Rowan University Master Plan

Board Presentation

October 14, 2005
Agenda

- Master Plan Schedule
- Goals Summary
- Activities Update
- Work Program Status
  - Academic Planning
  - Technical Studies
  - Master Plan Alternatives
  - Route 322 Study
  - North Dorms Landscape Study
  - Signage and Wayfinding
  - Next Steps
## Schedule

- **Phase 1:** Analysis
- **Phase 2:** Alternatives and Additional Studies
- **Phase 3:** Final Plan Documentation

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<th>Event</th>
<th>Oct-05</th>
<th>Nov-05</th>
<th>Dec-05</th>
<th>Jan-06</th>
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Rowan University

**SASAKI**
Summary of Master Plan Goals

- Determine strategies to accommodate growth
- Support economic growth of Glassboro
- Develop and integrate the West Campus with the Main Campus
- Improve the quality of the physical environment
- Evaluate the use of existing facilities and potential long-term options
- Plan for continued transition to a residential campus
Activities Since Last Meeting

- Presentation to Deans of strategic planning progress
- Initiation of supporting studies:
  - Route 322 study
  - North Dorms landscape
  - Wayfinding
- Ongoing development of space inventory
- Completion of building assessment
- Completion of draft internal parking analysis
- Completion of draft housing strategy

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Activities Since Last Meeting

Rowan Campus Master Plan Committee Structure:
• Executive Committee
• Steering Committee

Subcommittees:
• Academic Facilities
• Building Design Standards
• Landscape and Campus Image
• Land Use, Building Siting & Environment
• Pedestrian Safety, Transportation & Parking
• Student and Athletic Facilities

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Strategic Academic Planning
Goals:

- Assessing impact of potential growth to 20,000 students
- Addressing seat deficiency in South Jersey higher education
- Making the case for state funding
- Planning for appropriate use of Main Campus
- Planning the long-term use of the West Campus
- Exploring other options for accommodating growth
Strategic Academic Planning Summary

Academic Planning Components:

• Growth Options and Trade-offs:
  – Admissions yield
  – Market penetration
  – Capacity of existing facilities

• Recommended Growth Approach:
  – Existing program growth
  – New Programs
  – New Initiatives/Colleges (long-term)

• Financial Model:
  – Financial implication of different growth strategies

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Status:
• Preliminary assessment of campus capacity – 12,500 FTE
• Analysis of preliminary academic plans completed
• August status presentation to Deans
• Deans have completed projections of enrollments and staffing
• Academic Affairs Council and Academic Facilities subcommittee reviewing and synthesizing findings – anticipated in two weeks
• Analysis to be completed following report from University and completion of space survey
Technical Studies
Technical Studies Summary

Status:
- Draft housing study submitted for review
- Internal parking analysis being reviewed by Rowan
- Building assessment recently completed and being reviewed

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?
### Housing Summary

<table>
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<th>Projected Population</th>
<th>(9,500)</th>
<th>12,500</th>
<th>15,000</th>
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<tr>
<td>No Growth</td>
<td>50%</td>
<td>@44%</td>
<td>@50%</td>
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- **On Campus Residential**
  - 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

<table>
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<th>Fall 2004 Existing Beds</th>
<th>2,904</th>
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<td>Total Need</td>
<td>3,356</td>
<td>4,330</td>
<td>5,004</td>
<td>5,196</td>
<td>6,004</td>
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<tr>
<td>New Beds*</td>
<td>452</td>
<td>1,426</td>
<td>2,100</td>
<td>2,292</td>
<td>3,100</td>
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*Does not include replacement beds: Mansion Park Apts (260) and overcrowding (280).*
Recommended Strategies:

• Renew existing housing:
  – eliminate crowded rooms
  – address deferred maintenance
  – improve landscape usability and connections to campus

• Develop around Mansion Park:
  – can be demolished once beds are replaced
  – increase overall density of this area of campus
Housing Summary

- Develop Rowan Boulevard:
  - mixed use residential / retail development
  - encourage partnership with private developers
- Develop Greek or theme housing:
  - individual houses for 35-40 students
  - organized within a single neighborhood on campus
- Add satellite food service
  - late night coffee house / diner

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Future parking needs based on current occupancy factors

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Parking Summary

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

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Building Assessment

Evaluation Questions:

- Significant physical characteristics: historic value, architectural character or other important features?
- Physical condition: comprehensive or cosmetic? Cost to renovate?
- Does it effectively use the site? Meet density goals?
- Program: does it meet size and layout needs of the current users?
Technical Studies

Master Plan Integration:

- Housing Study: recommendations will shape land use in final plan and implementation options
- Parking Analysis: findings will establish long-term parking need and drive parking strategies
- Building Assessment: recommendations will inform decisions concerning program organization, design opportunities and implementation priorities
Master Plan Alternatives
Master Plan Alternatives

Status:

• Preferred campus structure identified
• Ongoing refinement of preferred concept through additional studies:
  – Route 322
  – North Dorm Landscape
  – Signage and Wayfinding
  – Housing and Parking studies
  – Building Assessment
• Completion of academic plan and space analysis will facilitate refinement
Master Plan Alternatives

- Study #1 – Academic in North
- Study #2 – North/South Academic Core
- Study #3 – Modified North/South Academic Spine
Master Plan Alternatives
Vehicular Circulation
Pedestrian Circulation
Open Space Framework
North-South Academic Spine
Rowan Boulevard Project

- Hotel Site
- Apartments/Retail
- Townhomes
- Bookstore/Anchor
- Academy Street School
- Main & High Sts.
Route 322 Study

Status

**Completed:**
- Site walk through
- Assessment of existing conditions
- Compilation of issues raised by both internal and external stakeholders
- First pass improvement phasing plan

**In progress:**
- Cross section studies throughout the corridor
- Coordination on east/west entrance intersections, Rowan Blvd intersection, cross walks, traffic light locations, speed limit, bike ways
- Conceptual Plan first pass by mid November

**Next Steps:**
- Conceptual Design Documentation
- Final Phasing Plan
- Concept Level Cost Estimate

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Route 322 Study

Triad Zone

Undefined west entry to campus

Inconsistent sidewalk on north side of street

Unsightly utility lines and cobra head light fixtures

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Unsafe pedestrian crossing between Lot A and townhouses

Inadequate sidewalk on north side of street

No curb/sidewalk on south side of street

Unsightly utility lines and cobra head light fixtures

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Route 322 Study

Central Campus Zone

- Uncontrolled pedestrian crossings throughout zone
- Wide paved zone on north side restricts tree planting
- No curb / sidewalk on south side of street
- Bus stop and delivery truck accommodation
- Unsightly utility lines and cobra head light fixtures

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Route 322 Study

Central Campus Zone

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Route 322 Study

East Campus Zone

- Undefined east entry to campus
- Inconsistent sidewalk on both sides of street
- Undefined / underutilized land uses on north side of street
- Unsightly utility lines and cobra head light fixtures

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Route 322 Study

Immediate Improvements

- Provide asphaltic concrete paved walkway

- Provide painted cross walks at highly desired crossing points (5 locations)
Mid-Term Improvements

- Improve sidewalk with curbing and trees
- Finalize crossing locations with traffic lights
- Provide new sidewalk, curbing, low fence on south side
- Provide painted crosswalk at highly desired crossing points (5 locations)
- Improve sidewalk with curbing and trees
- Provide new sidewalk with curbing and trees
- Create west gateway with intersection improvements and signage
- Create east gateway with intersection improvements and signage
- New Residential Complex

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Route 322 Study

Long-Term Improvements

- Residential infill
- Bury overhead utility lines
- Trellis gates
- Trellis Structure with fence on north side

Provide painted cross walk at highly desired crossing points
(5 locations)
Master Plan Integration:

- Detailed study will assist in refinement of preferred alternative
- Study recommendations will be integrated with campus design concepts
- Priority projects will be incorporated in master plan phasing
North Dorm Landscape Study
North Dorm Landscape Study

Status

Completed:
• Task 3.1- Initial Programming and Pre-Schematic Session
• Site walk through
• Assessment of existing conditions
• Compilation of issues raised by both internal stakeholders and TBS

In progress:
• Task 3.2 - Schematic Design
• Alternative Studies focusing on:
  – Circulation- establish hierarchy for pedestrian and service/patrol vehicles
  – Landscape reorganization and improvements
  – Potential parking reorganization
  – Connections to surrounding campus areas

Next Steps:
• Task 3.3 - Design Development

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North Dorms

Zones

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Site Analysis: Circulation

- No hierarchy to circulation systems
- Redundant walkways
- Pedestrian desire lines not accommodated in path systems
Site Analysis: Lighting

- Existing walkway and building fixtures produce glare and uneven light

- Parking lot lighting varies - Cobra heads: poor light quality; Shoe boxes: better light quality

- Flood lights at Intramural Field
North Dorms

Site Analysis: Site Furniture

- Mixed site furnishings produce an incoherent image
- Existing bike racks are deteriorating
- Lack of bike racks in court yards
North Dorms

Site Analysis: Courtyards

- Popular congregating spots, highly used day and night
- Poorly defined hardscape
- Lack of trees
- Odd grading conditions
- Lack of comfortable, usable gathering spaces

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North Dorms

Site Analysis: Landscape

- Little usable space for passive recreation
- Sparse tree canopy
- Lack of spatial definition
- Gazebo feature is underutilized

- Poor soil conditions
- Eroded grass
- Poor Drainage

- Mature trees - honey locust and pine - between the 300 and 400 buildings

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Site Analysis: Service / Utilities

- Dumpsters are unsightly and uncontained
- Area near facilities building contains multiple dumpsters and conduits – needs screen planting
- Utility boxes are unscreened throughout the dorm complex

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North Dorms

Site Analysis: Pond

- Pond water quality is poor
- Pond is a potential site amenity

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North Dorms
Improvement Opportunities

Legend
- Pedestrian
- Service/ Patrol Vehicles
- Fence
- Entrance
- Improved Edge Condition with Integrated Dumpster
- Improved Court Yards
- Improved Pond’s Edge Planting
- Improved Usable Outdoor Space

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Master Plan Integration:

- Detailed study will assist in refinement of preferred alternative
- Study recommendations will be integrated with campus design concepts
- Priority projects will be incorporated in master plan phasing
Signage and Wayfinding
Status:

Completed:
• Task 1: Assessment & Evaluation

In Progress:
• Task 2: Program Confirmation
• Task 3: Concept Design
• Task 4: Design Development
  – Task 4a: Final Design & Detailing, Priority Signage
  – Task 4b: CA Services, Priority Signage
• Task 5: Signage Standards Manual
Campus Signage

Goals:

- Create sense of entry, sense of place
- Provide direction and orientation
- Unify Main Campus, West Campus, Technology Park
- Identification of University facilities
- Improve and coordinate image
- Address 911 emergency response requirements
- Integrated into master plan, doable in short term
Surveyed existing signage and wayfinding, identified issues and problems

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

**Facility Identity (Freestanding)**
- 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 (Building Lettering)**
- 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).

**Campus Parking**
- Re-order & consolidate information.
- Improve design/quality.
- Remove outdated signs.
- Confirm parking color coding.
Campus Signage

Assessment:
*Created sign types list, identified immediate priorities*

**DIRECT**
- Off-campus wayfinding
- **Vehicular** directional
- Pedestrian directional

**IDENTIFY**
- Campus Gateways
- Secondary Entry
- West Campus ID
- Banner Program
- Street Signs
- Parking Lots
- Facility Identity
  - Freestanding
- Facility Identity
  - Lettering
- Shuttle Stops

**ORIENT & INFORM**
- Visitor Center
- Campus Map
- Notice Board Kiosk
- Shuttle maps
- Historical/ Botanical

**REGULATE**
- Parking
- Regulatory
- Traffic
- Regulatory
Assessment:
Review of campus context, new Identity system
Campus Signage

Program:
*Functional aspects - audience, key destinations*

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

**Vehicular Directionals**
Proposed Shortlist of Messages

- Rowan University
  - Welcome to Rowan University
- Welcome Center 🛋️
- Visitor Parking 🛋️
- Main Campus
  - Admissions
  - Student Center
  - Bookstore
- Athletics
  - Rec Center
  - Stadium
- Administration
- Alumni Center
- Townhouses
- Downtown Glassboro
- Route 55 / Phila. / NJ Tpk.
Program:

*Functional aspects - circulation, proposed signage locations & messages*
Concept Design:
Initial idea generation - schematic to follow
Concept Design:

*Initial idea generation - schematic to follow*
Master Plan Integration:

- Detailed study will assist in refinement of preferred alternative
- Study recommendations will be integrated with campus design concepts
- Priority projects will be incorporated in master plan phasing
Next Steps

• Complete technical studies underway
• Meetings with Master Plan Committee and sub-committees to review refinement of preferred plan
• Preparation of draft plan
• Master Plan Committee and Board review of draft plan – January 2006
• Documentation of final plan
• Presentation of final plan – May 2006

WEBSITE:
http://projects.sasaki.com/rowan/index.html

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