

# American University in Bulgaria

## *Campus Master Planning Visit Feedback*

*April 26, 2023*



# Goals Parameters Guidance

1. Relocate functions from Main Building to Skaptopara campus
2. Align spaces and places with the desired student experience.
3. Determine space requirements to support strategic growth.
4. Consider relocation and repurposing opportunities.
5. Facilitate the integrative role of the Center for Information, Democracy, and Citizenship.
6. Ensure that what is valued is preserved.

# Theme 1

Your distinction is your challenge, regardless of size:

- English Language, American-style university
- Modeling democracy, open information, citizenship, and the value of strategic growth
- Residential liberal arts, embracing community, diversity, and inclusivity
- Valuing creativity and entrepreneurship as contributors to student learning and the growth of the region
- In a city with few English speakers or partnerships/collaborations
- And a building that is a standing contradiction

The campus plan must find ways that your spaces and places can address those challenges.

## Theme 2

What you are doing well.

- Campus identity: Scale, density, edges, vocabulary of materials.
- Student learning support location and transparency.
- Building community, especially with events in the sports hall and clubs
- This is not an exclusive list.



Theme 3

Percent  
international

Perceived  
academic  
quality

HOUSING  
Is the pivot  
point

Parking

Campus  
life

# Admissions Route Needs Signs and Branding



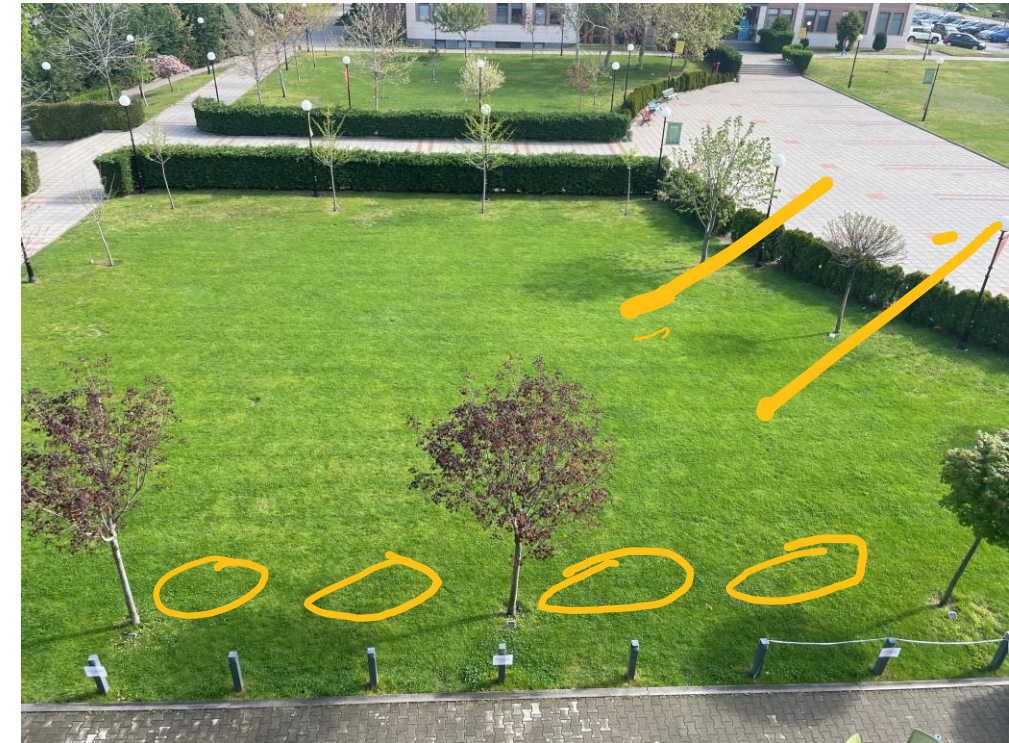
## Quick wins

- BAC lower level classrooms
- Accent wall
- Collaboration furniture
- Window well treatments
- Blinds or vinyl patterns on windows



## Quick wins

- Green space hedge, hammock park add yard dining furniture
- Off-campus housing specialist
- Lists/directory of English-friendly businesses nearby
- Proximity lock on gate to fields
- Signage





## Quick wins

Assume you will need to use the Main building for the near future.

- Rename and rebrand
  - City centre?
  - Blago Centre?
  - Naming contest?
- AUBG branding
- Lighting
- Color
- Texture
- Furniture

Focus on things that can move to new space later.

An immediate goal is to reduce the perception that Skaptopara means campus life and Main means academics



## Crazy ideas

- Parking strategies
  - Policies regarding who can bring cars to campus?
  - Parking fee structure
  - Negotiating with city on the lots north of the fields
  - Remote parking for freshmen
  - Tie parking policies to best practices in student success – keep freshmen on campus on weekends
- Partnering opportunities?
  - Buildings
  - Retail – for example the “Skapto 4” cafe
- Learn to ask why and why not rather than accept the status quo.

# Next Step: Analysis



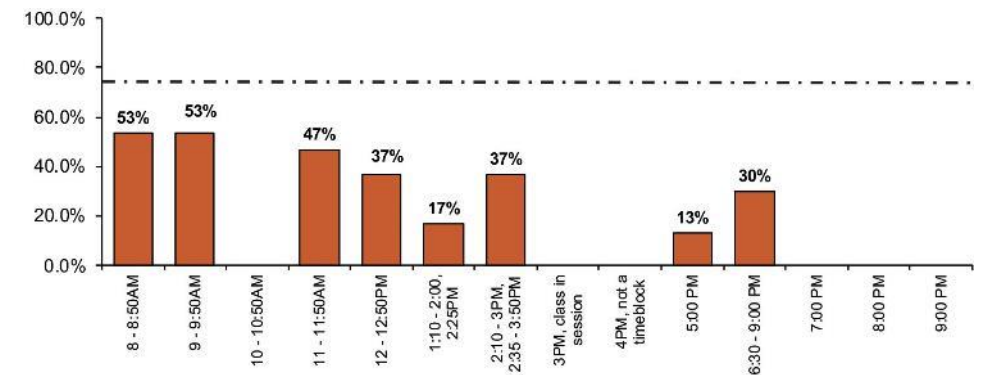
**How much space will you need, for what, and where?**

Projected number of classrooms of different sizes to meet planned enrollment, schedule, and average section size goals

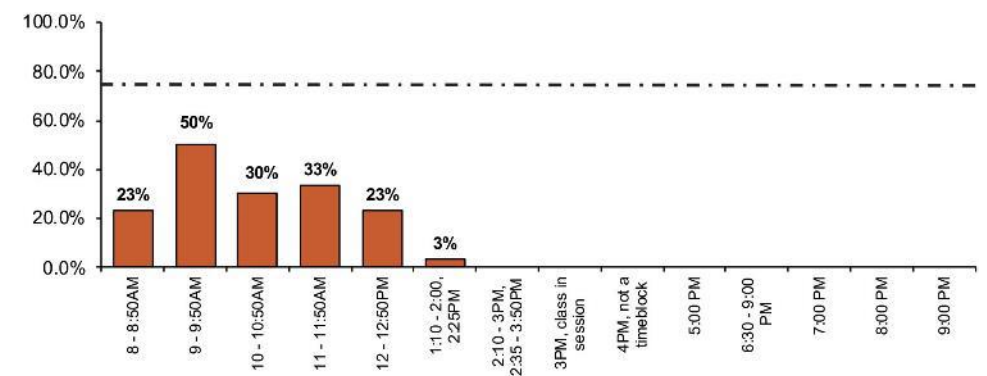
Key user group (stakeholders) interviews and space program showing your current and projected space needs by size and use based on our experience and best practices

Identify possible projects - “early contenders” – that could address those projected needs

Tuesday General Classroom Use by Hour



Friday General Classroom Use by Hour



Questions

Suggestions

Next steps

1. Complete this discovery report.
2. Ongoing data collection and analysis (includes classroom list and faculty survey)
3. Class schedule and parameters (enrollment, average group section size, schedule)
4. Food service number
5. Key user group interviews