

# CAMPUS MASTER PLAN

## University of Dayton

### Consultant Update - Tripp Umbach

July 27, 2007

Tripp Umbach began a research program in October 2006 to provide the University of Dayton with a comprehensive community market needs and feasibility study. The goal of the study was to identify the appropriate land use mix for the 50 acres of developable land on the western side of campus.

The approach to the study was to develop an understanding of what the University of Dayton Community and its key stakeholders (faculty, staff, students, community partners, residents) need as well as what the market demand is from a commercial and retail perspective. Tripp used a mixed methodology of research including community leader interviews, a student focus group, campus and community surveys, secondary market data, and peer market analysis.

The study found that overall, the UD market area (within a 10 mile radius around campus) is positioned in a relatively stagnant market. Indicators show little, and in some cases, negative growth. UD is in a unique position through the development of the new campus master plan to provide a spark to the local economy through mixed use development plan incorporating academic, spiritual, commercial, and quality of life needs into a gateway/destination location for local and regional consumers.

Tripp has completed its feasibility report and has outlined recommendations for the UD master planning team.

Tripp Umbach's recommendations:

- A centrally-located UDRI facility would act as an "anchor" component on campus. Anchors provide the supporting base for the smaller components to the development creating a destination or lifestyle center. UDRI would also serve as a magnet for other related companies helping to spark the economy through the creation of wealth and new jobs.
- Community interviews and the campus survey revealed a strong need for multi-purpose facility that can be used for the growing conference and meeting industry on university campuses. This facility can also be used for arts/cultural events and entertainment, and can include restaurants, lounges, business centers, and fitness facilities.
- A retail and service mix including a grocery/convenience store with pharmacy, a late night pub, marketplace style eatery with sit-down restaurant options, a coffee bar, clothing retail, and a movie theater.
- Green space and a pedestrian environment should be maintained, as it was the number 1 ranked feature of importance among the campus population from the survey.