



**ASLA**  
2013 Annual Meeting & EXPO

AMERICAN SOCIETY OF  
LANDSCAPE ARCHITECTS  
**GAINING GROUND**  
Boston • Nov. 15-18

## When Streets Are Fair Game: Creating an Urban Neighborhood for Campus Living

**Moderator:** Barbara Swift, ASLA, Swift Company  
**Presenters**

Kristine Kenney, ASLA, University of Washington

Jennifer Guthrie, ASLA, Gustafson Guthrie Nichol

Deb Guenther, ASLA, Mithun

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## Learning Objectives

1. Learn about strategies for creating a collaborative process with University, City and design team
2. Consider the ways simple design interventions can create great value
3. Understand the drivers of the "developer model" for student housing and the opportunities for a university and design team to benefit from and guide those drivers
4. Develop strategies for using key program elements and space adjacencies to create connectivity and to foster continuous learning indoors and out.

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## INTRODUCTION

- Barbara Swift

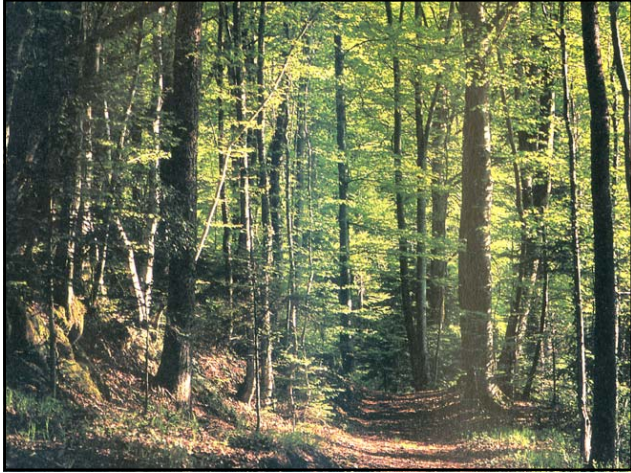
- Location and Context
- Campus evolution
- Campus housing – a shifting model and place

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# VISION FOR WEST OF 15TH

-Kristine Kenney

- 1 Campus Planning: An Overview
- 2 Projects in Design or Development: 2006-present
- 3 Expansion into West Campus: Planning Initiatives
- 4 On the Horizon: What's next?

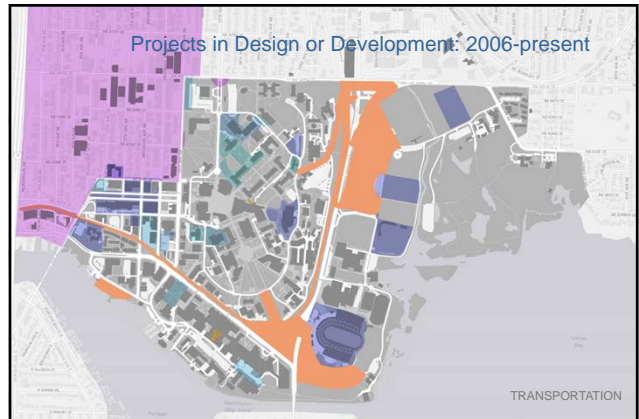
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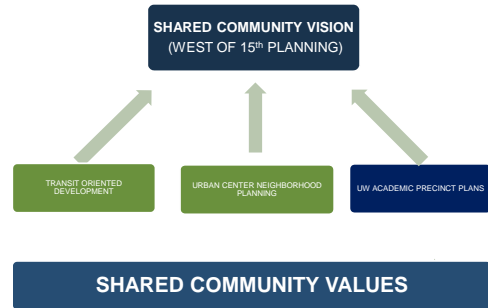
### Expansion in West Campus: Post Phase 1

- 1 West of 15<sup>th</sup> Planning
- 2 University District Livability Partnership
- 3 University District Urban Design Guidelines
- 4 Arts & Sciences Precinct Plan
- 5 Engineering Precinct Plan
- 6 Health Sciences Precinct Plan

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### West of 15<sup>th</sup> Planning



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### West of 15<sup>th</sup> Study Area



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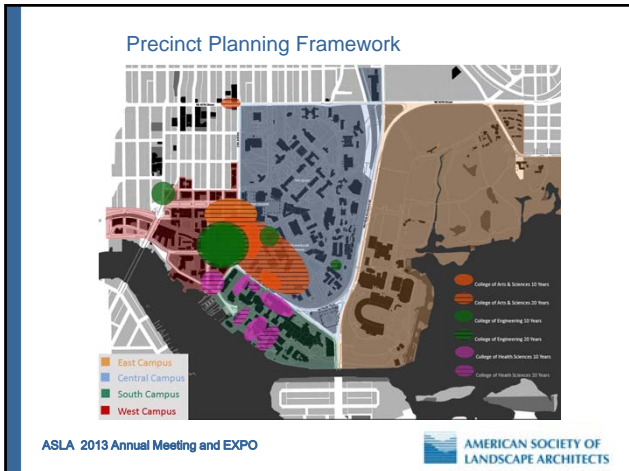
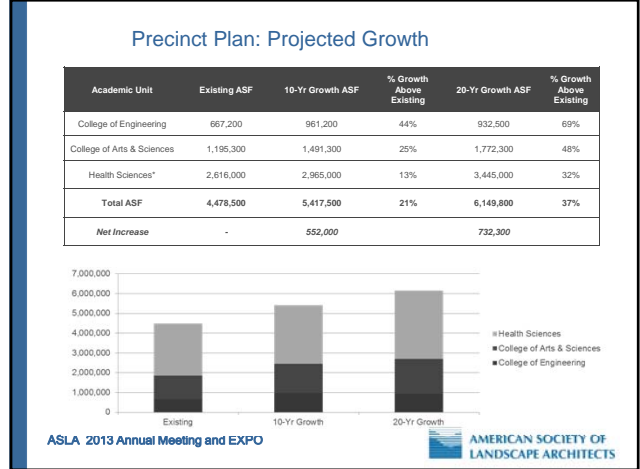


### West of 15<sup>th</sup>: Development Potential Over the Next 20+ Years



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- 1 Campus Landscape Framework  
July 2013-September 2014
  - 2 West Campus Development Framework  
September 2013-October 2014
  - 3 Campus Wayfinding & Signage  
August 2013-August 2014
  - 4 Campus Master Plan  
Start in 2015
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## Discussion

- What are the strategies used during planning through design to create a collaborative process with University, City and design team
- What are the drivers in the “developer model” for student housing and the opportunities for a university and design team to benefit from and guide those drivers

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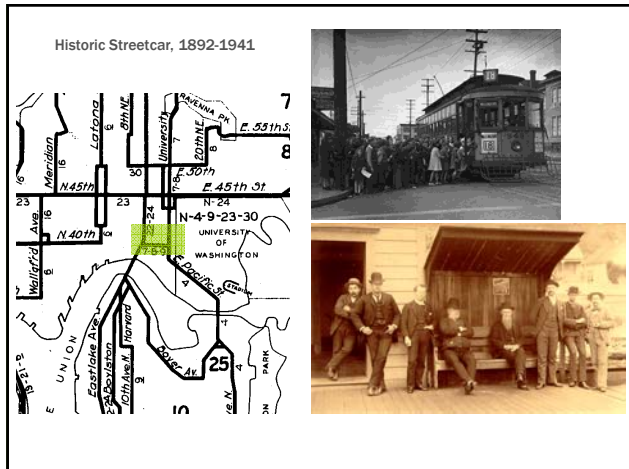


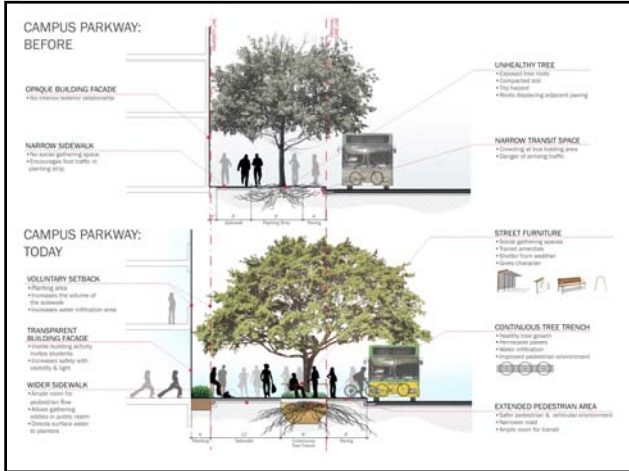
## VALUE OF PUBLIC REALM

-Jennifer Guthrie

- History of 15<sup>th</sup> – west campus entry/axis, long history of transportation/commuter campus
- ROW was undersized for existing ped traffic and oversized for vehicular traffic
- Goal to strike a balance between both
- Pushed out curb, pushed back building façade, and created ‘eddy spaces’ for socializing
- Program integrated both student and public program throughout neighborhood – market, restaurant, exercise, public transportation
- Strengthened neighborhood and campus ID

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# PROJECT PERSPECTIVE: TERRY, MAPLE & LANDER

-Deb Guenther

- Welcoming the neighborhood
- Capturing spaces
- Evolution of Campus Parkway
- Thickening all the edges
- Future of the neighborhood

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## Honor the Urban Grid



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## Street Community Connections



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## BEFORE: 11th Avenue Looking South



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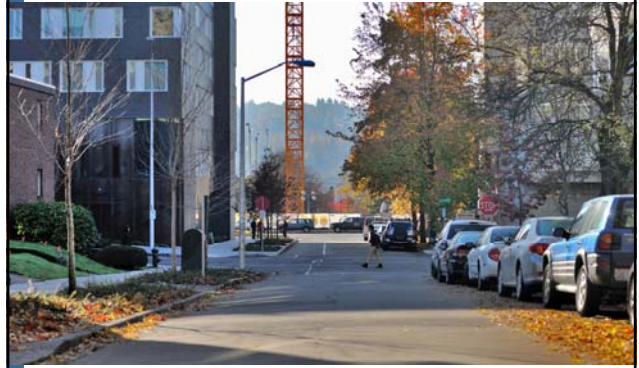
AFTER: 11<sup>th</sup> Avenue Looking South



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12<sup>th</sup> Avenue Looking South



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12<sup>th</sup> Avenue Place



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## Discussion

- What are the simple design interventions can create great value?
- What are the strategies for using key program elements and space adjacencies to create connectivity and to foster continuous learning indoors and out.

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