MARYLAND PARKWAY PRECINCT MASTER PLAN
UNIVERSITY OF NEVADA, LAS VEGAS

ROBERT A.M.
STERN
ARCHITECTS
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**Precinct Plan Summary**

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Since its founding in 1957, the University of Nevada, Las Vegas has developed exponentially, much like Las Vegas itself. The University has grown from a single classroom and administration building, Maude Frazier Hall, to a flourishing complex of buildings housing a student body of over 28,000 – primarily commuters (Fig. 1 and 2). Over the years additions to the campus have reflected changing pedagogical and social concerns, space demands, architectural trends, and the ever growing presence of the automobile. As the campus continues to grow, the University has chosen to develop a Precinct Plan for one of its front doors to the community: Maryland Parkway (Fig. 3). The Maryland Parkway Precinct Master Plan proposes strategies to organize the growth and development of this precinct of the campus over the next decades within the context of the University’s strategic goals, priorities, and commitments to the neighboring and developing community.
Precinct Plan Summary

Figure 3 Plan of Existing Conditions
Precinct Plan Summary

Goals

The Maryland Corridor Precinct Masterplan, of which this document is a summary, benefited from the participation of UNLV Planning and Construction, UNLV Administration, UNLV Alumni Relations, and The Vista Group with EDAW and was led by a consultant team of Robert A. M. Stern Architects of New York with SWA Group of San Francisco. During the planning process this team:

• Analyzed existing conditions on campus using existing documents, on-campus meetings with the project work group, and observations of current physical conditions.
• Studied current transportation, traffic, and parking conditions and assessed future needs within the parameters of UNLV’s current campus masterplan.
• Developed design options addressing the goals and vision of the campus.
• Examined strategies for phasing demolition and construction of new buildings.

On the basis of these analyses a precinct masterplan concept was developed and refined by exploring a range of options through an interactive and iterative process of on-campus presentation, review, and discussion (Fig. 4).

The precinct master plan creates image, ordered spaces, and clear circulation by following distinct guidelines regarding building configuration, building height, the linkage between outdoor spaces, the creation of a main gate, and the usage of landscape. The plan not only creates an enjoyable environment for the UNLV community, but also increases the gross building floor area (above that of the present UNLV masterplan for the precinct) by 254,838 square feet.

The masterplan proposes to slow traffic on Maryland Parkway creating a pedestrian-friendly precinct and intentionally removes vast parking lots from the “front door” of the campus. New parking is concentrated in the proposed parking structure to the south of the precinct with the exception of the proposed convenience parking at the main vehicular drop off in front of the Moyer Student Union.

The precinct masterplan’s basic recommendations were tested against the visioning goals set forth by UNLV and the project team. The goals include:

• Replace all current gross floor area and provide for future growth
• Create a “Wow” factor
• Acknowledge the Harmon Entry to the UNLV campus on Maryland Parkway
• Emphasize the Lied Library axis
• Engage the existing historic malls and the greater campus
• Strengthen the pedestrian crossings of Maryland Parkway
• Incorporate a reasonable vehicular drop off
• Accommodate accessible parking
• Increase visibility of the TAM Alumni Center
• Create a defined alumni outdoor space
• Create places for sculpture and art
• Develop a landscape language
• Incorporate sustainable design initiatives
• Develop a language for materials along Maryland Parkway
• Plan for logical phasing of the proposed masterplan strategy
Figure 4 Proposed Plan
The Maryland Corridor Precinct Masterplan envisions a strong University presence along Maryland Parkway and a hierarchy of axes that draw students and visitors through the campus. The objective of the precinct masterplan is to create a legible hierarchy of spaces and clear circulation through the campus while providing a variety of landscape and building experiences for people to enjoy. Following are guideline recommendations for the massing, materials, hardscaping, and landscaping for the Maryland Parkway Corridor Precinct.

Along Maryland Parkway, an allee of Southern Live Oaks begins to the south at University Road east of the Greenspun College of Urban Affairs and extends along Maryland Parkway to Cottage Grove Avenue to the north. This double row of street trees provides necessary shade along the sidewalk and creates a more pedestrian friendly experience for people along the edge of a very busy road (Fig. 5). The precinct masterplan suggests duplicating this landscape treatment on the east side of Maryland Parkway and adding a landscaped median with a single row of Southern Live Oaks. This consistent landscape palette transforms Maryland Parkway from a busy thoroughfare to a landscaped, pedestrian-friendly street, inviting pedestrians to come into the campus along the Maryland Parkway edge of the University. All plant materials are drought tolerant or have low-water requirements. The tree and shrub selections embrace the desert landscape palette while also providing a diversity of landscape experiences.

Figure 5 The Allee
A street frontage created by buildings is a key element in the transformation of Maryland Parkway from a “strip” with parking lots into an “urban boulevard.” The precinct masterplan creates a uniform “street wall” with a consistent street setback and building heights that maintain the five story height of the soon to be constructed Greenspun College of Urban Affairs (Fig. 6). The proposed buildings feature narrow floor plates allowing for use of natural daylighting within, in keeping with sustainable design principles, while creating and defining outdoor spaces and courtyards. The program of the lower floors of each building activates these outdoor spaces with a mix of public/private and academic activities.

The material palette of the proposed new buildings also takes its cue from the new Greenspun College of Urban Affairs and other new construction along Maryland Parkway such as the Moyer Student Union and Beam Music Center. A base of red sandstone serves to unify the UNLV street front along Maryland Parkway. Floors above are clad in emperor size buff brick as a consistent, economical, and sustainable material language for this face of campus. Windows mullions have a natural aluminum finish with low E clear glass (not reflective) as at the Lied Library on campus. Areas of glass curtain wall are used to create inviting entries and to define the main public areas of the buildings as well as to provide visibility for public/private uses at the base of buildings.
The major openings in the “street wall” of Maryland Parkway are accentuated by landscape elements that create inviting and attractive pedestrian entries to campus. Several bosques of Purple Robe Locusts serve as important east-west landscape connectors through the campus. These bosques extend from Maryland Parkway and draw pedestrians into the campus from the east. The bosques as a landscape feature provide flexible, usable space beneath a canopy of deciduous trees and can be further articulated with seat walls, planters, and benches to offer a variety of spatial experiences (Fig. 7). These multi-use spaces will be cool in the summer and warm in the winter, and can be used for events and functions as well as for casual seating.

The largest of the locust bosques is located at the East Entry Gateway pedestrian entry at Harmon Avenue where a large architectural arch punctuates the “street wall” and creates a strong UNLV presence along Maryland Parkway. A secondary bosque north of the Gateway bosque and to the east of the Alumni Center creates an Alumni Garden containing a series of paths and a courtyard space to display sculpture, act as break-out classroom space, or serve as a venue for alumni events. The axis set up by the Gateway Arch is terminated by a Tower feature located in the historic mall (Fig. 8).
A second main pedestrian entry occurs through a new courtyard north of Moyer Student Union. Here the “street wall” is broken by an east-west linear canopy of photovoltaic panels that strengthen the axis between Maryland Parkway and the Lied Library, serving not only as an indicator of pedestrian circulation, but also of the environmental efforts that the University supports. This canopy feature intersects an internal north-south axis accentuated by a double row of Southern Live Oaks similar to those along Maryland Parkway. This axis begins at the new Greenspun Hall main entry, passes in front of the new Moyer Student Union building, continues north to the Entry Gate Bosque, through the Alumni garden and terminates in the HAM Fine Arts Courtyard. As campus constituents circulate on campus to the Maryland Corridor precinct area, from parking lots to the north and south, this axis provides a landscaped, organized, and clear sequence through campus with periodic vistas to the historic mall and other campus and/or Las Vegas Strip features beyond.
Precinct Plan Summary

Along the proposed axes through the campus, there are several opportunities for desert landscape courtyards, each treated in a different way, but always using desert tolerant plant material. Some courtyards have stairs for seating adjacent to raised planters with mesquite trees and hesperaloe, while other courtyards, such as the desert courtyard at the Moyer Student Union, are treated as a desert botanical courtyard with the ability to allow rainwater to percolate before it reaches Maryland Parkway. The proposed buildings on campus beyond the street wall of Maryland Parkway can vary in height and massing to enhance these unique spaces.

The Maryland Parkway street wall breaks just north of Greenspun Hall creating an open expanse in front of the Moyer Student Union and Greenspun Hall. This marks the main vehicular drop-off for Maryland Parkway. The drop-off loop road allows enough space for cars to stack during high traffic intervals and provides handicap parallel parking on either side. The precinct masterplan also proposes ways to slow traffic on Maryland Parkway coordinating the placement of traffic lights and cross walks to create a pedestrian-friendly area, while allowing for efficient flow of traffic.

Aside from convenience parking for the handicapped located at the drop-off, this masterplan has made a conscious effort to remove parking from the “front door” of campus and to consolidate parking in the existing parking structure to the north and in a proposed parking structure to the south. In addition it is anticipated that in the future with coordinated private development on the east side of Maryland Parkway there will be opportunities for shared public/UNLV use of commercial parking structures on the east side of Maryland Parkway, emphasizing the importance of creating pedestrian friendly crossings at strategic points across Maryland Parkway. This assumption also highlights the need for creating enjoyable landscaped routes from parking venues to the existing and future buildings in the Maryland Corridor precinct.

In all respects this precinct masterplan is intended as a long term response to the University’s mission and goals, its campus, and its own institutional culture as well as an effort to work with the community to provide enhanced public/private opportunities on both sides of Maryland Parkway for the mutual benefit of the institution of UNLV and the interests of private development.
**Precinct Plan Summary**

**Guidelines**

**KEY FACTS**

University of Nevada, Las Vegas

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Appendix A
Analysis

MARYLAND PARKWAY PRECINCT MASTER PLAN
UNIVERSITY OF NEVADA, LAS VEGAS

ROBERT A.M.
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Appendix A

Analysis

MARYLAND PARKWAY PRECINCT MASTER PLAN
APRIL 11, 2006
UNIVERSITY OF NEVADA, LAS VEGAS
ROBERT A.M. STERN ARCHITECTS

LAS VEGAS, NEVADA

MAJOR THROUGH WAYS
MASTER PLAN SITE
AIRPORT
UNIVERSITY OF NEVADA LAS VEGAS
MAJOR HOTELS/CASINOS

CAESAR'S PALACE
BELLAGIO
MONTE CARLO
NEW YORK, NEW YORK
EXCALIBAR
LUXOR
MANDALAY BAY
CONVENTION CENTER
MIRAGE
TREASURE ISLAND
TROPICANA
UNLV

McCARRAN INTERNATIONAL AIRPORT
ALADDIN
MGM GRAND
PARIS
BALLY'S
WYNN
VENETIAN
HARRAH'S
IMPERIAL PALACE
FLAMINGO
BARBARY COAST

LAS VEGAS CONVENTION CENTER
HILTON
RIVIERA
CIRCUS CIRCUS
STARDUST
FRONTIER
FASHION SHOW MALL
FORUM SHOPS
SANDS
EXPO

SAHARA
RIO
HARD ROCK
TERRIBLE'S DESERT INN ROAD
TROPICANA AVENUE
FLAMINGO ROAD
SAHARA AVENUE
EASTERN AVENUE
MARYLAND PARKWAY
PARADISE ROAD
LAS VEGAS BOULEVARD
I-15
HARMON AVENUE
HARMON AVENUE

Aerial Photograph of Las Vegas

MARYLAND PARKWAY PRECINCT PLAN, UNIVERSITY OF NEVADA, LAS VEGAS
Aerial Photograph of Maryland Parkway Precinct
Appendix B
Precedents
Appendix B

Precedents

Yale University, New Haven, Connecticut
Appendix B

Precedents

Princeton University, Princeton, New Jersey
Appendix B

Precedents

University of Virginia, Charlottesville, Virginia
Appendix C
Existing Conditions

MARYLAND PARKWAY PRECINCT MASTER PLAN
UNIVERSITY OF NEVADA, LAS VEGAS

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SWA
Existing Conditions: Maryland Parkway Precinct
Appendix D
Options

MARYLAND PARKWAY PRECINCT MASTER PLAN
UNIVERSITY OF NEVADA, LAS VEGAS

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Appendix D

Options

Option 1: The Grand Arch

New Buildings: 482,646 sq ft
Demolished Buildings: 158,238 sq ft
Grant Hall: 126,715 sq ft
Growth: 200,693 sq ft

- Dramatic icon at entry is welcoming while still defining the campus edge
- Creates urban street wall on Maryland Parkway with mixed use opportunities
- Deflects Harmon axis
- Forms multiple quadrangles of varying sizes
- Tam Alumni retains Maryland frontage
- Allows drop off at Student Union

Option 2: The Meadow

New Buildings: 432,604 sq ft
Demolished Buildings: 158,238 sq ft
Grant Hall: 126,715 sq ft
Growth: 147,651 sq ft

- Creates large open green space on Maryland Parkway
- Accentuates Harmon axis with tower element
- Uses canopy to integrate Tam Alumni
- Creates large central quadrangle at MSU and north/south mall
- Uses street trees to define town/gown distinction

Option 3: The Spine

New buildings: 452,346 sq ft
Demolished buildings: 158,238 sq ft
Grant Hall: 126,715 sq ft
Growth: 167,398 sq ft

- Canopy enhances central axis to library entry plaza
- Strong emphasis on visible sustainability initiatives
- Creates defined yet permeable street wall on Maryland Parkway
- Forms intimate pockets of green spaces and plazas
- Uses drop-off to allow views into campus to visitors
Option 1: The Grand Arch
Option 1: The Grand Arch
Option 2: The Meadow
Appendix D

Options

Option 2: The Meadow
Option 3: The Spine
Option 3: The Spine
Appendix E
Proposed Master Plan

MARYLAND PARKWAY PRECINCT MASTER PLAN
UNIVERSITY OF NEVADA, LAS VEGAS

ROBERT A.M. STERN ARCHITECTS

SWA
Goals of Proposed Plan
Proposed Plan
Proposed Master Plan Diagram
Proposed Master Plan Views
Appendix E

Proposed Master Plan Views

HARMON VIEW

VIEW TO ALUMNI TOWER

VIEW FROM MSU NORTH
Proposed Master Plan Views
Appendix E

Proposed Maryland Parkway Precinct Plan, University of Nevada, Las Vegas

Parking Comparison Data

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36 short-term parking spaces (650 parking spaces to be provided in new parking garage)
Appendix E

Proposed

Maryland Parkway Precinct Plan, University of Nevada, Las Vegas
Appendix E

Proposed

Proposed Phasing on Existing Plan
Appendix E

Proposed Phasing on Proposed Plan

1. Frazier Gateway
2. Streetscape
3. Alumni Porch and Garden
4. Grant Hall
5. Grand Arch Building
6. Tower
7. South Buildings
Appendix F
Landscape

MARYLAND PARKWAY PRECINCT MASTER PLAN
UNIVERSITY OF NEVADA, LAS VEGAS

ROBERT A.M. STERN ARCHITECTS
SWA
Appendix F

Landscape Sections

SECTION THROUGH ALUMNI BOSQUE AND ALUMNI COURTYARD

SECTION THROUGH MARYLAND PARKWAY STREETSCAPE

SECTION THROUGH SECONDARY NORTH-SOUTH AXIS

SECTION THROUGH MSU GARDEN

Maryland Parkway Precinct Plan, University of Nevada, Las Vegas
Appendix F

Landscape Diagram
Appendix F

Landscape

Proposed Landscape Planting
Appendix F

Landscape

Proposed Plant Palette

Maryland Parkway Precinct Plan, University of Nevada, Las Vegas 50
Appendix F

Landscape Imagery

**Proposed Landscape Imagery**

- **NORTH-SOUTH CAMPUS CONNECTION - ALLEES AND HEDGES**
- **EAST-WEST CAMPUS CONNECTION - BOSQUES AND PASSAGES**
- **COURTYARDS - DESERT PLANTS AND TIPPED LAWN PLANES**
- **EXISTING CAMPUS - THE MALL AND INFORMAL COURTYARDS**
The Allee
Appendix F

Landscape

The Bosque