STRIPSCAPE: Pedestrian Amenities Along 7th Avenue

TEAM MEMBERS

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City of Phoenix Departments
Street and Transportation
Neighborhood Services
Development Services
Community and Economic Development
Planning
Public Art
layer 1- *bands*

Program

*Mediate between scale of automobile and pedestrian*
*Visually connect block to block, across street, and neighborhood*
*Economically buildable and repairable*
*Familiar construction system for City implementation*
*Durable and easily maintainable*
*Threshold into district*
layer 2 - vertical panels

Program

Delineate pedestrian only areas
Single detail for all structures
Provide vertical sun shading
Display areas for cultural graphics
Interchangeable graphic screens “Urban Gallery”
New signage package for commercial corridor
Frame “retreats” along strip
Program

- Dimensions of smallest urban unit the parking space
- Height to clear garbage truck, and work with existing horizontal building signage
- Provide shade amenity during day and pedestrian lighting at night
- Economical for merchants to purchase
- Signage incentive for private purchase and public identity
- Multiple configurations for variety of sites and uses from transit stops to shaded parking
- Cohesive datum along commercial corridor
- New emergent signage package for commercial corridor
Program

Create gateway into neighborhood
Provide pedestrian shaded walkways
Frame the cross streets
Tree type identity per neighborhood cross street
existing conditions

7th Avenue at Glenrosa existing site
7th Avenue at Glenrosa public and private improvements
7th Avenue at Glenrosa public and private improvements site plan
The main architectural element in the project is the "lampshade." This iMenity infrastructure combines shade, lighting, and signage (or graphic art) into one flexible unit. The lampshade does in one move what typically was done in three moves, thereby cleaning up the visual and physical litter along the commercial corridor. These elements have been optimized for cost and maintenance. They are durable and affordable for the private business owner to purchase. The lampshade has been approved by the City of Phoenix for private installation and as a new signage opportunity for merchants.

Art is an integral part of the infrastructure. A new program has been established with the Phoenix Public Art Department for the project. Vertical wall elements that function as shading devices for the lower afternoon sun are designed as light-boxes for graphic art. Reproductions of the artists’ work are printed on translucent panels and are illuminated at night. Every 6-12 months the panels are replaced with a new artist. Therefore, in keeping with the dynamism of the site public art is conceived of as an urban gallery.
Unit-multiple configurations