

An aerial photograph of the Bowling Green State University campus. The image shows a central green lawn surrounded by numerous trees and several large, multi-story university buildings. The sky is overcast. Overlaid on the bottom left of the image is the text 'BGSU' in a large, bold font. The 'B', 'G', and 'S' are orange, while the 'U' is white.

# BGSU

## Campus Environments Strategy – The BGSU Campus Master Plan

January , 2014

# *Agenda*

Master Plan Drivers and Objectives

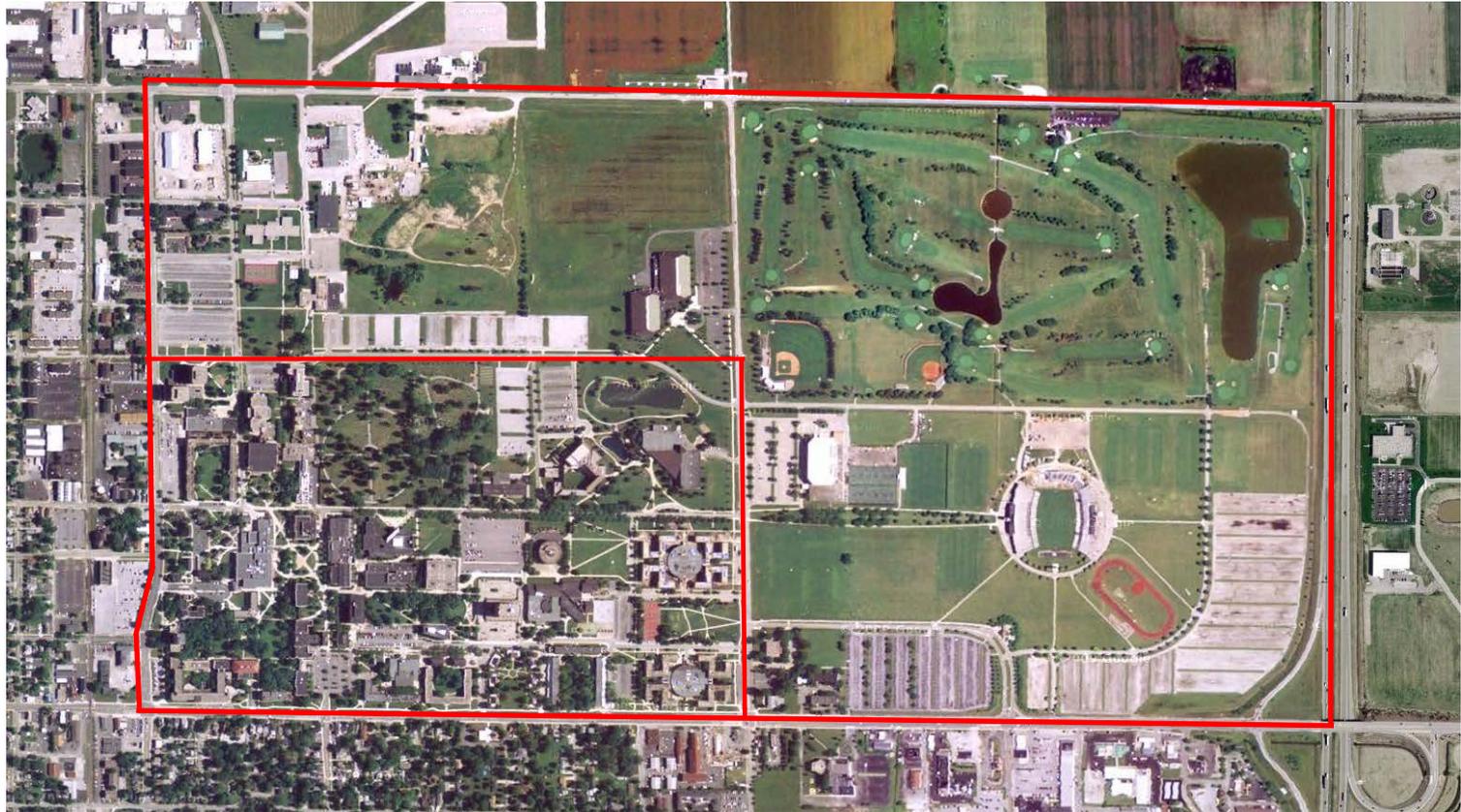
Student Life

Regenerating the Academic Core

Landscape/Civic Structure/Campus Entry and Edges

Possible Areas of Cooperation

# BGSU Campus



## *Campus Environments Strategy – A Response to Market Forces*

- » The United States must produce 20 million additional degreed workers by 2025 – slightly more than 1 million/year
- » The number of high school graduates began declining in 2008
- » Traditional students constitute only 16% of all students enrolled in two- and four-year institutions
  - » Characteristics: 18-22; full-time; prefer residential experience
- » There is a rise in non-traditional students
  - » Increased diversity: Hispanic, Asian/Pacific, Black/non-Hispanic, Native American, all will increase
  - » White, non-Hispanic will decline by 11%
  - » Older (age 25 or greater)
  - » Part-time students
  - » Work full-time while enrolled
  - » Have dependents
  - » Less interested in traditional full-time residential experience

## *Campus Environments Strategy – A Response to Market Forces*

- » Deteriorating economic conditions coupled with increasing costs
  - » Average tuition and fees have increased more quickly than inflation, personal income, consumer prices, health care prescriptions, health insurance
  
- » Social and political forces
  - » Public concern over costs
  - » Questioning the value for the dollar
  
- » Pressures from “disruptive innovation”
  - » New competitors
  - » Lower cost technological approaches for educating students

## *Master Plan Context*

- » One of several major planning initiatives
  - » University strategy
  - » Academic re-structuring
  - » Declining enrollment
  - » Building conditions
  - » Outdated residence halls and dining
  - » Budget pressures.
  
- » Significant deferred maintenance concerns (40% of BGSU's buildings are 40 years of age or older)
  
- » Master plan provides an overall logic to capital spending
  - » Aligns physical development of the campus with university strategy, academic initiatives and other priorities so that capital deployment can achieve the highest possible impact.

# Building Analysis - Summary

*Nearly \$500 million of capital need!*



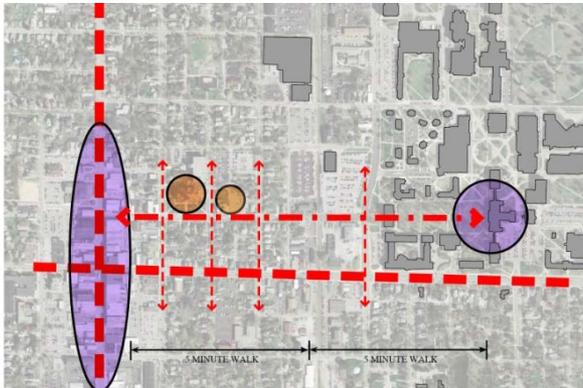
## *Master Plan – Big Ideas – Major Themes*

- » Re-align campus for major changes facing public higher education
  - » Contract footprint – move academic functions toward academic core and away from perimeter
  - » Reduce square footage devoted to academic buildings by demolishing or repurposing buildings with no long-term strategic value. Over 200,000 square feet of academic space will be removed from service (demolition or re-purposing of 6 buildings).
- » Regenerate teaching and learning platform through large-scale renovations and/or adaptive re-use of at least 7 academic buildings
- » Substantial improvements in academic space use resulting from university-wide planning and programming
- » Improve environment through investments in landscape, civic structure and infrastructure
- » Address long-standing deferred maintenance needs
- » Enhance classroom functionality throughout campus (modernization of about 10-12 buildings)

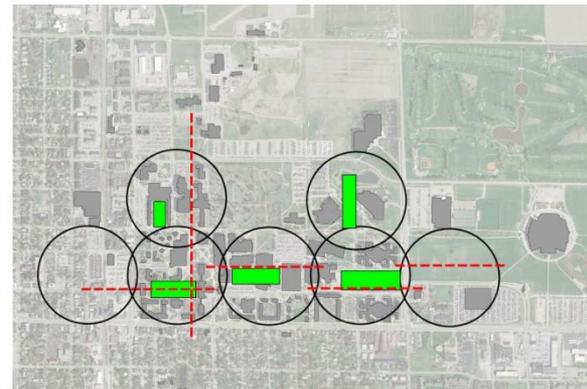
## Master Plan Objectives

1. The master plan time frame will be 15 years with a detailed 7-year phase 1 implementation plan.
2. The campus development plan will be phased in alignment with BGSU's financial capabilities.
3. Key program objectives that drive the campus plan are:
  - » Moderate growth in enrollment, faculty and supporting services
  - » Improvement of academic spaces based on future teaching pedagogies and capacities
  - » Upgrade and/or replacement of student life (residence, dining and recreational) facilities and services.
4. Key campus plan objectives are:
  - » Create a land use and zoning strategy that supports an interactive, energized campus environment.
  - » Focus on the core campus from Wooster to Merry; Thurstin to Mercer.
  - » Build on the core "active spine" between Math Sciences, the Traditions buildings and Jerome Library
  - » Engage the northwest precinct – including north of Ridge – into the core campus experience.
  - » Create interactive campus zones characterized by increased academic/student life adjacencies
  - » Plan for an enhanced student services and recruitment experience.
5. Create an implementation plan that aligns the phased implementation of the master plan with the institution's financial capabilities.

## Attributes of a Premier Learning Community – Campus Organization

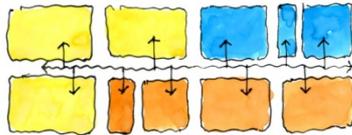


- Forge connections west between the campus and the City of Bowling Green
- Modulate scale and intimacy through creation of campus sub-districts
- Anchor and link sub-districts with major green spaces

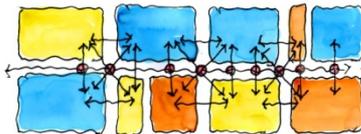


## Attributes of a Premier Learning Community – Interactive Alignment of Program and Campus

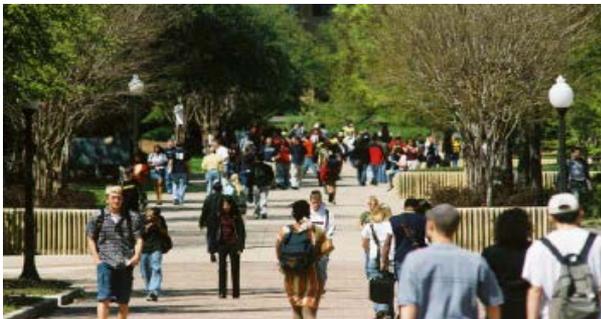
**Move from this:**



**To this:**

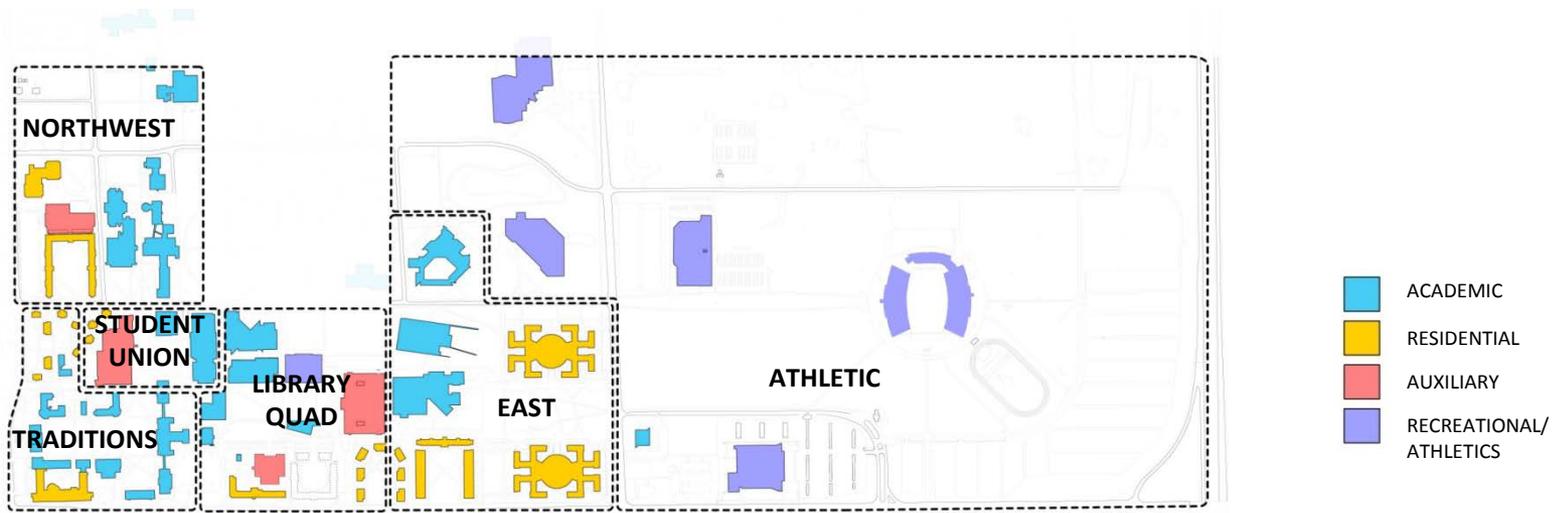


- Create a campus where living and learning happen everywhere, all the time
- Avoid isolated, single function districts
- Mix academic and student life functions within buildings
- Create mixed used “transitional” spaces that bridge between and activate dedicated – use buildings.



## Attributes of a Premier Learning Community - Learning Neighborhoods

1. The BGSU core campus is a string of interconnected districts, each of which centers around a memorable green space
2. Each main green space should have well defined edges, clear path/connections to adjacent districts and direct entry to primary building destinations.
3. Diversity adds life: the character of each district can be enhanced through the interaction of multiple campus functions – **academic**, **residence**, **student life**.





### Addressing Student Life Issues

- Residence Halls, Dining Centers and Greek Housing
- Intercollegiate Athletics – Stroh Center
- Student Health
- Recreation Center

# Housing and Urban Design Strategy

## SITE PARAMETERS

### Thoughts & Considerations

- Context integration
- Prescribed locations
- Multiple sites to develop simultaneously
- Two campus locations
- Demolition necessary
- Site logistics

Northwest District



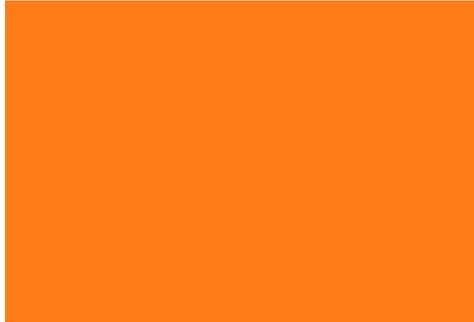
Neighborhood Transformation



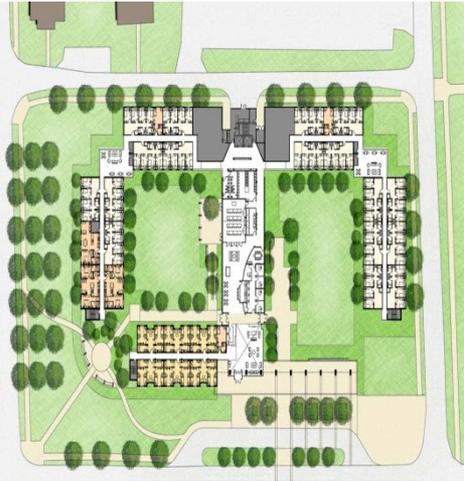
South Quad District



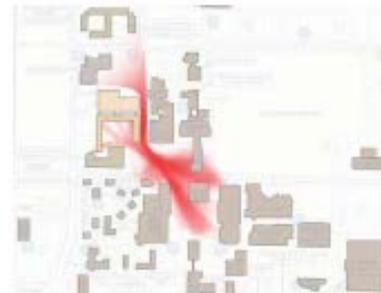
# Centennial Hall



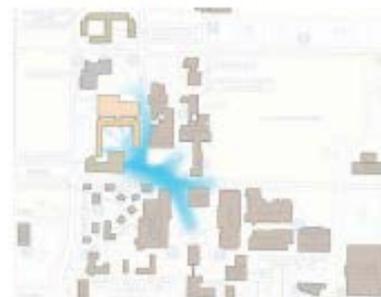
# Falcon Heights



## McDonald Residence Hall Campus Context – Site - Interconnections



Student Circulation to Class



Student Circulation to Lunch

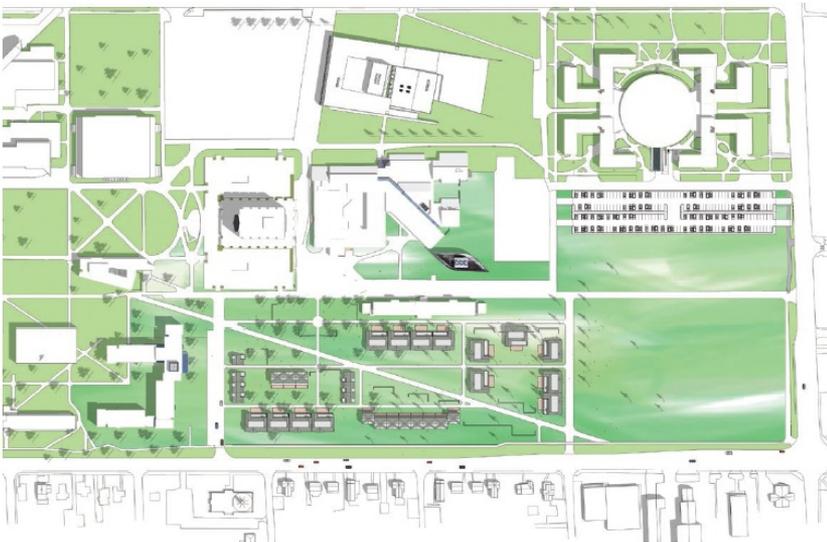
- East side of residence hall is a major student thoroughfare – prime location for new entry
- Closure of North College Street will create a more pedestrian friendly environment



## *Continued Emphasis on Residence Life*

### *Proposed Greek Housing Development*

Site d Option 6



Site d Option 6



## *Campus Activation – The Oaks Dining Center*



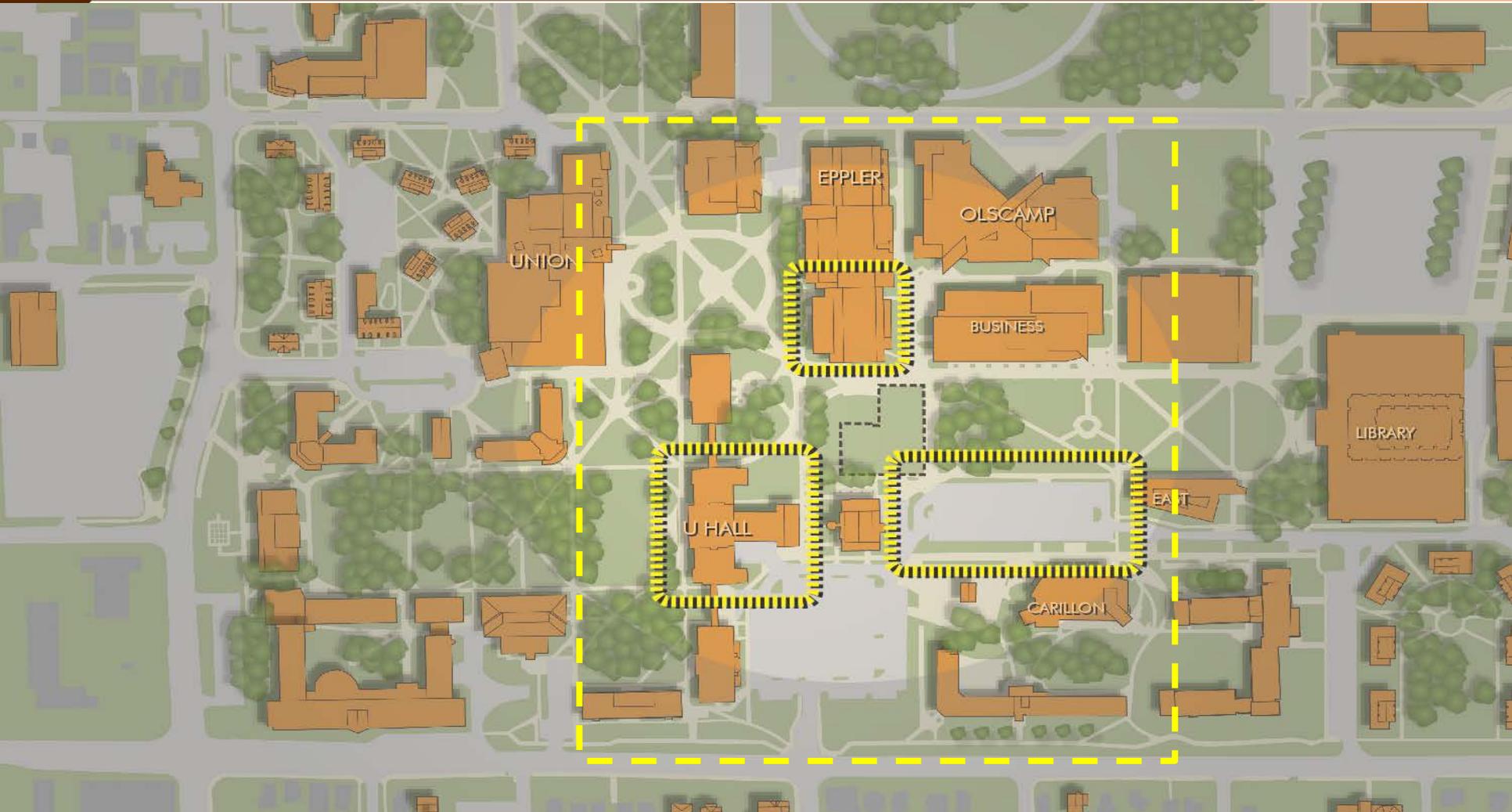
## *Centennial Residence Hall – Carillion Place Dining Center*





Exterior Rendering

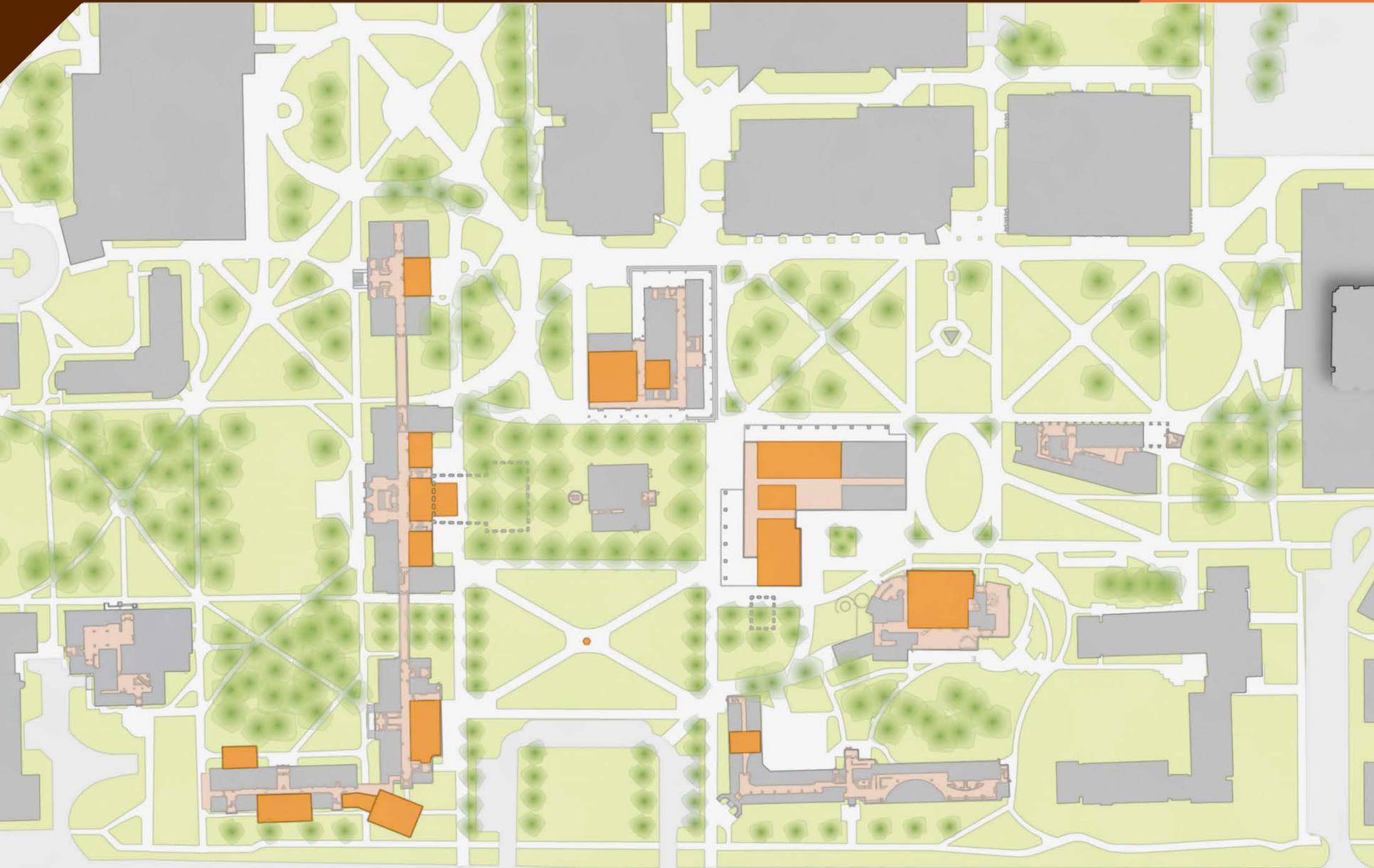




**Regenerating the Academic Core**

- The Traditions Core
- North Campus Core



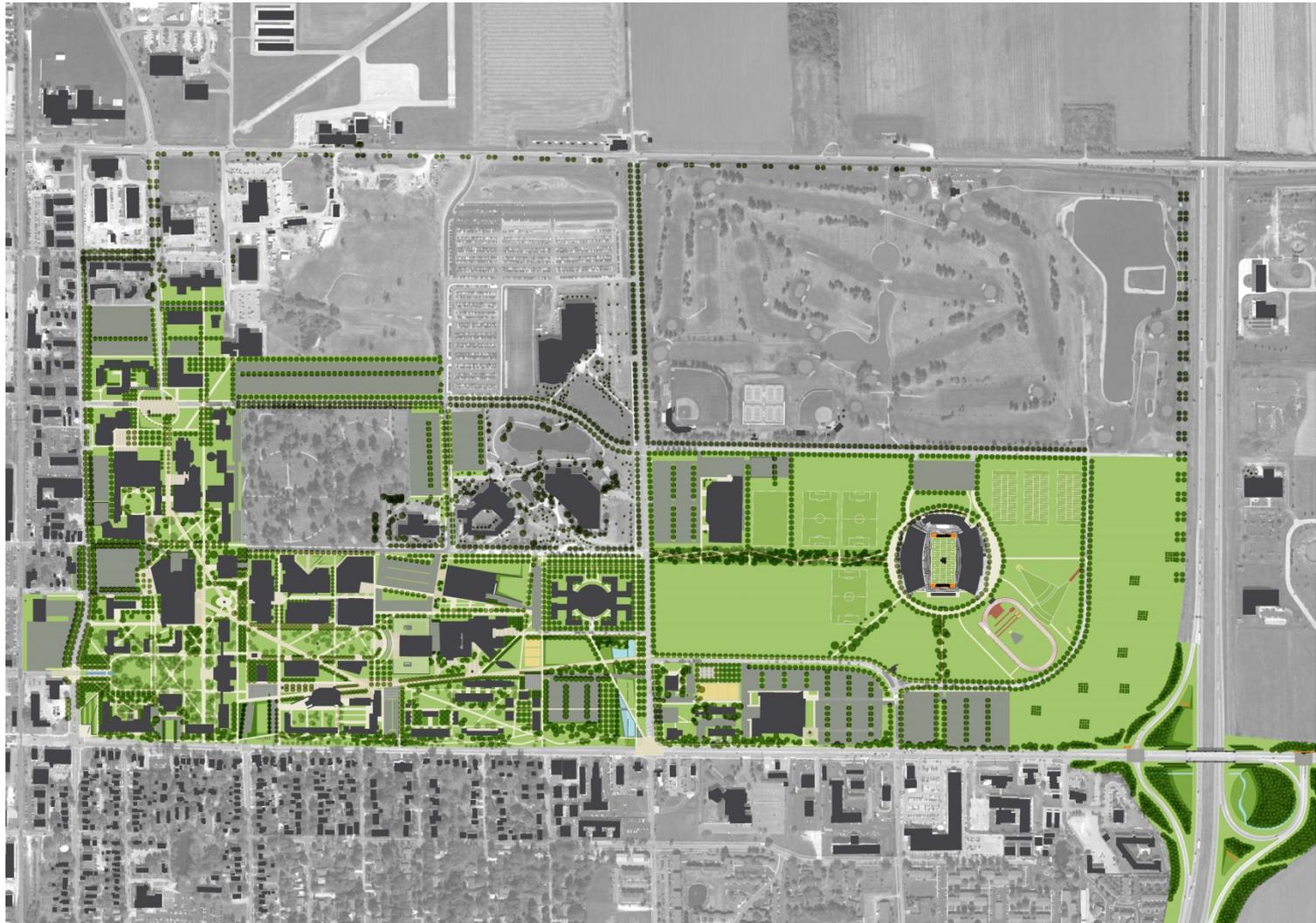




## Landscape/Civic Structure/Campus Entries and Edges –

- Landscape Master Plan
- Campus Gateways and Wayfinding
- Design Guidelines

# Vision Plan - Overall



## *The Tour: City & BGSU Arrival Signage*



- » View of Bridge Overpass from Interstate 75 going north

## The Tour: BGSU Arrival Signage from I-75



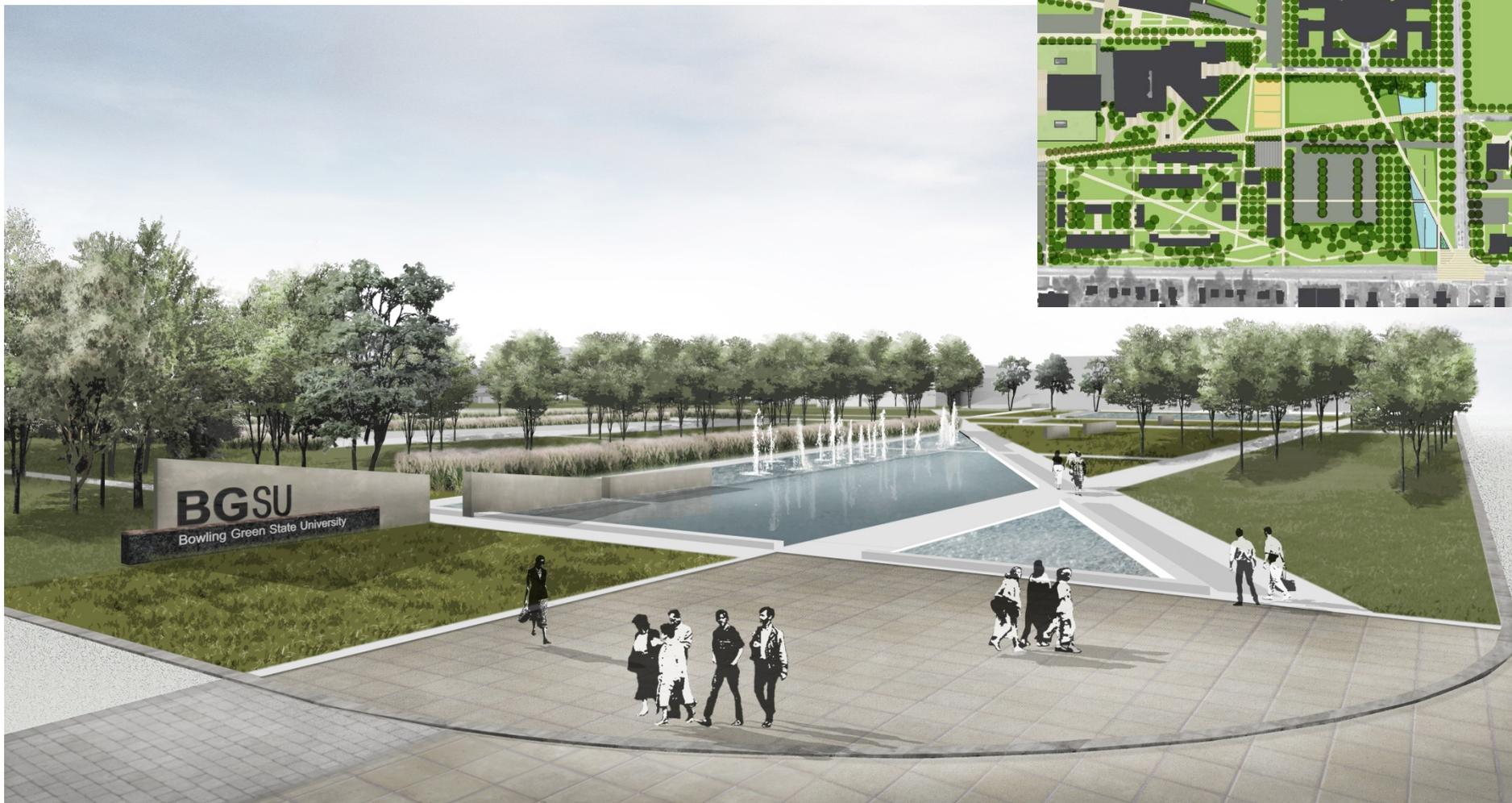
- » View of Monument Sign located along the exit ramps from I-75 to Wooster

## Vision Plan – Thurstin Gate

- » Provide a ‘postcard’ image, a new campus tradition and re-establish historic views to courthouse

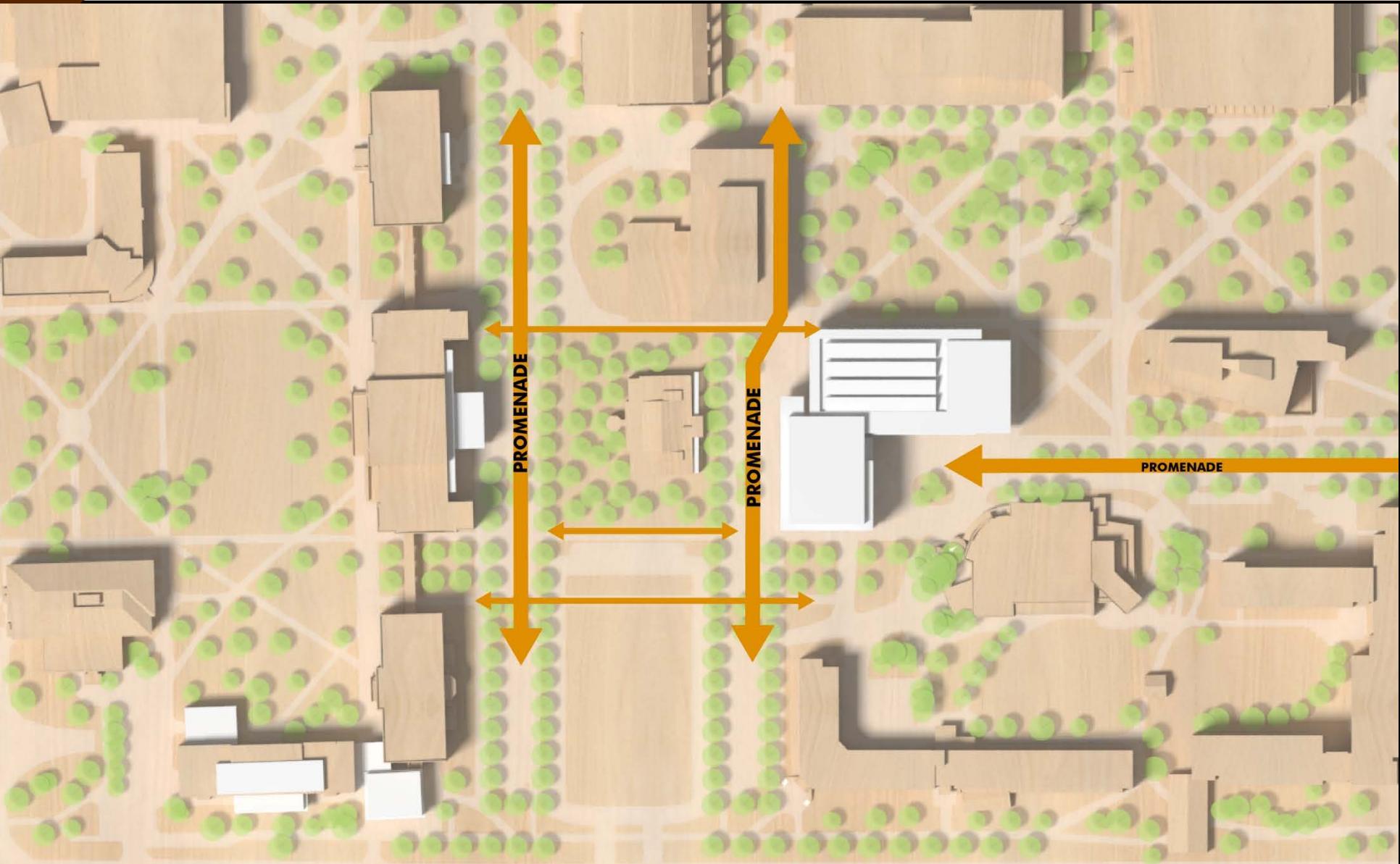


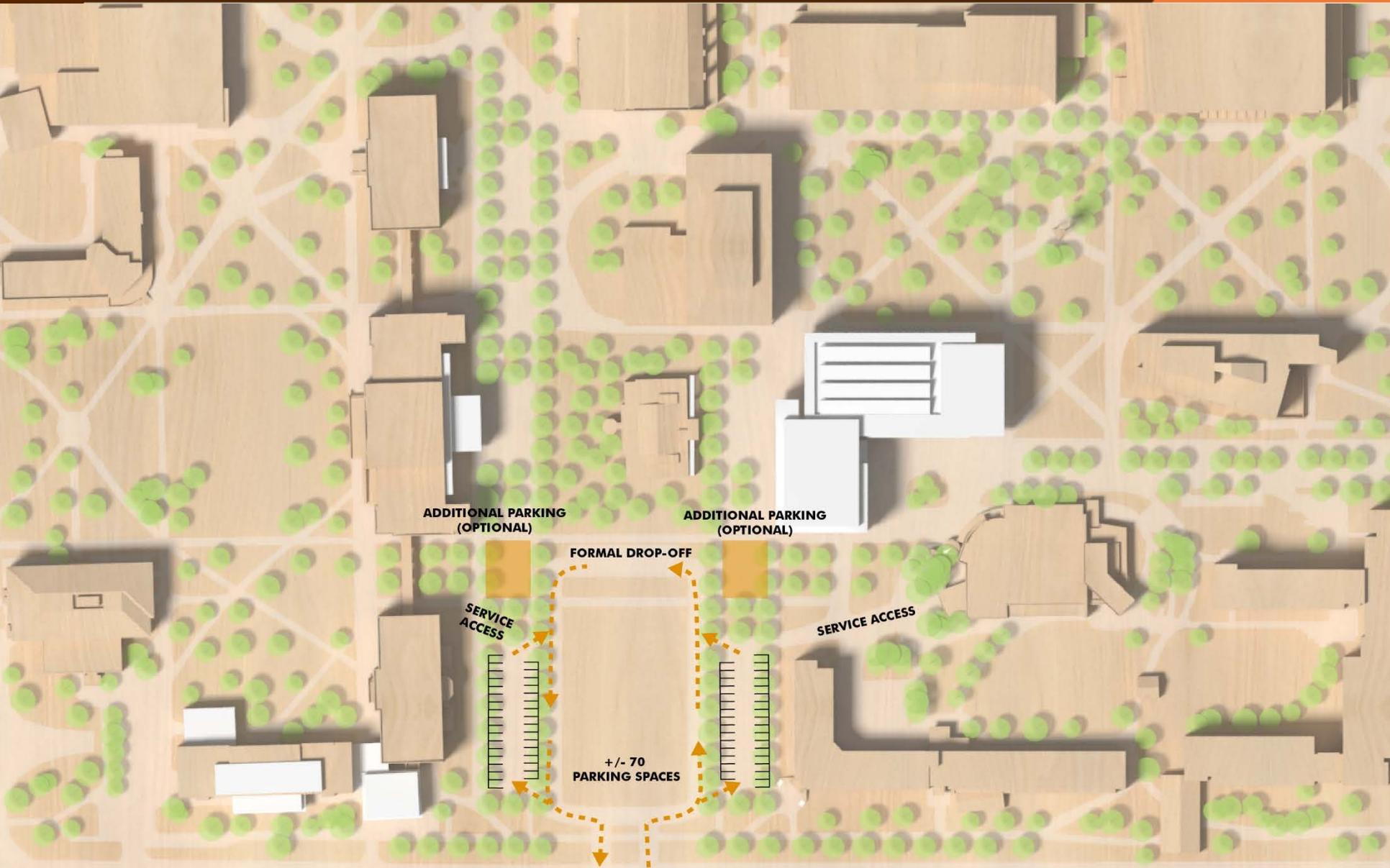
# Vision Plan – East Gateway



# *Vision Plan – West Gateway*









## *Vision Plan – Student Union District*



- » New addition improves internal arrival sequence at BTSU
- » Clear vehicular destination at entry plaza
- » Adequate parking for events (300 sp)
- » Future residence hall (possible)
- » Re-establish yards for adjacent buildings

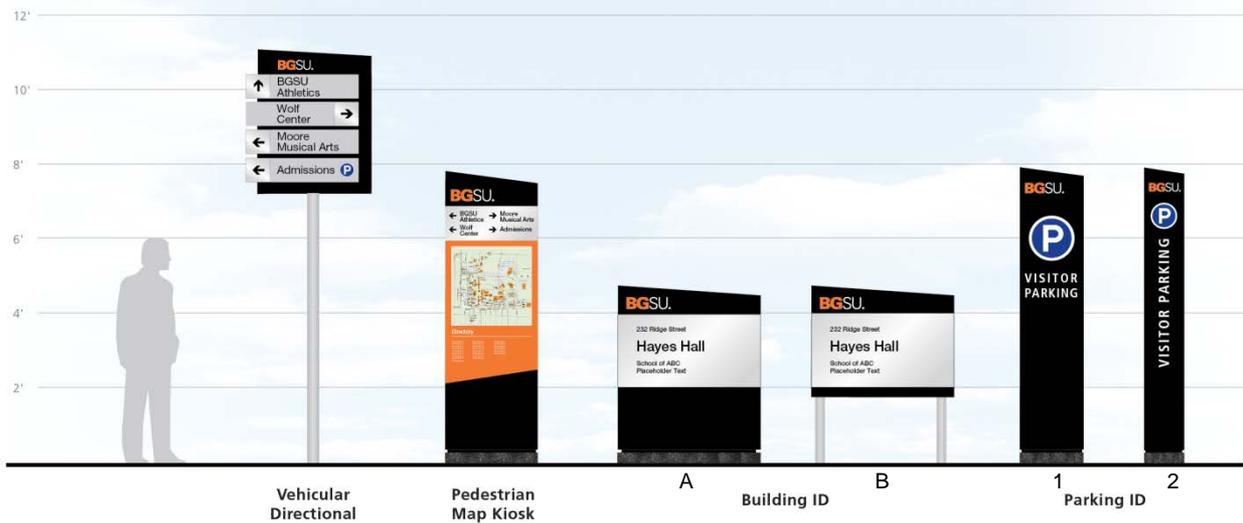
## Build the Brand: Experience BGSU

- » Enhance the visitor and everyday user experience through an integrated communication strategy.
- » Create appropriate consistency across the virtual, visual and architectural expressions of the BGSU brand.
- » Develop a system-wide University signage system & wayfinding standards.
- » Implement signage as a pilot project for this comprehensive strategy

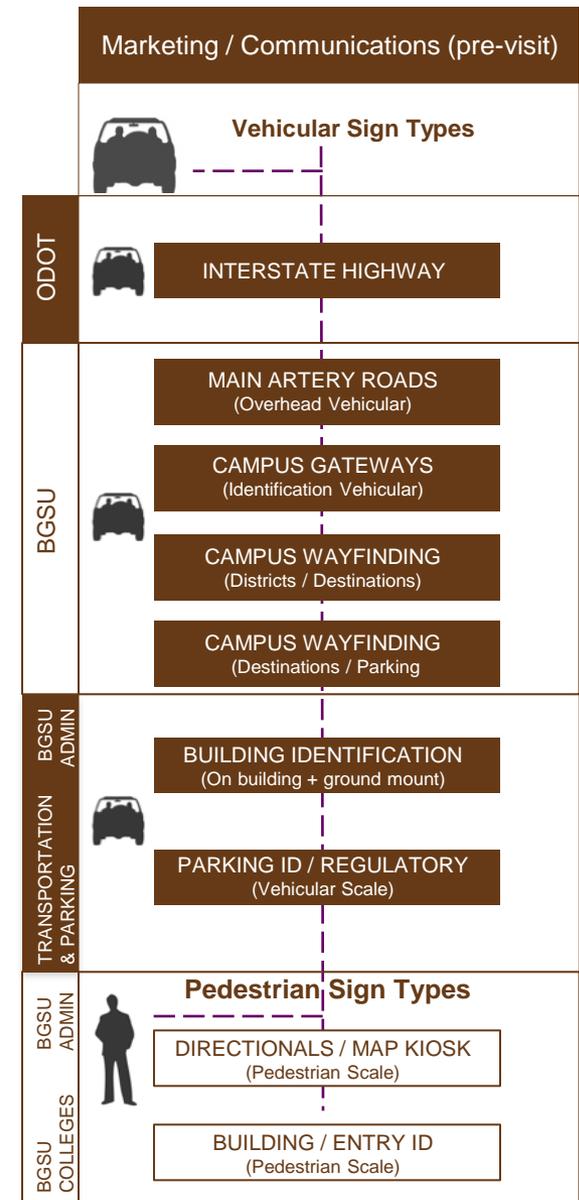


# Build the Brand: Wayfinding

» **Develop** a system-wide University signage system & wayfinding standards.



Sign Types located around the perimeter of campus & in the interior outdoor spaces of campus





Possible Area of Cooperation

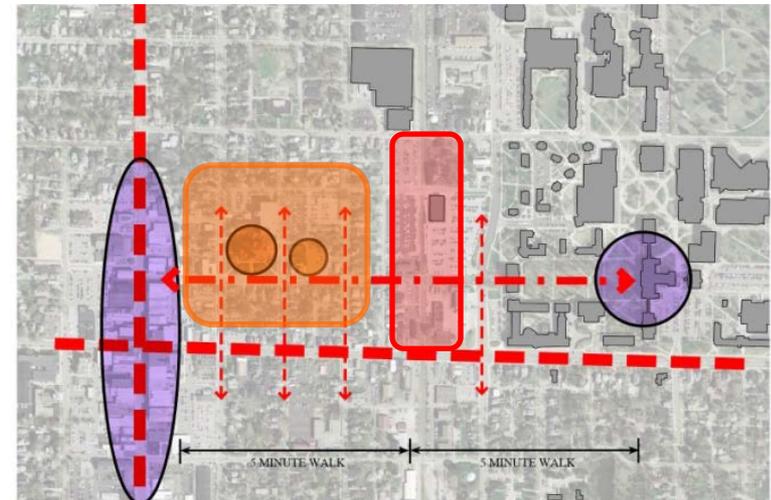
## Possible Areas of Cooperation

- » Co-Branding – *Improve First Impression and Arrival*
  - » Entry experience – City and BGSU
  - » Wooster Street Corridor
  - » Signage and wayfinding?



## Possible Areas of Cooperation

- » Campus Edge Development – *Create and Connect Great Places On and Off Campus*
- » What are key strategic drivers?
  - » Help create new (student) housing supply
  - » Need for employees to live near campus (create market for commercial capital, new private investment) – could involve mixed use
  - » Developments in strategic locations
  - » BGSU/City joint role in local and regional economic development



*Thank you.*