CAROLINA UNION FEASIBILITY STUDY

PROJECT SCOPE

OVERVIEW

A feasibility study is an exploration of the functionality of a building. In our case, we looked at the FPG Student Union facility and its role in student life at UNC-CH. The study was designed to identify the needs of the Carolina community and evaluate areas of improvement using focus groups, user interviews, surveys, and extensive benchmark research. The Board of Directors, comprised almost entirely of student representatives from across campus, led the study with the help of Vines Architecture.

SCOPE & SCHEDULE

TIMELINE

2016

MAY

12 Kickoff & Carolina Union Building Tours
21 Work Session 1: Planning Committee
31 Work Session 2: Executive Planning Committee

JUNE

15 Case Study Tour: High Point University
23 Work Session 3: Planning Committee
24 Focus Groups: UNC Stakeholders
28-30 Case Study Tours: Houston, Texas A&M, UT Austin

JULY

20 Work Session 4: Executive Planning Committee

AUGUST

8 Case Study Tours: Duke + NCSU
10-14 Case Study Tours: Ryerson + UC Berkeley
17 Focus Groups: Carolina Union Student Employees

SEPTEMBER

1 Student Focus Groups: Board of Directors, CUAB, GPSF
6-19 #UNCUnionIdeas Survey
9 Facilities Review Meeting
15 Treat Yo Self Thursday
16 Pop Up Twitter Poll Party
24 Family Weekend #UNCUnionIdeas Cookies + Conversation

OCTOBER

10 Work Session 6: Executive Committee, Finalize Programming Exercise
19 Student Experience Master Plan Workshop
26 Work Session 7: Planning Committee, Review Survey Results

NOVEMBER

16 Work Session 8: Executive Planning Committee

DECEMBER

15 Design Review Committee Meeting

2017

JANUARY

18 BOD Results Reveal Presentation from Vines Architecture

FEBRUARY

27 Feasibility Study Results Reveal

MARCH

Feasibility Study Final Report Delivered by Vines Architecture

Source: Vines Architecture
Throughout the feasibility project, it was paramount that we included all necessary stakeholders to ensure us gaining a holistic understanding of student life and our building’s role on campus. Those who contributed and collaborated include students, staff, faculty, and industry experts.

**STAKEHOLDER GROUPS**

**NEIGHBORING PIT PARTNERS**
- Student Stores
- Davis Library
- CDS/Lenoir

**KEY STUDENT GOVERNANCE BODIES**
- American Red Cross Club of UNC-CH
- Apples Service Learning Program
- Bhangra Elite
- Blank Canvas
- Black Student Movement
- Campus Christian Fellowship at UNC-CH
- Carolina Firsts
- Carolina Indian Circle
- Carolina Ukulele Ensemble
- Carolina Union Activities Board
- Carolina Union Board of Directors
- Carolina Union Employee Forum
- Carolina Veterans Organization
- Chi Alpha Christian Fellowship
- CHiPS
- ChisPA
- Carolina International Relations Association
- Clef Hangers
- Company Carolina
- Delta Phi Omega
- EROT
- False Profits
- Graduate Professional Student Federation
- Harmonyx
- Homecoming Committee
- Intervarsity Christian Fellowship
- Journey Christian Fellowship
- Kamikazi Hip Hop Dance Team
- LAB! Theatre
- Loreleis
- Modern Extension
- Moonlight Dance Crew
- Muslim Students Association
- Non-traditional students
- Order of the Bell Tower/Senior Marshal
- Que Rico
- Residence Hall Association
- RESPC
- SAGA
- Senior Marshals
- Student Alumni Association
- Student Government

**BUILDING TENANTS**
- Student Television
- Wendy’s
- Alpine Bagel
- WXYC
- Student Television
- Apples
- SafeWalk
- Carolina For The Kids
- Student Legal Services
- Carolina Veterans Organization
- Muslim Student Association

**STUDENT AFFAIRS DEPARTMENTS**
- Accessibility Resources & Service
- Campus Health Services
- Campus Recreation
- Campus Y
- Carolina Union
- Counseling and Psychological Services
- Housing and Residential Education
- Information Technology
- LGBTQ Center
- Office of Fraternity & Sorority Life
- Community Involvement
- Office of New Student & Carolina Parent Programs
- Office of Student Conduct
- Office of the Dean of Students
- Student Wellness
- University Career Services

**STUDENT AFFAIRS COUNCIL DEPARTMENTS**
- American Indian Center
- College of Arts and Sciences
- Kenan-Flagler Business School

**COMMUNITY PARTNERS**
- Chapel Hill Community
- Chapel Hill Downtown Partnership
- NC Union Directors
- Orange County Visitors’ Center
- Town Council

**STAKEHOLDER ENGAGEMENT**
PROJECT CONTRIBUTORS AND COLLABORATORS

PLANNING TEAM:
Vines Architecture
Victor Vines, AIA, LEED AP, Principal-In-Charge / Programming
Robert Thomas, AIA, Design Director / Principal
Jolie Thomas, AIA, Managing Principal / Project Designer
Meredith Smith, Project Designer
Brailsford & Dunlavey, Facility Financial Planners
Bart Hall, Director, Research and Methods
Wilson Jones, Project Manager
Matt Bohannon, Survey Specialist
Cooper Carry, Student Life Advisors
C. Timothy Fish, AIA, LEED AP, Principal-in-Charge
Lesley Braxton, AIA, IIDA, LEED AP, Programmer
Cole Jenest & Stone, Landscape Architecture / Civil Engineering
Brian C. Jenest, RLA, Principal-in-Charge
Scott A. Hazard, RLA, Project Manager / Lead Designer
Sean P. Gleason, PE, Civil Engineer
Dewberry, Mechanical / Electrical / Plumbing Engineering
Jeffrey Roney, PE, LEED AP, Electrical Engineer
Kenneth R. Wehner, PE, LEED AP, Mechanical Engineer
Stewart, Structural Engineering
J. Craig Fisher, PE, Structural Engineer
Cumming, Project Management and Cost Consulting
Jeremy Holt, Regional Director / Estimator

STUDENT LEADERS:
Boateng Kubi, Carolina Union Board Of Directors Chair 2016–2017
Bradley Opere, Student Body President 2016–2017
Neil Harwani, Carolina Union Activities Board President 2016–2017
Madelyn Percy, Graduate & Professional Students Federation Secretary 2016–2017
Allie Barton, Carolina Union Employee Forum President 2016–2017

CAROLINA UNION LEADERSHIP TEAM:
Crystal King, Director
Joe Singer, Sr. Assoc. Director for Events Services
Bobby Kunstman, Sr. Assoc. Director for Student Life & Leadership
Lisa Bonsor, Assoc. Director for Business & Finance
Megan Johnson, Assoc. Director for Communications & Creative Services
Scott Hudson, Sr. Assoc. Director for Facility Management

STUDENT AFFAIRS EXECUTIVE TEAM:
Winston Crisp, J.D., Vice Chancellor for Student Affairs
Dr. Bettina Shuford, Assoc. Vice Chancellor for Student Affairs
Christi Hurt Assistant, Vice Chancellor & Chief of Staff for Student Affairs
Jonathan Sauls, J.D., Dean of Students for Student Affairs
Dr. Christopher Payne, Assoc. Vice Chancellor & Chief Operating Officer for Student Affairs

CAROLINA UNION BOARD OF DIRECTORS LONG-RANGE PLANNING COMMITTEE:
Ayoub Ouederni, Carolina Union Board Of Directors LRP Chair
Crystal King, Carolina Union Director
Boateng Kubi, Carolina Union Board Of Directors Chair
Scott Myers, Carolina Dining Services Director
Tristan Routh, Carolina Union Board Of Directors
McKenzie Folan, Carolina Union Board Of Directors
Travis Broadhurst, Carolina Union Board Of Directors

CAROLINA UNION STAFF:
Casey Weakland, Executive Assistant
Kenneth Miskow, Operations Manager, Event Services
Austin Gold Assistant Director, Event Services
Bonita Brown, Admissions & Guest Services Manager, Event Services
Christina Berkowitz, Senior Designer, Communications & Creative Services
Anne King, Design & Education Coordinator, Communications & Creative Services
Stephen Eppling, Marketing & Content Coordinator, Communications & Creative Services
Tammy Lambert, Assist Director for Student Organizations, Student Life & Leadership
Jared T. Ward, Co-Curricular Learning & Assessment Program Coordinator, Student Life & Leadership
Kate Kryder, Co-Curricular Leadership Development Program Coordinator, Student Life & Leadership
Laura Ketola, Leadership Development Program Coordinator, Student Life & Leadership
Brian Lackman, Student Activities Program Coordinator, Student Life & Leadership
Nick Dezern, Maintenance Assistant, Facility Management

UNC FACILITIES:
Anna Wu, Associate Vice Chancellor for Facility Services
Bob Cwikla, Facilities Architect, Former Project Manager
Jerry Guerrier, Assistant Director Facilities Planning & Design

#OurCarolinaUnion
ourcarolinaunion.unc.edu