Oregon State University – Memorial Union

New Home Workshop – Concept Option Development
May 20th 2009
Agenda

- Analysis of Workshop Results 10 minutes
  - Overview of Concept Options 15 minutes
    - Option #1 “MU Only”
    - Option #2 “Middie”
    - Option #3a “Maxi”
    - Option #3b “Maxi+”
  - Reactions & Discussion of Options 30 minutes
- Next Steps 5 minutes
## Concept Options Summary

<table>
<thead>
<tr>
<th>Concept</th>
<th>Project Size</th>
<th>Project Cost</th>
</tr>
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<tbody>
<tr>
<td>#1 - &quot;MU Only&quot;</td>
<td>32,000 GSF</td>
<td>$7 million</td>
</tr>
<tr>
<td>#2 - &quot;Middie&quot;</td>
<td>35,000 GSF + 15,000 Reno</td>
<td>$34 million</td>
</tr>
<tr>
<td>#3a - &quot;Maxi&quot;</td>
<td>56,000 GSF + 15,000 Reno</td>
<td>$44 million</td>
</tr>
<tr>
<td>#3b - &quot;Maxi+&quot;</td>
<td>65,000 GSF + 15,000 Reno</td>
<td>$50 million</td>
</tr>
</tbody>
</table>
Personas & Character Outcomes

MEMBER
participates / contributes on a regular basis in student sponsored events, programs, activities

STUDENT LEADER
represents student organization interests

USER
consumer of MU or Snell services or programs

CREATOR
organizes / implements student programs for others: passive or active participation

STEWARD
shapes university or organization image / brand / community

TECHNICIAN
provides technical support for student interests

PARTNER
assist students with advancing their interests

Character
- Casual
- Warm
- Slick-"ish"
- Simple
- New
- Powerful
- Welcoming
- Strong
- Is the name SIC representative of the project?
- Partnering opportunities-academic, retail, foundation
- Adaptability of space for growth and flexibility
- Cool things in the building
- Make things different this time
- Is there any “there there” in the new space?
- Social / casual space important
- Theater/Black Box space?
- Building should provide a microcosm of OSU
- Trysting Tree space really works in the MU
- OK to stumble across one another in common space
- Crafts demonstration space would be welcomed
- Internship resource center
- What is missing?
  - Diversity development
  - Wellness
- SIC not an appropriate name, does not describe what goes on there
- Master plan will not allow "dirty facilities" in this area
- Redefine the MU "brand" through this project
- Collaboration and compromise will be a part of our planning process
- Kelley Engineering lobby & coffee shop are cool
- Can we integrate some of the functions of Snell-convergence concept for media
- Club Escape serves a group size not accommodated in MU
- Convergence of media is OK
- How do other unions' features compare to MU & Snell
- We a place that we "just go to", rather than feeling like we are going to a building. OK for the space to have some "random" features
- Expose media to public, see media how it works
- Connect in and with the building
- Music connection from DJ’s in social common space?
- Media becomes the glue of the new space
- Kelley Engineering is a great meeting space… “I always know that someone I know will be there.”
## Revised Program Benchmarking

<table>
<thead>
<tr>
<th>Functional Areas</th>
<th>ASF</th>
<th>%-Ttl ASF</th>
<th>ASF/Stdnt</th>
<th>ASF</th>
<th>%-Ttl ASF</th>
<th>ASF/Stdnt</th>
<th>ASF</th>
<th>%-Ttl ASF</th>
<th>ASF/Stdnt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group 1: Food Service</td>
<td>34,923</td>
<td>24.1%</td>
<td>1.8</td>
<td>0</td>
<td>0.0%</td>
<td>0.0</td>
<td>26,412</td>
<td>19.3%</td>
<td>1.5</td>
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<tr>
<td>Group 2: Ballroom Facilities</td>
<td>13,850</td>
<td>9.6%</td>
<td>0.7</td>
<td>0</td>
<td>0.0%</td>
<td>0.0</td>
<td>14,593</td>
<td>10.7%</td>
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<tr>
<td>Group 3: Conference/Meeting Rooms</td>
<td>26,335</td>
<td>18.2%</td>
<td>1.3</td>
<td>0</td>
<td>0.0%</td>
<td>0.0</td>
<td>17,065</td>
<td>12.5%</td>
<td>0.9</td>
</tr>
<tr>
<td>Group 4: Bookstore</td>
<td>34,729</td>
<td>24.0%</td>
<td>1.8</td>
<td>0</td>
<td>0.0%</td>
<td>0.0</td>
<td>11,755</td>
<td>8.6%</td>
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<tr>
<td>Group 5: Additional Retail Services</td>
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<td>0.2</td>
<td>0</td>
<td>0.0%</td>
<td>0.0</td>
<td>10,353</td>
<td>7.6%</td>
<td>0.6</td>
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<tr>
<td>Group 6: Theater/Auditorium</td>
<td>0</td>
<td>0.0%</td>
<td>0.0</td>
<td>0</td>
<td>0.0%</td>
<td>0.0</td>
<td>5,003</td>
<td>3.7%</td>
<td>0.3</td>
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<tr>
<td>Group 7: Recreation/Entertainment</td>
<td>12,886</td>
<td>8.9%</td>
<td>0.7</td>
<td>0</td>
<td>0.0%</td>
<td>0.0</td>
<td>3,788</td>
<td>2.6%</td>
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<tr>
<td>Group 8: Lounge Space</td>
<td>11,781</td>
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<td>0</td>
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<td>0.0</td>
<td>10,088</td>
<td>7.4%</td>
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<td>Group 9: Academic Related</td>
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<td>0.0</td>
<td>0</td>
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<td>0.0</td>
<td>1,110</td>
<td>0.8%</td>
<td>0.1</td>
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<tr>
<td>Group 10: Student Organizations</td>
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<td>0.0%</td>
<td>0.0</td>
<td>31,506</td>
<td>27.4%</td>
<td>1.7</td>
<td>18,804</td>
<td>12.3%</td>
<td>0.9</td>
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<tr>
<td>Group 11: Administrative Offices</td>
<td>6,503</td>
<td>4.5%</td>
<td>0.3</td>
<td>0</td>
<td>0.0%</td>
<td>0.0</td>
<td>12,265</td>
<td>9.0%</td>
<td>0.7</td>
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<tr>
<td>Group 12: Multicultural Centers</td>
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<td>0.0%</td>
<td>0.0</td>
<td>0</td>
<td>0.0%</td>
<td>0.0</td>
<td>6,090</td>
<td>4.5%</td>
<td>0.3</td>
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<tr>
<td>Group 13: Special/Misc. Components</td>
<td>0</td>
<td>0.0%</td>
<td>0.0</td>
<td>8,770</td>
<td>7.6%</td>
<td>0.5</td>
<td>1,467</td>
<td>1.1%</td>
<td>0.1</td>
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<tr>
<td><strong>Total Assignable Sq. Footage</strong></td>
<td>144,931</td>
<td></td>
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<td>40,276</td>
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<td>136,791</td>
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<tr>
<td><strong>Total Gross Sq. Footage</strong></td>
<td>172,600</td>
<td></td>
<td></td>
<td>55,572</td>
<td></td>
<td></td>
<td>207,317</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Gross/Net Ratio (Grossing Factor)</strong></td>
<td>1.19</td>
<td></td>
<td></td>
<td>1.38</td>
<td></td>
<td></td>
<td>1.53</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Efficiency Factor (% ASF/GSF)</strong></td>
<td>84%</td>
<td></td>
<td></td>
<td>72%</td>
<td></td>
<td></td>
<td>66%</td>
<td></td>
<td></td>
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- Approx. Sq. Footage: 32,000
- Approx. Project Cost: $7 Million
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Concept #1 - “MU Only”

- Approx. Sq. Footage:
  32,000

- Approx. Project Cost:
  $7 Million
Concept #2 - "Middie"

- Approx. Sq. Footage: 35,000 New + 15,000 in MU
- Approx. Project Cost: $34 Million
Concept #2 - "Middie"

- Approx. Sq. Footage: 35,000 New + 15,000 in MU
- Approx. Project Cost: $34 Million
Concept #2 - "Middie"

- Approx. Sq. Footage: 35,000 New + 15,000 in MU
- Approx. Project Cost: $34 Million
Concept #3a - "Maxi"

- Approx. Sq. Footage: 56,000 New + 15,000 in MU
- Approx. Project Cost: $44 Million
Concept #3a - "Maxi"

- Approx. Sq. Footage: 56,000 New + 15,000 in MU
- Approx. Project Cost: $44 Million
Concept #3a - "Maxi"

- Approx. Sq. Footage: 56,000 New + 15,000 in MU
- Approx. Project Cost: $44 Million
Concept #3b - "Maxi+"

**Floor Plan: Level 1**
Oregon State University: Memorial Union New Home

- Approx. Sq. Footage: 65,000 New + 15,000 in MU
- Approx. Project Cost: $50 Million
Concept #3b - "Maxi+"

- Approx. Sq. Footage:
  65,000 New + 15,000 in MU

- Approx. Project Cost:
  $50 Million
Concept #3b - "Maxi+"

Floor Plan: Level 3
Oregon State University: Memorial Union New Home

- Approx. Sq. Footage: 65,000 New + 15,000 in MU
- Approx. Project Cost: $50 Million
## Concept Options Summary

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<td>$8-12 / Student / Qtr</td>
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<tr>
<td>#2 – “Middie”</td>
<td>35,000 GSF + 15,000 Reno</td>
<td>$34 million</td>
<td>$45-50 / Student / Qtr</td>
</tr>
<tr>
<td>#3a – “Maxi”</td>
<td>56,000 GSF + 15,000 Reno</td>
<td>$44 million</td>
<td>$63-68 / Student / Qtr</td>
</tr>
<tr>
<td>#3b – “Maxi+”</td>
<td>65,000 GSF + 15,000 Reno</td>
<td>$50 million</td>
<td>$70-75 / Student / Qtr</td>
</tr>
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Next Steps

- Share this work with Key Stakeholders establishing “Less is More…and it Works!”
- Confirm Bookstore decision-making
- Better define student media “convergence” model
- Review operating cost impact of various scenarios
- Refine concept options and sketches
- Explore partnership options with institution
- Confirm referendum process and develop schedule / budget to support information campaign
Oregon State University – Memorial Union

New Home Workshop – Concept Option Development
May 20th 2009
Oregon State Memorial Union - "New Home" Program Workshops  May 19-20, 2009
Concept Development Summary

**Concept Option #1 - "MU Only"**  **Cost: Approx. $7 million**
No New Building
No Entry / Transparency Changes
No Multipurpose Space
Bookstore Space at 23,000 ASF/34,000 GSF accommodates following Snell functions:
1st Floor - Coffee/Social (4,000 ASF) / ASOSU, ISOSU (4,000 ASF)
Mezzanine Floor - Student Involvement, Community Svc Ctr (7,200 ASF)
Basement Floor - Barometer, Yearbook, KBVR- Radio, etc. (8,000 ASF)
Snell functions not accommodated:
Craft Center  Diversity Development  KBVR TV
CAPS  Greek Life  Student Conduct
Cultural Kitchen  Int'l Resource Center

**Concept Option #2 - "Middle"**  **Cost: Approx. $34 million**
New Building at 30,500 ASF/50,000 GSF accommodates:
Coffee/Social (5,000 ASF), ASOSU (4,600 ASF) ISOSU (400 ASF)
Student Involvement Ctr / Community Svc Ctr (7,000 ASF)
Barometer, Yearbook, KBVR- Radio, KBVR TV [Convergence] (13,500 ASF)
Bookstore Space at 14,000 SF (with significant floor penetrations) accommodates:
Multipurpose (5,000 ASF), Social (9,000 ASF)
Basement Floor - Storage / Service
Snell functions not accommodated:
Craft Center  Cultural Kitchen  Greek Life
CAPS  Diversity Development  Student Conduct

**Concept Option #3a - "Maxie"**  **Cost: Approx. $44 million**
New Building at 38,500 ASF/56,000 GSF accommodates:
Coffee/Social (5,000 ASF), ASOSU (5,300 ASF) ISOSU (400 ASF), MUPC (2,000 ASF)
Student Involvement Ctr /, Community Svc Ctr (7,600 ASF), Greek (1,200 ASF)
Barometer, Yearbook, KBVR- Radio, KBVR TV [Convergence] (15,000 ASF)
Bookstore Space at 14,000 SF (with significant floor penetrations) accommodates:
Multipurpose (5,000 ASF), Social (9,000 ASF)
Basement Floor - Storage / Service
Snell functions not accommodated:
Craft Center  Cultural Kitchen  Student Conduct
CAPS  Diversity Development
CONCEPT OPTIONS – Con’t

Concept Option #3b – “Maxi+” — Cost: Approx. $50 million
New Building at 46,500 ASF/65,000 GSF accommodates:
- Coffee/Social (5,000 ASF), ASOSU (5,300 ASF), ISOSU (400 ASF), MUPC (2,000 ASF)
- Student Involvement Ctr / Community Svc Ctr (7,800 ASF), Greek (1,200 ASF)
- Barometer, Yearbook, KBVR- Radio, KBVR TV [Convergence] (15,000 ASF)
- CAPS (9,000 ASF)

Bookstore Space at 14,000 SF (with significant floor penetrations) Accommodates:
- Multipurpose (5,000 ASF), Social (9,000 ASF)
- Basement Floor – Storage / Service

Snell functions not accommodated:
- Craft Center  Diversity Development
- Cultural Kitchen  Student Conduct