

Conceptual Development for CU-ICAR



For this phase of the project, we will develop conceptual approaches for the design of our larger CU-ICAR site. Working in teams of four, you will provide an overriding idea capable of capturing our CU-ICAR clients' imagination, that is sufficiently grounded in Greenville and CU-ICAR campus' context as to support conceptual land use and circulation programs, that addresses urban analysis and campus' strengths, weaknesses, opportunities, and threats, and considers community engagement mapping exercise, feedback and surveys.

Your conceptual approach will address and focus on developing urban design ideas and proposals for the five technology neighborhoods of CU-ICAR to present ideas for research, innovation, collaboration, growth, and vibrant community. Specifically, the proposal for CU-ICAR will take into consideration ideas gleaned from examining cutting edge innovation hubs, high-profile firms and company headquarters studied during precedent studies phase.

Student teams will provide detailed examination of their chosen concept presented as a narrative, guiding principles, and diagrams. You will develop design strategies and ideas and propose detailed program. For purposes of this studio, please research and consider design ideas based on minimal fossil-fuel energy use, minimal waste and emissions, efficient environmentally low impact development. Also please consider environmental factors, ecological restoration and revitalization which can restore ecosystem services, benefits to local communities, high-performance landscapes and built environments.

Please select from the following broader conceptual themes as an overarching basis for your project's conceptual development:

- **The Green New Deal**
- **Beyond Sustainability; Regenerative Design**
- **Eco Smart Vibrant City**

Your final deliverable in this important phase of design process work will include:

- Explanation of chosen concept with narrative, images, diagrams, and principles.
- Representations that address the entire site and include multiple conceptual maps and diagrams that support components of your concept.
- Images and diagrams to support and illustrate your concept based on site inventory and analysis (relate your concept to site factors from all groups).
- A site plan with the programmatic features arranged in a way that addresses analysis and concept (neighborhood program elements should be guided by concept, precedent studies, campus and community needs and feedback)
- A site plan that shows how the neighborhood concepts connect and support the function of the entire campus.
- Diagrams showing ideas for land uses, mobility, circulation, transportation, open space, water systems, and green strategies
- Case studies of designed and built landscapes that are exemplary of your proposed program illustrated with text, notes, images, diagrams, and charts.

Conceptual Development

New Yangzhou Grand Canal; Eco Regenerative Healthy Corridor



Background:

In the urban analysis phases of our studio, you worked in small groups or individually to research and report on historical and contemporary urban design aspects of Yangzhou, the Grand Canal, and their contexts.

Your presentations included analytical conclusions of the urban areas, strengths/opportunities, and weaknesses/threats with corresponding maps and diagrams supporting your conclusions.

Introduction to Conceptual Development:

Urban Design for Yangzhou and the Grand Canal needs to address major issues gleaned from our urban studies and urban analysis including ecological restoration, water edge revitalization, green infrastructure, agro-villages, air, water, soil quality and pollution mitigations, urban “Heat Island Effects”, flooding, “sponge city” and “green is gold” ideas, smart technologies, and development.

Our design needs to further address conceptual integration with the broader urban design and planning concepts that emphasized Yangzhou and Grand Canal’s: a) “green/ecological corridor” with “lateral fingers” connecting the water edge to the surrounding natural and built landscape b) the Grand Canal’s relationship to the “New City Plan,” and the “Historic City Core;” the need to establish a “New Grand Canal Urban Identity” unique to its context; and the need to address Yangzhou’s development principles in combination with public and environmental health considerations.

Our studio analytical research is organically bringing forward a conceptual development approach that combine “top-down narrative based” concept development with “bottom-up typological component development.” This approach enables parallel development of a primary conceptual idea with supportive narratives encompassing multiple sub-concepts, and site-specific landscape typologies capable of forming design concept “building blocks” to assemble larger design ideas. This parallel concept development

process allows continuous development and assessment of “best fits” between existing landscape conditions, site design concepts, and urban design conceptual narratives.

Conceptual development will begin with the broad idea of a “**New Yangzhou Grand Canal; Eco Regenerative Healthy Corridor**”. This new healthy corridor will serve as the connection to green ecological belt and lateral networks, a connection to Yangzhou’s other edge cities through the canals, river system, ring roads and supporting multimodal mobilities. The sub-narratives should be developed to integrate the city’s development goals identified in analysis and SWOT conclusions by each analysis group.

Your conceptual approach will address and focus on developing design proposals for Yangzhou and the Grand Canal to present urban design ideas for ecological restoration, revitalization, heritage preservation, and future smart technologies that enhance the city plan for growing a vibrant and healthy city.

As such, this conceptual approach will be applied to three main zones:

- 1- Eco-tourism zone (2 Group)**
- 2- Culture heritage protection zone (1 Groups)**
- 3- Science and innovation zone (1 Group)**

Working in teams, you will provide an overriding conceptual design ideas that are sufficiently grounded in research analysis, land use, circulation, and SWOT analysis.

Student teams will provide detailed examination of their chosen concept presented as a narrative, guiding principles, and diagrams. You will develop design strategies and ideas and propose detailed urban programming. For purposes of this studio, please research and consider design ideas based on minimal fossil-fuel energy use, minimal waste and emissions, efficient environmentally low impact development. Also please consider environmental factors, ecological restoration and revitalization which can restore ecosystem services, benefits to local communities, high-performance landscapes and built environments.

Conceptual Development Requirements:

Your final deliverable in this important phase of design process work will include:

- Explanation of chosen concept with narrative, images, diagrams, and principles.
- Representations that address the entire site and include multiple conceptual maps and diagrams that support components of your concept.
- Images and diagrams to support and illustrate your concept based on urban analysis (relate your concept to factors from all analysis groups).
- Diagrammatic plan with programmatic features for all urban and new land use proposals arranged in a way that addresses analysis and concept and reflect understanding of Kevin Lynch Image of the City.
- Diagrams showing ideas for land uses, mobility, circulation, transportation, open space, water systems, ecological revitalization and water edge naturalization, restoration, and green infrastructure strategies
- Diagrammatic plan that shows circulation and connectivity among proposed land use.
- Case studies of designed and built landscapes that are exemplary of your proposed programmatic land use illustrated with text, notes, images, diagrams, and charts.