

CAMPUS MASTER PLAN, UNIVERSITY OF PENNSYLVANIA



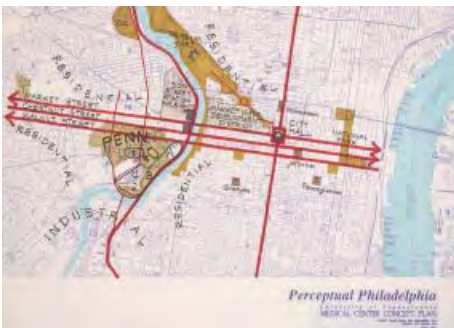
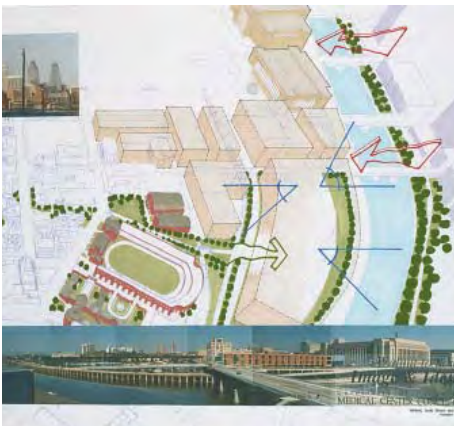
Penn's campus is a garden in the city



the Perelman Quadrangle would be at



the historic cradle of the campus



Perceptual Philadelphia
MEDICAL CENTER CONCEPT PLAN

Architects: Venturi, Scott Brown and Associates, Inc.

Location: Philadelphia, PA

Client: University of Pennsylvania

Completion: 1994

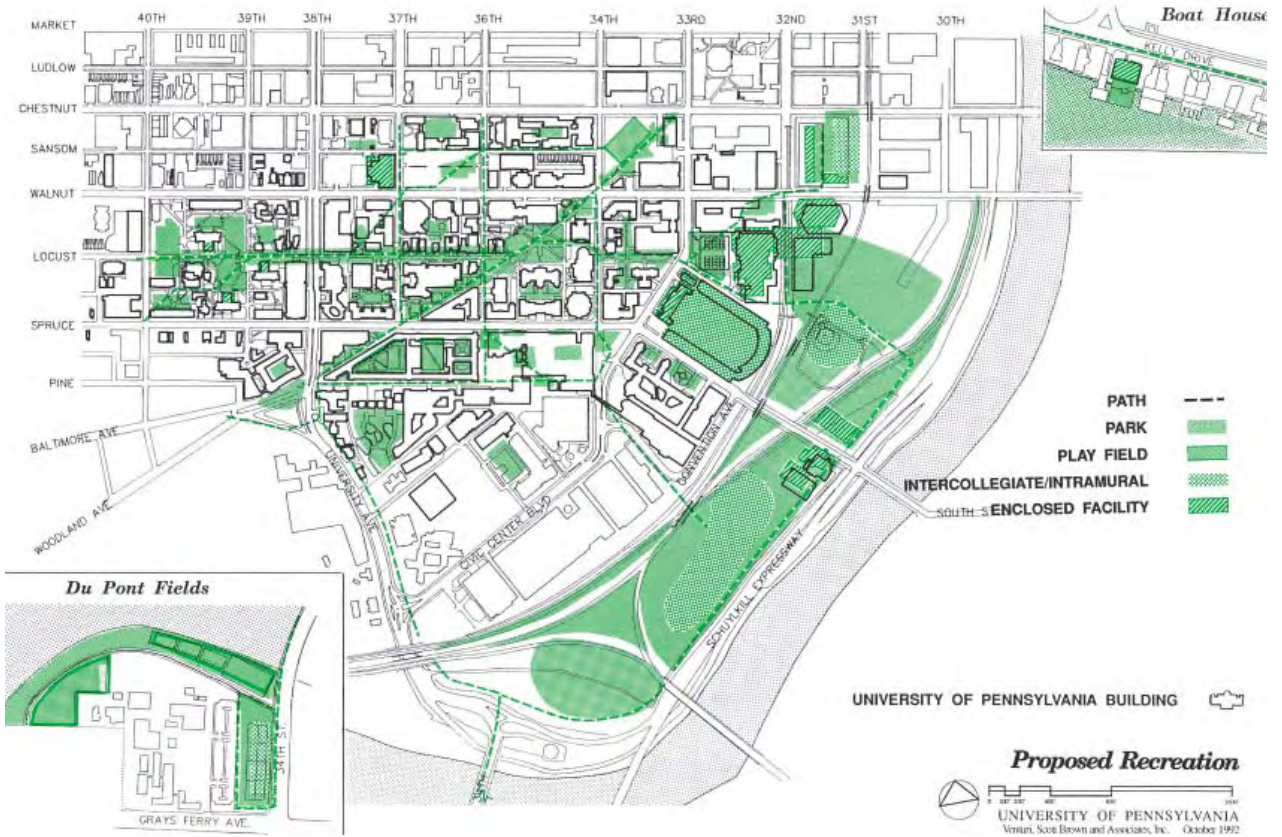
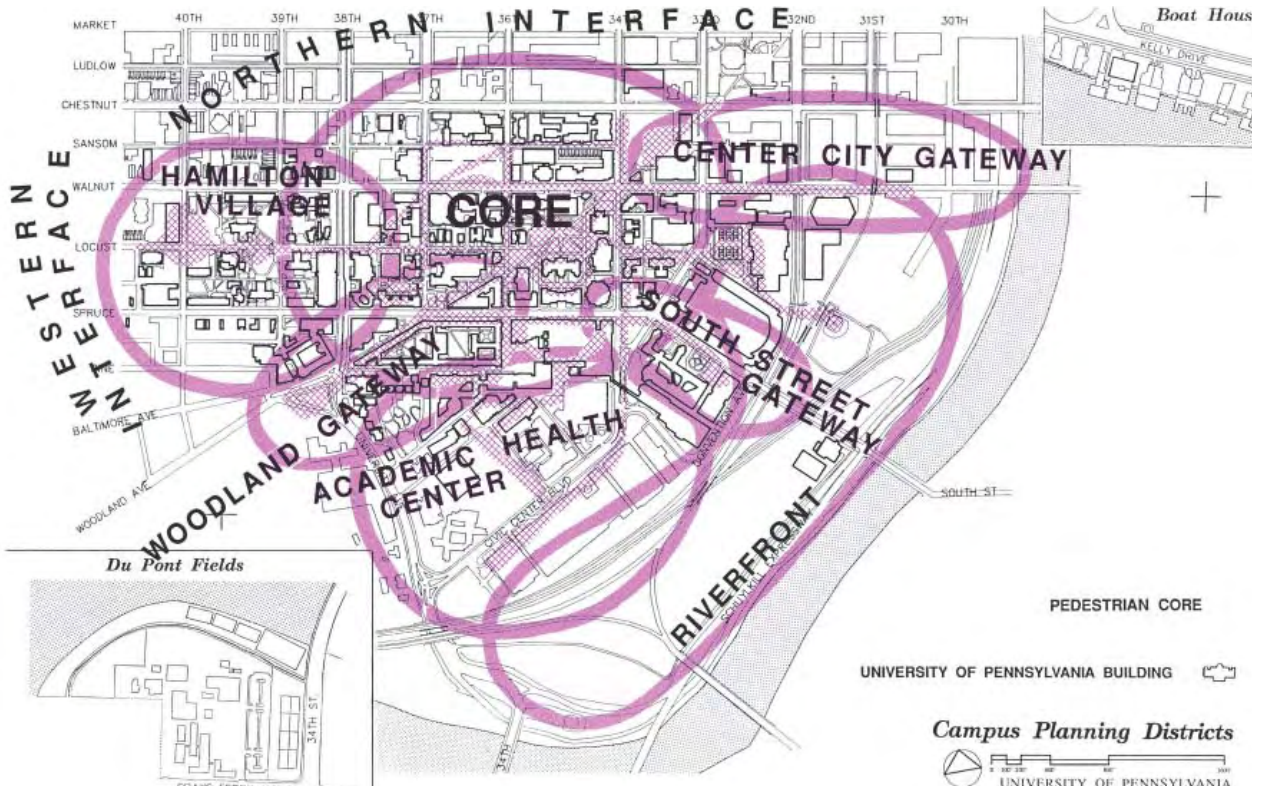
In 1989 VSBA began collaborating with the University of Pennsylvania's Institute for Research in Higher Education to coordinate a series of area planning studies into a master plan for campus physical development. Elements of the plan included:

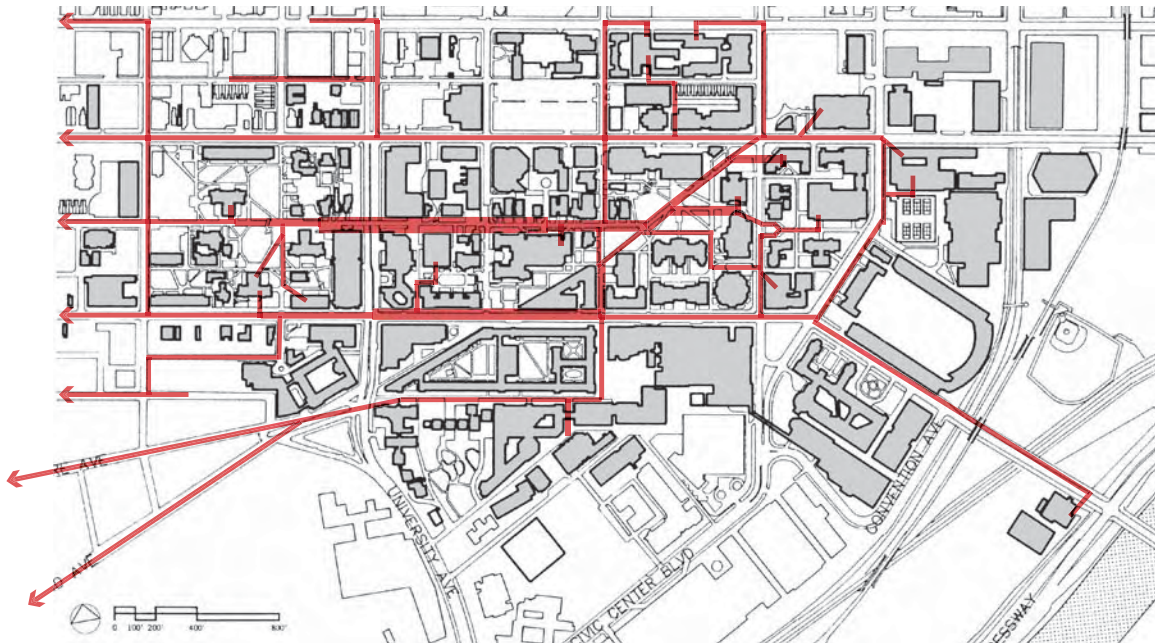
- recommendations relating academic, financial, and physical facilities development
- overviews of the campus as a set of systems and precincts; evaluations of Penn's physical relationships with the city, student residences, and circulation patterns; suggestions for possible directions of growth
- precinct plans for the Medical Center, School of Engineering and Applied Science, and School of Arts and Sciences
- master planning, programming, and feasibility analyses of Penn's historic quadrangle -- Irvine Auditorium and College, Logan, and Houston Halls -- for renovation and reuse as the Perelman Quadrangle Student Center.

Specific recommendations of the plan included:

- shifting the focus of development from a pattern of westward and northern expansion to purposeful development of land immediately adjacent to the campus on its eastern and southeastern borders
- making the Penn campus a visible link between Center City and West Philadelphia, stressing the importance of the Schuylkill River as the University's eastern boundary
- continuing the campus' development as an "urban park," including expansion of its pedestrian core and pattern of green spaces and reduction of vehicular traffic within its precincts
- ensuring school and precinct plans provide for strong campus-wide linkages, using pathways and shared facilities and systems to explicitly connect research with instruction and undergraduate with graduate and professional education
- maintaining the dominant cityscape scale of the campus, featuring buildings of medium height relating to the grid systems of both the campus and the city of Philadelphia.

During the master planning process, VSBA also developed the design parti for the Perelman Quadrangle campus center precinct -- a \$67.5 million renovation and expansion of five historic and beloved buildings around Penn's original student union. We completed the new Quad in 2000.





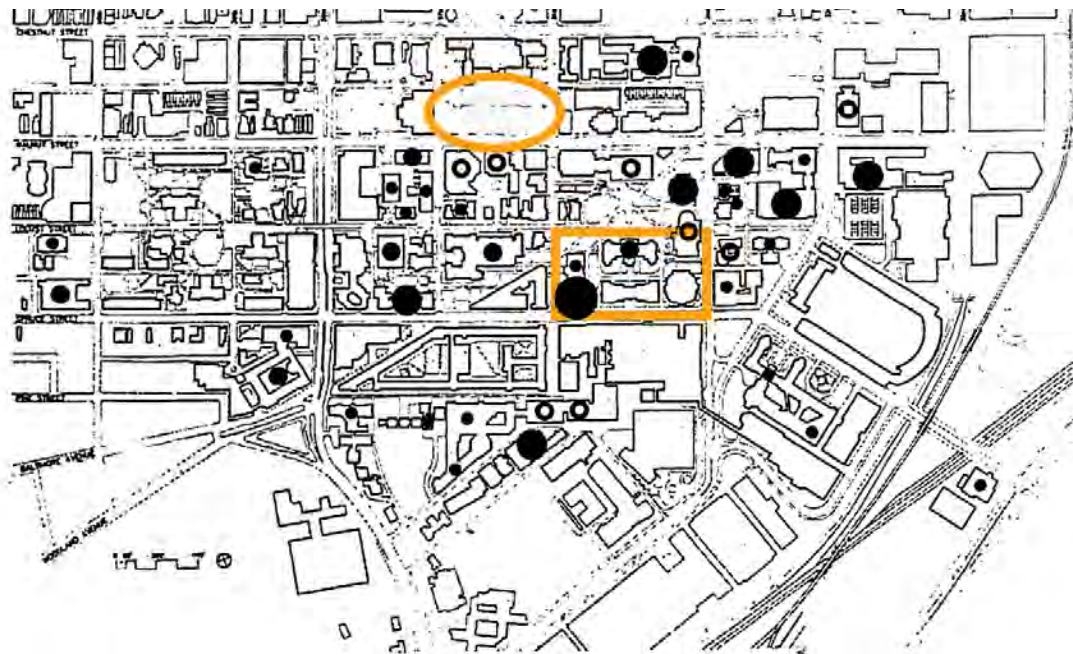
Student Path Diagram: Last class to residence

SOURCE: "AN ACTION PLAN BUILDING PROFILE," JUNE 1985
BY DOBER & ASSOCIATES, INC.

TRAFFIC COUNT: RANDOM FIRST AND SECOND YEAR UNDERGRUATES

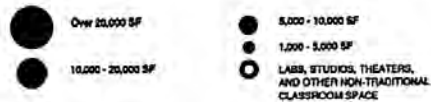


CAMPUS CENTER



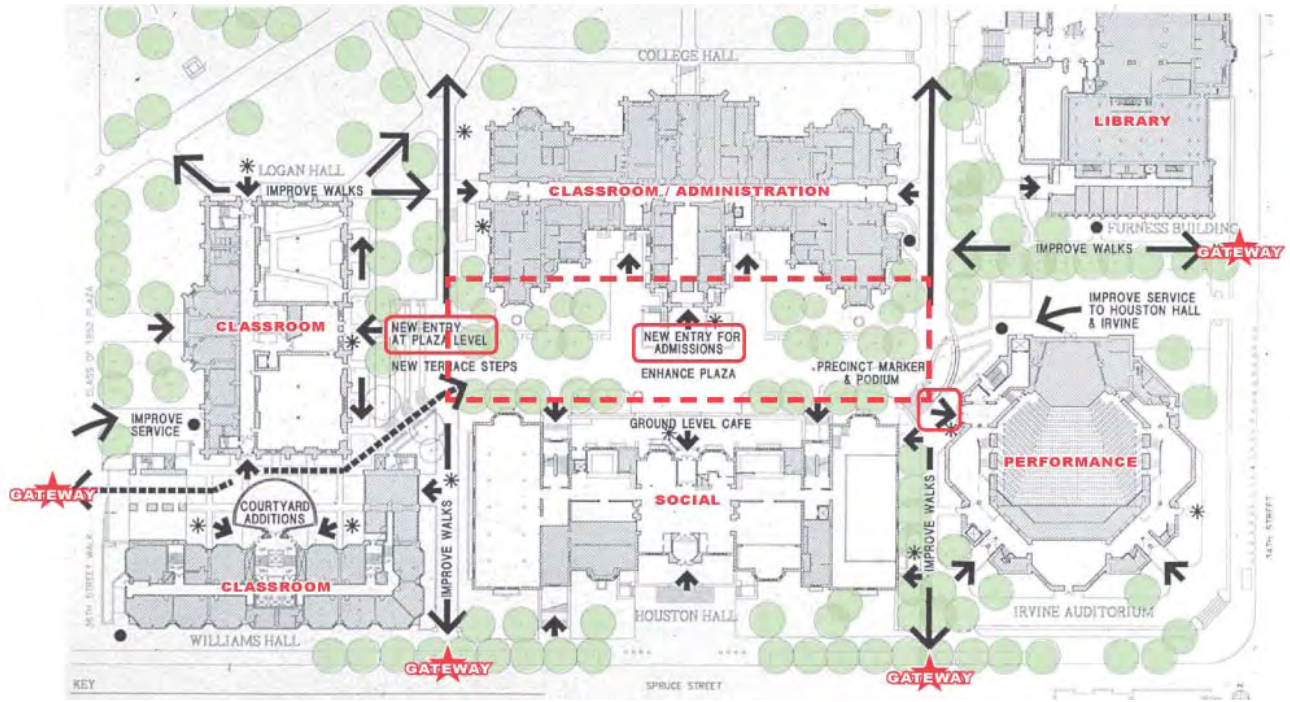
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AMOUNT OF CLASSROOM SPACE

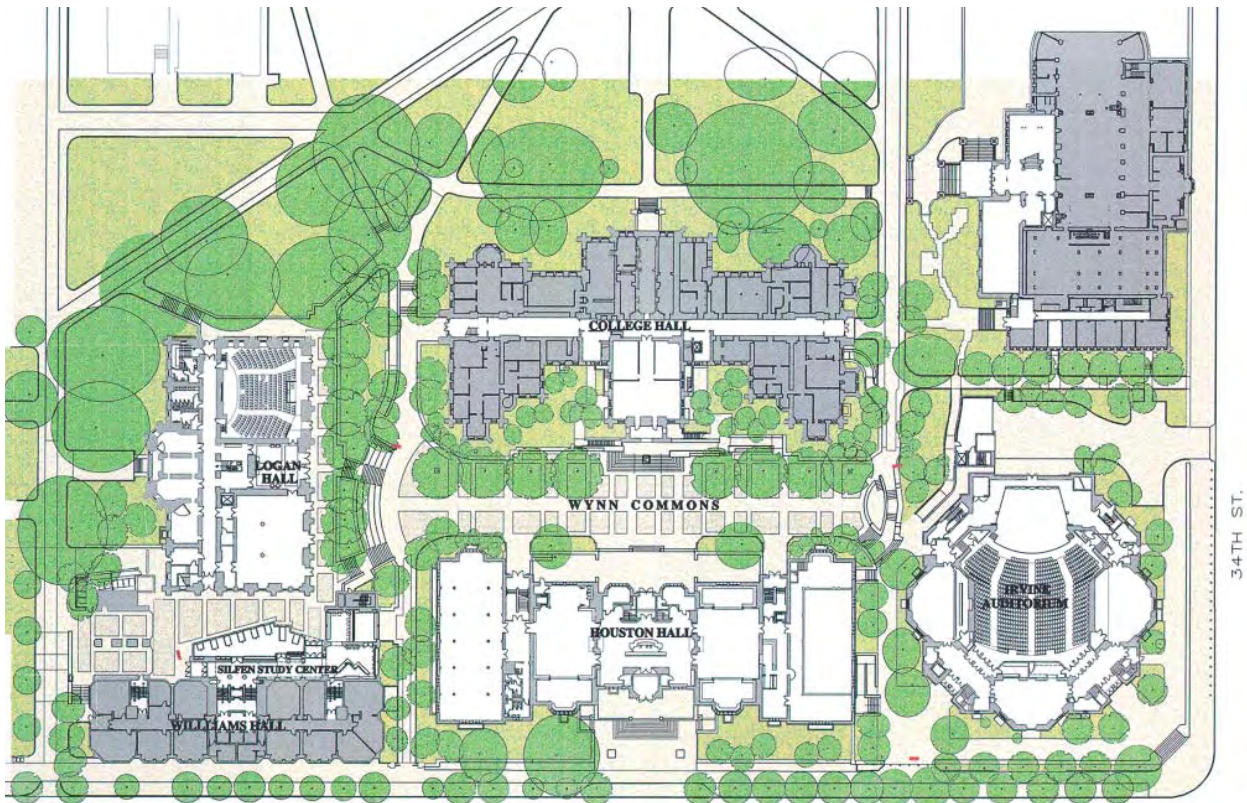


G. EXISTING CLASSROOM MAGNETS

CAMPUS CENTER
University of Pennsylvania
VSBA - November, 1988



Study of Perelman Quadrangle



Site plan