NEXT GENERATION VISUALIZATION

BRADLEY CALVERT, AICP — COMMUNITY DEVELOPMENT PROGRAM MANAGER
CITY OF BELLEVUE
E. BCALVERT@BELLEVUEWA.GOV
P. 425.452.6930

April 21st, 2018
OVERVIEW

- Traditional methods of input and visualization
  - Individual preference surveys
  - Static models
  - Static renderings

- New methods of input and visualization
  - Engaging method of identifying precedents
  - Live computer modeling
  - Virtual Reality
  - Improving accessibility and storytelling
PROJECT CASE STUDY

Wilburton Commercial Area
VISIONING - STANDARD PREFERENCE SURVEY

• Pose a question
  • Ex. “What kind of character do you think a new urban neighborhood should have?”
  • Answer: “I would like to see a local coffee shop.”
  • Character means different things to different people
    • Buildings
    • Businesses
    • Residential Types
    • Parks and Open Space
    • History, Culture, Heritage

• Limited examples provided

• Various interpretations of the question

• Doesn’t encourage conversation or consideration of new ideas

• What do we want this place to feel like? What is the experience?
VISIONING
VISIONING

• Diversity in provocations

• Can consider context

• Invites a more nuanced discussion

• Exchange of ideas and emotional responses

• How do residents and stakeholders want a place to look and feel
VISIONING — BUBBLE DIAGRAMS
VISIONING — STATIC MODELS/GRAphICS
INSTRUCTIONS

1. Review the Bellevue Urban transect diagram.
2. Assign a color to each environment (below) that you think should be in the Wilburton study area.

The Neighborhood Core for the Wilburton Commercial Area will reflect what you believe should be the highest density and intensity of uses (greatest mix of uses and tallest structures).

3. Draw the Neighborhood Core on the map using the corresponding color. Be sure to fill in colored area completely.
4. Fill out the rest of the map with the applicable colors.
VISIONING
TABLE WORKSHOP
TABLE WORKSHOP

Things to keep in mind
- Not shopping for buildings, streets, parks
- Find elements that you like
- Look for things that provide an emotional response on how a place should, or shouldn’t feel
- How could that translate to a new urban neighborhood
- Make notes
  - On the back of the cards
  - On the maps

What will we do with this information
- Compare it to prior exercises
- Survey results
QUESTIONS?

BRADLEY CALVERT, AICP — COMMUNITY DEVELOPMENT PROGRAM MANAGER
CITY OF BELLEVUE
E. BCALVERT@BELLEVUEWA.GOV
P. 425.452.6930