

A photograph of the Rowan University building in Glassboro, NJ. The building is a large, multi-story brick structure with a central portico supported by columns and a prominent white cupola on top. An American flag flies on a tall pole to the left of the building. The building is surrounded by green trees and a large green lawn in the foreground.

Worksession #2

February 15-16, 2005

Agenda

Schedule

Feedback from interviews

Master Plan Goals

Site Analysis

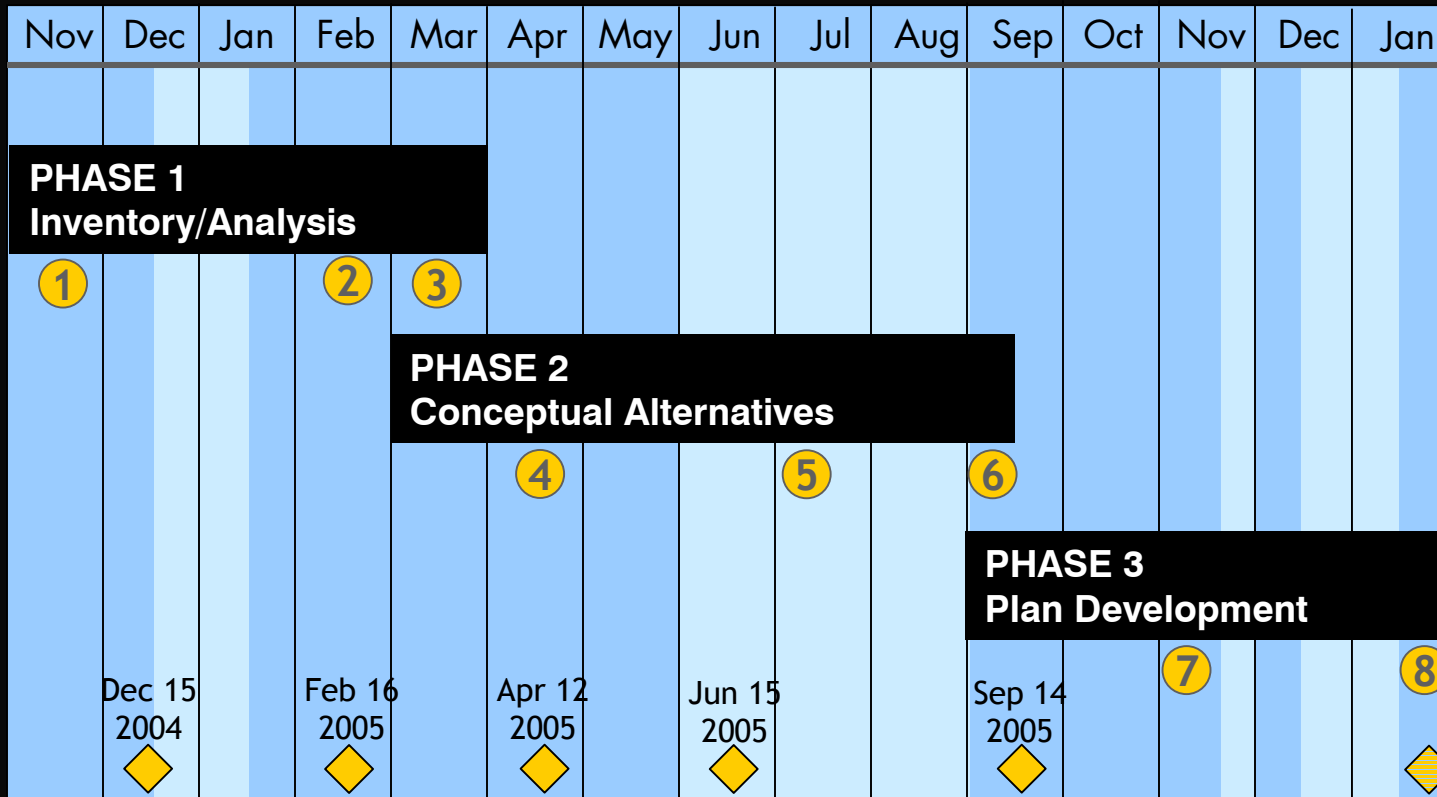
Parking & Transportation

Rowan Boulevard and West Campus

Housing Review

Next Steps

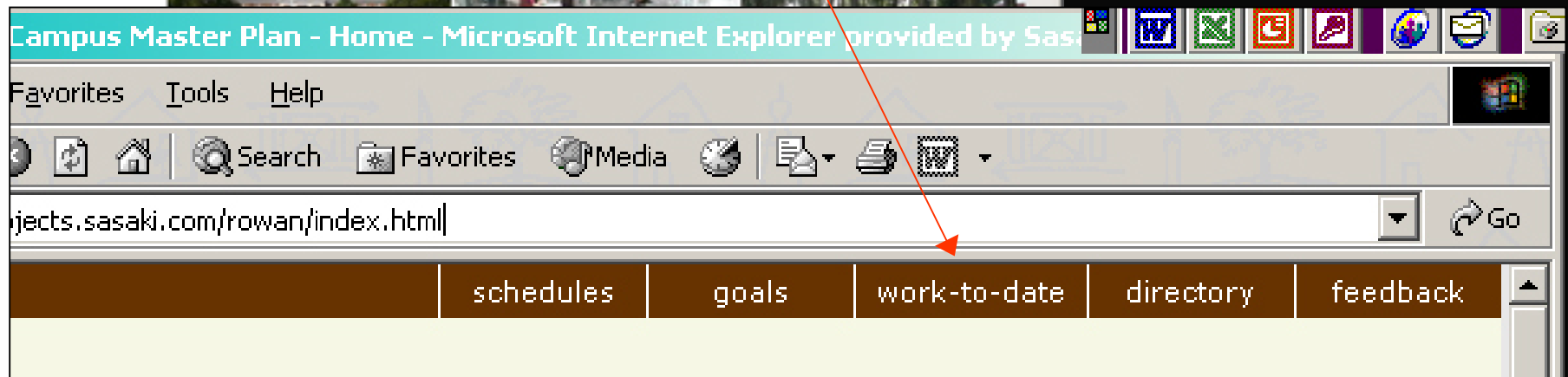
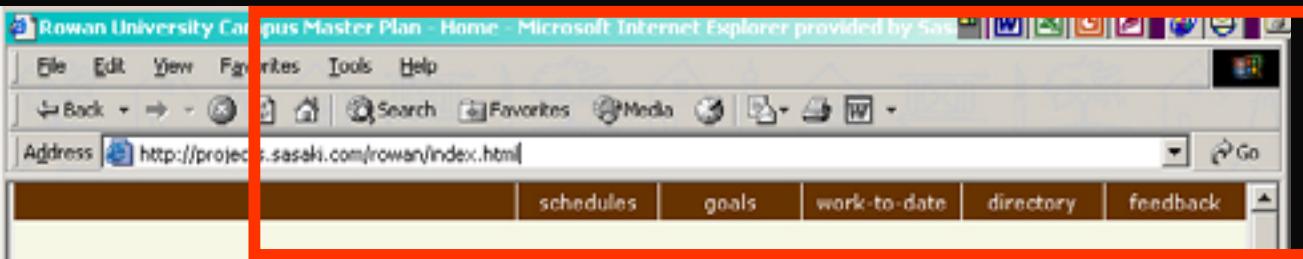
Proposed Schedule



- ① On-campus work sessions and Committee meetings
- ◆ Scheduled Board Meetings
- ◆ Future Board meetings - not yet scheduled

- | | |
|--|--|
| 1. Kick-off/Stakeholder Interviews | 5. Work sessions |
| 2. First Public Forum - Listening to the Community | 6. Final Alternatives/Preferred Alternative & Third Public Forum |
| 3. Strategic Planning Kick-off | 7. Draft Master Plan Review |
| 4. Draft Alternatives & Second Public Forum | 8. Final Plan Presentation & and Board meeting |

Website: <http://projects.sasaki.com/rowan/index.html>



decades to come. To help guide this growth, the University is in the midst of a major revision to its

Understanding of the critical issues for the master plan to address.

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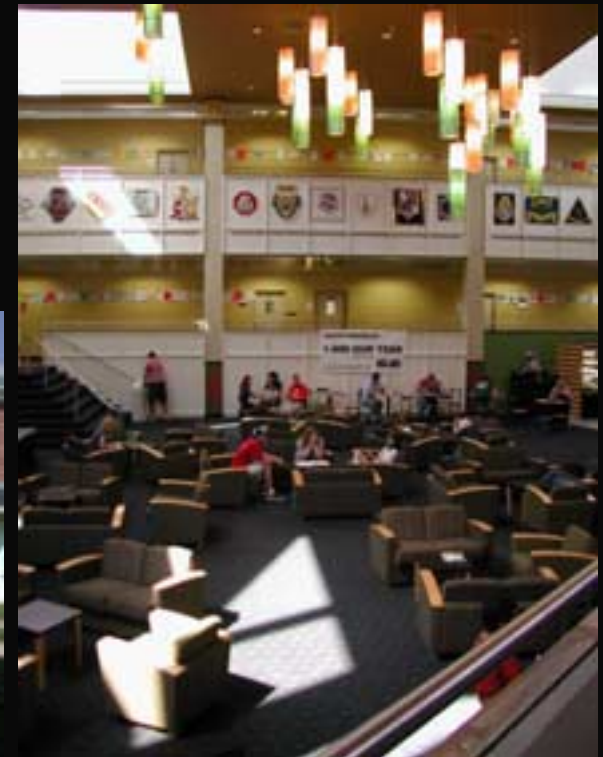
Feedback from Interviews: ACADEMICS

- Faculty and students appreciate small classes
- Students recognize the value they are getting for their tuition
- Many like the big-school opportunities with the small-school feel
- Faculty would like more spaces where interdisciplinary collaboration among themselves and among students can occur
- Financial constraints on the institution mean that academic and physical growth should be very strategic.



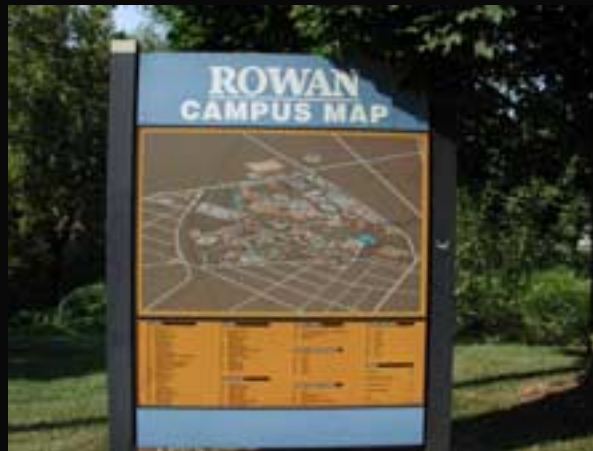
Feedback from Interviews: STUDENT LIFE

- Students feel there is a lack of indoor and outdoor places to gather informally
- They say that the Campus Center is inadequate for meeting space and that the dining options are limited.
- There is unmet demand for student housing.
- Greek life occurs mostly off-campus and the University would like to incorporate it more into their student life and housing programs.



Feedback from Interviews: SITE

- Campus lacks a center: both an external central open space and an interior space that draws students together.
- Campus image lacks coherence – diverse architectural and landscape styles & treatments?
- 322 is difficult to cross
- Signage is outdated and uninformative
- Pedestrian experience suffers from lack of connections
- Difficult to get around campus – vehicles and pedestrians
- Chestnut Branch stream is an underutilized amenity.



Feedback from Interviews: BUILDINGS

- New Library, Rowan Hall & Science Building are well designed and very popular buildings
- Systems are failing in some of the unrenovated buildings built in the 1960s and 1970s
- Lockers in older buildings detract from collegiate image
- Classrooms in older buildings are not suitable for new team- and technology-oriented pedagogies



Feedback from Interviews: COMMUNITY

- People are generally very excited about the Rowan Boulevard idea.
- Students generally avoid the downtown area because it doesn't offer what they want.
- There is a perception that downtown is dangerous.



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Master Plan Goals

- Using the University's Guiding Principles, determine the best strategies to accommodate growth on campus should resources become available.
- Identify ways that the University can play a role in the economic growth of the surrounding Glassboro community.
- Develop the West Campus land to integrate it physically and programmatically with the main campus.
- Improve the quality of the physical environment on the campus.
- Create a strategy for evaluating the best use of existing facilities.
- Help the University prepare a plan for continued transition to a residential campus.

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Campus Development: Before 1960



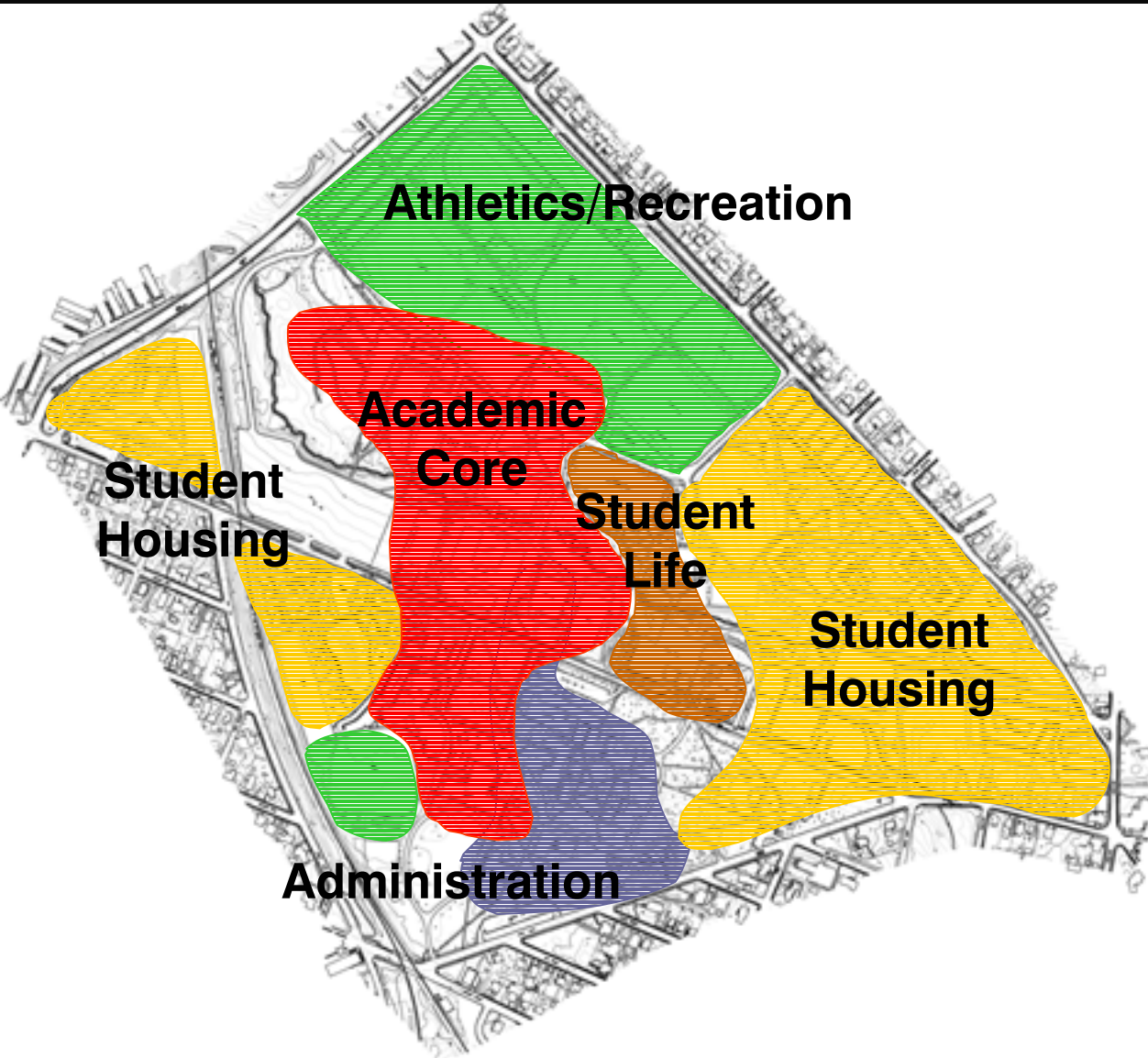
Campus Development: 1960-1990



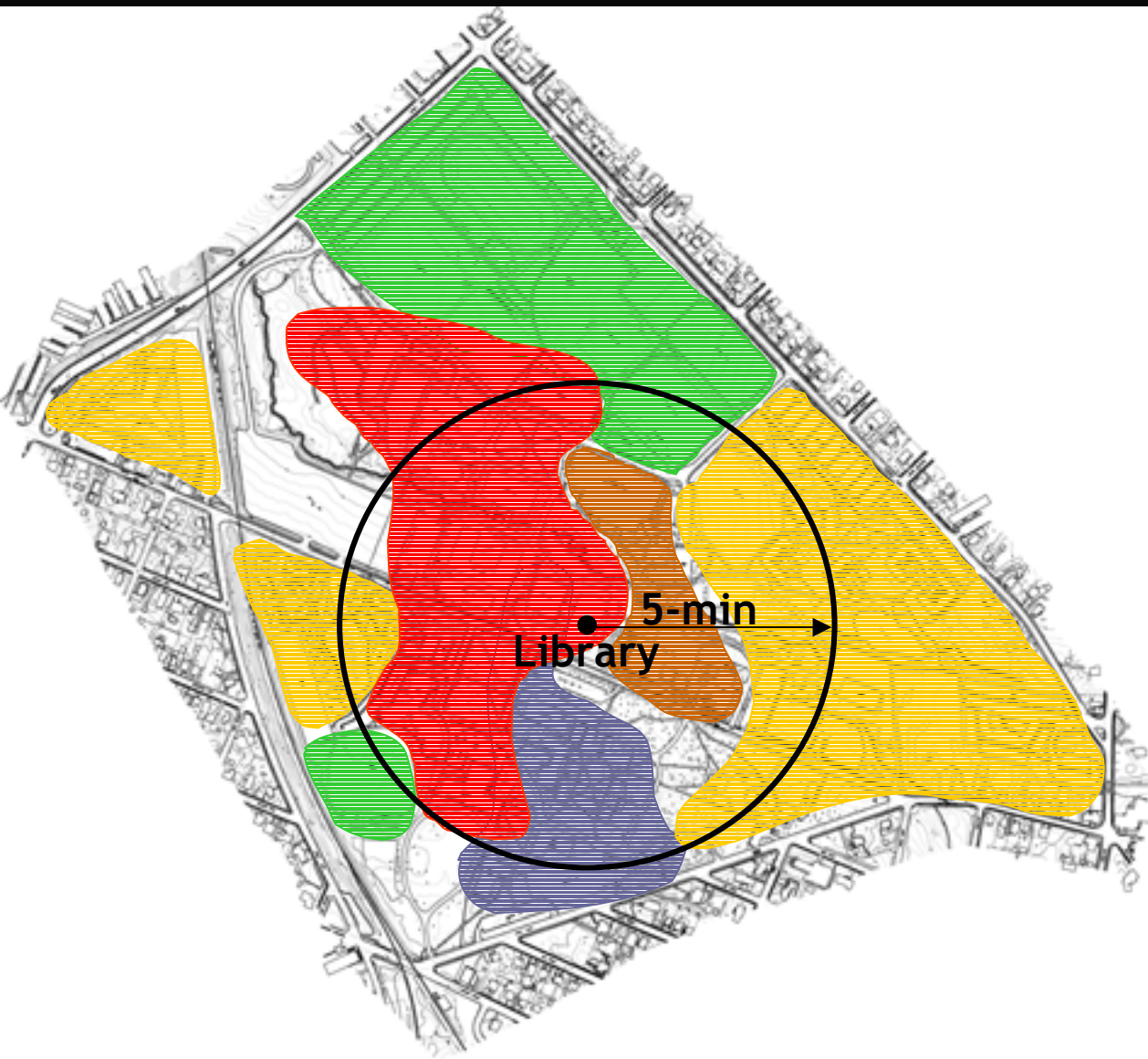
Campus Development: 1990 - present



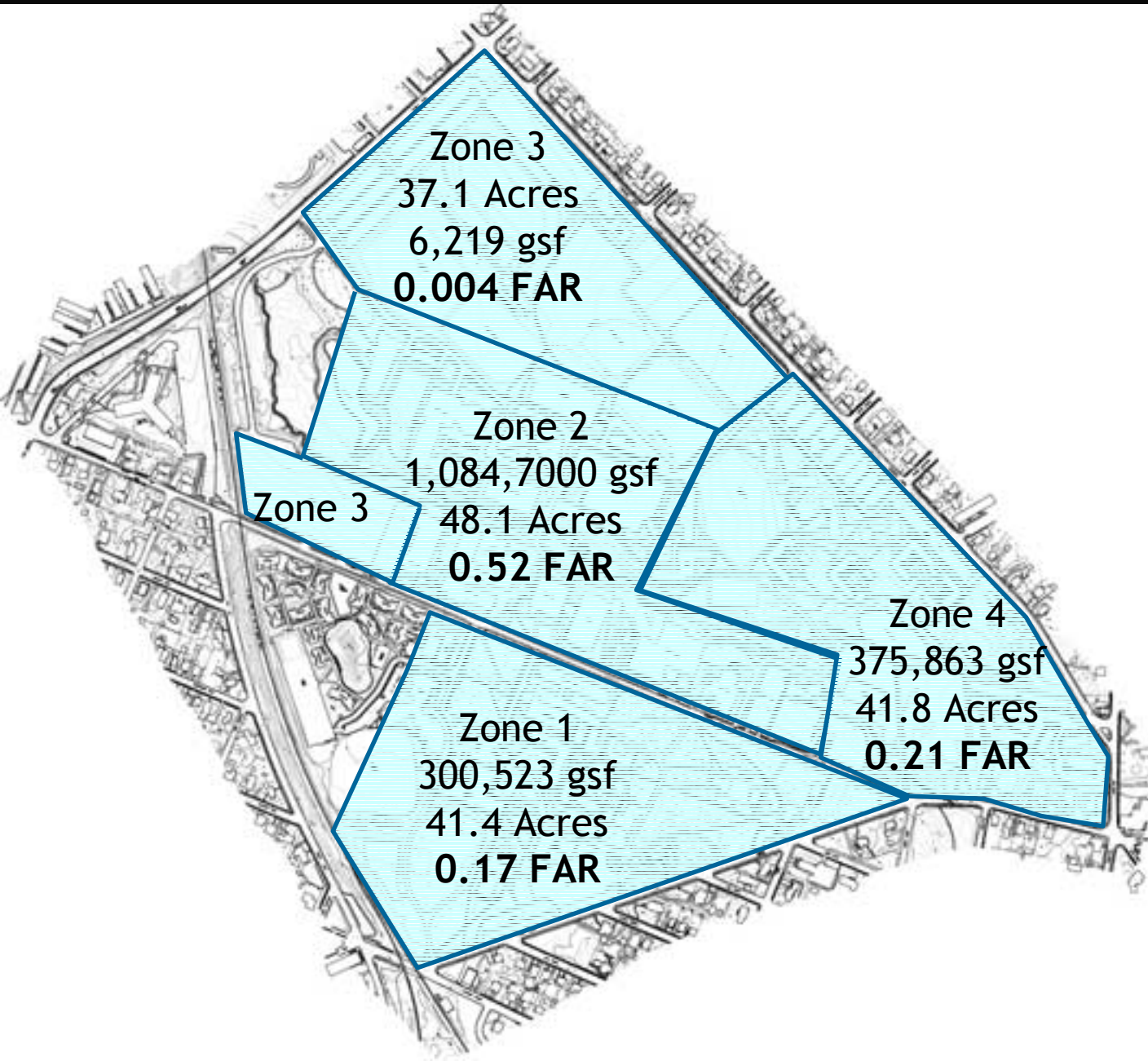
Campus Zones



10-Minute Walk Circle



Density



Existing Total
Campus GSF =
 $\pm 1,800,000$

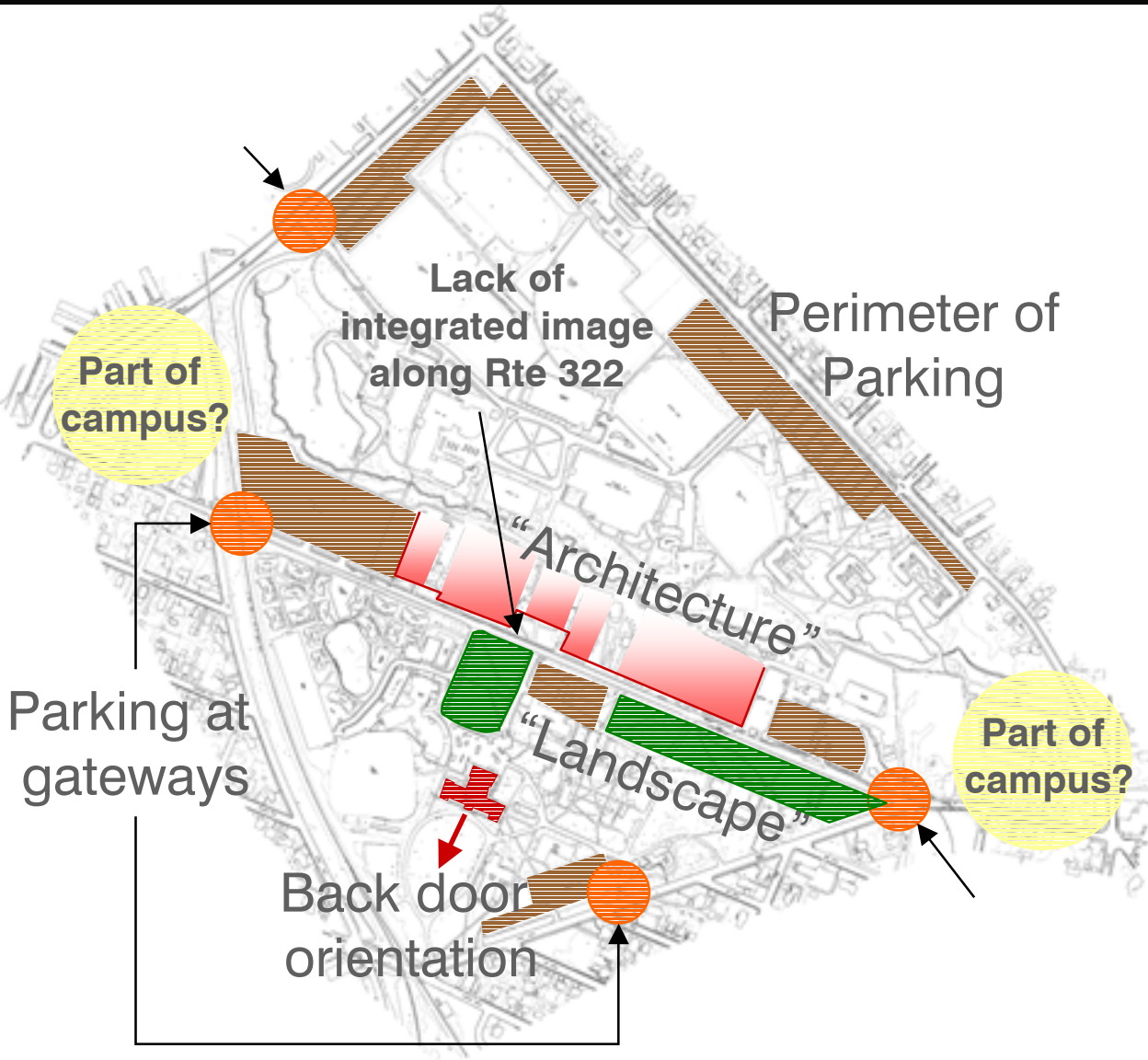
Building Assessment



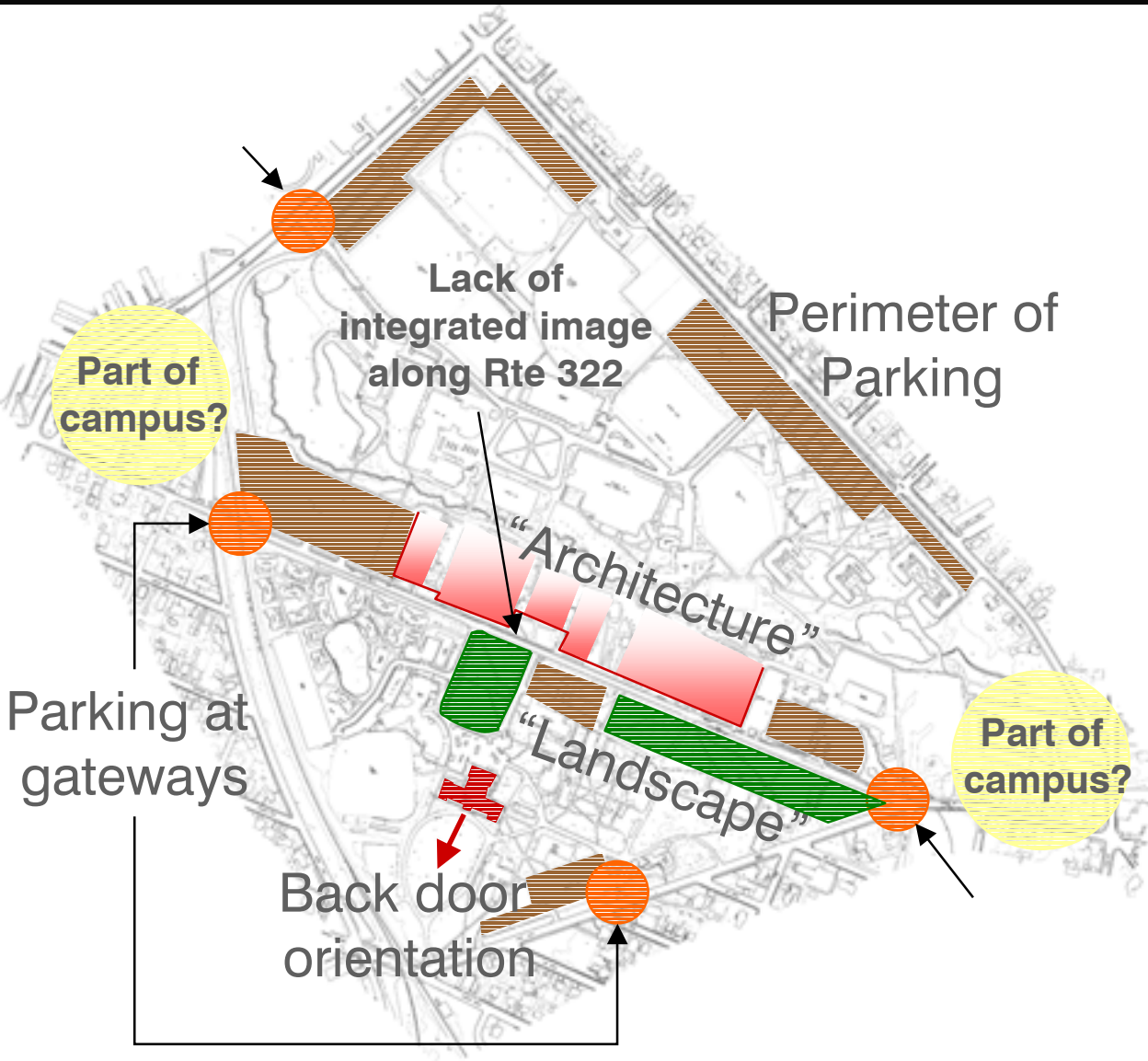
Further Evaluation:

1. Significant physical characteristics: historic value, architectural character or other important features?
2. Physical condition: cosmetic or comprehensive? Approximate cost to renovate?
3. Does it effectively use the site? Meet density goals?
4. Program: does it meet the size and layout needs of the current programs occupying it?

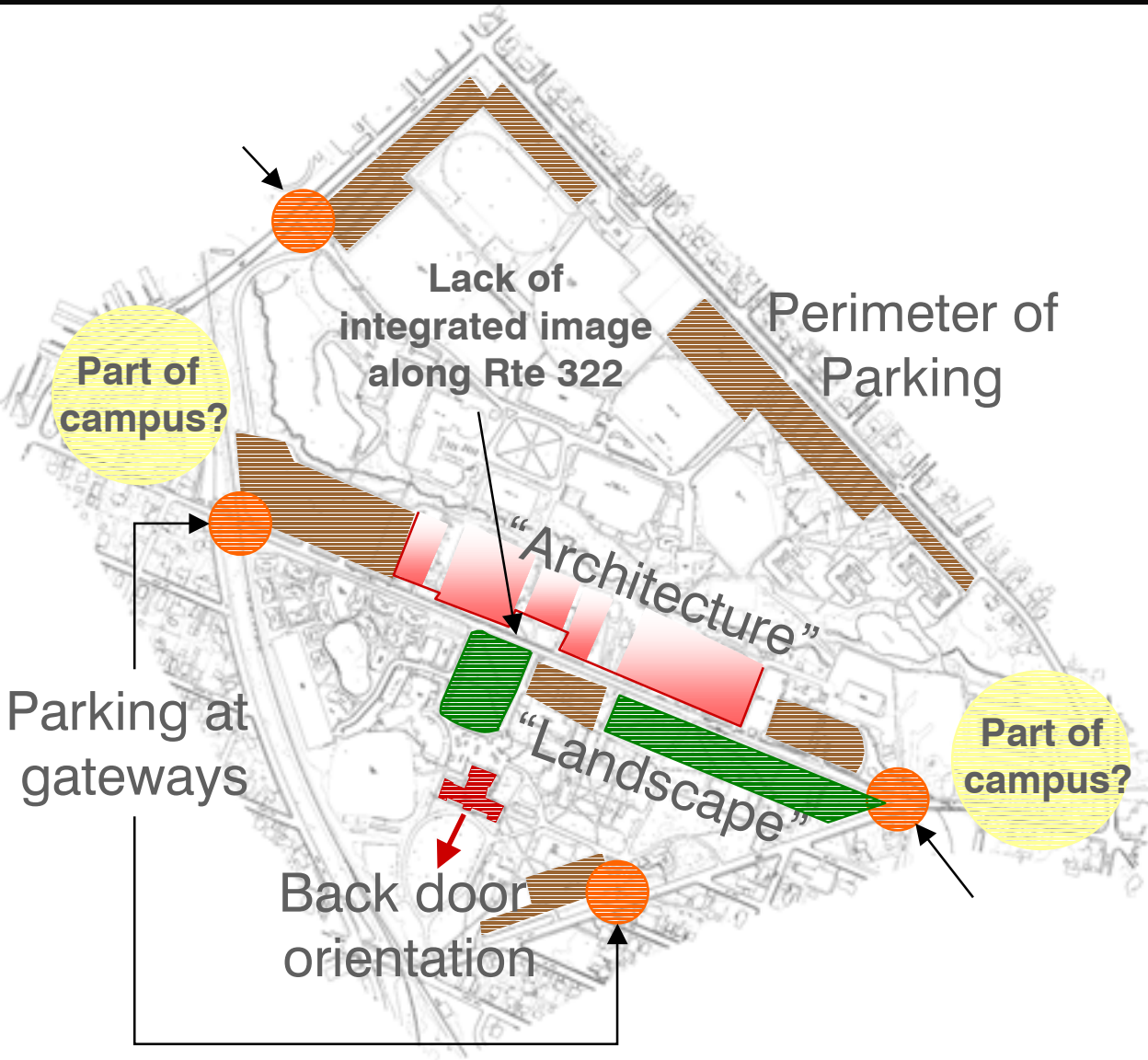
Campus Edges: Internal



Campus Edges: Peripheral Parking



Campus Edges: Gateways



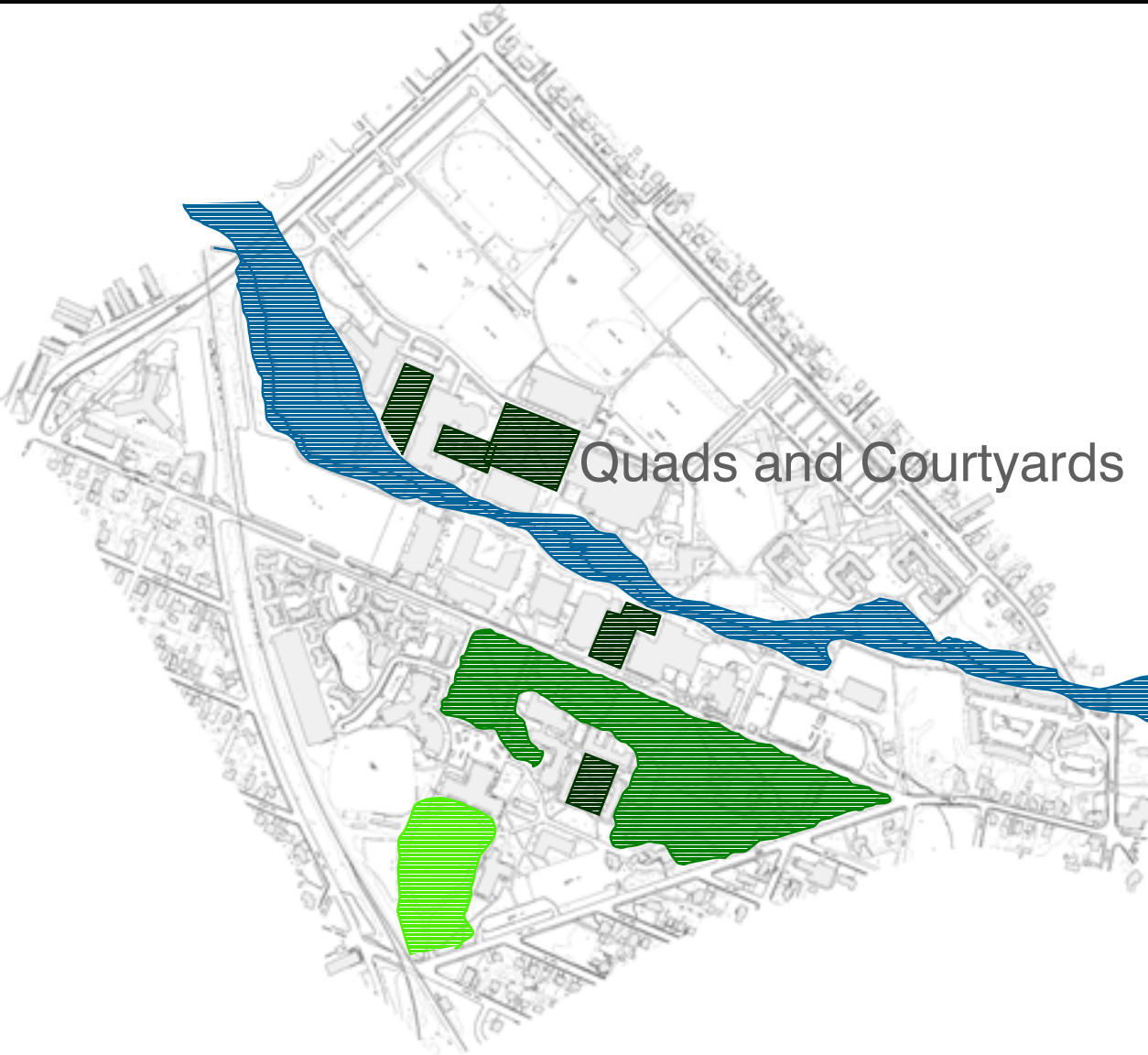
Notable Landscapes



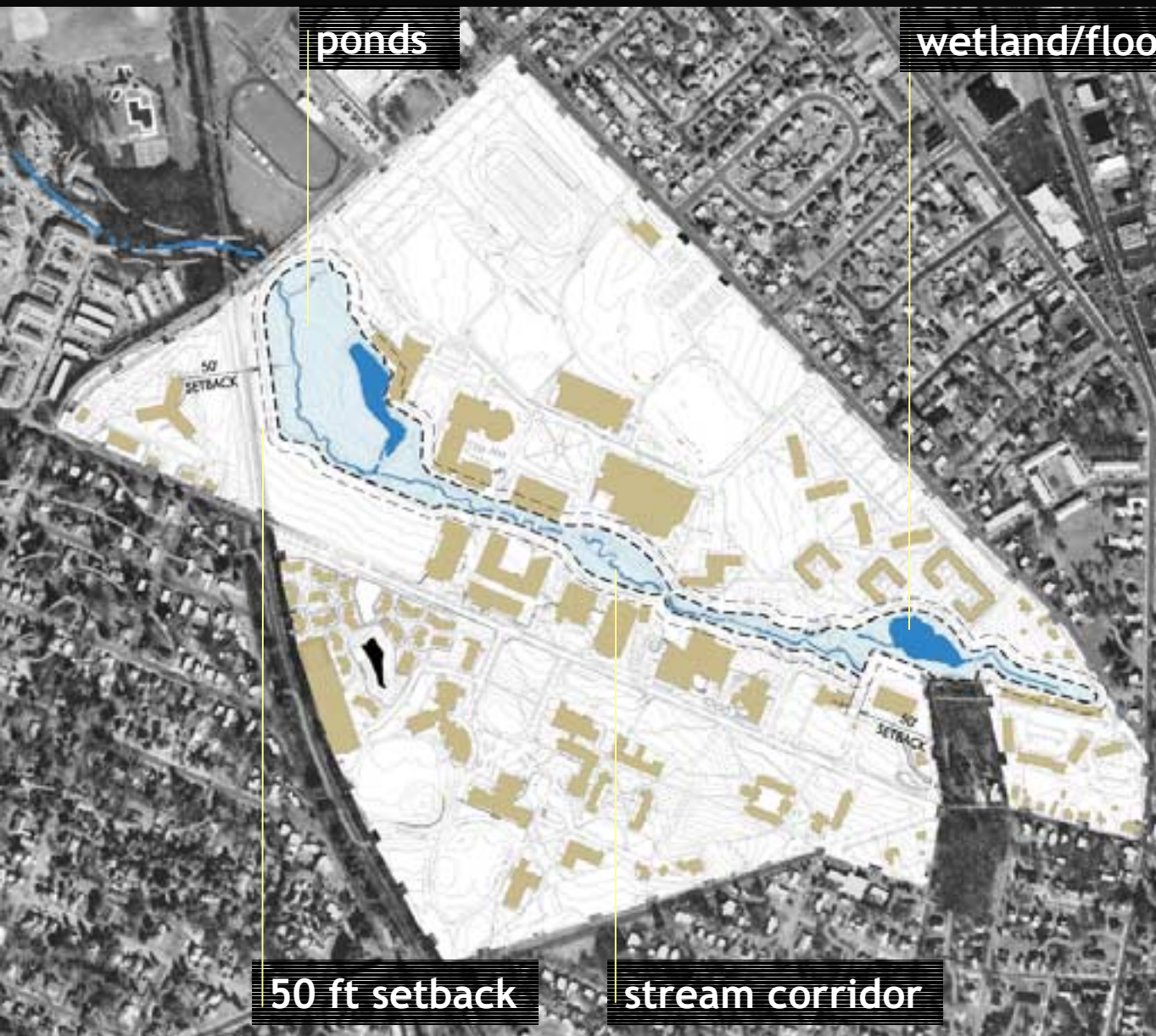
Notable Landscapes



Notable Landscapes



Campus Wetland Buffer



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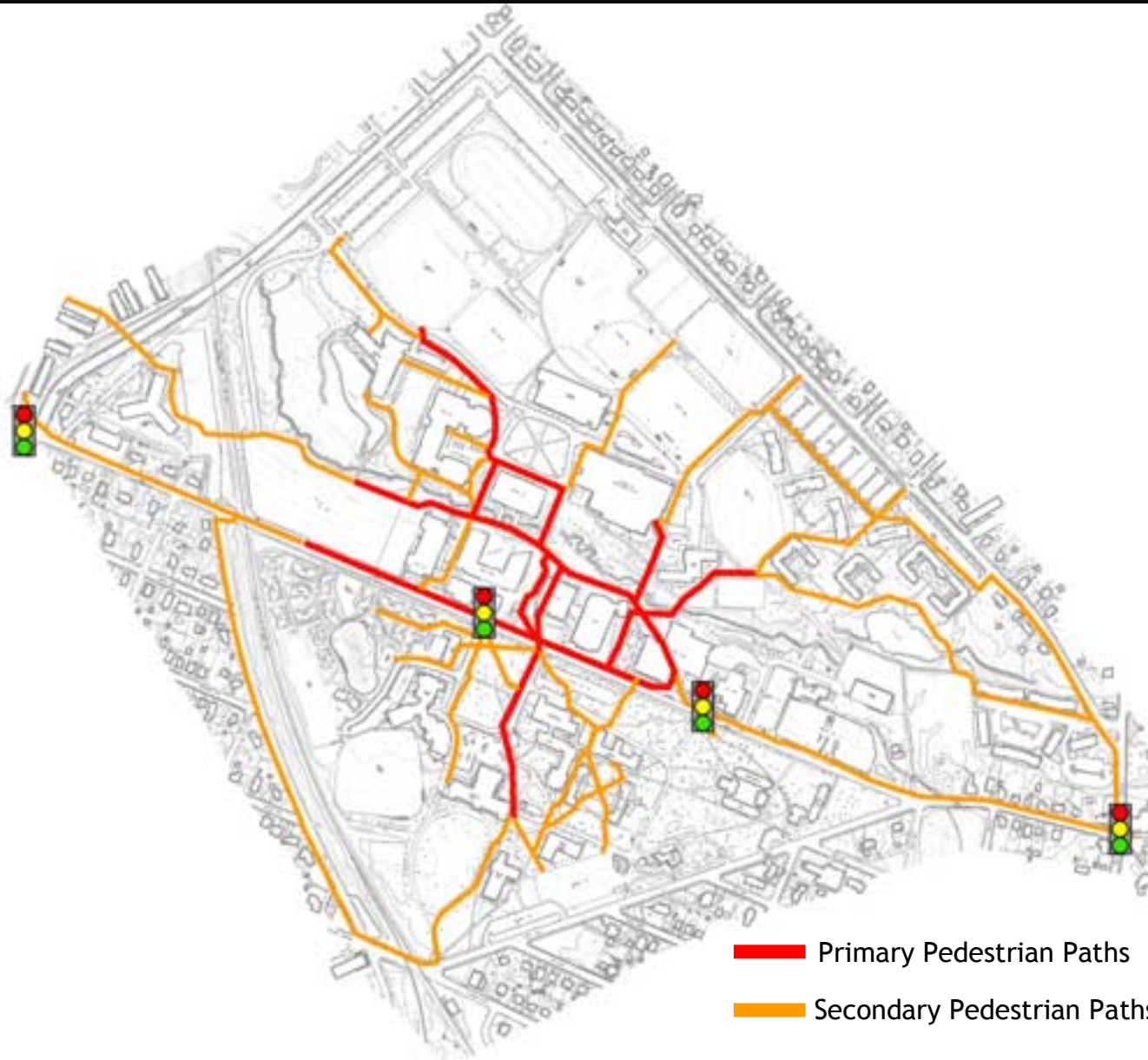
Housing Review

Next Steps

Pedestrian Circulation



Key Pedestrian Circulation Routes



Key Pedestrian Circulation Problems



- Key 322 crossings do not have signals
- Meditation walk wants to continue
- Ped/Veh conflict at major parking lots
- Sidewalks missing or poor quality – especially at the periphery

Vehicular Circulation



Issues:

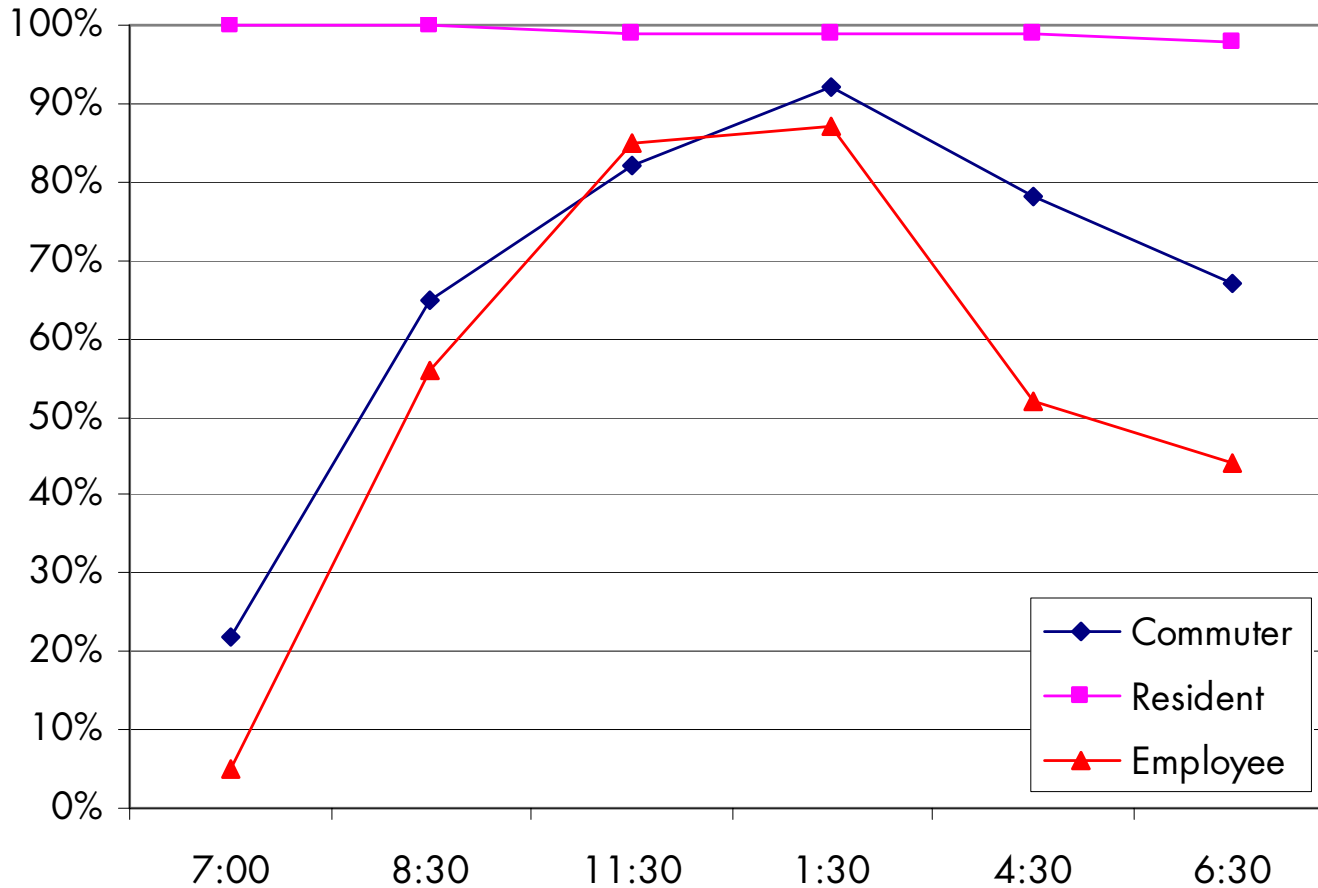
- Congestion/ pedestrian conflicts on 322
- Gateways and arrival points are not clear
- Circuitous internal roads south of 322
- Campus growth northward will conflict with roadways

Rowan Parking Facts

- Spaces on Campus: 3,485
- Permits Issued (approx.): 11,600
 - Commuter: 8,600
 - Employee: 1,200
 - Resident: 1,800
- Permit Costs:
 - Students=\$20/year
 - Employees=\$0
- Permit Fees at large universities can be up to \$200+ per year

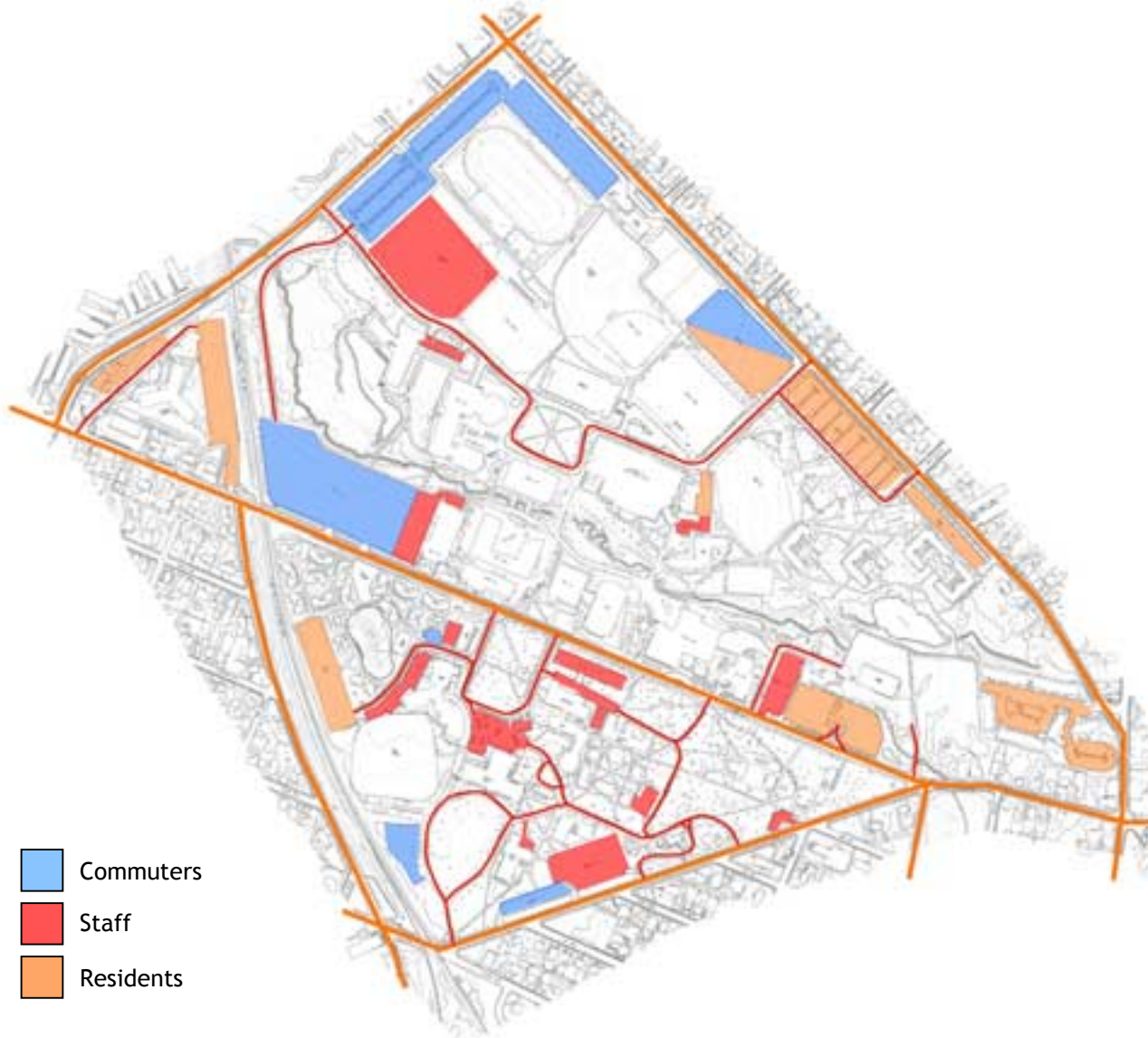
Parking

Wednesday Parking Occupancy - 2004



- Resident Parking consistently full
- Employee lots open to commuters at 6:30 – could open by 4:30 or 5:00
- Underutilized early morning capacity

Parking Lot Types



- A-Lot entrance difficult for vehicles and for pedestrians
- Numerous dispersed and small lots
- Poor signage
- No clear visitor parking lot
- Parking on the north side must accommodate event visitors

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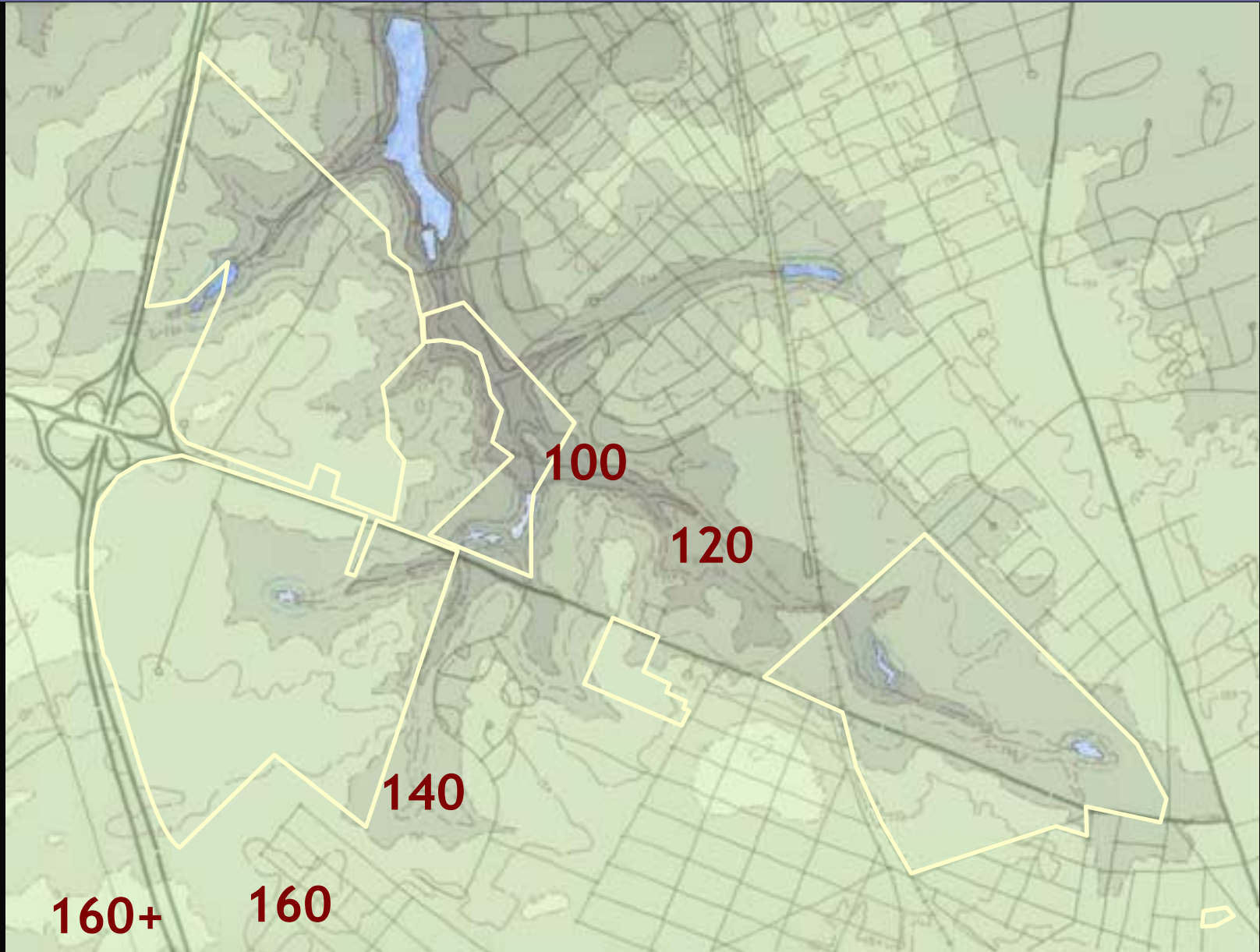
Parking & Transportation

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Housing Review

Next Steps

Hydrology



An aerial photograph of a suburban area with several parcels highlighted in orange. A yellow line outlines a large region in the upper left. A white arrow points to a parcel on the left. A dotted line outlines a parcel in the center. A small orange arrow points to a parcel in the lower right.

South Jersey Technology Park:

± 280 acres

Southside Parcel

± 200 acres

± 17 acres

Main Campus:

± 200 acres

Glassboro Center

Wal-Mart Parcel

± 50 acres



South Jersey Technology Park

Southern Parcel (including Wal-Mart)

± 250 acres

Athletics needs*

± 54-74 acres

Available

±180 acres

Capacity @ 0.2

±1.6 million gsf

*depends on whether the stadium and football program move to West Campus

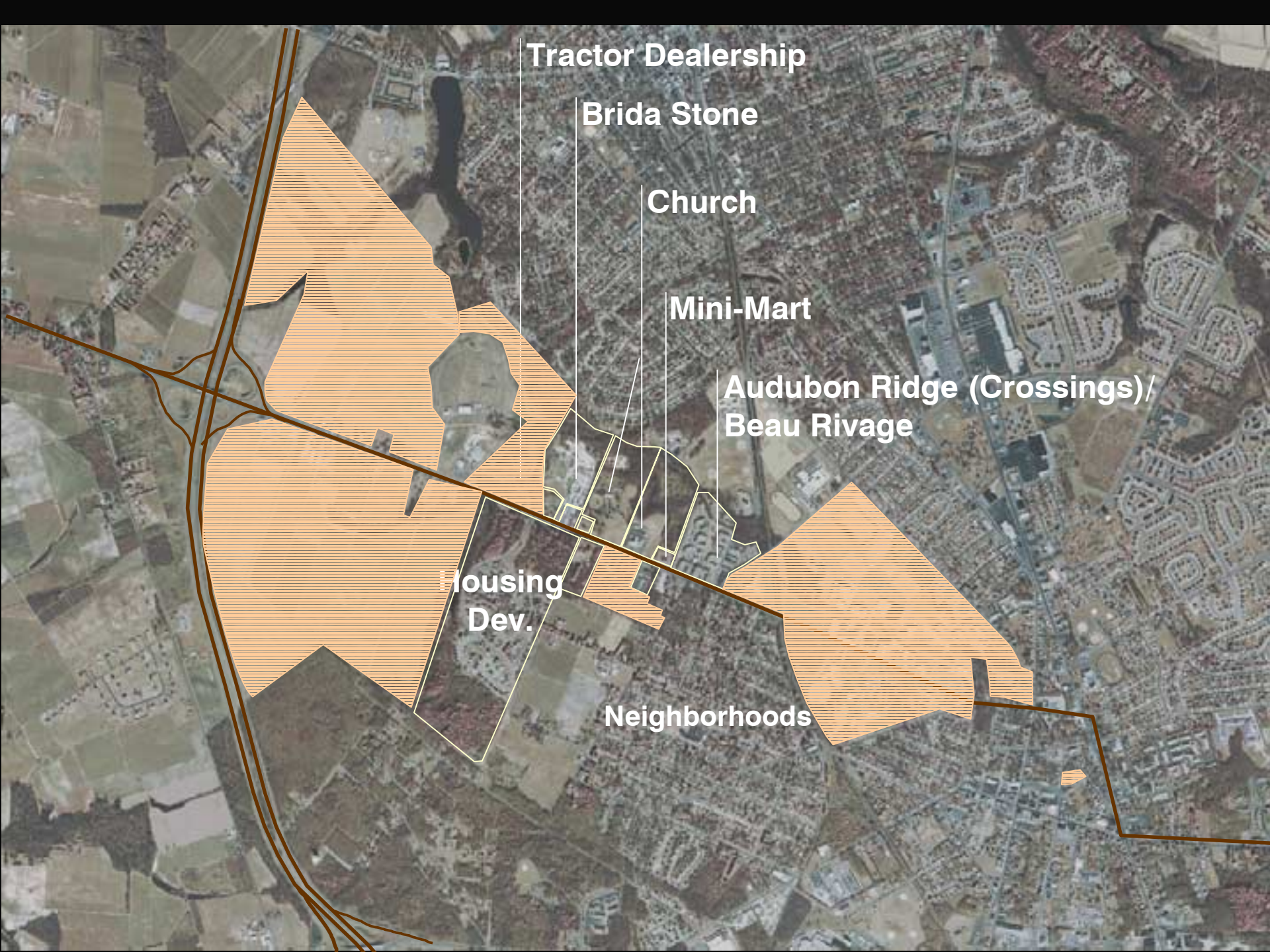


Future:
±12 acres
(8 acres net)



Parking
1,000 cars
8 acres

±54 acres
(34 acres net)



Tractor Dealership

Brida Stone

Church

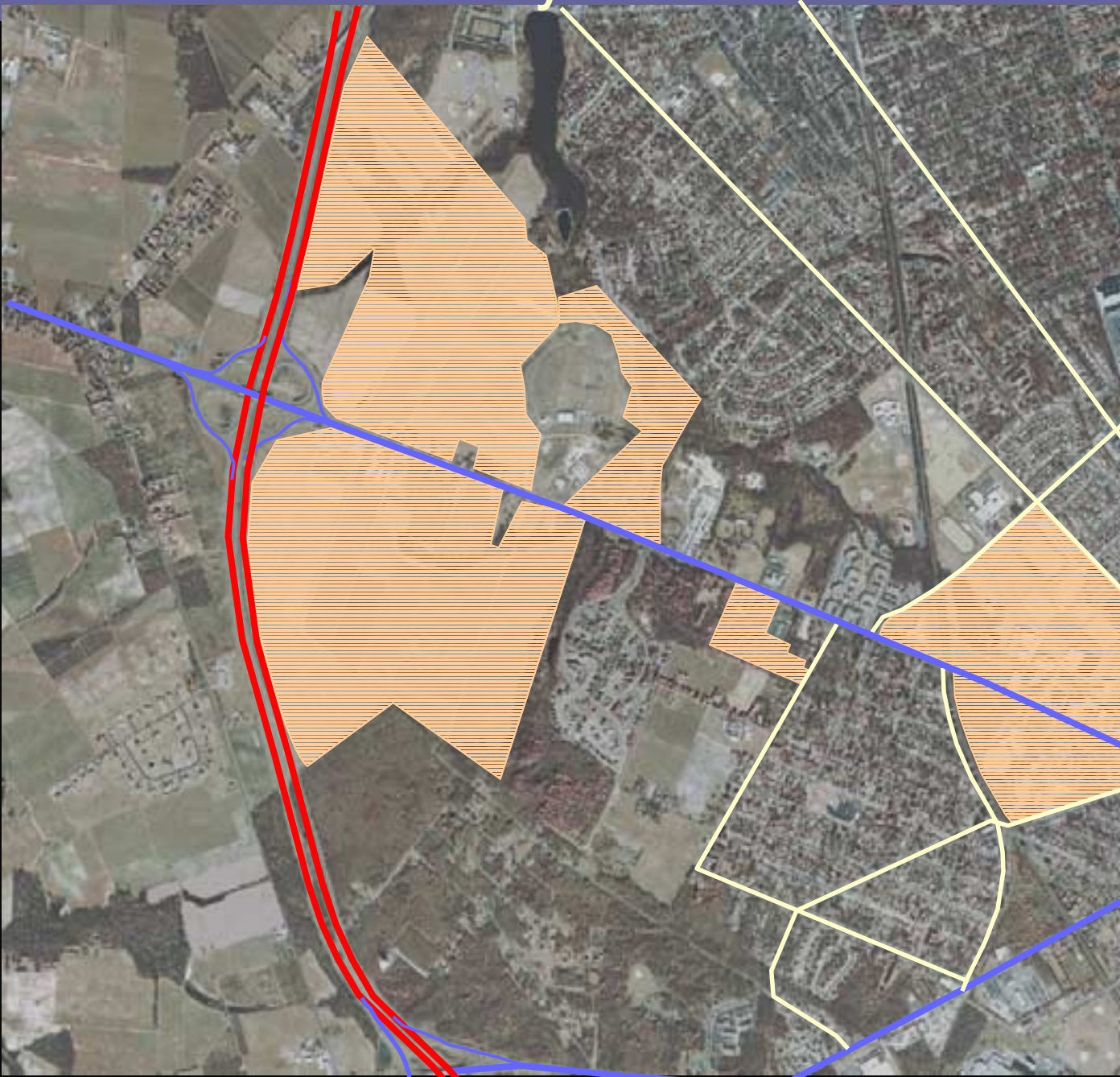
Mini-Mart

Audubon Ridge (Crossings)/
Beau Rivage

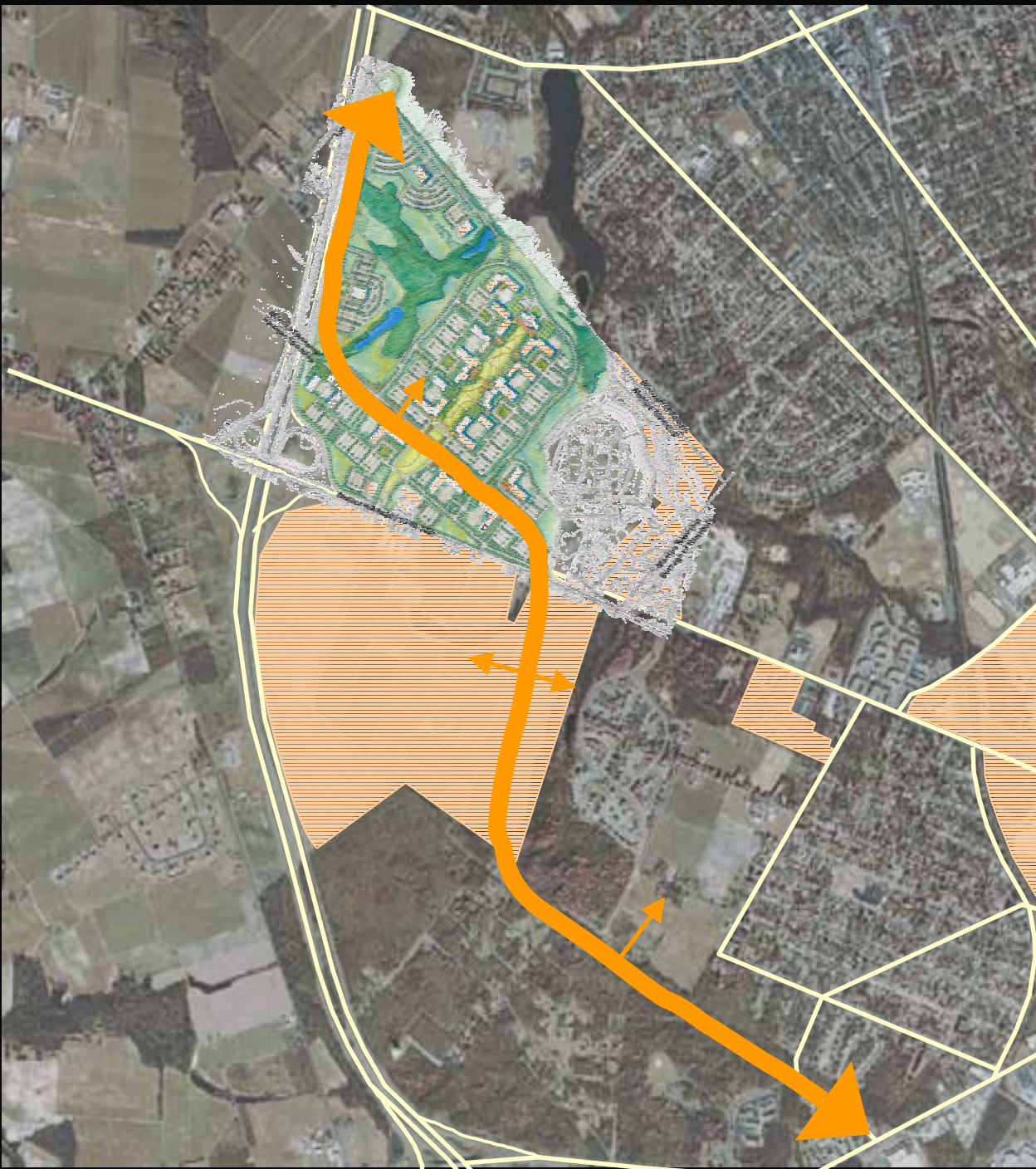
Housing
Dev.

Neighborhoods

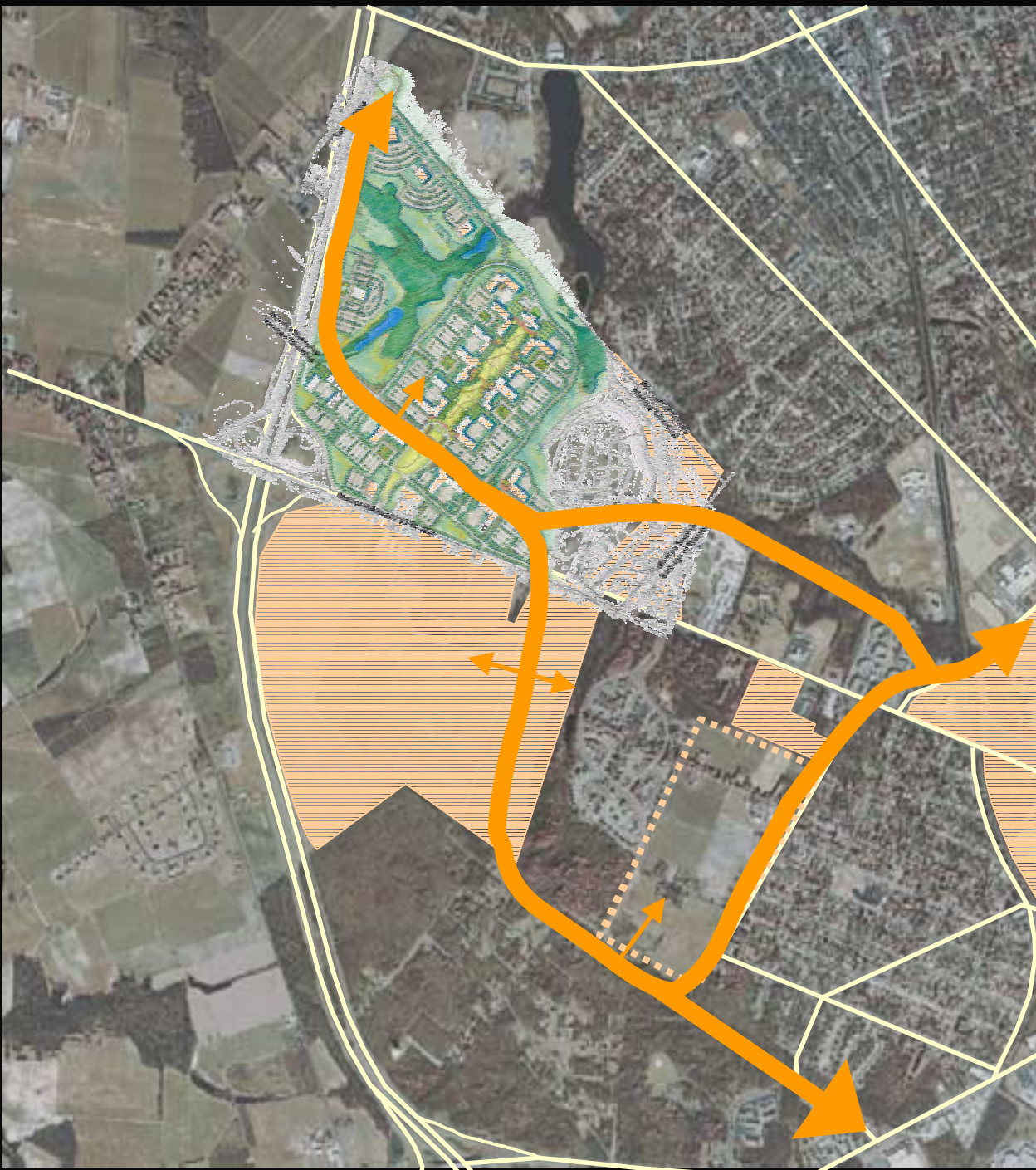
Road Hierarchy



- Historic radial roadways focused on downtown
- Regional access via 55 changed travel patterns
- University's growth added traffic

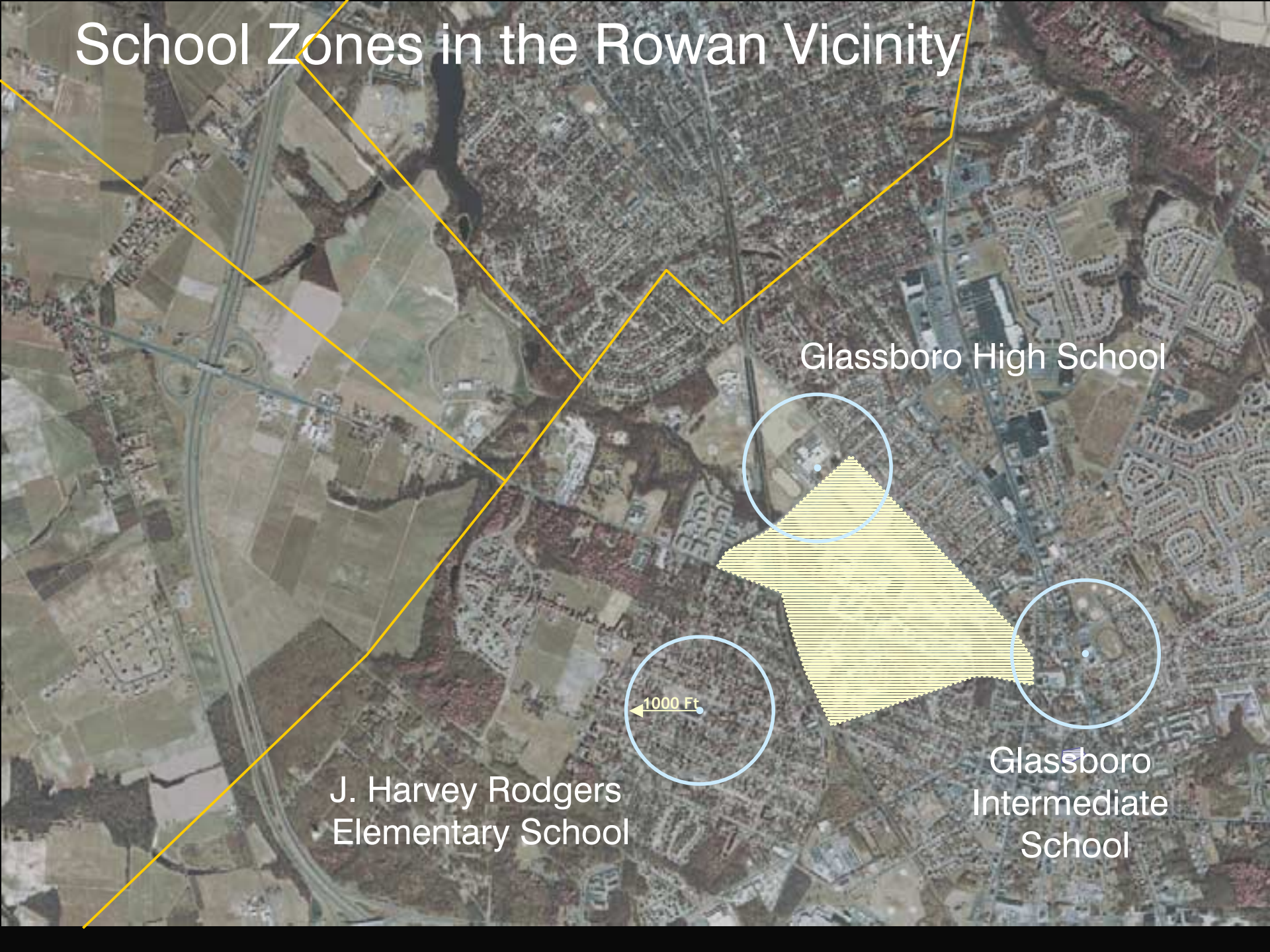


- Western quadrant development not served by roadway network
- US 322 and interchange at 55 are the only access to campus
- North/South arterial would interconnect radials



- Campus growth will continue to increase demands on 322
- Arterial loop in western quadrant links campus destinations

School Zones in the Rowan Vicinity



Glassboro High School

Glassboro Intermediate School

J. Harvey Rodgers Elementary School

1000 Ft

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Student Housing

Current Conditions:

- 44% of full time students live on campus
 - high participation for freshmen and sophomores
 - big drop off in junior / senior participation
- all facilities are filled beyond capacity
 - demand has been met by crowding rooms and converting common areas to bedrooms
- limited off-campus housing
 - developer apartment complexes
 - single family houses
 - unofficial Greek housing in neighborhoods
- physical condition varies
 - end of life for Mansion Park
 - new Townhouses



Student Housing

Related Issues:

- sophomore requirement to live on campus should be reconsidered until more housing is built
- food service is adequate, but will need to be augmented as residential population increases
- parking policies for residential students should be evaluated with full campus needs
- professional staff should increase to keep up with housing growth



Student Housing



Residential Planning Goals:

- create residential communities that contribute to the University mission
 - first-year housing that supports residential life programming
 - integrate the housing environment with the campus
- increase options for upper class students
 - more independent living - suites and apartments
 - more single bedrooms
 - year round leases
- improve housing standards
 - eliminate crowded rooms
 - replace or renovate older buildings
- accommodate potential enrollment increase

Student Housing



Potential Housing Increases:

1 Improve Current Conditions

eliminate crowded rooms & reclaim lounges

280 beds

replace Mansion Park

260 beds

540 beds

2 Increase Housing Available for Current Enrollment

+ 450 beds

3 Accommodate Enrollment Growth

+ 1,450 beds

- steps 1 and 2 require new suite and apartment style housing for upper class students, minimal additional food service

- step 3 requires increases in all types of housing plus substantial increases in food service capacity

Student Housing

Recommended Strategies:

- **renew existing housing**
 - eliminate crowded rooms & reclaim program space
 - address deferred maintenance
 - improve landscape usability and connections to campus
- **develop around Mansion Park**
 - Mansion Park can be taken down once beds are replaced
 - increase overall density of this area of campus
- **develop Rowan Boulevard**
 - mixed use residential / retail development
 - encourage partnership with private developers

Student Housing






Recommended Strategies:

- develop Greek and / or Theme housing
 - individual houses for 35-40 students with a chapter room
 - organized within a single neighborhood on campus
- add satellite food service
 - late night coffee house / diner



Student Housing



-  Academic
-  Administrative
-  Residential
-  Student Life
-  Maintenance

Student Housing



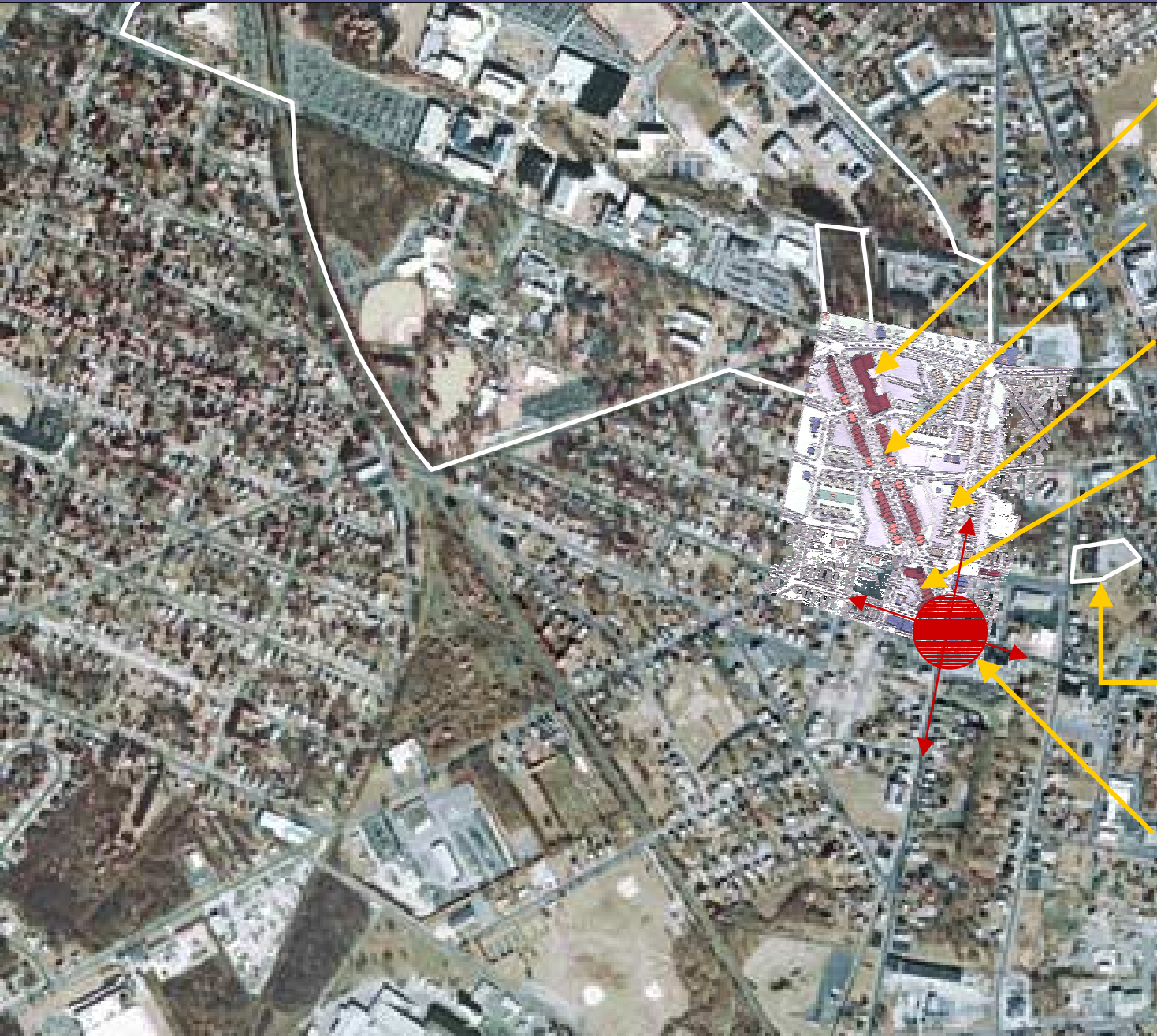
Long-term
Growth into
Athletics Area

Increase
Density

Infill Core
Campus

Develop Rowan
Boulevard

Rowan Boulevard Project



Hotel Site

Apartments/
Retail

Townhomes

Bookstore/Anchor

Academy Street
School

Main & High Sts.

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Next Steps

- Assist with Strategic Academic Planning Study
- Begin Space Utilization Study
- Finalization of Space Inventory (by others)
- Finalization of Facilities Audit (by others)
- Begin Signage Study
- Next Worksession on Campus: April

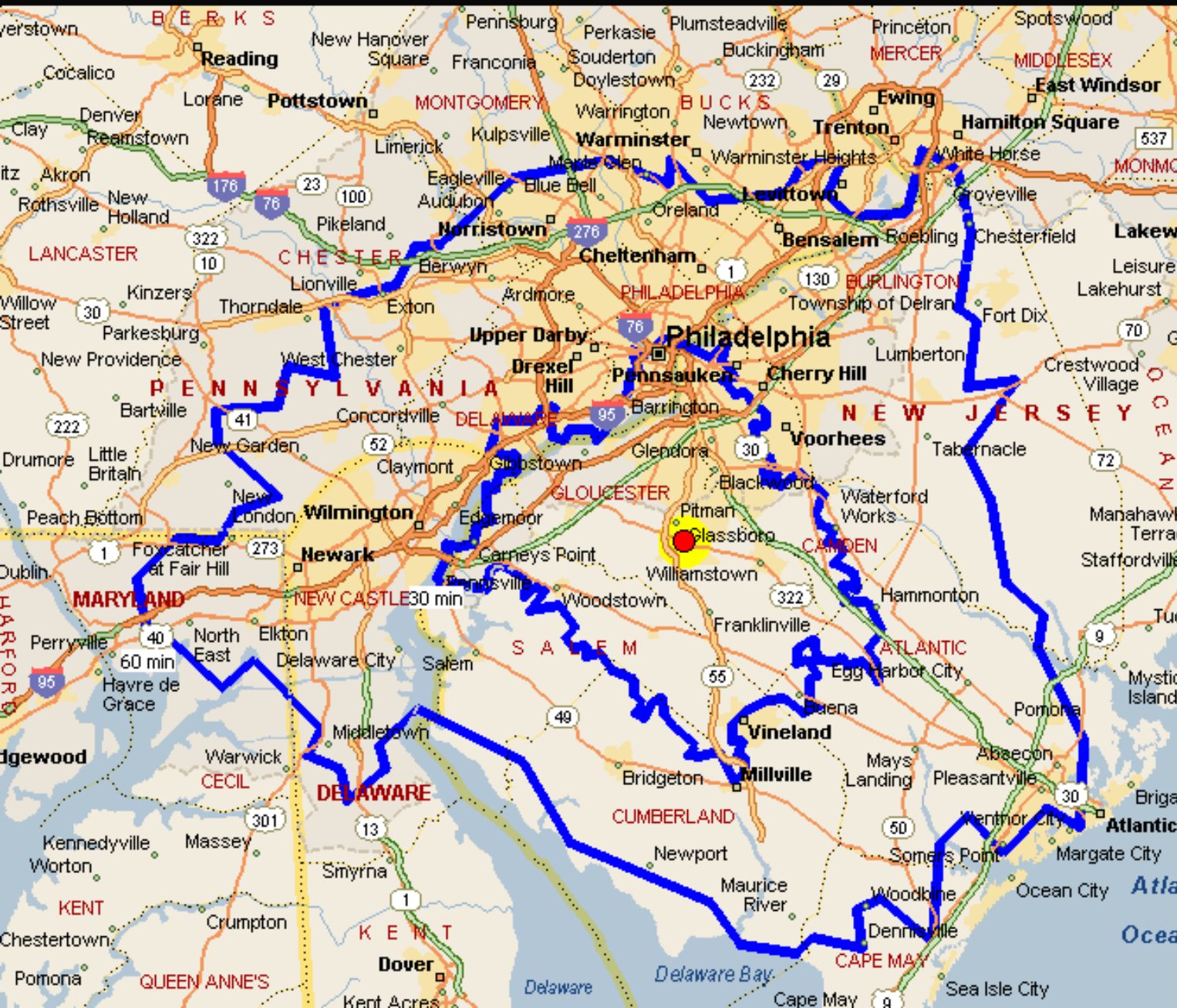
WEBSITE:

<http://projects.sasaki.com/rowan/index.htm>





Growth in South Jersey: Drive Times



Context

Lake Alycon

Lipari Landfill

Glassboro



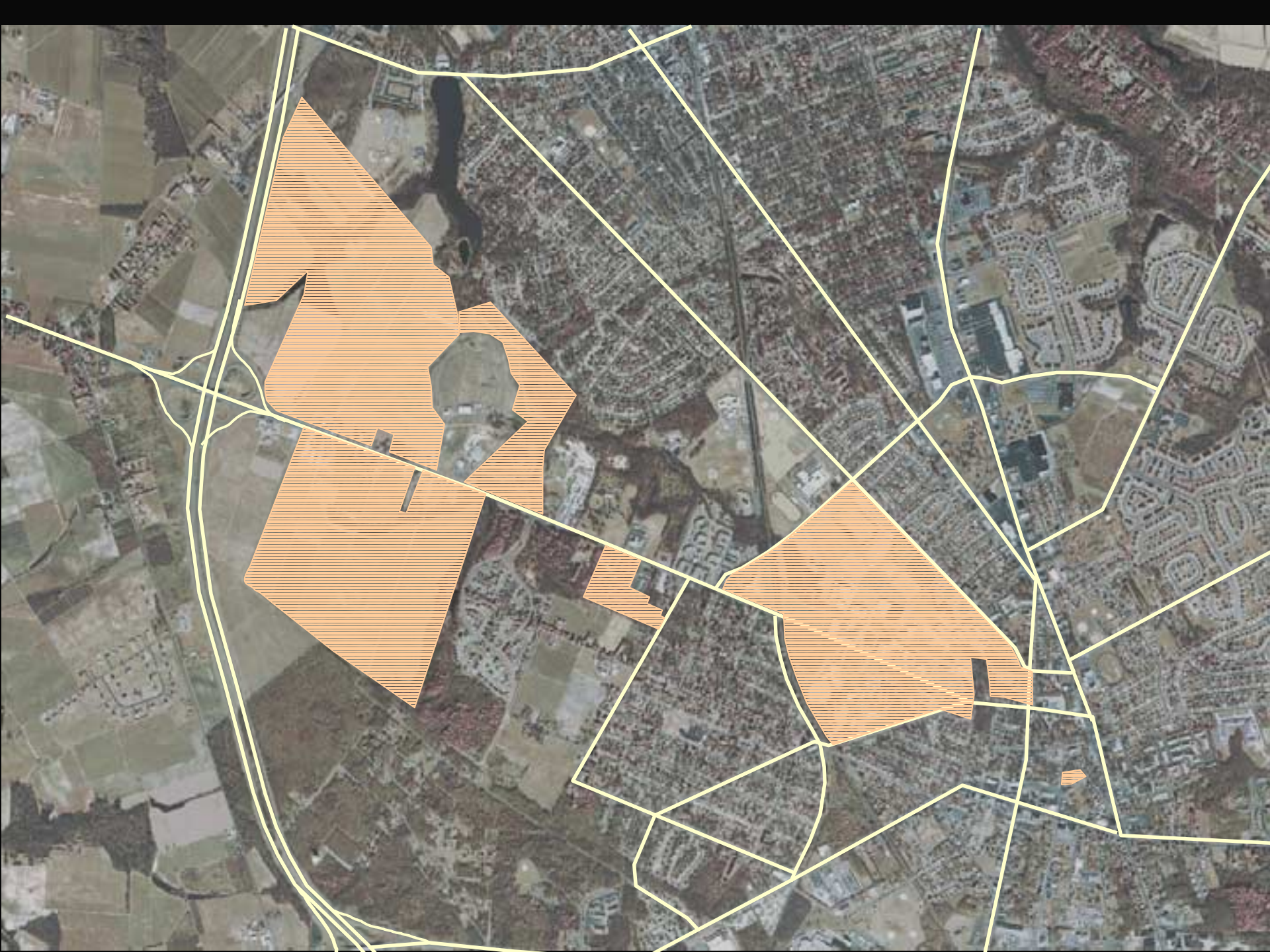
West Campus

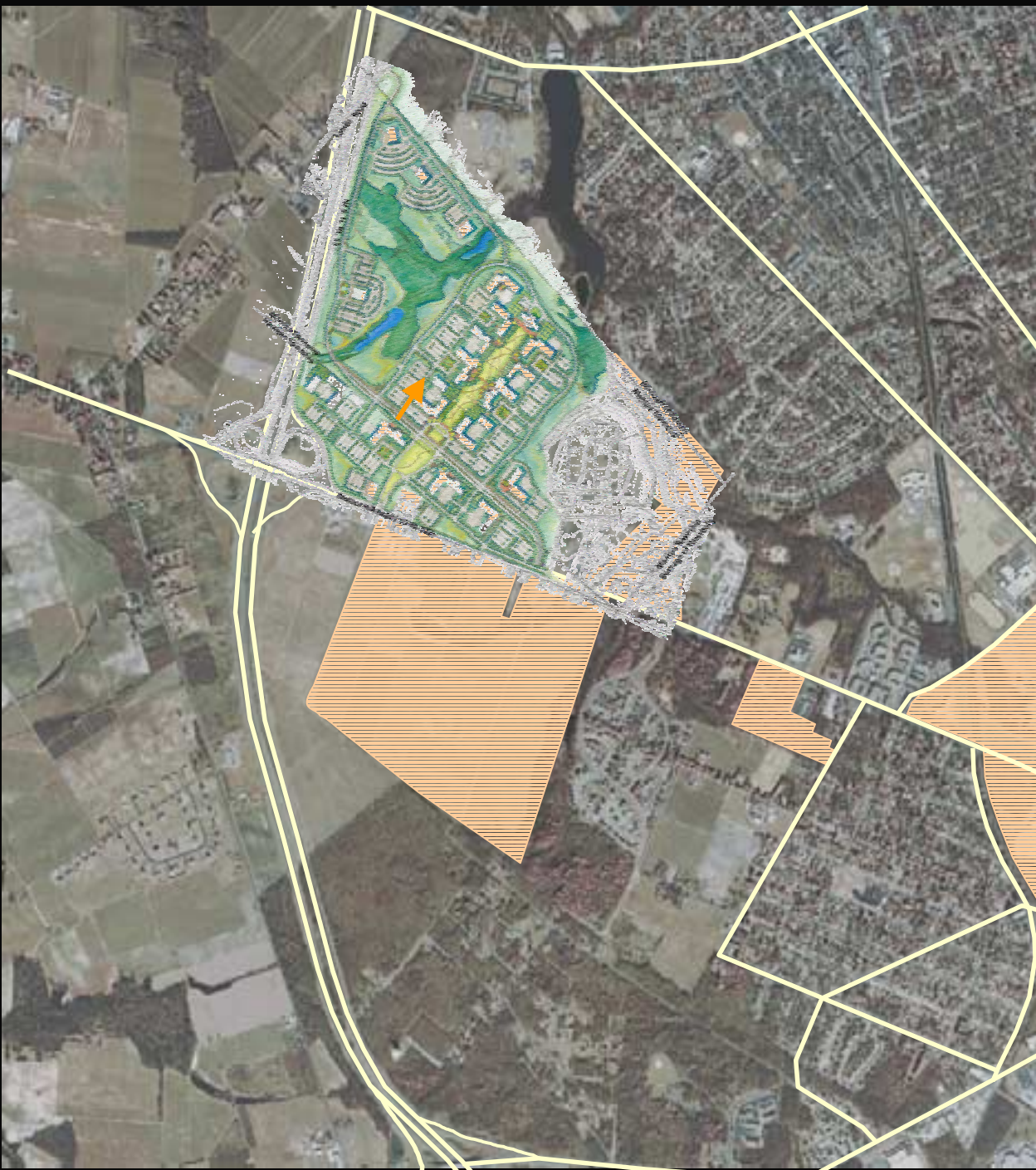


West Campus?

- Support services
- Research
- Housing: graduate?
- Academic: integration?
- Athletics/rec. space
- Greeks







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