MEMORIAL UNION:
PLANNING FOR THE FUTURE
WTW Architects Planning Team

- Paul Knell, FAIA, NCARB
- Derek Eversmann, AICP, LEED AP
Planning Process...

I – Discovery / Visioning

II – Exploration of Options

III – Refinement

IV - Synthesis
CAMPUS INPUT:

From our Open Forum discussions conducted in March 2016

64 participants
What makes a successful student union?

- Student Engagement/Involvement: 33.28%
- Inclusive Sense of Community: 13.77%
- Volume of Pedestrian Traffic: 11.71%
- Building Design/Architecture: 8.30%
- Fiscal Management/Profitability: 7.15%
- Recruitment/Retention: 6.90%
- Laboratory for Student Leadership: 6.71%
- Multicultural Awareness: 6.46%
- Support of UND’s Mission: 3.88%
- Sustainability: 1.84%
What are the three best features of the Memorial Union & McCannel Hall?

- Location on Campus: 23.82%
- Meeting & Conference Space: 20.06%
- Dining Marketplace & Terrace: 16.97%
- Gathering Spaces/Lounges: 13.78%
- Student Services: 6.97%
- Retail Amenities: 6.65%
- Student Gov & Org Spaces: 5.75%
- Recreation Spaces: 4.67%
- Multicultural Student Services: 0.89%
- Other: 0.44%
What are the three features most in need of improvement?

- Retail Amenities: 24.16%
- Recreation Spaces: 21.94%
- Student Gov & Org Spaces: 12.86%
- Gathering Spaces/Lounges: 10.06%
- Meeting & Conference Spaces: 7.29%
- Multicultural Services: 6.63%
- Location on Campus: 5.63%
- Student Services: 5.52%
- Dining Marketplace & Terrace: 5.24%
- Other: 0.67%
Retail Amenities

Existing

Potential
Retail Amenities

Potential

Potential

Bookstore
Recreational Spaces

Existing

Potential
Recreational Spaces

Existing

Potential
Recreational Spaces

Potential

Potential
The top three priorities should be...

- Dynamic Public Spaces: 23.01%
- UND Spirit: 17.79%
- Student Involvement: 17.50%
- Dining & Retail: 11.79%
- Comfortable Lounge Spaces: 10.62%
- Performance & Events: 10.39%
- Student Services: 3.99%
- Cultural Diversity: 2.86%
- Sustainable Design Features: 2.05%
- Other: 0.00%
My top three technology features would be...

1. Wi-Fi & Power Everywhere: 34.22%
2. Public Event Information: 16.26%
3. Computer Lab with Copy Services: 13.71%
4. Collaborative IT Pods: 10.75%
5. Digital Wayfinding: 9.38%
6. Computer Store/IT Help Desk: 8.83%
7. Technology at My Table: 5.09%
8. Electronic Gaming: 1.06%
9. Other: 0.70%
My three most essential amenities for connecting with my friends are...

- Multiuse Eat/Play/Relax Spaces: 26.84%
- Coffee Shop: 16.75%
- Lounge Spaces: 16.13%
- Meeting Rooms: 9.39%
- Organization & Club Areas: 8.35%
- Dining Spaces: 8.12%
- Small Group Study Rooms: 5.64%
- Large Events: 4.16%
- Quiet Places for One-To-One Dialog: 3.12%
- Other: 1.50%
Multiuse Eat / Play / Relax Spaces

Existing

Potential
STUDENT INPUT:

From our Student Survey conducted in May 2016

1,334 participants
Participants:

- Freshman: 21%
- Graduate/Professional: 14%
- Sophomore: 20%
- Senior: 21%
- Junior: 17%
When I eat on campus, my favorite dining place is:

- Squires Dining Center at Squires Hall: 16%
- Dakota Deli at Memorial Union Old Main Marketplace: 14%
- Terrace Dining Center at Memorial Union: 13%
- A&W Express at Memorial Union Old Main Marketplace: 10%
- Wilkerson Dining Center at Wilkerson Commons: 10%
- Marco's Pizza at Memorial Union Old Main Marketplace: 10%
- Not Applicable: 9%
- Stomping Grounds Coffee Shop at Memorial Union: 7%
When I eat on campus, my favorite dining place is:

- Medical School Food Cart
- Stomping Grounds Coffee Shop and C-Store at University Place
- Xpress C-Store at Memorial Union
- Wings Airport Café
- Stomping Grounds Coffee Shop at Wilkerson Commons
- Xpress C-Store at Walsh Hall
- Xpress C-Store at Wilkerson Commons
During a typical week, I visit or use the Memorial Union:

- Everyday: 20% of respondents
- 3 or 4 Times a Week: 30% of respondents
- 1 or 2 Times a Week: 40% of respondents
- Never: 5% of respondents
- Other: 5% of respondents

3 to 5 Times a Week = 48%
I believe the existing Memorial Union is in a convenient location on campus.
I believe services in McCannel Hall are in a convenient location on campus.
Outside of class, I spend most of my day:

- Off-campus: 25%
- At a residence hall: 22%
- In academic buildings: 13%
- At the Memorial Union: 12%
- Other: 9%
- At the Medical School: 7%
- At a fraternity or sorority house: 6%
- At the library: 4%
- At the Wellness Center: 4%
- At the Law School: 3%
- At the Wilkerson Commons: 2%
- At a dining hall: 1%

Percent of Respondents
When I visit the Memorial Union, I use it for the following:

- Studying
- Going to the Old Main Marketplace Food Court
- Using the lower level study lounge
- Going to the Stomping Grounds Coffee Shop
- Hanging out
- Going to the Terrace Dining Center
- Cutting through to use tunnels
- Passing through to other buildings
- Technology; Wi-Fi, printing, white boards, etc.
- Going to the Xpress Convenience Store
- Using the Post Office
- Going to The Loading Dock
- Meeting with my student...
- Attending meetings
- Using the Lower Level Computer Lab
- Visiting Student Involvement & Leadership
- Going to One Stop Student Services

Percent of Respondents
When I visit the Memorial Union, I use it for the following:

- Visiting the Student Athletic Ticket Office
- Visiting Tech Support
- Visiting U Card Office
- Going to the Student Government
- Visiting the Info Center
- Hanging out in the gaming/recreation
- Visiting Sign & Design Studio
- Microwaves
- Going to Multicultural Student Services
- Visiting the Student Success
- Other
- Visiting Financial Wellness
- Going to Veteran and Nontraditional
- Vending Machines
- Watching TV
- None of the Above

Percent of Respondents
When I visit McCannel Hall, I use it for the following:

- Student Health Services: 43%
- I have never been to McCannel Hall: 27%
- Student Health Pharmacy: 24%
- Passing through to other buildings: 20%
- Career Services: 20%
- University Counseling Center: 14%
- Health & Wellness Promotions/HUB: 10%
- Dean of Students Office: 8%
- Disability Services for Students: 6%
- Other: 2%
- TRIO Programs: 1%

(Percent of Respondents)
If there was an opportunity to add five new components beyond the amenities in the existing Memorial Union, I would suggest adding the following:

- Auditorium/Student Activities Theater
- Expanded Games/Recreation
- Student Organization/Club Space
- Sit-down Restaurant
- Additional Tabling/Programming Space
- Meditation Space
- Spiritual Space
- More Meeting Rooms
- Non-alcoholic Sports Bar
- Small Grocery Store
- Diner or other late night place to eat
- 24 hour study lounges
- Multicultural Lounge
- Additional Tabling/Programming Space
- Sit-down Restaurant
- Student Organization/Club Space
- Expanded Games/Recreation
- Auditorium/Student Activities Theater
- Other

Weighted Average
‘Other’ Student Priority Comments

• Alcoholic Sports Bar
• Nap Space with Pods
• Quieter Study Areas
• More Food Options
• A Well-Known Coffee Shop with Lounge
• Bowling Alley
• LGBT Center
Funding Concerns from Students

• UND has a very nice Memorial Union. Why would the University decide to update it after the mass budget cuts that have affected everyone on campus and decimated programs?

• Can the money that is going toward all this renovation go towards saving majors that are being cut instead?

• The Union should stay the same because it’s perfect. Any additions would be a major waste of University money. We already have plenty of projects going on. Money should be better handled at this University and spent where it needs to be spent, not on things like making the union look better to show off money we don’t have.
Specific Suggestions from Students

• It needs so much improvement I hope students fund it fully not just here and there small improvements

• I think the Loading Dock is lame. Could be used for something better. The C Store should be bigger. Old Main should get better food. Examples: Subway or Firehouse Subs, Dominos or Pizza Hut, Qdoba and Chipotle.

• Utilize the empty spaces to incorporate and celebrate diversity on campus

• It should be the most student and spirit centered building. There are too many things there that aren’t really for students and it should be a fun place.

• I think an improved Memorial Union would be great because I know at other colleges, students love their Memorial Union
If there was an opportunity to add five new components beyond the amenities in the existing Memorial Union, I would suggest adding the following:

- Spirit/Clothing Shop
- Larger Ballroom
- Satellite Textbook Pick-up Location
- TV Lounge/Electronic Gaming Area
- Package Delivery/Pick-up Location
- Dance Studio
- Outdoor Gathering Space
- Art Gallery
- Arts/Crafts
- Additional Large Event Space
- Larger Programming Lounge
- Mother's Room
- Outdoor Programming Spaces
- Additional Retail Space
If the features that I selected in the previous question were included in a new & improved facility, I would use the Memorial Union with the following frequency:

- Everyday: 74% (3 to 5 Times a Week)
- 3 or 4 Times a Week: 36%
- 1 or 2 Times a Week: 15%
- A few times per month: 5%
- Other: 4%
BENCHMARKING:
From our tours of peer facilities conducted in August 2016
The Ohio State University
University of Akron
Colorado State University
Best Practices / Best Ideas

Comprehensive Branding

Transparency & Daylight

Multicultural Identity

Collaborative Workspaces

The Ohio State University

 Akron University

 Colorado State University

University of Colorado Boulder
BENCHMARKING:

From our data base of Unions

A comparison of Union programs at 21 institutions with enrollments of similar size to UND
<table>
<thead>
<tr>
<th>Benchmarking</th>
<th>Institutions of Similar Size Enrollment</th>
<th>Existing Memorial Union</th>
<th>Proposed Program Memorial Union</th>
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<td>Average ASF</td>
<td>Existing ASF</td>
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<td>21,379</td>
<td>Potential Increase</td>
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<td>Ballroom Facilities</td>
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<tr>
<td>Conference/Meeting Rms</td>
<td>10,635</td>
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<td>Bookstore</td>
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<td>Additional Retail Services</td>
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Project Vision / Special Themes

• Front Door – The arrival/greeting point for visitors to the University

• Crossroads – The town square of campus life / student engagement

• Connections – Join the Union + McCannel + site + accessibility

• Transparency - More open, more day lighting, and better way finding

• Infrastructure - Upgrade Technology & MEP Systems

• Dynamic Architecture – A more active, vigorous, and energetic facility

• UND Vision – Enhance and strengthen the University community
Existing Site
Building Community
Option A
Option A – Main Street Precedents
Option A – Main Street Precedent
Option A – Site Plan
Option A – Site Plan
Option A – First Floor
Option A – Second Floor
Option A – Third Floor
Option A – Lower Level
Option B
Option B – Town Square Precedent
Option B – Town Square Precedents
Option B – Site Plan
Option B – First Floor
Option B – Second Floor
Option B – Third Floor
Option B – Lower Level
Option C
Option C – Front Door Precedents
Option C – Front Door Precedents
Option C – Site Plan
Option C – First Floor
Option C – Third Floor
Option C – Lower Level
Option D
Option D - Crossroads Precedent Image
Option D - Crossroads Precedent Images
Option D – Site Plan
Option D – First Floor
Option D – Second Floor
Option D – Third Floor
Option D – Lower Level
Rank The Options From Your Favorite To Your Least Favorite:

A. Option A – Main Street
B. Option B – Town Square
C. Option C – Front Door
D. Option D – Crossroads
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PLANNING FOR THE FUTURE