University Plaza
Urban Design Proposal
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Program:
60,000 s.f. supermarket with other small and large footprint commercial and entertainment uses with upper story housing configured in a multi-block development.

Design Principles
Create Pedestrian/vehicular, Visual, Social, And Cultural Connections Through The Existing University Plaza Superblock And Surrounding Areas
Extend And Blend With Existing Urban Context
Create A Mixed Use Environment To Foster Interaction And Synergy
Use A Step Down Land Use Intensity Model

Site Plan
Create an affordable retail and housing development that is inclusive of all income levels and socio-cultural groups
Integrate non-privatized public gathering space

Provide multi-block development pattern that breaks-up the existing University Plaza superblock

Create a gateway for uptown

Urban Design Analysis

**SCHEME 1**
- **PROS:**
  - Good width of the blocks
  - There is a direct connection to Short Vine
  - Triangle terminates at Vine St
- **CONS:**
  - The Jefferson tunnel/triangle
  - Five point intersection at Corry and Vine
  - Intersections are too close

**SCHEME 2**
- **PROS:**
  - Simple
  - Intuitive traffic flow
  - Distribution of traffic into square quarters
  - Green spaces placed where it helps
- **CONS:**
  - No terminus

**SCHEME 3**
- **PROS:**
  - There are more direct connections to Jefferson
- **CONS:**
  - Harsh angle at Jefferson triangle

**SCHEME 4**
- **CONS:**
  - The tunnel possesses a problem
  - Bad intersection with Taft and Vine St

**SCHEME 5**
- **PROS:**
  - Good circulation
  - Direct routes
- **CONS:**
  - Difficult blocks to build on