

SP25 DES3515  
Research Studio:  
Blissful Futures

# THE EDISON PROJECT

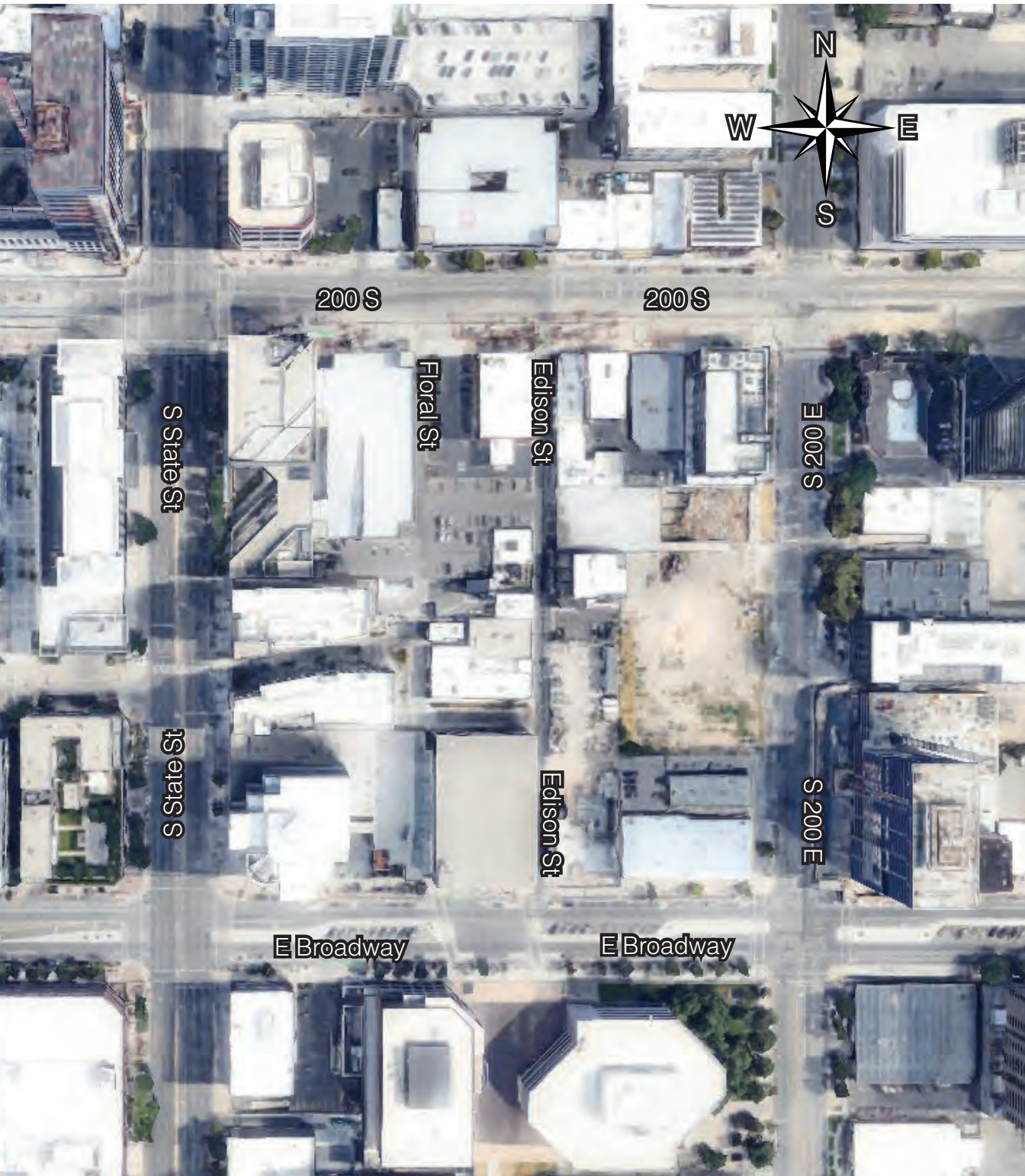
*Collen Spencer, Olive Yoo, Preston Seiter, Sav Cottam*



# Contents

Site Map.....	4
Abstract.....	7
Chapter 1: Introduction.....	11
History.....	12
Property maps.....	14
Small businesses.....	16
Blocks.....	20
Examples of successful designs.....	21
Chapter 2: Primary Research.....	25
Site Visits.....	26
Interviews.....	34
Movement.....	36
Chapter 3: Iterations + Process.....	39
Chapter 4: Conclusion.....	51
Final Iterations.....	52
1. Pocket Park.....	54
2. Display Alleyway.....	56
3. Mixed Recreation Area.....	58
4. History Walk.....	59
Steps for Success.....	61
Step 1.....	62
Step 2.....	63
Step 3.....	64
Step 4.....	68
Step 5.....	70
Step 6.....	71
Step 7.....	72
Acknowledgements.....	75







# Abstract





Throughout the years, Central Salt Lake has been facing the larger issue of a loss of small-scale, independent, commercial spaces. Seeing that small-scale businesses are essential to the vitality and charm of any urban area, such loss carries with it huge social and economic implications. Edison Street, nestled within one of State Street and East Broadway's blocks, is a prime example of this growing crisis.

With a historically, culturally, and structurally rich foundation, Edison is full of both pain points and opportunities regarding its present day usage—the main issue being a massive underutilization of the currently car-centric space, which does little to support its multiple local businesses.

Through this semester-long design research exploration, The Edison Project group conducted site visits, observations, interviews, as well as extensive secondary research to better understand the interactions and actors within Edison Street.

Urban environments are everchanging, this is inevitable. However, localized, human-scale urban design can strengthen cities and combat against the loss of local businesses. The Edison Project aims to create a diverse and self-sustained environment within Edison Street through speculative, research-backed, site-specific redesigns of pre-existing, misused infrastructure.





# Chapter 1: Introduction

Relevant background information and secondary research findings

## Edison Street's History of Displacement

Rachel Quist, an archaeologist at the U, was an important source of research, revealing that Edison Street, once called Franklin Avenue was home to a large population of Black residents.

When the first Black residents moved into Franklin Avenue in the mid-1880s, the street was already a difficult neighborhood. Rent was relatively cheap due to poor sanitary conditions as well as the surrounding brothels and gambling dens.

Franklin Avenue was referred to in multiple newspapers as having a, "slimy, green, stagnant pool [that] emits a very nauseating effluvia these warm days and is bound to make somebody sick..." a "Dark Town" (Quist, 2025).

In 1906, Franklin Avenue was renamed Edison Street, initiating the rebranding of the area—

displacing tons of black residents and constructing white commercial districts in their place.

"Many of the displaced residents moved to the south end of the Central City neighborhood" (Quist 2025).

Once a budding commercial district was established, the city decided to invest in better utilities and beautification efforts and in 1909, Edison Street was paved with cement and sidewalks.

As designers, we acknowledge the history of gentrification

of underprivileged communities of Edison Street and how our proposed design implementations could contribute to further gentrification and sterilization of the space through the loss of local businesses and the subsequent take-over of corporate businesses



and mindless modern design.

Edison Street's past, while an important memory and a contributor to the historical significance of the space, should not take priority over the current history of Edison. Thus, we have made a conscious effort to create an environment with the potential to grow which is harmonious in both past and present.

and mindless modern design.



*Voyles Meat Market at 152 E 200 S, 1910. Now  
Laziz Kitchen*

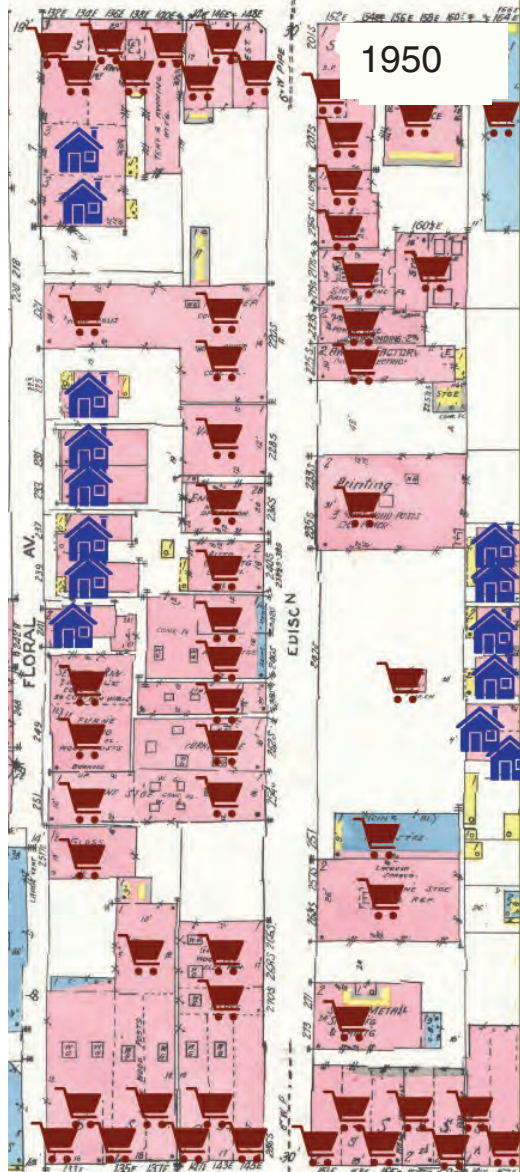
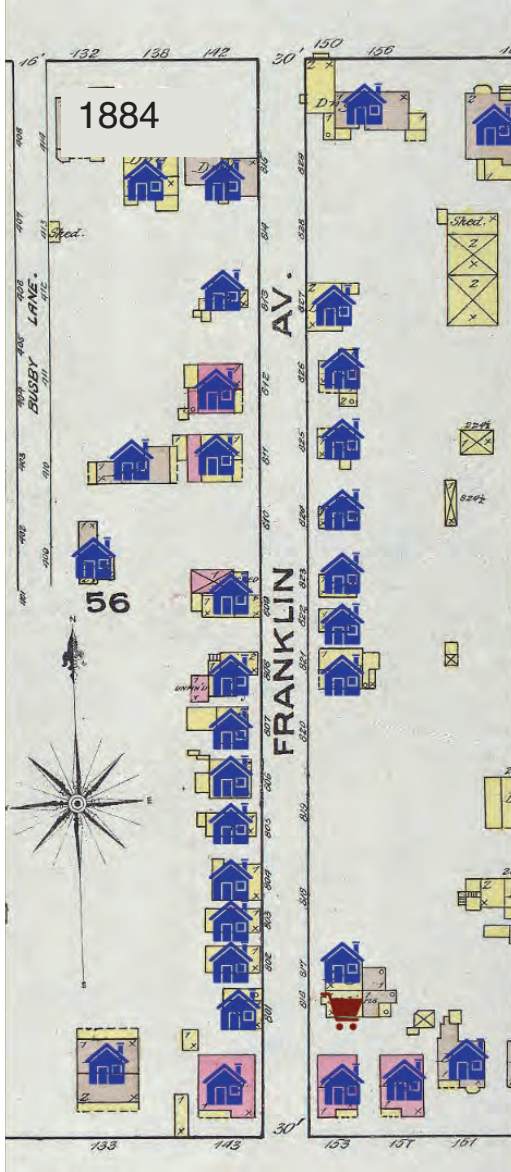
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Modern day Edison Street, containing a mix of residential areas and local businesses, is now facing another form of displacement. The local and independent businesses that call Edison home, are the backbone of the area's charm and appeal, and contribute to SLC's uniqueness, yet remain unsupported by the surrounding infrastructure.

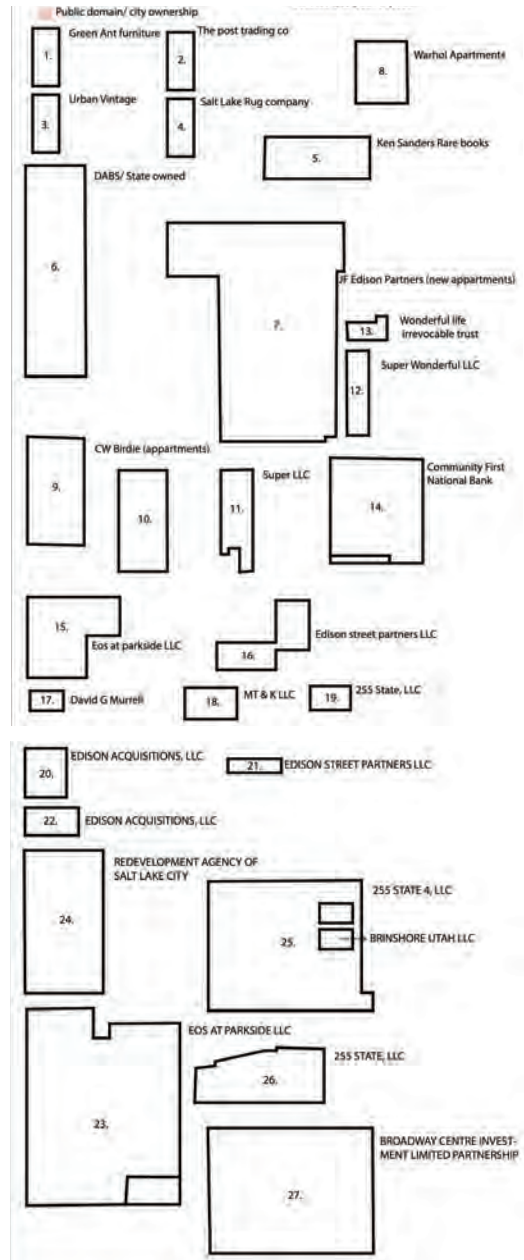
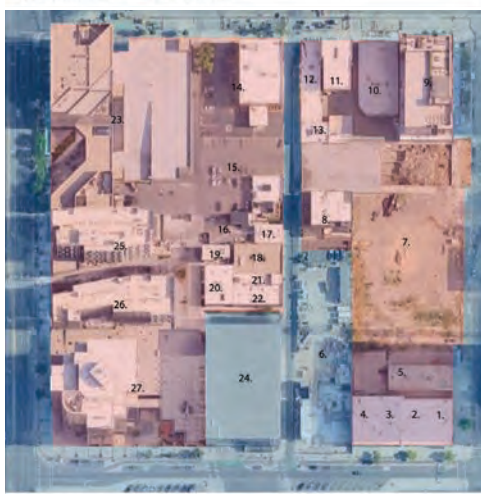
Shops have consistently been, and are at risk of, going out of business. Despite its potential as a prime pedestrian-traffic area, Edison is dominated by car-centered, non-pedestrian spaces such as parking lots, wide roads, and unwelcoming alleyways.

# Property Maps

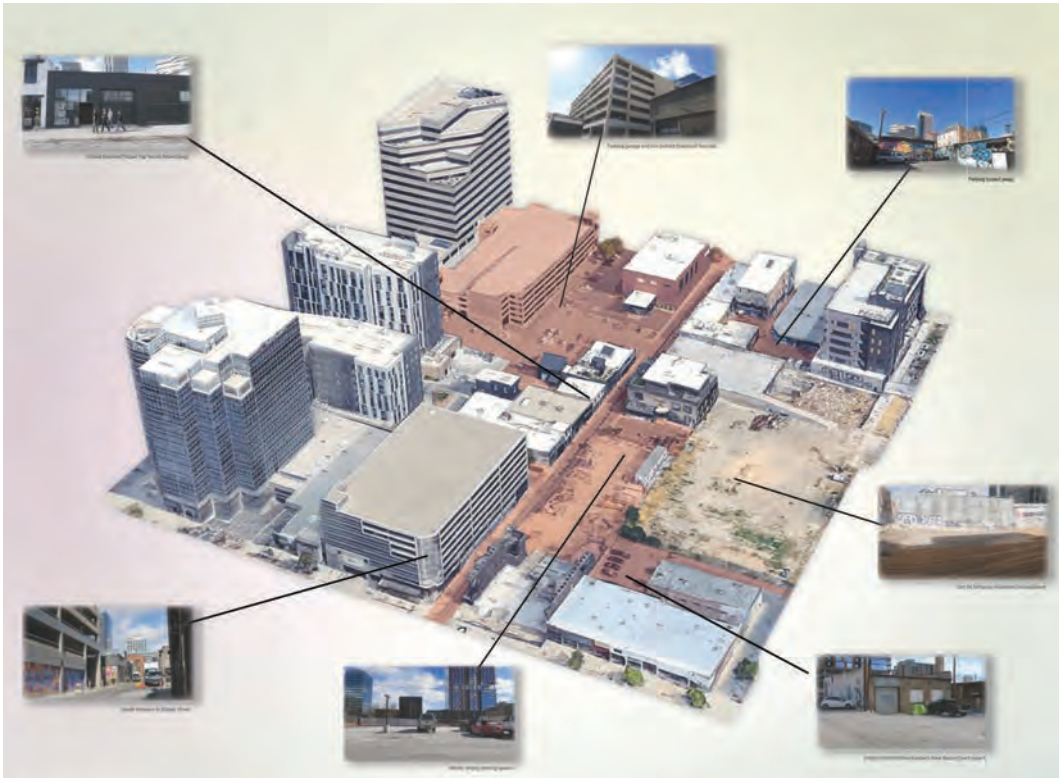
Historical property maps depicting commercial development and gentrification along Edison Street.



-  = Residential buildings
-  = Commercial buildings



Current property ownership and access maps. As part of SLC's Central Business District (CBD), despite private ownership, Edison Street is inclusive of the public.



*Iterative map depicting spaces for potential development of localized design solutions as well as closed businesses on the street.*

## **Why Small-Scale Businesses Are Vital**

The Edison Project's focus on local businesses was guided by research and observation.

In *Death and Life of Great American Cities*, Jane Jacobs emphasizes the importance of small businesses in maintaining the vitality and diversity of urban neighborhoods. She argues that small businesses dispersed in neighborhoods are essential for creating space for mixed-use activities which promote natural human activity.

These businesses also contribute to the safety and economic health of an urban area because they foster a sense of local, personalized identity and belonging—something that larger, corporate entities do not support. And compared to the homogenization and sterilization of structures these corporations bring, small businesses rely on pre-existing, older buildings for affordability—which contributes to character building.

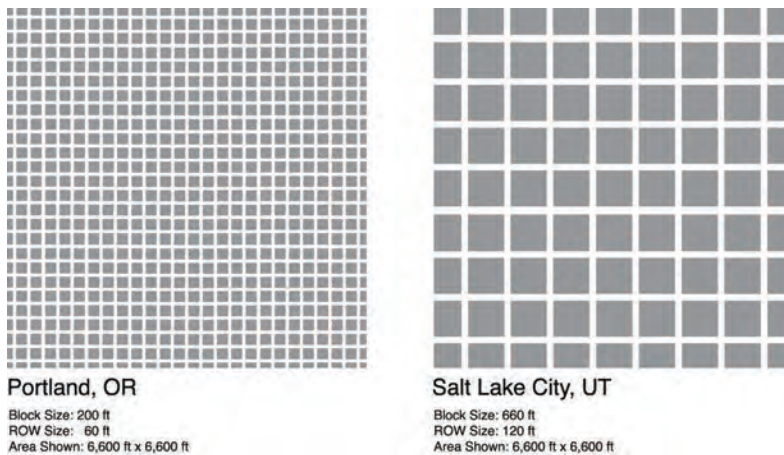
On and around Edison are a diverse array of different local businesses: record store, multiple restaurants of varied cuisine, bars, residential apartments, bookstore, multiple interior decorating stores, coffee shops, theaters, printshop, etc,. In contrast to the unique character of these establishments and their older, more weathered architecture, the surrounding infrastructure is sterile and car-dependent.

Thus, in designing to support and preserve these small businesses, The Edison Project aimed for direct engagement and understanding of their different wants and needs. Our priority was to develop human-scaled design solutions that would draw more pedestrians into vicinity of the shops, fostering spontaneous and consistent activity in the area.

## Blocks of Salt Lake City

At 660 ft<sup>2</sup>, SLC blocks are the largest in any U.S. city. Walking across one side is comparable to that of crossing two football fields. For reference, nine Portland, Oregon blocks can fit within a single Salt Lake City block. This supersized grid layout was designed by Mormon settlers based on church leaders' Plat of Zion. The Plat was a conceptual plan which centered agriculture, single-family homes, and the Mormon temple.

While this grid worked well for the 19th century, Salt Lake City's rapid population growth has led to unsatisfactory development (Greenspan, 2019).

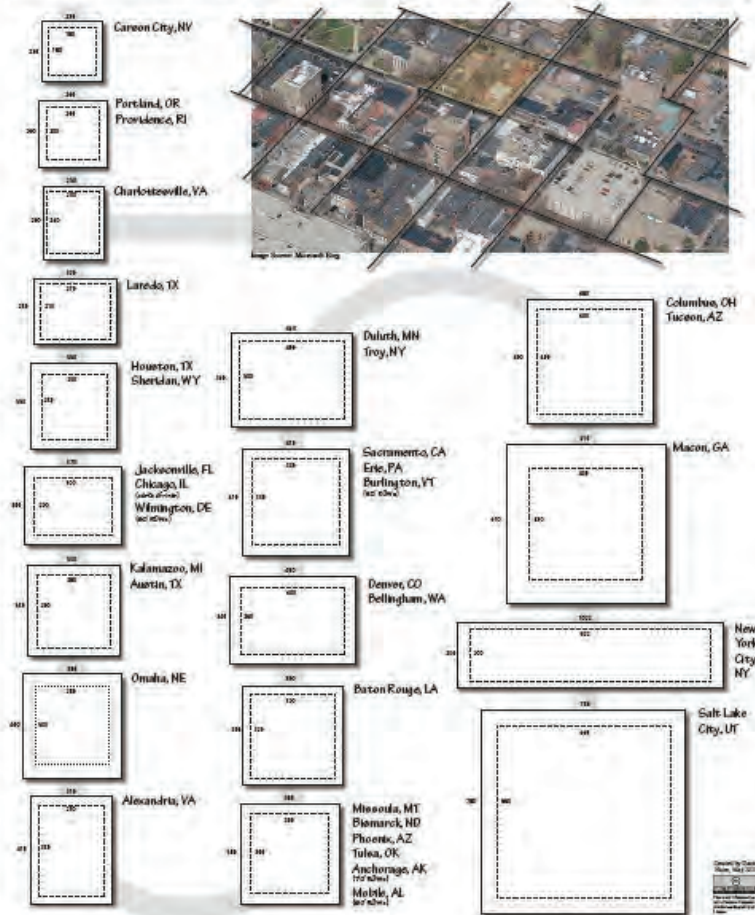


*Portland and Salt Lake City block size side-by-side by Daniel Nairn*

### Large block sizes have inherent barriers:

1. Inhuman scale, Limited walkability, and Reduced Connectivity: Superblocks with their, long and disengaging streets, discourage walking and rewards auto-dependence. Such reduced movement options limit interactions between people and their environment, producing to static, inorganic urban spaces.
2. Ownership and Barriers to Incremental Growth: Large parcels of land, if owned by a single entity, can be deemed private—effectively excluding the public. Developments of the block are also often completed together, which creates a monotonous cityscape compared to that of an older block with organic layering and development over time. Corporate ownership also makes it difficult for local businesses to thrive as they are often priced out.

## THE VARIETY OF AMERICAN GRIDS



*American city street grid comparisons by Daniel Nairn*

However, in the context of our chosen block and Edison Street, these barriers are overcomable.

Located within the Central Business District (CBD), this block is part of this district's purpose in being the city's multi-functional economic and social hub. Developments within the CBD should contribute to Salt Lake City's identity.

In addition, multiple property owners of the space as well as a long history of incremental growth has led to mixed-age buildings and affordable rents, supporting small-scale businesses. And despite the block's car-centered nature, these older buildings help create a more human-scaled environment.

There is also a strong foundation for permeability within the block. Along with Edison and Floral Street being transitional intersections are smaller alleyways which are less exposed than the outskirts of the block. These features aid in breaking up the block's massive scale. Although each mid-block corridor lacks connectivity to each other, they serve as a starting point for further dispersion.

## Why Alleys Are the Most Important Spaces in a City

Alleyways are re purposed in response to how the city evolves. They operate simultaneously at vastly different scales. From solving large scale logistical problems of urban flows to more human scaled opportunities for occupation. Alleys have survived the transition from horses to cars.

Alleys were the domain of the working class folks like garbage men, peddlers, and trades people. They were spaces for horses and lined with coach houses which provide stables and apartments for their keepers. It's also where horse manure was stored before being carted away.

In working class areas, Alleys were a place to start a business, or for public gathering. It wouldn't have been uncommon to find a small manufacturing space or repair shops lining an alley, apartments, or children's play areas.

There is something intimate about the scale of an alleyway. William Volcer says "To move through alleys today is almost to move through another place in time" There scale and variety of elements can be quite comfortable. Also makes a space susceptible for being a safe-space for crime. Alleys tell a story, even if there is a sense of danger, there is something romantic about them.



*Re-Imagining an Alleyway on Edison Street.*

## Successful Mid-block Alleyways

In other countries like Asia and Europe alleyways have been around much longer and have developed a productive way of utilization and new attitude toward them.

Japan Shinjuku Golden Gai Festive, popular city district famed for its narrow, winding



*LiFe 2023, Japan Shinjuku Golden Gai*

alleys & numerous snug taverns.

Passageways initiative in Chattanooga Tennessee

The purpose of Passageways is to re-imagine Chattanooga's alleyways; to breathe life into these auxiliary spaces, to create a place, a destination

in itself, and to demonstrate the value, the importance, and the potential of these between spaces and the significance they have to our built urban fabric.

ACTIVATE is an initiative by the Chicago Loop Alliance (CLA) designed to transform underutilized urban spaces—such as alleys and streets—into vibrant, immersive public experiences. It merges art, music, performance, and interactive installations to re-imagine how people engage with the downtown Loop area.

Key Aspects of ACTIVATE:

- Pop-Up Art Events
- Reclaiming Public Space
- Community & Economic Impact
- Free & Open to the Public



*Activate, August 2015. (Courtesy Jennifer Catherine Photography)*

## Examples of Alleyway transformation in SLC

New Urbanist movement

The New Urbanist movement strives for: walkability, community, low environmental impact.

The Salt Lake City government is taking steps towards improving walk-ability downtown by breaking up blocks into more human-scaled sections.

One current project is on Regent Street, once only an access road to downtown parking structures, is now being developed into a pedestrian walkway that leads to a plaza dedicated for outdoor events.

features include:

- Community Connectivity
  - Transforming a vehicle centric alleyway to a pedestrian corridor
  - Upgrading connections to both State and Main Streets and public transit
  - Celebrating and expressing the street's heritage through artistic representations
  - Re-energizing the corridor to support new commerce
  - Energy-Saving Design Strategies including programmable LED lighting
  - Recycled Material use for key design elements.
- (ASLA , U. (2025).



Rendering courtesy of Utah City

## Granary Row

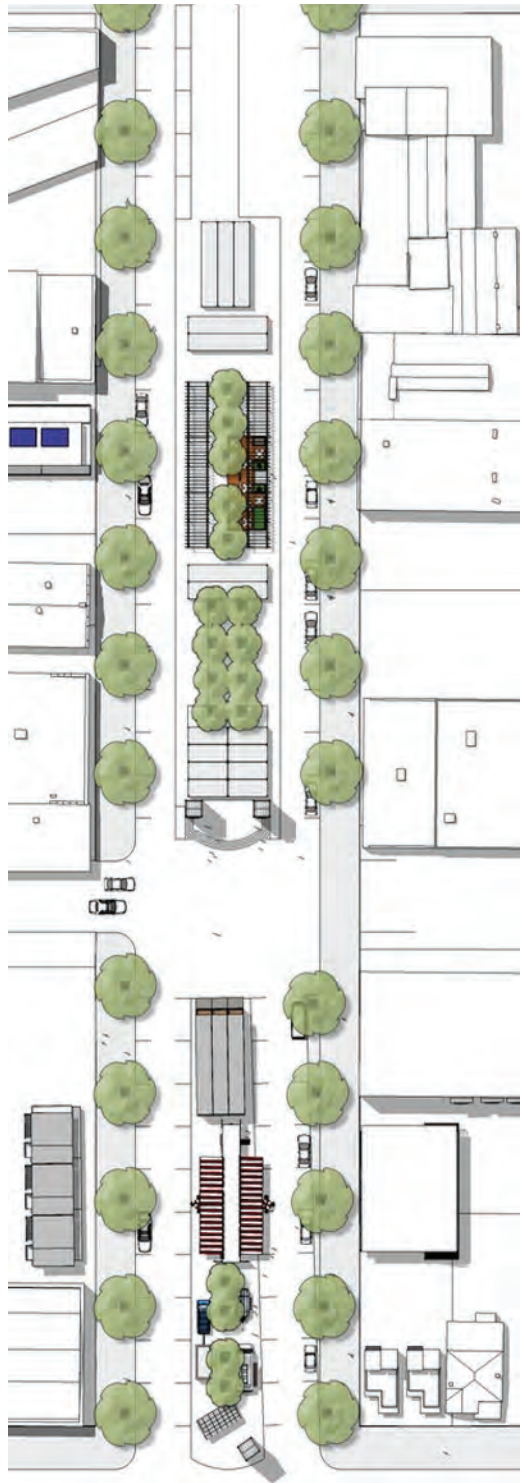
Seasonal pop-up festival that has operated for two years, uses old shipping containers to create retail stores and an open-air stage, and a beer garden has been fenced off—all in the middle of the road, along a block-length section of an old industrial area.

On Friday and Saturday nights, the place is hopping with live music, food trucks, and crowds of people.

### A CALL FOR CHANGE

The stakes for creating a denser, more walkable Salt Lake City are high. SLC has some of the worst air pollution in the nation.

In addition, the population is expected to double by 2050, and will be unable to expand its city limits because of the constraints of mountains to the east and a Salt lake to the west.



*Watkins, Granary Row Temporary Plan,*



## Chapter 2: Primary research



## Sight visits

To complement our secondary research, our team conducted routine site visits. After documenting the space, some key takeaways included an overall underutilization and Deterioration of the block. The space contains two large parking garages at the north and southeast ends. Despite this, massive empty parking spaces dominate the block. These empty lots go largely unused. In addition to wasted space, our team noticed several underdeveloped areas. These areas consist of rubble from half-demolished infrastructure, as well as an overall abundance of trash in the space. For such a historic and unique block in Salt Lake City, we knew something must be done to preserve it.





Our group decided to base our interventions directly off of our observations. We are implementing design solutions to bring purpose to empty and decomposing space. More on that later.

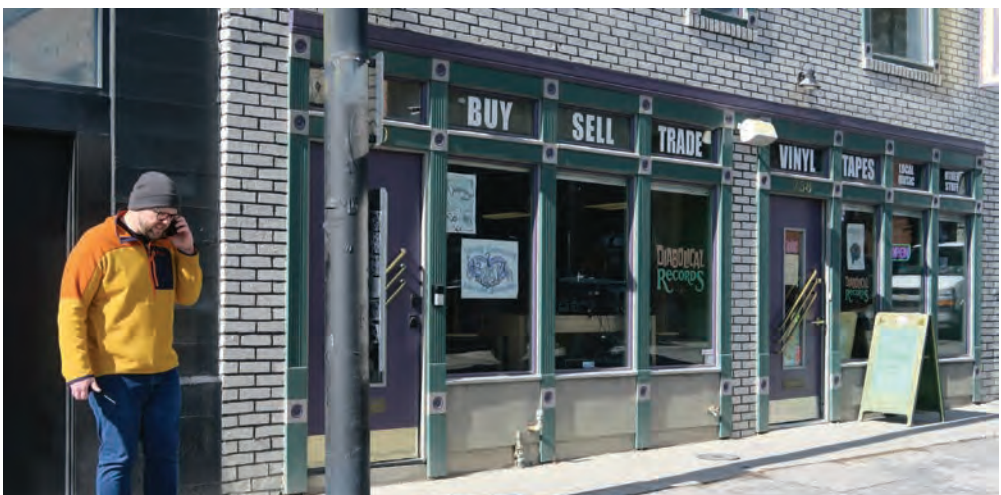
## **Businesses on Edison St.**

During our visits, we noticed a number of businesses have recently closed. Secondary research pointed to a similar occurrence over the lifetime of the block. Most notably, Super Top Secret, Ken Sanders Rare Books, and Campos Coffee. Unfortunately, we were unable to meet with the business owners. Institutions like these are what bring culture and value to certain areas of the city. Based on the Financial struggle of this area our team made designing for current businesses a priority.





Although this block is in decline, there are numerous businesses successfully operating off of Edison St. The Green Ant, Salt Lake Rug Gallery, Diabolical Records, RocTaco, and Fice gallery all offer excellent community based services. It is important to protect the livelihoods of these business owners and their contributions to this area.





Being some of the primary stakeholders of the block, we decided to meet with them and see what their needs are. Over phone and in-person interviews, we compiled a brief list of business needs and how they could potentially benefit from our design intervention. More successful local businesses contribute to a better culture of the block, something that, in its current state, is struggling.

Below we have included some of the most notable interviews from “Diabolical Records”, and “The Green Ant Furniture.”



## Diabolical Records - Adam

-“The city desperately needs a free all-ages music venue.”

-Adam is forced to have shows in his small store. He risks damage and theft to put on these shows and would hold more if he had access to a venue space.

-Adam has the capitol house shows but its often too much work for him.

-Adam currently has plenty of open space behind his shop but cant really use it for anything besides parking

-While parking right behind his shop is convenient for him, Adam would be open to re-purposing that space for the sake of his business.

-A simple intervention for Diabolical Records would be to include a free multi-use venue space near his business.



### **The Green Ant - Ron & Tingh Green**

- “We commonly hold sidewalk sales just out there, we technically need city permission but we do it anyway”
- Ron does not have city permission to hold his sales and can be shut down by the city at anytime.
- Sidewalk sales greatly increase excitement around his business and boost his sales.
- Ron has an unused alleyway behind his business half owned by himself and the other half owned by Salt Lake Rug Gallery.
- He is open to sharing the unused space if it allows his business to gain more following.

## **Interview Summaries**

### **Urban Vintage Rug Gallery**

- Would like to have an outdoor space to sell rugs during summer days, is open to working with the Green Ant
- Laws and regulations prevent the owner from using the sidewalk space
- Would benefit from outdoor gallery space

### **Dabs State Liquor Store #1**

- Requires customer parking, but Parking can be shifted to garage next door
- Outdoor Recreation areas/re-purposed block will attract more visitors

### **Roctaco**

- Customers are stuck inside a small, cramped restaurant, and could benefit from outdoor seating on nice days
- Would reduce congestion and increase dining satisfaction

### **Warhol Lofts**

- Needs parking for residents, yet could be shifted to garages
- The oldest building on the block, and must be preserved
- Needs it's historical context to be noticed. Potentially through plaques or signage.

### **BMO Bank Branches**

- Needs parking, but could be shifted to the garages.
- Could benefit from an open "park" space for employees and customers to relax, potentially an outdoor waiting room.
- Reduce the stress of banking through green space

### **Rust and Relic**

- Recently closed

### **Franklin Ave Cocktail and Kitchen**

- Has outdoor seating
- Could benefit from more outdoor seating during daytime operations
- Needs a way to stand out from Warhol Apartments, currently tucked behind them

### **Laziz Kitchen Downtown**

- Has outdoor seating for in-house, take-out opportunities will be improved with additional seating options
- Parking can be relocated to garages.

### **Fice Gallery**

- Holds events in the block, has difficulty keeping people in the space.
- Concrete parking areas are usable for them; however, not ideal.
- Designated space will help events stand out and do better for the stores and the block by keeping people in the environment

### **Este Pizzeria downtown**

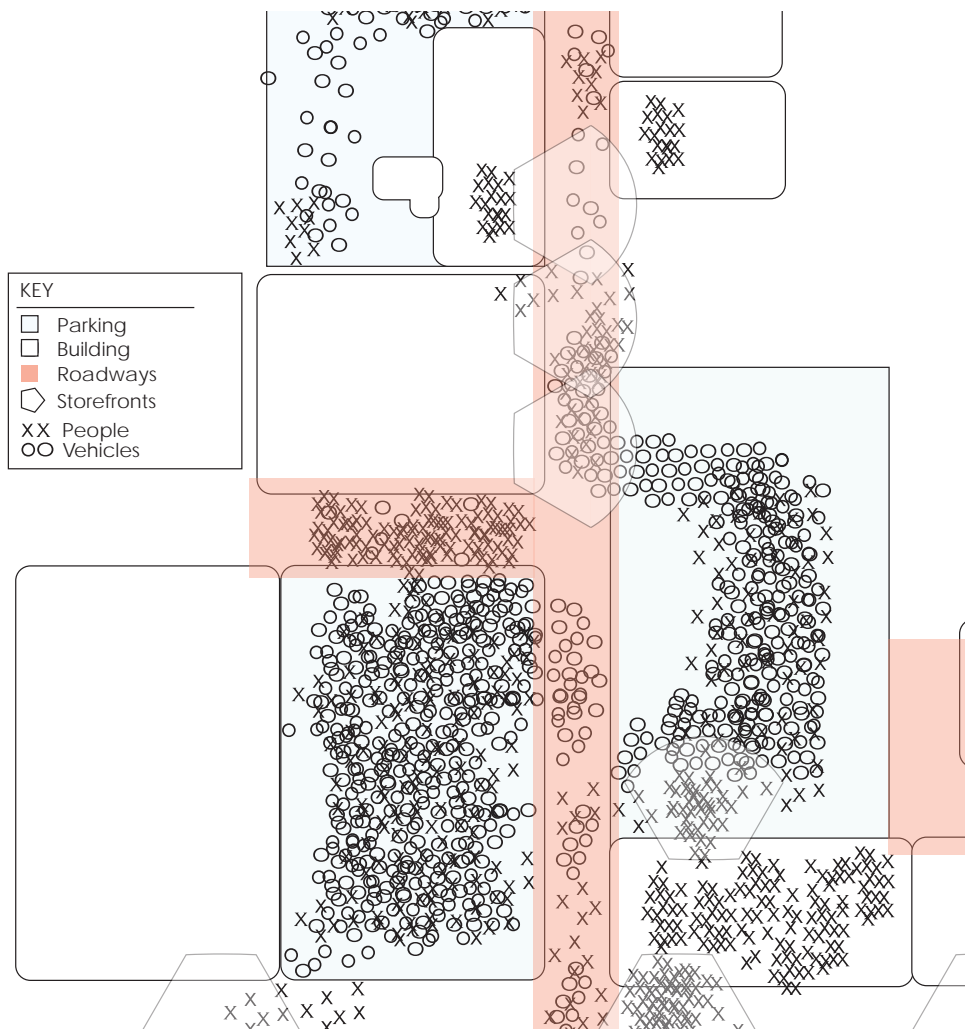
- No outdoor seating for customers to eat at, would benefit from public seating space
- Often run out of seating on busy days

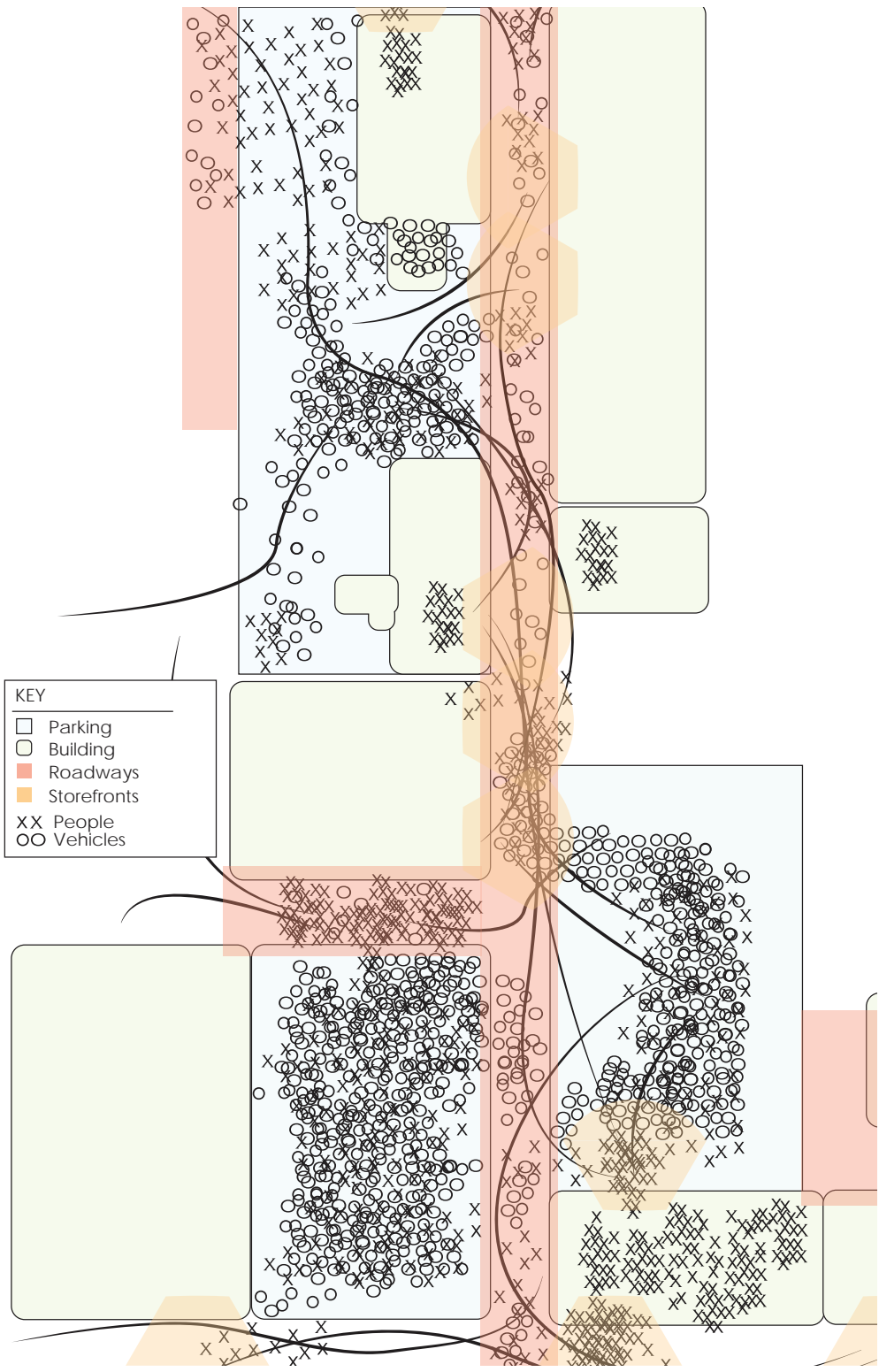
### **Copper Palate Press**

- Houses live shows in their store
- An outdoor space would allow them to contribute to galleries by showing different screen prints
- Their alleyway is already used for art events, yet could easily be improved through resurfacing and seating additions
- Works together with Fice Gallery but has no specific space to do it.

## Movement of the block.

Understanding movement within the block will help us to comprehend the actions of local pedestrians (stakeholders) of the space. Currently, people spend most of their time in the empty lots interacting with vehicles. There was little foot traffic lining Edison St., the most culturally prevalent section of the block. This is not surprising based on its observed condition. According to the map, people do not walk on Edison St., a possible reason for its decline. How can we implement design solutions to bring people back into the space to improve it?





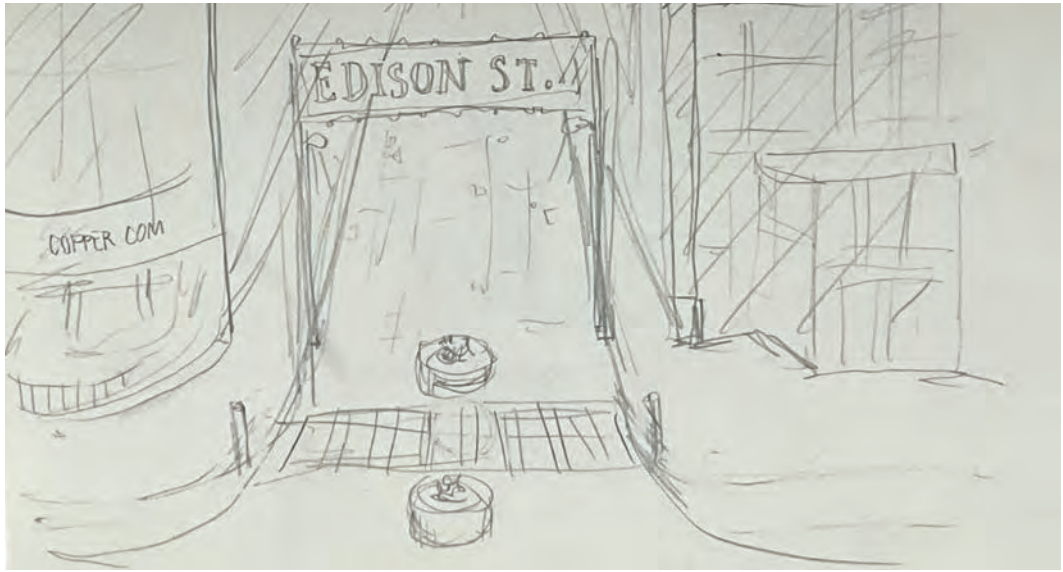


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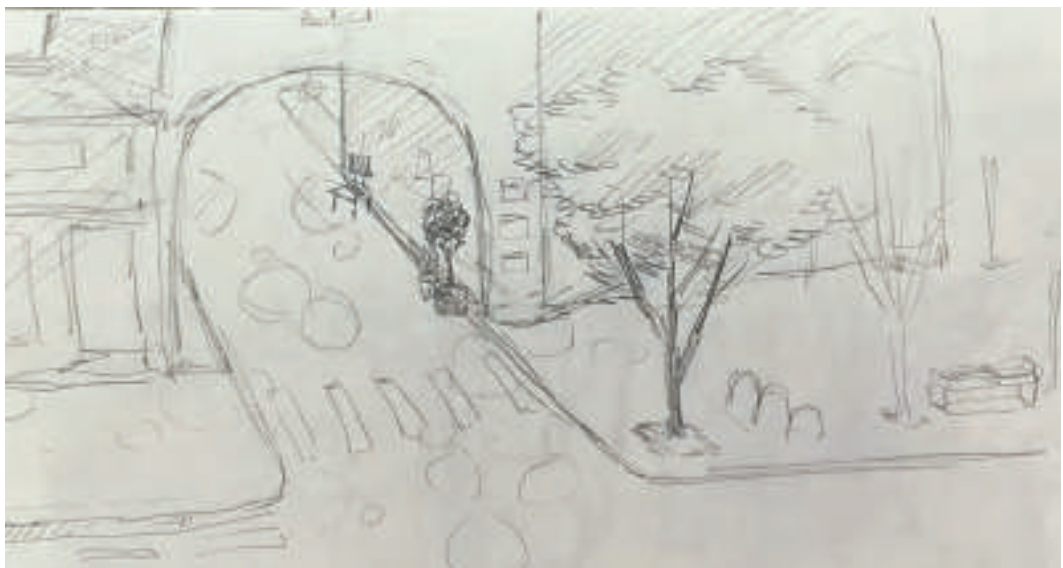


# Chapter 3: Iterations + Process



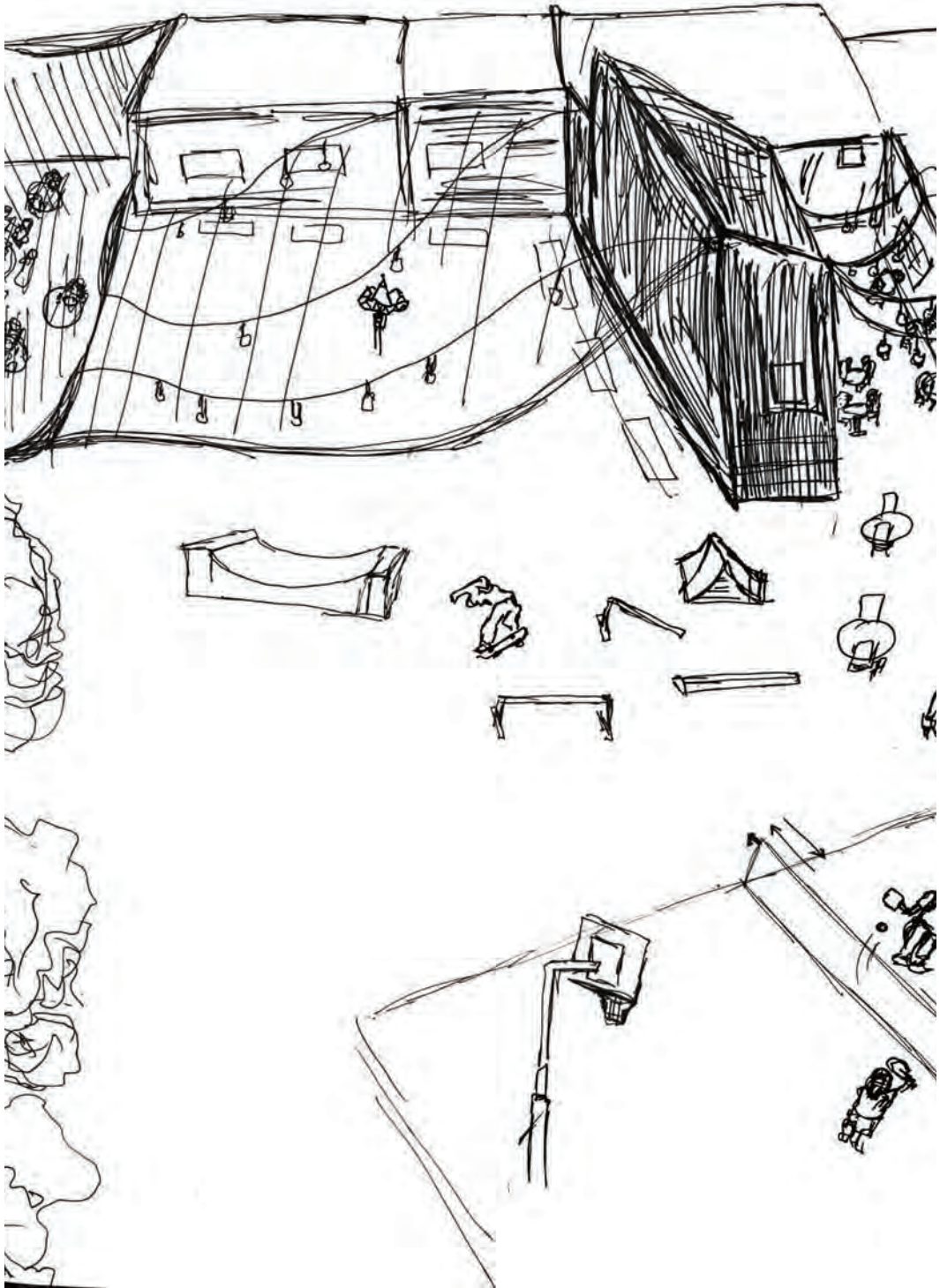


*Early illustrations showing potential space-making tactics. Arches, signs, and flower pots may be used to separate Edison Street from the rest of the city.  
(Olive Yoo)*

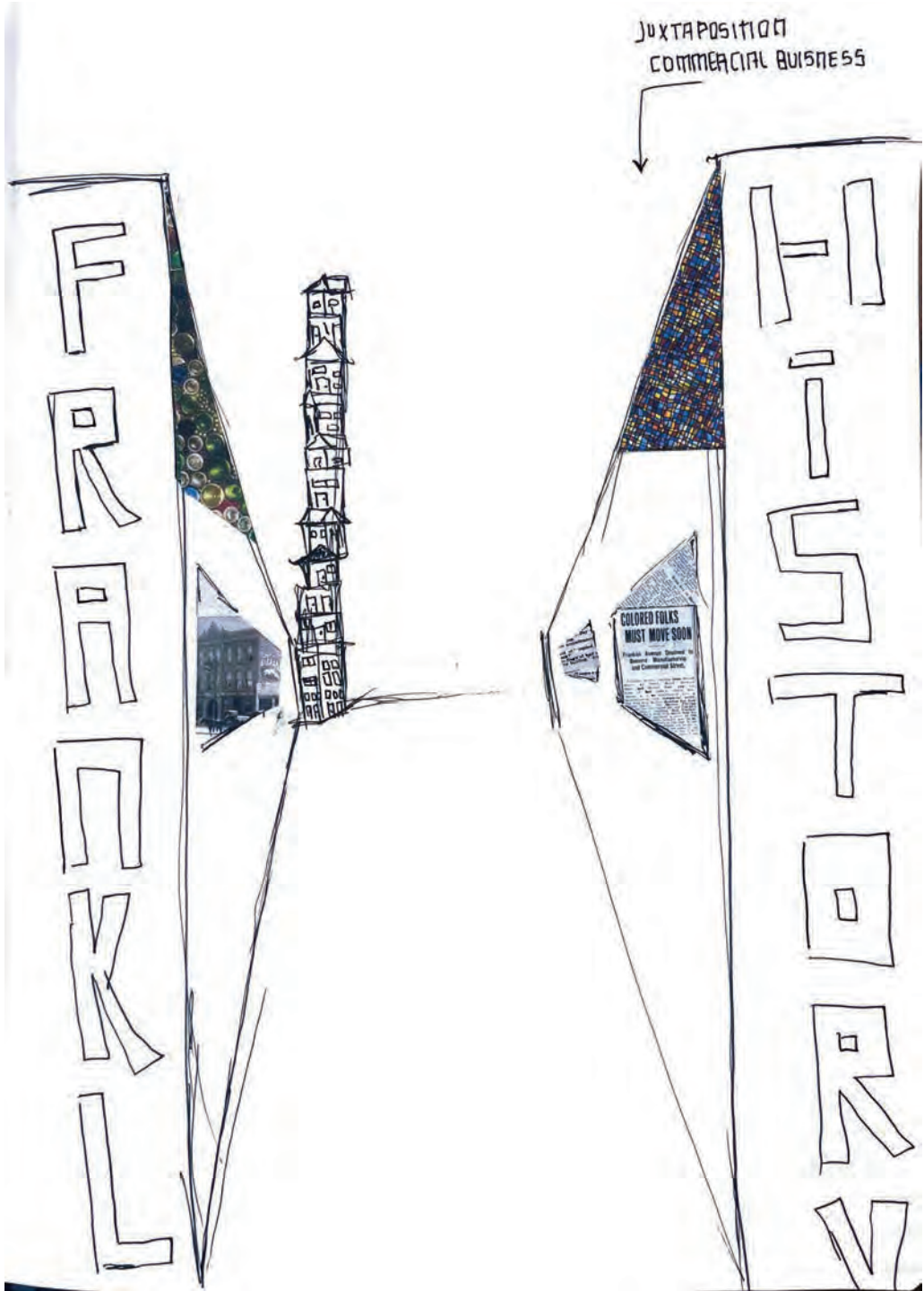




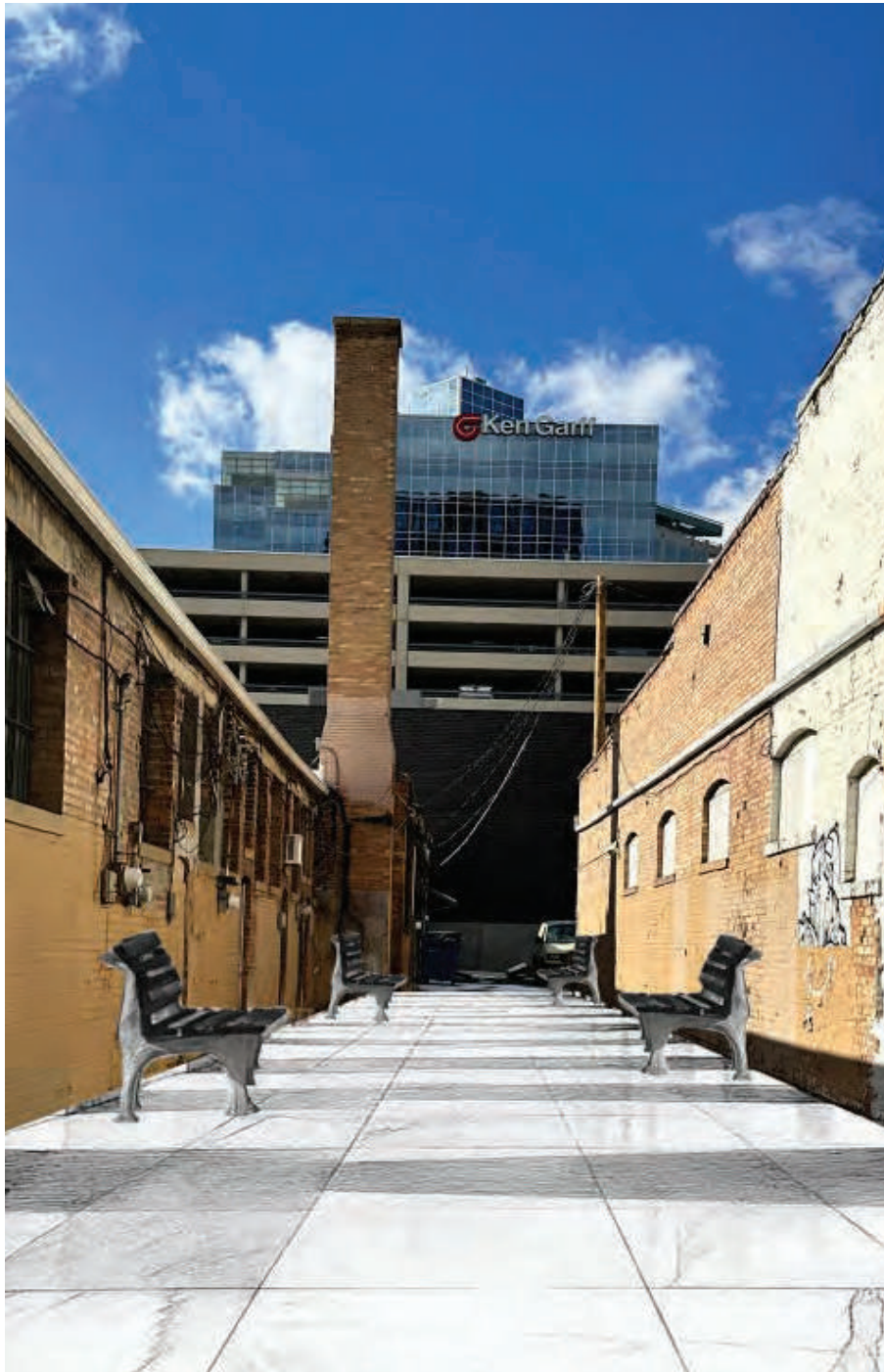
*Lingering space iterations, redesigning the parking lots  
(Olive Yoo)*



*Potential uses for oversized parking lot (Savanah Cottam)*



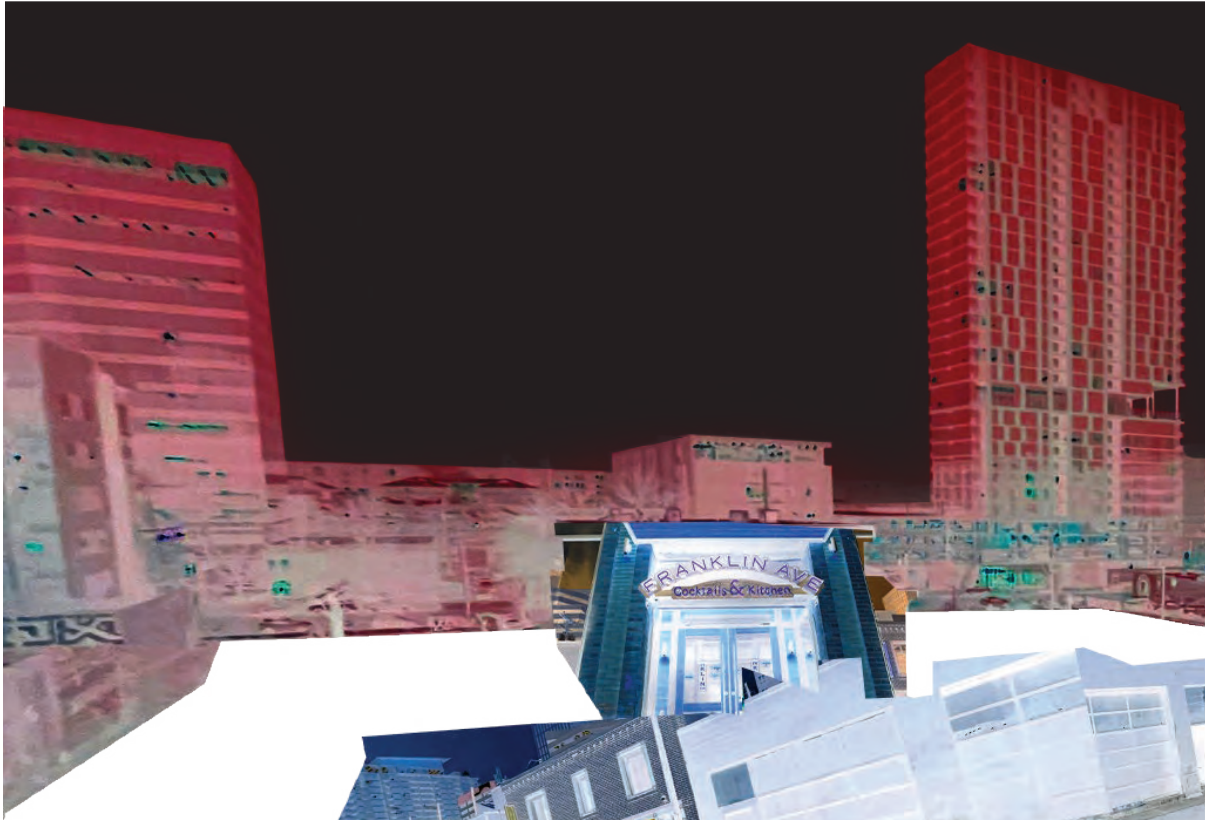
(Savanah Cottam)

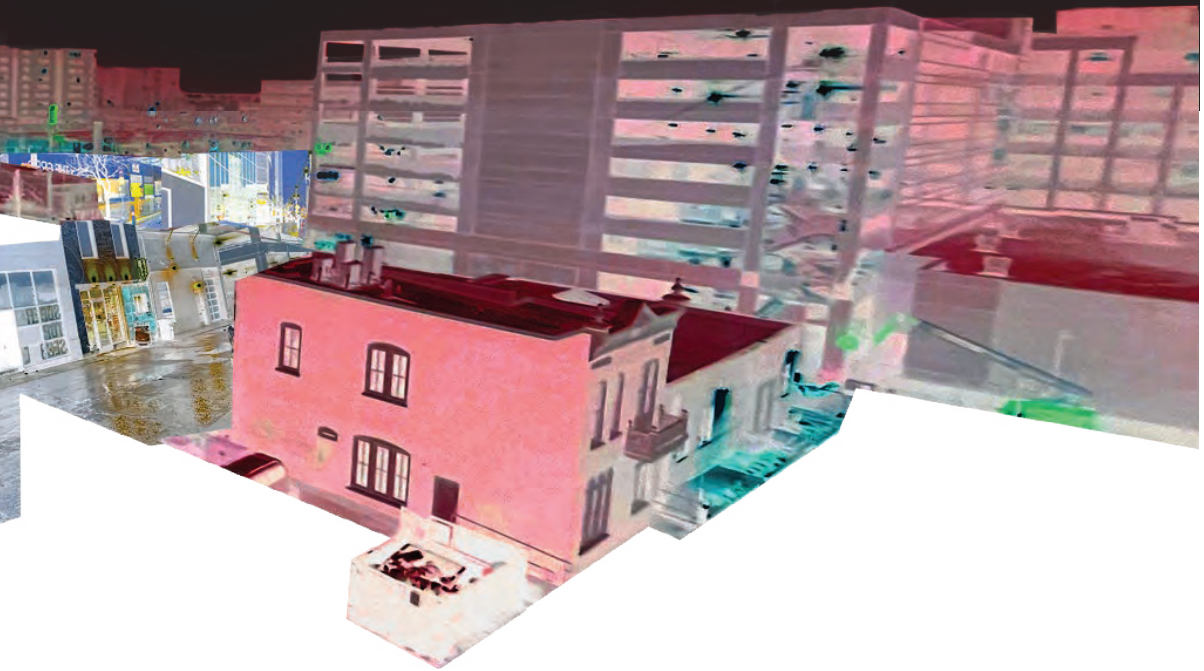


*Lingering space (Collen Spencer)*

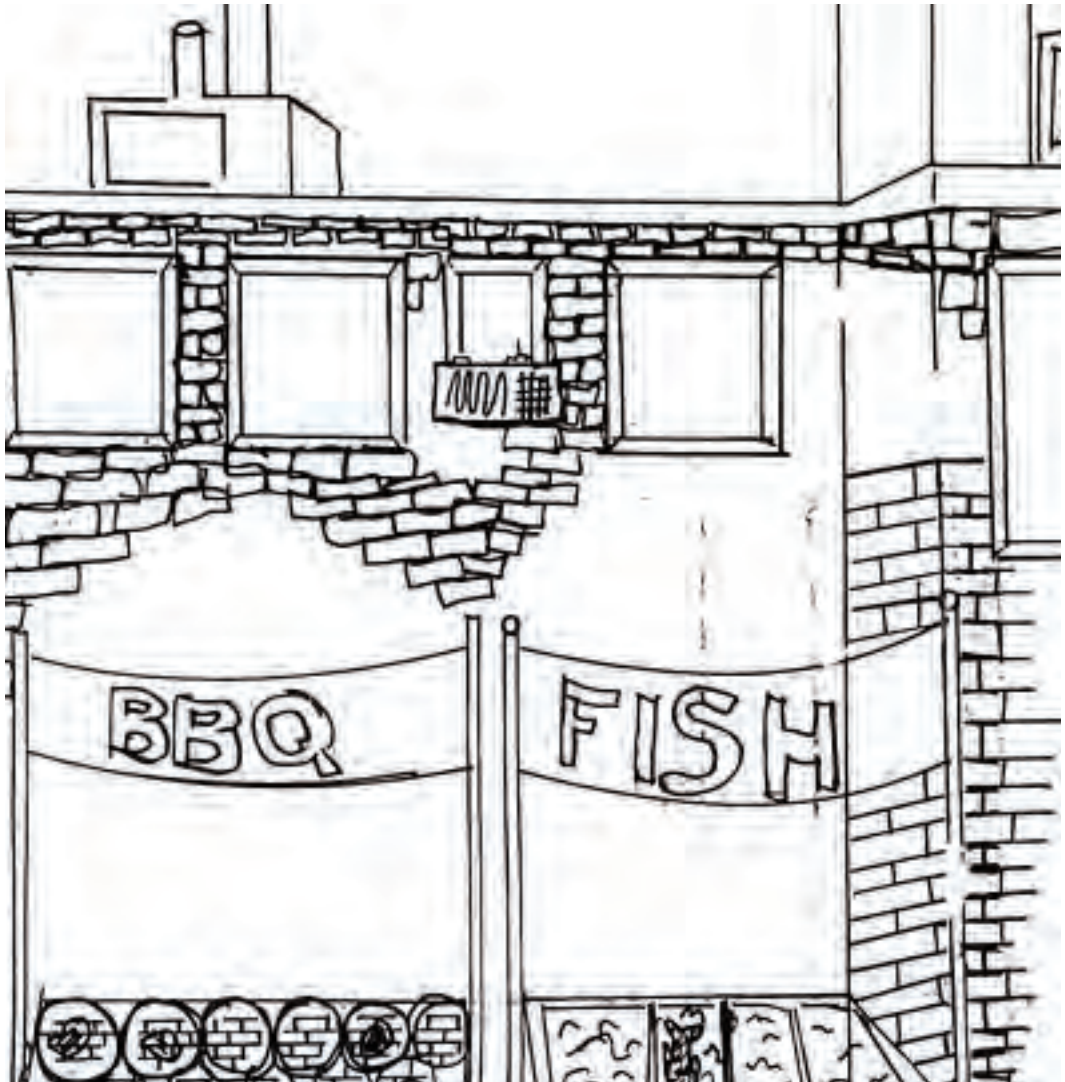


Early ideations of lot implimentations  
(Collen Spencer)



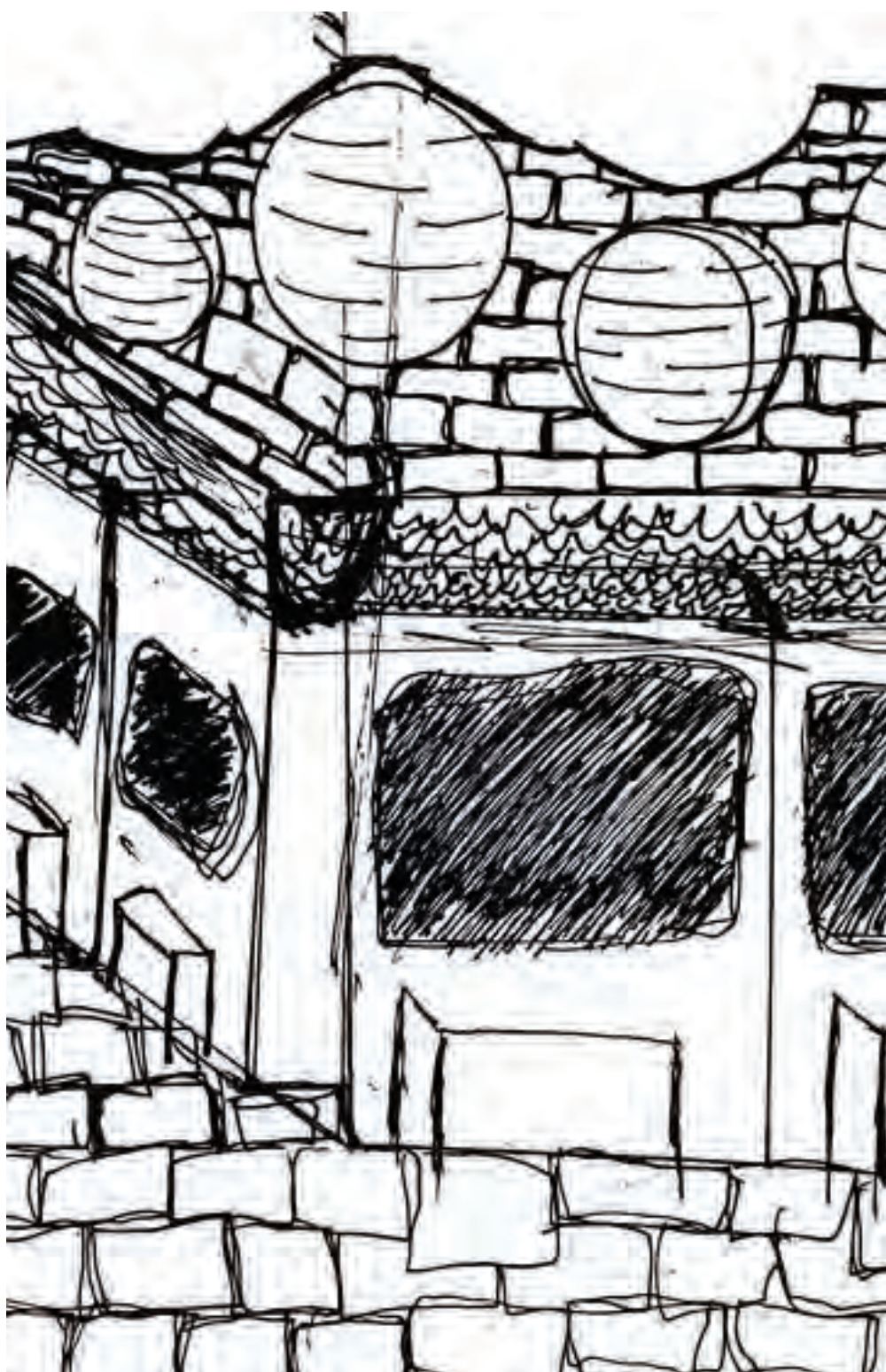


*Spatial map highlighting areas of opportunity (Preston Seiter)*



*These early renditions of marketspaces show the abundance of usable space in the Edison Street block. The food market(above) is shows how little space is needed to for these interventions to be implemented(Preston Seiter)*

*Low-volume-vendor-spaces(right) could be implemented to reduce the chance of these local businesses and vendors from being gentrified and replaced by corporate chains that would damage the culture that exists in the area(Preston Seiter)*





# Chapter 4: Conclusion



## Final Iterations

Based on research, iterations, and our initial crisis of the *loss of small-scale, independent, commercial spaces in SLC*, we decided on **four** specific design solutions for Edison Street:

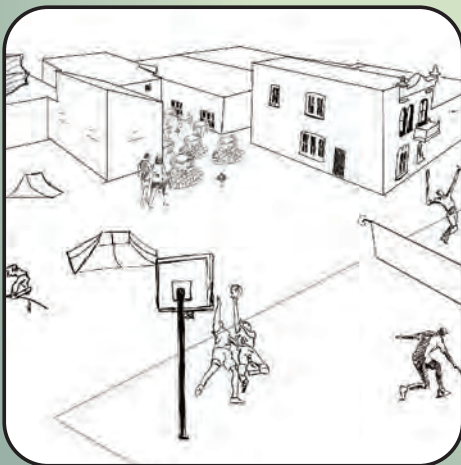
### 1. Pocket Park



### 2. Display Alleyway



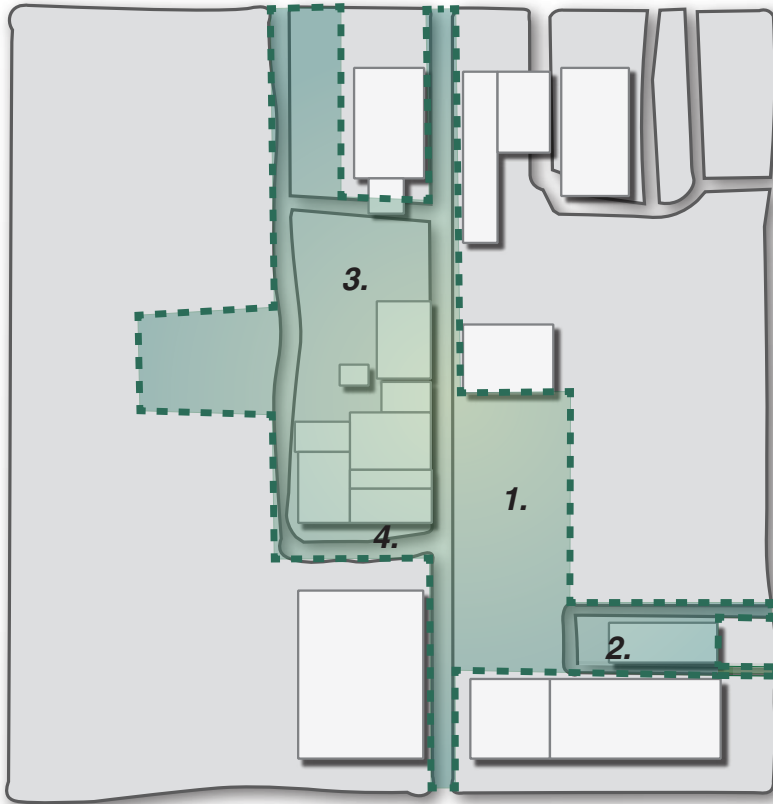
### 3. Mixed Recreation Area




### 4. History Walk



Focus area map



**KEY:**

-  **Intervention Area**
- 1. Pocket Park**
- 2. Display Alleyway**
- 3. Mixed Recreation Area**
- 4. History Walk**

## 1. Pocket Park

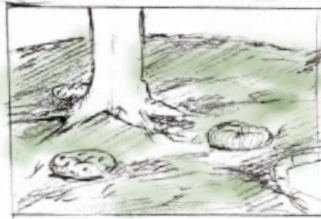
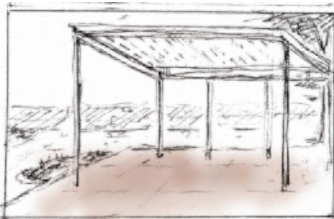
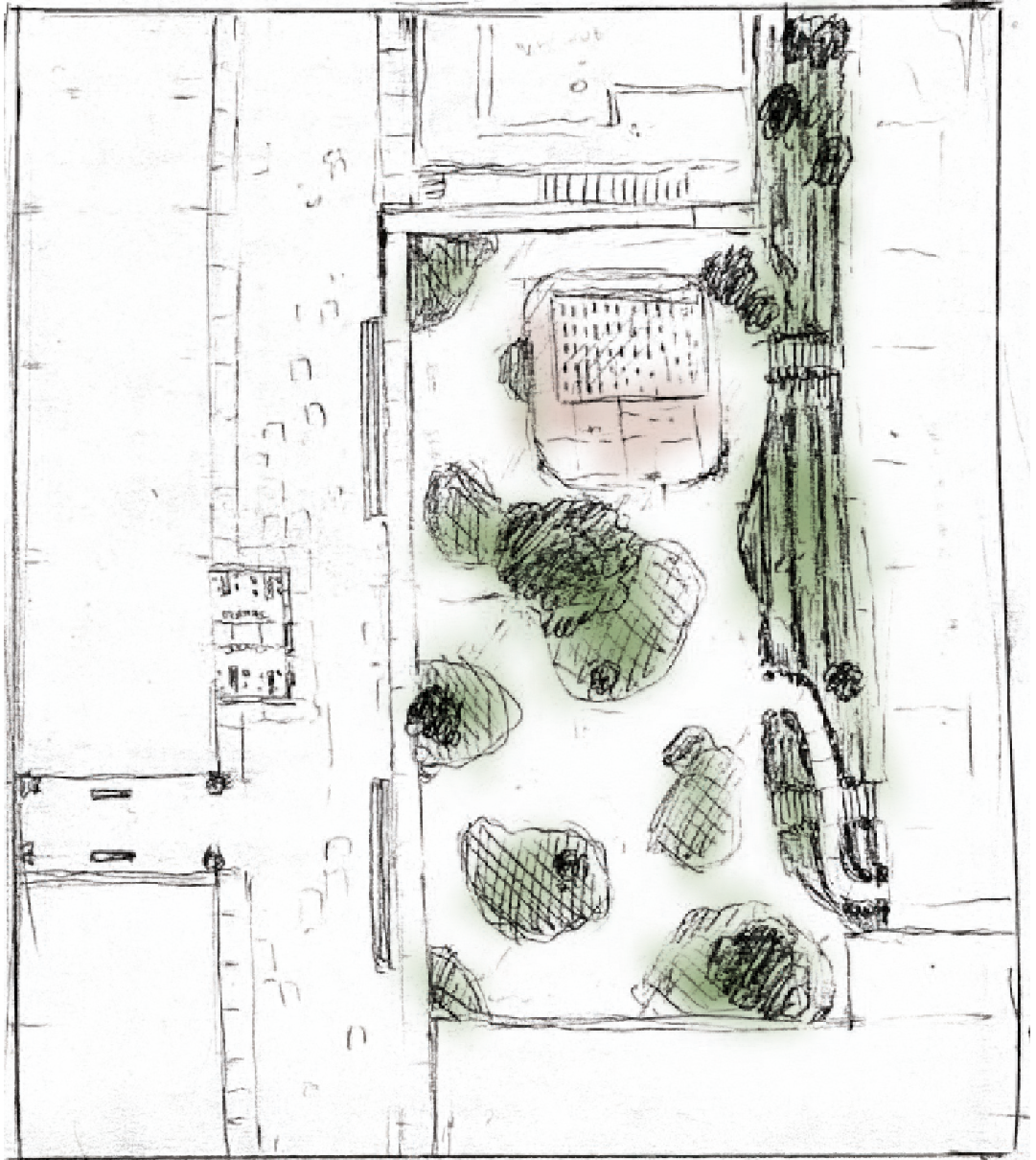


The Pocket Park is a multi-use micropark put in place of the private and public parking lot spanning across half of Edison St. [Figure 1.0]. Currently for the complete use of motor vehicles, we saw that this pre-existing space was an opportunity for breaking up the large block size in a pedestrian-centered way.

Complete with greenery, seating, and open space, the Pocket Park serves as a welcoming, comfortable space for pedestrians visiting any of the local businesses nearby.

The Pocket Park was designed based on feedback from *RocTaco*, and *Franklin Ave Cocktail and Kitchen* expressing a need for outdoor seating to accommodate for overflow of indoor restaurant space.

*Diabolical Records* also expressed the need for outdoor venue space to share the local music scene to the public which could be organized in the Pocket Park.



## 2. Display Alleyway





As seen on the map, there are two alleyways connecting the sidewalks to the inside of the block. These two access points currently are underused as they don't connect completely to Edison Street or the rest of the block.

We thus propose the Display Alleyway as a complete connection point, allowing for more diverse ways of pedestrian flow throughout the block.

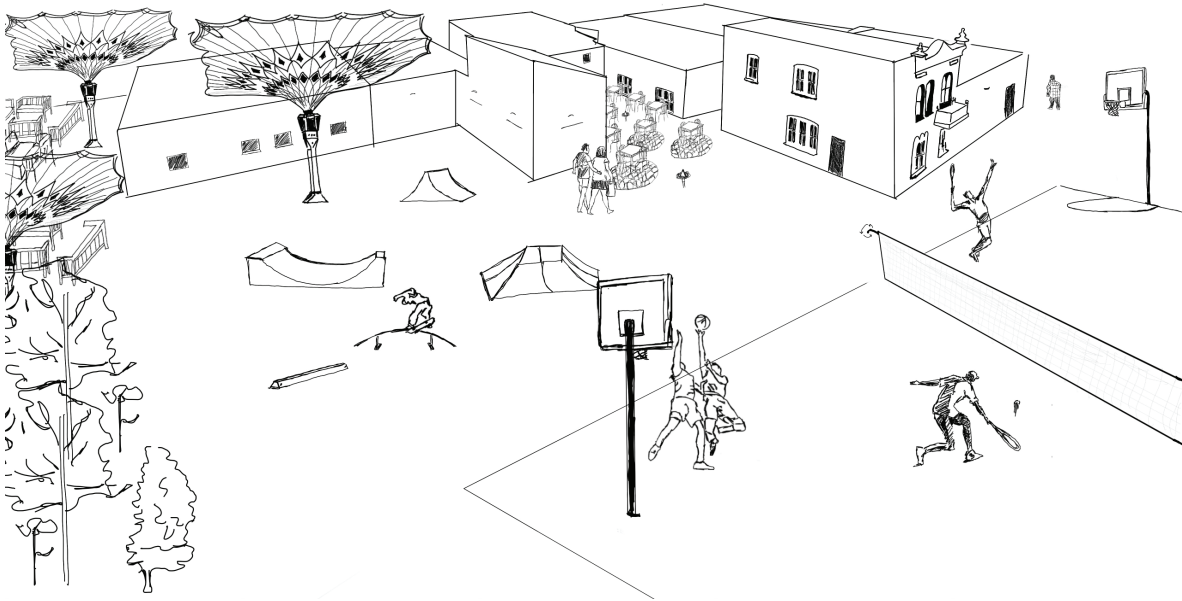


This area was designed for the adjacent local businesses: The Green Ant, Urban Vintage, and Salt Lake Rug Company.

Ron Green, owner of The Green Ant expressed frustration with the current state of his portion of the block. While he holds his own summer sidewalk furniture sales, but these are always at risk of being shut down, and are also only accessible from that outside corner of the block.

To support Ron and the Rug Company, the Display Alleyway will function as a dedicated gallery and display area open to pedestrians from within and outside of the block.

### 3. Mixed Recreation Area



The Mixed Recreation area is complete with a multi-use sports court, a skate park, weather-adaptable seating, and venue space.

This design intervention is reflective of business needs. Copper Pallet Press and Fice Gallery would use this space to freely sell goods and hold events as needed.

Pedestrians and visitors are also invited to enjoy the space to their liking, as there is lots of human-scaled space available. This space feels private but still accessible, with lots of buildings and activity surrounding the area, giving it a safe atmosphere.



## 4. History Walk

The History Walk resides besides the north side of the Broadway parking garage.

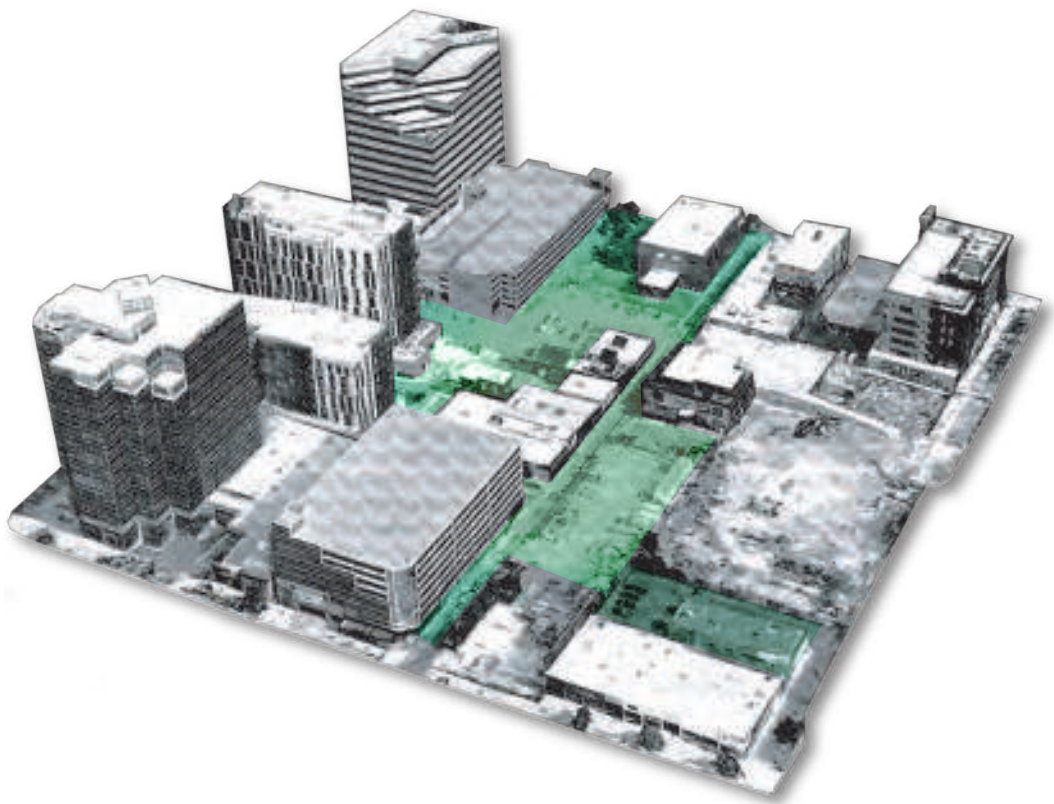
Murals and community centered art are a large part of Edison Street, with multiple surfaces being covered in either personal tagging or commissioned work.

The History Walk would reside in an easily accessible alleyway where pedestrians can learn more about Edison's origins and past appearances.

This walk would be an everchanging and engaging display fitting in with the actively growing and changing environment. One such display would feature old artifacts, newspapers, photos, and monuments to display the gentrification of a past residential neighborhood.



*Artifacts from the 1890s, uncovered during DABS liquor store construction.*



## **Steps for Success**

Based on this stage's design iterations as well as research on movement within commercial blocks, our group also decided on 7 steps for success:

1. Remove cars
2. Physical boundaries
3. Lingering areas
4. Ornamentation
5. Homage to history
6. Promote the space
7. Maintain + improve + protect

These steps guide the speculative implementation of each of our design solutions with a focus on change through approachable changes.

Through these steps, we aim to gradually increase the granularity and connection of the eastern half of this block.

## Step 1: Remove cars

Through the removal of cars, Edison St. would become pedestrian-only. This would effectively communicate to visitors that pedestrians are now the priority of this reshaped space.

The removal of cars is the first step because it creates space for the development of the following steps and is the start of granularity within the large block.

Although having parking adjacent to an individual's intended destination is personally convenient, this does not address the needs of a diverse group of people or businesses.

There is ample street parking on the North, East, and West sides of the block, a parking garage on both the North and South ends of Edison Street, as well as additional parking on the surrounding blocks.

With a nearby TRAX station, bus stops, and dedicated bike lanes, there are a multitude of ways to get to Edison Street.



Access for emergency vehicles and business deliveries would still be available. Docking hours and other motor usage would be enforced.

In addition, commerce is not as reliant on cars as commonly believed.

Car-centric businesses are isolated from residential communities and too much dedication to cars kills street-level

vitality that is crucial in supporting local businesses.

Eliminating disruptive motor spaces supports commerce and encourages spontaneous engagement, especially in the case of smaller businesses that share a space, as those on Edison do.

## Step 2: Physical boundaries

The second step would be to create clear physical boundaries for the intent of space making.

Through clearer entry and exit points, we would make Edison Street a separate space from the busier main roads.

It is important for these boundaries to be clearly defined but porous--they should be inviting and safe for pedestrian use.

Our goal is to get people in the space using human-scaled design as a spot for refuge and rest.

Design intervention, 2. Display Alleyway, is an example of redefining the boundaries of our block.



Including the newly designed Display Alleyway, our block contains five pre-existing and complete entry/exit points (all of which

connect to Edison Street).

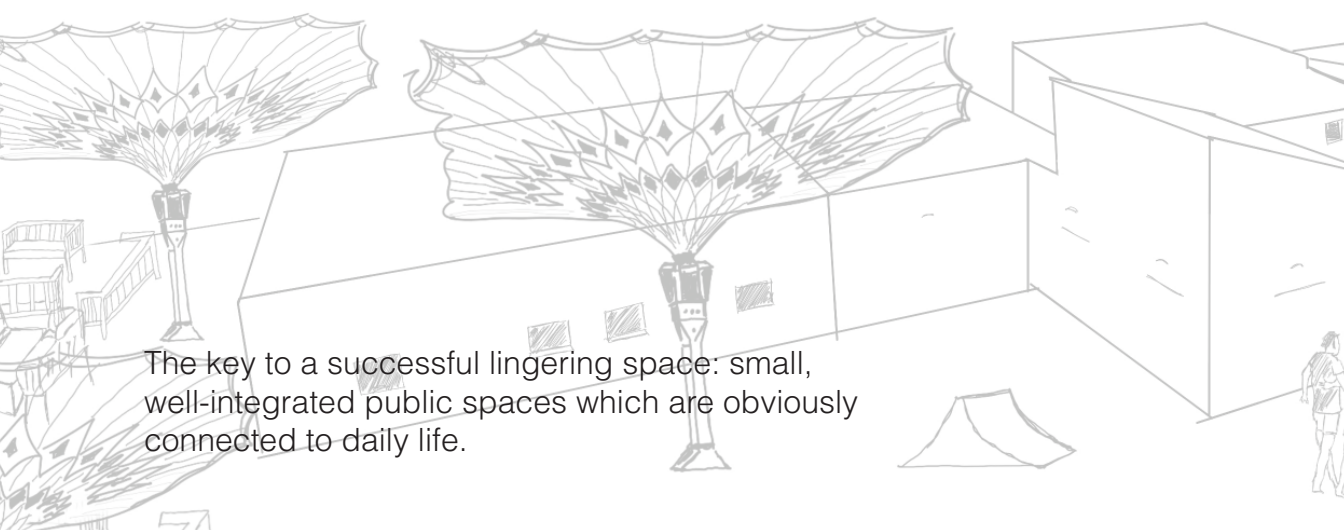
Through this step, we aim to utilize pre-existing access points to the space. These boundaries will guide the following steps and create unity between all of our design interventions.



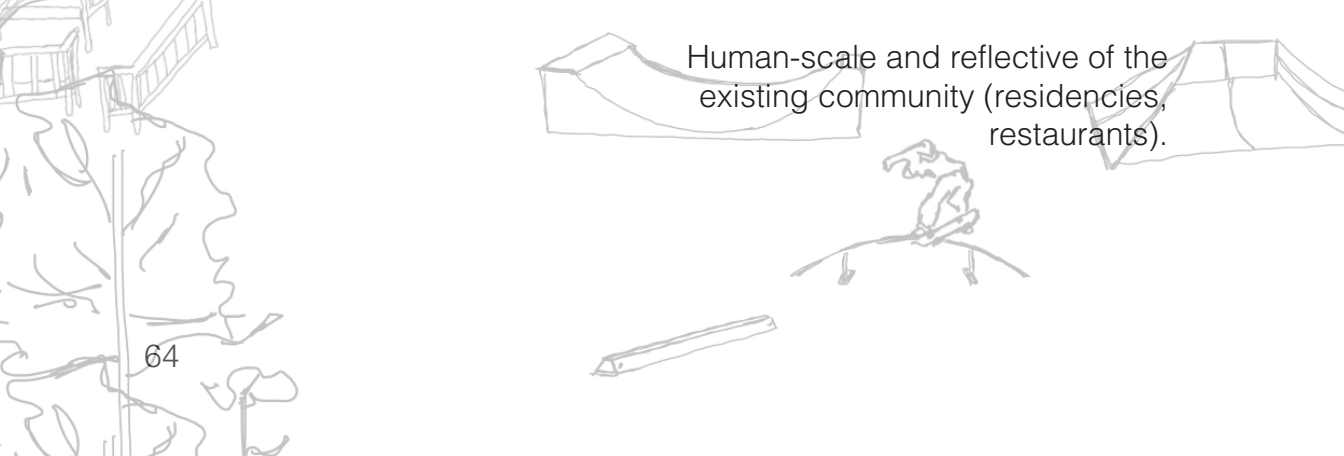
*Proposed before  
[photo] / after  
[sketch]*

### Step 3: Linger areas

If through Step 2, people are drawn into the space through clear entryways, Step 3 is about creating comfortable and safe places for people to pause, gather, and interact...



The key to a successful lingering space: small, well-integrated public spaces which are obviously connected to daily life.

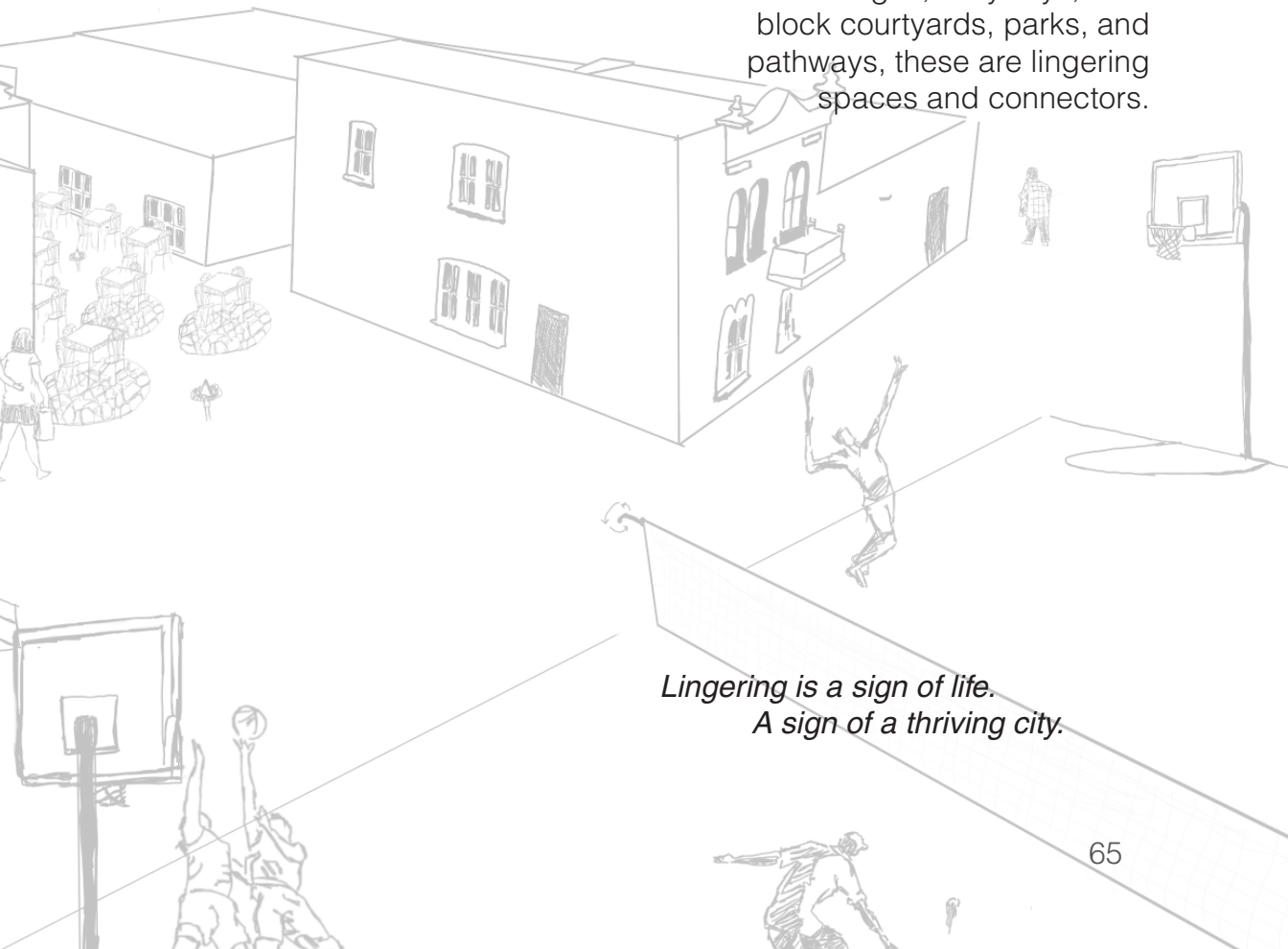


Human-scale and reflective of the existing community (residencies, restaurants).

3. Mixed Recreation Area promotes mixed-use to keep the street active and full of lingering throughout the day.

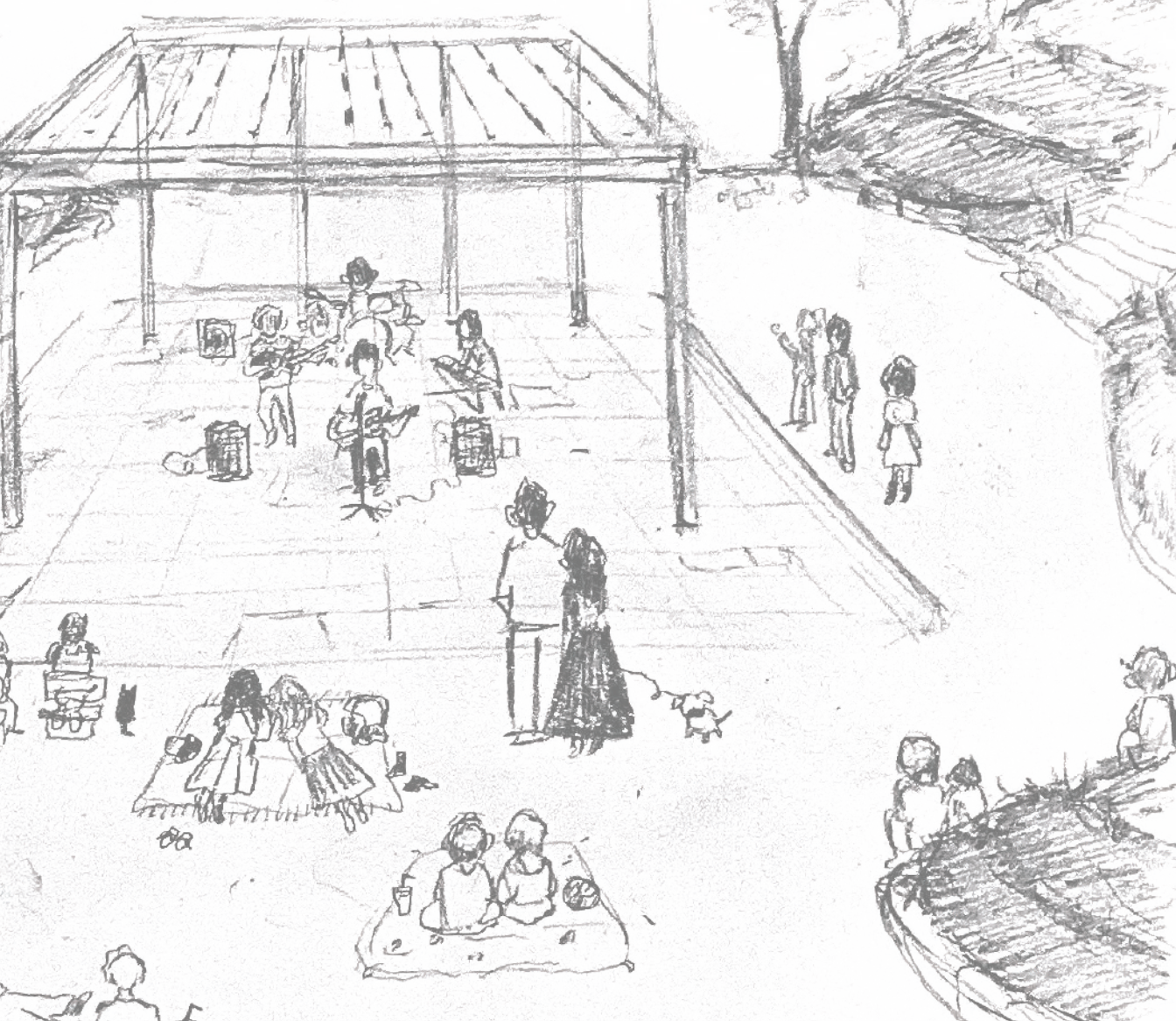
In *The Death and Life of Great American Cities*, Jane Jacobs talks about how important lingering spaces are in creating places meant to stay, watch, connect, and built a strong community.

Cut-throughs, alleyways, mid-block courtyards, parks, and pathways, these are lingering spaces and connectors.



*Lingering is a sign of life.  
A sign of a thriving city.*





1. Pocket Park, an informal, semi-private but porous space. Private, safe, and casual. People can linger near their residencies.

*Make the choice to linger a natural one.*

## Step 4: Ornamentation



Spaces that are visually rich—with texture, character, visible wear/use, are easier to connect emotionally with.

Step 3 provides the physical space for the implementation of Step 4: Ornamentation.

There is pre-existing ornamentation and granular detail in the older buildings of Edison Street: decorative facades, funky signage, window displays, stoops, aging bricks.

These older buildings gives Edison its unique charm, and whatever ornamentation is added should reflect and add onto the weathered craftsmanship that exists already.

Step 4 seeks to increase the sensory richness, warmth, and uniqueness of Edison Street through balanced ornamentation. Such implementations would include: flower pots, signage, cobblestone and paved pathways, different textures and colors of materials, greenery, seating, lighting, etc.

These smaller details will create a visual harmony and visual interest that will invite people to slow down.





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## **Step 5: Homage to history**

Step 5 is dedicated to honoring Edison Street's rich history. While locals on the street are usually well-versed on Edison's past and willing to share their share of knowledge, this is usually only through word of mouth.

As more and more pedestrians are drawn into the space through the previous steps, we realize the importance of remembering the past and wanted to pay homage to Edison's origins.

This wouldn't be done in a grandiose way, but through harmonious layers of bits of history that fit in with the evolving environment: plaques, engravings, murals, artifacts, history walks, photos, pop-ups, etc.

Our design intervention 4. History Walk, would be an example of a nostalgic space which is well-fitted with its surrounding environment as it is community-driven and rotates its displays.

It is important for these historical markers to be a part of everyday life on Edison, changing, growing, and reflective of the current history of the people and the space.

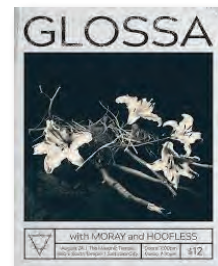
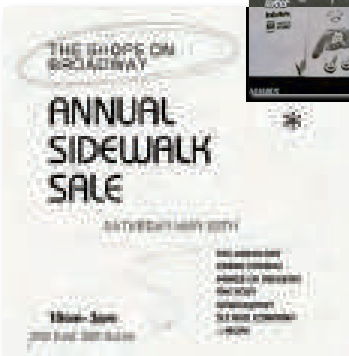


## Step 6: Promote the space

Step 6: Promote the space goes hand in hand with design intervention 1. Pocket Park, 2. Display Alleyway, and 3. Mixed Recreation Area.

Step 6 is about utilizing the spaces created in previous steps to hold attractive events and promote the existence of such a pedestrian-centered space.

As the space is promoted by the many diverse businesses on the street, diverse groups of people will be drawn in, creating more interactions, spontaneous encounters, connection, and social resiliency as history and character continue to build.



Variety of promotional posters by Fice, The Green Ant, Diabolical Records

## Step 7: Maintain + improve + protect

The final step is dedicated to acknowledging the fact that Edison Street has been and will be an ever-changing, and ever-growing space.

However, through our approachable, granular steps and research-based design interventions, we reshape the space into an entirely pedestrian-centered one in the hopes of supporting and enhancing small-scale, local, independent businesses.

After all, Edison would not be Edison without the existence of such entities.

Ideally, we hope that creating a mixed-use space well-fitted with its surrounding structures and functions will keep this area lively and economically resilient throughout the day and night.



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## **Acknowledgements**

We realize the implications of renovating half of this block and how this could contribute to gentrification. However we aim to increase street-level activity and spontaneous interactions as we build community with the foundation of small local businesses. As this activity and connection is increased and strengthened through self-led organizing and events, this block will become stronger against gentrification efforts by corporations

Thank you to all the support from Professor Daniel Zwangleitner, Teaching Assistant Lauren Geisler, and the many amazing, friendly locals on Edison.

