

# Campus Master Plan Information Summary Presentations

November 12<sup>th</sup> & 13<sup>th</sup>, 2015



**NORTHWEST**  
MISSOURI STATE UNIVERSITY

AYERS  
SAINT  
GROSS

# MASTER PLAN SCHEDULE

<b>INITIAL KICKOFF MEETING</b>	March 3 <sup>RD</sup> , 2015
<b>INITIAL FOCUS GROUPS</b>	April 8 <sup>th</sup> & 9 <sup>th</sup> , 2015
<b>MEETING WITH PRESIDENT JASINSKI</b>	May 12 <sup>th</sup> , 2015
<b>MEETING WITH PROVOST &amp; DEANS</b>	July 9 <sup>th</sup> , 2015
<b>FOCUS GROUP WITH ACADEMIC AFFAIRS</b>	July 15 <sup>th</sup> , 2015
<b>FALL FOCUS GROUPS</b>	October 21 <sup>st</sup> & 22 <sup>nd</sup> , 2015
<b>INFORMATION SUMMARY PRESENTATIONS: Guiding Principles, High-Level Concept Plan</b>	November 12 <sup>th</sup> & November 13 <sup>th</sup> , 2015
<b>IDEAS WORKSHOPS</b>	December 16 <sup>th</sup> – December 17 <sup>th</sup> , 2015
<b>DRAFT PLAN PRESENTATIONS</b>	January 27 <sup>th</sup> – January 29 <sup>th</sup> , 2016
<b>FINAL PLAN &amp; PRESENTATIONS</b>	March / April, 2016



# INTEGRATED PLANNING

Combines multiple efforts:


- **Strategic planning** establishes the need and direction (the **WHAT**)
- **Financial planning** facilitates implementation (the **HOW**)
- **Physical planning** guides development (the **WHERE**)



# NORTHWEST MISSOURI STATE UNIVERSITY

## AYERS SAINT GROSS

Campus Planning



SPACE	SITE	SYSTEMS	SUPPORT
FACILITY INVENTORY Ayers Saint Gross	LANDSCAPE ARCHITECTURE Ayers Saint Gross	INFRASTRUCTURE BRIC	WEB BASED SURVEY MySidewalk
SPACE NEEDS ANALYSIS Ayers Saint Gross	SIGNAGE & WAYFINDING Ayers Saint Gross	CIVIL ENGINEERING CHA	COST ESTIMATING TBD
ATHLETICS & REC CHA		INFORMATION TECHNOLOGY The Sextant Group	

# TEAM



# AGENDA

- Welcome & Introductions
- Project Overview & Schedule
- The Past, Present, & Future of Northwest
- University Context
- Built Systems
- Landscapes
- Signage and Wayfinding
- Key Issues & Guiding Principles

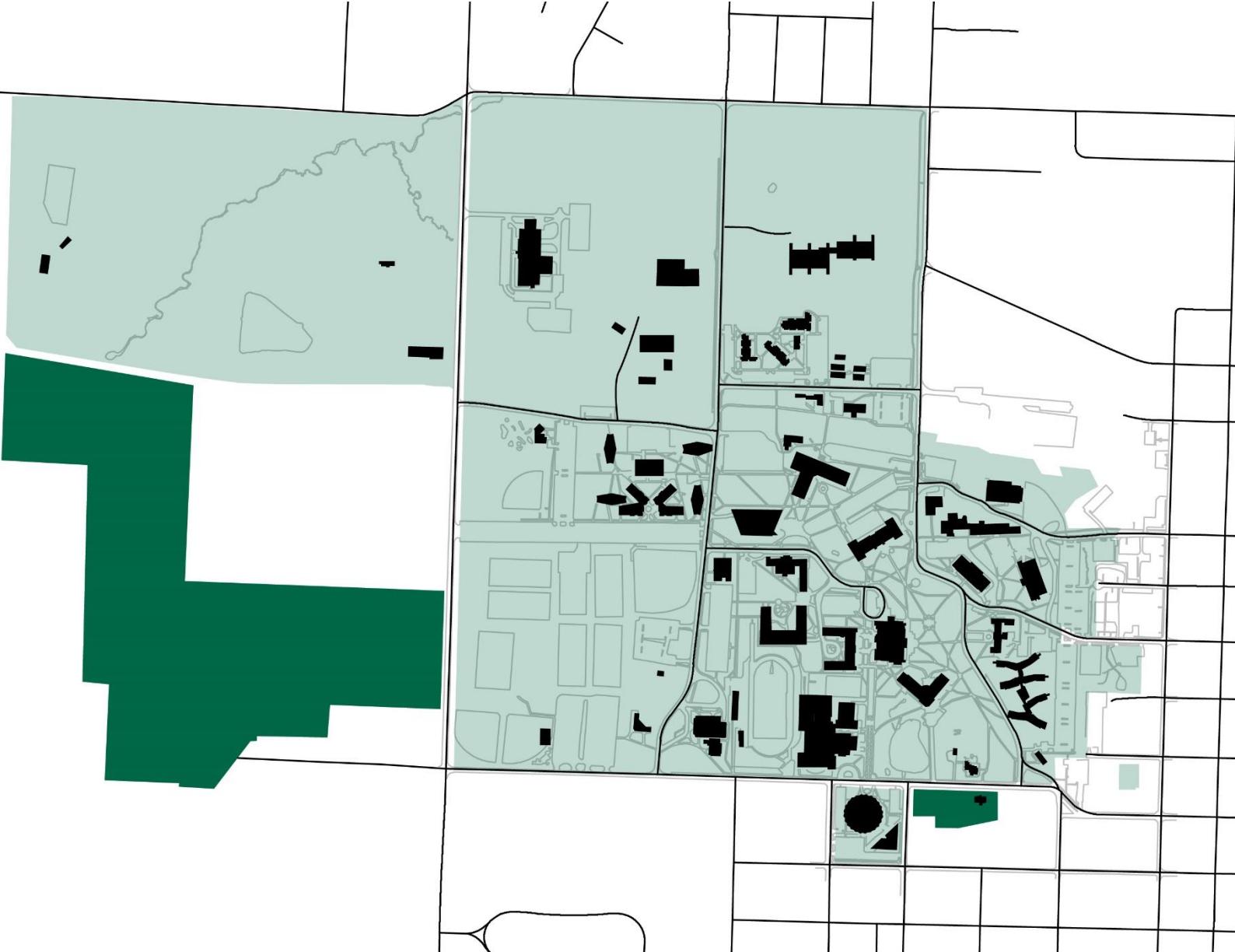


# PAST, PRESENT, & FUTURE OF NORTHWEST

- The Past: History of Campus Development
- The Present & Future: Strategic Plan
- Enrollment
- Housing



# Campus 2015



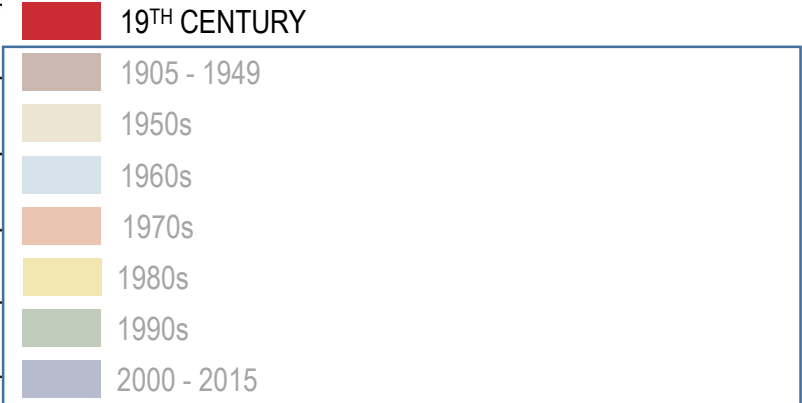
-  Main Campus Boundary
-  Northwest Foundation Land



# History: Where did we come from, how have we changed?



*The Thomas Gaunt House*



# History: Where did we come from, how have we changed?



[www.nwmissouri.edu](http://www.nwmissouri.edu)

*Pre-War Campus*

- 19<sup>TH</sup> CENTURY
- 1905 - 1949
- 1950s
- 1960s
- 1970s
- 1980s
- 1990s
- 2000 - 2015



# History: Where did we come from, how have we changed?

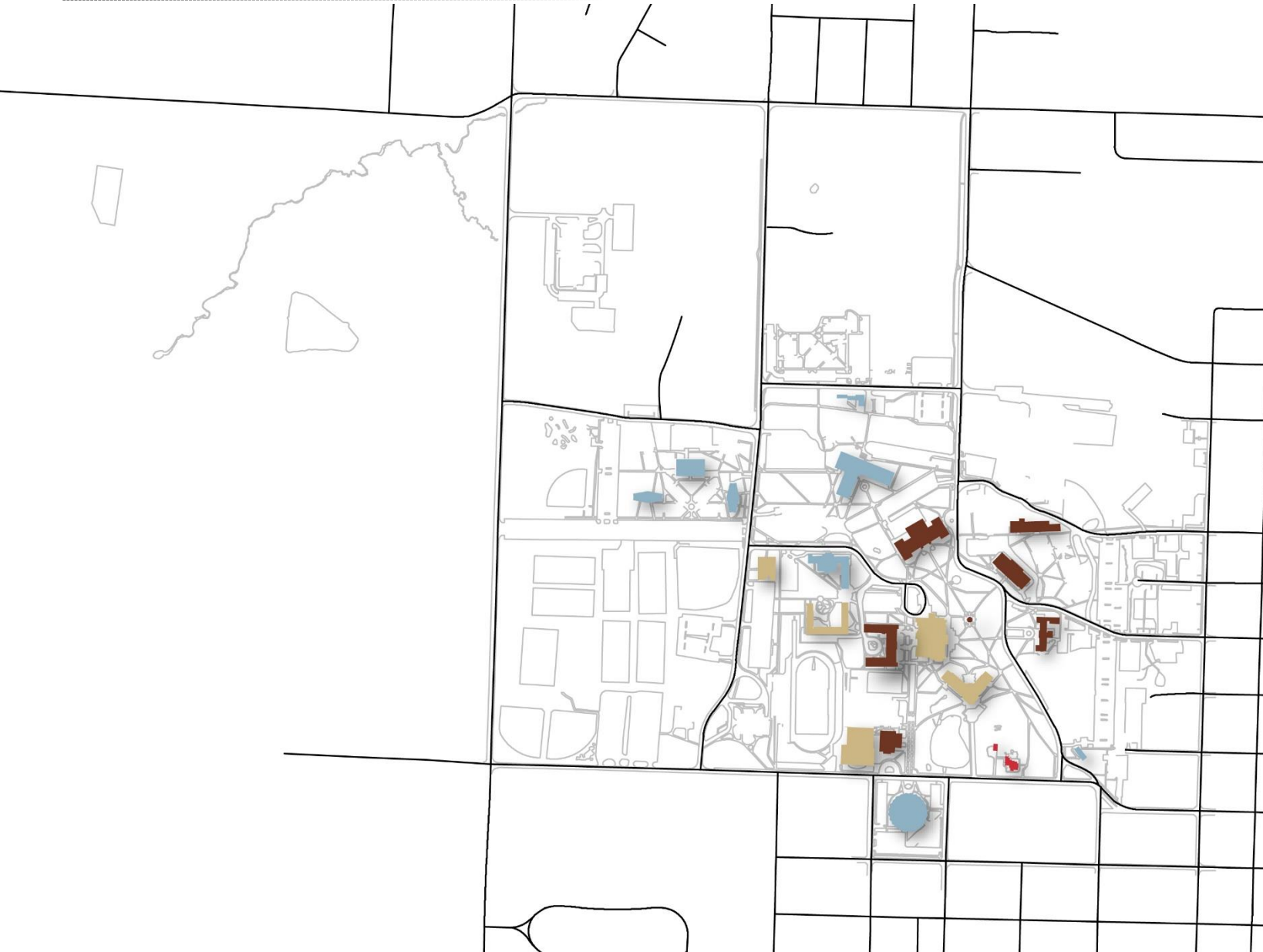


*J.W. Jones Student Union*

- 19<sup>TH</sup> CENTURY
- 1905 - 1949
- 1950s
- 1960s
- 1970s
- 1980s
- 1990s
- 2000 - 2015



# History: Where did we come from, how have we changed?



Charles Johnson Theater: The "Peanut Butter Cup"  
Image: nwmissouri.edu

- 19<sup>TH</sup> CENTURY
- 1905 - 1949
- 1950s
- 1960s
- 1970s
- 1980s
- 1990s
- 2000 - 2015

# History: Where did we come from, how have we changed?



Millikan Residence Hall  
Image: nwmissouri.edu

- 19<sup>TH</sup> CENTURY
- 1905 - 1949
- 1950s
- 1960s
- 1970s
- 1980s
- 1990s
- 2000 - 2015

# History: Where did we come from, how have we changed?



Ron Houston Center

- 19<sup>TH</sup> CENTURY
- 1905 - 1949
- 1950s
- 1960s
- 1970s
- 1980s
- 1990s
- 2000 - 2015



# History: Where did we come from, how have we changed?



*Lamkin Gym Expansion and Renovation*

- 19<sup>TH</sup> CENTURY
- 1905 - 1949
- 1950s
- 1960s
- 1970s
- 1980s
- 1990s
- 2000 - 2015

# History: Where did we come from, how have we changed?



*Hudson & Perrin Residence Halls*

- 19<sup>TH</sup> CENTURY
- 1905 - 1949
- 1950s
- 1960s
- 1970s
- 1980s
- 1990s
- 2000-2015




# Present & Future: FOCUS - Northwest's Strategic Plan



The future builds on the present with recent updates to FOCUS – Northwest's Strategic Plan as Northwest enters its 111<sup>th</sup> year.

The development of this Master Plan is timely to leverage an alignment with the Strategic Plan's 5 objectives:

- **INNOVATING ENROLLMENT APPROACHES**
- **IMPROVING COLLEGE COMPLETION**
- **ENHANCING DIVERSITY, EQUITY, AND INCLUSION PRACTICES**
- **HEIGHTENING HIGH PERFORMING AND ENGAGED WORKFORCE**
- **ENSURING ORGANIZATIONAL VIABILITY**

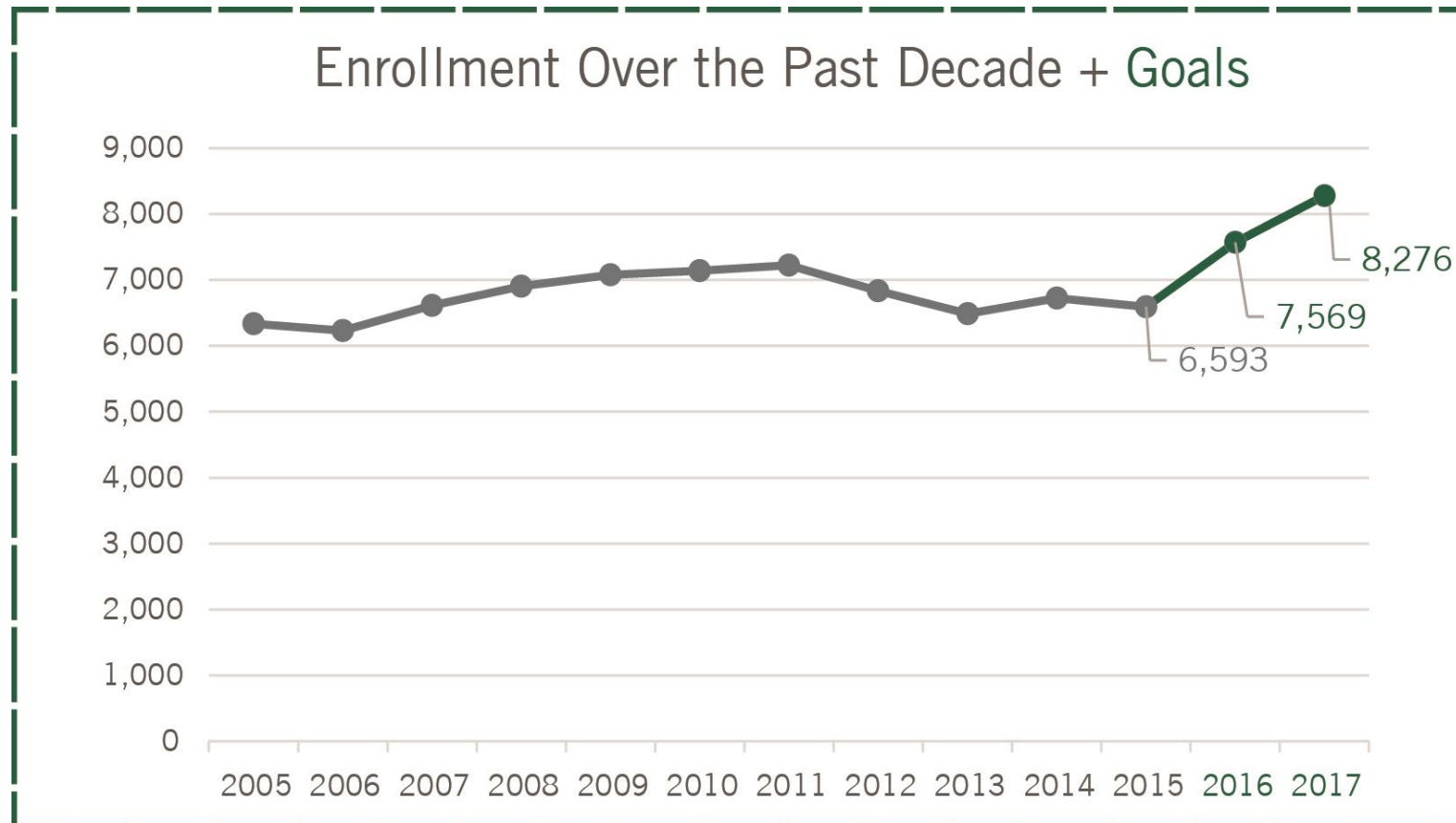
 <b>FOCUS 2017</b> <small>NORTHWEST'S STRATEGIC PLAN</small> <span style="float: right;">November 2015</span>		
Our Strategic Objectives	Our Strategic Goals	Examples of Actions
<b>Innovating Enrollment Approaches</b>	Grow on-campus enrollment, off-campus enrollment and online enrollment through diverse students, relevant academic programs and services and an integrated marketing plan	a) Adding academic programs and other offerings that map to state/employer needs and student interests b) Conducting curriculum relevance reviews c) Creating academic visioning plan to address differentiation d) Implementing School of Health Science & Wellness, assessing professional school structure and evaluating new school creation e) Launching Northwest Missouri State University - Kansas City f) Implementing competency-based education programming g) Addressing and aligning accreditation self-study elements and academic structure needs h) Conducting strategic programming analyses including academic portfolio review, academic/administrative reviews and enrollment leveraging and forecasting study
<b>Improving College Completion</b>	Increase retention of at-risk students Integrate general education curriculum and co-curricular activities through highly engaging learning experiences, profession-based skill development to enhance students being engaged citizens	a) Integrating success coaching program b) Implementing early assessment initiative c) Establishing comprehensive academic advising center d) Developing Northwest Core/Co-Curricular approach e) Implementing courses designed to develop soft skills
<b>Enhancing Diversity, Equity and Inclusion Practices</b>	Recruit and retain underrepresented students Create an equitable campus climate Recruit and retain underrepresented employees	a) Broadening our mentoring and supporting programs to challenge and support racially underrepresented students b) Developing training on diversity and inclusion for faculty, staff and students c) Targeting marketing strategies for underrepresented employee recruitment d) Introducing mentoring and supporting programs for underrepresented employees
<b>Heightening High Performing and Engaged Workforce</b>	Enhance leader development Develop a compensation system and plan that is market competitive Create a healthy workforce Improve communication processes and tools	a) Creating and implementing a leadership model, competencies and performance appraisal process for all leaders b) Invoking comprehensive health and wellness programming and support mechanisms [e.g. required health risk assessments (HRAs), support of Foster Fitness Center memberships and family premiums] c) Addressing a market-based compensation plan d) Refining the employee satisfaction survey process e) Implementing the 4-Up performance review process across the organization
<b>Ensuring Organizational Viability</b>	Use technology to gain efficiencies in work systems Ensure Northwest's business model is sustainable Develop a campus master plan Implement Forever Green - the campaign for Northwest Missouri State University	a) Evaluating and adopting technology tools to aid analysis and efficiencies b) Assuring agility and promoting disruption in overall approach to business model - driving ability to allow for strategic reallocation c) Completing campus master plan and aligning campus infrastructure strategy to the plan d) Refining fundraising processes and continuing to address Forever Green initiatives e) Assessing organizational structure(s)/committees and aligning with the strategic plan f) Retooling grants approach (e.g., Sponsored Programs) and submitting innovative grant and state funding proposals



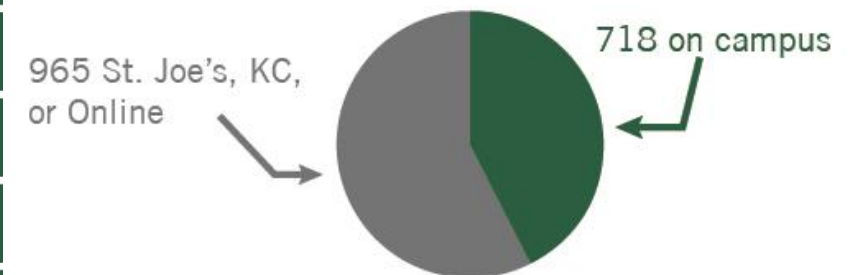
# Historic, Present, and Future Enrollment: Growth & Goals

Total Enrollment in 2015 (FY 2016) is 417 below the goal outlined in FOCUS – the Strategic Plan.

The goal for 2017 (FY 2018) is to add 1,683 more students. This represents a 26% increase from current enrollment.



The additional 1,683 students:



\*Enrollment is headcount – grad & undergrad + satellite campuses

# Preliminary Space Needs

## Strategic Plan Impact

- Enrollment Growth on campus will affect units campus wide.
- Benefit from an interdisciplinary approach to academic program and space planning. The planned shift to profession-based schools would be an optimal time to integrate this into the campus culture.
- Several academic units lack a sense of physical identity and focal point.
- Need intentional space planning so that unit locations and buildings meet the needs of student customers.





# Preliminary Space Needs

## Instructional Spaces

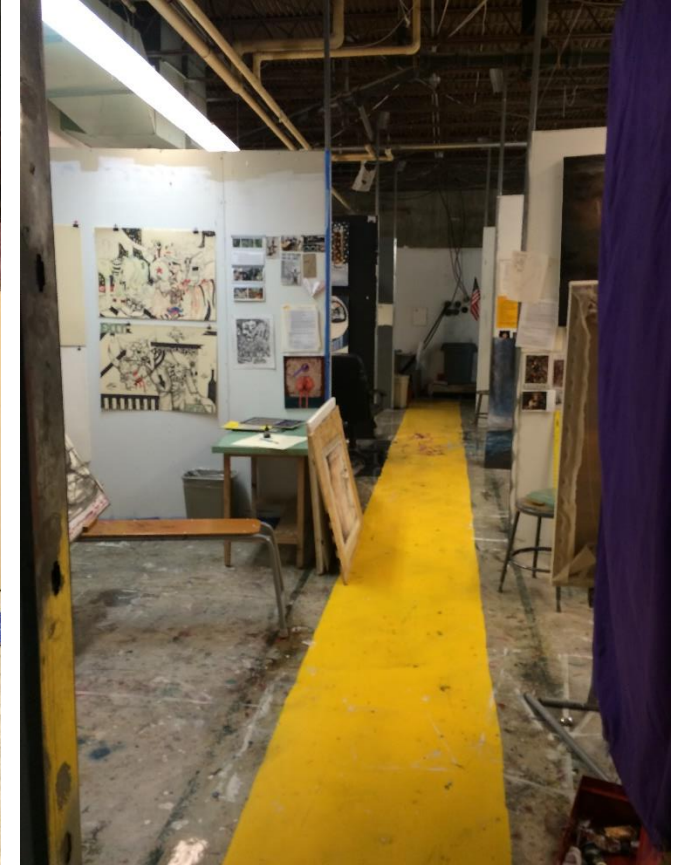
- The majority of classroom footprints and configurations prevent a variety of learning styles.
  - Rightsizing is needed as larger-capacity rooms are underutilized.
  - Flexible/reconfigurable furniture is needed.
- Classrooms and class labs could be better utilized through improved scheduling practices.
- Every student receives a laptop yet there are still requests for dedicated computer labs. How can specialty software needs be met in order to avoid poor use of space?
- Owens Library should include TRIO staff to consolidate Library Services



# Preliminary Space Needs

## Infrastructure

- Majority of buildings need more electrical capacity, outlets, and wireless capacity in instructional spaces and lounge/study areas.
- Wells Hall is limited in its usability and has significant deferred maintenance.
- DeLuce Fine Arts Building is mix of theater and arts with space and scheduling issues.





# Preliminary Space Needs

## Office and Support Spaces

- Many units will be challenged to meet office needs of new faculty and staff as enrollment shifts and growth occurs.
- Desire to move to a more digitized filing system. Many units reported still being 100% paper based. Filing cabinets create a need for space that could be utilized for other purposes or negate the need completely.
- Units in the Administration Building need to be rethought.



# Preliminary Space Needs

## Student Experience

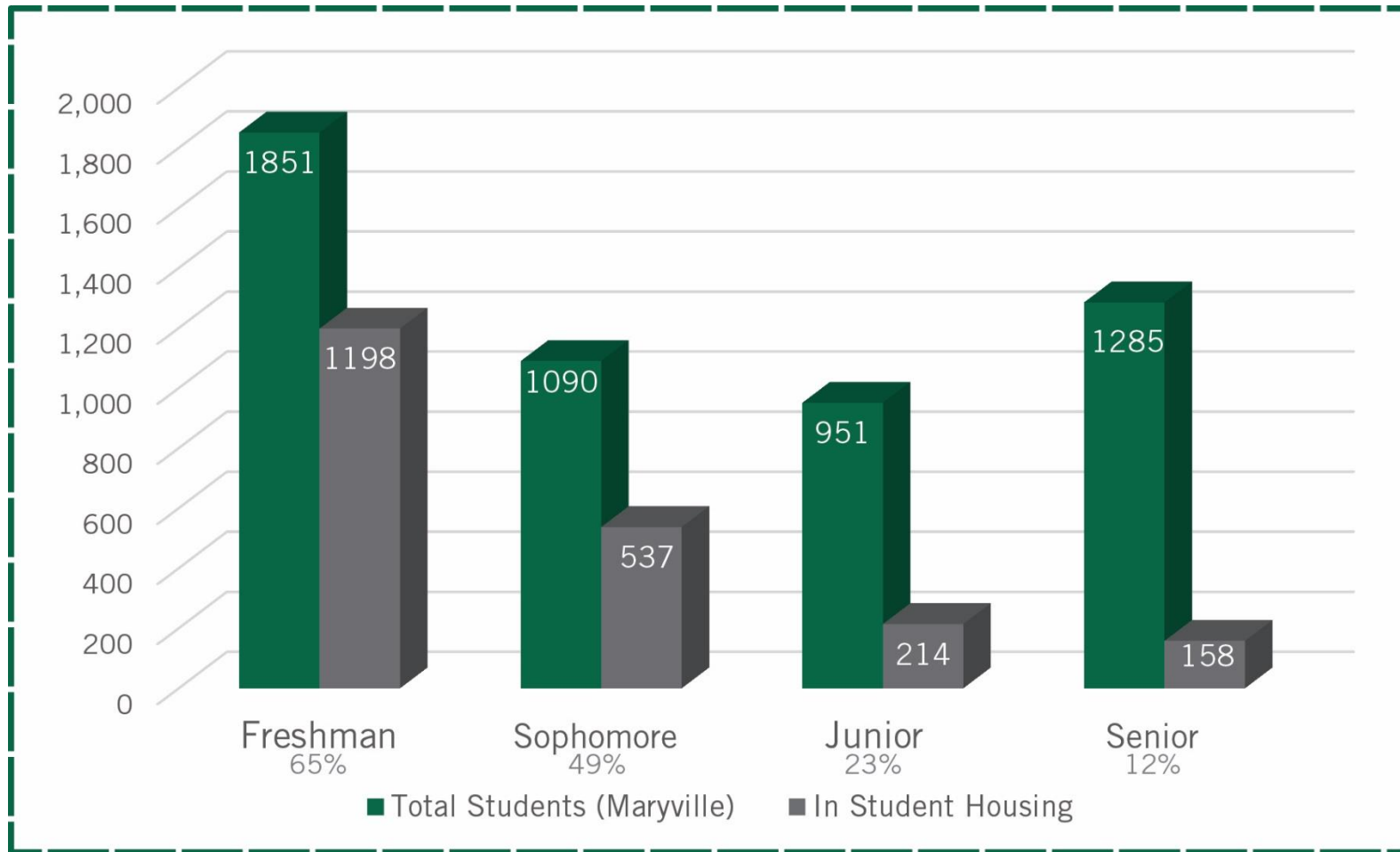
- Need for informal student study and collaboration space that is intentionally designed and obvious.
- Reallocation of space would improve the student experience and improve work efficiencies by removing physical silos. An example is creating a one-stop shop for student services that would include units such as Admissions, Career Services, Registrar's Office, Financial Aid, etc.





# Housing

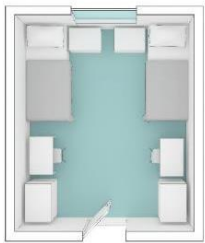
Currently, 41% of Undergraduates at Maryville live on campus. Following the Strategic Plan's goal of adding 718 additional students on campus in the next 2 years, 292 additional beds will be needed *just at the current rate of 41% housed*



# Housing – The Desired Residential Experience

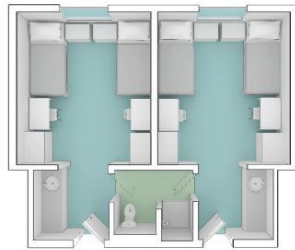
Housing types should align with developmental maturity, offering increased independence as students progress.

## First Year



TRADITIONAL

## First Year & Sophomores



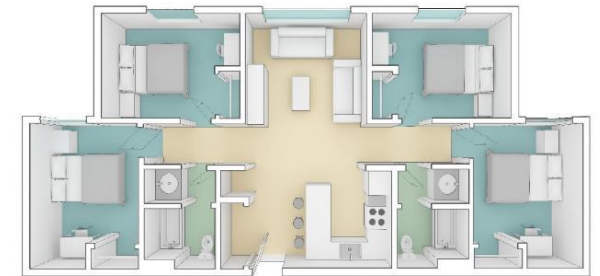
SEMI-SUITE  
adds bath

## Sophomores, Juniors, & Seniors



SUITE  
adds living space

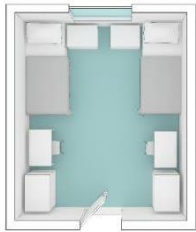
## Junior & Senior



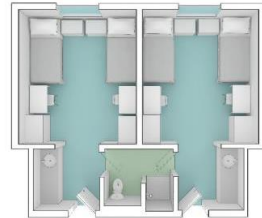
APARTMENT  
adds kitchen



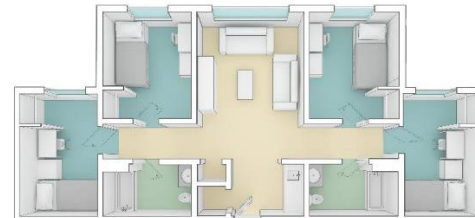
# Housing: Northwest's Existing Experience



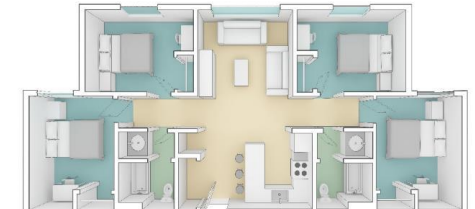
**TRADITIONAL**



**SEMI-SUITE / POD**  
adds bath



**SUITE**  
adds living space



**APARTMENT**  
adds kitchen

**HALL**

Millikan  
Dieterich  
Franken  
Roberta  
Hudson  
Perrin  
South  
Tower Suites  
Forest Village

**BEDS**

312  
306  
312  
175  
210  
286  
256  
342  
194

**FRESHMAN**

90%  
90%  
51%  
0%  
89%  
92%  
12%  
1%  
0%

**SOPHOMORES**

2%  
1%  
12%  
62%  
3%  
0%  
41%  
57%  
40%

**JUNIORS**

1%  
3%  
6%  
18%  
1%  
1%  
17%  
16%  
24%

**SENIORS**

1%  
1%  
6%  
5%  
0%  
1%  
20%  
9%  
21%

**77% of Freshman Housed in Traditional**

**Overall, Residence Halls are 88% occupied (not including Phillips).  
Generally bed types are well-aligned to development year**

\*Based on FY2015

# Preliminary Space Needs

## Athletics and Recreation - Indoor

- Planned renovation of lower level of Lamkin and Martindale for athletics and rec
- Indoor Recreation is generally addressed long term with Foster Center renovation
  - Some minor improvements internally required for SRC (reuse of racquetball courts for other uses)
  - Maybe very long term a rec pool?
- Indoor Athletics needs:
  - Added athletic offices space: 2000 gsf
  - Added team meeting: 2500 gsf
  - Future locker level expansion (long range): 7000 gsf
  - Outdoor venues support building (toilets, team meeting, concessions): 3200 gsf (may be two facilities)
  - Renovate arena (reduce seating, improve quality of seating and space)
  - Press box west side needs to be enclosed (corridor and stairs), significant water problems



# Preliminary Space Needs

## Athletics and Recreation - Outdoor

- Athletic outdoor needs:
  - Softball, soccer, baseball need new venues; new seating (500 each), press box, lighting, turf fields; all likely relocated
  - Track is substandard: lane widths, maybe long term it moves out of stadium?
  - Cross country: improvements to existing 2 mi course
  - Tennis: expand existing courts at Lamkin; build 6 other new courts somewhere else for total of 12 courts, share with rec
- Rec outdoor needs:
  - New cricket pitch
  - 2 synthetic fields lighted ganged together ideally
  - 2 min. rec basketball courts
  - Frisbee golf: improve, fitness path improve
  - Rec softball field lighted on campus ideal

# Preliminary Space Needs

## Visitor Experience

- Mabel Cook is inadequate for first time visitors.
- Departmental Museums have limited hours and lack critical mass.
- Lack adequate meeting and conference space (should it be on campus or in community?)  
The new Indoor Athletic Facility may offer some flexibility to accommodate large gatherings.





# Planned Projects

Foster Fitness Center renovation (completed Fall 2015)

New Indoor Activity Center

Lamkin and Martindale Renovations

Ag Center at Wright Farm

Northland Innovation Center KC

State deferred maintenance projects (\$7M)



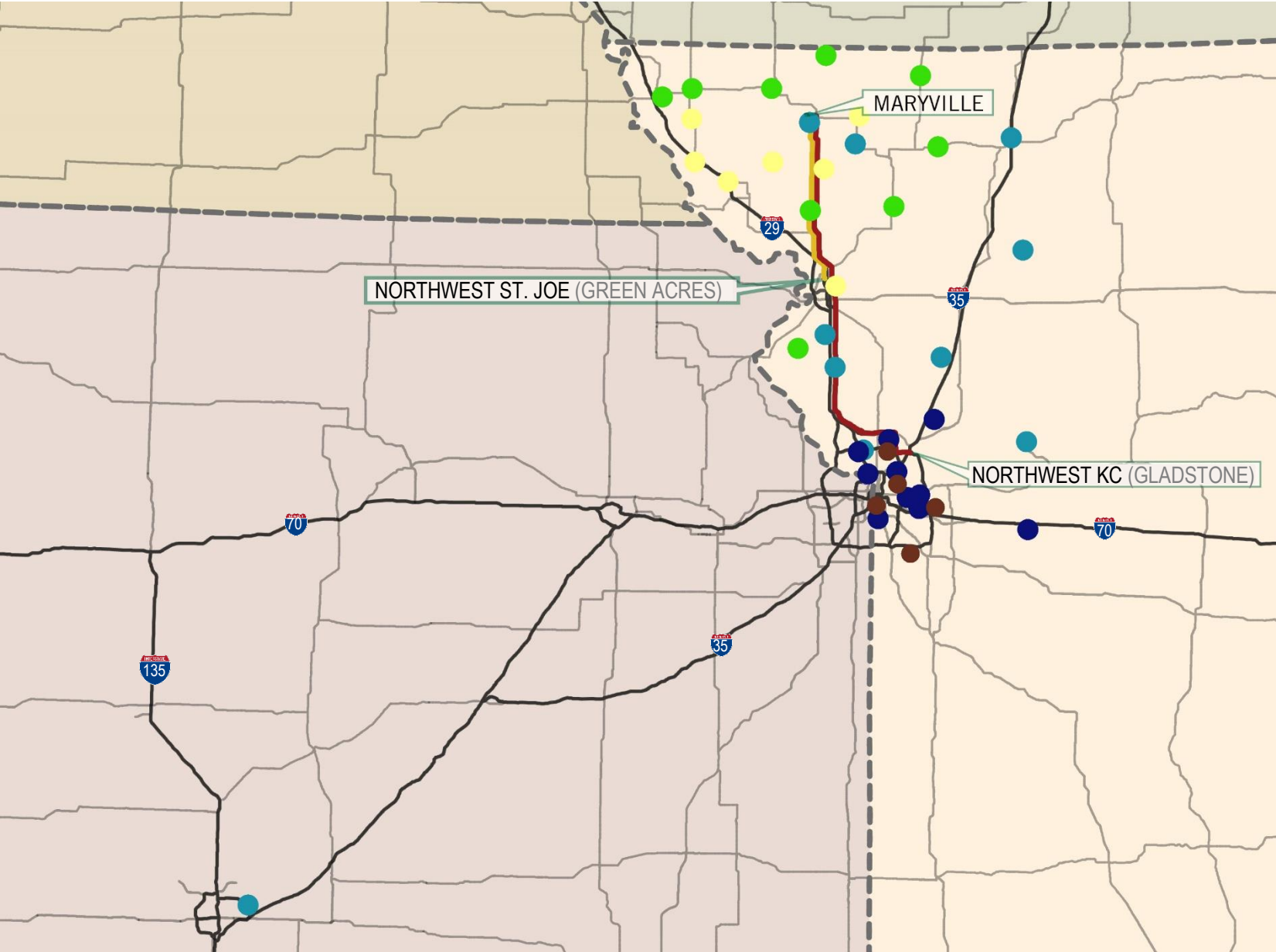
# CONTEXT

- Campus Locations
- Relations with Maryville
- Getting to Campus





# St. Joseph & Kansas City Campuses (and Partner Sites)



Kansas City Center  
Image: nwmissouri.edu/kc



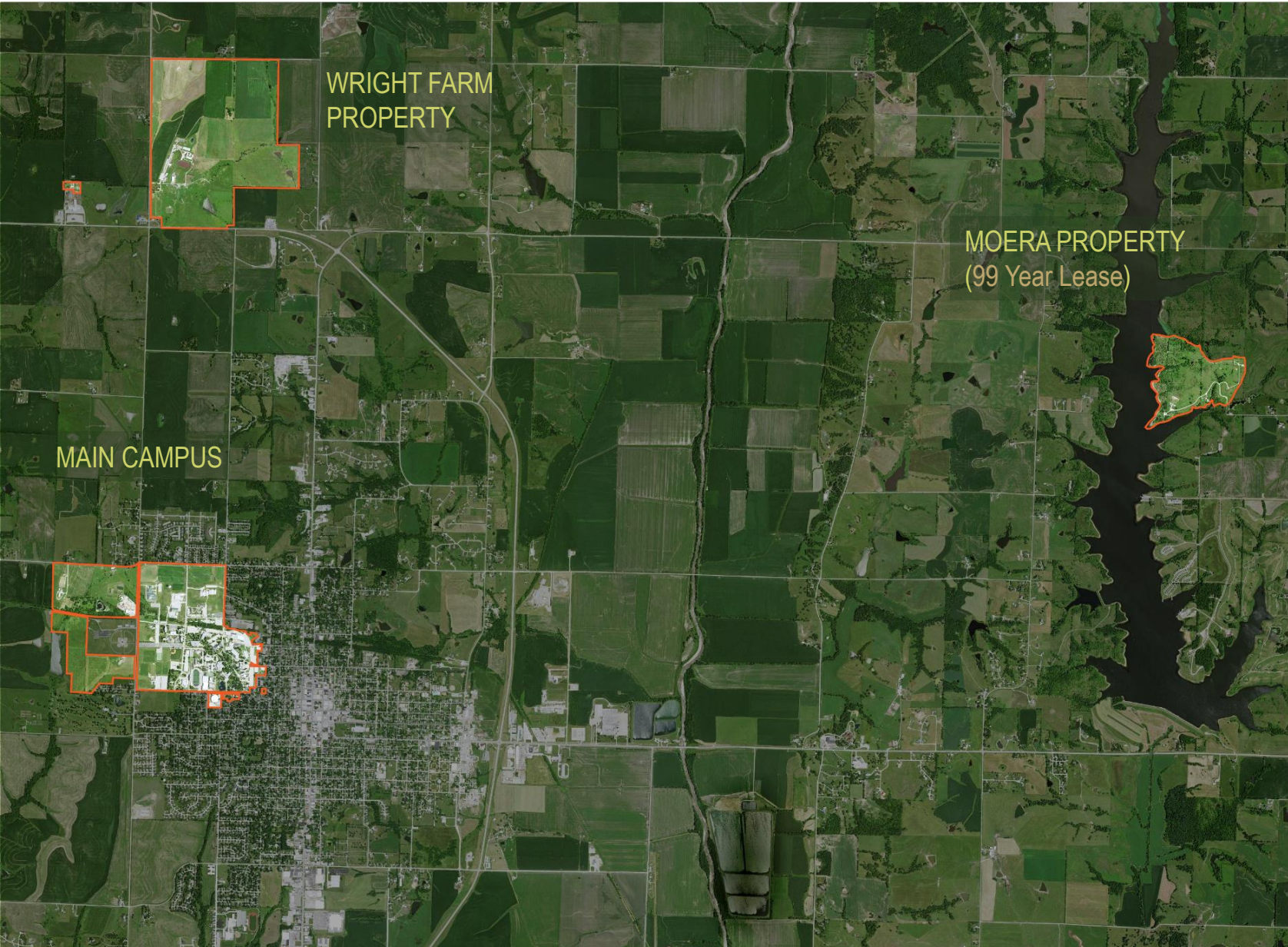
Northwest - St. Joseph - Green Acres Building

**2015 - 2016 Partner Schools to Northwest KC**

- < 100 Students
- 101 - 200 Students
- 201 - 500 Students
- 501 - 3,300 Students
- Community College Partners



# Campus Properties (In and Near Maryville)

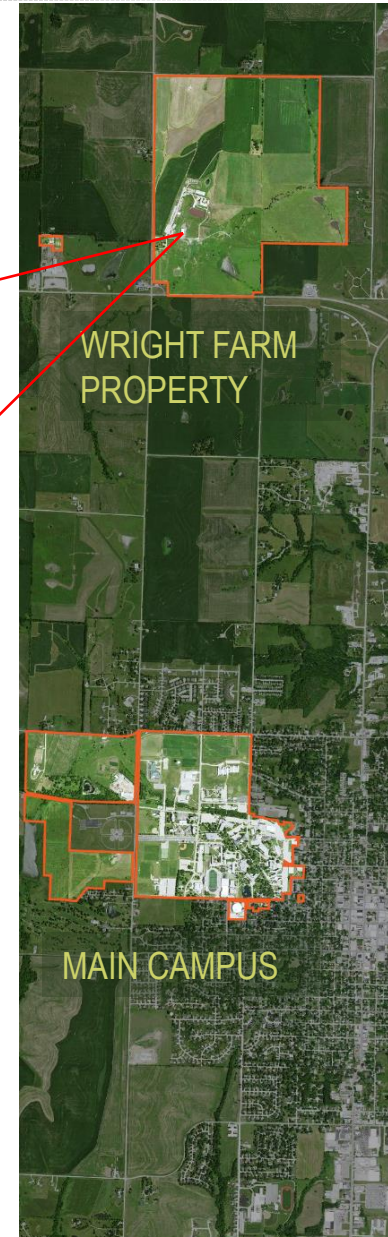




# Ag Center

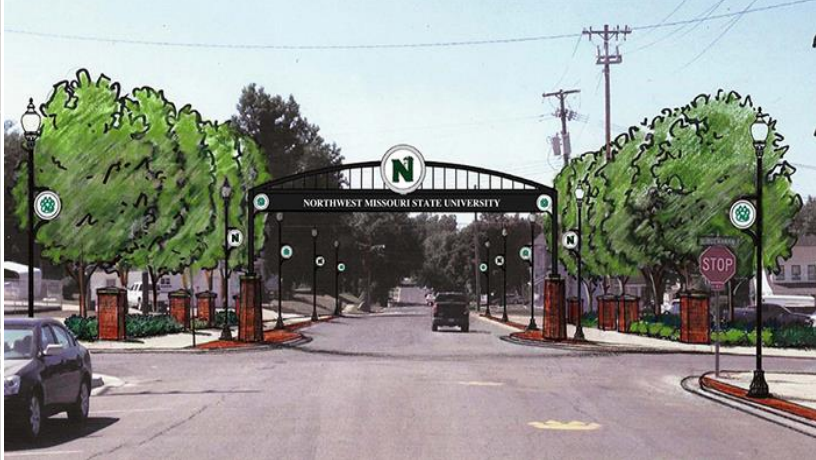
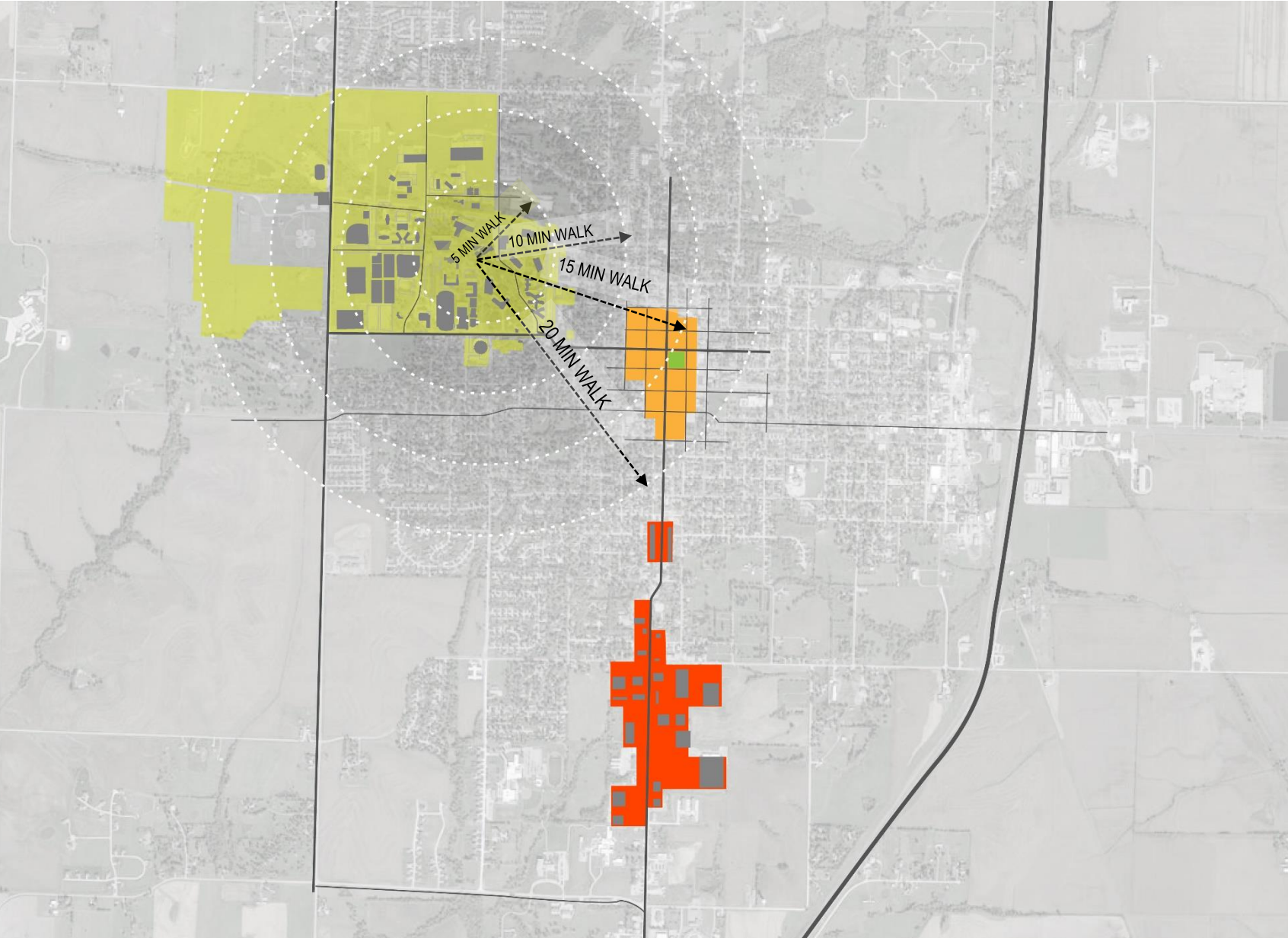
The Agricultural Center, being developed on the campus's Wright Farm Property, will be approximately 30,000 square feet and will include classrooms and an exposition space.

In addition, the farm will be improved.



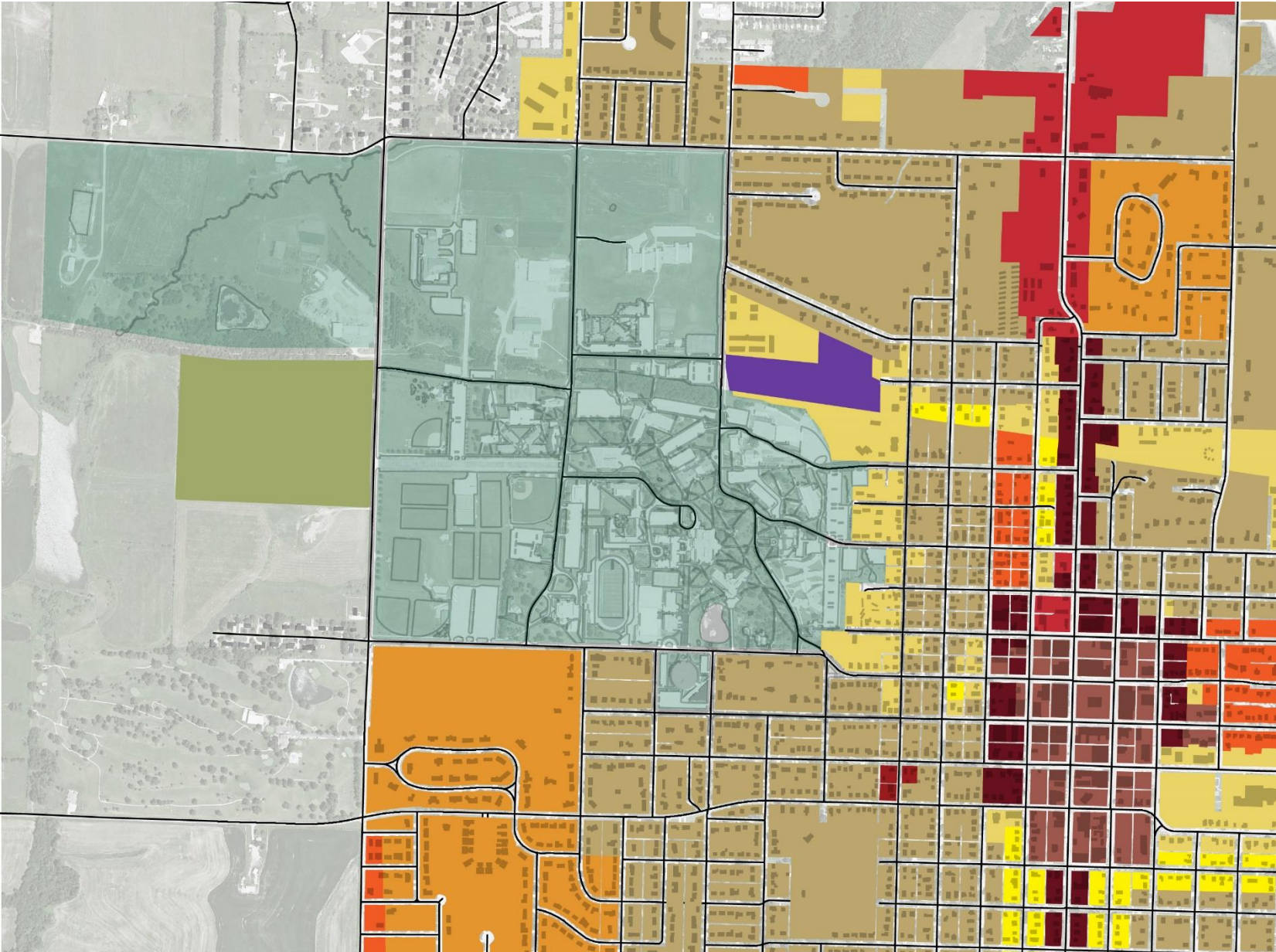














# Relation to Maryville





# Maryville Zoning



	AG	Agricultural Zone	
	R4	Residential Zones Higher Numbers permit greater densities. R3 & R4 are Multifamily	
	R3		
	R2		
	R1		
	R2-M2	Industrial / Modified Residence	
	M1	Light Industrial	
	C3	Commercial District	Commercial Zones
	C2	General Business District	
	C1	Restricted Business District	
	C0	Office Building District	
	Northwest Missouri State University Zone		



# Maryville Zoning & Campus Overlays

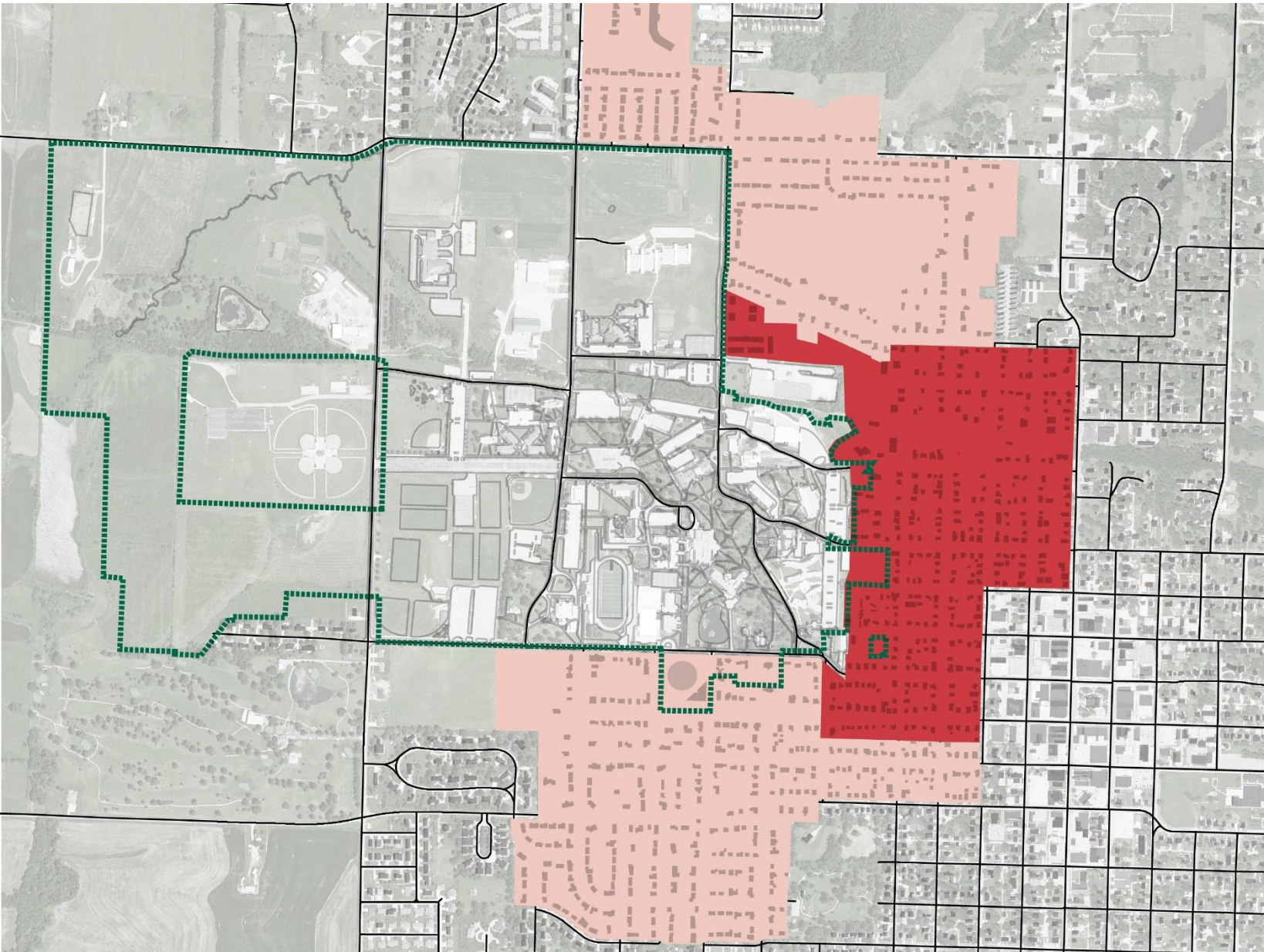


Image: nwmissouri.edu

- UNIVERSITY NEIGHBORHOOD OVERLAY**
  - No more than 2 unrelated individuals can comprise a “family unit.”
  - Required 2 off-street parking spaces per unit.
  - Accessory rentals prohibited.
  - Additional Building Restrictions Present
- CAMPUS TOWN OVERLAY**
  - Incentivize property owners to enhance area through infill and redevelopment
  - Stimulate and facilitate proper design through planned development and renovation
  - Discourage and remove blight
- CAMPUS BOUNDARY**



# How are visitors getting here and how are they greeted?

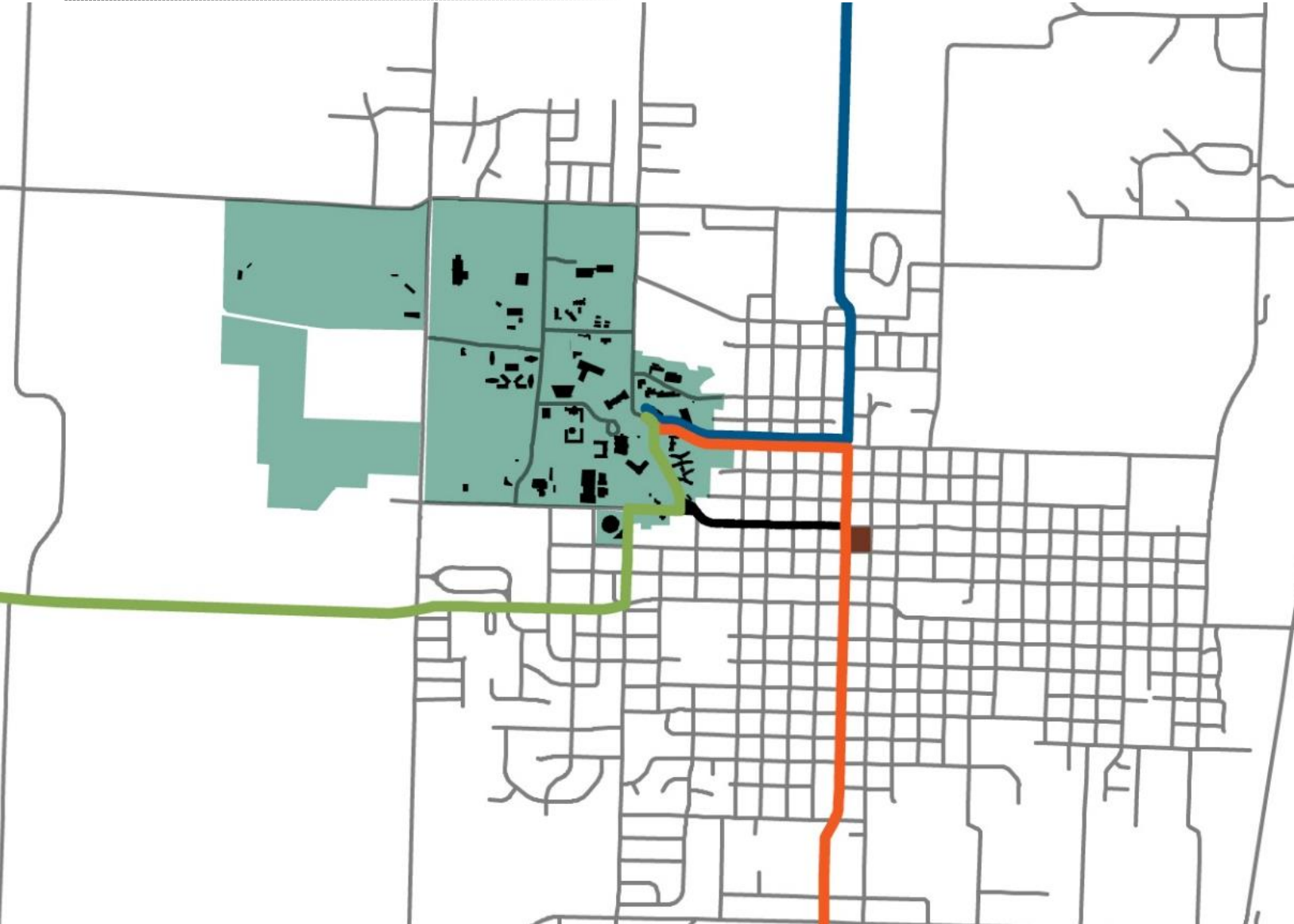


Image: nwmissouri.edu

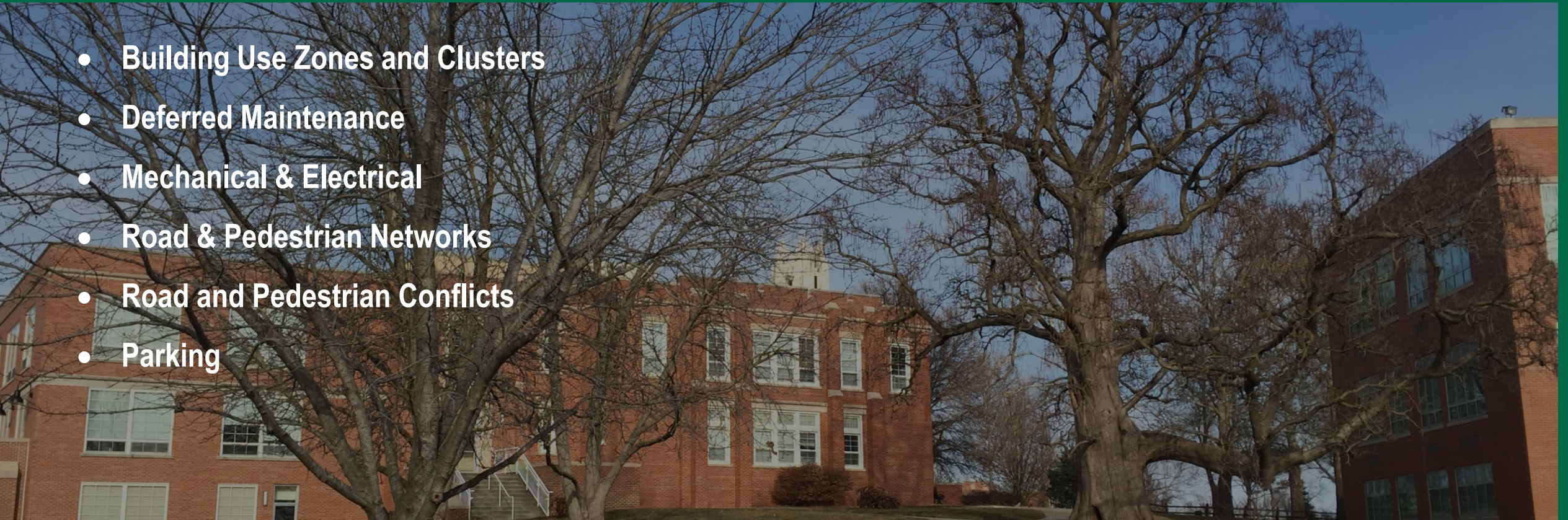
- 4<sup>th</sup> Street is the main entrance but visitors will rely on GPS.
- Need to modify core address on Google to use 4<sup>th</sup> street entrance

- From Des Moines
- From Kansas City
- From Omaha
- 4<sup>th</sup> Street Entrance
- Northwest Missouri State University Boundary
- Maryville Courthouse Square



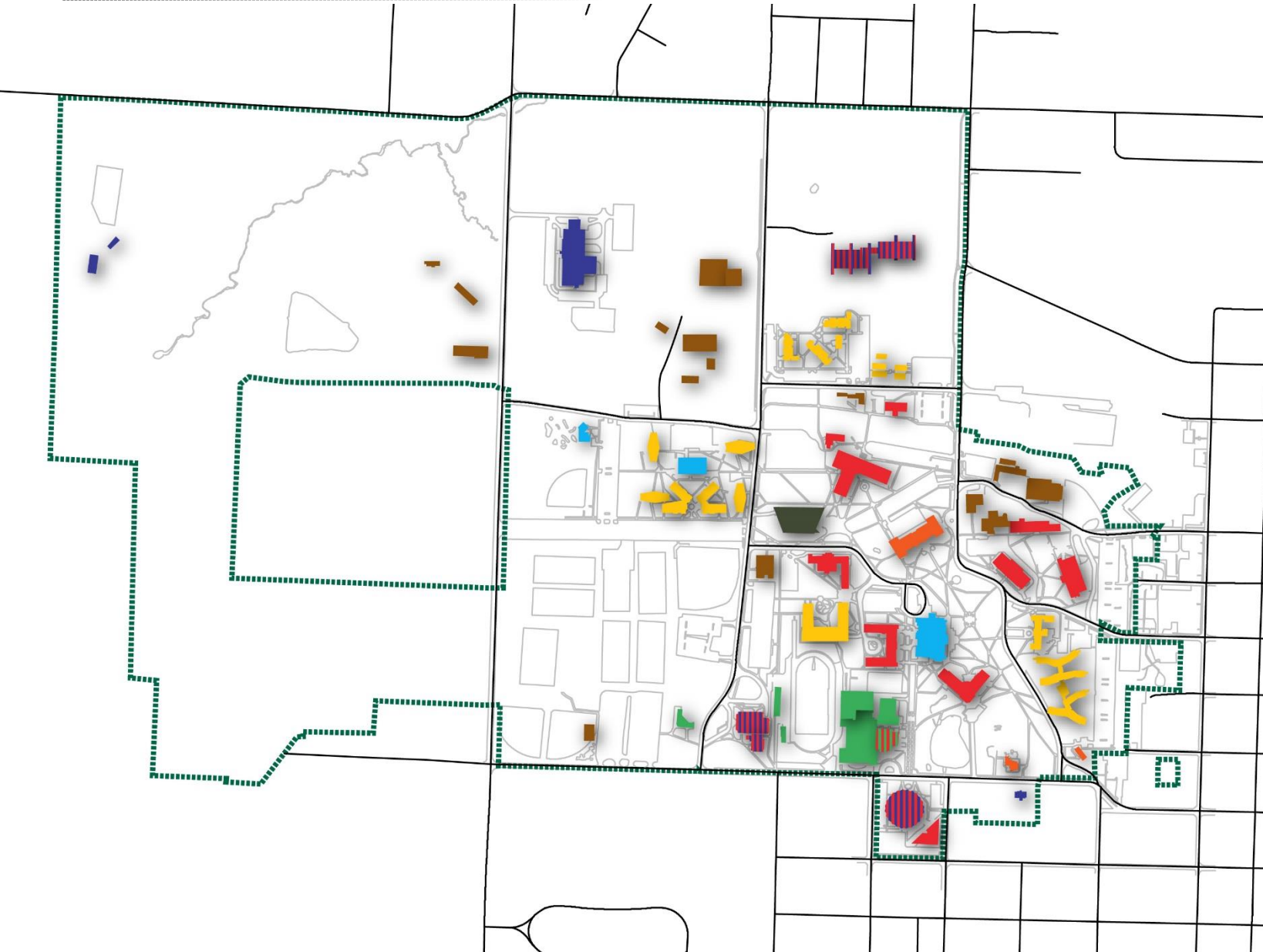
# BUILT SYSTEMS










- Building Use Zones and Clusters
- Deferred Maintenance
- Mechanical & Electrical
- Road & Pedestrian Networks
- Road and Pedestrian Conflicts
- Parking





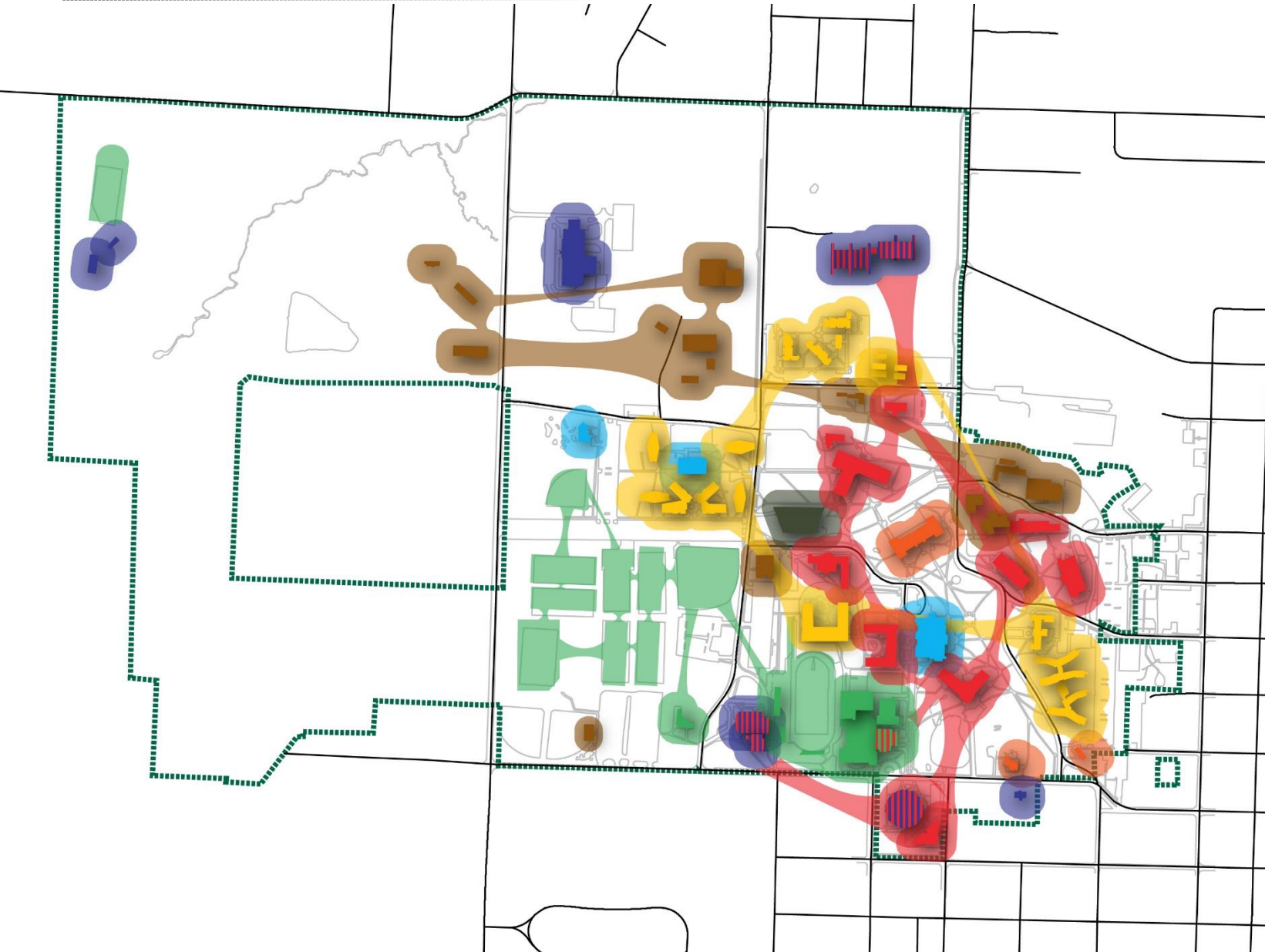
# Building Uses












-  PUBLIC
-  SUPPORT
-  ACADEMIC
-  ATHLETIC
-  RESIDENTIAL
-  ADMINISTRATIVE
-  STUDENT LIFE
-  LIBRARY
-  CAMPUS CORE BOUNDARY



# Building Use Zones



-  PUBLIC
-  SUPPORT
-  ACADEMIC
-  ATHLETIC
-  RESIDENTIAL
-  ADMINISTRATIVE
-  STUDENT LIFE
-  LIBRARY
-  CAMPUS BOUNDARY PERIMETER



# Building Use Zones

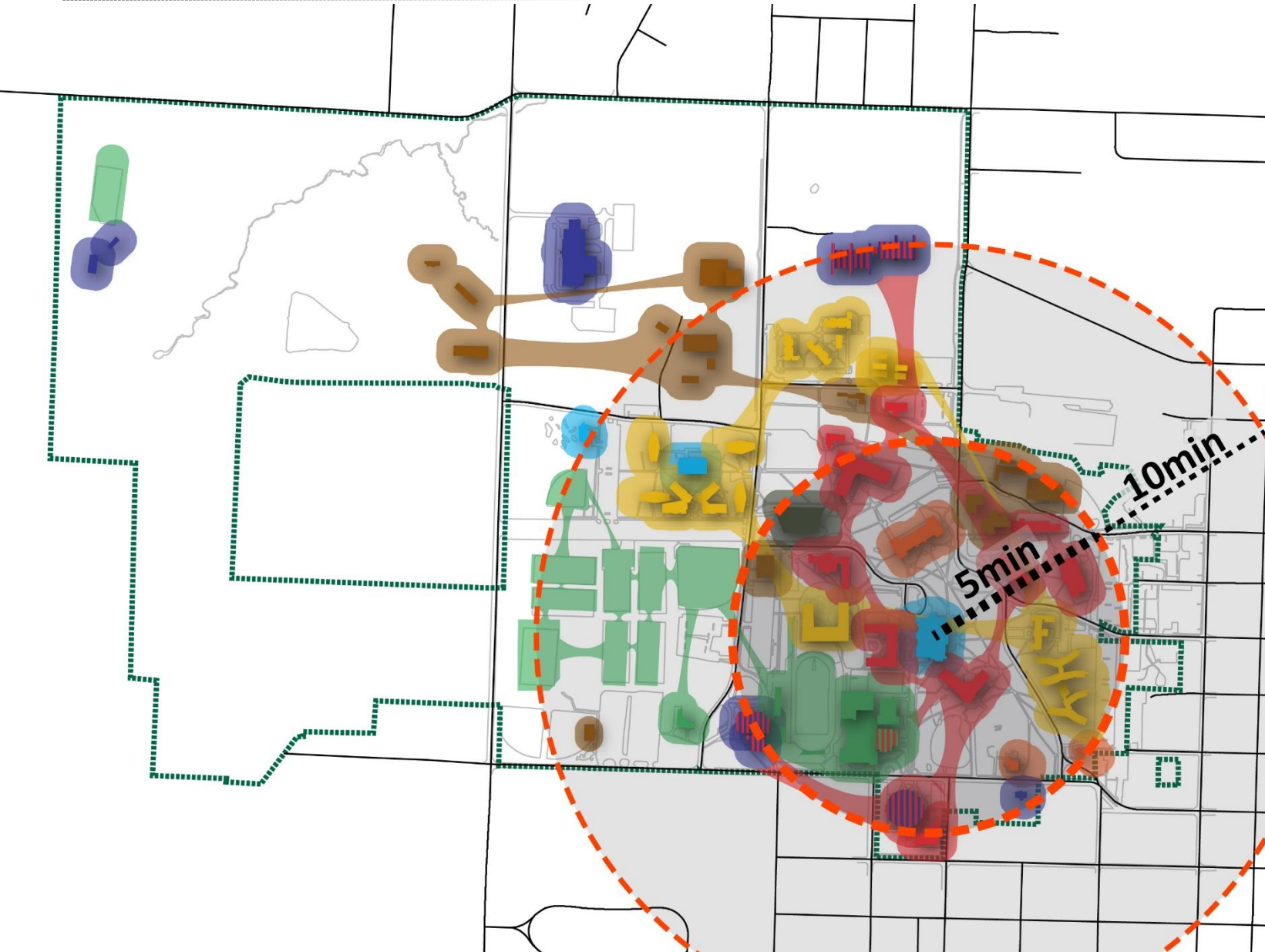
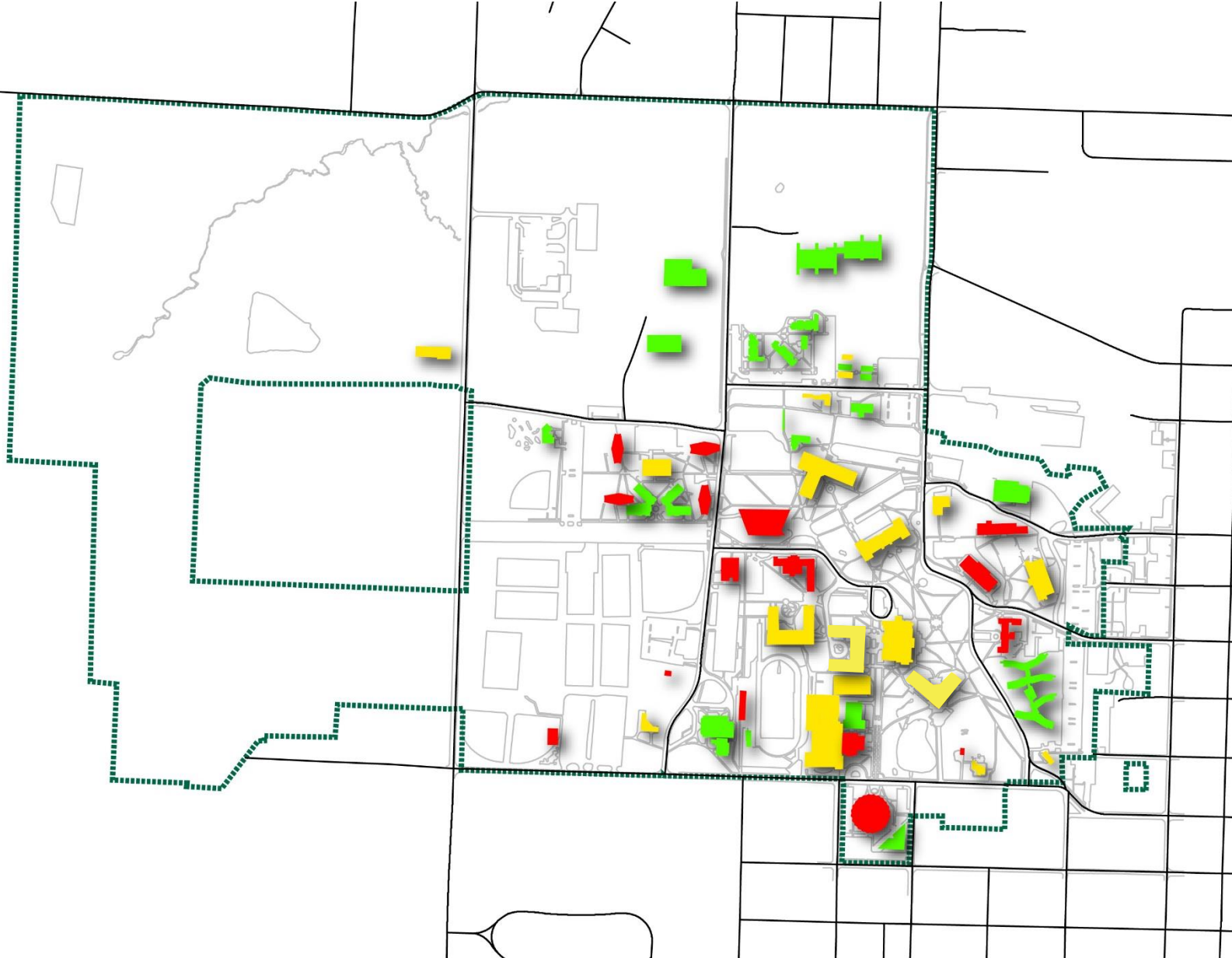


Image: nwmissouri.edu

- PUBLIC
- SUPPORT
- ACADEMIC
- ATHLETIC
- RESIDENTIAL
- ADMINISTRATIVE
- STUDENT LIFE
- LIBRARY
- CAMPUS BOUNDARY PERIMETER

# Deferred Maintenance



Wells Hall may be a candidate for replacement

The Fine Arts Building needs significant renovation

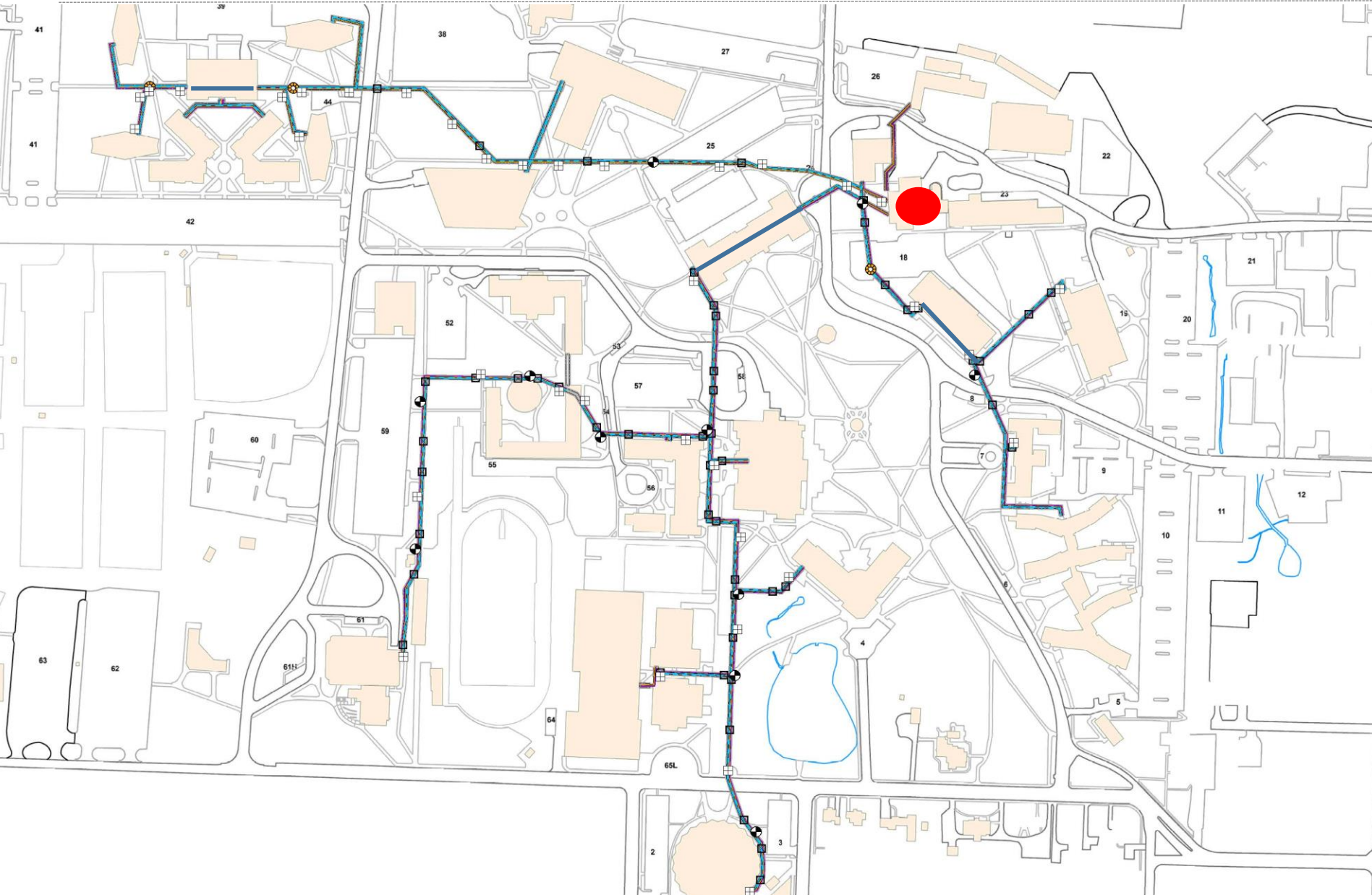
Nearly all buildings need electrical upgrades

*Diagram based on January, 2011 Aramark Study*

- GOOD
- FAIR
- POOR



# Utility Tunnels



Utility Tunnels radiate out from Central Plant

Tunnels contain:

- Steam
- Chilled Water
- Power
- Telecommunications

# Maintenance – Tunnels Flooding



Water is getting through fissures and flooding the tunnels.



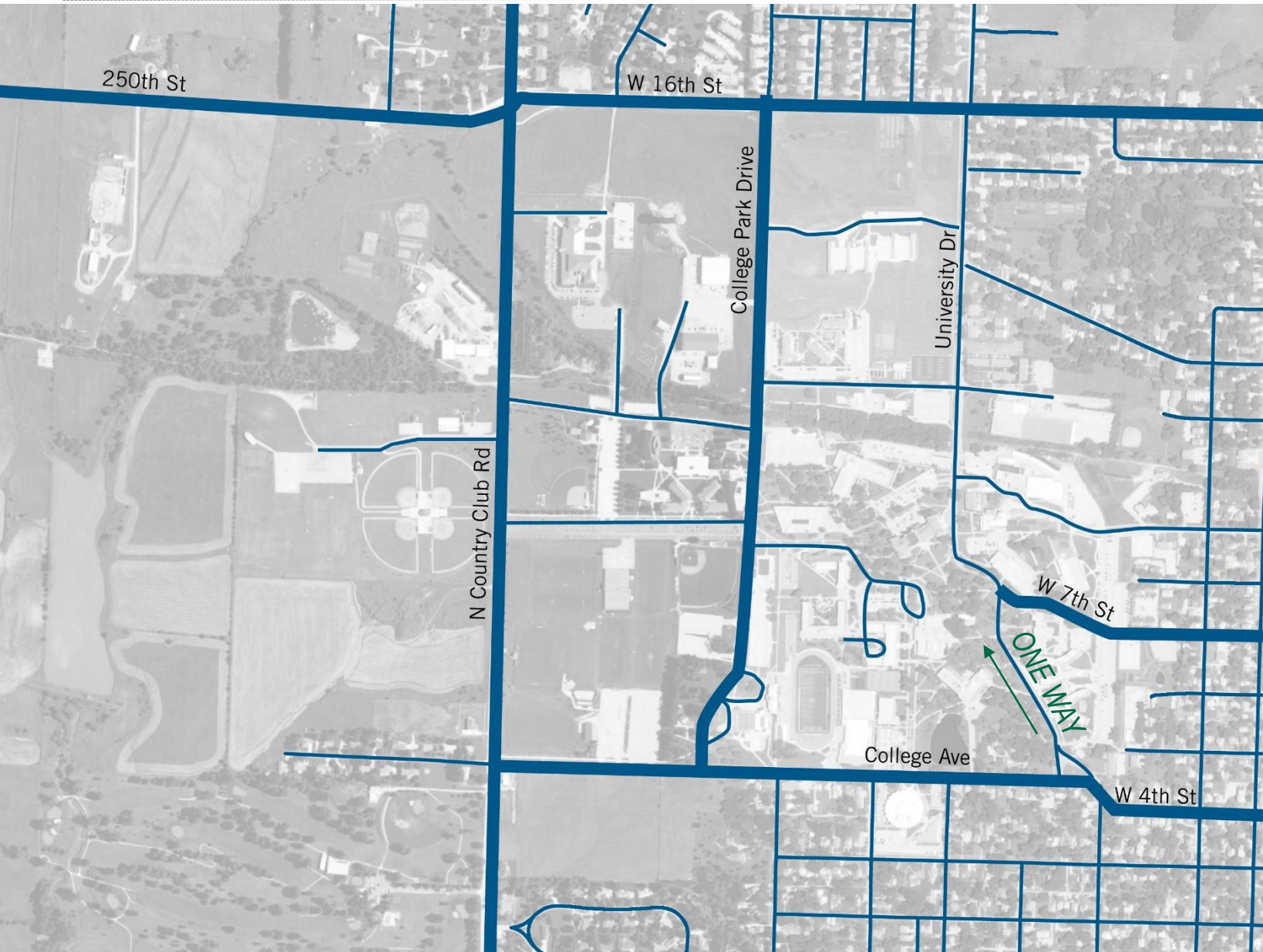
Water is getting through fissures and flooding the tunnels.



When trench drains collect debris, tunnels below fill with water



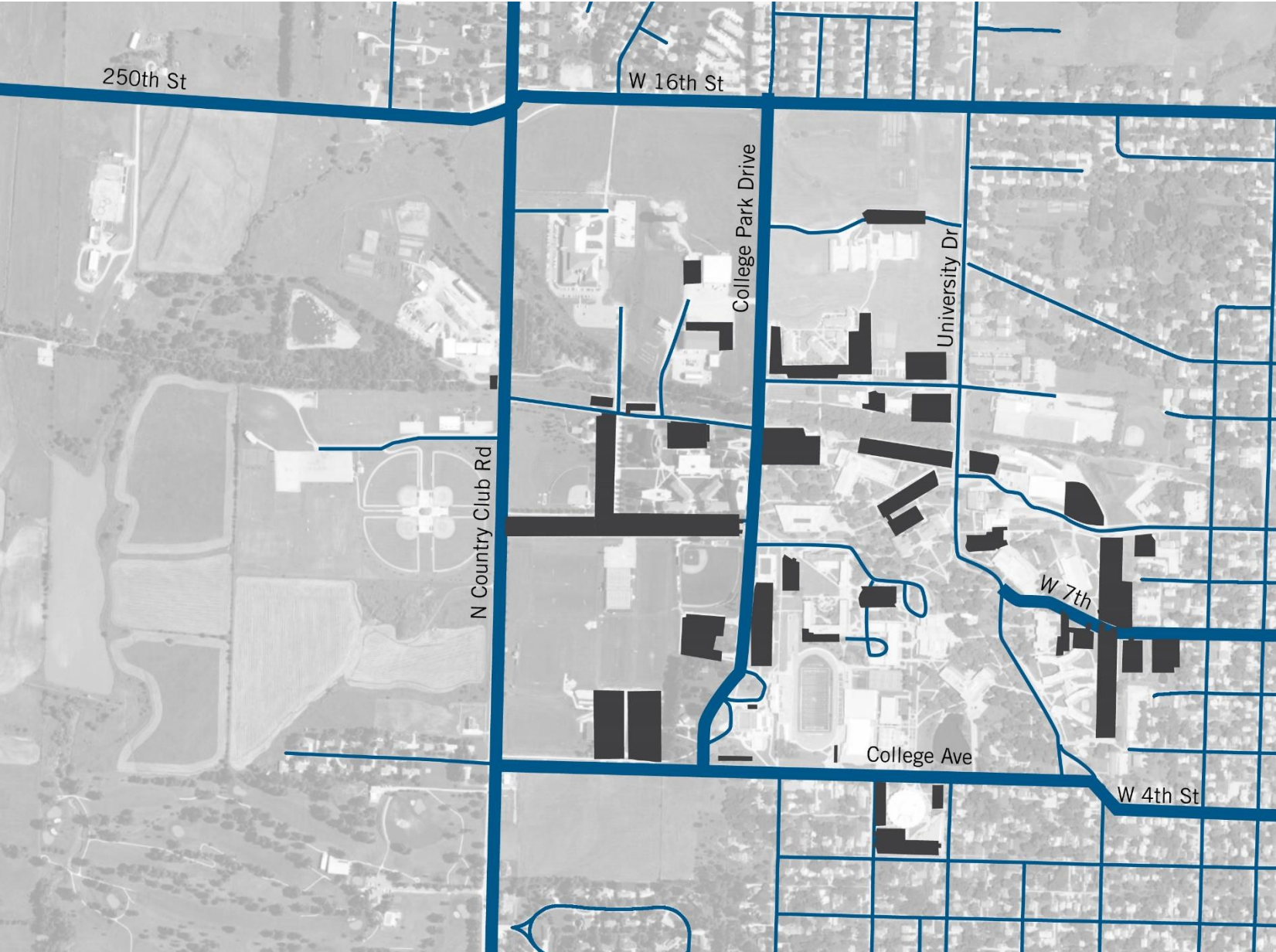
# Road Network



The road network cuts through the campus

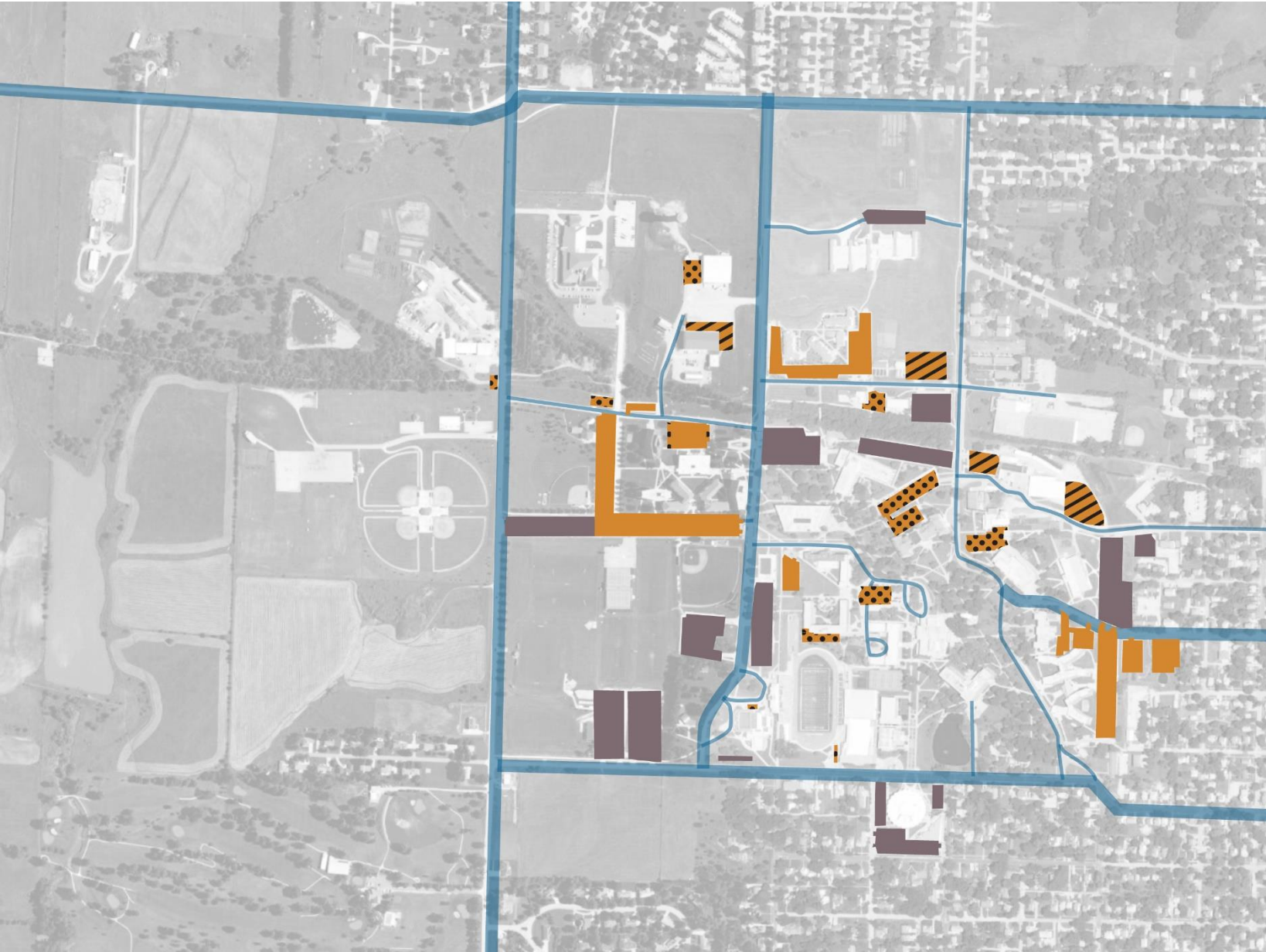






# Surface Parking



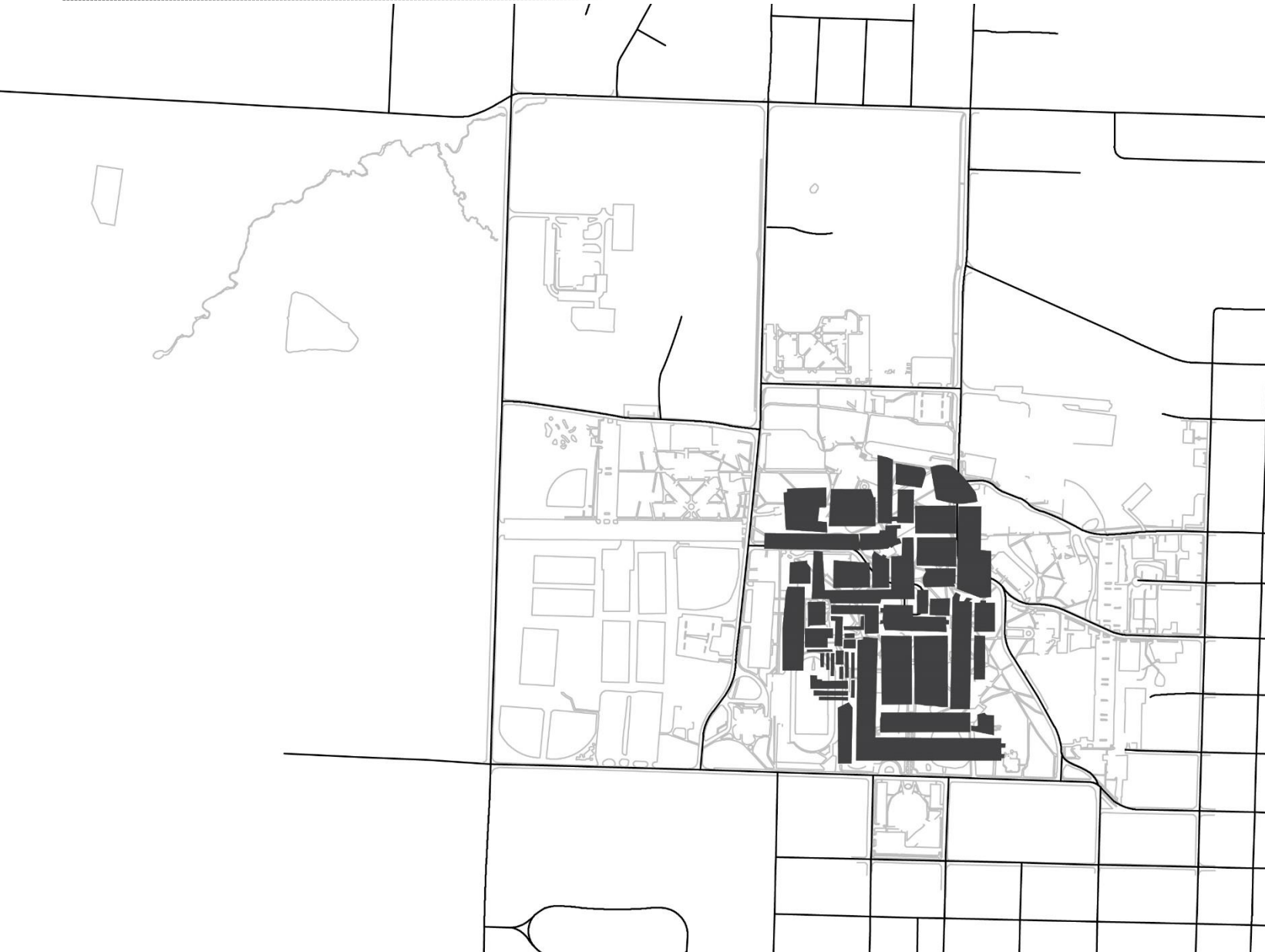


# Parking Lot Use



-  UNRESTRICTED
-  RESTRICTED: RESIDENTIAL
-  RESTRICTED: FACULTY / STAFF
-  RESTRICTED: FACULTY / STAFF / COMMUTER

# Surface Parking (Aggregated)



Parking uses as much land as  
the academic core

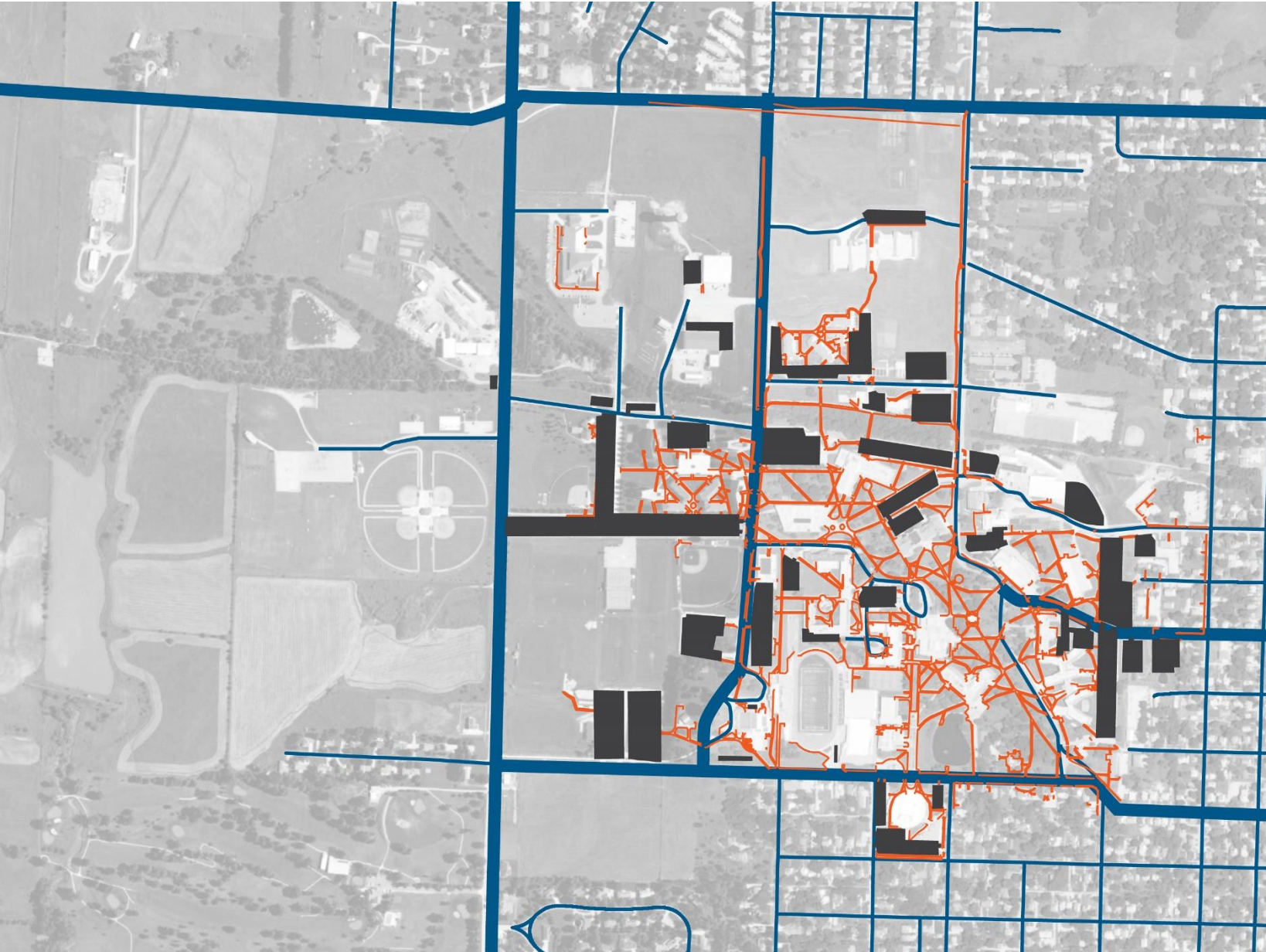
4,345 spaces

5,883 students

1.35:1 parking ratio



# Pedestrian Paths and Desire Lines



Extensive ped path network

Major desire line through Union Parking Lot

Fenced Stadium creates an impediment to cross this section of campus

Lack of clear service vehicle parking



# Ped-Auto Conflicts



The major pedestrian-auto conflicts occur throughout the heart of the campus and cut right into the center.



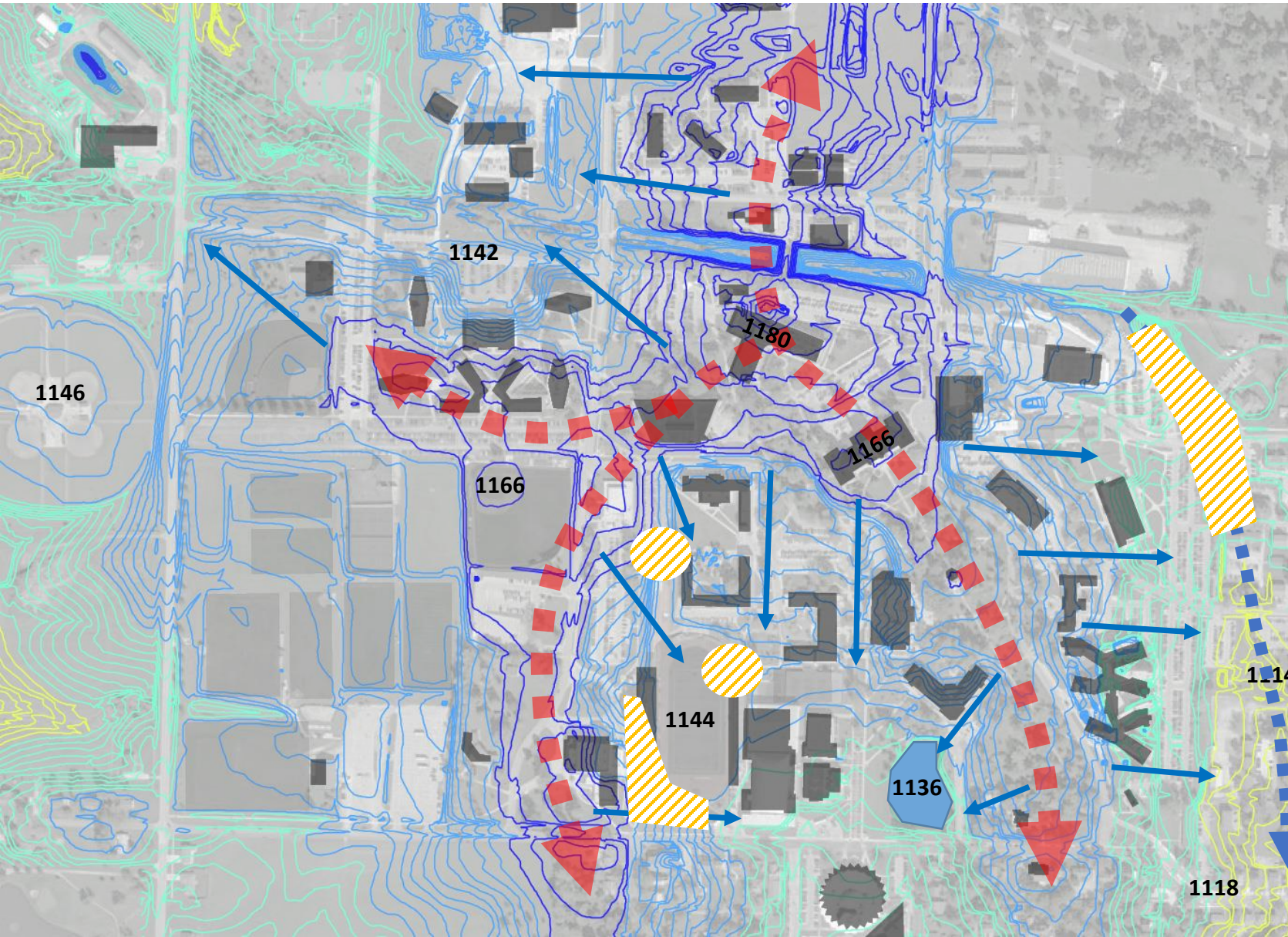
# LANDSCAPE

- Topography
- Stormwater Management
- Arboretum
- Kit of Parts
- Streetscapes
- Landscape Transformations










# Campus Topography



- Campus has over 65' of grade change
- Topography forms an “X” shaped ridge line at center of campus.
- Creates multiple watersheds/drainage zones
- Influences a campus wide stormwater management strategy

ELEVATION	
	1180-1160
	1158-1140
	1138-1120
	1118-1100
	Ridge Line



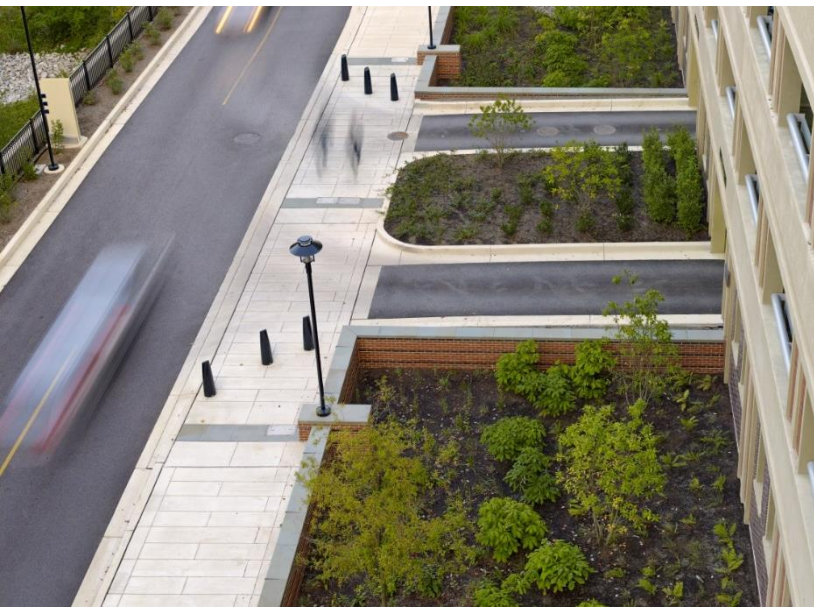
# Stormwater Management



- Campus stormwater runoff uses conventional systems and infrastructure.
- Campus wide SWM directed into Colden Pond and Peach Creek
- Increased surface runoff creates erosion concerns and increased flooding.



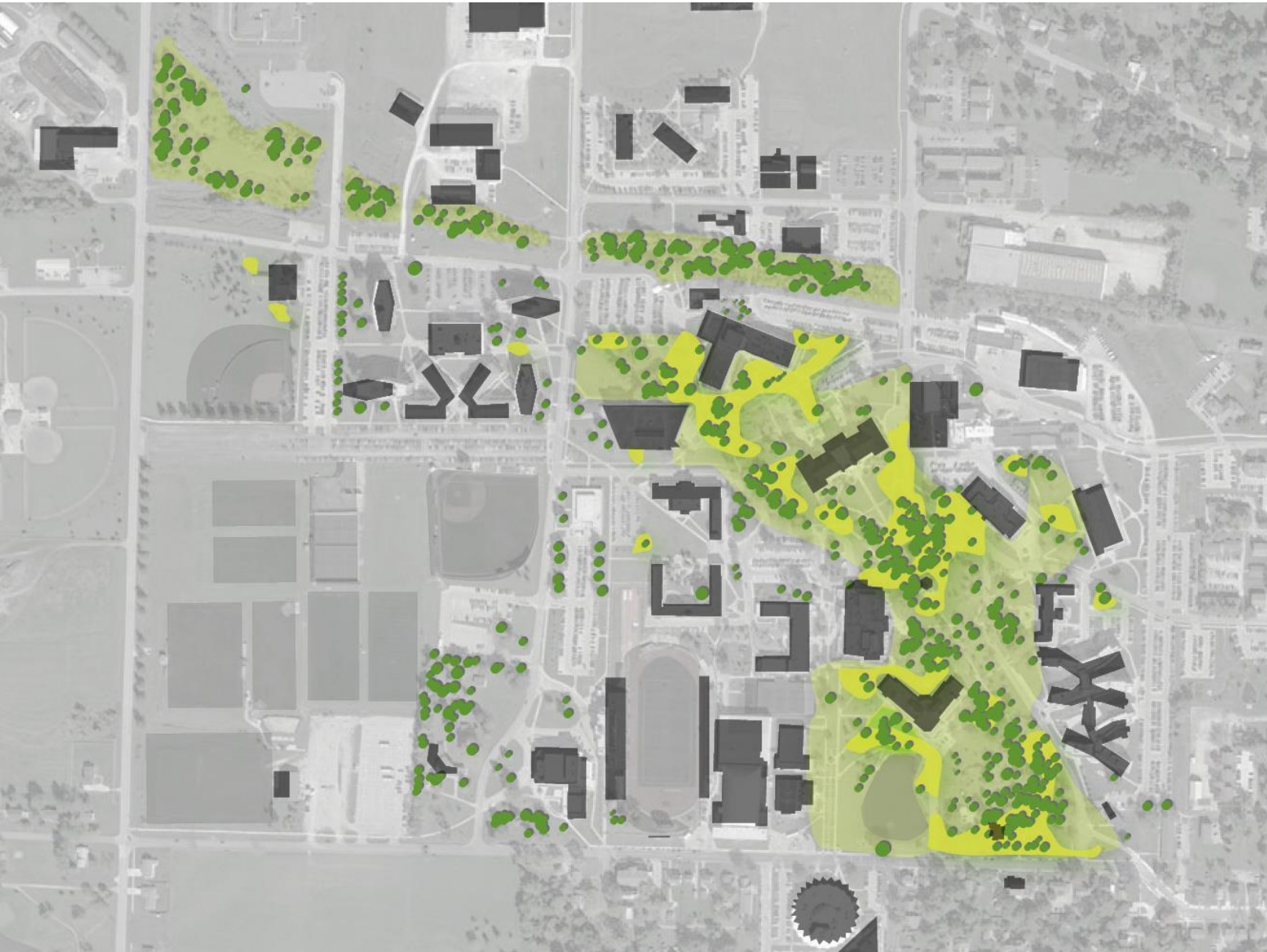
# Stormwater Management



- Opportunities to retrofit downspouts and drainage patterns using Green Infrastructure with micro-bioretention facilities
- Bioretention areas function as soil and plant-based filtration devices that remove pollutants and slow down rate of water through a variety of physical, biological, and chemical processes



# Arboretum – Teaching Collections



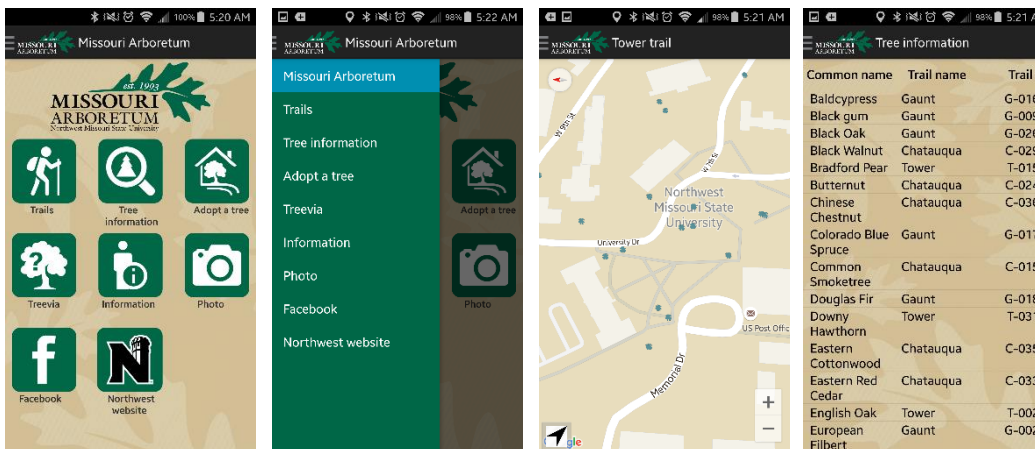
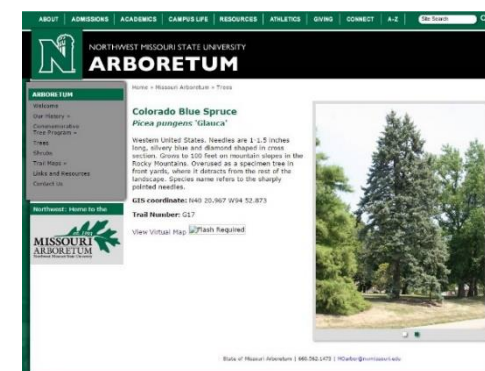
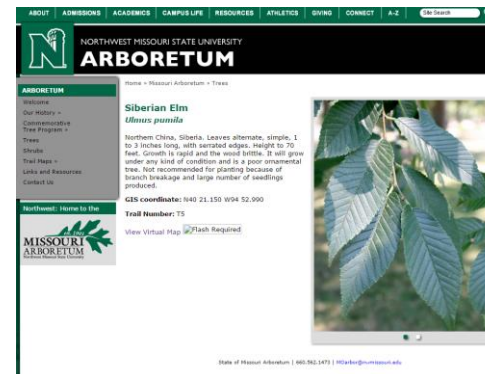
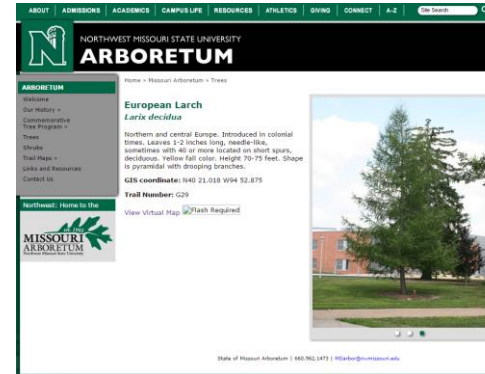
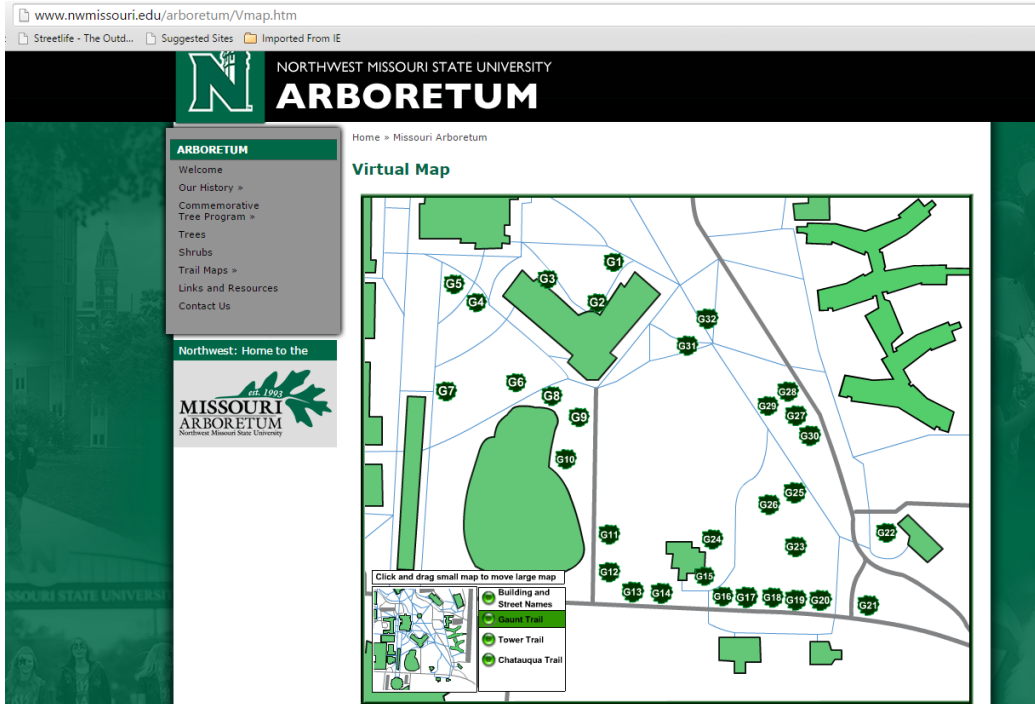
- Arboretum is an immense source of pride within the Campus.
- 3 arboretum trails (134 species)
- Campus has more than 1700 trees
- Goals of planting 50 trees each year
- Concentrated within campus core

 Existing Tree Canopy

 Arboretum Trails



# Arboretum



- Digital trail maps available online
- Arboretum limits, wayfinding and sequence of “Trails” unclear to visitors
- Mobile App in development
- Opportunities to reinforce arboretum and “trails” as teaching collections within groupings (including shrubs) – Pine Grove, Maple Walk, etc.
- Biodiversity is an Arboretum goal for plant succession today



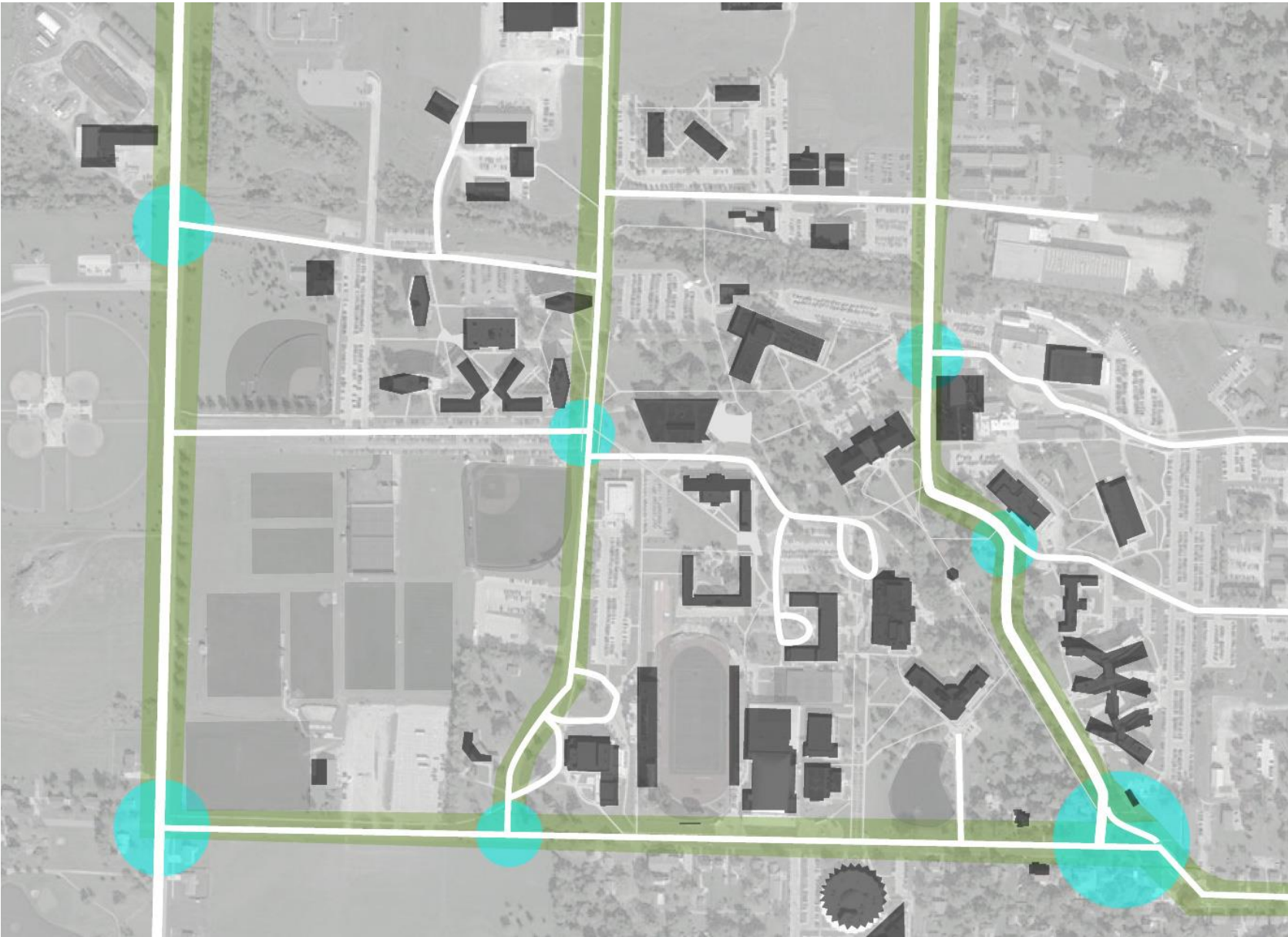
# Arboretum




- Maintenance concerns with identification signage
- Opportunity to rethink signage to reduce maintenance and increase visibility
- Develop and adhere to strict industry standard maintenance practices throughout campus for pruning and tree health.
- Strategize arboretum and commemorative tree growth with guiding principals that strengthen, reinforce, and create space



# Streetscape



- Expands identity of core to extents of campus.
- Expand on and promote traffic calming devices
- Durable materials with definable pedestrian crossings

 Vehicular Intersection/ Key Decision Point



# Streetscape



- Perimeter roads lacking campus identity/branding
- The 4<sup>th</sup> Street Corridor includes a strong campus gateway threshold, arrival markers, and coordinated site furnishings
- Other campus arrival points should be developed to coordinate with the 4<sup>th</sup> Street Corridor
- Angled crosswalks present conflicts with parking lots along major pedestrian circulation routes
- Regulatory signage within roadway used as traffic calming.



# Streetscape - Furnishing Families



- Opportunities to utilize new city standard (Black Acorn Fixture)
- Banners and signage showcase the University, Athletics and Arboretum branding.
- Stamped and stained concrete with brick pattern. University has goals of testing and utilizing similar treatment for walkway borders and crosswalks.
- Create a consistent complimentary furnishing family that defines a unified campus character





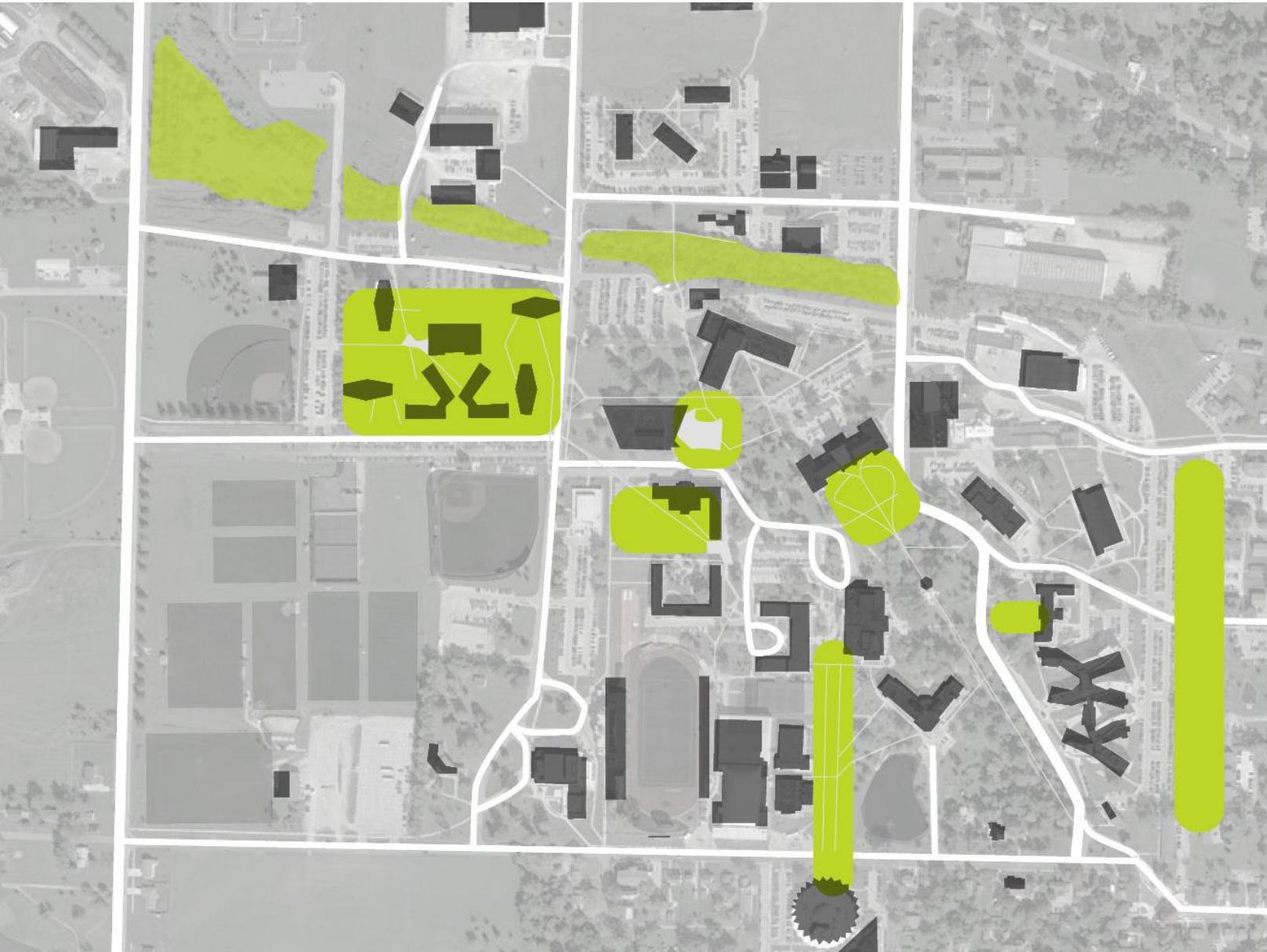
# Campus Furnishings



- Wide variety of site furnishings used throughout campus.
- Outdated and utilitarian post light standard.
- Aging wire litter baskets used at intersections with unrestrained gravel



# Landscape Transformations



- Several declining and underutilized spaces identified for landscape enhancements. Ability to create dramatic transformations as early implementation projects.
- Create new campus amenities while solving infrastructure issues and/or neglected maintenance projects



# Landscape Transformations – Infrastructure



- Under utilized open space adjacent the Centennial garden along a major (undersized) pedestrian route with opportunities for green infrastructure.



- Relocate electrical boxes at Admin building from front door and create updated landscape treatment.



- Peach creek has major flooding and maintenance concerns with goals for repairing pumps and enhancing as a landscape transition between the neighborhood



# Landscape Transformations – Social / Spatial



- Resident Hall precinct devoid of planting creates exposed open conditions.
- Additional landscape reinforces a dynamic campus with quality student spaces that support a vibrant campus life.

- Innovation Center open space is large enough to accommodate recreation program as well as opportunities to reduce amounts of mown lawn.

- Library plaza is a major hub of activity in need of comprehensive redesign.



# Landscape Transformations – Circulation/Corridors



- Old corridor has opportunity to be converted into shared campus multi-use trail.



- Underutilized vehicular drop-off at Roberta Hall.
- Function as pedestrian space with occasional vehicular/service use.



- Improved landscape treatment and plantings of international walk.



# Central Pedestrian Walkway - Hierarchy



Organizing campus circulation element





# SIGNAGE & WAYFINDING

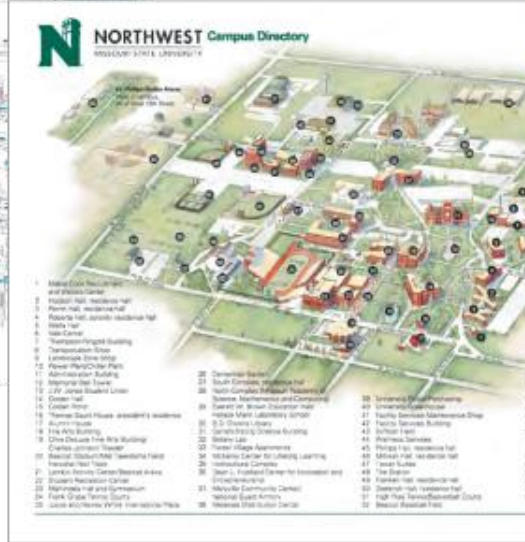
- Clear Messaging
- Directional Wayfinding



# What are wayfinding tools?



## Visitor parking on campus



GPS

Websites

Physical Maps

Signage

Landmarks



# Enhance the aesthetic experience to reinforce the brand



## Family of Sign Types

- Vehicular Directional
- Pedestrian Directional
- Building Identification
- Campus Maps or Kiosks
- Parking Signage

# Enhance the aesthetic experience to reinforce the brand

AYERS  
SAINT  
GROSS



## Family of Sign Types

- Boundary and Gateways



# Image Calibration Workshop - Brand Palette

AYERS  
SAINT  
GROSS



**BEARCAT GREEN**  
(in lieu of use \*Pantone® 342)  
Process Equivalent: 93c 10m 75y 43k  
RGB Equivalent: 0r 103g 71b  
Madeira Thread: 911-1247 Classic Rayon #4  
Hex Code: #006747



WHITE



BLACK

**FUTURA BOOK**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&  
\*()\_+ -= {} [ ] : " ; ' < > ? , . /

**FUTURA BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&  
\*()\_+ -= {} [ ] : " ; ' < > ? , . /

**FUTURA HEAVY**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&  
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# Image Calibration Workshop – Campus & Signage Palette

AYERS  
SAINT  
GROSS

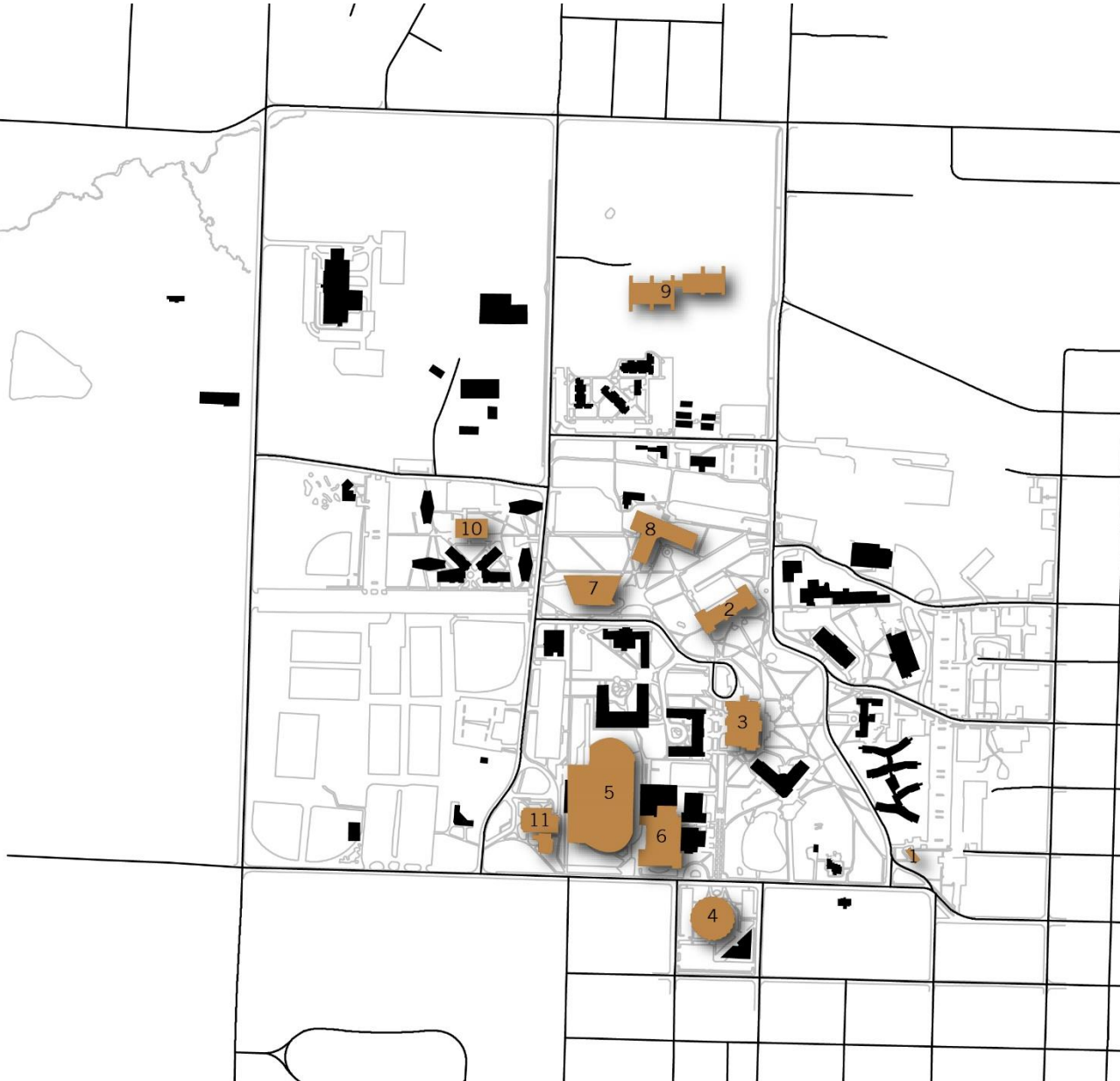




# Key Destinations

## FROM WAYFINDING VISION SESSION

1. Mabel Cook Recruitment
2. Administration Building
3. J.W. Jones Student Union
4. Olive DeLuca Fine Arts Building
5. Bearcat Stadium
6. Bearcat Arena
7. B.D. Owens Library
8. Garrett-Strong Science Building
9. Dean L. Hubbard Center for Innovation and Entrepreneurship
10. The Station
11. Ron Houston Center for Performing Arts



# Gateways & Boundary Markers



- The 4<sup>th</sup> Street Corridor includes a strong campus gateway threshold, arrival markers, and coordinated site furnishings
- Other campus arrival points should be developed to coordinate with the 4<sup>th</sup> Street Corridor
- The lawn area surrounding the electronic message board should be enhanced with landscaping to create a greater sense of arrival
- The Missouri Highways and Transportation Commission has installed 6 directional signs around US 71 and MO 46
- 6 flag-style directional signs are planned along Main Street in Downtown Maryville (directing to 4<sup>th</sup> Street)



# Vehicular Directional Signs



- Vehicular directional signs are not consistently located at or prior to major decision points
- Many directional signs contain too many messages for a driver to easily scan and maneuver for turns
- Sign timesteps and arrows styles are not always consistently applied
- University brand location and scale on sign panel conflicts with directional information





# Parking Identification and Regulatory Signs



- Preferred visitor parking is difficult to find and not clearly identified
- Parking lot numbering system is too complicated (too many numbers)
- Parking lot identification signs are undersized and difficult to read from a vehicle
- Combining parking lot identification signs with street identification signs is confusing to motorists – they are easily overlooked
- Color designations are difficult to read – policy is unclear
- Message hierarchies are unclear



# Building Identification Signs



- Building Identification signs are missing at some entrances
- Identification signs aren't consistently located relative to building entrances – some are along roadways
- Accessible entrances are not clearly identified





# Building Identification Signs



- Some buildings are identified with custom / one-off sign designs
- Typeface and use of brand marker is inconsistent





# Key Recommendations

1. Clearly define the campus edges
2. Improve the Admissions experience and sense of arrival to campus
3. Create a complete family of sign types
4. Improve on-campus communication of parking policy and information
5. Create a cohesive campus map for visitors







# KEY ISSUES & GUIDING PRINCIPLES

**“We understand our challenges – our brutal facts. We choose to disrupt – not be disrupted – and transform, but hold dear to our mission of focusing on student success and enhance our culture focused on openness, inclusion, performance excellence and a servant leadership mentality.”**

**-- President John Jasinski, November, 2015**



# Northwest Strengths

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1. Strong sense of community – students, faculty, and staff included
2. Feels like a small private college for state price
3. Growing international community – opportunity for stronger inclusion
4. Good town-gown relations
5. Growing presence in St. Joe, KC, and Northwest quadrant of state
6. FOCUS – opportunity to create a clear roadmap



# Key Issues

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1. Arrival, Directions and Front Door
2. Gathering and Meeting Area
3. Instructional Spaces (One size does not fit all)
4. Deferred Maintenance
5. Connectivity and access (Day school in the campus core; entitlement parking)
6. Residential Experience is Uneven (Perception Vs. Reality)

# Guiding Principles

## 1. Create a Strong First Impression

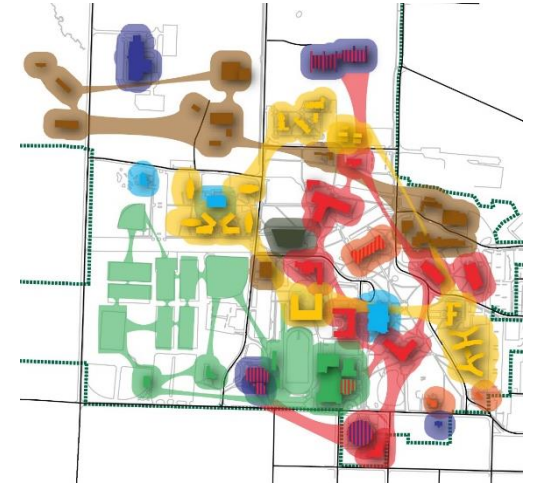




# Guiding Principles

1. Create a Strong First Impression

2. Maintain the Compact Campus

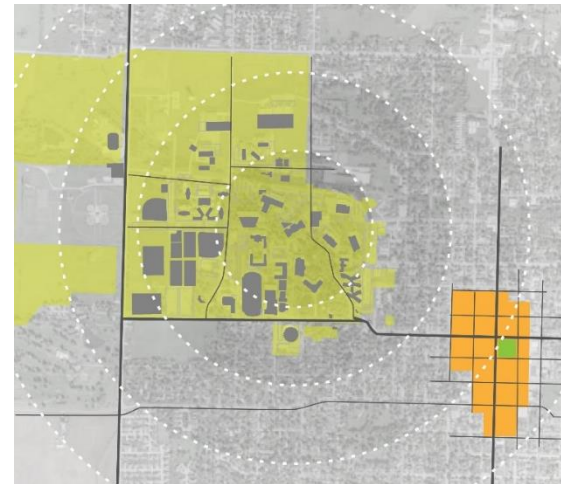
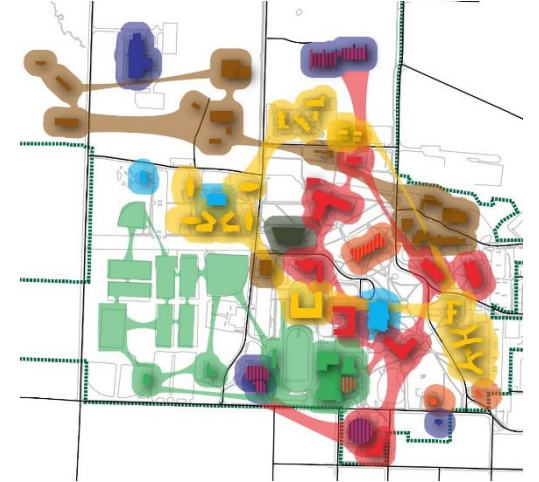


# Guiding Principles

1. Create a Strong First Impression

2. Maintain the Compact Campus

3. Connect Campus Internally and to Town





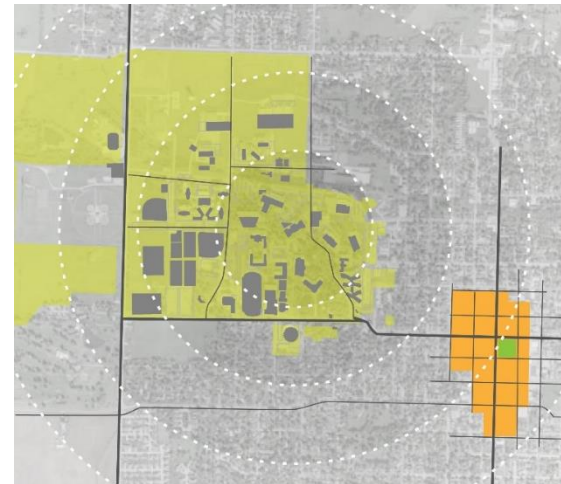
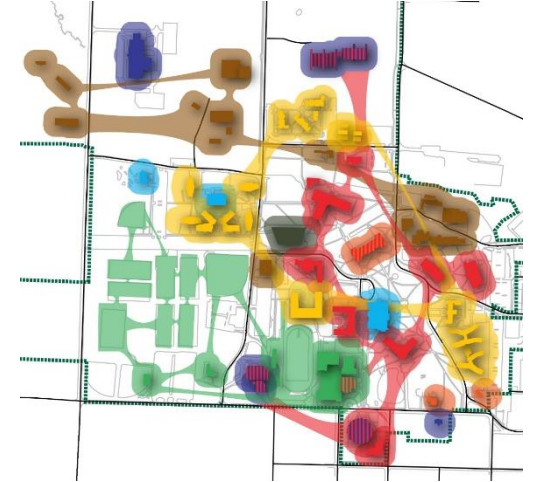
# Guiding Principles

1. Create a Strong First Impression

2. Maintain the Compact Campus

3. Connect Campus Internally and to Town

4. Use Our Resources Wisely





# Campus 2015

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# MASTER PLAN SCHEDULE

<b>INITIAL KICKOFF MEETING</b>	March 3 <sup>RD</sup> , 2015
<b>INITIAL FOCUS GROUPS</b>	April 8 <sup>th</sup> & 9 <sup>th</sup> , 2015
<b>MEETING WITH PRESIDENT JASINSKI</b>	May 12 <sup>th</sup> , 2015
<b>MEETING WITH PROVOST &amp; DEANS</b>	July 9 <sup>th</sup> , 2015
<b>FOCUS GROUP WITH ACADEMIC AFFAIRS</b>	July 15 <sup>th</sup> , 2015
<b>FALL FOCUS GROUPS</b>	October 21 <sup>st</sup> & 22 <sup>nd</sup> , 2015
<b>INFORMATION SUMMARY PRESENTATIONS: Guiding Principles, High-Level Concept Plan</b>	November 12 <sup>th</sup> & November 13 <sup>th</sup> , 2015
<b>IDEAS WORKSHOPS</b>	December 16 <sup>th</sup> – December 17 <sup>th</sup> , 2015
<b>DRAFT PLAN PRESENTATIONS</b>	January 27 <sup>th</sup> – January 29 <sup>th</sup> , 2016
<b>FINAL PLAN &amp; PRESENTATIONS</b>	March / April, 2016