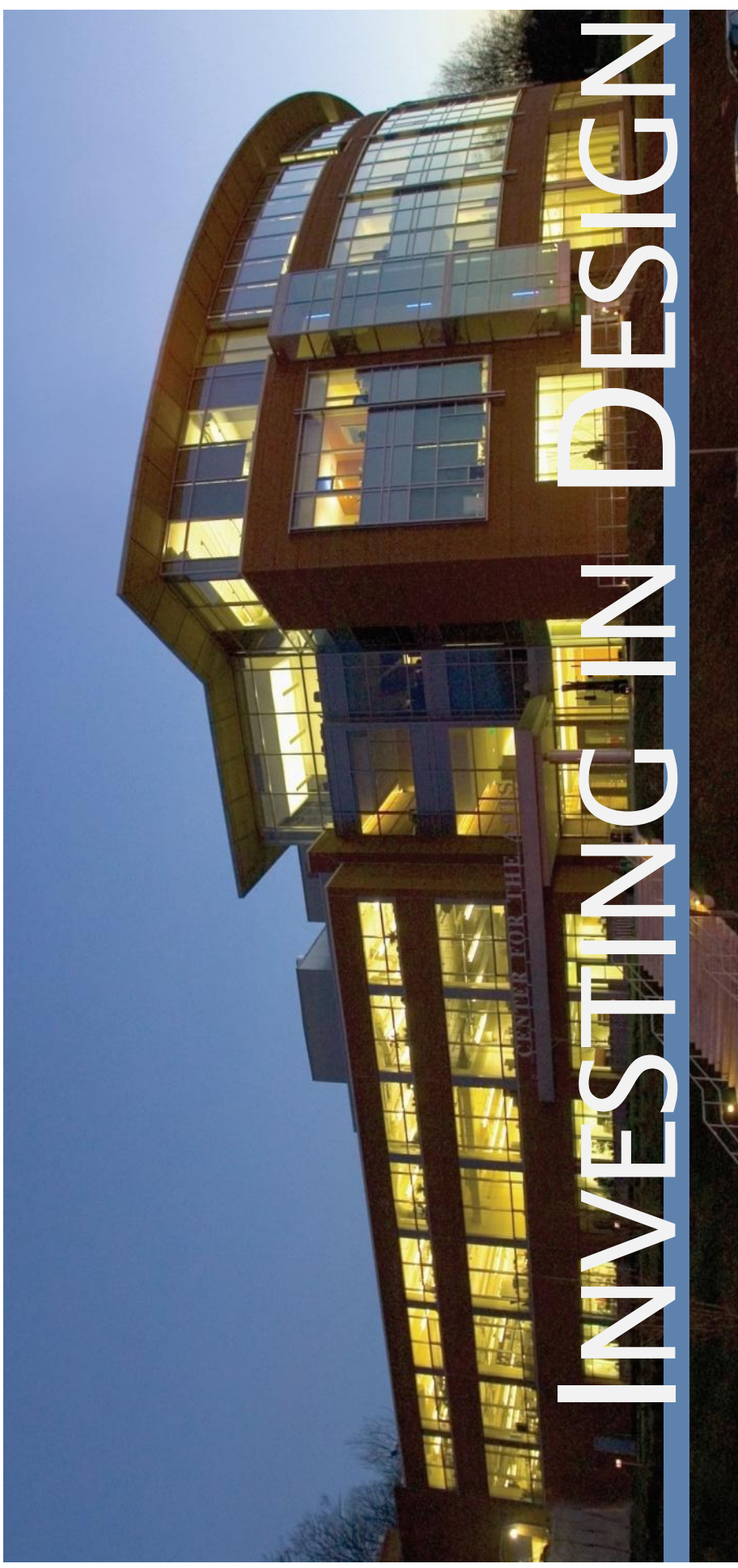


Towson University

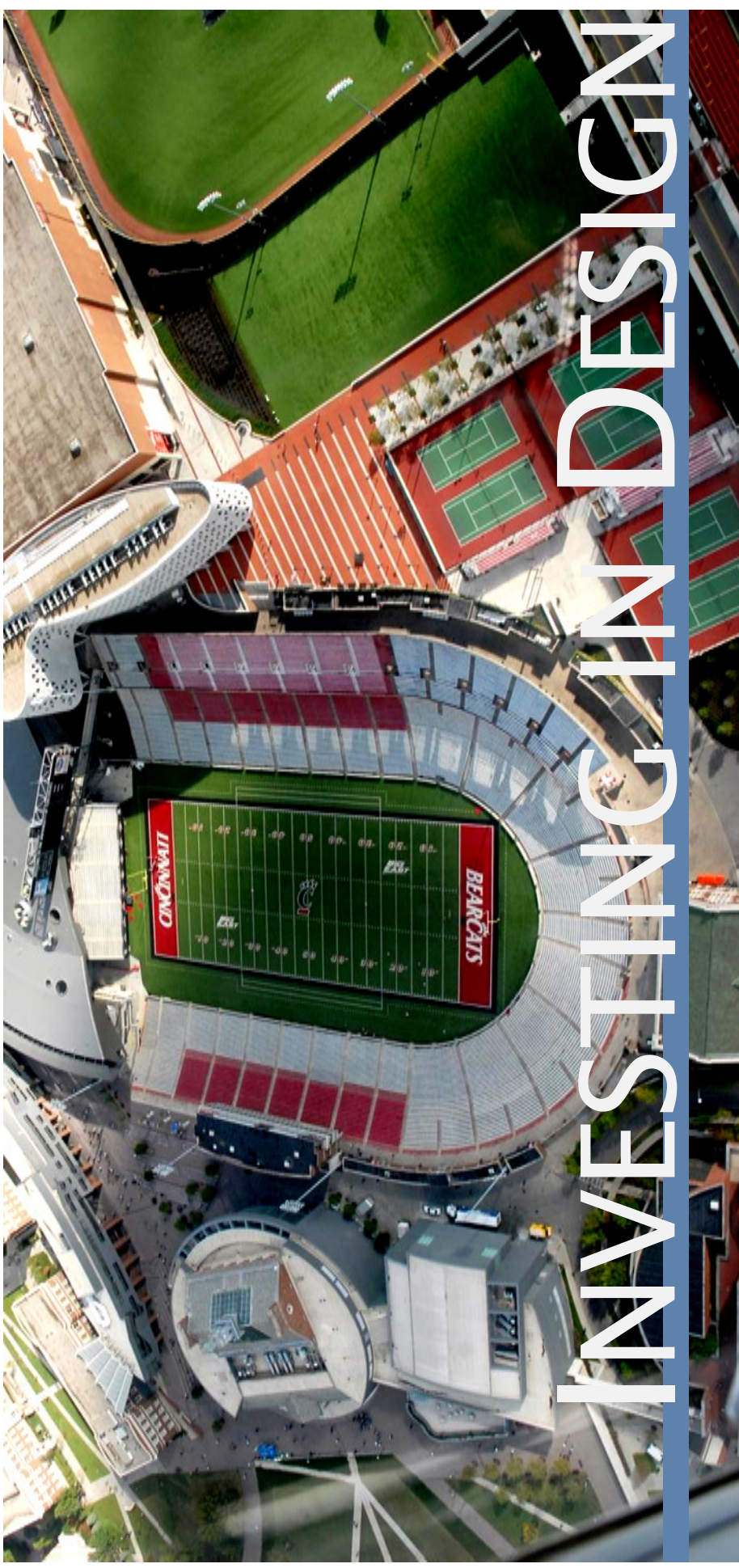
Association of University Architects - 2010 Conference
Wednesday - June 23rd



University of Cincinnati



Association of University Architects - 2010 Conference
Wednesday - June 23rd







Mary Beth McGrew
University Architect
University of Cincinnati
Cincinnati, Ohio

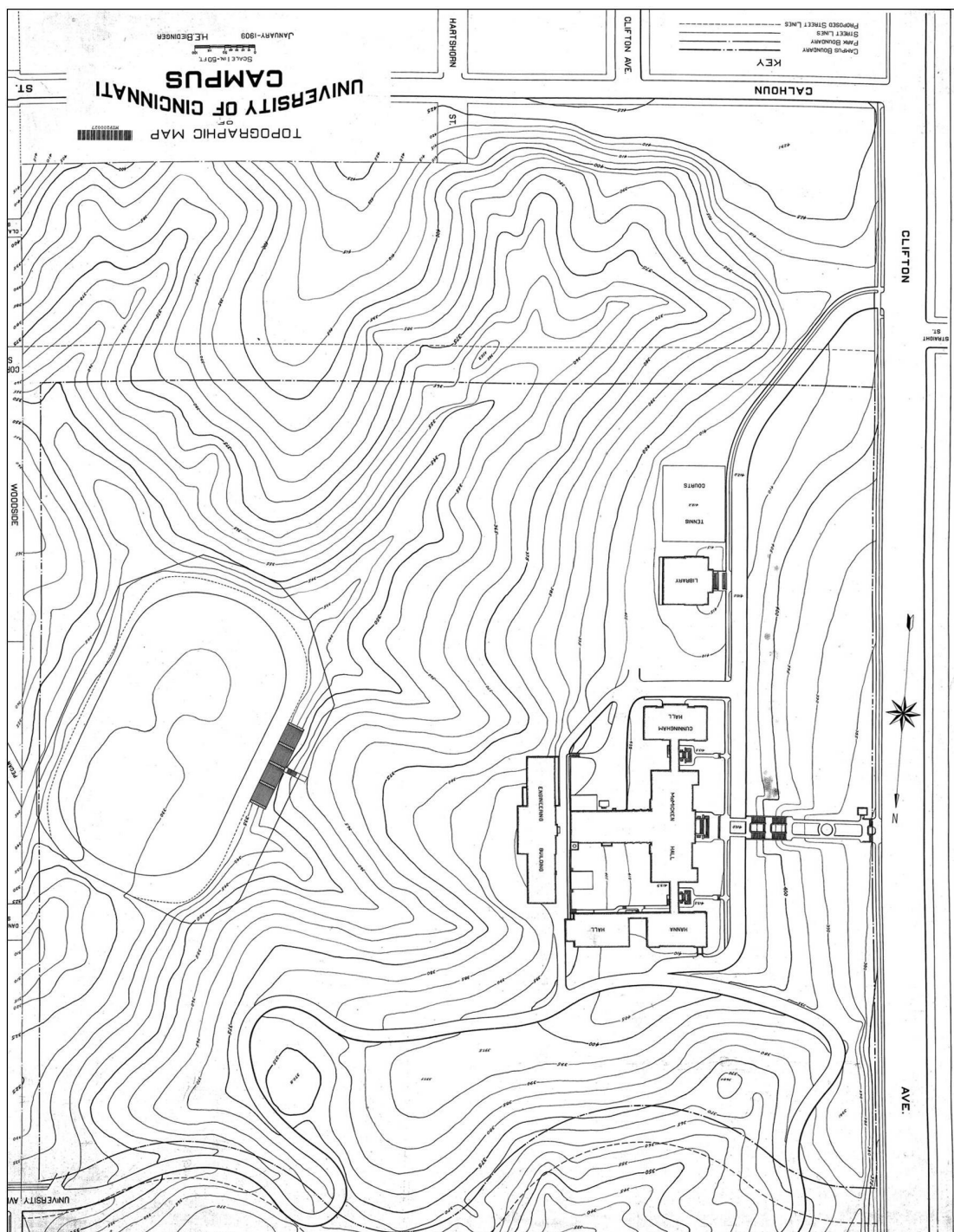






Pascale, Le Draoulec. "The World's Most Beautiful College Campuses."
Forbes (03/2010).



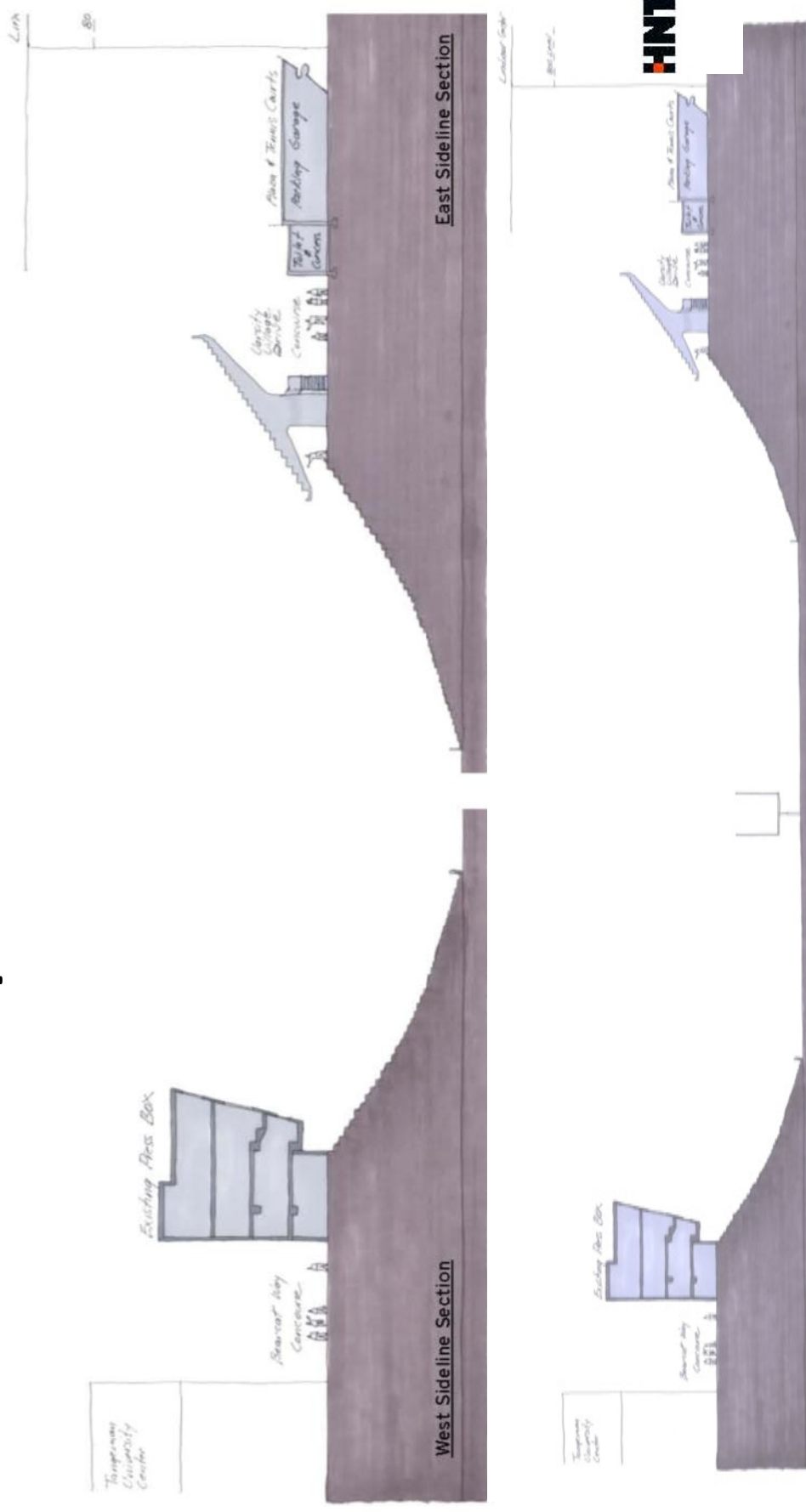




Big East Conference Stadium Comparison

Institution	Name of Facility	Capacity	Suites	Club	Loge Box	Press
Capacity Capacity Capacity Capacity Capacity Capacity						
University of Cincinnati (existing)	Nippert Stadium	33,215	TBD (2)	150	0	60
University of Connecticut	Rentschler Field	44,000	800	641	0	105
University of Louisville	Papa John's Cardinal Stadium	42,000	570	1800	0	100
University of NJ at Rutgers	Rutgers Stadium	52,454	0	0	0	
Syracuse University	The Carrier Dome	49,262	684	0	0	118
West Virginia University	Milan Puskar Stadium	60,180	1068	620	0	
University of Pittsburgh	Heinz Stadium	65,050	2000	7000	0	250
University of South Florida	Raymond James Stadium	41,441	3200	167	0	225

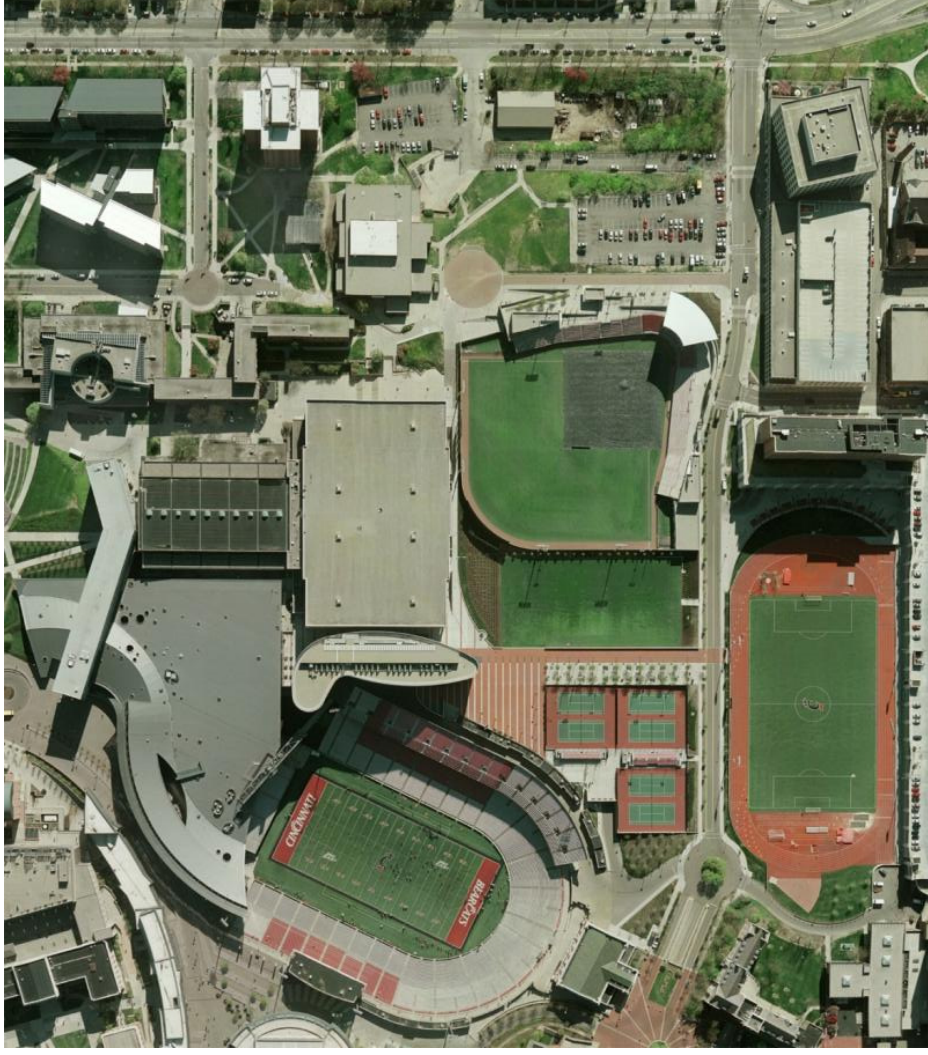
Shape of Bowl



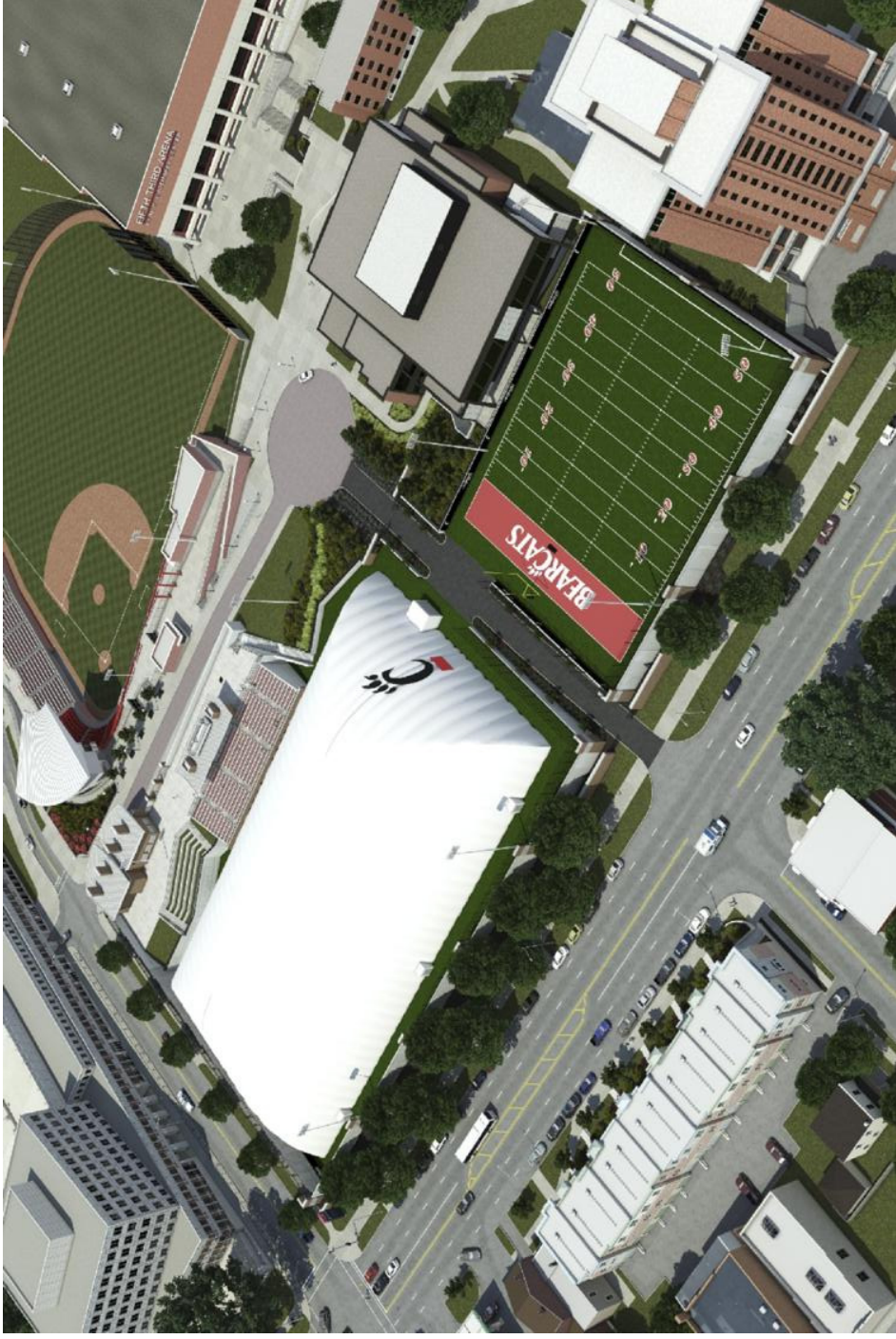
A hand-drawn site plan of the University of the Pacific campus, showing various buildings, courtyards, and circulation paths. The plan is annotated with handwritten notes and arrows indicating accessibility and circulation. Key features include:

- Central Courtyard:** A large green rectangular area labeled "CENTRAL COURTYARD" with a red border. It is surrounded by buildings and walkways.
- Buildings:** Several buildings are shown, including a large building on the left labeled "OFFICES" and a building on the right labeled "Housing".
- Walkways and Circulation:** Numerous arrows indicate movement paths. A prominent path is labeled "Main view corridor" and another "Main view corridor" is shown on the right. A path labeled "Main view corridor" is also shown on the left.
- Accessibility:** Annotations include "Main view corridor" and "Main view corridor" with arrows pointing to specific areas. A note "Main view corridor" is also present.
- Other Features:** A circular building is labeled "Housing" and a building on the right is labeled "Housing". A building on the left is labeled "OFFICES".

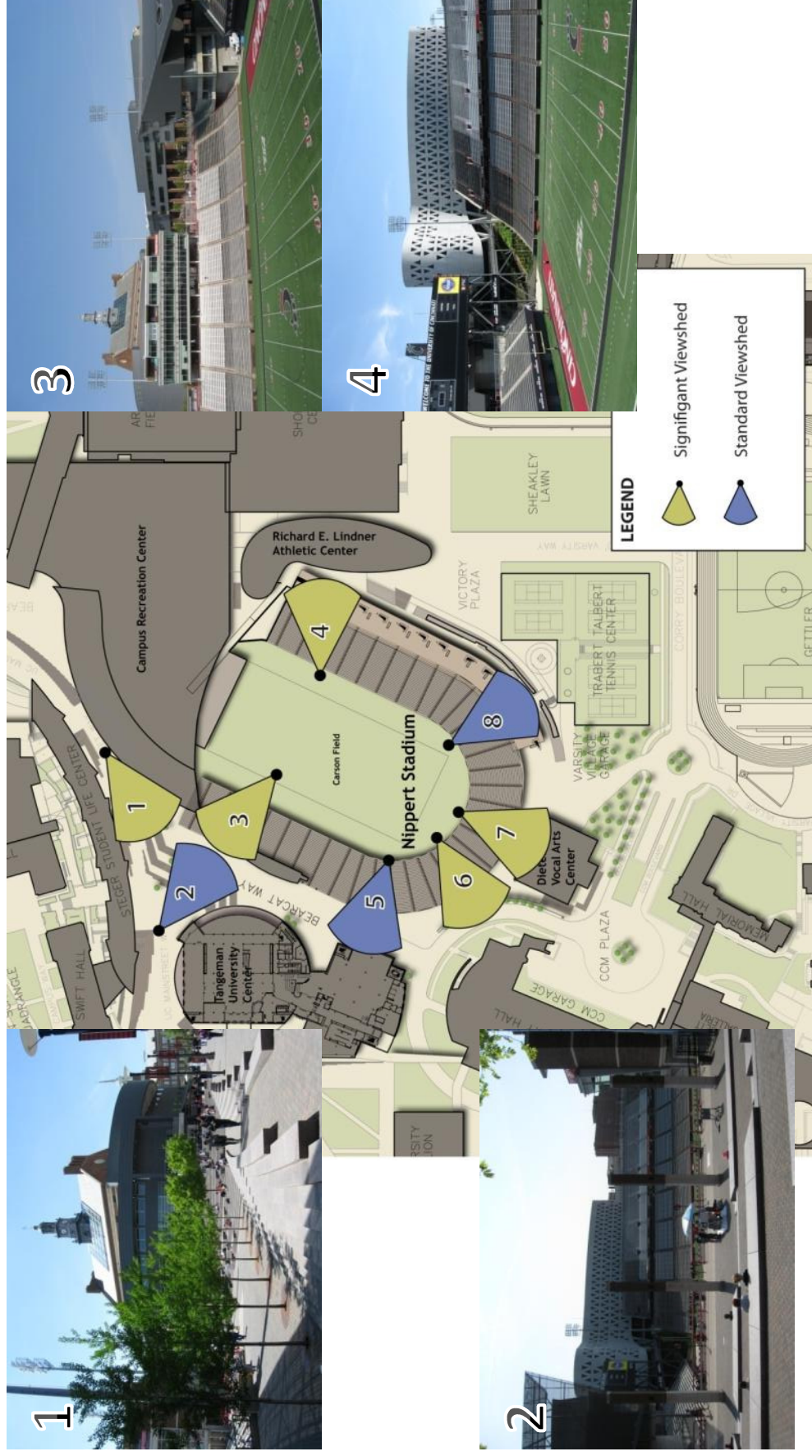
Athletic Fields



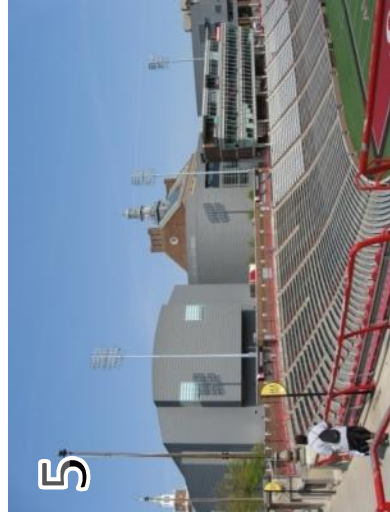
Practice Fields



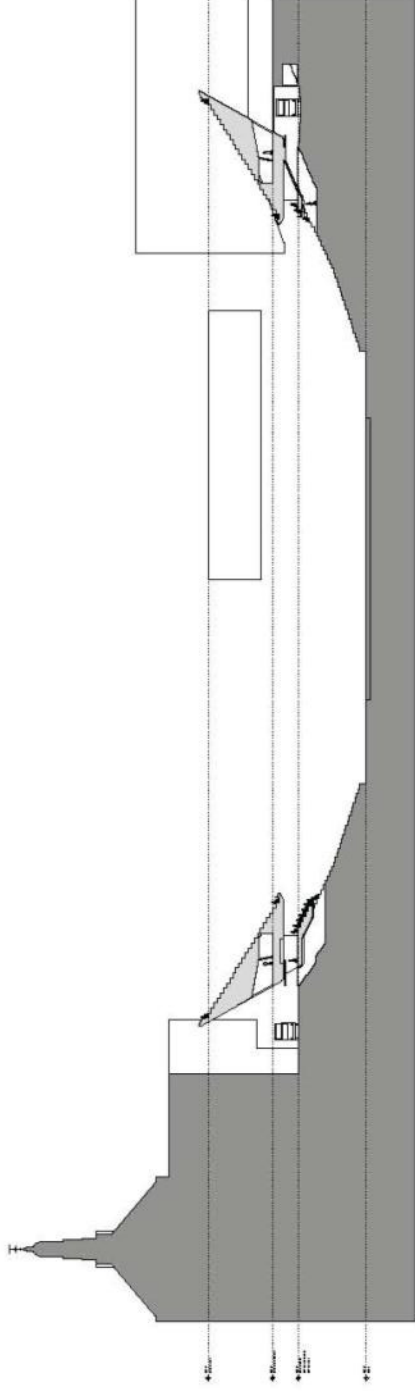
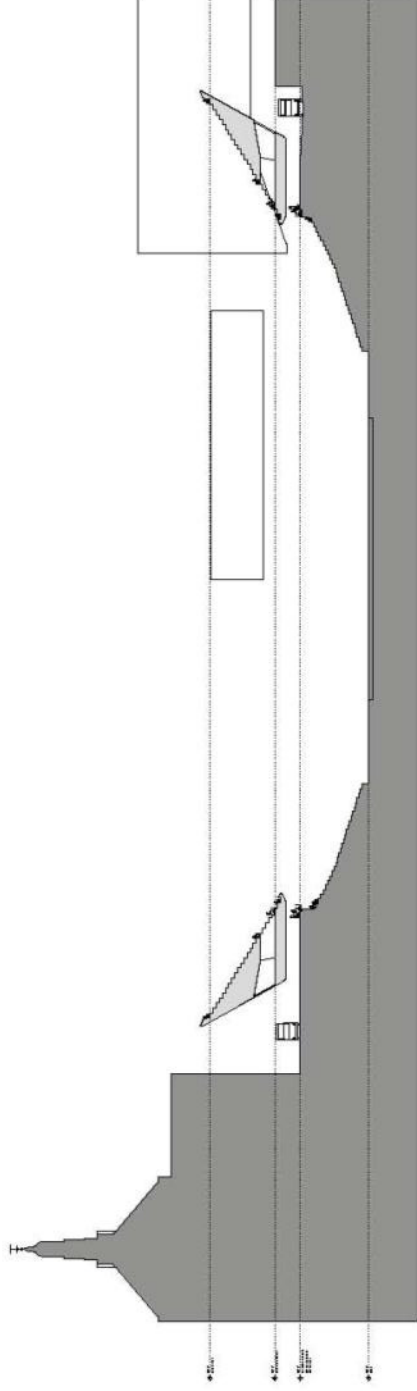
Views from Stadium



Views from Stadium



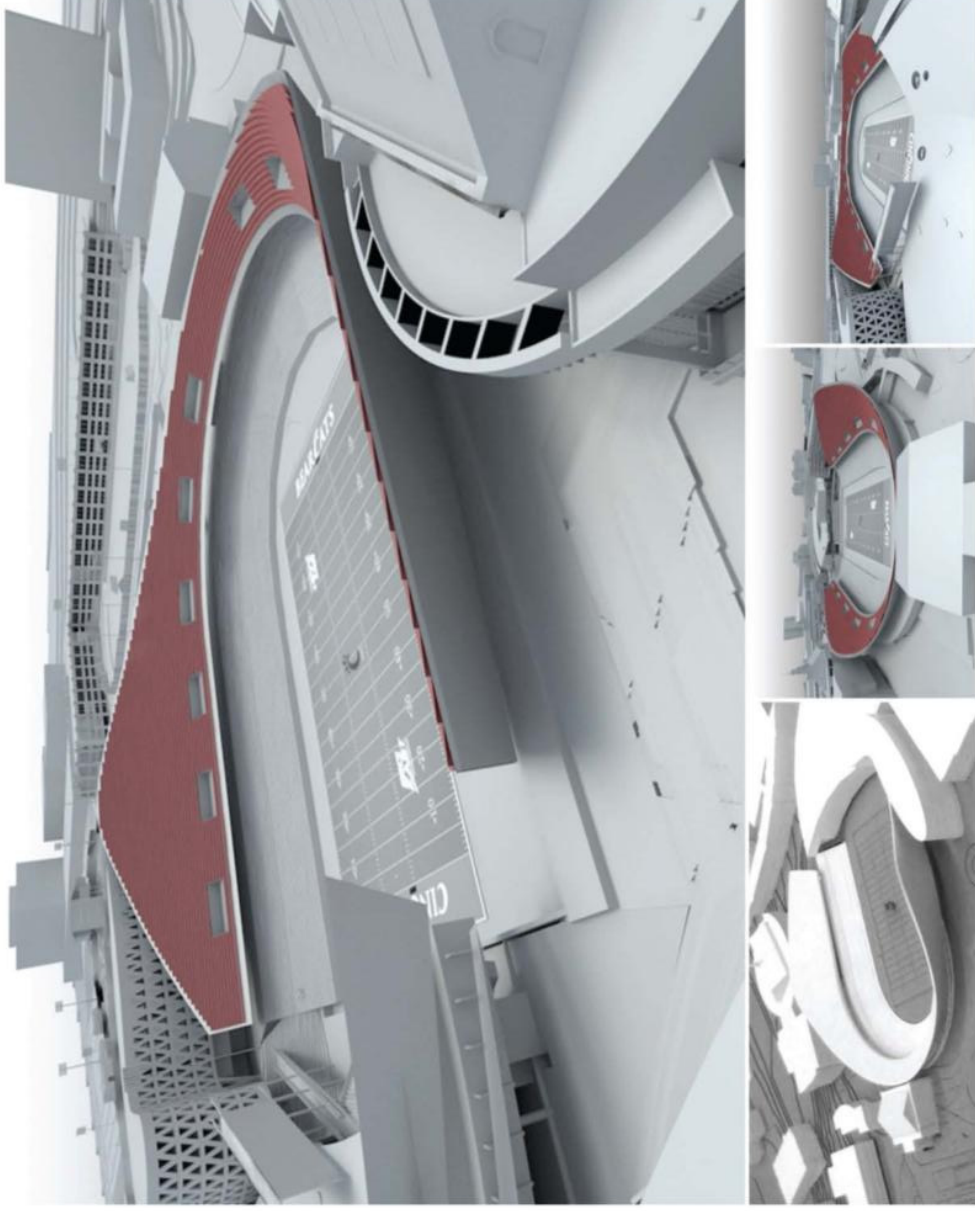
HNTB & Trahan Plans and Sections



Site Sections

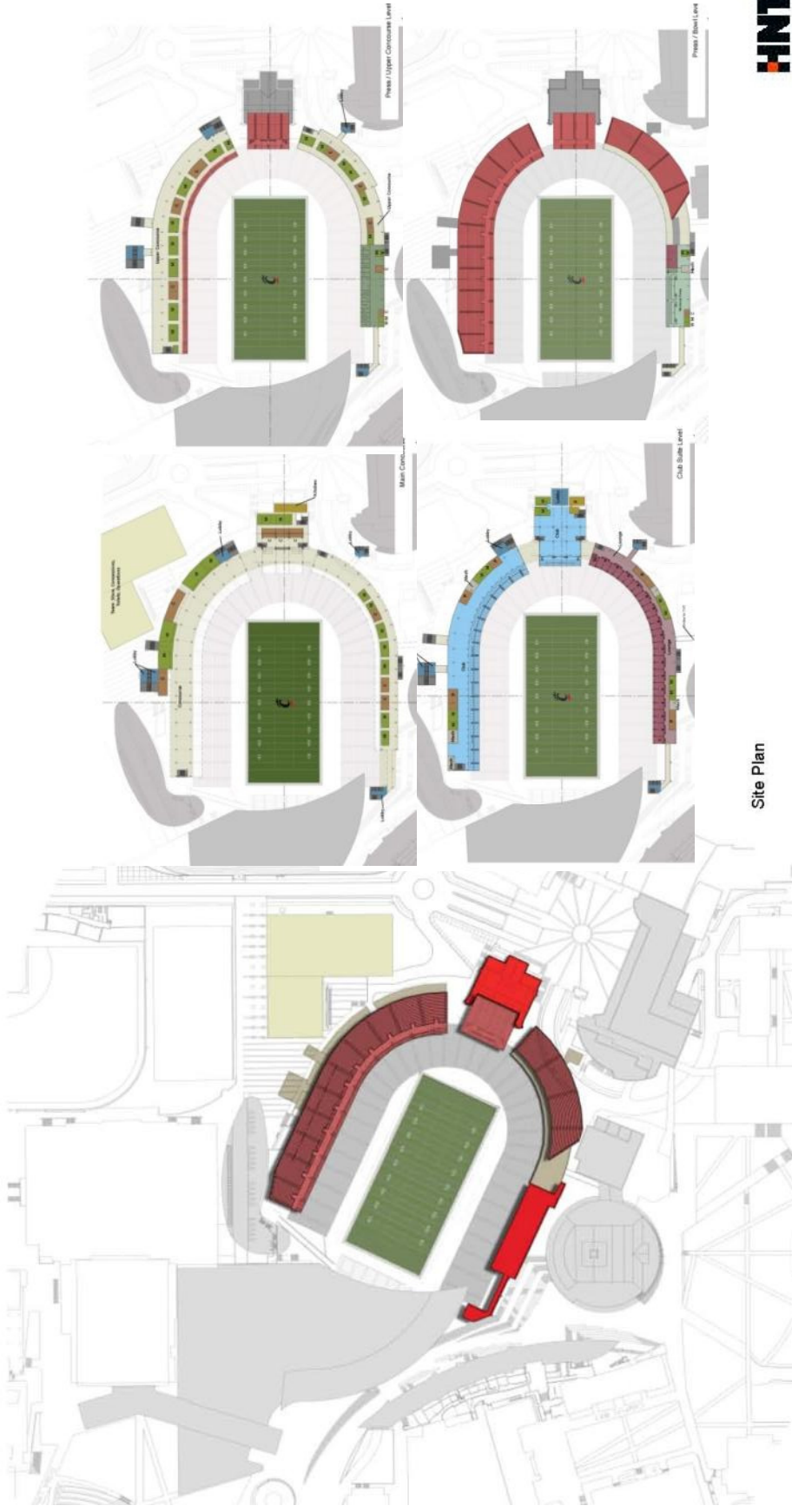
TRAHAN ARCHITECTS
glaserworks

HNTB & Trahan Plans and Sections

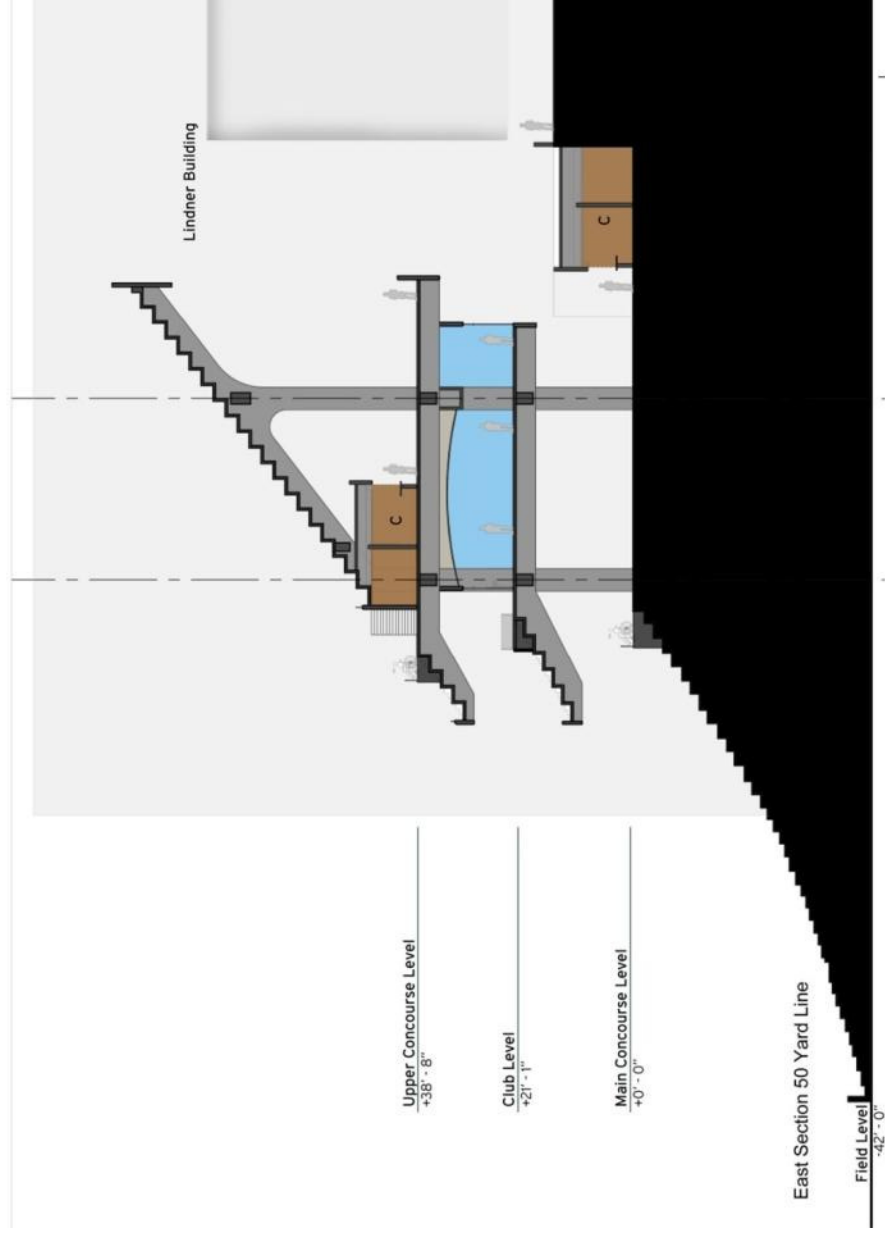


TRAHAN ARCHITECTS
glassworks

HNTB & Trahan Plans and Sections

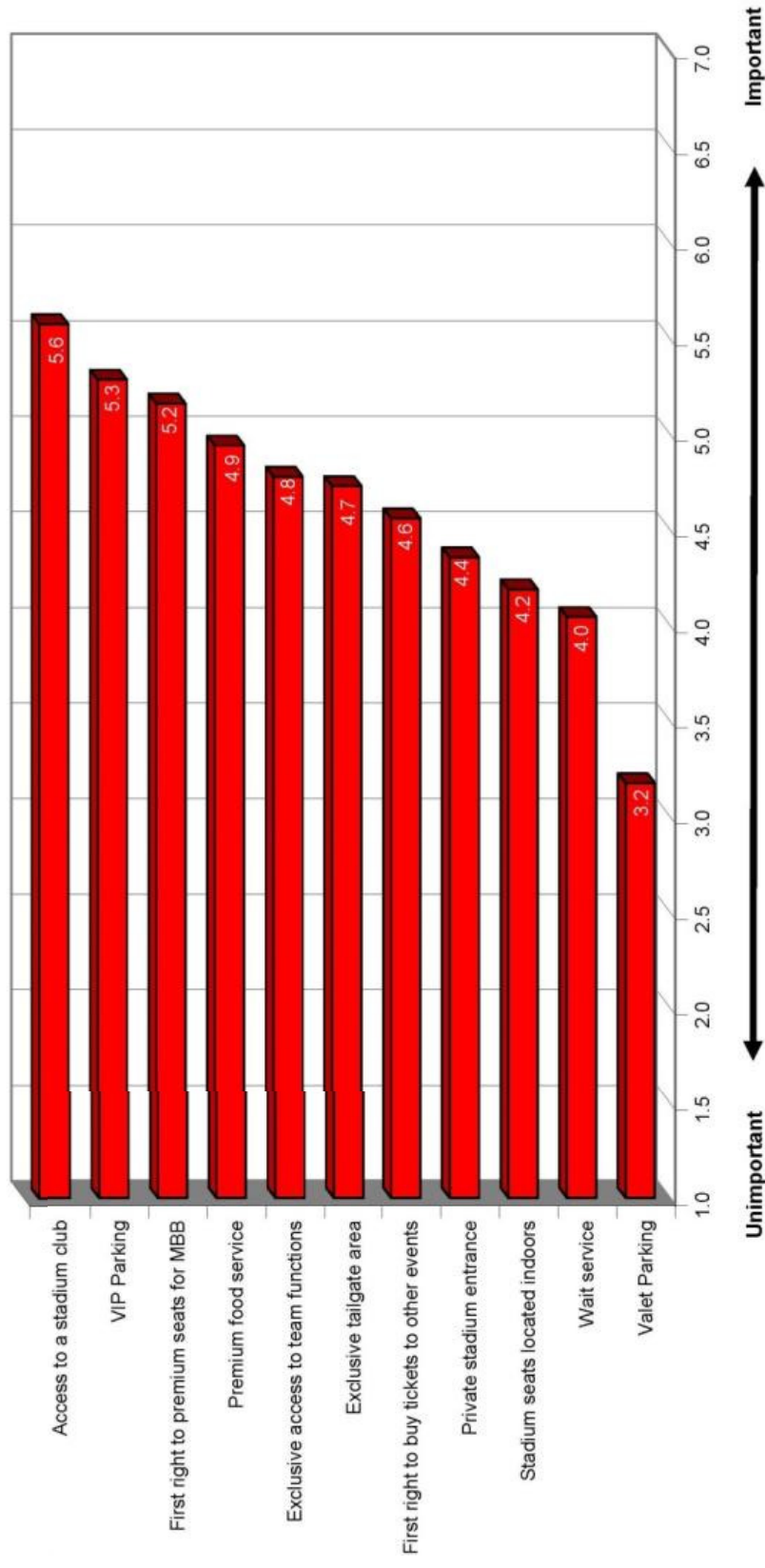


HNTB & Trahan Plans and Sections



Market Study:

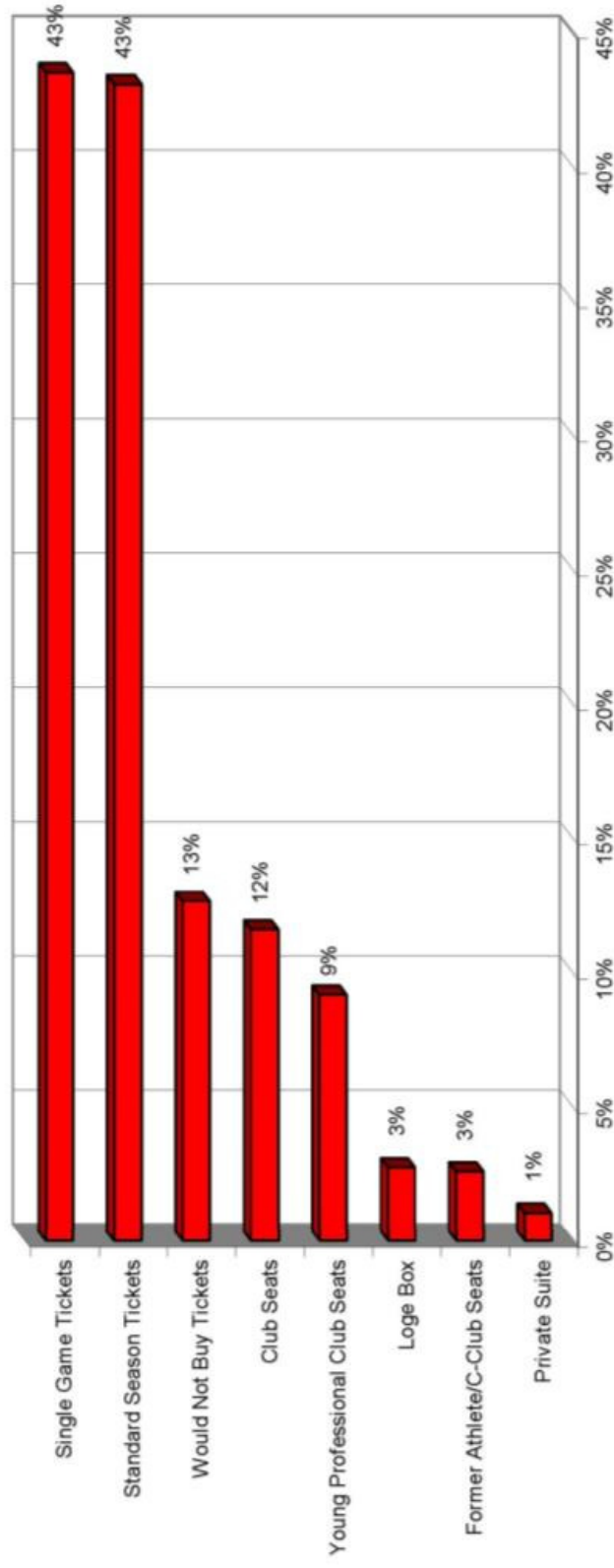
Importance of Premium Amenities



Note: Asked only of respondents indicating an interest in, and willingness to pay price points tested, for suites, loge boxes and/or club seats.

Market Study: Estimated Demand

SEAT OPTION MOST LIKELY TO PURCHASE



Note: Multiple responses accepted if respondent indicated intent to actually purchase more than one seating product.
Approximately 15 percent of the respondents indicated an interest in purchasing multiple seating products.

Market Study: Demand Estimates

Demand Ranges Based on Market Surveys

Estimated Demand	Annual Donation ⁽¹⁾	Annual Revenue Potential
Suites		
14	\$48,000	\$672,000
17	\$32,000	\$544,000
22	\$24,000	\$528,000
Loge Boxes		
34	\$15,000	\$510,000
40	\$12,000	\$480,000
60	\$9,000	\$540,000
Club Seats		
400	\$2,500	\$1,000,000
600	\$1,750	\$1,050,000
1,100	\$1,000	\$1,100,000
Young Professional Club Seats		
320	\$1,250	\$400,000
560	\$875	\$490,000
900	\$500	\$450,000
Former Athlete C-Club Seats		
200	\$1,250	\$250,000
400	\$875	\$350,000
600	\$500	\$300,000

Note: Demand is not additive across price categories.

(1) UCATS donation only. Excludes the cost of tickets.



DEMAND SUMMARY

Preliminary Recommended Program

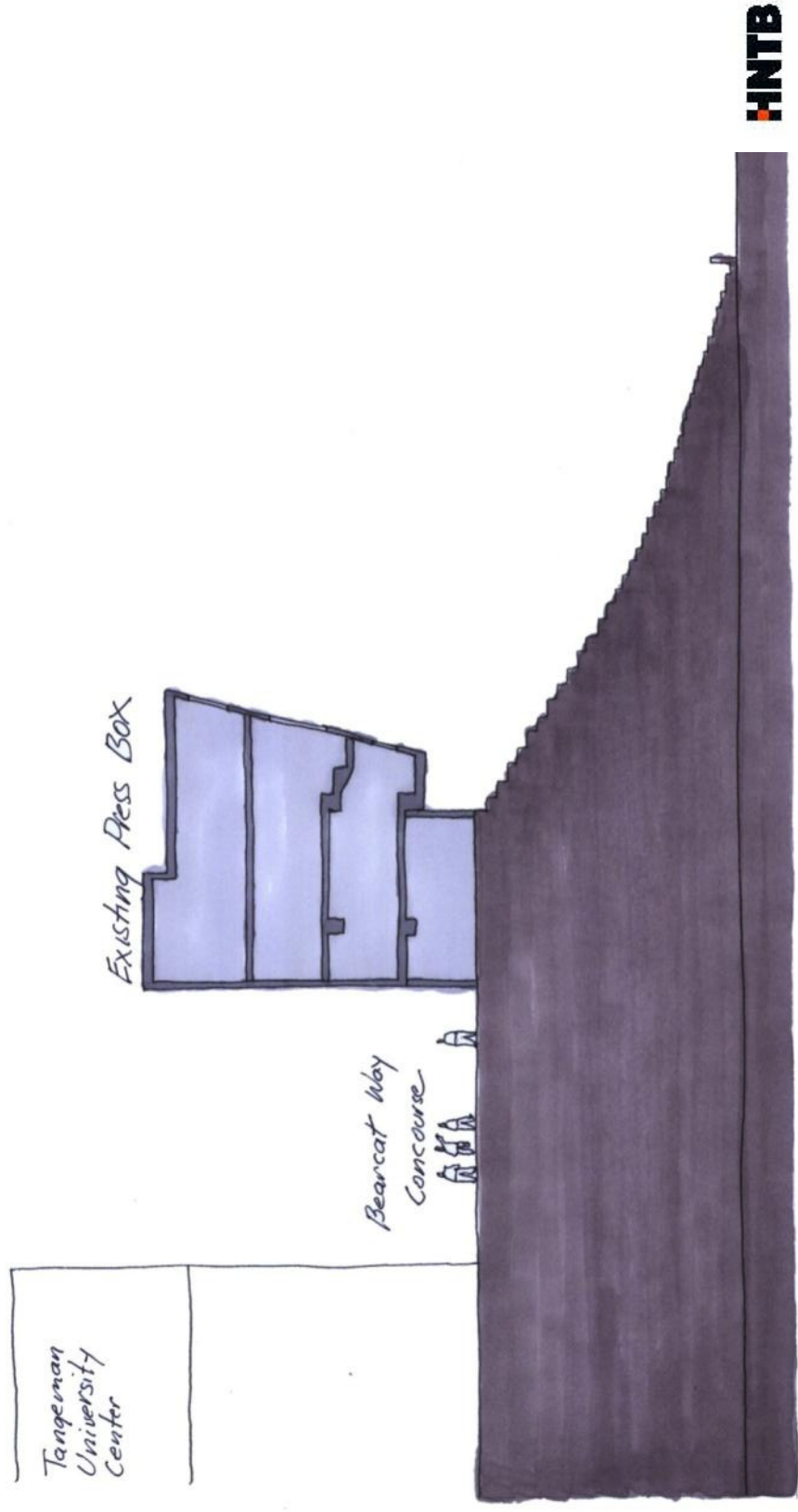
	Inventory	Average Annual Donation	Annual Revenue Potential	Total Seats	Annual Donation Per Seat
Suites	18	\$48,000	\$864,000	288 ⁽¹⁾	\$3,000
Loge Boxes	50	\$10,000 ⁽²⁾	\$500,000	200 ⁽²⁾	\$2,500
Club Seats	500	\$2,000	\$1,000,000	500	\$2,000
Club Seats - GSS	300	0	\$0	300	\$0
Young Professional Club Seats	400	\$1,000 ⁽³⁾	\$400,000	400	\$1,000
Former Athlete C-Club Seats	300	\$1,000	\$300,000	300	\$1,000
Total Donation Potential			\$3,064,000	1,988	\$1,541

(1) Assumes 16 seats per suite.

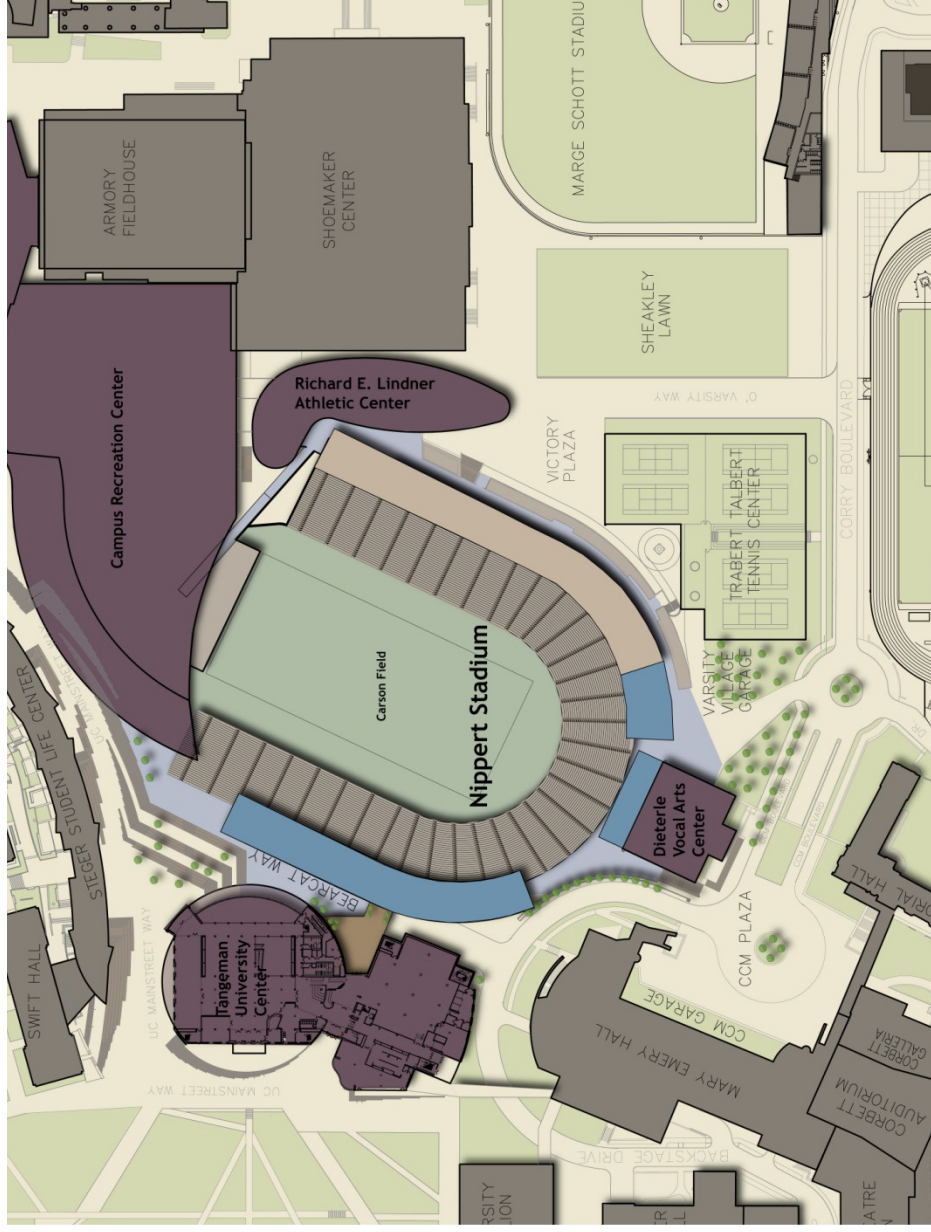
(2) Assumes 4 seats per loge box.

(3) Discounted price is assumed to be available for first two years. After first two years, young professional club seat holders would then be required to pay full club seat price of \$2,500.

Existing West Pavilion



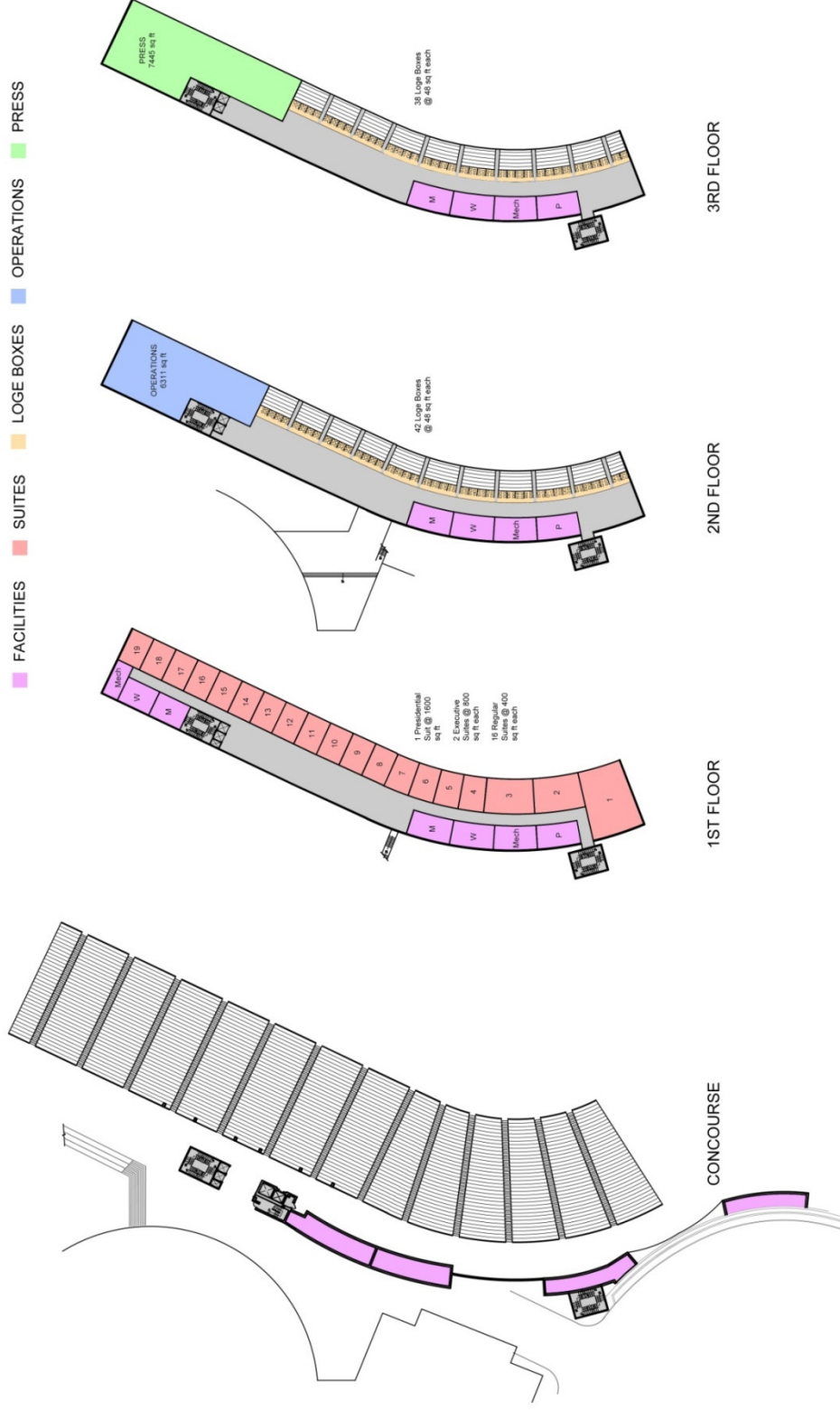
New Designs



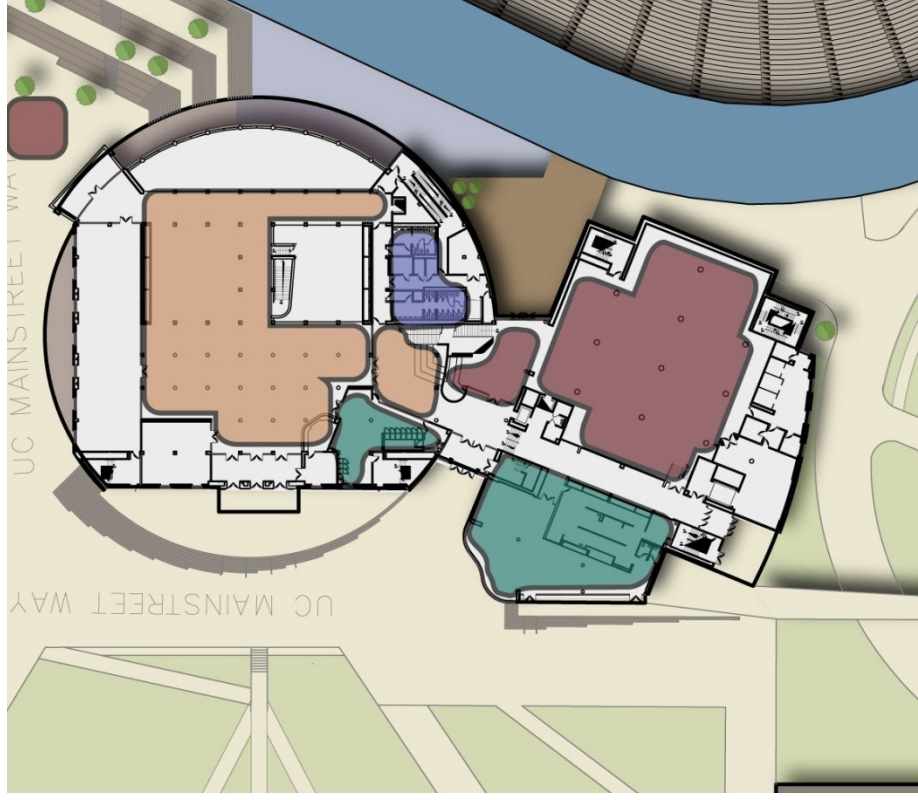
LEGEND

- Expanded Stadium Facilities
- Existing Stadium Facilities
- Significant Viewshed
- Expanded Concourse
- Raised Pedestrian Plaza
- Campus Buildings
- Campus Greenspace

New Designs



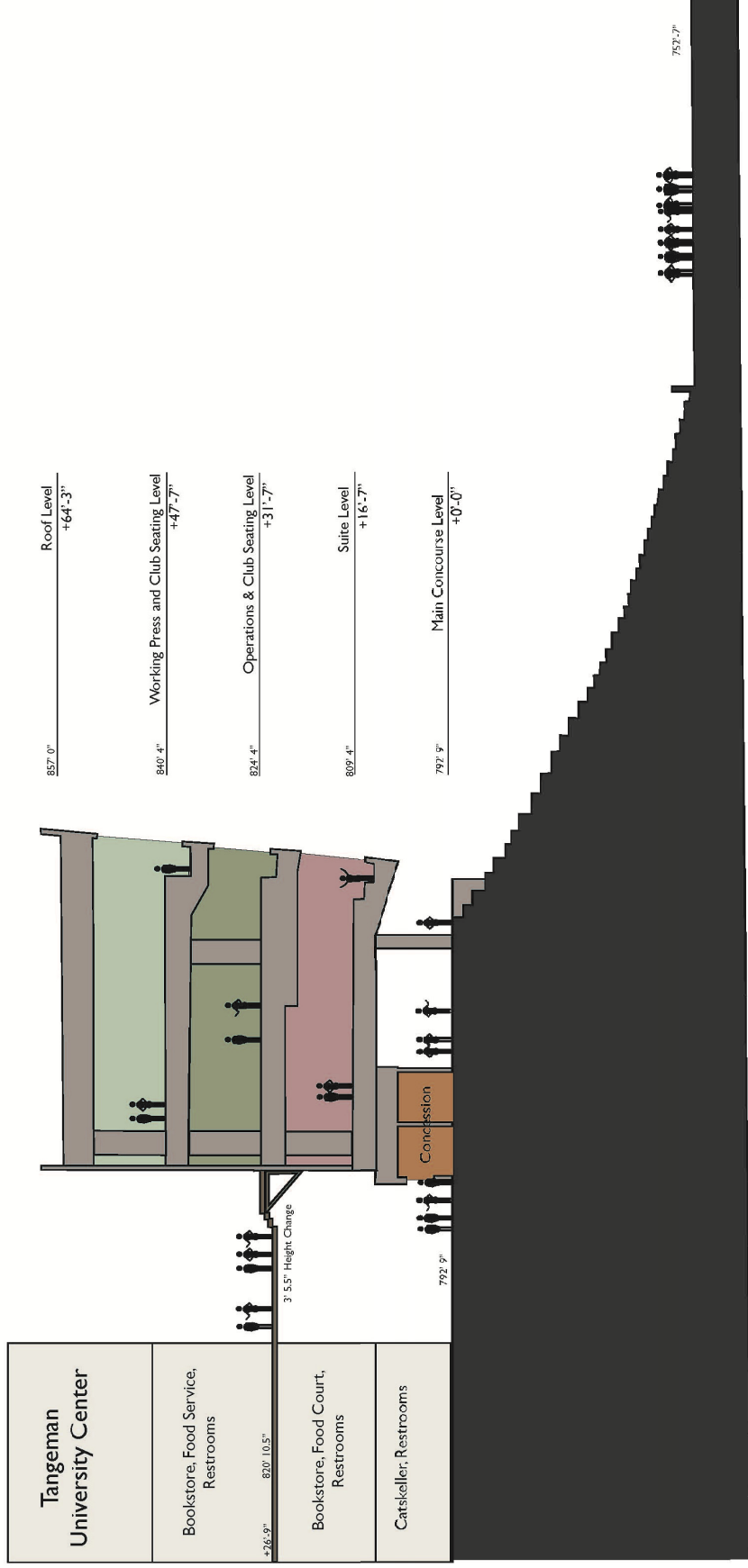
New Designs



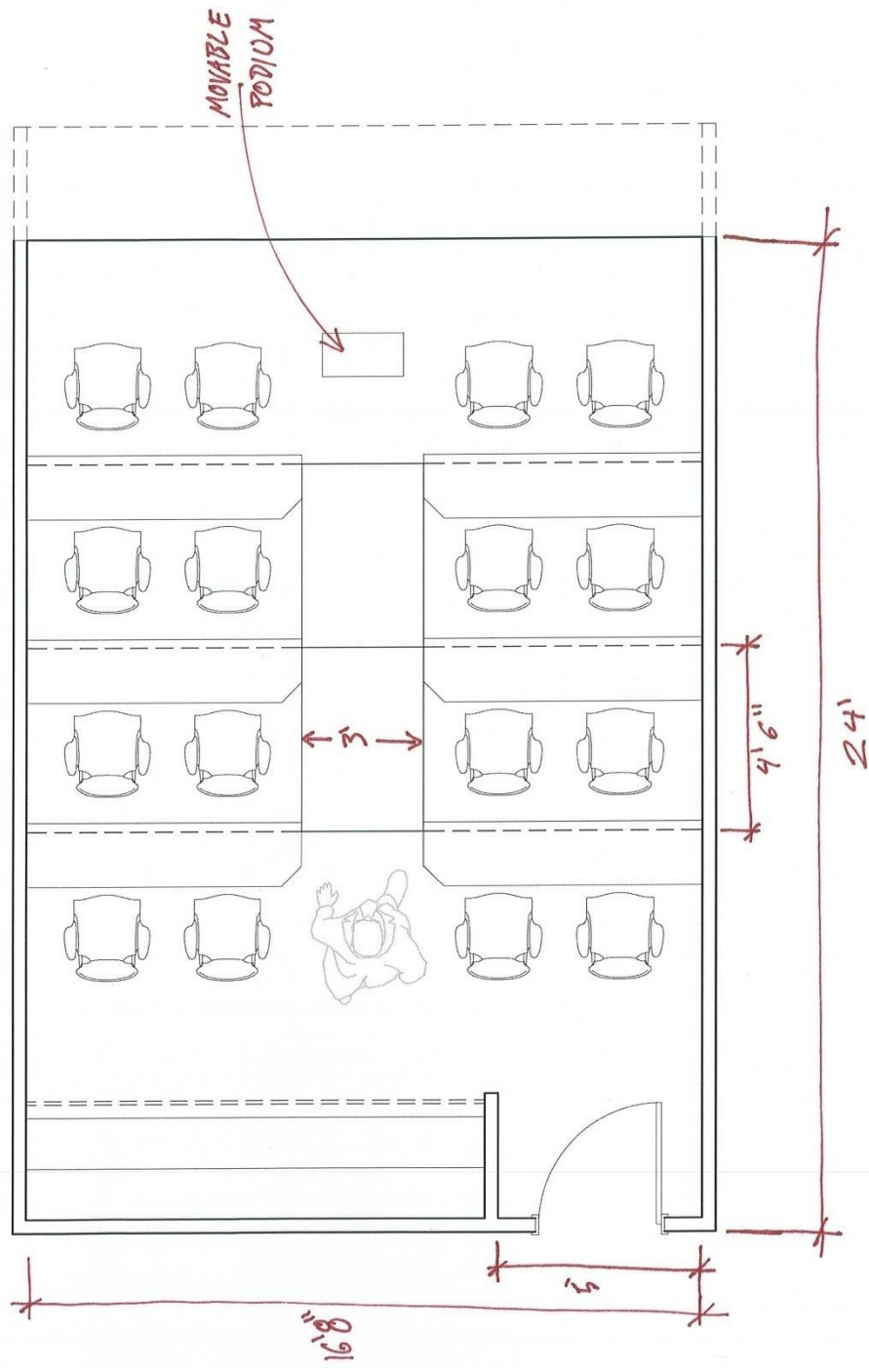
LEGEND

- Club and Food Services
- Game Day Merchandising
- Guest Reception and Entrance
- Restroom Facilities
- Expanded Concourse
- Campus Buildings
- Campus Greenspace

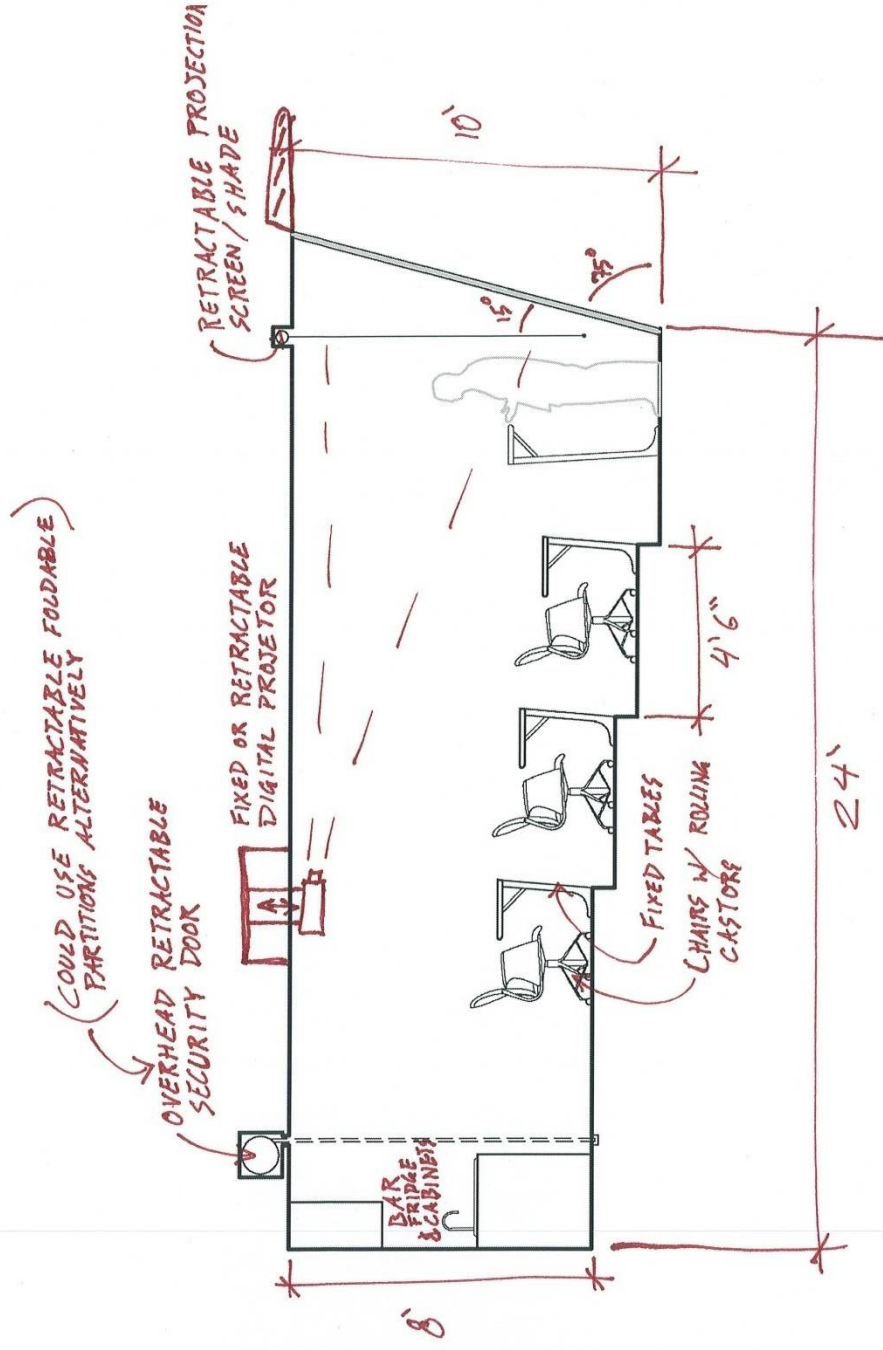
Existing West Pavilion



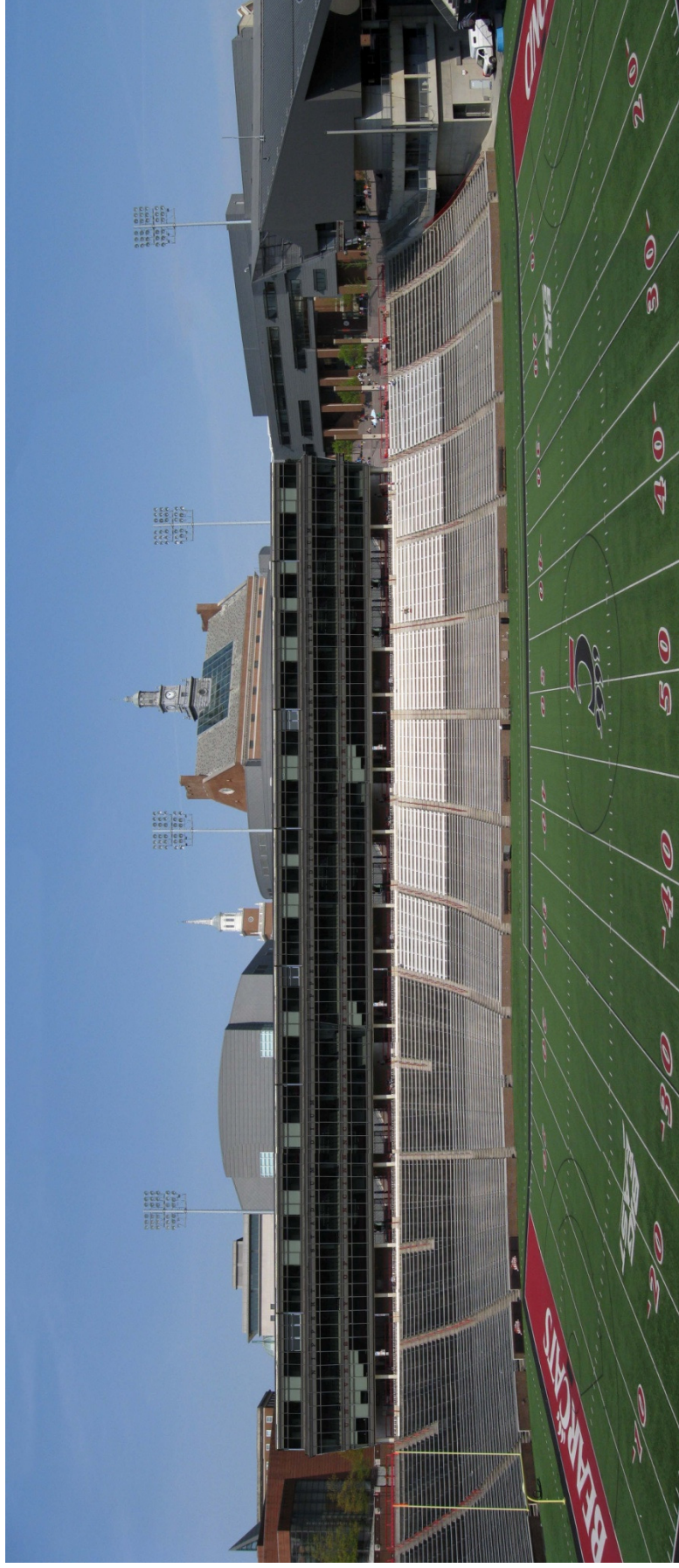
New Designs



New Designs



New Designs



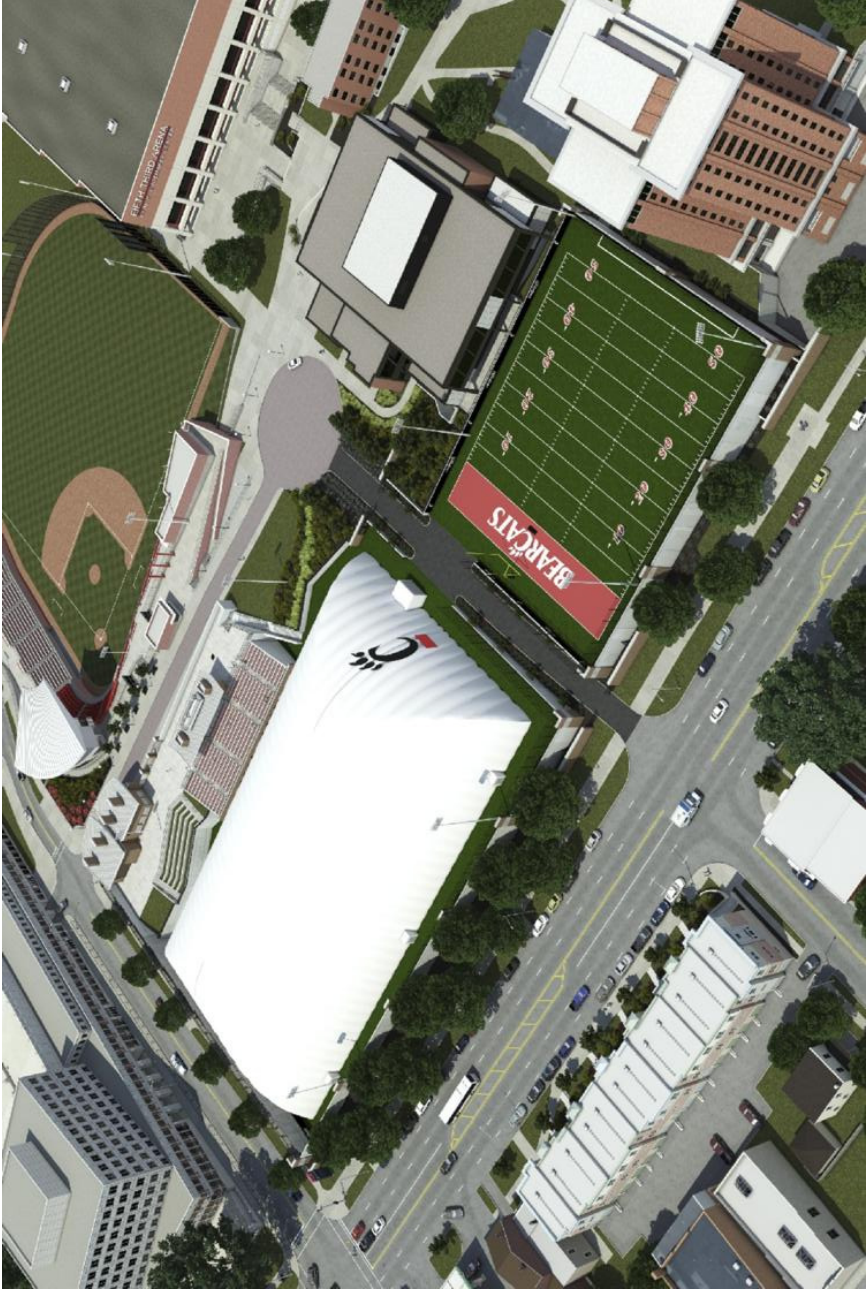
New Designs



Practice Fields



Practice Fields



Summary

- Lessons Learned
- Problems Solved
- Obstacles to Overcome
- Pitfalls to be Avoided
- Ongoing Challenges



Conclusions

