

Eight Primary Initiatives

Building from the eight principles that provide the foundations for the Campus Plan, there are eight primary initiatives that will create and define the structure of the campus and provide the basis for moving forward. Together they will strengthen and support important places on the campus while it continues to evolve and change over the lifetime of the Campus Plan.

Initiative 1: Re-engage the Niagara Escarpment.

The Niagara Escarpment is one of the most striking elements of Brock University's campus. The relationship to the Escarpment needs to be redefined in a way that engages this unique feature as an integral part of the campus. The character of the Escarpment should be reintroduced to the campus along its edge through the use of native plant materials and naturalized landscaping. Buildings adjacent to the Escarpment should acknowledge and celebrate it through their materials, the positioning of windows and entrances and other design elements. Strong open space and trail connections should be introduced that define the Escarpment as a part of the campus and not as a boundary.

Initiative 2: Reinforce Brock Mall.

The original campus plan defined *Brock Mall* as an important structuring element on the campus. As such, it announces arrival at the University and acts as a formal counterpoint to the Niagara Escarpment and Lake Moodie. As the campus grows *Brock Mall* will take on even greater importance and should be reinforced to provide a compelling setting for new development extending south from existing academic buildings. It should also provide a focal point for the campus open space network.

Initiative 3: Expand and reinforce the centre.

Schmon Tower is the heart of the campus today. However, as a focal point of student activity and a critical link in the internal movement network, its capacity has been exceeded. In order to meet the needs of an expanded University community, the functions within the base of the Tower will need to grow. It should be also be enhanced and reinforced as a true *University Centre* containing student services and amenities and the University's administrative offices. The program and uses for the Tower must continue to reflect the focus on students and the desire to maintain this important place as the heart of life at Brock University.

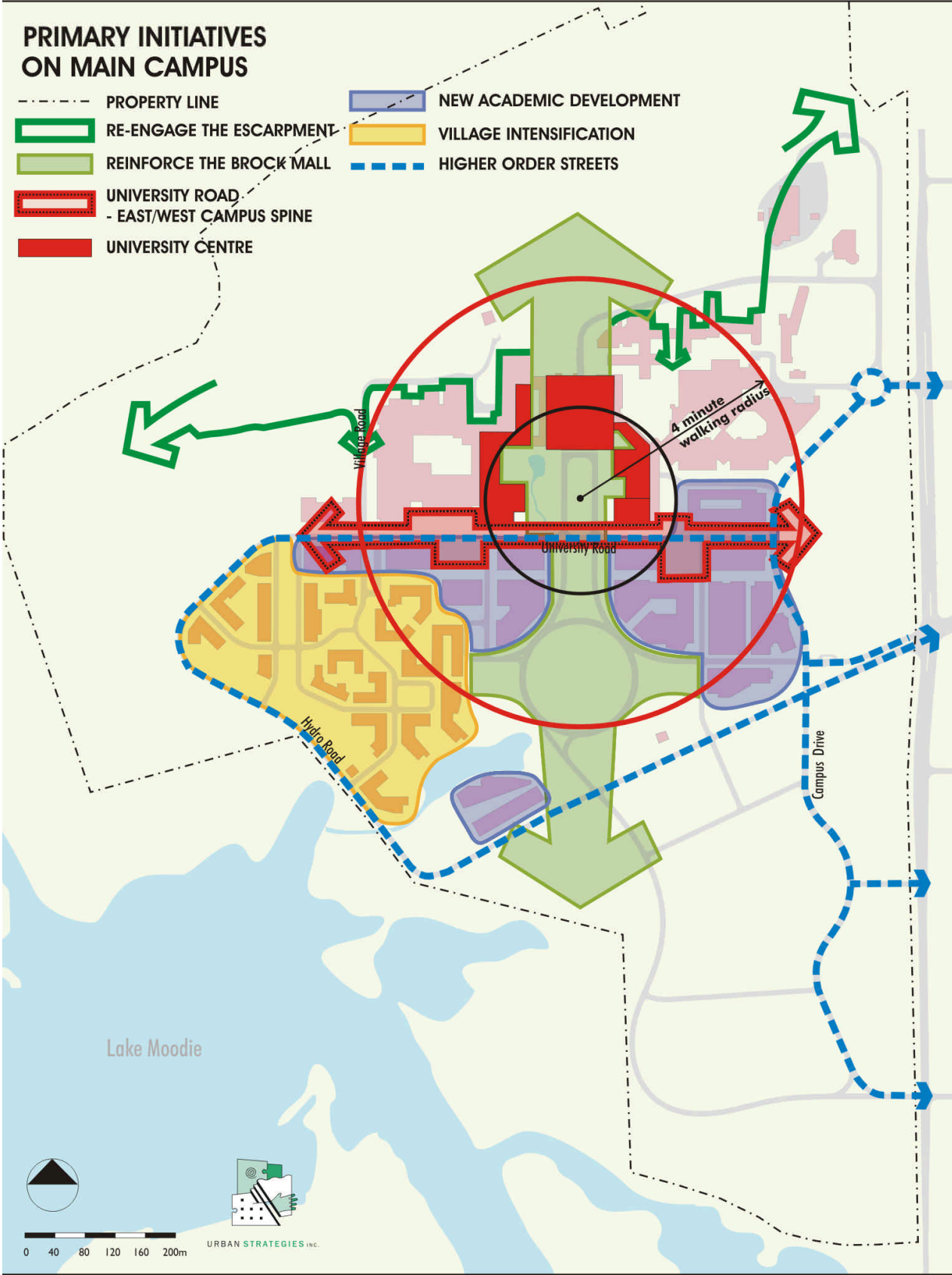


Figure 16: Primary Initiatives on Main Campus

Eight Primary Initiatives

Initiative 4: Create an east-west campus spine.

University Road will become an important structuring element on the campus, much like *Brock Mall*, which it intersects. As the east-west campus spine, *University Road* will contain a variety of academic and service uses, and open spaces that will allow the activity from Schmon Tower and the Alumni Student Centre to expand east and west as the campus community grows and requires a greater amount of amenity space. *University Road* will also be an important component of the campus transportation network, providing the primary location for public transit, drop-off facilities and *way-finding* features.

Initiative 5: Create a system of new multi-functional campus streets and gateways.

As the University grows and expands, the need for a system of streets and gateways that allows students, staff and visitors to the campus to orientate themselves and travel easily and seamlessly through the campus will become increasingly important. The streets will need to serve multiple purposes as vehicular and pedestrian, and in some cases, service routes. *Campus gateways* will announce arrival at the University. The arrangement and design of the streets and networks will allow for the creation of a hierarchy of these elements, which will play an important role in *way-finding*.

Initiative 6: Provide for academic expansion to the south.

New academic development should take place to the south of the existing academic buildings. This will allow for the most efficient use of existing infrastructure and minimize intrusions into the valued natural and environmentally sensitive areas of the campus. Proximity to existing campus facilities will ensure that key users remain within a 4- to 5-minute walking radius supporting the high level of interdisciplinary interaction between faculties that characterizes academic life at Brock University.

Initiative 7: Continue residential intensification in the Village.

With its proximity to the naturalized edge of the campus, the Village provides the ideal setting for residential uses. Considerable opportunity exists to intensify this area with additional residential development, new amenities and services. New residential development should be at a higher density than the existing townhouses currently located here and should contain a combination of uses. The new Residence 6 provides a useful example of what the Campus Plan anticipates for this part of the campus. Residence 6 is a high-density development that includes dining and laundry facilities, and a new courtyard open space. The University has begun to address the need to create a sense of place within the Village with this development by addressing issues of building materials and the quality of the landscape during the design process.

Initiative 8: Create a comprehensive and integrated infrastructure network.

Comprehensive development of the campus infrastructure network - including streets, utilities, pathways and open spaces - will become increasingly important as the population of Brock University grows. The existing campus infrastructure is currently used very efficiently. As the University grows, however, the existing built-up areas of the campus will be intensified and new growth will take place to the south. This will result in added pressure on existing campus infrastructure and a need for new infrastructure altogether. Infrastructure needs to be planned along with, and in certain cases in advance of, buildings on the Brock University campus. This will ensure long-term, coordinated investment in infrastructure that is appropriately sized and located.