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  » Outdated residence halls and dining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; Thurston 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:**
- 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.

**To this:**

- Images of a busy, integrated campus environment
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
Thoughts & Considerations

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

SITE PARAMETERS

Housing and Urban Design Strategy

Northwest District

Neighborhood Transformation

South Quad District
Centennial Hall
Falcon Heights
McDonald Residence Hall
Campus Context – Site - Interconnections

- 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
Campus Activation – The Oaks Dining Center
Centennial Residence Hall – Carillion Place Dining Center
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
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.