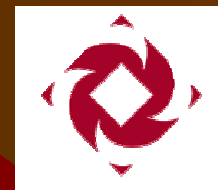


“Recreational Facilities Planning: Excellence from the Beginning”



NIRSA 2001



UNIVERSITY OF ALABAMA

BRAILSFORD & DUNLAVEY

Introduction

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



Today's Presenters

- George Brown
 - University Recreation Director
 - 20 Years of Recreation Experience
- Kim Martin
 - Analyst with Brailsford & Dunlavey
 - 10 Years of Campus Recreation Experience
- Dave Larson
 - Senior Vice President with TMP Associates
 - Specializing in Recreational Facilities



University Overview

- UA Established in 1831
- Flagship Institution in State of Alabama
- 18,300 Students
- Located in Tuscaloosa (town of 80,000)
- Storied Tradition in Athletics



University Recreation Overview

- UR Budget of \$3.3 Million
- Professional Staff of 15
- Facilities include:
 - Student Recreation Center (former Merit Award Winner)
 - Riverside Pool
 - Aquatic Center
 - Outdoor Field Complex
 - Golf Course



STUDENT RECREATION CENTER



STUDENT RECREATION CENTER



- 110,000 GSF
- 12 Racquetball Courts
- 2 Squash Courts
- 5 Basketball, Volleyball and Badminton Courts
- 1/8 Mile Indoor Jogging Track



FITNESS

Free Weights
Cardio Area
Fitness Testing
Personal Training



25 Yard Indoor Pool
Sunning Deck



IM's, SPORT CLUBS & OUTDOOR



Over 40 Teams,
Individual and Dual
Sports & 13 Competitive
Sport Clubs



Adventure Trips
Equipment Rental
Center



UNIVERSITY GOLF COURSE

- 18 Hole Par 71 Course
- Fully Equipped Pro Shop
- PGA Professional on staff
- Discount Student Green Fees
- Open Seven Days a Week
- 48,000 Rounds Per Year



UNIVERSITY AQUATIC CENTER

**50 Meter Pool with
Diving Boards**

25 Yard Swimming Pool

Swimming Lessons

**Lifeguarding & Water
Safety Classes**

Weight Room



Project Background

- Complaints from Students
- Customer Base Flat or Declining
- Deferred Maintenance Issues
- Campus Master Plan Issues
 - Riverside Pool
 - Tennis Courts
 - Enhance East Portion of Campus



Positive Variables

- Positive Political Climate
 - New VP of Student Affairs and President were Pro-Campus Recreation
- Available Land
- Mature Recreation Staff and Program



Working Group Composed of:

- University Recreation
- Student Affairs
- Financial Affairs
- Intercollegiate Athletics
- Facility Planning
- Human Performance Studies



Working Group (continued):

- Student Government Association
- Student Representatives
- African American Association
- Residence Hall Association
- Graduate Students Association
- University Programs



Hiring an Consultant

- Feedback from Colleagues
- Discussed with National Sports Architects
- Not a Design Exercise
- Development of an RFP
- Funds Set Aside from Operating Budget



Analysis

- Strategic Analysis
- Competitive Analysis
- Focus Groups
- Student Survey
- Health Club Analysis
- Financial Analysis
- Programming

**Comprehensive Analysis
Allowed For Approval
without Referendum**



Strategic Analysis Goals

1. Address the University of Alabama's Long Term Recreational Needs
2. Develop & Enhance the East Portion of Campus Around the SRC
3. Centralize UR's Facilities, Operations, & Programs Where Appropriate



Market Analysis Results

- 80% Use Existing Recreation Facilities
- Current Facility is “Clipping”
 - Facility is Too Crowded
- 70% Support Raising Fees \$80 Per Semester
 - 80% Support if Fee Starts after Improvements



Market Analysis Results

- Student Recreation Center Needs:
 - More Weight & Fitness Space
 - Amenities & Services / Community Building
 - General Upgrades, Lighting, & Parking
- Plan was Attractive Because of its Comprehensiveness
 - “Something for Everyone” – Marketing Theme



Improvement

Medium or High Priority

1. Renovations/Expansions to SRC	88%
2. New Fitness Center & Weight Room	84%
3. Additional Club & Intramural Funding	75%
4. Expanded Outdoor Recreation	75%
5. New Aquatics Center	71%
6. Outdoor Social Pool	67%
7. 2,000-3,000 Seat Arena	65%
8. New Outdoor Indoor Courts	64%
9. Renovation to the Golf Course	57%
10. Indoor Tennis Facility	53%
11. New Sport Climbing Wall	51%





*“SOMETHING FOR
EVERYONE”*



Renovation to SRC

- Better Location for UR Staff Offices
- Better Lighting & Parking
- Resurfaced and Expanded Elevated Track
- General Upgrades / More Retail
- Expansion of Vertical Spine / Main Street



Expansion to SRC

- Large Weight & Fitness Center
- New Multipurpose Activity Court “MAC”
 - Indoor Soccer & Hockey
 - Two Additional Basketball Courts
- Wellness Component
- New Outdoor Pool & Sun Deck
- New Indoor Rock Climbing Wall



Tennis Courts

- 12 Outdoor Tennis Courts - \$1 Million
- Significant Site Costs
- Opens Up Space on Campus



Financial Analysis

- Board Approved a \$24M Project
- All Project Costs Included
- Funding to Include \$14 Fee Increase Over 5 Years
- Additional Operating Revenues & Expenses
- More Efficient Operation (Streamlined Budgets)



Project Phasing Strategy

“Added Value Each Year”

FY 1999-2000

New Basketball Court Flooring

FY 2000-2001

New Aerobic Flooring, Tennis Courts

FY 2001-2002

Golf Course, Outdoor Pool

FY 2002-2003

SRC Addition

FY 2003-2004

SRC Renovation



What We Learned:

- Complex Phasing Plan Impacts Financial Performance
- Encourage Partnerships But Maintain Flexibility in Planning
- Detailed Planning in One Academic Year
- Don't Make Too Many Promises (fac/staff rates)
- Use On-campus Resources (Capstone Poll)



What We Learned:

- Understand Your Mission:
 - Sometimes you can't be “All Things to All People”
- Beware of “Project-Related” Costs
- Be aware of Political Landmines



Current Project Status

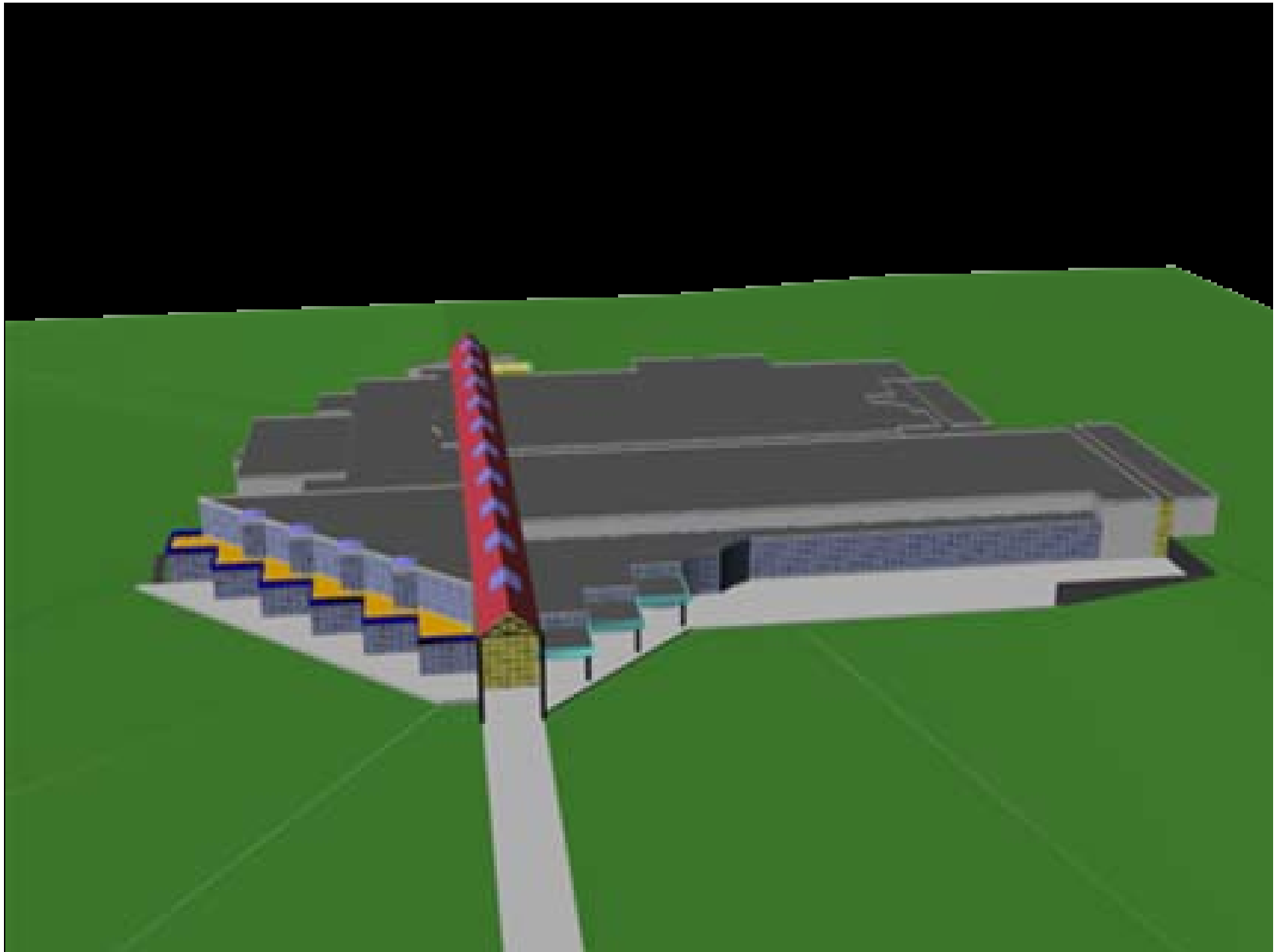
- Tennis Courts under Construction
- 30% Schematic Design Phase
- Draft Business Plan Developed



The NEW
University of Alabama
Student Recreation Center
Architectural Development

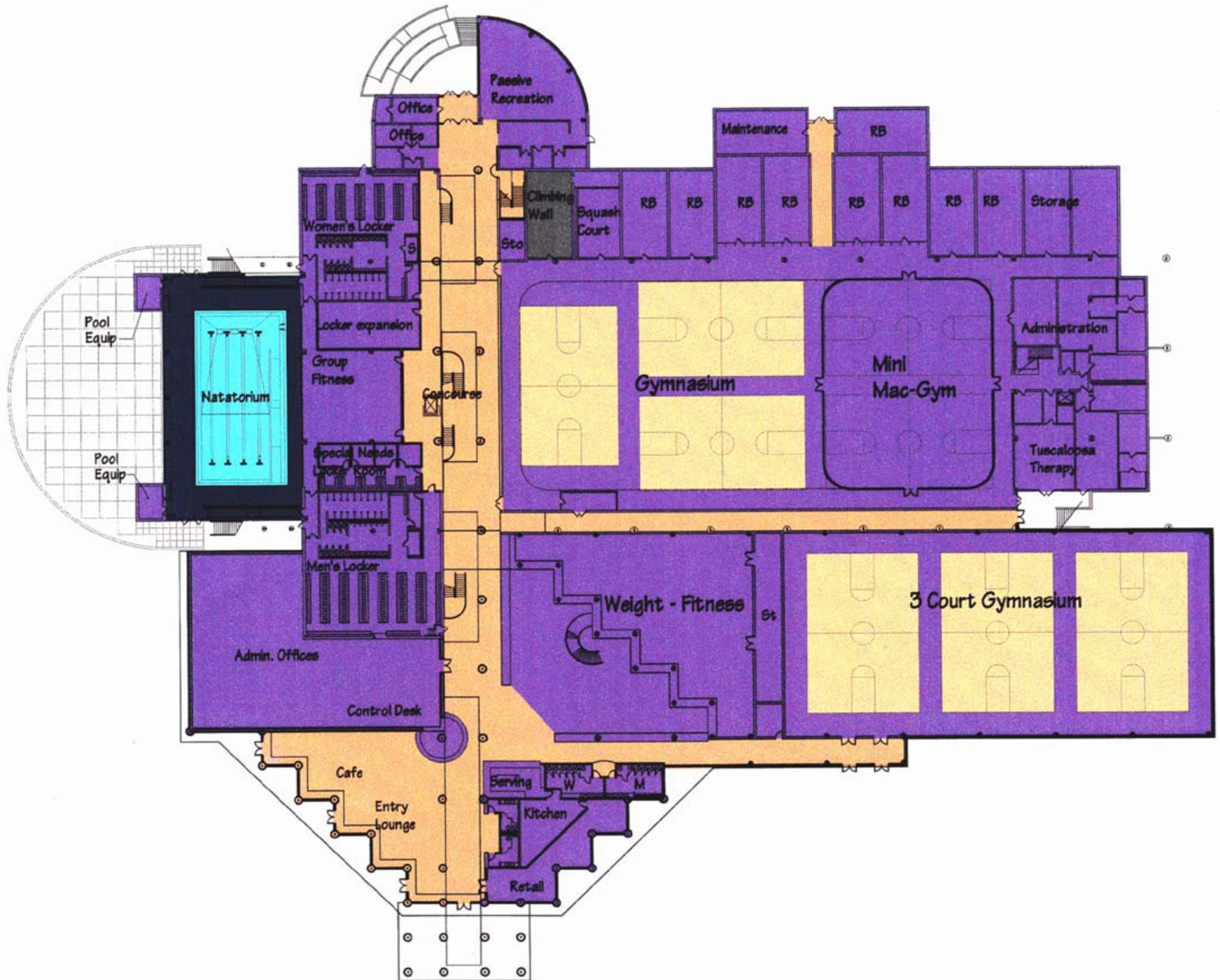


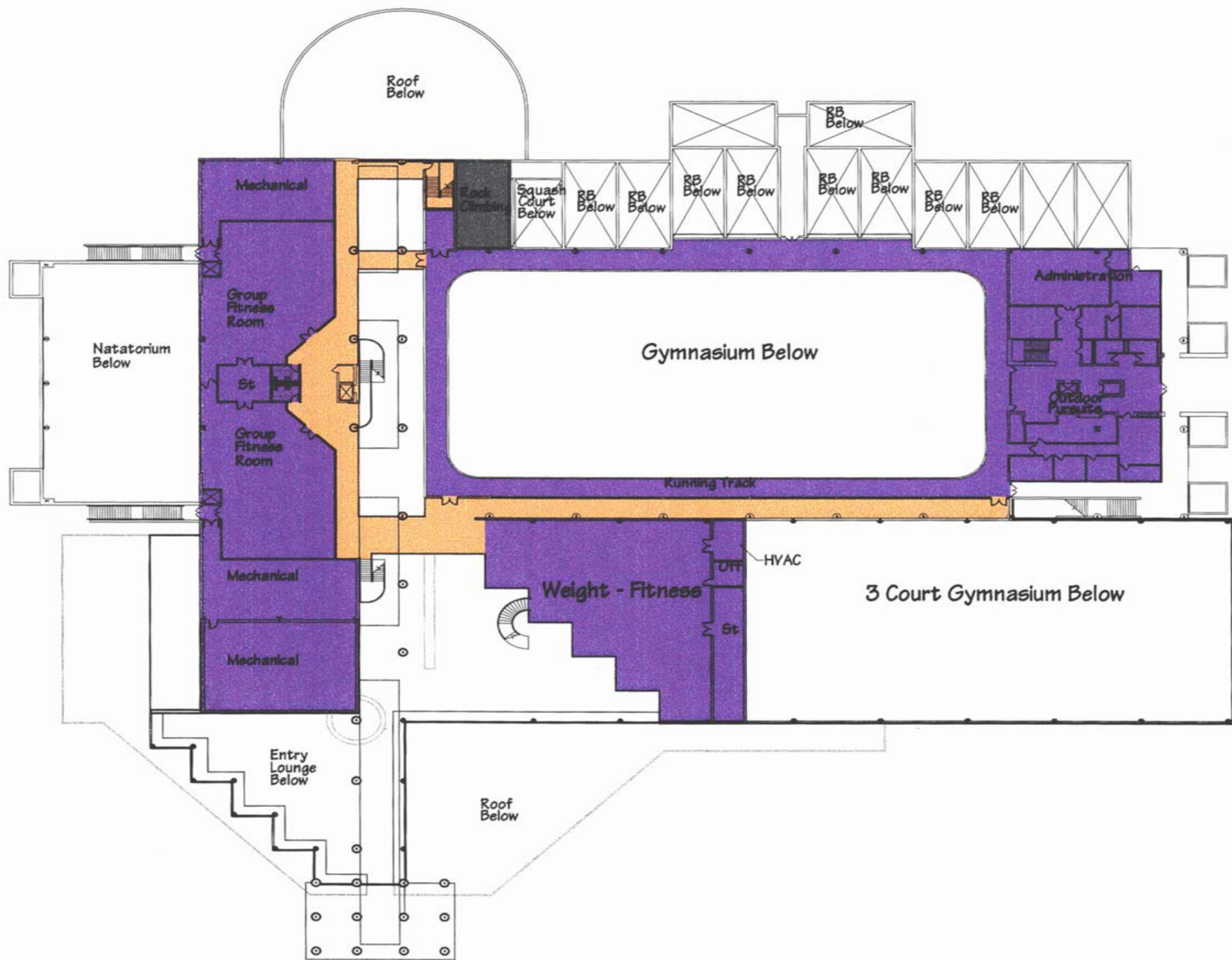








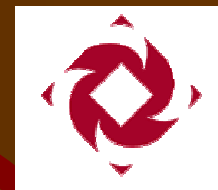




“Recreational Facilities Planning: Excellence from the Beginning”



NIRSA 2001



UNIVERSITY OF ALABAMA

BRAILSFORD & DUNLAVEY