



THE UNIVERSITY OF TENNESSEE
CHATTANOOGA


CAMPUS MASTER PLAN



CAMPUS ADVISORY BOARD
WORKSHOP 02 | MARCH 2022

WHY COMPLETE A CAMPUS MASTER PLAN?

- Create a vision for the future that aligns with the strategic direction of the University
- Create a guide for development over time
- Establish a basis for informed decision-making going forward
- Strengthen relationships within the campus and with the community
- Provide a roadmap and tools for implementation



**A synthesized
and comprehensive
Campus Master Plan
to focus and guide
your journey towards
inspiring positive
change and enriching
and sustaining your
community.**

UTC PROJECT & THEC UNDERSTANDING



**CAMPUS SPACE
NEEDS +
ENROLLMENT**



**DINING +
STUDENT LIFE**



**TECHNOLOGY +
INFRASTRUCTURE**



**SAFE CAMPUS
LANDSCAPE +
CIRCULATION**



**ENVIRONMENTALLY
SUSTAINABLE
INSTITUTION**



**DESIGN
GUIDELINES**



**LAND
ACQUISITION**



**FLEXIBLE
IMPLEMENTATION**



**CONNECTIONS TO
COMMUNITY**



**EMBRACING
DIVERSITY +
INCLUSION**

PLANNING DRIVERS



BUILDINGS

- Integrate current programming and initiatives
- Optimize instructional space
- Enhance student life
- Organize program adjacencies
- Housing, Housing, Housing



OPEN SPACE

- Expand access to greenspace
- Integrate indoor and outdoor learning
- Identify and maintain iconic view sheds
- Expand branded streetscapes and landscape



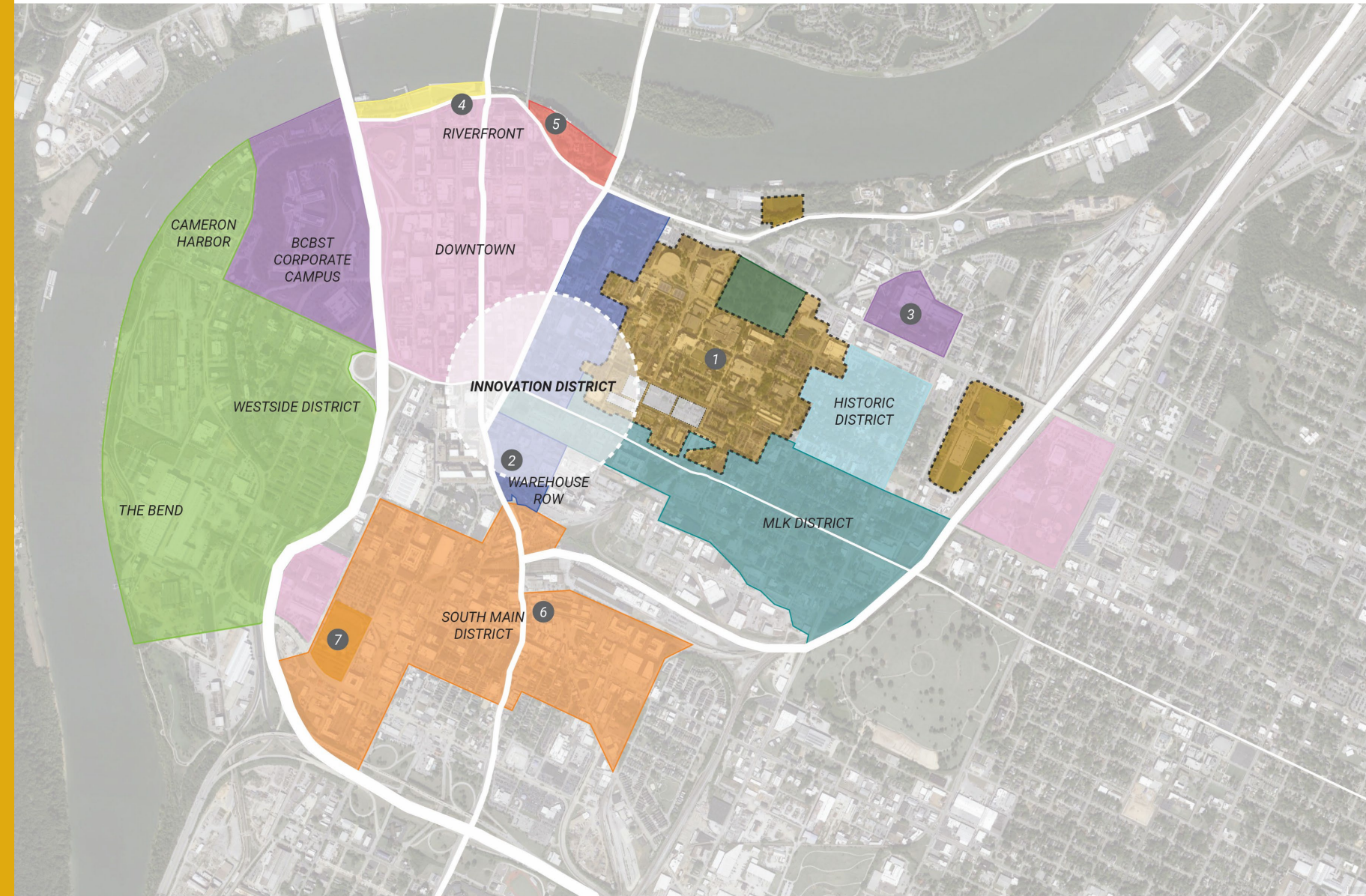
CIRCULATION

- Continue Pedestrian Focus
- Enhance the commuter/ visitor experience
- Encouraging multimodality
- Integrating topography into the solutions

CAMPUS CONTEXT

PLANNING DRIVERS

- Connect to cultural and natural resources
- Integrate campus into downtown
- Create spaces for innovation
- Address community and neighborhood dynamics



PROCESS OVERVIEW

01 Analysis and Assessment

**November 2021 –
March 2022**

- Collect and analyze existing campus data; Mapping physical campus analysis
- Space utilization study and needs analysis
- Determine issues and opportunities
- Kick-off Meetings; Workshop 01 – Listening; Focus Groups, Campus / Community Open House

02 Big Ideas and Concepts

**April 2022 –
June 2022**

- Big Ideas Workshop with campus – ideating for the future
- Create Site Plan Concepts and Alternatives
- Review meetings to present concepts and synthesize
- Workshop 03 – Big Ideas; Workshop 04 – Concept Synthesis

03 Planning and Implementation

**June 2022 –
August 2022**

- Site plan refinement
- Create Project Lists and Cost Estimates for Priority Projects and Campus Infrastructure Improvements
- Develop preliminary phasing plans and refined budgetary estimates
- Workshop 05 – Prioritization; Workshop 06 – Phasing & Funding

04 Documentation and Approvals

**September 2022 –
December 2022**

- Creating campus and project visualizations
- Draft Campus Master Plan reports for campus, community, and UT System review
- Final approvals

COMMITTEE STRUCTURE

UNIVERSITY LEADERSHIP

- WHO: Chancellor + University Leadership
- ROLE:
 - Report back progress throughout
 - Final decision making

STEERING COMMITTEE

- WHO: Broad Representation of Campus Units
- ROLES:
 - Active participation
 - Advises and provides planning direction
 - Elevates recommendations

WORKING GROUP

- WHO: Facilities Staff
- ROLES:
 - Coordinates data and scheduling
 - Provides input and review prior to workshops
 - Advises and provides planning direction

FOCUS GROUPS

- WHO: Campus Users - Focus Groups
- ROLES:
 - Provides input around specific topic areas
 - Meet in the beginning of the process and review draft plan

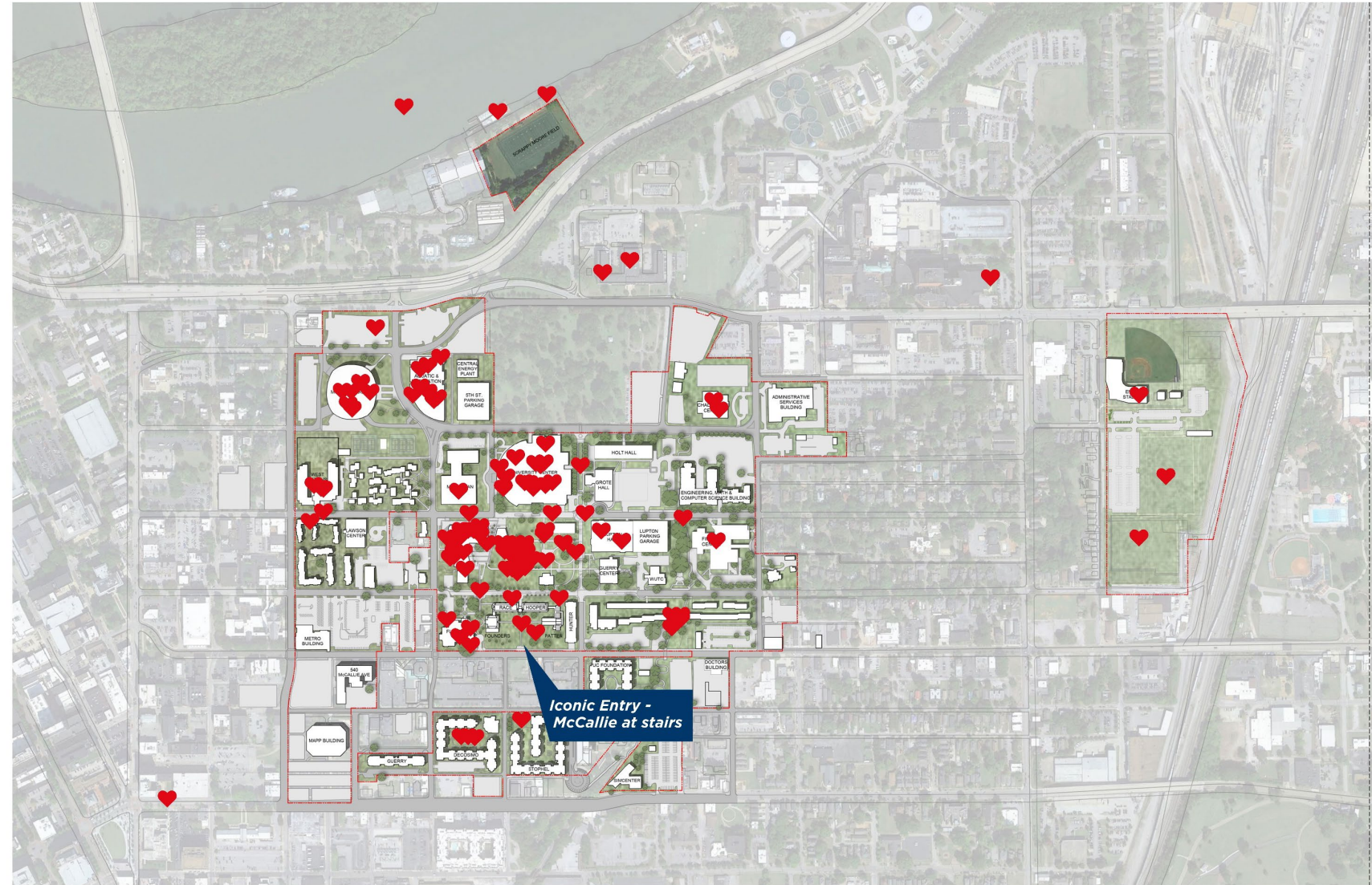
LISTENING SESSIONS + OPEN HOUSES

Staff	Student Life (Housing/Dining)	Community Engagement	Alumni	Black Greek Life	Black Faculty Association	Local High Schools	Lyndhurst Foundation
Local Business Leaders	Adult Learners	Disability Resource Center	Chattanooga Community Collaborative	City of Chattanooga	County	Enrollment Management	Foundation Board
Campus Affinity Groups	Frats and Sors	Faith Communities	Medical Communities	Faculty Senate Executive Committee	Council of Academic Department Heads	Deans Council	Circulation / Parking
Sustainability / Resiliency	Facilities and Operations	Utilities and Infrastructure (Electric)	Utilities and Infrastructure (Mechanical)	Landscape / Grounds	Information Technology	Student Government	Athletics

2 UTC IDENTITY


STRENGTHS

- Vine and Oak Street transformations have turned the campus into a pedestrian-focused campus
- University greenway trail – enhances campus connectivity
- MLK’s connection to campus – underutilized and untapped!
- Leverage local artists to provide instagrammable moments throughout campus
- Opportunity to celebrate change – “people are stunned at how much has changed – it is so pretty!”



STRENGTH 
existing campus assets,
great places to be

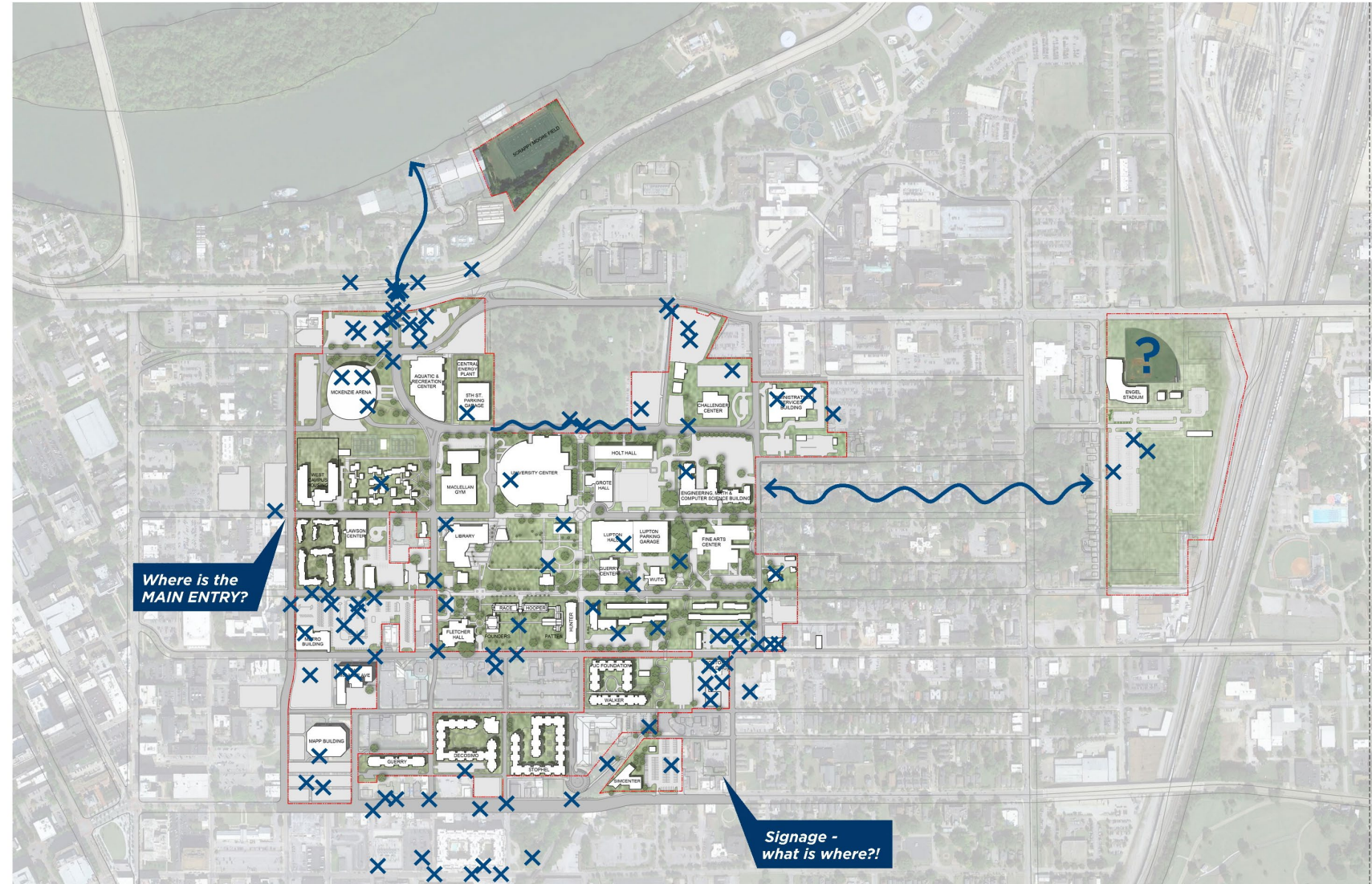
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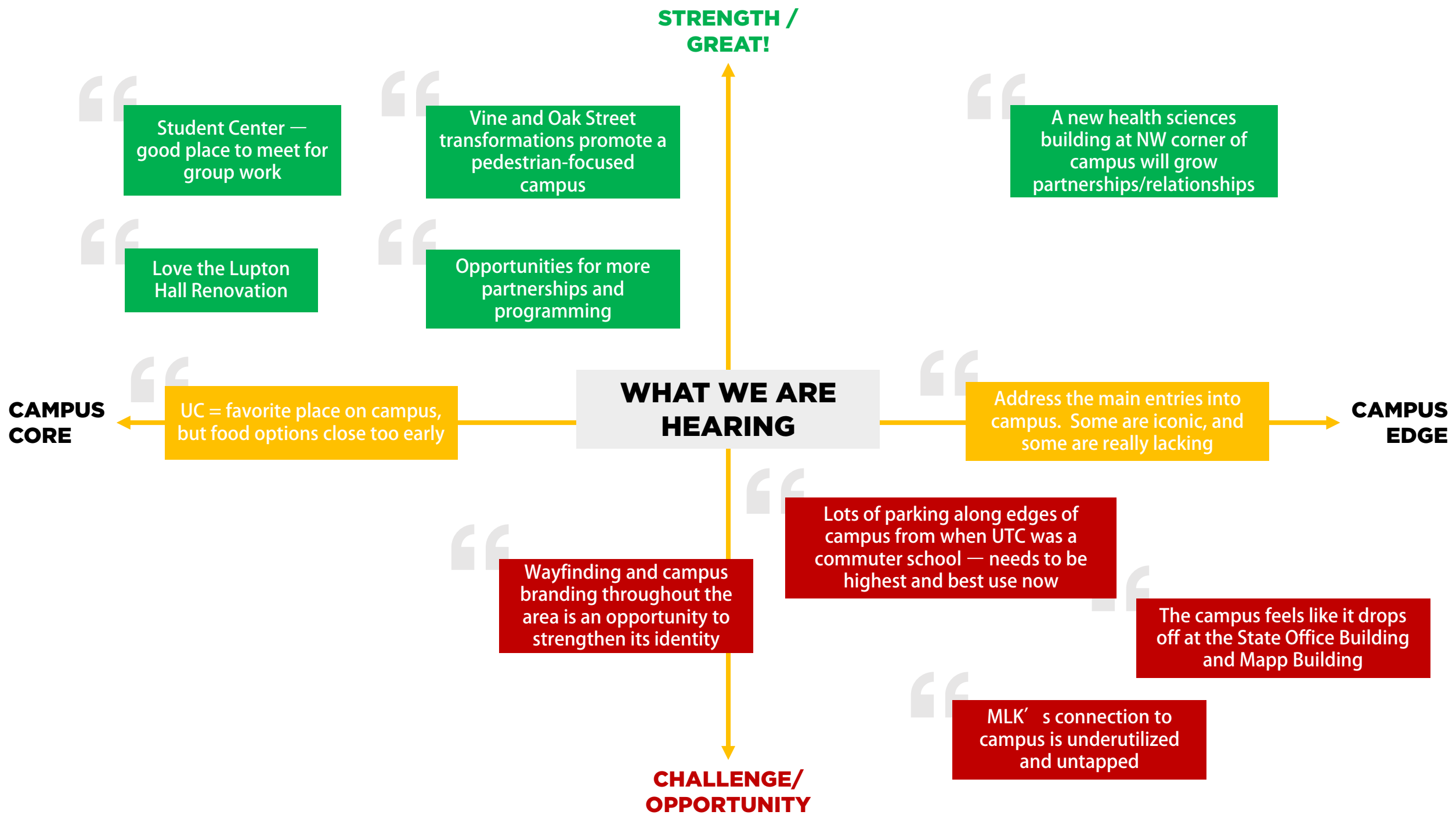
2 UTC IDENTITY

CHALLENGES

- “I never really feel like I know when I am on campus” – wayfinding, signage and identity
- “No love for anything south of McCallie” – a barrier to campus that needs pedestrian access
- Pedestrian access to Riverwalk is lacking
- Surface parking is deterring from pedestrian connectivity, unwelcoming and lack a sense of place – improve pedestrian connections given recent changes to 3rd and 4th Streets



WEAKNESSES X
existing campus weakness,
problem areas



STRENGTH / GREAT!

The core of the campus is an overall strength for aesthetics, experience, and use.

Student Center — good place to meet for group work

Vine and Oak Street transformations promote a sense of place on campus

Love the Lupton Hall Renovation

Opportunities for more partnerships and programming

A new health sciences building at NW corner of campus will grow partnerships/relationships

CAMPUS CORE

UC = favorite place on campus, but food options close too early

WHAT WE ARE HEARING

Address the main entries into campus. Some are iconic, and some are really lacking

CAMPUS EDGE

“

Wayfinding and campus branding throughout the area is an opportunity to strengthen its identity

Lots of parking along edges of campus from when UTC was a commuter school — needs to be highest and best use now

There is a lot of opportunity to activate the edges of the campus.

The campus feels like it drops off at the State Office Building and Mapp Building

MLK's connection to campus is underutilized and untapped

CHALLENGE / OPPORTUNITY

CAMPUS MASTER PLAN EMERGING THEMES



UTC STRATEGIC PLANNING

1 **STUDENT EXPERIENCE + WELLNESS**



2 **UTC IDENTITY**



3 **LEARNING + RESEARCH**



4 **PHYSICAL ENVIRONMENT**



1 STUDENT EXPERIENCE + WELLNESS

We believe that *students* are the *reason* our institution exists.

Through our culture and campus environment, we support the growth and well-being of the **whole student** – academically, socially, professionally, physically, and emotionally. *We embrace diversity by modeling inclusive excellence.*

1 STUDENT EXPERIENCE + WELL-BEING

We believe that success is the primary reason our institution exists. Through our culture and environment, we support the growth and well-being of our student - academic, professionally, physically, and emotionally. We achieve this by modeling inclusion and

2 UTC IDENTITY

We commit to **transformational engagement** with our community. We will create a **vibrant urban campus environment** that results in a **sense of pride** from the UTC and Chattanooga community.

1 STUDENT EXPERIENCE + WELL-BEING

We believe that success is not just about grades, but about the whole person. We reason our institution is committed to the holistic development of our students. Through our culture of care and support, we create a nurturing environment, where we foster personal growth and well-being. We are committed to a student - academic partnership that is professionally, physically, and emotionally. We are committed to this by modeling inclusion and equity.

2 UTC IDENTITY

We commit to transparency and engagement with our community. We will create a vibrant campus environment in a sense of pride and ownership. We are committed to Chattanooga and Chattanooga State Community College.

3 LEARNING + RESEARCH

Grounded in liberal arts education and workforce opportunities, we nurture a culture of creativity, scholarship and innovation.

UTC provides high-quality and equitable learning, research, and study spaces that support current instructional modalities, applied learning and expanded research.

1 STUDENT EXPERIENCE + WELL-BEING

We believe that student success is the primary reason our institution exists. Through our culture of excellence and a supportive environment, we provide the resources for student growth and well-being. We are committed to a student - academic success plan that is professionally, physically, and emotionally. We create a safe environment by modeling inclusion and respect.

2 UTC IDENTIFICATION

We commit to transparency and engagement with our community. We will create a vibrant campus environment in a sense of pride and ownership. We are committed to Chattanooga's future and the success of our students.

3 LEARNING AND RESEARCH

Grounded in liberal arts and workforce opportunities, we nurture a culture of scholarship and innovation. UTC provides high-quality, equitable learning experiences and study spaces that support various instructional modalities. We are committed to learning and expansion.

4 PHYSICAL ENVIRONMENT

We nurture a culture of creativity, scholarship and innovation. UTC continuously elevates the quality and condition of buildings, open space, and circulation to promote equity, safety, innovation, and comfort in the campus environment.

NEXT STEPS

BIG IDEAS WORKSHOP

- Let's ideate together.
- Qualitative Data -
 - Space Needs
 - Housing/Dining Study
 - Parking Study
- Quantitative Data -
 - Ideas from Open Houses and Focus Group, and you!

