustainability
promenade

planting/amenity 18'

pedestrians / bikes / wheels 34'
(vehicles share westbound lane)

planting/amenity 18’
**PROMENADE**

- **planting/amenity**: 18’
- **pedestrians / bikes / wheels**: 34’
- **planting/amenity**: 18’

  (vehicles share westbound lane)

**EXISTING**

- **pedestrians**: 10’
- **amenity**: 8’
- **vehicles, bikes, & parking**: 34’
- **amenity**: 8’
- **pedestrians**: 10’
terraces
concept 1 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
concept 1  SOCIAL SPACE
concept 1 STORMWATER TREATMENT APPROACH
concept 1  ALLOCATION OF SPACE

LEGEND
- social space
- pedestrian priority circulation
- bike priority circulation
- bike secondary circulation
- bike parking
- planting
- vehicle priority circulation
- vehicle secondary circulation
- vehicle parking
campus connections

pedestrians 14’
amenity/planting 11’
bikes/wheels 20’
amenity/planting 11’
pedestrians 14’

(vehicles share westbound lane)
CAMPUS CONNECTIONS

- Pedestrians: 14’
- Amenity/planting: 11’
- Bikes/wheels: 20’
- Amenity/planting: 11’
- Pedestrians: 14’

(vehicles share westbound lane)

EXISTING

- Pedestrians: 10’
- Amenity: 8’
- Vehicles, bikes, & parking: 34’
- Amenity: 8’
- Pedestrians: 10’
campus connections
concept 2 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
concept 2 SOCIAL SPACE
concept 2  STORMWATER TREATMENT APPROACH
concept 2 ALLOCATION OF SPACE

LEGEND
- social space
- pedestrian priority circulation
- bike priority circulation
- bike secondary circulation
- bike parking
- planting
- vehicle priority circulation
- vehicle secondary circulation
- vehicle parking

EXISTING

0 50,000 sf 100,000 sf
GATEWAYS
GATEWAYS AND EDGES

Gateway (Campus Entrance)

Old Campus Quad

North Campus Connection

Science Green

Memorial Quad

University Connection

Amphitheater

Gateway

Potential Realignment to Moss*
landscape thresholds & openings

paving transitions

architectural elements

repeating elements

focal points

gateway features
QUESTIONS
OPEN HOUSE
DISCUSSION
Which concept do you prefer for:

1. PEDESTRIAN EXPERIENCE
2. BIKE EXPERIENCE
3. SOCIAL SPACE
4. CAMPUS HEART
5. STORM WATER
concept 1 - west
concept 2 - west
concept 2 - east
CONCEPT 1 - PRELIMINARY PHASING CONCEPT

- best built in two or three phases (east-west), full width of street
- may be possible to phase north-south (e.g. edges first, central promenade second) but poses accessibility challenges (e.g. cross slopes on existing roadway)
CONCEPT 2 - PRELIMINARY PHASING CONCEPT

- can be implemented in segments
- does not need to be in sequence (e.g. east to west)
- each phase to begin and end at a plaza (all transitions from old to new occur at plaza)
- temporary transitions and stormwater drainage at plaza edges