AGENDA

- Introductions
- Planning Scope
- The 2004 Campus Plan
- Observations
- Design Guidelines - 2004 Plan
- SWOT Exercise
- Analysis
- Goals and Advice
- Questions & Discussion
INTRODUCTIONS
We engage people and places to create designs that enrich the world.

Founded: 1912

Offices:
- Baltimore, MD
- Tempe, AZ
- Washington, DC

Clientele:
- 90% of our work is for higher education institutions

Staff:
- 160 professional staff members
- 75% of our staff members are LEED Accredited
A Commitment to Higher Education

**Workshop-Based**
Process structure around intensive campus engagement

**Research-Informed**
Active research on higher education trends since 1998

**Scenario-Tested**
Campus Capacities explored via multiple development scenarios
PLANNING SCOPE
scope:

Physical Planning Areas
Six Focus Elements

Development Framework Plan
A review and analysis of existing planning efforts undertaken by the University since the adoption of the Campus Master Plan in 2004 will be completed. This will include the adopted and proposed District Plans, Vision 2020, current Academic Plans, current Strategic Plan(s), and other planning efforts.

Circulation & Transportation Plan
The planning effort will evaluate current campus access and circulation along with projected scenarios based on potential growth. Emphasis will be placed on the pedestrian experience along with campus gateways, edge conditions, alternate mobility opportunities, future garage locations and connections to the community.

Sustainability Plan
Develop a set of sustainability guidelines that will inform the planning effort and the Development Framework Plan. Identify both planning and building best practices relevant to sustainability strategies. Incorporate standards into a set of Sustainability Guidelines.

Preservation & Adaptive Reuse Plan
Review the current list of heritage campus buildings to identify necessary additions or deletions, coordinated with facilities indicated for potential demolition in the 2004 Campus Master Plan and adopted District Plans. The current Heritage Building Guidelines will be reviewed and recommendations made for revisions.

Signage Plan
Develop a signage and wayfinding master plan. This effort will focus on developing a breakdown of where wayfinding is needed and the development of new signage standards for the university. The wayfinding system includes directional, identification, and orientation signs to facilitate campus navigation and identity.

Design & Landscape Guidelines
Review and recommend additions, deletions or modifications to the current 2004 Campus Master Plan guidelines for architectural and landscape components.
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scope:

Engagement

Orchestrate

Co-Chairs
Dr. Jorge Vanegas
Ms. Lilia Gonzales

Direct & Advise

Executive Committee
President
Provost
VP for Finance & Administration

Advisory Committees
Council of Deans
Council on the Built Environment

Focus Groups
Multiple Entities

Support

Information Requests
University Architect
Transportation Services
UES
Student Affairs
Academics

Campus & Community
Open Forums
Website
The 2004 Campus Master Plan
The 2004 Civic Structure
THE 2004 PLAN: SURVEY
2004: Survey Instructions

Phone

Text ASGCAMPUS to 37607

Computer

Pollev.com/ASGCAMPUS
Goals of the Plan

1. Reinforce Campus Identity
   Most of the positive physical contributions to campus identity are associated with the buildings, spaces, and sculptures of the east core of the campus. Campus identity should be reinforced by further positive contributions.

2. Reinforce Campus Community
   The remarkable sense of community on campus is not reinforced by the physical setting. The physical setting should enhance and promote a greater sense of community. The campus should be a compact, cohesive environment in order to achieve this goal.

3. Establish Connectivity
   Interdisciplinary activity is essential to research and knowledge today. Connectivity needs to be reestablished between places, between academic and research activities, between faculty and students, and between campus and the community.

4. Create Architecture that Contributes Positively to the Campus Community
   Too many recent buildings are isolated objects that contribute little to the campus community. Buildings should be better neighbors through their siting, exterior design, interior public space design, and landscape. The renovation of existing buildings should consider and reinforce their relationship to the community.

5. Promote Spatial Equity & Appropriateness
   Equitable spatial standards need to be developed, as well as a space allocation system that also considers the reuse of existing space. A comparative space analysis and an Academic Space Plan should serve as the basis for space allocation.

6. Establish an Accessible, Pedestrian Campus
   The “population” of the campus is approximately 52,000 students, faculty, and staff. About 10,000 students live on campus. This means that approximately 42,000 people commute to campus — many by car. There are also numerous service vehicles, buses, and so on. The goal is to rationalize the circulation patterns, keep private cars to the periphery, and make the campus an accessible, pedestrian one.

7. Promote Sustainability
   The campus has finite land and resources. The goal is to promote sustainability by teaching, planning, and acting in an environmentally sustainable manner.

8. Develop a Supportive Process
   The aim is to develop a process that enables the attainment of the above goals in a transparent, inclusive, and efficient manner.
Reinforce Campus Identity: Was this goal successfully implemented since the 2004 plan?

- Yes: 0%
- Partially: 100%
- No: 0%

Poll Everywhere
Reinforce Campus Identity: Is this goal still relevant and important?

Yes: 100%
Partially: 0%
No: 0%
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Reinforce Campus Community: Was this goal successfully implemented since the 2004 plan?

- Yes: 13%
- Partially: 75%
- No: 13%
Reinforce Campus Community: Is this goal still relevant and important?

- Yes: 88%
- Partially: 13%
- No: 0%
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Establish Connectivity: Was this goal successfully implemented since the 2004 plan?

- Yes: 14%
- Partially: 86%
- No: 0%
Establish Connectivity: Is this goal still relevant and important?

- Yes: 75%
- Partially: 13%
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Create Architecture that Contributes Positively to the Campus Community: Was this goal successfully implemented since the 2004 plan?

- Yes: 33%
- Partially: 67%
- No: 0%
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Promote Spatial Equity & Appropriateness: Was this goal successfully implemented since the 2004 plan?

- Yes: 56%
- Partially: 44%
Promote Spatial Equity & Appropriateness: Is this goal still relevant and important?

- Yes: 89%
- Partially: 11%
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Establish an Accessible, Pedestrian Campus: Was this goal successfully implemented since the 2004 plan?

- Yes: 0%
- Partially: 60%
- No: 40%
Establish an Accessible, Pedestrian Campus: Is this goal still relevant and important?

- Yes: 80%
- Partially: 20%
- No: 0%
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2004: The District Plan Patchwork Quilt
OBSERVATIONS
Campus Character Zones
observe: Open Green Space
observe: Dense, Urban Core
observe: Suburban
observe: Underdeveloped
observe: Open Green Space
Urban vs. Suburban

Urban Buildings
- Slimmer in plan
- Typically rectangular footprint
- Often symmetrical
- Aligns with streets and quads
- Clear entrance
- Allow for buildings to be close together - increased density

Suburban Buildings
- Thicker in plan
- Odd shaped footprints
- Highly individualized
- Not clear front or back
- Require larger green space to act as a buffer between neighboring buildings
- Focus is on the individual building and not the contribution to the overall campus organization
THE 2004 GUIDELINES:
2004: The Plans

The Architectural Plan

The Landscape Plan
2004: The Goals

The Architectural Goals

1. Provide a framework that will guide the physical growth and infill the campus

2. Support and define the public spaces of campus

3. Achieve optimum building capacity by maximum utilization of available real estate

4. Enhance the character of the campus and promote its academic, social and cultural functions

5. Achieve a varied, but cohesive architecture that enhances the character of the Texas A&M campus

6. Promote a high level of architectural quality

The Landscape Goals

1. Provide a Spatial framework to guide campus growth

2. Support and define the public spaces of the campus

3. Strengthen the connection of the campus to College Station

4. Strengthen the connection of the campus with the surrounding Texas landscape

5. Achieve a varied, but cohesive landscape that enhances the character of the Texas A&M campus

6. Ensure a high level of landscape quality
2004: The Principles

The Architectural Principals

1. Urban Buildings
2. Building Heights
3. Facades
4. Building Entrances
5. Identity and Variety
6. Building Materials
7. Additions to Buildings
8. Building Services
9. Sustainability
10. Non-Academic Buildings

The Landscape Principles

1. Campus Streets
2. Campus Edges
3. Campus Spaces
4. Architectural Connections
5. Native Landscape
6. Identity and Variety
7. Maintenance
8. Resources Efficiency
9. Ecological Constraints
The Guidelines 2004:

The Architectural Guidelines

The Landscape Guidelines

55

43
2004: The Guidelines

2 Plans
12 Goals
19 Principles
98 Guidelines
observe: Liberal Arts and Humanities
Interdisciplinary Life Sciences Building
Emerging Technologies Building
Hullabaloo Residence Hall
observe: Equine Complex
Health Science Complex
Physical Education Building
observe: Jack E. Brown Building
observe: Ross Mall
West Campus
observe: Spence Park
observe: White Creek
observe: JK Williams East Lawn
observe: Cushing Quad
SWOT EXERCISE
**Exercise**

- **Strength:** Characteristics of the campus that provide an advantage over others.
- **Weakness:** Characteristics that place the campus at a disadvantage relative to others.
- **Opportunity:** Elements that the campus could exploit to its advantage.
- **Threat:** Elements in the environment that could cause trouble for the campus.
The 2004 Civic Structure
Expanding the Green Space Network
Expanding the Green Space Network
analyze: Guidelines Typology

Aspirational Guidelines
- Campus focused
- Strategic goals for both built structure and outdoor spaces

Form-Based Guidelines
- Appropriate for campus zones
- Primarily land-use based guidelines

Prescriptive Guidelines
- Detailed guidelines for building design
- Appropriate for specific districts or within campus zones

Performance-Based Guidelines
- Limited Application
GOALS AND ADVICE
Goals and Advice

• Expand the tool-set to achieve the implementation of the master plan
  • Architectural, Landscape, Sustainability, Wayfinding, Space, Project Development, Accessibility, Heritage

• Integrate guidelines (see above) to support one another and achieve a holistic outcome

• ‘Blur’ the line between landscape and architectural guidelines

• Architectural Guidelines support, reinforce and extend green space network

• Landscape Guidelines define programmatic elements relevant to adjacent buildings and campus activities

• Apply guidelines across campus in appropriately defined character zones.

• Explore opportunity for guideline typology application: aspirational, form-based, prescriptive

• Consider the appropriateness of ‘signature’ buildings, their location on campus, and incorporation of guidelines

• Establish a palette of materials, colors, plantings, signage, etc. that allows for updating over time in consideration of new technology and methods

• Define the process for implementation, review and exceptions to the guidelines
Thank You