



**COMMUNITY FORUM NEWSLETTER**

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**COMMUNITY FORUM NEWSLETTER**

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**THE UNIVERSITY OF UTAH  
SPRING COMMUNITY FORUM MEETING  
THURSDAY, APRIL 11, 2013 | 4:30 – 6:00 P.M.**

**Natural History Museum of Utah  
Community Room (north end)**  
301 Wakara Way in Research Park  
Free parking west of the building

**We welcome your attendance, comments,  
and participation in the discussion.**

**AGENDA:**

- **Presentation by Mike Lynch and Alex Roy**  
*Students from the Salt Lake City Workshop, Department of City and Metropolitan Planning, College of Architecture + Planning*
- **Parking terraces for campus**  
*David Moyes, Construction Manager, Department of Commuter Services, University of Utah*

*The following items were discussed at the University of Utah's annual Community Forum, held Jan. 10, 2013, at the Natural History Museum of Utah.*

**NATURAL HISTORY MUSEUM OF UTAH**

**Ann Hanniball, Associate Director  
The Natural History Museum of Utah**

The museum has three facilities projects in the planning stages.

**New Trail Head**

The museum's Gambel Oak forest includes a trail, designed by Alpine Trails, that now leads from the intersection of Colorow Road and Wakara Way, through the oak forest, to the museum. This recent upgrade resolves an earlier access problem by improving the trail head at the intersection.

**Trail safety provisions**

The north-south Bonneville Shoreline Trail, which runs in front of the museum, intersects with the east-west pedestrian traffic coming back and forth between the parking lot and the museum's front doors, so the potential for conflict between bicyclists and pedestrians at that point is quite high. Some people who come from the parking lot and aren't aware of trail protocol don't pay attention to the cross traffic; and likewise, some bicyclists come down the trail too quickly. As a temporary measure, portable signs have been used, but they blow over in the wind. To address this safety issue, museum staff is considering various designs to help manage the intersection of the trail and the entrance to the museum.

**Trail signage**

Informational signage connects the museum's exterior and interior experience. A "time trail" from the top of the trail preserve into the parking lot is designed to orient visitors in time and space, and to encourage them to think about the foothill ecotone (the transitional zone between two distinct ecological communities—in this case, urban and natural) as a biologically and culturally interesting place. To improve the signage elsewhere on the museum site, staff members are working with several groups, including trail designers; managers in the Parks, Recreation and Public Lands Department in Salt Lake City and Salt Lake County; and the National Parks Services Rivers, Trails and Conservation Assistance Program.

Hanniball will report back to the Community Forum as things develop.

**IMAGINE U BRAND CAMPAIGN**

**Bill Warren, Chief Marketing & Communications Officer,  
University of Utah**  
**Brian Rasmussen, Director of Marketing,  
University of Utah**

Bill Warren and Brian Rasmussen presented information on the U's new branding initiative, "Imagine U." Warren spoke about the importance of marketing public universities, noting that effective branding of the university elevates awareness of its premier programs, retains and attracts the best faculty and brightest students, engages alumni, develops key relationships

*(Continued on next page)*

at the U instead of transferring to another school to complete their degree. The site offers convenient access to transit, and the hours of operation will not conflict with peak-hour traffic to and from campus. The building is scheduled to be completed in December 2014.

**Parking Structures**

Two parking structures will be built beginning this summer, one in the parking lot west of the Sutton Building, near 100 South; the other in the Business Loop lot west of the Jon M. Huntsman Center and south of Milton Bennion Hall. Currently, there are 331 parking spaces total in those two lots. The two new structures will provide parking for about 1,200 vehicles. Construction is expected to be completed by July 2014.

**George Thomas Building**

The Center for Science and Mathematics Education will move to the remodeled George Thomas Building on Presidents Circle. The building also will include some research labs. Scheduled completion date is July 2015.

**Basketball Training Facility**

A new training facility for the Utah basketball team will be located adjacent to the HPER complex.

For additional information and more details on these projects, visit the Facilities Planning (<http://facilities.utah.edu/>) website. It includes a construction impacts map showing the location of campus construction projects and how they are affecting pedestrian flow and traffic, as well as a projects page with information on current and recently-completed projects.

with corporations and organizations, and unifies the university's message. He added that the brand needs to be "durable" in order to last for at least a decade and flexible enough for each campus entity to use.

Focus groups comprised of current students, faculty, staff, alumni, and prospective students were consulted throughout the information-gathering process. These groups identified institutional strengths, including top tier teaching and research, collaborative learning experience, a leading-edge health sciences program, well prepared graduates for competitive workforce, unique and inspiring environment, and strong community engagement programs. From this information the new brand "IMAGINE U" was created. Warren noted that brand workshops, conducted by Brian Rasmussen, have helped campus entities develop strategies to effectively use the new brand to get their message out.

To conclude the presentation, Warren and Rasmussen presented the video ads featuring faculty, students, and alumni. Rasmussen noted that all statewide television stations have partnered with the University to help launch the new brand. The initial ads were aired—all at the same time—on the evening news on Jan. 1, 2013.

Warren and Rasmussen plan to work with the different campus entities to help them integrate the new campaign into their own materials. Learn more about the Imagine U campaign online at [imagineu.utah.edu](http://imagineu.utah.edu).

### 2013 LEGISLATIVE PRIORITIES OF THE UNIVERSITY OF UTAH

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#### **Jason Perry, Vice President, Government Relations, University of Utah**

The U's top two legislative priorities are increased compensation for faculty and staff, and funding to increase the class size of the medical school.

Four years ago, \$10 million in federal Medicaid funds that were used to help fund the medical school were cut and the class size was decreased from 102 to 82 students. In Senate Bill 42, sponsored by Senator John Valentine and Representative Michael Kennedy, the university is asking the state to allocate \$10 million to restore the 20 slots that were lost and add an additional 20 slots, bringing the total class size to 122 students. Additionally, under the new language of Senate Bill 42, 80 percent of each class admitted to our medical school must be either a Utah resident or a student who graduated from a Utah high school or college.

Utah is facing a critical shortage of trained physicians. This shortage will intensify with the influx of the newly insured in 2014, as a result of the Affordable Care Act.

Some interesting statistics:

- Two thirds of all Utah physicians received either their medical school or residency training at the University of Utah.
- More U medical students choose a primary care residency than many medical schools in the country.
- On average, it takes seven to 10 years to fully train a new physician: four years in medical school, three years in a residency, and one to two years in a fellowship for subspecialty training.
- Utah has a strong applicant pool. Last year there were 1,376 applicants for 82 slots, a ratio of 17:1. Every year, qualified applicants are turned away. Increasing the class size will enable the U to keep more of Utah's top students in Utah.

The 2013 Utah State Legislature was in session from Jan. 28 to March 14.

### 2013 CONSTRUCTION PROJECTS AND IMPACTS

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#### **John McNary, Director, Campus Planning, University of Utah**

#### **CONSTRUCTION PROJECTS UNDER WAY**

##### **The Thatcher Building for Biological and Biophysical Chemistry**

This addition to the existing Henry Eyring Chemistry Building was completed in December 2012 and dedicated March 13, 2013. It is located north across South Campus Drive from Rice-Eccles Stadium near Einer Nielsen Fieldhouse. The building provides much needed research and lab space for students. Impacts are minimal.

##### **David Eccles School of Business**

Phase 1 of this project, the Spencer Fox Eccles Business Building, was completed one year ago. This second phase will be finished in May. It will provide much needed collaborative facilities that didn't exist elsewhere.

##### **Football Center**

The Football Center, as well as some of the practice fields behind it, are being replaced. The facility is located on Guardsman Way adjacent to the football training facility.

#### **Utility Systems Upgrades**

Upgrades to electrical and high temperature water lines will not impact neighbors, but will impact the campus community, since many are located underground and the work will require digging trenches. The project is expected to be completed by August 2013.

#### **Kennecott Building**

Seismic upgrades and some remodeling is under way at the Kennecott Building, located on the north corner where 100 South turns into North Campus Drive. Among other things, the project includes adding ADA features—including an elevator—and more academic space. Additional upgrades to the Kennecott Building, to be made at a later date, will include improving the parking lot to provide better accessibility, and increasing the size of the building.

#### **Beverly Taylor Sorenson Arts and Education Complex**

Located on the edge of the Business Loop near the Jon M. Huntsman Center, the Sorenson Arts and Education Complex is a collaborative project among Virginia Tanner Dance, the College of Education, and the College of Fine Arts. The new building will provide Tanner Dance with an increased number of studios, and will be the new location for the College of Education and its administration. The building will provide space for teachers to learn to integrate fine arts into the educational curriculum for children. There will be a slight change in traffic flow around the Business Loop because of the increased number of young people taking Tanner Dance classes. The building is expected to be completed in November 2013.

#### **L.S. Skaggs Pharmacy Research Building**

This new research building adjoins the existing Skaggs Pharmacy Building and provides for an expansion of the pharmacy program. Completed in January, the dedication will take place in April. There are no significant impacts to traffic.

#### **Ambulatory Care Complex**

The Ambulatory Care construction project is a joint, multi-phase development partnership between the U and Intermountain Health Care's Primary Children's Medical Center (PCMC). The building site is located on the north end of the U's former golf course between Mario Capecchi and Wasatch drives. Phase I of the project includes constructing two five-story buildings, each with underground parking. PCMC's building will be built first and will be located to the north; the U's

building will go up several years later and will be located to the south. Underground parking for both structures is now under construction. The new buildings will provide space for hospital administration, physicians, educational facilities, and outpatient units, including some of the U's ambulatory clinics which are now located in University Hospital. Moving these facilities, including parking, farther west will reduce some of the traffic now going to Health Sciences. The location of this complex will encourage transit use because access from the TRAX station to the ambulatory care center will be improved. The parking structures are expected to open in August 2014.

### PROJECTS CURRENTLY IN DEVELOPMENT

#### **Student Life Center**

Located at the east end of the HPER mall and adjacent to the George S. Eccles Legacy Bridge, the Student Life Center will house all student recreation facilities that are currently located in the Field House, and will include a swimming pool and climbing wall. In addition, the Outdoor Recreation Center will relocate its operations to the new site. With the new Student Life Center located adjacent to the new Donna Garff Marriott Honors Housing, this area will become the center of student life on campus. The Student Life Center is expected to be completed by fall 2015.

#### **Law School**

Ground breaking for the new law building is scheduled for June. The structure will be built on the northeast corner of University Street and South Campus Drive and will provide a new gateway into campus. Planners intend to maintain as much of the historic elements, such as the rock wall, as possible, but Carlson Hall will be razed. The existing law building will be used by the U for other purposes. The new law building is being designed to provide excellent ADA accessibility into the heart of campus, and to encourage the use of transit and bikes. Few impacts to traffic are expected. The building is scheduled to be completed by December 2014.

#### **Dental Education Building**

Built adjacent to the Orthopaedic Center in Research Park, the Dental Education Building, including underground parking, will provide space for low-income patients to receive dental care from dental students (10-15 per hour). Impacts will be minimal. The building will expand the U's dental program, now located in the University Hospital, from a two-year to a four-year program, allowing students to receive all their education