
It's Not Just for Students

Transformation in and around the
University of Akron campus

University of Akron

- ◆ Current enrollment - 23,000
- ◆ Historical trend
 - Began as Buchtel College in 1870
 - Became State University in 1967, enrollment of 10,000
- ◆ 218 acres, 81 buildings
- ◆ 350 undergraduate and graduate programs

University Economic Engine

- ◆ It can't help it:
 - Operating Budget
 - Capital Budget
 - Research institutes and labs
 - Technology transfer
 - Commercialization Center
 - Small Business Development Center
- ◆ Consider using wealth to influence/support the local economy

Development Potential

- ◆ Proximity to downtown
- ◆ Nearby medical, arts, entertainment, restaurants, recreation, financial, legal
- ◆ Amenities on campus
- ◆ Familiarity with the college experience
- ◆ Changing demographics of students
- ◆ Student housing upgrade

How to develop community

- ◆ Leadership and bureaucracy agree
- ◆ Work at the edges
- ◆ Break through – not abandon - campus perspective
- ◆ Land assembly with patient money
- ◆ Internal advocate
- ◆ Financial investments

City-University Dynamic

- ◆ Two levels of relationships
 - Upper level of Mayor/President, Board of Trustees and Cabinet; more political, transitory
 - Mid-level bureaucrats; work, detail-oriented, institutionalized
 - University: Facilities, security, planning
 - City: Engineering, traffic, services, police, fire, planning
- ◆ Both the leadership and the bureaucracy have to get it

University and Community Development?

- ◆ Not intrinsic to mission
- ◆ Where is the University located within the the community?
- ◆ Place-making



Landscape for Learning

- ◆ Since 1999, \$300+ million invested
- ◆ 2 Classroom buildings
- ◆ Student Union
- ◆ Student Affairs & Services
- ◆ Recreation and Wellness Center
- ◆ Field House
- ◆ Honors Dorm

Landscape for Learning

- ◆ 14 major building renovations
- ◆ 2 Parking decks – 2,200 spaces
- ◆ Closed two streets through campus
- ◆ Created 30 acres of green space
- ◆ Planted thousands of trees and bushes

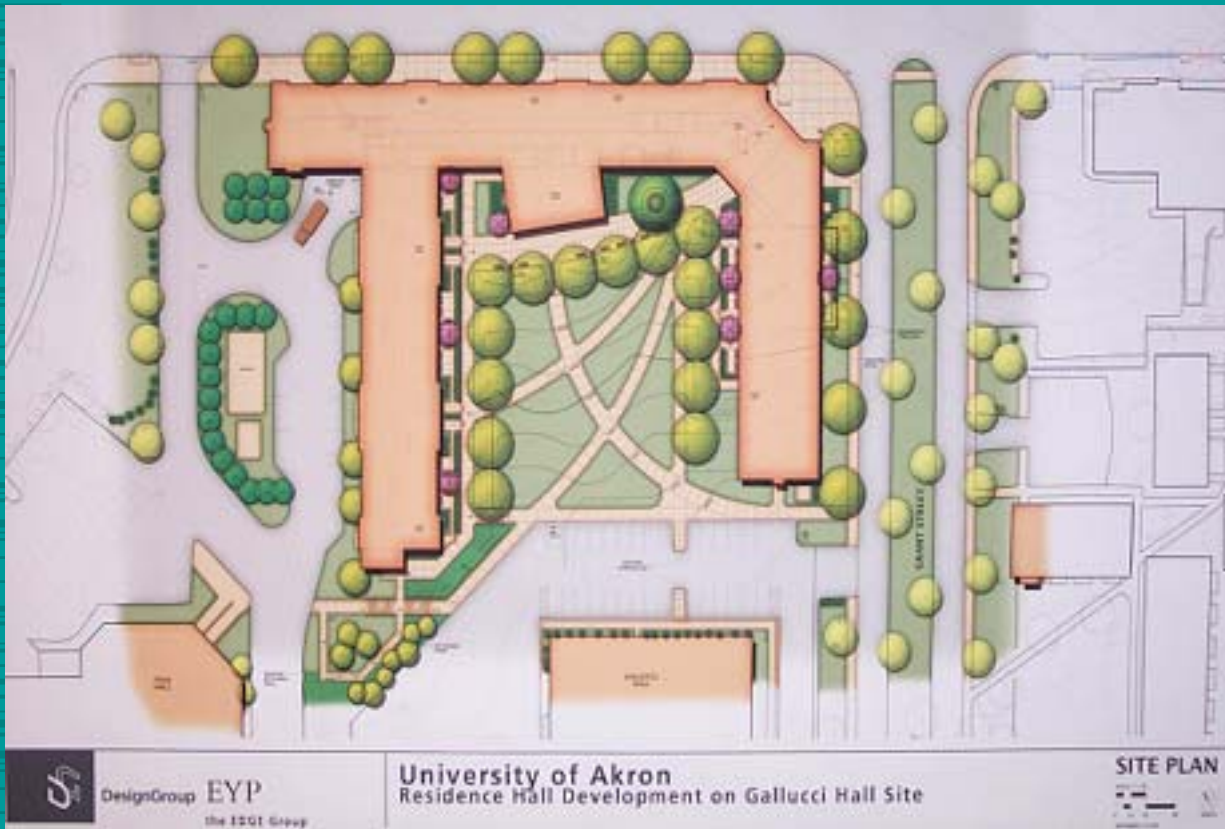
Community development

- ◆ Look at the edge, where the University and Community meet
- ◆ What activities fit there?
- ◆ Bookstore, student services, registration, recreation, performance/culture venues

Residence Hall – Exchange St.



Residence Hall Project



- ❖ 8,000 s.f. of retail space
- ❖ 460 bed capacity
- ❖ Large quad area
- ❖ Urban profile with building set at the sidewalk



Recreation Areas



Break through campus mind-set

- ◆ City looking for partners
- ◆ City wishes University and SUMMA Medical Center would do more
- ◆ Both institutions share a campus mind-set
- ◆ Both institutions understand owning real estate
- ◆ Control what's inside

Span the Tracks



Business School



Polsky Building



A Greek Village?



Land assembly

- ◆ Do they understand developing/partnering on real estate?
- ◆ Use patient money for investing in long-term land assembly
 - Overcome high price/small land parcel dynamic in surrounding real estate.
- ◆ What is reasonable rate of return?

You can't always get
what you want

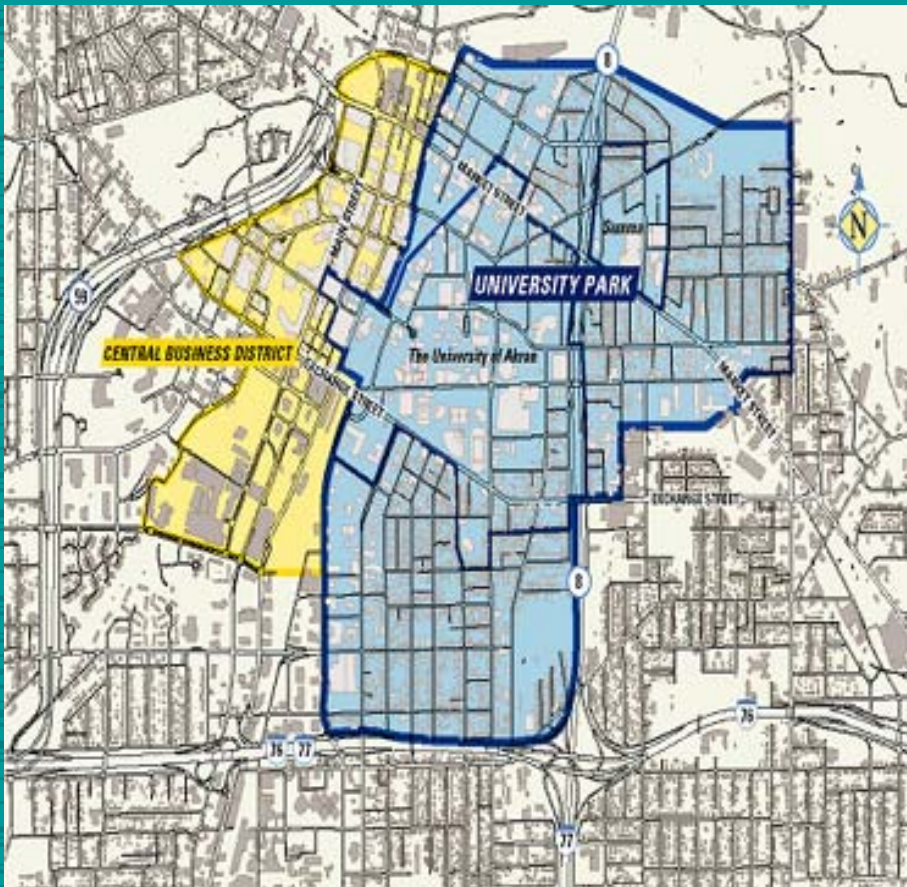




Place-making

- ◆ Naming it/ Branding it
- ◆ When did it become University Park?

What is University Park?



- ❖ 700 Acres
- ❖ 11,500 Residents in 4,200 households
- ❖ Culturally rich
- ❖ 700+ businesses with 24,000 employees
- ❖ 24,000 university students
- ❖ Strategically located high investment area

The Advocate - University Park Alliance

Revitalizing Neighborhoods Together



**University
Park
Alliance**

University Park Alliance Partners

The
University
of Akron



SUMMA
Health System



AKRON METROPOLITAN HOUSING AUTHORITY

**Akron
Public
Schools**

Greater
Akron
Chamber

Major Funding Provided by:



John S. and James L.
Knight Foundation

We invite you to learn more about how you can benefit through involvement.

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University Park Alliance

- Awarded \$2.5 million grant from Knight foundation in late 2001
- University President Proenza recognized need to establish initiatives with the surrounding neighborhoods
- In the Office of the President

UPA –Partner's meeting

- Established regular twice a year meetings for the first time among City, University, SUMMA Medical Center and others
- Leaders attend
- Review major initiatives in area by partners
- Polite but helpful

What can the City do?

- ◆ Street vacation
- ◆ Land assembly – urban renewal
- ◆ Commercial artery improvements – gateway
- ◆ Support non-profit development corporations
- ◆ Assist development

University – Buchtel Avenue



Buchtel Common



Buchtel Commons - central



University - Carroll Street



Carroll Commons



Goody, Clancy Associates Revitalization Strategy

- ◆ Focus on major commercial streets
 - East Market and East Exchange Streets
- ◆ Transform streets into neighborhood-serving Main Streets
- ◆ Create commercial development that enhances livability for students, faculty and staff, and residents
- ◆ Create housing opportunities that serve the same

Farmer's Market



Drumm Gallery



Neighborhood cafes



Spicer Village

- ◆ Create owner occupied housing in a student housing neighborhood
- ◆ Walking distance to campus
- ◆ Near Drumm gallery, coffee houses, restaurants
- ◆ Across from University recreation area
- ◆ Consolidated property ownership
- ◆ Good boundaries

Drawbacks

- ◆ Image as student housing area; low owner-occupancy
- ◆ May Day activities
- ◆ Poor quality of housing
- ◆ High cost of housing as student rentals
- ◆ Small, irregular-shaped lots

Spicer Village

- ◆ Local Developers held focus groups
 - Young professionals
 - Medical community
 - Downtown workers
 - Arts & crafts community
- ◆ Interest, price, environment, features affirmed

Spicer Village



WEST ELEVATION

Spicer Village

Akron, Ohio

Scale : 3/32"=1'
Date : 04.04.00
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Spicer Village



University Involvement

- ◆ UPA, President catalyst for internal change
- ◆ Will provide \$10,000 grants to University employees for equity
- ◆ Consider joint City-University proposal for development of Exchange St.
- ◆ Stadium development
- ◆ Limited Foundation investment – return on investment
- ◆ Recreation Center memberships

City Involvement

- ◆ Provided pre-development matching grant
- ◆ Created urban renewal area for land assembly and development guidelines
- ◆ Program CDBG for public improvements
- ◆ Program Tax Increment Financing for property acquisition and development subsidy

Development around Campus

- ◆ Careful site selection
- ◆ Engage in land assembly; development subsidy
- ◆ Provide development guidelines
- ◆ Upgrade retail services
- ◆ Create well-designed environment
- ◆ University support with complementary investment at the edge