

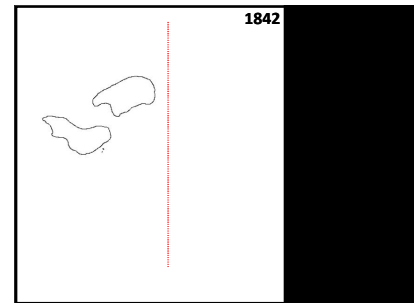
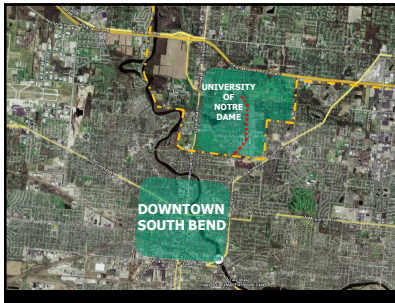
Association of University Architects
A Case Study from the

UNIVERSITY OF
NOTRE DAME

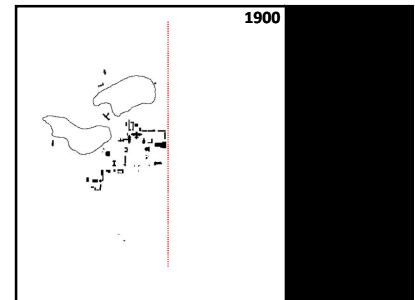
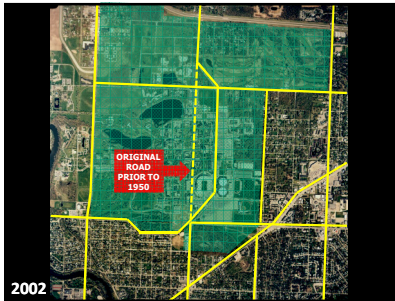
**Balancing the Communities Needs
with the University's Wants**

*Closing a Public Road through the Heart of Campus
(Against Considerable Initial Public Opposition)*

June 22, 2009

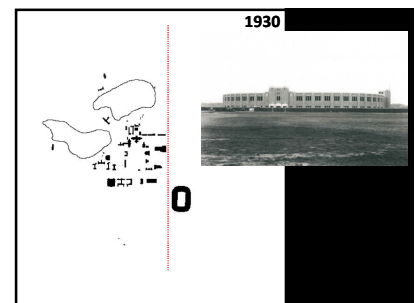


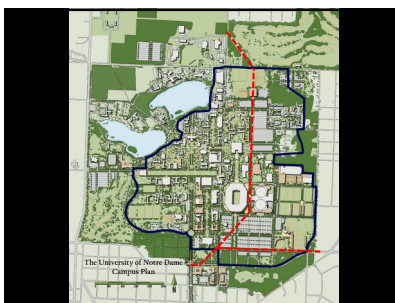
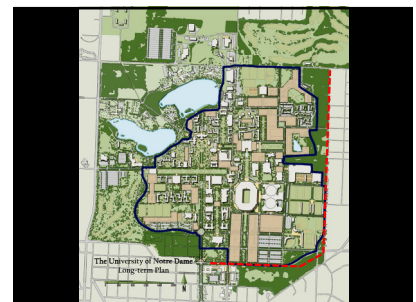
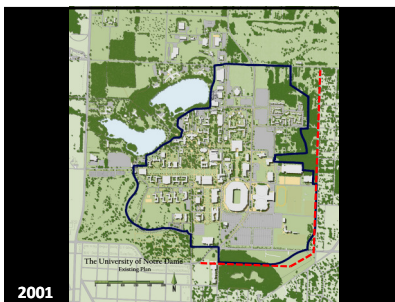
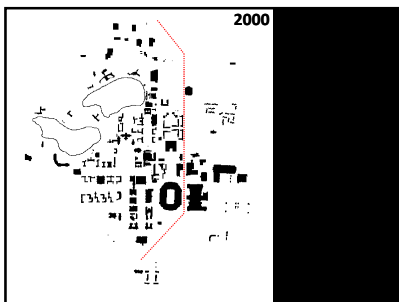
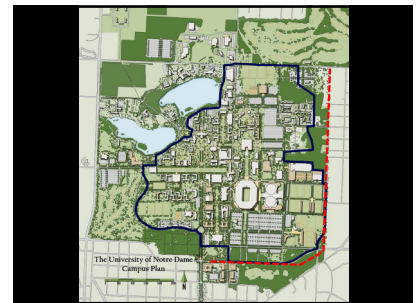
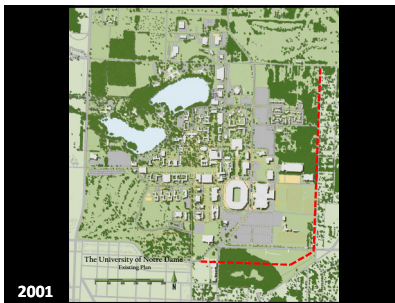
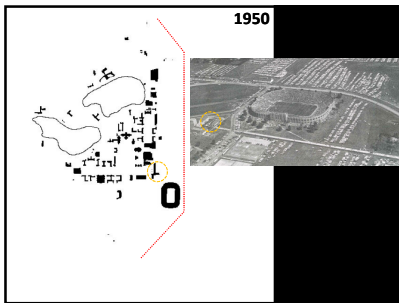
**What the
University
Wanted**



Seven Tenets of Campus Planning at Notre Dame
Separation of Pedestrian and Vehicular Traffic

Notre Dame has been a haven for the pedestrian, and the University should take proactive steps to remain so.







Strategies

- **Build relationships**
 - political (divide & conquer; take all the bullets)
 - personal (living room meetings)
 - media (reporter & editorial board)
- **Technical**
 - identify "trusted experts"

Strategies

MICHIANA POINT OF VIEW/JUNE MOFFETT

Closing Juniper would be bad for community

The center of the university was under the Golden Dome, the plan to close Juniper Road through the University of Notre Dame campus would be great — a golden vision around campus away from the real world. Yet, Notre Dame is doing very good things in the northeast neighborhood — Robinson Center, volunteering even making lots available for employees to build homes. There is the Notre Dame office downtown and the named shared programs with the Sports Performing Arts Center. All in all, it's a great vision.

A recent Tribune editorial mentioned the money Notre Dame brings to South Bend. Those same facts and benefits even to campus with more money. Notre Dame needs people to work on campus and the South Bend community has people to work there.

needs its three north-south roads. Look ahead, Inverwood Road to the east is carrying its load. The state lanes where it's carrying traffic into Eddy Street and downtown. Already folks are getting off onto Traychman Avenue, into a two-lane stop street neighborhood, to go eventually to LaSalle Street or Collins Avenue or Jefferson Boulevard to consider downtown.

The new housing going up between Willis and Blundett streets, kind of between Campus View and Turtle Creek apartments, will pour four more more travelers onto Edison and 23.

Indiana 935 — good grief! It will be fixed, and we're told the area will be rethought, which means more traffic if the economy improves.

June Moffett lives in South Bend.

Strategies

- ✓ **Approached elected officials and media to acknowledge our "wants" and asked them to help us solve the problem**

Strategies

- ✓ **Told our story: first in small groups, then hosted large public meetings**

Attitude and Approach

- **One person "on point"**
- **"Win-win" solution**
- **Transparent and vulnerable**
- **Flexible but unwavering**
- **Listen carefully and follow up**

Strategies

- ✓ **Collected data and prepared technical reports**

Strategies

- ✓ **Listened intently and built relationships**

