

January 28, 2009

COMPREHENSIVE CAMPUS MASTER PLAN: COMMUNICATION TO THE UNIVERSITY AND CITY COMMUNITIES

Background

In 1992 East Carolina University prepared a Comprehensive Campus Master Plan (CCMP), and in 2000 the plan was updated to reflect significant changes taking place on campus. The update included a concepts-oriented approach focusing on a “*sense of place*” providing a multi-dimensional form to the plan, reflecting the true uniqueness of East Carolina University, and incorporating strategic goals. Because the CCMP has been treated as a “living document,” and nearly a decade has passed since the last update, the Board of Trustees and the Chancellor have decided to revisit the CCMP once again. As in 2000, the university is partnering with external consultant groups who will be providing input and expertise to the process. The goal is to produce a “living document” by spring 2010.

As with the previous ECU CCMP, the purposes of the master plan still remain the same. They are:

- Guide future development
- Establish capital priorities
- Optimize valuable resources
- Create synergistic adjacencies
- Establish a “*sense of place*”

The CCMP will reflect the values, aspirations, and strategic goals of the university, and includes the following attributes:

- A place for people
- Community focused
- Research based
- Learning centered
- Flexible
- Sustainable
- Resource focused
- Non-prescriptive

- Distinctive

The Division of Administration and Finance has been given the responsibility of establishing operational procedures and guiding the process to completion. The overall objective is to define a process whereby input is solicited from all campus-wide and city/county-wide constituencies.

Current status of CFMP development

An external consultant project management team has been identified (Eva Klein & Associates, Smith Group/JJR). Eva Klein & Associates were ECU partners in the previous 2000 CCMP. The project management team will be supported by consultant planning sub-groups with expertise in the following areas:

- Athletics and recreation
- Academics and research
- Community outreach
- Database and plan management
- Health services
- Housing and dining
- Infrastructure/engineering
- Planning
- Traffic/parking
- Security

As a result of discussions with the consulting groups, the Division of Administration and Finance (A&F) has now defined and described the process to be used to develop the CCMP, starting February 2009. In cooperation with the consultant planning team, A&F will coordinate all operations and scheduling as needed.

Description of the process for development of the CFMP

The development process involves 7 major steps. These steps are: (1) strategic plans reviewed, (2) capital needs assessed, (3) capital projects planned, (4) databases assembled, (5) physical plans prepared, (6) an implementation plan devised, and (7) the final CCMP created.

The ECU mission, aspirations, and strategic plan (ECU Tomorrow) and the UNC strategic plan (UNC Tomorrow) will provide focus to the CCMP. Via dialogue with campus and city constituencies, issues and opportunities will be identified and the “current state” of the campus

will be determined. Discussion and working interaction will take place with the consulting groups, students, faculty, alumni and university and city/county staff through open forums and committee meetings.

Capital needs such as space capacity, condition and functionality of facilities, program-driven needs, infrastructure, and land will be assessed. Current and planned capital projects will also be defined. After a thorough campus/community analysis, physical planning scenarios/alternatives and infrastructure systems will be developed. An overall campus framework plan and a preliminary master plan will be provided. The implementation phase will provide final CCMP design guidelines, space allocation solutions, financing and real-estate strategies, and campus development and phasing strategies. Finally, the finished CCMP will be subjected to review by all constituencies.

Dialogue with the University and City Communities

The consultant project management team and their various sub-groups will be making frequent visits to the community and to the campus. To facilitate dialogue and obtain input from the university/city/county constituencies, the following committees will be created:

- Steering Committee
- Advisory Committee
- Working committees
 - Architectural Standards Committee
 - Athletics Committee
 - Facilities Infrastructure/Condition Assessment Committee
 - Finance Committee
 - Health Care Committee
 - Housing/Dining/Recreation/Student Union Committee
 - Land Planning Committee
 - Pedestrian/Transit/Traffic/Parking Committee
 - Safety/Security Committee
 - Strategic Academic/Research Planning Committee

Immediate planned action items

- Establish a campus-based CCMP web-site
- Establish committee memberships
- Schedule consultant group meetings with faculty and students via open forums
- Schedule consultant group meetings with committees