



## Enterprise Campus at Louisiana Tech University

# MASTERPLAN



The Enterprise Campus is growing into a vibrant district that hosts academic, research, residential, and supporting commercial activities.

The Enterprise Campus is ideally located for pedestrian access to many Ruston destinations, including the historic downtown and all amenities of the University campus. Recent University investments in residential life and athletics facilities have been made in the neighborhoods immediately north of the campus. These initiatives create excellent north-south connections into the University and the Enterprise Campus. The urban design strategy for the Enterprise Campus is to enhance connections between the University, downtown Ruston, and surrounding neighborhoods.



Enterprise District Campus and Proximity Diagram

Spacing and articulation of building form provides pedestrians with opportunities to traverse through blocks. Building placement near the street works to activate the street edge and create social space. Building architecture features glass to contribute to the theme of accessibility. In this case access across the community stimulates the generation and cultivation of intellect.

# Building Design Principles



Traditional materials and façade expressions. Horizontal elements of the façade should be resolved into a base, middle, and cap. Building entries that address street corners are opportunities to engage the design of adjacent buildings in forming gateways. Materials should reference those used in the region and serve the objective of an institutional lifespan for Enterprise Campus buildings. “Tech blend” red brick is recommended as it establishes a material continuity. Designers are encouraged to explore and expand on this basic vocabulary. Clear glass must be used at all windows along ground level of public access. Bronze tinted and reflective glazing is not allowed. Glazing units should be, at a minimum, “low E” and insulated. Flexible interior spaces. Research and development buildings should be designed anticipating occupancy by multiple tenants and changing tenant needs.

# Landscape Strategy

The Enterprise Campus landscape strategy contributes to creating connections through to the neighborhoods.

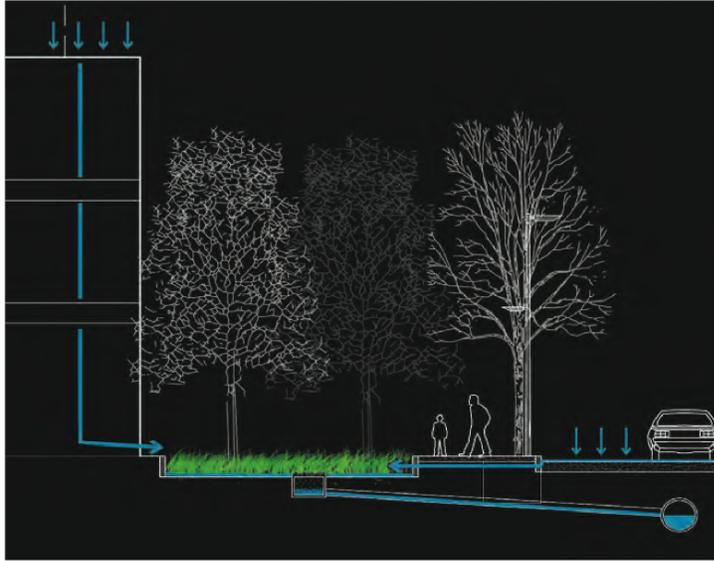
The north-south connections feature a regional open space system created through investment in the abandoned north-south rail line at the eastern side of the district. Similar rail-trail systems throughout the nation have demonstrated that relatively small financial investments in this type of open space system can create a regional transformation.



Landscape Design Diagram

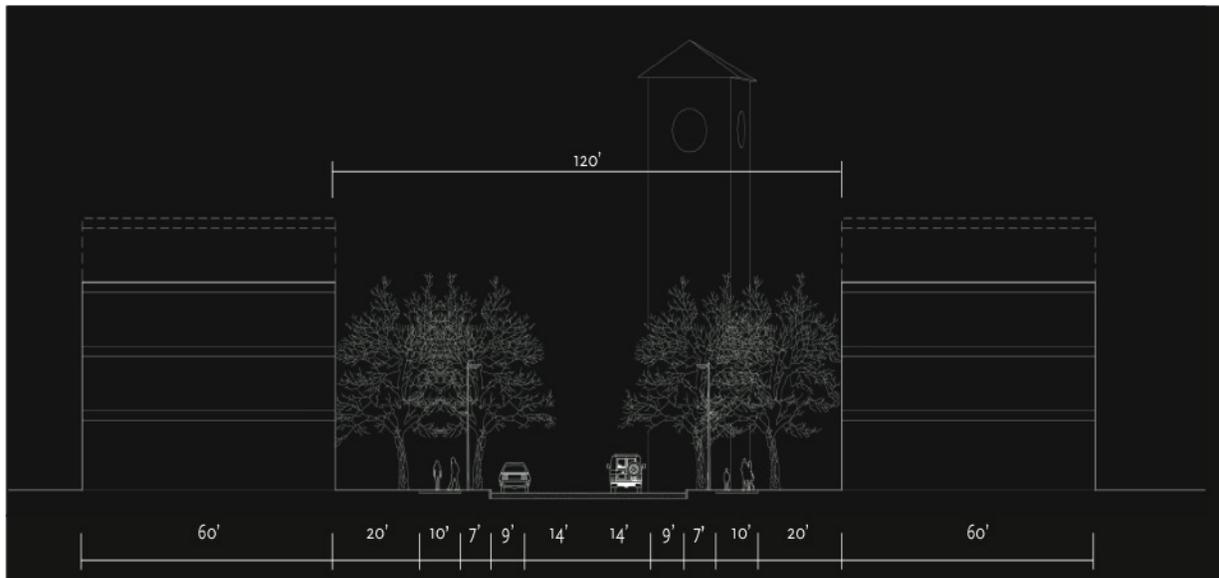
Key strategies are being employed to support the landscape strategy for the Enterprise Campus. Native trees line all streets, providing shade and defining the pedestrian environment. Courtyards serve the pedestrian need for intimate-scale outdoor spaces as well as parking fields, and will be planted with trees to provide both shade and as a visual enhancement for building occupants. On-street parking acts as a buffer for pedestrians, reduces the parking demand for larger parking venues, and activates the street edge.

Careful consideration of hydraulic systems and stormwater management strategies were followed during the design process.



Water Garden Channels along Homer St.

Arizona avenue dissects the heart of the Enterprise Campus and serves as a Prominent gateway into Louisiana Tech University. The streets in the Enterprise Campus have buildings offset from 40' to 60' from the centerline to allow for a majestic double allée of Live Oaks or American Elms. Existing curb-to-curb dimensions are maintained to reduce amount of road reconstruction require and allow for single travel lane each-way with parallel parking on each side.



As a test of the sustainable aspects of the Enterprise Campus, Louisiana Tech University directed that this master plan be evaluated according to LEED Neighborhood Design criteria. Because the LEED Neighborhood Development checklist applies to decisions that are made during the design and construction phases of a project's lifespan, some elements that influence the project's rating, such as construction or renovation of buildings for LEED certification, are yet to be determined. Nonetheless, a combination of available data and general assumptions about future development decisions based on the values and goals of this plan, suggest that the Enterprise Campus could qualify for LEED Silver status.

