

**VII. STANDING COMMITTEES****B. Finance, Audit, and Facilities**

Renaming Beardslee Cove Apartments at UW Bothell to “Husky Village,”  
Approval of Temporary Placeholder Names for Residence Buildings at UW  
Bothell, and Approval of Donor Naming Opportunities Plan

RECOMMENDED ACTION:

It is the recommendation of the administration and the Finance, Audit, and Facilities Committee that the Board of Regents:

- 1) Approve renaming the Beardslee Cove Apartment complex to “Husky Village,”
- 2) Approve the use of temporary placeholder names for the eight resident buildings, and
- 3) Approve the Donor Naming Opportunities Plan.

BACKGROUND:

The University of Washington Bothell recently acquired the Beardslee Cove Apartments. The sale closed on April 29, 2011 for a final purchase price of \$10,937,000. Upon acquisition, the UW Bothell Student Affairs Office worked with students to develop a student residential life program for 244 future residents. As part of that development, students and staff recommended that the housing area and individual buildings be named so that residents can develop an identity with their housing unit. Currently, the buildings are labeled A, B, C, D, E, F, G, and H. These labels will not create the identity so important in student residential life.

In developing the suggested names, UW Bothell Student Life recommended temporary placeholder names that could easily be changed when prospective donors could be recruited. After consideration of many possible names, the student residential life program submitted suggestions to the University of Washington Bothell Naming Committee.

The proposed temporary names are:

- Building A: Dogwood Hall
- Building B: Aspen Hall
- Building C: Hawthorne Hall
- Building D: Cottonwood Hall

## VII. STANDING COMMITTEES

### B. Finance, Audit, and Facilities

#### Renaming Beardslee Cove Apartments at UW Bothell to “Husky Village,” Approval of Temporary Placeholder Names for Residence Buildings at UW Bothell, and Approval of Donor Naming Opportunities Plan (continued p. 2)

Building E:	Oak Hall
Building F:	Pine Hall
Building G:	Spruce Hall
Building H:	Willow Hall

#### DONOR NAMING OPPORTUNITIES PLAN:

The Donor Naming Opportunities Plan (attachment 4) details the outdoor areas and buildings that have been identified as possible donor naming opportunities for the UW Bothell student apartments, currently known as Beardslee Cove. The minimum amounts will comply with the Facilities and Spaces Naming Policy adopted by the Board of Regents: at least 50% of the project costs for buildings or outdoor areas; and the cost to provide and equip the space for interior features, objects or spaces.

The Donor Naming Opportunities Plan was developed by the Vice Chancellor for Advancement and External Relations and the Director of Advancement. It was reviewed by the Chancellor’s Executive Staff and approved by Chancellor Kenyon Chan for proposal to the Regents.

The giving levels proposed in the Donor Naming Opportunities Plan were generated based on the following three considerations: (1) the Regents’ policy with regard to minimum amounts for donor naming opportunities, (2) the Advancement staff’s experience with capital campaigns and building naming in the Seattle area, and (3) comparison to building naming levels on other small campuses of public universities.

#### REVIEW AND APPROVALS:

In accordance with University procedures, the University of Washington Bothell Names Committee, the Chancellor, the Vice Chancellor for Advancement and External Relations, and the Interim President have reviewed and approved this request.

#### *Attachments*

1. April 26, 2011 Letter from Vice Chancellor Penny to University of Washington Bothell Names Committee;

## VII. STANDING COMMITTEES

### B. Finance, Audit, and Facilities

Renaming Beardslee Cove Apartments at UW Bothell to “Husky Village,”  
Approval of Temporary Placeholder Names for Residence Buildings at UW  
Bothell, and Approval of Donor Naming Opportunities Plan (continued p. 2)

2. April 27, 2011 Letter from the University of Washington Bothell Names Committee to Chancellor Kenyon Chan;
3. April 27, 2011 Letter of Approval from Chancellor Chan to Interim President Wise with concurrence of Interim President Phyllis Wise
4. Donor Naming Opportunities Plan



# W UNIVERSITY of WASHINGTON | BOTHELL

April 26, 2011

Ms. Betsy Tippens  
Chair, University of Washington Bothell Naming Committee  
Assistant Vice Chancellor for Information Technologies  
Box 358540, University of Washington Bothell

Dear Betsy:

I am writing about the UW Bothell's recent acquisition of the Beardslee Cove property. As you know, the campus plans to convert the existing apartments on the property into a student housing complex.

The Department of Student Life has consulted with students and other campus units regarding potential names for the complex and buildings. As a result the following names are proposed:

For the complex:

- o Husky Village

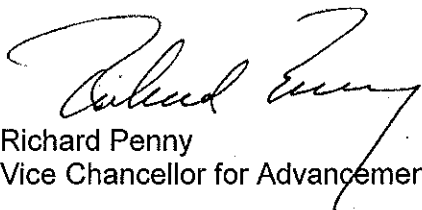
For the eight individual residence halls:

- o Dogwood Hall
- o Aspen Hall
- o Hawthorne Hall
- o Cottonwood Hall
- o Oak Hall
- o Pine Hall
- o Spruce Hall
- o Willow Hall

Would the Naming Committee please consider recommending to the Chancellor these proposed names?

Thank you.

Sincerely,



Richard Penny  
Vice Chancellor for Advancement and External Relations

cc: Kenyon Chan  
Marilyn Cox

ATTACHMENT 1



# **W** UNIVERSITY *of* WASHINGTON | BOTHELL

April 27, 2011

Kenyon S. Chan  
Chancellor  
University of Washington Bothell

Dear Chancellor Chan:

The University of Washington Bothell Naming Committee has reviewed a request from Vice Chancellor Richard Penny for naming of the recently acquired Beardslee Cove apartments. As you know, the campus has plans to convert this property into a student housing complex. After consultation with campus units, the following names are proposed:

For the complex:

- Husky Village

For the eight individual residence halls:

- Dogwood Hall
- Aspen Hall
- Hawthorne Hall
- Cottonwood Hall
- Oak Hall
- Pine Hall
- Spruce Hall
- Willow Hall

The University of Washington Bothell Naming Committee has reviewed and approved this proposal. On behalf of the committee, I respectfully ask that you grant this request and forward it to Interim President Wise for transmittal to the Board of Regents. Thank you.

Sincerely,



Betsy Tippens  
Assistant Vice Chancellor for Information Technologies

cc: University of Washington Bothell Naming Committee  
Richard Penny

ATTACHMENT 2





April 27, 2011

Dr. Phyllis Wise  
Interim President  
University of Washington

Dear Interim President Wise:

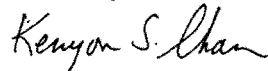
As you know, the University of Washington Bothell recently acquired the Beardslee Cove Apartments. Upon our acquisition, I asked our student affairs office to work with students to develop a student residential life program for our 244 future residents. As part of that development, students and staff recommended that the housing area and individual buildings be named so that residents can develop an identity with their housing unit. Currently, the buildings are labeled A, B, C, D, E, F, G, and H. These labels will not create the identity so important in student residential life.

In developing the suggested names, we asked student life to recommend generic names that could easily be changed when prospective donors could be recruited. After consideration of many possible names, the student residential life program submitted suggestions to the University of Washington Bothell Naming Committee. The Naming Committee has recommended the following names for consideration:

- For the complex:
  - Husky Village
- For the eight individual residence buildings:
  - Dogwood Hall
  - Aspen Hall
  - Hawthorne Hall
  - Cottonwood Hall
  - Oak Hall
  - Pine Hall
  - Spruce Hall
  - Willow Hall

I concur with these recommendations and I respectfully ask that you endorse this request for the naming of the Husky Village and eight individual residence halls and forward to the Board of Regents for their approval.

Sincerely,



Kenyon S. Chan  
Chancellor

cc: University of Washington Bothell Names Committee  
Richard Penny



Concurrence  
Phyllis Wise, Interim President

5/2/11  
Date



**BEARDSLEE COVE APARTMENTS  
Donor Naming Opportunities Plan**

Listed below are recommended donor naming opportunities for the UW Bothell student apartments, currently known as Beardslee Cove. Note that these buildings are already constructed, and the cost of acquisition will be covered by the future income stream generated by housing revenues.

**Buildings or Outdoor Areas**

Overall complex	\$10,000,000
Individual residence buildings (one of eight total)	\$1,000,000
Outdoor park area with deck	\$50,000

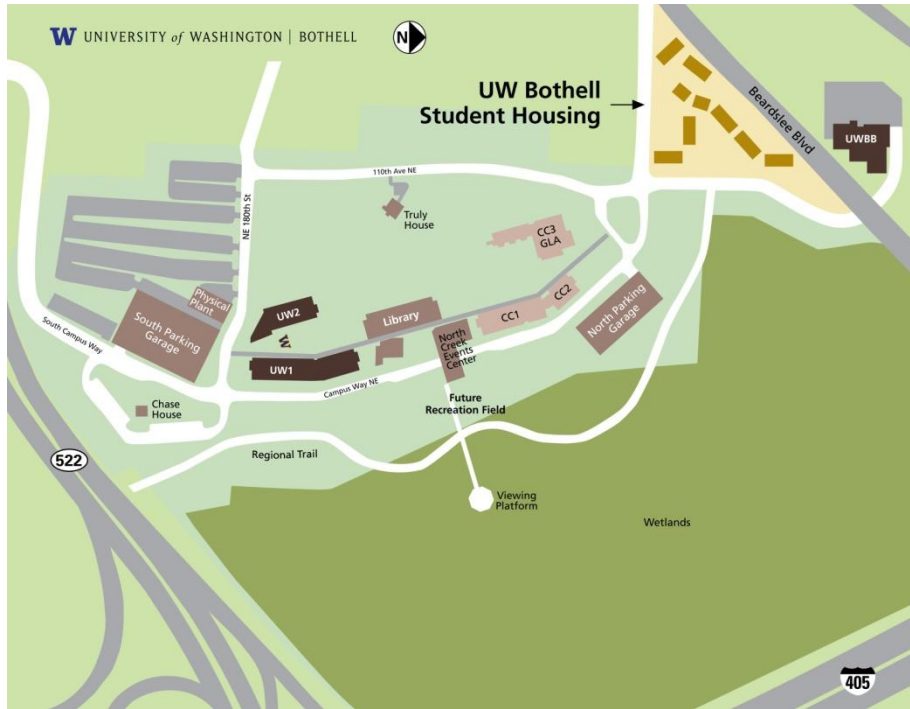


Figure 1. A map of the UW Bothell Campus showing the student housing



Figure 2. A student residence building at the complex



Figure 3. Interior view of a sample student residence



Figure 4. A sample floor plan.

