

# UNIVERSITY MASTER PLAN

Presentation to Town of Chapel Hill Council  
September 2018



THE UNIVERSITY  
of NORTH CAROLINA  
at CHAPEL HILL

AYERS  
SAINT  
GROSS







# AGENDA

1 Introduction

2 Big Ideas

3 Draft Master Plan

4 Discussion

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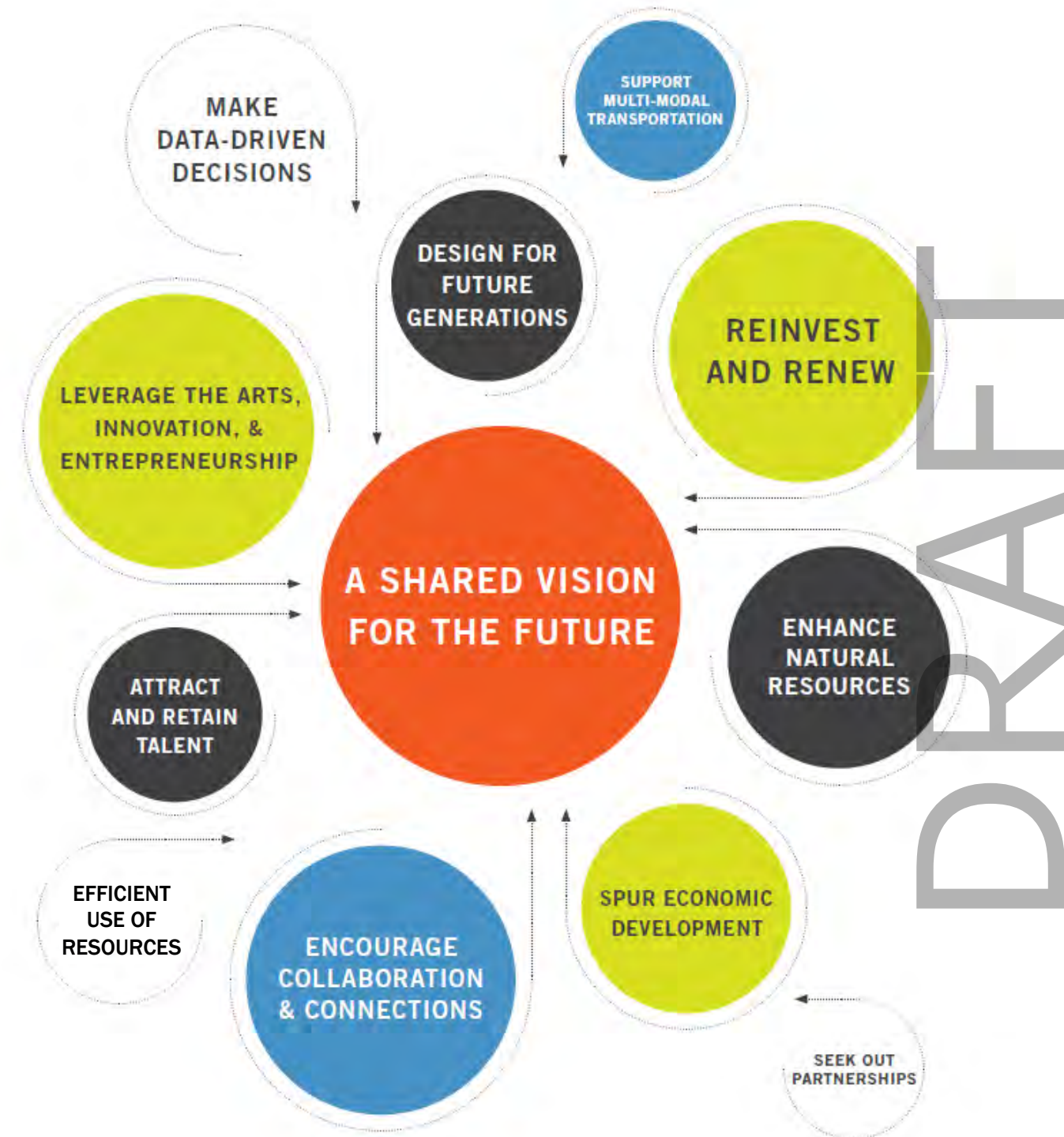
# INTRODUCTION

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# What is a master plan?

- Aligns physical campus with the university's Strategic Framework, *Blueprint for Next*
- Comprehensive and long-range (10-20 year) vision for campus
- Advances near-term priority projects within a broader context
- Identifies opportunities for many areas of the university to work towards shared objectives
- Flexible framework to support decision-making
- Foundation for entitlement processes with the Town of Chapel Hill





# What defines this master plan?

## Alignment with the Strategic Framework.

### Pillars

Of the public, for the public.  
Innovation made fundamental.

### Strategic Initiatives

The New Graduate  
The Great Convergence  
Modernizing Student Support  
Carolina Whole Health  
Culture of Innovation  
Arts Everywhere

## Ideas that are operational and aspirational.

### Operational

- Achieve greater efficiency and higher utilization
- Transform how Carolina works

### Aspirational

- Bold ideas
- Leading edge strategies
- Innovative implementation partnerships

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# BIG IDEAS



## Welcome

*Open to all.*



## Connections

*Link it together.*



## Hubs

*Mix it up.*

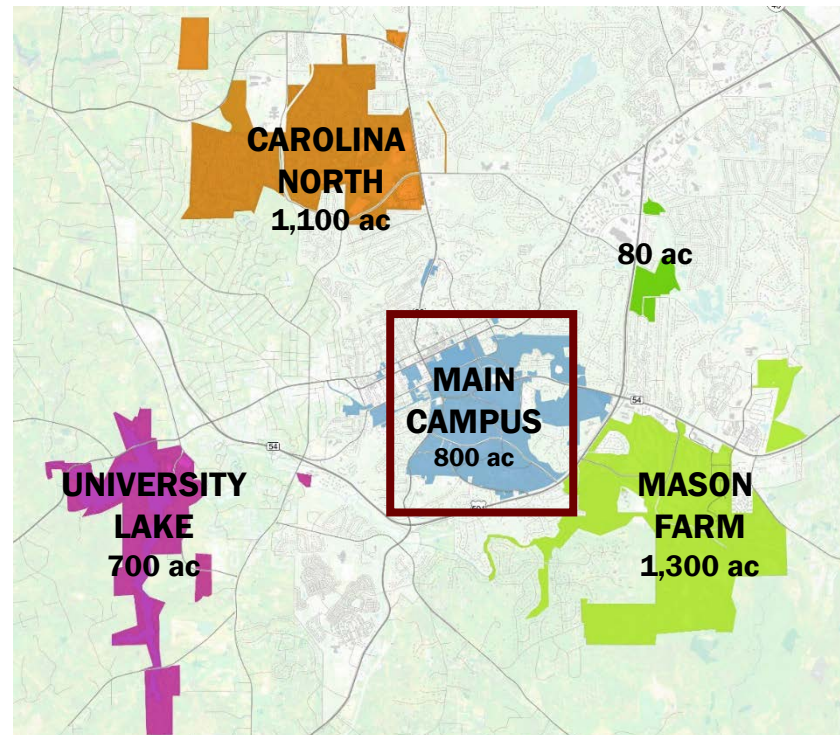
Enhance existing assets and create new environments contributing to a vibrant campus.





# The Campus Today

- **Defined by natural features**
  - 3,980 total acres - Not all land is developable
  - Access constrained
- **Mature campus core**
  - 21.3 million GSF built over more than two centuries
  - 20.0 million GSF (94%) on the 800-acre Main Campus
  - 7.1 million GSF (33%) built since 2001
- **Renewal needed**
  - 6.4 million GSF (30%) in buildings rated severe or poor condition





# CAMPUS SYSTEMS

The Big Ideas inform physical planning strategies across transportation, open space, and infrastructure systems.



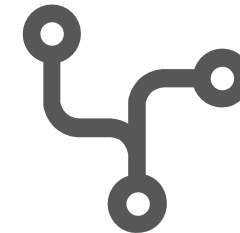
## Transportation

- Prioritize open space and the pedestrian environment .
- Promote alternate modes – transit, bike.
- Meet critical parking and access needs and think ahead to new technologies.



## Open Space

- The campus landscape is central to the success of the campus.
- Each project should enhance the open space and connectivity networks.
- Landscapes should reflect native regional ecologies.



## Infrastructure

- Locate buildings to minimize utility conflicts.
- Plan for future utility distribution and reduce energy consumption.
- Incorporate stormwater management techniques into every project involving campus landscapes.





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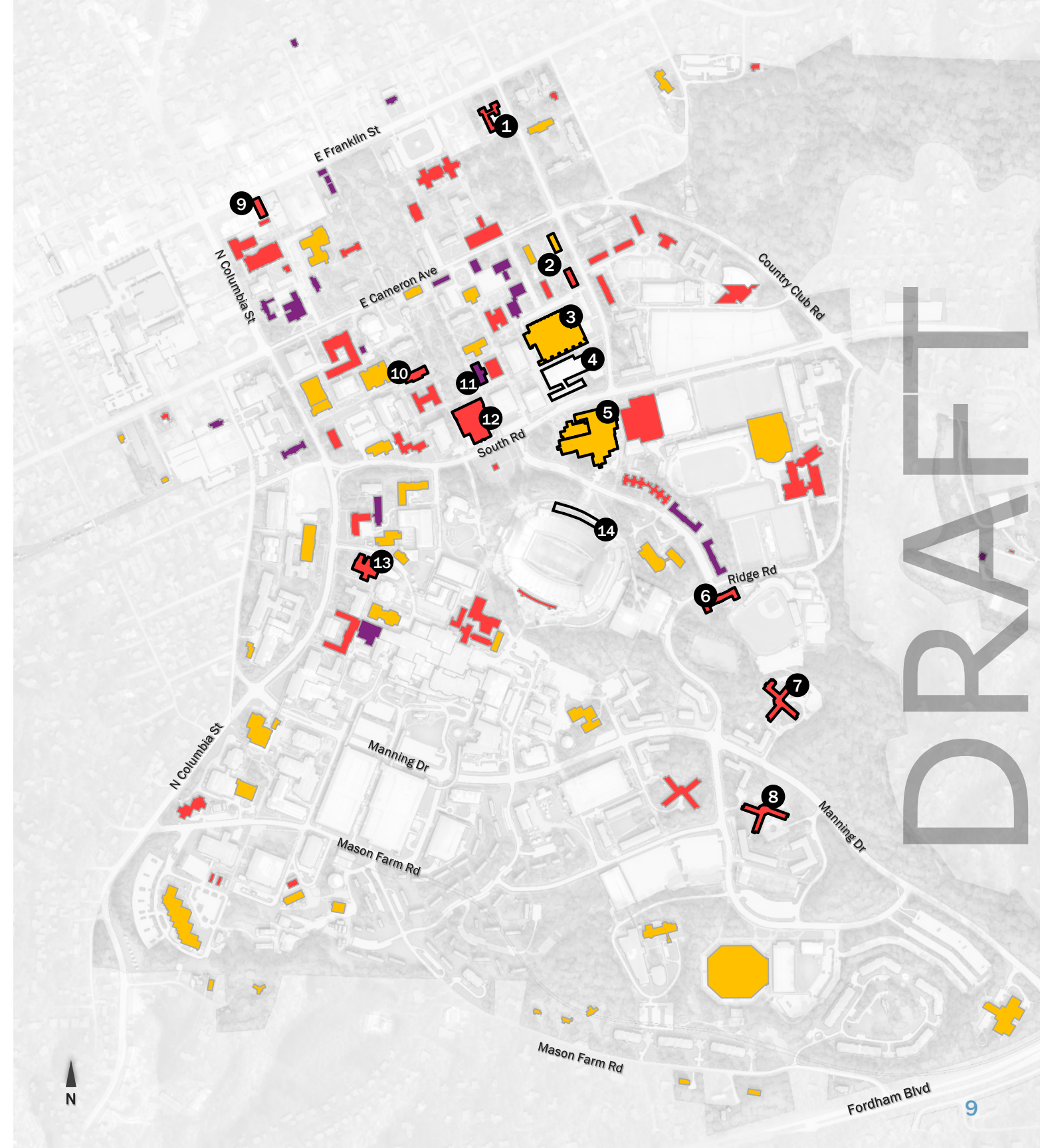
# Opportunities for Change

- 6.4 million GSF (30% of campus space) in buildings rated worst, severe, or poor condition
- Major proposed renovations with programmatic changes:

1. Spencer
2. Upper Quad
3. Davis Library
4. Graham Student Union
5. Student Recreation Center
6. Avery
7. Ehringhaus
8. Hinton James
9. 134 E. Franklin
10. Gardner
11. Bingham
12. Wilson
13. Carrington
14. Kenan North

-  WORST CONDITION (FCI > .7)
-  SEVERE (FCI .3 - .7)
-  POOR (FCI .1-.3)
-  MAJOR RENOVATION WITH PROGRAMMATIC CHANGE PROPOSED

Facilities Condition Index (FCI) measures the ratio of deferred maintenance needs to building replacement cost. Data Provided by Engineering Information Services, May 2018.

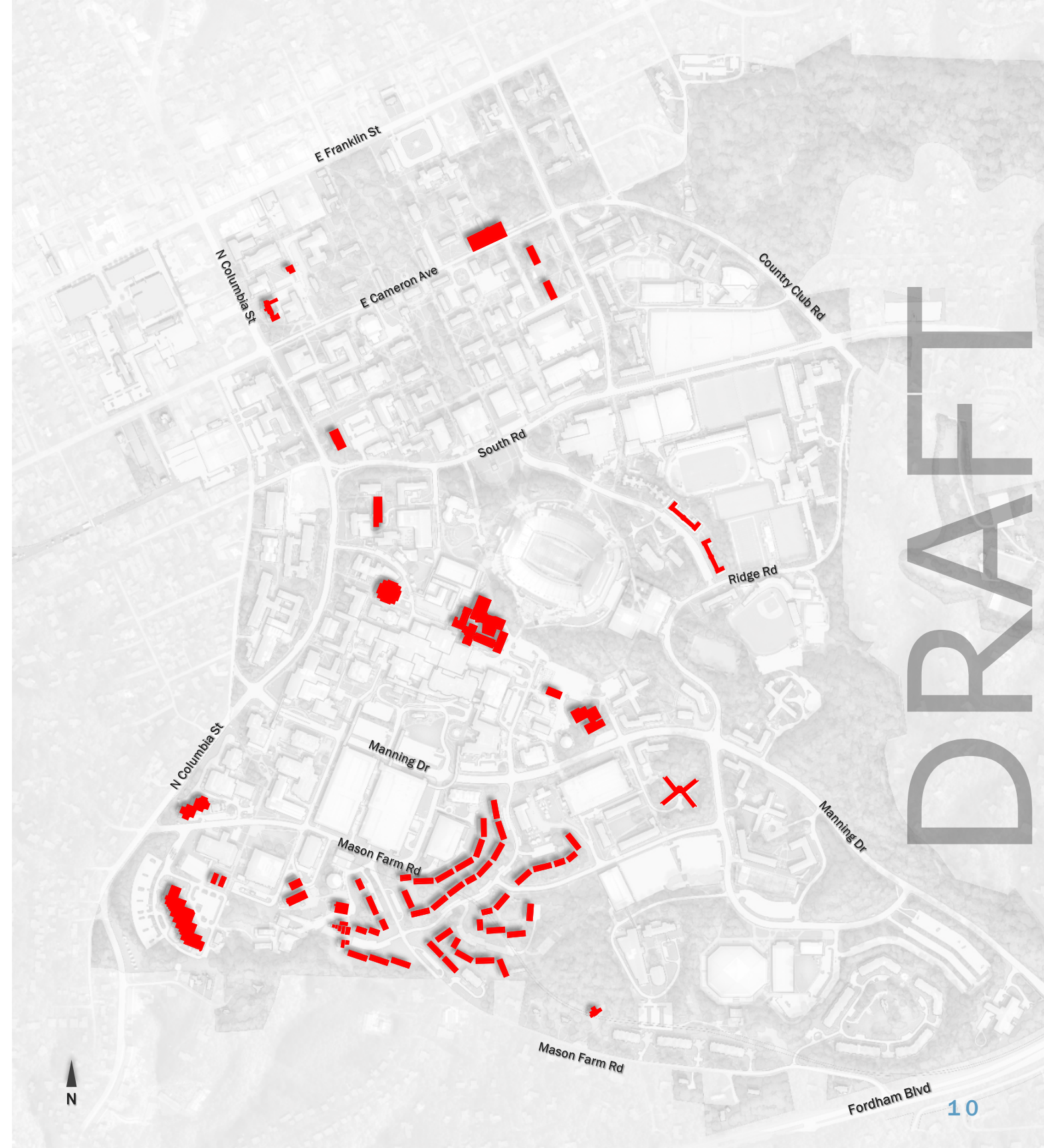




# Opportunities for Change

- The condition and/or potential redevelopment capacity of several buildings makes them candidates for redevelopment over the long-term.
- Total proposed demolition: 1.2 million GSF (Including 200,000 GSF for the planned demolition of Odum Village)

■ POTENTIAL DEMOLITION





# BIG IDEAS

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# Welcome

*Open to all.*

## Strategic Framework

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### Strategic Initiatives

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- The Great Convergence
- Modernizing Student Support
- Carolina Whole Health
- Culture of Innovation
- Arts Everywhere

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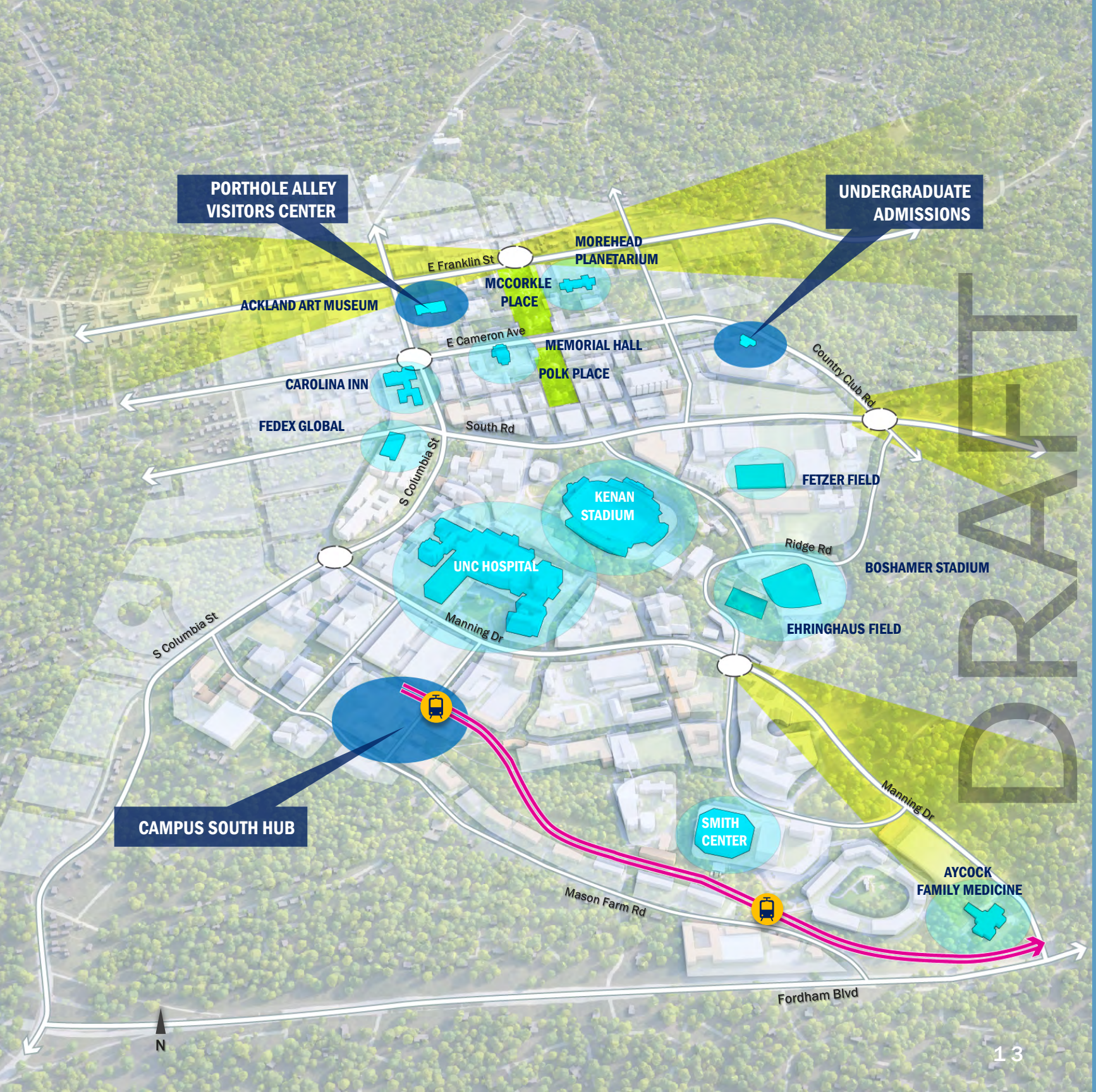
# Welcome

## Open to all.

UNC Chapel Hill is of and for the public. Its community encompasses students, faculty, staff, patients, partners, spectators, and guests.

### How can the campus be more welcoming?

- Visitor arrival and circulation
- Improved visitor touchpoints
- Design - openness and transparency across campus



- MAJOR VEHICULAR CIRCULATION
- ARRIVAL POINTS
- PLANNED LRT LINE
- PLANNED LRT STATION
- EXISTING VISITOR TOUCHPOINT
- NEW/ENHANCED VISITOR TOUCHPOINT



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## Public interface

- Convenient multi-modal access for visitors, especially light rail
- Cluster outward-facing and independent functions to create critical mass

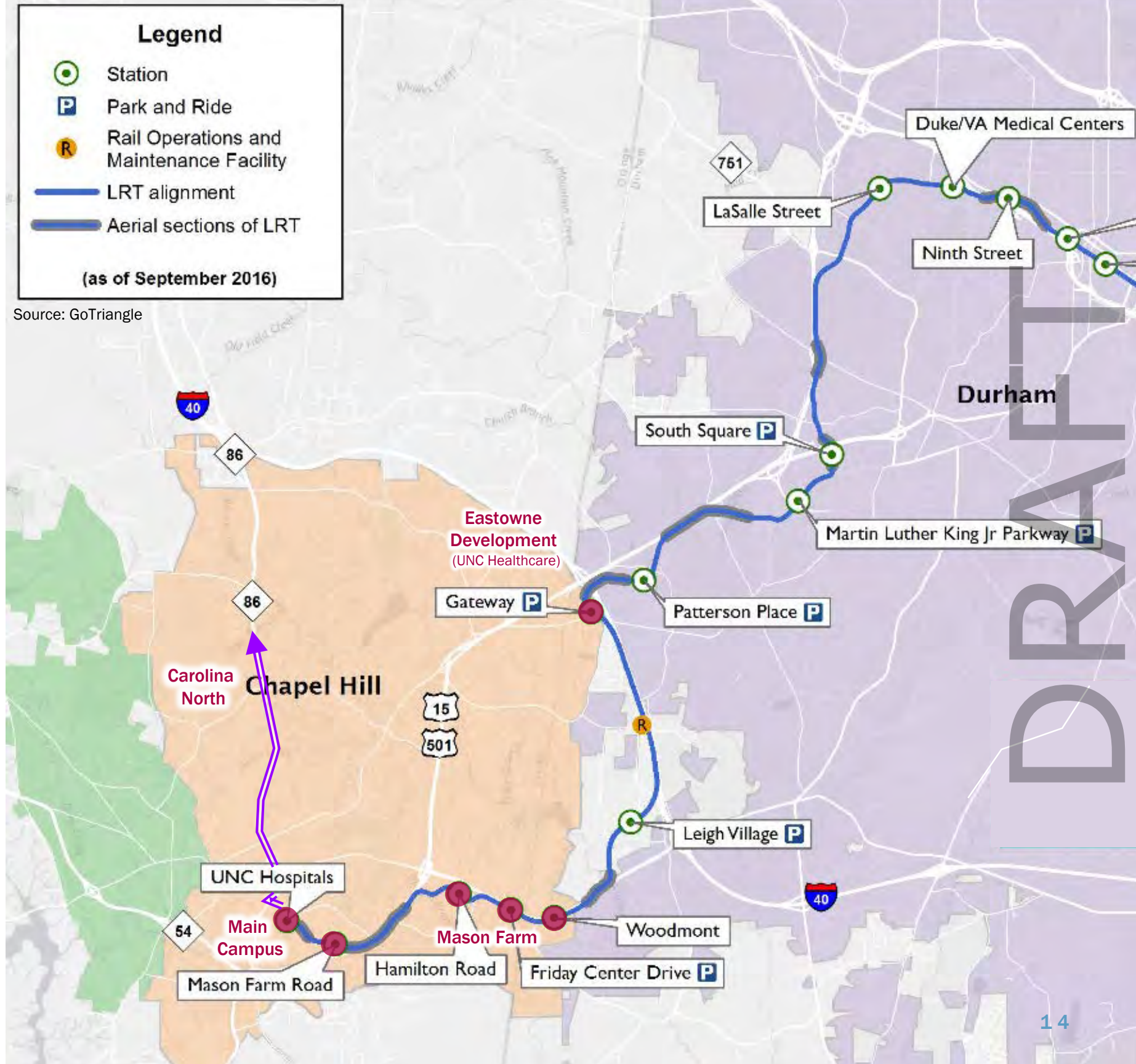
## The New Graduate

- Differing engagements with the university and the campus

## Consistently Carolina

- Buildings, landscapes, and character
- Branding

- PROPOSED BRT CONNECTION
- LRT STOP ADJACENT TO UNC PROPERTY







## Connections

*Link it together.*

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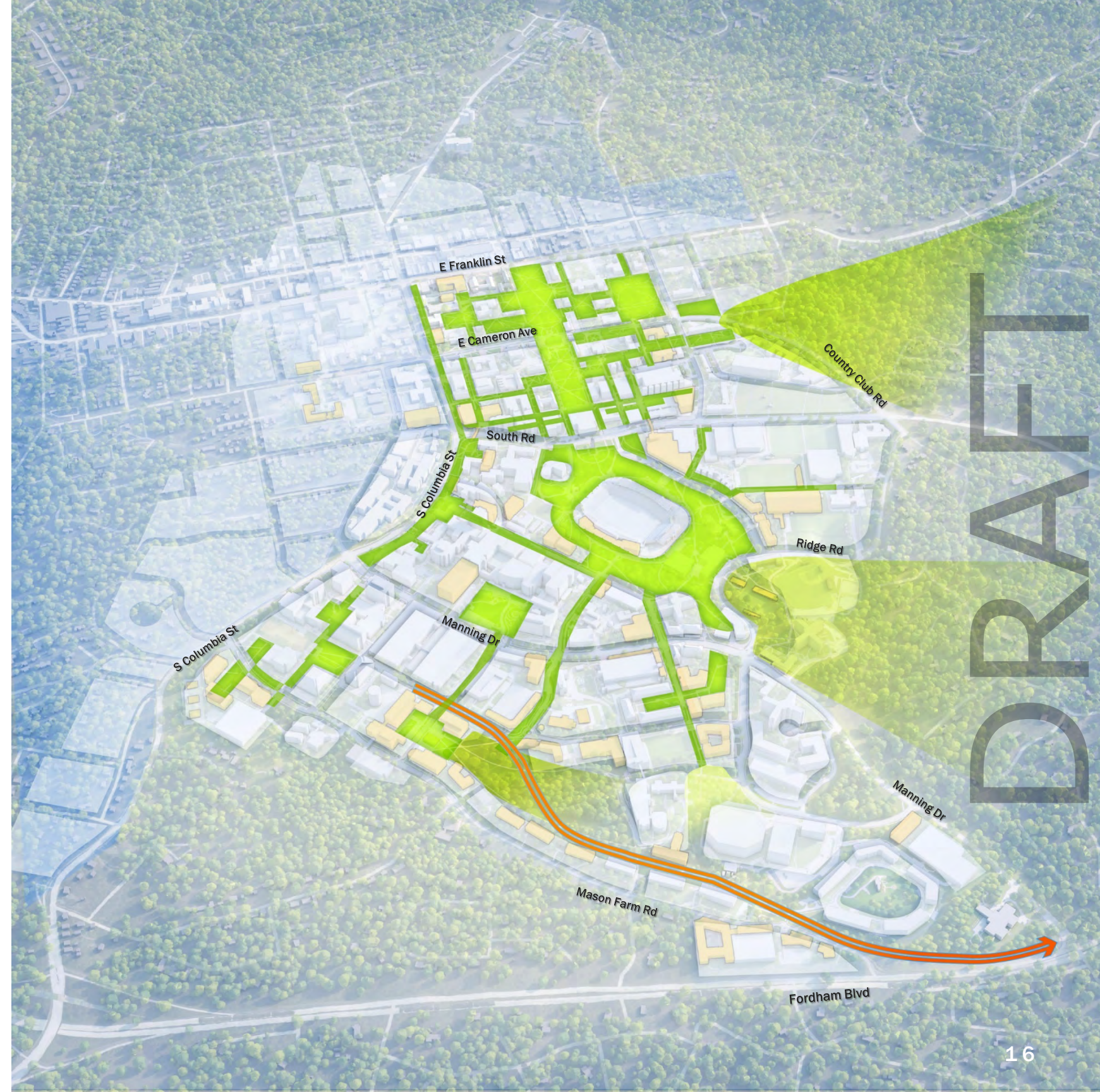
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# Connections

## Link it together.

The built environment is a powerful tool to connect people to place and to one another.



- MAJOR PEDESTRIAN CONNECTION
- MAJOR THEMATIC CORRIDOR
- ACTIVITY NODE
- PROPOSED PEDESTRIAN BRIDGE



# Connections

## Link it together.

The network of campus connections links the western research corridor to the eastern student experience corridor.

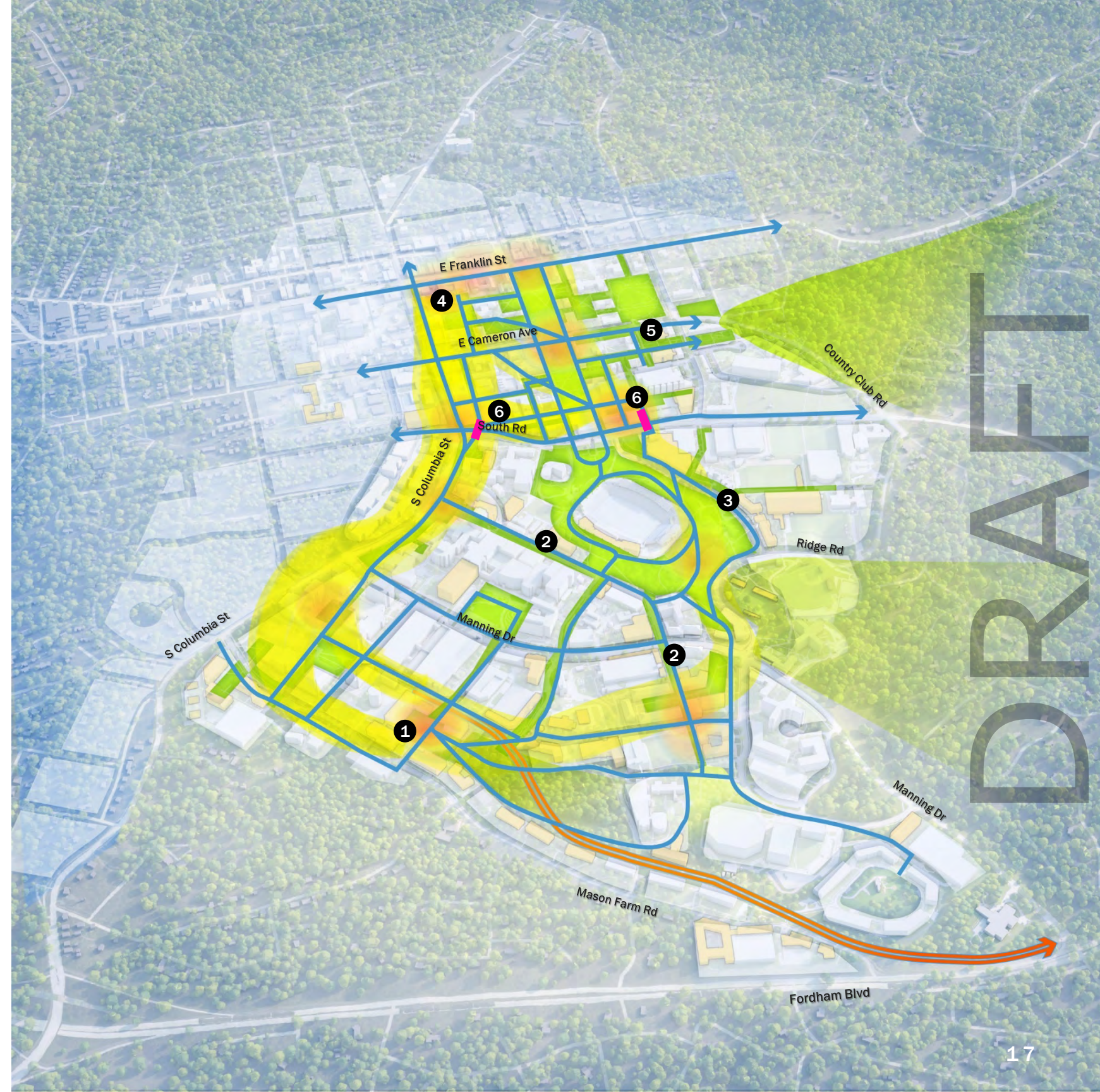
### What makes a strong connection?

- Accessibility
- Visual connection
- Comfort
- Safety
- Lighting
- Materials
- Planting
- Art
- Signage and wayfinding

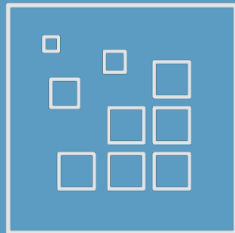
### Connectivity enhancements

1. Creating a grid in South Campus
2. Paul Hardin Drive Extension
3. Stadium Drive
4. Porthole Alley
5. Upper Quad
6. Bridges over South Road

- MAJOR PEDESTRIAN CONNECTION
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## Hubs

*Mix it up.*

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# Hubs

## Mix it up.

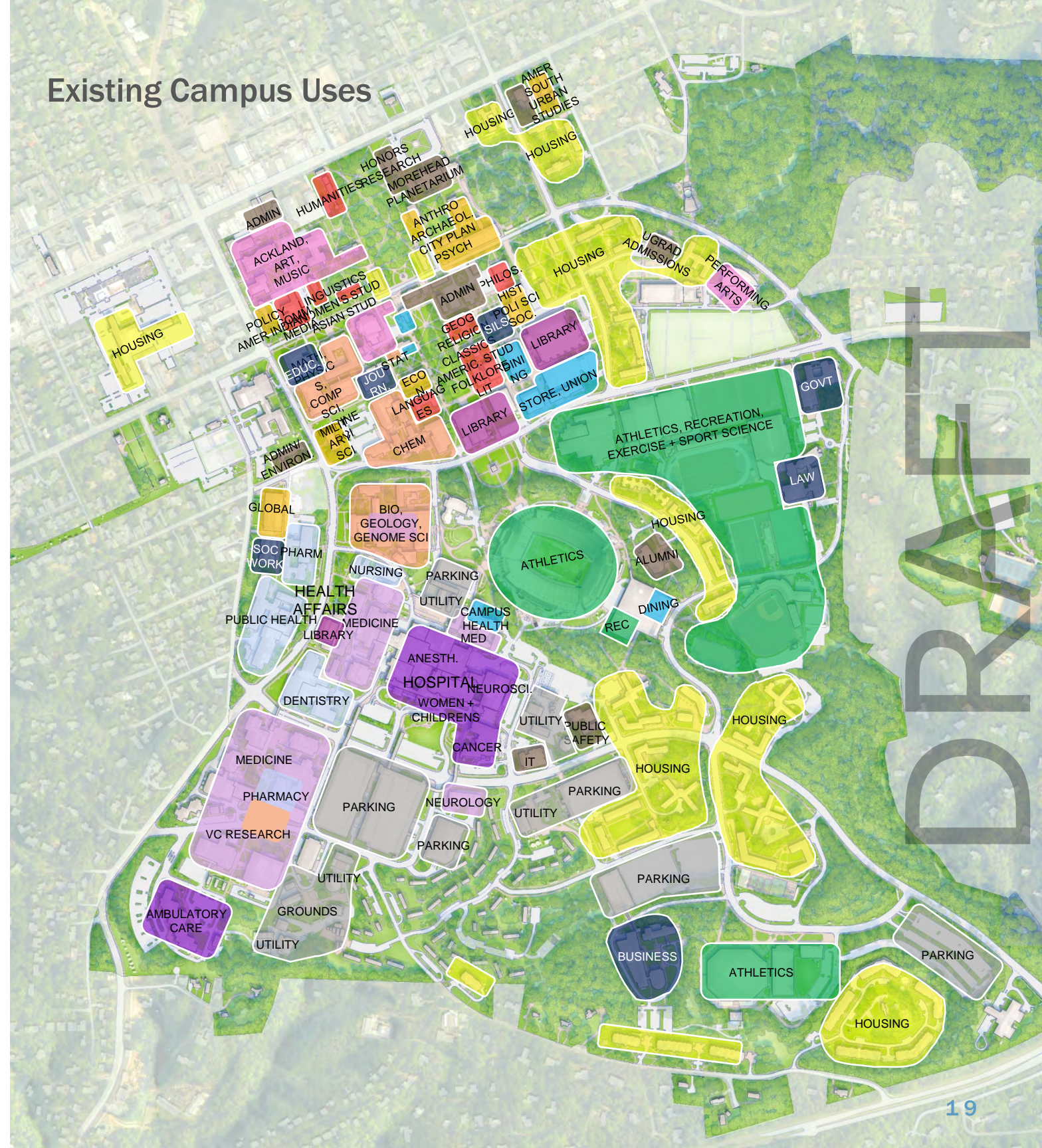
Proximity is powerful and shapes community. The mix of uses and programs in each building should reinforce the culture we aspire to have.

### What makes a hub?

- Density
- Proximity
- Intentional mix of uses and disciplines
- See and be seen
- Space to collaborate
- Work environments

- ADMINISTRATION, SPECIAL FACILITIES
- ATHLETICS, REC, ESS
- FINE ARTS
- HOSPITAL
- HOUSING STUDENT
- HUMANITIES
- LIBRARY
- MEDICINE
- NATURAL SCIENCES + MATHEMATICS
- OTHER HEALTH AFFAIRS
- OTHER SCHOOLS + COLLEGES
- SERVICES
- SOCIAL SCIENCES

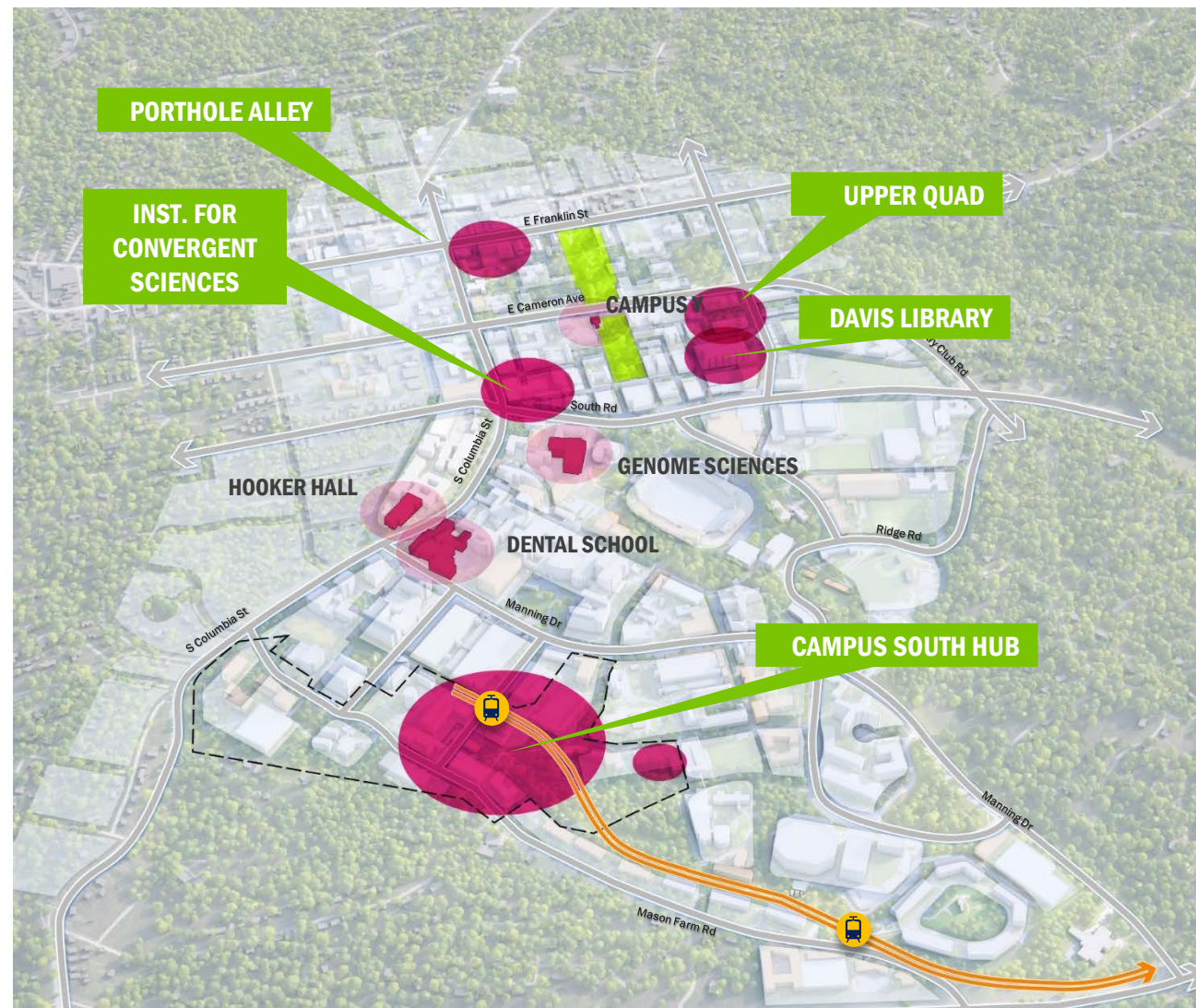
## Existing Campus Uses





# Innovation + Convergence Hubs

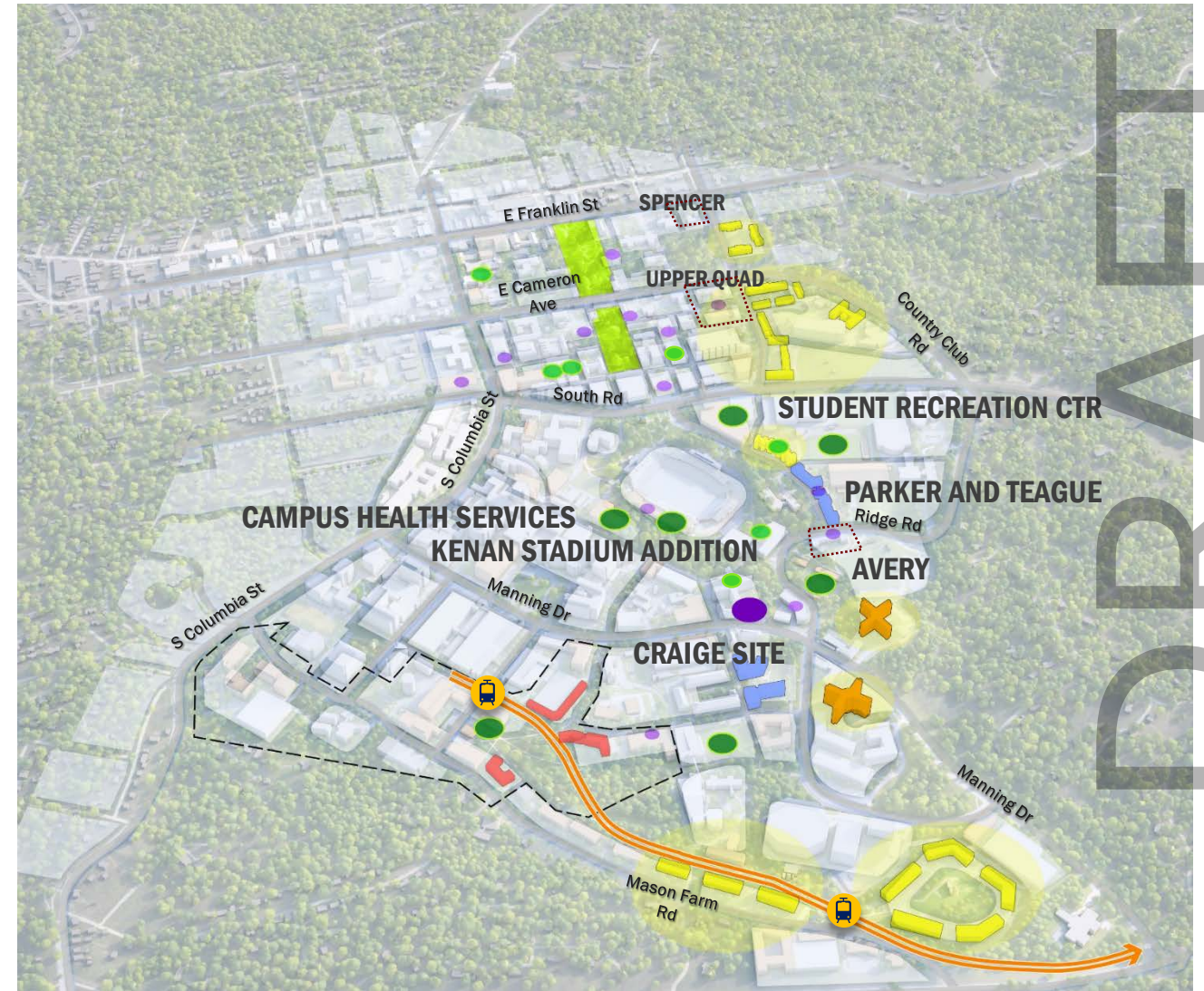
- Enable creative collisions between faculty of different disciplines.
- Create space on campus to foster entrepreneurship and partnerships.



- PLANNED LRT LINE
- 🚊 PLANNED LRT STOP
- - - MILLENNIAL CAMPUS DESIGNATION
- 🔴 EXISTING INNOVATION + CONVERGENCE HUBS
- 🔴 POTENTIAL INNOVATION + CONVERGENCE HUBS

# Student Support Hubs

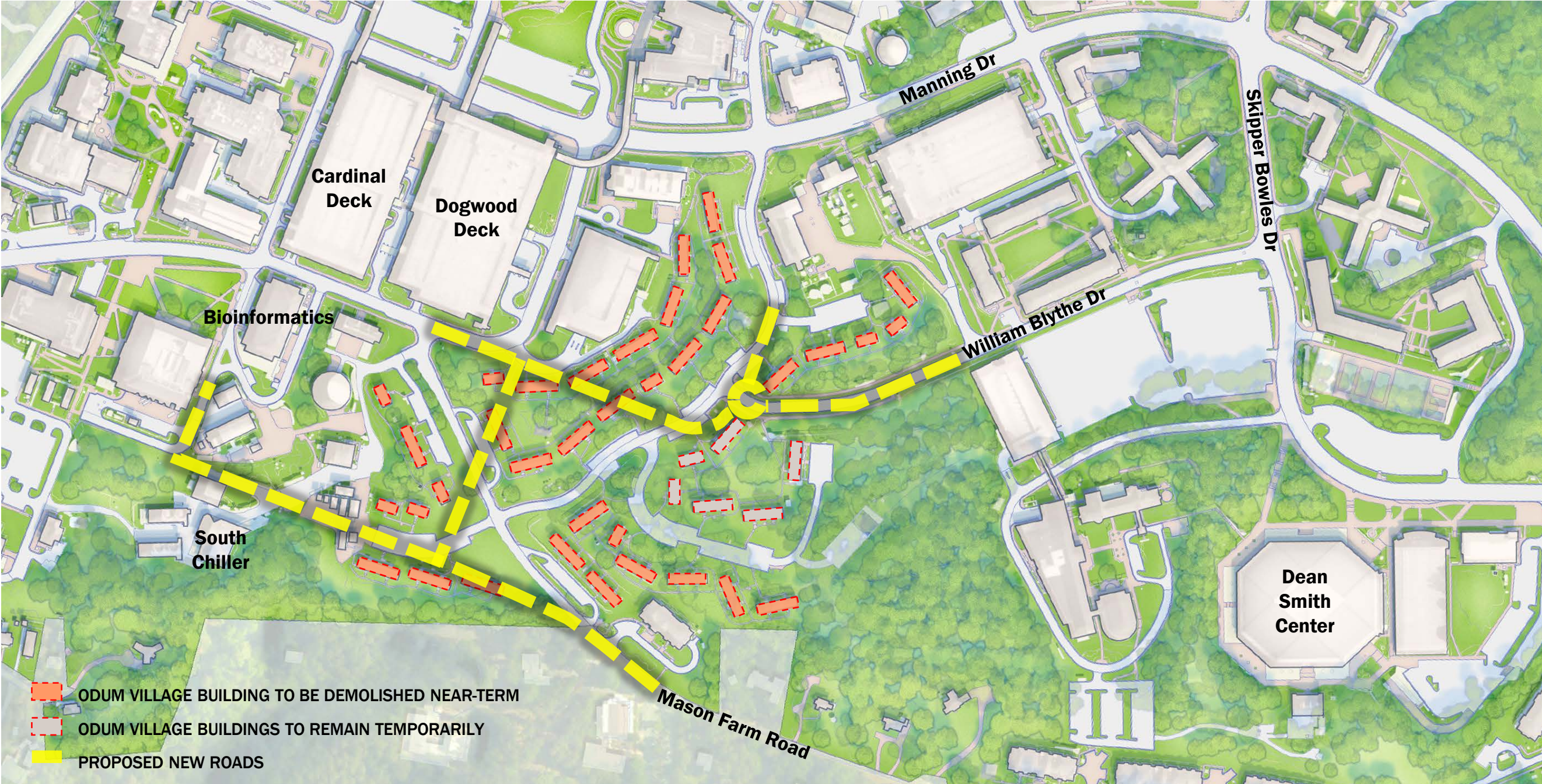
- Distribute Counseling and other support hubs throughout campus.
- Support holistic health and wellness.
- Realign housing mix to meet modern needs.



- 🟪 EXISTING STUDENT SUCCESS HUB
- 🟪 POTENTIAL STUDENT SUCCESS HUBS
- 🟢 EXISTING CAMPUS ENGAGEMENT HUB
- 🟢 POTENTIAL CAMPUS ENGAGEMENT HUB
- HOUSING
- 🟡 PRESERVE AND ENHANCE
- 🟡 MAJOR REINVESTMENT
- 🔵 REPLACE
- 🟠 BUILD NEW
- 🔴 VACATE



# Campus South Existing Conditions



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# Campus South Hub Concept

The Campus South Hub Concept is proposed for the future. No elements are planned for implementation at this time.



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# Outlying Parcel Strategies

## What uses can not be successfully accommodated on the Main Campus?

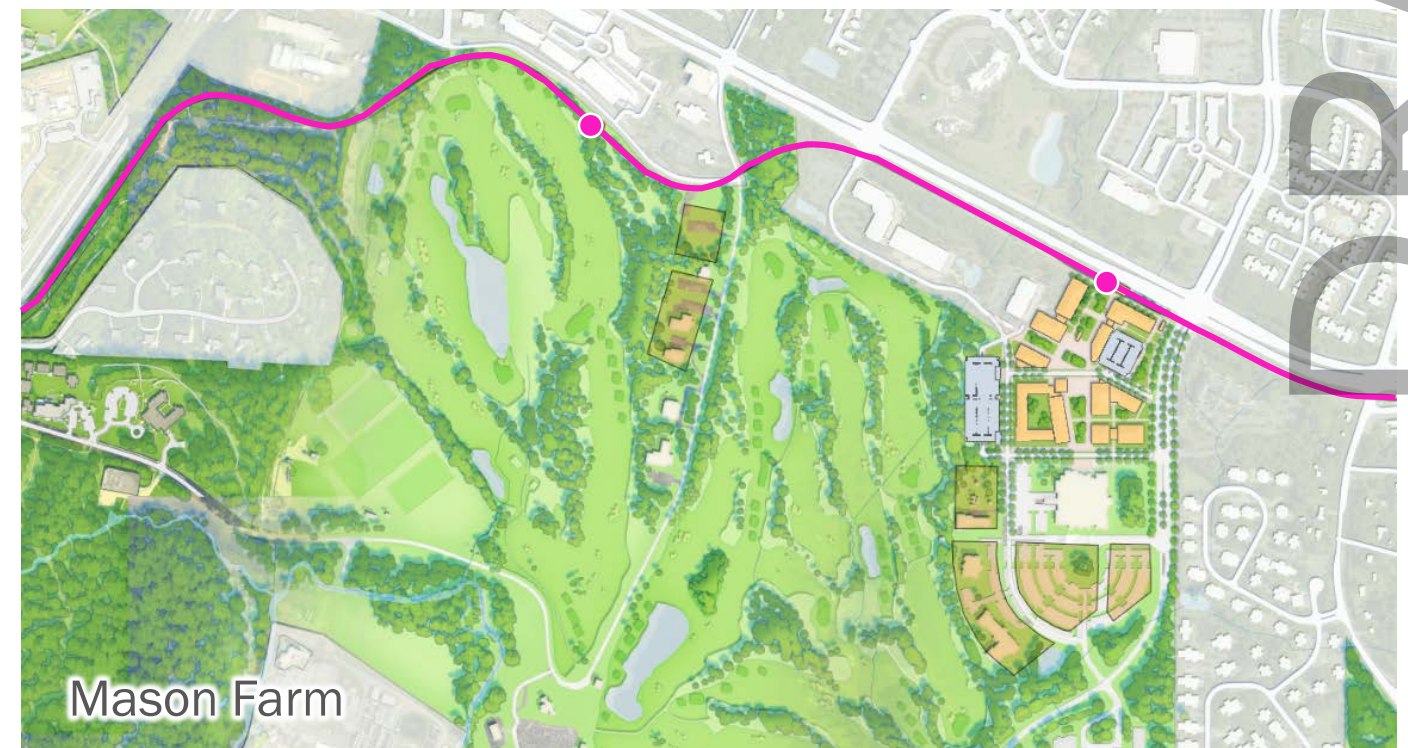
- Portions of Campus Recreation and Athletics operations
- Full space profile needed to double research funding
- Administrative office space

## How should we manage these assets to optimize their value over time?

- Create intentional clusters, build on existing assets.
  - **Carolina North:** recreation facilities, housing, support
  - **Mason Farm:** Friday Center, conferencing, centers and institutes, research, administrative, housing, support, and partnerships
- Make it feel like Carolina.
- Respect the long-term framework.
- Showcase commitment to the Three Zeros goals.

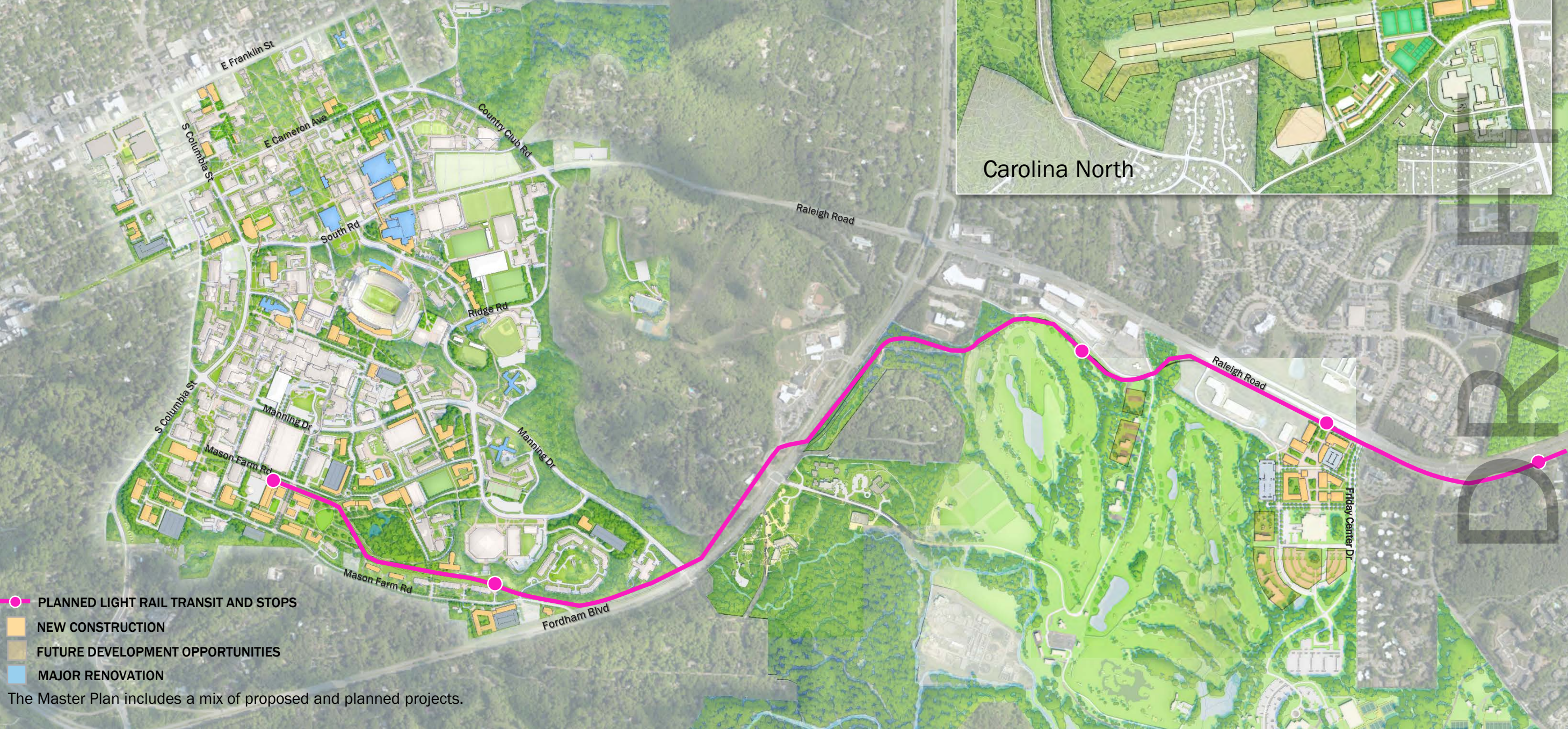
- PLANNED LIGHT RAIL TRANSIT AND STOPS
- NEW CONSTRUCTION
- FUTURE DEVELOPMENT OPPORTUNITIES

The Master Plan includes a mix of proposed and planned projects. All projects indicated for Mason Farm and Carolina North are proposed for the future.





# Draft Master Plan



- PLANNED LIGHT RAIL TRANSIT AND STOPS
- NEW CONSTRUCTION
- FUTURE DEVELOPMENT OPPORTUNITIES
- MAJOR RENOVATION

The Master Plan includes a mix of proposed and planned projects.