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UMD CENTRAL ENTRANCE ALTERNATIVE  
EVALUATION.  
August, 1974.

U M D CENTRAL ENTRANCE

ALTERNATIVE EVALUATION

#8

UMD  
CENTRAL  
ENTRANCE

ALTERNATIVE  
EVALUATION

BRW, INC. August 1974

UMD CENTRAL ENTRANCE  
DESIGN PROCESS

ISSUES	INVENTORY	FORCES
1. Poor definition of EXTERNAL CIRCULATION/ACCESS POINTS.	Student/faculty access to campus is dependent on city and neighborhood streets.  Visitor access is very poorly defined and circuitous.  Presently there is a plan to install additional signs on access routes.	Major shifts in access direction will occur if pending new streets and freeways are implemented. (Arrowhead Rd./St. Marie connector and I-35 extension).  Present signage plans will make Arrowhead Road, Woodland Ave., College St. and Kenwood Parkway the campus peripheral circulation routes.
2. Poor vehicular INTERNAL CIRCULATION - Student/Faculty - Visitor	Internal circulation is dependent on city streets.	The campus is planned as an all-weather pedestrian campus. This implies that all vehicular circulation will have to be on the periphery of the campus.
3. Lack of CENTRAL ENTRANCE	At present there is no recognizable central entrance.  The new signage system will direct people to two general areas. - Administration/Kirby Center/Planetarium and Athletics/Tweed Museum/Theatre.	Visitor access to the campus is primarily from the South on Woodland Ave. and from the West on Arrowhead Road.
4. Lack of PRESENCE/VISIBILITY	Presently there are very few signs/symbols in Duluth recognizing the existence of the UMD campus.  The campus is shielded from the major arterials by existing development.	The existing development on the corner of Woodland Ave. and College St. should be considered as "very hard".

UMD CENTRAL ENTRANCE  
DESIGN PROCESS

ISSUES

INVENTORY

FORCES

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5. Lack of IMAGE/COHESIVENESS

At present the image of the campus is of a front door toward the S.E. and a back door toward the N.W.

There is a feeling of cohesiveness because of the compactness of the building massing.

There is an image of openness and natural amenities - beauty (Northwoods feeling).

There is not sufficient emphasis in the use of physical materials, landscaping and street signage/furniture to strengthen and enhance the image and cohesiveness of the campus.

The big open space in the S.E. corner lacks a focal point - at present it is focused on Chester Park Grade School.

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6. Poor definition of FOCAL POINT/ARRIVAL AREA/INFORMATION SOURCE

At present there is no place of arrival and no indication where to get information.

The Administration Building has the strongest image of being a focal point.

UMD CENTRAL ENTRANCE  
DESIGN PROCESS

GOALS	SOLUTIONS Design Elements	Circulation Alternatives
1. To have a clear, easy to follow access route to the campus from all visitor entrance points.	Following is a list of design elements that will be employed to arrive at a final solution.	A. ALTERNATIVE A Existing circulation pattern with central entrance from the South (College Street). 2 Focal Areas
2. To be able to get to all parts of the campus in a relatively direct manner and without having to leave the campus area.	<ul style="list-style-type: none"> <li>• Circulation Pattern</li> <li>• Parking</li> <li>• Street Furnishings/Signs</li> <li>• Landscape Treatment</li> </ul>	B. ALTERNATIVE B Same as Alternative A except with central entrance from the East (Woodland Avenue). 2 Focal Areas
3. To have a very definite point where one has the feeling of having arrived at UMD.	<ul style="list-style-type: none"> <li>• Focal Structure</li> <li>• Physical Image/Materials</li> </ul>	C. ALTERNATIVE C "C" shaped main circulation spine with cul-de-sacs at each end. 2 Focal Areas
4. To create a focal point for the campus.	Since circulation precedes the other design elements, first consideration was given to arriving at circulation pattern alternatives. After selection of the best circulation alternative, concept designs will be developed including all the other design elements.	D. ALTERNATIVE D "C" shaped main circulation spine with cul-de-sacs at each end. 1 Focal Area
5. To be able to orient oneself and get information upon arrival - quickly and conveniently	The visitor focal areas as shown in the alternatives do not imply any particular design but merely indicate visitor destination areas. The options range from a simple paved plaza to a focal element/structure or even a complex of buildings. This will be established with the next design steps.	E. ALTERNATIVE E Loop road with central entrance off spine. 1 Focal Area
6. To be able to grasp the character and the extent of the campus as an easy and pleasant experience.		F. ALTERNATIVE F Same as Alternative E except with central entrance from the East (Woodland Avenue).
7. To be aware of the campus throughout the City - especially on one's approach to the campus.		G. ALTERNATIVE G North-South circulation spine with central entrance off spine. 1 Focal Area



EXISTING

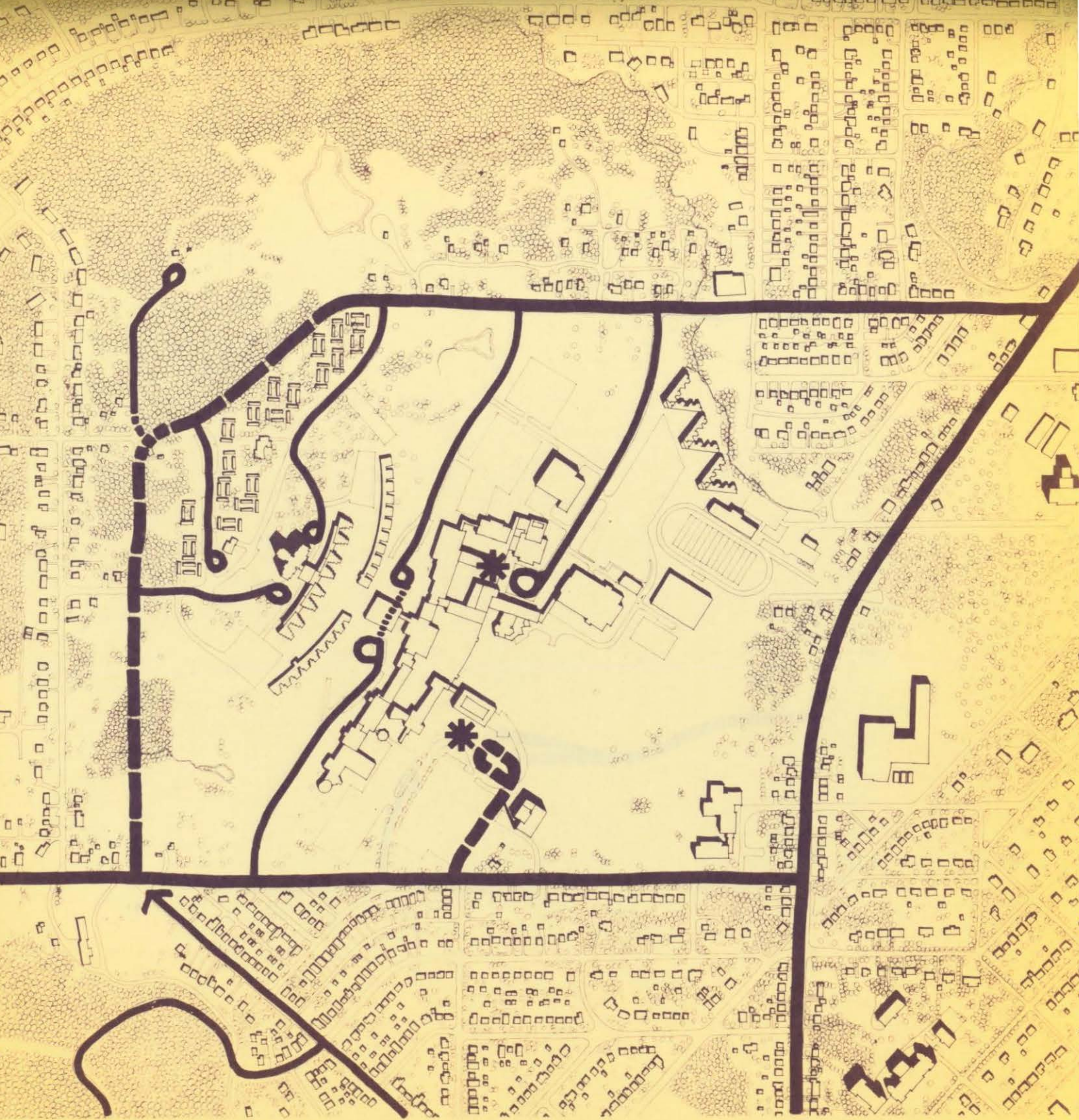
8/30/74







# UMD CENTRAL ENTRANCE

DULUTH CAMPUS  
UNIVERSITY OF MINNESOTA

BATHER RINGROSE WOLSFELD  
INC. AUGUST 1974



ALTERNATE A

-  EXISTING
-  EXISTING R.O.W.
-  NEW
-  FOCAL AREA



**UMD  
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DULUTH CAMPUS  
UNIVERSITY OF MINNESOTA





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ALTERNATE B

-  EXISTING
-  EXISTING R.O.W.
-  NEW
-  FOCAL AREA



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CENTRAL  
ENTRANCE**





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ALTERNATE C

-  EXISTING
-  EXISTING R.O.W.
-  NEW
-  FOCAL AREA



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DULUTH CAMPUS  
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ALTERNATE D

-  EXISTING
-  EXISTING R.O.W.
-  NEW
-  FOCAL AREA



**UMD  
CENTRAL  
ENTRANCE**





DULUTH CAMPUS  
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BATHER RINGROSE WOLSFELD  
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ALTERNATE E 

-  EXISTING
-  EXISTING R.O.W.
-  NEW
-  FOCAL AREA



**UMD  
CENTRAL  
ENTRANCE**





DULUTH CAMPUS  
UNIVERSITY OF MINNESOTA

BATHER RINGROSE WOLSFELD  
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ALTERNATE F

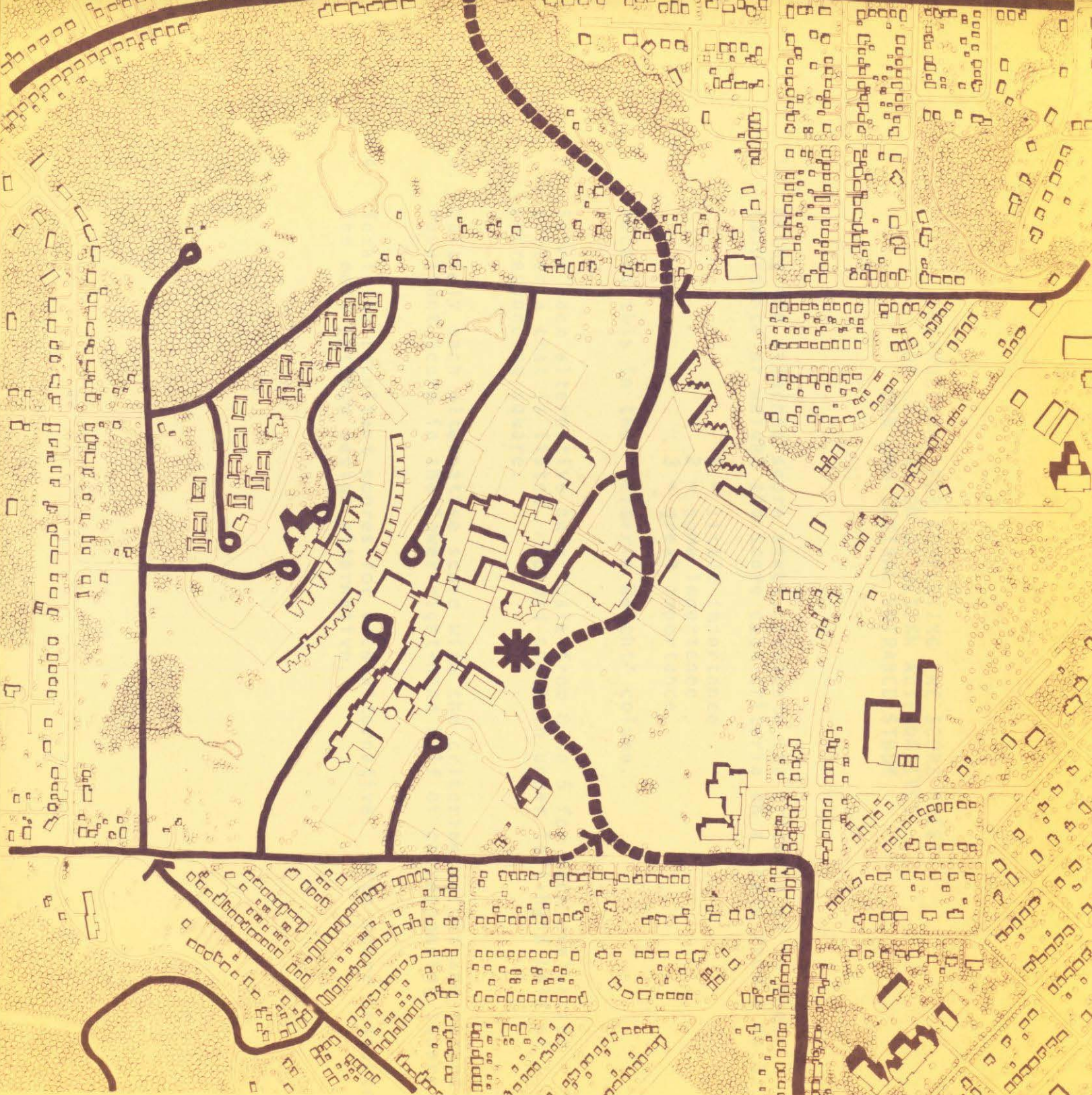
-  EXISTING
-  EXISTING R.O.W.
-  NEW
-  FOCAL AREA



**UMD  
CENTRAL  
ENTRANCE**  
DULUTH CAMPUS  
UNIVERSITY OF MINNESOTA

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INC. AUGUST 1974



ALTERNATE G

-  EXISTING
-  EXISTING R.O.W.
-  NEW
-  FOCAL AREA



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INSTRUCTIONS FOR COMPLETING THE SCORE SHEET  
FOR EVALUATION OF DESIGN ALTERNATIVES  
FOR UMD CENTRAL ENTRANCE STUDY

1. Using the attached score sheet, evaluate the criteria as to their importance or weight and score each criteria on a scale from 1 to 3.

1 = little importance  
2 = some importance  
3 = great importance

Record this in the "Criteria Weight" column.

2. Score each alternative on a scale from 0 to 5 for each evaluation criteria that is listed. Record score in upper left-hand half of corresponding square.
3. Multiply each alternative score with the criterion weight and record resultant score in the lower right-hand half of corresponding square.
4. Total the resultant scores for each alternative. High score indicates the most optimum design alternative.

UMD CENTRAL ENTRANCE  
DESIGN PROCESS

SCORE SHEET

NAME \_\_\_\_\_

Alternative Evaluation/ Selection Criteria	Criteria Weight	A	B	C	D	E	F	G
1. Provides a clear, easy to follow access route to the campus from all visitor entrance points.	3	2 6	3 9	2 6	3 9	5 15	5 15	5 15
2. Makes it possible to get to all parts of the campus in a relatively direct manner and without having to leave the campus area.	3	1 3	2 6	1 3	1 3	4 12	4 12	4 12
3. Has a very definite point where one has the feeling of having arrived at UMD.	3	1 3	2 6	1 3	3 9	4 12	4 12	4 12
4. Has most potential for creating a focal point for the campus.	2	2 4	3 6	2 4	2 4	5 10	4 8	5 10
5. Allows one, upon arrival, to get oriented and get information quickly and conveniently.	3	1 3	2 6	1 3	1 3	4 12	4 12	4 12
6. Makes grasping the character and extent of the campus an easy and pleasant experience.	2	1 2	2 4	1 2	2 4	4 8	4 8	4 8
7. Provides most flexibility to work with various regional access point options.	2	1 2	2 4	1 2	3 6	4 8	4 8	4 8
8. Provides most flexibility to work with various campus development options.	3	2 6	2 6	2 6	1 3	3 9	3 9	4 12
9. Provides most flexibility to work with various mass-transit options.	2	1 2	2 4	1 2	3 6	4 8	4 8	4 8



UMD CENTRAL ENTRANCE  
 DESIGN PROCESS  
 (continued)

SCORE SHEET

Alternative Evaluation/ Selection Criteria	Criteria Weight	A	B	C	D	E	F	G
10. Has best relationship to other road circulation systems.	2	2 4	3 6	2 4	3 6	4 8	4 8	4 8
11. Minimize capital cost.	2	5 10	4 8	5 10	2 4	2 4	1 2	2 4
12. Minimizes impace on campus ecology/open space characteristics.	3	5 15	4 12	5 15	2 6	2 6	1 3	3 9
TOTAL		60	77	67	63	112	105	118
						*		*

Comments :

\* Consider keeping Oakland ave open under Dining Hall

UMD CENTRAL ENTRANCE  
SIGN PROCESS

SCORE SHEET  
**AVERAGE**  
Criteria  
Weight

NAME \_\_\_\_\_  
**EVALUATION  
SUMMARY**

Alternative Evaluation/ Selection Criteria	Criteria Weight	A	B	C	D	E	F	G
Provides a clear, easy to follow access route to the campus from all visitor entrance points.	2.8	/	/	/	/	/	/	/
Makes it possible to get to all parts of the campus in a relatively direct manner and without having to leave the campus area.	3	/	/	/	/	/	/	/
Has a very definite point where one has the feeling of having arrived at UMD.	3	/	/	/	/	/	/	/
Has most potential for creating a focal point for the campus.	2.2	/	/	/	/	/	/	/
Allows one, upon arrival, to get oriented and get information quickly and conveniently.	2.8	/	/	/	/	/	/	/
Makes grasping the character and extent of the campus an easy and pleasant experience.	1.8	/	/	/	/	/	/	/
Provides most flexibility to work with various regional access point options.	2.4	/	/	/	/	/	/	/
Provides most flexibility to work with various campus development options.	2.6	/	/	/	/	/	/	/
Provides most flexibility to work with various mass-transit options.	2.4	/	/	/	/	/	/	/

SCORE SHEET  
**AVERAGE**

**EVALUATION  
 SUMMARY**

Alternative Evaluation/ Selection Criteria	Criteria Weight	A	B	C	D	E	F	G
10. Has best relationship to other road circulation systems.	2							
11. Minimize capital cost.	1.6							
12. Minimizes impace on campus ecology/open space characteristics.	2.2							
<b>TOTAL (AVERAGE SCORE)</b>		<b>56.6</b>	<b>73.4</b>	<b>73.8</b>	<b>73.6</b>	<b>113.6</b>	<b>113</b>	<b>115.4</b>

Comments :



PLANNING/TRANSPORTATION/ENGINEERING/ARCHITECTURE

MEMORANDUM

TO: Duluth Roads and Campus  
Improvement Committee

FROM: Arijs Pakalns

DATE: September 3, 1974

SUBJECT: UMD Central Entrance Study

Herewith we are transmitting to you material for alternative evaluation for the "UMD Central Entrance Study".

The material includes an outline of the Design Process, a listing of the alternatives with illustrations of each alternative, a score sheet and instructions for completing the score sheet.

Please fill out the score sheet and return the extra copy which is enclosed by the 13th of September.

AP/th

Encl.



