

# 13TH AVENUE CONCEPTUAL DESIGN

Project Advisory Group Meeting 3



# PROCESS

sep    oct    nov    dec    jan    **feb**    mar    apr    may    jun

## analysis & opportunities



**PAG 1**

**PAG 2**

analysis  
PSPL survey

## conceptual design



**PAG 3**

**PAG 4**

**preliminary concept designs PAG 3**

**open house**

**Gehl lecture**

presentation to Campus Planning Committee 1

preferred concept PAG 4

presentation to Campus Planning Committee 2

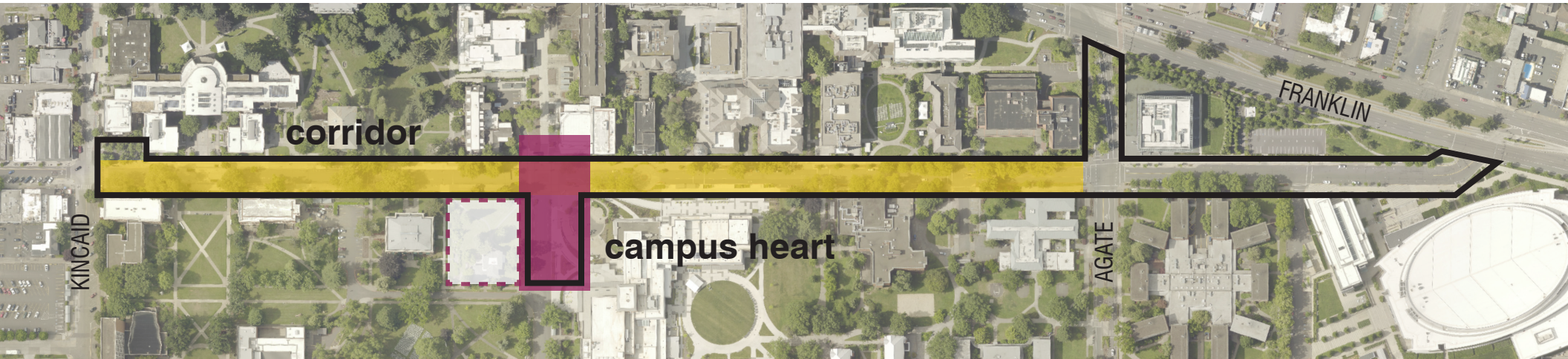
## final report



**PAG 5**

draft report  
final report

# PROCESS



- **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

# PROCESS

## 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

# PROCESS

## 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

# PROCESS

**today we want your feedback on:**

- **the alternate approaches to core elements**
- **constraints and opportunities**
- **other considerations**

# PROCESS

## 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

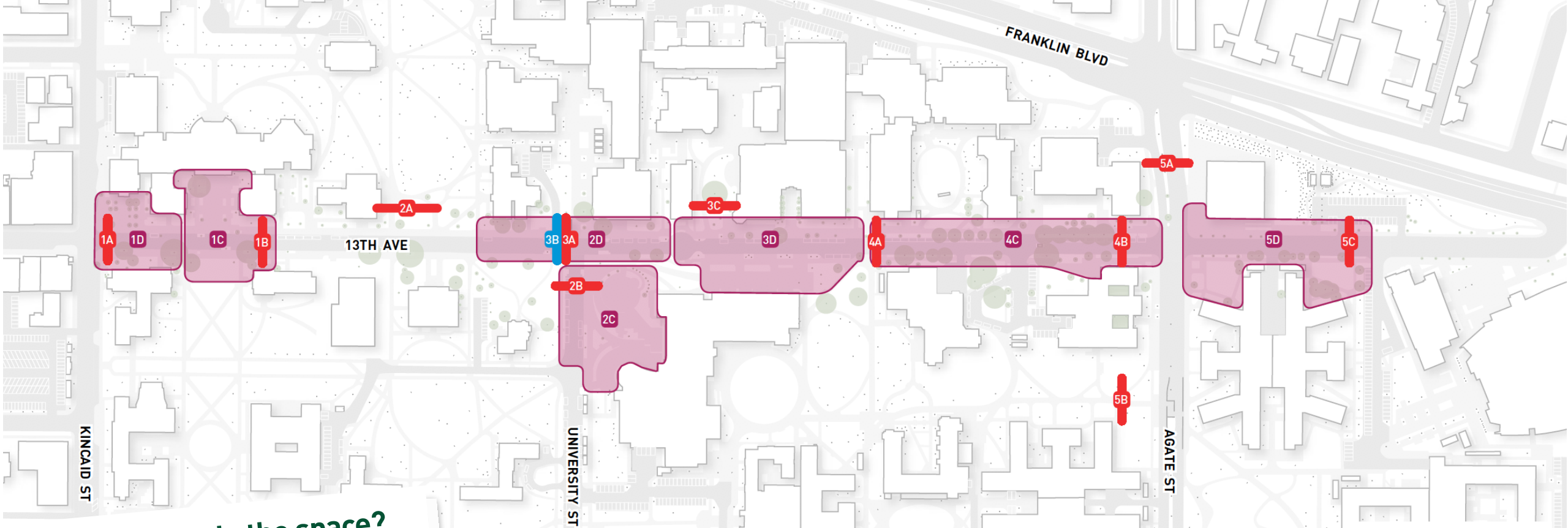
**Public Life** is the social activity that takes place in everyday public spaces on campus - on streets, in quads and plazas, and in spaces between buildings.



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?

DATE: 10-18-18  
 NAME: Alison Graver  
 TIME START: 1:42  
 MICROCLIMATE: Mostly shade  
 NOTES: 10+ Food cart workers

LOCATION: E 13th Ave at Kincaid St ID: 1D

#	POSTURE	ACTIVITIES										GENDER	AGE	
		1	2	3	4	5	6	7	8	9	10			11
1														
2														
3														
4														
5														
6														
7														
8														
9														
10														
11														
12														
13														
14														
15														
16														
17														
18														
19														
20														

## Who is moving through the space?

NAME: Ivy Pitts  
 DATE: 10/18  
 TIME START: 3:11 p  
 TIME STOP: 3:22 p  
 MICROCLIMATE: Warm, Sunny

AGE	MALE PRESENTING	FEMALE PRESENTING	UNSURE
0-4 (toddlers / toddlers)			
5-14 (kids)			
15-24 (teenage high schoolers/young adults)			
25-64 (adults)			
65+ (seniors)			
CYCLISTS (any kind)			
ON WHEELS (people on scooters, skateboards etc.)			

LOCATION: E 13th Ave at University St ID: 3B

PROCEDURE: COUNT FOR 10 MINUTES  
 (1) Count everyone moving across indicated red line 10' or very close to it, noting their perceived gender as they cross. Count both sides of the street.  
 (2) Use your observational skill assessment - do not ask people.  
 (3) Count for 10 minutes. Write the totals in the colored boxes your shift.

## How are people moving through the space?

NAME: Alison Graver  
 DATE: 10/18  
 TIME START: 1:13  
 TIME STOP: 1:23  
 MICROCLIMATE: Mostly shade 66%

MODE CATEGORIES	TALLY	TOTALS
WALKING/RUNNING (use your clicker)		443
ON BIKE (use your clicker)		37
WALKING WITH BIKE	1	1

MODE CATEGORIES	TALLY	TOTALS
SUPPORTED (e.g. in wheelchairs, using a walking cane, or other)		0
SKATEBOARD		8
SCOOTER		0
VEHICLES (any kind)	1	1
OTHER (make note)		0

LOCATION: E 13th Ave at Chapman ID: 1B

PROCEDURE: COUNT FOR 10 MINUTES  
 (1) Count all people moving across the indicated red line. Count both sides of the street.  
 (2) Distinguish between people on foot with/without people on bicycles, people being supported by a wheelchair, also count people on any other type of smaller wheels. Use checkmarks and notes.  
 (3) Count for 10 minutes. When done, fill in the totals in the gray boxes at the end of your shift.

### University of Oregon PSPL Overview Map

- Stationary Activity Mapping Area
- Movement Counts
- Age + Gender Movement Count





COLUMBIA HALL  
The University of Oregon

NO BICYCLES  
ENTERED

COOL



# Public Life Findings



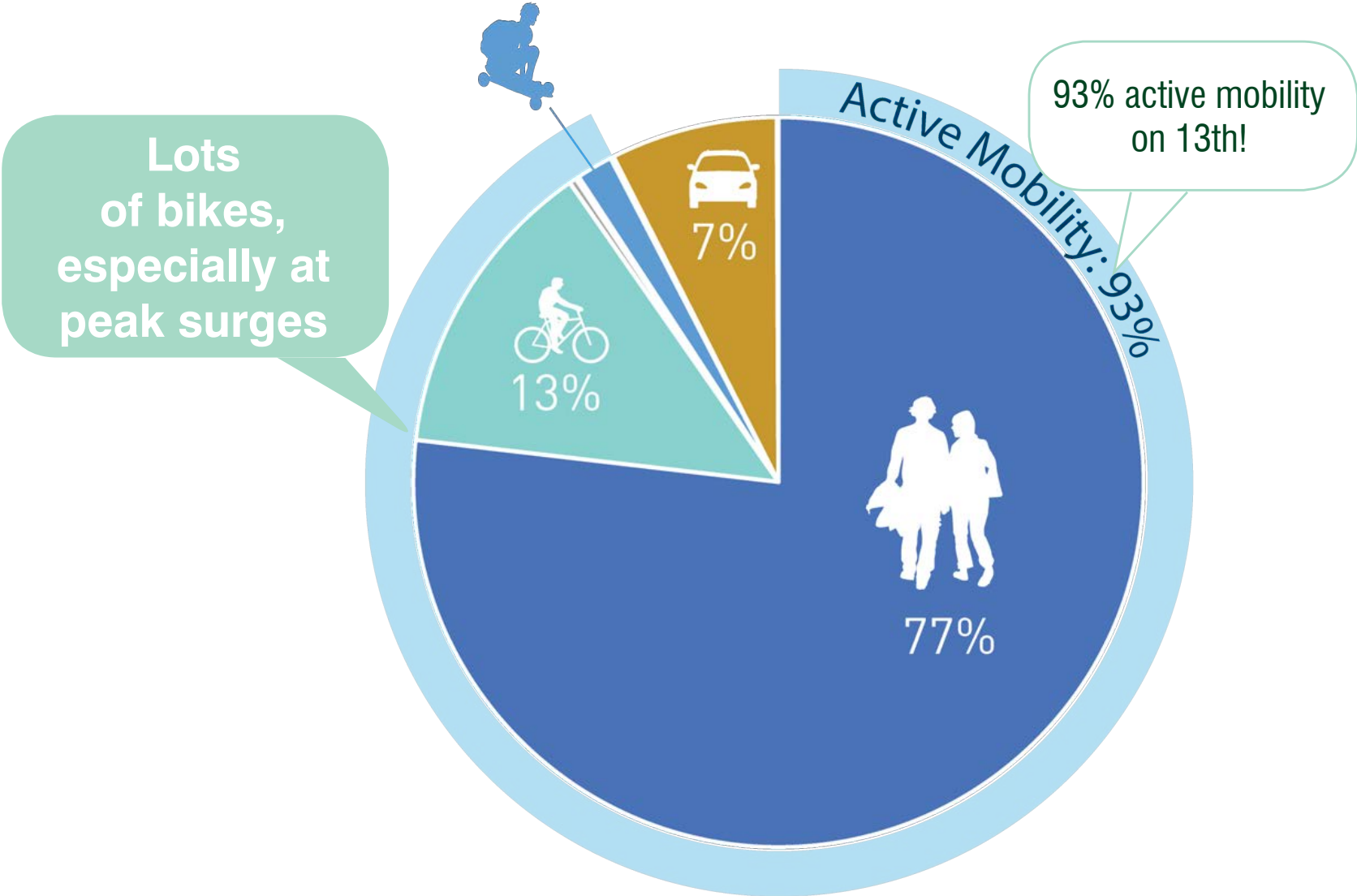




1. 13th Avenue is on par with the world's busiest pedestrian streets during class exchanges, and active mobility dominates



# How people move on 13th Avenue



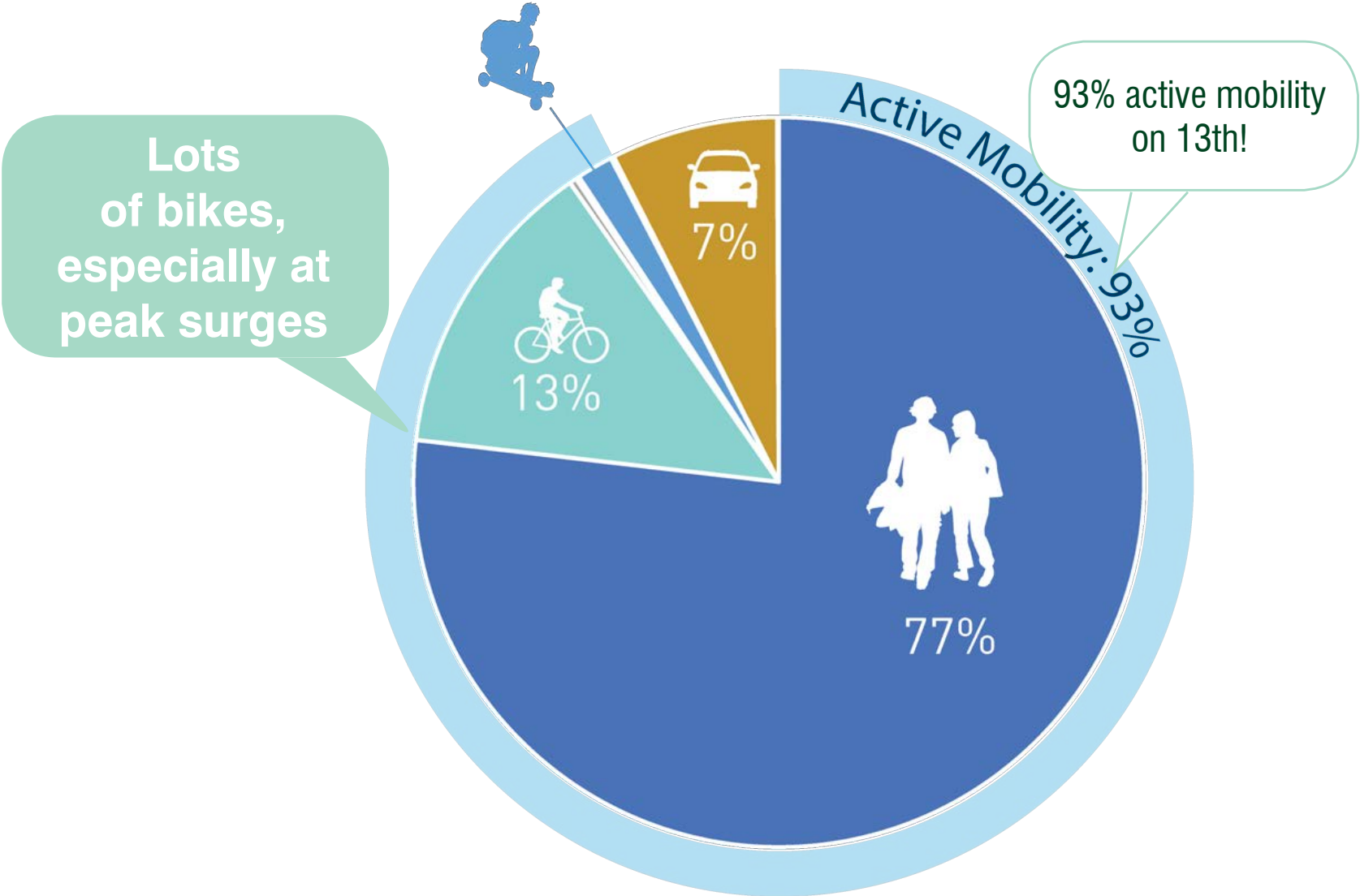
13th Avenue at University



13th Avenue at Huestis Hall



# How people move on 13th Avenue



13th Avenue at University



13th Avenue at Huestis Hall



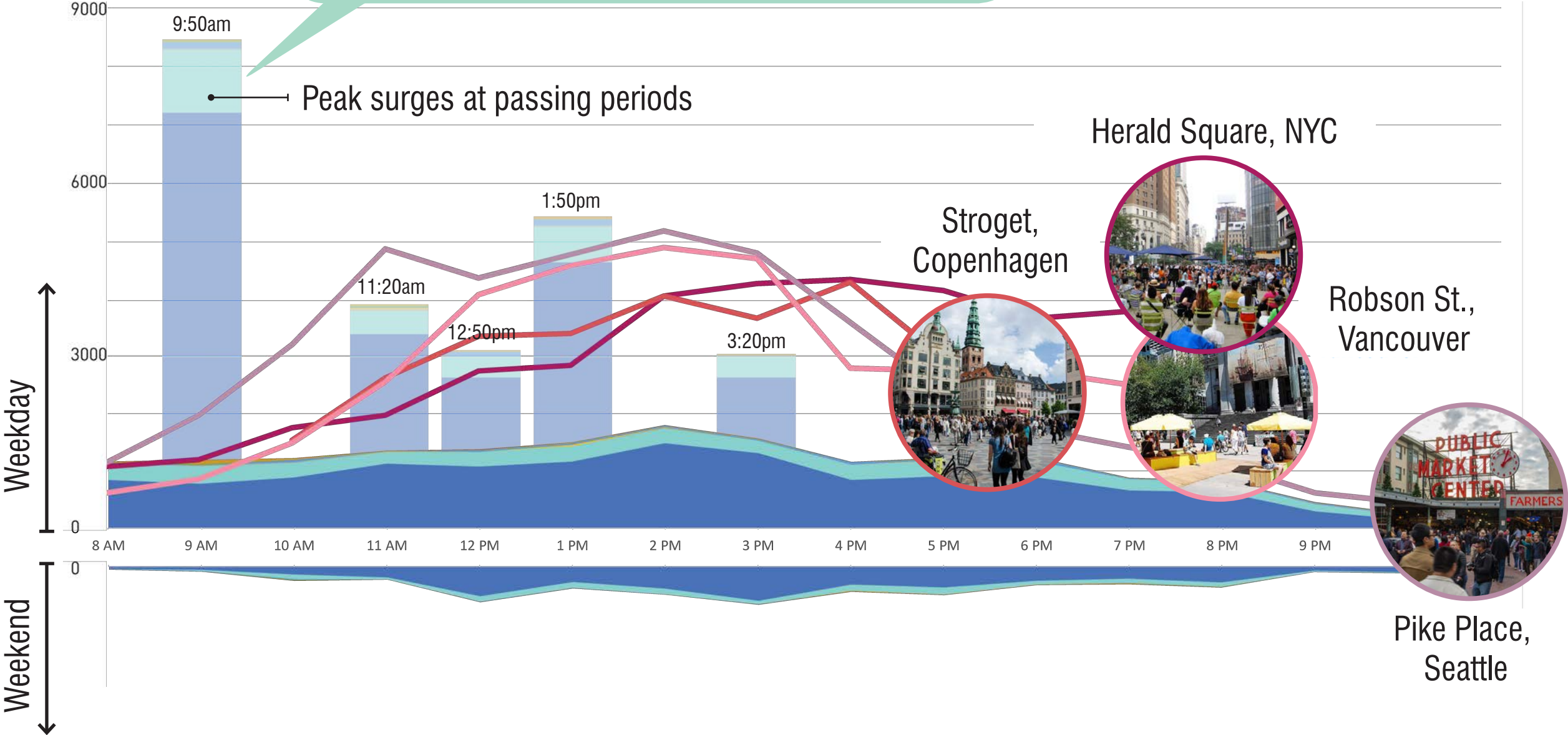
Vs. Existing Space Allocation on 13th





# 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?

WEBEKLIV

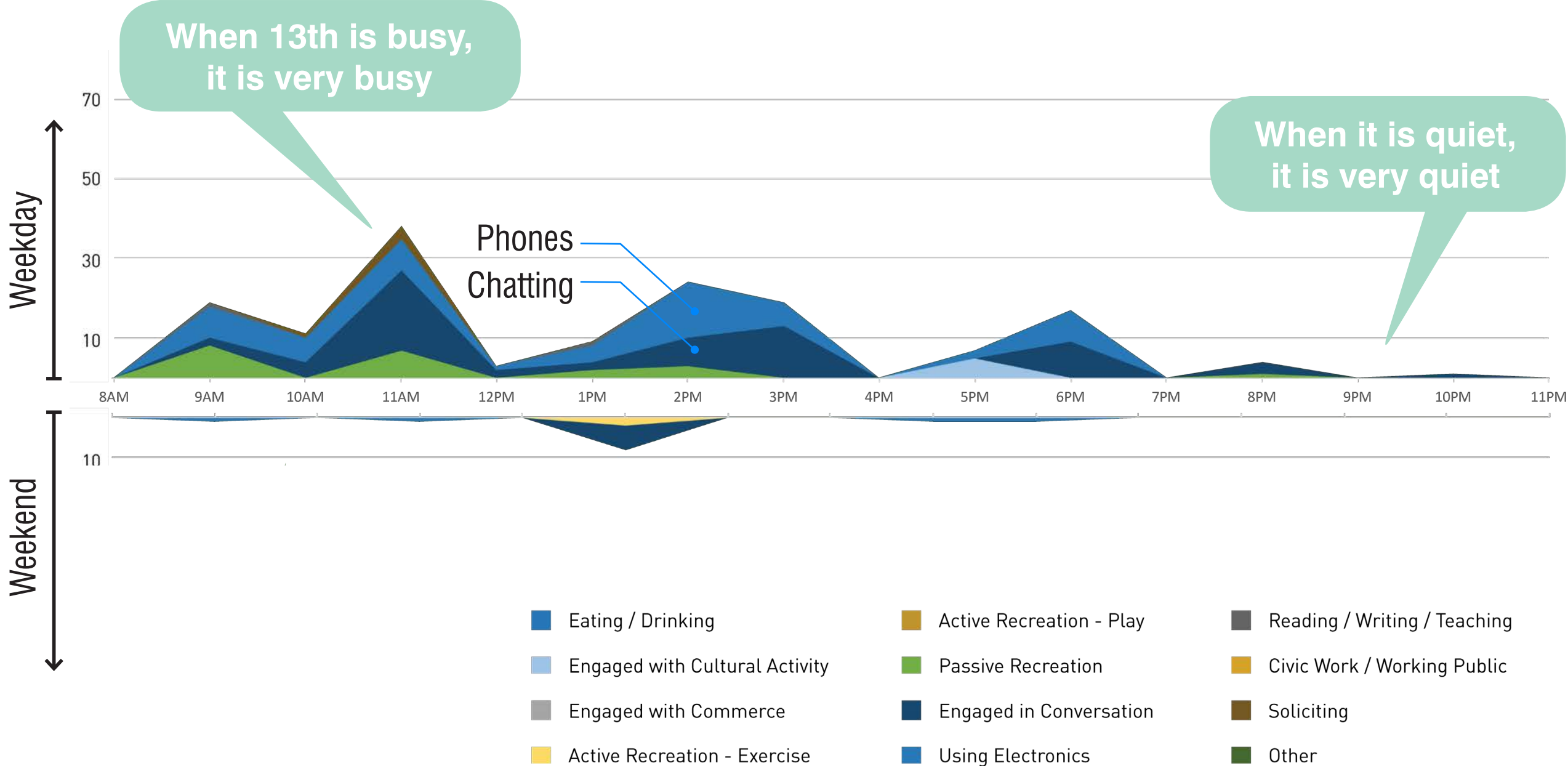


**2.** There are huge fluctuations in people moving and staying

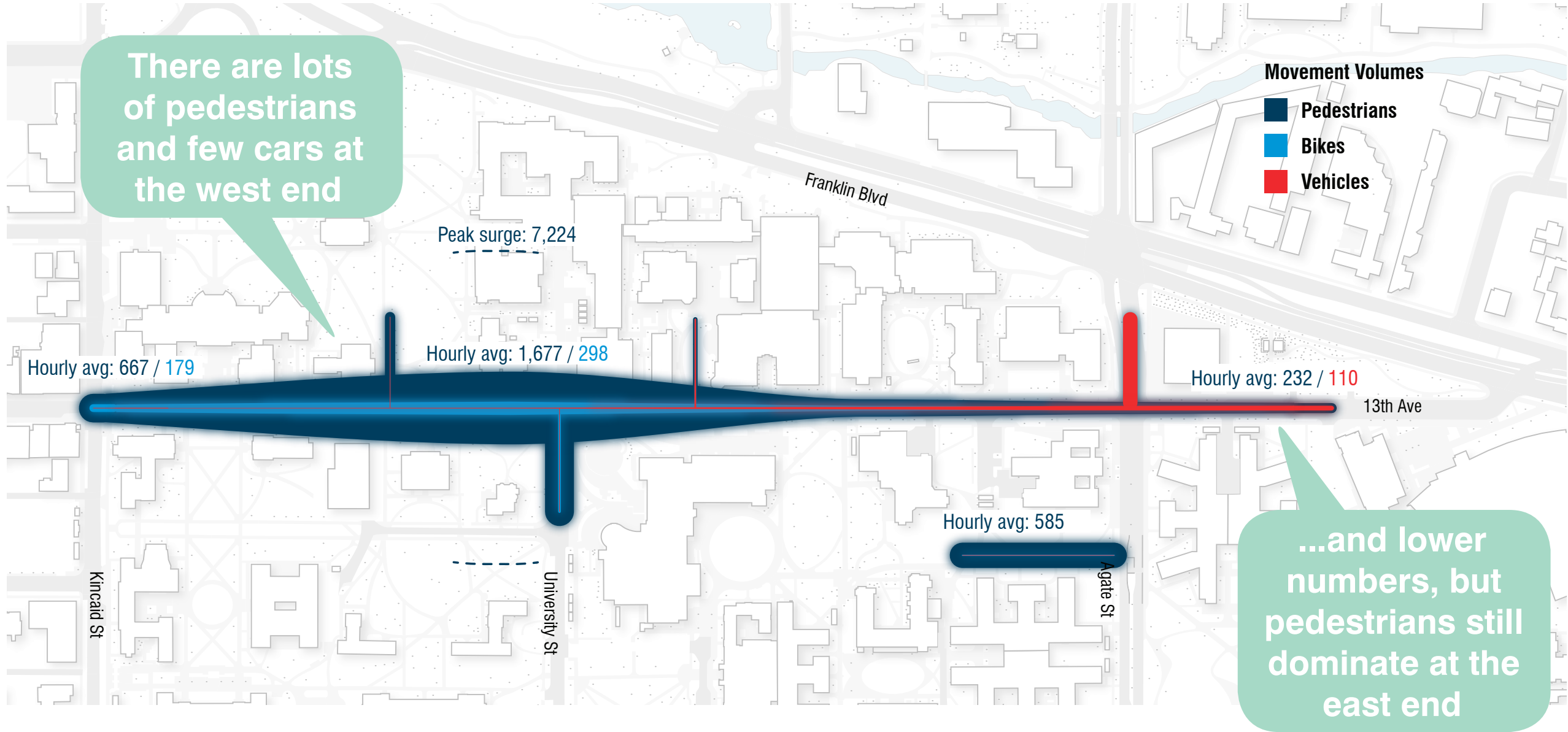




# What people do - 13th at University



# Weekday movement volumes along 13th Avenue



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 its empty?





**3.** People spending time are mostly socializing and using cell phones



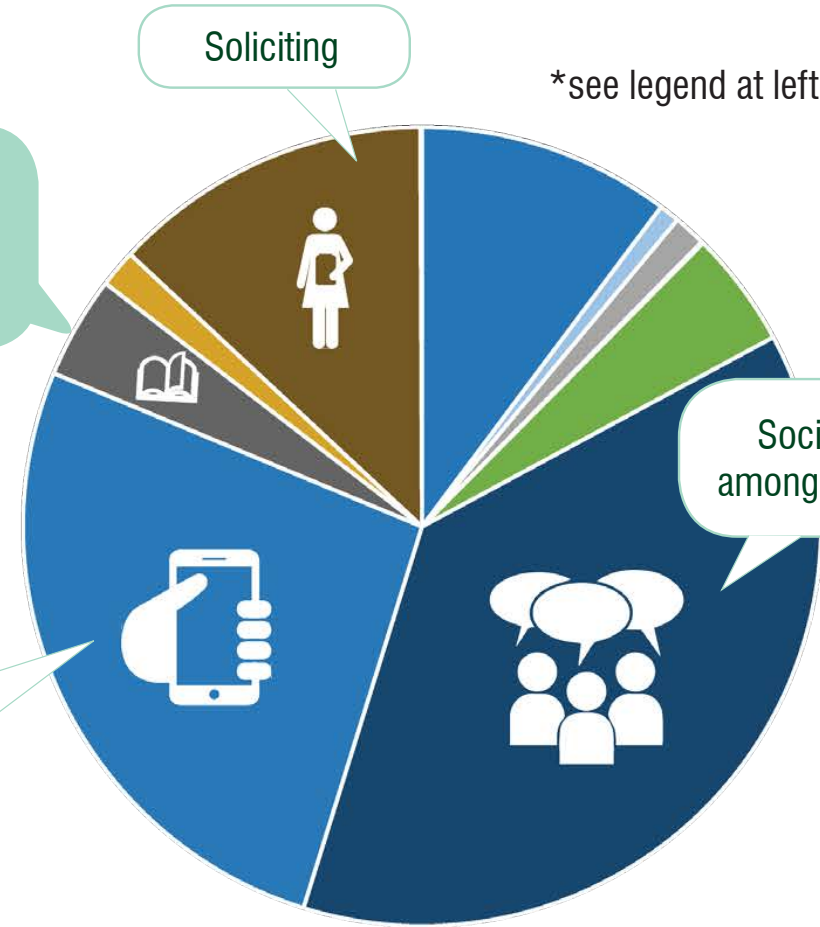
# What are people doing? (staying activity along 13th Avenue)

\*see legend at left, section 2

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

Lots of cellphone use

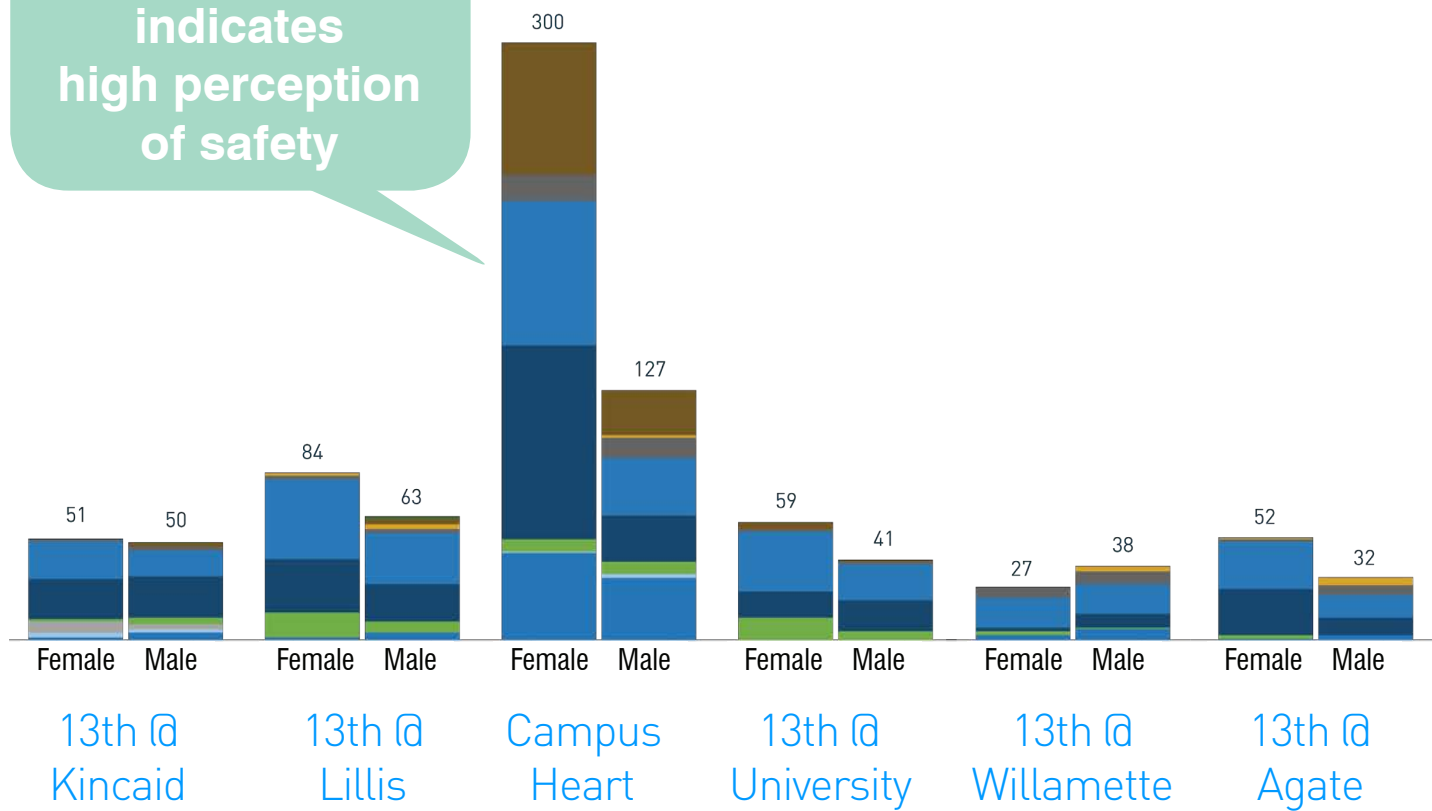
Socializing among students



Zero play or exercise, anywhere on 13th

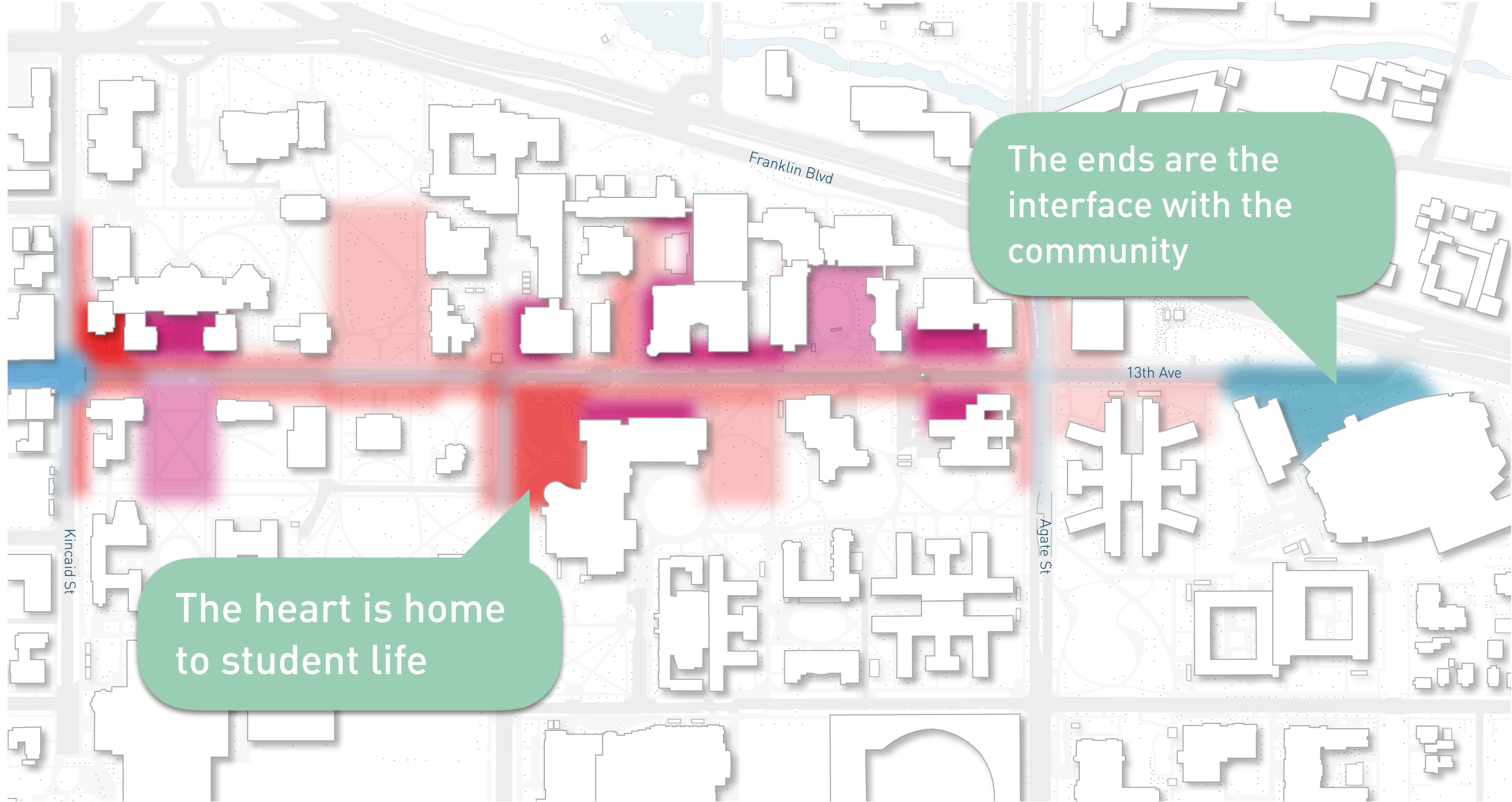
## Who is staying?

More women in a space often indicates high perception of safety





# Intensity and type of public life



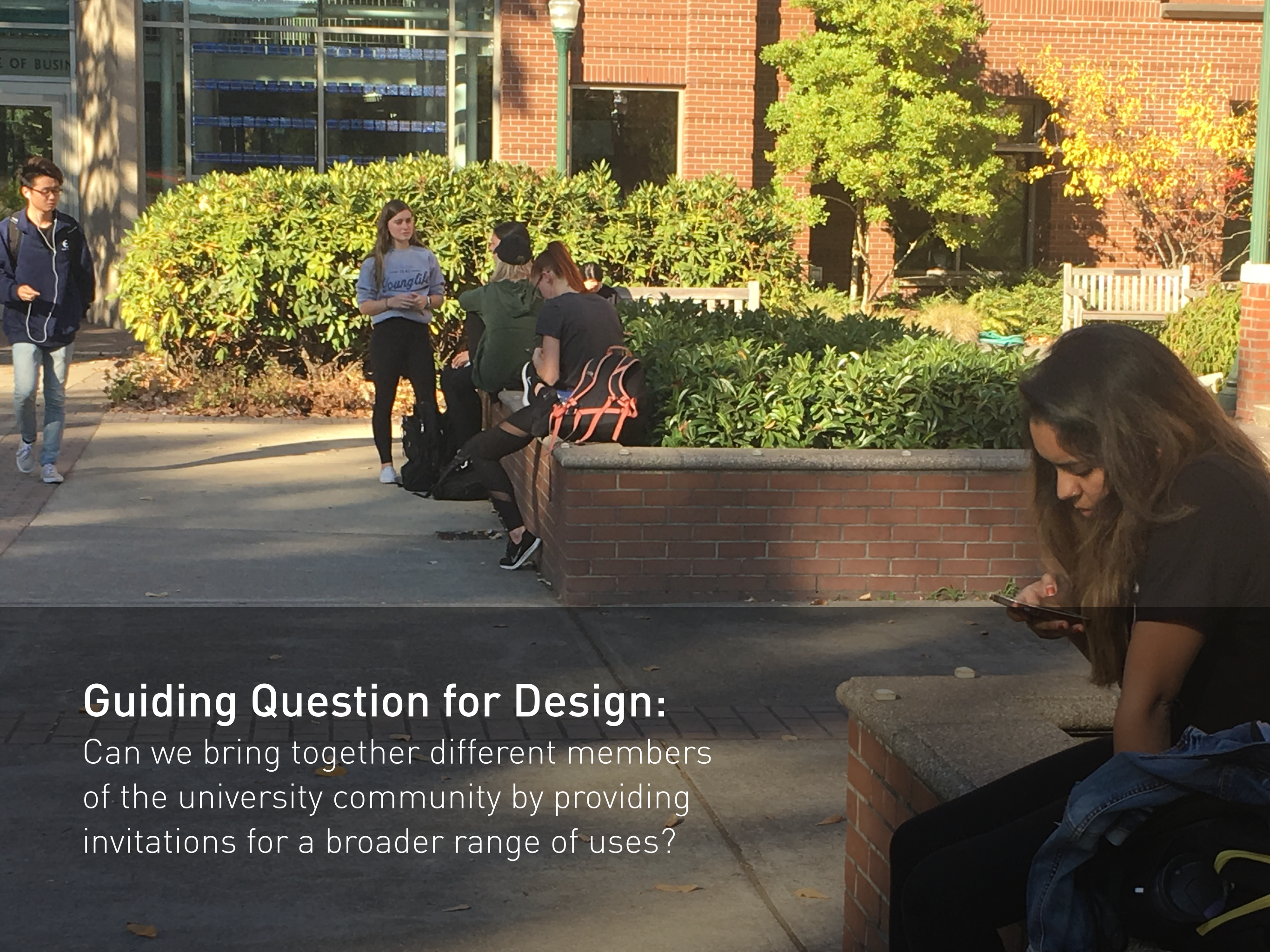
The heart is home to student life

The ends are the interface with the community

- Student Life
- Academics
- Community

informal / everyday ← | → formal / intense





## 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



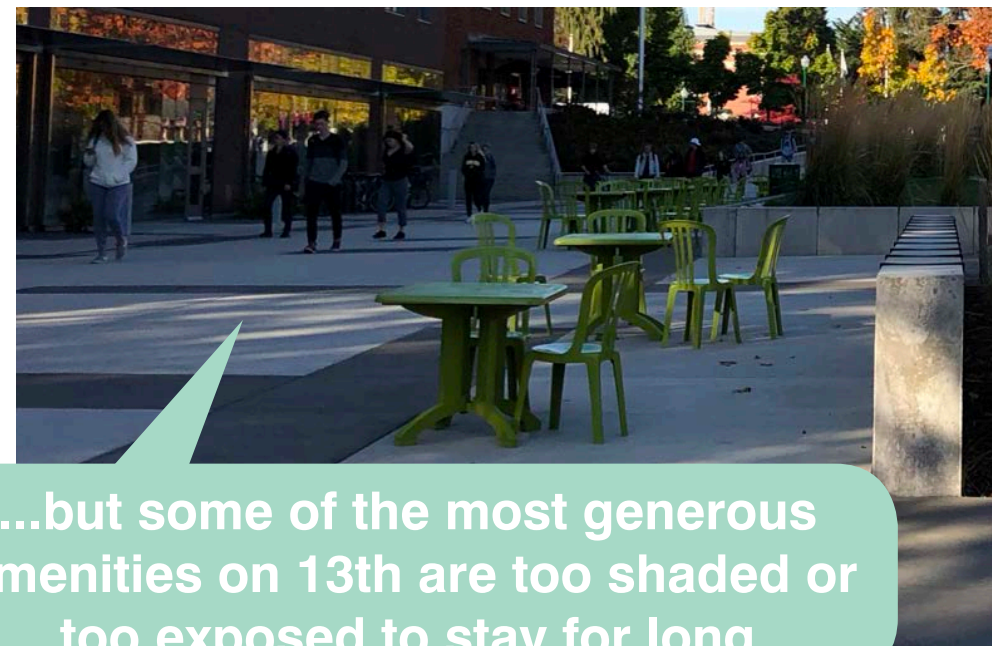
...dappled shade on sunny afternoons



...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!



...but protection from the rain is sparse on 13th, especially where most people prefer to spend time

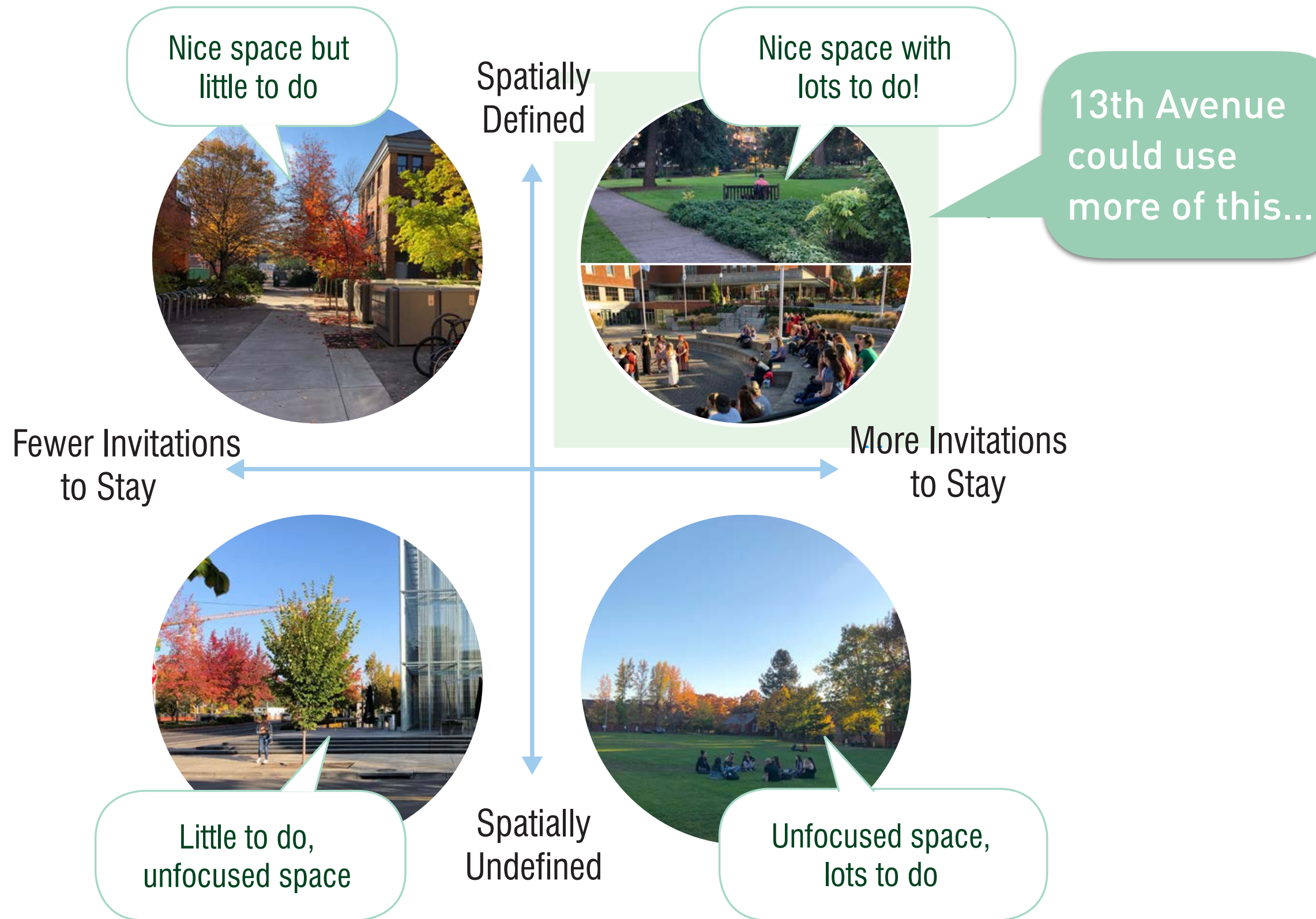


Protection from vehicles is also lacking on 13th, even though 'people on wheels' outnumber drivers 6 to 1





# People stay where they are invited





# People stay where they will be 'out of the way'

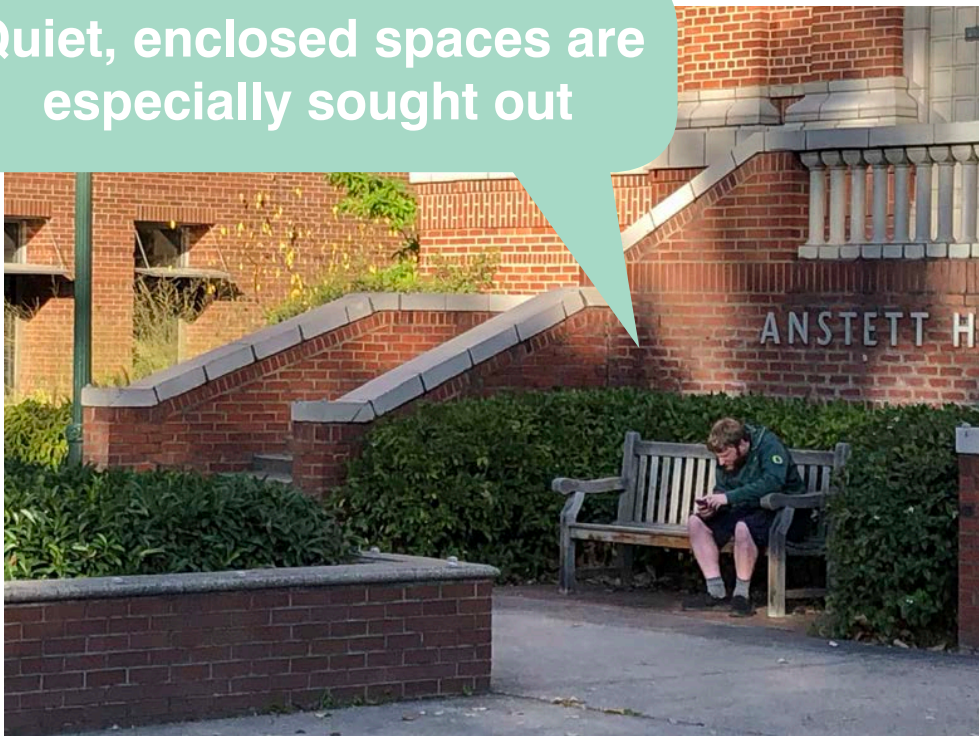
Of the few people staying along 13th, nearly all gravitate toward occupiable edges



...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

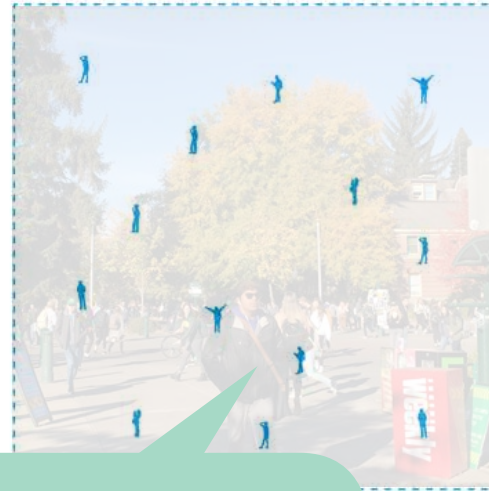
**13th at Jaqua & Hamilton**  
~2 ppl/10k sf at peak (1pm)



**Lundquist Ct & 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)

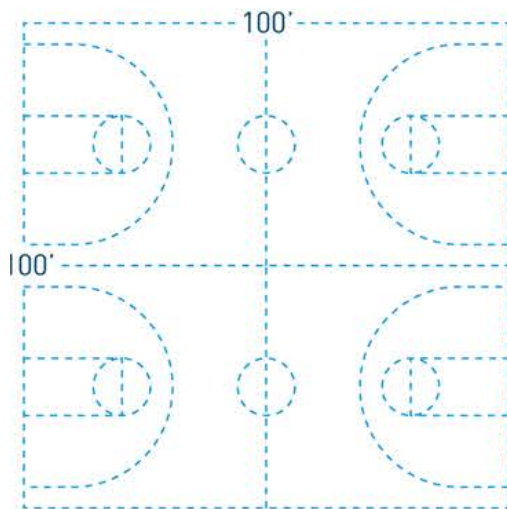


Low “stickiness”:  
of people moving,  
fewer than 1% stay

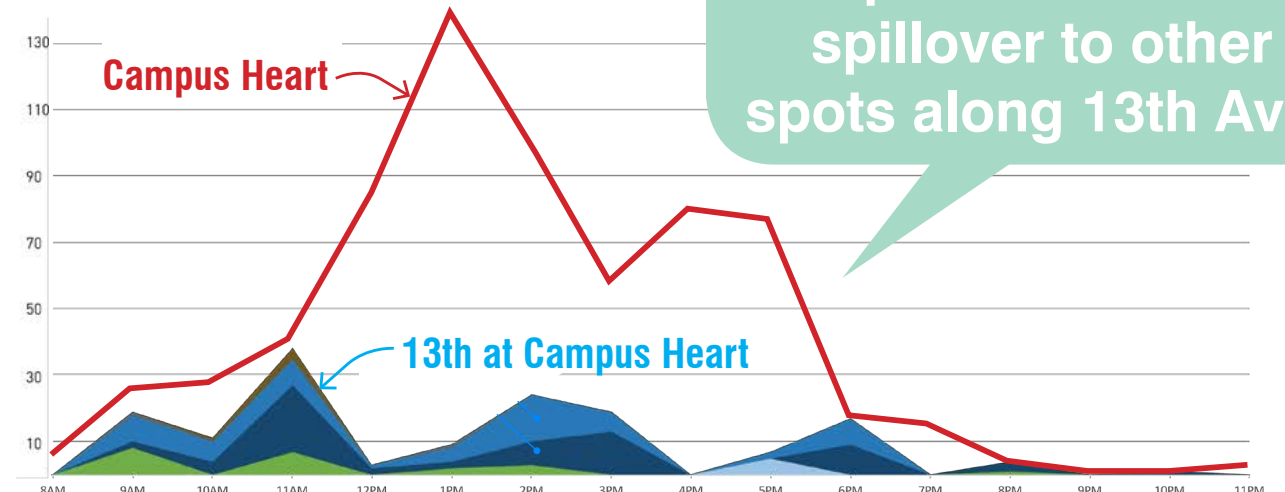
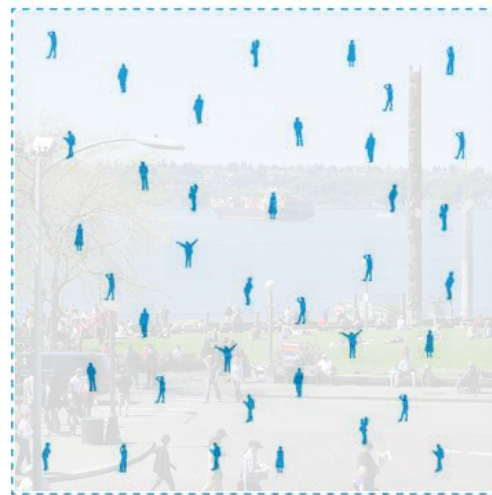
Least Dense ←

→ Most Dense

**Scale Reference:**  
Two basketball courts



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



Staying activity throughout the day at the heart of campus



# 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

# 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.**

# 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.**

**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.

# 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.**

# design drivers

**primary axis**

**a place for people**

**sense of place**

**university mission**

**campus plan**

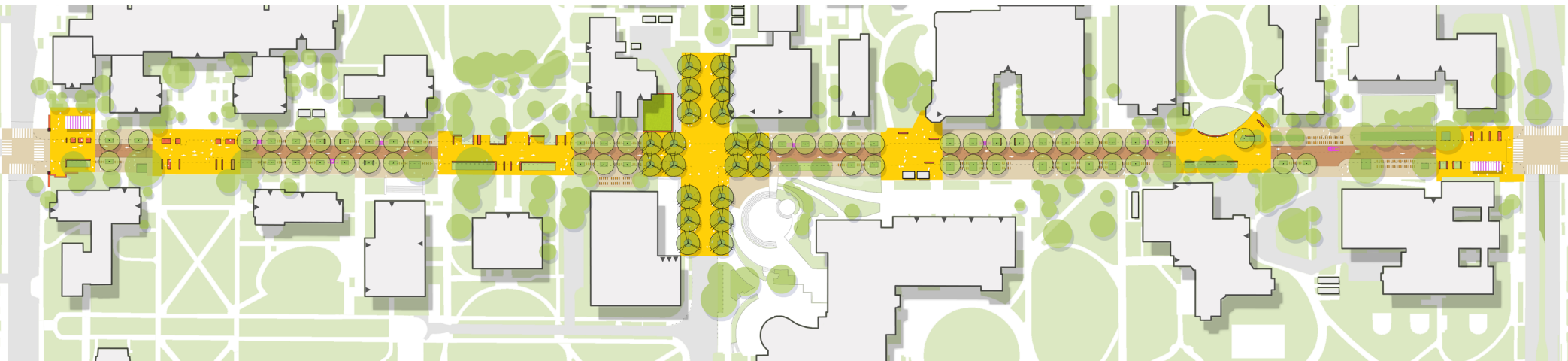
**flexibility**

**pragmatism**

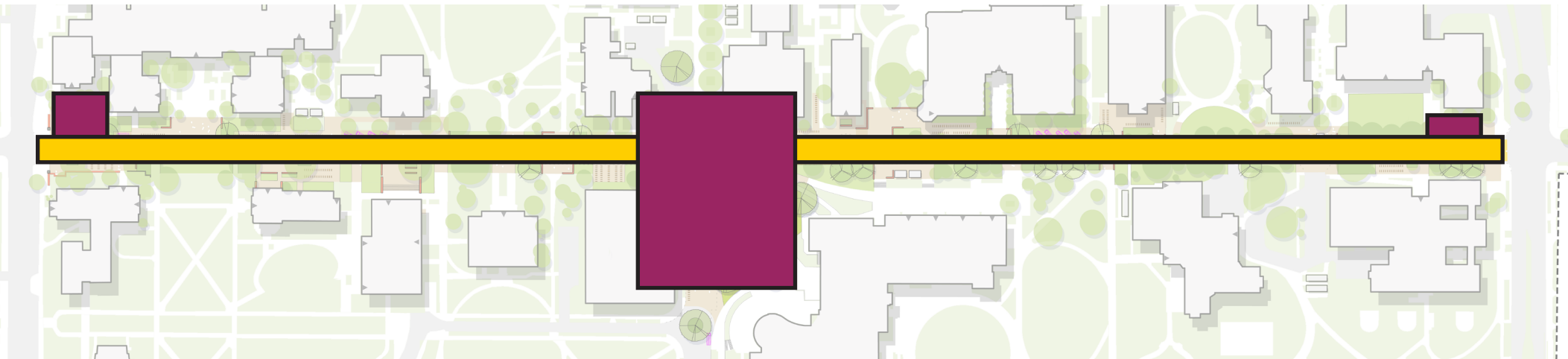
**sustainability**



# DESIGN CONCEPTS

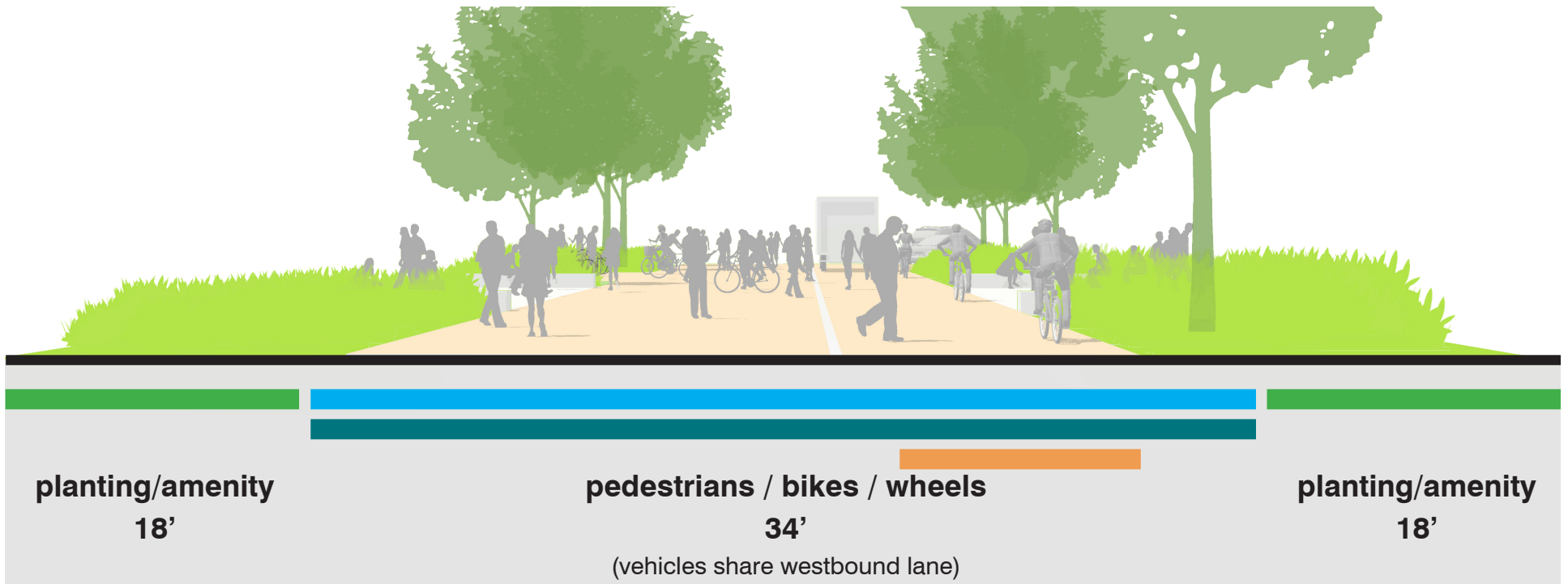
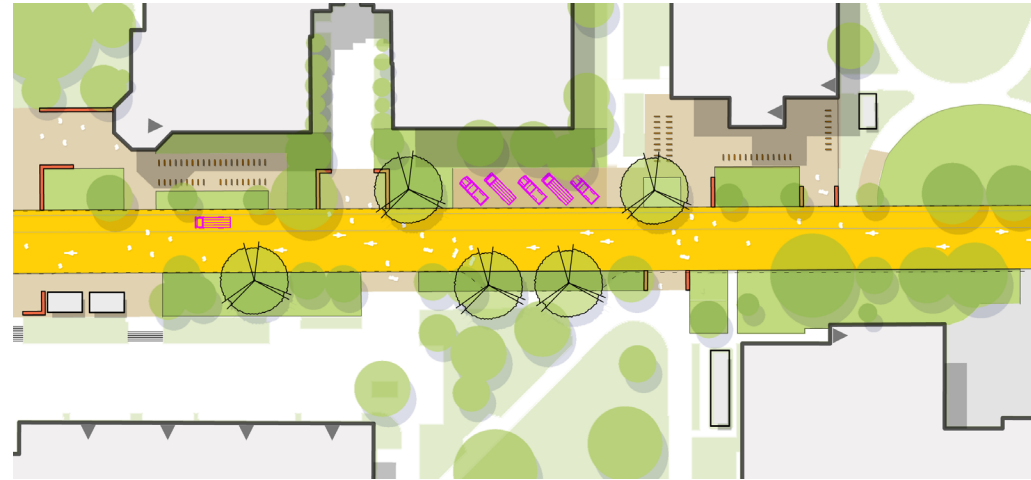
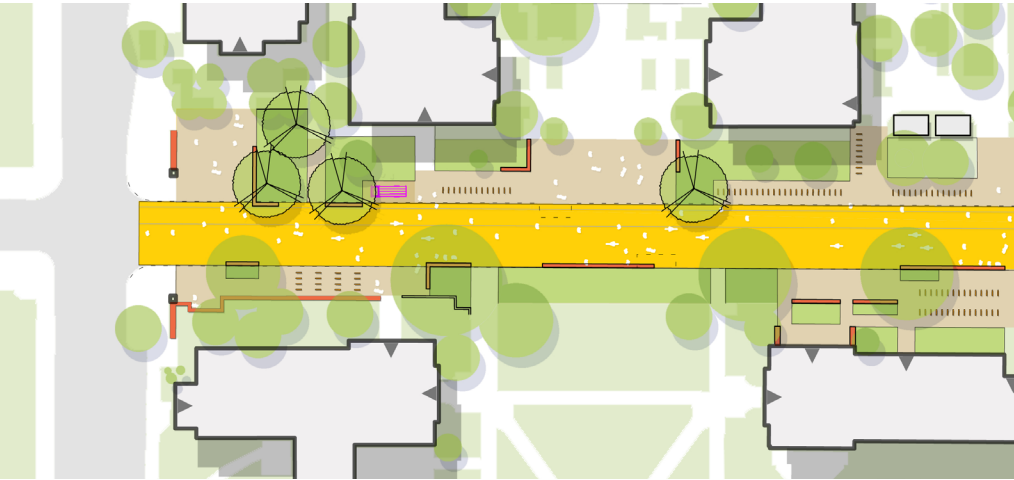


# promenade

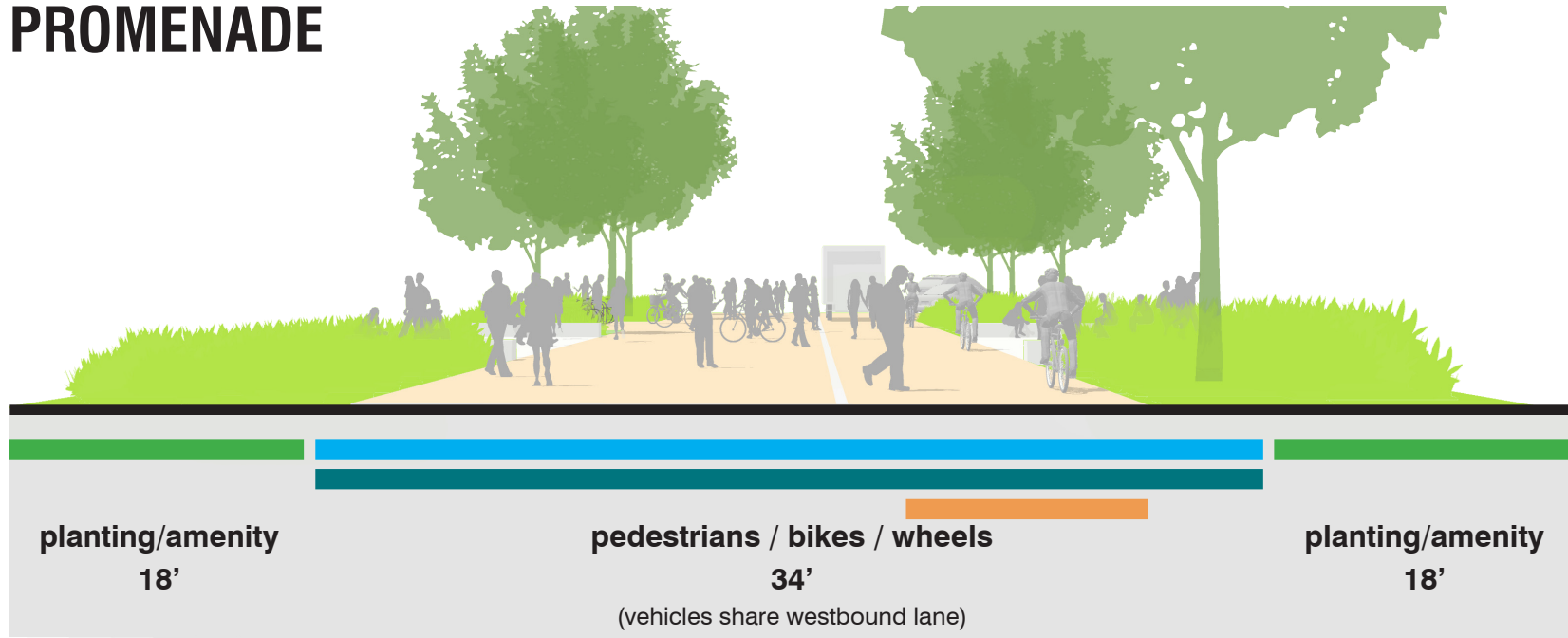




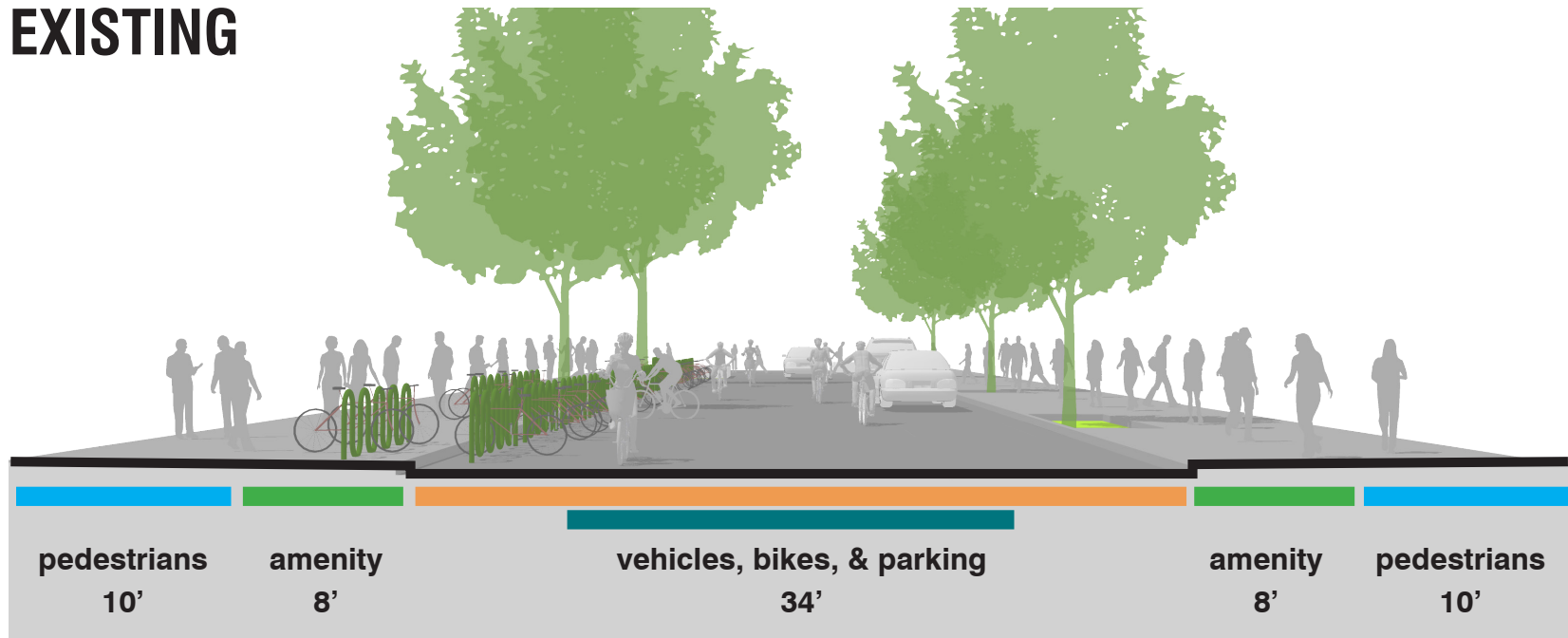
# promenade



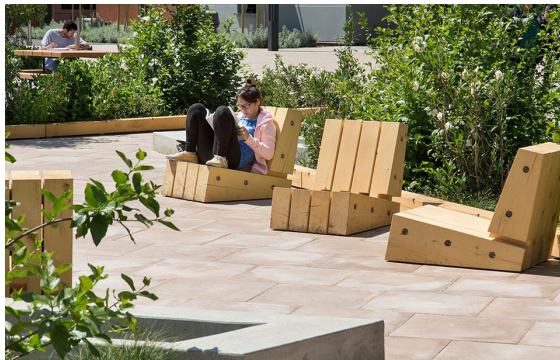
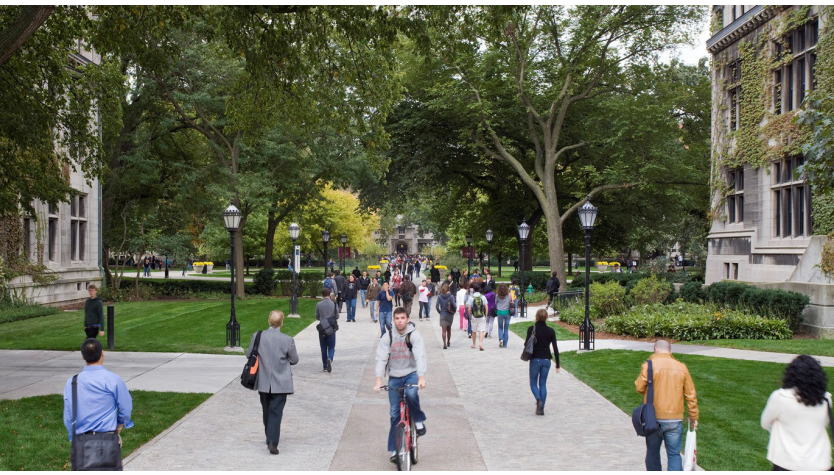
# PROMENADE



# EXISTING





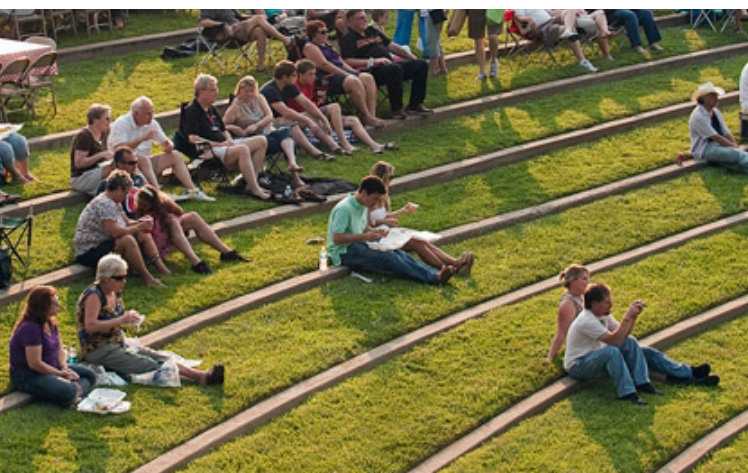




# terraces

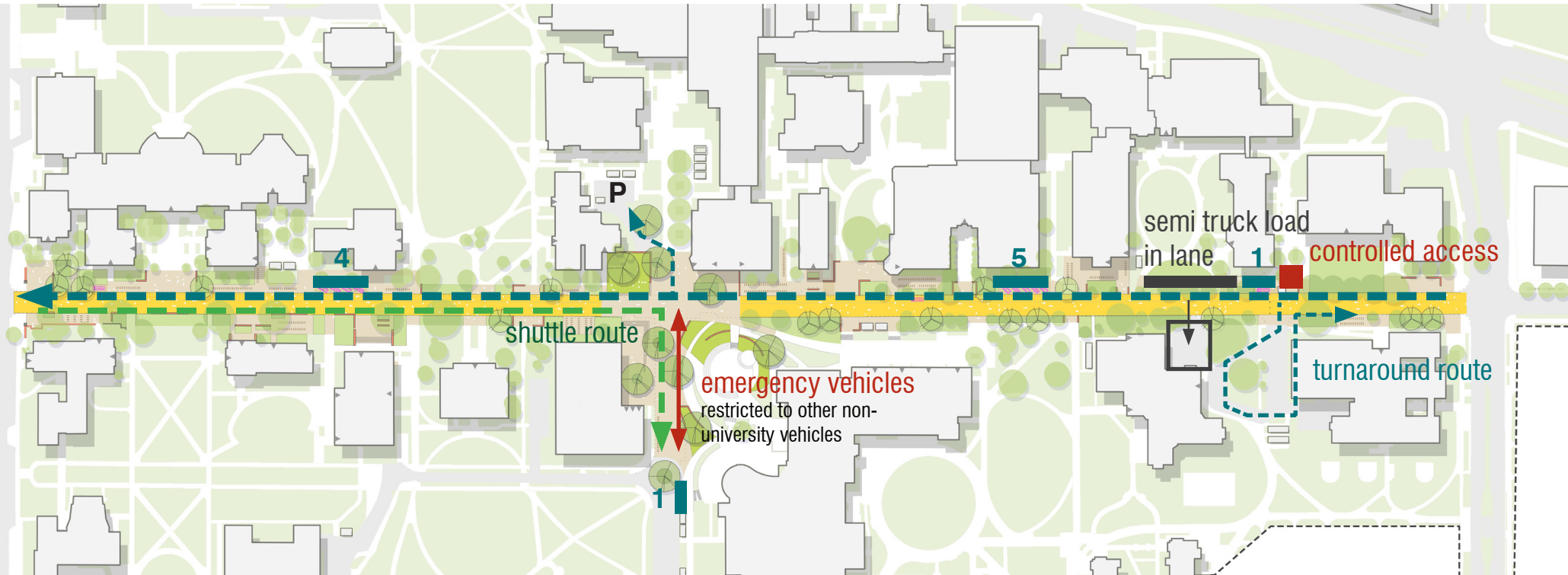






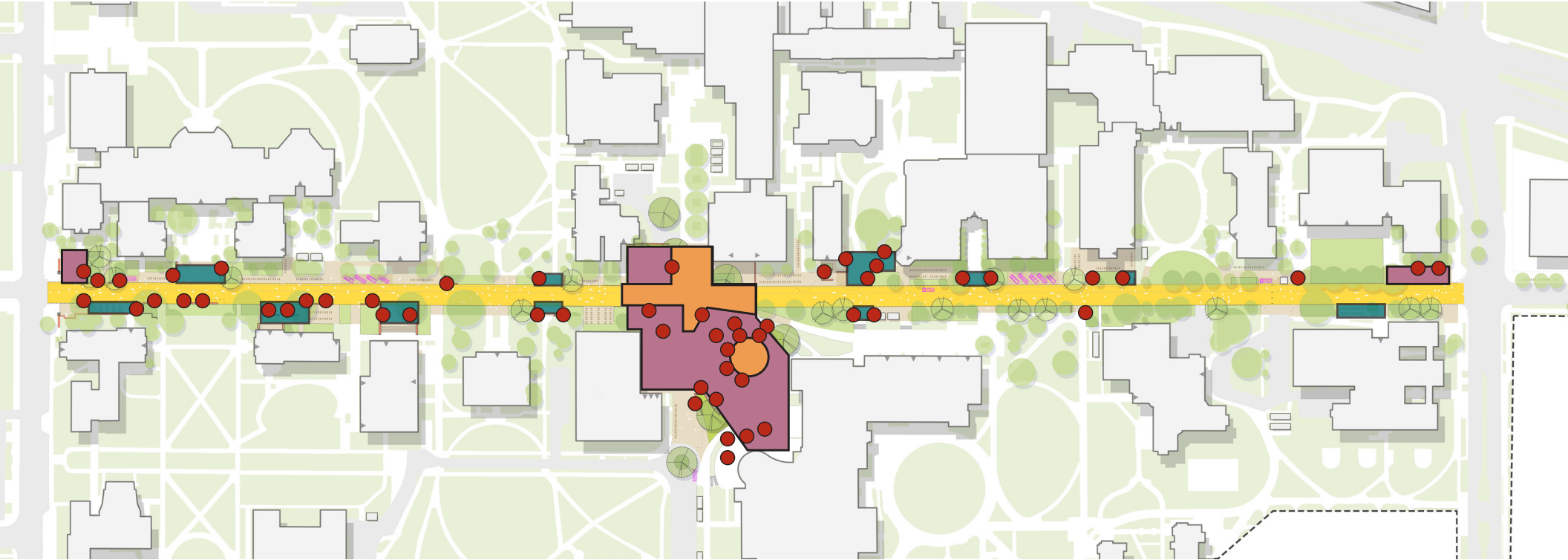


# concept 1 SERVICE & DELIVERY VEHICLE ACCESS



- 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



**HUBS**

**OUTDOOR ROOMS**

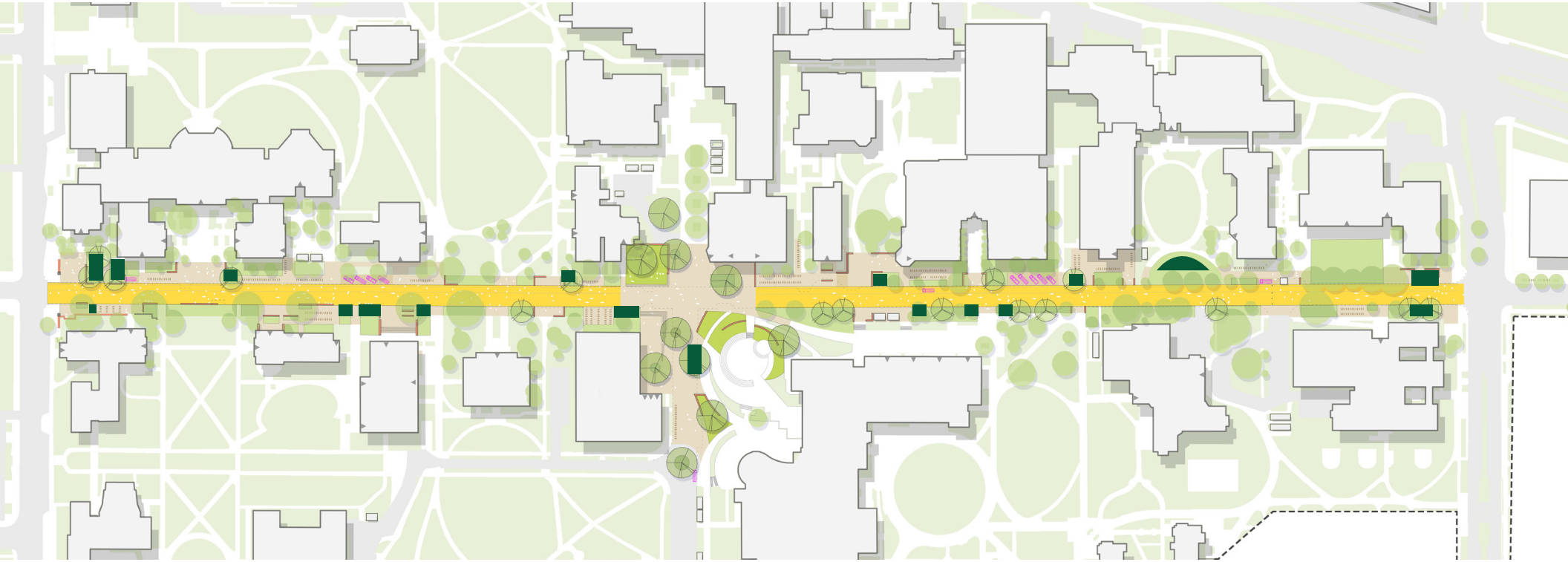
**SEATING SPOTS**

**FLEXIBLE SPACE**



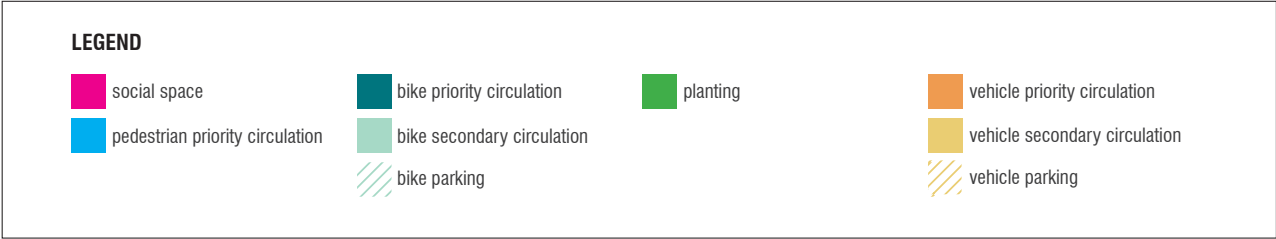
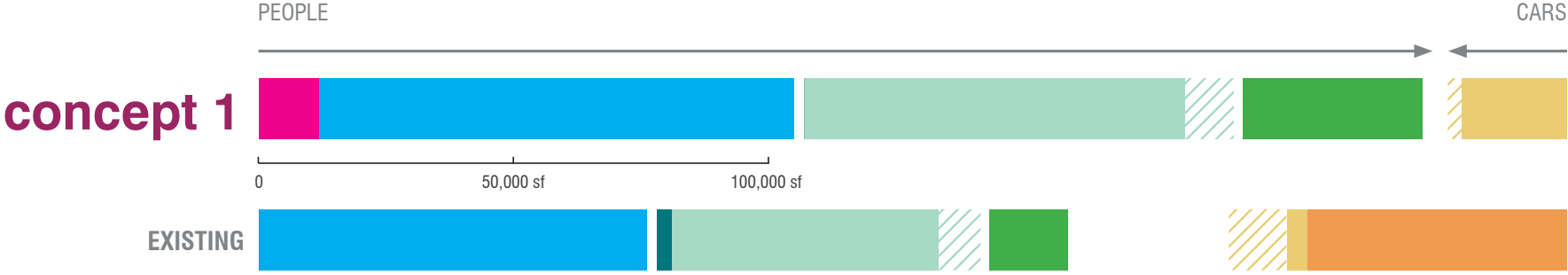


# concept 1 STORMWATER TREATMENT APPROACH

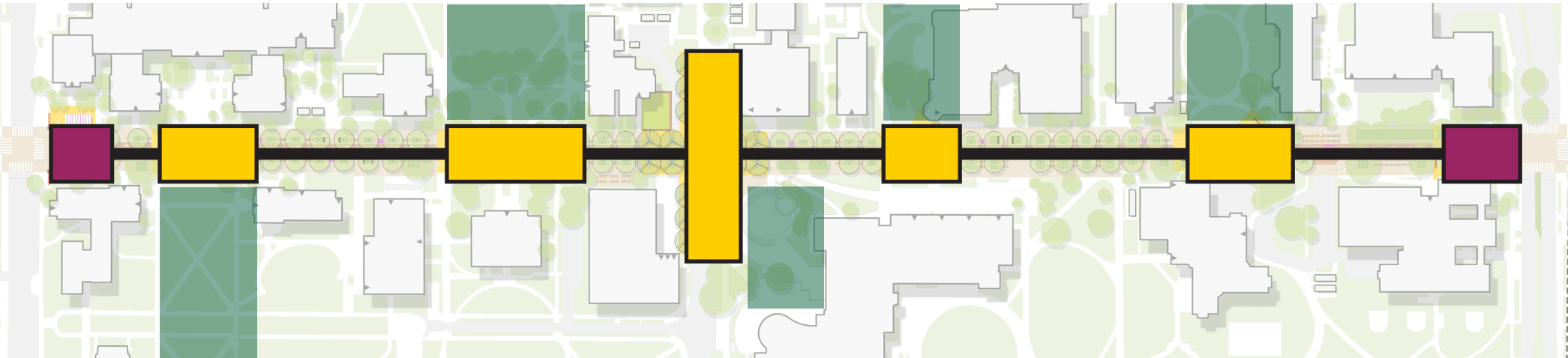
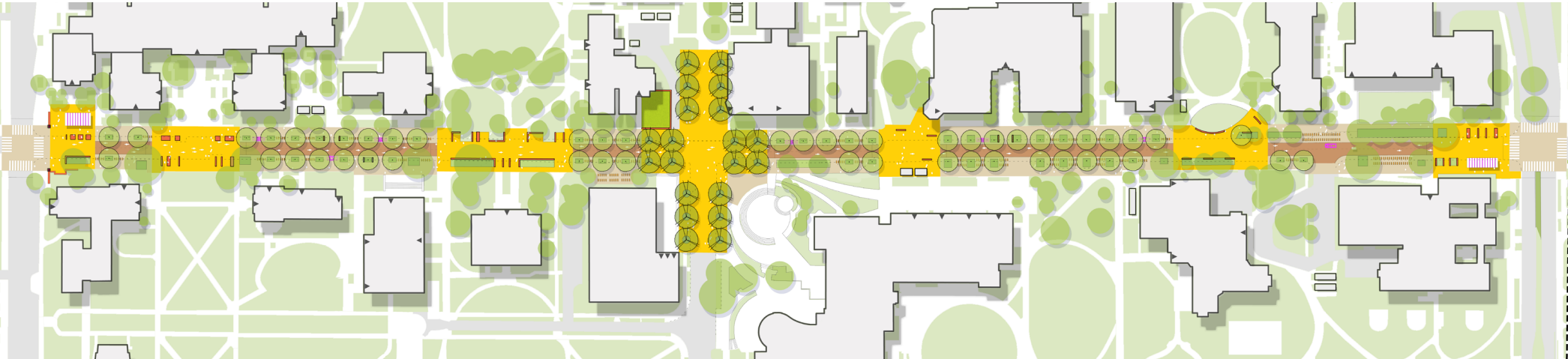




# concept 1 ALLOCATION OF SPACE

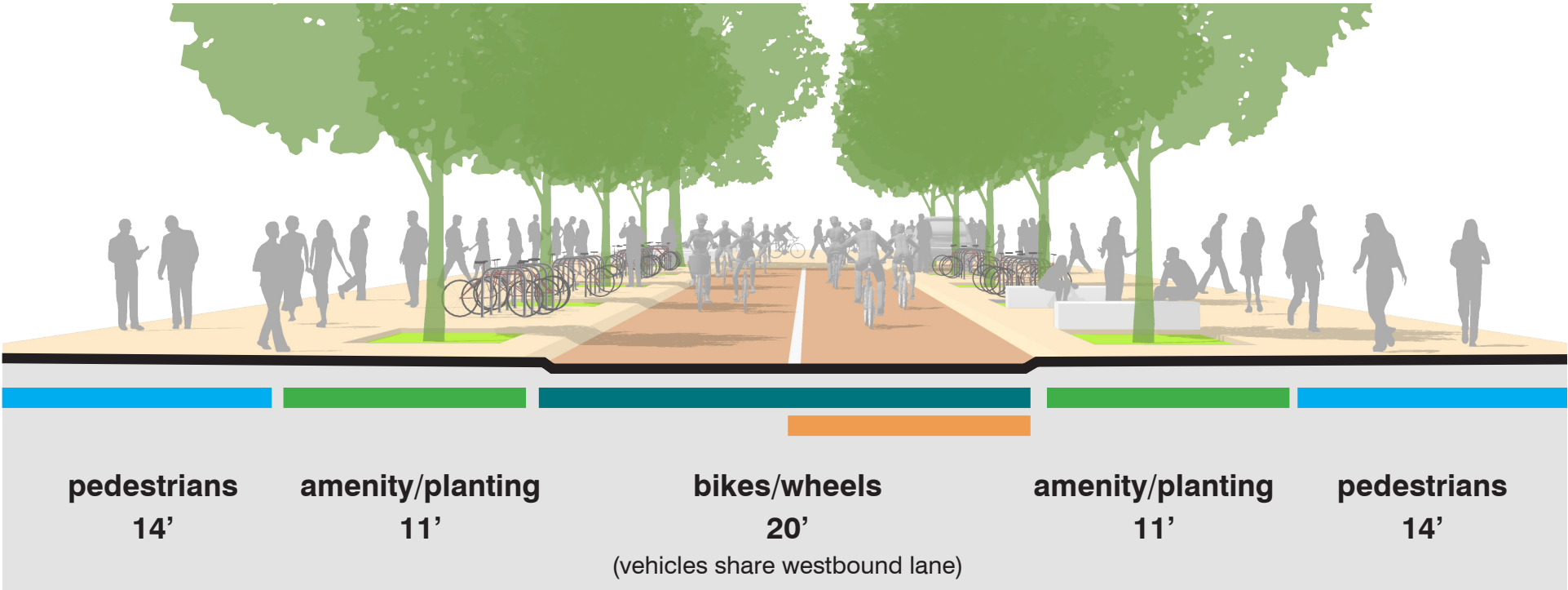
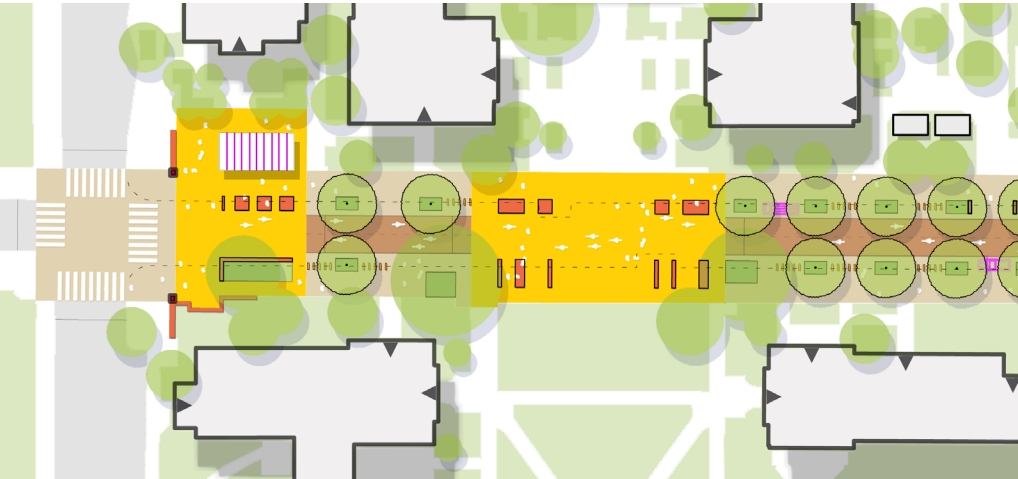


# campus connections

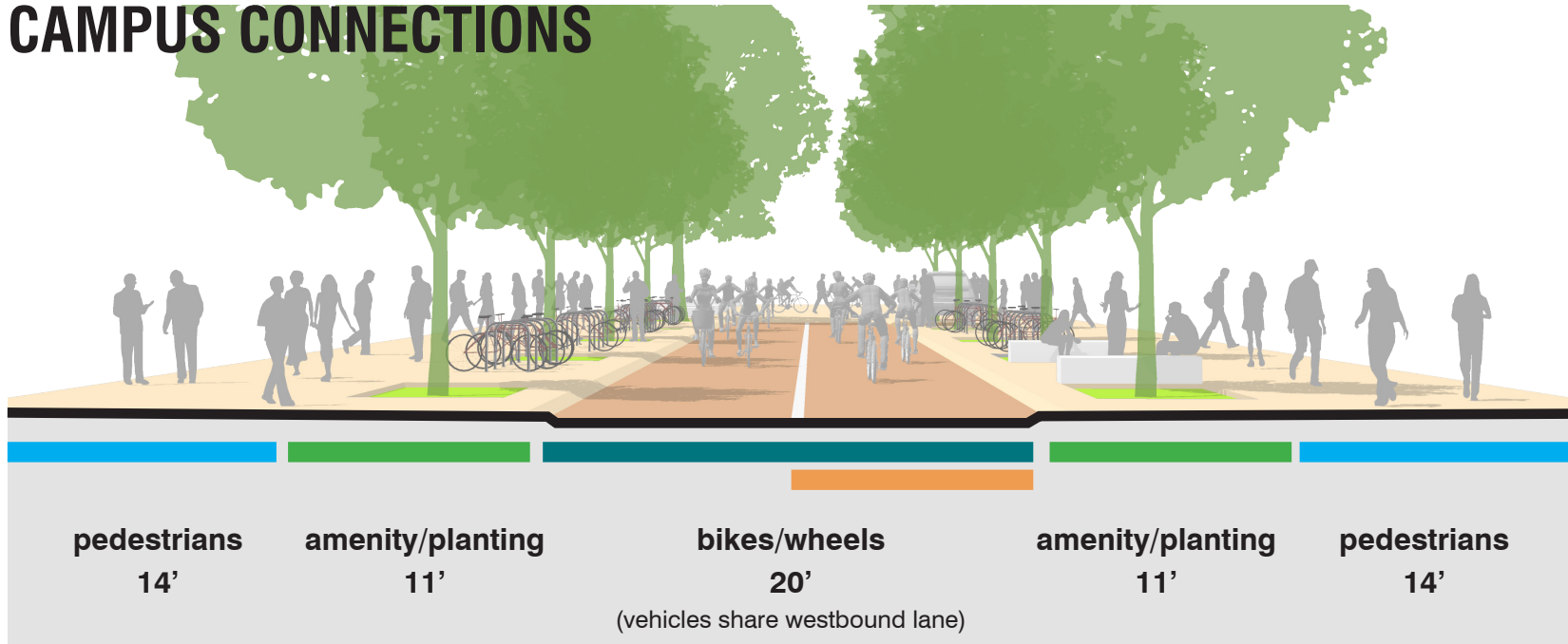




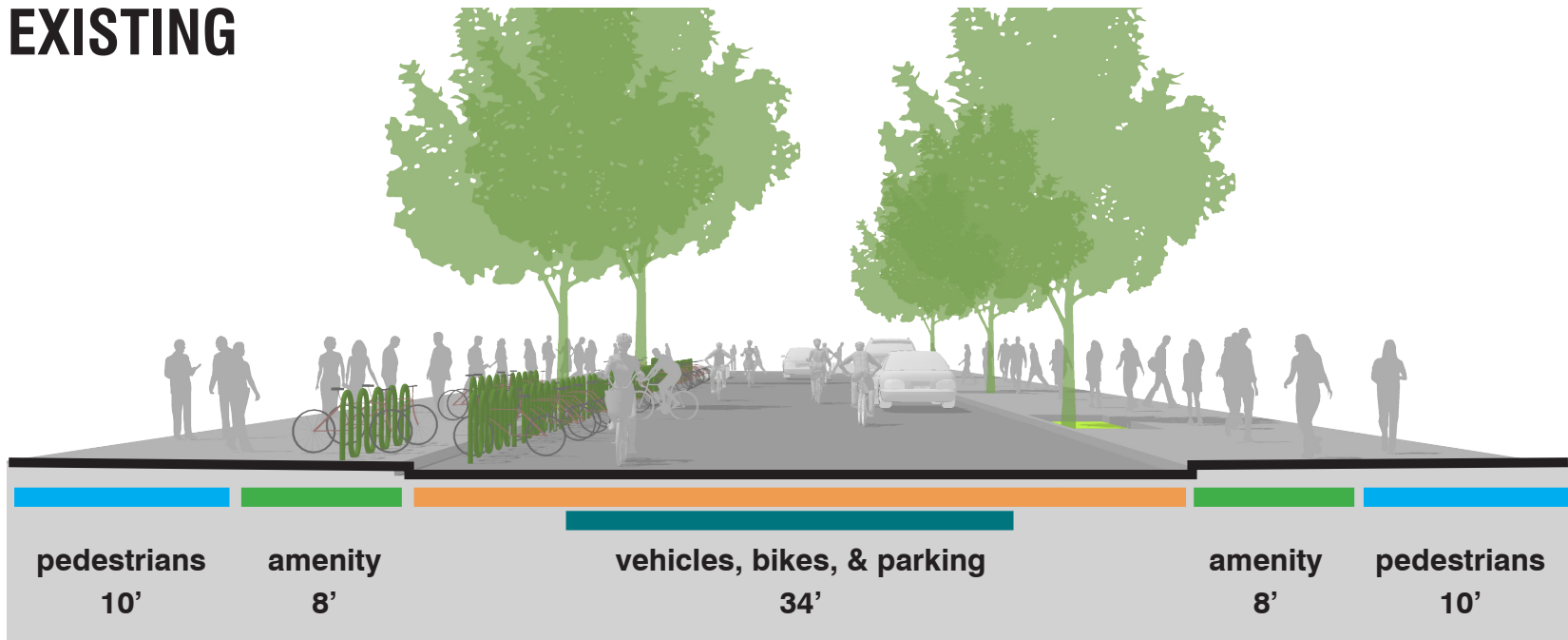
# campus connections



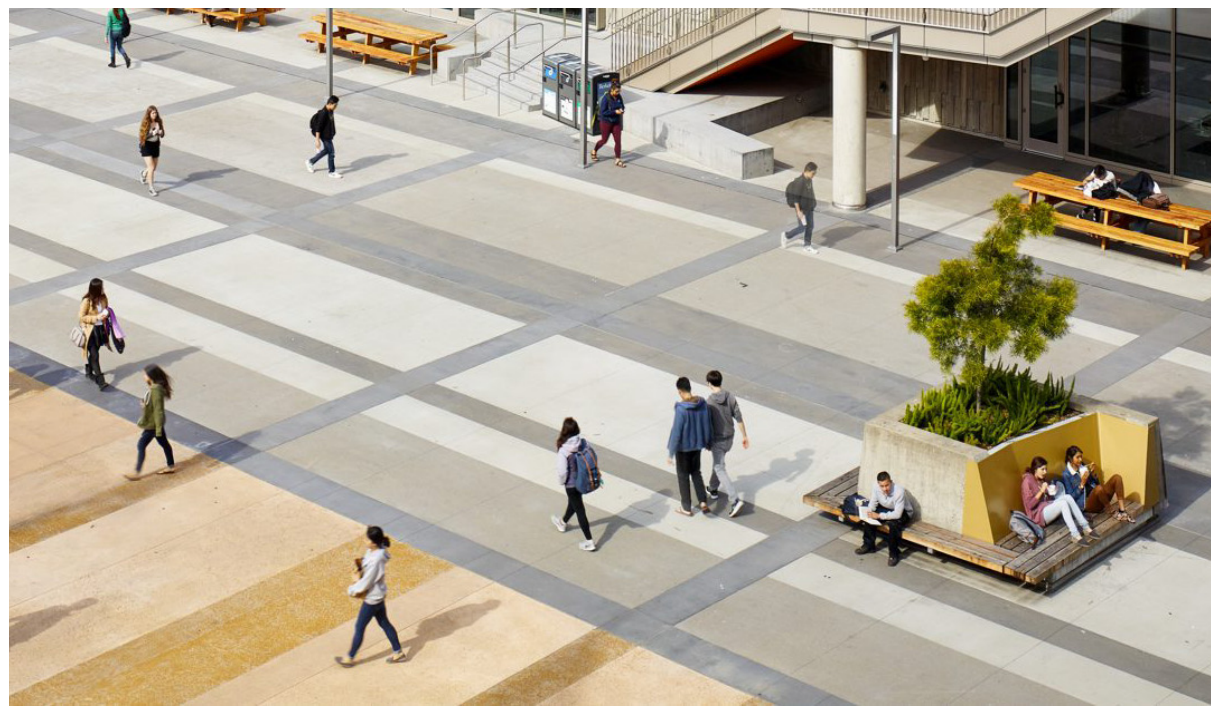
# CAMPUS CONNECTIONS



# EXISTING

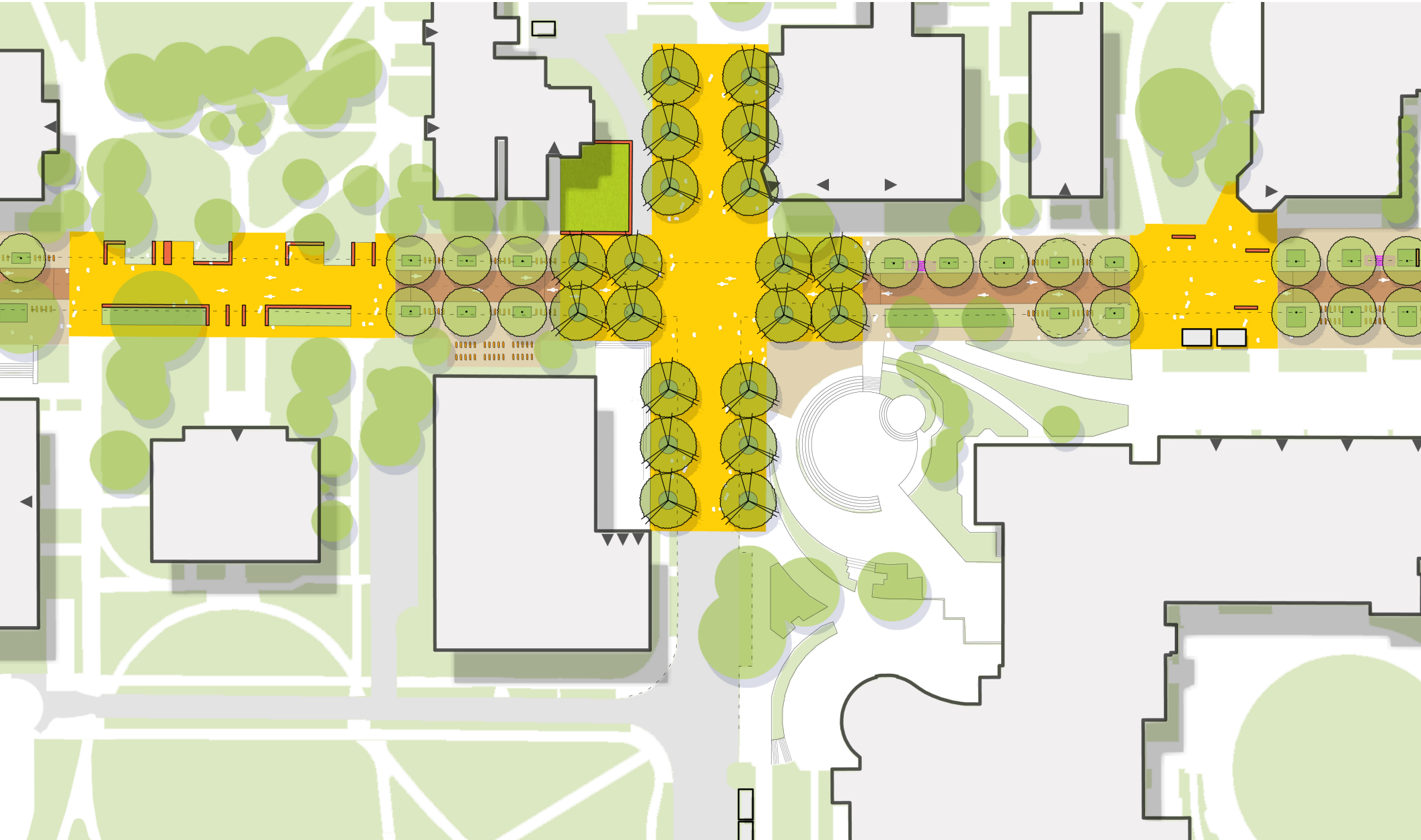








# campus connections

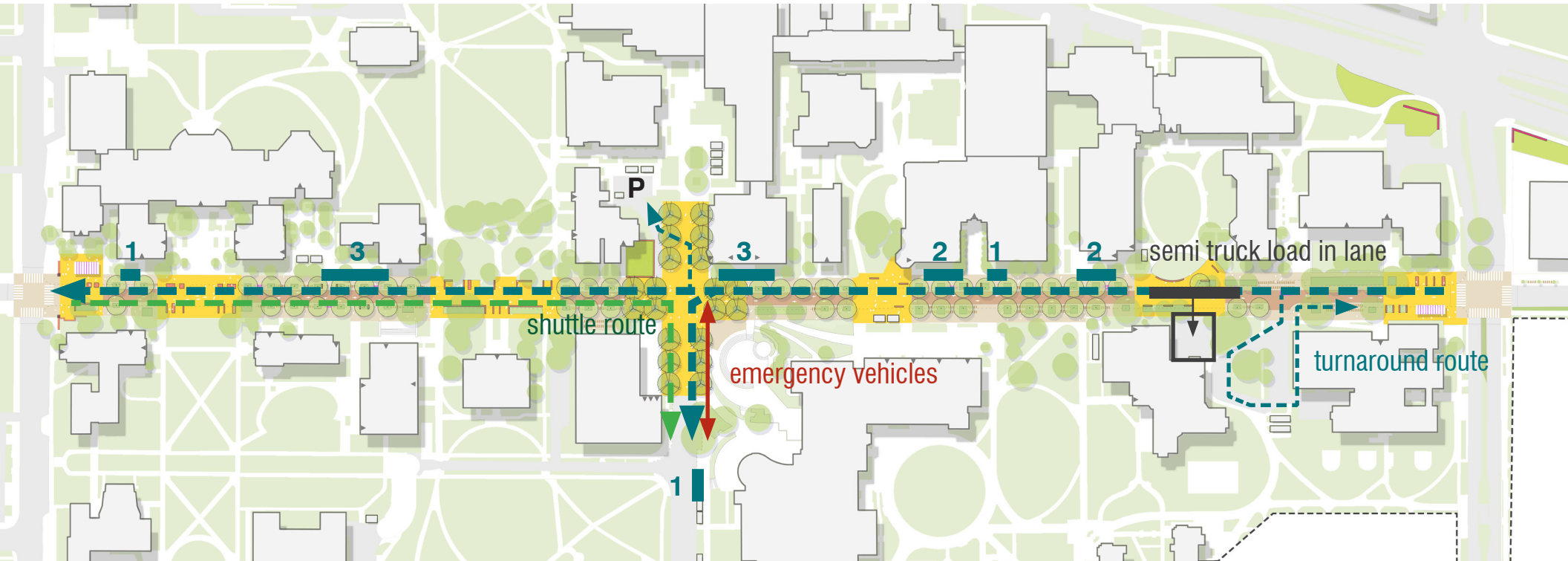








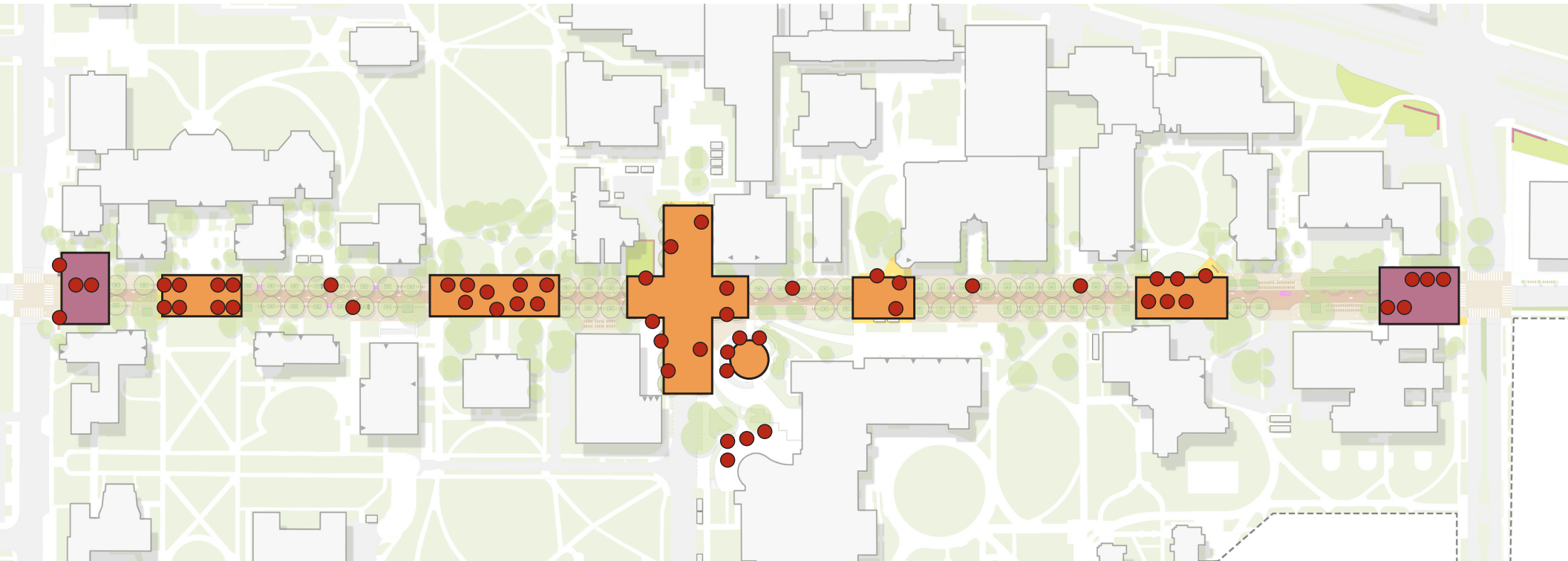
## concept 2 SERVICE & DELIVERY VEHICLE ACCESS



- 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



**HUBS**

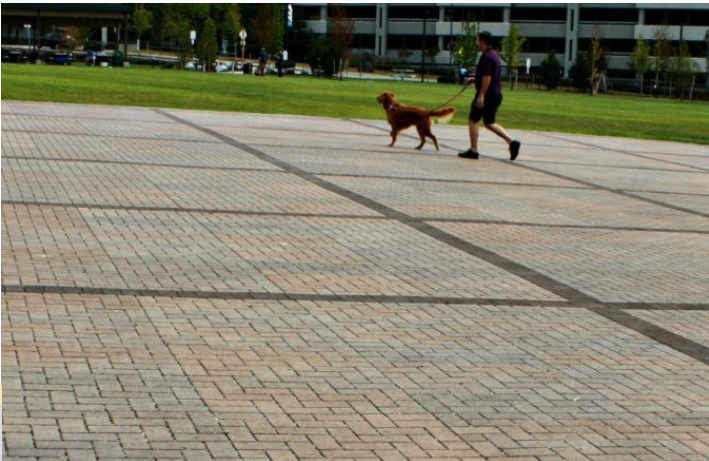
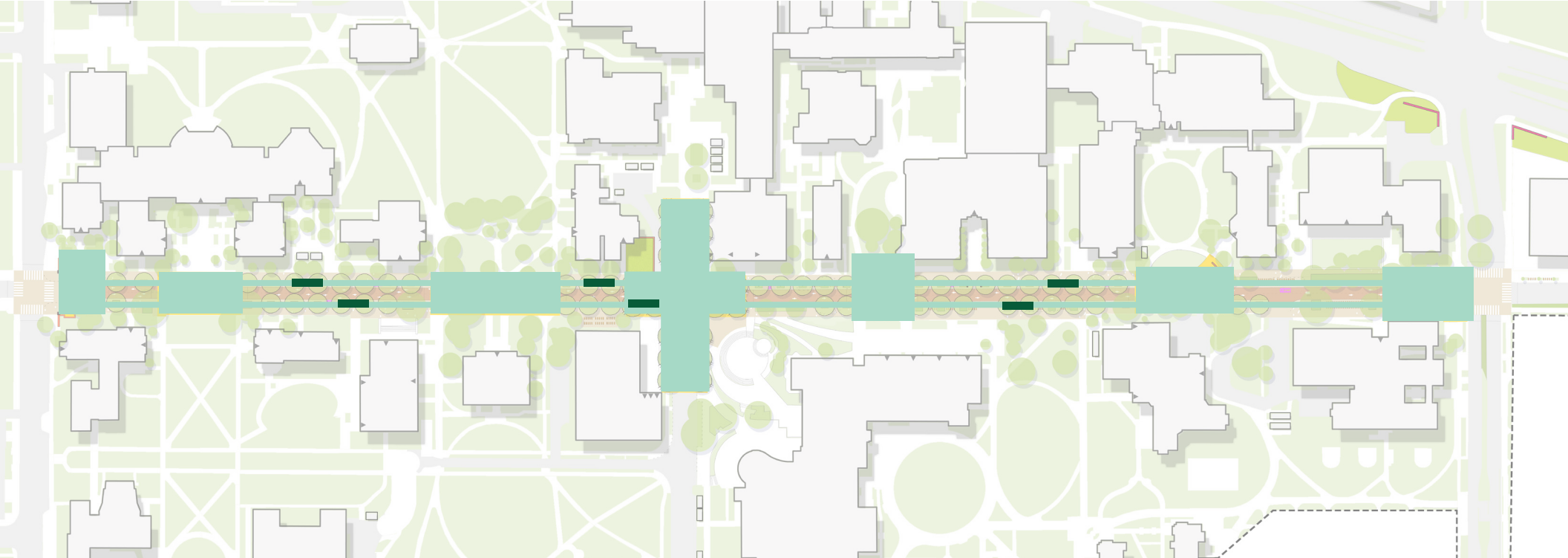
**SEATING SPOTS**

**FLEXIBLE SPACE**



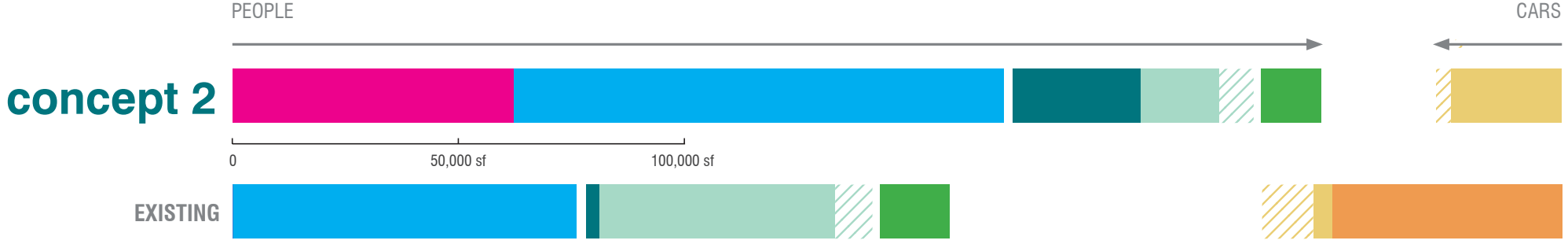


# concept 2 STORMWATER TREATMENT APPROACH





# concept 2 ALLOCATION OF SPACE



**LEGEND**

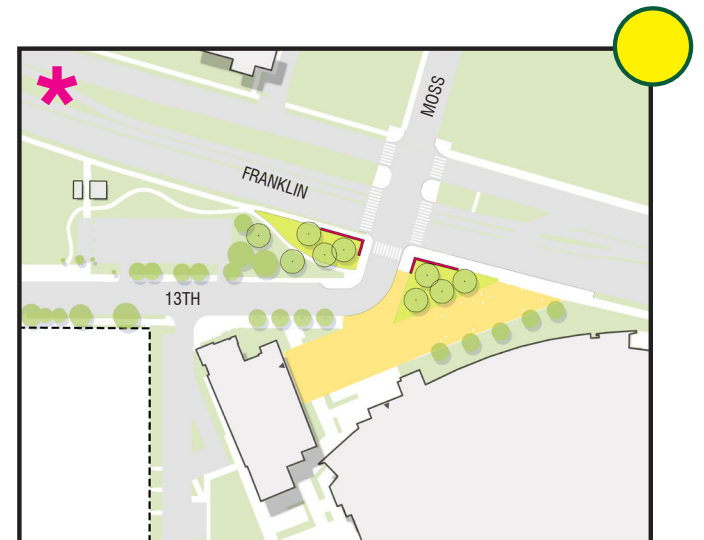
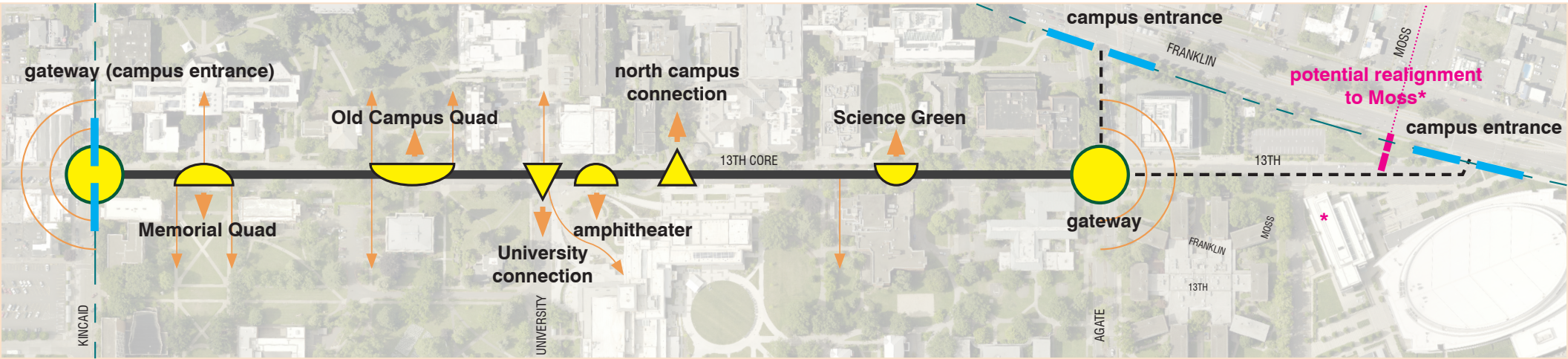
<span style="color: #e91e63;">■</span> social space	<span style="color: #00838f;">■</span> bike priority circulation	<span style="color: #4caf50;">■</span> planting	<span style="color: #ff9800;">■</span> vehicle priority circulation
<span style="color: #00bcd4;">■</span> pedestrian priority circulation	<span style="color: #c8e6c9;">■</span> bike secondary circulation	<span style="border: 1px dashed #ccc;">■</span> bike parking	<span style="color: #ffc107;">■</span> vehicle secondary circulation
			<span style="border: 1px dashed #ccc;">■</span> vehicle parking



# GATEWAYS



# GATEWAYS AND EDGES





# KINCAID GATEWAY



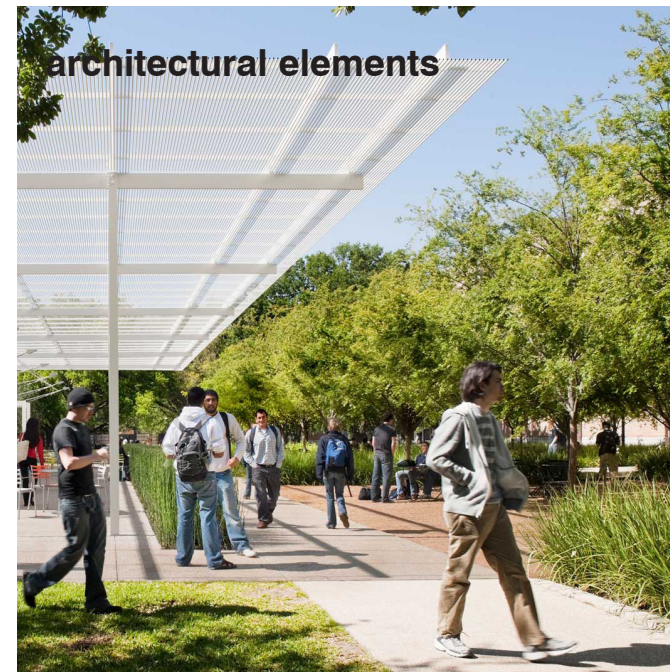




landscape thresholds & openings



paving transitions



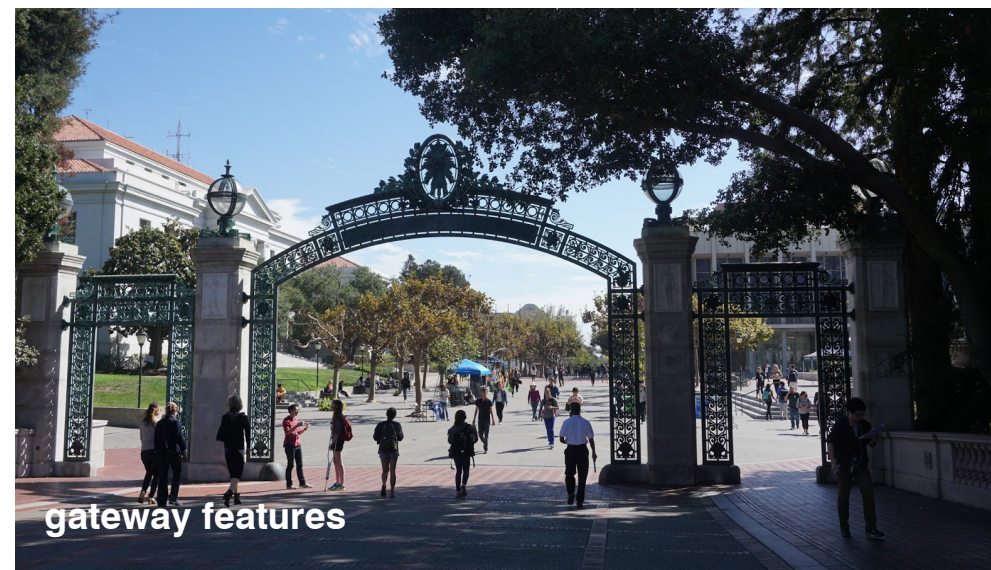
architectural elements



repeating elements

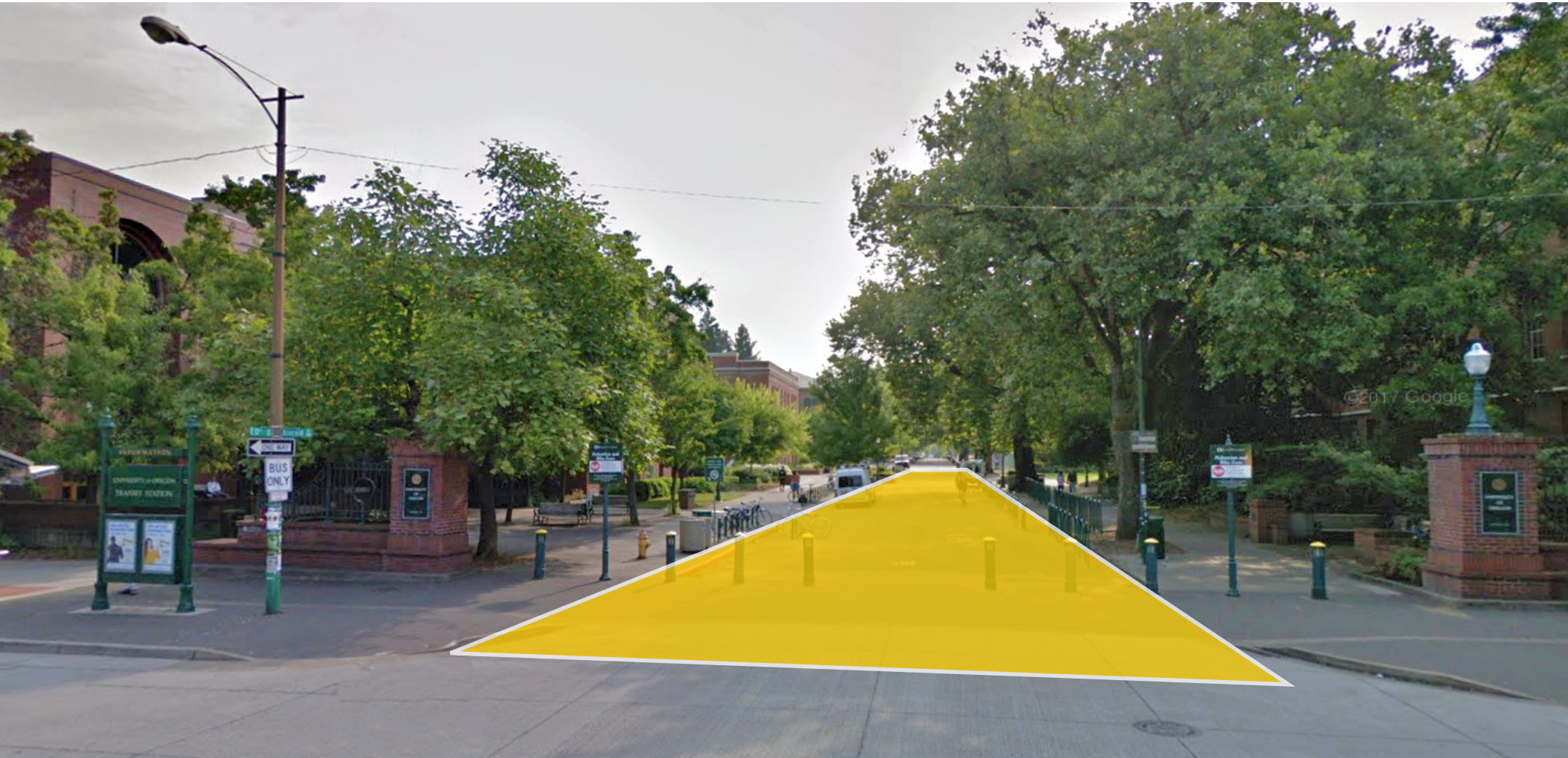


focal points

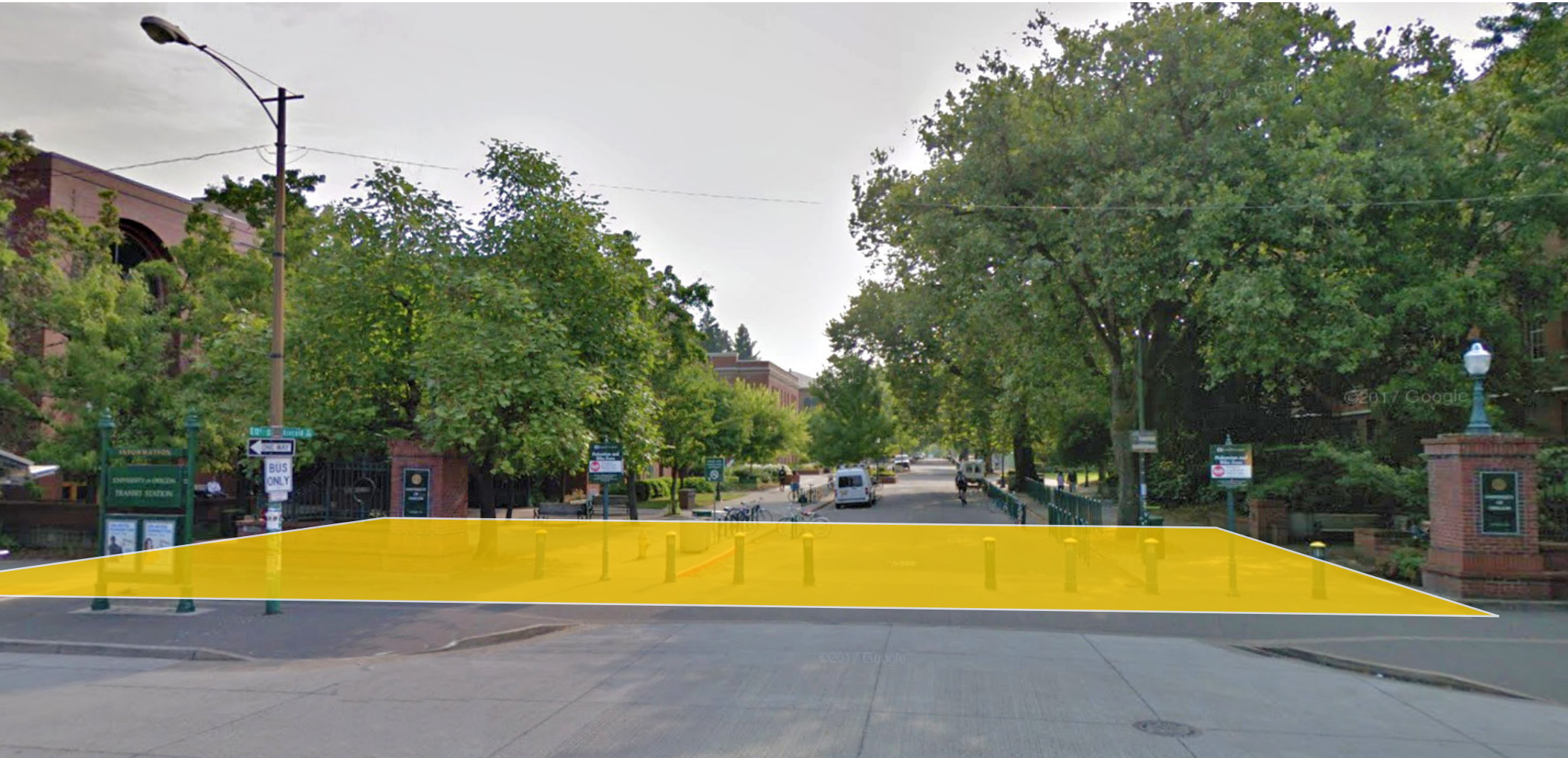


gateway features











# QUESTIONS



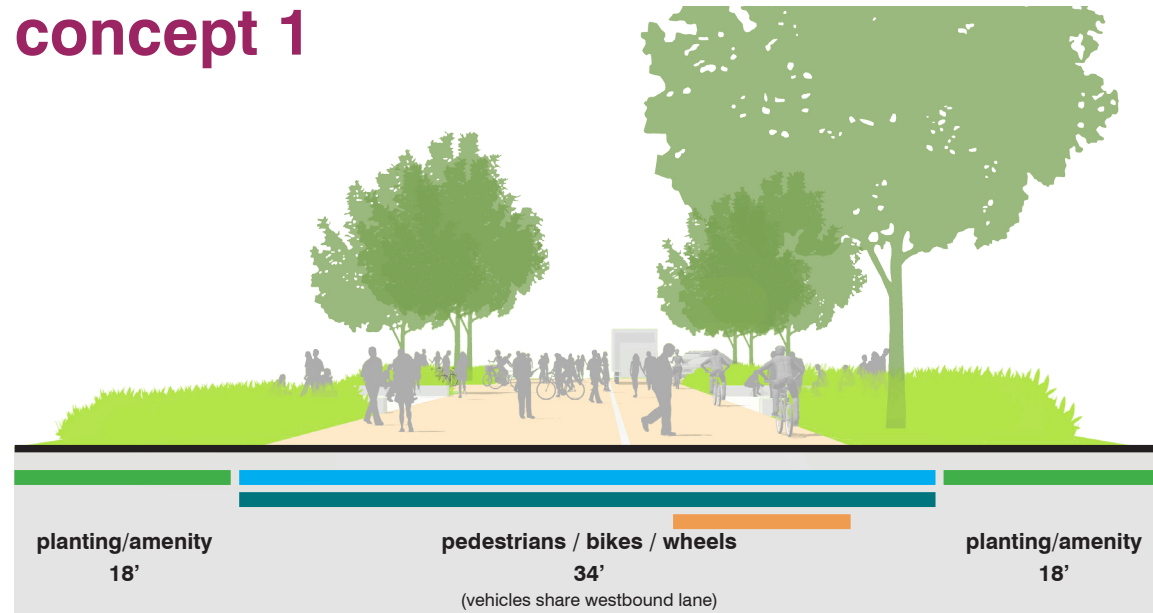
**OPEN HOUSE**



# DISCUSSION



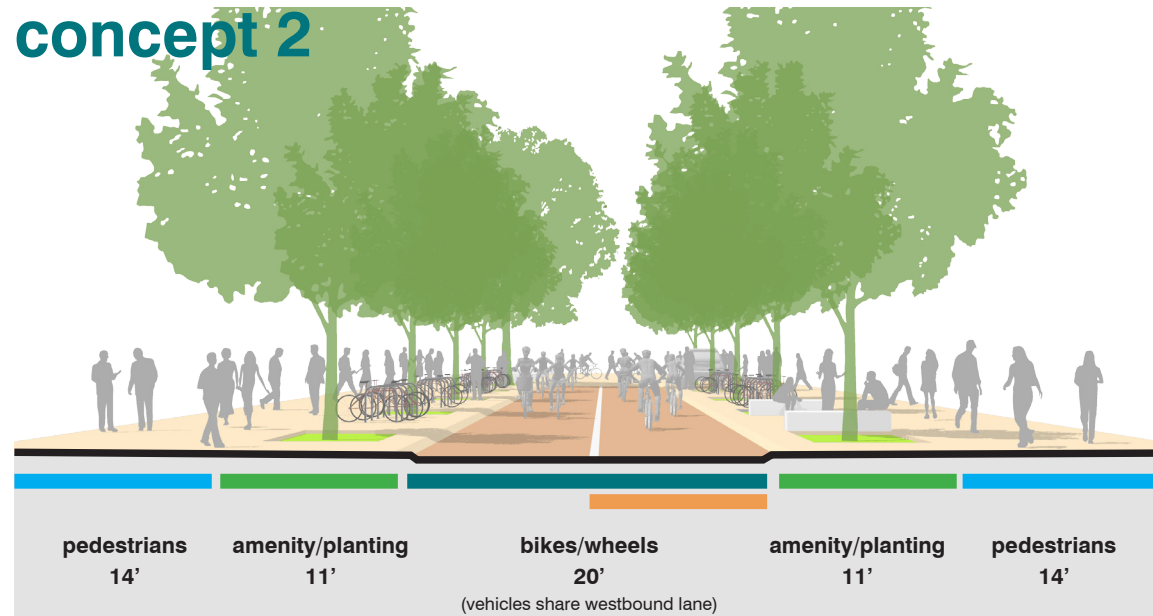
## concept 1



***Which concept do you prefer for:***

1. PEDESTRIAN EXPERIENCE
2. BIKE EXPERIENCE
3. SOCIAL SPACE
4. CAMPUS HEART
5. STORM WATER

## concept 2



# concept 1

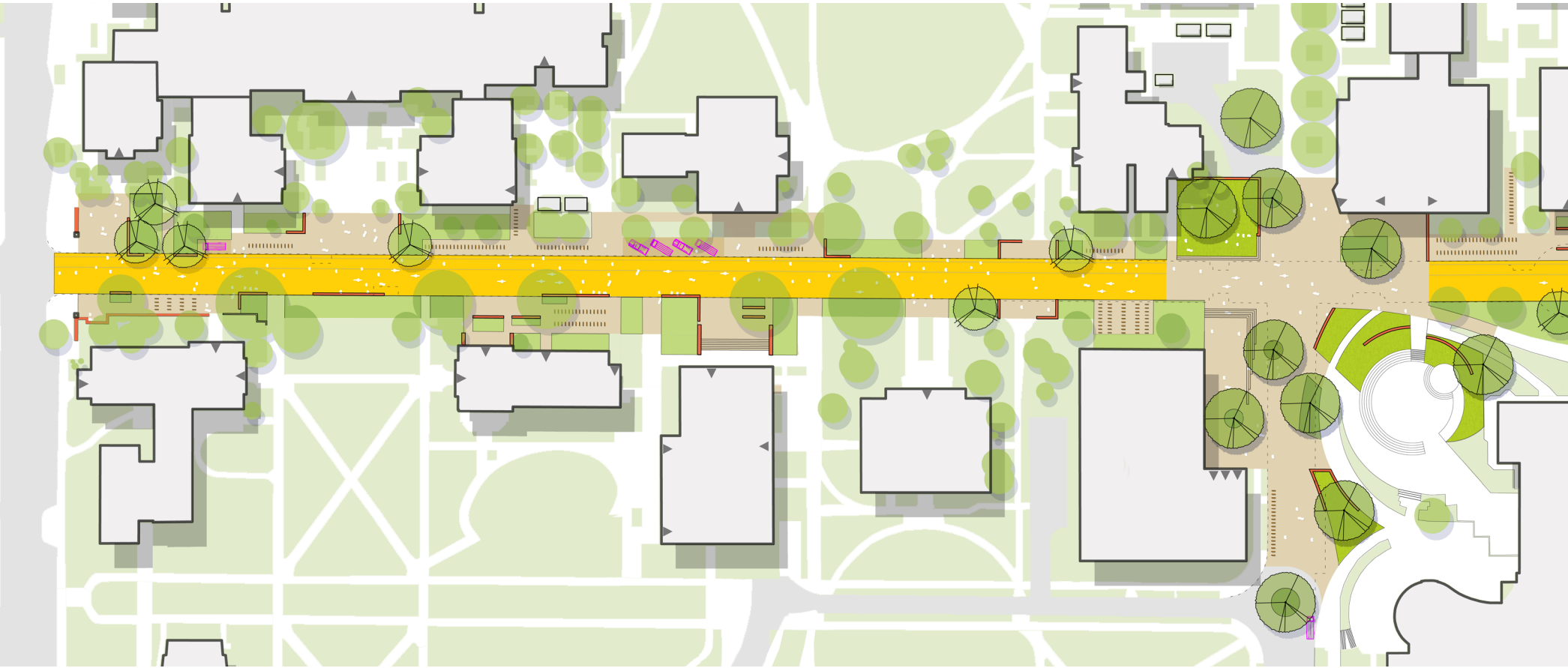


# concept 2





# concept 1 - west

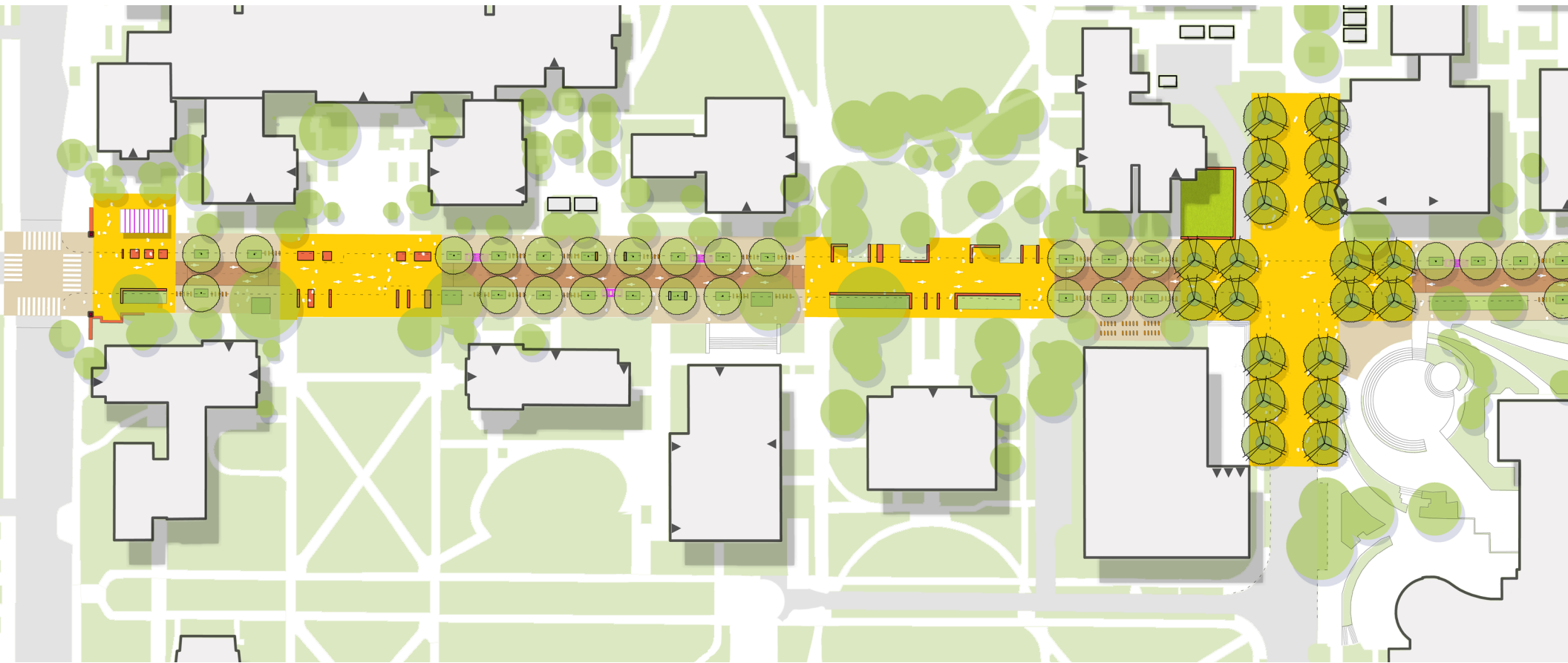


# concept 1 - east

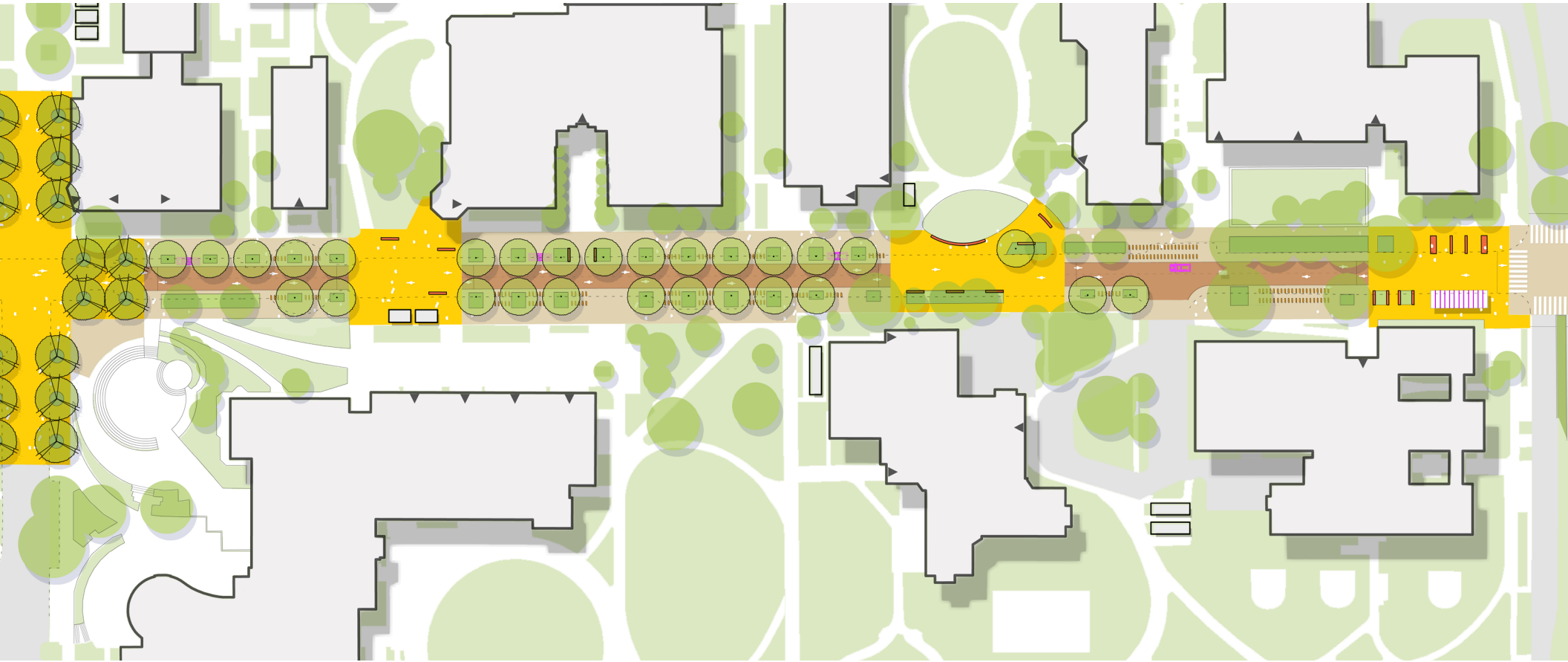




# concept 2 - west

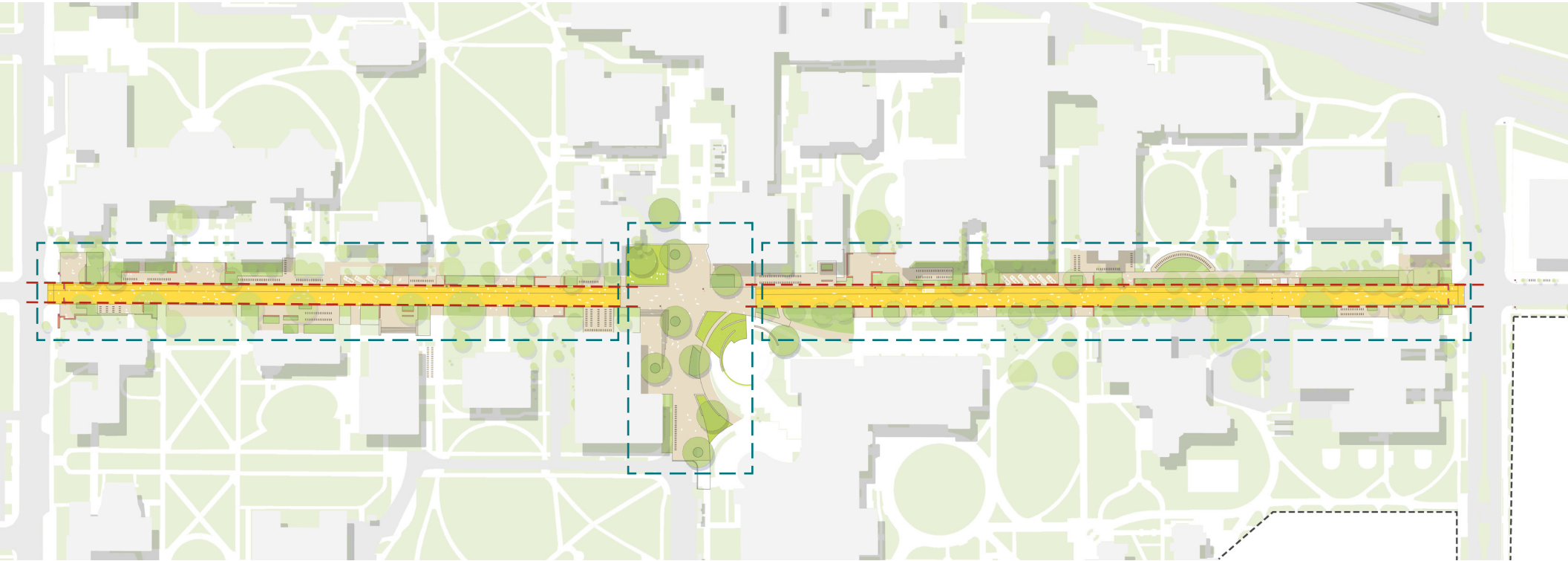


# concept 2 - east



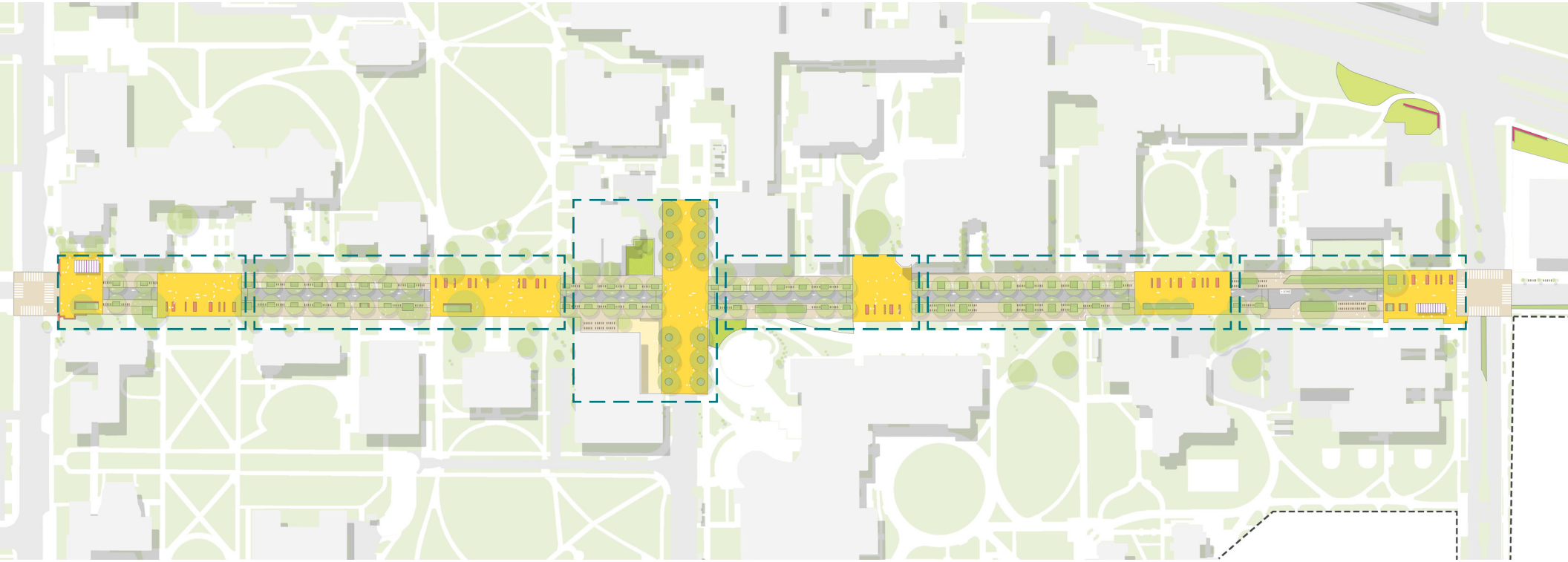


# CONCEPT 1 - PRELIMINARY PHASING CONCEPT



- 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









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