Building Community: A Transformative Planning Process

UC Transformation
University of Houston
Presenters

Keith Kowalka
University of Houston – Asst. VP Student Affairs – Student Life

Micah Kenfield
University of Houston – Program Coordinator

Paul Knell
WTW Architects – Senior Principal
University of Houston

- Located in the heart of Houston, Texas: an urban city with over 2,000,000 residents
- Fall 2012 Enrollment over 40,000
- On-Campus resident population swiftly growing, with 3 new housing developments beginning construction in last 3 years
- Awards and Recognition
  - Recently received Tier 1 Research University Designation from Carnegie Foundation
  - Named one of America’s Best Colleges by *The Princeton Review* and *U.S. News and World Report*
  - Only one of three Tier One public research institutions in the nation designated as a **Hispanic-Serving Institution (HSI)** by the U. S. Department of Education
- Second-most diverse campus in America
WTW Architects & Planners
More than 100 Student Centers
WTW Architects & Planners

A Student Focused Process
The UC Transformation: A Student-based Planning Process

1: Assessment
2: Student Referendum
3: Approvals
4: Program Confirmation
5: Design and Construction

Keeping Students Engaged
1: Assessment – Spring 2008
Assessment

• Holzman Moss and their affiliated consultants made several visits to campus to discern the needs of stakeholders and students
• Also met with the UC Transformation Project Executive Committee almost every visit to review progress
• Culminated in a Facility Master Plan Report, first presented to the committee on July 11, 2008
# Executive Committee Members

<table>
<thead>
<tr>
<th>Name</th>
<th>Position Details</th>
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<tbody>
<tr>
<td>Henry Anderson</td>
<td>Assistant Director, UC Building Services</td>
</tr>
<tr>
<td>Jonas Chin</td>
<td>VP, Student Government Association</td>
</tr>
<tr>
<td>Sam Dike</td>
<td>President, Student Government Association</td>
</tr>
<tr>
<td>Dave Irvin</td>
<td>AVC/AVP for Plant Operations</td>
</tr>
<tr>
<td>Micah Kenfield</td>
<td>Chair, University Center Policy Board</td>
</tr>
<tr>
<td>Keith T. Kowalka</td>
<td>Executive Director, UCAF</td>
</tr>
<tr>
<td>Dr. Elwyn C. Lee</td>
<td>VC/VP for Student Affairs</td>
</tr>
<tr>
<td>Luiza Maal</td>
<td>Senior Project Manager, FP&amp;C</td>
</tr>
<tr>
<td>Dr. William F. Munson</td>
<td>AVC/AVP for Student Development and Dean of Students</td>
</tr>
<tr>
<td>Diane Murphy</td>
<td>AVP for Student Affairs Administration</td>
</tr>
<tr>
<td>Sonya Noruwa</td>
<td>Vice President, Student Program Board</td>
</tr>
<tr>
<td>Nicole Sopko</td>
<td>Vice Chairperson, DanceOn</td>
</tr>
<tr>
<td>Esmeralda Valdez</td>
<td>Director, Business Services</td>
</tr>
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Assessment

Initial On-line Survey (April 2008)

Response Rate
3,494 Students (2,615 undergraduate/879 graduate)
837 Faculty/Staff

Fee Increase Tolerance ($75-$125/semester)
40% likely to support
UC Fee Increase
48% unlikely to support
UC Fee Increase
12% undecided
Benchmarking Peer Facilities

Site Visits (April 2008)

Indiana University-Purdue University at Indianapolis
Benchmarking Peer Facilities

Site Visits (April 2008)

San Diego State University
Benchmarking Peer Facilities

Site Visits (April 2008)

University of California at San Diego
Benchmarking Peer Facilities

Site Visits (April 2008)

Texas Tech University
Benchmarking Peer Facilities

Site Visit (September 2008)
University of South Florida

New facility built adjacent to old Student Center site; once construction was complete, old center was torn down.
Assessment Process

Final Spring Consultant Meetings
(April - June 2008)

- Reviewing results of first survey with project committee
- Reviewing likes and dislikes of other buildings during site visits
- Updating SGA on progress of project at the start of the 44th Administration
- Educating Faculty Senate Executive Committee and Select Faculty Members on Project Scope
- Presenting preliminary UC Transformation Cost Models
Presentation of Master Plan Report (July 2008)

The UC Transformation Master Plan Report recommended four options:

**Option 1** (Least Expensive) - Repair and Replace HVAC and MEP systems and enclose arbor.

**Option 2** - Option 1, plus new finishes throughout the UC

**Option 3a** - Option 1, plus a *transformation* that would relocate and rebuild over 50% of the current spaces in the UC

**Option 3b** - Option 3a, plus an addition containing the bookstore, a theater, and a second ballroom
2: Student Referendum – Fall 2008
Student Referendum

- With the Master Plan Report generated and its recommendations in mind, the UC Transformation Project Executive Committee began to investigate ways to bring the project to fruition.
- **August 2008** - The UC 2010 Initiative was organized. A student led initiative co-chaired by Nicole Sopko and Micah Kenfield, its purpose was to steer the UC Transformation Project toward a transformed University Center that matched the needs and expectations of the student body.
- **September 24, 2008** - SGA authorized the University Center to hold a referendum for the fee increase associated with the UC Transformation Project.
Pre-Referendum Polling

Survey of Student Preferences – 5,060 Responses

CONCEPT A
- The key components to an improved University Center in Concept A would include the following:
  - Updated climate control, electrical, plumbing, lighting, lighting, safety systems & accessibility
  - No interior or exterior space or appearance modifications.
  - Incorporate sustainable design principles whenever possible.
- The total estimated cost to make the improvements described above is approximately $60 million dollars, adjusted for anticipated inflation likely to occur before and during the estimated 4-6 year design & construction timeframe.

CONCEPT B
- The key components to an improved University Center in Concept B could include the following:
  - Updated interior areas with new paint, flooring & furnishings.
  - No relocation or reconfiguration of spaces or areas.
- The total estimated cost to make the enhancements described above is approximately $80 million dollars, adjusted for anticipated inflation likely to occur before and during the estimated 4-6 year design & construction timeframe.

CONCEPT C
- The key components to an improved University Center in Concept C could include the following:
  - Expanded interior areas with new paint, flooring & furnishings.
  - No relocation or reconfiguration of spaces or areas.
- The total estimated cost to make the enhancements described above is approximately $100 million dollars, adjusted for anticipated inflation likely to occur before and during the estimated 4-6 year design & construction timeframe.

CONCEPT D
- Concept D would be a totally new University Center building that could be built on the Par. lot east of the existing UC. Once the new UC space, the would be used for other purposes including student-related services and departments.
  - The key components of a totally new University Center could include:
    - Contemporary food, dining student organization & retail areas integrated into the building.
  - More efficient space usage & the opportunity to develop a sustainably designed UC with lower long-term environmental impact.

Additional Costs:

- More transparent, visible connections between indoor and outdoor spaces.
- More efficient design of events and programs.
- The total estimated cost to build a totally new UC as described above is approximately $30 million dollars, adjusted for anticipated inflation likely to occur before and during the estimated 4-6 year design & construction timeframe.

- University Center In Planning

<table>
<thead>
<tr>
<th>Photo</th>
<th>University</th>
<th>Facility</th>
<th>Project Status</th>
<th>Student Fee Per Semester</th>
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<tbody>
<tr>
<td>#1</td>
<td>Texas Tech University</td>
<td>Student Union</td>
<td>Renovation / Addition – Open 2006</td>
<td>$98</td>
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<tr>
<td>#2</td>
<td>California State U. – Northridge</td>
<td>University Student Union</td>
<td>Renovation / Addition – Open 2006</td>
<td>$145</td>
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<tr>
<td>#3</td>
<td>Louisiana State University</td>
<td>LSU Union</td>
<td>Renovation / Addition – In Progress</td>
<td>$129</td>
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<tr>
<td>#4</td>
<td>University of Maryland</td>
<td>Stamp Student Union</td>
<td>Renovation / Addition – Open 2004</td>
<td>$137.20</td>
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<tr>
<td>#5</td>
<td>U. of Texas at San Antonio</td>
<td>University Center</td>
<td>Renovation / Addition – Open 2008</td>
<td>$96 - Increases to $126 Fall '09</td>
</tr>
</tbody>
</table>

St. Louis
Discover New Perspectives
Student Preferences

Q2 – Q5 Likelihood of Supporting a Concept if Deciding Today
All Respondents

>70% Support Renovating Facility.

>26% Did not support new building.

Concept A (n=5142)
Concept B (n=5095)
Concept C (n=5096)
Concept D (n=5090)

Very Likely to Support
Somewhat Likely to Support
Somewhat Unlikely to Support
Would not Support at all
The Transformed University Center

*Enhanced dining options* with shorter, faster and more efficient lines
New *study areas* and relaxing *lounges*
Safe and secure *24-hour zones*
Centralized *conference center*
New *student organization center* – the new home of student involvement at UH
One-stop-shop *retail corridor*
Enhanced shaded *outdoor lounge spaces*
New outdoor *amphitheatre*
Improved *natural light* and a new *building skin*
The most updated *technology*
A more *eco-friendly* University Center
A *point of pride* for the Cougar Nation
Planning for a Student Referendum

Marketing Materials for The UC 2010 Initiative

- Enhanced dining options with shorter, faster, and more efficient lines
- New study areas and relaxing lounges
- Safe and secure 24-hour zones
- Centralized conference center (located in the UC Underground)
- New student organization center – the new home of student involvement at UH
- One-stop shop retail corridor
- Enhanced shaded outdoor lounge spaces
- New outdoor amphitheatre
- Improved natural light and a new building skin
- The most updated technology
- A more green university center
- A point of pride for the Cougar Nation
BUILDING OUR FUTURE TOGETHER

VOTE ✓

NOVEMBER 18-19

- Enhanced dining options with shorter, faster and more efficient lines
- New study areas and relaxing lounges
- Safe and secure 24-hour zones
- Centralized conference center
- New student organization center – the new home of student involvement at UH
- One-stop-shop retail corridor
- Enhanced shaded outdoor lounge spaces
- New outdoor amphitheater
- Improved natural light and a new building skin
- The most updated technology
- A more eco-friendly University Center
- A point of pride for the Cougar Nation

When to Vote
8:00 a.m. to 7:00 p.m.
Tuesday, November 18 and Wednesday, November 19

Where to Vote
Campus Recreation and Wellness Center – UH Wellness
Cougar Place – Adjacent to the Main Office
MD Anderson Library – 24-hour Lounge
Melcher/Business – First Floor Lounge
Moody Towers – Adjacent to the Main Office / Commons
PDG – South Hall Lobby
Oberholtzer Hall – Adjacent to the Front Desk
Science and Engineering Research Complex (SERC) – Entrance Lobby
University Center – South Entrance (ATM side)
University Center Satellite – Adjacent to Game Room and C-Store

www.uh.edu/uc2010
The UC 2010 Student Referendum

- November 18 and 19, 2008
  - 4,161 Votes
  - 3,204 (77%) In Support of Referendum
  - 957 (23%) Not In Support of Referendum
The UC 2010 Student Referendum

- Initial Fee Increase Structure Approved by UC 2010 Student Referendum

<table>
<thead>
<tr>
<th>University Center Transformation Fee Implications</th>
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<tbody>
<tr>
<td>Semester / Year of UC Fee Increase</td>
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<tr>
<td>Fee Increase Increment</td>
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<tr>
<td>Total UC Fee for Semester</td>
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<tr>
<td>Fall 2008 – Current UC Fee</td>
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<tr>
<td>Fall 2009</td>
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<tr>
<td>Fall 2010</td>
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<tr>
<td>Fall 2011</td>
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<td>Fall 2012</td>
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<tr>
<td>Fall 2013</td>
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<td>Fall 2014</td>
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Total UC Fee Per Semester $160
Approval Process

With the support of the student body secured, the UC Transformation Project Executive Committee shifted its focus to administrative approvals and information generation required in order to break ground on the project.
From Concept to Concrete

- **February 2009** - SFAC endorsed the UC 2010 Fee Increase
- **March 2009** - Vice President Elwyn C. Lee obtained a sponsor for HB2961, which authorized the University of Houston to raise the UC Fee Cap to $150
- **April 1, 2009** - Staff and student leaders travelled to Austin to provide testimony to the Congressional Higher Education Subcommittee
- **May 20, 2009** - Staff and student leaders again travelled to Austin to provide testimony to the Senate Higher Education Subcommittee
- **June 19, 2009** - Governor Perry signed HB2961 into law, effective immediately
From Concept to Concrete

• **October 1, 2009** - The UC 2010 Initiative spoke to Staff Council to provide an update on the progress of the project.

• **October 21, 2009** - The UC 2010 Initiative presented an update on the progress of the Project to Faculty Senate. Faculty Senate endorsed the project unanimously.

• **November 2, 2009** - Student leaders and UC staff met with University Leadership to discuss the future of the UC Transformation Project. A 2-phase model was proposed that would construct the UC Addition first with a preliminary fee increase, and would wait until a year after a second fee increase to begin the transformation of the University Center footprint.
SGA Approvals

- **September 24, 2008** - SGA Authorizes Student Referendum
- **September 30, 2009** - SGA Certifies Referendum Results, Allowing Preliminary Fee Increase of $25 per Semester
- **January 27, 2010** - SGA Approval of Phase 1 $50 Fee Increase
- **May 2, 2011** - SGA Approval of Phase 2 $50 Fee Increase
Fee Implementation Models

- Revised UC Fee Structure

- Original UC Fee, 2008
- Phase 1 Increase
- Phase 2 Increase

- Original UC Fee, 2008: $35
- UC Fee, FY11: $50
- UC Fee, FY13: $50
4: Program / Concepts 2011
Project Vision
Project Vision
Site Influences
Site Studies

Multiple site options were considered by the planning team.
Massing Studies

Alternative concepts for expansions North and West
Programming

Graphic Comparison of Existing vs Proposed Meeting/Event Space

<table>
<thead>
<tr>
<th>EXISTING</th>
<th>PROPOSED</th>
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<tbody>
<tr>
<td>LARGE EVENT SPACES: 15,087 SF</td>
<td>LARGE EVENT SPACES: 16,911 SF</td>
</tr>
<tr>
<td>CINEMA/AUDITORIUM: 0 SF</td>
<td>CINEMA/AUDITORIUM: 4,700 SF</td>
</tr>
<tr>
<td>MEETING ROOMS: 13,186 SF</td>
<td>MEETING ROOMS: 14,600 SF</td>
</tr>
<tr>
<td>TOTAL: 28,273 SF</td>
<td>TOTAL: 36,211 SF</td>
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</table>
Initial Design Studies
5: Design and Construction 2012 / 2013 / 2014
Exterior Design – South Facade
Exterior Design – South Facade
UC Exterior – Exterior North Plaza
Floor Plans – Level 1
Floor Plans – Level 1
Floor Plans – Level 2

[Diagram of Level 2 floor plan with labeled areas: Student Media, Student Services, Administration, Arbor, Large Event Spaces, Veteran's Services, Women's & Lost Resource Center.]
Transformed UC Arbor
Transformed UC Arbor
Arbor Monumental Stair
New UC Food Court
Transformed UC Arbor

http://www.youtube.com/watch?v=csoailreTbl&feature=youtu.be
Student Leadership Circle

C5
INT. ELEV. - LOUNGE L103
SCALE: 1/4" = 1'-0"

BACK PAINTED GLASS WITH APPLIED SIGNAGE, TYP. 20 LOCATIONS
ACRYLIC PHOTO FRAME, TYP. 20 LOCATIONS
Legacy Lounge
Legacy Lounge
North Addition Collaborative Lounge
Theater
Art – “La Marcha Por La Humanidad”
Art – “Free Dive” and “Remembering Next Summer”
UC Exterior – Sculpture Garden
Keeping Students Engaged
Student Engagement

1 Assessment
- Executive Committee with Student Leaders
- Student Focus Groups
- Survey of 3,494 Students
- Student Visits to Peer Facilities

2 Referendum
- Pre-Referendum Polling of 5,060 Students
- Referendum of 4,161 Students
- Fee Endorsement by 77% of Students
Student Engagement

3 Approvals
- Student Leaders present to SFAC
- Student Leaders present to State Sub Committee
- Student Leaders present to Faculty/Staff

4 Program
- Programming Meetings with Students
- Concept Reviews with Students

5 Project Design
- Design Meetings with Students
- Construction Drawing Review with Students
Keeping Students Engaged

Please Join Us...

to celebrate the ceremonial groundbreaking of the University Center Transformation Project

Date: Thursday, April 26, 2012
Time: 10:00 A.M.
Location: Southwest Corner of the University Center

Please RSVP by Monday, April 23, 2012 to Erika Green at 713.743.8164 or emgreen2@uh.edu

ST. LOUIS DISCOVER NEW PERSPECTIVES
Keeping Students Engaged
Keeping Students Engaged
Student Leadership
Student Leadership
Keeping Students Engaged

January 2, 2015
Phase 2 of UC Transformation Project Complete
Grand Opening of YOUR Transformed University Center

www.uh.edu/thenumc
Student Involvement
Reflection

• How many of you have been through a similar renovation process?
• If so, how were students involved?
• If not, what are some things unique to your campus that you could use in personalizing your building to your campus community?