

<u>East Carolina University</u>	<u>26472.J00</u>	<u>04.06.2009</u>	<u>04.24.2009</u>
PROJECT	PROJECT NO.	MEETING DATE	ISSUE DATE

<u>Mendenhall Student Center</u>	<u>Advisory Committee Meeting</u>
MEETING LOCATION	MEETING PURPOSE

<u>Clare Jagenow</u>	
ISSUED BY	SIGNATURE

PARTICIPANT	COMPANY/TITLE
Mark Potter	SmithGroup- Project Manager
Mary Jukuri	JJR-Principal, Campus Planner
Neal Kessler	JJR- Principal, Campus Planner
Clare Jagenow	JJR- Site Designer, Project Manager
Ryan Podvin	JJR- Site Designer
Sub-consultant Team	Eva Klein & Associates
Sub-consultant Team	Brailsford & Dunlavey
Sub-consultant Team	Kurt Salmon & Associates
Sub-consultant Team	Martin Alexiou Bryson
Sub-consultant Team	Protection Engineering Group
William Bagnell	Assoc. Vice Chancellor, Campus Operations
Dr. Steve Ballard	University Chancellor
Nick Benson	Health Care Committee Representative
Wayne Bowers	Greenville City Manager
Scott Buck	Assistant Vice Chancellor, Administration and Finance
Austin Bunch	Academic/Research Committee Representative
Joe Chalovich	Professor, Biochemistry
Steve Duncan	Safety and Security Representative
Mickey Dowdey	Vice Chancellor, University Advancement
Nick Floyd	Athletics Committee Representative
Bill Koch	Assoc. Vice Chancellor, Environmental Health & Safety, Parking & Transportation
Deirdre Mageean	Vice Chancellor for Research & Graduate Studies
Sue Martin	Housing/Dining Committee Representative
Tim McDonnell	Vice President for Design & Construction (PMHC)
Ron Newton	Assistant Vice Chancellor, Administration & Finance
Rick Niswander	Dean, School of Business

### MEETING NOTES

The purpose of this meeting was to introduce master plan process to the Steering Committee. The Chancellor presented an opening statement and explained the intentions of the master plan. The Advisory Committee was involved in an interactive discussion regarding general likes and dislikes about the campus.

The Chancellor was introduced and gave an overview of the purpose of this plan. Chancellor Ballard stated that along with safety issues, the master plan was the most important item on the Board of Trustees agenda. Additionally, he said that the university is changing and the old master plan is not applicable today. Lastly, the Chancellor stated the new master plan endeavor will put the university in a strategic position for the next decade.

Chancellor Ballard added that the new master plan must align with the strategic plans of UNC and ECU (UNC Tomorrow and ECU Tomorrow).

The Chancellor outlined Criteria for Success during the master plan process:

- Must be a comprehensive vision and evaluation of the campus as a whole
- The core campus should be aligned first and make the academic council a priority
- The plan must grow with the university and be an amendable, living document
- The university needs to prepare for the statewide bond issue
- Sustainability issues are important. The campus needs to become economic and energy efficient.
- Priorities need to be established, clear, and align with the financial plan
- This initiative will be an open and transparent process for community members
- The process will be creative and not be tied to the past. For example, the need to think about multiple campuses such as a downtown campus and/or a millennial campus

Following the Chancellor's opening comments; each consultant firm was introduced and gave a brief description of their role. Next, the work plan, process and schedule was reviewed by task; the master plan website, SharePoint site and email address was also explained.

A discussion followed by utilizing a dot vote and discussion exercise.

### Dot Voting Exercise

The SmithGroup/JJR team solicited information through two exercises. First, attendees were asked to identify their favorite places on campus and least favorite places on campus. This exercise required participants to vote using red (least favorite) and green (most favorite) dots on campus maps. The SmithGroup/JJR team guided this exercise and gained an understanding of why these places are generally good or generally bad. The second exercise was a discussion based on the results of the Dot Voting Exercise.



Dot-Voting Exercise

The following responses were gathered from the Dot Voting Exercise discussion:

#### Green Dots (Positive)

- Cupola, mall area, (3 comments)
- The fountain portrays a character image of the university, (3 comments)
- The mall on east campus is historic and honors the past, (2 comments)
- West End Dining Hall: current architecture and a big investment
- Athletic complex: Baseball stadium, new softball and tennis: a source of pride, (3 comments)
- The auditorium is symbolic
- The auditorium is a great space and draw for the community, (2 comments)
- The Brody School of Medicine is an excellent program, a great opportunity for the university and has future potential
- The Heart Institute is an important addition
- Jarvis residence hall renovations
- Joyner Library is a nice gathering spot, like interior and exterior character (3 comments)
- The Lake (duck pond) is a beautiful spot in an urban area (2 comments)
- The performing arts program is excellent
- The recreation center is a useful facility in a good location
- The recreation center architecture is pleasing
- Christenbury Gym area is historic area of campus
- Enjoy the campus activity in and around Mendenhall, the recreation center and the library
- The west campus will have a “triangle” of nursing, allied health, and future dentistry learning areas

### Red Dots (Negative)

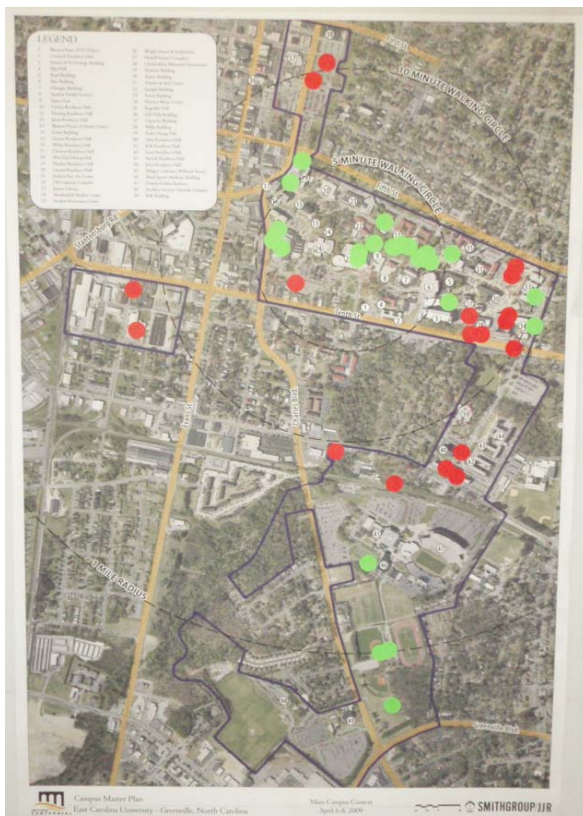
- The warehouse district is underutilized, (3 comments)
- Opportunity exists behind the McDonalds at 10<sup>th</sup> and Charles is an underutilized gateway
- No definition of campus gateway/entrance into campus
- 10<sup>th</sup> Street west of Evans, historic buildings need restoration
- North of 5<sup>th</sup> Street is a growth barrier
- Property acquisition east of campus is not successful
- The Brody facility needs an update, (2 comments)
- There are parking issues on the west side of the Brody building
- Poor connections exist at the Health Science complex
- 14<sup>th</sup> Street, (2 comments)
- Brewster building is not attractive, (2 comments)
- Howell building is not attractive
- Mendenhall
- Gym area landscape surroundings are poor
- Lack of campus wayfinding, (2 comments)
- Incinerator contamination issues, not functioning
- Lack of connections between the east and west campus
- Quality of walkways is poor, lack of direction and can be muddy
- Speight building (education) is a poor facility
- Auditorium is poor
- The medical pavilion lacks an identity
- Surface parking lots are underutilized
- Smoker issues outside of hospital
- No diversity on the west campus, compared to the east campus (campus vs. compound aesthetic); lack of student interaction and activity/student life
- There is no library access on the west campus
- Lack of student services on the west campus
- Dining areas need to be centralized on west campus
- Intersection concerns:
  - Crossing 10<sup>th</sup> Street is difficult for pedestrians
  - Traffic issues on 10<sup>th</sup> and 14<sup>th</sup> Streets, (2 comments)
  - 10<sup>th</sup> Street has vehicular congestion
  - Cars circle around on the west campus/students vs. patients

Some additional questions were asked in regards to campus identity and image:

- Where is the 100% corner of campus?
  - East Campus:
    - The southeast corner of the mall
    - College and 10<sup>th</sup> Street
    - The loop near the gymnasium
- Where is the front door of campus?
  - East Campus (these were all stated as lacking significance):

- Reade and 5<sup>th</sup> (good sign location)
- Cotanche and 10<sup>th</sup> at the Joyner Library Entrance
- 5<sup>th</sup> at Rivers building
- 10<sup>th</sup> at College Hill
- West Campus:
  - Brody Medical: Moye Blvd.
  - Allied Health and Nursing: Highway 43
  - Patients come from a 2 mile radius, so they have multiple front doors

## Dot Vote Results



East Campus



Regional Context



West Campus



### NEXT STEPS

The SmithGroup/JJR team will review the issues identified and identify key concerns and reoccurring themes in the responses. These topics will be addressed as key stakeholder concerns in the Master Planning process. The team will also identify if there is greater research or interaction with interested stakeholders needed to more precisely identify key issues.

*If this report does not agree with your records or understanding of this meeting, or if there are any questions, please advise the writer immediately in writing; otherwise, we will assume the comments to be correct.*

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