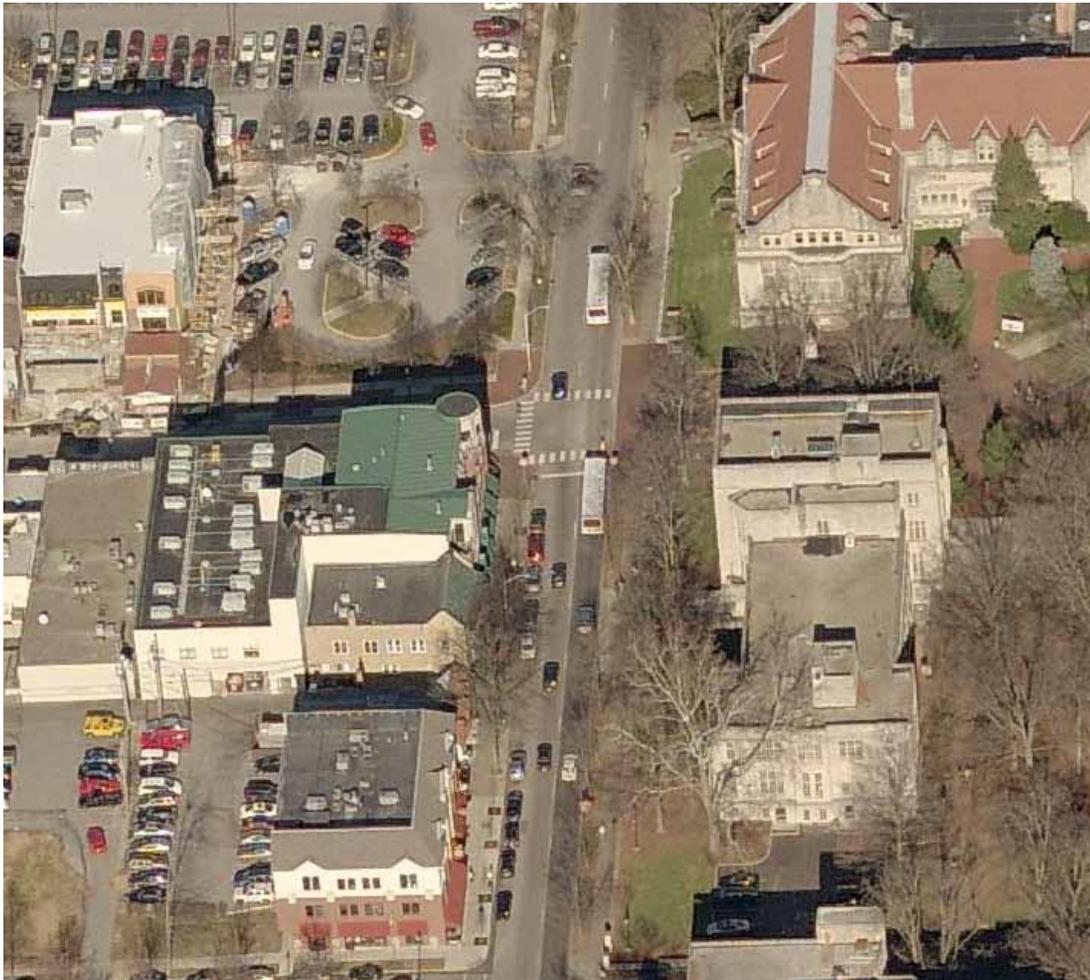


NEIGHBORHOOD 3: UNIVERSITY EDGE



Aerial View of North Indiana Avenue

EXISTING CHARACTER

The University Edge neighborhood represents the primary town/gown interface between the campus and the city of Bloomington, and functions as a transitional zone between the traditional academic campus and the distinctly different commercial/retail and residential districts of the surrounding city neighborhoods. North Indiana Avenue and East Third Street create a seam between the campus on one side and the community opposite, and are characterized by two land use and architectural conditions: the boundary of the academic campus and the retail/commercial edge on North Indiana Avenue, and the academic boundary and largely residential edge on East Third Street. The campus perimeter along North Indiana Avenue and East Third Street maintains an exemplary and coherent campus edge; however, the community edges vary in their quality and character.

North Indiana Avenue

The campus's western boundary is defined by the area between North Indiana Avenue

and North Dunn Street. This campus edge is primarily characterized by high traffic volume and 2- to 3-story commercial/retail establishments surrounded by surface parking lots. Bloomington's primary commercial and social corridor, East Kirkwood Avenue, extends westward from this edge, providing the primary link between traditional downtown Bloomington and the University.

South of East Kirkwood Avenue, mixed-use commercial and retail structures form a pleasant urban streetwall, fronting directly onto the pedestrian right-of-way. Directly north of East Kirkwood Avenue, North Indiana Avenue is a fragmented zone of surface parking lots and a few poorly maintained residential structures, up to East Seventh Street. This 2-block frontage is directly opposite Dunn Meadow and misses an important opportunity to frame this significant open space as a complement to the University's academic setting. Redevelopment of the blocks between North Dunn Street, North Indiana Avenue, East Kirkwood and East Seventh Street would strengthen the University Edge identity, better link campus to the Poplars Building west of North Dunn Street, and provide another gateway opportunity.

North of East Seventh Street, the neighborhood transitions to traditional 2- and 3-story detached homes occupied primarily by university students and faculty.

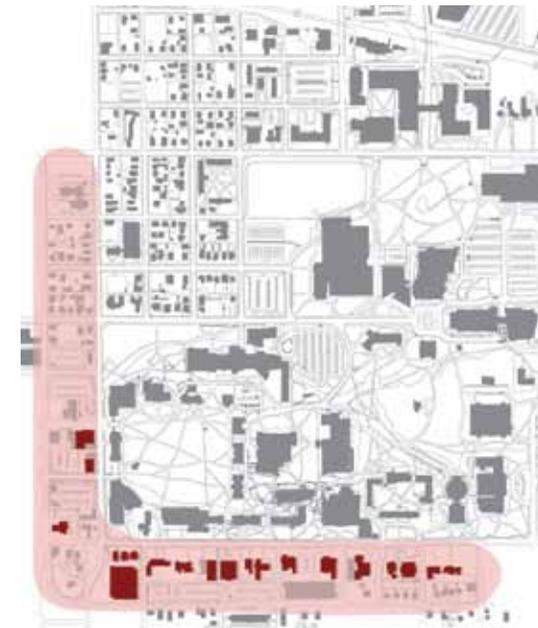
The University buildings that front North Indiana Avenue are large, dignified limestone structures that maintain a modest street setback. Their monumental scale and distinguished landscape setting establish a dominant academic presence in the neighborhood. Framed within this academic edge is a primary pedestrian gateway that aligns with the East Kirkwood Avenue corridor. This gateway is formally celebrated by the Sample Gates and offers views into the core of campus that are among the most scenic and picturesque in Bloomington. It is appropriate that this gateway often serves as the first impression of Indiana University to visitors.

East Third Street

The southern boundary of campus is defined by the area between East Third Street and East Atwater Avenue. This edge is distinctly different from the western edge of campus and is characterized by generous building setbacks and open, mature landscapes on both sides of East Third Street. The street character along this corridor is reasonably complete with minimal gaps in the neighborhood fabric. The broad



Retail Along North Indiana Avenue



University Edge Area Map



Sample Gates

setbacks complement the academic structures and amplify Indiana University's civic presence within the community. Large fraternity and sorority houses formally address the campus and make up the majority of the structures along the southern face of East Third Street. A few small academic buildings reside between the fraternity and sorority houses in this area. Parking structures and surface parking lots that serve students, faculty, and staff occupy most of the area south of the Greek housing along East Atwater Avenue. These parking facilities support the academic core and generate significant pedestrian traffic along and across East Third Street.

A small commercial area at the intersection of East Third Street and South Jordan Avenue is a mix of 1- to 2- story buildings. The lack of a consistent streetwall (such as on North Indiana Avenue) dilutes the poignancy of the East Third Street corridor and compromises the quality of an important southern gateway to campus. This 2-block area could present an opportunity in the long term for



North Indiana Avenue



East Third Street



North Indiana Avenue



North Indiana Avenue

redevelopment of retail and residential mixed-use in a more compact and urban form.

EXISTING QUALITIES

- Primary interface between campus and the city of Bloomington
- Clearly established streetscapes and setbacks
- Well-defined mature landscape setbacks

- Small-scale 2- to 3-story commercial/retail and residential structures
- Diverse material palette including limestone, brick, concrete, stucco, and wood siding
- High volume pedestrian and vehicular corridors

DEVELOPMENT OPPORTUNITIES

Development in the University Edge neighborhood should maintain the existing street character by reinforcing the scale, formal composition, and materiality found within the established context. New initiatives should complement the University edges by promoting existing conditions and closing gaps in the neighborhood fabric. New development should assimilate into the neighborhood's vernacular aesthetic and not compete in scale, quality, or sophistication with the traditional campus buildings or landscape settings. Promoting the established neighborhood character will maintain the strength of the campus edges and enduring first impressions of Indiana University.

Development along the western edge of campus should continue the established urban commercial/retail corridors by decommissioning the surface parking lots and encouraging the construction of replacement parking structures. New development should be oriented toward students and campus visitors and provide quality amenities that are not currently available in this area. New structures should promote active streetscapes with ground-level retail and dining. Building configurations should emulate the scale, massing, and vernacular aesthetic found on North Indiana and East Kirkwood Avenues.

New parking structures should be carefully configured and screened with occupied buildings whenever possible to maintain neighborhood character and active street life.

Since minimal development is envisioned for the southern edge of campus, the East Third Street corridor should remain essentially unchanged. Construction of new academic buildings should be focused in the academic core and discouraged along the southern edge of East Third Street.



Proposed North Indiana Avenue and East Seventh Street View

Improvements and expansion of the parking infrastructure may be warranted as development occurs within the academic core.

DEVELOPMENT OBJECTIVES

- Maintain and reinforce the established neighborhood fabric.
- Supplement retail and commercial amenities.
- Promote mixed-use development where appropriate.
- Improve parking resources adjacent to campus.
- Enhance commercial and retail amenities.

BUILDING INITIATIVES

North Indiana Avenue Frontage

New mixed-use infill development on North Indiana Avenue can replace surface parking, creating a more urban edge with ground level retail, across from campus. The northwest corner of North Indiana and East Kirkwood Avenues, across from the Sample Gates, could accommodate a new Student Welcome Center,

providing an orientation point for prospective students and parents to learn about academic programs, student life, and admissions policies. Guided tours could be initiated from this location, starting at the Sample Gates and into the Old Crescent and historic core. Convenient parking could be provided via a new parking deck on 6th Street and North Dunn, minimizing traffic coming into the core of campus.

North Indiana Avenue and East Seventh Street

Redevelopment of this critical corner across from Dunn Meadow can provide another significant gateway and mixed use opportunity for the University. This site could cater to smaller conferencing and social functions as an overflow venue to the IMU, serving both the University community and town. Its prime location and views to Dunn Meadow make this a desirable location for a higher and better use than the few worn residential structures that currently exist. Redevelopment of this block would also create a stronger pedestrian and visual linkage to the Poplars Building on East Seventh Street. Close to the campus core, the Poplars Building could be renovated as new office space for administrative functions.

McCalla School - Graduate Fine Arts Studio

The McCalla School provides studio space for sculpture within the School of Fine Arts. The open lot on the north end of the block at East

Tenth Street and North Indiana Avenue provides an opportunity to construct a new Graduate Fine Arts Studio and student lofts, expanding the arts focus of this site. This new facility could also consolidate functions currently housed in structures that will be affected by future development north of East Tenth Street, such as the Graduate Printmaking building and the Fine Arts Annex. Along with potential faculty offices, artist studios, and graduate student lofts, the new facility could include street level amenities such as a high quality coffee/food establishment, and a faculty- and student-run commercial art gallery, helping to activate the block and create a social focus in the neighborhood.

Parking Structure

As the surface parking lots along the North Indiana Avenue edge are developed, a new parking structure may be necessary to serve existing demand along with the new conference facility and anticipated IMU parking needs. The parking structure could also serve student admissions and the Visitor's Center and provide easily accessible parking adjacent to the campus core.

STREETSCAPE INITIATIVES

As new development fills in gaps along North Indiana and East Kirkwood Avenues, care must be taken to ensure that active urban streetscapes are promoted and maintained. In addition to activating street life with ground-level retail

and food establishments, appropriately-scaled plantings, lighting, and street furniture will be needed to enhance the street environment. Unique paving materials will also be encouraged.

INFRASTRUCTURE INITIATIVES

None of the proposed structures for this neighborhood are likely to connect to any Indiana University utility systems except telecommunications. All of these new facilities are on the perimeter of campus and represent opportunities for service from Duke Energy (power), Vectren Corporation (natural gas), AT&T (fiber optics), and the City utilities (water, sanitary, and storm).

Stormwater System

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



Atwater Parking Garage

ARCHITECTURAL GUIDELINES

New construction in the University Edge neighborhood will continue the existing diverse aesthetic context and promote variety and individual architectural expression. New buildings must assimilate into the urban or residential context of their particular site and respect established neighborhood conditions and setbacks. New designs should complement established academic structures along North Indiana Avenue and East Third Street while not competing with them in scale, expression, or sophistication.

North Indiana Avenue

New structures along the North Indiana Avenue corridor must support mixed-use commercial office and retail programs, and focus highly active public functions along street-level façades. Streetscape design must promote ground-level interaction and provide public spaces and amenities that support social interaction.

Building designs should emulate the scale, proportions, and configurations of existing

commercial and retail buildings along North Indiana Avenue and East Kirkwood Avenue, and around the Courthouse Square.

East Third Street

New structures along the East Third Street corridor must continue the established scale and character, and promote the distinctly residential quality of the architectural context. New building programs must support small-scale building massing and minimize the need for large, bulky structures. Established setbacks must be respected and enhanced with appropriate landscaping and social spaces.

Parking Structures

New parking structures must minimize their impact in the neighborhood context and promote interactive street life whenever possible. Commercial/retail structures can be integrated into parking facilities to screen views and provide a more dynamic and appropriate interface along public corridors.



Sample Gates



East Third Street

Objectives

- Continue existing diverse architectural character and scale.
- Accentuate the difference from academic core structures.
- Complete contextual neighborhood gaps.
- Encourage various building materials and aesthetic expressions.
- Promote ground-level transparency and street-level engagement.
- Minimize prominence of structure parking.

Primary Materials

- Façades: Various façades of limestone, brick, stucco, and wood siding, as appropriate
- Roof Shapes: Flat roofs with minimal architectural expression
- Glazing: Clear low E glazing with aluminum framing
- Streetscape: Street furniture and amenities in urban areas



East Third Street



Proposed North Indiana Avenue and East Third Street View



Recommended University Edge Demolition Plan

■ Buildings Recommended for Demolition

BUILDING AND RENOVATION INITIATIVES

- 01 Mixed-Use Commercial/Retail
- 02 Student Welcome Center
- 03 Potential Dunn Meadows Gateway Site
- 04 McCalla School (Fine Arts Annex)
- 05 Parking Structure

STREETScape INITIATIVES

- 06 Streetscape Enhancements Along North Indiana Avenue and East Third Street

INFRASTRUCTURE INITIATIVES

- 07 Public Utilities Service for All New Buildings



University Edge Plan

- KEY**
- Existing Building
 - Building Opportunity
 - Parking Opportunity