## Process

### 2017

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### Key Engagement

- Working Group
- Facilities Planning Steering Committee
- Executive Committee
- Executive Sponsor Prioritization Sub-Committee
- Executive Sponsors
- Board of Visitors

**Note:** The table above outlines the process stages and their corresponding timelines for each phase: Kick-Off Meetings, Environmental Survey, Themes + Issues, Design, Draft Plan, and Final Solutions + Implementation. Each phase includes specific activities and working groups involved.
Draft Guiding Principles
Guiding Principles

Aligned, thematic statements for developing and testing specific scenarios that embody:

- Previous planning studies and strategic initiatives for both campuses.
- The Planning Team’s analysis of existing conditions.
- Take-aways from engagement and listening sessions with faculty, staff and the greater community.
A foundation of strategic planning initiatives

Quest for Distinction and Quest 2025: Together We Transform established a vision for VCU as the premier urban, public research university.

The physical campus must now evolve to support and realize VCU’s strategic goals.
Quest 2025: Together We Transform

THMES

STUDENT SUCCESS

URBAN TRANSFORMATION

NATIONAL PROMINENCE

DIVERSITY & CULTURE OF APPRECIATION
The 2018 Campus Master Plan
A Vision for

A collective roadmap for the University and Health System

Transform the physical campus in a way that makes it more accessible, welcoming, and uniquely VCU in character and quality.

Transform the indoor and outdoor environment in a way that promotes innovation and excellence, showcasing areas of national prominence, and community engagement.
Five Themes and Guiding Principles

Five overlapping themes and guiding principles have emerged from a large cross-section of stakeholder engagement sessions to support a vision for ONE VCU.

1. Placemaking
   Celebrate and enhance VCU’s unique urban setting and rich history.

2. Mobility and Safety
   Promote a walkable, accessible, safe campus which is easy to navigate.

3. Unify the Campus
   Strengthen the heart of each campus and the collective VCU identity through strategies that connect the campuses to each other and to the city of Richmond.

4. Student Success
   Ensure student success and well-being through high-quality and appropriate teaching, learning, study and living spaces.

5. Program Synergies
   Advance a culture of interdisciplinary collaboration by developing shared spaces that inspire community, partnerships, and innovation.
Placemaking

Celebrate and enhance VCU’s unique urban setting and rich history.

Strategies

• Ensure the physical campus results in a sense of pride from the VCU community.

• Develop and clarify the “front doors” of campus with a consistent character that communicates the VCU identity.

• Identify iconic places on each campus that should be celebrated and preserved.

• Create a cohesive network of landscapes throughout campus.

• Activate campus street corridors and open spaces.

• Design places that accommodate a broad range of experiences and users: patients, families, students, employees, faculty, staff, and neighbors.
Mobility and Safety

Promote a walkable, accessible, safe campus which is easy to navigate.

Strategies

- Clarify the arrival experience to campus with improved signage and wayfinding and ensure visitor and patient destinations are easily accessible and identifiable.

- Create a healthy and active campus supported by consistent and reliable transit.

- Improve walkability and mobility between all areas of campus by enhancing dedicated pedestrian and bike routes.

- Promote personal and pedestrian safety through clear sightlines and distinct intersections and crosswalks.

- Work with the city to expand the bike share system and bicycle infrastructure throughout Richmond.

- Retain vehicular access and parking at the campus edges.
Unify the Campus

Strengthen the heart of each campus and the collective VCU identity through strategies that connect the campuses to each other and to the city of Richmond.

Strategies

- Transform the indoor and outdoor environment to create a distinct, recognizable heart of each campus.
- Integrate VCU’s setting to a growing city rich in technology, innovation, finance, research, government and healthcare.
- Capitalize on partnership opportunities to improve the character and quality of development and streetscapes between the campuses.
- Connect VCU resources with partners in the arts, environmental sustainability, education, social services, and economic development sectors to address community-identified needs and opportunities.
- Strategically locate programs between the campuses that serve both campuses, the community, and bring people together to increase collaboration and connectivity.
- Ensure direct, timely, and reliable transit connections between campuses.
Student Success

Ensure student success and well-being through high-quality and appropriate teaching, learning, study, and living spaces.

Strategies

- Capitalize on VCU’s urban location to promote real world experiences that prepare students as global citizens and leaders.

- Locate student spaces throughout campus to support collaboration, studying, and teamwork.

- Modernize student support spaces (one-stop-shop), student commons, and wellness facilities to ensure student success and well-being.

- Provide high-quality and appropriate teaching, learning, study, and living spaces that accommodate modern instructional pedagogies and support living and learning goals.

- Renovate and repurpose buildings and sites for their highest and best use, recognizing that not all spaces can serve all uses.

- Strategically build new space when existing space cannot satisfy the program or is better suited to meet other needs.
Program Synergies

Advance a culture of interdisciplinary collaboration by developing shared spaces that inspire community, partnerships, and innovation.

Strategies

• Ensure programs and facilities support innovation, collaboration and transformative learning outside of college or departmental silos.

• Balance the need for stronger physical relationships between research and clinical functions with the need for program growth.

• Create spaces that are flexible to meet the needs of specific functions, not specific departments.

• Concentrate activity and improve critical adjacencies to strategically support interdisciplinary research and interprofessional education, scholarship, and practice.

• Maximize the impact of research programs by enhancing existing research infrastructure support (core facilities, building systems, utility infrastructure).

• Prioritize infill development opportunities and projects to densify campus and fulfill multiple academic and facility goals.
Discussion