Transforming the Modern Urban University
DREXEL UNIVERSITY CAMPUS MASTER PLAN
There is an iterative process involved in creating a great university campus. The ideas that animate the institution must inform the design of its physical environment. In turn, that environment will inspire new ideas, ultimately resulting in a university better able to fulfill its mission.

I am proud to present Drexel’s Campus Master Plan, developed alongside our new strategic plan, “Transforming the Modern Urban University.” Both plans are the fruit of a year-long, University-wide effort to determine how Drexel could expand our impact on the world, and what types of spaces will best help us do that.

These are just a few of the ideas about our University that inspired this plan:

• Drexel is both beneficiary and co-creator of our urban environment, and we have a responsibility to imagine a campus that strengthens Philadelphia and the region.

• Drexel’s success depends on collaboration within and outside our University community, and we will thrive by building spaces that bring people together.

• Drexel sits at one of the great transportation hubs of the East Coast, and through our campus design we can welcome people from all over to take part in our innovation community.

A good plan accounts for both the expected and the unexpected. I am excited to see how our campus will be changed by projects already underway, by the ambitious plans outlined in this document, and by future opportunities that we cannot yet imagine but must be ready to embrace.

From the President

JOHN A. FRY
The Campus Master Plan applies Drexel’s Strategic Plan through the lens of the important roles the campus can play in furthering the University’s mission. The Strategic Plan’s emphasis on Drexel as a modern urban research university highlights the unique identity and potential of a campus that anchors an urban district.

Drexel celebrates the unique ability of urban settings to spur institutional, local, and global engagement—the key to its growing leadership in education and research.

The Campus Master Plan is framed around partnerships designed to create an urban campus district distinguished by livability, sustainability, and innovation.

University buildings and public spaces will embrace and enliven city streets.

Formal and informal gathering places will animate the campus and foster collaborative learning.

The University’s vibrant environment will nurture the personal, civic, and academic discovery that inspires Drexel’s mission.

### Principles

1. **Distinguish Drexel’s campus as a vibrant modern urban university district.**

2. **Bring the campus to the street.**

3. **Draw the community together around shared places.**

4. **Expand the innovation community.**
Distinguish Drexel’s Campus as a Vibrant Urban University District.

Drexel’s urban setting offers an opportunity to work in partnership with surrounding neighborhoods to create a 21st-century district marked by livability, amenity, and accessibility. This urban campus district will offer members of all its communities the competitive advantages of a diverse, walkable environment with multiple choices for living, working, learning, and playing close to each other and convenient transit access to the region and beyond. From 30th to 36th Streets, from Chestnut to Powelton Avenue, streets and blocks should clearly express the district’s unique character, the benefits of Drexel’s presence, and the economic and quality-of-life advantages of a vital university/neighborhood partnership.

1. **CONVEY A STRONG, CONSISTENT PHYSICAL IDENTITY.** Lining streets and sidewalks with interesting activities within transparent building facades and complementing these with attractive, well-designed sidewalks will build a consistent feel for the campus and make walking more appealing.

2. **ENCourage PRIVATE DEVELOPMENT AND INVESTMENT.** Student residence, retail, and commercial development can help fund Drexel’s academic mission.

3. **BUILD A LARGER, MORE ACTIVE UNIVERSITY CITY NEIGHBORHOOD.** Introducing new housing and neighborhood-oriented retail choices on sites like the Hess Engineering Research Laboratories at 34th Street and Lancaster Avenue would enhance quality of life in Powelton Village and Mantua, while helping attract top faculty, staff, and students to Drexel.

4. **CONCentRATE UNDERGRADUate TEACHING IN THE HEART OF CAMPUS, SURROUNDED BY PROFESSIONAL PROGRAMS AND RESEARCH.** Undergraduate academic units should be within an easy walk of the campus core and close to student housing.

Drexel’s campus core emphasizes portals to academic growth, while its edges offer varied portals to the neighborhoods and beyond.
Bring the Campus to the Street.

The streets that pass through Drexel’s urban campus should be places of connection, not division. Improving these streets to provide a welcoming accommodation for people walking, using transit, biking, and driving can offer unparalleled access choices that connect the Drexel community to a full spectrum of campus and local destinations as well as to the city and beyond. These streets can also become Drexel’s signature version of the campus quadrangle—lined with seating, verdant plantings, and lively university and retail destinations that reinforce community on campus and knit this community into the life of Philadelphia.

**ACTIVE PUBLIC REALM**
- institutional green space open to public
- public park
- recreational park
- active edge priority retail
- active edge priority end/collab with other
- prime retail nodes

**STREET-THEME GROUPS**
- academic engagement
- city engagement
- neighborhood engagement
- vibrant neighborhood

Each street around campus plays a unique role, individually and within a group of similar streets, in supporting the urban campus districts described in Principle 1. Every Drexel building and its ground-floor activities will play a critical role in enhancing the character and quality of the streets it faces.

**IMPLEMENT DREXEL’S “TERRACE” INFILL-DEVELOPMENT STRATEGY.** The Northside Dining Terrace inaugurated Drexel’s “Terrace” concept: small-footprint, small-budget development with high positive impacts on streets and services. Soon, the Tutoring Terrace will enliven the 32nd Street Esplanade while adding needed space for specialized student instruction.

**IMPROVE TRANSPORTATION CHOICES—WALKING, BIKING, TRANSIT, CAR-SHARE.** Encourage walking as the most convenient, effective, social, and healthy means of moving about campus. Provide programs and facilities to help make biking a natural choice for convenient, inexpensive transportation. Integrate transit access into university buildings and activities to make it a safer, more appealing option.

**MAKE STREETS INTO GREAT PUBLIC SPACES.** Transform Ludlow Street from a service alley into a promenade that links to expanded campus spaces east of the High Line.

**IMPROVE THE CONVENIENCE AND SAFETY OF WALKING.** A series of green space, sidewalk, and retail improvements will make walking Drexel’s urban campus district a more engaging experience.
Draw the Community Together
Around Shared Places.

Seventy percent of learning at Drexel takes place outside of the classroom. The right teaching facilities are places where students, faculty, and staff can meet in various combinations to expand conversations that start in classrooms and laboratories, and to carry these extracurricular conversations back to academic spaces. The growing collaboration among Drexel’s colleges and departments further underscores a need for the campus to promote frequent dialogue among diverse faculty, staff, and students. Drexel’s campus district should consciously provide a variety of meeting places, formal and informal—from faculty conference rooms to student recreation spaces, from campus lawns to neighborhood cafes—that advance scholarship by building social connections.

A variety of on- and off-campus gathering places will strengthen learning opportunities and social connections within and across communities.
Expand the Innovation Community.

For close to a century Drexel has demonstrated the value of an educational process that integrates academic teaching with applied learning in the workplace. In the 21st century, Drexel can intensify its focus on multiple learning contexts by fostering more original research by the campus community and private-sector partners, and by promoting a greater integration of the spheres of studying, research, working, and living—enhancing its stature as a premier center of discovery. This will harness the power of collaborative thinking to reach new levels of creative innovation. Drexel’s urban setting offers a special opportunity to integrate the activities of the campus, community, and workplace into a coherent, dynamic, and fully accessible district that both facilitates innovation, and demonstrates its rewards.

**Connect Students with Employers and the Community Beyond Campus.** Relocating the Steinbright Career Development Center to a prominent, welcoming home on Market Street will build stronger connections among students, employers, faculty, and the broader community.

**Demonstrate Sustainability Innovations.** Educate the public about effective sustainability practices—for example, provide signage explaining new low-impact campus stormwater infrastructure, such as the plantings at the Papadakis Integrated Sciences Building. Execute the Campus Master Plan using high-density, mixed-use, and transit-oriented development approaches that inherently limit resource consumption and promote public health.
Today

Drexel Smart House
Renovation in progress.

Urban Center
Opening Fall 2012.

Kline & Specter Squash Center
In service.

Papadakis Integrated Sciences Building
In service.

Chestnut Square
Student housing (future at Creese Student Center and MackAlister Hall; opening Fall 2013).

Stratton Hall Renovations
Design in progress.

Tutoring Terrace and 32nd Street Esplanade
Concept ready to build.

Landscape Improvements
In progress along Market and Chestnut Streets.

Library Learning Terrace
In service.

LeBow College of Business Building
Opening Fall 2013.

One Drexel Plaza Classrooms
Phase Two design in progress.

Transforming the Modern Urban University
Transform THROUGH 2017

- Hess Engineering Research Laboratories: Redevelop site; retail, housing, possible clinic.
- General Services Building: Introduce retail.
- Marks Intercultural Center: Relocate and redevelop.
- Hagerty Library: Renew 33rd Street streetscape.
- Drexel Recreation Center: Add planters and seating at Market and 33rd Streets.
- Daskalakis Athletic Center: Renovate.
- Peck Problem Solving & Research Building: Renovate.
- Vending Courts: Create with needed legislation.
- JFK Boulevard Student Neighborhood: Develop Phase One.
- The Armory: Design student activity center.
- Steinbright Career Development Center: Move to 32nd and Market Streets.
- College of Engineering: Relocate, expand Hess Engineering Research Laboratories.
- Nesbitt Hall: Renovate, reoccupy with School of Public Health.

Transforming the Modern Urban University
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**BY COLLEGE**

**WESTPHAL COLLEGE OF MEDIA ARTS & DESIGN**
162,500sf UrbN Center: Opening Fall 2012.

**CHESTNUT MARKET**
34th & J.F.K. Boulevard

**32ND, 33R, 30TH, 32ND, 33RD, LANCASTER AVE.**

**MARKET westphal college of Media arts & Design**
162,000gsf UrbN Center. Opening Fall 2012.

**Academy of natural sciences of Drexel university**
Integrate into Center City Campus identity.

**College of nursing and health professions**
Expand in 3 Parkway building.

**A.J. Drexel plasma institute, camden, n.j.**
Strengthen operations.

**College of medicine**
Continue to modernize within the Center City Campus footprint and acquire real estate when feasible.

**11th street family health services**
Expansion planning in progress.

**Queen lane campus**
Completed addition.

**Lebow college of business**
175,000sf building under construction.

**Goodwin college**
Relocate by 2017.

**College of information science and technology, the school at Drexel**
Expansion project pending donor identification.

**School of public health**
Relocate to Nesbitt Hall. Design in progress.

**College of arts and sciences**
Repurpose and reoccupy Stratton Hall.

**College of engineering**
Relocate Hess Engineering Research Laboratories with a net increase of 65,000sf.

**Pennoni honors college**
Relocate to Paul Peck Problem Solving and Research Building.

**Earle mack school of law**
Maintain current location.

**College of medicine**
Continue to modernize within the Center City Campus footprint and acquire real estate when feasible.

**College of information science and technology, the iSchool at Drexel**
Expansion project pending donor identification.

**School of public health**
Relocate to Nesbitt Hall. Design in progress.

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Maintain current location.

**College of medicine**
Continue to modernize within the Center City Campus footprint and acquire real estate when feasible.
**Transform BEYOND 2017**

- **Daskalakis Athletic Center and Lancaster Walk**
  - 50,000 gsf of arena expansion; add servery, enhanced Lancaster Green.

- **Myers Residence Hall**
  - 500 new beds.

- **Drexel Park**
  - Potential growth site.

- **PSA Building and Language and Communication Center**
  - Potential 500 new beds.

- **32nd and Race Streets**
  - Potential 500 new beds.

- **3501 Market Street Expansion**
  - 200,000 gsf.

- **Stein Auditorium Replacement**
  - 200,000 gsf.

- **Korman Center Replacement**
  - 200,000 gsf.

- **Abbott’s Dairy Site**
  - 1.5 million gsf mixed-use.

- **Railyards**
  - Partner to develop air rights and promote private development.

- **SuperBlock**
  - 3.5 million gsf.

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**Transforming the Modern Urban University**
This collabroaive project of many around Drexel University. We wish to extend special thanks to the following individuals for their service on the Facilities and Master Plan Task Force, which was formed as part of the larger strategic planning process.

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- Jeffrey A. Eberly
  - Center for Public Policy, Associate Professor and Director, Antoinette Westphal College of Media Arts & Design

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- Andrea Jarrell
- Potomac Village Civic Association

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The URBN Center, future home of the Antoinette Westphal College of Media Arts and Design. Opening Fall 2012.