

Rowan University Glassboro, NJ

Worksession #3

May 18-19, 2005

S A S A K I

Agenda

Schedule

Review Master Plan Goals

Academic Planning and Utilization

Housing Review / Parking Review

Campus Capacity Analysis/Conceptual Alternatives

Land Use: Main Campus

Infrastructure

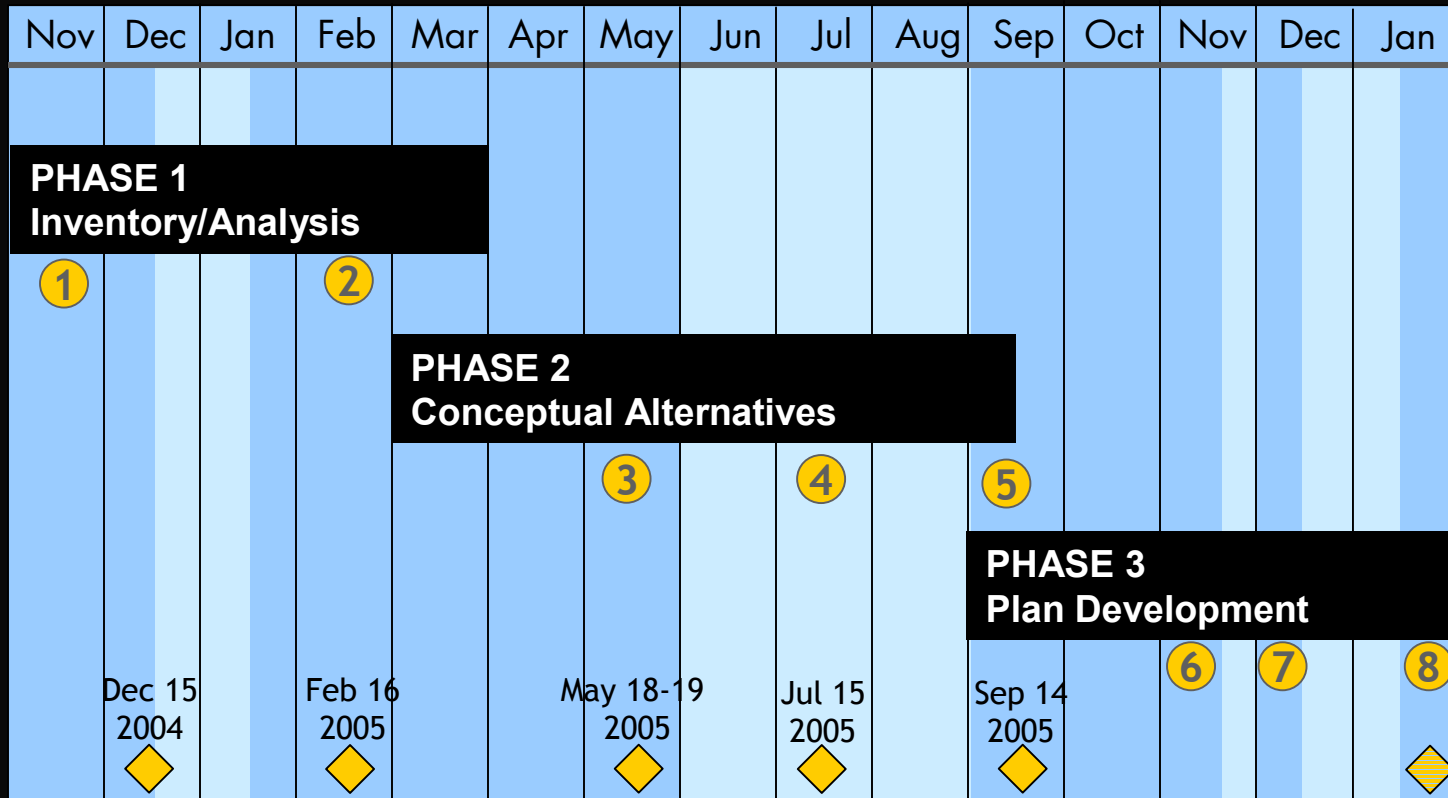
West Campus

Route 322

Signage

Next Steps

Proposed Schedule



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

- | | |
|--|--|
| <ol style="list-style-type: none"> 1. Kick-off/Stakeholder Interviews 2. First Public Forum - Listening to the Community 3. Second Public Forum - Preliminary Concepts 4. Draft Alternatives Interim Worksession | <ol style="list-style-type: none"> 5. Final Alternatives/Preferred Alternative & Third Public Forum 6. Preferred Plan Interim Worksession 7. Draft Master Plan Review 8. Final Plan Presentation & and Board meeting |
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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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Next Steps

Academic Plan as Driver

- Meeting existing academic needs
- Measuring needs to accommodate growth
- Determining campus capacity
- Integrating academic plans
- Developing a financial model
- Proposing alternative approaches for University review
 - Program focus on main campus, given capacity
 - Best use of west campus
 - Alternatives for growth accommodation

Utilization



- Status of analysis
- Issues
 - Class & Labs relatively well used, but not at capacity
 - Better Friday & early morning scheduling could save construction costs for new buildings and reduce parking demand
 - Most popular have the best technology
 - Some spaces listed with registrar are used rarely or never and do not show up on available classroom websites
 - Course enrollment doesn't always match capacity

Space Implications of Strategic Decisions

Full Time UG

- housing
- indoor & outdoor rec
- student life space
- remote parking
- overall campus image

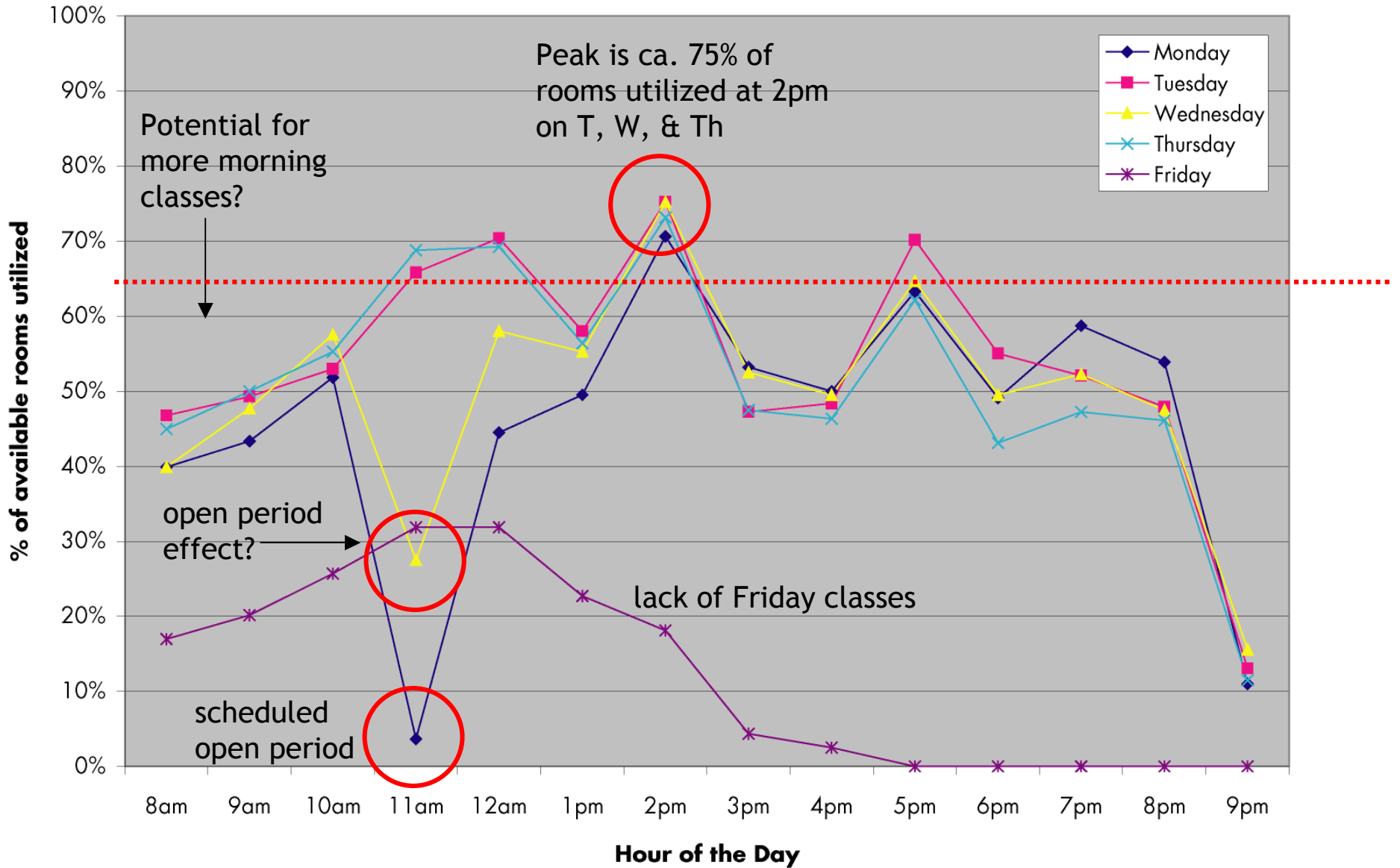
Graduate

- faculty intensive
- Smaller/seminar classrooms
- research space
- office space
- on-campus parking
- possibly some housing
- campus convenience and service

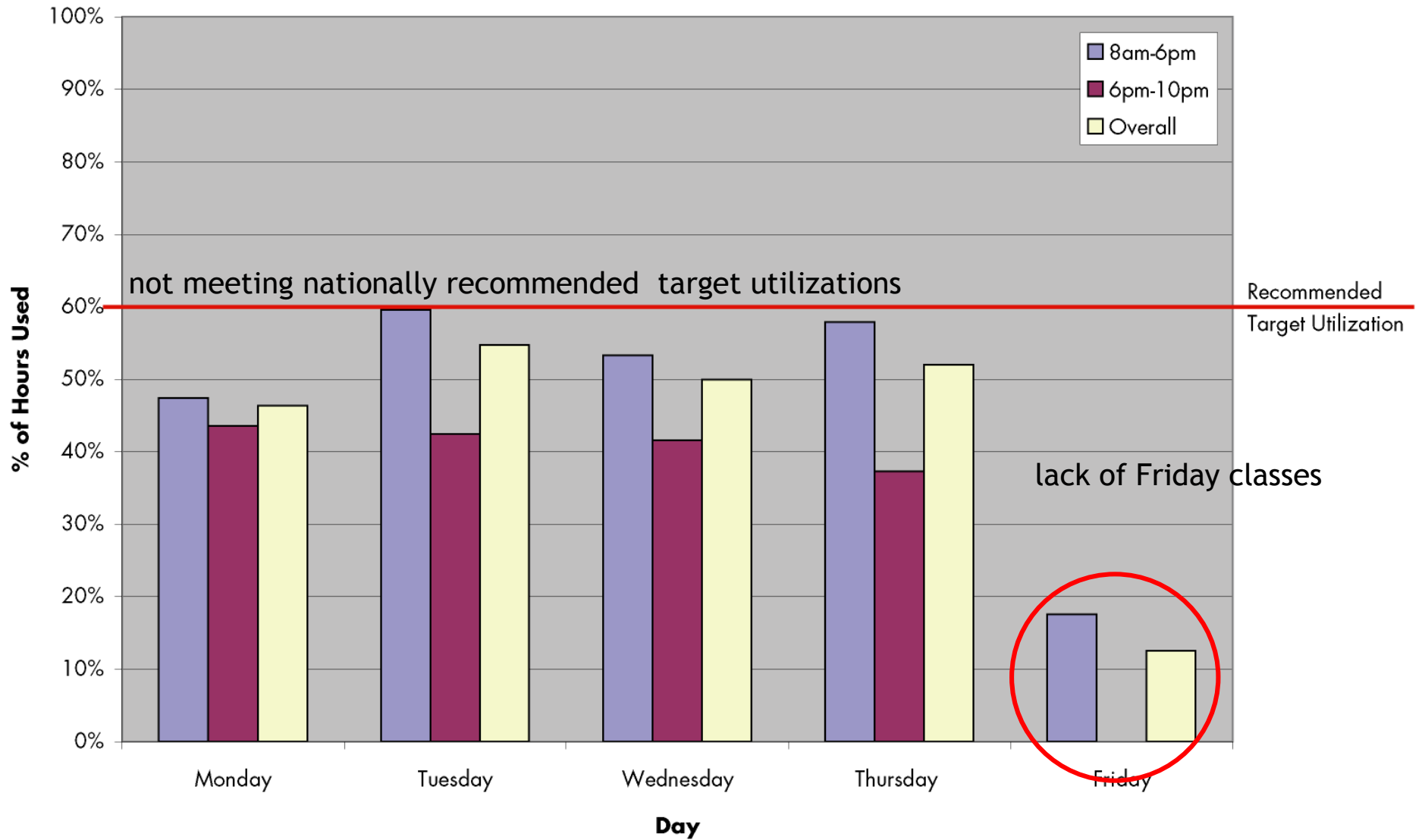
Professional/PT

- Similar to graduate needs
- more lounge space
- dining options, quick grab
- work/study spaces – quiet & group study

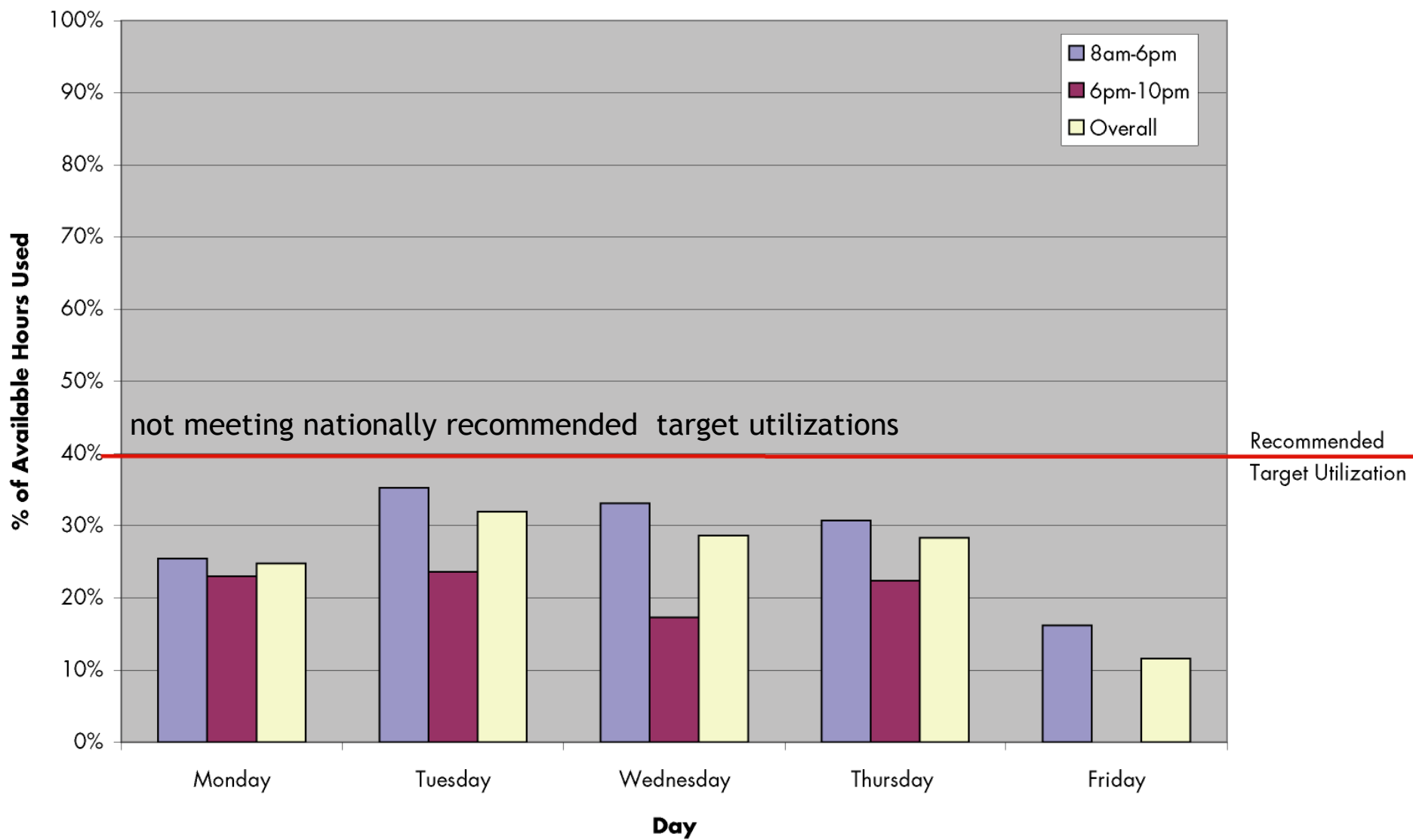
Percentage Available Rooms Utilized Per Hour



Percent of Classroom Hours Used



Percent of Laboratory Hours Used



Top 5 Most utilized classrooms are (8am- 6pm)

Rowan 304	78% of available hours utilized
Robinson 211	75%
Rowan 104	74%
Robinson 201A	73%
Savitz 321	71%

- Overall average classroom utilization across the week between 8 am and 6 pm is 47%
- Avg standard classroom use is about 60% - these five are above average, but 59% of classrooms are utilized less than 60% across the week.
- Most popular classrooms have good technology and have capacity for 30 to 45 students (large class format) in chairs that move.

Top 5 least utilized classrooms are:

1. (TIE) Bozorth 23, Robinson PSY, and Wilson CNCRT	3% of available hours utilized
2. Robinson 301	5%
3. (TIE) Rowan 204 (classroom w/integrated lab 206) and Bozorth ST2 (TV/Film production)	6%
4. Esbjornson TRAIN	7%
5. (TIE) Hawthorn 302 and Library 401	8%

- Least used classrooms may be inappropriately sized or have specialized equipment or inflexible seating.

Top 5 most utilized laboratories are:

1. Bozorth 31 (Advertising Lab)	71% of available hours utilized
2. Robinson 213 (Computer Lab)	68%
3. Robinson 102 (Psychology Lab)	67%
4. Robinson 121 (Psychology Lab)	66%
5. (TIE) Hawthorn 210 (Public Speaking Lab) and Robinson 306 (Geography Lab)	65%

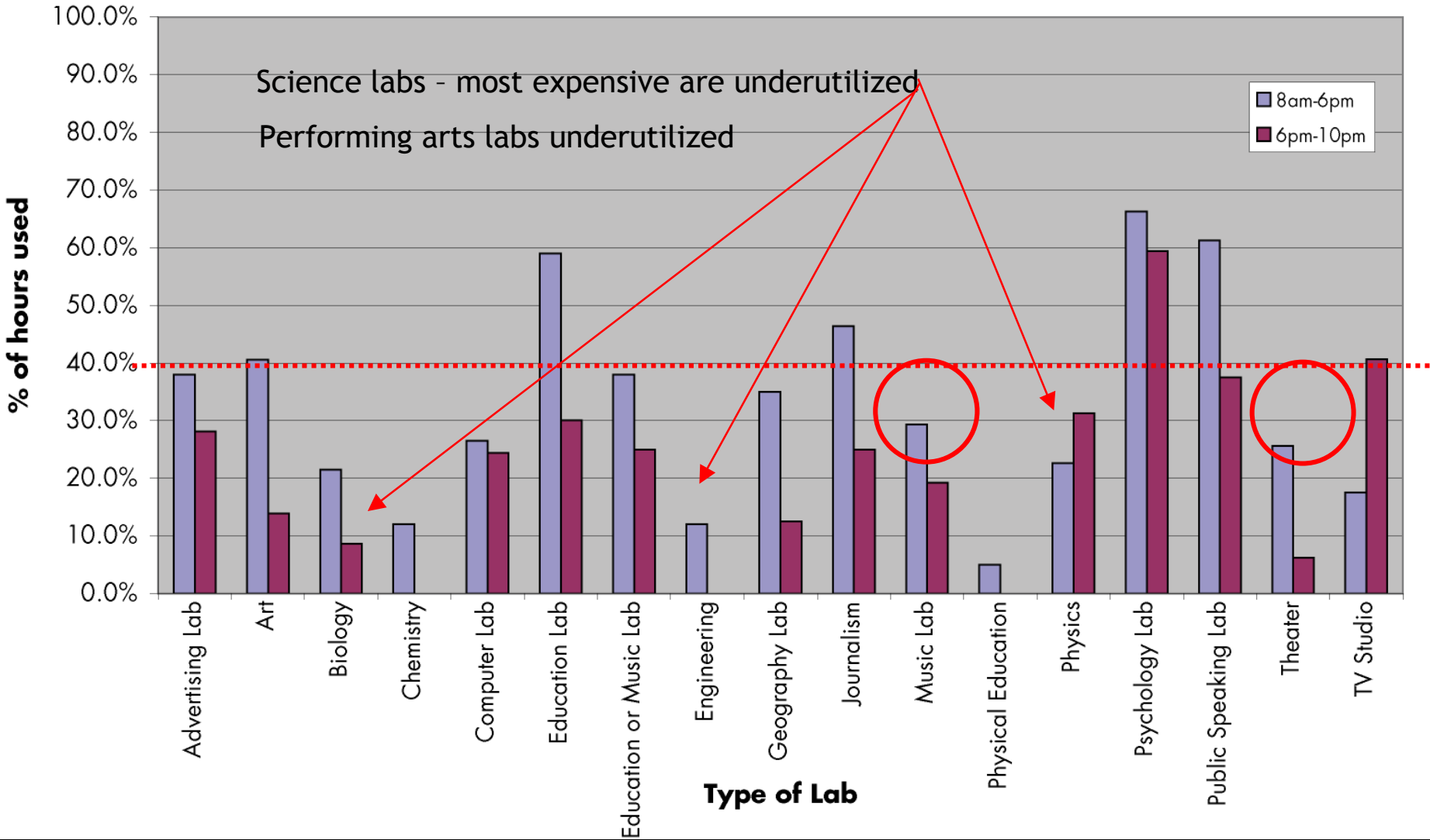
- Average recommended efficient lab use is about 40% - these five are above average, but 64% of labs are utilized less than 40% across the week.
- Overall average lab utilization across the week between 8 am and 6 pm is 28%

Top 5 least utilized laboratories are:

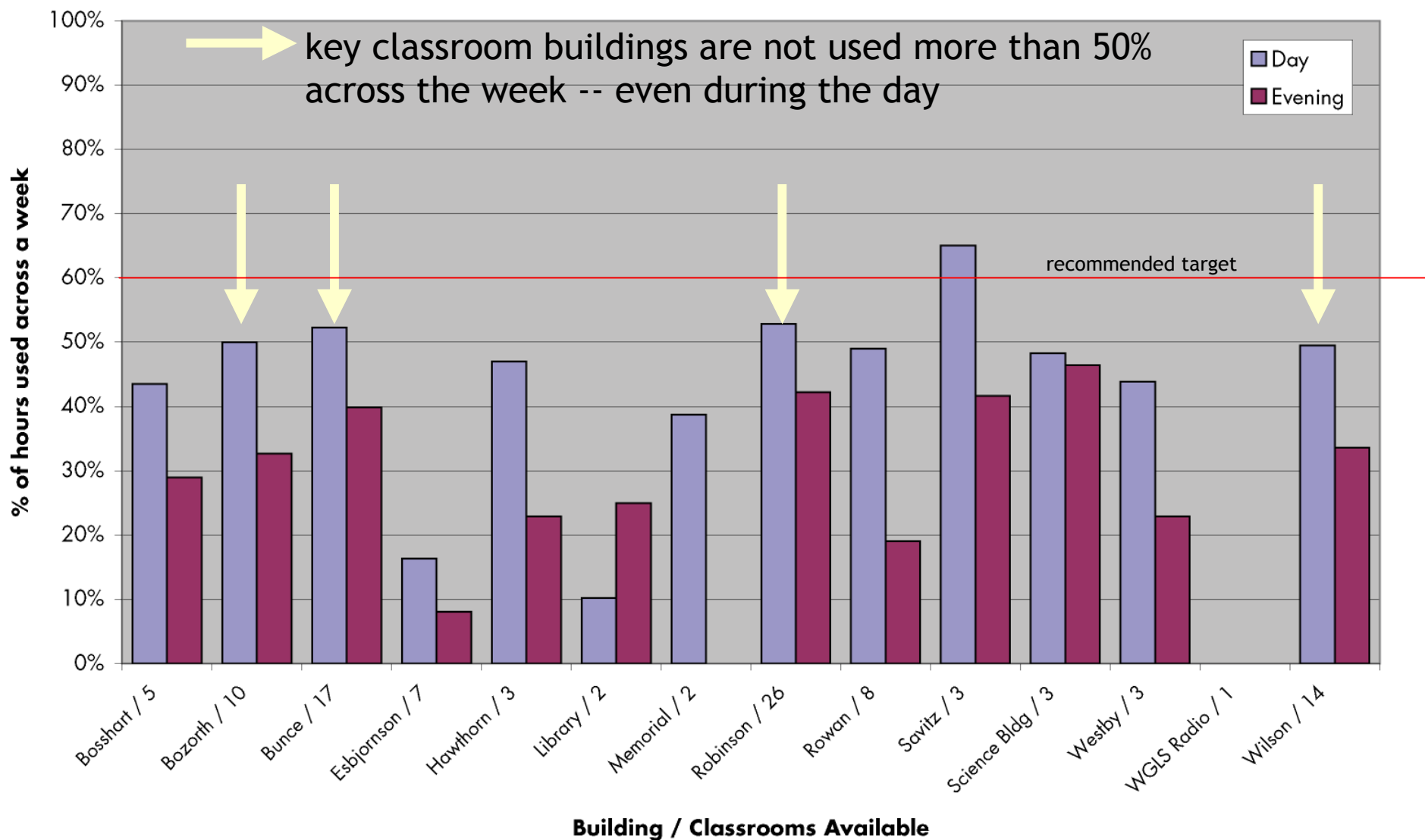
1. Bunce 252 (Computer Lab)	0%
2. (TIE) Bosshart 222 (Computer Lab), Science Building 229 (Biology), Science Building 329, Chemistry), and Wilson 228 (Faculty Office/Studio)	3%
3. Wilson 138 (Chamber Music Room)	4%
4. (TIE) Bosshart 326 (geography class and lab), Bunce 140 (Costume Shop), Esbjornson TRN (Training Room), and Science Building 150	5%
5. (TIE) Bozorth RESO (Resource Room), Bunce 158 (Computer Lab), Science Building 304	6%

- Least used laboratories may be limited by size or by specialized equipment.

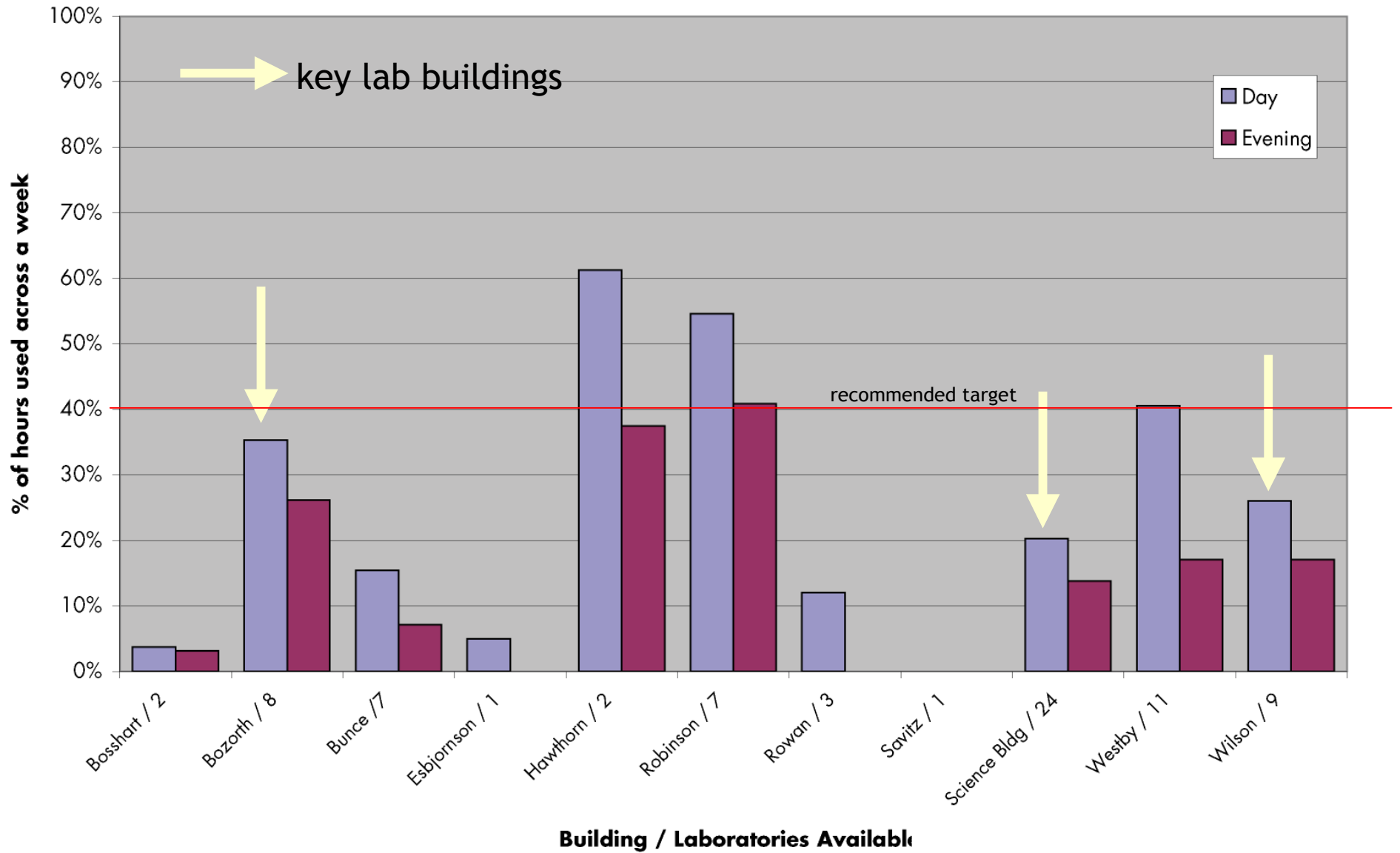
Lab Utilization by Type of Lab



Classroom Utilization by Building



Laboratory Utilization by Building

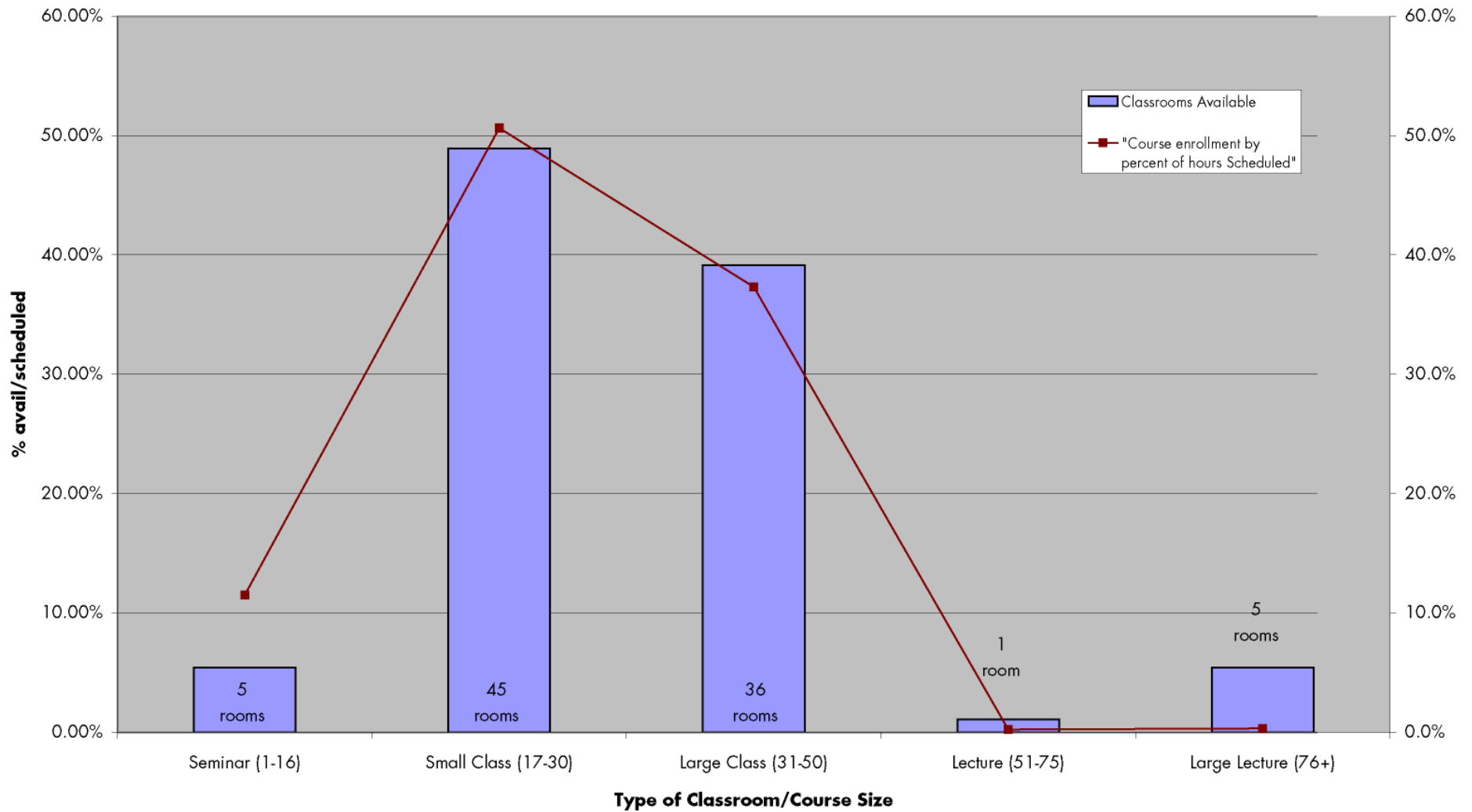


Station Utilization

	Class		Lab		Other*	
Bunce Hall	17	93%	7	41%		88%
Hawthorn	3	76%	2	100%		88%
Science Bldg	3	68%	24	85%		76%
Robinson Hall	26	69%	7	73%		70%
Savitz Hall	3	70%	1	0%		70%
Bosshart Hall	5	68%	2	81%	64%	69%
Library	2	62%	0	n/a		62%
Bozorth Center	10	57%	8	63%		59%
Rowan Hall	8	55%	3	0%	60%	55%
Wilson Hall	14	70%	9	24%		54%
Westby Arts Center	3	54%	11	33%		38%
Esbjornson Gymnasium	7	0%	1	38%		26%
GRAND TOTAL/OVERALL	101	71%	75	49%		67%

* includes: Bosshart 115, Rowan 142, Rowan 309, Rowan CONF

Course Size vs. Available Classrooms



Popular classroom

ROWAN UNIVERSITY

Office of the Registrar

[Rowan Home](#) | [Directories](#) | [Site Map](#)

ROWAN 304



Office of the Registrar
Room Scheduling

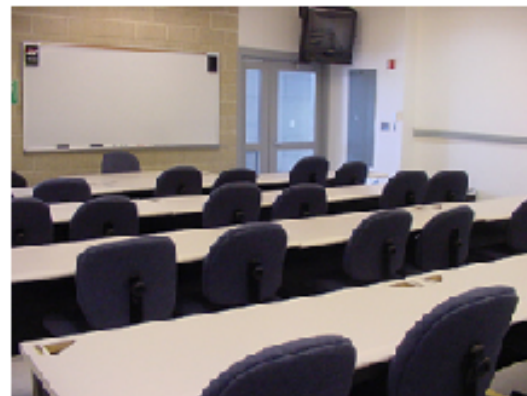
[Savitz Hall](#) • First Floor
201 Mullica Hill Road
Glassboro, NJ 08028

Telephone / 856.256.4354
Fax / 856.256.4424

Office Hours:
Monday-Friday 8:30am-4:30pm

Email / registrar@rowan.edu

- Maximum Capacity 34
- Current Seating 30
- Seating Type MOVEABLE CHAIRS AT TABLES
- Lighting ON/OFF FLOURESC.
- Windows NO
- Chalk Board(s) NO
- White Board(s) ON 2 WALLS
- Pegboard(s) NO
- Std. Overhead Projector YES
- Screen MOTORIZED
- Current Use CLASSROOM
- Handicapped Accessible YES
- Instructor Handicapped Access. YES
- TECH Room YES
- Network Drop YES
- TV/VCR Combo YES
- Other Aids INSTRUCTOR DESK
- Dept. Specific Equipment NO



>> [Back to Classrooms at a Glance](#)

Popular classroom

ROWAN UNIVERSITY

Office of the Registrar

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ROBINSON 201 A



Office of the Registrar Room Scheduling

[Savitz Hall](#) • First Floor
201 Mullica Hill Road
Glassboro, NJ 08028

Telephone / 856.256.4354
Fax / 856.256.4424

- Maximum Capacity 45 NOTE:
RETRACTABLE WALL-COMBINES
W/ 201B - SEATS 90
- Current Seating 35
- Seating Type TIERED, MOVEABLE
TABLET-ARM CHIARS
- Lighting ON/OFF FLOURESC.
- Windows NO
- Chalk Board(s) 1, FRONT FULL
WALL, RIGHT
- White Board(s) NO
- Pegboard(s) YES
- Std. Overhead Projector YES
- Screen MOTORIZED
- Current Use LECTURE
- Handicapped Accessible YES
- Instructor Handicapped Access.
YES
- TECH Room YES
 - NEC LCD PROJECTOR
 - DENON CD/CASS
PLAYER
 - AMX TOUCH PANEL
 - MITSUBISHI VCR
 - PIONEER LASERDISC
 - APPLE DESKTOP
COMP.
 - ELMO DOCUMENT CAM
 - SPEAKERS
- TV/VCR Combo NO
- Other Aids INSTRUCTOR
DESK
- Dept. Specific Equipment NO



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Housing Review

Projected Population	(9,500) No Growth	12,500		15,000	
On Campus Residential	50%	@44%	@50%	@44%	@50%
	increase in upper class housing to meet on-campus deficiencies	increase in freshman/sophomore housing to meet growth demands	increase all types of housing to meet growth and additional upper class needs on campus	increase all types of housing to meet growth and additional upper class needs on campus	increase all types of housing to meet growth and additional upper class needs on campus
Fall 2004 Existing Beds	2,904	2,904	2,904	2,904	2,904
Total Need	3,356	4,330	5,004	5,196	6,004
New Beds*	452	1,426	2,100	2,292	3,100

* Does not include replacement beds: Mansion Park Apts (260) and overcrowding (280).



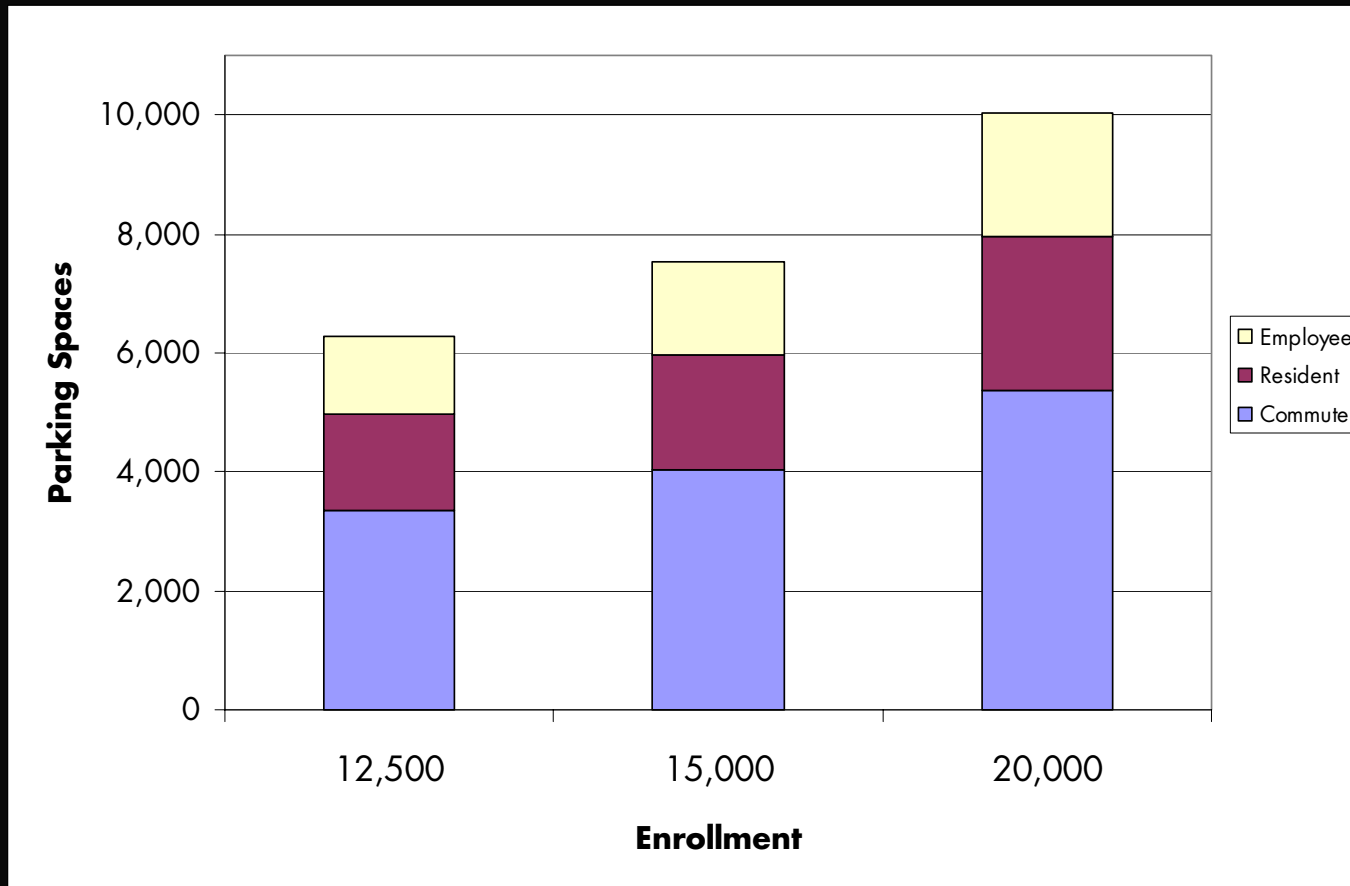
Parking

- Current (Fall '04) Peak Occupancies, in Spaces/Capita:
 - Commuter: .39
 - Resident : .32
 - Employee : .56
- Resulting campus-wide occupancy:
 - 97% at mid-day peak
 - 90% is maximum desirable occupancy

Parking

Future Parking Needs

- Based on current occupancy factors



Enrollment vs. Parking Need

Parking

Parking Demand Management

- Reduce expenditures on parking construction
- Reduce traffic volumes
- Preserve land for buildings and open space

Potential Demand Management Measures:

- Locate resident parking on West Campus
- Make students living within walking distance ineligible for commuter permits
- Spread class schedules

Rowan Parking Facts

- Spaces on Campus: $\pm 3,882$
- Permits Issued (approx.): 11,600

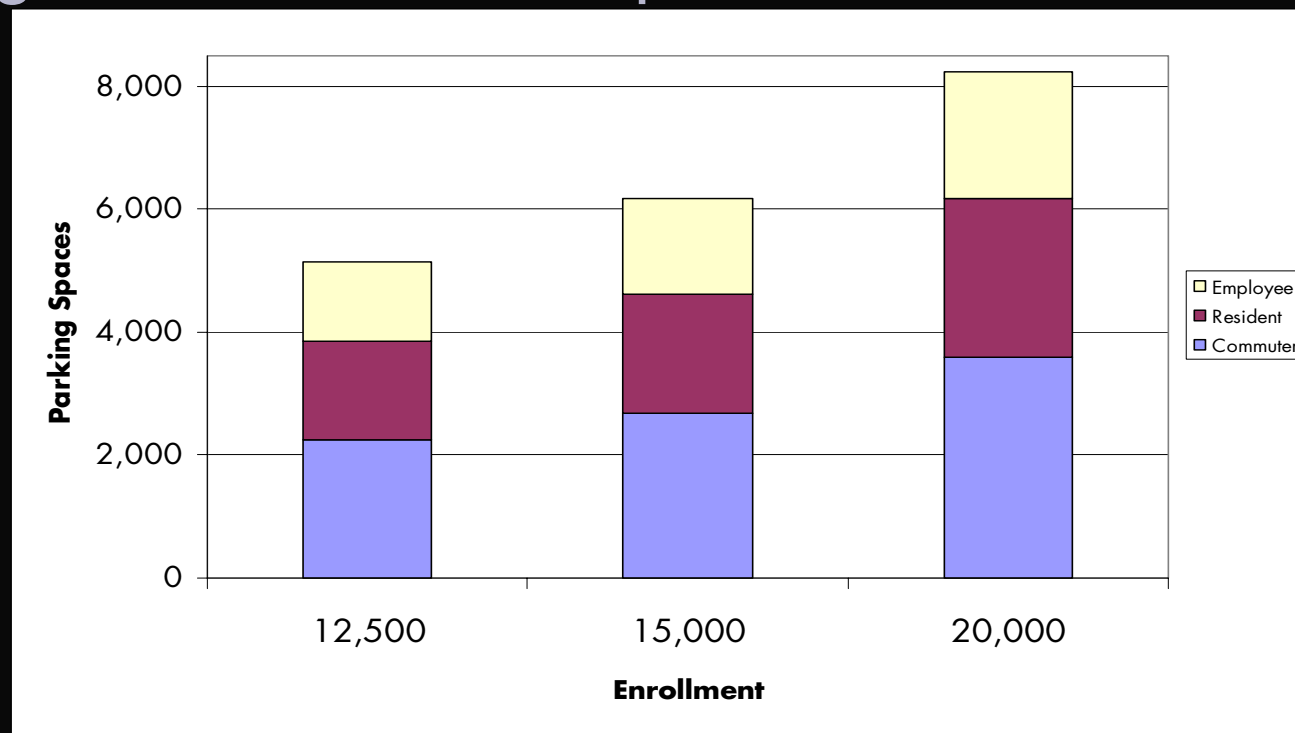
	Total Permits Issued	Per Capita Existing (Fall 2004) Peak Occupancy	Per Capita Peak Occupancy with Demand Management
Commuter	8,600	0.39	0.28
Resident	1,200	0.32	0.35
Employee	1,800	0.56	0.62

- Commuter per capita reduced to reflect tighter restrictions on “resi-muters.”
- Resident and Employee per capita spaces needed increased to reflect need for recommended 10% cushion.
- Additional spaces on campus can be freed by storing resident cars on the West Campus for those who do not need everyday access.

Parking

Future Parking Needs

- Assuming students living within walking distance ineligible for commuter permits



- Moving resident parking to West Campus would further reduce need on Main Campus

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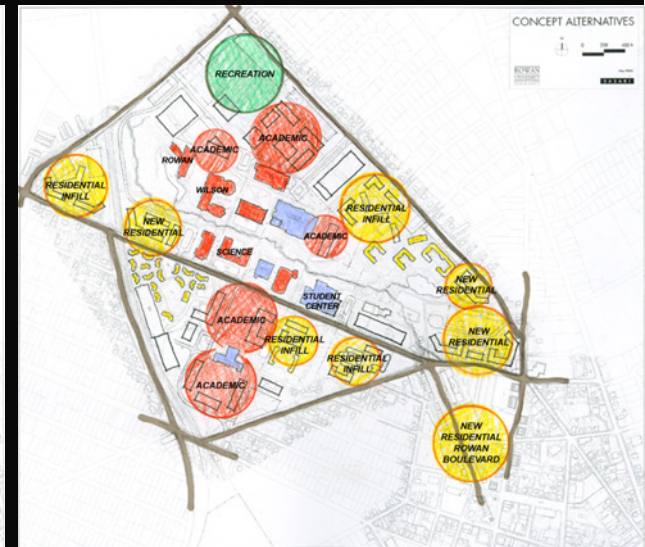
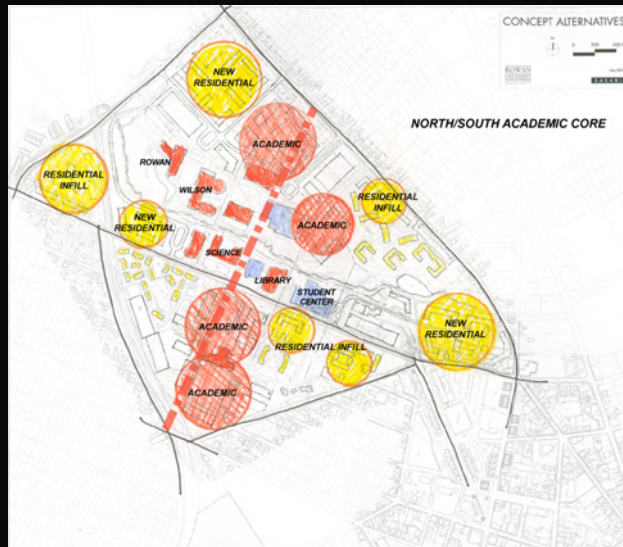
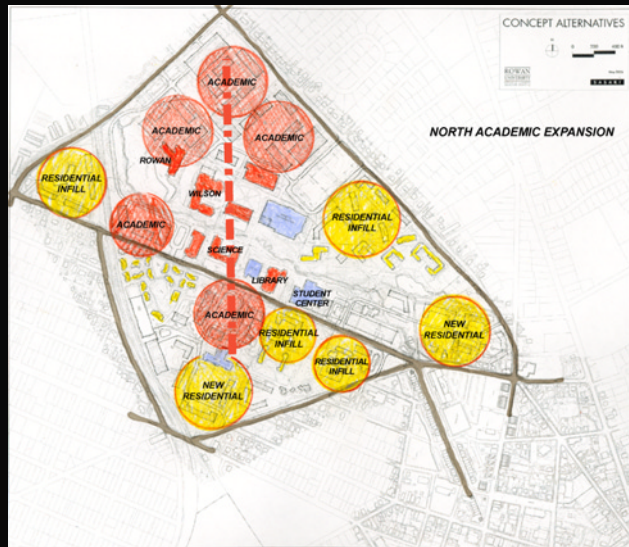
Route 322

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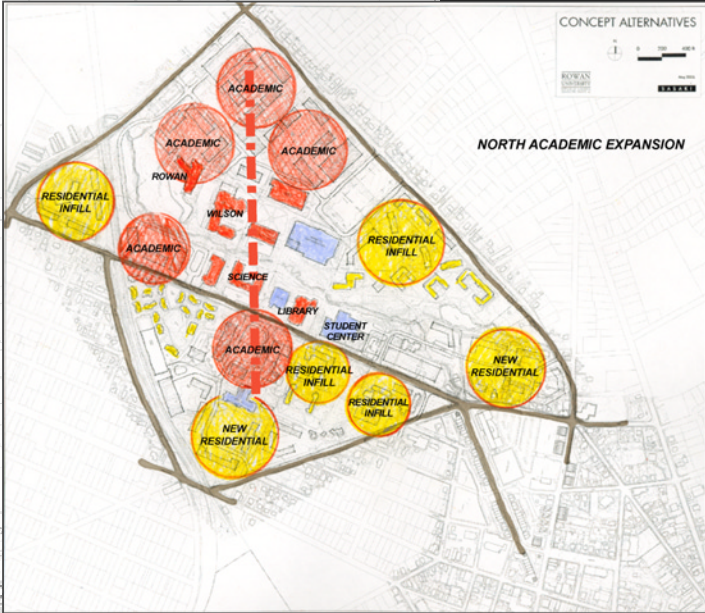
Next Steps

Capacity Concepts:

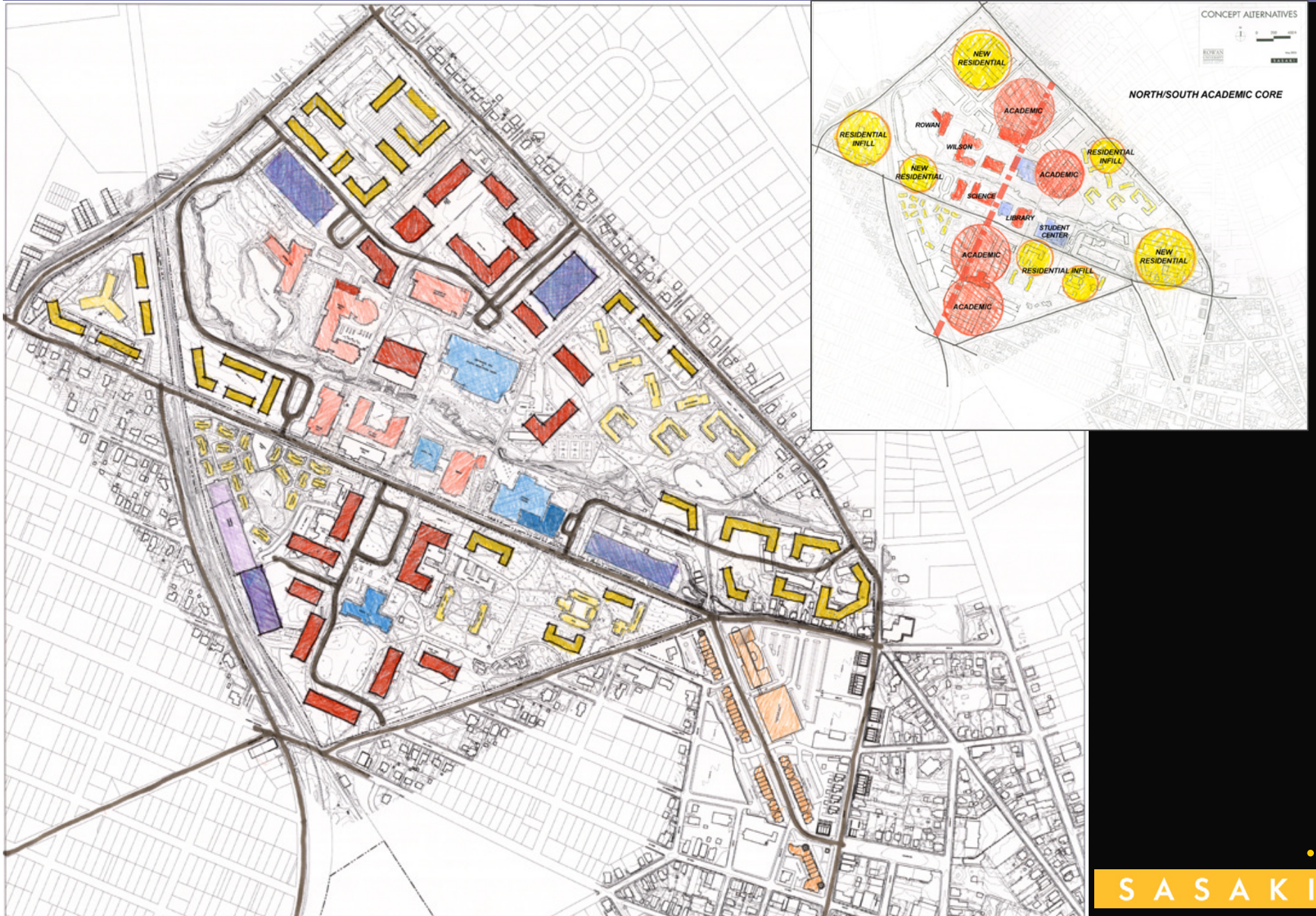
- Study #1 – Academic in North
- Study #2 – North/South Academic Core
- Study #3 – Modified North/South Academic Spine



Study #1: Academic in North



Study #2: North/South Academic Core



Capacity Comparison

Additional Need on Campus

	12,500	15,000	20,000	Study #1	Study #2
Academic/Administration	449,000	704,000	1,588,000		
Study/Library	99,000	142,000	390,000		
Special Use/Athletics	282,000	352,000	857,000		
General Use/Student Life	130,000	212,000	305,000		
Support/Storage & Facilities	179,000	222,000	470,000		
SUBTOTAL with Recreation	1,139,000	1,632,000	3,610,000	1,329,600	1,381,600
SUBTOTAL w/out Recreation	857,000	1,280,000	2,753,000	1,329,600	1,381,600
Residential (beds)	2,100	3,100	n/a	3220 beds	2,560 beds
Parking (spaces)	5,150	6,180	8,240	2,780 spaces	2,740 spaces

Study #3: Modified North/South Spine



Capacity Comparison

12,500

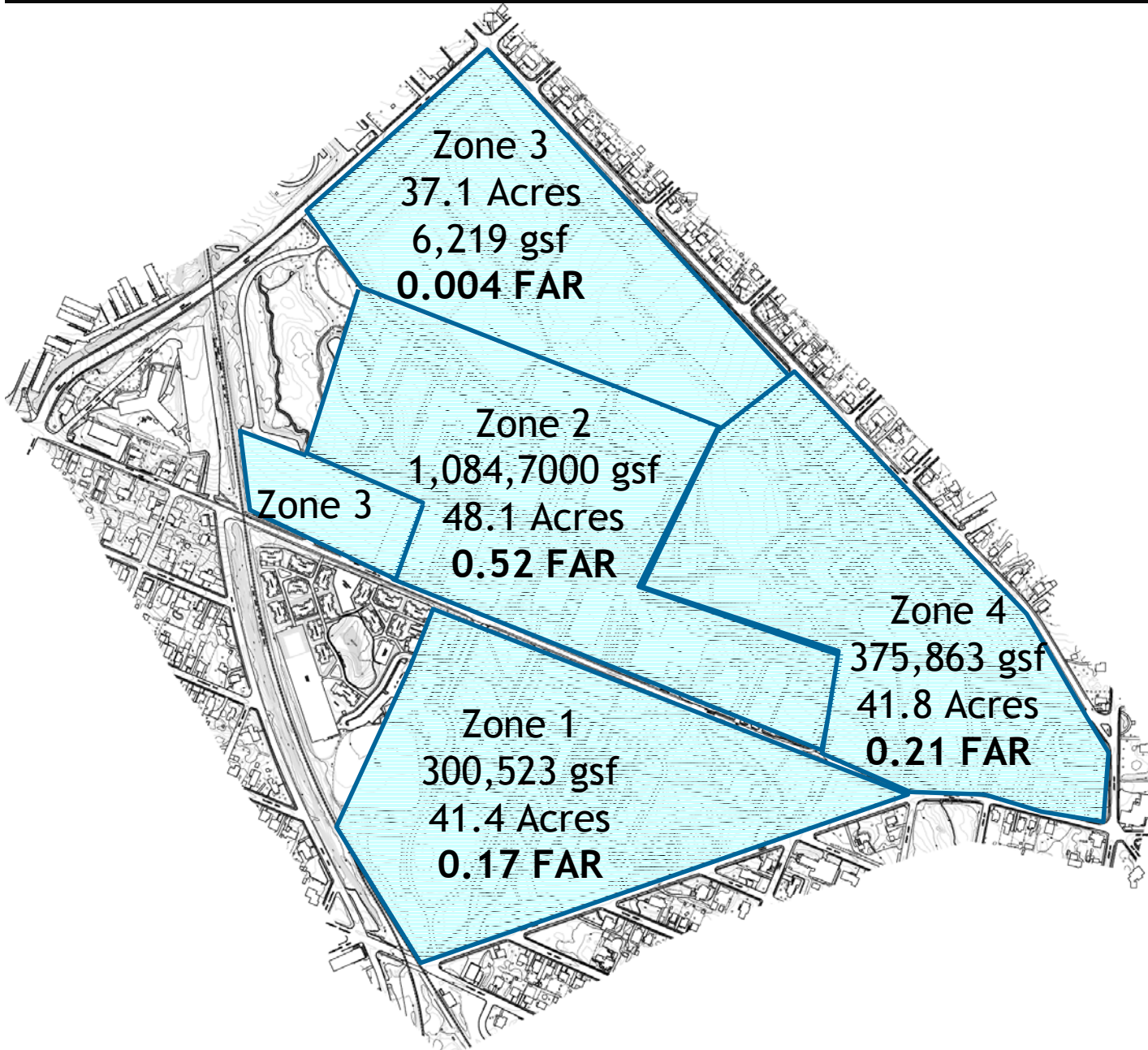
15,000



* 50% of Glassboro Students only. Assumes approximately 1,000 beds in private sector housing adjacent to campus. Total needed @12,500 = 5,000 and @ 15,000 = 6,000.

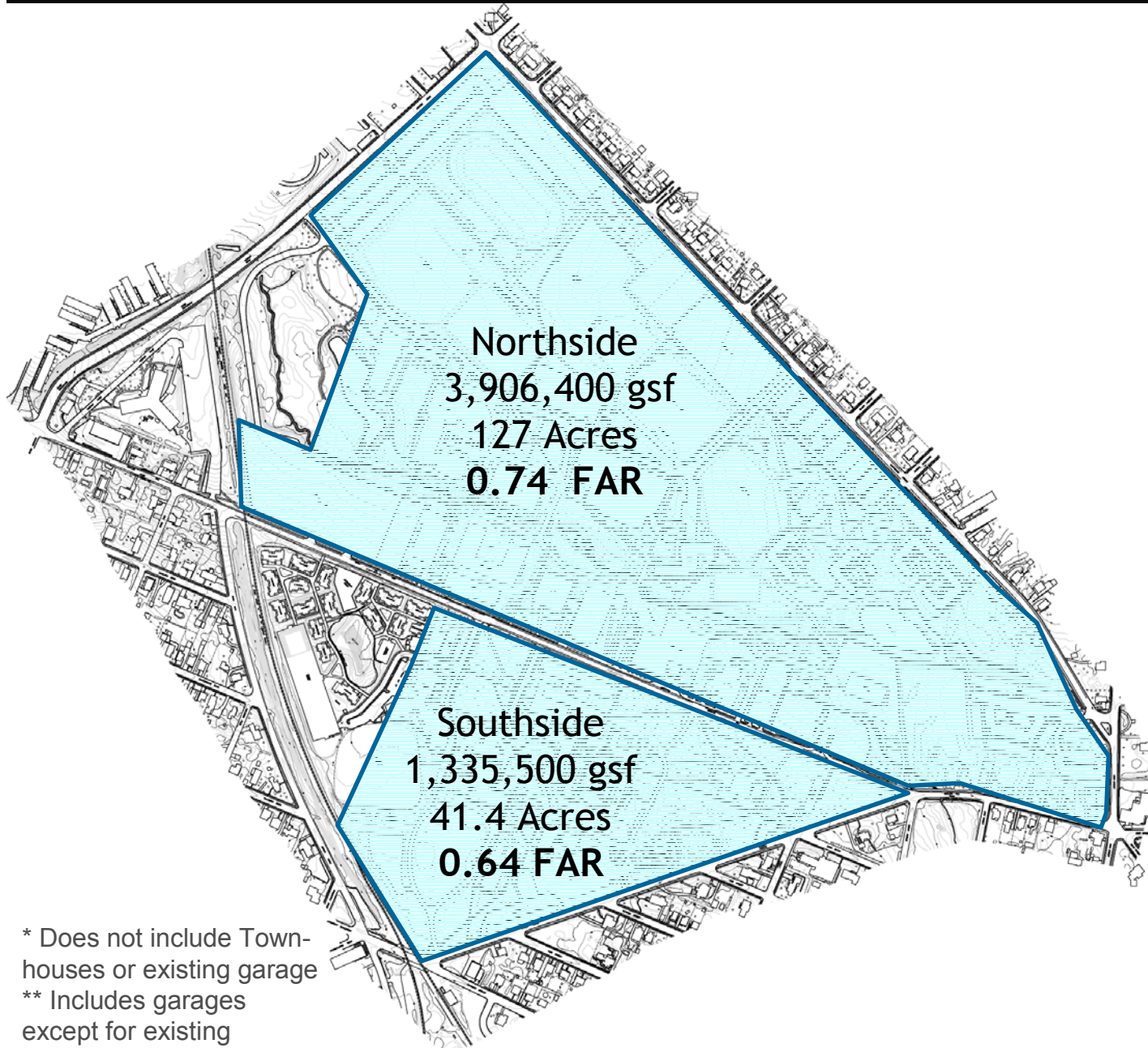
** Assumes approximately 500 student residential cars will be stored in long-term parking on the West Campus

Density



Existing Total
Campus GSF =
±1,800,000

Density @ Capacity



Existing Total
Campus GSF*
= ±1,800,000

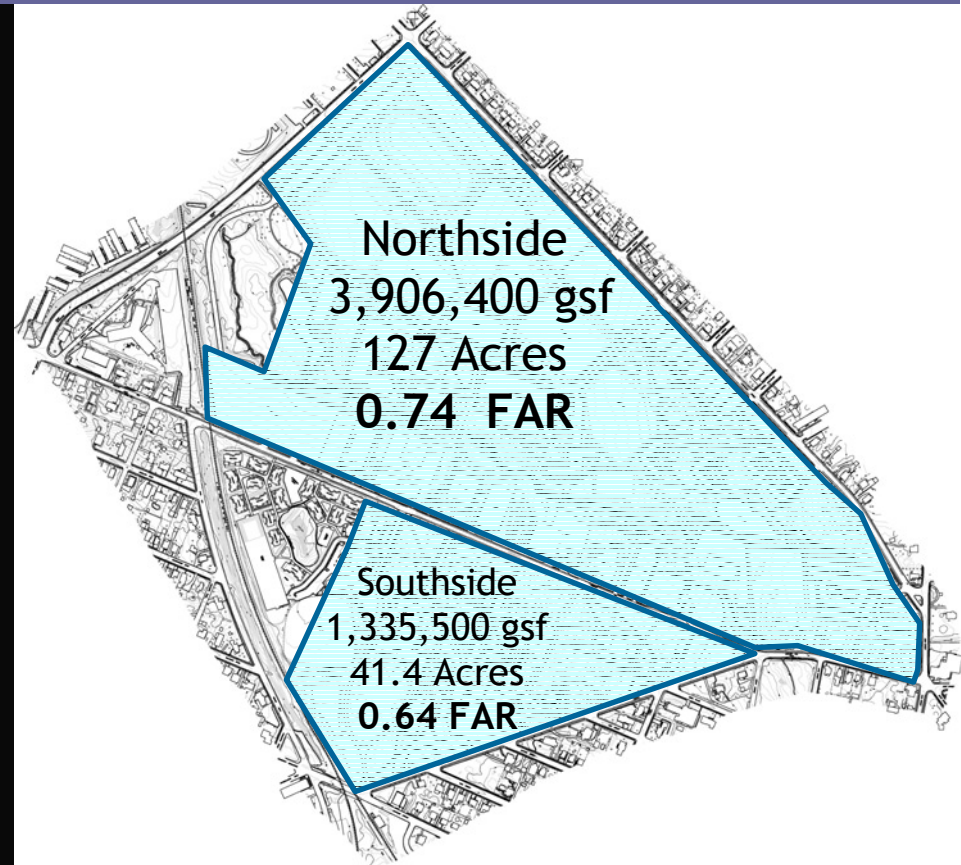
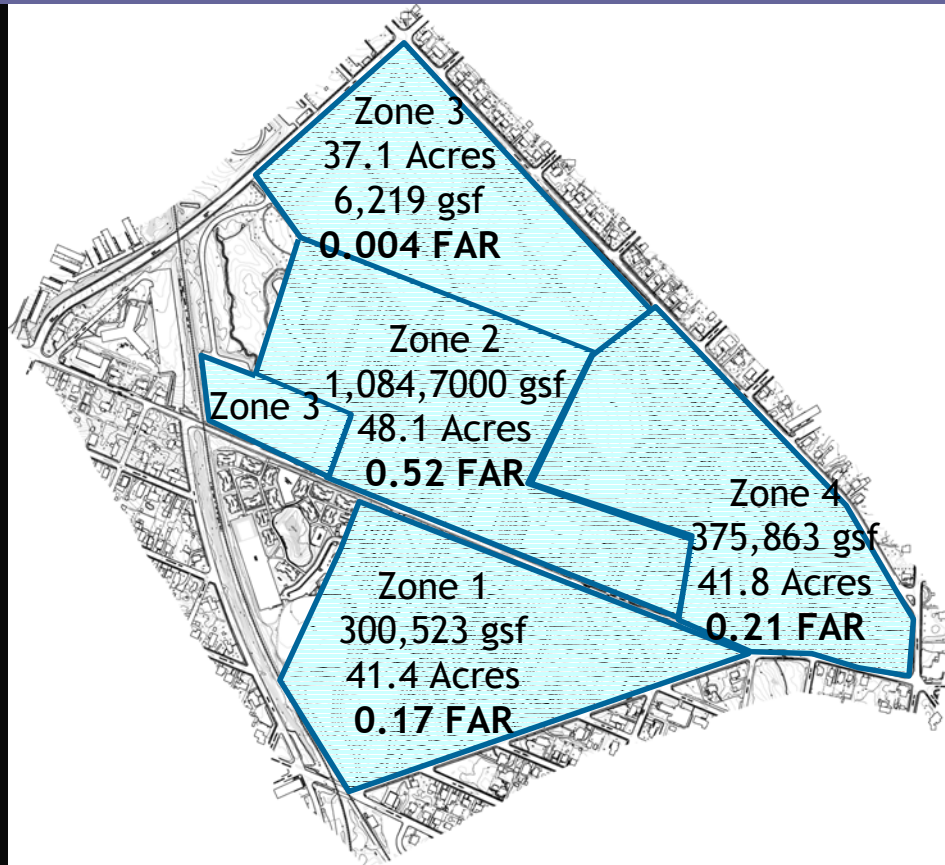
Demolished =
±(266,300)

New** =
± 3,256,800

Total Future =
± 5,058,300

* Does not include Town-
houses or existing garage
** Includes garages
except for existing

Density @ Capacity



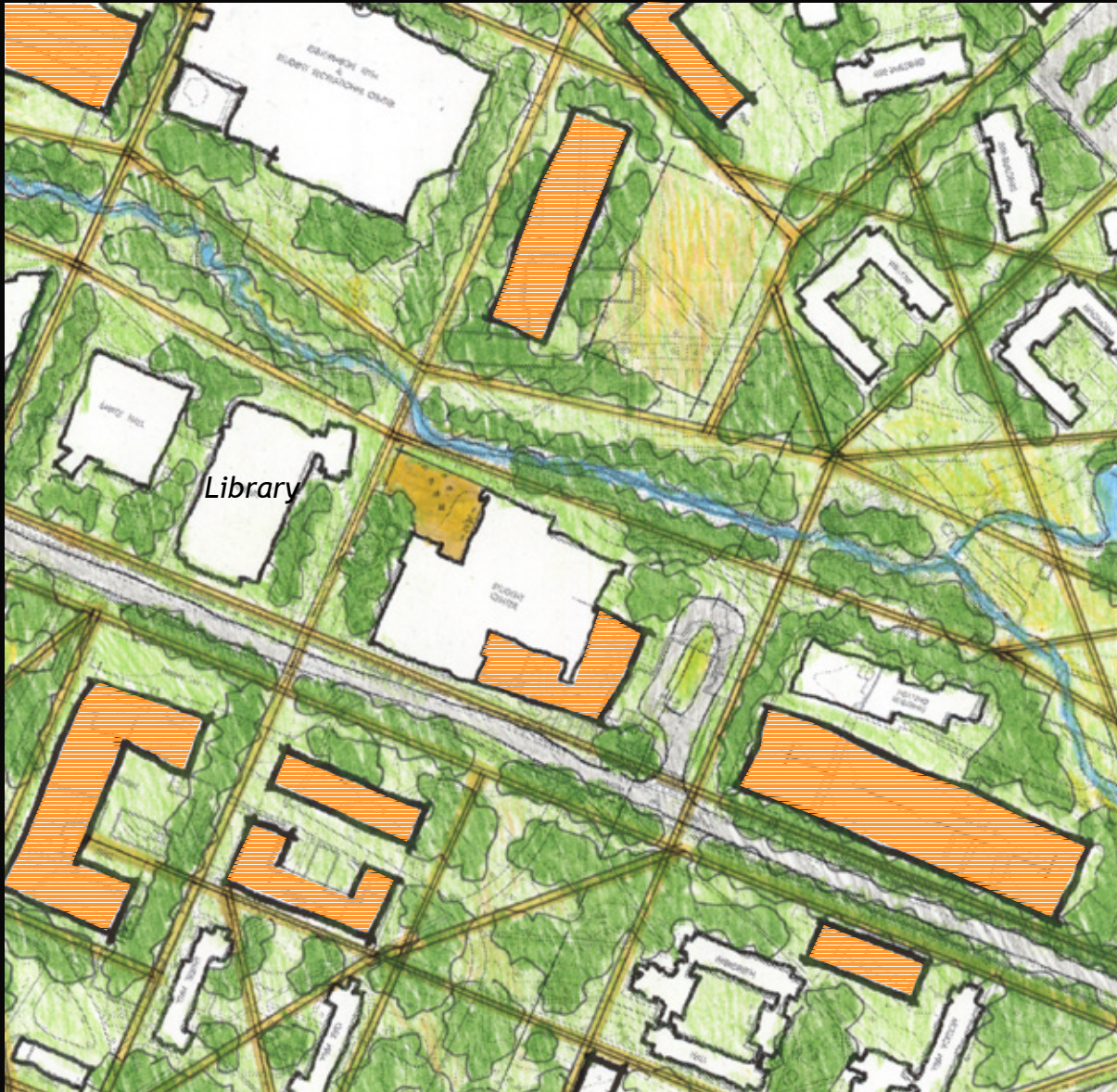
Study #3: Modified North/South Spine



Orientation



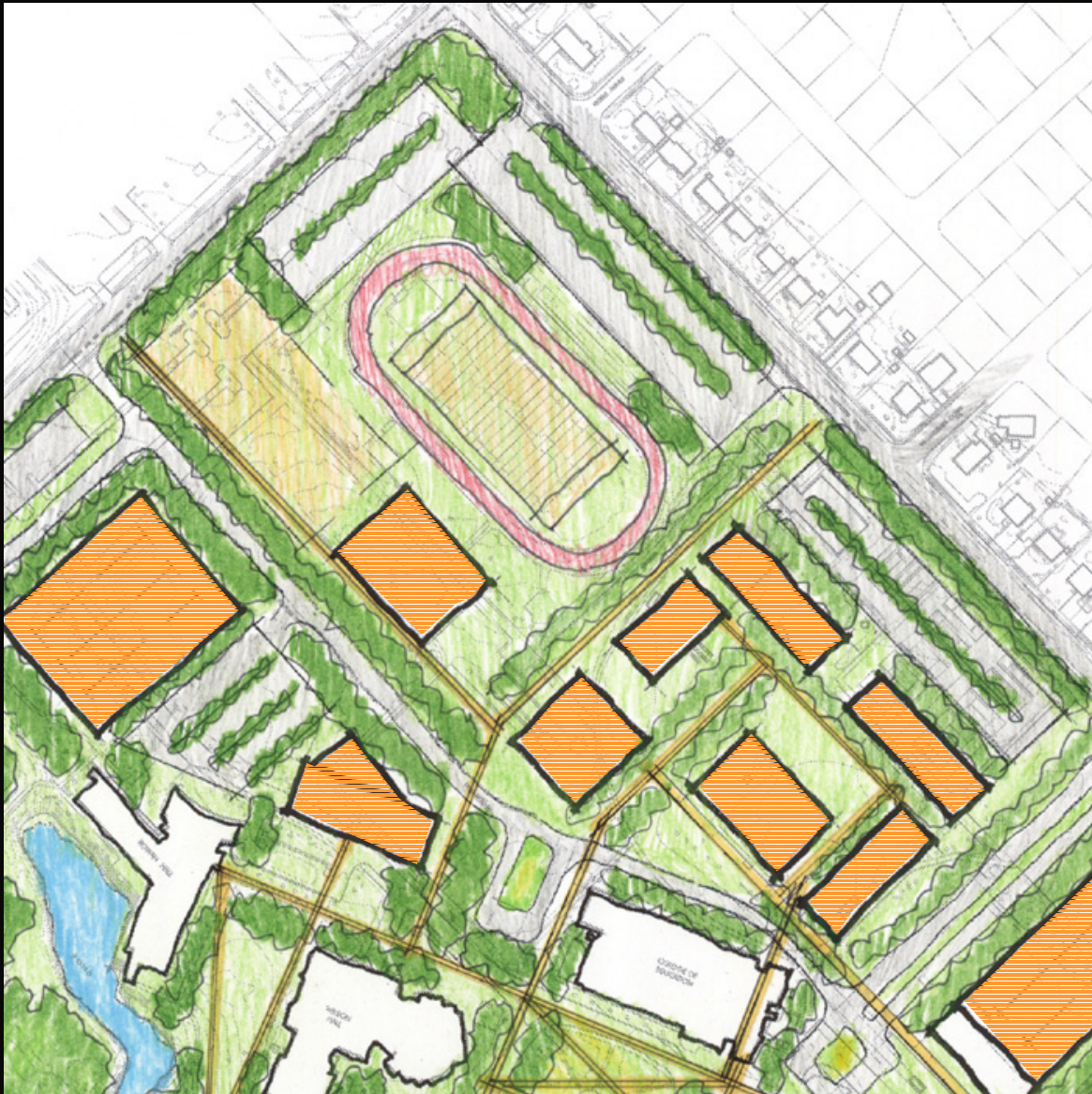
Core Area



East Campus Apartments & Rowan Blvd



New North Western Quadrant



Rowan University May 18-19, 2005

S A S A K I

New Bunce Hall Area



Study for Facilities Complex on Rail Parcel



Open Space Framework



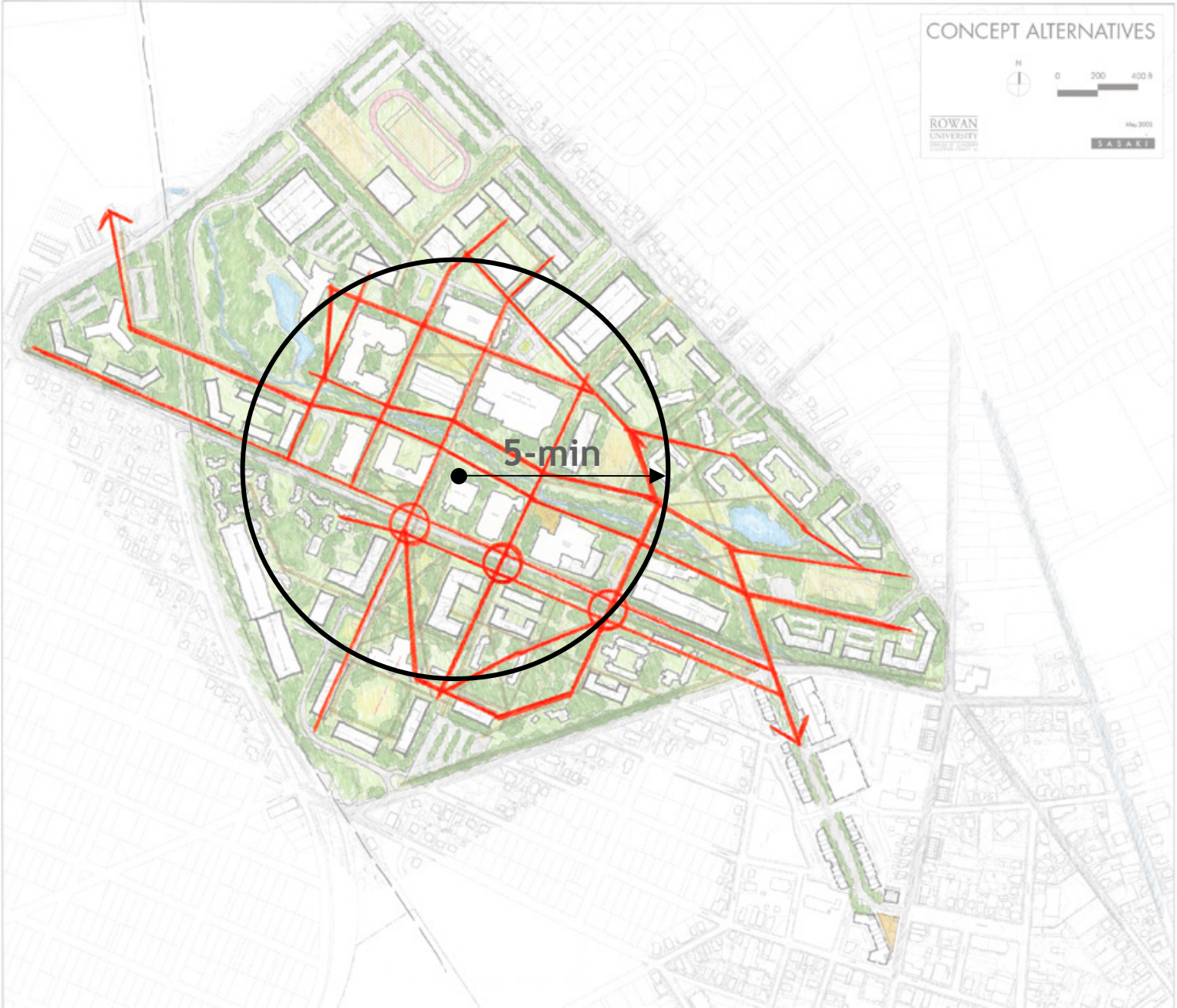
Vehicular Circulation



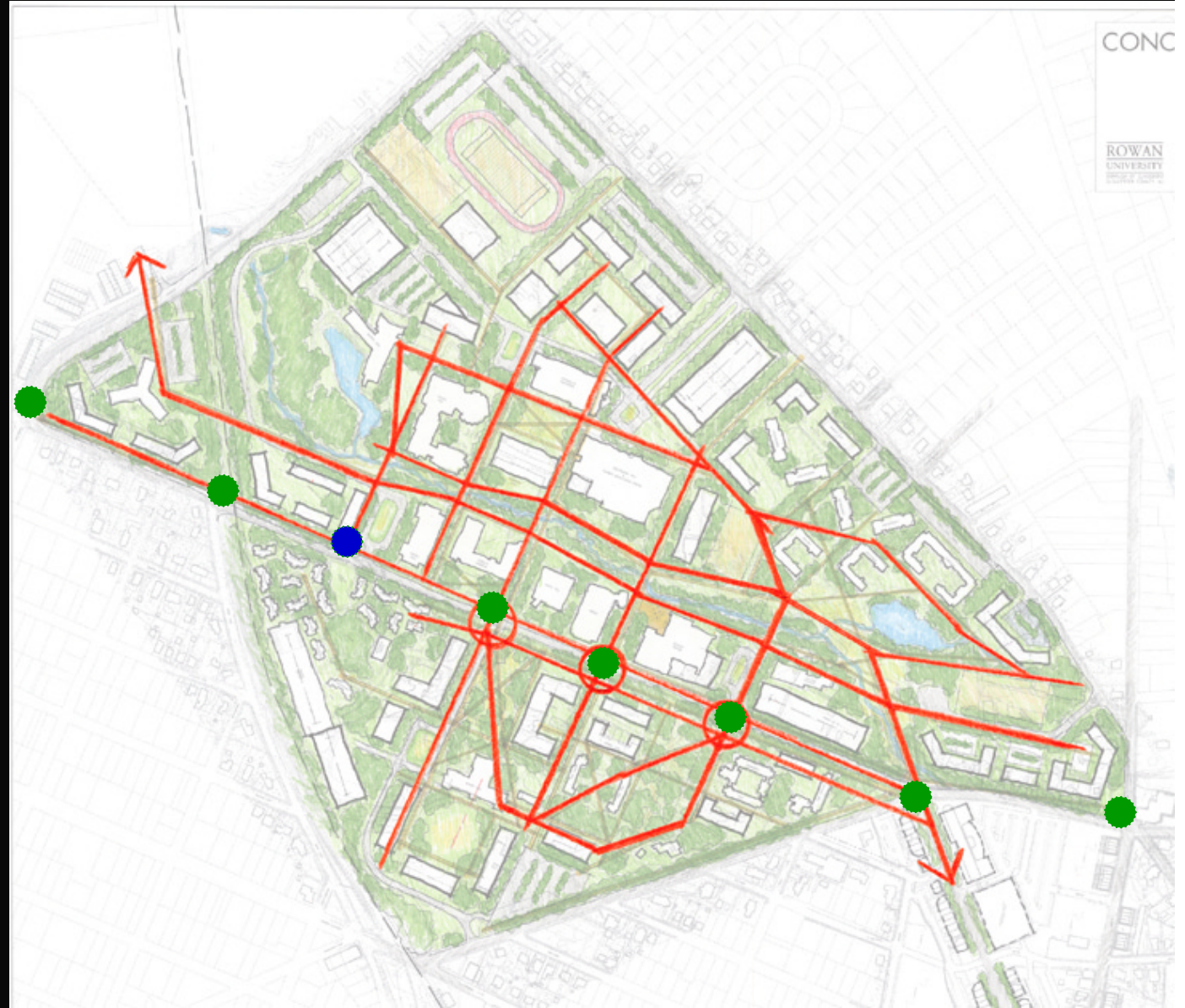
Pedestrian Circulation



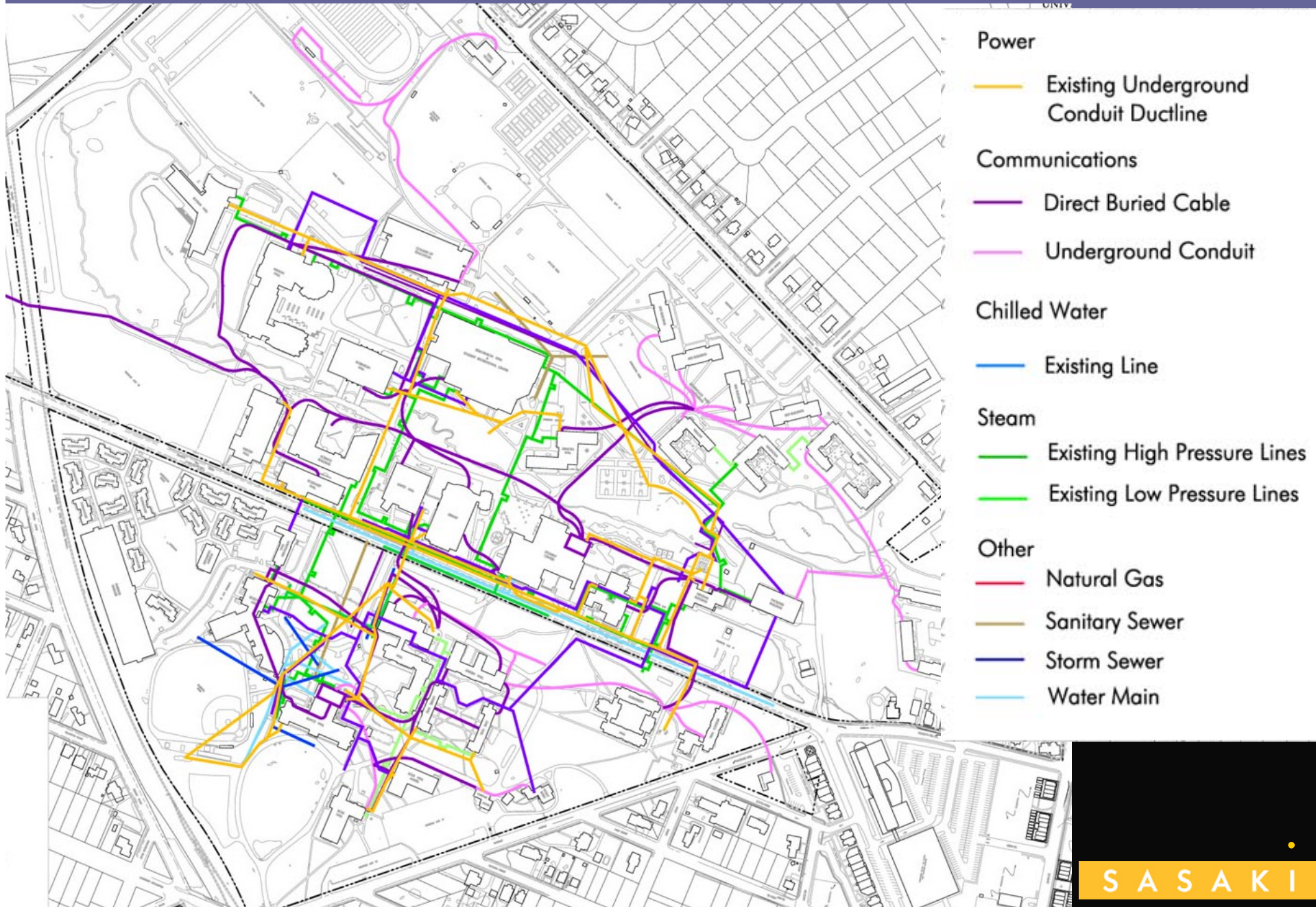
Pedestrian Circulation



Short Term Projects: 322



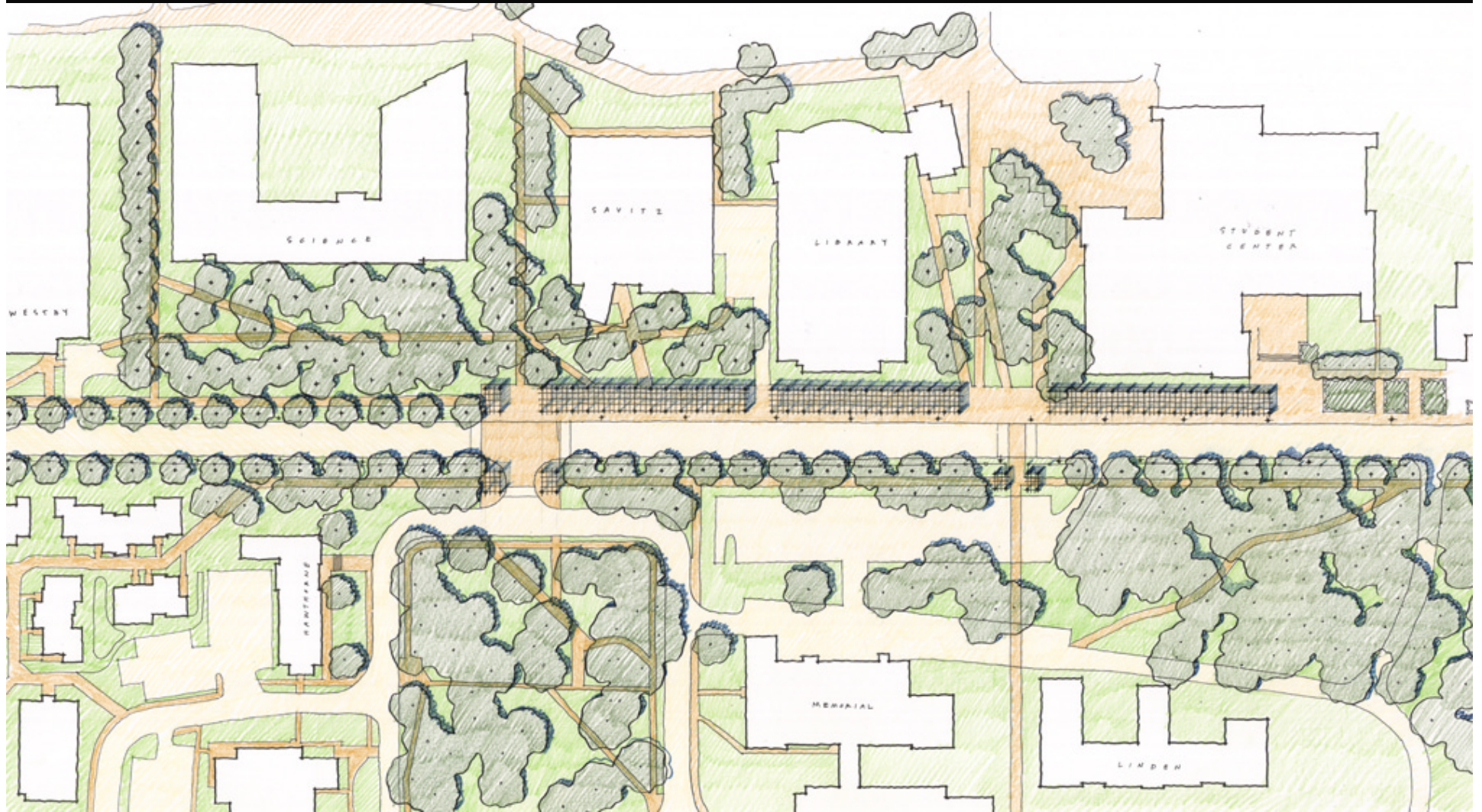
Infrastructure: Utilities



Short Term Projects: 322



Short Term Projects: 322



Short Term Projects: 322



PARKING
SOUTH

SIDE WALK FENCE

PERGOLA W/ OUTDOOR SEATING

NORTH

ROWAN UNIVERSITY

SECTION: ROUTE 322

SCALE 1/4" = 1'-0"

SASAKI
MAY 05

Precedents



Post Office Square - Boston



Locust Walk - University of Pennsylvania



D Street Pergola - South Boston



Addison Circle Park - Addison, Texas

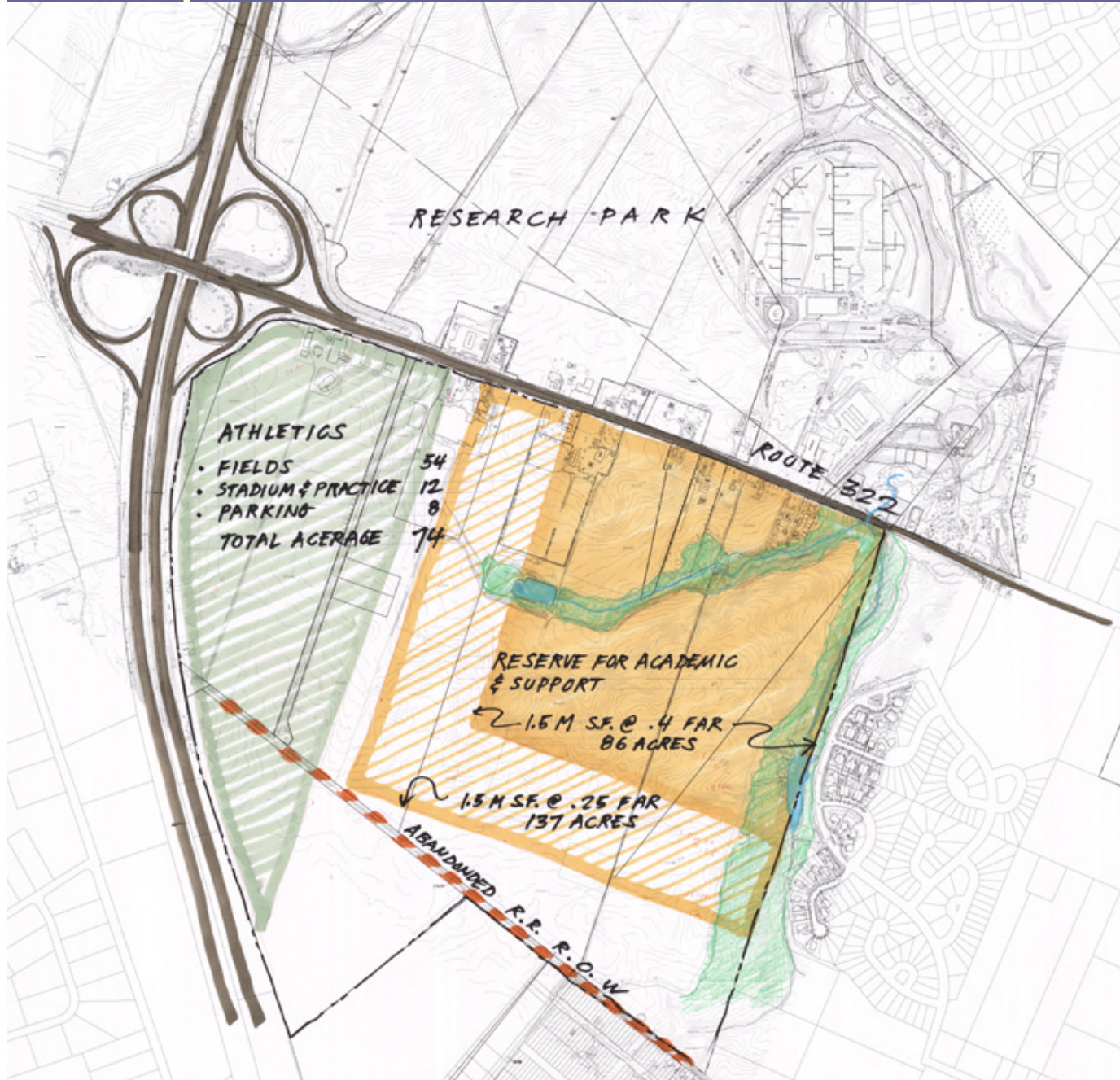
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S A S A K I

Expansion



Expansion



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Route 322

Signage

Next Steps

Why signage? Why now?

- Similar issues to overall plan
 - improving circulation,
 - campus identity/image,
 - makes sense to integrate it at an early stage
- Extension of University Communication
- Rowan
 - Timing: Identity roll-out & Emergency Response signage requirements
 - Do-able in the short-term
 - Addresses visitor experience – front door to campus – big impact

Strategy

1. Immediate need (1-2 years)

Prepare signage guidelines

Implement priority signs

2. Medium range

Continued implementation of signs

3. Long range

Continued implementation of signs

Major landscape realignments

Adjustment of previously installed signs

Guidelines: Process

Assessment

Approaches

Edges

Entries

Arrival

Parking

Wayfinding - Vehicles

Wayfinding - Pedestrian

Evaluation

Audience

Destinations

Circulation

Information Needs

Signage Family

Design Framework

Campus Context

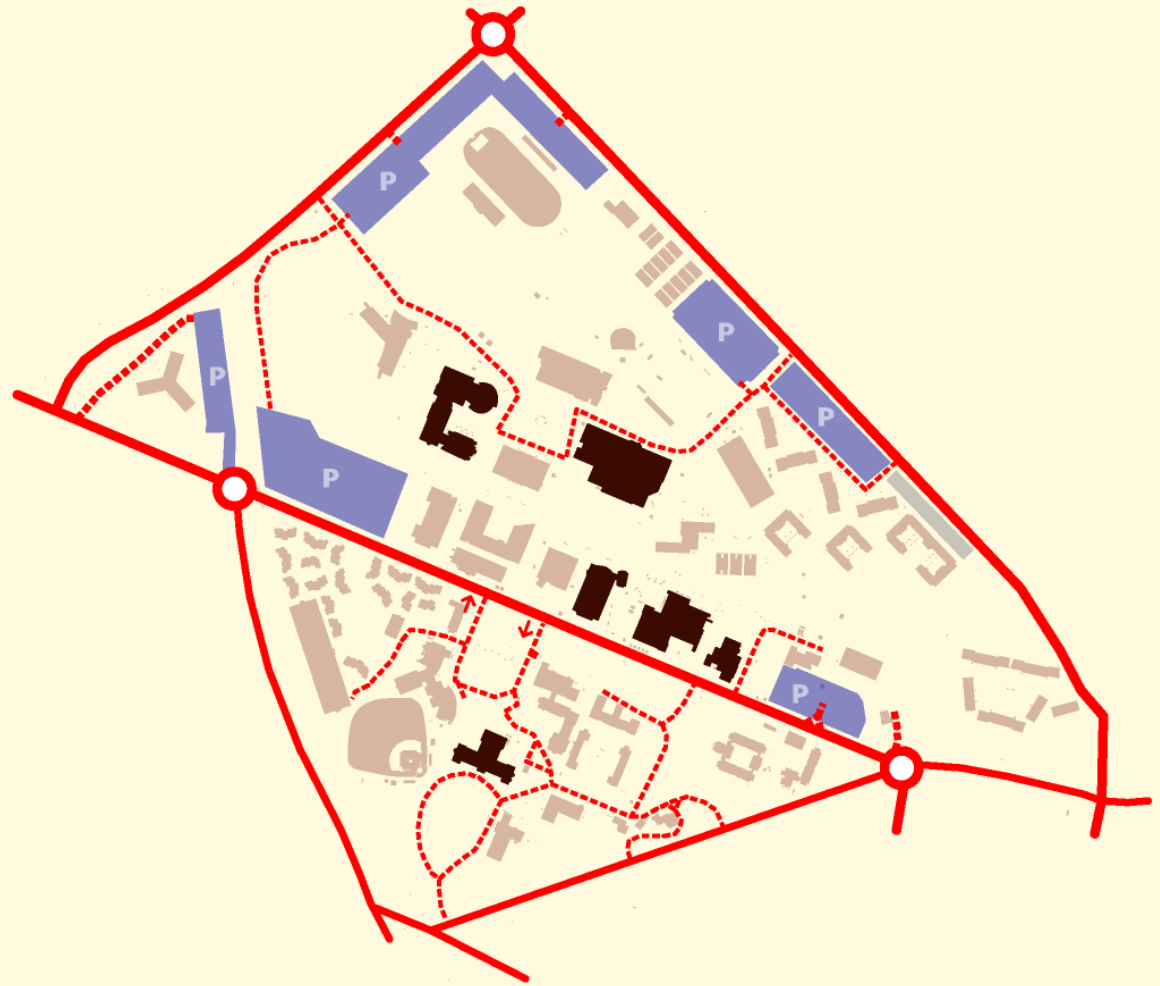
University Image

Codes / Guidelines

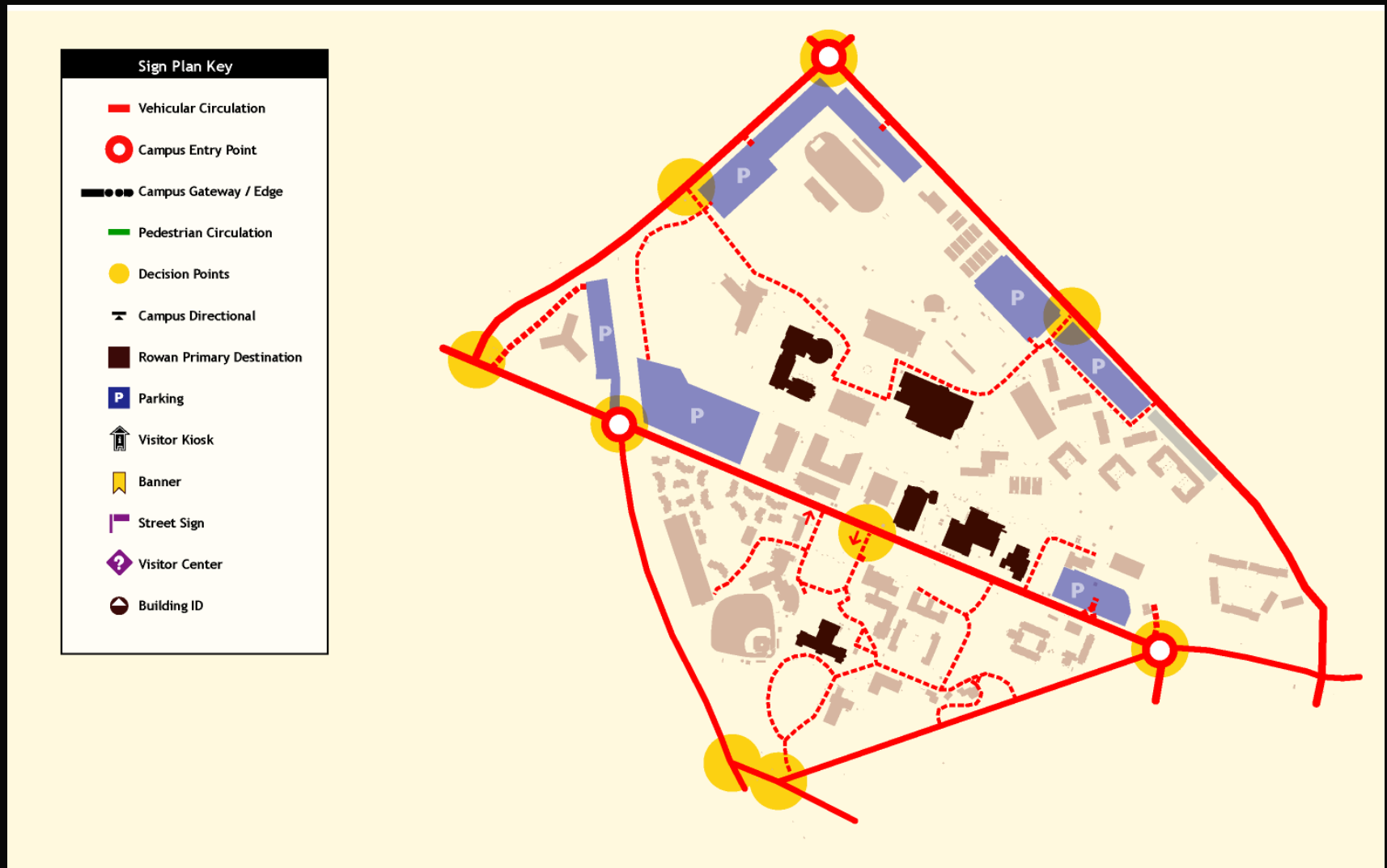


Sign Location Strategy: Vehicular orientation

Sign Plan Key	
	Vehicular Circulation
	Campus Entry Point
	Campus Gateway / Edge
	Pedestrian Circulation
	Decision Points
	Campus Directional
	Rowan Primary Destination
	Parking
	Visitor Kiosk
	Banner
	Street Sign
	Visitor Center
	Building ID



Sign Location Strategy: Vehicular orientation

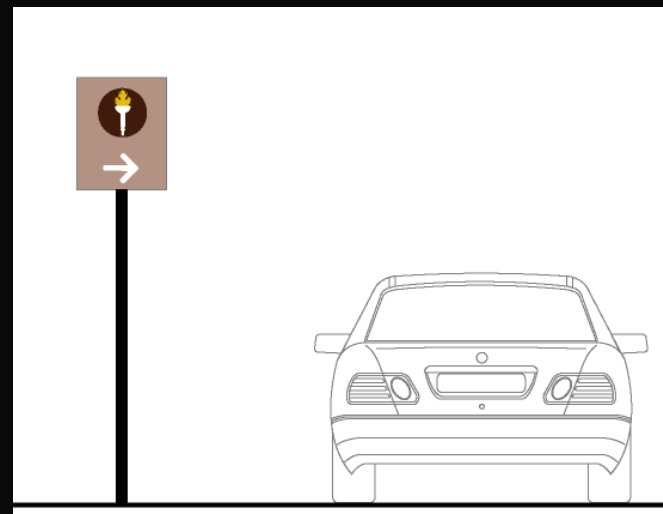


Campus Approaches: Outlying Roadways



Recommendations:

- Add trailblazing at key intersections
- Add trailblazing to connect West Campus



Campus Approaches: East Entry



Recommendations:

- Create University district identity
- Add banners, street signs
- More directional signage
- Include Admissions, Visitor Parking, Visitor Center



Campus Approaches: Street Sign & Banner Examples



Campus Approaches: East Entry



Campus Approaches: East Entry



Context Studies



Context Studies



Context Studies



Context Studies



Campus Approaches: West Entry



Recommendations:

- New main campus identity sign wall
- Create University district identity
- Add banners, street signs
- More directional signage
- Include Admissions, Visitor Parking Visitor Center



Campus Approaches: Entry & gateway examples

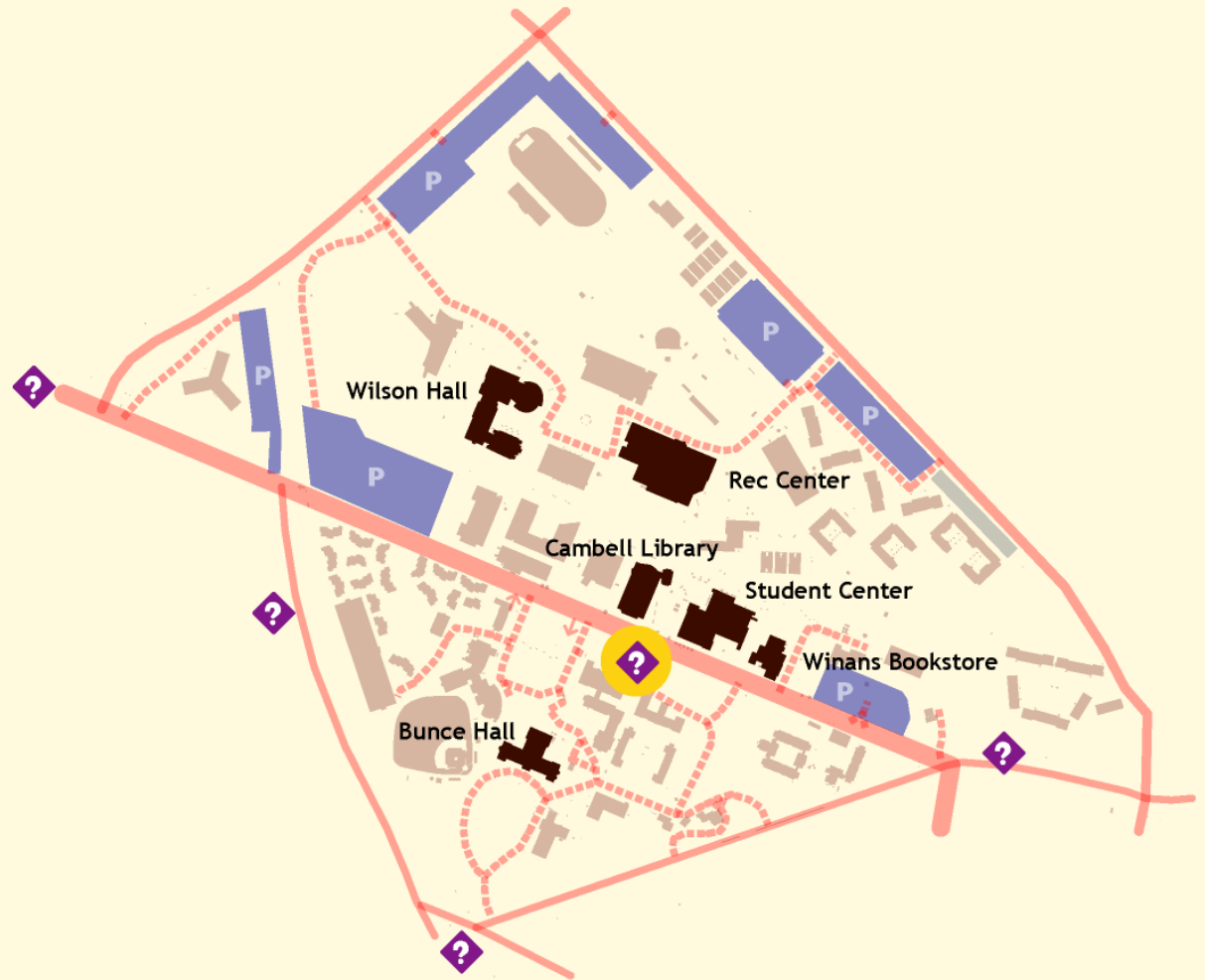


Campus Approaches: Entry & gateway examples



Sign Location Strategy: Potential Visitor Center locations

Sign Plan Key	
	Vehicular Circulation
	Campus Entry Point
	Campus Gateway / Edge
	Pedestrian Circulation
	Decision Points
	Campus Directional
	Rowan Primary Destination
	Parking
	Visitor Kiosk
	Banner
	Street Sign
	Visitor Center
	Building ID



Campus Approaches: Visitor Center examples



Recommendations:

- Upgrade shelter with high quality, off the shelf units for cost efficiency with a custom look
- Require portability for re-use in new locations

IMAGES COURTESY OF BIG INDUSTRIES
AND AUSTIN MOHAWK INC



Vehicular Directionals



Recommendations:

- Improve contrast of arrows, increase letter size, use upper & lower case
- Use Visitor oriented messaging: building function, vs. building name



Vehicular Directionals: Examples



Campus Parking



Recommendations:

- Re-order & consolidate information
- Improve design/quality
- Remove outdated signs
- Confirm parking color coding



Campus Parking: Examples



Facility Identity (Freestanding)



Recommendations:

- Address code requirement of lighting and address information
- Locate to be visible from paths, roadways
- Lighting to be effective, yet not overpowering
- Face lighting preferred vs. internal
- Lighting to be low maintenance
- Some signs ambient-lit



Facility Identity (Freestanding): Examples



Facility Identity (Freestanding): Examples, Lighting technique



Internally Illuminated



Face-lit Illuminated (ground fixture)



Face-lit Illuminated (down-light)

Facility Identity (Building Lettering)



Recommendations:

- Address code requirements
- Ensure sufficient contrast of letters to background
- Do not internally illuminate - use ambient or architectural face lighting
- Develop guidelines for consistent lettering style (possibly Gotham)



Facility Identity (Building Lettering): Examples

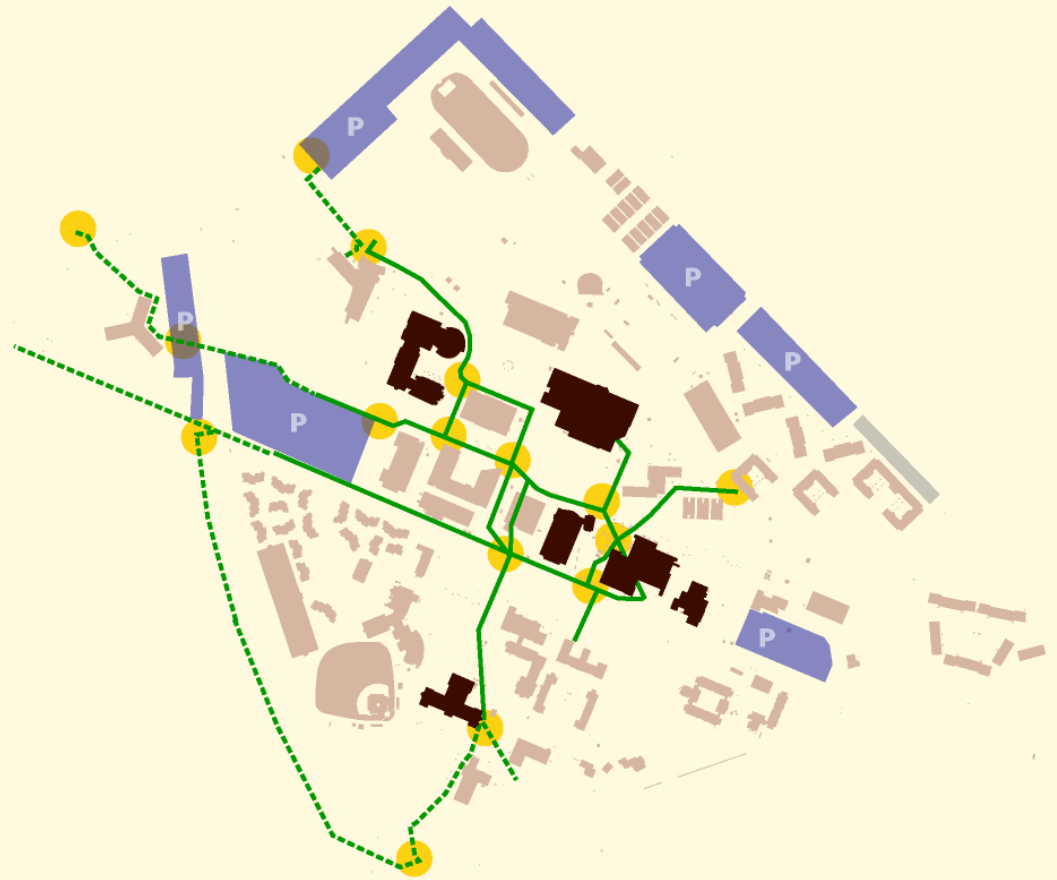


Sign Location Strategy: Pedestrian Circulation Map



Sign Location Strategy: Pedestrian Circulation

Sign Plan Key	
	Vehicular Circulation
	Campus Entry Point
	Campus Gateway / Edge
	Pedestrian Circulation
	Decision Points
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	Parking
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Pedestrian Orientation



Recommendations:

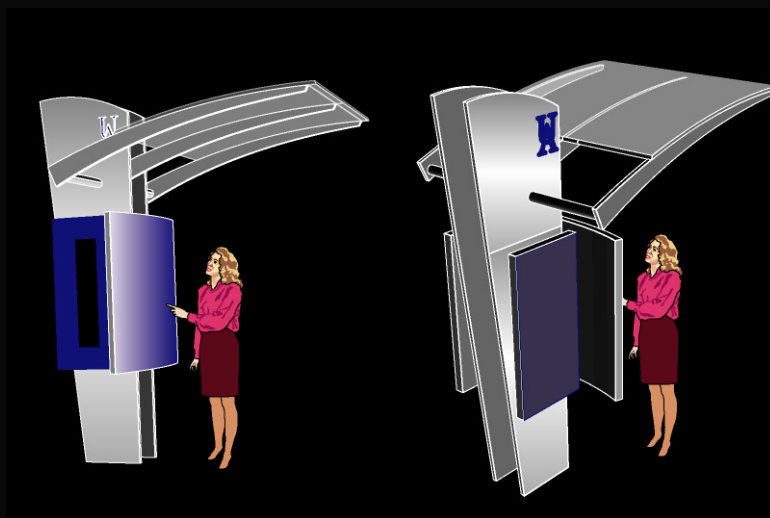
- Provide multi-sided unit
- Areas for official events posting
- Options for electronic events posting and interactivity
- Include lighting for night use and safety



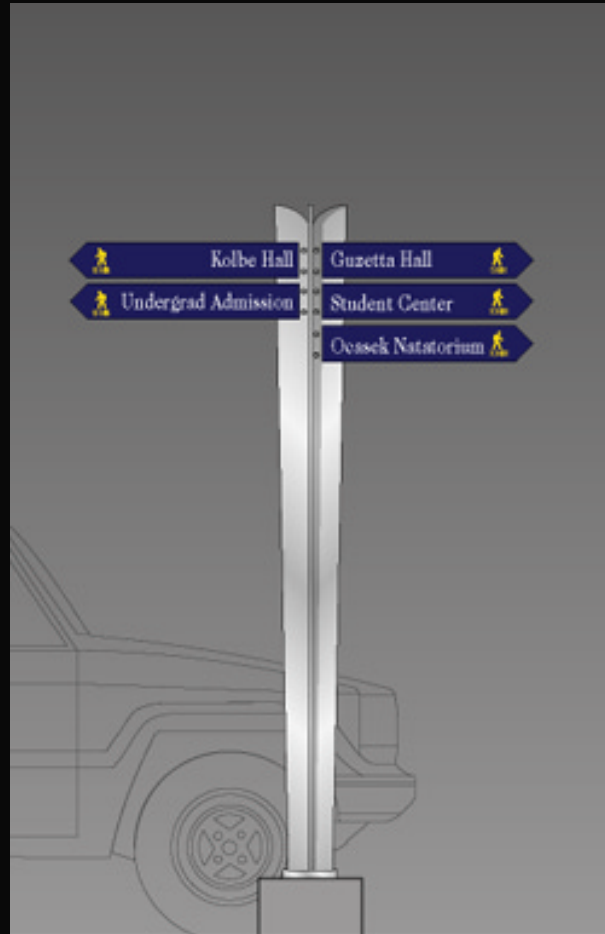
Pedestrian Orientation: Examples



Pedestrian Orientation: Examples



Pedestrian Orientation: Examples



Elevation - Pedestrian Directional

Context Studies



Context Studies



Context Studies



Context Studies



Audience and Key Sign Messages

*Wayfinding is directed primarily
to the first-time visitor:*

New / visiting students

Parents

Community: Events, Library

Alumni

Prospective Students

Athletic Events

Summer Conferences

Service, Contractors, Deliveries



*Messages should be brief and
universally comprehended*

Visitor Information

Visitor Parking

Admissions

Student Center

Wilson Theater

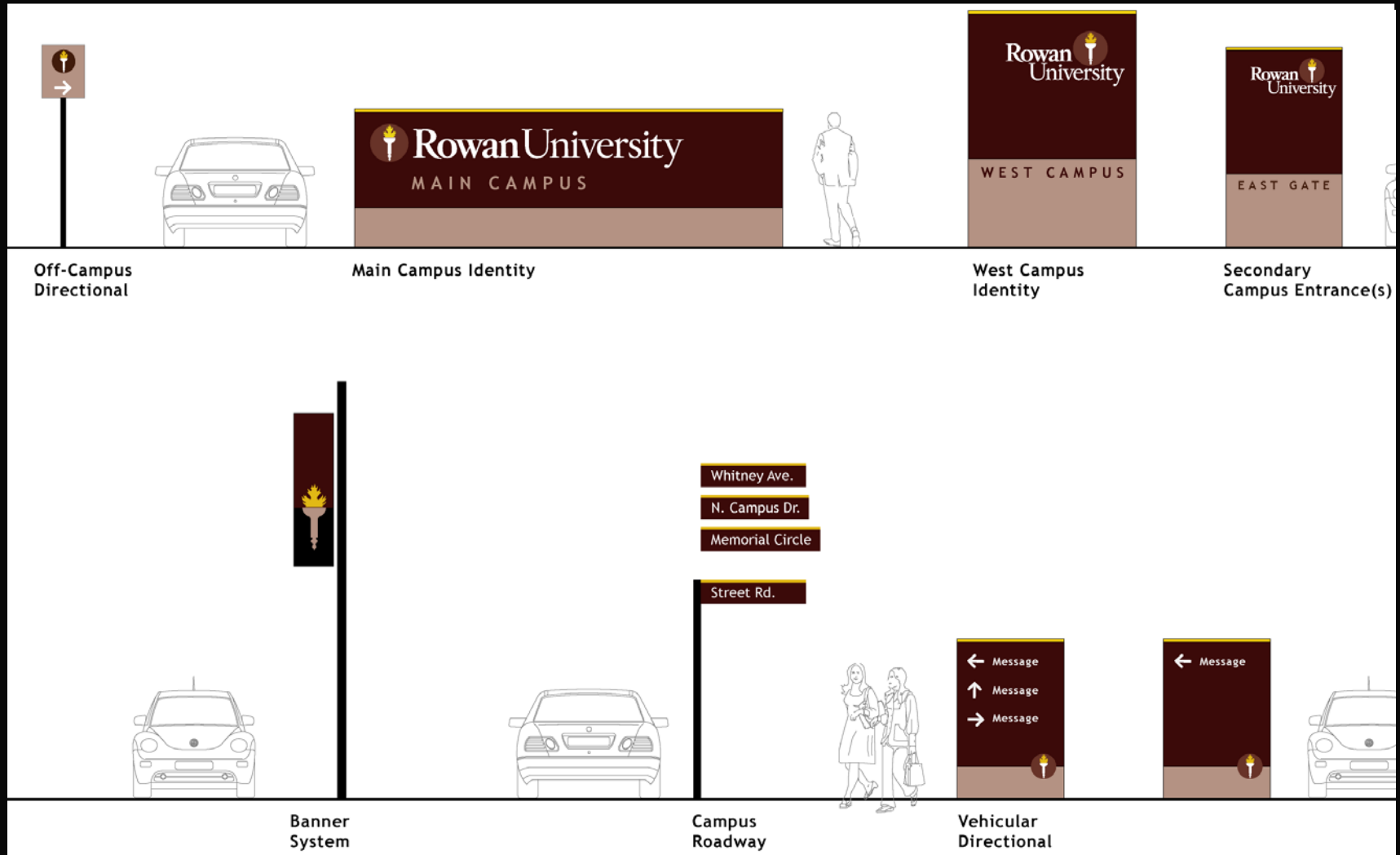
Planetarium

Rec. Center

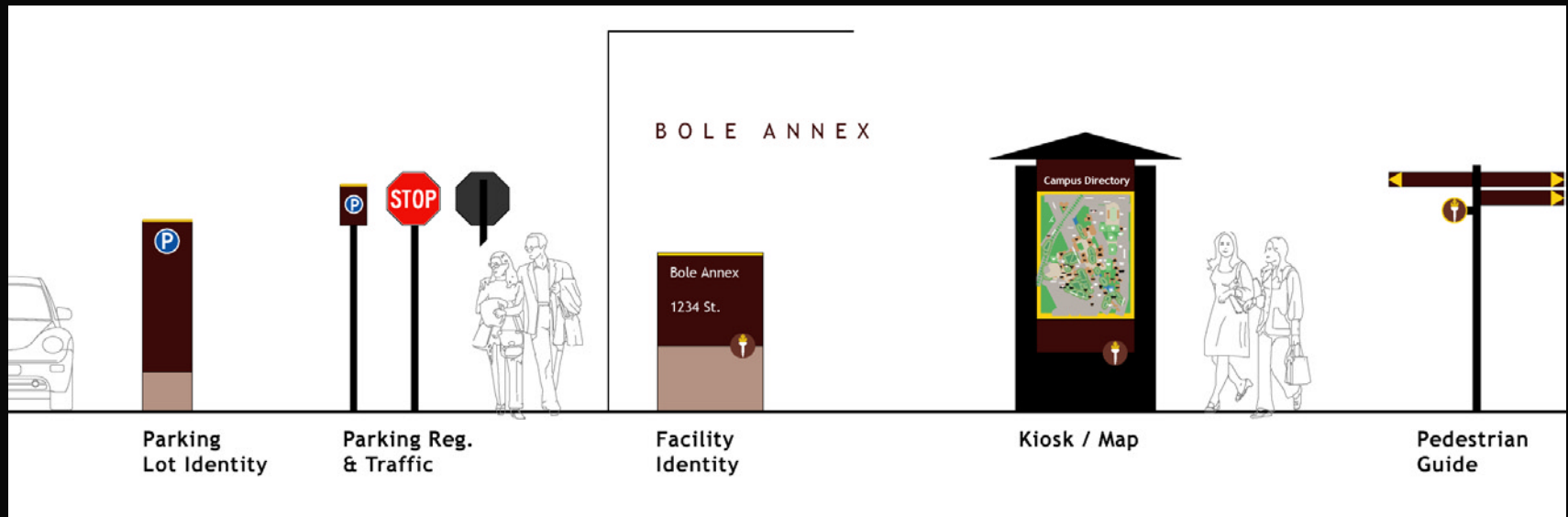
Library

Administration / Bole Hall

Guidelines: Sign Family (schematic)



Guidelines: Sign Family (schematic)



Guidelines: Sign Family

DIRECT

Off-campus
wayfinding

Vehicular
directional

Pedestrian
directional

IDENTIFY

Campus
Gateways

Secondary Entry

West Campus ID

Banner Program

Street Signs

Parking Lots

Facility Identity

Shuttle Stops

ORIENT & INFORM

Information Center

Campus Kiosk

Shuttle maps

Historical Marker

Botanical Marker

REGULATE

Parking
Regulatory

Traffic
Regulatory

Sign Family - Immediate Needs (1 year)

DIRECT

Off-campus wayfinding

Vehicular directional

Pedestrian directional

IDENTIFY

Campus Gateways

Secondary Entry

West Campus ID

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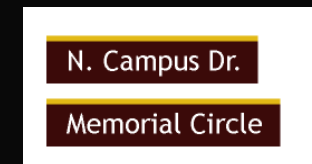
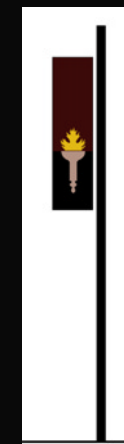
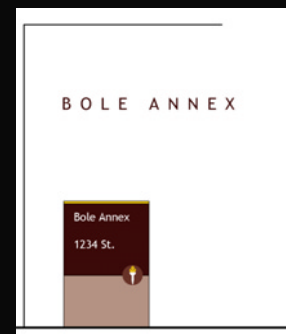
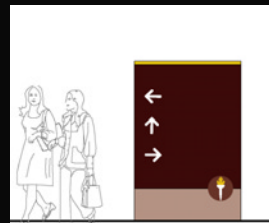
Historical Marker

Botanical Marker

REGULATE

Parking Regulatory

Traffic Regulatory



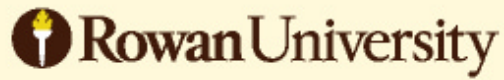
Design Expression: Campus Character, Core Values



Community Collegiality Tradition Dignified
Forward-Thinking Leadership Dynamic Vital



Design Expression: University Identity



Agenda

Schedule

Review Master Plan Goals

Academic Planning and Utilization

Housing Review / Parking Review

Campus Capacity Analysis/Conceptual Alternatives

Land Use: Main Campus

Infrastructure

West Campus

Route 322

Signage

Next Steps

Next Steps

- Assist with Strategic Academic Planning Study
- Begin Space Programming Study
- Finalization of Space Inventory (by others)
- Finalization of Facilities Audit (by others)
- Refinement of Conceptual Alternatives
- Next Worksession on Campus: mid-summer

WEBSITE:

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





Rowan University May 18-19, 2005