

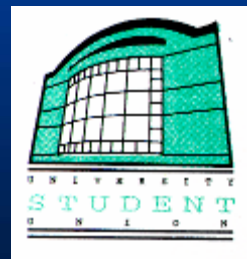
“A Stroll Down Main Street”

A Review of the University Student Union Project at California State University, Northridge

March 18, 2002



Brailsford & Dunlavey



*CSU, Northridge
USU*

Carter Burgess

Executive Architect

In association with

R..L. BINDER, FAIA
Architecture & Planning

Introduction

- Today's Presenters
- University Background
- Developing the Concept
- Project Concept
- Lessons Learned
- Question & Answer

Today's Presenters

- Debra L. Hammond, Executive Director USU
 - Former ACUI President
- Hakim Chambers, USU Operations Coordinator
 - Renovation Project Manager
- Jeffrey Turner
 - Vice President, Brailsford & Dunlavey
 - Experience on over 25 Union Projects
- Don W. Caskey, FAIA
 - Principal, Carter & Burgess

Today's Objectives

- Learn about the CSUN Main Street Project
- To Transfer the Value of Our Experience
- To Convey Some Useful Tools

University Overview

- CSUN Established in 1958
 - Located in Southern California
 - Major Earthquake in 1994 Significantly Impacted Campus
- 1 of 23 Campuses in the CSU System
- Over 31,000 Students
 - New Channel Islands Campus May Impact Enrollment

Recent Campus Improvements



University Student Union Overview

- Not for Profit Corporation
- Budget of \$6 Million / Student Controlled Board
- Professional Staff of 60 / 145 Student Assistants
- Built in 1978
- Facilities include:
 - Performing Arts Center, Conference/Meeting Rooms, Food & Retail Areas, Associated Students, Student Development Office, Fitness Centre, Satellite Student Union

Project Initiation

- Student Complaints
- Way finding Concerns
- Deferred Maintenance Issues
- Food Service Issues
- Many Tenants Were Leaving
- No Real Anchor Tenant
- Original Plan was to Renovate the Pub

Analysis

- Strategic Analysis
- Competitive Analysis
- Focus Groups ← Over 1,500 students Involved
- Student Survey
- Retail Analysis
- Financial Analysis
- Programming

Project Objectives



Project Objectives

- State of the Art Hub of Campus Activity
- Open and Inviting Atmosphere/ Improve Way finding
- Stronger Connection to Campus
- More Efficient & Effective Operation
- Stronger Identity
- Enhanced Community

USU Renovation Mission Statement

“To offer students a campus center with the convenience and caliber of multi-task opportunities common in off campus venues throughout Southern California. The center will reflect the high energy, excitement and vibrancy of a thriving community. The University Student Union (USU) will develop a hub of “campus life” where students can participate in activities, meet, shop, eat, study, learn and have fun in a safe and collegial atmosphere that fosters inclusion of all people. The renovated student union will provide seamless access to all programs and spaces, be student-centered and reflect a consistency with the overall University Master Plan.”

Review of Similar Projects



Review of Similar Projects

- Reviewed Nine Peer Institutions
 - Fresno State, UCSD, SDSU, Fullerton, Sac State, SJSU, UW, Indiana, Iowa State
- CSUN Student Life Facilities Are Deficient
 - USU has Least Amount of Retail/Food Options
 - CSUN has 2nd Smallest Amount of Recreation Space
 - CSU Schools Are Building New Facilities

Review of Similar Projects

- Redevelopment of Reseda Avenue
 - Business Improvement District (BID)
- Lack of Campus Retail for Student Needs
- Site Visits of Other Unions









Short-term Improvements

- Better Signage
- Name Tags Required
- Enhanced Relationship with Other Auxiliaries
- Improved Campus Awareness of the Union

Market Analysis



Market Analysis

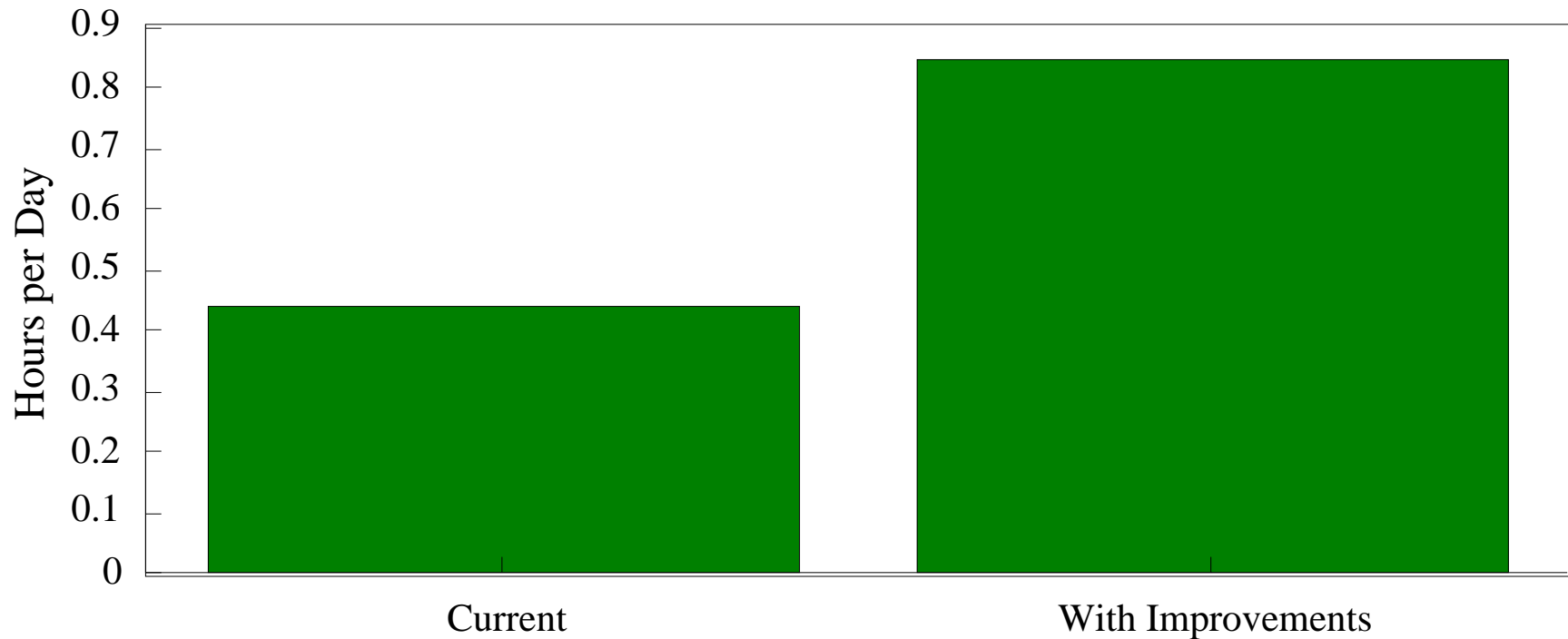
- No Hub of Student Life
 - USU Seen as “Fort-like” & “Intimidating”
- Lack of “Destination” Spaces at USU
 - No “Anchor Tenant” - Bookstore or Food Court
 - Need for More “Social-Study” Opportunities
 - Need More Outdoor Seating & Retail
 - Need for More Technology

Market Analysis

- Approximately 50% Support Raising Fees \$50 Per Semester for Improvements
- Approximately 75% Support Raising Fees \$20 Per Semester
- Recommended a \$35 Fee Increase

Student Survey Results

Use of a Renovated Union



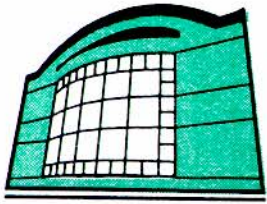
“The Concept”



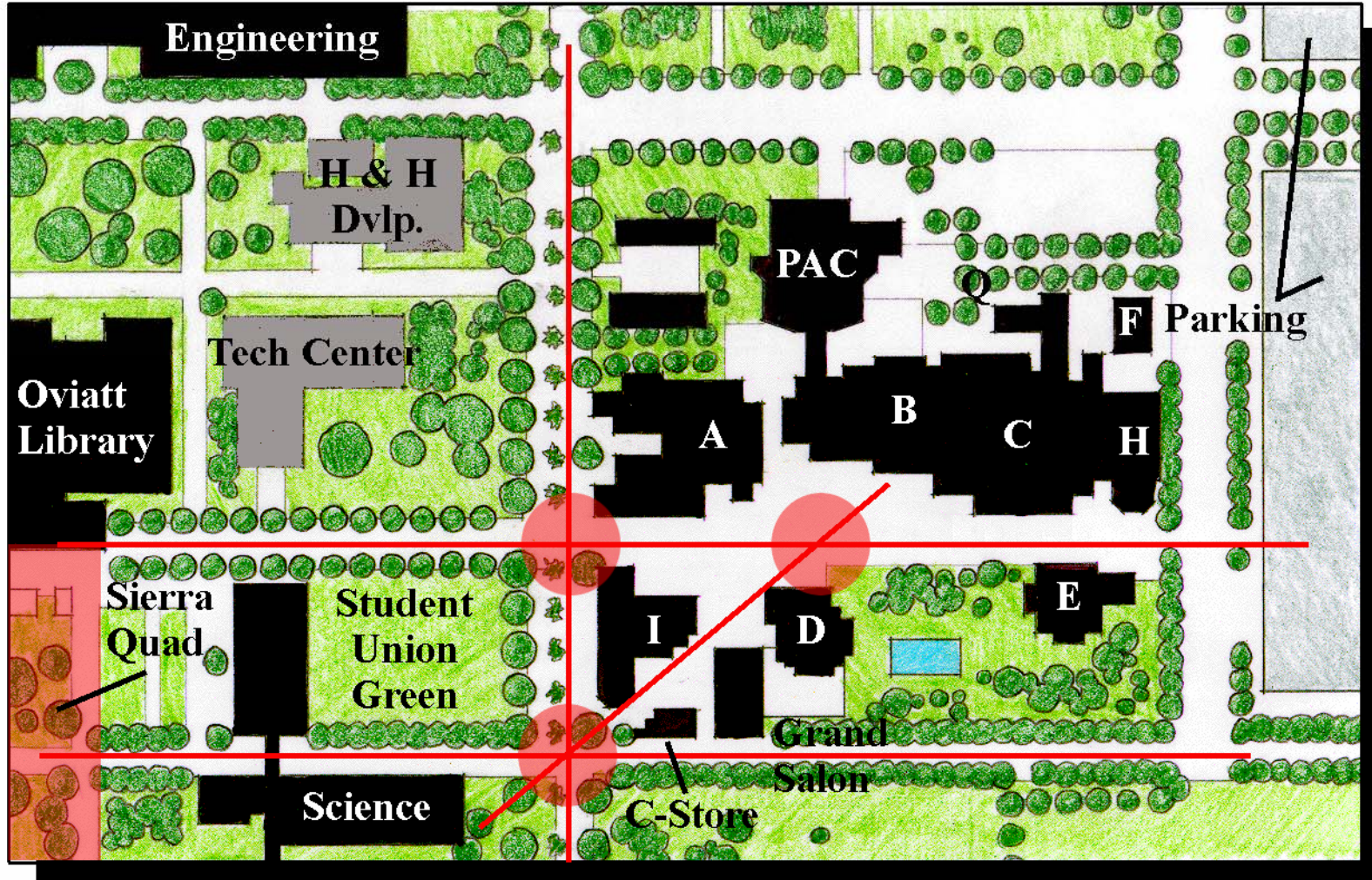
New Urbanism

- General Design Considerations
 - High Density
 - Pedestrian Friendly
 - Mixed-Use





California State University, Northridge University Student Center

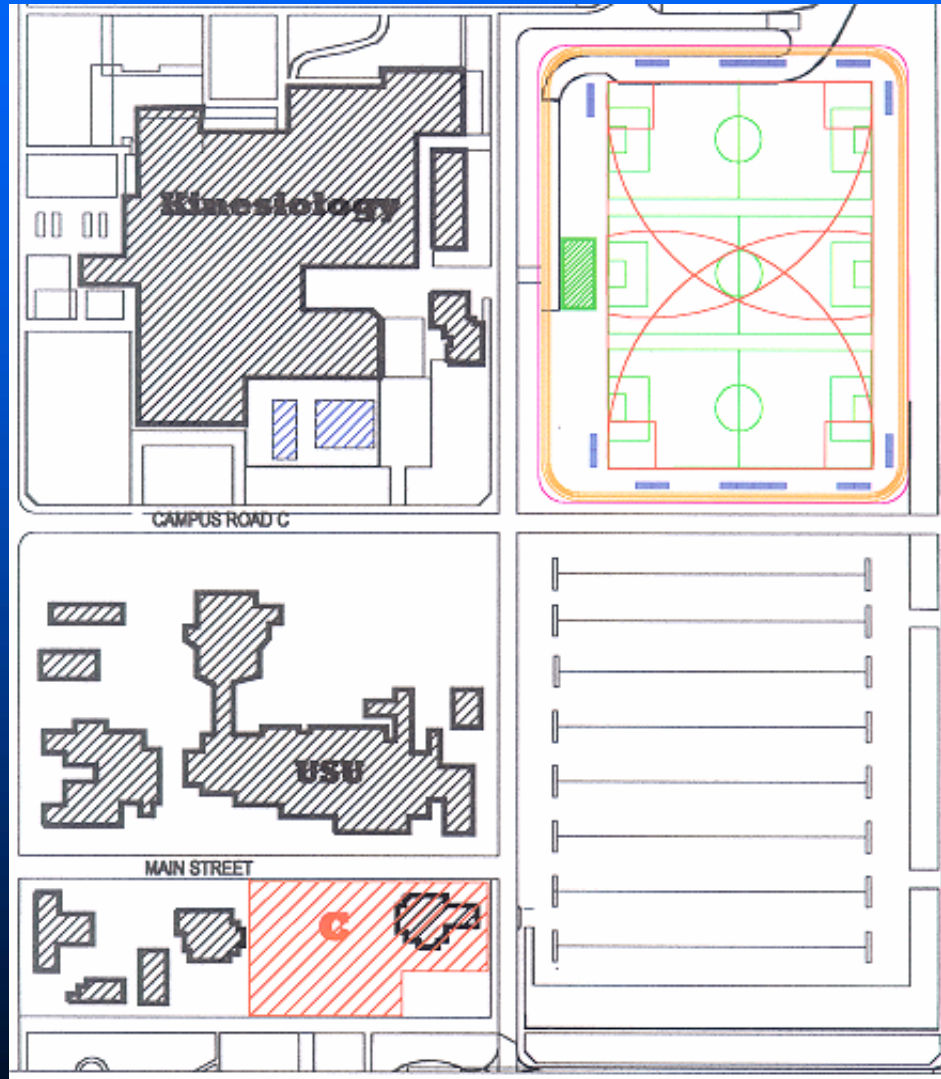


Site Analysis
"Hot Spot" Diagram





Proposed Campus Improvements



“The Design &
Implementation”

Program Refinement and Design

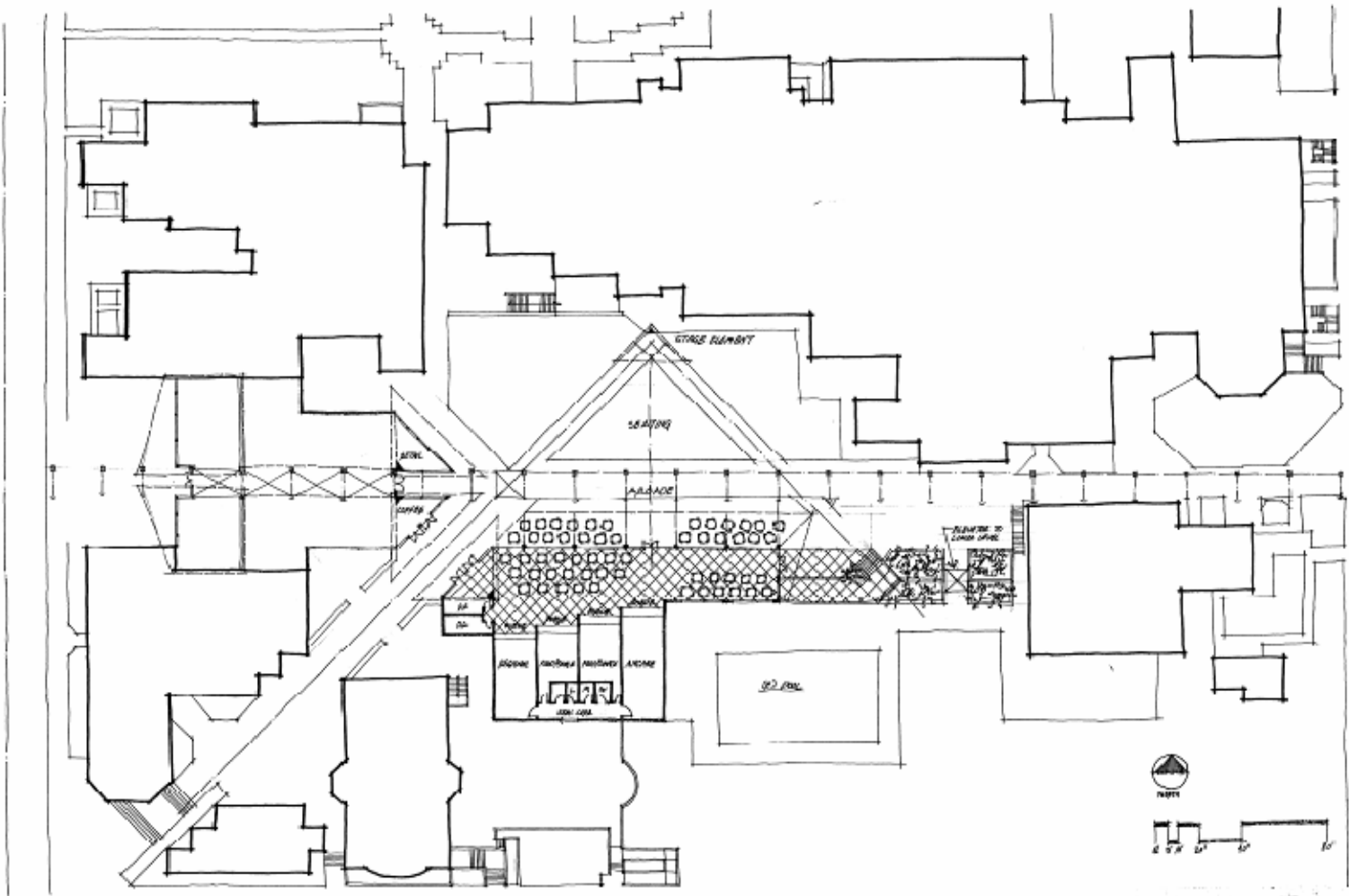
INTERACTIVE PROJECT APPROACH

- **Interactive Program Verification Process:**
 - Staff interviews and questionnaires
 - On-site observations of operations, tours, programming, and data gathering sessions

- **Interactive On-Site Design “Charrette” Process**

- **Design Coordination: Special problem solving and coordination tools**

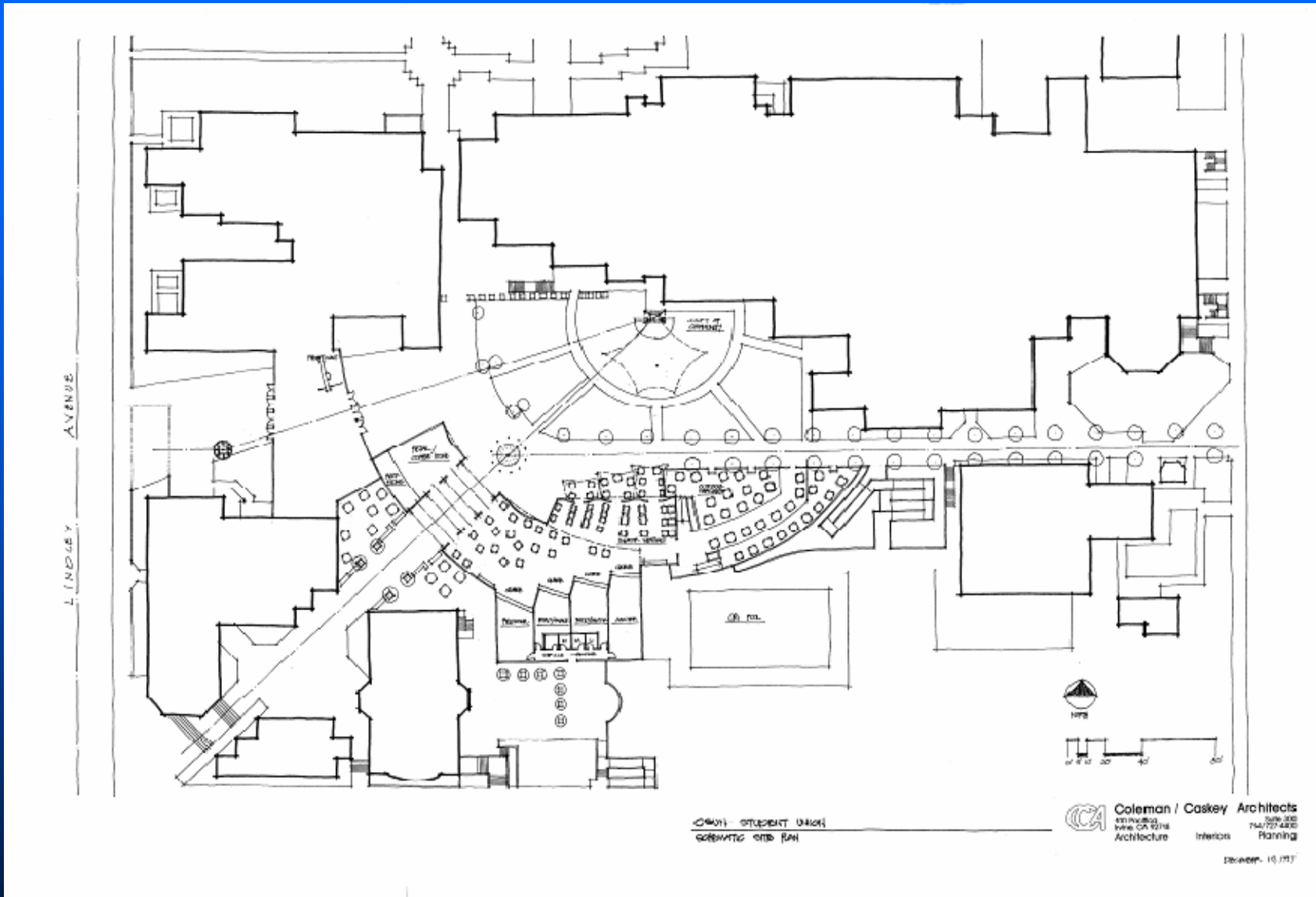
A successful and functional facility design hinges on the Design Team’s approach and their ability to include the facility users in functional, operational, and equipment-related design decisions.

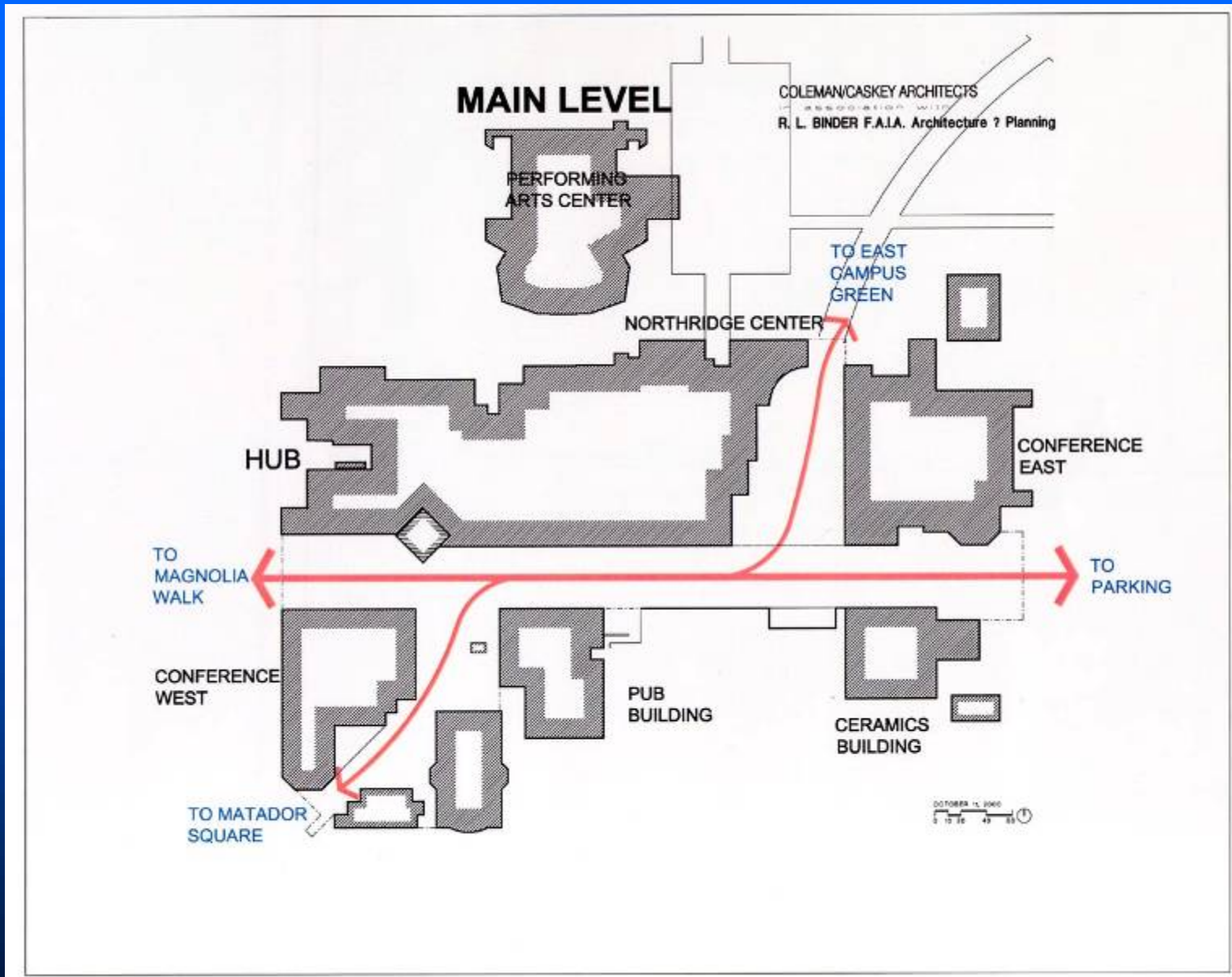


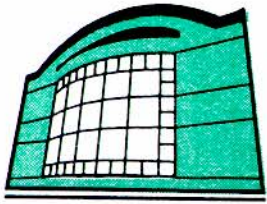
COUN- STUDENT UNION
 SCHEDULE 10: 1425 PAVILION - CONCEPT 'D'

CCA Coleman / Caskey Architects
 100 Redwood
 Irvine, CA 92714
 Architecture Interior Planning
 949.330.7400
 714.727.4400

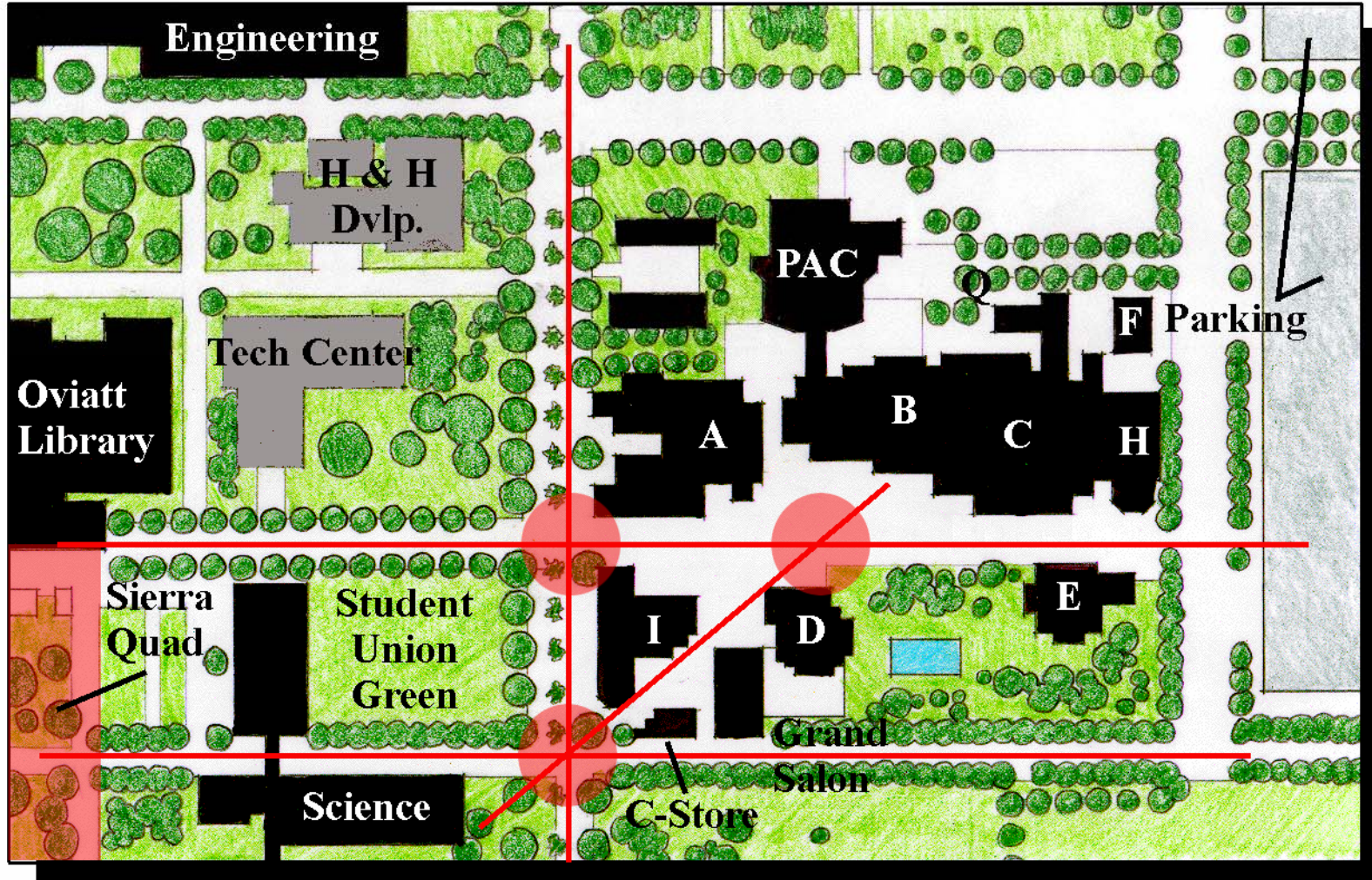
PROGRAM 19 1997







California State University, Northridge University Student Center



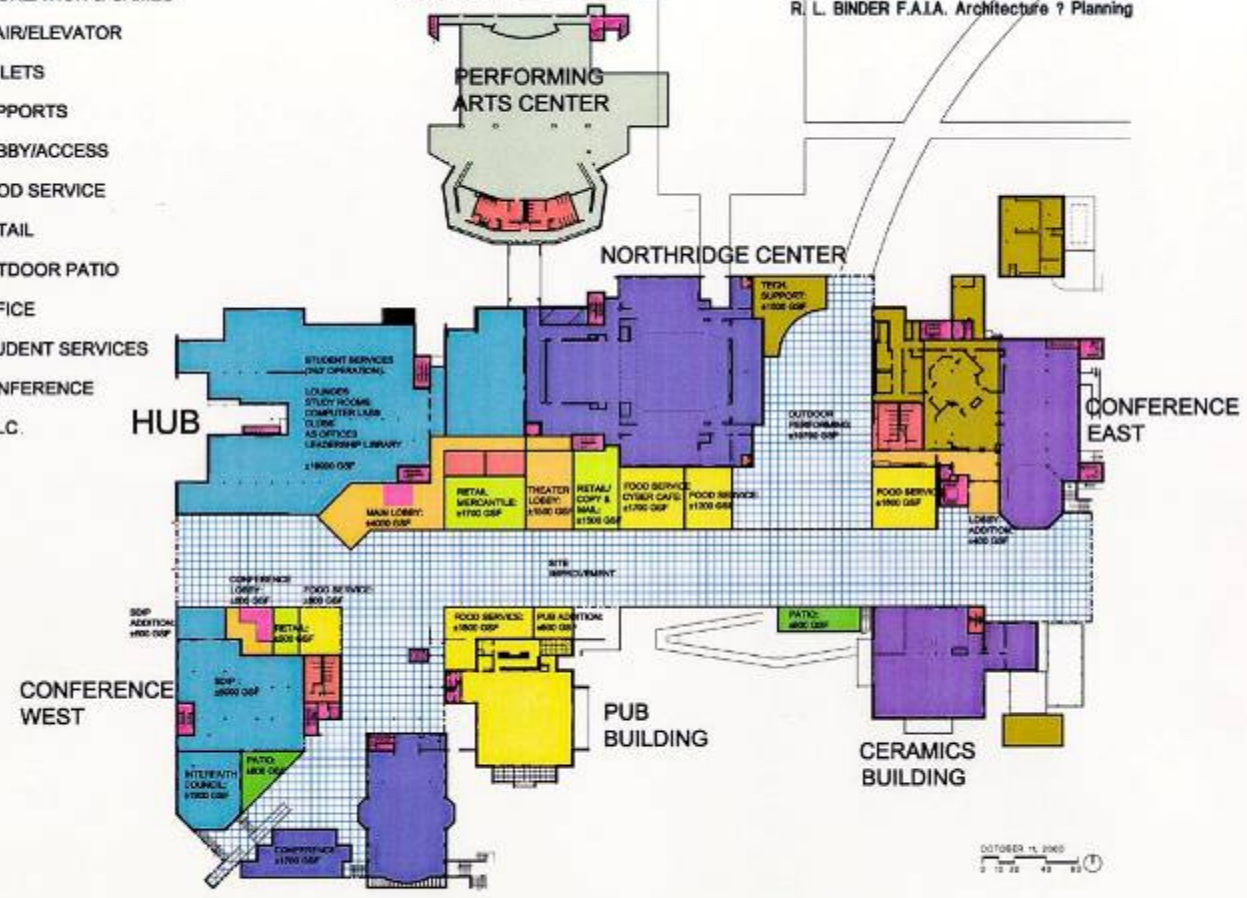
Site Analysis
"Hot Spot" Diagram



- RECREATION & GAMES
- STAIR/ELEVATOR
- TOILETS
- SUPPORTS
- LOBBY/ACCESS
- FOOD SERVICE
- RETAIL
- OUTDOOR PATIO
- OFFICE
- STUDENT SERVICES
- CONFERENCE
- P.A.C.

MAIN LEVEL

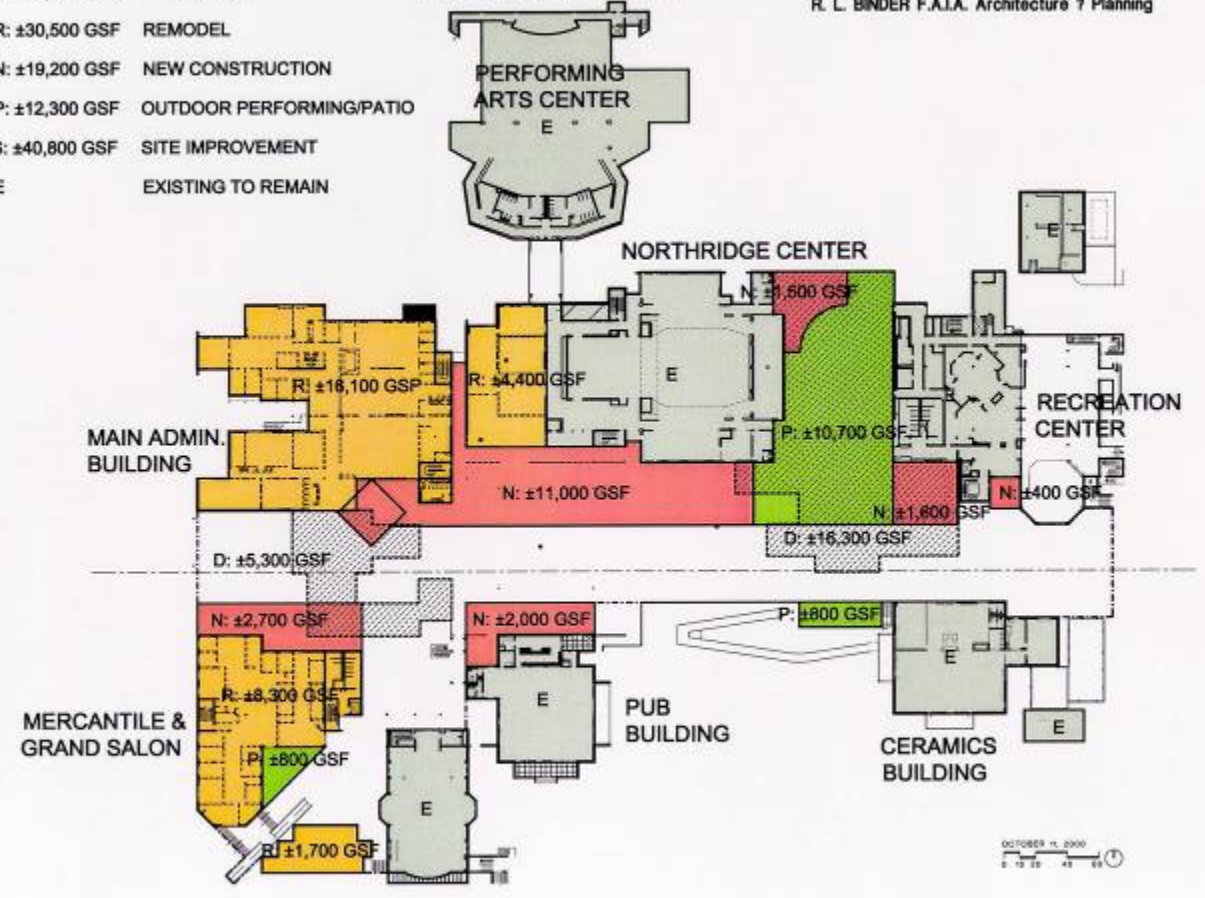
COLEMAN/CASKEY ARCHITECTS
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-  D: ±21,600 GSF DEMOLITION
-  R: ±30,500 GSF REMODEL
-  N: ±19,200 GSF NEW CONSTRUCTION
-  P: ±12,300 GSF OUTDOOR PERFORMING/PATIO
-  S: ±40,800 GSF SITE IMPROVEMENT
-  E EXISTING TO REMAIN

MAIN LEVEL

COLEMAN/CASKEY ARCHITECTS
 in association with
 R. L. BINDER F.A.I.A. Architecture & Planning





Carter  **Burgess**

R.L. Binder, FAIA



CSUN University Student Union





Carter  **Burgess**

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R.L. Binder, FAIA



The HUB – Activities & Services

- Student Services (24/7 Operation)
- Media Lounge
- Student Lounges
- Study Rooms
- Computer Labs and Training Lab
- Clubs
- USU Administration
- Financial Services/ATM's
- Coffee House
- Leadership Library

Lessons Learned

- Student Involvement Throughout
- Cross-Country Site Visit
- “Pay to Play” Approach
- Open Book Approach
- Renovation vs. New Construction
- Deferred Maintenance Issues

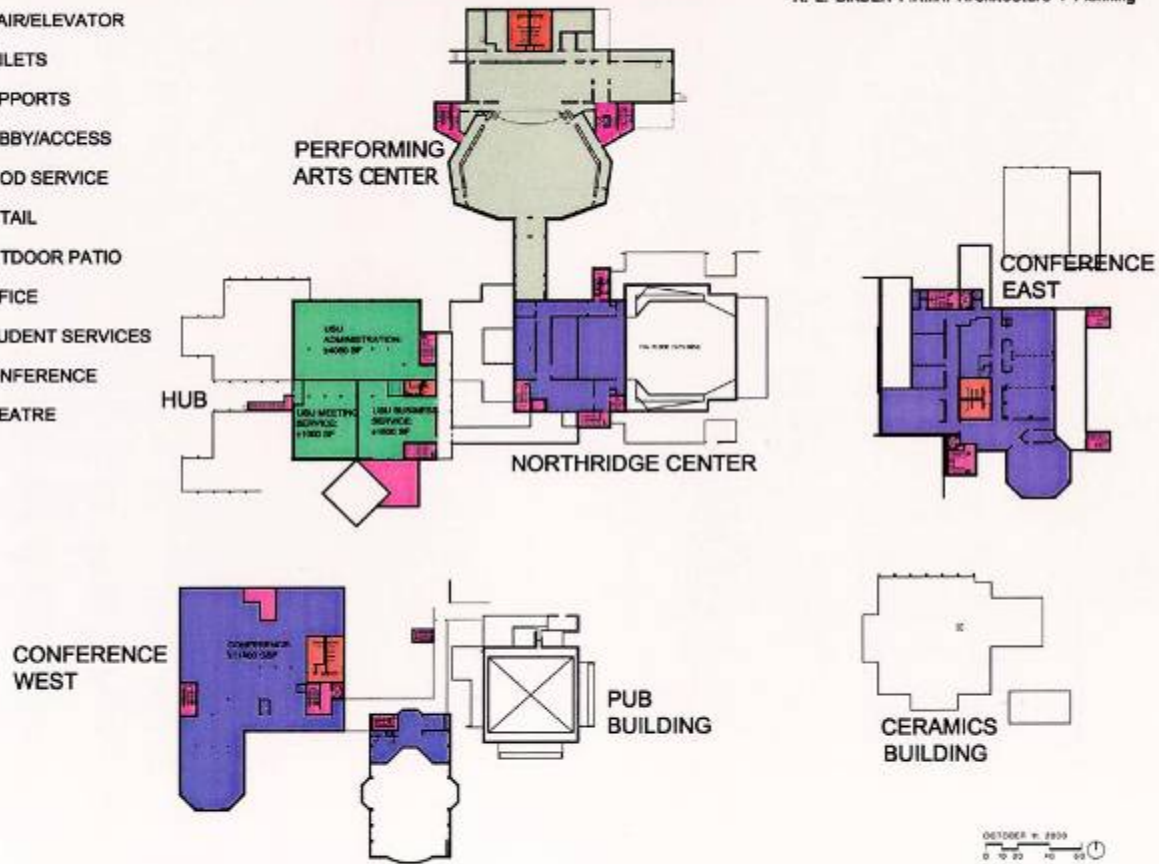
Discussion



- RECREATION & GAMES
- STAIR/ELEVATOR
- TOILETS
- SUPPORTS
- LOBBY/ACCESS
- FOOD SERVICE
- RETAIL
- OUTDOOR PATIO
- OFFICE
- STUDENT SERVICES
- CONFERENCE
- THEATRE

SECOND LEVEL

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SECOND LEVEL

COLEMAN/CASKEY ARCHITECTS
IN ASSOCIATION WITH
R. L. BINDER F.A.I.A. Architecture & Planning

- R: ±15,100 GSF REMODEL
- N: ±6,100 GSF NEW CONSTRUCTION
- E EXISTING TO REMAIN

