

Contents

- New era of urban campus-community synergies
- Framework for a vibrant campus/community neighborhood: Case study at The Ohio State University, Columbus
- Context framing the Drexel Master Plan

BREAKING BOUNDARIES, MAKING CONNECTIONS:
optimizing resource planning beyond the campus

A new era of synergies between urban campuses and communities

- Americans are younger, older, and much more interested in living in urban neighborhoods
- People under 35 increasingly seek...
 - Main Streets
 - “Social places”
 - Diversity
 - Walk to work
- ...particularly the people who create a 21st century knowledge economy

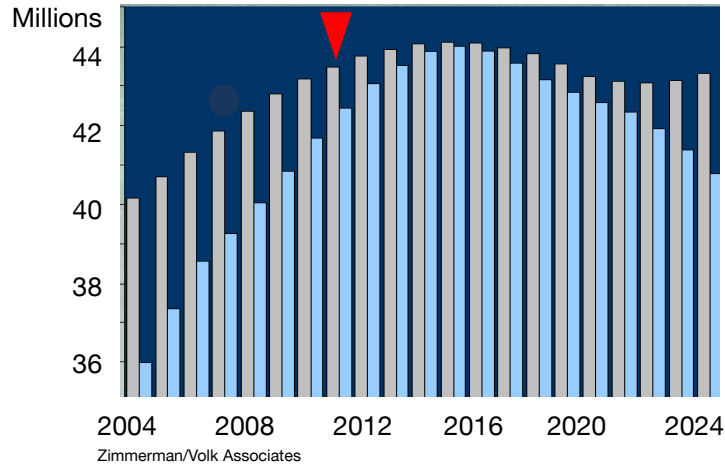


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optimizing resource planning beyond the campus

thinking together
with the community

Demographic drivers

Baby Boomer (blue) and Millennial (gray) population peaks converge in the 2004-2024 period



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A shortage of urban housing

DEMAND FOR...
LARGE-LOT,
SUBURBAN
HOUSING



SMALL-LOT,
URBAN
HOUSING



2030



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Mixed-use, walkable developments command a market premium



Single use, auto-oriented developments



Information from Chris Leinberger

Mixed-use, walkable developments

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...along with the value of walkable neighborhoods



Riverview Public Housing redevelopment, Cleveland

CEOs for Cities: each additional 'Walk Score' price point adds \$600 to \$3,000 to housing—e.g. Columbus, Ohio...

- 89 Weinland Park
- 89 Victorian Village (\$239,500)
- 86 Downtown
- 86 Brewery
- 86 Italian Village
- 82 Southside
- 80 Harrison West
- 77 University
- 67 Clintonville (\$188,100)
- 66 Franklinton

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Changing demographics change priorities...housing choices...?

- 1950s to 1990s
 - Golf courses
 - Large backyards
 - Homogeneity
 - Escape from work

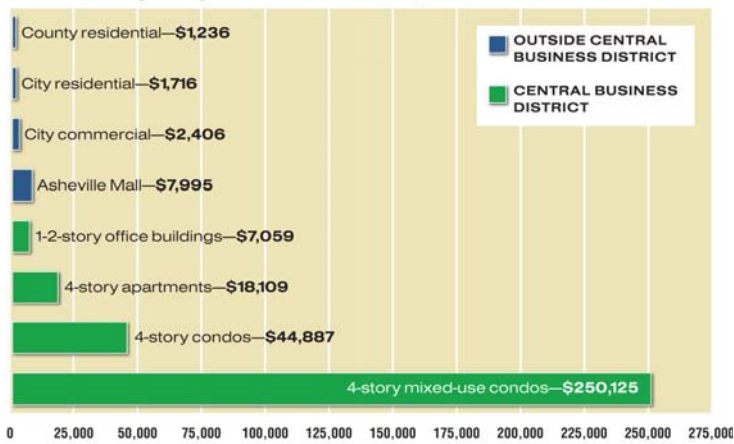
- 2000s...
 - Main Streets
 - “Social places”
 - Diversity
 - Live near work



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...and higher density urban districts are an increasingly essential fiscal investment

Annual tax yield per acre: Asheville, North Carolina



NEW URBAN NEWS; SOURCE: JOE MINICOZZI, PUBLIC INTEREST PROJECTS.

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Urban places attract talent

- 25-34-year olds were no more likely than the rest of the population to want to live in or near a downtown 20 years ago
- ...today they are 33% more likely
-and “creative workers” in this age range are 53% more likely



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Typical campus motivations for investment in their urban community context

1. Creating the environment necessary to retain and attract top faculty, staff, students
2. Long-term campus growth
3. Civic responsibility



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A community revitalization corridor case study: High Street, University District, Columbus, Ohio along the Ohio State University campus



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frameworks for a vibrant
campus/community neighborhood

Context

- Columbus' Main Street
- Heart of the University District
- The "front door" for 50,000 jobs
- ...and surrounded by very diverse neighborhoods



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Opportunities

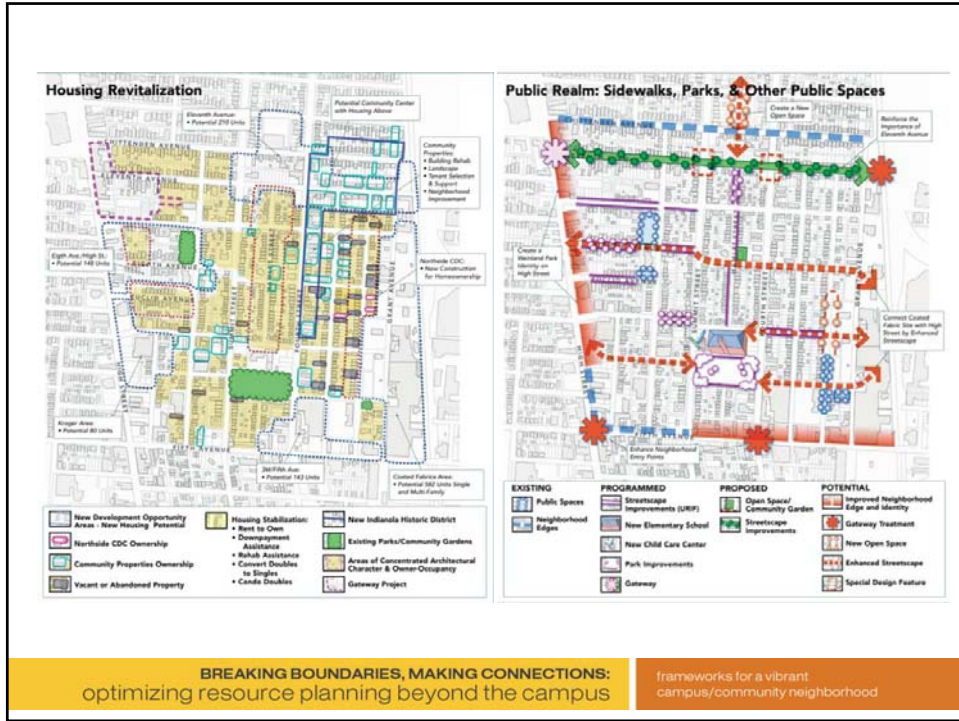
- Creating “21st Century Main Street” —compelling and competitive
- Reconnecting to the life of diverse communities
- Reinigorating the center of Columbus’ growth economy

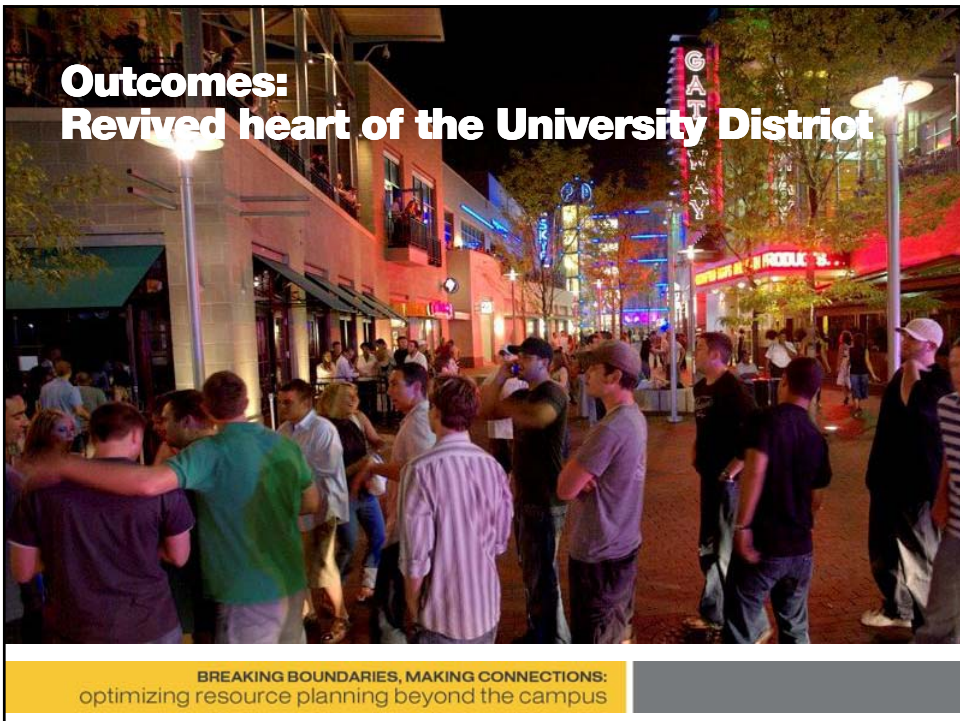
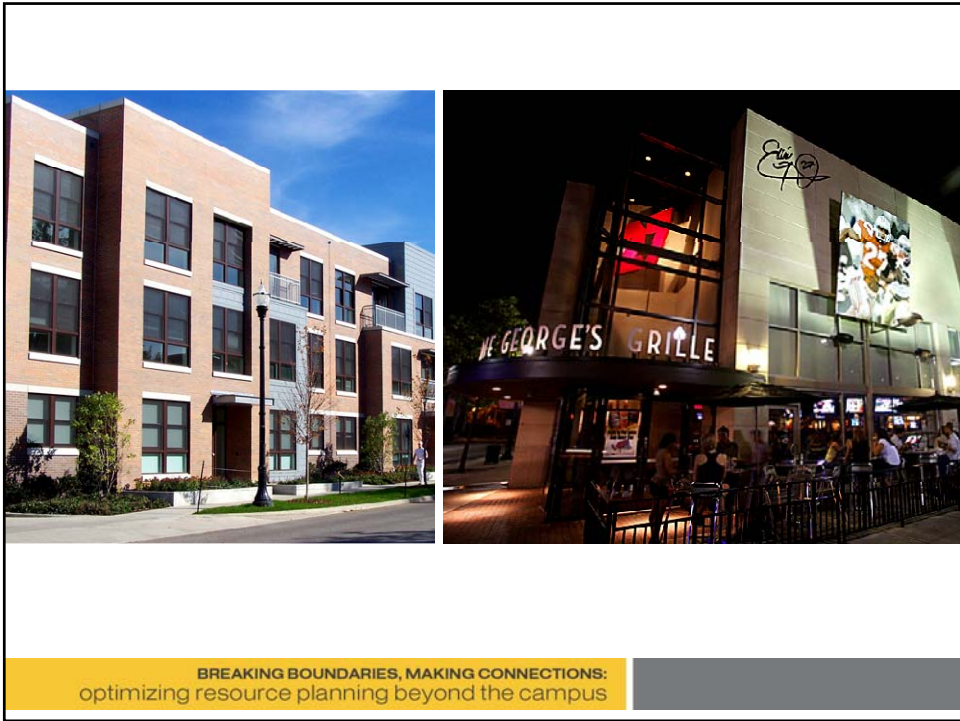


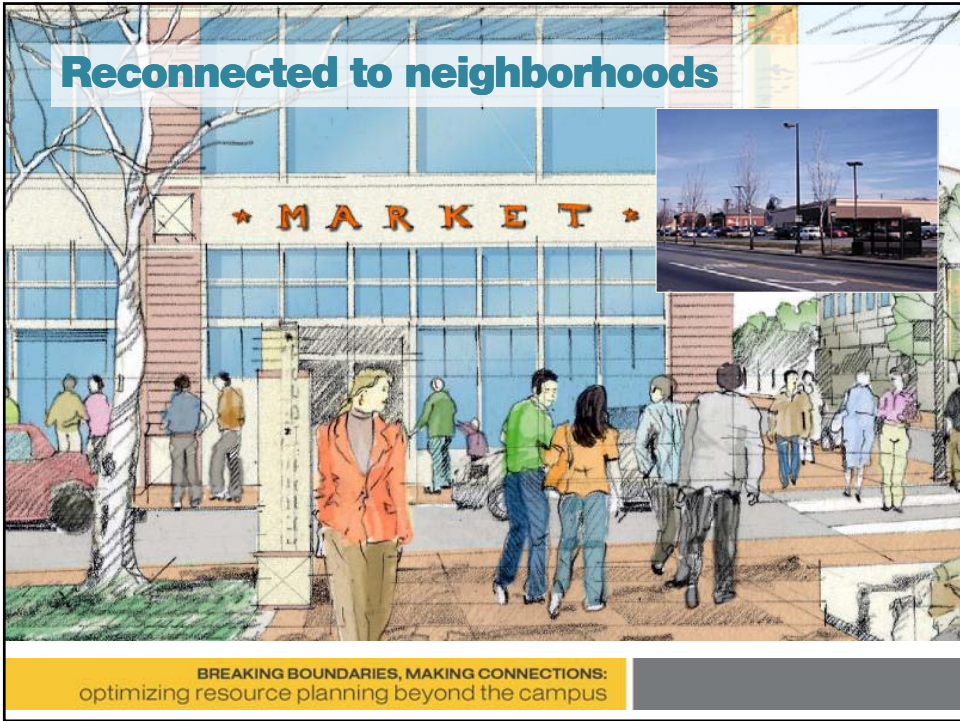
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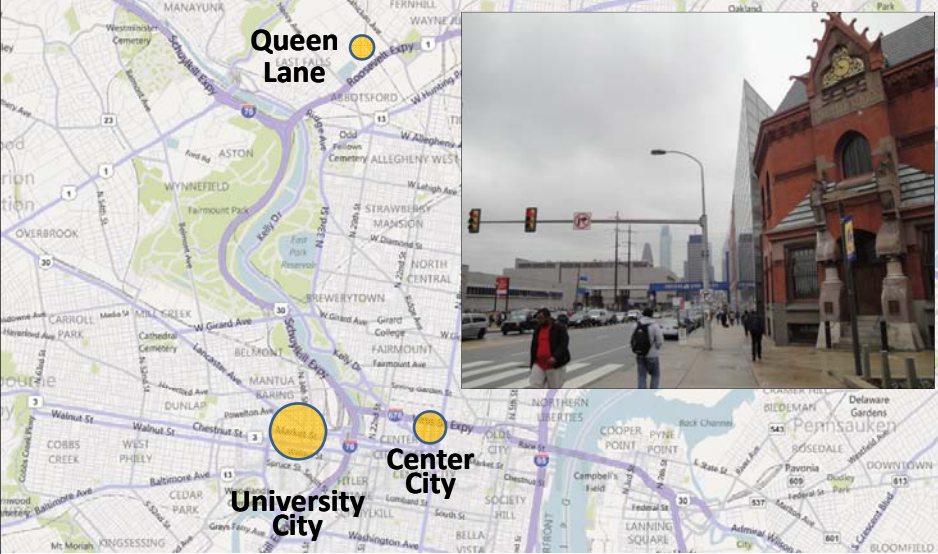
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Drexel University, Philadelphia




The map shows the Philadelphia area with three yellow circles highlighting 'Queen Lane', 'University City', and 'Center City'. An inset photograph shows a street scene with a historic red brick building and a modern glass skyscraper in the background.

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a campus/community framework for Drexel University

Drexel's mission

- Experientially based
- Technologically driven
- Engaging the urban environment



A photograph of a busy city street at 30th St Station. Pedestrians are crossing the street, and a cyclist is in the foreground. A green street sign points left towards the station. In the background, there are modern skyscrapers and a historic building.

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a campus/community framework for Drexel University

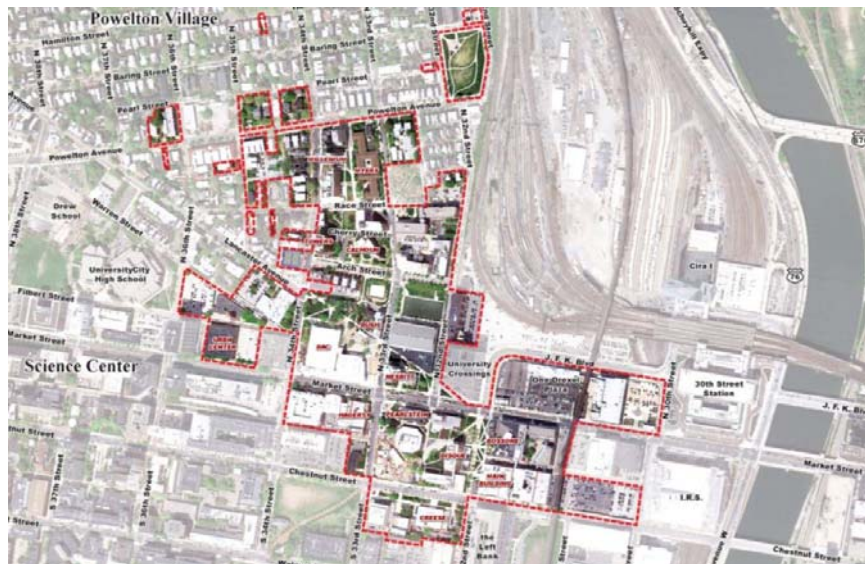
Building Drexel's community of learning by embracing the city as the campus

- **Optimize** use of the whole campus environment
- **Identify** Drexel in a unique way
- **Sustain and Connect** Drexel and the community in three ways
 - Make social connections – internally and externally
 - Build engine for economic prosperity
 - Create a better environment for living and learning



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University City campus



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a campus/community framework
for Drexel University

A campus that lives on its streets...



...but doesn't embrace them



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a campus/community framework
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Neighborhoods and neighbors

