



Overview and Update of the Rutgers University-New Brunswick Physical Master Plan

February 2015

“Failure To Plan, is Planning For Failure”

Winston Churchill

The university physical master plan is an opportunity to engage the Rutgers community in envisioning the future campus environment to support the goals of the strategic plan.



Process

- **Strategic Planning Process**
- **Space Utilization Study**
- **Outreach**
 - Steering Committee
 - MyCampus Survey
 - Adjacency Tool
 - Town Halls
 - Individual & Group Meetings
- **Interpretation of the Data**
- **Prioritization of Issues**
- **Development of Potential Strategies**
- **Development of a Plan**

Proposed Enhancements and Focus

- Strategic Academic Initiatives
- Campus Connectivity-Transportation
- Housing
- Health, Wellness & Recreation
- Student Life

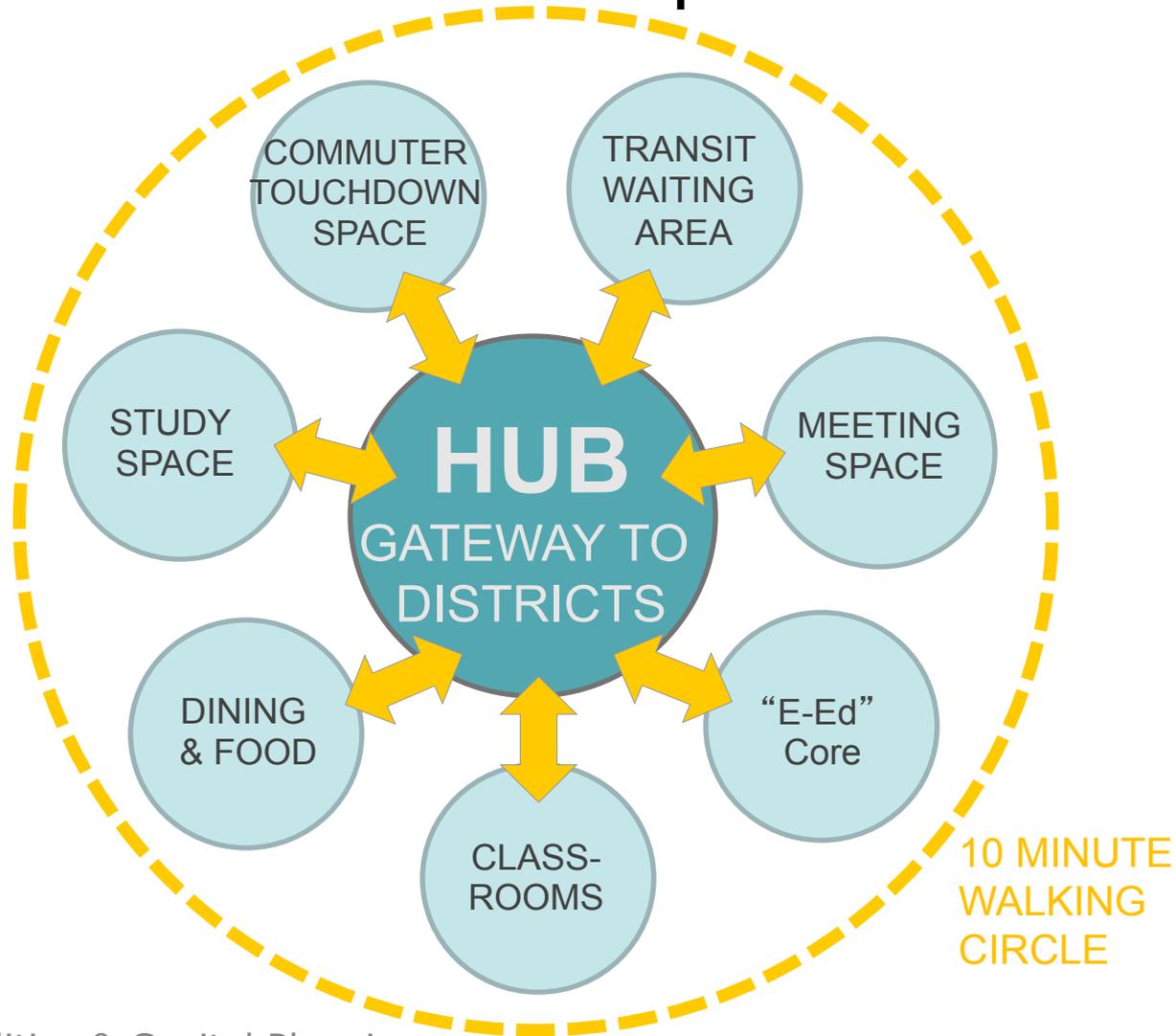
Proposed Enhancements and Focus

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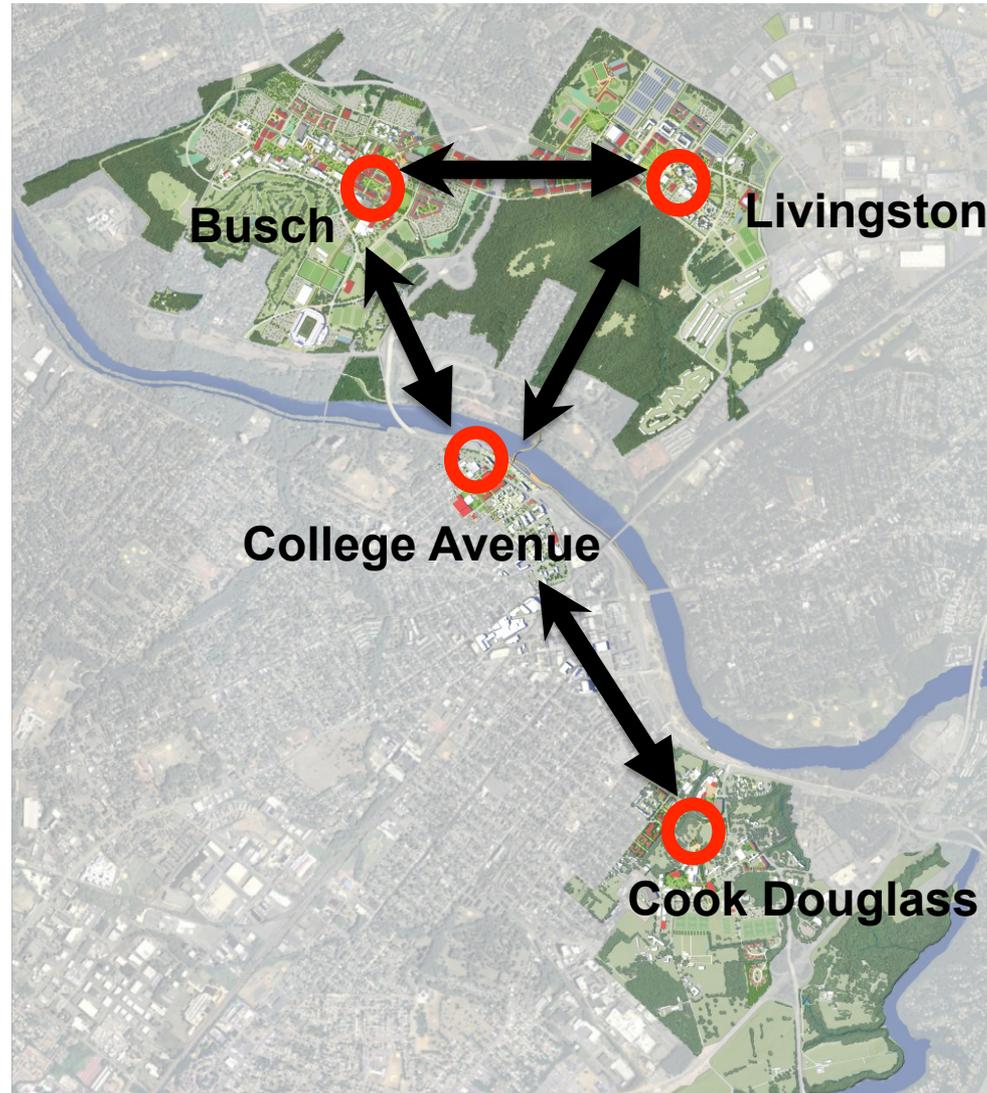
Immersion Learning



Center of the Student Experience



Connections and Hubs



Dedicated Bus Lanes in New Brunswick



Nelson Street (looking north) Albany to Bayard, Liberty to New

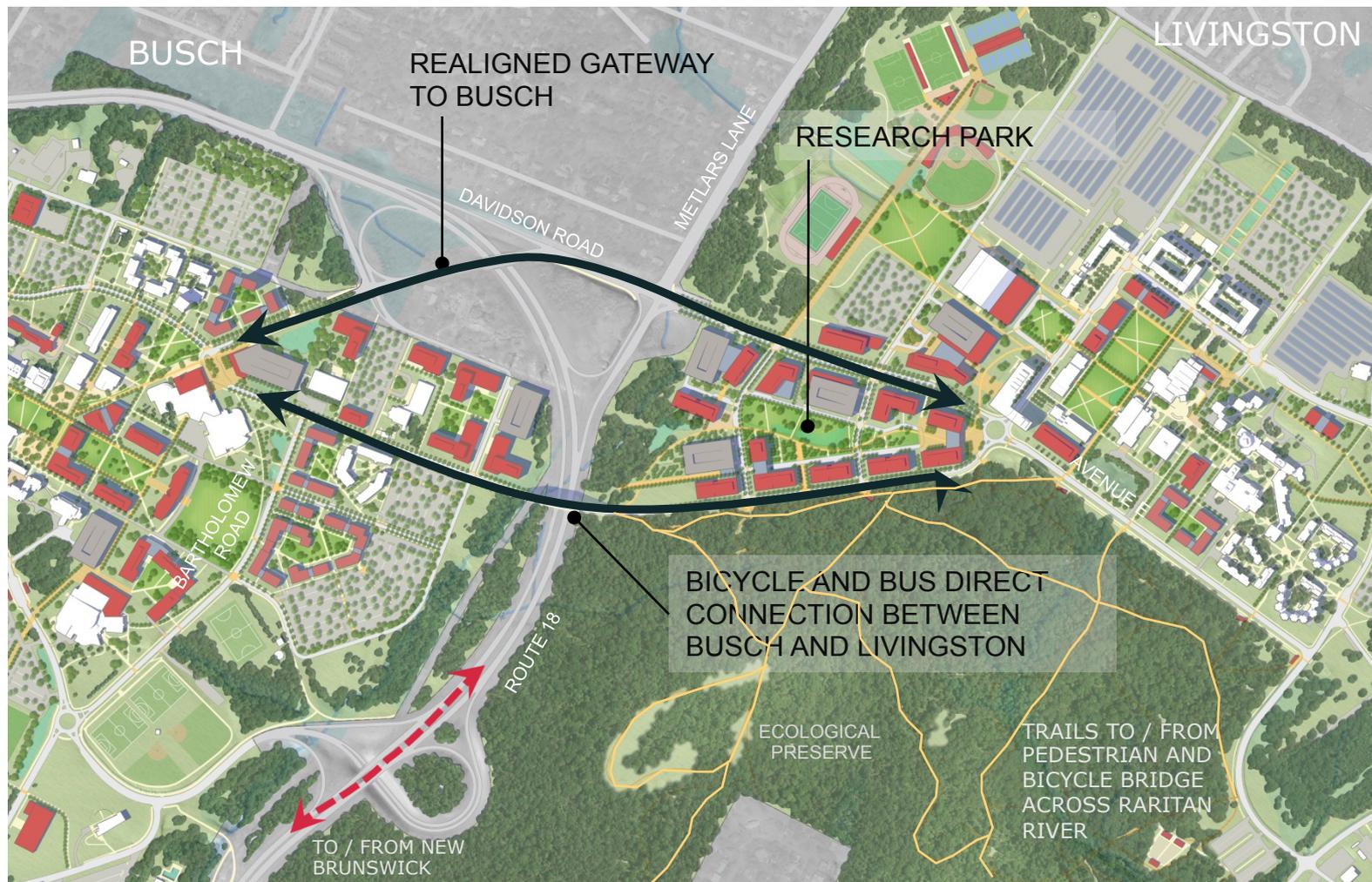


Nelson Street (looking north) Bayard to Liberty

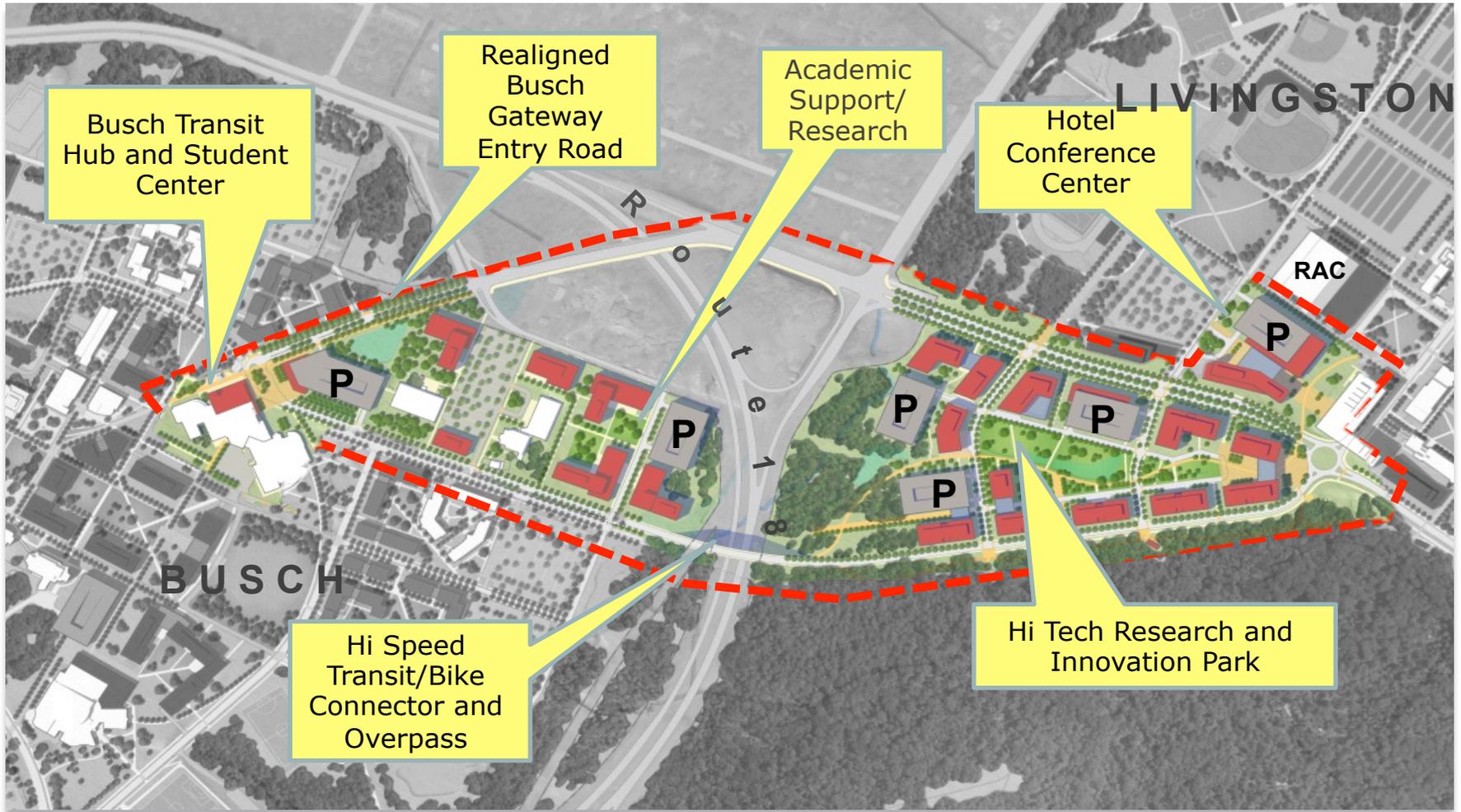


Nelson Street (looking north) Oliver to Commercial

Busch/Livingston Gateway



Proposed Improvements



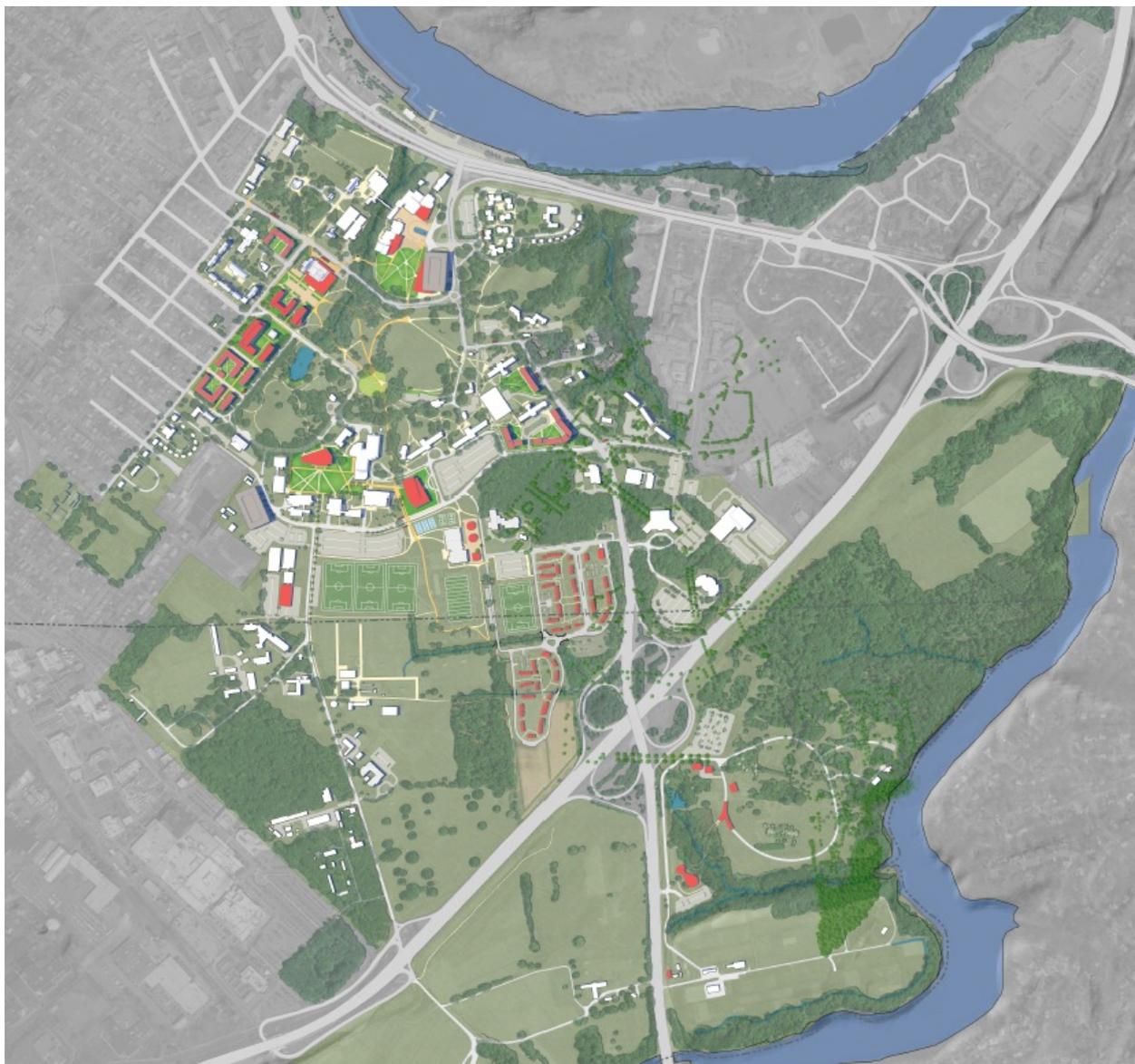
Busch-Livingston Research District



Proposed Enhancements and Focus

- Strategic Academic Initiatives
- Campus Connectivity-Transportation
- **Housing**
- Health, Wellness & Recreation
- Student Life

Cook Douglass



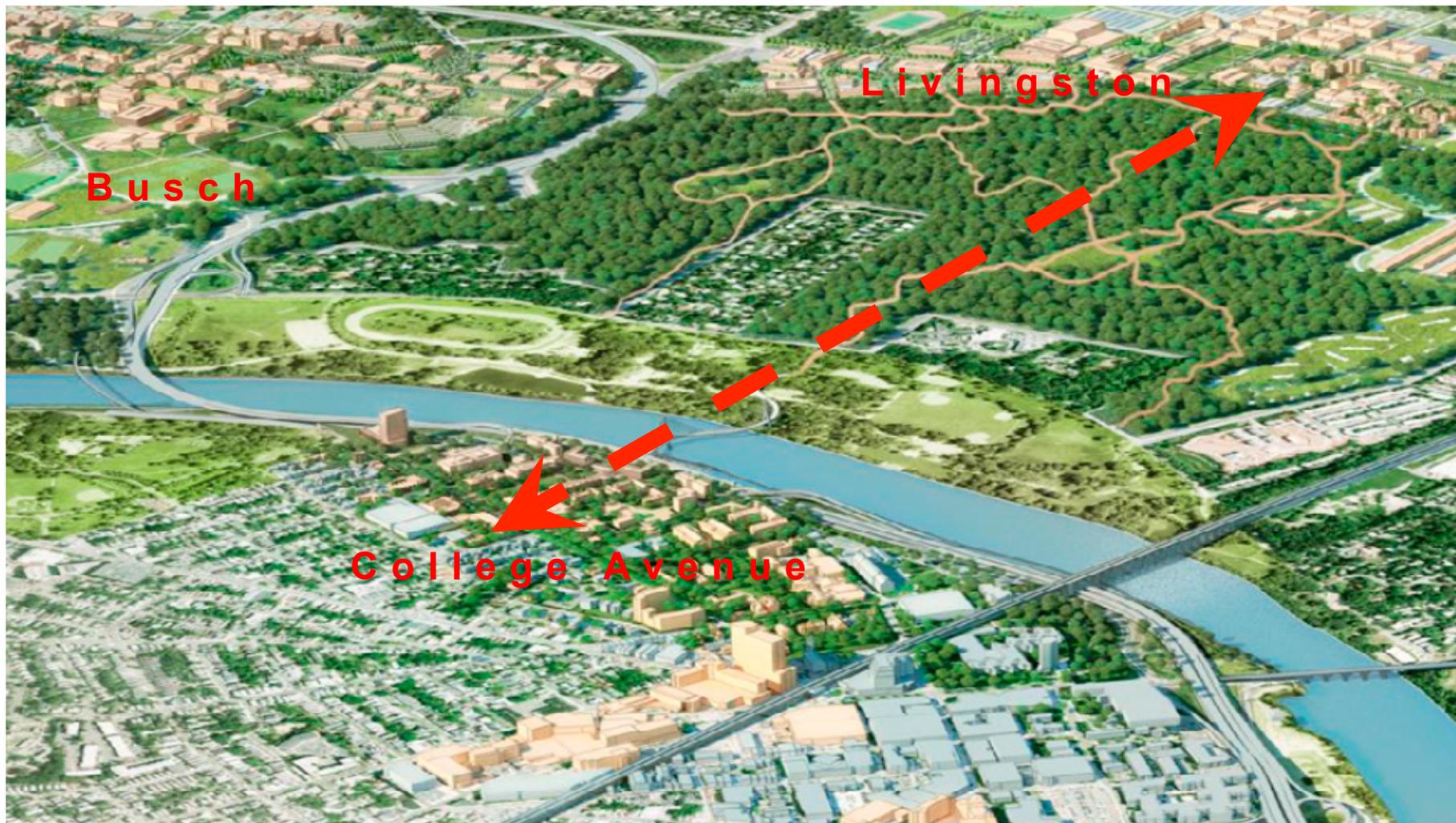
Housing Village



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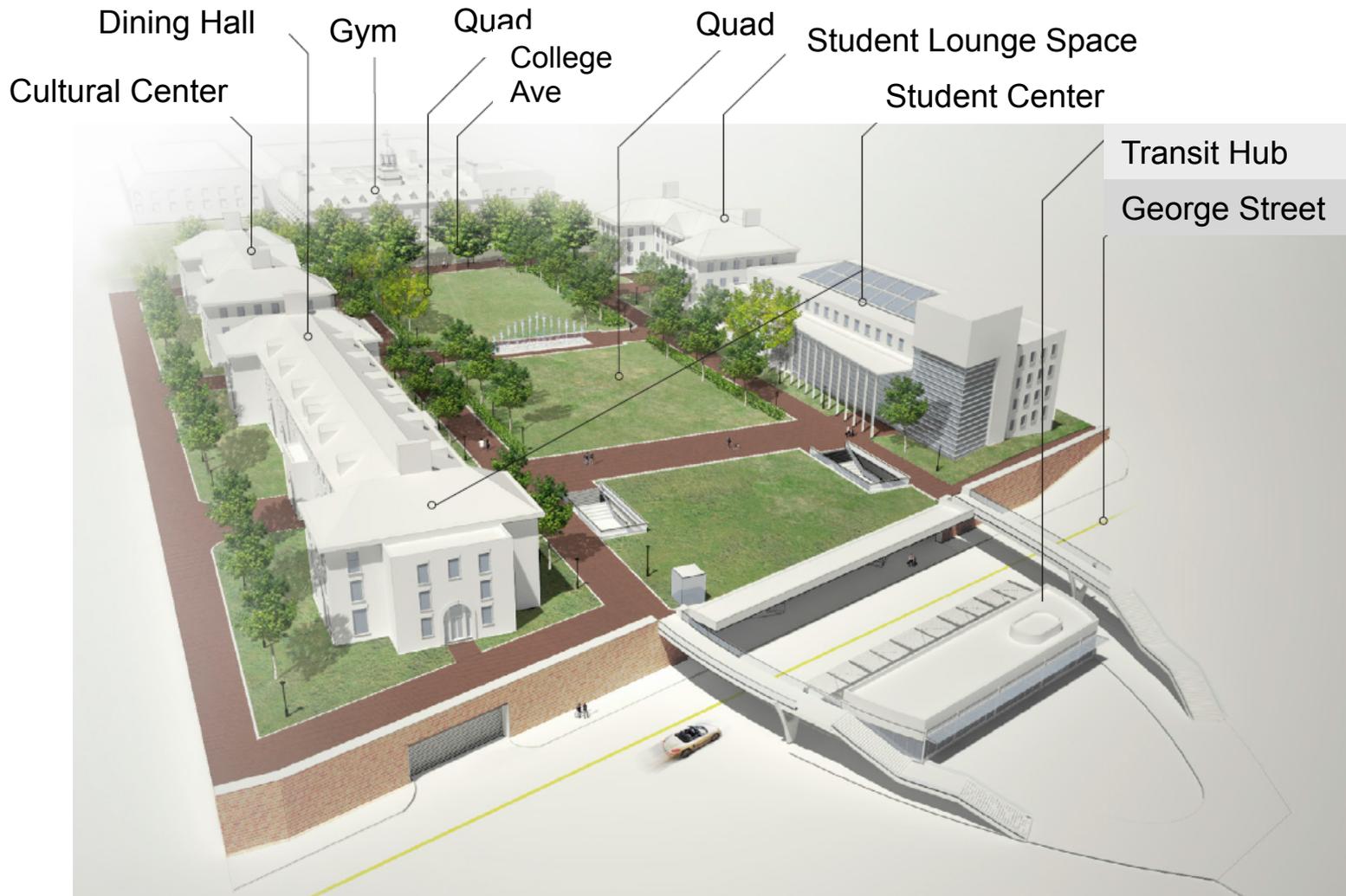
Connecting the Campuses



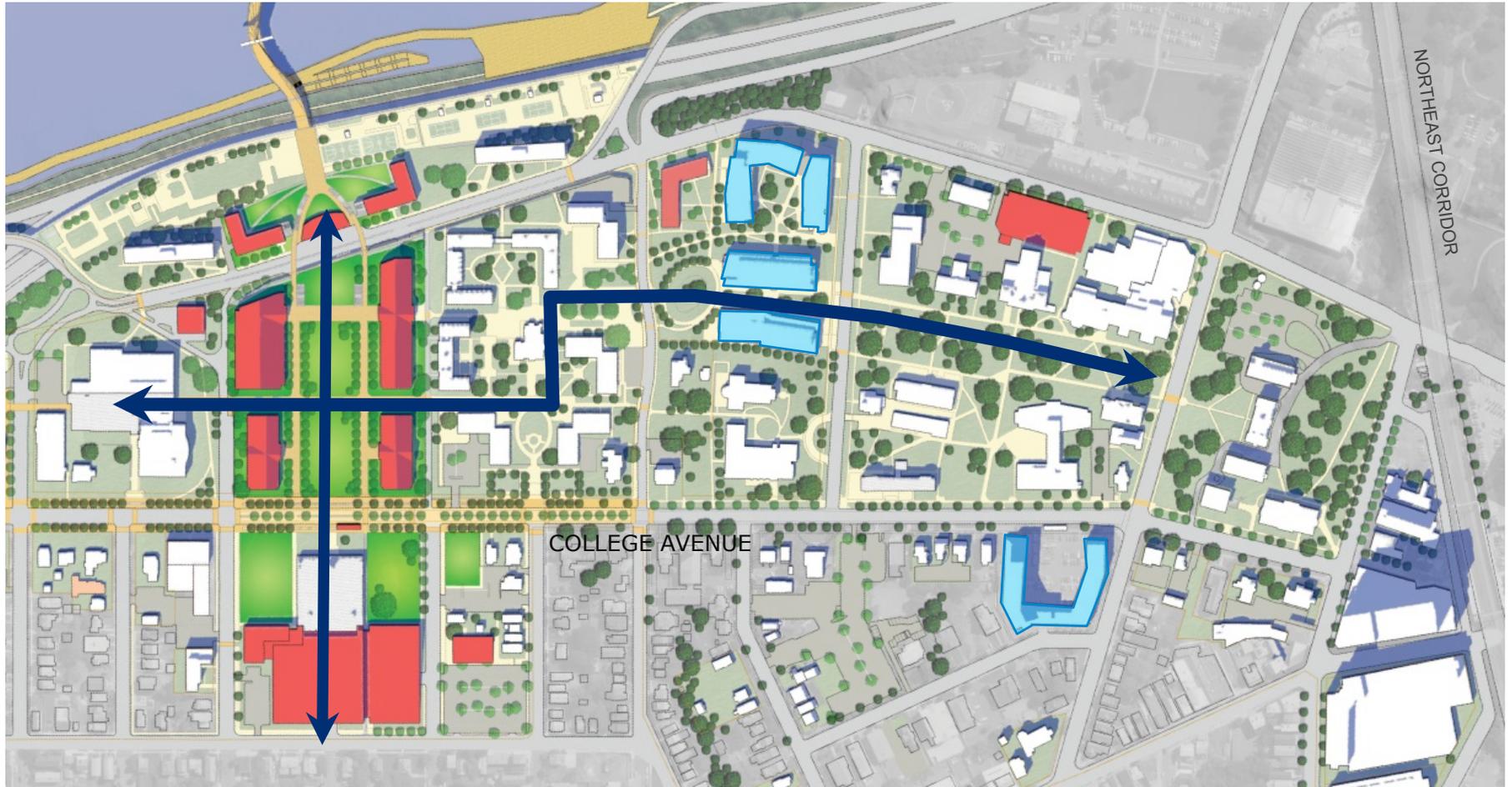
The Heart of the Campus



The Heart of the Campus



College Avenue Pedestrian Axis



College Avenue Streetscape Improvements



College Avenue Transit Hub - George Street



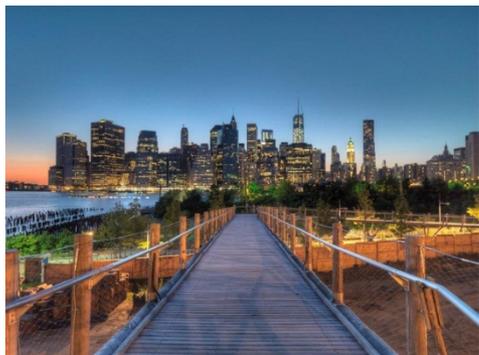
College Avenue/Livingston Core Development



Trans-Raritan Connection



Pedestrian Bridges



College Avenue Aerial



Getting a Jump Start

- Creation of a Student Services Building
- Expanded Housing Improvement Program
- Expanded Private Public Partnerships
- Stakeholder Engagement on Transportation Issues
- Active Ongoing Assessment of All Properties