

Office of the President

Middle Tennessee State University
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Murfreesboro, TN 37132
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January 3, 2023

Dr. Robert Smith, Interim Executive Director
Tennessee Higher Education Commission
312 Rosa Parks Ave, 9th Floor
Nashville, TN 37243

Dear Director Smith:

MTSU requests approval to amend the MTSU *2016 Campus Master Plan* to include development of a hotel to serve the MTSU community. The envisioned hotel development is to provide a partnership with the MTSU Hospitality and Tourism program that allows experiential learning opportunities for MTSU students and will provide convenient lodging needed to support MTSU's academic and athletics demand.

MTSU has enlisted Brailsford and Dunlavey as a special consultant to assist MTSU by: analyzing MTSU's academic and athletic demand, defining MTSU's goals for the project, analyzing proposed site locations, providing a comprehensive market feasibility study, and assistance in composing a request for proposals for hotel development partners. Brailsford and Dunlavey found that current hotel offerings located within a three mile radius of MTSU are very limited and that MTSU's academic and athletics demand for hotel stays can support a 65+ key hotel development.

Development for this project is envisioned as a long-term ground lease arrangement with the hotel development partner responsible for all development costs and management of the hotel.

This amendment request was approved by the MTSU Board of Trustees on December 13th by a unanimous vote.

Thank you for your consideration with this request and don't hesitate to reach out to me should you have questions or need additional information.

Sincerely,

A handwritten signature in blue ink, appearing to read "Sidney A. McPhee".

Sidney A. McPhee
President

2016 MTSU Campus Master Plan Amendment

Proposed Amendment:

This proposed amendment will revise the *2016 Campus Master Plan* as required to facilitate development of a future hotel. This hotel will serve the MTSU community by providing a partnership with the MTSU Hospitality and Tourism program that allows real-world experience for the program's students and provide convenient lodging needed to support the demand of MTSU's athletics and academic programs campus wide.

The project delivery for hotel development will include a publicly advertised request for proposals for hotel development. Proposers will have the option of submitting proposals for either or both proposed hotel sites with financial proformas. MTSU will evaluate the proposals and further negotiate agreement terms with the best selected proposer. The agreement for this development will be in the form of long-term ground-lease with the hotel developer responsible for all development cost for the hotel, management of hotel operation, and lease payments for the use of property.

Brailsford and Dunlavy has been retained to assist MTSU by analyzing MTSU's induced and affiliated demand for hotel rooms by both MTSU academics and athletics, defining MTSU's goals for the hotel concept, carrying out a comprehensive market feasibility study, analysis of both proposed sites for development, and providing assistance in composing the request for proposal document and evaluating proposals.

The feasibility study has determined that the current hotel market in Murfreesboro is strong and with MTSU's current hotel demand will support a 65+ key hotel with a family-oriented, sports-themed restaurant. The request for proposal for hotel development will include flexibility to propose more hotel room capacity and other amenities based on each proposer's own feasibility analysis.

Proposed site options for hotel development include:

- **Site #1** – the preferred site for the hotel development
 - 4.0 acres +/- located directly north of the Murphy Center
 - Provides convenient access to support MTSU athletics facilities and the remainder of campus
- **Site #2** – alternate site included if needed stormwater infrastructure on Site#1 makes that location financially infeasible for development
 - 3.8 acres +/- located on the south-west corner of the Greenland Drive and Middle Tennessee Boulevard intersections
 - The Middle TN parking lot (Woodfin lot) and a residential structure are currently located on this parcel
 - This site is included as an alternate site if needed stormwater infrastructure on Site #1 should make that location unfeasible for development

The MTSU Board of Trustees approved this amendment request on December 13, 2022 with a unanimous vote. Upon THED approval, amendment approval request will be made to the State Building Commission. Future approvals for the issuance of the RFP and the lease agreement will also be required with the State Building Commission.

Perkins&Will

Date: 12.5.2022

Bill Waits, Architect

Assistant Vice President, Campus Planning

Middle Tennessee State University

P.O. Box 44

Murfreesboro, Tennessee 37132

Re: Middle Tennessee State University Amendment to 2016 Campus Master Plan

Dear Mr. Waits,

Perkins&Will has reviewed the proposed updates to the 2016 MTSU Campus Master Plan and support the changes included in the Background section of this amendment. The proposed projects are consistent with the vision of the 2016 Campus Master Plan.

Project Description - Campus Hotel Building

A new hotel will be built on campus and two proposed sites have been identified on the southwest corner of Greenland Drive and Middle Tennessee Boulevard, roughly 3.8 acres in total.

The owner's hotel consultant, Brailsford and Dunlavey, has developed a feasibility study that determined that a minimum of 65 rooms are required to meet the demand of the University. The hotel will include a casual restaurant serving guests, the University, and the surrounding community.

Hotel success has been defined by the following outcomes:

1. Academics – Deliver an experiential learning opportunity for the MTSU Tourism and Hospitality Management program.
2. Athletics – Foster community within the Blue Raider Nation and advance recruitment and retention objectives.
3. Campus Experience – Enhance the campus experience for current and prospective students, faculty, fans, and the surrounding environment.

The hotel project concept compliments the MTSU academic objectives, fosters the athletics community, enhances the campus experience, captures academic and athletics hotel demand, and addressed a missed hotel market.

The hotel concept aligns with broader MTSU plans and alignment with the Academic Master Plan goals:

- Strategic Direction 1 – Promote Engagement: the hotel will facilitate collaborations between students, faculty, and the business sector.
- Strategic Direction 2 – Innovate for Effectiveness and Efficiency: the hotel will provide a partnership with the MTSU Tourism and Hospitality Management program and the operations of the hotel to provide experiential learning opportunities.

Date: 12.5.2022

Re: Middle Tennessee State
University Amendment to
2016 Campus Master Plan

Master Plan Vision

The 2016 MTSU Campus Master Plan outlines a vision for campus development in terms of buildings, open space, circulation and parking, transit and bicycle, utilities, and land acquisition. Recommendations synthesize MTSU goals, program aspirations, community concerns, and physical and funding constraints on development.

The goal of the Middle Tennessee State University 2016 Campus Master Plan was to create a living master plan document tool to guide future growth at MTSU. Updates to the master plan are made by amendment.

The Campus Master Plan supports unfolding new institutional goals and initiatives that strive to:

- Enhance academic quality
- Foster student-centered learning
- Leverage resources through partnerships

Framework for Flexible Growth

The proposed updates have been reviewed for alignment with the planning strategies and recommendations included in the 2016 Campus Master Plan. These elements provide a framework for flexible growth that positions MTSU to realize the following outcomes and objectives:

1. Envision a new future for the Historic West part of campus by defining renovation and repurposing strategies that showcase MTSU heritage
2. Maintain the academic core by locating learning and research facilities within a 10-minute walk.
3. Use existing campus massing, open space, pedestrian corridors, viewsheds, and street networks to organize infill development.
4. Enhance campus quadrangles to create learning landscapes.
5. Distribute parking around the perimeter of the campus.
6. Promote a pedestrian- and bike-friendly campus and encourage ease of multi-modal movement.
7. Create cohesive neighborhoods for men's and women's intercollegiate athletic programs.
8. Promote a vibrant Town and Gown experience by strengthening the campus perimeter and promoting campus-supportive development adjacent to campus.

A proposed Building Use Plan follows. This drawing includes the locations of the amended projects and shows how they are integrated into the overall planning of the MTSU Campus.

Please let me know if you have additional questions.

Sincerely,



Jeff Ziebarth
Principal
Perkins&Will

Northwest Athletics Quadrant

North of the Historic West Campus, new construction dedicated to meet athletic requirements are shown. These improvements include significant practice and performance facilities that are additions to both the north and south ends of Floyd Stadium. An indoor practice field, along with two outdoor practice fields, are located north of the stadium. To facilitate this growth, realignments to both Faulkinberry Drive and surface parking south of Greenland Drive must be completed. Additional new facilities proposed in the athletics neighborhood include a baseball weight room located south of Smith Baseball Field and a Physical Education Learning Activities Addition. This expansion to Alumni Memorial Gym can provide a link to Floyd Stadium and provide space for a new natatorium to replace the existing pool.

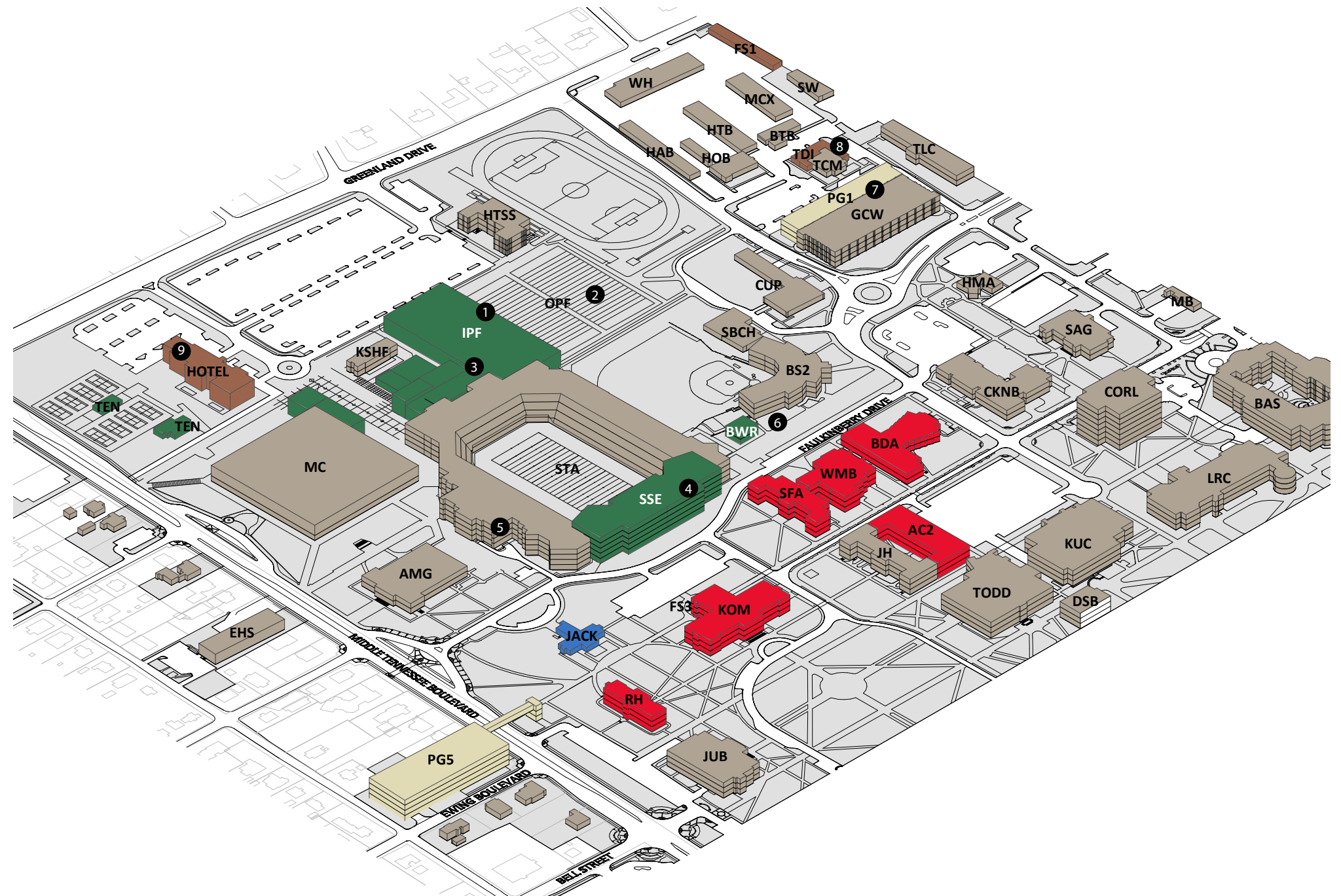
Campus Hotel Building

A new hotel will be built on campus and two proposed sites have been identified on the southwest corner of Greenland Drive and Middle Tennessee Boulevard, roughly 3.8 acres in total. Site #1 is the preferred location for hotel development. An alternate site (Site #2) is proposed if the stormwater infrastructure required for Site #1 development is financially infeasible. Campus Hotel Site #1 shown in Figure 3.1a.

The owner's hotel consultant, Brailsford and Dunlavey, has developed a feasibility study that determined that a minimum of 65 rooms are required to meet the demand of the University. The hotel will include a casual restaurant serving guests, the University, and the surrounding community.

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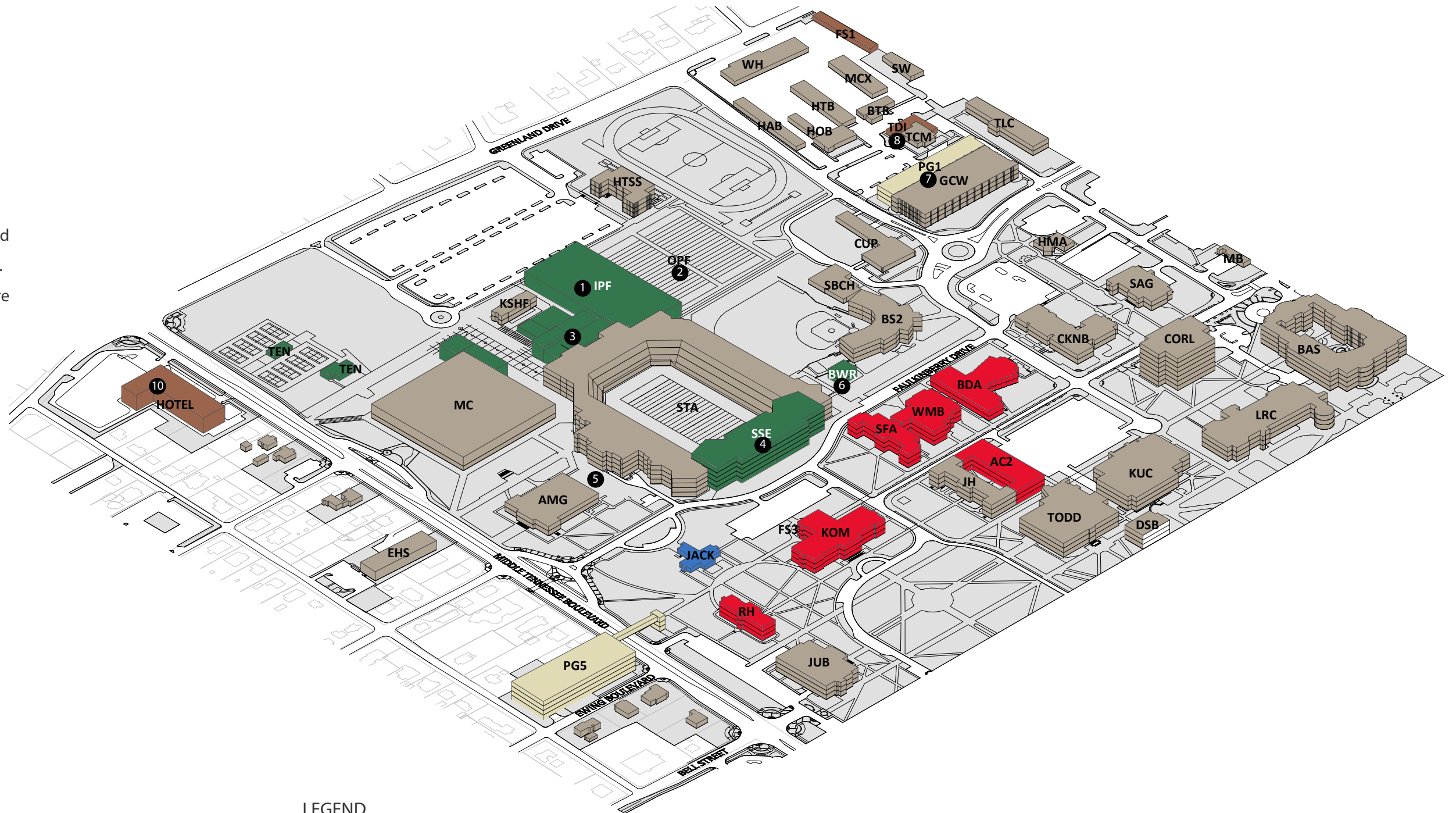
- | | |
|--|---|
| 1. Indoor Practice Field | 7. Champion Way Garage Expansion |
| 2. Practice Field Expansion | 8. Telecom / Data Infrastructure Improvements |
| 3. North Stadium Expansion | 9. Campus Hotel, Site #1 |
| 4. South Stadium Expansion | 10. Campus Hotel, Site #2 |
| 5. Physical Education Learning Activities Addition | |
| 6. Baseball Weight Room | |



Figure 3.1 a Athletics Quadrant Isometric View

Campus Hotel Building

A new hotel will be built on campus and two proposed sites have been identified. Campus Hotel, Site #2 shown in Figure 3.2b.

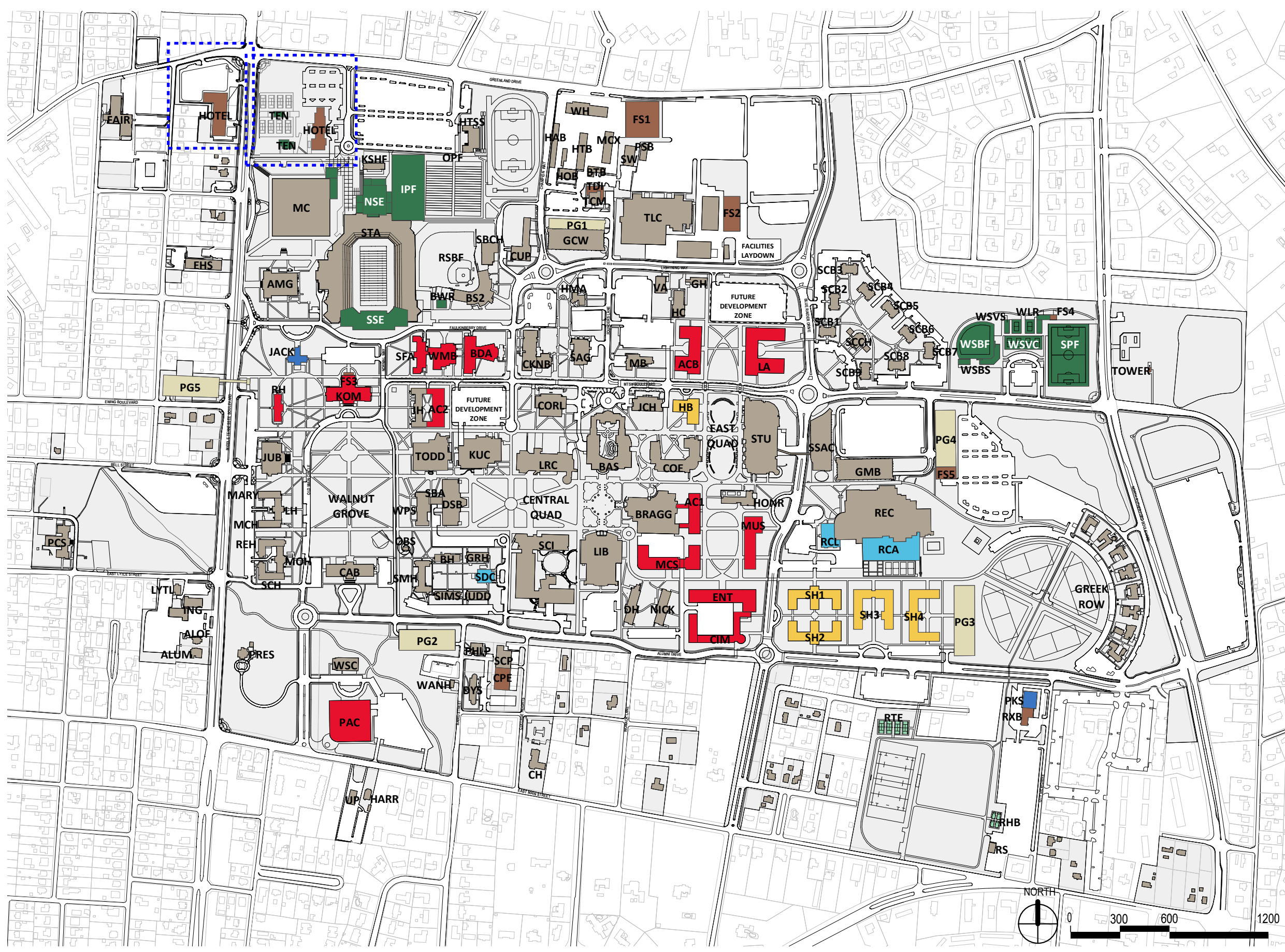


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| 4. South Stadium Expansion | 10. Campus Hotel, Site #2 |
| 5. Physical Education Learning Activities Addition | |
| 6. Baseball Weight Room | |



Figure 3.2 b Athletics Quadrant Isometric View



OVERALL BUILDING USE

- INSTRUCTIONAL
CLASSROOM/LAB &
ACADEMIC OFFICE
- ADMINISTRATIVE/UNIVERSITY
OFFICE SPACE
- STUDENT RESIDENCE
- STUDENT LIFE
- ATHLETICS
- RECREATION
- LIBRARY/STUDY
- SPECIAL USE/PUBLIC
SERVICE
- SUPPORT SERVICES/
PHYSICAL PLANT
- PARKING GARAGE
- RETAIL DINING HUB

Figure 3.3 Overall Building Use