Campus Identity

a) Landscape Guidelines
   i. Materials
   ii. Components
   iii. Composition

b) Wayfinding
   i) Entrance Features
   ii) Vehicular
   iii) Pedestrian

c) Focus Areas
   i) Green Spine
   ii) Warriner Mall
   iii) ‘A’ Street
   iv) Central Plaza
   v) Event Space
   vi) Gateways
   vii) Anspach Quad
   viii) Library Walk/Botanical Garden
   ix) Admission Walk
   x) Report & Renderings
Inclusive Process
Master Plan Process:

Discovery: 420+ people
200+ written submissions
400+ people via Student Disability Services

Design: 90+ people
3,250+ surveys completed

Interviews
Meetings
Working, Open House, Focus Groups
Wayfinding
Campus Master Plan 2013 to 2133

Inclusive Process
Already Working

- Residences Placement
- Mission Street Connection
- Bioscience Placement
- Pedestrian Safety/Conflict Reduction
- Veterans Memorial Peace Grove
- A-Street
- Hotel Site
Bioscience Building

- Green Spine
- Staging, Handicapped Parking
- Building Placement & Elevation
- A-Street & Construction Access
- Expansion
- Emergency Services
- Service Area
- Construction Access
- Emergency Services
- Service Area
Veterans Memorial Peace Grove

Design Criteria:

- Meaningful design
- Tied in local context

Prominent

Colonel William B. Nolde

Named Route (i.e., corridor, walkway,...)

Seating for Reflection

Conducive to Ceremonies

No Lists (i.e., conflicts, names,...)

Five Armed Services

- Seal
- Short Message
- Timeless Statement of Contribution
Veterans Memorial

Peace Grove

Veterans Memorial
Peace Grove
Gateway - Entries
Preston Gateway Proposal
Preston Gateway Proposal
Mission & Bellows Gateway Proposal
Vehicular Signs
Vehicular Signs

Bush Theatre
Art Gallery
Athletics

Powers Hall
Library
Fieldhouse
Bovee Center

This is a Smoke Free Campus. Thank you for not smoking.
Events Sign

Total height 26ft
Total width 19ft
Display Size 16ft x 12ft
Drive-Up Kiosk
Drive-Up Kiosk
Banners
Parking Signs

General Parking
- C: Commuter
- F: Faculty & Staff
- V: Visitors
- M: Metered

Resident Parking
- N: North Campus Residents
- S: South Campus Residents
- E: East Campus Residents
- K or A: Northwest Residents
- T: Tower Residents
- K or A: Kewadin Residents
- G: Graduate Student Residents
- W: Washington Apartments Residents
- FA: Freshmen Residents
- FB: Freshmen Lot A, B or C (designated permit only)
- FC: Freshmen L70 (designated permit only)

Proposed Parking Identity Symbols

LOT 10: VISITOR PARKING
- Bovee Univ. Cntr.
- Warriner Hall

LOT 62: Visitor Permits available at Welcome Center
- Permits Allowed
- SAC / IAC
- Events Center
- Rose/Ryan Hall

LOT 64: EVENTS PARKING
- Permits Allowed
- Kelley/Shorts Stadium
Bread Crumbs
Pedestrian Signs
Pedestrian Maps
Trail and Path ID
Building ID
Anspach Quad (The Learning Commons)

What we heard...

Transient Space
Core Classes
Humanities
Science & Math
Functionality of space
Gathering space
Anspach Quad (The Learning Commons)

Desires...
Outdoor classroom
Movement
Tree Canopy
Benches
A variety of open spaces
Anspach Quad (The Learning Commons)

Discovery...
- Land Use Zones
- Washington St.
- Entry ways
- Pedestrian movement
- Transition Zones
- Feature Space
- Icon

Discovery...
- Land Use Zones
- Washington St.
- Entry ways
- Pedestrian movement
- Transition Zones
- Feature Space
- Icon

Humanities
(Critical Thinking)

Science &
Math
(Active Learning)
Anspach Quad (The Learning Commons)

Design:
• Variety of Open Space
• Defined Entries
• Iconic Features
• Seating Areas
• Enhanced Tree Canopy
Anspach Quad (The Learning Commons)

Design...
Botanical Gardens: Site Understanding
Botanical Gardens: Site Analysis

Highly used garden to the west
Ununderutilized open space to the east
Fantastic study rooms and views from Library
Important memorial to accentuate Preston St. Plaza & Green Rib to consider
Service & accessible parking to resolve
Generate access to east side
Botanical Gardens: Feedback and Input

Unify the two sides
Activate the east side
Maintain Student Group activity
Maintain great views from the library
More seating! More tables!
Outdoor Wi-Fi !!!
2\textsuperscript{nd} pavilion
Increase access
Enhance coffee shop w/ exterior seating
Set up for Green Rib
Resolve service & parking
Botanical Gardens: The Plan
Botanical Gardens: The Plan

Enhanced primary circulation
Opened-up access to each side
Enhanced memorial ‘moment’
Reorganized seating

New secondary circulation
Capitalize on existing large trees
Incorporate new seating & study spaces adjacent to interior
Botanical Gardens: The Plan

- Fully enclosed service yard
- Clear connection to the Chippewa Trail
- Relocated accessible parking

20’ wide pedestrian path, usable for service and parking
- Existing tree canopy maintained
Botanical Gardens: The Plan

New outdoor seating patio
via existing doorway
Capitalize on existing canopy tree
Great “front porch” to future
Preston St. Plaza
Capture emergency exit at corner
Remainder of Admissions Walk
Guidelines: Enhancing the Experience of Place

Our discussion of ideas, language and perception

Composition

Campus Landscapes

Materials

School Spirit

Admissions Walk
Landscape Places

Focus / Demonstration Areas:

Special Places:

- Warriner Mall
- Botanical Garden
- Anspach Quad
- Central Plaza
Landscape Places
A CMU ‘Chippewas’ Trail

North and South
School Spirit
Fall Color Trees (Maroon & Gold)
Banners and Events
Special Places and Nodes
Secure / Branded Crossings

Honor the relationship with the Saginaw-Chippewa Tribe

Places and Points of Pride

Town and Gown – Expanding the Campus Relationships
Materials Guidelines

Guiding Ideas:
- Feature, Fabric & Functional
- Simplicity and Consistency
- Easy to Maintain
- All Weather
- Focus Key Views
- Define Outdoor Rooms
- Screened Service

Guidelines, not Code
The starting point for ‘80%’
Don’t preclude opportunity
Materials Guidelines

Confirming recommended finishes, furnishings & materials
Admissions Walk

Arriving:
(Mission: Preston & Bellows)

Key Branding Points:
Intersections at Mission
ECD and Preston
Parking Lots
Admissions Walk

The Route:
Core Campus

1. UC / Warriner Mall
2. Library
3. Music / Bush
4. Dow / Anspach Quad
5. Woldt / Emmons (Res)
6. Student Activity Ctr
7. West Residence Towers
Admissions Walk

Key Challenges:
Core Campus

1. Arrival Parking
2. Back of UC/Warriner
3. Service Courts / Pkg
4. Crossing Broomfield
5. Broomfield / RR
6. Washington Crossing
7. Getting Back
Admissions Walk

Opportunities:
Core Campus

2. Back of UC/Warriner
   Apply simple landscape
   Layering Green
   Accent Entries
   Clear Views
   Screen Service Areas
Admissions Walk

Opportunities:
Core Campus

2. Back of UC/Warriner
   Apply simple landscape
   Layering Green
   Accent Entries
   Clear Views
   Screen Service & Equipment
   Banners & School Spirit
Admissions Walk

Opportunities:
Core Campus

4. Crossing Broomfield – get the colors, brand, crossing, trees and street markings out there
Admissions Walk

Opportunities:
Core Campus

4. Getting back and forth to West Towers – it’s about the crosswalks, the gateways, banners, street trees, lighting and accent flowers. Also, screening some undesirable views, such as the side of the 7/11
Admissions Walk

Opportunities:
Key Places to Start?

1. Gateways / Banners
2. Warriner Civic Space
3. Anspach – Academics
4. Central Plaza – Res Life
5. Basic Stds (screening)
6. Southern Green Spine + Key Crossings (Biotech to Broomfield Crossing)
CENTRAL MICHIGAN UNIVERSITY

Campus Identity