Student Life
STUDENT HOUSING AS A CATALYST FOR DOWNTOWN LIFE

What’s the difference?
Student Housing v. Student Life
Providing student housing
Enhancing student life

Who we are and what we do
Grant Architects
Sora Holdings
Rowan University
Borough of Glassboro
Community Insights

Our approach
Looking for opportunities
Enhance the town/gown relationship

Seeking cooperation
Local, county & state governments
University staff & students
Developer, architect & engineers
The community

Rowan University
Context
Today
4-year public university
10,000 students
7 colleges

Tomorrow
Increase residential component
20,000 students
New academic programs
Capital expansion plan
Technology Park
Academic buildings
1,200 car parking garage

Case study: Glassboro
Rowan University
Goal: Grow the University

Borough of Glassboro
Goal: Revitalize business district

Rowan University – Housing Goals
Current Housing
3,000 beds (~35% of FT undergrads)
Mix of traditional dorms & apartments
Varied ages & conditions
Demand exceeds capacity

Near-term growth
Upper-division apartments
Redevelopment
Demolition of aged apartments
New freshman dorms
Goal: 4,400 beds by 2012

On-campus experience:
“Education of the Whole Student”
Glassboro

Today
Underutilized business district
Aging structures
19,000 residents

Tomorrow
Vibrant downtown neighborhoods
Connected to Rowan University

What do you want?

A global view
University students & staff
Residents, shoppers
Daytime population

Determining needs
Outreach meetings
Stakeholder interviews
Consumer surveys

Fact-based, market-driven

Finding consensus
3,300+ survey responses
Findings of interviews
Observations
Data Analysis

Defining sustainability
Preferred by consumers
Physically possible
Economically sustainable

The quintessential college town

Community Driven

A comprehensive plan
Link the town and university
 Construct authentic downtown
Create mixed-use neighborhoods
Blend in student housing
Make it walkable & inviting
Leverage student spending

Facilitate progress
Avoid eminent domain
Build upon consensus

Comprehensive plan

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Rowan Boulevard

- Student Housing: 884 Beds
- Residential Condos: 246
- Residential Townhouses: 90
- Hotel & conference center: 108 rooms
- Retail space: 192,000 SF
- Office Space: 40,000 SF
- Parking garage: 600 vehicles
- Town square: 1.5 acres
- LEED Neighborhood Design Pilot

Neighborhoods

- Residential Condos: 118
- Residential Townhouses: 52
- Retail space: 111,000 SF
- Office Space: 154,000 SF
- Public Plaza
- Public Library
- Performing Arts Center

Choosing the developer

- Find a developer that...
  - Understands your wants & needs
  - Will follow your plan
  - Yet, offer insights and guidance
- Together, craft a plan...
  - To meet community’s needs
  - To meet the university’s needs
  - That is viable and sustainable
  - That is profitable for developer

University benefits

- Improve quality of life
- Grow enrollment
- Minimize capital investment
- Maintain project oversight
- Provide student life services

Community benefits

- Grow local tax base
- Create 24/7 traffic
- Leverage student spending
- Create daily activity
- Attract other shoppers
Design issues

Programming
Project overview
Green housing
Other projects