

AUA Case Study

Speedway : A Cultural Transformation

Creation of the Speedway Mall
The University of Texas at Austin





Residential Area

Speedway

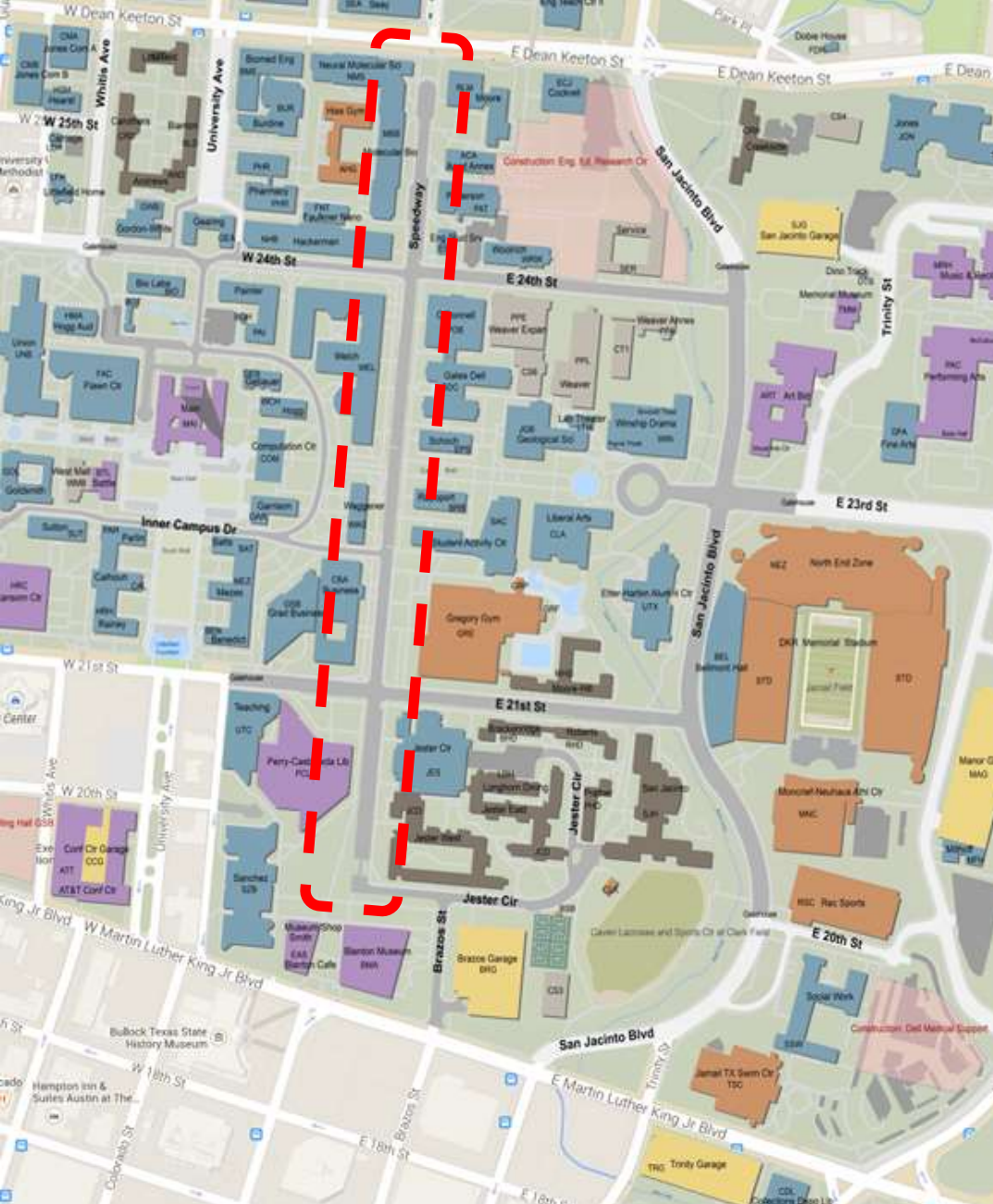
UT Austin, Original Forty Acres

Texas State Capitol

Downtown Austin

Speedway begins -
a developer's
creation





Speedway today
a linear parking
lot





Speedway vision
proposed mall is
part of the 1996
master plan



Speedway collaboration

Transforming the Culture (persistence pays off)

- **1996 Campus Master Plan**
 - *Speedway Mall is first proposed*
 - *Shifts most faculty to garages; requires faculty buy-in*
 - *Surface lots become sites to add 4 million gsf*
- **2002 Transportation Plan**
 - *Moves bus dwell off Speedway; requires student buy-in*
- **2007 Speedway Mall and East Mall Plan**
 - *Establishes design for Speedway & East Mall; many stakeholders participated*
- **2008 Public Art Master Plan**
 - *Adds major art along Speedway; requires collaboration with deans*
- **2010 - 2017 Several new buildings**
 - *New buildings fill gaps on Speedway*
- **2012 Campus Master Plan and 2014 Landscape Master Plan**
 - *Reopens discussion of Pete Walker's plan for Speedway Mall*
 - *Very collaborative: Architecture, faculty, students, service departments, etc.*
- **2015 Speedway Mall and East Mall Plan**
 - ***Funding achieved!**; strong collaboration with Campus Master Plan Committee*



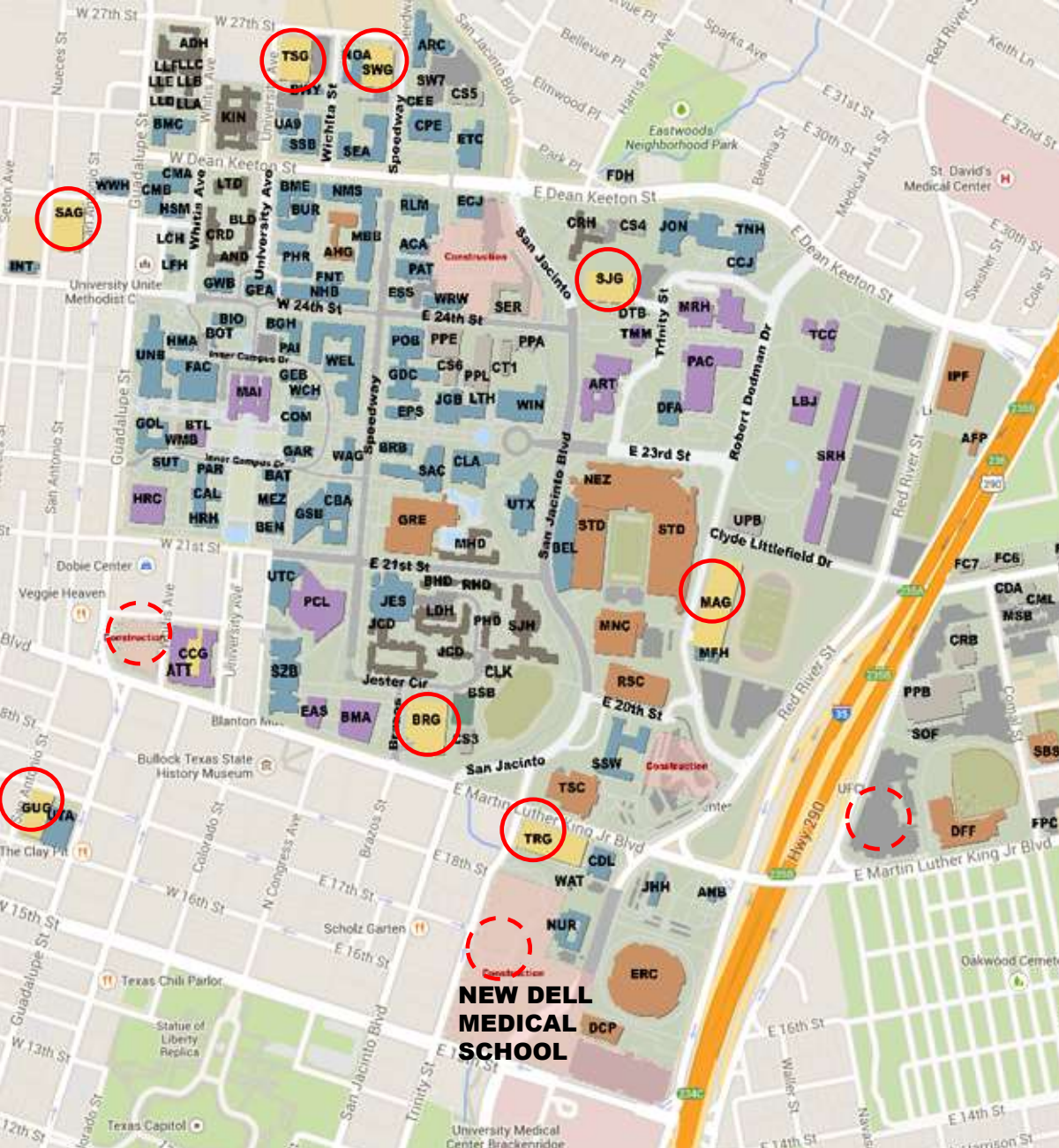
Transforming the Parking Culture



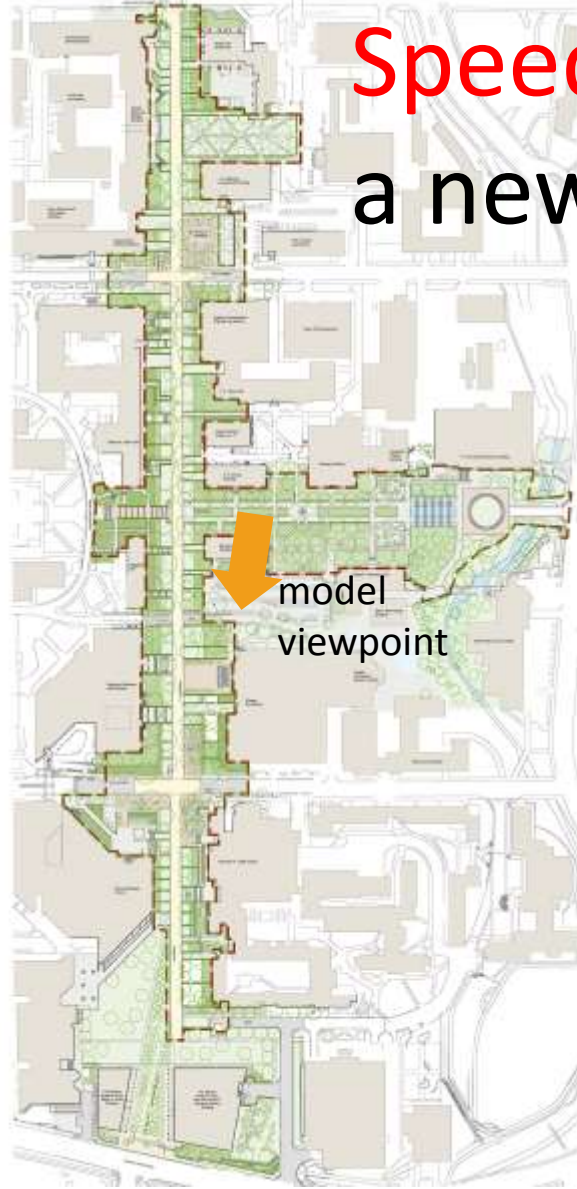
EXISTING PARKING GARAGE



PARKING GARAGE IN DESIGN/CONSTRUCTION



**NEW DELL
MEDICAL
SCHOOL**



Speedway a new vision

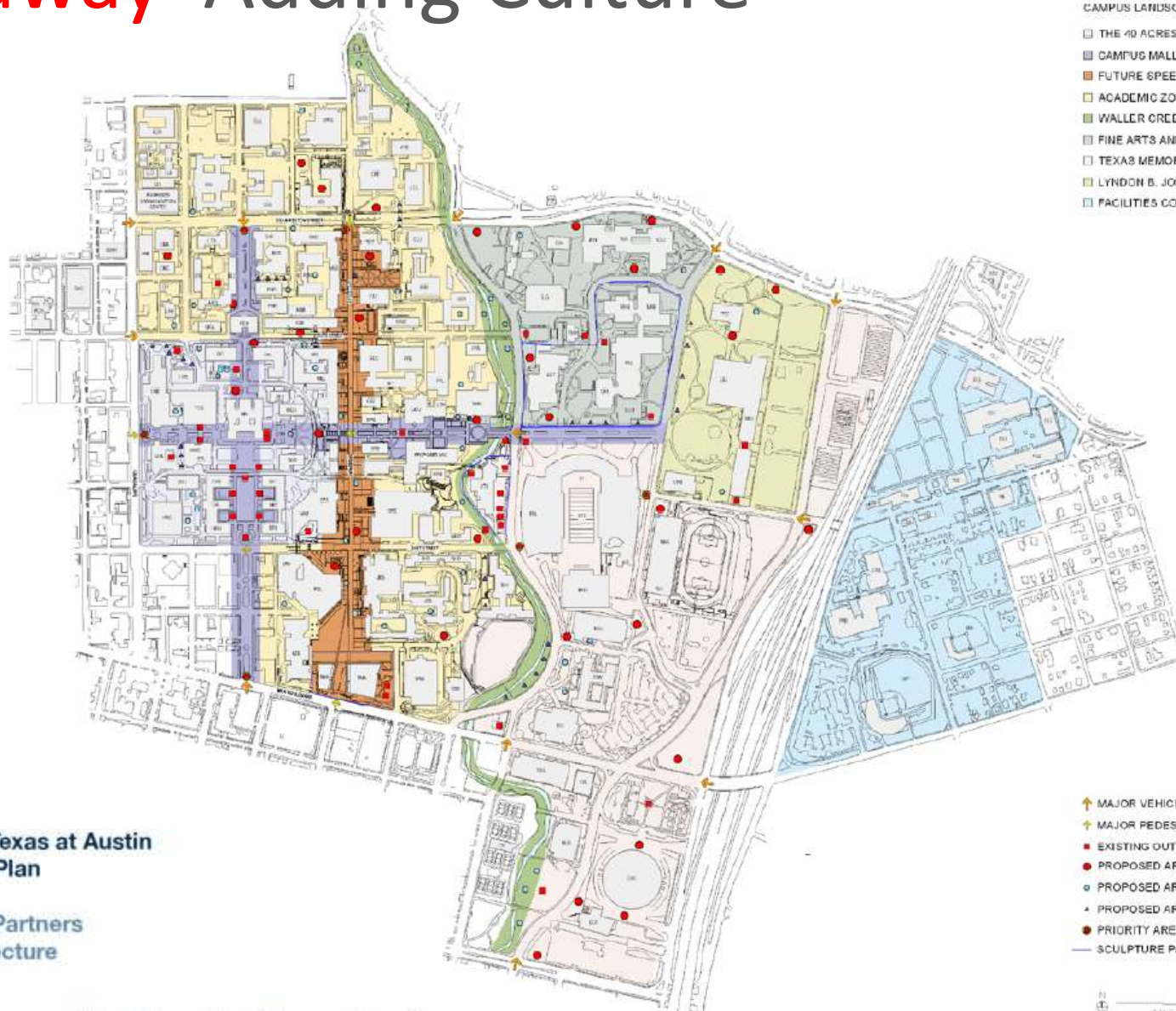
model
viewpoint

2007 plan for Speedway and the East Mall -- Peter Walker and Partners



2007 plan for Speedway and the East Mall -- Peter Walker and Partners

Speedway Adding Culture



CAMPUS LANDSCAPE ZONES

- THE 40 ACRES
- CAMPUS MALLS
- FUTURE SPEEDWAY PEDESTRIAN MALL
- ACADEMIC ZONE
- WALLER CREEK CORRIDOR
- FINE ARTS AND LAW AREA
- TEXAS MEMORIAL STADIUM AND ERWIN CENTER AREA
- LYNDON B. JOHNSON LIBRARY AREA
- FACILITIES COMPLEX AND DISCH-FALK FIELD AREA

- MAJOR VEHICULAR ENTRANCE
- MAJOR PEDESTRIAN ENTRANCE
- EXISTING OUTDOOR SCULPTURE
- PROPOSED ART: Large Gesture
- PROPOSED ART: Small Gesture
- PROPOSED ART: Serial Work
- PRIORITY AREAS: Large Gesture
- SCULPTURE PARK

1/8 MILE 1/4 MILE 1/2 MILE

2008

The University of Texas at Austin
Public Art Master Plan

Peter Walker and Partners
Landscape Architecture

Landmarks

The Public Art Program of the University of Texas at Austin



Magdalena Abakanowicz
Figure on a Trunk, 2000



Willard Boepple
Eleanor at 7:15, 1977



Louise Bourgeois
Eyes, 1982



Deborah Butterfield
Vermillion, 1989



Anthony Caro
Veduggio Glimpse, 1972-1973



Koren Der Harootian
Prometheus and Vulture, 1948

LANDMARKS public art program - Sculpture lent by The Metropolitan Museum of Art



Mark di Suvero,
Clock Knot



Sol LeWitt,
Circle with Towers



Nancy Rubins,
Monochrome for Austin

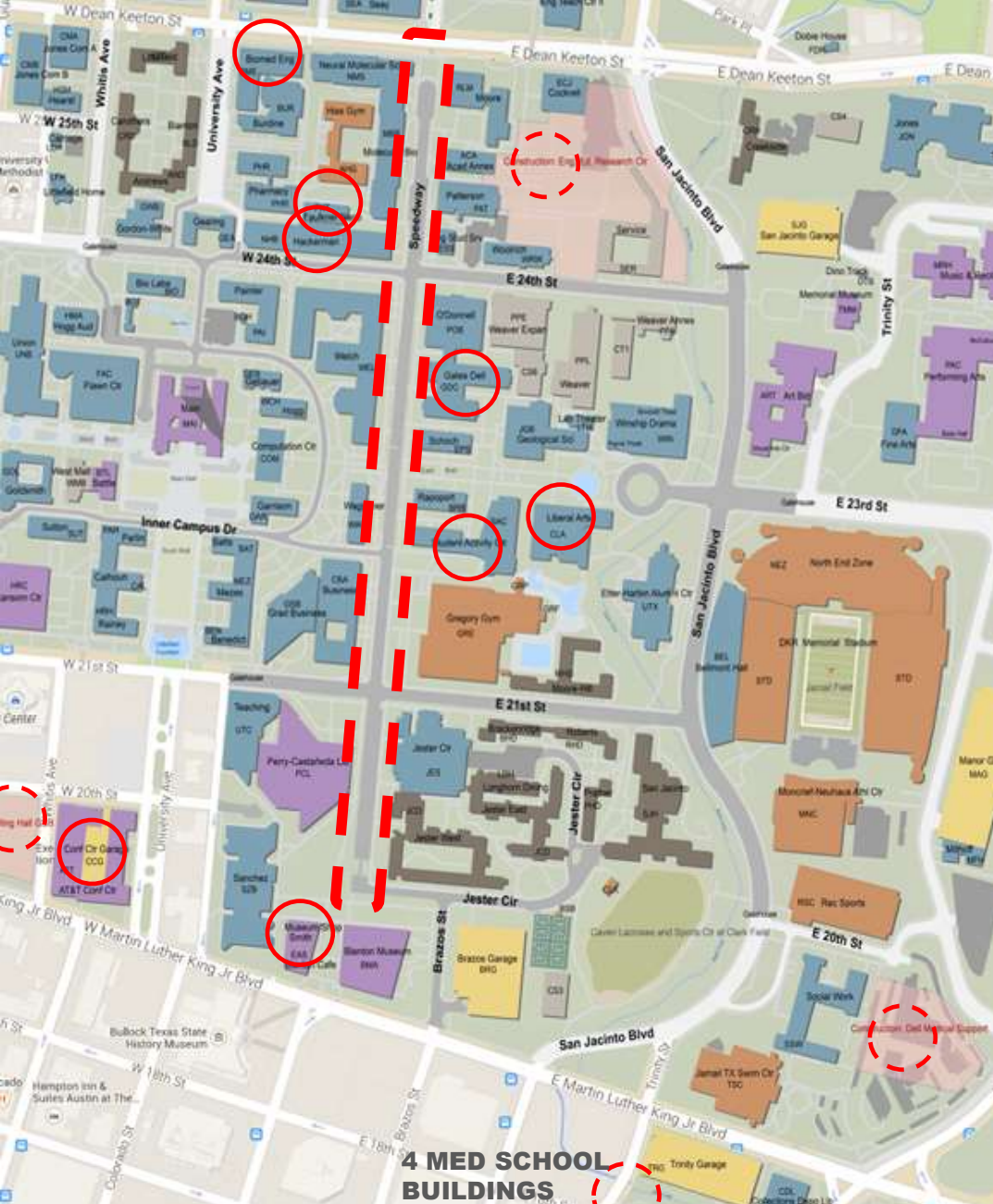
James Turrell,
The Color Inside



LANDMARKS public art program - artwork added with new buildings along Speedway



Latest Artwork for Speedway - *Austin* by Ellsworth Kelly



Speedway Added Buildings



**BUILDING ADDED
SINCE 2007**

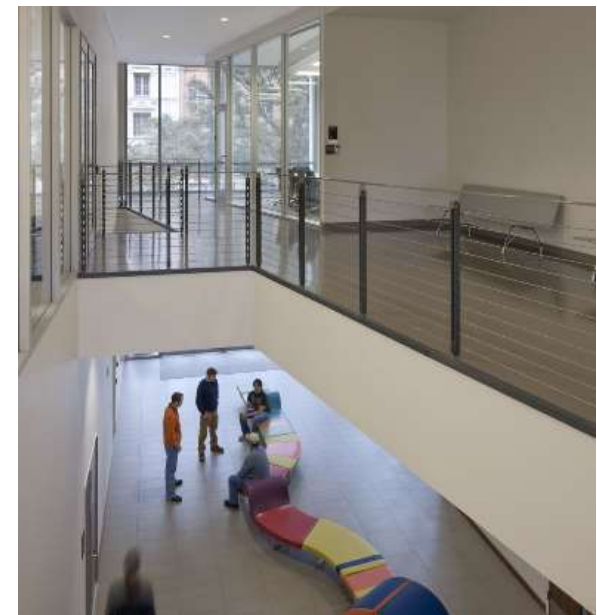


**BUILDING IN
CONSTRUCTION**

Emphasis on
student / group
gathering space



2012 – Gates Dell Complex
Pelli Clarke Pelli Architects



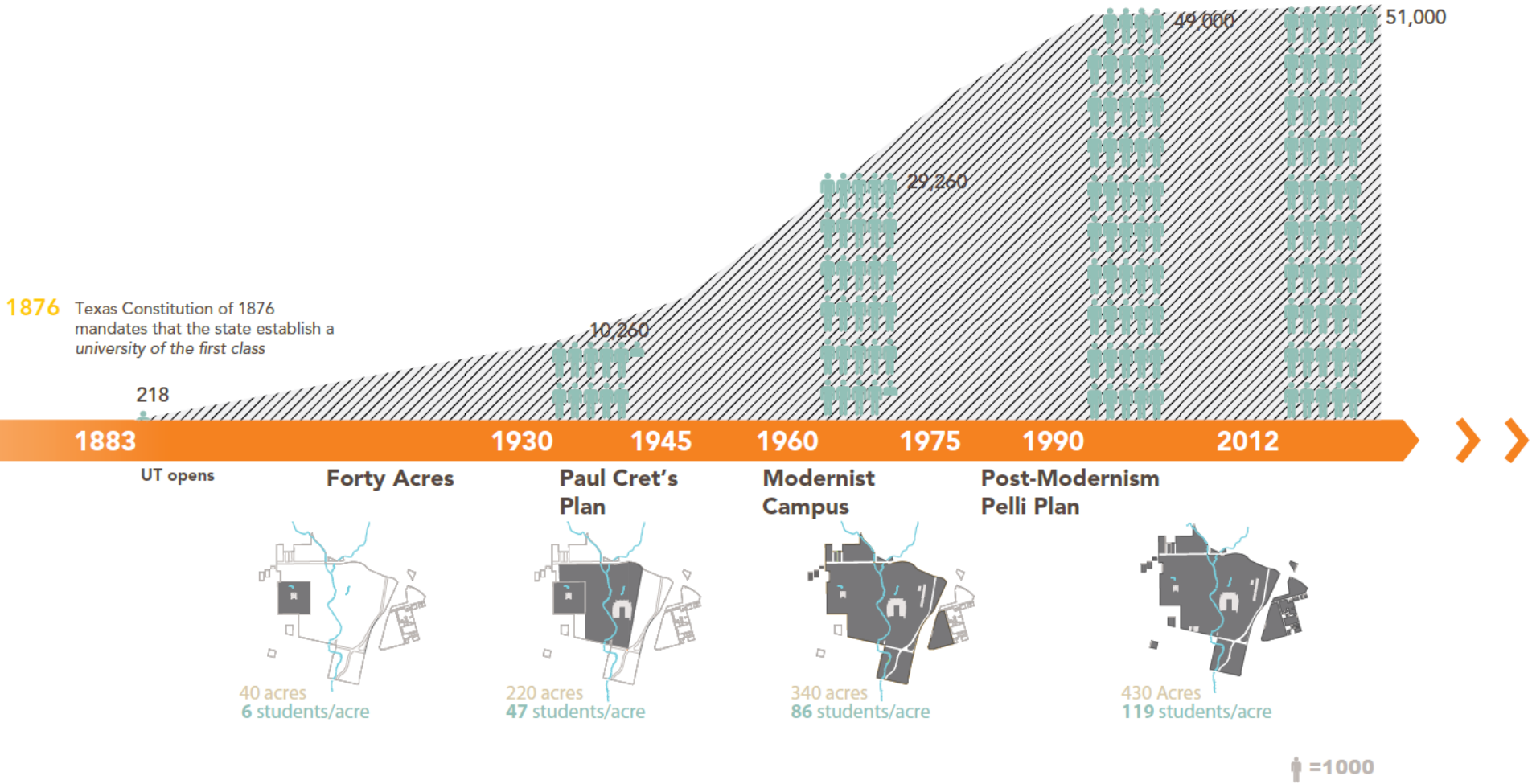
2010 – Norman Hackerman Building
CO Architects



2010 – Student Activity Center
Overland Architects



2017 – Engineering Education and Research Center
 ennead, teamed with Jacobs



2012 – Campus Master Plan
Sasaki and Associates

EXISTING FAR* BY ZONE



PROPOSED FAR BY ZONE

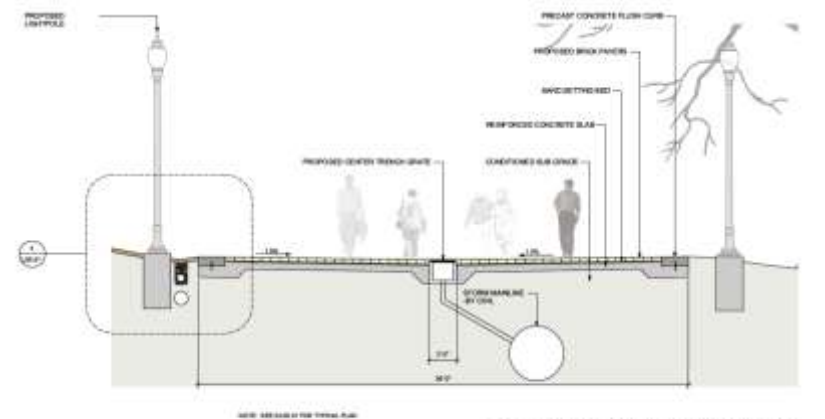


The proposed increase in density accommodates 6,352,668 GSF

2012 – Campus Master Plan
Sasaki and Associates



2012 – Campus Master Plan
Sasaki and Associates



2015 Speedway Transformation Restarts - Peter Walker and Partners



Detail Plan View - "Oak Lounge" at the Gregory Gym plaza



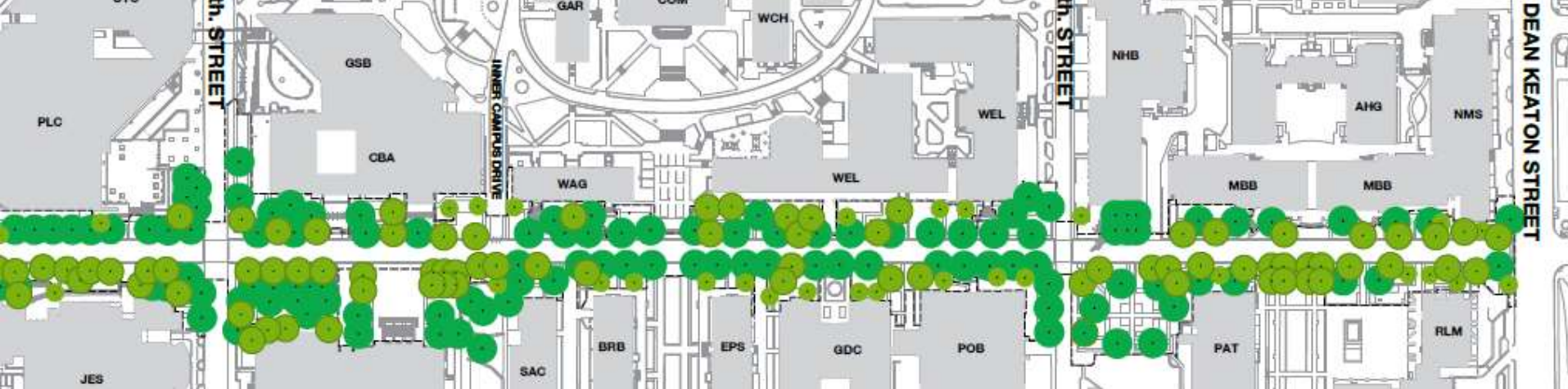
Concept: Create “Oak Lounge” @ Gregory Gym, cluster dining areas near cross streets



Concept: The new mall is flanked by a series of outdoor multi-purpose spaces



Concept: Mall will be “Pedestrian Priority” – bike community consensus is challenging



Concept: A Half Mile of Shade - Existing Live Oaks Supplemented with New Trees





Concept: A parking lot becomes a “park” honoring significant service to UT Austin



Transformation of the East Mall is the next chapter.....