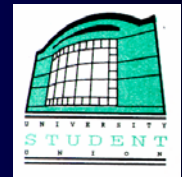
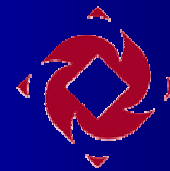
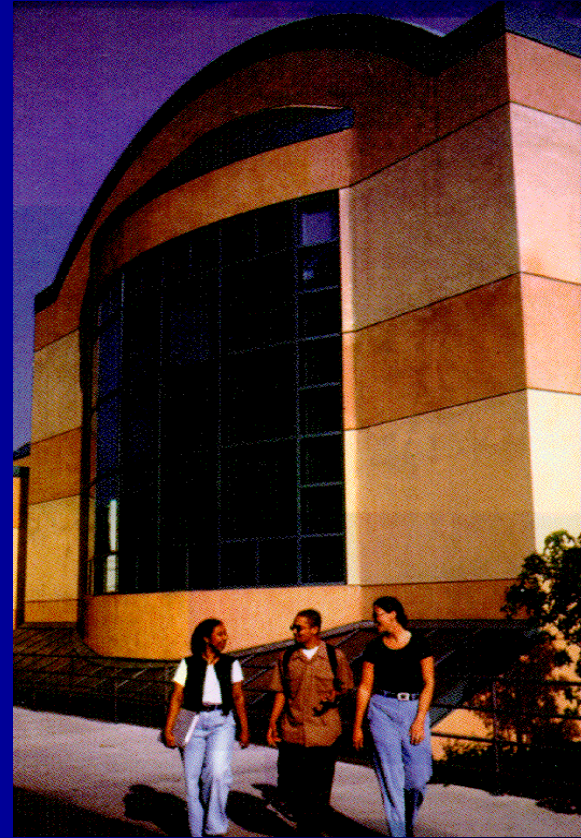


“Basking in the ‘CSUN’

Building a
Vibrant Main
Street at Cal
State,
Northridge”



Brailsford & Dunlavey

Introduction

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

Today's Presenters

- Debra Hammond, Executive Director USU
 - Former ACUI President
- Hakim Chambers, USU Operations Coordinator
 - Current CSUN Grad Student (Public Administration) & Referendum Chair
- Jeffrey Turner
 - Vice President, Brailsford & Dunlavey
 - Experience on over 20 Union Projects

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
- 1 of 23 Campuses in the CSU System
- Over 27,000 Students
- Located in Southern California
- Satellite Campus in Channel Islands
- Just Made First Men's Basketball NCAA Tournament Appearance!

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 Center, Satellite Student Union

Project Initiation

- Student Complaints
- Wayfinding
- 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
- Student Survey
- Retail Analysis
- Financial Analysis
- Programming



Over 1,500 students Involved

“The Goals”



“The Goals”

- 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.”



“The Competition”



“The Competition”

- 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 Amt of Recreation Space
 - CSU Schools Are Building New Facilities

“The Competition”

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



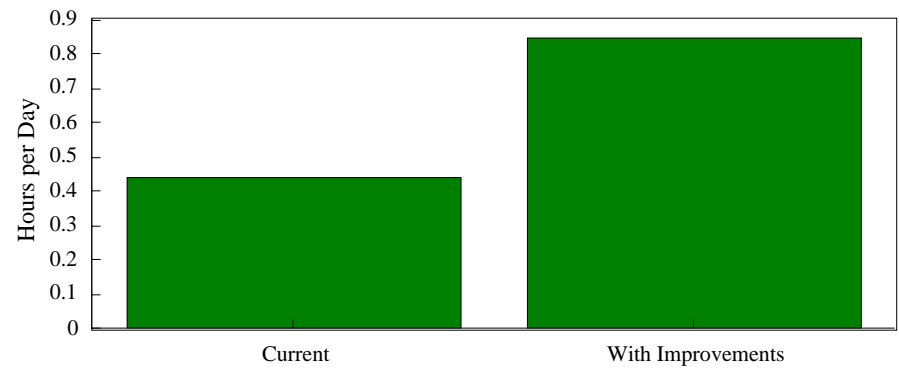




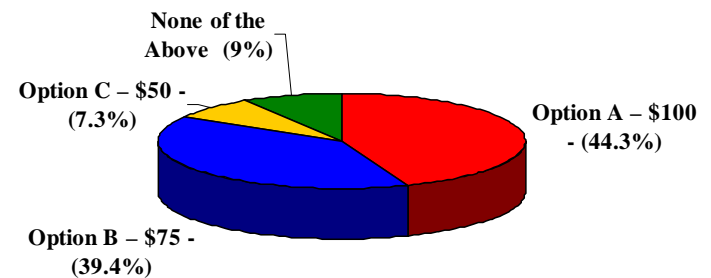


“The Demand”

Use of a Renovated Union



Which Option is Best?



“The Demand”

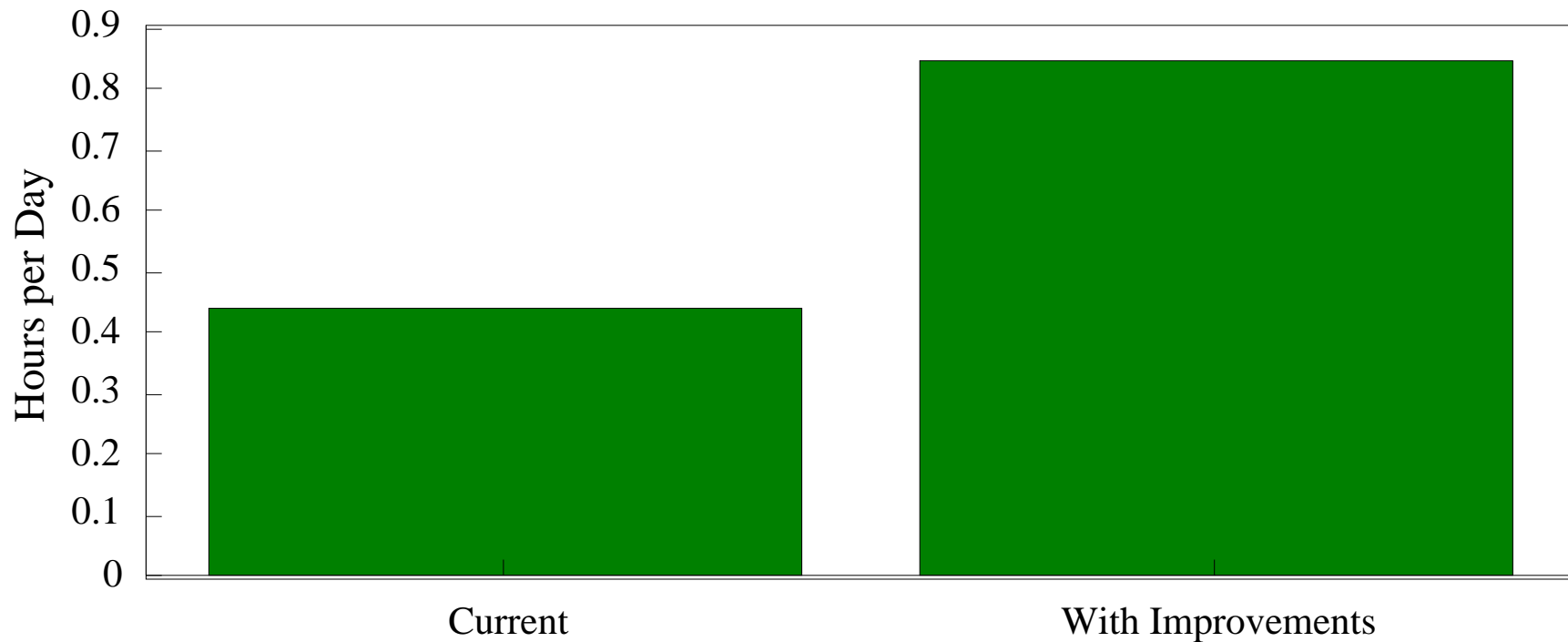
- No Hub of Student Life
 - USU Seen as “Fort-like” & “Intimidating”
- Lack of “Destination” Spaces at USU
 - No “Anchor Tenant” - Bookstore or Food Court
 - Need for More “Social-Study” Opportunities
 - Need More Outdoor Seating & Retail
 - Need for More Technology

“The Demand”

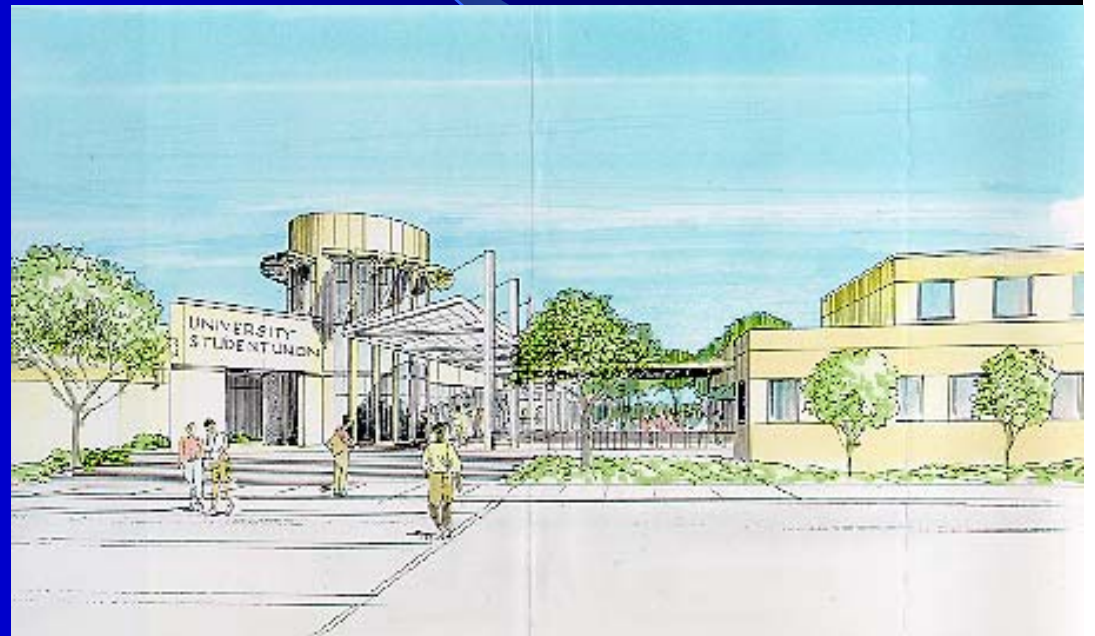
- Approximately 50% Support Raising Fees \$50 Per Semester for Improvements
- Approximately 75% Support Raising Fees \$20 Per Semester
- Recommended a \$35 Fee Increase

Student Survey Results

Use of a Renovated Union

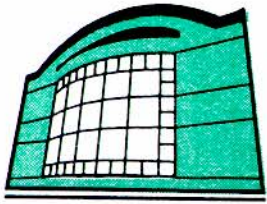


“The Concept”

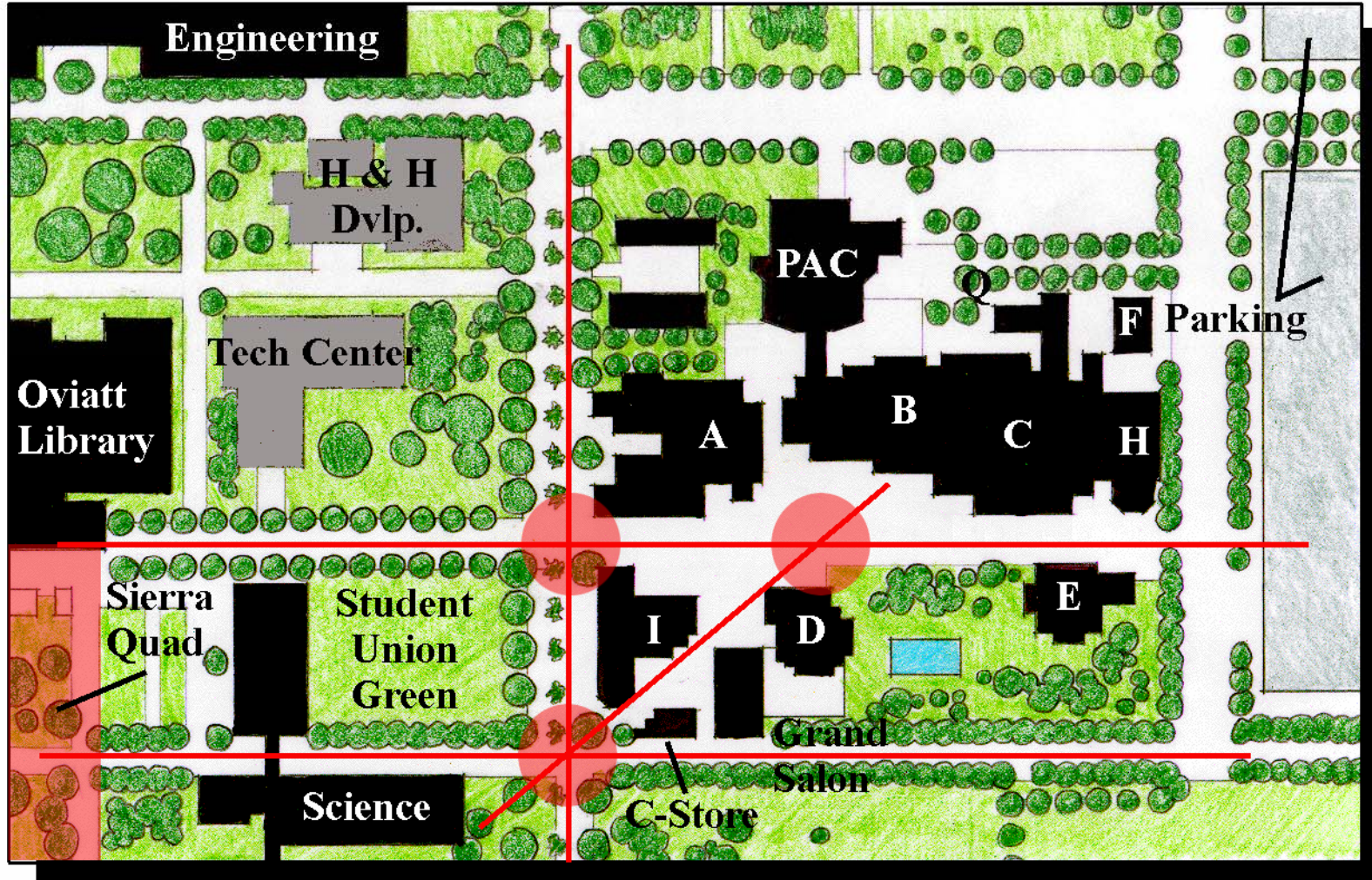


USU “Main Street” Concept

- Visual Connection to Campus
 - Demolish Portion of Entrance / Building A
 - East - West Spine Consistent with Master Plan “Magnolia Walk”
 - Renovation to Other Areas of Union Including:
 - **Pub**
 - **Court of Community**
 - **Offices & Meeting Rooms**
 - **PAC Entrance**



California State University, Northridge University Student Center



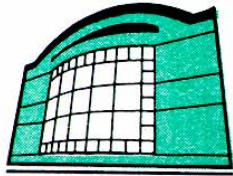
Site Analysis
"Hot Spot" Diagram



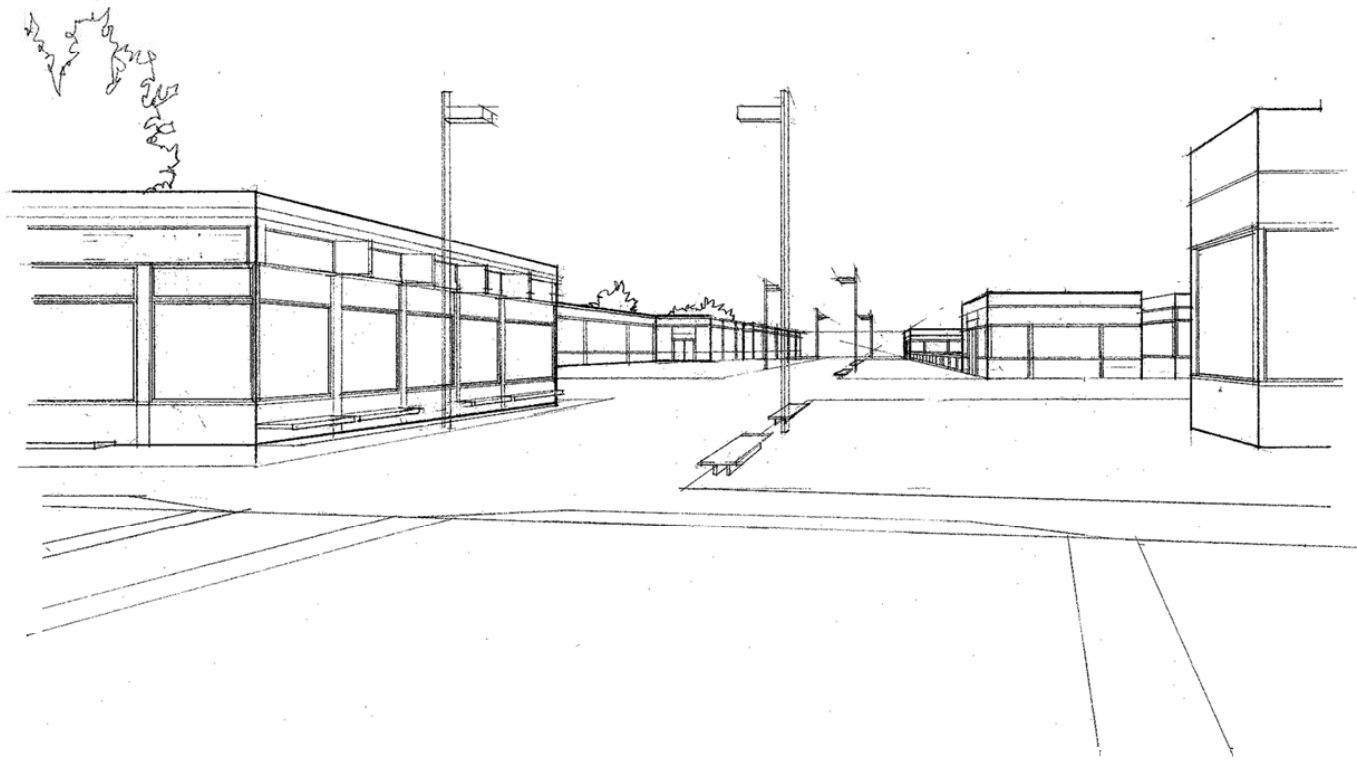
Program Improvements

- Food & Retail Carts Along Main Street
- Group Study Rooms / Large Fishbowl
- Better Entrance to Performing Arts Center
- Large Computer Lab / Email & Internet Stations
- Various Non-scheduled Meeting Rooms
 - Small (2-5 Person) Seminar Rooms
 - Ability for “Social-Study” Opportunities





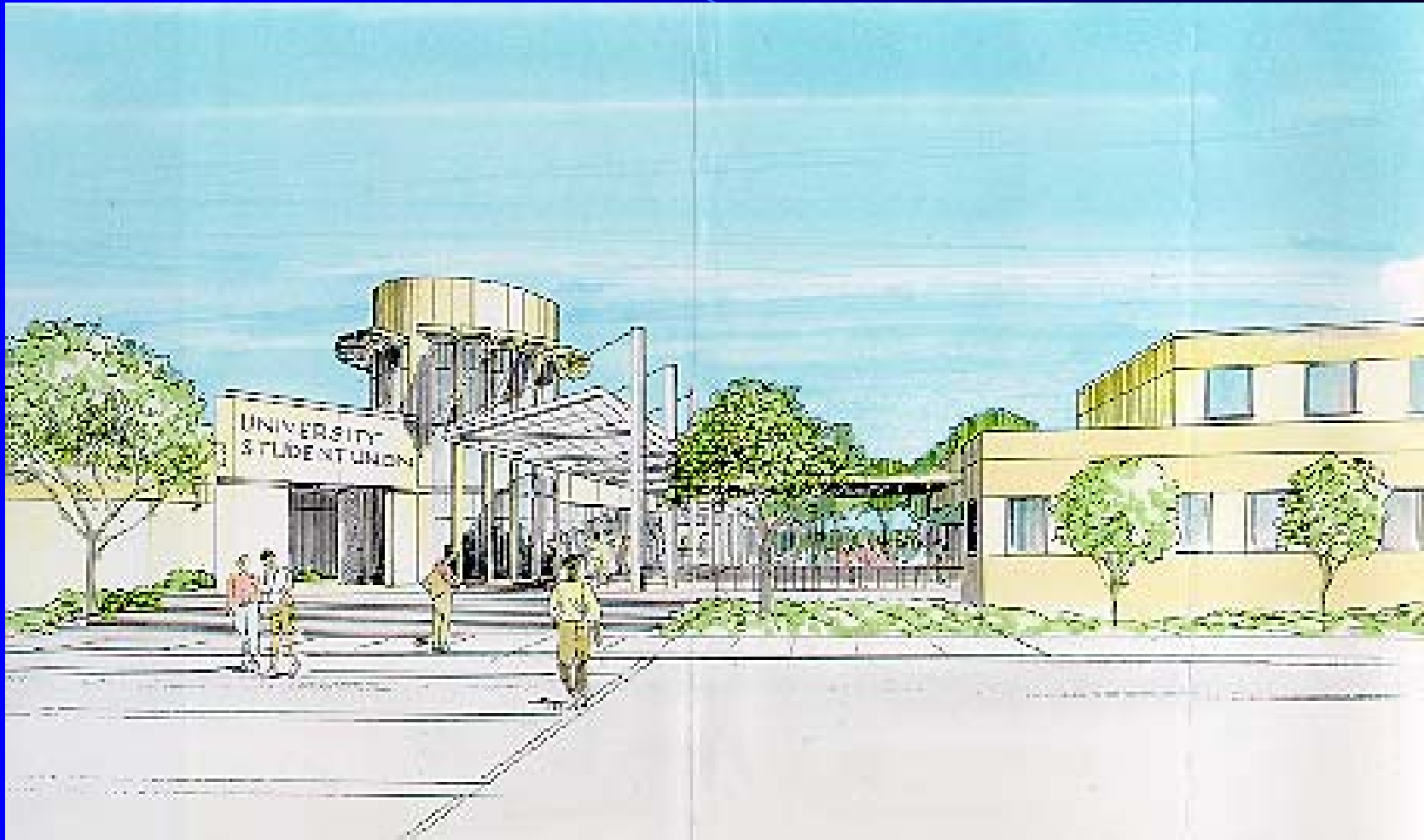
California State University, Northridge University Student Center



Site Analysis
Conceptual Perspective



Brailsford & Dunlavy
Catalysts for Building Community



Financial Plan

- Project Cost of Approximately \$14M
- Student Fee of \$35 Per Semester
- Fee Not to Begin Until Facility is Complete
- Other Revenues From:
 - Food Operations
 - Retail Tenants
- Additional Operating Expenses

Short-term Improvements

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

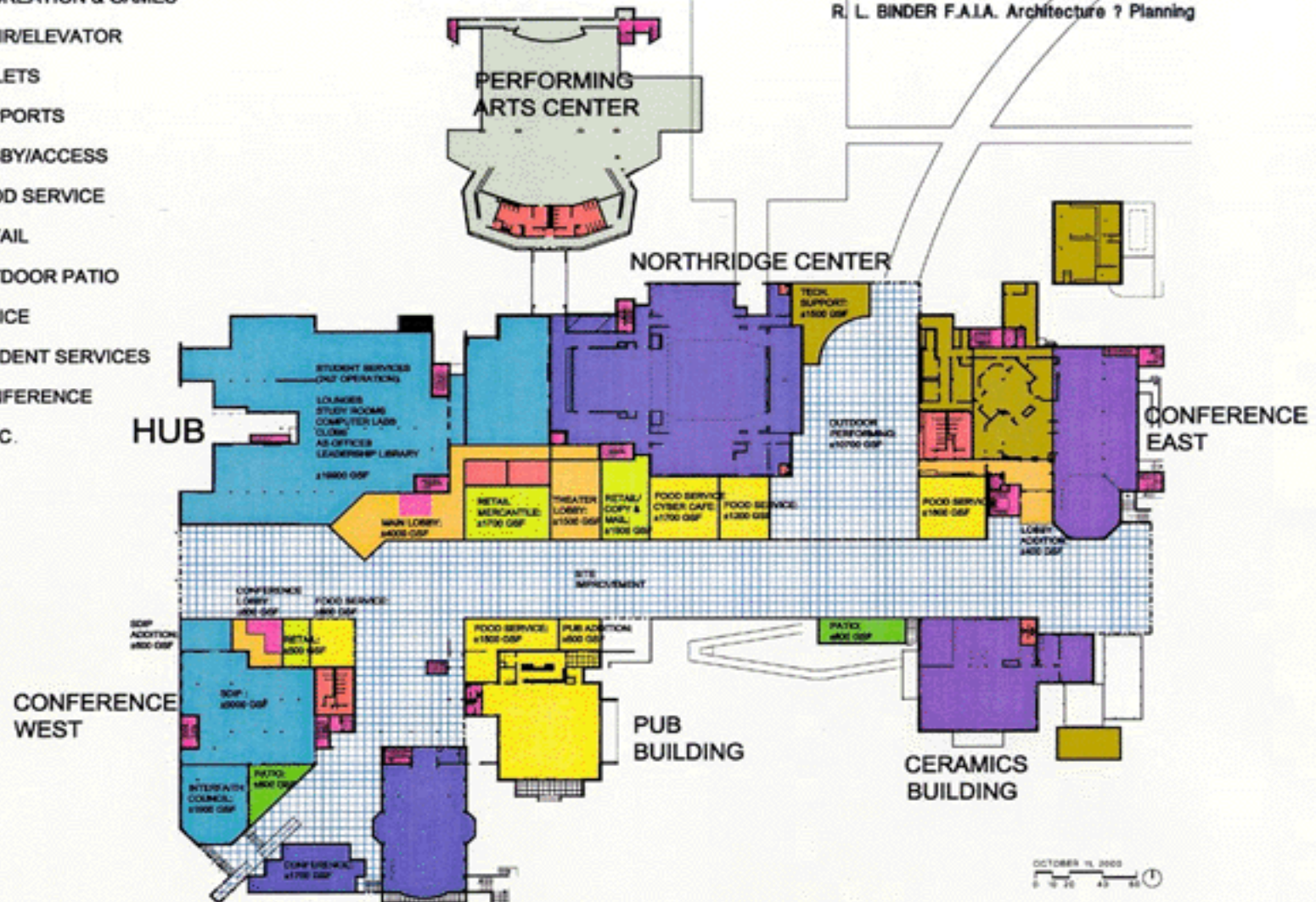
Lessons Learned

- Comprehensive Approach to Planning
- “Pay to Play” Approach
- Planning in One Academic Year
- Use Your Existing Resources / Sub-committees
- Open Book Approach

- 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
 ASSOCIATION WITH
 R. L. BINDER F.A.I.A. Architecture & Planning



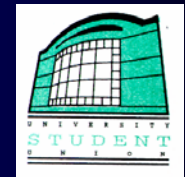
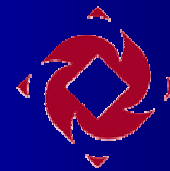
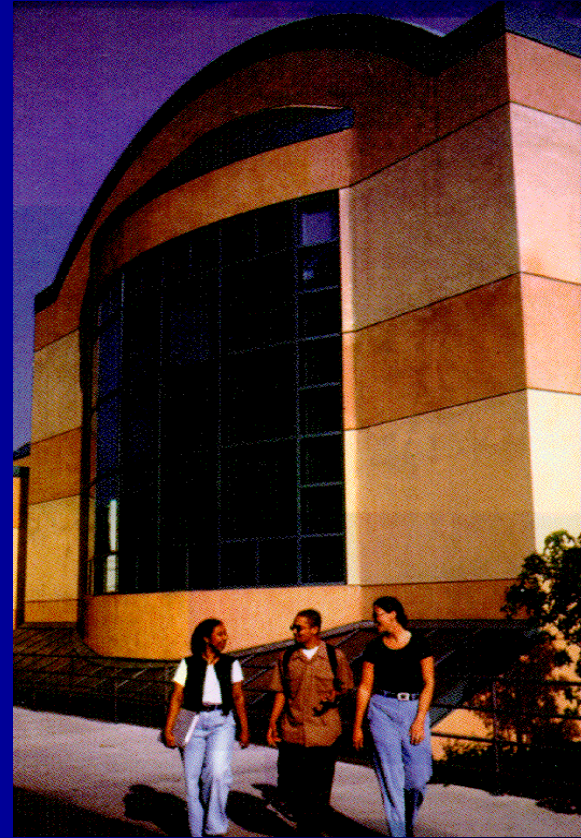
Note: This plan is a "concept" design only. Actual plans and programs will be determined in the design phase of the project.

Discussion



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