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**URBAN DESIGN PROJECT**

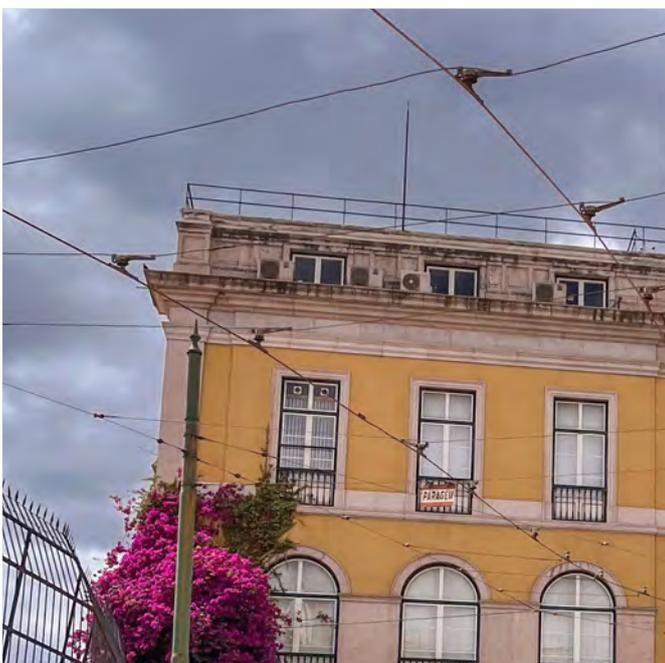
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# PASEO LUSÓ FONA

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AND JODIE HUANG**

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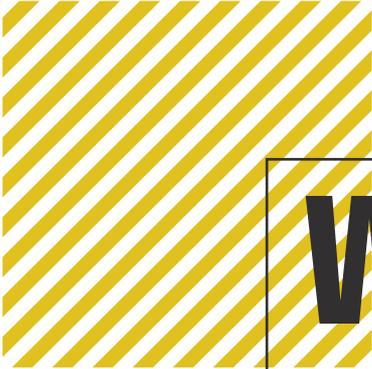
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# Walk to Plan



## INTRODUCTION

01



Figure 1: Parque Eduardo VII is a stretch of green with a breathtaking vista.

## Day One AM

### PARQUE EDUARDO VII, AV. LIBERDADE, MOURARIA, PORTAS DO SOL, ALFAMA

Parque Eduardo VII is a stretch of green with a breathtaking vista. The park consists of central landscaping enclosed by broad paved paths, and encompasses a large slope. There is an incredible view of the city at the top of this slope, which makes the space a true miradouro of Lisbon. Such a broad view of the city provides the flâneur with a strong sense of legibility and coherence of Lisbon, allowed for by the geographic composition of this slope.

Avenida da Liberdade is a tree-lined avenue which incorporates multiple urban design qualities. Av. Liberdade is vital and robust; the buildings are mixed-use with multiple stories of commercial, residential, and tourism (hotels) purposes. Specifically, this avenue is home to an extensive collection of designer brands. Beyond these buildings, street goers are met with a number of attractions including small squares, food and drink kiosks, and monuments such as the Monumento Aos Mortos Da Grande Guerra. Returning to the buildings, Avenida da Liberdade hosts a fantastic amount of architectural richness. The ornate buildings feature extensive detail in a distinguished gothic style. Though stylistically similar, architectural details differ between each building, which creates visual complexity and surprise. Of course, the avenue's paved walkways feature Lisbon's unique mosaic cobblestones, which further visual interest and engagement in the area.

Mouraria is another wonderful pocket in historic Lisbon. The many corridors and alleys provide a continuous vessel for the urban design elements of complexity and surprise. It is easy to wander endlessly throughout Mouraria; the visual interest provided in the urban fabric makes for perfect flânerie. There is also much vitality and robustness in this area—colorfully painted and tiled façades, cheerful banners and tassels strung between buildings, unique balcony elements, and more details all aid to the place's character.

Portas do Sol contains another beautiful vista of Lisbon. Similarly to Parque Eduardo VII, this space hosts a broad view of the city and allows the flâneur to gain a strong sense of legibility and coherence of Lisbon. This particular vista is much more proximate to the river; the geometric orange tiling of endless roofs strikes quite the contrast to the organic stretch of blue water.

Alfama is an area which shares many of the urban design elements in the previous places visited during the morning of Day One. There is another vista of Lisbon which ties in the element of coherence. Wandering through the streets of Alfama, the flâneur experiences complexity and surprise with every twist and turn. And, of course, this historic part of town is home to a great array of vitality and robustness within urban details.



Figure 2: There is great transparency entering Praça do Comércio; captivating vistas draw you into the plaza space.

## Day One PM

### CASTLE SÃO JORGE, GRAÇA, ALFAMA, PRAÇA DO COMÉRCIO

The Graça and Alfama neighborhoods have organic and compact appearing street layouts. This along with the varying elevation changes produces an exciting environment with rich revelations and appealing vistas and enclosures. There is a lot of public art and graffiti along building facades and fences which adds to the character and personalization of the area. The distinct nature and the emerging views of this area of Lisbon adds to its complexity, and makes for an enjoyable stroll both day and night.

On top of a hill sits the remnants of Castle São Jorge. From atop of its fortifications, the view offers a complex perspective of the River Tagus and the ochre tiled roofs of the central city below and on all sides. Alfama is one of the oldest areas in Lisbon and is thus organic and unique in nature. It hosts several historic sites such as the Castle São Jorge, Statue of St. Vincent, the Church Menino de Deus, the Lisbon Cathedral, St. Anthony's Church, and Igreja Paroquial de Santa Cruz do Castelo among many other historical places of interest. Alfama is a distinct neighborhood because of the steep nature of its streets and the rich vitality of its street and flea markets.

As a historical landmark and one of the remarkable squares in all of the world, the Praça do Comércio is perhaps the most monumental space in the city of Lisbon. The Praça, which can be seen in Figure 2, sits along the banks of the Tagus and serves as a focal point of the downtown with strong linkages to the gridded streets of Baixa to the northwest. Overall this area of the city is an enjoyable place to explore by foot as there is a range of unique views with different angles of the city encompassing the ascending neighborhood streets. The local atmosphere of bustling street markets

### DOWNTOWN LISBON



THE PRAÇA DO COMÉRCIO, THE LARGEST SQUARE IN THE CITY OF LISBON, SITS ALONG THE TAGUS RIVER.



Figure 3: A well enclosed pedestrian promenade with comfortable building height to eye level ratios, signage and overhangs contributing to human scale, and spatial and vista vitality.

## Day Two AM

### CHIADO, BAIRRO ALTO, LARGO DO CARMO

Just north of the infamous Praça do Comercio is a network of stimulating pedestrian-friendly streets and districts consisting of Chiado, Bairro Alto, and the square Largo do Carmo. These walkable areas play off a mixture of well-planned commercial-retail centers and old and organic features such as the Carmo Convent which overlooks a versatile view of Lisbon to the east including prominent views of Castle São Jorge. The topography in this area gives it the advantage of unique vistas and transparency to other significant areas of the city. As seen below in Figure 3, the streets of these districts are robust in such that they support a variety of uses and activities along the streetscape. Largo do Carmo expresses both vitality and robustness in the way it supports several functions as it includes several nodes and edges for people to gather to sit and eat at kiosks, admire the adjacent Carmo Convent, or take in the vista views of the city to the east.

Chiado is a special neighborhood as it sits nestled along the northwestern slope overlooking Baixa, which is the downtown core of Lisbon. The neighborhood provides many opportunities for shopping, eating, and strolling along its appealing human-scale pedestrian corridors. With several picturesque squares and tram lines, each turn around the corner offers a surprise and much to explore with both the feet and eyes.

The Elevador de Santa Justa is a popular tourist destination in the Chiado neighborhood. It is a tall, cast-iron elevator that sticks out from the surrounding building vernacular and sports spectacular views of the surrounding city from its top platform. There is linkage between the Elevador, the Carmo Convent, and the Largo do Carmo. The combination of these three sites makes for an exciting and non-traditional way to experience Lisbon at different elevations and points of interest.

The Bairro Alto neighborhood is similar to Chiado. Its streets are narrow and complex with a culture of bars and restaurants that attribute its ample vitality. Overall there is a great strength in continuity between Chiado and Bairro Alto because of how the enclosed and distinct fabrics seamlessly link together into a greater network of exciting streetscapes and vistas.



Figure 4: A cafe within the Fernando Pessoa Garden along the main walkway invites visitors in with urban elements such as seating and lighting among greenscape.

## Day Two PM

### ALVALADE AND ROMA

Alvalade is a neighborhood situated below the University of Lisboa and features apartment buildings with a variety of facades. Each street is typically filled with apartment complexes and small markets or cafes scattered throughout. Much of the buildings within the neighborhood mainly serve residential uses with few commercial uses and offices. Throughout the walk, some of the buildings lacked architectural richness that would keep visitors engaged.

Within the neighborhood stands Igreja de São João de Brito, which is a common gathering space as a church, that encompass the community values and culture that the neighborhood shares. It serves as a public area where residents and community members come together. Though there are various landmarks and murals throughout, the walk through the site lacked personalization and linkages that successfully activated the pedestrian activity and culture within the community. Though there are several street corners that are bare, there is a few walls featuring artwork from local artists that activate such spaces throughout the neighborhood of Alvalade.

Just south of Alvalade is Avenida de Roma, which is a street featuring apartment buildings and retail shopping centers alongside the sidewalks. A park on the street, known as Fernando Pessoa Garden, is an example of effective enclosure and linkages within a city street. Surrounded by apartment complexes and busy intersections, the garden provides a walkable and bikeable space along an automobile-oriented area. Landmarks such as statues, paired with urban elements such as benches and planters, activate the space with visually appealing and walkable links throughout. There is some vitality and robustness in the area attract pedestrians to sit, relax, exercise, and engage in this neighborhood. Several smaller linkages linked to one main route throughout the garden guide visitors and encourage them to engage in the numerous activities that are available.



Figure 5: Versatile architectural elements in the Expo 98 area give life and character to the streetscape.

## Day Three AM

### ESTAÇÃO E BAIRRO ORIENTE AND EXPO 98 AREA

The Expo 98 area showcases many modern and unique architectural styles within the urban landscape. The styling is both a continuation of the old vernacular and an experiment of the new. The developments in this area are a coherent mix of international and modern styles that work in combination with Lisbon's distinct existing architectural elements including tile and mosaic decorated facades and bright accent colors in yellow, pink, and blue. Figure 5 is a building along Alameda Dos Oceanos in the Expo 98 area. Its simple and modern design fits in with the surrounding architectural fabric, but its bright colors remain a symbol of Lisbon's distinct perceptible style.

Along the Sea of Straw coastline, there are long walking and biking trails which create the opportunity for linkages and the optimization of coastal space. There is also a gondola which contributes to the area's

for the 98 Expo, there is a high level of legibility within its linkages around the office parks, campuses, and the coastline walk. Much of this area, in juxtaposition to some of the more organic areas of Lisbon, is defined by its linear car and foot passages which help to tie the area together as one recognizable district. The area also carries a distinct and special persona with it as it showcases many unique buildings, vistas lined with world flags, views of the Sea of Straw, and memorable public art displays.

The Estação e Bairro Oriente is the train station that serves the Expo 98 area. The Estação has a distinct architectural style that stands out from the surrounding fabric. Its modern style marks it as a punctual element within the city's repertoire of train stations and unique locations.



Figure 6: Memorable and creative public art along a public pathway in the Expo 98 area.



# Site Analysis



## SITE ANALYSIS MAP SWOT TABLE

The design team prepared a site analysis map of the existing project area, with a SWOT table further analyzing existing conditions and potential opportunities and threats.

# 02



## Site Analysis Map

Figure 1: Favela settlement adjacent to university on site perimeter. (Weakness)

Figure 2: Unpaved gravel lot on-site purposed for university parking. (Opportunity)

Figure 3: Unpaved section of the park that meets the street on Av. do Brasil. (Threat)

Figure 4: Blighted and abandoned buildings along Avenida do Brasil, just south of the site. (Threat)

Figure 5: Large unmaintained plot of open space on the edge of the project site, next to one of the parking lots on-site. (Opportunity)

	Strengths	Weaknesses	Opportunities	Threats
Circulation	<ul style="list-style-type: none"> <li>• Consistent pedestrian foot traffic keeps space alive</li> <li>• Teaser street parking</li> <li>• Major arterials along site</li> </ul>	<ul style="list-style-type: none"> <li>• Parking can be better consolidated</li> <li>• Surface level parking takes up a lot of space</li> <li>• Pedestrian circulation is lacking in configuration and physical condition</li> <li>• Poor connection/linkage/legibility within site</li> <li>• Street setbacks are uncomfortable for the pedestrian along Campo Grande in front of university</li> </ul>	<ul style="list-style-type: none"> <li>• Linkage to park/gardens west of Lusofona</li> <li>• Linkage to stadium northwest of site</li> <li>• There are cycle tracks along Avenida do Brasil</li> <li>• Consistent vehicular/pedestrian traffic can bring more activity to site</li> <li>• Bus stops along Avenida do Brasil</li> </ul>	<ul style="list-style-type: none"> <li>• Campo Grande can get pretty busy which can threaten pedestrian activity</li> <li>• Streets prioritize vehicular/biking modes, which can dissuade pedestrian activity</li> </ul>
Land Use	<ul style="list-style-type: none"> <li>• There's a lot of open space</li> <li>• Range of uses</li> <li>• University brings potential for more mixed-use development</li> </ul>	<ul style="list-style-type: none"> <li>• Abandoned open/public spaces</li> <li>• Confusing land use distinction</li> <li>• High potential for gentrification (favelas onsite)</li> <li>• Height restrictions</li> </ul>	<ul style="list-style-type: none"> <li>• Housing aimed at students and low income</li> <li>• Commercial retail in surrounding area has the opportunity to support land uses on site</li> <li>• Open space is opportunity to support University and surrounding uses</li> </ul>	<ul style="list-style-type: none"> <li>• High potential for gentrification/displacement</li> <li>• Poor legibility and wayfinding</li> <li>• Lack of distinction of university from surrounding area</li> </ul>
Physical Enviro	<ul style="list-style-type: none"> <li>• Open spaces which can be <u>purposed</u> in many ways</li> <li>• Certain strong landscaping and vegetation areas</li> <li>• Topography is generally flat</li> </ul>	<ul style="list-style-type: none"> <li>• Blighted buildings</li> <li>• Pathways are in poor condition</li> <li>• Poor landscaping and access to aesthetic green/open space</li> <li>• Sloping topography presents development challenges in some areas</li> <li>• The interior space on site is not very activated and could be abandoned at night</li> </ul>	<ul style="list-style-type: none"> <li>• Gardens across Campo Grande are an attractive and active space</li> </ul>	<ul style="list-style-type: none"> <li>• Noise pollution from street and airport</li> <li>• Poor transparency into site</li> </ul>

## SWOT Table

The SWOT table highlights strengths, weaknesses, opportunities and threats of several factors to take into consideration that would impact the project area. There is potential for walkable spaces and pathways that would support the university and local community businesses as the project area is along a busy road, suggesting frequent activity nearby the site. Human-centered developments such as student housing complexes, linkages between the site and university as well as the nearby gardens, consolidated parking, and wider setbacks aim to support the university while increasing walkability from the site to its surroundings and addressing current weaknesses.

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# Design Ideas



## VISION

The concept shall encourage three main objectives: walkability, linkage, and support. These objectives will augment the site and surrounding area's overall legibility and vitality, in coordination with the activity of Lusofona University and the Jardim do Campo Grande. A walkable site will promote a pedestrian oriented atmosphere while creating better legibility and distinction. The vision will prioritize pedestrian linkages between Lusofona, the adjacent site, and across to Jardim Campo Grande. The site concept shall provide amenities, land uses, and connections to support the existing infrastructure and functions within the area. This includes a plan to better consolidate parking for students, faculty, and residents of the area as well as optimizing vehicular access points to such parking. Lastly, the mixed-use buildings along Campo Grande shall be reused and retrofitted to better support the development. Overall, the proposed site concept shall utilize these objectives to encourage a legible and distinct atmosphere for the University community in Alvalade.

## OBJECTIVES

+ WALKABILITY

+ LINKAGE

+ SUPPORT

03



# Walkability

## IDEAS

1. Prioritize the pedestrian by maintaining and widening streetscape
2. Promote pedestrian flow by emphasizing paseo through the center of project area
3. Provide stimulating visual designs with sufficient lighting, green space, urban furniture, etc.



# Linkage

## IDEAS

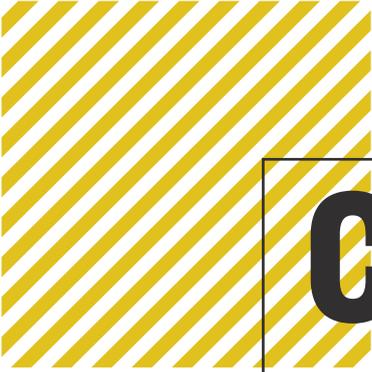
1. Connect University to project area's open spaces
2. Connect the project area to Gardens along Campo Grande
3. Optimize access points to and from project area and land uses



# Support

## IDEAS

1. Implement mixed-use residential and reuse of existing developments to support university needs
2. Informal gathering places to give the space an enjoyable atmosphere
3. Consolidate parking



# Concept Design



The design team prepared a Concept Diagram with proposed land uses and possible developments within the project area.

04



# Concept Diagram

## SHORT DESCRIPTION

The concept diagram showcases our vision of promoting walkability, linkages, and support between the project site and the University. A pedestrian-oriented walkway serves as a spine of the site which creates linkage between two edges of the site as well as the nearby park. Developments used as student offices, housing complexes, and parking garages are proposed to better serve the university's need for parking and housing for students and faculty alike.



# Final Design

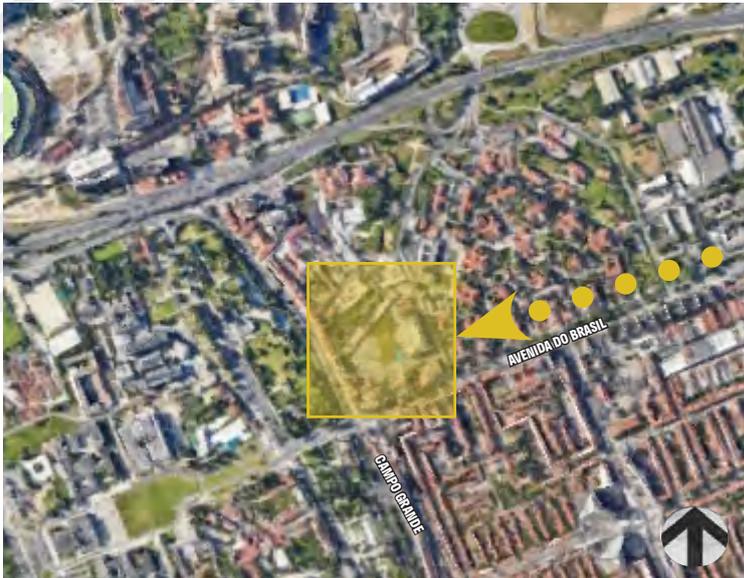


## SITE PLAN CROSS-SECTION PEDESTRIAN VIEWS

The design team prepared a final site plan, a cross-section, and two pedestrian views representing the project's final design.

# 05

## AVALADE AND UNIVERSITY



THE PROJECT AREA ENCOMPASSES THE SPACE JUST SOUTH SOUTHEAST OF UNIVERSIDADE LUSÓFONA

## Project Description

The designated project area is next to the University of Lusófona in Lisbon, Portugal, which is a large private institution serving many local and international students. Developed in coordination with the University, the project shall benefit both the surrounding Alvalade neighborhood and the University staff, students, and faculty. The Alvalade neighborhood is north of historic Lisbon and next to the Lisbon Airport. The project area encompasses about 400,000 square feet nestled in between the University and the arterial streets Campo Grande and Avenida do Brasil. The Jardim Mário Soares, a large park with a pond, pickleball courts, several walking paths, and casual dining restaurants and cafes is across Campo Grande from the University.

Within the project area, there is currently a mix of developments primarily centered around the automobile, with a gas station on the street, warehouses turned into parking spaces, and overall plots of surface parking throughout. Much of the University's open spaces are used for surface parking, with few open and green spaces available. While this supports those who commute primarily by car, there are little to no linkages or pathways to activities for the pedestrian, especially along Campo Grande and within the project area. Keeping this in mind, the concept aims to center the pedestrian and create a more enjoyable walking experience while supporting current university uses.

The concept shall encourage three main objectives: walkability, linkage, and support. These objectives will augment the project and surrounding area's overall legibility and vitality, in coordination with the activity of Lusofona University and the Jardim do Campo Grande. A walkable site will promote a pedestrian oriented atmosphere while creating better legibility and distinction. The vision will prioritize pedestrian linkages between Lusofona, the adjacent site, and across to Jardim Campo Grande. The site concept shall provide amenities, land uses, and connections to support the existing infrastructure and functions within the area. This includes a plan to better consolidate parking for students, faculty, and residents of the area as well as optimizing vehicular access points to such parking. Lastly, the mixed-use buildings along Campo Grande shall be reused and retrofitted to better support the development. Overall, the proposed site concept shall utilize these objectives to encourage a legible and distinct atmosphere for the University community in Alvalade.

The focal point of the project is the pedestrian paseo which links the northeastern section of campus through the project area and across Campo Grande into the Jardim. This paseo will be reserved for bike and pedestrian use with emergency vehicle access only. Included within the project area are opportunities for student and visiting faculty housing. Faculty housing shall occupy a live-work style with offices and meeting rooms on the first floor and living spaces on the top floors. Facility amenities shall include a day-care center serving the families of faculty, swimming pools, tennis courts, sand volleyball courts, an amphitheater, and ample open space verdant with stimulating landscaping and spaces for gathering. The mixed-use buildings along the frontage of Campo Grande shall be reused and retrofitted for incubator work spaces, commercial retail, and private residential usage. School departments located closest to the existing University infrastructure will offer more space for staff and students to work, study, and research. The new student center and library shall have frontage along Rua Das Murtas and will support student life with an auditorium, a cafeteria, computer labs, study and reading spaces, and space for a student association among other necessary amenities. The development shall offer ample open space to complement linkage from the University along the project's central paseo through to the Jardim. Additionally, plazas and pocket parks accompany buildings and augment circulation between built forms complimentary to the main paseo.

An aerial architectural rendering of a university campus. A central pedestrian path, highlighted with a red and white dashed border, runs diagonally from the top-left towards the bottom-right. The path is lined with green trees. To the left of the path is a large green area labeled 'JARDIN DO CAMPO GRANDE'. To the right is a cluster of buildings, one of which is labeled 'L-A'. The text 'UNIVERSIDAD DE LUSOFONA' is positioned at the top center. The overall scene includes various buildings, parking lots, and green spaces.

UNIVERSIDAD  
DE LUSOFONA

JARDIN  
DO CAMPO  
GRANDE

CAMPO GRANDE

# Site Plan

## SHORT DESCRIPTION

The plan for Paseo Lusófona is based on the three design objectives walkability, linkage, and support and centered around the main pedestrian paseo. This mixed-use project will provide new amenities to students and residents of the area while connecting University Lusófona and the Campo Grande Gardens.



## KEY

-  HARDSCAPE
-  GREENSPACE
-  PASEO/PATHS

0 25 M 50 M



AV. DO BRASIL

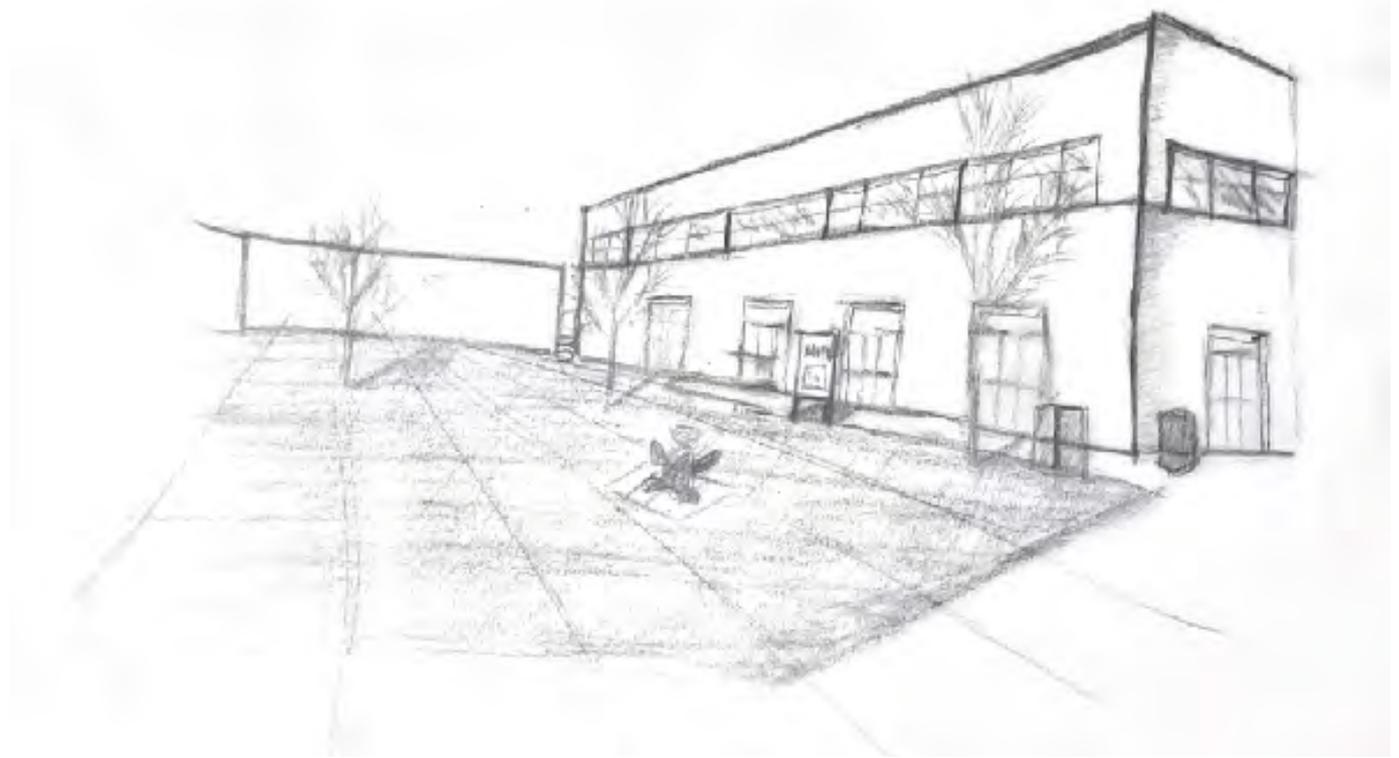


## Cross-Section

The section above highlights the walkway between the parking garage and student departments and offices in our proposed site plan. Sufficient urban elements such as greenscape and lighting add character and vibrance to the area as students and faculty travel throughout.

The following photos showcase perspective views from two areas of our site plan. Perspective 1 highlights an area currently being used for surface parking that would be replaced with greenscape to center the pedestrian experience and better serve students and faculty as a space to relax and unwind.

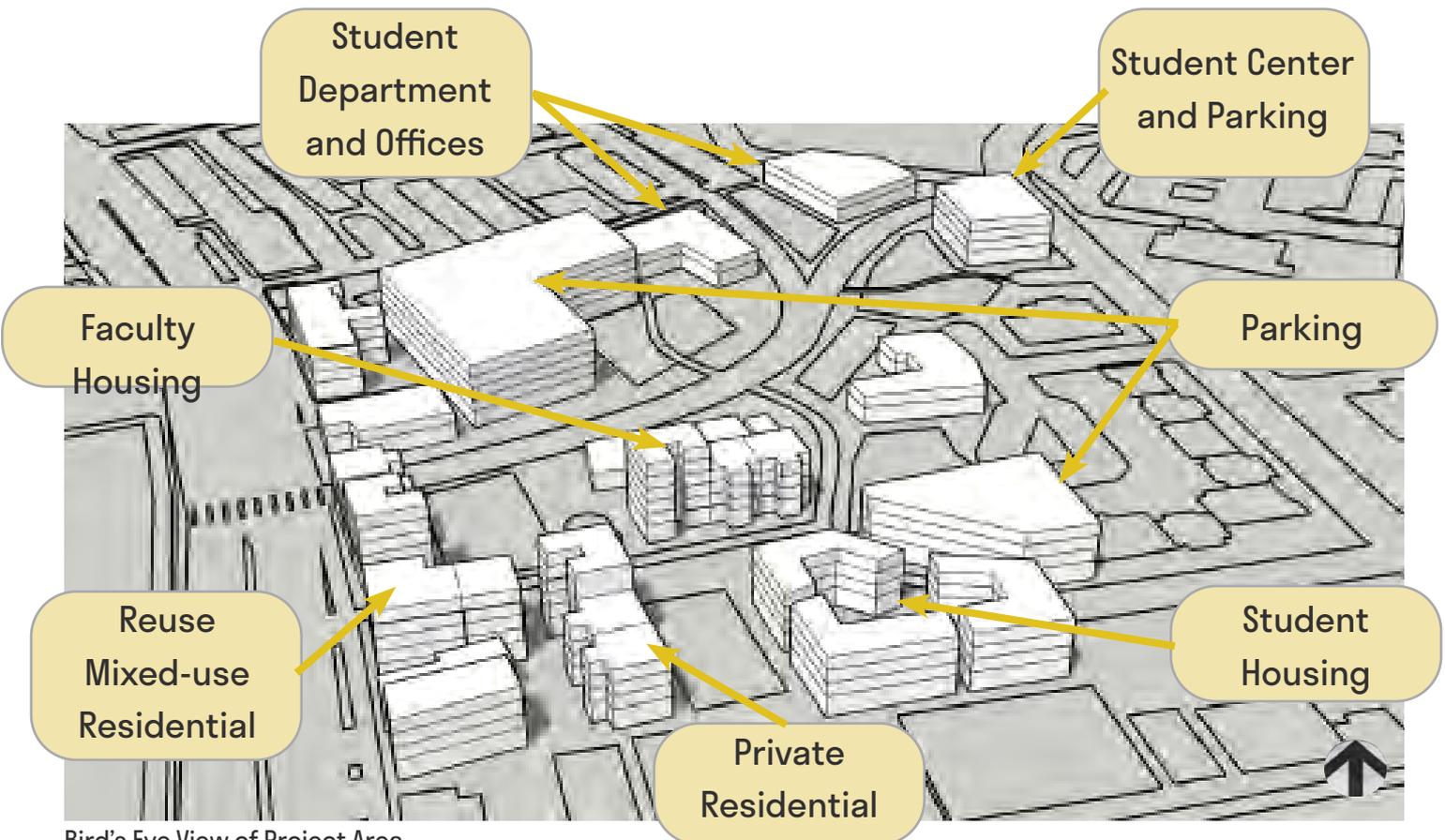
Perspective 2 highlights the area in the center of three proposed student housing complexes. The photo showcases the linkages between the complexes and the main road, as well as open spaces with sufficient greenery and shading for those relaxing outside. Bike racks and pedestrian-oriented roads foster walkability and encourages those to get around via bike and walking.



**Perspective View 1**



**Perspective View 2**



Bird's Eye View of Project Area

## Massing Model

The massing model configured at a bird's eye view shows the varying stories of each building throughout the site. As is delineated in the callouts, the student department and offices are in the northern part while the student center and three stories of parking are planned for the northwest. There are two more stand-alone parking garages featured in the proposal including one north of the paseo next to the student department and offices and one to the right of the student housing. These parking garages shall serve both faculty and students. Faculty housing and the on-site daycare are in the center of the site just south of the main paseo while the private residential buildings are just to the left of the student housing. The private residential and student housing shall be separated by sport and recreational facilities. Along Campo Grande in the southwest is the adaptively reused mixed-use residential.

#	Building Type	Floors	Footprint Sqft	Total Sqft
1	Street Mixed-Use	4	5,841	23,364
2	Street Mixed-Use	2	4810	9,620
3	Parking Garage	5	35,421	177,105
4	School Department 1	2	9882	19,764
5	School Department 2	2	12524	25,048
6	Student Center + Library	4	9,265	37,060
	Student Center Parking Garage (floors 3-4)	2	9,265	18,530
7	Facilities 1	1	6,017	6,017
8	School Department	2	7,024	14,048
9	Kiosks	1	1,000	1,000
10	Daycare	1	5,904	5,904
11	Faculty Housing	3	5,200	15,600
12	Street Mixed-Use	5	5,200	26,000
13	Street Mixed-Use A	5	4,265	21,325
	Street Mixed-Use B	2	2,019	4,038
	Street Mixed-Use C	4	2,557	10,228
14	Mixed-Use Private Residential	3	5,200	15,600
15	Facilities 2	1	7,200	7,200
16	Student Housing A	4	2,860	11,440
	Student Housing B	4	3,220	12,880
	Student Housing C	4	4,026	16,104
17	Parking 2	4	10,000	40,000
<b>Open Space</b>				
	<b>#</b>		<b>Footprint Sqft</b>	
	1		7,120	
	2		6,190	
	3		9,060	
	4		7,070	
	5		8,000	
	6		9,600	
	7		12,600	

## Land Use Statistics