

# UNC GREENSBORO SPACE ASSESSMENT & MASTER PLAN UPDATE

STEPPING FORWARD | THE CAMPUS PLAN

September 24, 2020



# Campus Plan Goals

## A Master Plan is...

- the physical manifestation of the University's mission, goals, and Strategic Plan.
- a flexible framework used to guide the incremental development of the campus over time.
- a long-term vision for development.

## A Master Plan is not...

- a static document dictating when and where to build all future projects.

## Strategic Plan 2017-2022 | Taking Giant Steps

|                     | STUDENT TRANSFORMATION   | KNOWLEDGE TRANSFORMATION   | REGIONAL TRANSFORMATION   |
|---------------------|--|--|---|
| Health and Wellness | Students will gain understanding of and appreciation for health and wellness as it applies to their personal and professional lives. | UNCG will enhance understanding of health and wellness, health disparities, and the health professions.              | UNCG will be an active partner in promoting health and wellness in the broader community.               |
| Vibrant Communities | Students will gain the necessary knowledge and skills to be active contributors to their communities.                                | UNCG will enhance understanding of the elements and processes that both comprise and compromise vibrant communities. | UNCG will be an active partner in contributing to the vibrancy of the larger community.                 |
| Global Connections  | Students will gain the necessary knowledge and skills to engage effectively in and contribute productively to the global community.  | UNCG will enhance understanding of global issues and of challenges related to globalization.                         | UNCG will be an active partner in promoting an environment in which global connections grow and thrive. |

# Design Principles

The following design principles were developed in collaboration with UNCG to guide the planning process:

- **Create a welcoming campus** environment that reflects UNCG's mission to be diverse, inclusive, collaborative, responsive, and resilient.
- **Foster academic excellence, collaborative scholarship, and interdisciplinary connections** by providing flexible and adaptive learning environments that integrate technology for diverse pedagogies and research.
- **Improve space planning** with the strategic distribution of programs to accommodate efficiencies and enhance departmental synergies and strategic collisions.
- **Envision Millennial Districts as a 21st century campus opportunity** to: strengthen strategic partnerships; shape the campus identity; connect to and enhance the Greensboro community; and contribute to transformation in the region.
- **Enhance student success** and support lifelong learning by enriching the campus life experience with unique spaces for mind, body, and spirit including collaborative and communal spaces.
- Accommodate safer and more efficient **mobility that is accessible for all.**
- **Celebrate the unique campus landscape** and public realm as an environmental resource and social amenity.
- **Embrace a holistic approach to sustainable systems** that integrates energy, ecology, and economics.
- **Support the University's mission for service & outreach** through the development of strategic collaboration areas and convening spaces.

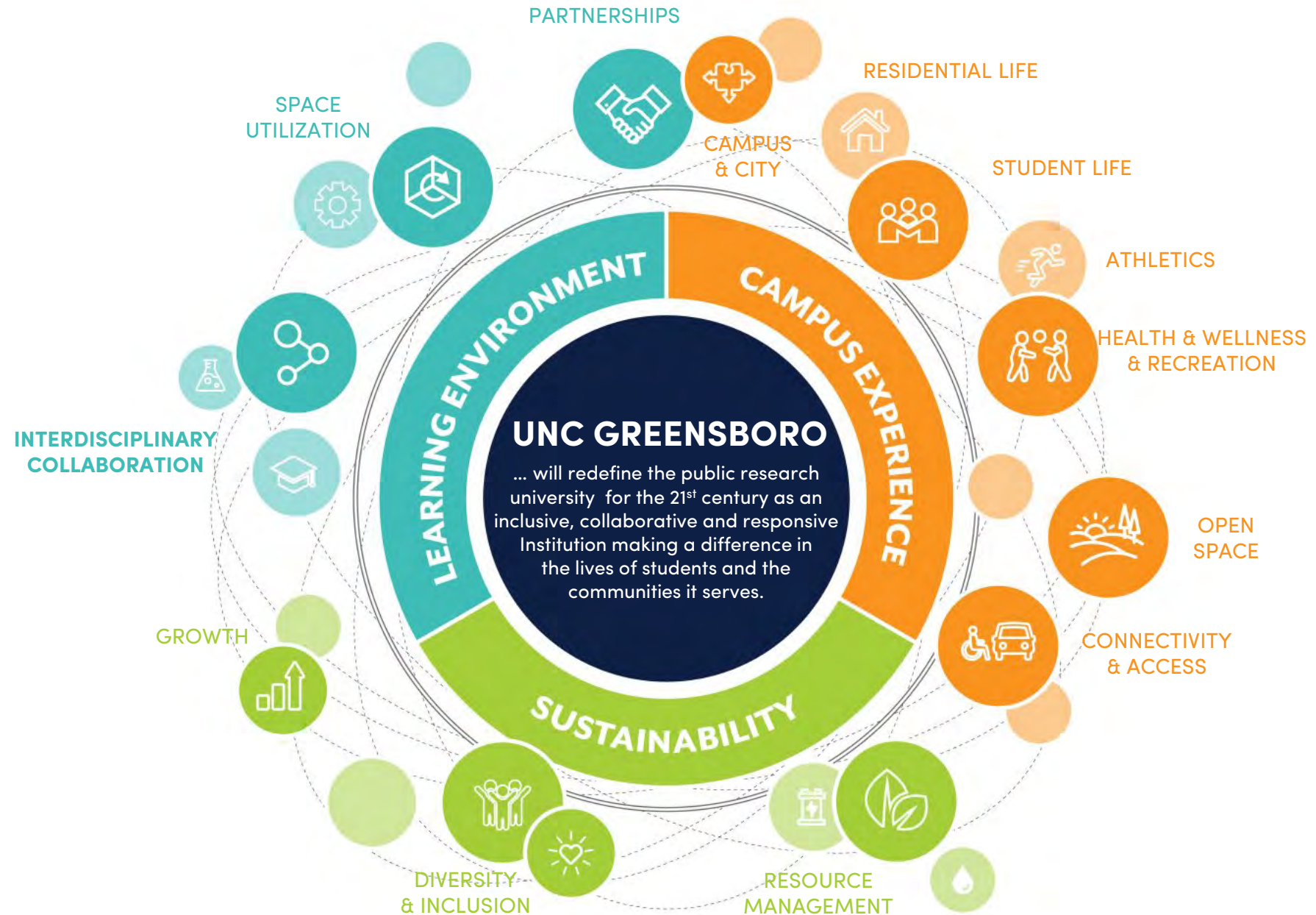
# Integrated Approach

An integrated approach guided the development of the plan.

Three categories of planning elements informed the recommendations:

- learning environments,
- campus experiences, and,
- sustainability.

The overarching goal is to support the UNC Greensboro mission.



# Capital Priorities

## Priority Projects identified by UNC-G

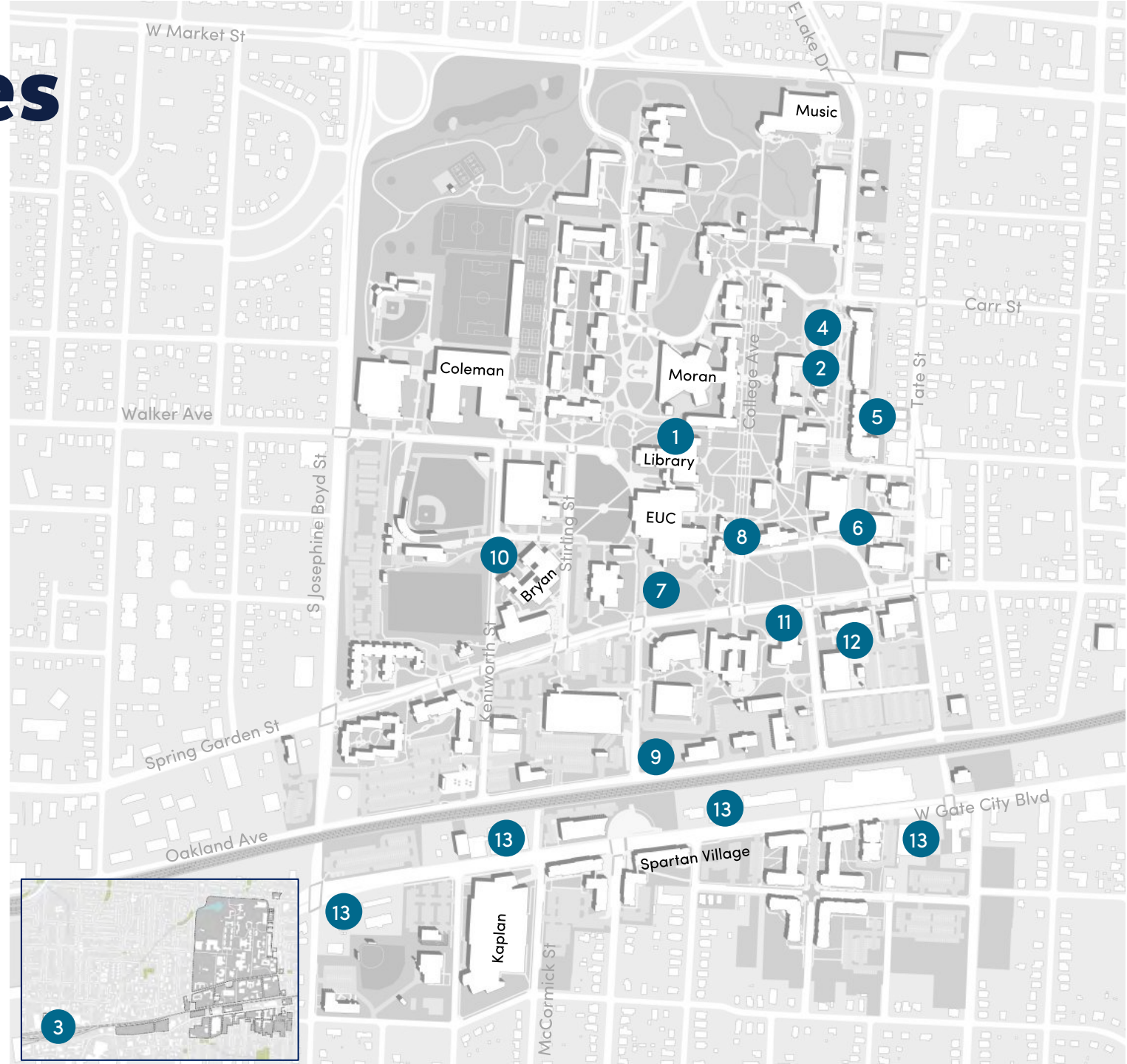
1. Jackson Library Addition & Renovation
2. Moore Nursing Renovation
3. 915 Northridge Renovation (off campus)
4. New Science Building
5. Eberhart Building Renovation
6. Taylor Theater
7. Student Services Building\*
8. Steam Pipe Improvements (underground)
9. Chilled Water Infrastructure Improvements
10. Bryan Building Addition and Renovation
11. Ferguson Building Renovation
12. Graham Building Renovation
13. Land

This priority list was generated in 2018 and will be revisited in 2020 based on the master plan effort, new administration, and current circumstances. Please refer to Implementation and Future Projects for recommended short-medium-long term framework.



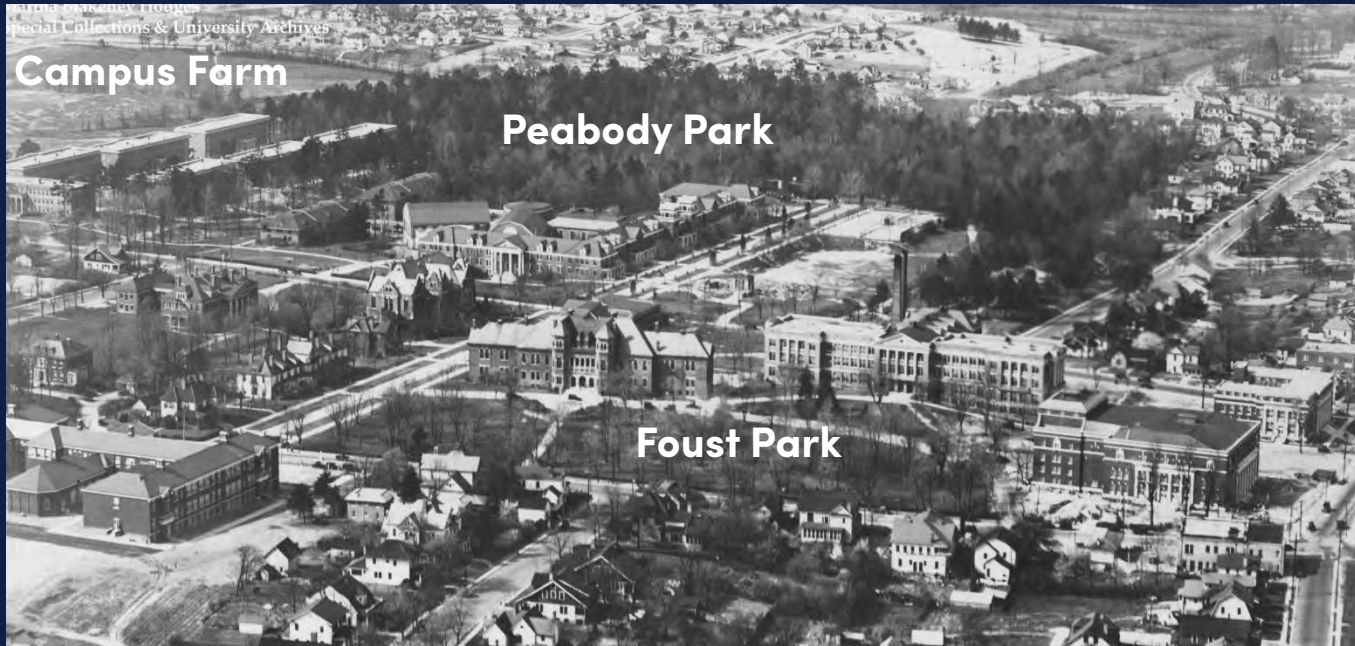
Source: 2019-25 Six Year Appropriated.xls

*\* The proposed Student Services Building was located south of the EUC in the 2014 Master Plan but no longer under consideration for the 2020 Update.*

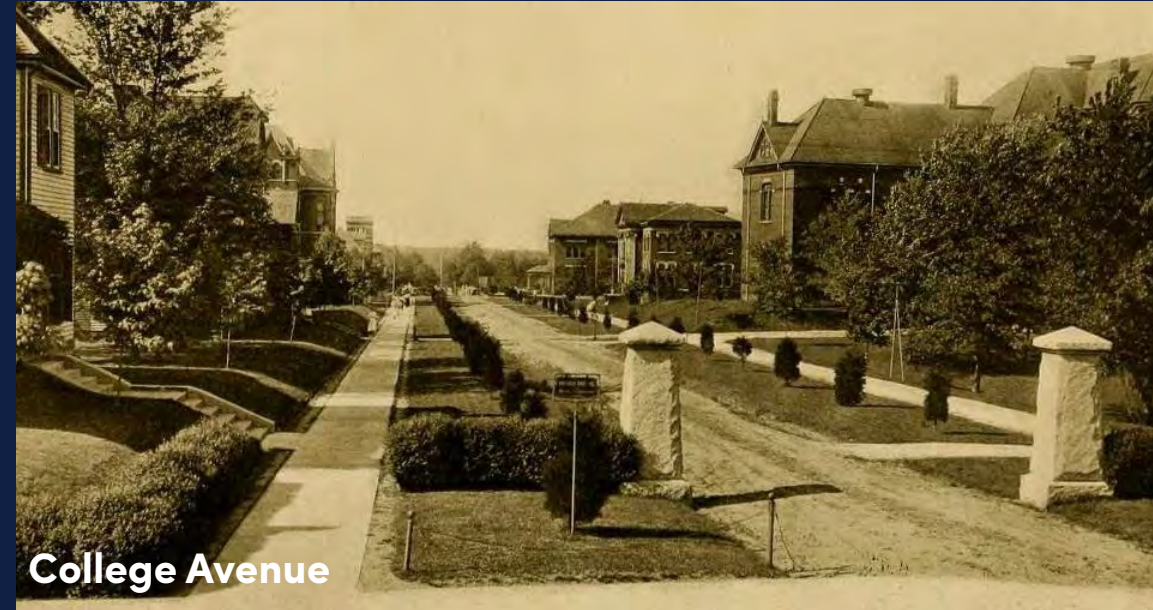


# Campus History

A review of campus history informed the development of the Campus Plan, including the work of influential designers.



Landscape Architect, Warren Manning, designed College Ave and the Peabody Park trails.



Greensboro Architect, Harry Barton, designed 17 buildings from 1919 to 1928 that established the character of the campus including:



# Post Covid-19 Opportunities

## Potential Opportunities

- **Hybrid learning** to reduce classroom space needs and for social distancing?
- **Virtual Labs** to address demand for space and for social distancing?
- **Remote Working** to reduce office space needs?
- **Outdoor learning and dining** for social distancing?

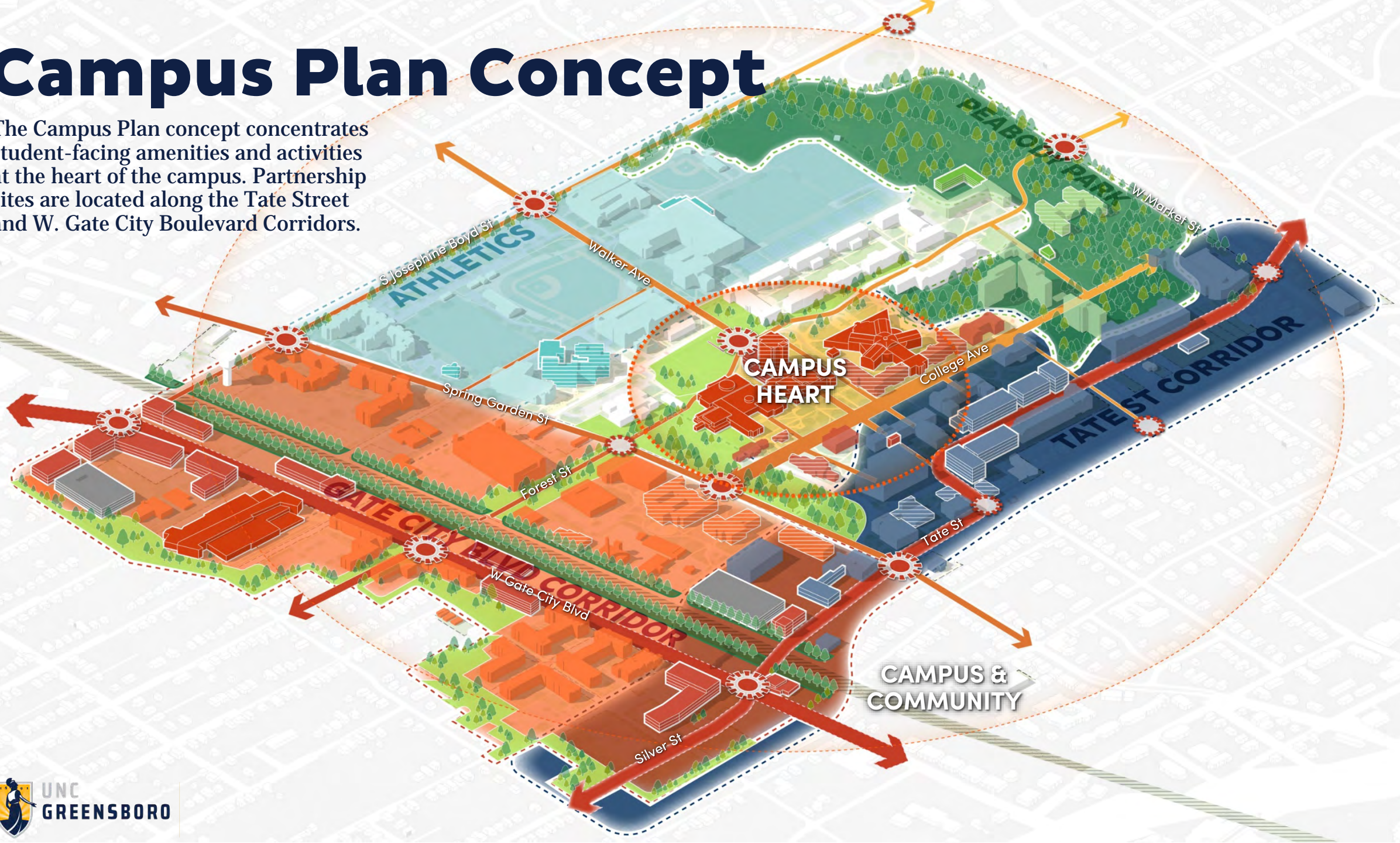
## Potential Outcomes

- Reduction in total demand for space
- Reduction in energy use and emissions
- Reduction in parking and transportation needs



# Campus Plan Concept

The Campus Plan concept concentrates student-facing amenities and activities at the heart of the campus. Partnership sites are located along the Tate Street and W. Gate City Boulevard Corridors.





# Campus Plan

The Campus Plan illustrates the future development potential of the campus including the W. Gate City Boulevard area.

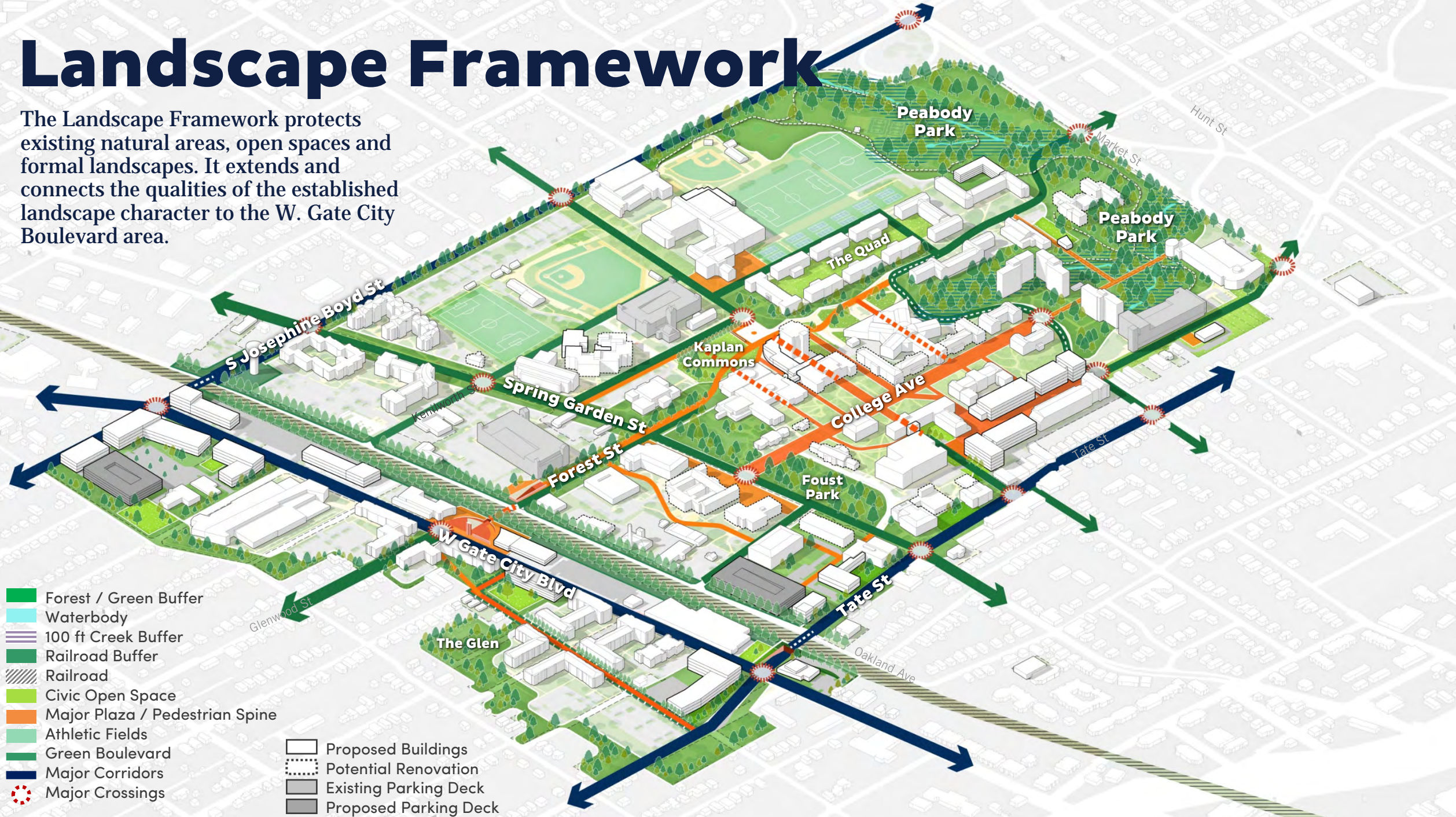


- Existing Building
- Potential Renovation
- Potential Building Site
- Existing Parking Deck
- Proposed Parking Deck



# Landscape Framework

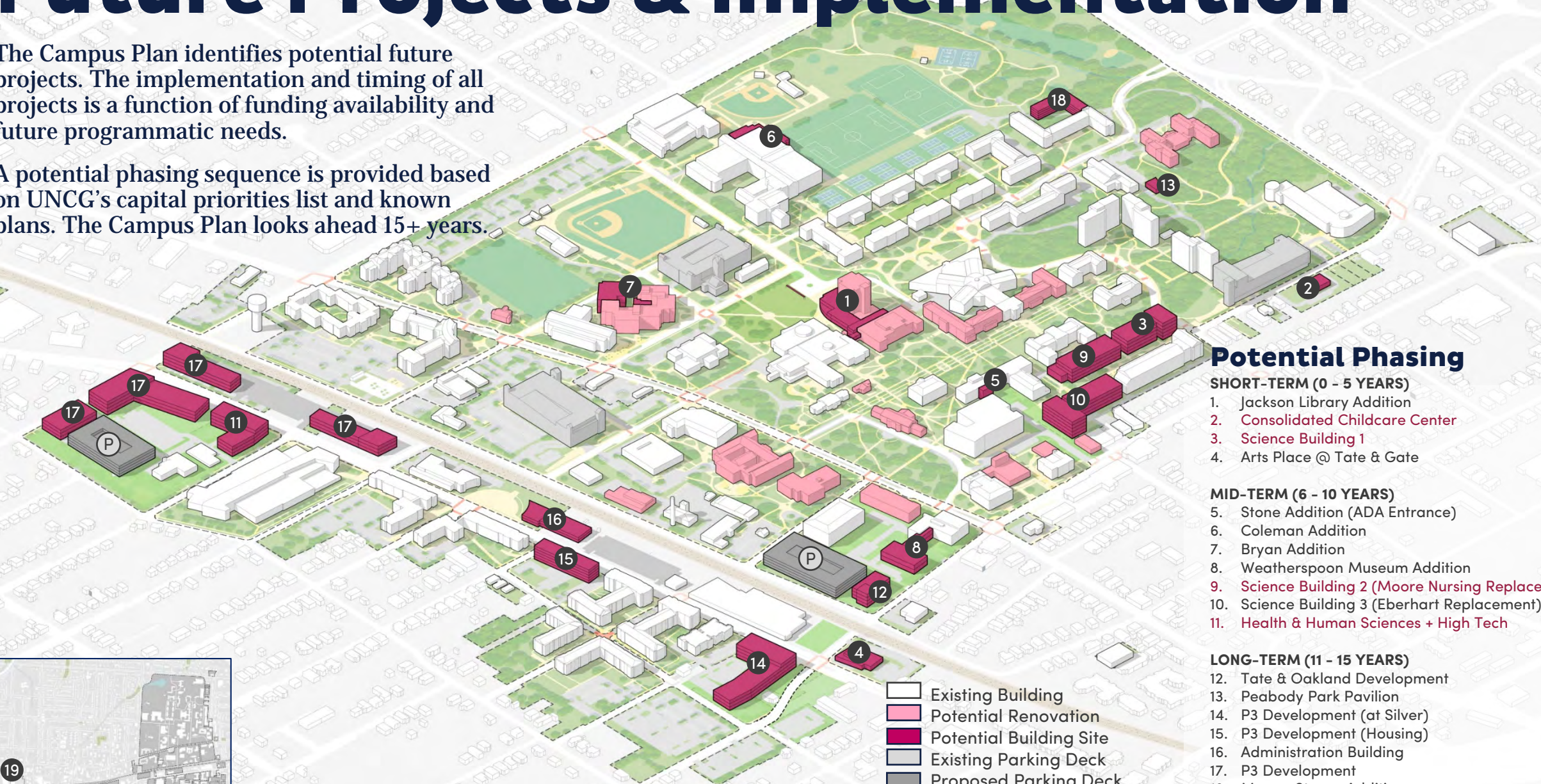
The Landscape Framework protects existing natural areas, open spaces and formal landscapes. It extends and connects the qualities of the established landscape character to the W. Gate City Boulevard area.



# Future Projects & Implementation

The Campus Plan identifies potential future projects. The implementation and timing of all projects is a function of funding availability and future programmatic needs.

A potential phasing sequence is provided based on UNCG's capital priorities list and known plans. The Campus Plan looks ahead 15+ years.



## Potential Phasing

### SHORT-TERM (0 - 5 YEARS)

1. Jackson Library Addition
2. Consolidated Childcare Center
3. Science Building 1
4. Arts Place @ Tate & Gate

### MID-TERM (6 - 10 YEARS)

5. Stone Addition (ADA Entrance)
6. Coleman Addition
7. Bryan Addition
8. Weatherspoon Museum Addition
9. Science Building 2 (Moore Nursing Replacement)
10. Science Building 3 (Eberhart Replacement)
11. Health & Human Sciences + High Tech

### LONG-TERM (11 - 15 YEARS)

12. Tate & Oakland Development
13. Peabody Park Pavilion
14. P3 Development (at Silver)
15. P3 Development (Housing)
16. Administration Building
17. P3 Development
18. Moore-Strong Addition
19. 915 Northridge Renovation (off campus)

- Existing Building
- Potential Renovation
- Potential Building Site
- Existing Parking Deck
- Proposed Parking Deck

Key catalytic and enabling projects

# Campus Core

The Campus Plan offers flexibility for accommodating known space needs in the Campus Core.

**Bryan Reno & Addition**



**Transit Hub**



**Library Expansion**  
Collaborative spaces & potential visitor center



**Bryan**

School of Education

Bryan

Mossman

EUC

Jackson Library

Moran Commons

Petty

Forest St

College Ave

Stone

Forney

New Nursing

Moore Humanities

**Terrace**



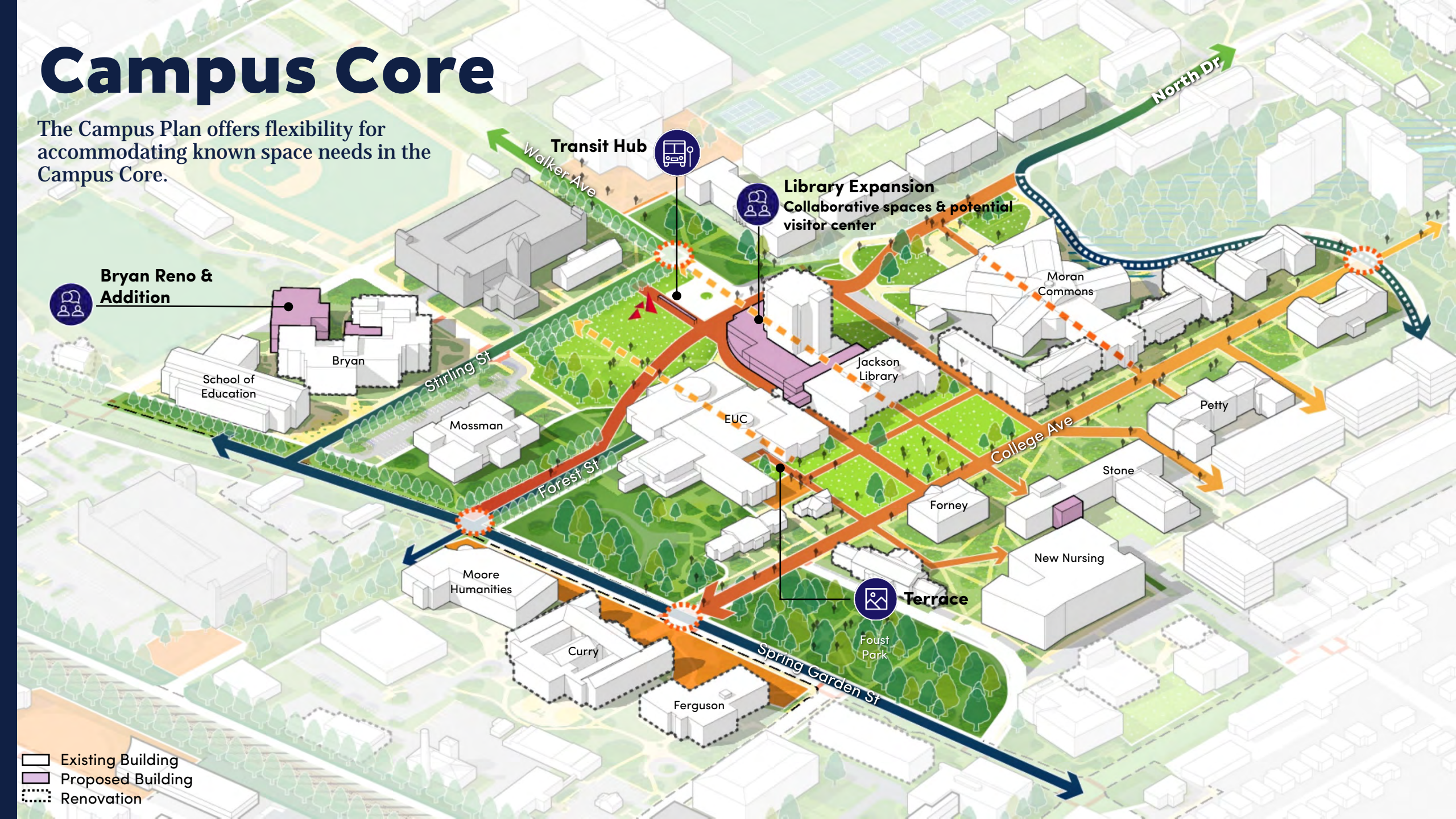
Curry

Foust Park

Ferguson

Spring Garden St

- Existing Building
- Proposed Building
- Renovation



# McIver Corridor

The Campus Plan identifies a site for a new Science Building.

It also includes strategies for replacing buildings at the end of their life-cycle. These include:

- Moore Nursing
- Eberhart
- Select houses on McIver

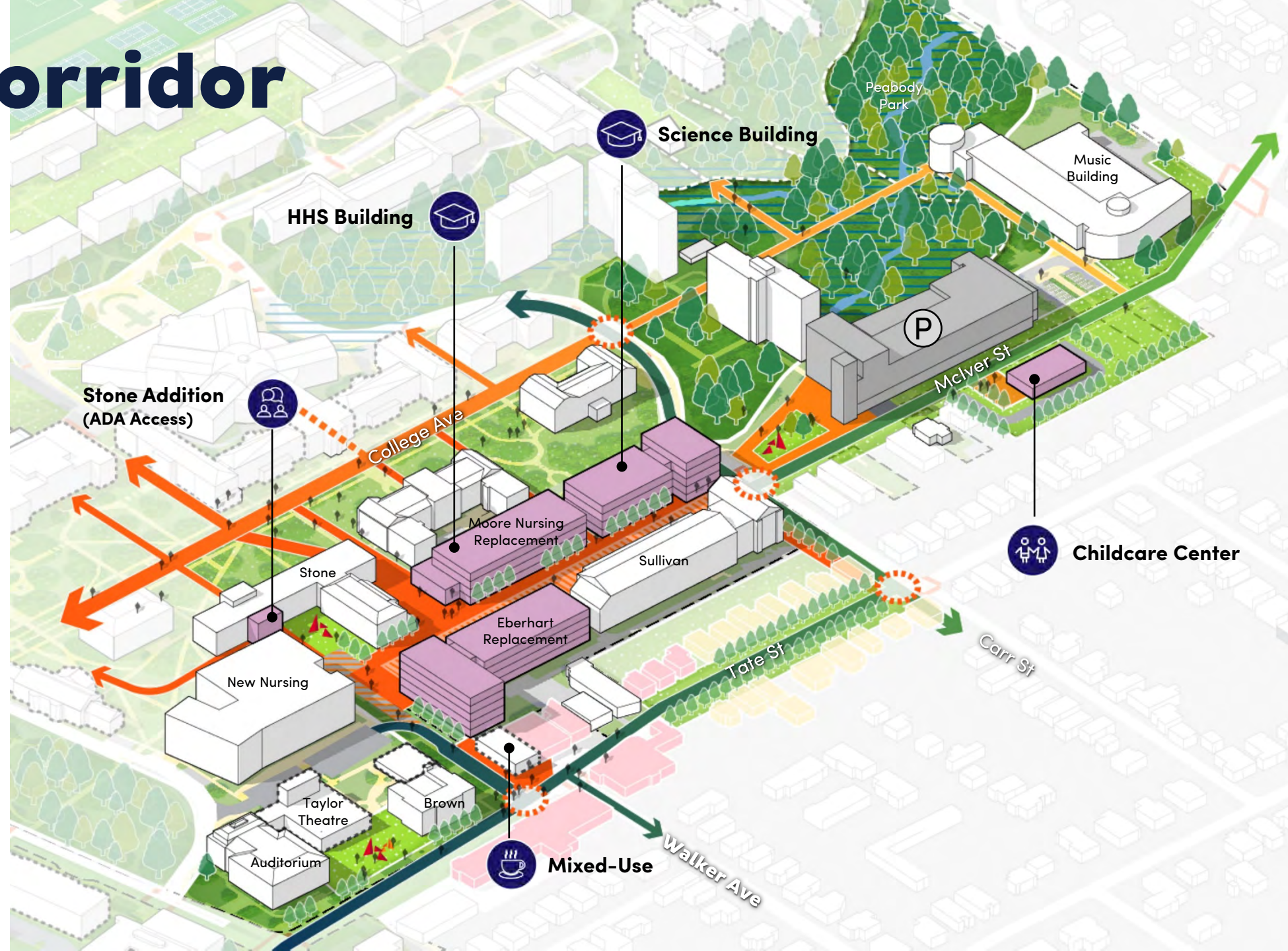
Consolidation of HHS programs is recommended in a potential new building.

A new consolidated childcare center is proposed.

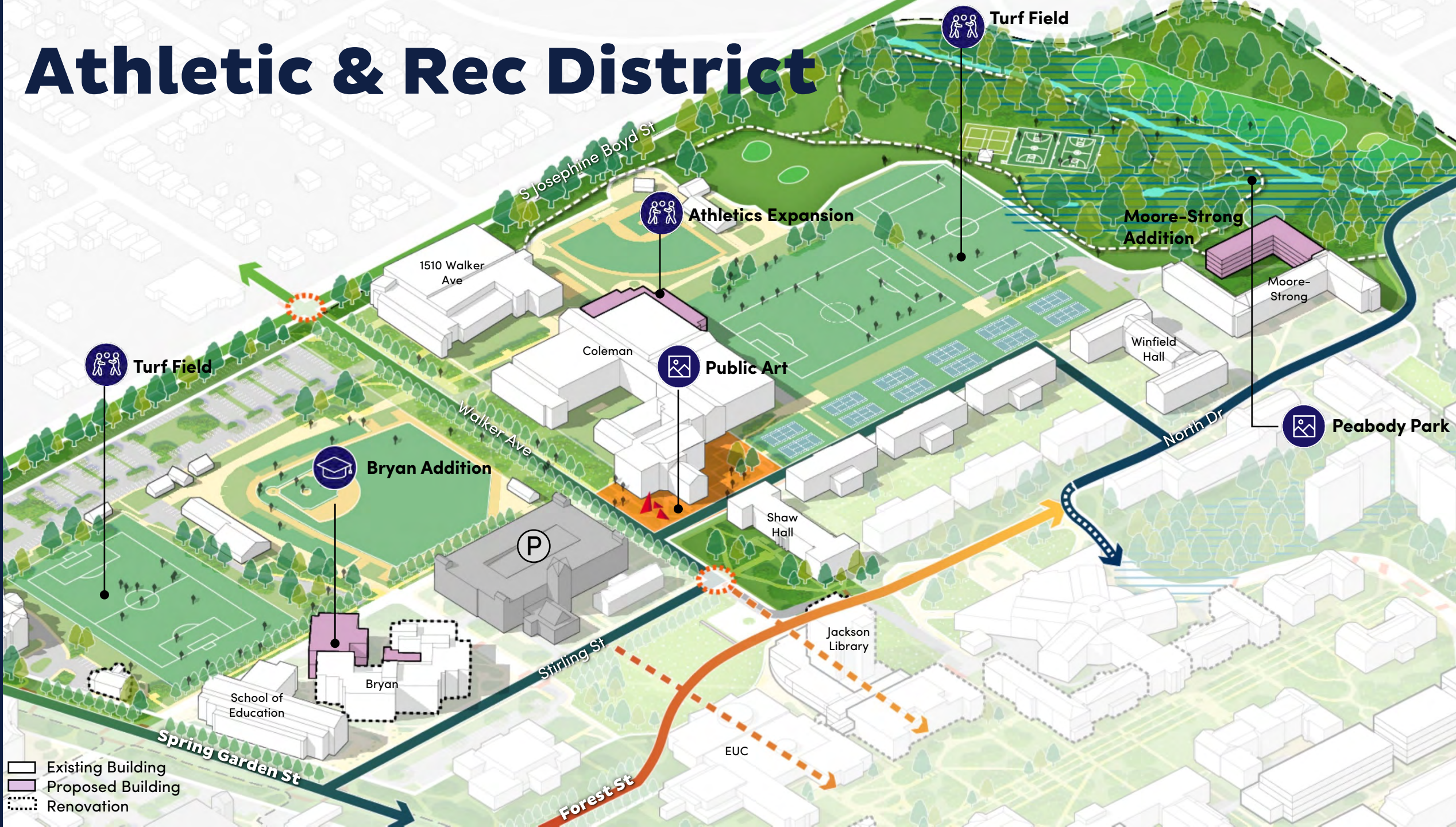


New Nursing and Instructional Building

- Existing Building
- Potential Building
- Renovation



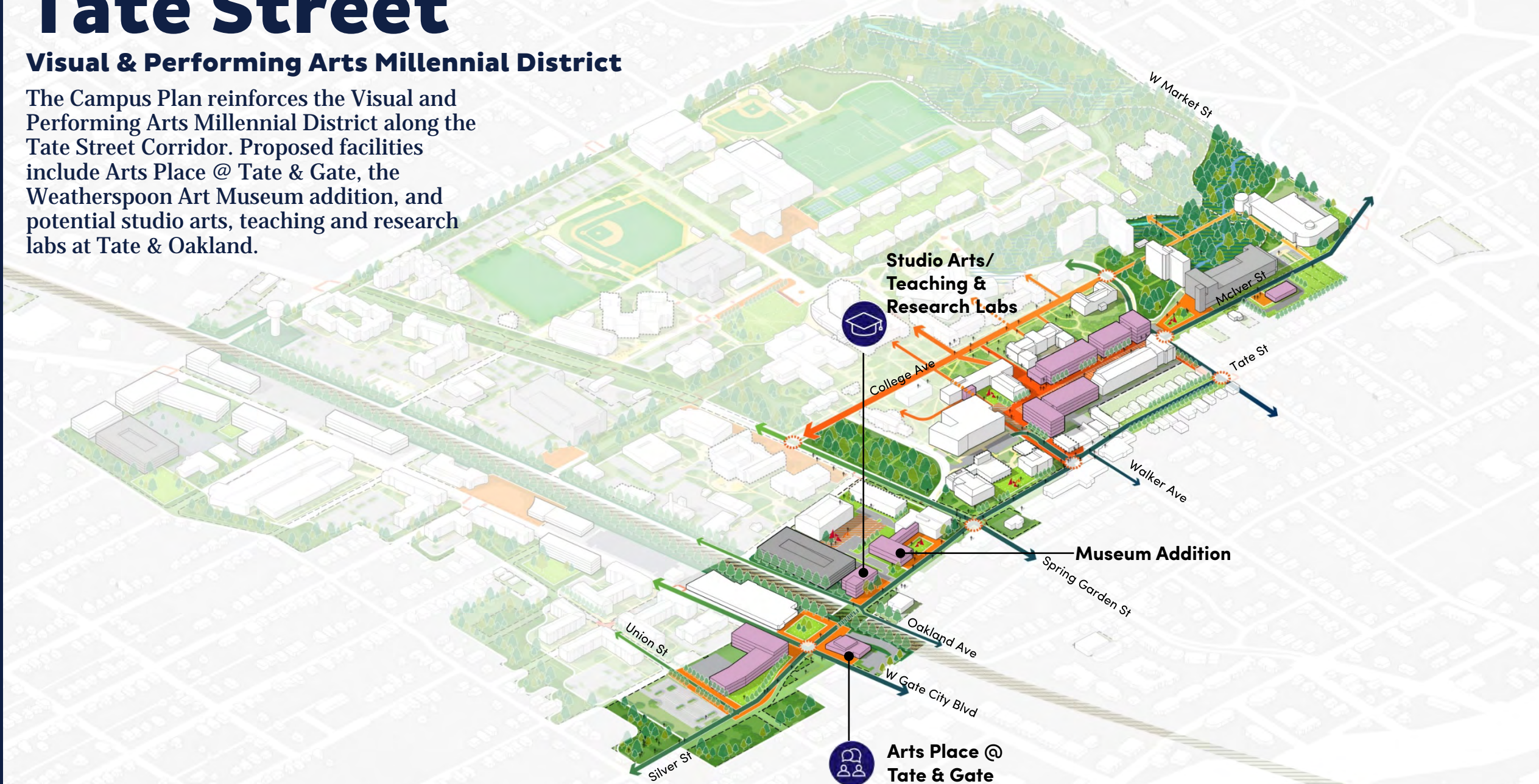
# Athletic & Rec District



# Tate Street

## Visual & Performing Arts Millennial District

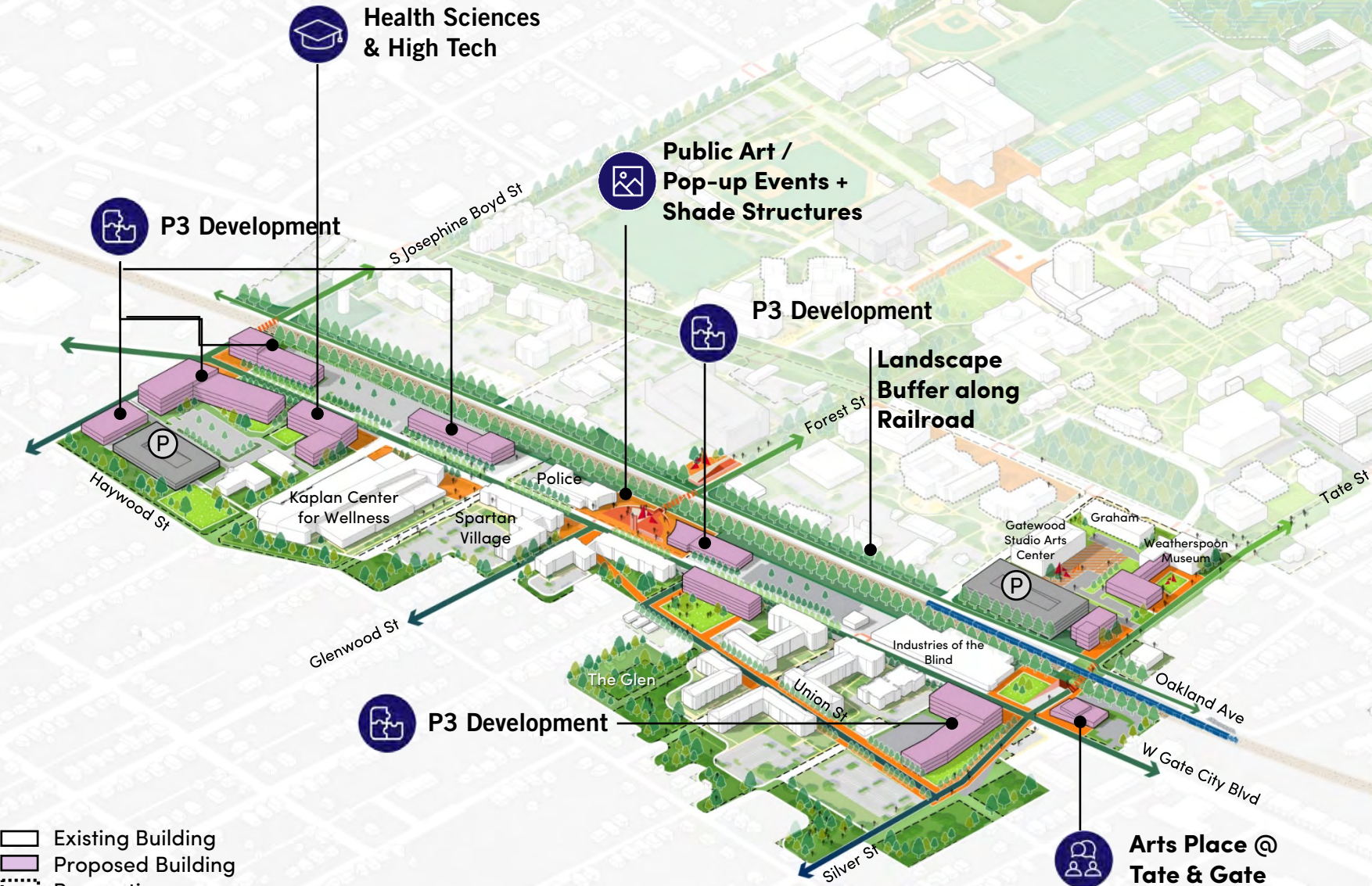
The Campus Plan reinforces the Visual and Performing Arts Millennial District along the Tate Street Corridor. Proposed facilities include Arts Place @ Tate & Gate, the Weatherspoon Art Museum addition, and potential studio arts, teaching and research labs at Tate & Oakland.





# W. Gate City Blvd

## Health & Wellness Millennial District



The Campus Plan reinforces the Health & Wellness Millennial District by identifying future Public / Private /Partnership (P3) development sites along W. Gate City Boulevard.

Convening space for groups of 400+ is suggested in future P3 buildings.

Arts Place @ Tate & Gate includes convening space for 300 people.

# Branding

UNC Greensboro Branding elements are proposed along the W. Gate City Boulevard and Tate Street Corridors to reinforce the identity of the campus and Millennial Districts.



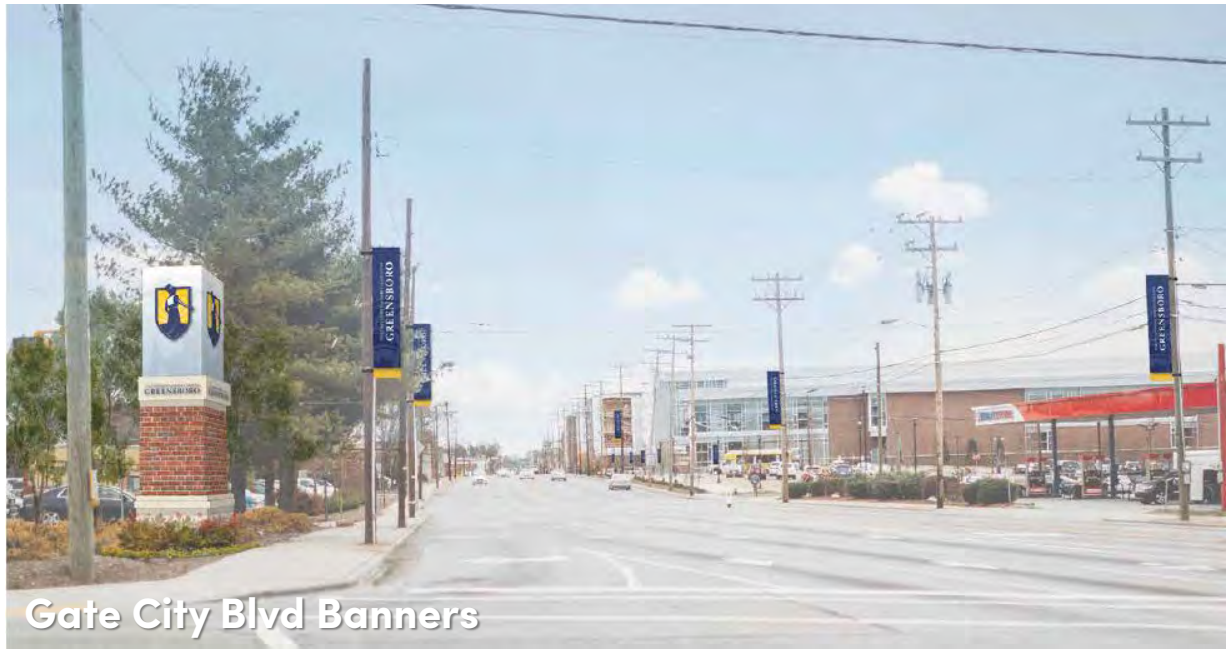
Logo



Athletics  
Mark



Banner



Gate City Blvd Banners

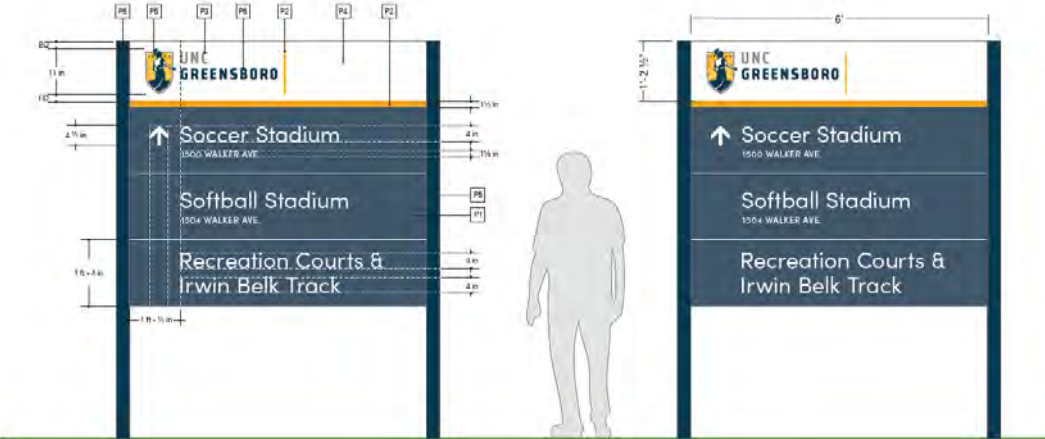


Josephine Boyd Underpass

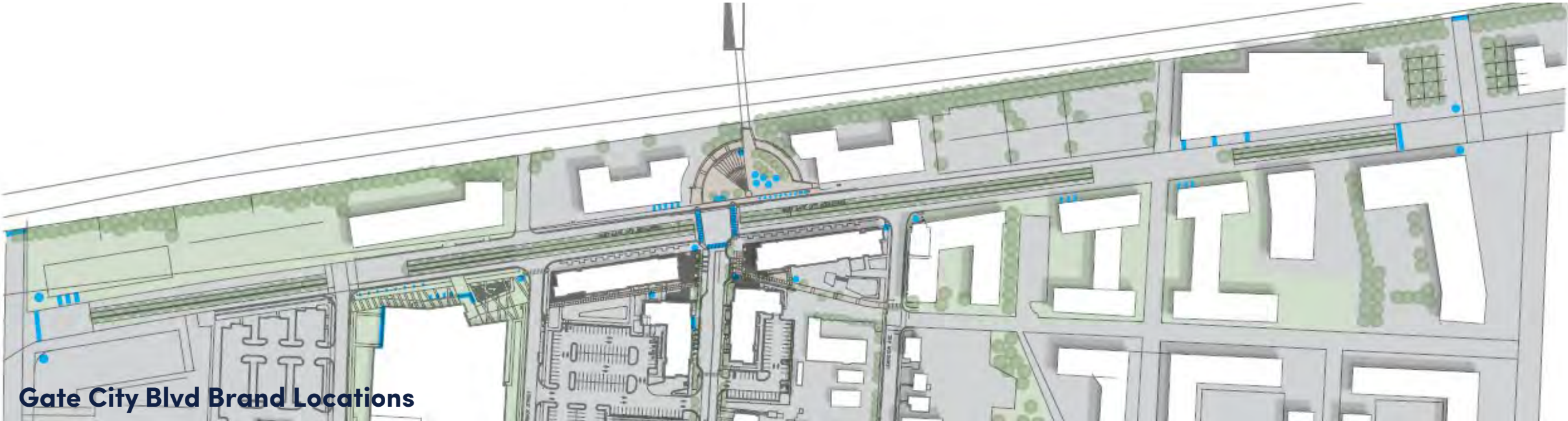


Kaplan Center

# Branding



Signage Guidelines



Gate City Blvd Brand Locations

# Acknowledgments

## Contributors to the Campus Plan:

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Dr. James Coleman, Provost and Executive Vice Chancellor

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# THANK YOU

