

Engaged Planning: Discover, Discuss, Decide

2010 Mid-Atlantic Regional Conference

MARCH 14–16, 2010
 JOHNS HOPKINS UNIVERSITY | HODSON HALL, HOMEWOOD CAMPUS | BALTIMORE, MD (USA)

Welcome to Baltimore!

Thank you for joining us for this exciting new format.

We will divide the attendees into three groups comprised of three teams each (9 in all) to tackle:

- 1) Physical constraints and opportunities of a campus site
- 2) The internal institutional constraints and opportunities (e.g., enrollment, curriculum, staffing, etc.)
- 3) The external constraints and opportunities (e.g. the political, economic, technological, and social climates)

Your namebadge has a colored dot on it. These dots indicate which team you have been assigned to. Each team is being led by an experienced Team Facilitator to assist you with the charrette process. Below is the list of our Team Facilitators, the color dot which reflects those team members, and the room in which that team's meeting will be held.

Color	Room	Facilitator	Track
Red	203	John Knickmeyer Principal, Burt Hill	Adapting to the External, Political, Economic Context of Planning
Black	211	David Grissino Senior Urban Planner, Goody, Clancy & Associates	Adapting to the External, Political, Economic Context of Planning
Orange	216	Deana Rhodeside Director, Rhodeside & Harwell	Adapting to the External, Political, Economic Context of Planning
Pink	301	Melissa McEwan Vice President, Haley & Aldrich	Adapting to the Internal, Organizational, Cultural Context of Planning
Purple	303	Bob Reid President, ELEVATE architects collaborators	Adapting to the Internal, Organizational, Cultural Context of Planning
Light Green	305	John Scott Principal, HDR CUH2A	Adapting to the Internal, Organizational, Cultural Context of Planning
Dark Green	313	John Kohlhas Principal, Environetics Design	Adapting to the Physical/Natural Context of Planning
Yellow	315	Carl Elefante Principal, Quinn Evans Architects	Adapting to the Physical/Natural Context of Planning
Blue	316	Elissa Kellett Principal, Project Executive, Einhorn Yaffee Prescott Architecture & Engineering	Adapting to the Physical/Natural Context of Planning

Sunday evening all will come together and listen to an opening presentation that will set the tone for the charrette discussions throughout the conference.

Monday morning the various teams will attend presentations relevant to the three focus areas mentioned above. Lunch will prove lively as teams re-form to begin sharing strategies and observations related to their specific area that will carry over into the afternoon sessions.

Tuesday, adopting a modified charrette process, each of the nine teams will begin the process of proposing solutions for their focus area. Never participated in a charrette? No worries, a team of experienced charrette leaders will be there to assist all along the way.

Groups will provide a brief report to the larger conference participants as the closing session for the conference.

SUNDAY, MARCH 14

REGISTRATION

4:00 PM–6:00 PM | Hodson Hall Lobby

OPTIONAL TOUR

Tour will depart from and return to the Doubletree Inn at the Colonnade.

1:00 PM–4:00 PM

(M10T01) Loyola University Maryland, Intercollegiate Athletic Complex and Towson University, 2009 Master Plan and College of Liberal Arts Campus Tour

The Reverend Harold Ridley, S.J. Intercollegiate Athletic Complex is the new athletic facility for Loyola University Maryland. The Complex, constructed on top of a closed landfill in Baltimore City, was 10 years in planning and 3 years in construction. A smart growth project supported by Baltimore City and the State of Maryland's Department of the Environment, the complex consists of a 6,000-seat home game field and two practice fields. This tour will provide a look at the challenges of building on a landfill and the exciting engineering features (vegetated reinforced steep slopes, methane gas collection system) of the site.

Founded in 1866, Towson University is the second largest public university in Maryland and enrolls more than 21,000 students. The university has a plan to grow its enrollment to 25,000 by 2016. In response to this growth initiative a portion of the university's academic campus precinct was redeveloped with a new 293,000 GSF academic building and a variety of infrastructure/site improvements to house its largest academic unit—the College of Liberal Arts (CLA). Phase 1 of CLA opened in fall 2009 and included 100,000 GSF. Phase 2 is under construction and will open in fall 2011 with an additional 193,000 GSF. The CLA will be the first all new academic building on campus since 1977, will be LEED Certified, and contains a diversity of spaces including classrooms, clinic spaces, a vivarium, alternative learning spaces, language laboratories, reading rooms, seminar rooms and offices. This tour will include a brief PowerPoint presentation on the 2009 Campus Master Plan followed by a walking tour of the CLA project. If time allows, a driving tour of the other precincts of campus will also be included before departing for JHU.

Cost: \$45 USD

NEW MEMBER ORIENTATION

4:30 PM–5:30 PM | Hodson 301

PLENARY SESSION

5:30 PM–6:30 PM | Hodson 110

(M10P19) Strategic Planning in a University Environment: Core Elements, Key Constituencies and Critical Decisions

Presented by: Cornelius Kerwin, President, American University
On April 21, 2008 American University joined more than 500 other universities around the United States by signing the American College & University Presidents Climate Commitment. Dr. Cornelius Kerwin, President of American University will share his perspective and thoughts on the role and importance of leadership in complying with the President's Climate Commitment and advancing campus sustainability.

WELCOME RECEPTION

6:30 PM–8:00 PM | Mason Hall

Come join your fellow SCUPers at a reception at Mason Hall, JHU's welcome center. The building, opened in the fall of 2007, is the focal point of the new Decker Quadrangle at the southern end of Homewood and was conceived by the university and its architects as a new front door to campus.

FOR ALL MID-ATLANTIC REGION INFORMATION:

WWW.SCUP.ORG/REGIONS/MA

MONDAY, MARCH 15

REGISTRATION

7:30 AM–4:30 PM | Hodson Hall Lobby

CONTINENTAL BREAKFAST

7:30 AM–8:45 AM | Glass Pavilion

FACILITATED TEAM MEETINGS

8:00 AM–8:45 AM | Team Meeting Rooms
(See page 1 of this program for meeting room assignments.)

CONCURRENT SESSIONS

9:00 AM–10:00 AM | Hodson 110

TRACK: ADAPTING TO THE EXTERNAL, POLITICAL, ECONOMIC
CONTEXT OF PLANNING

(M10C17) The Power of Two: University Centers on Community College Campuses

Presented by: Ronald Heacock, President, Adirondack Community College; Robert Joy, Managing Principal, JMZ Architects and Planners, PC; Jack Nye, Director, Facilities Planning, Towson University
Community colleges are increasingly partnering with upper division colleges and universities to offer Baccalaureate and Masters degrees on their campuses. This presentation will focus on two such partnerships, will provide two perspectives, and will feature two projects: the Regional Higher Education Center at Adirondack Community College in New York that was just finished this year, and the Towson University building that will be constructed next year on the campus of Harford Community College in Bel Air, Maryland.

Convened by: Glenn Thompson, Business Development Manager, W. M. Jordan Company, Inc.

9:00 AM–10:00 AM | Hodson 210

TRACK: ADAPTING TO THE INTERNAL, ORGANIZATIONAL, CULTURAL
CONTEXT OF PLANNING

(M10C32) Space Strategies for Sustainable Growth

Presented by: Elliot Felix, Associate Director, DEGW North America; Terry Guzman, Associate Dean for Finance and Administration The Darden School of Business University of Virginia, The Darden School of Business University of Virginia; Richard Minturn, Facility Planner, University of Virginia

What do you do when you are out of space, have programs that are growing or under-supported, and insist upon environmental and economic sustainability? To answer these questions, DEGW worked with the Darden School of Business to help them plan for the future to make the most of their space. This session describes how the team developed innovative space strategies for the School to grow sustainably within its current footprint for approximately 10 years, rather than adding more space.

Convened by: Trina Learned, Director, Facilities, Northfield Mount Hermon School

9:00 AM–10:00 AM | Hodson 213

TRACK: ADAPTING TO THE PHYSICAL/NATURAL CONTEXT
OF PLANNING

(M10C26) Creating Carefully Balanced and Implementable Master Plans

Presented by: Roger Bruszewski, Vice President for Administration & Finance, Millersville University of Pennsylvania; Derek Eversmann, WTW Architects; Paul Tellers, Associate & Director of Planning, WTW Architects

What makes a master plan's recommendations viable? All aspects of the campus must be considered in concert, each looked at in light of the other pieces in order to create a carefully balanced solution. Millersville University assembled a multi-skilled team of consultants to lead a master planning process that included a complete academic programming analysis as well as a detailed housing master plan. Through this all-inclusive process the University developed a useable, implementable plan for the varied and interconnected needs laid out in its Strategic Plan.

Convened by: Charles Piper, Principal, BCWH Architects

10:00 AM–10:15 AM | BREAK

10:15 AM–11:15 AM | Hodson 110

TRACK: ADAPTING TO THE EXTERNAL, POLITICAL, ECONOMIC
CONTEXT OF PLANNING

(M10C27) Grow Up Not Out: GW and the Foggy Bottom Community

Presented by: Matthew Bell, Principal, Ehrenkrantz Eckstut & Kuhn Architects; Ellen McCarthy, Director, Planning and Land Use; Alicia O'Neil, Senior Associate Vice President for Operations, The George Washington University

George Washington University's Foggy Bottom campus is bordered by historic neighborhoods, federal and international institutions and a thriving downtown. The new campus plan turned the university in a new direction, using unconventional land-use tools to grow within its boundaries and develop new partnerships with developers and local public schools. The presentation, supported by viewpoints from the city and the university, shows how the strategy enhances curricular strengths, supports new sources of revenue and clarifies the campus' relationship to its neighbors.

Convened by: Brian McMorrow, Senior Project Manager, Bohler Engineering

AIA CONTINUING EDUCATION CREDITS



SCUP is a registered provider of continuing education units from the American Institute of Architects. As an AIA member, you are eligible to earn continuing education units for attending preconference workshops, concurrent sessions, and campus tours.

AIA forms for the conference will be available at the SCUP registration desk.

10:15 AM–11:15 AM | Hodson 210

TRACK: ADAPTING TO THE INTERNAL, ORGANIZATIONAL, CULTURAL CONTEXT OF PLANNING

(M10C09) An Old Building with a New Heart: Transforming Gilman Hall

Presented by: Alex Diez, Partner, Kliment Halsband Architects; Adam Falk, Dean, Krieger School of Arts & Sciences, Johns Hopkins University; Carolyn Hinger, Associate, Kliment Halsband Architects; Martin Kajic, Project Manager, Krieger School of Arts & Sciences, Johns Hopkins University

The renovation of historic structures begins with a simultaneous exploration of programmatic needs and analysis of the spatial limits of the existing structure, but imaginative design solutions often transcend the initially perceived constraints. At Gilman Hall at Johns Hopkins University, a new circulation framework, removal of old library stacks, and the infill of an unused lightwell revealed 23,400sf of new space at the heart of the building. Tours of the building will be available after the presentation.

Convened by: Pamela Zimmerman, Principal, Zimmerman Studio LLC
HSW/SD 1.0 unit

10:15 AM–11:15 AM | Hodson 213

TRACK: ADAPTING TO THE PHYSICAL/NATURAL CONTEXT OF PLANNING

(M10C04) The Planning and Remarkable Success of Johns Hopkins' Visitor Center

Presented by: William Conley, Dean of Enrollment and Academic Services, Johns Hopkins University; Thomas Kearns, Principal, Shepley Bulfinch; Travers Nelson, Program Manager, Johns Hopkins University
This session will chronicle how JHU's visitor center moved from a concept to a brilliant and successful reality. Attendees will learn how the project dramatically altered the visit experience for prospective students, as well as for other visitors. Since the center's completion in 2007, the metrics of enrollment have risen dramatically. This success resulted from comprehensive, integrated planning, including the highest levels of university leadership, and dedicated follow through.

Convened by: Heather Bishop, Facilities Planner, Towson University
AIA 1.0 unit

11:15 AM–11:30 AM | BREAK

11:30 AM–12:30 PM | Hodson 110

TRACK: ADAPTING TO THE EXTERNAL, POLITICAL, ECONOMIC CONTEXT OF PLANNING

(M10C37) Morgan State University: Engaging Community as an Urban HBCU

Presented by: Ellis Brown, Acting Director for Comm. & University Economic Development & Special Finance & Management, Morgan State University; JoAnn Trach Tongson, Associate Principal, Mahan Rykiel Associates; Paul Voos, Assistant Professor, Graduate Department of Landscape Architecture, Morgan State University
Presenters will provide an overview of the mission of this 150 year old HBCU as Maryland's public urban university. Among MSU's mission to set a high academic standard for its students, students and community are exposed to assisting each other through communication and leading by example. Morgan's landscape architecture department embodies this philosophy in urban focused projects as outreach to disenfranchised communities and real-world experiences for students. Campus development projects continue the practice of community engagement through the design process.

Convened by: Karen Zinn, Principal, Razak Company

11:30 AM–12:30 PM | Hodson 210

TRACK: ADAPTING TO THE INTERNAL, ORGANIZATIONAL, CULTURAL CONTEXT OF PLANNING

(M10C25) Strategic Reuse of Campus Buildings for a Sustainable Future

Presented by: Mary Cox, University Architect, Virginia Commonwealth University; Roland Lemke, Vice President, Cannon Design; Debi McDonald, Associate Principal, Cannon Design
This session presents strategies for the re-use of existing buildings, providing effective space for current and future campus needs. We will empower campus-decision makers to hold onto big ideas in economic down times—to continue pursuing master plans, but more incrementally, to keep hold of the big goals and work toward them in more economical and sustainable ways, to renovate or repurpose buildings instead of tearing down, maximize budgets through strategic renovations and consider building additions instead of new construction.

Convened by: Marilyn Juban, Business Development Manager, Gilbane Building Company

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11:30 AM–12:30 PM | Hodson 213

TRACK: ADAPTING TO THE PHYSICAL/NATURAL CONTEXT OF PLANNING

(M10C16) From Green to Green: Comprehensive Sustainable Master Planning at Lynn University

Presented by: Steven Baumgartner, Associate, Buro Happold; Thomas Heffernan, Dean of Administration, Lynn University; Suzanne Klein, Associate, Gensler

This session focuses on how a comprehensive approach to planning includes everything from saving natural preserve areas to the central quadrangles on campus. Every aspect of the campus plan is addressed to assure that land is well designed, resources effectively used, and operations have realistic, achievable goals.

Convened by: Judith Nitsch, President, Nitsch Engineering

LUNCH

12:30 PM–2:00 PM | Glass Pavilion

FACILITATED TEAM MEETINGS

1:00 PM–2:00 PM | Team Meeting Rooms

CONCURRENT SESSIONS

2:15 PM–3:15 PM | Hodson 110

TRACK: ADAPTING TO THE EXTERNAL, POLITICAL, ECONOMIC CONTEXT OF PLANNING

(M10C24) Highest Common-Denominator—A New Model for University-based Mixed-Use

Presented by: Adam Glaser, Senior Associate, Wallace Roberts & Todd, LLC; Jack Kay, President & CEO, Susquehanna Real Estate; Gordon Turow, Director, Campus Planning & Design, Penn State University Park Fraser Center was conceived as a destination, mixed-use project to bring new theaters, college-town amenities and housing to downtown State College. Then a light-bulb went off—what would happen if Penn State used the theaters as classrooms during the day, creating a more vital project and activating an under-utilized part of a great college town? When the project is built, it will also help reinforce Penn State's and State College's interest in enhancing the character of their shared town-gown edge.

Convened by: Jack Nye, Director, Facilities Planning, Towson University

2:15 PM–3:15 PM | Hodson 210

TRACK: ADAPTING TO THE INTERNAL, ORGANIZATIONAL, CULTURAL CONTEXT OF PLANNING

(M10C28) Engaged Implementation: Master Plan to Reality

Presented by: Angelo Armenti, President, California University of PA; Barbara Chance, President & Chief Executive Officer, CHANCE Management Advisors, Inc

Moving from a Master Plan to the reality of constructing facilities, balancing budgets, obtaining approvals, and keeping schedules requires strong leadership, a committed university team, consultant support, and the flexibility to recognize diverse approaches to the same goals. California University of Pennsylvania (CalU) has been following its Master Plan, but added parking and transit to the mix after the plan was complete. This session follows the process of making decisions, challenging assumptions, and integrating access management into a successful Master Plan.

Convened by: Elie-Antoine Atallah, Principal, SoMD architects

2:15 PM–3:15 PM | Hodson 213

TRACK: ADAPTING TO THE PHYSICAL/NATURAL CONTEXT OF PLANNING

(M10C13) Creating the Physical Constraints for a New Campus Quad: Looking Beyond the Measurable at Unseen Influences That Become Physical.

Presented by: Joseph Burkhardt, Associate Principal, Mahan Rykiel Associates, Inc; Anthony Lucarelli, Principal, Grimm + Parker Architects; William Mallari, Coordinator/Campus Development, University of Maryland College Park; Kieran Wilmes, Senior Associate, Grimm + Parker Architects

Myriad influences affect the implementation of a campus master plan. Many such influences are unseen but profound, and can create physical constraints and opportunities. Using a UMCP project as a virtual laboratory, participants will explore such influences – which include measurable elements such as utilities, desire lines, and axes, as well as the less predictable desires of generous donors. This case study will show how these influences can direct the design and implementation process in unpredictable and exciting ways.

Convened by: David McIntyre, Institutional Practice Leader, Vanasse Hangen Brustlin, Inc.

AIA 1.0 unit

3:15 PM–3:30 PM | BREAK

BRING SCUP'S PLANNING INSTITUTE TO YOUR CAMPUS

Learn how the process of integrated planning can change your institution. Soon you'll be agreeing with campuses that reported learning:

- how to create collaboration and teamwork
- more wholistic planning
- how to implement change

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Contact Phyllis Grummon at phyllis.grummon@scup.org.

**(M10C14) Stadium Ambitions vs. Community Concerns—
Finding Middle Ground at Richmond**

Presented by: John Hoogakker, Associate Vice President, Facilities, University of Richmond; Jeffrey Lighthiser, CEO/President, Draper Aden Associates; Charles Piper, Principal, BCWH Architects
The University of Richmond is a private, nonsectarian, liberal arts university located on the border of the City of Richmond and Henrico County, Virginia. Growing athletic programs and a desire by students and alumni to return the football program to campus for the first time since the 1920s presented the opportunity to make dramatic improvements to an existing on-campus stadium. The quiet, adjacent neighborhoods did not remain quiet when faced with the potential for increased gameday traffic, noise and other development challenges. Learn how the development team of the University and its consultants fulfilled the vision for an expanded stadium while addressing the community’s concerns.

Convened by: Travers Nelson, Program Manager, Johns Hopkins University

**(M10M11) Creating a Green Academic Curriculum as the
Outgrowth of a Green Urban Redevelopment Initiative**

Presented by: David Ball, President, BL Companies; Doug Neidich, Chief Executive Officer
Harrisburg Area Community College, GreenWorks Development, and the City of Harrisburg have worked in an educational/private/public partnership to redevelop the Midtown area of Harrisburg, Pennsylvania. The redevelopment is being done as an alternative-energy-driven integrated community (live, work, play, and learn) neighborhood with the community college as its educational core. In this redeveloped urban environment, the college is initiating an ambitious new sustainability curriculum, teaching subjects ranging from solar PV installation to geothermal design to sustainable lifestyles. The alternative energy and integrated-community design of the redeveloped neighborhood are elements of a living laboratory for the college’s new green curriculum. In concert with the new green academic programs and the redeveloped urban community, HACC, GreenWorks, and local green businesses have formed a partnership to create a new Green Center of Central Pennsylvania. This new 501c6 organization was created to coordinate green education, green training, green professional projects, and green public information in Central Pennsylvania.

Convened by: R. Thorpe Moeckel, Business Development Manager, Wohlsen Construction Company

(M10C22) Pictures Really Are Worth 1000 Words

Presented by: Henry Davis, Landscape Architect, American University Office University Architect; Stephanie DeStefano, Grounds Operation Coordinator, American University; Mark Feist, Assistant Director Facilities Management, American University Facilities Management; Mike Mastrotta, Landscape Architect , American University
What does a campus landscape say about your institution? Is it an asset or a liability? At American University we believe a picture is worth a thousand words and that is why we transformed our campus landscape into an award winning Arboretum and Gardens. This interactive session will take you through the step by step process we used to cultivate this dramatic change. We promise that you will leave inspired and see the potential your campus in a new way.

Convened by: Cecilia McCormick, Executive Director, Office of the President, Widener University

RECEPTION

In February 1905, Alfred Quick, the Water Engineer for the City of Baltimore, envisioned a common meeting place where engineers could exchange technical ideas and foster camaraderie. In April 1905, the Engineer’s Club was born from the ashes of the Great Fire the previous year. Join us for a reception at the Engineer’s Club at the Garrett-Jacobs Mansion to further Mr. Quick’s vision.



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TUESDAY, MARCH 16

REGISTRATION

7:30 AM–2:30 PM | Hodson Hall Lobby

CONTINENTAL BREAKFAST

8:30 AM–9:30 AM | Glass Pavilion

FACILITATED TEAM MEETINGS

9:30 AM–11:30 AM | Team Meeting Rooms
(See page 1 of this program for meeting room assignments.)

FINAL PRESENTATIONS

11:30 AM–1:00 PM | Glass Pavilion

LUNCH

1:00 PM–2:00 PM | Glass Pavilion

THANK YOU TO OUR VOLUNTEERS FOR THEIR HARD WORK AND DEDICATION

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PROGRAM AT-A-GLANCE

Sunday, March 14, 2010

4:00 PM–6:00 PM	Registration
1:00 PM–4:00 PM	Optional Tour
4:30 PM–5:30 PM	New Member Orientation
5:30 PM–6:30 PM	Plenary Session
6:30 PM–8:00 PM	Welcome Reception

Monday, March 15, 2010

7:30 AM–4:30 PM	Registration
7:30 AM–8:45 AM	Continental Breakfast
8:00 AM–8:45 AM	Facilitated Team Meetings
9:00 AM–12:30 PM	Concurrent Sessions
12:30 PM–2:00 PM	Lunch
1:00 PM–2:00 PM	Facilitated Team Meetings
2:15 PM–4:30 PM	Concurrent Sessions
6:00 PM–7:30 PM	Reception

Tuesday, March 16, 2010

7:30 AM–2:30 PM	Registration
8:30 AM–9:30 AM	Continental Breakfast
9:30 AM–11:30 AM	Facilitated Team Meetings
11:30 AM–1:00 PM	Final Presentations
1:00 PM–2:00 PM	Lunch

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