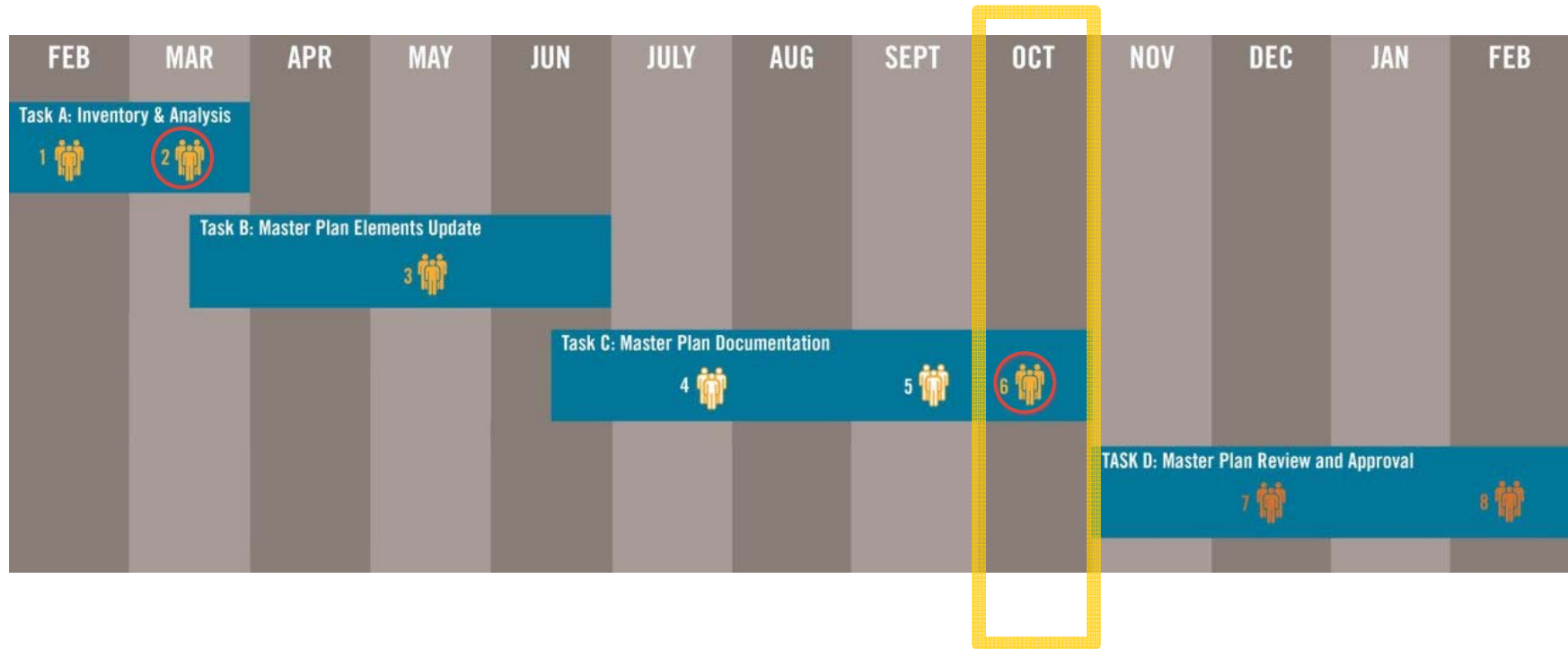


# The University of North Carolina at Greensboro **2013 CAMPUS MASTER PLAN UPDATE**

**Open Forum**  
October 22, 2013



# PROJECT SCHEDULE



-  Master Plan Committee Work Session (at UNCG)
-  Master Plan Committee Work Session (online)
-  UNCG Master Plan Review Session
-  Campus Open Forum

# AGENDA

## 1. SCHEDULE & GOALS

Planning Context

Master Plan Goals

What We Heard

## 2. ANALYSIS REVIEW

Social

Environmental

Resources

Economic

## 3. MASTER PLAN

EUC Green

Forest Street

Lee Street Corridor

Additional Buildings of Interest

Campus Connections

## 4. NEXT STEPS



SRF Building

TSP Building

Walker Avenue

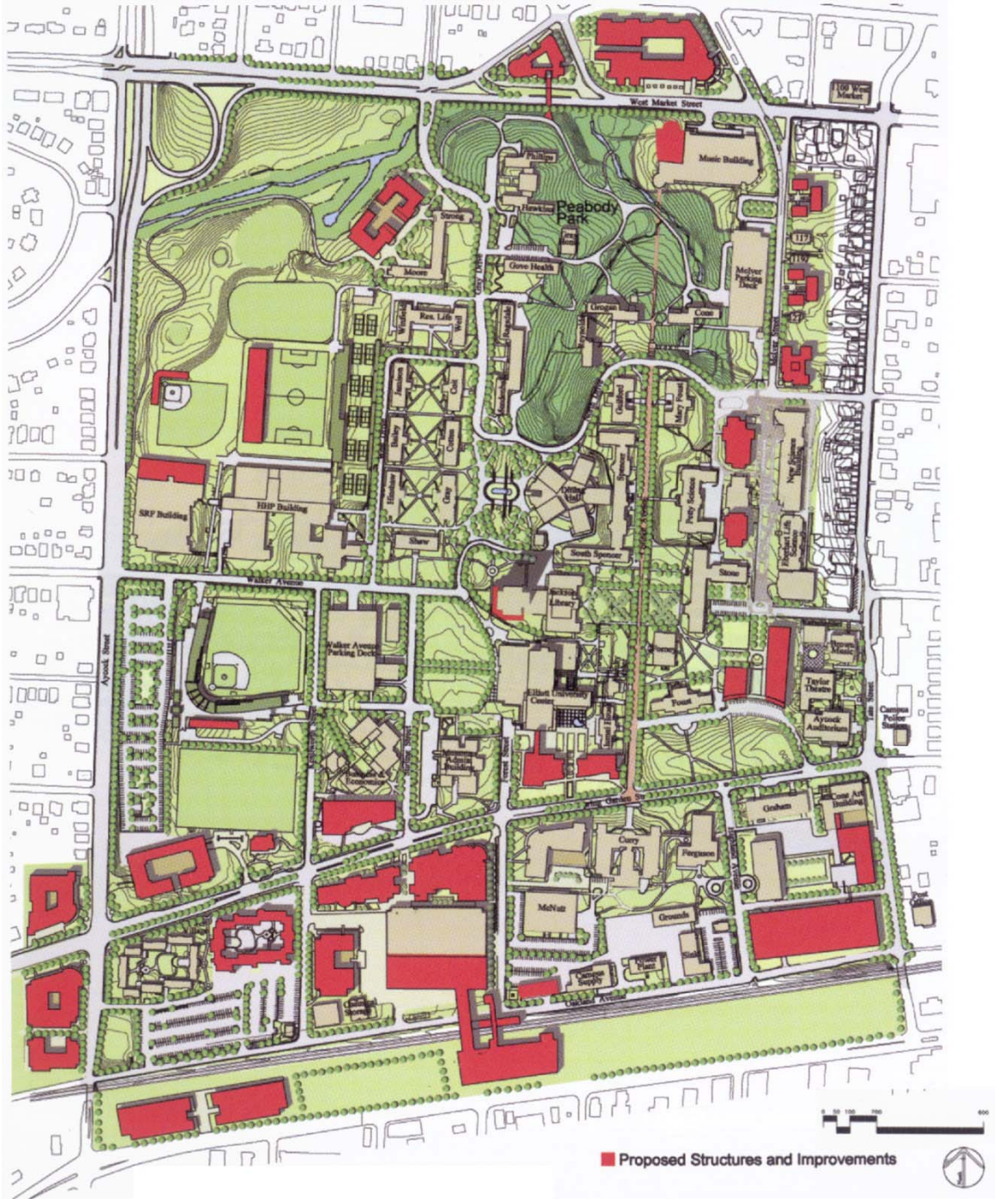
Walker Avenue Parking Deck

Peabody Park

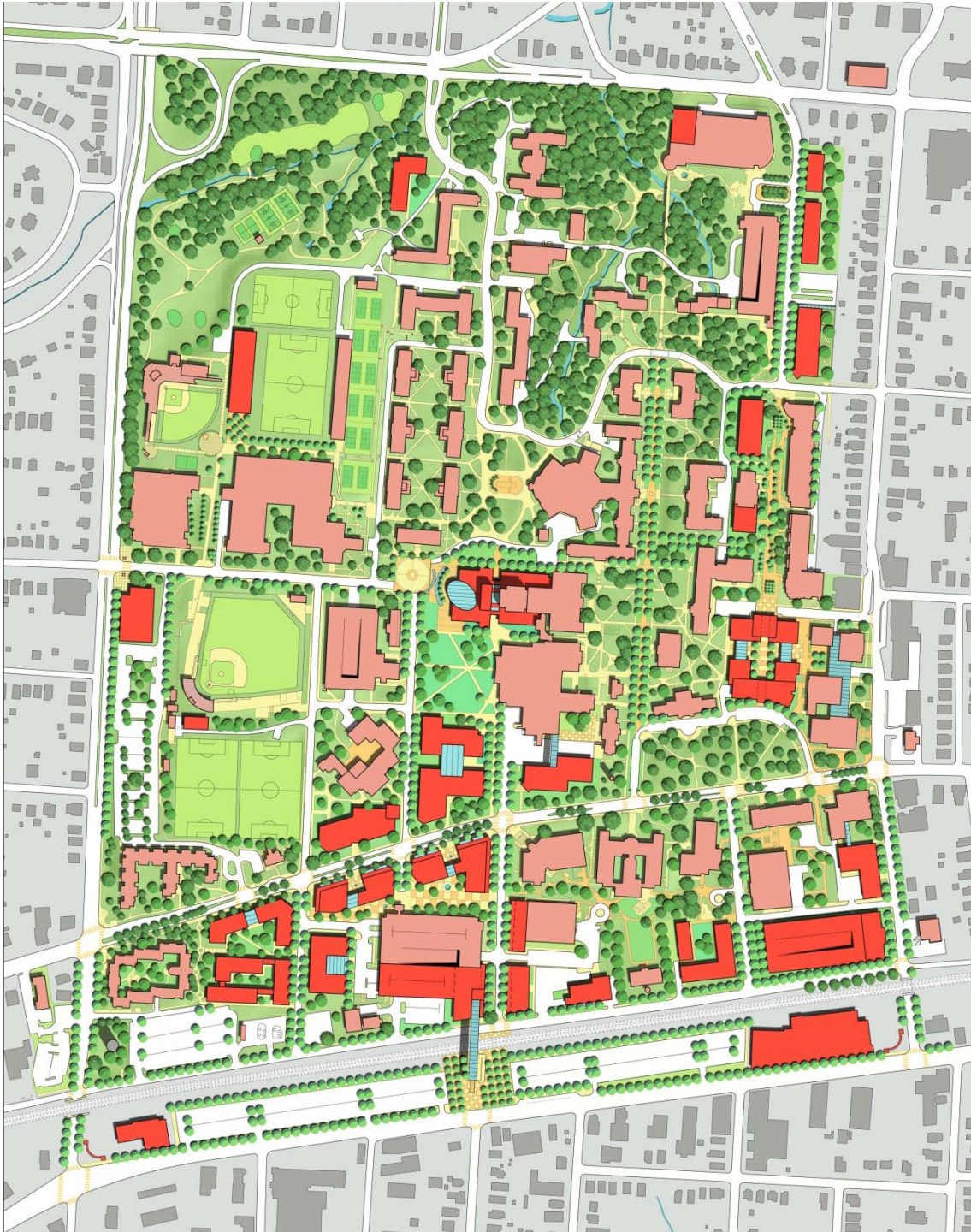
Music Building

Taylor Theatre

Proposed Structures and Improvements

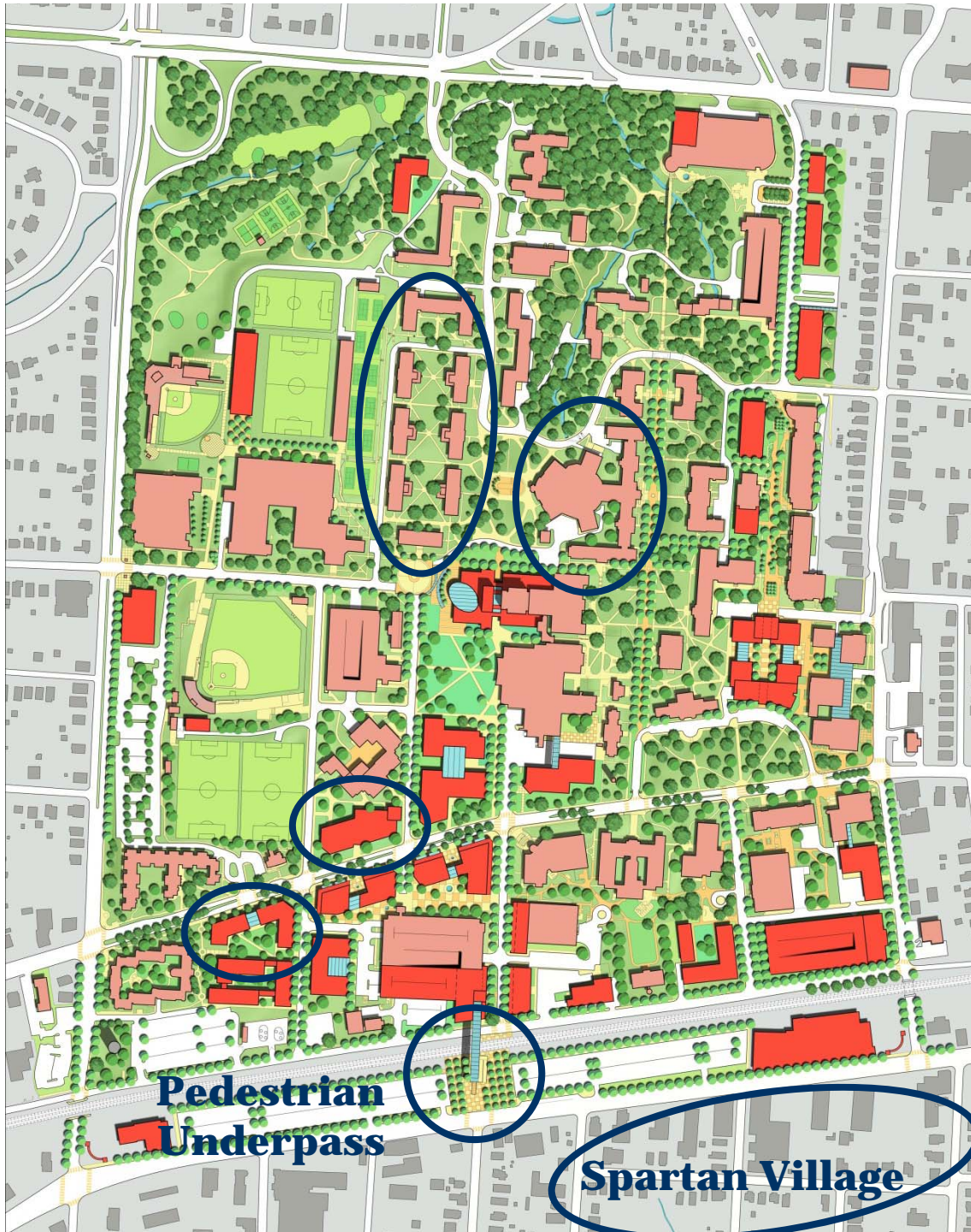






## 2007 Master Plan





# Changes to Campus Since 2007 Master Plan Update

## Strengthening Academics in Campus Core

- School of Education (new)

## Improving Student Life Experience

- Dining Hall renovations
- Residence Hall (new)
- Quad renovations
- Spartan Village (under construction)

## Improving Campus Connections

- Lee Street Pedestrian Passage (under construction)



## 2013 Draft Master Plan





## UNCG Strategic Housing Plan 2020

*National and local data show that students who live on campus have a higher persistence rate than their cohorts who live off-campus.*



Master Plan for  
UNCG New Mixed-Use Village  
December 2, 2010

## UNCG Campus Planning and Community Outreach

Promoting Student Success  
Through Campus Expansion

- Strategic Housing Plan 2020 (2009)
- Revised Vision Plan (2010)
- MOU with Glenwood Neighborhood (2012)
- Academic Program Review (2010-2012)

# UNCG Campus Planning and Community Outreach

## Strengthening Campus Identity Through the Arts

- Curry Pedestrian Mall Master Plan (2007)
- School of Music, Theatre, and Dance Planning Study (2011)
- WAM Expansion Plan (2013)

### School of Music, Theatre and Dance Planning Study

The University of North Carolina at Greensboro  
Project Number: 4030-00

Executive Summary  
June 17, 2011

HOLZMAN MOSS BOTTING  
ARCHITECTURE







# UNCG Campus Planning and Community Outreach

## Promoting Sustainability on Campus

- Climate Action Plan (2012)
- Travel Demand Management and Transportation Master Plan (2006-2013)



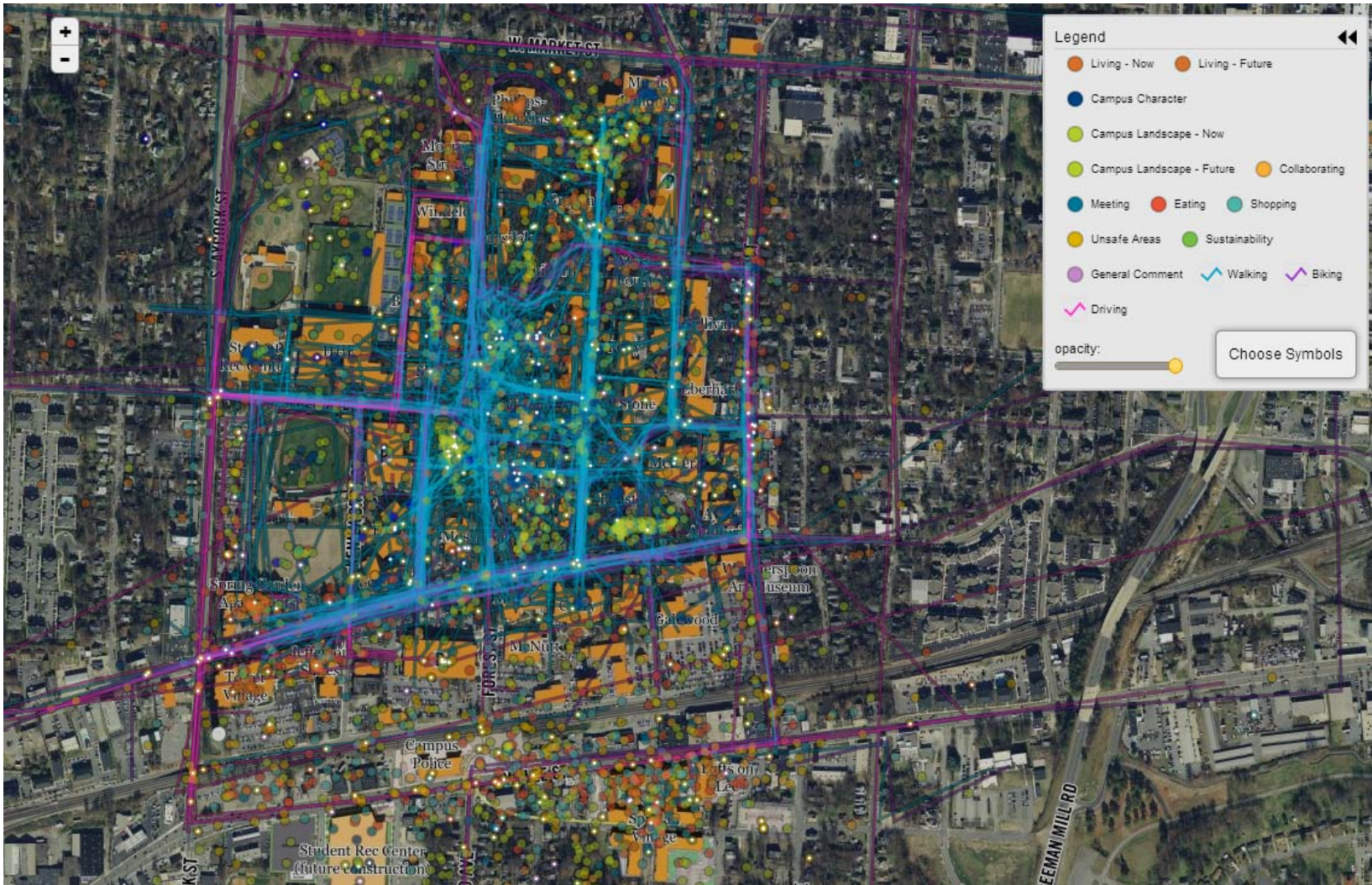
# MASTER PLAN GOALS

1. Plan for an **engaging, collaborative learning environment** that aligns with the UNCG Strategic Direction, Mission, and Vision
2. Maintain **realistic expectations** within the current fiscal outlook
3. Conduct an **open, inclusive and transparent** planning process
4. Recognize **internal and external plans for growth**, particularly in the Lee Street corridor
5. Provide guidance for the **character and quality of future campus development**
6. Address **sustainability** in the maintenance, operation, and growth of campus
7. Plan for a **safe pedestrian, bicycle, and vehicular environment**, taking into account the recently updated Transportation Master Plan

# What We Heard – Recurring Themes

- Need to connect to Lee Street Corridor and make it feel like part of campus
- Space needs:
  - Meeting, collaboration, informal, and event space
  - Rethink how space is used in addition to how much space is available
  - Consolidate administrative units
  - Research lab space
- Key partnerships include Downtown Campus, Lee Street Corridor, Gateway Research Park, and Athletics/Recreation

# What We Heard – MyCampus Survey





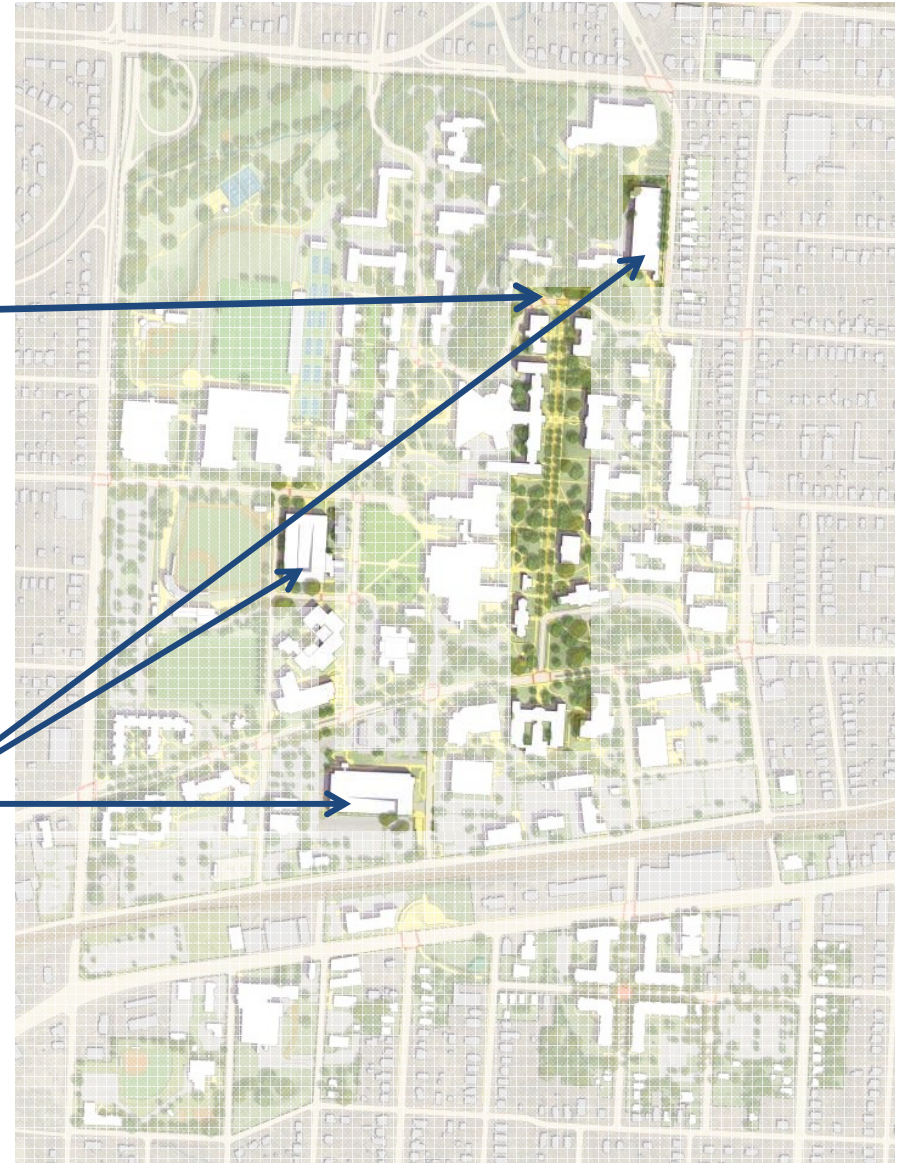
# What We Heard – MyCampus Survey

- **Green spaces and pedestrian malls** are important to campus character.
- Students want **good quality, affordable housing** on campus.
- Students want
  - **more dining options** on Tate and Lee Streets,
  - **more places for meeting**, and
  - **better connectivity** among Dining Hall, library, and EUC.
- **Students value the campus landscape** and want it pulled across to the Lee Street Corridor.
- **Students value sustainability** on campus and want to see more sustainability efforts.
- Students are most concerned about **safety at the periphery** of campus.

# What We Heard – MyCampus Survey

*“[College Avenue] is very nice and looks like a ‘campus.’ It has a sense of place.”*

*“I think the parking decks have a great opportunity to be sustainable through gathering solar energy and such for use on campus.”*

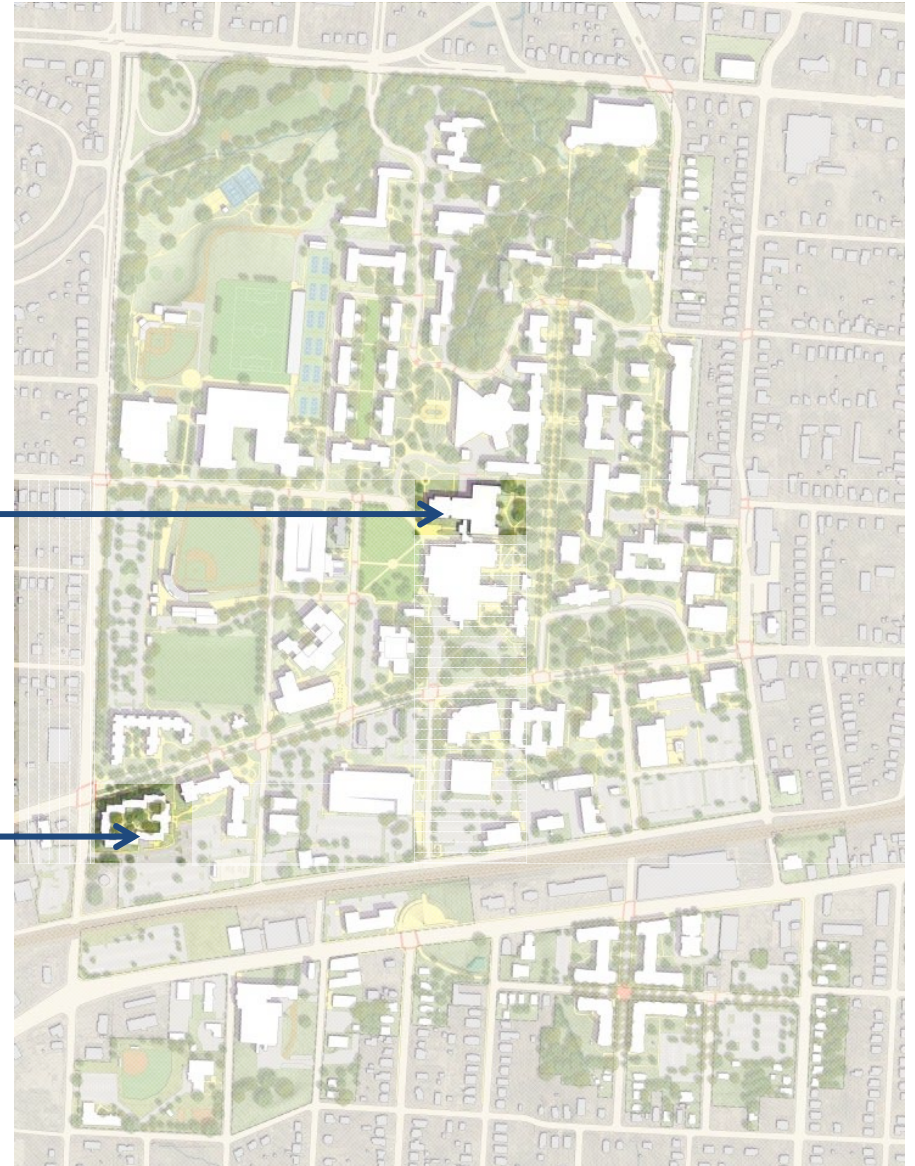




# What We Heard – MyCampus Survey

*“There are not many meeting areas in the library and sometimes you have to book a room months in advance to get a space.”*

*“[I] really like [Tower Village], the atmosphere, the rooms... the peace and quiet and being far enough but close to campus.”*

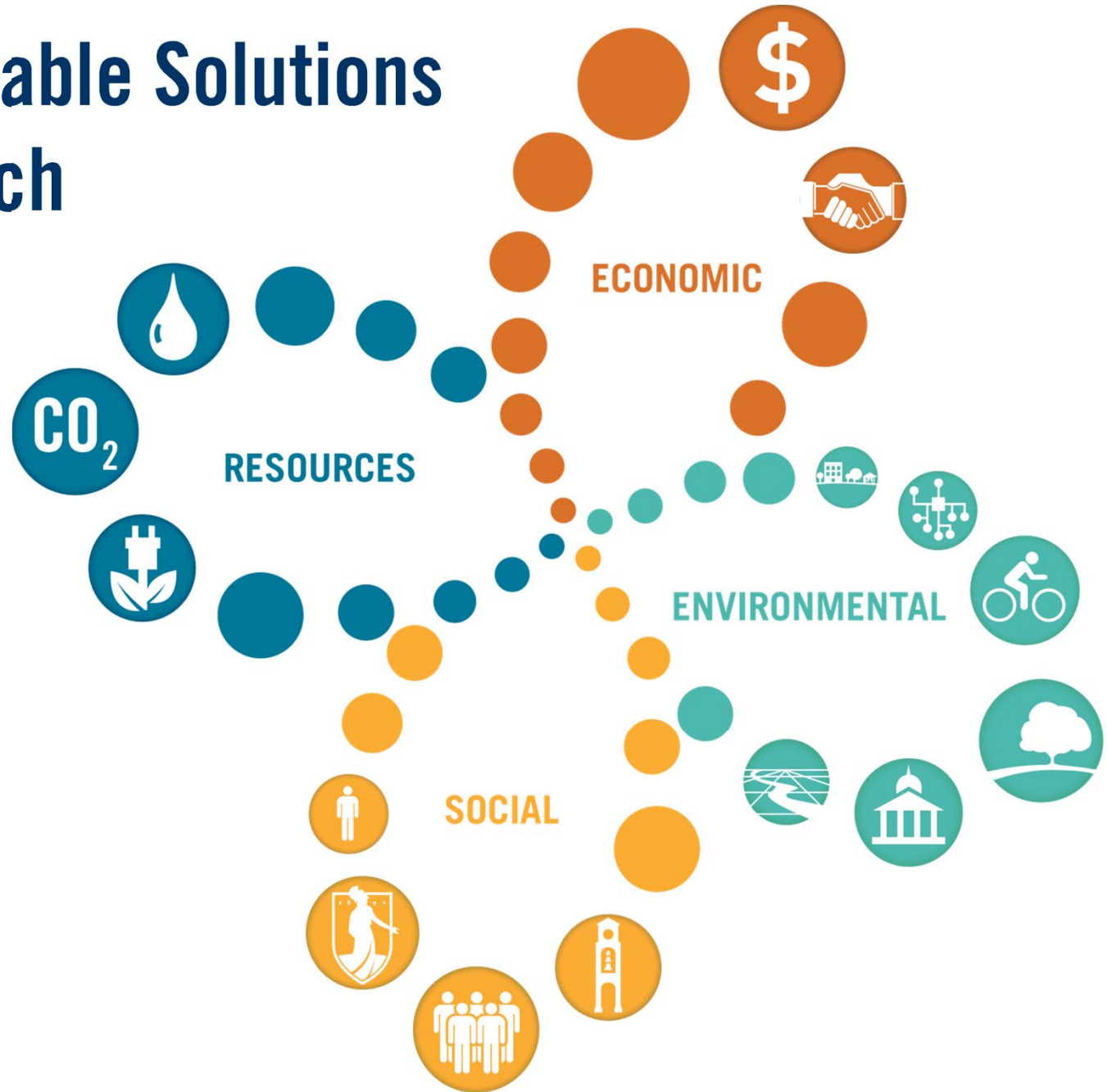


# ANALYSIS





# Sustainable Solutions Approach

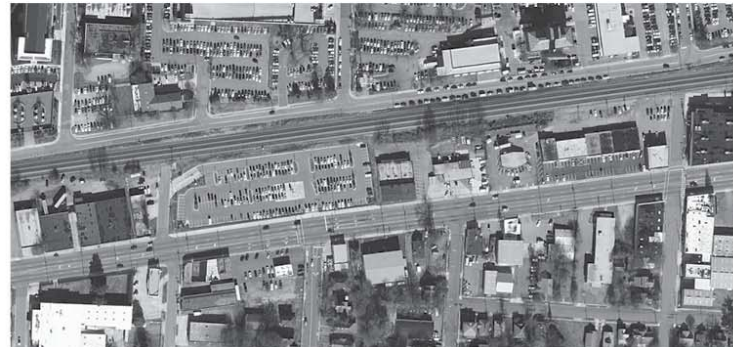
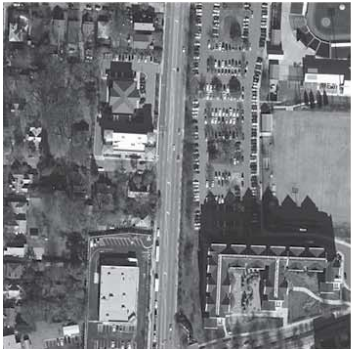
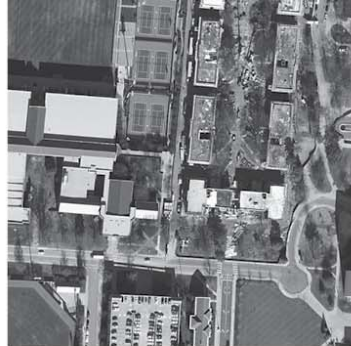








PLACE







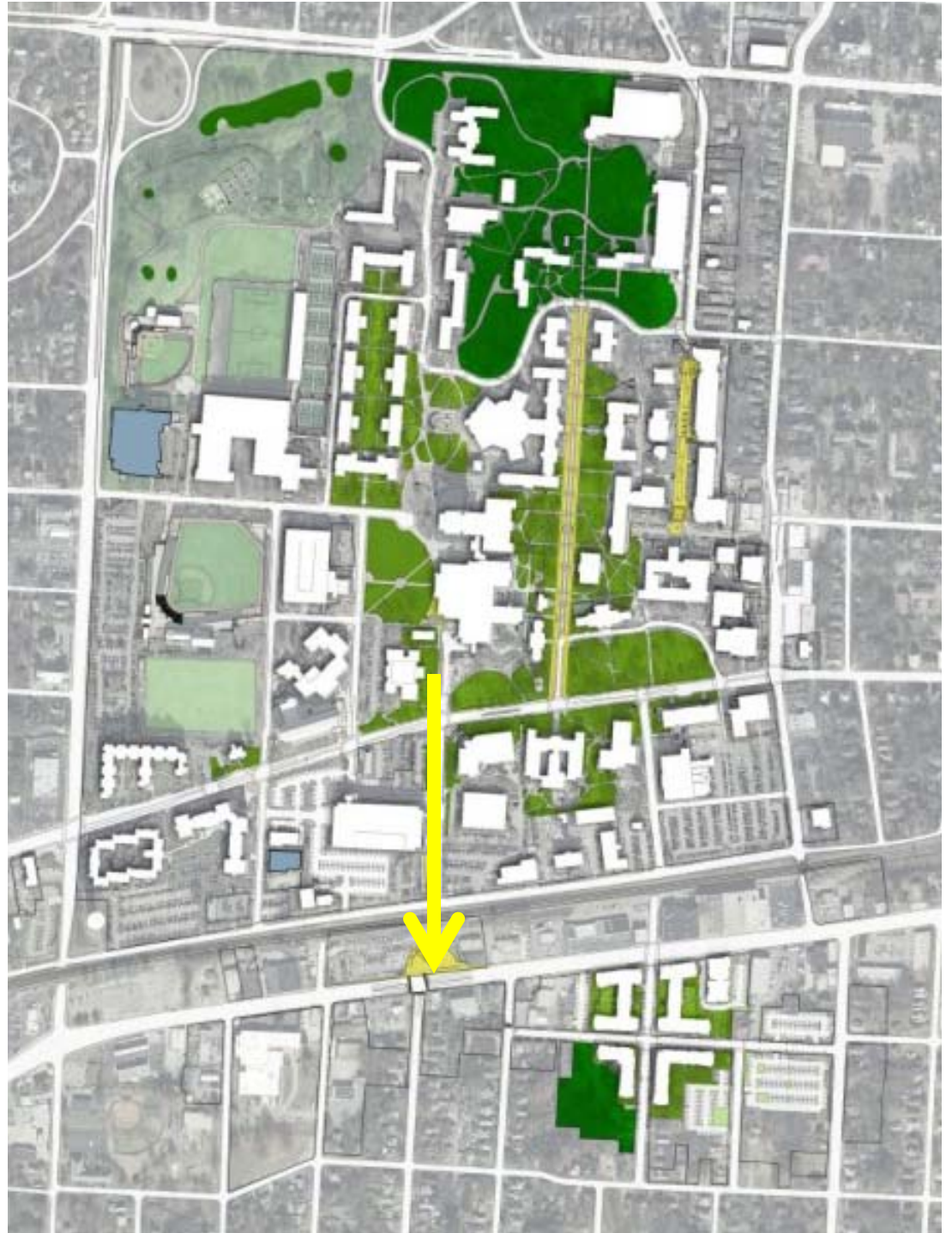
How can UNCG make the Lee Street Corridor feel like part of campus?



# Landscape

- Defining feature of UNCG experience
- Ranges from passive to active
- How to extend campus landscape to Lee Street Corridor?

- Formal Green
- Glen
- Athletics/Recreation
- Pedestrian Mall



# DRAFT MASTER PLAN

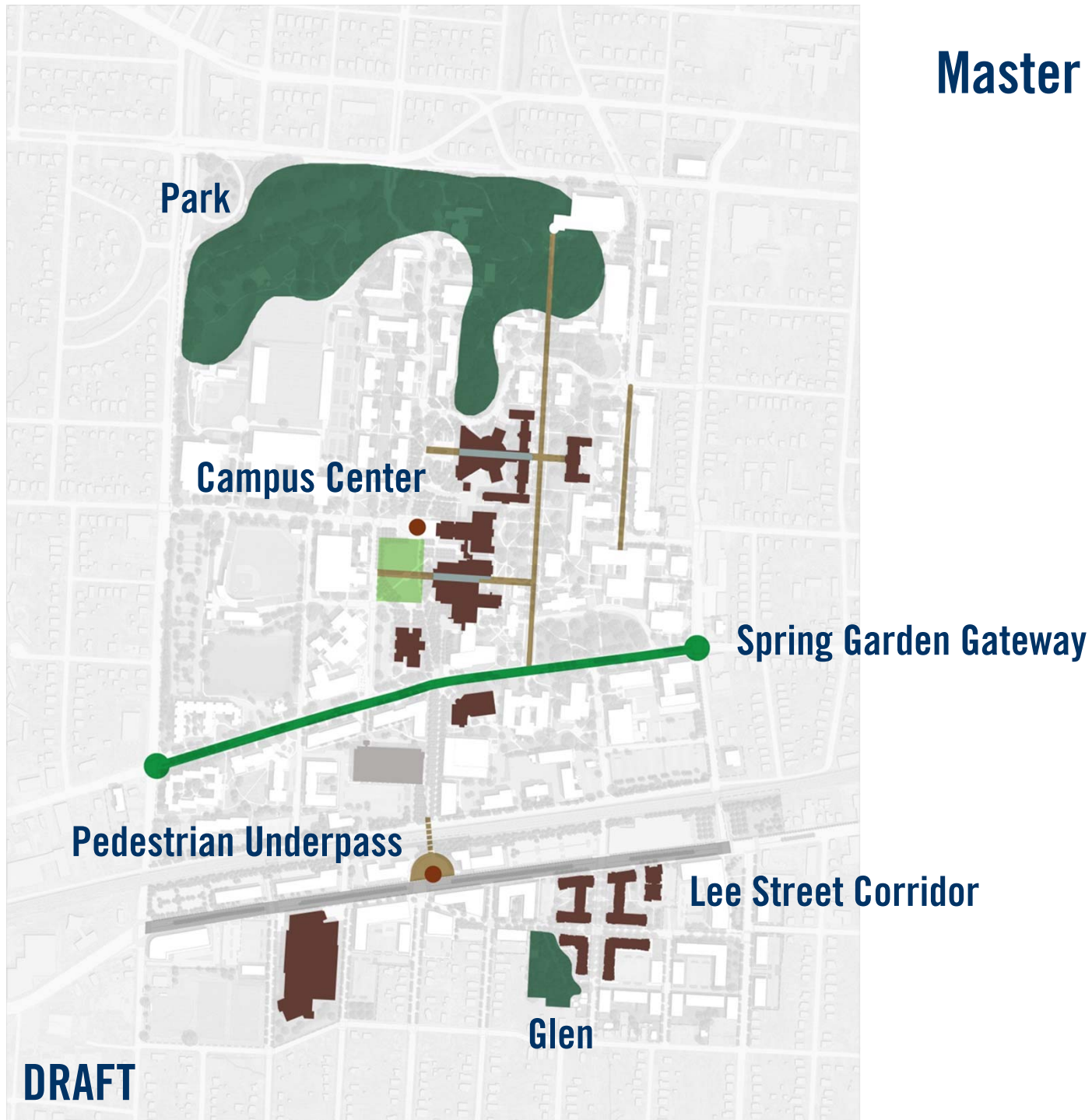






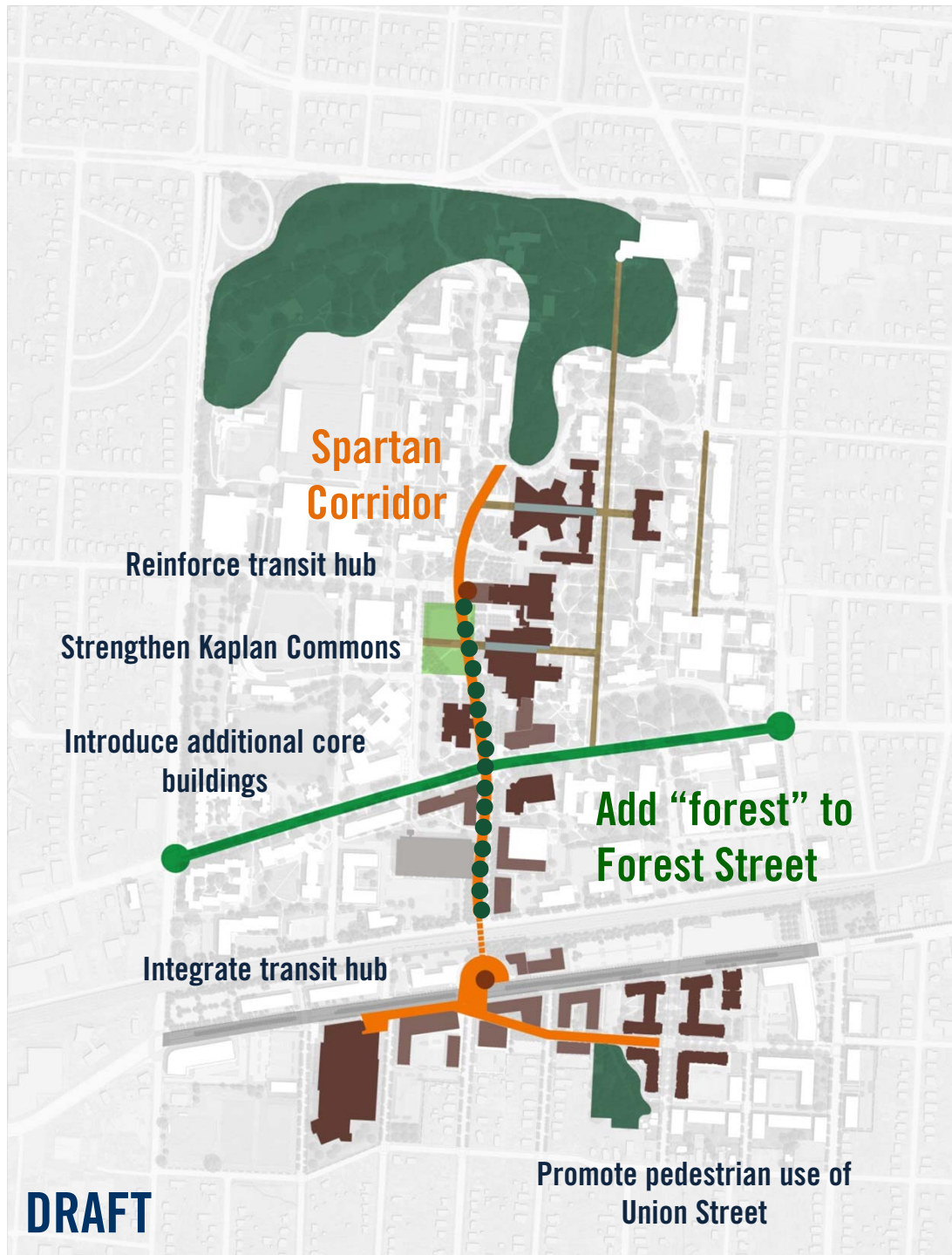
# Existing Conditions 2013

# Master Plan Concept

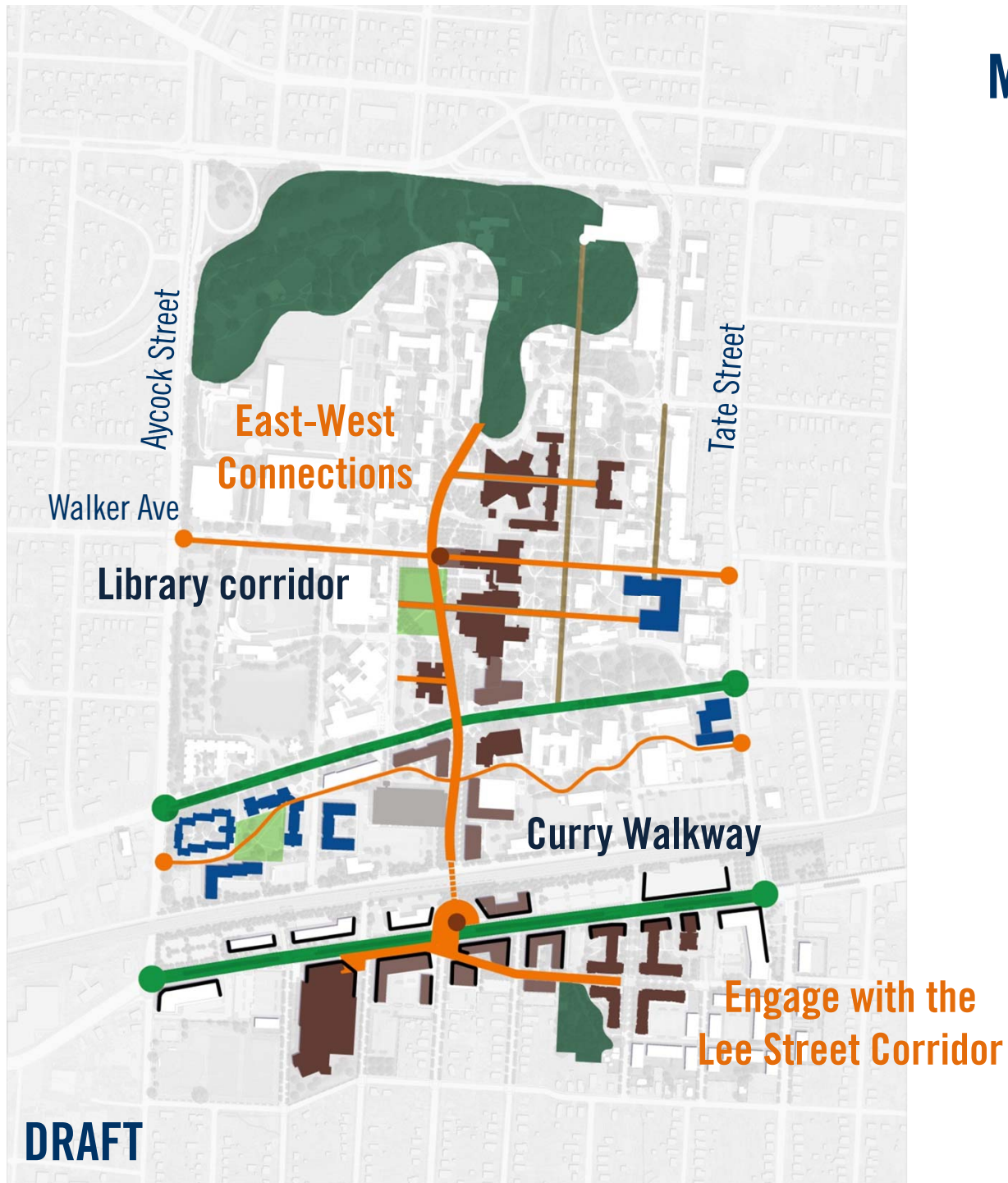




# Master Plan Concept

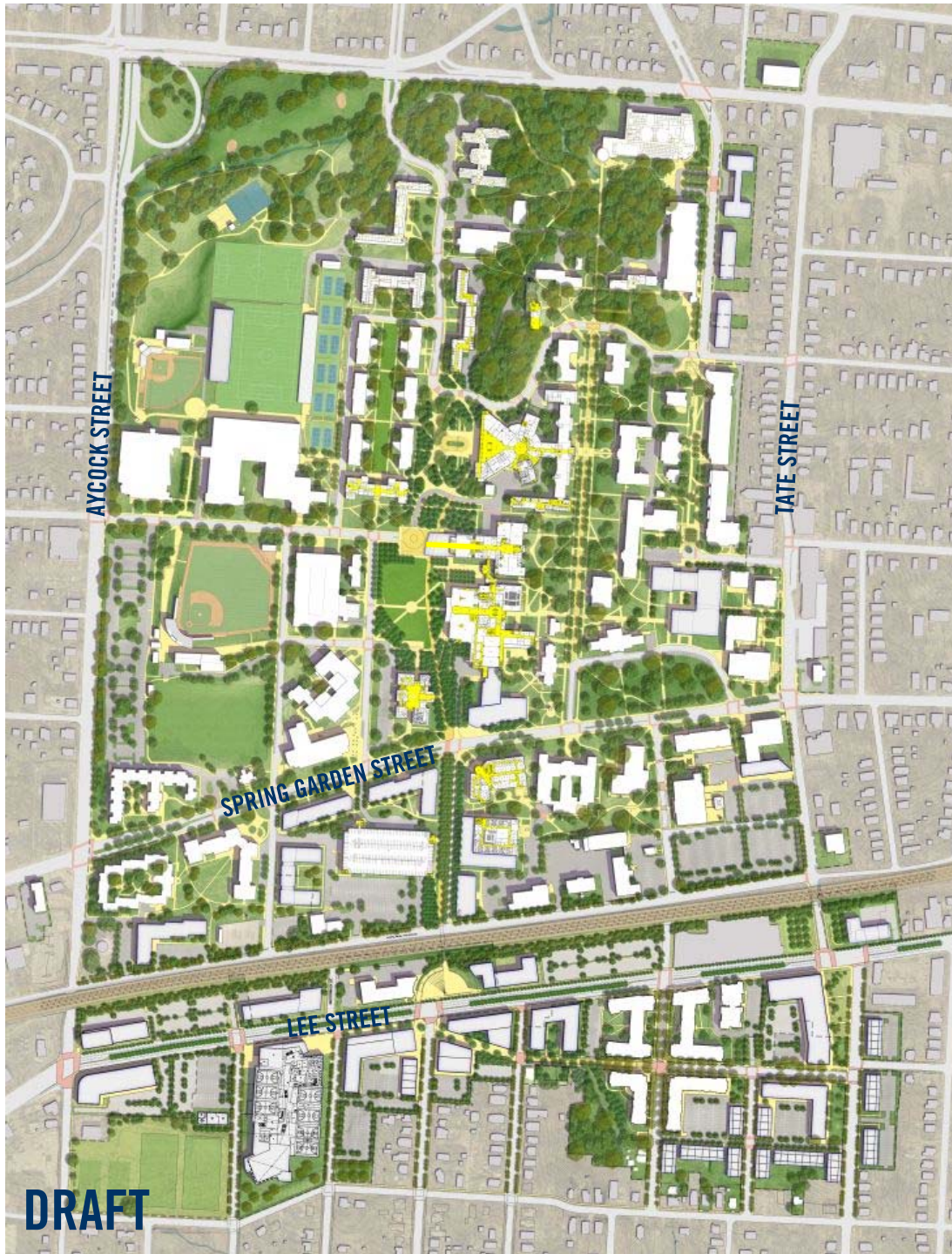


# Master Plan Concept





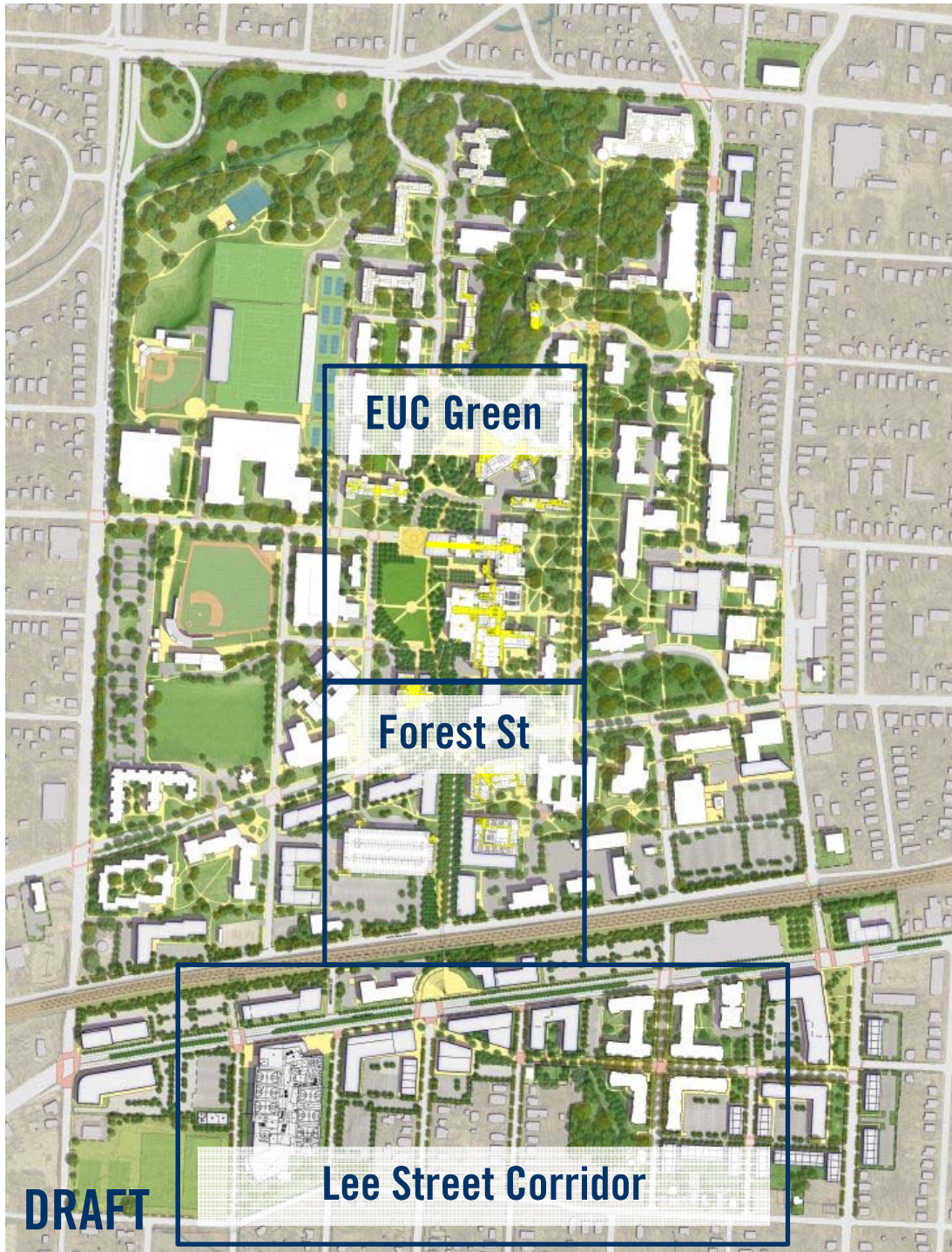
# Draft Master Plan



# Master Plan Elements



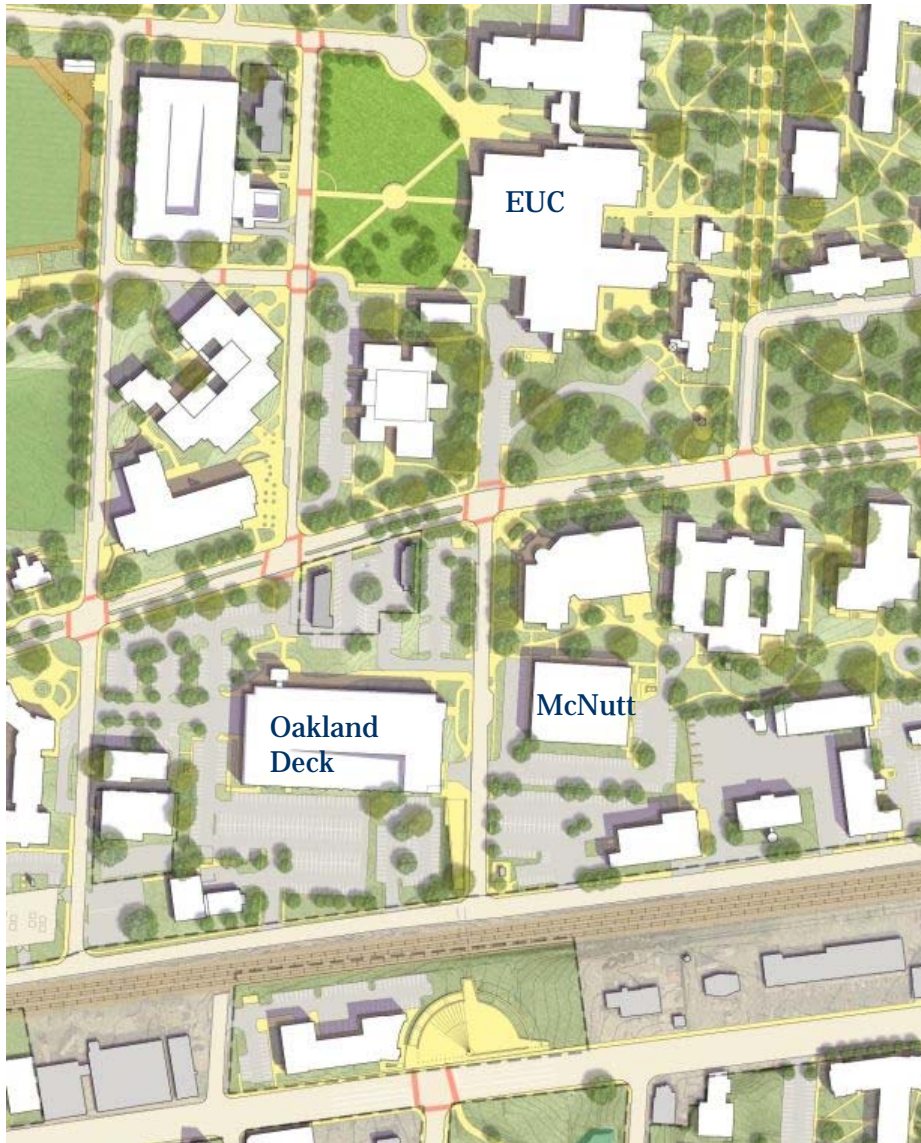
# Draft Master Plan



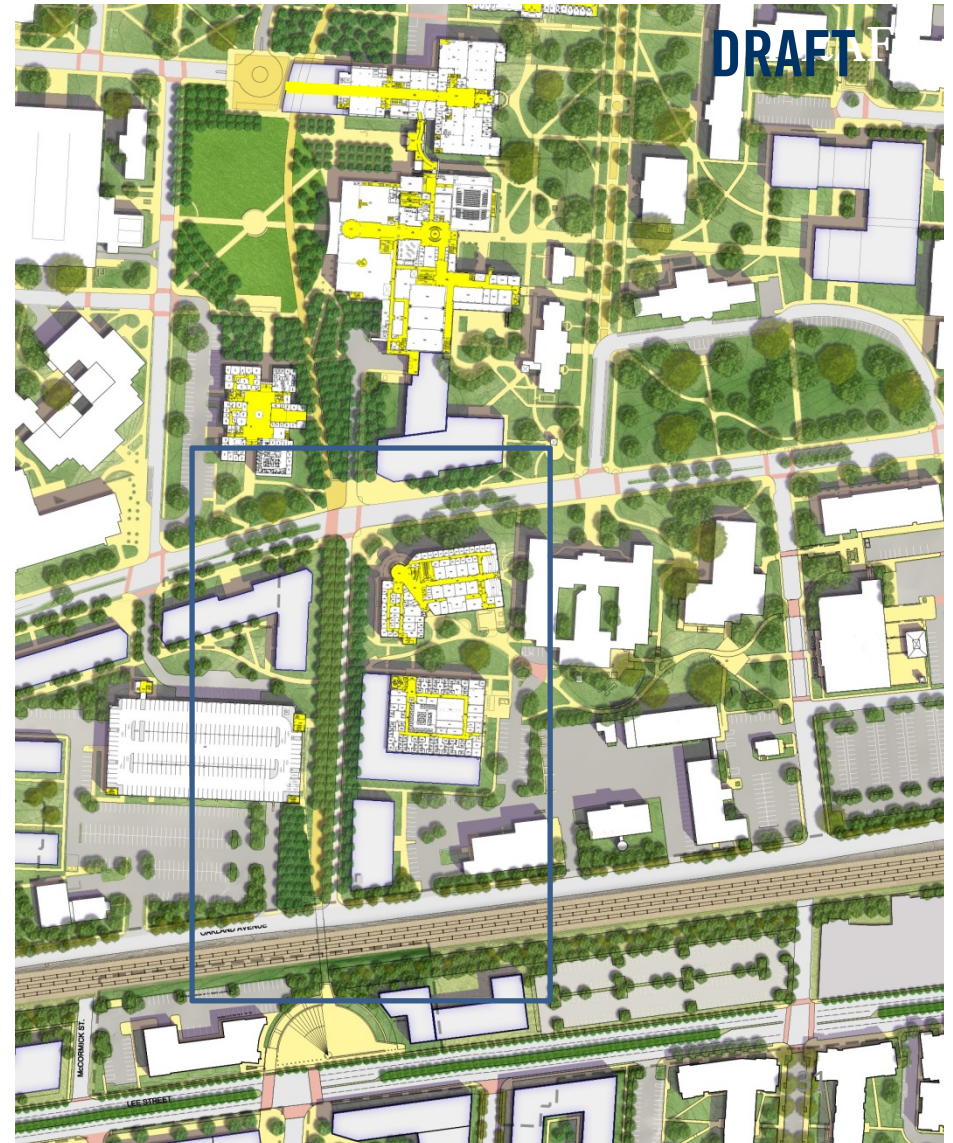


# FOREST STREET

Existing



Proposed

























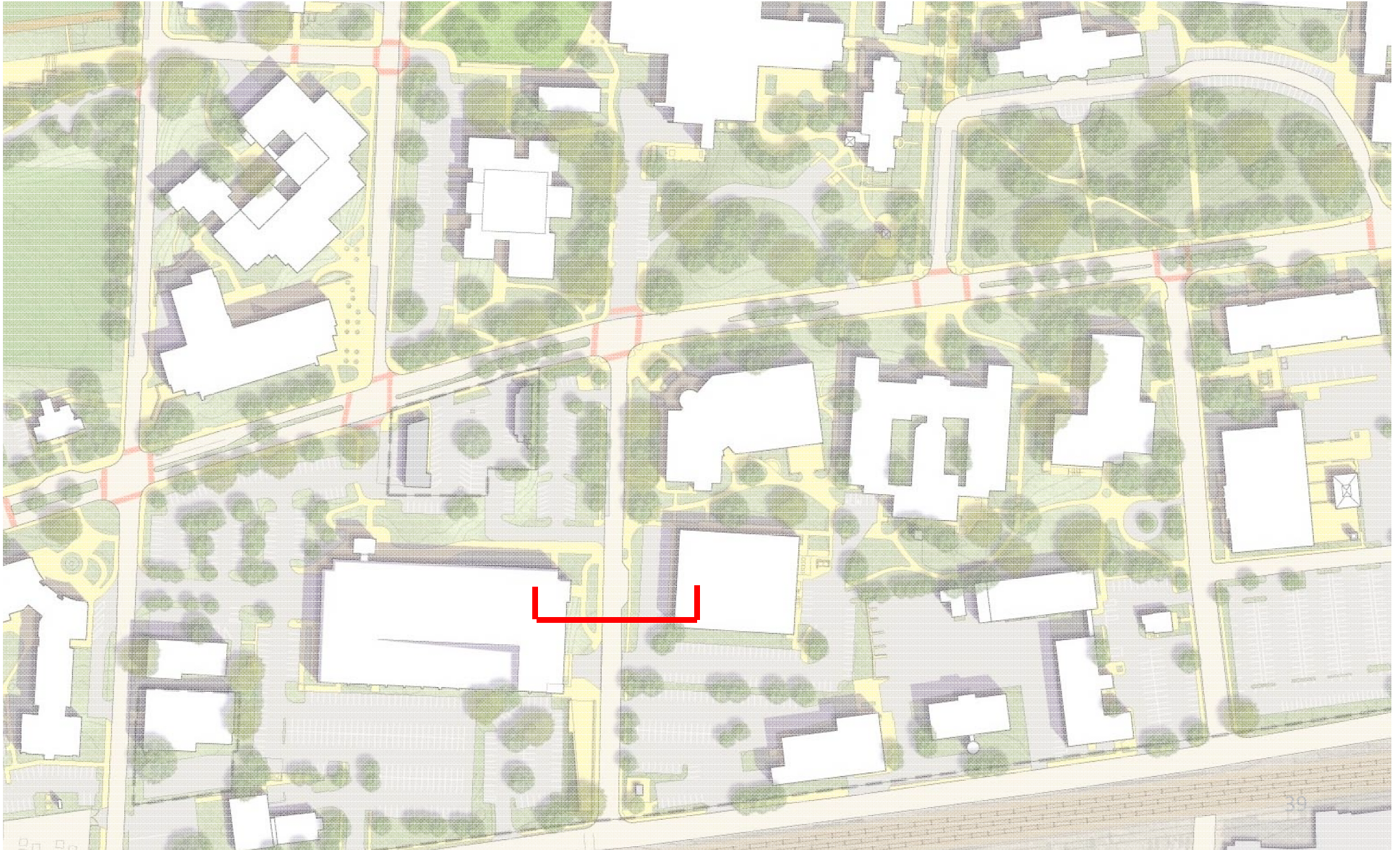






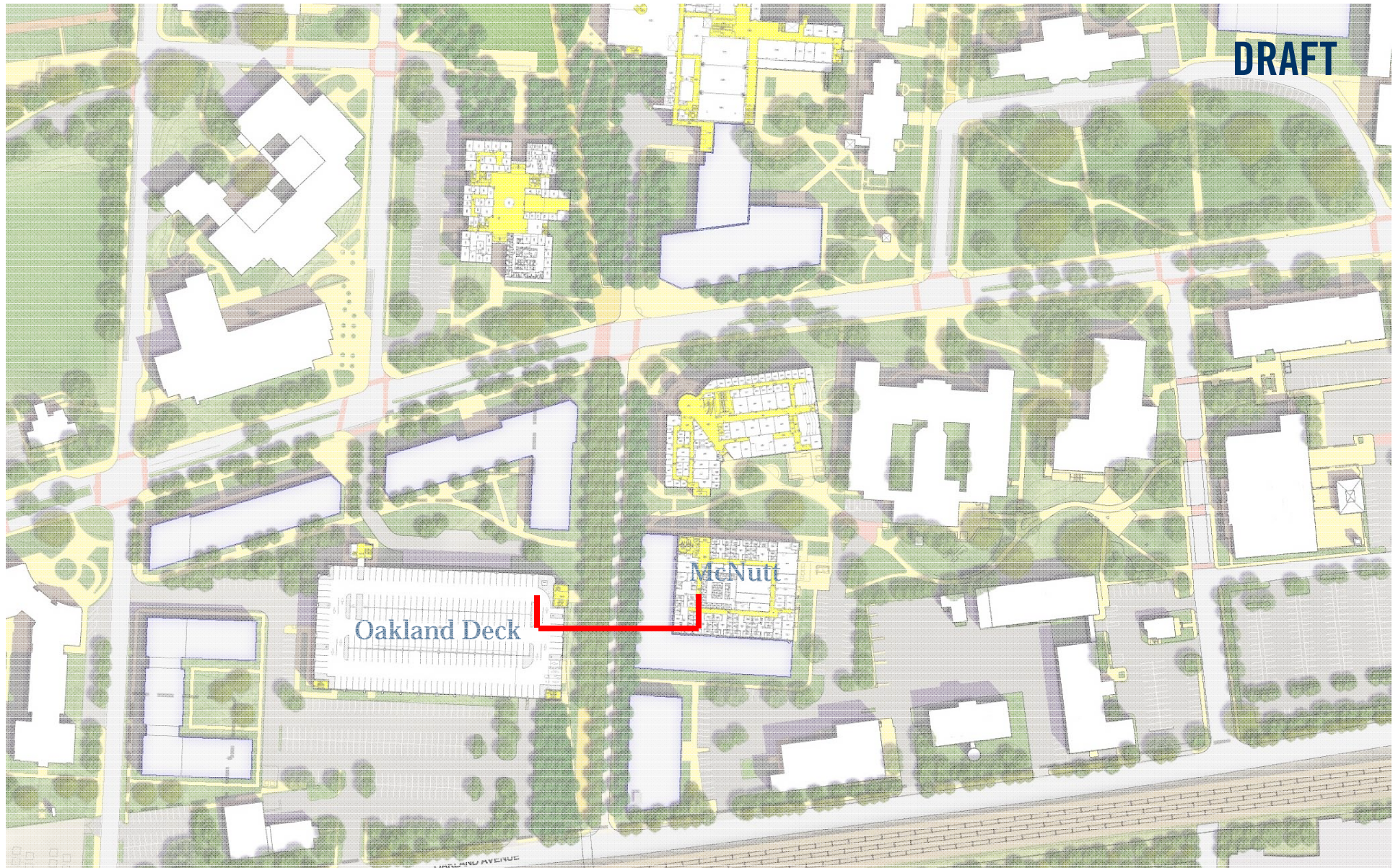


# FOREST STREET (Existing)



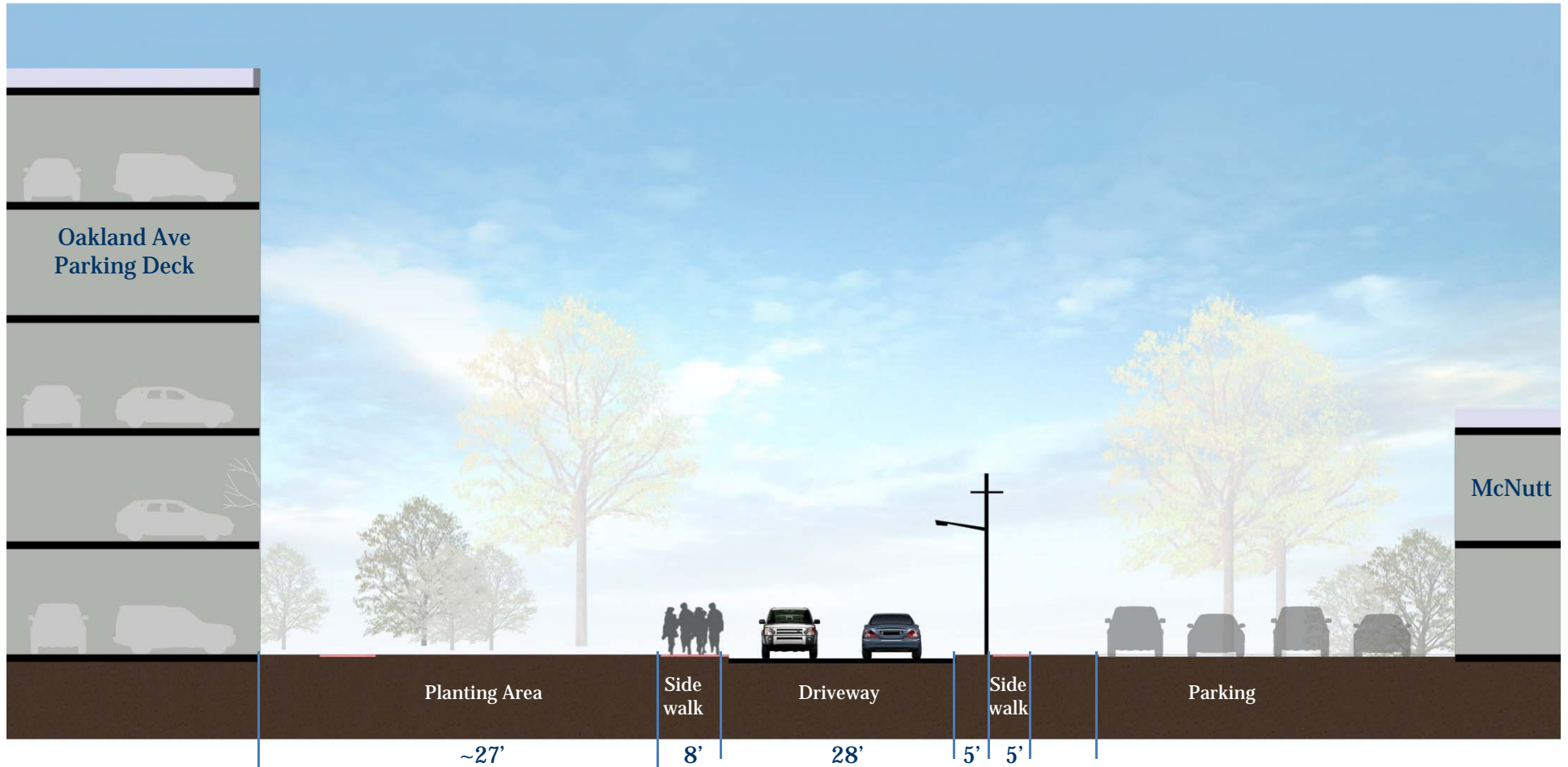


# FOREST STREET (Proposed)



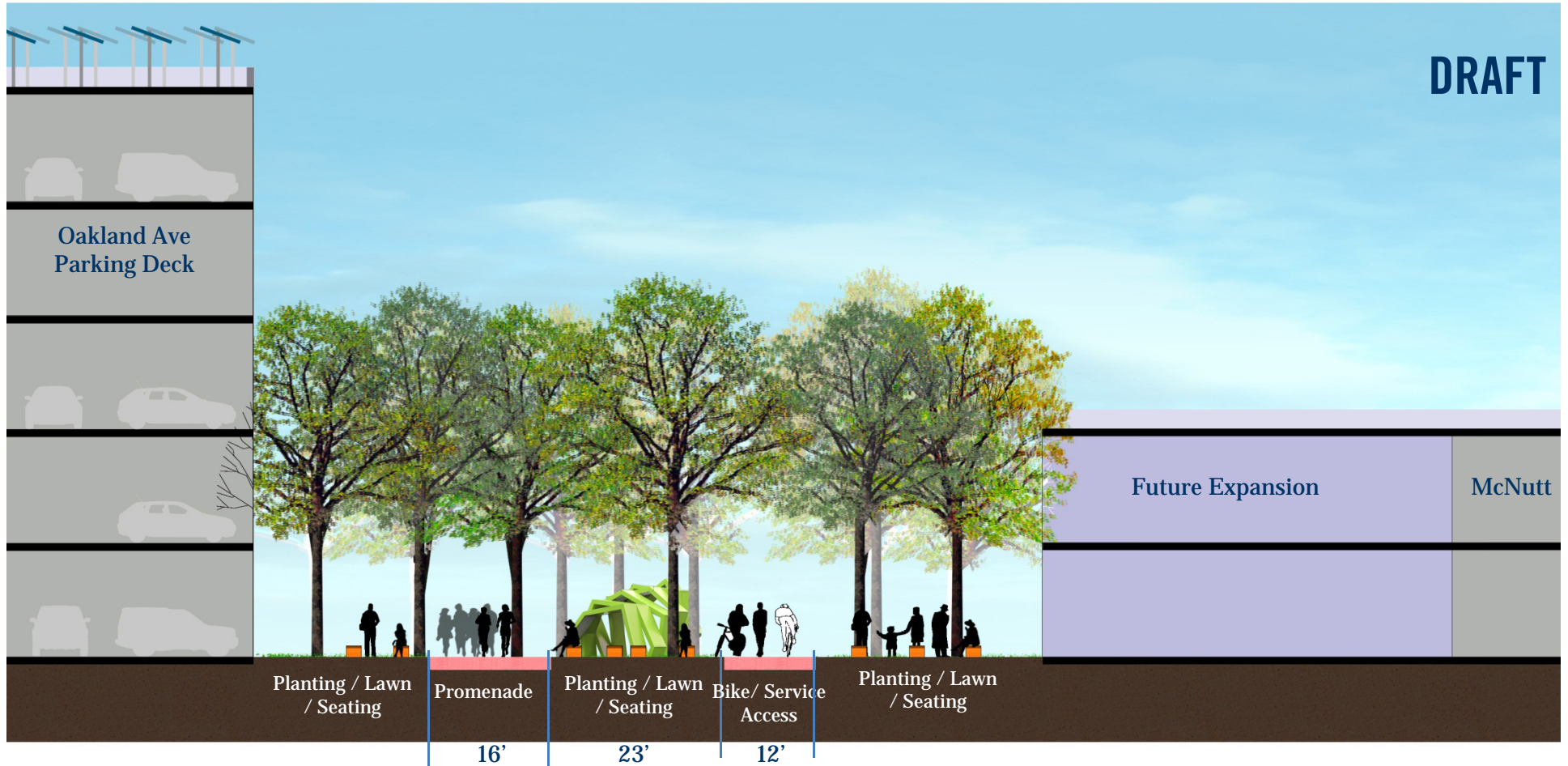


# Forest Street (Existing)





# Forest Street (Proposed)



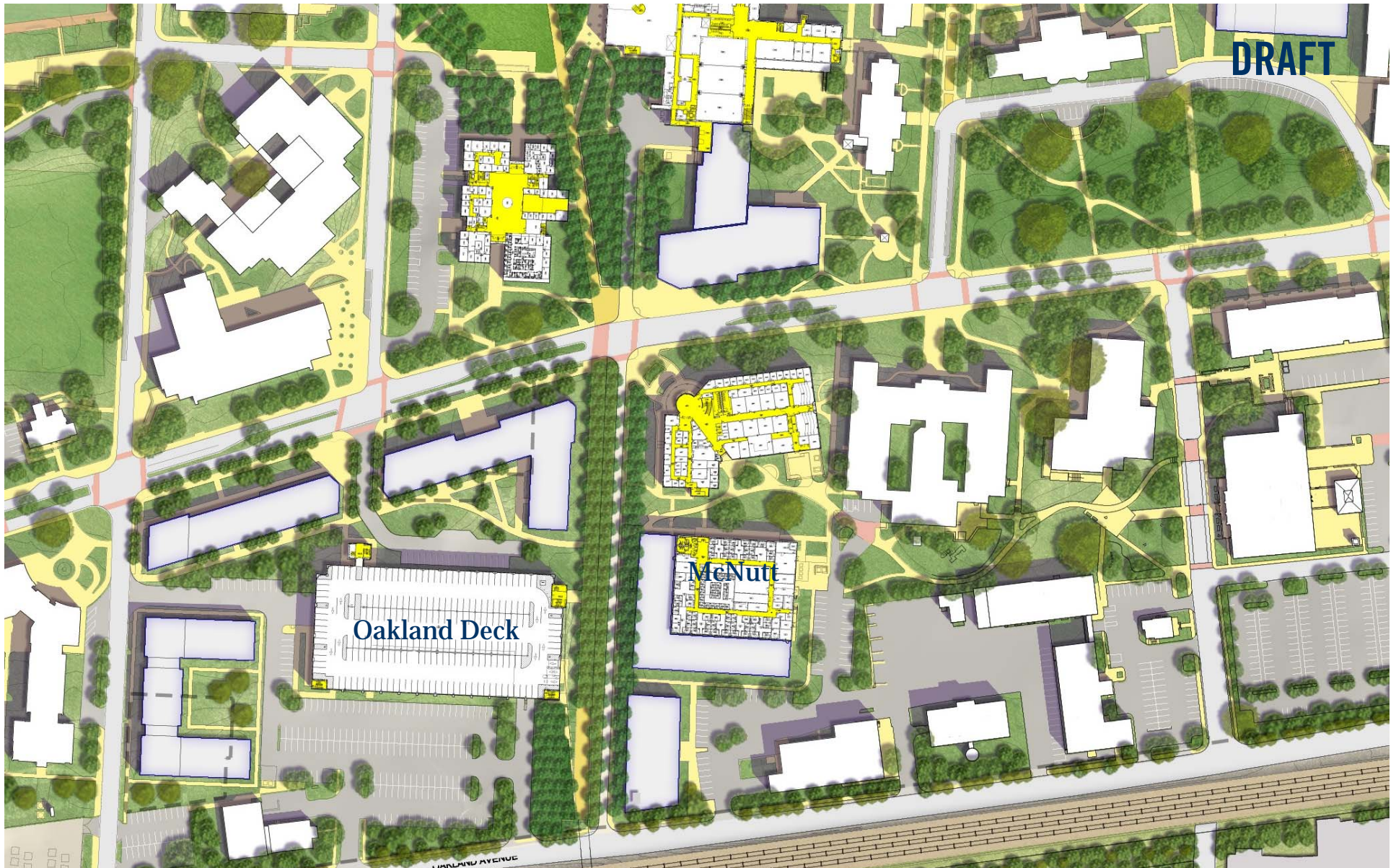
Shaded  
seating

Separate pedestrian  
and bicycle routes

McNutt expansion  
engages with  
pedestrian spine



# FOREST STREET (Proposed)





# FOREST STREET (Proposed)





**Establish build-to lines along Forest Street    Create a continuous shaded landscape character**



**Promote a safe pedestrian street**

**Reinforce the pedestrian spine and underpass with landscape features**

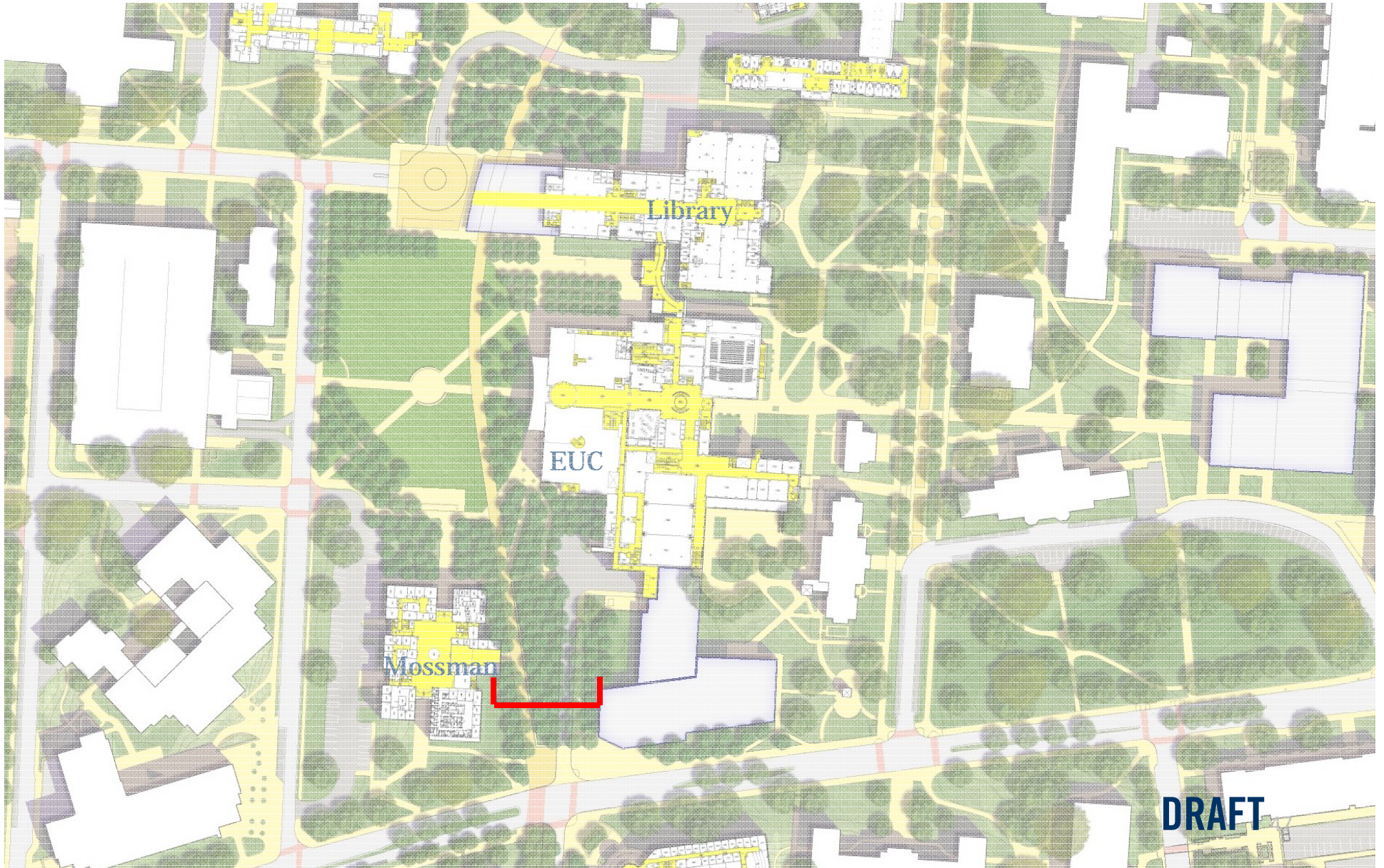


# FOREST STREET (Proposed)





# Forest Street @ Mossman (Proposed)



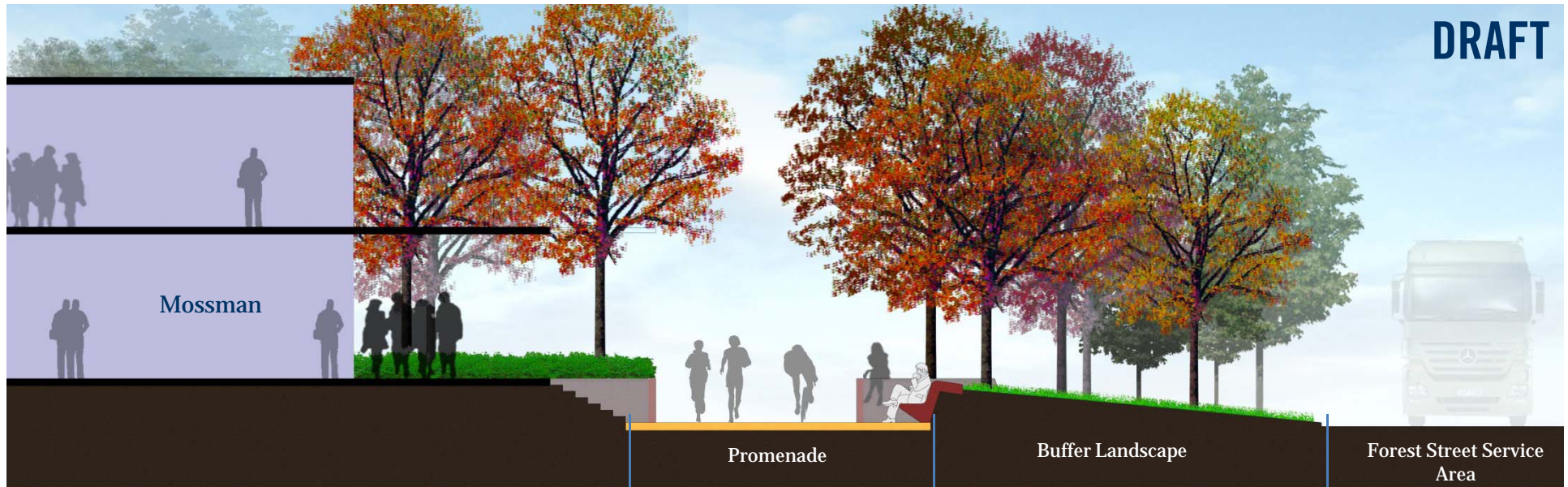
**DRAFT**







# Forest Street @ Mossman (Proposed)



New entry to Mossman provides direct access to pedestrian spine; opportunity to re-purpose building

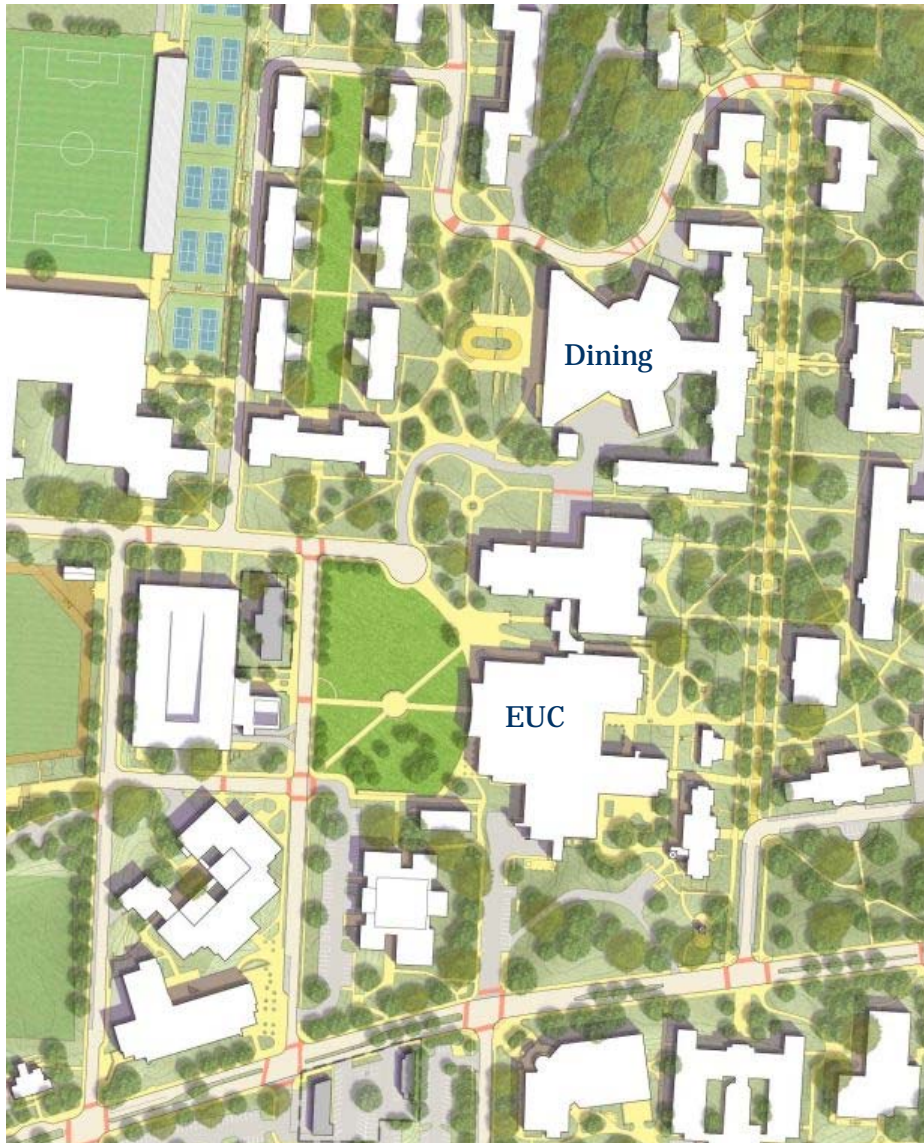
Wide promenade accommodates pedestrians and cyclists

Landscape buffer hides EUC service access

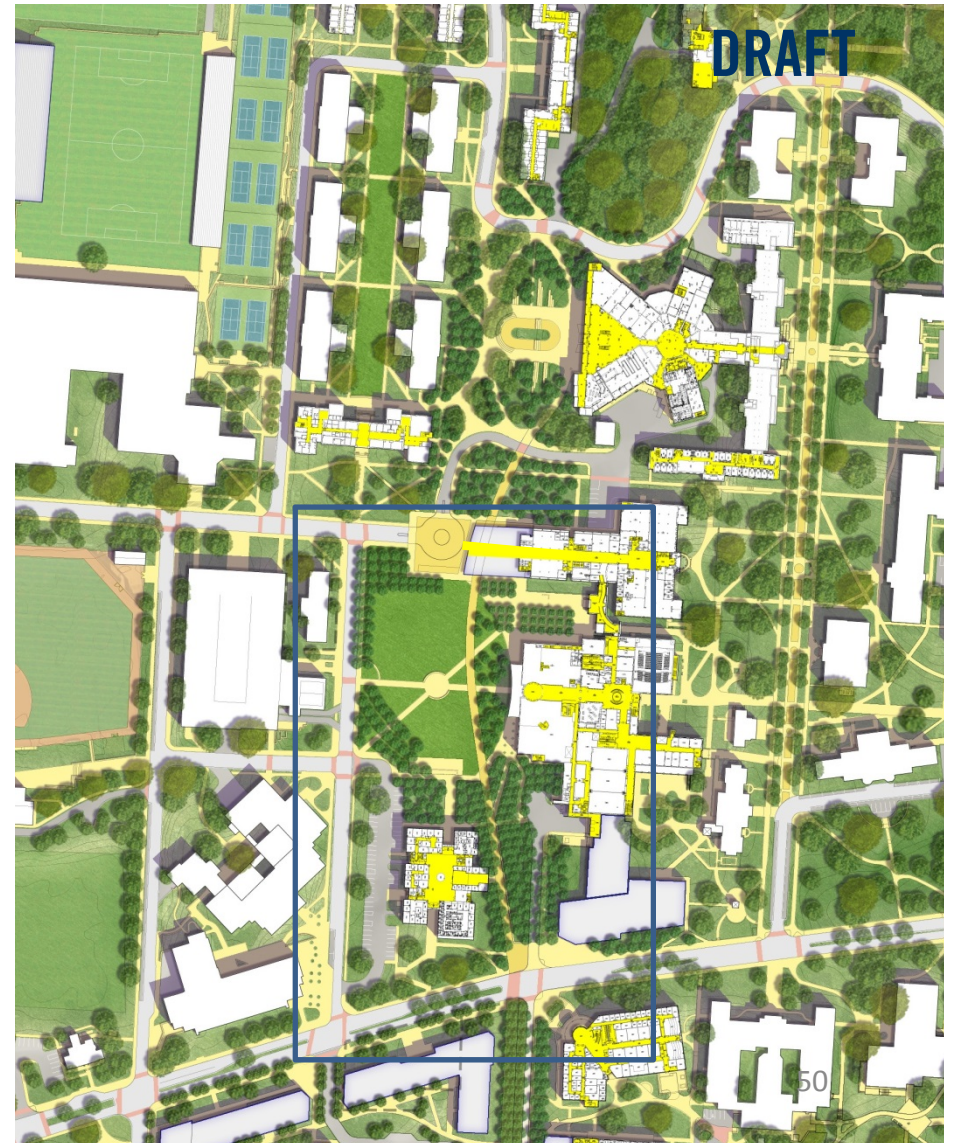


# EUC GREEN

Existing

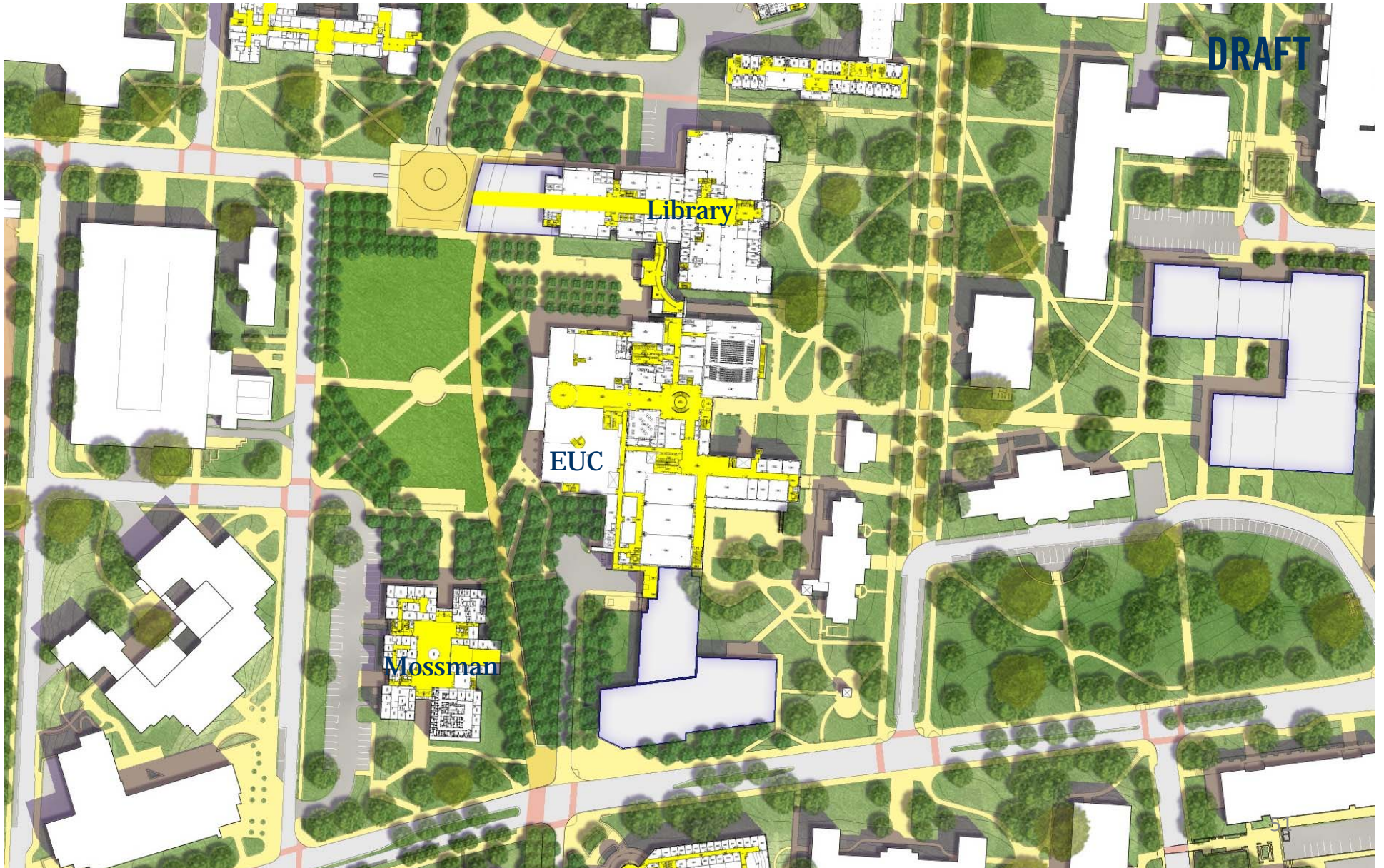


Proposed





# EUC GREEN (Proposed)







DRAFT





**West Library expansion  
and transit hub**

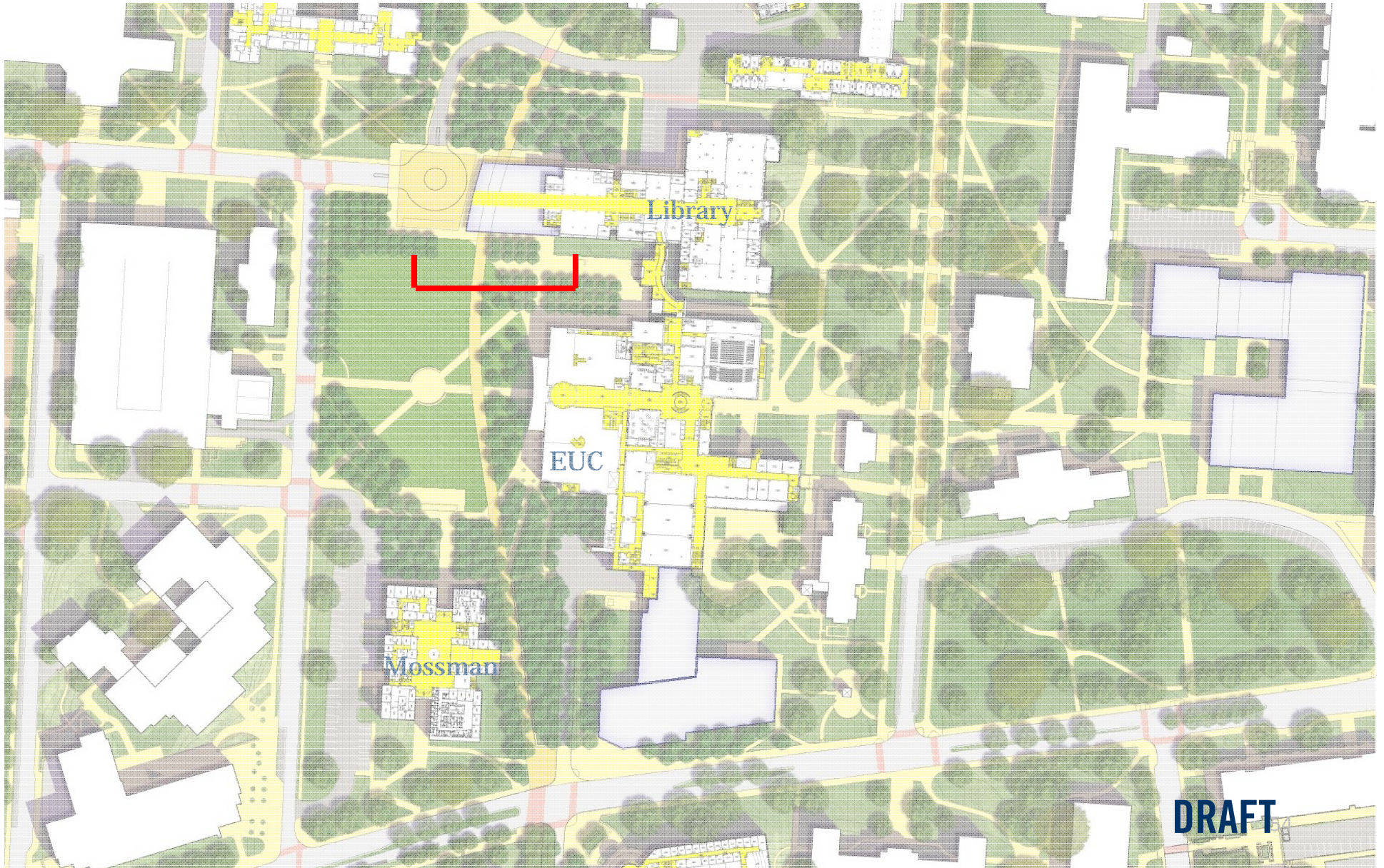
**Strong pedestrian spine**

**Key east-west corridor**

**Kaplan Commons is strengthened as  
the campus center**



# EUC GREEN (Proposed)











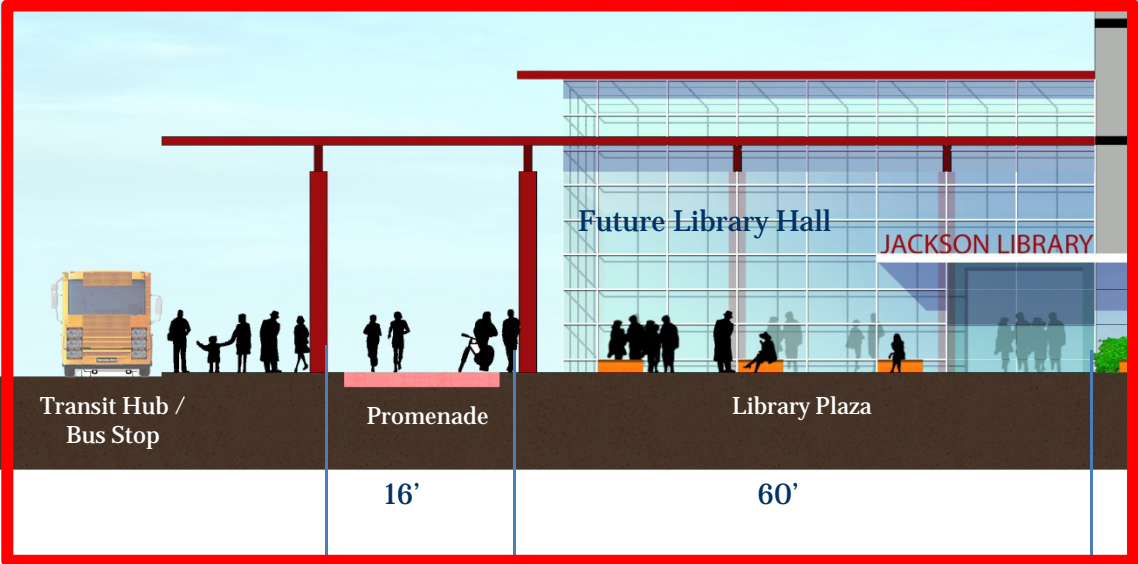


DRAFT

Transit hub connects  
directly to Library  
Hall addition

Informal seating and  
gathering spaces  
provides opportunity  
for indoor and  
outdoor study

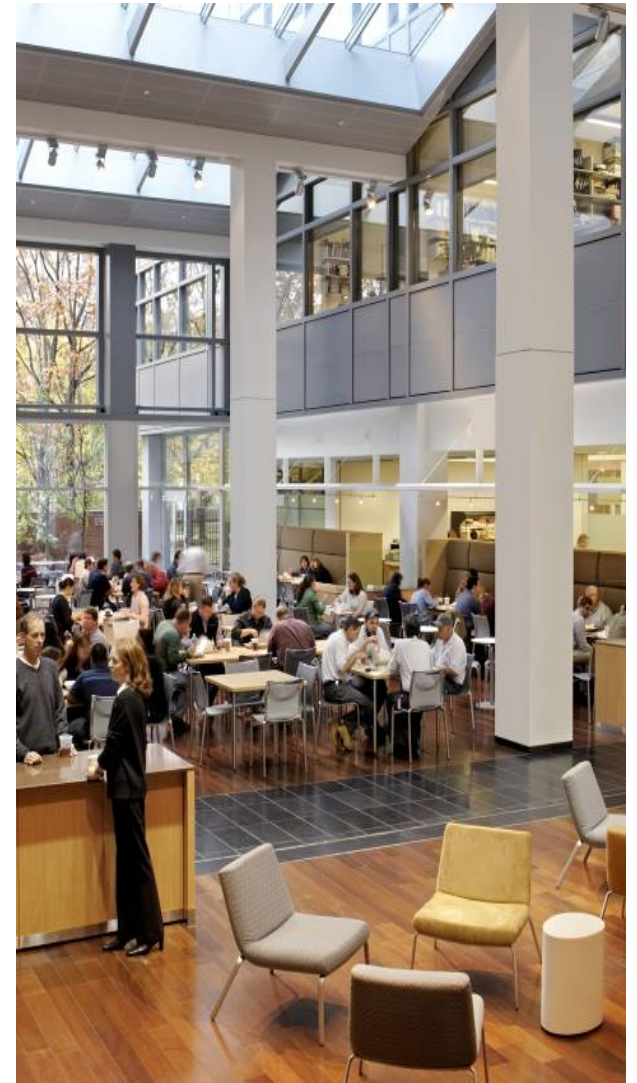
Jackson Library



Tree Bosque Seating Area / Access to Existing Library's Entry



# Library Commons





DRAFT

Jackson Library

Transit hub connects  
directly to Library  
Hall addition

Informal seating and  
gathering spaces  
provides opportunity  
for indoor and  
outdoor study









# Outdoor Study



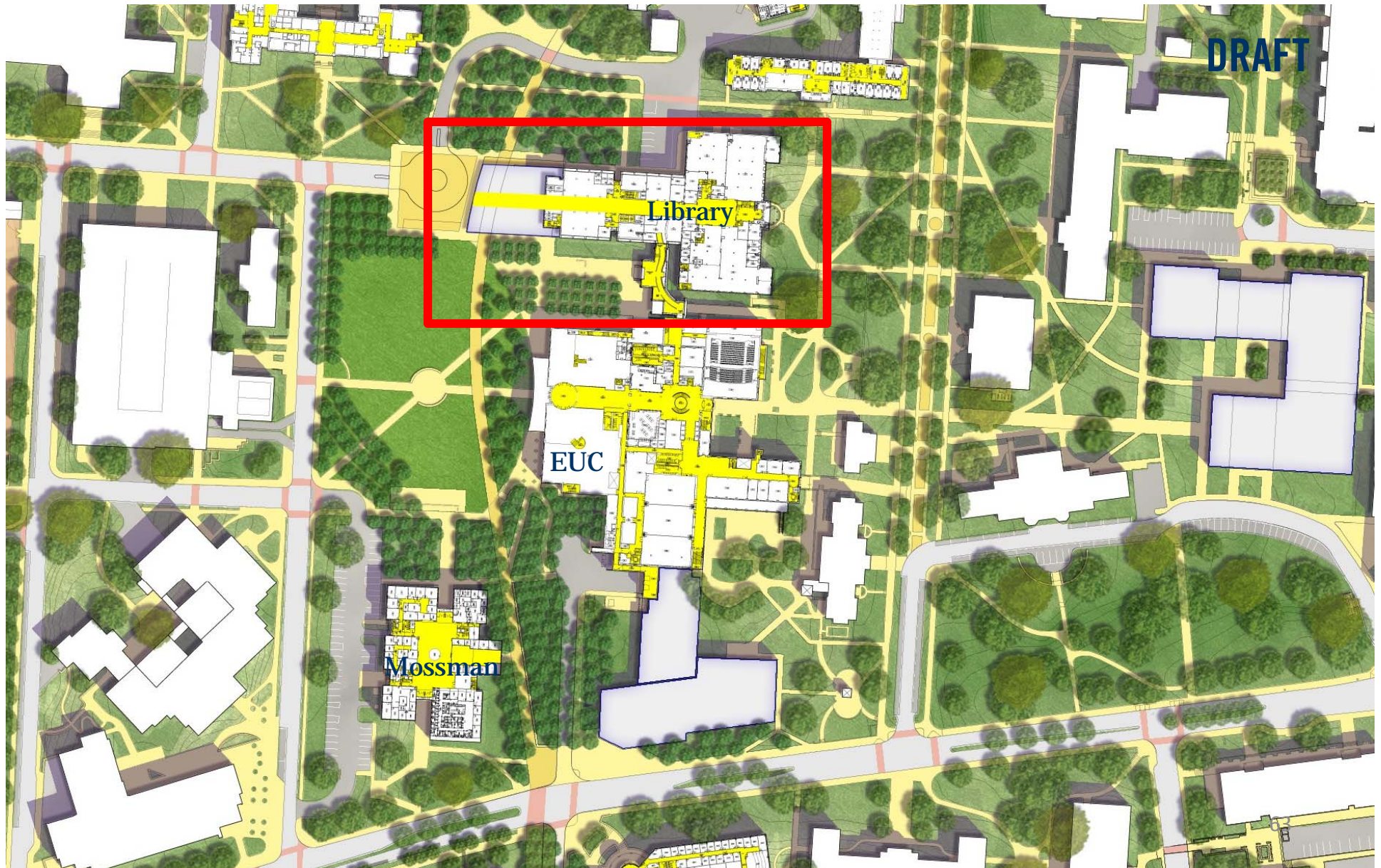


# Outdoor Study





# Library – interior circulation





















# Library – learning commons





# Library – learning commons





# Library – learning commons

