CAMPUS IDENTITY & REVITALIZATION PLAN
The intent of the Campus Identity and Revitalization Plan is to greatly enhance the University of Detroit Mercy’s McNichols Campus environment and to have a positive impact on the surrounding community. This plan complements the City of Detroit’s efforts in improving Livernois Avenue with a new boulevard and enrichment to business storefronts. The enhancements have an energizing effect on UDM’s McNichols Campus, along with Northwest Detroit. Developing new entrances will create a sense of arrival and will reflect the University’s Catholic identity. All the improvements boost the vibrancy of student life and make the campus a great place to learn, live, grow, and play.

The initial focus of the Campus Identity and Revitalization Plan is to enhance the landscaping around the newly renovated buildings. Creating outdoor amenities for students is a vital component of the plan. Bringing the indoors to the outdoors with wireless internet access and pleasant study areas is a growing trend and has proven to be very successful. Though the plan is focused primarily on our McNichols Campus, Facility Operations has established standards for outdoor amenities to ensure quality and familiarity to all UDM campuses. This plan also addresses outdoor athletic facilities and multi-purpose gathering areas, such as the new tennis complex and pavilion. The new multi-purpose synthetic turf field and track not only allows athletes to compete, but it provides fully functional space for faculty, staff, students, and neighbors to exercise and play sports.

**Future Athletic Facility, Field, and Tennis Courts**

**New Multi-Purpose Track & Field**

**Future Stadium**
Identity and Revitalization Projects

**Phase I**

- Scared Heart Square Enhancement, Completed 2005
- Multi Purpose Field and Track, Completed 2007
- Outdoor Statuary (Catholic identity), Completed 2005
- Tennis Courts and Pavilion, Completed 2008

**Site Development Phase I**
- Circulation road from the academic area to the residence housing, Completed 2008
- New parking lots, Completed 2008

Sacred Heart Square
This project includes a large welcoming archway displaying the University’s name. One of the oldest buildings on campus, Lansing-Reilly Hall, will serve as the foundation to create an engaging perimeter. The west arm of the arch symbolically culminates at the Chapel with its beautiful stained-glass windows reflecting the University’s Catholic identity. All the parts of this project, including the removal of the chain link fence, will contribute to an uplifted image and enhanced identity. Additionally, the new face of the McNichols entrance has a positive operational purpose as well. No longer will vehicles need to line up on McNichols Road due to the entry booth being too close to the street. Creating double entry lanes for incoming vehicles will allow visitors to receive information in one lane and will allow a continuous flow for students, faculty, and staff in the permit lane.
Phase III

- Residence Halls
  - Landscaping
  - Upgraded Lighting
  - Outdoor Gathering & Study Spaces
  - New Decorative Iron Fencing

- Tree Planting Program
  - Adding diversity in plantings to avoid massive devastation given a species specific disease or pest.
  - Selection of tree species to thrive in desired locations.

- Identity Piece at the Corner of McNichols & Livernois

- Student Fitness Center & Kassab Mall Renovation
Maintenance

In order for this plan to be successful we must continuously maintain existing and new campus enhancements. The Facility Operations Grounds Unit is a key component in maintenance and beautification of all campus landscapes. Establishing standards for maintenance and material selections that are sustainable and affordable is crucial to the success of this plan. Proper training of the work force in irrigation, aeration, fertilization, seeding, planting, salting, mowing, trimming, edging, mulching and weeding are all critical to having a successful grounds revitalization plan. Proper equipment and training on this equipment is also vital to a successful grounds program. The right equipment can increase productivity, reduce injuries, improve morale, and reduce downtime due to equipment failures. Employee, alum, and student participation are also critical in maintaining the University’s appearance. This participation may be through the Building Planting Bed Adoption Program, Tree Donation Program, Volunteer Day, or even by policing litter and being respectful of existing plantings.