

CLEVELAND STATE UNIVERSITY

2014 MASTER PLAN

ANALYSIS MEETING
MARCH 26-28 2014



SMITHGROUP JJR

Contents.

- 1 Introduction + Updates
- 2 What We Heard
- 3 CSU Profile
- 4 Initial Benchmarking
- 5 Preliminary Site Analysis (In Progress)
- 6 Preliminary Opportunities

- 7 Discussion

Introduction + Updates.



1 Your Master Planning Team



Mary Jukuri
Principal



Michael Johnson
Principal



Dan Paulien
Lead Space Planner



Nancy Lyon Stadler
Transportation



Robert Brengman
Signage



Mike McAndrews
Landscape Architect



Kate Grohmann
MindMixer



David Johnson
Principal



Tony Nastasi
Project Manager



Kate Herbolsheimer
Space Planner



Chris Owen
Transportation

1 Schedule

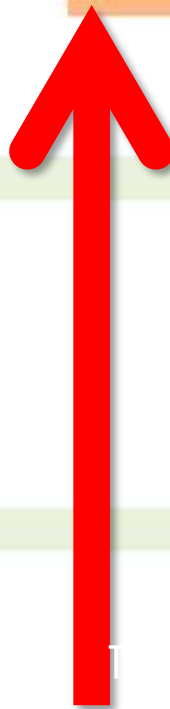
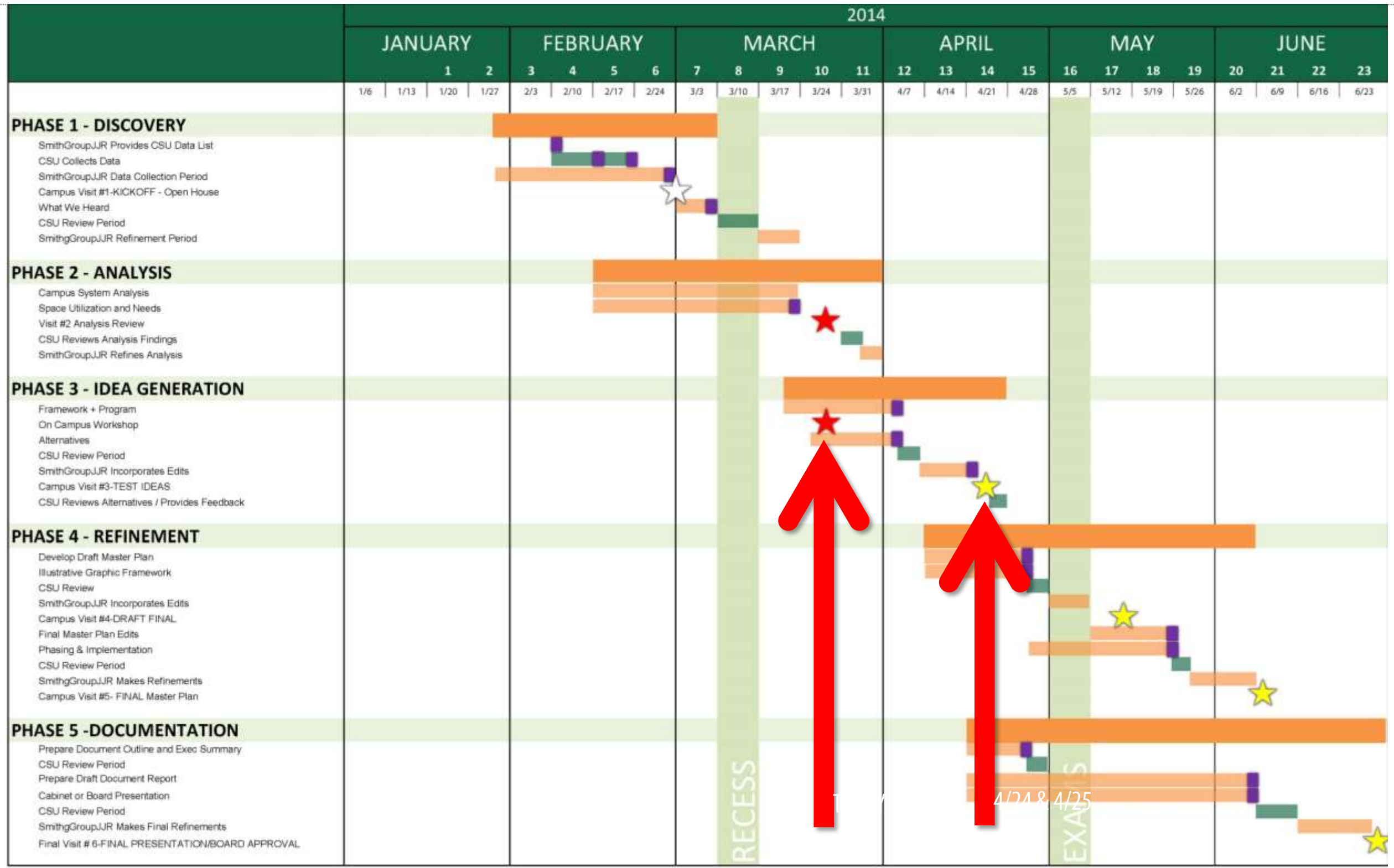
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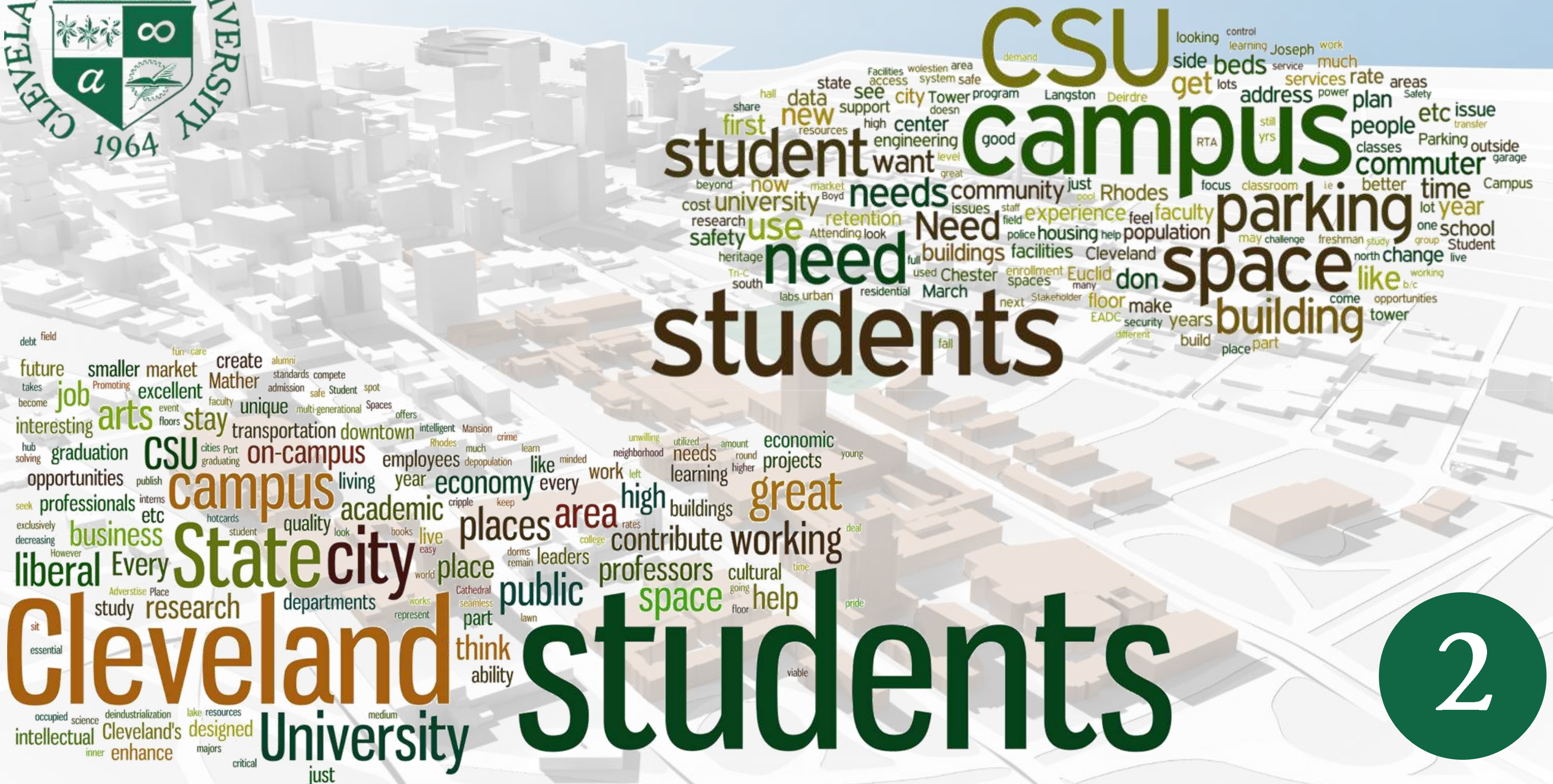
RECESS

EXAMS

4/14 & 4/25

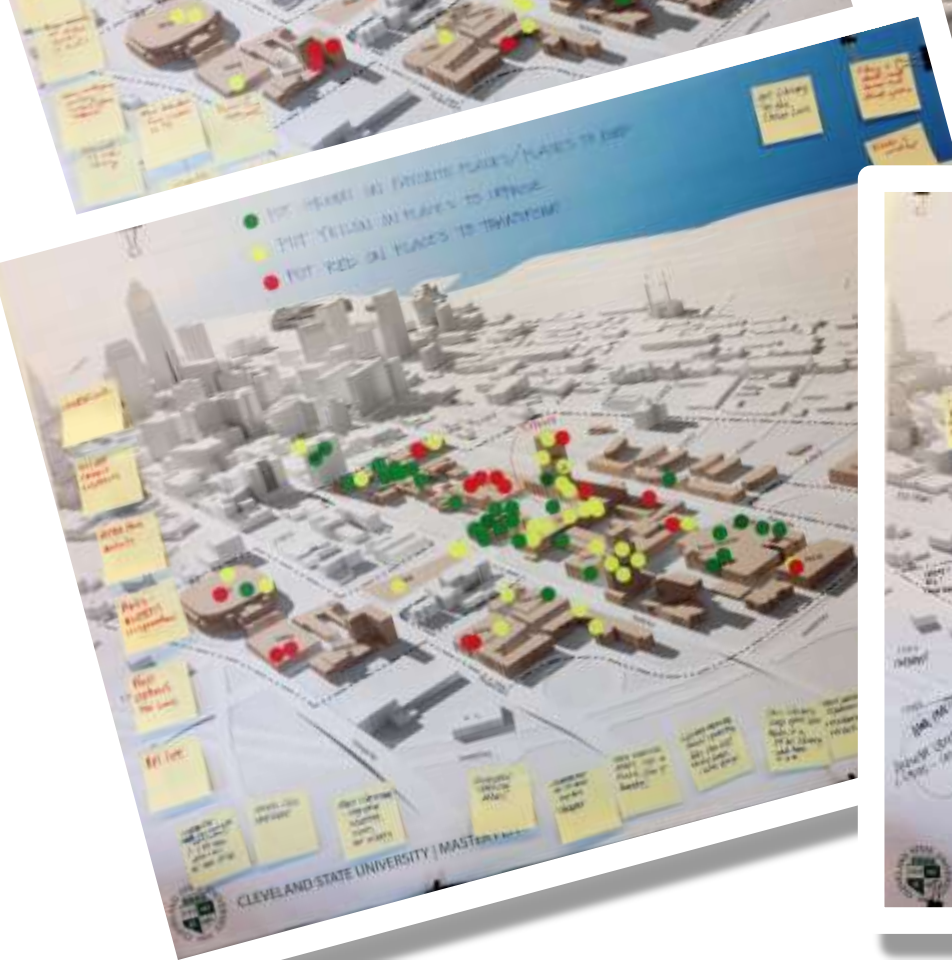
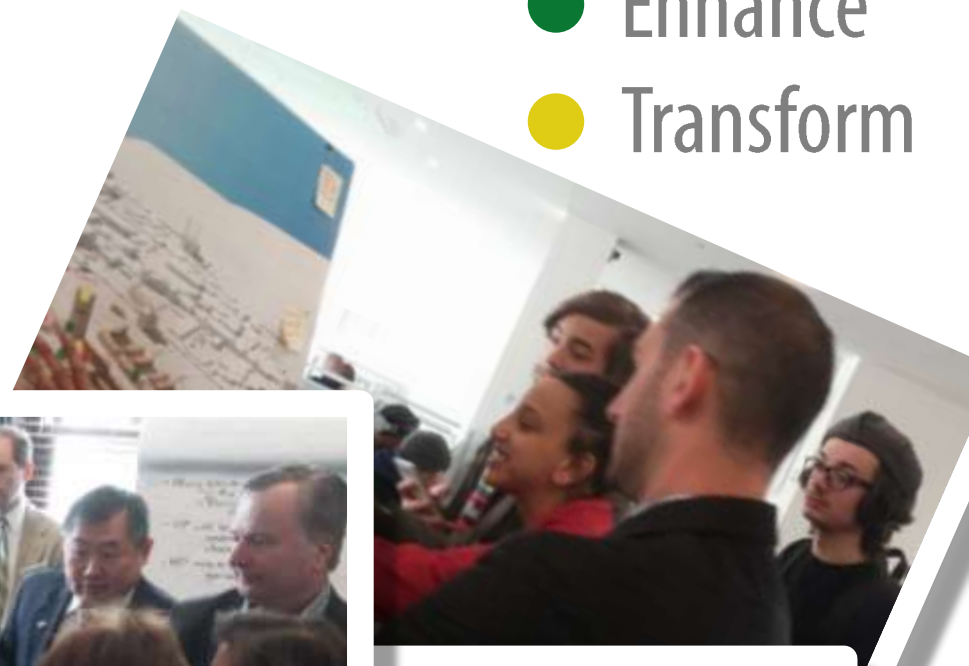


What We Heard.



2 The Conversation Has Already Started!

- Preserve
- Enhance
- Transform





BE ENGAGED



The purpose of the Master Plan is to support the achievement of the University's strategic vision and objectives. The Master Plan will provide a basis for coordinating physical development decisions, and identify priority projects for near term and long term implementation. The intent of the plan is to help differentiate the university and create a distinctive destination through outstanding academic programs, a vibrant campus life, and a compelling physical presence.

WHO will be doing the master plan?

Cleveland State University is partnering with SmithGroupJJR and a team of consultants who will be visiting the campus on several occasions to gather ideas and feedback and present updates throughout the process.

WHEN will this plan be done?

With the commitment from Cleveland State's students, faculty, staff and community partners, the Cleveland State University Master Plan will be complete in July 2014.

HOW can you get involved?

We want to hear your insights and feedback as part of the master plan process! Scan the QR code on this card or visit csumasterplan.mindmixer.com to submit ideas and follow updates.

TOTAL TRAFFIC

Visitors

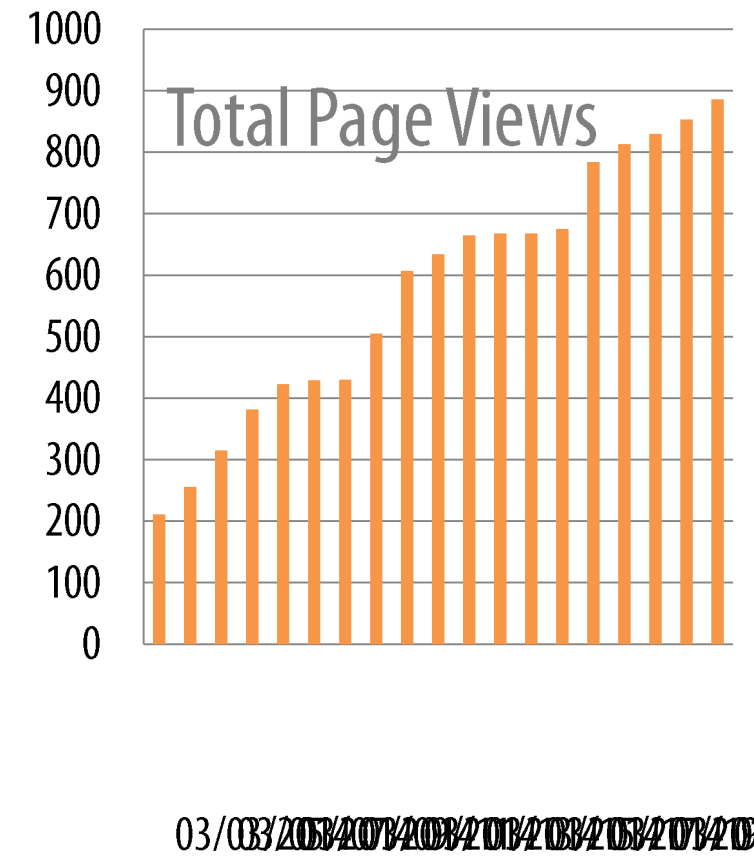
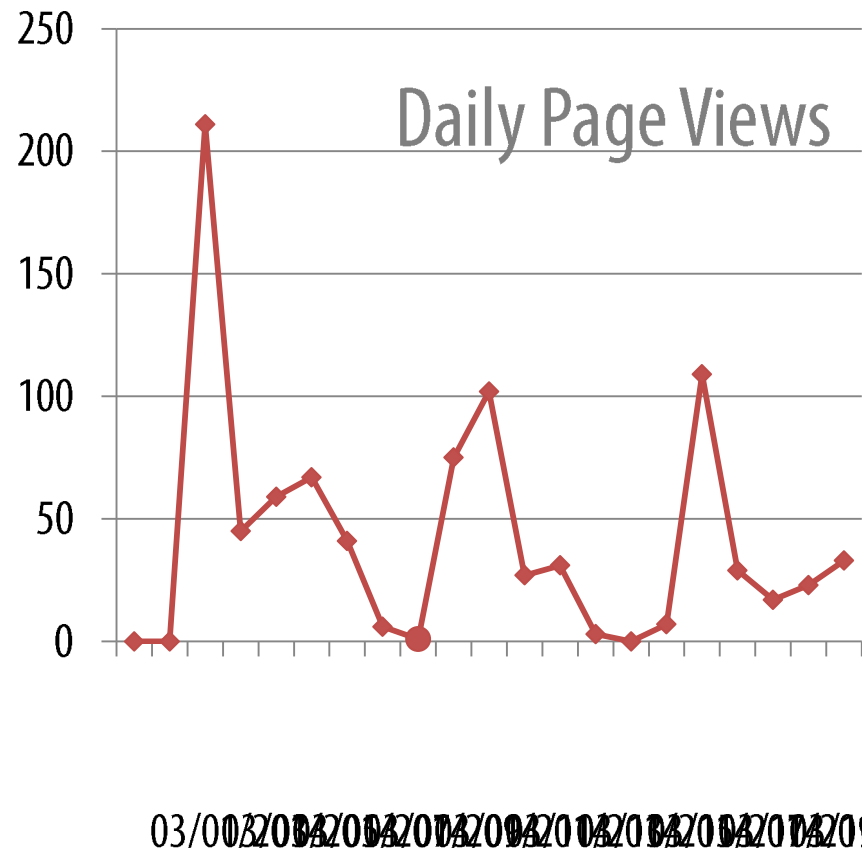
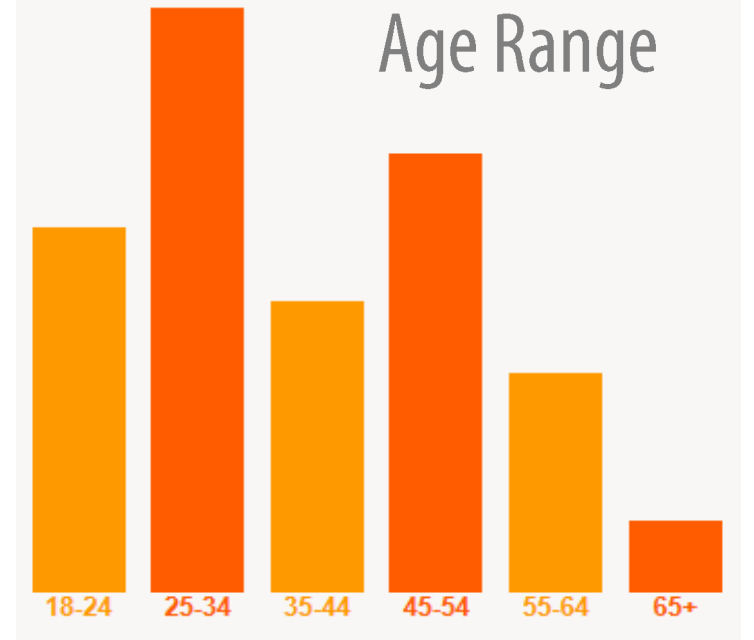
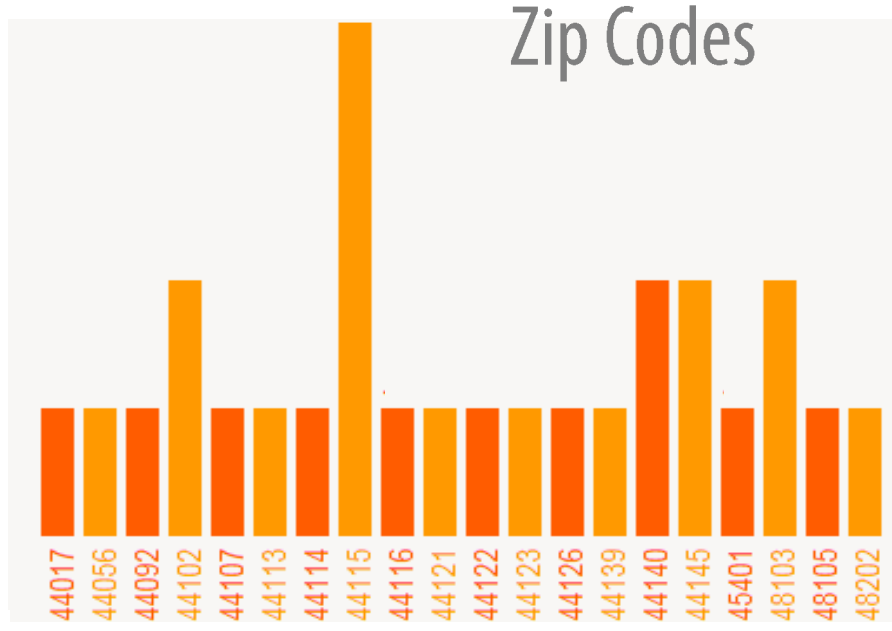
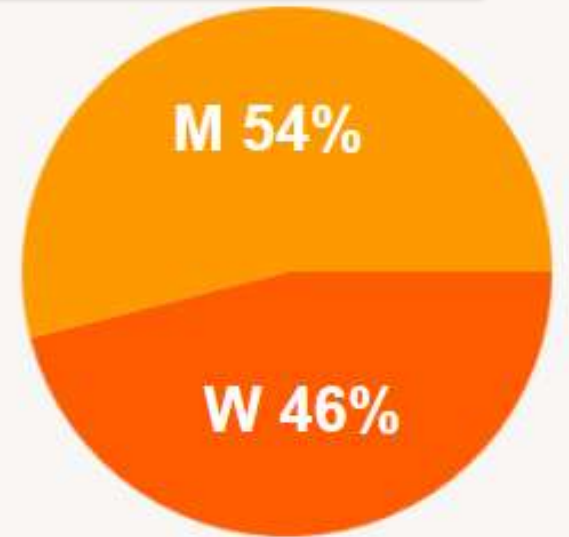


207

Page Views



976





Show us your favorite photos of CSU!



Photo Description

Add a topic note Share

Add it!

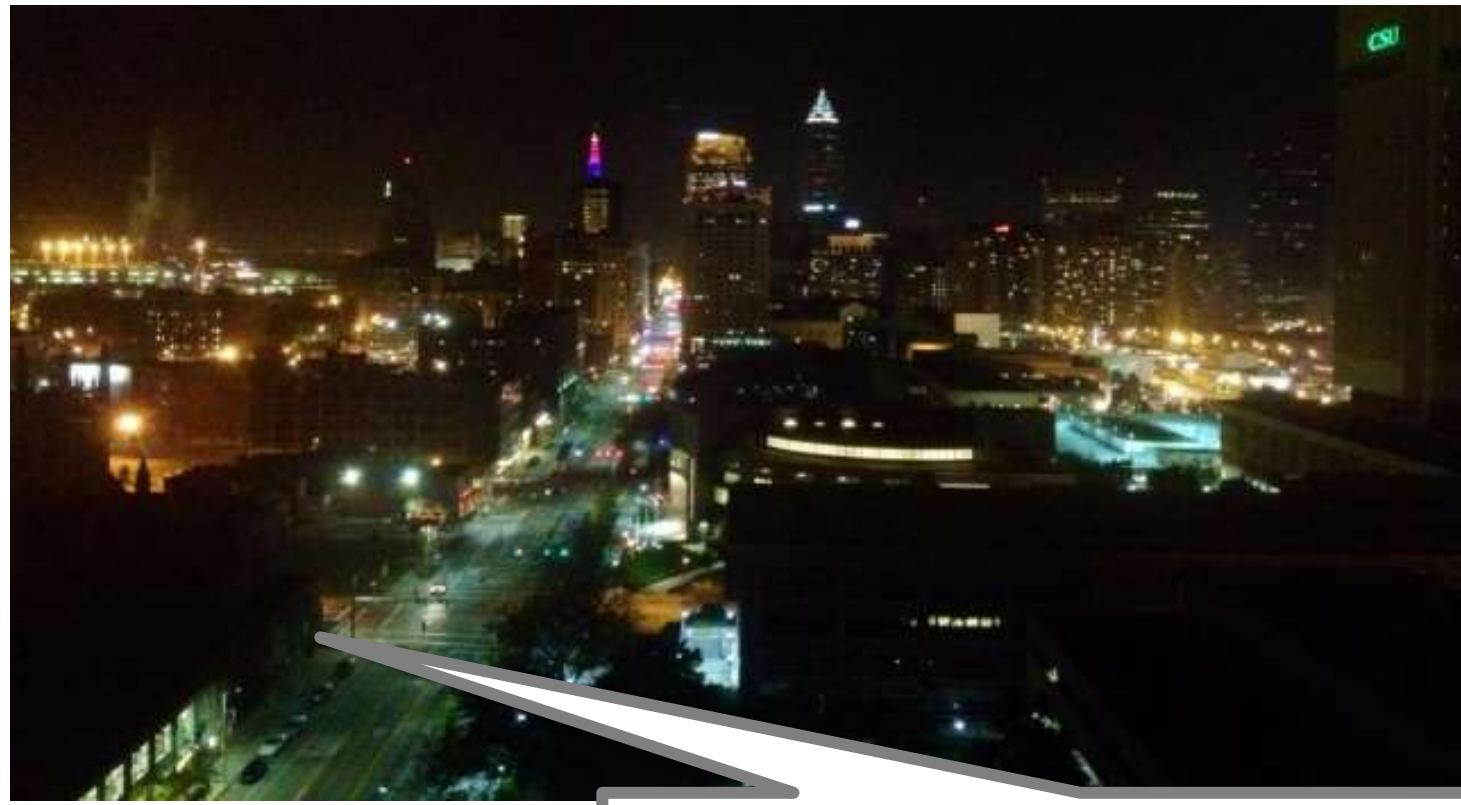


What is your future vision for Cleveland State University?

My idea is...

Learn More Share

Continue



"More partnerships with local and national companies" ~Robert B.

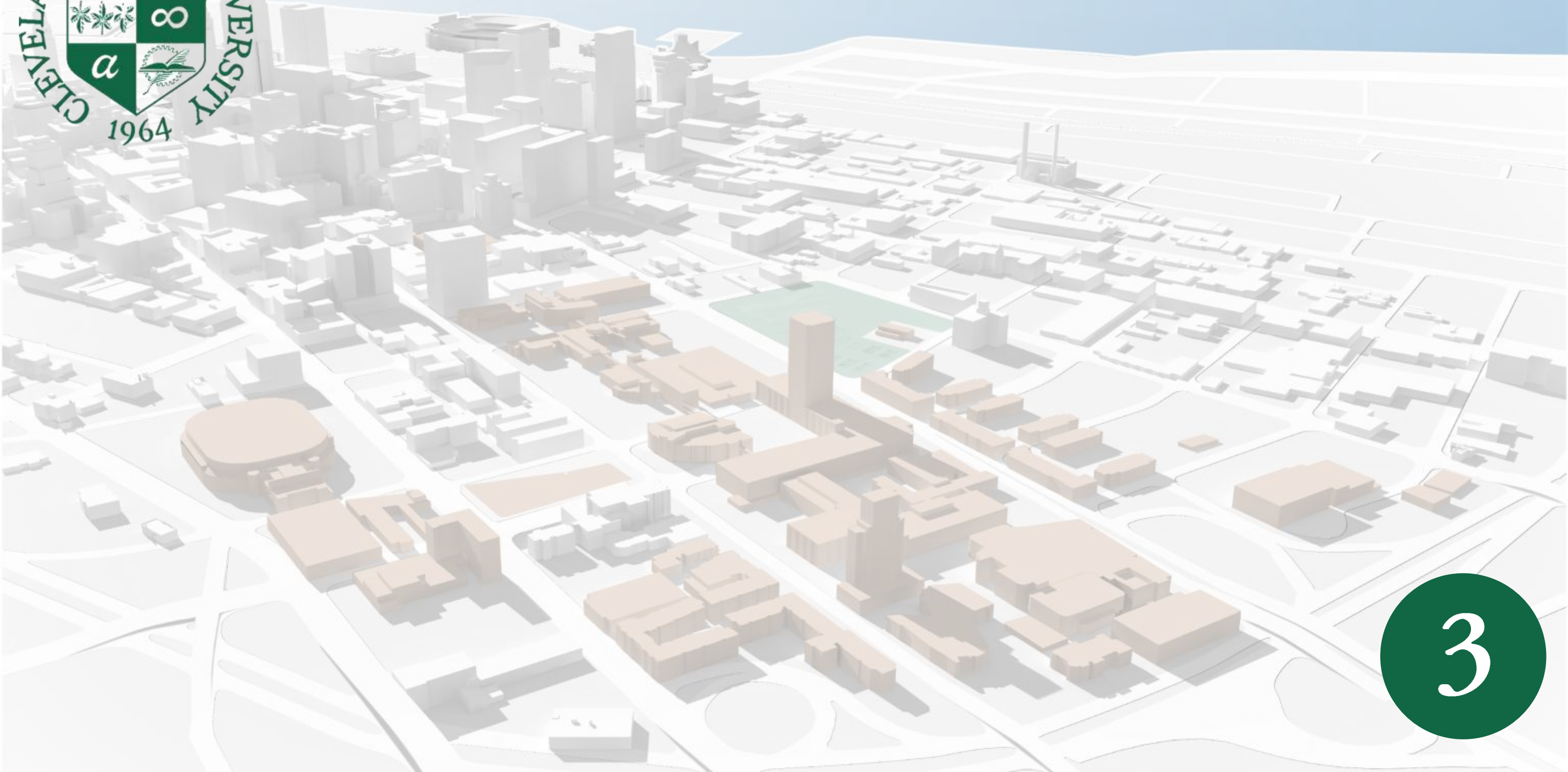
"Great study spaces on the top floors... that permits views of a great city skyline, the lake, Trinity Cathedral, etc." ~Kathleen M.

"More residential students and a more active campus life" ~Brian B.

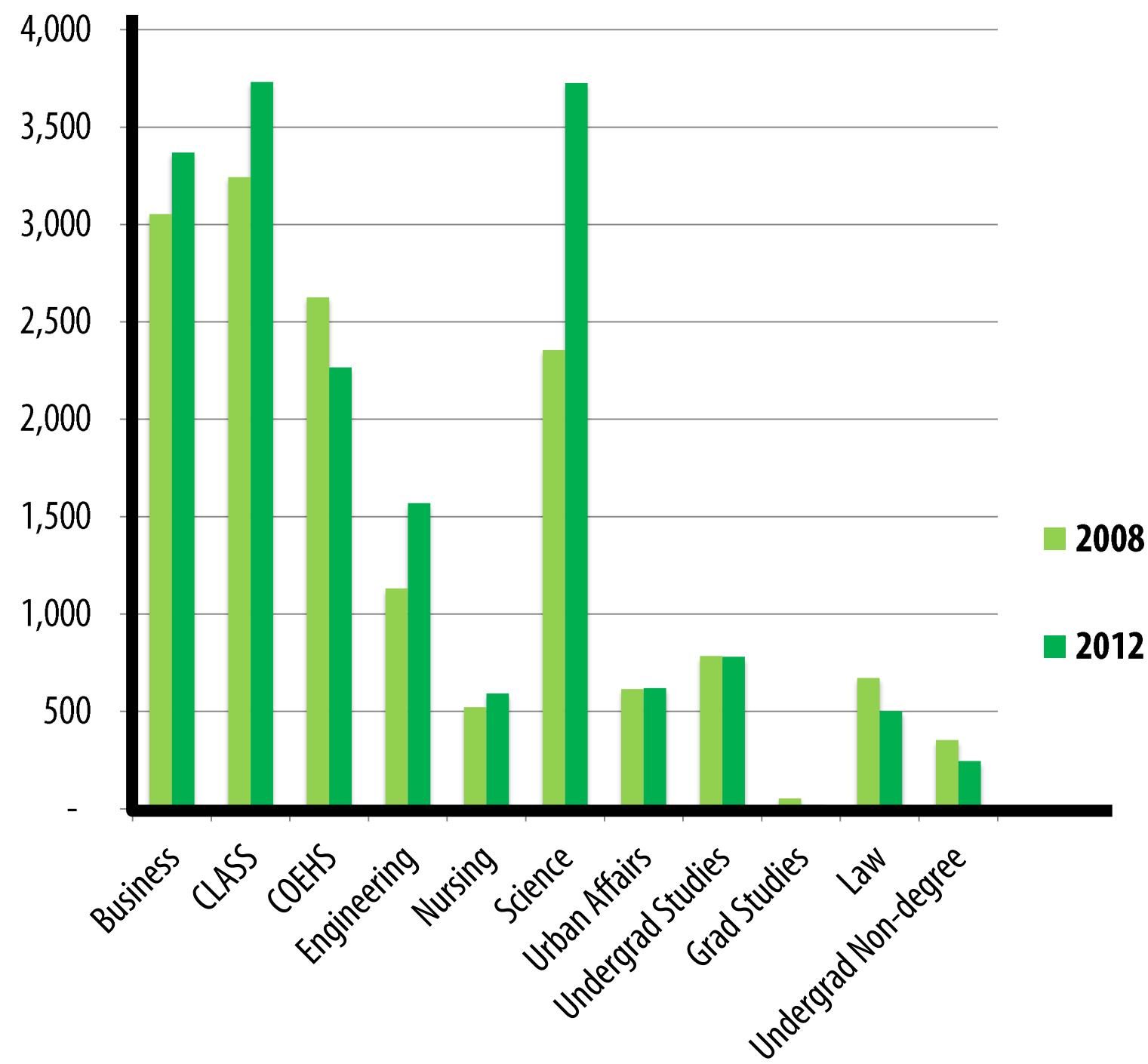
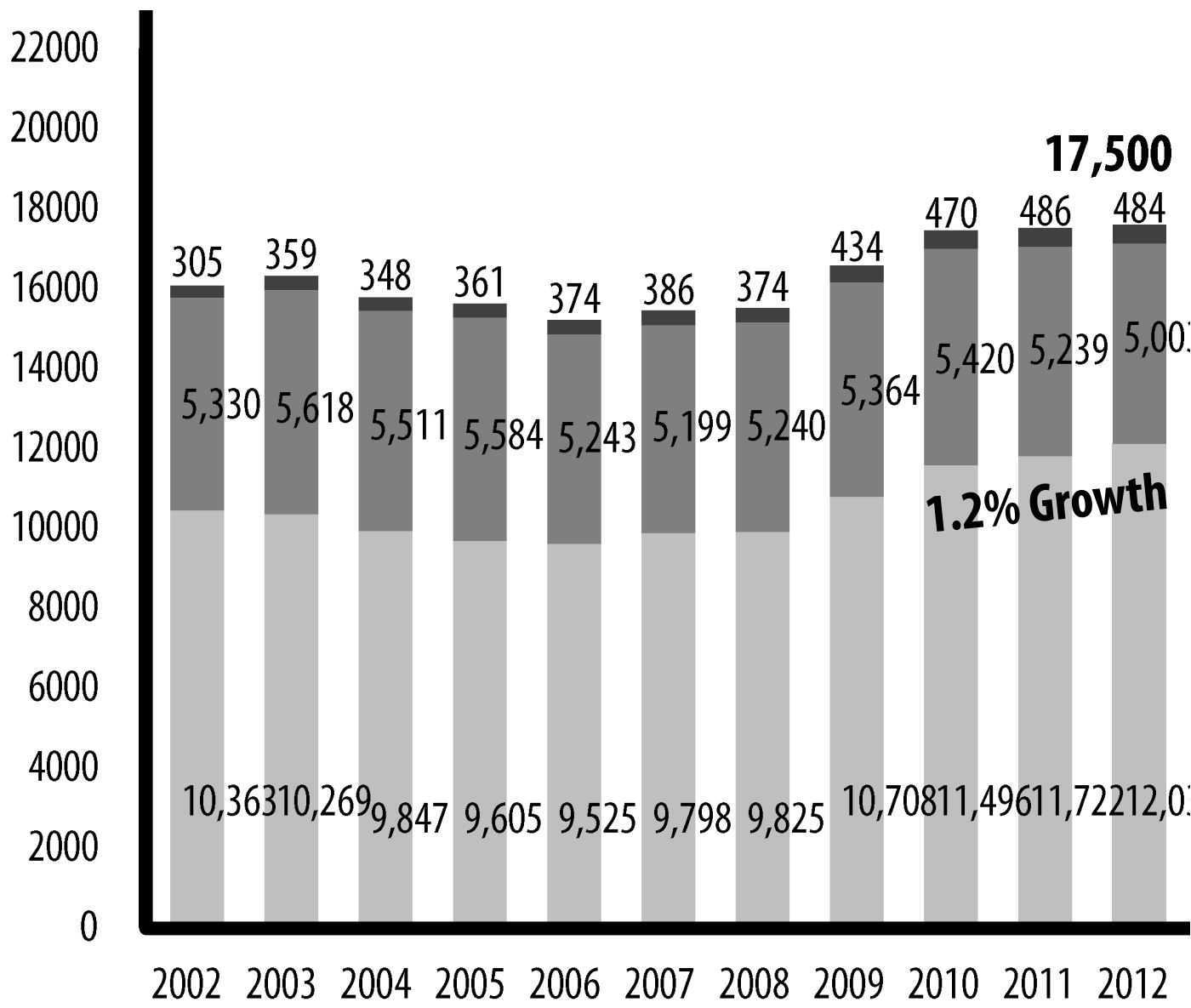
"View from the top of Fenn Tower at night. Great view of the city." ~Alex S.

"A University that is intentional about every program" ~Mary P.

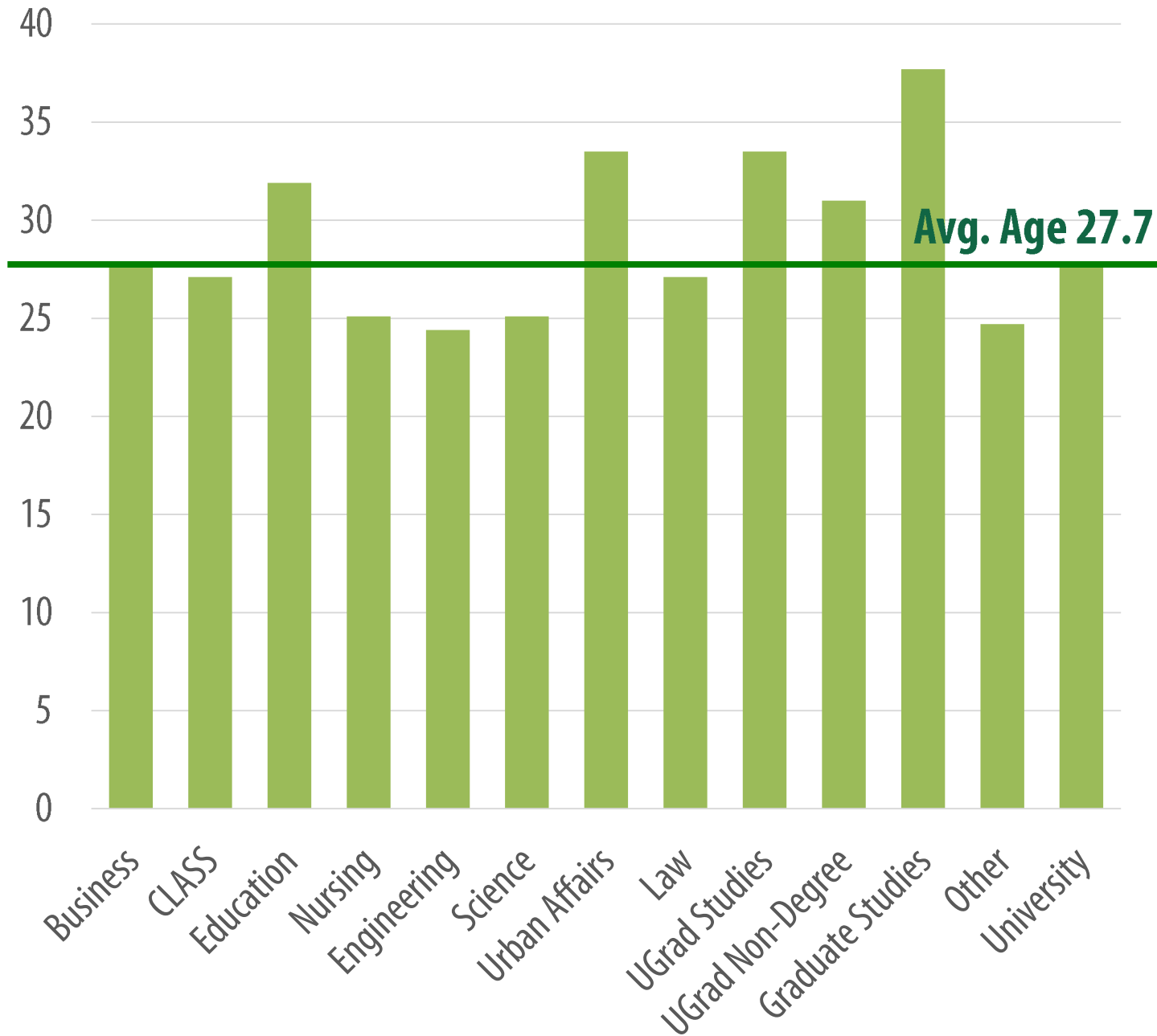
CSU Profile.



3 Historic Enrollment Trends

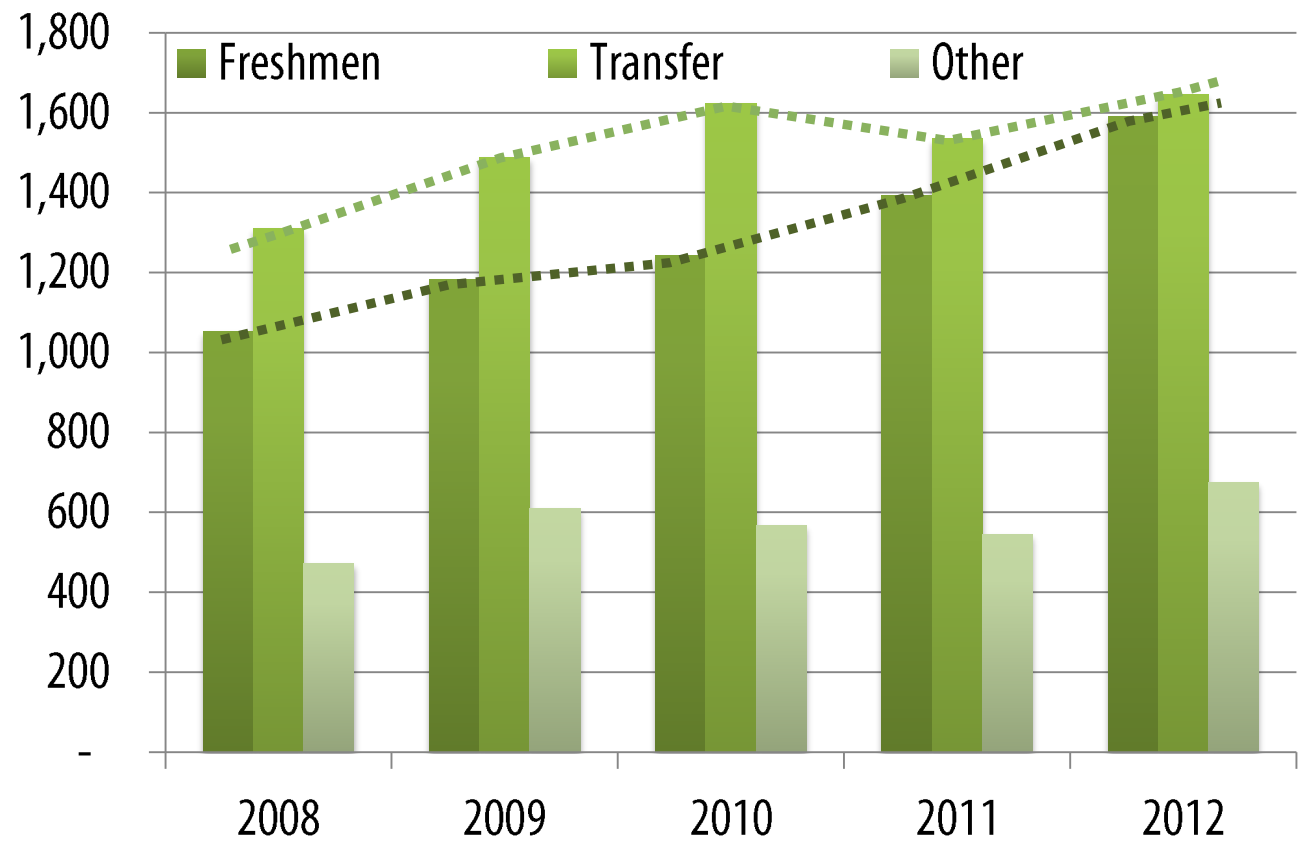


3 Average Age.

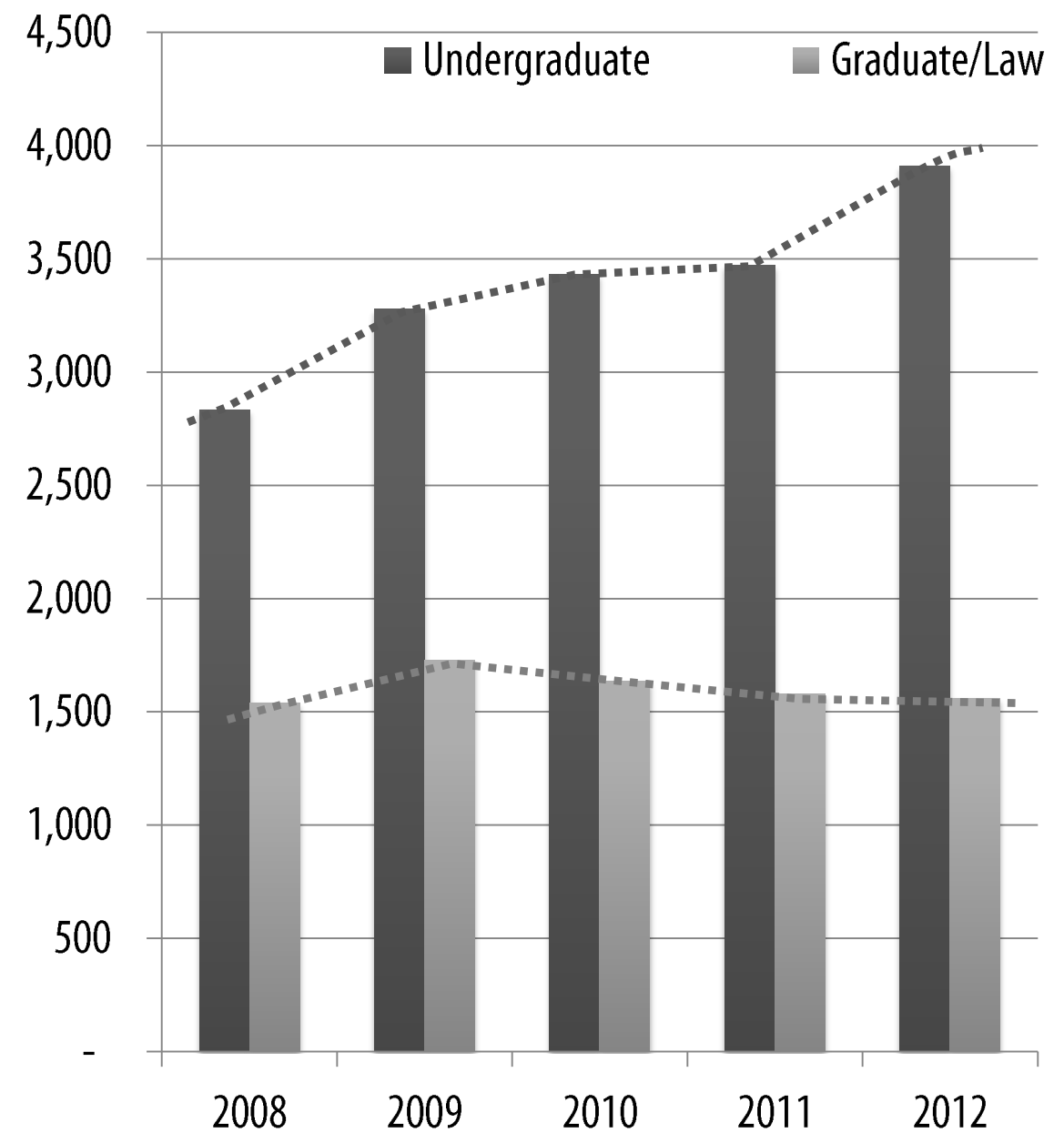


3

Transfer Growth. Undergrad vs. Grad.

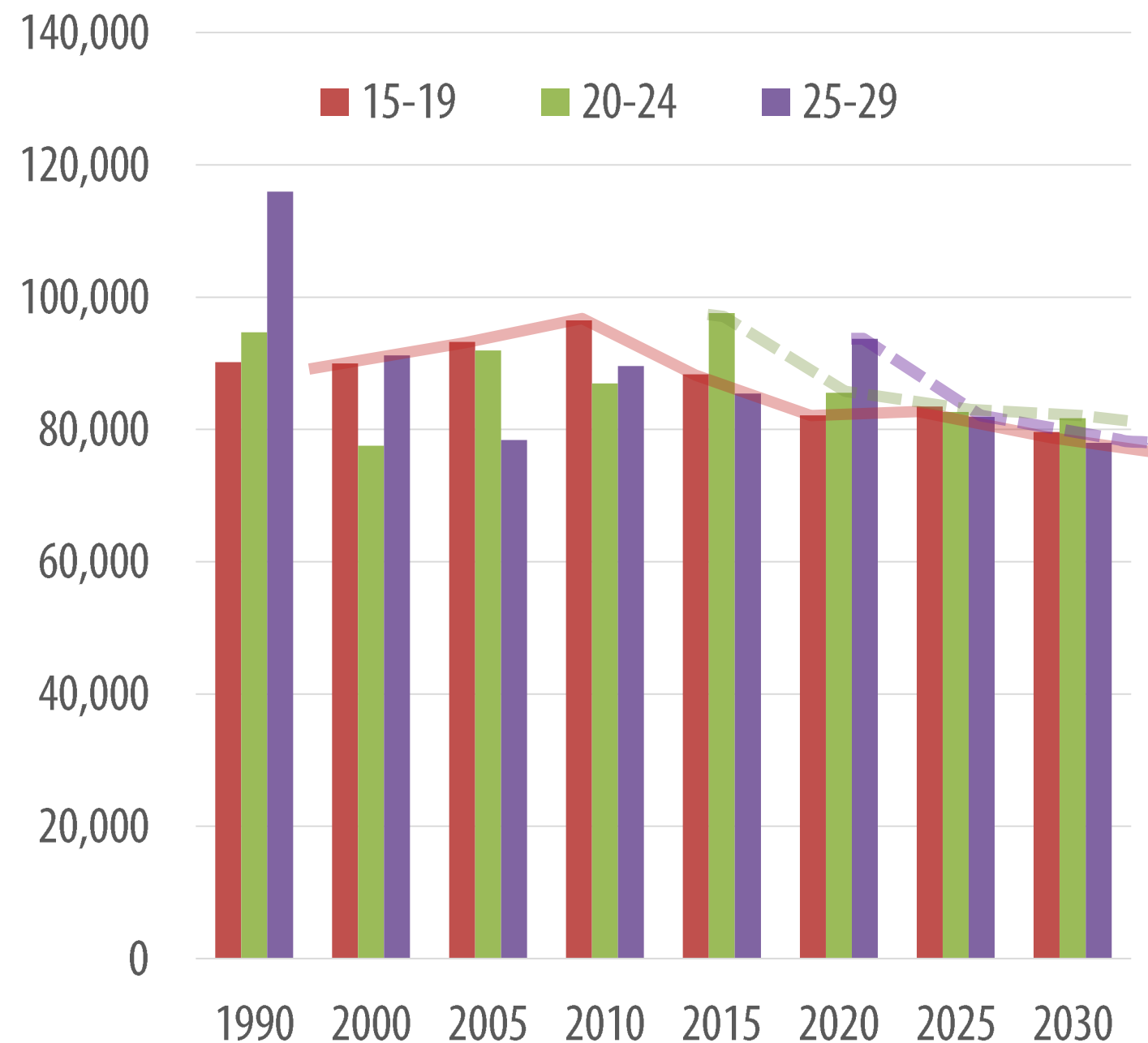
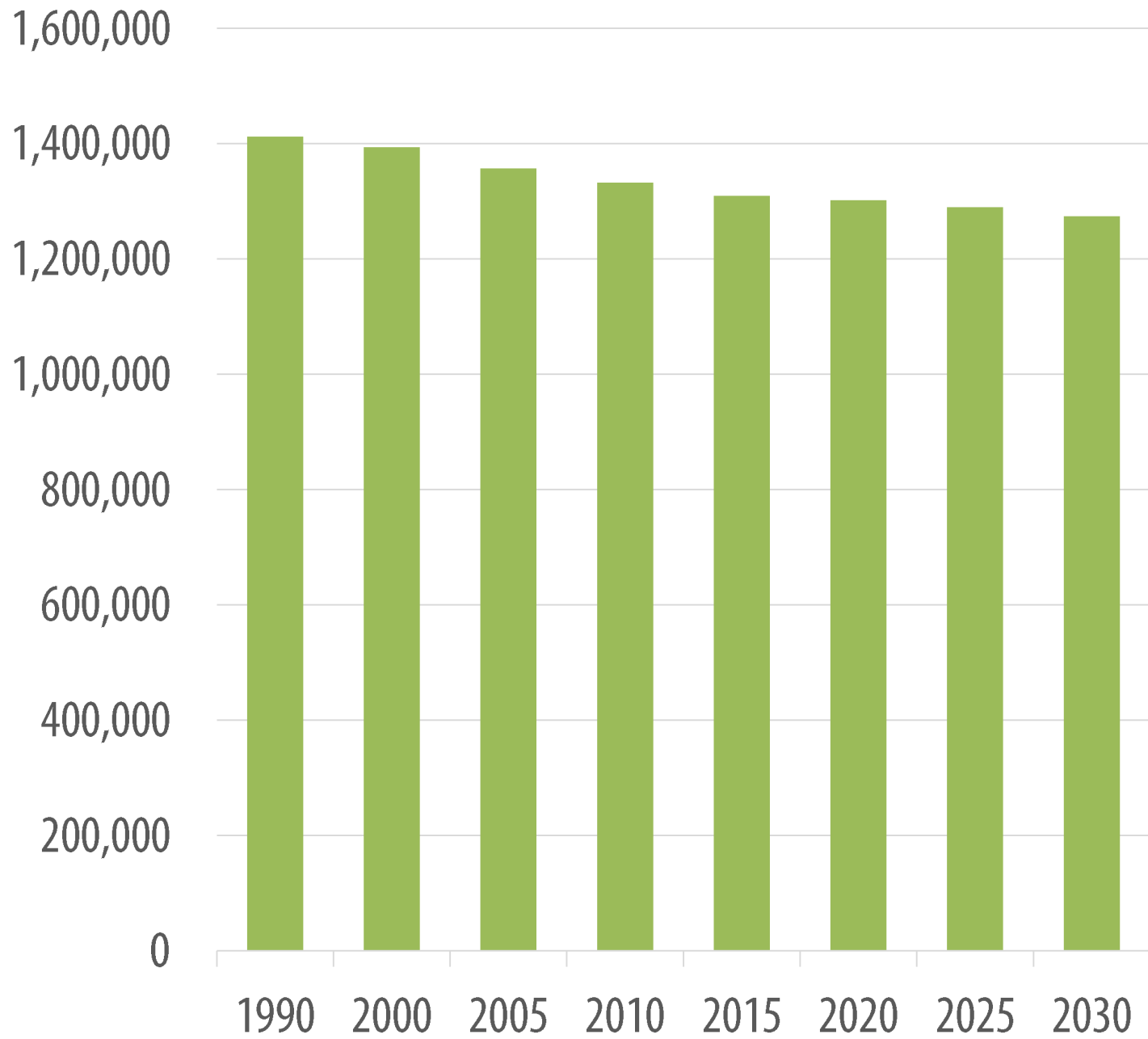


New Student: Undergraduate Composition



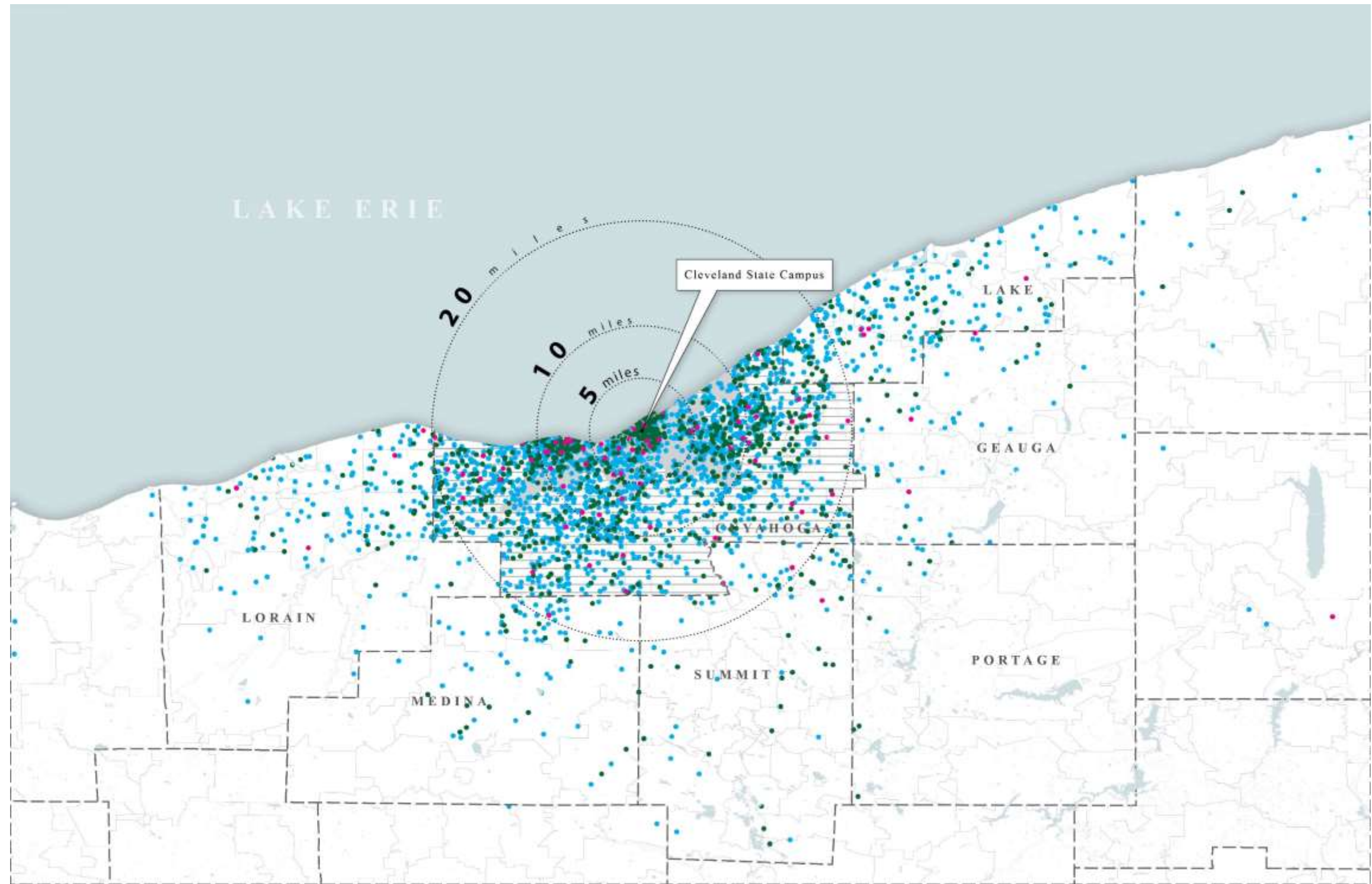
New Student: Undergraduate vs. Graduate/Law

3 CSU Today. Declining Cuyahoga County Populations.



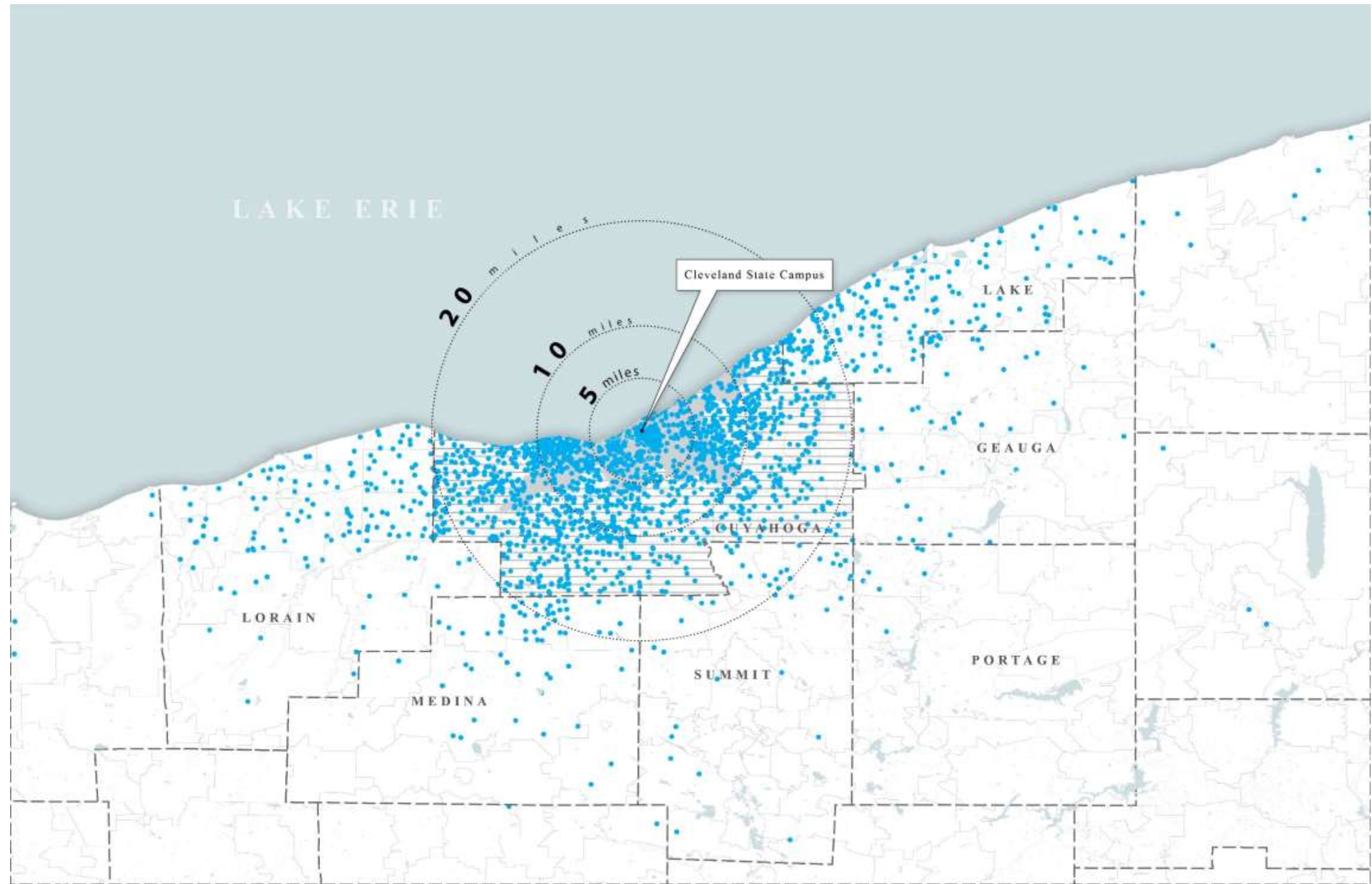
3 Zip Code Analysis. CSU Students.

- 87% Students from 7 County Area

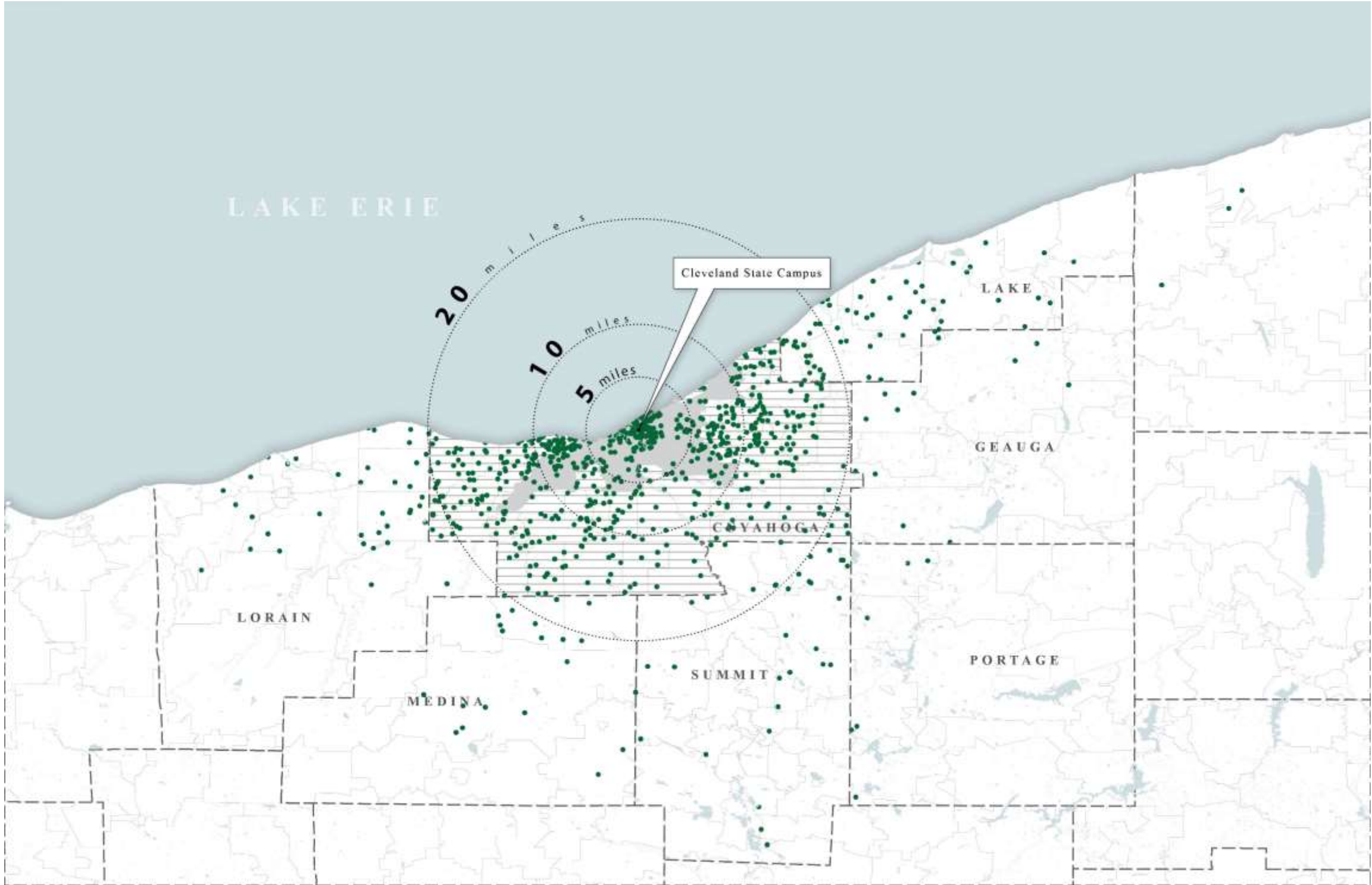


- 5 CSU Undergraduate Students
- 5 CSU Graduate Students
- 5 CSU Professional Students
- City of Cleveland
- ▨ Cuyahoga County

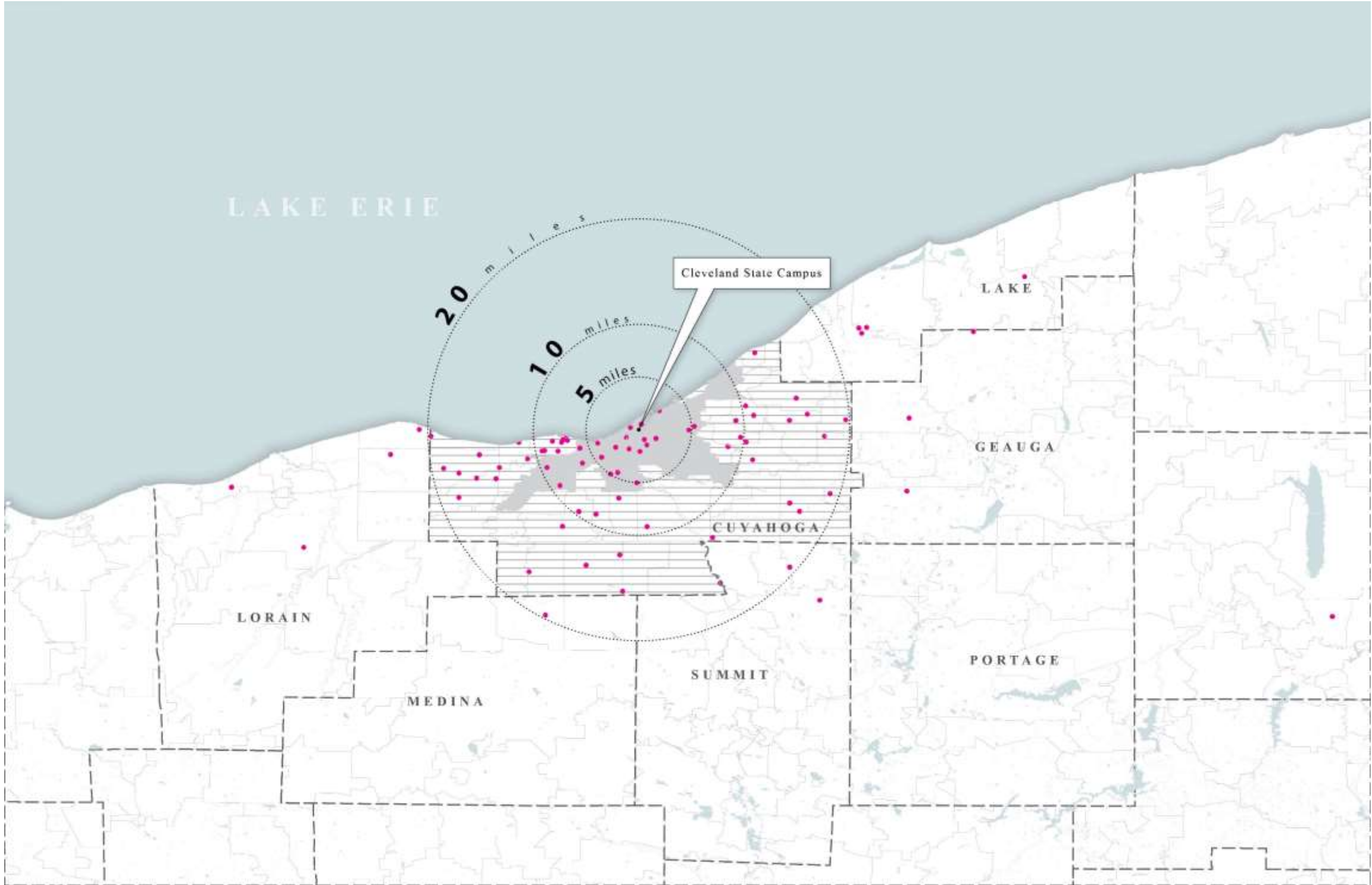
3 Zip Code Analysis. Undergraduate Students.



3 Zip Code Analysis. Graduate Students.



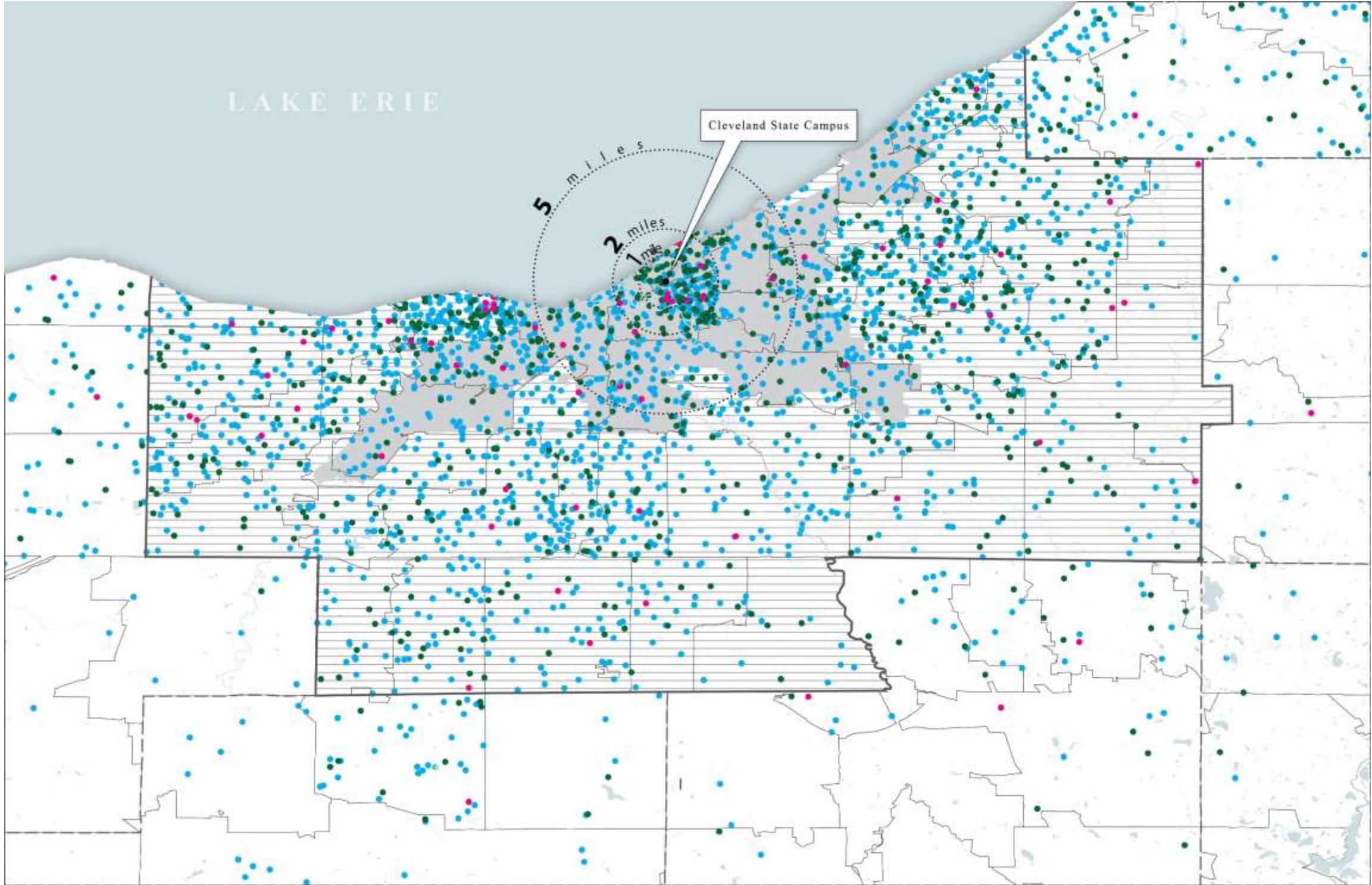
3 Zip Code Analysis. Professional Students.



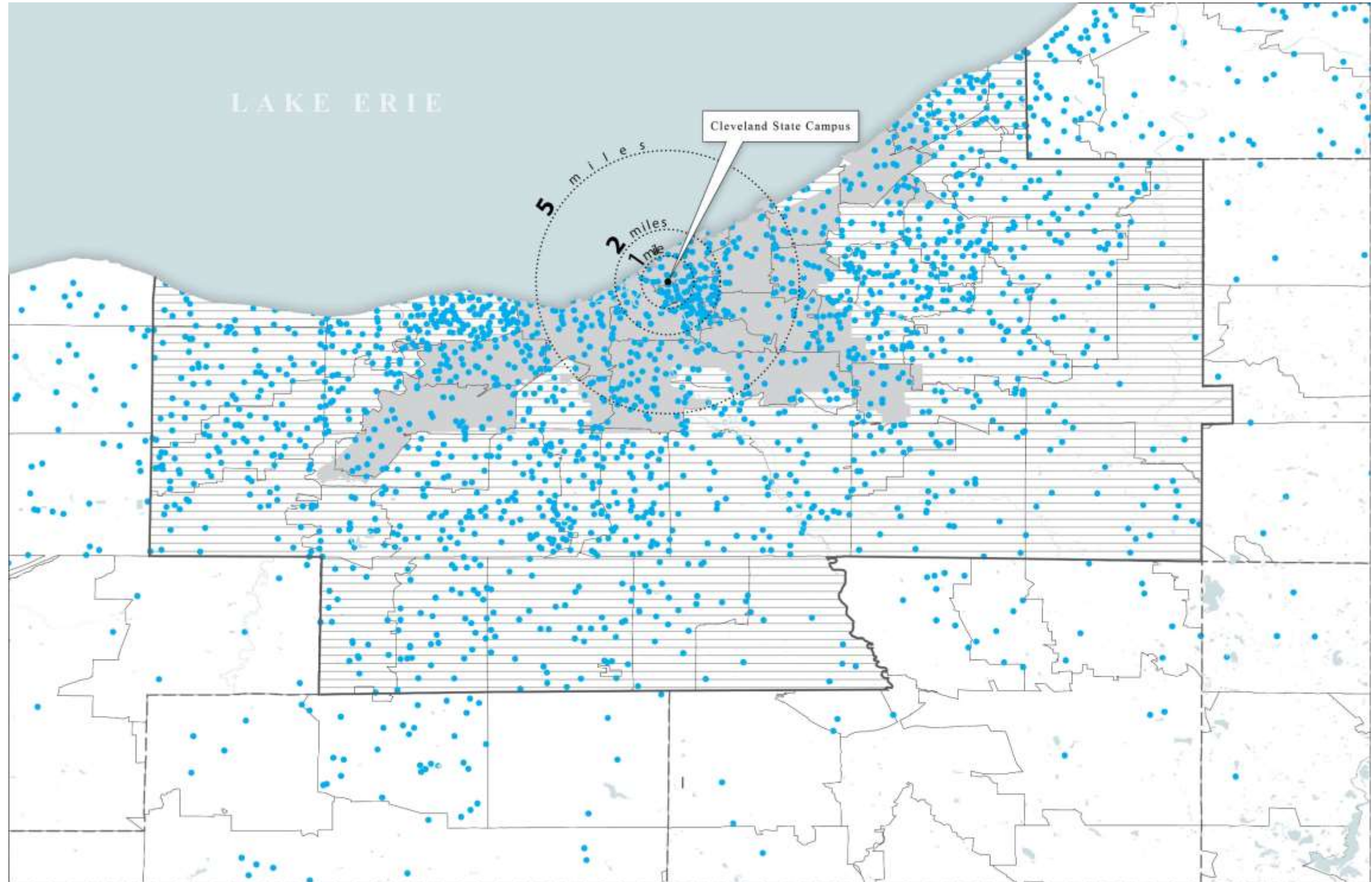
- 5 CSU Professional Students
- City of Cleveland
- ▨ Cuyahoga County

3 Cuyahoga County. CSU Students.

- 67% Students from Cuyahoga County

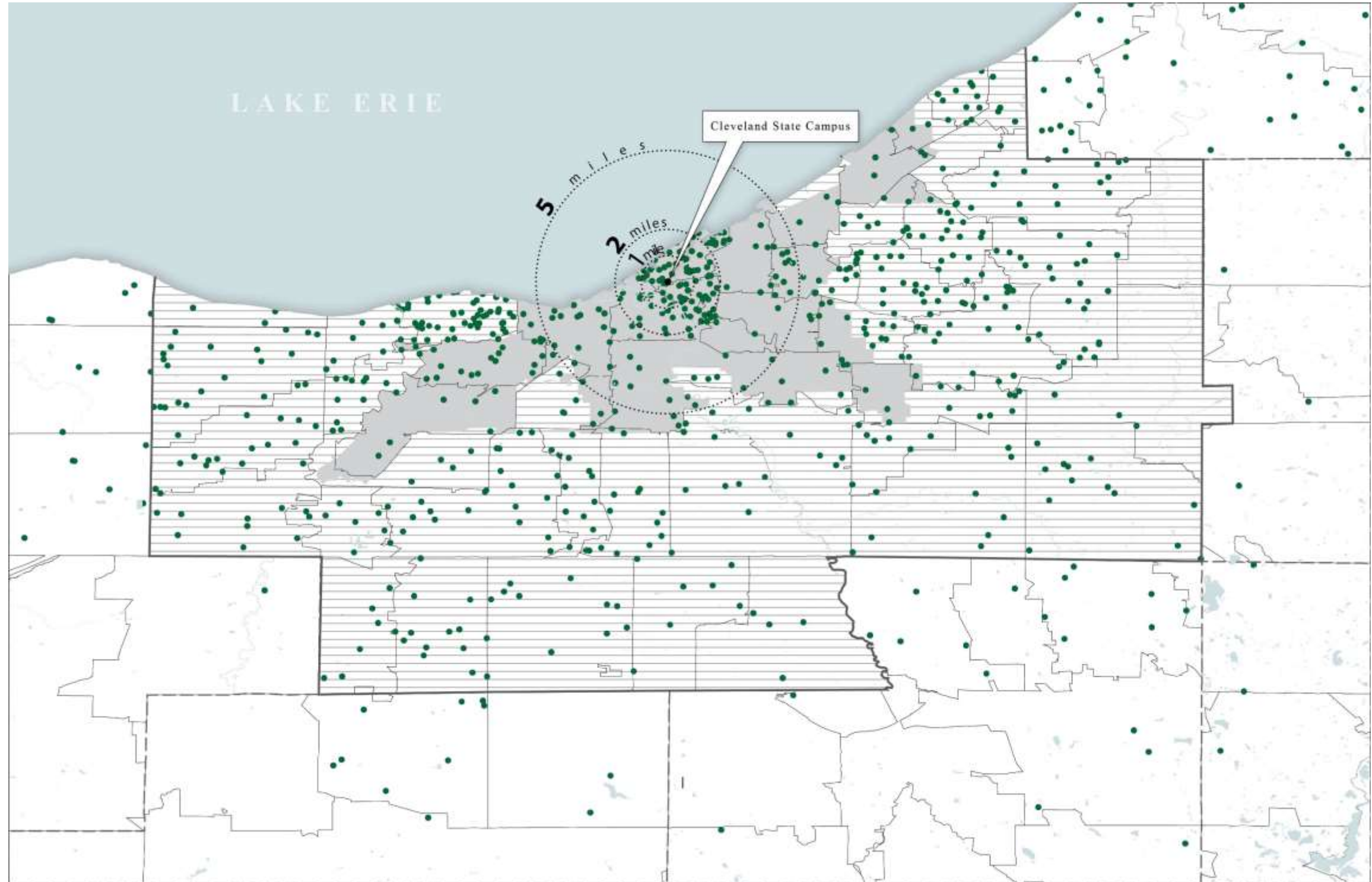


3 Cuyahoga County. Undergraduate Students.

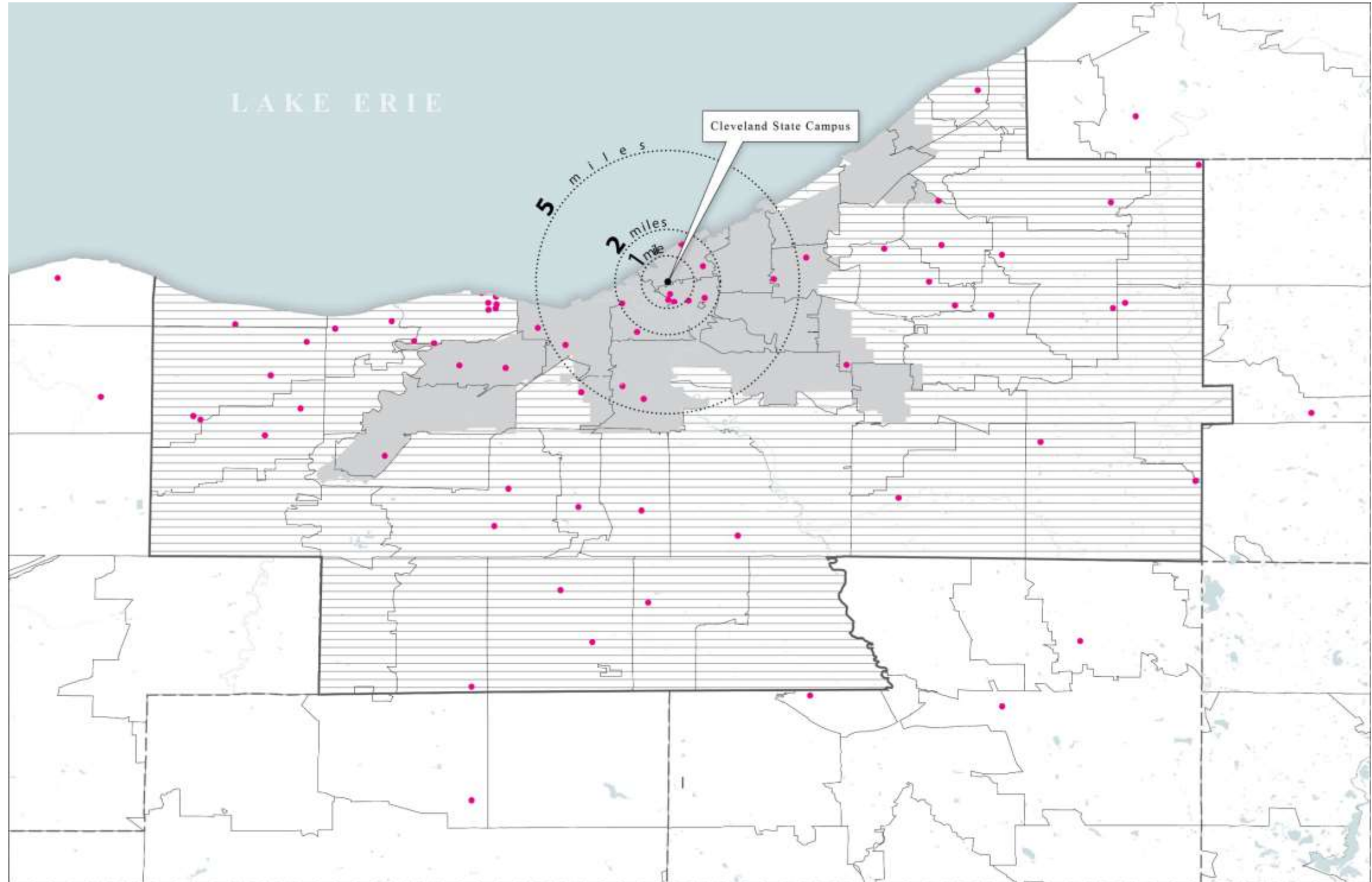


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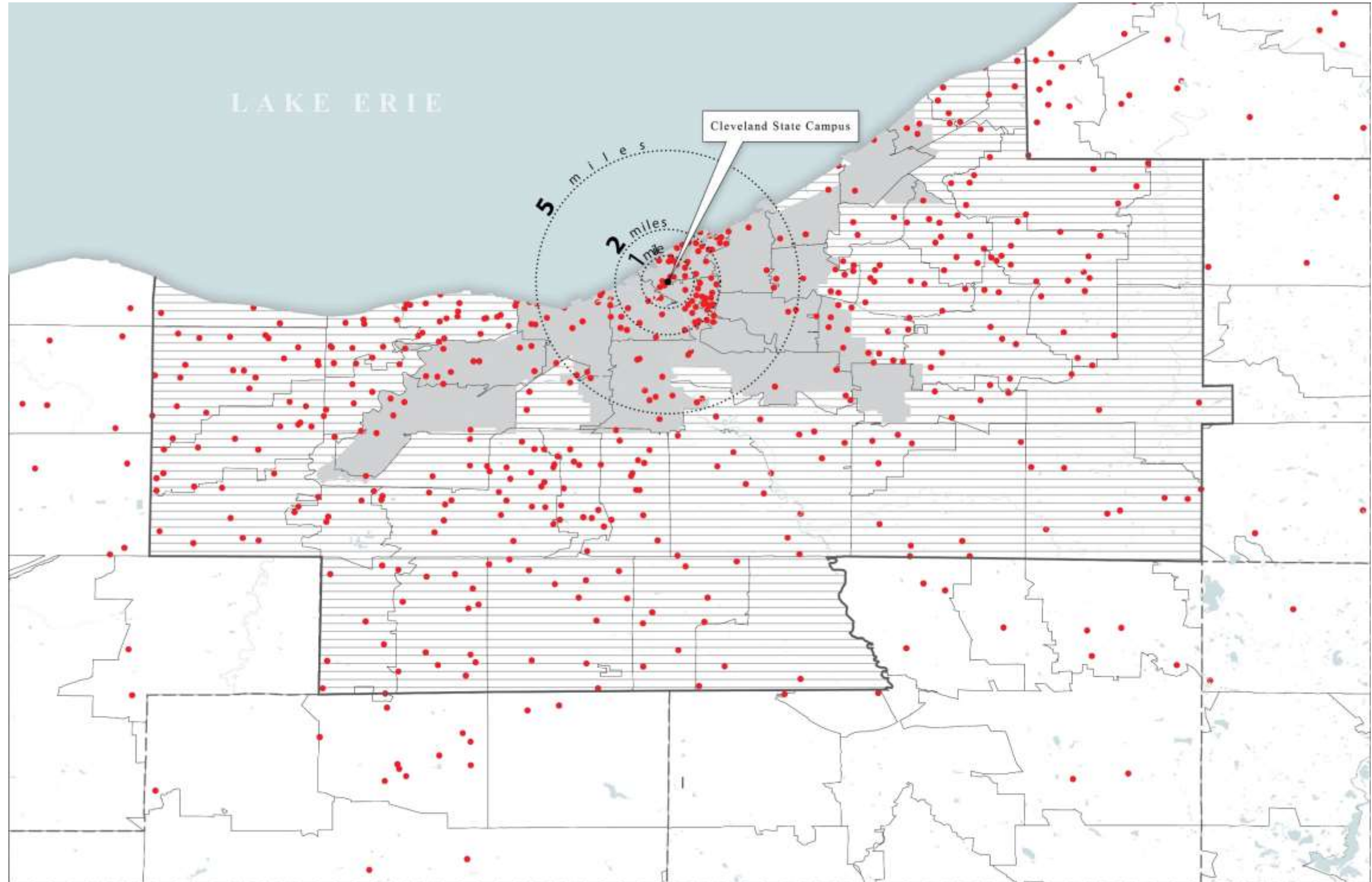
Cuyahoga County. Graduate Students.



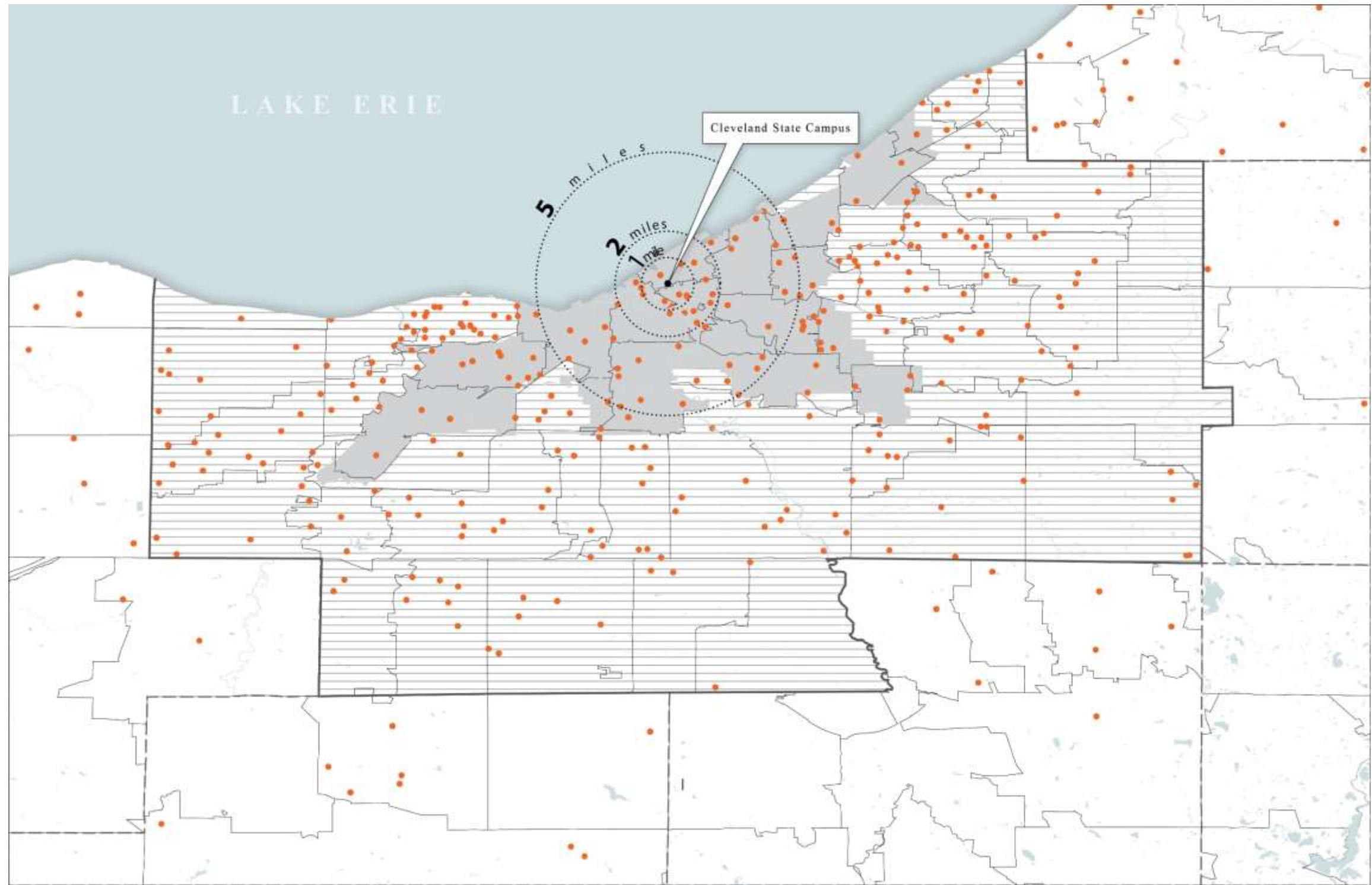
3 Cuyahoga County. Professional Students



3 Zip Code Analysis. Business.

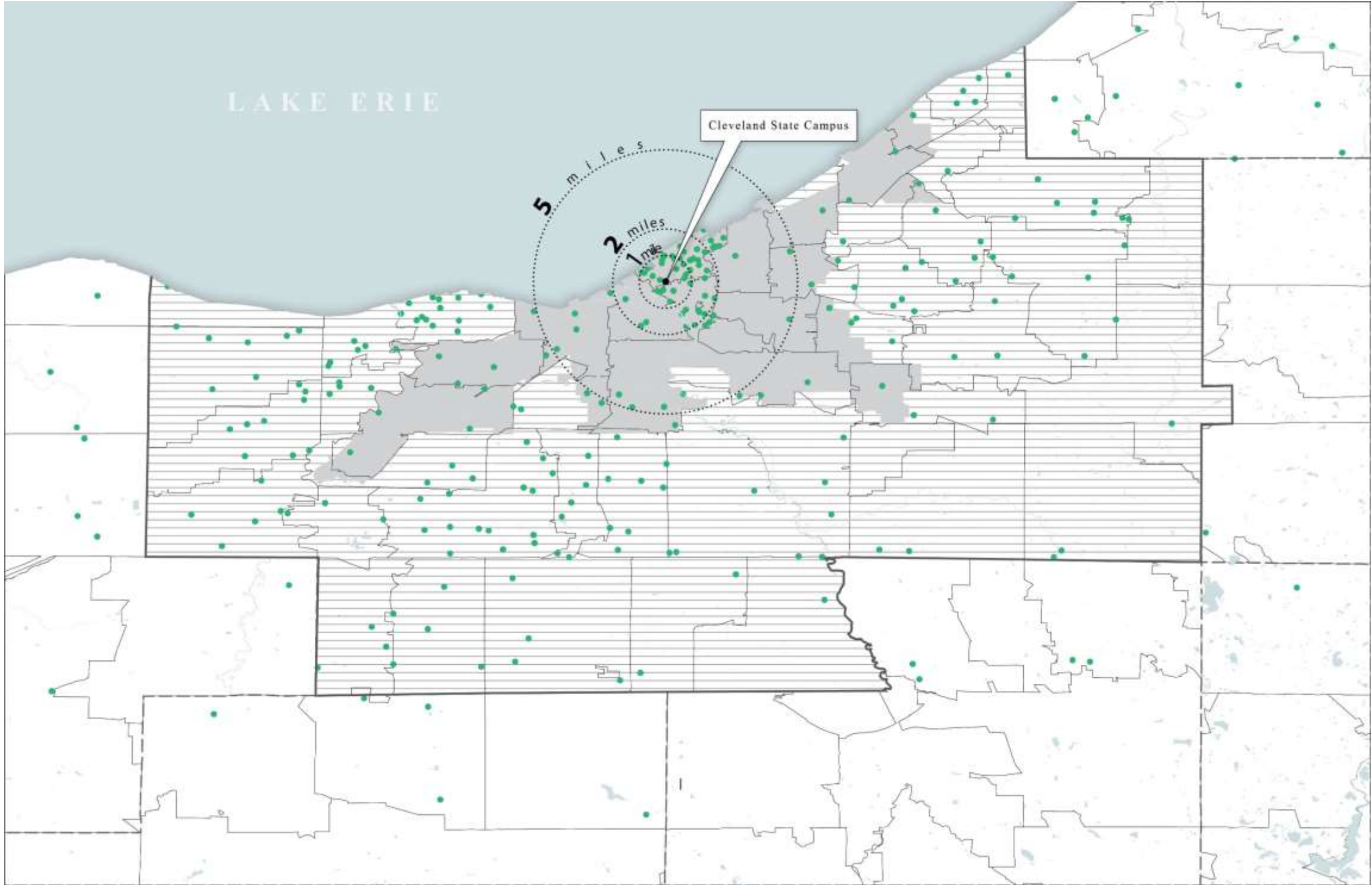


3 Zip Code Analysis. Education.



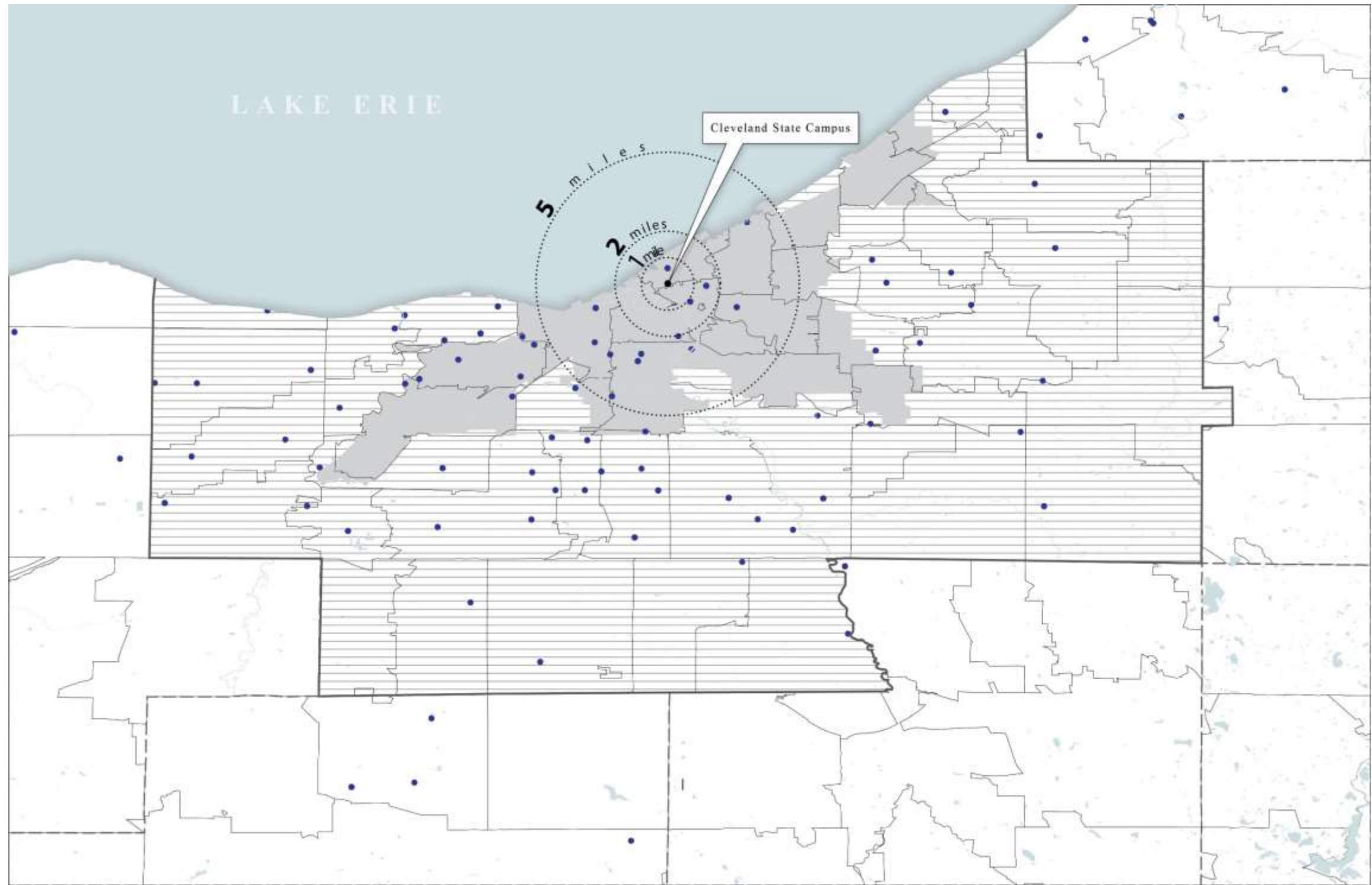
- 5 CSU Education
- City of Cleveland
- ▨ Cuyahoga County

3 Zip Code Analysis. Engineering.

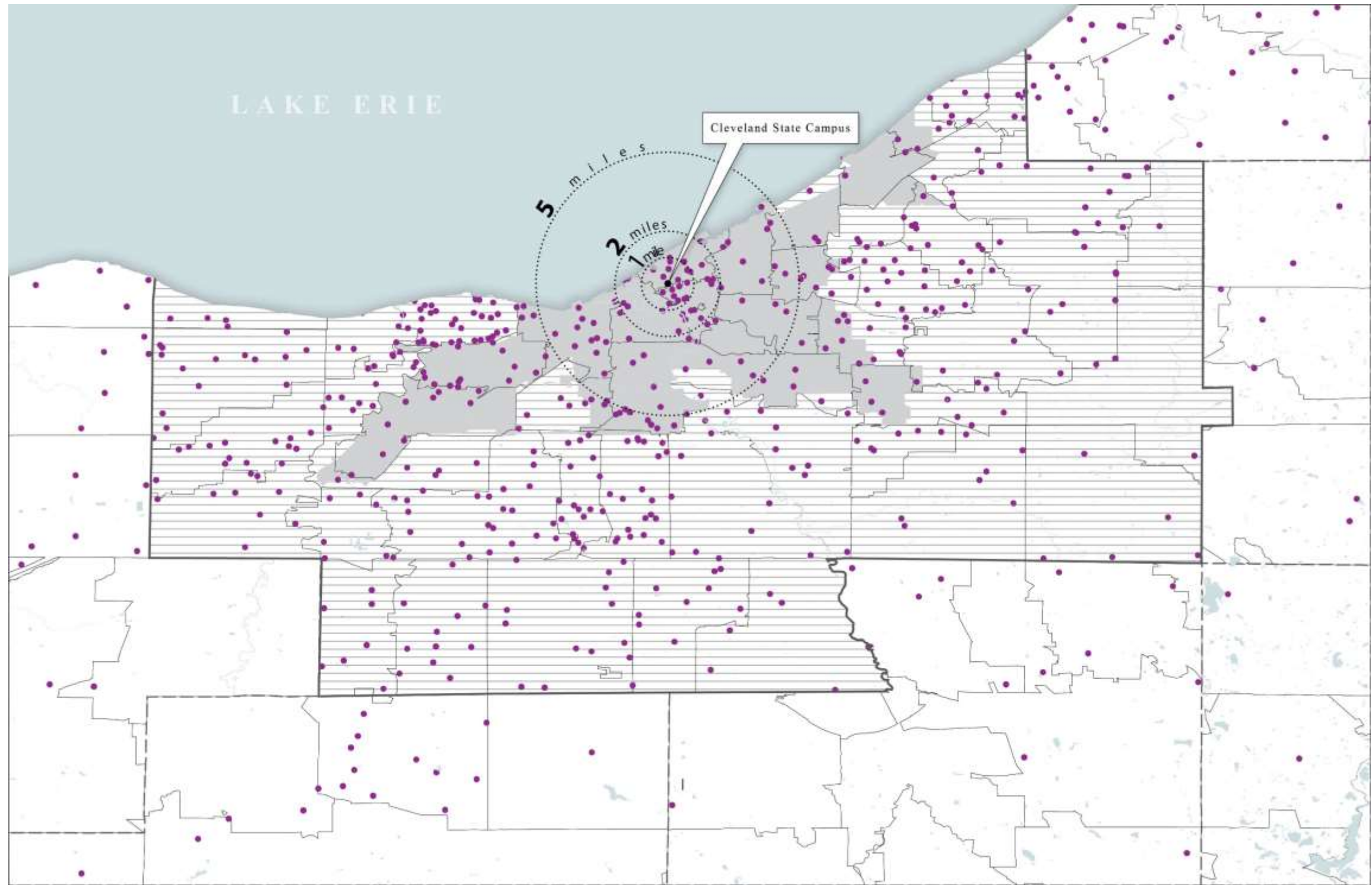


- 5 CSU Engineering Students
- City of Cleveland
- ▨ Cuyahoga County

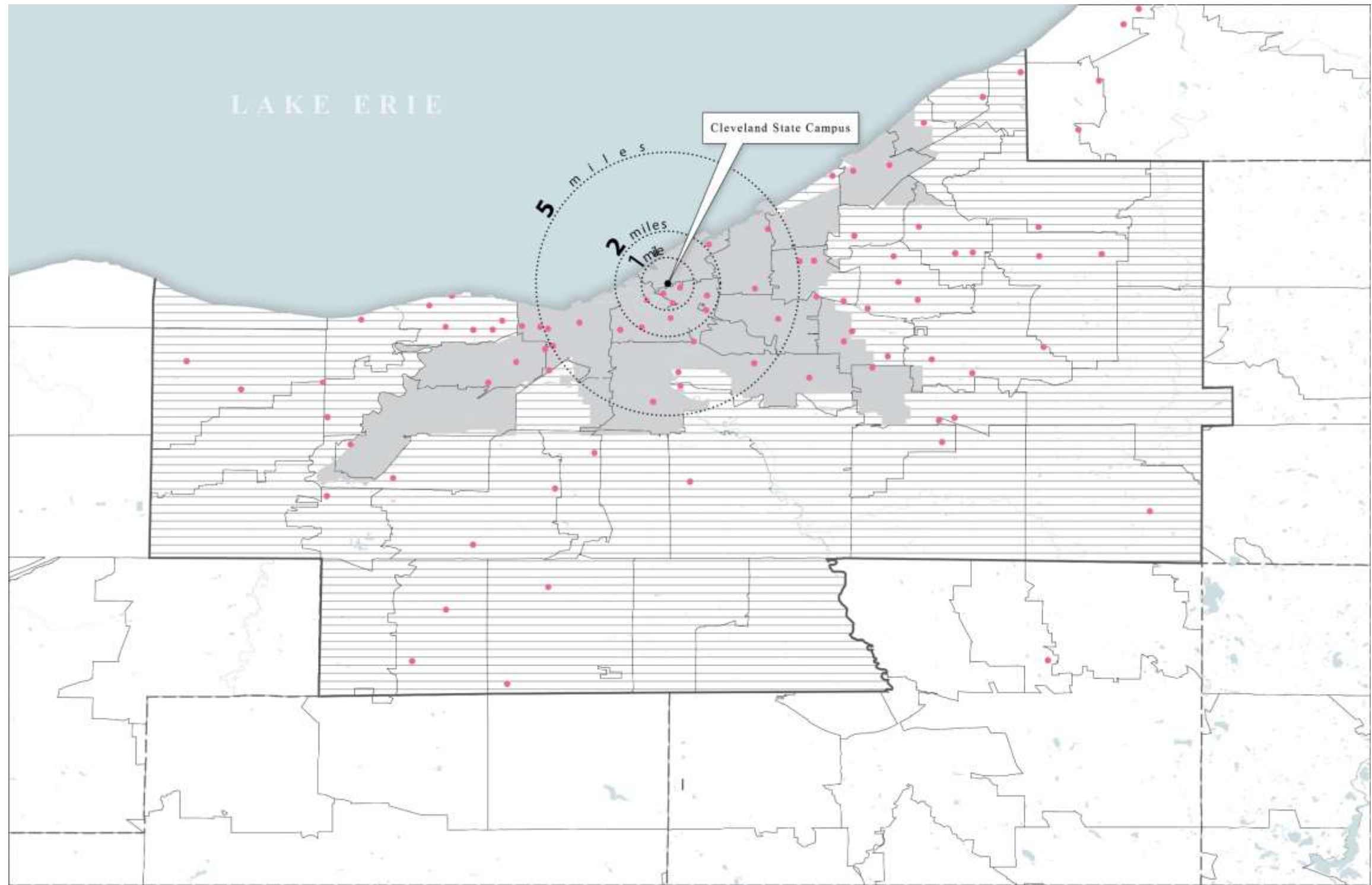
3 Zip Code Analysis. Nursing.



3 Zip Code Analysis. Sciences.



3 Zip Code Analysis. Urban Affairs.

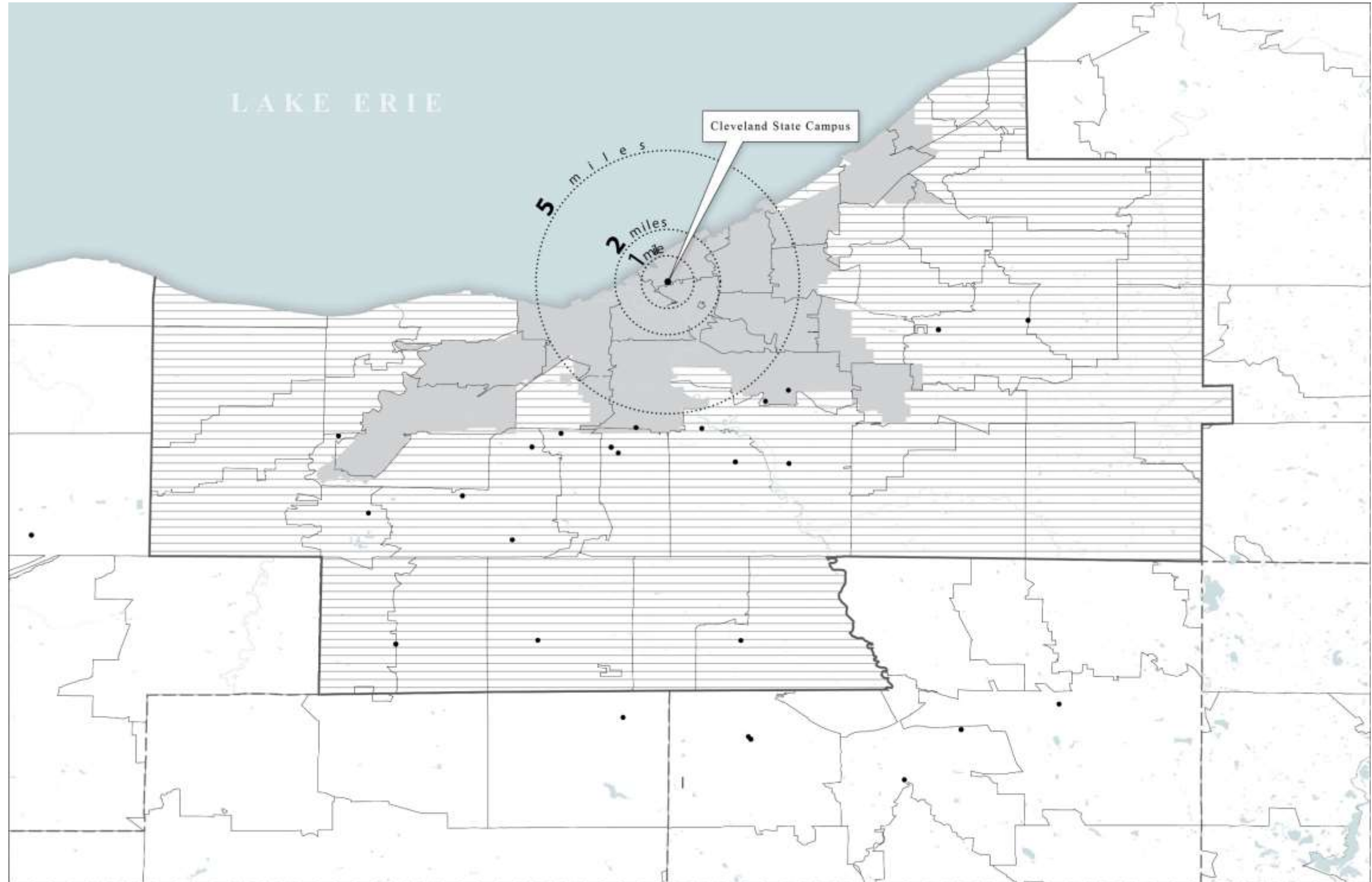


● 5 CSU Urban Affairs Students

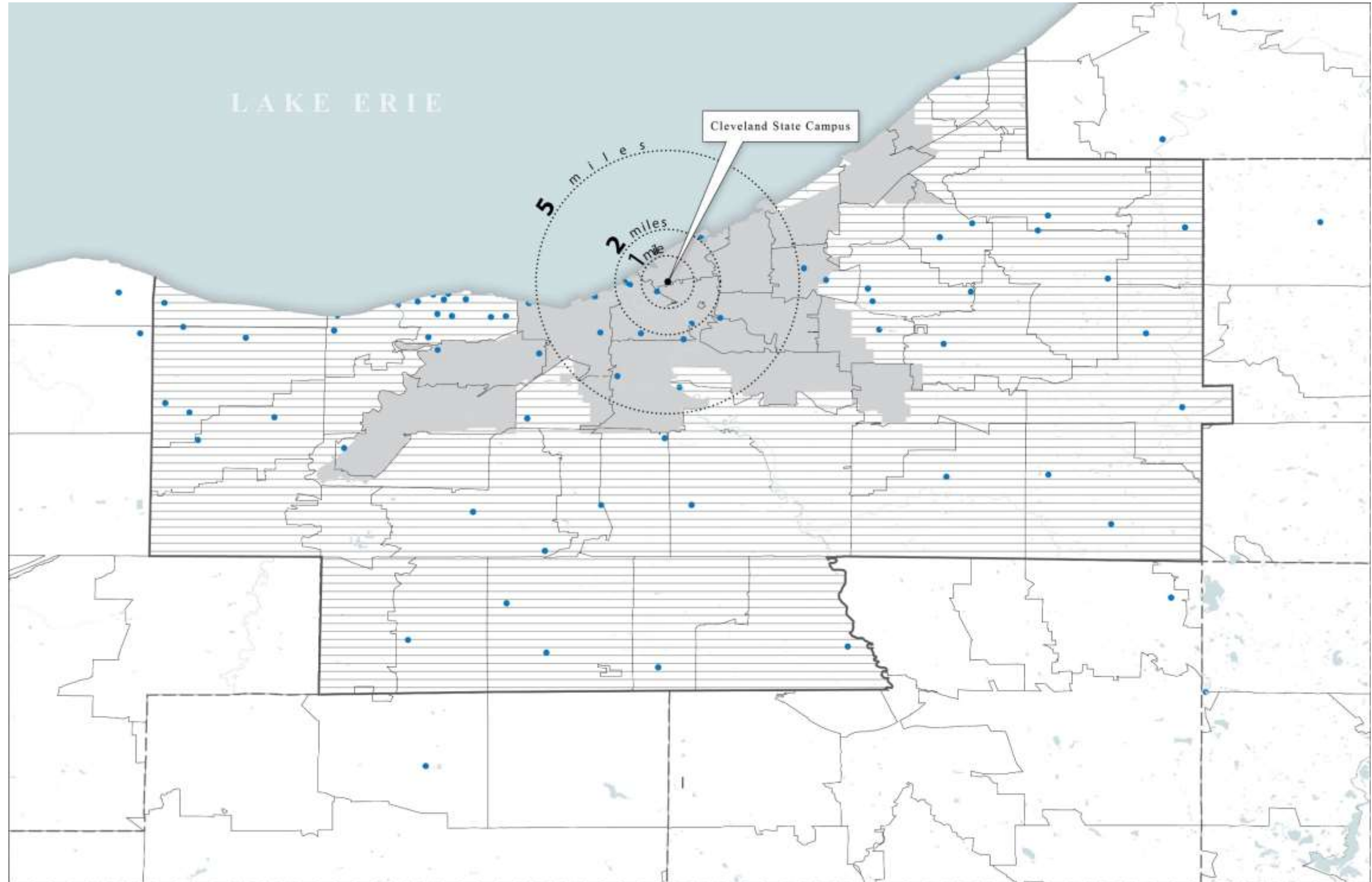
■ City of Cleveland

▨ Cuyahoga County

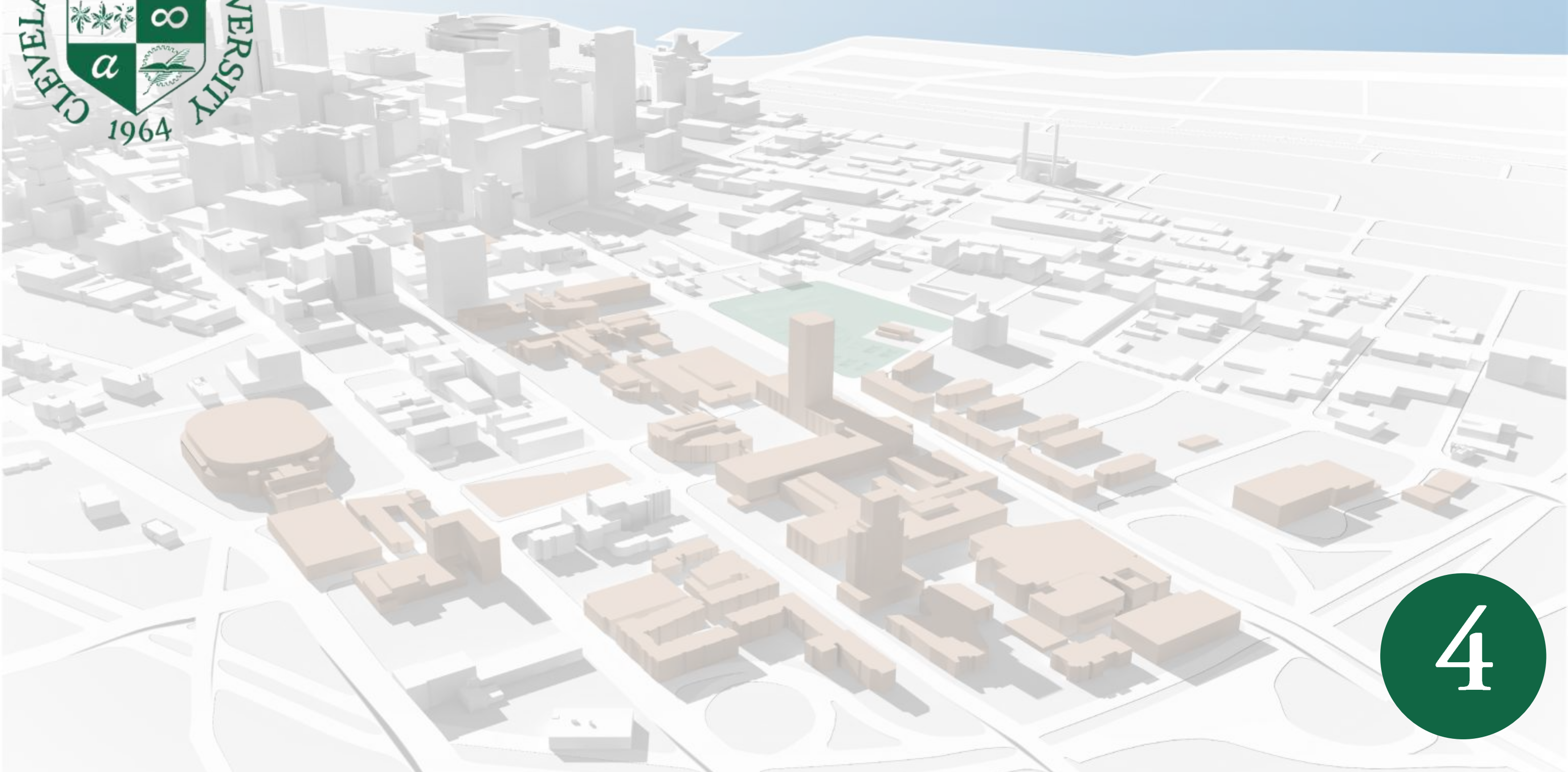
3 Zip Code Analysis. Graduate Studies.



3 Zip Code Analysis. Law.



Initial Benchmarking.



4 Initial Benchmarking

Peers Based on Carnegie Classification

AAUP Peers

Ohio Four-Year Public Colleges and Universities

Urban 21 Universities

Other Institutions Citing CSU as a Peer



4

Initial Benchmarking. CSU Peers

Cleveland State University

Indiana University Purdue University Indianapolis

Temple University

University of Alabama Birmingham

University of Akron

University of Cincinnati

University of Illinois Chicago

University of Louisville

University of Massachusetts-Boston

University of Missouri-Kansas City

University of New Mexico

University of Texas at Dallas

Wayne State University

Wright State University

INSTITUTION SIZE

- 1,000 - 4,999
- 10,000 - 19,999**
- 20,000 and above
- 5,000 - 9,999
- Not applicable
- Not reported
- Under 1,000

URBAN CONTINUUM

- City: Large**
- City: Midsize
- City: Small
- Rural: Fringe
- Suburb: Large
- Town: Distant
- Town: Fringe
- {Not available}

CARNEGIE CLASSIFICATION: BASIC

- Doctoral/Research Universities**
- Research Universities (high research activity)
- Research Universities (very high research activity)
- Associate's--Private For-profit
- Associate's--Private For-profit 4-year Primarily Associate's
- Associate's--Private Not-for-profit
- Associate's--Private Not-for-profit 4-year Primarily Asso...
- Associate's--Public 2-year colleges under 4-year universiti...
- Associate's--Public 4-year Primarily Associate's
- Associate's--Public Rural-serving Large
- Associate's--Public Rural-serving Medium
- Associate's--Public Rural-serving Small
- Associate's--Public Special Use
- Associate's--Public Suburban-serving Multicampus
- Associate's--Public Suburban-serving Single Campus
- Associate's--Public Urban-serving Multicampus
- Associate's--Public Urban-serving Single Campus
- Baccalaureate Colleges--Arts & Sciences
- Baccalaureate Colleges--Diverse Fields

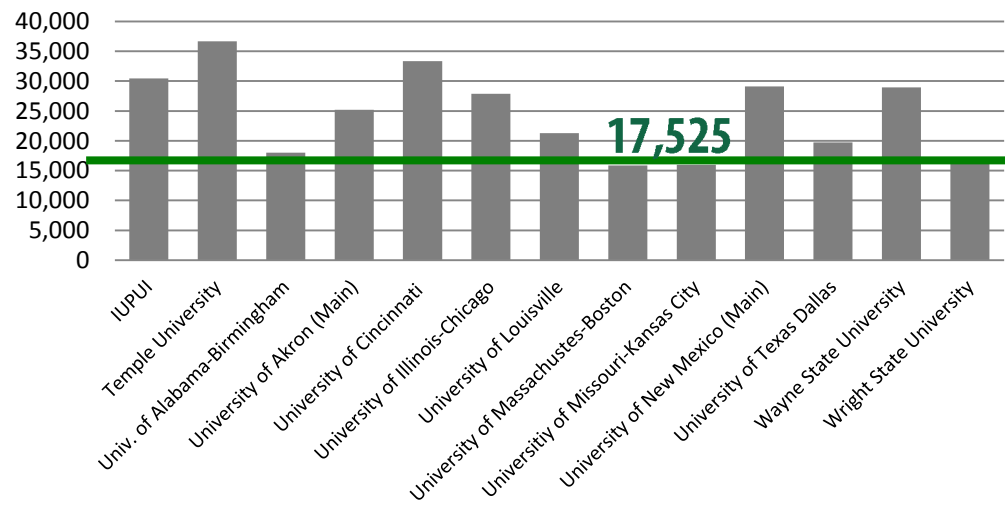
CARNEGIE: LONG

- Doctoral/Research Universities--Extensi...**
- Doctoral/Research Universities--Intensive
- Masters Colleges and Universities I**
- {Item not available}
- Associates Colleges
- Baccalaureate Colleges--General
- Baccalaureate Colleges--Liberal Arts
- Baccalaureate/Associates Colleges
- Masters Colleges and Universities II
- Medical schools and medical centers
- Other separate health profession schools
- Other specialized institutions
- Schools of art, music, and design
- Schools of business and management
- Schools of engineering and technology
- Schools of law
- Teachers colleges
- Theological seminaries and other specia...
- Tribal colleges

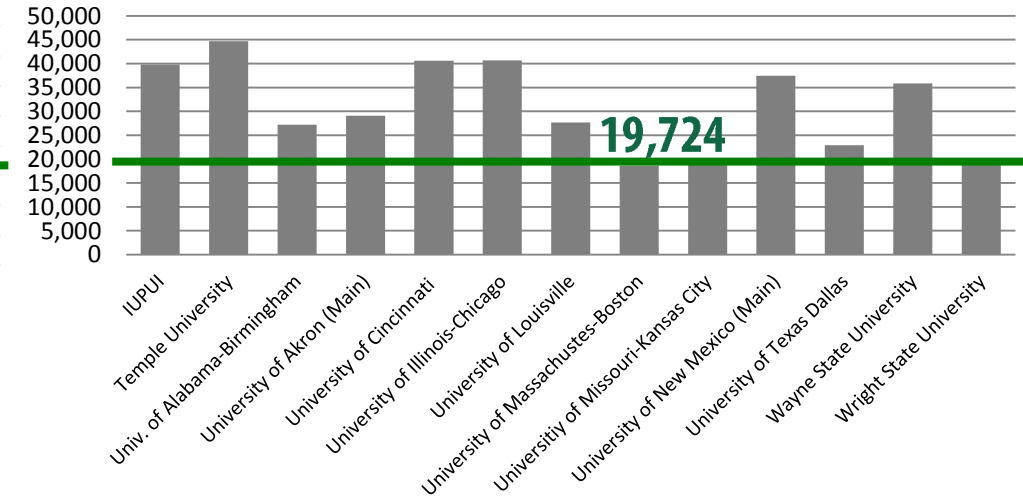
4

Initial Benchmarking. Physical Inventory.

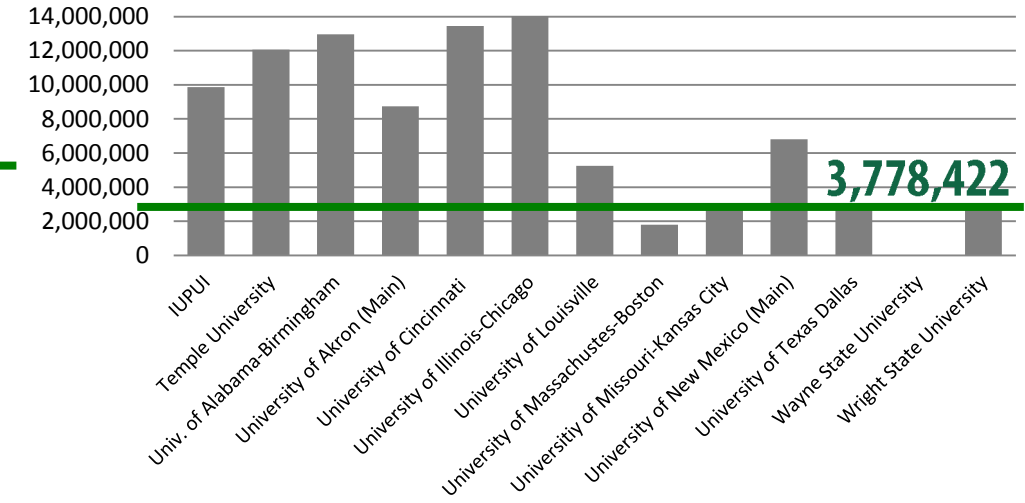
Student Headcount



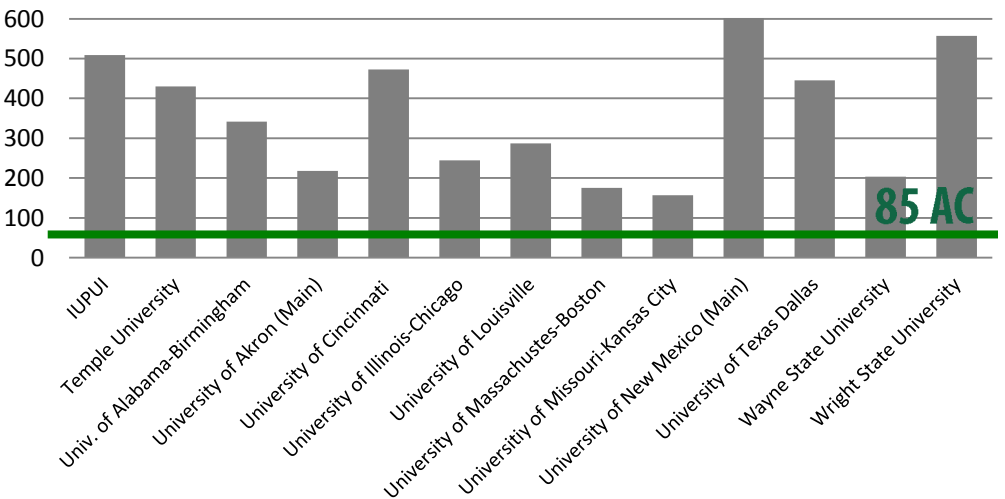
Total Campus Population



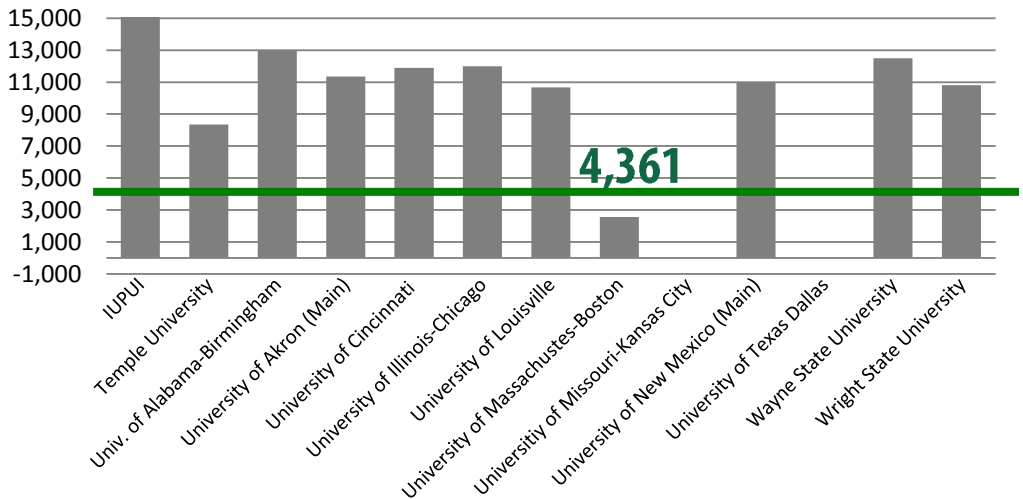
Gross Square Footage (Non-Residential)



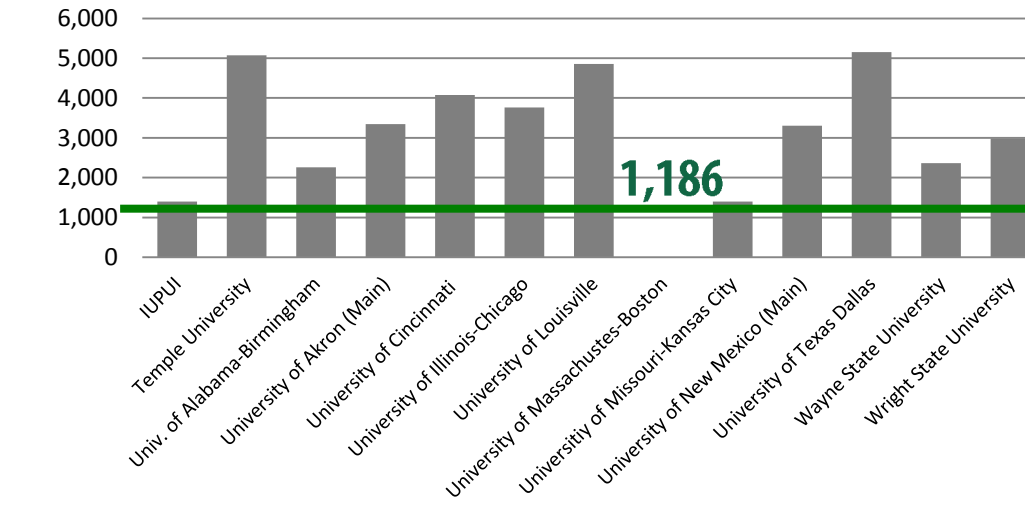
Campus Acreage



Total Parking Spaces



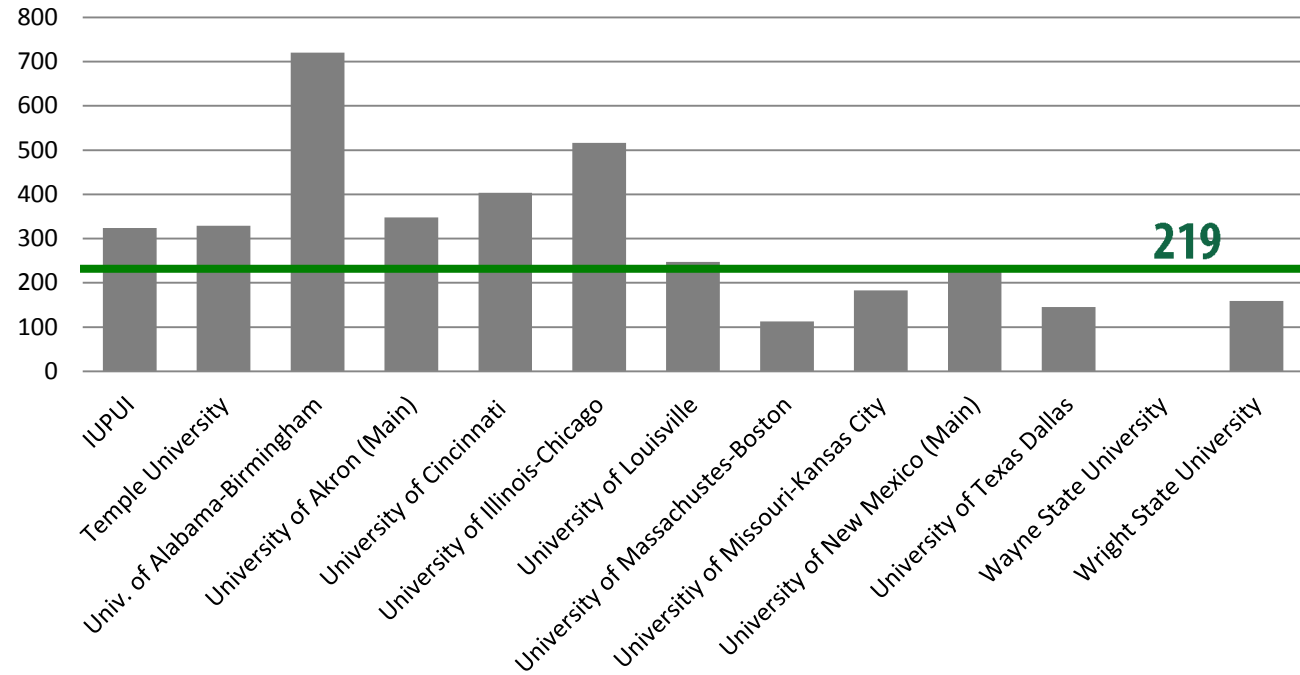
Total number of Beds



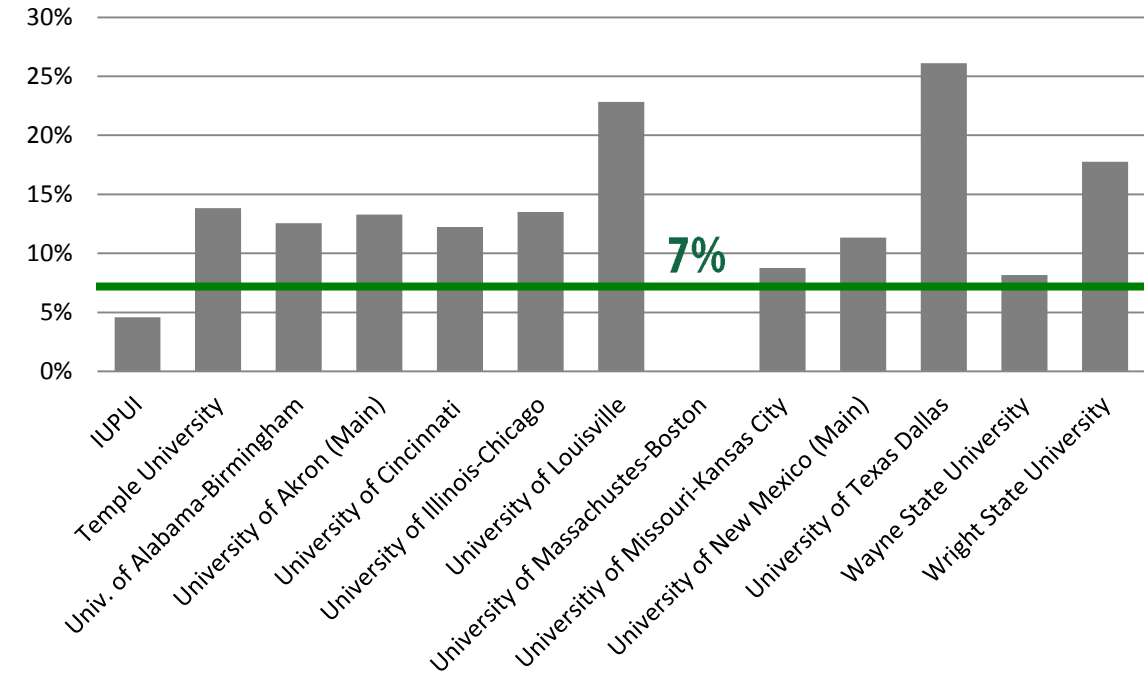
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Initial Benchmarking. Physical Analysis.

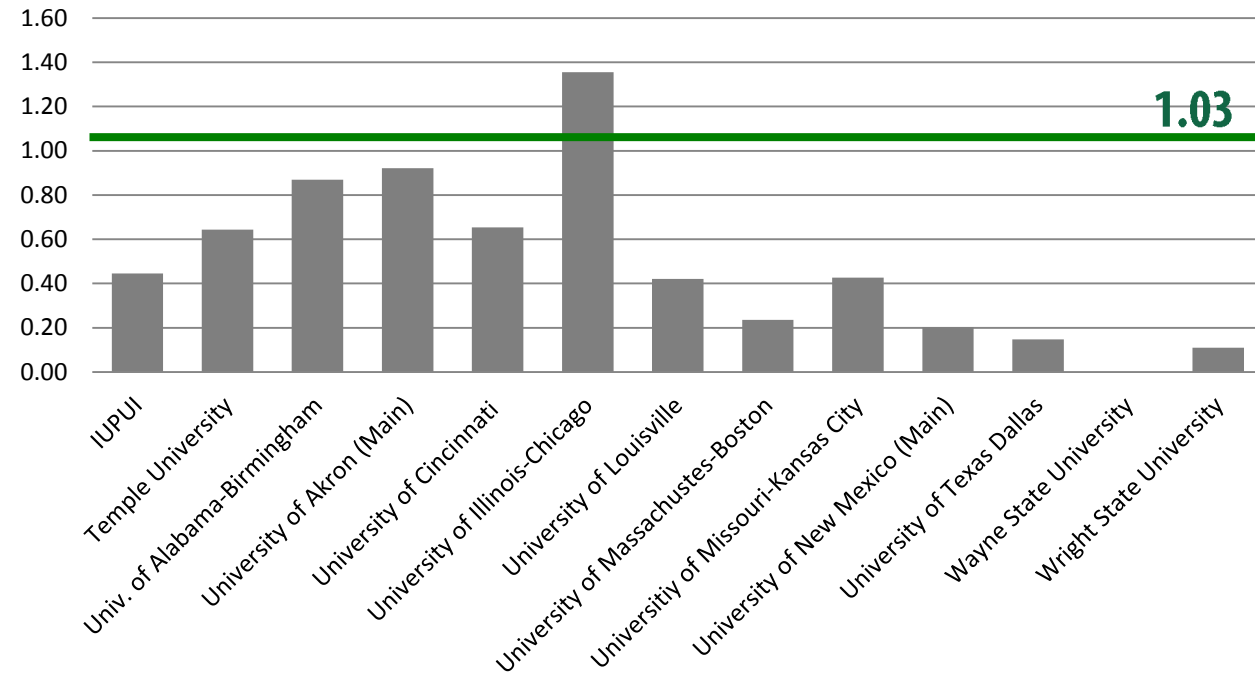
GSF Per Student



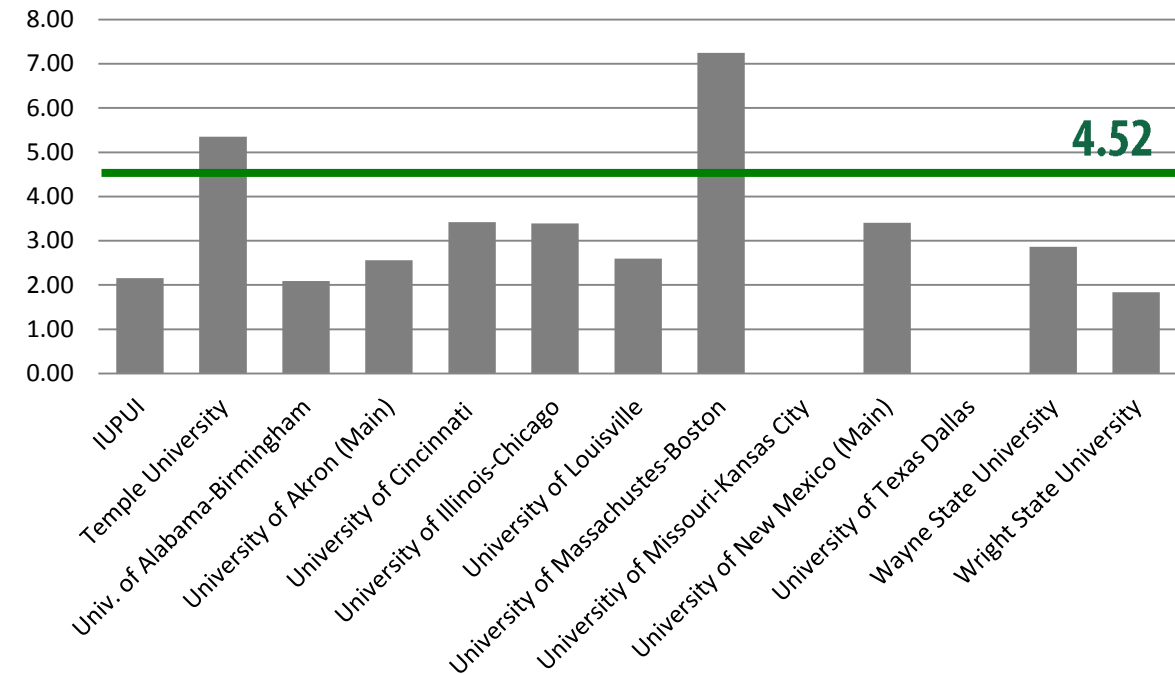
% Living on Campus



Floor Area Ratio



Ratio of People to Parking Spaces



4 Academic Space Needs Analysis. Methodology & Approach

- What do you have?
- How is it used?
- Trends/best practices
- What will you need?
- Recommendations for the physical master plan based on analysis



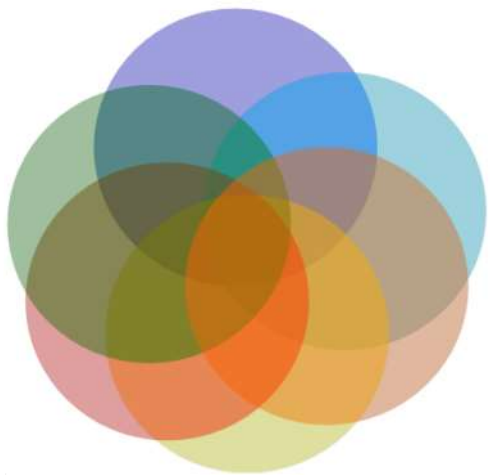
Traditional Model:

- categorized & separated
- departmental turfs
- rigid structure
- historic divisions
- fixed growth plan
- mixing discouraged



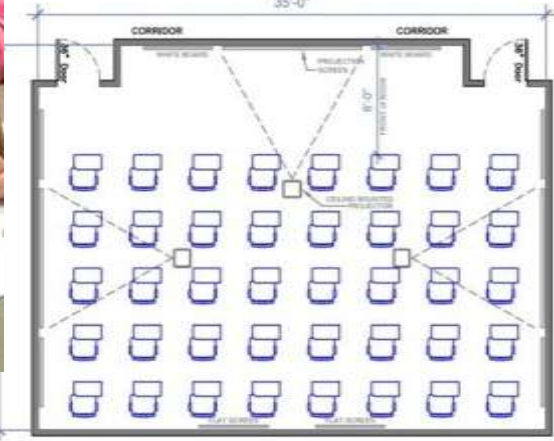
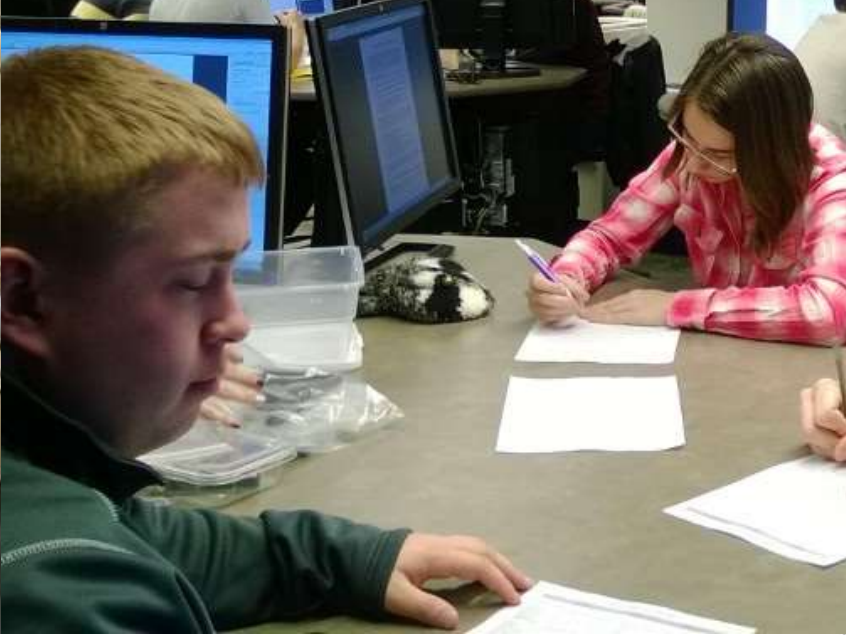
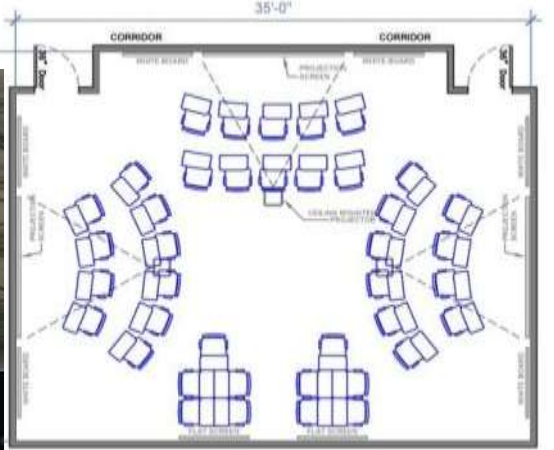
Academic Trends:

- shared spaces
- flexible spaces
- cross-pollination
- interdisciplinary curriculum
- live and study environments
- institutional unity

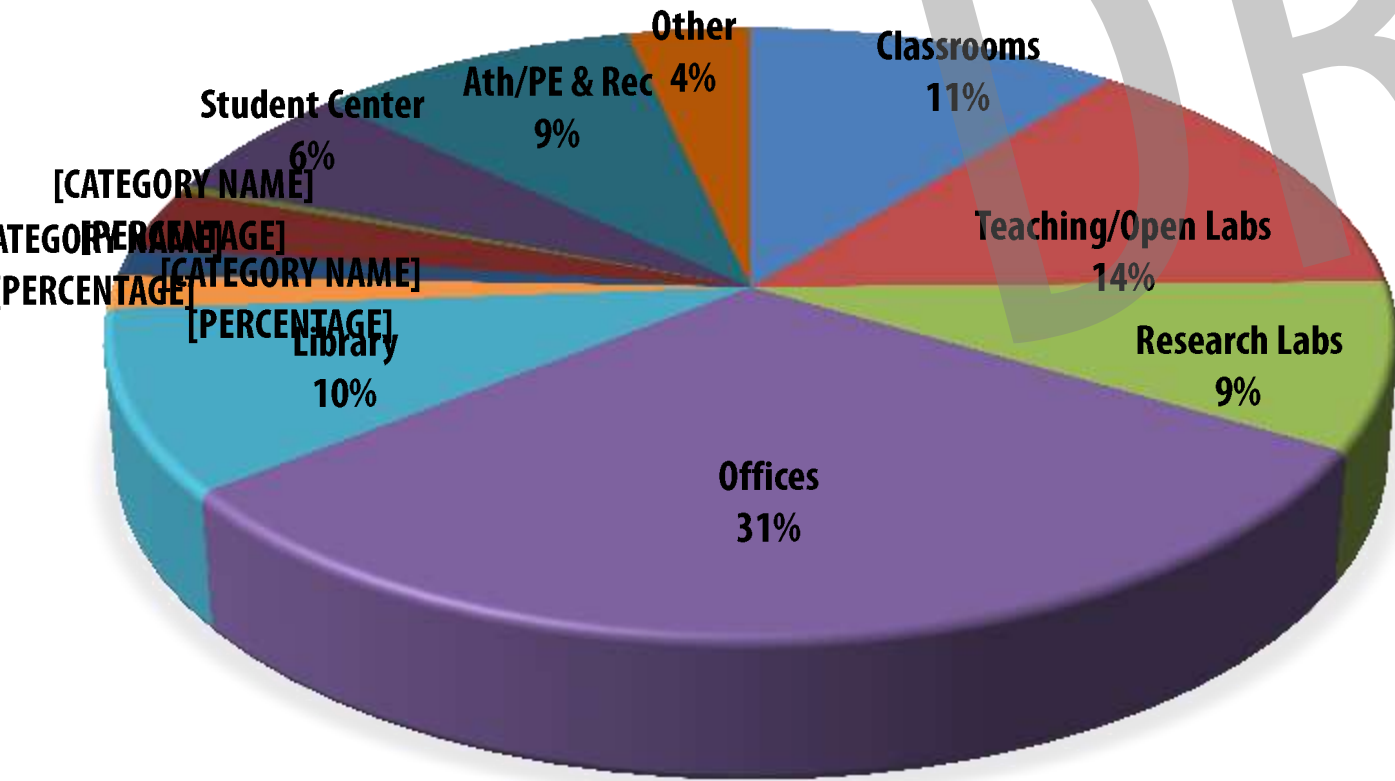


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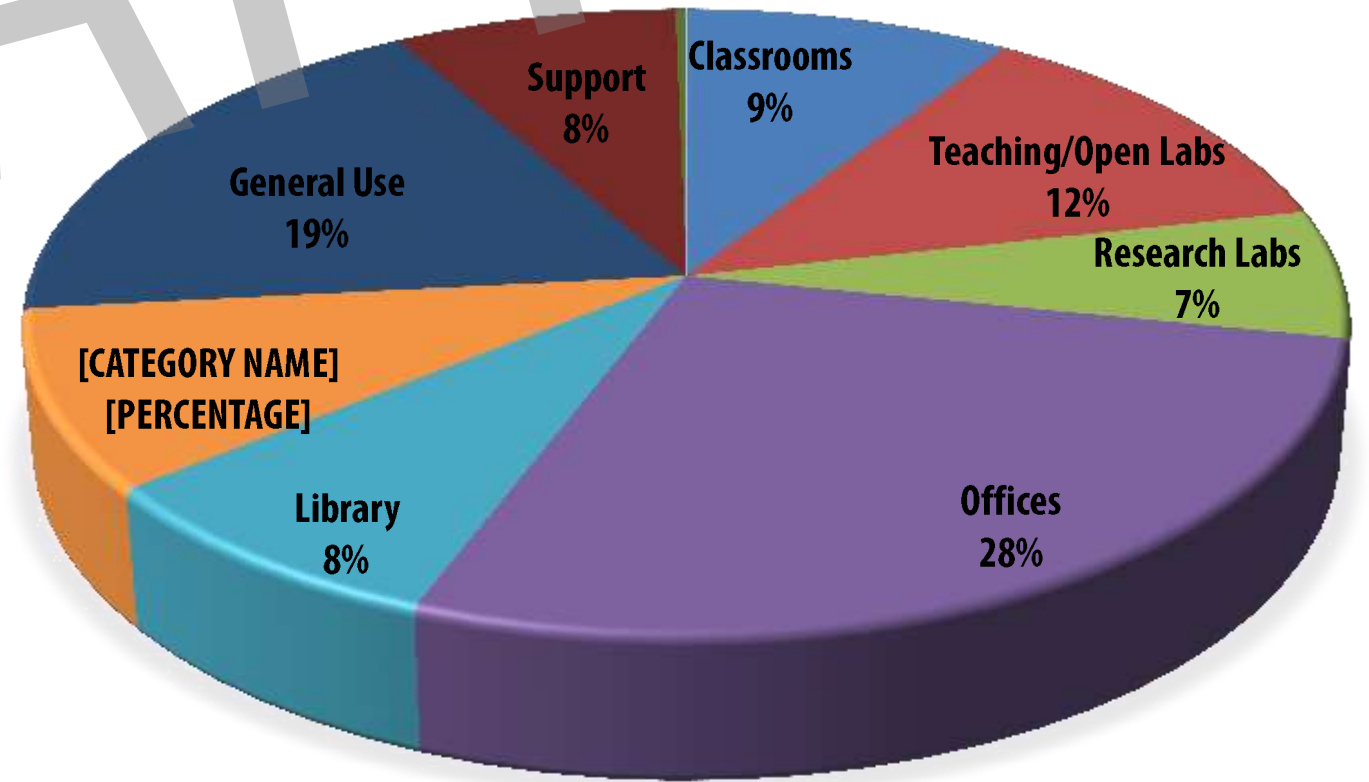
Academic Space Needs Analysis. Methodology & Approach



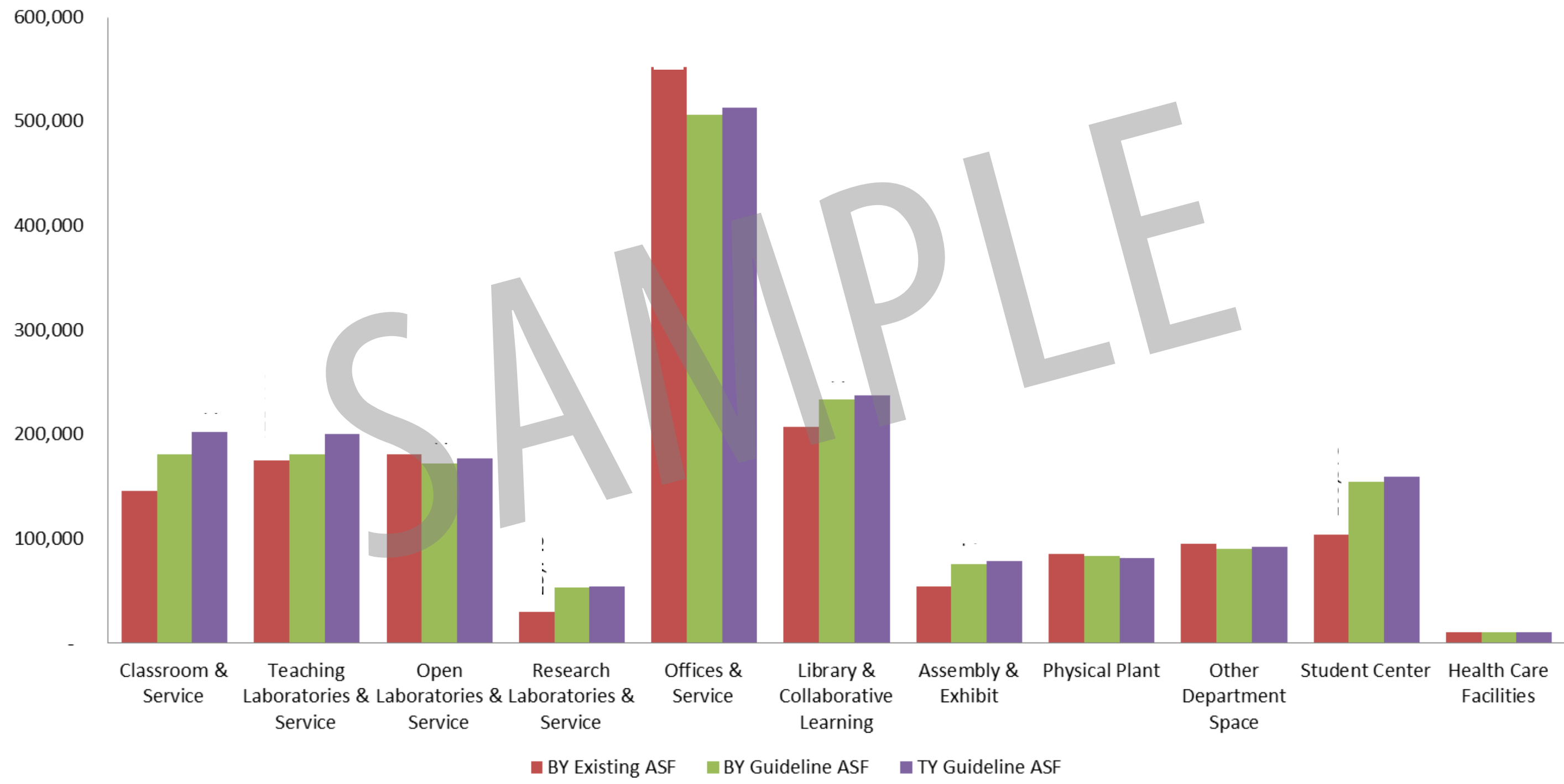
Cleveland State University Existing ASF



Initial Comparative Institutions Existing ASF

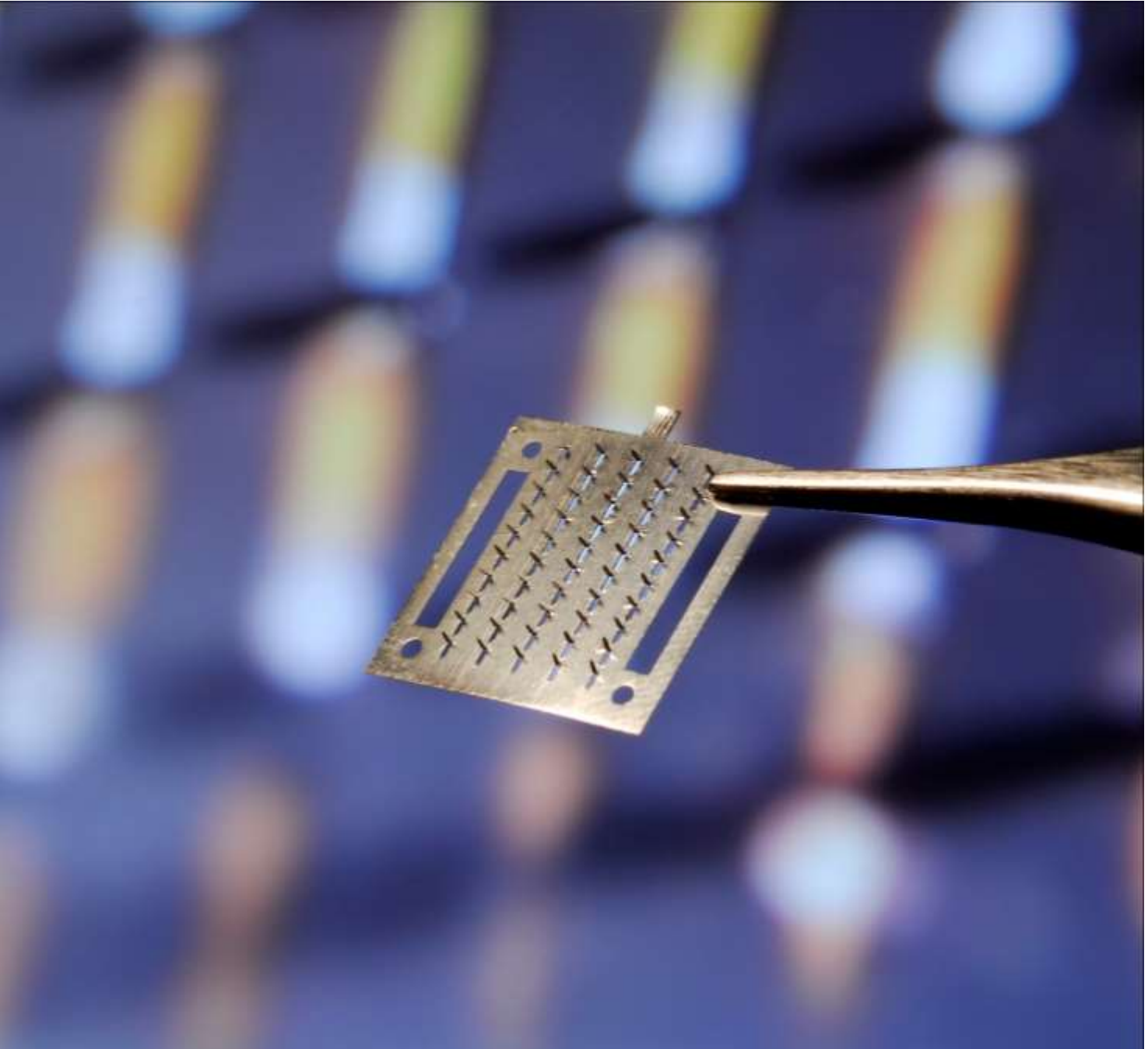


Academic Space Needs Analysis. Methodology & Approach



4

Research. Future State.



4

Research. Future State.

INTER/MULTI-DISCIPLINARY

TRANS-DISCIPLINARY

FLEXIBILITY & ADAPTABILITY

+ PORTABILITY

BIOINFORMATICS

EVERYTHING INFORMATICS

CO-LOCATED

VIRTUAL & NETWORKED

BASIC—DISCOVERY

+ APPLIED—DEVELOPMENT

LIFE-SCIENCES

+ ENGINEERING

TEAM SCIENCE 1.0

TEAM SCIENCE 2.0

2

What We Heard.

“What Will Make the Master Plan Successful?”:

- Incorporate the 6 strategic principles
- Address Rhodes Tower
- Address Student Experience –
 - graduate and undergraduate
 - commuter and residential students
 - First year and transfer
- Increased retention and graduation rates
- Funding and fundraising
- A more vibrant community around campus
- Campus green space, outdoor rec space
- Faculty involvement
- A shared sense of meaning, and a shared sense of direction, capacity and available resources.



2

What We Heard: Academics.

“Where Will CSU be in 10 Years? How are changes reshaping learning at CSU?”

- Goal to become a major urban university:
 - “in Cleveland, of Cleveland, by Cleveland”
- CSU is a point of physical and cultural revival of the city
- Prioritize academic programs
- Sciences, engineering, health are strong programs with growing enrollments
- Rebuild engineering program, define engineering strengths and focus
- Growth in engineering and health sciences research
- Need to determine enrollment goals for Master Plan



2

What We Heard. Student Experience.

“How Can CSU Further Enhance the Student Experience?”

- Deeper understanding of our student population
- Attract more non-traditional students: veterans, older students, students with some college
- Diversify and embrace the full range of students
- Need outdoor hang-out space
- Create traditions and memories linked to place, campus
- More amenities, lounges – ‘what would make a commuter student fall in love with campus’?
- Re-think ‘Career Services’ space and concept – more interactive space with future employers
- Leverage the strategic value of university housing stock for recruitment, retention



2 What We Heard. City Engagement.

“How Can CSU Better Engage with the Community and Downtown?”

- Sell young people on living in Cleveland and downtown
- Create a University neighborhood - kick-start with more housing for walk-in students, faculty, staff
- Urban and lifestyle amenities, e.g. grocery store, retail, entertainment, affordable housing, daycare
- University influence going north, east and south
- Opportunities for greater integration with Cleveland businesses
- CSU presence beyond main campus – incubator space, non-traditional learning spaces, commuter ‘hot spots’



2 What We Heard. Campus Mobility.

What are the Major Connectivity, Mobility, and Circulation Goals?

- Improve linkages with city assets, especially the lakefront
- Improve transit access for west side commuter students
- Develop parking demand management strategies for students, faculty, staff
- Improve pedestrian, bike access across Chester Avenue
- Consider campus bike sharing program
- Continued off-campus parking a security concern – expand patrol boundary?



2

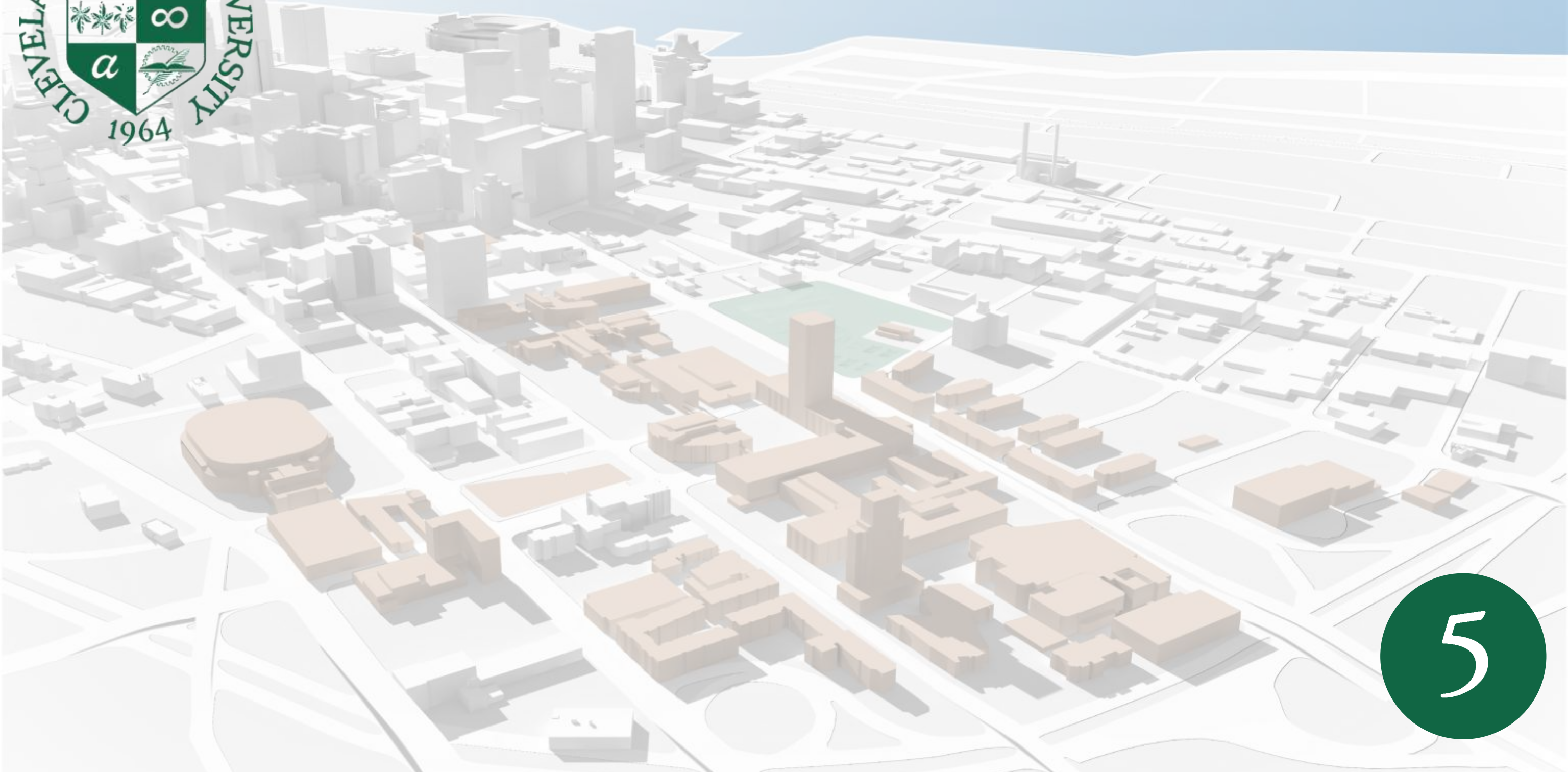
What We Heard. Physical Condition.

Campus, Facilities, and Sustainability - "What Does This Master Plan Need to Address?"

- Focus on renovation, upgrading and modifying existing facilities
- Address Rhodes Tower, Main Classroom, Science Building, Science Research, Engineering, PE Building
- Address infrastructure (capacity, redundancy, efficiency, green power)
- Address access control and IT concerns (increase bandwidth, redundancy, plus Data Center in Rhodes Tower)
- Future in private partnerships for building off-campus housing
- Make a decision on Heritage Hall
- Athletics and Recreation – address future use of Wolstein Center, future replacement of soccer field, upgrades to softball, outdoor rec
- Make a beautiful urban campus, address wayfinding
- Future expansion opportunities – campus is land-locked



Preliminary Site Analysis.



5 Preliminary Site Analysis. Land Use.

- Traditional (Euclidian zoning) v. mixed use
- Campus-city boundary?
- Central gathering
- Recreation anchors
- Future academic growth?

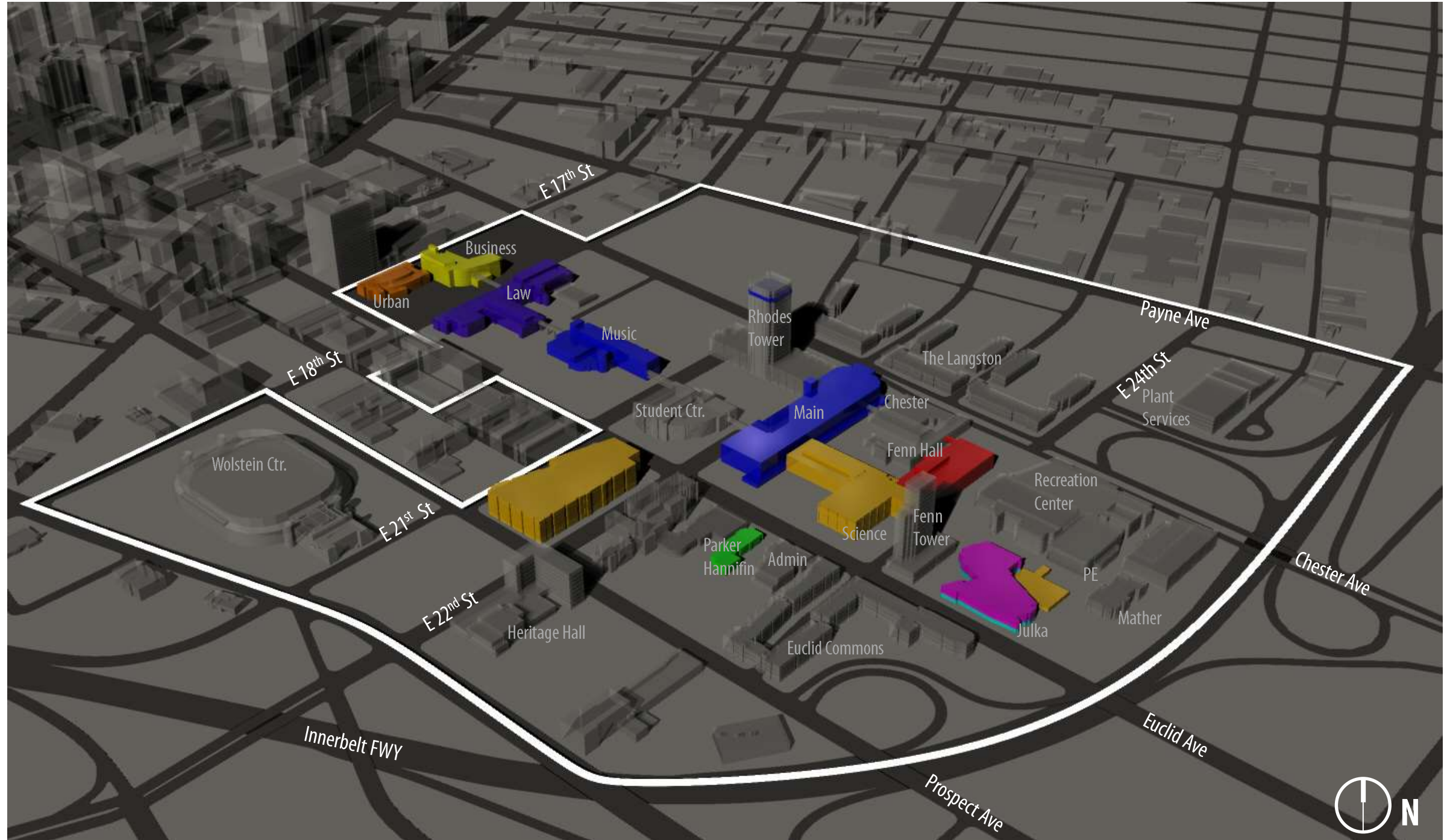
- Academic
- Academic Support
- Campus Support
- Student Life
- Residential
- Athletics + Recreation



5 Preliminary Site Analysis. Building Use by College.

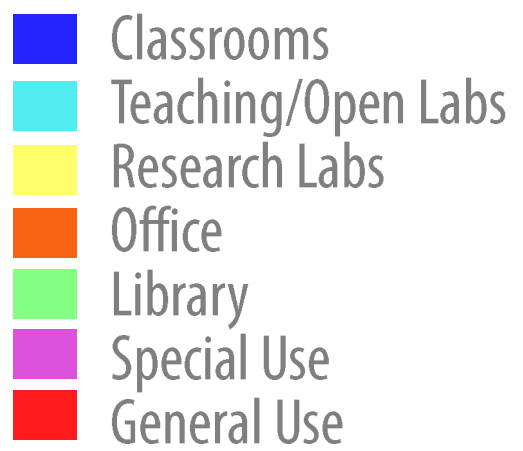
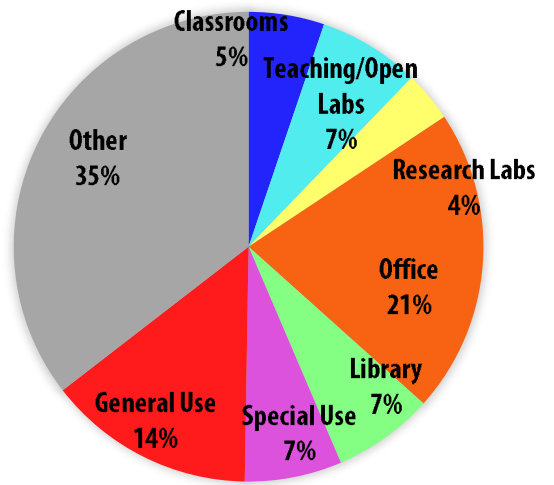
- Primary silo organization
- Multi-disciplinary/trans-disciplinary opportunities?

- Business
- Education & Human Services
- Engineering
- Liberal Arts & Social Sciences
- Nursing
- Sciences & Health Professions
- Urban Affairs
- Graduate Studies
- Law



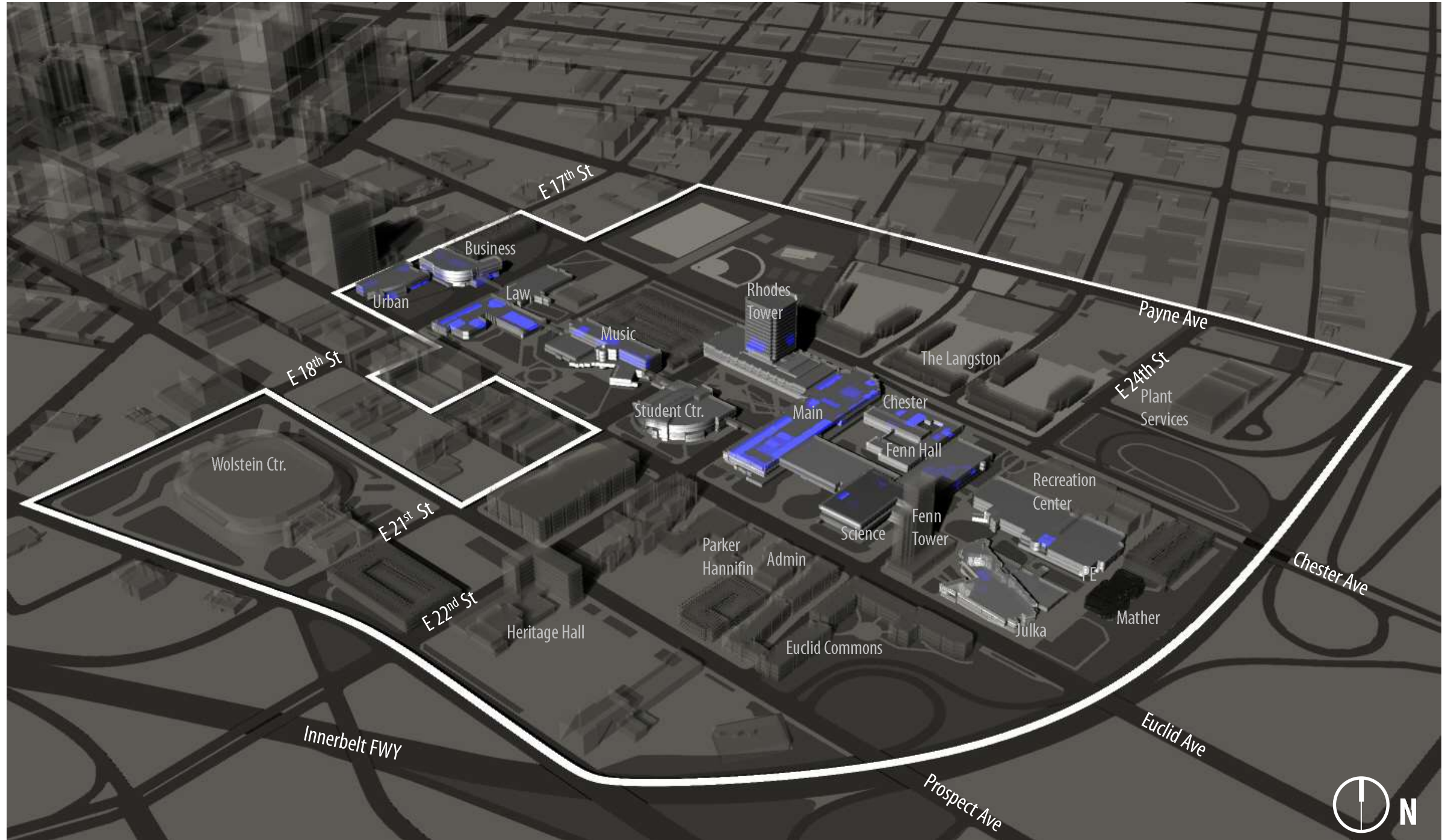
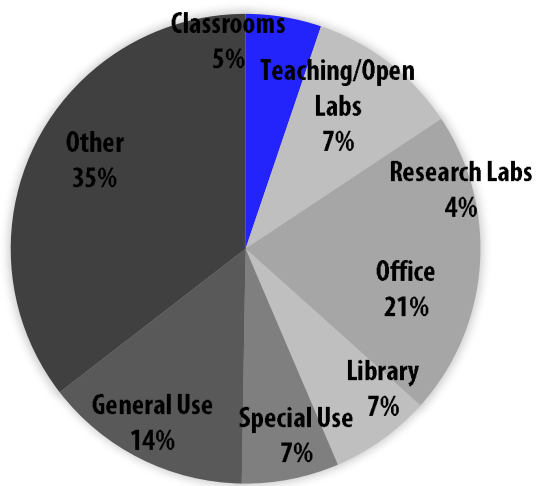
5 Preliminary Site Analysis. Academic Space.

- 1,800,000 ASF Non-Residential



5 Preliminary Site Analysis. Classrooms.

- 169,000 ASF
- 29% of Classrooms in Main Classroom Building

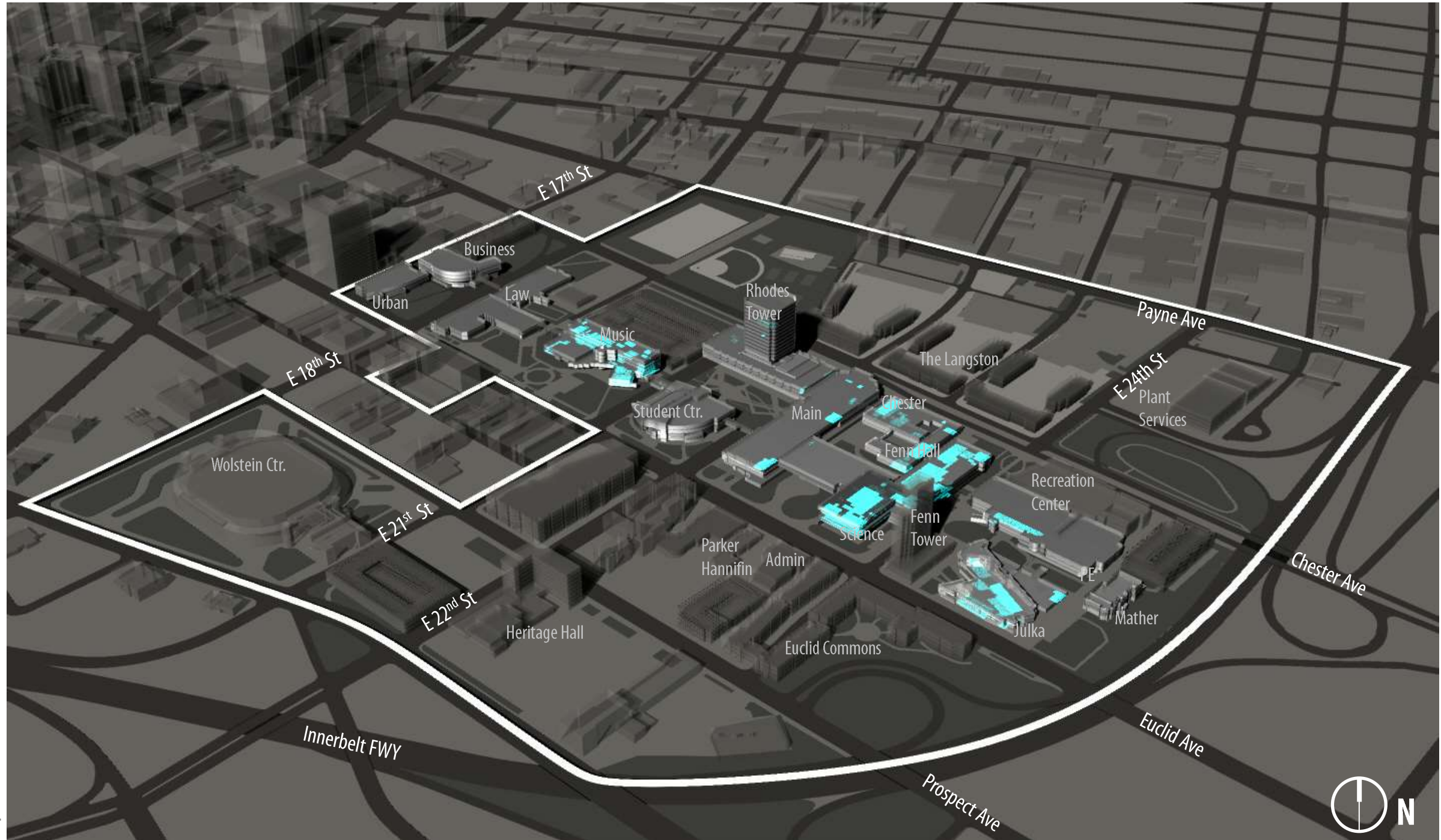
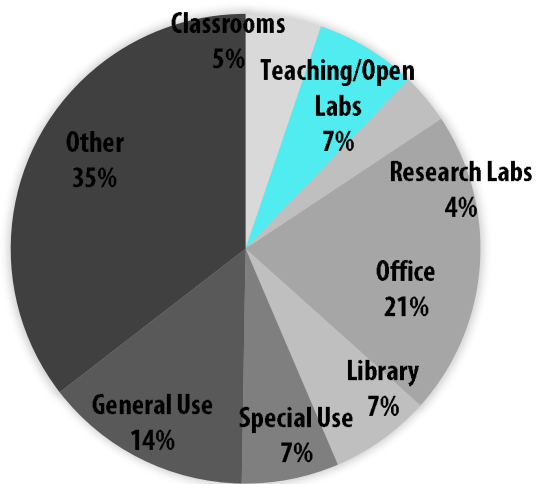


 Classrooms



5 Preliminary Site Analysis. Class Labs + Open Labs.

- 44% of Class/Open Labs in Science, Science + Research, Stillwell Hall
- 212,000 ASF



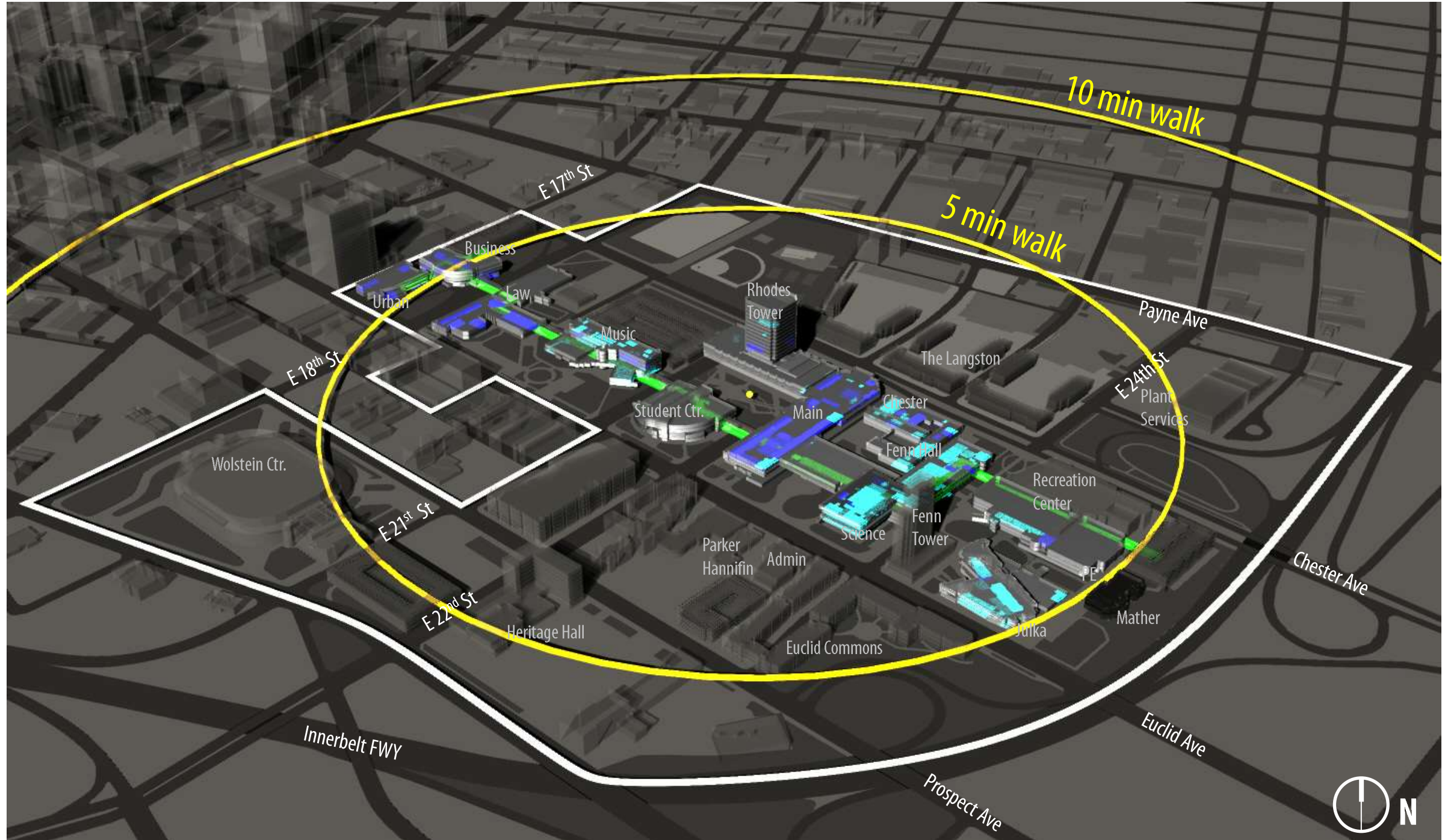
■ Class Labs + Open Labs



5 Preliminary Site Analysis. Interlink + Classrooms/Labs.

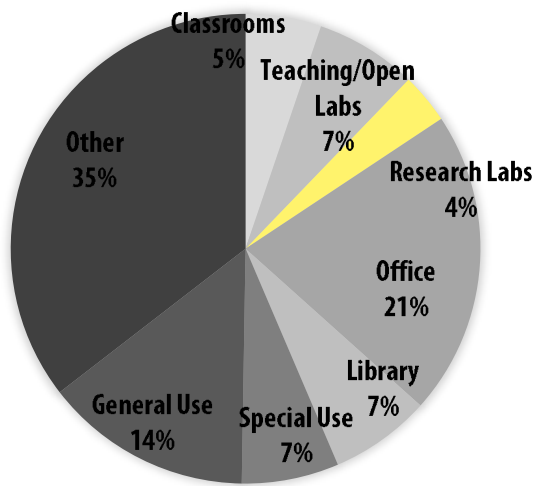
- 5 min walk radius = 1200'

- Classrooms
- Teaching/Open Labs
- InnerLink

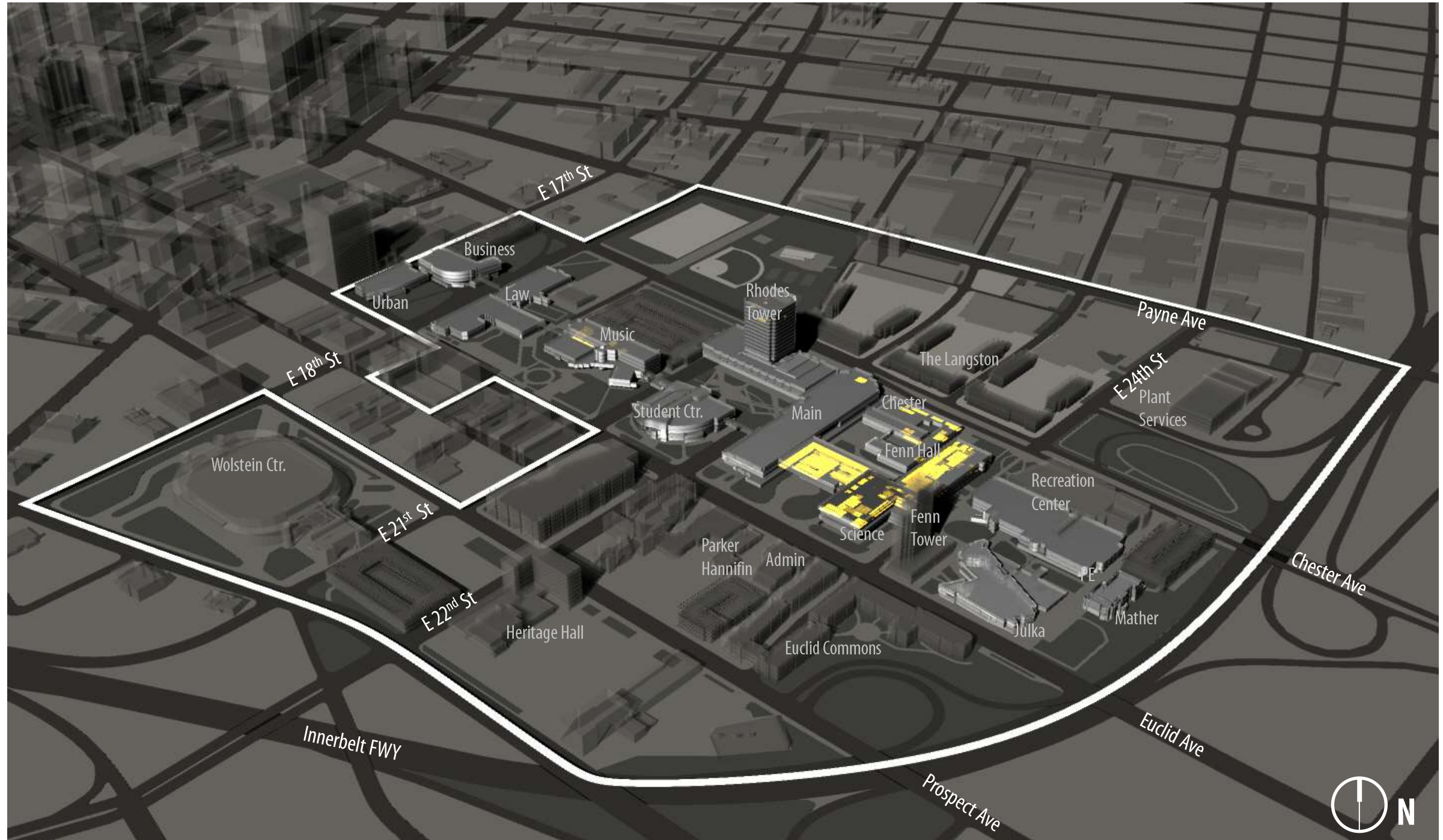


5 Preliminary Site Analysis. Research Labs.

- 90,000 ASF
- Science, Science + Research Center, Stillwell Hall

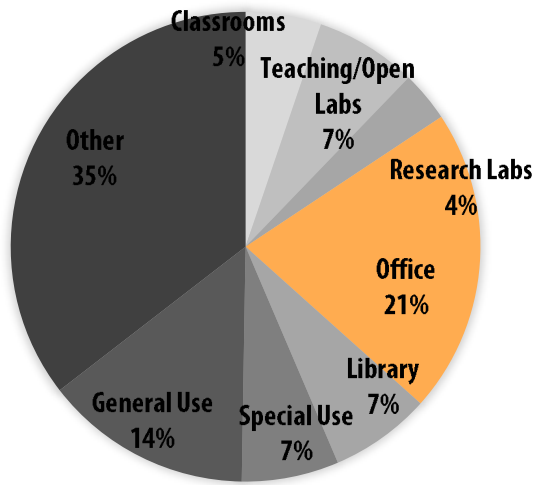


 Research Labs

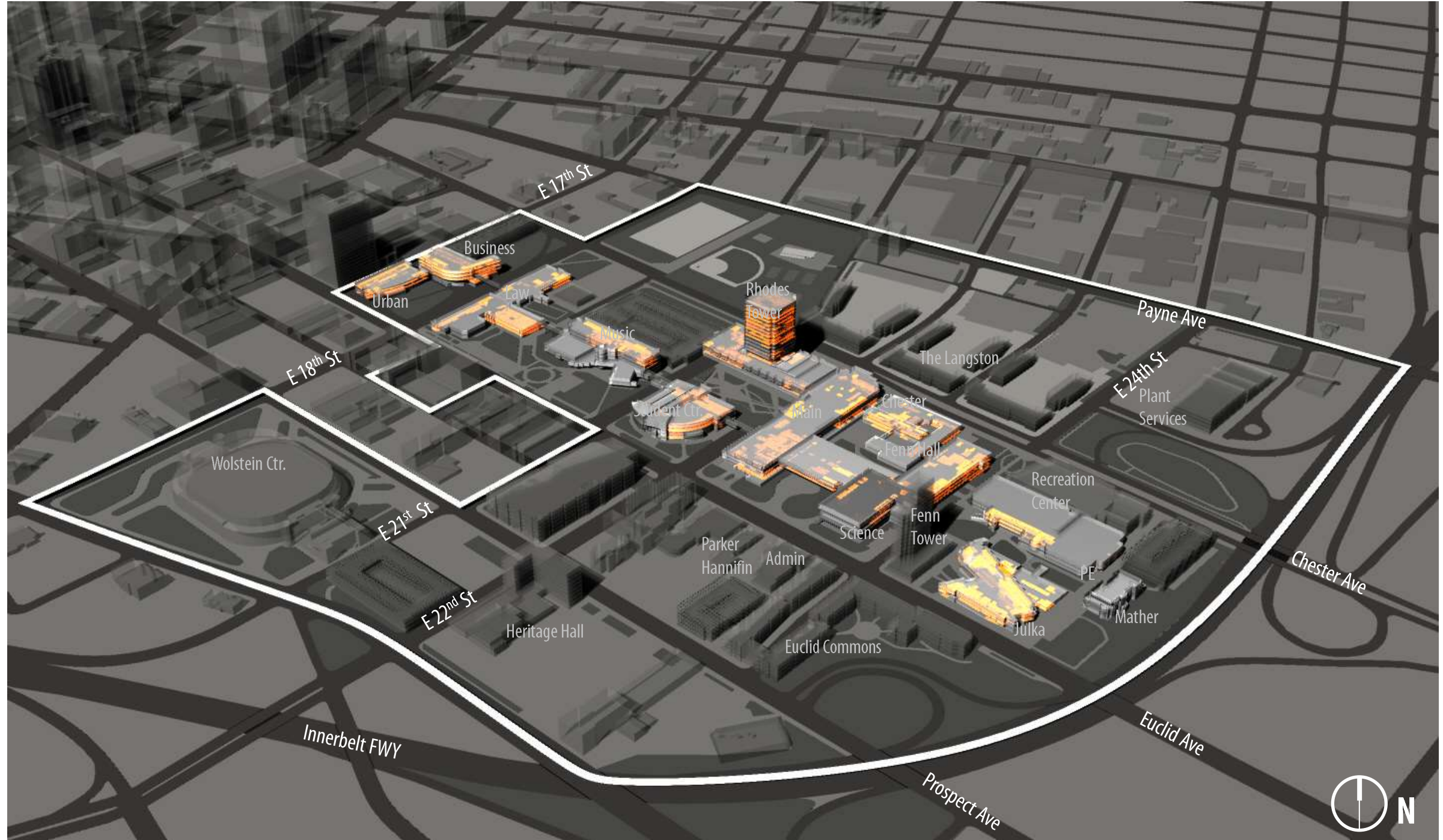


5 Preliminary Site Analysis. Office.

- 685,000 ASF
- 13% in Rhodes Tower

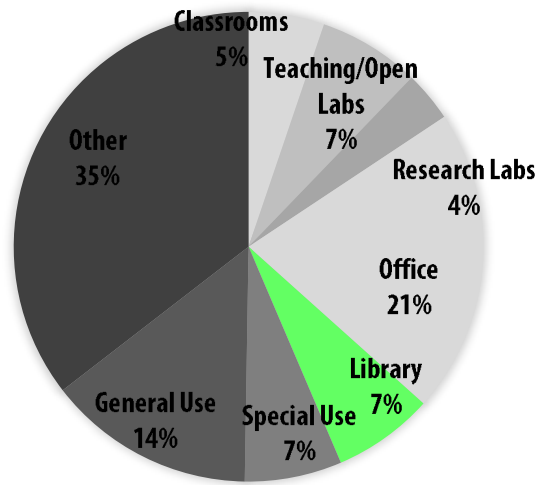


Office

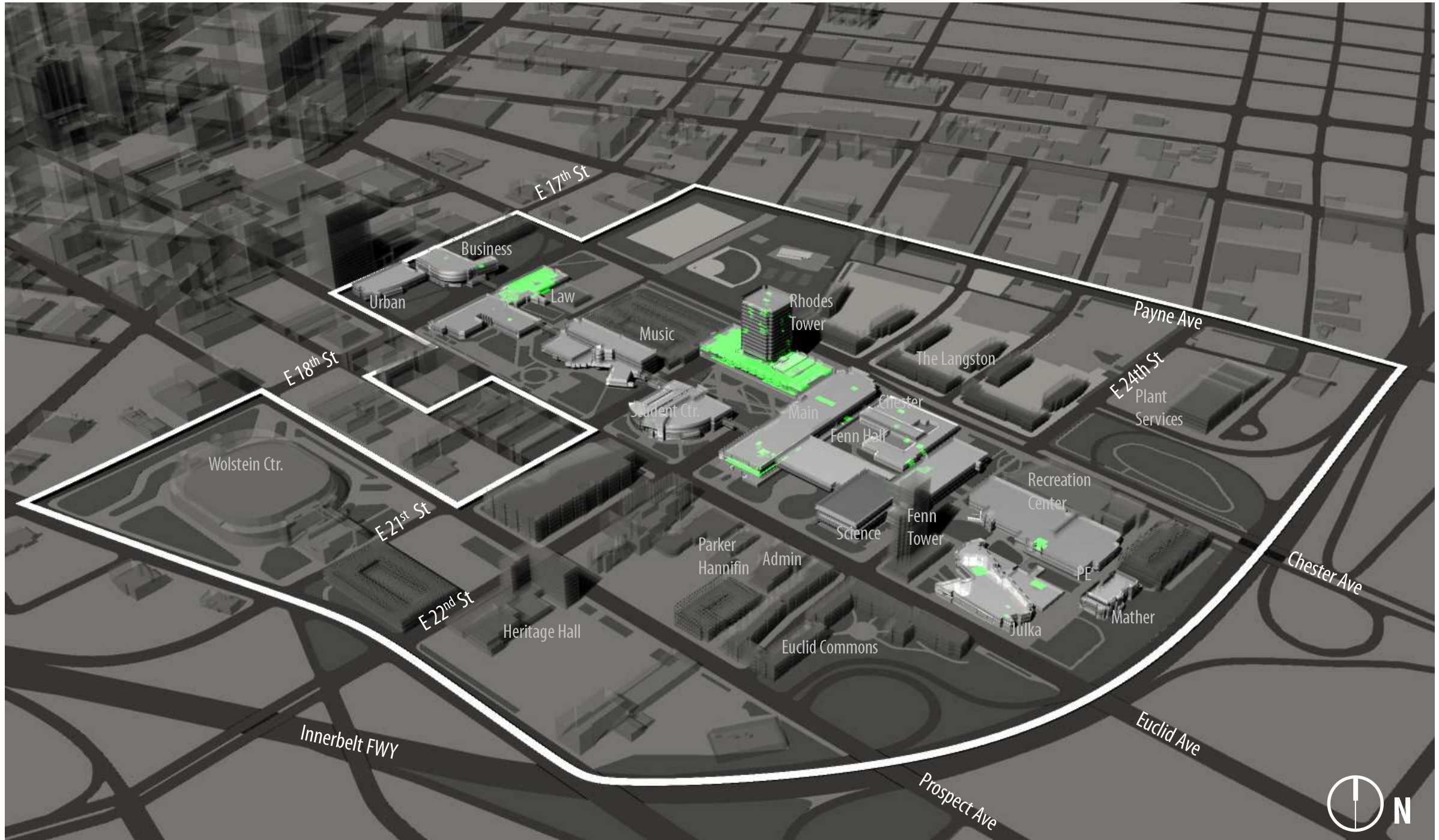


5 Preliminary Site Analysis. Library.

- 225,000 ASF
- 58% in Rhodes Tower

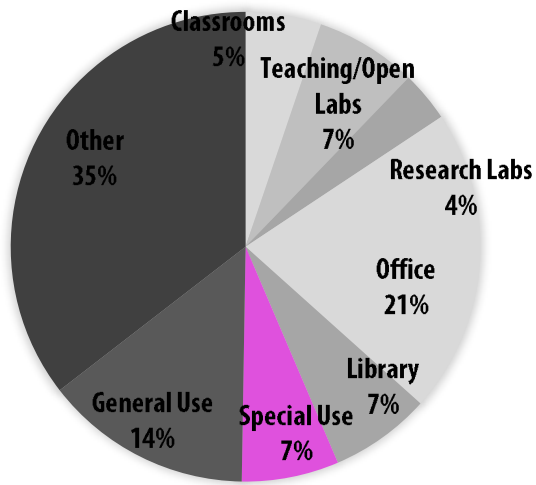


 Library

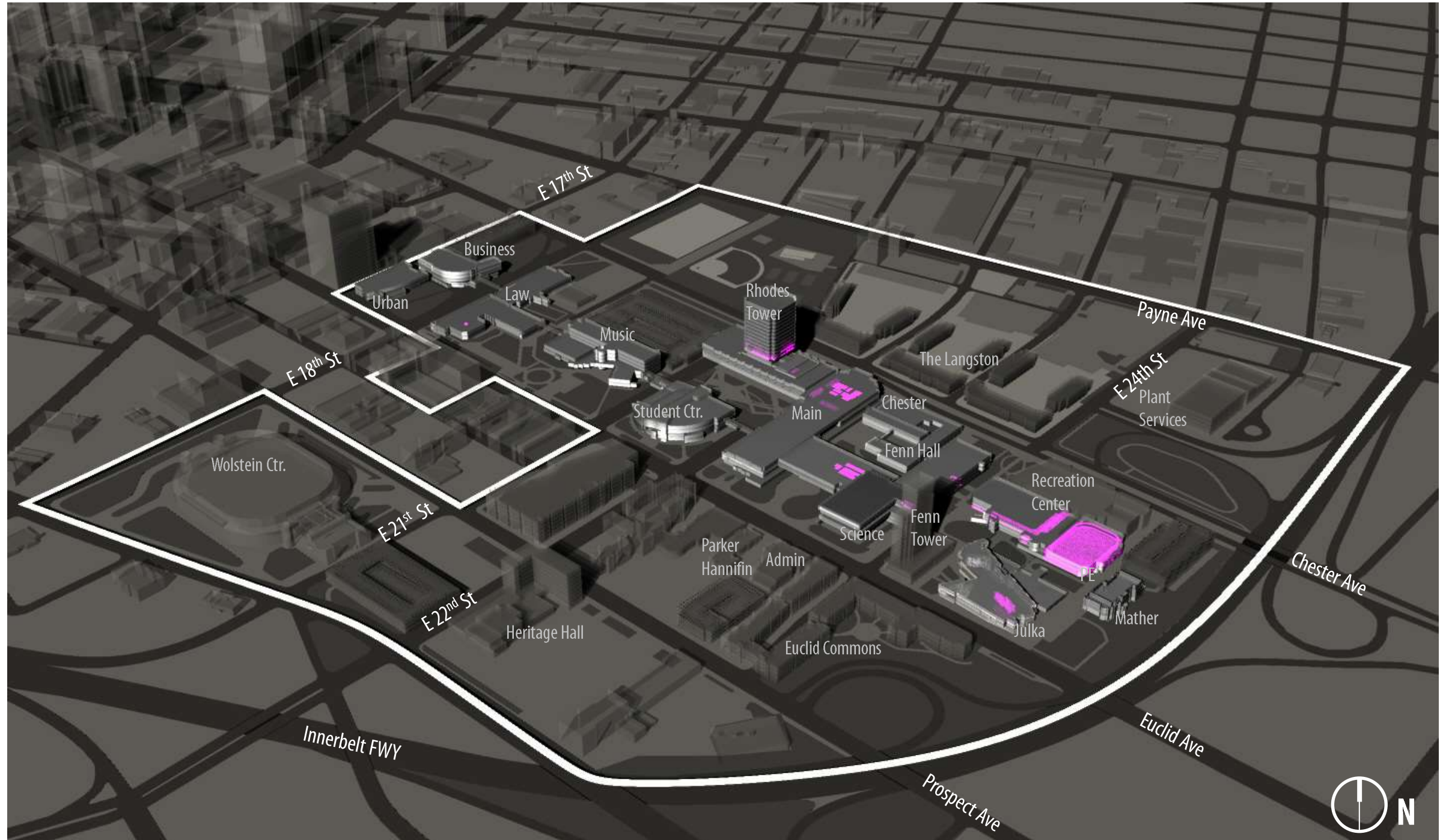


5 Preliminary Site Analysis. Special Use.

- 12,000 ASF
- Athletic, Phys. Ed., Clinic, Media Prod., Greenhouse

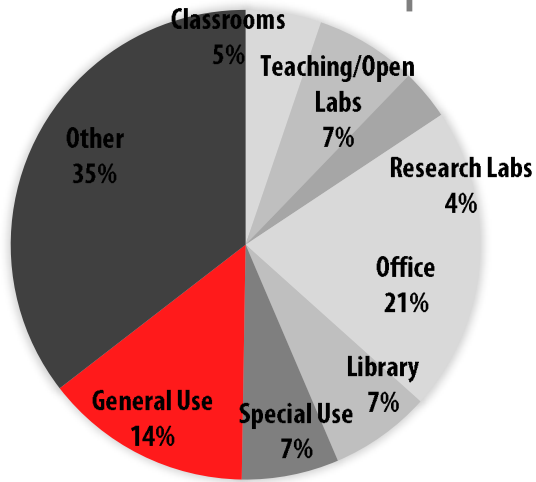


 Special Use

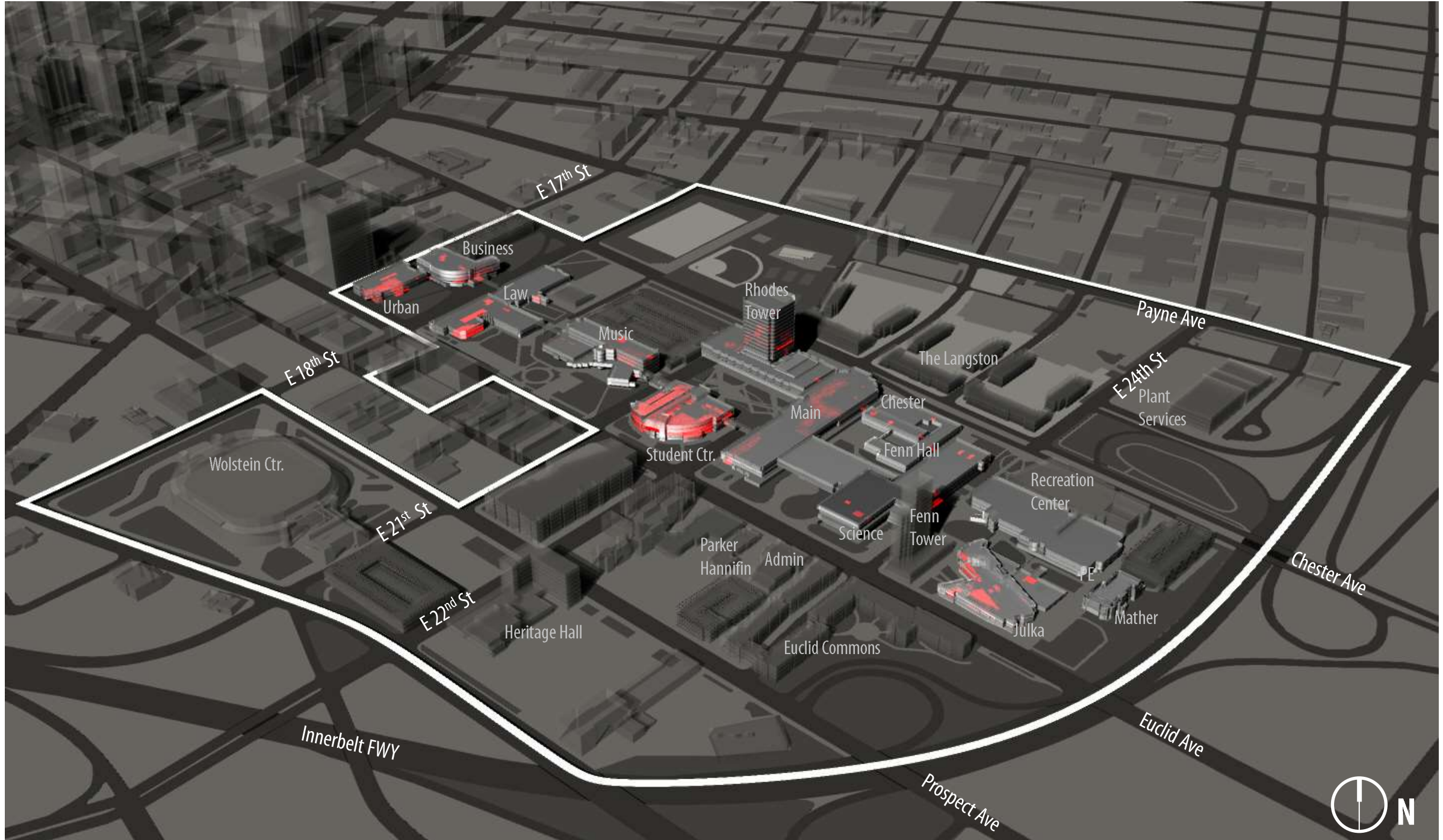


5 Preliminary Site Analysis. General Use.

- 465,000 ASF
- 13% Student Ctr.
- Assembly & Exhibit, Food, Lounge, Mtg.
- Central v. Dispersed

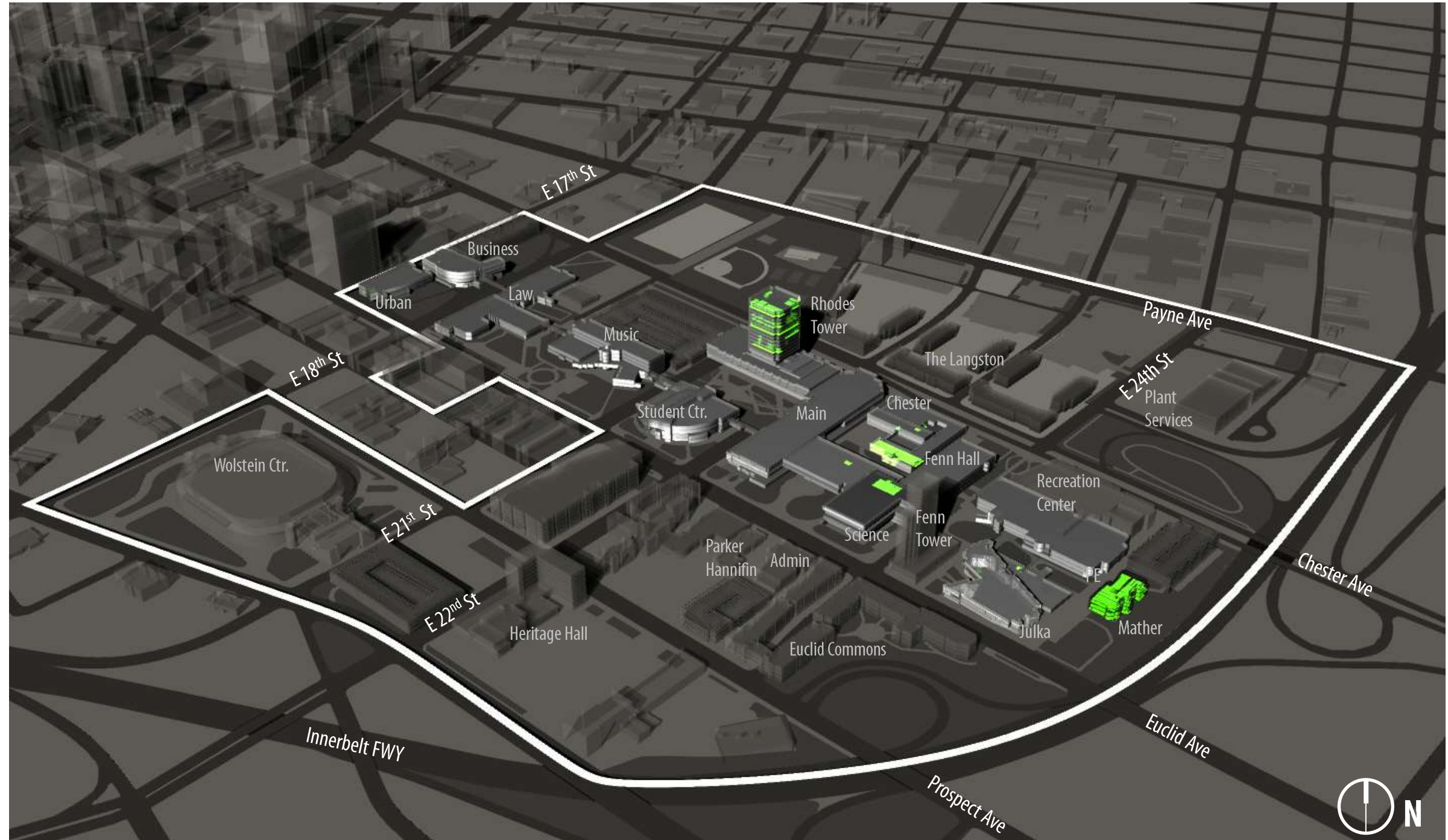


 General Use



5 Preliminary Site Analysis. Inactive Space.

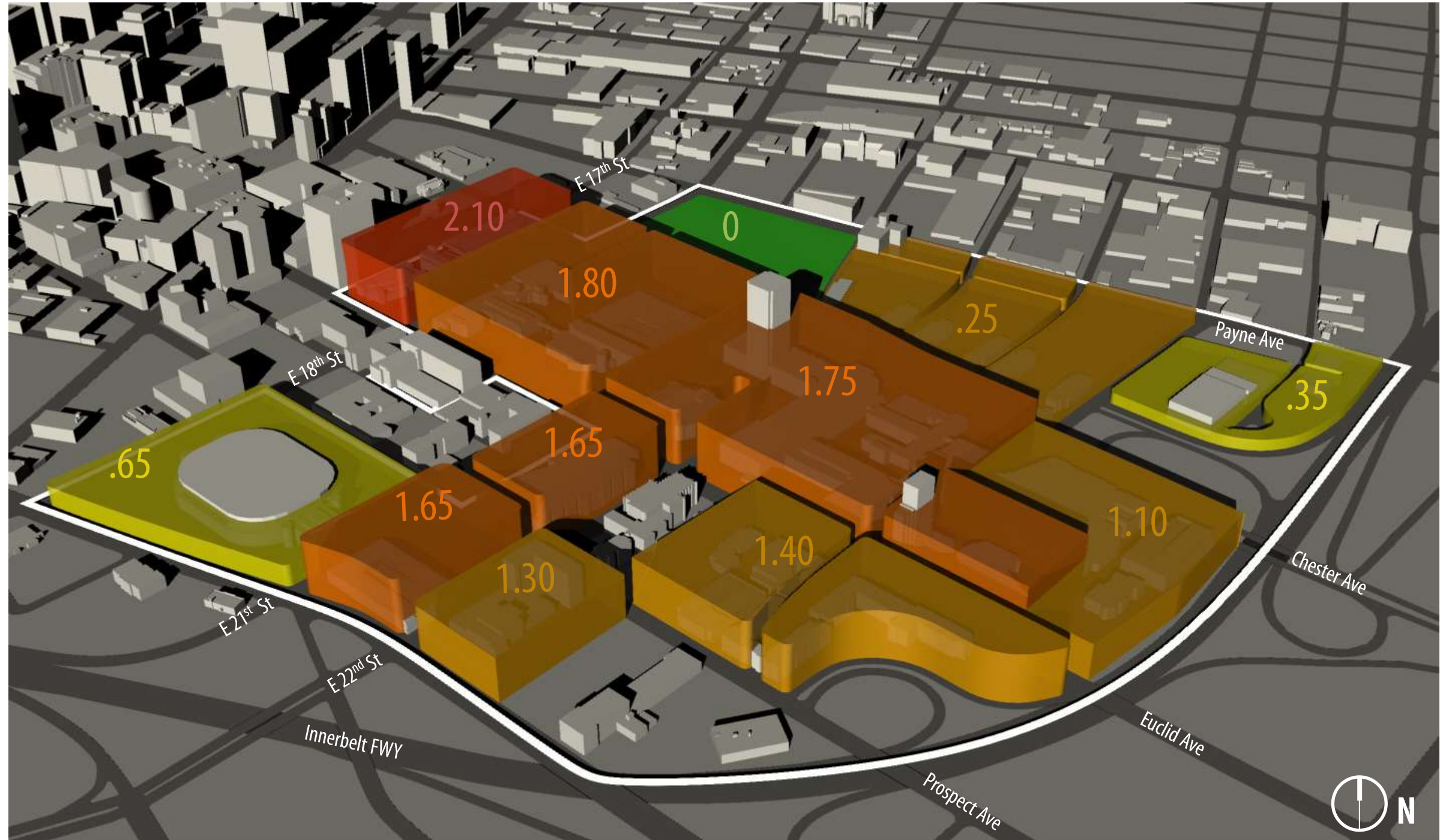
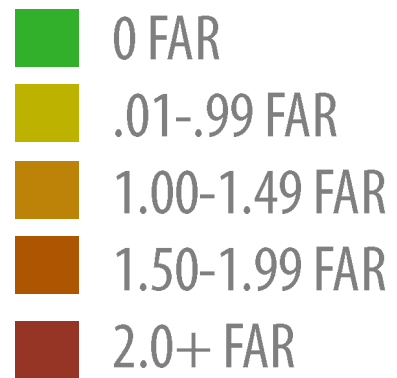
- 123,000 ASF
- 21% Rhodes
- 15% Chester
- 27% Mather
- 14% Keith Hall



 Inactive

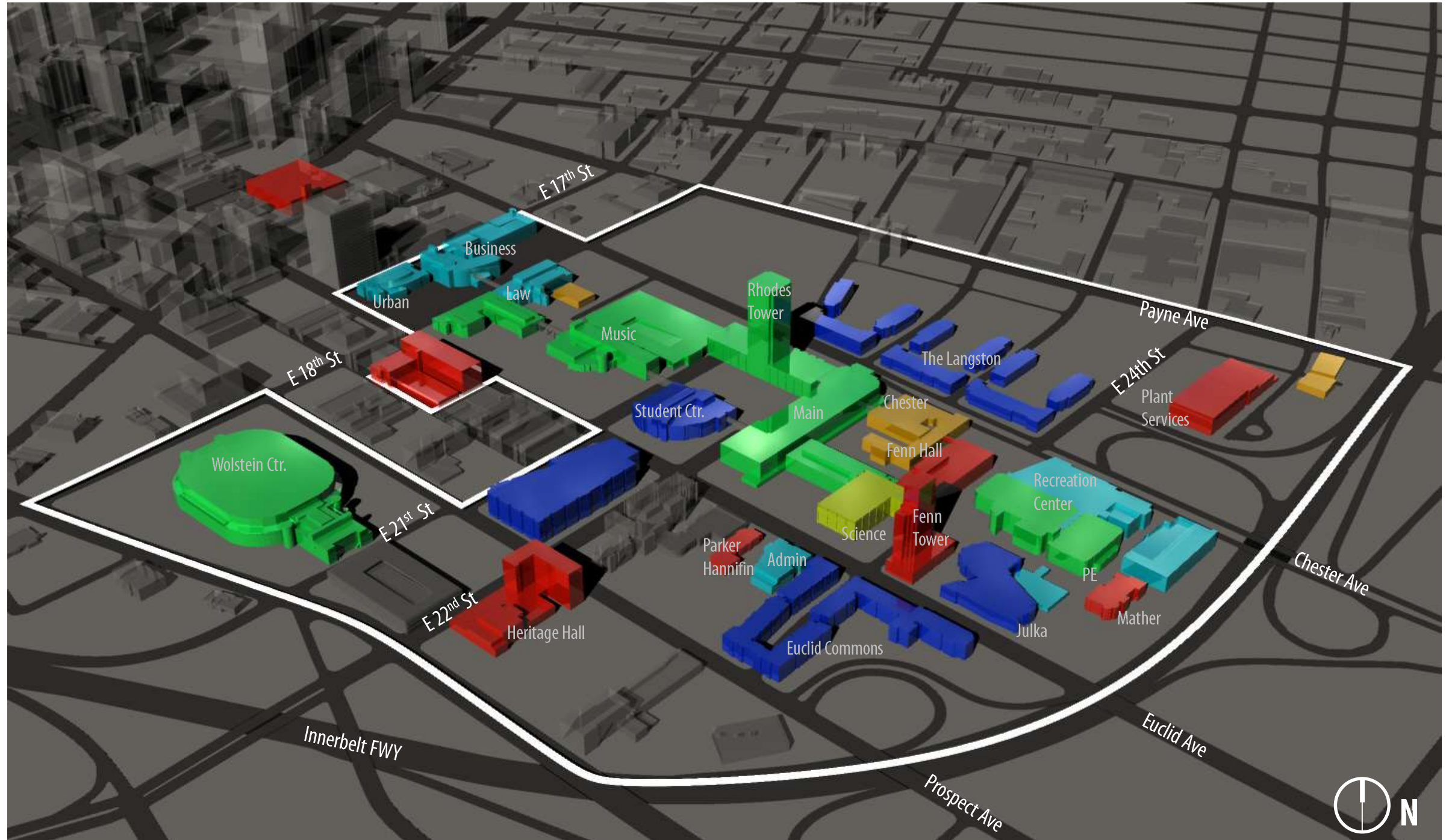
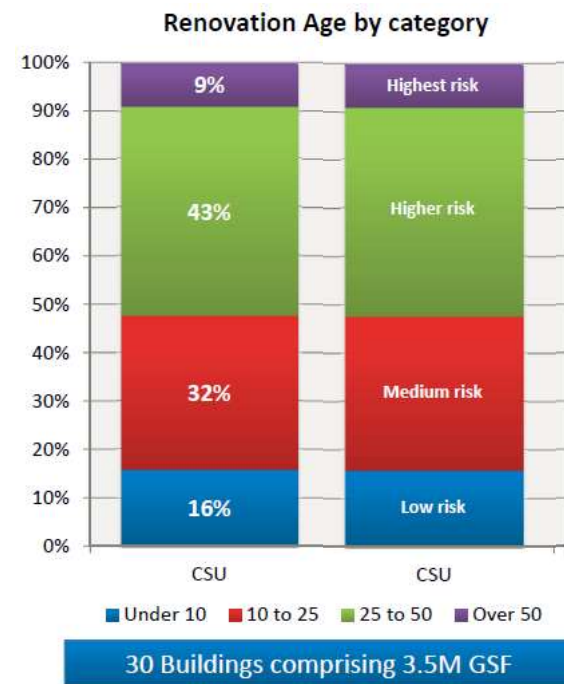
5 Preliminary Site Analysis. Density + Floor Area Ratio (FAR).

- Highest density towards downtown
- Optimal FAR Range?
- Underutilized parcels



5 Preliminary Site Analysis. Building Age.

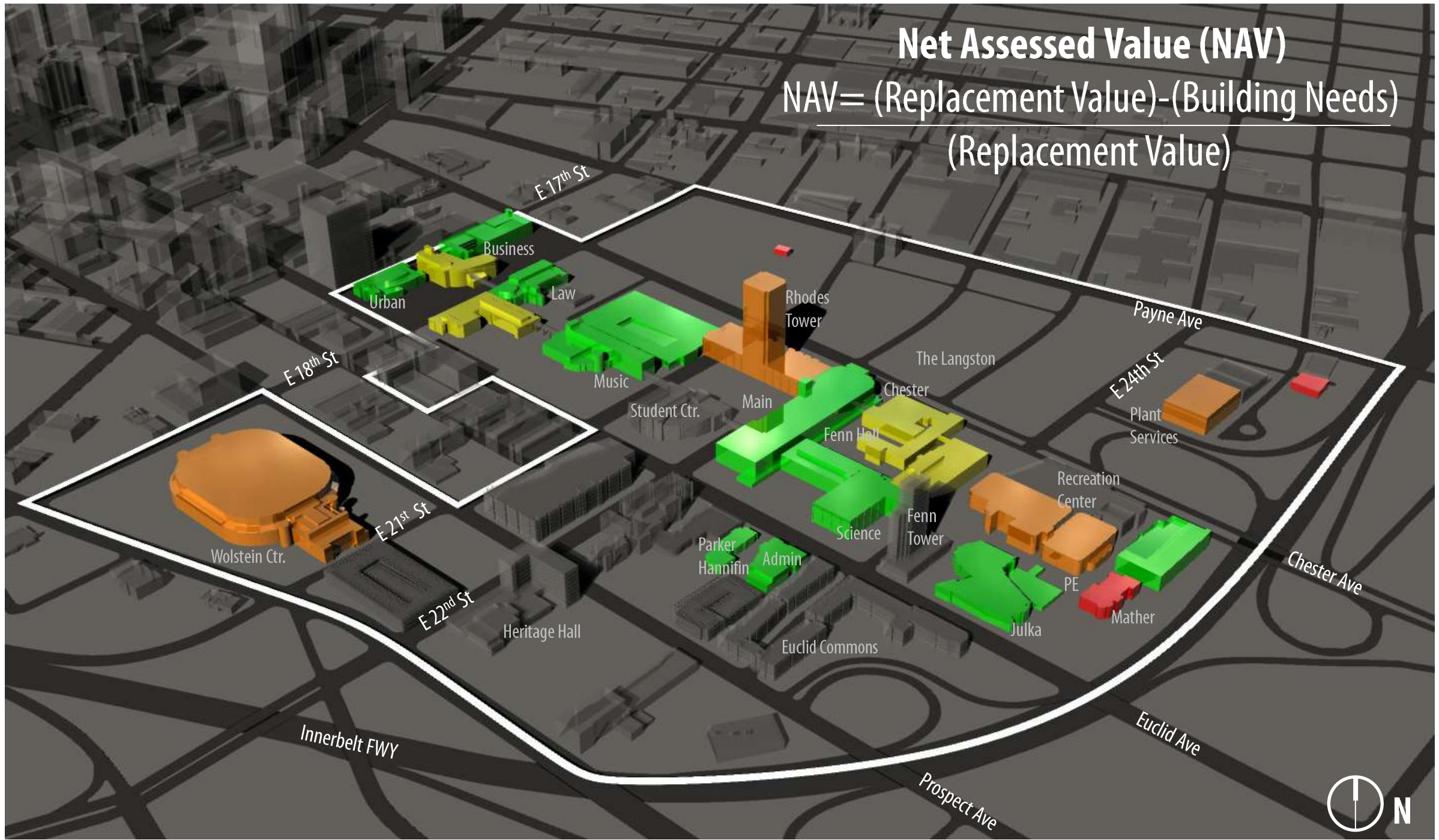
- 1910-1929
- 1930-1949
- 1950-1969
- 1970-1989
- 1990-2009
- 2010-2014



5 Preliminary Site Analysis. Building Condition.

- Plant Annex
 - Field Services
 - Bakers Bldg.
 - Mather Mansion
-
- PE Building
 - Rhodes Tower
 - Wolstien Ctr.
 - Plant Svcs.
 - Stillwell Hall

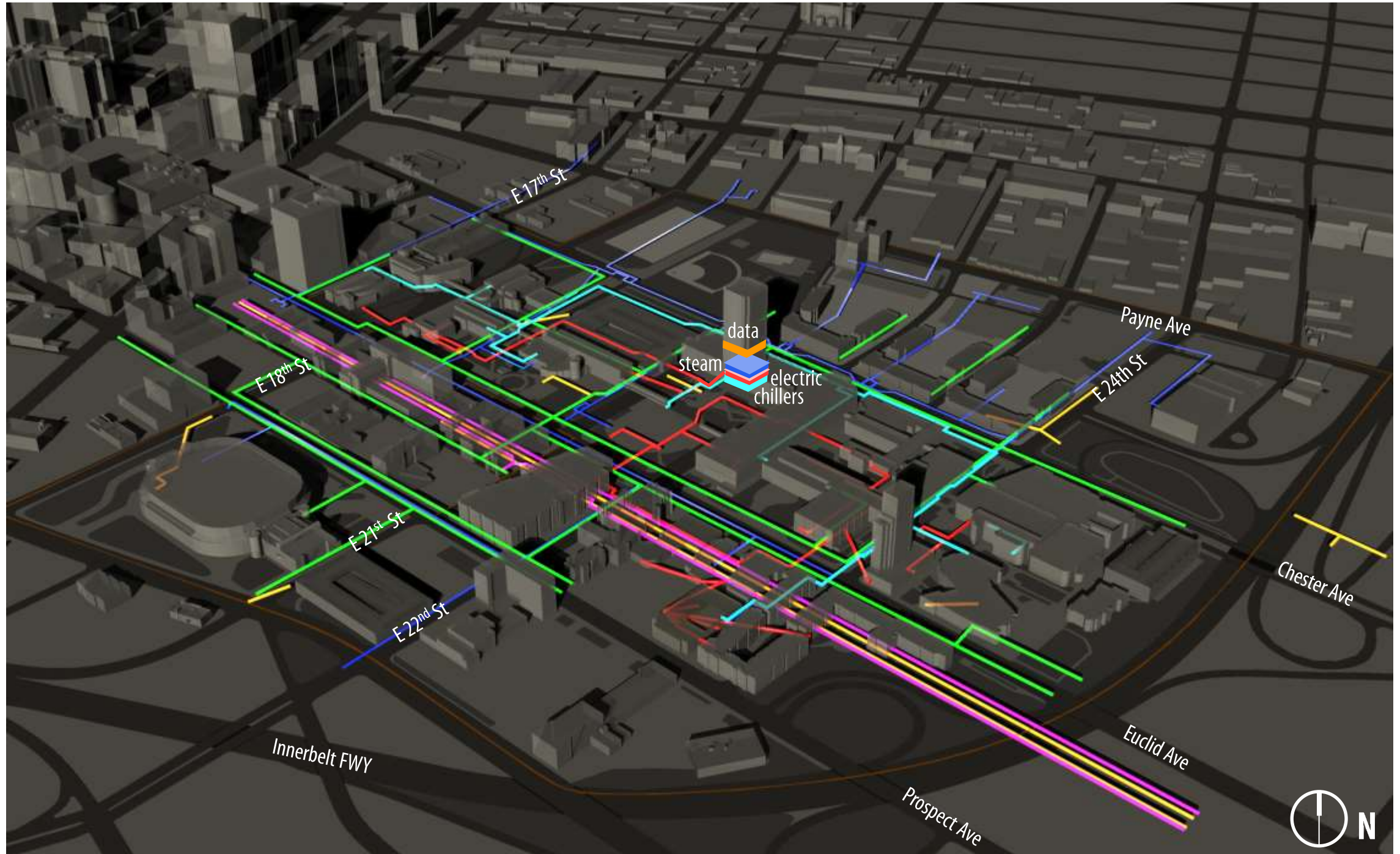
- 85%-100% Capital Upkeep
- 75%-85% Repair and Maintain
- 60%-75% Systematic Renovation
- >60% Transitional/ Demo



5 Preliminary Site Analysis. Utilities.

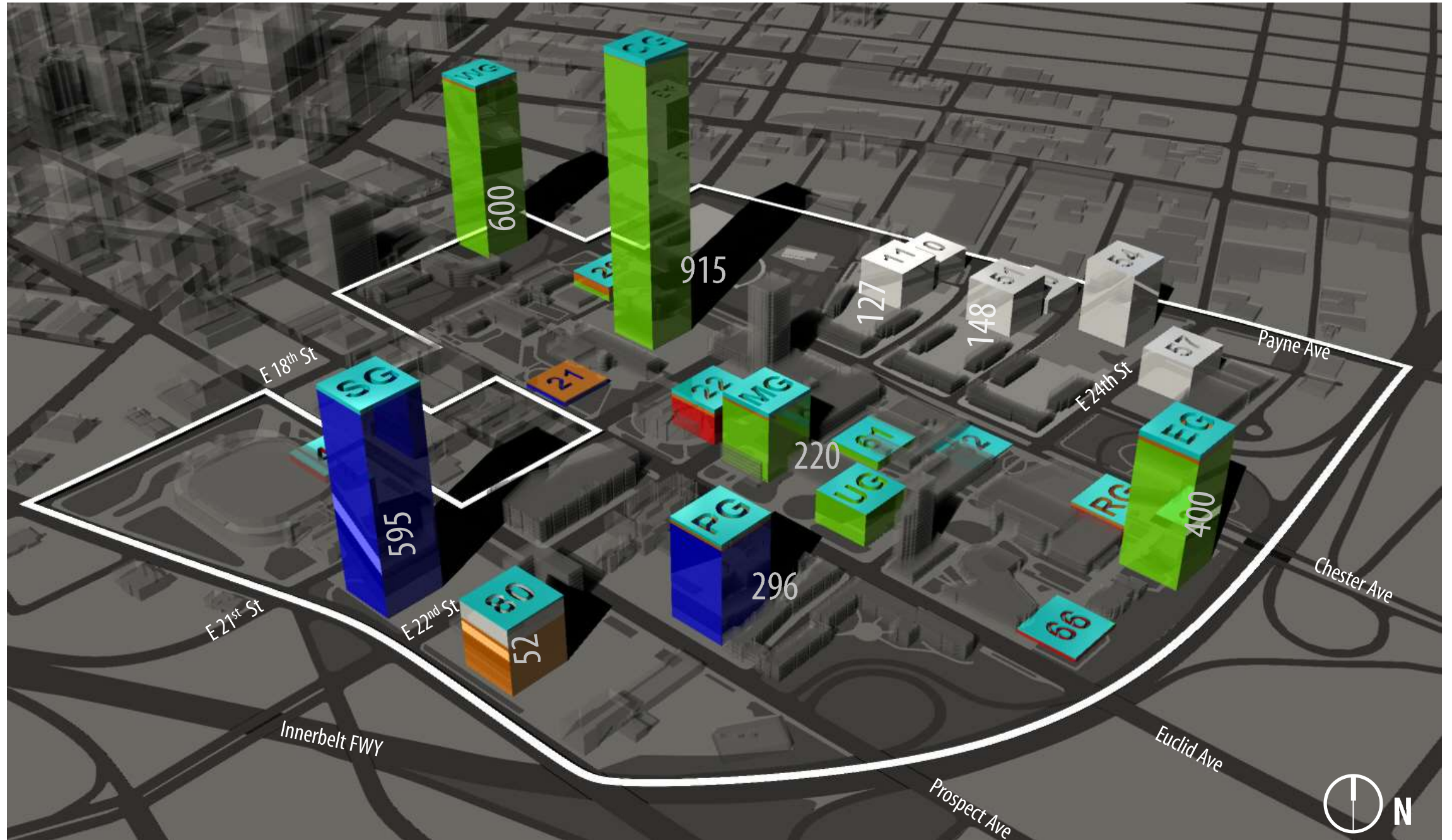
- Capacity
 - Chilled water
 - Electric
- Future Growth
- Central distribution v. dispersed

- CSU Electric
- CEI Electric
- CPP Electric
- Gas
- Steam
- Chilled Water
- TComm



5 Preliminary Site Analysis. Parking By Type.

- Location
- Quantity
- Access
- Quality



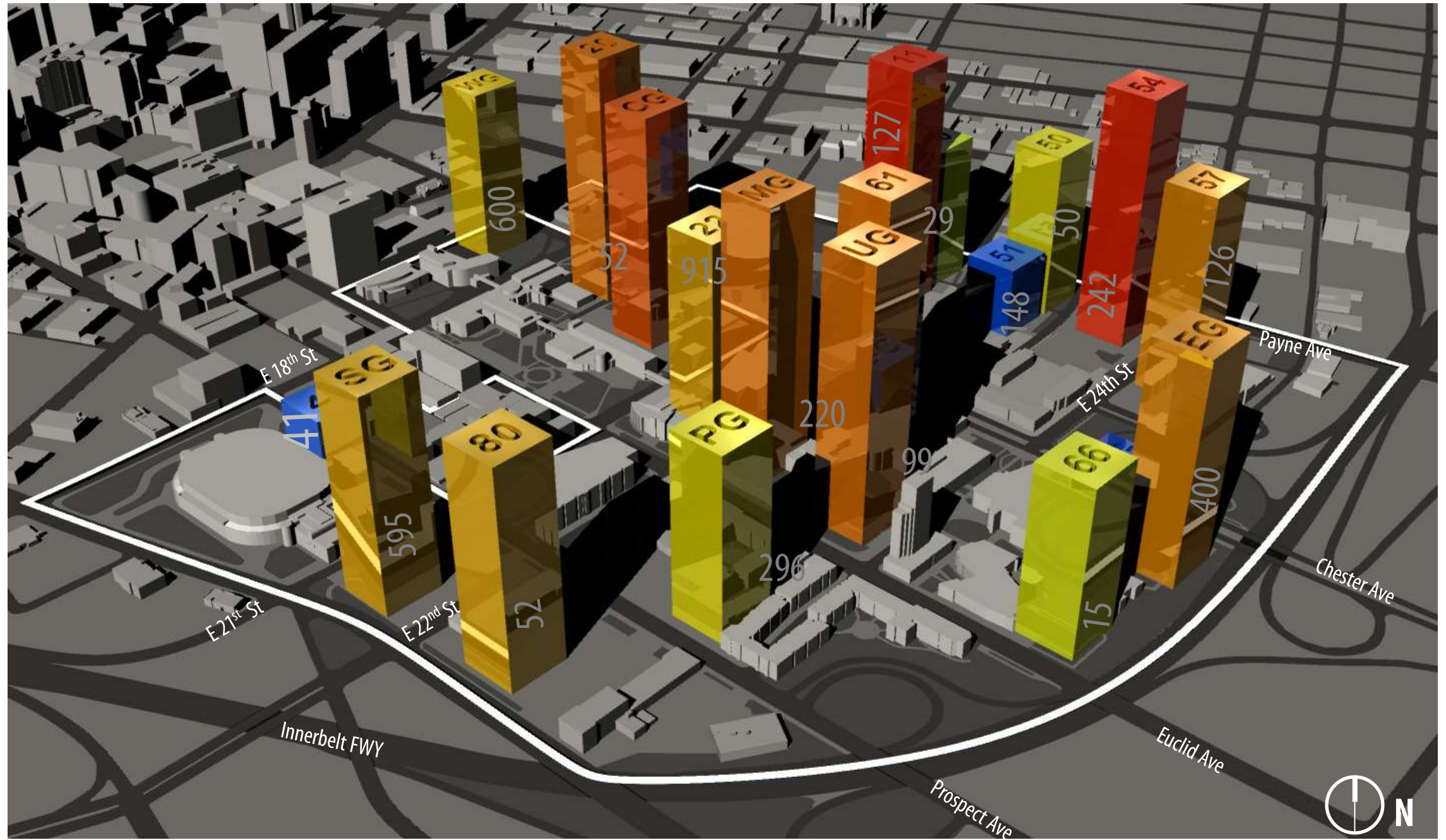
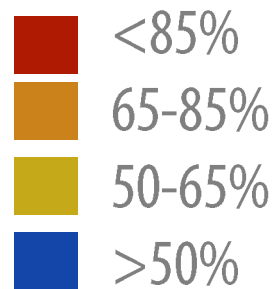
5

Parking Utilization by Time of Day.



5 Preliminary Site Analysis. Parking Utilization. 12p Wed.

- Parking for the Peak?
- Why low utilization in 51, 40?
- Why discrepancy between lots north of Langston?
- Moderate utilization on perimeter=walking problem?



5 Preliminary Site Analysis. Landscape Typologies.

- Isolated and segmented Chester edge
- Middle Euclid edge provides opportunities
- Central "elevated" plaza
- Service Areas

- "Back yard"
- "Front yard"
- Plaza
- Service Access
- ADA Parking
- Pedestrian Route
- * Art



5 Preliminary Site Analysis. Pedestrian Movement + Accessibility.

- Generally good accessibility
- Front door access
- Campus/community openness v. security concerns

- Front Door
- Secondary Door
- ADA Parking
- Pedestrian Route



5 The Wayfinding Approach:

- **Empathy**
Understand the needs and expectations of the first-time visitor
- **Distill**
Reduce the layers of information
- **Clarify**
Make it easy to understand



5 The Wayfinding System Will:

- Be designed for the **first-time visitor**
- **Simplify** a complex environment
- **Control circulation** patterns
- Use **clean and consistent terminology**
- Use **different design elements** to anticipate different needs
- Be **flexible and inexpensive** to maintain and change
- Be **adaptable** to various media and technology



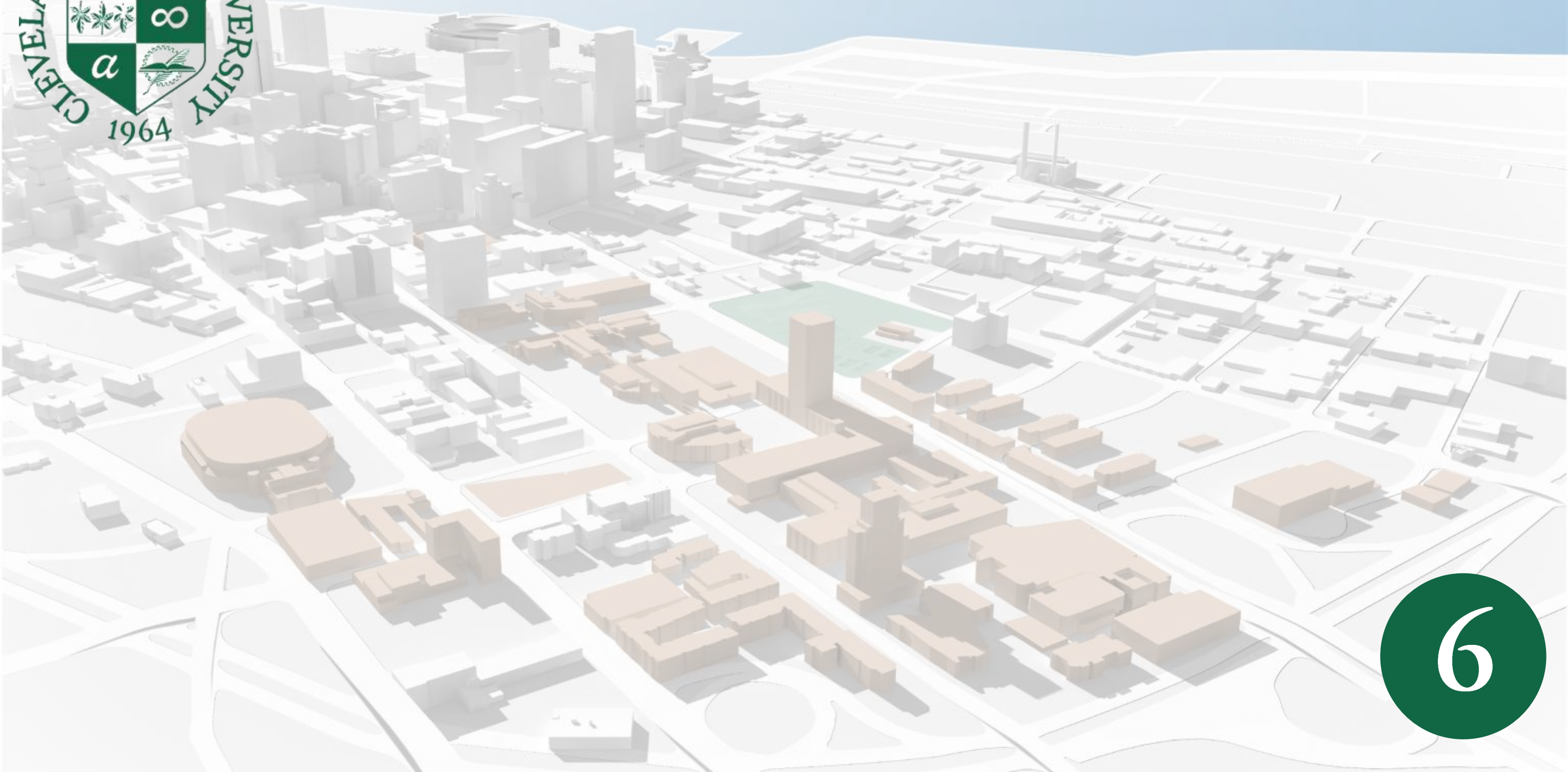
5

Task One: Analysis

- Tour the campus and meet with Stakeholders to gather information
- Evaluate the Master Plan and determine circulation patterns
- Review the marketing communications
- Discuss budget, maintenance, etc.
- Develop the destination list
- Determine the wayfinding logic
- Develop site plans including preliminary sign locations
- Build a preliminary cost estimate
- Prepare **Wayfinding Master Plan**



Preliminary Opportunities.

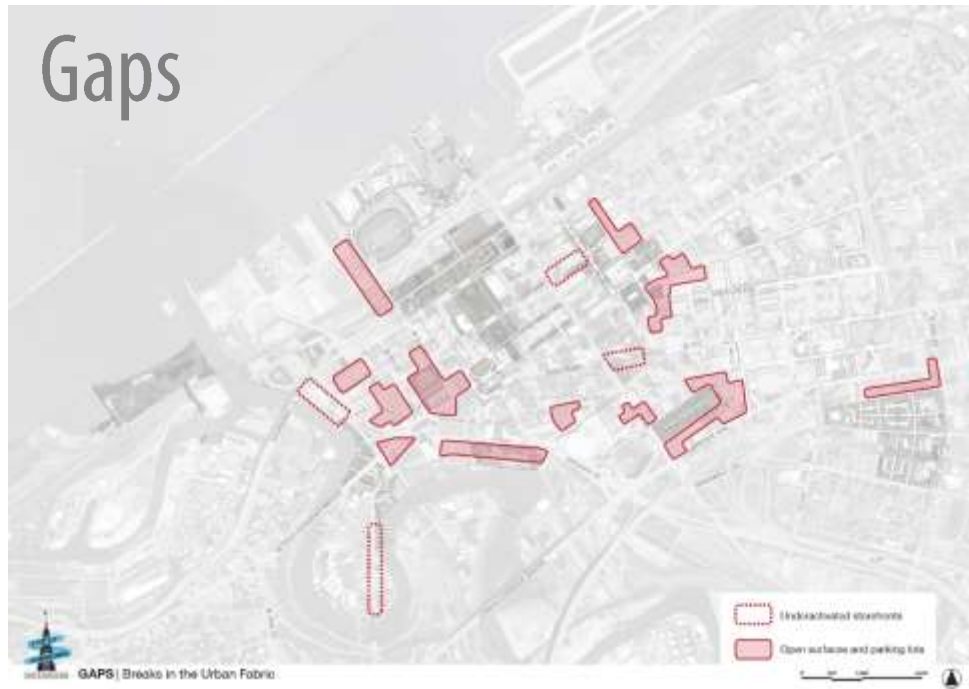


6 Potential for Change. Ongoing Campus District Planning.

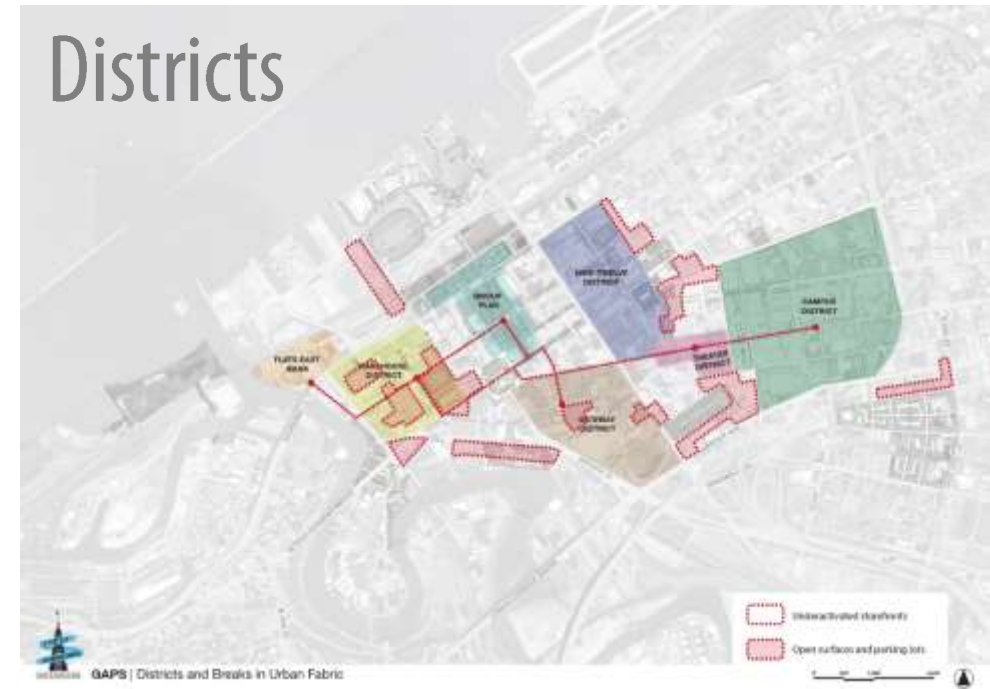
Barriers



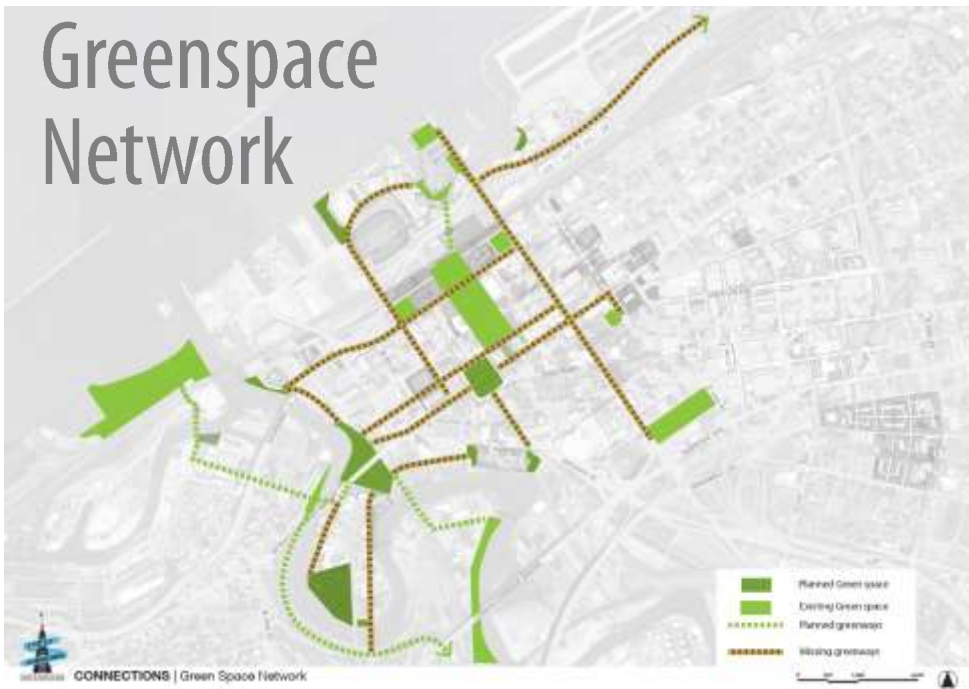
Gaps



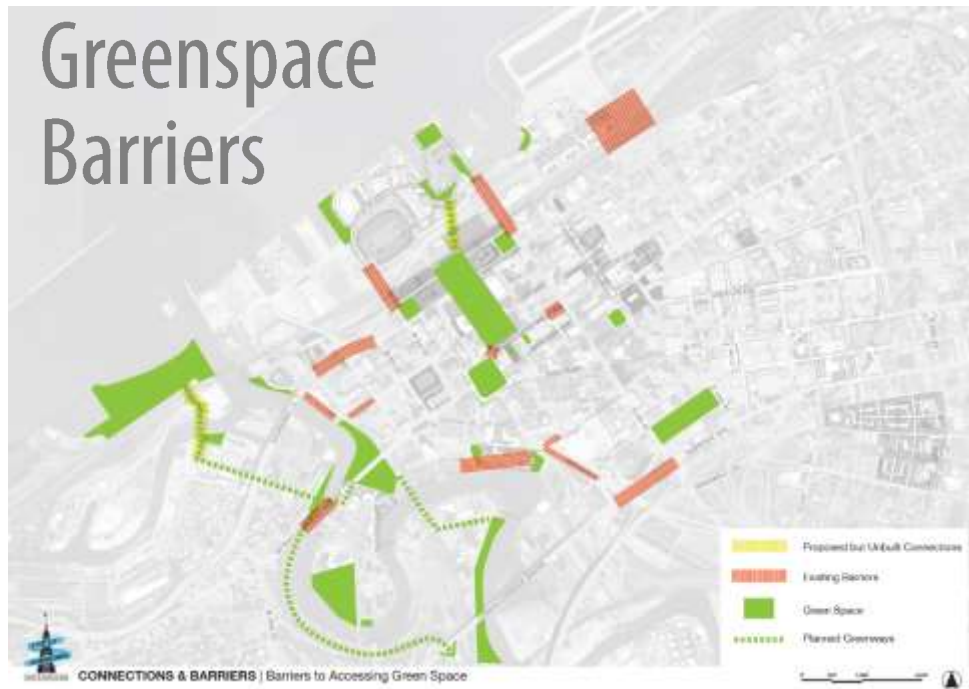
Districts



Greenspace Network



Greenspace Barriers



Overview





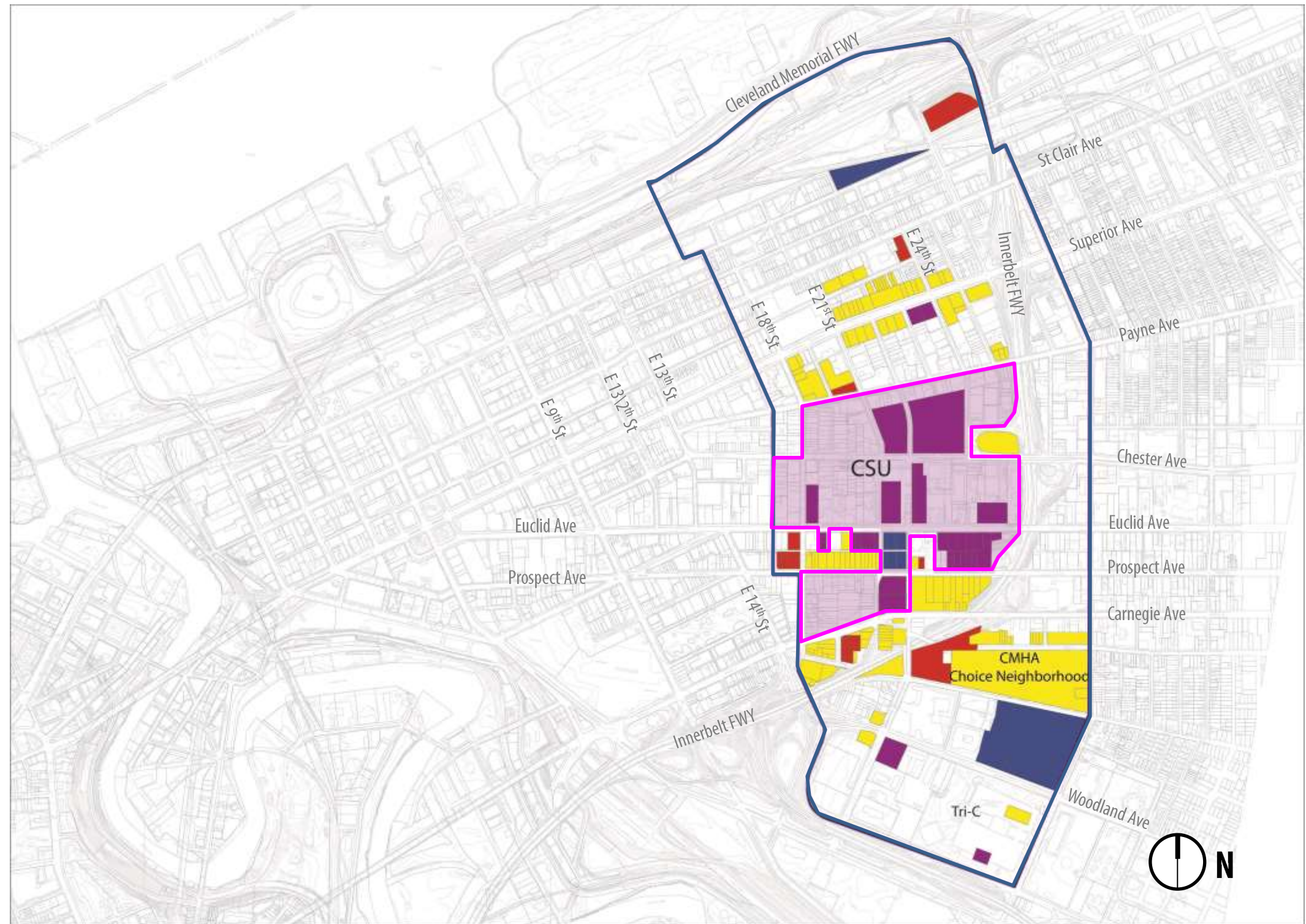
Potential for Change. Ongoing Campus District Planning.



6 Potential for Change. Campus District.

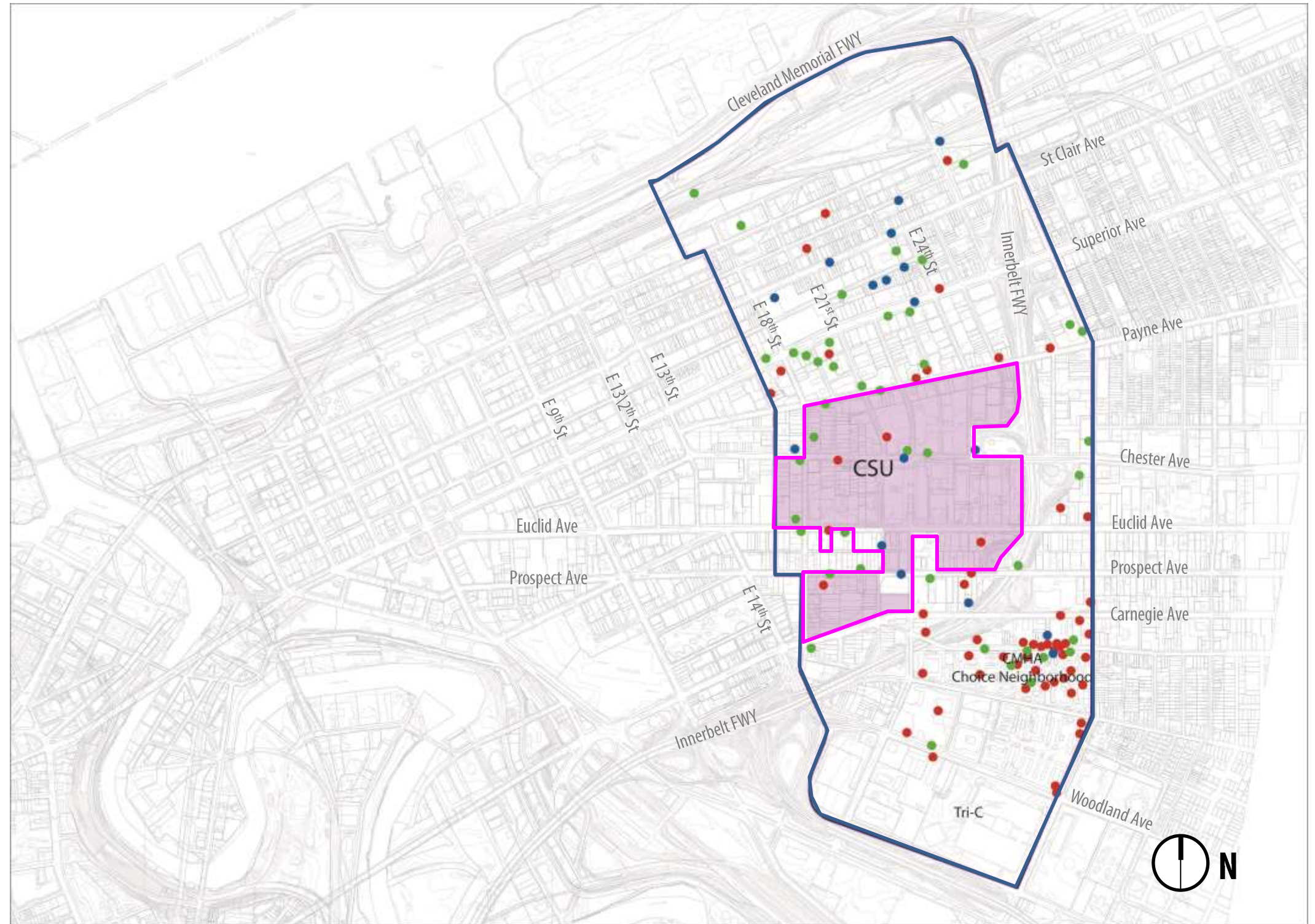
- Source: Campus District, Inc.

- CSU Campus
- Developed 2008-2013
- Actively for sale
- Development potential
- Development in progress



6 Potential for Change. Crime.

- Data from last 90 days



Discussion.

