Georgia Gwinnett College

Gateway Center Study and Master Plan Update

November 2020

EXECUTIVE SUMMARY

SASAKI

GATEWAY CENTER STUDY AND MASTER PLAN UPDATE

Introduction

Sasaki was retained by Georgia Gwinnett College in early 2020 to consider the potential of a large capital project and its impact on the overall campus environment, particularly as it relates to campus mobility and parking.

The capital project, which is referred to in this report as the Gateway Center, is envisioned as a multi-use student-centered facility. Specific components relate to student services; student health, wellness, and recreation; and, flexible use rooms to support both formal and informal learning and collaboration. The venue is also expected to host large-scale campus events, including but not limited to all-inclusive camus faculty and staff meetings, commencement ceremonies, large student gatherings, large future student orientations, and, potentially, future athletic competitions.

Aerial view of the Georgia Gwinnett College campus

Planning Process

As part of the planning process, Sasaki met with representatives from both Georgia Gwinnett Facilities and the Georgia Board of Regents Real Estate and Facilities to review the overall project, timeline, scope, and deliverables.

Sasaki then visited the campus in late February 2020 to tour the campus and to conduct a series of stakeholder interviews. These stakeholder interviews included the following groups of individuals:

- President's Cabinet
- Facilities and Operations
- Student Life
- Enrollment Management
- Academic Leadership

Stakeholder Input

As a result of the stakeholder interview process, a consensus idea emerged for the Gateway Center that it be primarily focused on student engagement, health, and well-being. Specifically, the campus lacks a large space for campus gathering as well as limited recreational facilities to support the increases in enrollment. The existing Wellness and Recreation Center (Building F), in particular, was noted for having several challenges, including limited space, deferred maintenance, and a remote location. Generally, classrooms across campus are well-used; while there is no need for additional dedicated classrooms, consideration should be given to flexible, multi-purpose spaces that can be used for both academic and non-academic uses. These spaces could therefore serve as a release valve for scheduling during times of peak classroom activity.

The location of the facility was discussed at length. Visibility of the facility, as well as programmatic adjacencies, should drive the decision of where to locate the facility. Ideally, the location of the facility should help to resolve "front door" and "image" concerns for the campus. Related to the location of the facility, but also more broadly, pedestrian mobility is a major concern. If possible, the Gateway Center project should seek to resolve issues of connectivity and mobility through its location and related site work. Finally, consideration should be given to maintaining adequate campus parking both during and after the construction period.

While ideally all needs would be met in a single facility, campus leadership acknowledged that funding limitations may require a phased implementation approach to accommodate the full range of programmatic need. The existing Campus Master Plan designates an Student Activity Center, which may be an appropriate location for student-related uses that cannot be met in the Gateway Center.

Existing Facilites Deficiencies

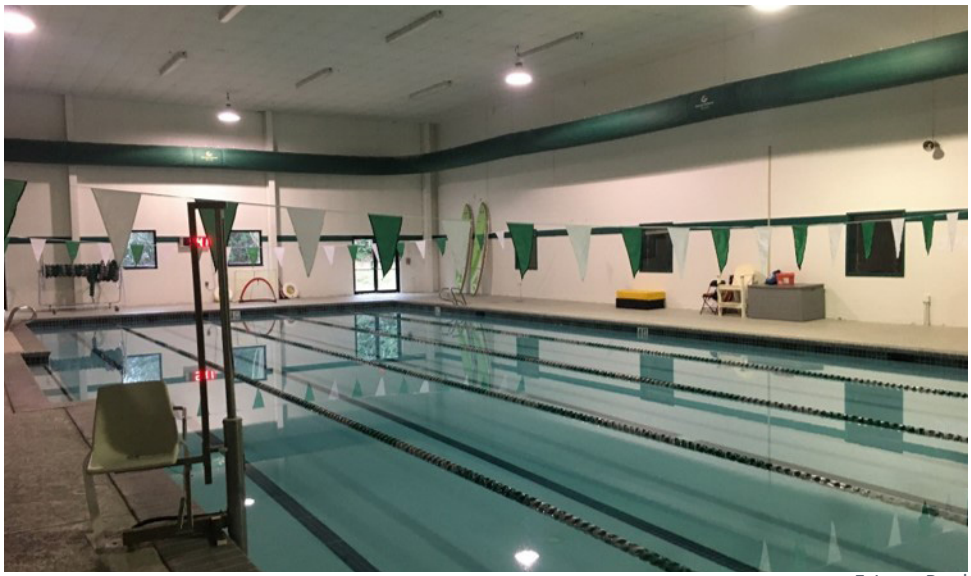
The Wellness and Recreation Center (Building F) is comprised of 36,800 gross square feet (GSF) in a pre-engineered metal building.

It was constructed as a private fitness club in 1993 with three racquetball courts, a five-lane swimming pool, offices, locker rooms, studio/ fitness space (approximately 9,400 sf), a basketball court, and a jogging track. In terms of the overall size of the facility, the National Intramural and Recreational Sports Association (NIRSA) Design Guidelines, the amount of indoor space offered by Building F would minimally satisfy a campus of less than 2,000 students. Moreover, the building lacks daylight and social space. The swimming pool has several maintenance issues, including subsurface leaks that are only seen experienced by loss of water.

Applying NIRSA guidelines to the Georgia Gwinnett student population of roughly 12,000 students would yield a facility of approximately 150,000 GSF. Specifically, these space needs relate to the following elements:

- Basketball courts
- Strength and fitness space for stretching, weight training, and cardio
- Multi-purpose studios of various sizes
- Outdoor resources space for planning trips and storing/repairing equipment
- Climbing and bouldering wall
- Jogging/walking course
- Wellness space for counseling, meditation, and treatment
- Social space for meeting peers and studying
- Gaming space for E-Sports

Building F Exterior



5-Lane Pool

Students in class using the single gymnasium

Building Program

As noted earlier in the report, the amount of need exceeds a likely budget for the Georgia Gwinnett Gateway Center. The Sasaki team worked with the College and representatives from the Board of Regents to scale the facility program to within a reasonable budget of $34 million, assuming a cost of $400/GSF.

The resulting final program of the Gateway Center is comprised of three primary program elements totaling approximately 85,000 gross square feet (GSF): an Event Center, a Recreation and Wellness Center, and Multipurpose Space. The Event Center is the largest of these program elements with approximately 53,000 GSF of space. It contains an arena with one main basketball court (two cross courts) and seating for 3,000 spectators. The program also contains concessions and kitchen space, a box office ticket area, and a modest press box area. The concourse surrounding the arena will serve both as circulation space as well as flexible congregation and exhibit space. The Recreation and Wellness Center component is planned to contain 24,000 GSF with strength and fitness amenities, including weight training and cardio equipment, locker rooms, and small and mid-sized multi-purpose studios to support group fitness. A small Wellness Suite will offer program and office space to support health and nutrition counseling. Finally, the Multipurpose component will offer 8,000 GSF of flexible multi-purpose rooms to serve both academic and student-related functions. In total, the program contains three single function rooms with operable partitions to allow for use as one large function space, as well as several small and medium group spaces.

The specific program is provided in the table below:

Event Center

						Notes
1. ARENA						
Space Type	*Room Description*		*Units*	*SF*	*Total SF*	
Event Floor	a.	Main Court (Two Cross Courts)	1	15,000	15,000	
Seating	a.	Retractable armchair/bench seating	3,000	0.75	2,250	retractable seating in stacked position
	b.	Accessible Stations with Companion	30	25	450	assume 60% at concourse level (remainder at floor)
Total NSF Arena			**3,030 cap.**		**17,700**	
2. FOOD and RETAIL						
Space Type	*Room Description*		*Units*	*SF*	*Total SF*	
Concessions	a.	Primary Concession Stands	1	400	400	
	b.	Secondary Concessions	1	100	100	
Kitchen	a.	Kitchen (warming/catering)	1	800	800	
	b.	Walk-in Cooler, Beverage Storage/Distribution	1	200	200	
	c.	Support Storage and Office	1	300	300	
Retail Sales	a.	Novelty Store	0	600	0	
	b.	Retail Office and Storage	0	200	0	
Total NSF: Food and Retail Facilities					**1,800**	
3. GENERAL CIRCULATION						
Space Type	*Room Description*		*Units*	*SF*	*Total SF*	
Public Lobbies	a.	Main Entrance Lobby	1	1,800	1,800	
	b.	Secondary Entry Lobby	1	400	400	
Concourse	a.	Main Public Concourse (based on sf x seat cap.)	3,030	3	9,090	used as gallery display space also
	b.	Service corridor (Lower concourse)	3,000	1	3,000	
Public Facilities	a.	Public Restrooms (1 unit=male+female)	4	700	2,800	
	b.	Wellness Rooms	2	100	200	
Total NSF: General Circulation					**17,290**	
4. EVENT SUPPORT						
Space Type	*Room Description*		*Units*	*SF*	*Total SF*	
Ticketing	a.	Box Office Ticket Area	1	200	200	
	b.	Ticket Manager's Office	0	100	0	
	c	Work Area	0	100	0	
	e.	Lockable Storage	1	100	100	
Total NSF: Event Support					**300**	
5. MEDIA						
Space Type	*Room Description*		*Units*	*SF*	*Total SF*	
Press Box Area	a.	Press Area	1	120	120	
	b.	TV Broadcaster Booths	2	80	160	
	c.	Radio Broadcaster Booths	2	80	160	
	d.	Workroom	1	80	80	
	Subtotal: Press Box				**520**	
Event Level	a.	Sound/Light/PA/Scoreboard Control	1	200	200	
	d.	Storage and Workroom	0	180	0	
	Subtotal: Media Facilities - Event Level				**200**	
Total NSF: Media Facilities					**720**	
6. BUILDING SERVICE AND OPERATIONS						
Space Type	*Room Description*		*Units*	*SF*	*Total SF*	
Building Storage	a.	Misc. User Group Storage	1	500	500	
	b.	Event Storage	1	2000	2,000	
	c.	Surplus Materials Storage	1	500	500	
	Subtotal: Storage				**3,000**	
Security and First Aid	a.	Fire Command / Security Office	1	120	120	
	b.	Lockable Storage	0	80	0	
	c.	First Aid	1	120	120	
	Subtotal: Security				**240**	
Building Operations	a.	Maintenance Shop/ Office	0	300	0	
	b.	Office	0	100	0	
	c.	Loading Dock/Receiving	1	600	600	
	d.	Trash & Recycling	1	400	400	
	Subtotal: Building Operations				**1,000**	
Custodial	a.	Central Custodial Supply Storage	1	200	200	
	b.	Distributed Closets	4	60	240	
	c.	Employee Changing/Showers	0	200	0	
	d.	Office and Break Room	0	200	0	
	Subtotal: Custodial				**440**	
Total NSF: Building Services & Operations					**4,680**	
SUMMARY						
Space Type	*Room Description*		*Units*	*SF*	*Total SF*	
1. ARENA					**17,700**	
2. FOOD and RETAIL					**1,800**	
3. GENERAL CIRCULATION					**17,290**	
4. EVENT SUPPORT					**300**	
5. MEDIA					**720**	
6. BUILDING SERVICE AND OPERATIONS					**4,680**	
Building Net Square Footage Total					**42,490**	
25% **Net-to-Gross Multiplier**					**10,623**	
Building Gross Area					**53,113**	
					53,000	

Recreation and Wellness

						Notes
1. STRENGTH and FITNESS						
Space Type	*Room Description*		*Units*	*SF*	*Total SF*	
Strength & Fitness	**a.**	Weight Training	6	300	1,800	Approx. NIRSA Guidelines based on 14,000 students
	b.	Cardio/Fitness	6	1600	9,600	Approx. NIRSA Guidelines based on 14,000 students
	c.	Stretching / Movement	6	80	480	
	d.	Jogging / Walking Course	0	4000	0	
	e.	Storage	1	200	200	
Multi-purpose Studios	**a.**	Small	2	600	1,200	
	b.	Mid-sized	1	1,200	1,200	
	c.	Large	0	2,000	0	
	d.	Storage	3	200	600	
Total NSF	**1. STRENGTH and FITNESS**				**15,080**	
2. ACTIVITY						
Space Type	*Room Description*		*Units*	*SF*	*Total SF*	
Courts	**a.**	Basketball Courts	0	7000	0	included in Arena
	b.	Storage	0	200	0	included in Arena
	c.	Multi-Purpose Activity Court (MAC)	0	5000	0	
	d.	Storage	0	200	0	
Climbing Wall	**a.**	Wall and Bouldering area	0	2000	0	
	b.	Storage	0	100	0	
Gaming	**a.**	E-Sport Studio	0	1000	0	
	b.	Table Games	0	2000	0	
	c.	Storage	0	100	0	
Total NSF	**2. ACTIVITY**				**0**	
3. OUTDOOR ADVENTURE RESOURCES						
Space Type	*Room Description*		*Units*	*SF*	*Total SF*	
Coordination	**a.**	Reception	0	300	0	
	b.	Meeting Area	0	500	0	
Equipment	**a.**	Repairs	0	500	0	
	b.	Storage	0	1200	0	
Total NSF	**3. OUTDOOR ADVENTURE RESOURCES**				**0**	
4. INTRAMURAL and SPORT CLUB SUPPORT						
Space Type	*Room Description*		*Units*	*SF*	*Total SF*	
Coordination	**a.**	Offices	0	100	0	
	b.	Meeting Area	0	200	0	
	c.	Lounge	0	400	0	
Equipment	**a.**	Storage	0	800	0	
Total NSF	**4. INTRAMURAL and SPORT CLUB SUPPORT**				**0**	
5. WELLNESS						
Space Type	*Room Description*		*Units*	*SF*	*Total SF*	
Wellness Suite	**a.**	Reception/Lounge	1	150	150	
	b.	Treatment Room	1	200	200	
	d.	Meditation Room	0	600	0	
	e.	Meeting Room	1	300	300	
	f.	Office	2	100	200	
	g.	Storage Room	1	100	100	
Total NSF	**5. WELLNESS**				**950**	
5. ADMINISTRATIVE						
Space Type	*Room Description*		*Units*	*SF*	*Total SF*	
Administrative Suite	**a.**	Reception	0	300	0	
	b.	Offices	0	100	0	
	c.	Meeting/Conference Room	0	300	0	
	d.	Workroom with Storage	0	300	0	
Total NSF	**5. ADMINISTRATIVE**				**0**	
6. LOCKER ROOMS						
Space Type	*Room Description*		*Units*	*SF*	*Total SF*	
Locker Rooms	**a.**	General Use Students	2	800	1,600	
	b.	General Use Faculty Staff	0	400	0	
	c.	Individual Use	2	200	400	
	d.	Open Area Lockers	1	800	800	
Total NSF	**6. LOCKER ROOMS**				**2,800**	
7. BUILDING SERVICE AND OPERATIONS						
Space Type	*Room Description*		*Units*	*SF*	*Total SF*	
Total NSF	**7. BUILDING SERVICE AND OPERATIONS**				**0**	Program covered in Event Center
SUMMARY						
Space Type	*Room Description*		*Units*	*SF*	*Total SF*	
1. STRENGTH and FITNESS					**15,080**	
2. ACTIVITY					**0**	
3. OUTDOOR ADVENTURE RESOURCES					**0**	
4. INTRAMURAL and SPORT CLUB SUPPORT					**0**	
5. WELLNESS					**950**	
6. LOCKER ROOMS					**2,800**	
7. BUILDING SERVICE AND OPERATIONS					**0**	
Building Net Square Footage Total					**18,830**	
30% **Net-to-Gross Multiplier**					**5,649**	
Building Gross Area					**24,479**	
					24,000	

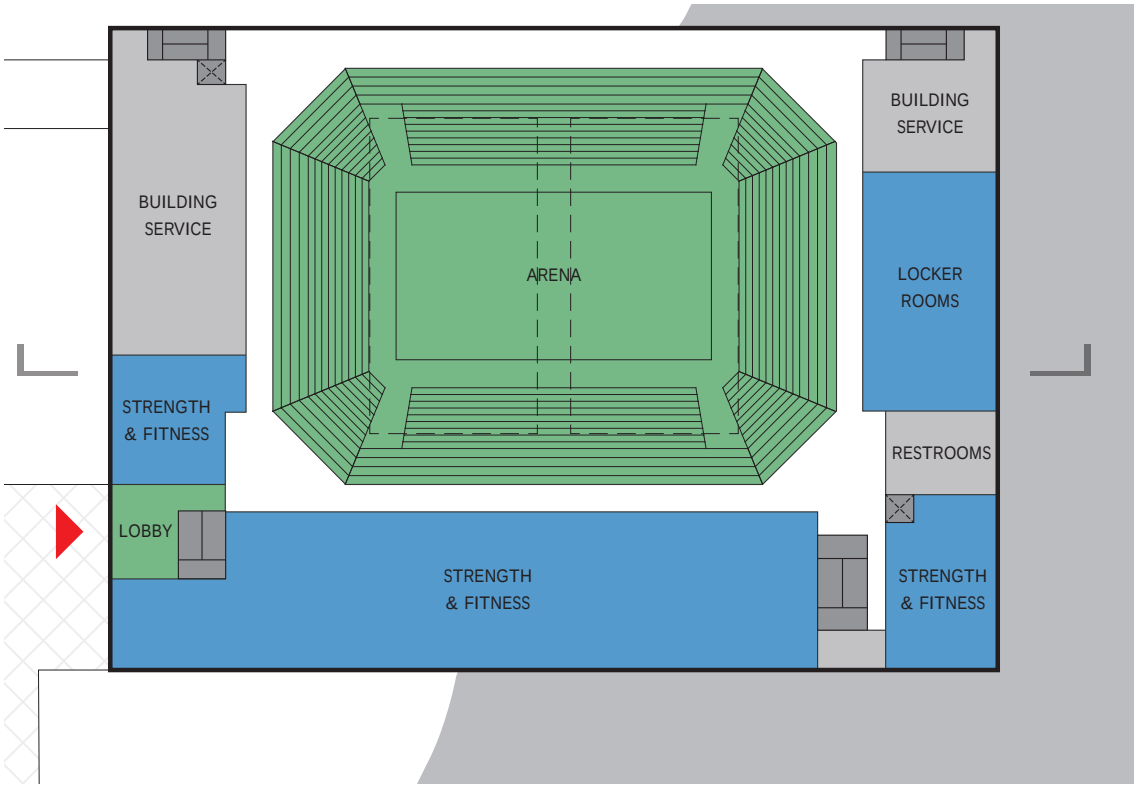
Multi-purpose and Social

						Notes
1. SOCIAL						
Space Type	*Room Description*		*Units*	*SF*	*Total SF*	
Lounge	**a.**	Soft Seating Area	0	2000	0	
	b.	Video Gaming and TV	1	1200	1,200	
Total NSF	**1. SOCIAL**				**1,200**	
2. FUNCTION / MULTI-PURPOSE						
Space Type	*Room Description*		*Units*	*SF*	*Total SF*	
Function Room	**a.**	Function Rooms	3	1000	3,000	combines into single space with operable partitior
	b.	Storage	1	500	500	
Classroom	**a.**	Unassigned Classroom	0	800	0	
	b.	Computer Lab	0	800	0	
	c.	Storage	0	100	0	
Auditorium	**a.**	Sloped Fixed Seating (300 cap)	0	2500	0	used for lectures, presentations, movies
	b.	stage area	0	600	0	
	c.	Storage	0	200	0	
Reservable Meeting Space	**a.**	Small Group Spaces	6	100	600	
	b.	Med. Group Spaces	4	300	1,200	
Total NSF	**2. FUNCTION / MULTI-PURPOSE**				**5,300**	
3. FOOD and RETAIL						
Space Type	*Room Description*		*Units*	*SF*	*Total SF*	
Grab and Go Food and Sundries	**a.**	Display and Servery	0	800	0	
	b.	Misc. Retail	0	600	0	
	c.	Office	0	80	0	
	d.	Storage	0	120	0	
Total NSF	**3. FOOD and RETAIL**				**0**	
4. CLUBS and STUDENT SUPPORT GROUPS						
Space Type	*Room Description*		*Units*	*SF*	*Total SF*	
Interest Group Suites	**a.**	Small Group Suites	0	200	0	
	b.	Large Group Suites	0	600	0	
	c.	Common Lounge	0	1000	0	
	d.	Workroom	0	400	0	
Academic Support	**a.**	Small Group Pods	0	150	0	
	b.	Meeting Room	0	600	0	
	c.	Office	0	100	0	
	d.	Storage	0	100	0	
Total NSF	**4. CLUBS and STUDENT SUPPORT GROUPS**				**0**	
5. BUILDING SERVICE AND OPERATIONS						
Space Type	*Room Description*		*Units*	*SF*	*Total SF*	
Total NSF	**5. BUILDING SERVICE AND OPERATIONS**				**0**	Program covered in Event Center
SUMMARY						
Space Type	*Room Description*		*Units*	*SF*	*Total SF*	
1. SOCIAL					**1,200**	
2. FUNCTION / MULTI-PURPOSE					**5,300**	
3. FOOD and RETAIL					**0**	
4. CLUBS and STUDENT SUPPORT GROUPS					**0**	
5. BUILDING SERVICE AND OPERATIONS					**0**	
Building Net Square Footage Total					**6,500**	
30% **Net-to-Gross Multiplier**					**1,950**	
Building Gross Area					**8,450**	
					8,000	

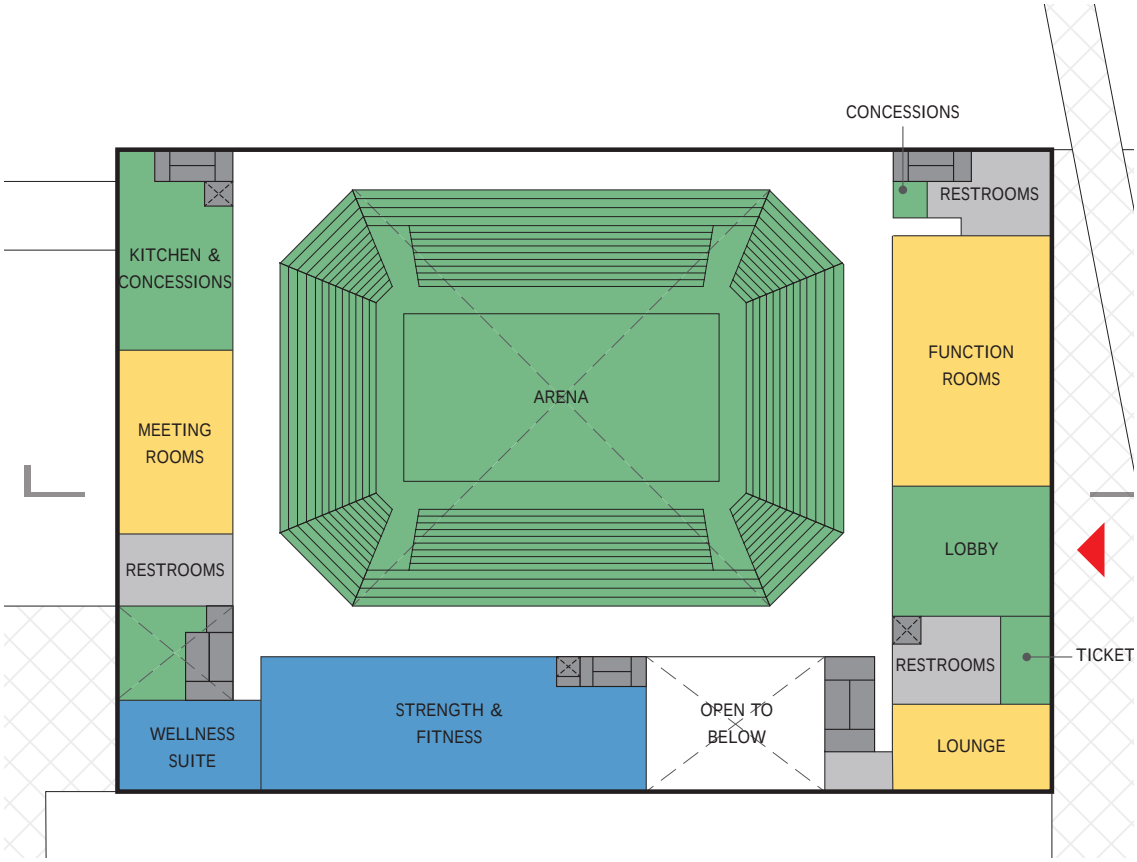
Total Building Program

Event Center:	53,000 GSF
Recreation and Wellness:	24,000 GSF
Multi-purpose and Social:	8,000 GSF
Grand Total:	**85,000 GSF**

Level 1



Level 2



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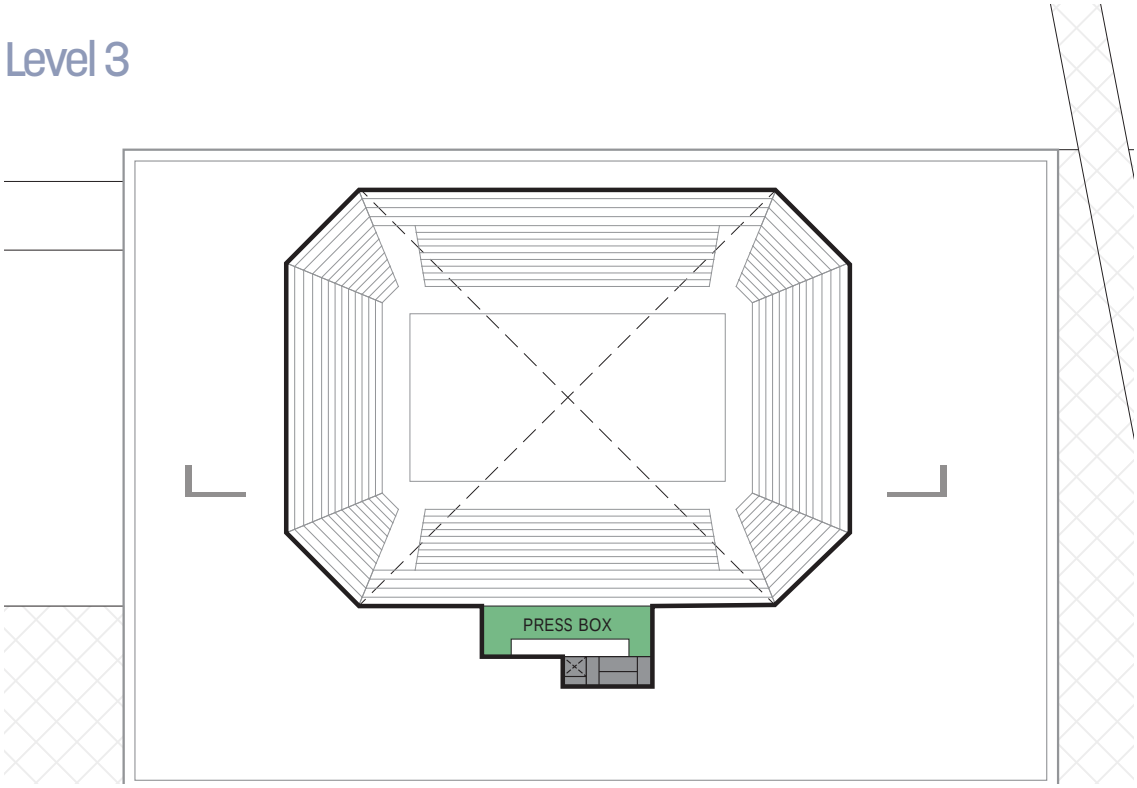
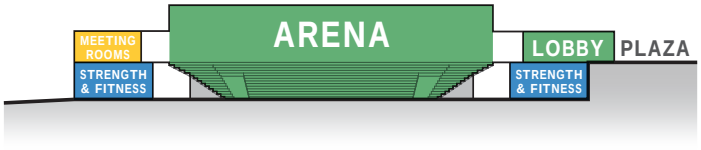
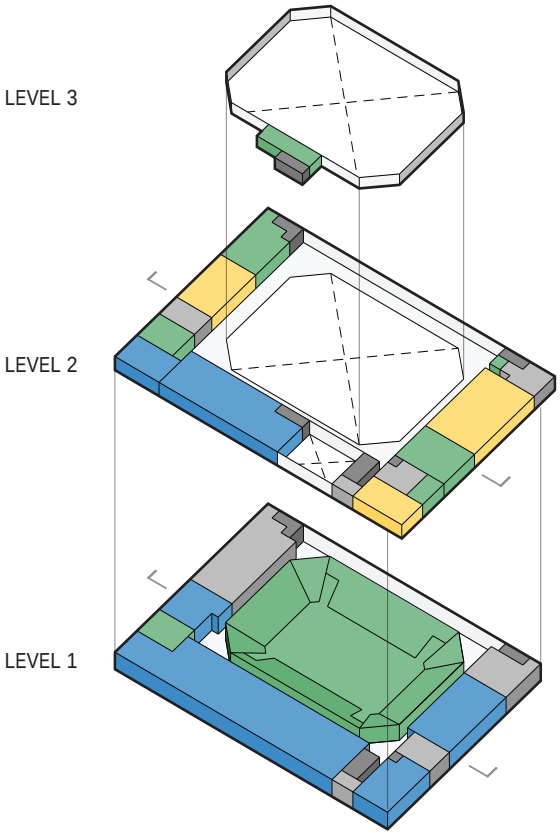


Elevation and Program Stacking



SECTION



PROGRAM STACKING

LEGEND

- EVENT CENTER
- RECREATION & WELLNESS
- MULTI-PURPOSE & SOCIAL

Site Opportunities

Two sites were identified as potential development areas for the new Gateway Center. Both sites were analyzed through a series of physical and programmatic criteria to inform site selection. A list of pros and cons of each site is listed below

Site 1 would locate the facility along Collins Industrial Way, adjacent to Building A. The site offers the following pros and cons for consideration:

PROS

- Visibility from Route 316
- Proximity to the academic core
- Proximity to the existing Wellness and Recreation Center
- An Opportunity to improve the confusing pedestrian and vehicular mobility network in the area between Collins Industrial Way and the academic core
- Favorable topography that may allow one level of ground level parking below the building
- Establishment of the Central Plant as part of this building on this site

CONS

- Relocation of Main Campus utilities
- Likely requires an enabling project for additional parking, since this area of campus supplies a significant amount (over 400 spaces) of parking for the campus
- Potential for significant traffic in this portion of campus
- Distance from outdoor athletic facilities

Sites 1 and 2 shown within the campus context

Site 2 would locate the facility on the north end of campus, near the formal campus entry point and east of Building B. The site offers the following pros and cons for consideration:

PROS

- Visibility from the ceremonial campus entrance
- Proximity to the academic core
- Proximity to outdoor athletics
- Limited enabling projects required
- Could make use of topography to get ground level parkingDistributes traffic (i.e. does not rely on Collins Industrial for both everyday and special event uses)
- Establishes the Central Plant as part of the Building B Central Plant options

CONS

- Not visible from 316
- Distant from the existing Wellness and Recreation Center
- Requires some short-term loss of parking
- Does not resolve the “image” and mobility challenges in the area west of Building A.

Campus Mobility

A significant factor in determining the preferred site relates to overall campus mobility.

The goal of the Master Plan Update's mobility analysis is:

- to investigate and address circulation and parking access issues on the campus;
- to identify the appropriate adjustments of the campus roadway system under each of the two Gateway Building siting options.

The most prominent point of entrance to the campus is the corner of Collins Hill Rd. and Collins Industrial Pkwy., which is the first sight of the campus for drivers approaching from Rte. 316. This corner is occupied by Building D, a low, nondescript building with no particular gateway character. From this point, campus traffic splits between the north, toward the formal campus gateway on Collins Hill Rd., and the main parking lots along Collins Industrial Way to the west. This condition contributes to a lack of visual identity and wayfinding clarity. Depending on the determination of the Gateway Building's location, the Master Plan Update can rectify this problem by establishing a 'front door' and a circulation pattern that serves both employee/student and visitor/public parking.

The Master Plan Update must also take into account the proposed extension of Collins Industrial Way to the east and its connection to NE Buford Dr. (Rte. 20). It is anticipated that this new connection would induce thru traffic on Collins Industrial, increasing volumes of non-Gwinnett vehicles and potentially creating safety issues for pedestrians crossing to parking and other uses on the south side of the street.

These considerations guide the evaluation of the two alternative Gateway Building sites, and the parking/access schemes that would accompany them.

- Site 1: In this alternative, the Gateway Building's address would be on Collins Industrial Way. Public events would generate traffic and parking demand along Collins Industrial, further increasing vehicular volumes and concerns for pedestrian safety and comfort. To address these issues, the Site 1 alternative shows traffic control measures intended to increase driver awareness of the campus environment and protect pedestrian crossings. A traffic signal at the entrance to the Gateway Building site would establish Collins Industrial Way's status as a public street carrying thru traffic, while accommodating a protected crosswalk. Site 1 would displace a major parking lot, which would need to be replaced elsewhere.
- Site 2: If the Gateway Building were to be located on the north side of campus, its primary access would be via the existing formal entrance on Collins Hill Rd. In this case, it would generate less university-related traffic on Collins Industrial Way. Collins Industrial Way would, however, still be subject to an increase in public traffic resulting from its connection to Buford Dr. Consequently, traffic-calming measures would be appropriate, such as gateway elements at either end of the campus's frontage and a major traffic circle in between. These measures would emphasize to all drivers that they are on a college campus and should expect pedestrians along and crossing the street. Site 2 would not displace as much parking as Site 1: approximately 286 spaces as opposed to 600.

Sites 1 along Collins Industrial Road

Site 2 at the northern edge of campus

Preferred Site

After weighing the pros and cons of the various options, the northern Site 2 was selected as the preferred site.

The Master Plan Update shows the potential for two different orientations of the building. The final building orientation will be selected during the building design phase.

Regardless of orientation, the selected location will have an impact on the overall campus mobility network. The campus will need to focus on keeping Collins Industrial Way from becoming a link in the regional chain when it is extended to Rte. 20. The campus should advocate to the local and state authorities that the portion of Collins Industrial that crosses through campus should be one lane in each direction. The campus should also establish a campus identity within this road segment, with gateway signage and streetscape improvements. The design of the roundabout is important as a matter of safety and traffic management, and GGC will need to propose to the agencies a layout that works for both parties.

In addition, with the development of Site 2 as a major building for public events, the campus might consider reorienting the existing entrance from Collins Hill Road. Currently it channels vehicles onto University Center Lane and the H parking lot. If new parking and public access will be along Lonnie Harvel Blvd., a symmetrical junction would be more legible and have better sight distances.

This version of the Master Plan shows the Gateway Building oriented north-south

Additional Master Plan Considerations

In addition to locating the Gateway Center and improvements to the overall mobility network, further updates to the overall Campus Master Plan have been specified.

This includes shifting the proposed parking structure located north of Lonnie Harvel Boulevard eastward, as well as eliminating an additional parking structure that was previously proposed along Collins Hill Road. In addition, a new service road is proposed to run west of the proposed parking structure along Collins Industrial Way. This will allow for the enhanced pedestrianization of the corridor running east of the proposed parking structure.

This version of the Master Plan shows the Gateway Building oriented east-west


SCHOLARSHIP
LEADERSHIP