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1. Overview

**PURPOSE:** The purpose of the gateway planning study was to:
- Create a front door experience for the University.

**OBJECTIVES:** The objectives included:
- Create a memorable entry experience that connects all of Iowa State University.
- Improve way–finding and destination identification with signage and visual markers.
- Reinforce & communicate the Iowa State University culture, values, and identity with signage, landscaping, gateway structures, graphics, and pylons.
- Establish a family of materials that develop continuity and can be repeated in other significant locations.

**SCOPE:** The study focused on two areas:
- Primary area of study
  - South Campus Gateway
    - Highway 30 and Elwood Drive Interchange
    - Elwood Drive from Highway 30 to Lincoln Way
      — This includes the destinations of: Reiman Gardens, Jack Trice Stadium, Alumni Center, and the Iowa State Center.
- Secondary area of study
  - Highway 30 from Elwood Drive to I–35
  - I–35 north and south of Highway 30

**PARTICIPANTS:** Those who participated in the planning efforts included:
- Committee Members
  - Cathy Brown, Campus Planner
  - Carole Custer, Director, University Marketing
  - Jeff Johnson, Director, Alumni Services
  - Warren Madden, Vice President, Business & Finance
  - Teresa McLaughlin, Director, Reiman Gardens
  - Dean Morton, AIA, University Architect
  - Mark North, Executive Director, Iowa State Center
  - Dan Saftig, President & CEO, ISU Foundation
  - Bruce Van de Velde, Athletic Director

The Iowa State University South Gateway Planning document summarizes the results of a multi–day planning workshop and a series of meetings conducted at Iowa State University during May and June of 2005.
• Presidents Cabinet
  › Gregory Geoffroy, President
  › Ben Allen, Provost & Vice President Academic Affairs
  › Warren Madden, Vice President, Business & Finance
  › Jeff Johnson, Director, Alumni Services
  › Dan Saftig, President & CEO, ISU Foundation
  › Bruce Van de Velde, Athletic Director
• Branding Consultant
  › Kent Mauck, Mauck Groves Branding & Design

**PROCESS:** The gateway planning process included:

• Data Collection
  › Meetings with committee members
  › Meetings with those who have destination facilities along the Elwood Corridor
  › Meeting with City of Ames representatives
  › Meeting with Iowa Department of Transportation representatives (This meeting was conducted by the University.)
• Conceptual Brainstorming
  › Testing concepts with the committee
• Refinement of concepts
  › Testing refinements with committee
  › Testing refinements with individuals and representatives from administration, Athletics, Reiman Gardens, ISU Foundation, and Alumni Association.
• Further refinement of concepts and overview by Branding Consultant.
• Presentation to President Geoffroy and the President’s Cabinet
• Final refinements
• Draft Report
• Final Report

**TARGET AUDIENCES:** The gateway planning specifically targeted messages to:

• First time visitors
  › Potential Students / Parents
  › Event Participants
    – Concerts
    – Performances
    – Athletic Events
    – Reiman Gardens
The messages to communicate about Iowa State University include:

- Descriptors of Iowa State University
  - Is a very special place.
  - Has a sacred central campus.
  - Has a strong sense of place.
  - Is about people of the land.
  - It looks like a college campus.
  - It’s connected.
  - You feel you are under the trees.
  - You feel back home at a new home.

- Qualities and Characteristics
  - Welcoming and Friendly
  - Warm and Inviting
  - Reveal the surprise
  - Pride
  - Tradition
  - Integrity
  - Timeless
  - Breathtaking / WOW
  - Excellence
  - Discovery
  - Green and Sustainable
  - Soothing
  - Unique
  - Park Like
› Active
› Vibrant
› Relaxed
› Comfortable
› Familiar
› Beautiful
› Openness
› “Large enough for all your dreams, small enough for you.”
2. Analysis of Existing Campus

One of the stated desires of the planning committee was to bring some of the unique qualities of central campus to the Elwood corridor to introduce the visitor to campus, a “front door” experience. In order to do this, the planning team prepared an analysis of central campus, of Elwood Drive corridor, and of the I–35 to Elwood visitor experience.

The analysis revealed the following:

- Central Campus qualities to attempt to replicate on Elwood Drive corridor
  - Outdoor rooms
    - Existing buildings and landscapes work together to create marvelous open spaces and intimate outdoor rooms.
    - Pedestrians pass thru the middle of some rooms and along the edge of others providing a variety of experiences.
  - Vertical Icon
    - The buildings and trees that create central campus are of a consistent height. The horizontal line created by these elements is broken by one strong vertical element, the Campanile.
    - This element creates a unique icon symbolic of Iowa State University.
  - Limestone and Brick
    - The core of the Iowa State University campus consists of buildings that are predominantly limestone. These are some of the oldest buildings on campus. The next buildings out from the core are brick construction.
    - These two building materials make up the dominant and historic materials on campus.
  - Public Art
    - Iowa State University has a major public art collection that is evident throughout campus. The concept of public art needs to be further enhanced and promoted.

- Elwood Drive corridor qualities
  - Open space
    - Elwood Drive has no defined outdoor rooms. The corridor along Elwood is extremely open and communicates a much different feel than central campus.
  - Buildings
    - The buildings along Elwood are predominantly concrete and have a very large scale. The buildings tend to dominate over the less mature and sparse landscape.
As a visitor travels from I–35 to Elwood Drive to gain access to the Iowa State University campus, he or she will rely on signage. The University would like to strengthen the way–finding information along highway corridors.

The Elwood / Highway 30 interchange is identical to the other interchanges along Highway 30. This makes it difficult to recognize the exit as the primary access point to this major University.

– The City of Ames plans to upgrade several exits on Highway 30 over the next few years. The improvements will include landscaping and lighting. These improvements will be led by the members of the adjacent district. Iowa State University has a desire to influence this entrance to the University and Ames community.
3. Concept Plan

The following text and exhibits represent the recommended integrated plan for signage, landscaping, gateway structure, materials, and public art for improvements to the South Entrance to Iowa State University.

**SPECIFIC RECOMMENDATIONS:**

- **Campus Gateway Structure**
  
  Currently, visitors on Elwood Drive see buildings that appear to be part of a University, but no indication that they have arrived on campus.
  
  - A campus gateway structure should be constructed on Elwood Drive north of Mortensen Road.
  
  - A gateway structure will reassure visitors that they have arrived at the University.

- **Directional Signage**
  
  - Signage should be upgraded to enhance way-finding.
  
  - This needs to begin on I–35 and extend to the Memorial Union.
  
  - This includes signs by IDOT and by the University.

- **Common Palette of Building Materials**
  
  - A common palette of building materials should be used for elements of the plan that are constructed along Elwood Drive.
  
  - This palette should consist of:
    - Limestone and brick for major elements, art pedestals, and screen walls
    - Concrete and metal for directional signage
    - Concrete and brick pavers for plazas

- **Landscaping**
  
  - Landscaping should be improved throughout the corridor from Highway 30 north to Lincoln Way and then west to Beach.
  
  - The landscaping should be used to create “outdoor rooms” consistent with central campus and to create a memorable and well maintained look along this major entrance to campus.
  
  - A series of “Grant Wood” landscapes and earth forms should be used to visually direct visitors from the Highway 30 interchange to Lincoln Way. These are both sculptural and functional, serving as native grass areas that promote water absorption into the soil, minimize runoff, and minimize mowing, therefore encouraging sustainable practices.

- **College of Veterinary Medicine Entrance**
  
  There is currently confusion resulting from the signed entrance to VMRI part of the College of Veterinary Medicine from Elwood Drive. Frequently visitors use this access point which brings them near support buildings and buildings housing animals with infectious diseases.
It is recommended that this entrance be closed and all College of Veterinary Medicine traffic be routed to South Sixteenth and then to the College.

The new entrance for the College of Veterinary Medicine should incorporate brick and limestone walls with signage, lighting, and landscaping. The new entrance should also incorporate turning lanes to improve safety.

**Special Features**

**Reiman Gardens**
- Currently, the garden atmosphere of Reiman Gardens stops at the fence surrounding it. It is recommended that the garden experience begin in the parking area with a landscaped vehicular drop-off, that landscaping be used to visually screen views of maintenance buildings, that brick and limestone walls replace metal fencing at Elwood Drive to better focus views, and that significant new brick and limestone signs be incorporated to announce the Garden entrance.

**Jack Trice Stadium**
- Enhancing the spectator experience is a goal of all major spectator venues. Jack Trice Stadium currently lacks adequate restrooms and concessions, and could be improved with functional, and visual enhancements. New ticket gates are recommended east and west of the stadium. These gates need to be functional while celebrating Cyclone tradition and creating a memorable experience. New ticket, concessions, and restrooms are recommended at a major south plaza. This location creates a symbolic front door to the stadium for all visitors using Elwood Drive. It is recommended that the All American grove remain, but that individual plaques be moved to a more visible location east and west of the Olson / Jacobsen building in new All American walls of fame.

**Hilton Coliseum**
- It is recommended that Hilton Coliseum also receive spectator experience enhancements. A new "champions plaza" is proposed south of Hilton. This plaza recognizes national and conference champions, creates a fan gathering point, and improves fan experiences by minimizing pedestrian and vehicular conflicts and eliminating inadequately sized pedestrian tunnels.

**Bike Paths**
- Additional bike paths, trails, and sidewalks are needed along the Elwood Drive corridor to improve pedestrian and bicycle access.

**Banners**
- Banners are recommended as part of new lighting and landscaping in the Elwood Drive corridor.
- Drive median. Banners provide an opportunity to keep the University message fresh and vibrant.
  - Pedestrian Crossings
    - A pedestrian tunnel under Elwood Drive is suggested to improve safety during football games. A tunnel will separate pedestrian and vehicular traffic.

- Public Art
  - Iowa State University has a world renown public art collection.
  - This gateway plan proposes to extend that collection from campus to the south campus entrance to enhance the visitor experience.
  - Art pedestals would be constructed along the Elwood Drive corridor to display artwork and to further connect the south entrance to central campus.

- Partnerships
  - A project like this touches many groups and requires coordination and collaborative planning with the City of Ames and the State of Iowa.
  - The University should begin to work with the City on Elwood Drive median and lighting concepts.
  - The University should continue to work with the DOT on signage at I–35 and Highway 30.
  - The University should research opportunities for funding of Highway 30 landscaping from other sources.

- Elwood Drive name change
  - It is recommended that the University work with the City of Ames to change the name of Elwood Drive to a name that better relates to the University. This would greatly assist visitors with identifying the exit leading to campus.
    - Consider names such as:
      - University Boulevard
      - Iowa State University Boulevard

- Iowa State Center name change
  - It is recommended that the name Iowa State Center be phased out and replaced with reference to the building uses on this part of campus.
  - The name Iowa State Center does not adequately reflect the buildings that comprise the center and is confusing to first time visitors who feel this name is leading them to the center of campus.
  - Other parts of campus do not use “zone” designations (ie.: there is not an Engineering Zone or an Agriculture Center).
  - Consider reference to building functions, such as:
    - Performing Arts, Arena, and Conference Center
• Common Palette of Building Materials
  › A common pallet of building materials should be used for elements of the plan that are constructed along Elwood Drive.
  › This palette should consist of:
    – Limestone and brick for major elements and walls
    – Concrete and metal for directional signage
    – Concrete and brick pavers for plazas
KEY
A- Boulevarid of Tests for Football Games
B- New Landscape & Entry Feature
C- Signs for Reiman Gardens
D- Artwork
E- Stone Wall
F- Entrance Signs to Reiman Gardens
G- Entrance Sign to Stadium
H- Extension of Reiman Fence with Plastic Grass Panels
I- 18’ Tall Limestone & Brick Gateway at Primary ISU Gateway Elements with 6’ High sign wall Also, Crossing Elevate, Change of Paving Pattern/ Material to Roadway
J- New Bars, to Create Transitions or Confinements of Outdoor Rooms
K- New South Stadium Entrance Plaza, Landscaping, Concessions, and Restroom Buildings
L- New Parking & Drop Offs & Landscape Visual Screen
M- Water Feature at Entrance to Reiman Gardens
N- New Sidewalks and Paths
O- Expand Maintenance Building for Reiman Gardens & Stadium
P- New College of Veterinary Medicine Entrance
Q- All American Grove
R- New Ticket Booths and Entrance Gates
S- New Iowa State Center Sign & Message Board
T- New Hilton Memorial Board
U- Eliminate Central Drive and Add Plaza with Vehicular Drop Off
V- Secondary Gateway Elements
X- Iowa Department of Transportation Sign
Y- Visitor / Information Center
Z- All American Wall of Fame
4. Improving Way–finding

The following exhibits showcase those elements of the plan that are intended to improve way–finding for the first time visitor. Although their primary purpose may be to improve way–finding, these have also been designed to be consistent with the desired University identity.

Exhibits include:
- Main Gateway Entrance Feature
- Intersection of Lincoln Way and Elwood Drive
- Secondary Markers
- Directional Signage
- Iowa Department of Transportation Signs
- I–35 Signage
- Reiman Gardens Signage
- Hilton Coliseum Message Boards
**Key Reference Letter:** Not shown on illustrative plan. This sign type is reserved for I–35.

**Element:** Large Vertical Sign

**Concept:** Improving the visitor experience and helping way–finding actually begins many miles from campus. Most visitors use I–35 as they come to Iowa State University. Therefore, it is important to incorporate elements along I–35 to help them find Iowa State University and to also promote the University to all who travel this busy interstate.

It is proposed that a major sign be located north and south of Ames on I–35. This sign will have several purposes:

- **Improve Way–finding**
  - The sign should clearly indicate which exit to use.

- **Communicate the University Message**
  - The sign and landscaping need to convey Iowa State University identity attributes.
  - The message could be changed annually by using standard billboard graphic technology.
  - The sign is large enough to accommodate graphics and text information.

**Design Guidelines:** *Vertical Sign at I–35*

- **Vertical Orientation**
- **14’ wide x 48’ tall**
- Standard billboard frame for use with changeable printed graphics on vinyl
- Raised planter bed at base (pedestal for sign)
- Landscaping (low maintenance native species)
- Lighting
- Purchase or lease land
Key Reference Letter: C

Element: Sign for Reiman Gardens

Concept: Although the primary goal of the study is to help visitors find the Iowa State University campus, there is confusion on how to find Reiman Gardens. This requires special signage. The proposed signage would be consistent with other University signage.

Design Guidelines: Ground Mounted Directional Signs
- Same sign materials as Iowa State University existing Standard
- Concrete form with metal sign
- White lettering on metal sign
- Upper and lowercase letters
- Approximate size 5' x 5'

Traffic light mounted directional signs
- Metal sign attached to overhead traffic signals

Light pole or pole mounted sign
- Metal sign attached to light poles and/or free-standing poles
Key Reference Letter: F

Element: Entrance Sign to Reiman Gardens

Concept: Visitors have a difficult time finding the entrance to Reiman Gardens. A major new sign celebrating the entrance is proposed as part of this plan. This sign also hides a major gate used to close off parking areas prior to football games.

Design Guidelines: Fence and Sign at Elwood Drive

- Sign
  - Add new sign at Elwood Drive / South 16th Street intersection
  - 8’ H x 50’ Long Limestone and Brick
  - Pin mounted stand off metal letters with lights inside
  - Sliding Gate hidden behind sign

- Fence
  - Add new metal fence to match existing
  - Apply to fence decorative cut metal in prairie or flower pattern

- Landscaping
  - Use landscaping to create a backdrop for sign

View from South Sixteenth looking toward Stadium.
**Key Reference Letter:** G

**Element:** Entrance Sign to Stadium

**Concept:** This large sign provides visitors with a name for the large stadium they are observing. It also is used to hide a major gate which is used to close off the parking prior to football games.

**Design Guidelines: Sign**
- Add new sign at Elwood Drive / South 16th Street intersection
- 8’ H x 50’ Long Limestone and Brick
- Pin mounted stand off metal letters with lights inside
- Sliding Gate hidden behind sign
- Landscaping
  - Use landscaping to create a backdrop for sign.

View from South Sixteenth looking toward Stadium.
**Key Reference Letter:** I

**Element:** 18' Tall Limestone and Brick gateway as Primary ISU Gateway Element with 6' High sign wall. Also, Crossing Elwood, Change of Paving Pattern / Material on Roadway

**Concept:** Iowa State University currently lacks a single ceremonial entrance feature that lets visitors know they have arrived on campus. To help fill this need, it is proposed that a large gateway be constructed. An important part of this concept is to create a link to central campus. The gateway recalls materials and forms found on central campus.

The gateway is set in front of a grove of trees which again links to the strong sense of enclosure created by trees on central campus.

**Design Guidelines:** Main Campus Gateway

- **Vertical Elements**
  - Limestone & Brick
  - 18' tall

- **Sign Wall**
  - 6' high limestone and brick wall
  - Pin mounted metal letters with light behind
  - Copy to read: Iowa State University 1858 R5R
  - Brick or granite pavers at street surface

*Shown to the left are 3 concepts reflecting the conceptual character of the gateway element.*
Key Reference Letter: T

Element: New Iowa State Center Sign & Hilton Coliseum Message Board

Concept: To guide visitors to Scheman, CY Stephens, Fisher Theatre, and Hilton Coliseum, it is recommended that the Iowa State Center name be phased out to better reflect the types of activities located in this area and to eliminate current confusion that exists indicating that you follow this sign to find the center of the Iowa State University campus. Consideration should be given to naming the uses rather than the complex.

Hilton Coliseum needs messaging to promote activities and events they have scheduled. Two message boards are proposed to provide best coverage for all who travel past the coliseum.

Design Guidelines: Iowa State Center Sign & Message Board
- 8'H x 20' Limestone & Brick
- Pin mounted stand off metal letters with lights inside.
- Landscaping
  - Use landscaping to create a backdrop for sign.
- Message Boards for Hilton
  - 12' high x 12' long digital message board
  - Concrete base
Key Reference Letter:  U

Element:  New Hilton Message Board

Concept:  Hilton Coliseum needs messaging to promote activities and events they have scheduled. Two message boards are proposed to provide best coverage for all who travel past the coliseum.

Design Guidelines:  Message Boards for Hilton
   - 12' high x 12' long digital message board
   - Concrete base
**Key Reference Letter:** W

**Element:** Secondary Gateway Elements

**Concept:** After visitors have passed through the ceremonial campus entrance on Elwood, smaller versions of the tower would be used to guide visitors to the Student Union parking in the heart of campus. These strong visual clues would help improve the first time visitor’s experience and wayfinding.

**Design Guidelines:** *Secondary Markers*
- 12’ to 15’ tall vertical element
- 5’ tall wall
- Limestone & Brick
- Metal letter pin mounted on brick
- Landscaping
Key Reference Letter: X

Element: Iowa Department of Transportation Sign

Concept: The visitor’s experience begins miles from campus on Highway 30 and Interstate 35. Working with the Iowa Department of Transportation, changes should be made to their signs to help guide visitors to campus.

Design Guidelines: Iowa Department of Transportation Signs
- Standard DOT Signs
- Spell out Iowa State University on all signs
  
See next page for preliminary sign locations and wording.
**Key Reference Letter:** Y

**Element:** Visitor / Information Center

**Concept:** Visibility of this facility needs to be improved and information provided at the center should accommodate after hours visitors.

**Design Guidelines:** *Enhancements*
- Remove trees to improve visibility
- New outdoor directory for after hours use
- New signage
- New Landscaping
- Outdoor electronic Kiosk for directions
- Phone line to Department of Public Safety
5. Improving Impression and Image

The following exhibits showcase those elements of the plan that focus on improving the impression visitors have of Iowa State University as they enter campus from the south.

Exhibits include:
- Reiman Gardens Enhancements
- Stadium Enhancements
- Hilton Coliseum Enhancements
- Highway 30 Intersection Landscaping
- Elwood Drive Landscaping
- Lincoln Way Landscaping
- Integration of Artwork
- New Walks and Trails
- Pedestrian Crossing
- College of Veterinary Medicine Enhancements
**Key Reference Letter:** B

**Element:** New Landscape and Earth Forms

**Concept:** One of the key memorable elements of the existing campus is the open green space and landscaping. To extend this important trait to Elwood Drive, it is proposed that a fabric of “Grant Wood” like landscapes be used. These areas blend the green spaces from central campus with native grasses and sustainable design principles to create a unique entrance feature.

**Design Guidelines:** *Grant Wood Landscapes*

- 6’ wide mowed Kentucky blue or wide leaf fescue
  - This mowed area recalls central campus while also symbolically connecting to the mowed ditches prevalent in Iowa’s rural areas.
- 36’ wide premium prairie seed similar to Love Grass (every third band is wild flowers)
  - This natural grass element makes direct reference to the original prairies that occupied Iowa and provide a great sustainable design element that requires minimal maintenance while promoting maximum water absorption by the ground.
- 3’ wide band of Miscanthous (5 gallon stock) planted 4’ on center
  - This element clearly shows that the landscape has been man–made and adds artistic appeal.
**Key Reference Letter:** D

**Element:** Artwork

**Concept:** Iowa State University is unique in its integration of art, landscape, and buildings. The University has a collection of art that includes numerous internationally renowned artists. It is the intent of this proposal to extend the art collection from central campus to the Elwood Drive corridor and the buildings that are located along Elwood Drive.

This could be accomplished in two ways:

1. Continued national and international sculptures located throughout the Elwood Corridor.
2. Create a series of art pedestals that would be used to feature a rotation of Iowa artists on an annual basis. This could showcase significant sculpture by staff, faculty, students, and other Iowa or regional artists.

**Design Guidelines: Elwood from South Fourth to Lincoln Way**

Art Pedestals / Platforms
- Concrete base 1’ tall x 4’ wide x 8’ long
- Lighting
Key Reference Letter: E

Element: Stone Wall

Concept: Reiman Gardens is a fantastic addition to Iowa State University. However, there are two opportunities for enhancements.

1. The noise from Elwood Drive can have a negative impact on visitors to Reiman. Installation of two 150 foot long stone walls will help minimize noise impact on the garden.

2. People driving by the Gardens often feel they can see everything they need to see from Elwood and therefore do not want to stop. Adding two long stone walls will result in more controlled views into the garden which will help entice potential visitors.

Hilton Coliseum currently has a major service area oriented toward Elwood Drive. A limestone wall is proposed to visually screen this area.

Design Guidelines: Stone Walls at Elwood Drive
Add Stone Walls
8’ high rough limestone walls 150’ long
Located 3’ in front of the existing fence / change fence to terminate into back of wall.

Landscaping
Additional trees are needed to screen the metal fence and to control and focus views from Elwood Drive and from inside the Garden.
Key Reference Letter: H

Element: Extension of Reiman Fence with Prairie Grass Panels

Concept: On football game days, there is a tendency for some spectators to cut across Elwood and then across the eastern end of the gardens’ property. This is a very unsafe condition. This proposal extends the Reiman fence to the east to encourage spectators to move to the Elwood / Sixteenth Street intersection to cross Elwood.

Design Guidelines: Fence at Elwood
  - Extend fence to northeast
  - Add decorative metal prairie panels to the fence
  - Landscaping
    - Add plantings along fence
Key Reference Letter:  J

Element:  New Trees to Create Transitional or Containment of an Outdoor “Room”

Concept:  One of the main features of the Iowa State University campus is the marvelous outdoor rooms that are created by an outline of trees and buildings. This concept of outdoor rooms is proposed to extend to the Elwood Drive corridor.

Design Guidelines:  Outdoor Rooms
Trees
1” caliber / 5 gallon container stock
Various types
Key Reference Letter: K

Element: New South Stadium Entrance Plaza, Landscaping, Concessions, and Restroom Building

Concept: The south entrance to the stadium currently lacks adequate concessions and restrooms, a sense of entry and doesn’t capitalize on the potential of the south face of the scoreboard. This concept proposes to create a new spectator plaza at the south entrance that incorporates restrooms and concessions. The plaza also features a large graphic on the back of the scoreboard that celebrates the upcoming football season.

Landscaping on both sides of the scoreboard help screen the underside of the south endzone bleacher seating. A sweeping roof over the ticket gates relates to the upward movement of the stadium and also provides some protection from sun at the ticketing area. This also creates a strong sense of entrance to the stadium.

Limestone or finished concrete material is proposed on the outside walls of the buildings to relate to other Elwood structures and masonry could be used on the stadium side of the buildings to relate to other support buildings within the stadium.

Design Guidelines: South Entry Plaza
   Concession / Restroom Buildings (40’ x 110’ each)
   Gates and Roof Canopy
   Plaza inside and outside of gates
   Landscaping
   Graphic on south side of scoreboard
Key Reference Letter:  L

Element:  New Parking, Vehicular Drop Off, and Landscape Visual Screen at Reiman Gardens

Concept:  The existing Reiman Gardens entrance contains a significant pedestrian / vehicular conflict. This plan proposes to create a dedicated drop–off area and reduces the conflict. Landscaping is also proposed to extend the “garden feel” into the parking area. Landscaping will also be used to visually screen maintenance areas to the west of the parking.

The existing and proposed maintenance building and yard is visible from the parking area. It is desired that this be screened with landscape to eliminate this undesirable view.

Design Guidelines:  Parking / Entry

Parking
- Reconfigure parking
- Re-align road extending to west
- Add drop off area
- Landscaping
- New walks extending to the north
- New landscape screen

Entry
- New walks extending to the north
- New landscape screen

View of Butterfly Pavilion from Drop Off area.
Key Reference Letter: M

Element: Water Feature at Entrance to Reiman Gardens

Concept: The existing entrance to Reiman passes over a creek. It is proposed that one or more retaining structures be constructed to hold water north and east of the butterfly pavilion. This would significantly improve the image of the buildings from the parking area.

Design Guidelines: Parking / Entry
Entry
- New walks extending to the north
- New landscape screen
- New ponds / water feature at entry

View of Water Feature from parking.
**Key Reference Letter:** N

**Element:** New Bridge Location

**Concept:** The entrance to the gardens has been relocated. The original entrance featured a pedestrian bridge over an existing waterway. It is proposed that the bridge be moved to the east to encourage use of underutilized land at the far northeast corner of the gardens.

**Design Guidelines:** *Bridge*
- Move pedestrian bridge
- Add new walks
Key Reference Letter: 0

Element: New Sidewalks and Paths

Concept: The Elwood Drive corridor is a popular walking, jogging, and biking area. To encourage this activity, it is proposed that several areas along Elwood Drive, Beach Avenue, and South 4th Street have new sidewalks and trails constructed.

Design Guidelines: 
- **Walks**: 8’ New concrete walks
- **Trails**: 8’ New asphalt trails
**Key Reference Letter:**  P

**Element:**  Expand Maintenance Building for Reiman Gardens & Stadium

**Concept:**  Reiman Gardens and Athletics are both in need of additional space for maintenance equipment, storage, and bins for soil / sand storage, etc. It is proposed that the existing maintenance building for Reiman Gardens be expanded to provide this needed space.

**Design Guidelines:**  *Maintenance Building Expansion*  
   Building  
   Double size of building  
   Double size of material storage area / work yard
Key Reference Letter: Q

Element: College of Veterinary Medicine Entrance

Concept: Create a new entrance to announce the College of Veterinary Medicine.

Design Guidelines: College of Veterinary Medicine Entrance
Sign
- 8'H x 30'L limestone and brick (2 walls)
- Pin mounted stand off metal letter with lights inside
- Landscaping
  - Use plantings to create a backdrop for sign
**Key Reference Letter:** R

**Element:** All American Grove

**Concept:** The football stadium currently includes an All American Grove of trees as part of the walks immediately outside the stadium. The recognition plaques are flush with grade and many have been lost or damaged. Therefore, it is proposed that the All American recognition be removed from individual trees and incorporated in a more public celebratory manner.

A new All American Plaza is proposed on the west and east sides of the Olson Building. These locations get significant pedestrian traffic. The plazas would include construction of 3’ high limestone walls engraved with “All Americans” on the vertical face. The top of the wall would include engraved names or plaques recognizing All Americans.

The existing grove would be improved with new fencing, walks and additional groves of trees in parking and general grounds.

**Design Guidelines:**

- Existing All American Grove
  - Remove chain link fence and replace with black Omega fence
  - Remove All American Plaques and relocate to north entry plaza
  - Replace Asphalt walk with new asphalt walk with concrete border

- North Entry Plaza
  - Add 3’ H All American walls with names engraved in top
  - Assume 400 LF of limestone or concrete wall
**Key Reference Letter:** S

**Element:** New Ticket Booths and Entrance Gates

**Concept:** The existing east and west ticket booths to the stadium are deteriorated and in need of replacement. These entrances to the stadium are intended to be improved and used to enhance the look and feel of the stadium. The concept calls for two ticket booths and each gate with a canopy over the ticket area and metal “cyclone” sculptures atop each ticket booth.

Ticket booths would be limestone or concrete to match other stadium features.

**Design Guidelines:** *East and West Ticket Entries*
- 8’ x 8’ Ticket booth
- Canopy
- Gates
- New Concrete and brick pavers at Ticket Plaza
- Site Furnishings
- Landscape Enhancements
**Key Reference Letter:** V

**Element:** Eliminate Raised Center Drive South of Hilton and Add Plaza with Drop Offs

**Concept:** To improve pedestrian flow to Hilton and to improve the event experience, a concept was proposed which eliminated the tunnel under Center Drive and lowered Center Drive. This improves pedestrian movement toward the Coliseum. A large plaza was conceived on the south side of Hilton to receive the large numbers of spectators and to separate pedestrian and vehicular traffic. Existing parking capacity is retained.

The plaza could include: Athletic Champions markers which would honor conference or national championships, flags to create a festive environment, CY statue to create new traditions before games, etc. The plaza would also provide a nice area for tailgating tents or receptions.

**Design Guidelines: South Plaza**
- Remove raised Center Drive and Pedestrian Tunnel
- New Plaza
  - Concrete and Pavers
  - 40 – 20’ flag poles / banner poles
  - Athletic Champions Markers (4’ tall limestone or concrete)
  - Benches & Site Furnishings
  - Power for Tents
  - Tent Sites
  - Cy Statue
  - Walks
  - Landscaping
  - Lighting
- New Parking
  - Parking East and West of Plaza
  - Parking and Road South of Plaza

**Landscaping**
- Parking Area
- Trees
- Grasses at Swales
6. Design Elements
ICONS / MARKERS
IMPROVE WAYFINDING AND CONVEY DESIRED IDENTITY

TRAFFIC LIGHT MOUNTED DIRECTIONAL SIGNS

IOWA STATE UNIVERSITY

ENTRANCE SIGN

ENTRANCE SIGN

MESSAGE BOARD

COLLEGE OF VETERINARY MEDICINE

REIMAN GARDENS ENTRANCE

I-235 VERTICAL SIGN

LIGHT POLE OR POLE MOUNTED SIGN

CAMPUS GATEWAY

DIRECTIONAL SIGNS

BUILDING SIGNS

BIRTHPLACE OF THE COMPUTER

EXIT 42

HILTON COLISEUM 7 PM TONIGHT
7. Cost Summary

The following exhibits show the total project costs to make the recommended improvements to the south entrance to Iowa State University.

The first exhibit summarizes the Elwood Drive landscaping and way–finding improvements. This shows that if this was bid as a single project the cost would be less than if constructed in phases over several years.

The second exhibit summarizes the costs for improvements at Hilton, the Stadium, Reiman Gardens and along Beach Avenue.
Total costs for Elwood Drive Enhancements
1. If bid as separate contracts: $4,950,000
2. If bid as one package: $4,350,000
8. Implementation Plan

The master plan improvements proposed can be implemented in several ways.

- Implementation Plan 1
  - Proceed with fundraising for landscaping and way-finding along Elwood. Bid this as one project. Estimated construction cost is $3.9 million.
  - Improvements to Reiman, Hilton, and the Stadium could follow as donors are identified.

- Implementation Plan 2
  - Proceed with fundraising for signage and way-finding. This appears to be the most important element to improve the first time visitor experience. Estimated project cost is $1,400,000.
  - Phase in landscaping improvements along Elwood. Estimated project cost is $3,000,000.
  - Improvements to Reiman, Hilton, and the Stadium could follow as donors are identified.