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### Realizing the Vision of WCU's Landscape Master Plan: A Panel Discussion

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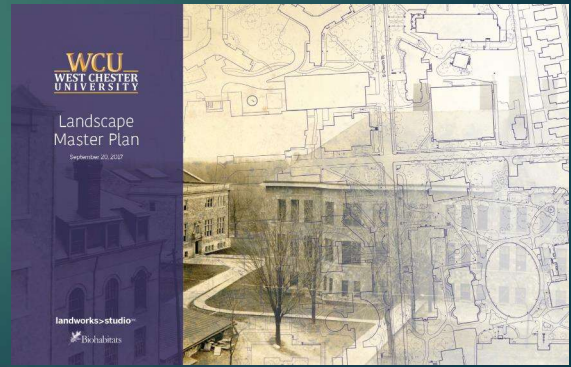
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# Realizing the Vision of WCU's Landscape Master Plan, a Panel Discussion

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IN CONVERSATION WITH **BRADLEY FLAMM**, OFFICE OF SUSTAINABILITY

WCU SUSTAINABILITY RESEARCH & PRACTICE  
SEMINAR: NOVEMBER 30, 2022



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**WCU**  
WEST CHESTER  
UNIVERSITY

Landscape  
Master Plan  
September 20, 2017

landworks>studio<sup>inc.</sup>  
Biohabitats

“The primary goal of the landscape master plan is the creation of a long-term, incremental enhancement of the student experience and the emergence of a cohesive identity for the Campus over time.”

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### SUMMARY ANALYSIS

|  |   |  |                                  |
|--|---|--|----------------------------------|
|  | A. Limited ecological expression and green infrastructure |  | E. Maintenance heavy landscaping |
|  | B. Streets dividing the Campus                            |  | F. Lack of clear gateway         |
|  | C. Missing and redundant connections                      |  | G. Unsafe street crossings       |
|  | D. Underdeveloped student zones                           |  | H. Undersized walkways           |
|  |   |  | I. Views to undesirable area     |

Campus growth over time has been primarily a “product and focus of academic expansion and land and building acquisition. Consequently, the physical nature of the resulting open space network **lacks a unifying focus and clarity...** the **potential of many student spaces remain unrealized** with the overall feel of the Campus being one of **fragmentation and disconnection.**” (p. 2)

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### MASTER PLAN GOALS & OBJECTIVES

1. Improve definition and aesthetic quality of the **Campus perimeter** while creating strategic, **focal gateways** and a new **entry signage** system.
2. Create enhanced first visit impression and move-in day experience, as part of a **comprehensive circulation system** that includes walkway hierarchy, more available routes, and enriched student experience.
3. **Increase safety** through the organization and improvement of street crossings as well as the enhancement and hierarchy of pathway and parking lot lighting systems.
4. Provide **diverse landscape interaction** for socializing, fitness, outdoor study, and seating while considering the relocation of the food trucks and the opportunity for making S. Church Street a pedestrian only corridor.
5. Develop a **strong planting strategy** representing the native ecology, integrating regenerative green infrastructure practices, including reducing the maintenance associated with the existing landscape.

### MASTER PLAN FRAMEWORK

The Master Plan Framework consists of both physical design and ecological principles intended to simplify and enrich the overall Campus experience. Student social corridors will be defined to provide opportunities for programmed and non-programmed activities. An improved circulation network will identify primary east-west and north-south corridors with secondary walkways running between and to the Campus perimeter. The perimeter will be strengthened to provide a new face of the University, and the entire Campus will be organized as a series of ecological corridors that further enhance the on-ground experience.

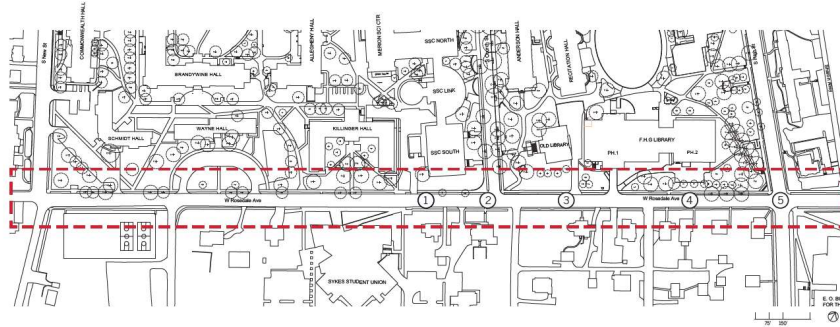
WEST CHESTER UNIVERSITY MASTER PLAN

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**EXISTING W. ROSEDALE CORRIDOR**

W. Rosedale Avenue is a prominent vehicular and pedestrian way along the southern edge of the North Campus. It links the President's residence, Tanglewood, to the E.O. Bull Center for the Arts, FHG Library, Old Library, Admissions, Sykes Student Union, and the student resident halls. The streetscape is comprised of: a 4' wide planting strip including parking meters, utility poles, street signs, and trees; a 5'-0" wide cast-in-place concrete sidewalk; and building setbacks between 50' and 100'.



1. Street Elements



2. Rosedale & Church



3. Rosedale looking West



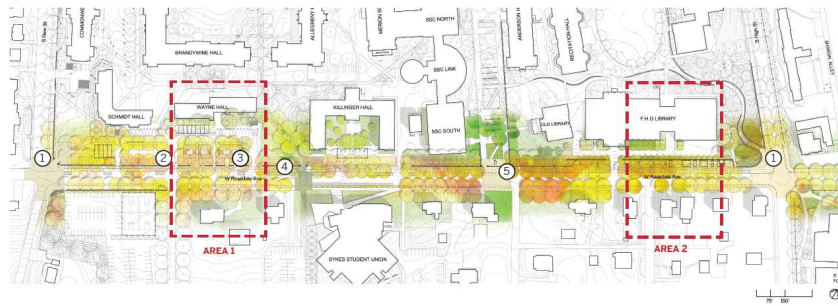
4. Rosedale looking East



5. Rosedale & S. High

**PROPOSED W. ROSEDALE CORRIDOR**

The design addresses the lack of a cohesive streetscape and hazardous pedestrian crossings by enhancing the overall streetscape in three key areas. A widened sidewalk allows for a more continuous and healthy street tree planting zone creating an iconic canopied sidewalk on both sides of W. Rosedale Avenue. Flexible program spaces located along W. Rosedale Avenue will activate the street with events such as movie screenings, ping-pong tournaments, and food truck dining. When events are not programmed, general use will flood this contemporary activity zone. A more robust material palette will differentiate program zones (decomposed granite in the Food Truck Zone) from the sidewalk (unit pavers).



1. Gateways



2. Seatwall



3. Activity Platforms



4. Stormwater



5. Enhanced Crossing/Sidewalk

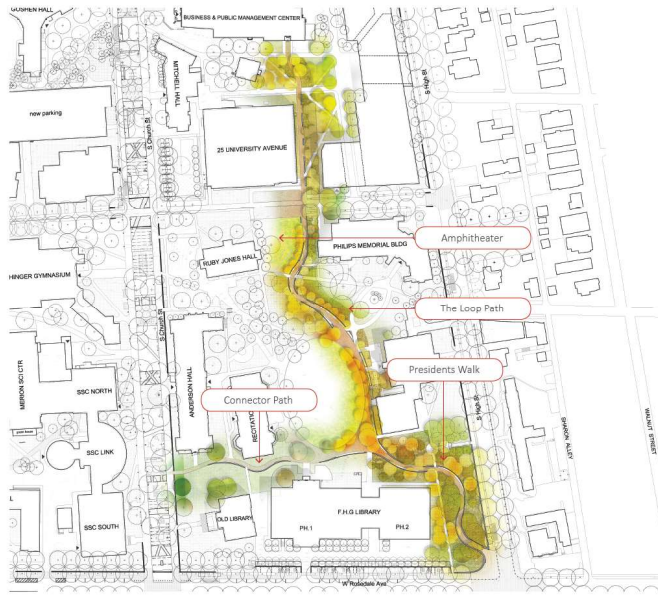
### W. ROSEDALE CORRIDOR WEST - OPTION 1 VIEW



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### PROPOSED PRESIDENTS WALK

Presidents Walk is destined to be the second most important and transformative corridor on Campus. The Church Street corridor will provide varied opportunities for student activity, but Presidents Walk will be the major link from 'M' Lot to the north edge of Campus. Conceived as a gently winding, lovely path, lined with bold architectural benches and reinforced through a strong planting ecology, this path will replace the entry photo-op with multiple opportunities. The relaxing yet dynamic nature of this procession will transform the experience of walking and sitting along this path.



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### PROPOSED CHURCH STREET AND UNIVERSITY AVENUE CROSSROADS

Amazing possibilities are presented by the consideration of closing Church Street and University Avenue as the amount of contiguous open space is unparalleled on North Campus. The addition of and to buildings was explored and the idea of a linear, active, public open space studied. Similar to University of Pennsylvania and Penn State, the proposal to make the central spine open space is further enhanced by the building setback, allowing not only for walkway/emergency access but for reserved, active programmed space as well.



1. Enhanced Crosswalks



2. Visible Gateways



3. Permeable Pavers



4. Seating Edge



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### PROPOSED PLUM RUN CORRIDOR

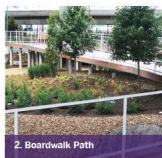
The Plum Run Corridor has enormous latent potential to be a dynamic amenity for the University. Envisioned as an ecologically intensified and connected corridor that provides opportunities for outdoor classrooms, flora and fauna research, and water quality testing along an enhanced, primary, east-west corridor. Pedestrian circulation will be simplified and collected onto one, continuous boardwalk that widens in strategic areas to accommodate outdoor classrooms. The extents of North Campus Drive are reduced to increase the interconnectedness of the corridor. Sculpting the ground creates more dynamic spatial conditions along the corridor and also references the Plum Run. Different ground conditions enhance the ecologically diverse corridor by allowing a diversity of groundcovers, shrubs, understory trees, and canopy trees.



1. Screening Along South New Street



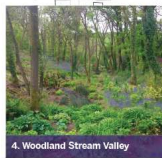
1. Screening Along South New Street



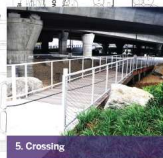
2. Boardwalk Path



3. Outdoor Classroom Deck



4. Woodland Stream Valley



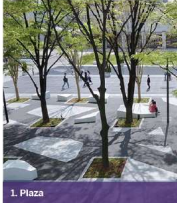
5. Crossing



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### PROPOSED ARRIVAL PLAZA

The Plaza will create this sense of arrival for visitors and a more significant threshold to Campus. Fifty-two parking spaces will be removed from the 'M' Lot with the newly acquired space being converted into green space for the new Arrival Plaza. A second parking garage will be added to the Matlock Parking Structure to accommodate any displaced parking. The space directly in front of Matlock will be used as a plaza with water features, seating, and groves of trees for small and large group gatherings and photo opportunities. Further, circulation is improved with the upgraded extension of Presidents Walk creating a more important connection from the parking garages to North Campus.



1. Plaza



2. Path Frame



3. Wooded Green



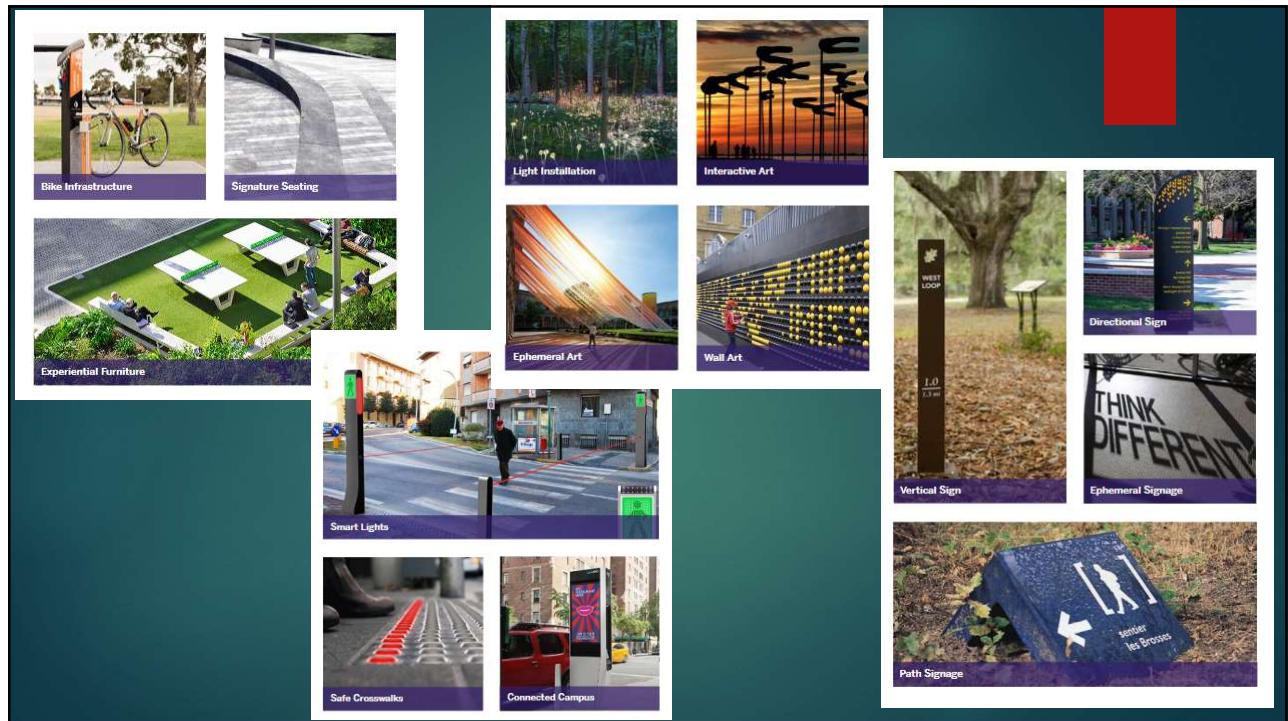
### MASTER PLAN VISION WITH TREES







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“The Landscape Master Plan strives to create a landscape that reflects the regional, native ecology by enhancing and expanding native plantings across Campus. This entails not only the species that are planted but also the planting patterns that replicate natural systems where possible.” (p. 168)

VI. Campus Ecology and Green Infrastructure

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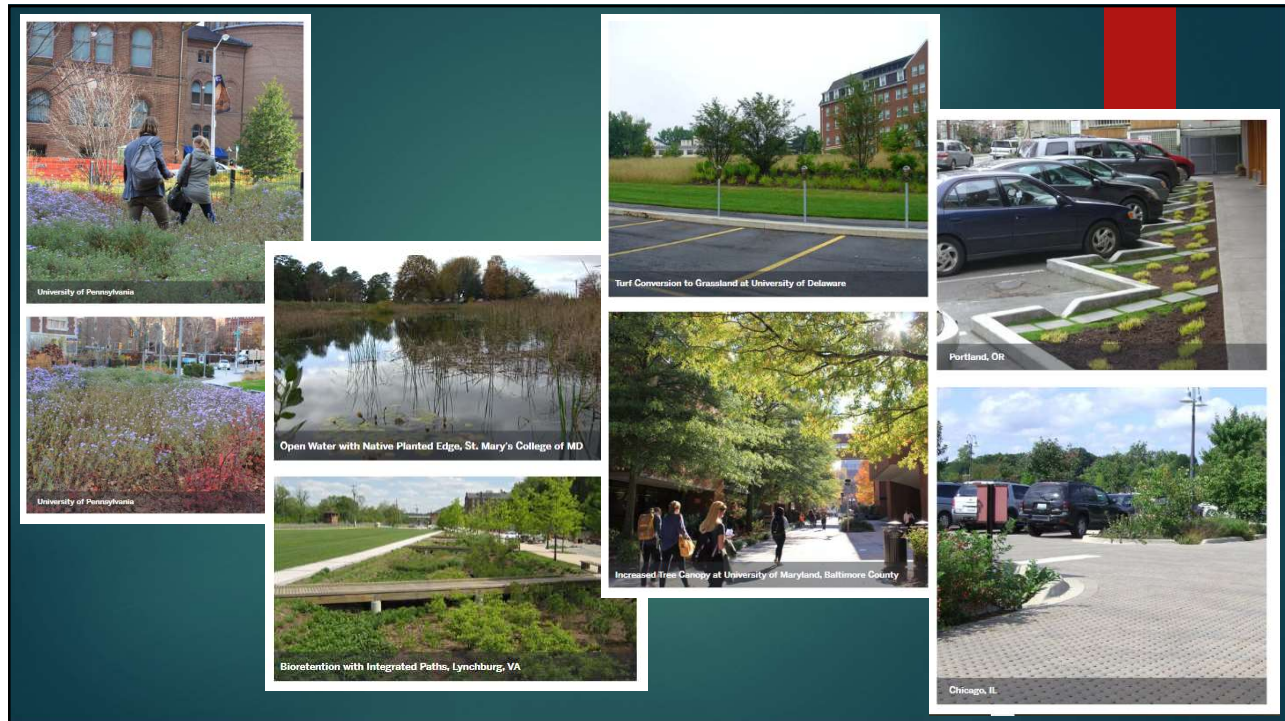
## Green Infrastructure Recommendations

- Woodland Groves
- Ecological Essence Garden Zones and Corridors
- Enhanced Surface Stormwater Best Management Practices (BMPs)
- Turf Conversion and Interstitial Spaces
- Formal Greens, Quads, Oval
- Edges / Streetscapes
- Green Roofs, Athletics / Rec Fields, and Surface Parking

VI. Campus Ecology and Green Infrastructure

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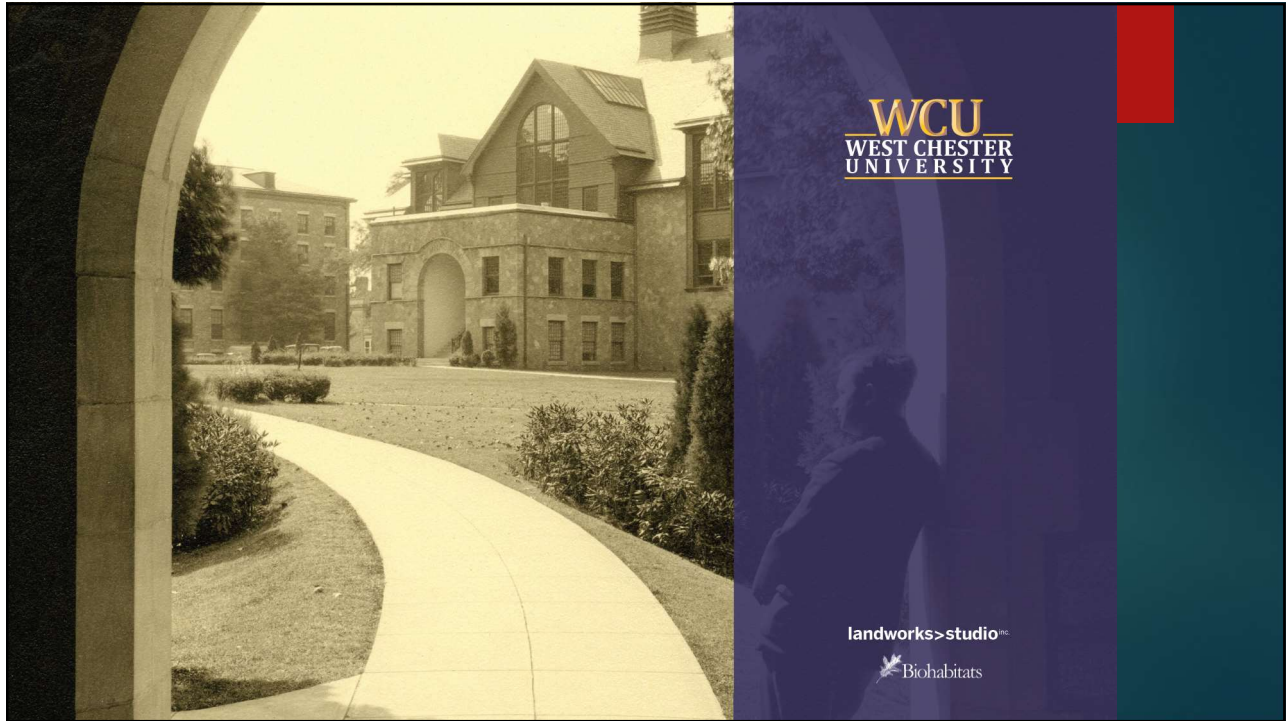
## GENERAL GREEN INFRASTRUCTURE RECOMMENDATIONS

- Treat water close to the source
- Replace impervious surfaces with permeable pavement
- Limit new disturbance
- Balance initial costs with long-term benefits
- Create opportunities for multi-functional landscapes
- Use a diverse native plant palette

VI. Campus Ecology and Green Infrastructure

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