THE COLLEGIATE STRIP

AN URBAN RENEWAL OF MAIN STREET

JESSICA WADE

GRAPHIC ARGUMENT
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COLLEGE CAMPUSES

ARE ISOLATING THEMSELVES RESULTING IN...

GHOST CITIES
DIMINISH THE GAPS BETWEEN THE LOCAL COLLEGE AND UNIVERSITY CAMPUSES THAT HAS RESULTED IN ISOLATED ISLANDS OF COLLEGE STUDENTS THAT ARE SEGREGATED FROM THE REMAINDER OF THE CITY.

CREATE A SOCIAL ENVIRONMENT FOR STUDENTS THAT BRINGS THEM OUTSIDE OF THEIR INDIVIDUAL COLLEGE CAMPUS.

TO BRING LIFE BACK TO THE “MAIN STREET” AND TAKE ADVANTAGE OF EXISTING VACANT LOTS OR ABANDONED STRUCTURES THAT CAN PROMOTE ADAPTIVE REUSE AND BE UTILIZED FOR STUDENT NEEDS AND WANTS.
To encourage individual colleges and universities to come together to create the idea of a “mass community” or “mass campus” that can provide social connections between multiple campuses.

To create a unified identity across all of the campuses that ties into the city.

To recognize and take advantage of the fact that some cities have now become “college towns”, and in turn should design around the common user, which is the student.
BUFFALO, NEW YORK

GENERAL POPULATION: 292,648

STUDENT POPULATION: APPROXIMATELY (HIGHER EDUCATION) 105,000

COLLEGES AND UNIVERSITIES

UNIVERSITY AT BUFFALO
FULL TIME ENROLLMENT: 24,102

ERIE COMMUNITY COLLEGE
FULL TIME ENROLLMENT: 9,949

BUFFALO STATE COLLEGE
FULL TIME ENROLLMENT: 9,410
The city of Buffalo has developed predominantly into a collection of small “college towns”, as the student population continues to rise within the area. Main Street is the dominant link between multiple colleges and universities in the city, but it poses a large issue of isolation between campuses. These campuses are becoming islands within the city layout and segregating themselves from the remainder of the city, leaving areas along Main Street left to deteriorate and be forgotten. Main Street is the prime location for suggested urban renewal projects turning this area into a new collegiate strip for students.
THE EXPANSION

UNIVERSITY AT BUFFALO: THE UNIVERSITY AT BUFFALO’S CAMPUS MASTER PLAN IS THE PHYSICAL MANIFESTATION OF OUR UB 2020 STRATEGIC PLAN FOR UB’S EMERGENCE AS A PREMIER 21ST-CENTURY PUBLIC RESEARCH UNIVERSITY. THE PLAN WILL GUIDE DEVELOPMENT OF FACILITIES TO SUPPORT THE GROWTH OF RESEARCH IN OUR STRATEGIC STRENGTHS AND TO IMPROVE THE STUDENT EXPERIENCE IN CLASSROOMS, LABS, LIBRARIES, DINING HALLS, DORMITORIES AND RECREATIONAL FACILITIES.

BY 2020...

1. CONNECTING CAMPUSES TO EACH OTHER AND THE COMMUNITY: BY CREATING ONE UNIVERSITY ON THREE CAMPUSSES, UB WILL BECOME MORE INTEGRATED WITH OUR SURROUNDING NEIGHBORS AND REGION AS A WHOLE.

2. DESIGNING A MODEL FOR SUSTAINABLE DEVELOPMENT: TAKING THE OPPORTUNITY TO EMBRACE THE RESPONSIBILITY TO GROW IN WAYS THAT ARE CLEANER, MORE EFFICIENT AND MORE SUSTAINABLE.
“THE PLAN CALLS FOR A DAILY CAMPUS POPULATION OF 50,000 STUDENTS AND STAFF”

- THE SPECTRUM, OCTOBER 30, 2009

THE “NEW” PROPOSED PLAN:
NOT JUST EXPANDING FOR ONE UNIVERSITY’S NEEDS,
BUT CREATING A UNIVERSAL EXPANSION FOR STUDENTS
FROM MULTIPLE CAMPUSES IN THE CITY OF BUFFALO

CREATING ENVIRONMENTS OF EXCELLENCE:
BY CREATING GREAT SPACES FOR DISCOVERY, THIS PLAN WILL PROMOTE OUR GOALS IN RESEARCH, TEACHING, AND CAMPUS LIFE.

MAKING GREAT PUBLIC SPACES:
The plan aims to enhance the public realm on each of the campuses, spaces where people gather, mix, socialize and exchange ideas, both indoors and outdoors.
"LAST FALL, THE CITY OF BUFFALO, NY, SAID IT PLANNED TO TEAR DOWN A RECORD NUMBER OF VACANT BUILDINGS IN THE 2006 FISCAL YEAR, AROUND 1,000 DETERIORATED PROPERTIES, NEARLY THREE TIMES HIGHER THAN THE AVERAGE NUMBER OF ANNUAL DEMOLITIONS SINCE 2002"

- THE NEXT AMERICAN CITY, JULY 3, 2007

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THE PROPOSED SITE: "THE STRIP"
**PROPOSED PROGRAMS ON MAIN STREET STRIP**

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<td>SMALL GROCERY STORES</td>
<td>SPECIALIZED GALLERIES (ART, ARCHITECTURE, MUSICAL)</td>
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**IMPORTANCE DUE TO STUDENT AND EXPANSION NEEDS**

- LIVING
- ACADEMIC
- SOCIAL
- TRANSIT
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<th>SOCIAL</th>
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<td>OUTDOOR PAVILIONS</td>
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**FREQUENCY ON THE STRIP**
LIVING

WITH THE PROPOSED UB 2020 EXPANSION ALONE, AND WITH OTHER UNIVERSITIES EXPANDING EVERY SINGLE ACADEMIC YEAR, STUDENT HOUSING IS THE BIGGEST NECESSITY ON THE COLLEGIATE STRIP. IT WILL ALSO PROVIDE THE OPPORTUNITY FOR STUDENTS FROM DIFFERENT CAMPUSES TO SOCIALY INTEGRATE WITH FELLOW STUDENTS FROM OTHER SCHOOLS. THE DESIRE FOR THE HOUSING ADDITIONS WILL BE TO INCORPORATE ADAPTIVE REUSE PROJECTS FOR THE STUDENT HOUSING. THE IDEA IS TO RESTORE EXISTING DETERIORATING WAREHOUSE OR ABANDONED BUILDINGS TO CREATE AN URBAN RENEWAL SYSTEM WITHIN THE CITY OF BUFFALO.

ROOM CONFIGURATIONS

4 PERSON - SINGLE BEDROOMS- FULLY FURNISHED WITH KITCHEN,LIVING, DINING, AND TWO BATHROOMS.

NET: 35X35= 1225 SQ FT
GROSS:ROUGHLY 1370 SQ FT

BEDROOM: NET= 110 SQ FT

PRECEDENT: ALLING AND CORY STUDENT HOUSING FOR ECC

FOUR PERSON SUITE
THE OLD ABANDONED ALLING AND CORY WAREHOUSE BUILDING WAS REDEVELOPED AND LED BY PRINCIPAL INVESTOR AND ARCHITECT JAKE SCHNEIDER. THE PLAN CALLED FOR 88 ROOMS THAT COULD HOUSE 287 STUDENTS. THE HOUSING PROJECT IS ONE OF THE MANY ADAPTIVE REUSE PROJECTS IN BUFFALO THAT IS UTILIZING OLD STRUCTURES FOR CURRENT NEEDS.
THE COLLEGIATE STRIP ON MAIN STREET WOULD INCLUDE ACADEMIC AREAS FOR ALL SURROUNDING BUFFALO STUDENTS. THESE SPACES WOULD INCLUDE STUDY CENTERS, A LIBRARY AND RESOURCE CENTER, AND CREATIVE GALLERIES. THE IDEA IS THAT ALL OF THESE ACADEMIC SPACES ARE UTILIZED BY ALL BUFFALO COLLEGE STUDENTS SO THERE IS AN OPPORTUNITY TO SHARE AND STUDY EACH OTHER’S WORK, AND ALSO EXHIBIT CREATIVE DESIGNS AND PROJECTS. THESE ACADEMIC SPACES TIE ALL OF THE AREA UNIVERSITIES TOGETHER AND ALLOW STUDENTS TO LEARN FROM AN OUTSIDE PERSPECTIVE.
PRECEDENT: UNIVERSITY AT BUFFALO ART GALLERY

THE UNIVERSITY AT BUFFALO PROVIDES A STUDENT ART GALLERY WITHIN IT’S CENTER FOR THE ARTS BUILDING ON NORTH CAMPUS. THE GOAL OF THE COLLEGIATE STRIP PROJECT IS TO BRING THESE TYPES OF GALLERIES TO MAIN STREET AND DISPLAY COLLEGE STUDENTS CREATIVITY FROM MULTIPLE BUFFALO UNIVERSITIES.
BUFFALO’S SOCIAL SCENE IS PRIMARILY LOCATED DOWNTOWN ON CHIPPEWA STREET WHERE MOST OF THE BARS AND CLUBS ATTRACT COLLEGE STUDENTS. THE IDEA IS TO CHANGE THIS OUTLOOK OF ONE PRIMARY SOCIAL LOCATION FOR THIS GROUP OF PEOPLE, AND OFFER A NEW PLACE TO GATHER AND SOCIALIZE ON MAIN STREET. WITH ALL OF THE VACANCY ON MAIN STREET, BRINGING SOCIAL ASPECTS TO THIS STRIP WILL HELP RENEW THE AREA, AND ALSO PROVIDE A CLOSER SOCIAL “GETAWAY” FOR STUDENTS.
PRECEDENT: RIT PARK POINT

THE ROCHESTER INSTITUTE OF TECHNOLOGY’S PARK POINT SUPPLIES STUDENTS WITH HOUSING, BUT ALSO AN ABUNDANT SELECTION OF SOCIAL SPACES INCLUDING BARS, A BOOKSTORE, CAFES, AND AN OUTDOOR PERFORMANCE SPACE.

RETAIL, FOOD, AND ENTERTAINMENT

- ABBOTT’S FROZEN CUSTARD
- BARNES & NOBLE
- LOVIN’ CUP BISTRO AND BREWS
- PARADISO PIZZA
- TC RILEY’S
- WOK WITH YOU
- KING DAVID’S RESTAURANT

TO MAIN STREET?
THE BUFFALO SUBWAY RUNS ALONG MAIN STREET AND STARTS AT THE UNIVERSITY AT BUFFALO CAMPUS PROVIDING A GREAT OPPORTUNITY TO INCLUDE THIS FORM OF TRANSPORTATION WITHIN THE COLLEGIATE STRIP DEVELOPMENT. IT STARTS AT THE ACADEMIC FRONT AND ALSO PASSES BY OR THROUGH THE REST OF THE UNIVERSITIES AROUND THE SITE AND ALSO PROVIDES A GREAT CONNECTION TO THE DOWNTOWN SCENE AND THE MUSIC AND ART DISTRICT OF BUFFALO. IT CAN ALLOW FOR STUDENTS TO REACH EACH PART OF THE PROPOSED PROGRAMS ALONG THIS EXISTING TRANSPORTATION EXCHANGE. ALSO ADDING BICYCLE EXPANSIONS OFF OF THE SUBWAY STATIONS OR SEPARATE ADDITIONS WILL EXPAND STUDENT TRANSPORTATION.
THE BIKE HUB AT PORTLAND STATE UNIVERSITY OFFERS STUDENTS, FACULTY, AND STAFF EXPERT BIKE ADVICE, CLINICS, AND HANDS-ON-REPAIR INSTRUCTION IN HOPES OF INCREASING THE NUMBER OF PEOPLE BIKING TO CAMPUS.

-PORTLAND BUREAU OF TRANSPORTATION, MARCH 9, 2010
ITERATIONS

OPTION 1: ERASURE
The most extreme case would be to completely erase the portion of Main Street between the University at Buffalo South Campus through Canisius College. The idea is that all of the deterioration between the college campuses will be completely eliminated and redeveloped to contain all of the proposed program.

OPTION 2: CONNECTION
The next option is to keep existing buildings and lots that are actually working well within Main Street and eliminate the ones that are not functioning well. Currently the campuses act as isolated islands, so the other proposed programs would be infill projects in addition to the well functioning existing Buffalo buildings.

OPTION 3: LINEARITY
The last option is the idea of creating one linear “mega campus” that will house all of the existing campus requirements and facilities along with the desired student additions.

OUTLINE FOR FURTHER DEVELOPMENT

1. Re-visit the site to determine exact Main Street outline.
2. Determine which lots or structures will be reused or eliminated.
3. Draft the existing conditions of the site and determine what lots are successful or not.

4. Determine which proposed programs no longer fit within the collegiate strip due to existing context or failed addition.
EXISTING: BEGINNING OF STRIP

--------- ACADEMIC
........ LIVING
---------- FOOD/RETAIL
---------- SOCIAL/RELIGION/GOVERNMENT
--------- OPEN LOT

SUCCESES

1. SUPERMARKET/RETAIL/FOOD
2. AMY’S PLACE
3. TALKING LEAVES
ALTERATIONS

WILL REMAIN
LIVING
FOOD/RETAIL
SOCIAL SPACE
TRANSIT

FAILURES

4. LAUNDRY/MAURICE TAILORS
5. SALON/COMIC STORE
6. BROADWAY JOE’S/VACANT
EXISTING: MIDDLE OF STRIP

--------- ACADEMIC
••••• LIVING
•••••• FOOD/RETAIL
••••••• SOCIAL/RELIGION/GOVERNMENT
--------- OPEN LOT

TYPICAL CONDITIONS: FAILURE
ALTERATIONS

- WILL REMAIN
- LIVING
- FOOD/RETAIL
- SOCIAL SPACE
- TRANSIT
ALTERATIONS

WILL REMAIN
LIVING
FOOD/RETAIL
SOCIAL SPACE
TRANSIT

FAILURE TURNED INTO SUCCESS? : TRI-MAIN
TAKING THE ADJACENT SITE THAT COULD CONNECT WITH THE EXISTING RENOVATED TRI-MAIN CENTER WOULD CREATE AN EXPANSION OF THE ARTS. THE NEW SITE WOULD SPECIFICALLY ACT AS A NEW ARTS NODE ALONG THE LARGER COLLEGIATE STRIP.
THE PORTION OF THE BUILDING ALONG MAIN STREET IS DESIGNATED AS A PERFORMANCE SPACE ON THE PUBLIC LEVEL, MOVEMENT ON THE PUBLIC LEVEL ALONG JEWETT AVENUE, DISPLAY AREA THROUGH THE DIAGONAL OF THE SITE, AND OVER THE EXISTING RAILWAY THERE WOULD BE AN INFRASTRUCTURAL ADDITION ACTING AS A "SOCIAL ALLEY".
SOCIAL ALLEY: DEFINITION

1. A passage, as through a continuous row of houses, permitting access from the street to backyards, garages, etc.

2. A narrow back street.

3. A walk, as in a garden, enclosed with hedges or shrubbery.
THE BUILDING WOULD HAVE TWO SEPARATE ENTRANCES DUE TO IT’S LOCATION. THE MAIN STREET ENTRANCE WOULD BE COMPLETELY CLOSED OFF EXCEPT FOR A GATE WHERE THE STUDENTS WOULD ENTER, AND THE JEWETT AVENUE ENTRANCE IS SEMI-PUBLIC AND COULD BE OPEN TO THE SURROUNDING COMMUNITY WHEN EVENTS ARE HELD.
THE FACADE DOES NOT SOLELY ACT AS THE SKIN FOR THE ARTS BUILDING BUT IS AN EXTENSION THAT ALSO ACTS AS A THRESHOLD OR GATE ALONG THE STREET FRONTS.
THE MAIN STREET VIEW OF THE SKIN WHERE IT IS COMPLETELY CLOSED OFF TO THE PUBLIC, AND A GATED ENTRANCE WOULD BE AVAILABLE FOR STUDENTS.
THE JEWETT AVENUE ENTRANCE IS SEMI-PUBLIC AND COULD OPEN UP TO THE COMMUNITY FOR ICE SKATING OR LATE NIGHT FILMS WITHIN THE SOCIAL ALLEY.
THE PROGRAM WAS THEN DISTRIBUTED BASED ON THE FORMAL DECISION TO YIELD TOWARDS
THE EXISTING TRI-MAIN CENTER AND SUPPLY OUTDOOR PATIO SPACES CONNECTED TO THE
LIVING UNITS THAT FACED THE SOCIAL ALLEY. OUTDOOR ACTIVITIES SUCH AS ART SHOWS,
SCULPTURE GARDENS, AN ICE SKATING RINK, AND OUTDOOR MOVIE THEATER ARE ALSO PRESENT
WITHIN THE SOCIAL ALLEY. THIS AREA WOULD SPECIFICALLY BE FOR STUDENTS BUT COULD BE
OPENED UP TO THE PUBLIC FOR CERTAIN OCCASIONS. THE SOCIAL ALLEY ALSO RELATES TO THE
CURRENT ACTIVITIES THAT ARE GOING ON AT THE TRI-MAIN CENTER. PUBLIC ART SHOWS COULD
NOW TAKE PLACE INSIDE OF THE TRI-MAIN CENTER AND IN THE NEW SOCIAL
ALLEY. THIS SPACE LOOKS TO MEDIATE THE IDEA OF PUBLIC VERSUS PRIVATE SPACE.
PUBLIC SPACE

- AUDITORIUM
- RECORDING STUDIOS
- GYM
- GALLERY
- LOCKER ROOMS
- CASUAL EATING AREA
- OUTDOOR SOCIAL ALLEY
LIVING UNITS
LIVING UNITS
LIVING UNITS
NIGHT VIEW OF THE SOCIAL ALLEY
INTERIOR VIEW OF THE GALLERY
PROCESS: THE SKIN

PROCESS SKETCHES SHOWING MULTIPLE VERSIONS OF THE SKIN WHICH WOULD BE COMPLETELY SELECTED WAS A MIXTURE OF “STRIPPING” AWAY AT THE BRICKS, BUT WOULD STILL BE
MASONRY CONSTRUCTION TO FIT INTO THE CONTEXT OF BUFFALO. THE VERSION THAT WAS POSSIBLE TO CONSTRUCT.
The skin would by a separate construction, so as the skin changed vertically, the corresponding interior columns and steel frame would also be pushed out further to match the exterior form.
GROWTH OF SKIN IN SECTION
MAIN STREET VIEW LOOKING SOUTH
POROUS PORTION OF SKIN ON GROUND LEVEL
THE SOCIAL ALLEY
SITE MODEL PHOTOGRAPHS
BIBLIOGRAPHY

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“HIGH HOPES: A LOOK INTO REDEFINING UB”, THE SPECTRUM, OCTOBER 30, 2009
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“REPORTS FROM THE EDGE: THE VACANT BUILDING SYNDROME”, NEXT AMERICAN CITY,
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