

2020 Campus Master Plan

Gateways & Campus Edges Focus Group

December 16th, 2019



AGENDA

1. Introductions
2. Master Plan Process Update/Overview
3. Previous Gateway Studies
 - 2003 Historic Preservation Plan
 - 2009 Master Plan
 - 2014/2016 Gateway Concept Study
4. National Precedents
5. Advancing the Topic: Gateways & Edges Today
 - Validation of Assumptions
 - Area Zooms (Analysis of Existing) & Focused Discussion
6. Wrap Up & Next Steps

Introductions



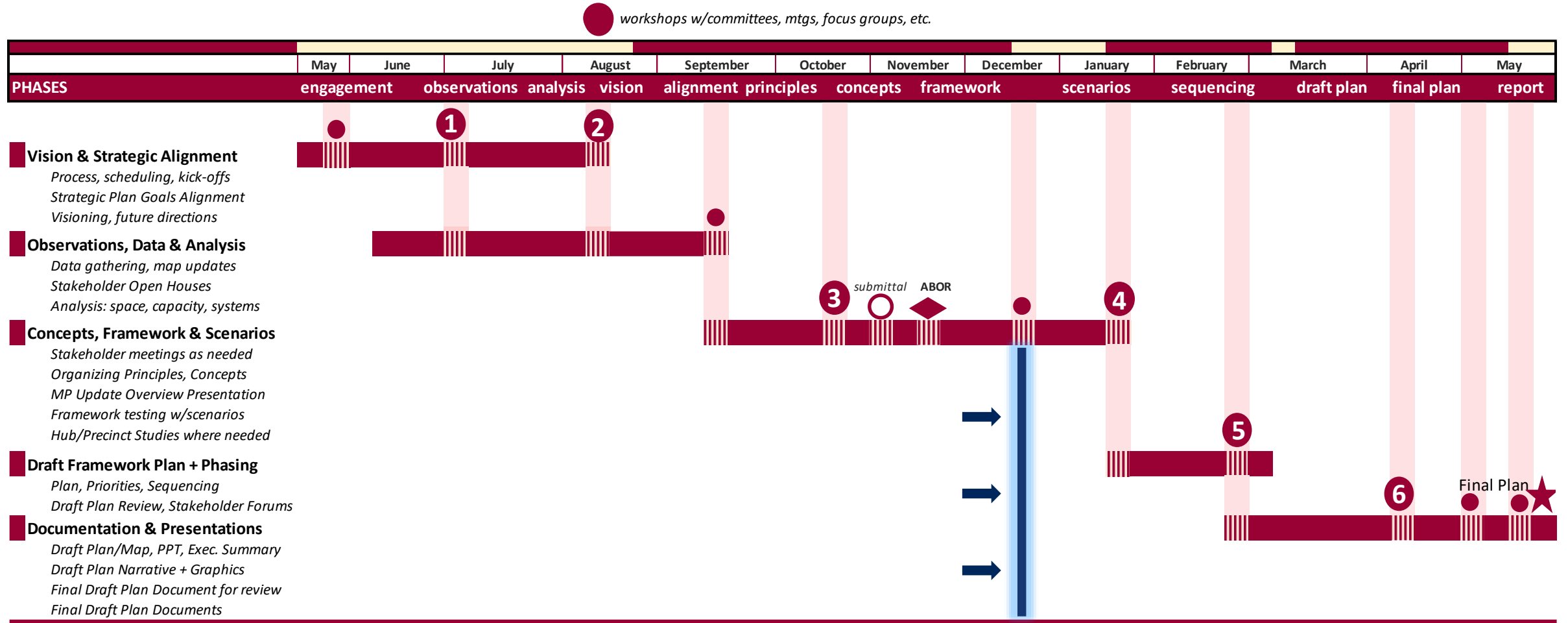
Who is in the Room?



Master Plan Process Update/Overview



2020 Campus Master Plan Schedule



Stakeholder Engagement



Comprehensive Workshops

- Leadership
- Faculty
- Staff



Focus Groups

- Topical Discussions



Students Engagement

- Open House



Neighborhood Engagement

Engagement to-date

20

Engagement
Meetings

3 Workshops

18 Focus Groups
(part of 1 or more meetings)

4 Meetings
(Steering Committee/
Operations Committee)

1

Campus-wide
Open House

4,000+ Dots
(1 Dot=1 comment)

210 Participants

400 Cookies

185 Web Site Comments

3

Neighborhood Meetings
(Open Houses & Report-back)

450+ Dots
(1 Dot=1 comment)

10 Neighborhood Associations

40+ Neighbors



1,083

Total Participants

Physical Campus Feedback

STRENGTHS

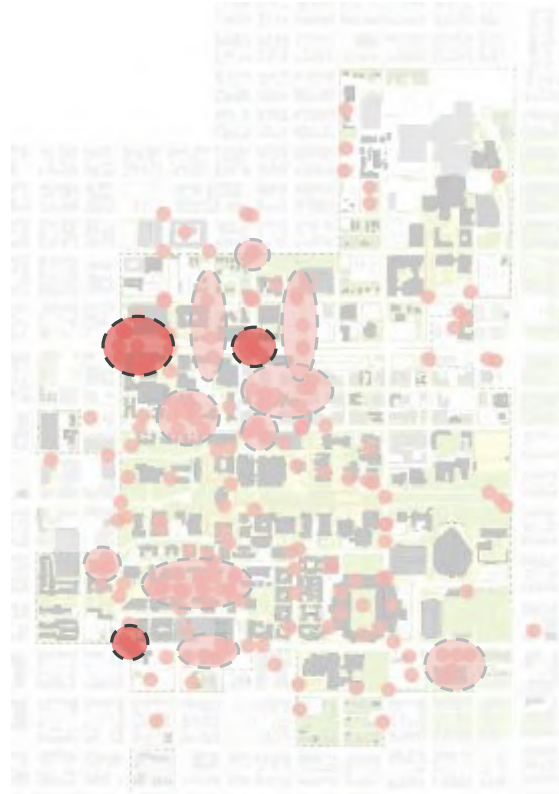


- West Gate – gateway and entry
- Old Main
- Research Facilities - ENR2/HSIB
- Main Mall
- Rec Center
- Community Garden



Successful places on campus

WEAKNESS

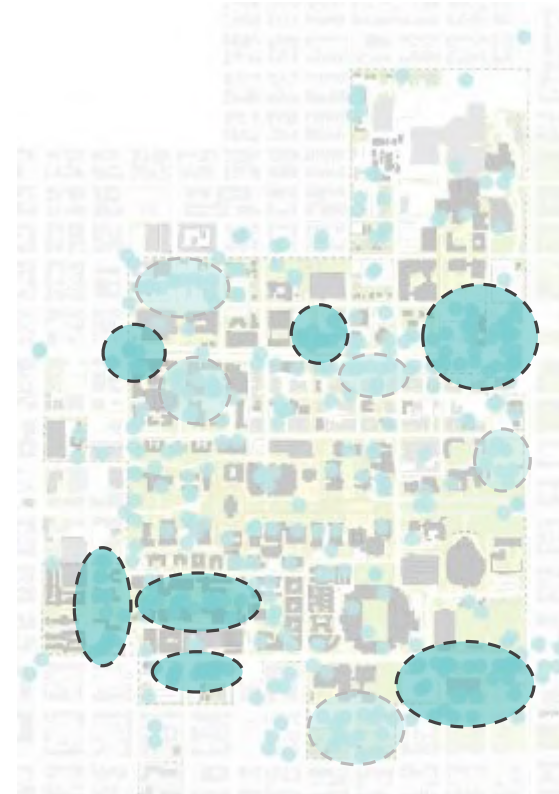


- Gateway and Intersections along Speedway Blvd. & 6th St.
- North-South Connectivity
- Density & Infill along Speedway Blvd. & 6th St.
- Southwest Campus Quad



Places for improvement

OPPORTUNITIES



- Underutilized Parking Lots
- Gateways and Housing
- Land Use Synergies along 6th St. & Speedway Blvd.
- Open Space Improvements in Southwest Campus
- Southern Edge Land Uses



Places with unrealized potential

THREATS



- Older Buildings on Campus
- Intersections and Bike/Ped pathways
- East Speedway Gateway
- Arizona Stadium – deferred maintenance



Places that need to be addressed

Physical Campus Feedback Summary

● 147

● 223

● 382

● 89

841 TOTAL DOTS

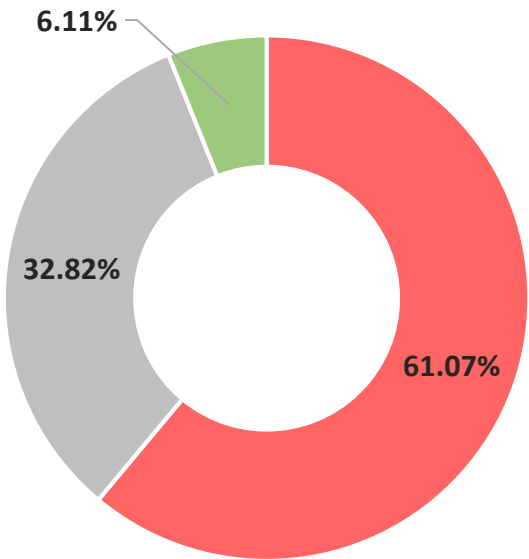


Overall Themes:

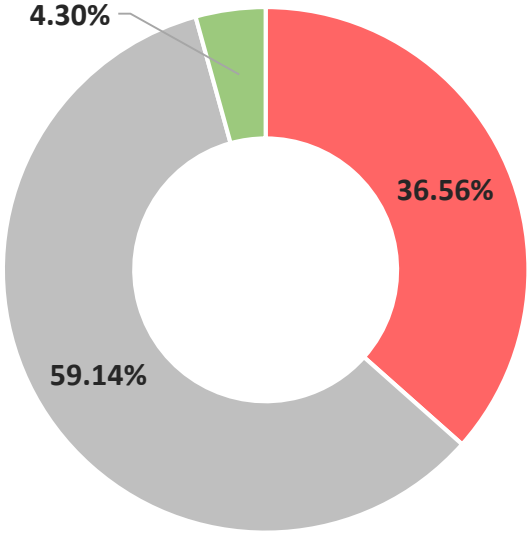
- Campus Connectivity and Mobility
- Campus Edges
- Student Housing
- Campus Gateways
- Space Type and Building Conditions
- Athletics & Rec Facilities
- Speedway Blvd– N/S Divide
- Student Success & Student Experience
- Campus Infrastructure
- Student Success Spaces

Campus Open House Feedback

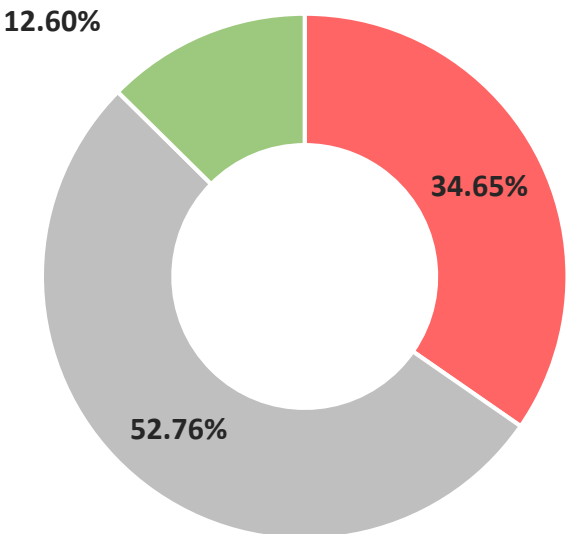
Campus Open House Input



Pedestrian Safety – Campus Edge



Bicycle Connectivity Network



Pedestrian Safety – Inside Campus

- Needs Improvement
- Okay
- Good/Great

Strategic Plan Alignment & Integration

Strategic Plan Discussion

Collect Input & Feedback

- Comprehensive Workshop
- Exercises

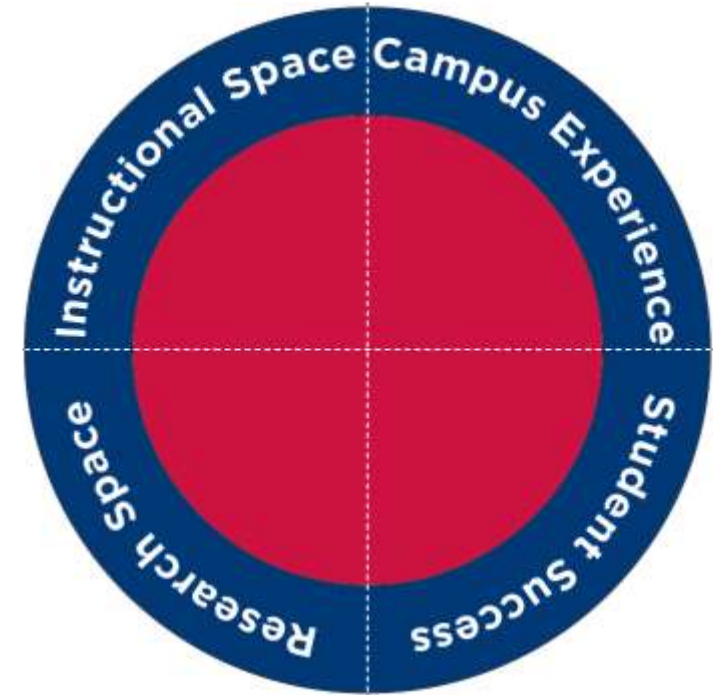
Review with Leadership

- Office of Strategic Initiatives
- Steering Committee & Senior Leadership

Emerging Topics



Emerging Topics for Strategic Plan Alignment & Integration:



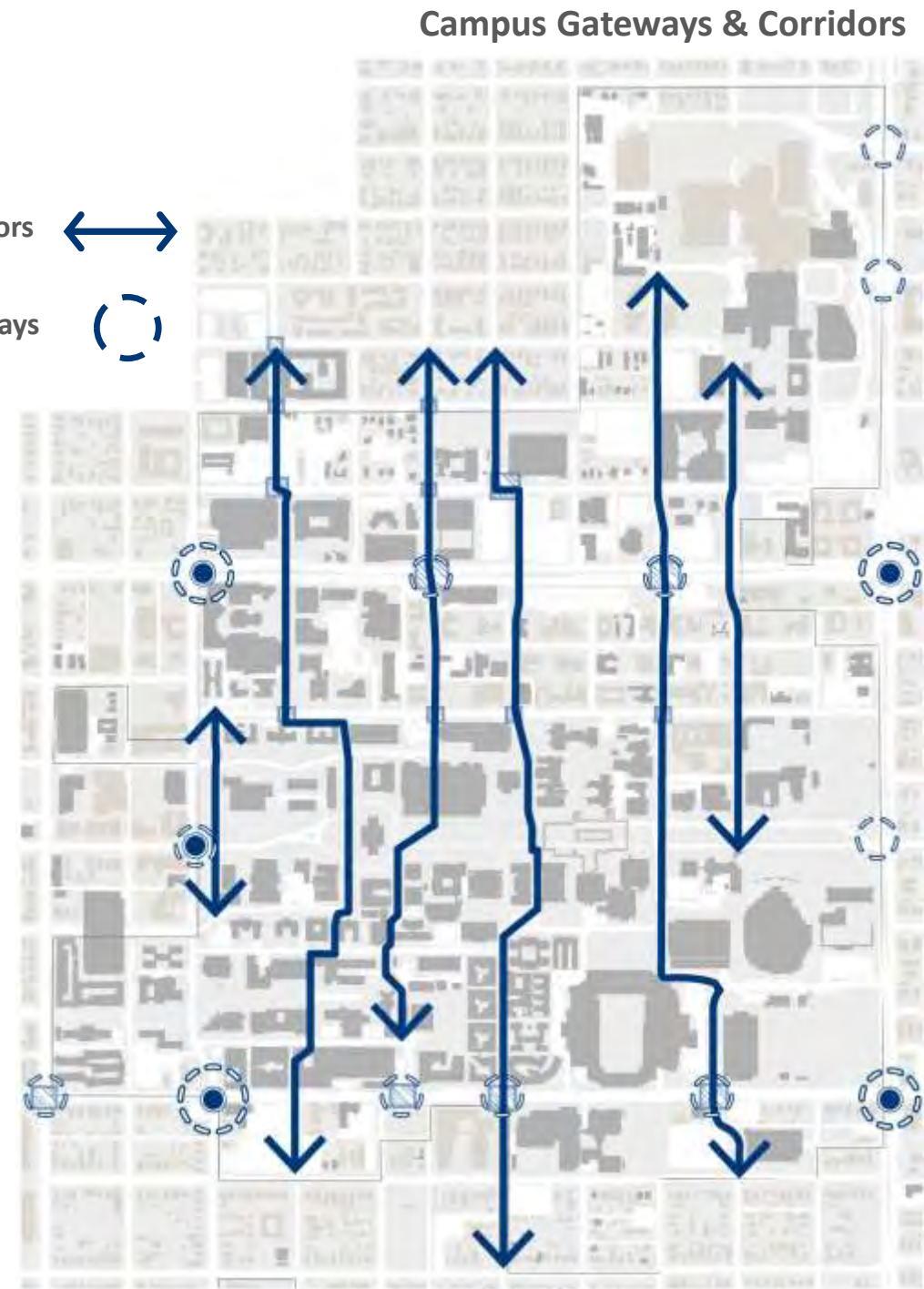
Emerging Master Plan Priority

1 Campus Systems

- Campus Gateways
- Campus Edges
- Campus Corridors
- Campus Character & Experience

Campus Corridors ↔

Campus Gateways (○)



Previous Gateway Studies



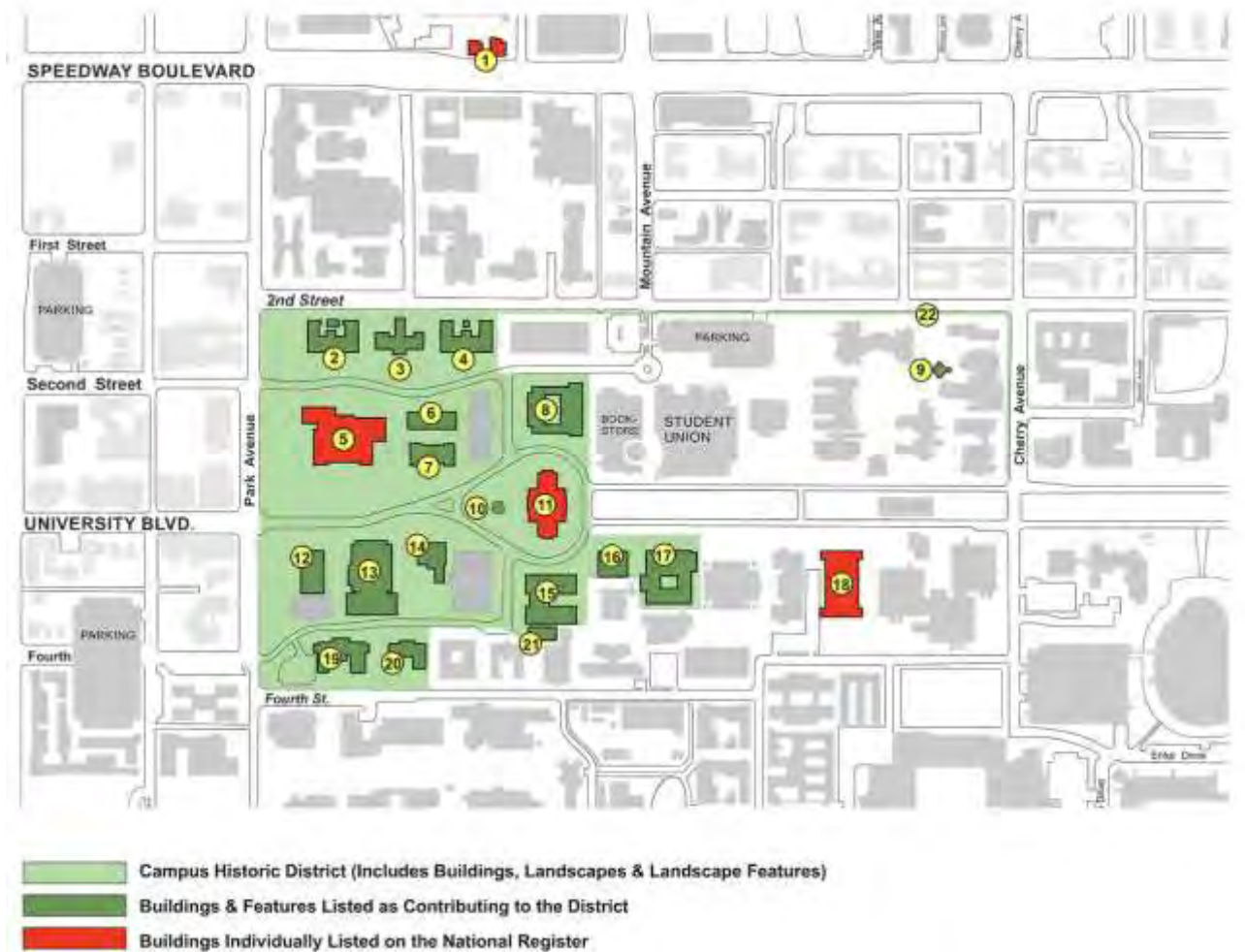


2003 Historic Preservation Master Plan

Campus Historic District

Campus Historic District on the National Register of Historic Places including:

- Main Gate
- Fish Pond
- Lava Rock Wall
- Campus Arboretum



Lava Rock Wall & Main Gate



The 4,700-foot long rock wall was constructed along Park Avenue and Second Street over a 20-year period. The wall averages four feet in height and displays exceptional masonry skill. At the Main Gate, elegant curves punctuated by tall piers rise up to support a pair of iron gates which were a gift from the City of Prescott. With few exceptions, the wall retains its original integrity and continues to define the Campus Historic District.



The lava rock wall is listed as a contributing landscape element to the National Historic District.

| | |
|-----------------------------|---------|
| Construction Year | 1916-38 |
| Style | N/A |
| Architect | N/A |
| Listed on National Register | 1986 |

2009 Master Plan



2009 Campus Master Plan

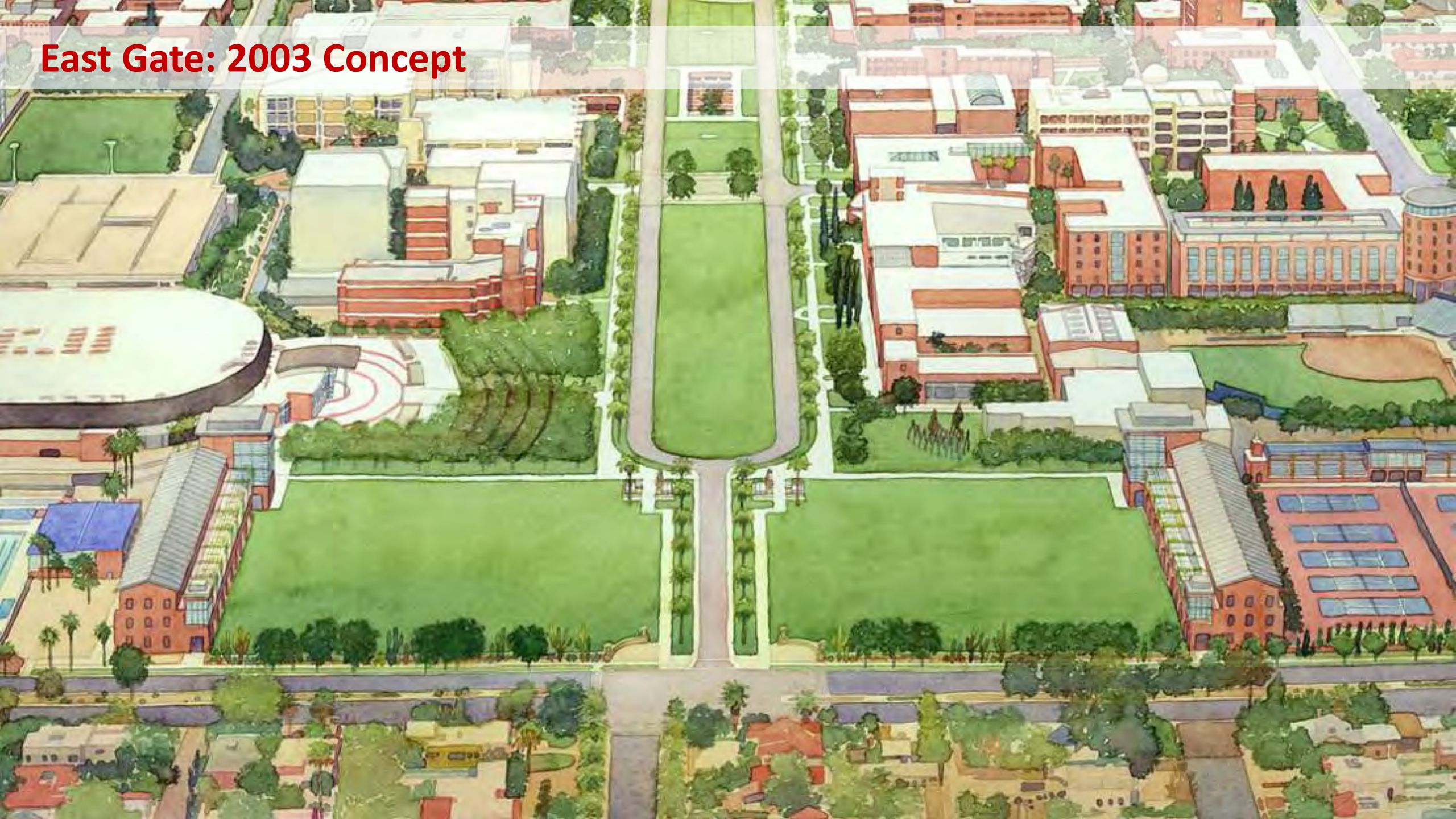
- 2003 & 2009 Master Plans identified need for improved identity and thresholds along boundary
- Opportunities to create active campus and community engagement & benefit
- Buffer greenway around UAHS
- Focused study on East Gate



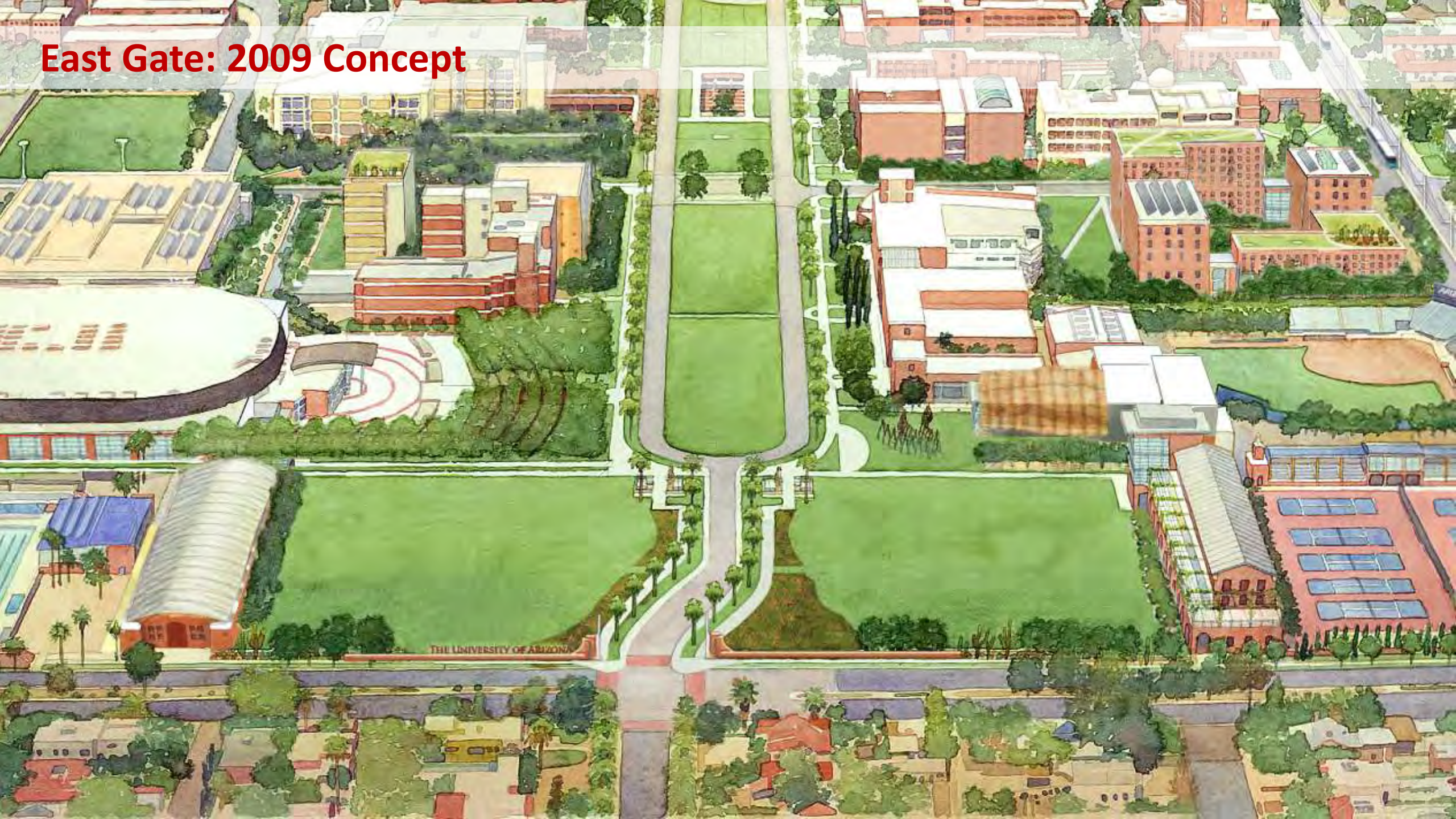
East Gate: Today



East Gate: 2003 Concept



East Gate: 2009 Concept





2014/2016 Gateway Concept Study

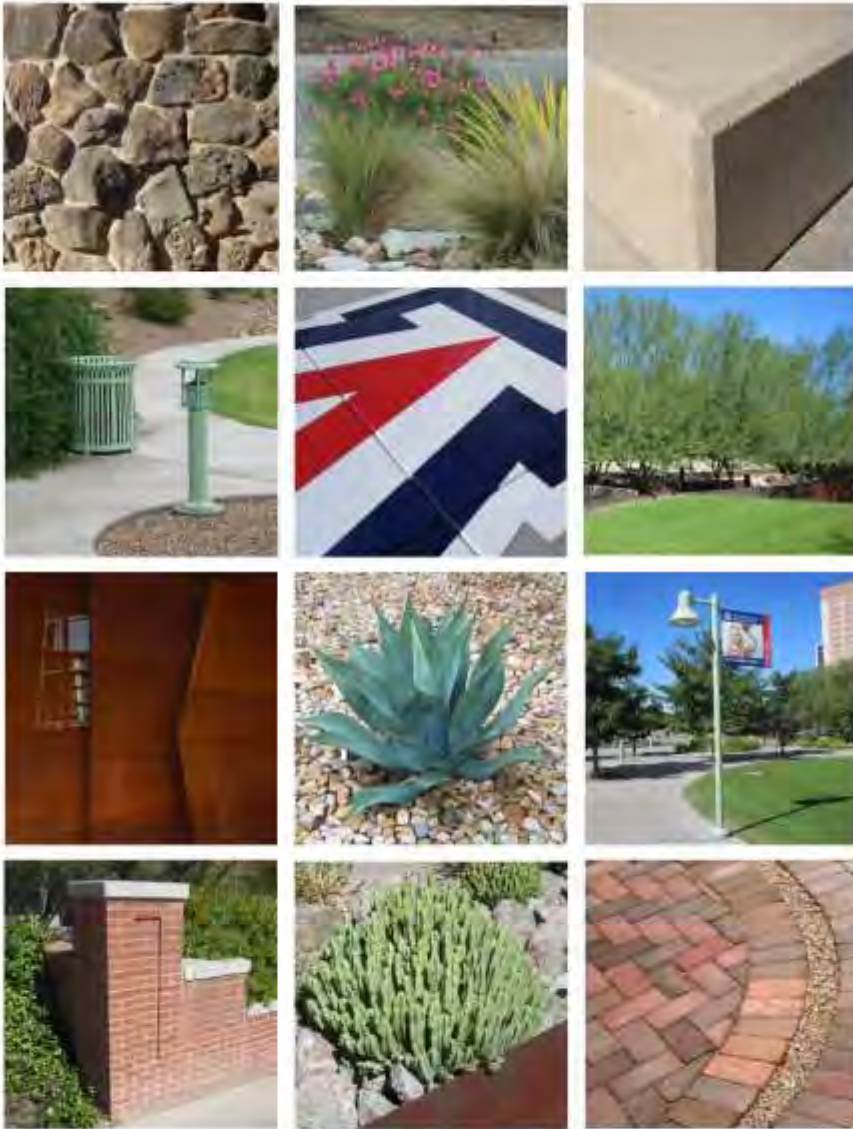
UA Approaches & Boundaries

- Some approaches more effective than others
- Private properties along approaches may be developed with improving economy
- Corner markers are effective when visible



Legend

- CAMPUS GATEWAY
- APPROACH ROUTE
- MAJOR DESTINATIONS
- CORNER BOUNDARY MARKER
- PARKING STRUCTURES



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:

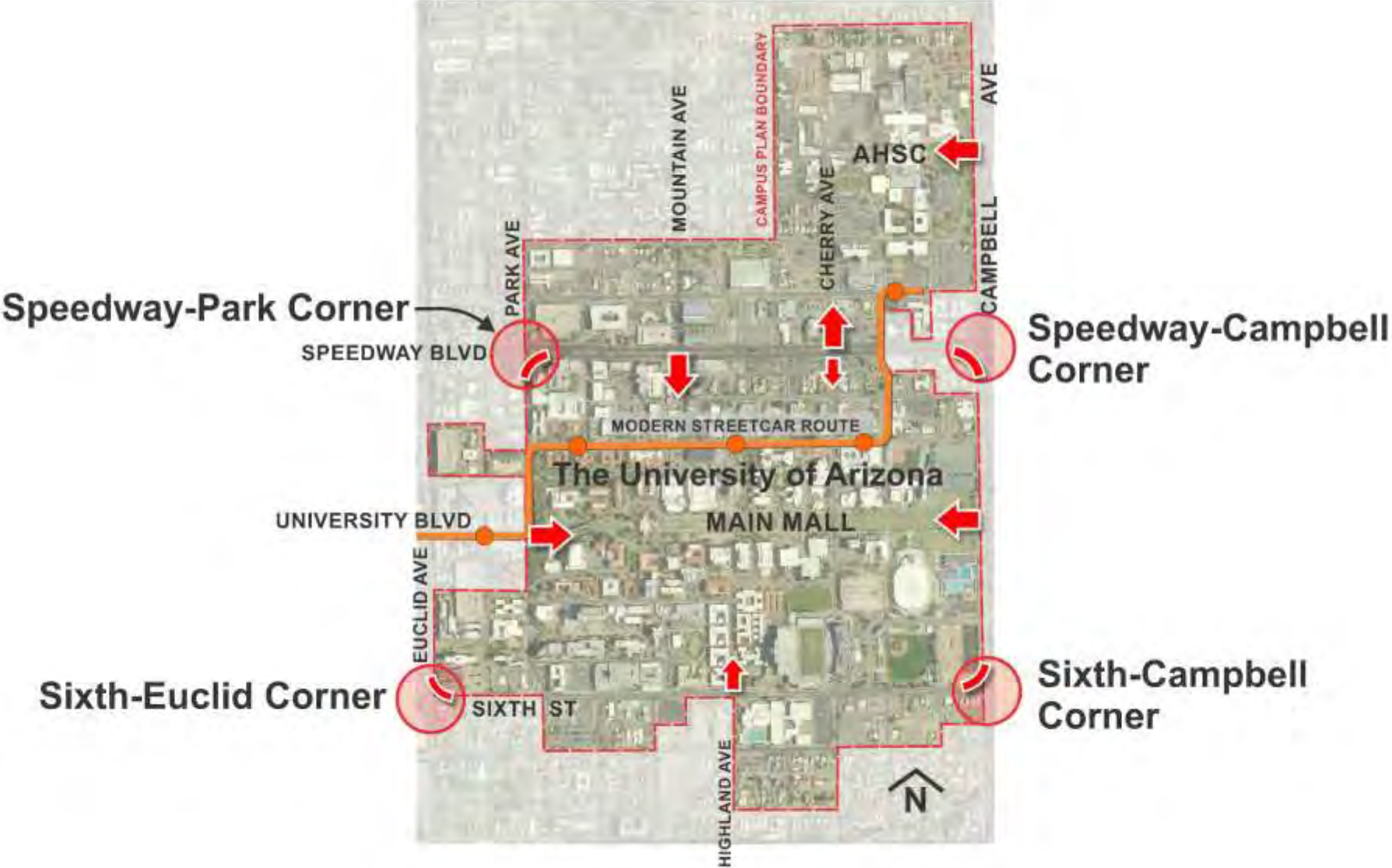
- **Streets/sidewalks**
(street cross-section, curbline, paving materials)
- **Architectural elements**
(monuments, walls, seating)
- **Identity elements**
(**Block A** and **Wordmark**, signs, banners)
- **Landscape**
(trees, shrubs, ground cover, grading)
- **Lighting**
(street, pedestrian, accent,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



Materials Examples



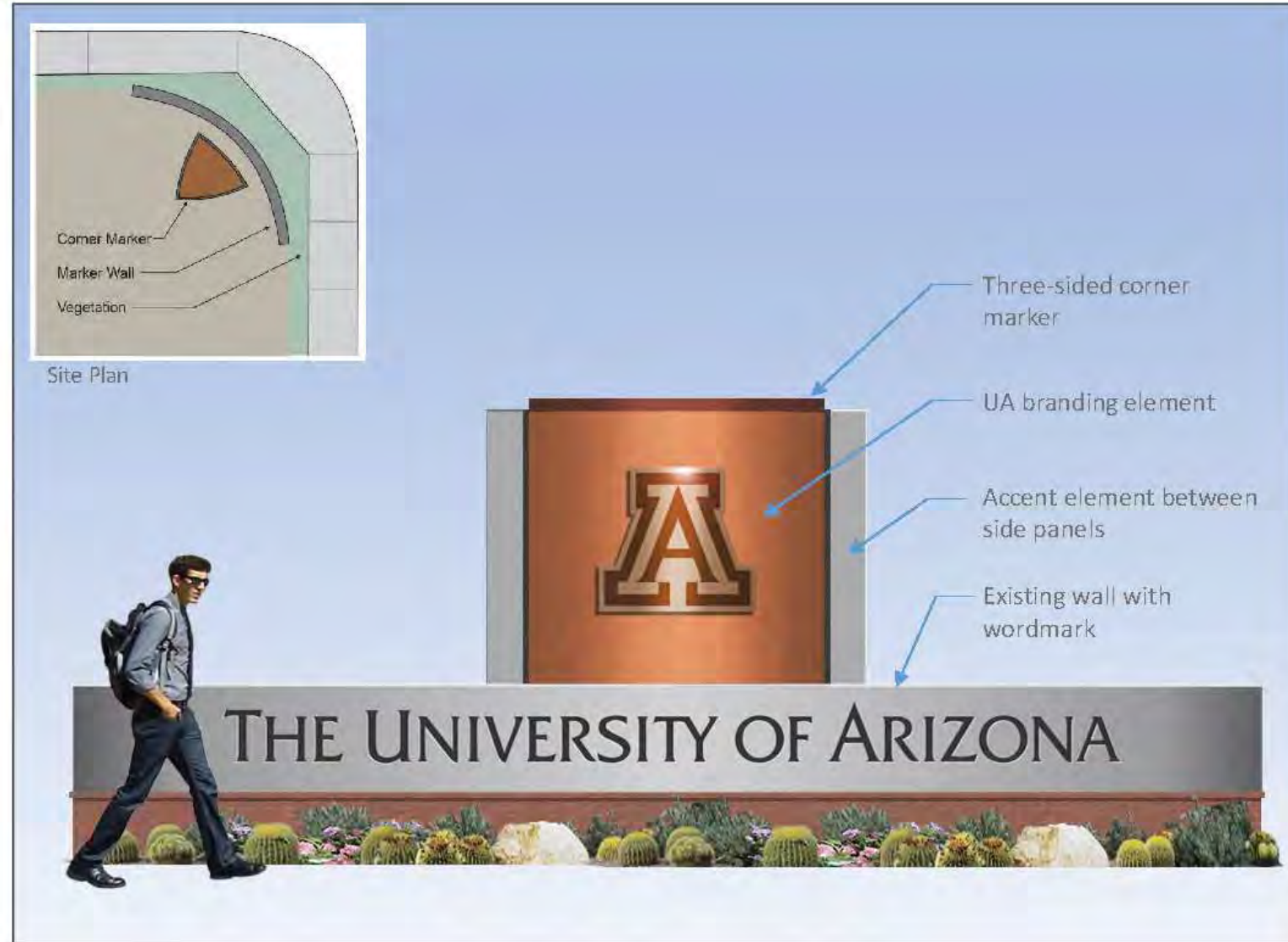
CORNER MARKERS



Campus Corner Locations

CORNER MARKER

The **corner marker** kit of parts includes the existing concrete wall with UA wordmark, enhanced landscaping, and a copper-colored metal pier with UA branding. Different logos are shown for discussion purposes.



Copper Corner Marker with Existing Wall and Copper Block A

CORNER MARKER



Copper Corner Marker with Existing Wall and Standard Block A



Speedway & Park Corner Marker with Copper Block A



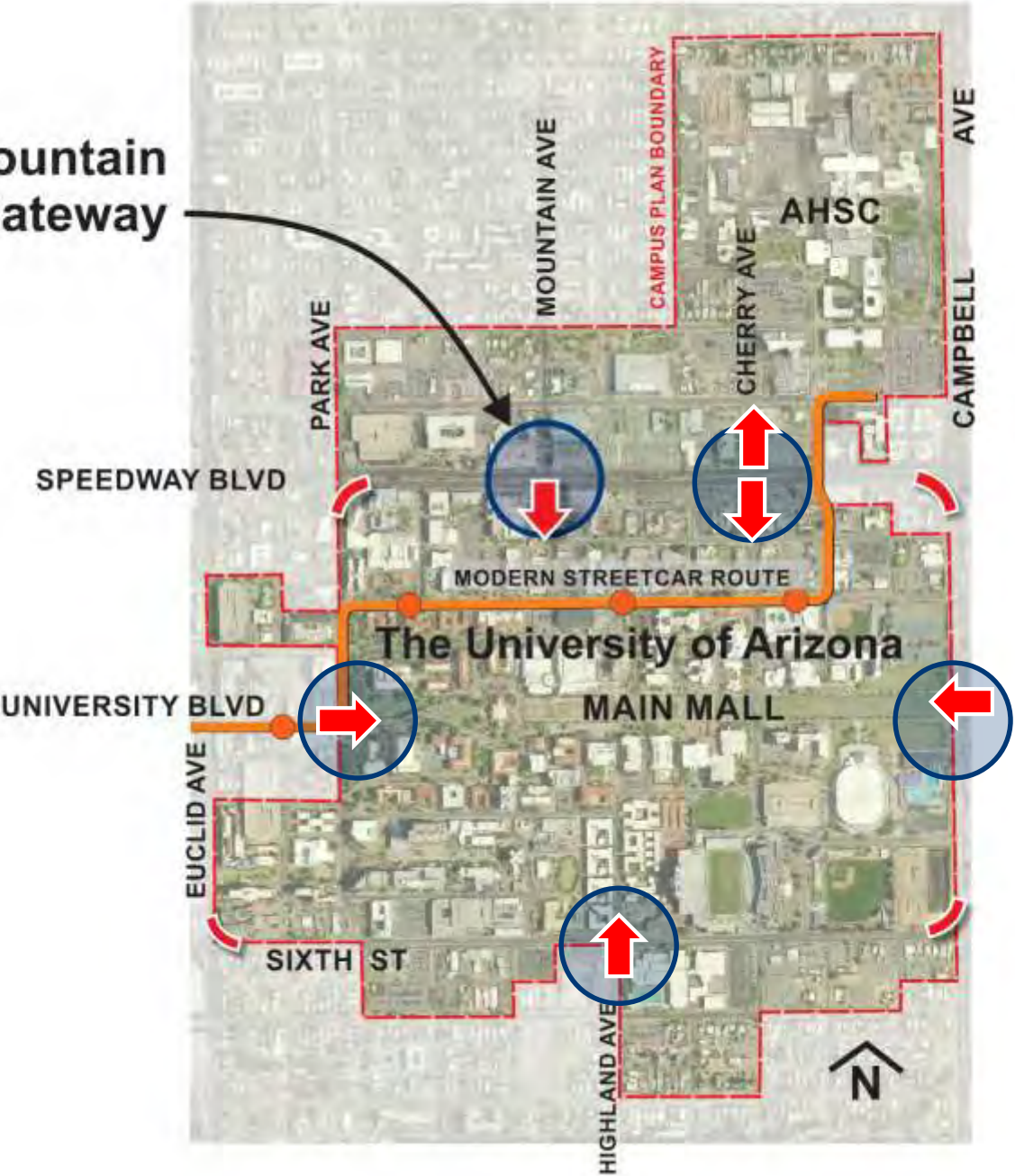
Speedway and Campbell Corner Marker with Copper Block A



Sixth Street and Euclid Corner Marker with Copper Block A

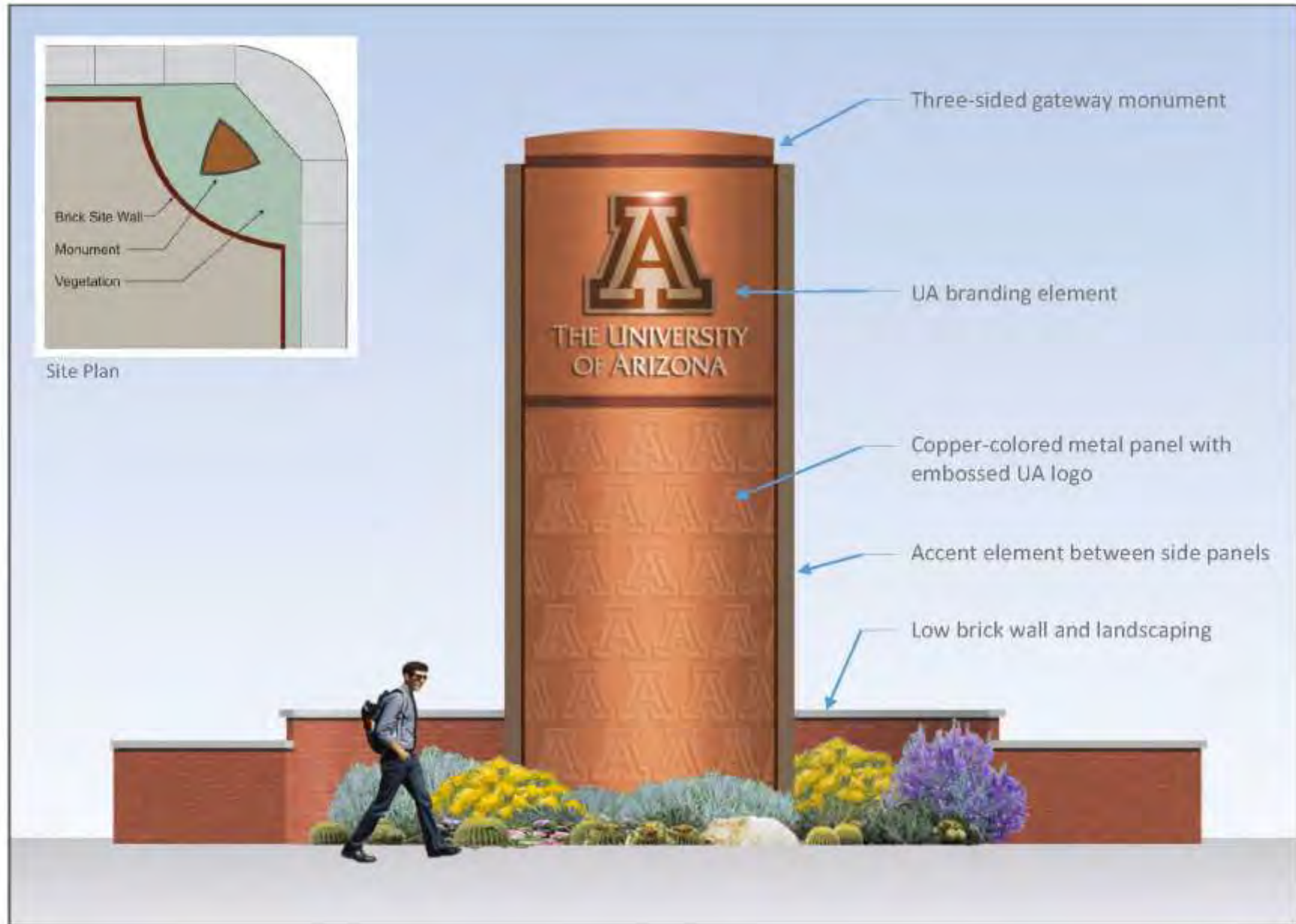
GATEWAY MONUMENTS

Speedway-Mountain
Gateway



GATEWAY MONUMENT

The **gateway monument** kit of parts includes a brick landscape wall, native landscaping, and a copper-colored metal pier with UA branding. Different logos are shown for discussion, but only one logo type would be used on all corners and gateways.



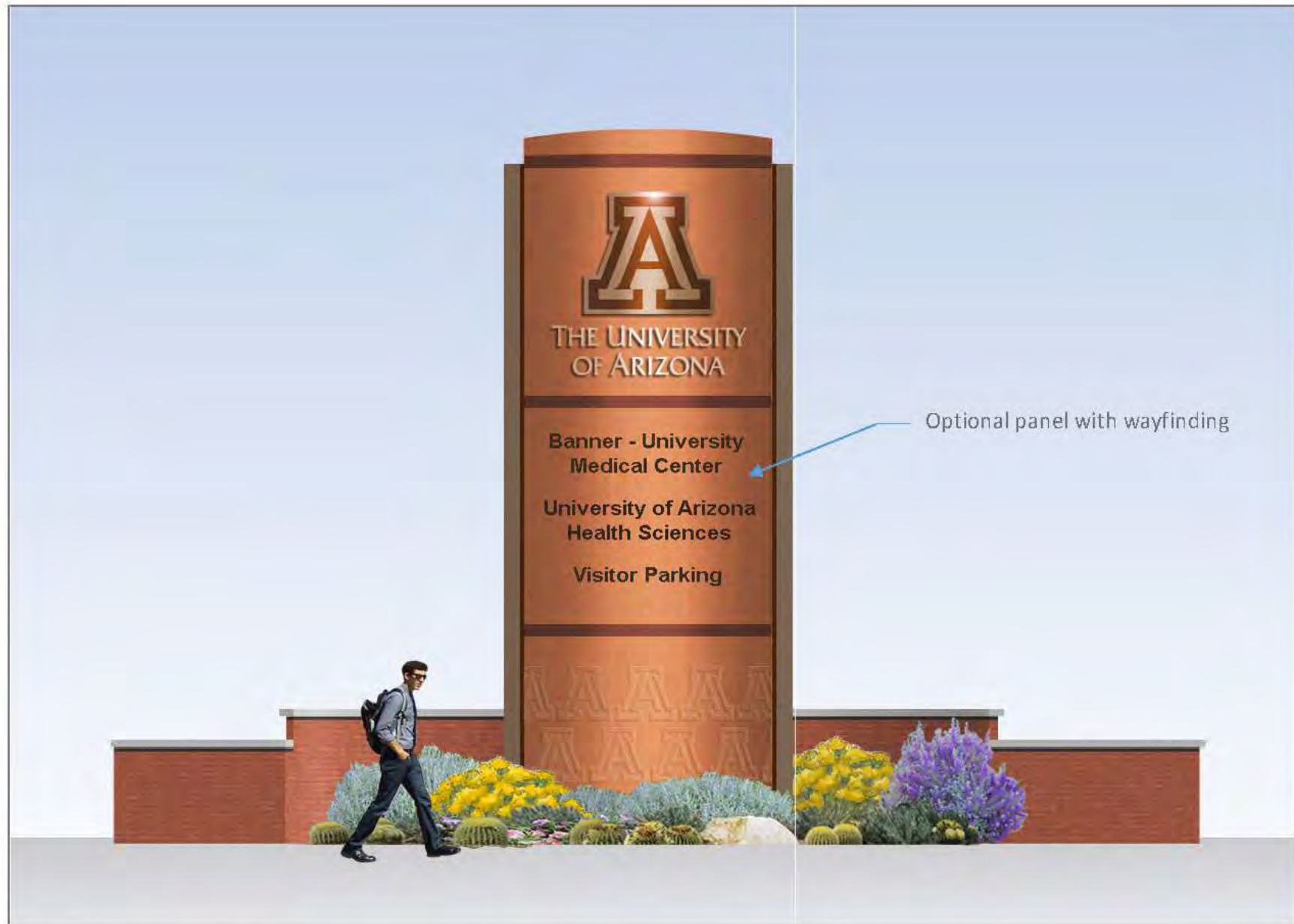
Gateway Monument with Embossed A and Copper Logo

KIT OF PARTS

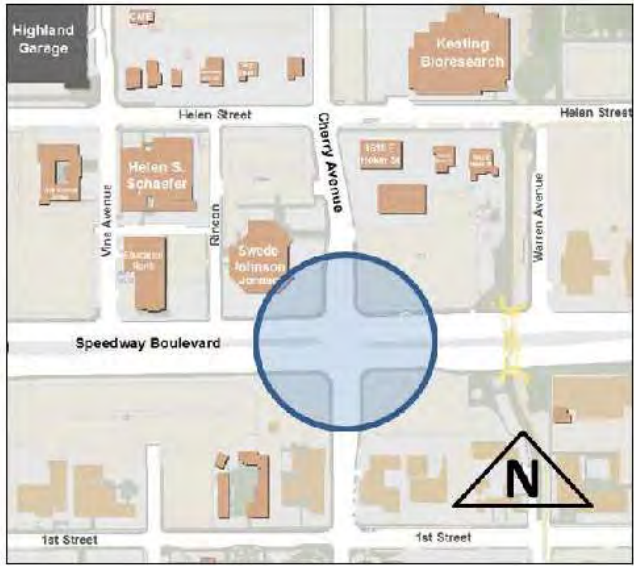
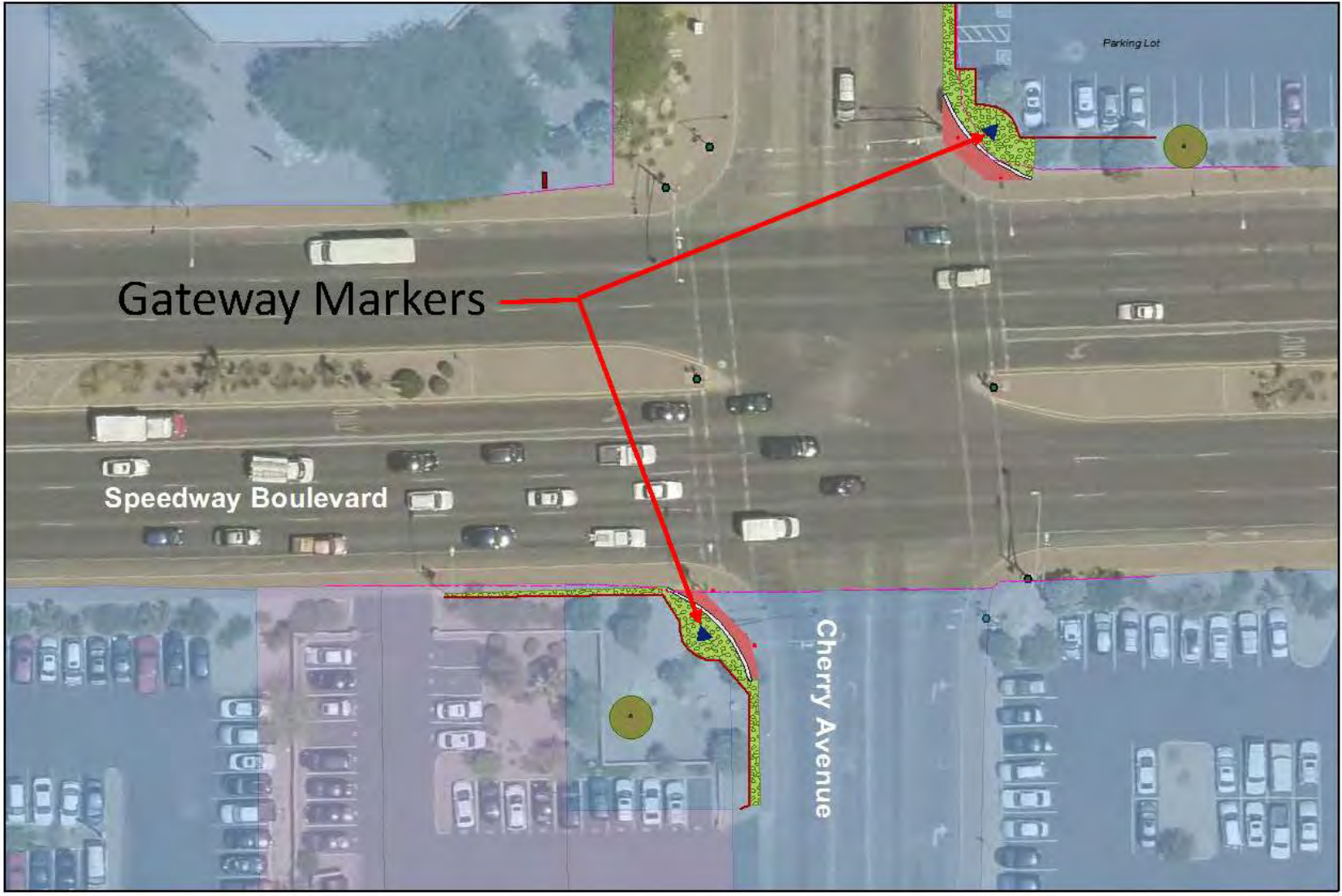


Gateway Monument with Embossed A and Copper Logo

KIT OF PARTS



Gateway Monument with Embossed A and Copper Logo (Cherry Gateway Northbound)

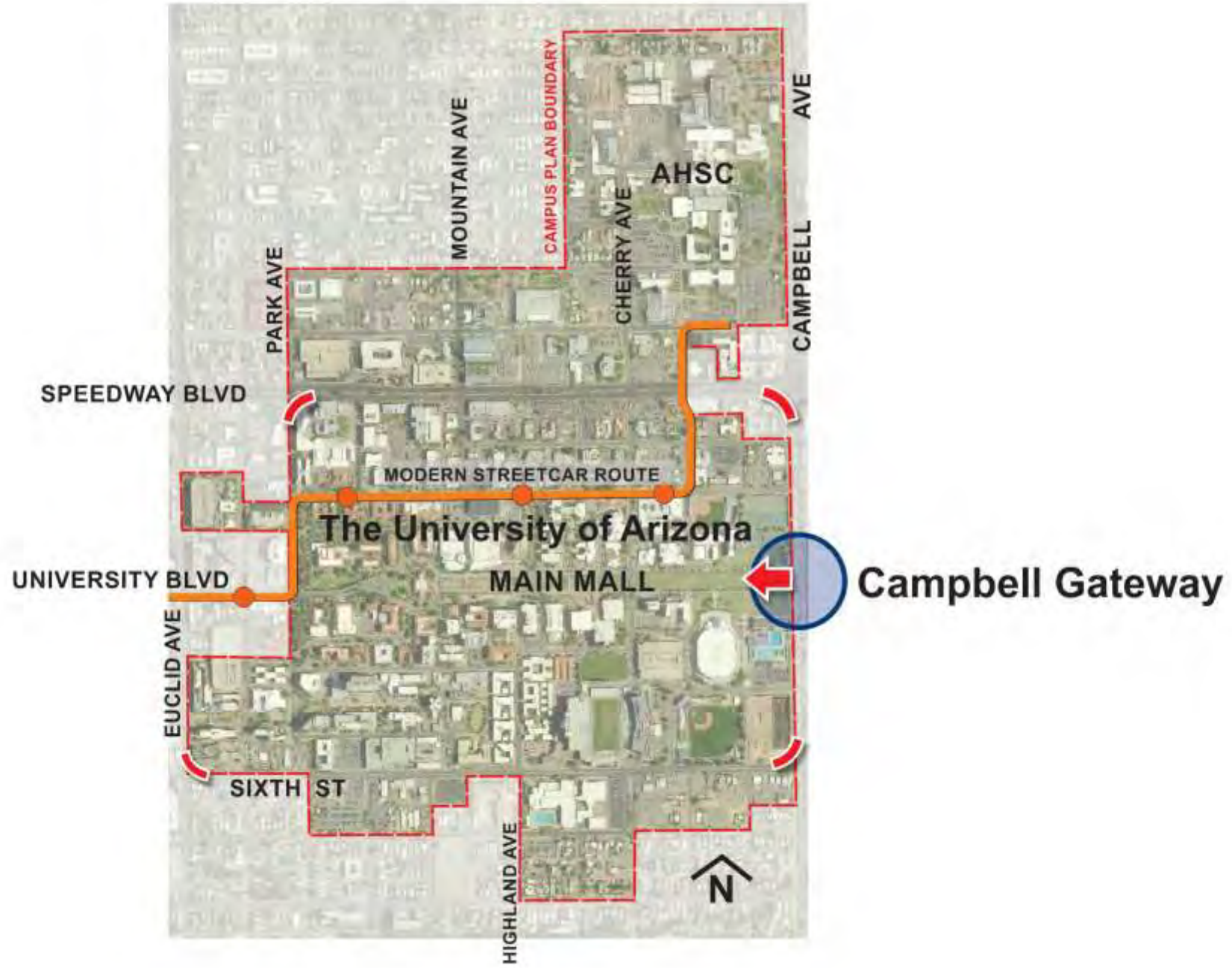


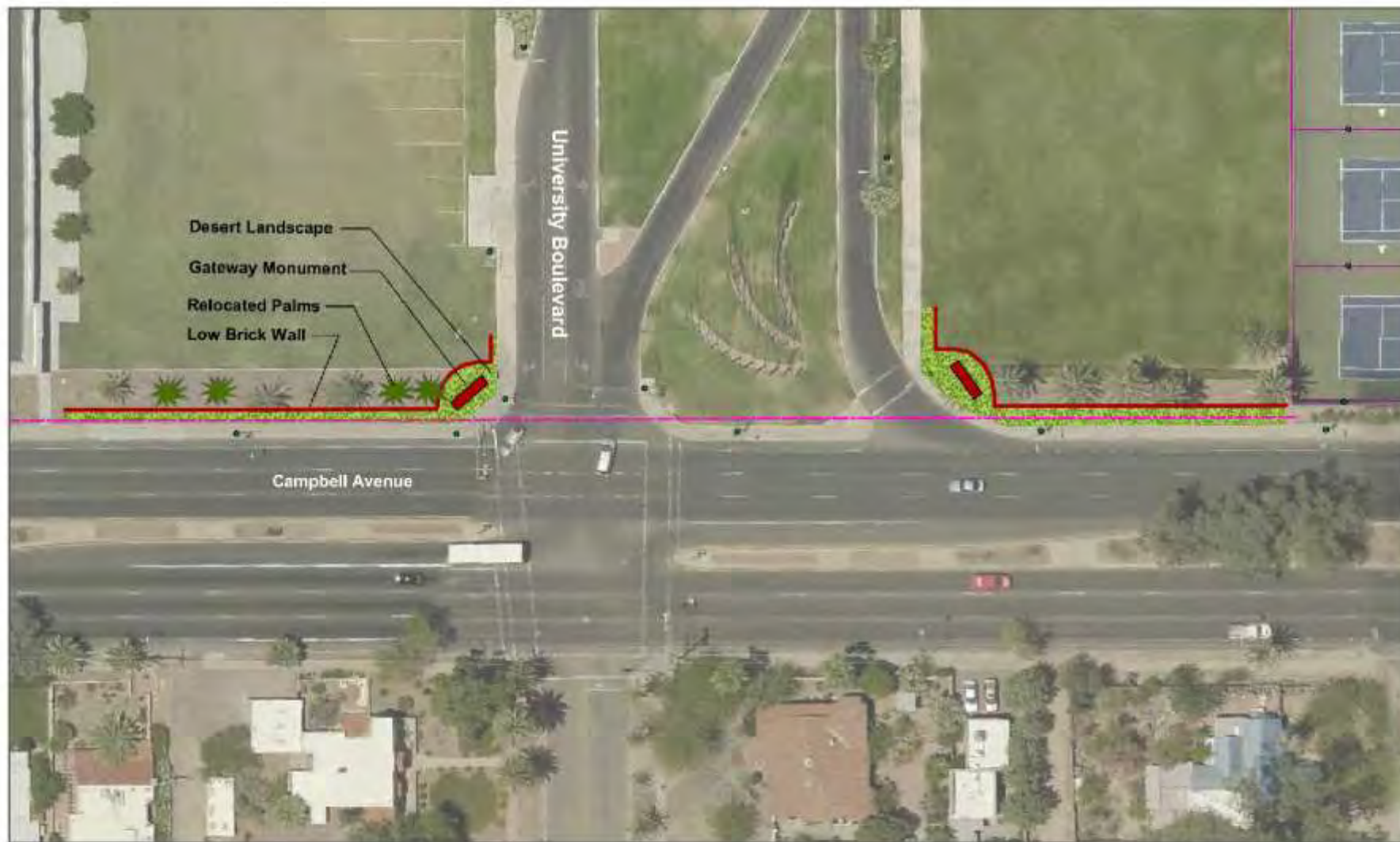
Key Map

Speedway & Cherry Gateway



Speedway & Cherry Gateway – Northeast Corner Monument





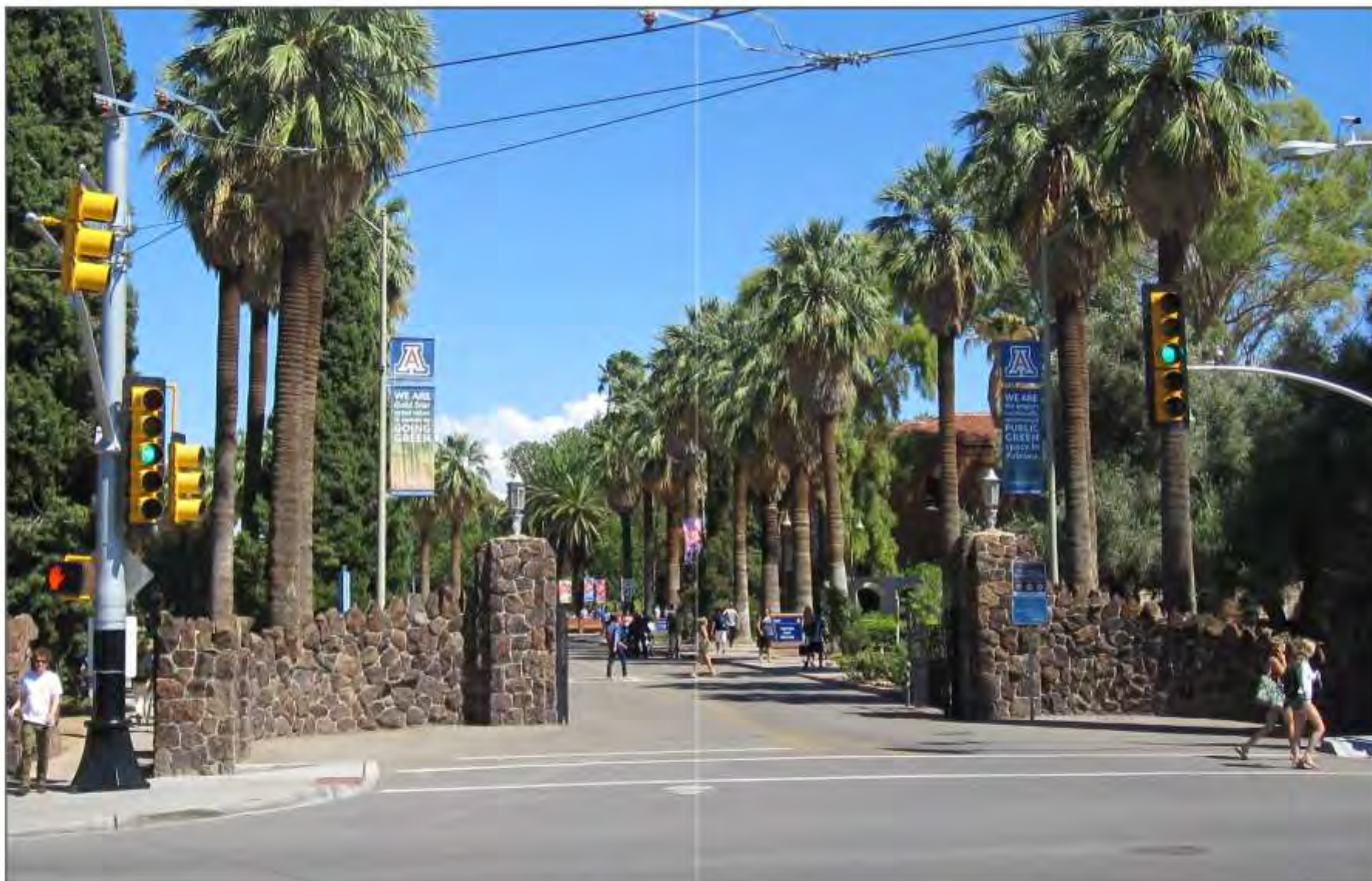
Key Map



Campbell Gateway with Copper Monument and Standard Wordmark



Campbell Gateway Full Panorama



Existing Main Gate



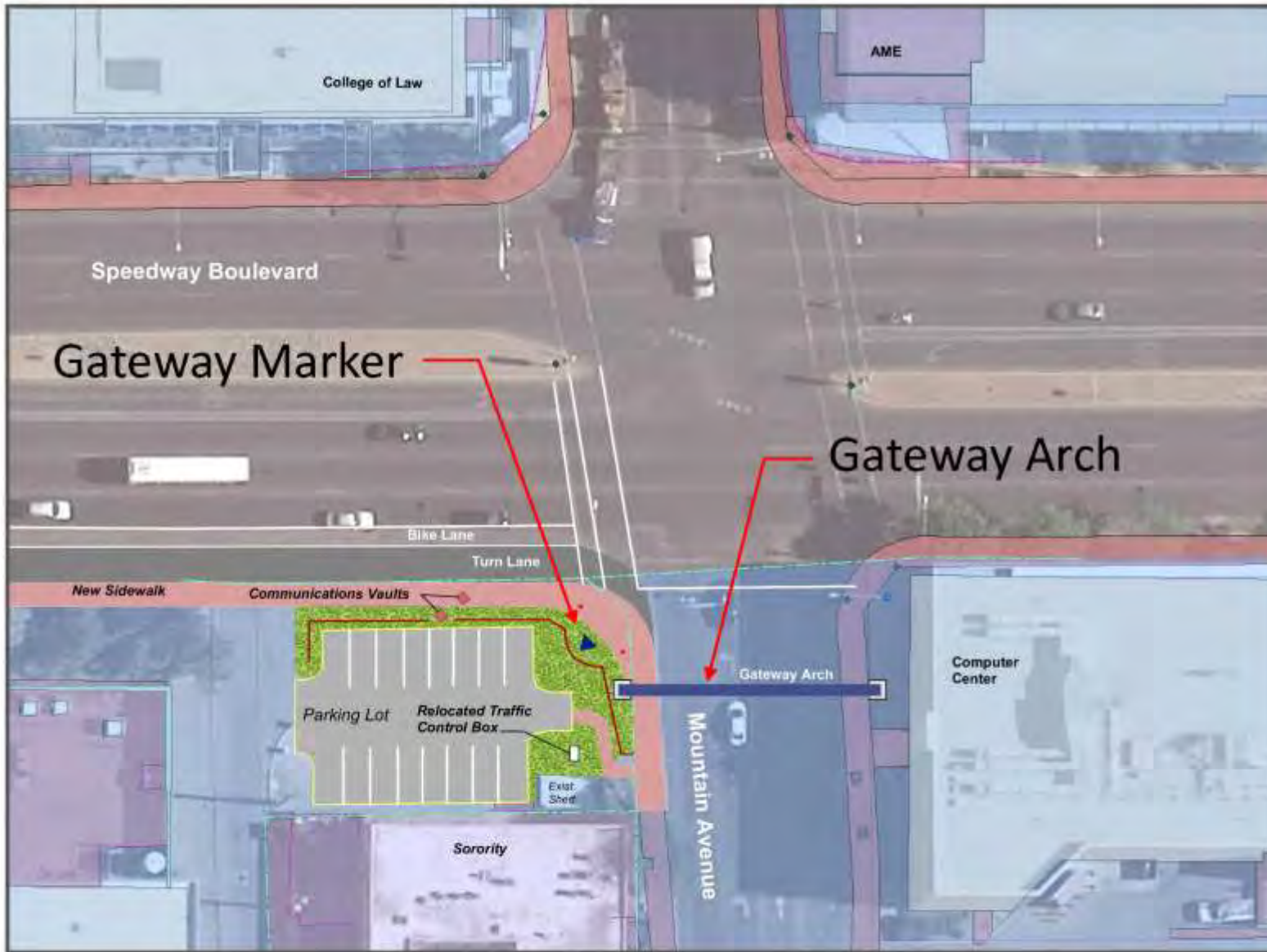
Main Gate Improvements – Landscape Only



Main Gate Improvements – Gateway Arch



Main Gate Improvements – Gateway Arch



Key Map

Speedway & Mountain Gateway With Southbound Right Turn Lane



Speedway-Mountain Gateway with Copper Monument and Gateway Arch

Discussion Point

- What should carry forward from prior studies into the 2020 Master Plan?
- What needs rethought?
- What is missing?
- Where are the edges perceived to be today?
- Where might they be in the future?

National Precedents



Gateway Precedents



Precedent: “Adams State” (UA Campus – Revenge of the Nerds)



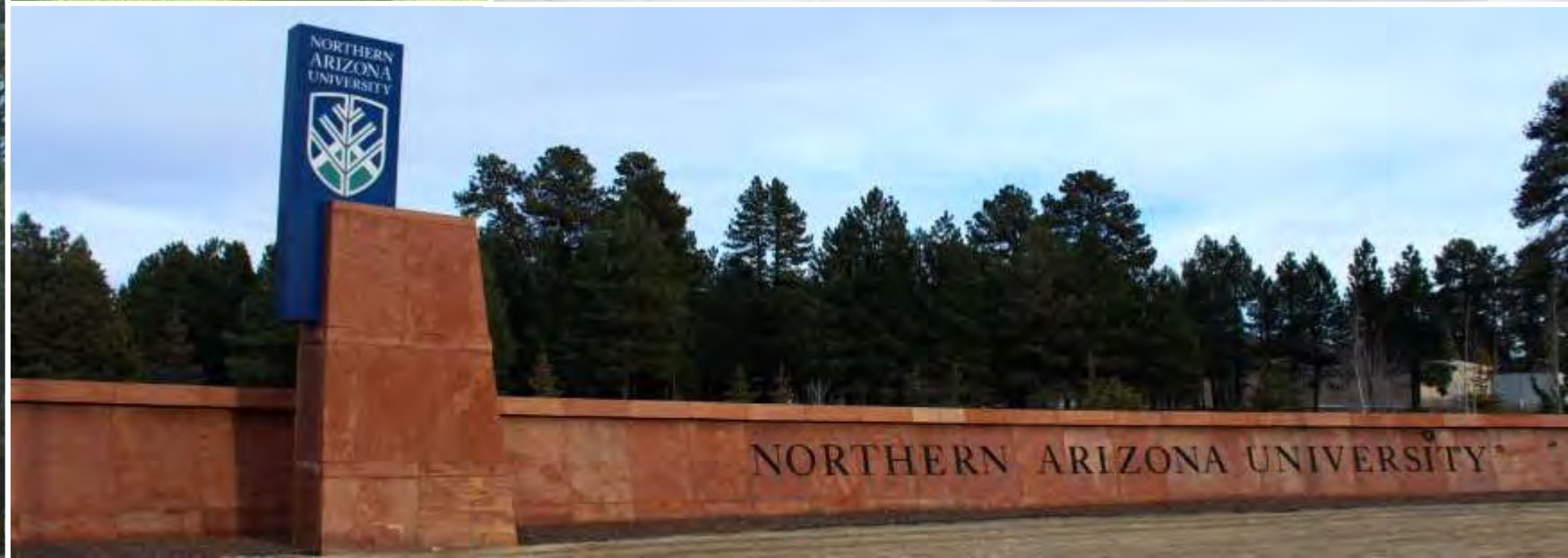
Precedent: Arizona State University



Precedent: Arizona State University



Precedent: Northern Arizona University



Precedent: Xavier University



Precedent: John Hopkins



Precedent: Towson University



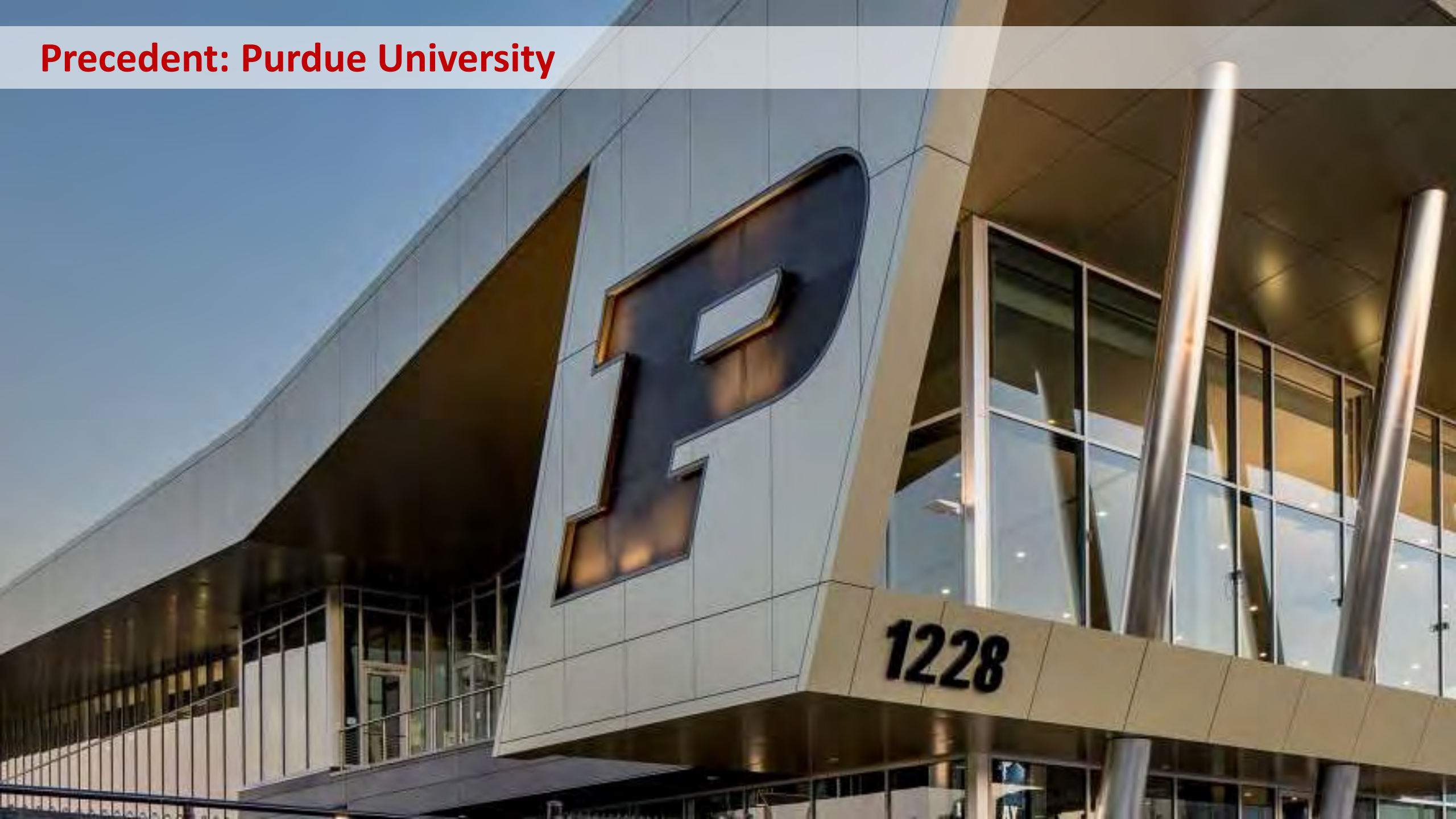
Precedent: Purdue University



Precedent: Purdue University



Precedent: Purdue University



Precedent: Purdue University



Precedent: Utah Valley University



Precedent: University of California Merced



Precedent: Fresno State University



Precedent: Notre Dame University



Precedent: Scranton University



Precedent: Salt Lake Community College



Precedent: California State University East Bay



Precedent: University of Waterloo



Precedent: California State University Long Beach



Precedent: University of Washington



Precedent: Dublin City University



Precedent: Tarleton State University



Precedent: University of Australia



Precedent: University of Missouri



Precedent: Texas Tech University



Precedent: Oklahoma State University



Campus Edge Precedents



Precedent: Cultural Edge – Ohio State University



Precedent: Mixed-use Edge – Washington University St. Louis



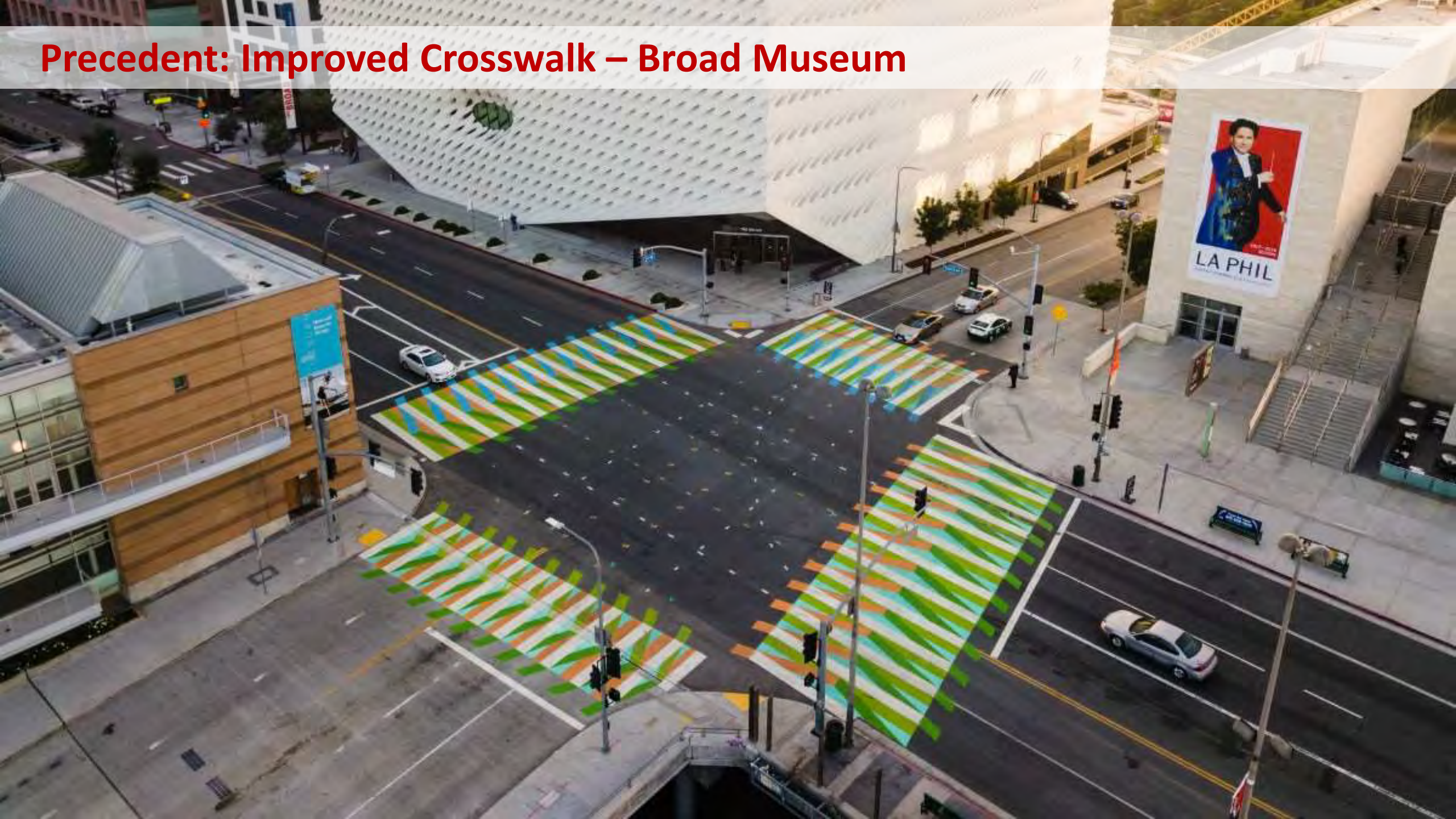
Precedent: Community Edge – Arizona State University (Mill Avenue)



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



Precedent: Improved Crosswalk – Broad Museum



Precedent: Grade Separation – Texas A&M University



Precedent: Grade Separation – St. Maurice High School



Precedent: Edge Identity Mechanisms





Advancing the Conversation: Gateways & Edges Today

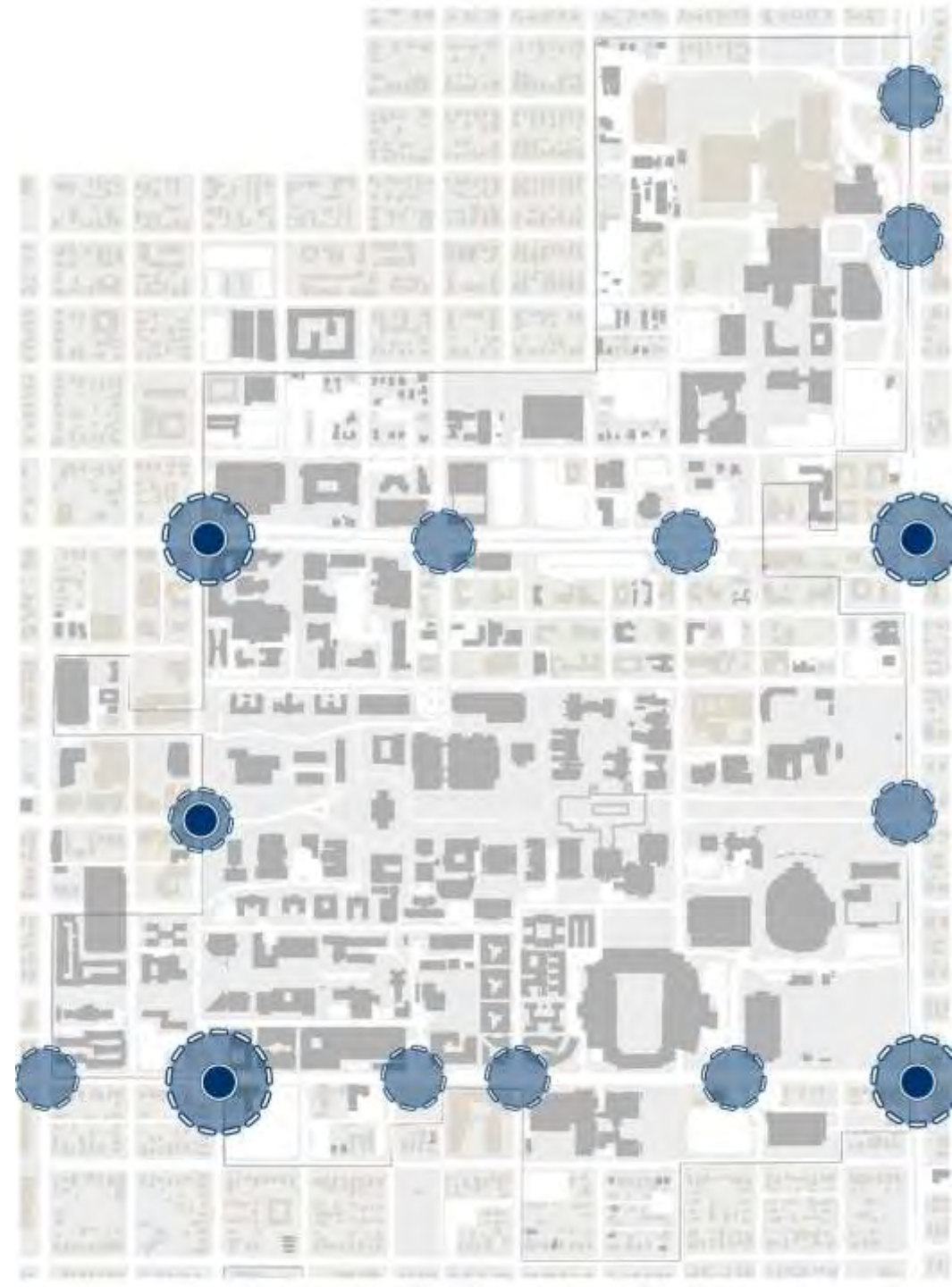
Gateways



Master Plan Validation

Stakeholder Identified Campus Gateways:

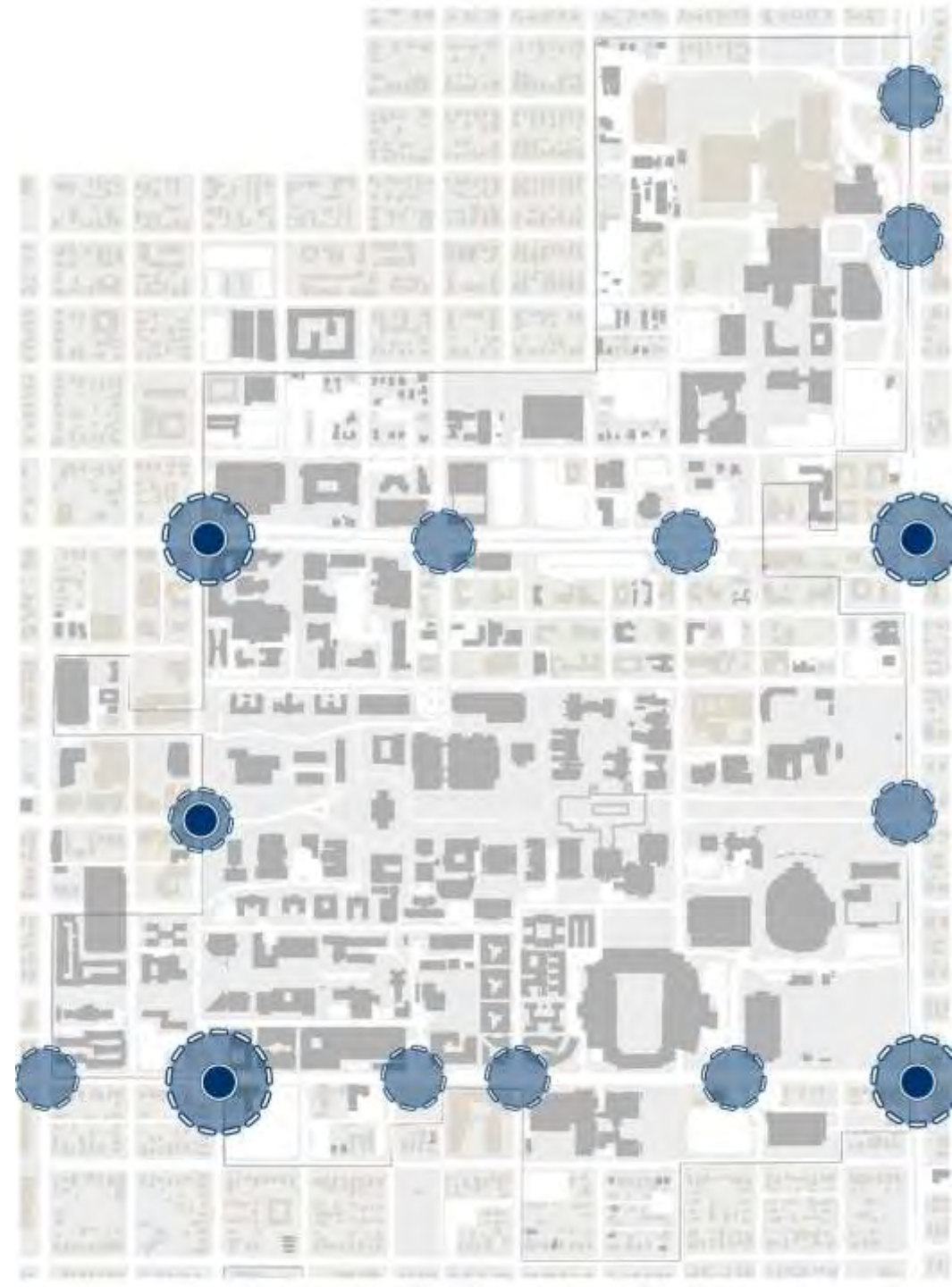
- Speedway Boulevard
 - Speedway Blvd. – Park Ave.
 - Speedway Blvd. – Mountain Ave.
 - Speedway Blvd. – Cherry Ave.
 - Speedway Blvd. – Campbell Ave.
- 6th Street
 - 6th St. – Euclid Ave.
 - 6th St. – Park Ave.
 - 6th St. – Santa Rita Ave.
 - 6th St. – Highland Ave.
 - 6th St. – Cherry Ave.
 - 6th St. – Campbell Ave.
- Main Gate & East Gate
- UA Banner & UAHS Gateways
- Euclid Avenue Threshold?



Gateway Attributes?

Potential Characteristics of each Gateway:

- Urban vs. Traditional/Buffered?
- Formal vs. Informal?
- Solid vs. Permeable?
- Primary vs. Secondary? Large vs. Small?
- Symmetrical vs. Non-symmetrical?
- Vertical vs. Horizontal vs. 3D?
- How is the UArizona Brand Expressed?
 - Lettermark / name spelled out?
 - Logo?
 - Other?
 - Combination?



Existing Gateway: Speedway & Park (looking W)

Park Ave.

Speedway Blvd.



Existing Gateway: Speedway & Mountain (looking NE)

Mountain Ave.

Speedway Blvd.



Existing Gateway: Speedway & Cherry (looking SE)



Speedway Blvd.

Cherry Ave.



Existing Gateway: Speedway & Campbell (looking SW)



Speedway Blvd.

Campbell Ave.

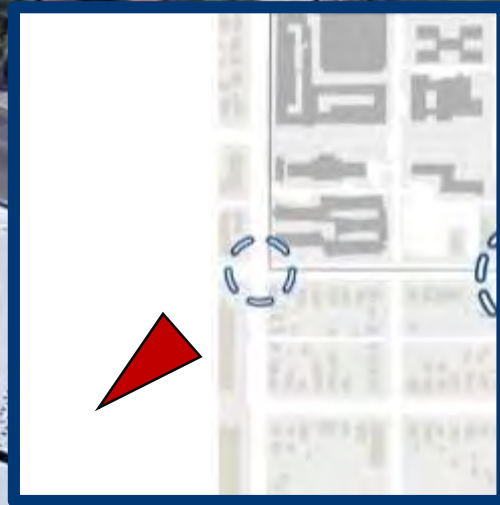


Existing Gateway: 6th St. & Euclid Ave. (looking NE)



Euclid Ave.

6th St.



Existing Gateway: 6th St. & Park Ave. (looking NE)

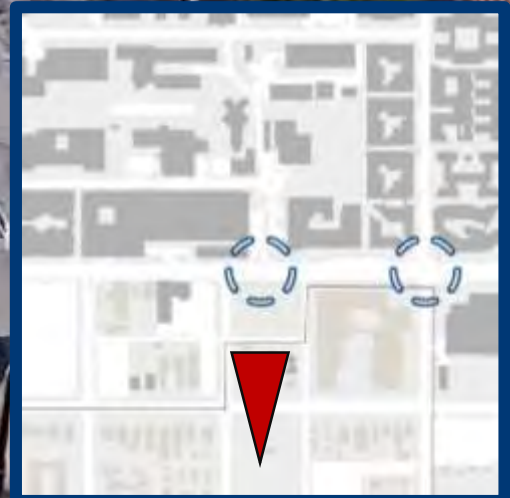
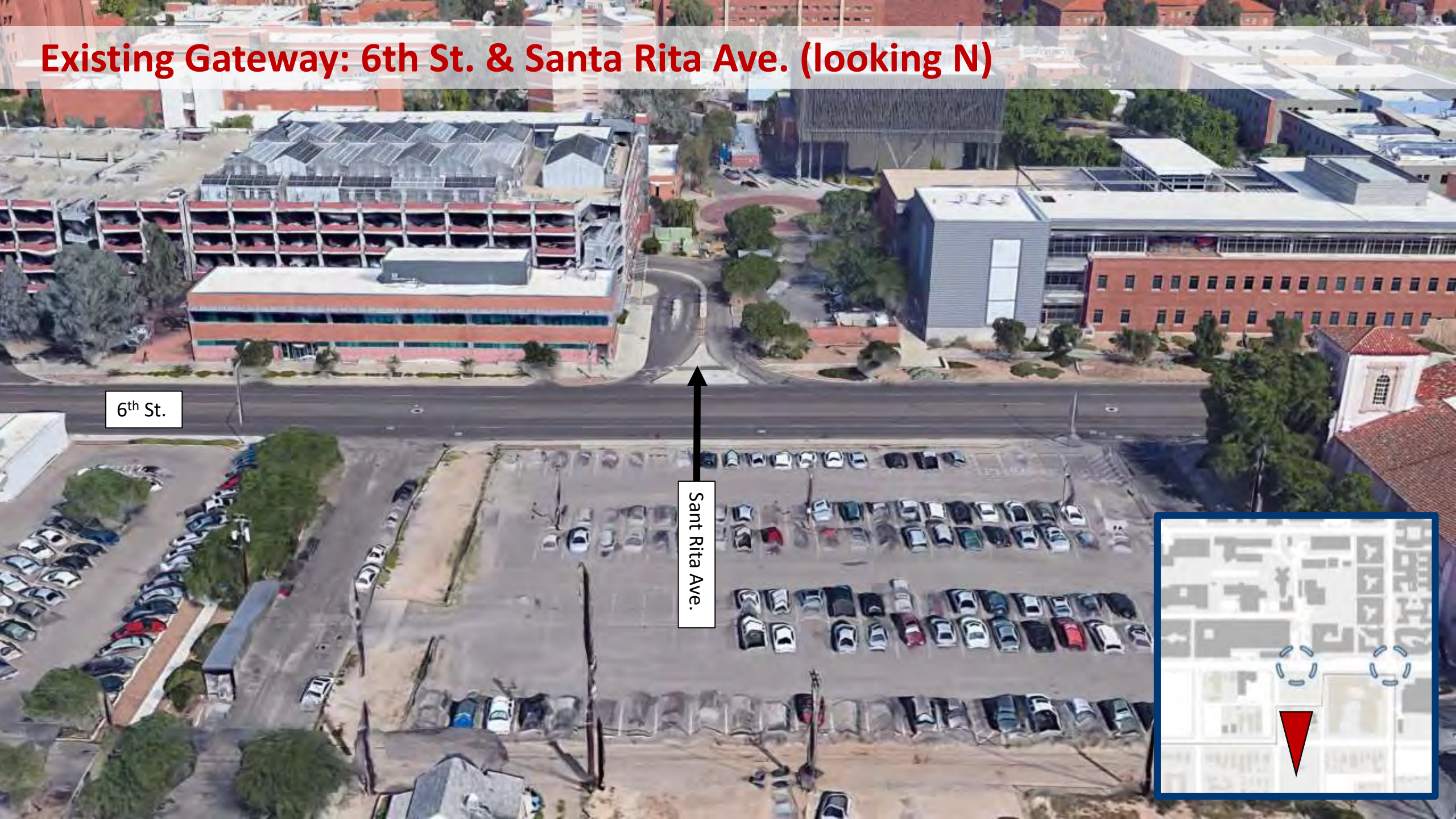


6th St.

Park Ave.



Existing Gateway: 6th St. & Santa Rita Ave. (looking N)



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

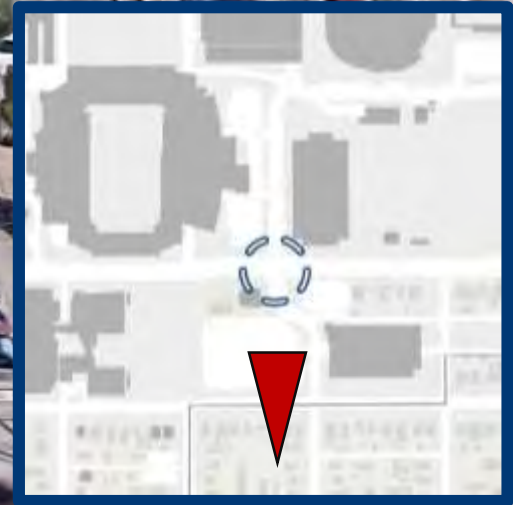


Existing Gateway: 6th St. Cherry Ave. (looking N)



Cherry Ave.

6th St.



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



6th St.

Campbell Ave.



Existing Gateway: Main Gate (Looking E)



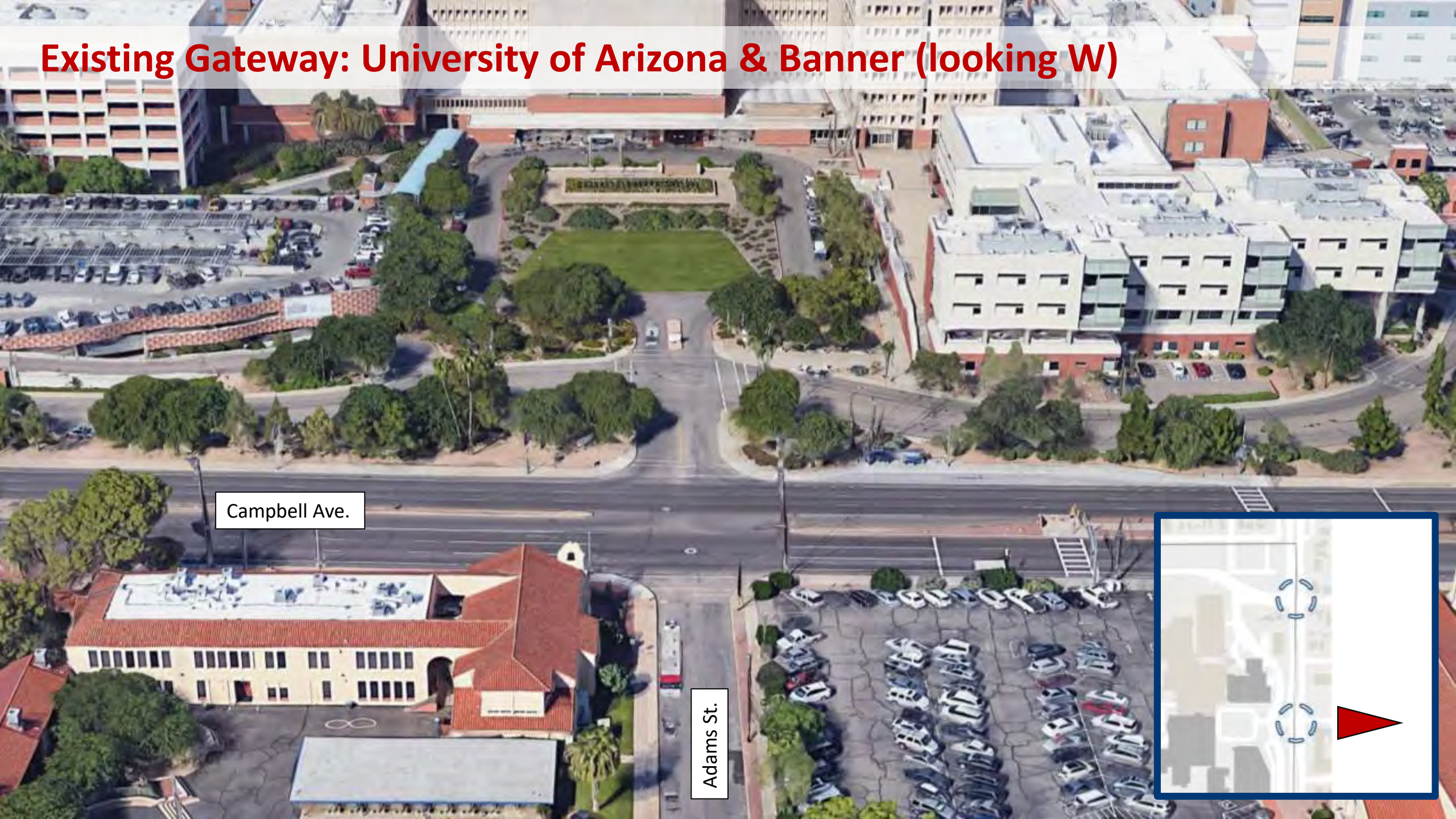
Park Ave.

Existing Gateway: East Gate (looking W)



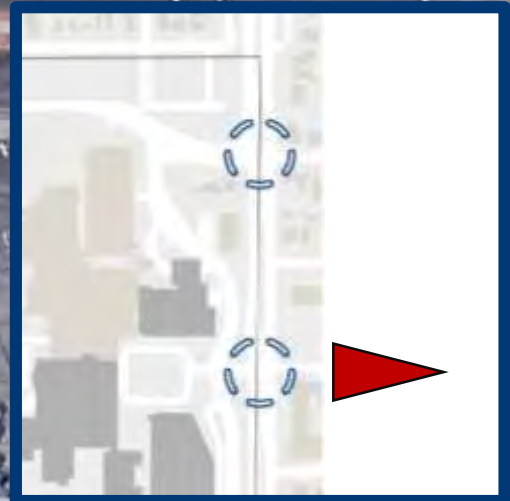
Campbell Ave.

Existing Gateway: University of Arizona & Banner (looking W)



Campbell Ave.

Adams St.

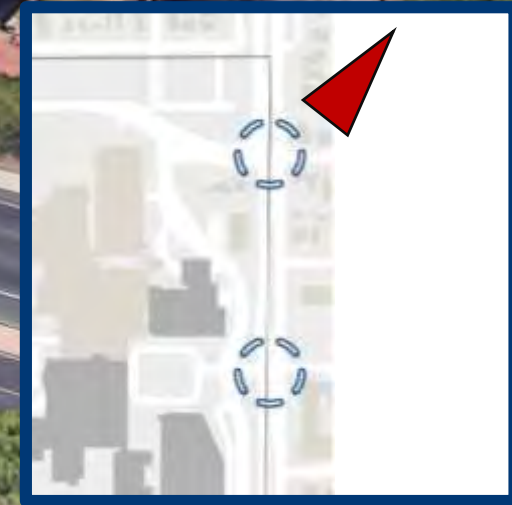


Existing Gateway: University of Arizona Health Science (looking SW)



Elm St.

Campbell Ave.



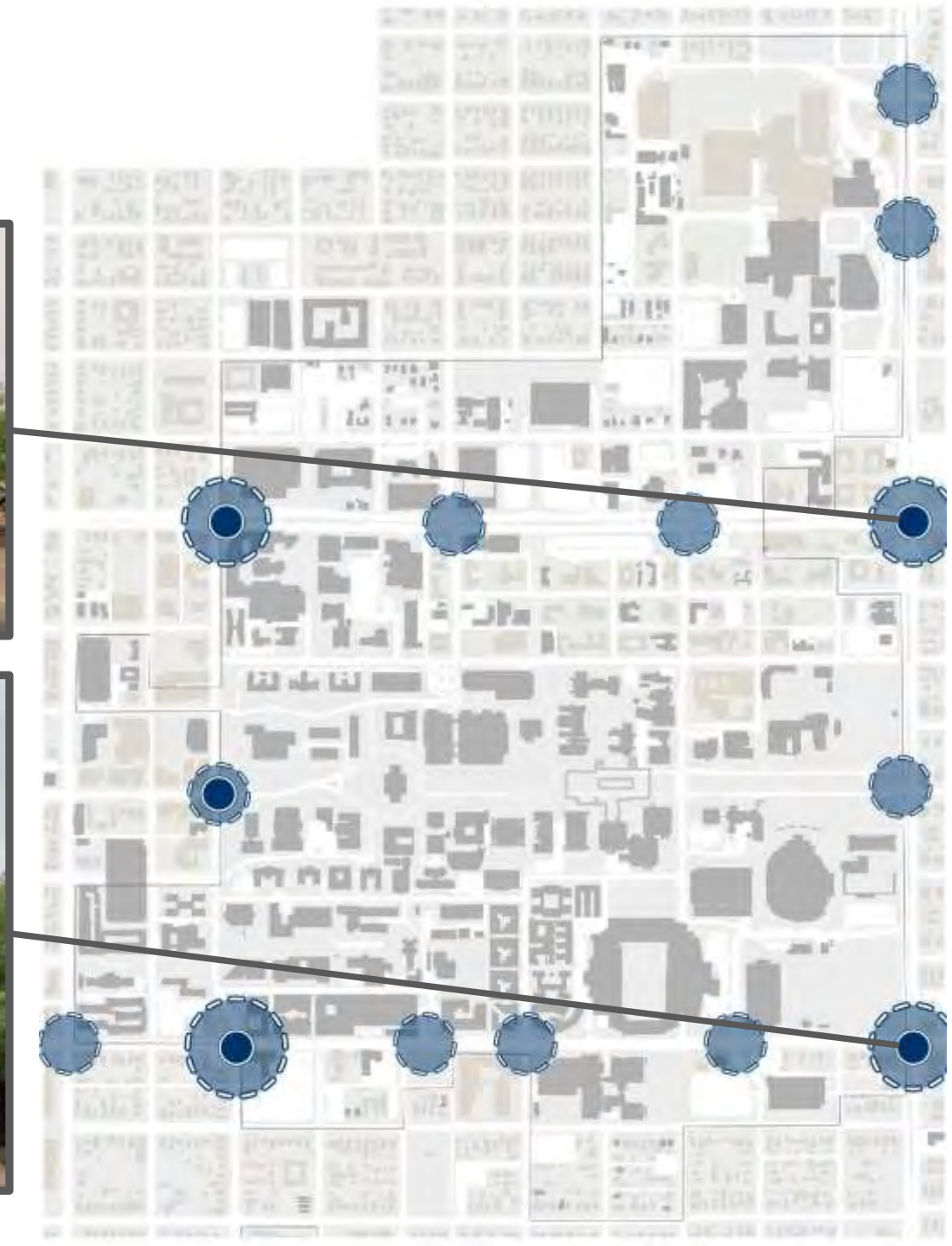
Physical Planning Focuses

① Gateways



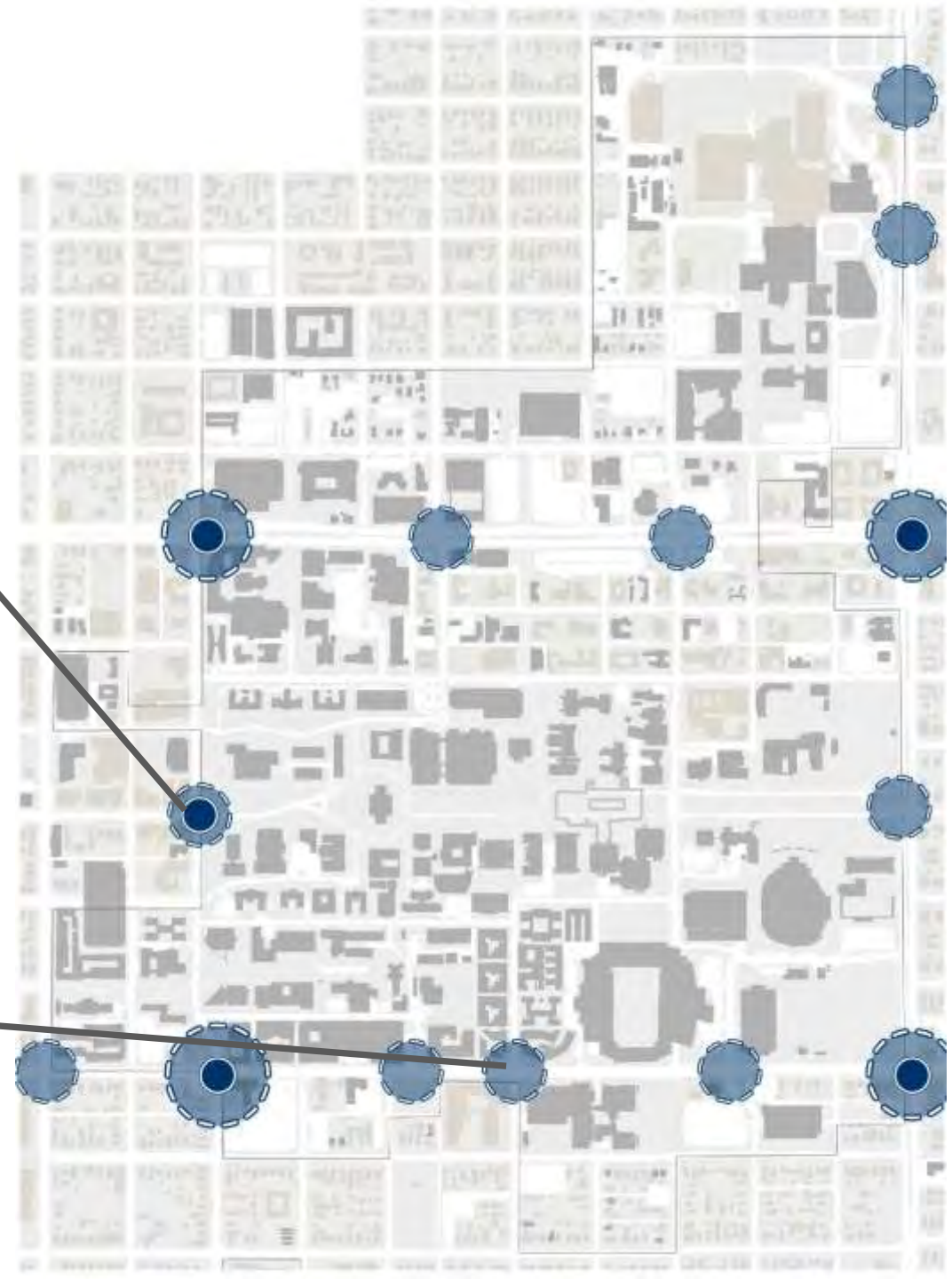
Physical Planning Focuses

① Gateways



Physical Planning Focuses

① Gateways





Edges

6th Street



Existing: University of Arizona – 6th Street (The not-so-good)



Existing: University of Arizona – 6th Street



Speedway Boulevard

Existing: University of Arizona – Speedway



Existing: University of Arizona – Speedway



Park Avenue



Existing: University of Arizona – Park Avenue





Wrap-up & Next Steps

Next Steps

- Workshop 04: January 21st & 22nd
 - Initial Concepts & Options
 - Engagement with Focus Groups and Resource Committee
- Workshop 05: February 17th & 18th
 - Review proposed solutions (Scenarios)
 - Engagement with the Steering Committee and Operations Committee
- Have a Wonderful Holiday Season & Happy New Year!

THANK YOU!

