



# University of North Texas

## Campus Master Plan Update & Utility Infrastructure Plan

**Steering Committee**

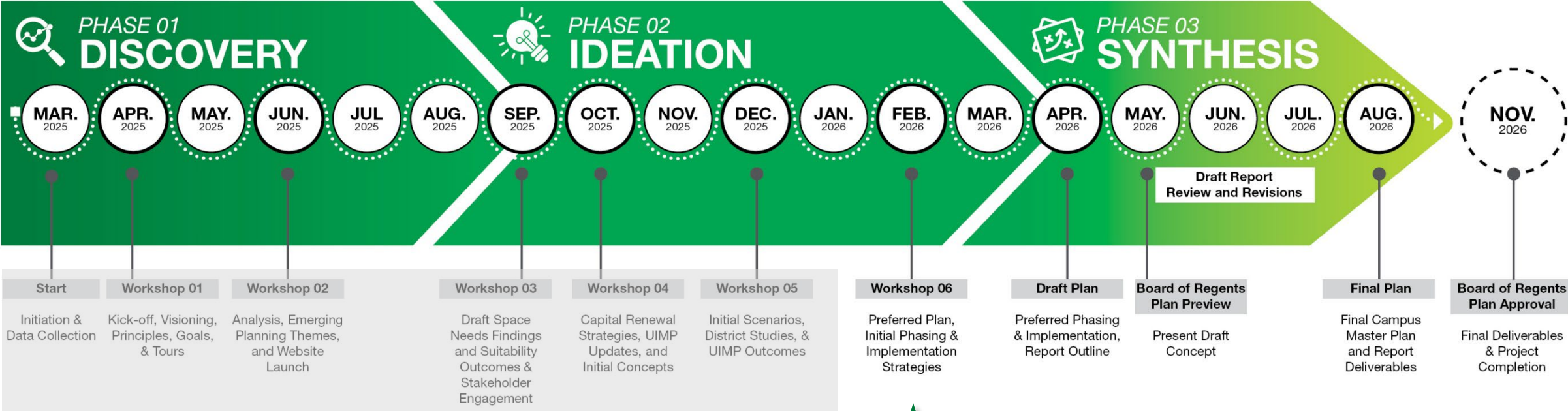
02/18/2026



# Agenda

1. **Schedule**
2. **Carrying the Vision Forward**
  - **Development Since we Last Saw you**
  - **Focus Topics (for input)**
3. **Wrap Up & Next Steps**

# Project Schedule & Key Milestones



A photograph of a brick building with a clock tower, overlaid with a green gradient and the text "Carrying the Vision Forward". The building is made of light-colored bricks and has several windows. The clock tower is a prominent feature, with a clock face and a decorative top. The sky is blue with some clouds. The text is in a large, white, sans-serif font and is underlined.

# Carrying the Vision Forward

# Building on your Foundation

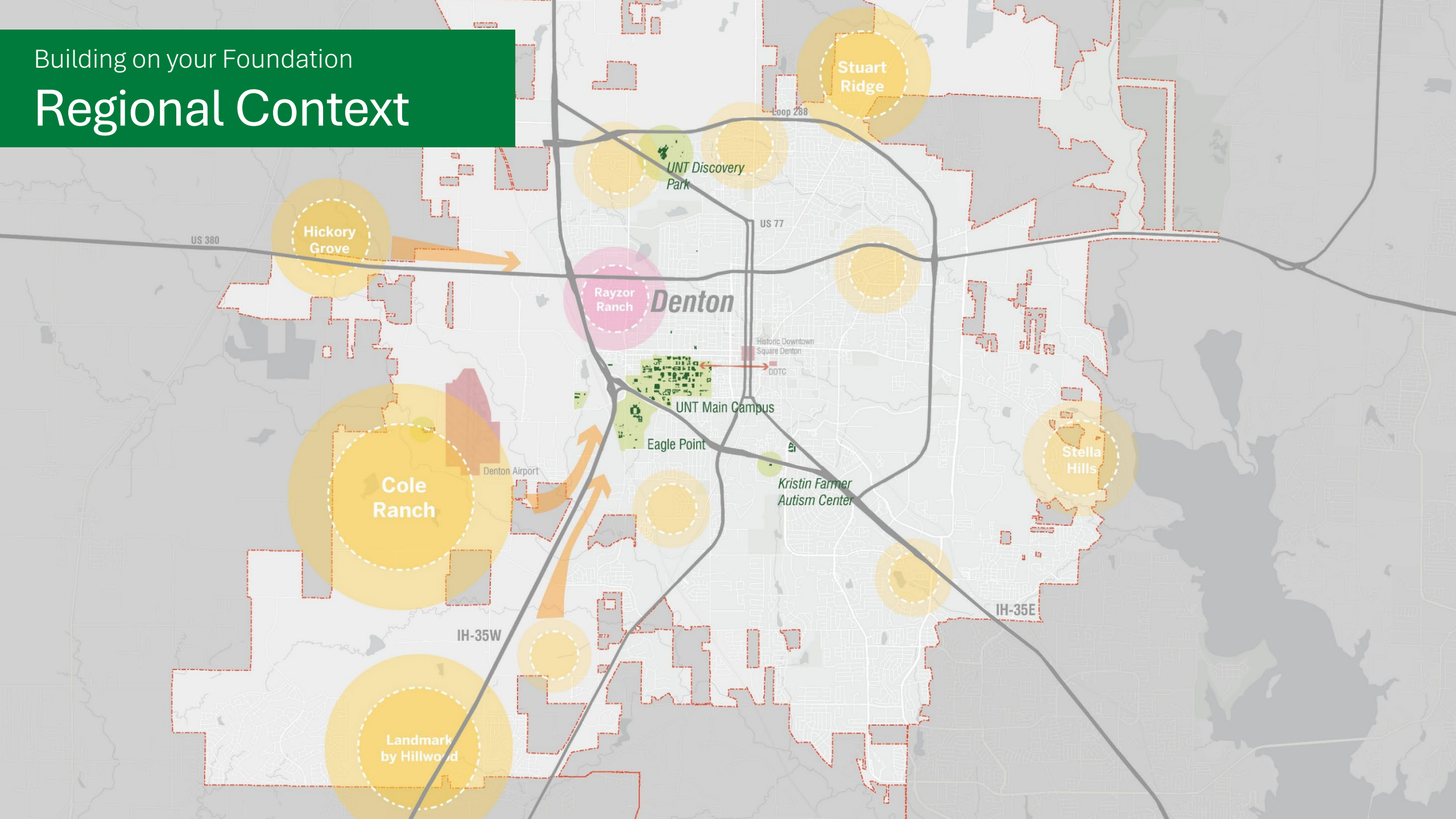
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**An adaptable  
framework  
beyond 2030:**

- Allows for **evolving needs** and unforeseen opportunities
- Captures **bold ideas** to generate **new models**
- Creates **uniquely-UNT** placemaking
- Supports the **stewardship of campus resources**
- Advances projects that elevate **strategic institutional goals**

Building on your Foundation

# Regional Context



Vision into Action

# The Green Ripple

Framework

# The Green Ripple

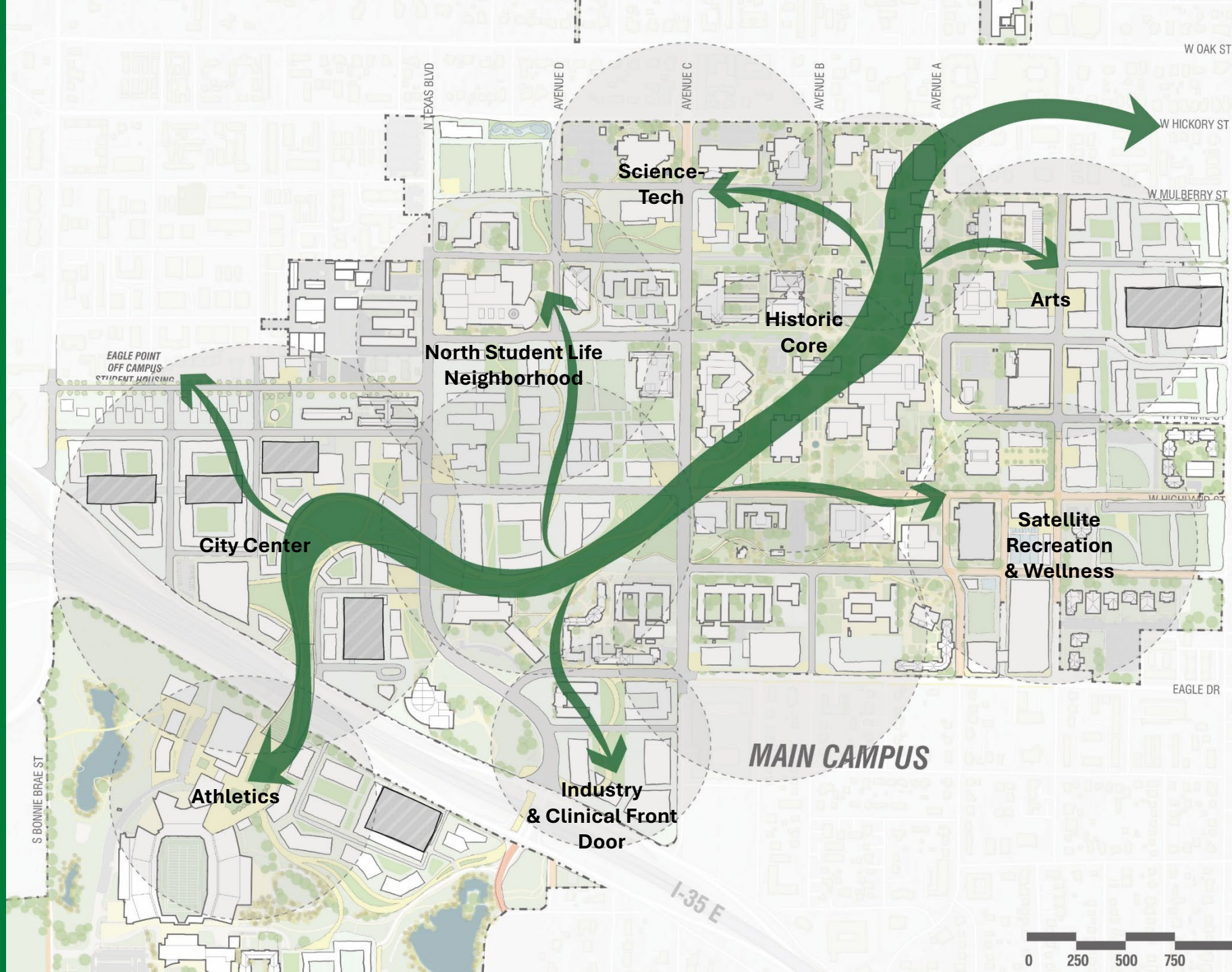
*Along the Ripple:*



Themed Lighting/Branding/Pavement

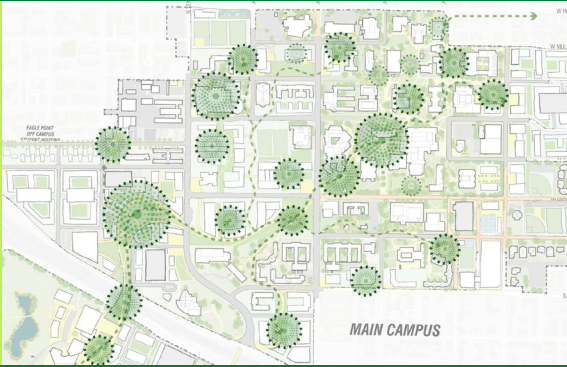


Embedded History/Identity/Knowledge

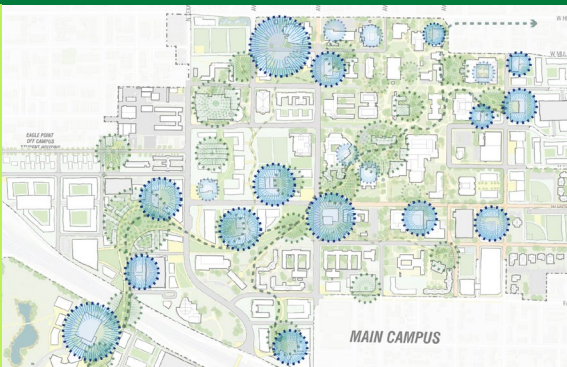


# Synthesis

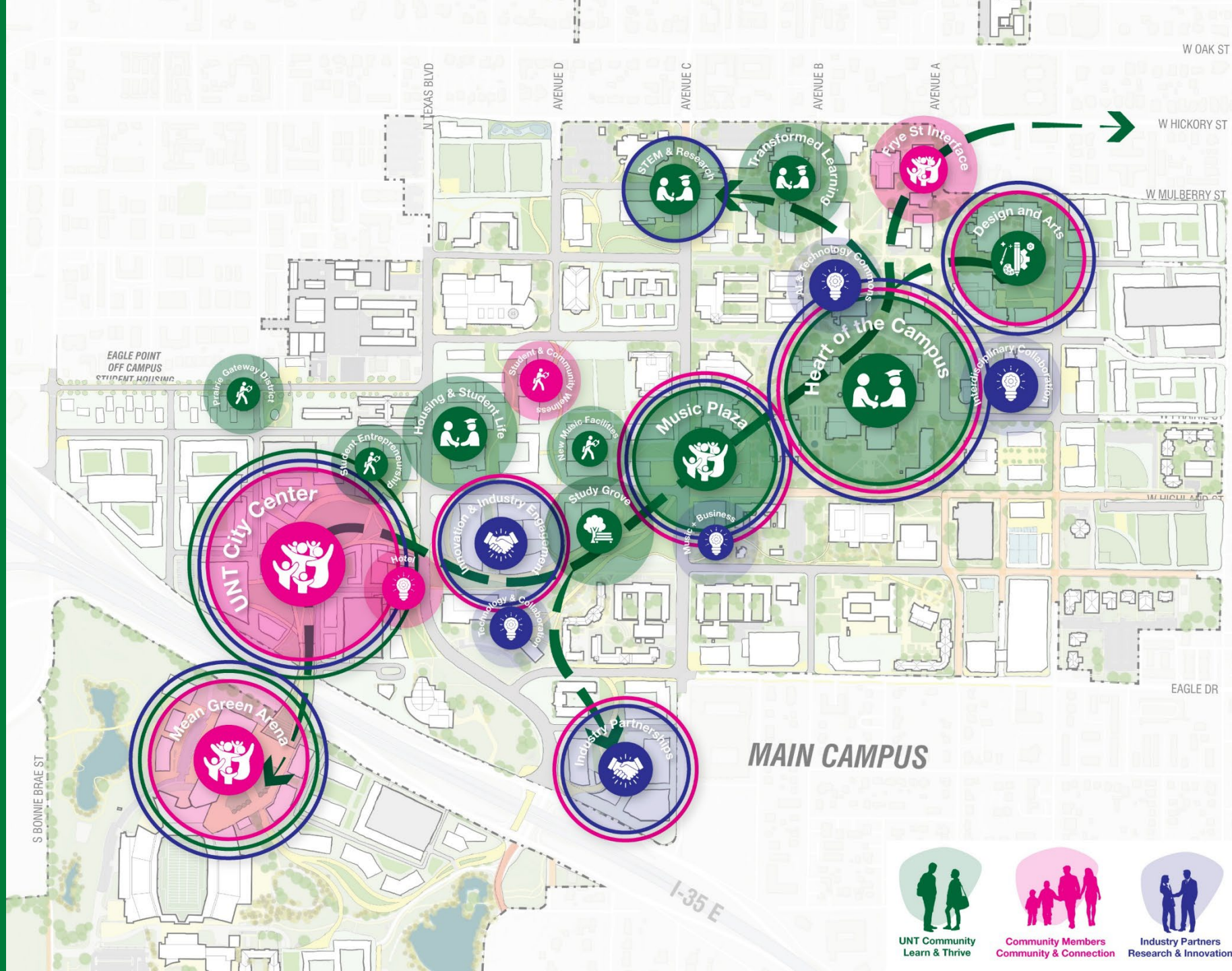
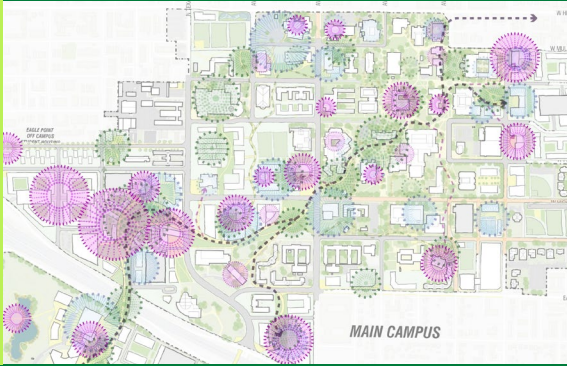
Learn & Thrive



Research & Create



Community & Connections



UNT Moments

# UNT City Center

Santa Fe

Traditions Hall

The Super Pit

Lot 20

UNT Moments

# UNT City Center

True multi-generational programming (senior living, anchor playground, grocery, etc.) paired with strong University presence, brand, & experience is next level above case studies like the STAR

Next Level



Multi-Generational Living

UNT Brand & Wayfinding

Parking Garage

Market

Hotel + Conference Space

University Village

Playground

The Ripple

Community Gathering

UNT  
CITY CENTER

MEAN GREEN

MEAN GREEN

PARK HERE

UNIVERSITY VILLAGE

HOTEL

EASE GREEN

UNT Moments

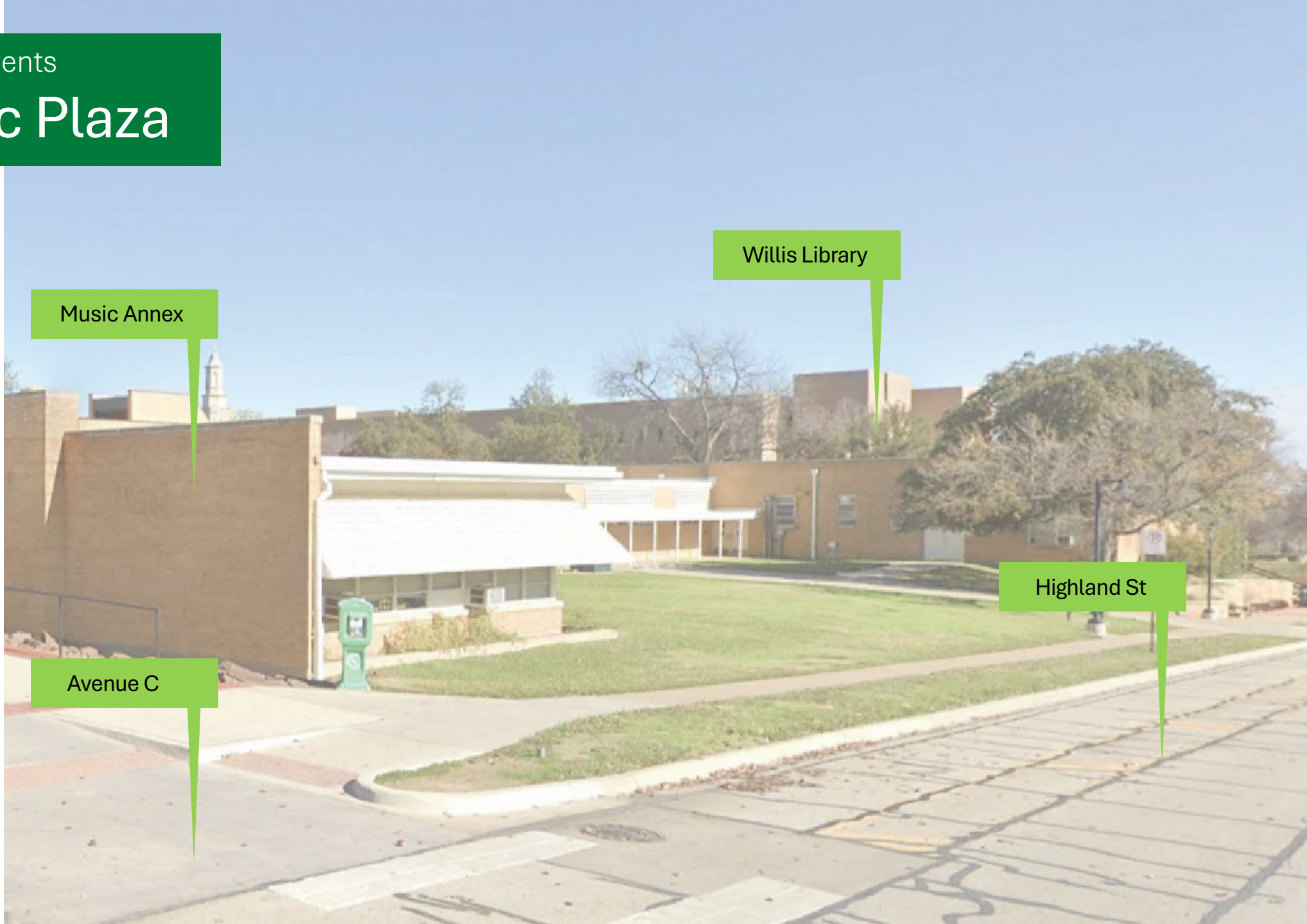
# Music Plaza

Music Annex

Willis Library

Avenue C

Highland St

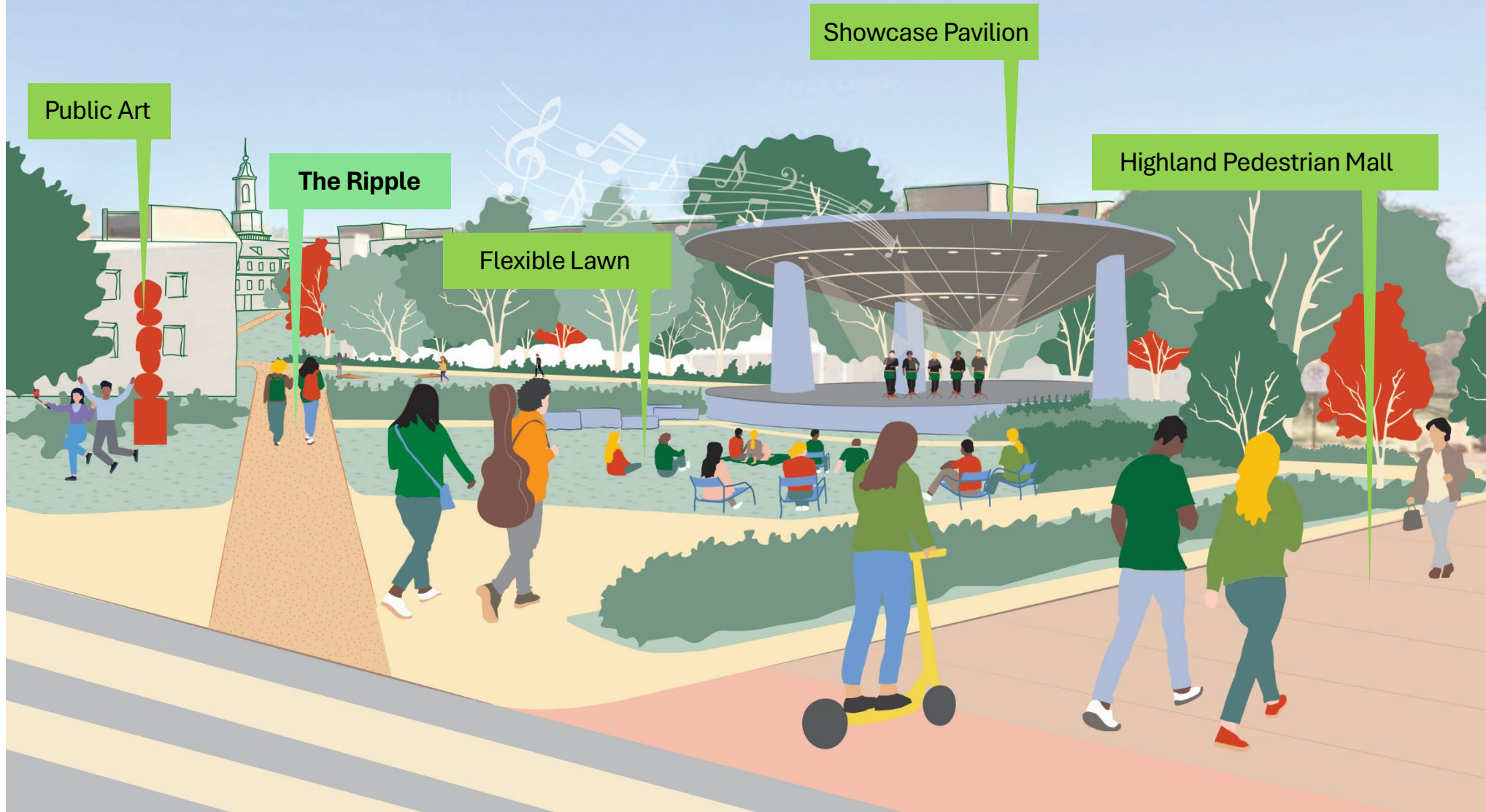


UNT Moments

# Music Plaza

Infused with elements of dynamic open space, the Music Plaza elevates beyond other successful parks and plazas because of the spirit of the Uniquely Creative UNT Community

Next Level



UNT Moments

# AI & Technology Commons

University Union

Sycamore Hall



UNT Moments

# AI & Technology Commons

Experimental, ground-breaking activity spills out into the campus fabric, showcasing discovery.

Next Level



Connection to The Union

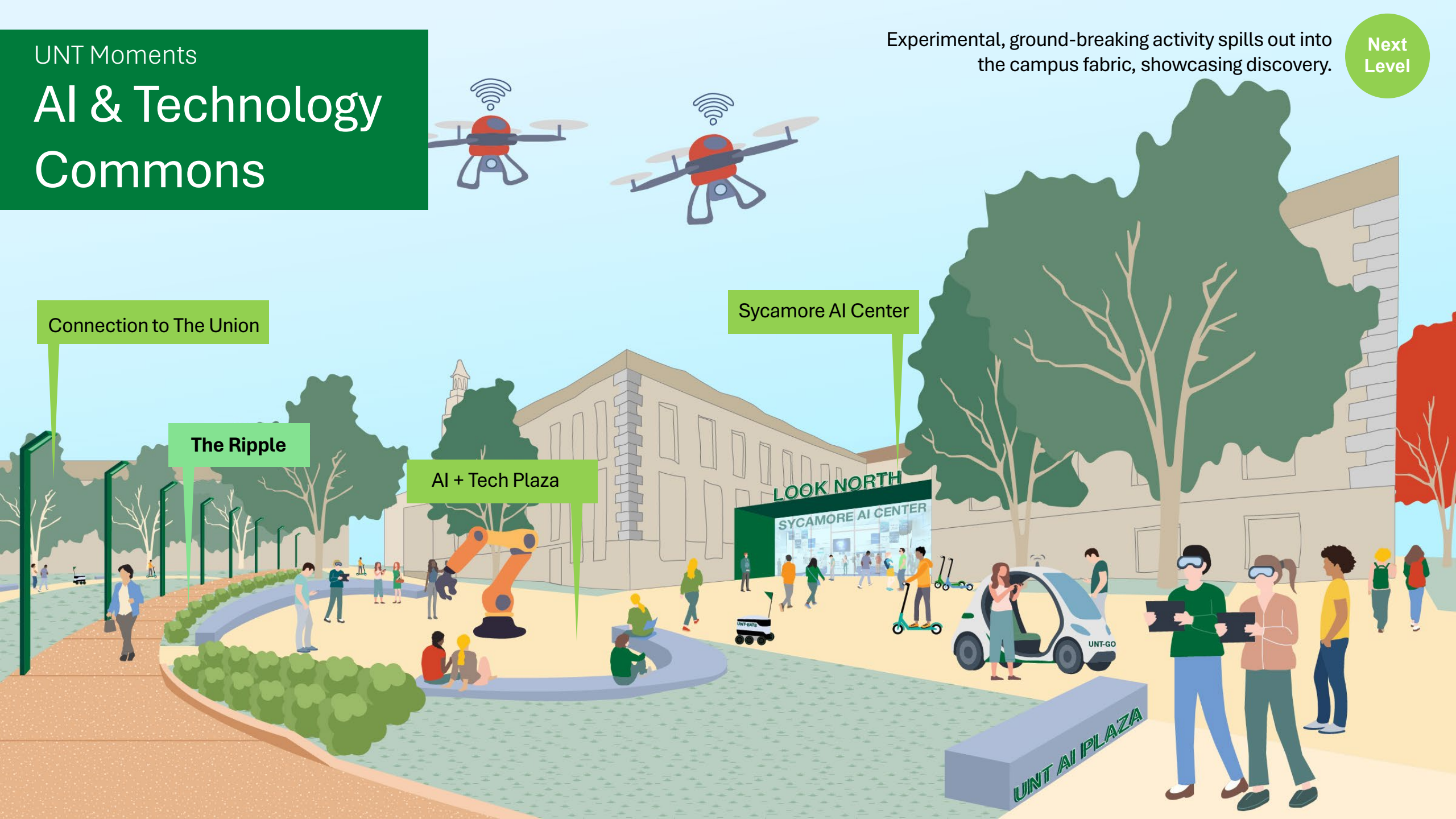
The Ripple

AI + Tech Plaza

Sycamore AI Center

LOOK NORTH  
SYCAMORE AI CENTER

UNT AI PLAZA



## Exercise: Naming the “Green Ripple”

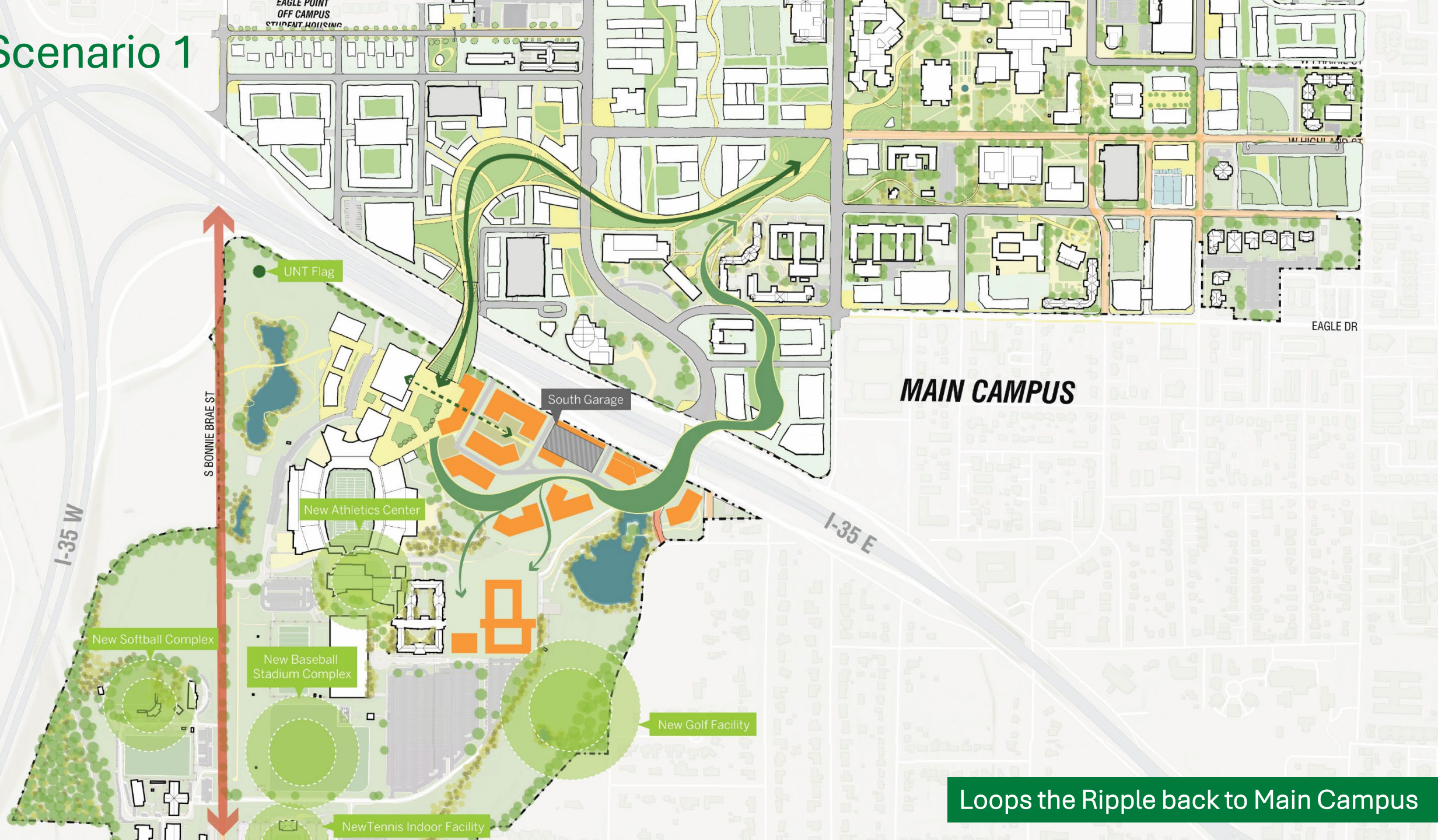


**How should the Master Plan  
name/brand the Green Ripple?**

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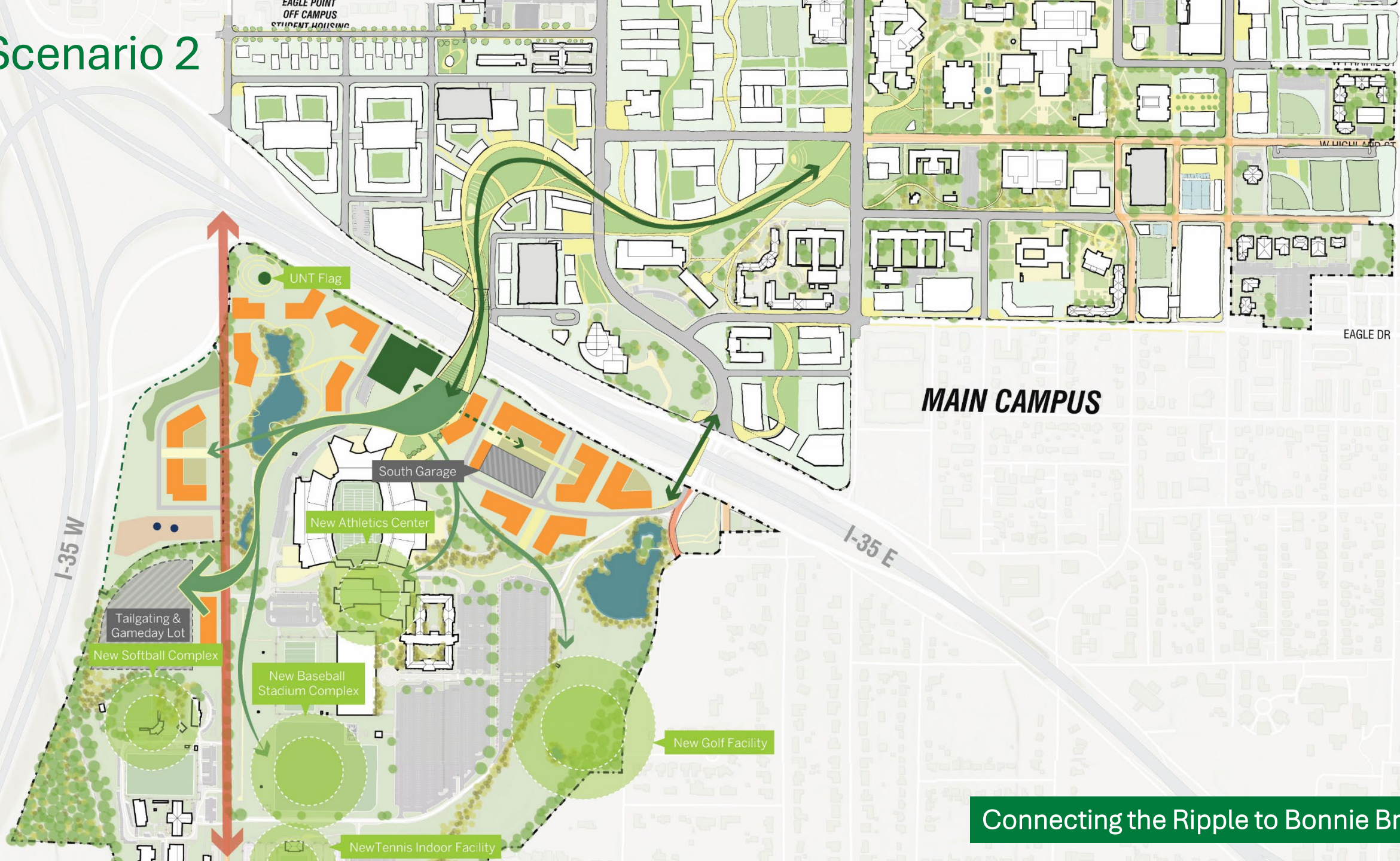
# The Green Ripple & UNT City Center: South of I-35

# Scenario 1



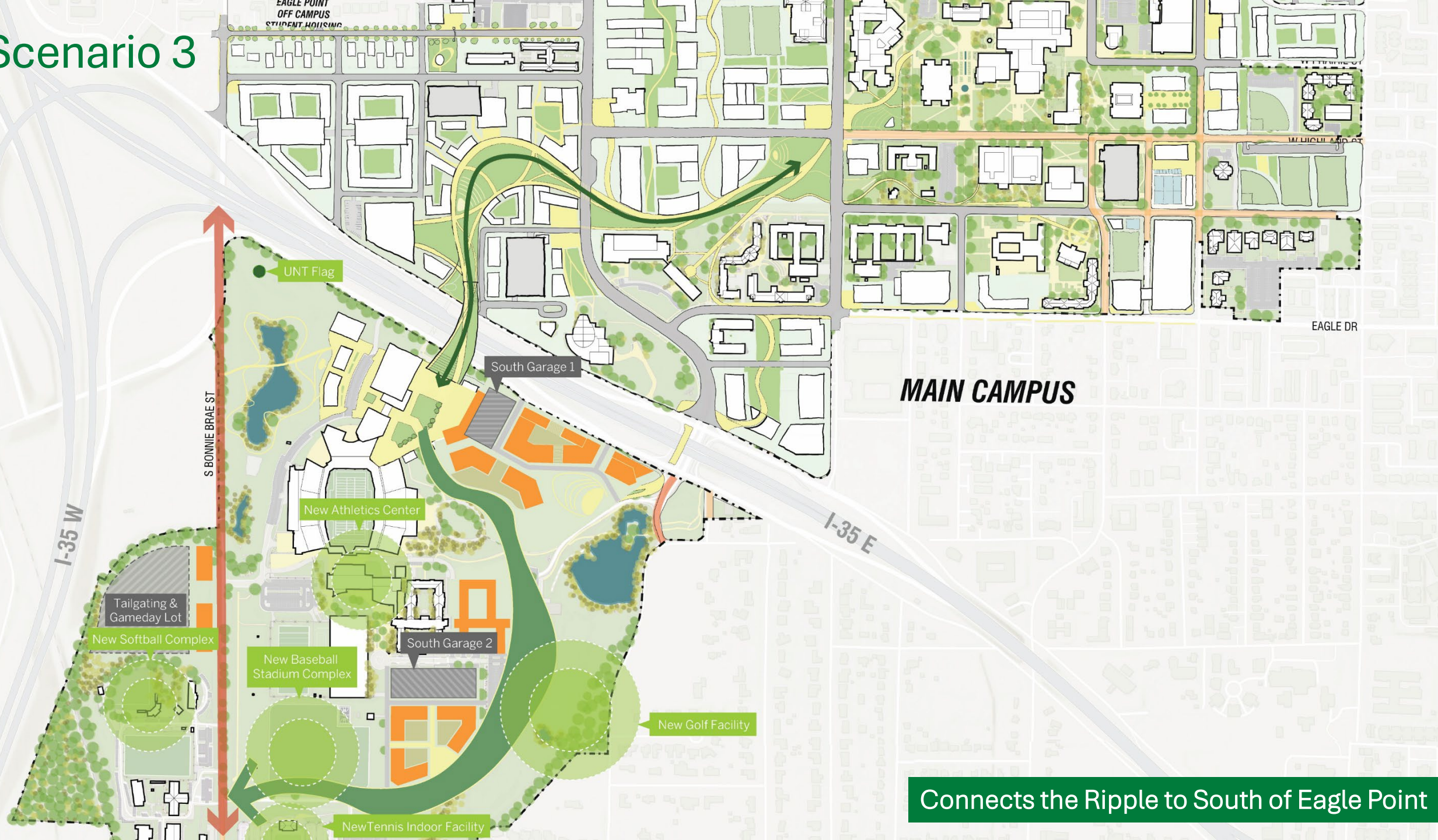
Loops the Ripple back to Main Campus

# Scenario 2



Connecting the Ripple to Bonnie Brae

# Scenario 3



# South of I-35

## Comprehensive Scenarios



Option 1  
Looping back to the Main Campus



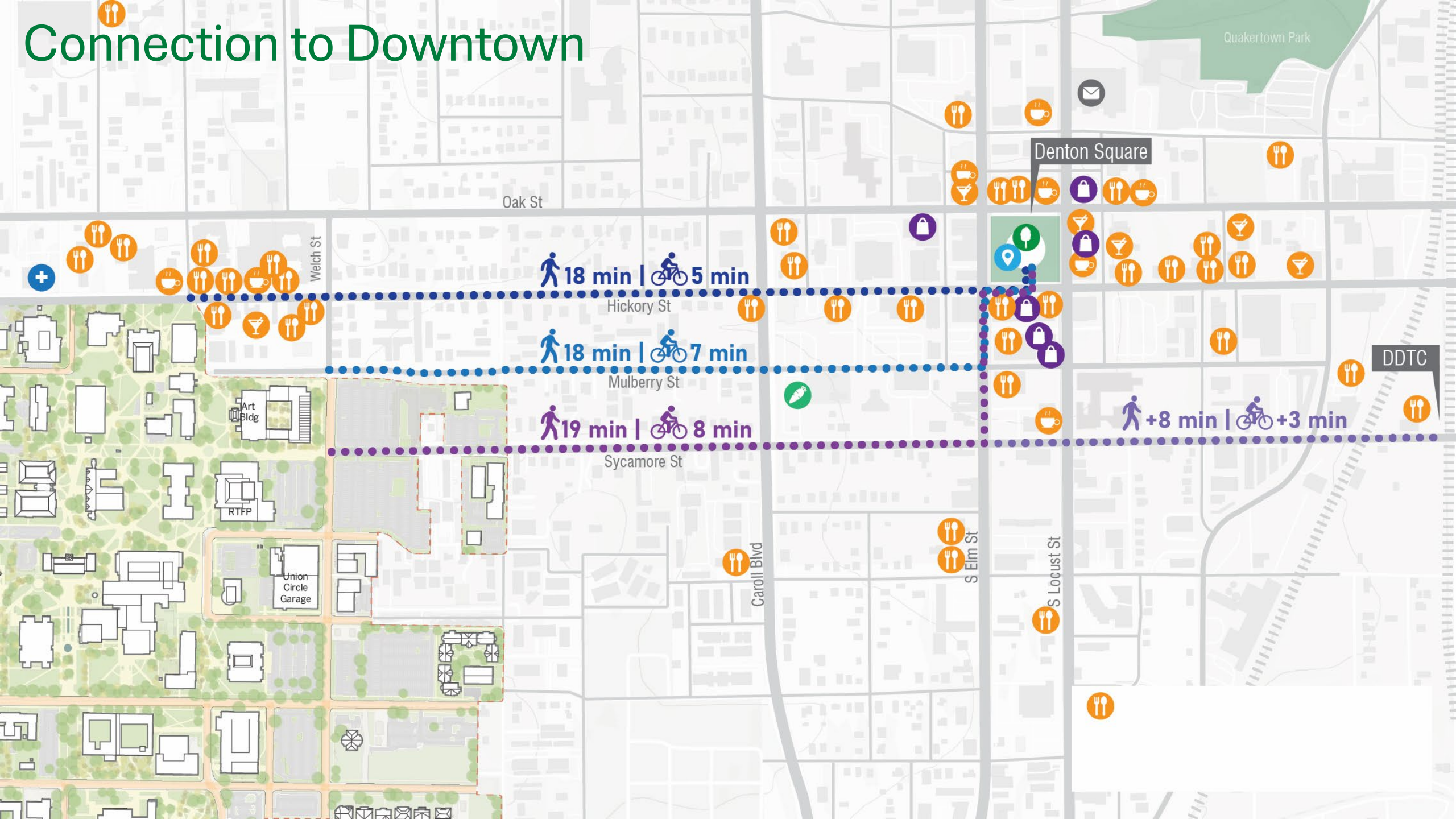
Option 2  
Connecting to Bonnie Brae



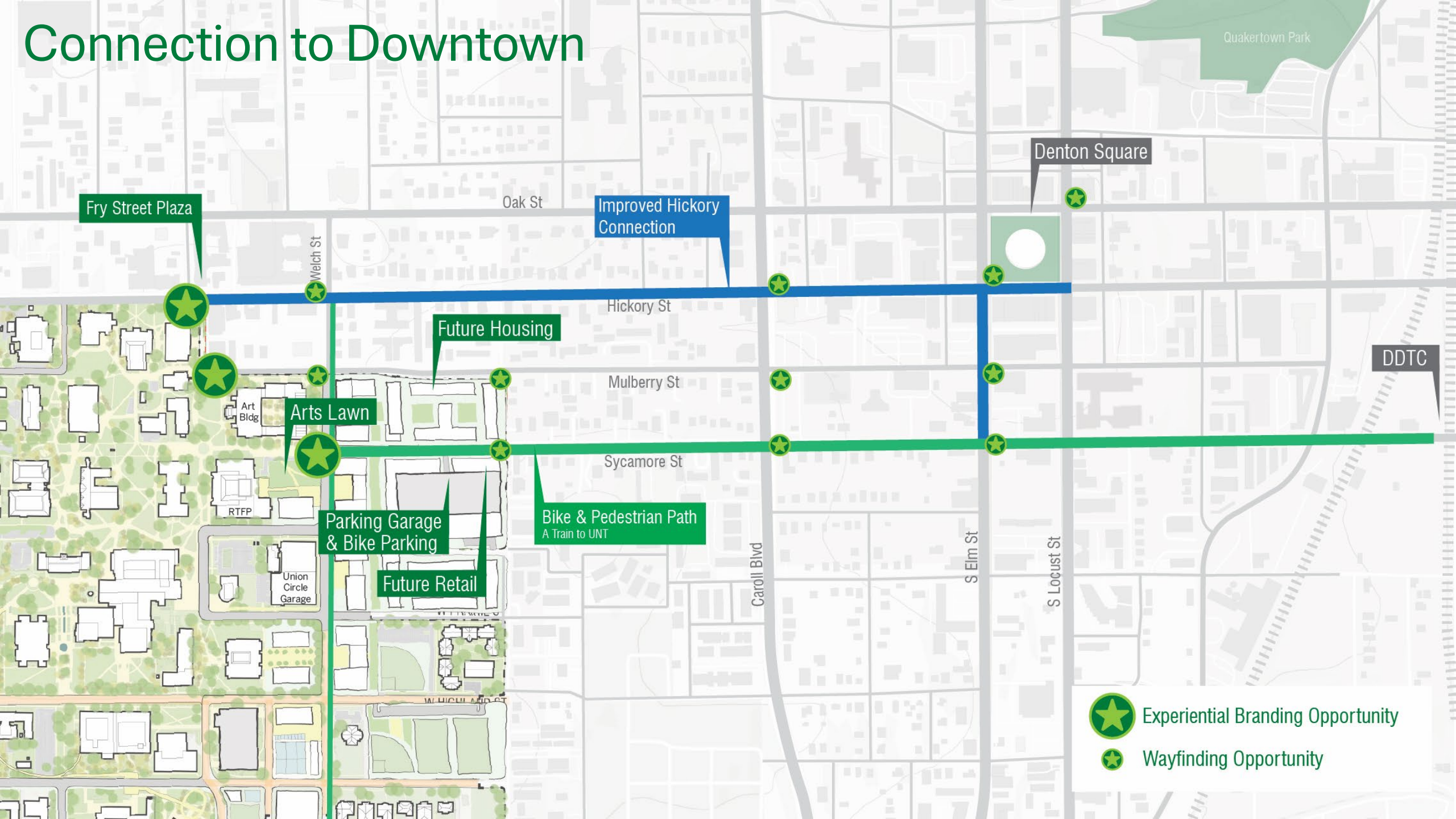
Option 3  
Connecting to the South of Eagle Point

Connection to Downtown

# Connection to Downtown



# Connection to Downtown



Fry Street Plaza

Oak St

Improved Hickory Connection

Denton Square

Future Housing

Arts Lawn

DDTC

Hickory St

Mulberry St

Sycamore St

Parking Garage & Bike Parking

Bike & Pedestrian Path  
A Train to UNT

Future Retail

Carroll Blvd

S Elm St

S Locust St

Art Bldg

RTFP

Union Circle Garage



Experiential Branding Opportunity

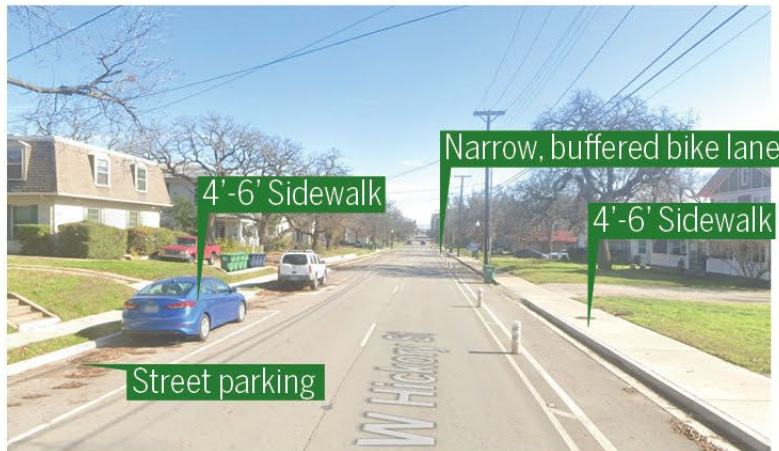


Wayfinding Opportunity

# Connection to Downtown

## Current Conditions

### Hickory



### Mulberry



### Sycamore



# Enhancing the Connection to Downtown

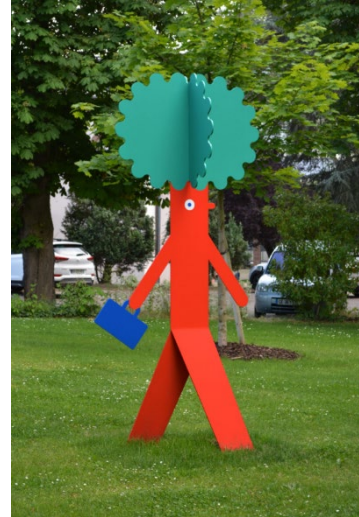
## Experiential Branding



## Wayfinding



## Public Art



# Enhancing the Connection to Downtown

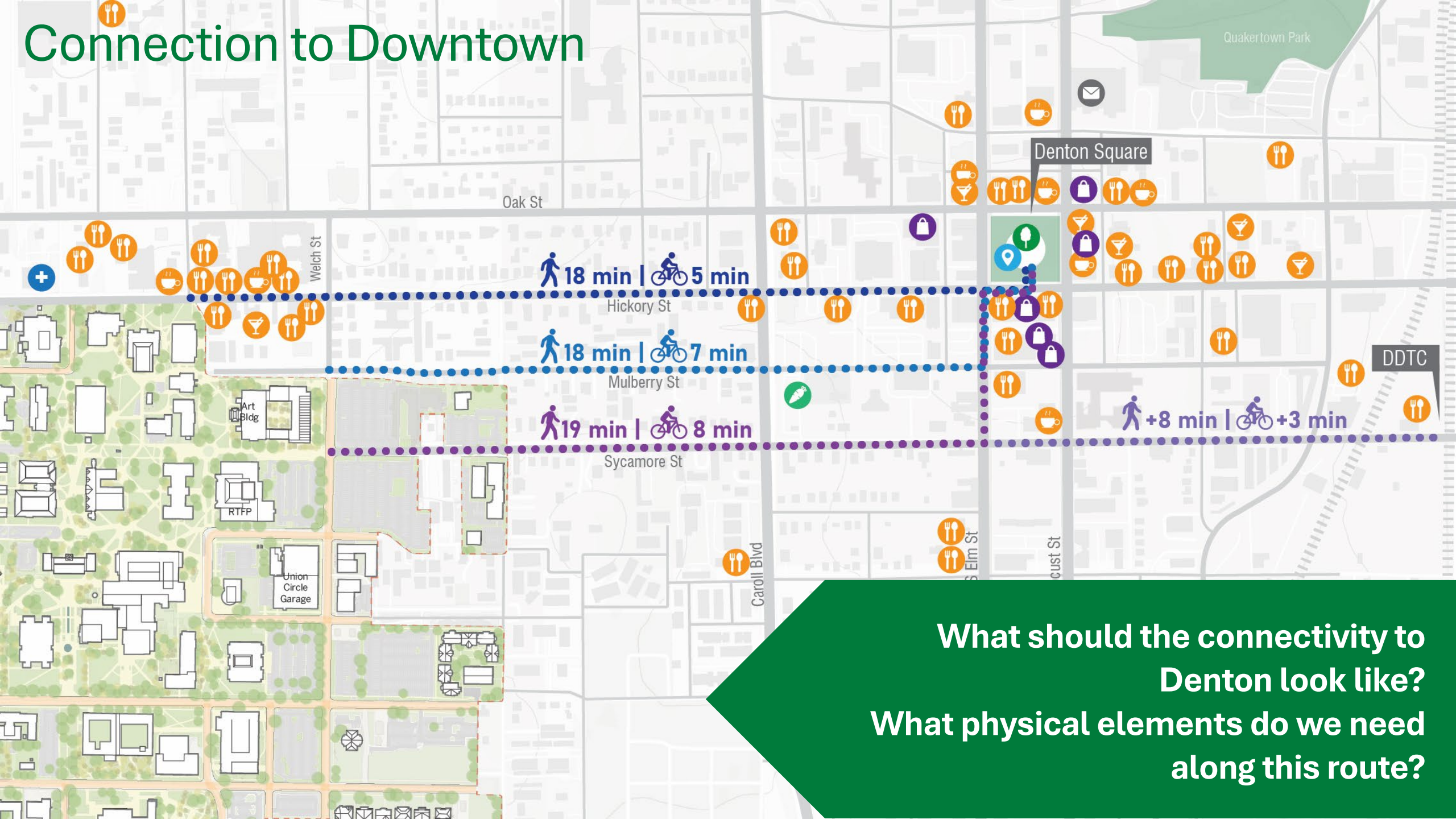
## Street Design



## Bike Parking



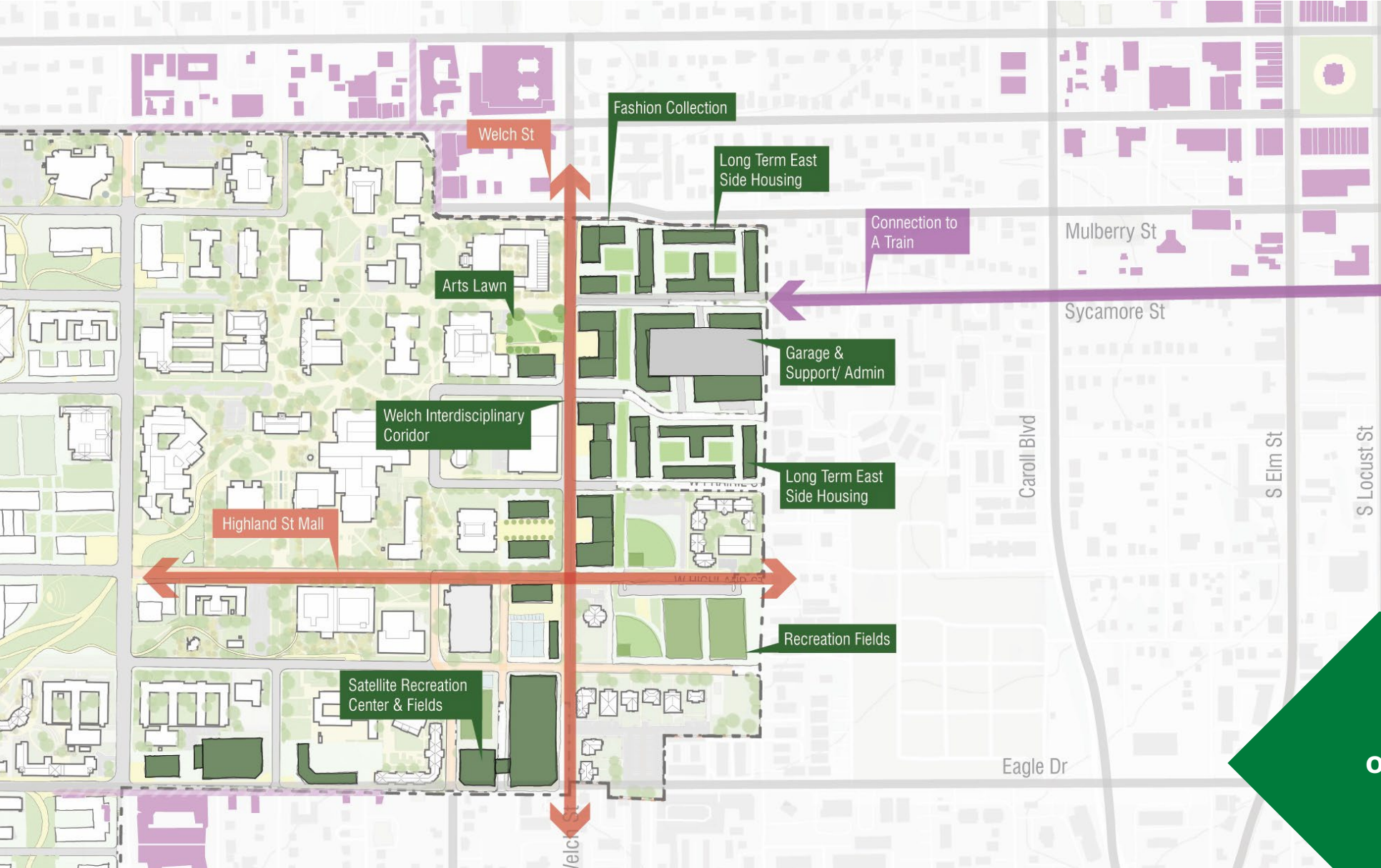
# Connection to Downtown



**What should the connectivity to Denton look like?  
What physical elements do we need along this route?**

East Side of Campus

# East Side of Campus



2016 Master Plan

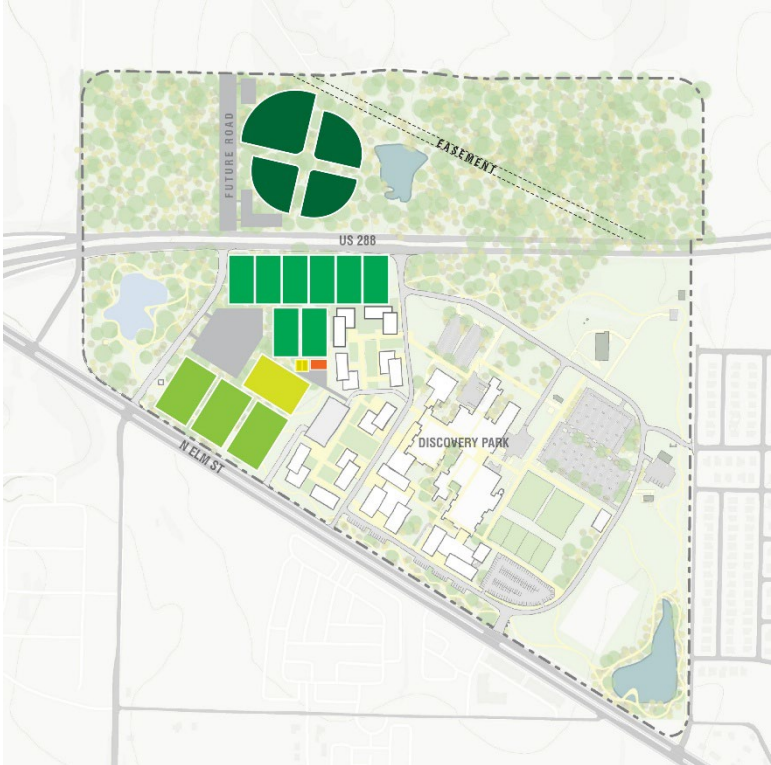
**Programmatically what other components do we need on the East side?**

# Recreation & Rec Fields

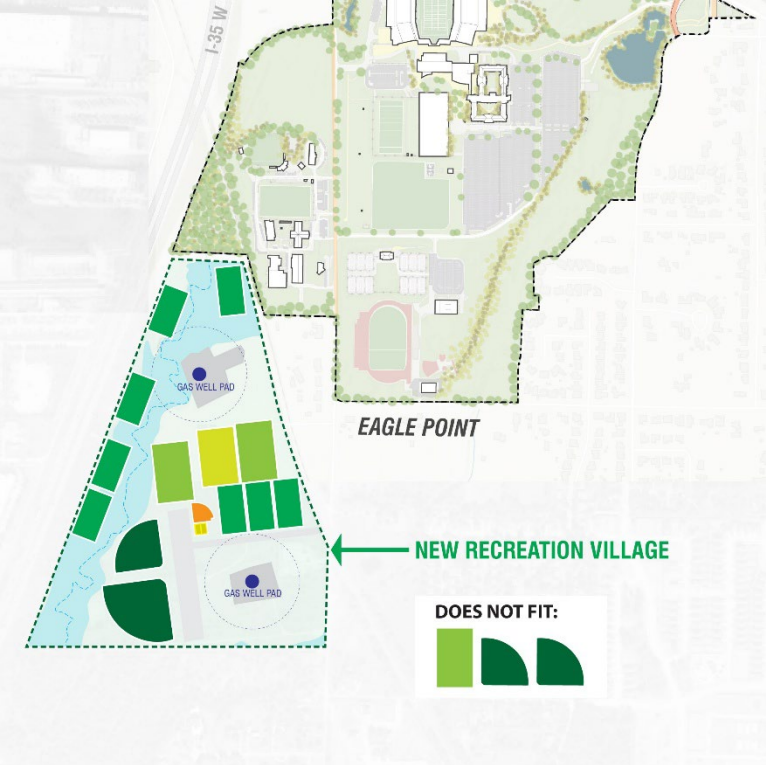
# Recreation Fields



Discovery Park – Option 1



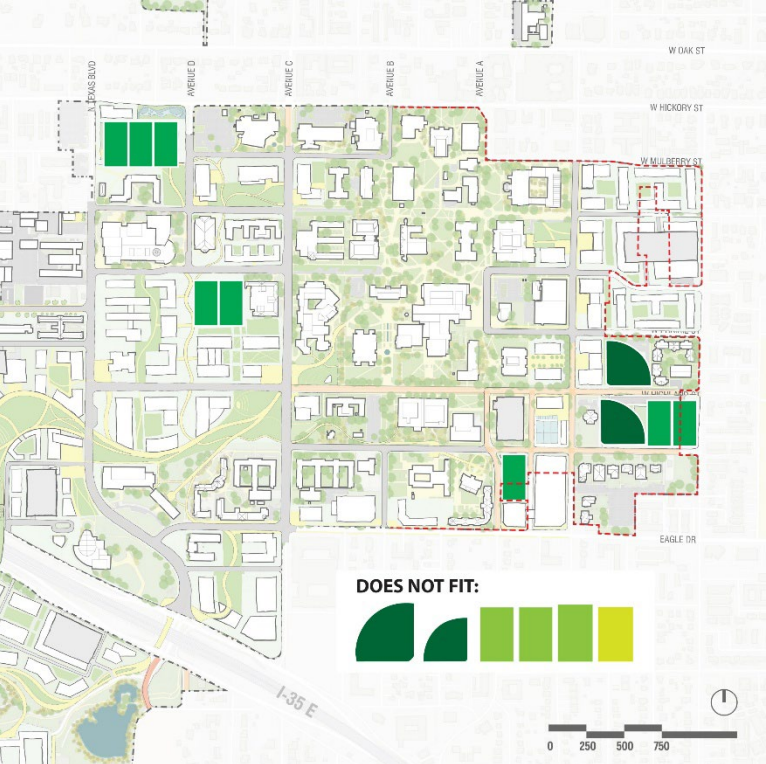
Discovery Park – Option 2



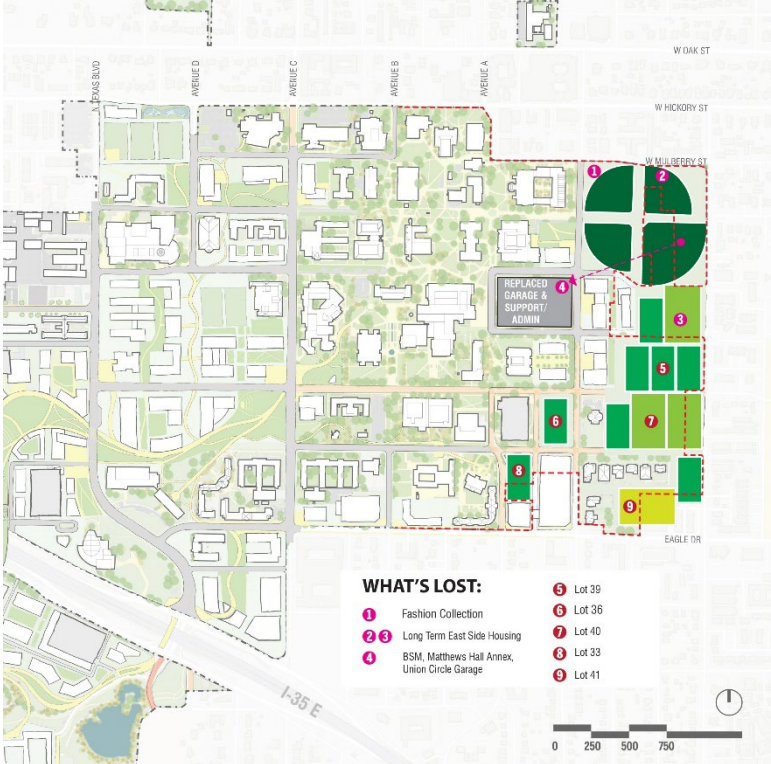
Option 3 – Potential New Recreation Village South of Athletics (requires Acquisition)

Note: floodplain; brownfield concerns with gas wells and pipes

# Recreation Fields



**Option 4 – Main Campus  
(Test fit into existing sites)**



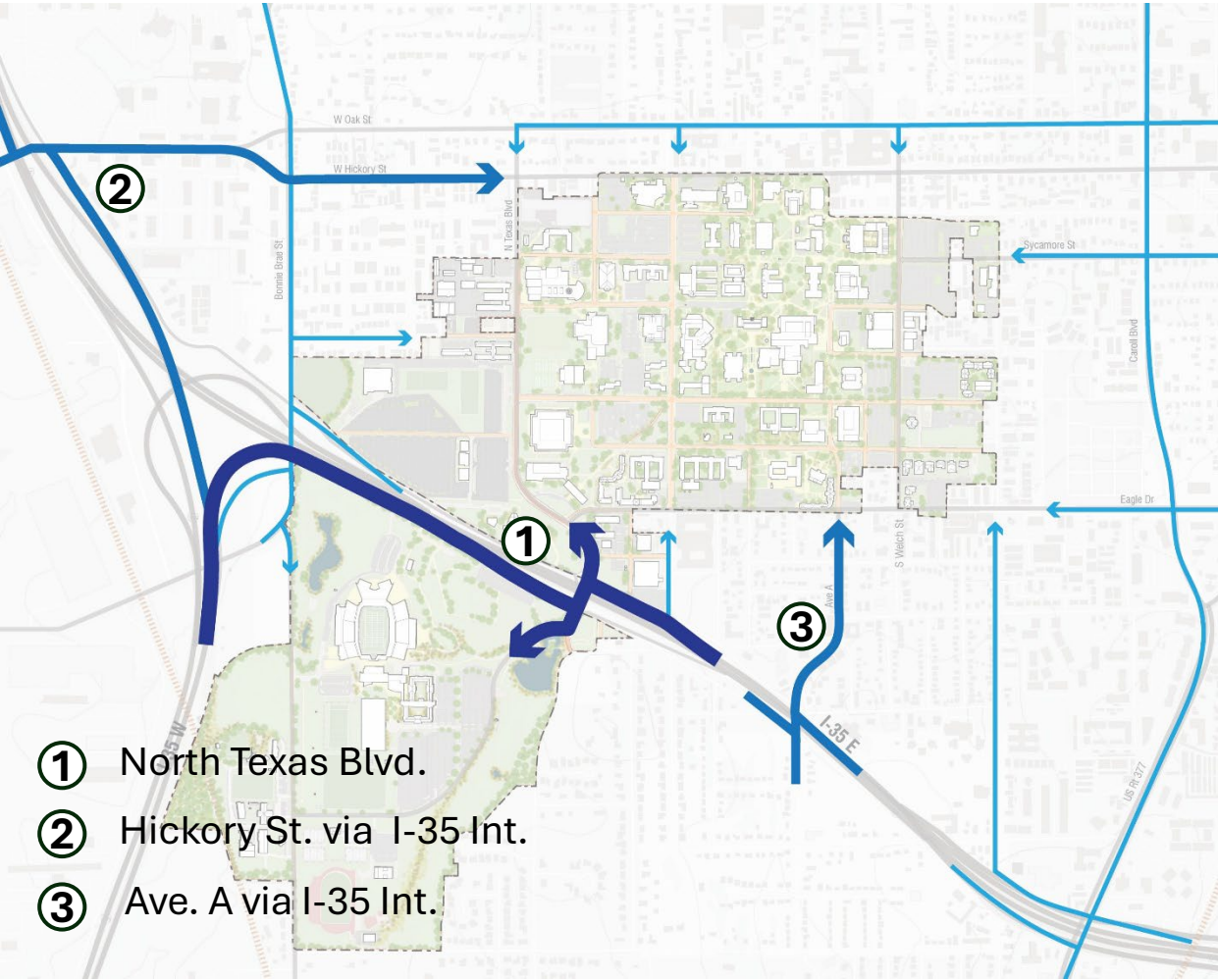
**Option 5 – Main Campus  
(Consolidated Athletics District)**

Note: Requires significant acquisition, demolition, and displacement/replacement

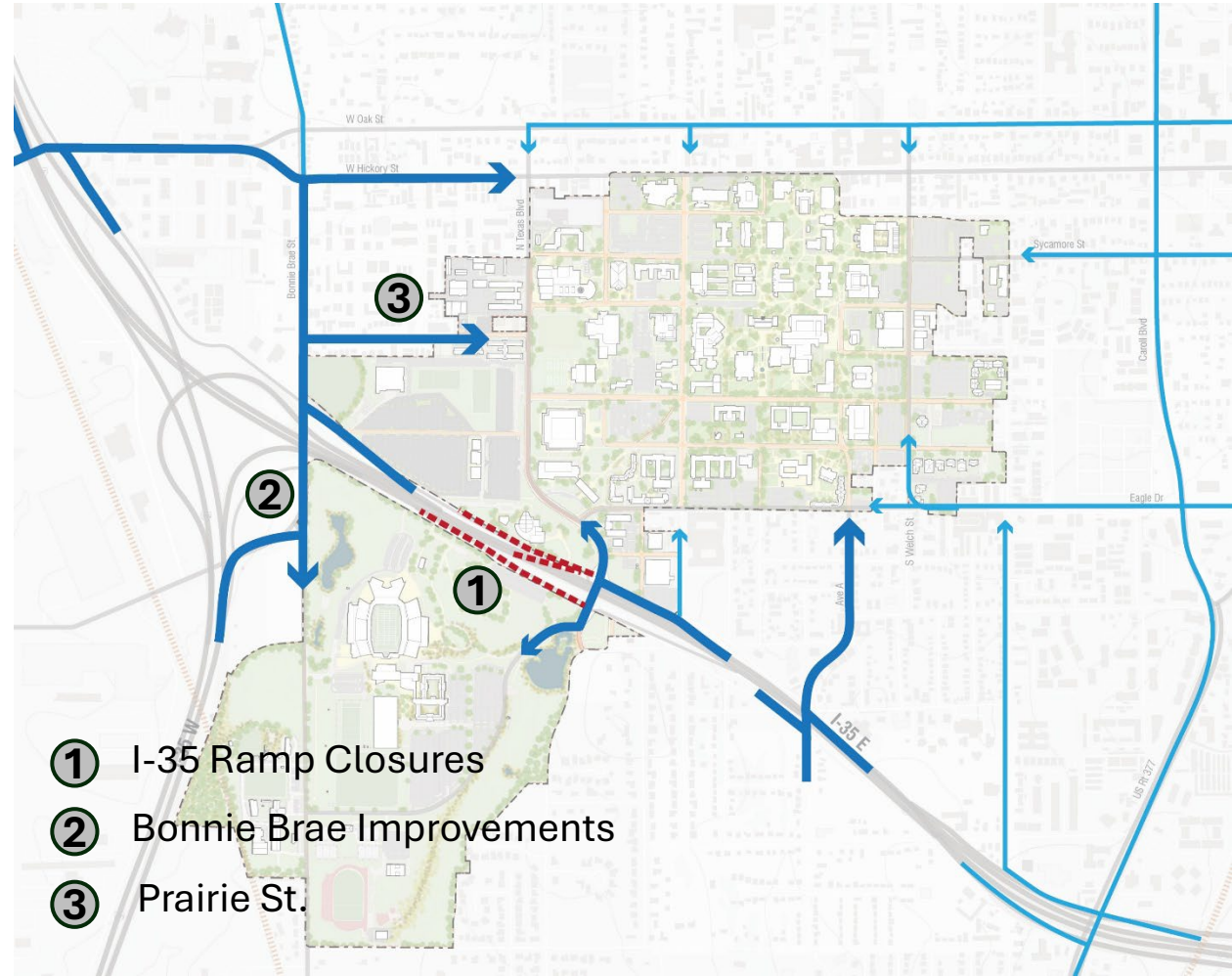
# Experience & Identity: Arrival, Gateways, and Edges

# Arrival: Sequence & Volume

■ Peak      ■ Primary      ■ Secondary

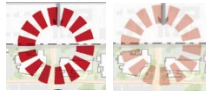


*Existing*

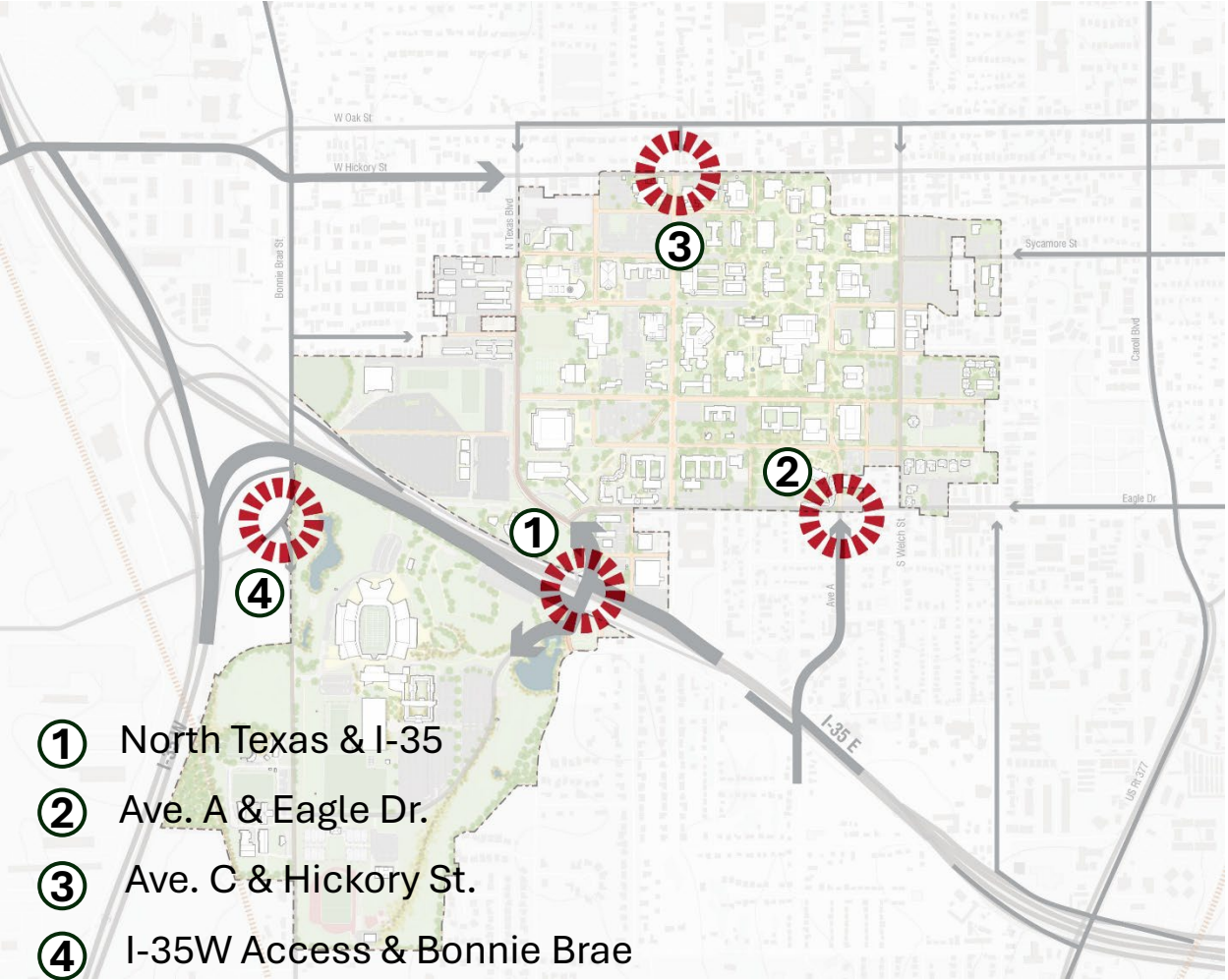


*Anticipated*

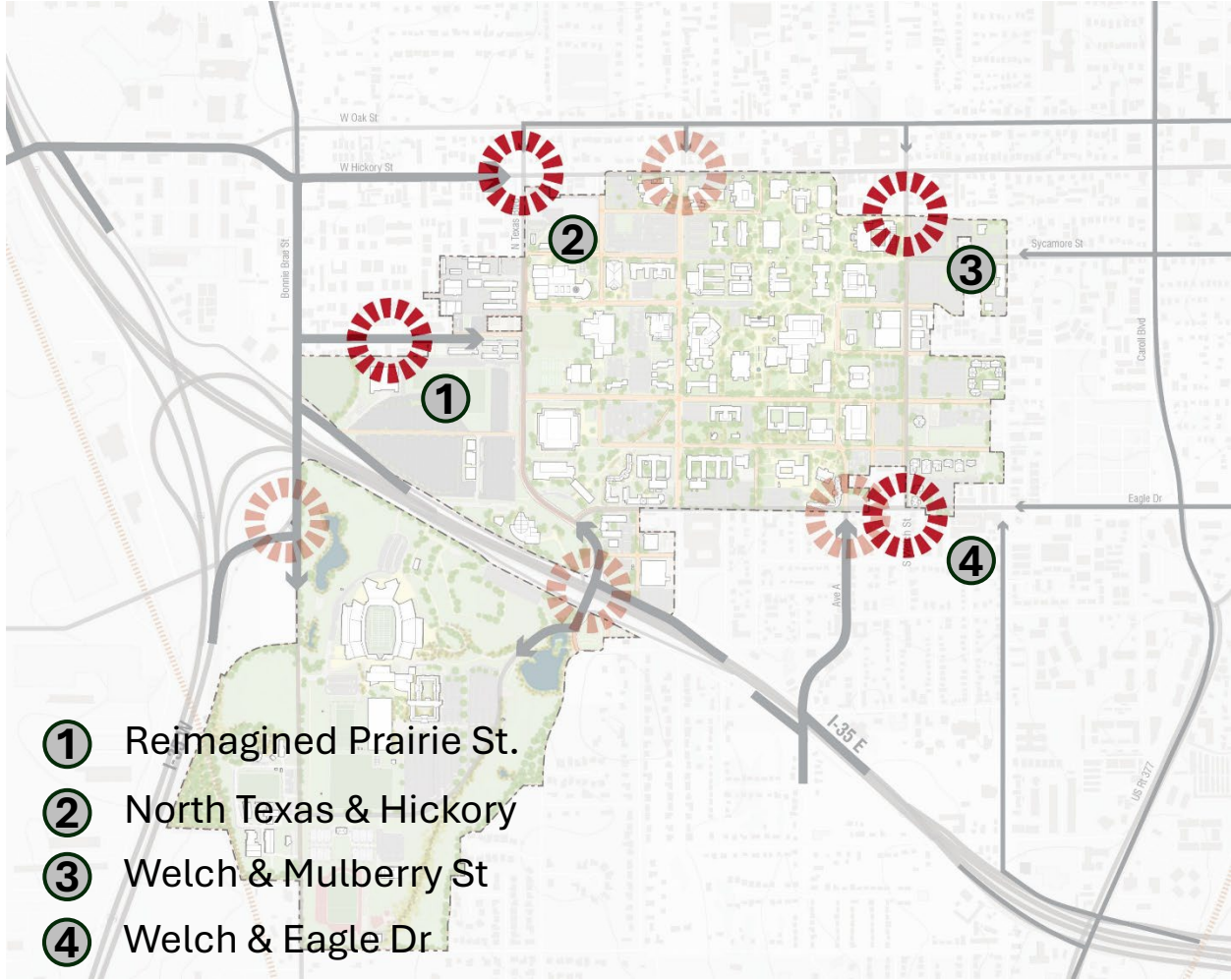
# Gateways: Major / Primary



Primary Gateway

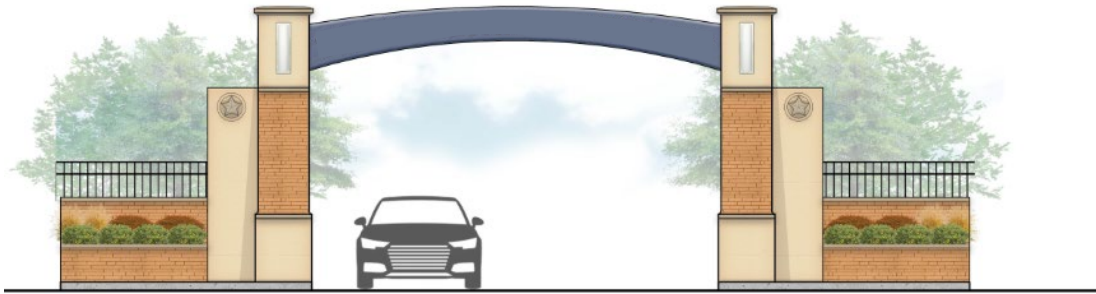


*Existing*

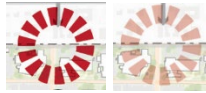


*Proposed*

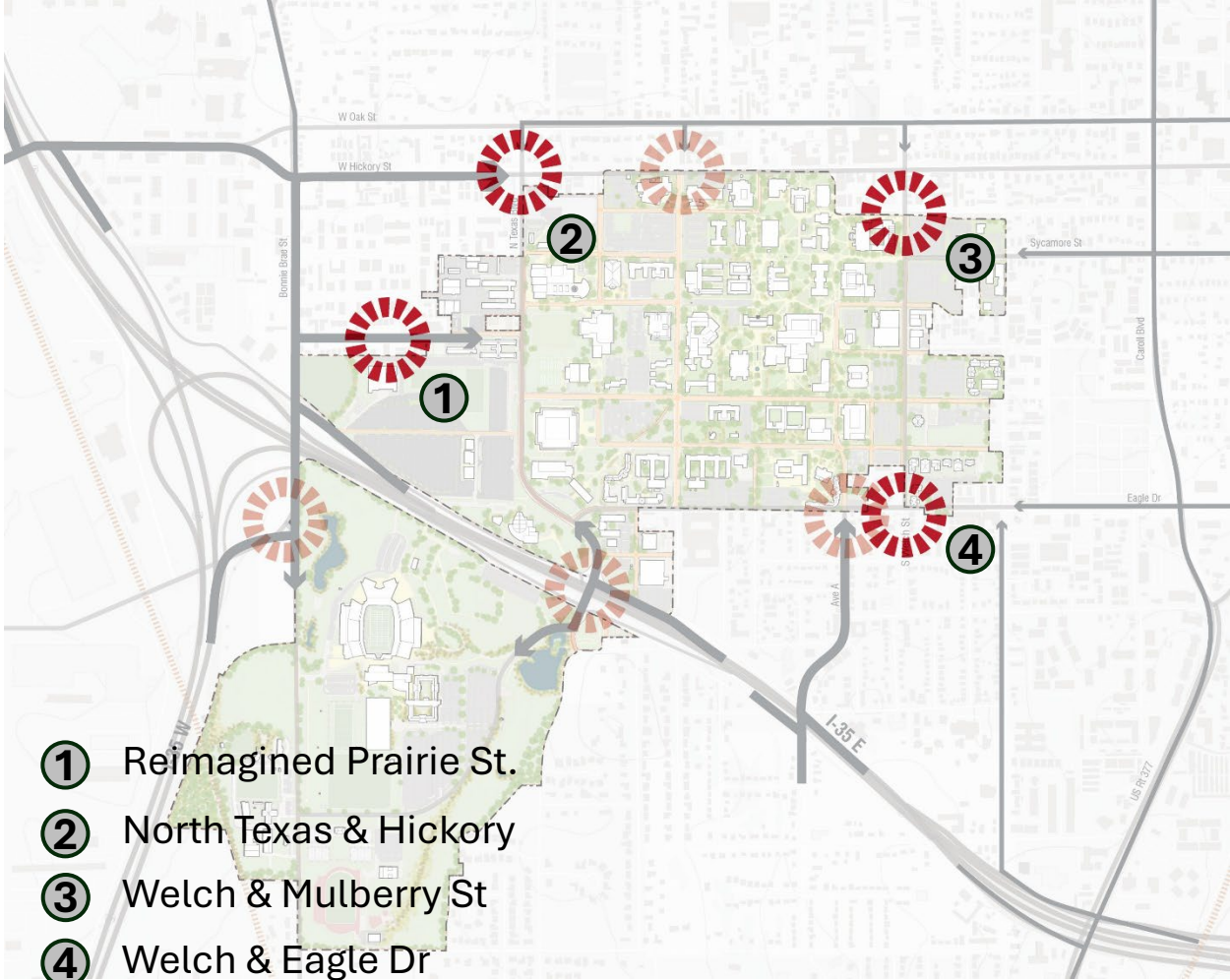
# Gateways: Major / Primary



*Precedents*



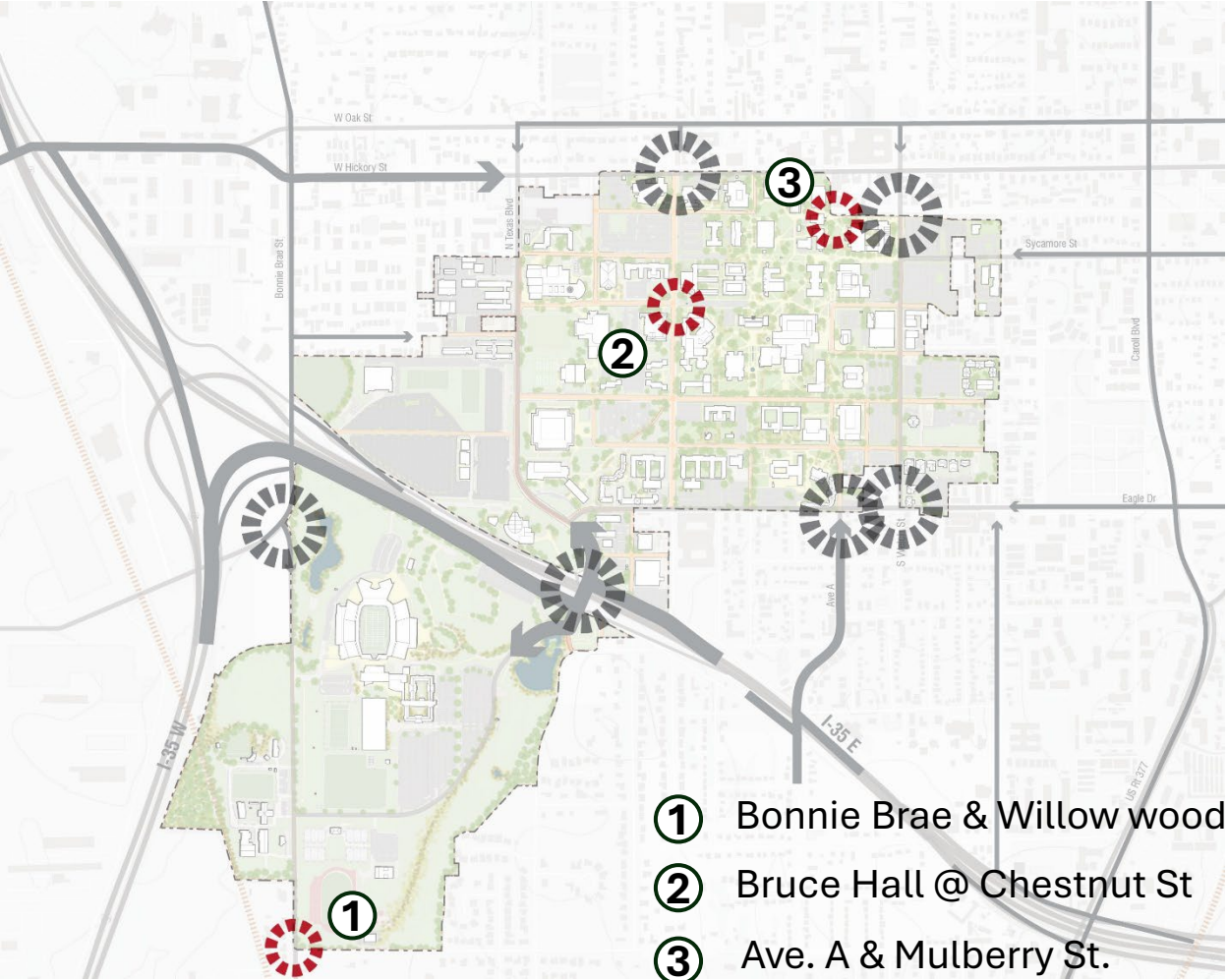
Primary Gateway



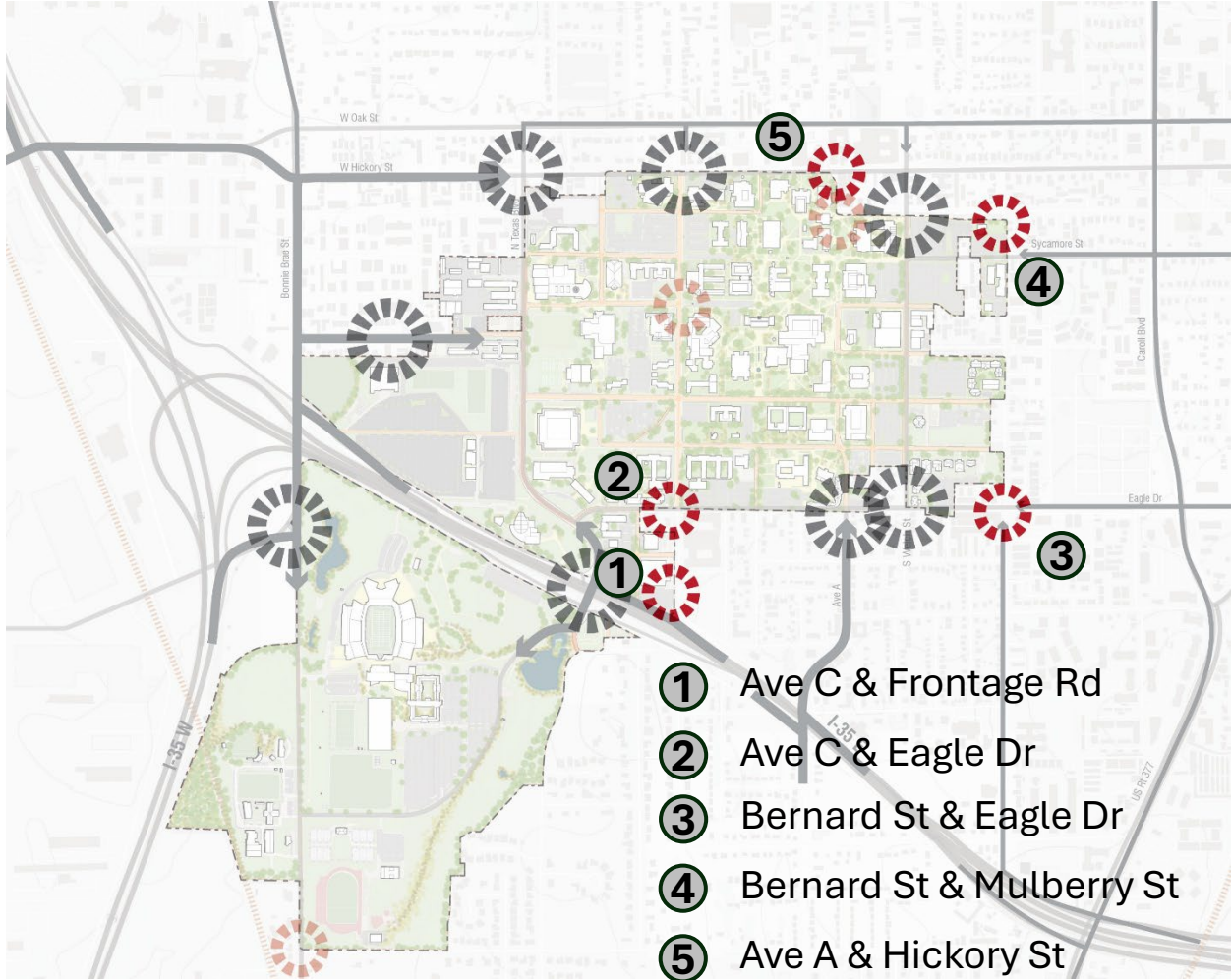
- ① Reimagined Prairie St.
- ② North Texas & Hickory
- ③ Welch & Mulberry St
- ④ Welch & Eagle Dr

*Anticipated*

# Gateways: Secondary

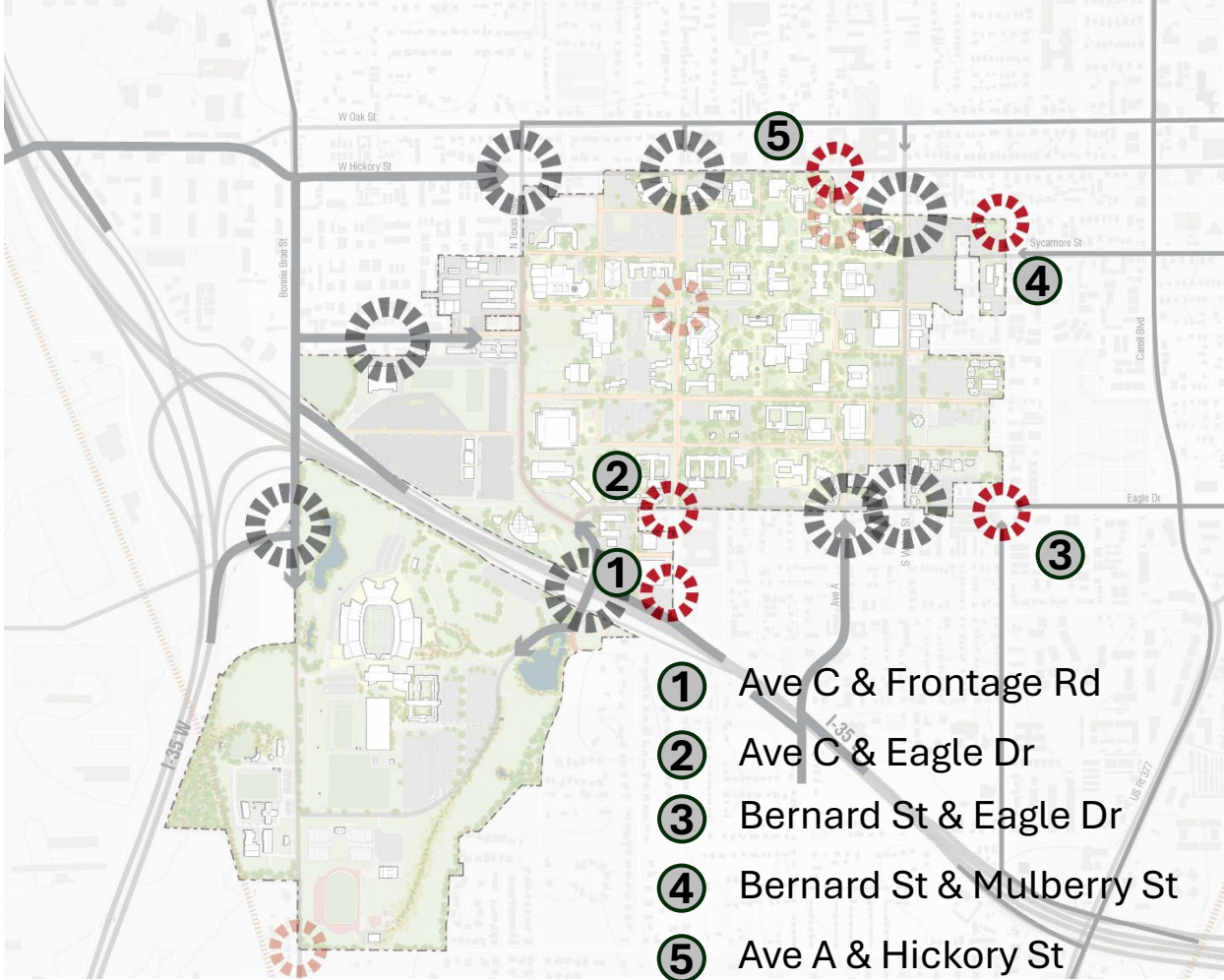
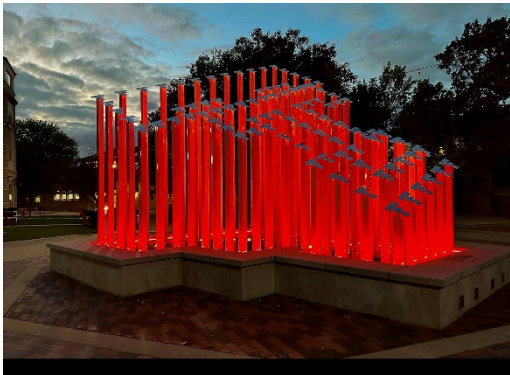


*Existing*



*Proposed*

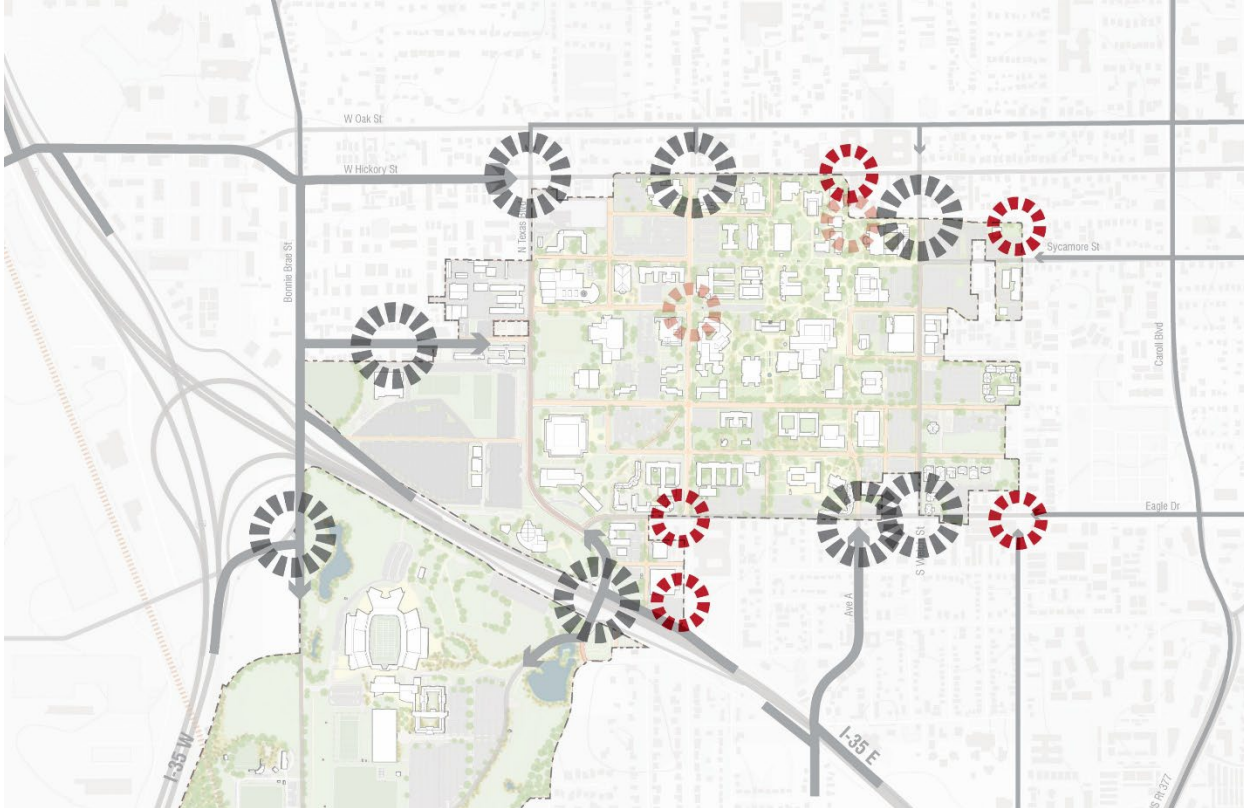
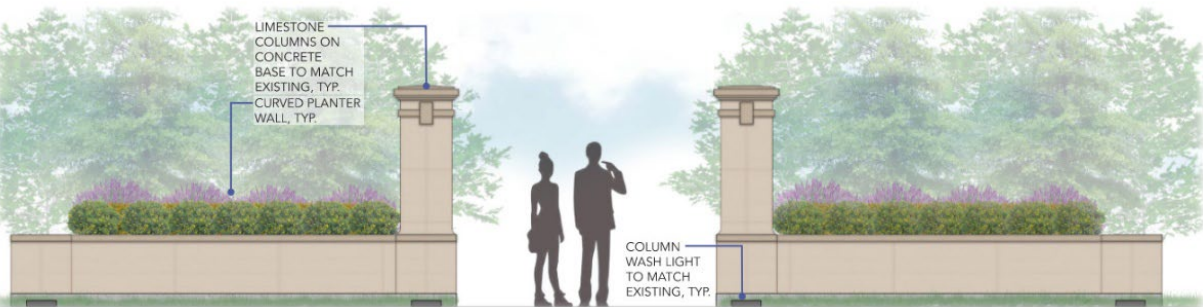
# Gateways: Secondary



- ① Ave C & Frontage Rd
- ② Ave C & Eagle Dr
- ③ Bernard St & Eagle Dr
- ④ Bernard St & Mulberry St
- ⑤ Ave A & Hickory St


*Proposed*

# Gateways: Secondary



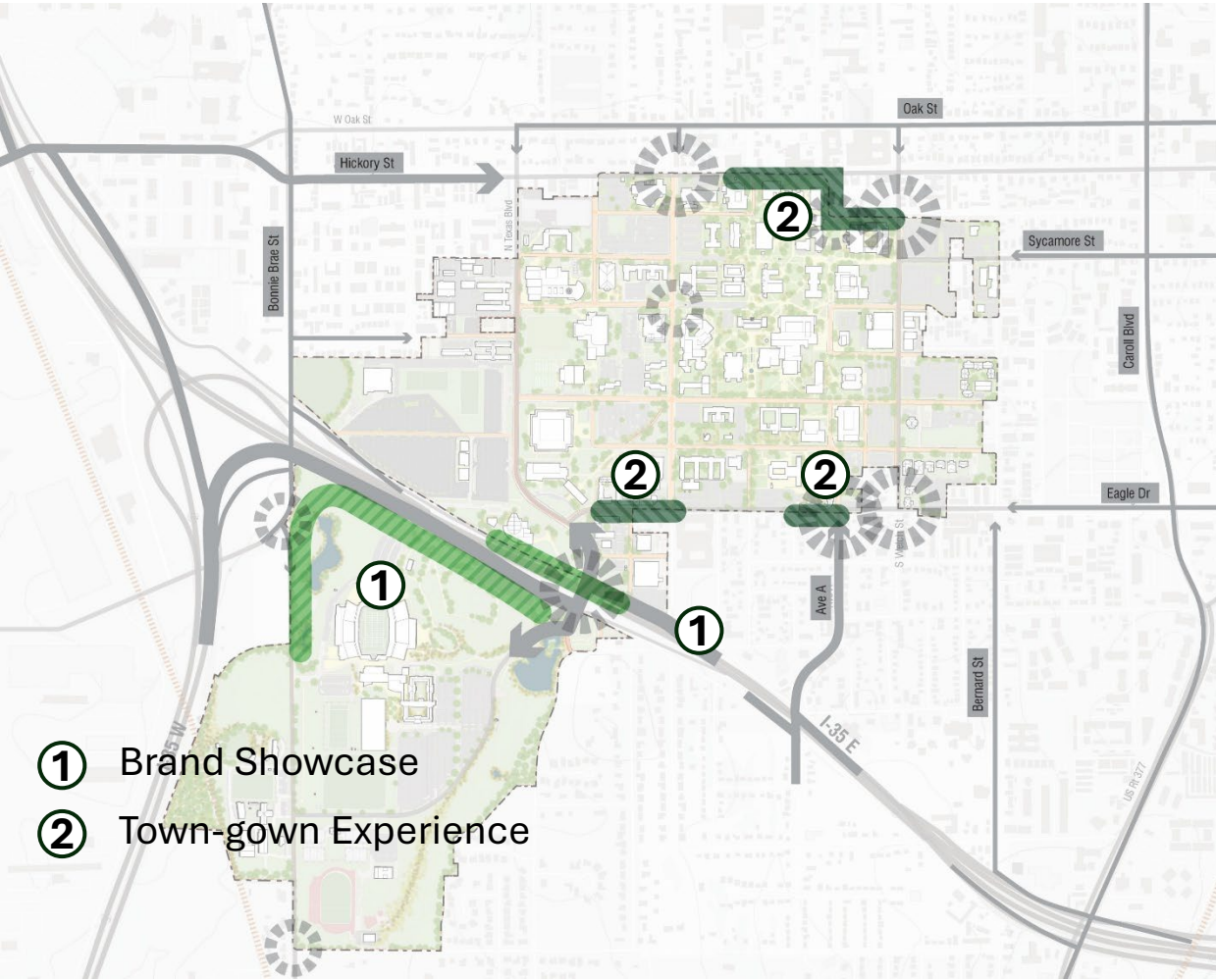
**Have we identified the right priority gateways?  
Are there any that we missed?**

# Edges

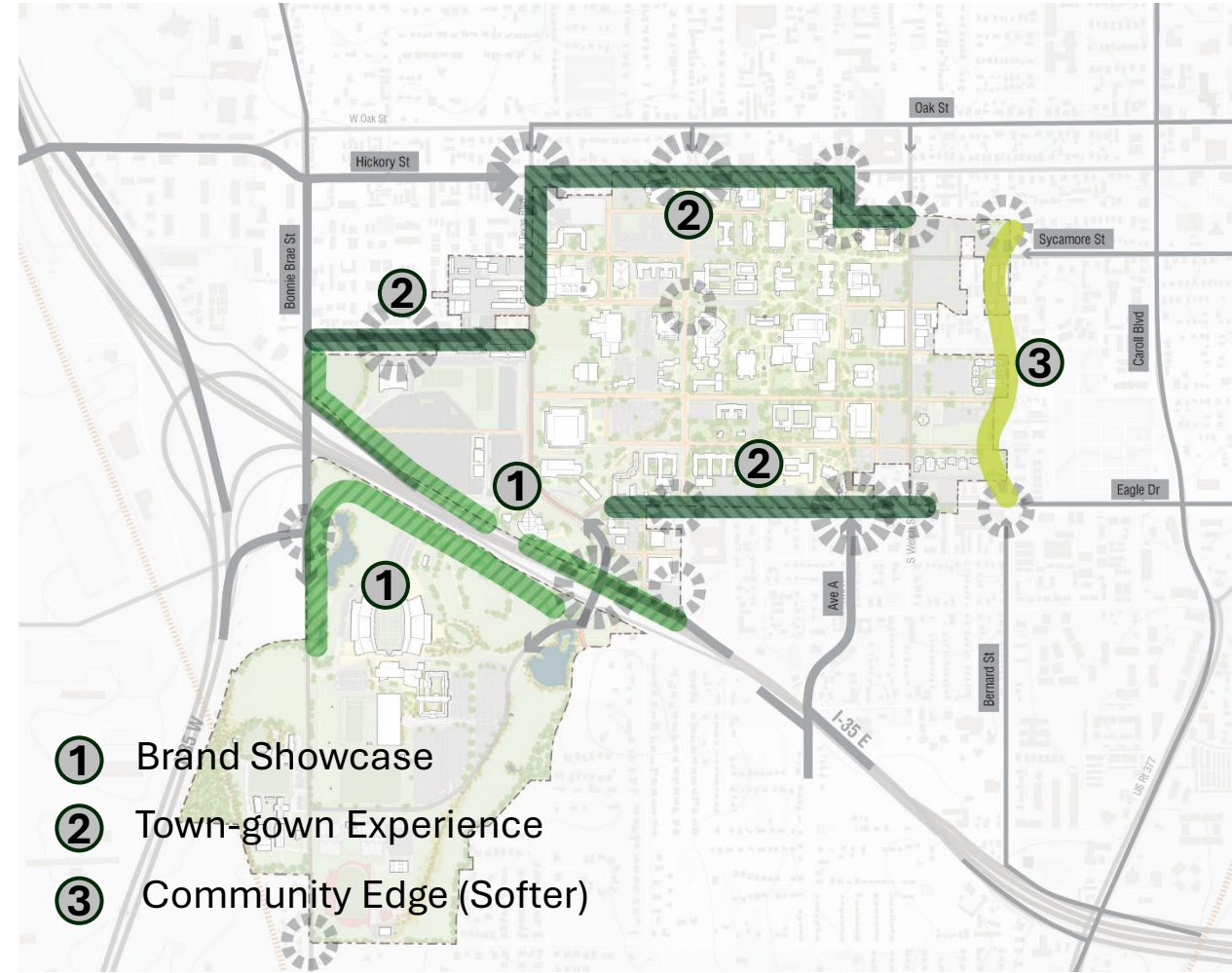
 Brand Showcase

 Town-Gown Experience

 Community Edge



*Existing*



*Proposed*

- ① Brand Showcase
- ② Town-gown Experience

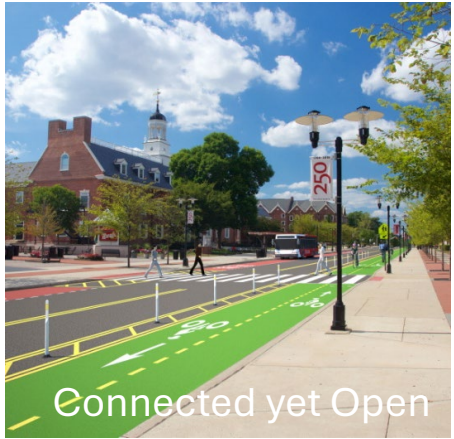
- ① Brand Showcase
- ② Town-gown Experience
- ③ Community Edge (Softer)

# Edges

## Brand Showcase Edges



## Town Gown Edges



## Community Edges



# Edges: Prairie St



*Existing*

# Edges: Prairie St



*Proposed*

# Eagle Dr (Quick-Win Opportunity)



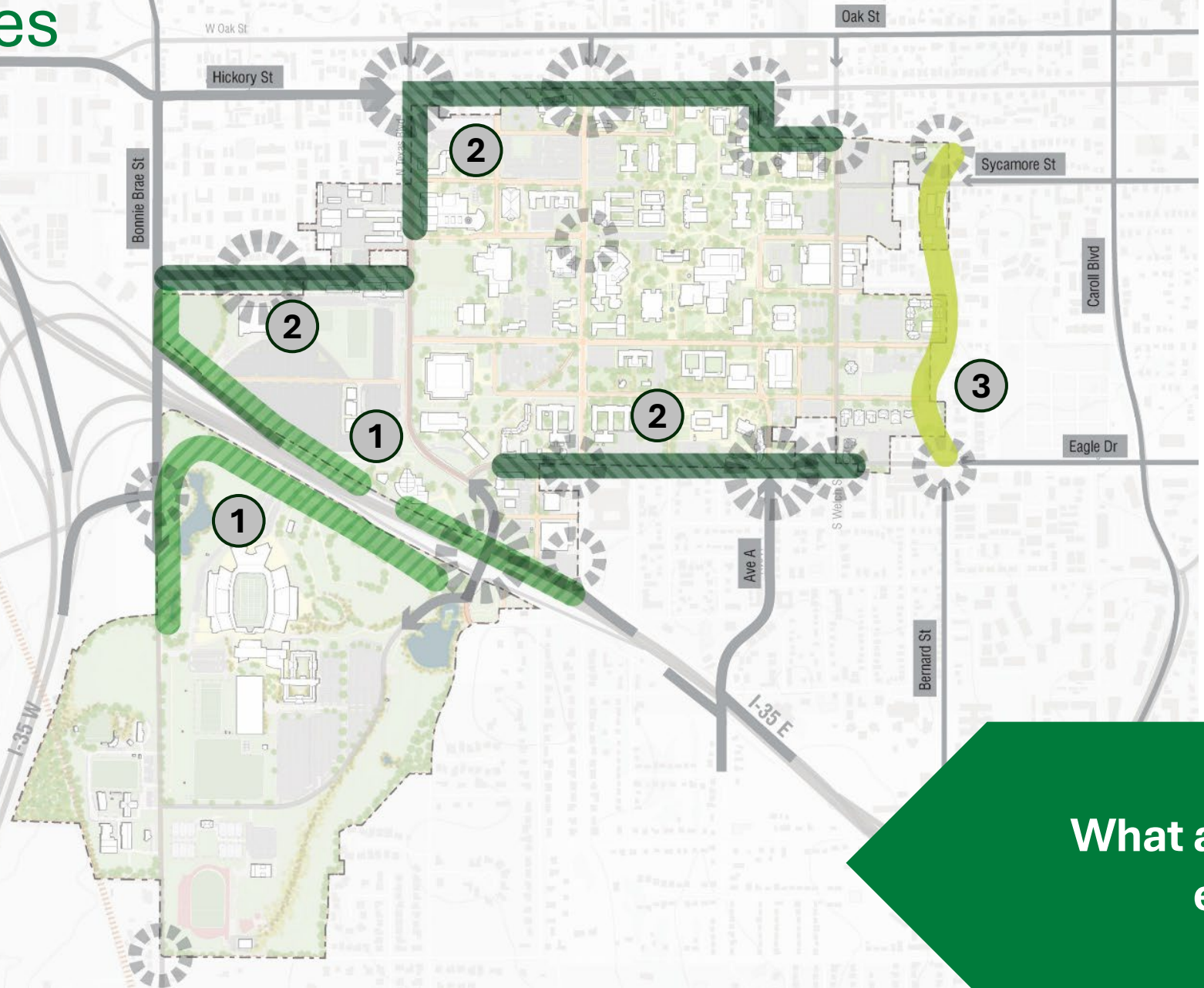
Existing

# Eagle Dr (Quick-Win Opportunity)



*Proposed*

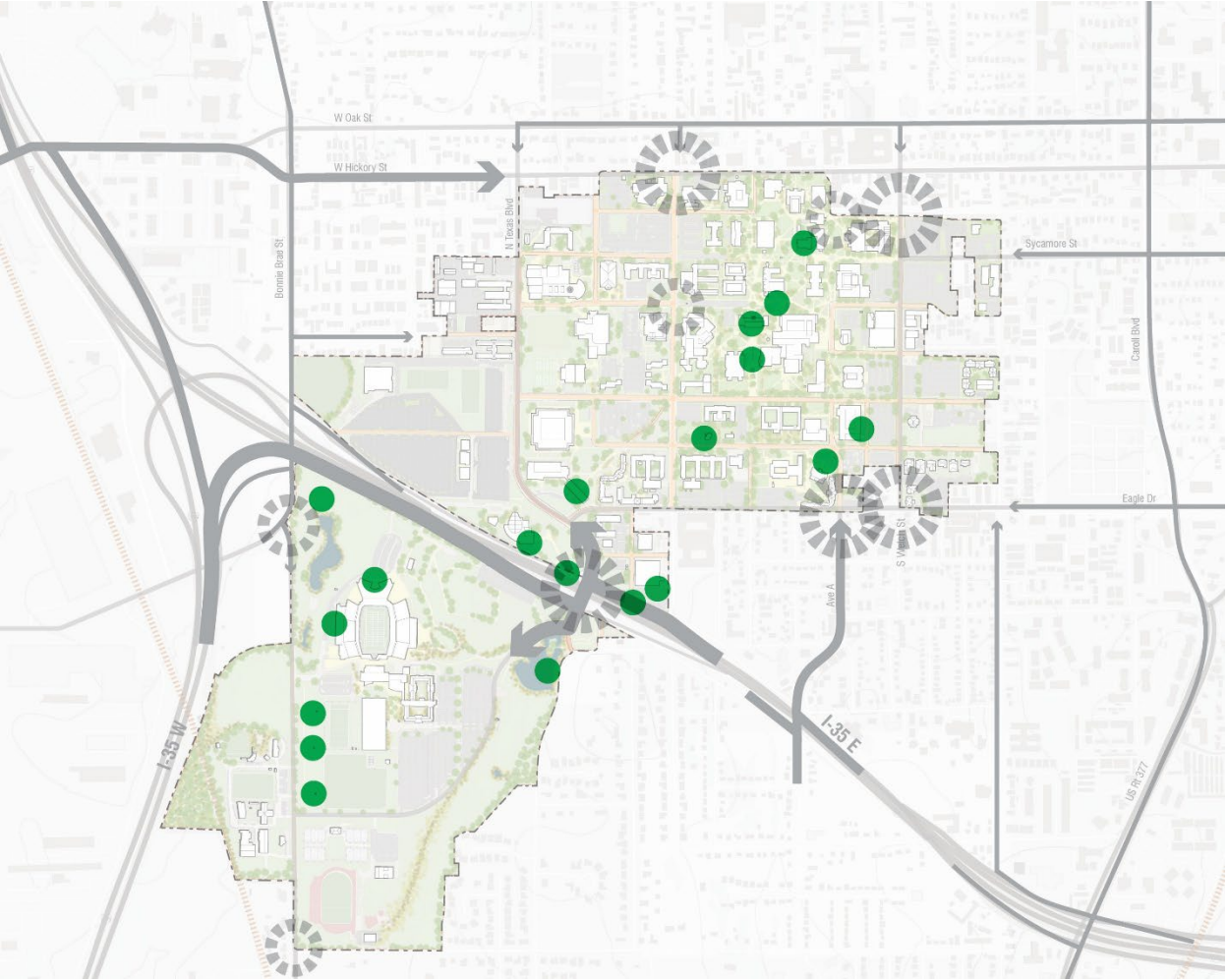
# Edges



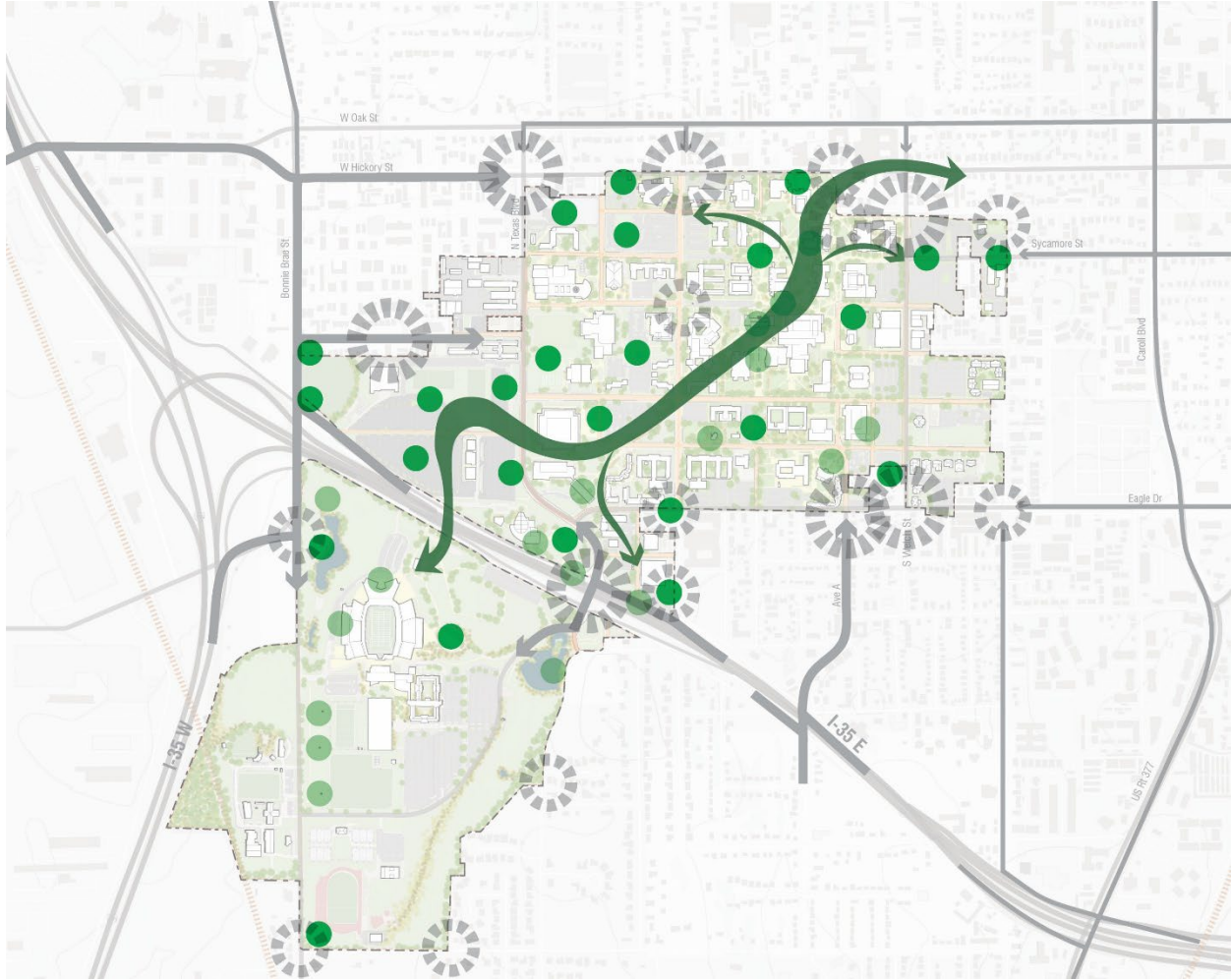
- ① Brand Showcase
- ② Town-gown Experience
- ③ Community Edge (Softer)

**What are the physical attributes / elements of a porous edge?**

# Identity: High Impact Brand Elements

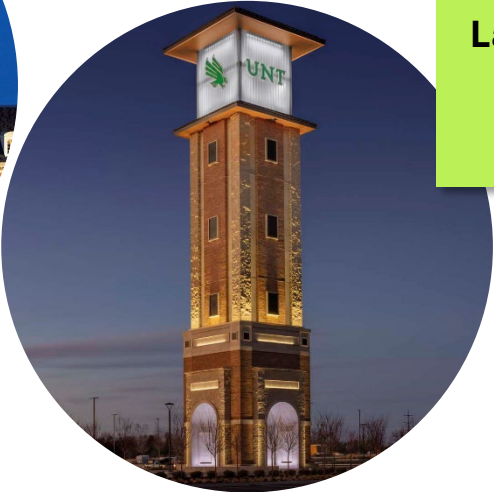


*Existing*

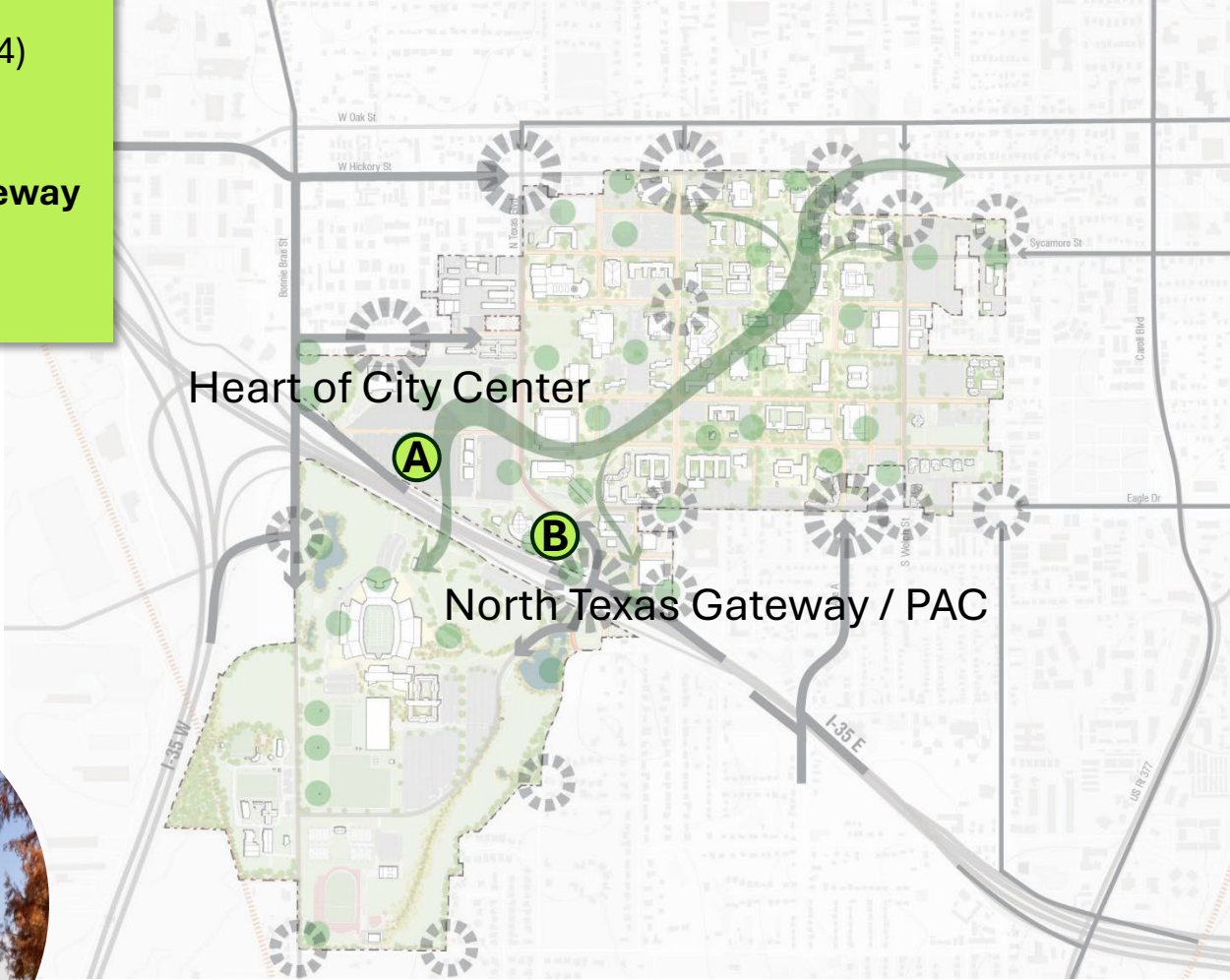


*Proposed*

# Identity: Vertical Landmark



(Workshop 04)  
**Tower as a  
Landmark/Gateway  
(Frisco)**



*Potential Locations*

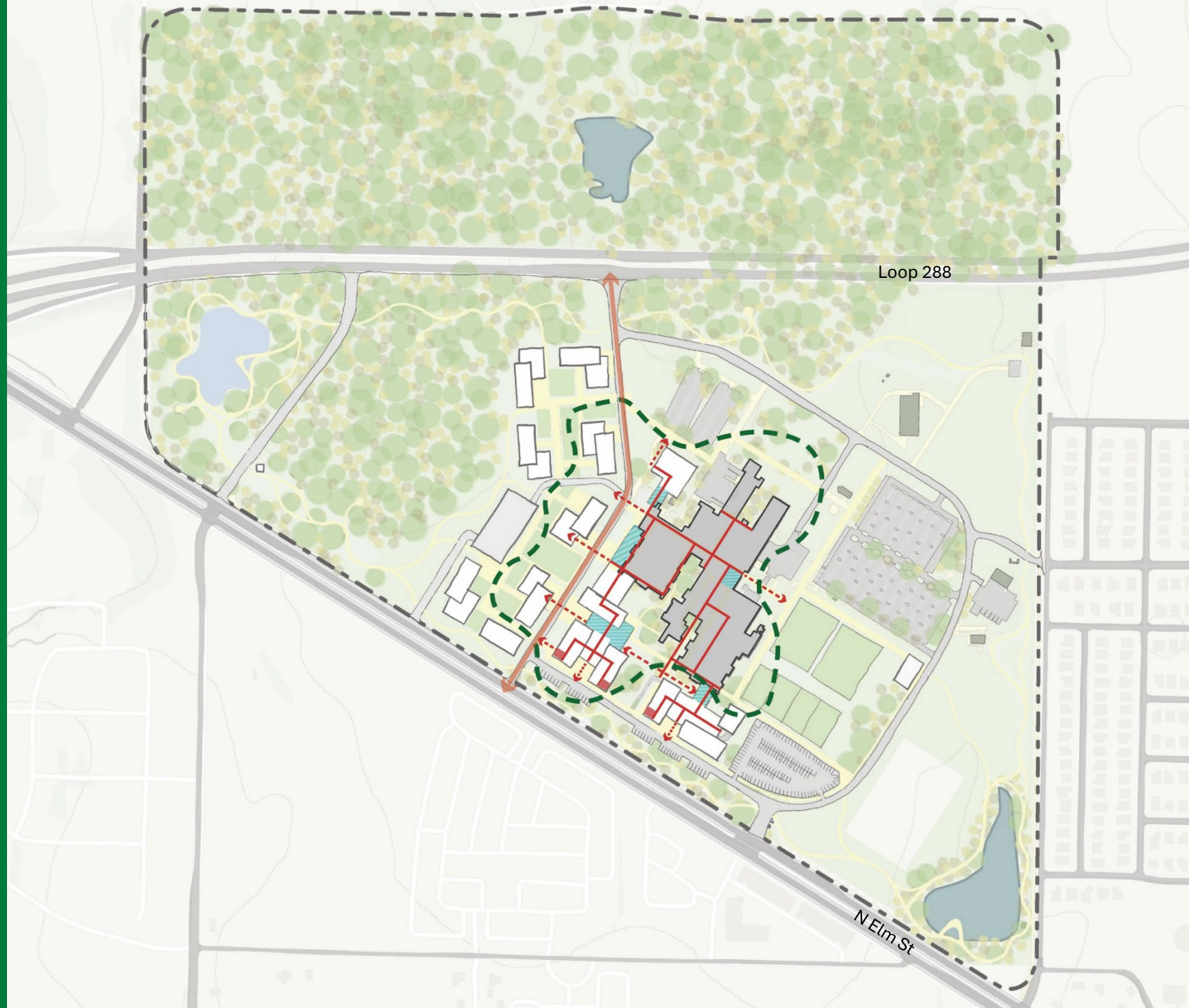


# Discovery Park Vision

Framework

# Discovery Park: The Innovation Village

- + Dense site development preserves land for future development, opportunities, or recreation fields
- + Additions to the existing facility accommodating UNT growth
- + Connected district for new Industry/ Research Partnerships
- + Bringing the edge of Discovery Park closer to the Campus Edge
- + Connecting the Discovery Loop to the Outdoor resources and community
- + Opening Discovery Park
- + Connection to Nature and Research



# Discovery Park

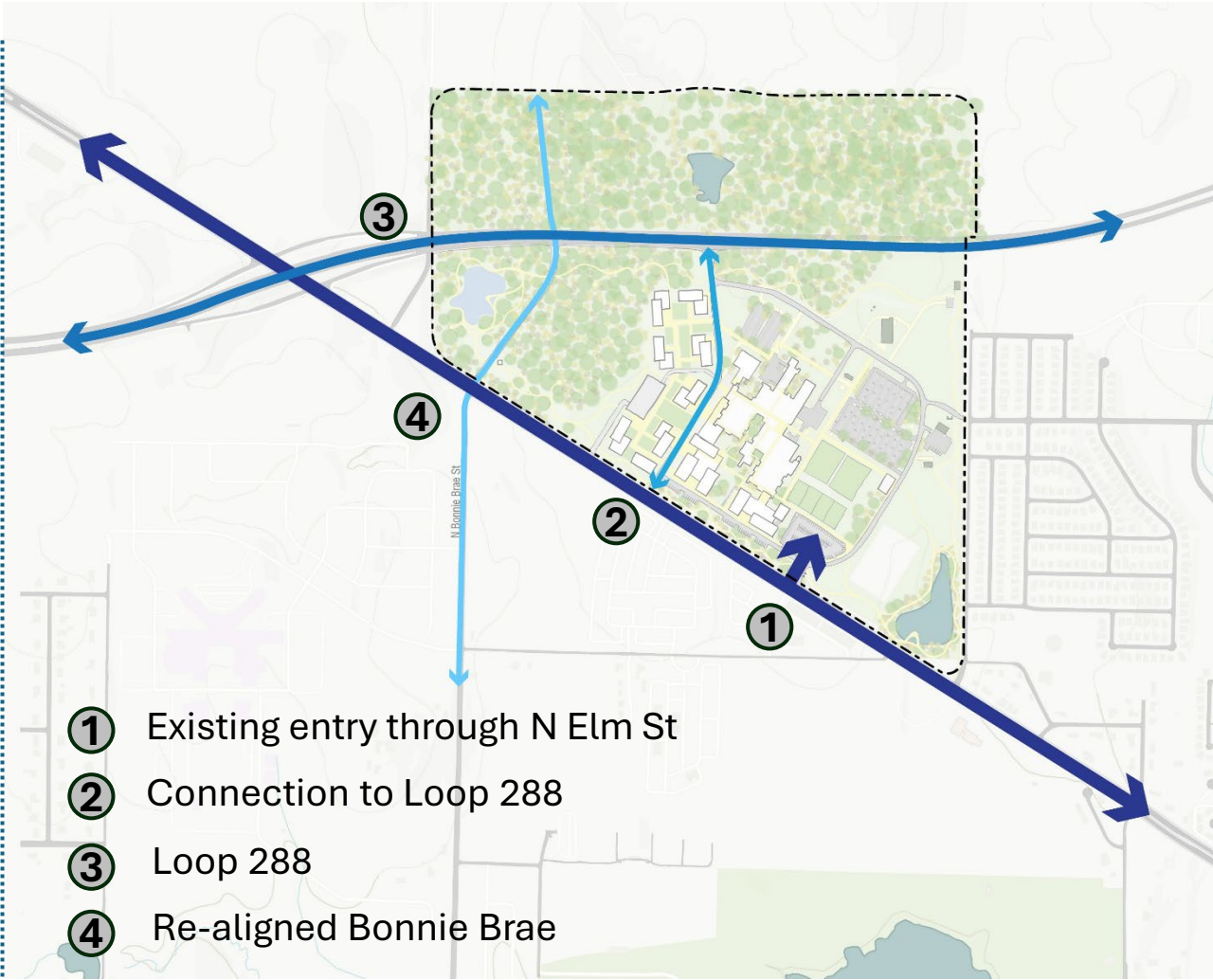
## Arrival: Sequence & Volume

■ Peak      ■ Primary      ■ Secondary



① Existing entry through N Elm St

*Existing*



① Existing entry through N Elm St

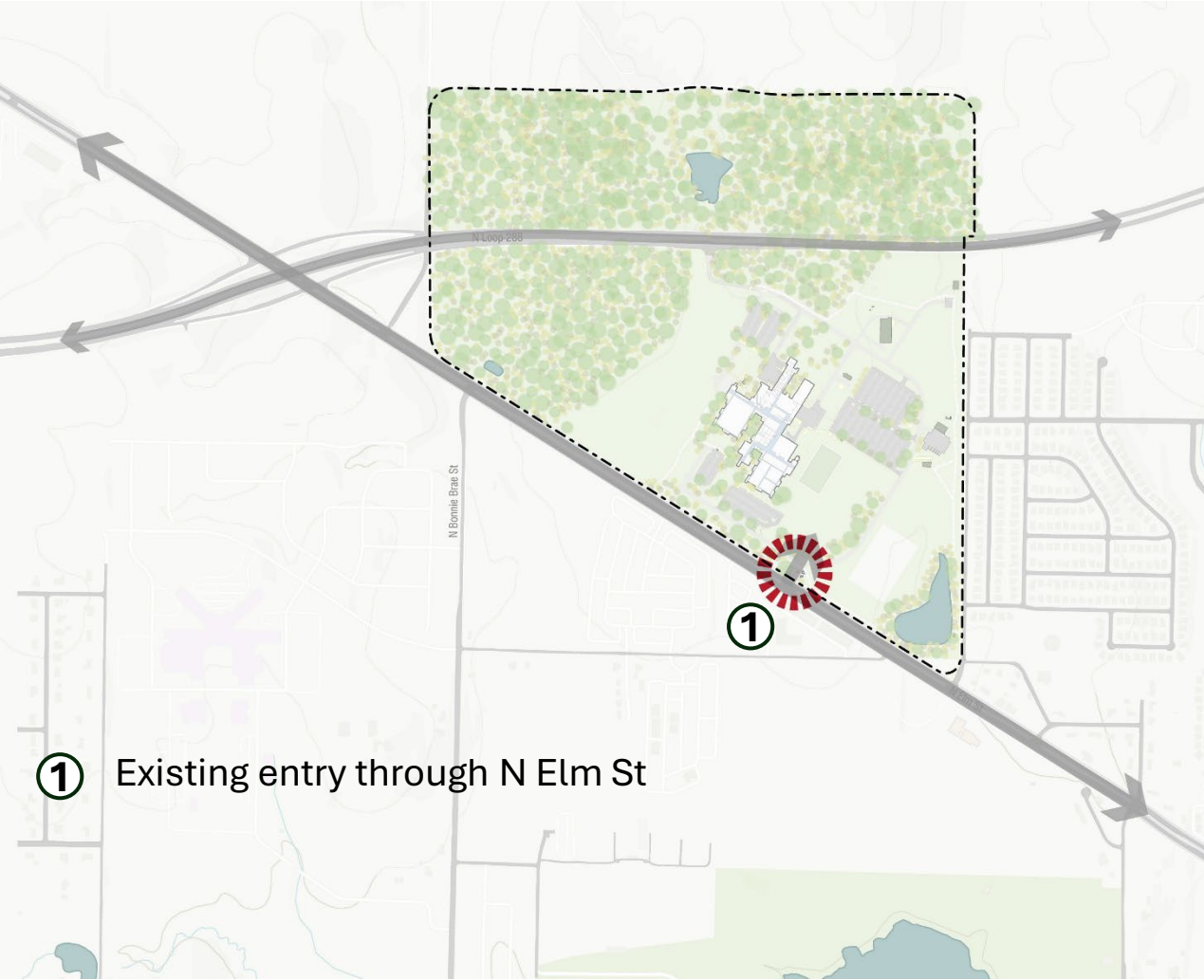
② Connection to Loop 288

③ Loop 288

④ Re-aligned Bonnie Brae

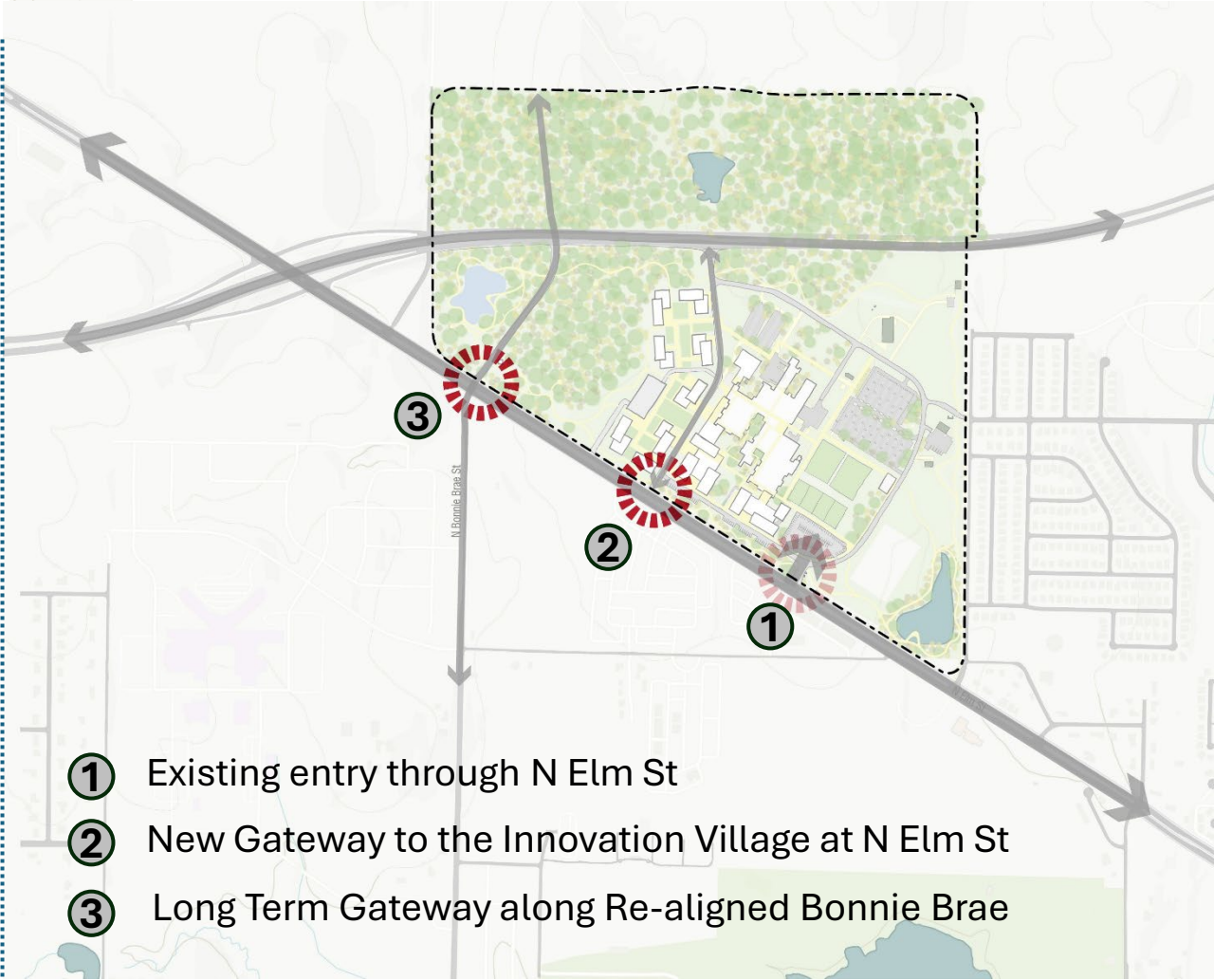
*Anticipated*

# Gateways: Major/ Primary



① Existing entry through N Elm St

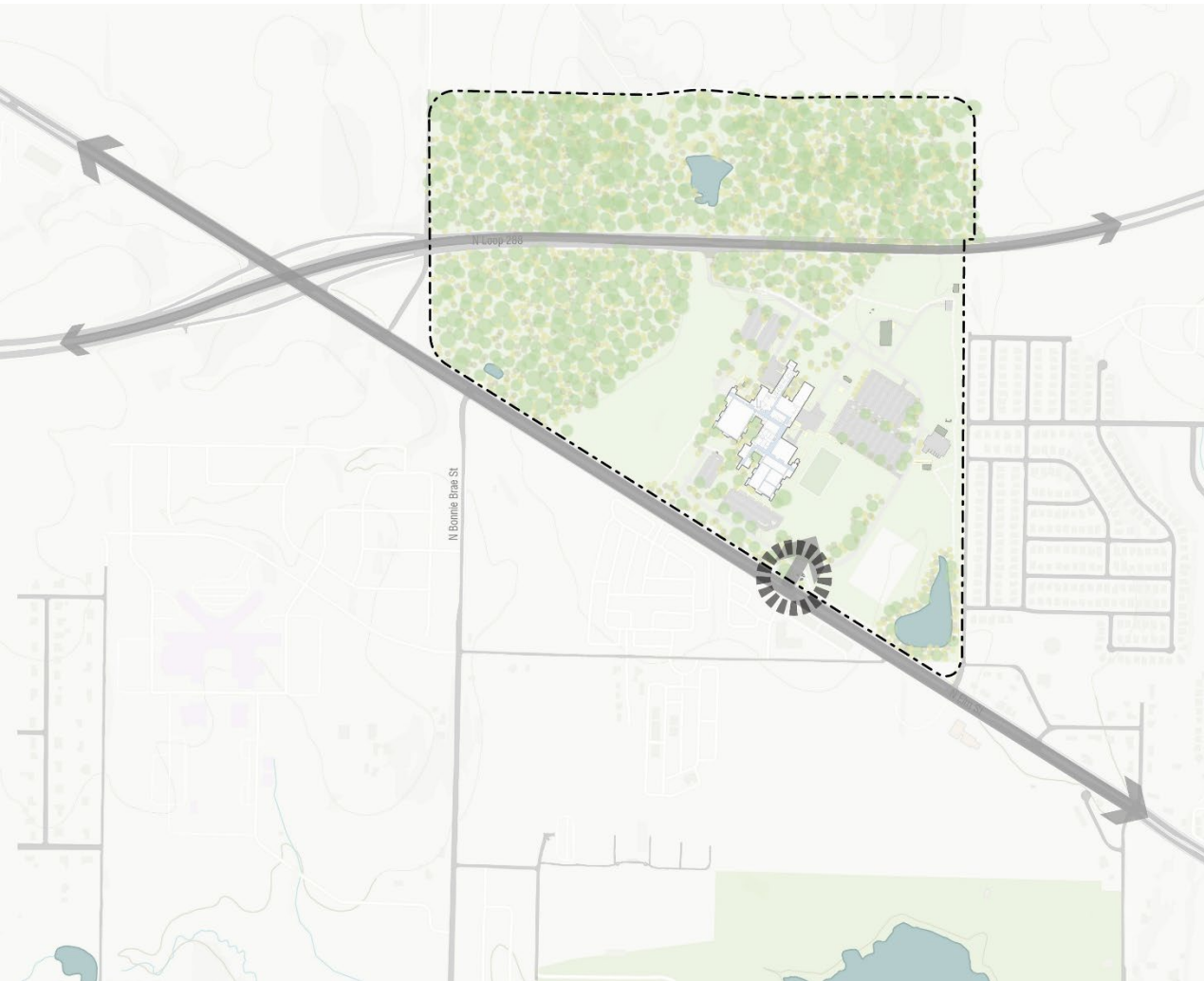
*Existing*



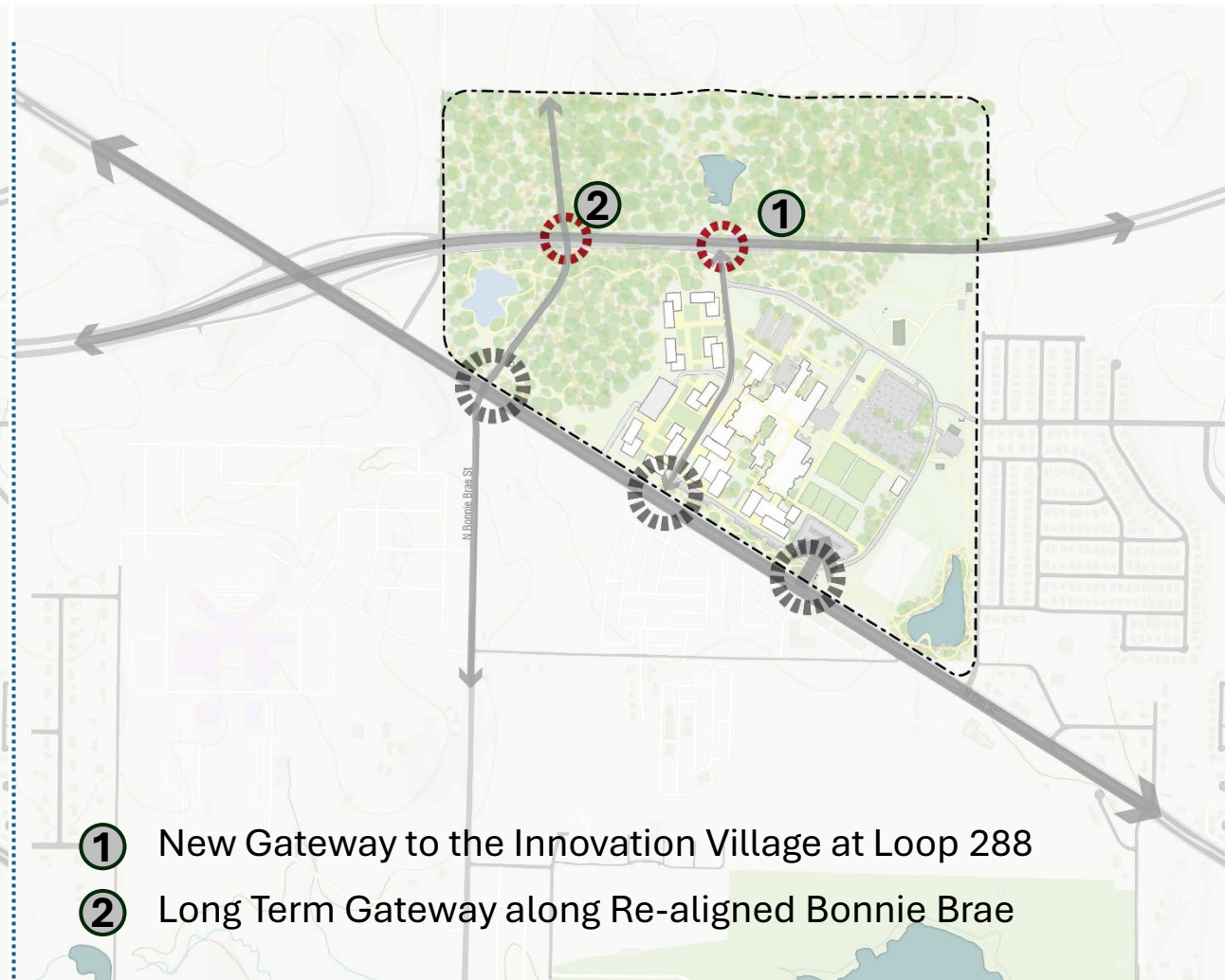
- ① Existing entry through N Elm St
- ② New Gateway to the Innovation Village at N Elm St
- ③ Long Term Gateway along Re-aligned Bonnie Brae

*Proposed*

# Gateways: Secondary



*Existing*



- ① New Gateway to the Innovation Village at Loop 288
- ② Long Term Gateway along Re-aligned Bonnie Brae

*Proposed*

Framework

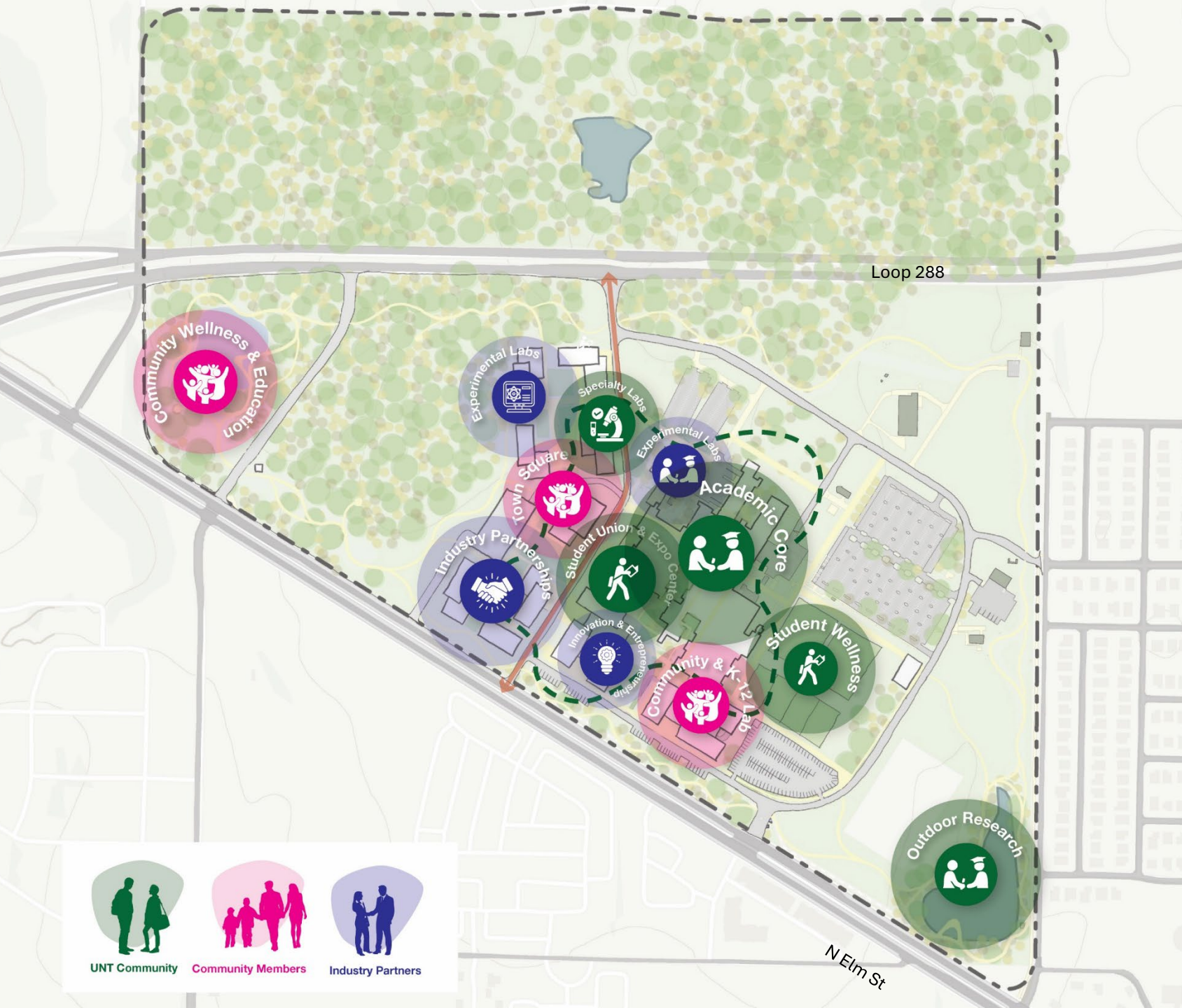
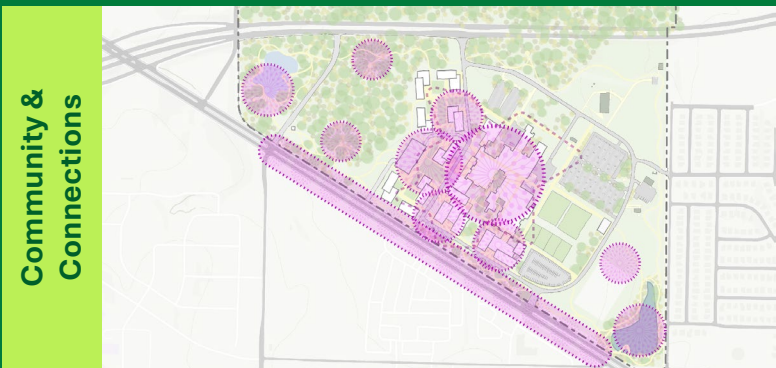
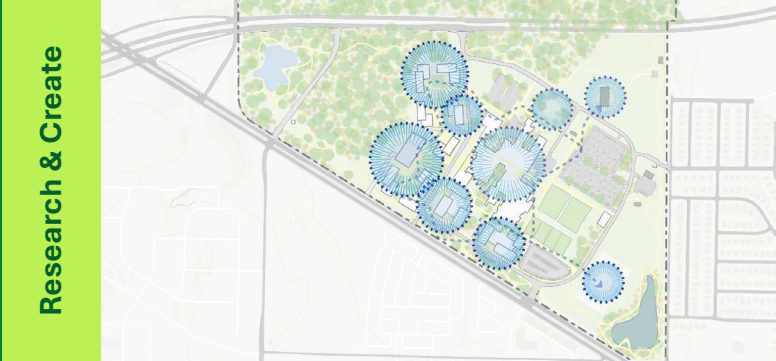
# UNT Moments

Campus Experience

- + Fostering a **collaborative environment** across Discovery Park
- + Introducing **amenities and social opportunities**
- + **Showcasing UNT Research** to the community



# Synthesis



UNT Moments

# Town Square



UNT Moments

# Town Square

Taking cues from corporate success stories, outdoor space brings the campus to life with intentional, magnetic programming.

Next Level



Research On Display

Mean Green Accelerator

Academic Synergy

Discovery Park Town Square

**UNT**  
Discovery Research Park

UNT DISCOVERY PARK  
PACCAR Technology Institute

DISCOVER SQUARE

Tech EXPO

UNT-EATS

UNT Moments

# Innovation Pavilion



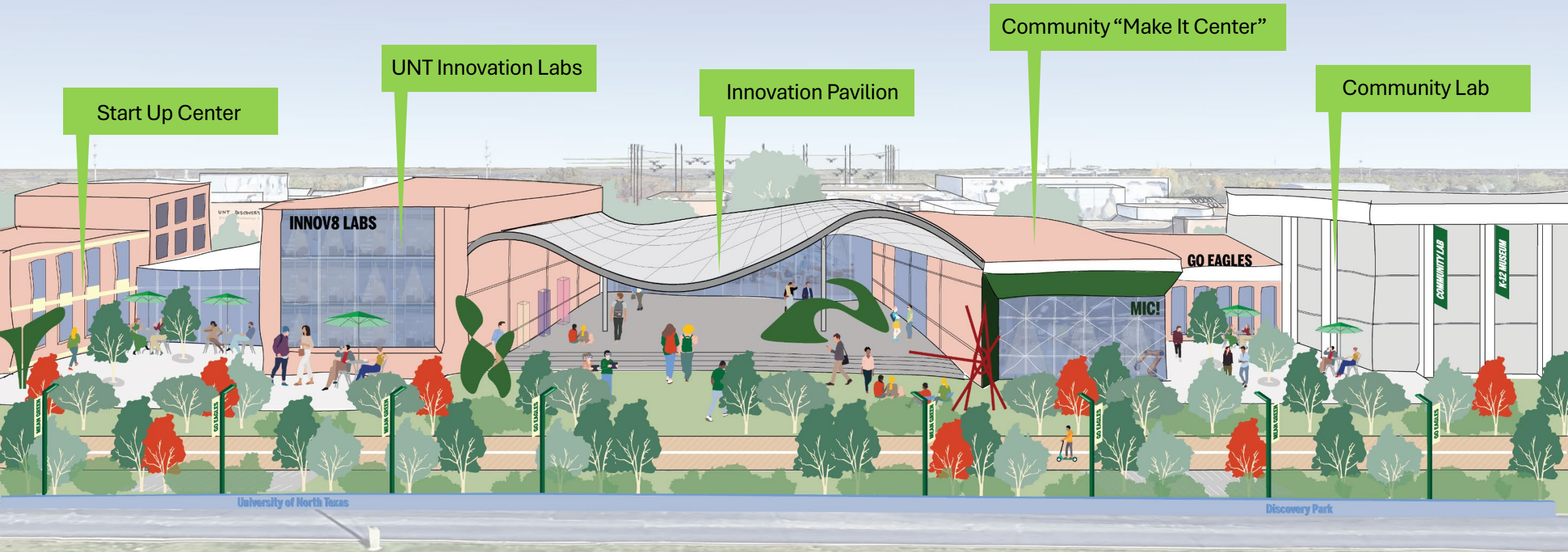
*View from Elm / 77 – Looking North*

UNT Moments

# Innovation Pavilion

Blending of academic institution, partners, and intentional community engagement.

Next Level



Start Up Center

UNT Innovation Labs

Innovation Pavilion

Community "Make It Center"

Community Lab

University of North Texas

Discovery Park

# Wrap Up & Next Steps

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# Next Steps: Implementation

## Potential Near-term Projects: Catalyst for Activation

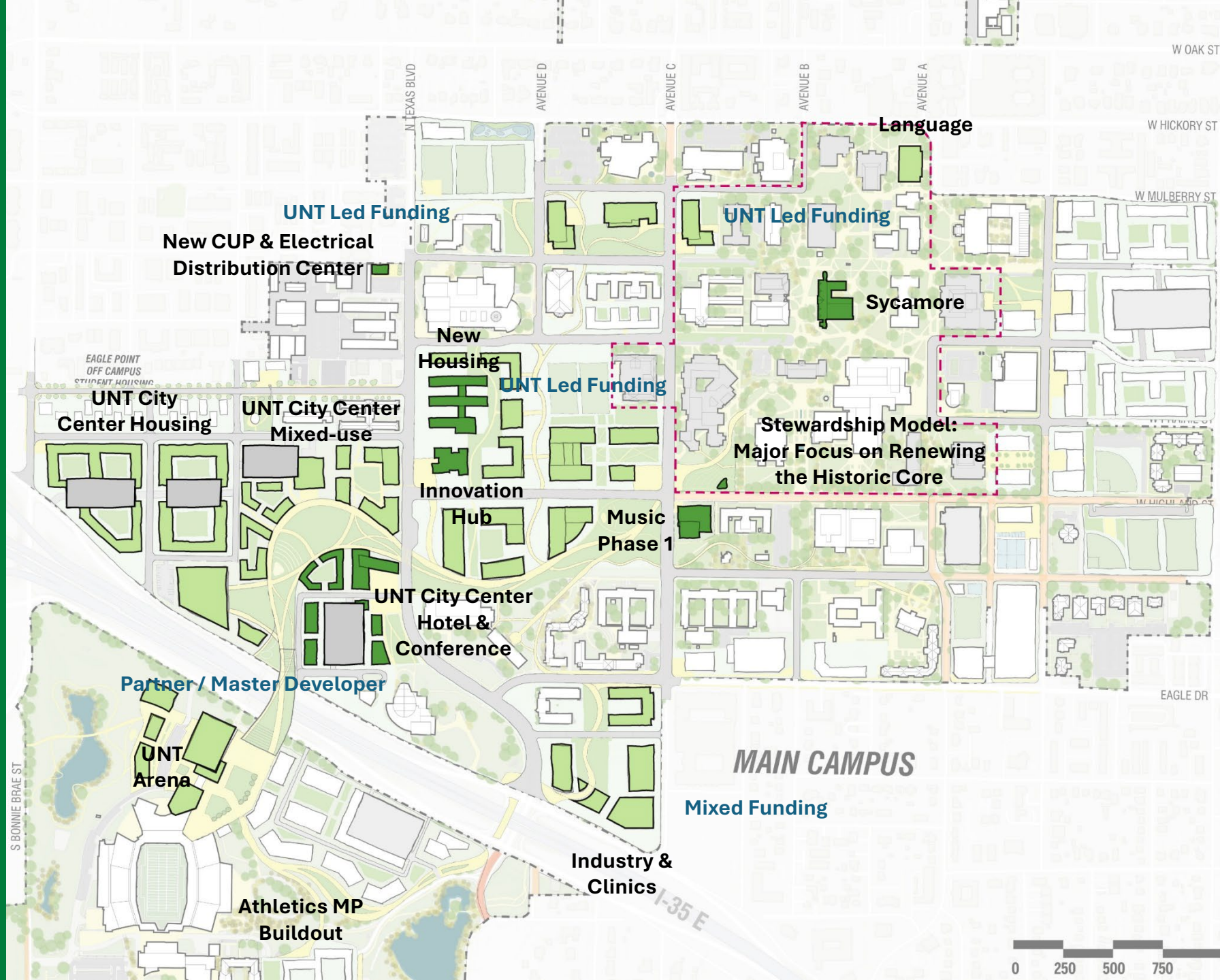
- + Priority Renovations
- + Innovation HUB and New Housing
- + City Center Phase 1: Hotel, Conferencing, and initial amenities (Partnership and Revenue Opportunity)
- + Music Phase 1

## Next Steps: Transformative Projects

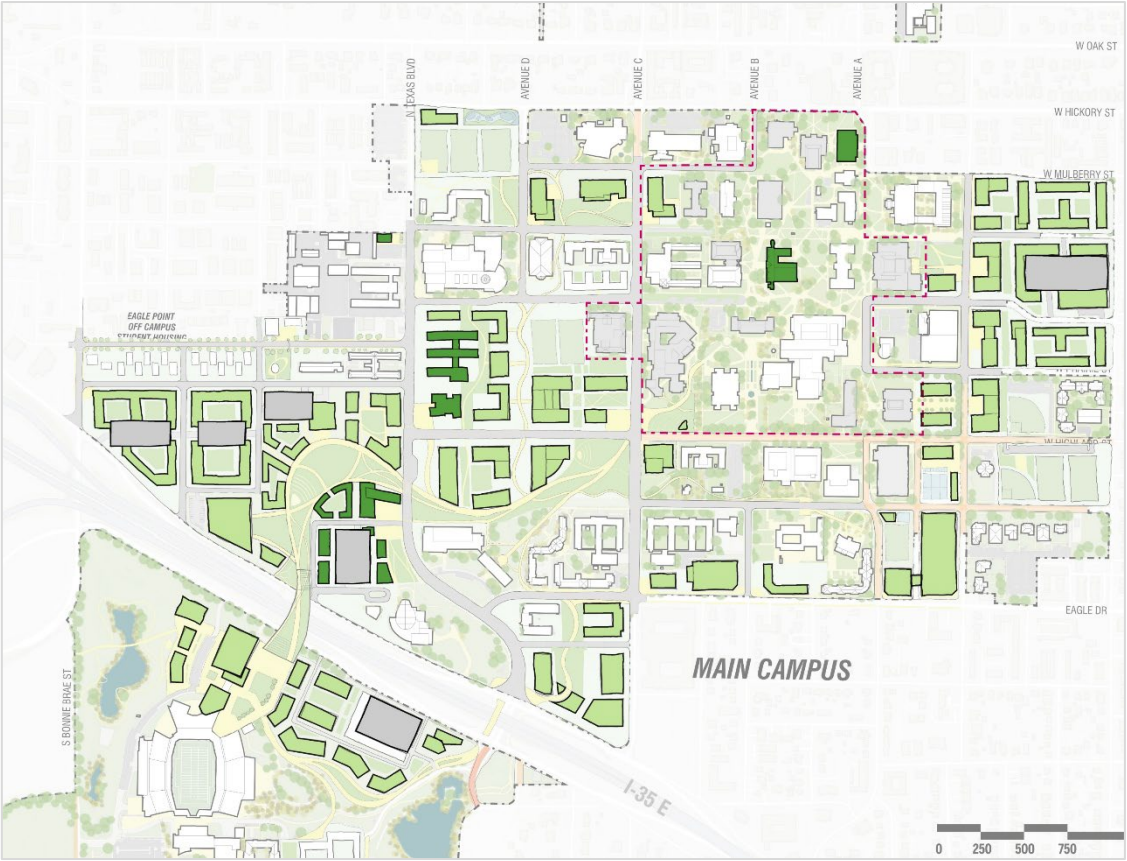
- + City Center Phase 2 and 3 (Master Developer)
- + UNT Multi-purpose Arena
- + Music Phase 2 (Enhancing Program and Bringing Music Out)
- + Industry and Clinics (I35 Face for Industry and Collaboration)
- + Stewardship Model (continued renewal)

## Direction

- + Programmatic vision and organizational approach



# Next Steps: Draft Plan



A green-tinted photograph of a university campus. In the center, a large, dark archway made of stone or brick spans across a path. The background features a large, multi-story building with many windows. Lush green trees are scattered throughout the scene, and in the foreground, there are out-of-focus purple flowers. A person wearing a green cap and a backpack is walking on the right side of the path, looking at a device. The overall atmosphere is bright and serene.

# Thank You!

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