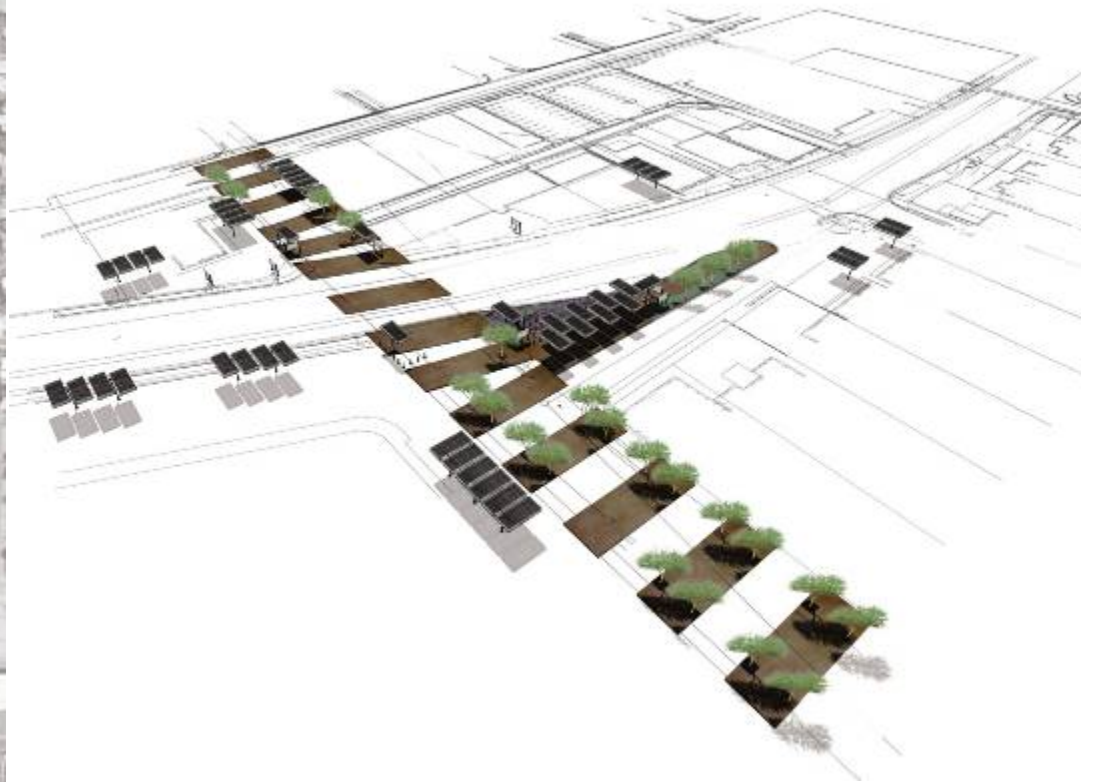


STRIPSCAPE: Pedestrian Amenities Along 7th Avenue

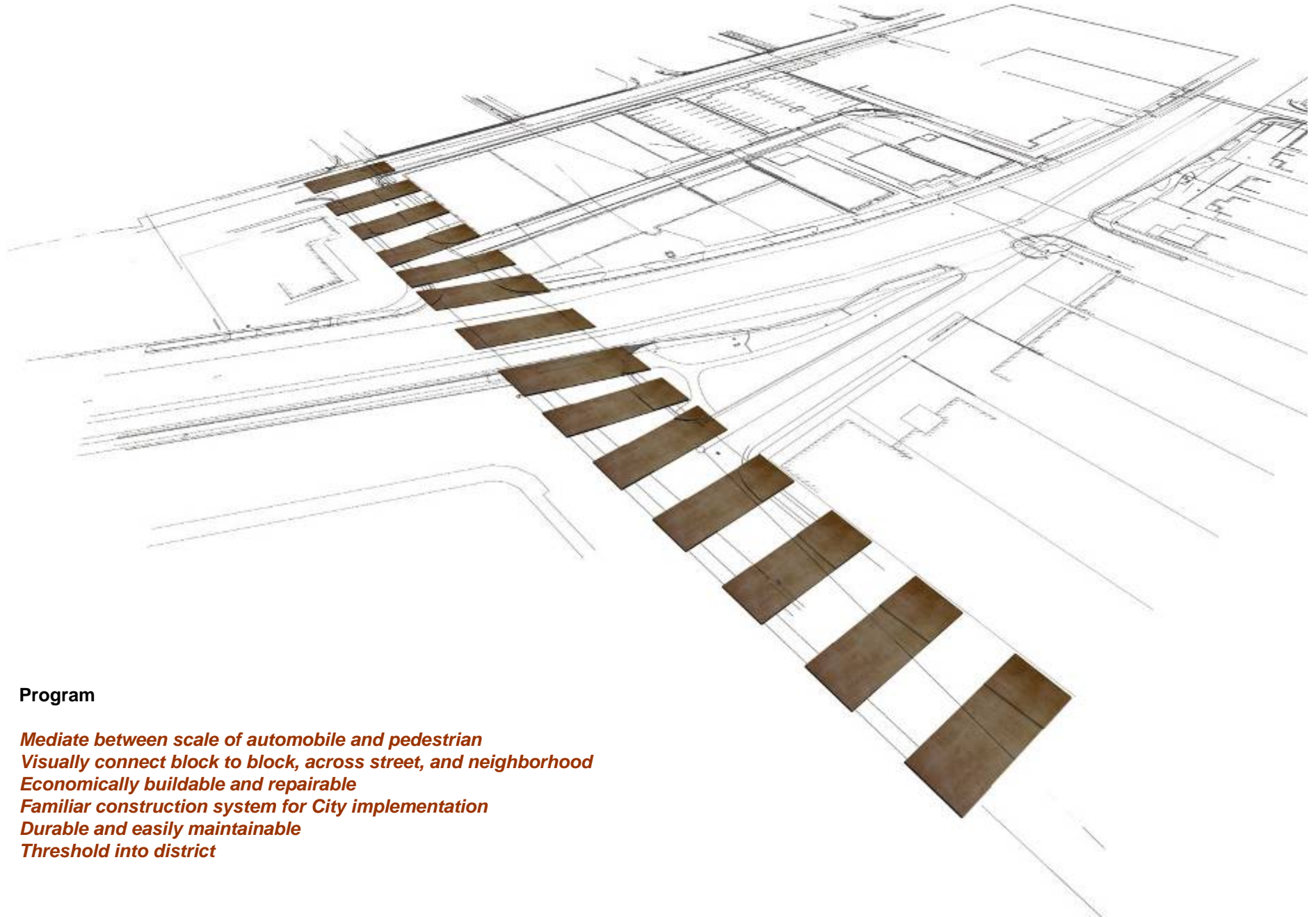


TEAM MEMBERS

Mayor Phil Gordon and Staff
Seventh Avenue Merchants Association
Arizona State University
School of Architecture
School of Design
Waibel & Associates Landscape Architecture
Arizona Department of Transportation
City of Phoenix Departments
Street and Transportation
Neighborhood Services
Development Services
Community and Economic Development
Planning
Public Art



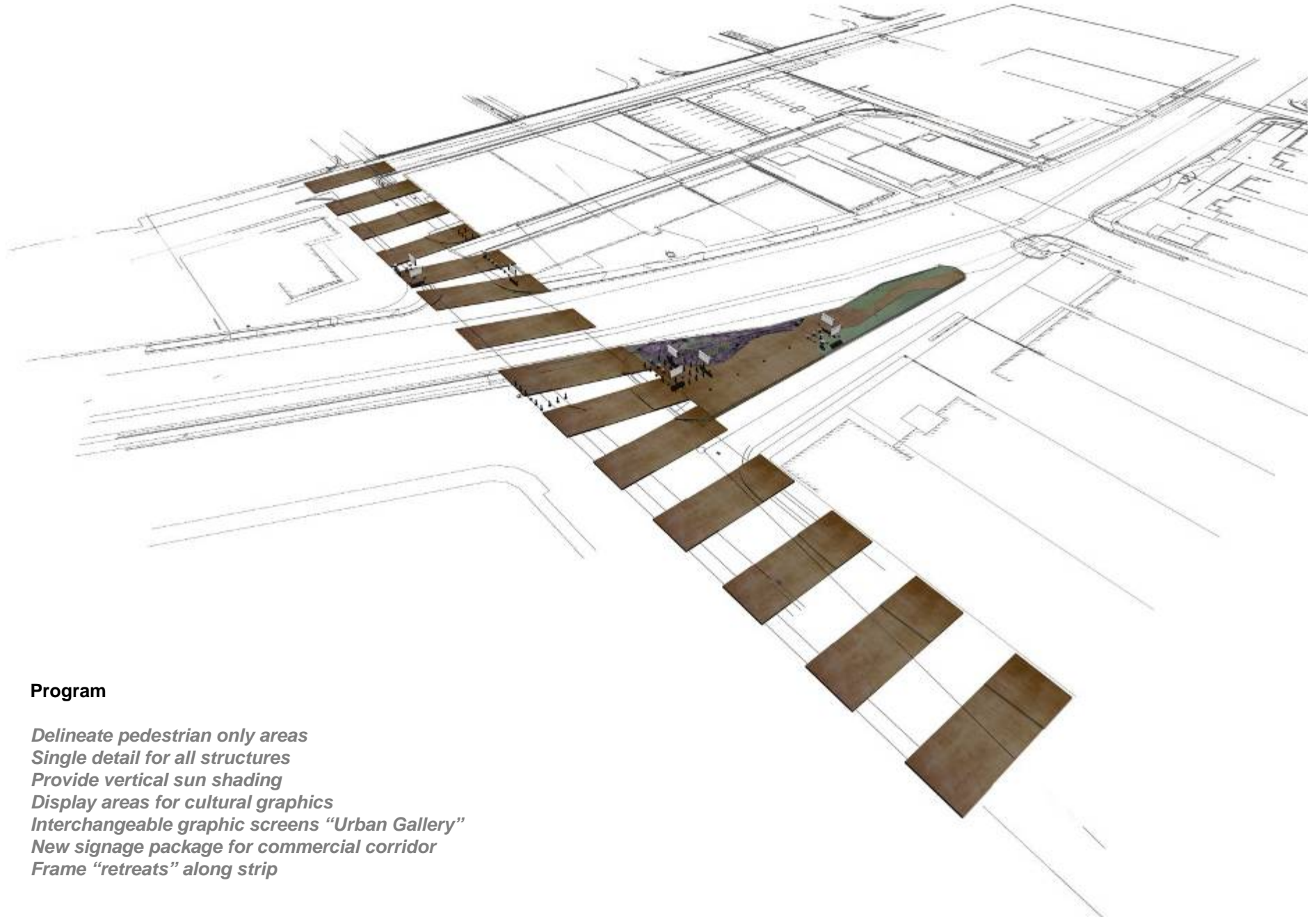
layer 1- *bands*



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*

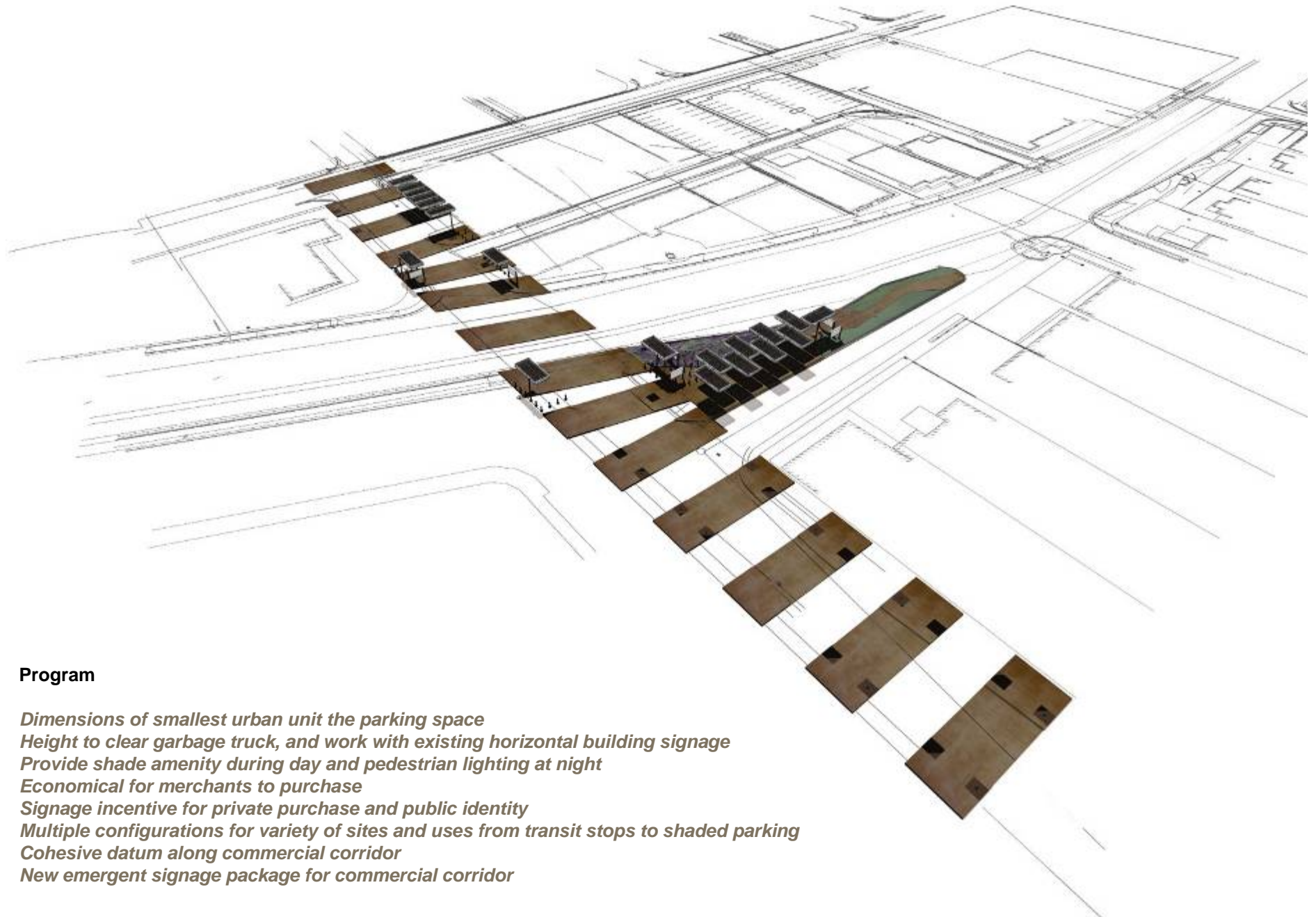
layer 2- vertical panels



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*

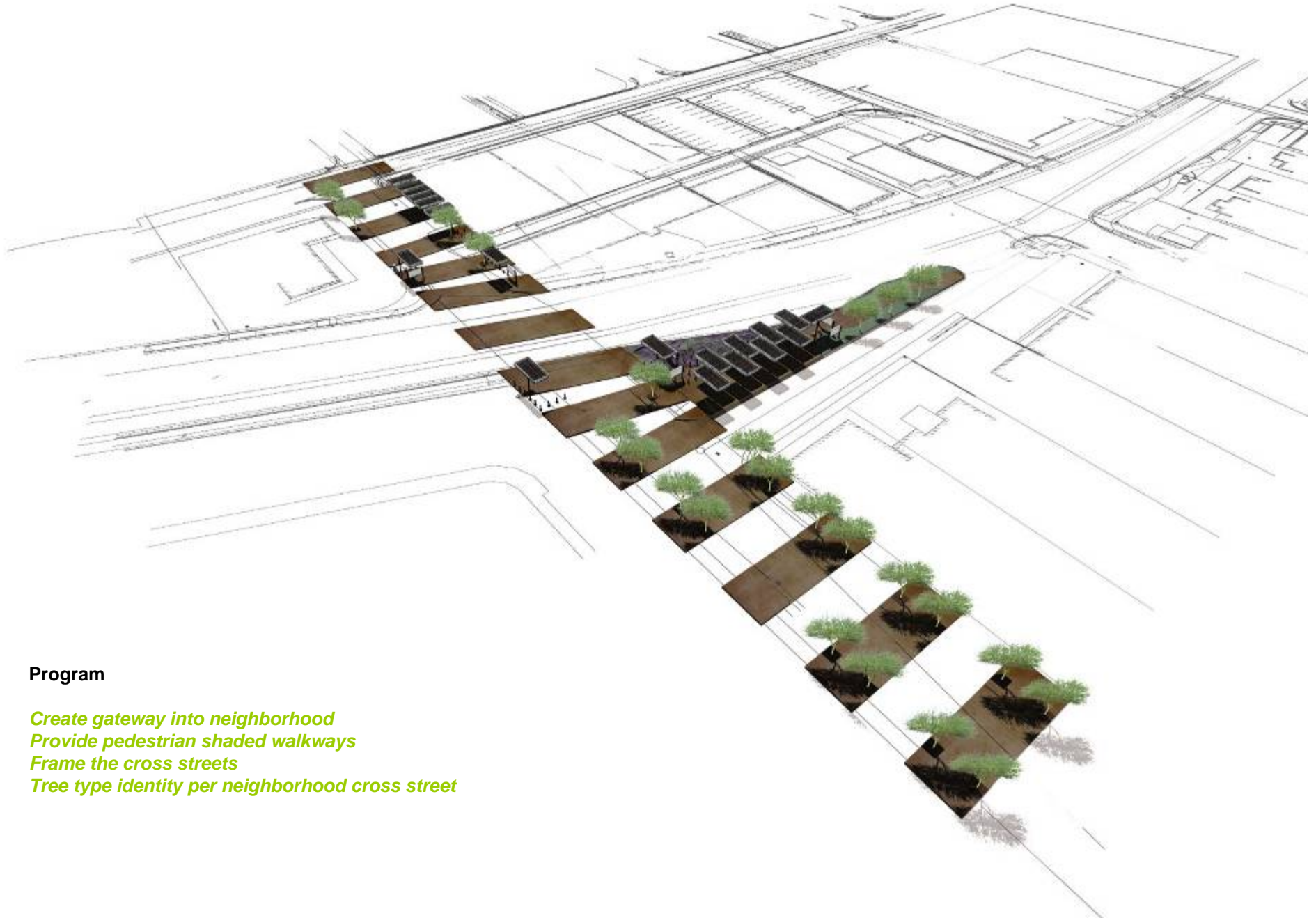
layer 3- canopies



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*

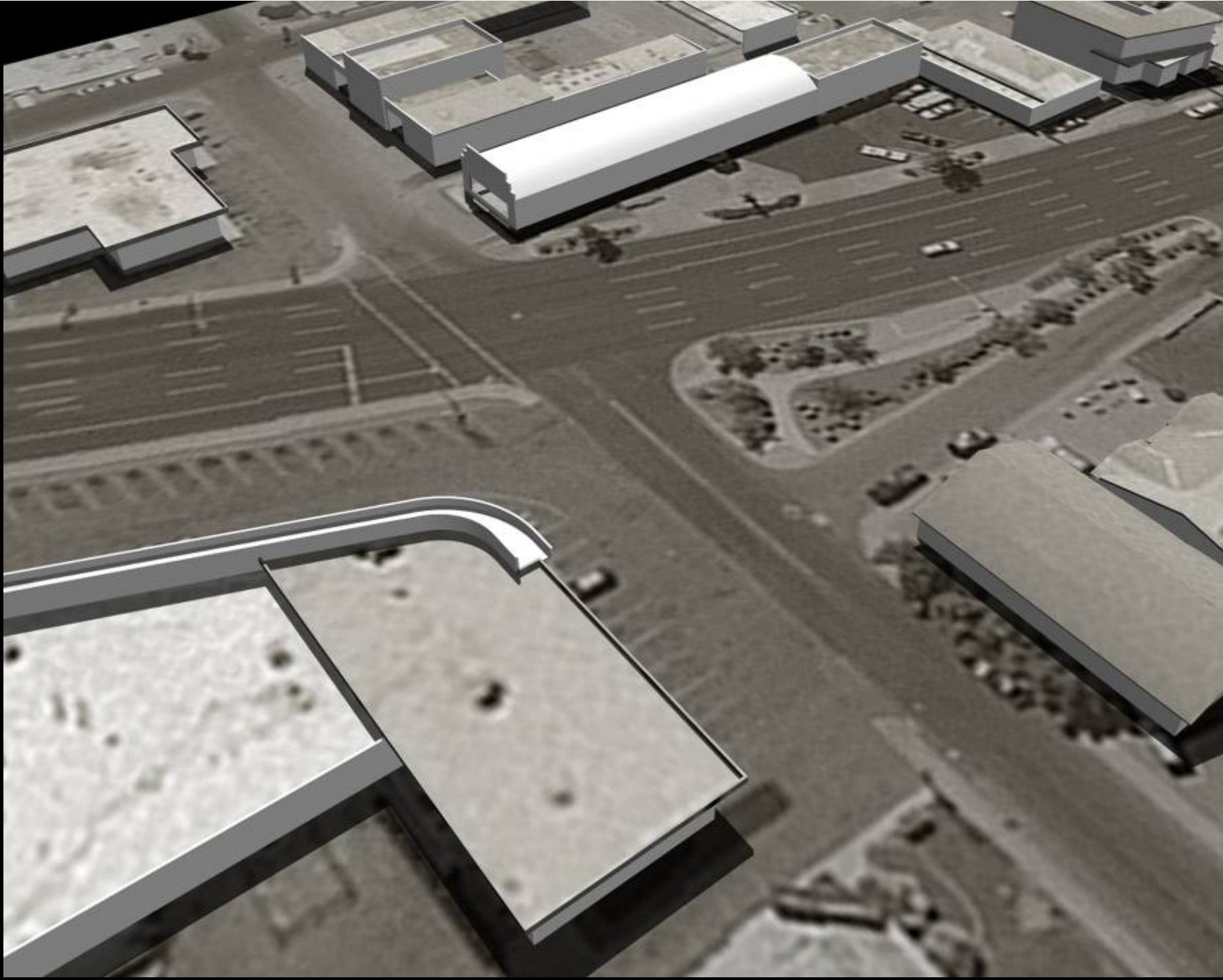
final layer- *Trees*



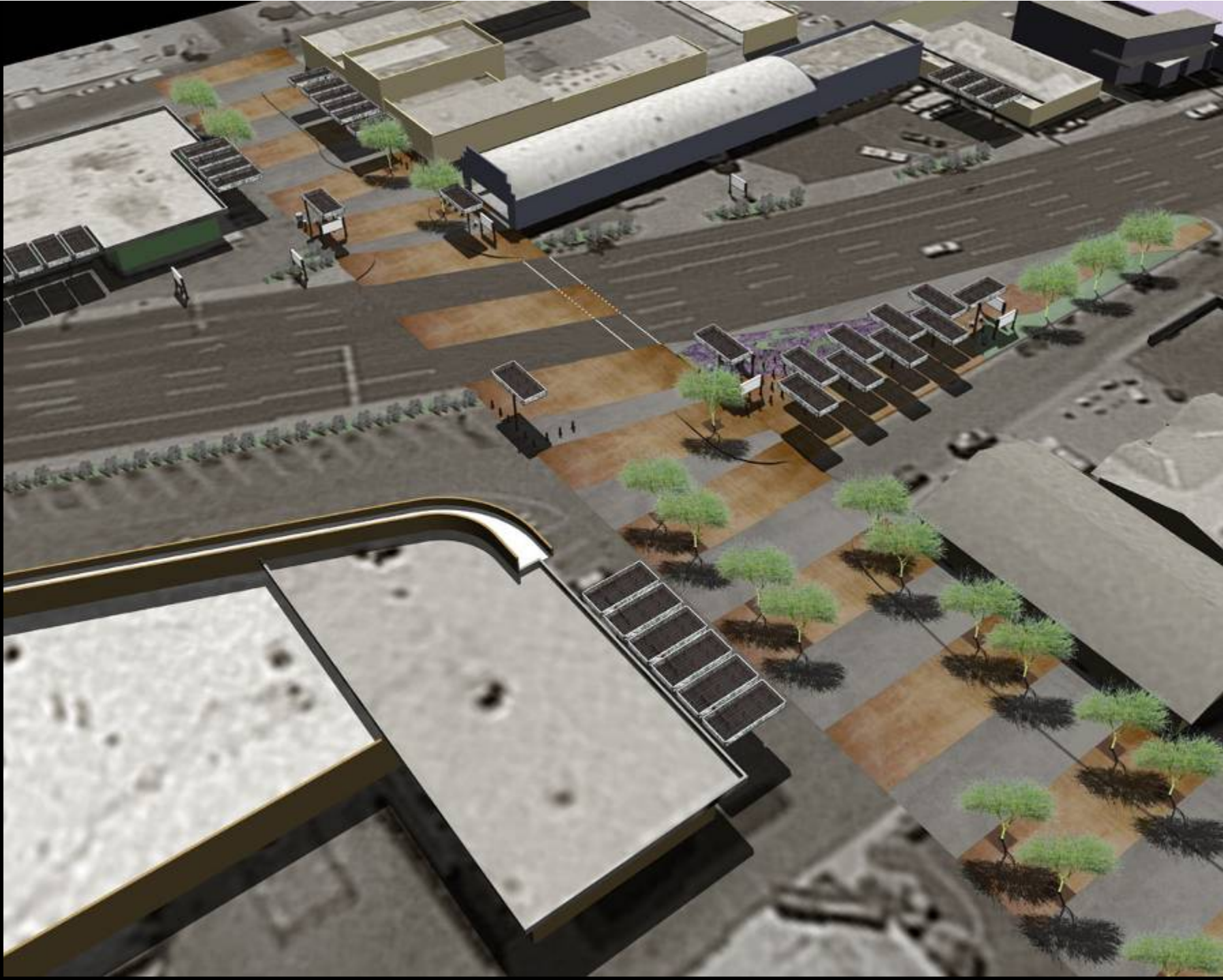
Program

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

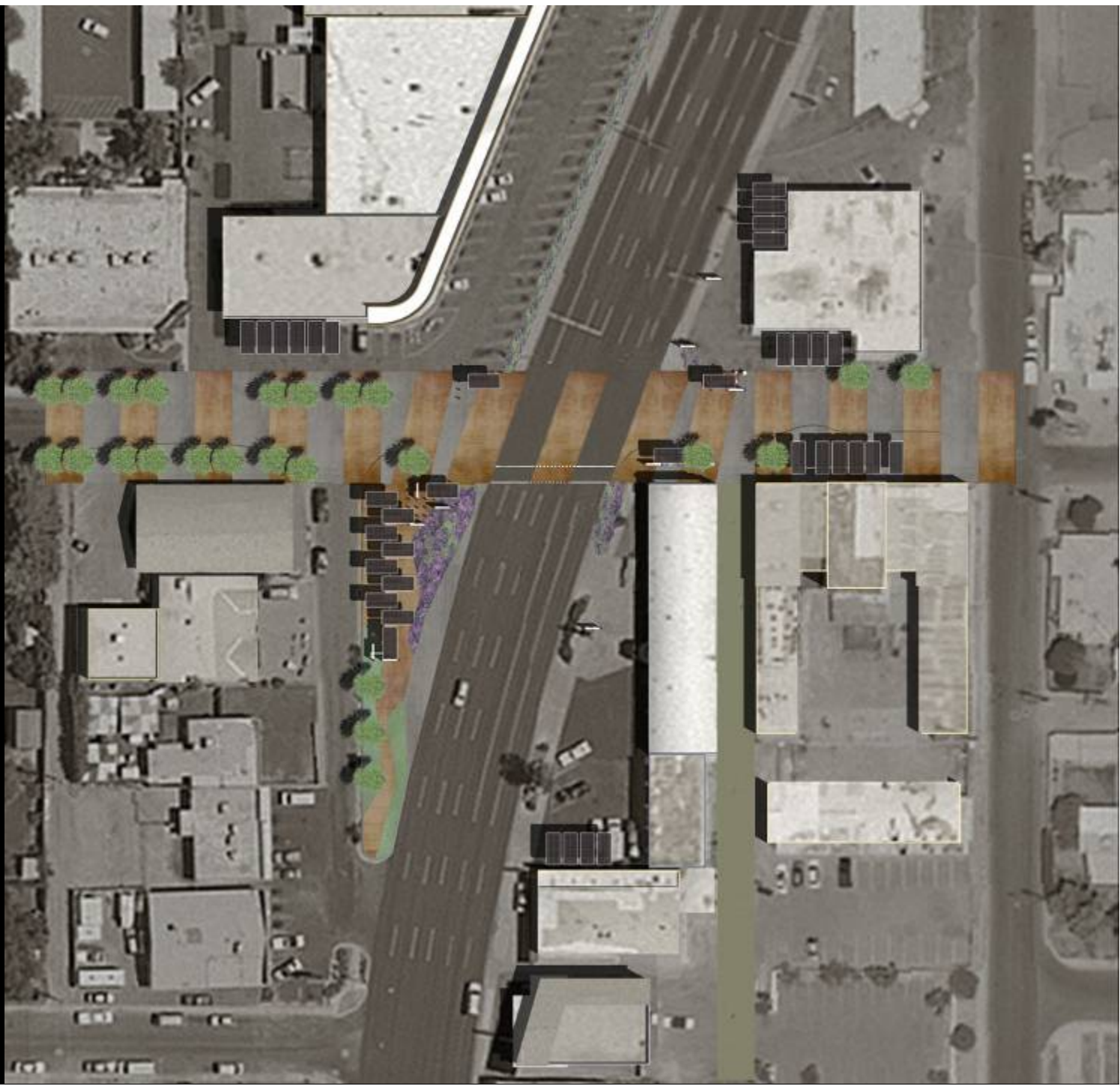
7th Avenue at Glenrosa existing site



7th Avenue at Glenrosa public and private improvements

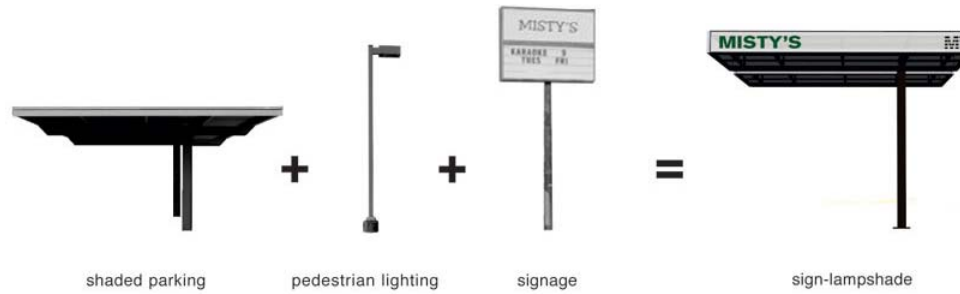


7th Avenue at Glenrosa public and private improvements site plan

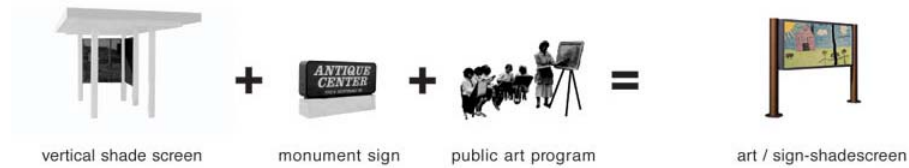




The main architectural element in the project is the "lampshade." This iMenity infrastructure combines shade, lighting, and signage (or graphic art) into one flexible unit. The lampshade does in one move what typically was done in three moves, thereby cleaning up the visual and physical litter along 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.



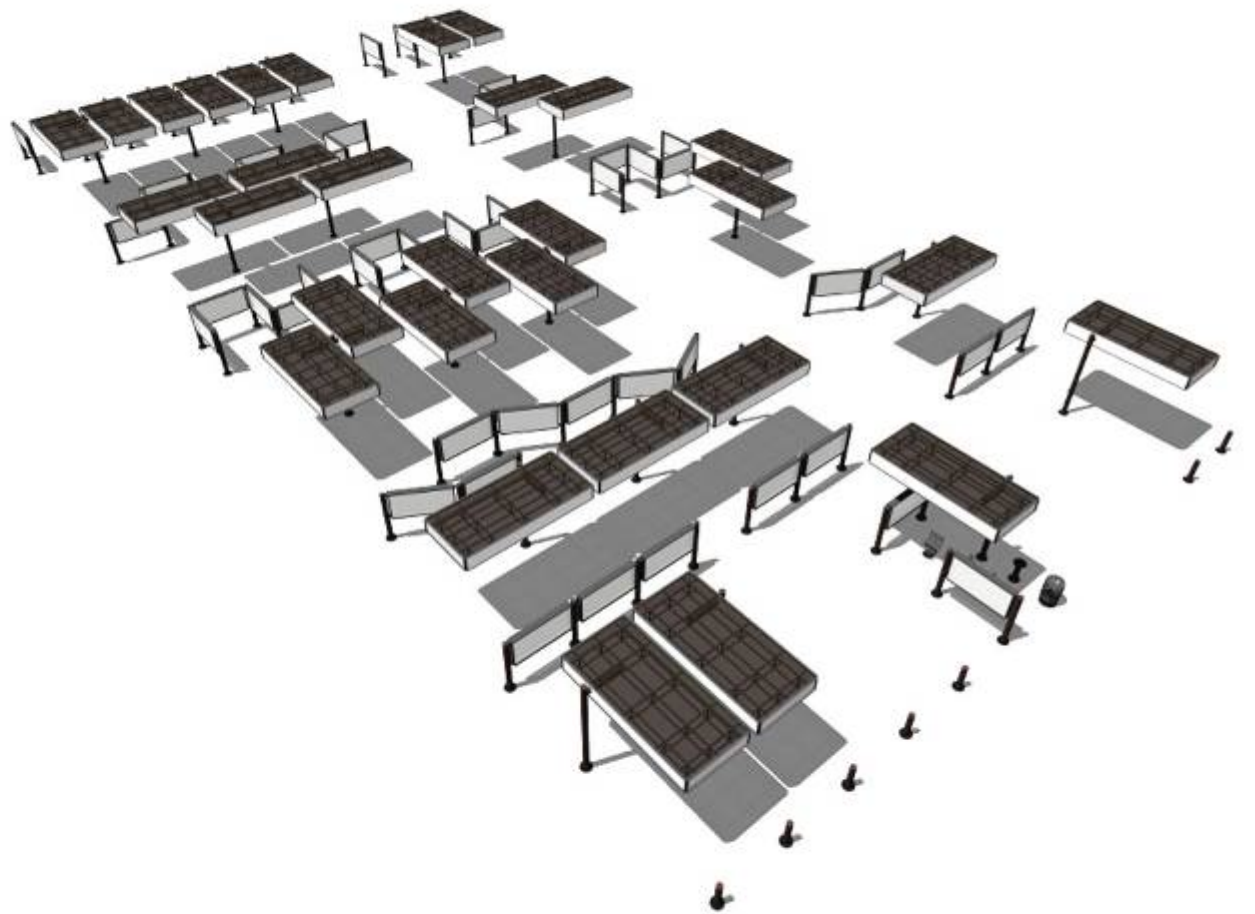
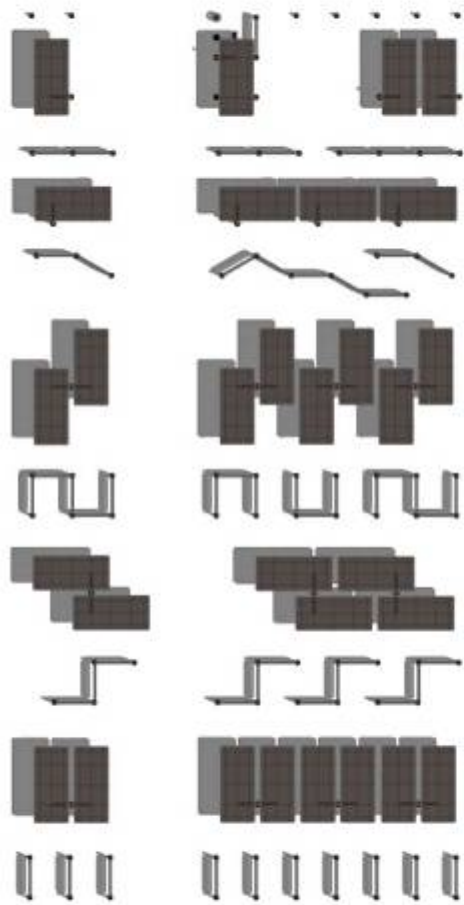
Art is an integral part of the infrastructure. A new program has been established with the Phoenix Public Art Department for the project. Vertical wall elements that function as shading devices for the lower afternoon sun are designed as light-boxes for graphic art. Reproductions of the artists' work 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.





LampShade™





Unit-multiple configurations

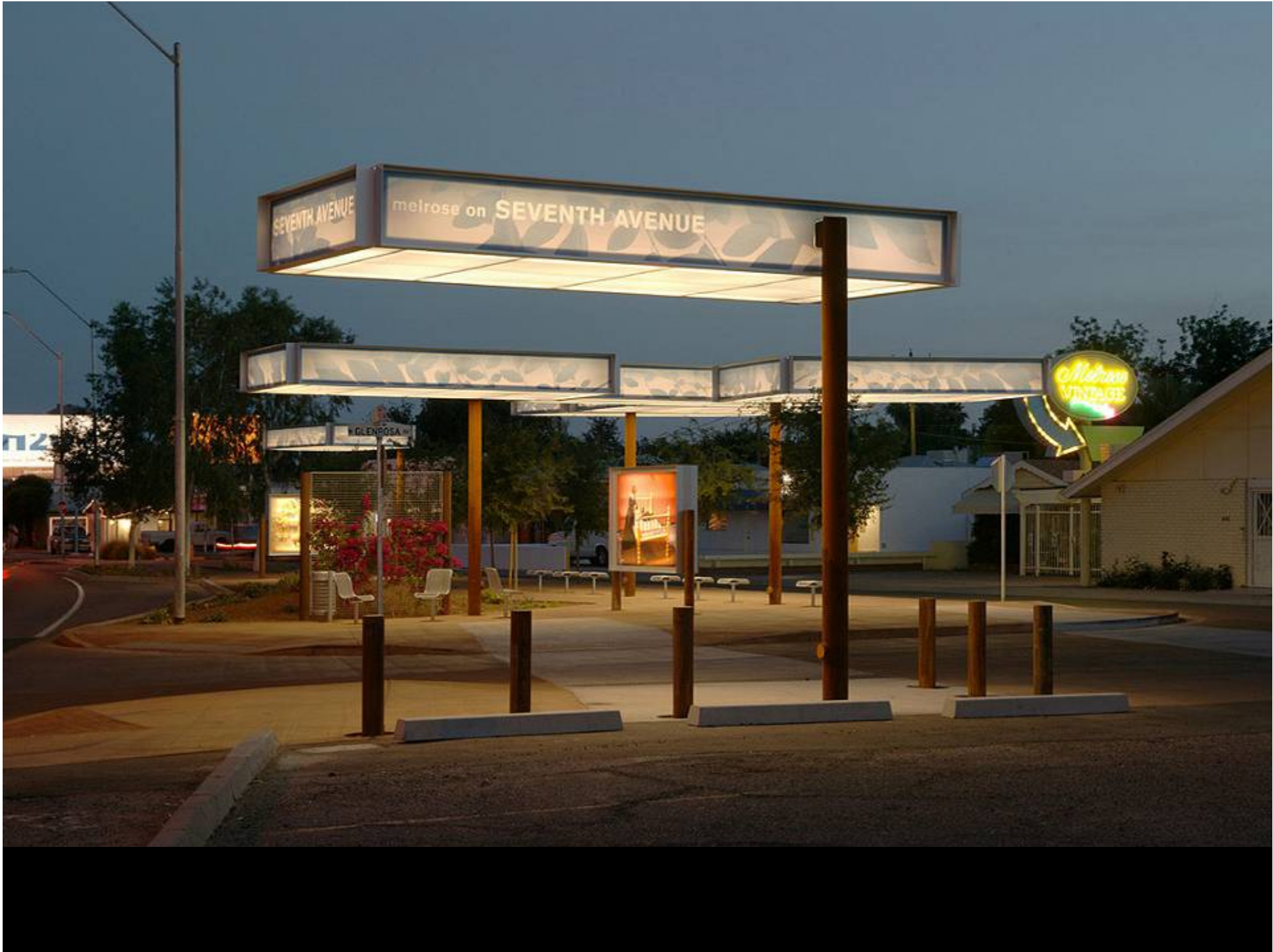


SEVENTH AVENUE

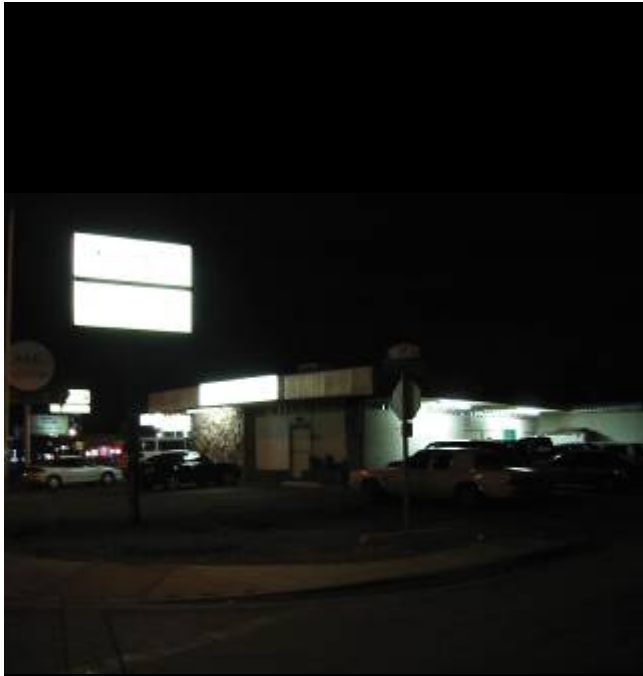
melrose on SEVENTH AVENUE

W GLENROSA AV

4236













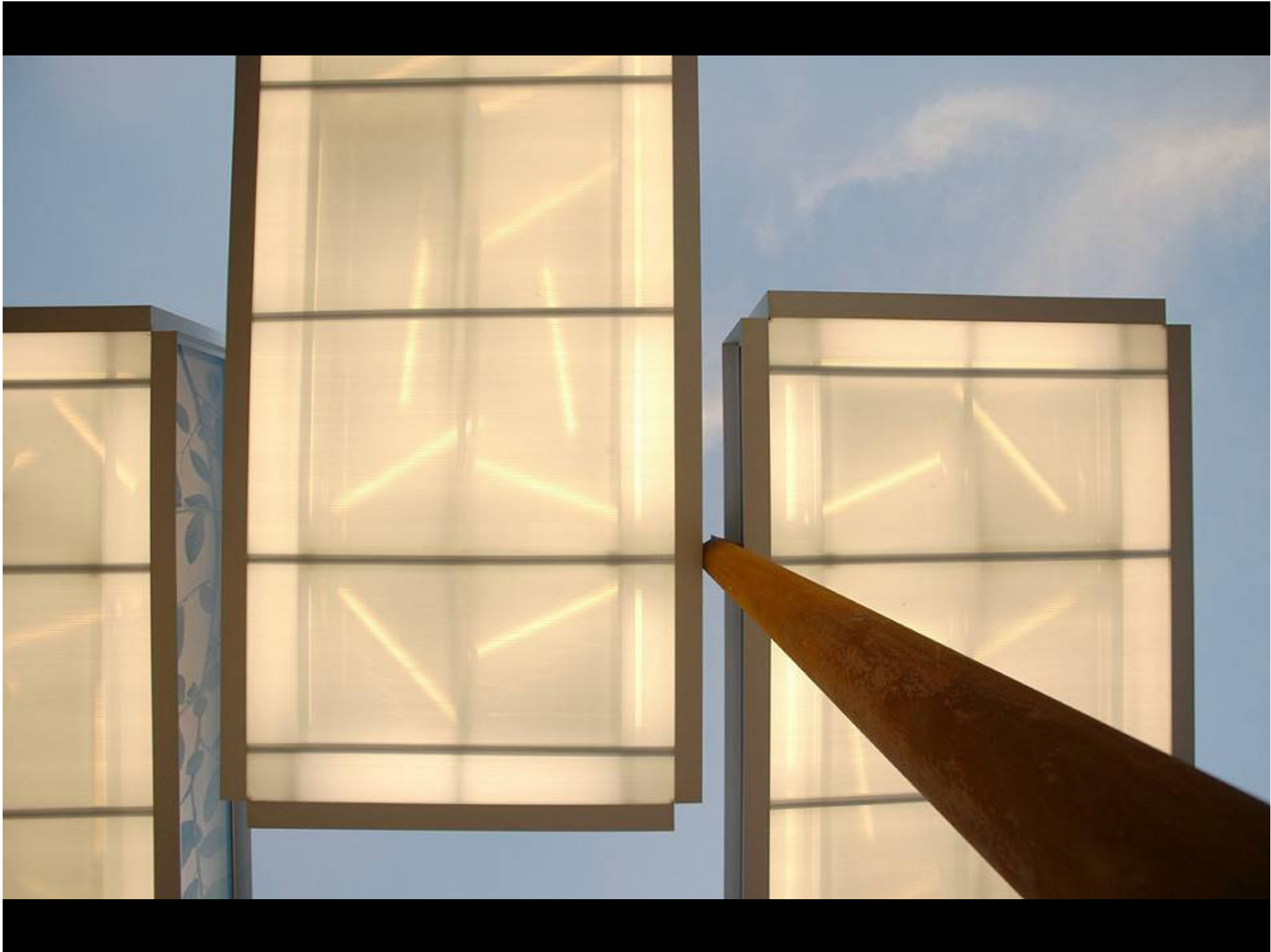


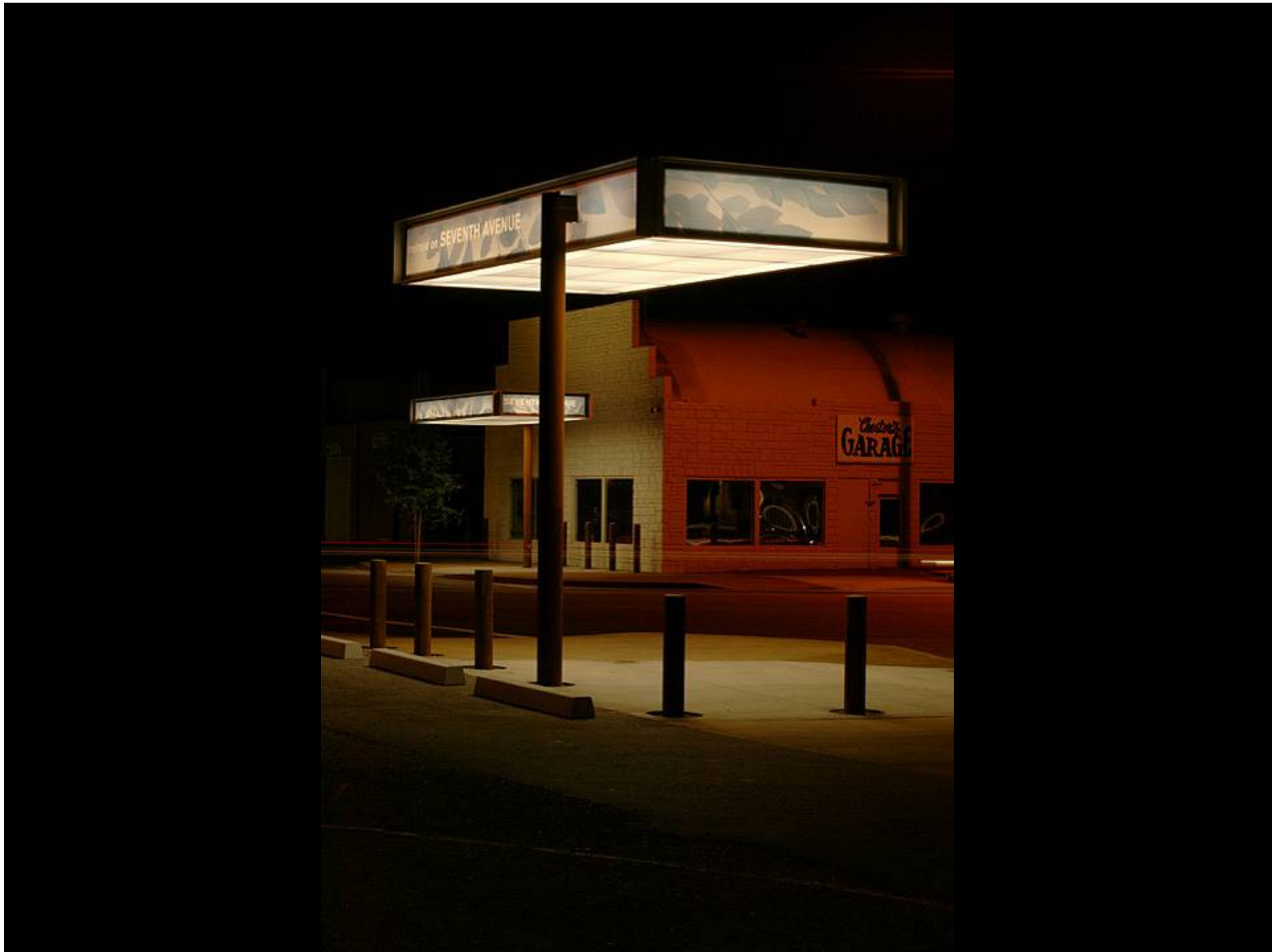


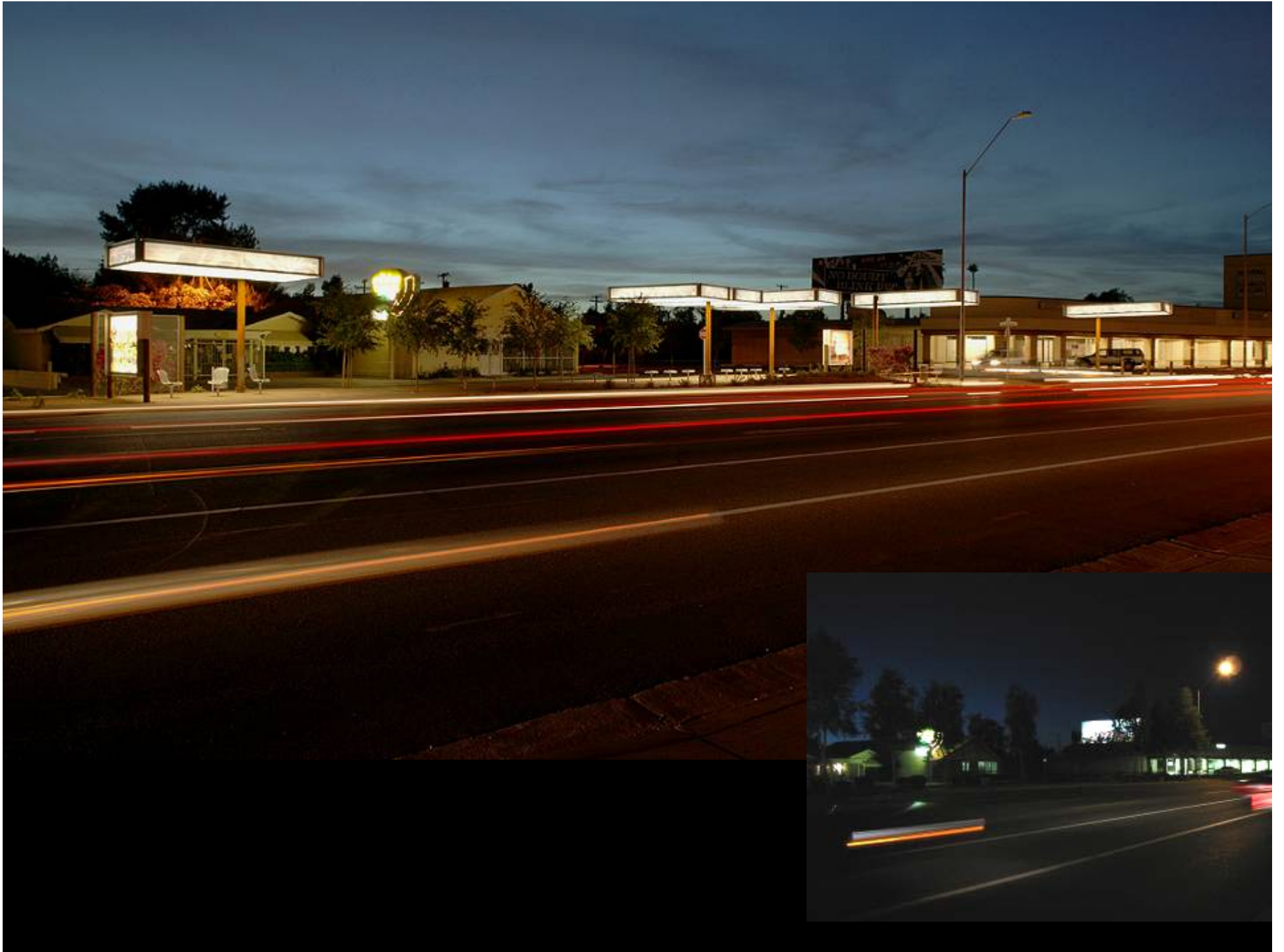












Private Merchant Improvements:
Street infrastructure is now being designed to be affordable for merchant purchase. Merchants install structures on their private land or amenities for display, covered parking, outdoor seating, lighting, and signage. These private improvements have a similar language with the strategic infrastructure, thereby creating a cohesive urban landscape, while allowing individuality.



Public Right-of-Way Improvements:
Ideally infrastructures developed by the city Streets and Transportation Department are deployed at the quarter mile intersections along 7th Avenue. These improvements create the public and private architecture for the emerging district.



Consumer Advertising:
T-shirts designed by graphic designer displaying the M7 logo. M7 t-shirts worn by merchants and sold to the public. T-shirt colors are the same as those identified for the rest of buildings.

District Identity

contextual color palette:

Urban colorist was hired to develop a family of colors that business owners could use to paint their establishments. Colors that are distinctive and work well in the high density mix are required for the merchants. As needed merchant purchase the paint from a city subsidized vendor. Each building is a different color, with its own identity yet become part of a greater whole.



District Logo Sign:

Derived from a creative intervention found on many 7th Avenue business signs a font is discovered, *Melrose Greenway*. The graphic is more than a logo, it is a sign that refers back to the colored blocks that mark the entry into the district.



**MELROSE
ON SEVENTH
AVENUE**

Emergent Corporate Identity:

Business Cards, Letterhead, and Envelopes having the M7 logo have been created to give the corporation a business identity.



Membership Association plaque:

Merchants who are members of the 7th Avenue Merchants Association have a silver aluminum plaque displayed at the entry of their establishment.

