

HUB HUNTER

Serena Abouchar + William Franklin Parametric Places | Winter 2016



INTRODUCTION

problem

As universities grow and housing complexes emerge around campuses, students are finding themselves in the middle of extremely isolated urban settings. Essentials such as grocery stores, laundromats, restaurants, etc. are either inconvenient to reach or non-existent in the area.



purpose

To develop a tool that can identify existing amenities in an area so that infill and urban redesign can appropriately contribute to the quality of life. With this responsive processing of information a cycle of urban adaptation can occur to maximize the utility of every block and benefit communities.

BACKGROUND

“the field describes a space of propagation of effects. It contains no matter or material points, rather **functions**, vectors, and speeds. It describes local relations of difference within fields of celerity, transmission or of careering points, in a word, the world.”

Field Conditions, Stan Allen

“high-density developments like The Patterson and 13th & Olive, **alienate** students from their neighbors. These buildings are concrete sanctuaries, replete with high-tech security systems and automated gates. While the idea of safety is comforting, such measures keep students and local residents at arm’s length.”

Daily Emerald Article

“students are always looking for **proximity**, but the **amenities** are definitely the biggest selling point. They want an all-in-one building.”

Daily Emerald Article

data processing tools



maps

- location mapping
- distances + localization
- defining urban space



human plug-in

- identification of use
- responsive graphics



yelp database

- use type database
- purpose mapping
- qualitative + quantitative



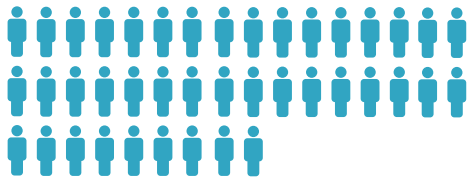
manual collection

- identifying site details
- mapping factors

urban density



3,572.4/sq mi (1,379.3/km2)
Eugene, OR



16,000/km2 (41,000/sq mi)
Barcelona

student population



24% (UO,LCC,NWC)
Eugene, OR



2.1% (Top Universities in City)
Barcelona

students living off-campus



81% (UO)
Eugene, OR

total population increase

12%

139,000(2000) - 159,000(2013)
Eugene, OR

6%

1.496 mil.(2000) - 1.602 mil.(2013)
Barcelona

student housing projects since 2000

7



Prefontaine, Skyboxx, Courtside, 13th & Olive, Uncommon, The Hub, 2125 Franklin
Eugene, OR

METHOD

social interaction
and cohesion tool

land use

green space
student housing
social services
jobs

demographics

age
culture
income

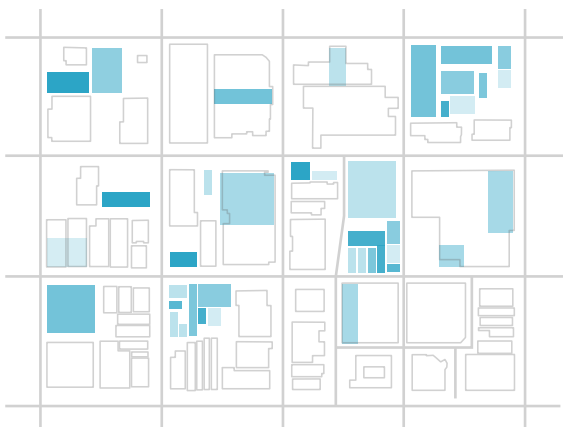
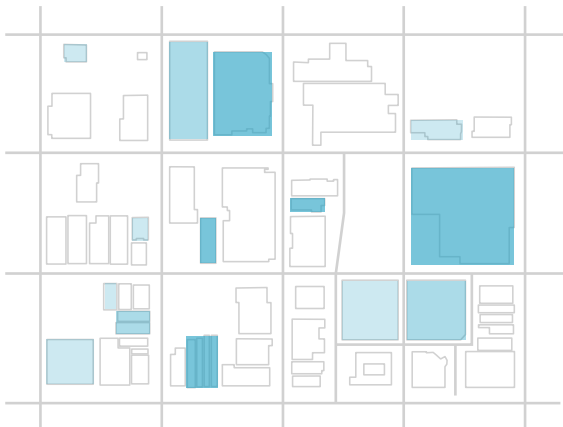
infrastructure

transit
service type

identify
existing typologies

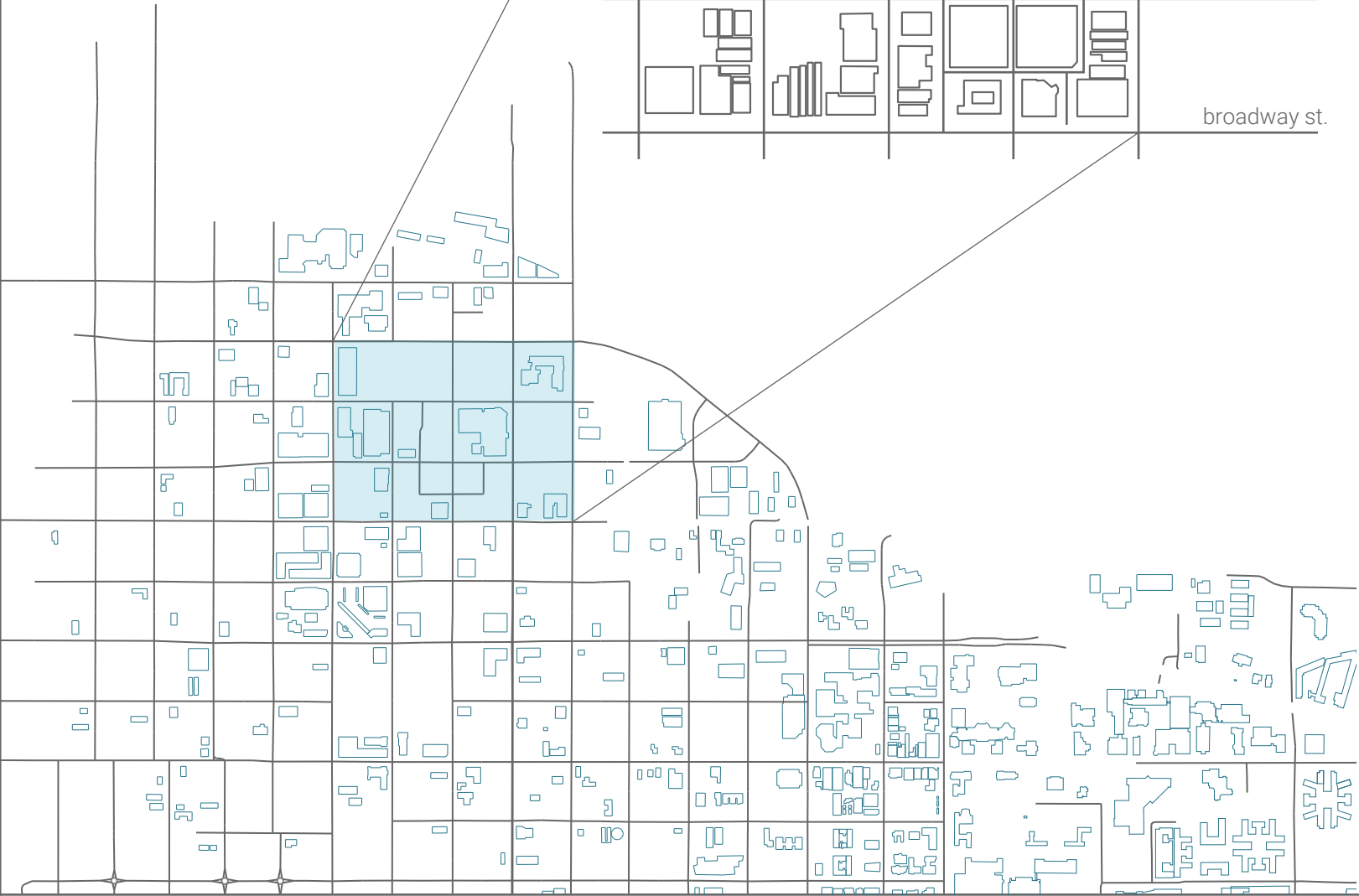
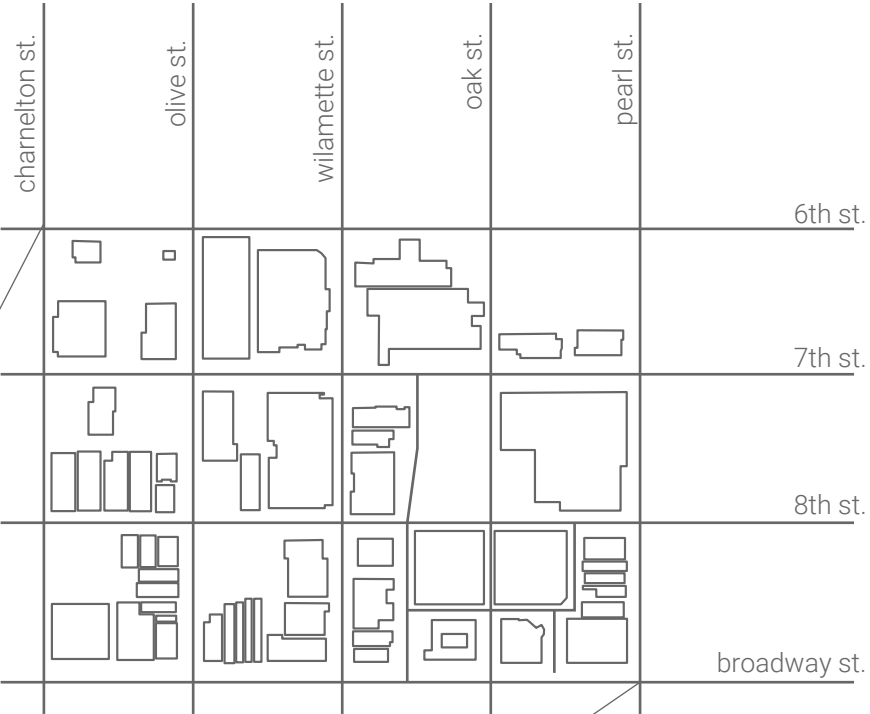
locate
opportunities for change

infill
with appropriate use

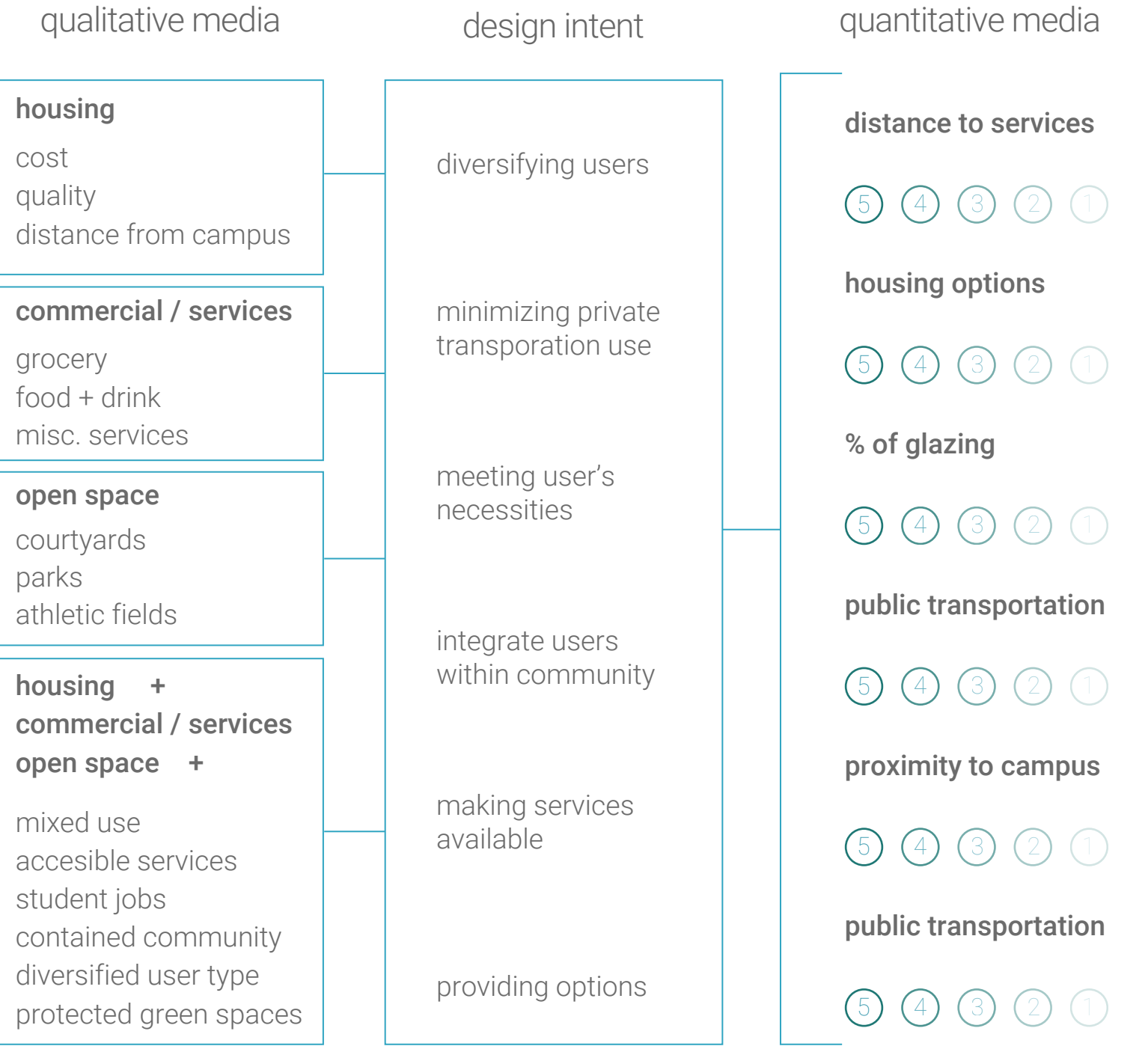


CONTEXT

eugene, or.



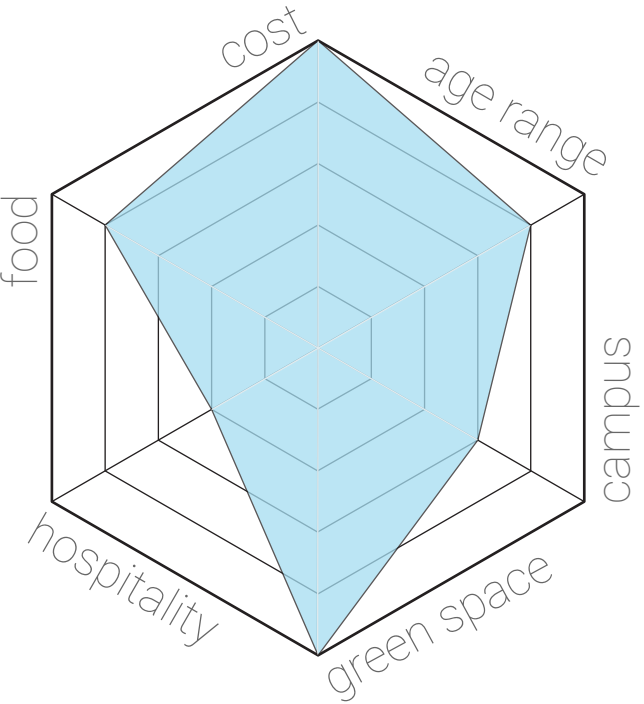
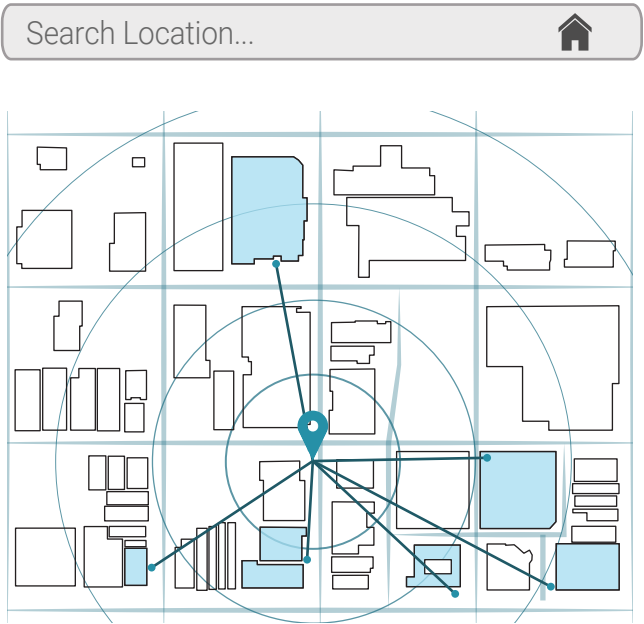
INDICATOR DEVELOPMENT



THEME: LIVE

data collected is not the measure of an ideal of that is "good" but rather describes what is desired by every individual using the tool depending on their necessity for it or desires from it.

therefore, every quantitative measure is also qualitative in through the way that individual utilizes the tool.



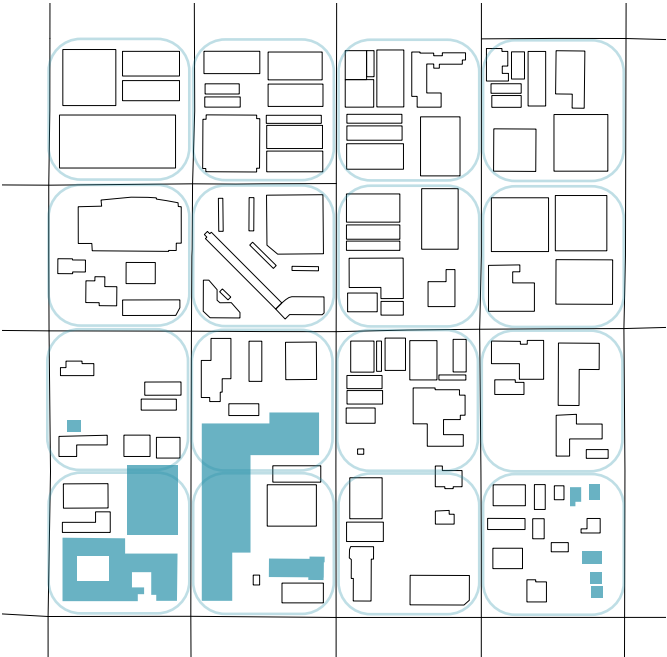
component	input
cost	rent price range
food	grocery store size/capacity
age	true/false: majority students
green space	percentage of parks/fields
hospitality	identifying typologies
campus	proximity & access

PARAMETERS

RESIDENTIAL AREAS

establishing quantity of housing
scale

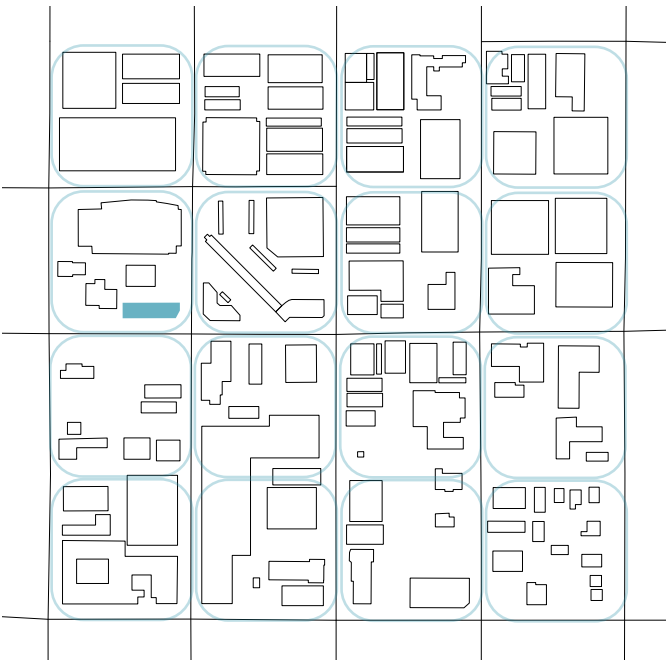
- [1] 100% residential
 - [2] 75% residential
 - [3] 50% residential
 - [4] 25% residential
 - [5] 0% residential
- domain [1, 5]



FOOD

identifying grocery stores + variety
scale

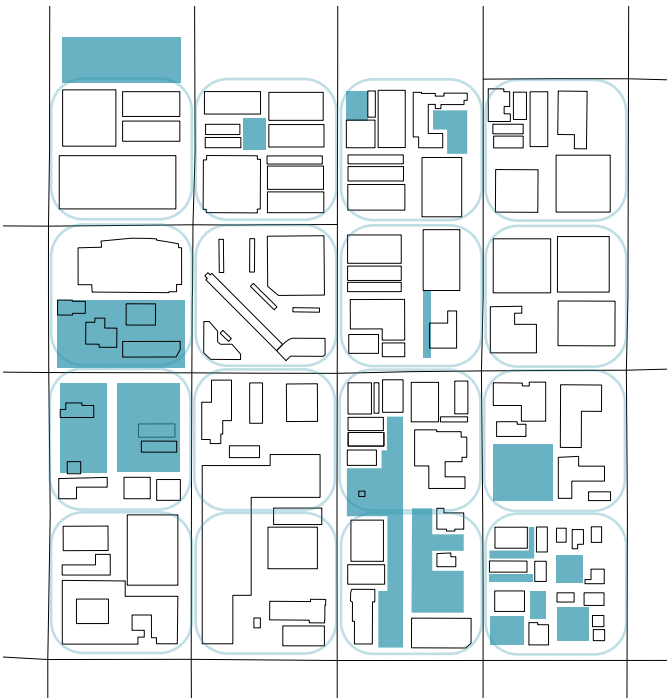
- [1] no food source
 - [2] 1 food source
 - [3] 2 food sources
 - [4] 3 food sources
 - [5] 4 or >4 food sources
- domain [1, 5]



PARKING

determining ability to have a car
scale

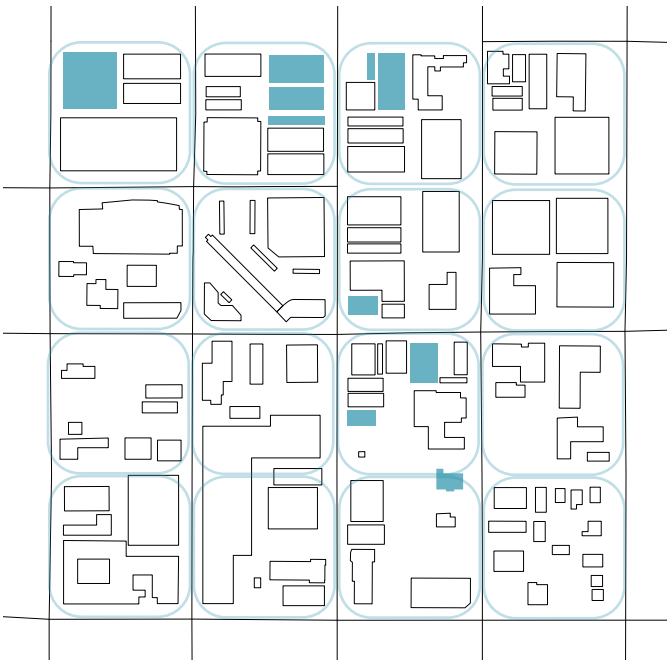
- [1] 100% of block is parking
 - [2] 75% of block is parking
 - [3] 50% of block is parking
 - [4] 25% of block is parking
 - [5] 0% of block is parking
- domain [1, 5]



HOSPITALITY

identifying best restaurants, bars, etc. in area
scale

- [1] yelp rating of 5
 - [2] yelp rating of 4
 - [3] yelp rating of 3
 - [4] yelp rating of 2
 - [5] yelp rating of 1 or <1
- domain [1, 5]



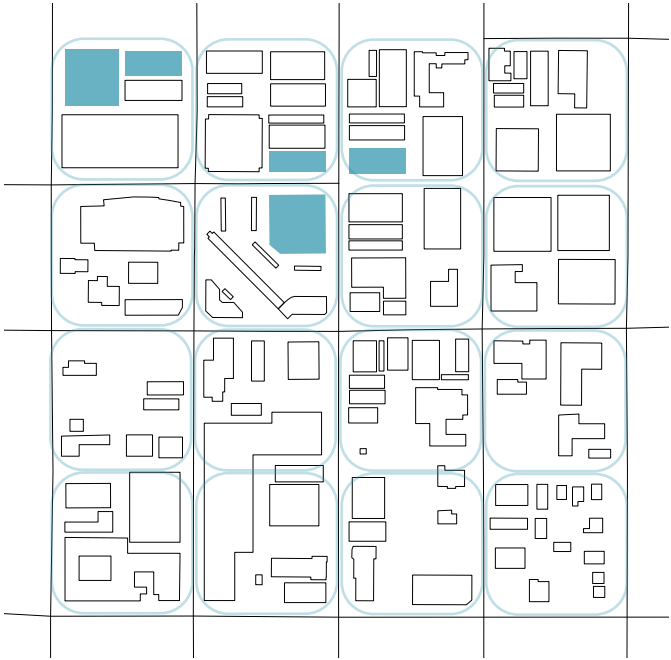
ENTERTAINMENT

diversity + availability of recreational activities

scale

- [1] 5 or >5 typologies that vary
- [2] 4 use typologies
- [3] 4 use typologies
- [4] 2 use typologies
- [5] single use + no variety within block

domain [1, 5]



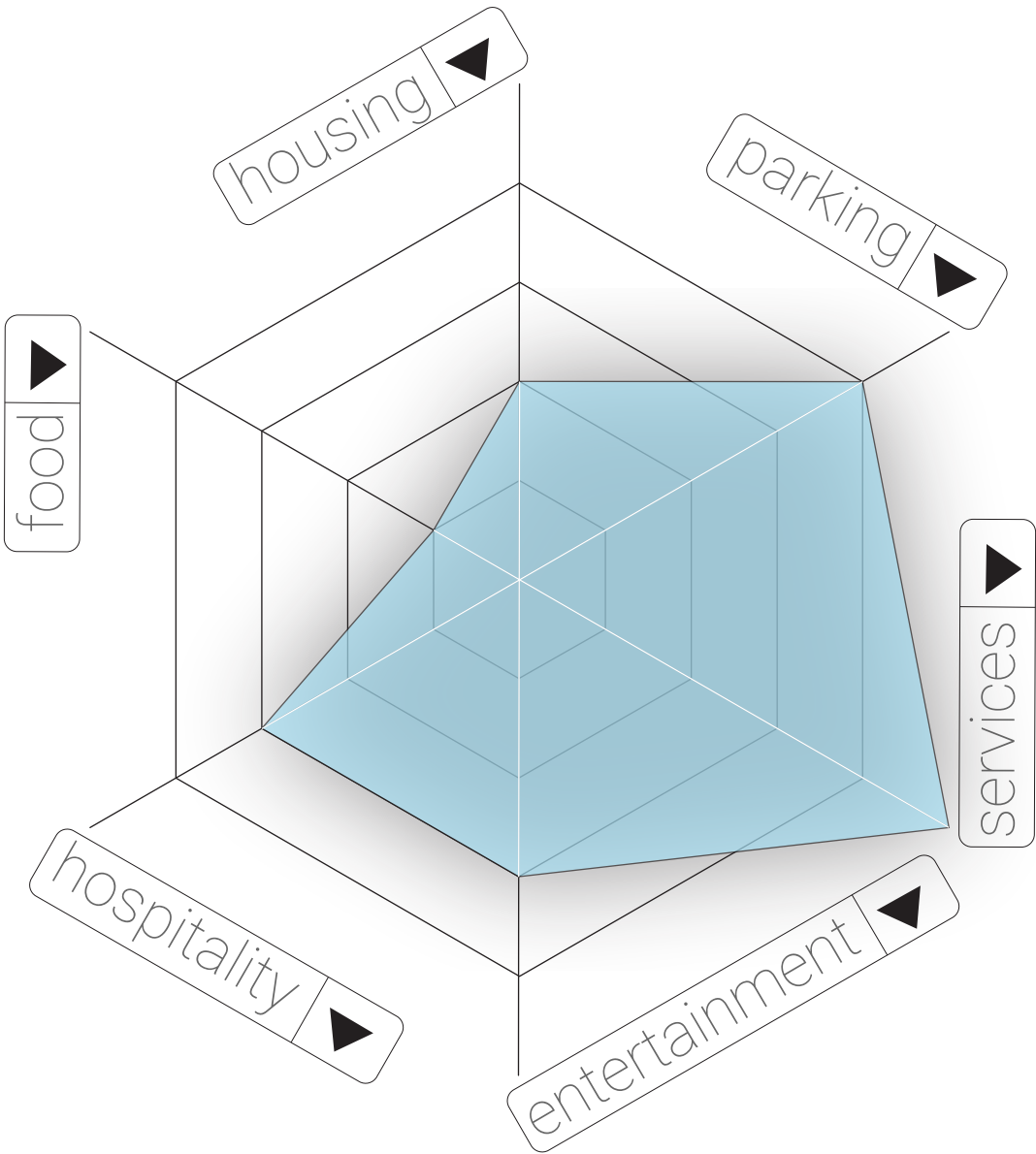
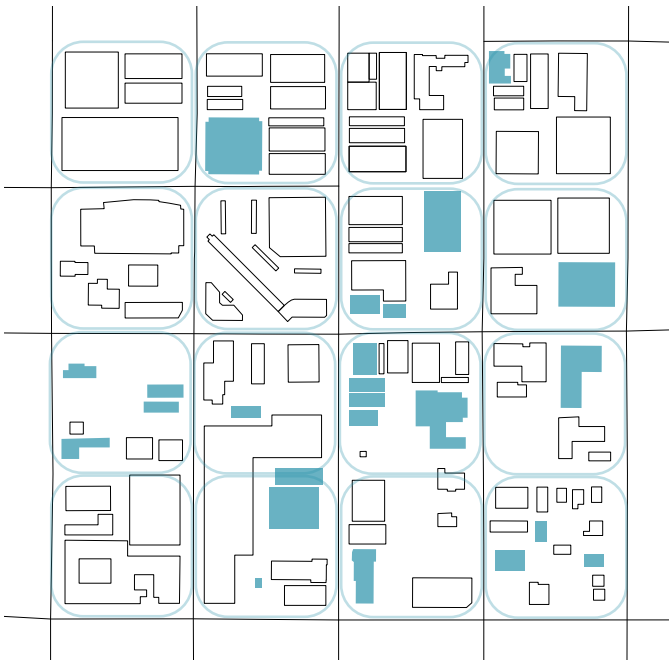
SERVICES

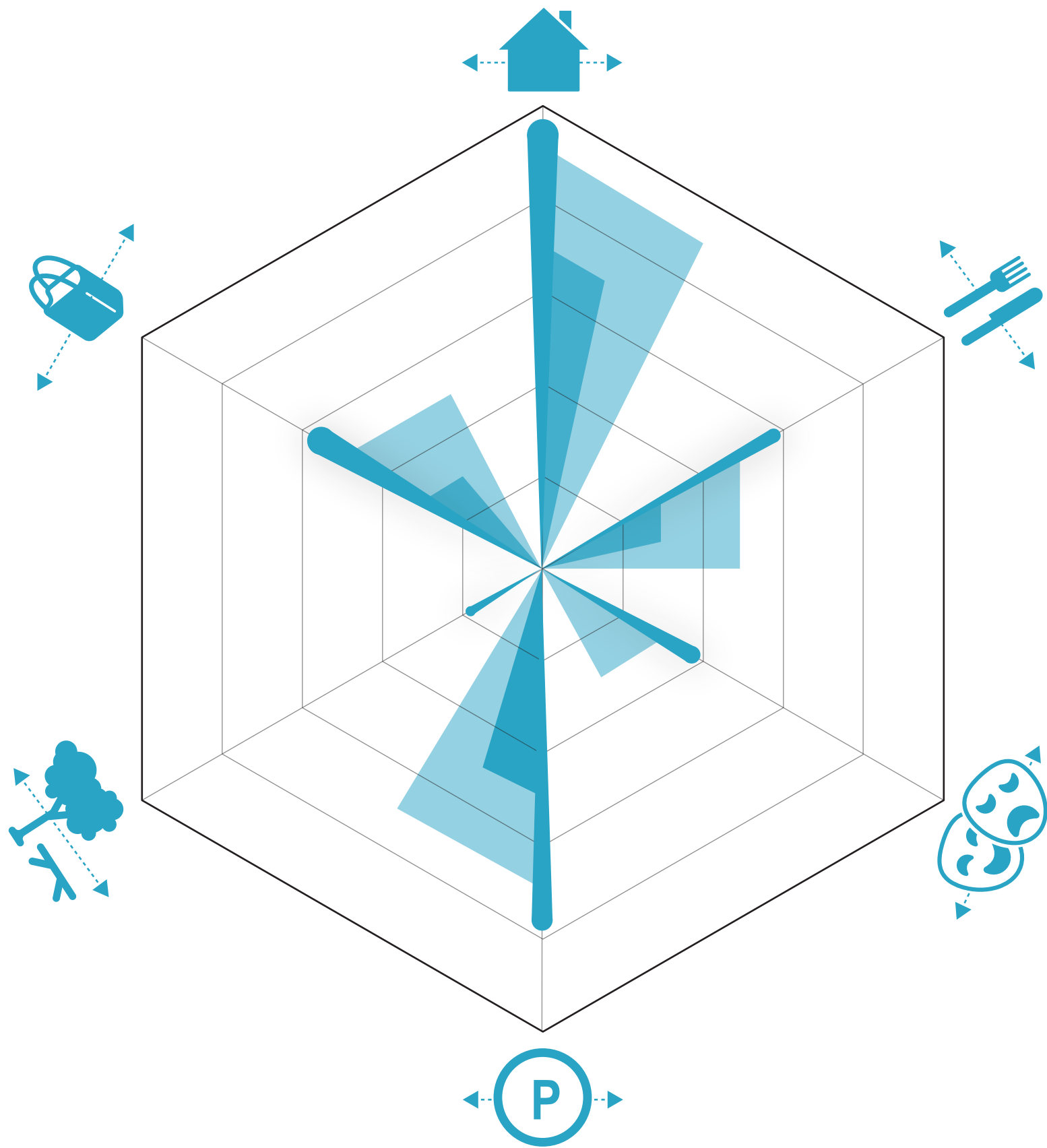
access to shopping by determining proximity

scale

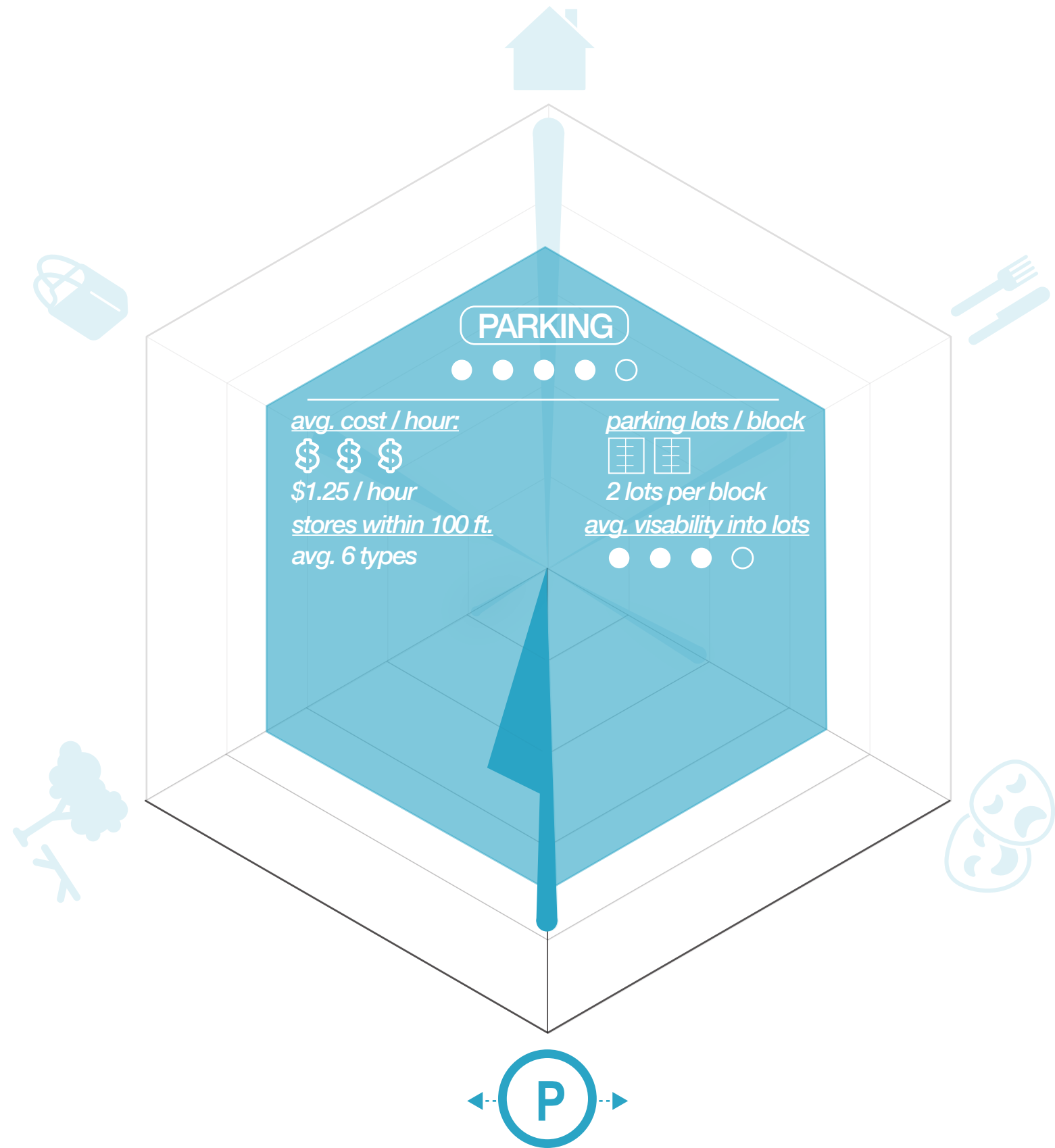
- [1] 5 or >5 blocks away
- [2] 4 blocks away
- [3] 3 blocks away
- [4] 2 blocks away
- [5] <1 or 1 block away

domain [1, 5]





CUSTOM



CUSTOM