



# COMMUNIVERSITY

THE POWER OF SPORTS & ATHLETICS  
TO UNITE CAMPUS AND COMMUNITY

The Alaska Airlines Center at UAA  
SCUP Pacific Regional Conference

*March 23, 2015*



# Presenters

**Chris Turletes**

Associate Vice Chancellor of Facilities, UAA

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Athletic Planner, Hastings & Chivetta

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Design Strategist, Downstream

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Principal Architect, McCool Carlson Green

# Learning Objectives

- Evaluate strategies for leveraging non-campus partners to support campus building efforts
- Discover how solving urban planning issues outside the boundaries of the campus can be a catalyst for major campus development projects
- Review current innovations in campus athletic facilities that promote student support and interaction
- Explore ideas that transform campus athletic facilities into flexible community assets

# Format

- Context & Master Planning
  - Architecture
  - Athletic Planning
  - Procurement & Construction
  - Branding
  - Q & A
- 
- Tweet us your questions at  
*@hc\_architects #Communiversi*

An aerial photograph of a university campus. In the foreground, there is a large, modern arena with a curved roof and a parking lot. The campus is surrounded by dense green trees. In the background, a city skyline is visible across a body of water, with mountains in the distance under a clear blue sky. The text "Context & Master Planning" is overlaid in a large, green, sans-serif font across the center of the image.

# Context & Master Planning

# Alaska



Density Ranking: 50<sup>th</sup> in the US

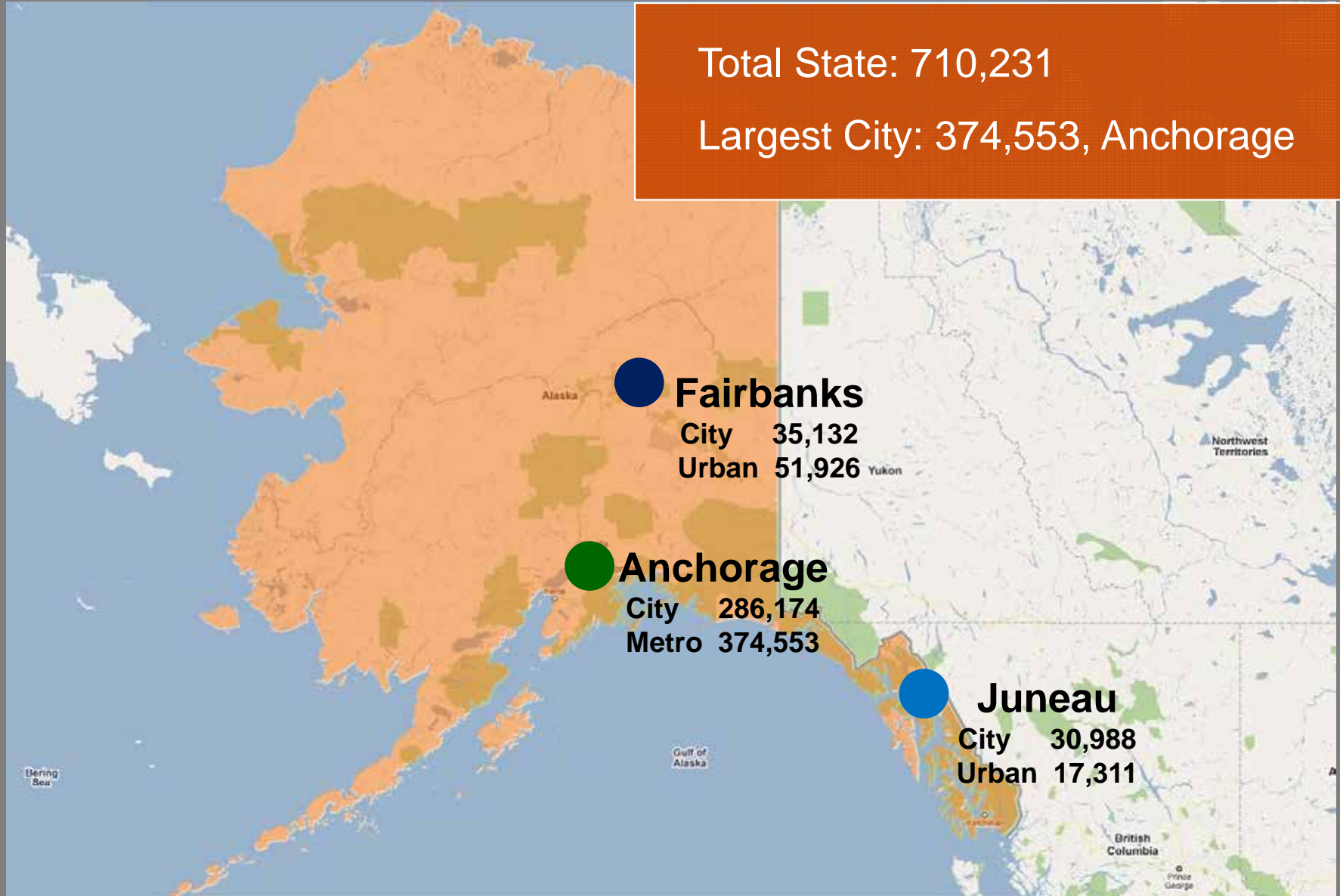
State Size: 570,374 sq. miles (twice the size of Texas)

Coast Line: 44,000 miles long (longer than all of the US coastline combined)

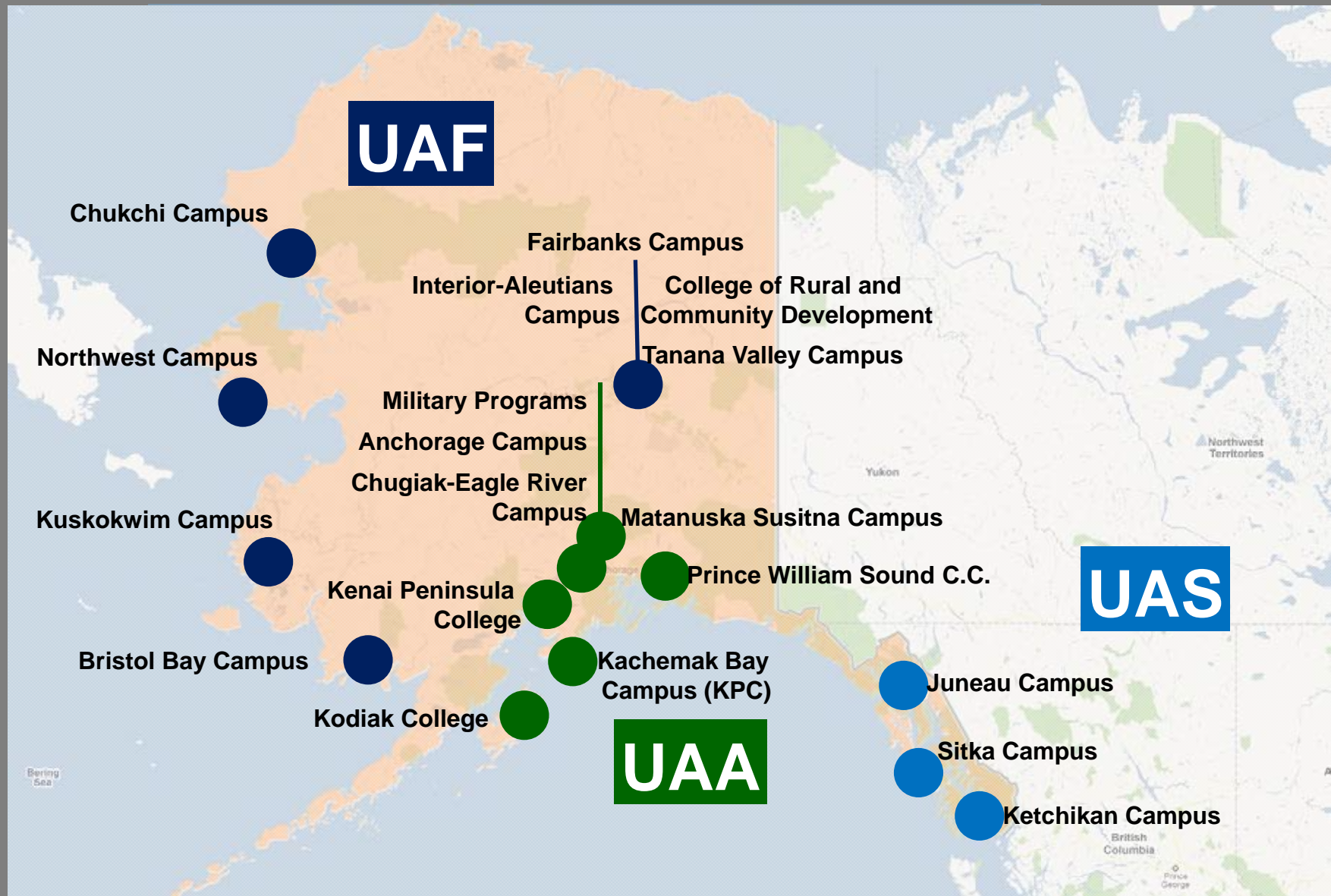
# Population Density

Total State: 710,231

Largest City: 374,553, Anchorage



# Alaska University System

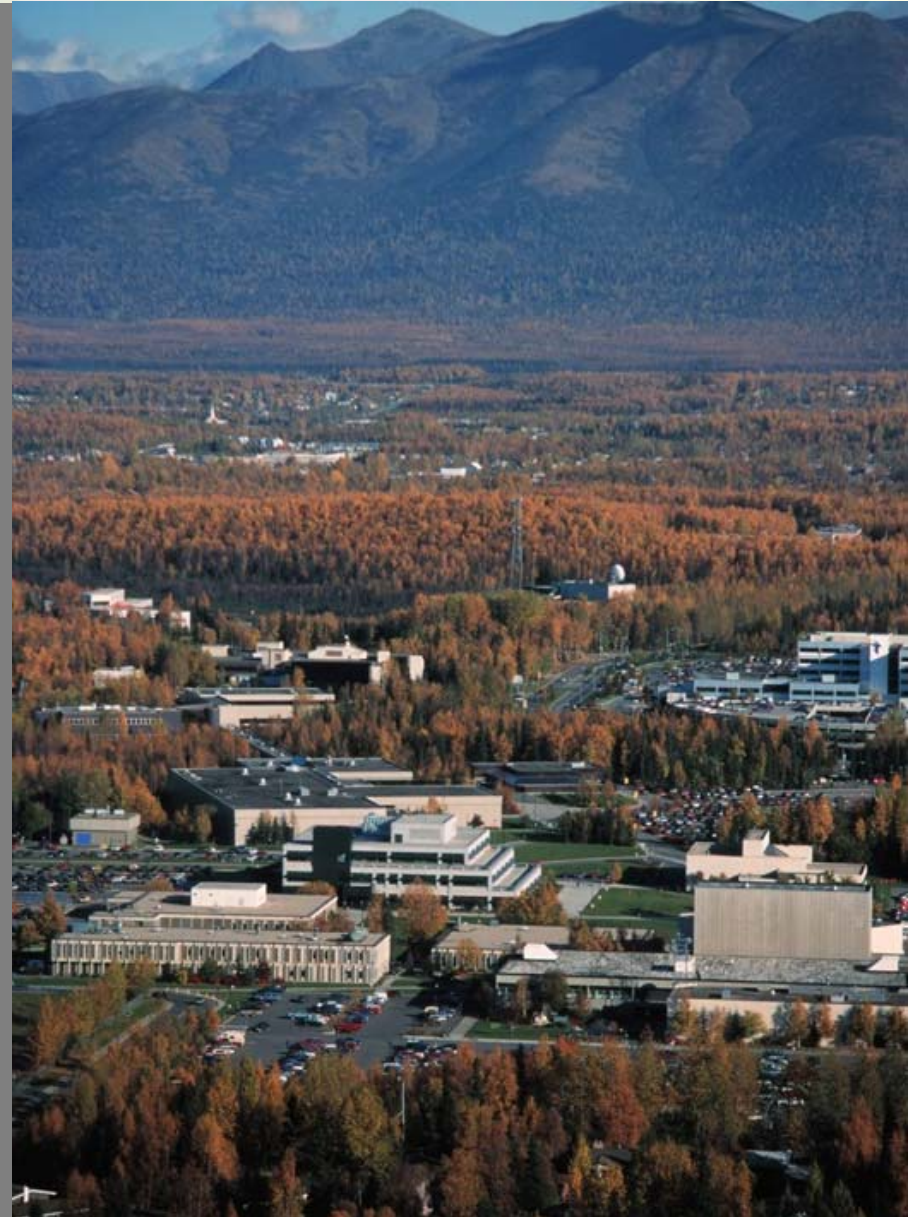




# UAA

- About 2/3 of all UA students attend UAA
- UAA is Alaska's largest source of workforce training and higher education.
- Confers most degrees at all levels in UA system
- More than 2600 graduates in May 2014
- 75% of graduates are in high demand job areas

**80% of graduates stay in Alaska**



# Vision

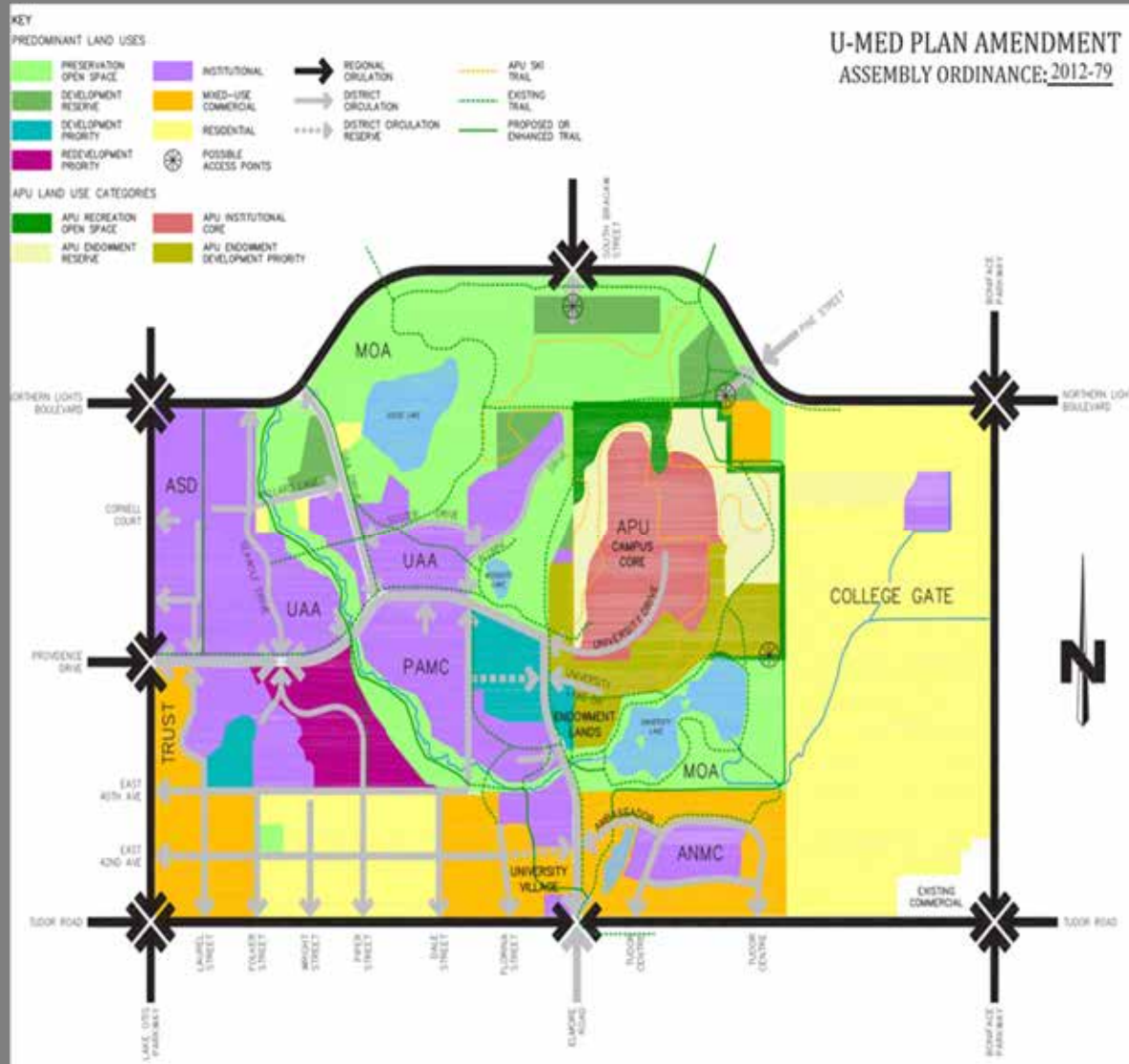
- The premier northern university
- Be a leader in scientific education and research
- Educate a broad range of Alaskans who will contribute
- to the future of Alaska
- Research that benefits the state economy
- Attract and retain students & faculty
- Campus that serves as a cultural hub for Anchorage
- Facility that encourages interaction
- Environmentally responsive and energy efficient



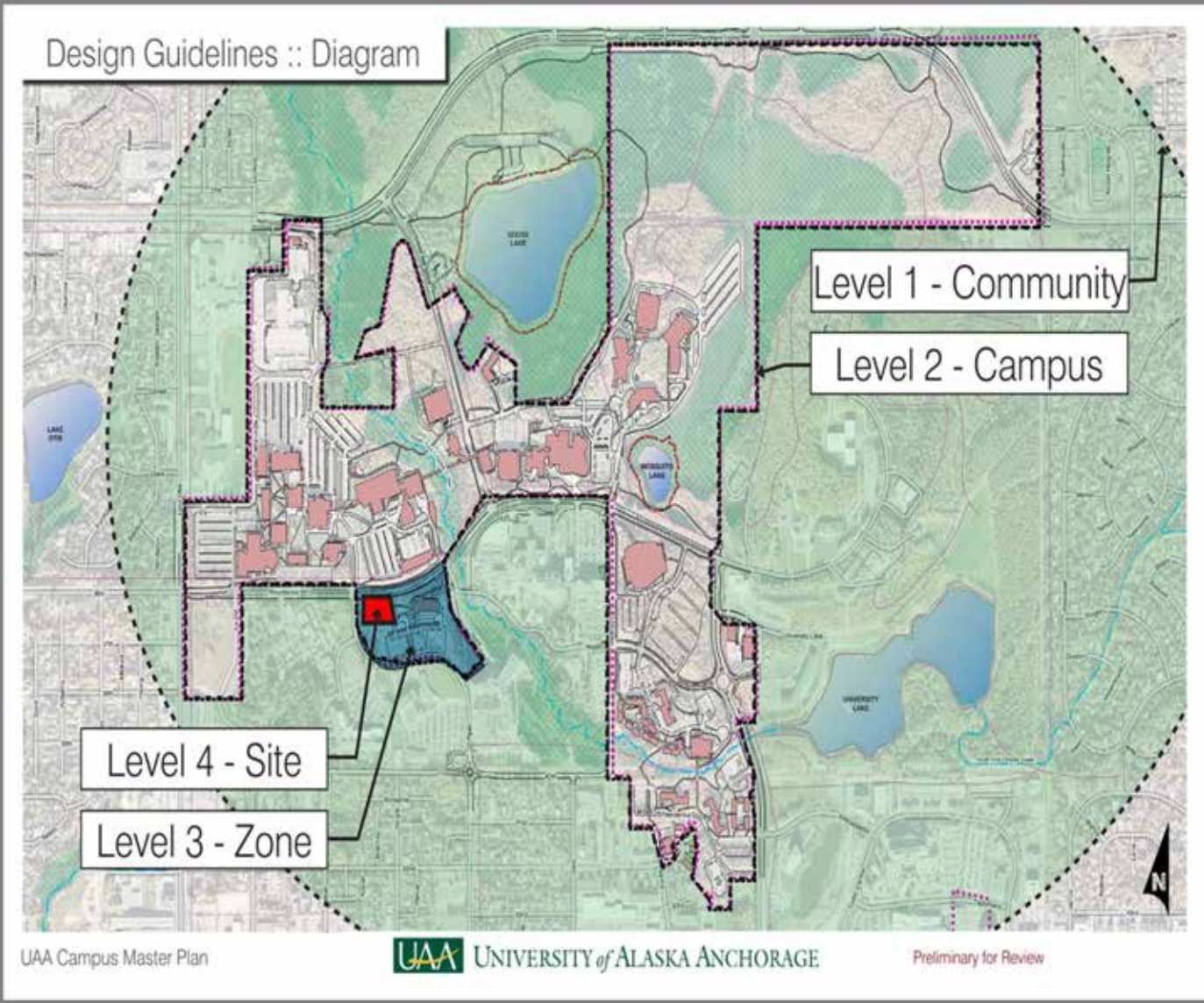
# Campus In The City



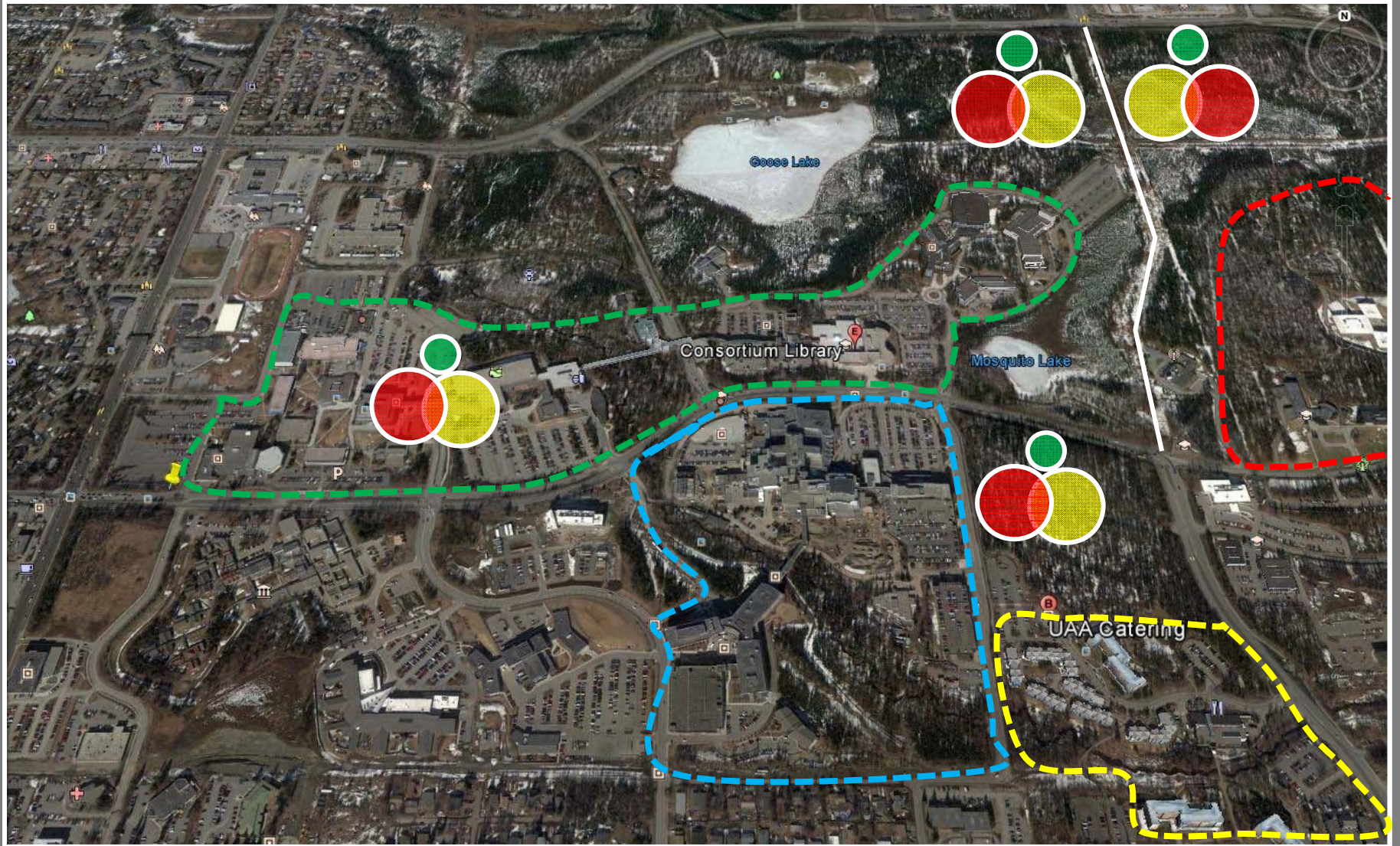
# U-Med District



# Main Campus



# Site Selection



# Before & After



# Goals

- **Support Athletic Programs**
  - Operations, Function, Growth, Spectator Experience
- **Enhance Campus Life**
  - Social, Recreation, Convenience, Health & Wellness
- **Create a Signature Facility**
  - Seawolf Character, Impact, Natural Environment
- **Engage the Community**
  - Encourage community use and be a good neighbor
- **Build Sustainably**
  - Energy, Solar Exposure, Environmental, Maintenance
- **Manage Construction Cost**
  - Plan efficiency, Construction Complexity



# Partnerships

- **State of Alaska**
  - University and Community Facility
- **Municipality of Anchorage**
  - University and Community Facility
  - Traffic Planning
  - Road improvements
  - Parking agreements
- **Providence Alaska Medical Center**
  - Shared Parking
  - Road Construction
  - Health & Wellness
- **UMED Neighbors**
  - Good Neighbor
  - Access
  - Minimize Traffic and Parking Impacts



# Catalyst

"...when you build a thing you cannot merely build that thing in isolation, but must also repair the world around it, and within it, so that the larger world at that one place becomes more coherent, and more whole..."

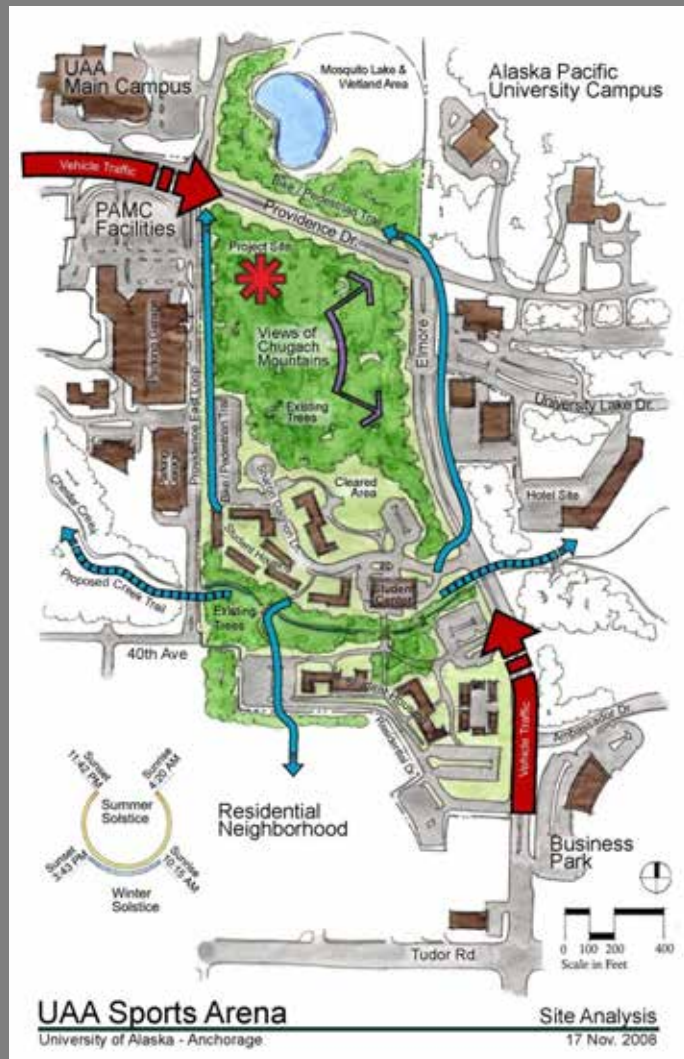
*-From Pattern Language  
Christopher Alexander*



# Site Issues



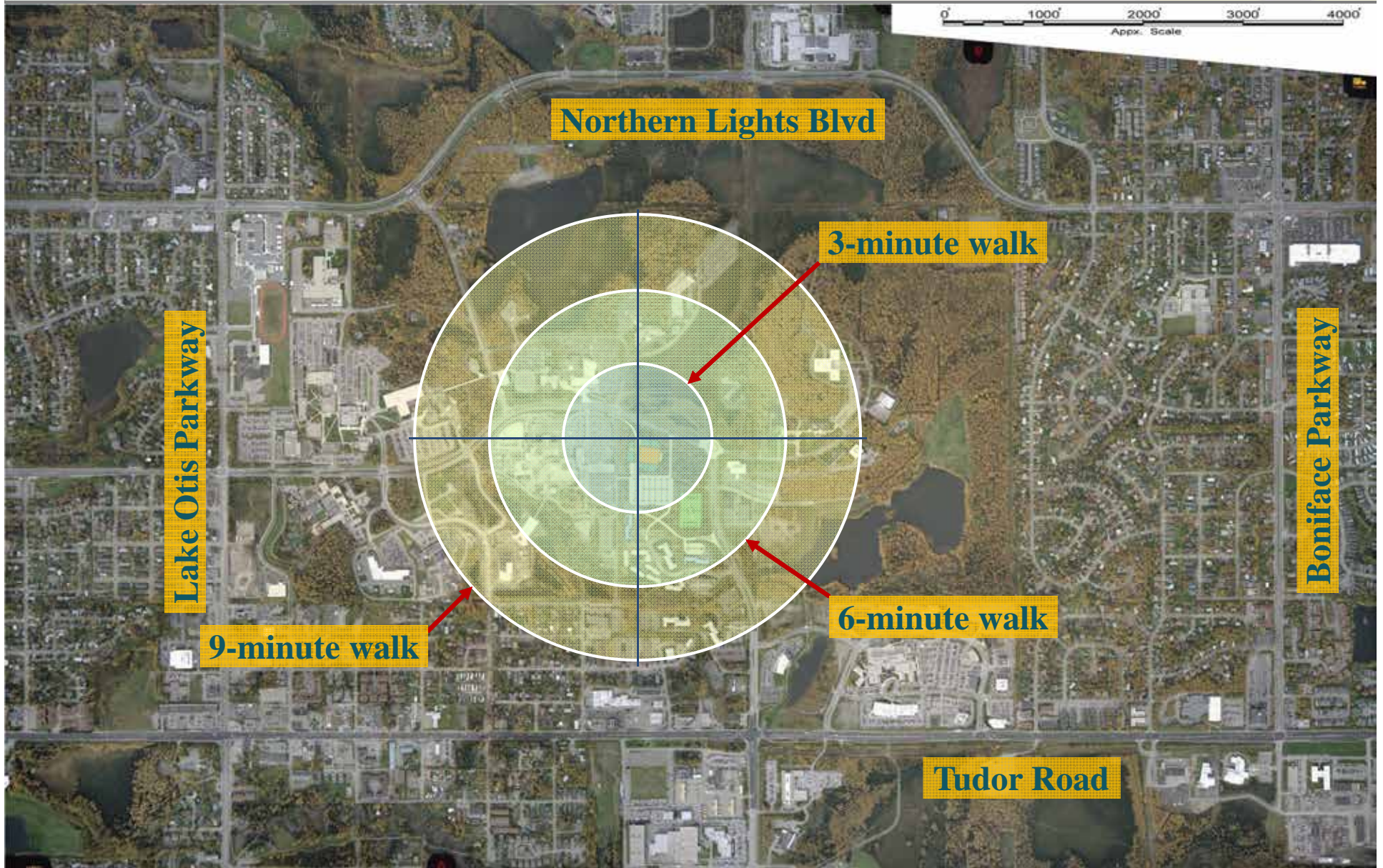
# Site Analysis



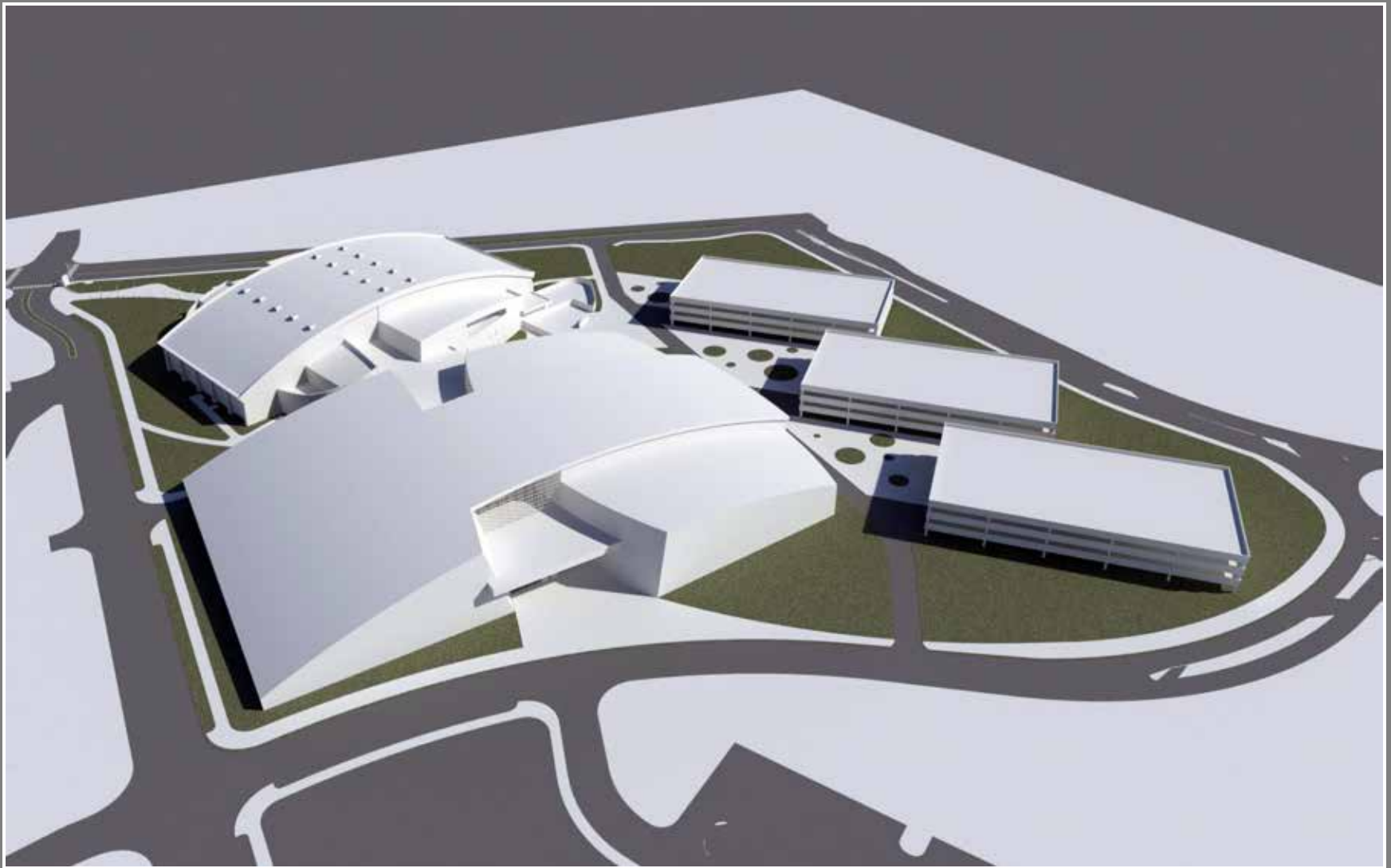
# Site Connections



# Parking Analysis



# Growth



# Architecture





# Inspiration: Fieldhouse



# Inspiration: Arch



# Inspiration: Alaska



# Inspiration: Seawolf

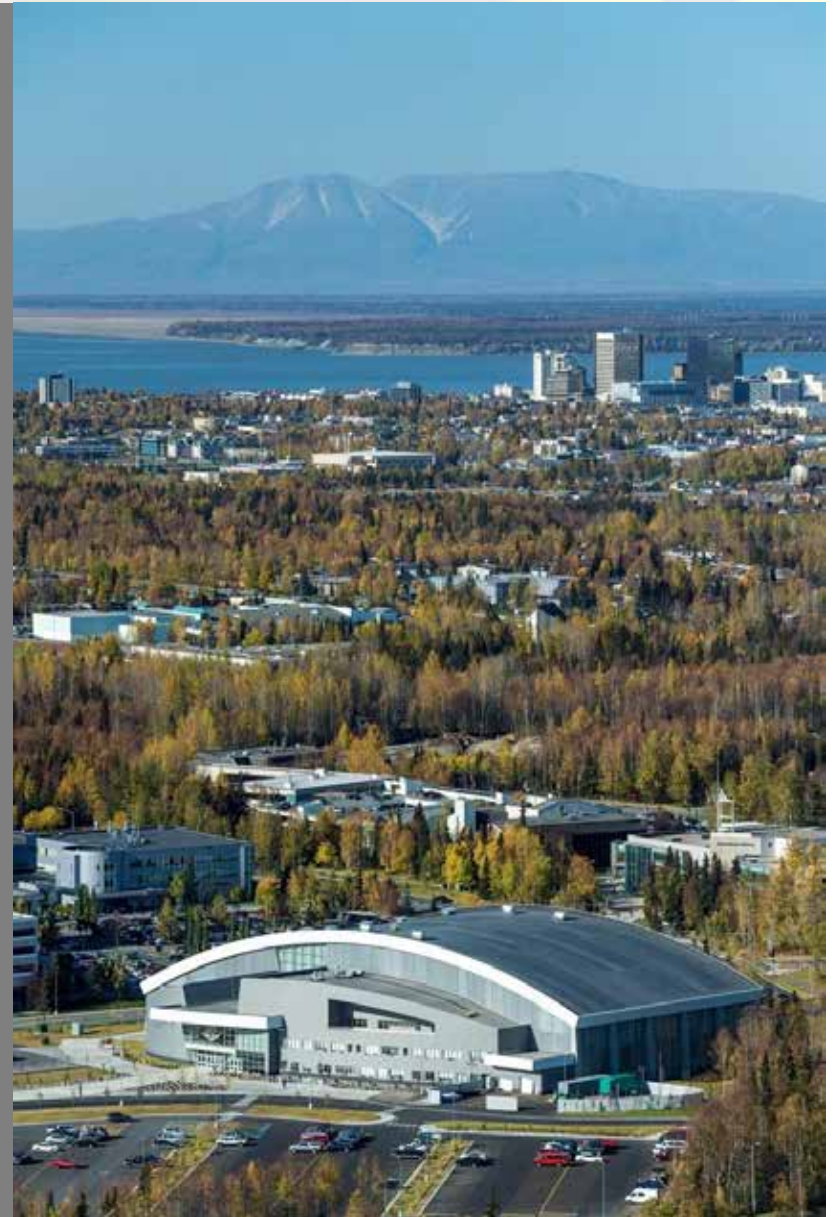


TM

# Cascade of Roofs

“Visualize the whole building complex as a system of roofs. Place the highest roofs over those parts of the building which are most significant...”

*-From Pattern Language  
Christopher Alexander*



# Form



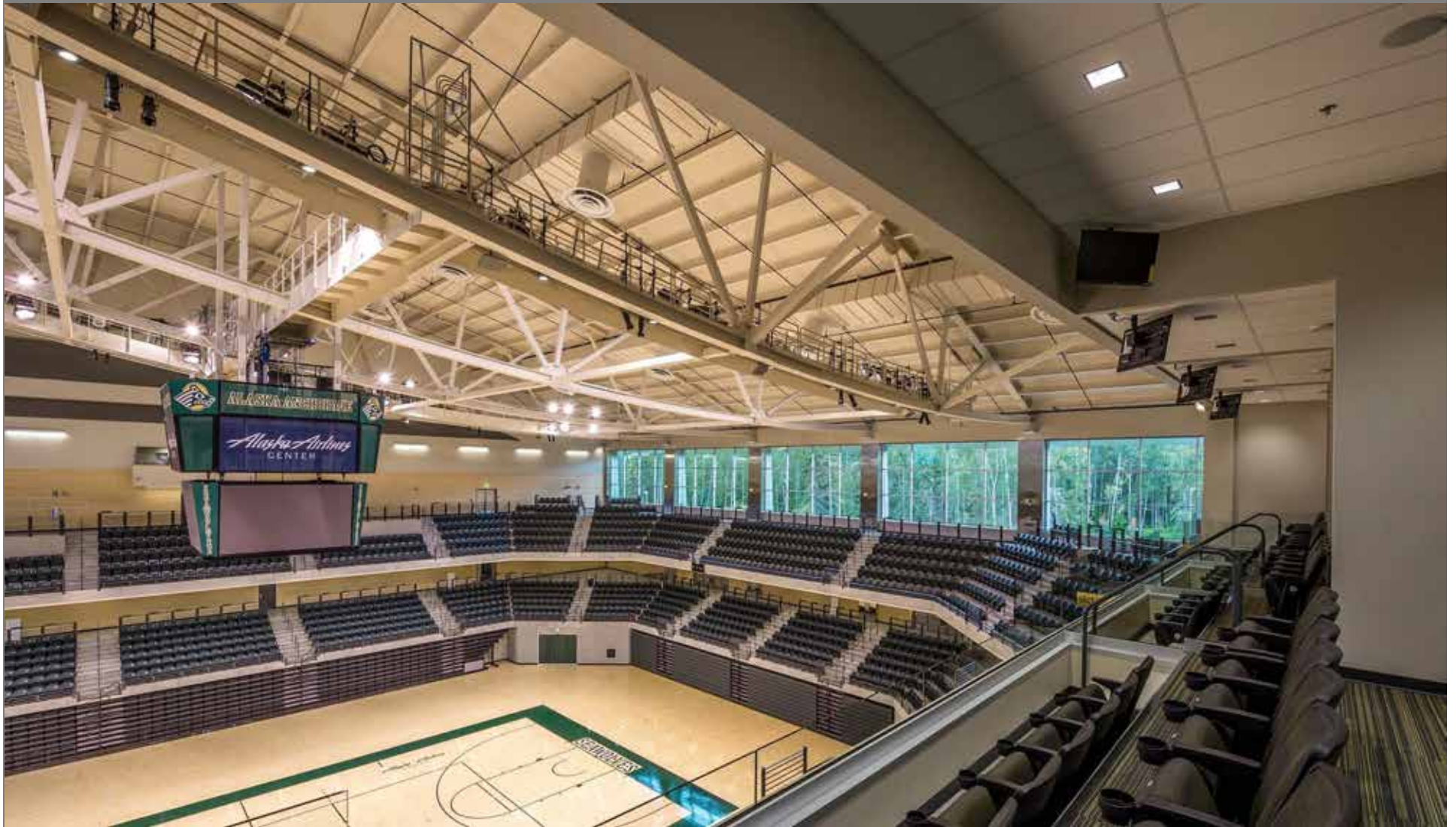
# Form







# Structure



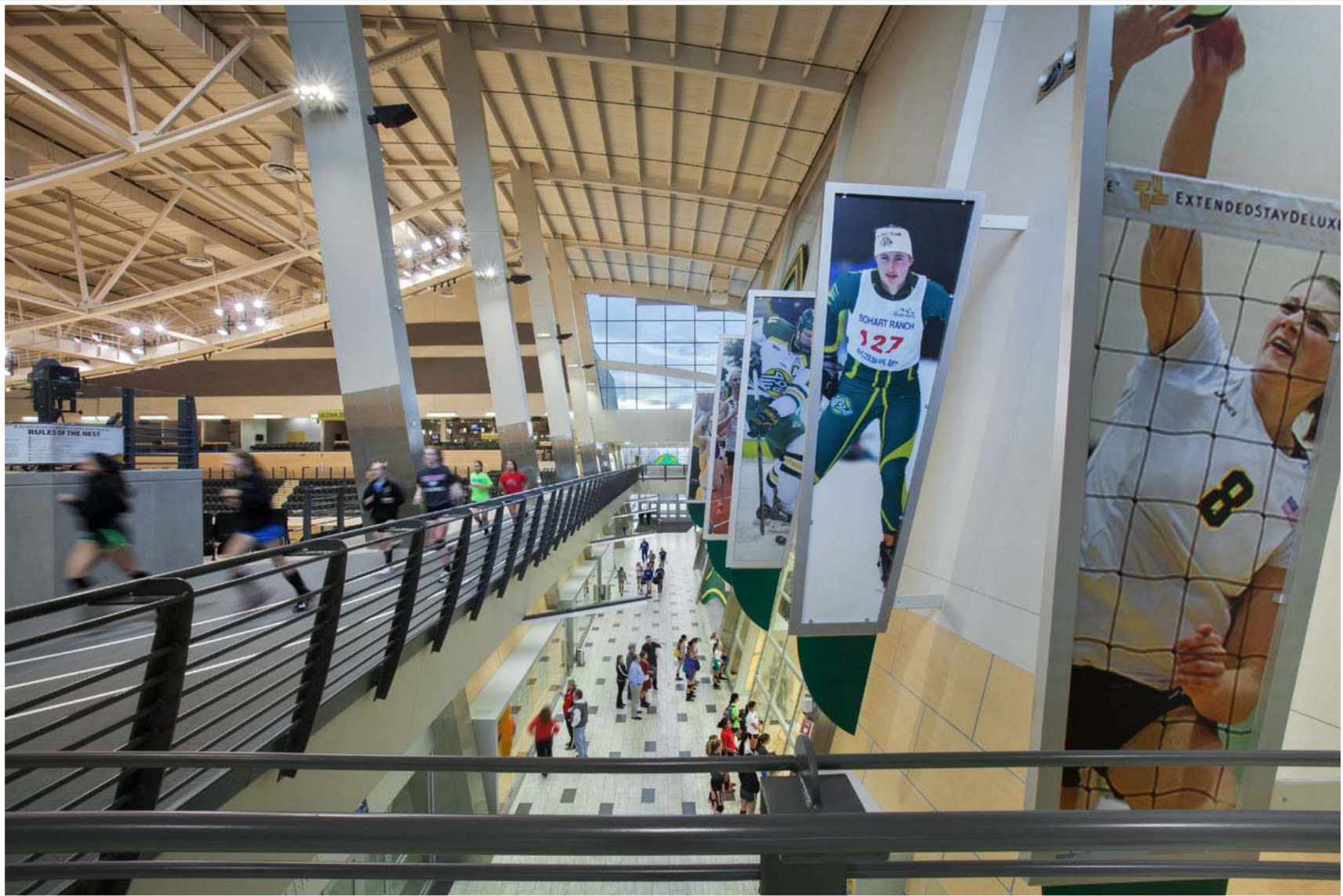
# Details



# Pathway



# Activity



# Transparency



# Connection



# Scalability





# Athletic Planning



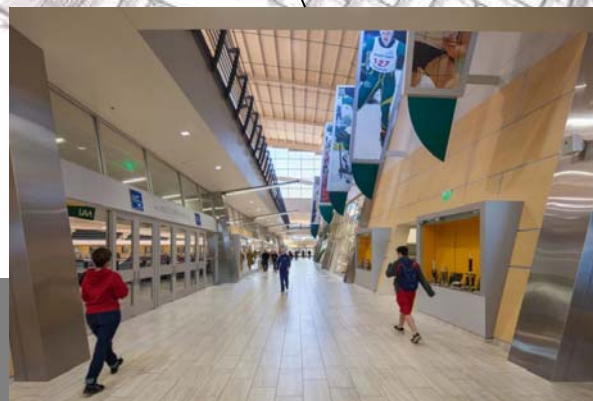
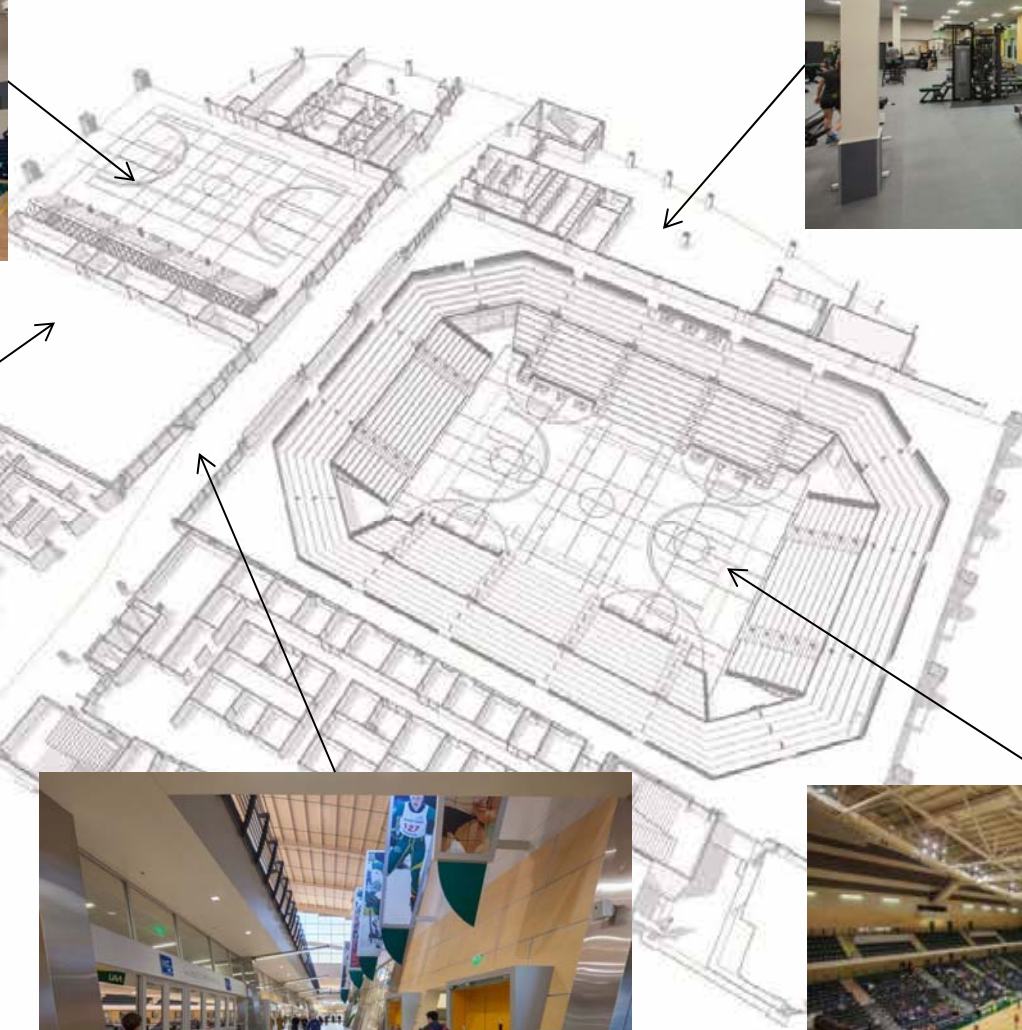
# Program

- Public Space
- Performance Gym (5000 seats)
- Gymnastics Practice Facility
- Auxiliary Gym
- Rental Suites
- Locker Rooms
- Fitness & Training Rooms
- Team Meeting Rooms
- Athletic Administration
- Total Gross building area approximately 196,000 sf
- \$91 million Construction Cost

# Basement



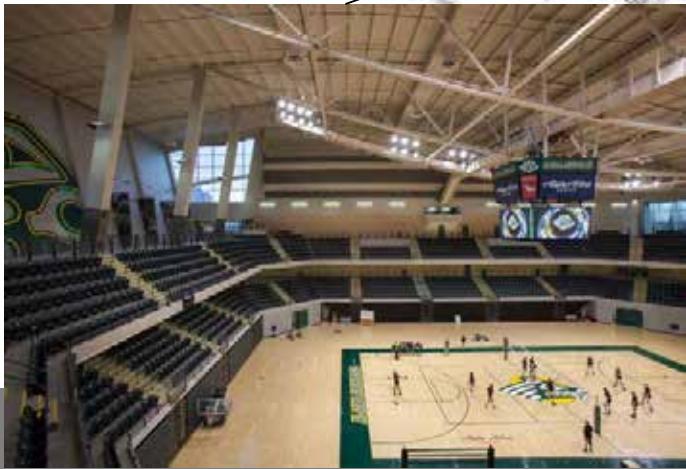
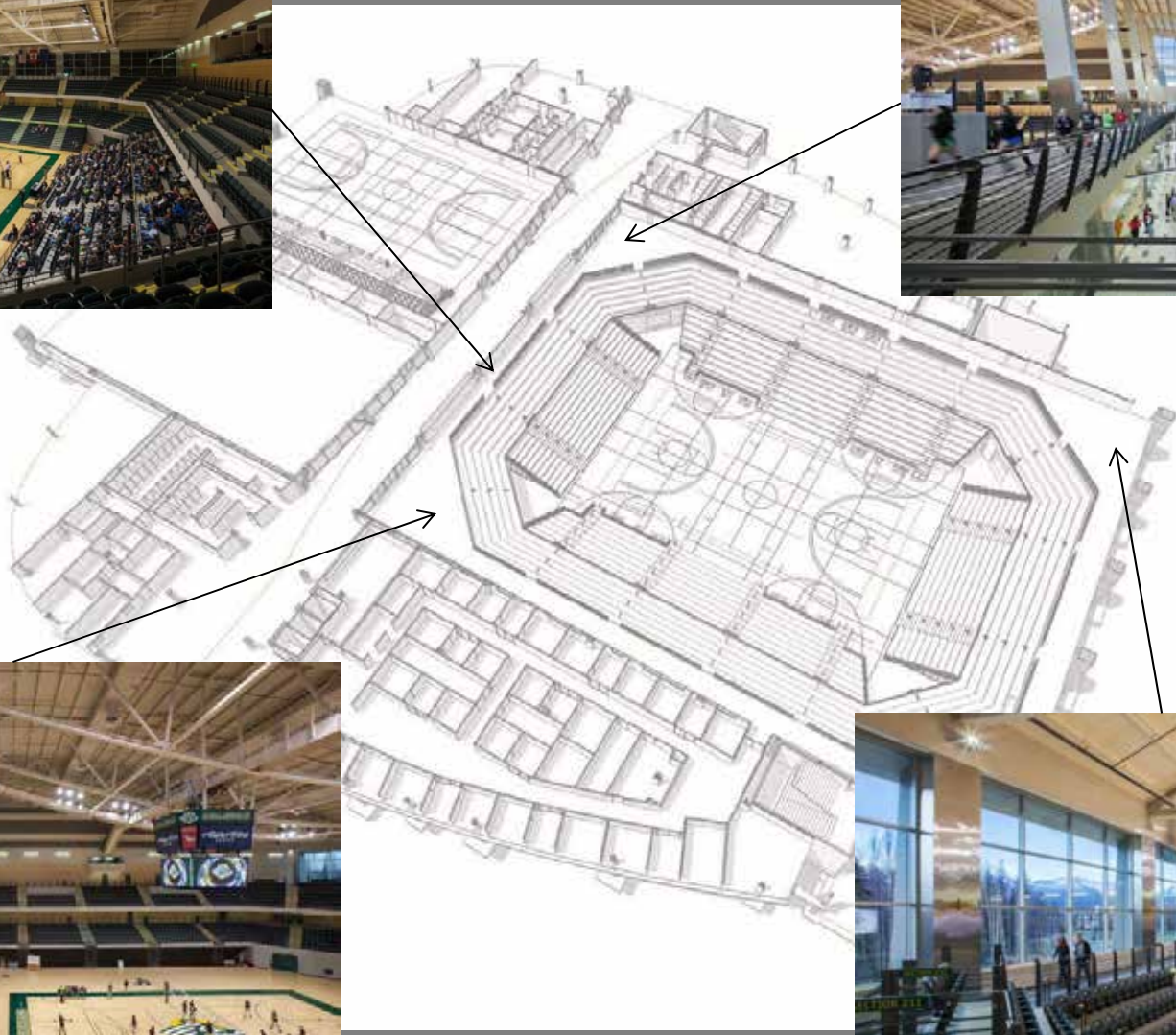
# Main Level



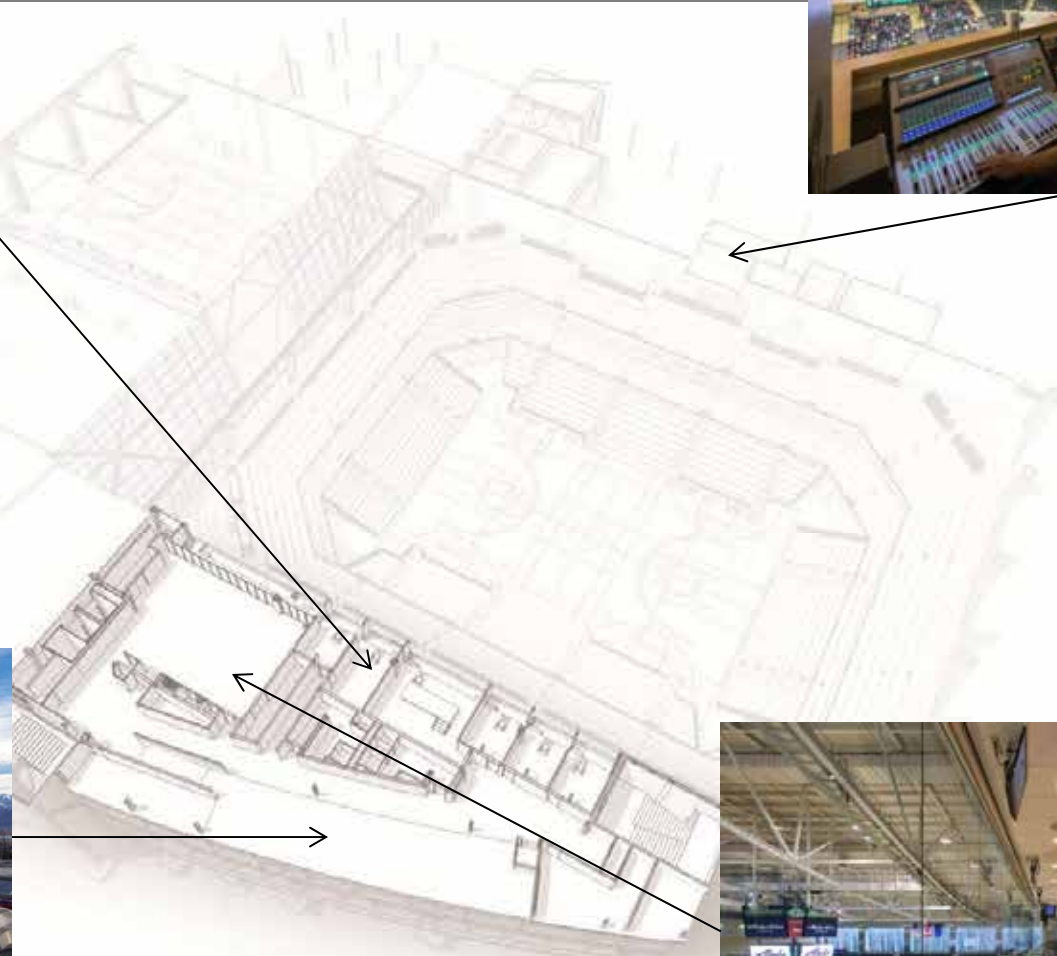
# 2<sup>nd</sup> Level



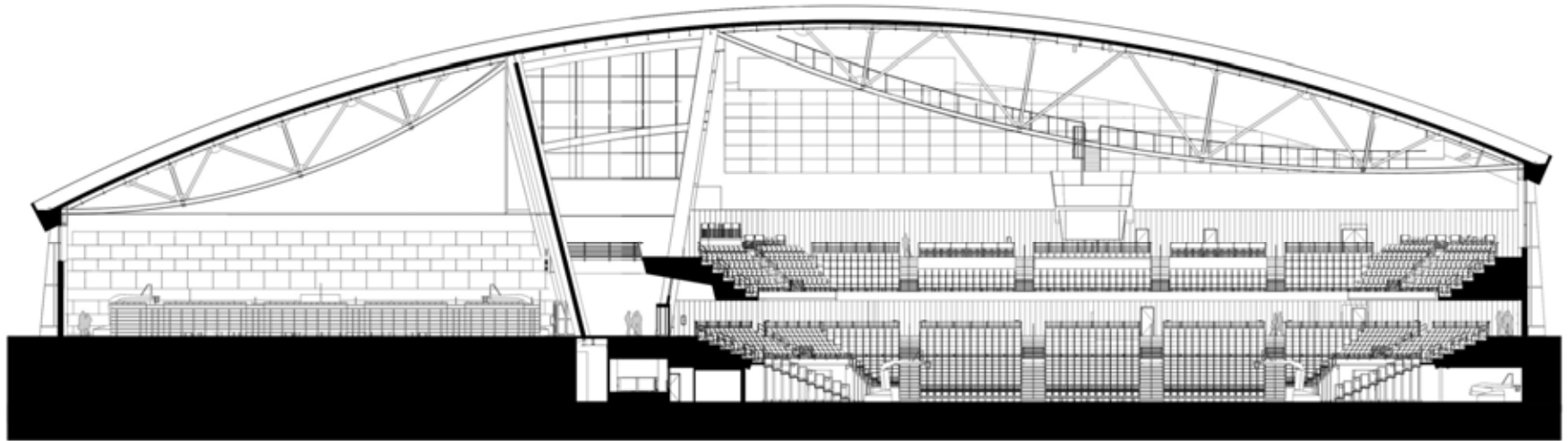
# Balcony Level



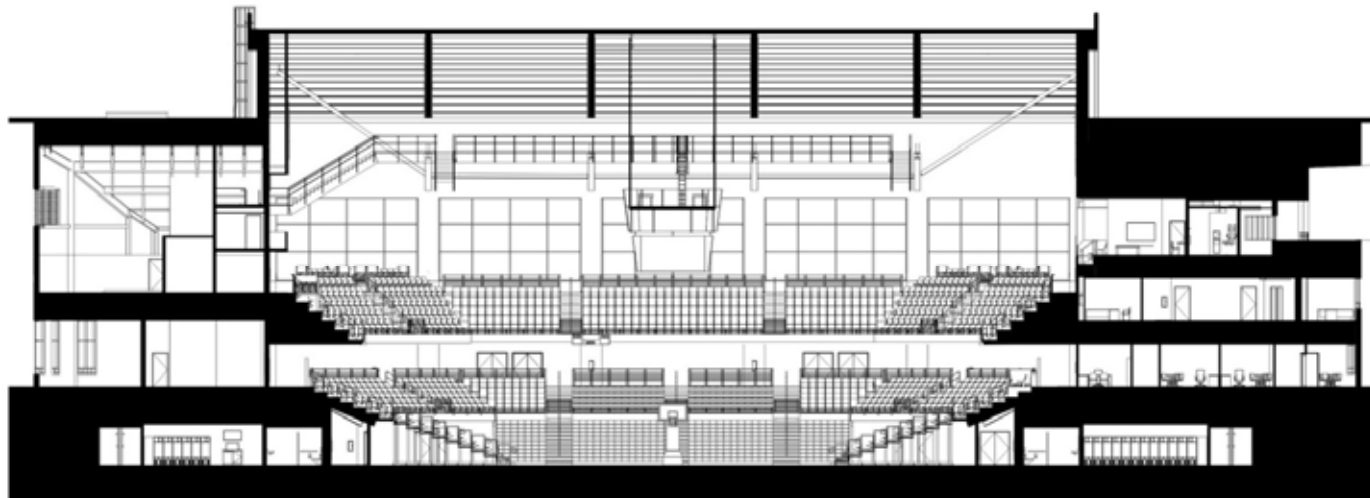
# Suite Level



# Longitudinal Section



# Cross Section





# Flow



# Features

- Public Concourse
  - Recreation Zoning
  - Access to Coaches & Administration
  - Displays
  - Restaurant
- Activity Areas Visible But Not Accessible
- Tiered Seating For Capacity Flexibility
  - Steep Sight Lines
  - Transparency
  - Open Arena Acoustically
- Running Track as Arena Concourse
- Largest Elevator in Alaska

# Procurement & Construction



# Construction

- Construction Manager At Risk Contract
- Alaska Firms lead design and construction
- CM Participates in the Design for pricing and constructability
- Works Collaboratively with the Owner and Designer
- Budget & Schedule Management
- Reduce project risk



# The Hole



# End Walls



# Foundation Tie Backs



# Steel Erection





# Truss Splice



# Truss Splice



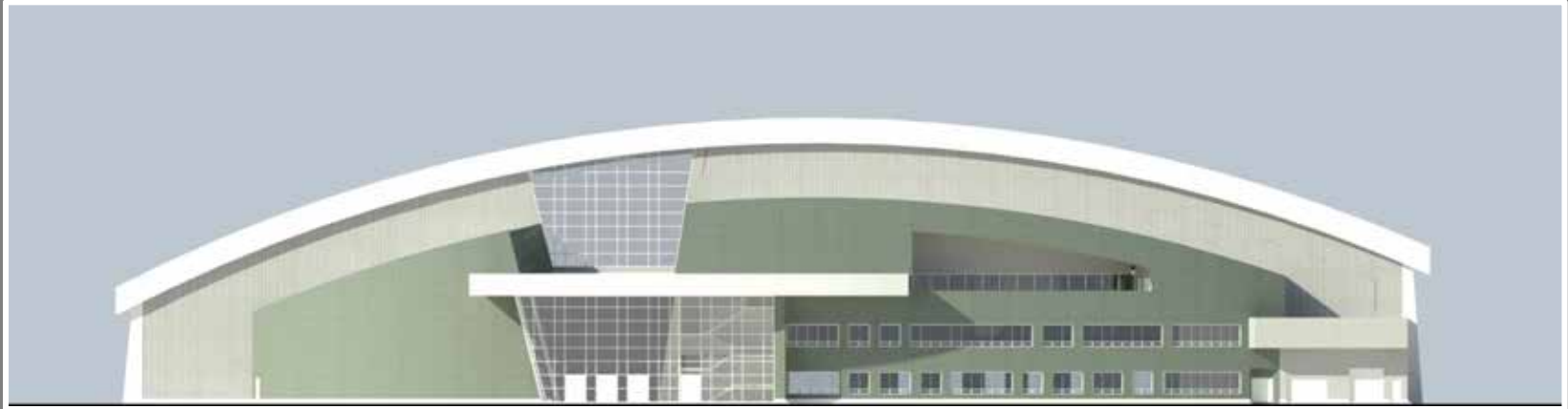
# The Slab



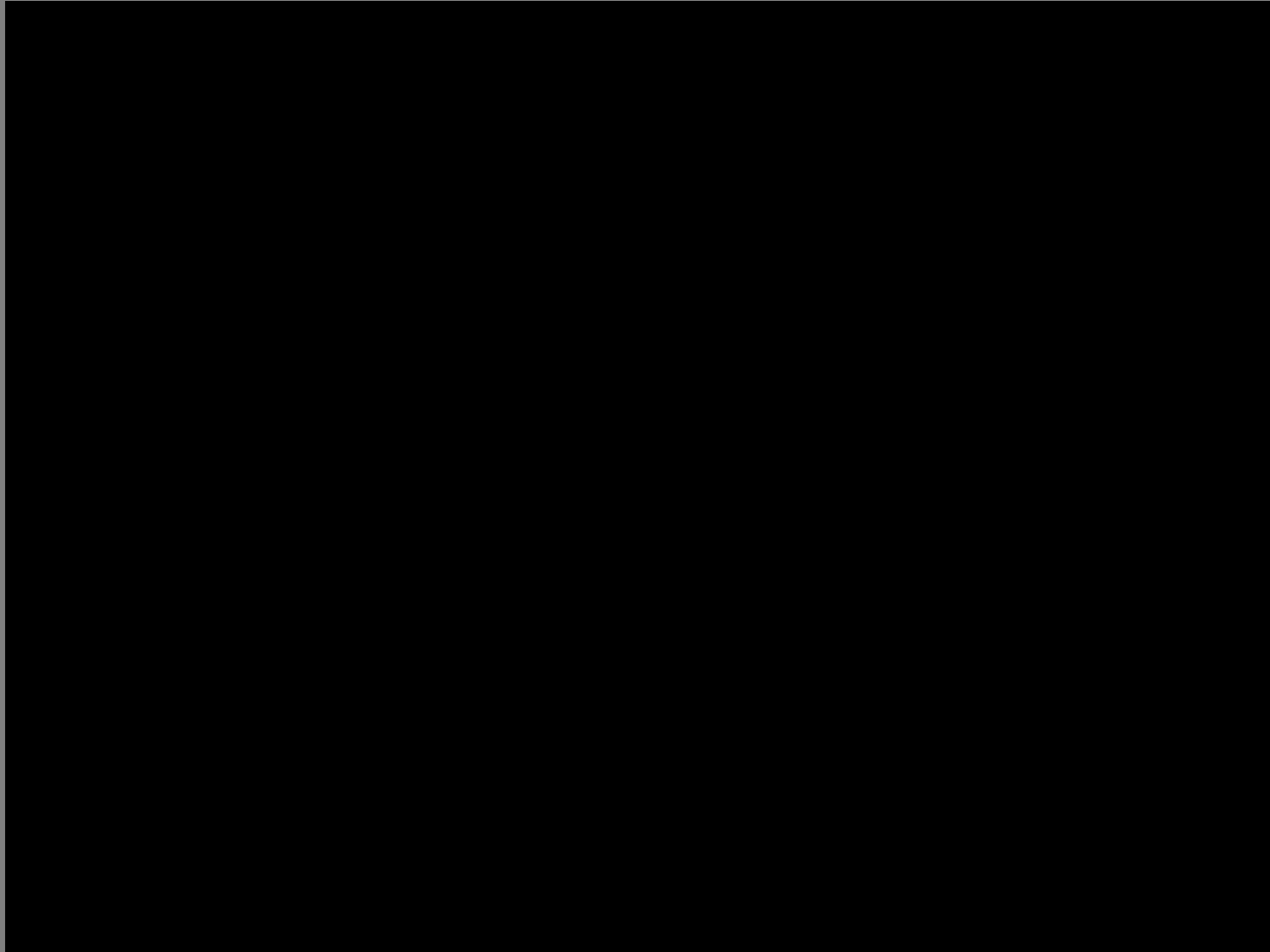
# Celebration



# Vision



# Time Lapse

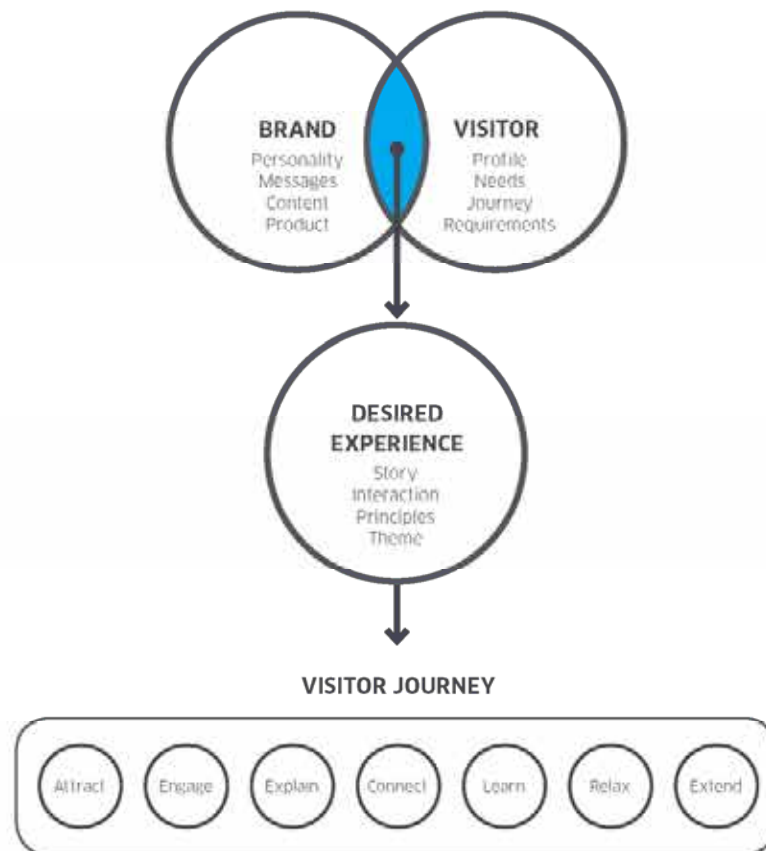


# Branding



# Process

## How we bring your brand to life





# Drivers

CONCEPT THEMATICS  
Drivers



## Brand Drivers

Character    Commitment    Class  
Versatile    Adventurous    Rugged

## Experience Drivers

World-Class    Proud    Hospitable  
Unexpected    Inspiring    Dynamic



# Mission

PROJECT OVERVIEW  
Mission

Create a world-class sports arena that **inspires athletes, attracts recruits and connects the community.**



# Goals

## PROJECT OVERVIEW Goals

Elevate the Seawolf brand and leverage the Alaska experience to deliver an **unexpected and unique design concept**.

Honor the past, cultivate the present and build the future through **compelling storytelling**.

**Attract recruits and motivate athletes** with a first-rate environment that showcases pride, commitment and team.

**Grow community connections and expand the fan base** by contributing to an energetic, entertaining experience at all events.

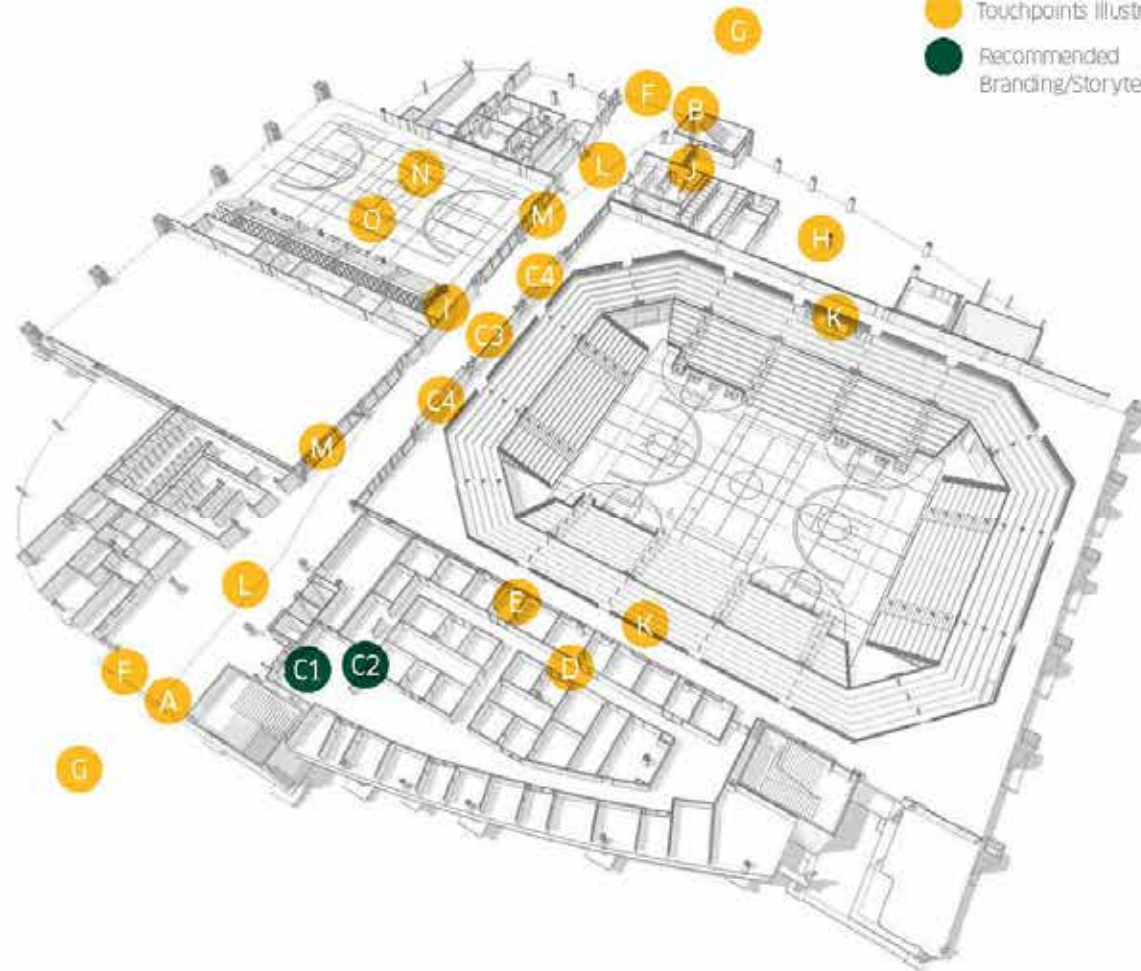


# Master Plan

## BUILDING THE EXPERIENCE First Floor

- A "The Seawolves Live Here" - Bronze Sculpture
- B Donor Recognition Wall
- C1 Artifact - Athlete of the (current) Year
- C2 Historical Branding (Gym Floor)
- C3 National Tournaments
- C4 Legends (Hall of Fame)
- D Coach ID
- E Team Branding
- F Major ID
- G Team Banners
- H Commitment
- I Interactive Media - Heart of the Arena
- J Fitness
- K Graphic Branding - Echo of the Seawolf
- L Digital Bulletin
- M Trophy/Artifact Displays of Excellence
- N Retired Jersey Banners
- O Alaska Shootout Banners

- Touchpoints Illustrated
- Recommended Branding/Storytelling



# Themes

CONCEPT THEMATICS

# Seawolf Power

CONCEPT THEMATICS  
Loud and Clear



“There shouldn’t be a place in the facility that a fan doesn’t realize this is the home of the Seawolves.”

-DISCOVERY SESSION, MARCH 6, 2012

# Place

## CONCEPT THEMATICS A Place All Its Own



The Aurora Borealis is a phenomenon many count themselves lucky to see even once in their lives. Its frequent appearance in the Alaskan skyline is just part of what makes Anchorage so special.

Similarly, a unique set of conditions shapes the athletic experience at UAA. Simply put, **things happen here that don't happen anywhere else.**

The UAA arena will deliver that message to all who enter, shining a light on the Seawolf identity and the stars who shape it.

# Touchpoints

TOUCHPOINTS

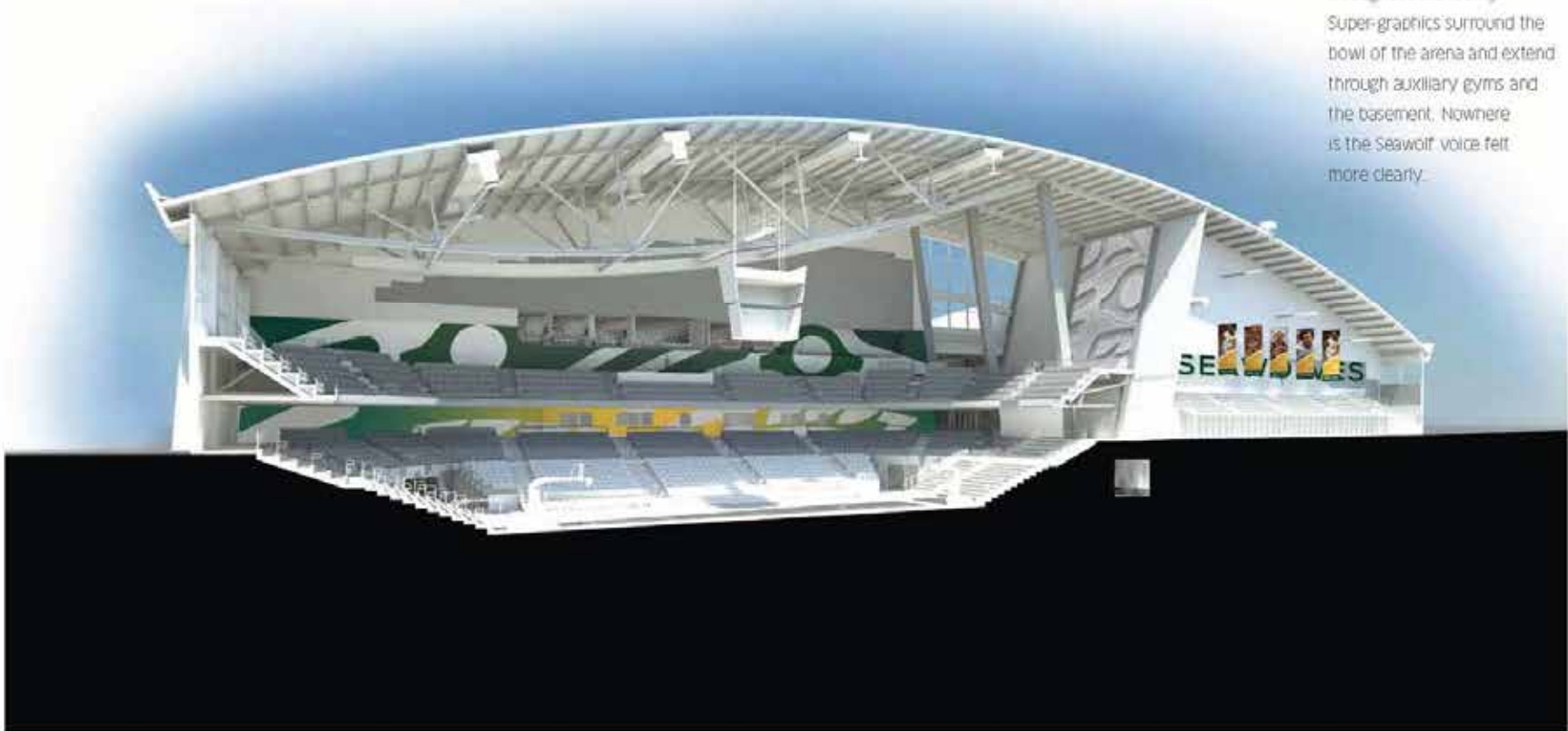
A large, dark grey rectangular area occupies the center of the page. It is decorated with stylized, abstract patterns in green and yellow. On the left side, the word "TOUCHPOINTS" is written in white, uppercase letters. The patterns consist of various shapes, including curved lines and rectangular forms, some of which resemble stylized leaves or architectural elements. The overall aesthetic is modern and graphic.



# Visual

## TOUCHPOINT Echo of the Seawolf

A singular, amplified voice of the Seawolf reverberates throughout the facility. Super-graphics surround the bowl of the arena and extend through auxiliary gyms and the basement. Nowhere is the Seawolf voice felt more clearly.

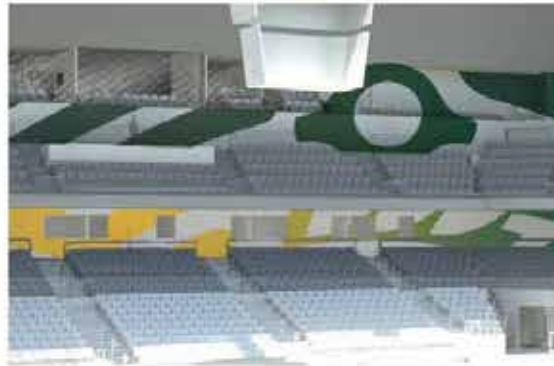


# Echo of the Seawolf

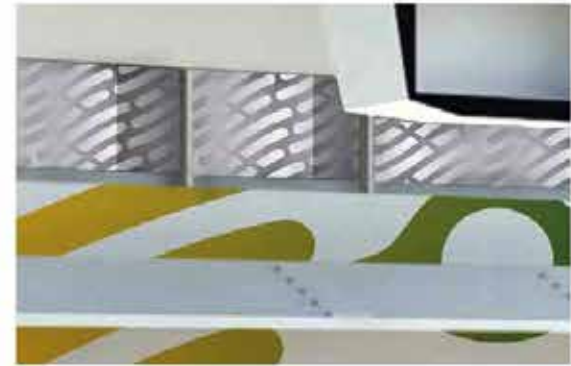
TOUCHPOINT  
Echo of the Seawolf



Heart of the Arena



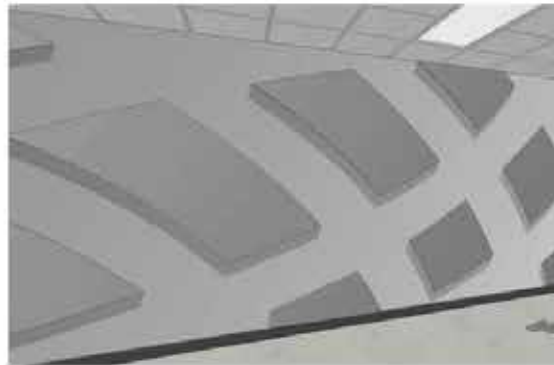
Bowl



Suites / Donor Recognition / Entry Vestibules



Auxiliary Gym



Tunnel / Basement



Administration / Fitness

# Threads

## TOUCHPOINT Path of Success



The central corridor of the UAA arena acts as its main artery, pumping life through the entire building. More than a passageway, it is a showcase for the Seawolf program, past, present and future.

Those who have built the Seawolf story are immortalized here, those who inspire it are featured here, and those who support it will understand why as they pass through.

# Pathways

TOUCHPOINT  
Path of Success



# Digital

## TOUCHPOINT Digital Interactive



Past and present come together in this highly engaging display.

An ambient mode displays date, time, weather, upcoming events, a countdown clock and highlight videos, providing useful information to all who pass.

# Motivation

TOUCHPOINT  
Commitment



"Pivotal Moments" are featured in photo frames and can be easily updated as each team's season progresses with outstanding moments and stories.

# Engagement

TOUCHPOINT  
Echo of the Seawolf



# Extended Uses







FUNCTIONALLY EXCELLENT. UNIQUELY ALASKAN. ALL SEAWOLF.



THANK YOU

# Discussion





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