Agenda

- Introductions
- Project Goals and Process
- Guiding Principles and Strategies
- Initial Concepts
- Next Steps
- Discussion
PROJECT GOALS
Strategic Plan Goals

To Enhance:

• student success through educational innovation
• scholarship and research by investing in faculty and infrastructure
• interdisciplinary scholarship to address grand challenges of society
• organizational excellence by creating a culture of constant improvement
• local and global engagement through strategic partnerships
Create a shared vision that supports:

- 2014 Physical Master Plan
- Strategic Plan Goals
- Decision-making
- Communication
- Partnership development
- Financial feasibility
- Sustained implementation across all land holdings
Process


Data Gathering

1. Kick-Off & Focus Group Interviews
2. Analysis Summary Initial Themes
3. Draft Principles & Concept Plans
4. Final Principles & Concept Plan

Final Documentation

2017

APR  MAY  JUN  JUL  SEPT
Process

- Define
- Assess
- Envision
- Test
- Synthesize
Campus Paths and Shared Open Spaces

Each Campus Neighborhood’s location and orientation is critical to defining the six distinct types of Shared Open Space: Campus Greens, Courtyards and Plazas, Campus Streets, All Campus Paths, Campus Edges and Natural Areas. These spaces are the focal points of neighborhoods and are nurtured by or created by all projects.

Individual Campus Neighborhoods and their Shared Open spaces are woven together into a coherent whole by a hierarchical system of pedestrian paths, scaled to move people efficiently through campus. All Campus Paths, Connector Paths, and Neighborhood Paths. The All Campus Paths are the campus’ most lively pedestrian movement zones and connect all parts of the campus and major Exterior landmarks. Their design includes amenities and landscaping that add to the pedestrian experience. The All Campus Paths will continue to be enhanced as a major design characteristic and an outdoor amenity for the university.
NC State Campus Land and Building History
1950’s Master Plan recommended moving housing to Central Precinct
PRINCIPLES & STRATEGIES
Draft Guiding Principles

- Strengthen Identity and Brand
- Continually Enhance Stewardship
- Re-prioritize Circulation
- Connect the Campus
- Promote Vibrancy
Guiding Principle:
Strengthen the identity and brand of NC State by leveraging its location in the region, creating welcoming gateways for the surrounding communities, augmenting existing iconic spaces and buildings, and clarifying campus edges and gateways.

Strategies:
• Create a consistent quality and character for all major gateways
• Prioritize Western Boulevard gateways and streetscape for improvement
• Engage Hillsborough Street with active uses and streetscape
• Identify strategic partners to help enhance neighboring landholdings and streets that are critical to the University’s identity, interface, and connectivity
Strengthen Identity and Brand

Strategy:

• Create a consistent quality and character for all major gateways
• Build off of strong brand and recent successful projects
Strengthen Identity and Brand

Strategy:
• Create a consistent quality and character for all major gateways
Strengthen Identity and Brand

Strategy:

• Create a consistent quality and character for all major gateways

1

2

Successful campus edges
Campus edges that need improvement
Poorly branded campus edges
Quality campus gateway
Average campus gateway
Poor campus gateway
Strengthen Identity and Brand

Strategy:

• Engage Hillsborough Street with active uses and streetscape
Strengthen Identity and Brand

Strategy:
- Identify strategic partners to help enhance neighboring landholdings and streets that are critical to the University’s identity, interface, and connectivity.

“Road Diet” for Centennial Pkwy.

Extension of Pullen Rd
Strengthen Identity and Brand

**Strategy:**

- Identify strategic partners to help enhance neighboring landholdings and streets that are critical to the University’s identity, interface, and connectivity
- Opportunities along Hillsborough Street, Avent Ferry Road and Western Boulevard
Guiding Principle:
Continually enhance stewardship of the campus by ensuring the highest and best use of land and resources and quality of, and connectivity between, the University’s diverse landscapes.

Strategies:
• Improve adjacency, utilization, and condition through strategic renovation, demolition, and new construction of facilities
• Enhance, connect, and create vibrant, iconic landscapes throughout campus
• Incorporate working landscapes and visible stormwater management systems where appropriate throughout campus to support sustainable initiatives and educate the campus community
• Capitalize on partnership opportunities to improve campus edges and programmatic connections between campuses and to deliver additional facilities
Continually Enhance Stewardship

Strategies

• Improve adjacency, utilization, and condition through strategic renovation, demolition, and new construction of facilities
Continually Enhance Stewardship

Strategies

• Enhance, connect, and create vibrant, iconic landscapes throughout campus

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Strategies

• Capitalize on partnership opportunities to improve campus edges and programmatic connections between campuses and deliver additional facilities
Continually Enhance Stewardship

Strategies

• Capitalize on partnership opportunities to improve campus edges and programmatic connections between campuses and to deliver additional facilities
RE-PRIORITIZE CIRCULATION

Guiding Principle:
Re-prioritize modes of circulation on and around campus to provide a safe, healthy, and active campus supported by consistent and reliable transit.

Pedestrians > Bike > Bus > Vehicle

Strategies:
• Enhance on-campus pedestrian crossings
• Eliminate/reduce surface parking in the campus core
• Keep vehicular access and parking at campus edges
• Encourage a ‘park once’ mentality by adjusting the parking management system
• Support alternative means of transportation; improve bikeways and pedestrian pathways
• Close Cates Ave and redirect traffic south to remove vehicular congestion in an active pedestrian area
Re-Prioritize Circulation

Strategies

• Enhance pedestrian crossings
Re-Prioritize Circulation

Strategies

• Eliminate/reduce surface parking in the campus core
• Keep vehicular access and parking at campus edges

Kilgore Hall

Emory University Before
Re-Prioritize Circulation

Strategies

• Eliminate/reduce surface parking in the campus core
• Keep vehicular access and parking at campus edges
Re-Prioritize Circulation

Strategies

• Eliminate/reduce surface parking in the campus core
• Keep vehicular access and parking at campus edges

Behind 1911 Building - Before
Re-Prioritize Circulation

Strategies

• Eliminate/reduce surface parking in the campus core
• Keep vehicular access and parking at campus edges

Behind 1911 Building - After
Re-Prioritize Circulation

Strategies

• Support alternative means of transportation; improve bikeways and pedestrian pathways
Strategies

Strategy:
- Close Cates Ave and redirect traffic south to remove vehicular congestion in an active pedestrian area
Guiding Principle:
Create strong connections between University landholdings by improving programmatic adjacencies and mobility.

Strategies:
• Provide dedicated pedestrian, bike, bus routes throughout campus
• Provide direct and timely transit connections between campus precincts
• Create a bridge between North and Central Campus to mitigate topography and reduce travel time and distance
• Enhance Western Boulevard pedestrian connections by adding key bridges, tunnels, or caps
• Increase programmatic connections by strategically locating interdisciplinary facilities
• Activate campus corridors and public streets to shorten perceived walking distances and to add vibrancy
Connect the Campus

Northern Arizona University Case Study:

• Goal was to connect three campus areas into one campus
• Master Plan recommended a contiguous north south spine for pedestrians and bikes
• Interweave a busway transit spine with the ped/bike spine

Site of proposed housing
Connect the Campus

Strategy:

- Create a bridge between North and Central Campus to mitigate topography and reduce travel time and distance
Connect the Campus

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• Enhance Western Boulevard pedestrian connections by adding key bridges, tunnels, or caps
Connect the Campus

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- Enhance Western Boulevard pedestrian connections by adding key bridges, tunnels, or caps
Connect the Campus

**Strategy:**

- Enhance Western Boulevard pedestrian connections by adding key bridges, tunnels, or caps.
- Western Boulevard is one of the greatest barriers to physical connectivity on campus and poses a large safety risk for bikes and pedestrians.
- Western Boulevard and Avent Ferry Road are both important connectors for the city and commuters.
Connect the Campus

Strategy:

• Provides multiple at-grade connections for pedestrians without vehicular traffic

• N-S vehicular connections remain

• Reduces number of intersections along Western Boulevard
Strategies

Strategy:

• Provide dedicated pedestrian, bike, bus routes throughout campus

• Convert Dan Allen Drive into a dedicated multi-modal path for pedestrians, bikes, and buses to connect all land holdings
Guiding Principle:
Promote a vibrant campus by concentrating activity and density, ensuring a mix of uses, and creating spaces for collaboration and gathering.

Strategies:
• Export the energy of the central precinct to other parts of campus by blending uses and creating critical mass
• Add areas that promote collaboration and gathering like Park Shops, Hunt Library, Talley Student Union, Carmichael Recreation Center, and Hillsborough Street
• Renovate or build new interdisciplinary facilities that bring people together to collaborate and address complex problems
Promote Vibrancy

Strategy:

• Export the energy of the central precinct to other parts of campus by blending uses and creating critical mass
Promote Vibrancy

Strategy:

- Add areas that promote collaboration and gathering like Park Shops, Hunt Library, Talley Student Union, Carmichael Recreation Center, and Hillsborough Street

Existing Lake Raleigh Waterfront

Existing Hillsborough and Brooks Intersection

Thomas Jefferson Univ., Philadelphia PA

University of Wisconsin Union
Strategies

Strategy:

• Add areas that promote collaboration and gathering like Park Shops, Hunt Library, Talley Student Union, Carmichael Recreation Center, and Hillsborough Street

• Renovate or build new interdisciplinary facilities that bring people together to collaborate and address complex problems
Promote Vibrancy

Strategy:

• Renovate or build new interdisciplinary facilities that bring people together to collaborate and address complex problems

Wisconsin Discovery Building

Building: 330,000 sf ; Ground floor: 40,000 sf available for programming

Opportunity at Harrelson Hall Site
CONCEPTS
Connectivity and Vibrancy Barriers

Physical Barriers

- Major Roads and railroad tracks divide areas of campus
Connectivity and Vibrancy Barriers

Physical Barriers
• Major Roads and railroad tracks divide areas of campus
• Non-continuous land holdings
Connectivity and Vibrancy Barriers

Physical Barriers
- Major Roads and railroad tracks divide areas of campus
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Programmatic Barriers
- Large, limited use/inactive land areas
Connectivity and Vibrancy Barriers

Physical Barriers
- Major Roads and railroad tracks divide areas of campus
- Non-continuous land holdings

Programmatic Barriers
- Large, limited use/inactive land areas
- Three distributed academic cores
Connectivity and Vibrancy Barriers

• Academic/Research
• Athletics
• Residential
• Residential (Greek)
• Student Life + Rec
• Partnerships
Connectivity and Vibrancy Barriers

- Academic/Research
- Athletics
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Connectivity and Vibrancy Barriers

- Academic/Research
- Athletics
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- Partnerships
Strategies

- Enhance gateways and edges
- Remove/overcome barriers
- Concentrate activity in strategic locations
- Improve adjacencies
- Integrate collaborative and interdisciplinary facilities
Land Use Strategies

Existing Campus
Land Use Strategies

Concept 1 – Enhance Vibrancy and Sense of Place

• Continue to grow partnerships
Land Use Strategies

Concept 1 – Enhance Vibrancy and Sense of Place

- Continue to grow partnerships
- Build new housing on Reynolds lot (allows swing space) then demo and build new housing at Sullivan/Lee/Bragaw
Land Use Strategies

Concept 1 – Enhance Vibrancy and Sense of Place

- Continue to grow partnerships
- Build new housing on Reynolds lot (allows swing space) then demo and build new housing at Sullivan/Lee/Bragaw
- Move soccer fields to Fleet/Shop area – create athletic hub in west corner
Land Use Strategies

**Concept 1 – Enhance Vibrancy and Sense of Place**

• Continue to grow partnerships
• Build new housing on Reynolds lot (allows swing space) then demo and build new housing at Sullivan/Lee/Bragaw
• Move soccer fields to Fleet/Shop area – create athletic hub in west corner and open space for CNR
• Relocate College of Management to Centennial Campus
Land Use Strategies

Concept 1 – Enhance Vibrancy and Sense of Place

• Continue to grow partnerships
• Build new housing on Reynolds lot (allows swing space) then demo and build new housing at Sullivan/Lee/Bragaw
• Move soccer fields to Fleet/Shop area – create athletic hub in west corner and open space for CNR
• Relocate COM to Centennial Campus
• Consolidate and improve facilities in North Core for CALS and COS; Enhance Arts District

[Map with labels and color coding for different areas such as Academic/Research, Athletics, Residential, Residential (Greek), Student Life + Rec, and Partnerships]
Land Use Strategies

Concept 1 – Enhance Vibrancy and Sense of Place

• Continue to grow partnerships
• Build new housing on Reynolds lot (allows swing space) then demo and build new housing at Sullivan/Lee/Bragaw
• Move soccer fields to Fleet/Shop area – create athletic hub in west corner and open space for CNR
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Land Use Strategies

Concept 2 – Pedestrianize Western Boulevard and Avent Ferry Road

- Relocate E.S. King Village to Western Ave
Land Use Strategies

Concept 2 – Pedestrianize Western Boulevard and Avent Ferry Road

• Relocate E.S. King Village to Western Ave
• Utilize partnership opportunities to collectively improve Mission Valley and the Avent Ferry Road corridor
Land Use Strategies

Concept 2 - Pedestrianize Western Boulevard and Avent Ferry Road

- Relocate E.S. King Village to Western Ave
- Utilize partnership opportunities to collectively improve Mission Valley and the Avent Ferry Road corridor
Land Use Strategies

Concept 3 – Maximize Adjacencies

Existing campus land use
Land Use Strategies

Concept 3 – Maximize Adjacencies

- Relocate Athletic facilities to E.S. King Village and Fleet/Shop area
Land Use Strategies

Concept 3 – Maximize Adjacencies

• Relocate Athletic facilities to E.S. King Village and Fleet/Shop area
• Build new housing on athletic sites; demo existing housing
Land Use Strategies

Concept 3 – Maximize Adjacencies

- Relocate Athletic facilities to E.S. King Village and Fleet/Shop area
- Build new housing on athletic sites; demo existing housing
- Relocate CNR to Sullivan/Lee/Bragaw site
Land Use Strategies

Concept 3 – Maximize Adjacencies

- Relocate Athletic facilities to E.S. King Village and Fleet/Shop area
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Land Use Strategies

West Campus Existing

- Academic/Research
- Athletics
- Hospital
Land Use Strategies

West Campus Concept

• Enhance connections
• Grow partnerships along Blue Ridge Corridor
• Expand academic and research west
• Opportunity to relocate baseball stadium to West Precinct
Land Use Strategies

- Academic/Research
- Athletics
- Residential
- Residential (Greek)
- Student Life + Rec
- Partnerships

Concept 1 – Enhance Vibrancy and Sense of Place

Concept 2 – Pedestrianize Western Boulevard and Avent Ferry Road

Concept 3 – Maximize Adjacencies
<table>
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<tr>
<th>Strategies</th>
<th>Ease of Implementation</th>
<th>Cost</th>
<th>Impact for Campus</th>
<th>Total</th>
<th>Partnership Opportunity</th>
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<td>Incorporate working landscapes and visible stormwater management systems</td>
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1 = Easy 3 = Difficult 1 = Inexpensive 3 = Expensive 1 = High Impact 3 = Low Impact Yes/ No / Maybe
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<td>Encourage a ‘park once’ mentality by adjusting the parking management system</td>
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<td>Add areas that promote collaboration and gathering like Park Shops, Hunt Library, Talley Student Union, Carmichael Recreation Center, and Hillsborough Street</td>
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NEXT STEPS
Next Steps:

- Incorporate feedback from June workshop

July Workshop

- Finalize Guiding Principles
- Finalize concepts
  - Land use strategies
  - Circulation opportunities
  - Programmatic opportunities
- Discuss final deliverable