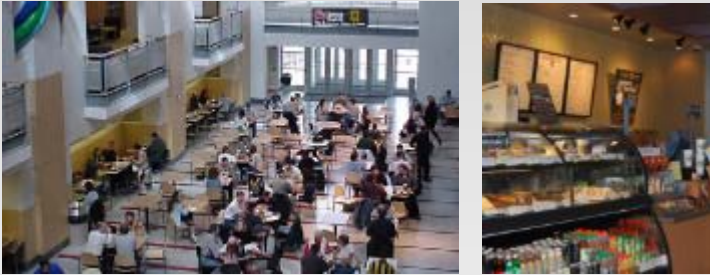**UCLA**

SPACE UTILIZATION & GAP ANALYSIS

PRESENTATION OF FINDINGS
JULY 28, 2011

BRAILSFORD & DUNLAVEY

PRESENTATION OUTLINE

- ❖ SCOPE OF WORK

- ❖ FOCUS GROUPS

- ❖ BENCHMARKING

- ❖ GAP ANALYSIS

- ❖ NEXT STEPS

SCOPE OF WORK

❖ **Preliminary Analysis**

❖ **Focus Groups / Qualitative Analysis**

❖ **Comparable Space Analysis / Benchmarking**

❖ **Campus Space Gap Analysis**

❖ **Documentation of Findings**

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PROJECT OBJECTIVES

❖ To understand how current spaces are being used, qualitative demand, and competitive market position.

❖ To supply UCLA with a **gap analysis** and **recommendations for future study and growth**.

❖ First component to a comprehensive study / master plan.

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FOCUS GROUPS

- ❖ Focus groups & interviews held
  - » April 20, 2011
  - » April 21, 2011
  - » April 22, 2011
  - » May 3, 2011
- ❖ Conversations with 118 students and staff
- ❖ Qualitative assessment / breadth of issues

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FOCUS GROUPS - GENERAL

❖ Variety of reasons to attend UCLA (academic excellence, family connection, campus diversity, attractive environment)

❖ Several students didn't look at other options once accepted into UCLA, unaware of competitor's facilities

❖ Overall, limited indoor and outdoor spaces are impacting students ability to utilize services and participate in activities

❖ Diverse student body, but demographics separation remain, potentially impacting retention of minority students

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FOCUS GROUPS - UNION

❖ Viewed as primary destination for food services and bookstore

❖ Meeting and lounge spaces severely impacted during peak times, with mismatched room sizes / options

❖ Wayfinding within the facilities is challenging to students

❖ Efficient use of what space is available within Ackerman and Kerckhoff

❖ Insufficient space to meet the needs of general students and student organizations

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FOCUS GROUPS - RECREATION

❖ Great facility but crowded with limited space and equipment at peak times – impacts self-directed and group fitness

❖ Outdoor space severely limited by number of users, types of users, and condition of fields

❖ Frustration between drop-in users, IM users, and class users

❖ Some concerns over wayfinding and perceived gender specific areas

❖ Sunset Canyon environment viewed positively, valuable space in urban environment

❖ Overall, few comments related to lack of outdoor aquatics

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FOCUS GROUPS - ACTIVITIES

❖ Many students did not know what all was housed within the SAC, even after walking through the facility

❖ Provides a home for many groups with an identity, but limited space available to use

❖ Performance groups have limited access to appropriate facilities for practice – currently use sidewalks, parking structures, etc.

❖ Student org utilization and demand of outdoor space is very high

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BENCHMARKING

❖ Ten Institutions (5 CA, 5 National Peers)
  - ❖ UC Berkeley
  - ❖ UC Santa Barbara
  - ❖ UC Irvine
  - ❖ UC Davis
  - ❖ University of Southern California
  - ❖ University of Virginia
  - ❖ University of Texas
  - ❖ University of Illinois
  - ❖ University of Washington
  - ❖ University of North Carolina

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UCLA FACILITIES

UCLA FACILITIES

BALLROOM FACILITIES

Focus Group Comments:

- Ballroom is large, under utilized, "old" but a "nice space"

- Smaller version of grand ballroom (or divisible room) is needed for recitals, dances, medium-sized events, etc.

- "More flat performance space is needed"

- Schools: Morgan State (top) and UCSD (bottom)

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BALLROOM FACILITIES

- ❖ **Ballroom Facilities Adequately Sized Compared to Peers**

- ❖ **High Interest in Flat Floor Spaces Typical**

- ❖ **No Opportunities to Divide UCLA Ballroom**

	ASF / Student
UC Berkeley	0.29
UC Santa Barbara	0.27
UC Irvine	0.81
UC Davis	NP
University of Southern California	NP
University of Virginia	0.19
University of Texas	0.19
University of Illinois	0.41
University of Washington	0.42
Univ of North Carolina	0.26
Peer Average	0.36
UC Los Angeles	0.44
Difference	0.08

ASF/Student
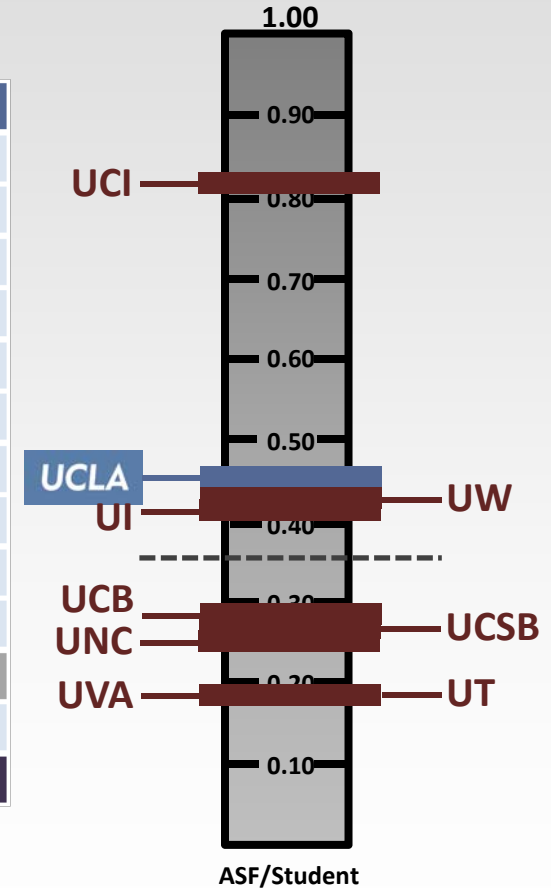
MEETING ROOM FACILITIES

Focus Group Comments:

* Most rooms adequately sized & high quality but lack whiteboards & A/V

* Not enough meeting rooms for all clubs/orgs; some times use professional staff's office (150 SF) for meetings

* Difficulty reserving rooms 2 weeks in advance due to unavailability; would like an online scheduling system

* Schools: UCSD (top) and Illinois (bottom)

MEETING ROOM FACILITIES

- ❖ Peer Average is More Than Twice UCLA Space

- ❖ National Trend of Increasing Demand

- ❖ Typical Conference Room Not the Only Space Type Requested by Students

- ❖ Ideal Planning Has Equal Ballroom and Meeting Room Space

	ASF / Student
UC Berkeley	0.09
UC Santa Barbara	0.23
UC Irvine	0.66
UC Davis	NP
University of Southern California	NP
University of Virginia	0.25
University of Texas	0.18
University of Illinois	0.32
University of Washington	0.37
Univ of North Carolina	0.91
Peer Average	0.38
UC Los Angeles	0.17
Difference	-0.21

ASF/Student

BRAILSFORD & DUNLAVEY
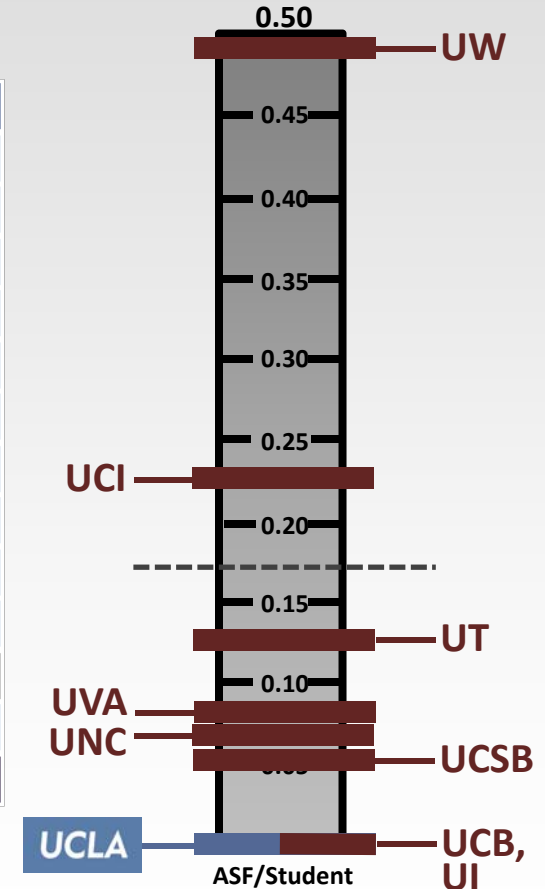
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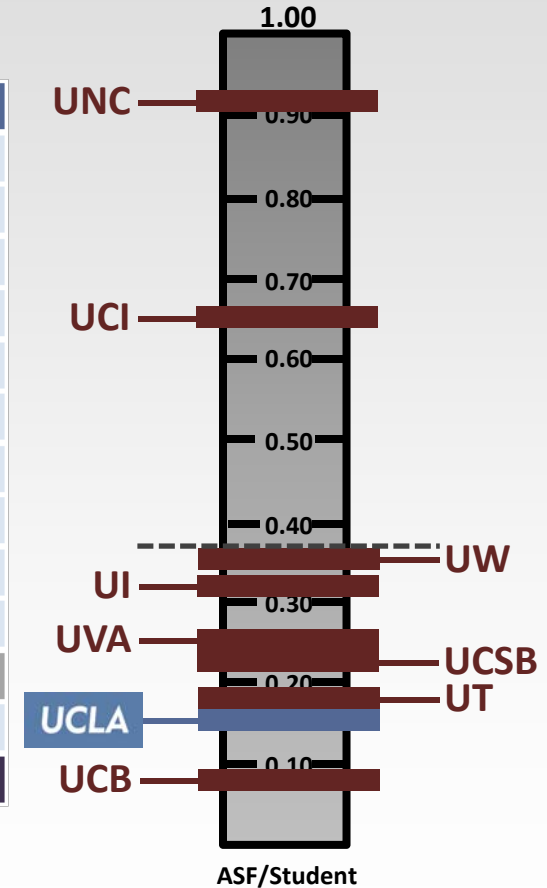
THEATER FACILITIES

Focus Group Comments:

❖ Using Royce Hall for large events but is too expensive for most organizations

❖ Elegant and attractive performance space for once-a-year recitals/cultural dances

❖ Raked seating with stage; can be used for classrooms during the day and large events at night (movies, concerts, plays, etc.)

❖ Schools: Morgan State (top) and Illinois (bottom)

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THEATER FACILITIES

- ❖ Raked Floor Theaters / Multi-Function Theaters Common

- ❖ Flexible Space for Programs and Academics

- ❖ Performance Space

- ❖ Importance of Student Ownership of Space

	ASF / Student
UC Berkeley	0.00
UC Santa Barbara	0.10
UC Irvine	0.23
UC Davis	NP
University of Southern California	NP
University of Virginia	0.17
University of Texas	0.25
University of Illinois	0.00
University of Washington	0.49
Univ of North Carolina	0.14
Peer Average	0.17
UC Los Angeles	0.00
Difference	-0.17

0.50 — UW
0.45
0.40
0.35
0.30
0.25
UCI
0.20
0.15
UT
0.10
UVA
UNC
UCSB
UCLA — UCB, UI

ASF/Student

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ENTERTAINMENT FACILITIES

Focus Group Comments:

❖ No centralized space for indoor recreational activities like ping pong, bowling, pool, etc.

❖ *Game On* is used by some students but not attractive to all

❖ Desire for small performance space with assortment of furniture for poetry slams & acoustic concerts

❖ Schools: UCSD (top) and Illinois (bottom)

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ENTERTAINMENT FACILITIES

❖ UCLA is Below Peer Average

❖ Typically Include:
  - ❖ Billiards/Game Room
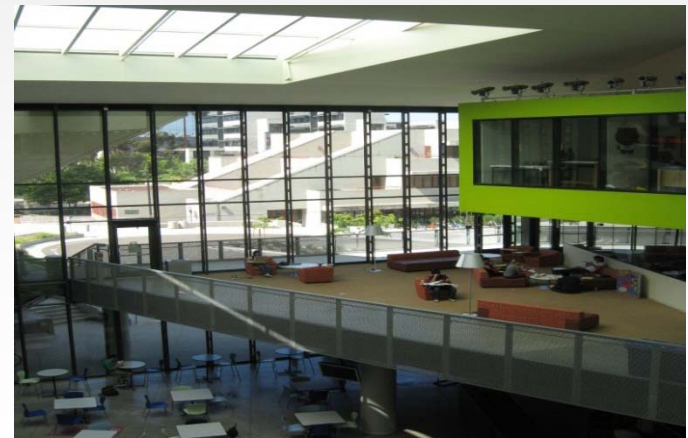 - ❖ Bowling
  - ❖ Fitness/Recreation
  - ❖ Arts & Crafts

	ASF / Student
UC Berkeley	0.13
UC Santa Barbara	0.00
UC Irvine	0.17
UC Davis	NP
University of Southern California	NP
University of Virginia	0.21
University of Texas	0.00
University of Illinois	0.59
University of Washington	0.12
Univ of North Carolina	NP
Peer Average	0.17
UC Los Angeles	0.04
Difference	-0.13

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UCLA
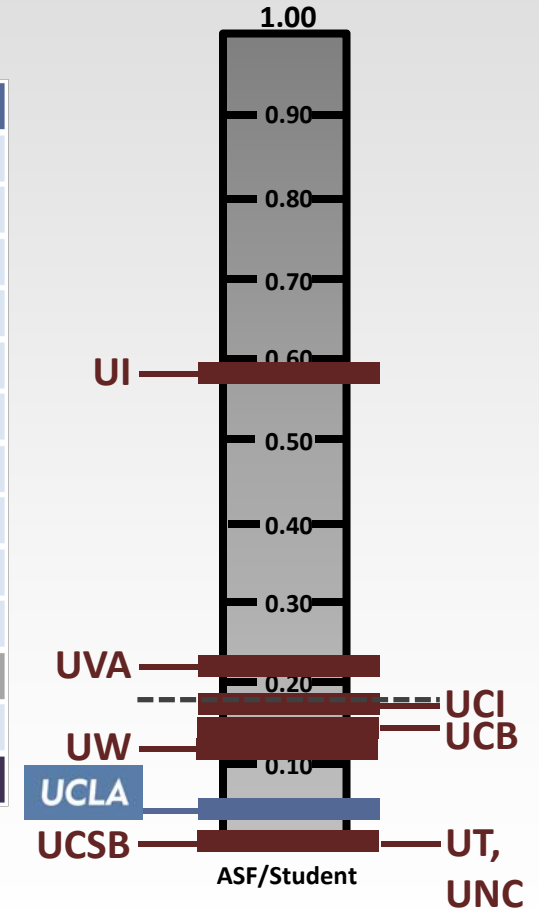
LOUNGE SPACE

Focus Group Comments:

❖ Lounge space in Kerckhoff is good for studying but Ackerman lounges are louder and for socializing

❖ Flexible space that allows students to move chairs and tables

❖ Desire for quiet space to take a naps or study in between classes

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LOUNGE SPACE

- ❖ Peer Average is Twice UCLA Space per Student

- ❖ Dedicated Space Separate from Dining Seating

- ❖ Only Addressing Indoor Space

	ASF / Student
UC Berkeley	0.25
UC Santa Barbara	0.90
UC Irvine	0.58
UC Davis	NP
University of Southern California	NP
University of Virginia	0.15
University of Texas	0.12
University of Illinois	0.18
University of Washington	0.40
Univ of North Carolina	1.26
Peer Average	0.48
UC Los Angeles	0.24
Difference	-0.24

ASF/Student

BRAILSFORD & DUNLAVEY

UCLA
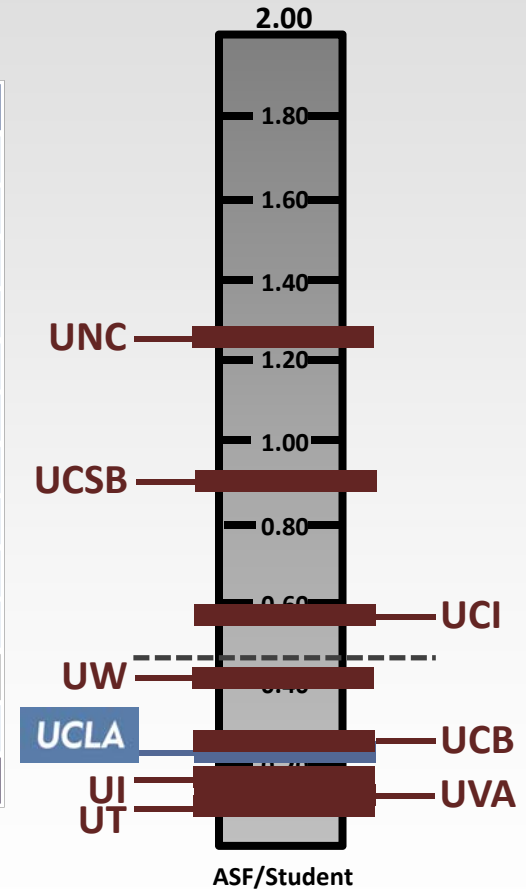
STUDENT ORG/GOV'T SPACE

Focus Group Comments:

❖ Students feel a competition for spaces among other clubs & organizations

❖ "More office space" and "Make a whole building for office space dedicated to student groups"

❖ Schools: Morgan State (top) and Illinois (bottom)

STUDENT ORG/GOV'T SPACE

- ❖ UCLA is at Peer Average

- ❖ Recent Trends Dramatically Increasing Student Org Space Demand

- ❖ Includes Student Gov't Spaces (UG and Grad)

	ASF / Student
UC Berkeley	0.73
UC Santa Barbara	0.45
UC Irvine	0.40
UC Davis	NP
University of Southern California	NP
University of Virginia	0.67
University of Texas	0.20
University of Illinois	0.14
University of Washington	0.54
Univ of North Carolina	0.52
Peer Average	0.46
UC Los Angeles	0.46
Difference	0.00

ASF/Student

UCLA
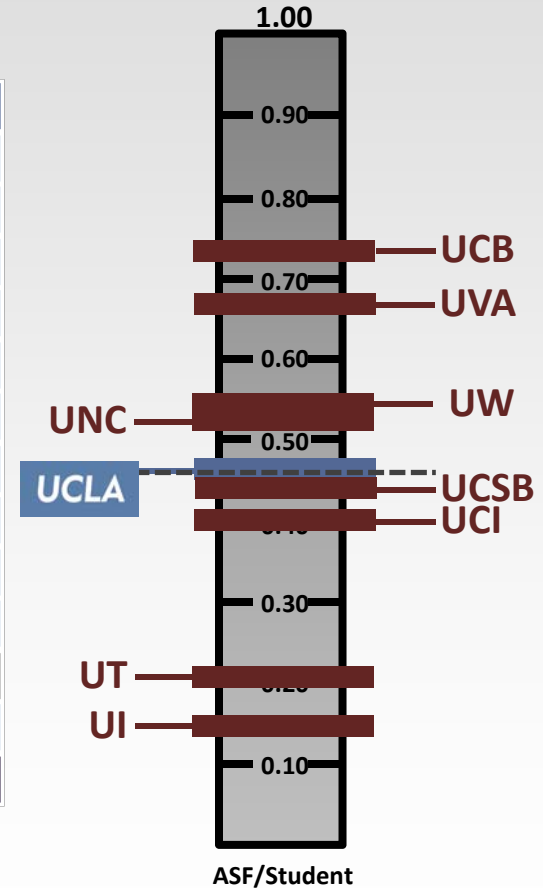
SPECIAL COMPONENTS

Focus Group Comments:

❖ Lack of central multicultural space with kitchen area for large potlucks/events

❖ Art Gallery often used as meeting space

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SPECIAL COMPONENTS

- ❖ Typically Include:
  - ❖ Art Gallery
  - ❖ Religious Center
  - ❖ Child Care Center
  - ❖ General Building Storage

	ASF / Student
UC Berkeley	0.11
UC Santa Barbara	0.00
UC Irvine	0.06
UC Davis	NP
University of Southern California	NP
University of Virginia	0.06
University of Texas	0.13
University of Illinois	0.46
University of Washington	0.27
Univ of North Carolina	0.00
Peer Average	0.13
UC Los Angeles	0.02
Difference	-0.12

ASF/Student

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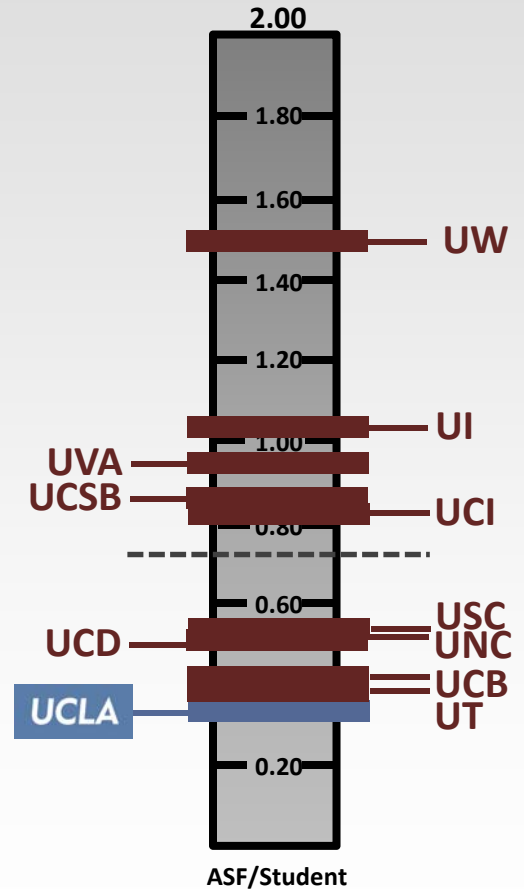
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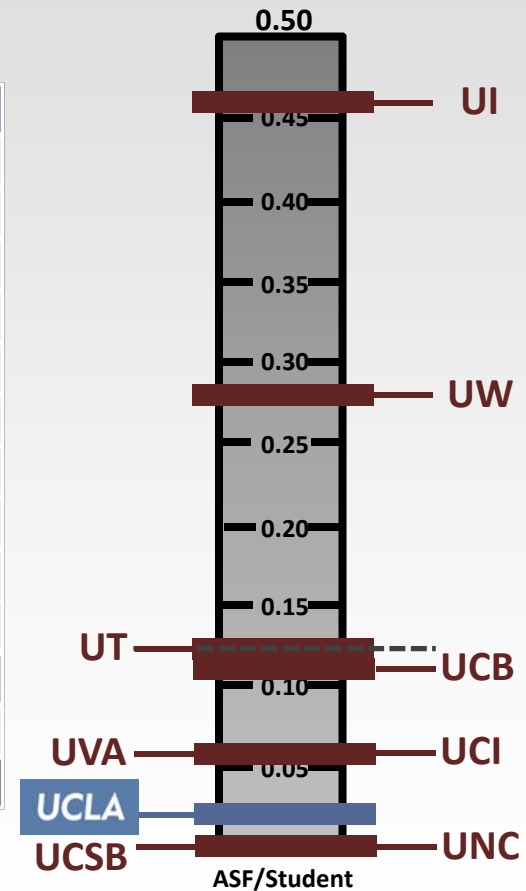
WEIGHT & FITNESS SPACE

Focus Group Comments:

❖ Weight room is not large enough to accommodate student demand and variety of interests

❖ Wait lines to use all cardio machines and weight room is male-dominated

❖ "Too crowded" and "Not enough machines"

❖ Schools: Illinois (top) and University of South Carolina (bottom)

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UCLA

WEIGHT & FITNESS SPACE

❖ Least ASF/Student Out of All Peers

❖ Average is More Than Twice UCLA

❖ Trends Pushing Towards 1ASF/Student

	ASF / Student
UC Berkeley	0.40
UC Santa Barbara	0.86
UC Irvine	0.81
UC Davis	0.48
University of Southern California	0.54
University of Virginia	0.96
University of Texas	0.39
University of Illinois	1.04
University of Washington	1.47
Univ of North Carolina	0.50
Peer Average	0.73
UC Los Angeles	0.34
Difference	-0.38

2.00

1.80

1.60 — **UW**

1.40

1.20

1.00 — **UI**

UVA
UCSB — **UCI**

0.80

0.60 — **USC**
UCD — **UNC**
— **UCB**
UCLA — **UT**

0.20

ASF/Student

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# GROUP FITNESS / HARD WOOD STUDIO SPACE

Focus Group Comments:

❖ Students currently using garage parking areas for dance/recital practices; would like hardwood floors

❖ Increasing popularity among UCLA students for group fitness rooms

❖ Would like more rooms with mirrors for dancing and rooms with matted floors for martial arts

❖ Schools: UT Austin (top) and UC Irvine (bottom)

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GROUP FITNESS / HARD WOOD STUDIO SPACE

❖ **Less Group Fitness Space than Peers**

❖ **Number of Rooms and Total ASF an Issue**

❖ **Trends Pushing Towards 0.6ASF to 0.75ASF Per Student**

	Total Rooms
UC Berkeley	3
UC Santa Barbara	3
UC Irvine	5
UC Davis	4
University of Southern California	3
University of Virginia	10
University of Texas	7
University of Illinois	8
University of Washington	6
Univ of North Carolina	3
Peer Average	5
UC Los Angeles	4
Difference	-1

No. of Spaces

BRAILSFORD & DUNLAVEY

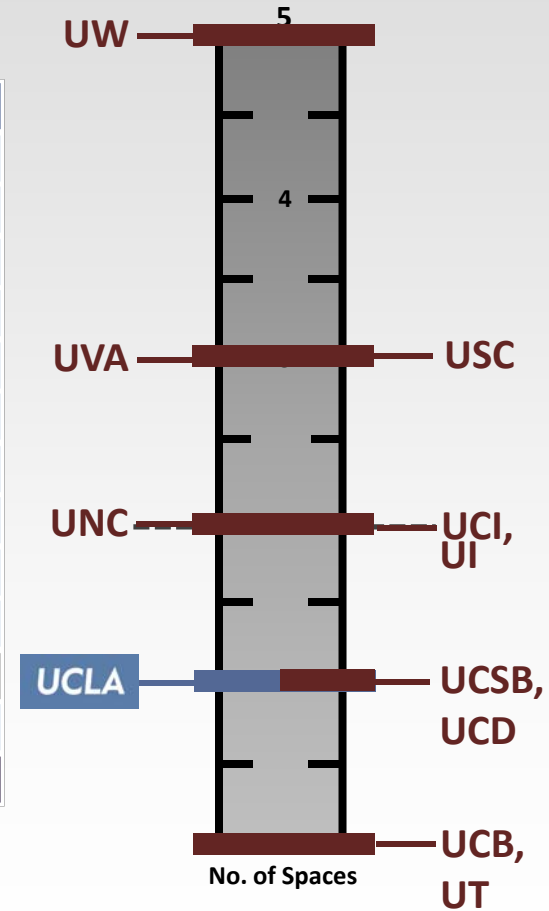UCLA
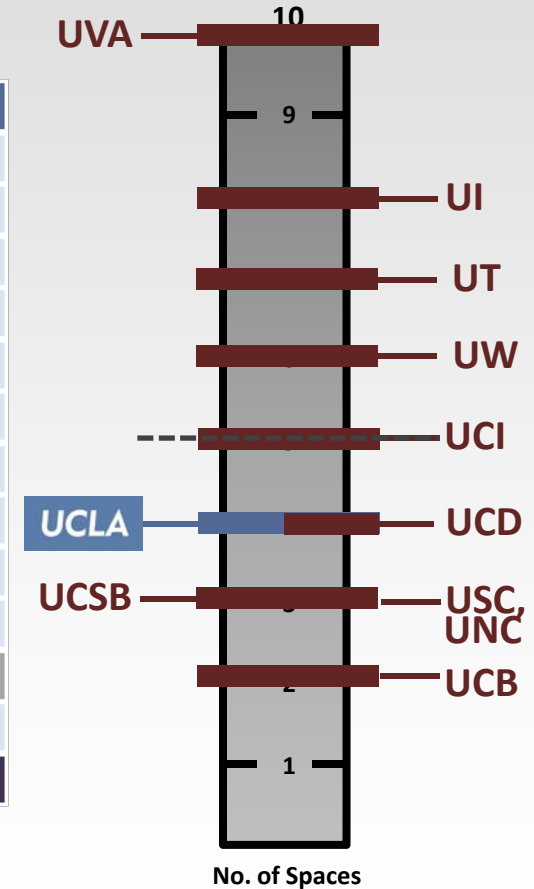
MULTI-ACTIVITY COURT SPACE

Focus Group Comments:

❖ Good general space for a variety of sports

❖ Would like more dedicated features/courts for indoor soccer (fixed goals, etc.) and other intramurals

❖ Used often by volleyball team and camps due to Pauley Pavilion construction

❖ Schools: Illinois (top) and UAB (bottom)

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UCLA

MULTI-ACTIVITY COURT SPACE

❖ Growing Trend in Multi-Functional Space

❖ New Variety of Activities Available to Students

	Total Rooms
UC Berkeley	0
UC Santa Barbara	1
UC Irvine	2
UC Davis	1
University of Southern California	3
University of Virginia	3
University of Texas	0
University of Illinois	2
University of Washington	5
Univ of North Carolina	2
Peer Average	2
UC Los Angeles	1
Difference	-1

UW — 5

UVA — — USC

UNC — — UCI, UI

UCLA — — UCSB, UCD

— UCB, UT

No. of Spaces

BRAILSFORD & DUNLAVEY

UCLA

GYMNASIUM COURT SPACE

Focus Group Comments:

❖ Collins court is heavily utilized by students for basketball and volleyball

❖ Sufficient space for students but is being shared with athletics due to Pauley Pavilion renovation

❖ SAC gym time shared with multiple users

❖ Use a lot for pickup games at night

❖ Schools: UC Davis (top) and UC Irvine (bottom)

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UCLA

GYMNASIUM COURT SPACE

- ❖ Above Peer Average

- ❖ Court Spaces Remain in High Demand at all Institutions

- ❖ Dedicated Drop-in Use

	Total Courts
UC Berkeley	7
UC Santa Barbara	5
UC Irvine	3
UC Davis	5
University of Southern California	3
University of Virginia	9
University of Texas	13
University of Illinois	15
University of Washington	9
Univ of North Carolina	12
Peer Average	8
UC Los Angeles	9
Difference	1

UCLA total inclusive of Pauley court space

20

UI

UT
UNC

UT
UVA,
UW
UCB

UCD — UCSB

USC — UCI

No. of Spaces

BRAILSFORD & DUNLAVEY

UCLA
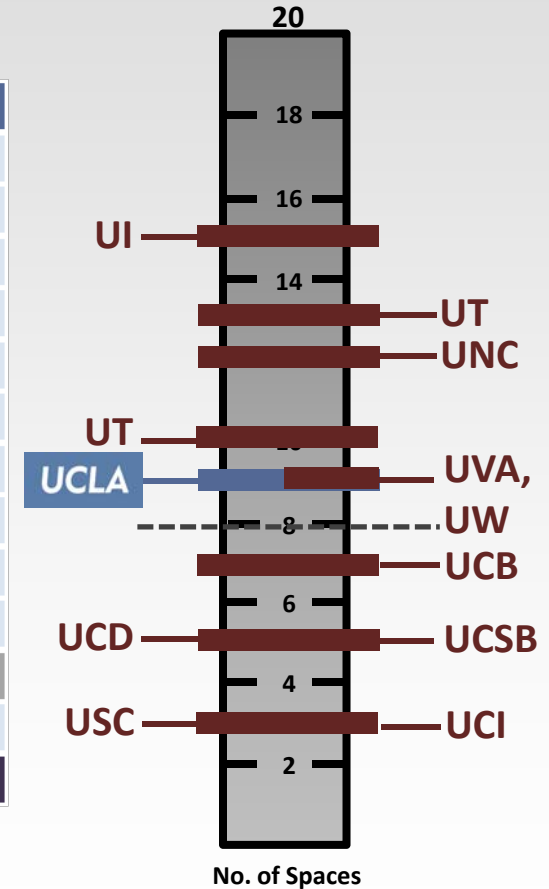
RACQUETBALL COURT SPACE

❖ Above Peer Average

❖ Newer Rec Center has Significantly Fewer RB Courts

	Total Courts
UC Berkeley	7
UC Santa Barbara	5
UC Irvine	3
UC Davis	5
University of Southern California	3
University of Virginia	10
University of Texas	18
University of Illinois	15
University of Washington	10
Univ of North Carolina	14
Peer Average	9
UC Los Angeles	9
Difference	0

No. of Spaces
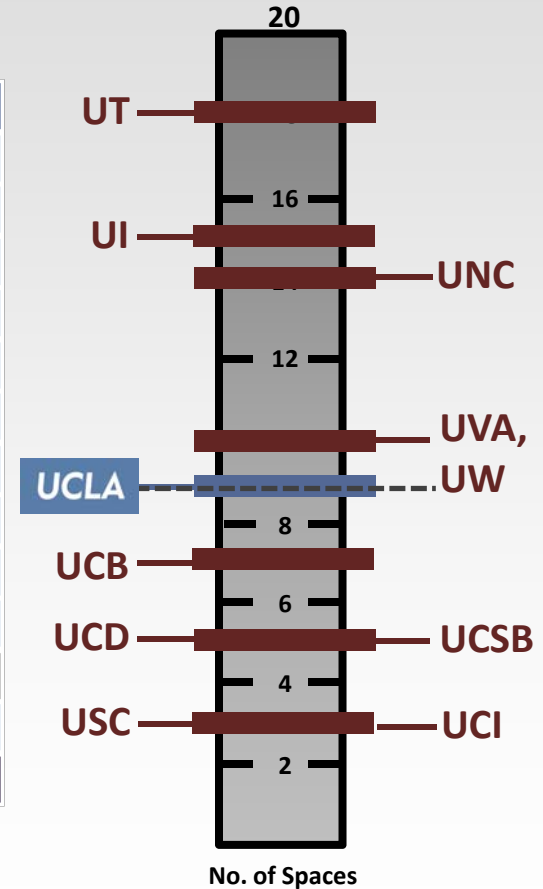
SQUASH COURT SPACE

	Total Courts
UC Berkeley	6
UC Santa Barbara	2
UC Irvine	0
UC Davis	3
University of Southern California	2
University of Virginia	5
University of Texas	4
University of Illinois	3
University of Washington	5
Univ of North Carolina	6
Peer Average	4
UC Los Angeles	2
Difference	-2

10

9

8

7

UNC — UCB

UW — UVA

UT — — —

UCD — UI

UCLA — UCSB, USC

1

— UCI

No. of Spaces

BRAILSFORD & DUNLAVEY
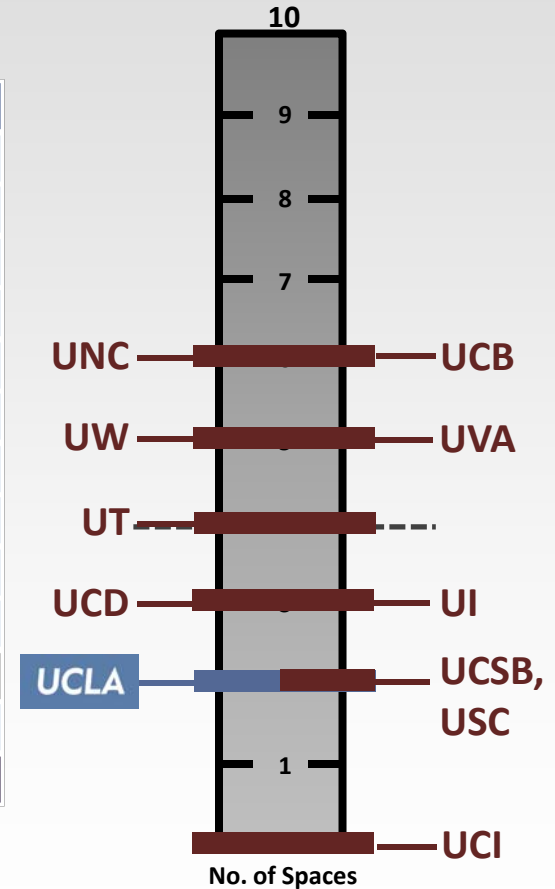
UCLA

OUTDOOR LAP LANES

Focus Group Comments:

❖ Students are not familiar with all pools on campus

❖ Really enjoy Sunset Canyon pools and surrounding grass/rec areas during warm days (Club Med)

❖ Schools: USC (top) and UT Austin (bottom)

BRAILSFORD & DUNLAVEY
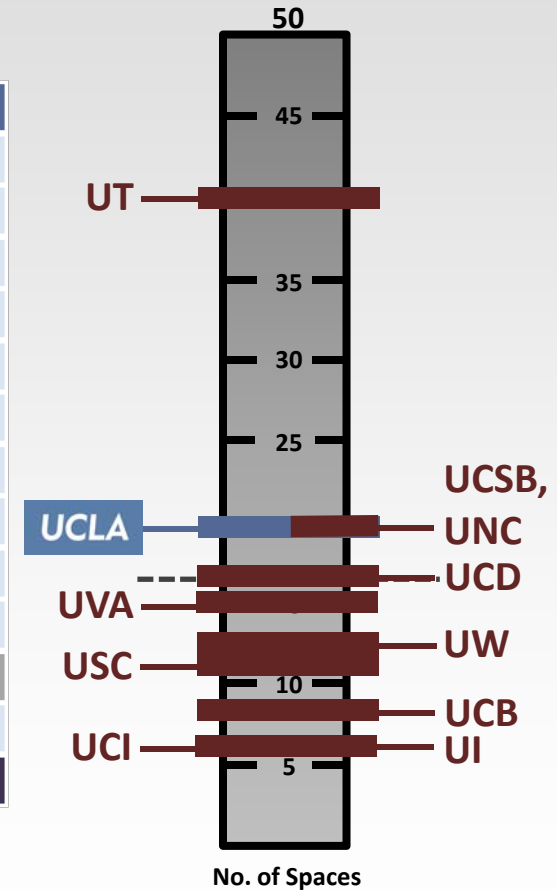
UCLA

OUTDOOR LAP LANES

- ❖ UCLA is Double the Peer Average

- ❖ New Recreation Facilities Build Fewer Lap Lanes and More Recreational Swimming and Deck Space

	Total Lanes
UC Berkeley	37
UC Santa Barbara	10
UC Irvine	10
UC Davis	9
University of Southern California	16
University of Virginia	NP
University of Texas	12
University of Illinois	4
University of Washington	NP
Univ of North Carolina	6
Peer Average	13
UC Los Angeles	28
Difference	15

No. of Spaces

BRAILSFORD & DUNLAVEY

UCLA
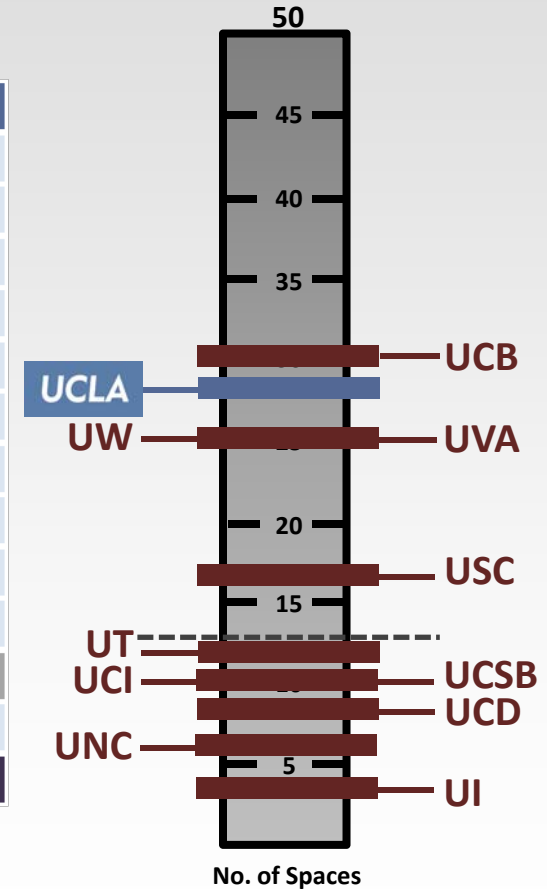
TENNIS COURTS

|	Total Courts
UC Berkeley	8
UC Santa Barbara	20
UC Irvine	6
UC Davis	16
University of Southern California	11
University of Virginia	15
University of Texas	40
University of Illinois	6
University of Washington	13
Univ of North Carolina	20
Peer Average	16
UC Los Angeles	20
Difference	5

No. of Spaces

BRAILSFORD & DUNLAVEY

UCLA

FIELD SPACE

- ❖ UCLA is Below the Peer Average

- ❖ Shared Field Usage Limits Student Access

- ❖ Up to an Acre per 1,000 Students

	Acres
UC Berkeley	3
UC Santa Barbara	6
UC Irvine	25
UC Davis	8
University of Southern California	2
University of Virginia	6
University of Texas	34
University of Illinois	34
University of Washington	22
Univ of North Carolina	10
Peer Average	15
UC Los Angeles	9
Difference	-6

Field space was estimated for UCSB, UI, and UNC based on number of fields

No. of Spaces
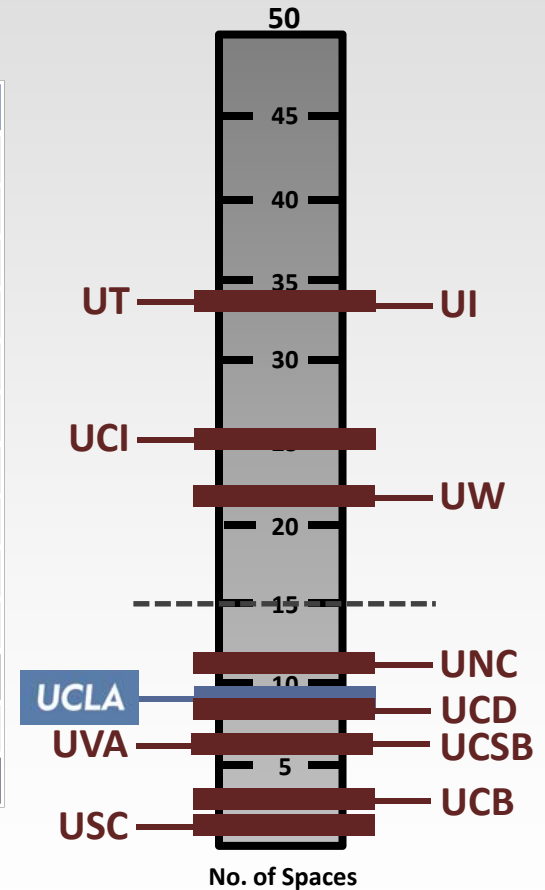
GAP ANALYSIS

❖ Synthesis of Analyses

   ❖ Benchmarking Only One Component of Assessing Demand

   ❖ Qualitative Data, National Trends, and B&D Experience Factor into Recommendations

❖ Identifies Gaps Between Existing Space and Qualitative Demand and Quantitative Comparisons

❖ Provides Insight on Direction Moving Forward

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GAP ANALYSIS – UNION

❖ Main gaps in Union facilities:

   ❖ Student organizations / cultural groups

   ❖ Theater / auditorium

   ❖ General performance space

   ❖ Lounge / study space

   ❖ Meeting rooms – ballroom appears to be sufficient

❖ Preliminary gap estimated between 40,000gsf to 100,000gsf

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GAP ANALYSIS – RECREATION

❖ Overall recreation space is less than national metrics, and less than peers

  ❖ Wooden Center served as the model for contemporary recreation facilities across the country – limited by trends at that time

  ❖ Sunset Canyon setting in the UCLA urban setting is a unique and highly valuable environment for students and campus community

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GAP ANALYSIS – RECREATION

- ❖ Main gaps in Recreation facilities:
  - ❖ Weight and fitness spaces – 1asf / student
  - ❖ Group fitness/Multi – 0.6asf - 0.75asf / student
  - ❖ Programmed court space
  - ❖ Open field space – up to 1 acre / 1,000 students

- ❖ Preliminary gap estimated between 65,000gsf to 125,000gsf of indoor space

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RECOMMENDATIONS

❖ Master plan to formalize and <u>quantify</u> physical space needs, specifically addressing:

    ❖ General student activity needs

    ❖ Student organization general and programmatic needs

    ❖ Student life / activities programmatic needs

    ❖ Self-directed fitness space demand

    ❖ Group fitness space demand

    ❖ Detailed scheduling analysis for optimal programming of performance, multipurpose, and meeting rooms

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RECOMMENDATIONS

- ❖ Develop a space plan to address demand and investigate on campus and off-campus opportunities
  - ❖ Strategic focus on central campus zone
  - ❖ Strategic focus on NW housing and recreation zone
- ❖ Strategic visioning with students and campus administration focusing on how the follow aspects of student spaces affect UCLA:
  - ❖ Educational outcomes
  - ❖ Enrollment management
  - ❖ Campus community
  - ❖ Financial performance

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UCLA

NEXT STEPS

- ❖ Documentation of Findings
- ❖ Finalize Report Document

BRAILSFORD & DUNLAVEY

UCLA