Kennesaw State University
Campus Master Plan
Executive Summary

Table of Contents

1. Acknowledgements ............................................. Page 1

2. Institutional Context ............................................. Page 1

3. Evolving Mission ................................................ Page 2

4. Planning Goals .................................................. Page 3

5. Development Issues and Constraints -
   Campus Carrying Capacity ..................................... Page 6

6. Space Projections ............................................... Page 7

7. Changes at Kennesaw State University .............. Page 9

8. The Master Plan................................................. Page 10


   Comprehensive Plan............................................. Page 15

   Building Use..................................................... Page 16
1. ACKNOWLEDGMENTS

Kennesaw State University’s Master Plan for future development would not be a success without the help received from the students, the staff, and the faculty members that were involved with this effort. The Master Plan will shape the physical makeup of the campus for many years to come. President Dr. Betty L. Siegel was instrumental in leading the Master Plan Steering Committee in the direction that would most benefit the campus and its surrounding community. The Master Plan Working Committee and other campus committees listed in Appendix A played a vital role in informing the Planning Team of the most important campus needs. Their commitment to the project enabled the updated Physical Master Plan to meet KSU stakeholder expectations for the desired future image and physical development of the campus. The outside community, KSU Trustees, and Board of Regents Team were also involved with several planning meetings and provided valuable feedback. With the spirited commitment of all of those involved, the Master Plan will be able to fulfill its continuing mission in support of Kennesaw State University and the University System of Georgia.

2. INSTITUTIONAL CONTEXT

The Kennesaw State University (KSU) main campus, located in Cobb County, Georgia, consists of 201.83 acres of land adjacent to the Pinetree residential neighborhood off Chastain Road. The wooded character of both the residential community and the campus lends KSU a suburban campus charm. This contrasts dramatically with I-75 and Chastain Road, main traffic arteries in Cobb County that border the University on the eastern and southern edge. Located northwest of Atlanta, KSU benefits from its setting in a professionally oriented, rapidly developing suburb of one of the nation’s fastest growing metropolitan areas.

KSU is the largest and fastest growing State University in the University System of Georgia. KSU first opened its doors in September of 1966 as a junior college with a total student body of 1,014. In 1976, the college received senior college status and as a regional university it has grown to a student body of approximately 18,000 as of fall 2004.
A large percentage of the students attending Kennesaw State University will continue to be the graduates of surrounding high schools and residents of the adjacent counties which make up the Northwest Crescent. In addition, KSU is committed to expanding its academic programs in order to accommodate the interests of national and international students, provide increased graduate opportunities at the Masters and Doctoral level, and build on its partnerships across the region and the globe. The accessible location, academic standards, and student life opportunities will continue to attract traditional and nontraditional students alike.

Five core values have reflected KSU’s distinctive character during its brief 40-year history, and will continue to guide the University along a new path to an even greater future.

- Scholarly Community of Learners
- Interconnectedness of Learning
- Engagement
- Leadership
- Internationalization

KSU’s core values and strategic planning will be essential to serving future students.

3. EVOLVING MISSION

Kennesaw State University’s new strategic plan—View 21, Redefining the Public University Experience for the 21st Century—will continue to evolve over time. The plan emphasizes KSU’s commitment to retaining the American Association of State Colleges and Universities values of educational access, strong focus on teaching and student success, and community engagement as it moves into greater numbers of graduate programs. With USG approval, KSU hopes to add several professionally-focused Doctoral programs.

View 21 charts Kennesaw State University’s vision and strategic plan for the 21st century. The plan builds on the foundation laid by KSU’s earlier strategic plans, the View of the Future in 1983 and the New View of the Future in 1996. The new plan is a major step in a journey that began two years ago when Kennesaw State University responded in its typically innovative way to Chancellor Thomas Meredith’s request that University System of Georgia institutions review and update their strategic plans.

KSU’s future involves a campus-wide commitment to challenge the students of the 21st century to become informed, critical thinkers who take leadership roles to make positive differences in our global society through the hallmark characteristics of social responsibility, civic engagement, and dedication to service and ethical leadership.
The future view of KSU will raise the academic expectations of its students, while bringing into sharper focus a commitment to student success within a stimulating living and learning environment. The future view increases the high expectations placed before students and enhances KSU’s commitment to enable students to succeed. KSU will provide students opportunities to fulfill untapped potential and to be successful both personally and professionally. Current campus wide initiatives are being developed which focus on Global Learning for Engaged Citizenship.

4. PLANNING GOALS

Early in the planning process a major decision was made to develop the campus character and capacity to serve 25,000 students. Of particular note, parking and other components are sized for the projected 25,000 on campus student population. The build out of the main campus is the focus of the Master Plan.

Other plans may be developed for Chastain Pointe and KSU Center while property at Town Point is currently being acquired and has been included in this report. Much discussion of partnerships, off campus opportunities, and satellite centers occurred during campus meetings. Ideas for off campus components are documented in Section 7A.

New technology offers off campus opportunities for on-line courses, hybrid courses, and broadcast. Another possibility identified is partnering with outside organizations to use their space for academic classes. A model for this form of partnership is currently being implemented by the Bagwell College of Education with Cobb County Schools. The diagram below was developed to stimulate the discussion of off campus opportunities.
To date, only a handful of units and programs have been identified for current or future off campus locations:

- Early Childhood Learning Center
- KSU Foundation / University Relations/Alumni Affairs
- Recreation/Intramurals Complex
- Entry level or Prerequisite Courses – teaming with USG/Corporate partners
- Upper Division Courses – teaming with USG/Corporate partners
- Graduate Cohorts – Business, Education, and Health Sciences
- Specialized Research
- Continuing and Executive Education – in support of corporate partners
- College of Education
- Campus Services/Physical Plant
- Additional Housing

The goals listed below were generated through workshops, questionnaires, and interviews with the planning committees and task forces during the discovery phase of the planning process in fall 2004. The goals were developed in concert with the evolution of View 21 and represent the campus requirements to meet the strategic plan.

**Growth**

- Meet the higher education needs of Metropolitan Atlanta and the Northwest Crescent
- Enable KSU to transform to a Doctoral intensive environment
- Support a full student living and learning environment
- Foster interdisciplinary coordination
- Provide for the transition to NCAA Division I Athletics programs
- Look for off campus opportunities for growth
- Strengthen strategic USG alliances and corporate partnerships
- Continue to meet the needs of a consistent core population of nontraditional students on-campus
- Accommodate overall faculty growth to lower the student/faculty ratio 25%
- Accommodate full-time faculty to lower the part-time/full-time faculty ratio 10%
- Expand housing and student life opportunities to allow 15% of KSU students to be living on campus
- Identify strategic off-campus opportunities and regional partnerships
- Explore adjacent acquisition opportunities in the area, especially across Chastain Road at Town Point
Land Use

- Focus learning and living facility development to be mainly within the existing campus
- Strengthen KSU College identities – cluster new facilities next to existing buildings to reinforce academic neighborhoods
- Develop shared pedestrian/bikeway/service access “main streets” that connect these academic neighborhoods
- Create a new, central academic neighborhood for University College
- Cluster student services and student life facilities next to Kennesaw Hall and the Student Center
- Cluster additional student housing adjacent to KSU Place and University Village
- Extend academic facilities to KSU student housing neighborhoods
- Cluster PE/Sports facilities adjacent to the Convocation Center, the Recreation Center, and the southern quadrant of the campus
- Express a commitment to campus sustainability
- Add density to the campus core
- Utilize existing surface parking lots for new campus development sites
- Structure expanded or replacement parking to conserve land
- Utilize some existing one and two-story building sites for long-term campus redevelopment

Image

- Build upon the character, massing, and style of recent campus construction
- Limit new buildings to five or six-story massing
- Reinforce edges, scale, and wayfinding along campus pedestrian corridors
- Strengthen the “invitational” character of the campus
- Maintain certain wooded areas of the campus
- Maintain an inviting relationship with the community

Open Space

- Reserve the Arboretum for science and passive recreation programs
- Accommodate the team competition sport field requirements on-campus – such as softball, baseball and soccer
- Accommodate individual sports off-campus – such as track, cross country, golf and tennis
- Reserve open space for recreational sports
- Strengthen the north/south walkway from University Village to the Campus Green to create a Campus Spine – extend this spine to Chastain Road.
• Extend the Campus Mall between the Library and Student Center to Wilson and the Science/Mathematics Buildings – create inviting spaces that encourage interaction and put learning on display
• Reinvigorate the original 1960s campus quad
• Locate a walk/run trail around the campus perimeter

Circulation
• Build additional parking structures at the campus perimeter
• Create a continuous loop road by connecting Frey Road, Frey Lake Road, and Chastain Road
• Work with Cobb County to provide simpler and safer pedestrian and vehicular connections to Chastain Pointe and Town Point
• Explore opportunities for a future campus shuttle service to link KSU facilities on and off campus – especially Town Point and KSU Center
• Limit vehicular access to the campus core
• Provide a new campus “front door” for visitor drop-off, parking, and information off of Frey Road
• Coordinate improvements with the community planning efforts for Town Center and I-75 Bus Rapid Transit

5. DEVELOPMENT ISSUES AND CONSTRAINTS – CAMPUS CARRYING CAPACITY

In general, Kennesaw State University operates with much less space per student when compared with other Universities. In fact, there are extreme space needs in all of the Colleges and almost every unit of KSU. The planning team has not found a comparable University which provides such quality programs with so little space. KSU is already beyond its capacity when compared to national standards for space per student; although, these challenges are overcome by the creativity and innovation that thrives at KSU.

The space analysis conducted as a part of this Master Plan demonstrates an alarming space deficit for KSU. Classroom and lab space is at a premium, and many students have difficulty scheduling the classes they need to graduate. There is not enough office space available on campus to adequately accommodate the current faculty and staff. A new Health Sciences Building, Education Classroom Facility, and Science Lab Addition are highly recommended for capital funding in the near future to solve some of these critical space shortages.

Future campus development may be limited by the vehicular circulation and parking infrastructure. Parking may become a serious problem in the next few years. KSU should give particular consideration to providing adequate parking in a timely manner. New buildings will be built on existing surface parking, so those parking spaces must be replaced before the campus has reached its parking demand capacity.
Presently, there is a surplus of parking spaces, but as more buildings are constructed on existing surface lots, enrollment increases, and peak hour classes are increased, parking will become a major issue. Additional housing will also significantly impact parking demand, and the timing of the next phase of housing should coincide with the construction of additional parking. KSU should begin the process for funding future parking structures immediately since planning and execution requires a multi-year process. KSU should continue to work with Cobb County to improve traffic congestion in the general area.

Campus development may also be constrained by the utility infrastructure. There are eleven segments of sanitary sewer located off campus on Frey Lake Road that do not have adequate capacity to properly convey the existing sewage flows. The referenced sewer line is located in the downstream portion of the county system. The segments will need to be replaced by the county in the near future, and two additional county segments may also need to be replaced because they will be impacted by the replacement of the other segments. The sanitary sewer system in Frey Lake Road belongs to the Cobb County Water System, and KSU has already begun the process of working with the county to assure that the required upgrades are done in a timely manner. KSU has significant capacity and power issues for the campus computer server system. In addition, adding a fiber connection from the main campus to Town Point and Chastain Pointe to handle the growth and reliability of computer work stations in those areas is highly recommended. Additional utility needs are discussed in the planning document.

KSU is unable to apply for certain research grants because there is almost no space available to perform these functions. Many opportunities could be realized with more space for research and special projects.

Athletics has moved to Division I, and space is currently inadequate for a typical Division I program. A separate Athletics Master Plan is being completed by Heery International, and they have already provided some information for this master plan.

Future land acquisition for the development of the main campus is constrained by I-75 to the east, Chastain Road to the south, and the Pinetree neighborhood to the west. Strategic opportunities for locating programs off-campus are limited to those services that do not require adjacency to the core campus or those that are best sited with University System of Georgia or corporate partners.

Enrollment growth management has been a priority for KSU for many years, but all of the issues identified above must be considered if KSU is going to find ways to grow significantly in the future while maintaining the quality programs it has today.

6. SPACE PROJECTIONS

Over half of the curriculum and faculty were added to Kennesaw State University within the last fifteen years. Consequently, KSU has developed fresh approaches to the instructional, service, and research missions of the University. The student enrollment has also more than doubled during the same time period. KSU’s student population continues to grow at a faster rate than any other four-year institution within the University System of Georgia, and its enrollment is already five years ahead of the original 1998 KSU master plan projections.
This rapid expansion is partly due to the explosive growth in the Atlanta metropolitan area and to the University’s location in Cobb County.

KSU has been forced to develop innovative approaches to meet the rapid expansion. KSU is conducting classes seven days a week, evenings, and off-campus to accommodate its consistent core of nontraditional students, while at the same time meeting the needs of a growing number of traditional students. Although Kennesaw State University is a USG model of excellence for its quality of service in Georgia, the amount of space available to function properly has not stayed on par with peer institutions.

KSU serves a diverse population and provides access for college-bound traditional students as well as professionals seeking enrichment and graduate degrees. Nevertheless, USG Fall 2002 figures show that KSU has the lowest assignable square feet (42 asf) per student full-time equivalent of any USG university (137 average asf). Comparing KSU with selected national peers that have similar missions, programs, and enrollments paints a similar picture. Fall 2004 figures indicate KSU has less than one third the assignable square feet (42 asf) of its peer average (153 asf).

Select Peers and USG University Average

Data Source: University System of Georgia Information Digest 2002-2003

ASF Excludes Campus Housing and Other Space as defined by USG

The guidelines of the Council of Educational Facility Planners International (CEFPI) were applied for this report. CEFPI developed guidelines for classrooms, teaching laboratories, research laboratories, library space, office space, special use, general use, and support facilities. Data obtained from KSU and the Board of Regents of the University System of Georgia was used in the guideline calculations. Table 1: Space Needs Analysis shows the growth projections used to calculate space projections.
In summary, to meet View 21 core values and implementation strategies, Master Plan goals, and USG growth assumptions, KSU must have access to significantly more space than it currently has developed or underway.

To meet USG and national guidelines for its programs and enrollment, KSU should ideally expand its facilities from 42 asf/FTE to 103 asf/FTE. This represents the addition of 919,000 asf to its existing physical plant of 700,762 asf, for its fall 2004 enrollment of approximately 18,000.

### Table 1: Space Needs Analysis

<table>
<thead>
<tr>
<th>SPACE CATEGORY</th>
<th>Fall 2004</th>
<th>25,000 Students</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Existing ASF</td>
<td>Guideline ASF</td>
</tr>
<tr>
<td>Academic Space</td>
<td>Classroom &amp; Service</td>
<td>84,446</td>
</tr>
<tr>
<td></td>
<td>Teaching Laboratories &amp; Service</td>
<td>50,814</td>
</tr>
<tr>
<td></td>
<td>Open Laboratories &amp; Service</td>
<td>52,119</td>
</tr>
<tr>
<td></td>
<td>Research Laboratories &amp; Service</td>
<td>889</td>
</tr>
<tr>
<td></td>
<td>Academic Offices &amp; Service</td>
<td>159,744</td>
</tr>
<tr>
<td></td>
<td>Physical Education &amp; Recreation</td>
<td>11,222</td>
</tr>
<tr>
<td></td>
<td>Other Academic Department Space</td>
<td>48,368</td>
</tr>
<tr>
<td></td>
<td>New Funded Space</td>
<td>0</td>
</tr>
<tr>
<td>Academic Space Total</td>
<td>407,602</td>
<td>842,115</td>
</tr>
<tr>
<td>Academic Support Space</td>
<td>Administrative Offices &amp; Service</td>
<td>88,334</td>
</tr>
<tr>
<td></td>
<td>Library</td>
<td>51,061</td>
</tr>
<tr>
<td></td>
<td>Assembly &amp; Exhibit</td>
<td>9,977</td>
</tr>
<tr>
<td></td>
<td>Other Administrative Department Space</td>
<td>30,862</td>
</tr>
<tr>
<td></td>
<td>Physical Plant</td>
<td>29,394</td>
</tr>
<tr>
<td>Academic Support Space Total</td>
<td>209,628</td>
<td>474,360</td>
</tr>
<tr>
<td>SUBTOTAL</td>
<td>617,230</td>
<td>1,316,475</td>
</tr>
<tr>
<td>Auxiliary Space</td>
<td>Athletics</td>
<td>27,651</td>
</tr>
<tr>
<td></td>
<td>Student Center</td>
<td>54,155</td>
</tr>
<tr>
<td></td>
<td>Student Health Care</td>
<td>1,690</td>
</tr>
<tr>
<td>Auxiliary Space Total</td>
<td>83,496</td>
<td>303,403</td>
</tr>
<tr>
<td>INSTITUTION TOTAL</td>
<td>700,726</td>
<td>1,619,878</td>
</tr>
</tbody>
</table>

**ASF = Assignable Square Feet**

7. **CHANGES AT KENNESAW STATE UNIVERSITY**

KSU is determined to serve the varied academic needs of the nontraditional student while fostering a traditional academic environment and enhancing graduate offerings. Without additional classroom, laboratory, and office space, it will be difficult to maintain the high academic standards KSU has attained or implement its vision.
Concerns based on past attempts to meet space needs include:

- Receiving funding for the needed academic, administrative, student life, and parking facilities.
- Starting and completing all master-planned facilities within a meaningful time frame while keeping pace with enrollment growth.

KSU has been fortunate to receive funding for planning, design and construction of significant new facilities since the 1998 Master Plan. With the new facilities coming on-line, some positive changes will occur:

1. The current planned buildings that are either just completed or under construction (the Convocation Center, Recreation Center Addition, University Village, New Social Science Classroom Building, and Multi-Purpose Auditorium) will provide optimum classroom configurations, quality faculty office space, collaborative administrative office space, student life, recreation, and housing opportunities.

2. The renovation of Willingham Hall, existing Social Sciences, Library, and Wilson Buildings, as well as a new addition for Music will allow more efficient use of space and is planned as a minor project.

Even with these new additions to campus facilities (191,932 non-residential asf), it is critical to note that KSU will still be drastically below their benchmarked space guidelines. An additional 1,351,000 asf will still be required to meet USG and CEFPA space standards for the target on-campus enrollment of 25,000. A complete Capital Project Request is submitted to the State each year. However, significant funding is necessary to achieve the Master Plan’s goals and acquire an appropriate amount of space for KSU.

**8. THE MASTER PLAN**

The primary goal of the updated Master Plan is to accommodate the future growth in facilities while nurturing an exemplary living and learning environment. While the plan defines future projects and identifies specific sites for buildings, open space, and infrastructure, the primary purpose is to provide a framework for making informed decisions about growth and change on campus. Phasing opportunities exist if certain projects cannot be built at one time because of funding limitations.
In addition to solving the specific issues of programs, the plan outlines the means of creating a campus that better serves the unique needs of the commuter student while providing a truly collegiate experience. One of the major objectives in accomplishing this goal is the development of a pedestrian-focused campus.

Another important concept achieved by the master plan is the strengthening of academic neighborhoods on the campus. These distinct neighborhoods not only define a physical building district on campus, but also relate to specific academic pursuits. They include:

- College of the Arts
- Coles College of Business
- Wellstar College of Health and Human Services
- College of Humanities and Social Sciences
- College of Science and Mathematics
- University College
- Relocated Bagwell College of Education

This concept of academic neighborhoods enhances the sense of identity for each college and adds a sense of coherence to their physical environment.

Land acquisition was recommended for the College of Education, and the KSU is currently in the process of purchasing the Town Point Office building property. The 13.4 acre property encompasses a 95,000 GSF building which can efficiently house the needs of the College of Education provided that a new classroom building and parking deck are built. Town Point is located south of Chastain Road, directly off Town Point Drive and Big Shanty, approximately one block from campus.

The importance of enhancing KSU’s invitational character in the community is realized in the Master Plan with the development of recognizable campus edges and entry points. Local materials and typical construction materials, such as the Kennesaw Stone, are used in campus entries that reflect the campus’ friendly and familiar character. Improved signage along I-75 is recommended to make KSU more visible along this major interstate. Parking is redistributed in four additional parking garages located at the campus perimeter and directly adjacent to major buildings. The distribution allows for convenience and provides adequate handicapped access. These garages are interconnected throughout the entire campus via a loop road that will help minimize traffic in the surrounding neighborhood. This arrangement of buildings with a central pedestrian core and perimeter parking creates a safe, enjoyable and memorable environment for students and faculty. Service and emergency access to all buildings will be maintained, if not improved in most cases. If direct road access is not available to a building, alternatives will be provided such as pedestrian walks built to sustain the load of trucks or fire engines. These areas would be limited access, restricted with bollards or other traffic controlling methods.
9. PHASING / IMPLEMENTATION PLAN

The following section describes the phased development required to realize the Master Plan. The strategy was developed based on space needs and the KSU capital plan. The estimated cost of the projects outlined below (details are in Section 7), is approximately $775,000,000. The estimates included in Section 7 are based on 2005 construction dollars and should be inflated for the year built. Funding sources for each project are identified in parenthesis. The anticipated year of funding is listed below to the left and is intentionally aggressive and optimistic due to KSU’s extreme need. Other timelines and growth options are based on current funding trends (included in section 7E). The exact timing and sequence of projects should be based on the availability of funds.

**Phase I: 2005 – 2009**

Phase one includes:

- **2005**
  - The Multi-purpose Auditorium and new Social Science Building are currently under construction. The Town Point purchase is under consideration as of the writing of this document and will hopefully be in service as the College of Education and Child Development Center in the future.

- **2006**
  - New Addition to Music & Social Sciences/Library/Wilson/ Renovation (USG Minor)
  - Renovate Advancement Bldg for KSU Police Dept. (KSU)
  - Ground Maintenance Zone – Underground Tank (KSU)

- **2007**
  - Education Classroom Facility (USG Minor)
  - Child Development Center (Private)
  - Art Museum (Private)
  - Lab Addition to Science Building (USG Minor/ Non-state)
  - Welcome Center Parking Deck& Transit Center (Parking Fees)

- **2008**
  - Visitor Center Pavilion (KSU)

- **2009**
  - Allied Health Sciences Building (USG Major/Private Donation)
  - Hitting and Pitching Building (KSU)
  - University Village Housing – Phase 3A (KSU Foundation)


**Phase 2: 2010-2014**

Phase two includes:

2010  
- Student Center Addition (Student Fees/ Auxiliary)
- PE/ Recreation Center Additions (Student Fees)
- PE/Renovation and Addition (USG Minor)
- Academic Learning Center (USG Major)
- Humanities Addition (USG Minor)

2011  
- General Classroom Building for Business and IT (USG Major)

2012  
- PE/Recreation Addition (Student Fees & Athletics)
- Chastain Pointe Administrative Office expansion (KSU)
- Classroom and Library Center (USG Major)
- Arts Classrooms (USG Major)
- Classroom/Support (USG Major)

2013  
- Science and Mathematics Addition (USG Major)

2014  
- Kennesaw Hall Student Services & Office Addition (USG Major)

**Phase 3: 2015 and Beyond**

Phase three includes:

2015  
- Classroom and Support Building (USG Major).

2016  
- Performing Arts Addition (USG Major)
- Student Center Addition and Bell Tower (Auxiliary)
- Campus Services Renovation and Addition (KSU)
- University Village Deck (KSU Foundation/ Parking Fees)
- University Village Expansion & Below Grade Parking (KSU Foundation)
- Education Building (State Request/ Private donation)

2017  
- Science and Mathematics Addition (USG Major)
- Classroom, Support, and Sports Center (State Request/ Athletics)
- University Place Expansion & Below Grade Parking (KSU Foundation)
- University Place Deck (KSU Foundation/ Parking Fees)
2018  Graduate Studies Center (State Request)
      Social Studies and Humanities Center (USG Major)
      Science and Mathematics Center (USG Major)

2019  Administrative Office and Transit Center (GDOT/ State Request)
      KSU Center Continuing Education & Conferencing Renovation
      Chastain Pointe Physical Plant Expansion

2020  Visual Arts Addition (State Request)
      Arts Classrooms (Private Donation)

The implementation plan and timeline listed above will certainly evolve as future planning and funding occurs. The intent of Kennesaw State University’s Master Plan is to allow for phasing and continuous improvement, while providing a framework for future development and growth.

The detailed KSU Master Plan Document can be found on the Facilities Planning and Design Services website at [http://www.kennesaw.edu/fplanning/fpds_current_projects.html](http://www.kennesaw.edu/fplanning/fpds_current_projects.html)