



October 7, 2021

MEMORANDUM

To: Campus Planning Committee

From: Liz Thorstenson, Campus Planning
Campus Planning and Facilities Management (CPFM)

Subject: **Record** of the October 1, 2021 Campus Planning Committee Meeting

Attending: Dean Livelybrooks (chair), Sonya Calendar, Claressa Davis, Kassy Fisher, Hilary Gerdes, Zak Gosa-Lewis, Michael Griffel, Michael Hardwood, Shawn Kahl, Ken Kato, Moira Kiltie, Diana Libuda, Eric Owens, Philip Speranza, Christine Thompson, Chuck Triplett, Laurie Woodward

CPC Staff: Liz Thorstenson (Campus Planning)

Guests: Craig Ashford (General Counsel), George Bleekman (CPFM), Jane Brubaker (CPFM), Becket DeChant (CPFM), Alison Hake (CPFM), Emily Eng (Campus Planning), Aaron Olsen (Campus Planning), Matt Roberts (University Advancement), Cami Thompson (University Advancement), Roger Thompson (Student Services & Enrollment Management)

CPC Agenda

CPC staff provided an update that the 2021-22 CPC Chair elections will be held at the next CPC meeting on Tuesday, October 12th, 2021. Staff will be sending an email to all members with more information; the email will also include information regarding a CPC preferred meeting format poll.

1. Student Welcome Center Exterior Sign Proposal – Exception to the Campus Outdoor Sign Plan Design Review

Background: CPC staff reviewed the purpose of the agenda item, as described in the meeting mailing and background materials, and relevant *Campus Plan* principles and patterns. The purpose of this agenda item was to review the Student Welcome Center Exterior Sign Proposal as an exception to the Campus Outdoor Sign Plan.

As described in the project description, the new Student Welcome Center, located within Denorval Unthank Jr Hall, is a dedicated space – 8,500 sq ft of public-facing space – that will allow increased visit capacity to 154 per tour offering, and capacity to schedule visits as needed. It is anticipated that capacity will immediately increase and in the first full year in the space, serve as many as 60,000 visitors.

The project requests to install a non-campus standard design, exterior building-mounted sign above the Student Welcome Center entrance to aid in wayfinding for visitors in addition to the campus standard building sign, located at the northeast corner of Unthank Hall. The proposed signage is under cover of the large awning above the Student Welcome Center entry and is consistent with the interior signage design for the facility.

Aaron Olsen (Campus Planning) gave an overview of the review criteria for all other outdoor signs that are not consistent with the campus standard: content, sign purpose, and overall design and location.

Roger Thompson (Student Services and Enrollment Management) described the importance of the facility and the goal of the project to help new campus visitors with wayfinding.

Discussion:

The following is a summary of questions and comments from committee members:

- Members support the project proposal.
- Regarding CPC review, ask: Is this an extenuating and unique circumstance that merits the need for additional signage? This is an example of a very unique use and function that serves the first-time visitor.
- With the venue change of visitor tours from the Ford Alumni Center to the Student Welcome Center, there is a demonstrated directional signage need for visitors and families to have a positive first campus visit experience.
- Will the sign be illuminated or backlit at night? Consider lighting effects during all hours and seasons.
- Illumination is throughout campus; extra illumination sets a precedent. The goal of this project is to focus on navigation.
- Support the design, the location under rain cover, and illumination.

In response to questions and comments from committee members, Olsen, Thompson, and George Bleekman (CPFM) provided the following clarifications:

- There will be a primary building sign (campus standard), which does not require review, that identifies the “Student Welcome Center” in the landscape area near the welcome center entrance. This proposal is for the non-standard Student Welcome Center signage on the exterior trim of the north entrance, which will assist students and visitors arriving from the 13th Avenue parking garage.
- Some non-standard campus outdoor signs show building names on the buildings, however, typically these signs do not show the name of an interior function, unless there is a unique circumstance, e.g. theaters on campus.
- Backlighting the sign and illumination on the front of the awning are not currently planned.
- The project team will consider illumination options.

Action: With 16 in favor, the committee unanimously agreed that the proposed **Student Welcome Center Exterior Sign Design** is consistent with the *Campus Plan* and recommended to the president that it be approved.

2. Women’s Memorial Quadrangle Proposed Sidewalk Enhancements – Schematic Design Review

Background: CPC staff reviewed the purpose of the agenda item, as described in the meeting mailing and background materials, and relevant *Campus Plan* principles and patterns. The purpose of this agenda item was to review the proposed schematic design of the Women’s Memorial Quadrangle Sidewalk Enhancements.

The intent of the project is to replace existing, aging asphalt walks with new concrete walks constructed to campus standards. The replacement of the walks provides an opportunity to more fully implement the original intended design for this area. As described in the project description, the Women’s Memorial Quadrangle is a defined historic designed landscape from the Lawrence/Cuthbert Era period of significance and is listed in the National Register of Historic Places. Character defining features of the historic landscape included bilateral symmetry of the pathways and intent for a large, formal open-space defined by large canopy trees. The Campus Heritage Landscape Plan recommends the treatment approach for this area as “preservation/rehabilitation/completion.” The current proposal is consistent with that

approach and provides an opportunity to bring back the original intent of the historic design. The proposal establishes the bilateral symmetry and formal design of the pathways, as originally intended in the historic Cuthbert plan, while integrating the diagonal NE/SW path, which has long been a major pedestrian desire line through the site. The overall character of the space is maintained and recommendations for future tree planting and removal contained in the Campus Heritage Landscape Plan can be implemented.

Olsen provided an overview of the need to replace the existing aging asphalt walks and the opportunity to fully realize the original design intent for the space. He also reviewed the current use of the space, the historically significant characteristics, and the original 1939 Cuthbert plan, including differences between the plan, what exists now, and the proposed design. Additionally, the Campus Landscape Heritage Plan preservation treatment approach of this space, the opportunity for trees, the funding and timeline of project, and the material details of the sidewalk joints addressing sensitivity around tree roots were reviewed.

Discussion:

The following is a summary of questions and comments from committee members:

- Support the plan, completion of the original design, and upgrades for this space.
- What materials will be used in the central area (the space inside of the sidewalks where the paths cross)?
- Consider flexible multifunction hardscape materials to make the central space useful, e.g. graduation ceremonies.
- The rationale behind the timing of this project is to prepare for increased visitors anticipated during the upcoming Summer 2022 World Athletics Championships. Goal is to improve the asphalt walkways in this area of campus.
- Will this project repair/update the brick stairs (south of the Women's Quad near Gerlinger Hall)?
- There is an opportunity to look at the central area, potentially for more use of the space other than grass.
- Consider future covered outdoor space for the central area.
- Consider temporary elements that could change between hardscape and softscape, e.g. temporary pavers. Bryant Park in New York City, for example, shifts use between chair use on lawn to an ice-skating area.
- Is there consideration in this design for how bikes, skateboards, and pedestrians interact?

- Support the project proposal as-is to avoid adding more costs and to allow the project to proceed with implementation. There is potential to look at other use activities for the space in the future.

The following is a summary of questions and comments from guests:

- Consider that all changes, especially impervious surfaces will radically alter what is available to the trees that reside in this space and that will not adapt well to physical changes.
- Consider that grassy spaces are disappearing on campus.

In response to questions and comments from committee members, Olsen provided the following clarifications:

- All other areas that are not shown as concrete will be lawn.
- The passive lawn and informal space use will continue in this location. The proposal is for standard lawn.
- There are potential challenges with restoring grassy areas after events occur.
- There is no current proposal to enhance the brick or stairs.
- Consider the historic context, significance, and intent of a passive open space for this area.
- The project may be implemented in phases depending on available funding.
- This is a pedestrian area and not intended for bikes and other modes of transportation that may or may not transverse this space. This proposal responds to the pedestrian movement through the space today.

Action: With 14 in favor and 1 abstention, the committee agreed that the proposed **Women's Memorial Quadrangle Proposed Sidewalk Enhancements Schematic Design** is consistent with the *Campus Plan* and recommended to the president that it be approved.

3. Campus Map Stations Proposed Locations – Review

Background: CPC staff reviewed the purpose of the agenda item, as described in the meeting mailing and background materials, and relevant *Campus Plan* principles and patterns. The purpose of this agenda item was to review the proposed locations of additional campus map stations.

As described in the project description, there are currently nine existing campus map station locations. This proposal identifies five additional proposed map station locations campus-wide. Funding is available to install one of proposed map stations. The intent is to receive approval for four additional locations that have been identified as the highest priority so, as future funding becomes available, additional CPC review is not required. The proposed locations include the following sites: Site A: Near Frohnmayer Bridge pedestrian circle (funded and installation anticipated for fall 2021), Site B: Bean Hall (Welcome Center), Site C: 13th Avenue Garage (Welcome Center), Site D: Kincaid Street, and Site E: 18th Avenue and University Street. The proposed map stations are consistent with the campus map stations standard design, as previously approved in the Campus Outdoor Sign Plan.

Olsen provided an overview of the existing locations of map stations on campus and the locations of the five proposed map stations. Funding is currently available for one map station at Site A near the Frohnmayer Bridge pedestrian circle. The opportunities and constraints for each site were also reviewed. Sites D and E will involve right of way coordination with the City of Eugene.

Discussion:

The following is a summary of questions and comments from committee members:

- Support Site D, Option 1; this site is more visible for people arriving by bus or walking over from the PLC parking lot.
- Support for adding more signage for campus identity and wayfinding.
- Support for the corner of 18th Avenue and University Street site, however, consider lighting and safety at this location, and how to improve safety.
- There are accessibility challenges for Site D, Option 2 at the top of the stairs. This site should not be considered unless there are dramatic changes and improvements for accessibility.
- Consider possibilities for integrating with technology and online.
- There seems to be a shortage of map stations on the south end of campus; will other locations be considered, e.g. near Hayward Field, or near the corner of 18th Avenue and Agate Street?
- Map stations help serve the purpose of displaying the UO brand and welcoming visitors on campus.
- How frequently are the maps updated?
- Will adding additional map stations create challenges with map updates to remain current in the future?

- The costs of printing have improved over time. Maps are currently updated annually. The UO Location Innovation Lab is currently incorporating QR codes into the map stations with the goal of using the map station to connect people to technology.
- The campus currently has a high rate of construction changes; a QR code would bring up the most current map on people's smart phones.
- Consider that many people still use flip phones and there could be a large population without a smart phone; people still use physical maps and there is value in having a tactile version; be inclusive of all types of users.
- QR code use is relevant and has a resurgence of student use.
- Could these map station locations be used for sensors to monitor campus, e.g. air quality, light for safety, and noise?
- Will there be an electronic format considered, e.g. touch screens? Consider making these stations more contemporary and innovative.
- UO previously had an information booth near the current health center location. When that "booth" went away, that type of front facing storefront was lost. Are there plans for a similar service in the future?
- Printed (non-digital) maps are really valuable for creating a classic red-brick campus feeling. Students consider this when searching for universities; this applies to all ages of visitors.
- The EMU gives away about 1000 paper maps each term from the EMU O-Desk.

In response to questions and comments from committee members, Olsen provided the following clarifications:

- The campus standard design integrates lighting under the hood of the map station. The proposal for the 18th Avenue and University Street site would include moving the map station closer to the fence and finding ways to improve safety. Can consider pruning trees in that location and work with the Campus Arborist; the goal is to have a welcoming and safe entrance.
- Site D, Option 2 could possibly become a more accessible entrance in the future. This site was considered because of challenges on the lower level location on Kincaid Street and potential space constraints near the public right of way.
- Campus Planning and the Location Innovation Lab are working together on map updates, integration with QR codes, and digital and analog wayfinding to support each other.
- A challenge near Hayward Field and Agate Street is the fencing location and limited university property space near the right of way. A future proposed map

station location shown is between Hayward Field and the Knight Law Center on the east side of Agate Street.

- Potential future south campus map station locations could include Agate Street and 18th Avenue, and near Jane Sanders Stadium.
- Touch screens on outdoor interactive displays have high cost and low reliability, pertaining to weather resistance, durability, and operations. The goal is to keep static maps updated regularly.

Action: With 15 in favor, the committee unanimously agreed that the proposed **Campus Map Stations Proposed Locations** is consistent with the *Campus Plan* and recommended to the president that it be approved with the following conditions:

1. Consider the lighting and safety of the proposed map station E location at the corner of the University Street and 18th Avenue intersection.
2. Delay the Map Station Site D location until accessibility issues have been resolved and there is a universally accessible entrance to campus in this location.

4. Zone Change for 1744 Moss Street¹ – Review

Background: CPC staff reviewed the purpose of the agenda item, as described in the meeting mailing and background materials, and relevant *Campus Plan* principles and patterns. The purpose of this agenda item was to review the proposed zone change for 1744 Moss Street (“Tax Lot 3400”) in the East Campus Area. Land-use applications, such as zone changes, shall be reviewed by the Campus Planning Committee in public sessions. The university will follow the neighbor notification procedures outlined in the *Development Policy for the East Campus Area*.

As described in the project description, the university is in the process of acquiring 1744 Moss Street, currently a residential property. The property is zoned City of Eugene R-1 (Low-density Residential). It is within the Limited High-density Residential and Limited Institutional area of the university’s East Campus Development Policy, which is part of the *Campus Plan*. Transfer of ownership to the University will result in the need to rezone the property to City of Eugene PL/EC (Public Land with an East Campus Overlay) so that the existing house and site can be used for university activities. All surrounding properties are zoned PL/EC and university-owned.

¹ This address was previously incorrectly labeled as 1844 Moss Street and has been corrected to 1744 Moss Street.

Emily Eng (Campus Planning) provided an overview of the proposed zone change and the City of Eugene land use application process, the property location, current zoning, policy and development plans for the area, and public notification process.

Discussion:

The following is a summary of questions and comments from committee members:

- Is this the only remaining property in the area that is undergoing this type of zone change? E.g. will there be future review of other properties?
- Is there an intended use for this property?
- This area is intended for a longer-term university use. In the short-term, it will be for a specific use.
- Consider the close proximity to other uses in the area and coordinate with what is already there, e.g. the Moss Street Children's Center.
- Members support the zone change.

In response to questions and comments from committee members, Eng provided the following clarifications:

- This property has been anticipated to enter into University ownership. There are few other properties privately owned in the area anticipated to enter into future ownership (timing unknown), e.g. two properties on 17th Avenue, and one on Villard Street.
- The intended use will be reviewed by the Space Advisory Group; the use will be low-profile.

Action: With 15 in favor, the committee unanimously agreed that the proposed **Zone Change for 1744 Moss Street** is consistent with the *Campus Plan* and recommended to the president that it be approved.