



Campus Beautification Initiative

REVITALIZING WINTHROP

PROPOSAL

May 21, 2021

PROPOSAL

Campus Beautification Initiative

REVITALIZING WINTHROP

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Overview:

Ours is an extraordinarily beautiful university campus, and its appearance reflects how we present Winthrop to our prospective and current students, alumni, employees, and community. Not only that, beautification impacts our quality of life; how we work and live on campus. The Campus Beautification Initiative, as charged by Winthrop's President, offers the opportunity to respect our institution's history by contributing energy, vision and engagement to this important endeavor.

Working as a group, supported by future community placemaking¹ events for participation, the committee has made possible recommendations on areas of beautification that can be addressed in the short and long term. Efforts and projects will be scheduled one at a time to roll out in phases annually, some by campus destinations, others by categories including: general clean up, landscaping to align with the campus plan, wayfinding to align with university graphic standards and plan, lighting, fencing, public art² and outdoor objects like bike racks, and outdoor areas for gathering. Funding will come from the campus beautification fund, which is 100 percent donor supported. While being mindful of time-frames, costs, and prioritization, some efforts will be addressed with volunteer groups, while more extensive, complex projects will be completed by Facilities Management. Projects complement the excellent work that our Facilities Management team perform daily with limited resources and staffing. The hope is that over time the initiative will prove the adage, "Many hands make light work."



Upkeep - Volunteer Project



Public Art - Student Project



Complex - Contractor Project

¹ Placemaking is a collaborative process of collectively reimagining public spaces to discover ways of enhancing them so that they become places of gathering at the heart of a community where experiences can be made. On Winthrop's campus, education can be enhanced, functionality improved, and connecting reinforced. *Reference: "Project for Public Spaces"*

² The public art and design proposed for various locations on campus has the ability to: express Winthrop's collective community values; reflect Winthrop's identity; enhance Winthrop's environment; transform a landscape; perhaps even heighten awareness of a particular community issue. *Reference: "Association for Public Art"*

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Please note: This report is a collection of findings, by the committee, from February – March 2021.

Much of the information within this proposal is an exploration looking at possibilities and possible outcomes and ideas. A ripple effect of the beautification initiative began across campus in April 2021, and continues still. To that end, some of the suggestions, possible recommendations in this proposal have been executed by Facilities Management and the committee.

This report identifies & proposes:

- Immediate upkeep projects for execution by volunteer groups or Facilities Management.
- Art/ design projects for execution by Winthrop art classes or perhaps volunteer groups.
- Extensive, complex projects for execution by Facilities Management or contractors.

The committee's research records and inventories:

- Maintenance and repair needs to improve condition and function.
- Maintenance and upkeep needs to improve cleanliness.
- Opportunities for enhancement to area esthetics and to provide sense of place.
- Over-arching possible solutions for addressing needs with continuity in image and upkeep.



Needed Condition Repair



Public Art Enhancement Opportunity



Image Continuity (former photo)

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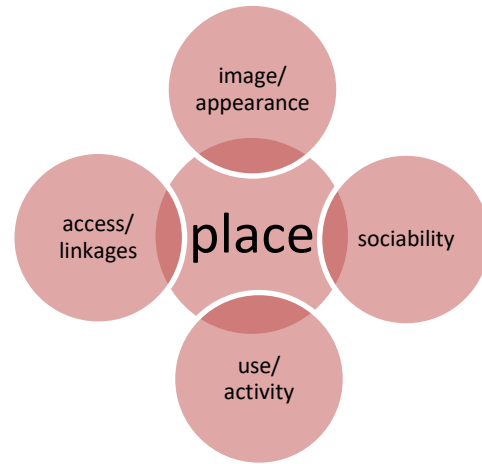
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Conceptual Background:

In its assessment of Winthrop's campus beautification, the committee addressed the concept of placemaking.

- Top elements of an effective place:
 - Image for appearance
 - Link-ability for access
 - Sociability for gathering
 - Usability for activity
- Benefits of an effective place:
 - Accessibility
 - Comfort
 - Positive well-being toward quality of life
 - Sense of belonging
 - Supportive to community



Place Example – Campus Center, Winthrop



Place Example – Freedom Walk, Rock Hill



Place Example – Hardin Garden, Winthrop

If a community has a number of major public destinations or locations to create synergy, sense of place
– *What are Winthrop's? – Where do people want to be? – What does campus want? – What does Winthrop need?*

To determine potential places for the making, Winthrop's high-use academic spaces and prime-use extracurricular and event spaces were considered.

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Research Criteria:

In addressing Winthrop's campus beautification and possible placemaking opportunities, the committee worked with a collection of categories for assessment, some of which overlap, within a variety of locations for consideration.

CATEGORIES

- Cleaning: power washing, general clean up
- Entrances to buildings: doorways, entrance ways, lighting, painting, signage
- Ephemera: (existing, locations for new) benches, bike racks, emergency boxes, hydrants, refuse cans
- Fencing: perimeter gates, entrances, railings around entranceways
- Landscaping: primarily smaller projects like gardening, lawns, plant & water beds, planters, major projects fall under the campus master planning (See attached C-Plan)
- Public Art: conditioning, adding and replacing, identifying locations for sculpture installations/parks (See attached D-Campus Lawn Art Inventory)
- Walls for murals, color, ornamentation: sides of buildings, areas for barrier walls to hide stuff
- Wayfinding: pathways, signage, lighting (repairs, simple beautification, identifying areas in need)

LOCATIONS

1. Gathering Areas: (existing and potential) patios, courtyards, hidden areas, areas between buildings
 2. Buildings
 - Academic Buildings, various
 - Admissions in Joynes Hall
 - Byrnes Auditorium
 - Dacus Library
 - DiGiorgio Campus Center, Campus Green, & The West Center
 - Dinkins Hall
 - Farm, Coliseum, The Shack
 - Hardin Gardens & Roddey Hall with Johnson Hall
 - Little Chapel & Amphitheatre
 - Main Administration Building & Artesian Well
 - McBryde Hall with Tuttle Dining Room
 - Rutledge Building & McLaurin Hall
 - Thomson Cafeteria & Macfeat House
 - Withers/W.T.S. Building
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Possible Recommendations & Findings:

The committee's complete assessment and recommendations per the categories and locations can be seen in the attached logs: [A-Photos](#), [B-Research/ Inventory](#). Selected highlights and photos, to improve and enhance appearance, function, and placemaking are listed below.

1. CLEANING

Power washing

General Repairs

General Re-painting

Addressed the need:

- For all buildings to be cleaned
- For all buildings to have general repairs

Areas of consideration:

- Condition, function – clean, maintenance such as step repair, accessibility, and lighting



Power wash - West Center



Repair - Sykes House



Repair - Dacus



Clean, Light - Roddey Courtyard

Recommendations & Possibilities:

- For all buildings to be cleaned at entryways, steps, walkways, windows, signs; power wash to remove mold, mildew, cobwebs, chipping paint
 - For all buildings to have general repairs like steps, cracked sidewalks, loose or missing bricks or tiles
 - Lights at all building checked for operation regularly
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2. ENTRANCES TO BUILDINGS

Doorways Entrance Ways Lighting Painting Signage **also see 7. WAYFINDING**

Addressed the need:

- To be inviting, user friendly, and stand out
- To identify what department or who is inside
- To be consistent

Areas of consideration:

- Condition, function – clean, maintenance such as step repair, and accessibility
- Signage – subjects/ departments within, solution that allows for easy modification
- Design enhancement (décor) – potential for the inclusion of enhancement like color



Power wash, Repair - Roddey



Power wash, Paint - Rutledge



Repair - Bancroft



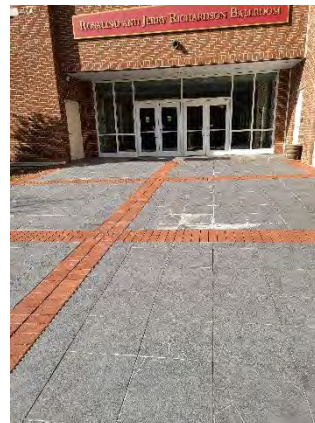
Repair - Bancroft



Power wash - Byrnes



Repair, Paint - DiGs



Repair - Richardson, DiGs



Paint, Add color - McBryde

Recommendations & Possibilities:

- Many buildings, walkways, entries need maintenance, upkeep, grounds-keeping:
 - Power washing for mold, mildew, chipping paint Cleaning and removing cobwebs and dirt
 - Repairs to concrete, tiles, brick areas
 - Re-painting of all doors and trim
 - Remove dead landscaping, trim overgrown landscaping, fill in “holes” in landscaping

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- Signage on some buildings found to be missing, inconsistent
 - Re-sign campus buildings to be visible, more informative (larger, lighted possibly, referencing who /which department within building – easily changeable as people move
 - Some entries have cloth awnings or signs, but not all, some have old logo; remove, clean-up, create consistency
- Review ADA signs for placement and visibility – add more where needed or move
- Most buildings lack a sense of lighting, which is an issue considering some of the side/back entrances
- Many entrances are missing furniture, social spaces on porches and patios:
 - Enhance these spaces to create inviting gathering areas
- Add a design/ art enhancement to some prime-use event and extracurricular spaces
(also see 6. PUBLIC ART)
 - Enhance with hanging apparatus of color – Tall windows McBryde Hall, DiGiorgio Campus Center
 - Add color to doors with paint – possible locations Johnson side door, McBryde and Tuttle, Roddey back doors, Rutledge Main Gallery, Sykes
 - Add color to walls with paint – possible locations Dacus, Dinkins, The Shack
- Engagement projects with students, volunteers, or local artists – Some projects lean this way
 - Paint doors in any number of above locations
 - Clean building entry signs
 - Hanging apparatus in tall windows with identifiers – Student engagement project to design, create – McBryde Hall, DiGiorgio Campus Center
- Fundraising project – Byrnes Auditorium Front Entry – sell sections of concrete pad, in squares with a star, as in Hollywood, noting Winthrop performers



Dirty, Outdated Awning - Shack



Fabric Sign - Sykes House



Random Sign, Unused - Dinkins

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Over-arching possible solutions for continuity:

- Treat entrances all in a similar way, breaking them out into sections or areas if needed
- In a branding sense, apply all with the same color scheme or system/ signage system
- Create a system to be applied for painting entrance doors
 - Possible theme 1: Use (4) colors – Winthrop brand colors; tints, shades of them – paint entire door with color; the main entry doors 1 color, secondary doors another
 - Possible theme 2: Use Winthrop brand colors and enlarge a graphic or the logo's eagle, cropping a portion for coverage on the entire door – on main entry door only, then assign another Winthrop color to secondary doors



Opportunity - Windows, Walls



Solution Example - Hanging sign, Color



Solution Example – Color



Opportunity - Windows, Walls



Solution Example - Design decal, Color



Solution Example - Apparatus, Color

Locations of Focus:

- Bancroft, including basement
- Crawford Health
- Dacus
- DiGiorgio Campus Center
- Dinkins
- Joynes
- McBryde Hall & Tuttle Dining Room
- Roddey Courtyard, Roddey back @ Hardin Garden
- Rutledge & Galleries, McLaurin

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3. EPHEMERA

Benches

Bike Racks

Hydrants

Refuse Cans

Addressed the need:

- To be inviting and user friendly
- To be consistent

Areas of consideration:

- Condition, function – clean, maintenance such as repair of benches, accessibility available, lighting as needed, repaint
- Design enhancement – potential for the inclusion of enhancement like color



Repair - Bench



Clean - Bench



Paint - Hydrant



Clean, Embellish - Waste Can

Recommendations & Possibilities:

- Benches – clean, repaint, repair, replace as needed, create consistency in type
- Bike Racks – clean, repaint, repair, replace as needed
- Hydrants – repaint bottoms (all tops must retain current paint color, per City of Rock Hill)
- Refuse Cans – waste receptacles, recycling bins – clean, repaint, replace, create consistency in type
- Engagement projects with students, volunteers, or local artists – Some ephemera types lean this way
***long-term maintenance included in final punch list upon installation**
 - Bike Racks – Student engagement project to design, create
 - Benches – 10 standard concrete benches get manufactured and through a call or competition, each is embellished by an artist
 - Hydrants – Painting

Over-arching possible solutions for continuity:

- Treat all in a similar way, in a branding sense, with the same system/ color scheme or system

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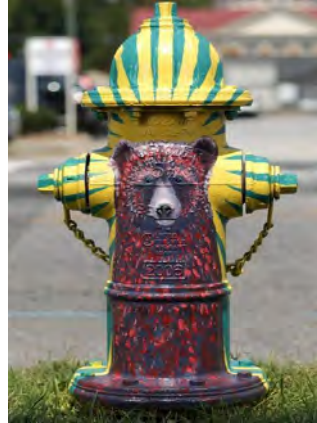
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Student made Bike Rack
(M. Dallas)



Solution Example - Bike Rack



Solution Example - Hydrants (on campus-top must be green)



Solution Example - Bike Rack



Solution Example - Bike Rack



Solution Example - Bench

Locations of Focus:

- MISC Campus wide (See attached E-Ephemera Location Maps)
- Dacus
- Dinkins
- Scholars Walk
- West Center

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4. FENCING, PERIMETER GATES

Fencing Entrances Perimeter Gates Railings around Entrancesways

Addressed the need:

- To be user friendly
- To be consistent

Areas of consideration:

- Condition, function – maintenance such as repair of fence sections, replace bricks, cleaning, repainting
- Design



Broken Fence - Alumni Drive



Broken Fence - Alumni Drive



Repair Bricks - Main Administration Building Loop Entrance



Broken Fence - Johnson Hall Entrance



Poor Presentation - Oakland Entrance



Overgrown Ivy - Main Administration Building Loop Entrance

Recommendations & Possibilities:

- Repair perimeter fence ***Perimeter fence on Facilities Project List**
- Repair all fences, gates campus wide, including those with missing bricks, links, sections
- Re-paint all railings campus wide

Over-arching possible solutions for continuity:

- Break campus fences, gates into type and then treat all in a similar way, with a similar system
- Address landscaping in conjunction with perimeter fence and others

Locations of Focus: (See attached F-Fences Map)

- Campus Walk
- Cherry Road –Alumni Drive, Ebenezer, Thomson Cafe
- Oakland Ave – Lee Wicker, Main Campus Entry, President’s House, Main Administration Building
- Stewart Ave

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5. LANDSCAPING

Gardening Lawns Plant Beds Planters Smaller Projects

Addressed the need:

- To be pleasing and uncomplicated to maintain
- To be consistently maintained

Areas of consideration:

- Condition, appearance – maintenance like addressing deteriorating landscaping, bare patches in lawns, adding plantings to beds and planters, overgrown bush or plant removal
- Design



Lawn, Planting Bed Bare - Byrnes



Deteriorating Landscaping, Bare - Joynes



Overgrown Shrubs - Main Administration Building



Deteriorating Planting Bed - Hardin Garden



Planting Bed Bare - West Center



Lawn Bare - DiGs

Recommendations & Possibilities:

- Deteriorating landscaping – remove dead plantings, trim
- Commemorative Tree project for Dr. Lesslie – Community plants a memorial tree (Sycamore or Dogwood at Crawford, front stairs or near Crawford/Campus Green – TBD)
- Lawns – fill in bare patches with plants and or objects, gathering spaces, public art (Byrnes, Cherry Road at sidewalk, DiGiorgio Campus Center, Macfeat House, McLaurin, etc.)
- Plantings and Planters – remove dead plantings, trim, add plants, consider using themes (DiGiorgio Campus Center, Hardin Garden, Joynes, Macfeat House, Margaret Nance, Main Administration Building, etc.)
- Fundraising project – Sponsor a garden by donating supplies
- Engagement projects with students, volunteers, or local gardeners – Some projects lean this way

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- Planting Beds in any number of locations (DiGiorgio Campus Center, Hardin Garden, etc.)
 - Planters in any number of locations (Joynes, Richardson, etc.)
 - A competition could be created for Employees/Faculty/ Staff/ Students, prize awarded



Solution Example - Plant Bed



Solution Example - Plant Bed, Color Wall



Solution Example - Plant Bed



*Student Made Ground Enhancement
B. Scholl*



Volunteer Opportunity - Planting, Weeding



Volunteer Opportunity - Planting



Solution Example - Plant Bed, Wall



Solution Example - Plant Bed, Wall



Solution Example - Competition Award

Locations of Focus: All of Campus, emphasizing:

- Artesian Well
- DiGiorgio Campus Center/ West Center
- Hardin Garden
- Little Chapel
- McLaurin Hall
- Main campus entry at Byrnes, Joynes
- Scholars Walk
- Main Administration Building

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6. PUBLIC ART/ WALLS FOR MURALS

Current Conditions

Locations for Sculptures/ Public Art

Walls for Murals

Addressed the need:

- To be pleasing, non-threatening, universal in content
- To be uncomplicated to maintain
- To be consistently maintained

Areas of consideration:

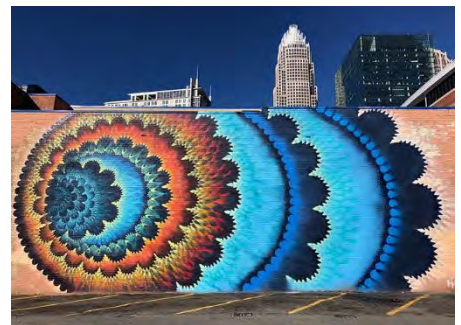
- Condition, function – clean, repair, lighting as needed, repaint
- Design/ art inclusion and or removal



Mural Example - Mural Mile, Rock Hill



Mural Example - Unknown



Mural Example - Charlotte



Mural Opportunity - Lee Wicker



Mural Opportunity - Dacus



Mural Opportunity - Dinkins

Recommendations & Possibilities:

- Fix fountains at Hardin Garden
- Repair sculpture at Kinard
- Clean art and sculptures – Kinard seating wall
- Remove sculptures that have outlived their lifespan
- Add new sculpture to Hardin Garden
- Add durable seating to – Scholars Walk to replace pergola (on Facilities list)
- Create murals – possible locations Chiller Plant back wall, Dacus, Dinkins, wall near Lee Wicker @ Thomson, Shack, consider using Winthrop centric themes and subject matter, historic

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- Create bike rack series (See – 3. EPHEMERA)
- Add color/ paint to walls – possible locations as above, Rutledge ground floor, McLaurin breezeway
- Add Art to walls or pathway walls, alley ways – printed on vinyl then stretched to metal frame
- Create barriers or walls to conceal unsightly items on grounds
- Add Art, printed on vinyl, to or paint or embellish various utility units, boxes around campus
 - Paint color scheme – Winthrop brand colors and their variation
 - Art – Place a Call (CFP) from CVPA Faculty and select Alumni
- Explore options for sculpture loan program to build sculpture collection
 - Placement at McLaurin Hall, around Dacus, Withers, area boarding Cherry Road at new sidewalk
- Engagement projects with students, volunteers, or local artists – Some projects lean this way
 - Bike Racks – Student engagement project to design, create
 - Mural – Student engagement to design, create or local artist/ artist group

Over-arching possible solutions for continuity:

- Include long-term maintenance of sculptures, art, murals in final packet upon installation, and budget
- Consider art grant funding – Arts Council of York County, Charlotte Mecklenburg Arts & Science Council (covers York County artists, non-student), Women’s Art Initiative



Public Art/Design Opportunity - Cherry Rd



Public Art/Design Example - Charlotte



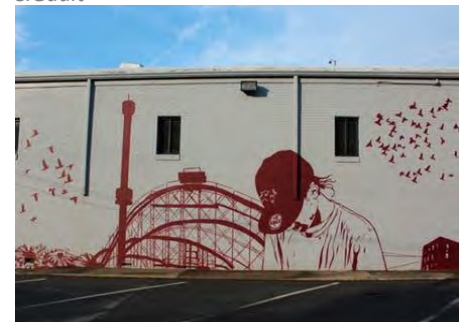
Public Art/Design Example – Greensboro, C.Gault



Mural or Design Opportunity - Rutledge



Mural or Design Opportunity - Shack



Mural Example - Unknown



Design (vinyl) Example (single wall or pathway) - Rock Hill, M.Luck



Mural (singular or multiple) Example – Mooresville, B.Stallings

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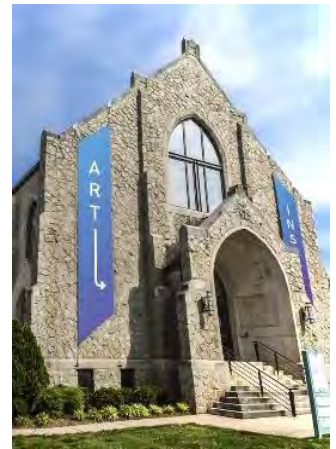
Art/ Design Opportunity Utility Box - Dacus



Solution Example - Charlotte



Art/ Design Opportunity - Dacus



Solution Example ("Books Inside") - Charlotte



Barrier Wall Example, Mosaic - Unknown



Barrier Wall Example, Mosaic - Greensboro



Public Art (gathering op.) Example - Paris



Barrier Wall (w/plants) Example, Wood - Unknown



Barrier Wall (w/plants) Example, Wood - Unknown



Public Art (student made) Example - Rock Hill
B. Scholl

Locations of Focus:

- Cherry Road – Wall near Lee Wicker, Thomson Café
- Dacus
- DiGiorgio Campus Center/ West Center/ Scholars Walk
- Dinkins
- Hardin Gardens
- Kinard
- McBryde Hall
- Shack



Barrier Wall (temp.) Example, Wood - Unknown

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7. WAYFINDING

Lighting

Pathways

Signage

also see 2. ENTRANCES

Addressed the need:

- To be functional and show direction
- To identify what department or who is inside
- To be consistent

Areas of consideration:

- Condition, function – clean, maintenance such as step repair, accessibility, and lighting
- Signage – subjects/ depts. within, solution that allows for easy modification, indicate direction
- Design enhancement regarding university branding



Dirty Sign - Thurmond



Temporary Sign, need permanent - Bike Share



Primary Eatery, emphasize - Thomson



Faded Banner - Scholars Walk

Recommendations & Possibilities:

- Many buildings' signs and other sign types need:
 - Power wash concrete signs for mold, mildew
 - Cleaning dirt off other sign types: speed limit, parking, and stop signs
- Address sign inconsistencies, across campus
 - Heights, information listed, etc. varies on speed limit, parking, and stop signs
 - Various logo renditions are used on all sign types across campus: Art, Trees, ADA, Awnings – do signs need a logo or would text suffice, refer to sign policy, UCM
 - Some signs for Art, Trees, etc. are missing due to vandalism and need replacing
- Replace faded or torn signs and banners, some banner poles need repainting, etc.
- Comporium Bike Share Stations signage need replacing with permanent solution – City or Winthrop?
- Trim, remove landscaping covering signs (Little Chapel, Main Administration Building, etc.)
- Review signs with directional elements to confirm accuracy, add element to signs that need it (Bancroft-Student Veteran Center, etc.) (See attached G-Directional Signage Map)
- Add directional signs; suggested locations:
 - Off Oakland, main entrance; include Joynes/Admissions and Main Administration Building with appropriate arrows

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- Off Oakland again, when getting to Ebenezer Ave and Memorial Circle, cars need to know what is left (i.e. West Center, Campus Center) and what is right (i.e. Thomson, Cherry Rd exit)
- Interior part of Alumni Drive; include West Center, Campus Center, Facilities Management, Cherry Road exit
- Corner of Founders Lane and Alumni Drive; include one facing drivers on Alumni Drive, a second near the stop sign on Founders Lane before turning onto Alumni Drive
- The Sims side of Ebenezer Ave to indicate what is in each direction
- Create signs with a greater emphasis on some campus locations; such as Thomson Dining Center
- Engagement projects with students, volunteers – Some projects lean this way
 - Cleaning signage

Over-arching possible solutions for continuity:

- Break campus signs into area/ type and treat all signage in a similar way, in a branding sense, all with the same color scheme or system/ signage system
- When generating new signs, consider format, orientation, and location



Power wash - Main Entrance Sign



Clean - Kinard Sign



Poor location, small - Dacus Sign



Create consistency - Parking signs



Missing sign - Art



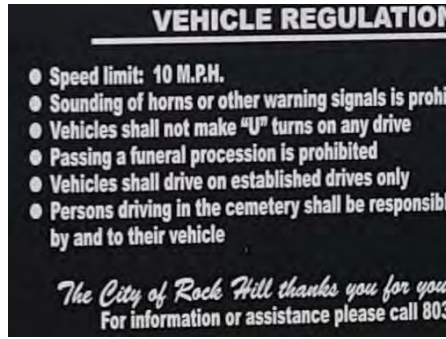
Landscaping hiding sign

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Effective Sign (informative) Example



Effective Sign Example – detail



Effective Sign (ADA) Example



Effective Sign (directional) Example



Effective Sign (directional) Example



Effective Sign Example

Locations of Focus:

- All Campus locations with signs
- Joynes
- Main Front Entrance

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8. GATHERING AREAS

Between Buildings

Courtyards

Hidden Areas

Patios

Addressed the need:

- To be functional and user friendly
- To be inviting

Areas of consideration:

- Condition, function – clean, maintenance such as path repair, accessibility, and lighting
- Design enhancement



Gathering Area Opportunity - Roddey, Johnson, Hardin Garden



Gathering Area Opportunity - Roddey Courtyard



Gathering Area Opportunity - Dinkins Front

Recommendations & Possibilities:

- Committee teams made note of a handful of possible places to beautify or create; areas where buildings interface with a garden, courtyard, or patio – DiGiorgio Campus Center, Dinkins, Hardin Garden, Roddey, Scholars Walk, Withers w/Dacus
- Most buildings' courtyards, pathways, patios, porches need:
 - Repairs to concrete, tiles, brick areas
 - Power wash concrete for mold, mildew
 - Cleaning dirt from paths, surfaces, existing furniture
 - Repainting
- Most buildings' patios, porches are missing furniture
 - Add furniture to main entrances and existing gathering areas
 - Add furniture and design new gathering areas
 - Review Accessibility
- Add a design enhancement – lighting design, umbrellas or protective overhang
- Engagement projects with students, volunteers
 - Furniture – Design, create
- Fundraising project – Sponsor a gathering area by donating supplies

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Gathering Area Example - Hardin Garden



Gathering Area Example - Johnson



Gathering Area Example - DiGs



Gathering Area Example - Scholars Walk



Gathering Area Example - Little Chapel



Gathering Area Example - Hardin Garden



Gathering Area Example - unknown



Gathering Area Example - unknown

Locations of Focus:

- Dinkins
- DiGiorgio Campus Center/ West Center
- Hardin Garden/ back of Roddey & Johnson
- McLaurin Hall & Rutledge
- Roddey Courtyard (primarily needs cleaning, mud removal, brick repair)
- Withers & Dacus

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Community Engagement & Service:

As Campus Beautification efforts are supported by community placemaking events for participation, the committee presents examples for increasing community engagement. Broadening the scope to include members from various segments of the community will strengthen the initiative's success and reduce burden on any one group's resources. Moreover, a handful of community audience tiers, for inclusion in engagement opportunities, have been identified.

- **Winthrop Family** – Alumni, Boards, Employees, Faculty, Staff, Students
- **Rock Hill and Beyond** – Local, Area Organizations, and Specialized Individuals with passion points which correlate to the Campus Beautification categories and projects; including Art, Design, York County Master Gardeners, Service Groups such as Boy Scouts/ Girl Scouts, etc.

WINTHROP CAMPUS BEAUTIFICATION YEAR OF SERVICE

Include members from all segments of the Winthrop family in a campus-wide, year-long, community exercise which people could opt in as they are able and their contributions, across groups, could be celebrated.

- **Segments:**
 - Employees, Faculty, Staff, Students – individuals or groups (ACAD group, alumni groups, Colleges, Departments, faculty group, fraternity, orientation, residence life, sorority, sports teams, staff group, student organizations)
 - Non-Winthrop individuals or groups can participate, with a liability waiver
- **Possible Specifications:**
 - A focused branding and marketing campaign opportunity
 - Commitment can be for a number of projects or hours
 - Service shall occur during an approved common time, M-F, during normal work hours when possible
 - Recognize those who commit, at year's end, during the Faculty, Staff, and Retiree Awards Ceremony
 - Provide additional incentives if possible – gift cards to area businesses, socials throughout year
 - Would meet community service requirement for student groups
 - Would fulfill professional stewardship requirement for faculty
 - Need to consider crediting staff in annual performance reviews
 - Create a dashboard for progress tracking of projects and service commitments
- **Timeline:**
 - Spring/ Committee works with UCM for program name, branding to correlate with CBI identity
 - May 21, 2021/ Concept is introduced to stakeholders, donors, prospects at Reveal Reception
 - Summer/ Committee meets with Facilities Management to select projects on our combined lists that could be supported by non-facilities campus members.
 - Convocation 2021/ Launch, Winthrop family members enroll and select projects for service

PROPOSAL

Campus Beautification Initiative

REVITALIZING WINTHROP

- **Benefits:**
 - Elevates school spirit, school community; encourages investment in campus care
 - Allows a re-direction of funds and relieves overburdening the limited number of Facilities Management staff

- **Additions to the year of service may include**
 - Invite local, area organizations and specialized individuals with expertise in beautification projects, to relieve overburdening employees, faculty, and staff in these fields
 - Alumni/ Area Artists or Gardeners to engage, teach student workshops to create with students; examples: Katie Loyd (Alum), Landscape Arch; Bree Stallings, muralist – teaches classes, workshops; Sharon Dowell, muralist – teaches classes, workshops; Carrie Gault, designer, mosaic artist, architect – teaches classes, workshops; others **TBD**

 - For completion of some beautification projects, prospectus may be written and Calls for Proposals (CFP) extended, initiated, to artists, gardeners, etc. in turn allocating funds to commission experts in these fields. Example: Applying art, printed to vinyl and wrapped to large utility boxes across campus. Art is selected from a CFP to CVPA Faculty and selected Alumni.

PROPOSAL

Campus Beautification Initiative REVITALIZING WINTHROP

Conclusion:

The campus beautification research presented by the initiative's committee is compelling. It demonstrates a need to address immediate, short term projects, as well as the commencement of more complex, long term projects so that Winthrop is able to establish pride in campus; capture attention of prospective students; and preserve her reputation as a beautiful, historic campus.

The committee presents a solution to direct emphasis upon places which are campus focal points. Even though committee teams addressed specific buildings and needs within their research, as referenced in this report, a suggested comprehensive list for placemaking may be a selection of the following:

Suggested Places/ Building/ Area

- Artesian Well & Main Administration Building
- Byrnes Auditorium
- Dacus Library
- DiGiorgio Campus Center, Campus Green, & The West Center
- Dinkins
- Farm, Coliseum, The Shack
- Hardin Gardens & Roddey Hall with Johnson Hall
- Joynes Hall (Admissions)
- Little Chapel & Amphitheatre
- McBryde Hall with Tuttle Dining Room
- Rutledge Building (Galleries) & McLaurin Hall
- Scholars Walk
- Thomson Cafeteria & Macfeat House
- Withers

There is much to do across all parts of campus, first with cleaning and maintenance, then landscaping, design enhancements, public art creation and installation; all for placemaking. The committee summarizes that without starting this important work, additional deterioration to campus may take place. Joining placemaking participation groups of volunteers, students, Winthrop family members, will strengthen resources to help achieve success. The culmination of our work will positively impact synergy between people of this campus community, the broader community, and place – *Winthrop University*.

Attachments: A-Photo Log, per category B- Research, Work Inventory Log, per category
C-Campus Landscape Master Plan D-Campus Lawn Art Inventory E-Ephemera Location Maps
F-Fences Map G-Directional Signage Map

PROPOSAL

Campus Beautification Initiative

REVITALIZING WINTHROP

Lists:

Community Engagement Opportunities & Service Project Possibilities:

Projects will be scheduled one at a time to roll out in phases annually. Some by campus destinations, others by categories. Projects complement the work of the Facilities Management team. **Timelines TBD, will be created per project, once selected, on an ongoing basis.**

CLEANING

- General cleaning, trash pickup – possible locations **TBD**
 - Pathways
 - Signs
 - Other **TBD**

ENTRANCES

- **TBD**

EPHEMERA

- Paint bottom of fire hydrants
- **TBD**

LANDSCAPING

- Weed planting beds and planters – possible locations Barnes Recital Hall Courtyard, **TBD**
- Design, create a series of planting beds – possible locations Artesian Well, Hardin Garden, Joynes, Little Chapel, Main Administration Building, Scholars Walk, West Center, **TBD**
- Design, create a series of planters – possible entrance locations Byrnes, DiGiorgio Campus Center, Joynes, McBryde & Tuttle, Richardson Ballroom, West Center
- Memorial Tree (Sycamore or Dogwood) Honoring Dr. Lesslie – Crawford front stairs area/ Campus
- Sponsor a garden by donating supplies, plants
- Watering plants and plant beds
- Other **TBD**

PUBLIC ART/ MURALS (if not a student class project, trained professionals could be recruited to give workshops and produce with students or CFP placed)

- Add art printed to vinyl or paint or embellish large utility units, boxes
- Paint simple murals or add color to walls with paint – possible locations Dacus, Dinkins ground floor, McLaurin breezeway, Rutledge ground floor side entry wall, The Shack
- Paint murals (more elaborate than adding color to walls) – possible locations Chiller Plant back wall, Dacus, Dinkins ground floor, Lee Wicker at Thomson
- Create barriers or walls to conceal unsightly items on grounds

PROPOSAL

Campus Beautification Initiative

REVITALIZING WINTHROP

Facilities Management Projects (list dated March 2021):

**Note:* The Campus Master planning proposal includes campus beautification but it will only remain in the final contract if funding is available for it.

- Oakland Ave Fence repairs – requesting (3) quotes via SCBO
- North campus street signage (corner of Oakland and Cherry) On Cherry road where the walls were removed and there are some wall sections left and left rugged.....a column will be added to the end of each wall section. This is part of the signage project for the Cherry road/Oakland Avenue sign and will happen at the same time. We are waiting on Justin to sign the forms so we can proceed with this project.
- The overgrown shrubs by the oil tanks need to be trimmed/removed in order to remove the tanks. A proposal for air permitting and engineering for developing the SPCC plans for the tanks are in process. Also finding a vendor that can and is willing to cut the overgrown shrubs at the oil tanks has been hard; liability issues
- Asphalt repairs
- Dinkins porch leak which effects the exterior appearance when entering - PO issued to hire a consultant to design plan for repairs.
- Hardin Garden Fountains – needs repairing – Chris Rousseau used to handle and repair. He has since retired. Facilities is working on a contract for services
- Pressure washing and cleaning awnings – Facilities is currently working on a contract for services
- Repainting street markings and crosswalks – Facilities is currently working on a contract for services
- Campus Center plaza study and repairs: study is complete and needs to be reviewed
- Front Campus Fountain Restoration – Project designed – Alumni working on fundraiser
- General campus side walk repairs – in process of a survey to be conducted by Facilities of all sidewalks to identify grinding and replacement locations. This is listed as a high priority
- The trellises on Scholars Walk need to be removed/replaced. Facilities to hire an architect to develop design and cost estimate. Waiting for school to be out so it can be removed, some significant digging will take place along with repairs of the bricks. Funding source is trying to be identified for something new.
- Painting of all exterior railings on campus – Facilities painters will address
- Porch at Lee Wicker along with the lower section to a lower door that has paint bubbling – has been priced for repairs and is waiting on funding
- Bancroft front porch – Results came back and is negative for asbestos. Awaiting contractor pricing
- Joynes – Facilities will clean the porch and paint the railings, trim and ceiling, etc., place tables and chairs for visitors. Landscaping has not been addressed due to the full project being on hold due to waiting for some clarifications from the state. Once the project moves forward, the outside area of front of the porch will completely change, hence, any new plantings would need to be relocated so we are waiting for answers before we decide whether we move forward with the landscaping
- At the Farm/Winthrop Lake – Gravel for golf course road and community garden is needed. Gathering pricing

PROPOSAL

Campus Beautification Initiative

REVITALIZING WINTHROP

Possible Public Art/ Design Projects (list dated March 2021):

SE denotes a student engagement project possibility. If not a student class project, trained professionals could be recruited to give workshops and produce with students or CFP placed. Consider area artists/ alumni.

Timelines TBD, will be created per project, once selected, on an ongoing basis.

ENTRANCES

- Add color to doors with paint – possible locations Johnson side door, McBryde and Tuttle, Roddey back doors, Rutledge Main Gallery, Sykes
- Enhance with hanging apparatus of color or decals – Tall windows McBryde Hall, DiGiorgio Campus Center

EPHEMERA

- Design, create a series of bike racks **SE**
- Design, create a series of benches **SE**
- Paint the bottoms of fire hydrants **SE**

LANDSCAPING

- Address, design, complete signs for sculptures and trees on campus
- Design, create landscape elements such as stepping stone, seats, etc. **SE**

PUBLIC ART/ MURALS

- Add art to walls, pathways, alley ways – printed on vinyl, stretched over metal frames – possible locations Roddey at Johnson side door, Dinkins ground floor **SE**
- Add art (vinyl printed) or paint or embellish large utility units, boxes **CVPA Fac, Alumni Engagement**
- Paint simple murals or add color to walls with paint – possible locations Chiller Plant back wall, Dacus, Dinkins ground floor, McLaurin breezeway, Rutledge ground floor side entry wall, The Shack **SE**
- Paint murals (more elaborate than adding color to walls) – possible locations Chiller Plant back wall, Dacus, Dinkins ground floor, Lee Wicker at Thomson **SE**
- Create barriers or walls to conceal unsightly items on grounds **SE**
- Explore options for adding sculpture to build sculpture collection – loan program, artist creates (student or area artist), place a CFP, partner with WAI on commission, other

GATHERING AREAS

- Design, create a series of furniture **SE**
- Add design enhancements of lighting design, protective overhangs/ umbrellas
- Sponsor a gathering areas by donating supplies

PROPOSAL

Campus Beautification Initiative

REVITALIZING WINTHROP

Possible Recommendations List by Building/ Area (list dated March 2021):

Project Key: will be applied to list on an ongoing basis.

ST	Short term	LT	Long Term	V	Volunteer Engagement
SE	Student Engagement	F	Fundraising	CFP	Call For Proposals
Fac	Facilities in Progress	WR	for Work Request		

Overall General comments (over-arching)	
	-For all projects created and implemented, continuous maintenance and long term upkeep needs to be considered in the plan
	Cleaning
WR	-Clean all buildings at entryways, steps, walkways, windows, signs; power wash to remove mold, mildew, cobwebs, chipping paint
WR	-General repairs to all buildings like steps, cracked sidewalks, loose or missing bricks or tiles
WR	-Check lights at all building for operation
	Entrances
	-Treat entrances all in a similar way, breaking them out into sections or areas if needed
	-In a branding sense, apply all with the same color scheme or system/ signage system <ul style="list-style-type: none"> • Create a system to be applied for painting entrance doors <ul style="list-style-type: none"> ○ Possible theme 1: Use (4) colors – Winthrop brand colors, main doors 1 color, secondary doors another ○ Possible theme 2: Use Winthrop brand colors and enlarge a graphic or the logo's eagle, cropping a portion for coverage on the entire door – on main entry door only, then assign another Winthrop color to secondary doors
	-Sign System on most bldgs. is missing, unhelpful, inconsistent <ul style="list-style-type: none"> • Move small hanging signs, presently not always visible, onto the buildings' main entrance • Re-sign campus to be visible, more helpful (larger, lighted possibly, referencing who/ which department within building – easily changeable as people move • Some entries have cloth awnings or signs, but not all, some have old logo; remove, clean-up, create consistency • Review ADA signs for placement and visibility – add more where needed or move
	Ephemera
	-Benches – clean, repaint, repair, replace as needed, create consistency in type
	-Bike Racks – clean, repaint, repair, replace as needed
V, SE	-Hydrants – repaint bottoms (all tops must retain current paint color, per City of Rock Hill)
	-Refuse Cans – waste receptacles, recycling bins – clean, repaint, replace, create consistency in type
V, SE, F	-Engagement projects with students, volunteers, or local artists <ul style="list-style-type: none"> *long-term maintenance included in final punch list upon installation <ul style="list-style-type: none"> • Bike Racks – Student engagement project to design, create • Benches – 10 standard concrete benches get manufactured and through a call or competition, each is embellished by an artist • Hydrants – Painting
Fac	Fencing

PROPOSAL

Campus Beautification Initiative

REVITALIZING WINTHROP

	-Given the scope of work that needs to be done to improve current conditions of fencing around campus, can fencing in portions of campus be removed to open up campus? <ul style="list-style-type: none"> • Where can fencing be removed completely to open up campus • Is fencing an affinity point for students and alumni? • Survey students and alumni to gauge feelings on removing fencing around campus
	-Removing fencing would: alleviate need for continued fence maintenance as a budget item; remove fence repairs from current deferred maintenance list for campus facilities; would remove the separation of campus
	-Break campus fences, gates into type and then treat all in a similar way, with a similar system
V	-Address landscaping in conjunction with perimeter fence and others
Fac	-Repaint all railings
	Landscaping
V	-Entry points to have garnet & gold flowers
V	-Hanging baskets could use lantana as it will come back every year
	-Address the many “holes” in lawns and plant beds
V	-Mulch needs to be added to specific beds across campus, look to see if ground cover can be used in places
V	-Pansies could be replaced soon with a seasonal replacement
Fac	-Remove all plants along the side of Owens – Replace with rock garden?
	-Consider themes to plant beds
V, SE	-Consider area Master Gardeners, Landscape Archs/ alumni to give workshops to produce with students
F	-Consider getting sponsors, businesses to donate supplies, or honor a garden
	Public Art
	-Include long-term maintenance of sculptures, art, murals in final packet upon installation, and budget
	-Consider art grant funding – Arts Council of York County, Charlotte Mecklenburg Arts & Science Council (covers York County artists, non-student), Women’s Art Initiative
	-Consider Winthrop centric subject matter and colors for murals
	-Consider area artists/ alumni to give workshops to produce with students
	-Create a Call (CFP) or more to engage Fac and Alumni for projects
	Wayfinding
	-Aluminum signs have been stolen across campus, move to using granite markers lower to ground??
	-When generating new signs, consider format, orientation, and location
	-Break campus signs into area/ type and treat all signage in a similar way, in a branding sense, all with the same color scheme or system/ signage system
	-Replace faded or torn signs and banners, some banner poles need repainting, etc.
	-Address sign inconsistencies, across campus (logo, heights, etc.)
	-Add directional signs across campus where visitors need to know what is ahead, etc. (see full research list for locals)
	Gathering Areas
F	--Consider getting sponsors, businesses to donate supplies, or honor a gathering area

Byrnes Auditorium	
General comments (over-arching)	

PROPOSAL

Campus Beautification Initiative REVITALIZING WINTHROP

Possible Recommendations	
	Side of Byrnes, Scholars Walk side
F	-blank spot is on hold until the Band Room plan is completed, make a gathering area/ patio
	Entrances
WR	-Powerwash for mold, mildew, chipping paint
V	-Clean and remove cobwebs and dirt
WR	-Repairs to concrete sidewalks, steps, tiles, brick areas
	-Re-address sign system
WR	-Re-painting. Byrnes/Barnes doors need paint facing Kinard
F	-Fundraising op/ design op - Front Entry, sell or name sections of concrete pad, in squares with a star, as in Hollywood, noting Winthrop performers
	Landscaping - Front Lawn Area / Eden Terrace Entry
WR	-Address bare patches in lawns
V	-Add plantings in beds lining the entry
V	-Add planters to Byrnes front entrance
WR	-Power wash WU sign, walkways, stairs of Byrnes

Dacus Library	
General comments (over-arching)	
	-Create a sign with greater emphasis on this place of interest, as with other places like it
Possible Recommendations	
	Public Art
V, SE	-Possible mural(s) location
SE, CFP	-Sides of bldg left and right of main entry have retaining walls now white could be accent color or design op
	-Possible public art, sculpture location. Explore options for sculpture loan program, sculpture placement
	Entrance
WR	-Power wash for mold, mildew, chipping paint
V	-Clean and remove cobwebs and dirt
WR	-Sidewalks, ramps need lots of repair due to cracks
	-Sign on Oakland is too small, dirty, text on wall near main entry again small
	-Building has 2 tall brick walls that could be a design, art op - imagery or hanging banner with text or color
	-Existing gathering area at main entry could be enhanced with color
V	-Add planters to gathering area
	Ephemera
V, SE	-Possible location for bike racks, other ephemera - TBD

DiGiorgio Campus Center, Campus Green, & The West Center	
General comments (over-arching)	
	-Create a sign with greater emphasis on this place of interest, as with other places like it
Possible Recommendations	
	Entrances
WR	-Power wash to remove lots of mold - walkways, sidewalks, brick steps at front and back ground level
WR	-Lots of repairs needed on front concourse walkway patio, steps, tiled area, back walkway patio
WR	-Repairs to back overhang, lots of water damage

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Campus Beautification Initiative
REVITALIZING WINTHROP

WR	-Repairs at Richardson entry overhang and walkway
	-Richardson has large sign/ faded
	-Front main entry needs to be more clearly defined, paint a splash of color somewhere or hanging banners of color in windows or identifier
	-Back entries could use accent colors
	-Back walls of bldg at ground level could be accent color or design op - painted Winthrop Logo eagle large and cropped
F	-Gathering area at back landing could be a design op
	-All gathering areas need refreshing, furniture, etc
	Public Art
	-Tall windows could be an art installation of some kind
	Landscaping
	-Address deteriorating landscaping
V	-Add to planters at entries including Richardson Ballroom and all entries
V	-Add planting to triangle bed at West Center
	Ephemera
V, SE	-Front and Back - Possible location for bike racks, other ephemera – TBD

Dinkins	
General comments (over-arching)	
	-Create a sign with greater emphasis on this place of interest, as with other places like it
Possible Recommendations	
	Public Art
V, SE, CFP	-Possible mural location on the ground level wall
F	-Possible location for gathering area in front lawn area or public art that functions as seating
	Entrances
WR	-Power wash concrete, steps, sidewalks, entire perimeter
WR	-Repair steps, multiple locations and landing
WR	-Repair brick wall
	-Accessibility ramp and entry are unclear – need signage
	-Signage at front, main entry needs attention, out dated, design op
	-Gathering area at main entry on porch could be enhanced with color – could feel more café like
	-Front main entry needs to be more clearly defined, perhaps a splash of color somewhere
	-Sides/ walls at ground level could be accent color or design op – even text
	Ephemera
V, SE	-Possible location for bike racks, other ephemera – TBD

Farm, Coliseum, The Shack	
General comments (over-arching)	
Possible Recommendations	
	Shack
	Entrances
V	-Remove cobwebs in windows

PROPOSAL

Campus Beautification Initiative

REVITALIZING WINTHROP

WR	- Clean and repair steps at each entry and patio on back, re-paint railings all around
V, SE	-Grounds around steps are soggy, add step-stones or something
	-Sign is small, address signage to have more emphasis
WR	-Main entry door has cloth awning needs cleaning, has outdated logo, replace or remove
	-Add color with paint to Doors main door color, accent color at secondary entry
	Public Art
V, SE	-Possible mural location on side of bldg., a cropping of the Winthrop logo eagle across the left half of front
	-Wall at back patio could have mural or painted a color
	Coliseum
	-Review accessibility signage and entry points for visibility
	Farm
	-Review Wayfinding, places for landscape enhancement

Hardin Gardens & Roddey Hall with Johnson Hall

General comments (over-arching)

Fac	-Fix the fountains in gardens
F	-Area between Roddey, Johnson, gardens – extend garden, add/create gathering area with possible covering or lights of design
WR	-Power wash all surfaces, concrete, bricks, walkways, especially all mud at area between Roddey, Johnson, gardens AND Roddey Courtyard
WR	-Repair brick areas, cracked concrete areas

Possible Recommendations

	Entrances
	Roddey
WR	-Roddey courtyard – power wash, lots of mud, repair bricks, repair fountain
	-Main door off courtyard needs light, paint a color
V	-Oil or paint wood set of doors on side
	-Clean side walkways, entries, ramp area at Roddey, repaint railing
WR	-Garden entries – power wash all surfaces and doors, repair bricks and rotting wood
	Johnson
WR	-Replace Side door at lot, re-paint rails, front steps need lite repair
	Landscaping
	-Irrigation lines need covering (fountain near Johnson and at top fountains near McLaurin and throughout
V	-Dead bushes @ Johnson Hall area of pathways
V	-Mulch beds
V	-Need color in beds
	-Dead tree stump @ centerpiece
V	-Add plantings into empty beds
	Public Art
	-Clean purple worm
SE	-Add sculptures. Circular areas still blank for future art commissioned by students

Joynes Hall (Admissions)

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REVITALIZING WINTHROP

General comments (over-arching)	
	-Create a sign with greater emphasis on this place of interest, as with other places like it
	-Add directional signage at this main campus entry point for visitors
Possible Recommendations	
	Entrances
WR	-Power wash for mold, mildew, chipping paint
V	-Clean and remove cobwebs and dirt
WR	-Repair concrete, tiles, brick areas
	-Re-address sign system
	-Repaint
	Landscaping
	-Address deteriorating landscaping
V	-Add plantings at front and ramp entries
V	-Add planters on porch

Little Chapel & Amphitheatre	
General comments (over-arching)	
Possible Recommendations	
	Entrance
WR	-Power wash for mold, mildew, chipping paint
V	-Clean and remove cobwebs and dirt
	-Repaint doors
	-Re-address sign system
	Landscaping
	-Address deteriorating landscaping
V	-Trim shrubs and plantings, and those covering sign
V	-Add plantings
	Amphitheatre
WR	-Clean stage
WR	-Repair bricks to rows of seats
WR	-Repaint pit

McBryde Hall with Tuttle Dining Room	
General comments (over-arching)	
	-Create a sign with greater emphasis on this place of interest, as with other places like it
WR	-Side are where dumpsters are needs attention, windows are covered with stuff inside – could they be painted with a design or pattern to not show junk inside
Possible Recommendations	
	Entrances
WR	-Repair/ Replace steps & tiles on steps of McBryde, both sides to match
WR	-Clean steps on both side entries, Tuttle also, treat same

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Campus Beautification Initiative
REVITALIZING WINTHROP

	-Entries could use up lighting
WR	-Repair doors to shut, be level
	-Signs are needed to attract attention for external guests paying to rent venue
	-Entries, Tuttle also, need color splash or hanging banners of color in windows and paint doors
	Landscaping
V	-Trim shrubs @ back of McBryde,
V	-Clean out plant beds, add plantings
	Public Art
	-Tall windows on each side of bldg. are design op

Rutledge Building (Galleries) & McLaurin Hall	
General comments (over-arching)	
	-Create a sign with greater emphasis on this place of interest, as with other places like it
Possible Recommendations	
	Entrances
WR	-Clean, power wash Gallery steps, side steps, sidewalks, all surfaces
WR	-Clean gallery lights
WR	-Repair front and side walkway concrete and bricks, concrete block at side out of place, concrete around side needs repair
WR	-Repaint all railings and Gallery lights with round globes at top
	-Repaint front main entry so do Gallery doors - perhaps a color splash, side door to ground level, door needs color
	-Re-paint all breezeways and doors – add a color?
WR	-Repair bricks around perimeter and cracked concrete
	Landscaping
	-Address deteriorating landscaping at front of McLaurin
V	-Add plantings
	Public Art
	- Brick wall at side could be a color op or art op like vinyl printed student art wrapped to metal frames
SE	-Add sculptures or public art seating for gathering area to front McLaurin and area between McLaurin and Rutledge at breezeway

Scholars Walk	
General comments (over-arching)	
Possible Recommendations	
Fac	-Arbors/ pergola need replacing
	-Faded banners need replacing
WR	-Power wash concrete, bricks, entire area
	Landscaping
V	-Mulch/ Ground cover @ back of Margaret Nance?
V	-Planters need weeding @ Crawford & Margaret Nance
	-Deteriorating landscaping along walk – add plants, color, themed areas, planters

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REVITALIZING WINTHROP

	Public Art
F	-Pergola area is a possible gathering area. Add furniture, durable seating, or public art that functions as seating -Add a Cover of color that could be updated affordably as needed
	Ephemera
V, SE	-Possible location for ephemera – TBD

Thomson Cafeteria & Macfeat House	
General comments (over-arching)	
	-Create a sign with greater emphasis on this place of interest, as with other places like it
Possible Recommendations	
	Entrances (Thomson and Macfeat – front and back with patio)
	-Re-address sign system
WR	-Power wash for mold, mildew, chipping paint
V	-Clean and remove cobwebs and dirt
WR	-Repair concrete, brick areas
	-Re-paint
	Fencing
WR	-Cherry Rd, in front of Thomson, brick wall missing front maybe when sidewalk was replaced
	Landscaping
V	-Macfeat front beds need trimming and color added
V	-Macfeat back patio – add planters
V	-Trim Thurmond front beds -Mulch bed behind Thurmond, on corner
V	-Thomson beds need trimming and color added
	Public Art
V, SE	-Wall at Lee Wicker or Thomson is a possible mural location

Main Administration Building & Artesian Well	
General comments (over-arching)	
	-CBI project scheduled April 9, 2021
Possible Recommendations	
	Artesian Well
WR	-Power wash cement and fountain
WR	-Clean up around structure
WR	-Repair metal roof
WR	-Paint spindle on top of structure
WR	-Clean interior of structure
WR	-Prep door and window trim of structure for painting
WR	-Remove or trim bushes
V	-Add new plantings and mulch
V	-Paint door and window trim (new color) of structure
	-Add Public Art element to Fount & Add up lighting to Well (color)

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	Main Administration Building Front Entrance
WR	-Power wash stone and brick around entrance way
WR	-Power wash stairs and surrounding
WR	-Prep railings front and side for painting
V	-Add new plantings and mulch to right of entrance
V	-Add new plantings and mulch right side of building facing Artesian Well
WR	-Paint railings front and side
	-Add landscape element or art to right of entrance
	Main Administration Building Back/ Side Entrance
	-Lighting at Side door, Front door could use up lighting
	-Lighting at the side door for handicap access is dark
	-Accessibility ramp at McBryde has design op, color brick wall
	-Add sign to steep accessibility ramp
WR	-Elevator area at back: clean loose pavement up, re-pave, add signage, repaint
WR	-Breezeway between McLaurin needs re-painting

Withers/W.T.S.	
General comments (over-arching)	
	-Address signage/ labeling of doors, entry points, especially Macfeat Lab School
Possible Recommendations	
	Entrances
WR	-Power wash for mold, mildew, chipping paint
V	-Clean and remove cobwebs and dirt
WR	-Repairs to concrete, tiles, brick areas around entire perimeter
	-Repaint, even add color to main doors
	Public Art
	-Possible public art, sculpture location. Explore options for sculpture loan program, sculpture placement (between Dacus and Withers)
	-Gathering Area possible location

PROPOSAL

Campus Beautification Initiative

REVITALIZING WINTHROP

Proposed Budget (Estimates dated March 2021):

Ballpark estimates for various types of projects have been collected and used to compose a projected budget.

- Ephemera
 - Bench or seat of concrete (made in-house), estimate: \$2,000 each
 - Bench or seat (purchased), estimate: \$800-900 each
 - Bike rack of metal (made in-house), *on page 12*, estimate: \$2,000 each
 - Bike rack (purchased), estimate: \$500 each
 - Fire Hydrant paint, estimate: \$20 each

- Landscaping
 - Landscape element of concrete (made in-house) *on page 18*, estimate: \$1,000 each disc
 - Plant bed, *size of the one on right side of Main Administration Building*, estimate: \$750
 - Planter, estimate range: \$75-150

- Patio furniture for gathering areas, estimate: \$1,000-\$1,500
 - Rockers Heavy duty no-rot, *like at Joynes*, estimate: \$500 each
 - Table and (4) chairs, estimate: \$800 -\$1000 each set
 - Table/benches, *like at the campus center*, estimate: \$1200

- Public Art & Murals, estimate: \$5,000-\$10,000 per year to maintain
 - Mural estimate: \$2,000-\$6,000 or \$20-30 per sq. ft., *on page 17*, \$4,200
 - Re-furbish Sculptures on campus
 - Clean "Sweet Dreams" (white chairs), Front Lawn, estimate: \$500
 - Re-paint Purple Worm, Hardin Garden, estimate: \$500
 - Sculpture (new) for Hardin Garden, estimate: \$3,000
 - Sculpture/ community seating large scale, estimate: \$10,000
 - Vinyl Printed Student Art wrapped on metal frames *on page 17*, estimate: for (1) 3'x6', printing, frames, installation \$1,250/ for (4) \$4,750/ for (6) \$6,750
 - Vinyl Printed CVPA Faculty, Select Alumni Art for wrapping utility boxes, *on page 18*, estimate: for (1) "small" \$600, "large" \$1,000 , site visit w/final measurements, printing, installation

- Signage, Other Design Enhancements for Entryways
 - Vinyl Printed Sign wrapped on metal frames *on page 17*, estimate: for (1) 3'x6', printing, frames, installation \$1,250/ for (4) \$4,750/ for (6) \$6,750
 - Vinyl, fabric Hanging Banners *on page 10, 18*, estimate: \$250 each
 - Window Treatment, Decal, *on page 10* estimate: 48"x36" \$75 each
 - Window Treatment, Other, *on page 10* estimate: TBD

Other Funding Source Possibilities:

- Sponsorship and or supply donations
- Grants: Arts Council York County (Winthrop CVPA or Art Dept.), Women's Art Initiative (Winthrop CVPA or Art Dept.), Charlotte Mecklenburg Arts & Science Council (if artist is professor not student)

PROPOSAL

Campus Beautification Initiative REVITALIZING WINTHROP

Campus Beautification Initiative				
Budget / PROPOSED (what it could look like)				
2021-				
	estimate for each, what's used TBD	multiples TBD	estimate for multiples	estimate for each category
Ephemera				
Bench/ seat of concrete (made in-house)	\$ 2,000.00	3	\$ 6,000.00	
Bench/ seat (purchased) (avg \$800-1000)	\$ 800.00	6	\$ 4,800.00	
Bike Rack of metal (made in-house) <i>on page 12</i>	\$ 2,000.00	3	\$ 6,000.00	
Bike Rack (purchased)	\$ 500.00	3	\$ 1,500.00	
				\$ 18,300.00
Landscaping				
Landscape element of concrete (made in-house) <i>on page 18</i>	\$ 1,000.00	3	\$ 3,000.00	
Plant bed, <i>size of the one on right side of Tillman</i>	\$ 750.00	6	\$ 4,500.00	
Planter (avg \$75-150)	\$ 100.00	12	\$ 1,200.00	
				\$ 8,700.00
Patio Furniture for Gathering Area (avg 1k - 1.5k)				
Rockers Heavy duty no-rot, <i>like at Joynes</i>	\$ 500.00	6	\$ 3,000.00	
Table and (4) chairs	\$ 1,000.00	3	\$ 3,000.00	
Table with benches, <i>like at the campus center</i>	\$ 1,200.00	3	\$ 3,600.00	
				\$ 9,600.00
Public Art & Murals (avg annual 5k-10k)				
Maintenance, annual / Loan Program, annual (avg 5k-10k)	\$ -	1		
Mural (avg 2k-6k or \$20-30 per sq ft) <i>on page 17 4k</i>	\$ 3,000.00	2	\$ 6,000.00	
Re-furbish Sculptures on campus				
-Clean White Chairs, front lawn	\$ 500.00	1	\$ 500.00	
-Re-paint Purple Worm, Hardin Garden	\$ 500.00	1	\$ 500.00	
Sculpture (new), Hardin Garden	\$ 3,000.00	1	\$ 3,000.00	
Sculpture / Community Seating large scale	\$ 10,000.00	1	\$ 10,000.00	
Vinyl Printed Student Art on metal frame (3'x6')	\$ 1,250.00	4	\$ 4,750.00	
				\$ 24,750.00
Signage, Other Design Enhancements for Entryways				
Paint (exterior acrylic latex)	\$ 85.00	20	\$ 1,700.00	
Uplighting TBD				
Vinyl Printed sign on metal frame	\$ 1,250.00	4	\$ 4,750.00	
Window Treatment, Decal	\$ 75.00	20	\$ 1,500.00	
Window Treatment, Other TBD	\$ -			
				\$ 7,950.00
	\$ 29,510.00		\$ 69,300.00	

PROPOSAL

Campus Beautification Initiative

REVITALIZING WINTHROP

Proposed Schedule:

Schedules and Timelines of projects will be completed per project, once selected, on an ongoing basis. A few future placemaking projects are expected to occur over summer 2021, fully launching in the fall.

Selected “Start Point Projects” (soft-roll-out)

- **Revitalizing Winthrop Placemaking Project The Debut**

When: April 9, 2021

Where: Artesian Well with Courtyard & Main Administration Building’s Front Entrance (Main Administration Building)

Who: CBI committee members with Pi Kappa Phi, fraternity brothers of our student representative, following the good work of Facilities Management

What: Artesian Well Facilities -Power wash cement and fount -Clean up around well structure -Clean interior of well structure -Paint spindle on top of structure **TBD** -Paint door and window trim of structure **TBD** -Remove or trim bushes **CBI** -Add new plantings and mulch -Add Public Art element to Fount & Add up lighting to Well (for color) **TBD** Front Entrance Facilities -Power wash stone and brick around entrance way, stairs, sidewalks -Paint railings front and side **CBI** -Add new plantings and mulch to right of entrance

- **Revitalizing Winthrop Placemaking Project Utility Box Art Wraps**

When: TBD, 2021

Where: Various Utility Boxes across campus

Who: CVPA Faculty and selected Alumni Artists, following good work of Facilities Management

What: CBI writes a CFP inviting CVPA Faculty and selected Alumni Artists to submit images to be printed on vinyl, then wrapped on the boxes. Boxes painted a flat color first, by Facilities Management

PROPOSAL

Campus Beautification Initiative
REVITALIZING WINTHROP

Target Date	Target Task
April 9, 2021	Soft Roll Out CBI committee executes Debut Placemaking Project - small project/ Artesian Well Area Courtyard & Front of main administration bldg
March – April 2021	Meet with UCM for CBI Branding, Collateral, etc <ul style="list-style-type: none"> - Include Winthrop CBI Year of Service - Reveal Reception collateral, presentation materials -
May – August 2021	Continue subsequent Soft Roll Out projects (small)
May - , 2021	Commence “Art Wraps” Project w/ Call to Artists CVPA fac, select alumni
May 21, 2021	Reveal Reception for donors, stakeholders, prospects, President's House <ul style="list-style-type: none"> - Introduce: Winthrop CBI Year of Service, CBI Projects -
Summer 2021	“Get Organized” Finalize proposal, schedules, budgets, and other project management materials, plans, and documents
August/ Beginning of fall semester 2021 - Convocation timeframe	Roll out Winthrop Year of Service & engagement opportunities plan, the final proposal, timelines, all project lists Reveal to Employees, Faculty, Staff, Students
	Continue Roll Out projects
	*Create a dashboard to show progress intermittently throughout entire year *Hold socials intermittently for employees, faculty, staff, students, and community volunteers throughout entire year