

Expanding Imagination with Non-Technical 3D Visualization



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Doctoral Student, Education
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Killed on Bicycle Crossing Crossing Patterson Street



Eugene, Oregon

University of Oregon

High School

YMCA

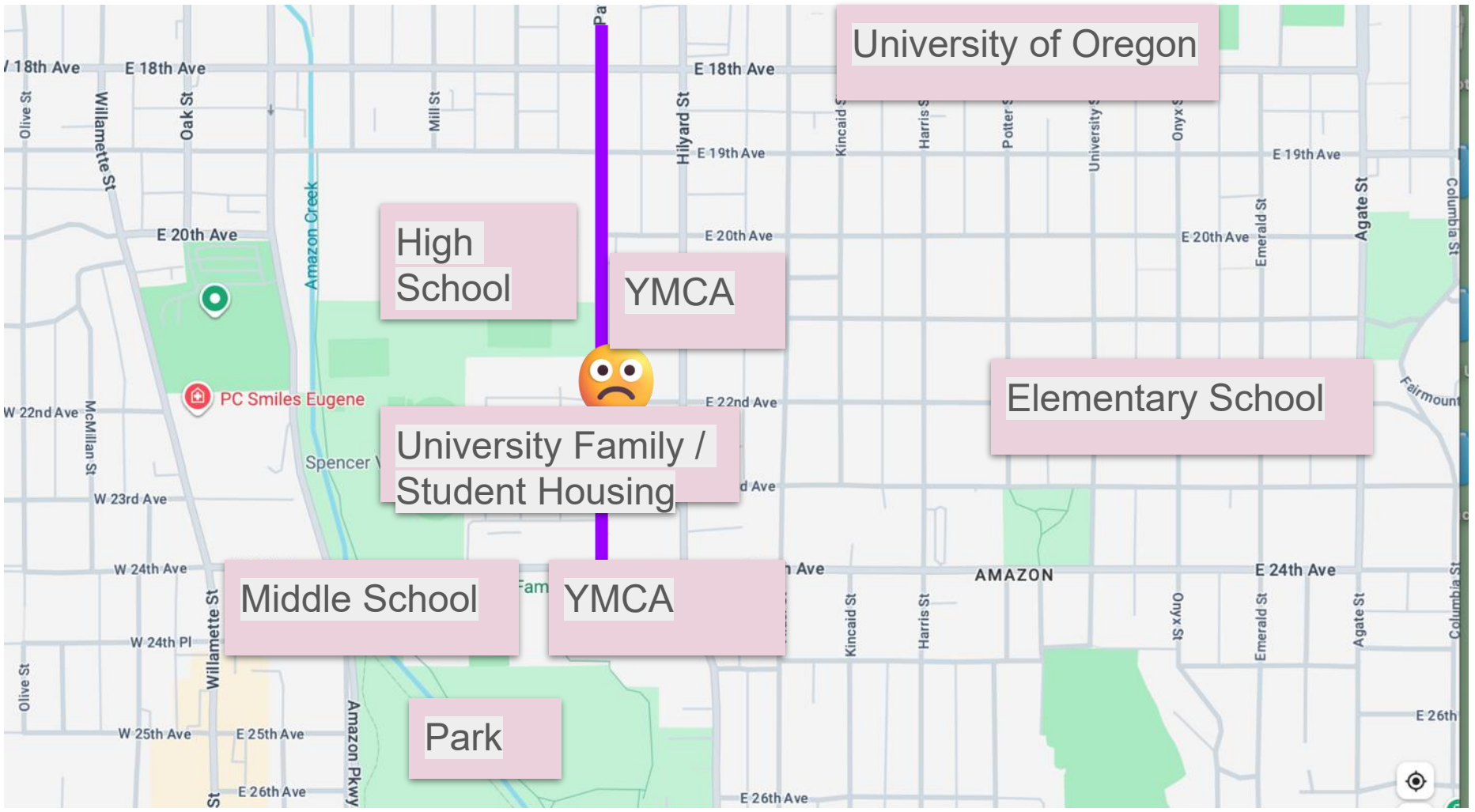
Elementary School

University Family / Student Housing

Middle School

YMCA

Park











Report Date

- 1. Presentation before the relevant local authority
- 2. Presentation before the relevant local authority
- 3. Presentation before the relevant local authority
- 4. Presentation before the relevant local authority
- 5. Presentation before the relevant local authority





Possible Redesign:

Raised intersection, protected bikeway, bus lane, turning restriction



Traffic Volume: Monday, 9:30am

Is this enough data to act? This plus the death? This plus previous deaths?





So What Is **3DStreet**


- **Open-source urban visualization software**
- **Rapidly prototype street and urban planning scenarios**
- Built-in 3D models, street designer, 3D maps, AI rendering models, & more
- Used by advocates, cities, transport agencies, consultancies, education institutions, NGOs and more worldwide
- Active global user base used by tens of thousands of professionals
- Being taught this term in Marc's Bicycle Transport class



3DStreet - Basics







3DStreet - Basics







New street ▾ Share ▾ 



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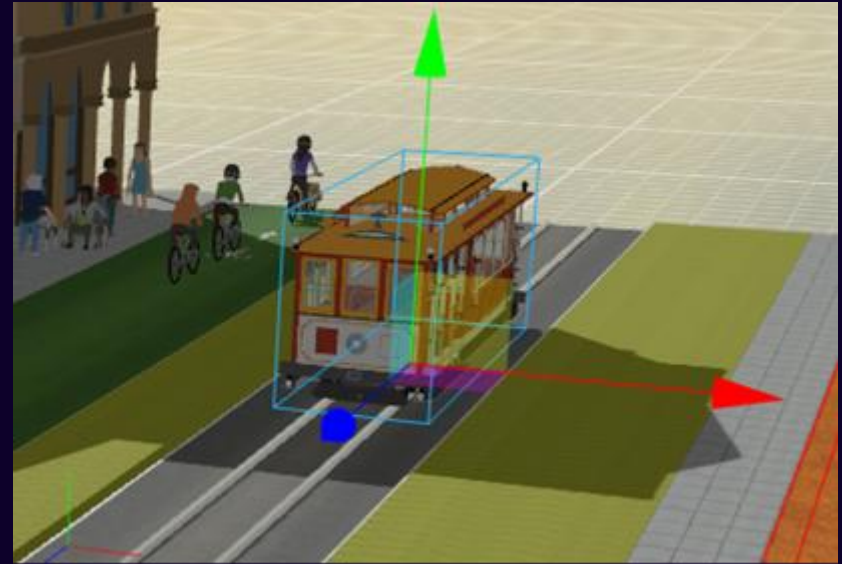
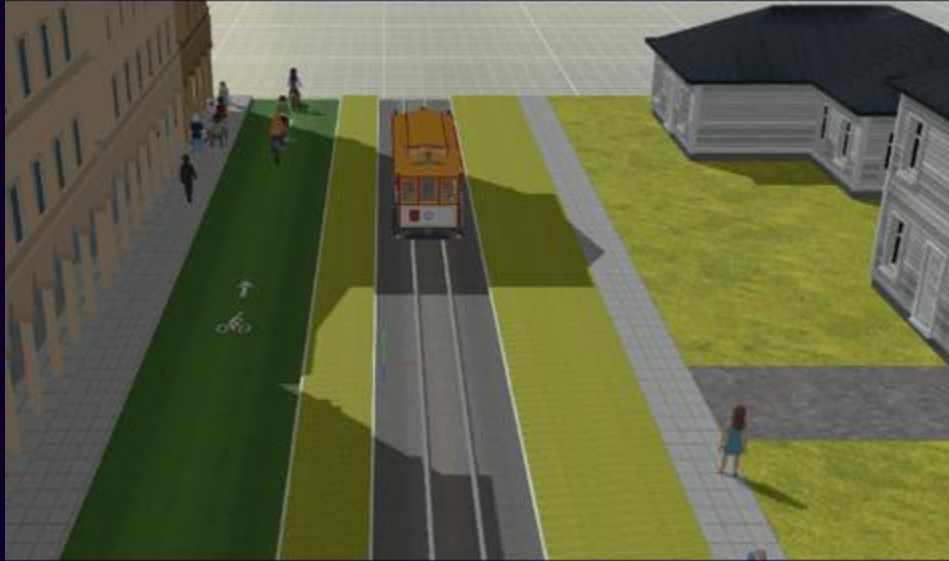
 Open in 3DStreet 

 Open in Streetmeter **BETA** 

 Print...

 Save as image...
For including in a report, blog, etc.

3DStreet - Basics



3DStreet - Basics





Streets & Intersections

Traffic Control

Signs

Plants

Fixtures

People

Bicycles

Vehicles

Buildings

Custom Layers



Bench with people #1



Bench with people #2



Bus stop rounded shelter with people



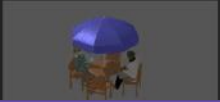
Bus stop shelter with people



Farmer's market tent 10x10 with people 1



Farmer's market tent 10x10 with people 2



3DStreet - Basics



3DStreet - Basics



Why?

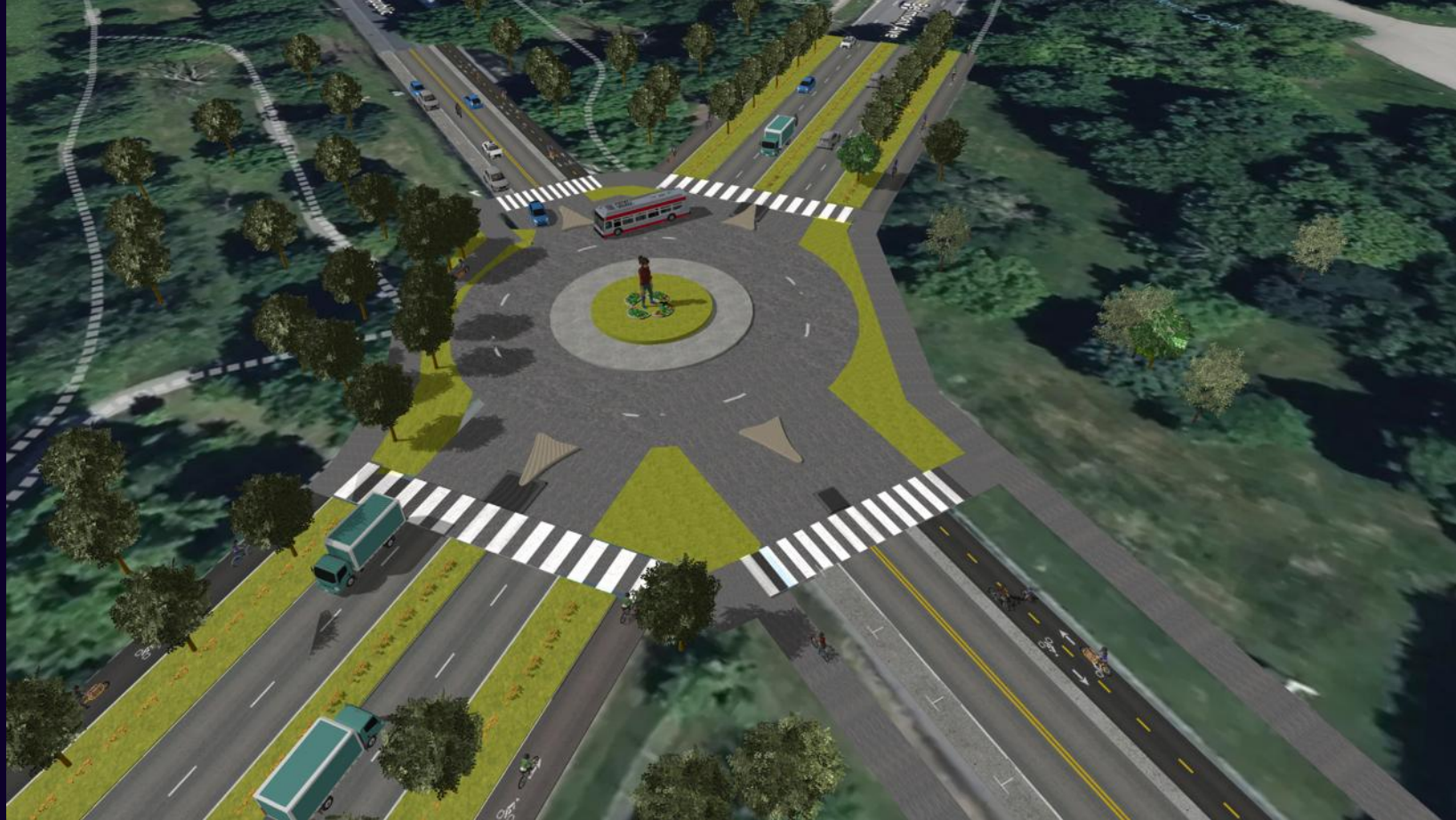
What role do visualizations play in safe streets advocacy?

When to use street improvement visualizations?

Another Example









Takeaways

- We have the evidence to redesign streets
- Most people cannot visualize changes from the status quo
- Most transport professionals lack technical design skills
- 3DStreet can be a tool for internal design exploration, external education, and public advocacy work alike

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A 3D visualization of a city street scene. The scene is viewed from an elevated perspective. In the foreground, a wide, paved pedestrian walkway with a grid pattern leads towards the center. Several people are walking, some pushing a stroller, and one person is riding a bicycle. To the right, a red-paved area with a white arrow pointing left is visible, with a dark car parked nearby. In the background, there are large, colorful, abstract structures resembling giant trees or sculptures in shades of yellow, orange, and blue. The sky is a clear, light blue.

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