Agenda

1. Master Plan Process
2. Engagement and Analysis
3. Themes and Concept Plan
4. Next Steps
What is a Master Plan?

The Master Plan aligns the physical campus with the university’s strategic goals.

- A comprehensive and long-range (10-20 year) vision for campus.
- Advances near-term priority projects within a broader context.
- Identifies opportunities for many areas of the university to work towards shared objectives.
- Flexible framework to support decision-making.
## Process

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<tr>
<th>Year</th>
<th>Month</th>
<th>Project Kick-Off</th>
<th>Environmental Survey</th>
<th>Themes + Issues</th>
<th>Design</th>
<th>Draft Plan</th>
<th>Final Solutions + Implementation</th>
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<tr>
<td>2017</td>
<td>SEPT</td>
<td>Kick-Off Meetings</td>
<td>Campus Tour + Interviews + Listening Sessions</td>
<td>Campus Recon + Draft Analysis Summary</td>
<td>Draft Program Themes</td>
<td>Design Workshop A + Design Workshop B + Design Workshop C</td>
<td>Draft Plan Initial Phasing + Updated Draft Plan Phasing + Priorities</td>
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Ayers Saint Gross

ONE VCU Plan

Housing/Student Experience
Space Needs and Learning Environments
Wayfinding, Signage, Placemaking
Innovation District Planning
Sustainability
Health Sciences/Med Center Planning

Glave & Holmes
Campus Heritage

Water Street Studio
Landscape

Draper Aden
Civil Engineering

Construction Consultants, Inc.
Cost Estimating

Brailsford & Dunlavey
Financial Feasibility
The planning team will engage stakeholders with a variety of tools including a webpage, social media, press releases, listening sessions, interviews, micro surveys, town halls and workgroups.

CONTRIBUTORS
5,221 Website visits

ENDORSERS
28 Listening Input sessions

LEADERS
56 Interviews and meetings

89 total meetings since kickoff in 10/2017 with over 850 individual participants engaged in the master plan process thus far
Input Sessions

Members of the VCU, VCU Health and local communities provided their input on the physical campus

5 locations over 3 days | Over 400 participants
Where is your favorite/least favorite place on campus?

**MOST:** 1) Cabell Library 2) Cary Street Gym 3) Monroe Park

**LEAST:** 1) Monroe Park (Due to Closure) 2) Temple Building 3) 14th & Broad
Where do you study or collaborate on campus?

**TOP LOCATIONS:**
1) Cabell Library
2) University Student Commons
3) Larrick Student Center

- = 1 Person
- = 10 People
- = Faculty
- = Staff
- = Community

Monroe Park Campus

MCV Campus
What we heard

**Major Strengths – Programs and Place**

- academic
- programs
- neighborhoods
- active
- medical
- center
- rich
- fabric
- Franklin
- collaboration
- architecture
- library
- historic
- comprehensive
- vibrant
- street
- engagement
- community
- art
- diversity
- history
- location
- eclectic
- urban

**Major Weaknesses – Quality and Infrastructure**

- food
- spaces
- walking
- bike
- spaces
- lighting
- access
- pedestrian
- fragmented
- building
- locked
- labs
- Belvidere
- crowded
- campus
- outdoor
- separation
- land
- camps
- congestion
- infrastructure
- condition
- street
- spaces
- wayfinding
- amount
- traffic
- paths
- campus
- event
- between
- connectivity
- streetscape
What we heard

**One VCU –**
*Programmatic + Transportation*

**Front Doors –**
*National Prominence*
VCU's location in Richmond and proximity to diverse, historic neighborhoods help define the edges and character of campus.
Open Space

Plazas, pathways and planted areas promote a campus-like environment in an urban setting.
Some areas lack open space connections and quality streetscapes.
Entry routes are not clearly defined and do not provide a positive first impression; welcome center is hard to find.
Programmatic Locations

Campus is ‘zoned’ by land use type with many academic units fragmented.

Monroe Park Campus

VCU Health Outpatient
VCU Health Inpatient

Library and Study Space

Class Lab

Research Lab

Classroom

On-campus Housing

MCV Campus

+ 500,000 visitors a year and 13,000 employees
Development of Pulse BRT should strengthen campus connections and enliven Broad Street.
Draft Guiding Principles
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

STUDENT SUCCESS

NATIONAL PROMINENCE

URBAN TRANSFORMATION

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

 ONE VCU

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

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

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

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

5. **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.
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 formal and informal student spaces throughout campus to support creativity, interdisciplinary collaboration, studying, and teamwork.

- Modernize student support spaces, student commons, and wellness facilities to ensure student success and well-being.

- Provide high-quality and appropriate teaching, learning, research, study, and living spaces that accommodate modern instructional pedagogies, participation in research, 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, creativity, and innovation.

Strategies

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

- 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 creative expression, 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.
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 and Richmond 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.

- Optimize greenspace on both campuses and connect to city-wide parks and resources.

- Activate campus street corridors and open spaces.

- Design welcoming 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.

- Provide accessible and inclusive facilities on campus that accommodate all users.
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 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.
ONE VCU Concept Plan
Existing Conditions
Open Space

Develop a cohesive network of open spaces.
Gateways

Transform and clarify the “front doors” of campus.
Unify the Campus

Integrate VCU’s setting within a growing city.
Next Steps
Next Steps

• Finalize Guiding Principles and Concept Plan

• Begin Design Phase