



# MASTER PLANNING


INDIANAPOLIS, IN  
SEPTEMBER 2023

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

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## WHY DO WE DO IT?


- 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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## CAMPUS DEVELOPMENT OVER TIME


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# 1636


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## GROWTH OVER THE YEARS

- 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)**

**WHERE ARE WE TODAY?**

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

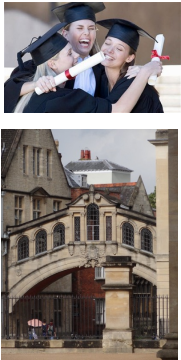
**4,625 Degree Granting Institutions** (down from 4,724)

- 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)




**Navigation:** INTRODUCTION, HISTORY/FACTS, PRINCIPLES, CONTENT, APPROACH, TRENDS, SUCCESS

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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

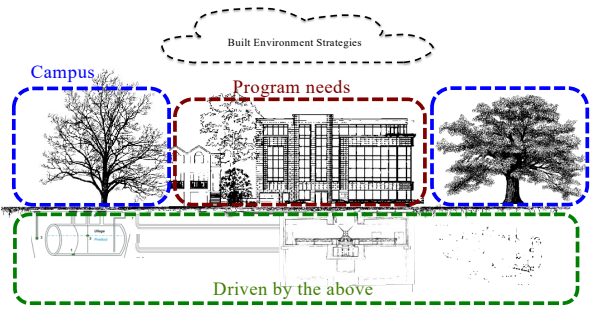


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**CAMPUS PLANNING PRINCIPLES**




**Navigation:** INTRODUCTION, HISTORY, PRINCIPLES, CONTENT, APPROACH, TRENDS, SUCCESS

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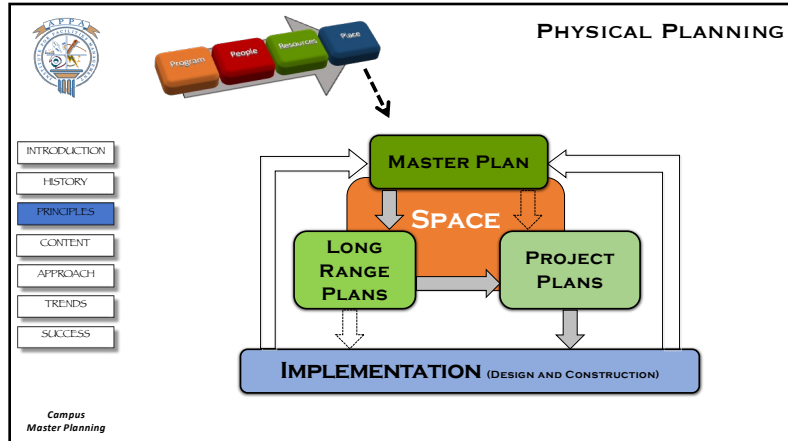
**CAMPUS PLANNING PRINCIPLES**



**Navigation:** INTRODUCTION, HISTORY, PRINCIPLES, CONTENT, APPROACH, TRENDS, SUCCESS

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**PHYSICAL PLANNING - MASTER PLANS**

INTRODUCTION  
HISTORY  
**PRINCIPLES**  
CONTENT  
APPROACH  
TRENDS  
SUCCESS

- Vision/Road Map
- Drives All Other Plans
- Looks Beyond “Window”
- Goals and Objectives
- Design Principles
- The “Foundation”
- Never Implement From Here

**IS A PROCESS, NOT A DOCUMENT!**

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**PHYSICAL PLANNING - LONG RANGE PLANS**

INTRODUCTION  
HISTORY  
**PRINCIPLES**  
CONTENT  
APPROACH  
TRENDS  
SUCCESS

- Parking
- Circulation
- Landscape
- Bikeway
- Architecture/Design Guidelines
- Space Plans
- Land Acquisitions
- Facility Audit/Bldg. Revitalization

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**PHYSICAL PLANNING - IMPLEMENTATION**

INTRODUCTION  
HISTORY  
**PRINCIPLES**  
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TRENDS  
SUCCESS

- Budget Requests/Funding Plans
- Life Cycle Ownership
- Funding Plans
- Design
- Construction
- Operate and Maintain

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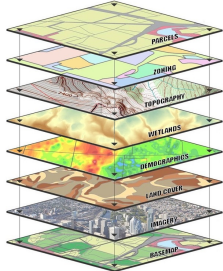
### WHAT IS IN A MASTER PLAN?

- INTRODUCTION
- HISTORY
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TOPOGRAPHY  
 OPEN SPACE  
 LAND USE /ACQUISITION  
 VISTAS AND VIEWPLANS  
 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


- INTRODUCTION
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- 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


- INTRODUCTION
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- 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

- INTRODUCTION
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**Must Exist**

**Base to all Urban Design Decisions**

**Perpetual Existence**

**Can NOT be Compromised**

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**LAND USE**



- INTRODUCTION
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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**



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**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
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**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


- INTRODUCTION
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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??????

- INTRODUCTION
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**EDGES AND GATEWAYS**

Link to Community  
Identity/Image  
Gateways  
Access Points  
Varying Circulation Systems  
Informal/Formal

- INTRODUCTION
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**SITE FURNISHINGS**



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

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



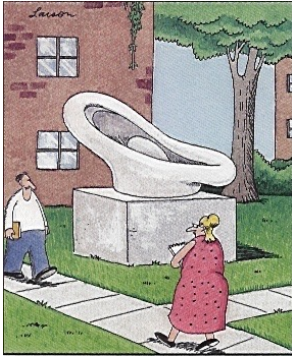

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**ART IN PUBLIC PLACES**




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



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**SIGNAGE AND WAYFINDING**



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**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**



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






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## UTILITY INFRASTRUCTURE

- Chilled Water
- Compressed Air
- Electric
- Power
- Lighting
- Natural Gas
- Sanitary Sewer
- Steam
- Storm Sewer
- Telecommunications
- Copper
- Fiber
- Wireless
- Water
- Irrigation
- Potable








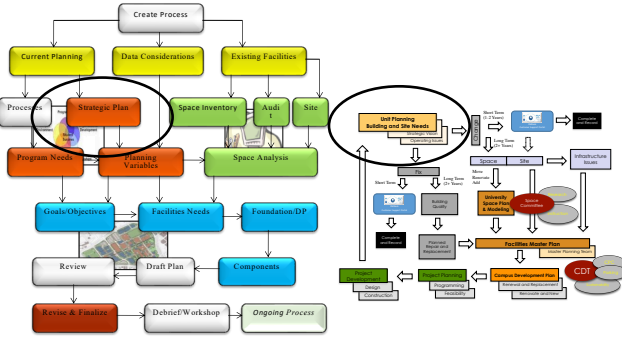
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## BASIC APPROACH



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## WHAT DRIVES THE PLAN?

**People**

- Students
- Faculty
- Staff
- Visitors

**Teaching/Research**

- Methodologies

**Business Procedures**

- Technology
- Environment
- Student Life

**Mission, Goals, and Objectives**

**Funding/Resources**

**Politics**

**Community**

**Facility Conditions**

What side of the bed  
your boss woke up on!

**Now who do you think the expert is?**

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## CHANGING PARADIGMS




Sir Ken Robinson  
Out of Our Minds: Learning to be Creative

<http://www.youtube.com/watch?v=zDZFcDGpLAU>

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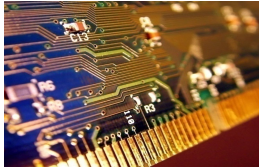

## THE DATA RICH CAMPUS

**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 /AC/ 4/29/11

2011 University Strategic Plan Reference	College/School/Unit Planning Considerations			Impact on the Master Plan		
	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 Alabama citizens through our research, instruction and outreach programs.			
2012 CCMP Update	Meeting		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 constraints affect a program's ability to be most effective.			
2012 CCMP Update	Meeting		One of the College's strategic initiatives is to increase graduate enrollment.	S		Increase graduate student enrollment
2012 CCMP Update	Meeting		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 associated with being relocated.			
2012 CCMP Update	Meeting		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 market these 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			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

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Link to Strategic Plan



**Key to Impact on Physical Environment**

F = Faculty      S = Students

P = Staff        V = Visitors

Site              B = Building

O = Other        U = Utilities

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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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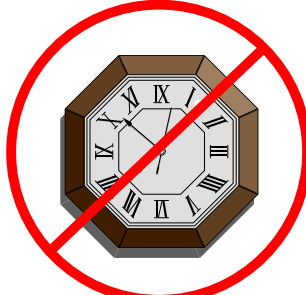
SUCCESS

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## TIME



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**CONSULTANTS**

**Use of Outside Consultants**

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SUCCESS

Scale of Planning

Master Planning   Long Range Planning   Project Planning   Design   Construction

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**MEETINGS AND SPECIAL APPROACHES**

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**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**

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**Academic**

**Facilities**

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

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