

UNIVERSITY OF NEW ORLEANS MASTER PLAN

APPENDIX C : CAMPUS LIFE AMENITIES ASSESSMENT
BRAILSFORD & DUNLAVEY

THE UNIVERSITY *of*
NEW ORLEANS

Campus Life Amenities Assessment

EXISTING CONDITIONS

November 11, 2020



Campus Life Assessment

OVERVIEW

- 1** UNO's campus includes all campus life amenities to execute a range of strategies.
- 2** Campus life amenities can provide a greater impact with connectivity and integrated strategies.
- 3** Surrounding residential typology and area amenities reinforce a transactional campus experience.

Institutional Assessment

CAMPUS LIFE CONTEXT



89%
of students from
Louisiana
92% Undergrad
74% Graduate



80%
of students from
parishes within
50-mile radius



**Campus Life
Facilities**
University Center
Rec & Fitness
Center
4 Dining Venues
3 Residence Halls



12%
of undergraduate
students live in
on-campus
housing



**NCAA Division I
Southland
Conference
Athletics**
12 Varsity Teams

Residential

EXISTING CONDITIONS ASSESSMENT

Existing Conditions

Existing capacity can capture 24% of students.¹

12% of undergraduate students live in on-campus housing²

Challenge / Opportunity

University of Louisiana System policy requires all unmarried, full-time undergrads to live in on-campus housing.
UNO exemption policies excuse up to 82% of students.

Targeted New Reality

Strong residential life can play a role in student success.
If UNO envisions a vibrant student life, it must drive additional on-campus housing demand.

Notes: 1 - Housing portfolio consists of 1,676 apartment style beds. 2 – Fall 2020 data likely skewed due to pandemic

Dining

EXISTING CONDITIONS ASSESSMENT

Existing Conditions

5 – 10 minutes

Average walk from campus facilities.

Challenge / Opportunity

Residential halls walk furthest to AYCTE facility. Only residence hall students are required to purchase a meal plan.

All students have the option to purchase a meal plan; however, **most students do not.**

Targeted New Reality

Dining can reinforce campus vibrancy and environment. UNO can adapt dining program to suit needs and demand from residential and non-residential students.

Recreation Center & Student Union

EXISTING CONDITIONS ASSESSMENT

Existing Conditions

Size of facilities on par with industry standard and peers.

UNO

Rec: 13 SF / Student

Student Center: 16 SF / Student

Peer Average

Rec: 14 SF / Student

Student Center: 16 SF / Student

Challenge / Opportunity

Recreation and student union facilities **serve all students and can be catalysts for campus vibrancy** in both residential and non-residential campus environments.

Targeted New Reality

Recreation and student union facilities **serve all students and can be catalysts for campus vibrancy in both residential and non-residential campus environments.**

UNO must understand existing behavior to determine areas of opportunity.

Athletics

EXISTING CONDITIONS ASSESSMENT

Existing Conditions

Lakefront arena is slightly above capacity for UNO and compared to Southland Conference peers.

Facilities are dated but comparable to peers.

Challenge / Opportunity

Championship competition may require facilities larger than UNO's.

Targeted New Reality

Athletics and athletic facilities have an opportunity to serve as a major anchor to campus life.

Off-Campus Dynamic

CAMPUS CONTEXT

Residential | *No initial market rate development potential*

Majority single, detached units. Most are owner occupied.

Multi-family average rental rate per SF: \$1.09

New development requires ~\$2.03 / SF

Limited market capture opportunity.

Average vacancy rate: 9%

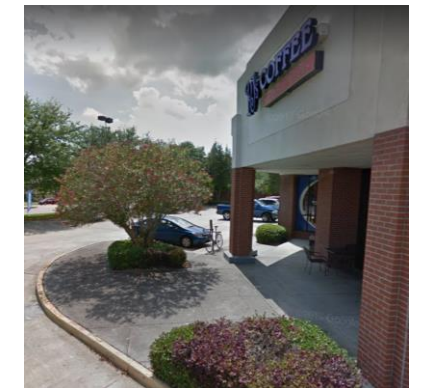
No deliveries in last 10+ years

Commercial Retail | *No initial market rate development potential*

Average market rent per SF: \$17.06

Strong occupancy at 96%

Minimal inventory available; however, absorption rates suggest limited demand for additional product.



Source: CoStar 2020

Survey Approach

NEXT STEPS

1

IDENTIFY CAMPUS LIFE TARGET MARKET

- Identify who current embraces campus life
- Who demands campus life, what will it take to capture them?

2

ROLE OF CAMPUS LIFE

- How does campus life influence recruitment?
- Are students satisfied with campus life?
- Is there latent demand for more campus life assets or programs?