



COMMUNITY THROUGH COLLABORATION

STANFORD TOWN CENTER

DEVELOPING A VISION FOR A CAMPUS HEART

David Lenox

Stanford University Architect/Director of
Campus Planning

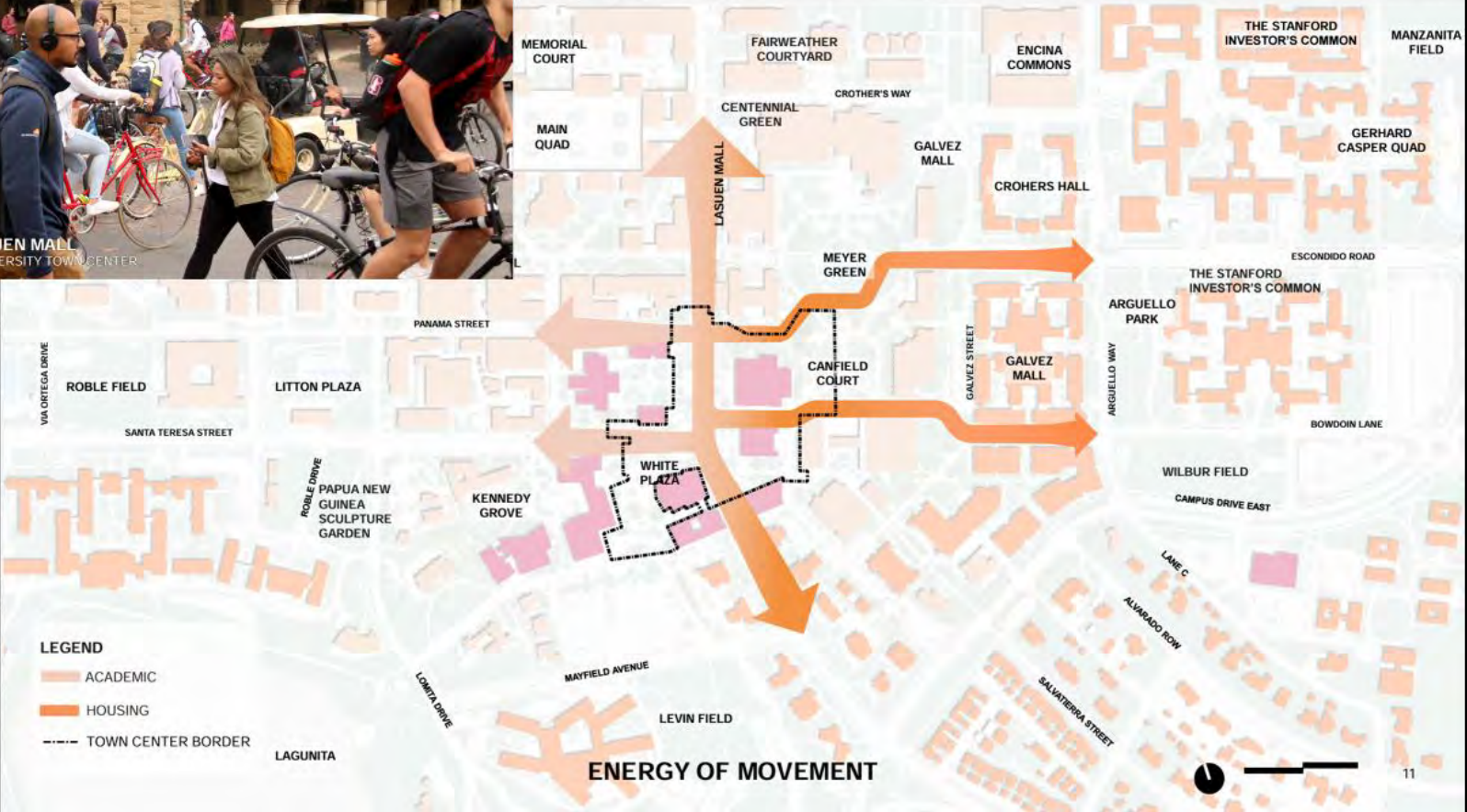
Agenda



- **Setting Program Principles**
- **Engagement, Collaboration & Guidance**
- **Town Center Phase 1- The Commons**
- **Lessons Learned**



Create a vibrant
CAMPUS HEART at the
Crossroads



AIA Learning Objectives

Learning Objective 1: Participants will discover processes to engage a campus community of students, faculty, staff, alumni and local communities through collaboration and communication

Learning Objective 2: Participants will examine how the development of early guiding principles can drive project decisions including program and design solutions

Learning Objective 3: Participants will evaluate how to navigate leadership and consultant changes throughout the life of a project process

Learning Objective 4: Participants will learn the value of repurposing existing buildings and landscape to support the needs of today and the future.

Setting Program Principles

Project External Experts

LMN Architects, Seattle

Stanford Computer Data Science



Vancouver Convention Center



Other consultants

Project
for Public
Spaces

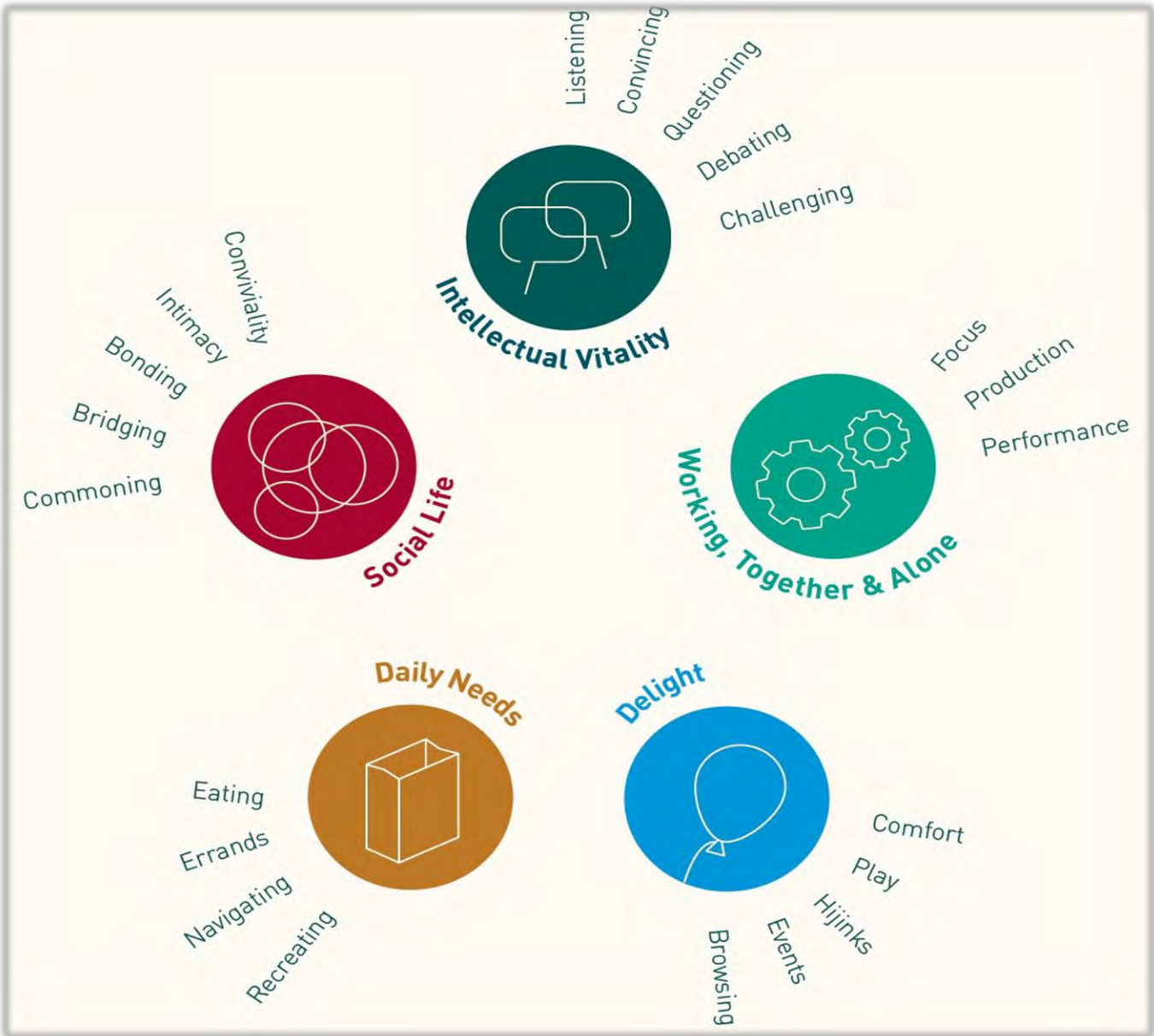
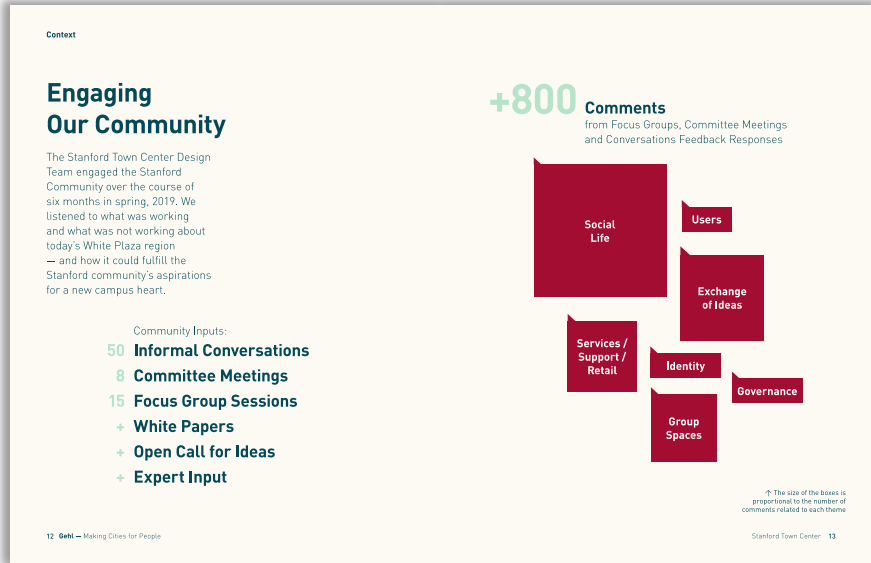
Gehl

Urban Strategy and Design

fieldoperations

Landscape Architecture

Program Framework



Program Framework

Program



1 Intellectual Vitality

Listening

Convincing

Questioning

Debating

Challenging



Provost Persis Drell at the University Welcome



Talking - Stanford



Ice Watch, Olafur Eliasson - Paris



Speaker corner-subjects



Protest in Civic Center - San Francisco

Program Framework

Program



2 Social Life

Conviviality

Intimacy

Bonding

Bridging

Commoning



Public Space - Santiago de Chile



Movies at Bryant Park - NYC



Monash University, Australia



Stanford



Roller "Skate" Place in Golden Gate Park, SF

Program Framework

Program



3 Working Together & Alone

Focus

Production

Performance



RMIT New Academic Street



Chemical Engineering Lab
Kathleen University



Ong & Ong Plaza, Berkeley



Monash University, Australia

Program Framework

Program



4 Daily Needs

Eating

Errands

Navigating

Recreating



Duke University Dining, West Campus Union



Stanford Sushi Pop-Up



Florence Street Community Diner, Melbourne



Amazon Locker



One Minute Clinic

Program Framework

Program



5 Delight

[Comfort](#)

[Play](#)

[Hijinks](#)

[Events](#)

[Browsing](#)



Sheep Meadow, Central Park - NYC



Night Market - Cleveland



Book store



Crown Fountain - Chicago



MIT's Great Dome - Cambridge

Vision for the Community

Who is the Stanford Town Center for?

The Stanford Town Center is primarily for members of the Stanford community who spend most of their Stanford experience on campus.



**Students +
Postdocs**



**Faculty +
Academic Staff**



Staff

It's also for members of the Stanford community who visit the campus more rarely for ceremonial, celebratory, or special events.



**Global Network
+ Alumni**



**Parents +
Relatives**



**Offsite Stanford
Community +
Neighbors**

Project Vision and Guiding Principles

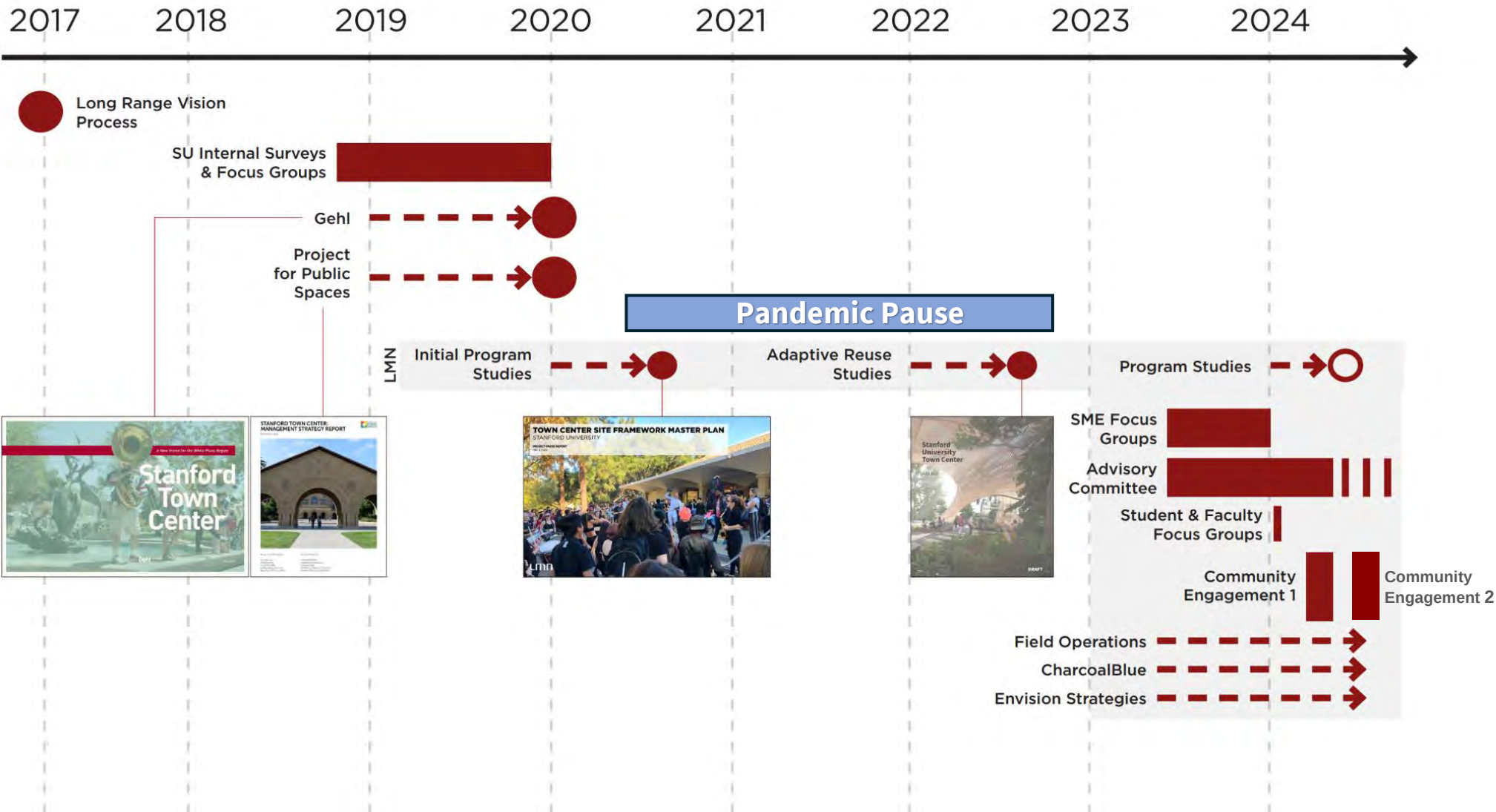
Town Center is the “heartbeat of the campus” – a focal point for all members of community to:

- Promote intellectual vitality and social engagement
- Build community through connection
- Celebrate the Stanford of yesterday and today
- Adapt to Stanford’s changing needs over time
- Prioritize environmental, social, and economic sustainability



Engagement, Collaboration, and Guidance

Continuum of Community Engagement & Collaboration



Planning Oversight: Faculty, Staff, & Student Guidance

	Executive Committee	Core Program Team	Project Team	Advisory Committee	SMEs + Staff
Role	Strategic University Decisions	Strategy and Program Oversight	Planning and Design Group	Project Stewards Stakeholder Input Advise/Recommend	Advise on specific programs
Members	President Provost Martin Shell Robert C. Reidy Elizabeth Zacharias Megan Pierson Sako Fisher	Megan Pierson Rebecca Smith Vogel Kathleen Kavanaugh Cary Littlefield Marita de Guzman	Will Howekamp Dave P. Lenox Sapna Marfatia Laura Goldstein Kathleen Kavanaugh Cary Littlefield LMN Architects	Luz Barragan VP/CFO, BA Deborah Cullinan, VPA Dan Edelstein, H&S Jordan Gray, OCE Phyllis Stewart Pires, UHR Samuel Santos, VP SA Tyler Simone Newman, Undergraduate Student Jeanette Smith-Laws, VP SA Rebecca Smith Vogel, OOD Olivia Sun Undergrad Student Matthew K. Williams, SAA Megan Pierson (Executive Sponsor) Kathleen Kavanaugh (Co-chair) Cary Littlefield (Co-chair) Marita de Guzman (Staff)	Alumni Association Facilities Community Centers Graduate School of Business Dean's Office Facilities and Hospitality Land and Building Operations Office of Community Engagement Office of the Vice Provost for Student Affairs Recreation and Wellness Residential Education Stanford Arts Vice Provost Student Affairs
Meets	As required	Bi-weekly	Bi-weekly	~Monthly	As needed

2024 Engagement

COMMUNITY ENGAGEMENT | FEB EVENT

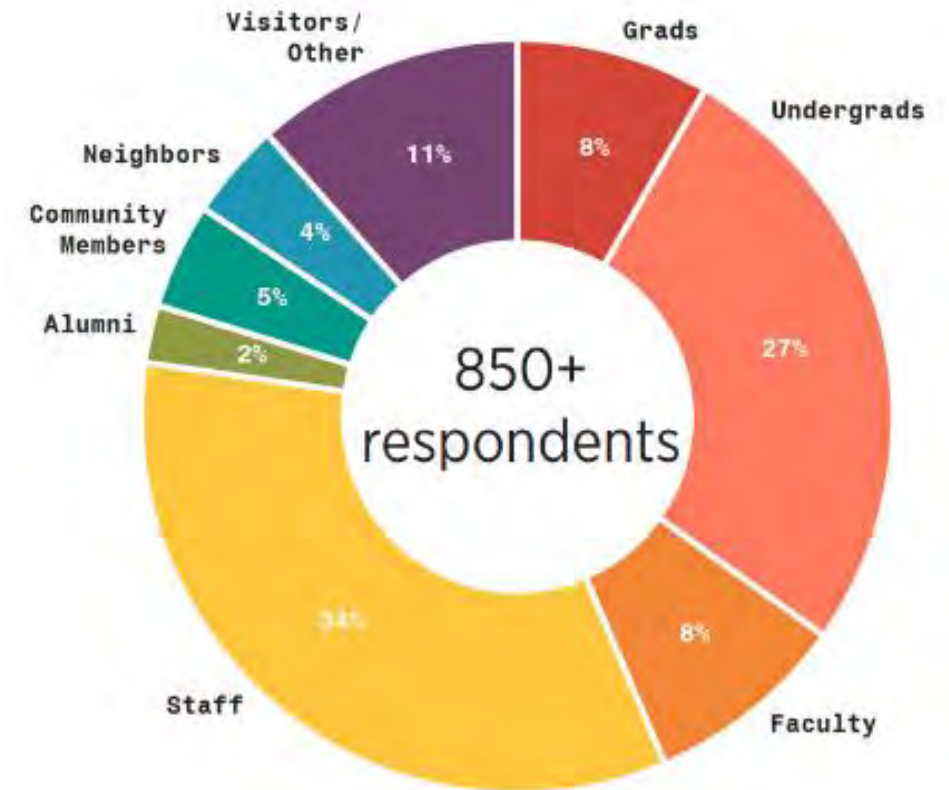


Consistent Themes Emerged Over Time

Robust community engagement since 2019

Themes remained the same throughout the years:

- **Socializing**
- **Delight**
- **Intellectual Vitality**
- **Daily Needs**



2024 community inputs, by group

Community Patterns

Students

- Busy through early afternoon
- 37% take 18+ credits/quarter (54 hr/wk)
- Motivated by student-led events

Faculty

- No beloved central location
- Advanced planning needed for collaboration
- Want alternative place for meet-ups with colleagues, students, staff, and visitors

Alumni

- Re-experience memories/exposure to current SU culture

Staff

- Pride in mission and want to help create impact
- Exempt staff primarily engage with "extra-curricular" activities at lunch (Farmer's Market) or mid-late afternoon programs
- Highest rates of hybrid staff on-site is Tues-Thurs

Neighbors

- Desire services and amenities days/nights/weekends

Programs & Engagement/Pilots

PILOTS to test Assumptions:



Pop-up Pavilion
Ongoing



Paint Your Values
2022



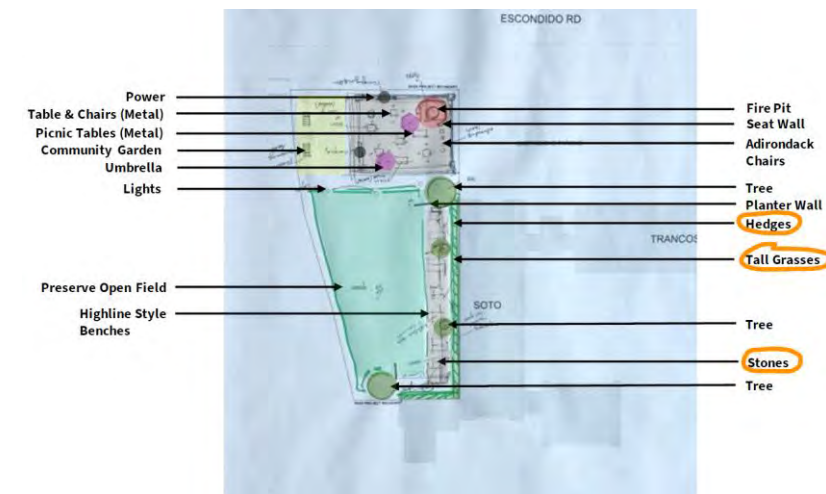
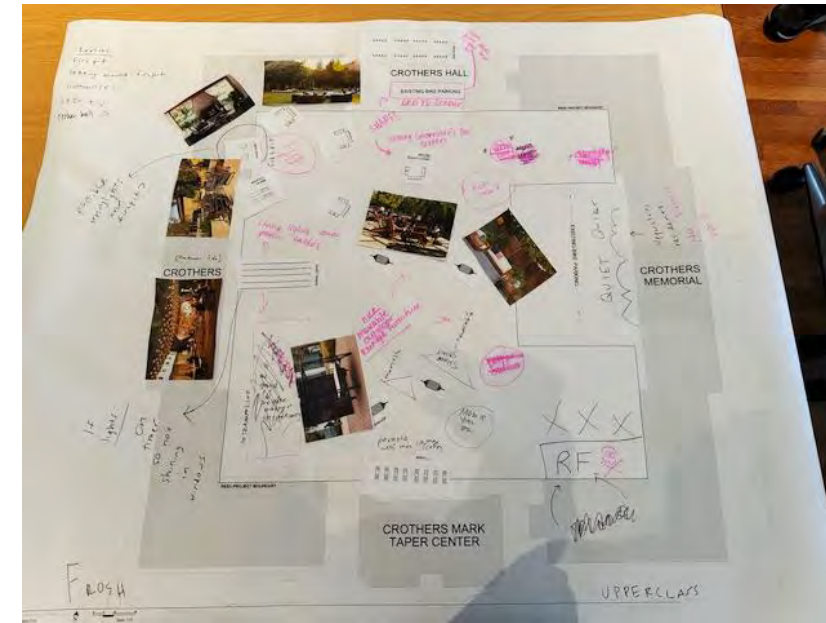
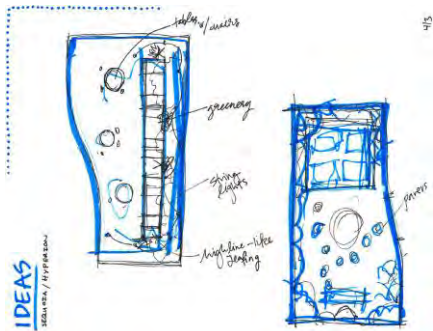
COLLEGE Linger & Mingle
2023



Portal & Piazza
Fall 2024

Programs & Engagement/Pilots

PLACEMAKING WORKSHOPS at Undergraduate Residences



Programs & Engagement/Pilots



VALUES

Grassroots: We are scrappy, resourceful, and a platform for our communities' ideas.

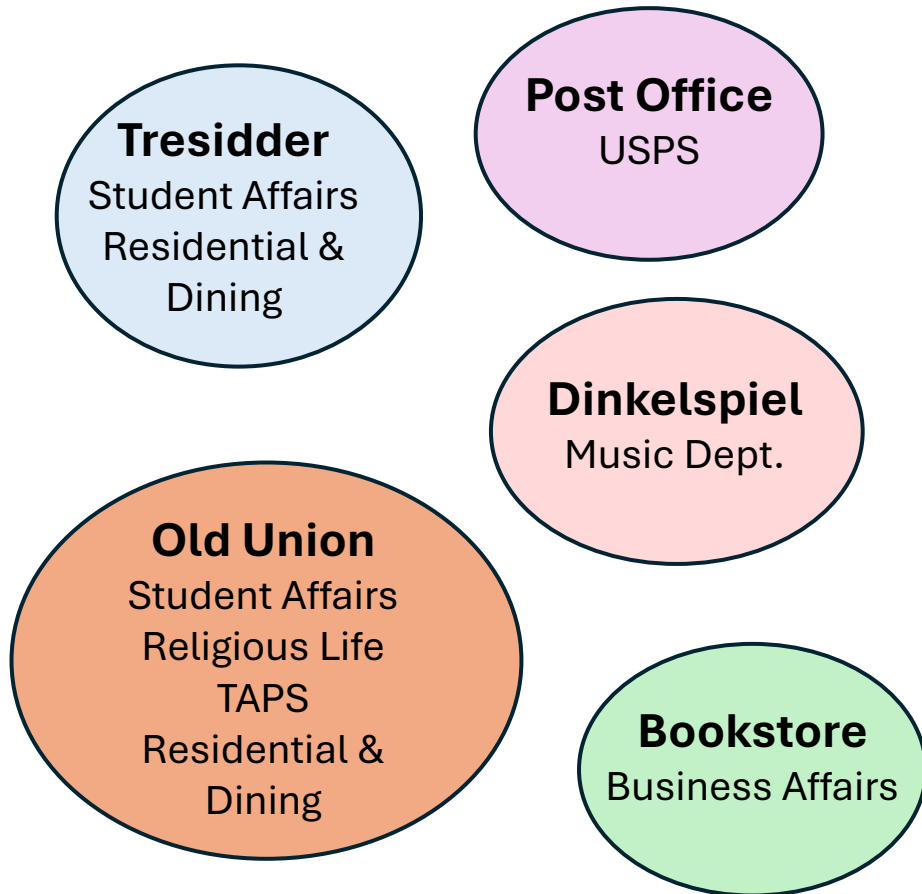
Warm: We are a haven that nurtures new friendships and ideas. Cozy vibes!

Quality: We care deeply about how our team operates in all aspects of operation and service. We hold ourselves to high standards and are intentional about how our community manifests.

Spontaneous: We invite the weird and the wonderful. From pop-ups to panels — we are here to bring creative ideas to life.

Current State

Seven units govern areas
the existing Campus Center



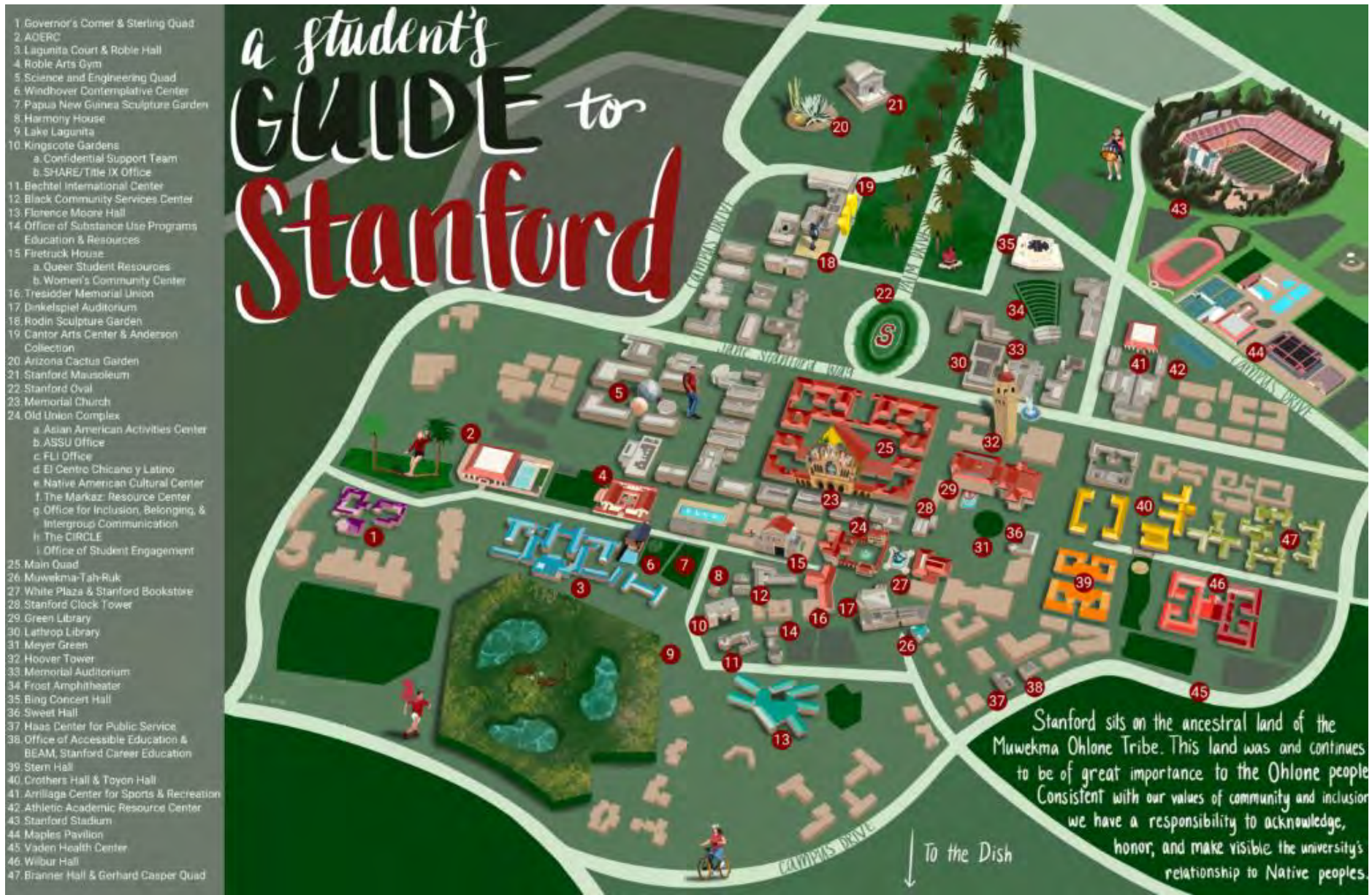
Future Model

Effective management of a Town Center
that serves the entire campus community
requires control of the site by a single unit



Town Center Project Phase 1 – The Commons

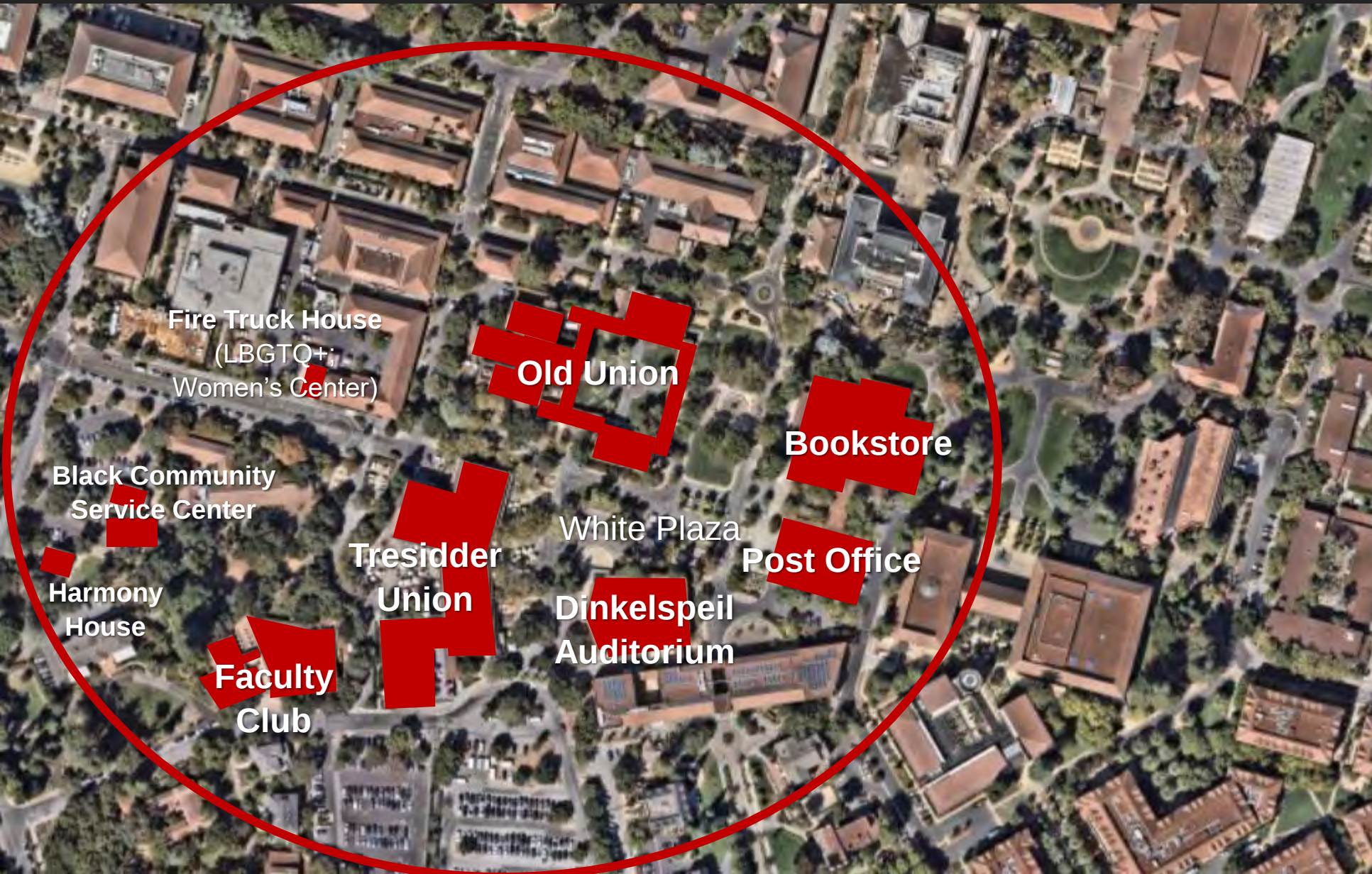
New Student Orientation Scavenger Hunt ... Brenden Koo



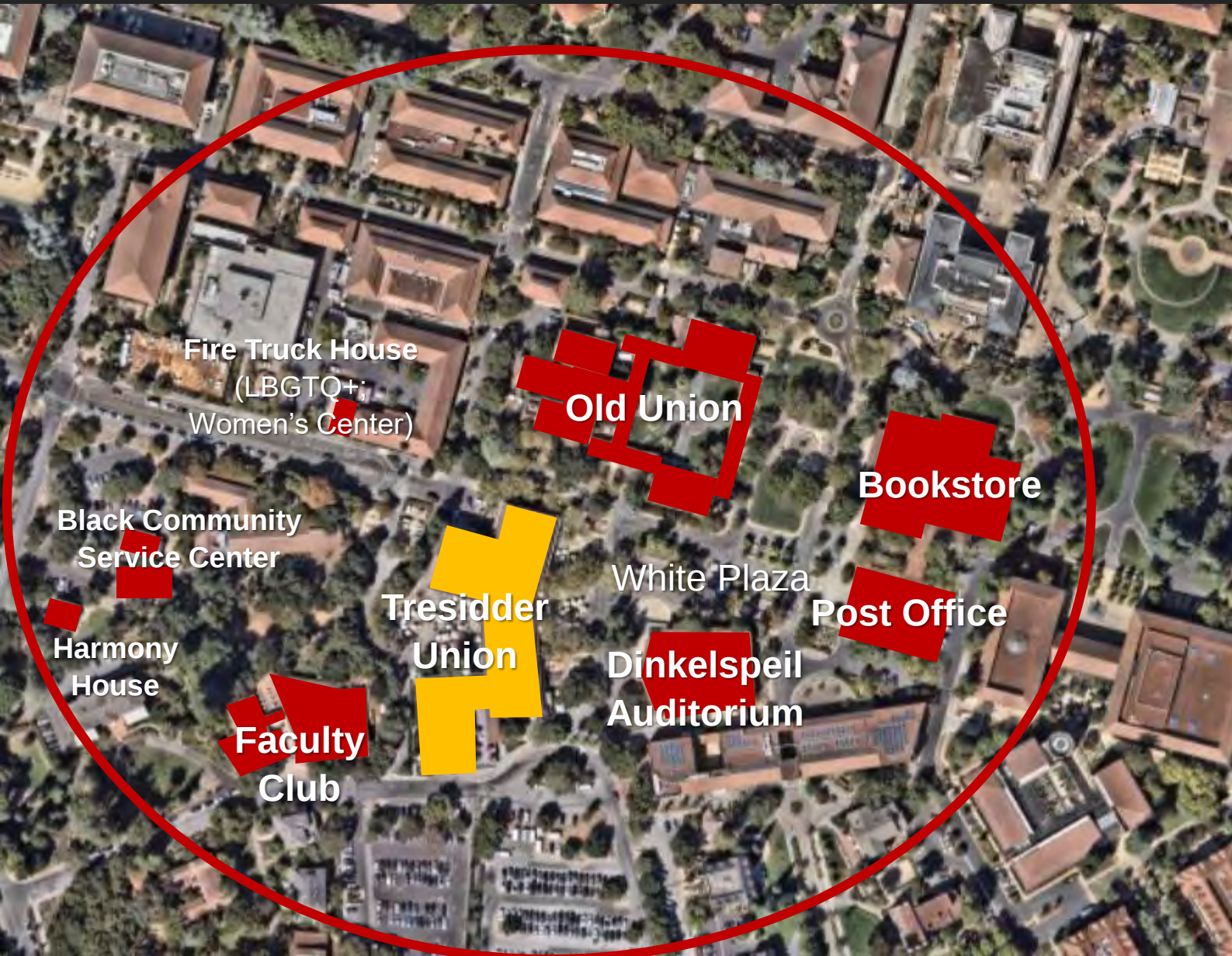
Campus Community HUBS



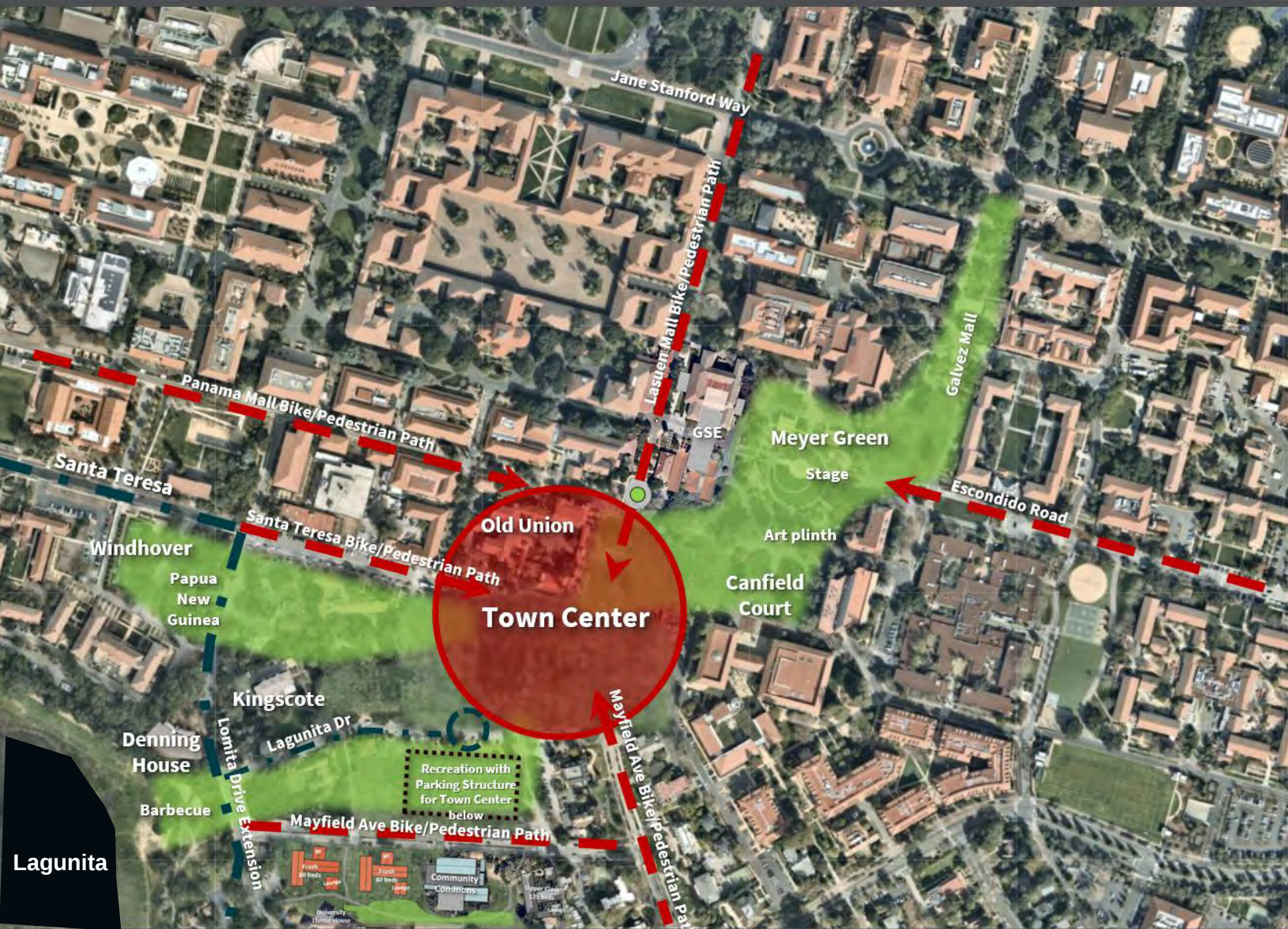
Existing Campus Center



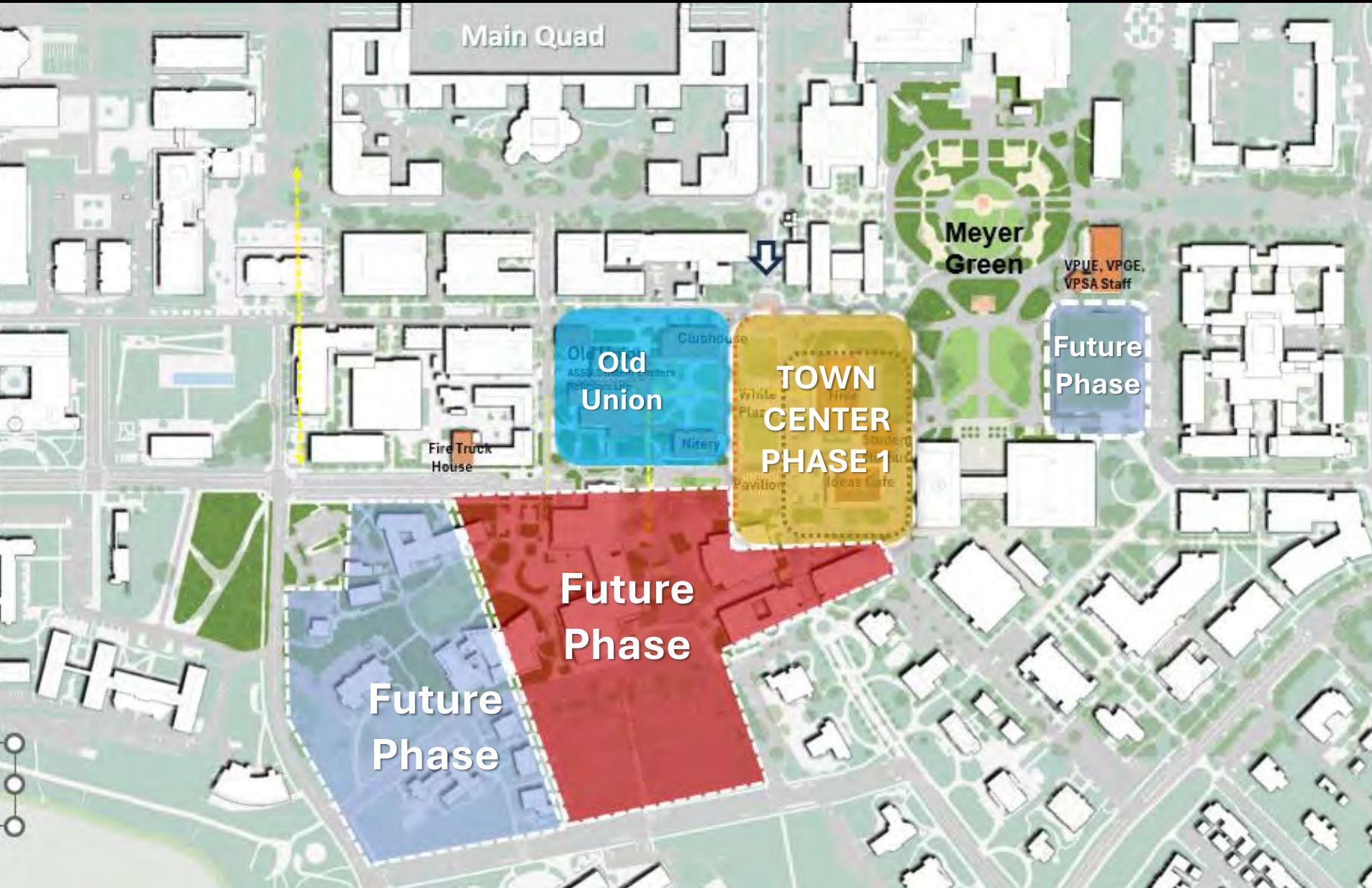
Existing Campus Center – Demolish Tresidder Union??



Regional Campus Context



Long Range Planning Considerations



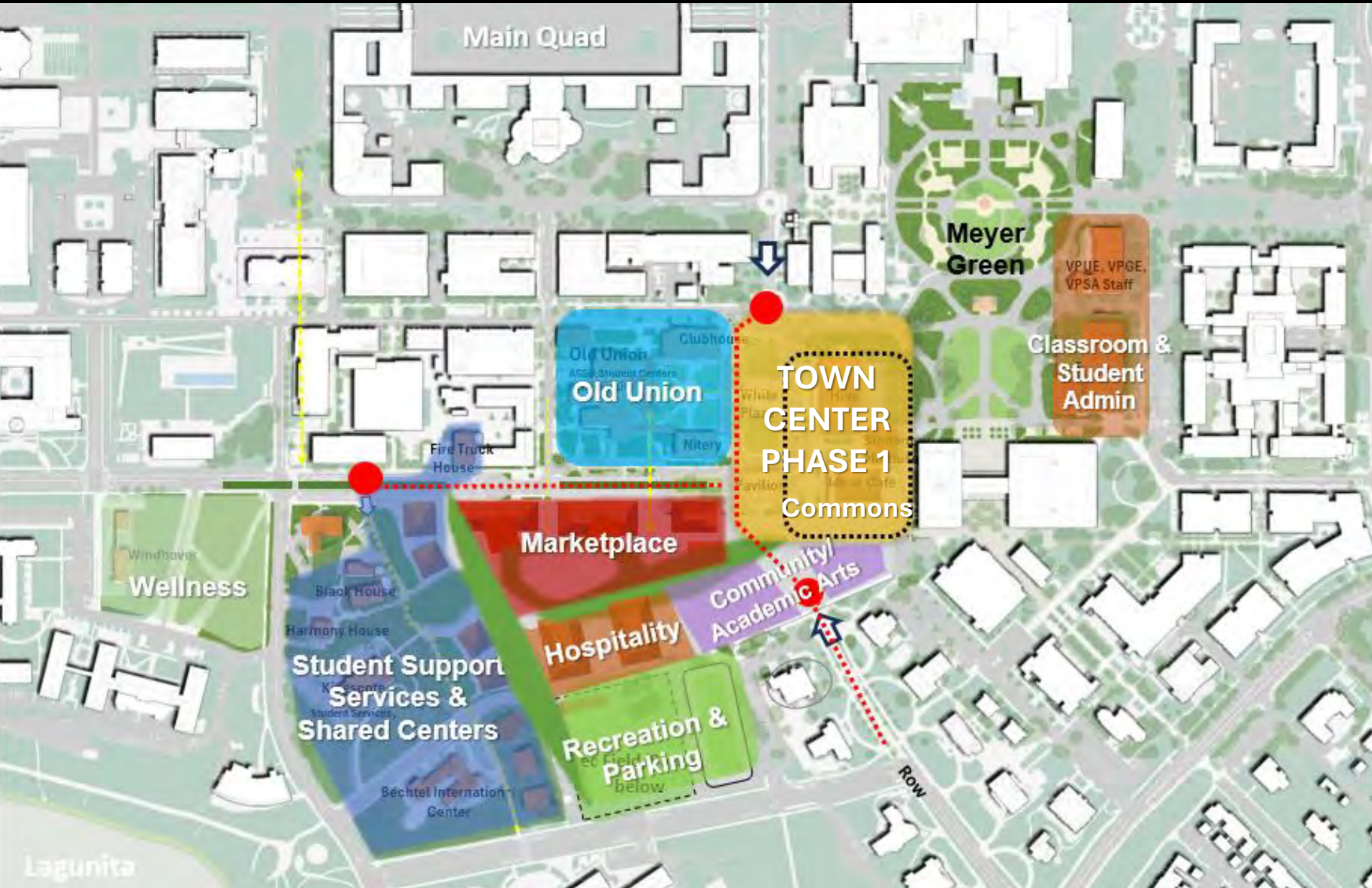
Long Range Plan Considerations

- Logistics
- Community Engagement
- Funding
- Program Displacements/Linkages
- GUP
- Time
- Governance

Potential Program Displacement/Surge

- Humanities Center
- Faculty Club
- Tresidder Services (Packaging Center, Post, Food, Bikes, VPSA, etc.)
- Parking
- Music Department/'Dink'

Long Range Program Scenario



PHASE I

Commons

- Hive – Campus Great Room
- Ideas Café – Books, Coffee
- Student Multiuse
- Garden Deck/Patio/Porch

Connective Elements
Pavilion

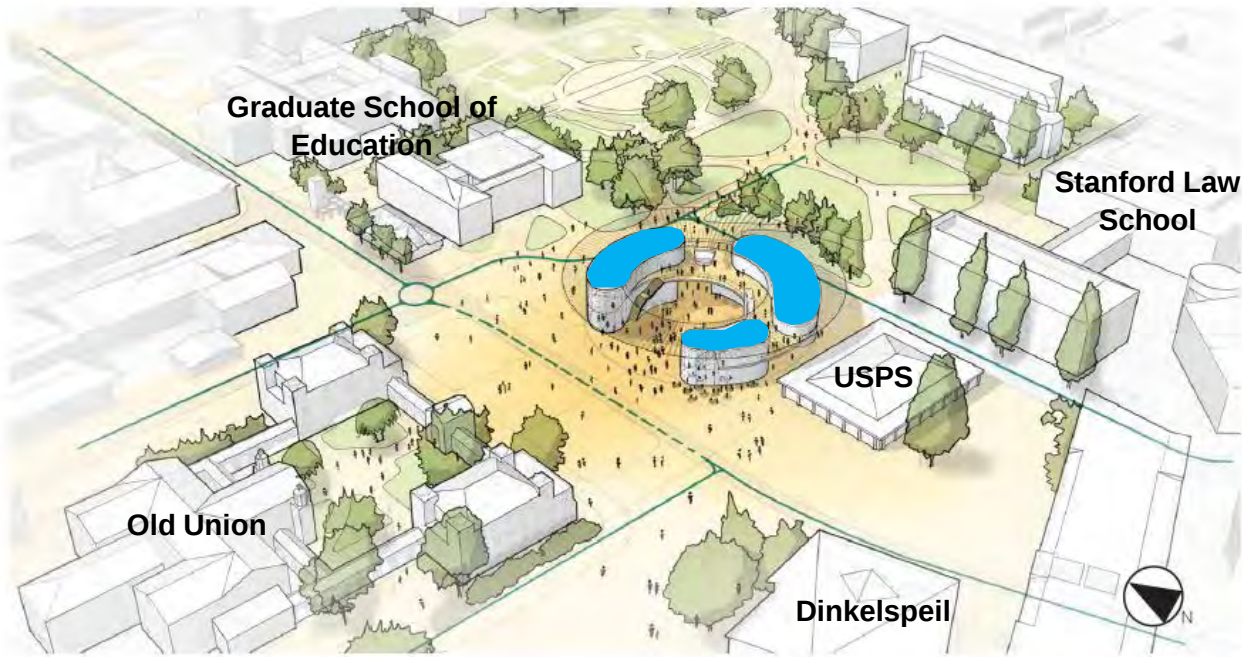
Enabling Projects

- Event Plaza
- Bike Rerouting

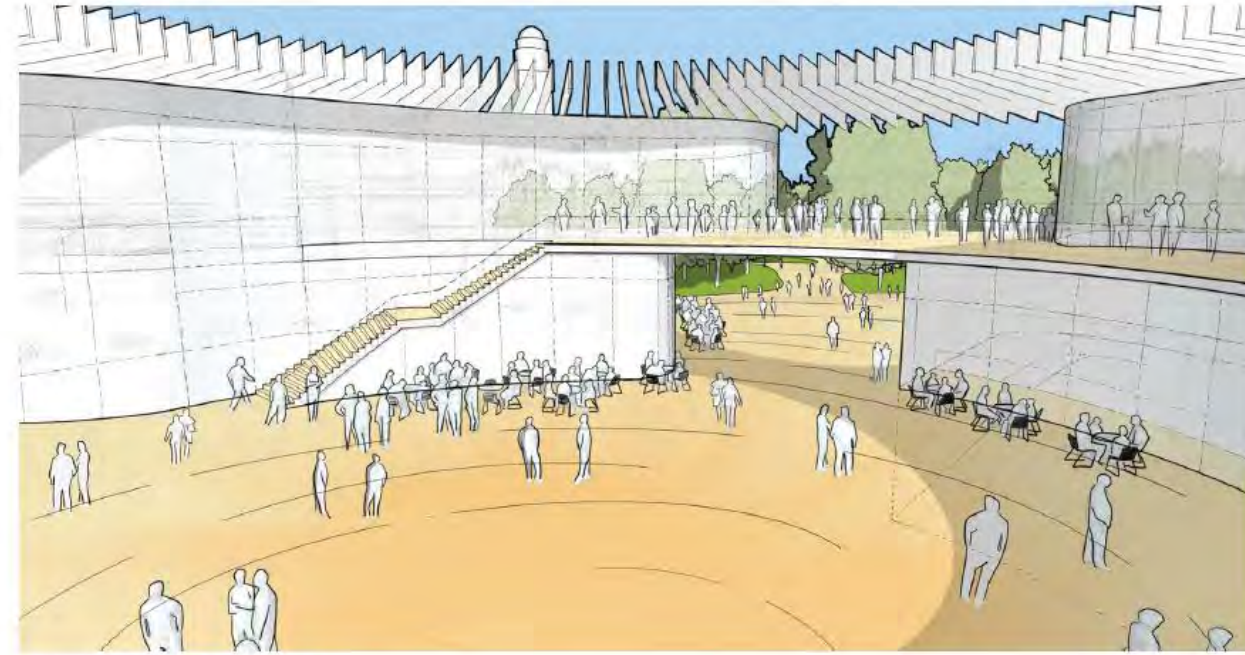
FUTURE PHASES

Community / Academic Arts
Tresidder / Marketplace
Student Support Services &
Shared Centers
New Classroom Building
Hospitality/Faculty Club
Old Union
Wellness

Early Exploration – New Building



AERIAL VIEW FROM THE SOUTH WEST



COURTYARD VIEW FACING NORTH

Concept Evaluation

- Concept **did not resonate with the focus groups and community town hall participants.....**
 - Imposing, not inviting for all students, seemed too academic
 - Lacked authenticity and connection to memory/tradition
 - Did not support sustainable principles
 - Did not focus on informal and welcoming spaces that optimize the indoor and outdoor lifestyle available in California

Project Characteristics to Inspire Placemaking:



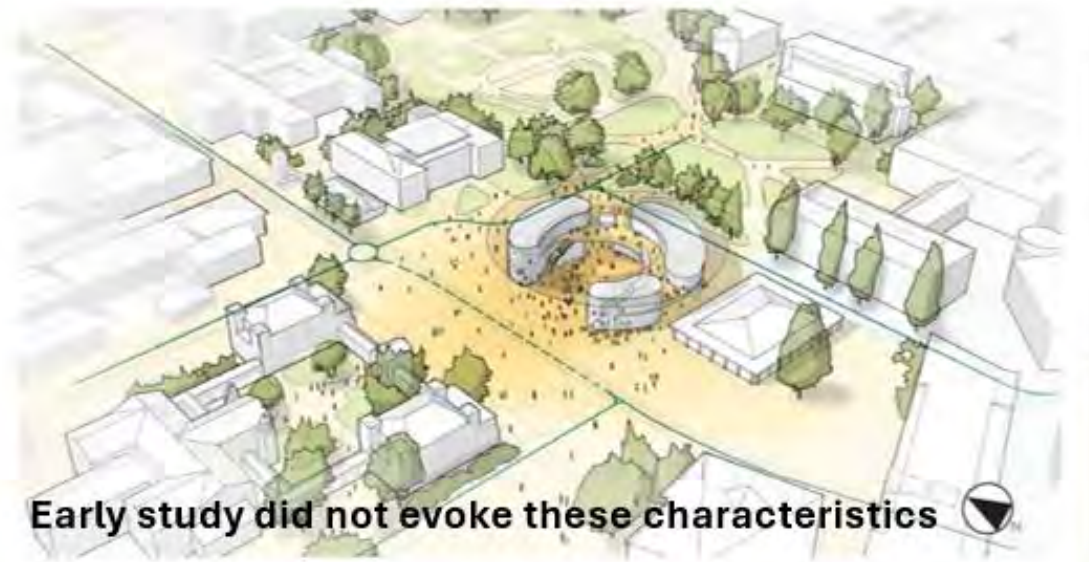
Informal welcoming spaces that promote an exchange of ideas



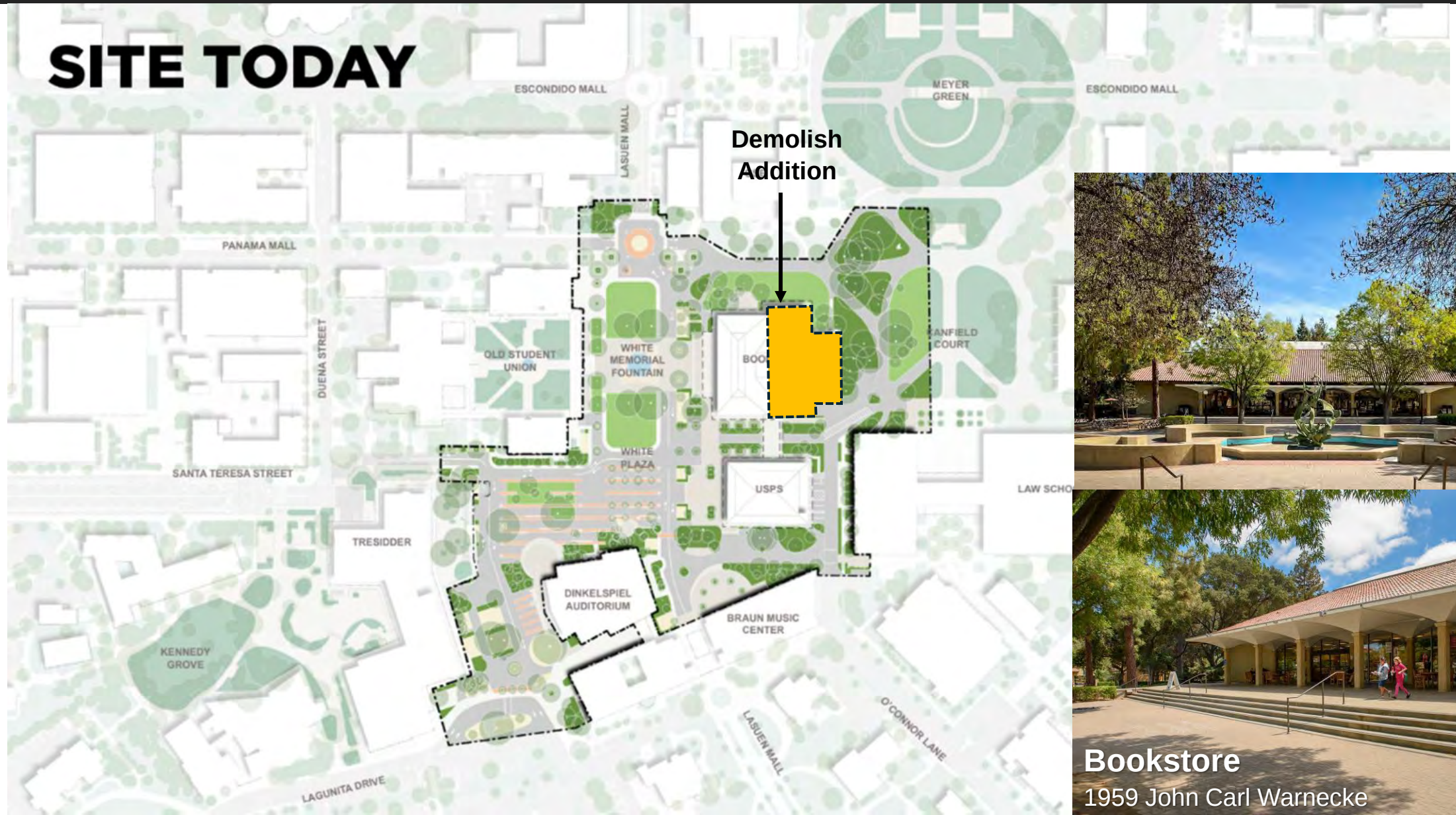
Optimization of California's indoor and outdoor lifestyle



Building a vibrant community:
academic,
residential, campus-wide

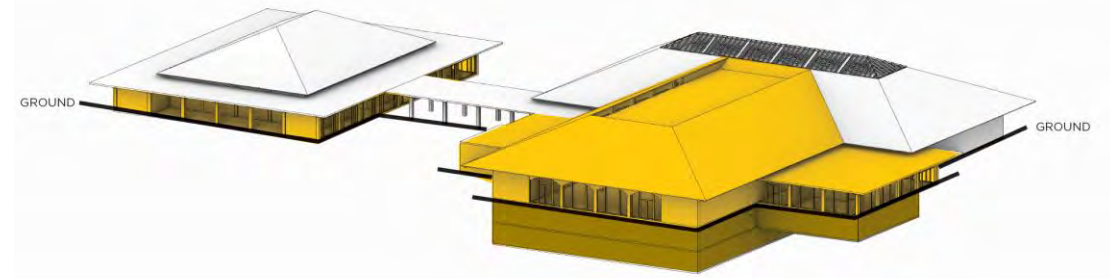


Bookstore/Post Office Transformation

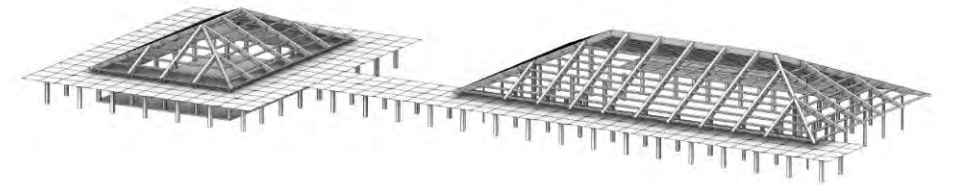
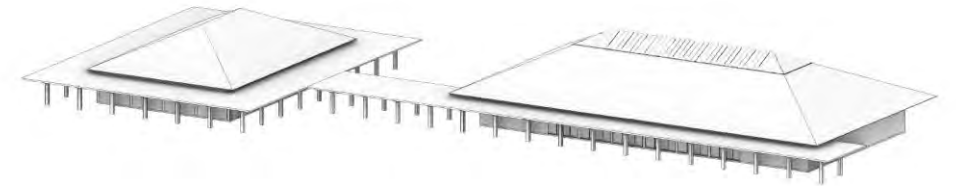


Bookstore
1959 John Carl Warnecke

Bookstore/Post Office Transformation



Remove 1978 Addition

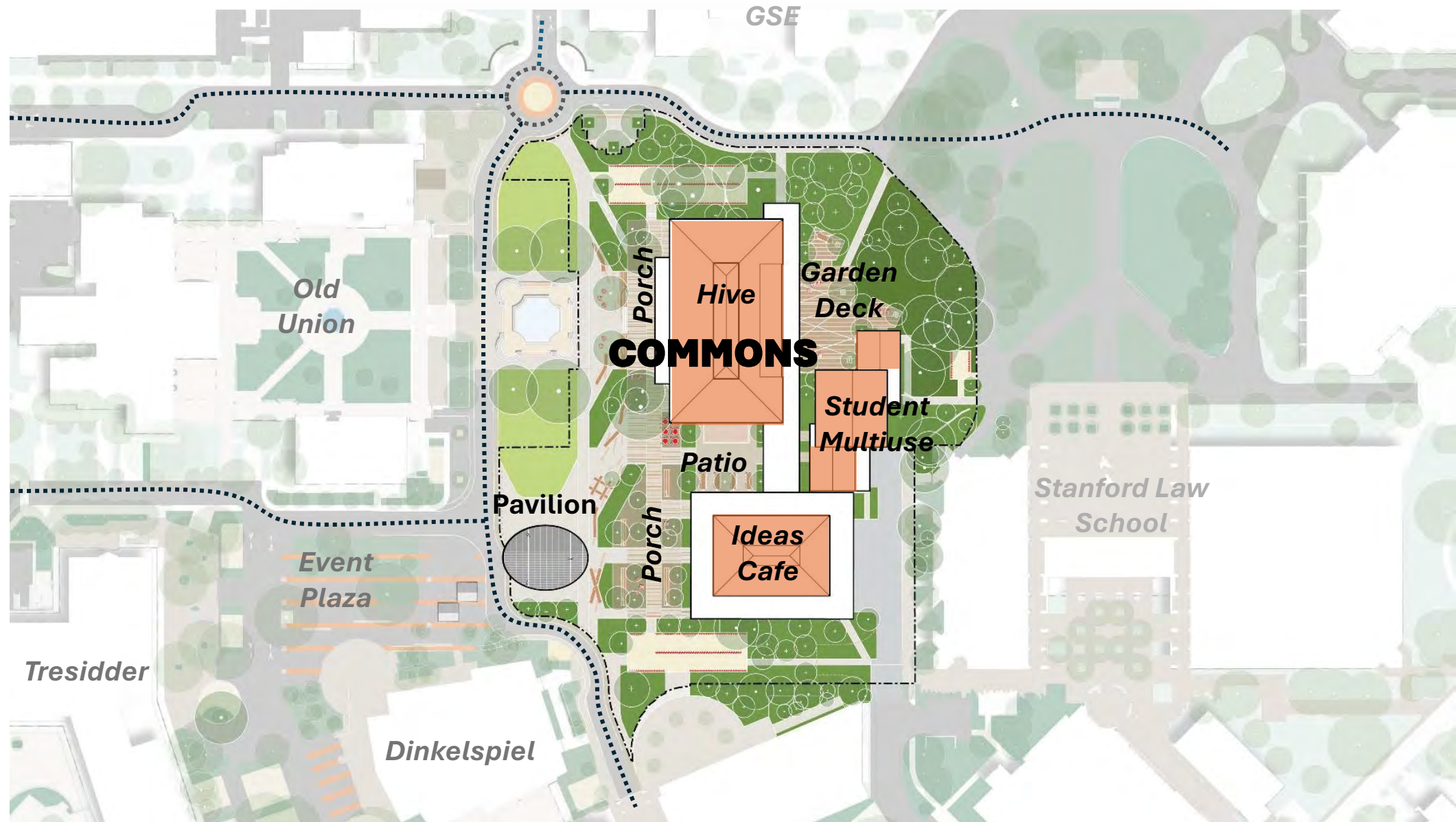


1959 Original Structure

Transformation Scheme Evaluation

- Restored original pavilion faces White Plaza/Meyer Green/Park
- Strong connection to landscape is **more comfortable/inviting scale**
- More **sustainable solution**
- Remnants of Bookstore and Post Office allows **Alumni memories**

Phase I Site Plan



Hive (former Bookstore) Concept

CHARACTER – “Living Room for Everyone”

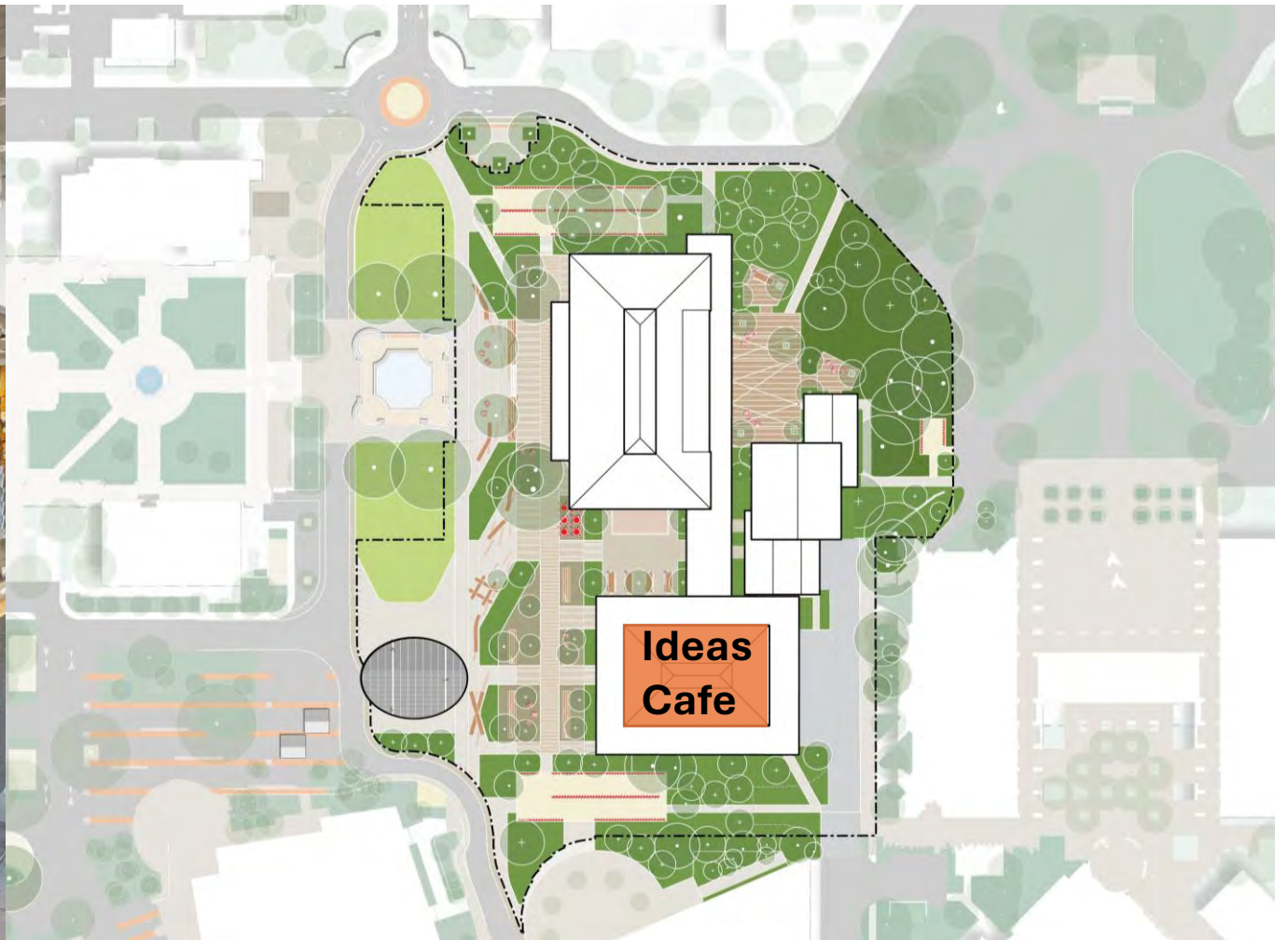


Hive (former Bookstore) Concept



Ideas Café (former Post Office) Concept

CHARACTER – “Coffee, Curated Books, Conversation”



Ideas Café (former Post Office) Concept

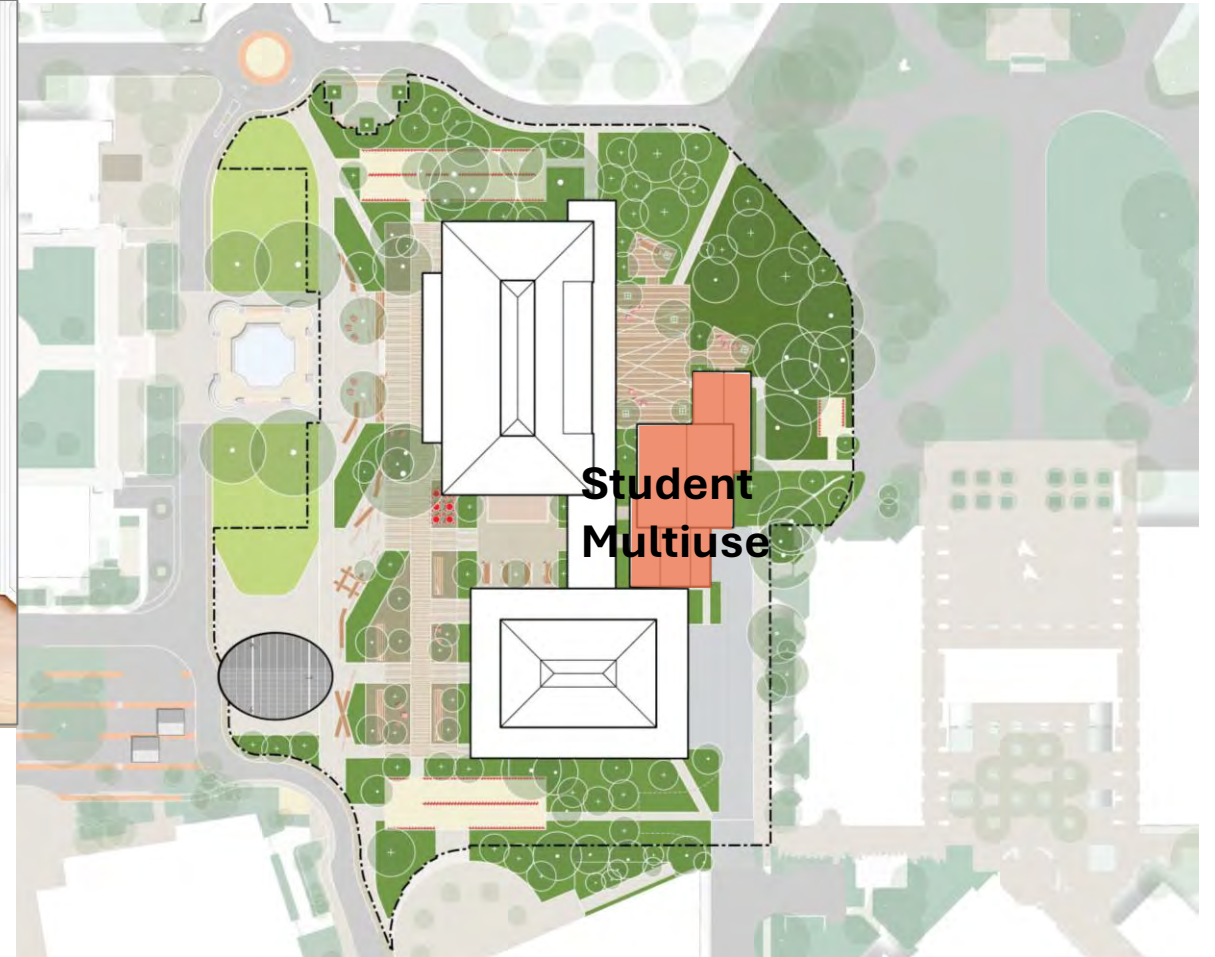


Student Multiuse Concept

CHARACTER – “*Student Focused Activities; Student Prioritized*”



Adaptable multiuse space – **Debate Tourney**



Student Multiuse Concept



Adaptable multiuse space - **Dance**

Student Multiuse Concept



Adaptable multiuse space - **Wellness**

Student Multiuse Concept



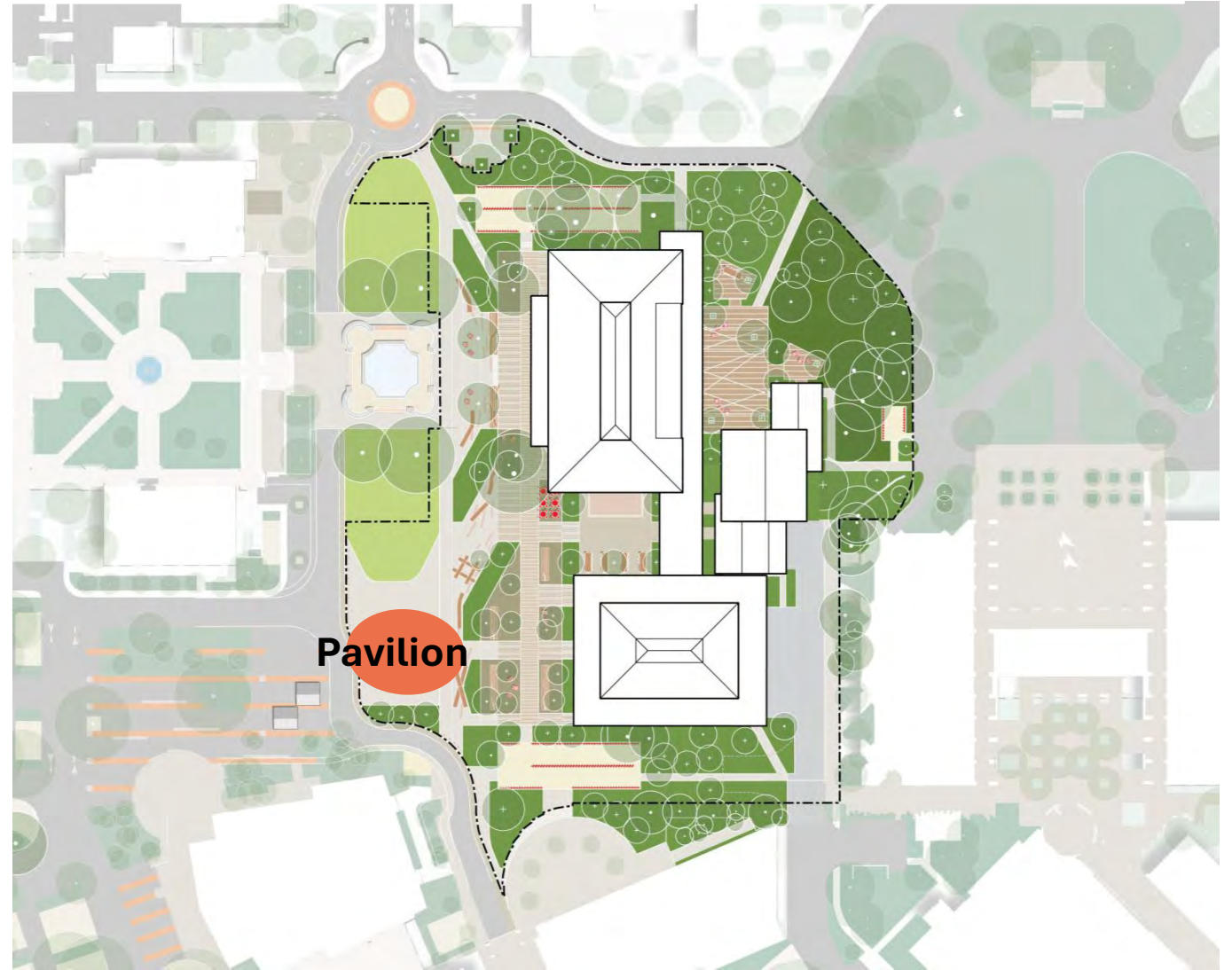
Adaptable multiuse space – Art Workshop

Student Multiuse Concept



Pavilion Concept

CHARACTER – “Inspiring open structure for multiuse; a beacon”



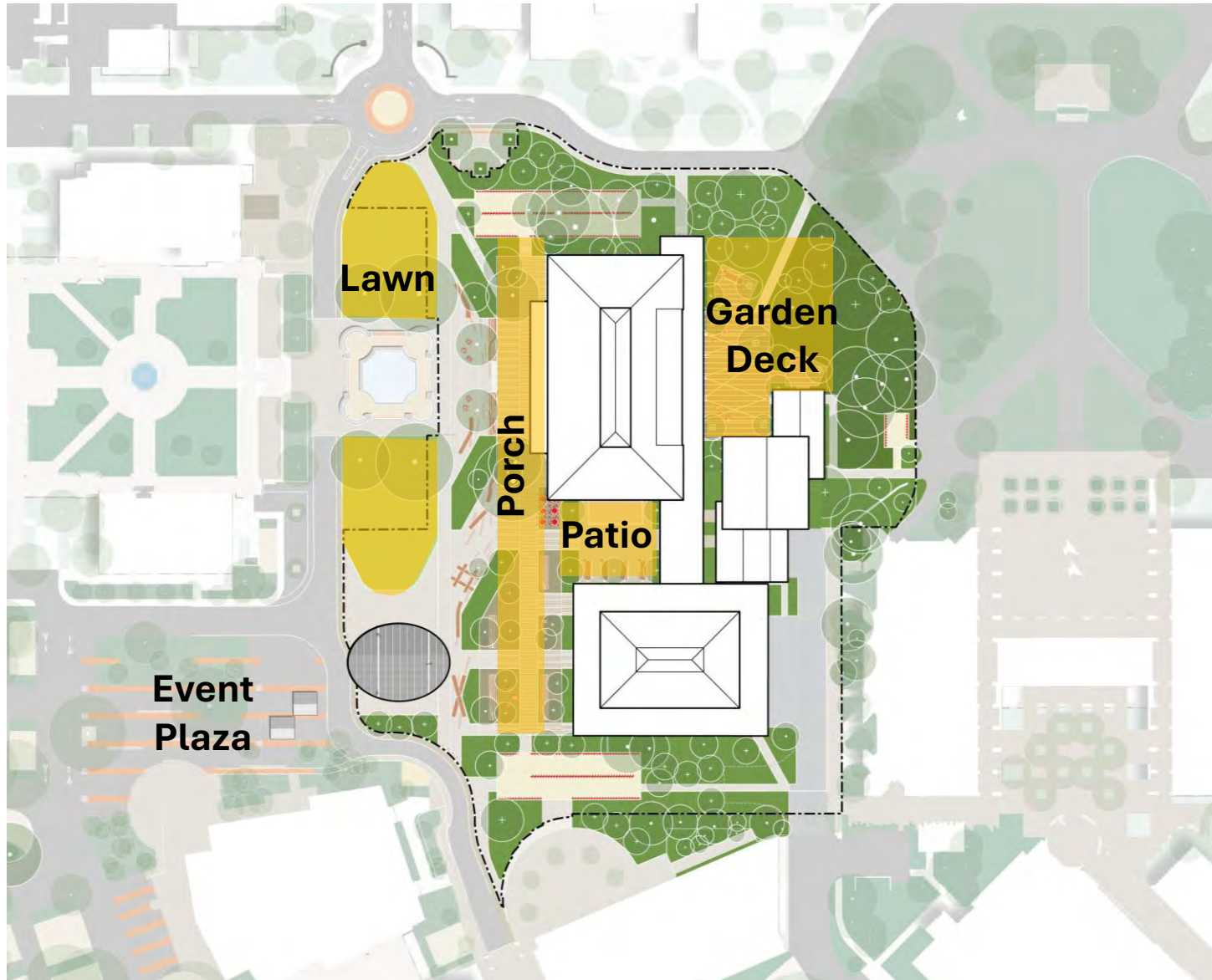
Pavilion Concept



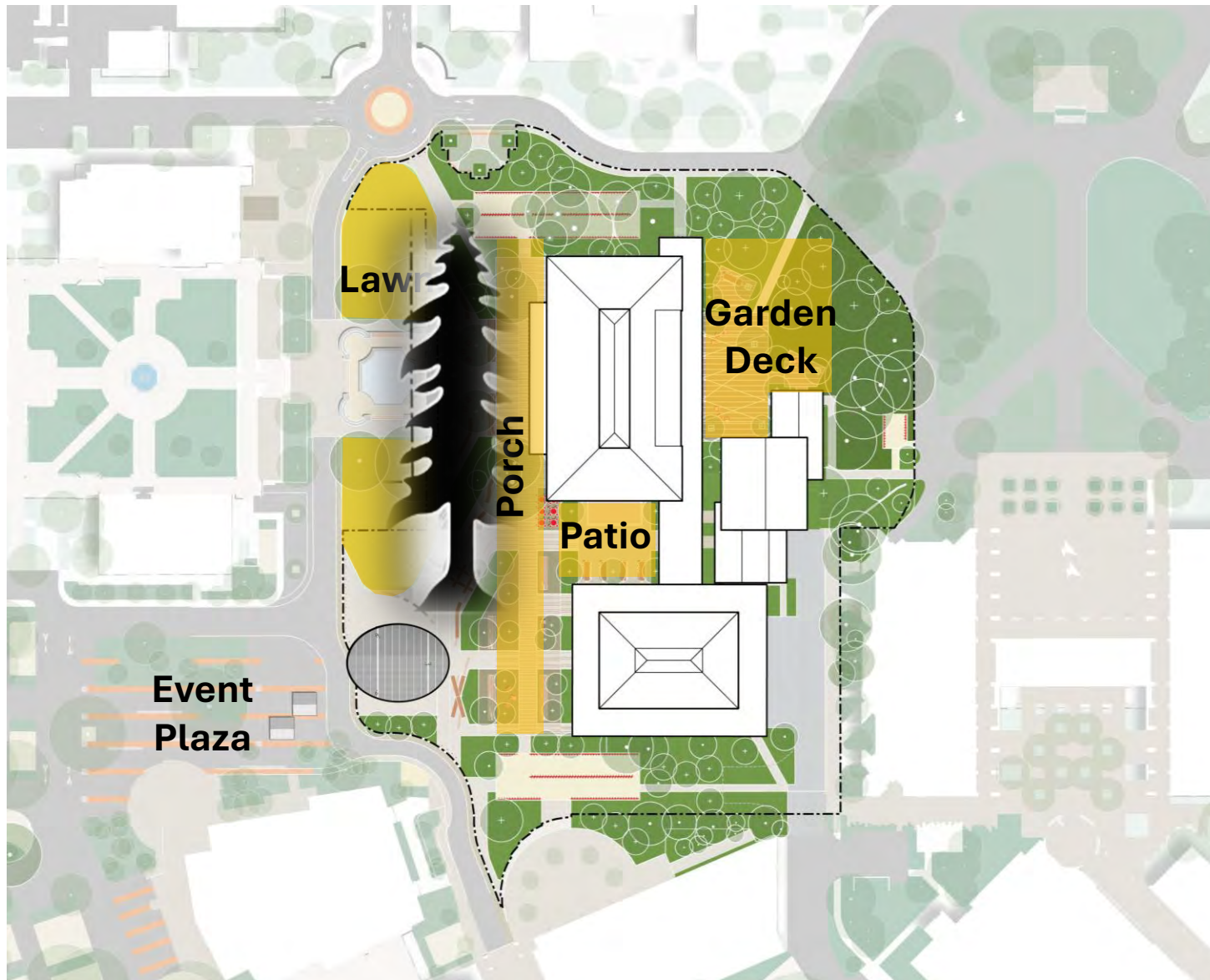
Pavilion Concept



Landscape Site Concept



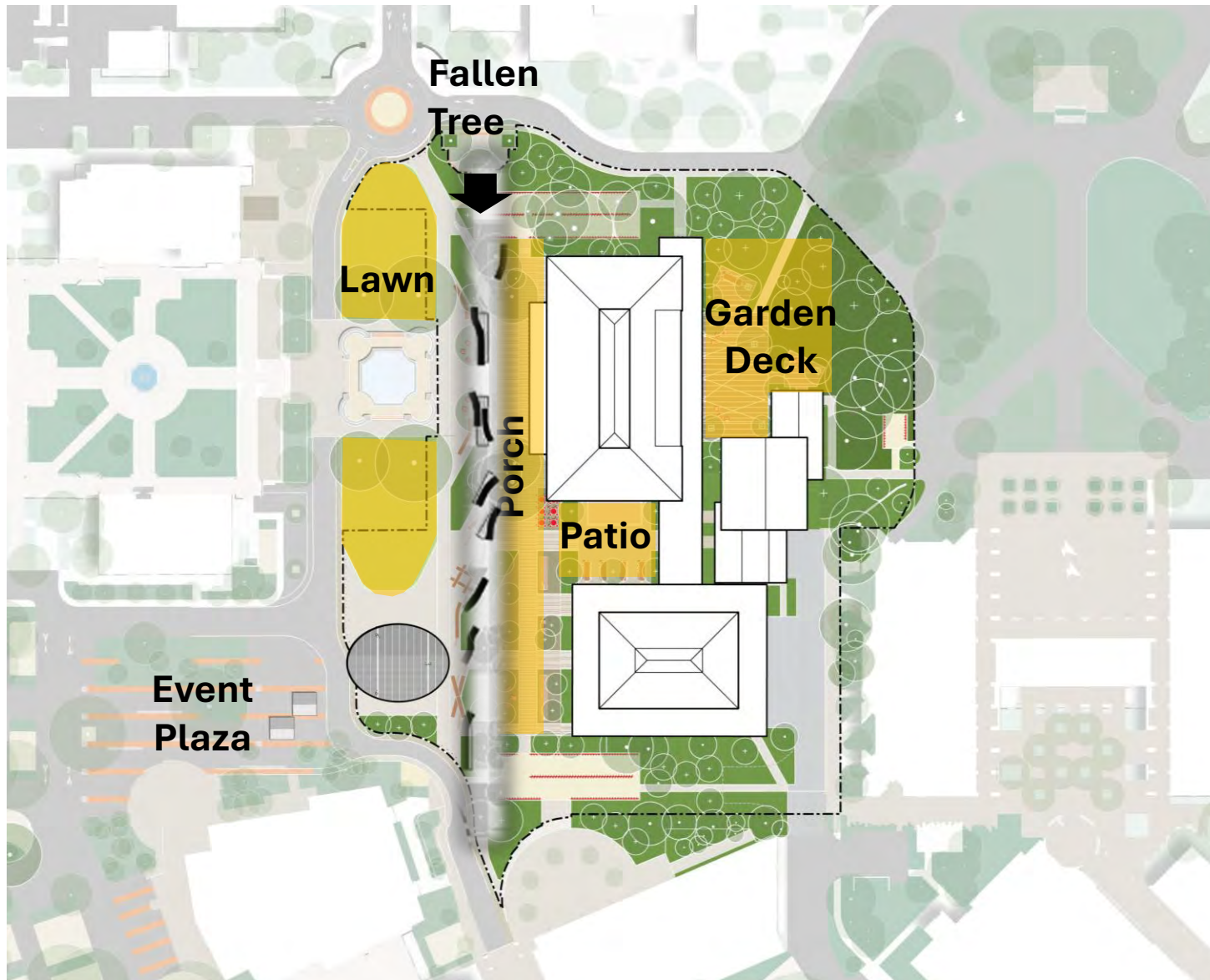
Landscape Site Concept



Landscape Site Concepts



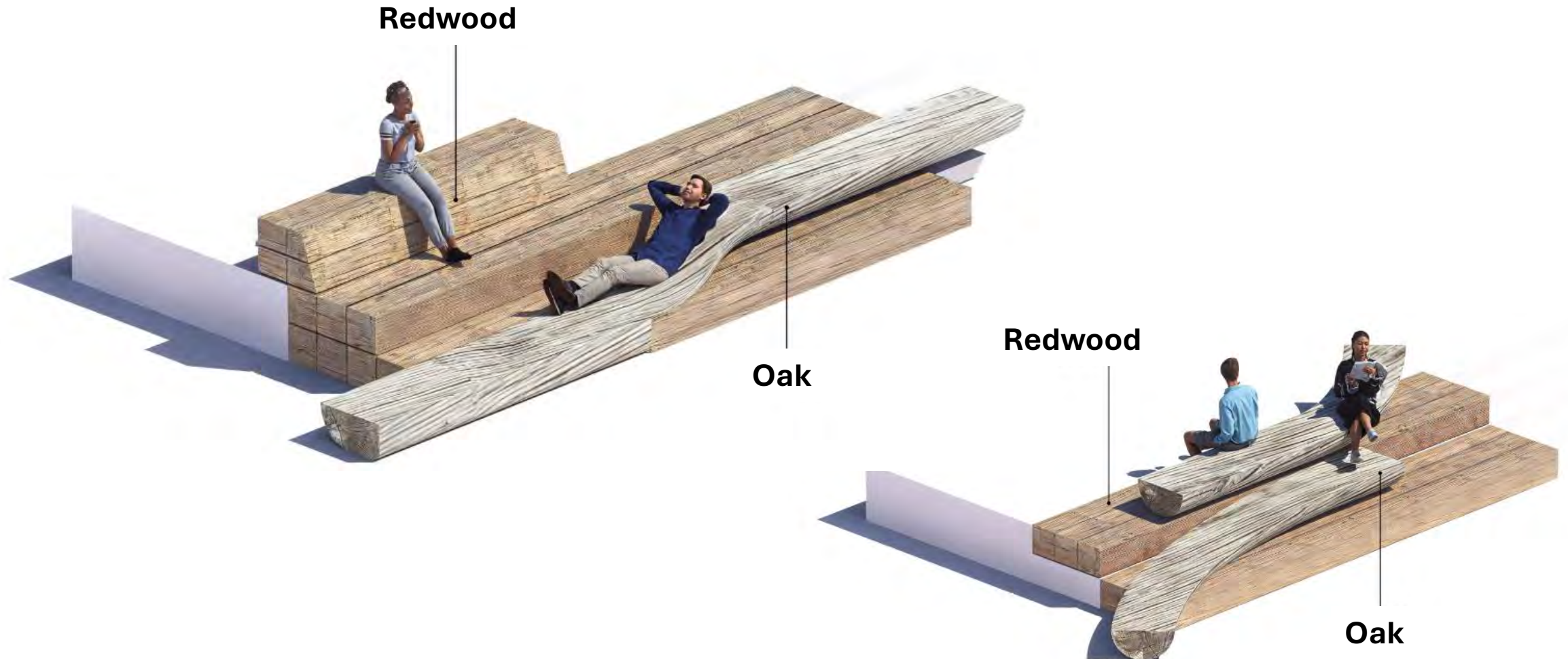
Landscape Site Concepts



Landscape Site Concepts



Landscape Site Concepts



Landscape Site Concepts



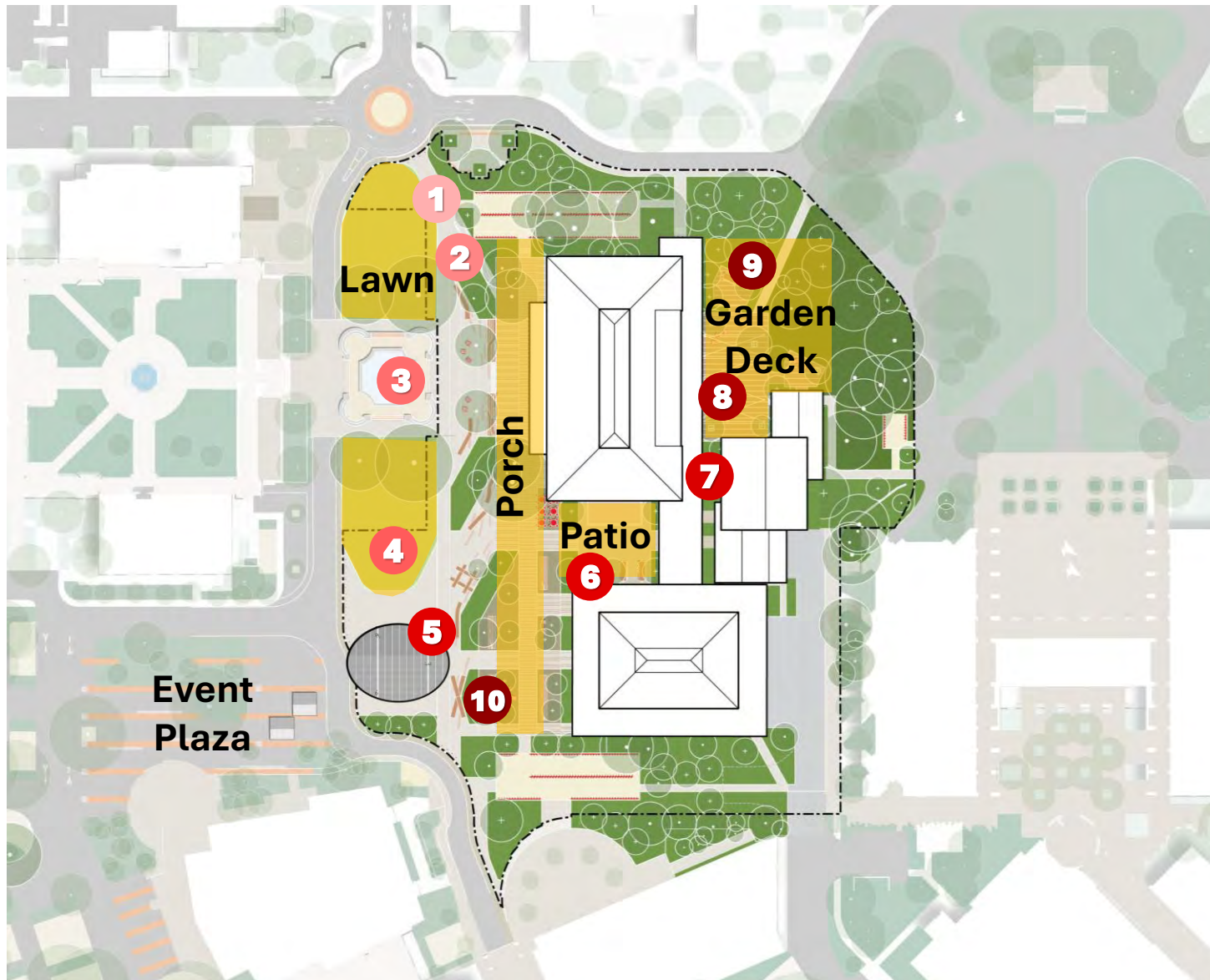
Landscape Site Concepts



Landscape Site Concepts



Exterior Placemaking



Exterior Placemaking 1



Exterior Placemaking 2



Exterior Placemaking 3



Exterior Placemaking 4



Exterior Placemaking **5**



Exterior Placemaking **6**



Exterior Placemaking

6



Exterior Placemaking 7



Exterior Placemaking

8



Exterior Placemaking 9



Exterior Placemaking

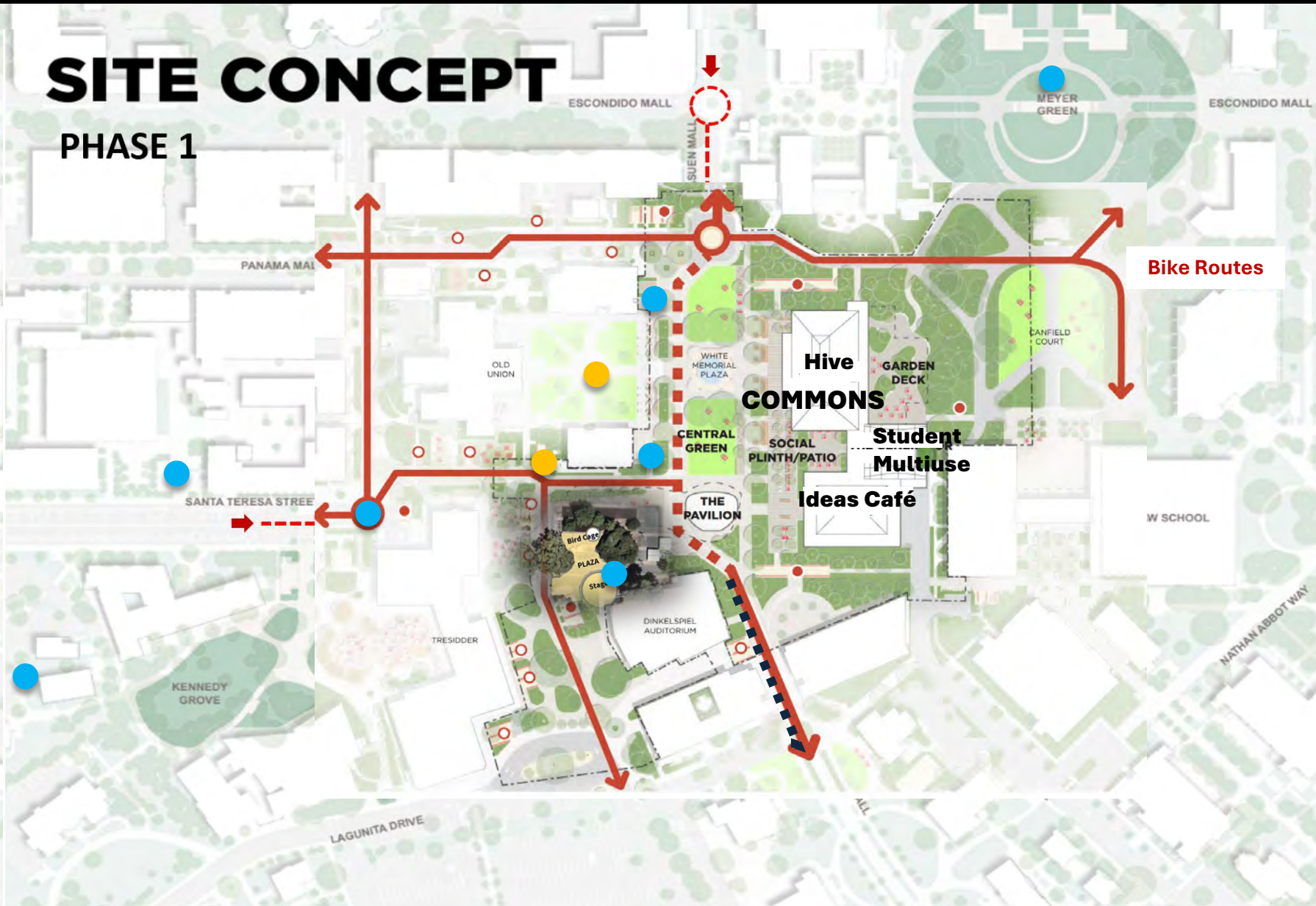
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Town Center Enhancement Projects

SITE CONCEPT

PHASE 1



Turning a crossroads into a destination

The project aims to turn this dynamic crossroads of campus from a “through” place to a “to” place while maintaining its unique role on the mobility network. Strategies that will be deployed include:

- Editing bike path routes
- More space
- Clear edge
- Improved infrastructure
- Many front doors

- ONGOING PROJECTS
- PLANNING
- BIKE
- SLOW ZONE

- **Appreciate** that a ‘Town Center’ Project is much different than an academic or research building
 - *Wider range of constituents*
 - *‘Emotions & Opinions’*
- **Explore** the wide range of program considerations
- **Establish** a governance/operational model early
- **Clarify** the key community users; engage the community often
- **Understand** how this place compliments the other campus hubs



Lessons Learned