

Notes: Workshop 01 Steering Committee Meeting

Project	UNT Campus Master Plan Update	Project No.	TBD (UNTS) 52AC24018 (Page)
Client	UNT System	Location	SSB.105
Date	25 April, 2025	Time	10:00am to 12:00am

Attendees

- ☑ James Garrison, CIO
- ☑ Elizabeth With, VP Student Affairs
- ☑ Michael McPherson, Provost and VP of Academic Affairs
- ☑ Shannon Goodman, Vice President for Enrollment
- ☑ Jared Mosley, VP and Director of Athletics
- ☑ Casandra Nash, Senior Director of Planning, Design & Construction
- ☑ Brandon Buzbee, Vice President for University Advancement
- ☑ Jeff Brown, Associate Vice President of Facilities
- ☑ Montana Montgomery, Undergrad CVAD
- ☑ Marjorie Barrett, Deputy to the President
- ☑ Abigail Seay, Undergrad CUPA
- ☑ Meredith Butler, Dir. of Facilities Planning & Dev, SIPC Staff Operations

Notes

1. What is one word (or short phrase) that you would use to describe the Campus Environment & Experience TODAY?

- In need of updating
- Mixed (new buildings that are cool and functioning well and others that should have been knocked down)
- Lively (a lot of student activities)
- Friendly and welcoming (neighborhood/park like setting makes it inviting)
- Untapped potential (a lot of growth and things that could be more intentional)
- Evolving
- Heavily utilized (grown a lot and everything gets used and maxed out)
- Transition
- Diverse
- Potential
- Lack of identity in terms of branding
- Dynamic (always room for improvement)

2. What is one word (or short phrase) that you would use to describe YOUR VISION for the Campus Environment & Experience in the FUTURE?

- Sustainable
- Memorable
- Thriving destination
- Connected (with the city - where we start and where we end)
- Modern (not in the architectural sense)
- Strategic (have a reason for everything they do, and it's planned)
- Hive of activity
- Hub
- Excellence
- Stronger in branding and identity
- Cohesive

- Engaging

3. How might the strategic plan outcomes inform our work?

- **Student-Centered Focus**
 - Student success will be central to the physical plan
 - Emphasis on full life cycle engagement of students
 - Need to keep students on campus to strengthen community and engagement
 - Transportation challenges hinder connectivity and engagement, especially for off-campus students
- **Flexible and Future-Ready Infrastructure**
 - Design adaptable spaces like modular labs and reconfigurable classrooms
 - Acknowledge the rapidly evolving nature of higher education and prepare to accommodate change
- **Innovation and Distinct Identity**
 - Encourage entrepreneurship and innovation as core values
 - Develop UNT's own path— "a third way"—distinct from traditional models like Ivy league schools or UT.
 - Use the plan as a visual and strategic tool to communicate UNT's unique identity
- **Partnerships and Research**
 - Strengthen employer partnerships to enhance career readiness
 - Reinforce UNT's research mission with new or improved facilities
- **Community Engagement and Campus Integration**
 - Make the campus more porous and accessible to connect with the surrounding community
 - Improve connectivity and define campus edges to foster better navigation and belonging
- **Navigation and Belonging**
 - Improve wayfinding across campus
 - Foster a sense of identity and belonging through thoughtful planning and placemaking

4. Responses to the S.O.A.R Engagement Exercise

- **Strengths**
 - Campus Core & Identity
 - Library Mall serves as the heart of campus with clear navigation, visibility, vibrant activity, and aesthetic appeal
 - Strong emotional and cultural significance (e.g., graduation photos, class rings by the fountain)
 - Intentional space design fosters a sense of place and tradition
 - Strategic Locations
 - External-facing spaces are well-placed at the campus edge, making them accessible to outside audiences
 - Stadium area presents a strong anchor and development opportunity
 - Discovery Park has visible drone testing and vibrant interior activity
 - Discovery Park
 - Strength in available space for future expansion
 - Engineering growth centered here
 - Active interior environment with labs, makerspaces, and student work on display
 - Frisco Campus
 - Recognized as an innovative and integrated model
 - Demonstrates a successful "one-stop" student support concept
 - Offers potential inspiration for entrepreneurial learning models
 - Regional Presence
 - UNT has a large regional alumni base (200K in the area)
 - Multiple community college feeder systems (Collin, Tarrant, Dallas) offer a pipeline of students
 - Modernization Potential
 - Chilton Hall is architecturally unique and valued despite being outdated
 - CVAB successfully integrates historic and modern elements
- **Opportunities**

- Campus Cohesiveness & Engagement
 - Expand the “Library Mall” feeling throughout campus
 - Improve the sense of place beyond the core
 - Consider developing multiple engagement hubs due to large student population (46K+)
 - Define and activate the edges of campus to improve connectivity and flow
- Stadium District Development
 - Potential for mixed-use development (hotel, restaurants, medical services, new arena)
 - Focus on revenue generation and community interaction
- Discovery Park Improvements
 - Address aging infrastructure and disconnected feeling from main campus
 - Improve outward appearance and student welcome
 - Activate surrounding areas with potential private development
 - Enhance transportation and engagement for students not based there
- Systemwide Integration
 - Strengthen transportation and connection between Denton, Frisco, and Inspire Park
 - Support students without vehicles through better mobility solutions
 - Bring Frisco’s integrated model and entrepreneurial ethos to the main campus
- Brand Visibility
 - Better communicate UNT’s presence throughout the Metroplex
 - Make alumni and systemwide influence more visible and connected
- Facility Utilization & Branding
 - Reimagine Chilton Hall to reflect UNT identity and encourage student use
 - Enhance campus landmarks beyond Library Mall and Hurley Hall to build stronger visual identity

- **Aspirations and Results**

How would you improve campus with?

- \$1,000,000 - minor renovation, small open space project, etc.
 - Low-cost, high-visibility improvements with immediate impact on identity and aesthetics
 - Improve targeted areas of campus grounds to raise quality and appearance
 - Enhance gateways and campus edges to clarify boundaries and create stronger first impressions
 - Install more and upgrade wind turbines to reinforce UNT’s sustainability leadership and gain visibility
 - Expand on the diagonal axis walkway, using it to showcase student achievements and awards
- \$20,000,000 - major renovation or open space project, etc.
 - Improve safety, function, and experience in critical campus systems
 - Renovate Hurley Hall, a key and symbolic building
 - Upgrade utility systems to support future growth and sustainability
 - Create a centralized, aesthetically pleasing transportation hub
 - Address bus system complexity, improve signage, and enhance pedestrian safety (e.g., add crosswalks, ensure ADA accessibility)
 - Consider a daytime closed campus to prioritize pedestrian movement and safety
- \$100,000,000 - new building, major mobility improvement, multiple small projects, etc.
 - Major capital improvements to redefine campus experience, growth, and community interface
 - Construct a new arena/community gathering space
 - Build a new music building, residence hall, dining hall, rec fields, and a west campus anchor building
 - Develop a new building at Discovery Park
 - Introduce hotel and convention space integrated with the hospitality program
 - Demolish PEB and Music Annex to free space for new development
 - Launch a “stewardship model”—evaluate and prioritize which buildings are worth reinvesting in
 - Address outdated facilities like the coliseum
 - Create an outdoor festival space to serve Denton and reinforce UNT’s cultural role

5. 2013 Big Ideas/Moves – Status & Reflections

- Science District: Progressing and seen as a positive advancement

- Parking Garage: Considered cost-prohibitive—10x more expensive per space than surface lots
- Northside Housing: Viewed as too far from dining and amenities, reducing its desirability

6. Major Campus Changes in the Past Decade – High Impact Projects

- Union: Widely recognized as a transformative space for students and campus life
- Joe Greene Hall & Visitors Center surpassed expectations, revitalizing that entire area
- CVAB is a strong recruiting asset for arts programs
- Student Housing (6,400 beds):
 - Freshman live-on policy is being met
 - Continuing and transfer students have limited on-campus housing options
 - COVID impacts: Off-campus housing prices have risen sharply, cost is a major barrier
 - More students are commuting or opting for online learning due to affordability
- Athletics District:
 - Boosted campus visibility along the highway
 - Includes 400 beds; around 30% are used by athletes

7. UNT/Denton Traditions, Events, and Experiences

- Bonfire, Homecoming, Day of the Dead, Block Party (May 9)
- Arts & Jazz Festival, Flea Markets, Sporting Events
- UNT dining halls are praised for high-quality food
- The Square and Fry Street are key areas for informal student traditions and nightlife
- Golden Triangle Mall hosts frequent festivals and community engagement events