



Western Kentucky University **2010–2022 Master Plan Update**

July 2011

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INTRODUCTION

Features of the WKU main campus—the hilltop setting, natural beauty, and distinctive architecture—create **a strong sense of place.** The WKU community treasures these characteristics, which are the result of numerous planning efforts dating back to 1909.

The earliest Master Plan was prepared for the hilltop campus by Henry Wright in 1909. Wright was a nationally prominent landscape architect whose collaboration with President Henry Hardin Cherry continued until 1935.

The Master Plan was updated in 1966 by Johnson, Johnson, and Roy to address the challenges of integrating the original hilltop campus with the rapidly expanding facilities to the south. JJR recommended a greater building density in the new section of campus.

Gresham Smith and Partners embraced the “greater building density” concept in the 2003 Update to the Master Plan. What began as a Traffic and Parking Study under the direction of the Campus Master Planning Committee quickly expanded to include numerous related areas of planning and physical improvement: Growth, Wayfinding, Greenspace, Pedestrian Circulation and Safety, Bikeway, Traffic, Parking, and Shuttle Bus.

In all of these areas, WKU has made significant progress since 2003. The 2010–2022 Master Plan Update is fashioned after its predecessor, the 2003 GSP Update. Produced by the Campus Master Planning Committee, the 2010–2022 Master Plan updates and documents progress toward stated campus development goals.

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I. 2010–2022 MASTER PLAN UPDATE

The 2010–2022 Master Plan Update uses powerful GIS mapping tools to accurately map existing and proposed future campus features. It builds on previous planning initiatives and recognizes that existing opportunities and challenges must be addressed to support the continued growth of the University. The goals of the 2010–2022 Master Plan Update are to:

- Identify the **guiding principles** used to create this master plan
- Highlight **priority goals** for the next twelve years
- Develop an updated atlas of **campus maps**, accurate for both current conditions and future goals

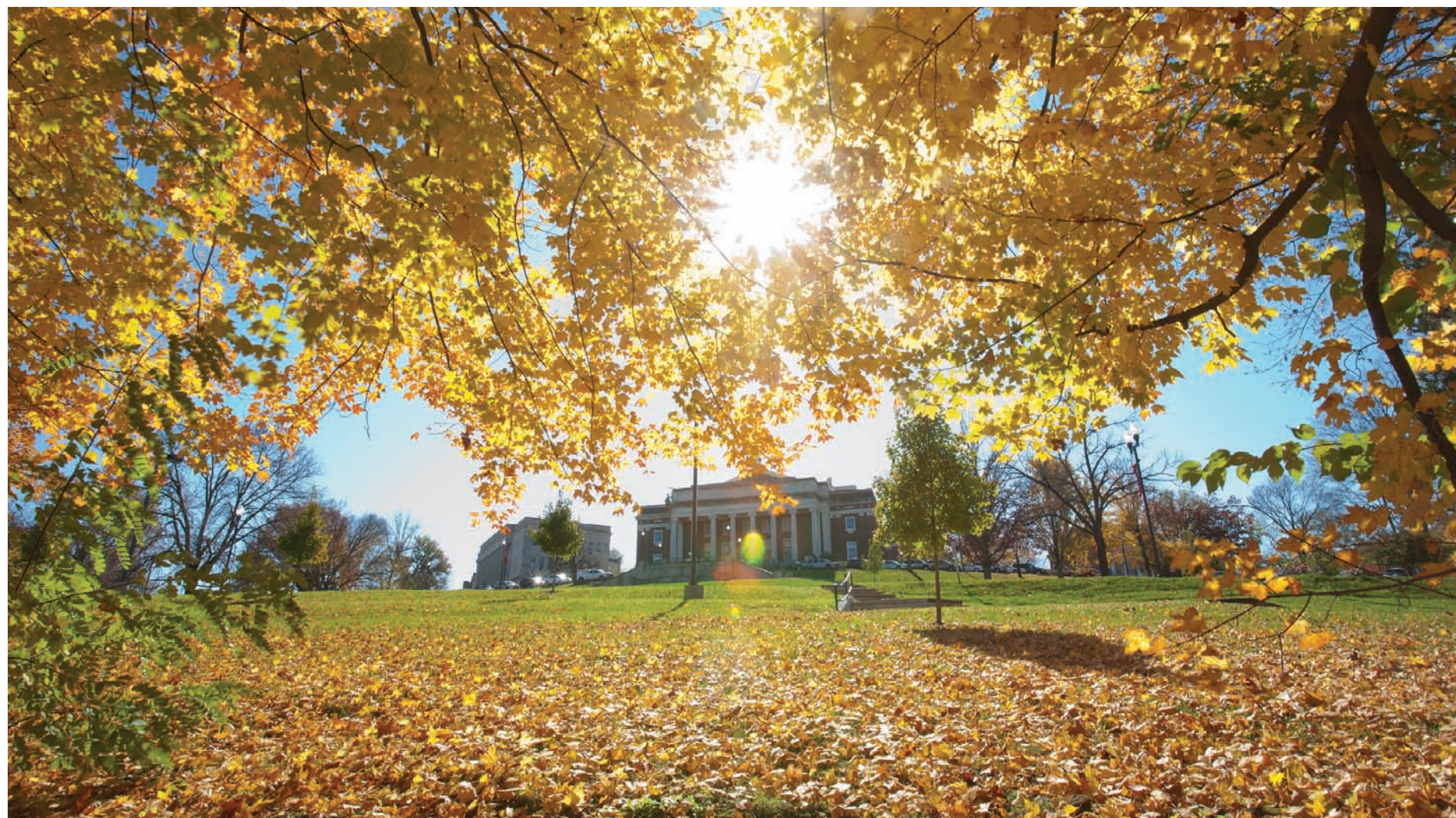
WKU total enrollment is currently approaching 21,000 students. Current goals are to reach enrollment of 24,000 by 2016, and 27,000 by 2022. WKU enrolls some 3,000 graduate students and by 2012 will offer doctoral degrees in three areas. Current international student enrollment is 583, with a projected growth of 12% to 650 by 2022. While the large majority of current enrollment is undergraduates attending classes at the main campus in Bowling Green, growth is expected to be equally distributed among traditional enrollment, on-line course offerings, regional campuses, and graduate enrollment.

The location of the main campus near the major transportation corridor of I-65, and the relatively short distance between Bowling Green and the major cosmopolitan areas of Louisville and Nashville, contribute to this growth. Over the past decade, both Bowling Green and Warren County have experienced rapid population growth. In 2010, the US Census Bureau reports 58,067 persons residing inside the city limits of Bowling Green, and 113,792 within Warren County, a population increase of 23% since 2000. With many Warren County residents choosing WKU as their college destination, population growth in the county influences enrollment growth at the University.

In order to accommodate anticipated growth, this document looks forward twelve years, and is consistent with the Six-Year Capital Plan submitted to the Kentucky General Assembly each biennium.

II. GUIDING PRINCIPLES

The guiding principles are tools used in the decision making process to prioritize campus projects for the Master Plan Update. They are shaped by the current economic, fiscal, and strategic environment. The nation is emerging from a deep recession, and it is imperative to make sound decisions in investing limited fiscal resources on campus. In addition, Sustainability Initiatives have emerged as a pillar of WKU's Strategic Plan. The guiding principles of the 2010–2022 Master Plan are:



- Emphasize **fiscal responsibility in capital planning** (renovated space vs. new space; increased building density vs. expanded campus boundary)
- Emphasize **fiscal responsibility in operations** (shared space vs. dedicated space)
- Incorporate **best management practices for sustainability** into capital construction projects (House Bill 2, LEED criteria and stormwater management)
- **Improve greenspace** to enhance the campus environment
- Continue to develop a **consistent and compatible architectural language** that supports historic as well as more modern architectural examples that exist on campus
- **Acquire land as available** to facilitate campus expansion
- **Maintain a walkable and accessible campus** by improving pedestrian connections, safety, and aesthetics
- **Limit or remove vehicles** from high-volume pedestrian areas
- **Reduce traffic congestion and parking demand** by creating multi-modal access to campus and increasing transit service
- **Cultivate an on-campus residential community** by improving housing and auxiliary services to support student success
- Develop and maintain **building and safety standards** for off-campus, WKU-related organizations via the University District



III. PRIORITY GOALS

The WKU Campus Master Plan Committee, with input from President Gary Ransdell and Provost Gordon Emslie, and coordination by the office of Planning Design & Construction, has identified numerous goals and projects that are grouped in eight major growth categories:

1. Academic Programs and Facilities
2. Housing and Residence Life
3. Campus Environment
4. Auxiliary and Campus Services
5. Parking, Transportation and Traffic
6. Campus-Wide Infrastructure, Energy Efficiency, Sustainability
7. Athletics
8. WKU-Affiliated Organizations

The projects for the Bowling Green main campus are depicted on the 2010-2022 Master Plan map (Appendix A3). This includes existing buildings, proposed renovations, proposed new construction, and property to be acquired as available. Site plans for the regional campuses are shown in Appendix B.

1. Academic Programs and Facilities

For the next twelve years, academic facilities will continue to be the focus of most renovation and new construction projects. Growth is expected in branch campuses, distance learning, graduate programs, and international programs. The goals are to upgrade, renovate, and/or replace academic facilities to accommodate current academic programs and expected growth.

The projects identified for Academic Programs and Facilities are:

- Construct Music Rehearsal Hall
- Renovate the Science Campus Phase IV, including Thompson Complex Center Wing and Planetarium
- Relocate Gordon Ford College of Business to a new facility
- Renovate Grise Hall
- Raze Tate Page Hall after above renovations are complete
- Construct Nursing Program Facility
- Construct Honors College / International Programs facility
- Renovate Academic Complex
- Renovate Helm Library
- Renovate Cravens Library
- Renovate Ivan Wilson Fine Arts Center

Regional Campus Network

- Construct Glasgow Campus Phase II Building
- Construct Owensboro Technology Center Phase II
- Construct Elizabethtown Central Regional Education Center

2. Housing and Residence Life

An ambitious renovation campaign upgraded all existing residence halls between 2000 and 2009, for a current capacity of approximately 5,000 beds. The University continues to pursue development that encourages on-campus social, cultural, and residential life and reduces the student commuter culture. The goals are to maintain enough housing for freshmen to live on campus and accommodate growing

demand for on-campus housing. Plans for an additional 455 beds include:

- Gateway undergraduate apartments: 75
- Kentucky Street non-traditional apartments: 100
- Expansion of Bates-Runner Hall for undergraduates: 200
- Regents Drive undergraduate apartments: 80

3. Campus Environment

The overall campus feel, function and livability are enhanced by improvements to roads, sidewalks, greenspace, and related amenities such as trees, lighting, signage and site furnishings. A number of projects have been identified to continue to improve the campus environment:

- Renovate Craig Alumni Center and College Heights Foundation Building
- Implement planned WKU-community bikeway connection
- Minimize pedestrian/vehicle conflicts:
 - Reroute Hilltop Drive to exit onto College Heights Boulevard (Appendix A4)
 - Remove on-street parking on Hilltop Drive and Alumni Drive
 - Improve pedestrian safety on Kentucky Street
- Improve traffic flow and pedestrian safety along State Street corridor; enhance pedestrian link to Ogden Science Campus
- Create an accessible campus by removing barriers and improving connectivity for those with mobility limitations
- Restore South Lawn/Alumni Lawn, addressing needs for greenspace, special events, parking, and pedestrian access and factoring in the both the continued use and future demolition of Tate Page Hall
- Enhance campus security to assure a safe working and learning environment for faculty, staff, students, and visitors

4. Auxiliary and Campus Services

Auxiliary and campus services contribute to the quality of campus life for students, faculty, and staff. As the University continues to grow, expansion of auxiliary and campus services is necessary to support campus life and student success. Priority projects are:

- Renovate Downing University Center Phases IV & V
- WKU Gateway development: project-leased space for a 450-space parking deck (Parking Structure 3), the WKU Store, convenience store, coffee shop, and WKU Police Department
- Food services projects identified in the 2011 Market Match study
- Renovate Garrett Conference Center

5. Parking, Transportation and Traffic

Planned projects such as the College of Business building and the Athletics Tennis Complex will decrease parking inventory. In addition, anticipated enrollment growth and expanded on-campus housing will continue to increase demand for services. To meet the shifting demand for services, the principle strategy will be to enhance transit services in the Bowling Green community to maintain access to campus while supporting sustainability goals and minimizing capital costs. Plans for Parking and Transportation are:

- Expand park and ride service from existing parking lots in the Bowling Green community to campus for commuting students
- Expand access to transit services from campus to the Bowling Green community to support employment, commerce, and leisure opportunities for on-campus residents.
- Improve multi-modal access to campus to reduce parking demand and traffic congestion
- Construct Parking Structure 4 at the Ogden Science Complex
- Explore traffic improvements to ease congestion and enhance vehicular circulation

6. Campus-Wide Infrastructure, Energy Efficiency, Sustainability

To support anticipated growth, WKU continues to invest in critical upgrades to the utility infrastructure for steam, chilled water, communications, and underground electrical service. In addition, the Energy Savings Performance Contract is helping WKU to reduce its energy consumption through a wide range of upgrades and retrofits. Priority projects at this time are:

- Upgrade underground electrical infrastructure
- Replace steam infrastructure
- Upgrade information technology infrastructure
- Complete Energy Performance Savings Contract; explore viability of ESPC Phase III
- Explore work/class scheduling alternatives and facility use plans to decrease energy use in summer and winter terms

7. Athletics

An Athletics Master Plan by Heery International is currently evaluating needs for Track, Tennis, Soccer, Softball, Baseball, and an indoor practice and training facility.

8. WKU-Affiliated Organizations

Off-campus student and alumni organizations enhance the WKU experience through social, spiritual, and community service activities. The majority of these WKU-affiliated organizations fall within the boundaries and are subject to the guidelines of an overlay district of the City-County Planning Commission's University District Review Committee. WKU continues to support these affiliated organizations. Ongoing efforts include:

- Construct Augenstein Alumni Center, to include conference facilities and the WKU Welcome Center
- Work with City/County to review University District boundaries for possible expansion;
- Promote relocation of Greek organizations



IV. DEVELOPMENT AND PLANNING PROGRESS

Significant progress has been made toward the goals identified by Gresham Smith and Partners in the 2003 Master Plan Update. The goals described below follow the outline established by that document.

GROWTH

- Renovate existing space to best utilize resources
 - Academic: Classroom renovations 2001-10
 - Housing: 15 Residence Halls 2001-09
 - Academic: STH / College High Hall 2010
 - Academic: Van Meter Hall 2010
 - Auxiliary: Preston Center 2010
 - Academic: Math and Science Academy 2008
 - Academic: Academic Complex 2008
 - Athletic: Houchens LT Smith Stadium 2008
 - Academic: Faculty House 2007
 - Auxiliary: Downing University Center 2003-05
 - Athletic: Diddle renovation 2003
- Increase building density to enhance campus feel
 - Academic: College of Business TBD
 - Academic: Music Rehearsal Hall 2011
 - Academic: College of Education 2011
 - Auxiliary: Chapel 2010
 - Athletic: Baseball Clubhouse 2009
 - Athletic: Houchens LT Smith Stadium 2009
 - Academic: Snell Hall 2009
 - Auxiliary: PFT Food Court 2008
 - Auxiliary: Health Services 2008
 - Auxiliary: Student Publications 2007
 - Academic: Eng & Biological Sciences 2004
 - Academic: Mass Media & Technology Hall 2003
- Land acquisition to allow for expansion
 - College of Education 2011
 - Block 12 Development 2011
 - Greek Housing Ongoing

WAYFINDING

- Develop a zoning system to assist with orientation
 - New campus maps with zones 2009
- Develop way finding system to assist with navigation
 - Signs for directions, buildings, parking 2009

GREEN SPACE

- Create an aesthetic linkage to unify campus
 - College High Hall plaza 2010
 - Alumni Lawn improvements 2010
 - Campus tree inventory 2009
 - Standards for signage and lighting 2008
 - PFT Plaza 2008
 - Centennial Mall 2006
 - Outdoor Sculpture 2006
 - Van Meter Overlook 2005
- Remove cars from core of campus to create green space
 - Remove STH/College High parking lot 2010
 - Remove DUC and Grise parking lots 2006

PEDESTRIAN CIRCULATION AND SAFETY

- Develop central walkway to accommodate pedestrians
 - Centennial Mall 2006
- Eliminate pedestrian/vehicular conflicts if possible
 - In-street crosswalk signage 2010
 - Campus-wide lighting upgrade 2008
 - Remove Virginia Garrett Dr 2006
- Remove parking from the Hill for a more pedestrian-friendly atmosphere
 - Reroute Hilltop Drive TBD
 - Remove on-street parking TBD
- Improve State Street crosswalks to the Ogden campus
 - State St. narrowed, sidewalks widened 2011
 - Normal/State crosswalk plan 2010



BIKEWAY

- Promote biking as alternative to driving to reduce parking demand
 - Big Red Bikes bike-share program 2008-11
- Create bikeway to link campus to the City to promote cycling
 - Community Bikeway 2011
- Create bicycle storage facilities at main classroom buildings and dormitories to promote cycling
 - 700 bike parking spaces added 2005-10
- Create a strong connection between main and south campus to promote cycling as a transportation option
 - South Campus Greenway 2006

TRAFFIC

- Remove vehicles from core of campus to reinforce the importance of pedestrian access and campus aesthetics
 - Remove Virginia Garrett Dr 2006
- Reinforce shuttle system to reduce traffic
 - Improve South Campus park & ride 2006
- Eliminate one-way traffic flow to ease navigation
 - Two-way segment of College Heights Blvd. 2009
- Redirect non-university vehicles to reduce congestion
 - KYTC improvements on KY880 2007
 - Landscaped median on College Heights Blvd. 2005

PARKING

- Create new parking options to accommodate growth
 - Parking Structure 2 2005
 - 4 improved parking lots 2005-09
- Develop premium fee based system to fund parking capital projects and encourage use of perimeter lots
 - Last fee increase 2008
- Move parking to campus perimeter to eliminate pedestrian/vehicular conflicts
 - 6 new parking lots at campus perimeter 2003-09
- Encourage ride-sharing to reduce parking demand
 - Rideshare website 2008
- Develop with City a parking district in adjacent neighborhoods to address disruptive on-street parking Dormant
- Install cameras to improve security Continuing

SHUTTLE BUS

- Reinforce shuttle system as preferred transportation to reduce congestion
 - Ridership doubled since 2004
- Reverse direction of shuttle service to go clockwise around campus to put student loading and unloading on campus side of busy streets (requires two way traffic on Big Red Way (AOC) Not practical at this time
- As new buildings are constructed, review number and location of shuttle stops Ongoing
- Acquire accessible buses for disabled passengers
 - Fleet updated 2005
- Develop permanent parking and storage for buses
 - Maintenance facility 2005
- Coordinate and cooperate with the City to create a city-wide mass transit system to integrate campus with the community Ongoing
- Develop downtown park & ride service to serve demands that can't be accommodated on campus Center Street and PS3

EXHIBITS

2011–2022 Master Plan Presentation Map

Appendix A: Main Campus GIS Maps

The WKU Department of Planning, Design & Construction, along with several partners, has undertaken an ambitious in-house mapping effort, centered on the development of a reliable campus base map, plus numerous data layers, all organized with the computing power of Geographic Information Systems (GIS). This system will help meet the operational and planning needs on campus. Data layers include locations of buildings, roadways, sidewalks, property lines, utility lines, trees, and even monitoring of deferred maintenance projects. As renovation and new construction projects are completed, detailed information on these projects is added to the GIS system. The GIS maps in Appendix A have consistent base map features.

A1. Bowling Green Vicinity Map

A2. Aerial Orthophotography

A3. 2010-2022 Master Plan

- **Green:** WKU Property is owned by the University or a related foundation
- **Grey:** road or sidewalk
- **Orange:** property line
- **Light blue parcel:** Property to be acquired as available due to its proximity, that WKU would be interested in purchasing from a willing seller
- **Red building:** WKU Building owned by WKU or a related foundation
- **Red with blue outline:** WKU Building slated for renovation
- **Dark blue building:** Proposed new construction
- **Dashed line:** Proposed underground utility upgrade
- **Yellow:** WKU-affiliated organization

A4. Traffic and Circulation

- **White arrows:** Existing traffic flow
- **Black arrows:** Proposed changes in traffic flow

A5. Tree Inventory

- **Circles:** More than 3,000 campus trees were inventoried between 2009 and 2011. The results are mapped in three size categories according to trunk

diameter (DBH is diameter, in inches, measured at breast height). WKU has been designated a Tree Campus USA by the National Arbor Day Foundation.

A6. University District

The University District is an overlay district of the City-County Planning Commission. A large majority of WKU-affiliated organizations fall within the District's boundaries and are subject to guidelines developed and enforced by the Commission's University District Review Committee.

A7. WKU South Campus

WKU has renovated former commercial spaces and/or constructed new facilities for the South Campus Academic Wing, the Knicely Conference Center, the Hattie Preston Intramural Sports Complex, Parking & Transportation Services, and the Center for Research & Development. The site master plan addresses future growth areas and circulation improvements.

A8. WKU Farm

The 759-acre farm, located about 15 minutes from the Bowling Green main campus, was purchased in 1934. The farm is used by students pursuing careers in all aspects of agriculture, and also for trials and USDA research. The 68,000 square-foot L.D. Brown Agricultural Exposition Center is used for exhibitions, conventions, and meeting activities. The area surrounding the farm is experiencing both commercial and residential growth, and WKU has taken steps to hold the farm in a conservation easement, limiting future pressure to develop the farm.



Appendix B: Regional Campus Network Maps

The WKU regional campus network consists of the following locations:

B1. WKU Owensboro

WKU-Owensboro is located across Highway 231 from the Owensboro Community and Technical College campus. The 9.5-acre first phase was dedicated in April, 2010. The Campus Master Plan for 28.3 acres was developed by Ross Tarrant Architects. The property is owned by Daviess County Fiscal Court and leased by WKU.

B2. WKU Glasgow

WKU-Glasgow is a Regional Campus of Western Kentucky University and also houses Bowling Green Technical College's Glasgow Technology Campus. The 30-acre facility was occupied in 2002 and modular units were added 2007. A feasibility study by Hafer Associates is currently underway to examine expansion possibilities.

B3. WKU Elizabethtown

WKU-Elizabethtown addresses the educational needs of public school teachers, active duty military and their families in Hardin County. WKU-Elizabethtown has partnered with Elizabethtown Community and Technical College in constructing and renovating classrooms and office space on the ECTC campus. WKU has developed a master plan to develop the Elizabethtown Central Regional Education Center on an adjacent 20-acre site.

WKU Radcliff Regional Education and Development Center

The Radcliff Center opened in 2008 in response to growth in the Radcliff / Ft. Knox area as a result of the federal Military Base Realignment and Closure law. Major new missions were assigned to Ft. Knox resulting in the in-migration of several thousand military and civil service jobs. The facility currently has Interactive Video Studio Classrooms, technology-enhanced classrooms, a computer lab, and staff and faculty offices. Plans are being developed to finish out approximately 18,000 additional square feet of space to further address community needs.

WKU Ft. Knox

WKU is one of six colleges authorized to offer programs on the Ft. Knox Army base, and has offered programs there since 1975. WKU has partnered with the Army Continuing Education system to upgrade classrooms and offices to serve Soldiers and others on the installation. WKU has installed two Interactive Video Studio classrooms and a technology-enhanced classroom to provide more options for Ft. Knox students. WKU is one of the charter schools offering degree programs through the Army electronic portal (goarmyed) for providing college programs to Soldiers.

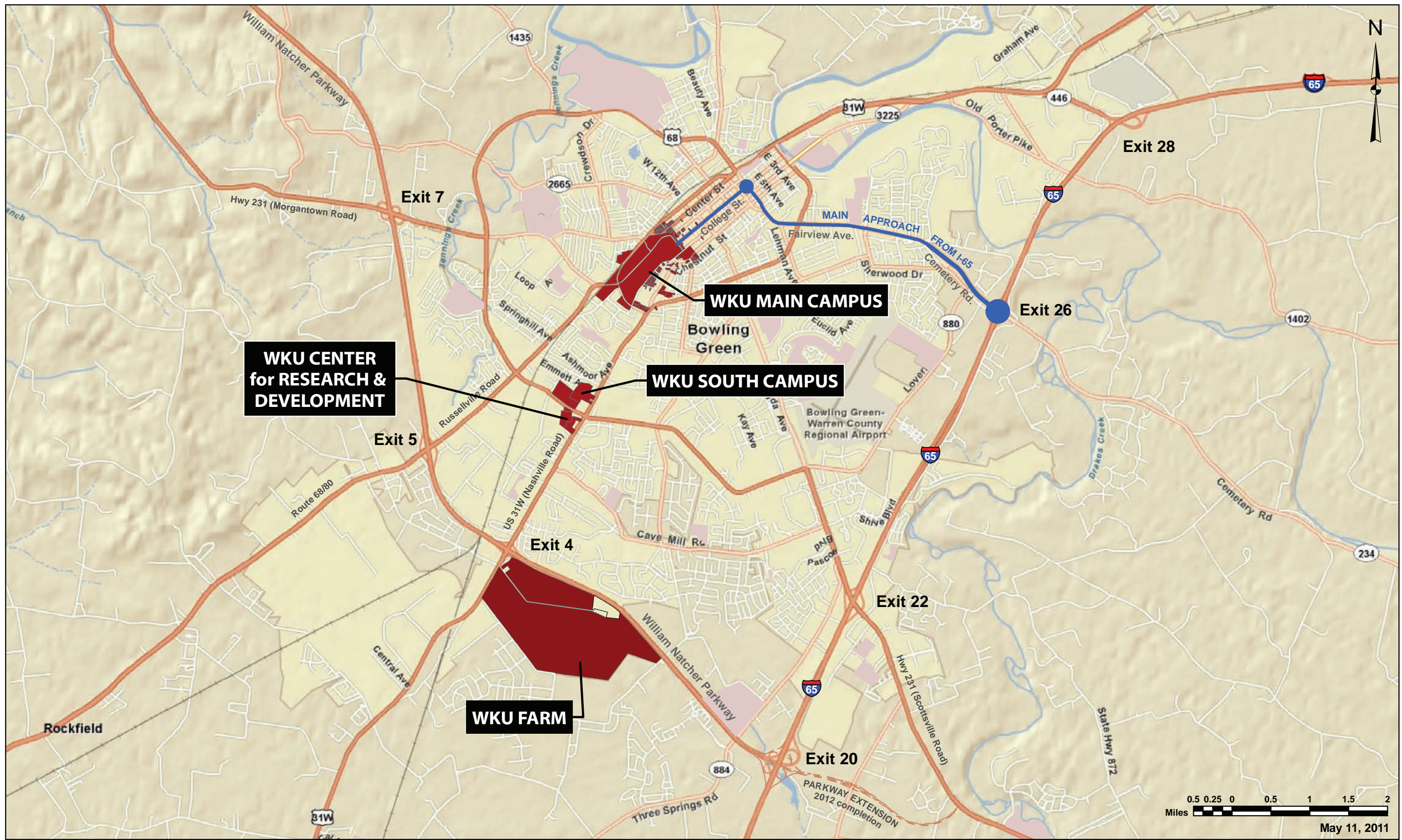


■ WKU Buildings
 ■ WKU Future Buildings
 ■ Land Owned by WKU
 ■ WKU Affiliated
 ■ Parcels TBAcquired as it becomes available
 ■ 12 Year Renovation



WKU 2010-2022 Master Plan

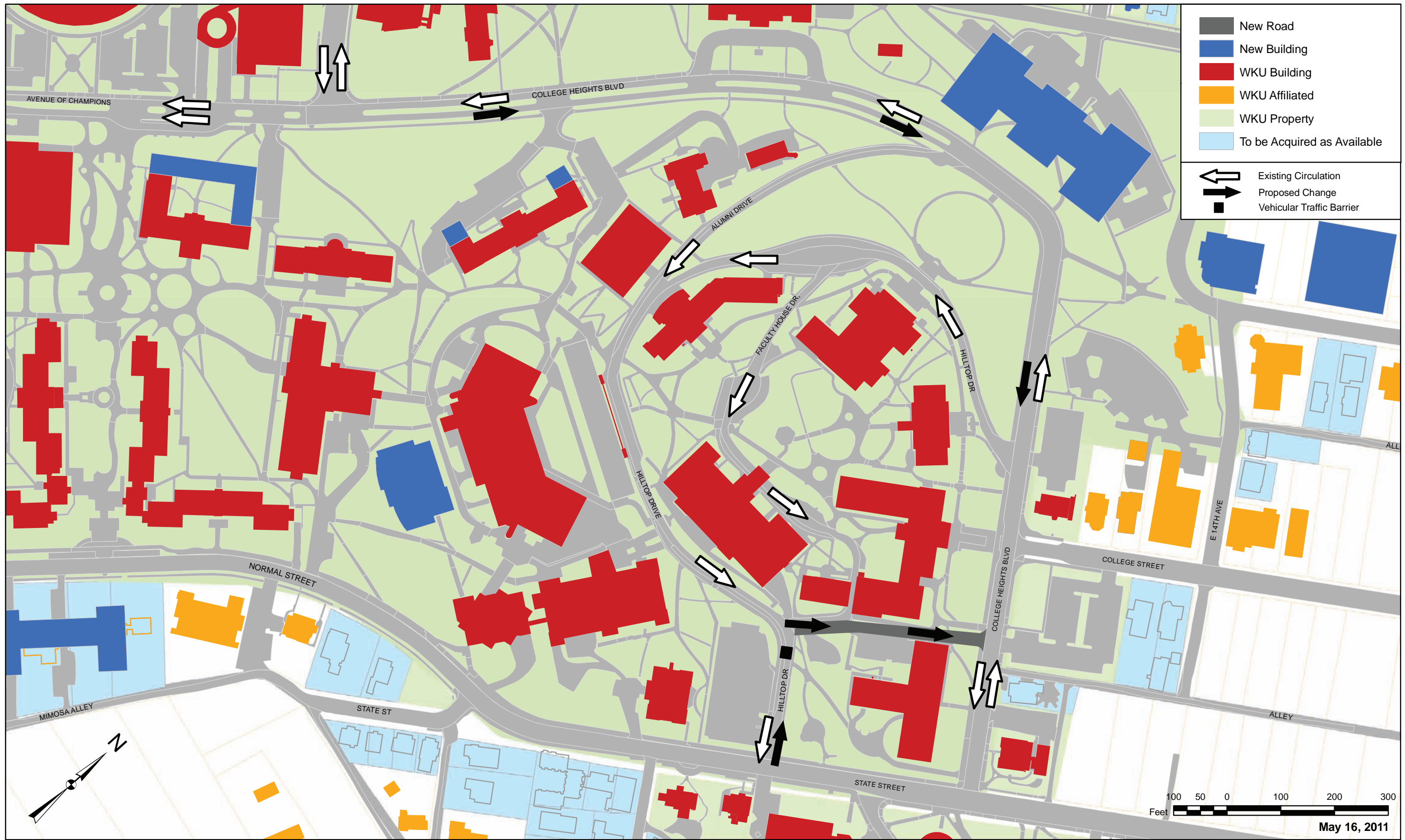




A1. Bowling Green Vicinity Map

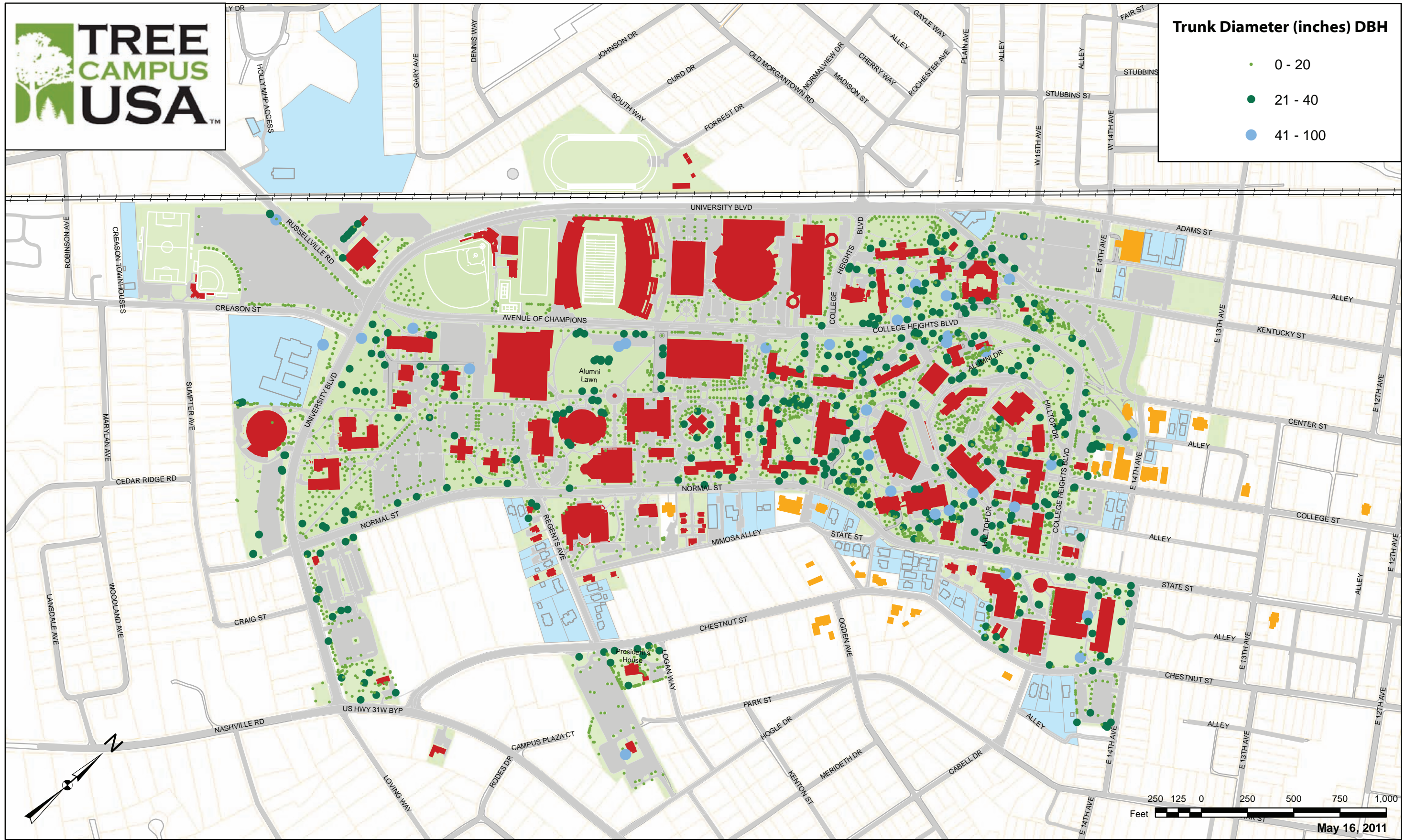
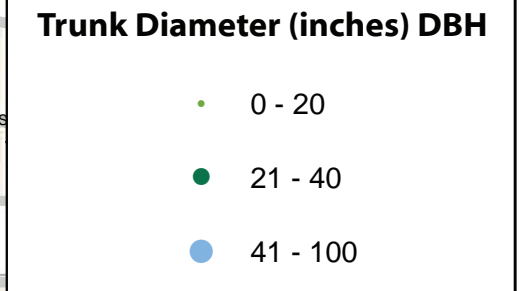






A4. Traffic & Circulation



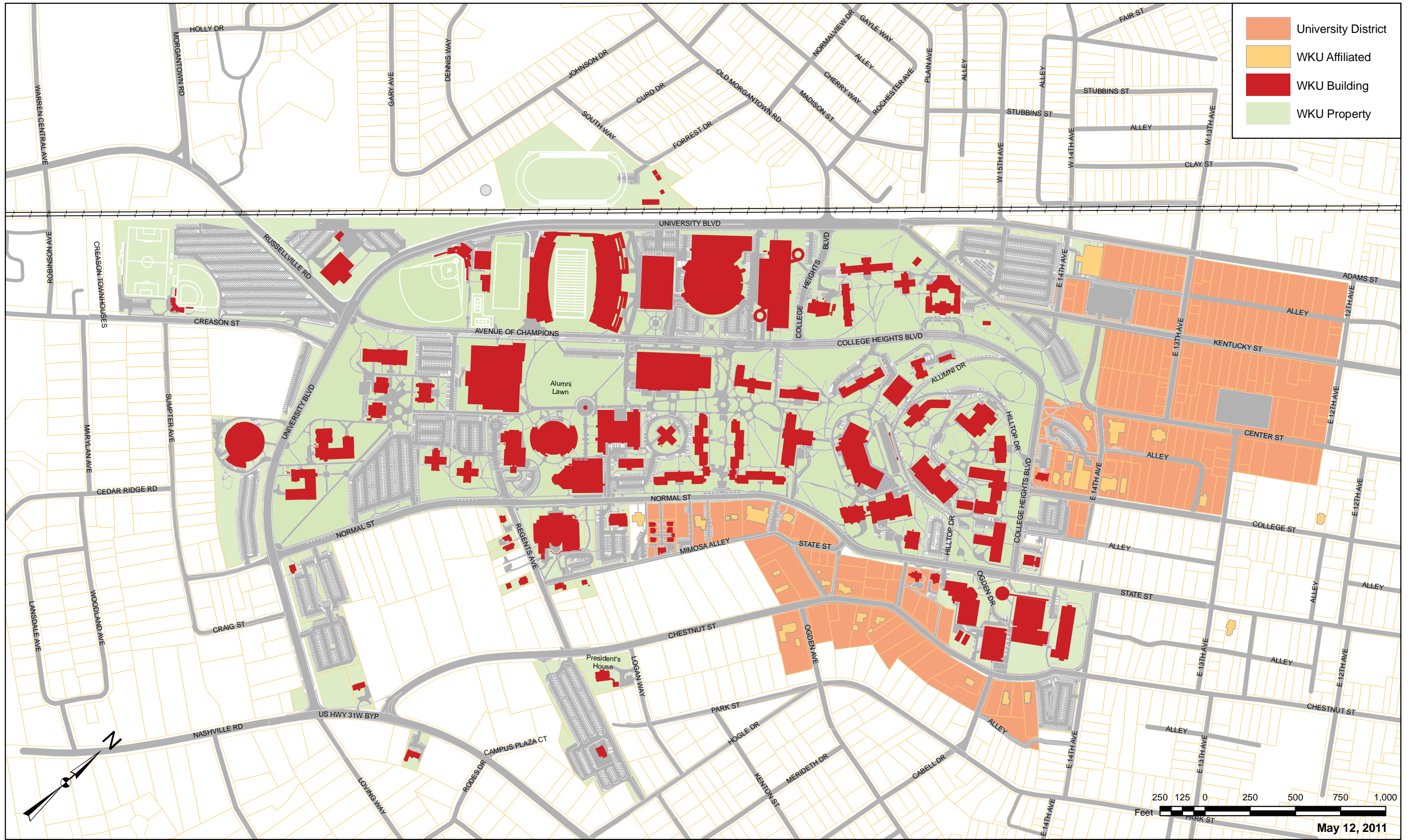


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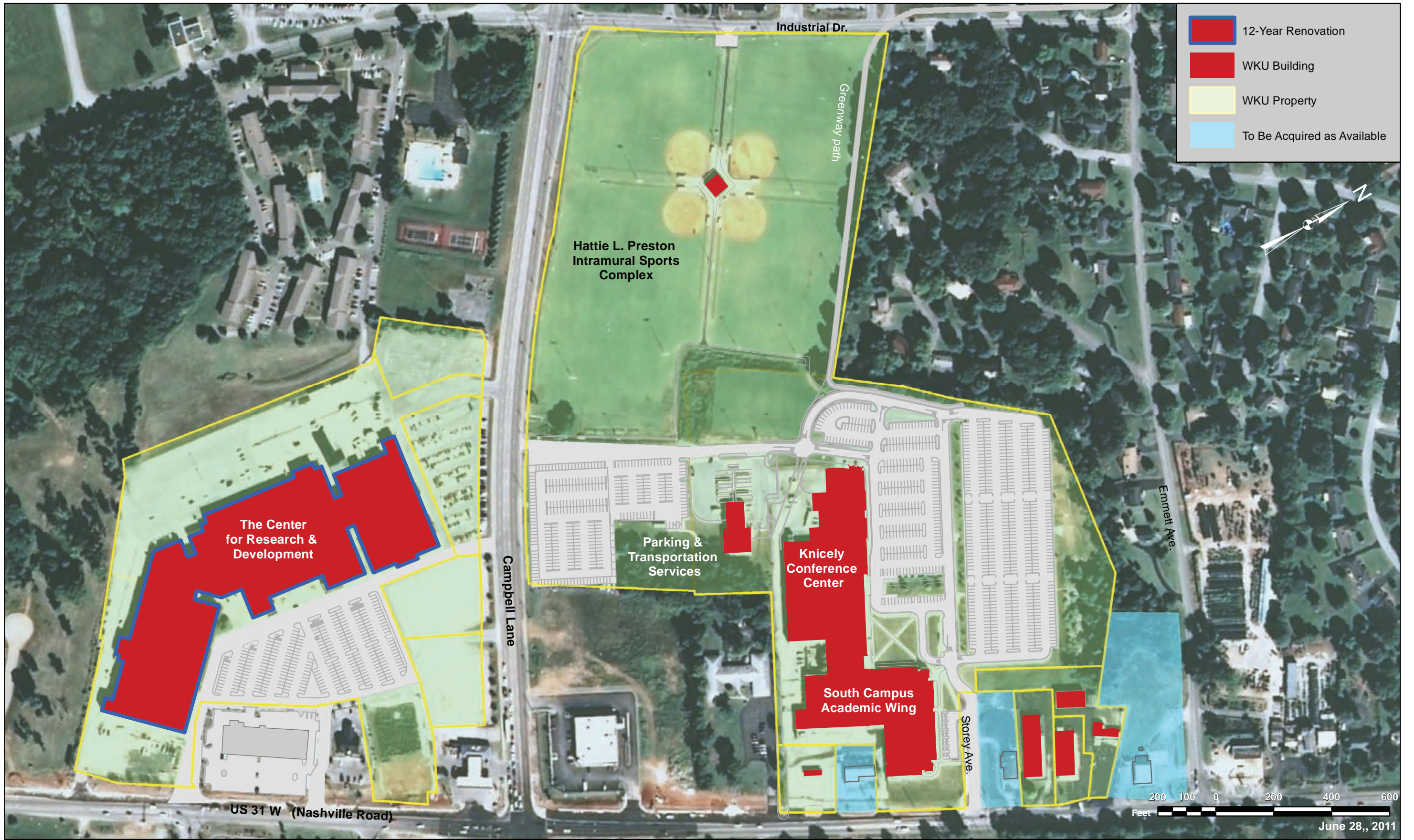
A5. Tree Inventory





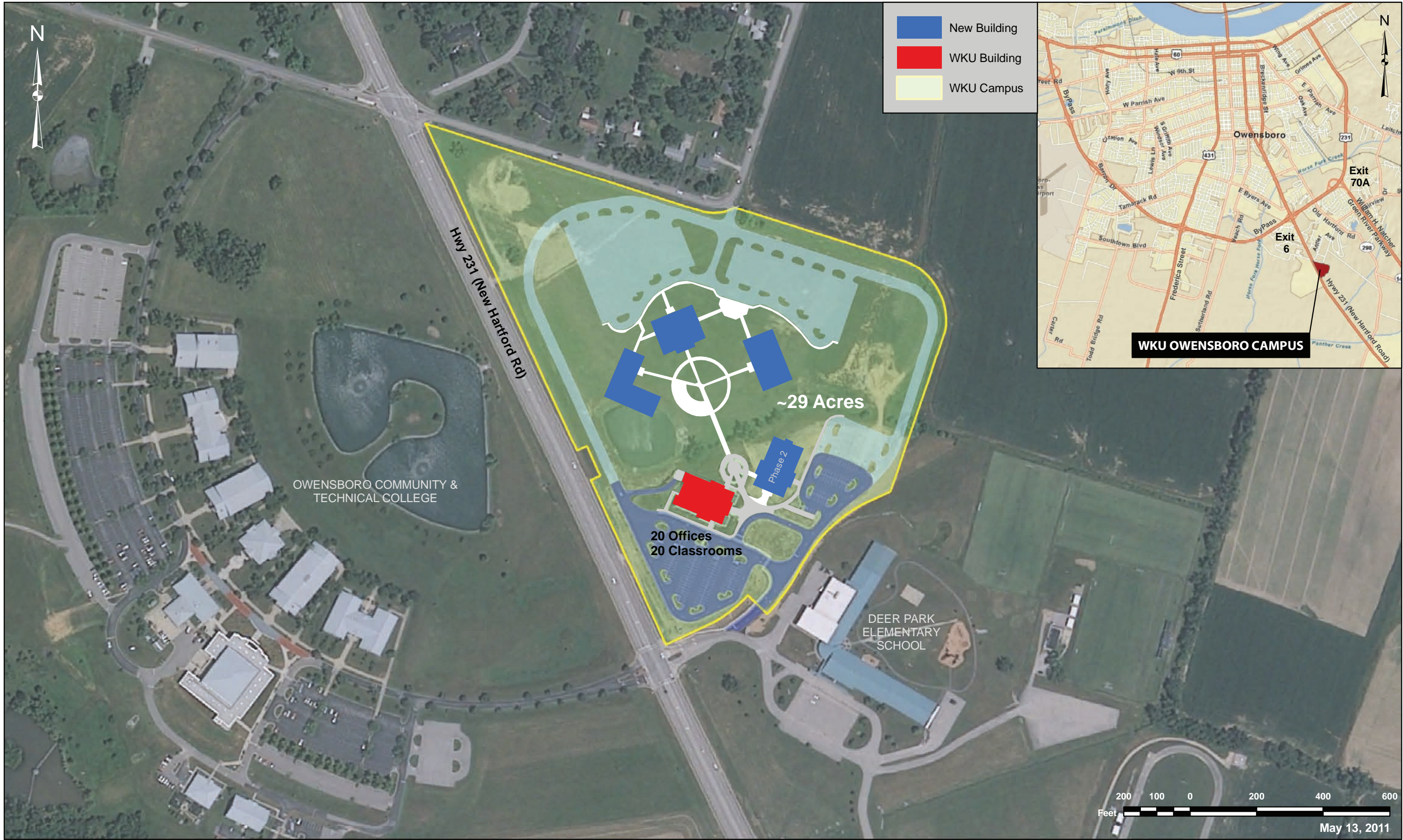
A6. University District













B3. WKU Elizabethtown and Radcliff

