



UNIVERSITY HILL EVENT STREET CONCEPT PRESENTATION

08.26.2015  studioINSITE



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*Thanks for giving
us the opportunity
to share our
conceptual ideas.
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Relevant Project Team Festival Street and Plaza Experience

- Clayton Lane, Cherry Creek, Denver
- Fillmore Plaza, Cherry Creek, Denver
- 16th Street Renovation, Denver
- RiNo Festival Street, Denver
- Rockies Plaza, Denver
- Old Town Square, Fort Collins
- Linden Street, Fort Collins
- Cooper Avenue, Glenwood Springs
- DIA Westin Hotel Plaza, Denver
- Iowa City Streetscapes, Iowa City



PUBLIC ENGAGEMENT IS VITAL IN OUR PROCESS OF DESIGNING SUCCESSFUL SPACES.



UNIVERSITY HILL
EVENT STREET
DESIGN



**CONCEPT DESIGN:
GUIDING FORCES &
INSPIRATION**

PROGRAM CRITERIA



Infrastructure – water, power loads, stormwater management, mobility, security,

Furniture – tables, chairs, trash, bench, barriers, maximize flexibility

Branding – wayfinding, identification, advertising

Landscape – trees, understory, native and or xeric, water wise irrigation, opportunities for production

Hardscape – paving function and aesthetics, retaining and seat walls, curb condition

Lighting – Energy efficient (LED), programmable, allow for both intimacy and vibrancy.

Services – storage, trash, clean-up, logistics

Vehicular – parking, loading, transit, bike, special attention to pedestrian interaction

Commerce – kiosk, carts, tents, displays, booths

Creative – public art, sculpture, banner, play



CREATIVE.
URBAN ACTIVATION.
MULTI-USE DETAILS.
FLEXIBLE SPACE.
FUN!



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DESIGN

INSPIRATION 7





**WELCOMING.
INTEGRATED DESIGN.
PEDESTRIANS FIRST.
COMPLETE STREET.
LIVABLE!**



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EVENT STREET
DESIGN**

INSPIRATION 8





**WATER WISE.
ENERGY EFFICIENCY.
UPCYCLING.
LOCALLY SOURCED.
SUSTAINABLE!**



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DESIGN**

INSPIRATION 9





**VIBRANT.
CONNECTED TO NATURE.
FUNKY.
STRONG COMMUNITY.
BOULDER!**



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DESIGN

INSPIRATION 10



**CONCEPT DESIGN:
WHAT'S THE BIG IDEA?**

LIVABILITY

- Welcoming
- Pedestrian-first design
- Minimize car zone
- Maximize ped zone
- Slow down traffic
- A place to pause/breath

SUSTAINABILITY

- Stewardship of the environment
- Permeability
- Stormwater filtration
- Energy conservation and creation
- Native/Xeric Plant material
- Urban farming
- Locally sourced and recycled materials

FLEXIBILITY

- Multi-functional site elements, systems poles, etc.
- Moveable furnishings
- On-site storage of festival materials/furniture
- Design for various use loads

LIVABILITY



SUSTAINABILITY



FLEXIBILITY





Translating Big Ideas into design.

Hub
Flexible Framework
Improvise
Repurpose

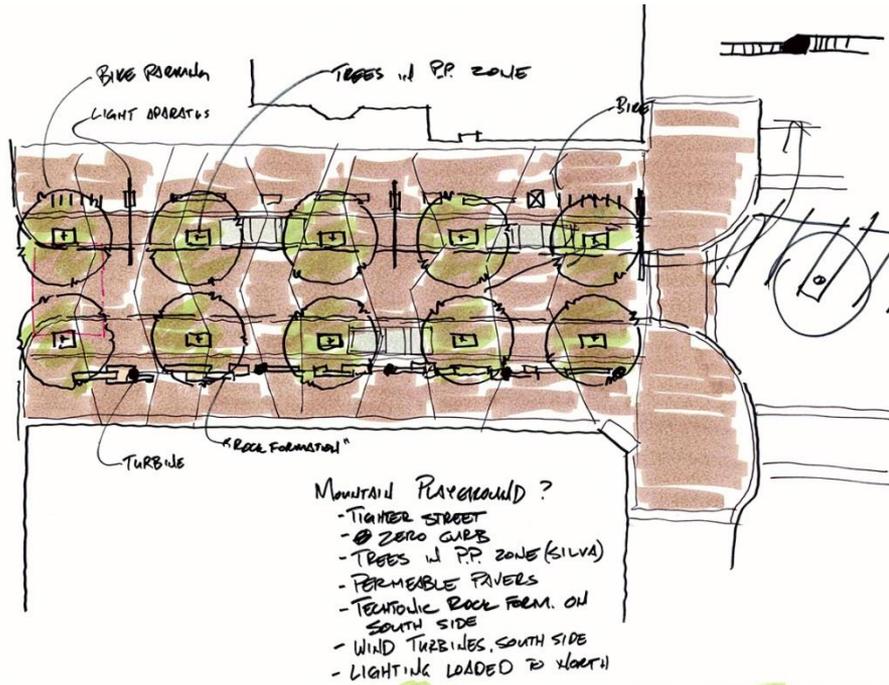
Play
Transform
Laboratory
Pets
Chalkboard

Discover
Block Party
Permanent/Temporary
Adaptable

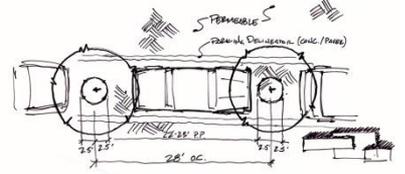
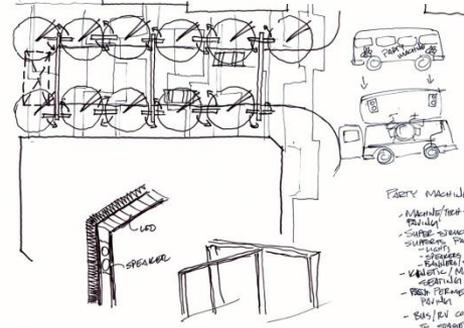
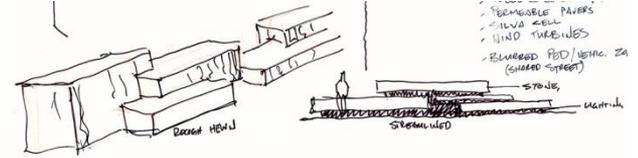
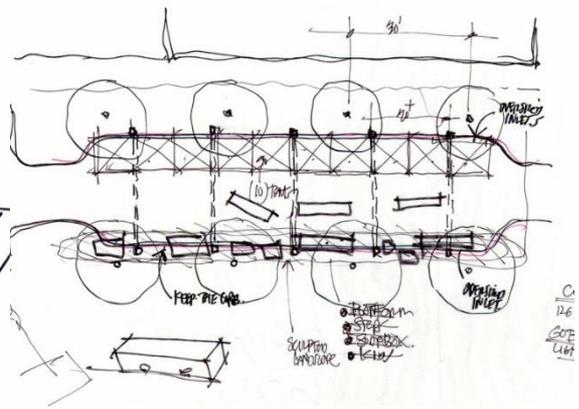
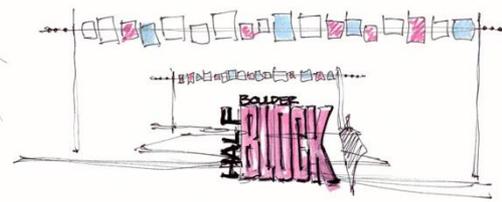
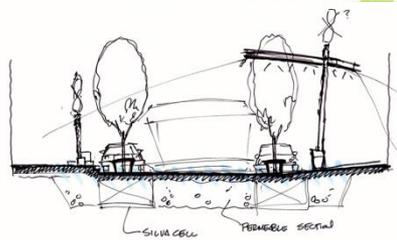
Container
Living Room
Hops
Asymmetry

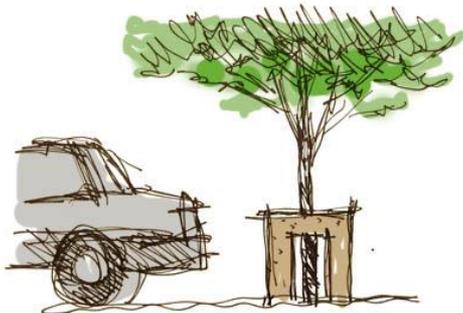
(buzz words generated from
team charrette)

Translating the Big Ideas into a design.



- MOUNTAIN PLAYGROUND?
- TRIMMER STREET
 - ZERO CURB
 - TREES in P.P. ZONE (SILVA)
 - PERMEABLE PAVES
 - TECTONIC ROCK FORM. ON SOUTH SIDE
 - WIND TURBINES, SOUTH SIDE
 - LIGHTING LOADED TO NORTH





Tree Bollard

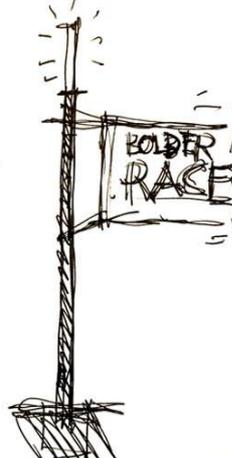
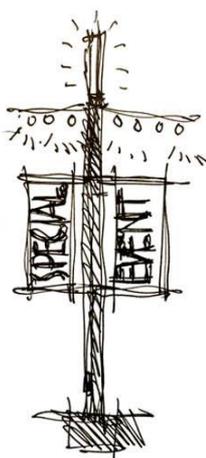
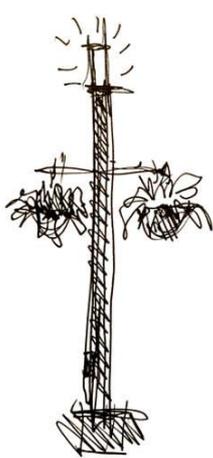
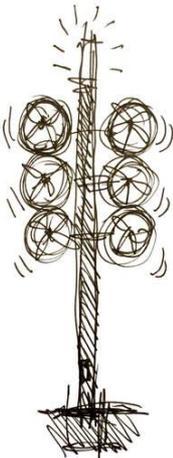
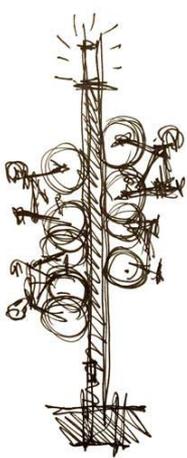


Bollard used for seating



Informal seating

Site elements designed to make a space flexible.



Visually interesting on-site Storage

Systems poles with various attached elements

IMPORTANCE OF BRANDING

HIGH
LINE #



Our team will work closely with stakeholders and city staff to develop a brand for the Event Street (Eblock). But that doesn't mean we're not already excited about it - here are a few thoughts on the Eblock:

Branding Goals

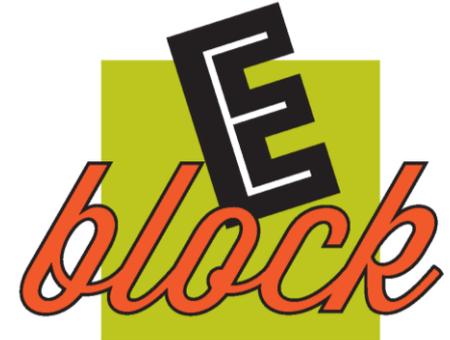
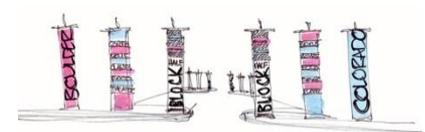
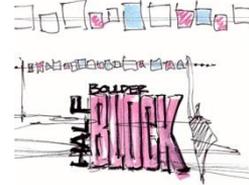
- Create visibility
- Establish credibility
- Promise high-quality entertainment

The Brand needs to

- Market events on The Hill
- Raise awareness of Eblock
- Be bold and contemporary
- Work to support a range of marketing programs
- Be simple, readable, easy to understand

Branding Process

- Name the block with input
- Logo design alternatives
- Alternative refinement and selection
- Graphic representation
- Graphic application to streetscape elements



**DESIGN CONCEPT 1:
MOUNTAIN PLAYGROUND**

The iconic beauty of the **Flat Irons** is ever present in Boulder. They are the **attractive force** that pulls so many people to this great city to live and recreate. Likewise they are a constant reminder that we should be not just stewards of, but **partners** with our environment.

Concept 1, “**MOUNTAIN PLAYGROUND,**” brings the mountains to The Hill with nods to landforms, and materiality. **Sustainability** is primary in this concept while providing a **pedestrian first** design intended to slow traffic and easily **modify** into a variety of special uses.

Elements of the Design:

- Permeable Pavers throughout
- Paving reflects mountain vistas
- Level grade at street and retain grade on south side
- Quarried stone seating blocks retaining grade on south side
- Monolithic, moveable, wood benches reclaimed from urban forest
- Modifiable LED light poles (systems poles), able to house banners, shade elements, event lights, speakers, wind turbines, vines
- Street trees pushed into parking zone within structural framework (Silva Cell)
- “Curbless” condition
- Moveable shipping container(s), modified to house festival elements and transform into a stage
- Variety of use options from Complete Street, to Parklet Dining, to Pedestrian-Only Plaza

Planting Zone
SW filtration or
production planting

Container Storage

Movable, Monolithic
Wood Benches

Street trees within
parking zone
-Silva Cell, Bollards

Permeable Pavers

Systems Poles
-lighting, banners,
event electrical, audio,
turbines?

Quarried stone seat
walls retain grade -
"Native Edge"

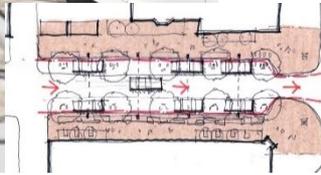


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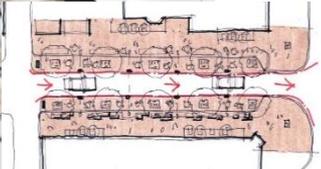
MOUNTAIN PLAYGROUND 20



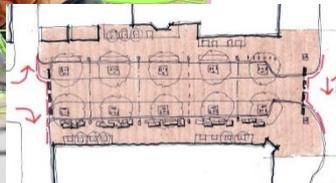




Complete Street – 50/50 relationship, pedestrians/cars



Woonerf w/ Parklet Seating – 75/25 relationship, pedestrians/cars



Festival Plaza – 100% pedestrians



Introduce an Urban Canopy



Food Truck Festival



Music Festival



Art Show/Farmers Market

**DESIGN CONCEPT 2:
PARTY MACHINE**

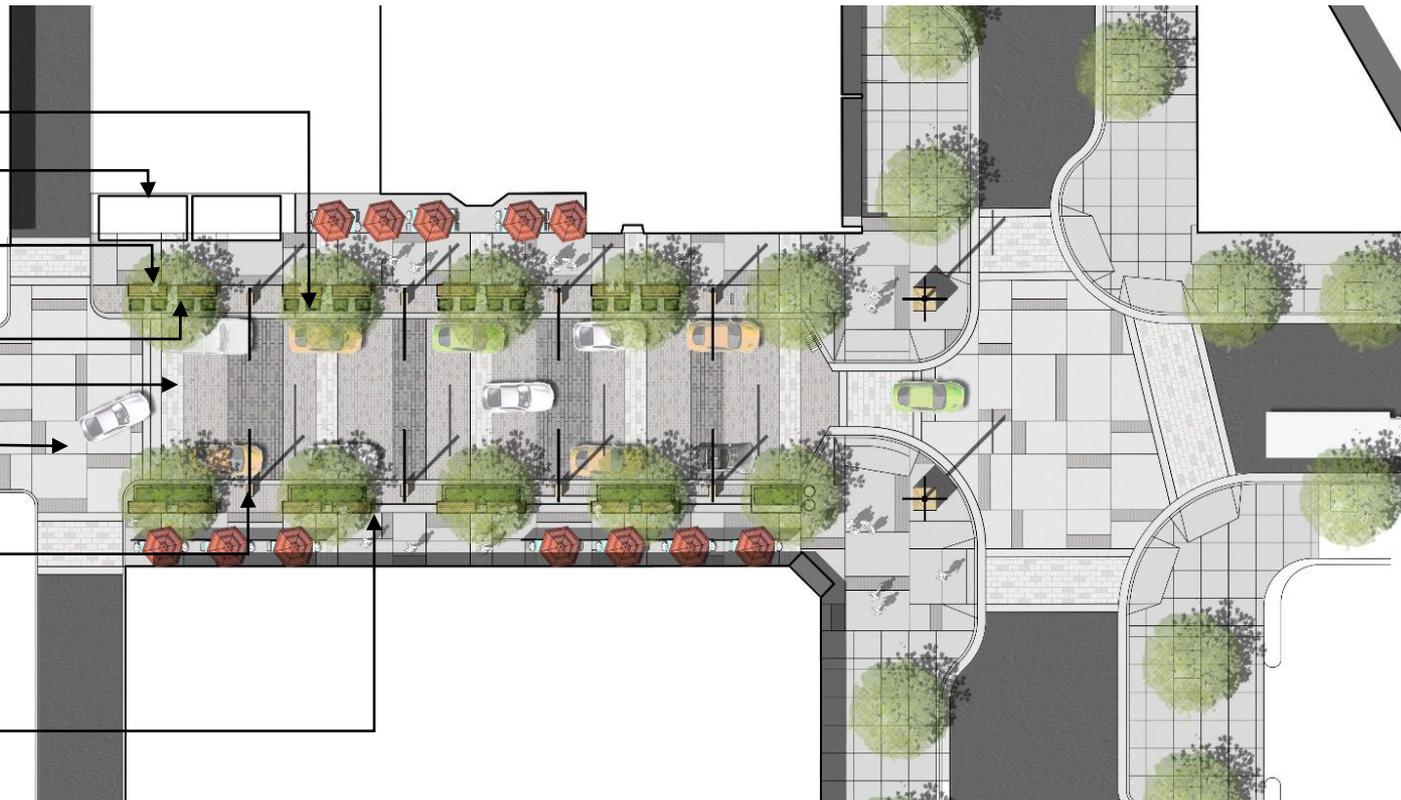
Boulderites love to have fun! From the BolderBOULDER, to the Christmas Star on Flagstaff, Boulder shouts “fun!” all year round and The Hill is no exception. The neighborhood needs an urban living space that reflects good times and easily transforms to allow people to congregate in large groups.

Concept 2, “PARTY MACHINE,” opens up the street to allow for the most epic of block parties. Vibrant patterning in the ground plane is meant to convey excitement and celebration. Moveable seating and planters as well as transformable fixtures allow for flexibility of space.

Elements of the Design:

- Permeable Pavers within car zone.
- “Confetti” patterning in concrete paving
- Level grade at street and retain grade on south side
- Refined edge providing seating and retaining grade on south side
- Wood seatwall tops and benches reclaimed from urban forest
- Modifiable LED light poles (systems poles), able to house banners, shade elements, event lights, speakers, wind turbines, vines
- Street trees kept in traditional location to allow maximum clear gathering space in street
- “Curbed” street
- Moveable shipping container(s), modified to house festival elements and transform into a stage

- Movable Planter Pots
- Container Storage
- Monolithic Movable Benches
- Street Trees Ped Zone
- Permeable Pavers
- Decorative conc. paving
- Systems Poles
-lighting, banners,
event electrical, audio,
turbines?
- Refined stone & conc. seat
walls retaining grade







Music Festival



Food Truck Festival



Climbing Festival



Art Show/Farmers Market



Basic Pole Configuration



Banner Pole Configuration

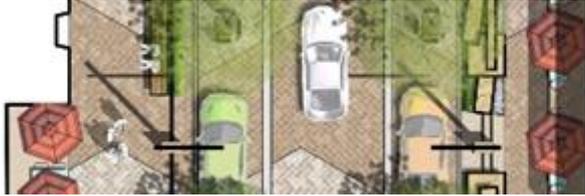


Festival Lights Configuration



Shade Structure/Vine Trellis

MOUNTAIN PLAYGROUND



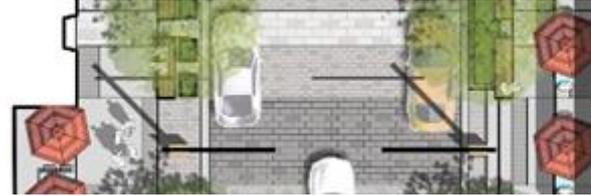
PROS

- Maximum stormwater capture
- More pedestrian space
- Traffic calming a priority
- Understory planting opportunities on both sides of street

CONS

- More perm. pavers and Silva Cell add more cost
- Trees 'in street' cause visibility issues for performances

PARTY MACHINE



- Larger festival space
- Less perm pavers and no Silva Cell result in reduced cost
- Traffic calming (though to a lesser extent)
- More flexibility in street furnishings.

- Less stormwater capture
- Less non-event pedestrian space

THANK YOU!

**We are excited to be considered
for this amazing project**