



TENNESSEE HIGHER EDUCATION COMMISSION

REGULAR CALENDAR ITEM: V.

MEETING DATE: January 27, 2023

SUBJECT: Middle Tennessee State University Master Plan Amendment

ITEM TYPE: Action

ACTION RECOMMENDATION: Approval

BACKGROUND

Campus master plans are an essential element of higher education public policy. Master plans provide an opportunity for long-range planning that incorporates the institution's needs and ambitions, while also providing the public and state government a sense for how the institution might evolve over time. Whether the acquisition of strategic property, the need for and efficient use of facilities, or an analysis of how the campus footprint meshes with the surrounding community, master plans provide a method of anticipating and preparing for the future needs of the campus and the students it serves. THEC requires institutions to produce a master plan every ten years that addresses short-, mid-, and long-term needs of the campus with respect to building and land use, open space, vehicular circulation and parking, and land acquisition opportunities. Pursuant to THEC Policy 4.1.30B, institutions may amend a master plan in consideration of changes that are consistent with the objectives of the original plan.

MASTER PLAN SUMMARY

The proposed Master Plan Amendment to the Middle Tennessee State University (MTSU) *2016 Master Plan* includes development of a future hotel to serve the MTSU community. The proposed hotel will provide a partnership with MTSU's Hospitality and Tourism program that provides experiential-learning opportunities for students and will provide convenient lodging needed to support MTSU's academic and athletics demand.

MTSU retained Brailsford and Dunlavey as a special consultant to assist with hotel program development. As part of this work, Brailsford and Dunlavey provided assistance by: defining MTSU goals for the project, analyzing MTSU academic and athletic demand for hotel rooms, analyzing proposed hotel development sites, performing a comprehensive market feasibility study, and providing assistance with the request for proposal documents.

The feasibility study concluded that current hotel offerings near MTSU are limited in number and of low quality. With MTSU's current academic and athletics demand, the feasibility study concluded that the sites can support a 65+ key hotel. Further market sounding carried out by Brailsford and Dunlavey has confirmed interest for hotel development in this location by hotel developers.

The proposed amendment identifies two possible hotel development sites. Site #1 is the University preferred location for development and is located on the northwest corner of the MTSU campus along Greenland Drive. Site #2 is located directly across Middle Tennessee Boulevard from MTSU and is identified as an alternate location if required stormwater improvements make Site #1 financially unfeasible for development. Both proposed sites provide convenient lodging to support the MTSU community and are

located on property currently owned by MTSU.

Envisioned project delivery for hotel development includes issuance of a request for proposal for hotel developers to provide proposals for one or both proposed sites. MTSU will evaluate proposals and further negotiate with the best evaluated proposer to define development agreement terms. The agreement between MTSU and the hotel developer will take the form of a long-term ground lease agreement. All development costs and hotel management will be the responsibility of the hotel developer/operator.

Perkins and Will, the MTSU master planner, reviewed the proposed amendment and determined that the proposed hotel project is consistent with the vision of the *2016 Campus Master Plan*. The proposed hotel development concept also aligns with the MTSU *Academic Master Plan* by facilitating collaborations between students and the business sector (Strategic Direction 1) and providing experiential learning opportunities (Strategic Direction 2).

The proposed amendment was approved by the MTSU Board of Trustees with a unanimous vote on December 13, 2022.

RECOMMENDATION

The proposed Master Plan Amendment is consistent with the objectives included in both the MTSU *2016 Campus Master Plan* and the *Academic Master Plan*. THEC staff recommends this Master Plan Amendment for approval.