

TIVOLI REPROGRAMMING COMMITTEE
Final Report & Recommendation
January 30, 2017

*“The Tivoli is the shared Community Center
for the Auraria Campus.”*

COMMITTEE MEMBERS:

SACAB

Karla Gonzalez Villa, Chair

CCD

Nikolaus Martellaro
Kathryn Mahoney

MSU Denver

Liz Milewski
Angela LeValley

CU Denver

Franklin Joseph
Joe Halter

AHEC

Barb Weiske
Ariel Redell

Process:

In the summer of 2016, SACAB began to explore alternate program concepts for the Club Hub, an area that had outlived its current use as a traditional club office location. Their intent was to listen to constituents and add vibrancy to the location as a student gathering space, designed to meet the demands of a new generation of users. Simultaneously, SACAB recognized the new dynamics of the campus, with the emerging neighborhoods, the neighborhood impacts, and the need to identify new revenue streams. They also recognized the declining use of the pool hall, acknowledging that it was no longer responsive to today’s students, as was evidenced by the operation losing money each year.

In fall 2016, SACAB established a task force to look in detail at the changes in student needs, the necessity to generate additional revenues in support of the student bond funded operations and to consider the impact of the neighborhoods, each of which has their own student-based first-year building. The Committee looked at changes in the physical and demographic make-up of the campus, considered user surveys of certain services, and had extensive outreach to their constituents to identify potential retail operations and other essentials that would help to brand the Tivoli as the shared community center of the future.

General Principles

The Committee adopted these general principles as important to establishing the philosophy of the Tivoli:

- *“The Tivoli is the shared Community Center for the Auraria Campus,” and thus belongs to everyone and should be responsive and welcoming to all.*
- *The Tivoli is dedicated to serving all students, and therefore, design of all spaces should be planned accordingly to ensure access, etc.*
- *As the campus continues to change, the Tivoli must be flexible and sustainable as it continues to meet the needs of the campus community.*
- *Where possible, contiguous spaces should be evolved, to provide for greater responsiveness to the institutions, as their core programs change. Spaces should not be filled simply because they are available, but rather spaces should be assigned, based upon the larger picture of achieving long-term vibrancy.*
- *Current occupants and users are highly valued and there is not a desire to displace occupants, but rather to allow a roadmap for identification of more supportive program locations (as appropriate), growth opportunities and the creation of synergies and adjacencies that benefit everyone.*
- *This document supersedes the 1997 Leasing Philosophy and Guidelines document and related guideline documents, but core values are re-validated, reflecting the following goals:*

The commercial/retail lease program goals are to obtain a retail mix which:

- *Ensures the financial success for the Tivoli*
- *Enhances student life*
- *Remains responsive to changing needs of the campus community.*

The institutional student services lease program goals are to acquire a mix which:

- *Brings additional students into the building, exposing students to the full array of offerings of the Tivoli*
- *Creates activity which supports the existing retail leases*
- *Supports a balance of institutional presence*
- *Enhances the financial success of the Tivoli by establishing a stable and reliable income stream that is competitive with current market rates.*

Mission:

To develop a strategic plan for the Tivoli that creates a sustainable Campus Community Center.

Goals:

- To generate revenues necessary to support the health of the Student Facilities Bond Fund.
- To provide appropriate representation of all three institutions within the building, making all welcome in a neutral site.
- To create synergies and vibrancy that respond to the current needs and are adaptable to responding to future needs.
- To keep the Student Government Assemblies and the Student Life/ Activities Offices in adjacent areas/ close proximity to encourage cooperation and collaboration.

Goal #1

To generate revenues necessary to support the health of the Student Facilities Bond Fund.

- Identify a conceptual retail/ commercial zone at the core of the building (see exhibit A), to create synergy and a recognizable gathering point for all students to find their consumer choices. This is not to say that commercial/ retail cannot exist in other areas (for example the coffee shop and brewery are successful with their outdoor patios), but rather that there should be a deliberate approach over time to not co-mingle general offices in the commercial/ retail core.
- Using the constituent feedback as guidance, pursue the identified options of a pre-packaged market for the vacated ID Center, staying mindful of price-points and variety in this key location.
- Wherever possible, future space assignments and leases should allow for contiguous assignment, particularly for the institutional leases. This allows for the space to be responsive to future needs and program changes without disrupting other users. It also creates additional revenue opportunities by reducing general corridors, while expanding the usable square footage for each leaseholder. Consequently, every effort should be made to avoid assigning singular sites to a use that may not be compatible to long-term use.
- It is recognized that the Tivoli is at a critical juncture from a revenue standpoint, with the Tivoli Station, (Bookstore) a long-time significant revenue source, beginning to diminish. This industry trend is expected to continue, so the principles of this plan include that the future use of this space also generate revenue through commercial leases (within the commercial/ retail core) or via institutional leases, as appropriate.
- In recognition of contiguous spaces, as already focused on by SACAB, allowing MSU Denver to explore the lease potential for the pool hall space as an expansion of their already established adjacent beer industry-training program. In addition, allowing CU Denver to explore the lease potential for the remaining theater space, contiguous with their already established technology/ film industry center. Ensure that CCD also has an opportunity via the details noted in goal #2 below.

Goal #2

To provide appropriate representation of all three institutions within the building, making all welcome in a neutral site.

- While the revenue component is recognized, an important philosophy of the Tivoli is that it is the shared community center, and therefore it belongs to everyone. Institutional opportunities are identified to ensure a balanced presence of all three institutions, while allowing for program growth. In recognition of the actions established in Goal #1, the plan also calls for CCD to be offered leasable area on the second floor (preferred sites are 267 & 263) where CCD can be recognized as a strong player in the building, should these areas become available. This concept is not intended to create a financial burden, but rather a deliberate opportunity.
- Facilitate the opportunity for all institutions to lease spaces without constraint from the original program commitments and without being tied to particular locations because of those commitments. In other words, the original square footage identified for each institution, free of charge, will be calculated and deducted from future lease totals, thus untying them from a particular suite and focusing more on a square footage discount.

Specifically, these square footages will be discounted from their chargeable space, allowing for more institutional flexibility as programs change and grow.

- Program lounges at primary campus entries will also add to the welcoming presence of all three institutions in the building and are outlined in goal #3.

Goal #3

To create synergies and vibrancy that respond to the current needs and are adaptable to responding to future needs.

- In recognition of the Tivoli belonging to each institution as their community center, it is important to develop flexible and responsive spaces that are welcoming to all users. Prominent locations for program lounges are important in creating that synergy. It is strongly recognized that the Roger Braun Multi-cultural program Lounge at the Southwest entry creates a multitude of opportunities for student life programs and activities that can expose users to a variety of experiences.
- To that end, the Garage Study Lounge has become an underutilized location considering the potential of its square footage. The Library has been renovated and now has a multitude of options for quiet and group study, so it is no longer important to replicate that experience. Therefore, the Garage Lounge should be converted into another program lounge and modified to support that function at this prominent entry to the building. Added benefits will include the potential to rent it for after hours or down time functions, thus generating additional revenue.
- The Club Hub has been noted as no longer meeting the needs of students in this changing environment. SACAB initiated a plan to convert the space into a synergistic location that allows students to gather and be exposed to extra-curricular experiences and recreational options. To that end, this plan should be adopted to embrace those opportunities, while providing a new refreshed outlet for the former recreational activities of the pool hall. It should be noted that the area would no longer be staffed and the use of pool tables and video games will be at no charge. Rather, the associated light equipment (pool balls, cues, and game consoles) would be dispersed to the respective student life offices, so they have an opportunity to engage with their student users by signing equipment in and out. The Club Hub should also be renamed, "Sigi's Hub" to reflect that the vibrancy of the space goes beyond its former use.
- View the primary entries and hallways into the building as true focal points; welcoming students as they arrive. To that end, move towards future developments being open and inviting, allowing transparency into the spaces and adding to the spillover of light and activity.

Goal #4

To keep the Student Government Assemblies and the Student Life/ Activities Offices in adjacent areas/ close proximity to encourage cooperation and collaboration.

- The southwest quadrant of the third floor has long been recognized as the Student Life/ Activities and Government "neighborhood" of the building. In response to the need for flexibility and growth opportunity, and with respect to the aforementioned goals and variables, the entire southwest quadrant (floors 1, 2 and 3) should be identified as this future neighborhood from a planning standpoint. As spaces become available, consideration will be given to growth needs, contiguous spaces and representation.

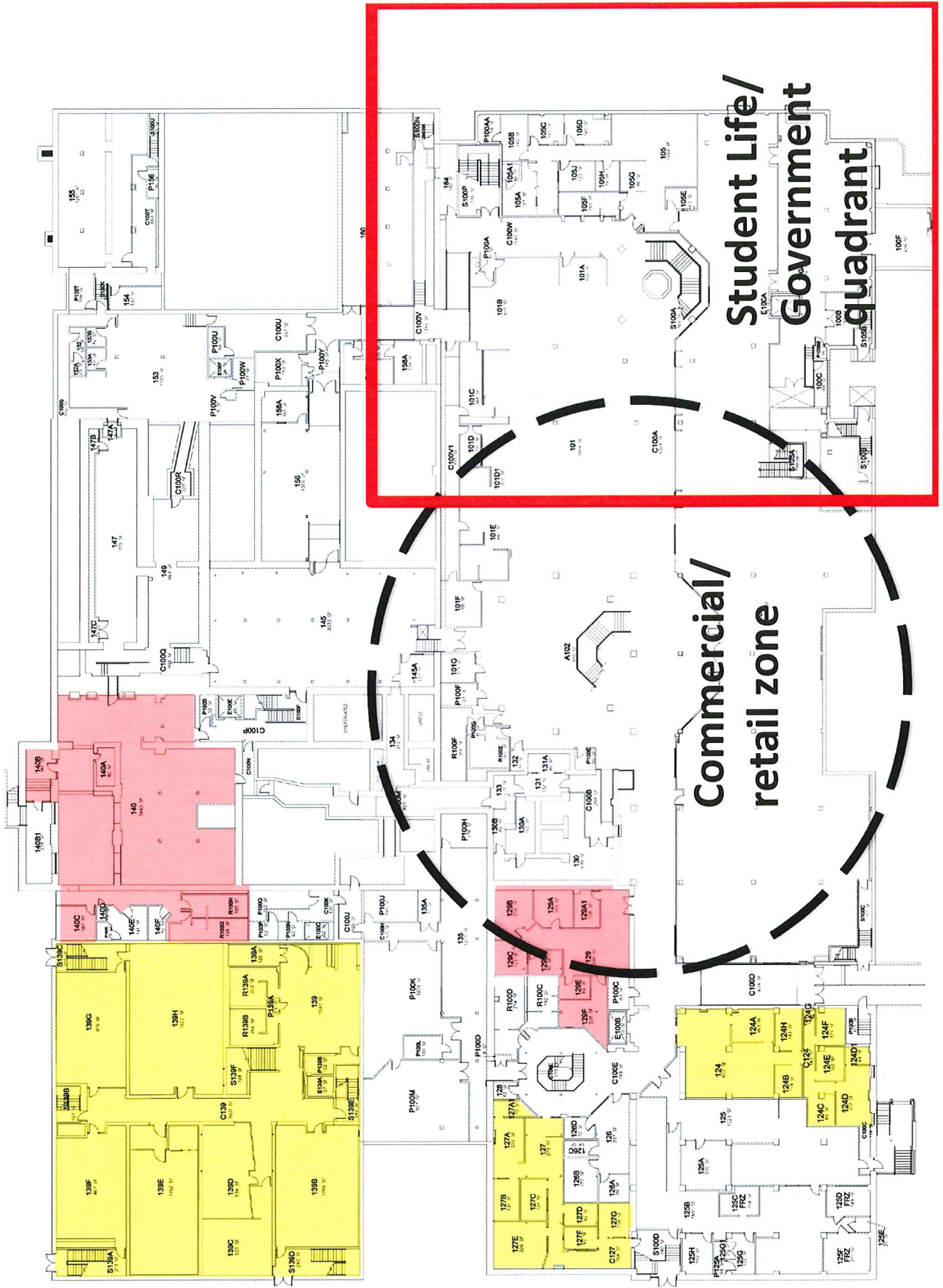
This creates responsiveness for future growth and accommodates the need for adjacency and proximity on an expanded level. This also incorporates the potential move of CCD to the second floor (identified in goal #2).

- It should be recognized that these zones are conceptual and that SACAB retains the responsibility to work with AHEC administration in achieving these long-term goals.

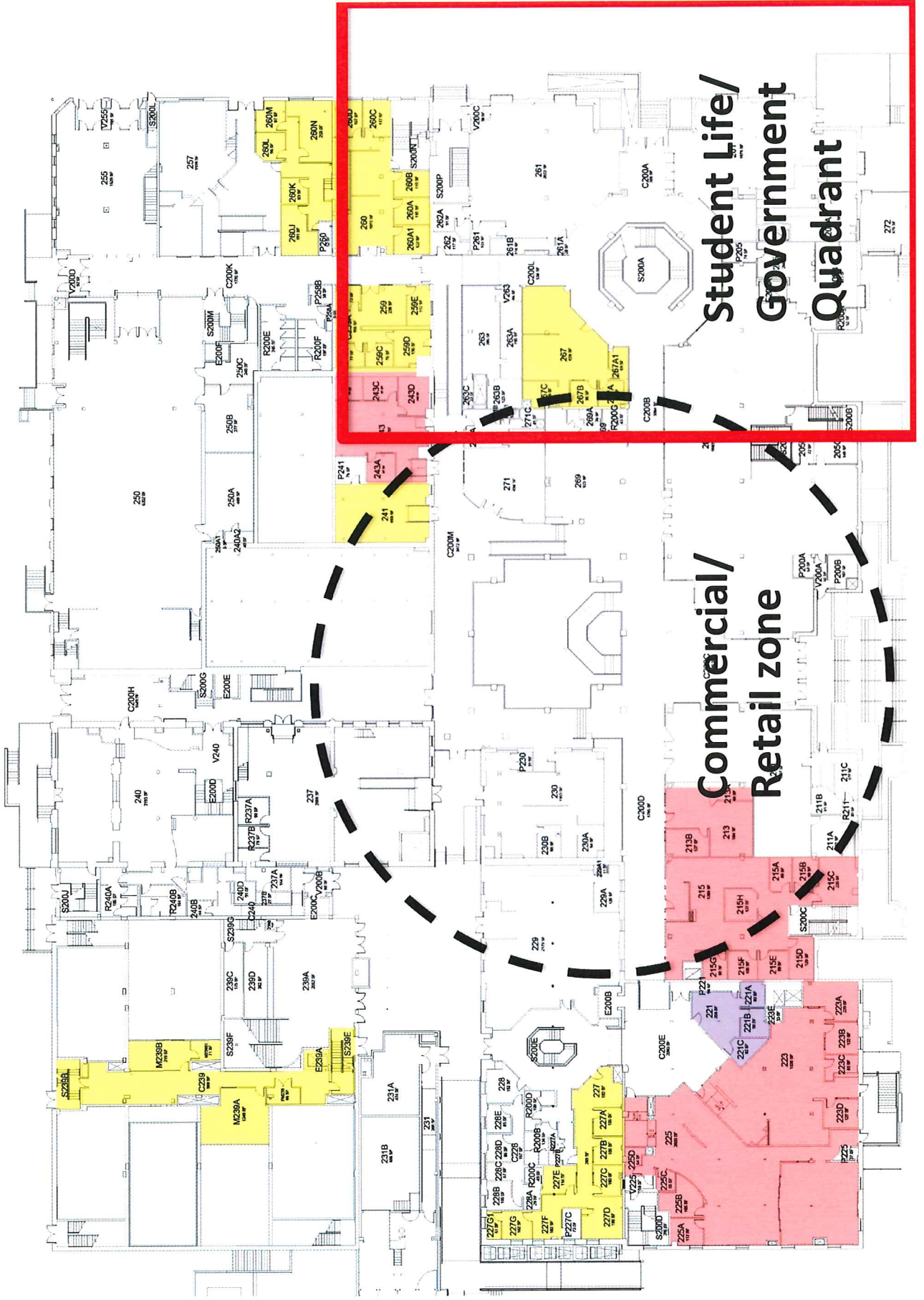
SACAB Vote: 02-10-17

AEC: 02-14-17

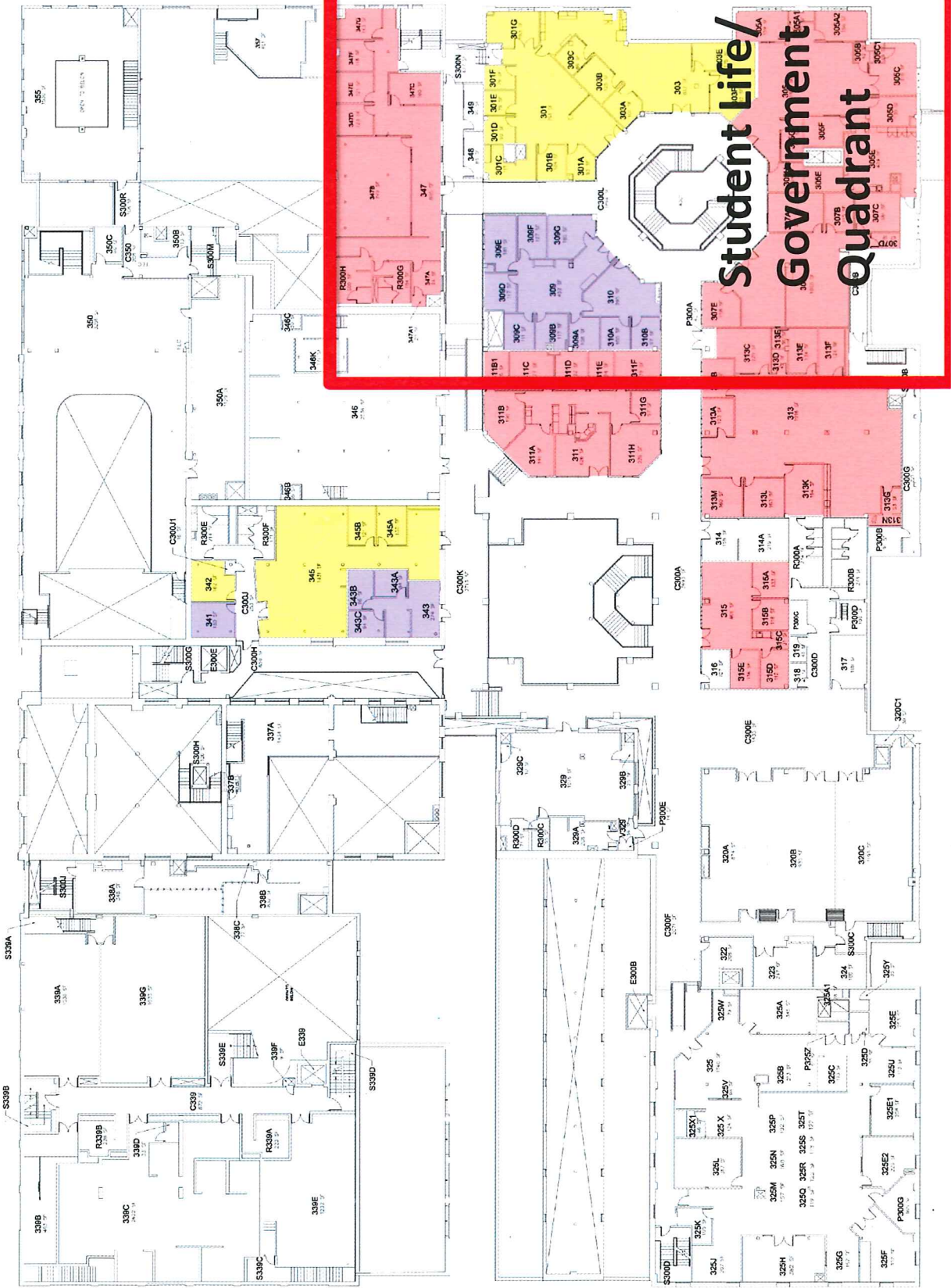
TIVOLI STUDENT UNION - FLOOR 1 - INSTITUTIONAL SPACE



TIVOLI STUDENT UNION - FLOOR 2 - INSTITUTIONAL SPACE



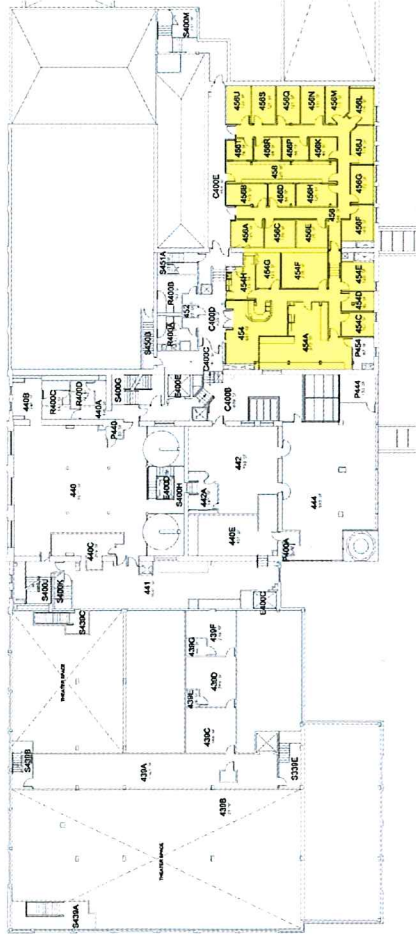
TIVOLI STUDENT UNION - FLOOR 3 - INSTITUTIONAL SPACE



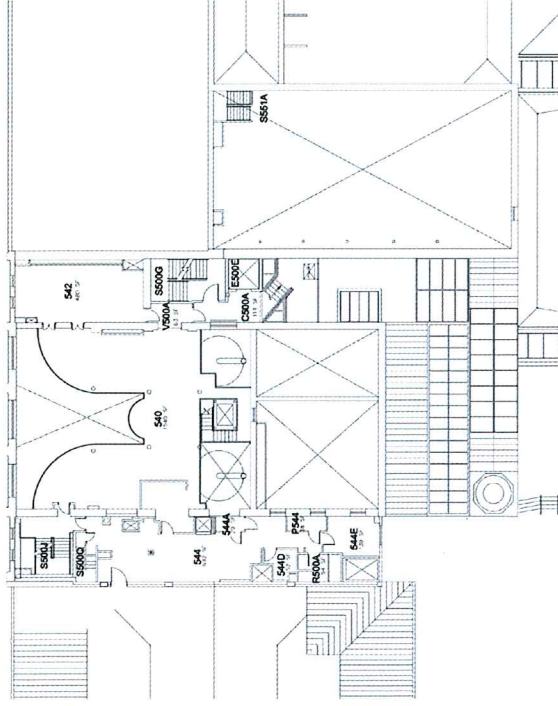
Student Life/
Government
Quadrant

TIVOLI STUDENT UNION - FLOORS 4-7 - INSTITUTIONAL SPACE

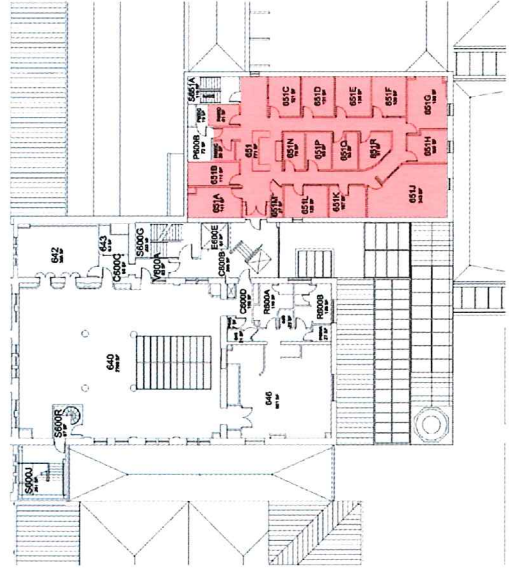
FLOOR 4



FLOOR 5



FLOOR 6



FLOOR 7

