



# Campus Master Plan Executive Summary 2015





# Preface

---

A campus master plan is more than a list of capital projects; it serves as both compass and road map, providing a general orientation toward the institution's future and specific directions for getting there. In addition, the campus master plan should be a living document tied to institutional mission, vision, and strategic plans—a conceptual framework strong and flexible enough to support new undertakings. Finally, the campus master should be the result of an inclusive, consensus-building process and it should inform continued collaboration toward shared goals.




Hood College's campus master plan is intended to identify new opportunities and provide a framework for using the existing campus to meet future strategic goals. The plan is designed to shape that future in three phases: meeting existing needs while preparing for strategic expansion, planning for and implementing that expansion, and shaping the Hood College of the future.

As a framework, the campus master plan creates additional opportunities for the campus community to plan the future. Strategic planning will guide that work and will suggest additional areas of attention in academic program planning, strategic enrollment planning, and an overall focus on student success.





## EXISTING

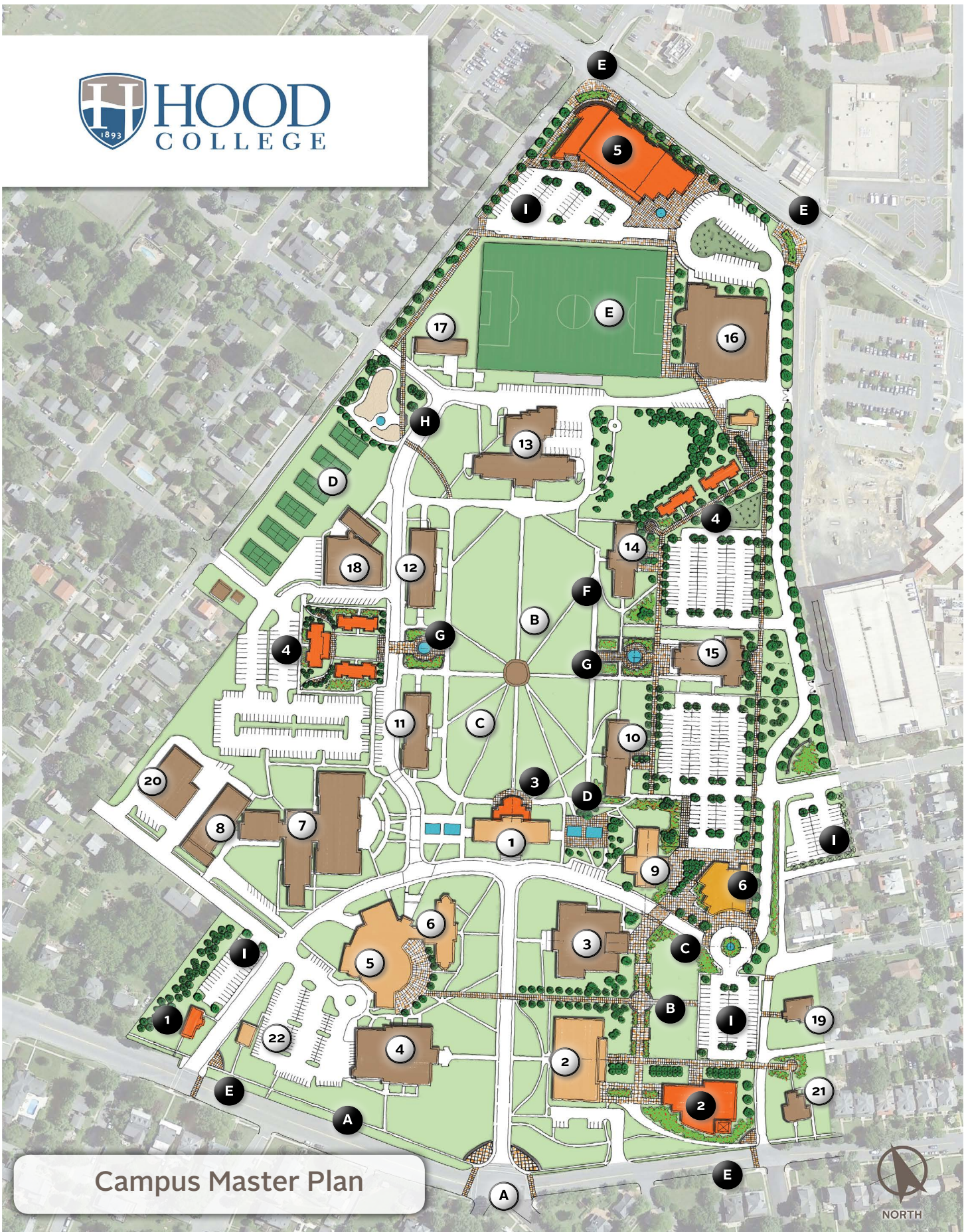


- |   |  |
|---|--|
|  <ul style="list-style-type: none"><li>1. Alumnae Hall</li><li>2. Beneficial-Hodson Library and Technology Center</li><li>3. Tatem Hall</li><li>4. Rosenstock Hall</li><li>5. Whitaker Campus Center</li><li>6. Joseph Henry Apple Academic Resource Center</li><li>7. Hodson Science and Technology Center</li><li>8. Hodson Annex</li><li>9. Brodbeck Music Hall</li><li>10. Smith Hall</li><li>11. Shriner Hall</li><li>12. Meyran Hall</li><li>13. Coblentz Hall</li><li>14. Coblentz Memorial Hall</li><li>15. Coffman Chapel</li><li>16. Ronald J. Volpe Athletic Center</li></ul> |  <ul style="list-style-type: none"><li>17. Nicodemus Athletic Complex</li><li>18. Huntsinger Aquatic Center</li><li>19. Onica Prall Child Development Laboratory School</li><li>20. Joseph Pastore Facilities Center</li><li>21. President's House</li><li>22. Campus Safety Center</li></ul> |
|   |  <ul style="list-style-type: none"><li>A Main entry gates</li><li>B Truxal Pergola</li><li>C Campus quad</li><li>D Tennis complex</li><li>E Thomas Athletic Field</li></ul>   |

## PROPOSED



- |  |  |
|--|--|
|  <ul style="list-style-type: none"><li>1. New Alumnae House</li><li>2. New academic, graduate, and conferencing center</li><li>3. Alumnae Hall addition</li><li>4. Student housing</li><li>5. Recreation and wellness center</li><li>6. Future academic expansion</li></ul> |  <ul style="list-style-type: none"><li>A Rosemont Avenue streetscape</li><li>B Academic plaza and mall</li><li>C East and west campus connector</li><li>D Event/water feature and guest parking</li><li>E Corner signs and landscaping</li><li>F New/wider sidewalks</li><li>G Student/faculty gathering areas</li><li>H Recreation/wellness pathway and fitness playground</li><li>I Parking</li></ul> |
|--|--|



Campus Master Plan



# The Campus Master Plan

---

## **Goals for the Hood College Campus**

1. *Create a strong campus identity*
2. *Support the College's educational goals and faculty needs*
3. *Ensure a student-centered, life-long learning campus environment*
4. *Strengthen community engagement*
5. *Cultivate a beautiful and functional campus landscape that contributes to the educational process*
6. *Use campus buildable areas, not satellite sites, for growth*
7. *Build clear and efficient vehicular circulation and access*
8. *Provide convenient on-site parking for faculty, staff, students, and visitors*

## **Creating a strategic framework**

Hood College is located near the historic downtown of Frederick, Maryland. The campus buildings and grounds are a perfect complement to the neighborhood. A signature element of the campus experience is the drive north through the front entrance on Rosemont Avenue and toward the iconic Alumnae Hall. That building then anchors the south end of a large quadrangle with residence halls north, east, and west, all surrounding the Truxal Pergola which sits in the center of pedestrian, event, and ceremonial use of the quad. These features combine to create a memorable place-based identity for the college community.

The campus is organized into three distinct zones: welcome/academic to the south, residential/student life in the center, and athletic/recreation to the north. The campus community maintains a strong desire to preserve that physical organization while exploring ways to integrate the student academic and social experience within it, including traditional residential undergraduates, commuters, and adult and graduate students.

The College is preparing to enter a new phase of a long higher education history. Founded as a women's college, the institution became fully co-educational in 2003 and expanded both academic and extra-curricular offerings and facilities accordingly. A new president now is poised to lay the groundwork for strategic expansion; this campus master plan provides the physical framework to support that strategic intent. A major goal of the planning process was identifying physical opportunities that provide both definition and adaptability for the Hood College of the future.

## **Opportunities for space and place**

- Identify the location for academic program expansion, including the presence of the graduate program.
- Make better use of the library to support learning for all students.
- Improve pedestrian and vehicle circulation on the east side of campus.
- Resolve disposition of inefficient houses, cottages, and the Gambrill gymnasium.
- Provide housing options that will attract off-campus students.
- Highlight student life and leadership functions.
- Find strategies to meet recreational and athletic needs.
- Improve the signature arrival experience.
- Strategically locate programs for synergy.
- Use site work to create gathering spaces and to provide consistency and functionality across campus.

## Intent

- *improve the campus welcome experience*
- *support enrollment operations*
- *use existing space to enhance the learning environment*
- *provide space for strategic academic expansion*
- *renovate to maximize housing capacity*

## Phase 1: Address current needs and prepare for expansion

1. **Alumnae Hall** is renovated, and a new addition constructed, to improve the welcome experience and combine the admissions, registrar, and financial aid functions with other administrative operations.
2. The collections are reduced and Beneficial-Hodson Library and Technology Center is renovated to create a **learning commons** including learning support programs and media.
3. The historic Williams Observatory undergoes minor renovation to create the right environment to hold **archives** relocated from the library (inset below).
4. The **Office of Institutional Advancement** is moved to a new house at the current College House location on Rosemont.
5. **Student publications and meeting rooms** are consolidated in a renovated campus center consisting of parts of Whitaker and vacated spaces in Joseph Henry Apple.
6. The **Alumnae House, the old president's house, and Strawn Cottage** are demolished (or sold and relocated) to create space for a future academic facility.
7. **Parking** is added at the corner of Ferndale and Evergreen Avenue to support advancement and reduce on-street parking congestion on the west side.
8. **Sidewalks** on the east side of the main quad are widened and reconfigured to mirror the west side.

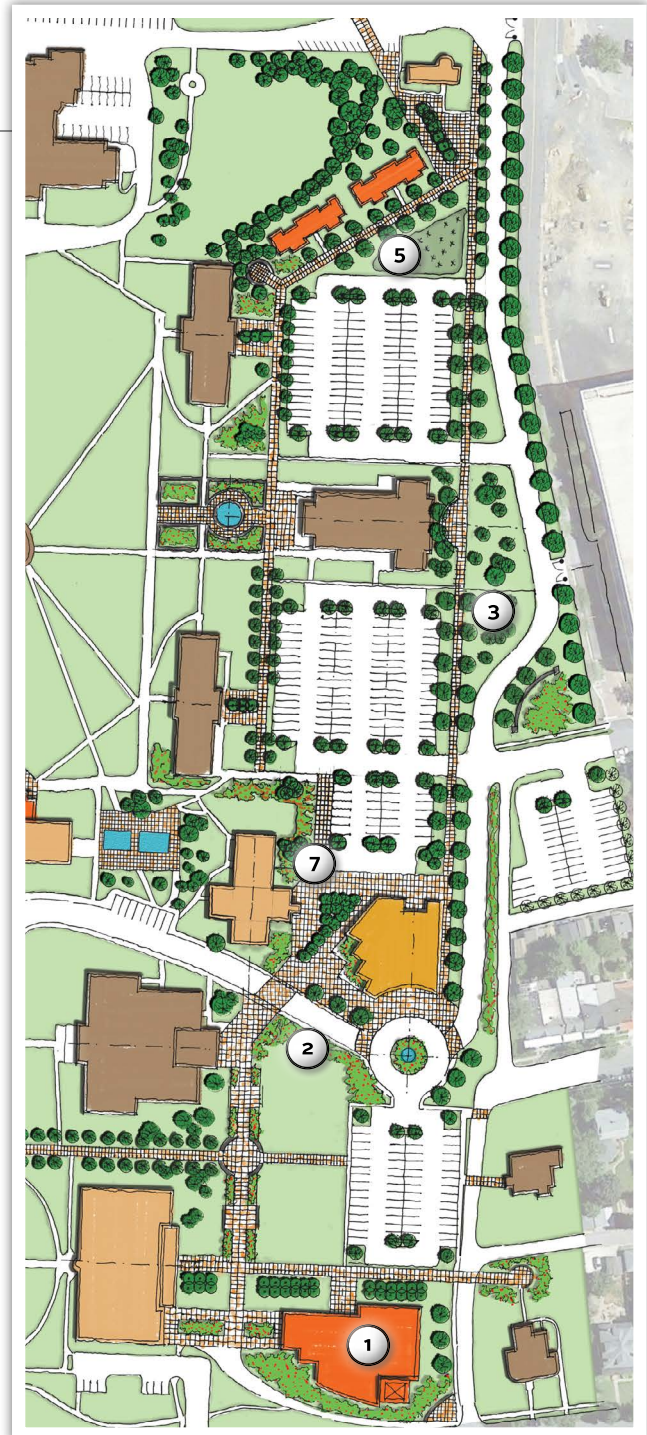
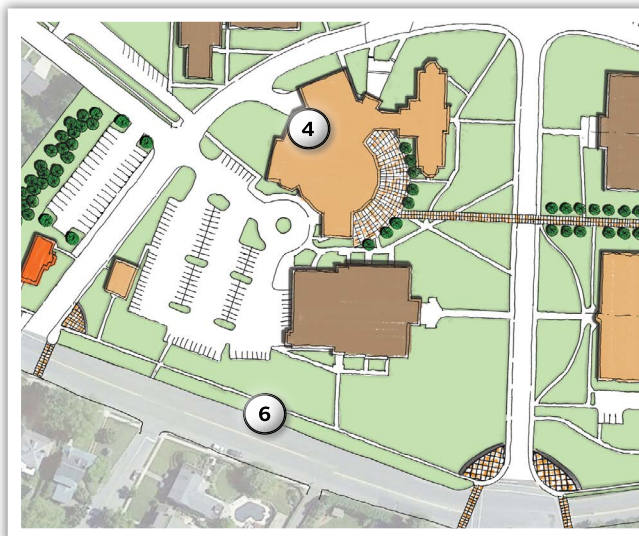


## Intent

- support strategic, enrollment, and academic program planning
- improve circulation around and through campus
- complete a center for student life
- add new housing

## Phase 2: Strategic expansion

1. A new facility and site work in the academic zone supports **graduate programs, conferencing, and new or expanded academic program** endeavors.
2. A new **loop road extension and roundabout** help create a campus loop and eliminates Martha Church Drive.
3. **Traffic flow on the east side** of campus is improved with a new road and reconfigured parking lots.
4. Renovation of the Whitaker Campus Center and Apple complete the **center for student opportunity and involvement** in leadership, clubs, and organizations
5. Demolition of the inefficient Marx Center creates space for **new types of housing**.
6. Parking on **Rosemont Avenue** is eliminated and a new streetscape created.
7. Carson Cottage is demolished; **Brodbeck Hall** is renovated to provide improved individual music practice rooms and public entry and access.

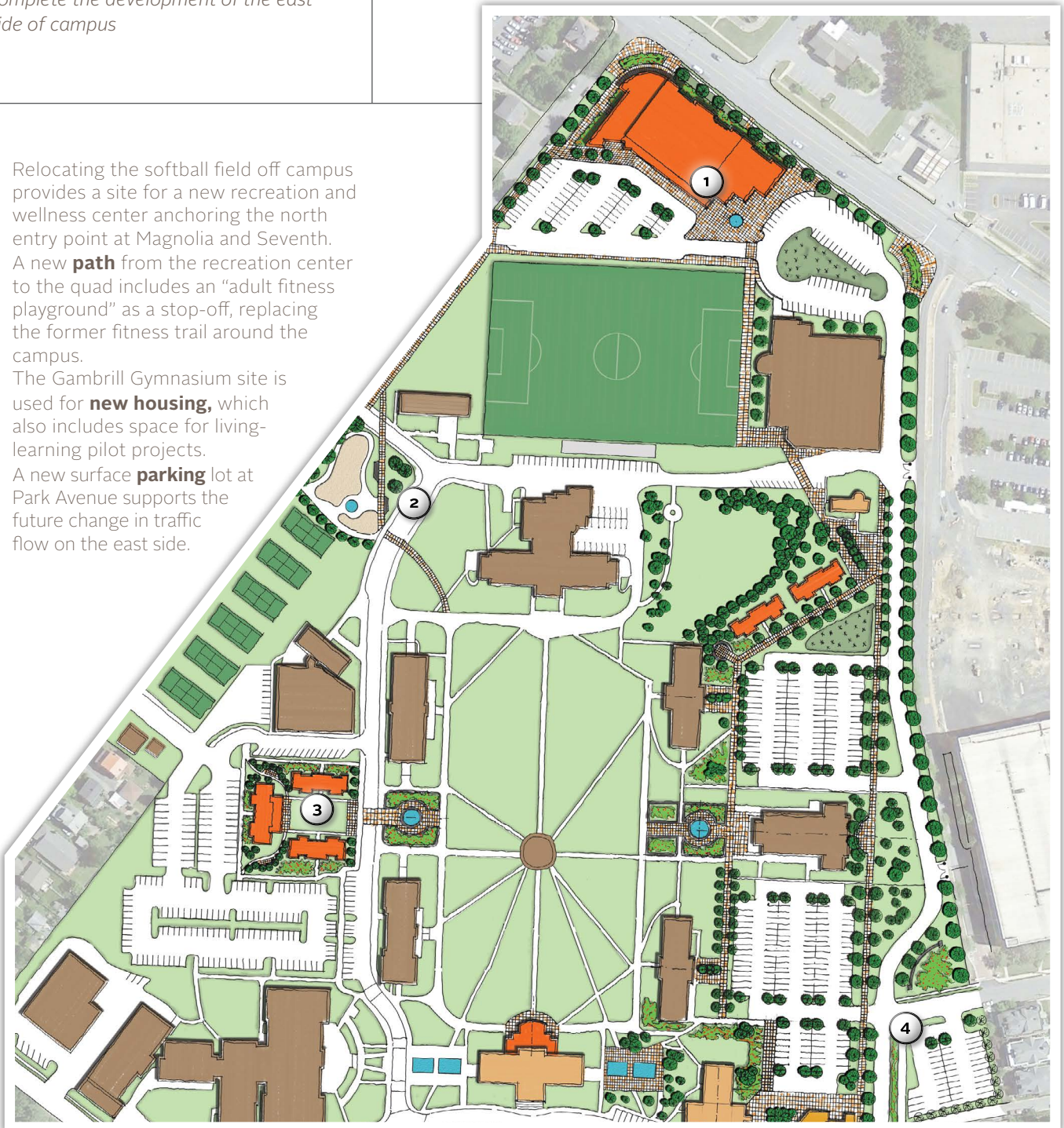


## Intent

- address long-term recreation/fitness and housing needs
- complete the development of the east side of campus

## Phase 3: The future Hood College

1. Relocating the softball field off campus provides a site for a new recreation and wellness center anchoring the north entry point at Magnolia and Seventh.
2. A new **path** from the recreation center to the quad includes an “adult fitness playground” as a stop-off, replacing the former fitness trail around the campus.
3. The Gambrill Gymnasium site is used for **new housing**, which also includes space for living-learning pilot projects.
4. A new surface **parking** lot at Park Avenue supports the future change in traffic flow on the east side.



# Detailed Description of Projects

Thriving institutions have **curb appeal** that reflects sound planning principles and good stewardship ...  
...and have an intentionally designed **welcome experience** that tells their story and aligns with their identity.

## Site

The major focus of site work is enhancing existing strengths and addressing issues of pedestrian and vehicle circulation and parking.

## Arrival

A signature element of the Hood College campus experience is the entry through the gates and up Hood College Drive. Existing diagonal parking along the north side of Rosemont Avenue is a major detractor, however, and that parking is eliminated. This step will improve not only the sense of arrival at the College, but the arrival into downtown Frederick, as well. Hood College's boundaries and identity are sharpened with landscaping and short segments of brick walls the same height as the walls at the gate.

## Identity

On the north side of campus, the College's identity competes with a retail zone north of 7th and a hospital just to the east. It is especially important that Hood distinguish itself physically from the more institutional presence of the hospital. The existing black cyclone fence along 7th and along parts of Magnolia is removed and replaced with the same features used along Rosemont. The College will also work with the city to determine the feasibility of special paving at critical crosswalks along both 7th and Rosemont to increase the sense that this is a "college" district. This could include pavers, stamped and stained asphalt, or other methods appropriate to this neighborhood.



Proposed and existing streetscape on Rosemont Avenue.



*Aerial of existing east campus and proposed site plan.*



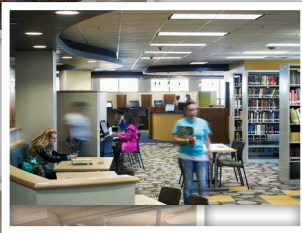
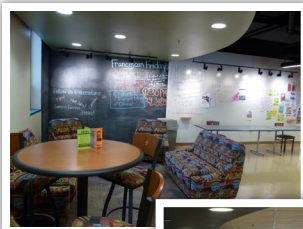
## Quad

In addition to Hood College Drive, a second notable element of the Hood College campus is the quad, anchored by the Truxal Pergola. Both campus facility and site projects are designed to enhance the quad by activating cardinal axes. Site work in the quad comprises new community gathering and activity spaces between Meyran and Shriner residence halls on the west and Memorial and Smith on the east. This also creates focal points in front of the Coffman Chapel and proposed housing, engaging the latter into the residential life of the college.

## East campus development

Proposed new academic facilities on the east side of the campus, along with the current renovation of Tatem Hall, create the need for improved pedestrian circulation and connection. A new walkway from that site to the Whitaker Campus Center east entrance is one strategy. A new plaza and paths east of the Library create a new academic quad.





*Learning commons spaces support multiple learning styles.*

*\*Note: All buildings sizes listed are planning estimates to be confirmed during design.*

A major driver of site work at Hood is the absence of a clear vehicle route to and around the east side of campus. Three projects are intended to address this problem. First, Martha Church Road is abandoned and replaced with a new pedestrian path (wide enough for fire and service vehicles) and plaza, as noted above, to support academic expansion east of the Library. Second, Brodbeck Avenue is continued east of Alumnae Hall in an arc that ends at a roundabout just west of 5th Avenue. This will permit access to the Onica Prall Child Development Laboratory School from campus. A small parking lot for visitors is added between Alumnae and Brodbeck halls and a new water feature similar to the one on the west side of Alumnae added to improve the welcome experience and provide outdoor space for events in Brodbeck. Third, from that roundabout, a new east perimeter road is constructed just inside the College property line, using existing roads where possible, and terminating at the Athletic Center. The only access to the perimeter road from Hood Alley is at Park Street.

Existing parking behind Smith and Memorial residence halls and around the chapel is reconfigured to maximize the number of spaces available and to ensure that the east perimeter road does not run through parking lots, as is currently the case. New surface parking for approximately 36 cars is situated on campus property east of Hood Alley accessed from the new east campus drive. A second new surface parking lot for approximately 56 cars is located south of the new roundabout and serves academic expansion in that area. Access to that lot is from the roundabout and not from Hood Alley. Additional parking is provided at Evergreen and Ferndale (30 spaces) and at the new recreation center on the corner of 7th and Magnolia; reconfiguring existing parking behind the athletic complex could potentially add even more spaces. Site work described here would create a total of about 125 new parking spaces on campus.

## Facilities

Opportunities abound at Hood to renovate and construct facilities that enhance iconic structures, create state of the art learning environments, promote student engagement, and provide a better welcome experience for guests.

## Learning commons

The most immediate opportunity is transforming approximately 18,000 SF of the Beneficial-Hodson Library and Technology Center into a contemporary learning commons that supports multiple types of study, access to information in all forms, and makes seeking academic help normal and easy for all students. The learning commons must be a center of student activity, an environment that both draws them and encourages them to stay. Existing collections will be reduced, archives relocated to the Williams Observatory, and space created for the relocation of critical academic support programs. The Josephine Steiner Center for Academic Achievement and Retention is relocated from the third floor of Rosenstock and located prominently in the building adjacent to study areas. Access and visibility ("permeability") of all the

academic support programs are critical for the success of this relocation. The Center for Teaching Excellence and an experimental classroom “sandbox” is located nearby so students can see faculty commitment to learning. Programs and study types are arranged within the building with noisier collaborative areas on lower floors and quiet study above. The design and furnishings of the building also allow students to do both quick information checks at kiosks and “benches” and to “nest” for longer study sessions with various digital and print materials. The IT Department and a Media Center with a graphics lab, editing suite, and video production capabilities are also located in the library.

## Alumnae Hall

The current use of Alumnae Hall fails to take full advantage of its prominent arrival location and historic status. Likewise, Strawn Cottage is problematic for admissions because of its location and size, despite its warmth and charm; moreover, the Cottage, along with the President’s House and Alumnae House, is inefficient use of the best opportunity for academic expansion. Alumnae Hall is renovated and expanded (7,500 SF renovation and 6,500 GSF new) to add a center for the campus welcome and student services. The welcome center includes a variety of interview rooms and admissions counselors’ offices and is designed and branded to tell the Hood College story, including views of the quad and imagery relating the student experience with outcomes. The student services center includes the registrar, financial aid, and student accounts functions arranged around a central “concierge” space that addresses the most common student needs. An elevator is added to address existing issues of accessibility. The sole academic program in the building (Sociology and Social Work) is relocated elsewhere on campus along with the radio station and IT.



*Concept for Alumnae Hall addition.*

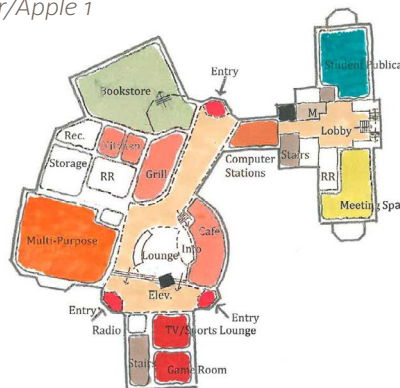


*Alumnae Hall will anchor the welcome experience and provide a new “beacon” at the south end of the quad. L-R: Alumnae Hall arrival, at night, Coblenz Hall at night.*

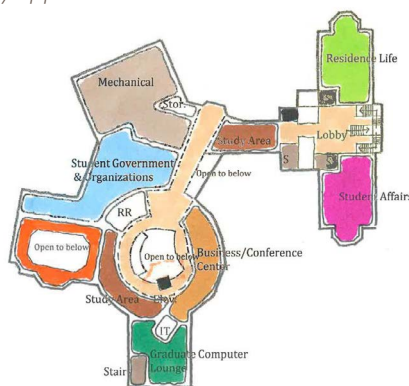


The addition will respect the historic nature of the building while adding a contemporary feel for prospective students. The new space may provide opportunities for student study after hours; that activity and facade lighting will provide a counterpoint to Coblenz Hall on the north end of the quad.

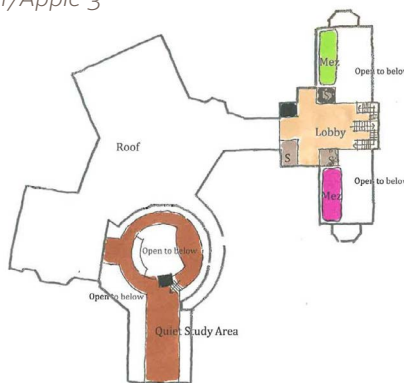
Whitaker/Apple 1



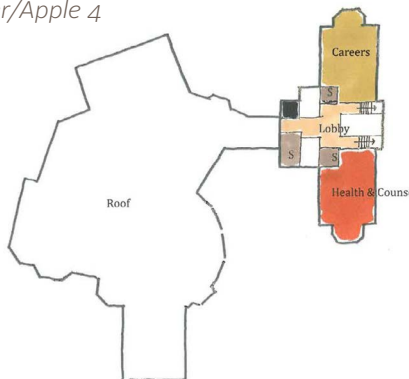
Whitaker/Apple 2



Whitaker/Apple 3



Whitaker/Apple 4



Whitaker/Apple Conceptual Plan

## Campus Center (conceptual plan)

The Whitaker Campus Center is ideally located to capture student traffic and activities and to support the academic and co-curricular integration vital to student success. The building lacks two features common to successful student centers, though: visibility through the building that allows students to “see and be seen” and sufficient space to highlight opportunities for student involvement and leadership. The relocation of the offices of Financial Aid, Registrar, and Graduate Programs from the adjoining Joseph Henry Apple building creates an opportunity to combine the two buildings in phases into a true student center. Student newspaper and literary productions currently housed in Carson Cottage are relocated to Apple; the existing computer lab is converted into meeting space for student organizations. The mailboxes on the first floor of Whitaker are removed and a new approach to mail delivery implemented. That mail room space becomes the new game room with current recreation and gaming devices from Coblenz Hall. The switchboard office offers great visibility and becomes the new home for the campus radio station. The existing game area becomes dining seating with easy access to the outdoor seating area on the east side of the building created. Reconfiguring the central stair on the first floor will create visibility through the building from the entrance near the campus store to the game room on the other side. The Offices of Student Affairs and Residence Life are relocated to Apple, which allows the adjoining second floor core of Whitaker to house student organizations and student government. Computers from the lab in Apple are relocated into more organic, flexible zones in the connection between the two buildings. The Career Development Office is moved within the Whitaker/Apple complex and Health and Counseling is moved from the Wellness Center (the new home for the campus safety center). The new location provides better accessibility and privacy.

## Academic expansion

Hood will engage in a combination of strategic, enrollment, and academic program planning to identify opportunities for growth. Demolition of Alumnae House, the President’s House, and Strawn Cottage create an ideal zone for that academic expansion and supporting site amenities. In addition, the graduate program offices will be relocated from Apple Hall to this new academic facility to facilitate integration between new undergraduate and graduate programs. Finally, the College needs event and conferencing space that is flexible and adaptable to handle large meetings and events with table seating. Support spaces for tables and chairs, catering support, lobbies, and restrooms are included. These combined needs suggest a building of 40-50,000 GSF; more precise estimates will be derived from the planning work.

Music practice and performance activities currently take place in three locations: Brodbeck Music Hall, Carson Cottage, and Coffman Chapel. Brodbeck is prized as a performance venue because of its acoustics. Carson Cottage is in poor condition; individual music practice rooms there are accommodated in a renovated Brodbeck Music Hall. The third floor, currently unoccupied, requires further design study to determine best future use. Any renovation must respect Brodbeck’s role as the historic center of the College. Group instrumental and choral practice continue in Coffman Chapel.



Concept for new academic facility (above) and Recreation Center (below).



## Residence life

Two zones are identified for future student housing: the Gambrill Gymnasium and the Marx Center sites. Hood's residence life staff will engage in housing strategic and master planning work to identify both the number and type of beds needed. Currently all residential facilities are traditional style housing; there are no suites or apartments on campus other than the few located in a very inefficient Marx Center. Creating apartments on campus, for example, would provide seniors living off-campus desirable housing and provide mentoring opportunities. In addition to student rooms, both housing locations include spaces to pilot living-learning programs (for example, classrooms, tutoring spaces, or even apartments for house-masters or live-in faculty).

## Athletics and recreation

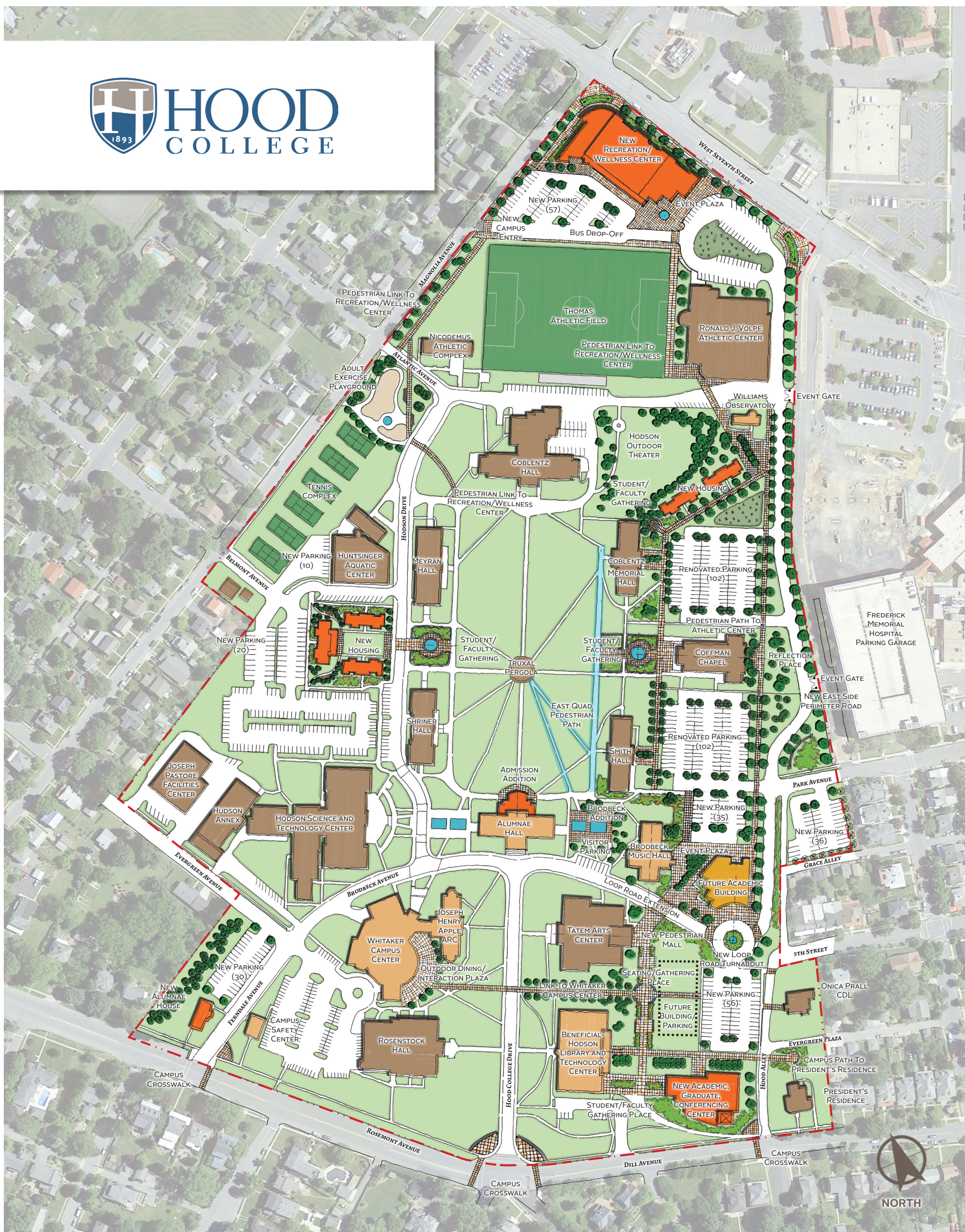
Gambrill Gym, which is in poor condition and underutilized, will be demolished. To replace the recreational and academic spaces provided by Gambrill Gym, a new 20,000 GSF recreation and wellness center will be constructed at the corner of 7th Street and Magnolia Avenue. This location will provide a prominent presence for the College along 7th Street that clearly distinguishes the collegiate zone from the hospital zone next door. The new Recreation Center will provide fitness, aerobic, and court activities for all students, as well as space for the ROTC and Physical Education programs. The building is located to allow a future addition that could accommodate indoor practice facilities for athletic teams that struggle to get on the playing fields during the spring months. To accommodate the Center, the current softball field will be moved off-campus.

## Community connections

The College House location of Rosemont is ideal for the Office of Institutional Advancement. The house itself is too small for all Advancement functions (Advancement, Alumni Relations, and Communications), so a new 6,000 SF facility designed to match the local residential neighborhood replaces the existing building. In addition, Campus Safety will relocate to the current wellness center nearby to create a more public presence and to create additional space for student use of Whitaker.

# Project Cost Ranges and Phasing Plan

	Project	Net SF	Cost Basis Gross SF	Other	Planning Level Cost Range	
					Low	High
Phase 1: Meeting Existing Need and Preparing for Expansion	Alumnae Hall Addition	4,600	6,440		\$ 1,848,280	\$ 3,195,850
	Alumnae Hall partial renovation	7,500			\$ 937,500	\$ 1,406,250
	Williams Observatory	2,122			\$ 53,050	\$ 132,625
	Learning Commons	18,000			\$ 2,250,000	\$ 3,375,000
	Whitaker/Apple phase 1	4,700			\$ 117,500	\$ 1,175,000
	Maximize existing housing capacity					
	New Advancement at College House	3,900	5,571		\$ 780,000	\$ 1,044,643
	Alumnae House demolition		7,424		\$ 37,120	\$ 92,800
	President's House demolition		7,641		\$ 38,205	\$ 95,513
	Strawn Cottage demolition		6,360		\$ 31,800	\$ 79,500
	Ferndale/Evergreen parking (spaces)			30	\$ 75,000	\$ 105,000
	<b>Total Phase 1</b>				<b>\$ 6,168,455</b>	<b>\$ 10,702,180</b>
Phase 2: Strategic Expansion	New/expanded Academic, Graduate	23,100	33,000		\$ 9,471,000	\$ 16,376,250
	New conferencing	3,990	5,700		\$ 917,700	\$ 1,781,250
	New academic parking (spaces)			56	\$ 140,000	\$ 196,000
	New loop from Alumnae to Prall		12,500		\$ 20,833	\$ -
	East campus road		27,500		\$ 45,833	\$ -
	Pedestrian paths at new academic		14,400		\$ 259,200	\$ 504,000
	Whitaker/Apple phase 2	28,334			\$ 1,416,700	\$ 5,312,625
	Brodbeck renovation	3,300			\$ 412,500	\$ 618,750
	Carson Cottage demolition		4,534		\$ 22,670	\$ 56,675
	Carson Cottage parking (spaces)			35	\$ 87,500	\$ 122,500
	Marx Center demolition		8,684		\$ 43,420	\$ 108,550
	New housing at Marx location (beds)		16,464	48	\$ 3,192,000	\$ 5,060,580
	<b>Total Phase 2</b>				<b>\$ 16,029,357</b>	<b>\$ 30,137,180</b>
Phase 3: Future Hood	Relocate softball field off-campus					
	New Recreation and Wellness	13,717	19,600		\$ 3,273,200	\$ 7,913,500
	New Recreation and Wellness parking (spaces)			57	\$ 142,500	\$ 199,500
	Gambrill Gymnasium demolition		37,700		\$ 188,500	\$ 471,250
	New housing at Gambrill (beds)		32,928	96	\$ 6,384,000	\$ 10,121,160
Total Phase 3	Park Avenue parking (spaces)			36	\$ 90,000	\$ 126,000
	<b>Total Phase 3</b>				<b>\$ 10,078,200</b>	<b>\$ 18,831,410</b>
<b>Total All Phases</b>					<b>\$ 32,276,012</b>	<b>\$ 59,670,770</b>
Operating Information	Adjustment for Soft cost		125%			
	Demo SF		72,343			
	<b>Total new O&amp;M SF</b>		<b>\$ 174,103</b>			
	<b>New O&amp;M at \$5/SF</b>		<b>\$ 870,517</b>			



## Hood College - Campus Master Plan



