



UNIVERSITY OF  
**SOUTH CAROLINA**

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UNION

# Campus Master Plan Update

Final | January 2025

*Prepared by:*  
BOUDREAUX

# CAMPUS MASTER PLAN

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# ACKNOWLEDGEMENTS

The BOUDREAUX Team is grateful for the leadership and the insight provided by members of the Planning Advisory Committee. Each member generously shared time and heartfelt opinions and visions for the creation of this master plan. USC Union is blessed to have the dedicated support and unwavering commitment of this group. This master plan update is a testament to their vision and to the continuing impact this campus will have in shaping lives and elevating the community.

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# MASTER PLAN PURPOSE

The USC Union master plan will provide an updated roadmap for designing, developing, budgeting, and implementing projects to enhance the physical environment of the campus – facilities and the landscape. The master plan encompasses all properties currently owned by the Commission or the University but focuses on the main campus in downtown Union.

The master plan addresses the Laurens Location with recommendations to enhance the presence of and entry to the campus. Through a separate project, renovation designs are underway to expand the academic and athletic offerings at this campus.

While the plan will document ideas shared to improve academic, athletic, social, and civic programs, the master plan is a vision for the physical campus.

## Process

The master planning process began in May 2024 with tour of all USC Union campuses and facilities and the initial PAC meeting. Over the following months, stakeholders provided input, and the PAC reviewed recommendations and various master plan options. The draft master plan was presented in December for final PAC review. This master plan reflects the input of the university community as well as the greater Union community.

May 6, 2024	Campus Tours, PAC Meeting
June 10	Stakeholder Meetings
August 13	PAC Meeting
September 4	USC Union Team Plan Review
September 24	USC Union Leadership Team Plan Review
October 21	PAC Review of Master Plan
November 5	Dr. Elkins, Palmetto College Chancellor, Plan Review
December 3	PAC Final Plan Review
January 2025	Final Campus Master Plan Complete

# EXISTING CAMPUS REVIEW

The BOUDREAUX team visited each campus and each facility, evaluating general conditions as observed during walk throughs of all spaces. Keith Ballington, Director of Operations, provided valuable insight into the uses, needs and capital planning for all facilities.

Input from the Planning Advisory Committee and stakeholders illuminated space and programming (academic and student support/activities) needs as well as potential opportunities between the university and the local community.

BOUDREAUX, through many years of working on the campus, brought a seasoned knowledge of long-held ideas and needs (2010 Master Plan) and the commitment of campus leadership to intentionally implement projects as resources allow. The master plan acknowledges the vision and progress since 2010. It recalibrates priorities to address current challenges while celebrating the spirit of community collaboration and potential to advance the vision, purpose and impact of this university.



Central Building

# USC UNION ASSETS

- Local, accessible, affordable, safe, personable, and welcoming for all
- One of the highest percentages of graduation rates in the Palmetto College system
- Resources available to students: technology, exceptional faculty and staff, mentorship, travel abroad, research opportunities
- Low Student: Faculty ratio (18:1)
- Exceptional outcomes in preparing students to succeed at home and wherever they want to go
- Location in the heart of downtown Union
- Collaboration and partnership with Union County schools for dual enrollment and Early College
- Soccer #2 GPA for athletes in the nation. (Harvard is #1.)
- Well-maintained facilities
- Local access to Bachelor's degrees through USC Columbia, USC Aiken and USC Upstate



# USC UNION CHALLENGES

- Lack of food service: Students consider the campus a food desert – have to bring from home, drive to pick up food or have food delivered, which is expensive for students.
- Lack of quality and affordable housing for students and faculty within and near downtown (walkable).
- Lack of investment (public and private) and vitality in downtown: retail, restaurants, entertainment, services, placemaking.
- Lack of social and extracurricular programming for students – activities to keep them on campus longer and to help build community.
- Lack of physical appeal (buildings and landscape): does not convey an innovative campus environment.
- Lack of third places, where students, faculty and staff (and the local community) can meet and socialize.
- Lack of on-campus childcare, healthcare and other support services.



# ENROLLMENT

2030 Student Enrollment Goal: 1,600

Understanding current enrollment and projected future growth in student enrollment are key to planning future space and specific facilities needs. USC Union is an invaluable resource for the greater Union County region, providing accessible and affordable educational and career opportunities. Beyond the formal campus and the virtual teaching environments, USC Union opens doors to international travel, research, athletics, and high-growth careers critical to the local and state economies.

USC Union has continued to serve an increasing number of students over the past decade, including a headcount of **1,353 students in Fall 2024**. This includes traditional, non-traditional, students pursuing remote degrees through USC Columbia, USC Aiken and USC Upstate, and dual enrollment populations of students taking USC Union courses. Over the next five years, USC Union aims to grow enrollment to well over 1,600 students taking USC Union courses, which includes both the Union campus and the USC Union Laurens Location in Clinton.

With 75 faculty members, the university enjoys an exceptional student/faculty ratio of 18:1.

In addition to students taking USC Union courses as part of the associates degree curriculum, USC Union also serves students pursuing various bachelor's degrees on campus or online through collaborative partnerships with USC system comprehensive campuses. This includes USC Aiken students completing their B.S. in Nursing degree on the Union campus, USC Upstate students completing their B.A. in early childhood, elementary, or middle level education on the Union campus, and USC Columbia students completing a variety of Hospitality, Retail and Sport Management (HRSM) bachelor's degrees at USC Union Laurens Location.

Additional similar opportunities in different disciplines continue to be developed as USC Union moves forward. Also, there are numerous opportunities for students to pursue bachelor's degrees without leaving Union or Clinton through Palmetto College. This can include in person coursework for the B.A. in Organizational Leadership or Liberal Studies, alongside the more than two dozen online degree completion options awarded by the comprehensive campuses in Aiken, Beaufort, Upstate, and Columbia.





# SPACE UTILIZATION

One of the first steps in master planning is determining the existing space utilization. Space is calculated by Gross Square Feet (GSF), which accounts for the total floor area (walls, individual spaces, and infrastructure such as restrooms, mechanical, electrical, corridors, stairs, elevators).

The focus of recommended new facilities is on the main campus; therefore, the master plan assessed the existing space and the projected space needs for the Union campus only. The Union campus has 90,211 GSF of existing space (*Table 1*).

The Laurens Location facility provides significant space for the growth of academic and student support programs. Improvements to the Laurens Location are underway but will require dedicated funding in the future to complete renovations as programs and enrollment continue to grow.

With a track record of increasing student enrollment, growing from 400 students in 2010 to 1,353 students in 2024, USC Union is poised to implement a recommendation of the 2010 Master Plan: **conduct a facilities space utilization master plan**. This master plan update provides facilities recommendations based on assumptions of existing space relative to industry standards and space deficits for student programming and services. A detailed space utilization will project specific space needs such as classroom, labs, offices for the projected student enrollment.

Existing Space Utilization	
Buildings	Total GSF
Campus Bookstore	5,123
Founders House	1,164
Main Building	25,753
Whitener (Central)	23,305
Truluck	11,093
Maintenance Building	1,761
Maintenance Shop	574
Science & Nursing (Rippy)	9,730
Student Services	4,543
Nursing Sim Labs	7,165
<b>Total Existing GSF</b>	<b>90,211</b>

Table 1

# SPACE UTILIZATION

The USC Union space needs assumptions are based on an adjusted space standard for major research institutions to reflect the regional campus focus and offerings. USC Union is not a research institution and does not have on campus housing or Division 1 athletic teams or facilities. The adjusted standard provides a SF/student for institutional planning, which includes space designated for academic, administrative, athletic, library, student life, and general support (*Table 2*).

For USC Union, the master plan evaluated if the current space meets the standard. With the planning assumption of 677 students (50% of total enrollment to account for the number of students using campus facilities at a given time) and applying the space standard of 326 GSF per student against the existing space (*Table 1, page 9*), the plan rightsized what the existing space should be: 220,702 GSF (*Table 2*). The existing space is applied to the rightsized space to determine the space deficit.

Table 2

Projections (Non-Residential Space <sup>1</sup> )	Proposed GSF <sup>2</sup>	Current Students on Campus (average) <sup>3</sup>	Current Total GSF	Current GSF per Student	Rightsize GSF Student Space per Standard
GSF Standard per Student	326	677	90,211	133	220,702
<b>GSF space deficit for current enrollment</b>					<b>(130,491)</b>
<sup>1</sup> Space designated for uses such as academic, administrative, athletic, library, student life, and general support.					
<sup>2</sup> Based on the adjusted average space standard per students of major research institutions.					
<sup>3</sup> Estimated: 50% of total student enrollment of 1,353					

Space Needs	
Current Total GSF	90,211
Rightsize GSF per standard	220,702
<b>Existing GSF Deficit</b>	<b>(130,491)</b>

Table 3

**The USC Union campus has a space deficit of 130,491 GSF to meet the needs of existing students** (*Table 3*).

# SPACE UTILIZATION

This space deficit accounts for, among many needs, the lack of student activity and services space such as food service, health services, the lack of necessary space to support the expanding athletics such as a right-sized multi-purpose gym, lack of academic space such as visual arts studios, library (on campus), performing arts facilities, and campus support facilities such as maintenance, fleet parking, central plant, and storage. The master plan recommends short-and long-term projects to address this current space deficit.

Recommended new facilities for the USC Union campus are:

- Renovation of and repurposing the **Martin Building** on Main Street adjacent to campus
- A new **Convocation Center** to serve as a multipurpose facility for athletics, meetings, orientations, graduations, classrooms, and other large campus and community events.
- A new **Maintenance and Facilities Building** to consolidate offices, storage, parking and provide more functional space for maintaining the physical plant of campus.

These facilities are described and illustrated on the following pages.

Space Needs After Construction of Recommended Facilities	
<b>Rightsize GSF per standard</b>	<b>220,702</b>
<b>Current Total GSF</b>	<b>90,211</b>
<b>Proposed Total GSF</b>	<b>53,403</b>
<i>Martin Building GSF</i>	<i>13,466</i>
<i>Maintenance &amp; Facilities GSF</i>	<i>6,064</i>
<i>Convocation Center GSF</i>	<i>33,873</i>
<b>Total GSF Space Current /Proposed</b>	<b>143,614</b>
<b>Remaining GSF Space Needs</b>	<b>77,088</b>

Table 4

These new facilities will begin to address the existing space deficit and the academic and student services spaces needed and desired on the campus, as presented in *Table 4*. These facilities will elevate the existing campus and provide a unified and vibrant college experience, build the sense of community among USC Union students, faculty and staff, and enhance the connection with the larger Union community.

# USC UNION OPPORTUNITIES

- Enhance the student experience to attract more traditional students – beyond athletes and nursing.
- Create a more cohesive campus through greenspace and the architecture.
- Elevate the college experience with on-campus food and beverage offerings.
- Create a college town environment throughout the city with branding, promotion, wayfinding signage, and programming.
- Nurture a strong alumni program and network.
- Strengthen the existing community partnerships into a formal Town & Gown organization focused on university support and promotion, economic development, downtown revitalization, and becoming a destination college town.
- Incorporate student programming at the vacant Faith/White Streets property and connect to the campus.
- Connect the campus to Foster Park.
- Take advantage of the 60<sup>th</sup> Anniversary to promote the vision and master plan recommendations and to enhance alumni and community support.



# SUMMARY of STAKEHOLDER INPUT

Throughout the master planning process, BOUDREAUX met with various campus leaders and stakeholder groups to gather their opinions for the future of USC Union and to review master plan recommendations. The BOUDREAUX team is thankful for the time and ideas shared by the following groups.

- The Planning Advisory Committee
- Dr. Susan Elkins, Palmetto College Chancellor
- USC Union Leadership Team
- Stakeholder Groups
  - Faculty and Staff
  - Athletics Department (coaches and staff)
  - Union/Laurens Commission on Higher Education
  - Students
  - Alumni

Regardless of affiliation, the ideas and vision of all groups were very similar and served as the foundation for the master plan recommendations and in understanding the assets, challenges, opportunities and needs for the campus. Without a doubt, USC Union is a beloved institution that has and will continue to impact the prosperity of the university community and the regional community.



# SUMMARY of STAKEHOLDER INPUT

## USC Union's Value Proposition

- Close to home and a sense of family
- Small student-faculty ratio
- Supportive learning environment
- Students hold each other accountable.
- Two-year home to figure out long-term plans
- Cost-effective
- Small, safe campus with access to large university assets
- As a university, academic rigor is first and foremost for all students.
- Top notch faculty and staff who go out of their way to teach, mentor and assist students and stay in touch with them when they leave.
- Serving the world now (international students) from our community.
- “You are not a student number. We will know you by name, and you will know us.”
- USC Union's outcomes are top notch.

As shared by a member of the PAC, “The original mission still holds true:  
*to provide an affordable education for the community to help students  
become better and more knowledgeable human beings.*”

## One Word

Stakeholders shared the first word that comes to mind when they think of USC Union.

Changing Lives  
Anchor Union Athletics  
Quaint Supportive Thriving  
Great Corner Student-centered  
Striving Innovative Partnerships  
Opportunities

These values and words affirm the important role this university serves in meeting the educational and career needs of the greater Union community. As shared by one stakeholder, “USC Union prepares students to go out into the world and succeed.”



# STAKEHOLDER COMMENTS

## Priority Needs

- Large, multi-purpose facility to host campus and community events/gatherings
- More places for students to gather and create community
- Student housing (private sector)
- Food service/cafeteria for students
- Student health and wellness center
- Additional classrooms, faculty offices and study spaces
- Connection to downtown: things to do, places to eat and shop, recognition of community pride for USC Union, walkability
- Connection to and use of Faith/White Oak property
- Connect the campus to the library
- Facilities and grounds maintenance facility and fleet parking
- Athletics support space for all sports (training, strength, locker rooms, office, visiting teams' accommodations)



# 2024 MASTER PLAN RECOMMENDATIONS

To make USC Union a great college experience, the administration needs to **create a vibrant and connected college campus environment and community**. The students, faculty and staff deserve no less than this.

A college campus is more than buildings for teaching or running an institution. A college campus is a place where people, ideas and opportunities connect and flourish. A vibrant campus is the product of well-designed buildings, informal and formal learning spaces (inside and outside), services and programs to engage and care for students, and partnerships and support from the local community.

This master plan recommends several projects to elevate the college campus environment. In addition, the master plan recommends strategic partnerships to provide the social and community framework for students, faculty, staff and local residents to thrive.

## The USC Union campus needs to look, feel and act like a college campus.

The following projects can elevate the sense of community on campus, improve the physical appearance of campus and instill a higher sense of school and civic pride in this beloved college. **As projects are implemented, make every effort to bury utility lines.**

- CATALYST PROJECTS AND INVESTMENTS
- CATALYST COMMUNITY PARTNERSHIPS



## Vision

The Vision and the Guiding Principles are the North Star and guideposts for the master plan implementation journey. As the University works to achieve the vision, the guiding principles will challenge University leaders to commit to projects that live up to the principles.

The Vision will inspire the pursuit of the catalyst projects, investments and community partnerships and future projects and programs.

The Guiding Principles will direct the implementation of the catalyst projects, investments and community partnerships.

**2025 will mark the 60<sup>th</sup> anniversary of USC Union.** This is a laudable moment in the university's history and can serve as a meaningful opportunity to promote Vision 2030 and to kick-off and celebrate master plan projects.

# VISION 2030

The education received at USC Union is transformative and inspires students to become better and more knowledgeable human beings who contribute to and impact their communities throughout their lives.

The **1,600 students** (Main campus and Laurens Location) are engaged in campus life through meaningful social activities, welcoming gathering places, affordable and quality student housing adjacent to campus, campus dining, athletic programs and cultural events.

USC Union is a major contributor to the vibrant downtown Union economy with its academic and retail presence on Main Street.

USC Union is an innovative leader in developing the region's economy and in meeting the needs of new businesses and industries (labor, research, outreach).

## Guiding Principles

- USC Union is an affordable and exemplary educational opportunity for the community, the region and beyond Union County.
- The USC Union campus is welcoming, accessible, safe, and exudes a sense of a college community.
- USC Union collaborates with the broader USC system, the City of Union, the City of Clinton, Union and Laurens Counties, and the Union County School District to enhance students' college experiences.
- USC Union is a connected community that elevates opportunities to live, learn, play and prosper for students, faculty and staff, and residents of the region.

*USC Union is a place to...*



**LIVE**



**LEARN**

**PLAY**



**PROSPER**



## 2024 MASTER PLAN IMPLEMENTATION: CATALYST PROJECTS AND INVESTMENTS

The most important next step for USC Union leadership is to begin implementation of the master plan recommendations. The university has advanced numerous projects over the past several years, which have improved the utilization and aesthetics of facilities, increased student enrollment, strengthened community partnerships, and provided much-needed student space, such as the Bookstore and Student Center, a new softball facility, and the Nursing Sim Lab, and the Rippy Courtyard.

To begin, Palmetto College leadership supports the following projects for immediate implementation.

- Renovation of the Martin Building: This will have an immediate impact on student services and gathering places, such as food service. Also, this will continue to elevate the university's impact on Main Street.
- Unify the Union Campus and Laurens Location with signs that promote the new brand and establish the main entrances into both campuses.
- Celebrate and promote the 60<sup>th</sup> anniversary of USC Union with new signs and branded banners all along Main Street, thereby confirming Union is a college town.

While this master plan presents a long-term view, implementation should be focused on the next five years... **2030.**

By 2030, many of the recommended projects should be underway or completed. The Implementation Framework on the following page provides a timeline for starting and phasing projects.

The Convocation Center is a long-term project; however, now is the time to start the planning, to build and strengthen University (USC administration and Board of Trustees) and local support (Union/Laurens Commission for Higher Education, Union County, Union County School District, Laurens County, and the legislative delegation). Now, is the time to design the facility and to understand costs and funding and partnership opportunities.

The 60<sup>th</sup> anniversary celebrations, the Master Plan Vision, renderings of the Convocation Center, and plans for the Martin Building will demonstrate USC Union is planning for success and greater impact over the next 60 years.

**Begin.**

# MASTER PLAN IMPLEMENTATION FRAMEWORK: CATALYST PROJECTS AND INVESTMENTS

**First Step (immediately): ADOPT THE MASTER PLAN**

## 12 months

- . Convene a partnership to create a trail that connects downtown and the campus to Foster Park (*2010 Master Plan*)
- . Identify funding and begin the design process for the Martin building, Convocation Center, campus green, new parking lot, addition to Truluck, and maintenance facility
- . Determine reuse of the brick storage building.
- . Install a new campus entry sign at the Laurens Location.
- . Add university logo and Bantam brand on the Laurens Location building.

## 12-18 months

- . Produce a campus facilities master space plan.
- . Begin renovation of the Martin building as a multipurpose space: dining, group exercise, faculty offices, conference rooms, athletics administration suite, outdoor seating and landscaping.
- . Begin design and construction of baseball fieldhouse at the Jonesville Athletic Complex.
- . Begin construction of the addition to Truluck.
- . Design the new Laurens Location entry, greenspace and parking.

## 18-24 months

- . Begin construction of new maintenance facility.
- . If established as a state project with funding, begin construction of Phase 1 of the Convocation Center, campus green and new parking lot.
- . Program and design plan for Faith/White Oak property.
- . Construct the new Laurens Location entry and greenspace.

## 2-3 years

- . Begin construction of Phase 2 of the Convocation Center, if finding is secured.
- . Renovate the brick storage building as the new art studio (if deemed feasible).
- . Update the campus master plan to reflect implemented campus improvements and enrollment growth.

## 4-5 years

- . Based on the facilities master space plan, increased student enrollment and new academic programs, consider design and construction of a new academic building to meet the space needs of the campus. (*2010 Master Plan*)

## CATALYST COMMUNITY PARTNERSHIPS

### Immediate, by April 2025... 60<sup>th</sup> anniversary projects

- Convene and commission a USC Union Town and Gown Partnership to leverage resources, advocate for the needs of USC Union students, faculty and staff and pursue public/private partnerships to perpetually advance the mission of USC Union and the prosperity of Union and Laurens counties, particularly economic development needs and opportunities in downtown Union.

### 12 months

- Convene a task force to explore housing challenges and opportunities for the USC Union community.

### Student Housing

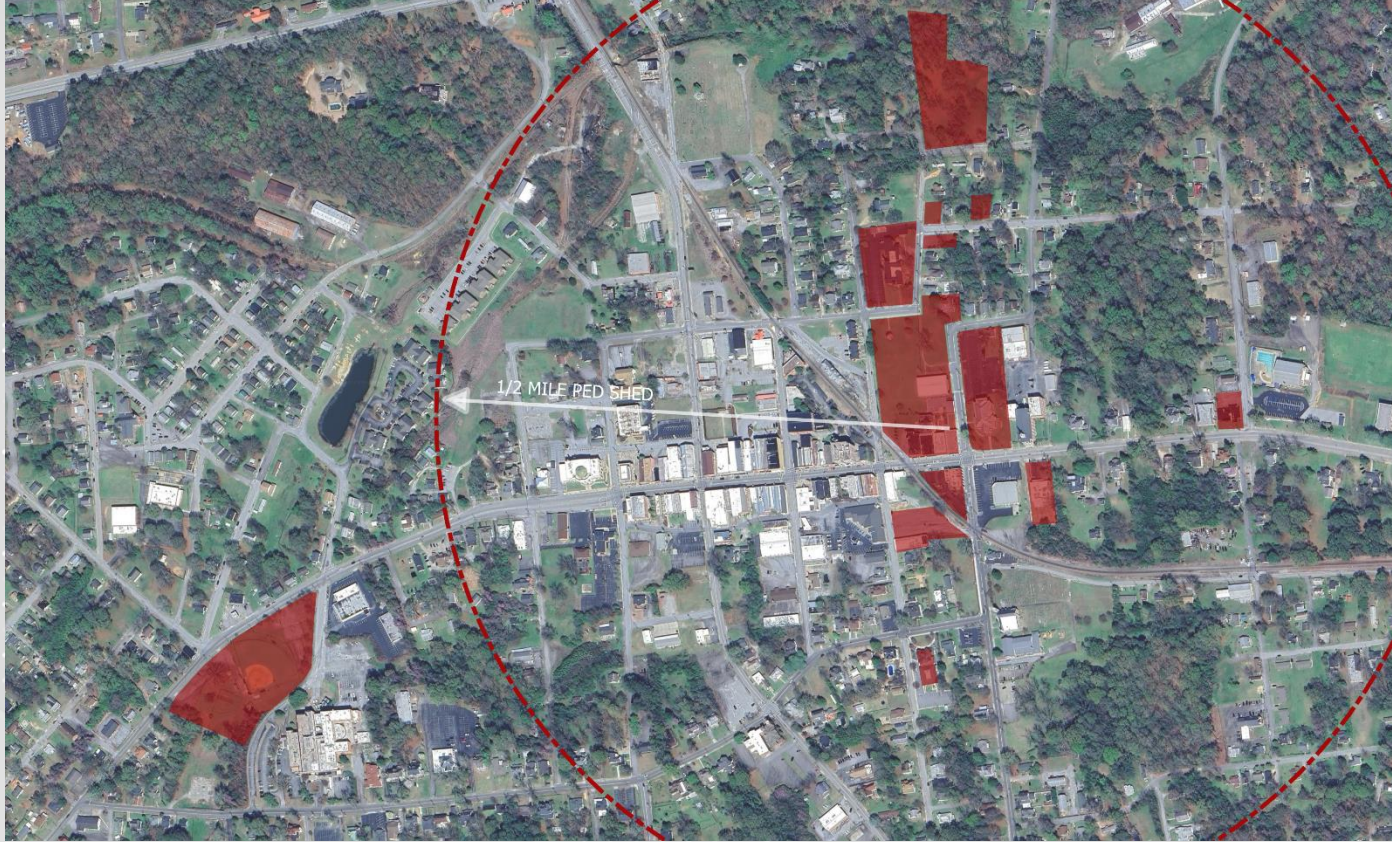
Students and faculty shared the lack of affordable and quality housing near campus is a critical need for recruiting and for creating a vibrant campus and real college experience. Currently, the private sector is providing 100 beds for USC Union students around the city with more beds coming over the next two years. As enrollment increases, more housing will be needed, particularly in downtown (within the ½ mile ped shed of campus). Converting downtown properties and renovating existing residential properties can be a win for both the private sector and the university.



The historic Fair Forest Hotel on Main Street will be renovated for student housing.

### Private Sector Housing in Downtown Union

- Fall 2025: 40 beds coming online on Main Street.
- Fall 2026: 140 beds coming online on Main Street.

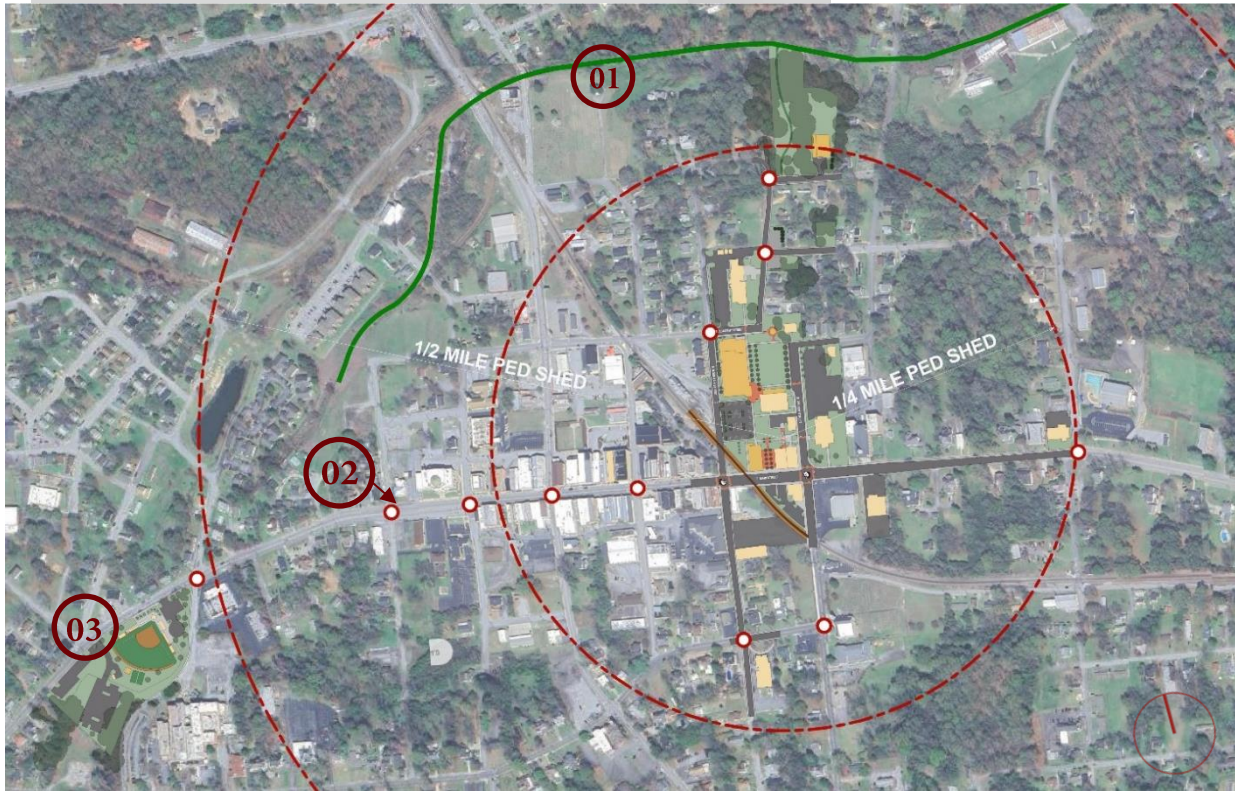


## Union Main Campus

Downtown Union and the USC Union campus are the core of the City of Union, a seamless place and asset. Downtown Union, with several blocks of beautiful and well-preserved historic commercial buildings, is prime for redevelopment to support and enhance the quality of life and prosperity for residents, business owners, and the USC Union community. The downtown's and the university's assets are within a ½ mile ped shed (8-15-minute walk), making this district a viable and walkable college town experience.

Capitalizing on and branding this district will advance USC Union and the City of Union.

# USC UNION – MAIN CAMPUS



## PROPOSED CAMPUS PLAN

- 01 City trail from Foster Park to downtown
- 02 Branding opportunities at intersections around campus
- 03 Proximity of new softball field and amenities to main campus

Ped shed: a radius distance that can be walked at a typical pace

- 0 Intersection enhancements: Opportunities to brand intersections (Bantam logo, USC Union banners), install signage directing to campus and the softball field, create branded and tactical crosswalks for pedestrian safety. Main Street can tell the city's and the university's stories.

# USC UNION – MAIN CAMPUS

## PROPOSED MAIN CAMPUS MASTER PLAN



The campus master plan focuses at two goals: 1) creating a cohesive, identifiable campus with places for students, faculty and staff to gather and have a college experience; and 2) creating a seamless connection with downtown Union, which can encourage Union to invest in becoming a vibrant college town.





# USC UNION – MAIN CAMPUS



## PROPOSED CAMPUS PLAN

- 01 City Trail from Foster Park to Downtown
- 02 Pedestrian Connection to Trail
- 03 New Facilities & Maintenance Building
- 04 Expanded parking area
- 05 Relocated gazebo
- 06 Campus Green
- 07 Convocation Center
- 08 New parking lot
- 09 Truluck Outdoor 'Porch' Seating
- 10 Renovations to Martin Building & Courtyard
- 11 Main Street Branding & Crosswalks  
Resurface Existing Parking Lots & Bury  
Campus Infrastructure (not shown)

## BIG BOLD RECOMMENDATIONS

The big, bold master plan recommendations are a new Convocation Center, a Campus Green and renovated Martin Building. These projects will address many of the priority needs and set the university on an exciting path to bringing the Vision to life:

*The 1,600 students (Main campus and Laurens Location) are engaged in campus life through meaningful social activities, welcoming gathering places, affordable and quality student housing adjacent to campus, campus dining, athletic programs and cultural events.*

### Priority Needs

- Large, multi-purpose facility for campus and community
- Places for students to gather and create community
- Food service
- Student health and wellness center
- Additional classrooms, faculty offices and study spaces
- Connection to downtown

## CONVOCAATION CENTER, CAMPUS GREEN & MARTIN BUILDING



The renderings and space programs on the following pages illustrate how these facilities will elevate the physical beauty and spirit of the campus while impacting the vitality of downtown and enhancing community partnerships.



# USC UNION – MAIN CAMPUS

## FACILITY SPACE PROGRAM

### Martin Building Renovations

Space	FTE	NSF per FTE	Total NSF
<b>Dining (Level 1)</b>			
BOH Kitchen	1	1,700	1700
Dining Seating	1	1,400	1400
Staff Restroom & Lockers	1	225	225
	<b>Sub-total NSF</b>		<b>3,325</b>
<b>Educational Spaces (Levels 2 &amp; 3)</b>			
Classrooms	4	750	3000
Meeting Rooms	2	400	800
Faculty Offices	14	150	2100
Staff Lounge	2	225	450
Copy/Workroom	2	150	300
	<b>Levels 2 + 3 Sub-total NSF</b>		<b>6,650</b>
		<b>Total NSF</b>	<b>9,975</b>
		<b>35% Grossing Factor</b>	<b>3,491</b>
	<b>Total Building GSF</b>		<b>13,466</b>

### Campus Maintenance and Facilities

Space	FTE	NSF per FTE	Total NSF
<b>Facilities &amp; Maintenance Building</b>			
Offices	2	150	300
Workshop	1	600	600
Equipment Garage / Storage	1	1300	1300
Secured Fireproof Storage	1	64	64
			0
	<b>Sub-total NSF</b>		<b>2,264</b>
<b>Storage Building</b>			
General Storage	8	200	1600
High Bay Storage	1	500	500
Athletic /Intramural Storage	2	64	128
			0
	<b>Sub-total NSF</b>		<b>2,228</b>
	<b>Subtotal Net Area Requirements (NSF)</b>		<b>4,492</b>
	<b>35% Grossing Factor</b>		<b>1,572</b>
	<b>Total Gross Area Requirements (GSF)</b>		<b>6,064</b>

# USC UNION – MAIN CAMPUS

## MARTIN BUILDING & CAMPUS ACTIVITIES

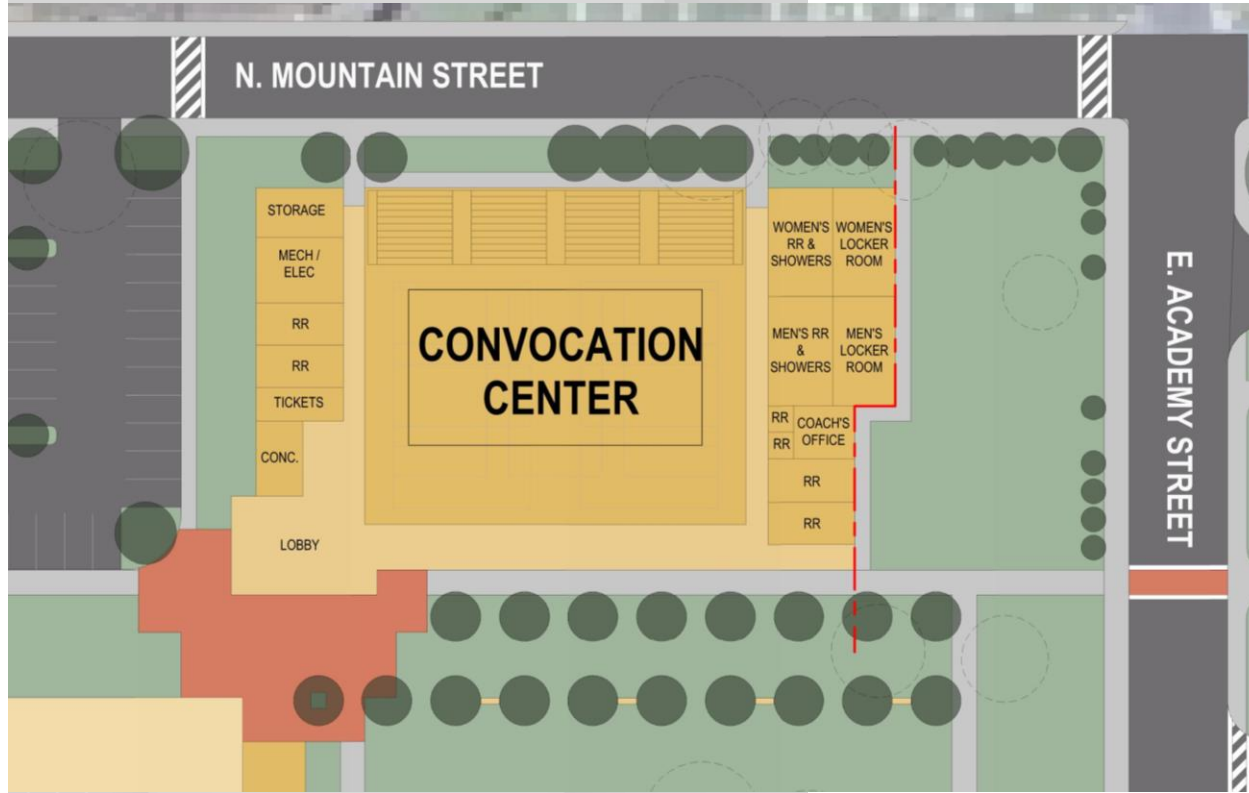


The Martin Building is proposed to be renovated as a center for campus activities. This will include a café and seating on the ground floor with classrooms, faculty and staff offices, and meeting spaces on the second and third floors.

The recommended courtyard is planned where the existing dry cleaners building is slated to be demolished (in between the Martin Building and the Bookstore). This will provide an opportunity to create an outdoor activity space that can support the café with additional seating, landscaping and public art. The combination of the café, courtyard, existing student lounge, the new Rippy Courtyard, and the existing masonry building noted as “Arts Studio” can provide spaces that can be individually or collectively programmed for activities for students and the community, such as live music, lectures, student organization meetings, games, and classes.



# USC UNION – MAIN CAMPUS



## CONVOCAION CENTER

### PHASE 1

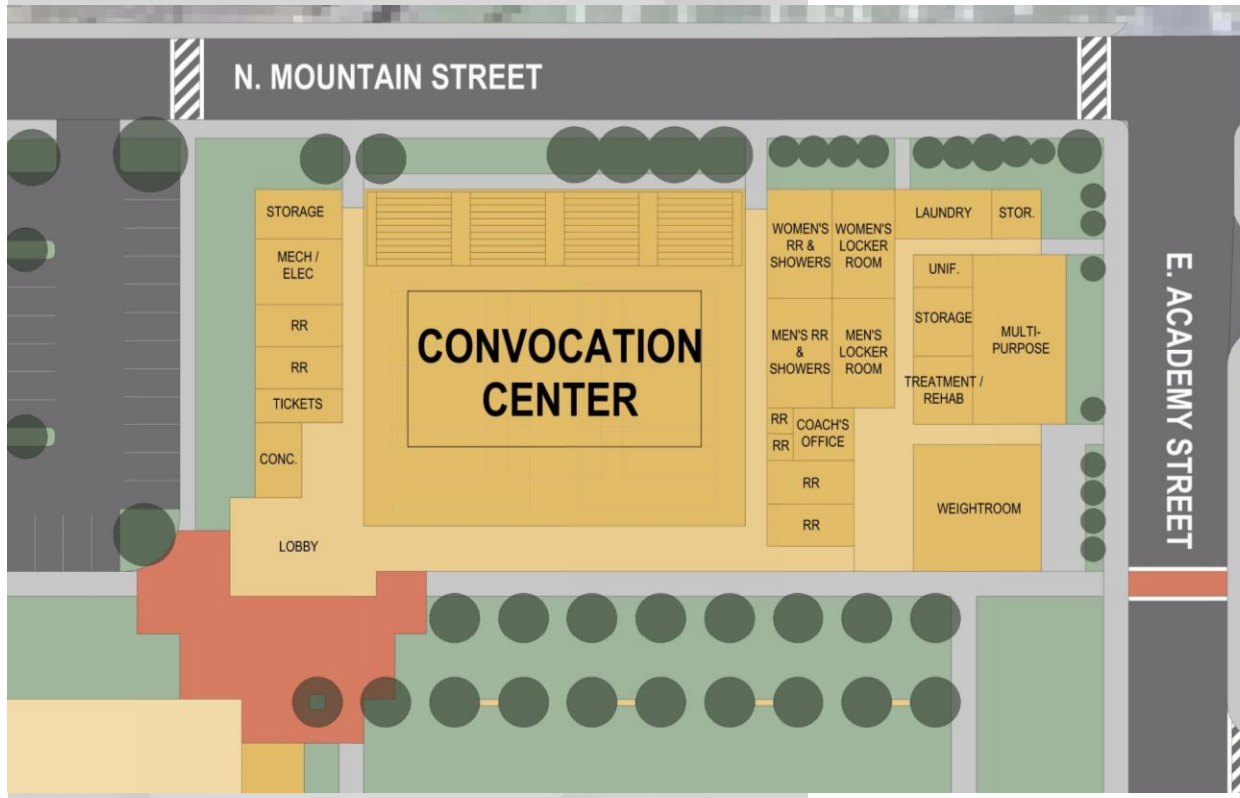
This phase will be the construction of a facility containing athletic courts with fixed bleachers, pre-function lobby with concessions and ticketing booth, locker rooms, restrooms, and associated support spaces. This phase also will include the construction of the adjacent parking lot.

### PHASE 2

The second phase (*full build out shown on the following page*) will include the addition of a multipurpose room, weightroom, treatment/rehabilitation space, as well as laundry and uniform storage areas. The multipurpose room is envisioned as an additional community asset.

# USC UNION – MAIN CAMPUS

# CONVOCATION CENTER SPACE PROGRAM



USC Union Convocation Center		33,873	
Space	FTE	NSF per FTE	Total NSF
<b>Basketball Arena &amp; Welcome Center</b>			
Reception lobby / Welcome Center	1	500	500
Ticketing	1	300	300
Courts w/ 700+/- Bleacher seats	1	12825	12825
Home Dressing Room (all sports)	24	25	600
Home Shared Shower/Toilet Room	1	500	500
Visitor Dressing Room (all sports)	24	25	600
Visitor Shared Shower/Toilet Room	1	500	500
Unisex toilet/dressing room	1	80	80
Chair / Table Storage	2	500	1000
Public Restrooms	2	400	800
Concessions	1	350	350
<b>Sub-total NSF for Basketball Arena &amp; Welcome Center</b>			<b>18,055</b>
<b>Coach &amp; Athletic Staff Offices</b>			
Shared Coaches Offices	2	120	240
Trainers & Asst Coach Shared Workspace	6	35	210
Coaches Conference Room / Staff Meeting Room	1	200	200
Female Coaches/Staff Dressing Room	2	25	50
Female Coaches/Staff Shower/Toilet Room	1	250	250
Male Coaches/Staff Dressing Room	2	25	50
Male Coaches/Staff Shower/Toilet Room	1	250	250
<b>Sub-total NSF for Coaches Offices</b>			<b>1,250</b>
<b>Additional Athletics Facilities</b>			
Weightroom	1	1,500	1,500
Equipment Storage and Repair	1	300	300
Treatment/Rehabilitation/Taping Area	1	300	300
Self serve ice distribution	1	40	40
Uniform/Equipment Prep/Distribution	1	200	200
Laundry Room	1	400	400
<b>Sub-total NSF for Additional Athletics Facilities</b>			<b>2,740</b>
<b>Meeting/Classroom Space</b>			
Multi-Purpose Classroom (Versatile)	1	1,500	1,500
<b>Sub-total NSF for Meeting Space</b>			<b>1,500</b>
<b>Support Space</b>			
Storage Rooms	3	150	450
Loading and Staging	1	200	200
<b>Sub-total NSF for Support Spaces</b>			<b>650</b>
<b>Subtotal Net Area Requirements (NSF)</b>		<b>24,195</b>	
40% Grossing Factor		9,678	
<b>Total Gross Area Requirements (GSF)</b>		<b>33,873</b>	

# USC UNION – MAIN CAMPUS

## CONVOCATION CENTER & CAMPUS GREEN CONCEPT





# USC UNION – MAIN CAMPUS

## CONVOCATION CENTER CONCEPTUAL CONSTRUCTION COST ESTIMATE



### Phase 1 Estimated Hard Costs

Building: \$14,375,000

Parking: \$350,000

**Phase 1 Total: \$14,725,000**

### Phase 2 Estimated Hard Costs

Building: \$4,325,000

Selective Demo: \$50,000

**Phase 2 Total: \$4,375,000**

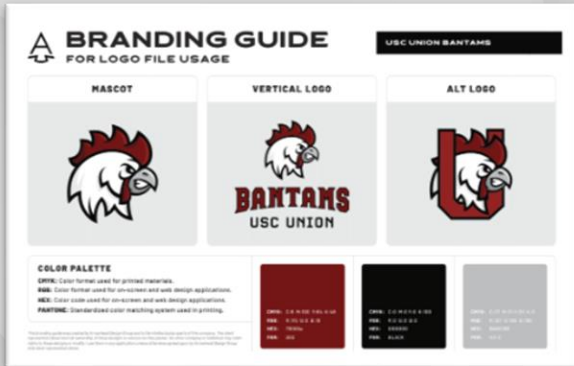
**Total Projected Hard Cost: \$19,100,000**

*Cost estimates are for construction hard costs only and based on a cost per square foot. They include only the scope of work for the Convocation Center and adjacent parking lot. Pricing does not capture soft costs, including but not limited to surveys or preliminary testing, furniture and equipment, etc. Pricing assumes a Phase 1 construction start in Q2 2026 and Phase 2 construction start in Q2 2027. The Campus Green, gazebo, and Truluck outdoor area are not included in pricing shown.*

# SIGNAGE

With the new university logo and branding, USC Union and the City of Union should *Paint the Town Bantam!* The Bantam can be screened onto the streets at the Main Street intersections at the campus boundaries and mounted as banners on light fixtures along Main Street to crow to the world, “This is Bantam Country!” And downtown Union *is* Bantam Country.

The new campus entry sign at Main and Church Streets sends a strong message: “This is a university!” Continue to direct and welcome people to campus with the branding and gateway signage.



# USC UNION – JONESVILLE ATHLETIC COMPLEX

## EXISTING CONDITIONS

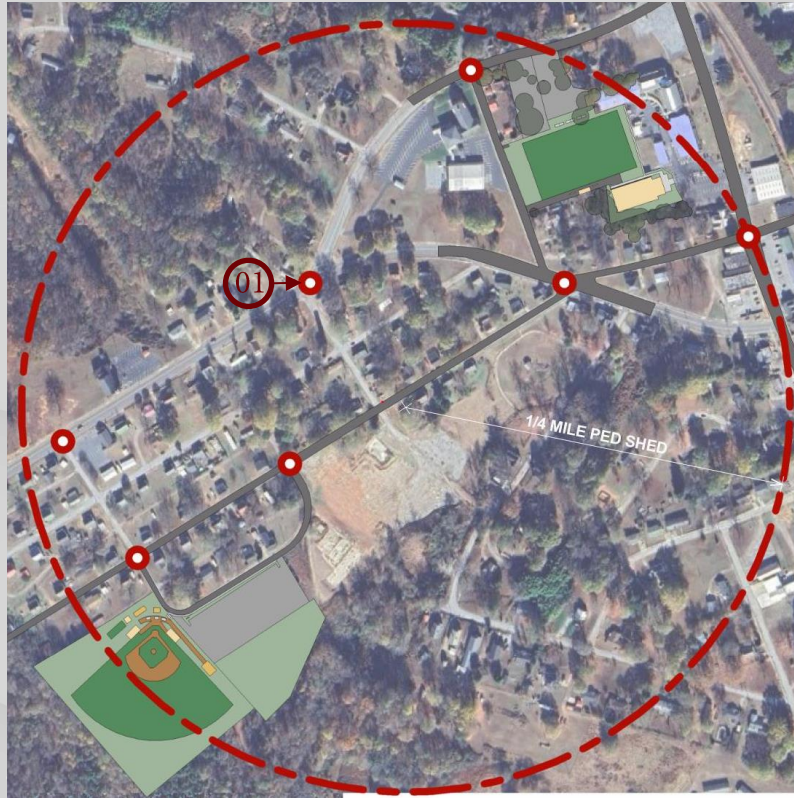


- 01 Soccer Field & Practice Facility
- 02 Baseball Field



# USC UNION – JONESVILLE ATHLETIC COMPLEX

Recommendations:  
SOCCER FIELD, PRACTICE FACILITY & BASEBALL FIELD



01 Branding Opportunities at major intersections between fields



Bantam Baseball Field

# USC UNION – JONESVILLE ATHLETIC COMPLEX



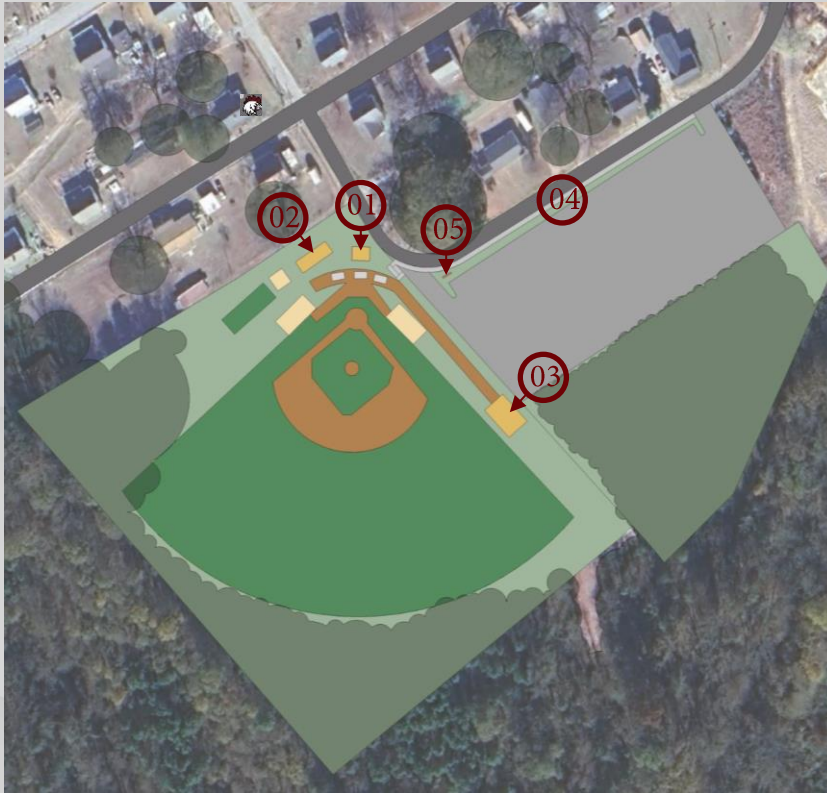
## Recommendations: SOCCER FIELD & PRACTICE FACILITY

- ① Street Front Signage
- ② Dimensional Signage & New Bantam Logo at Practice Facility
- ③ Widened Soccer Field to Regulations Dimensions
- ④ Additional Bleachers
- ⑤ Proposed Site Acquisition for Parking



# USC UNION – JONESVILLE ATHLETIC COMPLEX

Recommendations: BASEBALL FIELD



- ① Press box with Concessions below
- ② New Restrooms
- ③ Field House
- ④ Planting Strip & Sidewalk
- ⑤ Street Front Signage

USC Union Baseball Fieldhouse			
Space	FTE	NSF per FTE	Total NSF
Baseball Dressing Room	45	7	315
Showers/Toilets	1	300	300
Coach/Umpire's Dressing Room	1	72	72
Catcher's Equipment Storage Room	1	64	64
Equipment & Uniform Storage Room	1	100	100
Laundry Room	1	100	100
<b>Subtotal Net Area Requirements (NSF)</b>			<b>951</b>
35% Grossing Factor			333
<b>Total Gross Area Requirements (GSF)</b>			<b>1,284</b>

# USC UNION – LAURENS LOCATION

## EXISTING CONDITIONS



The former Laurens County middle school facilities provide space for USC Union to expand academic and athletic opportunities as well as increase enrollment. The university has renovated several spaces and is in the process of renovating space to accommodate the new Hospitality, Retail and Sport Management program and the championship Bass Fishing team. The master plan focused on campus improvements such as signage, entryways, green space, and campus beautification and branding.



# USC UNION – LAURENS LOCATION

## EXISTING CONDITIONS





# USC UNION – LAURENS LOCATION

## EXISTING CONDITIONS



# USC UNION – LAURENS LOCATION

## RENOVATIONS UNDERWAY



### CURRENT RENOVATIONS

- 01 HRSM Kitchen Renovations (underway)
- 02 Lobby Restroom Renovations (underway)
- 03 Driving & Chipping Range Pads (future)
- 04 Footbridge at Chipping Range (future)
- 05 Boat Storage Renovations (underway)
- 06 New Drive for Boat Storage (future)

### PROPOSED RENOVATIONS

- Campus Sprinkler/Fire Safety Upgrades
- Dining Area Renovations
- Faculty Office Renovations
- Remove Portables & Maintenance Shed
- Campus Entry Experience
- Student Lounge
- Student Success Center
- Science Olympiad Renovations
- Golf Simulators
- Resurface Lots & Provide Concrete Curbs and Gutters



### Entry & Arrival Improvements

- ① Directional Traffic Recommendations (Enter/Exit Only)
- ② Signage at Street Front
- ③ Campus Greenspace with Outdoor Seating
- ④ Dimensional Signage at Entry
- ⑤ Bantam Graphic
- ⑥ Relocated Crosswalk

These improvements will create a formal identity and welcome to the university on Peachtree Street. Improving traffic flow, beautification and greenspace will create a campus environment for students and the community to enjoy.

# USC UNION – LAURENS LOCATION

## CAMPUS ARRIVAL CONCEPT



# CONCLUSION

This master plan is the collective community vision for the future of USC Union. The university community and multiple residents and stakeholders of the greater Union community contributed to and are committed to bringing this vision to life.

Successful implementation of the master plan requires a laser focus on the vision for the University, a commitment to begin and a constant checking in on the impact of completed projects and new needs and opportunities as enrollment continues to grow. There is no expectation that all projects will be implemented in the next five to ten years; however, planning for the projects and assessing the feasibility of each will keep the momentum going for achieving the first vision benchmark: 1,600 students by 2030.

Implementation will establish USC Union as **the place to live, learn, play and prosper!**



