

The background of the slide is a photograph of a university campus. In the foreground, a large, dark, ornate stone gazebo with a domed top and several arched openings stands prominently. Behind it, a large, multi-story brick building with a red roof is visible. The sky is blue with some white clouds. In the lower part of the image, several students are walking on a paved path. A purple banner is at the top, and white text is overlaid on the image.

East Carolina University

Student Union and Recreation & Wellness Master Plan

Brailsford & Dunlavey

August 12, 2009

Agenda

Main Campus

- Recreation & Wellness
 - Summary of Research
 - Demand-Based Programming
 - Supply and Demand Reconciliation

- Union
 - Summary of Research
 - Demand-Based Programming
 - Other Concerns

West Campus (Health Sciences)

- Demand-Based Programming
 - Recreation & Wellness
 - Union



Main Campus

Recreation & Wellness



General Findings

- Facility
 - “I love the place. It is well kept. It has nice equipment. It feels good in here.”
 - “The SRC staff is helpful and polite. They are very well trained.”
- Patron Traffic
 - Peak demand occurs in the late afternoon through the evening
 - Most of the building is used on a daily basis
 - Group Fitness classes are currently the most constrained
- Overview
 - Students, faculty, and staff really enjoy the building



Free Weight, Weight Machines, and Cardio Areas

- Free Weights and Weight Machines
 - Can be intimidating to casual users
 - Usually full during peak demand
 - Enough variety that the crowd is not problematic
- Cardio Areas
 - Like the intimate upstairs area – mostly females
 - Like the machine reservation system
 - Want instructions for new machines



Group Fitness Rooms

- “The group rooms are absolutely packed. I cannot believe how many people use those three rooms”
- “I think they should do a study to count how many people go in and out of those rooms every day. It has got to be a ton.”
- “Really tight programming for group rooms.”
- “The scheduling is really great and taken care of really well. I just wish there were more spaces so that they could schedule more things. Between Health & Human Performance and Recreation, the rooms are being used from early morning until late at night.”



Off-Campus Market

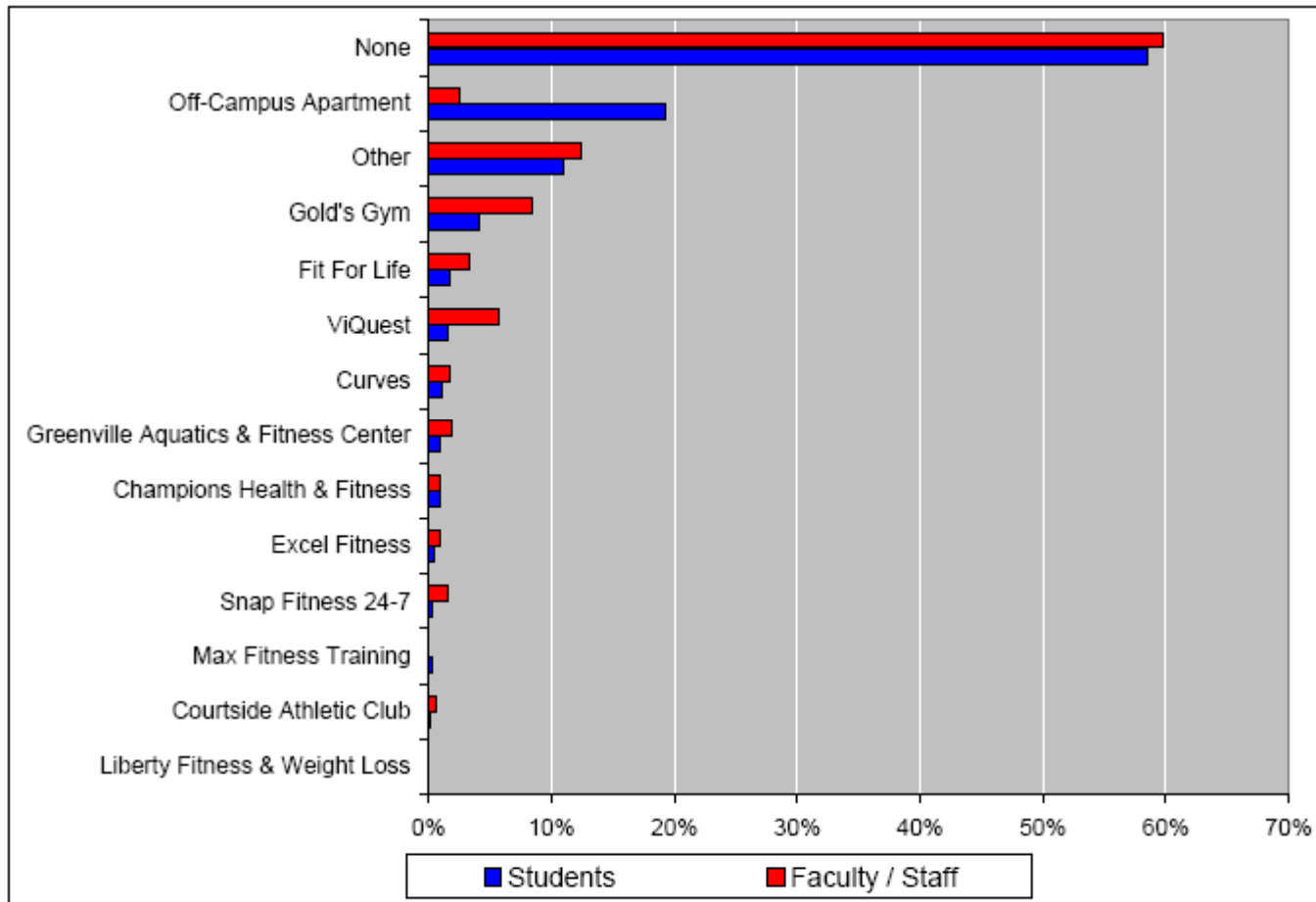
Small	Medium	Large	Extra Large
Snap Fitness	Excel Fitness and Tanning	ViQuest Center	Gold's Gym
Curves		Greenville Aquatic Center	
Max Fitness Training	Champions Health & Fitness	Fit for Life	
Courtside Athletic Club			

Health Club	Approximate Square Footage	Average Monthly Membership Fee
Gold's Gym	70,000	\$33
ViQuest Center	52,000	\$55
Greenville Aquatic Center	25,000 - 30,000	\$25
Fit for Life	15,000 - 20,000	\$25



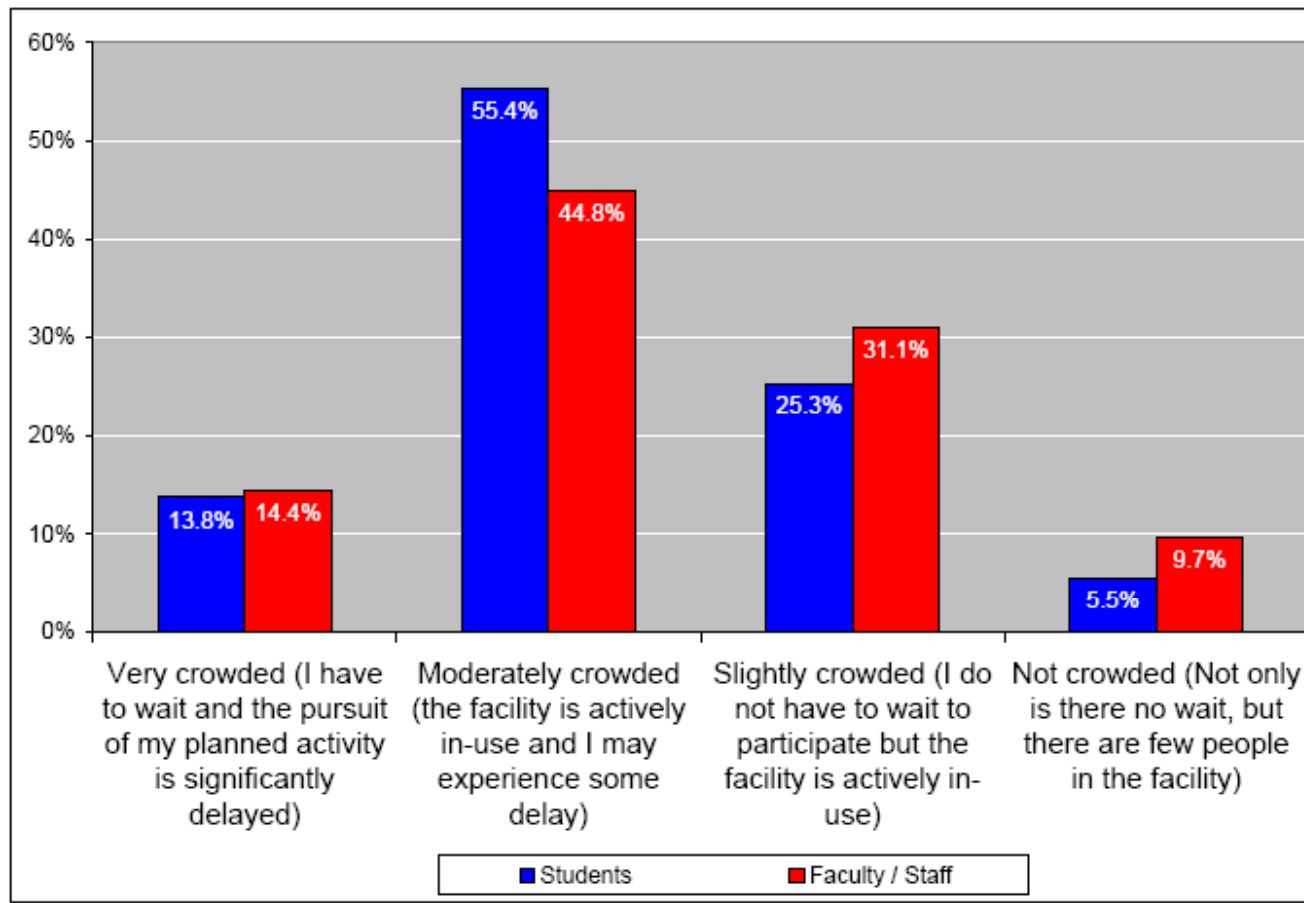
Survey

Which health club do you belong to?



Survey

During the time you prefer to participate in your desired activity, the recreation and wellness facilities are typically:



DBP Methodology

- 23 activity spaces tested
- Input: frequency and time of use (survey based)
- Discount factors
- Output: Projected quantities of users and sizes of spaces
- Depth and breadth of demand (order of demand)
- Priority reconciliation of space
- Space Allocation



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Output: Projected quantities of users and sizes of spaces

ACTIVITY: 1		24 HOUR STUDY LOUNGE			Activity Duration: 2 Hours	
Frequency	Period	Activity Frequency	Turnover Factor	Intensity Factor	Number of Users	Demand Projection
Daily	6 - 8 AM	0.71	1.00	0.71	147	105
Daily	8 AM - 11 AM	0.71	0.67	0.47	118	56
Daily	11 AM - 1 PM	0.71	1.00	0.71	206	147
Daily	1 - 4 PM	0.71	0.67	0.47	29	14
Daily	4 - 6 PM	0.71	1.00	0.71	147	105
Daily	6 - 9 PM	0.71	0.67	0.47	501	237
Daily	9 PM - 12 AM	0.71	0.67	0.47	619	293
Daily	12 - 6 AM	0.71	0.33	0.24	472	112
2-4 Times/Week	6 - 8 AM	0.43	1.00	0.43	0	0
2-4 Times/Week	8 AM - 11 AM	0.43	0.67	0.29	88	25
2-4 Times/Week	11 AM - 1 PM	0.43	1.00	0.43	177	76
2-4 Times/Week	1 - 4 PM	0.43	0.67	0.29	678	194
2-4 Times/Week	4 - 6 PM	0.43	1.00	0.43	472	203
2-4 Times/Week	6 - 9 PM	0.43	0.67	0.29	1,002	287
2-4 Times/Week	9 PM - 12 AM	0.43	0.67	0.29	1,474	423
2-4 Times/Week	12 - 6 AM	0.43	0.33	0.14	678	97
Once/Week	6 - 8 AM	0.14	1.00	0.14	29	4
Once/Week	8 AM - 11 AM	0.14	0.67	0.09	88	8
Once/Week	11 AM - 1 PM	0.14	1.00	0.14	177	25
Once/Week	1 - 4 PM	0.14	0.67	0.09	295	28
Once/Week	4 - 6 PM	0.14	1.00	0.14	501	70
Once/Week	6 - 9 PM	0.14	0.67	0.09	1,061	99
Once/Week	9 PM - 12 AM	0.14	0.67	0.09	825	77
Once/Week	12 - 6 AM	0.14	0.33	0.05	295	14
Less than once a week	6 - 8 AM	0.03	1.00	0.03	29	1
Less than once a week	8 AM - 11 AM	0.03	0.67	0.02	88	2
Less than once a week	11 AM - 1 PM	0.03	1.00	0.03	354	11
Less than once a week	1 - 4 PM	0.03	0.67	0.02	737	15
Less than once a week	4 - 6 PM	0.03	1.00	0.03	973	29
Less than once a week	6 - 9 PM	0.03	0.67	0.02	1,916	38
Less than once a week	9 PM - 12 AM	0.03	0.67	0.02	1,504	30
Less than once a week	12 - 6 AM	0.03	0.33	0.01	649	6

TOTAL NUMBER OF USERS PROJECTED PER PERIOD*:

6 - 8 AM	8 AM - 11 AM	11 AM - 1 PM	1 - 4 PM	4 - 6 PM	6 - 9 PM	9 PM - 12 AM	12 - 6 AM
55	46	129	125	203	331	411	115

SPACE DEMAND NUMBER OF SQ. FT. **

6 - 8 AM	8 AM - 11 AM	11 AM - 1 PM	1 - 4 PM	4 - 6 PM	6 - 9 PM	9 PM - 12 AM	12 - 6 AM
877	730	2,064	2,005	3,255	5,296	6,582	1,833



Depth of Demand

Depth of Demand is measured by the number of respondents indicating they would engage in a specific activity at least two times per week.

The measure is significant in that it indicates the extent to which activities are integral to the regular routine.

Student Responses

	Activity	Number	Percent
1	Fitness / Recreational Space	272	31.5%
2	24 Hour Study Lounge	231	26.7%
3	Computer Lab	214	24.8%
4	Food Court Lunch	214	24.8%
5	Coffeehouse	208	24.1%
6	Food Court Dinner	201	23.3%
7	Convenience store / small grocery mkt	190	22.0%
8	Copy / Print Center	190	22.0%
9	Bookstore	148	17.1%
10	Food Court Breakfast	147	17.0%
11	Grab-and-go Lunch	137	15.9%
12	Sports bar / pub	133	15.4%
13	Grab-and-go Breakfast	129	14.9%
14	Games / Informal Rec Space	111	12.8%
15	Small Group Study Rooms	111	12.8%
16	Grab-and-go Dinner	110	12.7%
17	Informal lounges / social gathering areas	102	11.8%
18	Multipurpose theater / Auditorium	86	10.0%
19	Large Special Event Programming Space	58	6.7%



Breadth of Demand

Breadth of Demand is measured by the number of respondents indicating they would engage in a specific activity even if only occasionally.

The measure is significant in that it indicates the extent to which activities have some amount of recreational appeal.

Student Response			
	Activity	Number	Percent
1	Bookstore	587	67.9%
2	24 Hour Study Lounge	554	64.1%
3	Computer Lab	549	63.5%
4	Copy / Print Center	541	62.6%
5	Fitness / Recreational Space	540	62.5%
6	Food Court Lunch	530	61.3%
7	Coffeehouse	528	61.1%
8	Convenience store / small grocery mkt	518	60.0%
9	Multipurpose theater / Auditorium	499	57.8%
10	Food Court Dinner	489	56.6%
11	Sports bar / pub	475	55.0%
12	Small Group Study Rooms	471	54.5%
13	Grab-and-go Lunch	453	52.4%
14	Informal lounges / social gathering areas	452	52.3%
15	Food Court Breakfast	451	52.2%
16	Games / Informal Rec Space	444	51.4%
17	Grab-and-go Breakfast	429	49.7%
18	Large Special Event Programming Space	429	49.7%
19	Grab-and-go Dinner	418	48.4%



Depth & Breadth of Demand - Priority reconciliation of space

Student Responses

	Activity	Depth	Breadth	Priority
1	Cardiovascular fitness machines	47.4%	65.0%	first
2	Indoor jog or walk	33.7%	55.4%	first
3	Free weights	32.8%	52.6%	first
4	Group Fitness (aerobics, dance, etc.)	23.3%	46.1%	first
5	Weight machines	21.1%	38.2%	second
6	Yoga, stretch, or Pilates	20.5%	41.3%	second
7	Lap swimming	10.8%	30.7%	second
8	Recreational swimming	10.6%	34.5%	third
9	Basketball	9.4%	25.4%	third
10	Indoor tennis	7.4%	19.0%	third
11	Water aerobics	7.3%	21.9%	third
12	Outdoor tennis	6.8%	22.1%	third
13	Outdoor sand volleyball	6.4%	19.7%	fourth
14	Racquetball	6.4%	22.6%	fourth
15	Martial arts	6.4%	16.3%	fourth
16	Outdoor basketball	5.7%	18.0%	fourth
17	Indoor soccer	5.2%	15.3%	fifth
18	Volleyball	5.1%	18.5%	fifth
19	Rock climbing wall	4.5%	24.5%	fifth
20	Badminton	3.0%	14.7%	fifth
21	Table Tennis	2.8%	16.2%	fifth
22	Roller or floor hockey	2.2%	10.4%	fifth
23	Squash or paddleball	1.7%	6.4%	fifth

Faculty / Staff Responses

	Activity	Depth	Breadth	Priority
1	Cardiovascular fitness machines	60.6%	74.2%	first
2	Indoor jog or walk	51.3%	67.0%	first
3	Free weights	40.4%	58.7%	first
4	Group Fitness (aerobics, dance, etc.)	34.1%	54.4%	first
5	Weight machines	26.0%	44.4%	second
6	Yoga, stretch, or Pilates	25.8%	45.1%	second
7	Lap swimming	20.0%	39.6%	second
8	Recreational swimming	17.7%	38.9%	third
9	Water aerobics	16.4%	31.5%	third
10	Indoor tennis	5.9%	17.9%	third
11	Basketball	5.7%	18.8%	third
12	Martial arts	5.2%	16.5%	third
13	Outdoor tennis	4.5%	19.6%	fourth
14	Racquetball	3.6%	16.4%	fourth
15	Outdoor basketball	2.9%	11.4%	fourth
16	Volleyball	2.9%	13.9%	fourth
17	Table Tennis	2.9%	16.7%	fifth
18	Badminton	2.8%	16.5%	fifth
19	Rock climbing wall	2.8%	16.4%	fifth
20	Outdoor sand volleyball	2.6%	12.2%	fifth
21	Indoor soccer	1.5%	7.7%	fifth
22	Roller or floor hockey	1.0%	4.8%	fifth
23	Squash or paddleball	0.7%	3.3%	fifth



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Main Campus - Recreation & Wellness Demand for Students, Faculty and Staff

Activity	Space Type	Peak Demand	Space Allocation Based on Prioritization of Demand		
Cardiovascular fitness machines	Sq. Ft.	13,040	9,800	to	11,100
Indoor jog or walk	Sq. Ft.	20,680	15,500	to	17,600
Free weights	Sq. Ft.	16,300	12,200	to	13,800
Group Fitness (aerobics, dance, etc.)	Sq. Ft.	15,200	11,400	to	12,900
Weight machines	Sq. Ft.	9,300	5,150	to	6,050
Yoga, stretch, or Pilates	Sq. Ft.	24,280	13,300	to	15,800
Lap swimming	Lanes	34	18	to	22
Recreational swimming	Sq. Ft.	13,050	5,200	to	6,500
Basketball	Courts	14	5	to	8
Indoor tennis	Courts	25	10	to	13
Water aerobics	Sq. Ft.	12,470	5,000	to	6,200
Outdoor tennis	Courts	28	11	to	14
Outdoor sand volleyball	Courts	9	2	to	3
Racquetball	Courts	29	8	to	10
Martial arts	Sq. Ft.	5,850	1,568	to	2,110
Outdoor basketball	0	7	2	to	2
Indoor soccer	Courts	5	1	to	1
Volleyball	Courts	6	1	to	1
Rock climbing wall	Ln. Ft.	43	4	to	9
Badminton	Courts	16	1	to	4
Table Tennis	Tables	18	2	to	3
Roller or floor hockey	Courts	2	0	to	0
Squash or paddleball	Courts	3	0	to	1



Supply / Demand Reconciliation

Activity Space	Existing	Demanded	
(Fitness Machines, Free Weights and Weight Machines)	12,200	27,150	SF
(Group Fitness, Yoga, Stretch, or Pilates, and Martial Arts)	6,650	26,268	SF
Indoor Jog or Walk	9,670	15,500	SF
Lap Swimming	12	18	Lanes
Basketball	6	5 - 8	Courts
Racquetball	6	8	Courts



Main Campus Union



General Findings

- Location
 - “Off the beaten path”
 - “Wright Place is the center of campus”

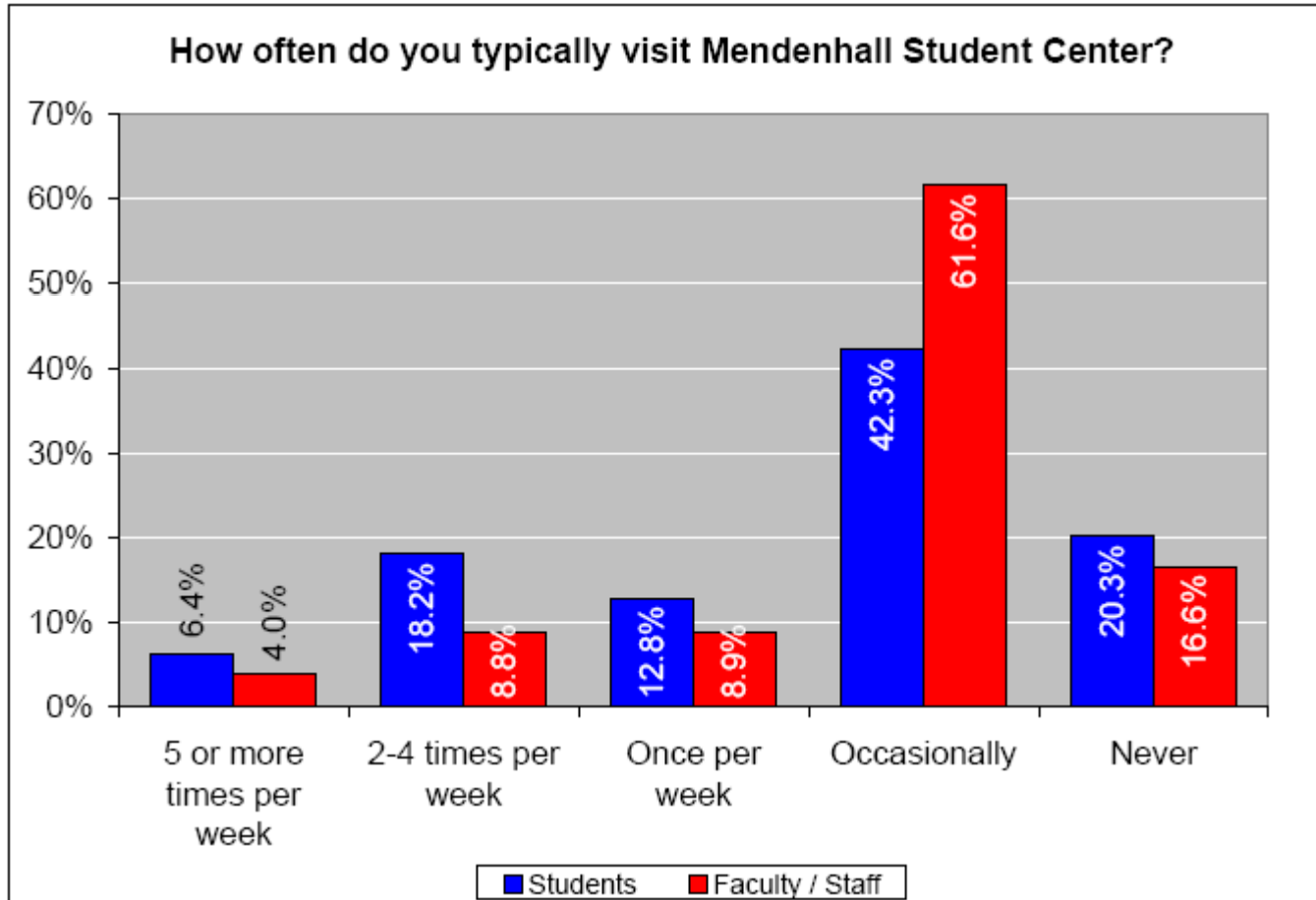
- Facility
 - “Building is old and outdated”
 - “Wayfinding is difficult. Mendenhall needs better signs.”

- Student Traffic
 - Students use:
 - » Passive recreation
 - » Food service
 - » Meeting space
 - » Multipurpose room

 - “Students don’t really have a reason to come into Mendenhall. We need to offer something that brings them into the building, and then we have to make it attractive so that they will want to stay once they get here.”

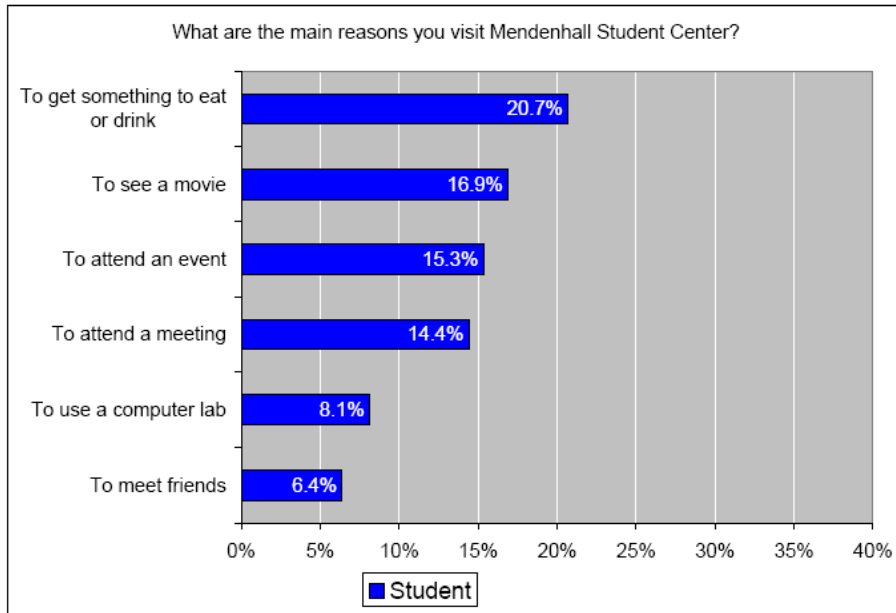


Survey

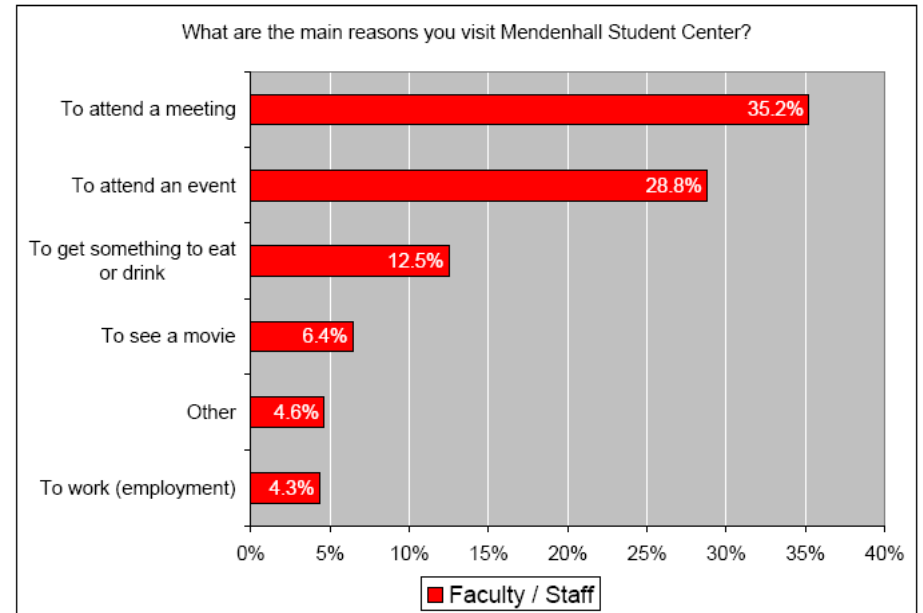


Survey

Students



Faculty / Staff



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Main Campus - Union Demand for Students, Faculty and Staff

Activity	Space Type	Peak Demand	Space Allocation Based on Prioritization of Demand		
24 Hour Study Lounge	Sq. Ft.	7,995	5,944	to	6,661
Coffeehouse	Sq. Ft.	4,020	3,043	to	3,402
Computer Lab	Sq. Ft.	3,510	2,548	to	2,960
Food Court Dinner	Sq. Ft.	4,630	3,368	to	3,885
Food Court Lunch	Sq. Ft.	5,880	3,363	to	3,938
Convenience store / small grocery mkt	Sq. Ft.	420	232	to	274
Copy / Print Center	Sq. Ft.	700	382	to	452
Bookstore	Sq. Ft.	1,340	575	to	685
Food Court Breakfast	Sq. Ft.	4,520	1,871	to	2,302
Sports bar / pub	Sq. Ft.	4,030	1,628	to	2,039
Grab-and-go Lunch	Sq. Ft.	970	411	to	508
Grab-and-go Breakfast	Sq. Ft.	1,100	344	to	452
Small Group Study Rooms	Sq. Ft.	4,180	1,013	to	1,426
Informal lounges / social gathering areas	Sq. Ft.	3,580	940	to	1,256
Games / Informal Rec Space	Sq. Ft.	4,900	1,248	to	1,785
Grab-and-go Dinner	Sq. Ft.	760	76	to	152
Multipurpose theater / Auditorium	Sq. Ft.	5,160	550	to	1,000
Large Special Event Programming Space	Sq. Ft.	3,820	460	to	784

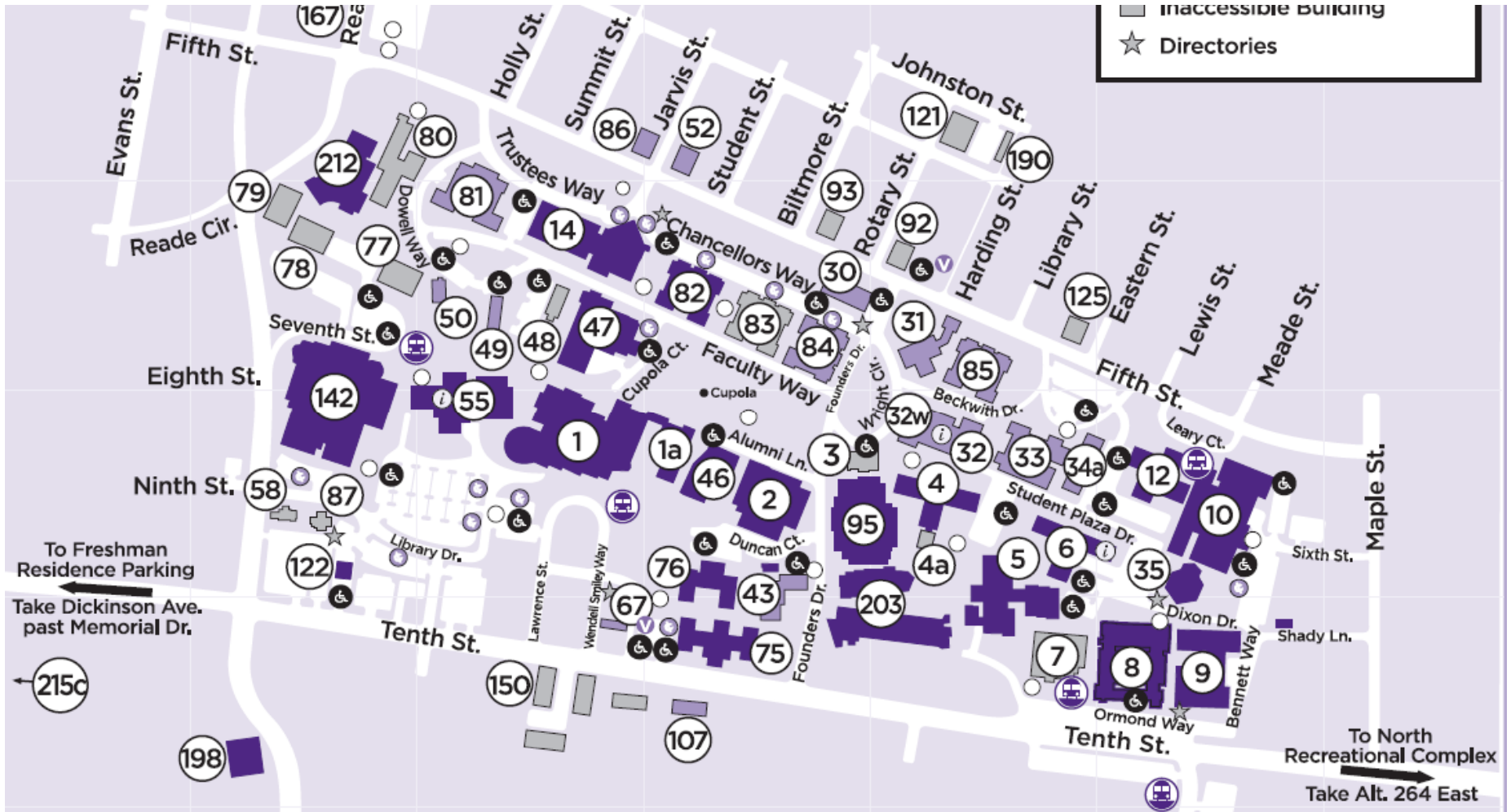


Concerns about Quality

- **Location / Operational Model**
 - Centralized vs. Decentralized
- **Building Organization / Wayfinding**
- **Attractiveness of Building Entrances**
- **Lack of Meeting Spaces**
- **Lack of Building Identity**
 - Student Center vs. Faculty Center
- **Building age**



General Findings



Considerations for a Future Main Campus Union

- Retail Destinations
 - Bookstore
 - Post office
 - Enhanced food service
- Enhanced meeting spaces
- Better signage / Easier to navigate
- More visible computer lab
- Designated student office spaces with a shared collaboration space
- “Student” Center
- Decentralized Model



West Campus

Union and Recreation & Wellness



Considerations for a Future West Campus

- Food service
 - “We are the Health Sciences Campus. We should be providing some healthy living options on this campus.”
 - Would like a salad bar, smoothie bar, etc.
- Retail
 - Bookstore
 - Nursing books
- Recreation is desired
 - “The main reason that people will use any kind of quality-of-life building is to reduce stress. We all take school very seriously and could use a place to relax.”
 - “It doesn’t have to be fancy, it just has to offer the essentials.”



Considerations for a Future West Campus

- Informal Lounge Space
- Housing
 - A “nursing dorm” was supported. However, most of the older students would prefer a private bedroom.
- Bridging the gap
 - “We don’t want to bridge the gap. We like that the West Campus has its own identity.”
- One-stop shop
 - Students said that all of these elements could exist in one space.



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West Campus - Recreation & Wellness Demand for Students, Faculty and Staff

Activity	Space Type	Peak Demand	Space Allocation Based on Prioritization of Demand		
Cardiovascular fitness machines	Sq. Ft.	3,140	2,383	to	2,674
Indoor jog or walk	Sq. Ft.	5,080	3,800	to	4,300
Free weights	Sq. Ft.	3,620	2,700	to	3,100
Group Fitness (aerobics, dance, etc.)	Sq. Ft.	5,090	3,800	to	4,300
Weight machines	Sq. Ft.	2,690	1,485	to	1,755
Yoga, stretch, or Pilates	Sq. Ft.	6,170	3,400	to	4,000
Lap swimming	Lanes	9	5	to	6
Recreational swimming	Sq. Ft.	4,530	1,800	to	2,300
Basketball	Courts	4	1	to	3
Indoor tennis	Courts	10	4	to	6
Water aerobics	Sq. Ft.	5,850	2,300	to	3,000
Outdoor tennis	Courts	8	3	to	4
Outdoor sand volleyball	Courts	1	0	to	0
Racquetball	Courts	6	2	to	2
Martial arts	Sq. Ft.	1,800	508	to	660
Outdoor Basketball	0	4	1	to	1
Indoor soccer	Courts	1	0	to	0
Volleyball	Courts	3	0	to	0
Rock climbing wall	Ln. Ft.	10	1	to	2
Badminton	Courts	6	0	to	1
Table Tennis	Tables	4	0	to	0
Roller or floor hockey	Courts	1	0	to	0
Squash or paddleball	Courts	4	0	to	1



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West Campus - Union Demand for Students, Faculty and Staff

Activity	Space Type	Peak Demand	Space Allocation Based on Prioritization of Demand		
Copy / Print Center	Sq. Ft.	230	166	to	189
Coffeehouse	Sq. Ft.	820	616	to	698
Computer Lab	Sq. Ft.	880	643	to	731
Food Court Lunch	Sq. Ft.	800	601	to	681
Convenience store / small grocery mkt	Sq. Ft.	120	66	to	78
Food Court Dinner	Sq. Ft.	800	431	to	511
24 Hour Study Lounge	Sq. Ft.	975	507	to	605
Bookstore	Sq. Ft.	310	145	to	176
Grab-and-go Lunch	Sq. Ft.	210	90	to	111
Grab-and-go Breakfast	Sq. Ft.	200	88	to	108
Grab-and-go Dinner	Sq. Ft.	150	54	to	69
Food Court Breakfast	Sq. Ft.	520	170	to	222
Small Group Study Rooms	Sq. Ft.	790	190	to	269
Sports bar / pub	0	660	165	to	231
Multipurpose theater / Auditorium	Sq. Ft.	1,260	325	to	450
Games / Informal Rec Space	Sq. Ft.	810	123	to	204
Informal lounges / social gathering areas	Sq. Ft.	920	103	to	195
Large Special Event Programming Space	Sq. Ft.	690	90	to	159



The background of the slide is a photograph of a university campus. In the foreground, a large, dark, ornate stone gazebo with a domed top and several arched openings stands on a paved walkway. Several students are walking past the gazebo. In the background, there are large, multi-story brick buildings with red roofs and white window frames, surrounded by green lawns and trees under a blue sky with scattered white clouds.

East Carolina University

Student Union and Recreation & Wellness Master Plan

Brailsford & Dunlavey

August 12, 2009