Millennial District Proposal
Millennial Campus Vision

Millennial districts will be a catalyst in transforming UNCG into a world class University with a sense of place, joining the University faculty, students and staff with business, industry and government partners to enhance the institution’s research, teaching, and service missions while enhancing the economic development of the region.
Millennial District Model

- Using the University as an anchor, we desire to create distinct districts that allow talent, startups, established firms, non-profits, cultural assets and more to come together to innovate.
- The district concept is intended to encourage crowdsourcing of academic and business/industry activities that share common knowledge bases, work force and other interests.
- In today’s knowledge economy, university-centered districts are positioned to have an enormous economic and cultural impact.
A Different Kind of Model

• Creating millennial districts in established areas east and north of campus gives an opportunity to have private use integrated into these areas to spur research and innovation, economic competitiveness, diversity, healthy living, lifelong learning, sustainability and culture into the public realm.

• It should be noted that making an effective district is complex. For instance, a successful model will incorporate housing, retail and industrial development, among others with academic functions.
Using the Strategic Plan Framework to Guide Millennial Districts

• Millennial districts will align with what we are about – opportunity for all, being research intensive, student-oriented and having a sense of place.

• Millennial districts will focus around healthy lives, building vibrant communities and creating opportunities for global connections.

• Millennial districts will seek knowledge transformation, student transformation and regional transformation.
Health & Wellness Across the Lifespan District in Spartan Village

- The University is uniquely positioned in Spartan Village to encourage and stimulate basic and applied research and education about health and wellness and its applications for health promotion, quality of life, human development and economic benefits.
- The University has numerous academic programs, research units, and student activity groups in the field of health and wellness, as well as community-based partnerships with health organizations and agencies.
- Leveraging University assets, including the Leonard J. Kaplan Center for Wellness, the University can build on its strengths in research and education to advance health and well-being in the Piedmont Triad and beyond.
- Moreover, the district will encourage interdisciplinary health and wellness partnerships and entrepreneurial opportunities.
Visual & Performing Arts District
Along Tate & McLver

• The University is positioned to support a visual and performing arts district. In establishing the district, the University will designate our properties in this discrete area to be the focus of planning and incentives that will have a positive impact on quality of life and the economy within the district and beyond its borders into the rest of the community and region.
• With around 1500 students, excellent facilities and an internationally recognized faculty of well over 100 members, the College of Visual and Performing Arts already is a vibrant community of artists that annually produces more than 350 performances, exhibits, lectures and other events.
• Leveraging University assets from the Weatherspoon Art Museum on Tate Street to the Music Building on McLver Street, the University can builds on its strengths in visual and performing arts to inspire interdisciplinary art partnerships and entrepreneurial opportunities.
A View of UNCG With Proposed Millennial Districts

MAP KEY
UNCG Campus
Health & Wellness Across the Lifespan District
Visual & Performing Arts District
Governance & Management

• Most activities will be part of normal planning work of all administrative bodies and faculty/staff governance committees, as well as part of normal oversight of the Board of Trustees.

• We will ensure that as new partnerships are brought forward for consideration, they will be consistent with and advance the mission and strategic goals of UNCG.

• All activities, leases and sub-leases will have substantive links to existing faculty research, teaching or service.

• All buildings will be subject to site and design approval by UNCG administration and Board of Trustees.
Governance & Management

- UNCG’s Facilities Design and Construction will manage state-funded projects.
- Mixed-use multi-tenant buildings will be developed and owned by UNCG’s Capital Facilities Foundation (the Foundation), which will lease such facilities, to UNCG and to partner users. The Foundation also will be responsible for securing commercial financing and for management/operations of private-use or mixed-use facilities.
- In addition, facilities may be developed and owned by their users, via ground leases at fair market value. The Foundation may contract with UNCG or third parties to carry out some development activities or to operate private facilities. In such cases, UNCG will be compensated for services it provides at fees comparable to those that private asset managers charge.
Millennial Campus Authority

NC General Statute 116-198, Article 21B:
The Board of Governors may act “on recommendation made by the President of The University of North Carolina after consultation by the President with the Chancellor and the Board of Trustees of a constituent institution, to designate real property held by, or to be acquired by, a constituent institution as a "Millennial Campus" of the institution.

December 6, 2016
Millennial District Proposal

• The action item includes authorization for UNCG to pursue required approvals for the creation of two millennial districts:
  – Health & Wellness Across the Lifespan
  – Visual & Performing Arts
• Requests UNCG to update Campus Master Plan to reflect current millennial district proposal and identify any additional areas for future millennial designation
Millennial District Proposal

Questions?