



## MASTER PLANNING

PROVIDENCE, RI  
SEPTEMBER, 2022


- INTRODUCTION
- HISTORY
- PRINCIPLES
- CONTENT
- APPROACH
- TRENDS
- SUCCESS



Campus Master Planning

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## WHY DO WE DO IT?

- INTRODUCTION
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**Growth/Decline in Enrollments**  
**Qualitative Issues/Renewals**  
**Improve the Environment**  
**Students Not Prepared**  
**Success of the Programs**  
**Community**  
**Prepare Successors**  
**Legacy (Person/Event/Place)**  
**Mandated by Others**

and the list goes on.....





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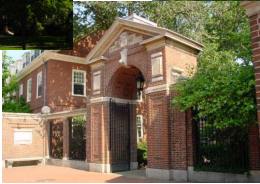
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## CAMPUS DEVELOPMENT OVER TIME

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## GROWTH OVER THE YEARS


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- One Building
- Initial Growth
- Fire/Rebuild
- Land Grants
- Wars
- Sports
- 60's Explosion
- Lost Legacy
- Confusion/Investment
- Information Age



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### 20,400,000 Enrolled (2017 NCES)

62% Full Time  
38% Part Time  
28% Private  
72% Public  
85% Undergraduate  
15% Graduate  
56% Female  
44% Male

### 4,625 Degree Granting Institutions (down from 4,724)



63% Four Year  
67% Private  
34% Public  
37% Two Year  
40% Private  
60% Public

### 9,424 Institutions of Higher Education


Wyoming 17  
California 1,246

### 7,100 Total Institutions (US Department of Education)

### WHERE ARE WE TODAY?

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### LARGEST UNIVERSITY LANDS

Berry College	27,000	Rome, GA
US Air Force Academy	18,455	Colorado Springs, CO
US Military Academy	16,080	West Point, NY
University of the South	13,000	Sewanee, TN
Penn State University	11,000	University Park, PA
Stanford University	8,180	Palo Alto, CA
Liberty University	7,000	Lynchburg, VA
Michigan State University	5,239	East Lansing, MI
Texas A&M University	5,115	College Station, TX
Tuskegee University	5,000	Tuskegee, AL



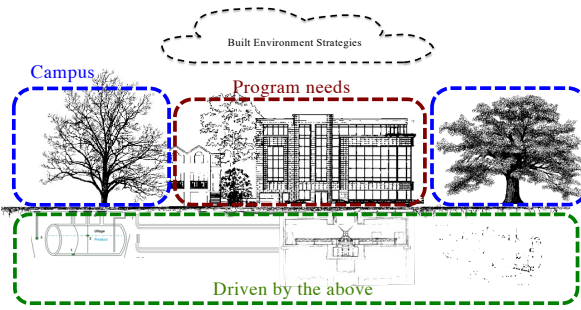
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### CAMPUS PLANNING PRINCIPLES




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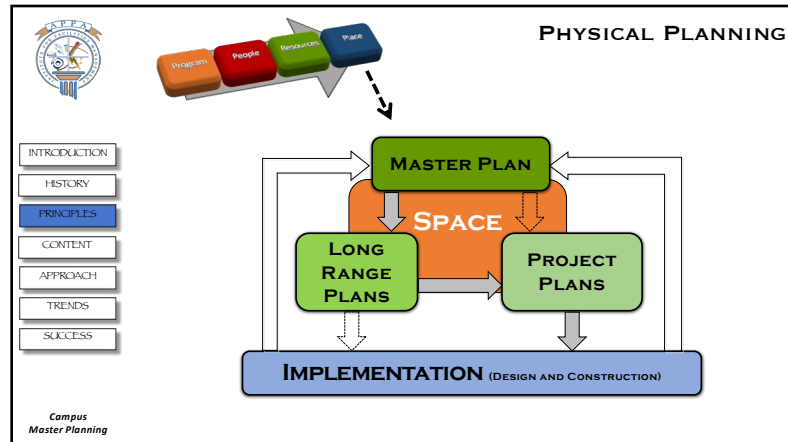
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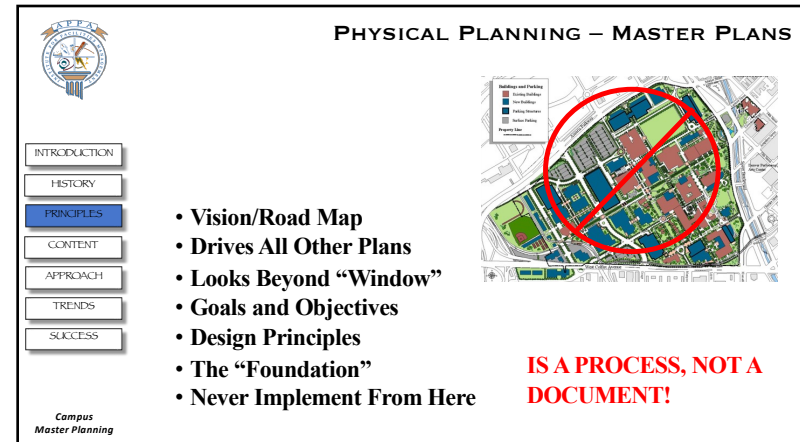
### CAMPUS PLANNING PRINCIPLES



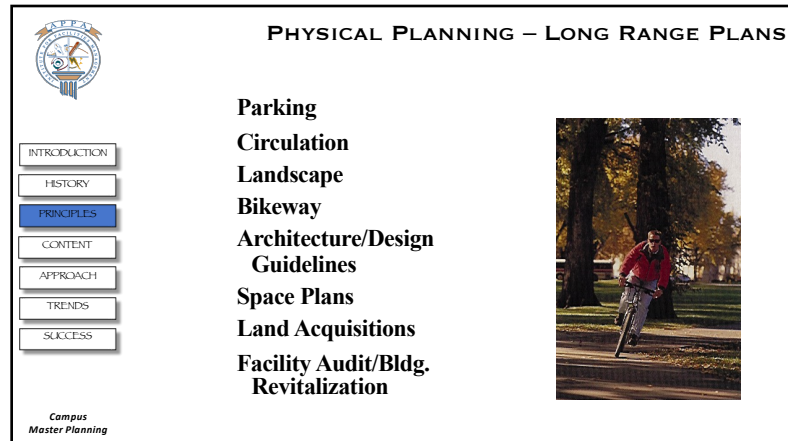
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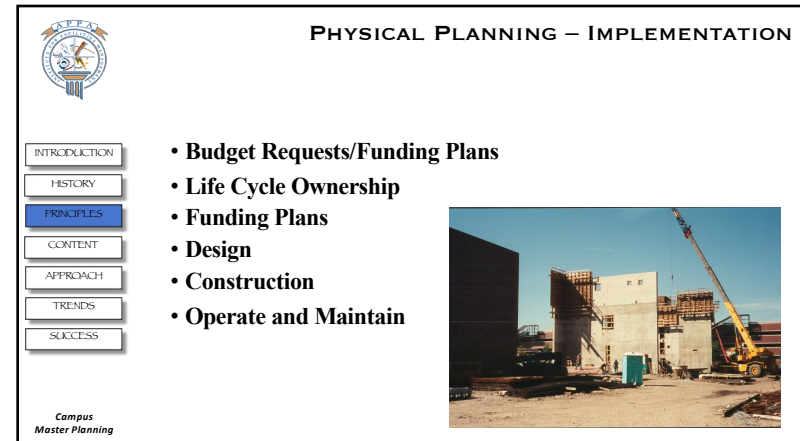
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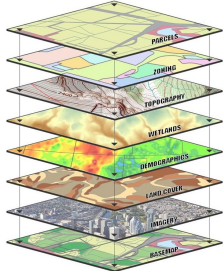


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**WHAT IS IN A MASTER PLAN?**



TOPOGRAPHY  
OPEN SPACE  
LAND USE /ACQUISITION  
VISTAS AND VIEWPLANES  
EDGES AND GATEWAYS  
PATHWAYS  
PARKING  
ART DISPLAY  
CAMPUS LANDSCAPE AND VEGETATION  
WAYFINDING  
BUILDING CONDITIONS  
BUILDING USE/NEW BUILDINGS  
ARCHITECTURE  
HISTORIC CONTEXT  
UTILITY DISTRIBUTION AND PRODUCTION

**AND THE LIST GOES ON.....**


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**GOALS ON OBJECTIVES**

- Accommodate Programs
- Pedestrian Oriented
- Sense of Community
- Safe and Secure
- Reduce Travel Sequence
- Improve Land Use
- Collegiate Atmosphere
- Links With Community
- Student Centered
- Improve Identity
- Improve Planning Processes



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**DESIGN PRINCIPLES**

- Create distinctive physical image
- Enrich the experience for all
- Maximize value of physical assets
- Provide facilities to support programs
- Implement plan in a timely manner
- Develop strong foundation
- Complete pedestrian ways
- Increase density
- Introduce more gathering places
- Historic preservation
- Connect multi-modal transportation
- Redistribute parking
- Develop landscape guidelines
- Turn attention away or toward buildings
- Improve campus edges




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**FOUNDATION/Framework**



**Must Exist**

**Base to all Urban Design Decisions**

**Perpetual Existence**

**Can NOT be Compromised**

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## LAND USE

INTRODUCTION

HISTORY

PRINCIPLES

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**Academic Areas**

**Student Services**

**Parking**

**Residential**

**Others**


**Recreation, Athletics and Open Space**

**Service and Maintenance**




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## OPEN SPACE

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**Quadrangles/Lawns**

**Walkways**

**Athletic/Recreational Fields**

**Plazas(hardscapes)**

**Surface Parking Lots**

**Streets/Service Routes**

**Campus Edges/ Gateways**

**Fields/Parks**

**Lakes/Ponds/Rivers**




**Conversation Spaces**

**Gardens/Arboretums**

**Paths**

**Vistas**

**Other**

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## CIRCULATION

INTRODUCTION

HISTORY

PRINCIPLES

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SUCCESS

**Vehicular**

**Public Service**

**Commercial**

**Mass Transit**

**Bus**

**Train/ Light Rail/ Subway**

**Shuttles**

**Golf Carts**

**Bicycles**

**Pedestrian**

**Mobility Impaired**

**Specific Paths**

**Historic Walks**

**Walk of Fame**

**Art**


**Recreation/Public**





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## BIKEWAYS

INTRODUCTION

HISTORY

PRINCIPLES

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SUCCESS

**Types of Routes**

**Paths**

**Lanes**

**Routes**

**Dismount Zones**

**Connectivity w/ Community**

**Signage**

**Rules and Regulations**



**Parking**

**Racks**

**Lockers**


**Locations**

**In Buildings**

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## PARKING

**Faculty, Staff, Students**

**Public**




**Mobility Impaired**

**Service Vehicles**

**Commercial Vehicles**


**Bicycles**

**Mass Transit**

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## ACCESSIBILITY

**Mobility Impaired**

**Dimensions**

**Audio Impaired**




**Visually Impaired**

**Sensory Clues**

**Other Issues**


**Relationship to the Americans with Disabilities Act (ADA)**

**Universal Accessibility**

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## LANDSCAPE

**Scale of Open Space**

**Layering**

**Vegetation**

**Site Furniture**

**Signage**

**Wayfinding**



**Art**

**Lighting**

**Architectural Décor**


**Landmarks**

**Slacking?????**

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## EDGES AND GATEWAYS

**Link to Community**




**Identity/Image**

**Gateways**

**Access Points**

**Varying Circulation Systems**

**Informal/Formal**

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## SITE FURNISHINGS


**Usable**  
**Consistency**  
**Help Architecture**  
**Durability/Vandalism**  
**Low Maintenance**  
**Attractiveness**  
**Cost**



**Trash Receptacles**  
**Smoking Urns**  
**Dumpsters and Compactors**  
**Waste Sites**




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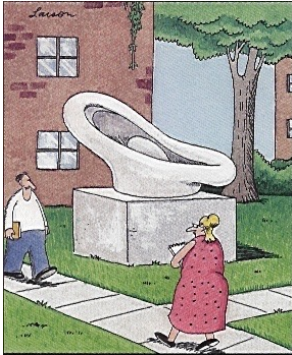



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## ART IN PUBLIC PLACES

**Gardens**  
**Wayfinding**  
**Space Definition/Interest**  
**Education**  
**Maintenance**  
**Funding**  
**Repair**  
**Vandalism**





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## SIGNAGE AND WAYFINDING

**Destination Hierarchy**  
freeway to destination  
**Special Events**  
kiosks, billboards, posters  
**Lighting**  
**Signs**  
**Security/Comfort**  
**Sense of Place**  
Architectural Icons  
Landscape Features  
Vistas



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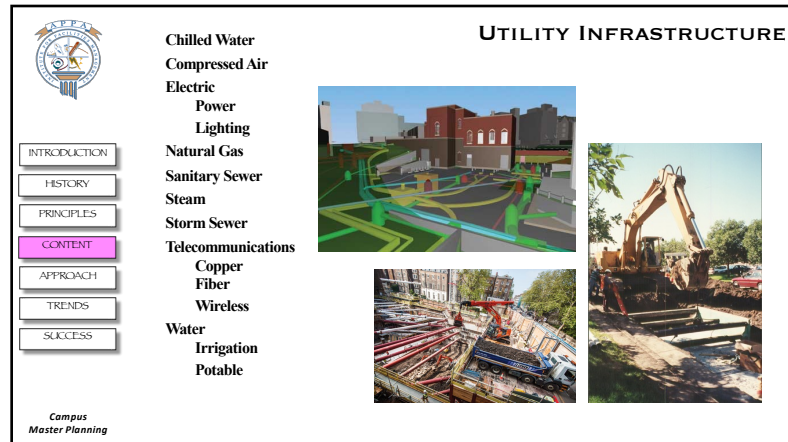
## ARCHITECTURE

**Buildout/Massing**  
**Landmarks**  
**Design Guidelines**  
**Signature Buildings**  
**Pallet of Materials**  
**As Urban Design Tool**  
**Space Planing**

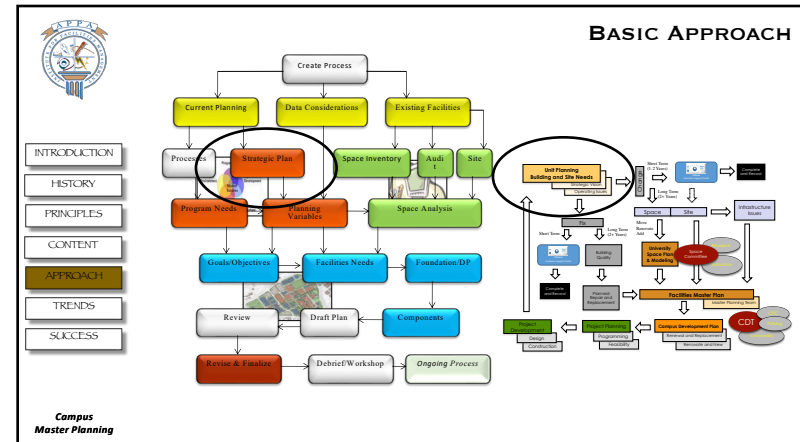




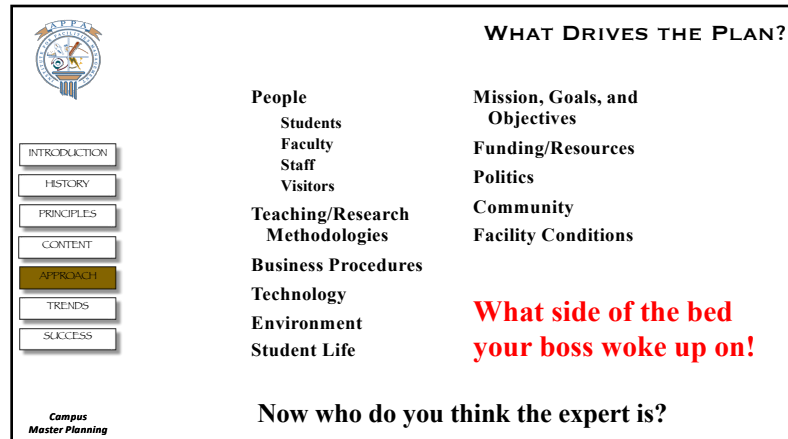

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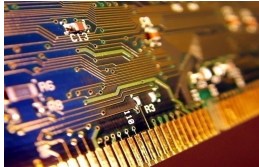

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## THE DATA RICH CAMPUS

**Business Intelligence**  
**Data Warehouses**  
**Linking Data Sets**  
**GIS Systems**

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## AUBURN UNIVERSITY

College of Agriculture Planning Considerations Comprehensive Campus Master Plan 2012 Update  
JBA Inc. 4/29/2011

College/School/Unit Planning Considerations				Impact on the Master Plan		
2010 University Strategic Plan Reference	Source	Type	Description	Measure	Type	Description
	2012 CCMP Update	Mission	The College of Agriculture at Auburn University is dedicated to educating people and discovering knowledge that improves the lives of all Alabamians citizens through our research, instruction and outreach programs.			
	2012 CCMP Update	Mission	Parking is a real issue that affects students, faculty and staff ability to do what they need to do. Efficiency should be a factor. Quality of facilities and space contribute affect a programs ability to be most effective.			
	2012 CCMP Update	Mission	One of the College's strategic initiatives is to increase graduate enrollment.	S		Increase graduate student enrollment
	2012 CCMP Update	Mission	Other College's strategic plans have pushed the College of Agriculture out in some instances... just replacing displaced programs with a piece of land doesn't solve issues around with being relocated.			
	2012 CCMP Update	Mission	It will be important in the planning process to acknowledge Auburn is a land grant university. With the land grant mission, the College of Agriculture is different than other colleges. One of the guiding principles in the current master plan is to preserve land grant presence. The College needs to maintain those things that are important to being land grant institutions that are not easily identifiable.	S		The land grant heritage should be evident in the physical environment.
	2012 CCMP Update	Mission	The College of Agriculture needs to get students from one end of campus to another for classes. It would help the College to be a more closed campus. The campus is not set			Continue the pedestrianization of the campus core. Support mass transit to

Key to Impact on Physical Environment  
 F = Faculty      S = Students  
 P = Staff        V = Visitors  
 S = Site         B = Building  
 O = Other       U = Utilities

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Link to Strategic Plan

Strategic Plan

College Planning

Facilities Plans & MP

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## THE MASTER PLAN MUST


**Have Campus Involvement**  
**Have a Good Design or Scheme**  
**Appeal to All**  
**Be Understandable**  
**Be Timeliness**  
**Be Flexibility**  
**Be Fundability**  
**Have Little Conflicts**

**Be Dynamic vs. Static**  
**Be Comprehensive**  
**Be Integrated**  
**Have Community Buy-in**  
**Have State/Board/Trustees Buy-in**  
**Be Programmatically Driven**  
**Be Politically Acceptable**

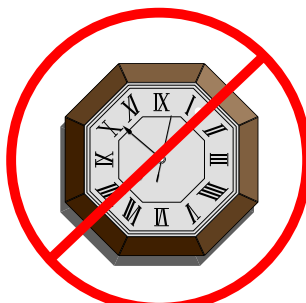
Ownership, Achievable, and Continuous Process

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## TIME



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**CONSULTANTS**

**Use of Outside Consultants**

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**MEETINGS AND SPECIAL APPROACHES**

**The good, the bad, and the ugly!**

**80% Rule**

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**ORGANIZATION OF THE PLANNING**

**Reference Information**

- Program Information
- Enrollment Plans
- Site Data
- Space Model
- Building Data

**Campus Maps and Plan**

- Goals and Objectives
- Design Principles
- The Foundation
- Illustrative Plan
- Physical Components

**Advantage of Web Based System**

- Mapping Attributes (GIS)
- Data Linkages
- Reduced Costs
- Real Time Information/Updates
- Improved Access and Ownership
- Varying Stages of Complexity
- Accountability
- Modeling

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**VARYING PLANNING WINDOWS**

**Academic**

**Facilities**

**We Must Realize The Tail Wags the Dog**

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