



Finance and Administration Committee
February 4, 2025

Information Item

FAC - 5 Designer Direct Selection - Spartan Village Branding Study

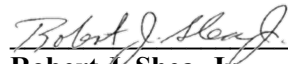
Background Information

At the December 6, 2013, meeting of the Board of Trustees, the Board authorized the Chancellor, ex-officio, to appoint architects and engineers for projects whose authorized funding is \$2,000,000 or less and authorized the Chancellor to report all such appointments to the Board at its next meeting.

After July 1, 2007, in keeping with legislation under Session Law 2007-446 (HB 73), the appointment of architects and engineers for projects may be made without public advertising and interviews for projects under \$500,000. All such appointments shall be made by the Chancellor and reported to the Board at its next meeting.

The scope of the project is to provide short-, medium-, and long-term vision and short-term implementation for a retail branding refresh for the Shops at Spartan Village to provide greater visibility and customer engagement. This project will be co-managed by Facilities Design and Construction and Campus Enterprises. The funding source is Other Auxiliary Trust Funds from Campus Enterprises. The total budget is within the \$50,000 threshold for studies.

Based on the above information, the Chancellor approved the selected firm on December 4, 2024, as indicated in the attached memorandum.


Robert J. Shea, Jr.
Vice Chancellor for Finance and
Administration

Attachments:

- Signed memorandum from Robert J. Shea, Jr. to Chancellor Franklin D. Gilliam, Jr. regarding the Little Diversified Architectural Consulting, Inc. dated November 22, 2024



UNC GREENSBORO

Finance and Administration
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MEMORANDUM

TO: Chancellor Franklin D. Gilliam, Jr.

FROM: Robert J. Shea, Jr. *RSK*

DATE: November 22, 2024

RE: **Designer Direct Selection** – Spartan Village Branding Study

At the December 6, 2013 meeting of the Board of Trustees, the Board authorized the Chancellor, ex-officio, to appoint architects and engineers for projects whose authorized funding is \$2,000,000 or less, and authorized the Chancellor to report all such appointments to the Board at its next meeting.

After July 1, 2007, in keeping with legislation under Session Law 2007-446 (HB 73), appointment of architects and engineers for projects may be made without public advertising and interview, for projects under \$500,000. All such appointments shall be by the Chancellor and reported to the Board at its next meeting.

This project will be co-managed by FDC and Campus Enterprises. The funding source is Other Auxiliary Trust Funds from Campus Enterprises.

The total budget for this Study will be within the \$50,000 threshold for studies. The firm Little Diversified Architectural Consulting, Inc., Durham, North Carolina is recommended as the designer to perform the Spartan Village Branding Study for the following reasons:

1. Little was the architect of record on the original Spartan Village project as well as the designer of the monumental retail sign that was installed in 2020. They have a detailed working knowledge of the site, building, and challenges.
2. Little has specialized experience in brand communication and design and will lead the study from their Brand Experience Studio, with input from retail and higher education design architects.
3. Little also has expertise in navigating the constraints and processes involved with local city ordinances regarding signage on this site, as demonstrated with the monumental sign project. This is a critical aspect to ensure any proposed design intervention can be implemented.

A formal reporting of our procedures and your selection will be made at the next meeting of the Board of Trustees. Please acknowledge your approval of the firm Little by your signature below.

Approved: *Franklin D. Gilliam, Jr.*
Chancellor

Date: *12/4/24*