Project Vision
Guiding Vision and Goals

- To be a **hive of creativity** and academic innovation, serving as an incubator for impactful new and existing work

- To serve as a **catalyst for innovation**, bringing academics, community members, and luminaries together to **create solutions to local and global challenges**

- To attract and enroll new students because of the unique leadership and **hands-on learning opportunities** it provides
To Begin, We Started With Curiosity.
What if the Gateway became more pathway than destination?
What type of Culture do we want to cultivate?

Simplicity
Flexible
Nature
Choice
Transparent
Quirky
Funky
Casual
Objectives & Opportunities: Program Drivers

**The Hub**
Connecting space as a designation for collaboration and interaction. A key visual moment and the heart of the space.

**Studios**
A flexible and interdisciplinary space for different types of creation.

**Nature**
A place to share and connect outside of a confined space. A soft threshold between the campus and community.

**Maker Space**
“Aha” moment to create and learn. A low latency lab to support creatives, makers, innovators, students and community members.

**Immersive Experience Studio**
Black Box functioning theater as a space to create and share. Multi-level engagement for sharing mixed media.

**Information Desk**
A place for human engagement. A space that is approachable, flexible, and fully accessible throughout the entry sequence.
Program Map
Conceptual Framework
We Researched.
“It provides frameworks for land use, landscape, and mobility with the aim of **unifying the established campus with the surrounding context**... It continues previous initiatives to extend the positive qualities and character of the established campus to the West Gate City Boulevard and Tate Street corridors on the periphery of the campus. These corridors are identified as the Health and Wellness and Visual and Performing Arts Millennial Districts, respectively.”

- UNC Greensboro 2020 Campus Plan
Greensboro – A Legacy of Making/Progress/Intersections
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Greensboro’s legacy as a railroad “gateway city” and major center for textiles created an urban and industrial landscape of rail lines and mills tailored to transportation, manufacturing, and weaving. The textile industries that built Greensboro have long departed, but the city continues to generate a strong fabric of innovation and progress. UNC-G and the Jeanne Tannenbaum Center for Creative Practice will be at the heart of this innovation - weaving a creative and inclusive future for all.
Design Evolution
We Iterated, With You.
Site Development - Priorities

Visible
- Distinct Gate City Blvd destination
- Anchors the urban corner
- Projects UNC Greensboro brand

Welcoming
- Campus connection
- Inviting to broader community
- Convenient for pedestrians and drivers

Comfortable
- A place to be . . . that ‘Third Place’
- Outdoor comfort and connections
- Intuitive and accessible
Site Development - Agora
Site Development + Massing - Agora

Much like the openair markets of ancient cities, an assortment of enclosed programs arrange themselves around the Hub – a centralized, open space of flexible uses that is both circulation and destination. Exterior programs of different scales and character present threshold experiences flowing into and from the Hub in various directions.
Site Plan Programs
Landscape Plan
Landscape Precedents
Massing Development
Massing Development
Massing Development
Massing + Materiality

The humble character of Greensboro’s historic mill and railroad architecture inspires the expressive characteristics of The Center. Simple and pragmatic, the architecture of these historic industries was driven by practical considerations of the weaving process, mass production, and daylighting. In a similar fashion, formal expression of The Center will be one of modest restraint, utilizing industrial materials that highlight the community’s manufacturing and railroad legacy.
Material Precedents
Material Precedents
We Continue To Refine.
## Proposed Schedule

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### Schematic Design
- 2024

### Design Development
- 2023: June
- 2024: May - Aug

### Construction Documents
- 2024: Apr - Dec

### Construction Administration
- 2025: Jan - Mar

**Construction Start:** Dec 2024  
**Construction End:** Dec 2025  
**Move In:** Feb 2026  
**Occupancy:** Mar 2026