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# Introduction



- Greg Wachalski, AIA – Regional Vice President, Chicago

- Brailsford & Dunlavey

- Full Service Facility Planning & Program Management Company
- Focus on University/College Market – Over 350 Projects Completed
- Planning of “Quality of Life” Facilities
- Offices in DC, Chicago, Southern California, and Orlando





### Learning Objectives:

1. To understand the evolution of college/university recreation centers
2. To review two case studies demonstrating current trends in recreation center design
3. To understand the basic concepts related to a campus recreation center feasibility





# Facility Evolution

Post WWI Period (the 1920's & 30's)

Post WWII Period (the 1950's)

The Physical Education Period (the 1970's)

The Contemporary Era (1985 to Present)



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# Facility Evolution

Post WWI



- Targeted Users
  - Competitive Athletes & Spectators
  - Male Faculty With Acquired Skills
- Architectural Character
  - Traditional Campus Form & Image
  - Collection of Independent Elements
- Location
  - Campus Core



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# Facility Evolution

Post WWII



- Targeted Users
  - Varsity Athletes
  - Student Life Sport Instruction
  - Male Faculty With Acquired Skills
- Architectural Character
  - Quantity Over Quality
  - Gymnasium Fieldhouse Concept
  - Background Buildings
- Location
  - Campus Edge



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# Facility Evolution

## The P.E. Era

- Targeted Users
  - Physical Education Participants
  - Exercise Science Researchers
  - Intramural Sports Participants
- Architectural Character
  - “Modern Building”
  - Simple Box Forms
  - Collection of Separate Elements
- Location
  - Campus Core



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# Facility Evolution

## The Contemporary Era



- Targeted Users
  - General Student Population
  - Social Functions Participants
  - Physical Education Participants
  
- Architectural Character
  - Importance of Architectural Returns
  - Use of Glass and Color
  - Dramatic Open Interiors
  - Coherent Layout With Easy Wayfinding
  
- Location
  - Where Ever They Fit



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# Case Study 1

University of Alabama – Birmingham  
Campus Recreation Center

- Approximately 18,000 Students
- Completed in 2005
- 152,000 Gross Square Feet
- Construction Budget: \$21.3M



**Brailsford & Dunlavey – Feasibility/Programming**  
**Cannon Design - Architectural Design**



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## Case Study 2

University of Houston

Campus Recreation & Wellness Center



- Approximately 34,000 Students
- Completed in 2003
- 264,000 Gross Square Feet
- Project Budget: \$53.1M

**Brailsford & Dunlavey – Feasibility/Programming**  
**Hughes Group Architects - Architectural Design**



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# Feasibility Fundamentals



- Importance of Strategic Analysis
  - Educational Outcomes
  - Recruitment & Retention
  - Community Creation
  - Financial Performance
  
- Planning Process
  - Heavy Student Involvement
  - Qualitative & Quantitative Research
  - Financial Modeling
  - Integration of Facility Program, Budget, and Financial Pro Forma
  
- Financials
  - Construction Costs Continue To Escalate
  - Transition Towards Full Auxiliary Continues
  - Student Fees – Primary Revenue Source



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## Future

- Construction Volume Will Remain High Despite Upcoming Challenging Student Demographics
- Search For Alternative Funding Sources Will Intensify As Projects Become More and More Expensive
- Community College Participation Will Likely Increase Due To Growing Costs of Education
- Outsourcing May Intensify



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Thank You For Your Time!

Questions??

This concludes The American Institute of  
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