



East Carolina University

Comprehensive Facilities Master Plan

SMITHGROUP | JJR

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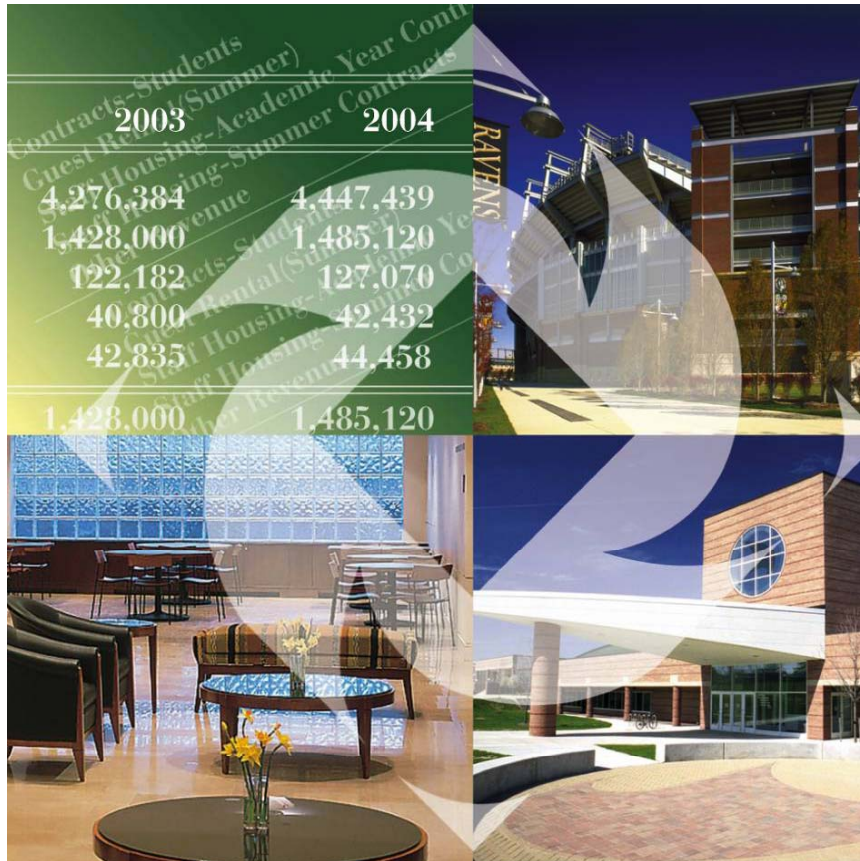
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Protection Engineering Group

ISES

East Carolina University \ Comprehensve Facilities Master Plan



- Work Plan Review
- Strategic Drivers
- Market Analysis
- Building Evaluation
- Preliminary Development Strategy

Work Plan Review

Task 1 – Project Organization

- Work Plan & Stakeholder Identification

Task 2 – Data Collection

- Review of ECU Doc & Data
- Market Analysis
- Preliminary Demand Analysis

Task 3 – Quantitative / Qualitative Analysis

- Detailed Analysis of Findings
- Formation of Recommendations

Strategic Drivers

- **Maintain Residential Campus Status**
 - Support at least 25% undergraduate (degree-seeking) capacity (5,600 beds)
 - Support enrollment growth (22,300 students)
 - Focus on lower-division housing
 - Provide quality housing facilities
- **Expand and Enhance Residential Life Program**
 - Living / Learning expansion
 - Health Sciences Campus
- **Evaluate Options for New Development**
 - Public / private partnerships
- **Build Facilities that Sustain**
 - LEED Certified requirement for all new construction



Carnegie Classification

L4 / R: Large, four-year, primarily residential

- Fall enrollment data show FTE enrollment of at least 10,000 degree-seeking students at these bachelor's degree granting institutions. 25-49 percent of degree-seeking undergraduates live on campus.



*Source: http://classifications.carnegiefoundation.org/descriptions/size_setting.php

Strategic Drivers – Campus Living Mission & Vision

Mission

Campus Living exists to provide **quality housing services** to ECU students and support their quest for **academic and personal success**. Campus Living through the practicing of its core values is committed to providing **learning, leadership and service opportunities** to every student who walks through its doors.

Vision

Campus Living will provide a **memorable college experience** for its residents by being a **proactive** and thoughtful organization that creates an **engaging living and learning environment**.

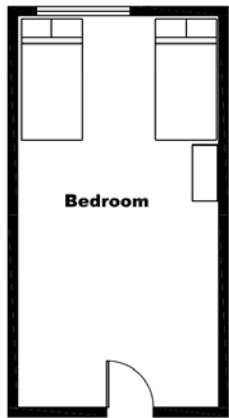


Market Analysis Summary

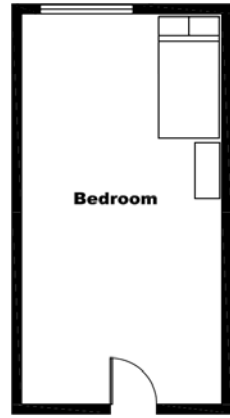
- **Focus Groups / Intercept Interviews**
 - Like location & social aspects of on-campus housing
 - Would like more living / storage space & privacy
- **Off-Campus Market**
 - Options are student-friendly
 - Roommate matching / Individual leases
 - Student Programming
 - Many offer luxury amenities
 - Pools / Tanning
 - Fitness Centers / Gyms
- **Competitive Context**
 - Compared to peers, ECU has the lower undergraduate cost (tuition, room & board)
 - Premium over off-campus market
- **Student Survey Analysis**
 - Respondents moved off-campus for standard apartment amenities (private bedroom, kitchen, living room etc.)



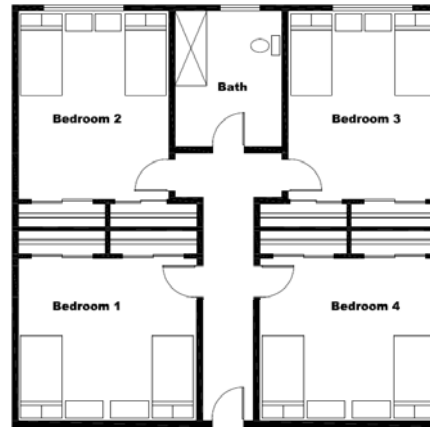
Demand Based Programming – Tested Unit Types



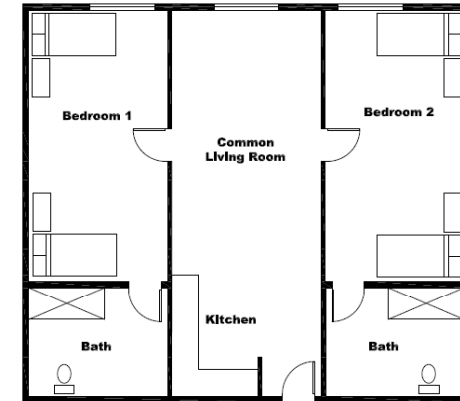
A – Trad. Double



B – Trad. Single



C – 8 person Suite Double



D – 4 person Suite Double



E – 2 person Suite Single



F – 2 person Apt. Single



G – 4 person Apt. Single

Demand Based Programming

Scenario A: Development Continuum

Freshmen only in community-style and suites, Sophomores excluded from apartments

2008-2009								
On-Campus Housing Type: Distribution of Demand								
	Unit A - Traditional Residence Hall Double	Unit B - Traditional Residence Hall Single	Unit C - 8- person Suite Double	Unit D - 4- person Suite Double	Unit E - 2- person Semi-Suite Single	Unit F - 2- person Apartment Single	Unit G - 4- bedroom Apartment Single	Total
Freshman Year	197	152	458	1,154	827	0	0	2,788
Sophomore Year	127	141	261	569	416	0	0	1,513
Junior Year	0	0	41	229	379	313	266	1,229
Senior Year	0	0	81	262	213	262	231	1,047
Graduate	0	0	0	28	132	220	110	489
Total Demand (# beds)	324	293	841	2,241	1,966	795	607	7,067
Existing On Campus Beds	4,513	0	494	490	0	0	0	5,497
Surplus / (Deficit)	4,189	(293)	(347)	(1,751)	(1,966)	(795)	(607)	(1,570)

Demand Based Programming

Traditional (Community-Style) Beds

	Unit A - Traditional Residence Hall Double	Unit B - Traditional Residence Hall Single
Freshman Year	197	152
Sophomore Year	127	141
Junior Year	0	0
Senior Year	0	0
Graduate	0	0
Total Demand (# beds)	324	293
Existing On Campus Beds	4,513	0
Surplus / (Deficit)	4,189	(293)

Large surplus of traditional doubles

- Retain
- Convert/De-densify into singles
- Take off line

Deficit of traditional singles

- De-densify from doubles

Demand Based Programming

Suite-style Beds

	Unit C - 8 person Suite Double	Unit D - 4-person Suite Double	Unit E - 2-person Semi-Suite Single
Freshman Year	458	1,154	827
Sophomore Year	261	569	416
Junior Year	41	229	379
Senior Year	81	262	213
Graduate	0	28	132
Total Demand (# beds)	841	2,241	1,966
Existing On Campus Beds	494	490	0
Surplus / (Deficit)	(347)	(1,751)	(1,966)

Large deficit of suite-style beds

- Build new
- Convert from traditional beds

Demand Based Programming

Apartment-style Beds

	Unit F - 2-person Apartment Single	Unit G - 4-bedroom Apartment Single
Freshman Year	0	0
Sophomore Year	0	0
Junior Year	313	266
Senior Year	262	231
Graduate	220	110
Total Demand (# beds)	795	607
Existing On Campus Beds	0	0
Surplus / (Deficit)	(795)	(607)

Large deficit of apartment-style beds

-Satisfy through PPP's

-Allow off-campus market to satisfy demand

Existing Housing Stock

	Residence Hall	Capacity	FCNI Rating	Neighborhood	Unit Type
1	Scott (offline)	630	N/A	Hill	4 person suite
2	College Hill Suites	490	N/A	Hill	4 person suite
3	Cotten	257	0.1	Central	Traditional
4	Jarvis	134	0.1	Central	Traditional
5	Umstead	194	0.11	Central	Traditional
6	Clement	385	0.17	West	Traditional
7	Greene	385	0.17	West	Traditional
8	White	387	0.17	West	Traditional
9	Jones	431	0.18	Hill	Traditional
10	Fleming	167	0.2	Central	Traditional
11	Fletcher	414	0.21	West	Traditional
12	Garrett	311	0.25	West	Traditional
13	Aycock	486	0.26	Hill	Traditional
14	Tyler	472	0.29	Hill	Traditional
15	Belk	495	0.35	Hill	8 person suite
Total		5638			

TABLE 2

Individual Building FCNI Range	Condition Description
0.01 - 0.05	Excellent condition, typically new construction
0.06 - 0.15	Good condition, renovations occur on schedule
0.16 - 0.30	Fair condition, in need of normal renovation
0.31 - 0.40	Below average condition, major renovation required
0.41 - 0.59	Poor condition, gut / renovation indicated
0.60 and above	Complete facility replacement indicated

TABLE 4

Priority Class	Definition
1	Work should be accomplished immediately
2	Work should be accomplished within first year
3	Work should be accomplished within years two to five
4	Work should be accomplished within years six to ten

Student Satisfaction Level - Development Drivers



*Source: Spring 2009 Student Housing Survey (1,013 respondents)

**Scott Hall excluded

Building Rating - Development Drivers

Residence Hall	Strategic Importance	Alignment with Student Demand	Physical Condition	Financial Performance	Resident Satisfaction
College Hill Suites	Strong	Strong	Strong	Weak	Strong
Scott (offline)	Strong	Strong	Strong	Weak	Neutral
Cotton	Strong	Neutral	Strong	Weak	Weak
Jarvis	Strong	Neutral	Strong	Weak	Strong
Fleming	Strong	Neutral	Neutral	Neutral	Neutral
Greene	Neutral	Neutral	Neutral	Strong	Strong
Clement	Neutral	Neutral	Neutral	Strong	Strong
White	Neutral	Neutral	Neutral	Strong	Neutral
Fletcher	Neutral	Neutral	Neutral	Neutral	Strong
Umstead	Neutral	Neutral	Neutral	Weak	Strong
Jones	Neutral	Neutral	Neutral	Weak	Neutral
Belk	Weak	Neutral	Weak	Strong	Weak
Garrett	Neutral	Neutral	Weak	Neutral	Neutral
Aycock	Weak	Neutral	Weak	Neutral	Neutral
Tyler	Weak	Neutral	Weak	Neutral	Weak

Preliminary Development Strategy

College Hill

Current

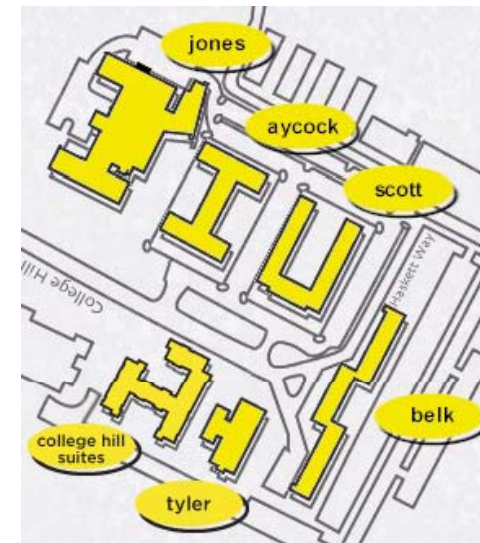
Total Beds: 3,004

% of Suites: 37%

Proposed

Total Beds: 3,009

% of Suites: 54%



	Residence Hall	Capacity	Unit Type	Reconfiguration	New Capacity
College Hill	Scott (offline)	630	4 person suite	None	630
	College Hill Suites	490	4 person suite	None	490
	Jones	431	Traditional	None	431
	Aycock	486	Traditional	None	486
	Tyler	472	Traditional	None	472
	Belk Replacement	495	8 person suite	Demo & Build 4 person suites	500

Preliminary Development Strategy

Central Neighborhood

Current

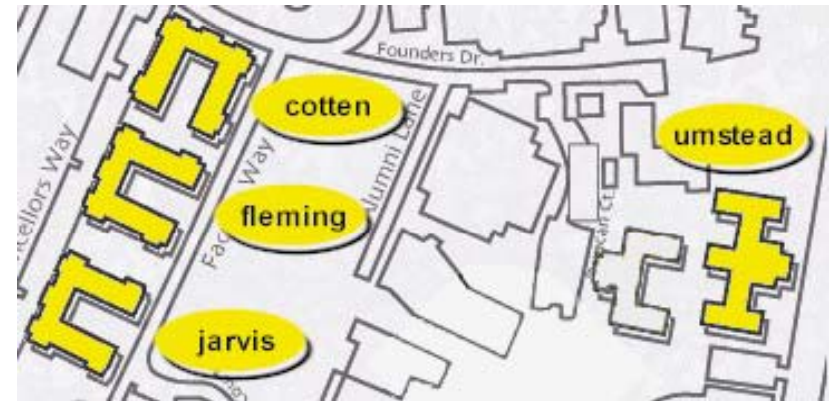
Total Beds: 752

% of Singles: 0%

Proposed

Total Beds: 669

% of Singles: 12%



	Residence Hall	Capacity	Unit Type	Reconfiguration	New Capacity
Central	Fleming	167	Traditional	De-densify 100%	84
	Cotten	257	Traditional	None	257
	Jarvis	134	Traditional	None	134
	Umstead	194	Traditional	None	194

Preliminary Development Strategy

West Neighborhood

Current

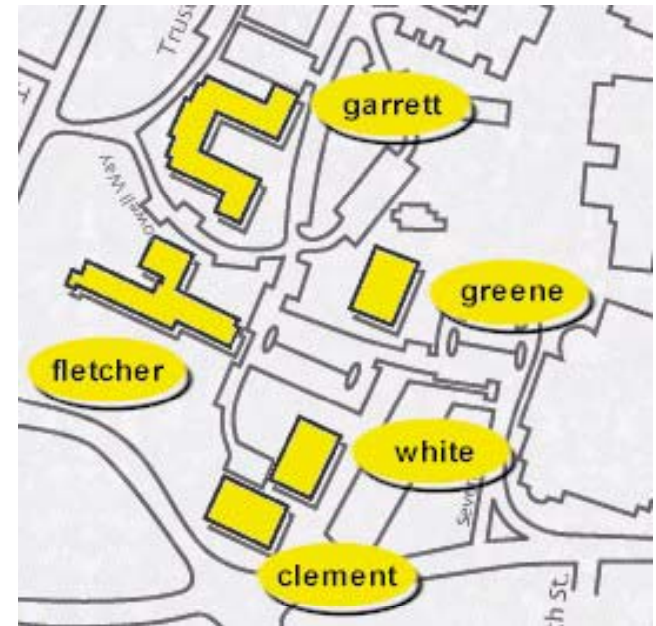
Total Beds: 1,882

% of Suites: 0%

Proposed

Total Beds: 1,620

% of Suites: 31%



	Residence Hall	Capacity	Unit Type	Reconfiguration	New Capacity
West	Clement	385	Traditional	None	385
	Greene	385	Traditional	Convert to suites	254
	White	387	Traditional	Convert to suites	255
	Fletcher	414	Traditional	None	414
	Garrett	311	Traditional	None	311

Preliminary Development Strategy

	Residence Hall	Capacity	Unit Type	Reconfiguration	New Capacity
College Hill	Scott (offline)	630	4 person suite	None	630
	College Hill Suites	490	4 person suite	None	490
	Jones	431	Traditional	None	431
	Aycock	486	Traditional	None	486
	Tyler	472	Traditional	None	472
	Belk Replacement	495	8 person suite	Demo & Build 4 person suites	500
Central	Fleming	167	Traditional	De-densify 100%	84
	Cotten	257	Traditional	None	257
	Jarvis	134	Traditional	None	134
	Umstead	194	Traditional	None	194
West	Clement	385	Traditional	None	385
	Greene	385	Traditional	Convert to suites	254
	White	387	Traditional	Convert to suites	255
	Fletcher	414	Traditional	None	414
	Garrett	311	Traditional	None	311
New	New Suite Project 1	n/a	Suites	Build 4 person suites	400
Total		5,646			5,705



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