

### 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

### Case study: Glassboro

Rowan University  
 Goal: Grow the University

Borough of Glassboro  
 Goal: Revitalize business district

### 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

### Rowan University – Housing Goals

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



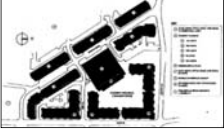
Near-term growth  
 Upper-division apartments  
 Redevelopment  
 Demolition of aged apartments  
 New freshman dorms  
 Goal: 4,400 beds by 2012

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




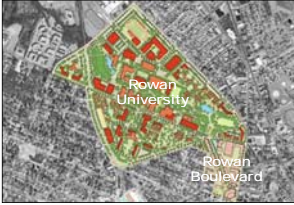

## The quintessential college town



## 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



## Rowan Boulevard

**DOWNTOWN Glassboro**  
The opportunity is clear

- 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

**DOWNTOWN Glassboro**  
The opportunity is clear

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

## Circulation

**DOWNTOWN Glassboro**  
The opportunity is clear

**ROWAN BOULEVARD**  
RESIDENTIAL/COMMERCIAL/UNIVERSITY  
1,000,000 SF  
\$75,000 - \$80,000 +\$10,000  
800 Spaces 150 Rooms

**WEST HIGH STREET**  
RESIDENTIAL/COMMERCIAL/PUBLIC  
100,000 SF

**NEW STREET**  
RESIDENTIAL/COMMERCIAL  
100,000 SF

**COLLEGE AVENUE**  
RESIDENTIAL/COMMERCIAL  
100,000 SF

**EAST HIGH STREET**  
RESIDENTIAL/COMMERCIAL  
100,000 SF

**LACE & POPLAR**  
RESIDENTIAL/COMMERCIAL  
100,000 SF

**ARTS DISTRICT**  
RESIDENTIAL/COMMERCIAL  
100,000 SF

**GLASSBORO CENTRAL BUSINESS DISTRICT CONCEPTUAL MASTER PLAN**

## Choosing the developer

**DOWNTOWN Glassboro**  
The opportunity is clear

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

**DOWNTOWN Glassboro**  
The opportunity is clear

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

## Community benefits

**DOWNTOWN Glassboro**  
The opportunity is clear

- 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

