



MASTER PLANNING

NEW ORLEANS, LA
JANUARY 2024

INTRODUCTION

HISTORY

PRINCIPLES

CONTENT

APPROACH


TRENDS

SUCCESS



Campus Master Planning
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WHY DO WE DO IT?

INTRODUCTION

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SUCCESS


- 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

INTRODUCTION

HISTORY/FACTS



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GROWTH OVER THE YEARS

INTRODUCTION

HISTORY/FACTS

PRINCIPLES


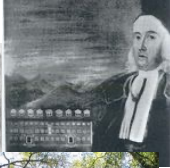
CONTENT


APPROACH

TRENDS

SUCCESS


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



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WHERE ARE WE TODAY?

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)

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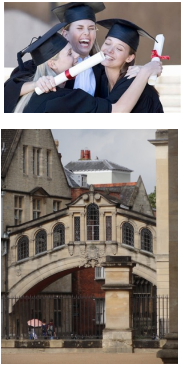
PRINCIPLES

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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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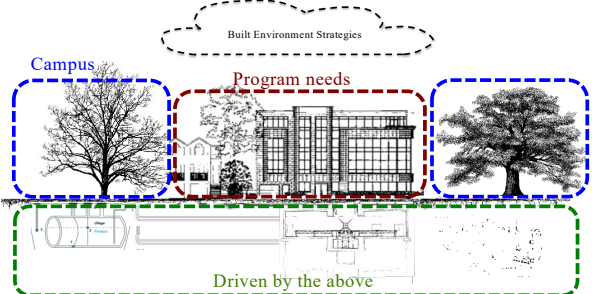
PRINCIPLES

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CAMPUS PLANNING PRINCIPLES

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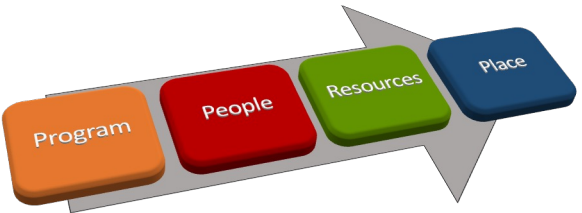
PRINCIPLES

CONTENT

APPROACH

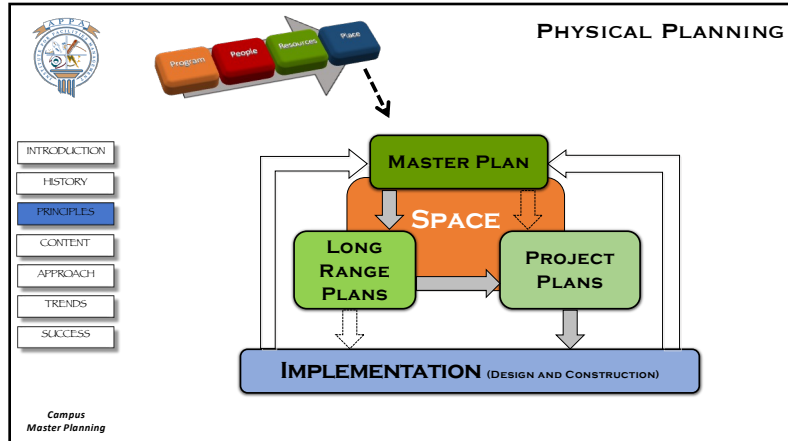
TRENDS

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!

Campus Master Planning

The slide features a map of a campus area with a red circle and a diagonal slash through it, indicating that the master plan is not a static document. A vertical menu on the left lists 'INTRODUCTION', 'HISTORY', 'PRINCIPLES' (highlighted in blue), 'CONTENT', 'APPROACH', 'TRENDS', and 'SUCCESS'. A list of bullet points is positioned to the right of the map.

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PHYSICAL PLANNING – LONG RANGE PLANS

INTRODUCTION
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SUCCESS

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

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The slide includes a photograph of a person riding a bicycle on a path through a wooded area. A vertical menu on the left lists 'INTRODUCTION', 'HISTORY', 'PRINCIPLES' (highlighted in blue), 'CONTENT', 'APPROACH', 'TRENDS', and 'SUCCESS'. A list of bullet points is positioned to the right of the menu.

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PHYSICAL PLANNING – IMPLEMENTATION


INTRODUCTION
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TRENDS
SUCCESS

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

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The slide features a photograph of a building under construction with a yellow crane. A vertical menu on the left lists 'INTRODUCTION', 'HISTORY', 'PRINCIPLES' (highlighted in blue), 'CONTENT', 'APPROACH', 'TRENDS', and 'SUCCESS'. A list of bullet points is positioned to the right of the menu.

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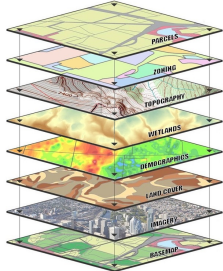
WHAT IS IN A MASTER PLAN?

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


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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
- HISTORY
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- APPROACH
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- SUCCESS

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

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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

HISTORY

PRINCIPLES

CONTENT

APPROACH

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SUCCESS

Academic Areas

Student Services

Parking

Residential

Others

Recreation, Athletics and Open Space

Service and Maintenance




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OPEN SPACE

INTRODUCTION

HISTORY

PRINCIPLES

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APPROACH

TRENDS

SUCCESS

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

CONTENT

APPROACH

TRENDS

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

CONTENT

APPROACH

TRENDS

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


- INTRODUCTION
- HISTORY
- PRINCIPLES
- CONTENT**
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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

- INTRODUCTION
- HISTORY
- PRINCIPLES
- CONTENT**
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LANDSCAPE


Scale of Open Space
Layering
Vegetation
Site Furniture
Signage
Wayfinding
Art
Lighting
Architectural Décor
Landmarks
Slacking??????

- INTRODUCTION
- HISTORY
- PRINCIPLES
- CONTENT**
- APPROACH
- TRENDS
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EDGES AND GATEWAYS

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

- INTRODUCTION
- HISTORY
- PRINCIPLES
- CONTENT**
- APPROACH
- TRENDS
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SITE FURNISHINGS



- INTRODUCTION
- HISTORY
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- SUCCESS

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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



- INTRODUCTION
- HISTORY
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- SUCCESS

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Gardens Wayfinding Space Definition/Interest Education Maintenance Funding Repair Vandalism

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SIGNAGE AND WAYFINDING



- INTRODUCTION
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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



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






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- INTRODUCTION
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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








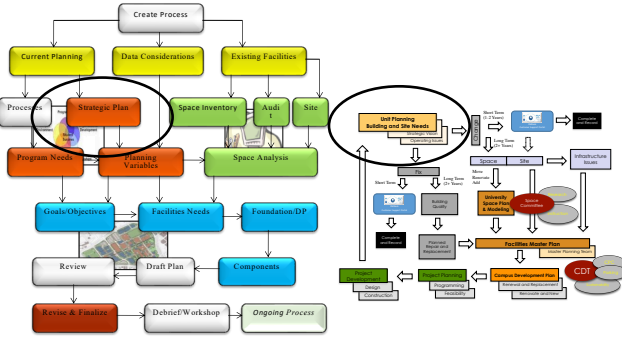
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- INTRODUCTION
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BASIC APPROACH



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- INTRODUCTION
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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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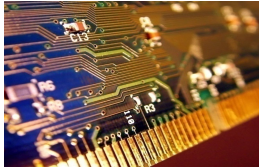

THE DATA RICH CAMPUS

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 / JCC / 4/29/2011

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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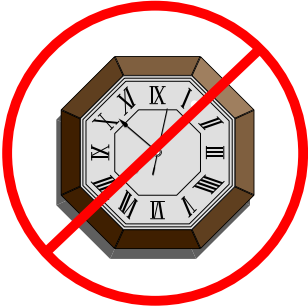
SUCCESS

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TIME



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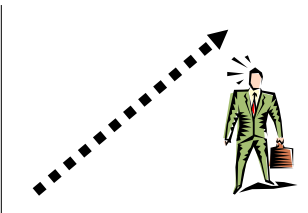
CONSULTANTS

Use of Outside Consultants

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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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