SITE/DESIGN DRIVERS
KEY PROJECT GOALS & DRIVERS

PROGRAM OPPORTUNITIES

1. CREATE A SPACE THAT FOSTERS CAMPUS GAMING COMMUNITY

2. TRANSFORM THE PUB SPACE INTO A VIBRANT CAMPUS DESTINATION

3. ACTIVATE AND ENGAGE THE EAST-WEST PEDESTRIAN MALL

4. ON-CAMPUS DESTINATION FOR COMPETITIVE EVENTS AND LIVE TOURNAMENTS

5. BRANDED, AUTHENTIC SPECTATOR EXPERIENCE UNIQUE TO UTD