



TEXAS A&M
UNIVERSITY®

CAMPUS MASTER PLAN UPDATE

Focus Group – Residential Life and Dining



12 February 2016



AGENDA

- **Introductions**
- **Planning Scope**
- **The 2004 Campus Plan/Survey**
- **Observations**
- **SWOT Exercise**
- **Analysis**
- **Goals and Advice**
- **Questions & Discussion**



INTRODUCTIONS



intro:

Ayers Saint Gross

PHILOSOPHY

We engage people and places to create designs that enrich the world.

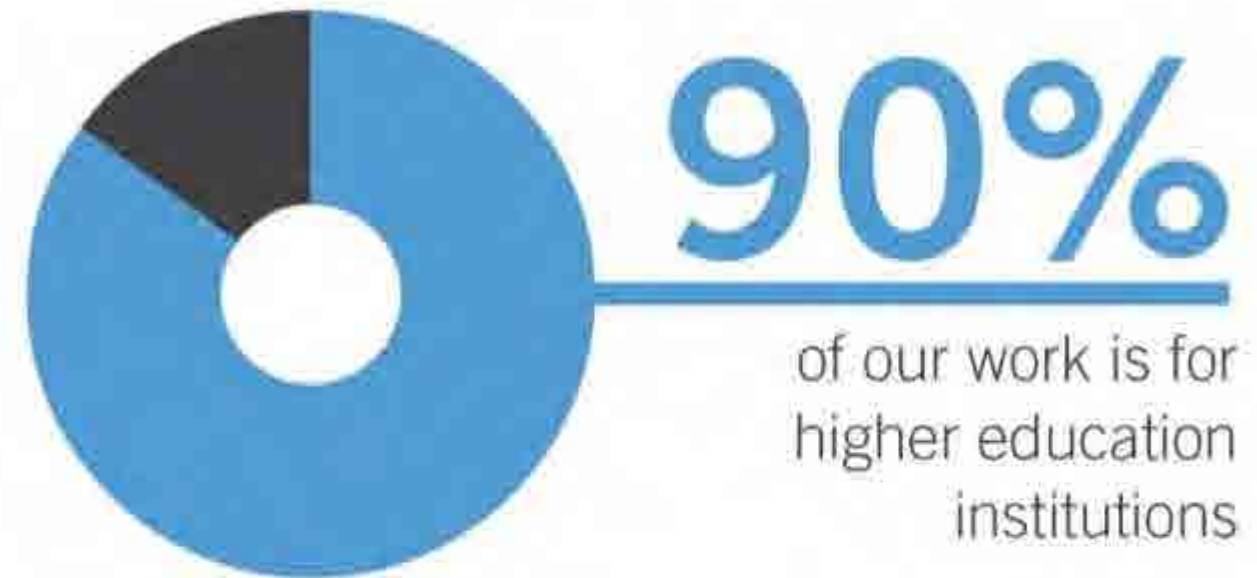
FOUNDED

1912

OFFICES

Baltimore, MD • Tempe, AZ • Washington, DC

CLIENTELE



S T A F F

160

Professional Staff Members

75%

of our Staff Members are LEED Accredited

intro:

A Commitment to Higher Education

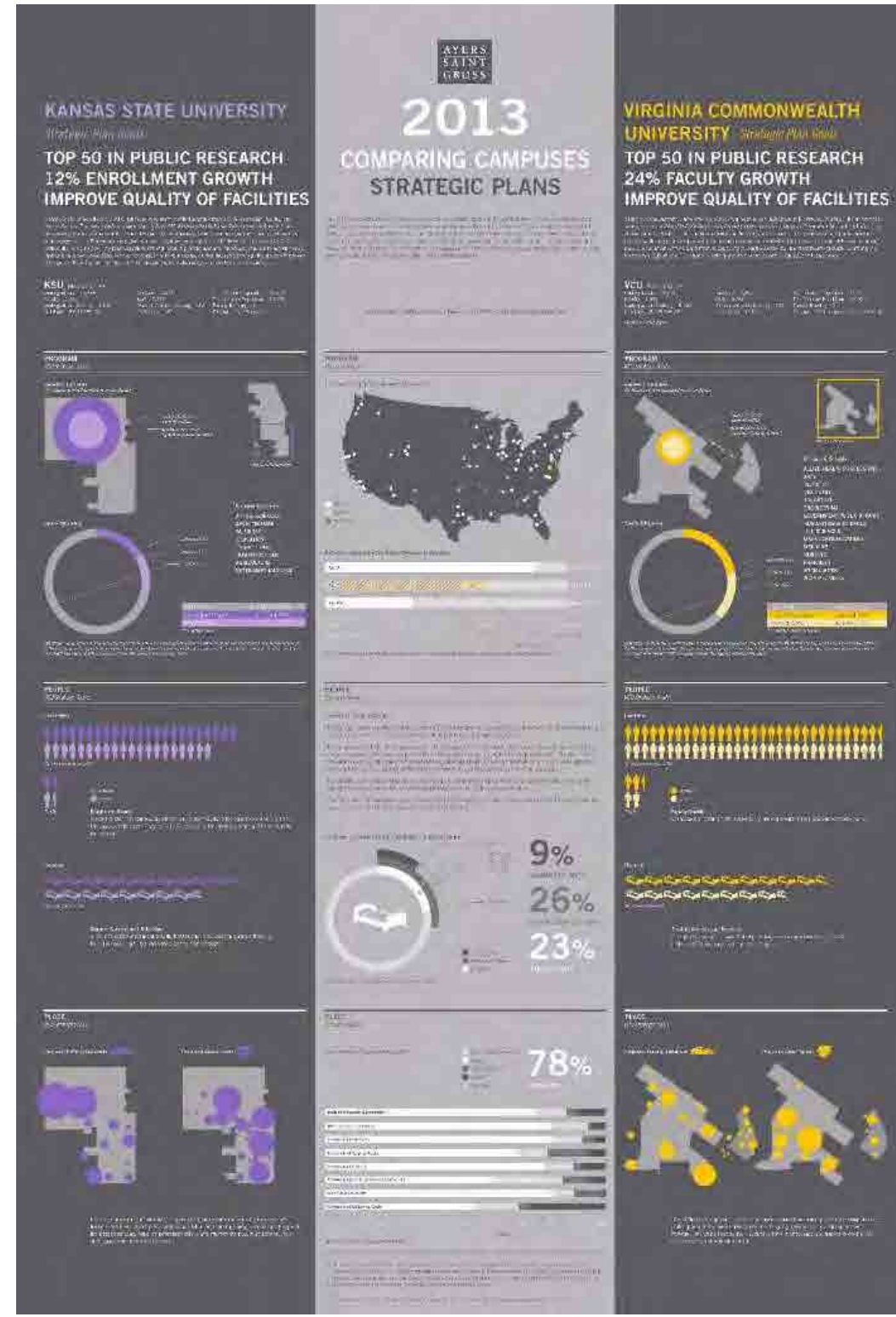
Workshop-Based

Process structure around intensive campus engagement



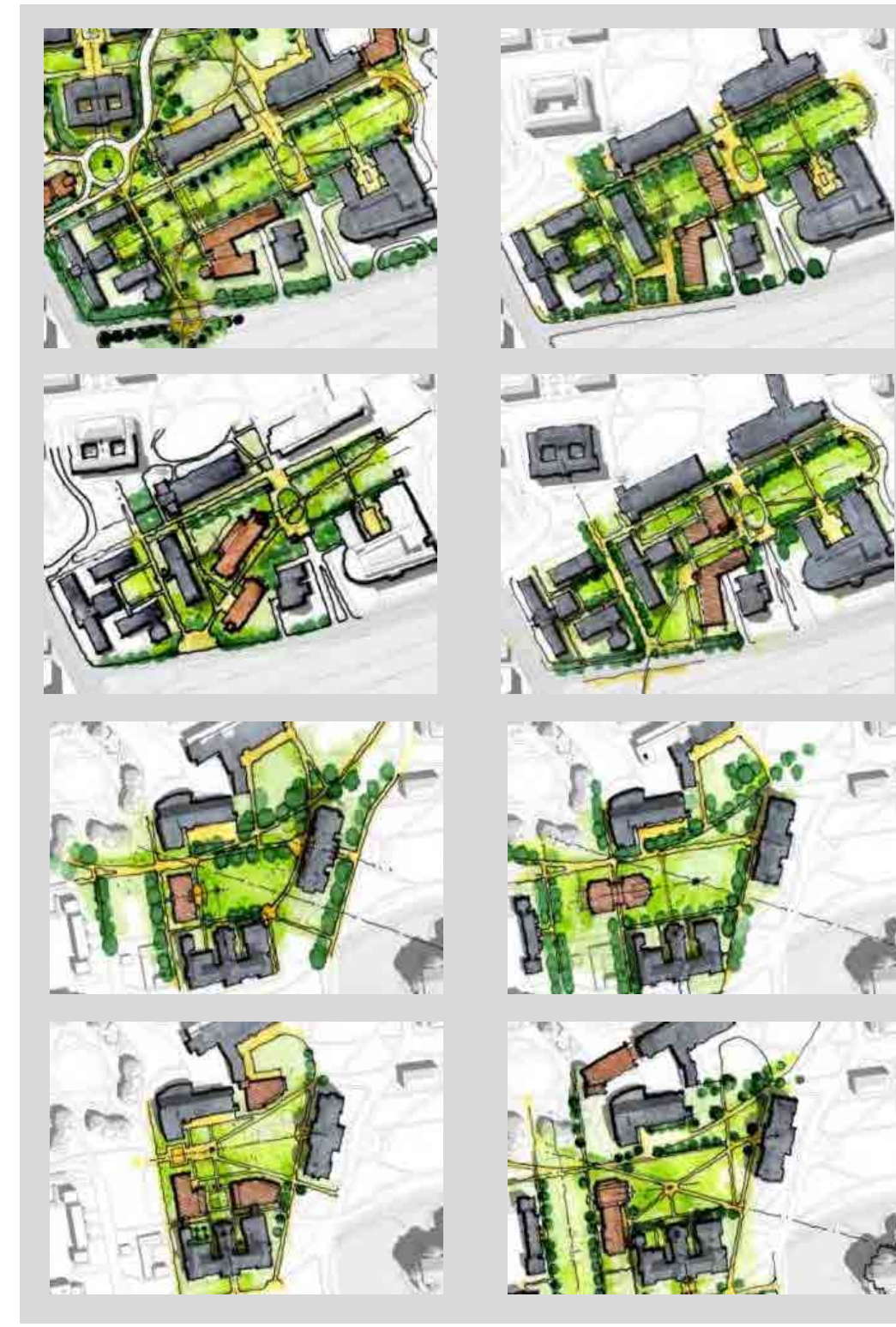
Research-Informed

Active research on higher education trends since 1998



Scenario-Tested

Campus Capacities explored via multiple development scenarios



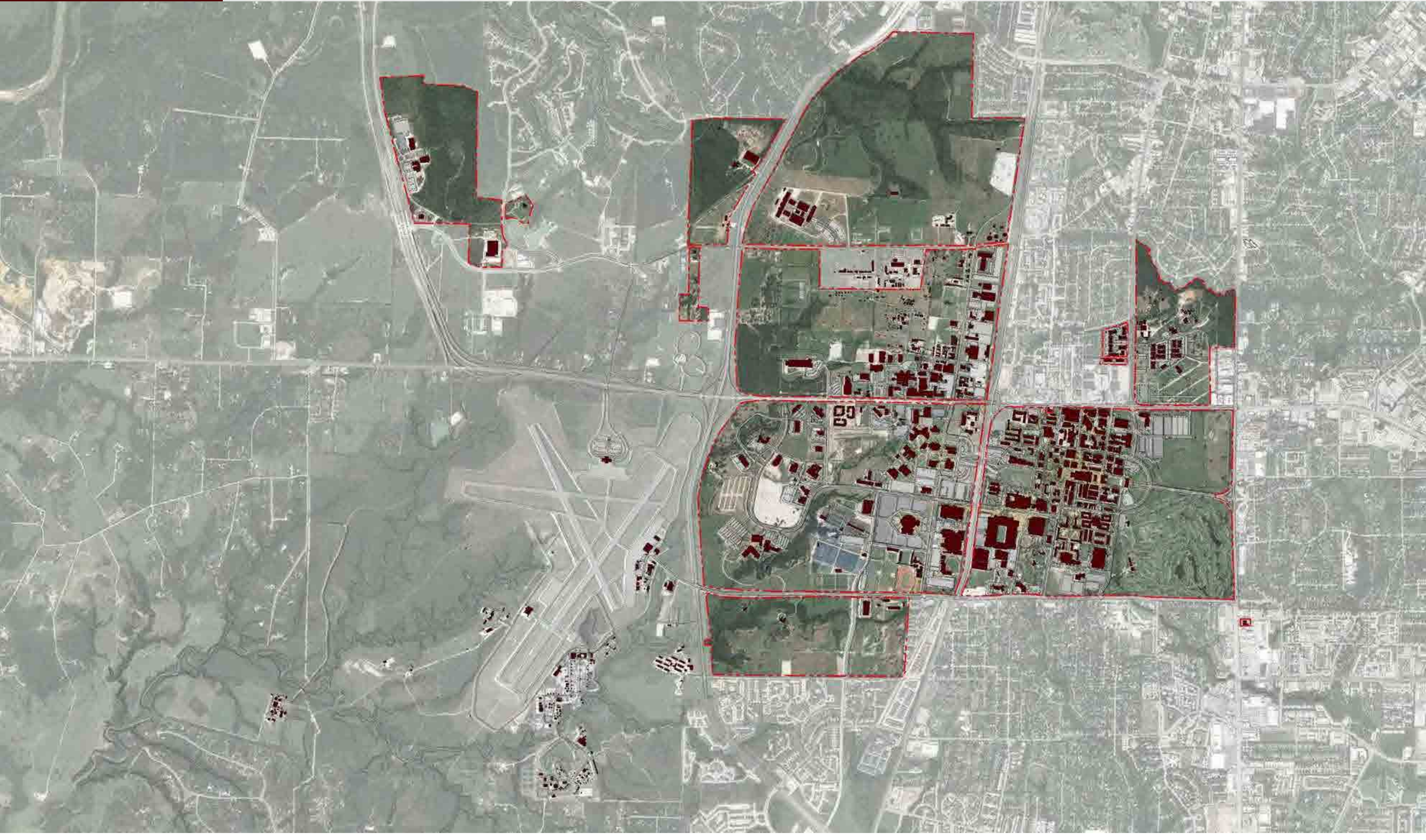


PLANNING SCOPE



scope:

Physical Planning Areas



Development Framework Plan

A review and analysis of existing planning efforts undertaken by the University since the adoption of the Campus Master Plan in 2004 will be completed. This will include the adopted and proposed District Plans, Vision 2020, current Academic Plans, current Strategic Plan(s), and other planning efforts.

Circulation & Transportation Plan

The planning effort will evaluate current campus access and circulation along with projected scenarios based on potential growth. Emphasis will be placed on the pedestrian experience along with campus gateways, edge conditions, alternate mobility opportunities, future garage locations and connections to the community.

Sustainability Plan

Develop a set of sustainability guidelines that will inform the planning effort and the Development Framework Plan. Identify both planning and building best practices relevant to sustainability strategies. Incorporate standards into a set of Sustainability Guidelines.

Preservation & Adaptive Reuse Plan

Review the current list of heritage campus buildings to identify necessary additions or deletions, coordinated with facilities indicated for potential demolition in the 2004 Campus Master Plan and adopted District Plans. The current Heritage Building Guidelines will be reviewed and recommendations made for revisions.

Signage Plan

Develop a signage and wayfinding master plan. This effort will focus on developing a breakdown of where wayfinding is needed and the development of new signage standards for the university. The wayfinding system includes directional, identification, and orientation signs to facilitate campus navigation and identity.

Design & Landscape Guidelines

Review and recommend additions, deletions or modifications to the current 2004 Campus Master Plan guidelines for architectural and landscape components.

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scope:

Engagement

Orchestrate

Co-Chairs

Dr. Jorge Vanegas
Ms. Lilia Gonzales

Direct & Advise

Executive Committee

President
Provost
VP for Finance & Administration

Advisory Committees

Council of Deans
Council on the Built Environment

Focus Groups

Multiple Entities

Campus & Community

Open Forums
Website

Support

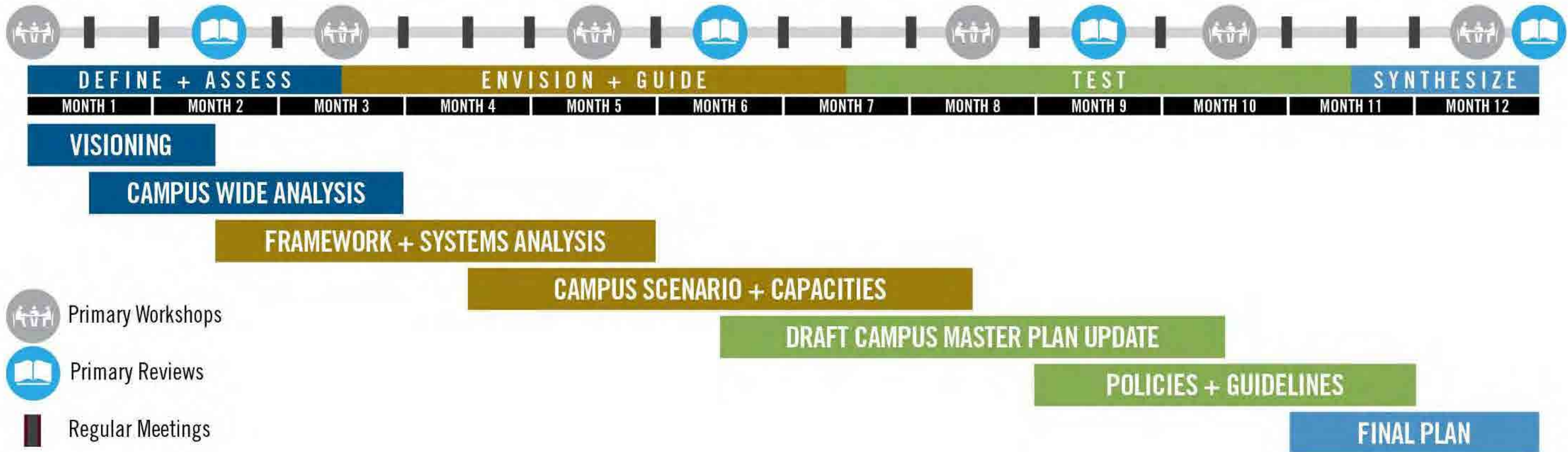
Information

Requests

University Architect
Transportation Services
UES
Student Affairs
Academics

scope:

Timeframe



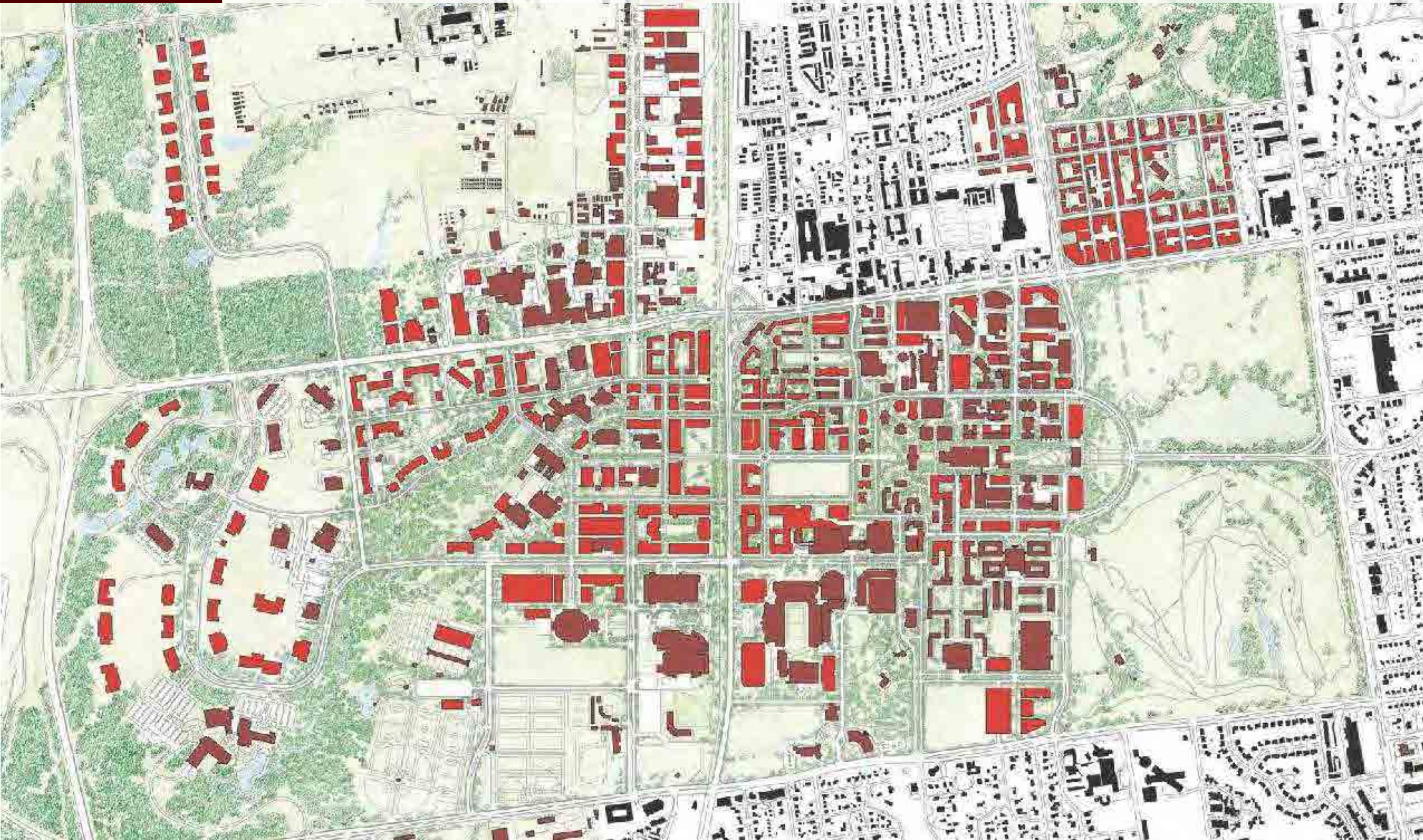


THE 2004 CAMPUS PLAN



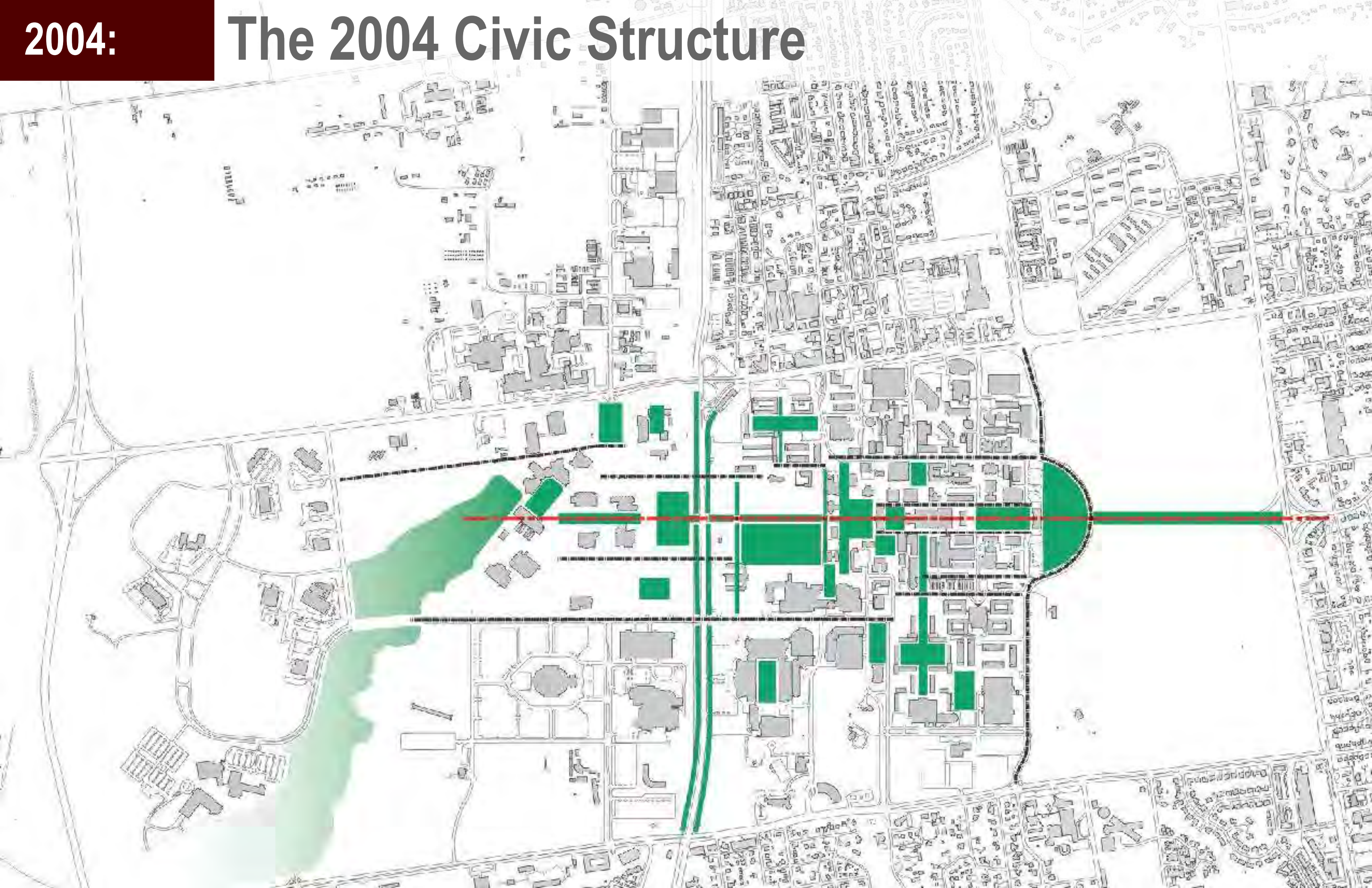
2004:

The 2004 Campus Master Plan



2004:

The 2004 Civic Structure



2004:

The 2004 Landscape Plan





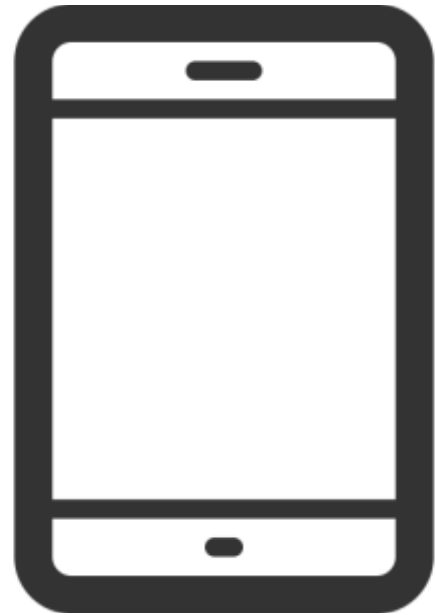
THE 2004 PLAN: SURVEY



2004:

Survey Instructions

Phone



Text ASGCAMPUS to **37607**

Computer



Pollev.com/ASGCAMPUS

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2. Reinforce Campus Community

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3. Establish Connectivity

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4. Create Architecture that Contributes Positively to the Campus Community

Too many recent buildings are isolated objects that contribute little to the campus community. Buildings should be better neighbors through their siting, exterior design, interior public space design, and landscape. The renovation of existing buildings should consider and reinforce their relationship to the community.

5. Promote Spatial Equity & Appropriateness

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6. Establish an Accessible, Pedestrian Campus

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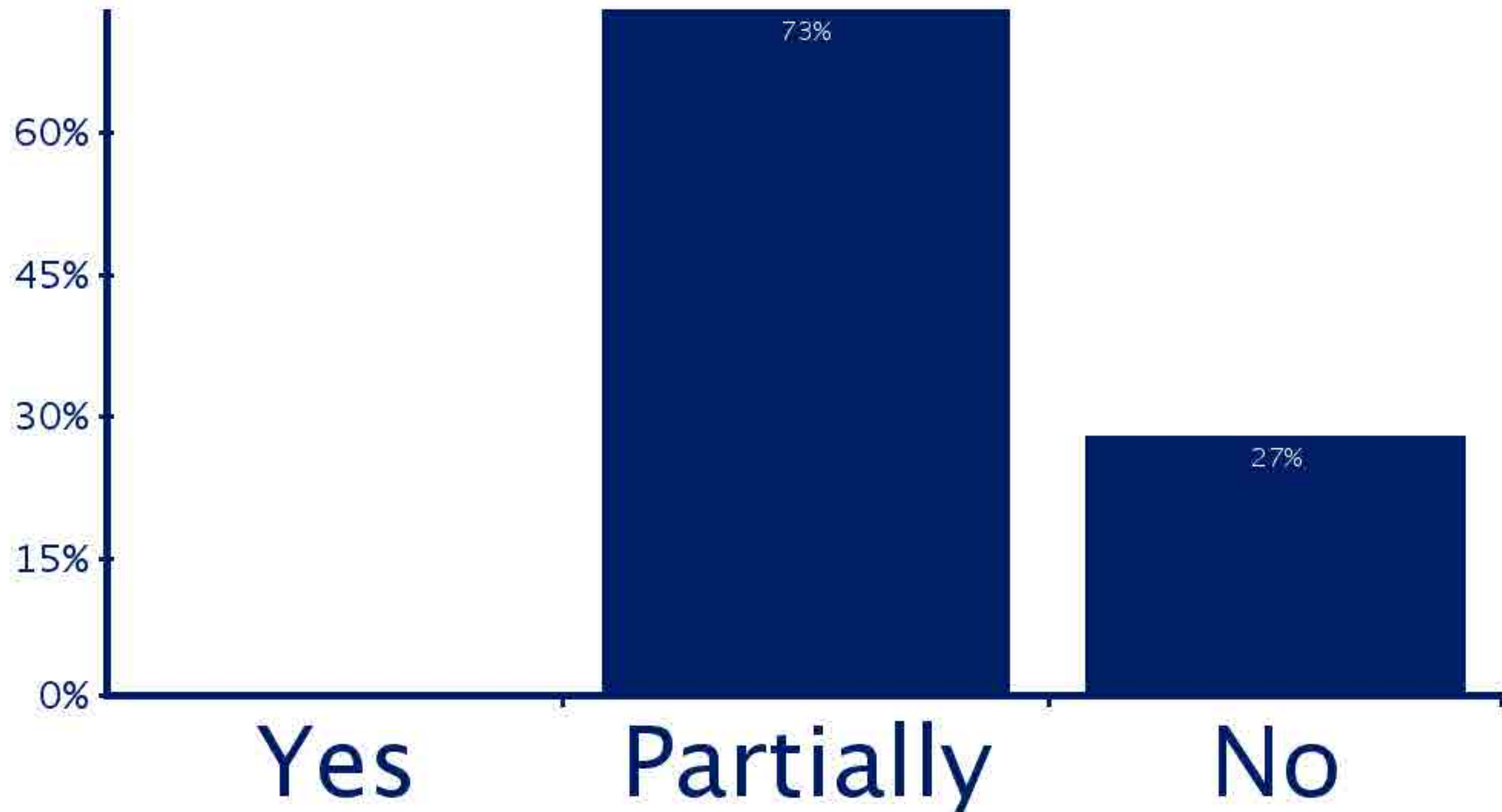
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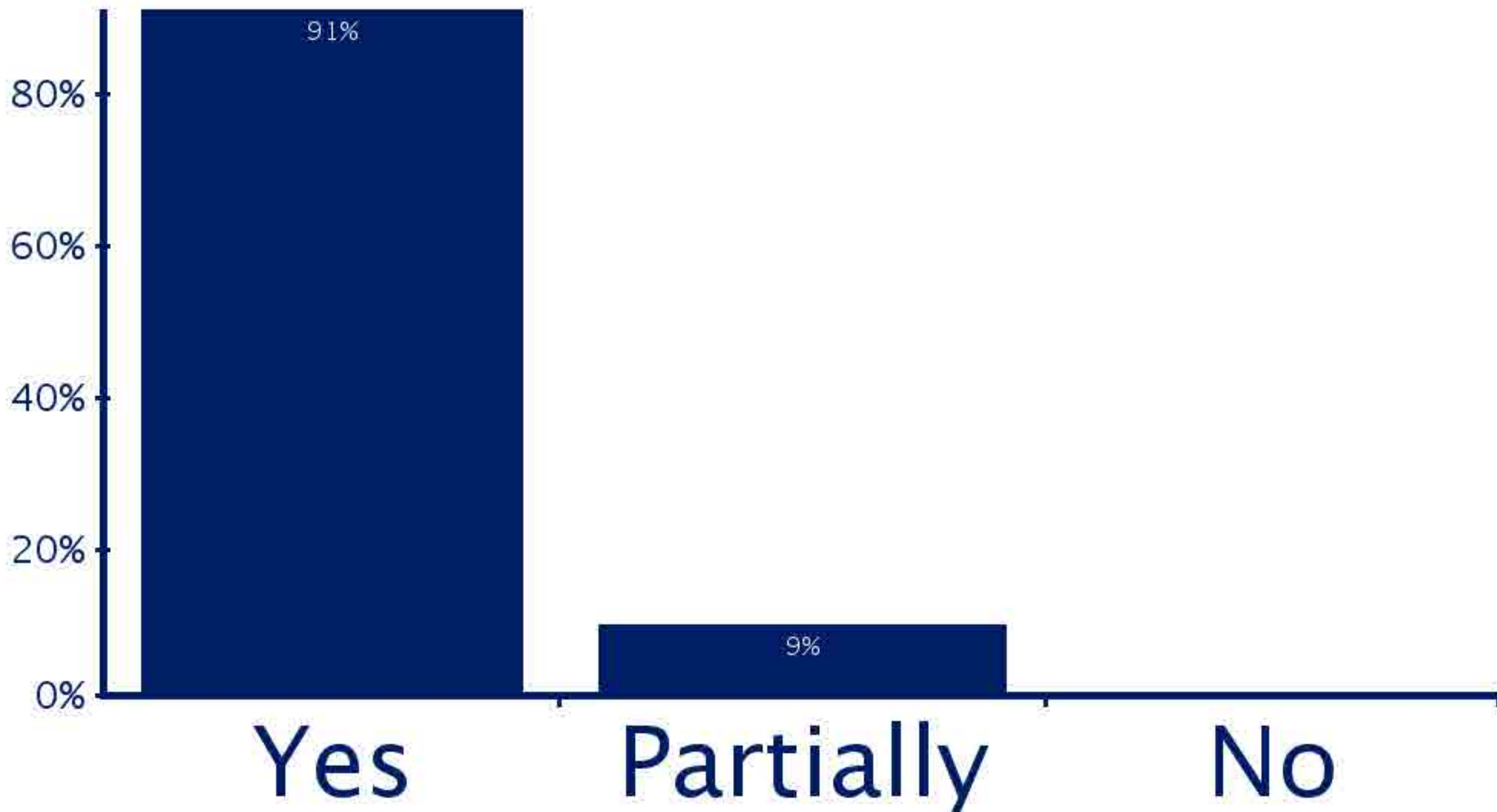
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The aim is to develop a process that enables the attainment of the above goals in a transparent, inclusive, and efficient manner.

Reinforce Campus Identity: Was this goal successfully implemented since the 2004 plan?



Reinforce Campus Identity: Is this goal still relevant and important?



Goals of the Plan

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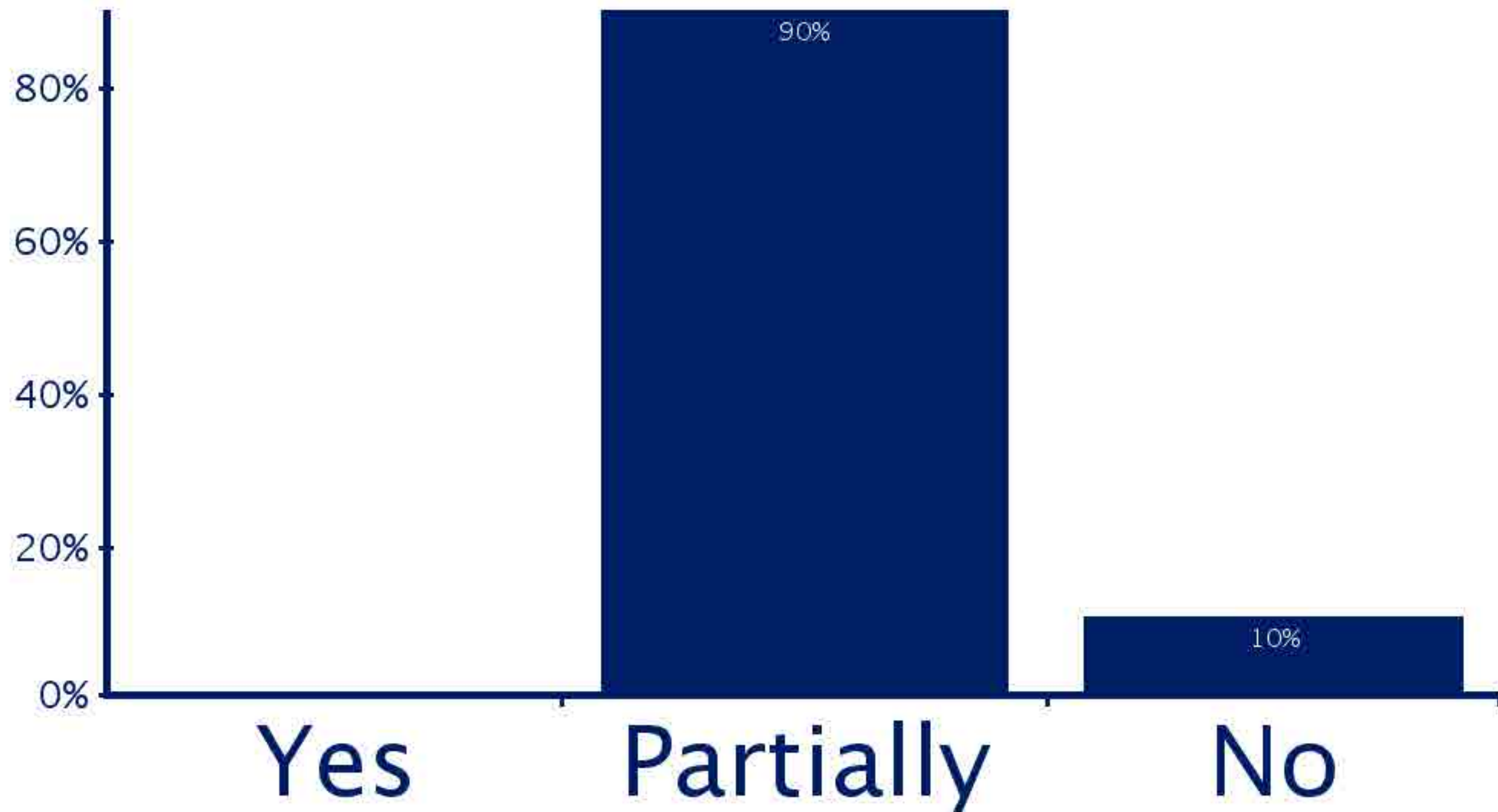
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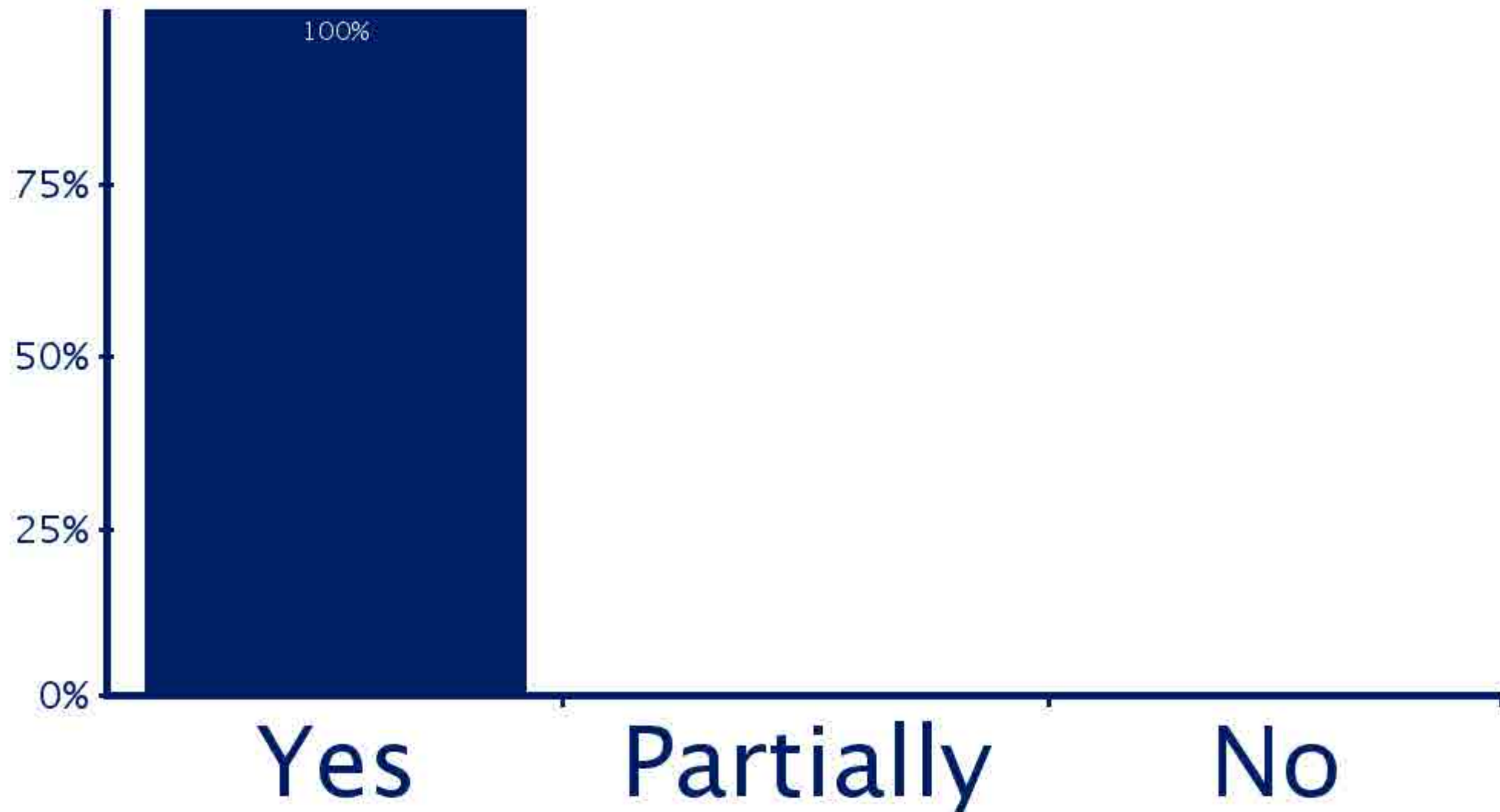
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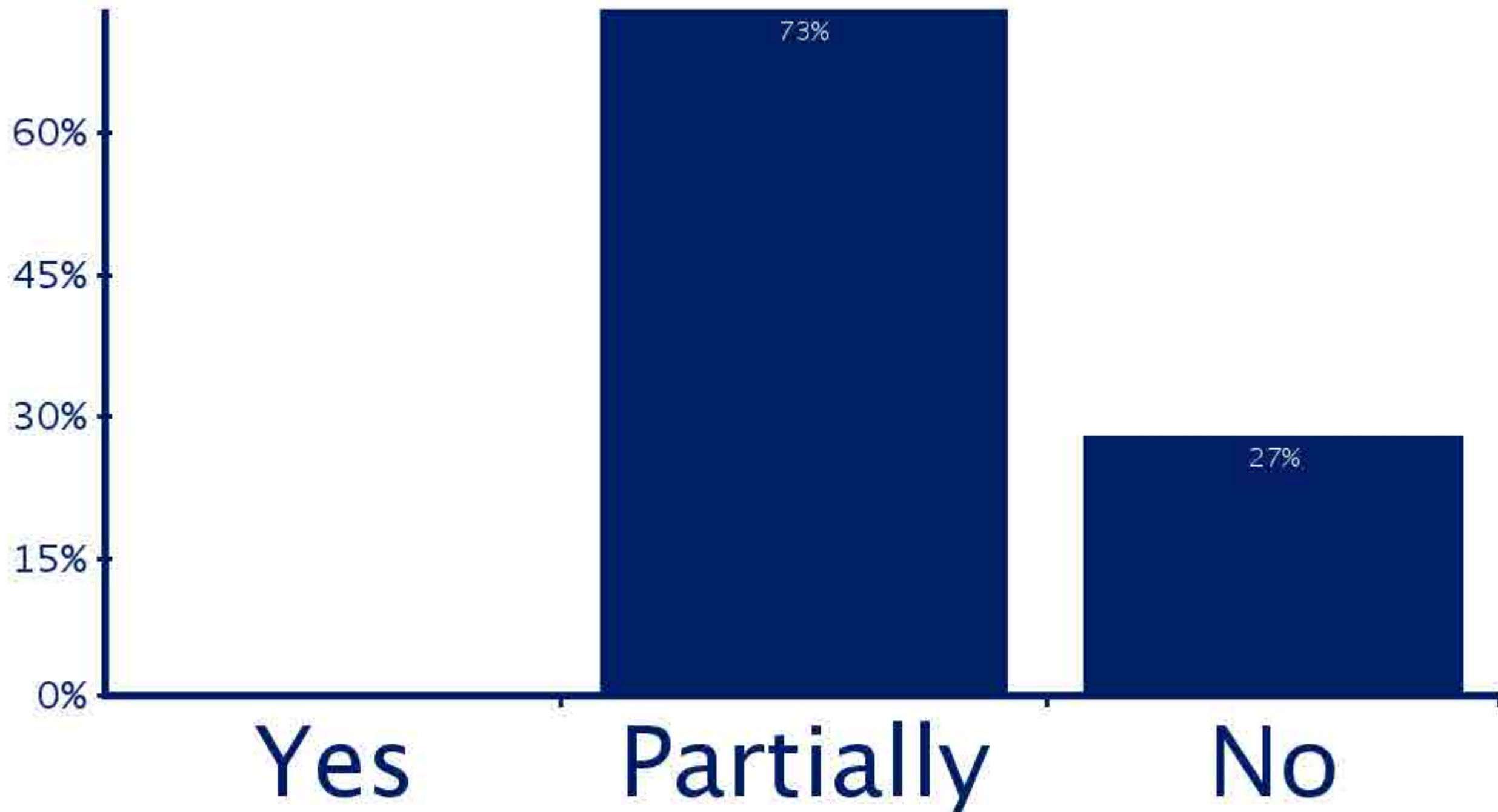
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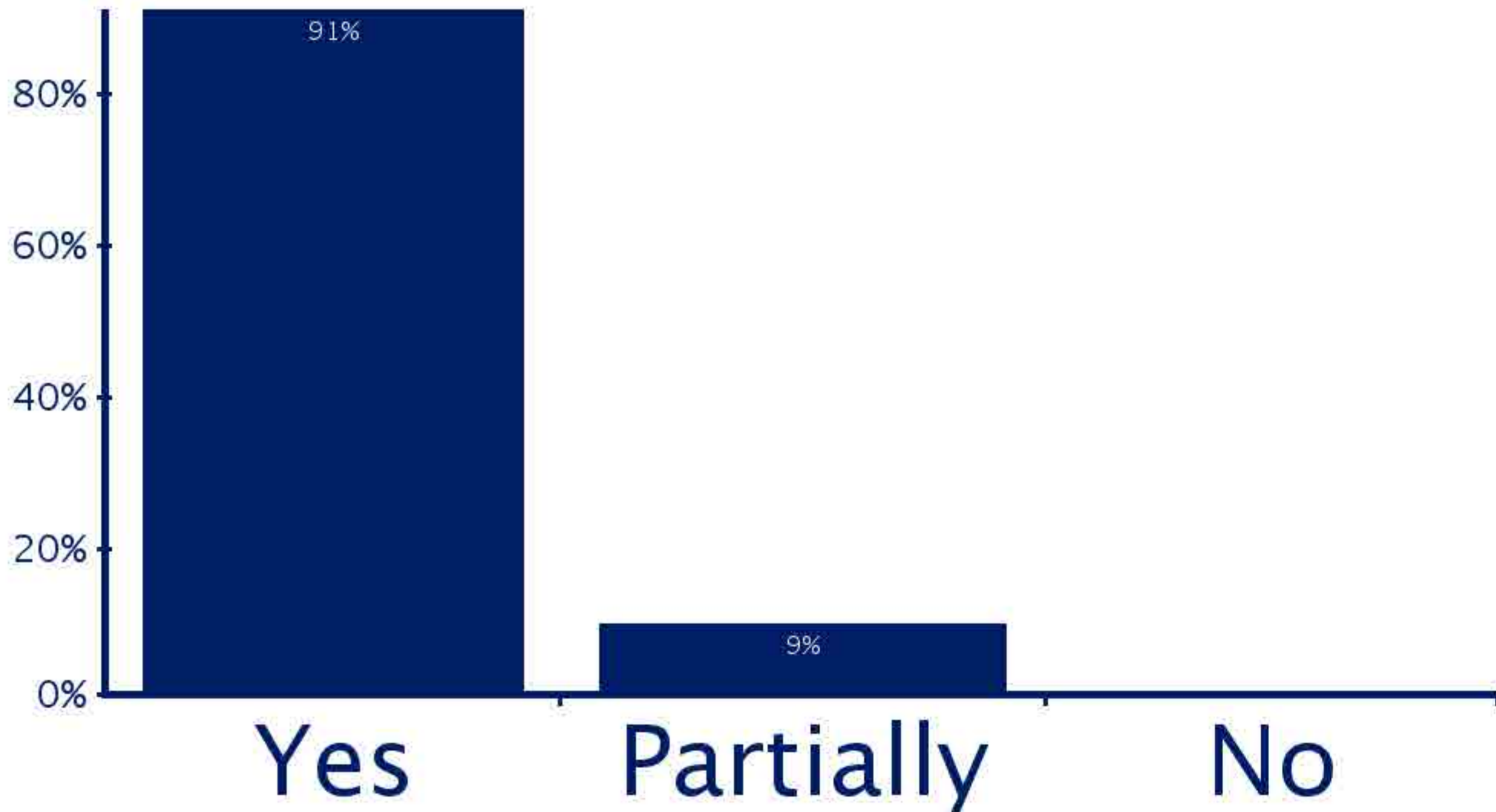
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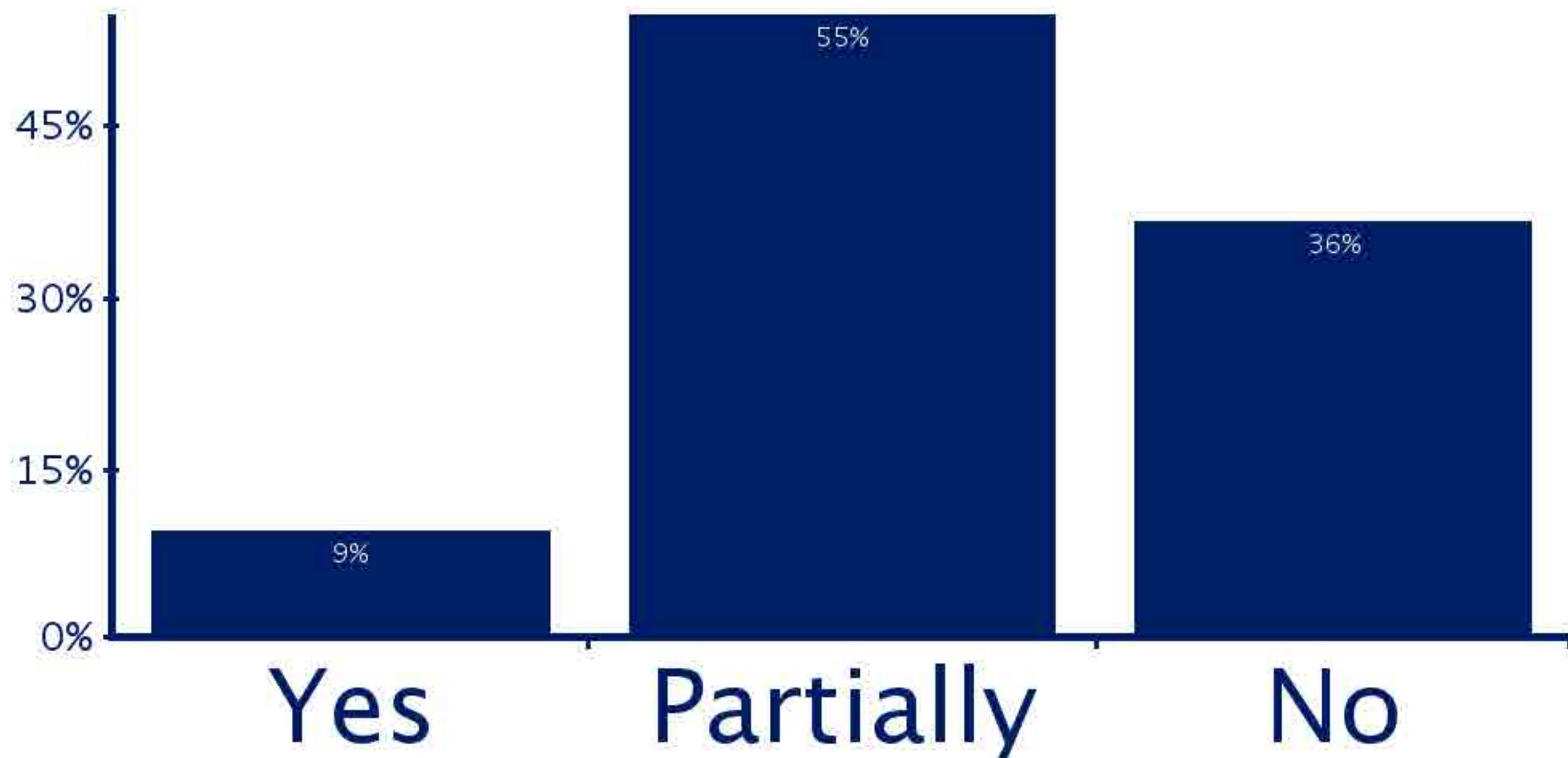
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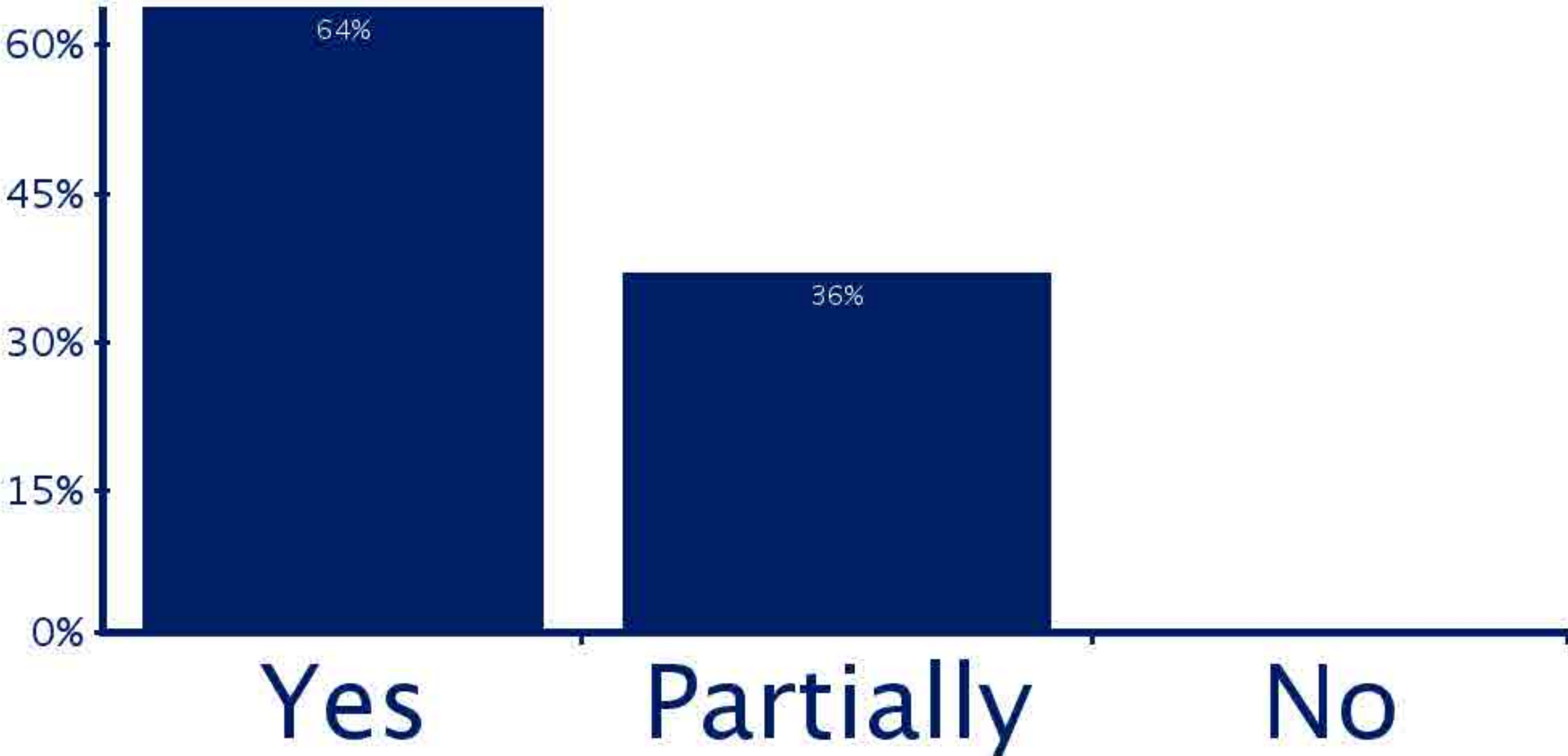
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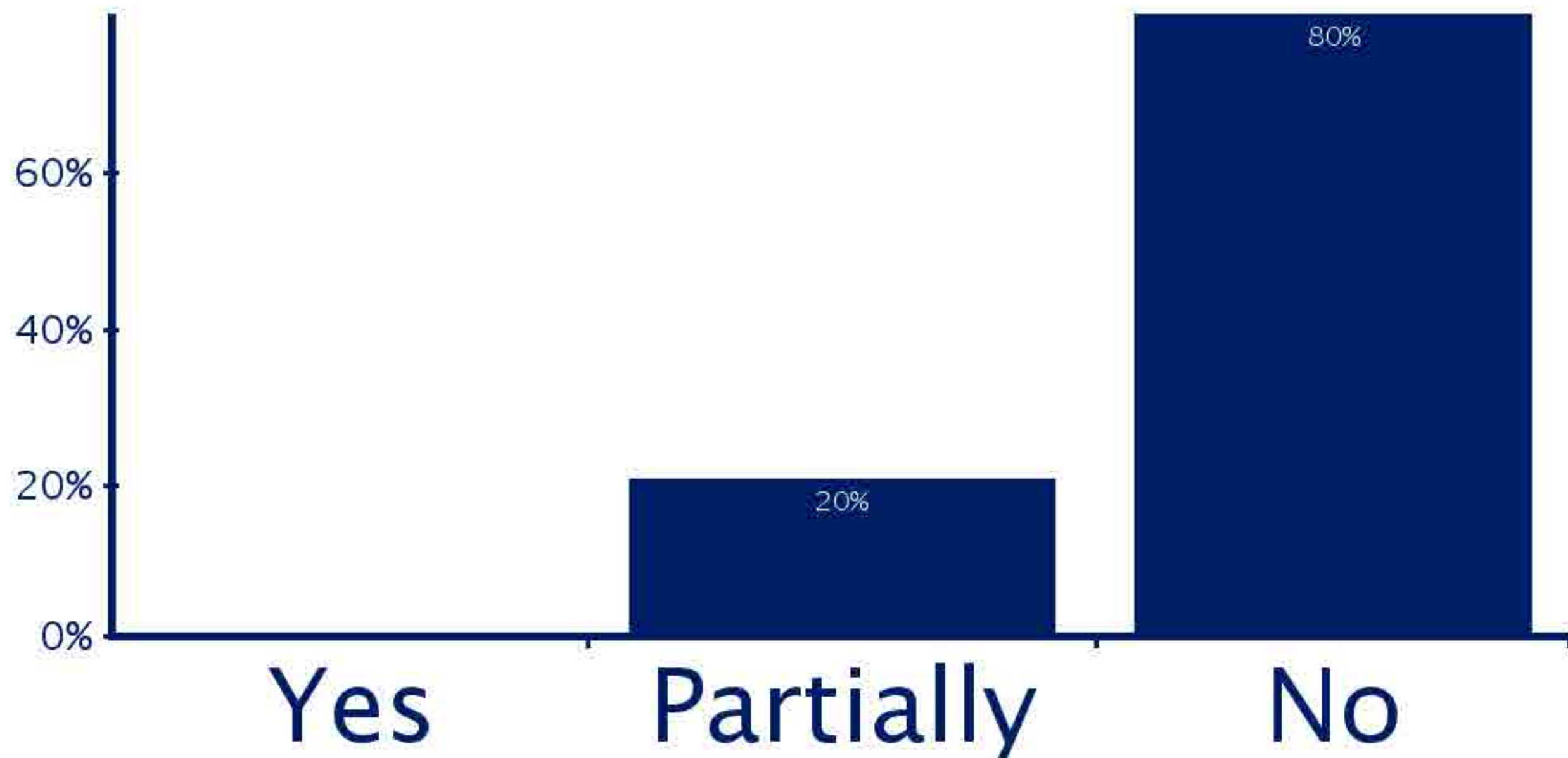
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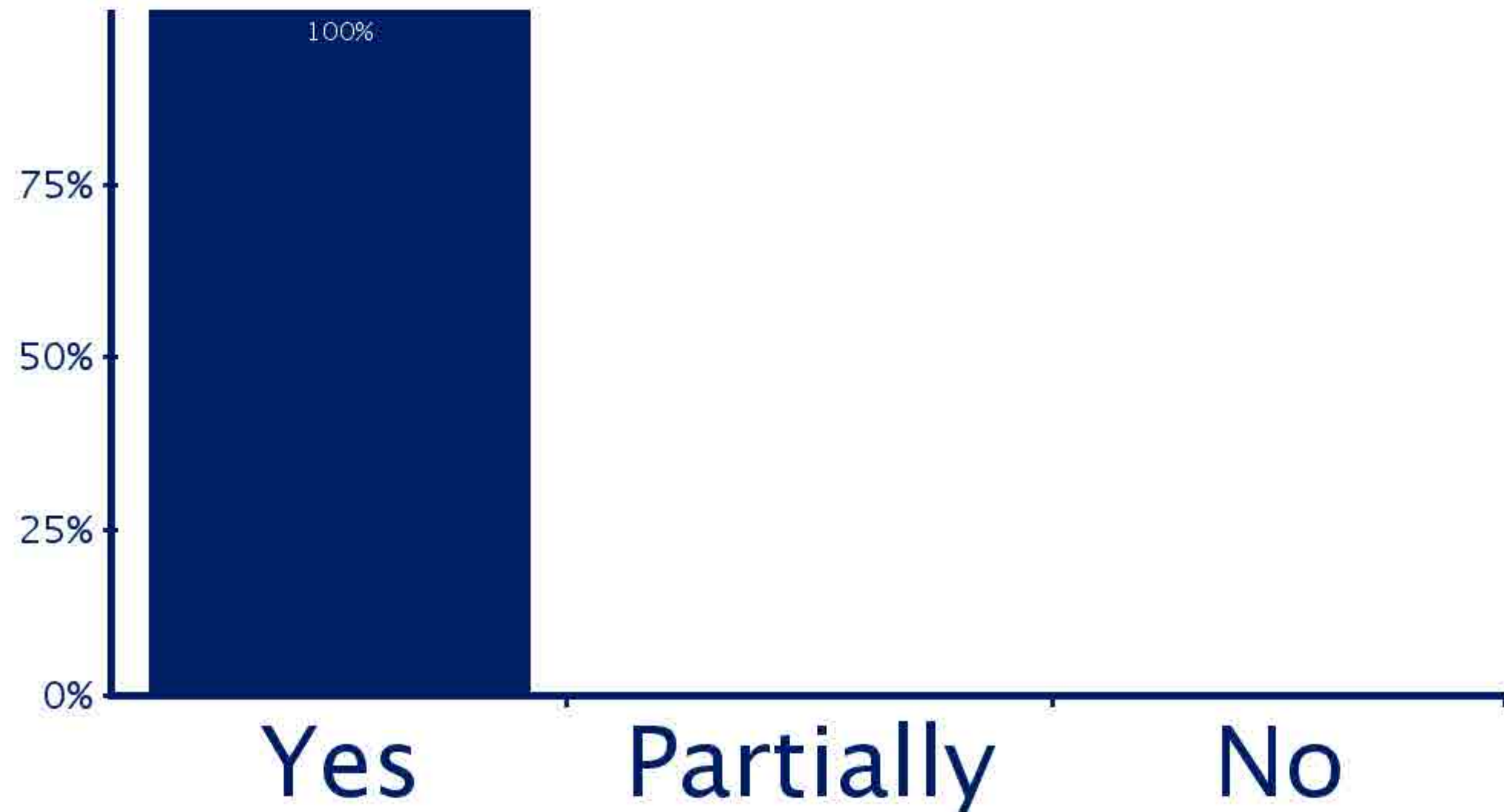
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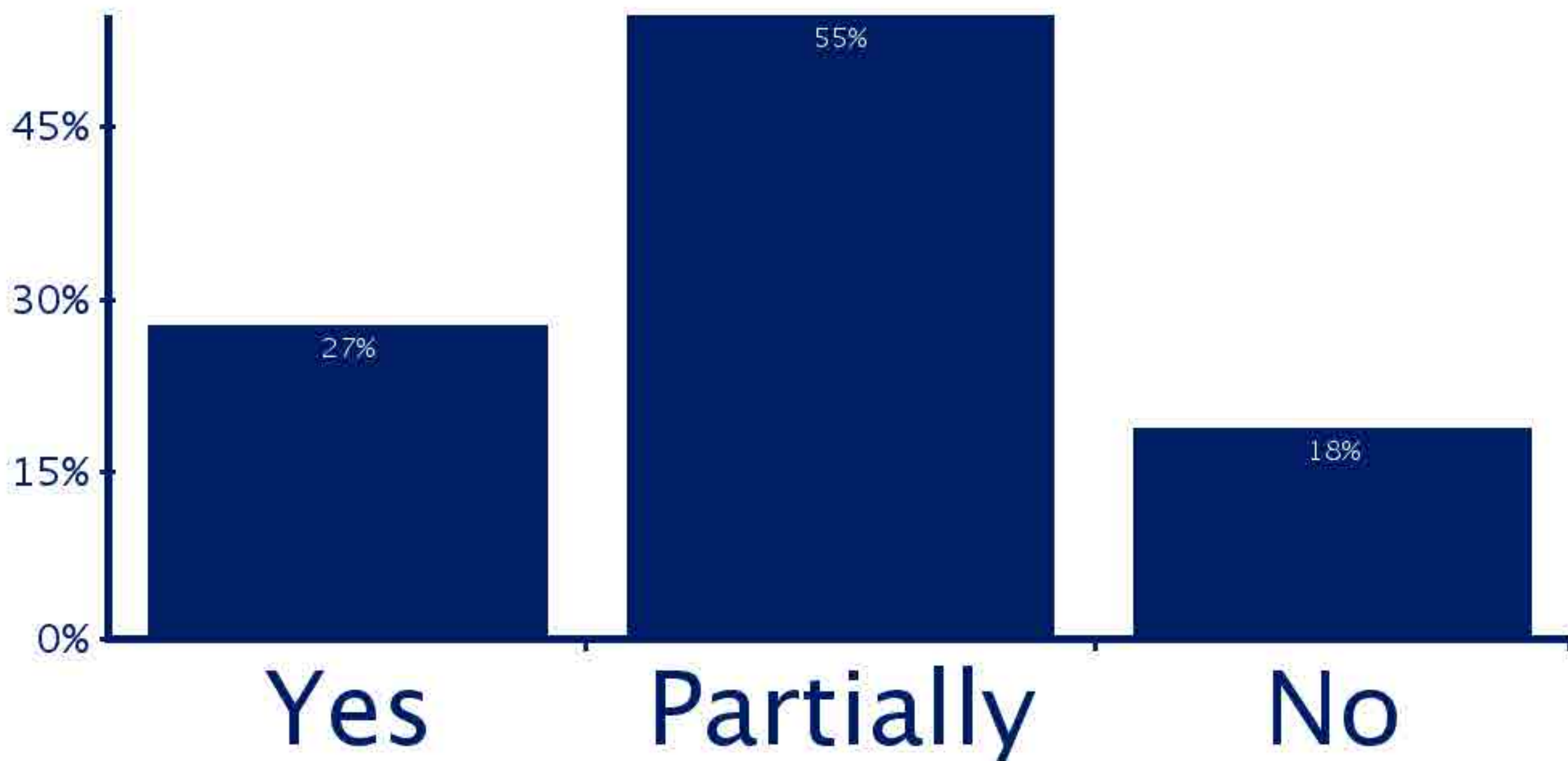
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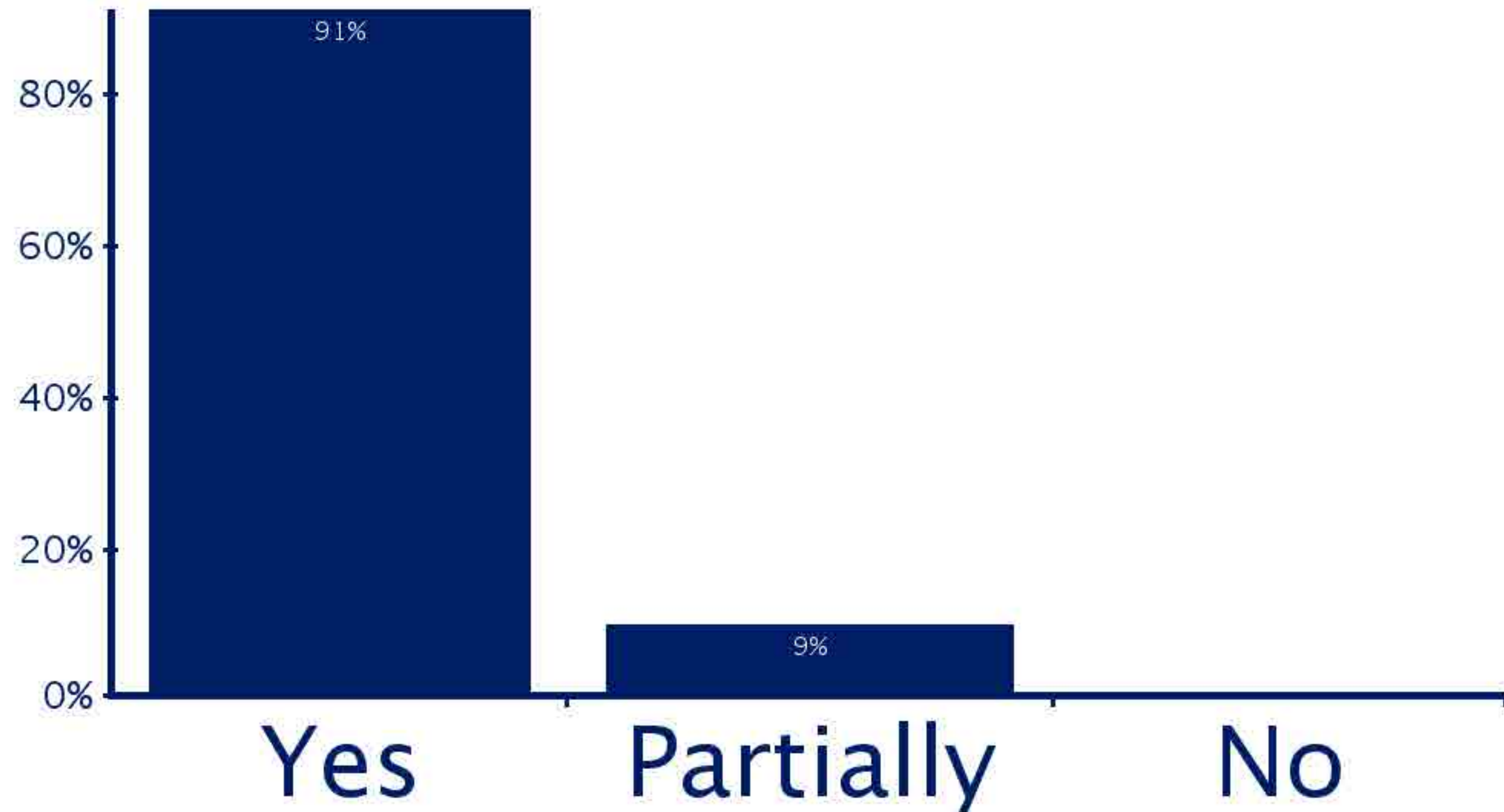
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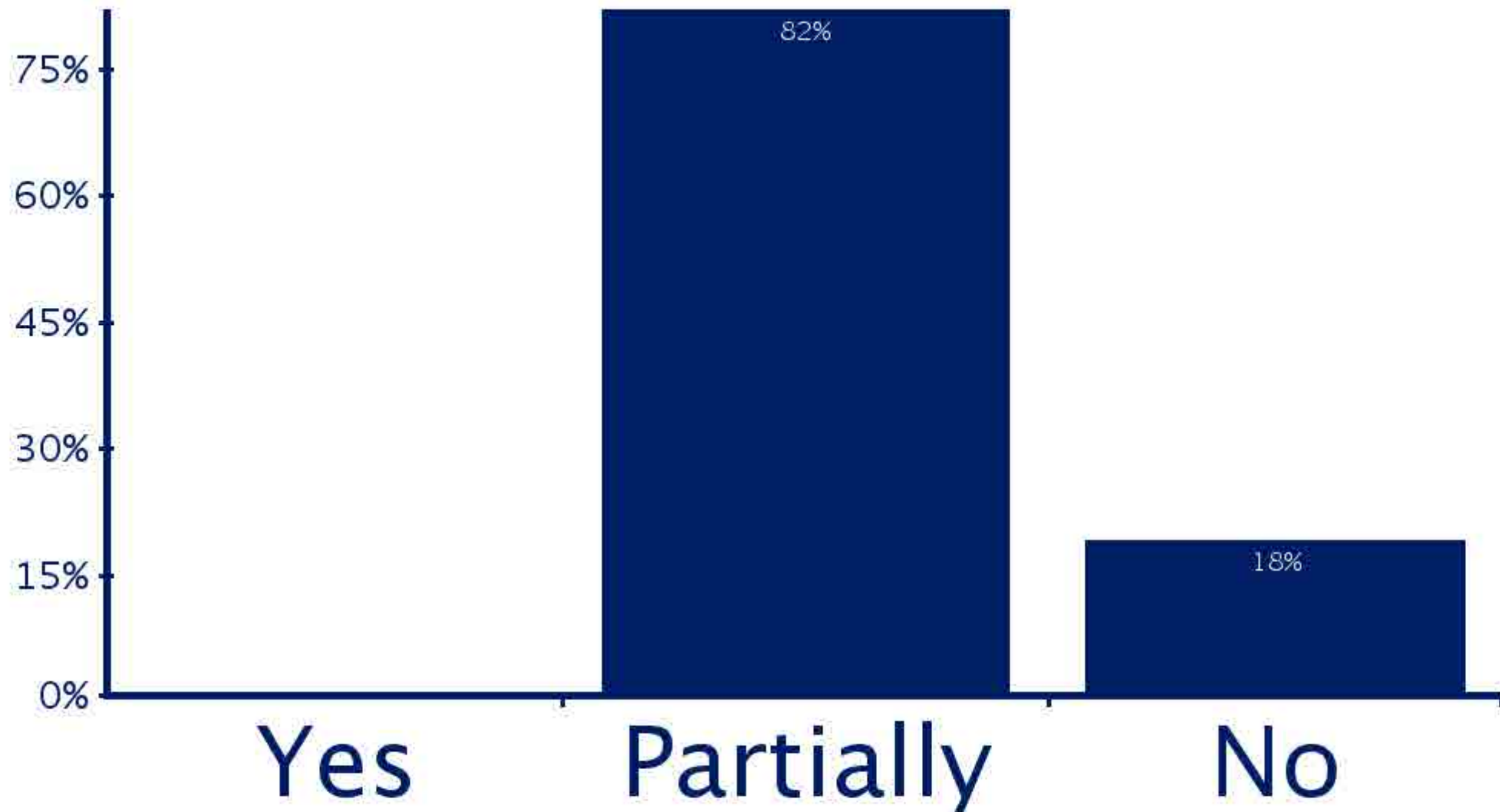
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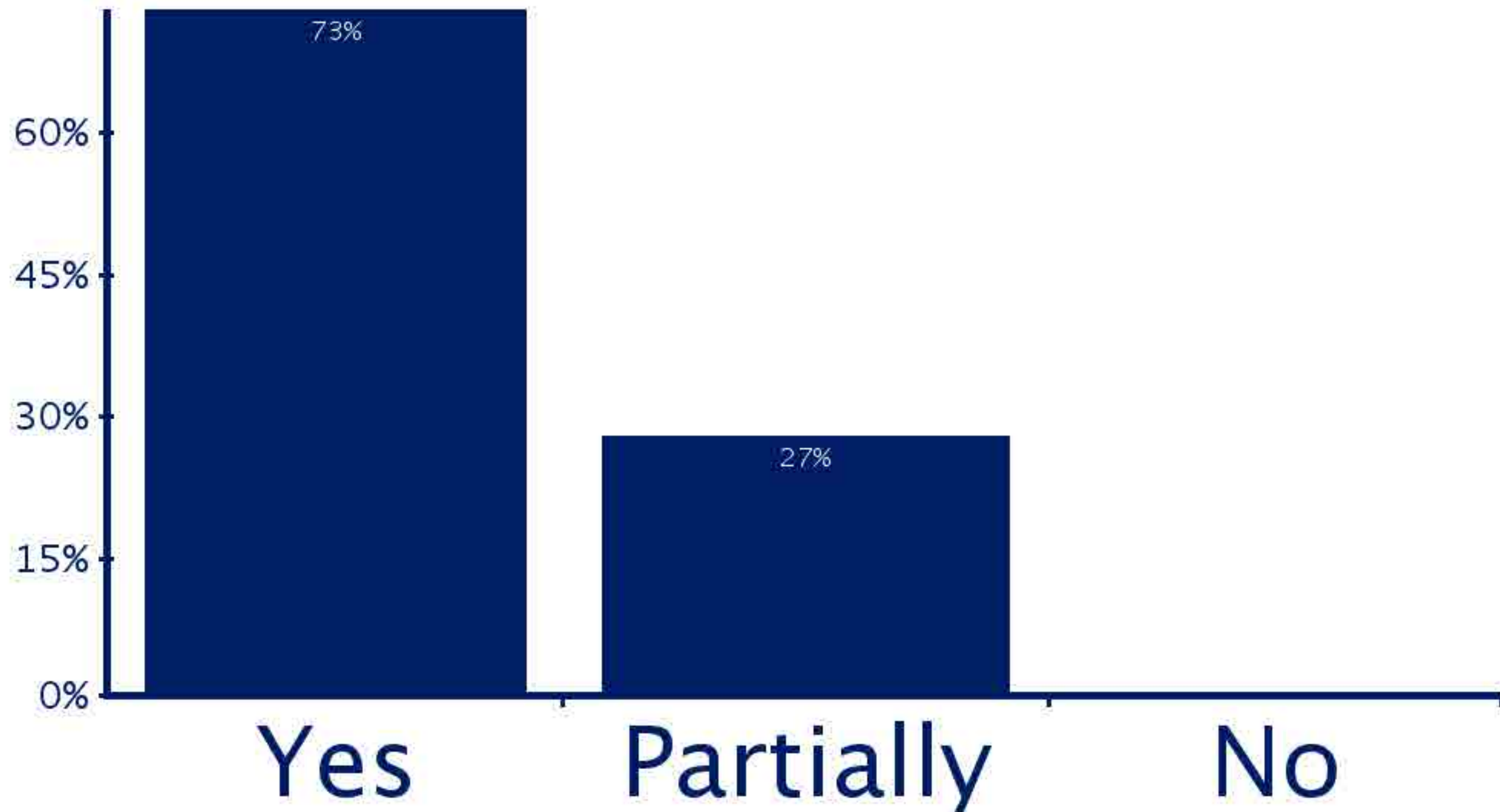
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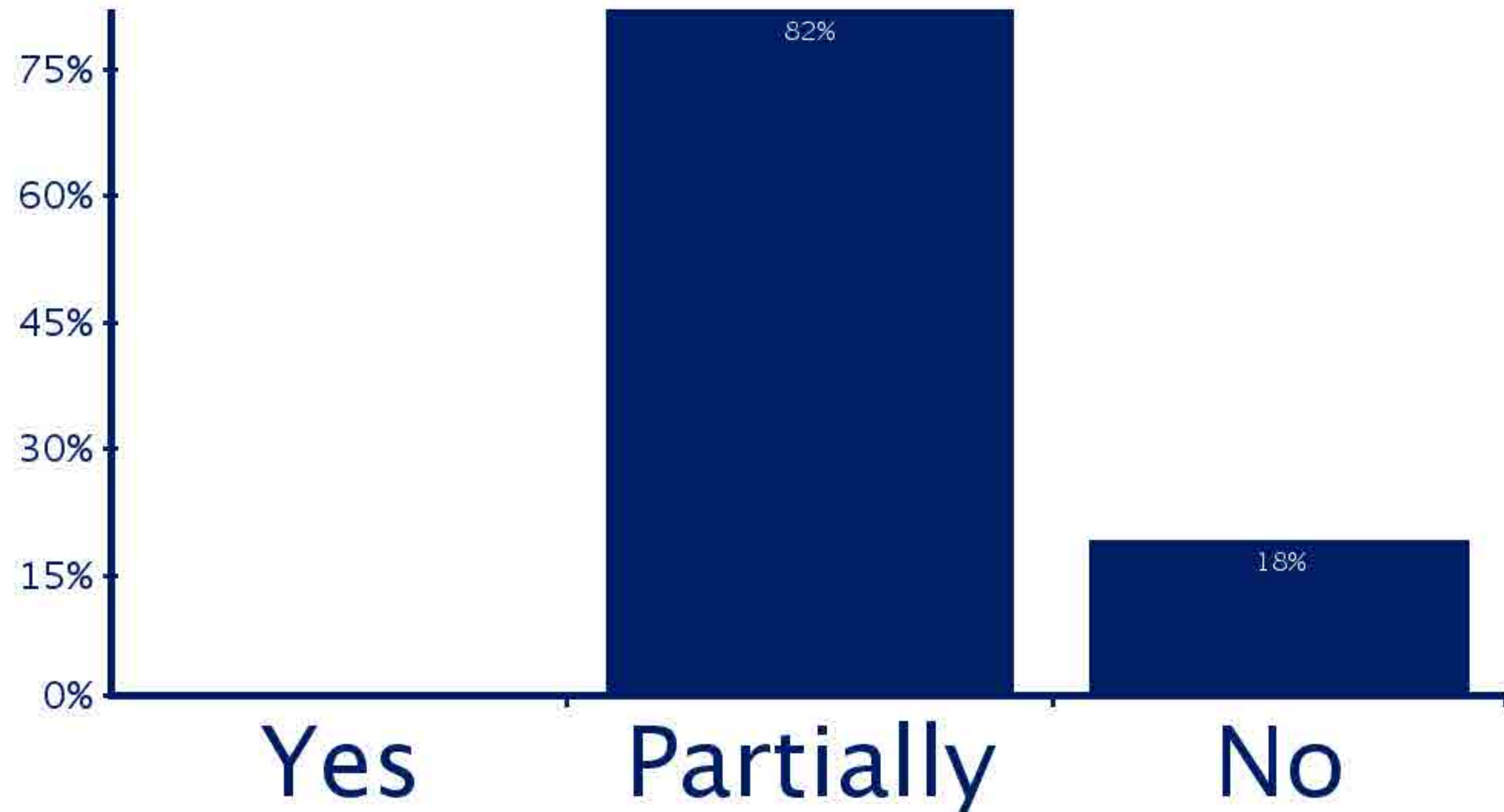
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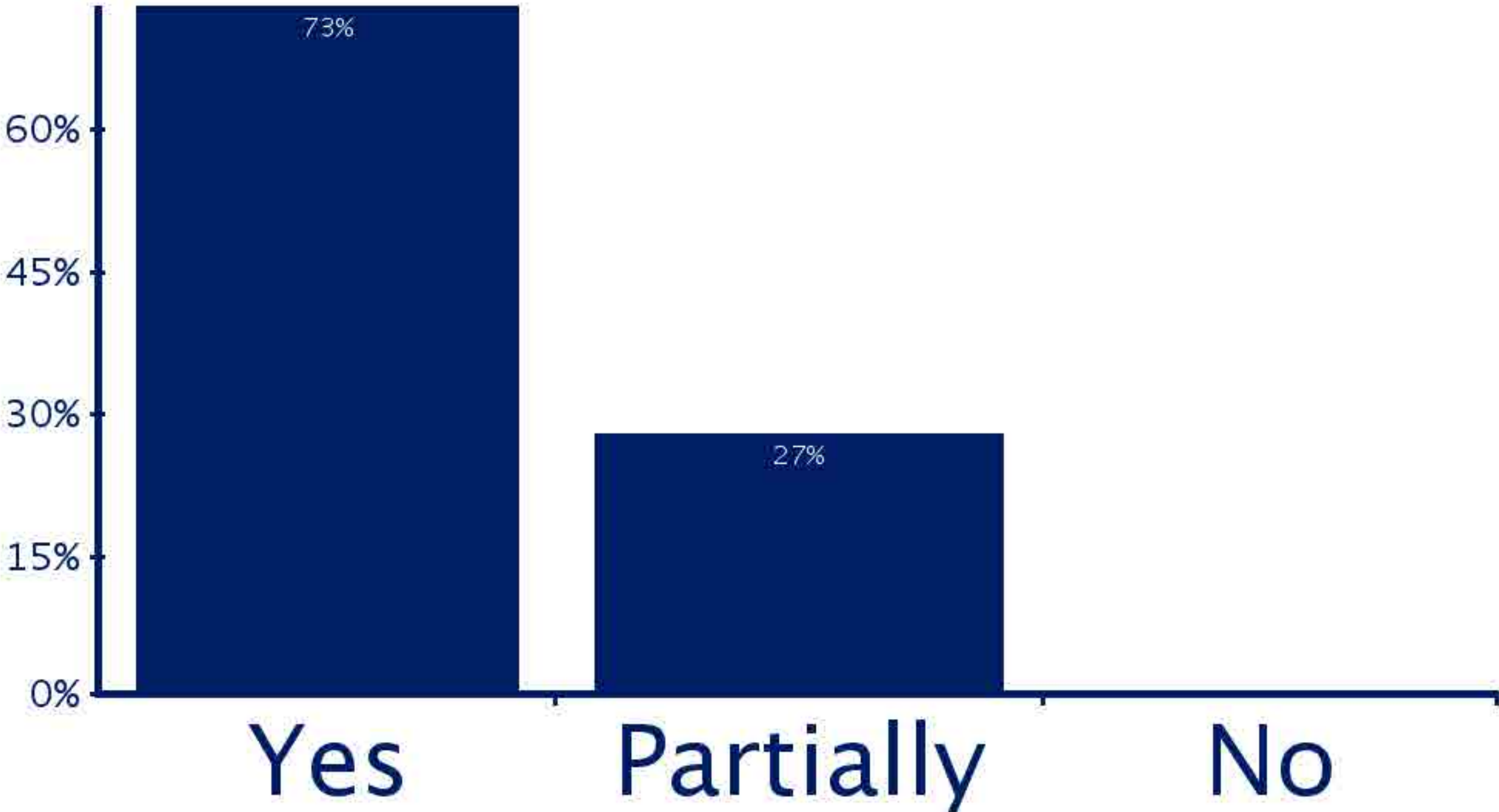
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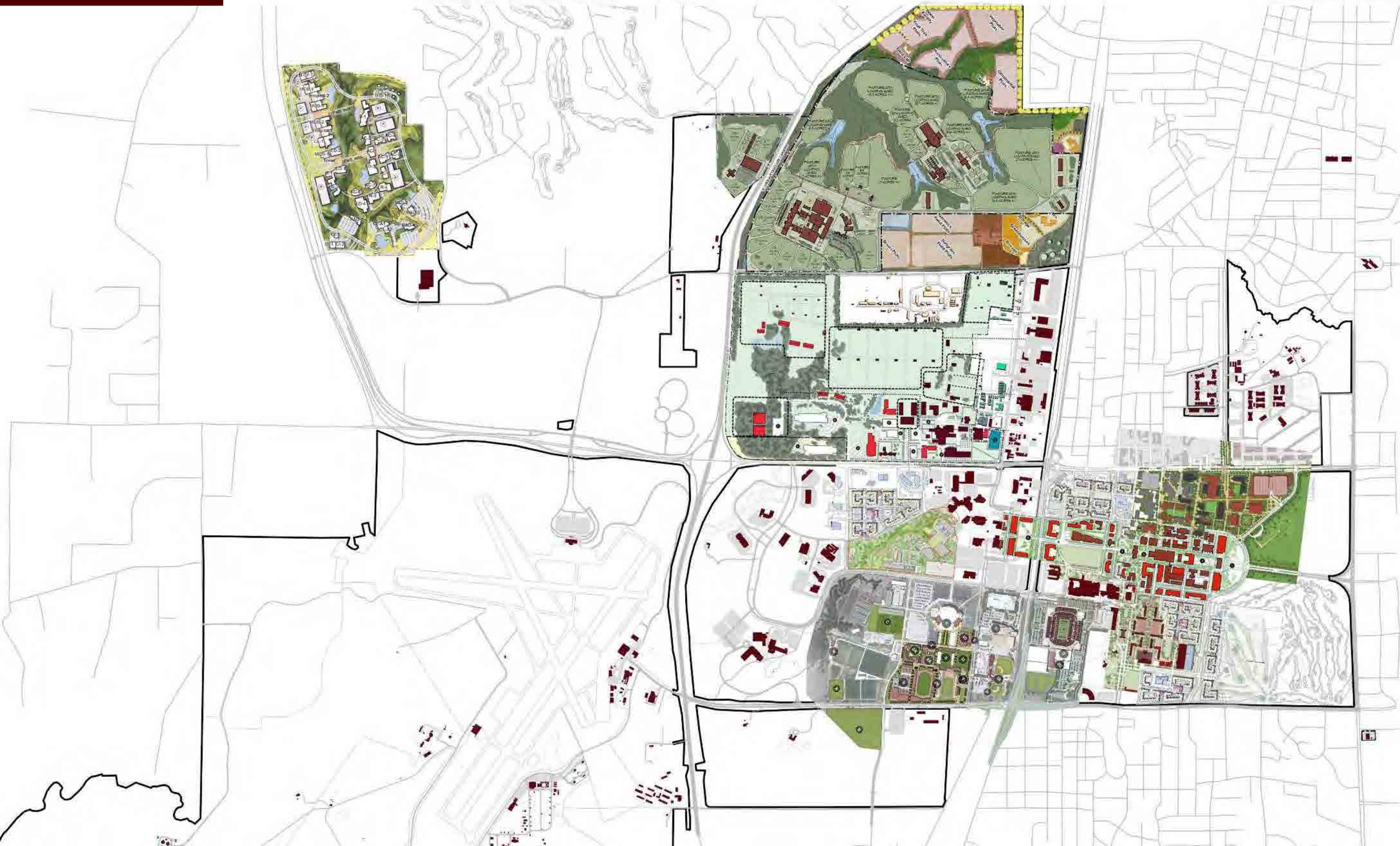


Develop a Supportive Process: Is this goal still relevant and important?



2004:

The District Plan Patchwork Quilt



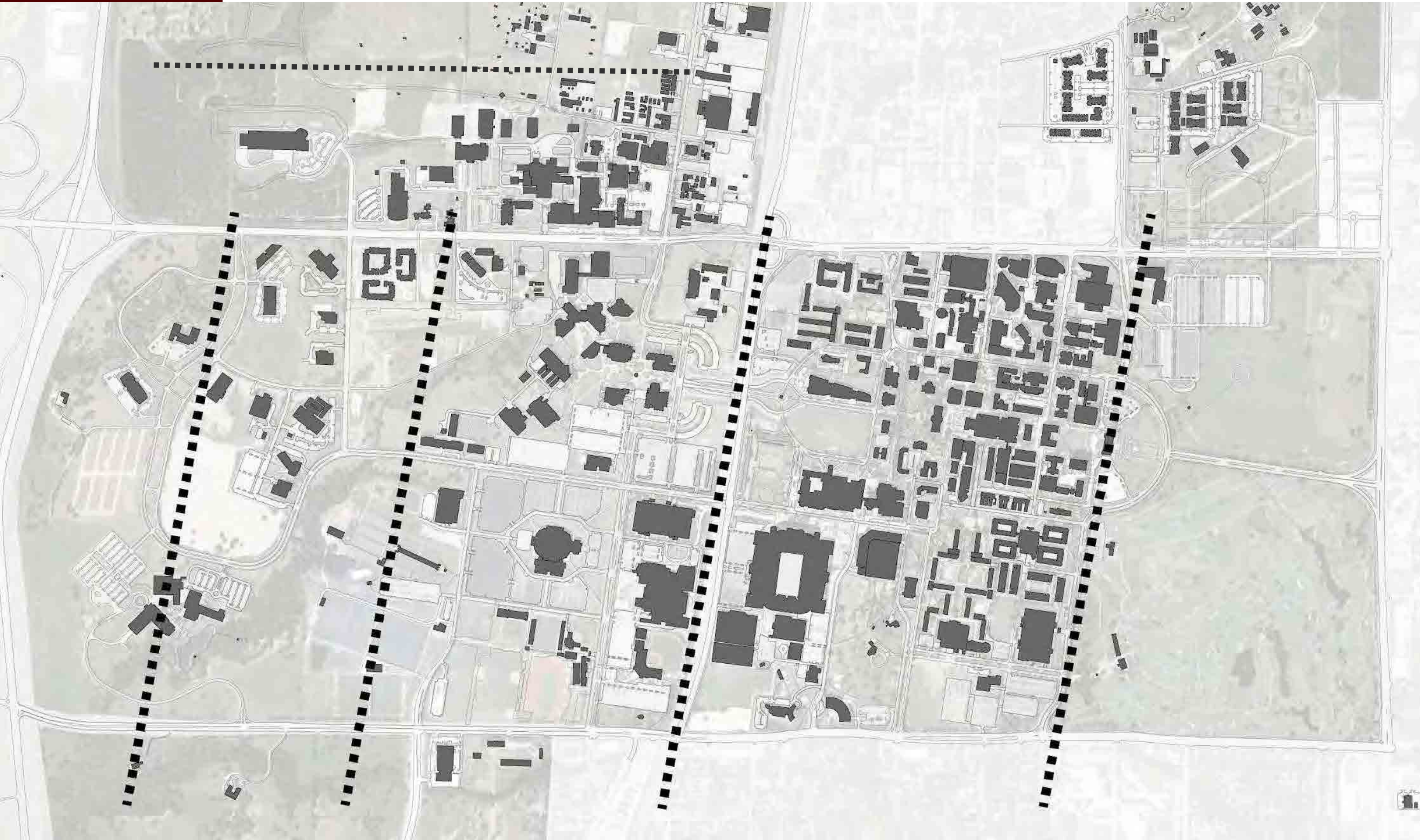


OBSERVATIONS



observe :

Campus Character Zones



observe : Open Green Space



observe :

Dense, Urban Core

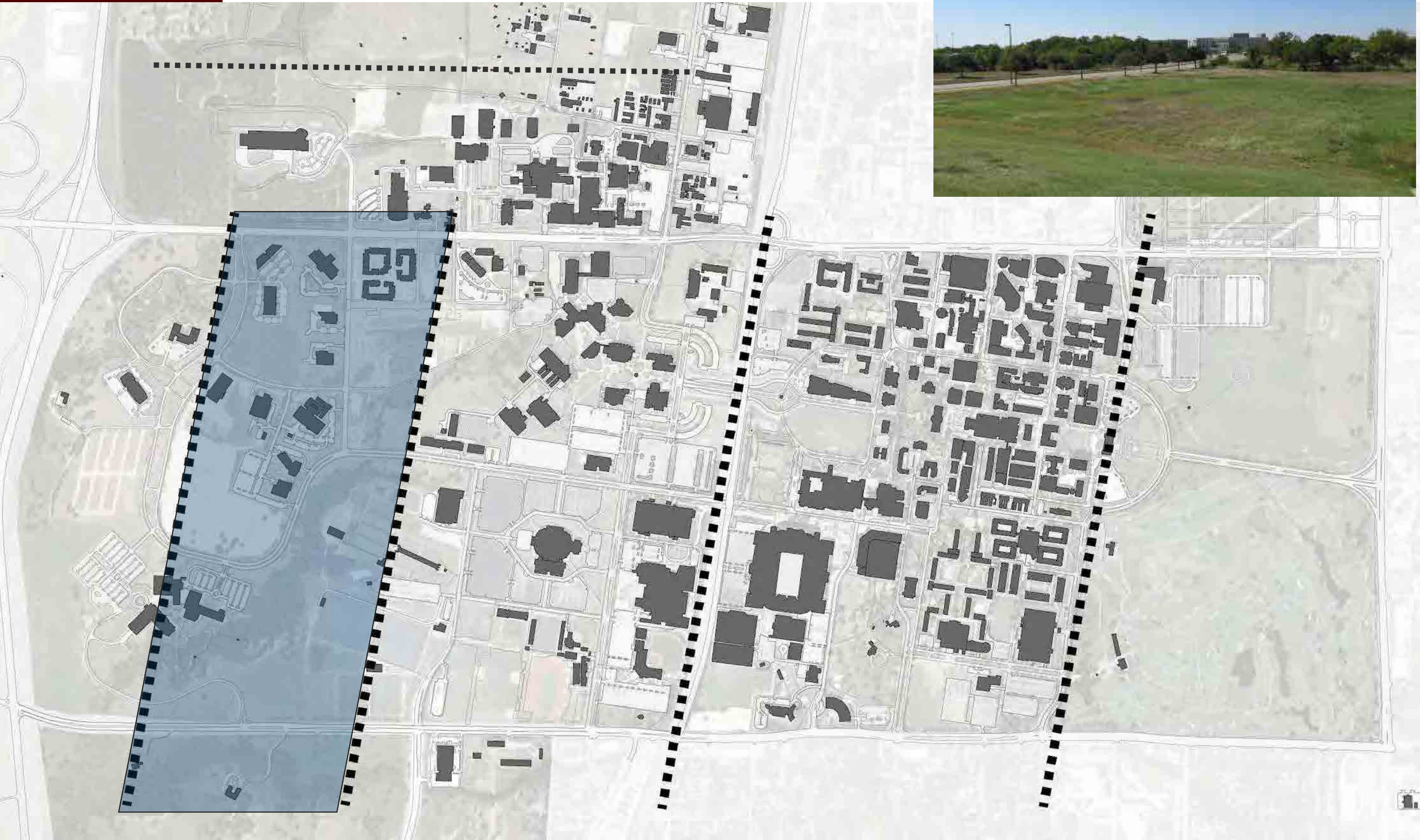


observe : **Suburban**



observe :

Underdeveloped

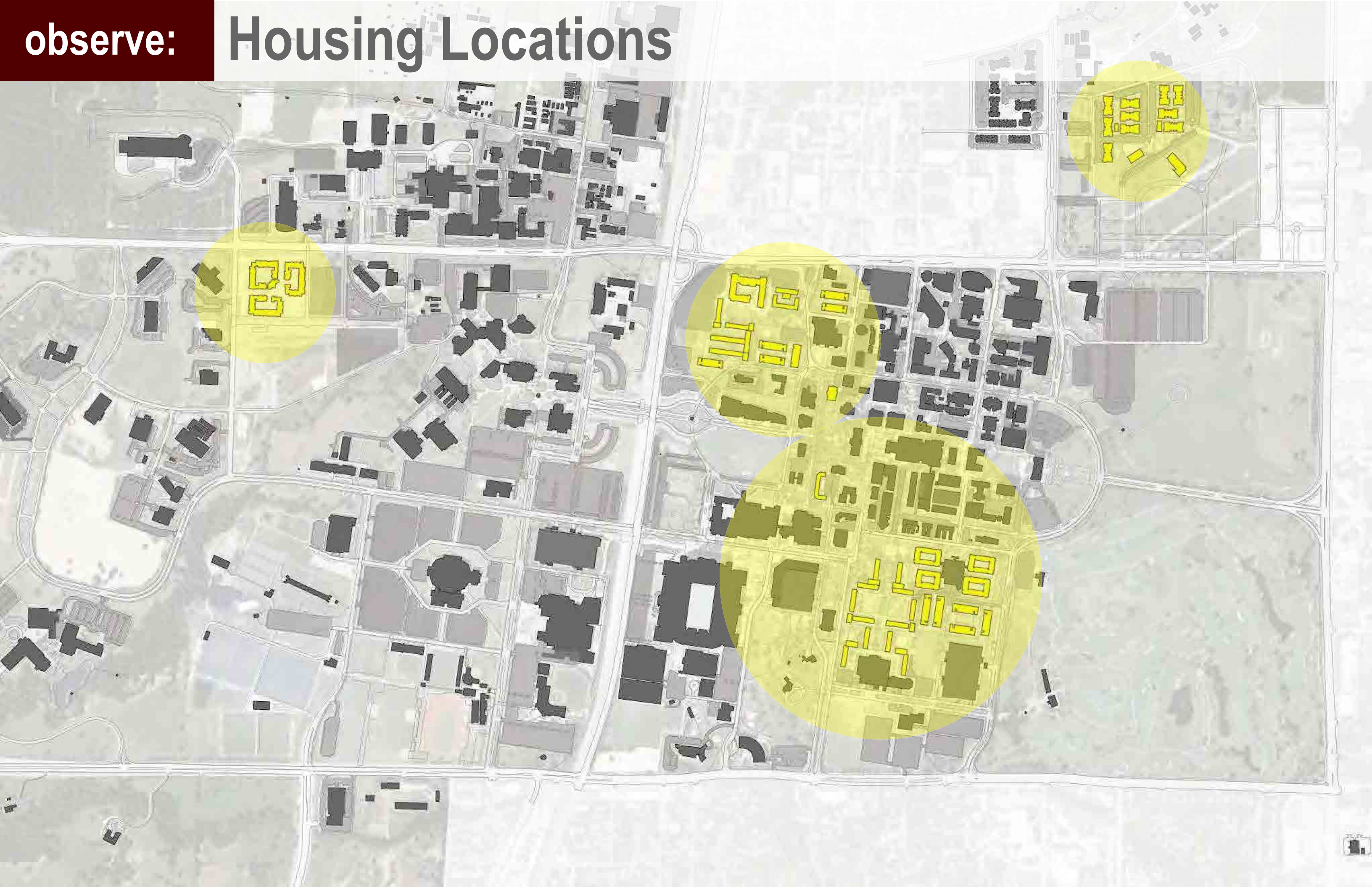


observe : Open Green Space



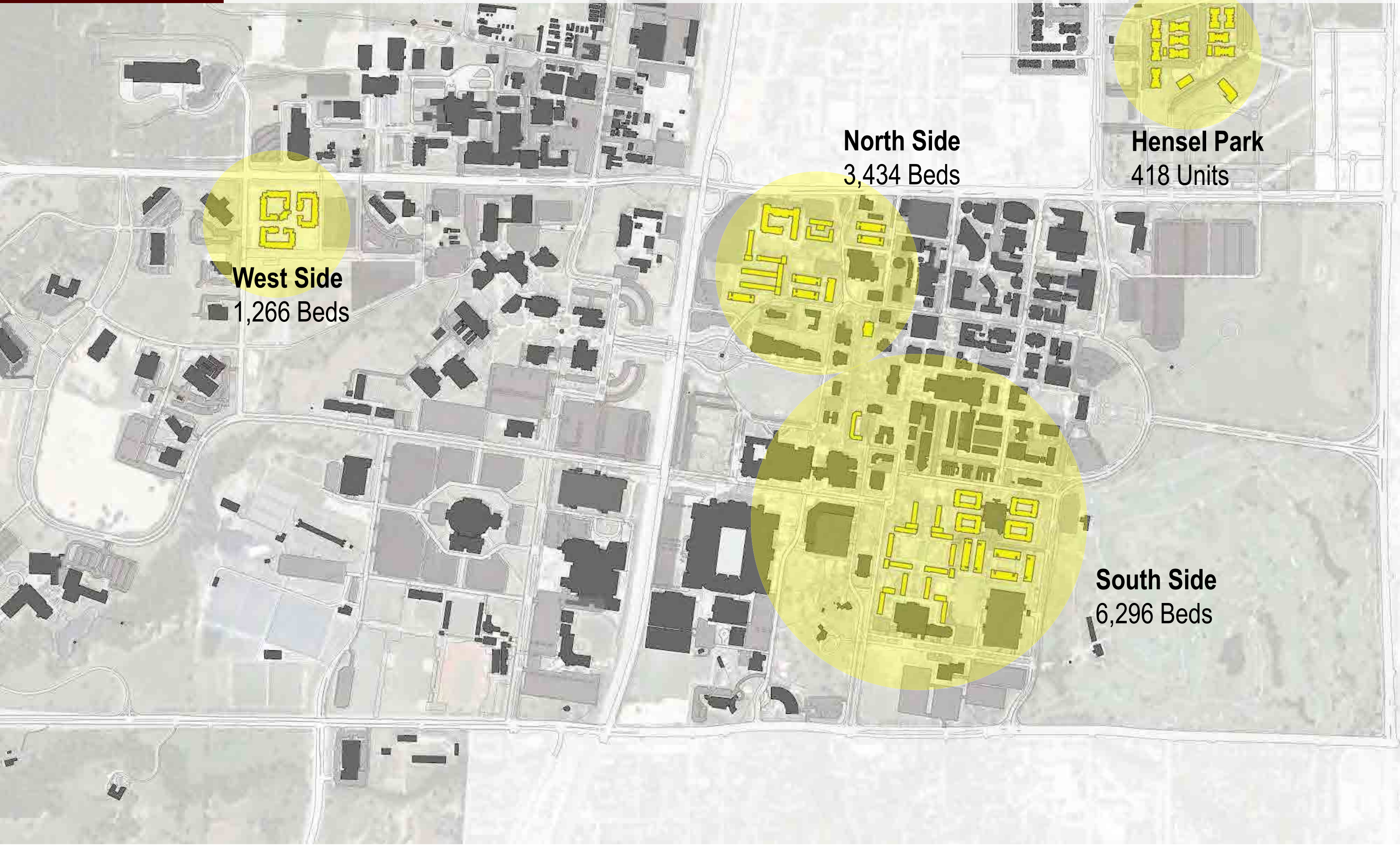
observe:

Housing Locations



observe:

Housing Locations



West Side

1,266 Beds

North Side

3,434 Beds

Hensel Park

418 Units

South Side

6,296 Beds

observe:

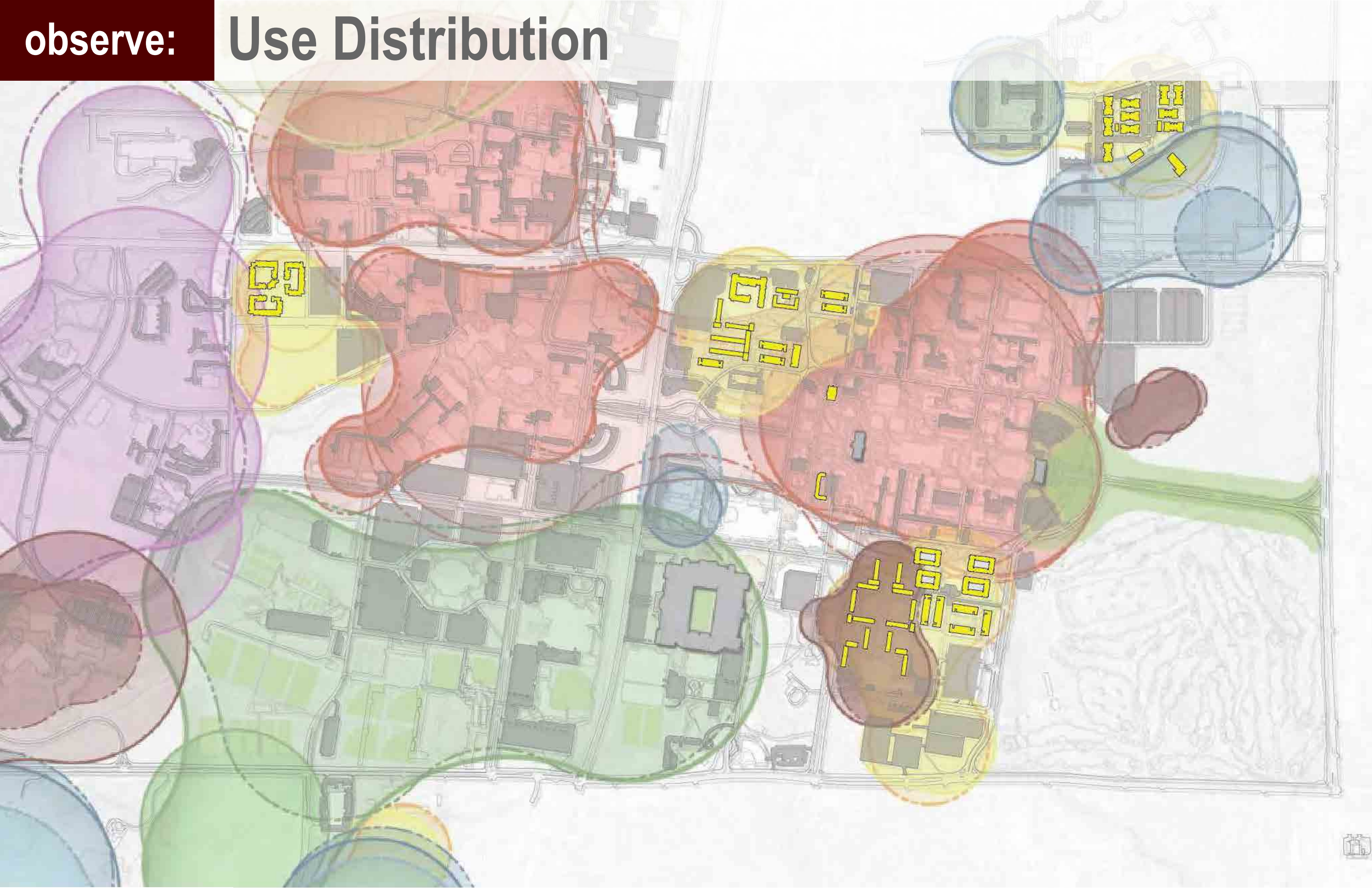
Housing Information – Campus

<p>Number of Rooms On-Campus*</p> <p>5,802</p>	<p>Total Occupancy (Beds) On-Campus*</p> <p>11,002</p>	<p>Average Age of Housing:</p> <p>52 years</p>
<p>Average Age of Housing <u>w/ Renovations</u></p> <p>21 Years</p>	<p>Living Learning Communities Present in:</p> <p>22/40 Residence Halls</p>	<p>Hensel Park (rent by bed or unit)</p> <p>418 Units</p>

* Does Not Include The Gardens Apartments

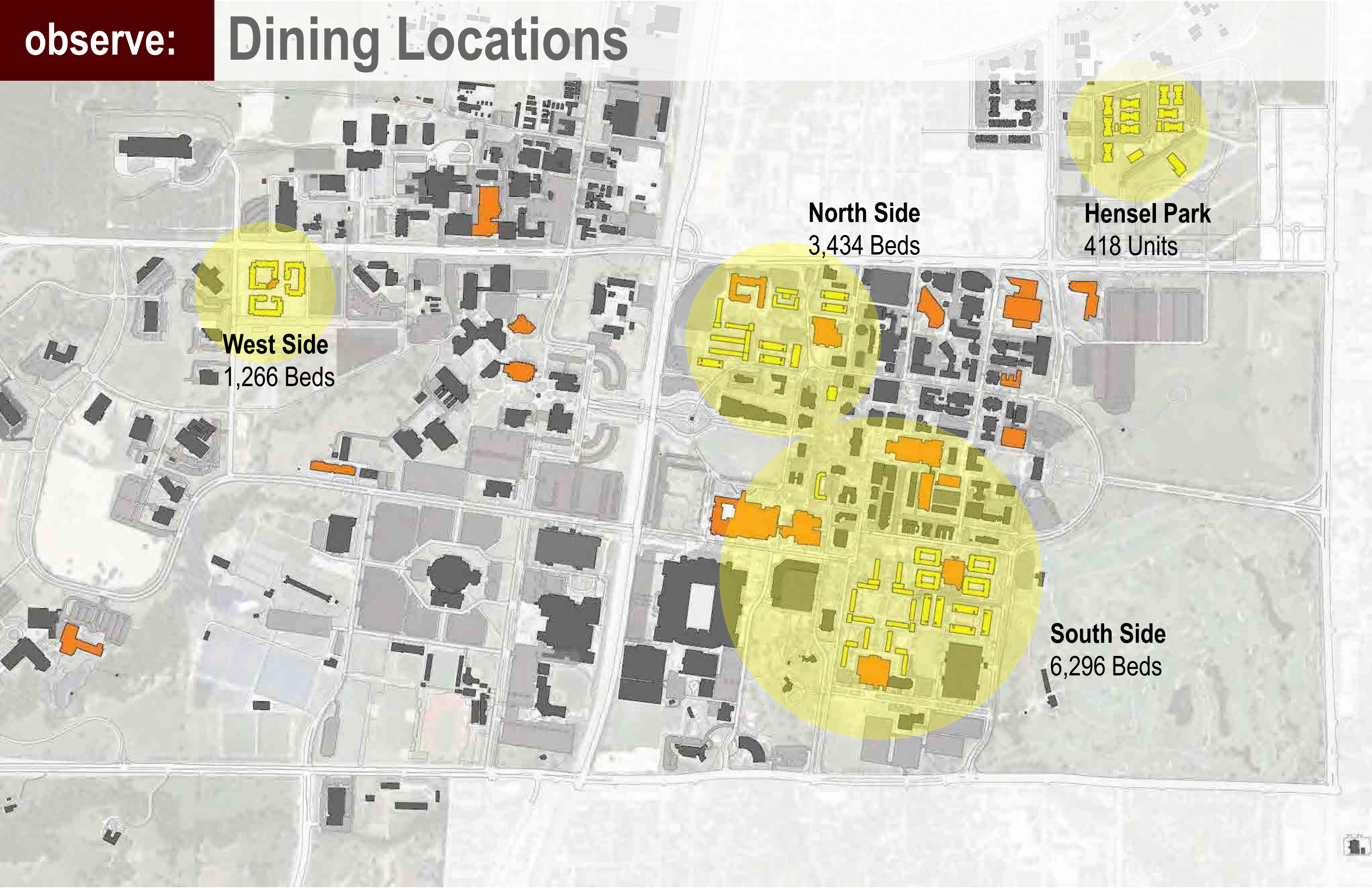
observe:

Use Distribution



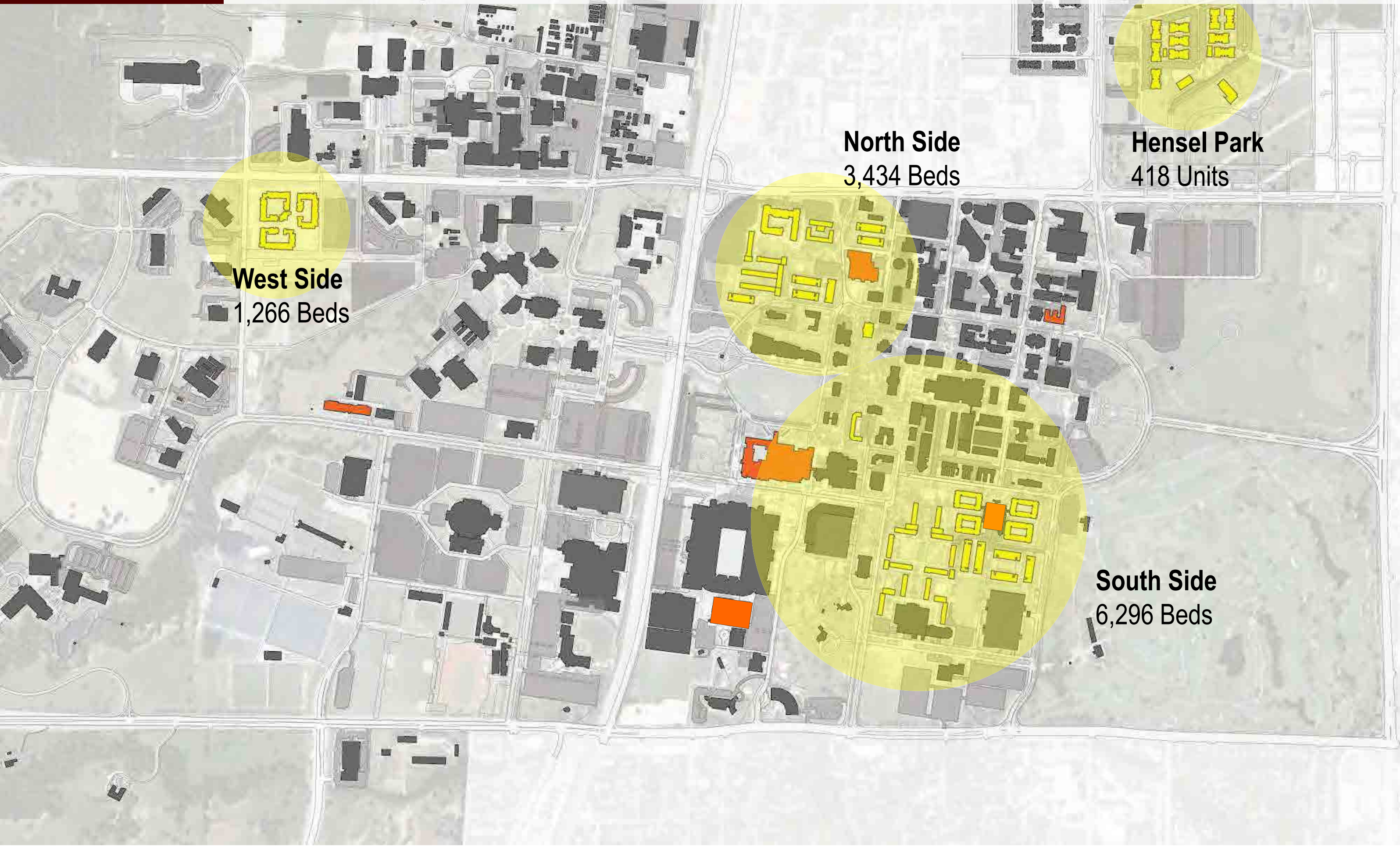
observe:

Dining Locations



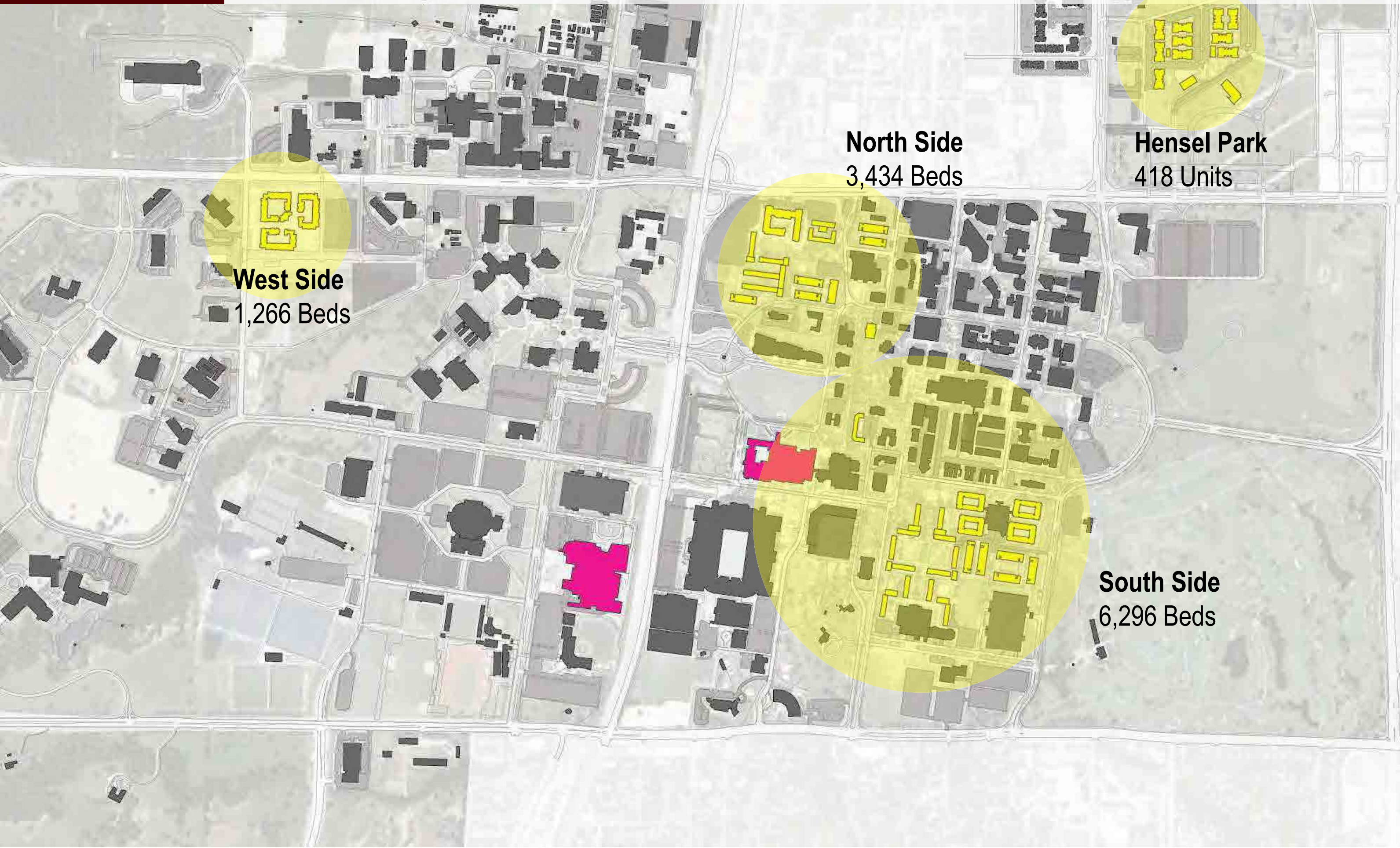
observe:

Meal Plan Dining Locations



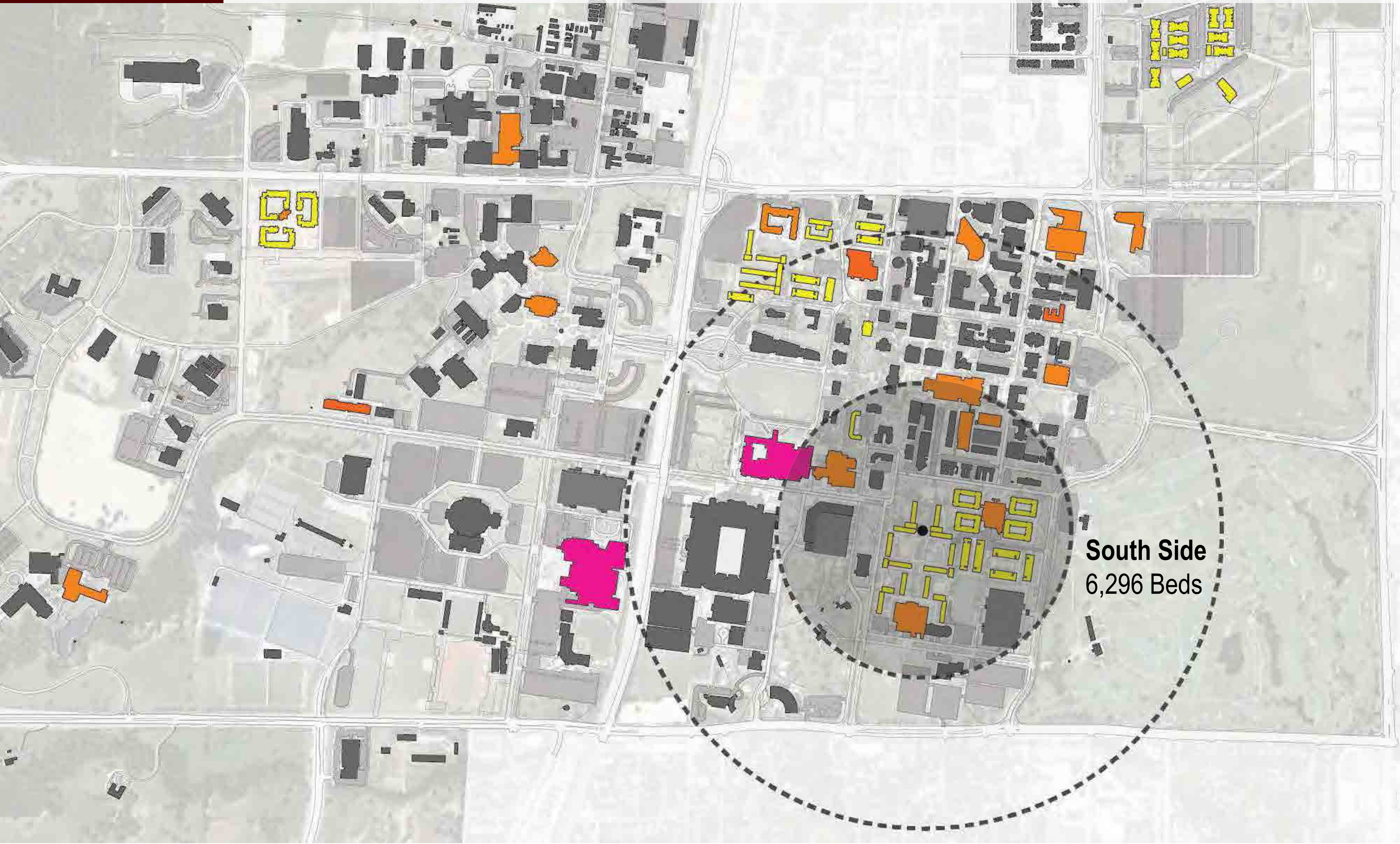
observe:

Student Focus Activities



observe:

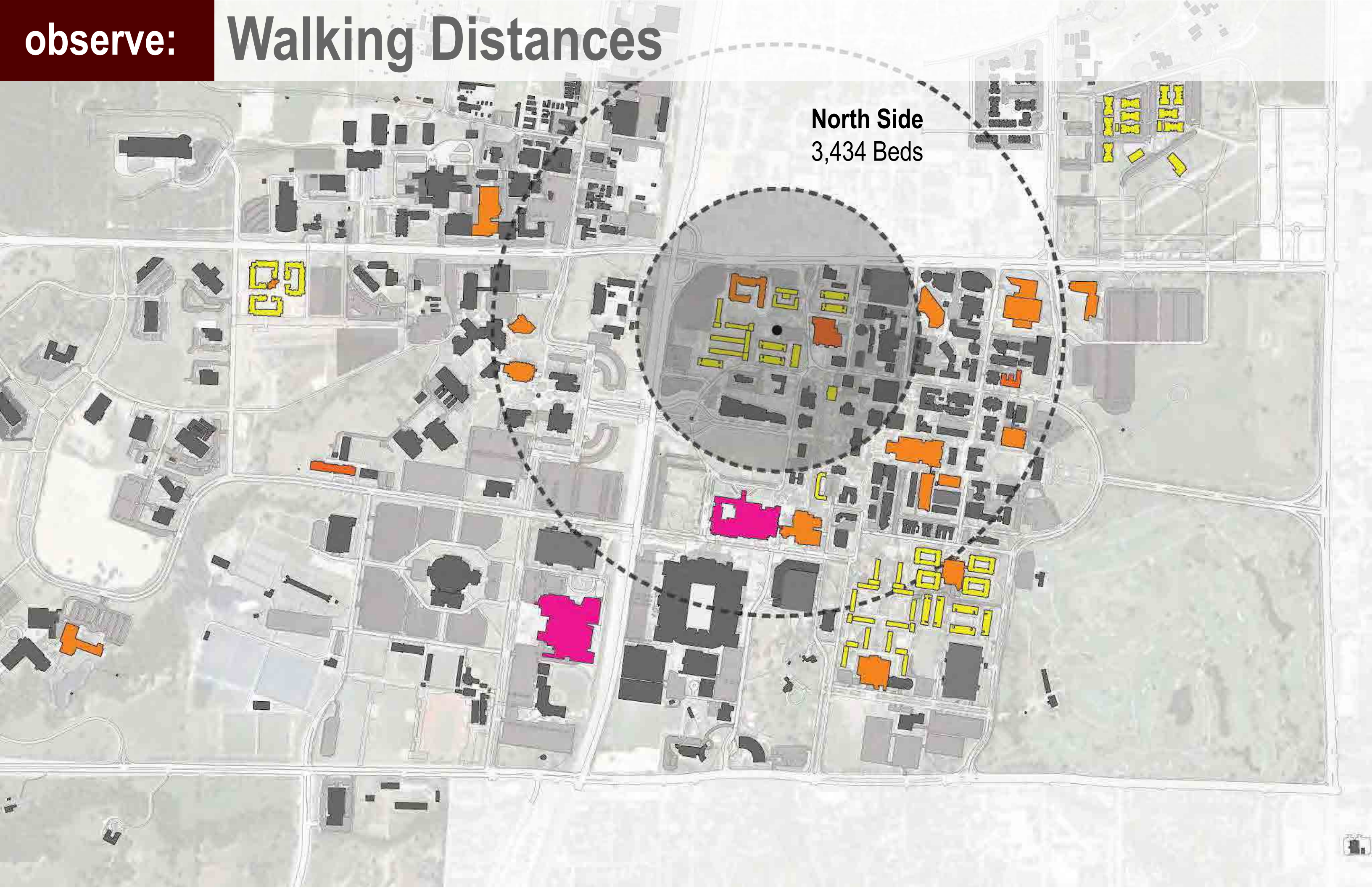
Walking Distances



South Side
6,296 Beds

observe:

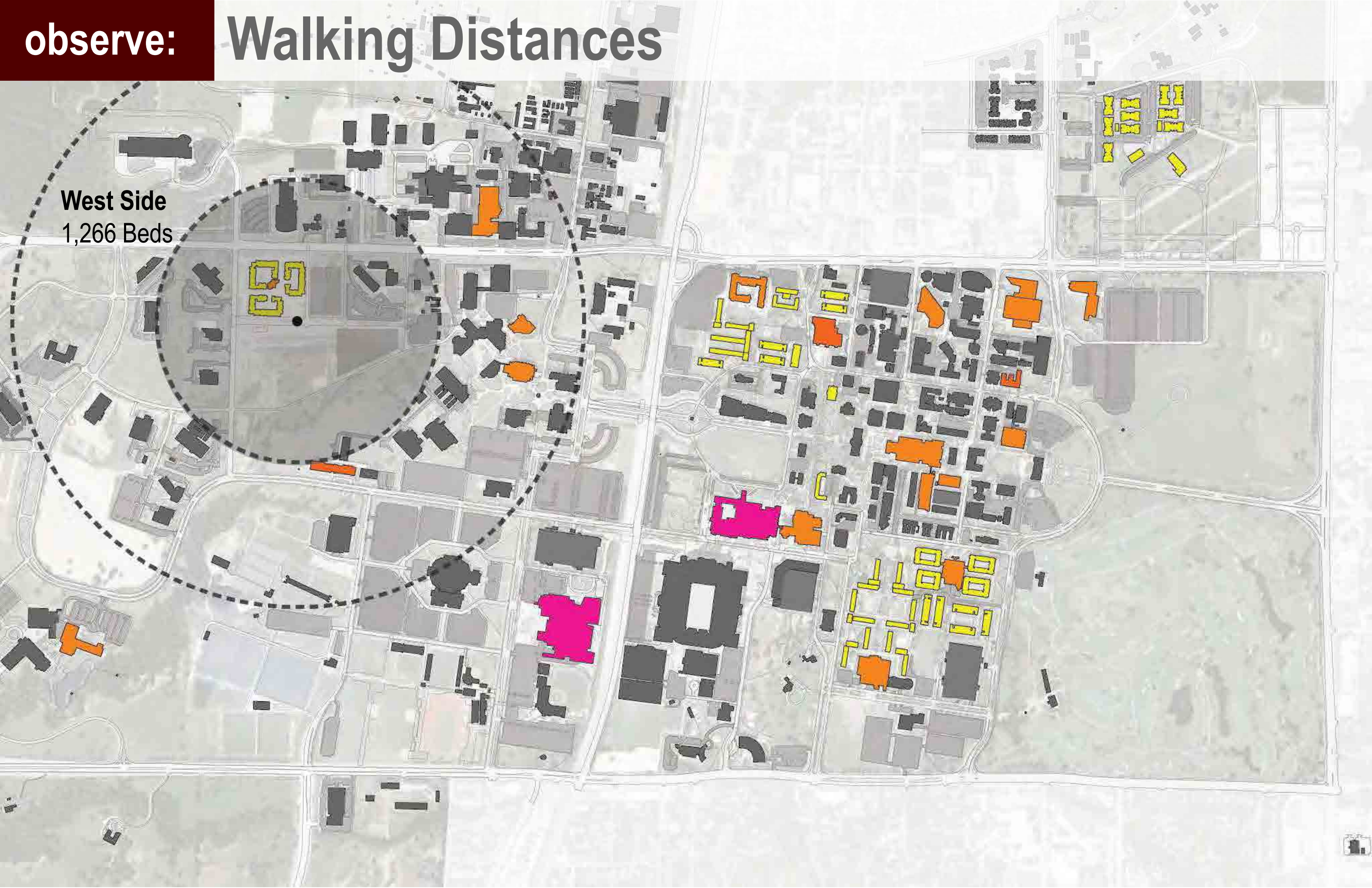
Walking Distances



observe:

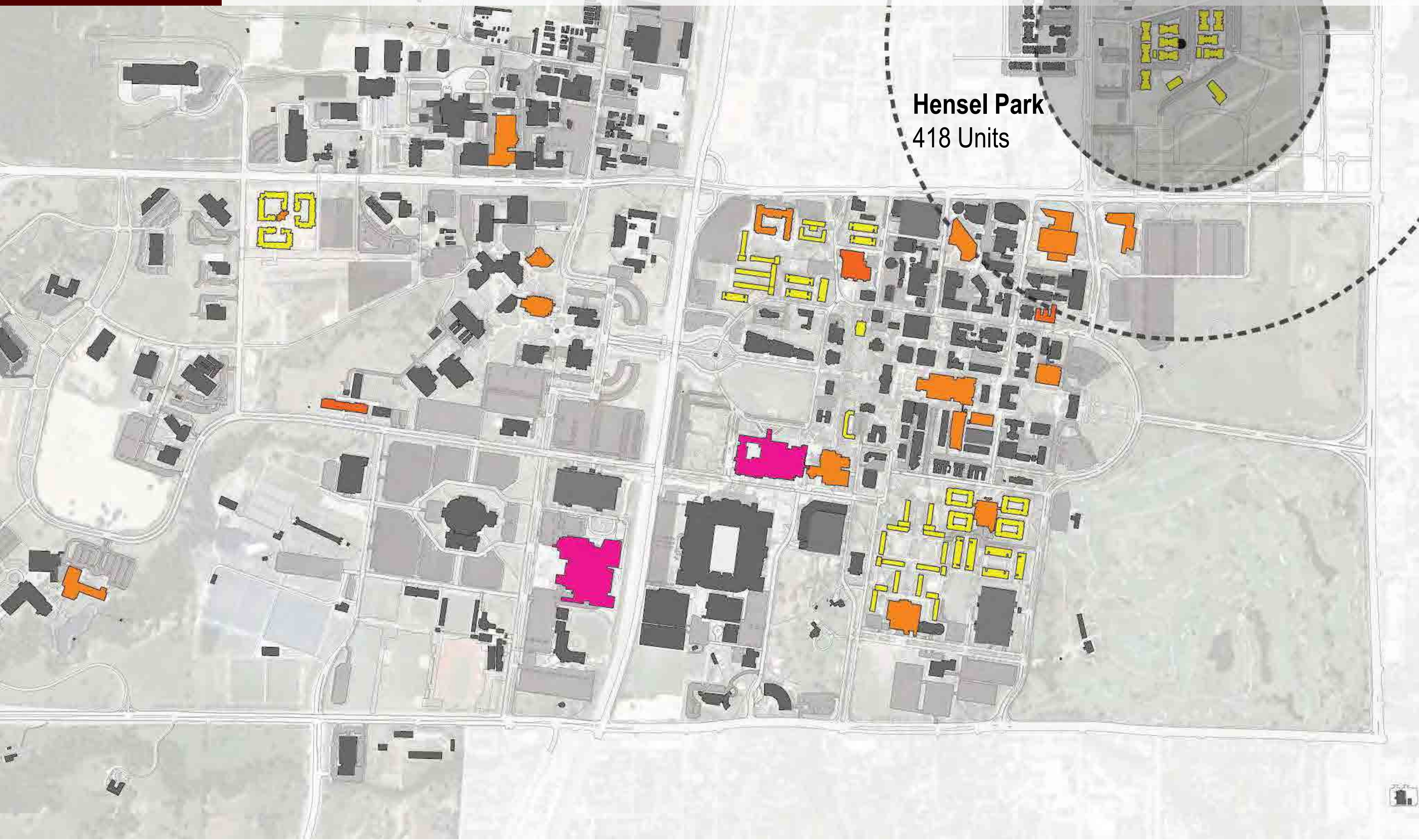
Walking Distances

West Side
1,266 Beds



observe:

Walking Distances



observe:

Walking Distances



observe:

Housing Diversity – North Side



observe:

Housing Diversity – South Side



observe:

Housing Diversity – West Side

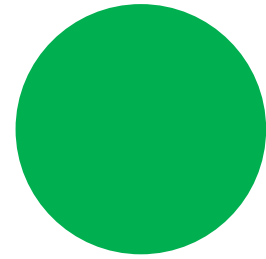




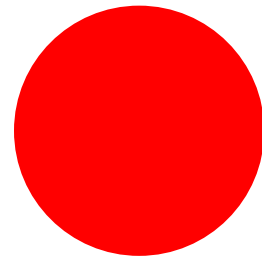
SWOT EXERCISE



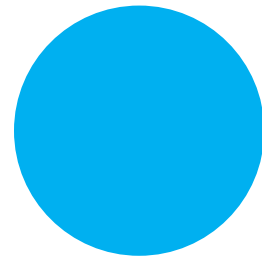
Exercise



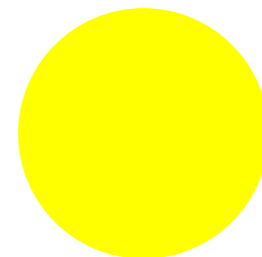
Strength: Characteristics of the campus that provide an advantage over others.



Weakness: Characteristics that place the campus at a disadvantage relative to others.



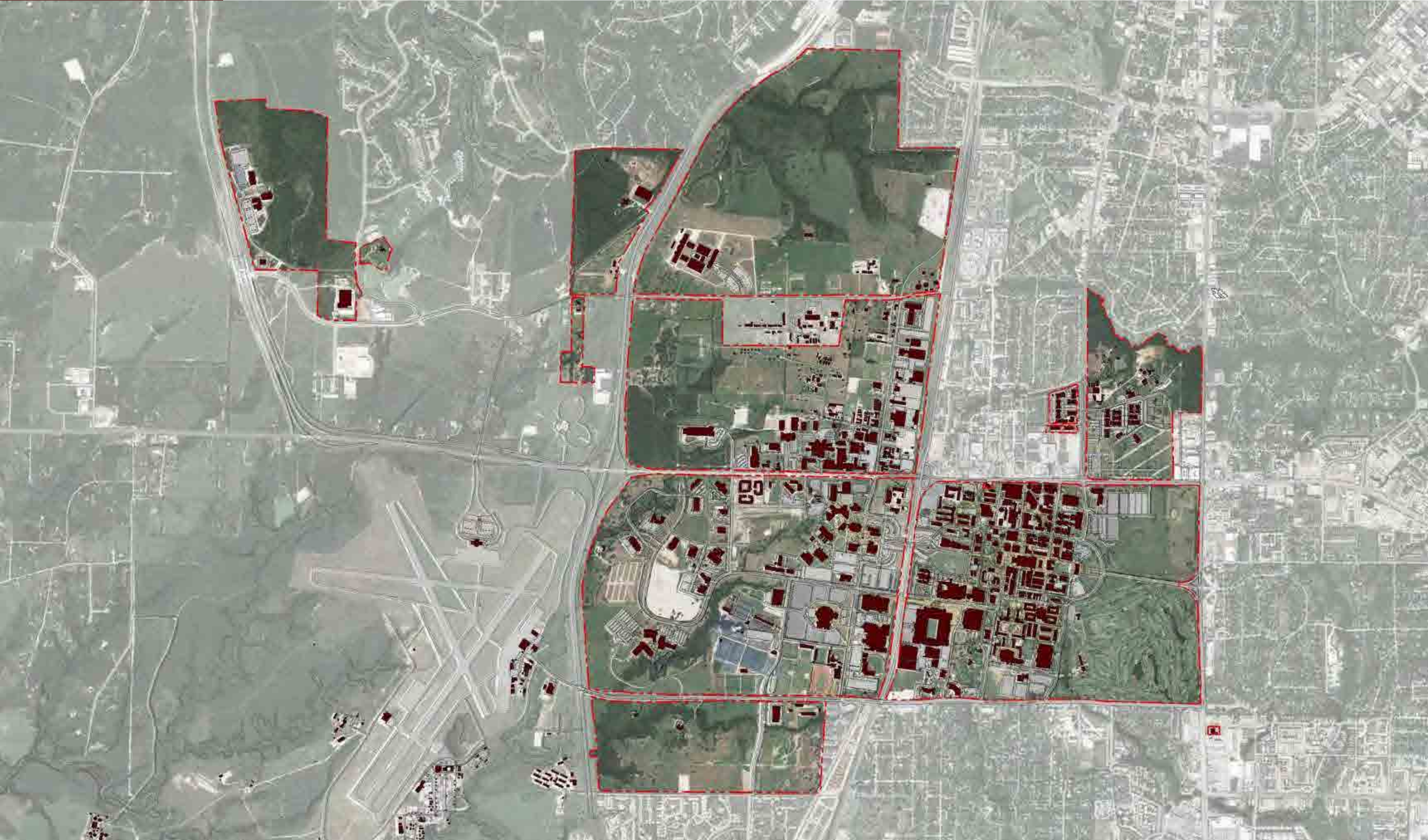
Opportunity: Elements that the campus could exploit to its advantage.



Threat: Elements in the environment that could cause trouble for the campus.

swot

Campus



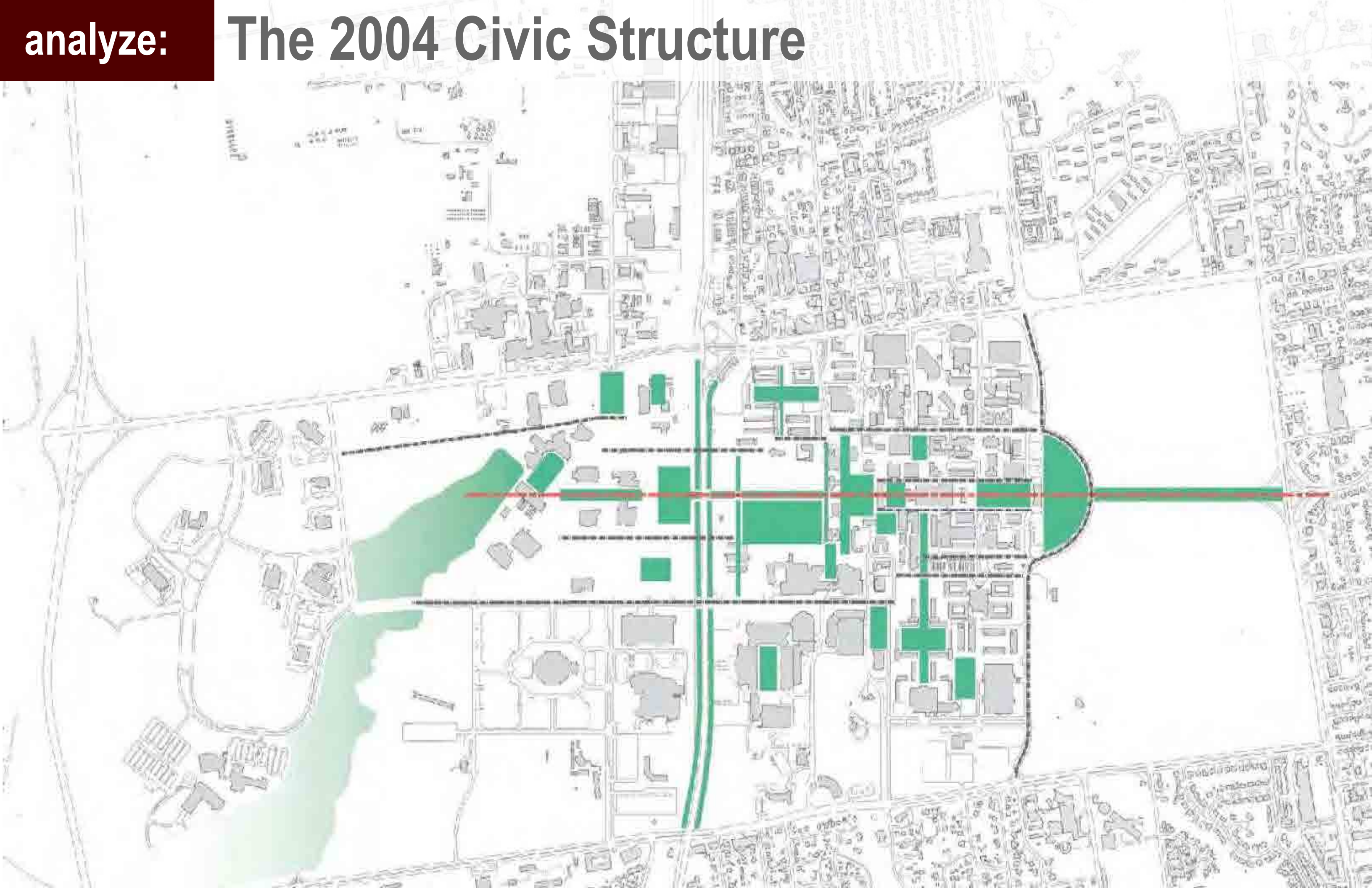


ANALYSIS



analyze:

The 2004 Civic Structure



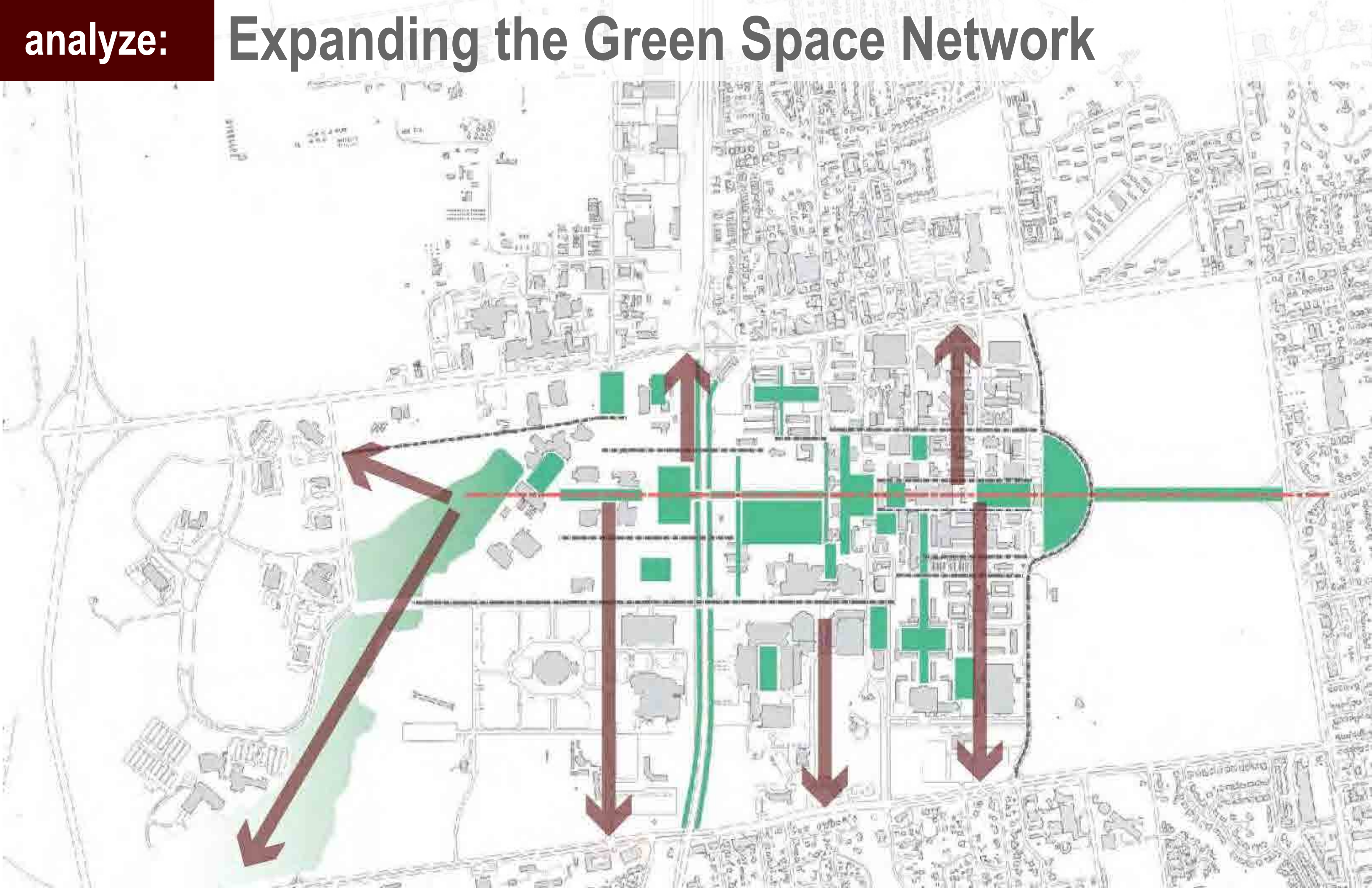
analyze:

Expanding the Green Space Network



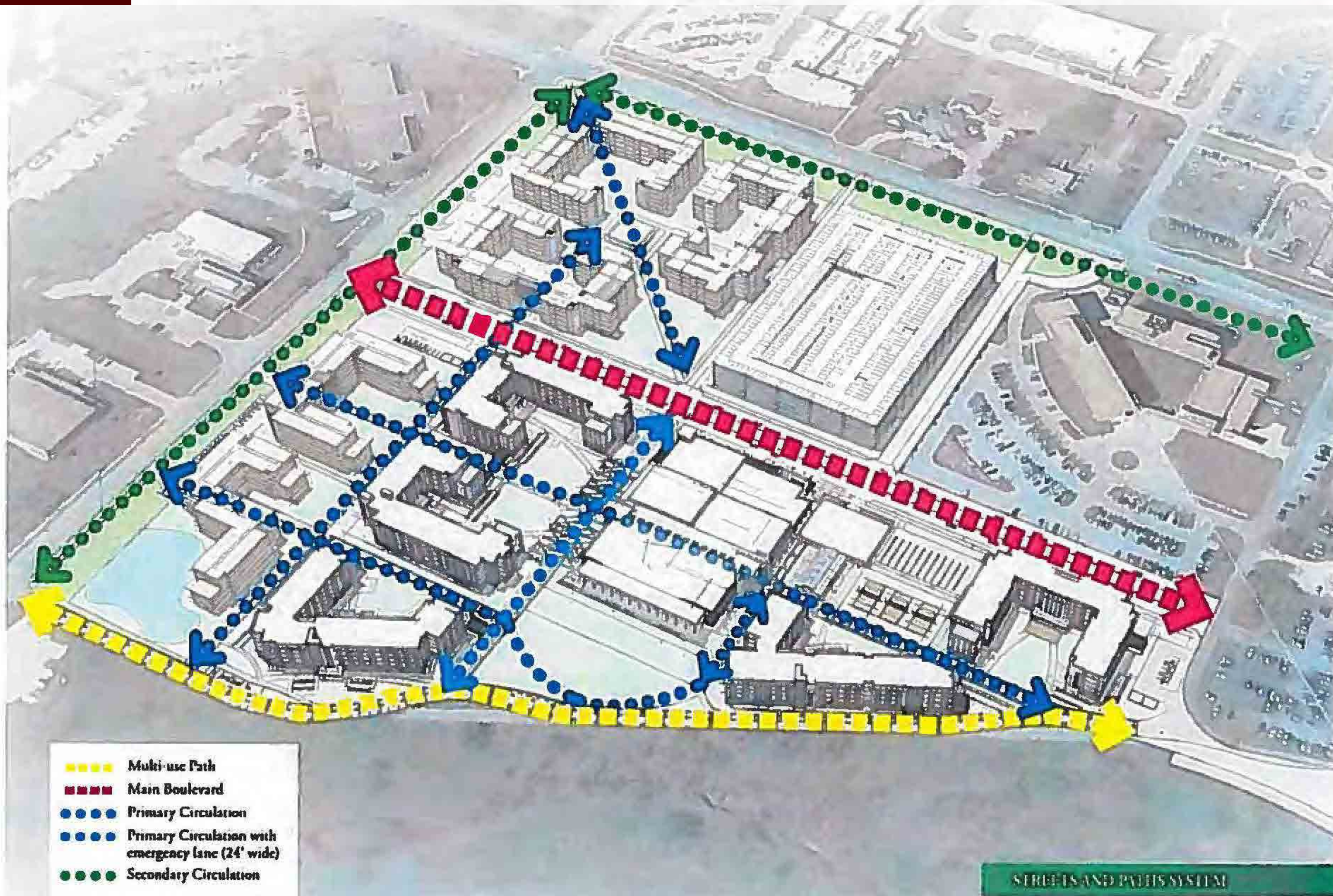
analyze:

Expanding the Green Space Network



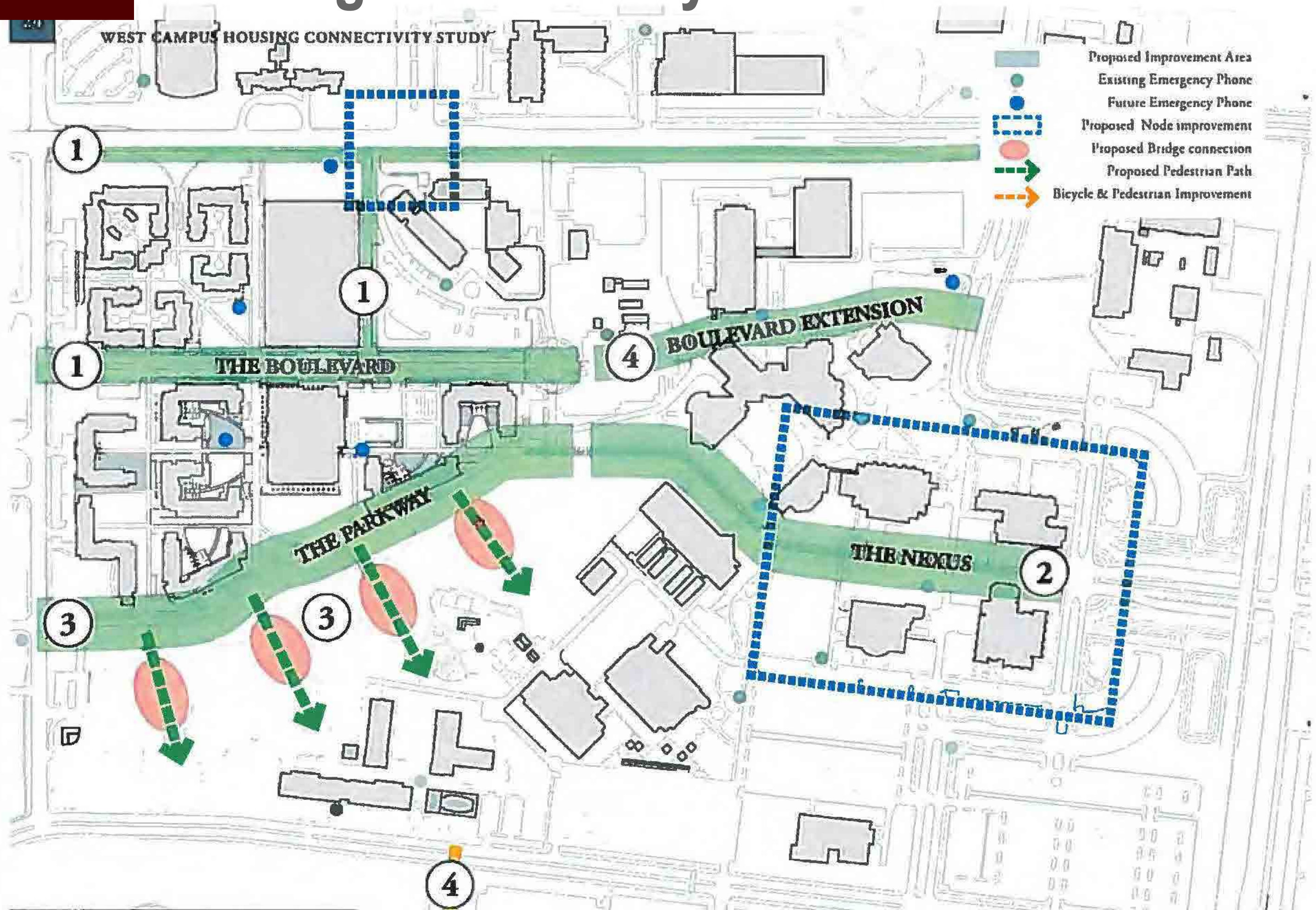
observe:

Housing Connectivity



observe:

Housing Connectivity





GOALS AND ADVICE



- **Define current and future potential capacities needs for housing and dining to support campus goals**
- **Study potential locations of future housing and dining facilities**
- **Partnership Synergies**
- **Facility operation models**
- **Consider undertaking a Housing Master Plan:**
 - **Phasing plan for new and renovated housing**
 - **Implementation of phasing plan**
 - **Financial modeling**
- **Housing diversity and alignment of student amenities**
- **Enhance connections to core academic areas, student centered buildings, dining, etc.**
- **Review housing typologies and student mix**
- **Identify, if desirable, the need for expansion of Live-Learning Communities**



QUESTIONS & DISCUSSION





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Thank You

