

Allegheny Arboretum
 Indiana University of Pennsylvania
Arboretum Concept Overlay
 February 27, 2011



Executive Summary

The Preservation Plan for Indiana University of Pennsylvania (IUP), commissioned by the Getty Foundation, gave encouraging support to the arboretum, stating, “. . . the work of the Allegheny Arboretum should be recognized and commended. . . The proper care of existing trees and the planting of new ones are critically important issues. IUP is fortunate to have an organization established to direct this work.”

Beyond tree care and planting, the Allegheny Arboretum seeks to provide a campus-wide learning environment that will advance understanding of the world's temperate forests, to cultivate an aesthetic appreciation for regional flora of the Allegheny Plateau, and to demonstrate practical applications of native and adapted plant materials. The intent of the Allegheny Arboretum Board is to integrate the Arboretum into the University community and to develop its features, attractions, and extents into a regional arboretum for western Pennsylvania. These goals have been reinforced in the 2010 University Long Range Facilities Master Plan in the following manner.

Over the past decade, the Board has planted 111 trees throughout the campus, and the Arboretum continues to aspire to be expressed at a campus-wide level. Moving forward, the Arboretum Concept Overlay suggests that the Arboretum's major educational and interpretive opportunities be focused within three succinct zones: **The Oak Grove and Sutton Quadrangle** in the northern part of campus; **The Confluence** at the Kovalchick Convention and Athletic Complex in the center of campus; and the **South Woods** in the south. A fourth zone, the **Welcome Center**, is directly adjacent to The Confluence and serves as the University and Arboretum's major gateway district. Each zone embodies unique educational themes and topics that serve as outstanding teaching landscapes, help focus the attention of the giving community, and assist non-University visitors in wayfinding.

The 2010 University Long Range Facilities Master Plan designates several major pedestrian links campus-wide. The Arboretum Concept Overlay takes advantage of this designation and suggests that certain links be named “arboretum ways,” transforming them into themed linear treed gardens. In particular, the Pratt Pedestrian and Transit Mall becomes **East Arboretum Way**, a beautiful, ceremonial tree-lined backbone unifying Arboretum zones as well as campus-wide destinations. The proposed extension of the Hoodlebug Trail becomes **South and North Arboretum Way**, linking The Confluence and Welcome Center with the South Woods and Oak Grove and Sutton Quadrangle.

The Confluence:

The 21st century Arboretum takes center stage at the new primary entry point to campus and the Kovalchick Complex from Wayne Avenue. This 30-acre parcel consisting of restored creeks, new ponds, riparian forests, mesic meadows and naturalized plantings will create a unique and stunning entry impression. Its natural and created water bodies provide beauty, habitat, learning opportunities, and artful stormwater management. The Confluence's paths, boardwalks and pavilions support exploration and respite; its planting of native and adapted species celebrate the richness and beauty of our regions' flora.

Welcome Center:

A major hotel and a welcome facility will anchor the Confluence entry. Hotel guests will enjoy beautiful views and easy access to Confluence amenities and connections to the Hoodlebug

Trail. A LEED-certified building adjacent will house both the University Visitors Center and Arboretum Welcome Center functions, including wayfinding aids and membership information. Flexible education spaces suitable for functions will generate earned income for the Arboretum.

Oak Grove and Sutton Quadrangle:

The overlay for this zone honors its historic nature while introducing themes tied to new academic facilities. The Oak Grove remains a sacred space, preserved in perpetuity, with care given to foster a new generation of trees. Display gardens on its perimeter will entice visitors and enhance the university community experience. The arboretum fingers surrounding the new science building will marry art and science through a thematic transition from traditional landscape design to 21st century landscape techniques. The eventual demolition of Ackermann Hall will open views into Sutton Quadrangle. A re-created historic fountain, new display beds, an extension of the Science Mall, and a decorative plantation of trees on the Student Life boundary will enhance this important space.

South Woods:

A 150-acre forested oasis within the urban campus, the South Woods will create learning environments in support of teaching and research in forest and habitat management. Trails and boardwalks will entice students and visitors alike to stroll through restored wetlands and upland plantings of native trees, understory shrubs and wildflowers. A tree house village provides community building and recreational opportunities.

Arboretum Phasing, per the 2010 University Long Range Facilities Master Plan:

The arboretum overlay process has moved forward in step with the facilities master plan process, producing an integrated and comprehensive study of landscape planning through 2030. The Long Range Facilities Master Plan outlines three phases of campus development, which includes Arboretum projects. Phase One extends from 2011 through 2016; Phase Two extends from 2018 through 2020; and Phase Three extends through 2030.

The Phase One plan calls for a full master plan of The Confluence and Welcome Center, including studies of environmental issues, university storm water management and floodway/floodplain designation. Concurrently, the construction of two new buildings in the historic zone, the College of Humanities and Science Building, will create opportunities to plan display and themed gardens.

The University Visitors Center and Arboretum Welcome Center is planned to be constructed in Phase Two, paving the way for design and construction of The Confluence grounds. At the same time, East Arboretum Way begins development, along with the Science Mall. These areas should be planned and designed carefully to express Arboretum values and to establish opportunities for learning and research.


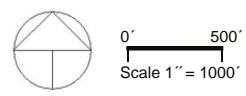
During Phase Three, East Arboretum Way is fully developed. Demolition of Ackermann Hall paves the way for Sutton Quadrangle elements: a reconstructed historic fountain, new tree plantations, and a focal point at the Grant Street / East Arboretum Way portal. Construction of a new South Campus academic building paves the way for enrichment opportunities within the South Forest, linked to curricula.

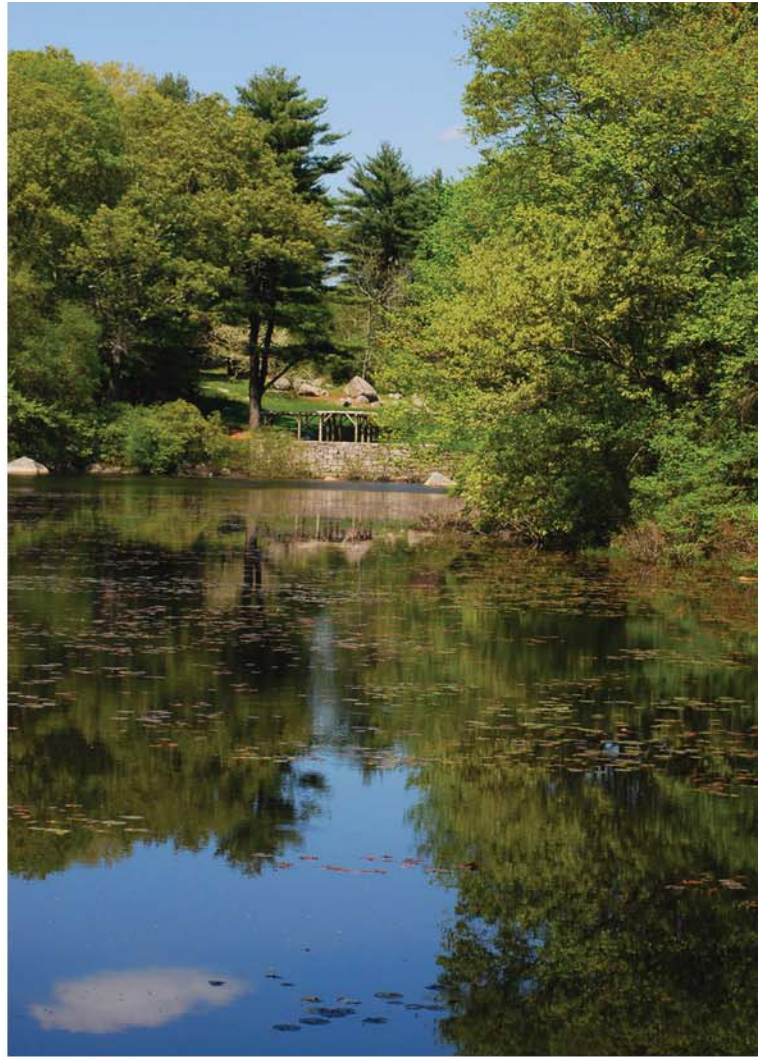


Existing link to the Hoodlebug Trail



Proposed link to the Hoodlebug Trail



Precedent Images: The Confluence

Arboretum Concept Overlay

Allegheny Arboretum at Indiana University of Pennsylvania

Page 4



Proposed Link to Hoodlebug Trail

Existing Hoodlebug Trail

Entrance to Existing Hoodlebug Trail

KCAC

Wayne Avenue

East Arboretum Way:
Pratt Pedestrian and
Transit Mall

Welcome Center

University Visitor Center / Arboretum Welcome Center

- General campus welcome and VIP functions
- Prominent arboretum presence
- Arboretum interpretive station and multi-purpose space for education and earned income opportunities
- Sustainability theme in gardens and hardscape developments (pervious parking)
- Access for Hoodlebug Trail users

Hotel

The Confluence

- Teaching, learning & passive recreation
- Artful stormwater management
- Restored mesic woodlands, meadows, wetlands, and creeks
- Iconic landscape for university entry experience
- Kovalchick Convention and Athletic Complex

Detail: The Confluence and Welcome Center

Arboretum Concept Overlay
Allegheny Arboretum at Indiana University of Pennsylvania

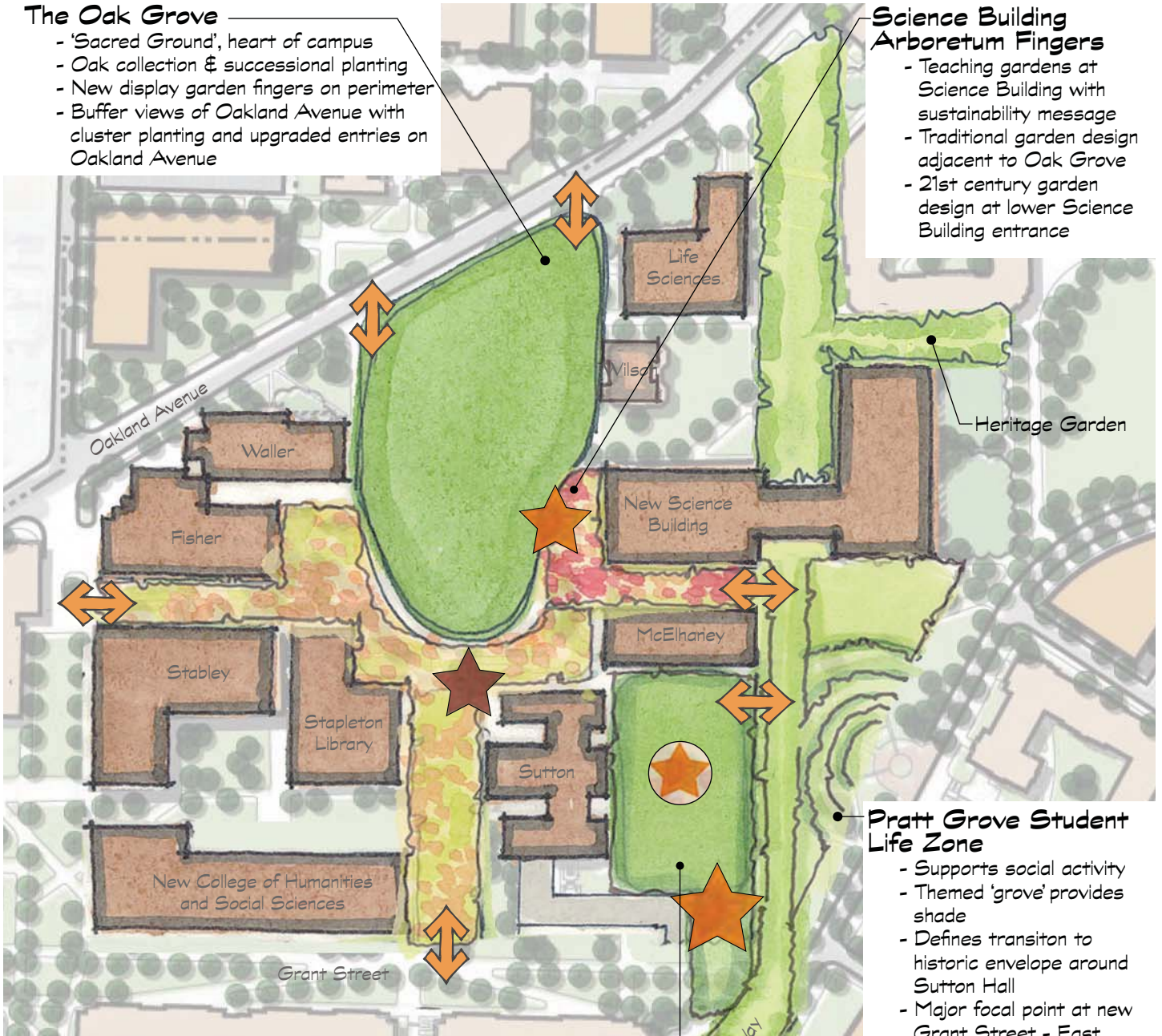


The Oak Grove

- 'Sacred Ground', heart of campus
- Oak collection & successional planting
- New display garden fingers on perimeter
- Buffer views of Oakland Avenue with cluster planting and upgraded entries on Oakland Avenue

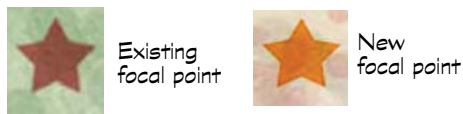
Science Building Arboretum Fingers

- Teaching gardens at Science Building with sustainability message
- Traditional garden design adjacent to Oak Grove
- 21st century garden design at lower Science Building entrance



Sutton Quadrangle

- Victorian landscape
- Improved view and access with demolition of Ackermann
- Restored historic fountain and display garden focus



Detail: The Oak Grove & Sutton Quadrangle

Arboretum Concept Overlay

Allegheny Arboretum at Indiana University of Pennsylvania

East Arboretum Way:

- Pratt Pedestrian and Transit Mall
- Transformation of Pratt Drive to pedestrian and transit mall
- Connects Oakland Avenue to the Confluence
- Learning landscape





Precedent Images:
Oak Grove & Sutton Quadrangle
Arboretum Concept Overlay
Allegheny Arboretum at Indiana University of Pennsylvania
Page 7



Detail: South Woods

Arboretum Concept Overlay

Allegheny Arboretum at Indiana University of Pennsylvania





Precedent Images: South Woods
Arboretum Concept Overlay
Allegheny Arboretum at Indiana University of Pennsylvania
Page 9

Five Year Action Plan

The Allegheny Arboretum recently celebrated its tenth birthday as the campus-wide tree collection at the Indiana University of Pennsylvania (IUP). During the past ten years, the Arboretum has received several hundred thousand dollars in donations, pledges, and contributions. Two matching grants have been obtained for restoration and revitalization of the Oak Grove and Sutton Hall Quadrangle trees. In tangible terms, 111 trees have been planted; sixteen benches have been dedicated and placed on campus; and the Campbell Farm Rock Garden near the Oak Grove has been constructed. As part of the Harvest to Use Campaign, the Arboretum has been working with the Center for Turning & Furniture Design to construct a wood drying building. The Arboretum has also been working with the Evergreen Garden Club to construct the Heritage Garden and the College of Education & Technology to develop the Outdoor Learning & Teaching Laboratory at Stouffer Hall. Finally, the Arboretum Board has had critical input into the 2010 University Long Range Facilities Master Plan, establishing itself as an important element within the fabric of the University. As a result, the Arboretum is now poised to enter its second decade and looks forward to building momentum and community support from within the University as well as its non-University regional neighbors.

To achieve these goals, we encourage the Board to take on three major tasks. Namely, we propose that the Arboretum Board immediately considers engaging a full-time Arboretum Director to help further the Arboretum's vision during the upcoming years, particularly focusing upon the tasks at hand during the next five years. We propose attention be turned to establishing a fund-raising arm of the Arboretum, called the Friends of the Arboretum. Lastly, we propose that a master plan for the Arboretum be prepared, one that focuses upon the Confluence and Welcome Center zones.

I. **Engage an Arboretum Director, the "Face of the Arboretum".**

The Director is the visible, motivated and fully-engaged advocate for the Arboretum. Of course, a funding source for such a person needs to be found. For a start-up organization such as the Allegheny Arboretum, there is not a typical solution to this challenging problem. We are aware of other University-seated public gardens and arboreta that have sought and received funds from a combination of teaching budgets, educational outreach budgets, and Foundation gifts. We encourage the Board and University to discuss the possibilities for funding in the near future.

The Arboretum Director holds key responsibilities towards furthering the Arboretum's five year vision. These tasks are not accomplished in a linear fashion, but rather through an integrated and circular approach, one which builds upon itself.

- a. Raise funds for operating costs:
 - Solicit University commitment through fiscal budget inclusion for Arboretum operating costs, such as staffing (administrative, education, horticulture, event coordination, etc.), administrative costs (membership drives and annual giving campaigns, etc.), horticulture maintenance expenses (mulch, plant replacement, etc.)
 - Continue to seek University endorsement for marketing and graphic design for newsletter and annual report development.
 - Apply for additional funding through grant applications.

- b. Raise funds for capital improvement costs:
 - Start an Arboretum fund-raising support group, namely a 501c3 "Friends of the Arboretum" organization.
 - Raise funds for Arboretum Master Plan and supporting site studies. (Note: the floodway designation map is expected to be completed in early 2011.)
 - Advocate for Arboretum projects to be included within University capital campaign.
 - Establish strategy during non-capital campaign activities.
 - Apply for additional funding through grant applications.
- c. Build University and non-University community support:
 - Solicit department heads, faculty, and student organizations (University community) to establish Arboretum goals that support cross-curricula education as well as student life experiences.
 - Engage Borough and County community leaders (non-University community) to discover how a vibrant campus-wide Arboretum can support their vision for outreach, economic development, etc.
 - Develop strategies for qualified maintenance of Arboretum ways and zones. (i.e. swapping "mow and blow" mentality with horticulturally-trained gardeners) In addition, lobby for establishment of volunteer corps within University union restrictions.
 - Review present policy for memorial giving and donor recognition. Make recommendations for suggested changes to the Board.
- d. Strengthen Arboretum Board as policy-setting arm:
 - Work with Board Chairman to review present by-laws and service cycles.
 - Collaborate with Board Chairman in building Board whose members can make time and financial commitments (time commitment for committee work, financial commitment for annual giving and capital campaign contributions).
- e. Know the importance of "wisdom through waiting":
 - Be the strong voice of patience while developing big picture vision document (master plan); refrain from tree planting unless construction project warrants immediate Arboretum guidance and involvement.
 - Continue Arboretum momentum through alternative creative means, such as community outreach (tree plantings within non-University community), sponsoring community celebratory events, developing new menu of educational programs, etc.

2. Create the Friends of the Arboretum, the “Givers and Getters”.

The Friends are your advocate group leaders in the community. Their enthusiasm for the Arboretum and their connections to those in the community are invaluable. The Arboretum Board sets policy; the Friends are the Arboretum’s fundraising arm. They raise the level of awareness for the Arboretum while raising funds to support it. Friends’ members include those with the means to contribute and those with the ability to reach out to others in the community who possess the interest and funds to support the Arboretum.

The Arboretum Director will:

- a. Solicit those in the University and non-University community with the energy, time and financial “connections” to plan and contribute to annual fundraising events.
- b. Guide the Friends’ fundraising activities for both signature annual activities (i.e. Arbor Day banquet) and capital campaign support.
- c. Assist the Friends in building community support through speaking engagements, promotional activities, etc.

3. Prepare a Master Plan for the Arboretum, the “Roadmap for the Future”.

The side-by-side development of the Arboretum Concept Overlay to the University Long Range Facilities Master Plan has resulted in great things. The Arboretum has been acknowledged as an important part of the University’s educational and experiential fabric, and a place has been reserved in its 0-5 year- phasing strategy to fund and develop a thoughtful, comprehensive master plan for the Arboretum.

This is an important next step for the Arboretum. An Arboretum Master Plan serves to include all of the Arboretum’s stakeholders, building consensus around a stated vision and interpretive theme. Objectives are validated and amended in support of the Arboretum’s educational, research, display, community outreach, conservation and passive recreation goals. Existing and proposed site systems are examined and understood. Programs for adjacent educational, recreational student life and visitor support facilities (hotel at Wayne Avenue; athletic fields at The Confluence; new Science Building at the Oak Grove; etc.) are integrated into the Arboretum’s physical plan development. An operating budget strategy proves the Arboretum’s intent to build a fiscally sustainable cultural destination within the University and region. The resulting master plan package provides the Director, Arboretum Board and Friends of the Arboretum the tools they need to raise funds for the Arboretum’s first phase.

The Arboretum Director will:

- a. Establish a Master Plan Committee (Committee) comprised of representation from Arboretum staff (Director), Arboretum Board, University community, regional community, Friends group, students, etc.
- b. Compile a list of focus groups with a stake in the Arboretum’s development (i.e. public school elementary educators) and plan to include them in the master planning process.

- c. Engage master planning consultant with proven experience in arboreta and public gardens within University settings.
- d. Collect and/or generate key site data, such as the floodway/floodplain designation, which is expected to be complete in early 2011.
- e. Guide the Committee and master plan consultants to:
 - validate existing mission, goals, objectives and audience, including establishment of signature collections;
 - develop themes (message) and program for overall Arboretum and its three stated precincts: Oak Grove and Sutton Quadrangle (historic zone), The Confluence and Welcome Center (University and Arboretum Visitor Centers and riparian ecosystem restoration), and South Woods (woodland restoration);
 - offer insight into, review and comment upon iterative development of master plan alternatives;
 - develop the first phase of master plan implementation (present thinking defines this as The Confluence) and accompanying estimates of construction costs, and review fundraising documents for phase one;
 - craft an operating budget strategy for maintaining the first phase of development; in step with the master plan consultant.
- f. Work with University, Arboretum Board and Friends group in developing fundraising strategy and milestones.