January 13, 2009

TO:       GRETCHEN BOLAR
          VICE CHANCELLOR, ACADEMIC PLANNING AND BUDGET

FM:       ANTHONY W. NORMAN, CHAIR
          RIVERSIDE DIVISION

RE:  Campus Naming Committee - Building Name Change

The Executive Council met and unanimously approved the proposed names for the proposed naming below:

Highlander Union Building as the proposed name for the Commons Expansion building project.

Highlander Plaza as the proposed name for the Commons Piazza, a large outdoor patio just east of the Commons Expansion.

Cc:       Director Judy Lehr
December 5, 2008

Chair Norman  
Academic Senate  

RE: Campus Naming Committee – Building Name Change  

Dear Tony:  

As Chair Designee of the UCR Committee on Naming Campus Properties, Programs and Facilities, I am requesting the review and approval by the Academic Senate Executive Council for these naming opportunities.  

- *Highlander Union Building* is the proposed name for the Commons Expansion building project. This naming opportunity has been recommended and approved by the Commons Board of Governors.  

- *Highlander Plaza* is the proposed name for the Commons Piazza, a large outdoor patio just east of the Commons Expansion. This area will be used by student orgs, vendors, and campus groups as outdoor seating for dining and small scale concert venue.  

Please review the attached request and summary details. This proposed name needs approval by the Academic Senate before it is endorsed by the Campus Naming Committee. Please respond with your recommendations by Friday December 19th, 2008.  

Sincerely,  

Gretchen Bolar  
Vice Chancellor  

Attachments  

xc:  
Vice Chancellor Diaz  
Interim Vice Chancellor Aldrich  
Director Lehr
SUMMARY INFORMATION

UCR: NAMING CAMPUS PROPERTIES, ACADEMIC AND NON-ACADEMIC PROGRAMS, AND FACILITIES

Proposed Names: Highland Union Building (HUB)  
Highlander Plaza

Building Background:
- Project Name: Commons Expansion Building
- Capital Asset Account Numbers: P5514
- Building Basic Gross Square Feet: 119,871 gsf
- Building Assignable Square Feet: 68,860 asf
- Location: UCR Core Campus

Description: The Commons Board of Governors unanimously approved the renaming of the student commons from the Commons to the Highland Union Building (HUB) and the commons piazza to the Highlander Plaza.

See attached Background Information.

Site Map:
November 12, 2008

Gretchen Belar
Vice Chancellor, Academic Planning & Budget

Dear Gretchen,

At their October 24, 2008 meeting, the Commons Board of Governors unanimously approved renaming the student commons from the Commons to the Highlander Union Building (HUB). They also unanimously approved naming the piazza the Highlander Plaza as identified in the attached drawing. I am now submitting these two names for approval by the UCR Naming Committee.

While there are other areas and rooms in the Commons the complex itself and the piazza require naming at this time. The Commons is in the midst of an environmental and wayfinding signage study which is expected to conclude by December and will require finalizing the two names for fabrication.

HIGHLANDER UNION BUILDING

Over the years, and through many changes in its membership, the Commons Expansion committee consistently endorsed the naming of the student commons as The Highlander Union Building, or HUB. The acronym HUB accurately captures the role of the student commons as the community center of the university and its location at the crosswalks of many activities and campus life at UCR. The word "union" brings the campus in alignment with the convention used at many other campuses for their student centers. Examples include the Ackerman Student Union at UCLA, the Memorial Union at UC Davis, and Titan Student Union at CSU Fullerton.

Earlier in 2008 CSU conducted a focus group with students to acquire their reaction to different names for the student commons. HUB emerged as their top choice.

HIGHLANDER PLAZA

The Highlander Plaza is a large outdoor patio designed as a programmable space to be utilized frequently by student orgs, vendors, and campus groups for tabling and other activities. The area will also be used as outdoor seating for dining and small scale concert venue during after hours. Naming this area is needed for way-finding, marketing the piazza as a venue, and identifying the location of activities occurring in the piazza.

James W. Slichter
Vice Chancellor, Student Affairs

Cc: Danny Kim, AVC, Student Affairs Administration
    Todd Wingate, Director, University Commons