

2020 Campus Master Plan



Operations Committee

January 21st, 2020

I ntroductions



Who is in the Room?

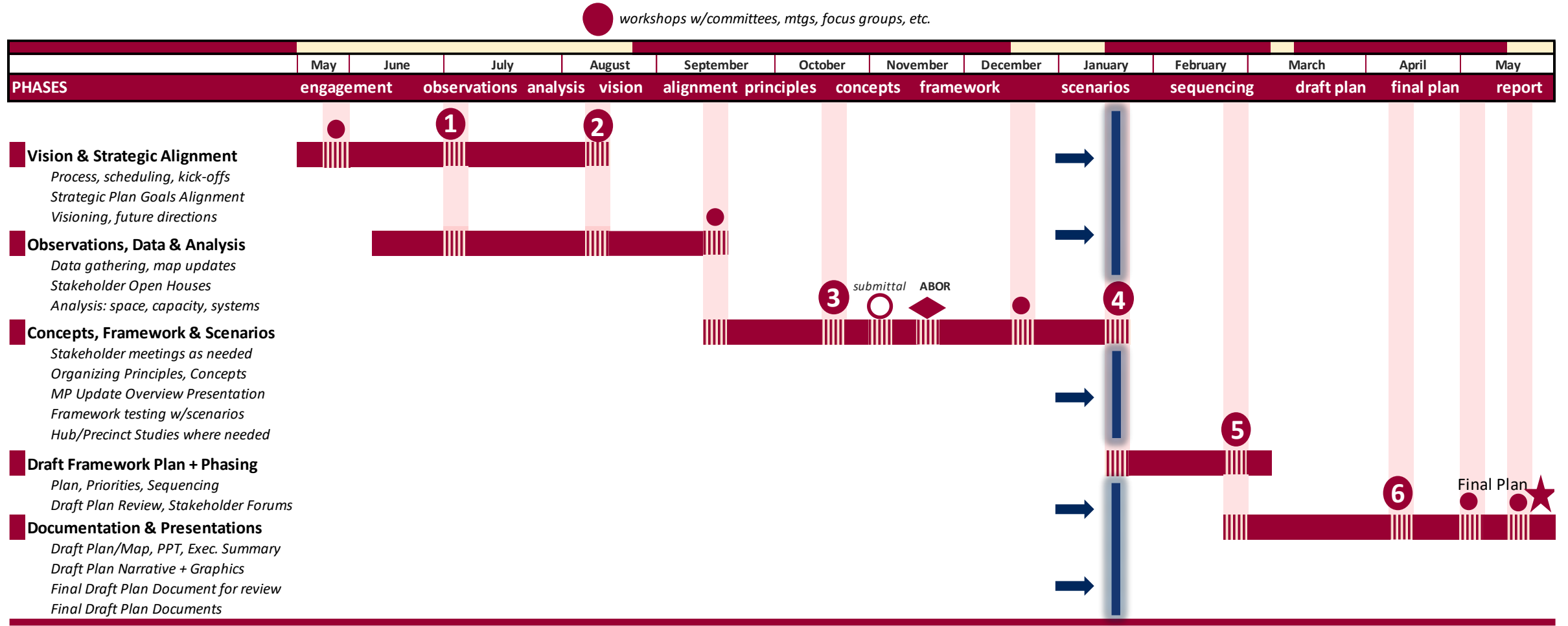


AGENDA

Steering Committee

1. Recap Since Last Meeting
2. Campus-wide Open House Report
3. Initial Concepts
4. Space Character Exercise
5. Next Steps

2020 Campus Master Plan Schedule





1. Recap Since Last Meeting

University of Arizona 2020 Campus Plan Update



November - ABOR Status Update



INITIATIVE

CAMPUS MASTER PLAN (5.5B)

- Extensive outreach effort with 18 Focus Groups (500 people)
- Assembled integrated planning information related to campus uses, conditions, and trends
- Masterplan team working with the Office of Strategic Initiatives and Initiative owners to assure full alignment

December – Gateways & Edges Focus Group

Outcomes:

- “Wonder makes us” – Imagination and Ingenuity have been a theme of UA over time
 - Ex: Old Main rising out of the desert
- Scales of systems define gateways and thresholds (edges) – not just about signage
 - Collective District/City Fabric – character, uses, maintenance, and feel
 - Architecture – Materials, form, transparency, etc.
 - Identity Elements - Signs, lights, banners, etc.
 - Human-scale – Navigability, landscape, etc.
- Materiality – Arizona is about the “5 C’s”
 - Copper and Steel more synonymous with identity than red/blue
- Character
 - Main exterior elements should be more traditional and ageless
 - Interior elements can have more play and feel less permanent as they are constantly changing

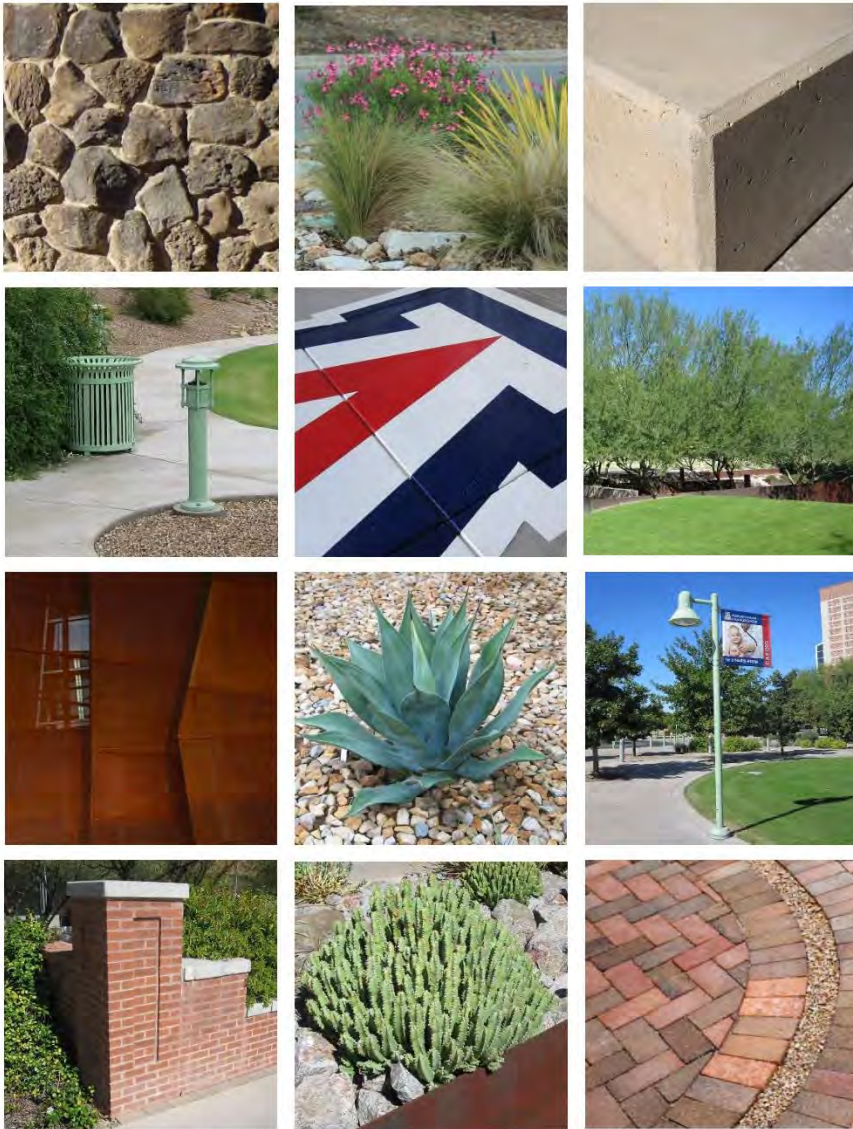


December – Gateways & Edges Focus Group

Big Ideas Discussed:

- Make Main Gate pedestrian only
- Consider closing 4th Street between Park and Highland
- Consider Re-working Highland to improve experience and minimize congestion
- Consider closing Lowell & Santa Rita





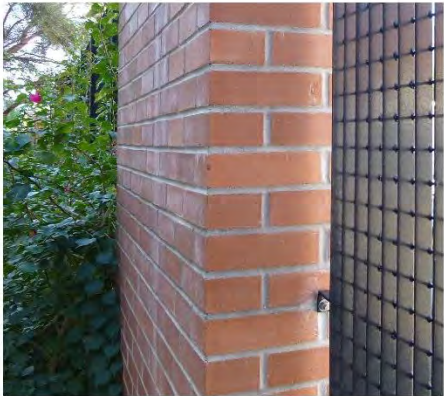
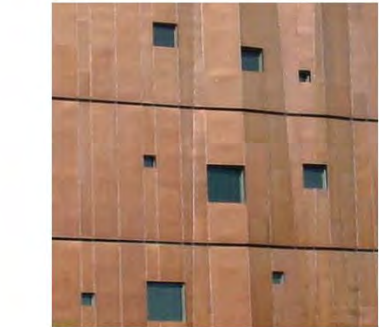
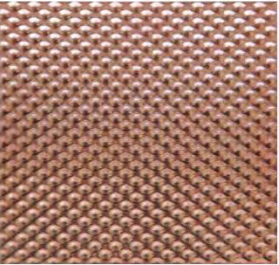
Enhancing the Gateways and Corners:

Utilize a consistent group of materials and branding elements that establishes identity and branding at gateways, corners and edges in a variety of contexts.

Provide wayfinding to parking and campus venues for visitors.

Design Elements:

- **Streets/sidewalks**
(street cross-section, curblin, paving materials)
- **Architectural elements**
(monuments, walls, seating)
- **Identity elements**
(**Block A** and **Wordmark**, signs, banners)
- **Landscape**
(trees, shrubs, ground cover, grading)
- **Lighting**
(street, pedestrian, accent, sign)



Materials Examples



Speedway-Mountain Gateway with Copper Monument and Gateway Arch

December – Physical Planning Focus Group



Outcomes:

- Better understanding of on-going projects and studies, and their relationship to the campus master plan
- Utility infrastructure challenges & opportunities
- Need to better understand holistic mobility systems
 - Transit integration & access
 - Parking location & capacities
 - Bicycle network & rules
 - Other micro-modalities
 - Pedestrian safety

Big Ideas Discussed:

- 2nd Street Improvement Plan

December – Steering Committee

Three areas of Direction:

1. Framework:

Physical Campus Framework Advances to Support Capacity Opportunities

2. Integrated Planning Projects:

Integration of key upcoming projects and infrastructure

3. Strategic Asset Management:

Developing long-term views on key space resources and how their attributes affect experience and the built environment

A. Universal Support Topics:

Topics that support all three areas of direction including enrollment growth and profiles, program profiles and evolutions, campus carrying capacity, impact of new vs. renovation, broader PDC project, and physical infrastructure limitations

January – Presentation to Senior Leadership

Topics of Emphasis:

- Graduate student profile & enterprise impacts
- Growing Engineering
- Definitions & Visibility of Sustainability



2. Campus-wide Open House Report

University of Arizona 2020 Campus Plan Update



Campus Open House



Campus Open House

ALUMNI
ASSOCIATION



TRANSPORTATION

TRANSPORTATION

CAMPUS EXPERIENCE
University of Arizona 2020 Campus Master Plan

1. HOW LONG DO YOU SPEND ON CAMPUS EACH DAY?

2. WHERE DO YOU SPEND YOUR UNSCHEDULED TIME?

STUDY P...
University of Arizona

1. HOW DO YOU PREP...

STUDY LOCATION

NEEDS PUBLIC SPACE

STUDY ENVIRONMENT

STUDY GROUP SIZE

STUDY GROUP SIZE

October Campus Open House

Campus Open House

 **ALUMNI**
ARIZONA ASSOCIATION



4,000+

Dots Used

(1 dot = 1 comment)

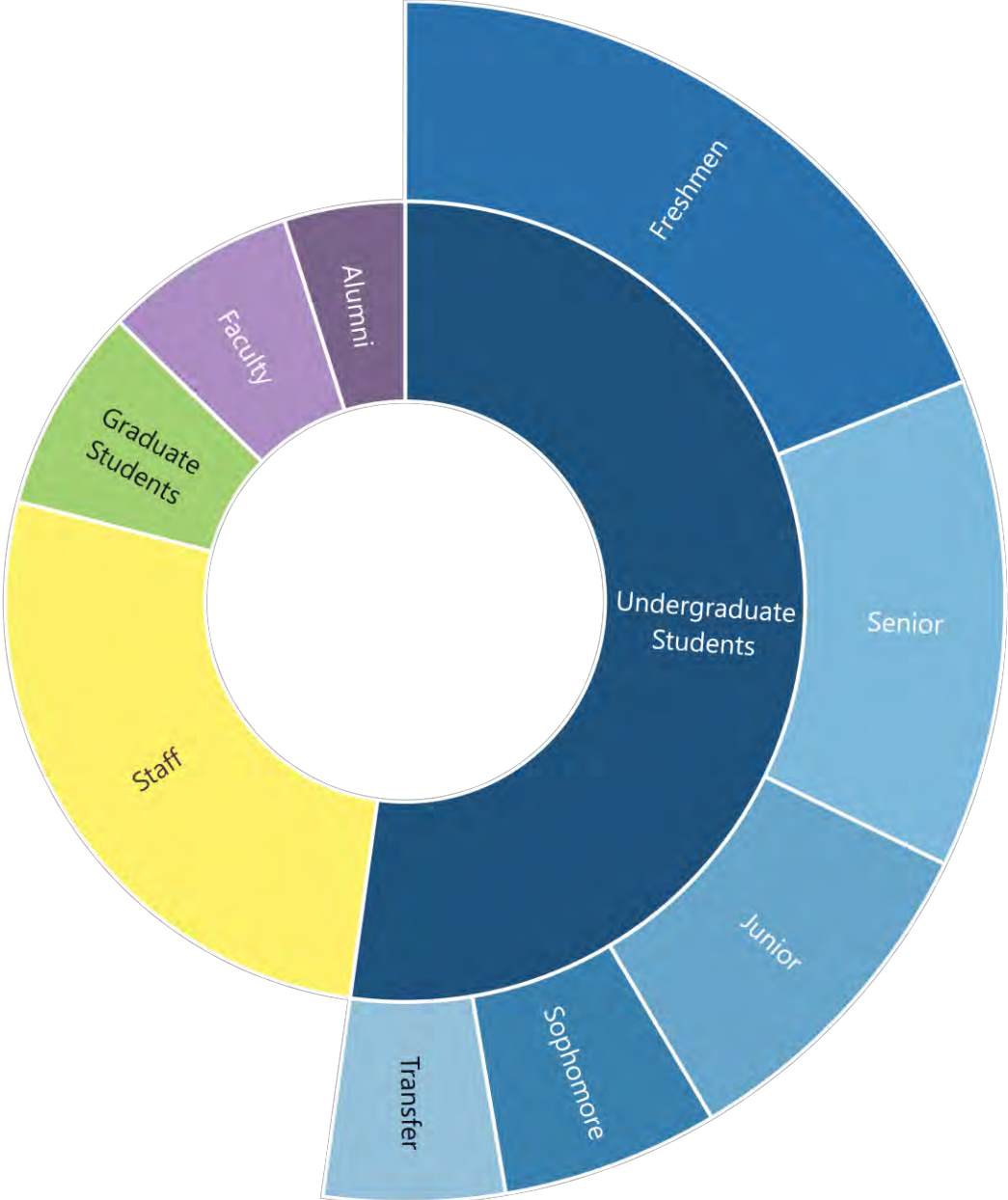
Participants Profile

52.19%	107	Undergraduate
8.29%	17	Graduate
26.83%	55	Staff
7.80%	16	Faculty
4.88%	10	Alumni

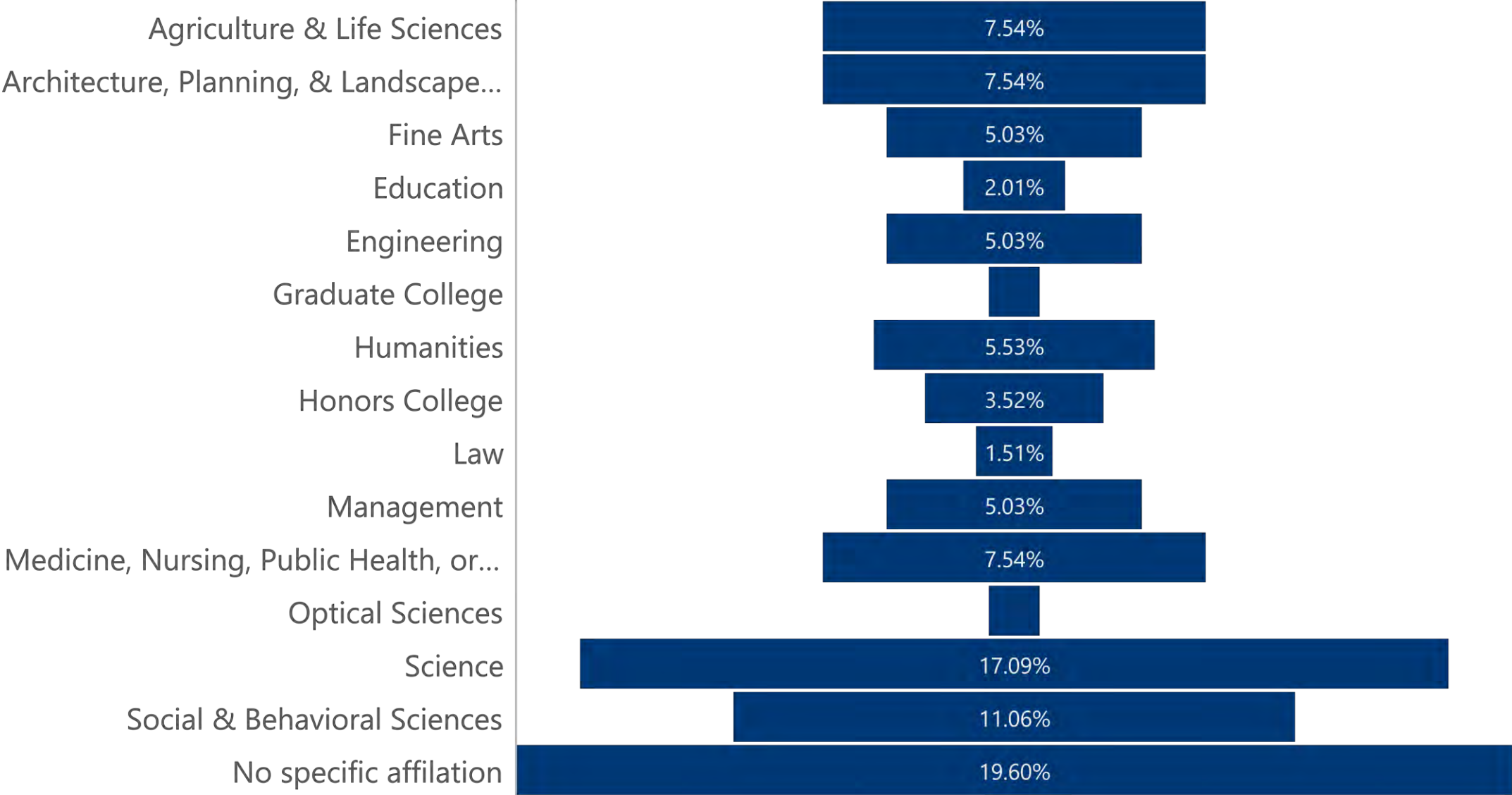
205 Total Participants

Wildcat Profile

■ Undergraduate Students ■ Graduate Students ■ Staff ■ Faculty ■ Alumni



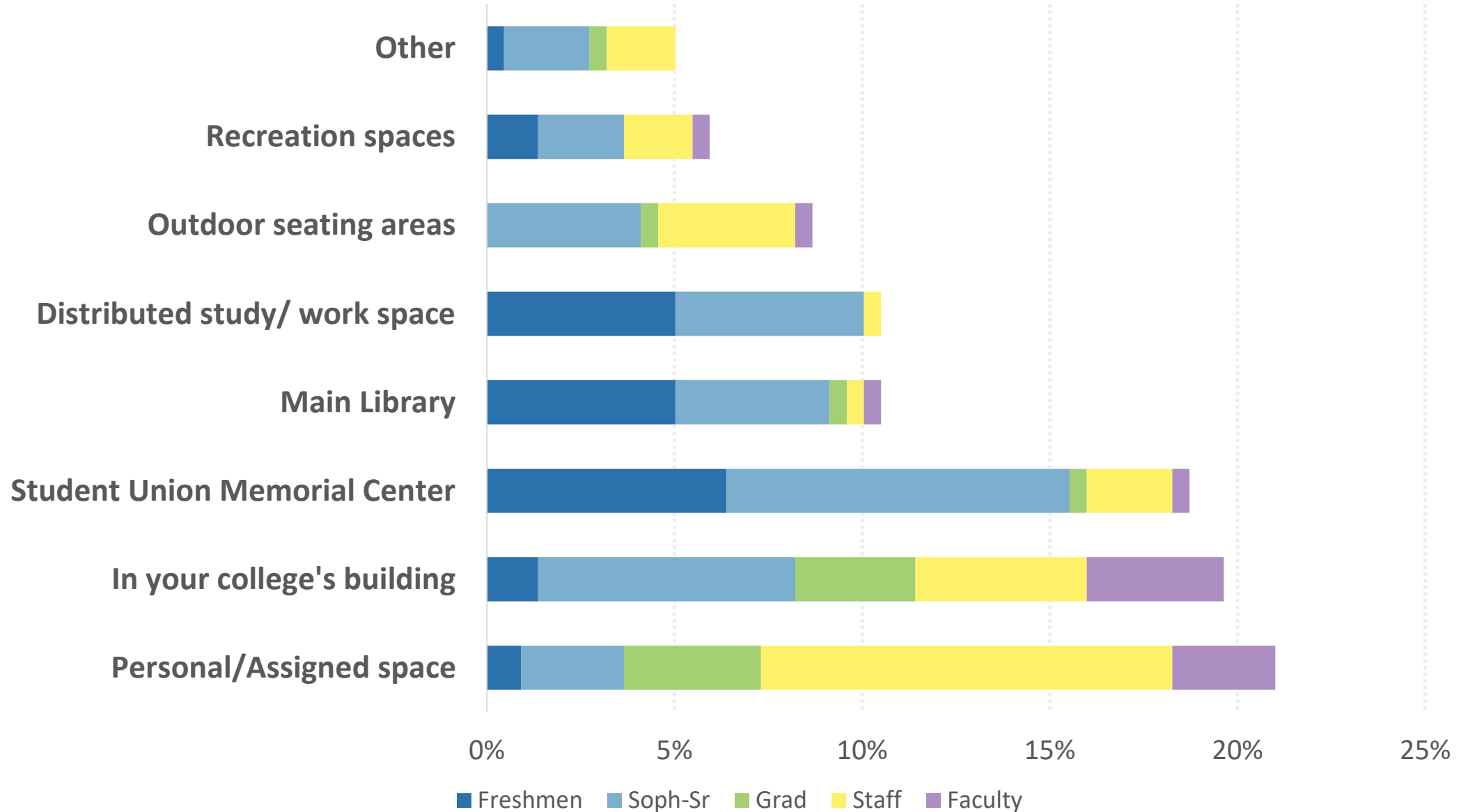
Participants Profile: College Association



Select Feedback



Where do you spend unscheduled time?



How do you get to campus?



38.73%



31.42%



11.42%



6.3%



6.11%



4.32%

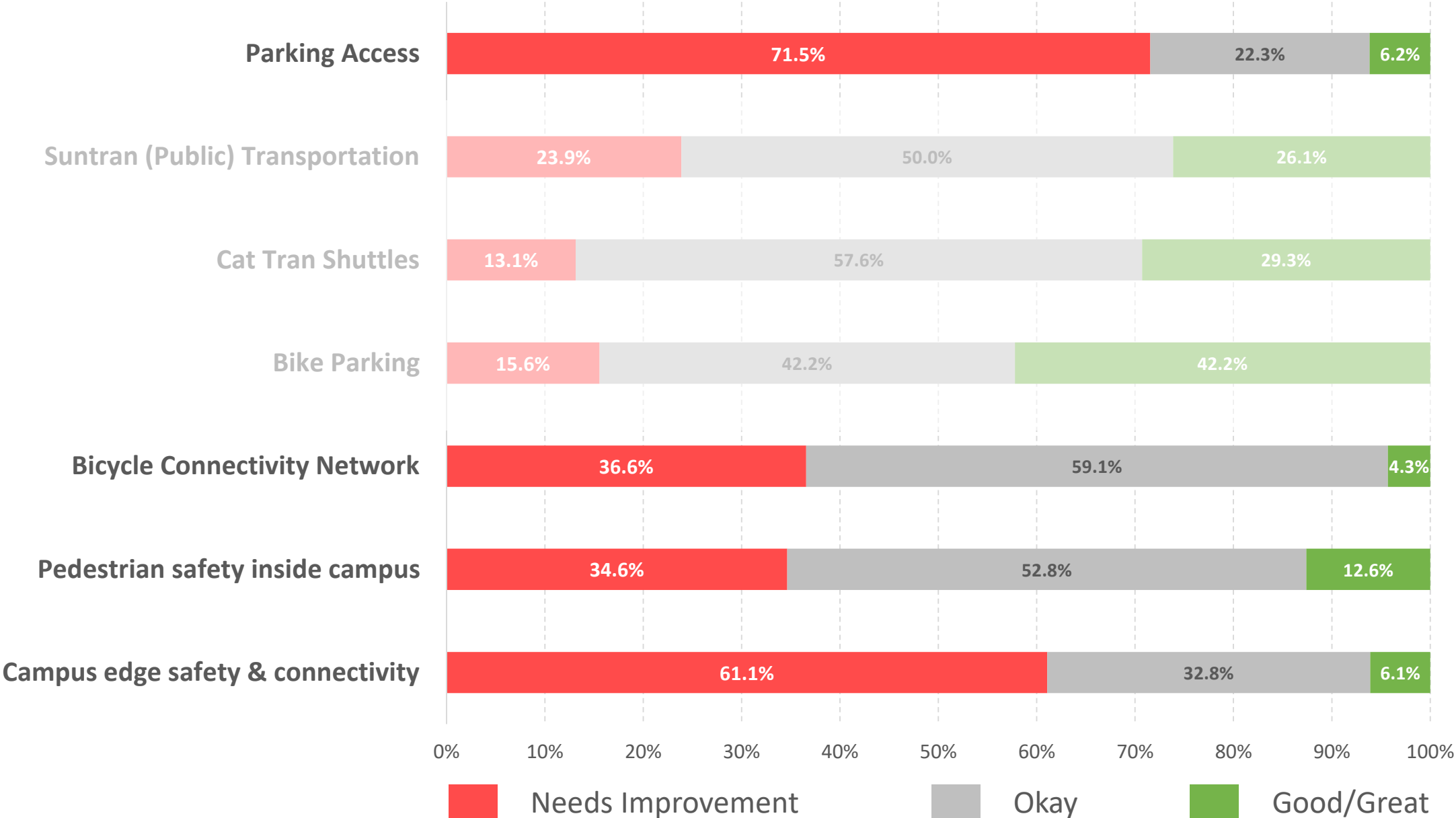


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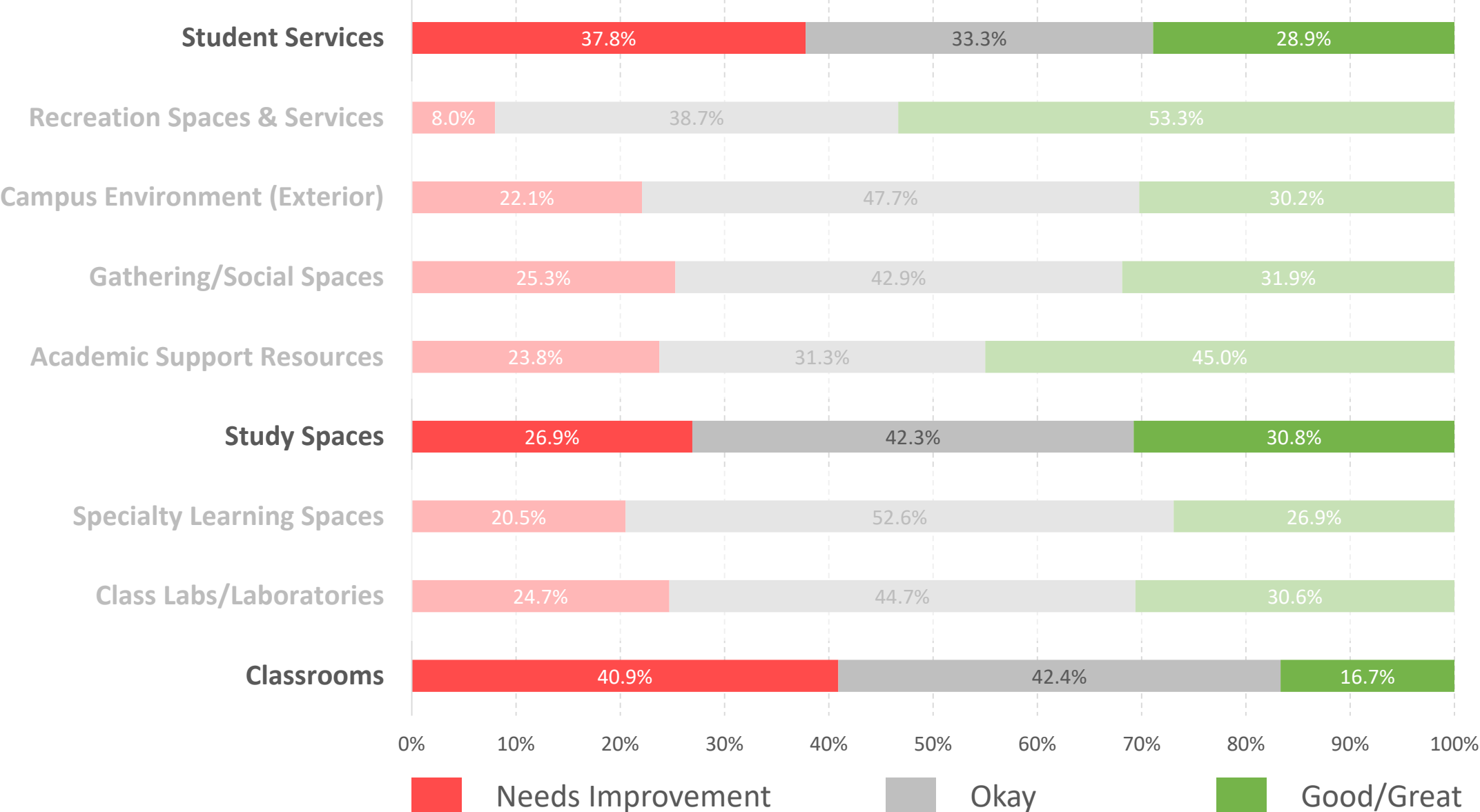



0.5%

How would you rate... (Transportation/Connectivity Topics)



How would you rate... (Campus Spaces)





Campus-wide Engagement: Key Takeaways

Key Takeaways: Campus-wide Engagement

- Desire for enhanced connectivity:
 - Pedestrian safety
 - Bicycle safety & lanes
 - Reduce pedestrian-vehicular and vehicular-vehicular conflicts by thinking about how/where vehicles are allowed inside campus (consider closing or limiting access on certain roads)
 - More quality open spaces & more shade!
- Desire for improved campus edges:
 - Character, identity, permeability, mobility, and safety
- Desire for enhancements to the Student experience:
 - Improve learning and study environments

Neighborhood & Community Engagement

CCRC September Meeting



Neighborhood Open House (October)



Key Takeaways: Community Engagement

- Campus Edge/off-campus Relationships:
 - Transportation
 - Housing
 - Bike/ped systems
- Safety and Security for bike/ped
- Neighborhood Etiquette & Sustainability Education
- On Campus Student Housing Policy & Planning
- Specific on and off campus Street Conditions

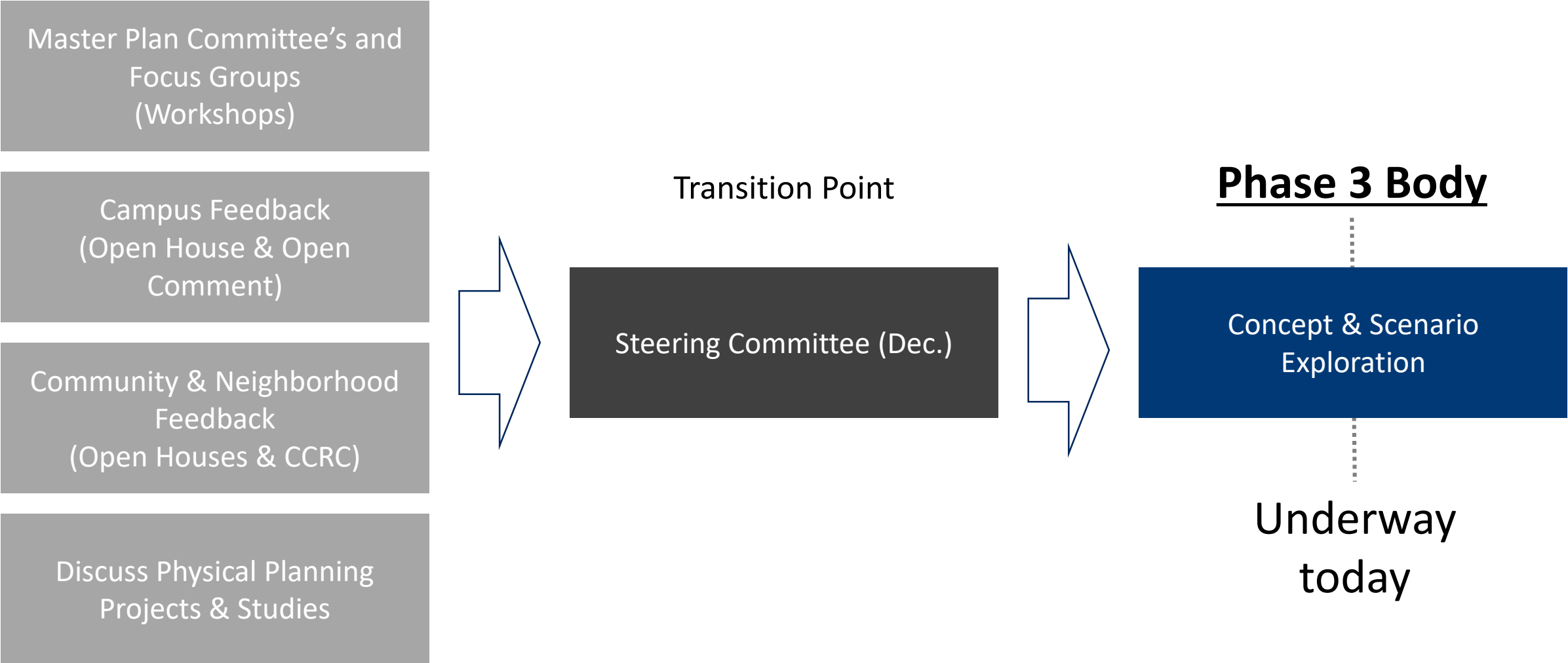


3. Initial Concepts

University of Arizona 2020 Campus Plan Update



Purpose of Today's Meeting



Master Plan Organization - Steering Committee

Three areas of Direction:

1. Framework:

Physical Campus Framework Advances to Support Capacity Opportunities

2. Integrated Planning Projects:

Integration of key upcoming projects and infrastructure

3. Strategic Asset Management:

Developing long-term views on key space resources and how their attributes affect experience and the built environment

A. Universal Support Topics:

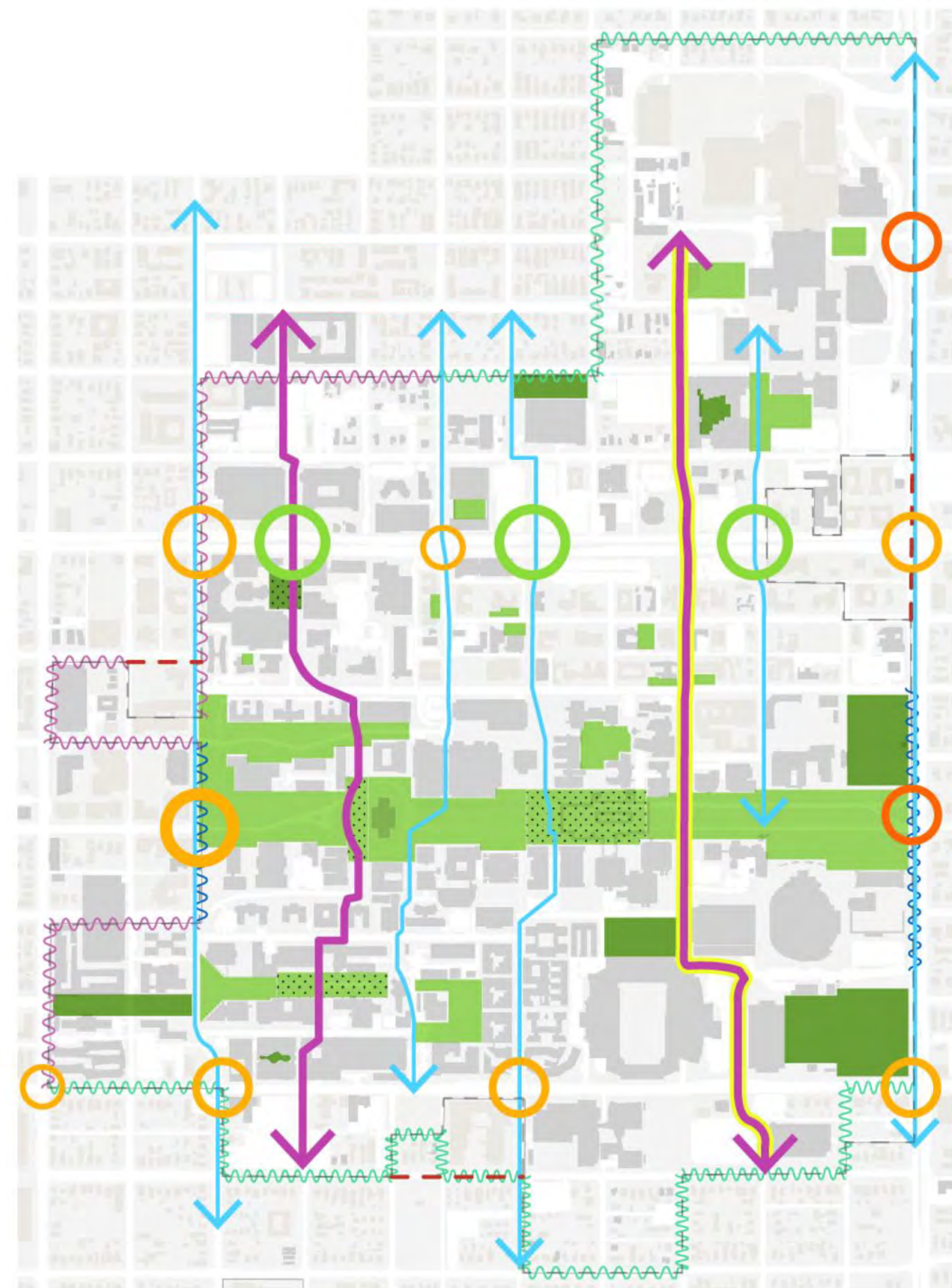
Topics that support all three areas of direction including enrollment growth and profiles, program profiles and evolutions, campus carrying capacity, impact of new vs. renovation, broader PDC project, and physical infrastructure limitations

Framework Overview

Framework Elements

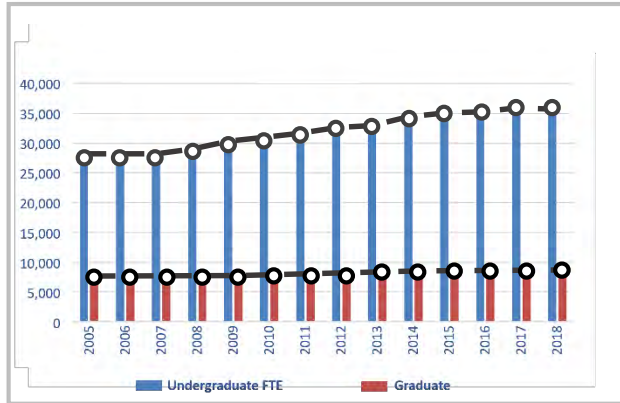
- Gateways
- Thresholds
- Key Open Spaces
- Planning Boundary
- N/S Connections

We will discuss framework concepts in great detail shortly!



Strategic Asset Management

Instructional Space & Research Space



Managing Enrollment, Physical Assets & Programs

- Campus infrastructure and evolving trends
- Campus-wide programs alignment
- Keeping up with changing enrollment profiles



Instructional Space (Focus Group Meeting Today!)

- Distribution of instructional space
- Alignment of instructional space to campus movements
- Flexible and adaptable pedagogy needs

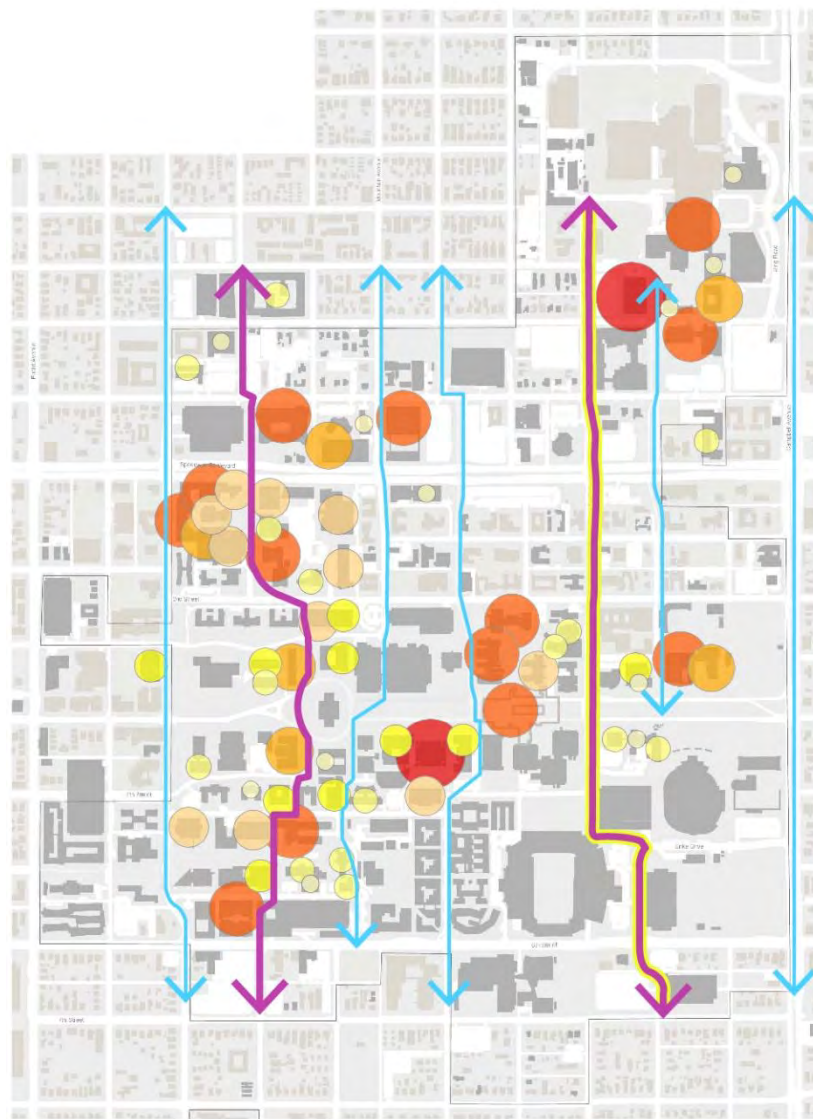


Research Space (Focus Group Meeting Today!)

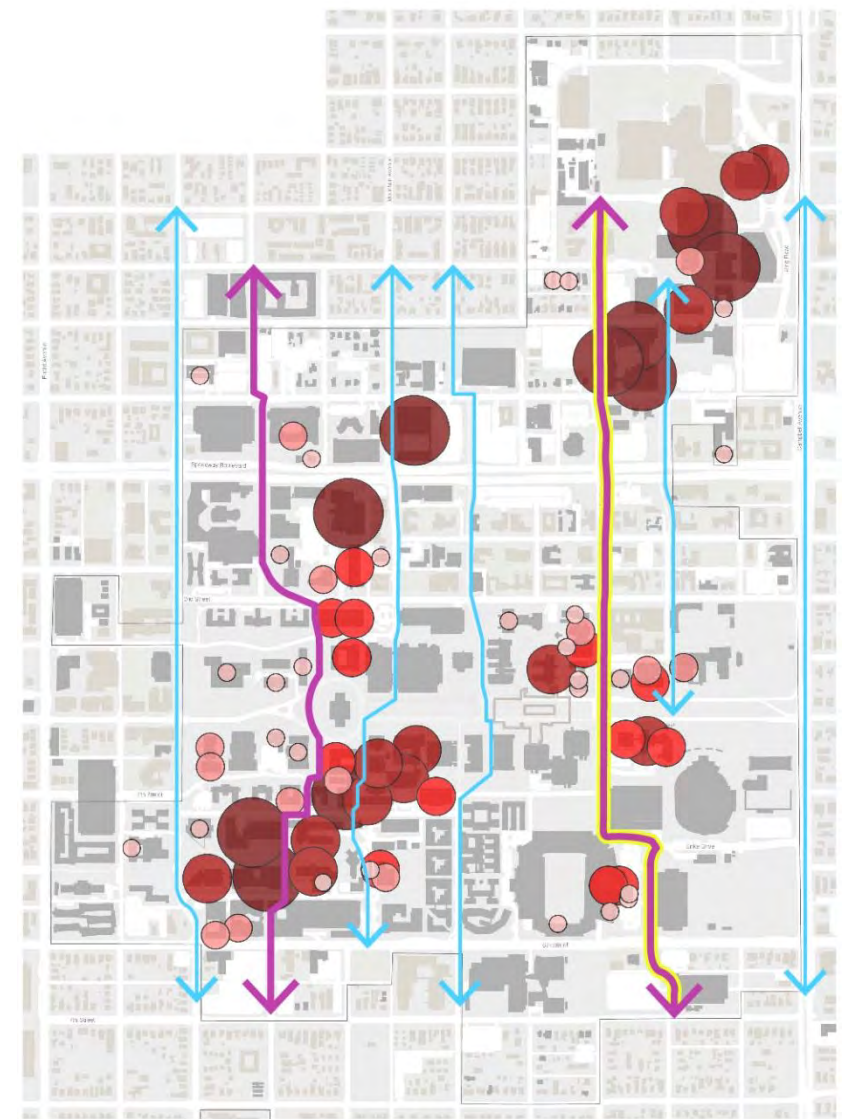
- Distribution of research space and campus movement
- Evolving research needs and flexible facilities
- Inconsistency of format, quality, and conditions of research space

Instructional Space & Research Space

Relationship of Space Assets to Campus Framework



Instructional Space Locations

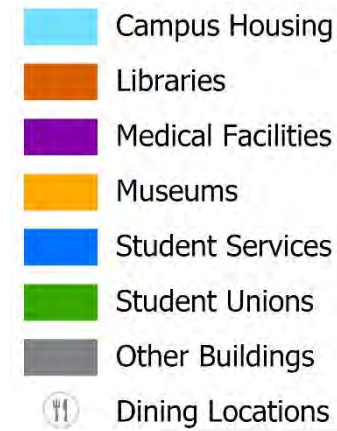


Research Space Locations

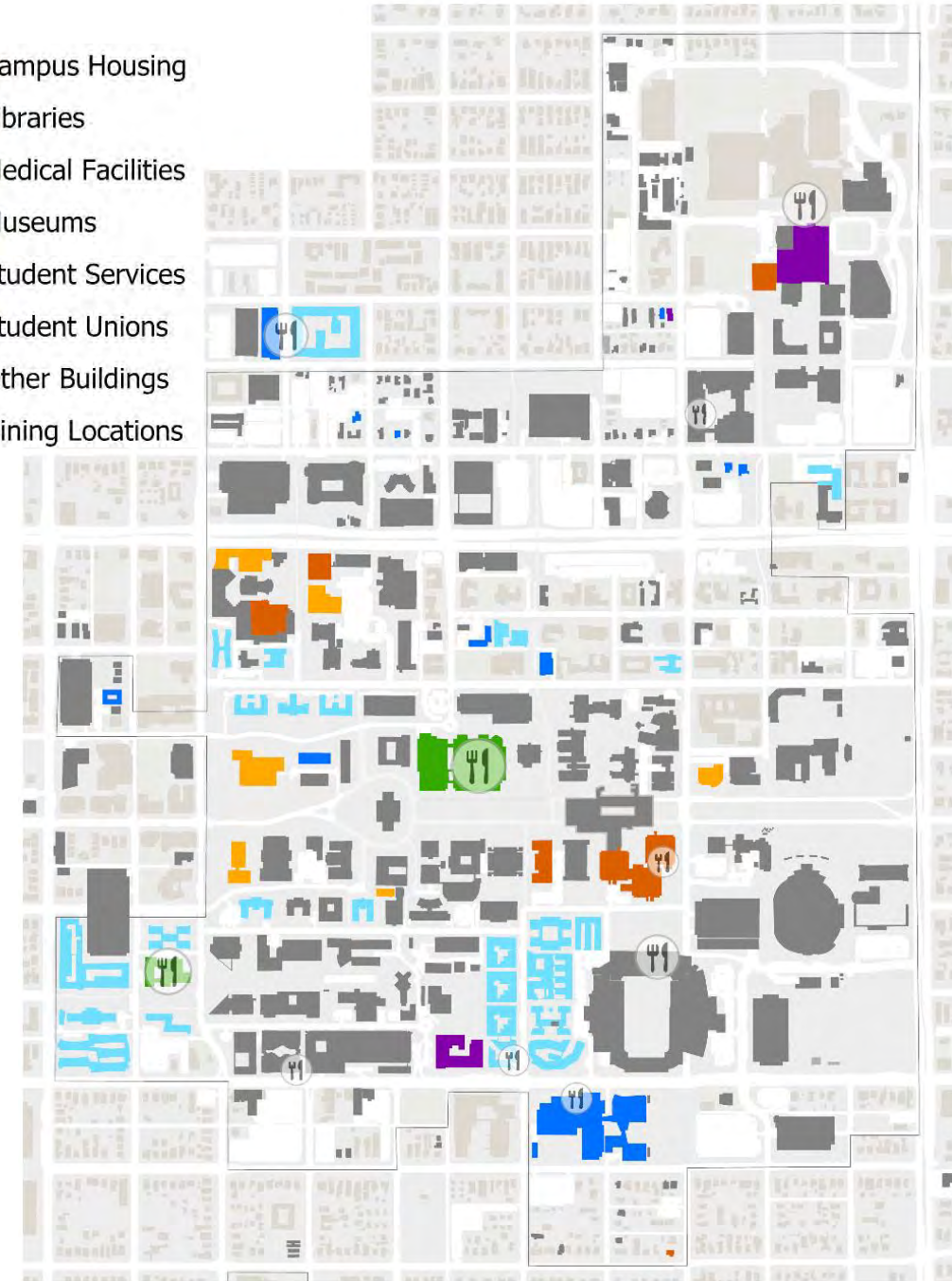
Student Success Resources

Student Success & Resources (Focus Group Meeting Today!)

- Support Strategic Plan goals
- Enhanced student experience: Location and diversity
- Ease of access to student success and resources
- Support retention, matriculation, and graduation
- Understand current needs vs. future needs
- Central campus resources vs. program specific needs



Student Success & Resources Distribution



Res-Life & Student Recreation



Campus Life (Focus Groups Meeting Tomorrow!)

- Housing formats, character, and locations
- First year experience & Red-thread Initiative
- Student Health & Wellness
- Current and future recreation assets, and their access and relationship to campus



Sustainability



Sustainability (Focus Groups Meeting Tomorrow!)

- Capturing the full scope of what the University is doing today
- Articulating existing strengths and using them as a recruiting tool
- Create clear communication around the different definitions of sustainability to appropriate audiences
- Identify near-term, mid-term, and long-term sustainability goals that can be supported through Master Plan Parameters

INTRODUCTION



Sustainability education & outreach is meant to highlight efforts to the community by **connecting, educating, and reinforcing** the culture and spirit of the organization's sustainability mission.



APPROACHES



Education & Outreach Strategies

- 1. Sustainability and Heritage Signage**
- 2. Educational and Cultural Programs with Collateral**
- 3. Campus & Community Events**
- 4. Sustainability-focused Tours**

SIGNAGE TYPES

WALL GRAPHICS

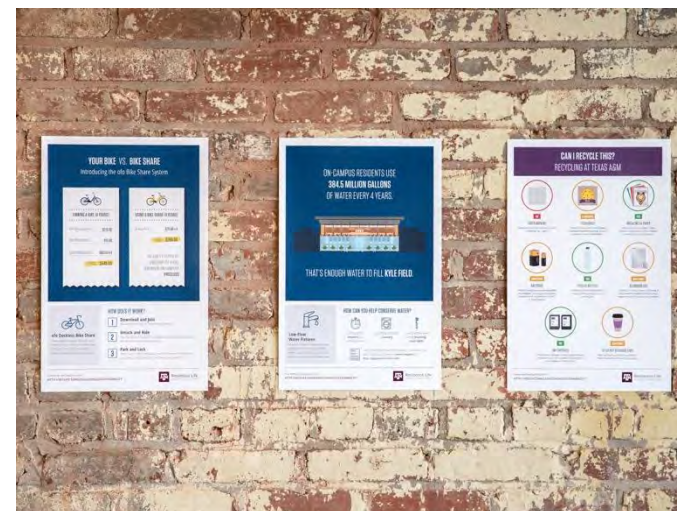
- Large scale vinyl graphics applied to a feature wall in the project.



ACCOMPANYING ASSETS

Print Materials

- Can be in the form of printed materials such as posters, brochures, or booklets
- Or graphics designed for a digital campaign for social media or websites
- Intended to be located in high visibility or traffic locations (such as office of sustainability, in Res Halls, etc.)
- Web based or app based to save paper!



CAMPUS & COMMUNITY EVENTS

Campus & Community Presence

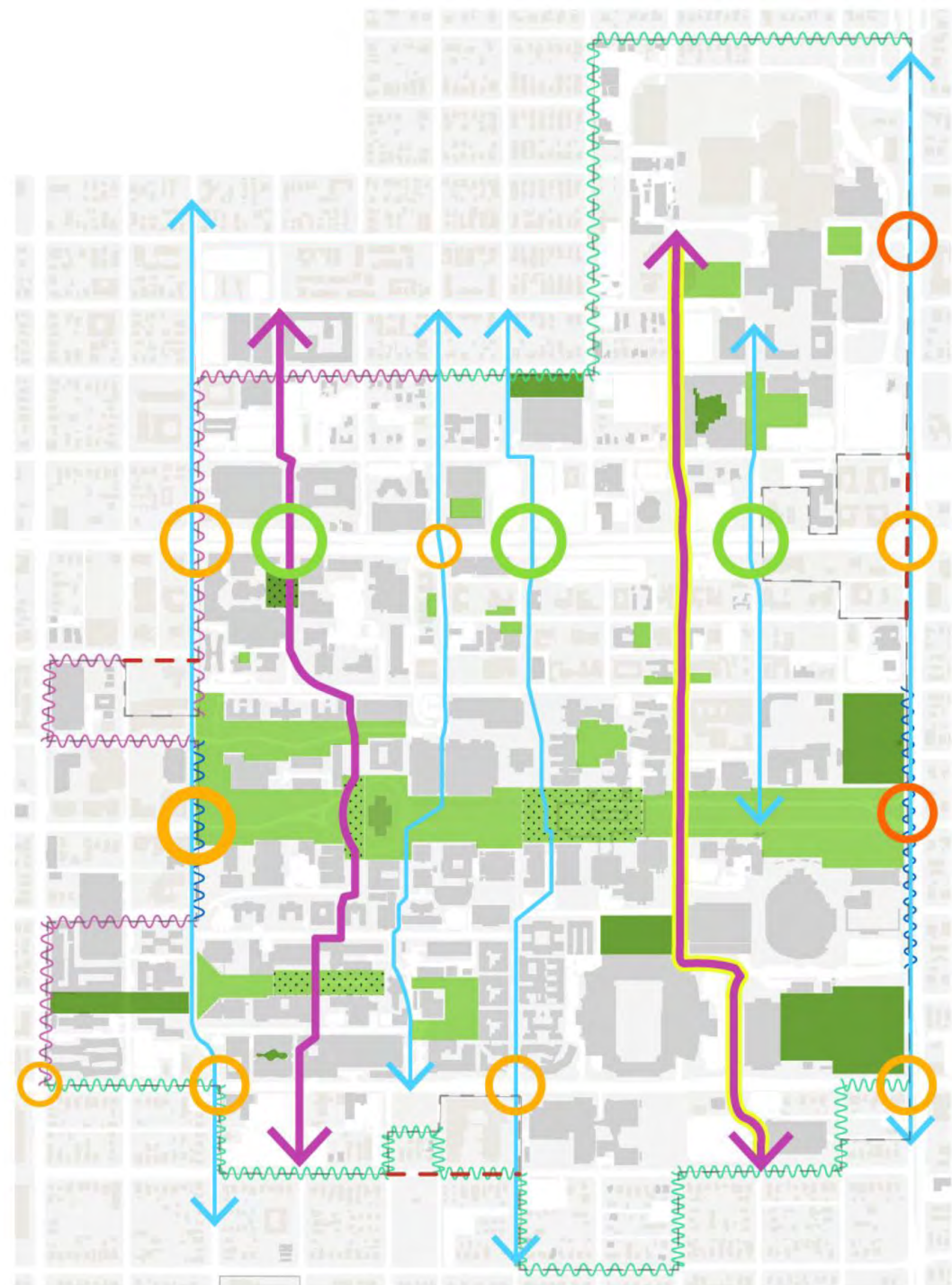
- Sustainability Day
- Sponsored “Ted Talks”
- Organized “Field Trips” to on- or off-campus project, companies, or other resources with sustainable themes
- Tree Planting
- Participation/booths at university events like move-in day, freshman orientation, gamedays and tailgating, etc.



Campus Framework Concepts

Framework Elements

- Gateways
- Thresholds
- Key Open Spaces
- Planning Boundary
- N/S Connections



Campus Gateways

- **Pedestrian & Vehicular Gateways**

- 6th Street –

- 6th St & Campbell Ave
- 6th St & Highland Ave
- 6th St & Park Ave
- 6th St & Euclid Ave

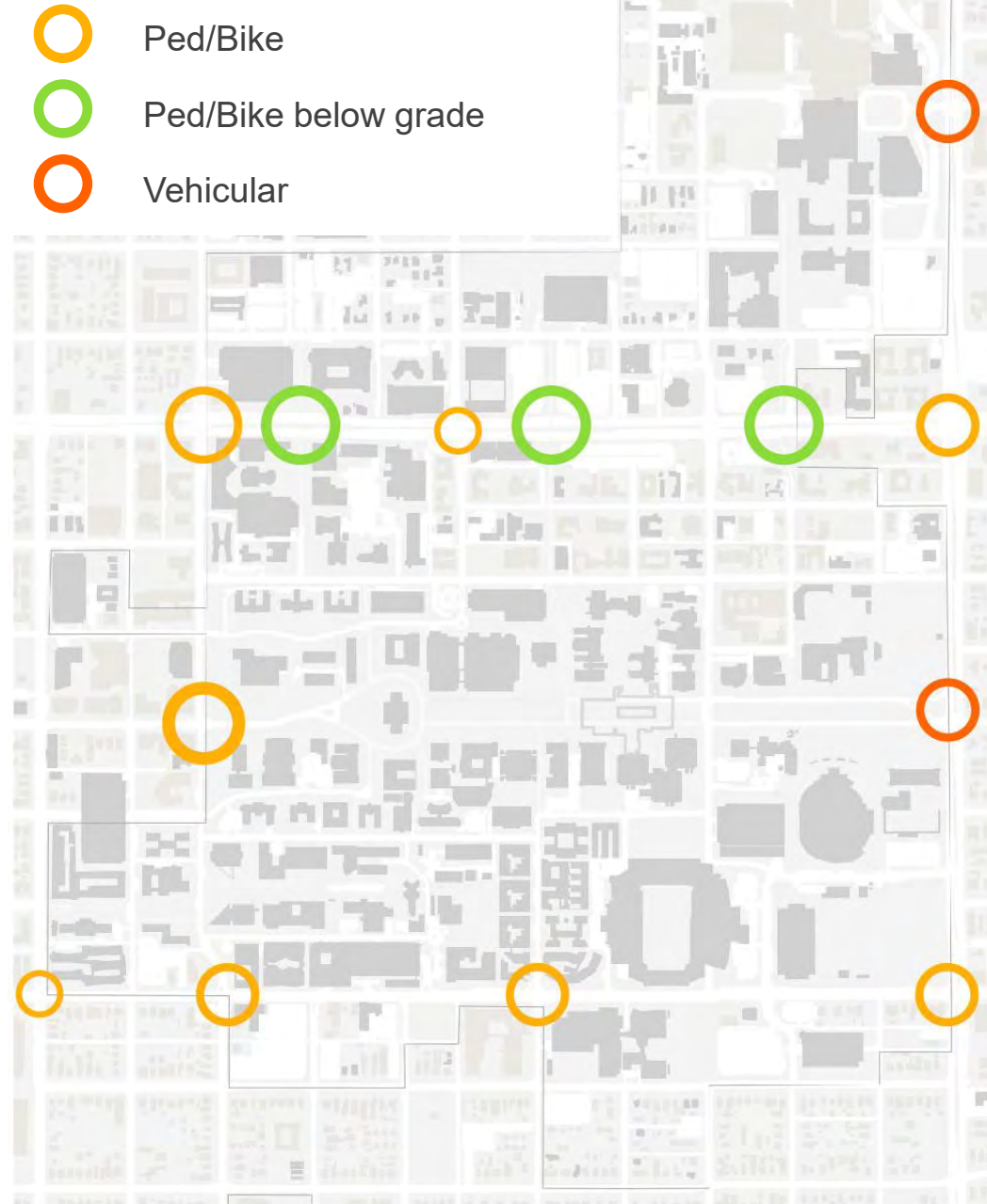
- Speedway Blvd –

- Speedway Blvd & Campbell Ave
- Speedway Blvd & Warren Ave
- Speedway Blvd & Highland Ave
- Speedway Blvd & Mountain Ave
- Speedway Blvd & Park Ave

- West Gate

- **Vehicular Gateways**

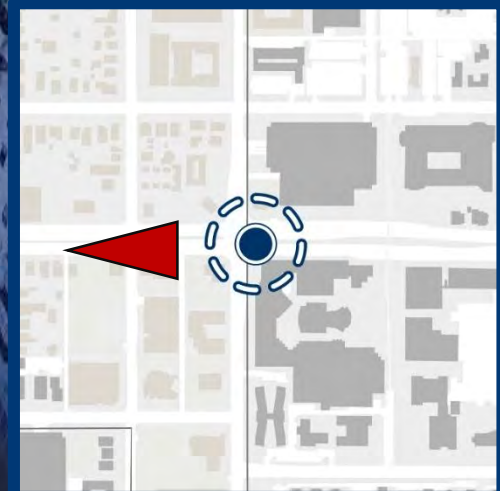
- Campbell Ave & University Blvd
- Campbell Ave & Adams St



Existing Gateway: Speedway & Park (looking W)

Park Ave.

Speedway Blvd.





LEANO
www.leano.com
DRAFT
Progress



DRAFT

Existing Gateway: Speedway & Mountain (looking NE)

Mountain Ave.

Speedway Blvd.

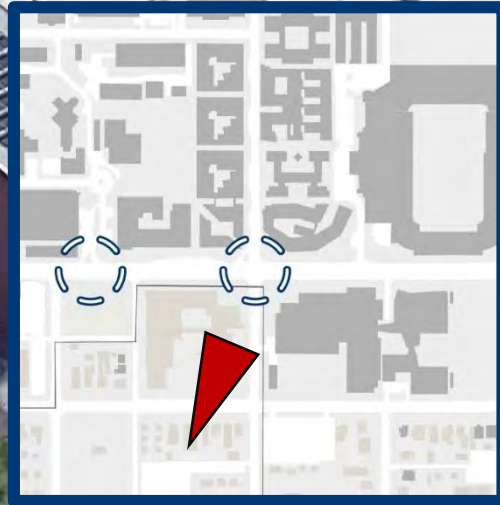


Existing Gateway: 6th St. & Highland Ave. (Looking NE)



6th St.

Highland Ave.



Existing Gateway: 6th St. & Campbell Ave. (looking NW)



6th St.

Campbell Ave.



Existing Gateway: East Gate (looking W)



Campbell Ave.

Campus Thresholds

- **Neighborhood Threshold**

- Rincon Heights Neighborhood
- Jefferson Park & North University

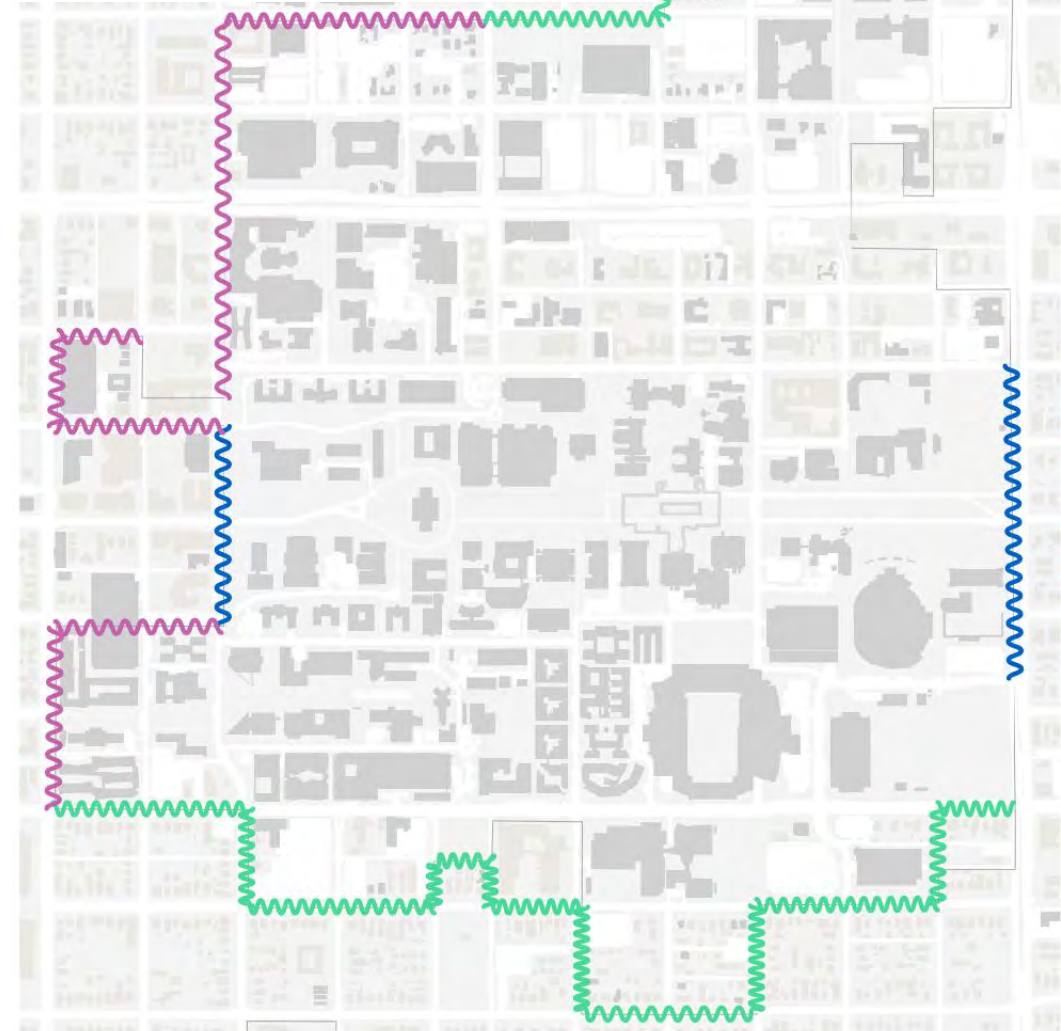
- **Institutional Significance**

- West Gate
- East of Main Mall

- **Allied Uses**

- West Campus - housing, hotel etc.

- Neighborhood
- Institutional Significance
- Allied Uses



Existing: University of Arizona – 6th Street (Neighborhood Edge)



Existing: University of Arizona – Speedway (Allied/Institutional Edge)



Existing: University of Arizona – Park Avenue (Allied/Institutional Edge)



Precedent: Cultural Edge – Ohio State University



OHIO FIELD

Precedent: Edge Identity Mechanisms



Precedent: Community Edge – Arizona State University (Mill Avenue)



Precedent: Community Edge – Arizona State University (Mill Avenue)



Key Open Spaces

- **Signature Spaces**

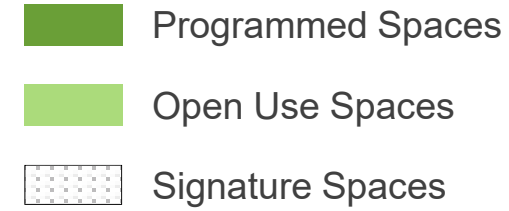
- West of Old Main
- Integrated Learning Center
- USS Arizona Memorial
- College of Arts Open Space
- Sciences Quad

- **Open Use Spaces**

- Old Main
- Sciences Quad
- BIO5 Institute

- **Programmed Spaces**

- Tennis Courts
- ENR2
- BIO5
- Volleyball Courts



Precedents: University of Arizona – Central Mall



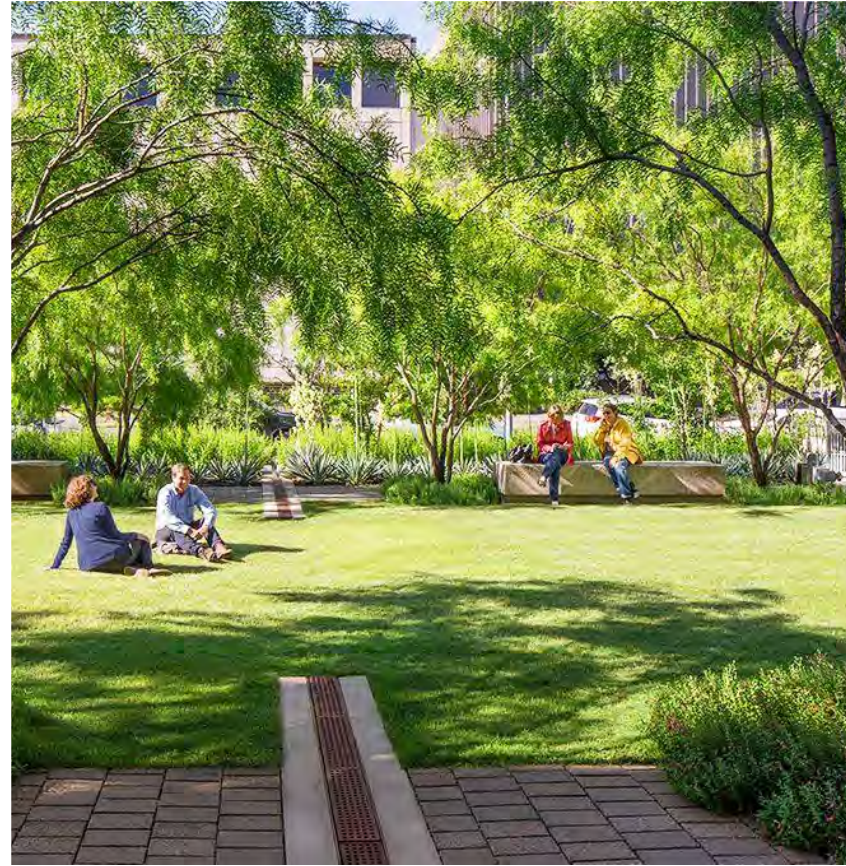
Precedents: University of Arizona - Underwood Family Sonoran Lab @ CAPLA



Precedents: University of Arizona – Underway (Student Success District)



Precedents: Scales of Spaces



Precedents: Activities, Resources, Character, Identity



Precedents: Activities, Resources, Character, Identity



N/S Connections

- **Promenade**

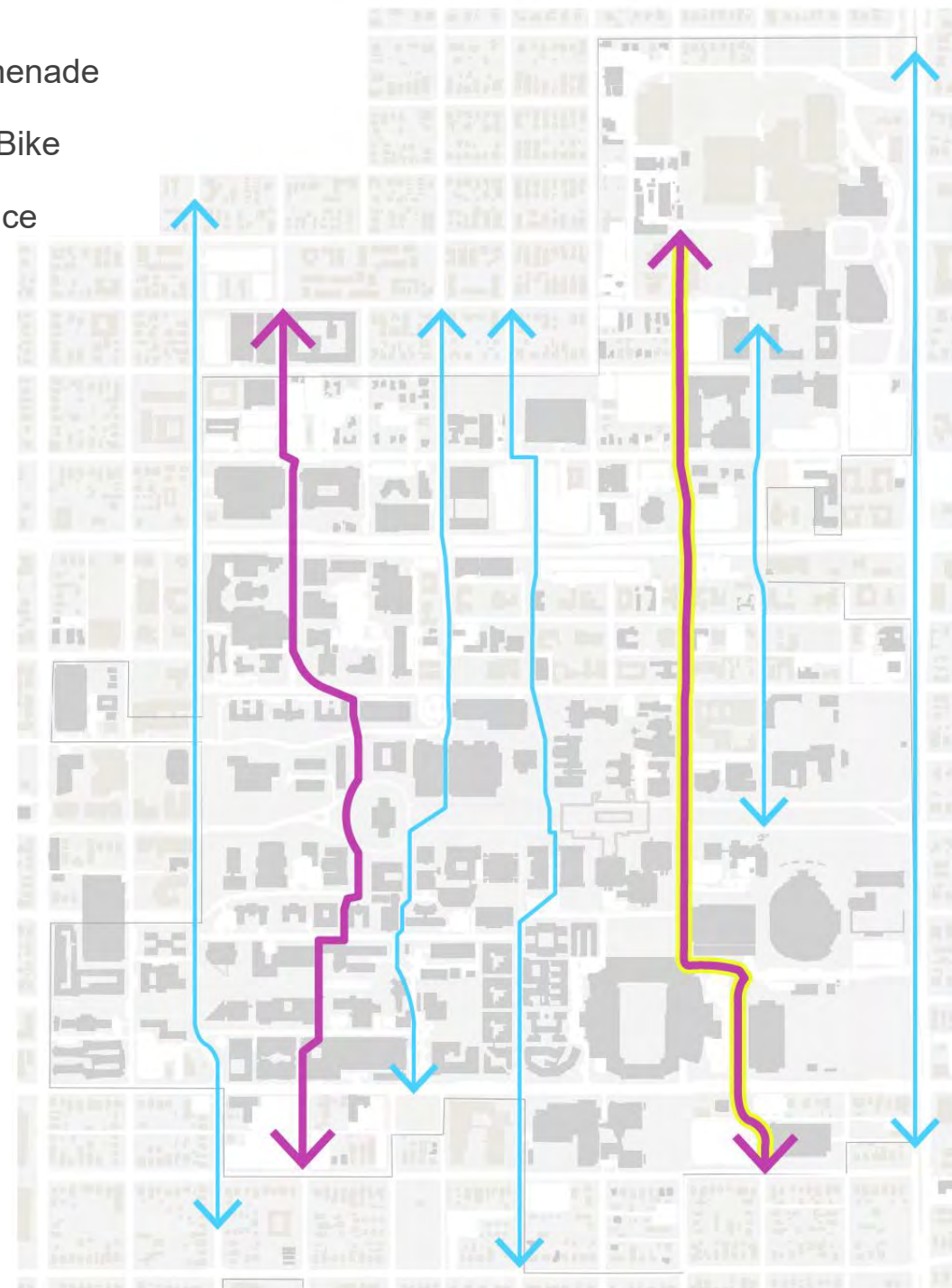
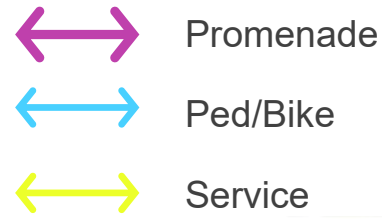
- Olive Road
- Cherry Ave

- **Ped/Bike**

- Park Ave
- Mountain Ave
- Highland Ave
- Warren Ave
- Campbell Ave

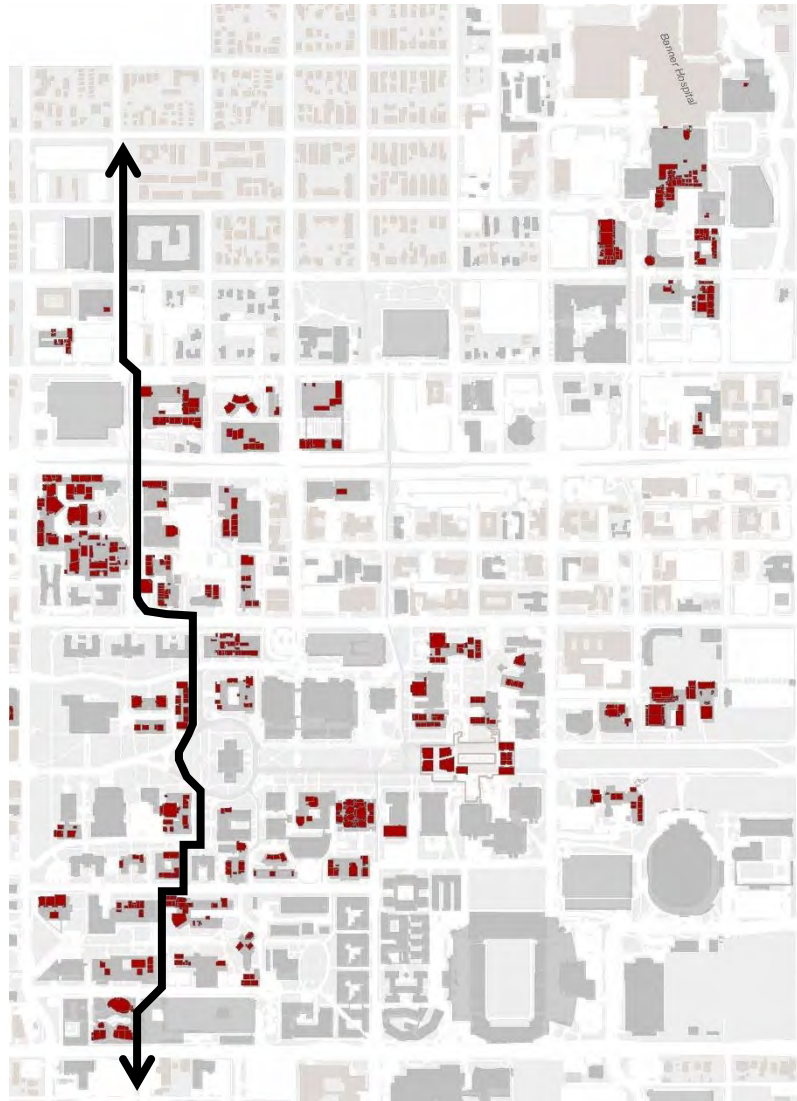
- **Service**

- Cherry Ave

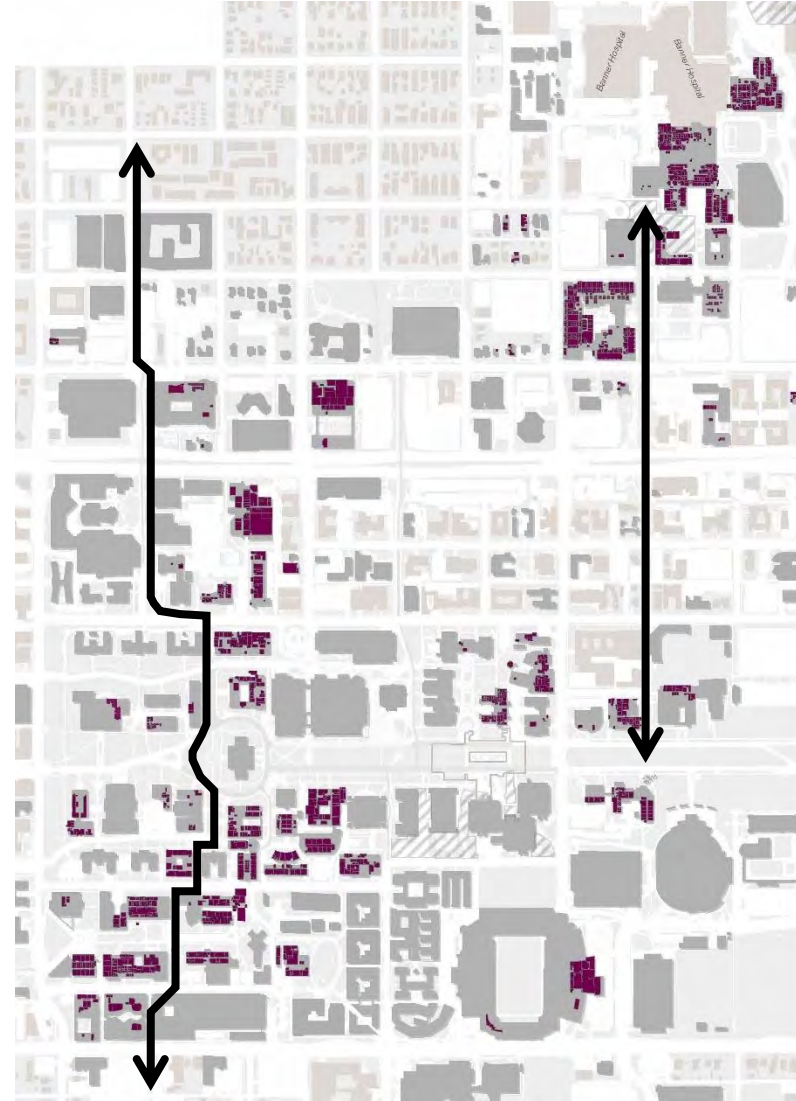


Connections: Academic & Research Uses

Olive/Fremont
Corridor Study



Instructional Space Locations



Research Space Locations



Precedent Image: Pedestrian Mall – Virginia Commonwealth



Precedent Image: Pedestrian Malls – Texas A&M University



Precedent Image: Connectors



Precedent Image: Shade



Precedent Image: Transformations

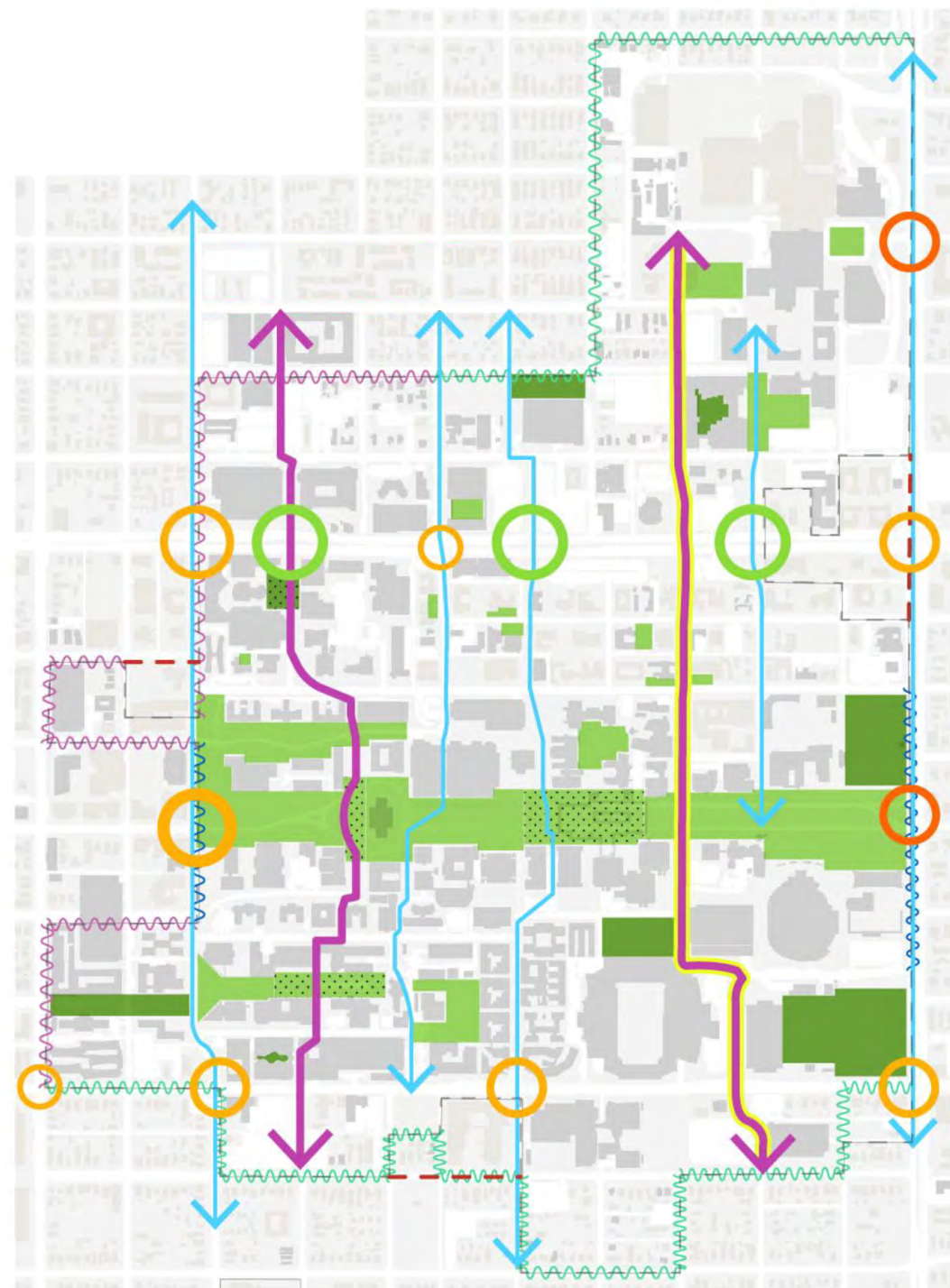


Connectivity: Old Main



Framework Composite

- Gateways
- Thresholds
- Key Open Spaces
- Planning Boundary
- N/S Connections





4. Space Character Exercise

University of Arizona 2020 Campus Plan Update



Exercise

Overview:

There will be two parts to this exercise.

First, we will complete one board as a large group.

Then we will split into two groups to individually complete additional boards.

OLIVE RD CORRIDOR

REFERENCE IMAGES

1 STEP 1: FROM THE LIST OF SPACE DESCRIPTORS CHOOSE UP TO THREE (3) THAT WOULD BEST DESCRIBE THE SPACE. USE WILDCARDS (*) TO DESCRIBE THE SPACE IF THE LIST DOES NOT SUFFICE.

2 STEP 2: FROM THE PRECEDENT IMAGES PROVIDED CHOOSE UP TO THREE (3) THAT WOULD BEST DESCRIBE THE SPACE.

SPACE DESCRIPTORS

PRECEDENT IMAGES

Map labels: Honor College, Eiler College of Management, College of Fine Arts, Richard Havill Building, Arizona State Museum, Student Union, Old Main, Gouffier Hall, Gourd Simpson, ENR 2.

Map streets: Mabel St, Helen St, Parkway, Speedway Blvd, 2nd St, University Blvd, South Campus Drive, 4th St, 1st St, 6th Street, Park Ave, Mountain Ave, 8th Street.

Map zones: 7 (Honors College Extension), 6 (Arts + Design Programs), 5 (Engineering Passage), 4 (Old Main West), 3 (Sciences Passage), 2 (Science Programs), 1 (8th Street Entry).

Exercise

Step 1:
 Refer to the title of the corridor and the reference images understand the existing conditions.

OLIVE RD CORRIDOR

1 STEP 1: FROM THE LIST OF SPACE DESCRIPTORS CHOOSE UP TO THREE (3) THAT WOULD BEST DESCRIBE THE SPACE. USE WILDCARDS (*) TO DESCRIBE THE SPACE IF THE LIST DOES NOT SUFFICE.

2 STEP 2: FROM THE PRECEDENT IMAGES PROVIDED CHOOSE UP TO THREE (3) THAT WOULD BEST DESCRIBE THE SPACE.

REFERENCE IMAGES

SPACE DESCRIPTORS

7			
6			
5			
4			
3			
2			
1			

PRECEDENT IMAGES

Map labels: Honor College, Mabel St, Helen St, Eller College of Management, Speedway Blvd, College of Fine Arts, Richard Havill Building, 2nd St, Arizona State Museum, Student Union, University Blvd, Old Main, Courtyard Hall, South Campus Drive, 4th St, Guard Simpson, Lowell St, ENR 2, 6th Street, 8th Ave, HONORS COLLEGE EXTENSION, ARTS + DESIGN PROGRAMS, ENGINEERING PASSAGE, OLD MAIN WEST, SCIENCES PASSAGE, SCIENCE PROGRAMS, 8TH STREET ENTRY.

Exercise

Step 2:
Compare the reference images to the corridor.

OLIVE RD CORRIDOR

REFERENCE IMAGES

1 STEP 1: FROM THE LIST OF SPACE DESCRIPTORS CHOOSE UP TO THREE (3) THAT WOULD BEST DESCRIBE THE SPACE. USE WILDCARDS (*) TO DESCRIBE THE SPACE IF THE LIST DOES NOT SUFFICE.

2 STEP 2: FROM THE PRECEDENT IMAGES PROVIDED CHOOSE UP TO THREE (3) THAT WOULD BEST DESCRIBE THE SPACE.

	SPACE DESCRIPTORS	PRECEDENT IMAGES	
7			
6			
5			
4			
3			
2			
1			

Exercise

Step 3:
From the list of space descriptors provided select up to three (3) that best describe how the space should feel in the future.

Please use Wildcard(s) if the space descriptors do not suffice.

OLIVE RD CORRIDOR

REFERENCE IMAGES

STEP 1: FROM THE LIST OF SPACE DESCRIPTORS CHOOSE UP TO THREE (3) THAT WOULD BEST DESCRIBE THE SPACE. USE WILDCARD(S) TO DESCRIBE THE SPACE IF THE LIST DOES NOT SUFFICE.

STEP 2: FROM THE PRECEDENT IMAGES PROVIDED CHOOSE UP TO THREE (3) THAT WOULD BEST DESCRIBE THE SPACE.

	SPACE DESCRIPTORS	PRECEDENT IMAGES
7		
6		
5		
4		
3		
2		
1		

THE UNIVERSITY OF ARIZONA

2020 CAMPUS MASTER PLAN - SPACE CHARACTER EXERCISE

ALLERS
SALVE
GROSS

Exercise

Step 4:
 From the list of precedent images provided select up to three(3) that best represent an appropriate future character for the space.

OLIVE RD CORRIDOR

REFERENCE IMAGES

SPACE DESCRIPTORS

PRECEDENT IMAGES

1 STEP 1: FROM THE LIST OF SPACE DESCRIPTORS CHOOSE UP TO THREE (3) THAT WOULD BEST DESCRIBE THE SPACE. USE WILDCARDS (*) TO DESCRIBE THE SPACE IF THE LIST DOES NOT SUFFICE.

2 STEP 2: FROM THE PRECEDENT IMAGES PROVIDED CHOOSE UP TO THREE (3) THAT WOULD BEST DESCRIBE THE SPACE.

7 HONORS COLLEGE EXTENSION

6 ARTS + DESIGN PROGRAMS

5 ENGINEERING PASSAGE

4 OLD MAIN WEST

3 SCIENCES PASSAGE

2 SCIENCE PROGRAMS

1 8TH STREET ENTRY

Labels on map: Honor College, Eller College of Management, College of Fine Arts, Richard Havill Building, Arizona State Museum, Student Union, Old Main, Gouard Simpson, ENR 2.

Streets: Mabel St, Helen St, Parkway, Speedway Blvd, 2nd St, University Blvd, South Campus Drive, 4th St, 1st St, 6th Street, Park Ave, Santa Rita Ave, Mountain Ave, 8th Street.

THE UNIVERSITY OF ARIZONA

2020 CAMPUS MASTER PLAN - SPACE CHARACTER EXERCISE

ALLERS FAYNE GROSS



5. Next Steps

University of Arizona 2020 Campus Plan Update



NEXT STEPS

1. Workshop 04: Today & Tomorrow

- Focus Group Meetings:

- Instructional Space & Student Success Resources
- Research Space
- Campus Life
- Sustainability

- Synthesis of Feedback

2. Workshop 05: February 17th & 18th

- Integration of today's conversations into broader Master Plan content

3. Late Spring 2020 – Final Plan



THANK YOU!

University of Arizona 2020 Campus Plan Update

