

## Notes: Workshop 02 Combined Committee Meeting

<b>Project</b>	UNT Campus Master Plan Update	<b>Project No.</b>	2025-3605 (UNTS) 52AC24018 (Page)
<b>Client</b>	UNT System	<b>Location</b>	Rawlins Hall, MPR
<b>Date</b>	18 June, 2025	<b>Time</b>	3:00pm to 5:00pm

### Attendees

- ☑ Brian Cay, Assoc. Director, Master Planning
- ☑ Cassandra Nash, Senior Director of Planning, Design & Construction
- ☑ Meredith Butler, Dir, Facilities Planning & Dev
- ☑ Michael McPherson, Provost and VP of Academic Affairs
- ☑ Elizabeth With, VP Student Affairs
- ☑ Pamela Padilla, VP for Research and Innovation
- ☑ Shannon Goodman, Vice President for Enrollment
- ☑ Brandon Buzbee, Vice President for University Advancement
- ☑ Megan Wheeler, Chief of Staff
- ☑ Clayton Gibson, VP of Finance and Administration CFO
- ☑ Okang Hemmings, Vice Chancellor Strategic Infrastructure
- ☑ James Garrison, CIO
- ☑ Montana Montgomery, Undergrad CVAD
- ☑ Abigail Seay, Undergrad CUPA
- ☑ Daniel Re Calderon, MPA, Graduate

### Notes

#### 1. Online Discovery Survey Discussion

- **Target Audience:** Uncertainty around alumni participation value unless questions are tailored; recommend partitioning survey audiences.
- **Response Rate Drivers:**
  - Highly dependent on distribution methods.
  - Incentives help increase participation.
- **Survey Framing:**
  - Clearly communicate the survey is for a long-term planning initiative, not a recurring study.
- **Sample Questions/Topics:**
  - Visitor intent: “What was your reason for being on campus?”
  - Nuanced parking experiences, not just “parking” as a single topic.
  - Location specificity: differentiate by campus (Main, Frisco, Discovery Park, etc.).

#### 2. Pedestrian Spine & Circulation

- The dark blue pedestrian path is mostly strong but conflicts where it overlaps with red (vehicular) routes.
- Music Annex’s removal would resolve a key disconnection in the pedestrian spine.
- Common pedestrian routes include:
  - In front of Sage Hall
  - Between Pohl and West Hall
  - Across parking lots (notably near Chemistry and CVAB)

- North of Sage Hall
- Chestnut Street is difficult to locate and navigate
- Recommendations:
  - Enhance secondary pedestrian routes.
  - Address conflict zones between pedestrian and vehicular paths.
  - Consider visual or physical improvements for key crossings.

### 3. Campus Access & Gateways

- **Access Points:**
  - SW and SE entrances are likely prioritized for out-of-town visitors.
  - NE access is more local but underdeveloped as a welcoming point.
- **Community Engagement:**
  - Enhance campus visibility and identity for the Denton community.
  - Consider visual markers or gateways ("battle flag" and overpass branding cited as effective).
- **Land Ownership and Use:**
  - Clarify property boundaries.
  - Explore highest and best use of all UNT-owned land and buildings.

### 4. Shared Campus Resources

- **Community-Oriented Facilities:**
  - **Union:**
    - High community usage (e.g., 1M+ bookstore visitors)
    - Ballroom is a popular event space
  - **Eagle Landing:**
    - Serves seniors (e.g., bus drop-offs) and school groups
  - **Other Facilities:**
    - Environmental Science Center: field trips
    - Executive & Professional Education: interest in format/delivery type (Frisco, online)
    - Child Development Center: regularly brings outside visitors

### 5. Campus Context & City Integration

- **City-Campus Interface:**
  - TWU is more connected to downtown Square than UNT.
  - UNT's linkage to the historic square feels long and indirect, especially from the Union.
  - The City Master Plan envisions Hickory as a pedestrian arts corridor, but it may not fully support UNT's connectivity.
  - Consider ways to better link UNT to Square without creating competition with TWU.

### 6. Campus Character & Space Use

- **Student Behavior Observations:**
  - Informal student gathering occurs along the street in front of the Business building en route to CVAB.

#### Next Steps:

- Refine Discovery Survey strategy, audiences, and questions.
- Evaluate and propose enhancements to pedestrian circulation and access gateways.
- Continue assessing campus/community interface opportunities.
- Follow-up on space use data and additional physical planning observations.