

TEXAS A&M
UNIVERSITY
KINGSVILLE

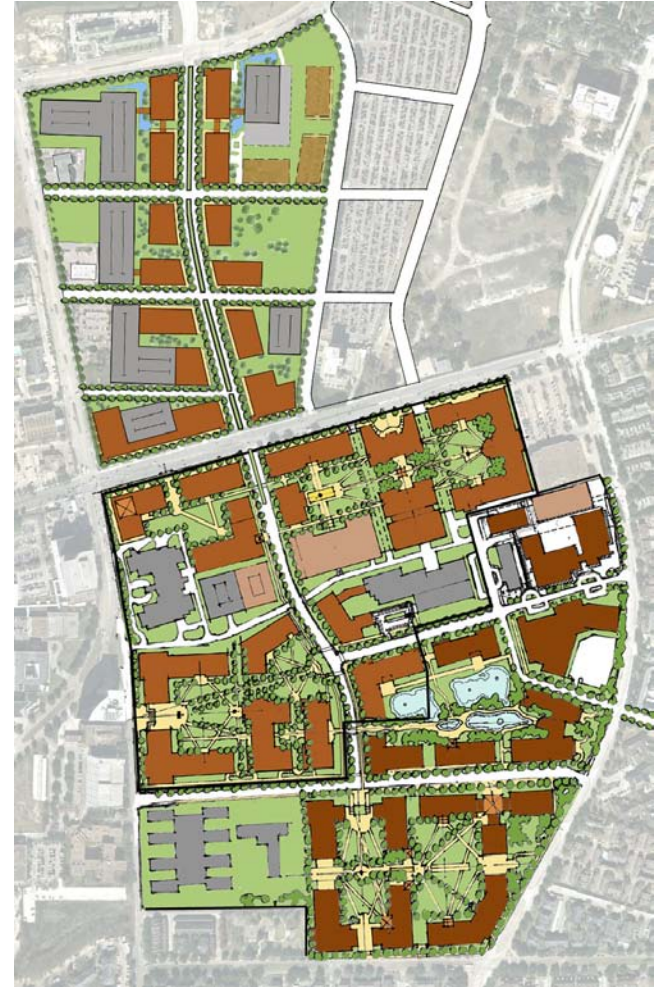
MASTER PLAN INITIATION WORKSHOP

MARCH 10-11, 2009

BROADDUS
PLANNING

INITIATION WORKSHOP AGENDA

1. Introduction
2. Planning Process Overview
3. Roles & Responsibilities
4. Initiation Workshop Schedule
5. Listening Session



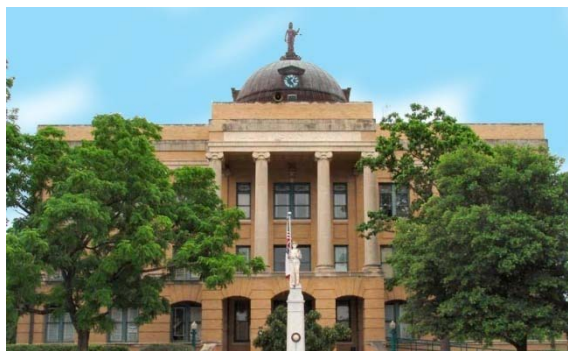
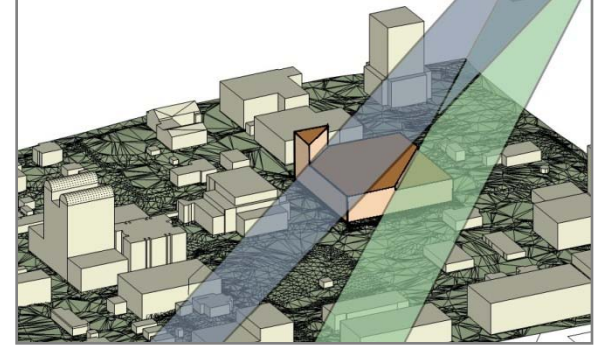
WHY DO A MASTER PLAN?

Why do a Master Plan?

- To plan for growth so every dollar spent supports the institution's mission
- To integrate near term needs with long term vision
- To allow for growth in an efficient & attractive manner
- To contribute to the community and be a good neighbor
- To attract and retain the best & brightest faculty, staff & students, etc.
- To create awareness, generate support, and raise funds
- To chart a path toward implementation



OUR TEAM: BROADDUS & ASSOCIATES



BROADDUS & ASSOCIATES

- Project Management & Planning services firm
- Over \$3 Billion in active projects
- 120+ full-time employees (over 800 years of experience)
- Owner-oriented approach to projects
- Specialized expertise in Higher Education projects
- Local focus / national perspective
- Collaborative / interactive planning process
- Focus on creating implementable plans



MASTER PLANNING EXPERIENCE

Arizona State University *

- Tempe Campus
- Downtown Phoenix Campus
- Polytechnic Campus
- West Campus

Austin Community College – Round Rock

Baldwin-Wallace College *

Bexar County – University Health System

Case Western Reserve University *

City of San Marcos Downtown Plan

Cooperative Oxford Laboratory

Duke University Central Campus *

Emory University *

Emory Univ. Woodruff Health Science Ctr.

Emory Crawford Long Hospital *

Franklin and Marshall College *

Hays County Government Complex *

Henderson County Government

Millsaps College *

Mount Saint Mary's University *

Oglethorpe University *

Old Dominion University

Rice University *

Rincon Medical Hospital *

Texas A&M University – Corpus Christi

Texas A&M University – Kingsville

Texas Medical Center *

Texas State Technical College-Harlingen

Texas State University-San Marcos

Tucson Medical Hospital *

Tradition Town Center

Travis County Civil Courts

University of Arizona *

University of Maryland *

University of Southern Mississippi

University of North Carolina at Chapel Hill *

University of Notre Dame *

University of Texas at Austin *

- J.J. Pickle Research Campus
- Main Campus
- Athletic Complex

University of Texas at Brownsville Housing Complex

University of Texas M.D. Anderson Cancer Ctr.

- Mid and South Campuses
- Main Complex Backfill / Redevelopment

University of Wisconsin – Madison *

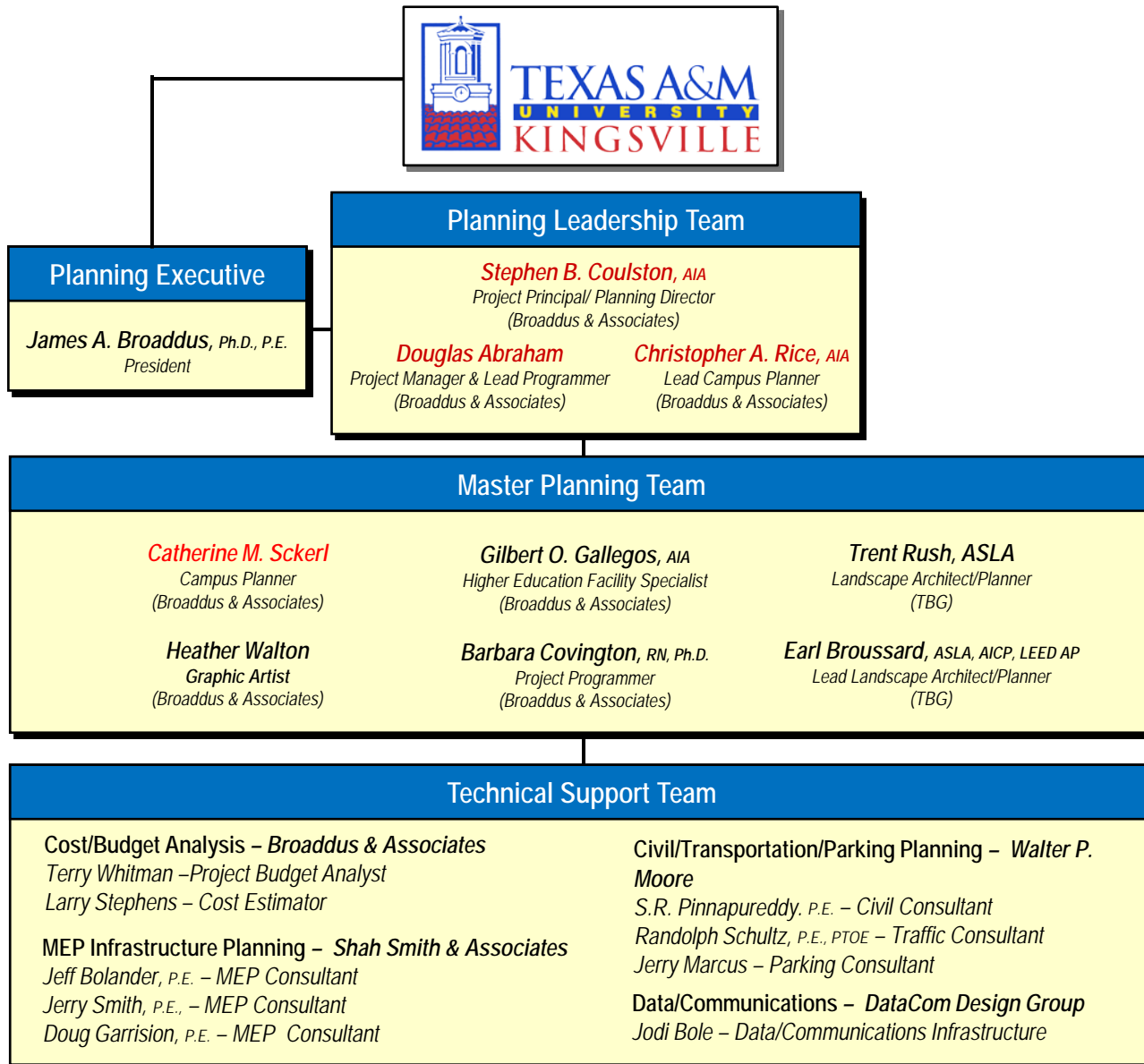
William Carey University – Gulf Coast

Williamson County Events Complex



* Denotes individual experience

ORGANIZATIONAL CHART



PLANNING APPROACH

1. Strategy-based Planning

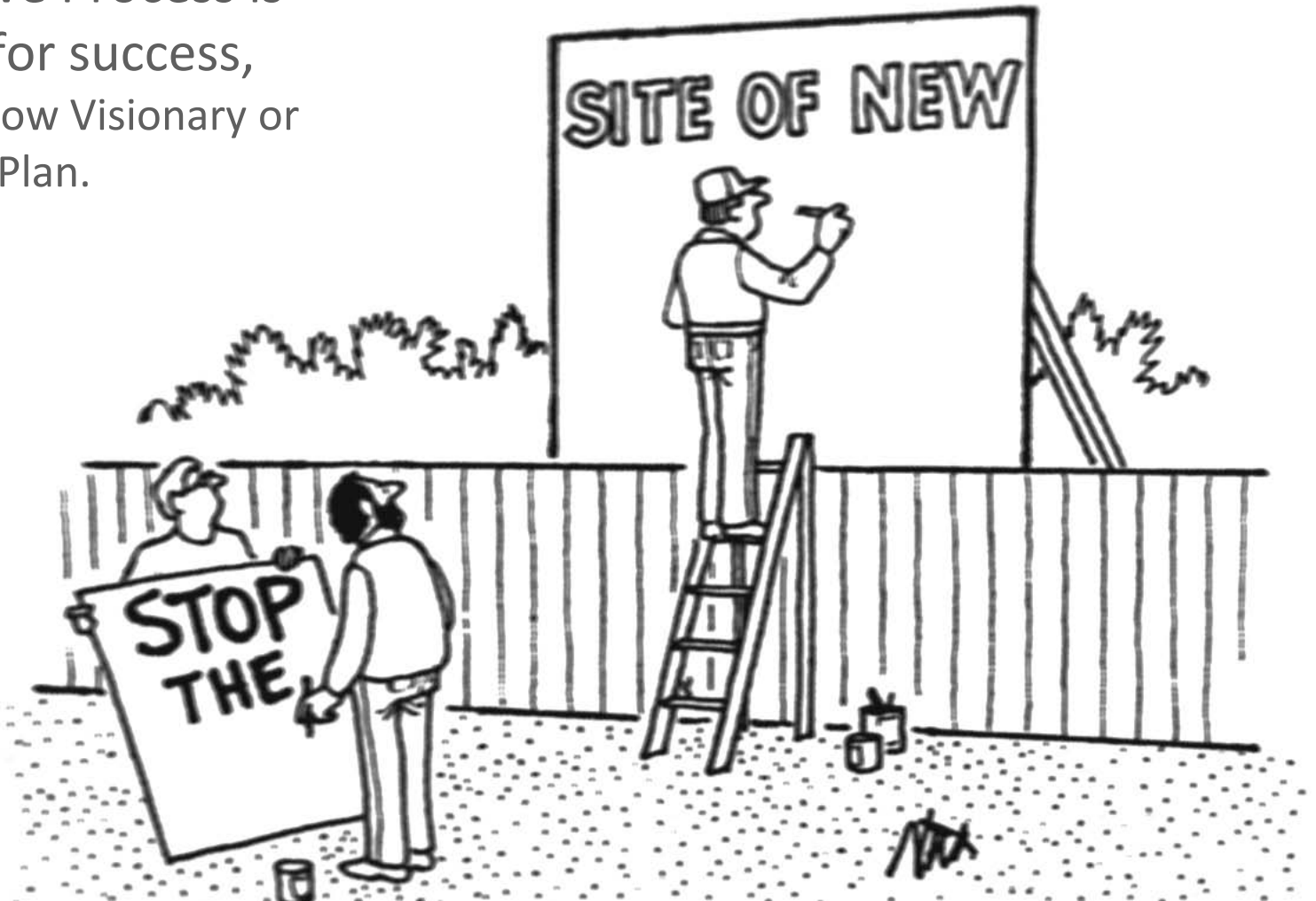
- We believe the plan should manifest the strategic plan, business plan, academic plan, etc. of the client.

2. Collaborative Approach

- Plans with executive commitment have a high likelihood of being implemented.
- Plans that ALSO have broad consensus have the most likelihood for success.
- Many times our job is to act as a mirror to the greater campus community so everyone can hear all the great ideas about what needs to be fixed on campus.

PLANNING APPROACH

An Inclusive Process is
CRITICAL for success,
no matter how Visionary or
Perfect the Plan.



PLANNING APPROACH



INITIATION WORKSHOP AGENDA

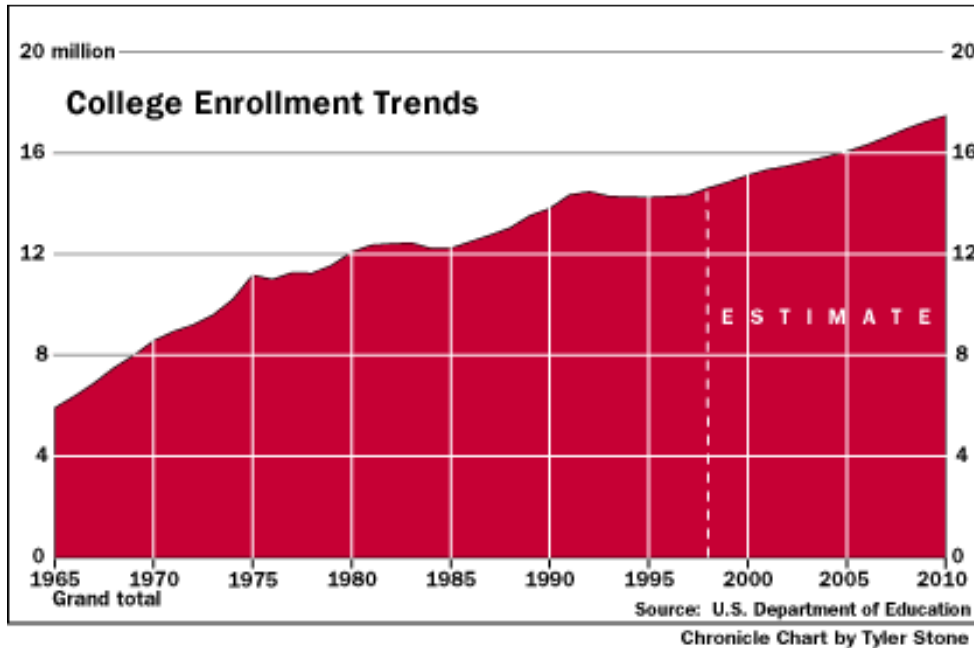
Day 1: March 10, 2009

- | | |
|-------------|--|
| 9:00-10:30 | President Tallant – Listening Session |
| 10:30-12:00 | Executive/Steering Committee – Listening Session |
| 1:00-2:30 | Administrative Units – Listening Session |
| 2:30-5:30 | Campus Walking Tour |

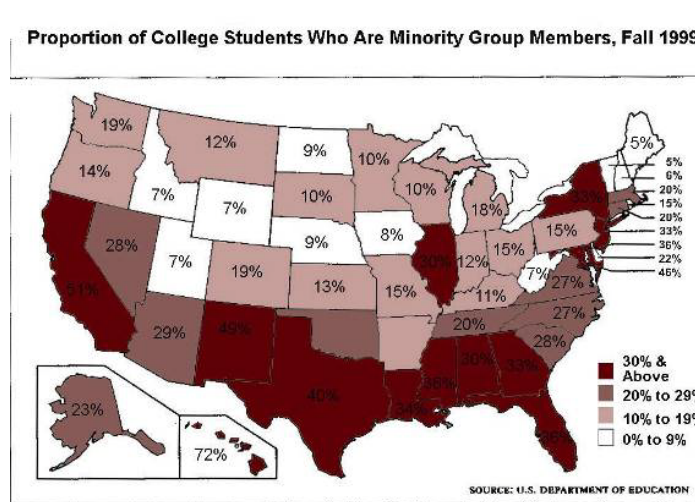
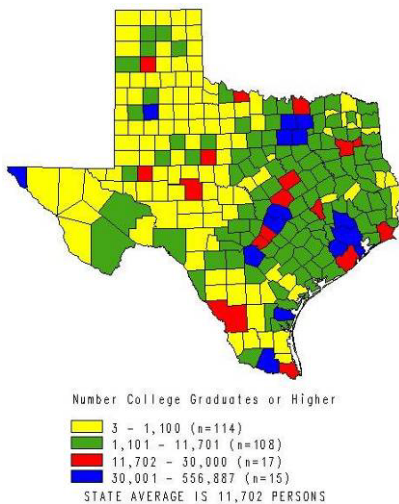
Day 2: March 11, 2009

- | | |
|-------------|--|
| 8:30-10:00 | Academic Units – Listening Session |
| 10:15-11:15 | Faculty Senate – Listening Session |
| 12:00-1:00 | Student Association – Listening Session |
| 1:00-2:00 | Out-Briefing with Executive/Steering Committee |

LISTENING SESSION



- Demographic Projections
- Enrollment Projections
- National/Regional Data
- Campus Planning Trends
- Peer Institutions
- Non-traditional Campuses
- Town-Gown Collaborations



WHO ARE THE STUDENTS OF TOMORROW?

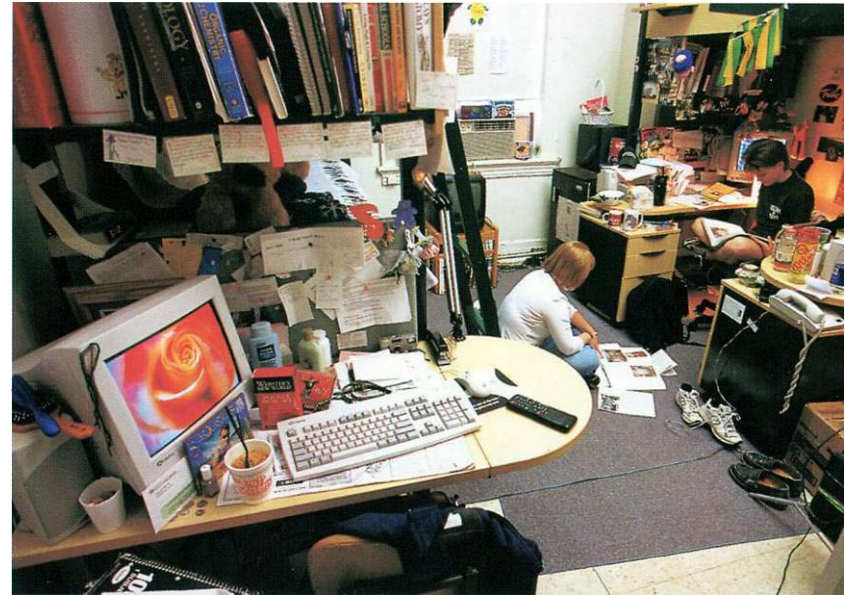
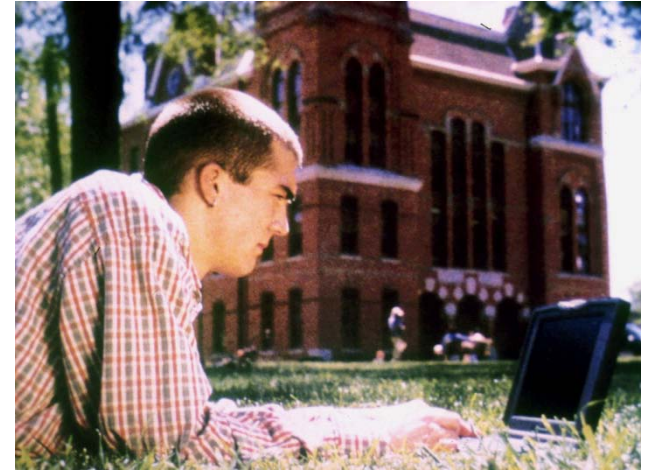


They are 12-13 years old today

WHO ARE THE STUDENTS OF TOMORROW?

Who are the students of tomorrow?

- Today's students have grown up with the Internet
- Electronics are a part of everyday life



WHO ARE THE STUDENTS OF TOMORROW?

Who are the students of tomorrow?

- Students today are sophisticated consumers
- The entire college experience is branded

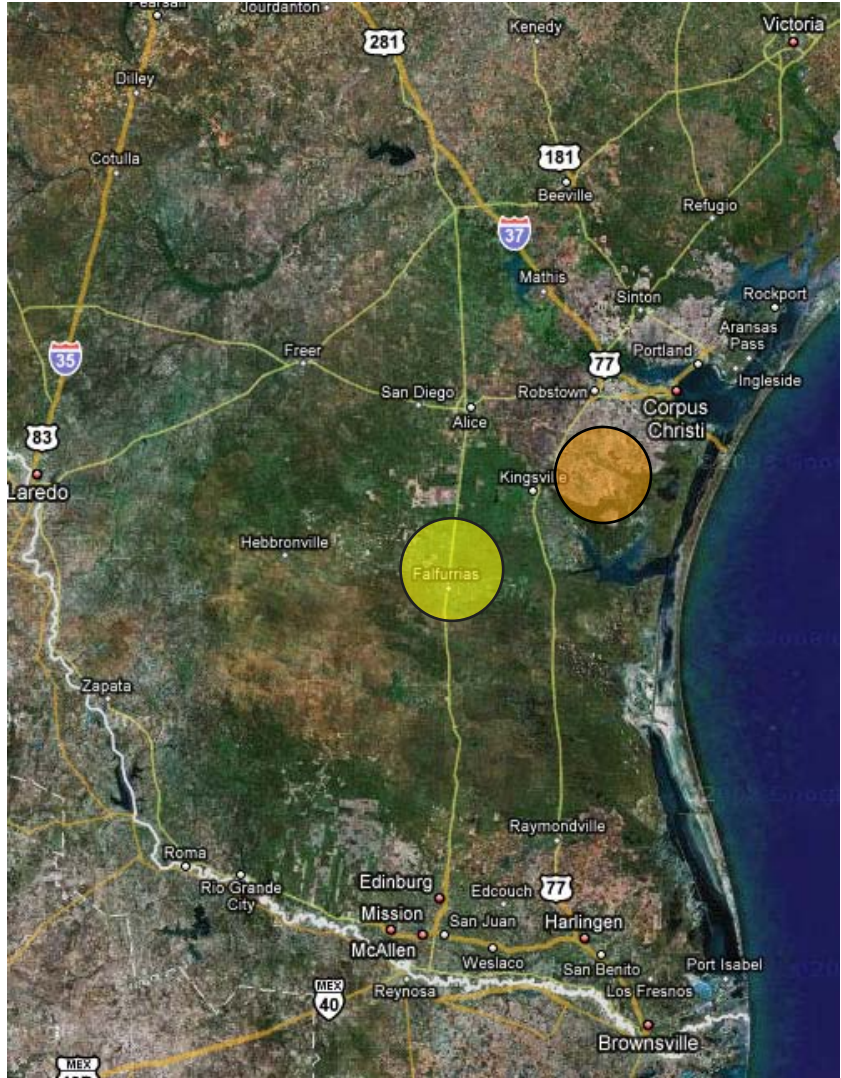


SOME OF THE QUESTIONS WE TEND TO ASK:

Location:

Where are we located in the greater South Texas Region?

What other institutions are we competing with for students?






SOME OF THE QUESTIONS WE TEND TO ASK:

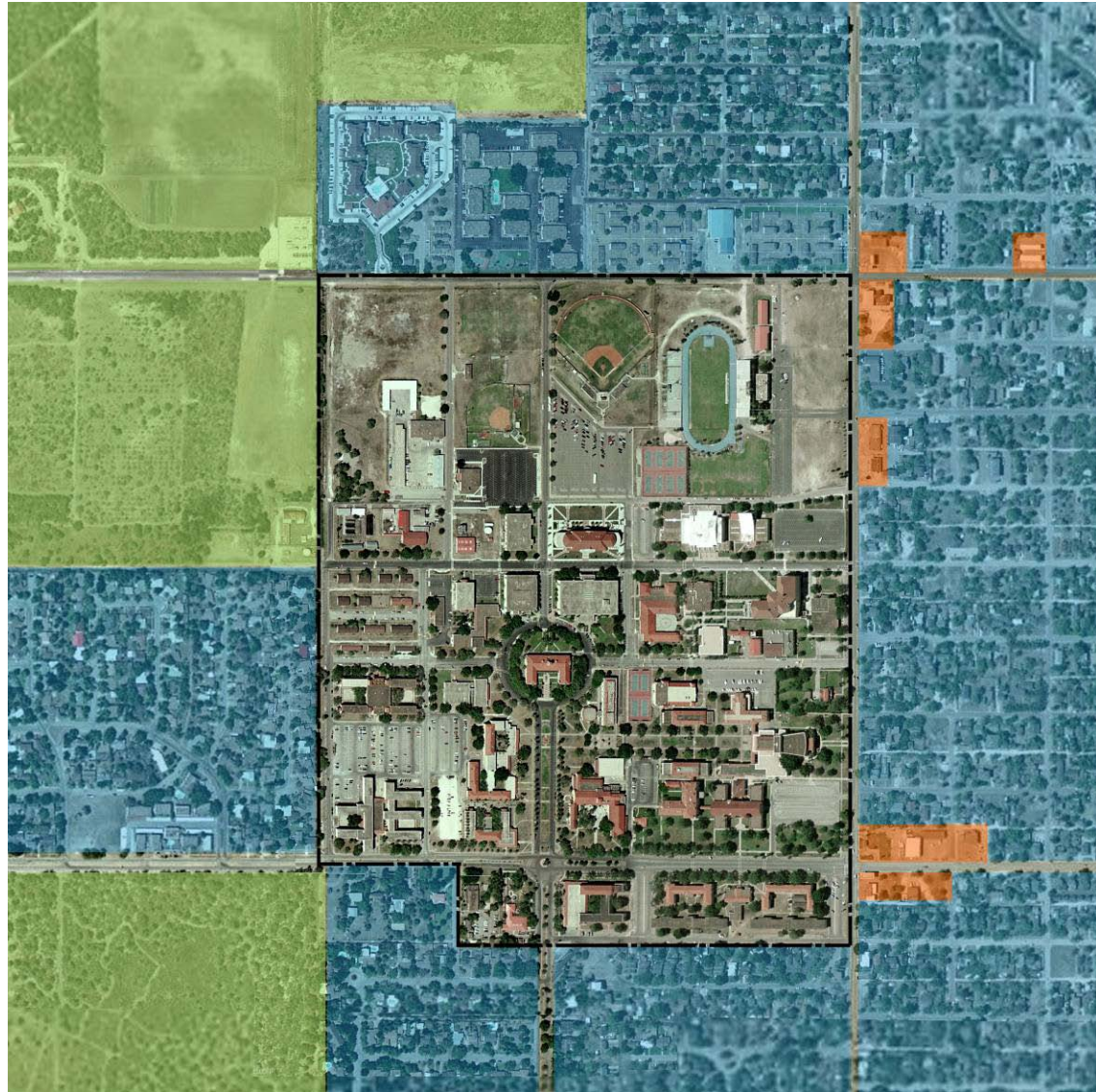
Who are our Neighbors?

Who do we affect as we continue to grow?

How will this affect our relationship to the adjacent neighborhood & community?

Could we ever imagine the development of a "College Town" mixed use area along either of these streets?

- Residential 
- Commercial / Retail 
- Agricultural 



SOME OF THE QUESTIONS WE TEND TO ASK:

Where should we grow?

How much more can we grow
on this campus?

How does this effect -

Housing / Student Life

Academics

Utilities and Infrastructure

Parking

Road Capacity

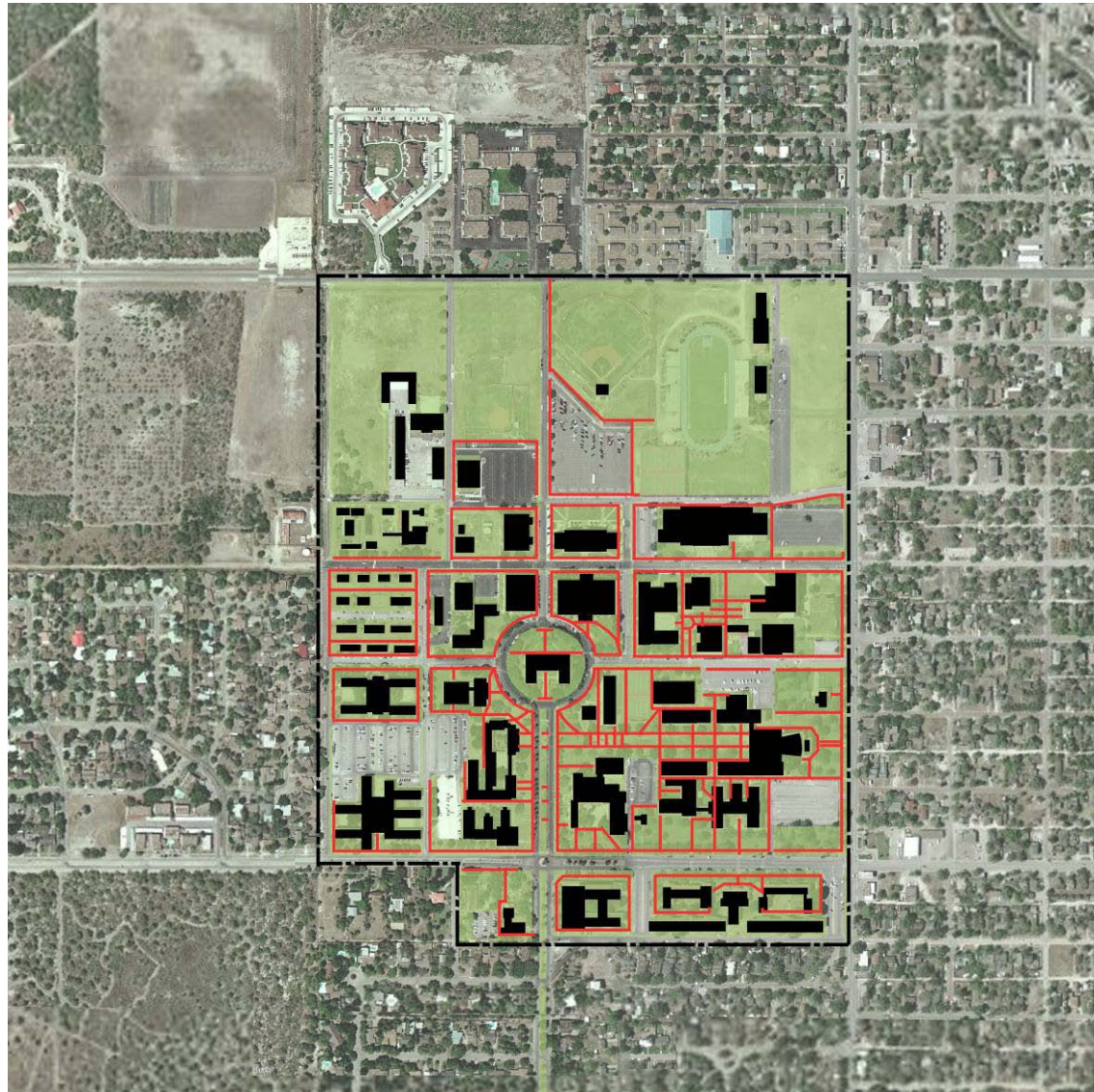
Should we replace older
buildings that are no longer
the highest and best use of
land in order to make way
for new buildings?



SOME OF THE QUESTIONS WE TEND TO ASK:

Pedestrian Circulation:

How do we continue to grow and maintain a pedestrian friendly campus feel?



SOME OF THE QUESTIONS WE TEND TO ASK:

Life Blood of the Campus:

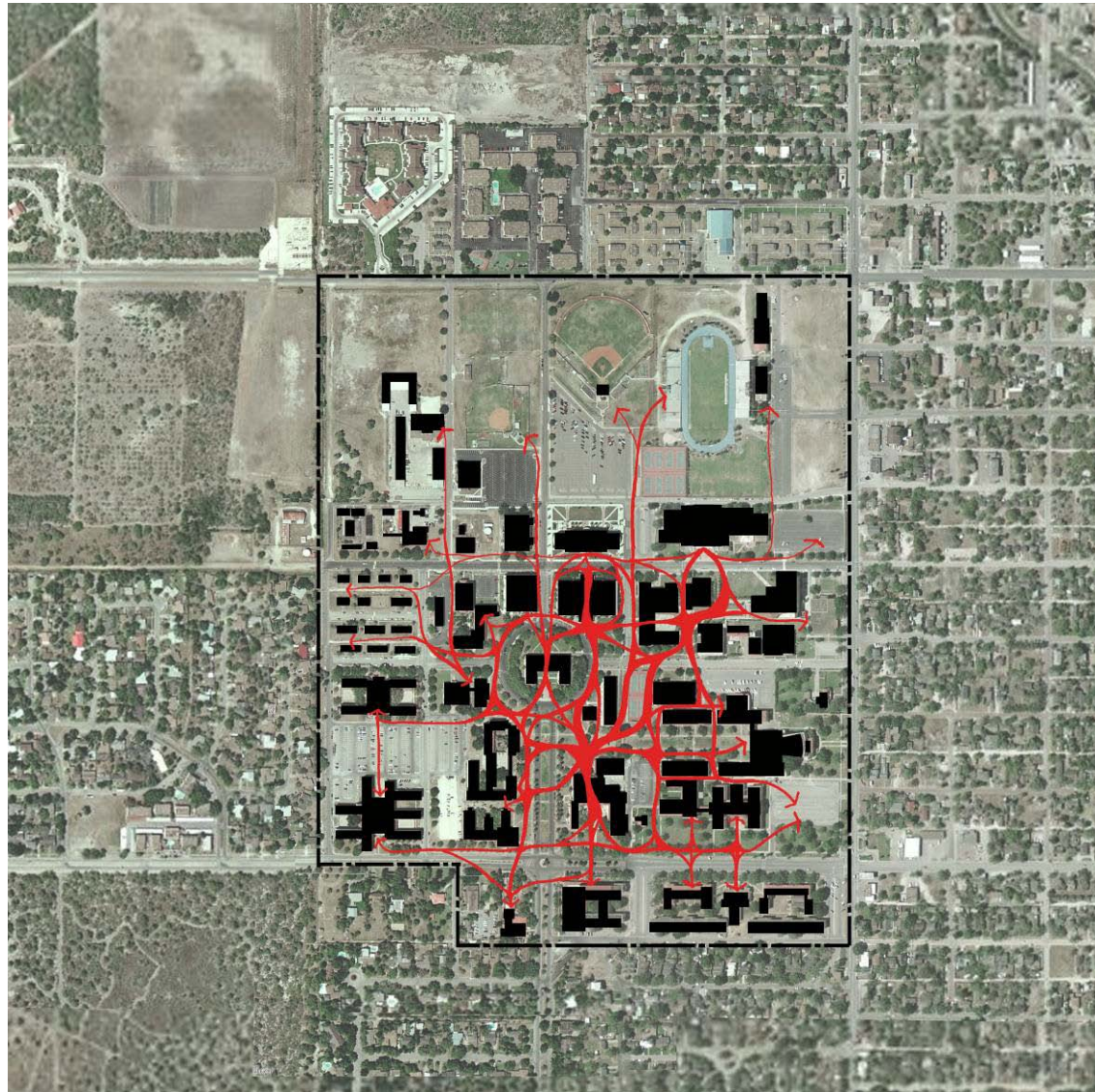
How do we continue to grow and still maintain a pedestrian friendly "Campus" feel?

Where is the heart of campus?

Where are students walking to and from?

What are the major destinations?

Does the campus have multiple "HEARTS"?



SOME OF THE QUESTIONS WE TEND TO ASK:

Vehicular Access:

How do we continue to grow while **maintaining vehicular and service access** while reducing the conflict between vehicles and pedestrians?

Are there **opportunities to create pedestrian malls** out by closing some of the streets that may be unnecessary?



SOME OF THE QUESTIONS WE TEND TO ASK:

Vehicular Access:

How do we deal Santa Gertrudis Street?

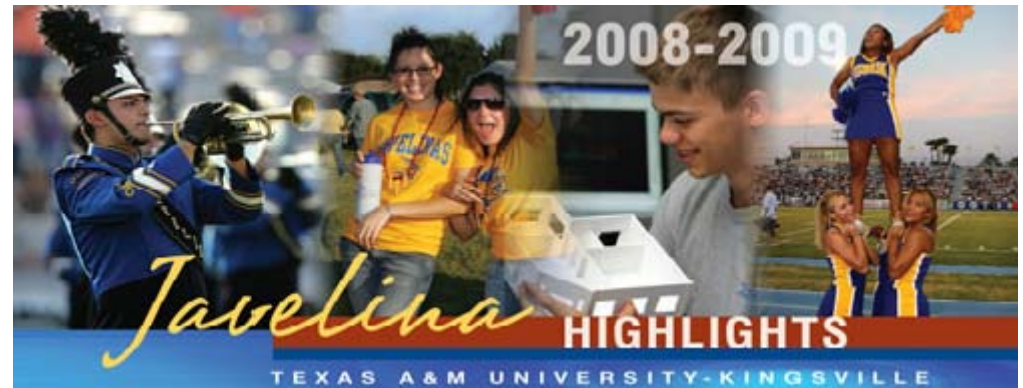
How do students cross WB Street safely?



SOME OF THE QUESTIONS WE TEND TO ASK:

Quality of Student Life

If the intention is to **increase the quality of student life on campus**, how do we create a sense of campus community through housing, rec sports, student body activities and campus amenities?

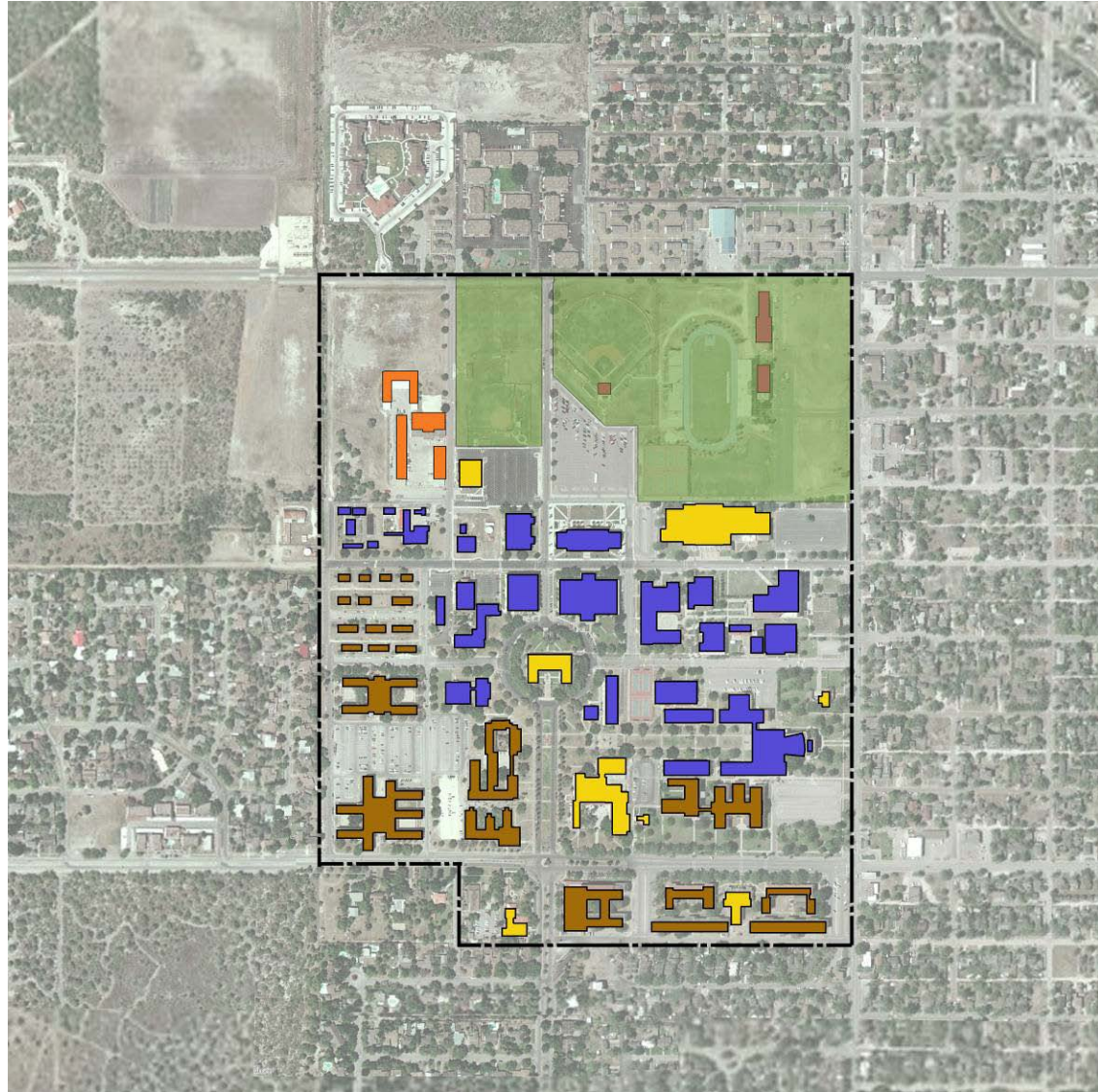


SOME OF THE QUESTIONS WE TEND TO ASK:

Building Uses:

How is our **campus currently arranged by use** and how does that effect future growth?

How do we **maintain synergies** between academic, student life and residential uses?







SOME OF THE QUESTIONS WE TEND TO ASK:

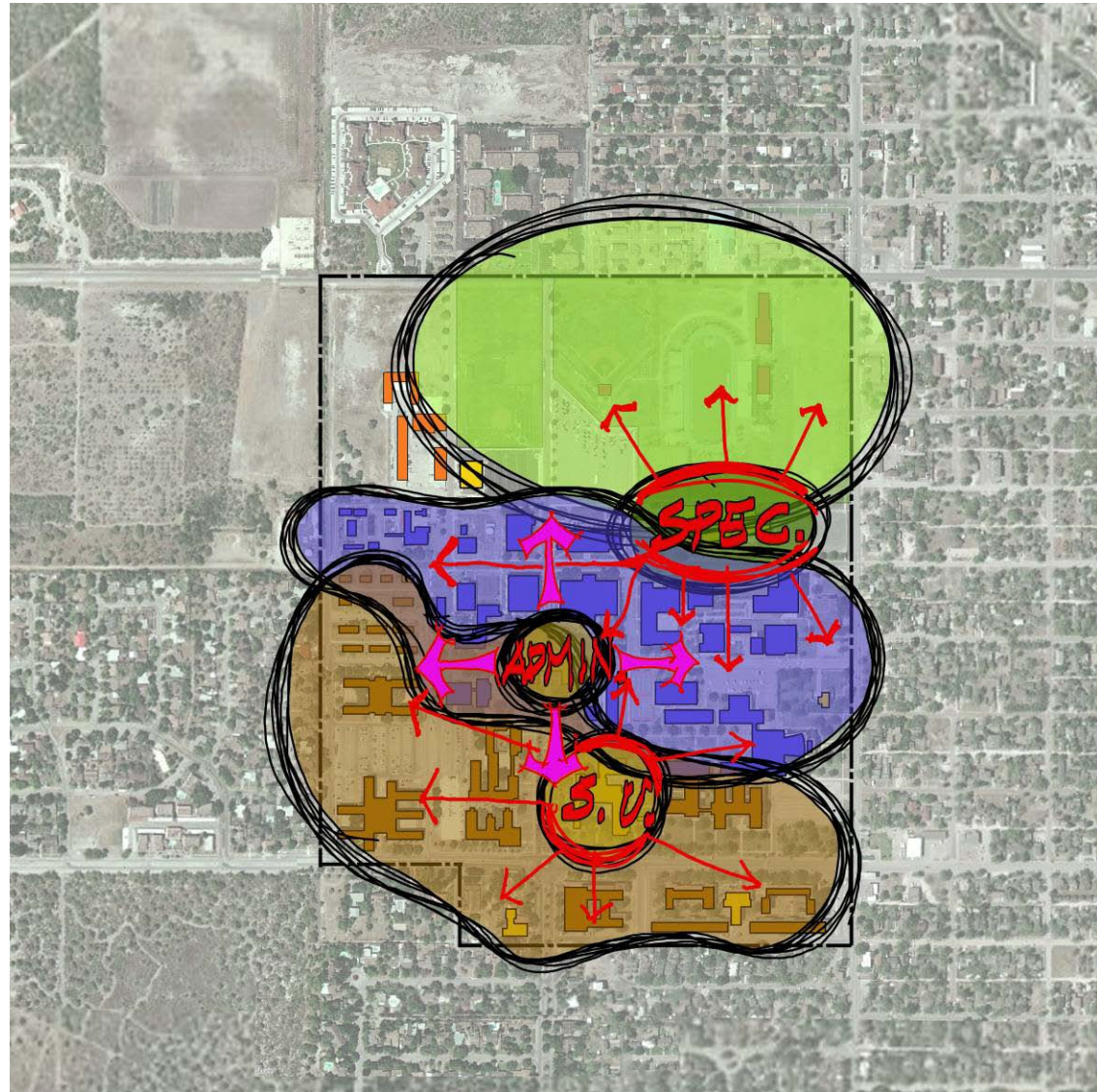
Programmatic Relationships:

How is our **campus currently arranged by use** and how does that effect future growth?

How do we **maintain synergies** between academic, student life and residential uses?

CENTRAL ADMIN, & STUDENT UNION are centrally located at the core of campus which feeds the rest of campus.

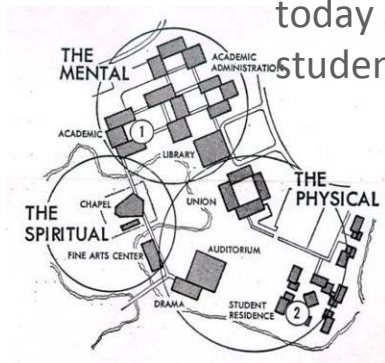
- Stud. Support 
- Academic 
- Housing 
- Rec / Athletic 






SOME OF THE QUESTIONS WE TEND TO ASK:

Origins of the American
Campus Planning
philosophy stems from the
notion that the physical
manifestation of a campus
should take on a spiritual
arrangement of its
programmatic
relationships:

- MIND - Academics
- BODY - Physical Exercise
- SPIRIT - Soul (interpreted
today as the active
student body)



- Stud. Support 
- Academic 
- Housing 
- Rec / Athletic 