



UNIVERSITY OF
ARKANSAS™

A VISION FOR GREEK LIFE AT
THE UNIVERSITY OF ARKANSAS

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UNIVERSITY OF ARKANSAS

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CONTENTS

| | |
|------------|-------------------------------|
| SECTION 1: | INTRODUCTION |
| SECTION 2: | PLAN DRIVERS |
| SECTION 3: | PROCESS FOR ACHIEVING SUCCESS |
| SECTION 4: | PROGRAM OPTIONS |
| SECTION 5: | SITE PLANNING |
| SECTION 7: | APPENDIX 1 - SITE STUDIES |
| SECTION 6: | APPENDIX 2 - FINANCIAL MODELS |

INTRODUCTION

Greek Life is part of the rich tradition at the University of Arkansas. Fraternities and sororities play an important role on the campus as well as throughout the Northwest Arkansas community and beyond. Scholarship, service, friendship, cultural appreciation, and brotherhood/sisterhood are the common fraternal principles founded by each of our Greek lettered organizations. By focusing on these fraternal principles, one can expect both a positive collegiate and Greek experience. Being part of a Greek organization provides ample opportunities to participate in activities that enhance personal development, promote academics, and advance leadership skills.

In December 2011 the University engaged SCM Architects in association with Hanbury Evans Wright Vlattas + Company to update the 2006 Comprehensive Housing Master Plan. As part of this process, they were asked to craft a plan for Greek expansion.

During the study the planning team evaluated sites in the Rose Hill neighborhood, along Arkansas Avenue, Stadium Drive, Clinton and Virginia Avenues. The resulting plan recommends four house sites for sororities and four house sites for fraternities. To support this plan, University Housing staff prepared a financial summary that appears in Appendix A.



PLAN DRIVERS

As of fall 2011, four new sorority organizations were seeking a place on campus and existing organizations were experiencing high participation. Fraternities were holding stable with some organizations seeking house sites on campus. With the immediate need to accommodate new sororities by the fall of 2012 the University wanted to compose a plan for implementation that placed new organizations first in residence halls with a quick transition (within 2 years) to a standalone house. The new sororities desire 90-bed houses in proximity to already established sororities in the Rose Hill neighborhood, and fraternities desired 50-bed houses in proximity to other fraternities on Stadium Drive.





PROCESS FOR ACHIEVING SUCCESS



The University desires to create a vibrant Greek community on campus. In order to understand the full range of potential scenarios, a focus group of approximately 80 Greek organization members was convened to answer four questions:

- What types of spaces and amenities are important to chapter success?
- Where should Greek chapter expansion occur?
- What is needed for emerging chapters to be successful?
- What questions do you have about potential expansion?

With the information gathered during this meeting, the planning team developed a range of programmatic typologies ranging from small start-up groups of 8 to 10 persons up to a large house with porch and columns for 90 persons. Fraternities favored locations close to the stadium and especially those adjacent to current fraternity groups while sororities favored locations in the Rose Hill neighborhood. Necessary amenities included a multipurpose chapter room large enough for membership meetings and balconies for banners. Identity was a key for success for emerging chapters, and the main question posed regarding expansion was the cost or “deal” the University would be willing to make.



Small Start-up organization houses on Storer Street



Medium-sized organization houses

PROGRAM OPTIONS



Large organization houses

The planning team developed four ideal Greek house models and an ideal program for a standalone community space. These programs are for reference only as each organization will have specific requirements for its facilities.

1. Small House
 - 8 to 10 residents
 - ± 2,700 SF
2. Medium House
 - 28 to 30 residents
 - ± 17,600 SF
3. Large House
 - 80 to 90 residents
 - 33,600 SF
4. Residence Hall
 - 30 to 32 residents
 - 12,000 SF
5. Community Building
 - 26,500 SF

SMALL HOUSE MODEL

| Space # | Space / Description | Quantity | ASF | Total ASF |
|------------|--------------------------------|----------|-----|--------------|
| 200 | Residential Spaces | | | 1,020 |
| 201 | Single Occupancy (shared bath) | 2 | 165 | 330 |
| 202 | Double Occupancy (shared bath) | 3 | 230 | 690 |
| 300 | Common Spaces | | | 660 |
| 301 | Living Room | 1 | 150 | 150 |
| 302 | Hall Bath | 2 | 80 | 160 |
| 303 | Office | 1 | 100 | 100 |
| 304 | Kitchen / Dining | 1 | 150 | 150 |
| 305 | Trash & Recycle | 1 | 100 | 100 |
| 400 | Support Spaces | | | 160 |
| 401 | Mechanical Closets | 1 | 80 | 80 |
| 402 | Housekeeping Closets | 1 | 80 | 80 |
| | Total ASF | | | 1,840 |
| | Program Efficiency Ratio @ 67% | | | |
| | Target GSF | | | 2,746 |
| | Target GSF/Bed | | | 343 |



It is proposed that existing small houses in the neighborhood be renovated for small or start-up chapter houses.

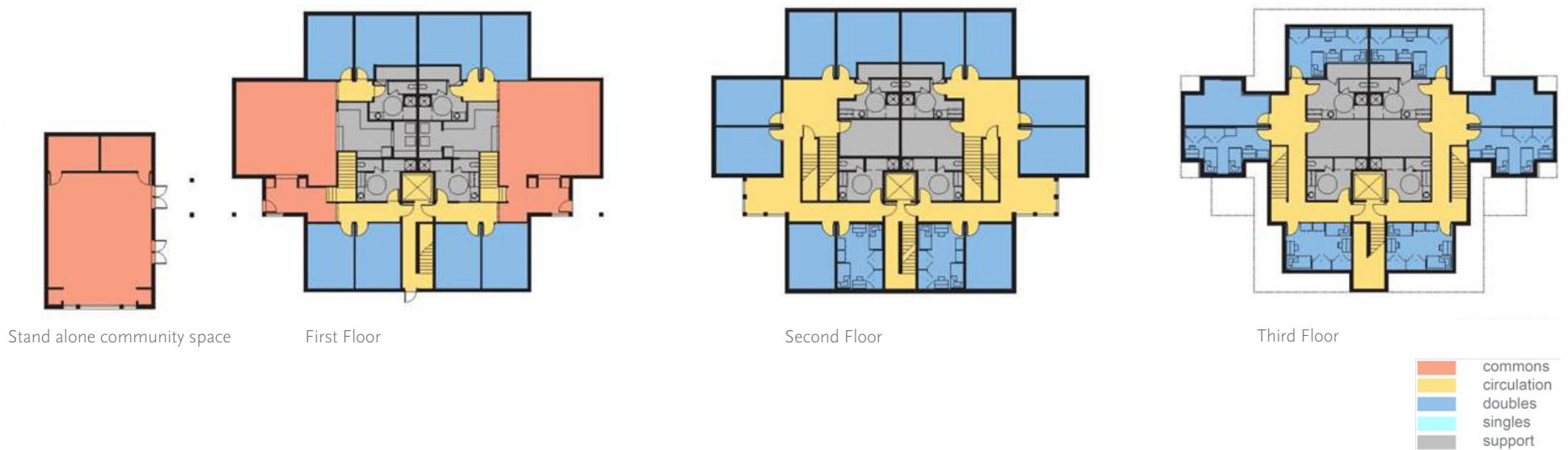


MEDIUM HOUSE MODEL

| Space # | Space / Description | Quantity | ASF | Total ASF |
|------------|--|----------|-------|---------------|
| 100 | Staff | | | 700 |
| 101 | Staff Apartment (1 bedroom) | 1 | 700 | 700 |
| 200 | Residence Space | | | 7,788 |
| 201 | Single Occupancy Room | 28 | 216 | 6,048 |
| 202 | Double Occupancy Room with shared bath 4:1 | | | |
| 203 | Double Occupancy Room (hall bath) | | | |
| 204 | Hall Bath | 6 | 250 | 1,500 |
| 205 | Personal Storage | 4 | 60 | 240 |
| 300 | Common Areas | | | 3,115 |
| 301 | Entry Lobby | 1 | 170 | 170 |
| 302 | Living Room | 1 | 725 | 725 |
| 303 | Catering Kitchen | 1 | 200 | 200 |
| 304 | Laundry | 1 | 120 | 120 |
| 305 | Office/Library | 1 | 220 | 220 |
| 306 | Public Restrooms for multipurpose room | 2 | 50 | 0 |
| 307 | Multi-Purpose Room | 1 | 2,400 | |
| 314 | Library/Meeting Room | 1 | 300 | 300 |
| 315 | Large Group Study | 2 | 250 | 500 |
| 316 | Offices and Work Room for Officers | 1 | 300 | 300 |
| 317 | Organization Storage | 1 | 200 | 200 |
| 318 | Secure File Storage - 2 Hour Rated | 1 | 100 | 100 |
| 319 | Large Projects Room | 1 | 200 | 200 |
| 320 | Mail Room and Mail Boxes/Slots | 1 | 80 | 80 |
| 400 | Support Spaces | | | 190 |
| 401 | Pantry/Housekeeping | 1 | 60 | 60 |
| 402 | Storage | 1 | 130 | 130 |
| 403 | Mechanical Closet | 1 | 150 | 0 |
| | Total ASF | | | 11,793 |
| | Program Efficiency Ratio @ 67% | | | |
| | Target GSF | | | 17,601 |
| | Target GSF/Bed | | | 352 |



Duplex House Scenario for two organizations: ± 50 beds each



LARGE HOUSE MODEL

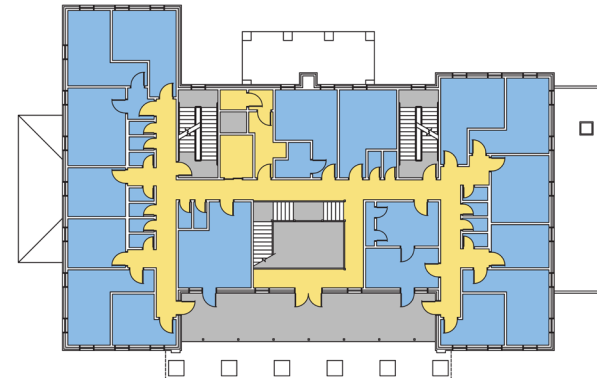
| Space # | Space / Description | Quantity | ASF | Total ASF |
|------------|--|----------|------------|---------------|
| 100 | Staff | | | 800 |
| 101 | Housing Director Apartment (1 Bedroom) | 1 | 800 | 800 |
| 200 | Residential Spaces | | | 9,180 |
| 201 | Single Occupancy Bedroom | 8 | 150 | 1,200 |
| 202 | ADA guest suite | 2 | 300 | 600 |
| 203 | Double Occupancy Bedroom | 35 | 180 | 6,300 |
| 204 | Personal Storage | 18 | 60 | 1,080 |
| 300 | Common Areas | | | 11,860 |
| 301 | Entry Foyer | 1 | 900 | 900 |
| 302 | Living Room | 1 | 1,000 | 1,000 |
| 303 | Small Group Study | 3 | 150 | 450 |
| 304 | Coat Room | 1 | 100 | 100 |
| 305 | Dining / Multipurpose / Chapter Room | 1 | 2,100 | 2,100 |
| 306 | Kitchen and Serving Line | 1 | 900 | 900 |
| 307 | Pantry | 1 | 150 | 150 |
| 308 | Food Storage | 1 | 400 | 400 |
| 309 | Public Restrooms @ main floor | 2 | 80 | 160 |
| 301 | Laundry | 3 | 100 | 300 |
| 311 | Hall Bath | 3 | 750 | 2,250 |
| 312 | Media Room | 1 | 250 | 250 |
| 313 | Fitness Room | 1 | 300 | 300 |
| 314 | Library/Meeting Room | 1 | 500 | 500 |
| 315 | Large Group Study | 2 | 400 | 800 |
| 316 | Offices and Work Room for Officers | 1 | 500 | 500 |
| 317 | Organization Storage | 1 | 300 | 300 |
| 318 | Secure File Storage - 2 Hour Rated | 1 | 100 | 100 |
| 319 | Large Projects Room | 1 | 300 | 300 |
| 320 | Mail Room and Mail Boxes/Slots | 1 | 100 | 100 |
| 400 | Support Spaces | | | 660 |
| 401 | Pantry/Housekeeping | 1 | 60 | 60 |
| 402 | Storage | 3 | 100 | 300 |
| 403 | Server Room/Tele/Cable/IT Entry | 1 | 120 | 120 |
| 404 | Communication Closet | 3 | 60 | 180 |
| | Total ASF | | | 22,500 |
| | Program Efficiency Ratio @ 67% | | | |
| | Target GSF | | | 33,582 |
| | Target GSF/Bed | | | 420 |



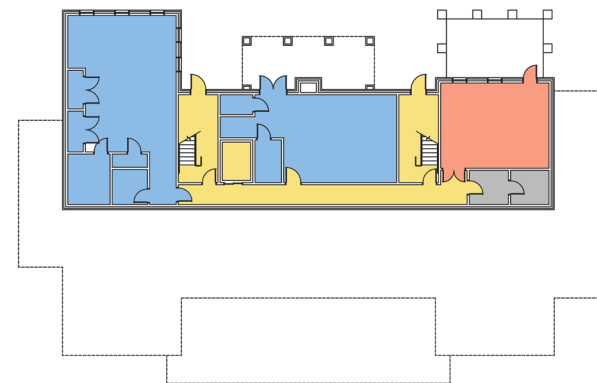
Chi Omega Sorority House



Large House - Entry Level



Large House - Second Level



Large House - Third Level

- commons
- circulation
- doubles
- singles
- support

RESIDENCE HALL FLOOR MODEL

| Space # | Space / Description | Quantity | ASF | Total ASF |
|------------|--------------------------------|----------|-----|---------------|
| 200 | Student Residences | | | 5,386 |
| 201 | 4-Person Semi-Suite (2D) | 5 | 562 | 2,810 |
| 202 | 2-Person Semi-Suite (2S) | 4 | 502 | 2,008 |
| 203 | 1-Person Suite (1S) Officer | 2 | 284 | 568 |
| 300 | Community | | | 610 |
| 301 | Small Group Study | 1 | 120 | 120 |
| 302 | Floor Lounge / Chapter Room | 1 | 350 | 350 |
| 303 | Hall Kitchen | 1 | 140 | 140 |
| 400 | Support Spaces | | | 2,020 |
| 401 | Laundry | 1 | 120 | 120 |
| 402 | Student Personal Storage | 2 | 600 | 1,200 |
| 403 | Mechanical Space | 2 | 120 | 0 |
| 404 | Trash & Recycle (Hall) | 1 | 100 | 100 |
| 405 | Housekeeping Closets | 1 | 80 | 0 |
| 405 | Telecommunications | 1 | 100 | 100 |
| 406 | Trash Recycle Collection Room | 1 | 500 | 500 |
| | Subtotal ASF | | | 8,016 |
| | Program Efficiency Ratio @ 67% | | | |
| | Target GSF | | | 11,964 |
| | Target GSF/Bed | | | 399 |



Entry Floor Plan A
Accommodates 2 small organizations



Entry Floor Plan B
Accommodates 1 medium organization



Typical Floor Plan

- commons
- circulation
- doubles
- singles
- support

COMMONS BUILDING MODEL

| Space # | Space / Description | Quantity | ASF | Total ASF |
|------------|---|----------|-------|---------------|
| 100 | Public / Common Areas | | | 3,000 |
| 101 | Vestibule | 1 | 400 | 400 |
| 102 | Lobby, Reception | 1 | 800 | 800 |
| 103 | Public Restrooms (Male) | 1 | 600 | 600 |
| 104 | Public Restrooms (Female) | 1 | 1,200 | 1,200 |
| 200 | Program Event Spaces | | | 10,300 |
| 201 | Large Multi-Purpose Room (Sub-dividable) | 1 | 5,000 | 5,000 |
| 202 | Medium sized Multi-Purpose Room | 3 | 1,200 | 3,600 |
| 203 | Green Room Suite with Bathroom | 1 | 200 | 200 |
| 204 | Furniture Storage Room | 1 | 900 | 900 |
| 205 | Technical Equipment Room | 1 | 600 | 600 |
| 300 | Administrative Office Area | | | 400 |
| 301 | Office | 2 | 140 | 280 |
| 302 | Administrative Storage | 1 | 120 | 120 |
| 400 | Food Service | | | 1,200 |
| 401 | Catering Kitchen | 1 | 800 | 800 |
| 402 | Catering Pantry | 1 | 400 | 400 |
| 500 | Support Spaces | | | 2,870 |
| 501 | Mechanical Space | 1 | 120 | 120 |
| 502 | Custodial Services | 1 | 120 | 120 |
| 503 | Housekeeping Closets | 1 | 80 | 80 |
| 504 | Telecommunications | 1 | 120 | 120 |
| 505 | Portable Stage Storage | 1 | 300 | 300 |
| 506 | Loading Dock / Service Corridor | 1 | 1,500 | 1,500 |
| 507 | Table and Chair Storage | 1 | 750 | 750 |
| | Total ASF | | | 17,770 |
| | Internal Net to Gross Factor (67%) | | | 26,522 |

SITE PLANNING - SORORITY



SORORITY EXPANSION

At the beginning of the process, the Planning Team was asked to develop a marketing package to be used by the University in discussions with four national sorority organizations seeking places on campus. The package imagined a comprehensive Greek community within the Rose Hill neighborhood. This proposal seemed reasonable in that eight sororities already resided in the area but expansion depended on the removal of the surface parking lots. It was anticipated that the parking spaces lost would be accommodated in the proposed parking deck at Whitham Avenue and Douglas Street as well as by utilizing the excess capacity in the Garland Avenue Parking Garage.

The logic behind this proposal anticipated that removal of the surface parking would allow locations for various sized chapter houses and, over time, would have allowed for the creation of a civic open space to be shared by all chapters and property residents. Existing residential structures remaining along Storrs Street would be renovated for smaller or start-up chapter use.

This concept, however, was not viable in the long run as sororities could not afford the parking impact fee that would have been levied against the construction of their new facilities. As of publication of this report, a significant impact fee is charged for each parking space removed and the replacement value equals the cost of a space in a parking structure.

Currently there are three potential scenarios for sorority expansion. These include sites on Maple Street and Arkansas Avenue and four sites on the corner of Virginia Avenue and Clinton Avenue.



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SORORITY ROW PREFERRED SCENARIO

The University considered the options and sites that best meet the immediate need to expand sorority housing. Sites in the Rose Hill neighborhood along Maple Street and Arkansas Avenue and along Virginia Avenue were evaluated because of the presence of other Greek organizations. Generally, sites with existing parking lots were eliminated from consideration.

Up to four sites are needed to meet immediate demand; this study presents three options: a preferred scenario and two options. It is anticipated that each of the sites identified on Maple Street and Arkansas Avenue will contain a three story, 90-bed house and up to 20 parking spaces. Parking for the potential house sites on Virginia Avenue would utilize adjacent surface parking lots.

The sites include:

SITE 1

The site is currently owned by the United Methodist Church.

SITE 2

Currently occupied by the Study Away program in a two-story, stone clad building with associated parking lot.

SITE 3

The western portion of the site is not currently owned by the University and contains a two-story stone clad structure. The existing building is not on the historic register and is in poor condition. The parking lot on the eastern portion of the site is owned by the University.

SITE 4

The site is currently occupied by the Arkansas Avenue Annex, the temporary offices of Housing Services. The site becomes available when Housing's new offices are completed on Douglas Street.

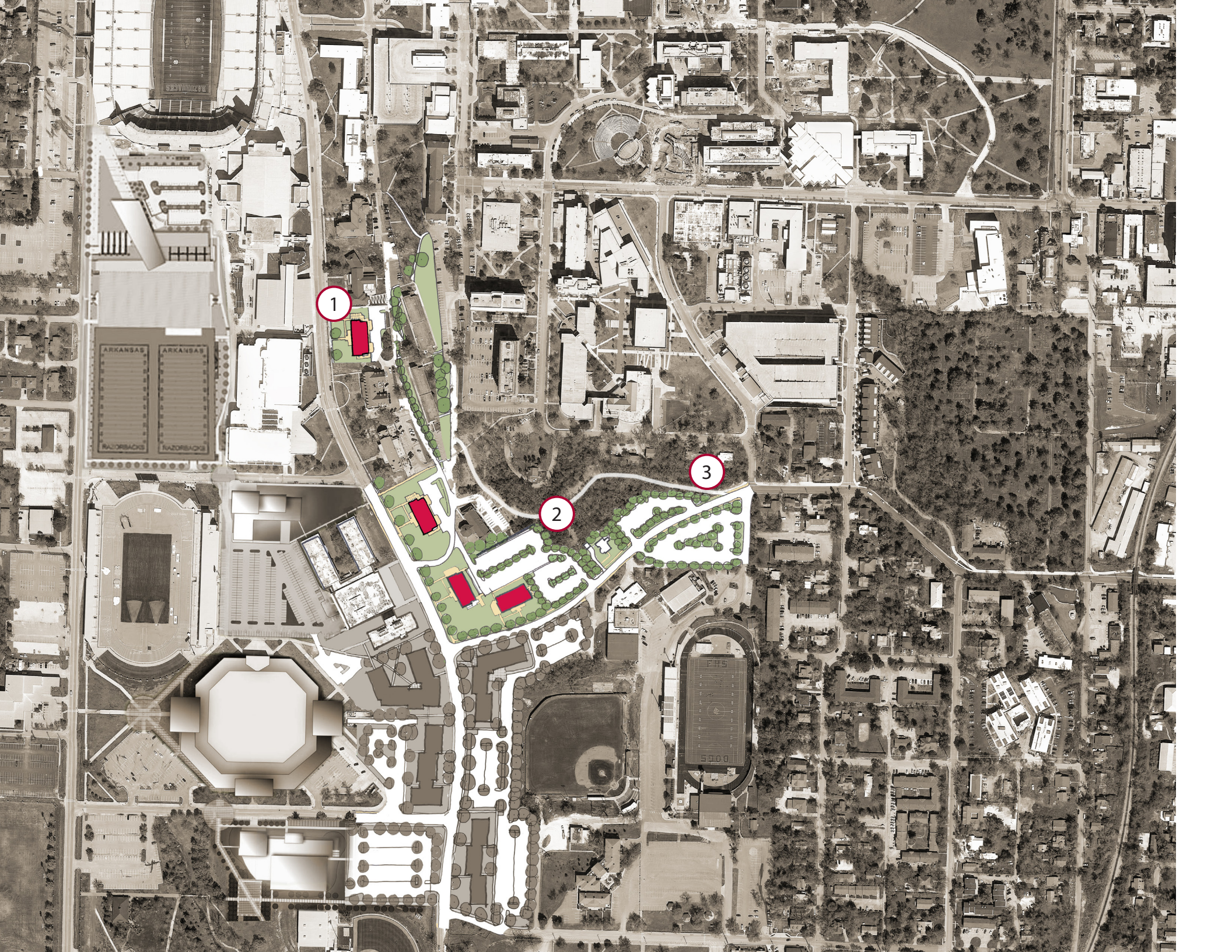
SITE 5

The site is currently occupied by the Phoenix House which could be renovated to accommodate a sorority.

ROSE HILL AND ARKANSAS

AVENUE SORORITY PROGRAM

| | | |
|---|--------|---------|
| ① | Site 1 | Phase 1 |
| ② | Site 2 | Phase 1 |
| ③ | Site 3 | Phase 2 |
| ④ | Site 4 | Phase 3 |
| ⑤ | Site 5 | Phase 3 |



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SITE PLANNING - FRATERNITY ROW SCENARIO



FRATERNITY EXPANSION

The five fraternities located on the east side Stadium Drive across from Health, Physical Education and Recreation and Pomfret Hall are the largest gathering of fraternity chapters at the University. Their adjacency to Pomfret Dining is a major advantage to their location, plus relative proximity to the academic core of campus. Additional fraternity house locations are available including two vacant lots: one between Phi Delta Theta and Lambda Chi Alpha and one adjacent to Sigma Alpha Epsilon. The University and City of Fayetteville plan to realign Virginia Avenue and Stadium Drive. Leroy Pond Road would be extended to the east to form a new intersection with Virginia Avenue. Additional sites for two new fraternities have been identified on the corner of Virginia Avenue and Clinton Avenue providing a total of four new house sites in the Pomfret area.

The existing fraternity row has three existing sites available for new houses. Those sites represent the best opportunity for expansion and infill. With continued development of the regional trail along the east side of the fraternity row, the residents will have excellent bike and walking connections to campus and the wider community. Additional parking capacity of approximately 88 spaces is possible on the south of Garland House.

POMFRET SITE

FRATERNITY PROGRAM

- ① Potential New Fraternity House sites
- ② Potential to Expand Parking along Clinton Avenue for a total of ± 162 spaces
- ③ Potential Garland House Parking - ± 153 spaces

APPENDIX 1 - FINANCIAL MODEL

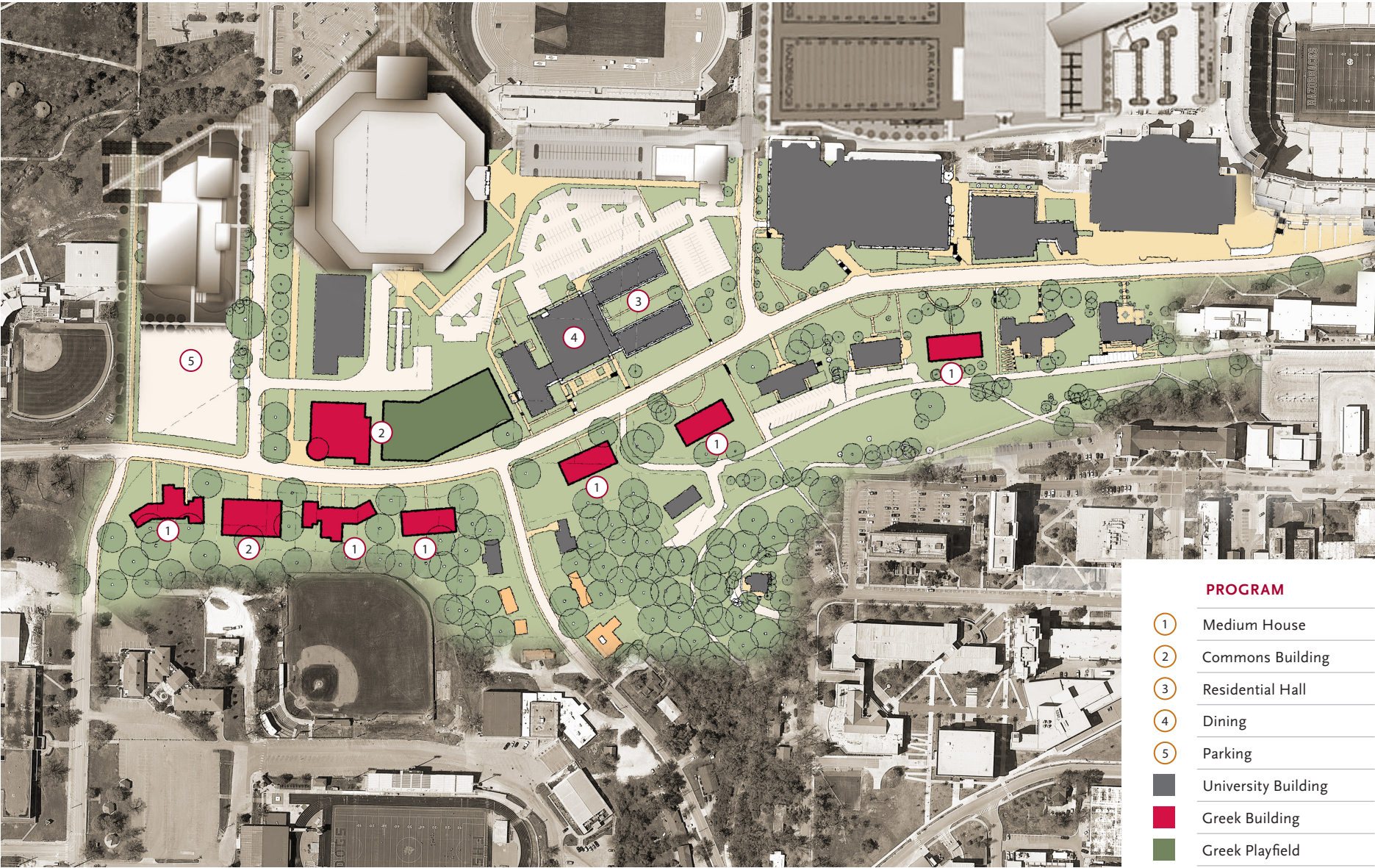
University Housing has participated in an approach to increase the number of Greek Chapter houses on campus, while providing enhanced financial security to existing chapters that choose to participate. This approach is commonly referred to as the Managed Greek Lease program. Under this program, the chapter enters into a long-term lease arrangement with the University for occupancy of a University-owned building situated on University land. As the owner, the University may borrow – in the form of bonding – for the cost of all necessary construction or, renovation. The chapter then pays an annual rent. The material elements of the lease create an environment beneficial to both parties, establishing standards of asset protection, operations, program, behavior, and affordability. Since planning for each chapter is unique, separate financial pro forma are developed for each. But, in general assumptive parameters are similar to those followed by University Housing.

APPENDIX 2 - SITE STUDIES

There are a number of initiatives underway in the area adjacent to the Bud Walton Arena and Pomfret Hall. First, the University and City of Fayetteville have agreed to the realignment of Stadium Drive and Virginia Avenue. This project should be completed by 2015. As part of this event, the elliptical section of Clinton Drive that intersects with West Leroy Pond Drive will be eliminated. Second, University athletics is planning to construct a new basketball practice facility with a regional heating and cooling plant on the south side of West Leroy Pond Drive, and the service and loading areas at the Bud Walton Arena may be realigned to better accommodate tractor trailer access. Third, there are a number of parcels the University is planning to acquire in this area that would allow the University to expand housing and parking.

The Planning Team explored the idea of extending the existing fraternity row to the corner of the realigned Virginia Avenue and existing West Stone Street. It was imagined that up to eleven fraternal groups of 50 students each could be accommodated in this area. A Greek life community building was envisioned on the corner of Virginia Avenue and West Leroy Pond Drive sharing a large event space with Pomfret Hall.

FRATERNITY ROW ALTERNATE SCENARIO





SORORITY ROW ALTERNATE SCENARIO A

Alternate Scenario A includes sites that may be considered for development if those in the preferred scenario are not realized.

SITE 1

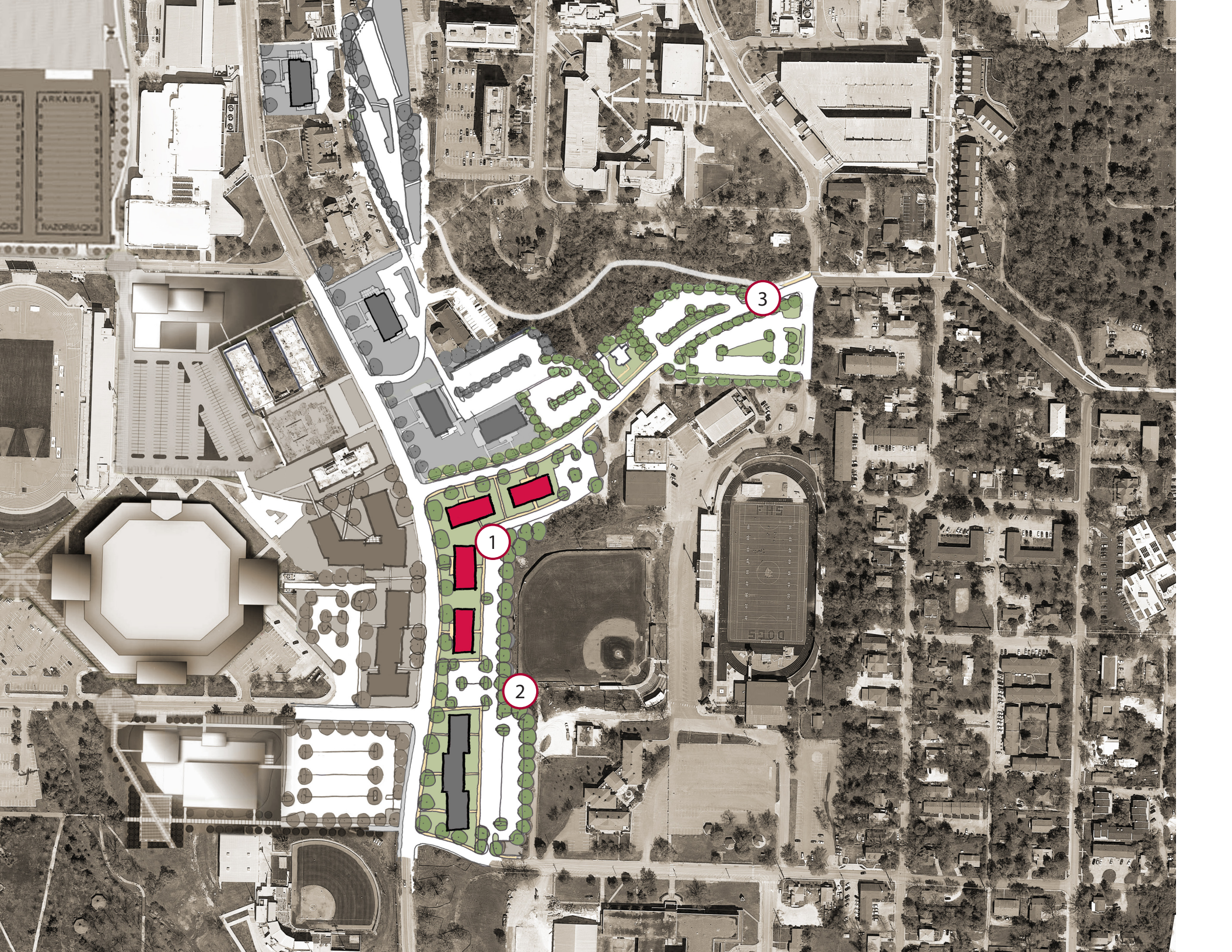
The site currently is occupied by the childcare facility and approximately 56 parking spaces. With the completion of the new childcare facility on Douglas Street and vacation of the existing facility, the site would become available for redevelopment. If the sites in Scenario A were not available, it might be advantageous for the University to provide to side-by-side parcels for potential sorority house construction.

SITE 2

The site on the corner of Reagan Street and Arkansas Avenue, is not currently owned by the University. Purchase of this property and that of the parcel directly behind it would be necessary for construction of a house with adjacent parking.

**ROSE HILL AND ARKANSAS
AVENUE SORORITY PROGRAM**

| | | |
|---|--------|---------|
| ① | Site 1 | Phase 1 |
| ② | Site 2 | Phase 1 |



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SORORITY ROW ALTERNATE SCENARIO B

Alternate Scenario B sites along Virginia Avenue were considered as a viable alternative if the sites on Maple Street and Arkansas Avenue did not immediately become available. Although some parcels on Virginia Avenue are not currently owned by the University, the likelihood that they could be purchased and redeveloped quickly was highly likely. Alternate Scenario B envisions four three story, 90-bed houses. Parking for these houses would be provided in adjacent surface lots constructed along Virginia Avenue and at the east end of Clinton Avenue.

POMFRET SITE

SORORITY PROGRAM

- ① Potential Sorority Houses
- ② New Parking - ± 210 spaces
- ③ Clinton Avenue Parking - ± 153 spaces

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