



# Transforming the Modern Urban University

## DREXEL UNIVERSITY CAMPUS MASTER PLAN



## From the President



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.



JOHN A. FRY

Cover:

*Projected development of 30th Street and JFK Boulevard, facing west.*

This page:

*The new LeBow College of Business building, opening Fall 2013, at 32nd and Market Streets.*

# Campus Plan

## VISION



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 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.



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



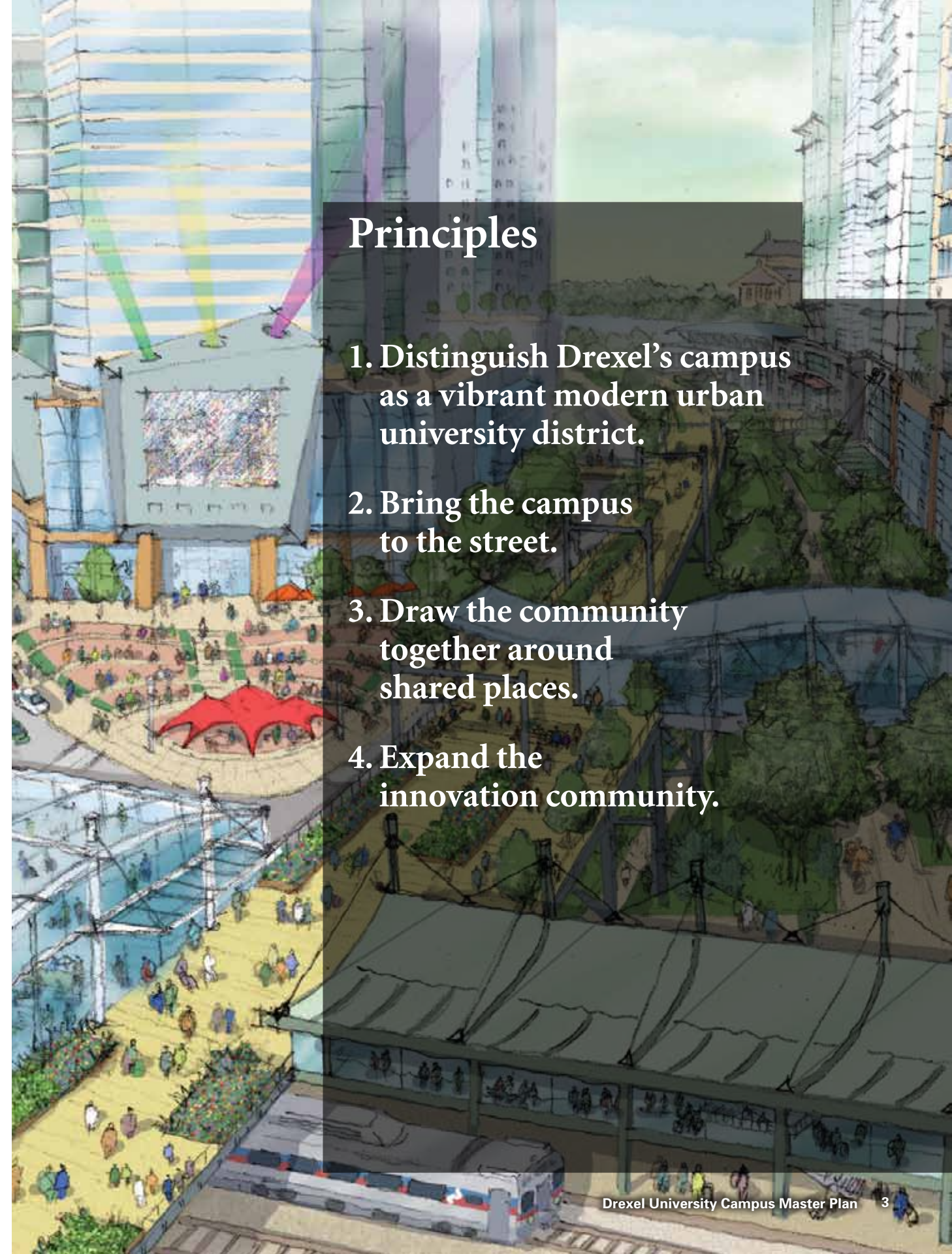
Formal and informal gathering places will **animate the campus and foster collaborative learning**.



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



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



## Principles

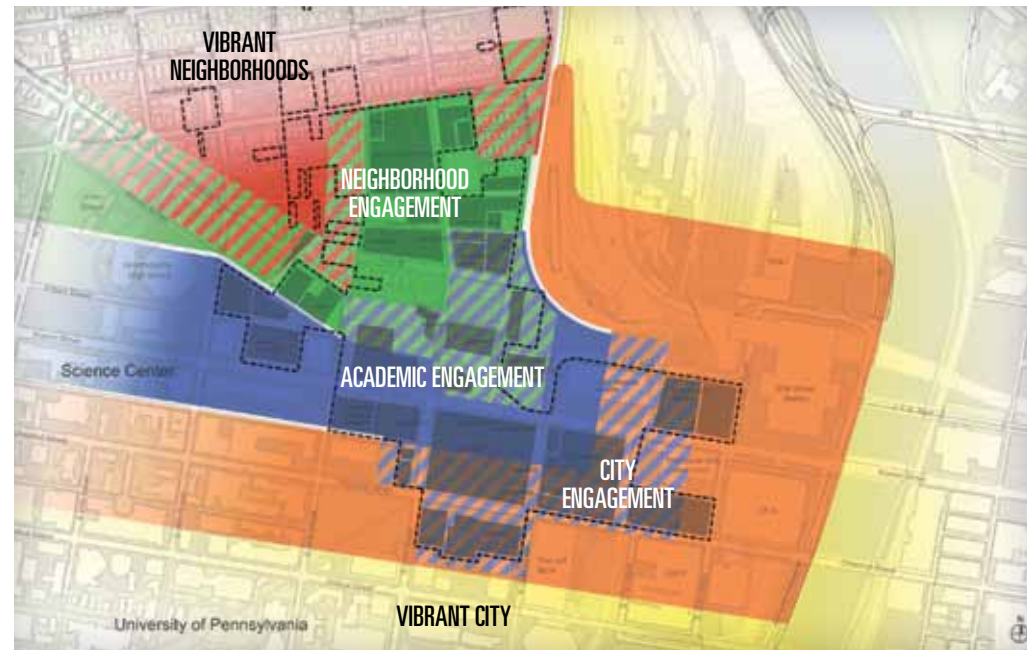
1. Distinguish Drexel's campus as a vibrant modern urban university district.
2. Bring the campus to the street.
3. Draw the community together around shared places.
4. Expand the innovation community.



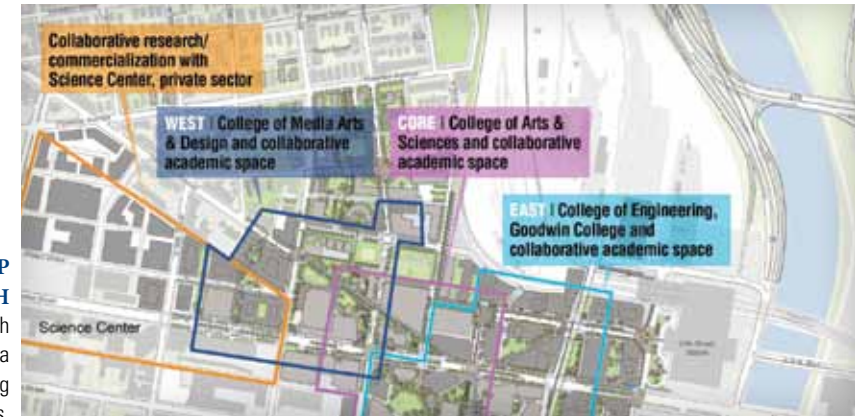
# 1 Distinguish Drexel's Campus as a Vibrant Urban University District.

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.



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



**PRESERVE, INTENSIFY, AND OVERLAP COLLEGE PRECINCTS WITH COLLABORATIVE PROGRAMS.** Each of the three academic precincts contains a cluster of colleges and departments with strong collaborative relationships.



**EMPHASIZE CLOSE RELATIONSHIPS AND SHORT TRAVEL TIMES BETWEEN RELATED PROGRAMS TO ENCOURAGE CROSS-DISCIPLINARY COLLABORATION.** Focus the greatest intensity of activity mix and building scale within a convenient walk of 30th Street Station on Market, Chestnut and 30th Streets and JFK Boulevard.



**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.



**CONNECT PEOPLE TO DESTINATIONS THROUGH PUBLIC TRANSIT.** Most of campus lies within a convenient 5-minute walk of one or more transit stations.



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



**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.



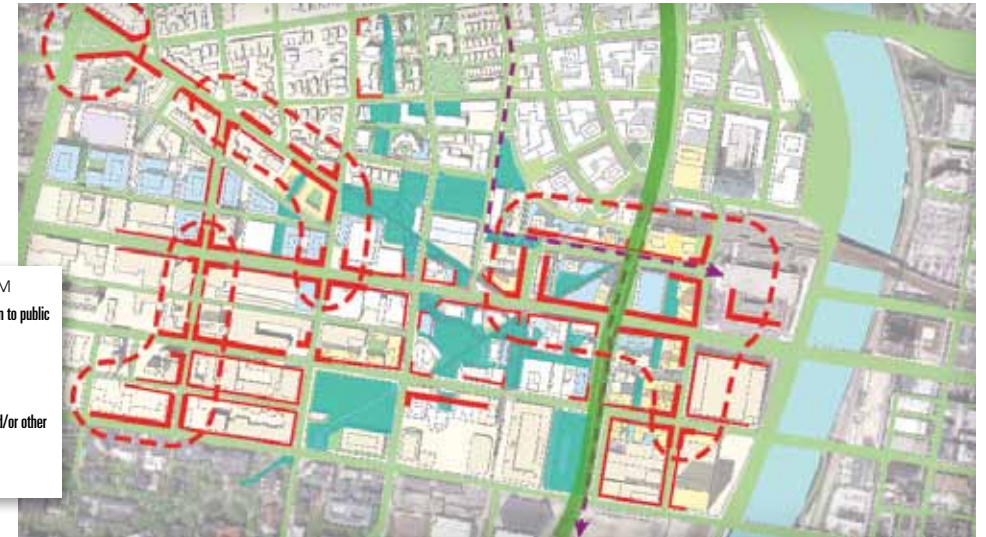
**BUILD A LARGER, MORE ACTIVE UNIVERSITY CITY NEIGHBORHOOD.** Introducing new housing and neighborhood-oriented retail choices on sites like the Hess Engineering Research Laboratories at 34th Street and Lancaster Avenue would enhance quality of life in Powelton Village and Mantua, while helping attract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

# 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.



**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.



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.

# 3

## 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.*



**PROMOTE DIALOGUE AMONG DIVERSE GROUPS OF PEOPLE.** The Library Learning Terrace transformed an uninviting outdoor space into a hub of student learning and conversation.



**BETTER UTILIZE THE HISTORIC MAIN BUILDING.** Already a major crossroads of a diverse campus community, the Main Building's Great Court could foster dramatically more interaction within the community with more seating and greater visibility to/from adjacent spaces.



**PROVIDE MULTIPLE FORMS AND PLACES OF GATHERING TO INVITE THESE CONVERSATIONS.** Drexel can leverage the success of the Recreation Center by adding outdoor seating and plantings that extend student interaction from the building interior to Market and 33rd Streets and the Lancaster Green.



**EXPAND DINING, RETAIL, ENTERTAINMENT, AND RECREATION AMENITIES THAT BRING PEOPLE TOGETHER.** Recruiting new tenants to neighborhood retail locations can create new centers of community for Drexel and its neighbors.



**TURN THE ARMORY INTO A HUB FOR STUDENT ACTIVITY.** Complementing the Armory's existing recreational activities with mezzanine-level student gathering spaces can intensify student interaction and better link Drexel's existing and future student neighborhoods.



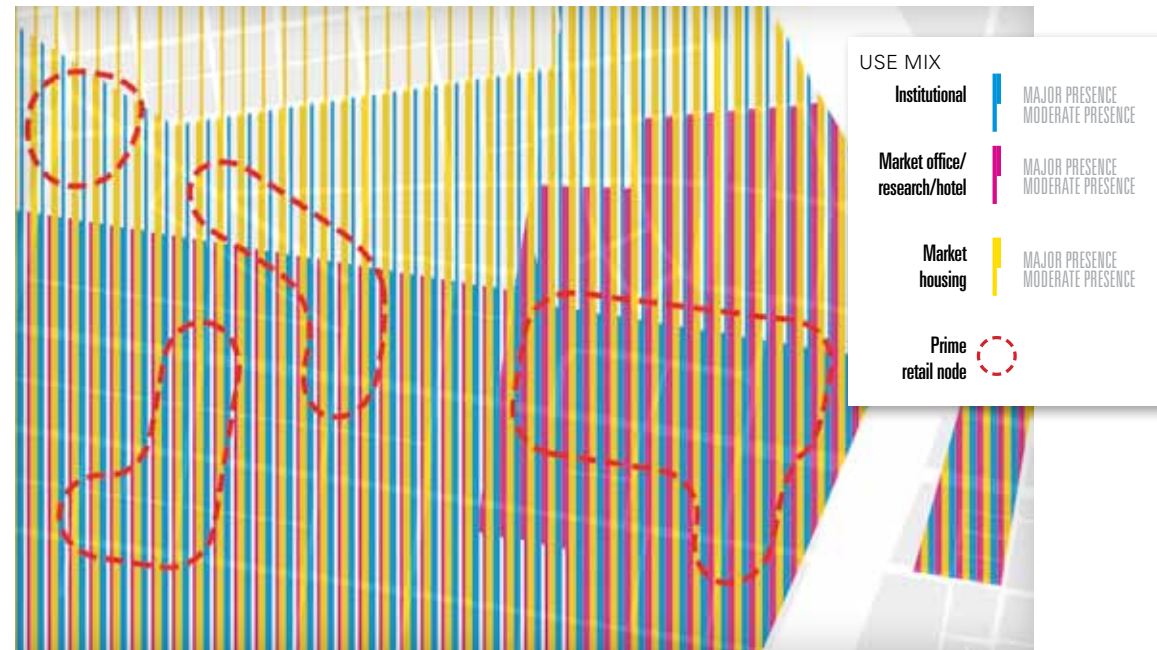
# 4 Expand the Innovation Community.

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.



**INTENSIFY THE OVERLAP AND MAGNITUDE OF CAMPUS, WORKPLACE, RESIDENTIAL, AND AMENITY ACTIVITIES TO FOSTER CREATIVE INNOVATION.** The 30th Street corridor and other corridors near 30th Street Station can come to life days, evenings, and weekends with a mix of people engaged in living, working, learning, and relaxing.



An intensive mix of university, commercial, and residential activity near 30th Street Station and along Market Street will expand Drexel’s innovation opportunities, while areas emphasizing residential and neighborhood retail activity will build bonds with Powelton Village and Mantua.

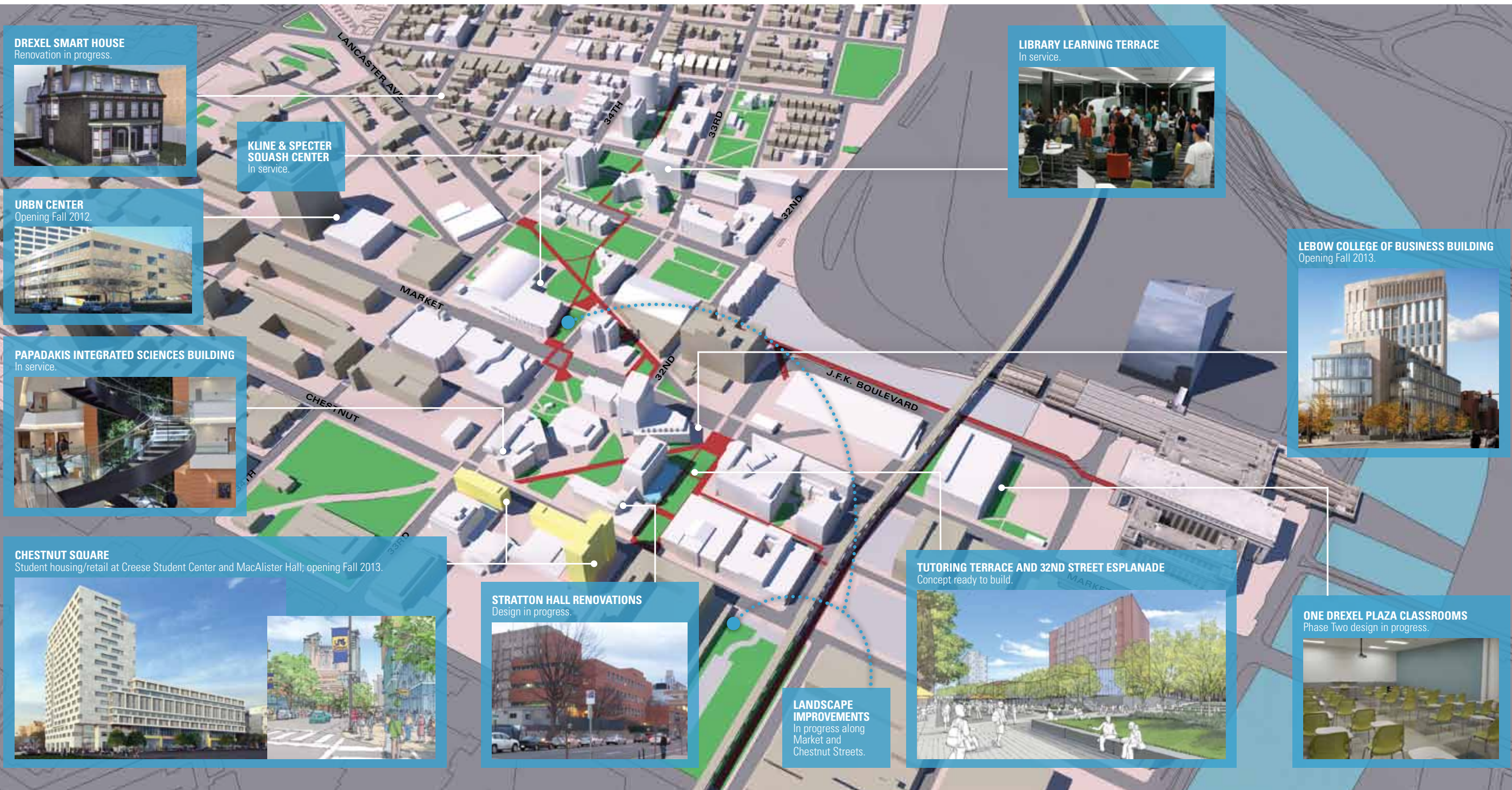


**CONNECT STUDENTS WITH EMPLOYERS AND THE COMMUNITY BEYOND CAMPUS.** Relocating the Steinbright Career Development Center to a prominent, welcoming home on Market Street will build stronger connections among students, employers, faculty, and the broader community.



**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.

# Transform TODAY



**DREXEL SMART HOUSE**  
Renovation in progress.



**KLINE & SPECTER SQUASH CENTER**  
In service.

**URBN CENTER**  
Opening Fall 2012.



**PAPADAKIS INTEGRATED SCIENCES BUILDING**  
In service.



**CHESTNUT SQUARE**  
Student housing/retail at Creese Student Center and MacAlister Hall; opening Fall 2013.



**STRATTON HALL RENOVATIONS**  
Design in progress.



**LANDSCAPE IMPROVEMENTS**  
In progress along Market and Chestnut Streets.

**LIBRARY LEARNING TERRACE**  
In service.



**LEBOW COLLEGE OF BUSINESS BUILDING**  
Opening Fall 2013.



**TUTORING TERRACE AND 32ND STREET ESPLANADE**  
Concept ready to build.

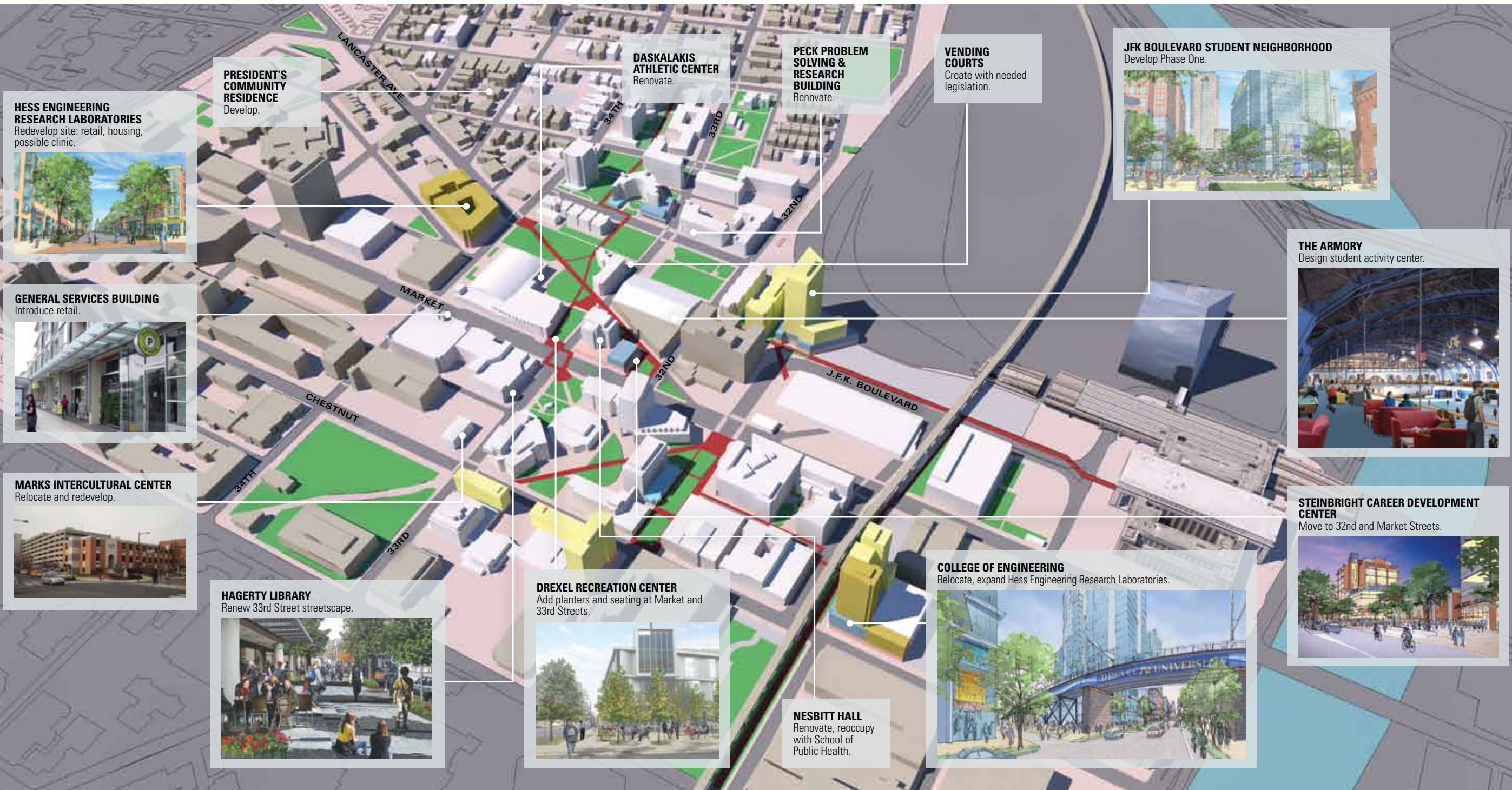


**ONE DREXEL PLAZA CLASSROOMS**  
Phase Two design in progress.





# 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.



**PRESIDENT'S COMMUNITY RESIDENCE**  
Develop.

**DASKALAKIS ATHLETIC CENTER**  
Renovate.

**DREXEL RECREATION CENTER**  
Add planters and seating at Market and 33rd Streets.



**PECK PROBLEM SOLVING & RESEARCH BUILDING**  
Renovate.


**NESBITT HALL**  
Renovate, reoccupy with School of Public Health.

**VENDING COURTS**  
Create with needed legislation.

**JFK BOULEVARD STUDENT NEIGHBORHOOD**  
Develop Phase One.



**THE ARMORY**  
Design student activity center.



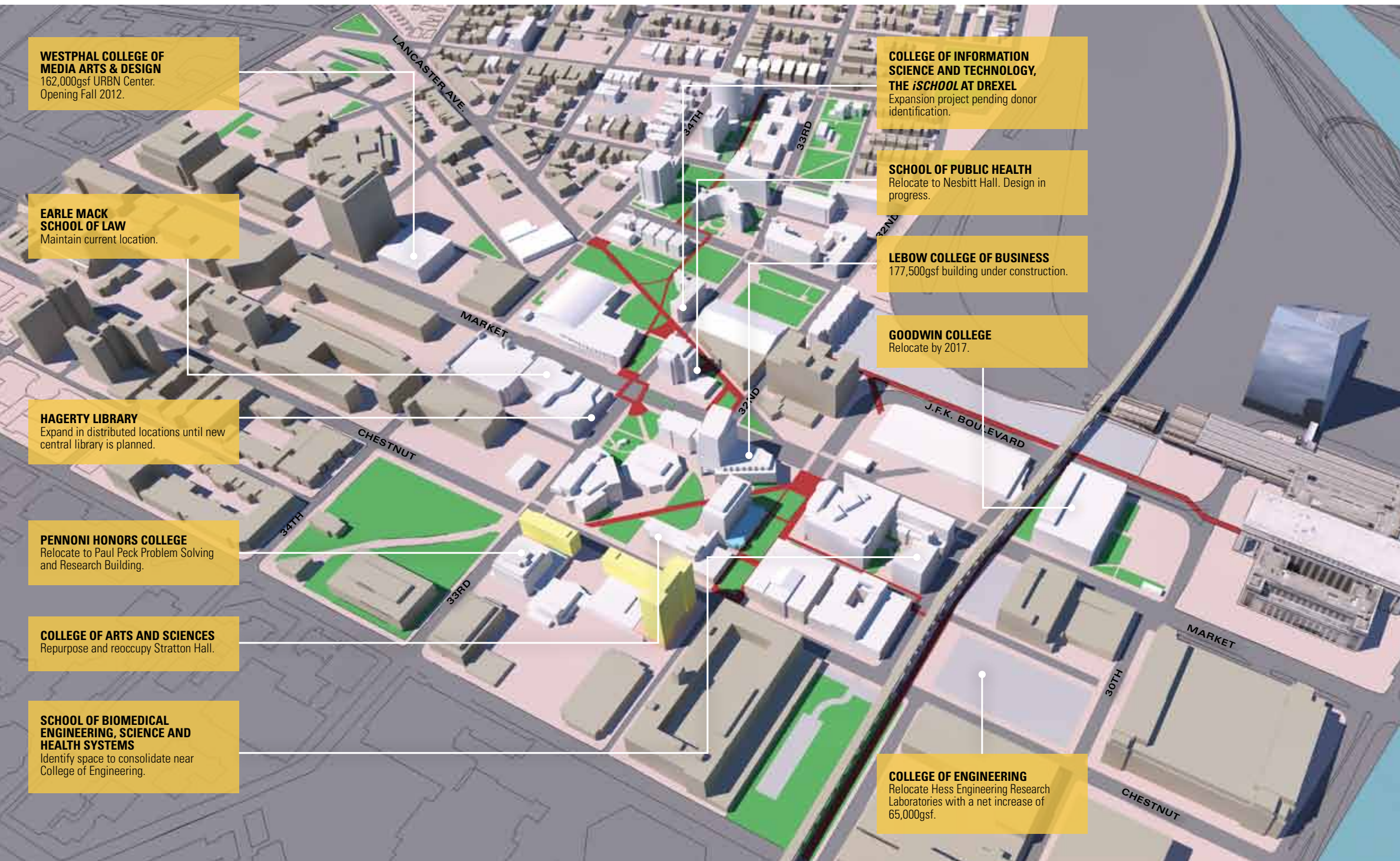
**STEINBRIGHT CAREER DEVELOPMENT CENTER**  
Move to 32nd and Market Streets.



**COLLEGE OF ENGINEERING**  
Relocate, expand Hess Engineering Research Laboratories.



# Transform BY COLLEGE



**WESTPHAL COLLEGE OF MEDIA ARTS & DESIGN**  
162,000gsf URBN Center.  
Opening Fall 2012.

**EARLE MACK SCHOOL OF LAW**  
Maintain current location.

**HAGERTY LIBRARY**  
Expand in distributed locations until new central library is planned.

**PENNONI HONORS COLLEGE**  
Relocate to Paul Peck Problem Solving and Research Building.

**COLLEGE OF ARTS AND SCIENCES**  
Repurpose and reoccupy Stratton Hall.

**SCHOOL OF BIOMEDICAL ENGINEERING, SCIENCE AND HEALTH SYSTEMS**  
Identify space to consolidate near College of Engineering.

**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.

**LEBOW COLLEGE OF BUSINESS**  
177,500gsf building under construction.

**GOODWIN COLLEGE**  
Relocate by 2017.

**COLLEGE OF ENGINEERING**  
Relocate Hess Engineering Research Laboratories with a net increase of 65,000gsf.

**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.

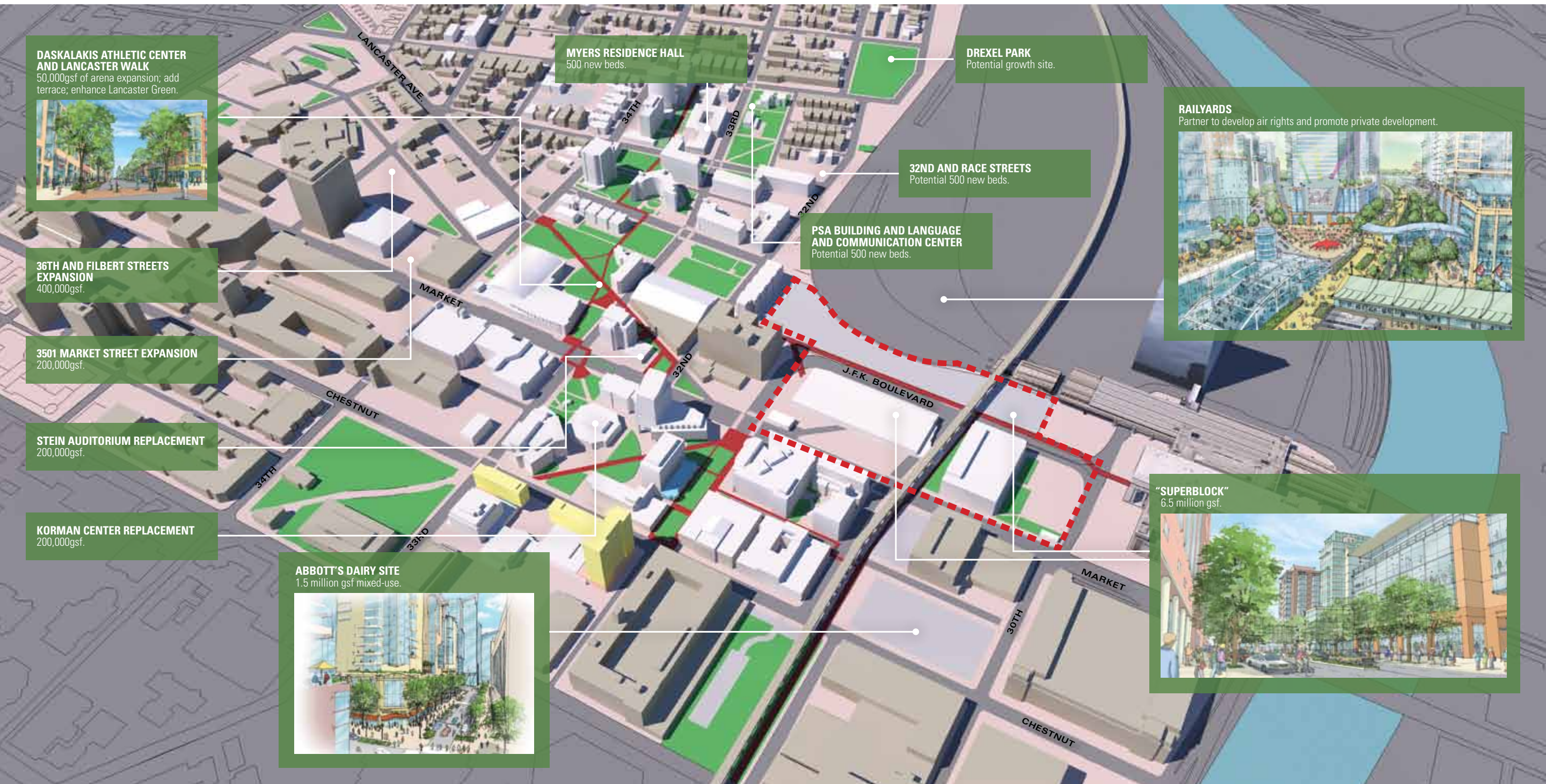
**COLLEGE OF MEDICINE**  
Continue to modernize within the Center City Campus footprint and acquire real estate when feasible.

**11TH STREET FAMILY HEALTH SERVICES**  
Expansion planning in progress.

**QUEEN LANE CAMPUS**  
Completed addition.

# Transform

## BEYOND 2017



**DASKALAKIS ATHLETIC CENTER AND LANCASTER WALK**  
50,000gsf of arena expansion; add terrace; enhance Lancaster Green.



**MYERS RESIDENCE HALL**  
500 new beds.

**DREXEL PARK**  
Potential growth site.

**32ND AND RACE STREETS**  
Potential 500 new beds.

**PSA BUILDING AND LANGUAGE AND COMMUNICATION CENTER**  
Potential 500 new beds.

**RAILYARDS**  
Partner to develop air rights and promote private development.



**36TH AND FILBERT STREETS EXPANSION**  
400,000gsf.

**3501 MARKET STREET EXPANSION**  
200,000gsf.

**STEIN AUDITORIUM REPLACEMENT**  
200,000gsf.

**KORMAN CENTER REPLACEMENT**  
200,000gsf.

**ABBOTT'S DAIRY SITE**  
1.5 million gsf mixed-use.



**'SUPERBLOCK'**  
6.5 million gsf.



## ACKNOWLEDGEMENTS

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Opening Fall 2012.*



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