Campus Landscape Improvement Plan

Recommendations and Implementation

Faculty Senate – December 18, 2007
CLIP Guiding Principles

Campus environment that is durable and readily maintainable

Designs that enhance pedestrian and driver safety

Creative solutions that mitigate the impacts of parking on campus

Landscape as unifier of campus’s diverse architectural styles
Consultant Group

- Carol R. Johnson Associates – Landscape
- SEA Consultants, Inc. – Vehicular Circulation
- Roll, Barresi and Associates – Wayfinding
Elements of the Plan

- Landscape Design Guidelines and Standards
  - Open Space & Pedestrian Circulation
  - Vehicular Circulation
  - Wayfinding & Banners
- Conceptual Campus Landscape Planning
- Implementation
  - Landscape Management
  - Capital Projects
Design Guidelines & Standards

- **Guidelines**
  - Strategies for design projects
  - Flexibility to be adapted for each design challenge

- **Standards**
  - Uniformity
  - Aesthetic Quality
  - Durability
  - Maintainability

- Details that support implementation of guiding principles

- Living document that reflects lessons learned
Open Space

- Emphasize image of a green, healthy, well-maintained landscape

- Provide a special sense of the campus history
Open Space

- Connect open spaces to the surrounding buildings
- Balance large and small spaces
- Minimize views of pavement in favor of grass and trees
Facilities and Campus Planning

Circulation & Gathering Spaces

- Provide clear views to destinations, making the walking experience pleasant and convenient
- Provide consistent pavement material throughout campus
- Locate outdoor gathering spaces where they can be easily accessed and used
- Use benches, steps or low walls in all gathering areas for seating; provide spaces for wheelchairs
- Encourage bicycle circulation by designating bike paths and providing storage at entrances
Shrubs and Lawn

- Use plants that contribute to the University’s teaching mission
- Focus primarily on robust native plants
- Retain plantings that enhance the architecture
- Eliminate plants that obscure major views or pedestrian paths
- Focus plantings of flowers, shrubs and small trees only in limited key areas that provide the greatest effect
Tree Plantings

- Use plants that contribute to the University’s teaching mission
- Use trees to delineate important open spaces not simply circulation
- Provide a balance of tree canopy and open, sunny areas
- Ensure adequate room for roots and branches at mature size
- Enhance the existing tree canopies
- Plan for demise of aging trees
- Give special character to an area by using a theme tree throughout
Outdoor Furniture and Site Elements

- Use site furniture to promote campus life and safety, not to resolve circulation and maintenance problems
- Locate benches in groups where possible for ease of conversation
- Locate pedestrian-scaled lights and emergency telephones at frequent intervals along major pedestrian routes
Sidewalk Standards

- Existing light fixtures durable, attractive and effective
- All poles for pedestrian and street lighting will be black

- Concrete for primary sidewalks within campus core
  - Longer life
  - Cleaner, more crisp appearance
  - Handles abuse better

- Service routes and vehicular roads remain asphalt
Site Furniture Standards
Fences and Railings

- Use of fencing should be minimized
- Primarily for safety, security and screening, not to redirect unwanted pedestrian traffic
Transportation Improvements

**Goal:** Improve vehicular circulation to allow better accessibility for visitors and greater mobility for campus community

**Primary Objectives:**

- Keep vehicular congestion levels low
- Manage flow of pedestrians and vehicles safely and efficiently
- Utilize traffic calming measures to slow traffic
- Provide aesthetic improvements to the streetscape
- Encourage the use of the ring road system
Pedestrian Safety Improvements in Roadways

**Issue:** Numerous crosswalks, wide roads and traffic speeds create significant pedestrian-vehicular conflicts

- Remove redundant crosswalks, improve all remaining crosswalks
  - Contrasting pavement
  - Increased width
  - Median islands where appropriate

- Ensure crosswalks lead to appropriate landings

- Use traffic calming on all major campus roads

- Limit service vehicular use to off-hours where existing walks serve as service drives
Material Management & Service Vehicles

**Issue:** Inappropriate service vehicle routes conflict with pedestrian circulation and damage landscape.

- Growth of “just-in-time delivery” adds stress to service network.
- Primary Goals:
  - Pedestrian safety should be paramount
  - Service traffic should not damage the landscape
  - Service should be as invisible as possible
  - Service traffic should not disrupt vehicular flow
  - Service network should be integral to overall campus plan
  - Service network should be economical & efficient
- Vehicle Access Plan:
  - Provides direction for physical improvements
  - Needs the support of clear administrative policies & effective enforcement
Wayfinding – General Concepts

- Proposes a comprehensive signage system that allows visitors to easily find their destinations
- Focuses on the advantages of the campus ring road
- Provides a consistent, attractive first impression of the campus
- Includes temporary signs and banners
- Framework for future additions to system
Campus Gateways

Major Gateways

UNIVERSITY OF MASSACHUSETTS AMHERST

Campus Identification

UMASS AMHERST
Directional Signage

Visitors Center
Mullins Center
Parking Garage
Campus Center

Morrill Science Ctr
Univ. Health Services
Durfee Conservatory
University Club
Wilder Hall

Directional Signage

Campus Map Kiosks

Street Signs

Facilities and Campus Planning
Building & Area Identification

Building Identifiers

Names on Buildings
Parking Lot Identification

- Color and graphics aid readability
- Standard Blue “P” designates all public-access parking
- First priority for signs near ring roads and in campus core
Temporary Directional & Construction Signage

Construction Information Signs

- Temporary signs made of simple, low-cost materials
- Maintain same visual identity as other campus signage
- Use new building images where possible

Construction Detour Signs
Campus Banners

University of Massachusetts Amherst
Campus Banners

- Developing program beyond initial CLIP
- Enhance campus image & identity
Comprehensive Plan

- Focus on significant public areas in core of campus
- Interrelated set of concepts and interventions addressing open space, plantings, and pedestrian & vehicular circulation
Landscape Concepts – North Pleasant Street

- Place overhead utilities underground
- Upgrade to granite curb throughout
- Create tree belt to enhance streetscape and separate sidewalk from street edge
- Improve soil drainage to shed salt-laden water
- Provide new “cut-off,” energy efficient roadway and pedestrian lighting
- Remove clutter (such as low plantings and excess signage) so that lawn and tall canopy trees dominate
Landscape Concepts – Alumni Walk

- Use to introduce visitors to the campus and remind alumni of the beauty of the campus landscape
- Develop as the primary pedestrian circulation route
- Show off key buildings and open spaces
- Focus on favorite long views of the campus
- Make route ADA-compliant so accessible to everyone
Implementing the Plan

- **Phased approach**
  - Manageable and affordable
  - Address image and visitor issues first
  - Projects large enough to complete an area and make an impact
  - Maintain momentum with annual capital and maintenance projects

- **Integrated with capital work underway**

- **Multiple projects currently funded for implementation**
  - Wayfinding – Phase I
  - Stockbridge Road corridor
  - Mass Ave./Comm Ave. intersection improvements
  - Crossing guards at Mass Ave. crosswalk at Sunset Ave.