ONE VCU Master Plan
BOARD OF VISITORS ROLE IN THE ONE VCU PLAN

- Board approves ONE VCU Master Plan
- VCU develops a capital plan that aligns with the master plan
- Board approves the major capital projects in VCU’s capital plan

*Per VCU’s Management Agreement with the Commonwealth of Virginia that enables VCU’s Tier 3 status*

KEY QUESTIONS

- Feedback about the ONE VCU Master Plan draft
- Advice or direction from Board members
Recent Capital Investment Projects: 2009 - 2018

NEW CONSTRUCTION (2009 - 2018)

RENOVATION (2009 - 2018)

5.06 Million
GSF of Renovation and New Construction 2009-2018
Current Challenges

**Deferred Maintenance**

- $127 Million Current Backlog
- $397 Million 10-year Renewal Need

*Excludes student life, athletic, health system and residential buildings.*

**Quantitative Needs**

- 1.4 Million GSF 2014 Non-residential Space Need
- 700-1,000 Beds 2018 Net New Housing Demand

**Open Space**

- 24% of the open spaces on campus are in poor or below average condition
Current Challenges

**PATIENT BEDS**

35% Semi-private beds
65% Private beds

**CLINIC FACILITIES**

Overcrowded and inefficient Clinical layouts

**PARKING FACILITIES**

980 Patient/Visitor parking spaces
The Master Plan aligns the University and VCU Health System strategic plans with a common vision.

Quest 2025: Together We Transform
- Student Success
- Diversity Driving Excellence
- Urban and Regional Transformation
- National Prominence

The VCU Health System Strategic Plan: Vision by Design
- Education, Research, Innovation
- Top Performance
- Care for the Commonwealth
Student Success
Ensure student success and well-being through high-quality and appropriate teaching, learning, study and living spaces.

Patient Experience
Design and develop spaces, facilities and amenities that allow for enhanced safety and patient experience in both inpatient and outpatient settings.

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

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

Mobility and Safety
Promote a walkable, accessible, safe campus which is easy to navigate for the entire VCU community: students, patients, faculty, staff, alumni, neighbors, and visitors.

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.
Importance of a master plan and the physical campus environment

STUDENT RECRUITMENT

- Two-thirds of students view facilities as important to making a decision about where to go to college and more than half say an attractive campus is essential (Reynolds, 2007).
- Facilities shape perceptions of intangible college choice elements such as the quality of the faculty, the value of the education, and the safety of the campus (White, 2017).
- The student center carries significant weight in the perception of the university’s quality - accounting for 26% (White, 2017).
- Other important facilities when making a decision include: facilities related to a student’s major, classrooms, residence halls, libraries, and exercise/recreation facilities (Reynolds, 2007).
- Students reject institutions because important facilities are missing, inadequate, or poorly maintained or due to lack of “open space” (Reynolds, 2007).
Importance of a master plan and the physical campus environment

STUDENT RETENTION & SATISFACTION

- Greenspace and urbanism are both positively associated with student retention and satisfaction (Hajrasouliha & Ewing, 2016).
- A profound and positive relationship exists between the built environment and retention (Reynolds, 2007).

STUDENT SUCCESS

- On-campus living is strongly associated with student retention and graduation rates (Hajrasouliha & Ewing, 2016).
- Fall-to-fall persistence rates at VCU are better among students who live on-campus (84%) as opposed to students who live off-campus (79%).
- On-campus students at VCU outperform off-campus students.

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<thead>
<tr>
<th></th>
<th>On-campus</th>
<th>Off-campus</th>
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<tbody>
<tr>
<td>Freshman GPA</td>
<td>2.76</td>
<td>2.37</td>
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<tr>
<td>Sophomore GPA</td>
<td>3.07</td>
<td>2.70</td>
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</table>
Student Success

+700 Net new student beds

New Student Commons

Study + Teaching space

Off-site Athletic Village

PROPOSED/RENOVATED BUILDINGS CONTRIBUTING TO STUDENT SUCCESS

MAIN CAMPUS OPEN SPACE

CAMPUS MAIN STREET

PUBLIC OPEN SPACE
Student Success

Ensure student success and well-being through high-quality and appropriate teaching, learning, study and living spaces.
Importance of a master plan and the physical campus environment

PATIENT/PROVIDER HEALTH & SAFETY

- Private patient rooms reduce length of stay, healthcare acquired infections, patient movement, and operating costs (Chaudhury, Mahmood & Valente, 2004).

- Facilities play an integral role in reducing staff exposure to infectious agents and other hazards potentially present in the healthcare environment (Jiang et al., 2003).
Importance of a master plan and the physical campus environment

PATIENT SATISFACTION

- Facilities have been shown to reduce patient and family stress, accelerating healing, through intuitive wayfinding, parking at the point of service, access to nature and natural lighting, and reduced noise levels (Ulrich, Quan & Zimring, 2004).

- Patients in more attractive patient rooms are more likely to report higher satisfaction with room cleanliness, food service, the attending physician, and hospital overall (Swan, Richardson & Hutton, 2003).

- After reputation, convenience is the highest consideration when choosing a clinic for both Millennials and Baby Boomers (Graham, et al., 2015).
PROPOSED INTERNAL CONNECTIONS

PROPOSED BRIDGE CONNECTION

PRIMARY VEHICULAR CIRCULATION

Consolidated
adult outpatient services +
point of service parking

100%
private inpatient rooms

Improved Safety +
Wayfinding

PATIENT PARKING

PROPOSED/RENOVATED BUILDINGS
CONTRIBUTING TO PATIENT EXPERIENCE

NELSON + AMBULATORY CARE CENTER RENOVATION

EXPANDED + REVITALIZED MCGUIRE PARK

INPATIENT HOSPITALS

NORTH HOSPITAL RENOVATION
Patient Experience

Design and develop spaces, facilities and amenities that allow for enhanced safety and patient experience in both inpatient and outpatient settings.
Program Synergies

<table>
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<tr>
<th>Integrated</th>
<th>Interdisciplinary</th>
<th>Concentrates + Improves</th>
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<td>Academics &amp; Student Life</td>
<td>teaching &amp; research facilities</td>
<td>activity and adjacencies</td>
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PROGRAM CLUSTERS

PROPOSED/RENOVATED BUILDINGS CONTRIBUTING TO PROGRAM SYNERGIES
Program Synergies

Advance a culture of interdisciplinary collaboration and discovery by developing shared spaces that inspire community, partnerships, research, innovation, and creativity.
Enhanced Streetscape
Iconic Greens
Primary Vehicular Front Door
Secondary Vehicular Front Door
Pedestrian/Bike Front Door

Expanded + Revitalized McGuire Park

+2 Iconic Greens
+19 Vehicular, Pedestrian/Bike Front Doors
+7,450 Linear feet of streetscape improvements

Placemaking
Placemaking

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

+11
Intersection improvements

Dedicated
bike lanes

Parking
at the perimeter

PROPOSED PEDESTRIAN INTERSECTION IMPROVEMENTS

DEDICATED BIKE ROUTE

PROPOSED PARKING

PRIMARY ARRIVAL ROUTES

BELVIDERE


Mobility + Safety

Promote a walkable, accessible, safe campus which is easy to navigate for the entire VCU community: students, patients, faculty, staff, alumni, neighbors, and visitors.
Unify the Campus

Partner with GRTC on PULSE & other local routes

Locate programs between campuses strategically

Capitalize on partnership opportunities

Partner with GRTC on PULSE & other local routes

Locate programs between campuses strategically

Capitalize on partnership opportunities

GRTC #5 Route
Campus Connector Route
PULSE BRT Route

VCU Presence Between Campuses (Owned)

VCU Presence Between Campuses (Leased)

Pulse BRT Stops

Engagement + Innovation

Jackson Center - VCU Health

VCU Police

MOB ARTS

VCU DAR

Theater Row - Health Sciences

One Capitol Square - VCU Health

Navy Hill Potential P3

Potential Partnership Zone
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.
ONE VCU Metrics

**Deferred Maintenance**
- $127 Million
  - Current Backlog
- $397 Million
  - 10-year Renewal Need
- $204 Million
  - Reduction in Total Need
- 61%
  - Of Backlog Addressed

*Excludes student life, athletic, health system and residential buildings.*

**Quantitative Needs**
- 1.4 Million GSF
  - 2014 Non-residential Space Need
- 700-1,000 Beds
  - 2018 Net New Housing Demand
- 82% of Space Needs Addressed in ONE VCU Master Plan
- 100% Net New Housing Demand Addressed

**Open Space**
- 24%
  - of the open spaces on campus are in poor or below average condition
- 7,450 Linear Feet of Streetscape Improvements
- 2 New Iconic Greens

$204 Million
- Reduction in Total Need
$397 Million
- 10-year Renewal Need
$127 Million
- Current Backlog
$204 Million
- Reduction in Total Need
PATIENT BEDS

35% semi-private
65% private

100% private

15% increase in beds matching growth in projected inpatient volume

CLINIC FACILITIES

Overcrowded and inefficient
Clinical layouts

20% growth accommodated through 2025

Efficient,
convenient clinic layouts including enhanced access to Linear Accelerator, Imaging and Operating Rooms, etc.

PARKING FACILITIES

980 Patient/Visitor parking spaces

3,100 Patient/Visitor spaces with new facilities
ONE VCU

Iconic green on MCV campus – revitalized and expanded McGuire Park
KEY QUESTIONS

- Feedback about the ONE VCU Master Plan draft
- Advice or direction from Board members
References


