



University of Washington Campus Master Plan February 23, 2016 Online Open House – Summary

Background

The University of Washington is developing a new master plan to prepare for future growth and anticipated needs within the University’s current boundaries for the next 10-20 years. The project aims to, among other [goals](#), promote a safe, walkable, bikable, and accessible public realm and create a strong connection to the waterfront. It is expected to be complete in spring of 2018.

The online open house intended to inform the public and seek input on the preliminary design ideas for the four sectors of campus. It allowed participants to connect by phone and Internet to view and hear the presentation, ask questions, and make comments. The event provided a digital platform for the university to present Master Plan information and early design concepts, and to solicit feedback from participants. A [recording](#) of the session was posted to the project website for anyone who missed it. The team plans to host several more online open house as the project progresses.

Event Information

Host: University of Washington
Date & Time: Tuesday, February 23, 2016, 12 – 1 p.m.
Location: University of Washington, University Tower, T-22

Project Representatives

Rebecca Barnes, University of Washington
Theresa Doherty, University of Washington
Leslie Stark, University of Washington
Romil Sheth, Sasaki Associates
Rhiannon Sinclair, Sasaki Associates
Tyler Patrick, Sasaki Associates

Project Support

Chris Hoffman, Stepherson & Associates Communications
Kate Reizner, Stepherson & Associates Communications



Event Overview

Over one hundred ninety people initially registered, 109 logged into the online open house, and 91 stayed logged in throughout the duration of the event, which lasted about 45 minutes. Participants listened to the project team through their phones and viewed the presentation on their computer screens. Together, Theresa and Tyler kicked off the presentation, providing context for the Master Plan and encouraging participants to provide comments and ask questions. Tyler summarized all aspects of the Master Plan, offering, through the slide deck, numerous renderings of early concepts. The presentation covered information regarding the Central, West, South, and East campus plans, as well as the shoreline access plan.

The team posted six questions to participants, which were answered via the chat window:

1. What are your thoughts on the proposed new development throughout the campus?
2. Does the concept of maintaining the central core of campus largely as is make sense to you?
3. Do you think we have achieved the right balance of growth and open space in the west campus?
4. What do you think about increasing space between buildings on South Campus to better connect the public to the waterfront?
5. What do you think about the development ideas in East Campus (on the E1 parking lots and golf driving range) and the land bridge that connects the Burke-Gilman Trail to the Union Bay Natural Area?
6. What do you think about the potential new waterfront access points and ideas for improving the existing shoreline?

Listeners provided comments and asked questions by typing into the text box. The team fielded the questions and comments as they came in. A total of about 88 questions and comments combined were received throughout the duration of the presentation.

Some listeners provided comments in response, which included:

1. "Overall I am positive about these developments"
2. "Yes, maintain central core;" "Yes"
3. "Yes if roadway access is maintained along current roadway;" "Looks ok..."
4. "This is a great idea. Not only will more pathways increase access to the shoreline, but it will also help those of us hosting events in the Health Sciences create more accessible building entrance points."
5. "Love the idea of increased access from old E1 area to main campus and also east to Union Bay area."



The majority of listeners who contributed to the discussion had questions rather than comments, which the team addressed at the end of the presentation. Questions included:

- How will bike and car shares be integrated into plan?
- Where will drivers park once E1 is no longer an option?
- How will pedestrians and students get around campus?
- How is the project team coordinating with City efforts?

Notification

The project team sent over 12,000 postcards to students, faculty, and residents within the UW Primary Impact Zone (encompasses approximately 10 blocks outside of the campus boundary). Additionally, two email blasts were sent to a listserv of over 1,090 people, which included the delegates and alternates on the City/University Community Advisory Committee (CUCAC). Finally, the team promoted the open house on social media via Facebook, Twitter, and Nextdoor posts during the two weeks leading up to the meeting, ran online and print advertisements in *The Daily*, published the event on the UW Today Event Calendar, ran notices in neighborhood newsletters (U District Partnership, DPD News You Can Use), and distributed 90 posters at locations around campus as well as in the U District.

The postcard mailer has a dark purple background with a faint aerial map of Seattle. On the left, the text 'SEATTLE CAMPUS MASTER PLAN' is written in white and yellow. At the bottom left, it says 'PLEASE JOIN US AND LEARN ABOUT THIS EXCITING PROJECT.' On the right, the text 'ONLINE OPEN HOUSE' is in white. Below that, it says 'February 23, 2016 @12PM SIGN UP AT: HTTP://TINYURL.COM/UWCAMPUSMASTERPLANUPDATE'. To the right of this text is a blue circular icon with a white mouse cursor. Below the sign-up information, it says 'Registering is easy! Log on and learn what we're planning for the future of the Seattle campus.' At the bottom right, it says 'FOR PROJECT INFORMATION PLEASE VISIT http://pm.uw.edu/' and features a large yellow 'W' logo.

Postcard mailer



UW SEATTLE CAMPUS
MASTER PLAN
ONLINE OPEN HOUSE

SIGN UP AT:
TINYURL.COM/UWCAMPUSMASTERPLANUPDATE



Tuesday
FEBRUARY
23

12:00PM

PLEASE JOIN US AND LEARN
ABOUT THIS EXCITING PROJECT.

Log on and find out what we're
planning for the future of the Seattle campus.

To request disability accommodation, contact the Disability Services Office at: 206.543.6450 (voice), 206.543.6452 (TTY), 206.685.7264 (fax), or email at dsos@u.washington.edu. The University of Washington makes every effort to honor disability accommodation requests. Requests can be responded to most effectively if received as far in advance of the event as possible, preferably at least 10 days.

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Print and Online Ad

UW Seattle CMP @UWCMP - Feb 22
Our online open house is tomorrow at noon! We hope you can join us.
#universityofwashington

UDistrictPartnership @UDPartnership
Sign up for the @UWCMP open house 2/23! ow.ly/d/4kNL
#UDistrict #universityofwashington #seattle

UW Seattle CMP @UWCMP - Feb 19
What could the #UW Seattle Campus look like 20 years into the future?
Join us online Tuesday at noon! tinyurl.com/uwcampusmaster...

UW Seattle CMP @UWCMP - Feb 17
Want to learn more about our vision for the future of the Seattle
Campus?bit.ly/1PGkozi

Twitter



UW Seattle Campus Master Plan
 23 February at 10:02 · 🌐

Today's the day! Our online open house starts at noon. There's still time to register: <http://www.tinyurl.com/uwcampusmasterplanupdate>

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UW Seattle Campus Master Plan
 22 February at 08:53 · 🌐

Our online open house is happening tomorrow at noon! We're excited to share preliminary concepts for the future UW Seattle Campus. Register here to join the discussion:
<http://www.tinyurl.com/uwcampusmasterplanupdate>

UW Campus Master Plan Update Online Open House
 Date: Tue, Feb 23, 2016, Time: 12:00 PM PST, Host(s): Chris Hoffman. Join us to learn about the University of Washington Seattle Campus Master Plan. Registering is easy! Log on and learn what we're planning for the future of the Seattle campus. This online event is an opportunity for you to learn ab...

CC.READYTALK.COM

71 people reached Boost Post

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UW Seattle Campus Master Plan Online Open House February 23 20h ago
 Leslie Stark from Madison Park

As the region continues to grow, the University of Washington needs to respond to the evolving needs of students, faculty and staff, and the local and global community. Join us for an online open house to learn about the Seattle Campus Master Plan project, see initial design concepts, and provide feedback.

Online Open House - February 23, 2016 @ 12PM

To register for our online event, visit <http://www.Tinyurl.com/uwcampusmasterpla...>

For project information or to sign up for our mailing list, visit our website: <https://pm.uw.edu/campus-master-plan>

2016 Seattle Campus Master Plan | UW Planning ...
 UNIVERSITY OF WASHINGTON

Edited 19h ago · Shared with Madison Park + 14 nearby neighborhoods in General

REPLY

Nextdoor



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Tuesday
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23

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11 x 17 Poster