

# RELY ON EXPERIENCE

## Jeffrey L. Bruce & Company

Jeffrey L. Bruce & Company is a Landscape Architectural and Campus Planning firm specializing in the sensitive planning of natural outdoor and recreational spaces. Since 1986, we have created outdoor environments and functional play spaces, harmoniously integrating each project with its respective site. Our focus includes master planning and design of professional, collegiate, interscholastic, and recreational campuses. Our designs endeavor to reflect the historical and philosophical traditions for the community in which the project is located. We bring insight and a wealth of practical knowledge to every project. That translates into time and cost savings throughout the planning and design process for each client.

Jeffrey L. Bruce & Company conducts one of the country's most innovative and active practices in comprehensive Campus Planning & Design, following the belief that the campus is, first of all, an environment of experience and learning. Colleges, universities and other institutions now are taking the time to renew and refine their visions, to define what kind of place they will need to be in the coming century. Jeffrey L. Bruce & Company recognizes that, in this context, institutions have heightened expectations for the campus planning process in the 1990s. Planning must be especially thorough in order to buttress development decisions, and the information developed in the planning process must be clear in order to support the quest for funding of improvements.



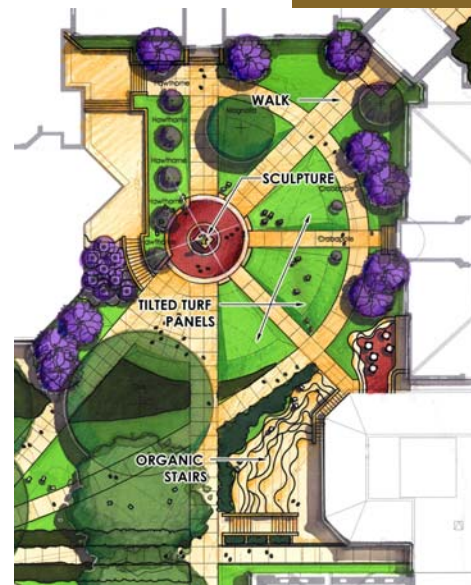
Florshiem Memorial, University of Missouri, Kansas City.

# THINK SUSTAINABLE FIRST...CALL



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# CAMPUS DESIGN

## Plan for Success



## How Green Is Your Campus?

The Experts' Guide to Campus Planning and Design



# VISIONS OF GREEN

A campus holds many truths and evokes a great range of emotion for those who share its experience. It is at once peaceful & reflective, exciting, energetic, nostalgic and full of promise. The physical environment, combining Landscape with Architecture, serves to create a sense of place with an identity that is shared by all who experience it.

The dynamic character of our society draws meaning from within the campus environment. The campus setting provides an institutional context for the unique purpose of campus life, acknowledging both the legacy and the change of educational process.

To those who will shape its evolution and growth, who maintain and sustain its character, it can be a profound responsibility. In a framework of heightened expectations and diminished resources, the process of campus planning and design is critical for the long term viability and relevance of the Campus as an institution.

Jeffrey L. Bruce & Company leads an innovative and collaborative approach to your campus planning process. We work with institutional clients across the country who seek to renew and enhance the physical campus environments. As competition for quality students increases, schools, colleges, and universities must provide a pleasing setting for their students, faculty, staff and alumni. Because the quality of the campus is an essential aspect of the educational process, we are often called upon to help restore the visual order and "sense of place" that makes the campus experience memorable and timeless.

Whether the goal is to update an existing Master Plan, or create a new master planning initiative, JBC can create a process that will facilitate and clarify an exchange of ideas and priorities that will focus your planning effort. We pursue three dimensions of planning outcomes in our process seeking to find answers to your needs that are appropriate, buildable and maintainable.



Streetscape, University of Missouri, Columbia

## Key Values in the Planning Process

### 1 Preserve the Legacy

It is JBC's belief that a campus setting is defined in part by the comprehensive landscape vernacular or translation of the landscape into space. Whether historic in origin or a result of new campus evolution, the physical context of the campus is shaped by mass & void, structure & landscape, movement & gathering. In order to preserve the meaning and intrinsic value of the landscape fabric, it is important to identify important spatial aspects of the campus including spaces that are active or passive, areas of celebration or reflection, and functional areas that support movement and service. This understanding creates a basis for decision making that preserves functional efficiencies and allocation of resources while stemming environmental degradation and protecting unique areas of meaning and identity such as important views and vistas, or campus icons and symbols.



Osborne Chapel, Baker University, Baldwin City, Kansas

### 2 Celebration of Place

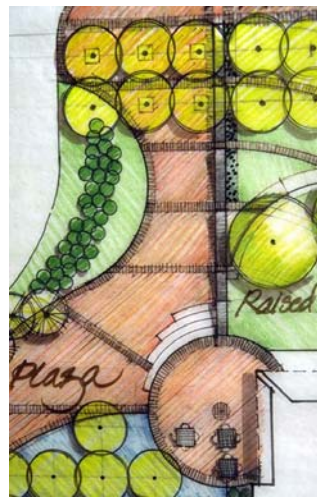
Campuses are thought of in many ways, shaped by many values. Shaped by a sense of history and legacy, a campus identity has meaning that is timeless, drawing on the generations of students and faculty that have traveled its pathways. This timeless character is important in that it projects an essence of stability and solidness, supporting an essential educational mission while serving students and alumni now and in the future. As JBC considers the campus setting, we seek to reinforce a sense of pride and identity in the campus meaning and create an organization of spaces that will encourage the educational experience and foster exchange and interaction between those that use its spaces. This interaction will enliven and make richer the university experience.



Urban Forest Plan, University of Iowa, Iowa City

### 3 Design As Proclamation

The organization and order of the campus environment both creates and responds to the function and dialogue of campus life. By sequencing movement, acknowledging interaction and celebration, and reinforcing the organization of architectural elements and function; the landscape communicates purpose and presence while giving form, meaning and context to the campus fabric. The campus landscape is a series of statements about why we are here and where we are going. It becomes a signifier of place and time, and comes to symbolize the ideals and values of the institution and those that define it.



Central Campus Improvements, Baker University, Baldwin City, Kansas



Landscape Master Plan, University of Kansas



Landscape Master Plan, Westminster College

# STEWARDS OF THE FUTURE

### 4 Design For Movement

Campus life is dynamic and active, defined by constant movement and change. Responding to the complex groups and communities of people that shape the student body and faculty, along with their unique needs and focus, the interaction and movement of individuals or groups through the campus experience requires order and meaning to be successful. In pursuit of clarity and efficiency, JBC believes that focused pedestrian areas or precincts support accessibility and safety while fostering effective movement through the campus vernacular. Keyed by sequenced visual cues and experiences, and shaped by an appropriate wayfinding and graphics approach, campus movement can be intuitive and meaningful.

### 5 Ecology As Placemaker

The campus environment is often a unique and significant ecological place, consisting of diverse natural communities that both define and enhance the campus character and experience. Conservation of these local ecosystems can be an important aspect of the campus vision, preserving and protecting unique resources for future generations of students and the community at large. Creating or encouraging biodiversity in the landscape broadens the campus experience and furthers an aesthetic of conservation that is as applicable to the natural world as it is to the world of knowledge and academia. These significant and unique natural footprints are, in effect, conservation spaces that reflect varying degrees of environmental and natural resources that can help create a more sustainable campus environment.

### 6 Landscape As Science

A significant function of the campus landscape is to support and define the learning experience, either directly or indirectly. Through direct application and study process, or as a result of the changing form of educational methodology, space within the campus landscape is being re-defined allowing opportunities for the creation of outdoor classrooms / structures and learning processes that can be re-focused while uniquely advancing the university's mission. Outdoor space can become a setting for the expression of new technologies and provide unique and reinforcing learning opportunities. Properly structured, outdoor learning can be effective and stimulating, resulting in enhanced learning outcomes through the limited expenditure of resources.

# CREATING QUALITY CAMPUS LANDSCAPES