

## Notes: Workshop 06 Steering Committee Meeting

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<b>Project</b>	UNT Campus Master Plan Update	<b>Project No.</b>	2025-3605 (UNTS) 52AC24018 (Page)
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<b>Client</b>	UNT System	<b>Location</b>	Rawlins Hall MPR
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<b>Date</b>	18 February, 2026	<b>Time</b>	9:30am – 11:30am
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### Attendees

- ☑ Heidi Elmendorf, UNT, Deputy to the President for University Initiatives
- ☑ Megan Wheeler, UNT, Chief of Staff
- ☑ James Garrison - UNT, Chief Information Officer
- ☑ Elizabeth With - UNT, Vice President of Student Affairs
- ☑ Michael McPherson - UNT, Provost and Vice President of Academic Affairs
- ☑ Casandra Nash - UNT, Director Planning, Design and Construction
- ☑ Pamela Padilla, UNT, Vice President for Research and Innovation
- ☑ Brandon Buzbee - UNT, Vice President of University Advancement
- ☑ Shannon Goodman, UNT, Vice President for Enrollment
- ☑ Abigail Seay, Student
- ☑ Daniel Re Calderon, Student
- ☑ Meredith Butler- UNTS, Director of Planning
- ☑ Brian Cay – UNTS, Associate Director of Master Planning
- ☑ Seth Franks, Walter P Moore, Transportation Planner
- ☑ Jaime Snyder, Walter P Moore, Parking Planner
- ☑ Corey Rothermel, Page, Project Manager
- ☑ Elizabeth Foster, Page, Visioning Principal
- ☑ Melissa Guitierrez-Soto, Page, Lead, Urban Designer
- ☑ Sukriti Gandhi, Page, Campus Planner

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### 1. Overview

The workshop focused on advancing the Campus Master Plan framework, including refinement of the Green Ripple, UNT City Center, south of I-35 scenarios, downtown connectivity, east side opportunities, recreation strategies, campus gateways/edges, and Discovery Park.

Discussion centered on how to carry the vision forward in alignment with UNT's Strategic Plan and how to strengthen connections between campus, community, and emerging growth areas.

## 2. The Green Ripple

### Branding & Identity

Participants discussed naming and branding of the “Green Ripple.” Suggestions and themes included:

- “Greenway” (alternative to “Breezeway”)
- Appreciation for the term “Ripple” and its conceptual strength
- Interest in experiential branding, embedded storytelling, and visible identity elements along the corridor
- Desire to better illustrate how the Ripple is experienced at ground level (landscape, buildings, lighting, activity)

### Key considerations:

- The Ripple should represent a connected swath of experiences—programmatically and experientially.
  - It should support progression through the campus fabric and clearly define what happens at both ends.
  - The corridor should visibly connect to UNT’s Strategic Plan goals around community engagement.
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## 3. UNT City Center (Lot 20 / Fouts Field Site)

### Overall Support

There was strong enthusiasm for the UNT City Center concept as a transformative, community-facing destination.

Key themes:

- Multi-generational programming (e.g., playground, senior living)
- Grocery store as a major draw for students (“life-changing” amenity)
- Hotel and conference space
- Executive education, incubators, pop-up retail
- Experiential education opportunities
- Permanent programming to create a sense of place (e.g., children’s playground to anchor tailgating and family activity)

### Programming Considerations

Committee members emphasized:

- What will drive student traffic beyond commercial uses?
- How do we create “sticky” spaces that hold students rather than promote pass-through movement?
- Access to power and shade is critical.
- Consider sunken or shaded seating areas with plug-in capability for laptops.
- Public parking is necessary and will serve students, faculty, and staff as a start/end-of-day destination.

Storytelling & Identity

- Strong interest in honoring the history of Fouts Field as part of the site narrative.
- Opportunity to “own” the site’s history through placemaking elements and interpretive storytelling.

#### Welcome Center

- Question raised about why the Welcome Center is not directly located on the Ripple.
- Some support for the loop option that integrates the Welcome Center more strongly into the framework.

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## 4. South of I-35 Scenarios

Three scenarios were reviewed.

#### General Themes

- Development south of I-35 is viewed positively if uses are intentional and strategic.
- Access and visibility are critical.
- Some perceive the southern entrance as currently weak.

#### Scenario Feedback

##### Scenario 1 (Loop back to Main Campus)

- Viewed favorably for reinforcing connection to the Welcome Center.
- Provides clarity and stronger internal cohesion.

##### Scenario 2 (Connection to Bonnie Brae)

- Seen as potentially improving draw and access from southern developments.
- Balanced development between I-35 and Bonnie Brae.

##### Scenario 3 (East of Stadium / South of Eagle Point)

- Viewed by some as challenging or “hidden.”
- Concern that it could make UNT feel like a “bad neighbor.”
- Acknowledged that new housing + mixed use could be viable but complex.

#### Overall takeaway:

- Interest in exploring a hybrid of Scenarios 1 and 2.
- Option 3 received limited support.

#### Operational considerations:

- Changes to I-35 access.
- Texas Blvd and Airport Rd intersection challenges.
- Need for safe, convenient vehicular and pedestrian access.

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## 5. Connection to Downtown Denton

Strong discussion focused on strengthening the two-way relationship between campus and downtown.

#### Core Questions

- What would draw Denton Square visitors to campus?
- What makes this a viable and attractive entrance?
- How do we make the connection work in both directions?

#### Key Themes

## Physical Improvements

- Prioritize pedestrian safety (especially at Carroll intersection).
- Improve broken/irregular sidewalks.
- Increase biking infrastructure.
- Improve lighting.
- Enhance street design to signal pedestrian priority.
- Create safer streets along Hickory and Sycamore.
- Improve the last-mile connection between the A-Train transit center and campus.

## Mobility Options

- Shuttle service (operating cost concerns raised).
- Micromobility EV vehicles as potentially more cost-effective.
- Scooters.
- Bike parking.

## Experiential Layer

- Public art trail / history trail (“breadcrumbs” encouraging movement).
- Experiential branding along route.
- Micro-museums across campus.
- Cultural/art trails linking downtown and campus.

## Partnership & Funding

- Requires strong City partnership.
- Potential TIF strategy for parcels not owned by UNT.
- Historic homes along Hickory require sensitivity.

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## 6. East Side of Campus

Discussion centered on how to make the east side more public-facing and community-engaging.

### Fashion Collection

- Strong support for establishing a permanent home.
- Potential to serve as a community anchor.
- Consider integration with CVAD and arts programming.
- Explore storefront or museum-style visibility.
- Potential relationship with Gateway Center.

### Arts & Programming

- Arts plaza concept.
- Public-facing exhibits and pop-ups.
- Students respond positively to art events (ceramics, clothing pop-ups).
- Strengthen the arts corner as a destination.

### Housing & Amenities

- Re-evaluate housing and parking locations.
- Concern that student housing in the NE corner feels “less porous.”
- Long-term housing flexibility (potential P3 model).

### Recreation & Wellness

- Satellite Rec Center on east side received support from students.
  - Students indicated location would not deter use.
  - Major barrier: crossing Eagle Drive (walkability and safety).
  - Transportation improvements needed to support this location.
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## 7. Recreation Fields

Goal: Identify long-term home for rec sports.

Options 1 & 2 (Discovery Park)

- Not preferred by students for rec sports.
- Distance and disconnection concerns.
- Best land availability

Option 3

- Previously studied by UNT and determined as not viable.

Option 4 (Main Campus)

- Not favored.
- Eliminates possibilities for rec sports.
- Staffing and access concerns.
- Viewed as limiting.

Option 5 (Consolidated Athletics District)

- Concern about impact on neighbors (rec sports until 1am).
- Significant acquisition and displacement required.

Key Takeaway:

- Recreation works best as a district.
  - Options 1 and 2 align with Rec Sport Master Plan and may be most viable long-term.
  - Phasing may mitigate the need for a final decision, the current inventory/status quo can be maintained by replacing fields as development takes place. The Master Plan anticipates a few fields being lost over the next decade for new projects, but that can be managed through individual replacement.
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## 8. Arrival, Gateways & Edges

Gateways

- Generally positive reactions to proposed gateway hierarchy.
- Question raised: Have the right priority gateways been identified?

Campus Edges

Themes for porous edges:

- Memorable and welcoming
- Distinct brand expression
- Safe but open
- Connected yet permeable
- Softer/greener along community edges

Eagle Drive identified as a potential “quick win.”

Vertical Landmark / Tower

- General support for a vertical landmark element.
  - Suggestion to draw inspiration from Hurley rather than introducing a completely new architectural language.
  - Reference to UNT Frisco as a precedent for bold identity.
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## 9. Discovery Park

Framework presented as “Innovation Village.”

Major Themes

- Needs stronger programming.
- Balance porosity with security (DoD research considerations).
- Graduate student population should be considered.
- Add social amenities and collaborative environments.
- Showcase research to the community.
- Students currently walk to Rayzor Ranch — opportunity to capture that energy internally.

Town Square & Innovation Pavilion

- Support for a Town Square model with intentional programming.
  - Innovation Pavilion concept blends academic, industry, and community engagement.
  - Exterior perception of Discovery Park is disconnected; interior is strong.
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## 10. Overall Themes & Takeaways

Across topics, recurring priorities included:

- Stronger town-gown integration.
- Creating destinations that draw both students and community.
- Prioritizing pedestrian safety and connectivity.
- Programming and activation as critical components.
- Honoring UNT’s history while advancing bold, future-facing ideas.
- Ensuring new development feels porous and welcoming rather than insular.