

## NEIGHBORHOOD 2: SEVENTH STREET - CULTURAL DISTRICT



East Seventh Street and Fine Arts Plaza



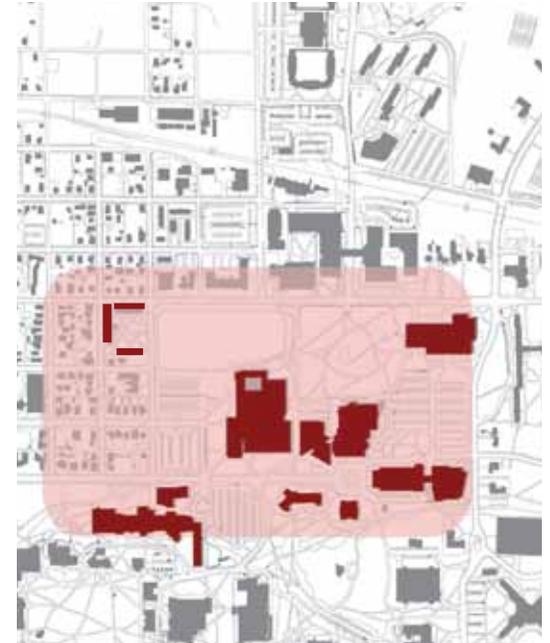
Indiana University Art Museum



Showalter Fountain



Cox Arboretum



Seventh Street - Cultural District Area Map

## EXISTING CHARACTER

The Seventh Street - Cultural District borders the Historic Core and shares several of its distinguished structures. Many consider this area to be the functional heart of campus because of its high level of activity and central location. The intersection of North Woodlawn Avenue and East Seventh Street serves as a primary gateway for students and faculty as well as campus visitors. The high daily volume of pass-through traffic combined with the draw of the Indiana Memorial Union; the School of Health, Physical Education, and Recreation (HPER)/Wildermuth Intramural Center; and Wells Library create a density of foot traffic unparalleled elsewhere on campus. The academic and student life functions on East Seventh Street are further activated by regular daytime and evening events at the Indiana University Art Museum, Auditorium, and Lee Norvelle Theatre and Drama Center/ Neal-Marshall Black Culture Center.

The pedestrian realm in this neighborhood is dominated by vehicular accessways and surface parking lots. This vehicular support infrastructure compromises natural pedestrian circulation paths and limits landscaping and planting opportunities. The large, paved surfaces negatively influence the perceived quality of this part of campus and undermine the effectiveness of East Seventh Street as a primary campus gateway.

The architectural character of this neighborhood embodies a stylistic range that includes 1930s Collegiate Gothic, WPA Moderne, and Brutalist Modern. Most of the structures are large and express a monumental scale and mass appropriate for their functions.

Similar to the Historic Core, the Seventh Street - Cultural District possesses an eclectic mix of unique one-of-a-kind places that define the character and image of the neighborhood. Specific one-of-a-kind places of note include the following:

- Fine Arts Plaza
- Cox Arboretum
- Wildermuth Walk
- Woodlawn Field
- Collins Quad

## EXISTING QUALITIES

- Monumental civic proportions
- Overlapping vehicular and pedestrian traffic patterns
- Formal, classical landscapes mixed with romantic picturesque landscapes
- Open space and landscaping at Woodlawn Field and Cox Arboretum
- Large building footprints with symmetrically balanced façade elements
- Prominent surface parking lots



Cox Arboretum

### DEVELOPMENT OPPORTUNITIES

The Seventh Street - Cultural District's role as a primary gateway and campus main street imparts heightened emphasis on development opportunities to ensure that campus image, access, and functionality support these essential purposes. It is imperative that new spaces and structures promote academic, civic, and student life interests without overwhelming or undermining the established milieu.

New development opportunities will focus on reinforcing East Seventh Street's primary gateway function, enhancing the pedestrian realm, revitalizing student life and recreational facilities, and improving environmental quality. Building initiatives will selectively insert new structures into established precincts and complete the building framework for this neighborhood. Renovations and additions to existing buildings will address underutilized structures and focus on improving amenities, increasing pedestrian access, and enhancing campus image. Pedestrian realm initiatives will de-emphasize vehicular infrastructure and promote improved

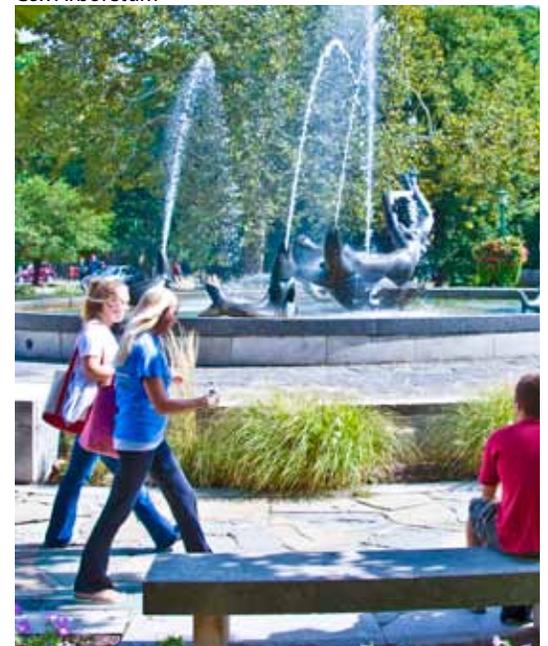
streetscapes, new green spaces, and public gathering places. Environmental improvements will address deficiencies in Cox Arboretum.

### DEVELOPMENT OBJECTIVES

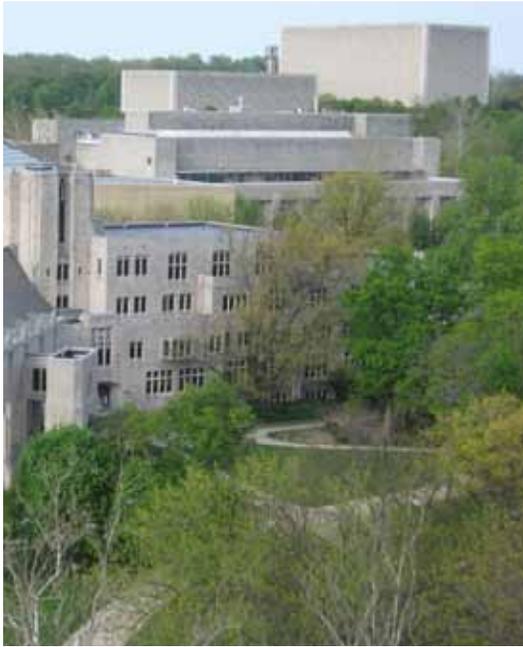
- Reinforce the primary campus gateway.
- Improve the pedestrian realm along East Seventh Street.
- Strategically implement new buildings and renovations.
- Develop high-quality open spaces and gathering places.
- Enhance student life and recreational facilities.
- Supplement existing cultural infrastructure.
- Improve environmental quality.



Cox Arboretum



Showalter Fountain



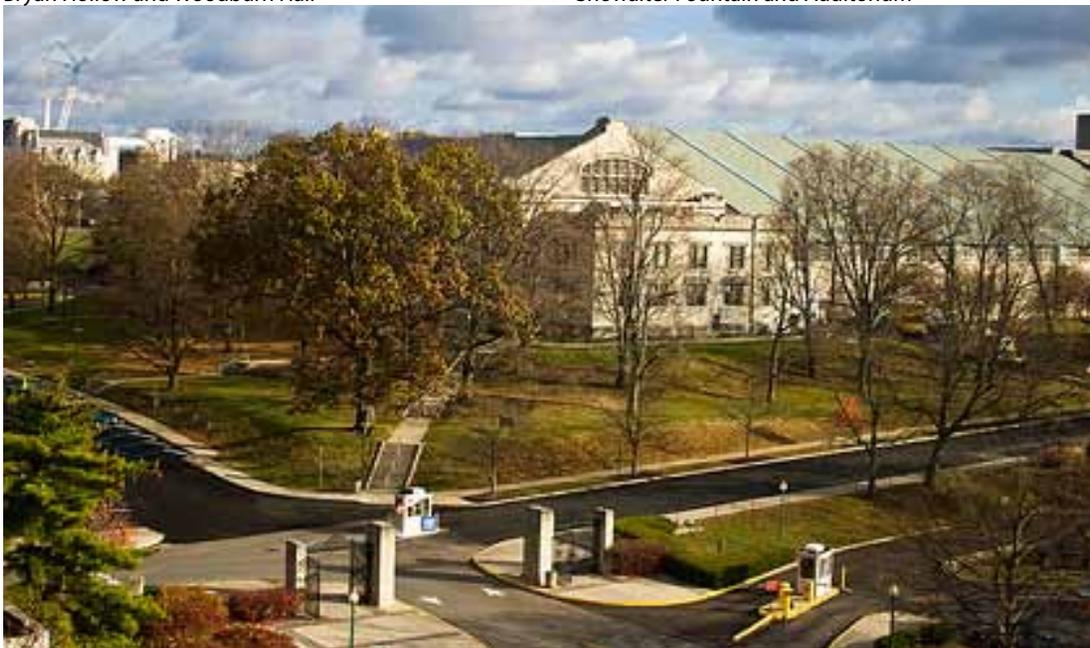
Bryan Hollow and Woodburn Hall



Cox Arboretum and Wells Library



Showalter Fountain and Auditorium



East Seventh Street Intersection

## **BUILDING INITIATIVES**

### **Indiana Memorial Union**

The Indiana Memorial Union (IMU) dominates this part of campus with its sprawling Collegiate Gothic wings and iconic vertical towers. The IMU has historically symbolized the center of student life on the Bloomington campus while serving as an emblematic anchor to the storied campus. Renovating the IMU and redeveloping the area immediately adjacent to it will enhance this neighborhood's coherence and solidify it as a formal gateway. Adding critical retail amenities and improving IMU's internal and external circulation will better serve its many patrons and ensure its future relevance.

### **Academic Office and Classroom Building**

Decommissioning the parking lot at North Woodlawn Avenue and East Seventh Street will provide a site for a multi-story academic office and classroom building, possibly accommodating Informatics, Mathematics, Computer Science, general administrative offices, or liberal arts programs.

A building at this location can frame a ceremonial plaza opening onto East Seventh Street and reinforce the campus gateway experience by providing a formal gathering and meeting place adjacent to the highly active East Seventh Street corridor. The architectural composition of the framing building can further enhance the gateway definition by formally complementing the monumental scale and presence of the IMU. Any new structure in this prominent location must present a powerful, dignified image that is both progressive and emblematic of the core values of Indiana University. Its composition must carefully relate to the established aesthetic character of the neighborhood without diluting the presence or integrity of the existing structures. The lower levels of the structure can be configured to actively engage the plaza and adjacent streetscape. Highly transparent porous façades can connect interior public spaces to the plaza and provide venues for high-quality retail and dining establishments. The upper levels can be reserved for office space with small seminar spaces, and the lower levels can be dedicated to

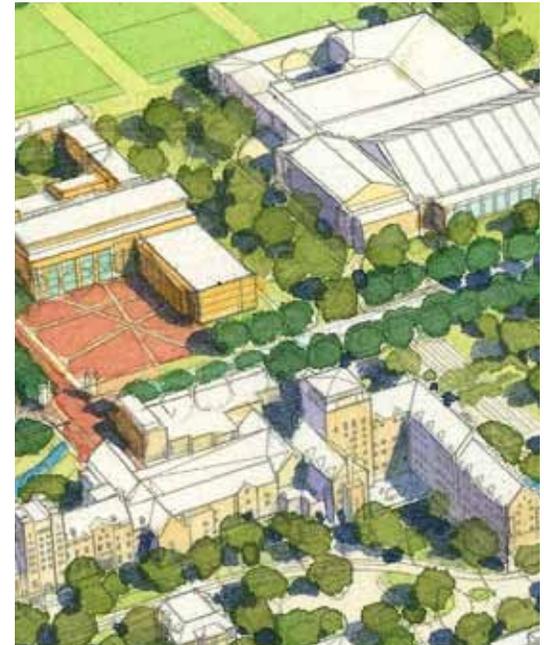
overflow parking for the IMU. This structure can serve as the terminus to the proposed North Woodlawn Avenue “Alumni Walk” and incorporate a bus transit station in the lower level parking area.

#### **International Studies Building**

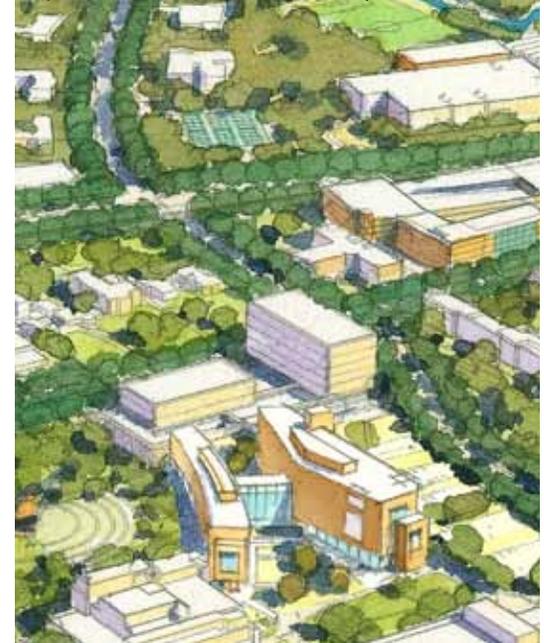
Site selection and conceptual planning for the new International Studies Building (ISB) is complete. The new structure will occupy the southeast corner of Cox Arboretum on an existing surface parking lot between the Radio/Television Center and the Wells Library. A new addition to the Wells Library and Cox Arboretum will bracket the new structure to the north and west.

#### **East Eighth and Ninth Streets at North Woodlawn Avenue**

A new student residence hall quad will occupy the site north of the proposed classroom office building along North Woodlawn Avenue. Residence halls at this location are envisioned to be low-rise structures comparable in character and scale to the collection of buildings that form



Proposed East Seventh Street Gateway and Plaza



Proposed International Studies Building



Collins Quad



Indiana Memorial Union



Indiana Memorial Union Lounge

Collins Quad. Locating student housing in this area can dramatically enhance student housing options and promote a dynamic mixed-use environment for the neighborhood.

### University Courts Neighborhood

The established 9-square-block neighborhood defined by North Indiana Avenue, East Seventh Street, North Woodlawn Avenue, and East Tenth Street is envisioned as an enhanced residential neighborhood, complete with front porches, stoops, brick-lined streets, and gas lamps. This area is set amongst large street trees that convey a timeless quality and create a sense of enclosure. This neighborhood can be developed as a residential district for faculty and visiting professors. A new structure west of North Woodlawn Avenue and north of East Eighth Street is proposed to complete the residential-scale neighborhood fabric along the campus edge. This structure can be occupied by small programs or administrative functions and should be similar in scale and character to the recently completed Hutton Honors College. Building design for this structure

should conform to the proportions and setbacks of the established residential neighborhood and reinforce the campus boundary by not competing in size, scale, or monumentally with buildings on the main campus.

### RENOVATION INITIATIVES

#### Indiana Memorial Union Renovation

Beyond the new building initiatives in the Seventh Street - Cultural District, several significant renovations are envisioned. The most critical is the renovation of the IMU. Serving as a beacon within the campus and the city of Bloomington, the IMU is the one structure that best represents the image and values important to Indiana University. Its outward impression is that of a dignified academic institution grounded with a rich historic tradition. The facility's interior, however, lacks the clarity and stateliness of its exterior.

The IMU has never had a significant overall renovation. Over the years, portions of the facility have been incrementally renovated with minimal unifying coordination. As a result,

the current facility lacks the coherence and functionality found in more contemporary student union facilities. The renovation will endeavor to repurpose the IMU to be more effective and relevant to current student needs while re-establishing its interior hierarchy to align with its distinguished iconic exterior. Renovation efforts within the IMU will focus on supporting large group meeting facilities and providing new high-quality student life amenities.

A careful study of the internal and external service functions and circulation should be conducted. As the visual terminus of the North Woodlawn Avenue corridor, the IMU service area at a minimum should be screened with high masonry walls and operable gates, in a style consistent with the IMU's architectural design. The service drive should be redesigned as a combined service and pedestrian space with lighting, landscaping, and special paving that can better accommodate pedestrian circulation and occasional truck access. The IMU's north face should engage the street with new

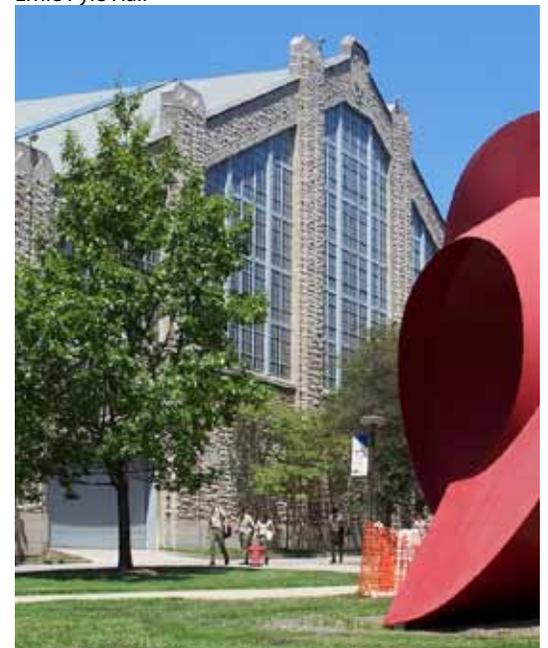
pedestrian walks and outdoor terraces fronting East Seventh Street and the Jordan River.

### **Ernie Pyle Hall**

Another significant renovation is the proposed conversion of Ernie Pyle Hall to a new Indiana University Visitor's Center and bookstore. The structure's prominent location along the East Seventh Street corridor demands a more engaging and interactive use. Renovation of this structure can also include new high-quality retail and dining venues. Relocating the School of Journalism to another facility can allow for a radical conversion of Ernie Pyle Hall into an accessible and open structure that will anchor this primary campus gateway. An addition at the western end of the building will create a new monumental entry at the terminus of the new North Woodlawn Avenue corridor. Ernie Pyle Hall's limestone façades can be modified to improve the building's street-level interactivity by retrofitting large glass openings between the existing limestone piers.



Ernie Pyle Hall



Indiana Arc and Wildermuth Intramural Center



Proposed East Seventh Street View Looking Toward North Woodlawn Avenue

### **Wildermuth Intramural Center**

A planned exercise facility addition to the Wildermuth Intramural Center will further activate the street-level experience in this area by adding a new transparent façade to the south face of the structure. This addition is planned to provide aerobics and strength training facilities behind large bay windows that overlook the East Seventh Street corridor. The large windows will allow borrowed light to pass through the exercise space into the existing intramural activity spaces through new large interior openings.

### **New Fine Arts Plaza Café**

Explore the feasibility of adding a café/bistro to the Fine Arts Plaza area (possibly as an addition to the north façade of the Auditorium) to add a high quality restaurant venue that will enhance the cultural experience.

### **OPEN SPACE INITIATIVES**

Open space improvements for the Seventh Street - Cultural District focus on the creation and renovation of a series of carefully proportioned streetscapes and open spaces.

### **Alumni Plaza**

The most significant of the proposed open spaces is the new plaza at the intersection of North Woodlawn Avenue and East Seventh Street. Mass transit and high pedestrian and vehicular traffic will activate this space and make the plaza a natural meeting place. The plaza should convey an open and welcoming gesture and function as a primary orientation point on campus. It should be gracious and comfortable, and support both large group gatherings as well as casual intimate interactions.

### **New Campus Green**

In addition to the proposed plaza, a new signature green space will replace the existing surface parking lot between the IMU and Woodburn Hall. A new landscaped green space near the highest volume corner of pedestrian traffic on campus can provide a much needed exterior environment that will promote gathering opportunities and enhance the pedestrian experience. The new Campus Green can be configured to provide more convenient direct access to the IMU from the heavily used pedestrian paths to the east. The displaced parking spaces can be reallocated beneath the new classroom office building planned at North Woodlawn Avenue and East Seventh Street. This structured parking can take advantage of the grade difference west of HPER, entering at grade on East Seventh Street and tuck into the hillside south of the recreational fields at East Ninth



Wildermuth Walk Prototype



East Seventh Street

Street. Future parking facilities east of North Jordan Avenue and along the railroad corridor will augment the existing surface parking spaces that remain within the district.

### **STREETSCAPE INITIATIVES**

Enhancing the streetscape along North Woodlawn Avenue and East Seventh Street is a top priority. Reinforcing the pedestrian link between the new plaza and new Campus Green can include outdoor seating, improved street lighting, comfortable walking surfaces, and shading street trees. Additional streetscape amenities can be focused around the intersection of North Woodlawn Avenue and East Seventh Street to supplement wayfinding and orientation at the gateway threshold.

#### **Wildermuth Walk**

Cox Arboretum warrants additional streetscape improvements between its location and the East Seventh Street corridor to link the cultural hub of campus with this natural amenity. Enhancing the pedestrian walkway between the Wildermuth Intramural Center and the

Indiana University Art Museum can provide this connection.

Though not originally intended as a campus walk, there is significant pedestrian traffic on the service drive between the Wildermuth Intramural Center and the Indiana University Art Museum. This route should be re-designed as a primary pedestrian corridor, with improved paving, lighting, and site furniture, while providing limited access for service vehicles and accessible parking north of the museum. The modest addition to the Wildermuth Intramural Center should be visible and accessible to this walkway.

### **INFRASTRUCTURE INITIATIVES**

#### **Chilled Water System**

New chilled water production capacity will be needed at the CCWP to accommodate the proposed new structures in this neighborhood.

#### **Steam and Condensate System**

Capacity at the Central Heating Plant (CHP) is adequate to accommodate the proposed

new structures, but steam and condensate distribution piping improvements will be required to serve the new buildings.

#### **Electrical System**

New circuits from the Switching Center are required to serve structures east of North Woodlawn Avenue. Structures west of North Woodlawn Avenue will be served by Duke Energy.

#### **Telecommunications System**

New duct bank will be required for additional capacity on North Woodlawn Avenue. Otherwise, existing telecommunications duct bank trunks are adequate to support the plan.

#### **Water System**

Water distribution is adequate for domestic uses; analysis is needed to understand capacity for fire protection. Water service to the structures east of North Woodlawn Avenue will be served from the University's system. Structures west of North Woodlawn Avenue will be served by City utilities.

#### **Stormwater System**

As new buildings are developed, infiltration facilities should be incorporated to increase the quality of the stormwater flowing further downstream. Existing buildings and parking lots should be analyzed to determine whether infiltration facilities can also be incorporated as development occurs.

A large stormwater retention box lies under the area proposed for the below-grade parking structure. Further analysis is needed to determine whether the lowest floor elevation of the proposed parking structure conflicts with this device.

A large underground detention facility is proposed beneath the athletic fields east of North Woodlawn Avenue and south of East Tenth Street. This detention facility will help control the quantity of stormwater heading to the Jordan River from the neighborhoods to the north and east.

#### **Sanitary Sewer System**

Several existing sanitary sewer lines cross the Jordan River in this neighborhood. Many of these crossings are above grade and have contributed to the erosion of the stream banks. A major relocation of the sanitary sewer in this neighborhood will serve to enhance the sanitary sewer system as well as the river corridor. This relocation can occur just east of the new Campus Green, run north to East Seventh Street, and continue west to North Indiana Avenue where it will turn south and tie into the existing sanitary sewer system.

#### **Proposed Below-Grade Parking Structure**

Depending on its design and floor elevation, the proposed below-grade parking structure at East Seventh Street and North Woodlawn Avenue may impact chilled water, steam and condensate, sanitary sewers, storm sewers, electrical, water, and telecommunications systems in the immediate area. Further study will be required.



Wildermuth Intramural  
Center Addition

Campus Green

Indiana Memorial Union  
Renovation

New Residence Halls

New Academic/  
Classroom Building

Alumni Plaza

Ernie Pyle Addition  
and Renovation

Hutton Honors  
College

Proposed Aerial View Looking Southeast Over North Woodlawn Avenue at East Seventh Street



Woodburn Hall



Indiana University Art Museum



Indiana Memorial Union

## ARCHITECTURAL GUIDELINES

New building projects in the Seventh Street - Cultural District must reinforce the neighborhood's gateway and main street functions while respecting and complementing the established architectural context.

On-campus structures must promote a monumental civic image emblematic of Indiana University and embrace the landscaping and land planning principles of the Historic Core. Off-campus structures must conform to the established scale, density, and materiality of the surrounding residential neighborhood and respect defined campus boundaries.

Similar to the Historic Core neighborhood, new designs must embody a spirit and character of their time and not imitate established architectural styles. Façades must express a coherent architectural expression that respectfully relates to the diverse stylistic context.

Limited designated building areas and large building programs necessitate a delicate approach to the immediate context around

new structures. New designs must respectfully engage existing buildings without undermining the established aesthetic character or quality. Building massing must promote balanced configurations that express monumentality, dignity, and elegance while minimizing perceived bulk. Building façades will be limestone and celebrate the weight and massiveness of the material with bold fenestration accentuated by delicate subtle details.

All new development must support and enhance the pedestrian experience by activating public space with ground level accessibility and transparency. Highly active programmatic functions, retail venues, and dining establishments should be located to stimulate the streetscape and adjacent gathering spaces.

Renovations to the IMU and Ernie Pyle Hall must respect the integrity of the original structures and promote the development objectives of the neighborhood. The renovations should promote a new vitality that supports student life initiatives and adaptively reinvents existing spaces and façades.

### Objectives

- Reinforce primary campus gateways.
- Complement established architectural context.
- Support and engage the pedestrian realm.
- Maintain and promote a monumental civic gesture.
- Extend the land planning principles of the Historic Core.
- Maintain the established durable materials palette.
- Revitalize underutilized structures through renovation and adaptive re-use.
- Promote environmental sustainable design principles.

### Primary Materials

- Façades: Variegated Indiana limestone – random ashlar, panelized, and cubic
- Roof Shapes: Sloped roofs with Vermont slate – minimum 1:1 slope
- Glazing: Clear low E glazing with aluminum framing and divided lites
- Site Walls: Dry laid or mortared limestone



Lilly Library



Wildermuth Intramural Center



Auditorium



New Campus Green

**BUILDING AND RENOVATION INITIATIVES**

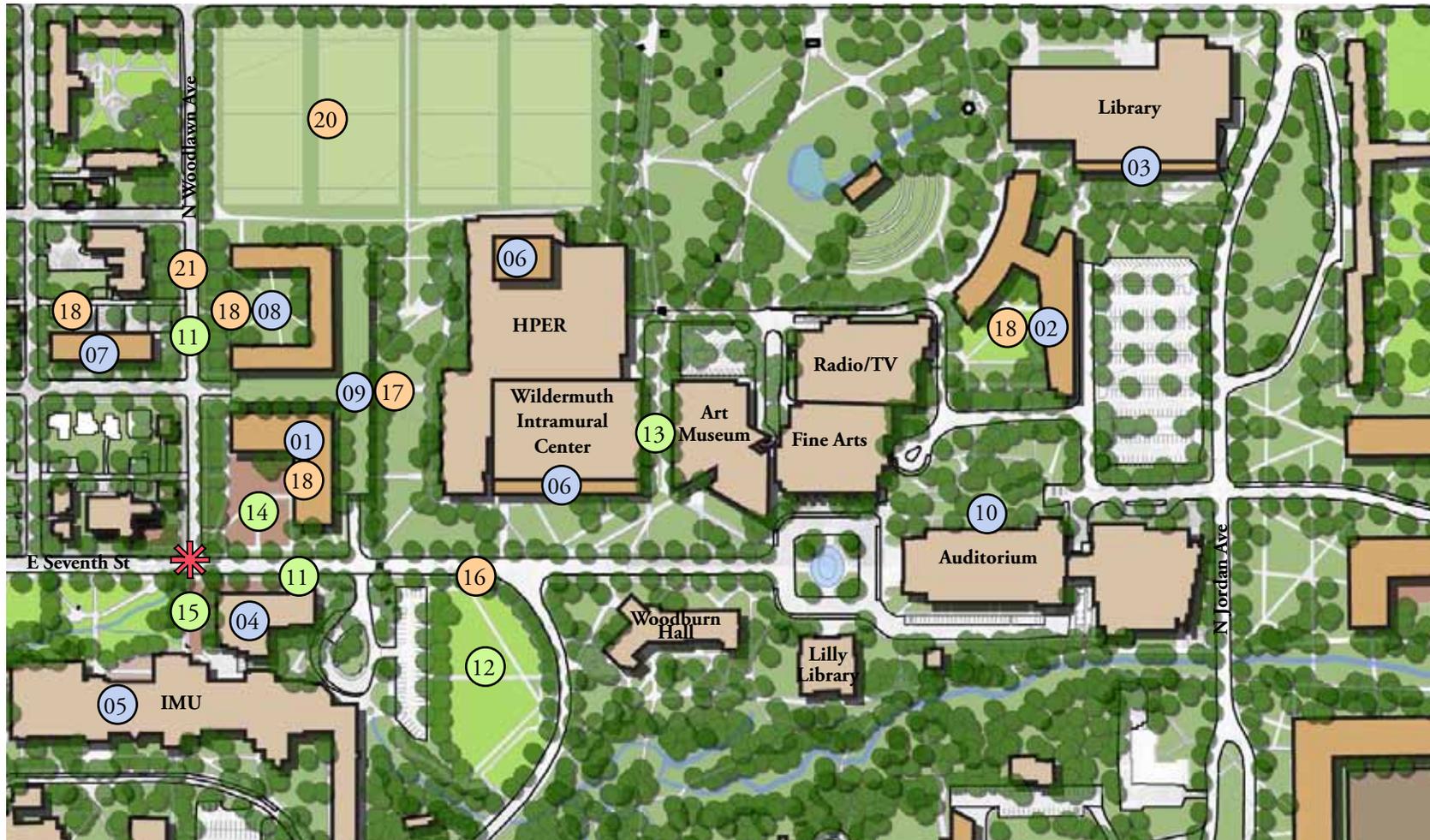
- 01 Academic Office and Classroom Building
- 02 International Studies Building
- 03 Wells Library Addition
- 04 Ernie Pyle Hall Repurpose, Addition, and Renovation
- 05 Indiana Memorial Union Renovation
- 06 Wildermuth Intramural Center Addition
- 07 University Courts Infill Building
- 08 Student Housing Quad
- 09 Below-Grade Parking Structure
- 10 Explore Potential for New Café/Bistro

**OPEN SPACE INITIATIVES**

- 11 East Seventh Street and North Woodlawn Avenue Enhanced Streetscape
- 12 New Campus Green
- 13 Wildermuth Walk
- 14 Alumni Plaza
- 15 New Public Space

**INFRASTRUCTURE INITIATIVES**

- 16 Reroute Sanitary Sewer to East Seventh Street
- 17 Potential Construction Impact on Multiple Services
- 18 New Chilled Water and Steam Capacity
- 19 New Circuits Required for All New Buildings from Existing Switching Center
- 20 New Stormwater Retention Vault
- 21 New Duct Bank



Seventh Street - Cultural District Plan

**KEY**

-  Existing Building
-  Building Opportunity
-  Parking Opportunity
-  Gateway Opportunity