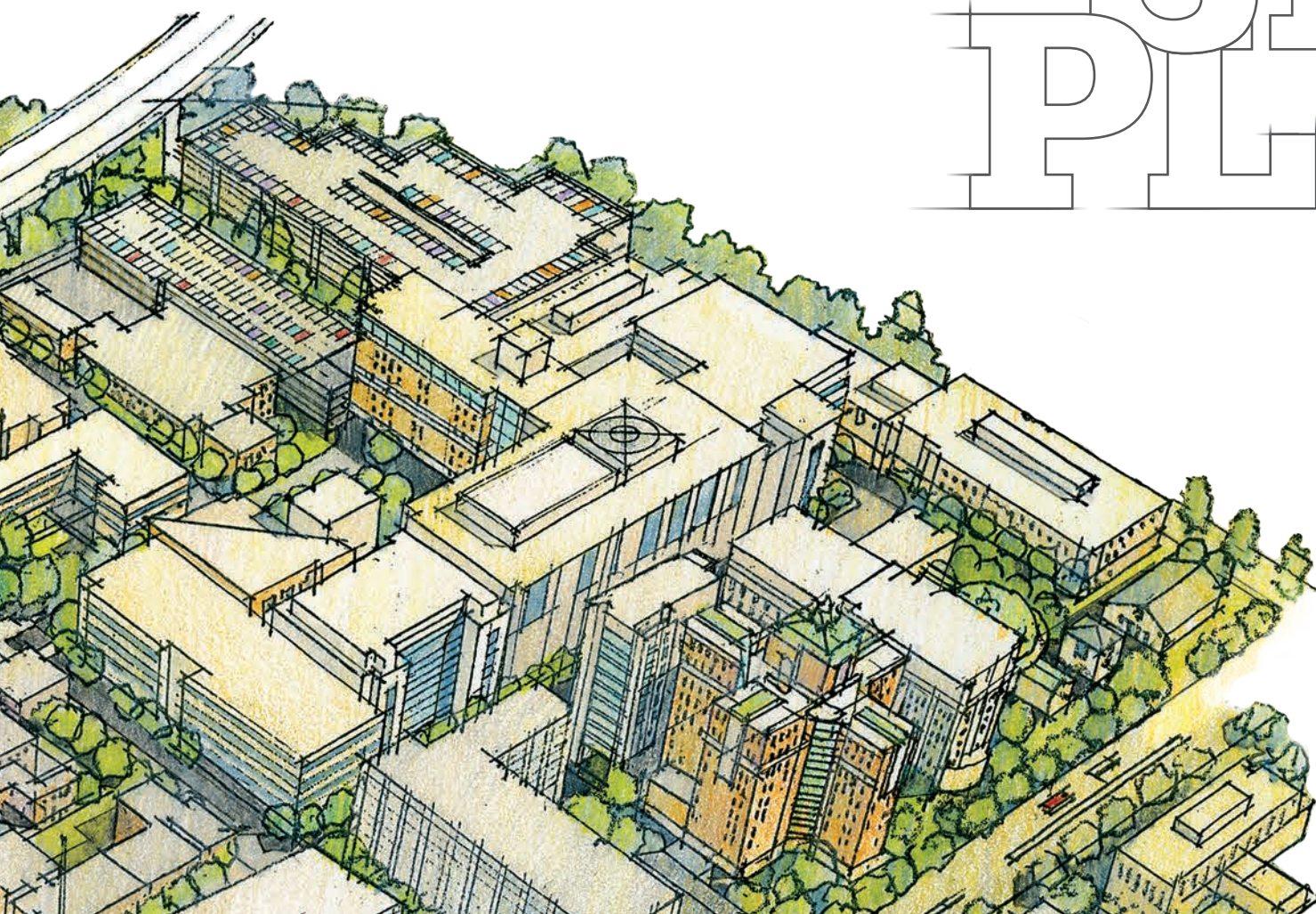




VCU 2020

2013 MASTER PLAN



VCU

VIRGINIA COMMONWEALTH UNIVERSITY

VCU 2020
MASTER
SITE PLAN 2013

2013 Edition
Virginia Commonwealth University

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VCU is grateful to every member of the faculty, staff, student body, Board of Visitors, and Richmond community who participated in the planning process.

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PREFACE

Background and Purpose

Virginia Commonwealth University has long demonstrated a strong ethos of planning. The most recent planning efforts in 1996 and 2004 have guided the university through a period of significant institutional growth. Enrollment has increased markedly, and new facilities, adaptive use of existing buildings, and renovations have provided high-quality space to meet program needs.

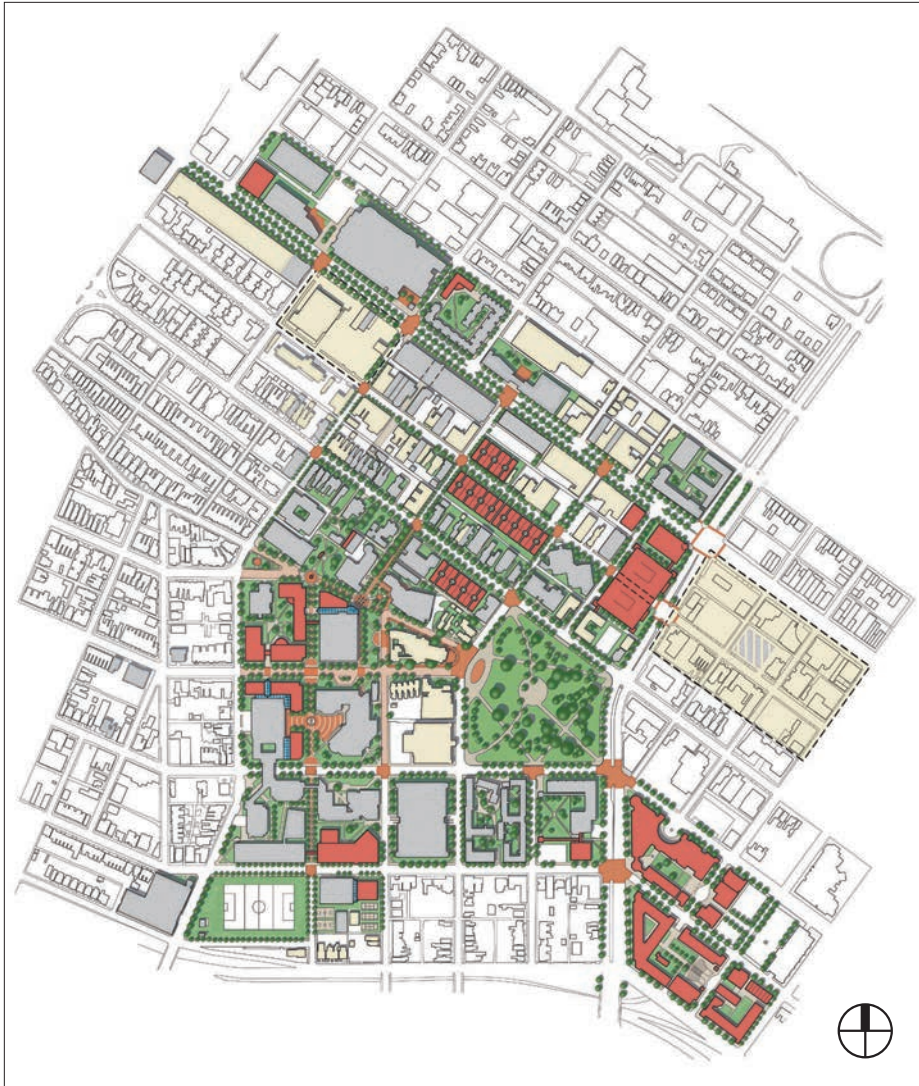
This VCU 2020 Master Site Plan Update 2013 benefits from the thoughtful planning of such previous efforts. Many of the planning recommendations from 2004 are still relevant and, as such, have been brought forward in this updated plan. VCU is a dynamic institution; new information and ideas, including a new strategic plan, *VCU Quest for Distinction*, need to be integrated into the university’s physical planning.

← 2004 Master Site Plan Monroe Park Campus

- VCU Buildings
- VCU Buildings: New Construction
- Non-VCU Buildings
- Area of Future Consideration

← 2004 Master Site Plan MCV Campus

- VCU Buildings
- VCU Buildings: New Construction
- Non-VCU Buildings
- Virginia Biotechnology Research Park Buildings
- Virginia Biotechnology Research Park Buildings: New Construction
- Area of Future Consideration



"The VCU 2020 Master Site Plan Update 2013 benefits from the thoughtful planning of previous efforts."

Process

The Master Site Plan was directed by the Senior Vice President for Finance and Administration. The Steering Committee, made up of senior university leadership, provided guidance, while the Planning Committee, comprising faculty and administrators, provided programmatic and advisory review. Facilities Management provided staff support.

Additionally, two task forces were organized to represent the particular interests of the Monroe Park and MCV Campuses. These two working groups were instrumental during the District Studies phase of the planning process in evaluating options for individual sites on each campus.

The Master Site Plan Update was further informed by two advisory committees. The Community Liaison Committee represented nearby neighborhoods and institutions, and the Historic Preservation Committee comprised representatives of the Historic Richmond Foundation, City of Richmond Department of Planning and Development, and the Virginia Department of Historic Resources.

During a series of on-campus interview sessions, university representatives – including faculty, staff, students, and members of the Board of Visitors – shared ideas and information. Additionally, students provided input during numerous events on the MCV Campus in the Larrick Student Center and on the Monroe Park Campus in University Student Commons and Shafer Court Dining Center.

The Master Site Plan Update was developed through a five-step iterative planning process, beginning in August 2011. A series of more detailed studies supported the development of the Master Site Plan, including the Campus Retail Planning and Demand Study, the Athletic Facilities Strategic Plan, the Student Housing Market Analysis, the Transportation Element of the VCU Master Plan – Monroe Park Campus, and MCV Campus Transportation and Parking Master Plan.



Two task forces represented the interests of each campus.



Students had the opportunity to provide input.



University staff provided support.

OBSERVATIONS

The planning process began with an intense phase of research and analysis called Observations. Previous studies and reports were consulted so that the process benefited from existing knowledge and ideas about the campus. Extensive walking and driving tours were conducted to understand the physical context and qualities of the campus. During this phase, more than 1,600 members of the campus community and interested parties provided their input in person, through comments submitted on the Master Site Plan Update 2013 web site (<http://wp.vcu.edu/vcu2020/>), and through interviews with each school within the university. Taken together, these activities provided a thorough understanding of the physical character and spirit of the campus, and the VCU community that informed the subsequent phases of the planning process.



CONCEPTUAL PLAN

Informed by extensive research and analysis from the Observations phase, the next step in the planning process focused on creating a Conceptual Plan. Like a sketch before a painting, the Conceptual Plan is illustrative but not detailed. It captures the most basic organizational aspects of the campus and foreshadows the most elemental aspects of the plan to come.



DISTRICT STUDIES

During this phase of the planning process, a number of planning alternatives were generated, evaluated, and refined. District Studies allow for a detailed study of key areas of each campus. Planning options were evaluated in light of qualitative issues, such as sense of place and identity, student, or patient experience. Practical concerns, including building setbacks and massing, landscape and open space, and building entry, circulation, and service were also considered.

District Studies focused on four types of sites:

- Sites that have been previously identified for redevelopment where there is existing consensus about the best use.
- Sites that have been previously identified for redevelopment that need additional study to determine the best use.
- Sites that have been previously identified as areas of future consideration but are now ready for additional planning.
- Sites that will be identified as areas of future consideration.



DRAFT PLAN

The Draft Plan reconciled options generated throughout the process to date. This early version of the Master Site Plan Update provided a tool for conversation with the Steering and Planning Committees about project priority, phasing, and implementation.

FINAL PLAN

The Final Plan was created from the solutions generated in the prior phases of the planning process. The new buildings, circulation changes, and landscape improvements illustrated in this proposal represent the future of the campus through 2020 and beyond. The Final Plan supplements the strategic plan, *VCU Quest for Distinction*, and the university's six-year capital plan for the Board of Visitors to guide future development and initiatives for the university.

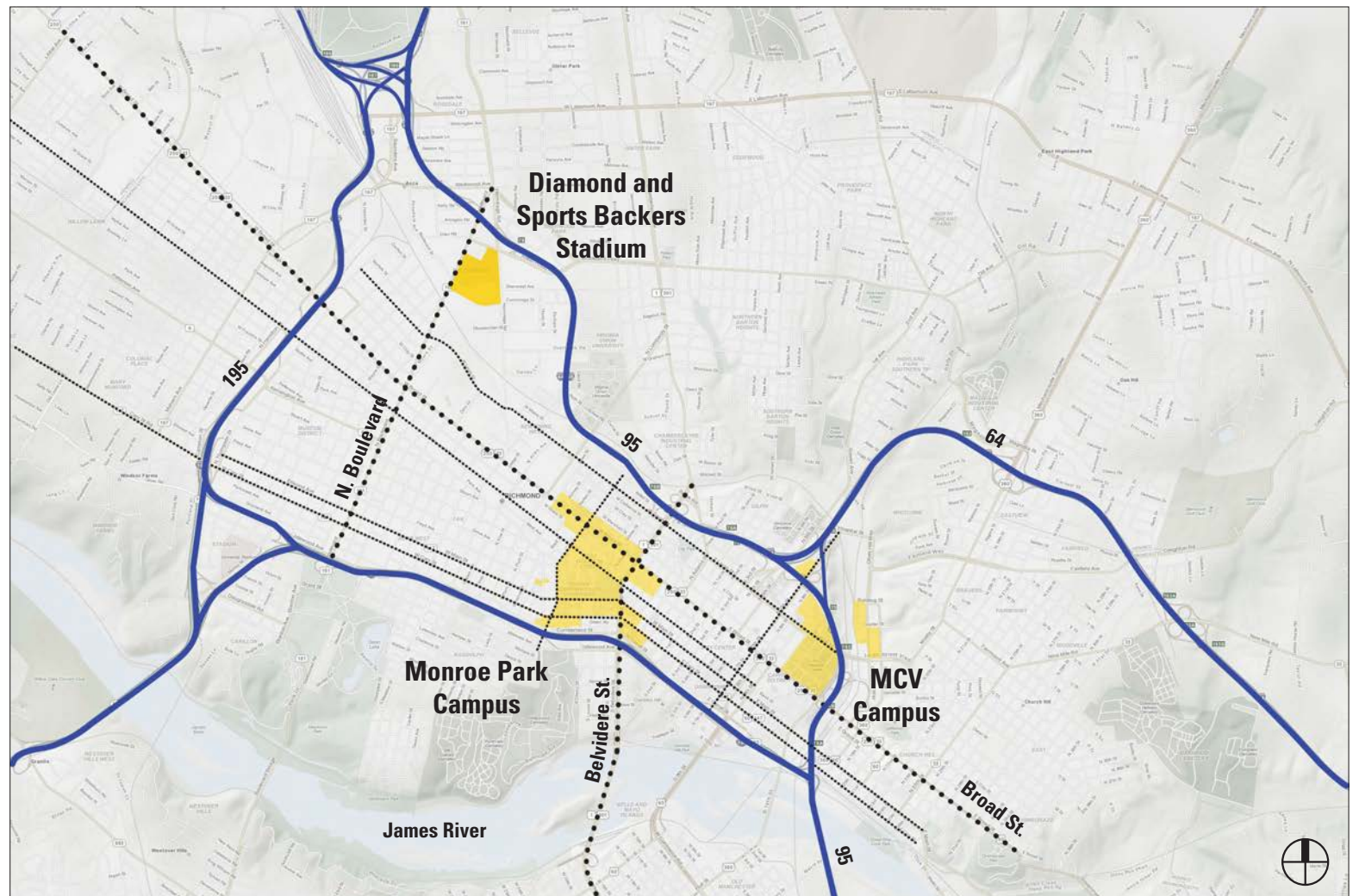
Throughout the planning process, details about upcoming events and informational materials were available on the Master Site Plan Update 2013 website, <http://wp.vcu.edu/vcu2020/>. Visitors to the site also had the option to comment online.



More than 1,600 members of the campus and local communities provided input.

Scope

The Master Site Plan Update focuses on the university's two main campuses: the MCV Campus, including the VCU Health System and the Virginia BioTechnology Research Park, and the Monroe Park Campus. Also included in the Master Site Plan Update are the university's satellite facilities. Ranging from local to international, these facilities include VCU Medical Center at Stony Point, VCU Athletics (Diamond and Sports Backers Stadium), Inger and Walter Rice Center for Environmental Life Sciences, VCU School of Medicine INOVA Fairfax Campus, and VCUQatar.

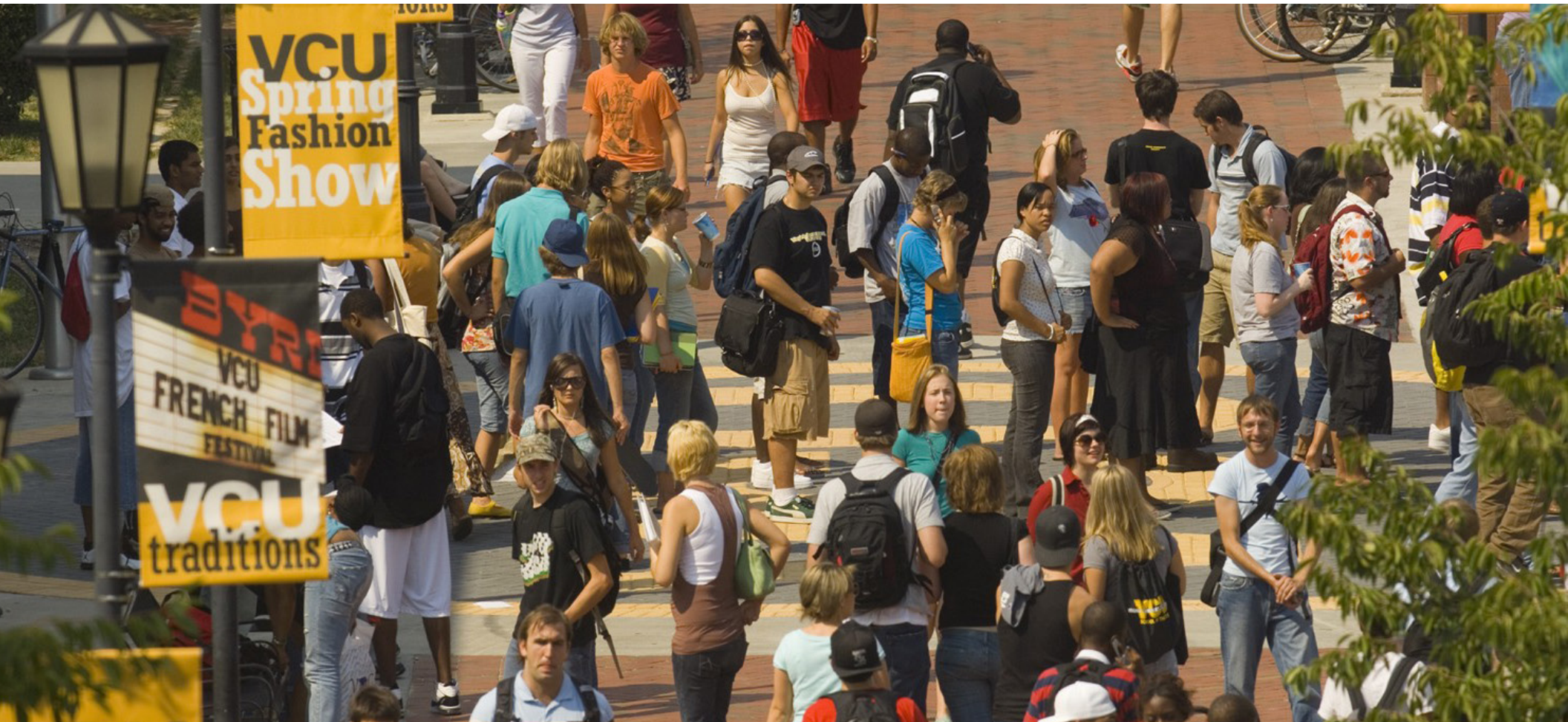


↑ Planning Context

Major Highway

Major Street

VCU Campus or Satellite Facility



EXECUTIVE SUMMARY

"VCU and VCU Health System play integral roles in the economic health of the city."

Virginia Commonwealth University is a public research university located in Richmond, the capital of Virginia. VCU was founded in 1838 as the medical department of Hampden-Sydney College, becoming the Medical College of Virginia in 1854. In 1968, the Medical College of Virginia and Richmond Professional Institute merged to become Virginia Commonwealth University, and it is now the most comprehensive urban university in the Commonwealth.

Today, more than 32,000 students pursue 216 degree and certificate programs in the arts, sciences, and humanities. Sixty-eight of the programs are unique in Virginia, many crossing the disciplines of VCU’s 13 schools and one college. The VCU Health System supports the university’s research, scholarship, and clinical practice mission and offers state-of-the-art care in more than 200 specialty areas, many of national and international note, including organ transplantation, head and spinal cord trauma, burn healing, and cancer treatment.

With a record \$255 million in sponsored research funding, VCU is designated as a research university with high research activity by the Carnegie Foundation. A broad array of university-approved centers and institutes of excellence – involving faculty from multiple disciplines in public policy, biotechnology, and health care discoveries – support the university’s research mission. Twenty-seven graduate and first-professional programs are ranked by U.S. News and World Report as among the best in the country.

Located in the culturally rich capital city of Virginia, VCU benefits from Richmond’s diverse and historic neighborhoods, public parks – including Monroe Park – and a thriving James River. Richmond consistently ranks among “Best Places to Live and Work in America” in several national publications. Simultaneously, with more than 18,000 employees, VCU and VCU Health System play integral roles in the economic health of the city – educating the current and future workforce, reaching out to the community, advancing research, and enhancing patient care.



McGuire Park, MCV Campus.

VCU Quest for Distinction: Success, Discovery, Impact

Approved by the Board of Visitors in May 2011, *VCU Quest for Distinction* is the current version of the strategic plan that has guided VCU since 1993. This document guides all university efforts, including its physical development and the Master Site Plan Update.

VCU Quest for Distinction provides a strategic framework for capitalizing on the outstanding assets that form the VCU experience – a commitment to educational quality, an environment that embraces diversity, an evolving research program with substantial increases in extramural funding, preeminent programs, an engaged community, and a growing alumni base.

The full strategic plan is available online:
<http://www.future.vcu.edu/>

THE HEART OF *VCU QUEST FOR DISTINCTION* IS EMBODIED IN THE FOLLOWING FOUR THEMES:

Theme I: Become a leader among national research universities in providing all students with high quality learning/living experiences focused on inquiry, discovery, and innovation in a global environment.

Theme II: Attain preeminence as an urban, public research university by making contributions in research, scholarship, creative expression, and clinical practice to advance knowledge and enhance the quality of life.

Theme III: Achieve national recognition as a fully-integrated research university with a commitment to human health.

Theme IV: Become a national model for community engagement and regional impact.



Theme I: High-quality learning/living experience.



Theme II: Pre-eminence in research, scholarship, creative expression, and clinical practice.



Theme III: Commitment to human health.



Theme IV: Community engagement and regional impact.

Broad Themes of the Master Site Plan Update 2013

From the start of the planning process, the university was committed to engaging faculty, staff, students, alumni, members of the Board of Visitors, executive leadership, and community neighbors, as well as local officials to gather insights about assets and opportunities for the Master Site Plan Update. Input from these many voices reflects the most pressing issues for physical development of the campuses and can be synthesized into these six broad themes:

- Campus Life
- Open Space
- Campus Circulation
- Facilities Condition and Maintenance
- Making the most of VCU’s location in Richmond
- Sustainability

Based on the broad themes and other information gathered early in the planning process, several guiding principles were articulated to guide the future phases of planning. These principles capture the most promising opportunities for development university-wide. They stipulate that the Master Site Plan Update should direct the physical development of VCU in a way that:

- Supports *VCU Quest for Distinction*.
- Demonstrates that VCU is a premier urban, public research university.
- Reflects the high quality of VCU’s academic, clinical, creative expression, and research programs.
- Prioritizes sustainable use of natural and built resources.
- Strengthens community engagement and regional impact.

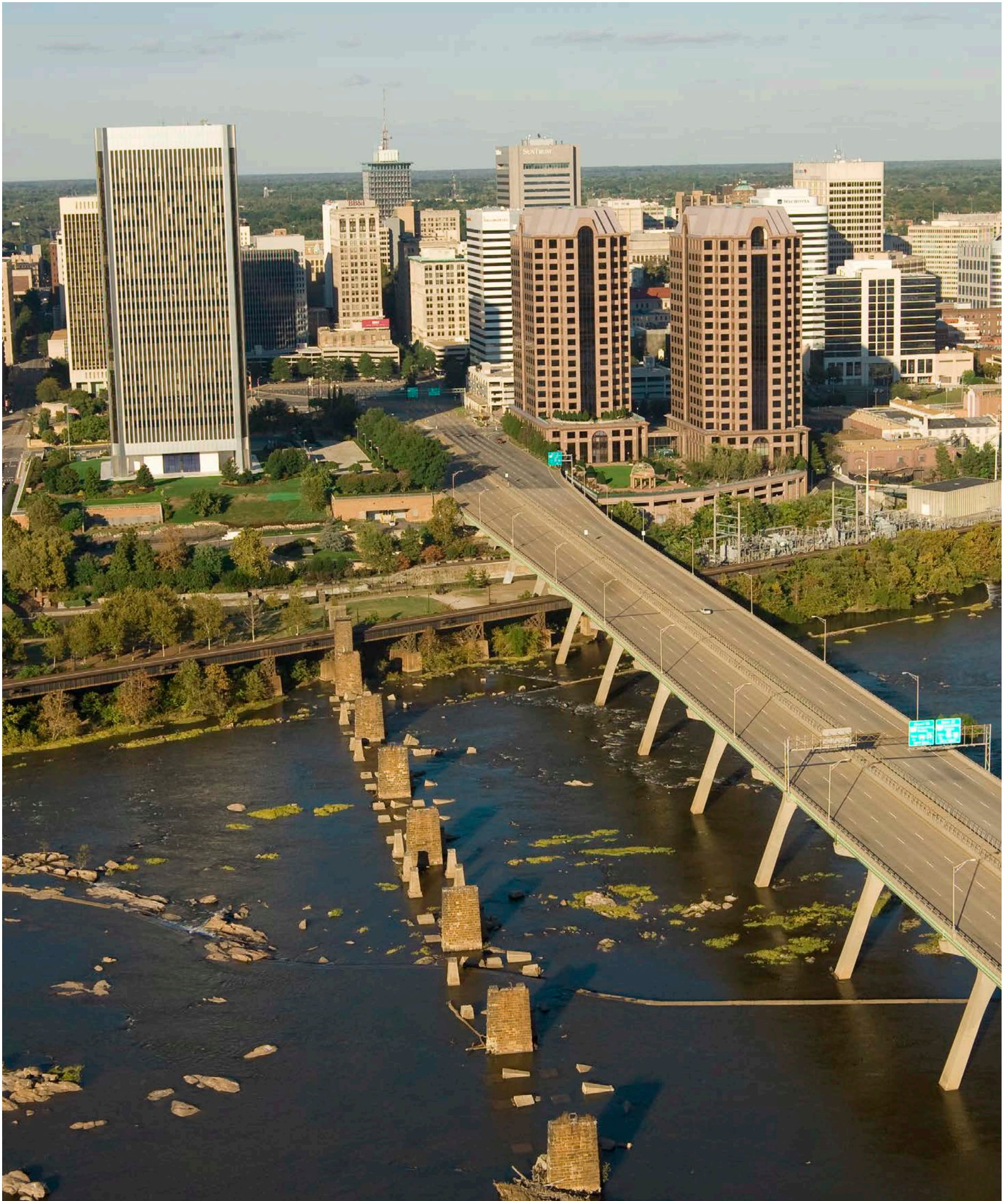
The Campus Environment

VCU’s home in historic downtown Richmond is integral to its identity and mission. The university’s proximity to the city’s cultural, recreational, and natural resources, commonwealth and local government, business community, and other institutions provides a rich context for research, scholarship, creative expression, clinical practice, and public service. VCU benefits from, and is a resource to, the greater Richmond community.

The urban environment also presents unique planning constraints. The MCV and Monroe Park Campuses are integrated into the fabric of the city, and as a result, are generally land-locked with limited opportunities for physical development. Usable real estate is often difficult to acquire, and multiple parcels are often required to satisfy the space needs of institutional-scale development. Institutional buildings must be carefully designed to reconcile their size and scale to the residential scale of surrounding neighborhoods.



Proximity to the city’s cultural, recreational, and natural resources, commonwealth and local government, business community, and other institutions provides a rich context for VCU.

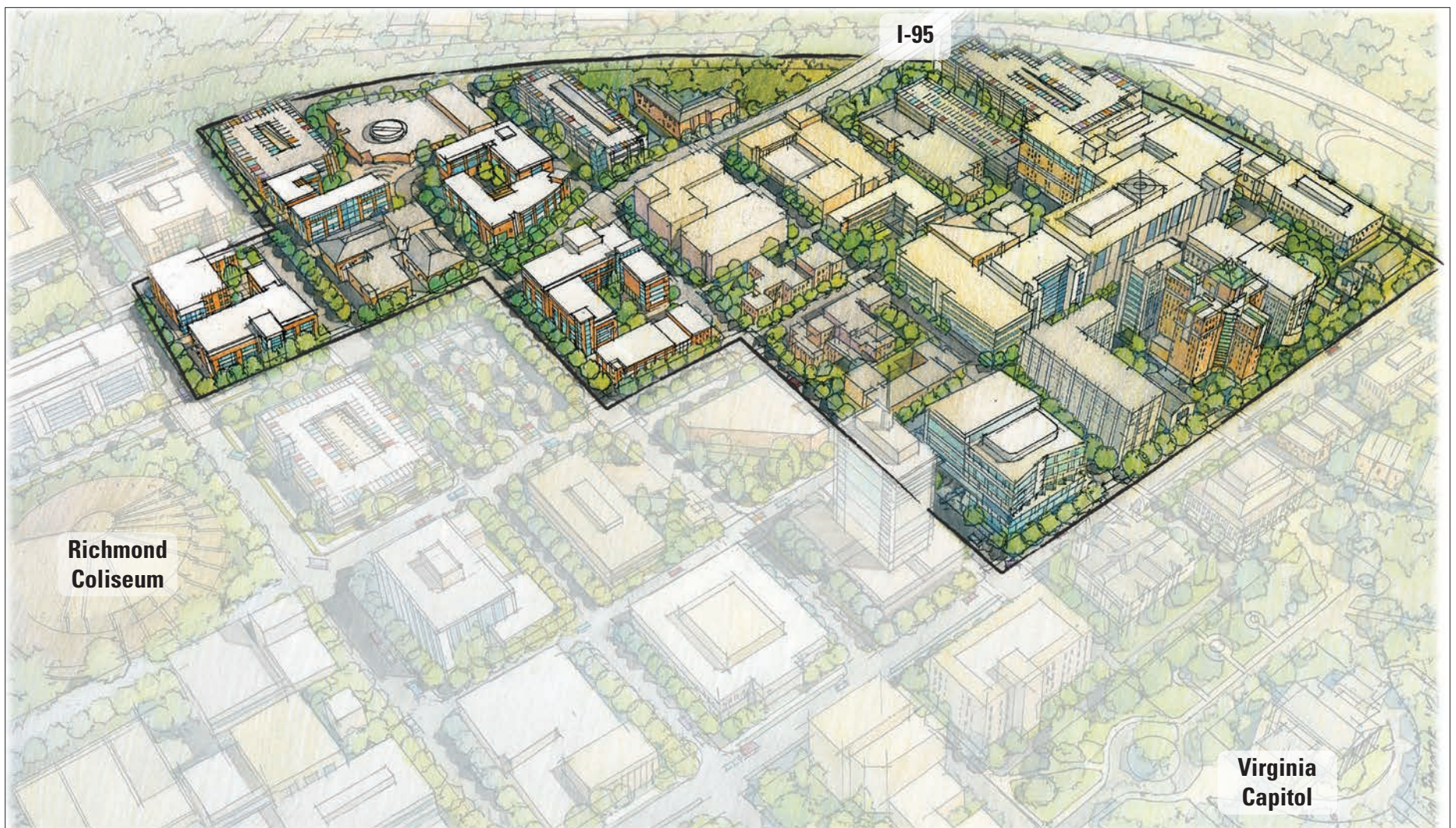


Summary of the VCU Master Site Plan Update 2013

The Master Site Plan Update establishes a vision and framework for physical development of the university. It builds upon the existing physical plant investments in a way that respects VCU's history and heritage to shape the environment of the campuses for the future.

A successful, collaborative process that engaged key stakeholders from campus and the surrounding community had university-wide results for VCU, offering:

- A comprehensive vision for the physical development of the university that supports the goals of *VCU Quest for Distinction*.
- Additional facilities to support the university's projected increases in faculty and research activity.
- New meeting and gathering spaces that enhance the quality of experience for faculty, staff, students, patients, and visitors.
- Continued enhancement of students' on-campus experience that builds on recent success, particularly an exponential increase in on-campus student housing.
- Continued cooperative planning with the Richmond community to promote a healthy and vibrant urban environment.



↑ MCV Campus: Master Site Plan

— Campus Boundary

Campus Boundaries

The university's boundary indicated on the site plans and campus renderings in the Master Site Plan indicate the zones within which the university plans to invest, influence and develop its campuses over the effective life of this edition of the Master Site Plan. If previously unidentified opportunities arise for VCU development beyond these boundaries, the university will review such potential development in close coordination with the City of Richmond, the affected neighborhoods and their neighborhood associations, and obtain the approval of the VCU Board of Visitors for any boundary changes.

MCV Campus

On the MCV Campus, the interplay of research, scholarship, and clinical practice frames desires for adjacencies, new space, access and parking, and land. Currently these components rely on exceptionally close physical relationships, and in the future, ongoing adjacencies are necessary among all three components. The current close-knit mix of uses is an unmistakable advantage; however, it also limits opportunities for expansion.

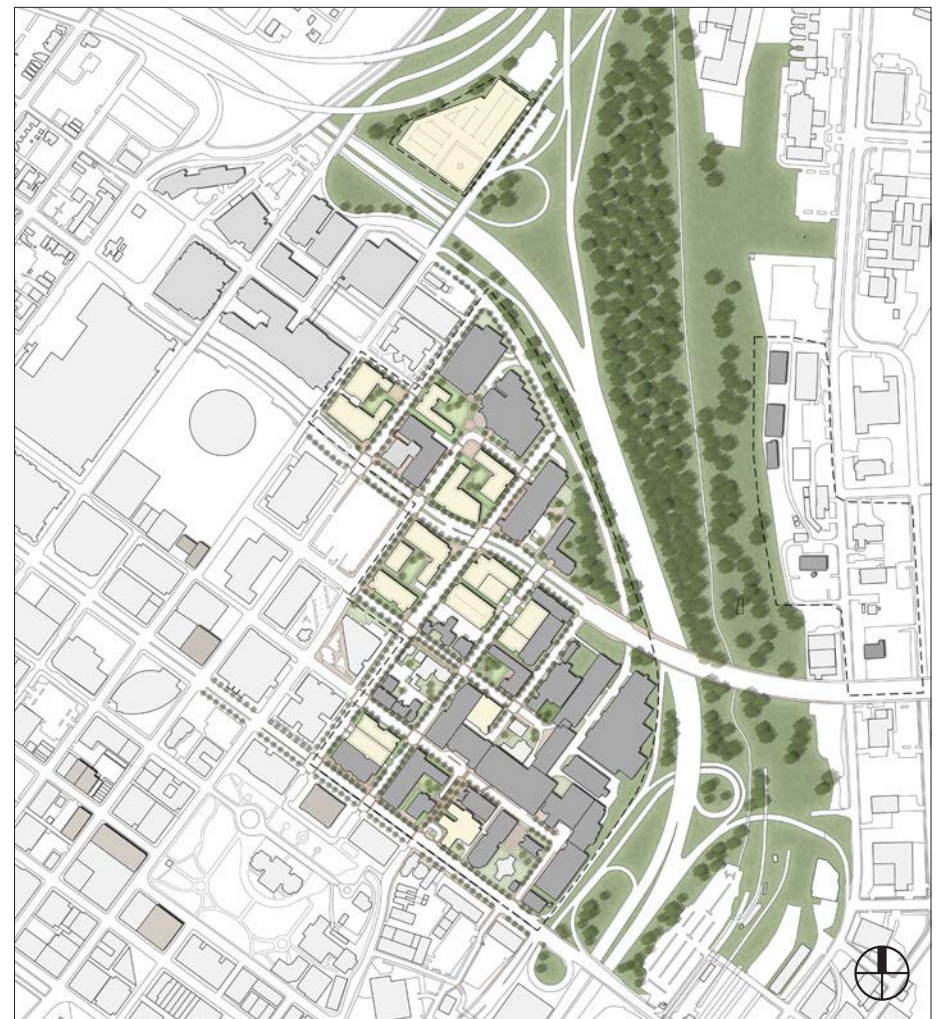
The Master Site Plan Update identifies opportunities to re-distribute activity in a way that maintains adjacencies while allowing for growth, including:

- New academic and research program space on the existing campus.
- A new quadrangle and facilities at the northwest corner of the campus to facilitate integrated health sciences education, including new academic and research facilities.
- Up to approximately 1.9 million additional gross square feet through acquisition or development partnership to support integrated health sciences research and education.
- The campus boundary has been expanded to include two blocks previously considered adjacent to the campus - the Public Safety Building site bounded by Clay, 9th, Leigh, and 10th Streets and a block in the Virginia Biotechnology Research Park bounded by Leigh, 7th, Jackson, and 8th Streets.

VCU Health System

Physical development of the VCU Health System continues to be guided by internal planning efforts concurrent with the VCU Master Site Plan Update 2013. Health System-specific planning efforts guide the strategic directions of the clinical care functions of the hospital and plan for a succession of development projects to meet strategic needs.

The Master Site Plan Update identifies three sites on the MCV Campus that are most suitable for redevelopment to meet the Health System's needs:



↑ MCV Campus: Master Site Plan

 Proposed Building	 Campus Boundary
 Existing VCU Building	 Virginia BioTechnology Research Park
 Leased VCU Building	

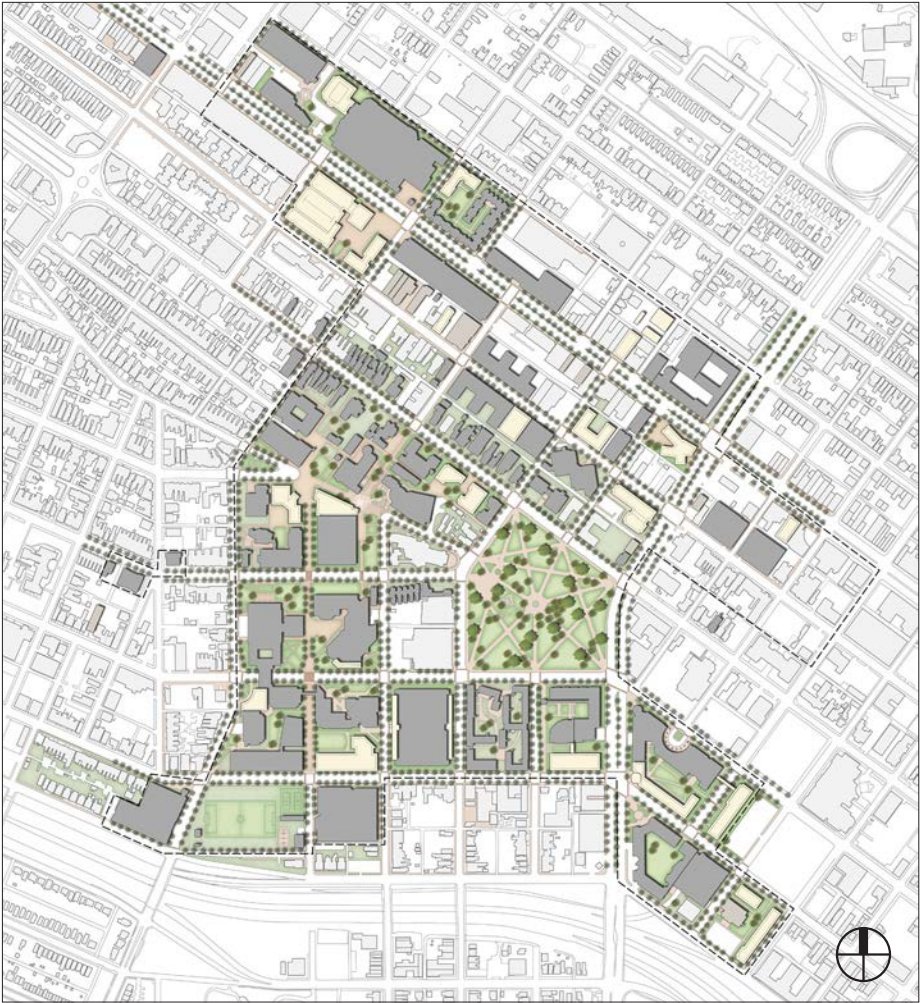
- The Virginia Treatment Center for Children site, contingent upon relocation of the existing program off-site.
- The current site of the School of Pharmacy, contingent upon the relocation of the School.
- The site south of the Children's Pavilion on the 1000 block of East Broad Street, already being redeveloped.

Over time, these sites will be transformed to respond to evolving Health System needs.

Virginia Biotechnology Research Park

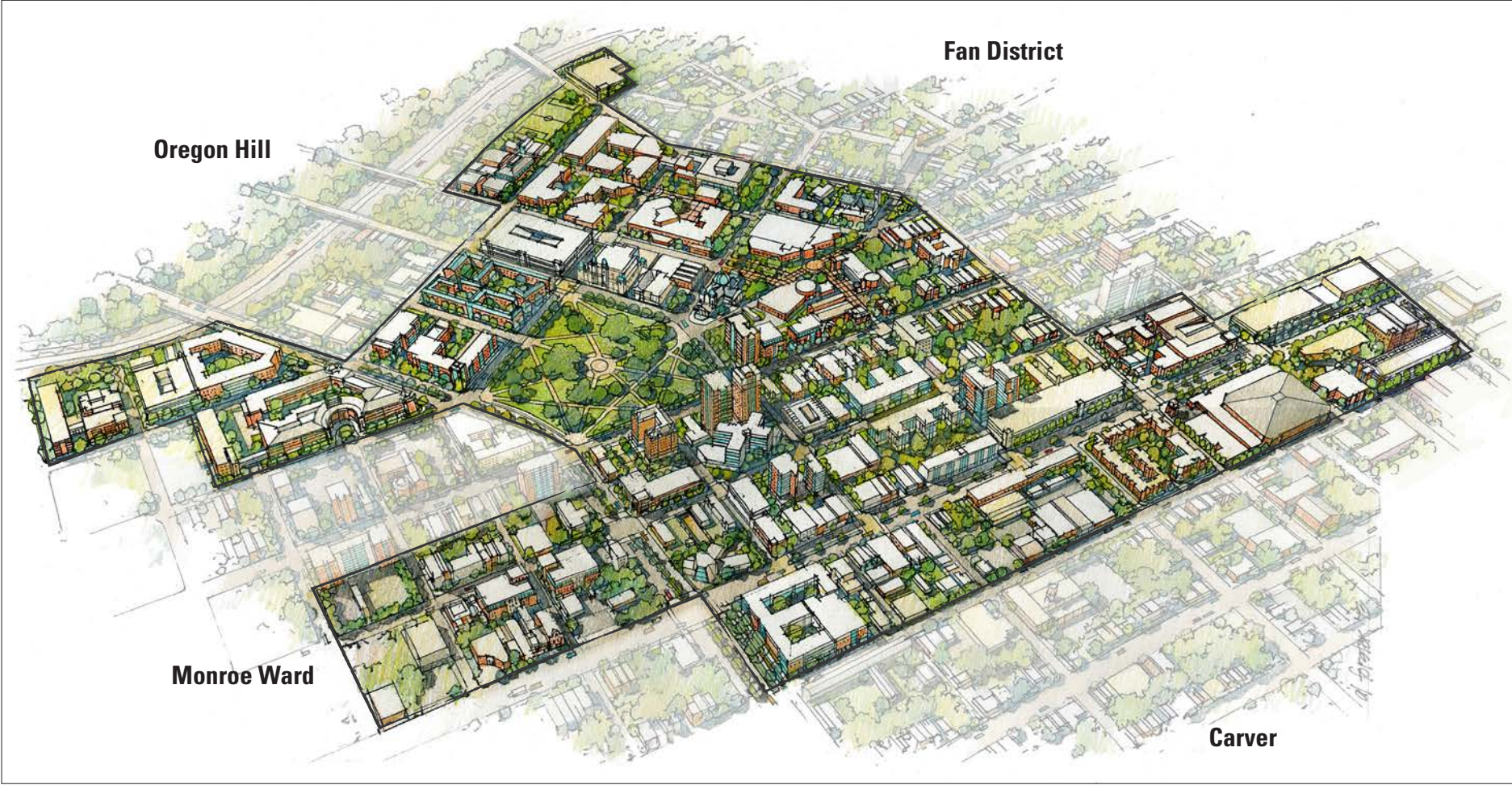
The Virginia Biotechnology Research Park is home to 60 life science companies, research institutes, and state/federal labs, employing more than 2,200 scientists, engineers, and researchers.

Within the currently master-planned boundaries of the Park are future building sites that can accommodate between 300,000 and 500,000 square feet of additional space. Planning for the Park is ongoing and VCU will continue to seek opportunities for beneficial partnership with this affiliated organization.



← Monroe Park Campus: Master Site Plan

- | | |
|---|---|
|  Proposed Building |  Leased VCU Building |
|  Existing VCU Building |  Campus Boundary |



↑ Monroe Park Campus: Master Site Plan

- Campus Boundary

Monroe Park Campus

In recent years, the university has significantly invested in the facilities and grounds of the Monroe Park Campus. It is imperative that this investment not only be maintained, but optimized with a focus on a high-quality student experience, campus circulation, and gathering spaces. The Master Site Plan Update identifies opportunities for growth, including:

- New research, scholarship, and support space.
- Redevelopment of the Franklin Street Gym site to create a home for the College of Humanities & Sciences and new space for academic programs; this high-quality facility will enhance this iconic area of the campus.
- Redevelopment of the Thalhimer Tennis Center site to support academic programs – notably Life Sciences.
- Enhanced presence for the School of the Arts in the Broad Street corridor.
- Redevelopment of the 500 Academic Center block for mixed university uses, including academic space for the arts, housing, and parking.
- Ongoing support for the Monroe Park Master Plan.

On the Monroe Park Campus, the campus boundary remains the same from the previous iteration of planning in 2004.

Between the Campuses

Enhancing the vitality of the Broad Street corridor will support VCU as one university with a common mission and vision. Through strategic partnerships with the community and the city, a greater Broad Street corridor can be realized that benefits all stakeholders.

Between the two campuses, there is significant need for redevelopment, but large sites presenting viable opportunities for university acquisition and institutional-scale redevelopment are limited. One of the few opportunities is the former Central Fidelity Bank building at the southwest corner of East Broad and North 3rd Streets. Adaptive use of the building would establish an iconic VCU landmark and an increased university presence between the campuses in the Broad Street corridor. About 30,000 gross square feet of space on the building's lower floors is well-suited to a variety of active program uses that will attract VCU faculty, staff, and students to the middle of Broad area. Remaining space in the building is appropriate for use as graduate and professional student housing. As many as 200 beds could serve as a health professions living-learning community.

The health of the Broad Street corridor is of great interest to the university. As the university works to enhance the quality of experience between the two campuses, these efforts will require coordination with other local stakeholders and the City of Richmond.

Satellite Facilities

Near the downtown campuses, the university relies on off-campus facilities, the Diamond and Sports Backers Stadium, to support VCU Athletics. VCU has recently completed an Athletic Facility Strategic Plan; additional facilities have been identified to meet the department's needs that likely will require acquisition of additional property. Such expansion is familiar to VCU, given its reach beyond downtown Richmond. The VCU Health System operates its outpatient medical center, the VCU Medical Center at Stony Point, on the west side of the city. VCU has established the VCU Rice Center for Environmental Life Sciences on a 610-acre site on the James River in Charles City County. Only 30 minutes from downtown Richmond, the site provides a living laboratory for research and education in the Life Sciences, with an emphasis on the natural habitat of the James River.

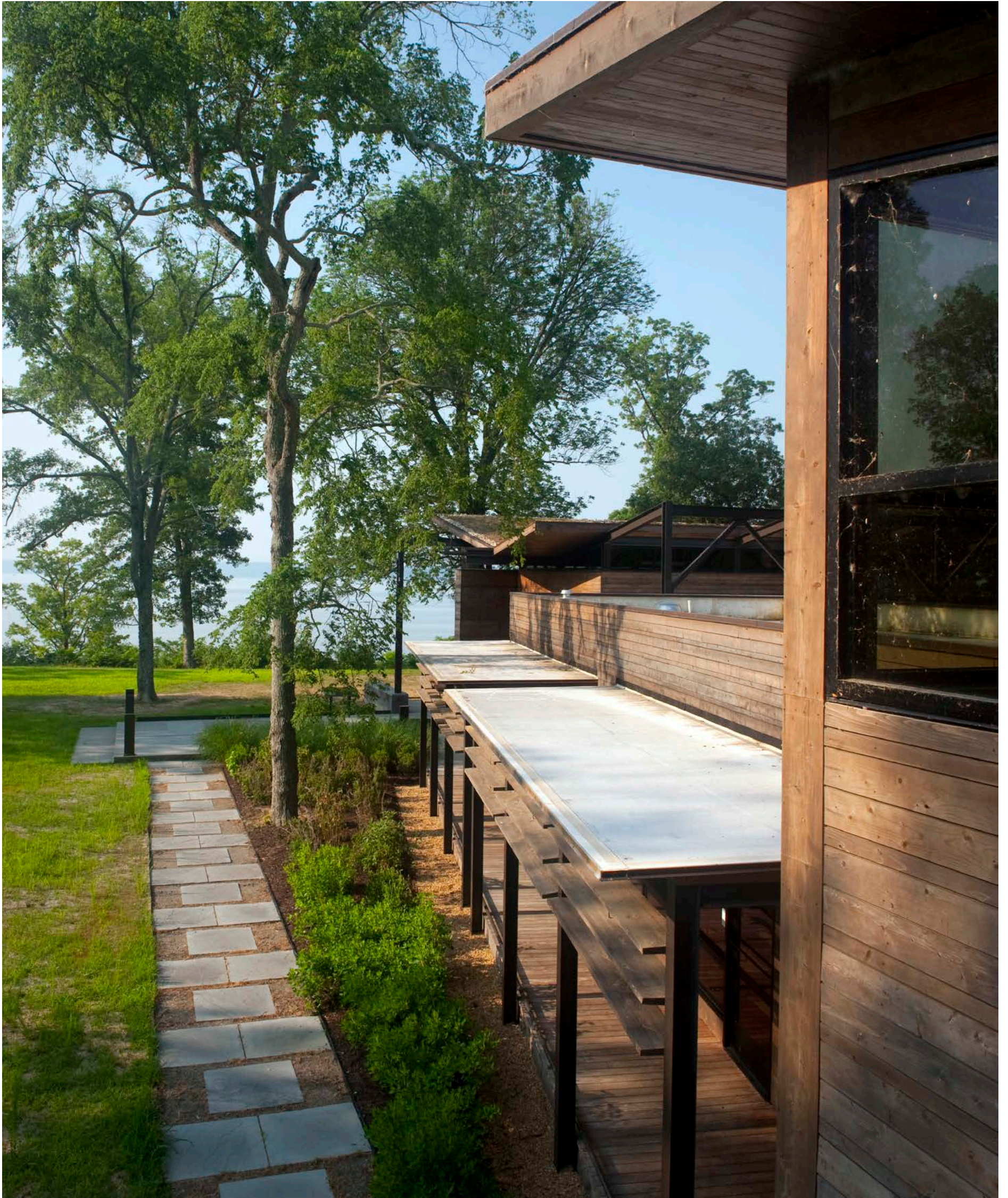
The School of Medicine established its INOVA program for training medical students at Fairfax General Hospital in Northern Virginia. The VCU School of the Arts in Qatar brings the expertise of the School of the Arts and degrees in Communication Arts and Design, Fashion Design and Merchandising, and Interior Design to students of more than 40 different nationalities at this location.

These satellite locations are evidence of VCU's successful strategic initiatives to establish university programs in the surrounding communities of metropolitan Richmond, the Virginia Commonwealth, and the world.

Recognizing this distribution, the Master Site Plan provides a comprehensive vision for physical development on the flagship campuses, as well as satellite facilities to support VCU as one university with a common mission and vision. The MCV and Monroe Park Campuses will continue to be powerful engines in the renewal and growth of downtown Richmond. They are functional anchors along the prominent Broad Street corridor and generators of activity and investment. VCU will continue to enrich the city, as the widening breadth of its research, scholarship, creative expression, and clinical practice are enriched by diverse national and worldwide interaction.

Criteria and Standards

As part of its commitment to sustainability, health, and safety the university will develop buildings that meet or exceed the Silver level for Leadership in Energy and Environmental Design (LEED) certification, will address the requirements of the Americans with Disabilities Act, and will be designed to reflect the principles of Crime Prevention Through Environmental Design (CPTED).



The Rice Center provides a living laboratory for research and education in the Life Sciences.



INTRODUCTION



VCU Institutional Background

One of the nation’s top research universities, VCU occupies 211 buildings with a residence hall capacity of more than 5,000 beds. The VCU Health System, together with VCU Health Sciences, offers state-of-the-art care in more than 200 specialty areas and serves as the region’s only Level 1 Trauma Center. The university boasts 32 graduate and first-professional programs in the 2012 U.S. News and World Report rankings; sculpture and nurse anesthesia are each ranked first, and more than half of the ranked programs are in the top 20.

VCU has one college and 13 schools across two Richmond campus locations - the Monroe Park Campus and the MCV Campus. The 91.1 acres of the Monroe Park Campus house eight schools and the College of Humanities and Sciences. The 52.4-acre MCV Campus houses five health sciences schools.

VCU enrolls more than 32,000 students; the student body comprises 75 percent undergraduate, 20 percent graduate, and 5 percent first professional students. The majority are in-state (85 percent), full-time (78 percent) students seeking a degree or certificate in one of the 216 programs offered at the university.

VCU ACADEMICS

- College of Humanities & Sciences
 - L. Douglas Wilder School of Government and Public Affairs
 - School of Mass Communications
 - School of World Studies
- School of Allied Health Professions
- School of the Arts
- School of Business
- School of Dentistry
- School of Education
- School of Engineering
- School of Medicine
- School of Nursing
- School of Pharmacy
- School of Social Work
- University College
- VCU Graduate School
- VCU Honors College
- VCU Life Sciences



Mission and Vision of the University

The expressed mission and vision of the university guide all its efforts, including physical development and the Master Site Plan. As the premier urban, public research university in Virginia, VCU's mission is to advance knowledge and student success through its commitments to:

- an engaged, learner-centered environment that fosters inquiry, discovery, and innovation in a global setting;
- research that expands the boundaries of new knowledge and creative expression and promotes translational applications to improve human health;
- interdisciplinary collaborations that bring new perspectives to complex problems and mobilize creative energies that advance innovation and solve global challenges;
- health care that strives to preserve and restore health for all people, to seek the cause and cure of diseases through groundbreaking research, and to educate those who serve humanity;
- diversity that provides a climate of inclusion, a dedication to addressing disparities wherever they exist, and an opportunity to explore and create in an environment of trust;
- sustainable university-community partnerships that enhance the educational, economic, and cultural vitality of the communities VCU serves in Virginia and around the world.

VISION STATEMENT

VCU will be a premier urban, public research university distinguished by its commitment to the following:

- the intellectual and academic success of a diverse student body;
- research and discovery that advances knowledge, inspires creativity, and improves human health;
- the global engagement of students, faculty, and staff that transforms lives and communities.

VCU Quest for Distinction: Success, Discovery, Impact

Approved by the Board of Visitors in May 2011, *VCU Quest for Distinction* is the current version of the strategic plan that has guided VCU since 1993. The strategic plan is an extension of the university's mission and vision statements and works with them to guide all university efforts, including its physical development and the Master Site Plan Update.

The strategic plan – *VCU Quest for Distinction* – embraces a vision of a premier urban, public research university focused on student success. It does so responsibly, with a renewed focus on how VCU will pursue excellence at every level, even in the face of dwindling resources and increasing calls for accountability and demonstrable value for higher education.

VCU Quest for Distinction provides a strategic framework for capitalizing on the outstanding assets that form the VCU experience – a commitment to educational quality, an environment that embraces diversity, an evolving research program with substantial increases in extramural funding, preeminent programs, an engaged community, and a growing alumni base.

The *Quest for Distinction* embodies VCU's commitment to advancing knowledge and student success – a dual commitment that is exceptional among research universities. *Quest* sets the stage for VCU to become the nation's preeminent urban, public research university.

The full strategic plan is available online: <http://www.future.vcu.edu/>

THE HEART OF *VCU QUEST FOR DISTINCTION* IS EMBODIED IN THE FOLLOWING FOUR THEMES:

Theme I: Become a leader among national research universities in providing all students with high quality learning/living experiences focused on inquiry, discovery, and innovation in a global environment.

Theme II: Attain preeminence as an urban, public research university by making contributions in research, scholarship, creative expression, and clinical practice to advance knowledge and enhance the quality of life.

Theme III: Achieve national recognition as a fully-integrated research university with a commitment to human health.

Theme IV: Become a national model for community engagement and regional impact.



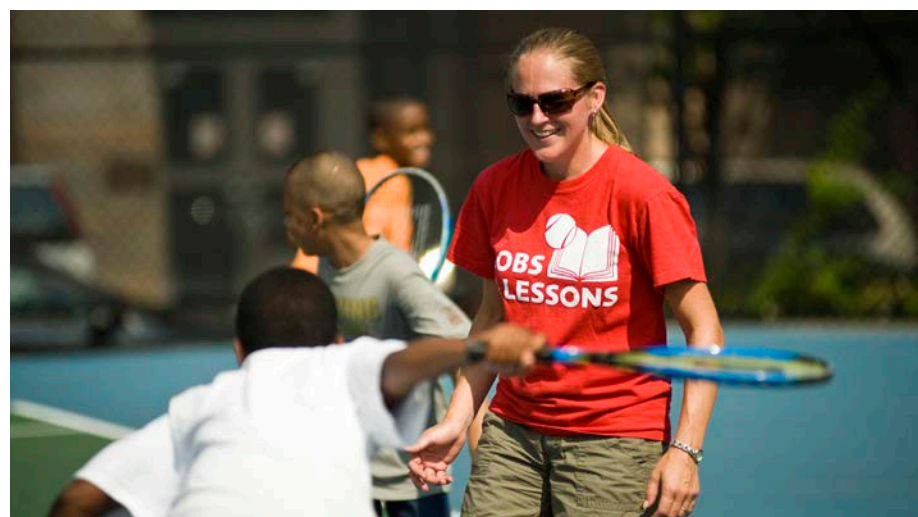
Theme I: High-quality learning/living experience.



Theme II: Pre-eminence in research, scholarship, creative expression, and clinical practice.



Theme III: Commitment to human health.



Theme IV: Community engagement and regional impact.

How *VCU Quest for Distinction* Impacts the Master Site Plan Update 2013

VCU's goal to be a premier urban, public research university creates significant expectations for the Master Site Plan Update. To realize this goal, the physical campus will need to provide new and renovated facilities to accommodate and encourage institutional advancement.

VCU has experienced significant institutional growth over the past 20 years. While past planning efforts have focused on accommodating quantity in terms of significant enrollment growth, the Master Site Plan Update is charged with accommodating quality through a significant increase in program excellence. Looking ahead, enrollment is expected to remain steady at about 32,500, but the distribution of students among the university's College and 13 schools is anticipated to change as admission selectivity increases.

The university's programs are well-ranked by U.S. News and World Report, including two top ranked programs. More than half of the university's ranked programs are in the top 20. VCU will build on this success and also strive to enhance the quality of all existing programs.

FACULTY GROWTH

The university projects faculty growth of as much as 500 positions over the next six to nine years. This growth will lower the faculty-student ratio, increase research activity, and require additional staff, office, research, and instructional facilities to support the increased intensity of intellectual activity. Growth will be distributed throughout the College and schools. As a result, relative demand for space will depend on where growth occurs; planning for flexibility is essential.

INCREASE IN RESEARCH ACTIVITY

VCU Quest for Distinction indicates an increase in research activity that will require more research space for faculty and students. The university will pursue an increase in sponsored research, and research will become a more integral part of the undergraduate experience.



Research will become a more integral part of the undergraduate experience.



There is a widespread desire for additional meeting space, both indoors and out.

INSTRUCTIONAL SPACE

The Academic Learning Commons and McGlothlin Medical Education Center were both under construction during the planning process. These prominent new facilities will help meet VCU's need for additional instruction space on both campuses. It will be important to reevaluate potential additional need once both new buildings are open and fully operational.

MEETING AND CONFERENCE SPACE

The campus community has expressed a widespread desire for additional meeting and conference space. Needs range from small meeting rooms and study spaces to large venues for events and gatherings. As admission becomes more selective, the increasing sophistication of the student body will demand a variety of options for social and intellectual interaction, both indoors and out.

HOUSING

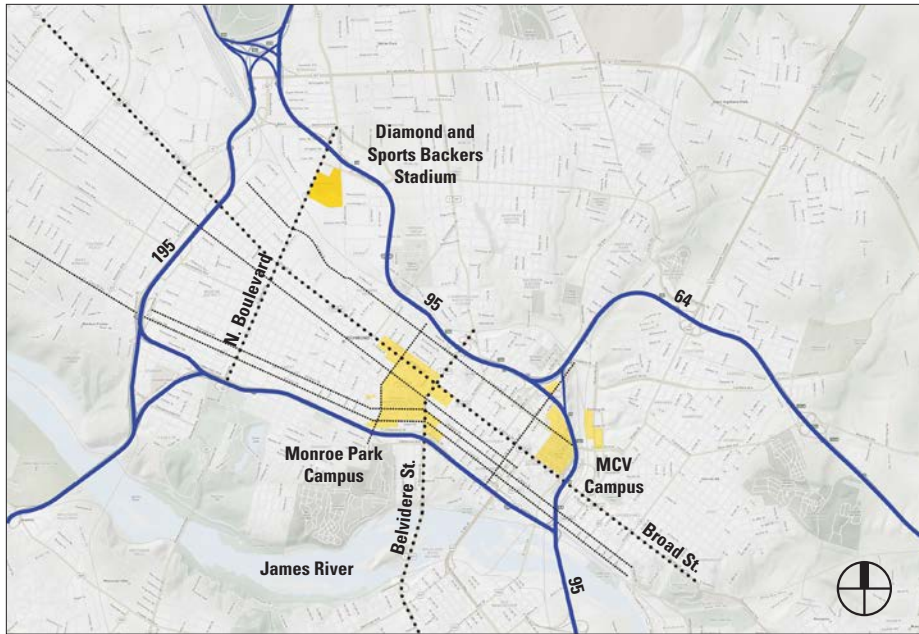
With the opening of West Grace South in fall 2012, VCU is able to provide on-campus housing for 5,209 students. Residential life and housing is greatly enhanced by new facilities on Grace Street and other investments in the on-campus experience. As a residential campus, the university expects the demand for high-quality living-learning experiences to increase, and it will build on the success and scope of the existing on-campus community. The university has recently completed a housing market analysis study for the Monroe Park and MCV Campuses that suggests that there is incremental demand for more than 1,300 beds on the Monroe Park Campus and more than 400 beds on the MCV Campus.

FACILITIES CONDITION AND MAINTENANCE

From state-of-the-art to outdated, facilities conditions range widely across the university. The university will need to devote resources to extensive renovation and renewal, as well as new construction to achieve the goals laid out in the strategic plan.

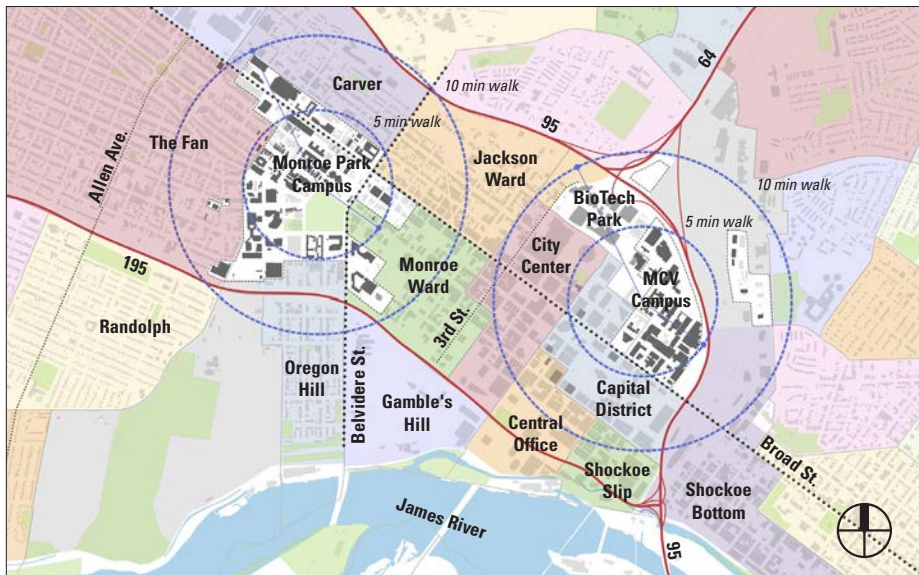


Demand for high-quality living-learning experiences is expected to increase.



↑ Planning Context

- Major Highway
- - - - - Major Street
- VCU Campus or Satellite Facility



↑ VCU & Surrounding Neighborhoods

- Major Highway
- - - - - Five- and Ten-Minute Walking Radius Circle

Planning Context

One of the nation's top research universities, VCU primarily houses its research, scholarship, creative expression, and clinical practice activities on two Richmond campuses – the Monroe Park Campus and MCV Campus.

THE URBAN UNIVERSITY CAMPUS: VCU IN RICHMOND

VCU is based in Richmond, the capital of the Commonwealth of Virginia, and the center of the Richmond Metropolitan Statistical Area, which has a population of about 1.2 million. Richmond's place in American history is distinguished and includes association with significant events of the American Revolution and Civil War. Today, Richmond's economy is primarily driven by law, finance, government, education, and health care, with burgeoning development in the arts, media, advertising, and other creative industries.

Richmond is located on the fall line of the James River, between the Coastal Plain and Piedmont of Virginia, as well as the junction of Interstates 95 and 64. The city's distinguishing natural and urban features are reflected in the Monroe Park and MCV Campuses. Richmond's simple street grid is made up of long blocks that run northwest-southeast along the bluff ridge on the north side of the James River and shorter blocks extending northeast-southwest that radiate west of the Shockoe Valley and north of the James River.

Situated in the heart of Richmond, VCU serves an integral role in the economic health of the city – educating the current and future workforce, reaching out to the community, advancing research, and enhancing clinical practice. The university is served by two primary campuses in Richmond: the MCV Campus, located near the financial and governmental center in downtown; and the Monroe Park Campus, situated about one mile west of the MCV Campus, between Monroe Park and the historic Fan District. The Diamond and Sports Backers Stadium, located about two miles northwest of the Monroe Park Campus, provide athletics venues.

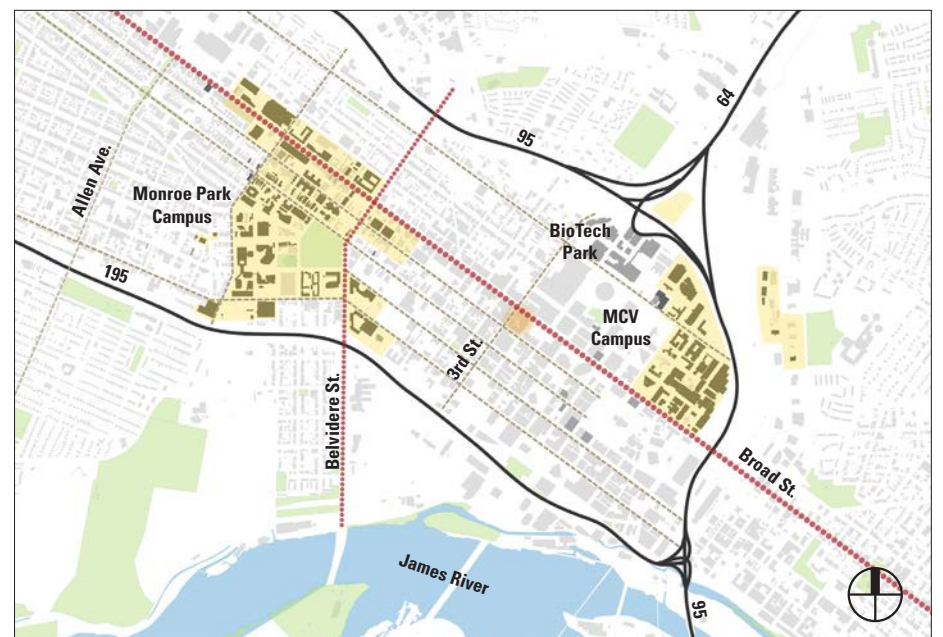
Since the 1990s, VCU has established programs in partnership with local communities and businesses to become a "university without walls." Beginning in 1996, the university has partnered with Richmond's Carver neighborhood north of the Monroe Park Campus to develop ongoing community and youth development programs. VCU's active Division of Community Engagement oversees such local efforts to enhance the quality of life for all who work, live, and study in the Richmond area. Based on its record of successful university-community partnerships, VCU received the Carnegie Foundation designation as a community-engaged campus.

BETWEEN THE CAMPUSES: THE BROAD STREET CORRIDOR

Broad Street is the central spine of Richmond, as well as a connector at a regional scale between the City of Richmond and Henrico County and at a local scale between the Monroe Park and MCV Campuses. The development of Broad Street as it passes through each campus is important to the identity of the university in the larger urban context of Richmond. Enhancements on Broad Street are consistent with and complementary to city planning efforts; they also benefit Richmond and, by extension, the university.

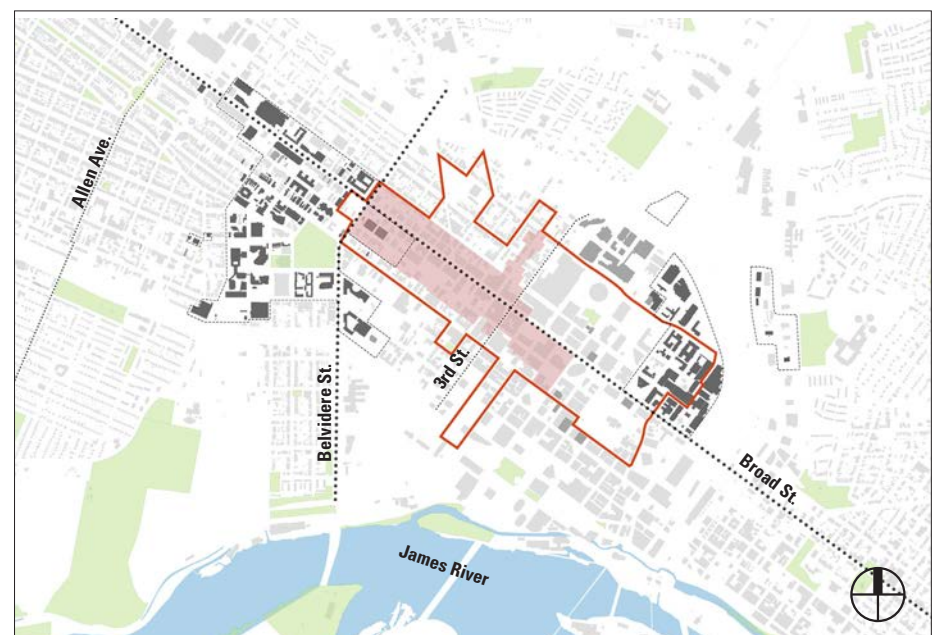
While the connectivity and high visibility of Broad Street are important to VCU, the redundancy of the urban grid is also an advantage. East-west connections on Leigh, Grace, Franklin, Main, and Cary Streets form a robust street network that organizes and joins the campuses.

The City of Richmond has recently designated an Arts and Culture District, a targeted area within and around the downtown Broad Street corridor that includes portions of the Monroe Park and MCV Campuses. It seeks to leverage the key assets and momentum generated by arts, culture, and entertainment to continue economic development and revitalization in the area. The Arts and Culture District builds upon existing efforts and advances the goal of increasing the vibrancy of downtown. Construction of the Institute for Contemporary Art will enhance the District.



↑ Planning Framework

- VCU
- Highway
- Major Road
- Connecting Street
- Increased VCU presence between the campuses



↑ Richmond Arts & Culture District

- Marketing resources, loan fund rebates, and grants for artist live/work space
- Regulatory fee rebates and expedited permit review



Technology Administration Building on West Broad Street, Monroe Park Campus.

On the Monroe Park Campus, VCU has a strong physical presence on Broad Street in the Siegel Center, Ackell Residence Center, Welcome Center, School of the Arts Building, Broad and Belvidere Student Apartments, and other facilities. Once completed at Broad and Belvidere, the Institute for Contemporary Art will serve as a new gateway to the university and bring important, cutting-edge art exhibits in the world to the university and City of Richmond. VCU and the city will continue to co-develop the section of Broad Street between Belvidere and Harrison Streets as a multi-use, tree lined boulevard that will function simultaneously as a destination in its own right, as a gateway to and from the city, and as a gateway to the Monroe Park Campus.

On the MCV Campus, VCU has established a strong presence on Broad Street through Sanger Hall, Hunton Student Center, West Hospital, Molecular Medicine Research Building, Randolph Minor Hall, and other facilities. A new clinical care facility planned on Broad Street between 10th and 11th Streets will increase VCU Health System visibility and access in this corridor.

A number of institutional buildings are located on Broad Street as it passes through the MCV Campus and to the west. These buildings are large and have few doors opening onto Broad Street; the lack of amenities and large scale of development are relatively unwelcoming to pedestrians. Enlivening the street and strengthening the experience along Broad Street for pedestrians, services and retail, and vehicles are goals that VCU seeks to advance incrementally over time as development progresses. Recommended streetscape, landscape, signage, and parking guidelines, similar to areas of the Monroe Park Campus, should be adopted for this section of Broad Street and coordinated with ongoing municipal and state plans.

Between the two campuses, there is significant need for redevelopment, but large sites presenting viable opportunities for university acquisition and institutional-scale redevelopment are limited. One of the few opportunities is the former Central Fidelity Bank building at the southwest corner of East Broad and North 3rd Streets. Adaptive use of the building would establish an iconic VCU landmark and an increased university presence between the campuses in the Broad Street corridor. About 30,000 gross square feet of space on the building's lower floors is well-suited to a variety of active program uses that will attract VCU faculty, staff, and students to the middle of Broad area. Remaining space in the building is appropriate for use as graduate and professional student housing. Perhaps as many as 200 beds could serve as a health professions living-learning community.

The health of the Broad Street corridor is of great interest to the university, and VCU recognizes that this area is of great civic importance to the Richmond community. As the university works to enhance the quality of experience between the two campuses, these efforts will require coordination with other local stakeholders and the City of Richmond. Enhancing the vitality of the Broad Street corridor will support VCU as one university with a common mission and vision. Through strategic partnerships with the community and the city, a greater Broad Street corridor can be realized that benefits all stakeholders.

Development Guidelines

The “General Plan and Guidelines” of the 1996 Master Site Plan recognize and celebrate the urban character of downtown Richmond and the Monroe Park and MCV Campuses and promote the distinctive qualities and benefits of this environment in supporting the unique identity and mission of VCU. The 2004 and 2013 Master Site Plans affirm these fundamental guides to campus development at VCU.

VCU derives its unique character from the specific urban context of Richmond, Virginia, and from its research, educational, and clinical care missions. VCU will leverage this urban quality by developing buildings, open spaces, and landscaping according to urban guidelines.

CRITERIA AND STANDARDS

As part of its commitment to sustainability, as well as health and safety, the university will develop buildings that meet or exceed the Silver level for Leadership in Energy and Environmental Design (LEED) certification, will address the requirements of the Americans with Disabilities Act, and will be designed to reflect the principles of Crime Prevention Through Environmental Design (CPTED).

CIVIC CONTINUITY AND INSTITUTIONAL IDENTITY

When urban institutions such as universities occupy more than one or a few buildings, their identity is conveyed not by the presence of an “institutional building” but by a district or “campus.” Thus, they are at once part of the continuity of the city and an interruption of it. The most desirable condition for an urban university is to be simultaneously continuous and subtly distinct. The university merits an institutional presence within the urban fabric and should contain its own quality of “place.” A recognizable threshold should be present without becoming itself a barrier.

ARCHITECTURAL PRINCIPLES

The single most important architectural goal for VCU is to design urban, rather than suburban, building types. Each district has its own unique character, and yet, with the exception of the Academic Core of the Monroe Park Campus, each is decidedly urban in its disposition. In the Academic Core, proposed development is directed toward establishing a more urban fabric in this district. New development will conform to these urban architectural patterns.

BUILDING TYPES

Urban building types align on streets and define public spaces. They address the public realm with principal entrances and facades on main streets or squares. They positively define the perimeter of their sites but may leave the “private” interior of the block an irregular form. Suburban building types are inappropriate for the city. Typically, they are irregular on the exterior, occupy the center of the site or block, and leave residual space to the exterior public side.

SCALE AND CHARACTER

Scale and character, second only to type in their importance to the environment, should be compatible with neighboring contexts. A large building, even one that violates the prevailing height limits, may be a compatible neighbor if its scale and character are appropriate. Buildings that acknowledge the human realm at their base by an articulate ground floor enhance good streets. Brick or stone buildings with appropriately integrated use of metal and glass tend to relate better to traditional architecture than synthetic stucco buildings and exposed concrete buildings.

STYLE

Architectural style must complement appropriate building type and scale as aspects of good urban buildings. Buildings of our time can relate to, and even refresh, traditional environments. VCU should adopt an attitude of rapprochement in avoiding the extremes of literal historic reproductions and abstract avant-garde modern buildings. In consultation with the VCU Architectural Review Committee (ARC) the VCU Administration should collaborate with the university's selected architects in designing buildings which are stylistically complementary and enriching to the campuses.

CAMPUS GATEWAYS

One primary means to defining the edge of a district and of the campus as a whole is the development of campus gateways, sufficient in spatial definition and architectural articulation to signify an urban entrance to the institution. On the Monroe Park Campus, there are successful gateways at Cary and Harrison Streets at the Trani Center for Life Sciences and at Broad and Harrison Streets at the Siegel Center. The gateway at Cary and Belvidere Streets is well-defined by the architecture of the Monroe Park Campus Eastern Expansion, and the prominent civic corner at Broad and Belvidere Streets will soon be marked by the dramatic Institute for Contemporary Art.

On the MCV Campus, gateways occur as the result of the topography to the east of the campus, where crossing the Shockoe Valley, on Broad Street or Leigh Street from the Martin Luther King Bridge, makes a dramatic entrance to a dense urban environment. From the west, the new Children's Pavilion at 10th and Broad will mark the campus, and new facilities planned for research at Leigh and 10th will be designed to fulfill gateway roles.

CAMPUS DISTRICTS

The Monroe Park and MCV Campuses are each composed of several distinct districts. There are three principal attributes that contribute to the physical identity of an urban district: a clear center, a clear edge, and consistent texture. Urban continuity may be achieved through consistent texture; through similar building type, size, scale, or style; but more importantly through the spatial continuity of streets and trees. In Richmond it is primarily the latter that stitches the richly varied parts of the city into an urban whole. The overlay of campus districts presents a historic pattern of development and informs the type and scale of development appropriate to each area of the campus.



On the Monroe Park Campus, there is a successful gateway at the Trani Center for Life Sciences.

QUALITY AND USEFULNESS OF CAMPUS OPEN SPACES

Open space on the Monroe Park and MCV Campuses is relatively scarce and very precious. As a result, it is especially important at VCU that the quality of open spaces, whether hardscaped or landscaped, be as high as possible to maximize the attractiveness and utility of the areas. Suburban patterns of development have left uninviting areas of open space without enclosure or character that provide grass and trees, but little useful area. Proposed development on the Monroe Park Campus reclaims some of these spaces and makes newer, better courtyard and quadrangle spaces available. On the MCV Campus, the emphasis is on creating additional high quality courts, quads, and atriums and connecting them as a network of public space to supplement the street and the hospital concourses as accommodating civic space. On both campuses, streetscape is an important facet of the open space network.

STREETSCAPE

A critical urban goal for both campuses is re-establishing the continuity of urban space formed by streets passing through the campuses. This will be accomplished by expanding the extensive program of curbside street trees, brick paving, and pedestrian amenities that has been undertaken since the 1996 Plan. Continued development of these features along Broad Street is particularly important.

STREET TREES

Trees will always be planted at curbside, not (only) inside the sidewalk. This is the convention throughout Richmond and should be related to the size and type of street.

PAVING

In general, sidewalks will be brick paving. This is especially important around the perimeter of each campus and on major streets such as Franklin Street. Paving other than sidewalks should be limited to a few types and should be used consistently.

CURBS AND EDGES

Streets will be delimited by curbs of granite or concrete. Where streets have been closed for pedestrian or service use, the edge will be indicated by equivalent means such as contrasting paving. Where buildings are set back and do not align on the sidewalk, the interior edge of the sidewalk will be defined by architectural elements such as curbs, fences, or hedges. Franklin and Clay Streets set the pattern for the character to be replicated on both campuses.

AMENITIES

Street lamps, signage, trash receptacles, bicycle racks, and benches will be integrated with paving and trees. Signage will be consistent for reasons of identity and information.

BUILDING DEVELOPMENT

Three methods of development will be employed: demolition, renovation, and new construction. New construction alone is insufficient, but it can be a catalyst and a model for future action. The most essential principle in constructing a coherent urban environment is to re-establish a symbiotic relationship among buildings, landscape, and public space. These are the conventions, in all their variations, of Richmond. The urban context of Richmond provides the basic principles to guide the development of the campuses.

ENRICH COLLEGIATE COMMUNITY

The objective of all this well-considered urban planning is to create an identifiable, high-quality, memorable campus environment. It should be a place that welcomes students, faculty, and staff to stay and enjoy it, as well as profit from the social, cultural, and intellectual interaction that is central to the university experience.



BROAD THEMES

Planning principles were articulated to guide the development of the Master Site Plan Update. These principles express the values to be embodied in the quality, character, and performance of university development. The Master Site Plan Update should guide the physical development of VCU in a way that:

- Supports *VCU Quest for Distinction*.
- Demonstrates that VCU is a premier urban, public research university.
- Reflects the high quality of VCU’s academic, clinical, and research programs.
- Prioritizes sustainable use of natural and built resources.
- Strengthens community engagement and regional impact.

These principles were derived from information gathered early in the planning process and represent the priorities of a broad spectrum of university stakeholders. From the start of the planning process, the university was committed to engaging faculty, staff, students, alumni, members of the Board of Visitors, and community neighbors, as well as local officials to gather insights about assets and opportunities for the Master Site Plan Update.



Amenities such as housing and dining are essential to daily university life.



VCU needs high-quality outdoor space for living, working, learning, playing, and healing.



Access for all modes – automobile, foot, transit, bike – is critical.



VCU's location in Richmond is a distinguishing feature of the campus.

Throughout this collaborative process of engagement a consistent set of issues was highlighted by faculty, staff, students, alumni, members of the Board of Visitors, and community stakeholders. These broad themes emerged as central to the Master Site Plan Update:

CAMPUS LIFE

Formerly considered primarily a commuter school, today VCU bustles with activity 24 hours a day. Amenities such as housing and dining are essential to daily life. Creating a safe, urban environment that facilitates an intellectual and enriching campus life is paramount for student success.

OPEN SPACE

Richmond's urban environment makes the open space network of the campus especially important. Faculty, staff, students, and patients need high-quality outdoor space for living, working, learning, playing, and healing.

CAMPUS CIRCULATION

Safety, accessibility, and mobility require ongoing study and investment to make getting to VCU as easy as possible for faculty, staff, students, patients, and visitors. Cultivating access for all modes – automobile, foot, transit, bike – in a harmonious and balanced manner is critical to successful physical development.

FACILITIES CONDITION AND MAINTENANCE

The university's more than 8 million gross square feet of existing space requires ongoing care and renewal. Improving conditions in the poorest quality space to reduce the disparity among spaces is a high priority.

MAKING THE MOST OF VCU'S LOCATION IN RICHMOND

VCU's location in Richmond is a distinguishing feature of the campus. The location is important regionally, while city context creates a strong sense of place and character. Making the most of both will enhance VCU's identity and impact.

SUSTAINABILITY

VCU Quest for Distinction articulates the university's "commitment to a core belief in the concepts of sustainability." VCU has pledged to make climate neutrality and sustainability a part of the curriculum and other education experiences, expand research to achieve climate neutrality, and develop mechanisms for tracking progress toward goals. Progress has been made, but there is still more to do.

"A consistent set of issues was highlighted by faculty, staff, students, alumni, members of the Board of Visitors, and community stakeholders."



COORDINATION OF MAJOR INITIATIVES

Sustainability

VCU Quest for Distinction articulates the university's "commitment to a core belief in the concepts of sustainability." VCU's urban location in downtown Richmond is inherently sustainable. The Monroe Park Campus and the MCV Campus are both examples of compact development that makes use of existing utility and transportation infrastructure systems.

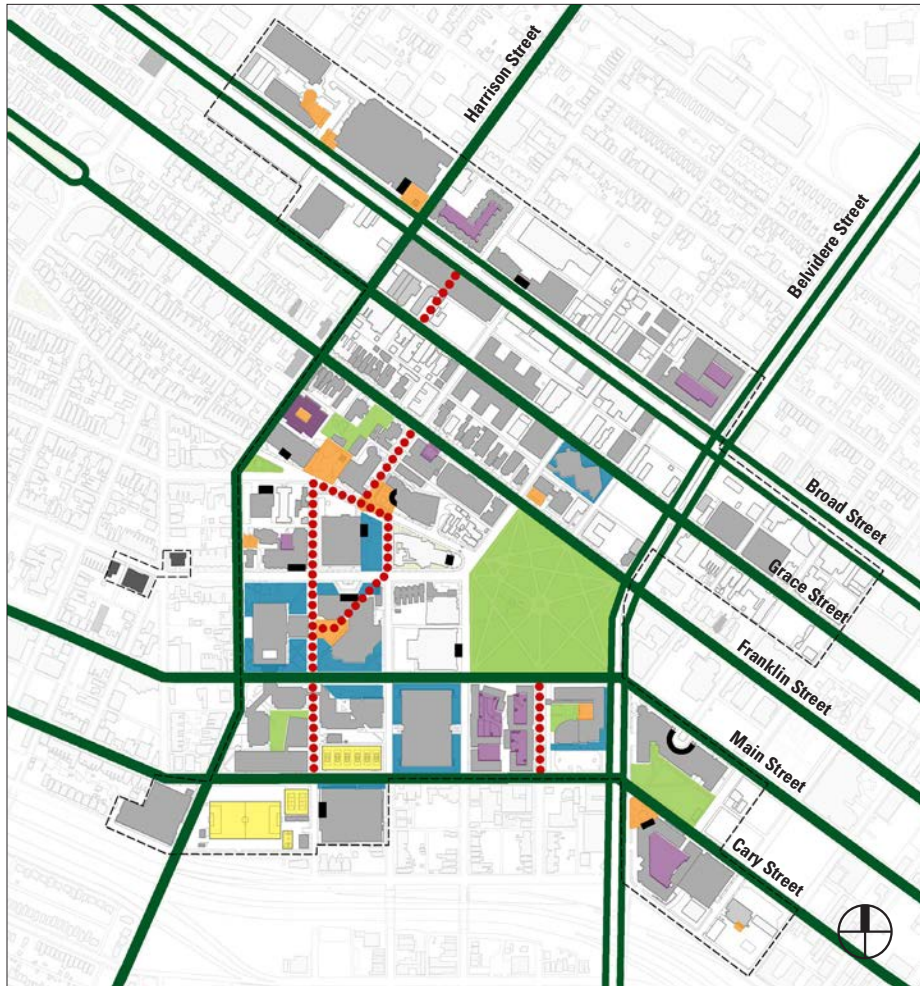
VCU traces its official support of campus sustainability back to 1991 with the signing of the Talloires Declaration, followed by the signing of the American College and University Presidents' Climate Commitment (ACUPCC) in 2008.

As a signatory, VCU pledged to make climate neutrality and sustainability a part of the curriculum and other education experiences, expand research to achieve climate neutrality, and develop mechanisms for tracking progress toward goals. Participation in the Association for Advancement of Sustainability in Higher Education (AASHE) Sustainability Tracking, Assessment, and Rating System (STARS) is a self-reporting framework for VCU to measure sustainability performance.

Additional information on this topic is available online:
<http://www.vcugoesgreen.vcu.edu/>.



Wind turbine and vegetated roof atop Pollak Building.



↑ Monroe Park Campus: Existing Conditions Landscape Typologies

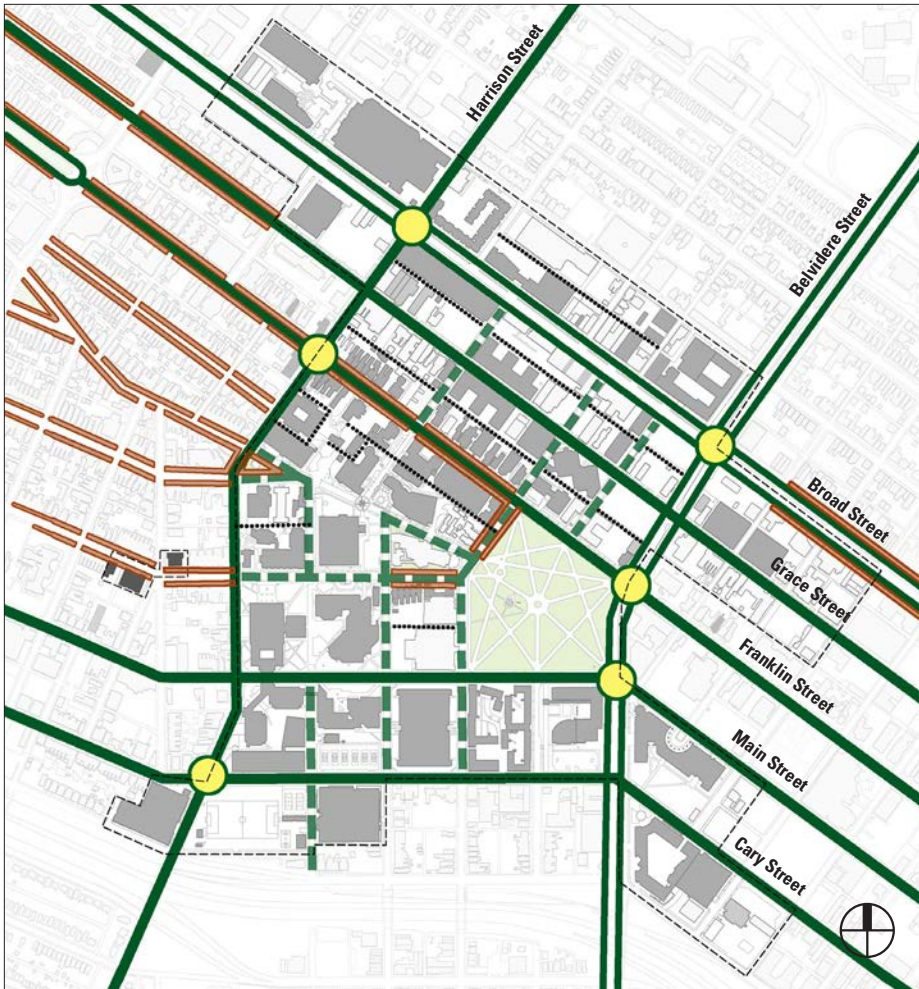


↑ MCV Campus: Existing Conditions Landscape Typologies

- | | |
|--|--|
| Greens | Pedestrian Spines |
| Plazas | Building Entries |
| Courtyards/Gardens | Green Skirts |
| Urban Connectors | Playfields - Monroe Park Campus / Internal Public Space - MCV Campus |

VCU is committed to providing leadership in addressing sustainability challenges through green facilities and operations. In the context of campus planning, the open space network is one of the greatest opportunities to enhance the sustainability of the campuses. A variety of elements make up the Monroe Park and MCV Campuses open space network, including:

- **Greens** – monumental open spaces typically planted with turf grass and canopy trees.
- **Plazas** – open spaces predominantly composed of hardscape.
- **Courtyards and Gardens** – well-defined, human-scale open spaces often planted with a rich palette of hardy perennials, shrubs, and canopy trees.
- **Pedestrian Spines** – campus paths that prioritize pedestrian movement through the campus; these routes also often provide strategic service and emergency access to campus facilities.
- **Building Entries** – common points of building ingress and egress.
- **Green Skirts** – areas of buffers or setbacks between a building and sidewalk or streetscape.
- **Playing Fields** – recreation fields for intramural, club, and athletic events.



↑ Monroe Park Campus: Existing Conditions Streetscapes



↑ MCV Campus: Existing Conditions Streetscapes

- | | | | |
|---|------------------|---|---------------------|
|  | Urban Corners |  | Campus Connectors |
|  | Urban Connectors |  | Fabric Streetscapes |
| | |  | Alleyways |

- **Urban Corners** – areas located at prominent intersections of campus streets.
- **Urban Connectors** – high-volume city streets that border and pass through the campus.
- **Campus Connectors** – low-volume campus and city streets that border and pass through the campus.
- **Fabric Streetscapes** – streets with pronounced character, identity, and/or sense of place.
- **Alleyways** – narrow, often one-lane, streets that allow pedestrian, service, and emergency access mid-block.

Some of the most important features of these landscape elements are canopy trees providing shade, reducing heat island effect, and contributing to stormwater management. Incorporating additional street trees into the campus streetscape offers both practical and aesthetic benefits. The university is currently working on revised amenity guidelines for a variety of campus aspects, including best practices for establishing and cultivating healthy trees within streetscapes and the open space network.

On an urban campus, the streetscape is one of the most prominent elements of the open space network. Introducing attractive and functional elements into the open space network improves the stormwater management capability of the campus landscape and also enhances the quality of the pedestrian environment. One of the most important factors in increasing pedestrian activity (and decreasing driving) is the quality of the pedestrian experience. Investment in high-quality open space:

- Supports *VCU Quest for Distinction* by improving the overall campus setting.
- Enhances VCU's image as a premier public, urban research university.
- Recognizes the value of limited real estate.
- Contributes to improved wayfinding.
- Humanizes the landscape for all pedestrians – students, faculty, staff, and patients.
- Allows small spaces to have big impact.
- Creates a sense of place with consistent materials and details.
- Benefits from increased collaboration with the City of Richmond.

The rain garden north of Harris Hall is an example of a practical yet pleasing landscape that contributes to campus-wide stormwater management while adding aesthetic value to the campus landscape and pedestrian experience. Where possible, new and rejuvenated open space and streetscapes should include low-maintenance plantings to reduce maintenance and reduce use of limited resources. Strategic incorporation of additional stormwater management capacity within the campus open space network and areas between buildings and the street will make an additive and measurable impact on campus sustainability.



Existing Conditions 1100 block of West Broad Street.



Potential conditions 1100 block of West Broad Street.



Existing Conditions on North Harrison Street at Pollak Building and Singleton Center for the Performing Arts.



Potential conditions on North Harrison Street at Pollak Building and Singleton Center for the Performing Arts.



Existing conditions on North 11th Street at Wood Memorial Building and McGuire Hall Annex.



Potential conditions on North 11th Street at Wood Memorial Building and McGuire Hall Annex.

Space Analysis

As part of the Master Site Plan Update 2013, a space analysis was conducted to provide the university with an overview of existing space. This analysis focused on the Monroe Park and MCV Campuses. It provides a tool for the university to evaluate recent growth and address the initiatives outlined in the new strategic plan, *VCU Quest for Distinction*.

The Space Analysis Report provides the university with a fundamental understanding of its physical space distribution and highlights the major drivers that will affect campus space in the coming years. The university must continue to strategically distribute the height and density of new construction on its campuses and look for ways to better utilize existing resources. In general, current space utilization is relatively efficient, but adjacencies can be improved on both campuses. Future planning will need to focus on the quality of existing space due to aging facility condition and evolving teaching pedagogy.

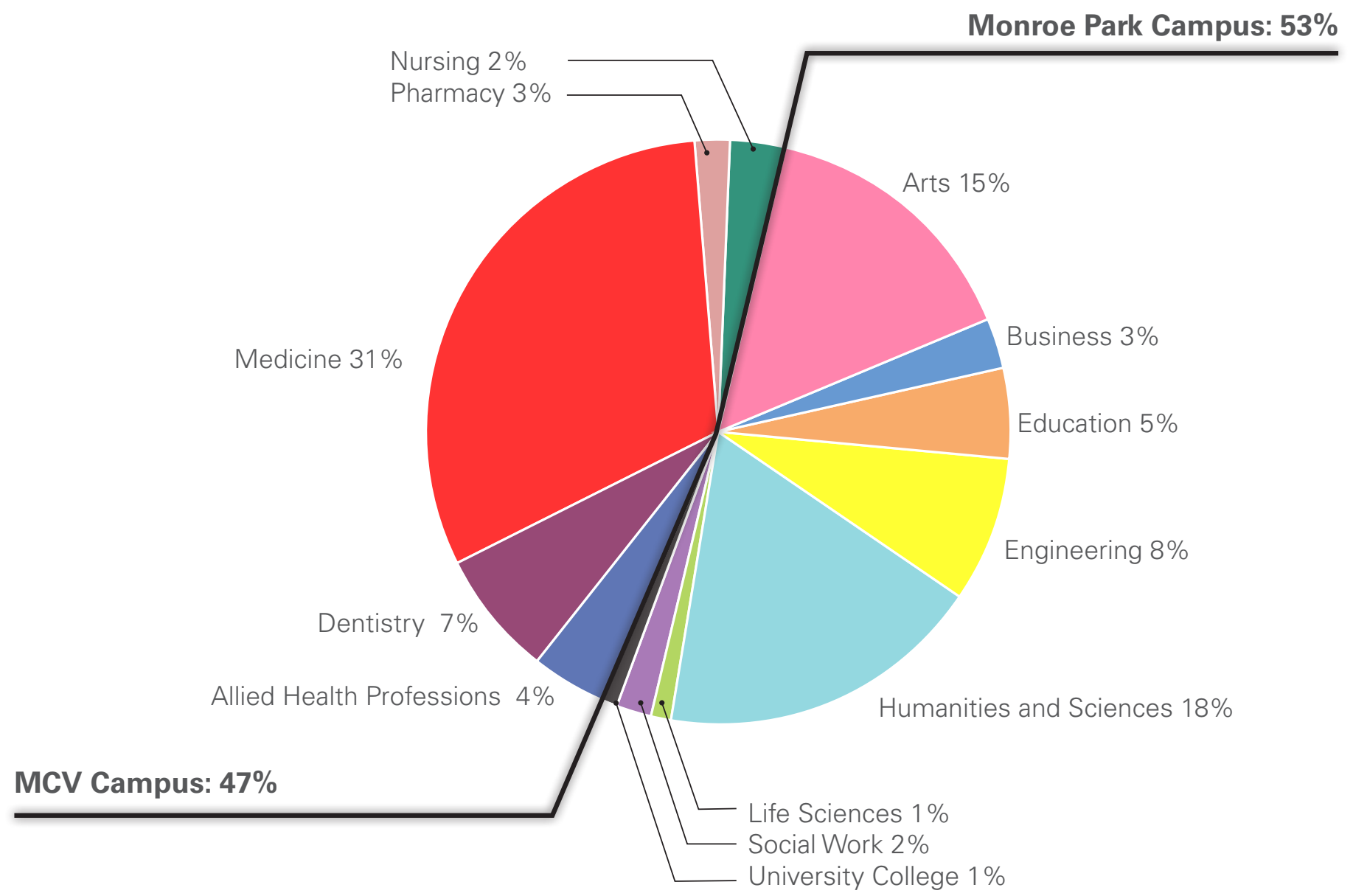
As VCU looks to implement the recommendations outlined in the Master Site Plan Update, the following studies and initiatives should be considered to maintain a comprehensive understanding of space.

- To accommodate the goals outlined in *VCU Quest for Distinction*, the university should plan to increase the amount of office, research, meeting, conference, and support space on campus. To accommodate these needs, these program elements should be included in the scope of work for renovations and new construction when appropriate. Capturing these needs within existing facilities when possible can reduce the need for new construction in the near-term.
- The Academic Learning Commons and McGlothlin Medical Education Center will add significant resources to the university's classroom inventory. Once both of these facilities are fully occupied, a university-wide classroom study should be conducted to better understand outstanding need for classroom space and changing demand for active learning space.
- In addition to providing new, high-quality facilities for instruction, the opening of the Academic Learning Commons also creates opportunity for the renovation of the Raleigh Building for different university programs. Numerous similar opportunities will arise as the Master Site Plan progresses. A detailed migration study will be necessary to evaluate strategies to optimize program adjacencies and utilization.

In addition to these specific recommendations, VCU should plan to incorporate a detailed space analysis into future Master Site Plan updates. Understanding the university's physical resources is critical for decision-making and prioritization of need.

Ayers Saint Gross completed the *VCU Space Analysis Report* with BCWH in 2012.

DISTRIBUTION OF SPACE BY SCHOOL AND COLLEGE



Monroe Park Campus Retail Planning and Demand Study

In 2012, the university commissioned a Campus Retail Planning and Demand Study to better understand the local retail environment of the Monroe Park Campus. VCU is vital to the economic well-being of Richmond, the commonwealth, and the region. The university is the sixth largest employer in the Commonwealth of Virginia, the largest employer in the City of Richmond, and has an annual economic impact of \$3.6 billion. Its potential to improve the Richmond economy through retail activity was studied through an analysis of local supply and demand. Key objectives of the Study included:

- Demand Forecast: Measure the retail demand generated by the key market audiences – students, faculty/staff, other employees, nearby residents, regional residents, and visitors.
- Tenant Prospects: Profile the high-value tenants desirable near VCU and which market conditions would support in this location.
- Identify Barriers: Isolate the obstacles to successful neighborhood retailing in the past.
- Outline Implementation Strategies: Model and analyze several approaches or development scenarios.
- Key Success Factors: Identify the other actions and policies that can increase the opportunities for retail success in the neighborhood.

The Study identified a mix of supportable retail activities and estimated size of demand. These retailers would not only serve VCU, but would be appealing to the larger community.

The university has a long-standing interest in the health of the Broad Street corridor and will continue to pursue projects and partnerships that effect positive change in the area. The Monroe Park Campus already has a strong presence along Broad Street between North Laurel and North Harrison Streets. Building on this investment is a natural next step in strengthening the campus retail environment.

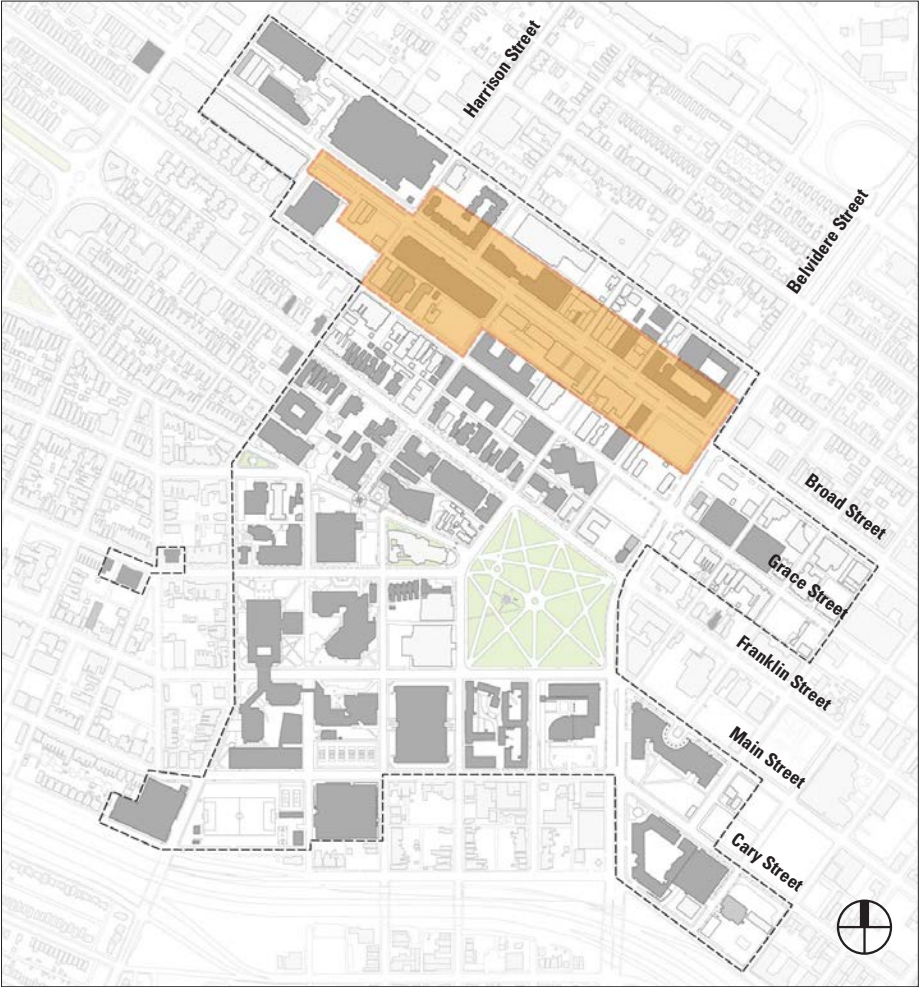
A handful of projects in the Master Site Plan Update will bring additional university activity to this stretch of Broad Street. Redevelopment of the 500 block of North Harrison Street incorporates 100,000 gross square feet of new space for academic programs, a new living-learning community for 400 undergraduate students, opportunities for ground-floor, retail-like university services, and high-quality open space, as well as structured parking for up to 200 cars. Synergy with the Siegel Center across Broad Street makes this a vibrant crossroads of the campus. Additionally, renovation of 413 West Broad Street and acquisition and redevelopment of the former Richmond and Chesapeake Bay Rail Terminal on the north side of West Broad Street at Laurel Street will provide new program space for the School of the Arts.

Between the two campuses, the former Central Fidelity Bank building at the southwest corner of East Broad and North 3rd Streets is an opportunity to bring an increased university presence to the Broad Street corridor. Adaptive use of the building would establish an iconic VCU landmark. About 30,000 gross square feet of space on the building's lower floors is well-suited to a variety of active program uses that will attract VCU faculty, staff, and students to the middle of Broad area. Remaining space in the building is appropriate for use as graduate and professional student housing. Perhaps as many as 200 beds could serve as a health professions living-learning community.

RCLCO completed a report, *Campus Retail Planning and Demand Study for Virginia Commonwealth University in Richmond, VA* with BCWH in 2012.

SUMMARY OF RECOMMENDED PROGRAM: MIX OF ADDITIONAL SUPPORTABLE RETAIL BY STORE TYPE

Retailer	Demand (SF)	Estimated Size (SF)	Example Retailer <i>(includes mix of local and national; actual retailers to be determined)</i>
Clothing and Accessories Store (10-15 stores)	45,000	500 - 2,000	Boutique and secondhand stores with “edgy” urban feel, e.g. Buffalo Exchange, Urban Outfitters, Forever 21, showroom for VCU student designers, shoe stores, accessory stores (Claire’s)
General Merchandising Store	35,000	30,000 - 60,000	Wal-Mart Express, Urban Target
Grocery Store	25,000	25,000	Small-format grocery store such as Trader Joes, potentially student oriented, or as a component of a large Target/Wal-Mart
Convenience/Pharmacy/Health & Beauty	35,000	2,500 - 12,000	Walgreens, Rite Aid, CVS, GNC, optician, Sunglass Hut, upscale salons
Full-Service Dining	30,000	2,500 - 5,000	Olive Garden, Applebee's, Mellow Mushroom, Buffalo Wild Wings, other moderately priced, local, sit-down restaurants with bar
Fast Casual Dining	20,000	1,500 - 4,000	McDonald's, Taco Bell, Sweet Tomatoes, Jimmy John’s, Chick-fil-A, pizza, falafel, etc.
Miscellaneous Retail	5,000	500 - 2,500	Florist, office supplies, stationary and gift stores, other misc. stores
Beer, Wine, and Liquor Store	5,000	500 - 1,500	Local
Sporting Goods Store	5,000	2,500 - 5,000	Local, Foot Locker, Champs Sports
TOTAL ADDITIONAL RETAIL DEMAND	205,000		



↑ Monroe Park Campus: Area of Retail Focus

Athletic Facilities Strategic Plan

A simultaneous and supplemental effort to the Master Site Plan Update, the Athletic Facilities Strategic Plan provides Virginia Commonwealth University with a sustainable roadmap for the continued success and growth of its athletic programs. With a focus on competition, training, practice, and support facilities, the planning process has involved an evaluation of existing facilities to determine needs for renovation or relocation and a broader picture of how to create an athletic district near the Monroe Park Campus. The district will create synergy among athletes, coaches, and administrators while also enhancing the university’s ability to better recruit and retain athletes and coaches.

The Athletic Facilities Strategic Plan should help VCU:

- Improve national standing of the athletics program and increase prestige of the entire university.
- Enhance the university’s ability to better recruit and retain athletes and coaches.
- Provide additional funding sources for the athletic department.
- Build strong community interest.
- Create an athletic district near the Monroe Park Campus.

LAND ACQUISITION

The Athletic Facility Strategic Plan makes a number of recommendations for acquisition of properties in the area, including several near the Monroe Park Campus, to create an athletic center that would greatly benefit the athletic programs. It also strongly recommends that one of the highest priorities for the university would be the acquisition of one or more of the proposed sites.

The top two short-term priorities of the Athletic Facilities Strategic Plan realize important enhancements for the athletic department and advance implementation of the Master Site Plan Update. The basketball practice facility and athletics training room are currently housed in the Franklin Street Gym. Once these activities are relocated, redevelopment of the Franklin Street Gym site will provide a highly-visible home for the College of Humanities and Sciences and room for academic program expansion, including science, technology, engineering, and mathematics (STEM) activities. Similarly, the long-term facility priority for the Thalhimer Tennis Complex will allow redevelopment of the current site and will create new space for academic and research activity for the Life Sciences.

HKS Sports and Entertainment and BCWH completed *Virginia Commonwealth University Athletic Facilities Strategic Plan* in 2012.



The Athletic Facilities Strategic Plan should help VCU build strong community interest.

ATHLETIC FACILITIES PRIORITIES

Based on the evaluation of the existing facilities, the stated goals of the athletic department, and the results of the benchmarking survey, the Athletic Facility Strategic Plan makes the following prioritized recommendations for renovation of existing and construction of new facilities to support the current line-up of men's and women's sports.

SHORT-TERM FACILITY PRIORITIES

- Basketball Practice Facility
- Relocation/Expansion of Athletics Training Room to the Bowe Street Deck
- All-Sports Indoor Practice Facility
- Siegel Center Premium Upgrades and Fan Experience Amenities
- Outdoor Practice Fields and Track and Field Throws Facility

LONG-TERM FACILITY PRIORITIES

- Field Hockey Venue and Team Facilities
- Baseball Stadium and Team Operations Building
- Tennis Complex



Based on occupancy and demand, the Master Site Plan identifies additional student housing opportunities on both campuses.

Student Housing Market Analysis

A Student Housing Market Analysis was completed in 2012 for the Monroe Park and MCV Campuses, including a peer analysis, off-campus market analysis, student survey, and demand analysis. This detailed study supplemented the Master Site Plan Update and provided additional information to guide VCU Student Life in planning for on-campus student housing.

In fall 2012 VCU offered more than 4,800 beds of housing to its students in a mix of traditional residence halls, suites, and apartments on the Monroe Park and MCV Campuses. The system-wide occupancy for fall 2011 exceeded 99 percent. Based on the results of the survey, using fall 2011 enrollment figures, there is incremental demand (i.e., demand from students not currently living in VCU housing) for more than 1,300 beds even after the newly constructed on-campus beds are fully absorbed on the Monroe Park Campus. Incremental demand for appropriately designed professional and graduate student housing on the MCV Campus is suggested to be more than 400 beds.

On the Monroe Park Campus, the report recommendation is to build one hall with apartments and one hall with non-apartment units. After they are complete, VCU should conduct additional testing to confirm student preferences and continued demand. On the MCV Campus, student interest would support converting an existing hall to all single bedrooms for up to 200 graduate and professional students, with relatively affordable rents compared to new construction or the local market.

In response, the Master Site Plan identifies opportunities on the MCV and Monroe Park Campuses for new student housing. On the MCV Campus, redevelopment of the Cabaniss Hall site will provide housing for up to 200 graduate and professional students. On the Monroe Park Campus, sites for new housing include:

- West Grace Apartments North, scheduled to open fall 2013, could provide more than 100 new apartments for undergraduate students.
- A 200-bed residential college, with an option for a 200-bed Greek community, as part of the continued development of the Monroe Park Campus Eastern Expansion.
- A new building adjacent to Ackell Residence Center.
- Four hundred beds for undergraduates as part of the redevelopment of the 500 block of North Harrison Street.
- A 650-bed living-learning community resulting from acquisition and redevelopment at the east corner of Grace and Laurel Streets.

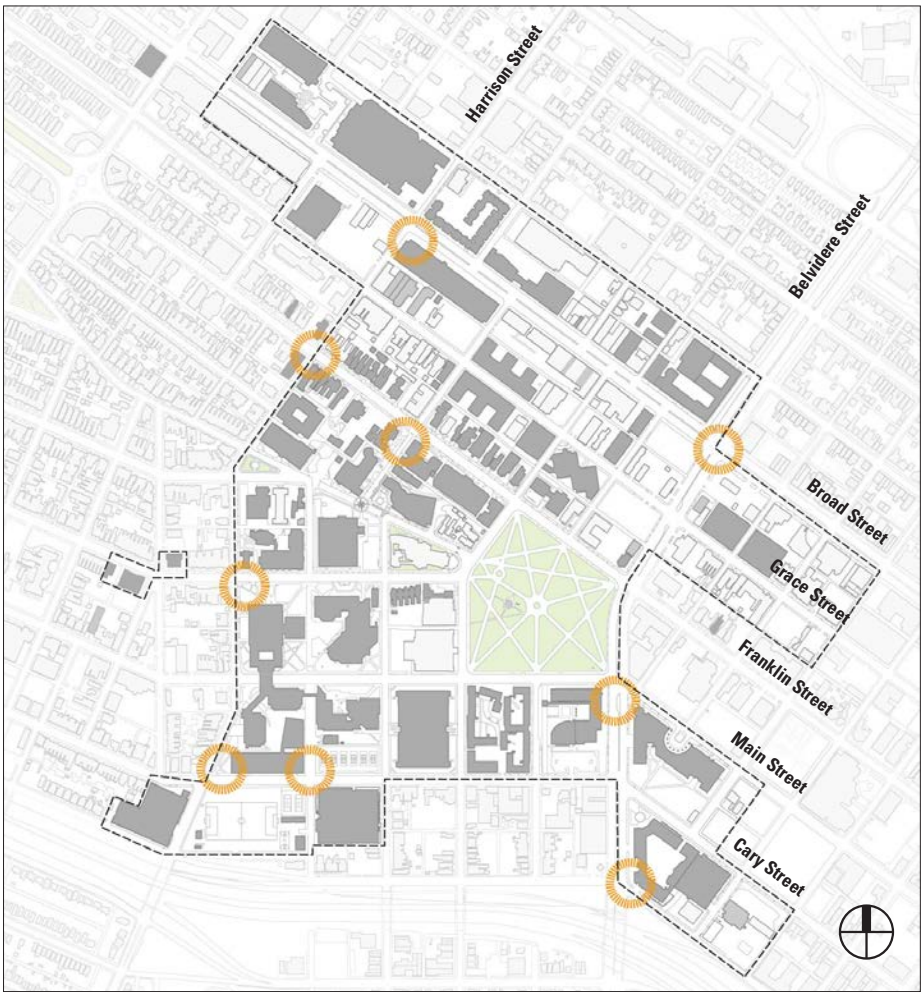
An opportunity for new student housing between the campuses is the former Central Fidelity Bank building at the southwest corner of East Broad and North 3rd Streets. Adaptive use of the building might include new graduate and professional student housing on the upper floors. Perhaps as many as 200 beds could serve as a health professions living-learning community.

Anderson Strickler, LLC completed *Student Housing Market Analysis* with BCWH in 2012.

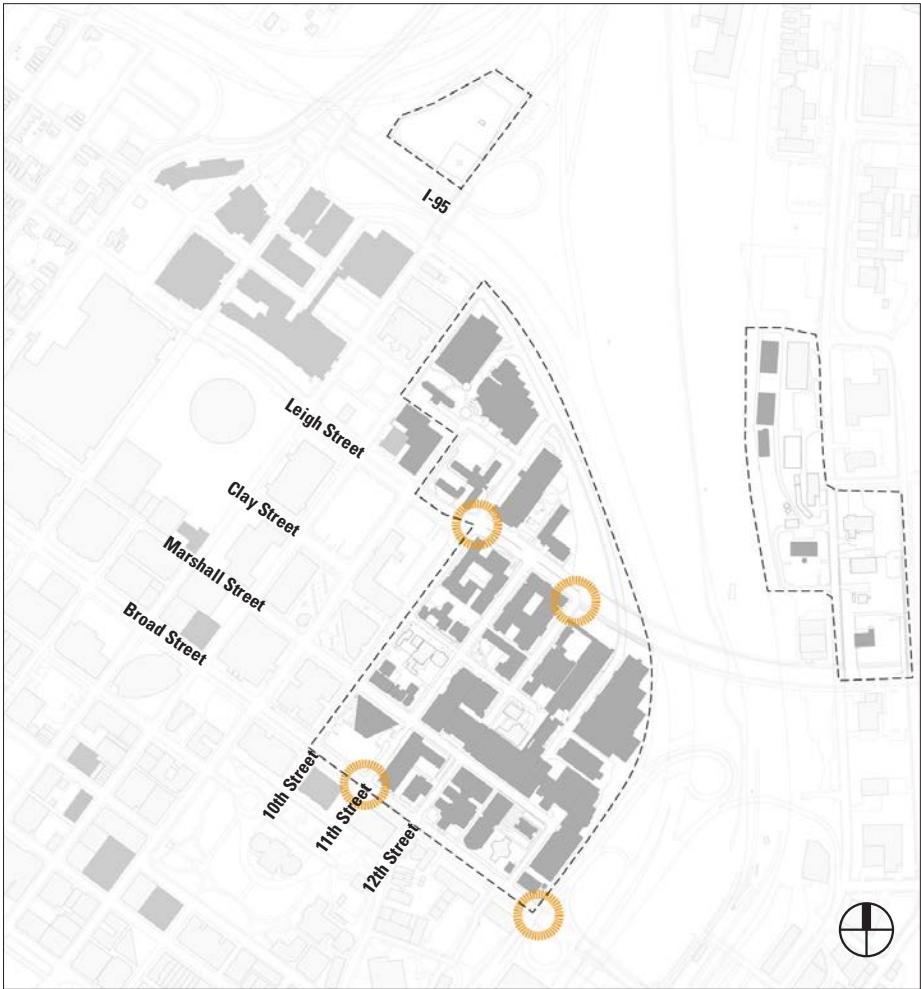
Gateways and Signage

VCU completed a university-wide gateways and signage study in 2007. The recommended locations for gateway signage and oversize banners on windowless building facades, as well as gateway monuments continue to be appropriate on the Monroe Park and MCV Campuses. Additional opportunities for both types of identity markers should be considered in light of the Master Site Plan Update.

Mitchell, Higgins and Gerstenmaier and BCWH completed *VCU Gateways and Signage* in 2007.



↑ Monroe Park Campus: Gateways



↑ MCV Campus: Gateways

○ 2007 Recommended Gateways

Monroe Park

Established in 1851, Monroe Park is the physical and gravitational center of its namesake campus. Richmond's oldest park's long history includes use as the site of agricultural exhibitions and as a training and camp ground for Confederate troops. It is also the site of several historic monuments and the "Checkers House." The City of Richmond, local neighbors, and the university have worked together to develop a master plan for this historic 7.5 acre open space. Implementation of that plan will enhance the image of the Monroe Park Campus and benefit the quality of life of Richmond residents who use the park, including members of the university community.

Rhodeside and Harwell completed *Monroe Park Master Plan* in 2008.



The Rhodeside and Harwell plan for Monroe Park.



MCV CAMPUS

MCV Campus Existing Development

The 52.4-acre MCV Campus houses five schools within 4.1 million gross square feet of space, about 80,000 square feet per acre.



MCV CAMPUS BUILDINGS

1. 700 Centre *(not shown)*
2. MCV Alumni House and Paul A. Gross Conference Center
3. Ambulatory Care Center
4. Barnes & Noble @ VCU Medical Center
5. Bear Hall
6. Beers-Newton House
7. BioTech Center
8. BioTech One
9. Cabaniss Hall
10. Child Care Center, MCV Hospital
11. Children's Pavilion and new addition
12. Clinical Support Center
13. Critical Care Hospital
14. Egyptian Building
15. Gateway Building
16. Goodwin Research Laboratory
17. Grant House
18. Hospital Hospitality House *(not shown)*
19. Hunton Student Center
20. Johnston Auditorium
21. Kontos Medical Sciences Building
22. Larrick Student Center
23. Leigh House
24. Lyons Dental Building
25. Main Hospital
26. Massey Cancer Center
27. McGlothlin Medical Education Center
28. McGuire Hall and Annex
29. McRae Hall
30. MCV Campus Steam Plant
31. Molecular Medicine Research Building
32. Nelson Clinic
33. North Hospital
34. Nursing Building, School of
35. Old City Hall
36. One Capital Square *(not shown)*
37. Parking, 8th Street Parking Deck
38. Parking, D Deck
39. Parking, E and S Deck
40. Parking, I Lot *(not shown)*
41. Parking, N Deck
42. Perkinson Building
43. Physical Plant Department
44. Physical Plant Department Shops Building
45. Physical Plant Department Storage Facility
46. Physical Plant Support Building *(not shown)*
47. Pocahontas Building *(not shown)*
48. Procurement Office, VCU *(not shown)*
49. Putney House, Samuel
50. Putney House, Stephen
51. Randolph Minor Hall
52. Richmond Academy of Medicine
53. Rudd Hall
54. Sanger Hall
55. Smith Building
56. Strauss Research Lab
57. Theater Row *(not shown)*
58. Tompkins-McCaw Library
59. Virginia Mechanics Institute Building
60. Virginia Treatment Center for Children
61. Warner Hall
62. West Hospital
63. Wood Memorial Building
64. Zeigler House

Campus Context and Environment

The MCV Campus occupies a dense, urban setting in the heart of downtown Richmond, located west of I-95 and immediately north of the Virginia State Capitol. MCV Campus programs require close adjacencies between functions and significant parking capacity. The MCV Campus is essentially landlocked between I-95 on the north and east, Broad Street and Capitol Square on the south, and the City of Richmond and Courts complex on the west. This combination of factors produces a very dense campus with few remaining development options that do not involve demolition of existing structures.



The School of Nursing on Leigh Street.



Sanger Hall.



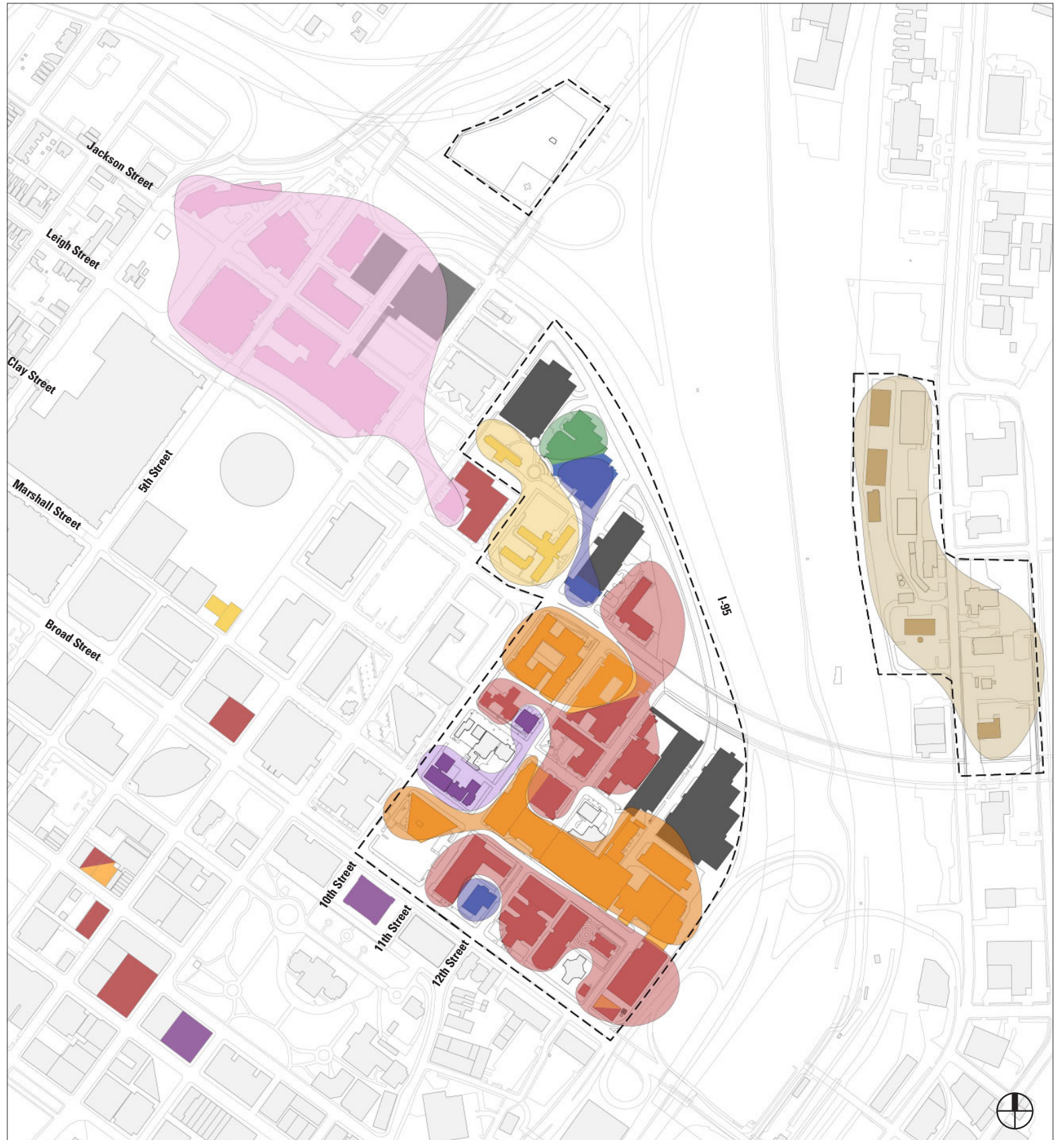
View of the Egyptian Building in the foreground, Main Hospital in the background.



Virginia Mechanics Institute Building, Zeigler House, and Putney House on Marshall Street.

BUILDING AND LAND USE

The MCV Campus is distinguished by exceptionally close physical relationships among all functions of research, scholarship, and clinical practice. Maintaining these critical program adjacencies is imperative to the success of the campus.

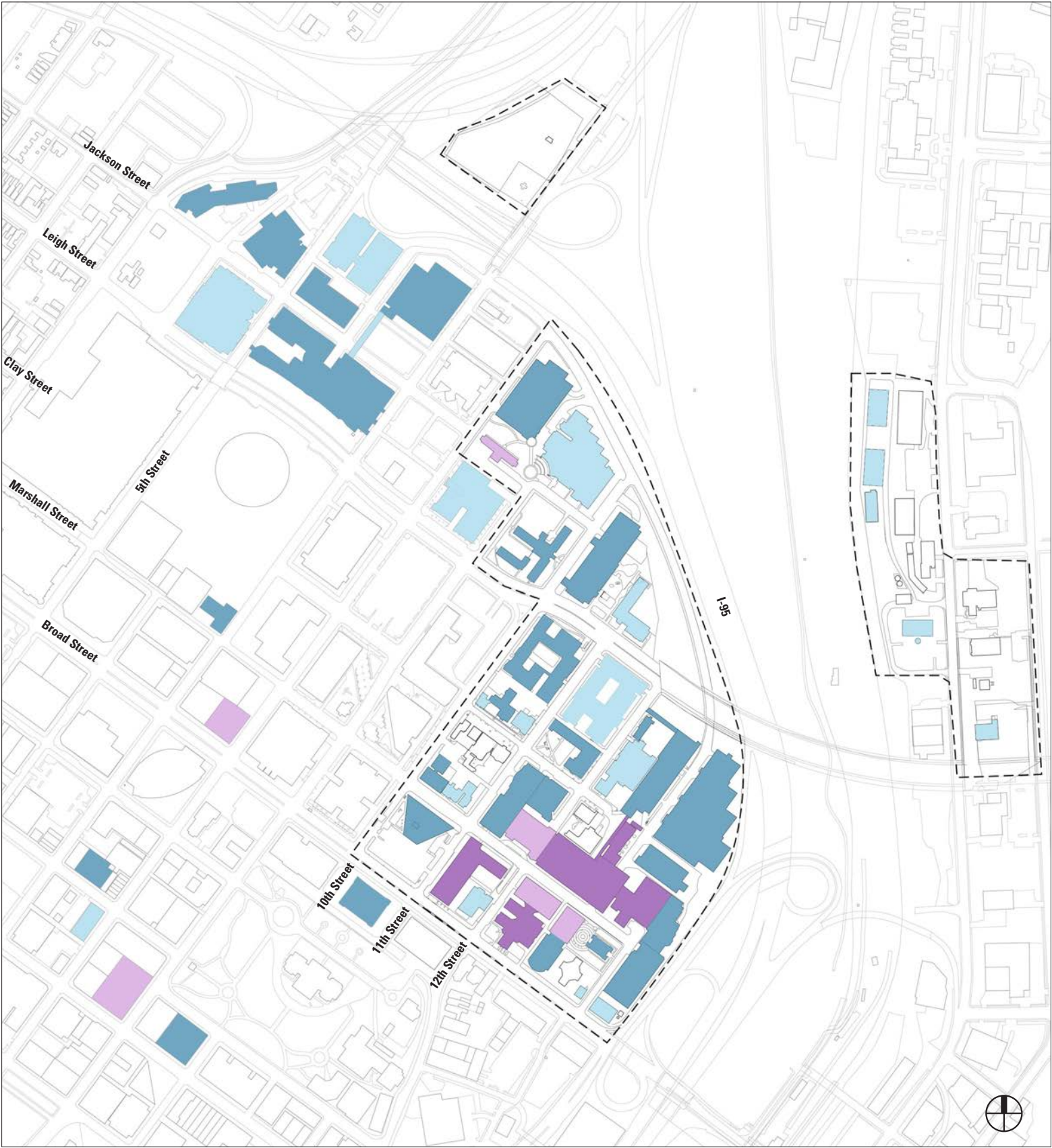


↑ MCV Campus: Existing Building & Land Use

Academic & Research	Administrative	Facilities
Student Life	Athletics/Recreation	VA BioTech Park
Residential	Clinical Practice	Structured Parking

BUILDING HEIGHT

Building height on the MCV Campus reaches up to 17 stories. The building density on campus accommodates a remarkable intensity of activity. The campus supports 865 patient beds, more than 10,000 employees, and about 4,400 students enrolled in VCU Health Sciences programs. To provide the necessary square footage for all this activity on a 52-acre campus, building height and density will continue to be an important tool.



↑ MCV Campus: Existing Building Height

- | | |
|--------------|----------------|
| 1 - 4 Floors | 10 - 14 Floors |
| 5 - 9 Floors | 15+ Floors |

OPEN SPACE

Given the urban setting and compact footprint of the MCV Campus, opportunities for large-scale open spaces are limited. As a result, the campus relies on streetscape and small pockets of green space as key elements of its open space network. To enhance the open space network of the campus, improvements to these key elements will be necessary.

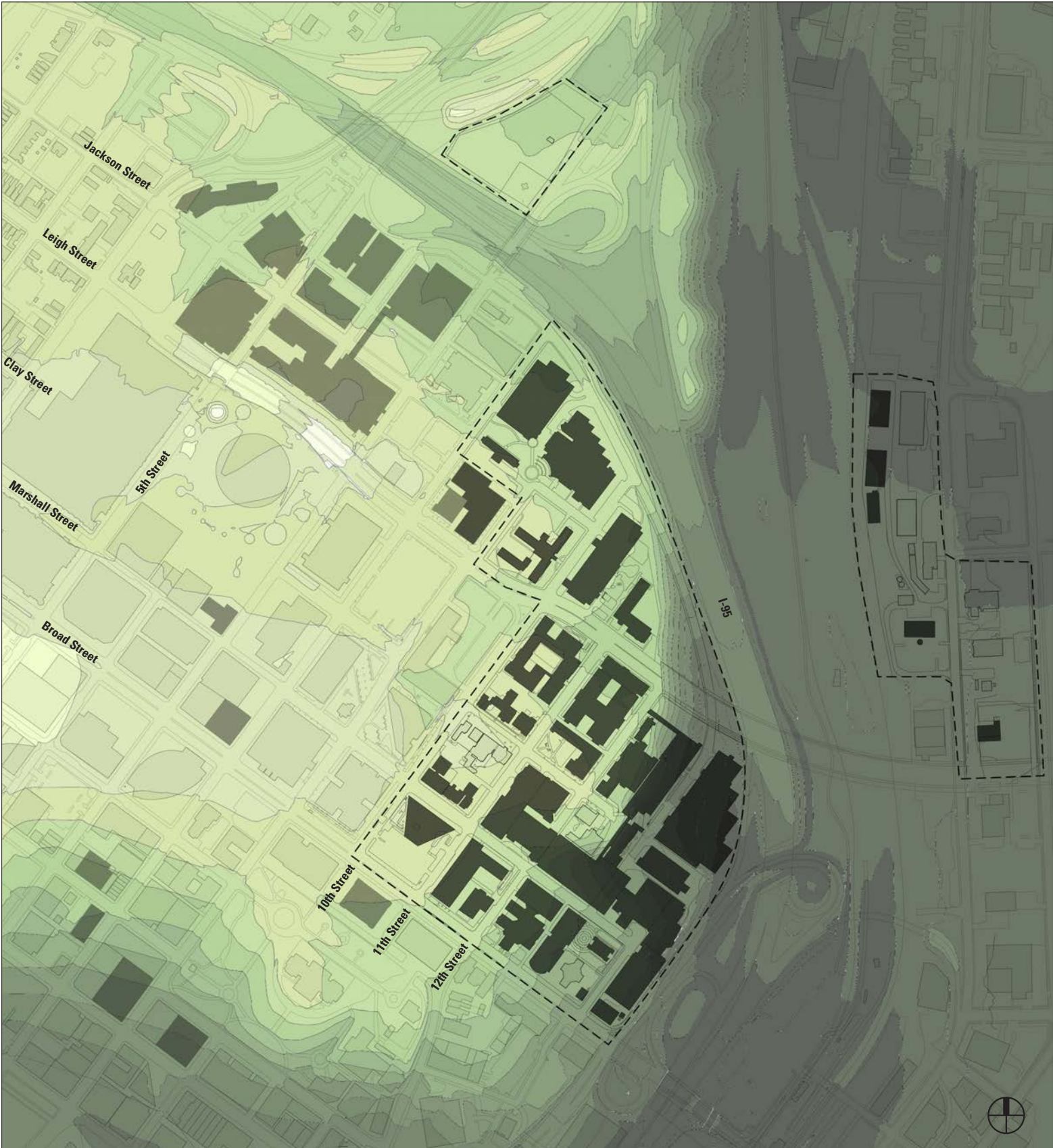


↑ MCV Campus: Existing Open Space

- | | |
|---|---|
| Campus Open Green Space | Distinctive Streetscape |
| Hardscape Path/Plaza | Civic Open Space |
| Organized Axis | |

TOPOGRAPHY

West of 12th Street, the MCV Campus is relatively flat, but the land slopes down dramatically from 12th Street in all directions toward the Shockoe Valley. The significant change in elevation on three sides of the campus combined with the presence of I-95 on the north and east sides creates a peninsular condition. This condition severely limits convenient opportunities for expansion of the campus on adjacent land and exacerbates problems associated with traffic circulation.



↑ MCV Campus: Existing Topography



NEW BUILDINGS SINCE 2004

There have been numerous new construction projects on the MCV Campus since the last planning effort in 2004. The McGlothlin Medical Education Center opened spring 2013. Completed projects include Goodwin Research Laboratory, Molecular Medicine Research Building, Critical Care Hospital, Perkinson Building, School of Nursing Building, Larrick Student Center, and Eighth Street Parking Deck.



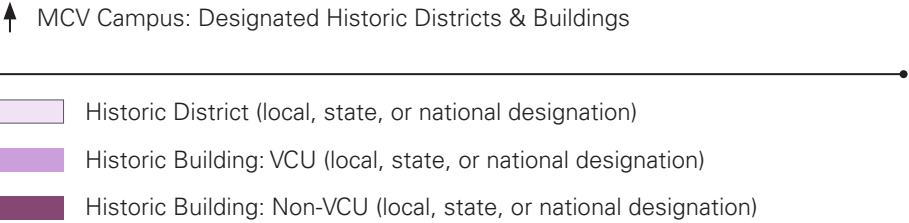
↑ MCV Campus: New Buildings Since 2004

VCU New Since 2004

Virginia BioTechnology Research Park New Since 2004

HISTORIC RESOURCES

The campus traces its origins to 1838. The MCV Campus is centered in one of the oldest neighborhoods of Richmond, called "Court End." Composed primarily of 4- to 10-story urban structures, the MCV Campus has grown in a context of historic eighteenth and nineteenth century structures and is interspersed with properties and small districts from this period. Among the most prominent historic buildings on campus are the Leigh and Putney houses, Monumental Church, and the Egyptian Building. Nearby neighbors include two cultural landmarks: the Valentine Richmond History Center and the Museum and White House of the Confederacy. Massing and scale are important considerations for new development proximate to these resources.



TRANSPORTATION AND PARKING

While I-95 provides direct access to the MCV Campus, it also hinders circulation on the campus. The lack of a consistent grid network of one-way streets also inhibits mobility in the area. There are several locations where streets either end completely or transition from two-way to one-way. Parking is at a premium not only on the campus, but also throughout downtown Richmond, particularly when there are events at the Coliseum. When combined with inconsistent wayfinding and signage, vehicles sometimes have to circulate around or within the campus multiple times in order to find parking.



↑ MCV Campus: Existing One-Way Street Conflicts

- | | |
|------------------|----------------------------------|
| ← One-Way Street | ● Two-Way Dead Ends into One-Way |
| ↔ Two-Way Street | ● Two-Way Becomes One-Way |

TRANSIT

The area is well served by the GRTC Transit System, both along Broad Street and Leigh Street. GRTC also operates several VCU-specific routes that connect the MCV Campus to both external parking lots and the Monroe Park Campus.

PEDESTRIANS AND BICYCLES

Several locations have been identified as being hazardous for pedestrians to cross, including Broad Street at I-95, Leigh Street, and 11th at Marshall Street. There is a lack of designated bike routes within the core of the MCV Campus. Pedestrians within the core campus are often first-time visitors and may be confused about the locations of facilities. There may be uncertainty regarding where to park for the building to be visited. This contributes to congestion on the MCV Campus.

PATIENT FLOW

Each week, the VCU Medical Center supports about 1,100 inpatient visits, 1,600 emergency department visits, and 10,650 outpatient visits. Not only are many of these patients first-time or infrequent visitors to the campus, they are often already stressed because of health-related concerns. Routes for patients vary depending on those services being sought. The result is a heavily-used and complex circulation system. Simplifying and communicating wayfinding and circulation for patients will make the experience of visiting the MCV Campus more intuitive and less stressful.

PARKING

There is a greater demand for parking than the existing supply can support on the MCV Campus and in the surrounding area. Valet parking is an affordable and convenient option that many hospital visitors choose to utilize. Availability and convenience of parking for clinical patients is a high priority for the campus. Additional information about parking locations and capacity can be found on page 146.

Three aspects of transportation planning can be leveraged to improve safety, mobility, and access on the MCV Campus:

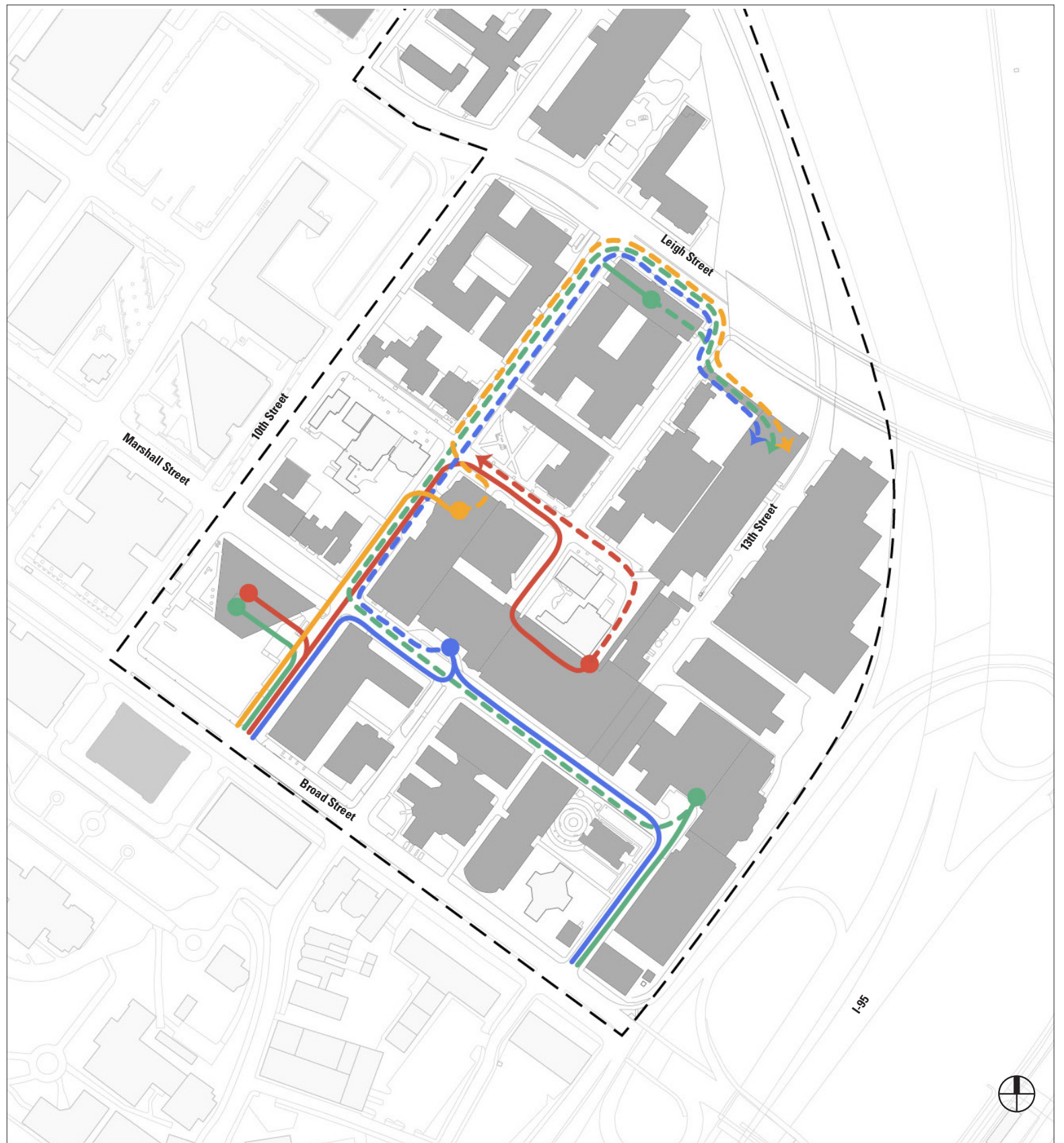
- **Policy** – Enables greater utility of existing infrastructure and has the potential to reduce demand by promoting efficient use of resources
- **Travel Demand Management** – A combination of disincentives to single-occupancy vehicle trips combined with incentives for park-and-ride, transit, walking, and biking geared to faculty, staff, and students can reduce traffic volume on the campus, especially daily trips during peak periods
- **Transportation Operations** – Traffic signal coordination, intelligent transportation systems, and other management strategies make the most of transportation infrastructure



Pedestrian circulation relies on small pockets of green space.



Simplifying circulation for patients will make visiting the MCV Campus less stressful.



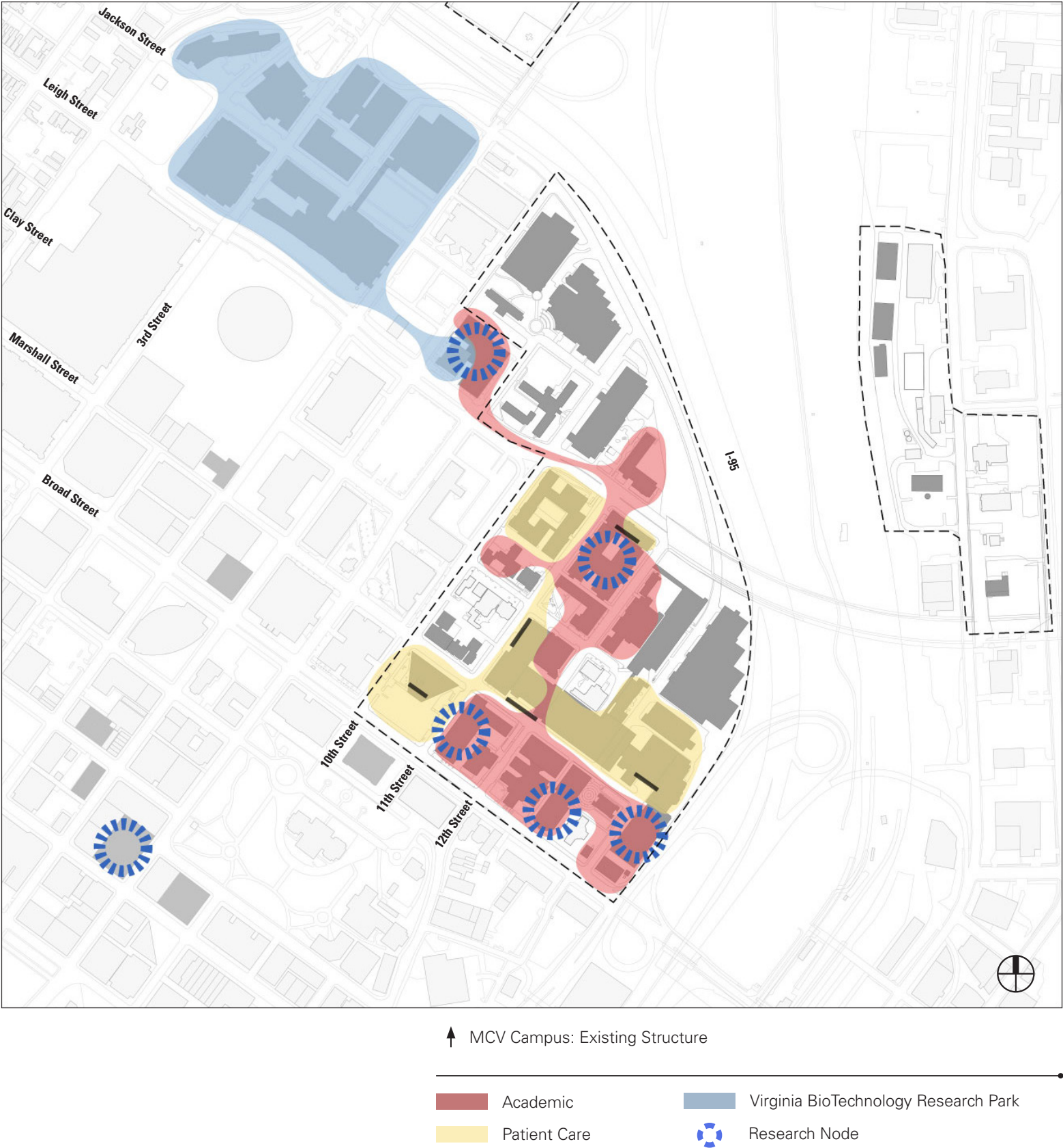
↑ MCV Campus: Patient Vehicle Flow

- | | |
|--|--|
| — Inpatient Drop-off | — Outpatient Drop-off |
| - - Inpatient Parking | - - Outpatient Parking |
| — Specialty Drop-off | — Emergency Approach |
| - - Specialty Parking | - - Emergency Departure |

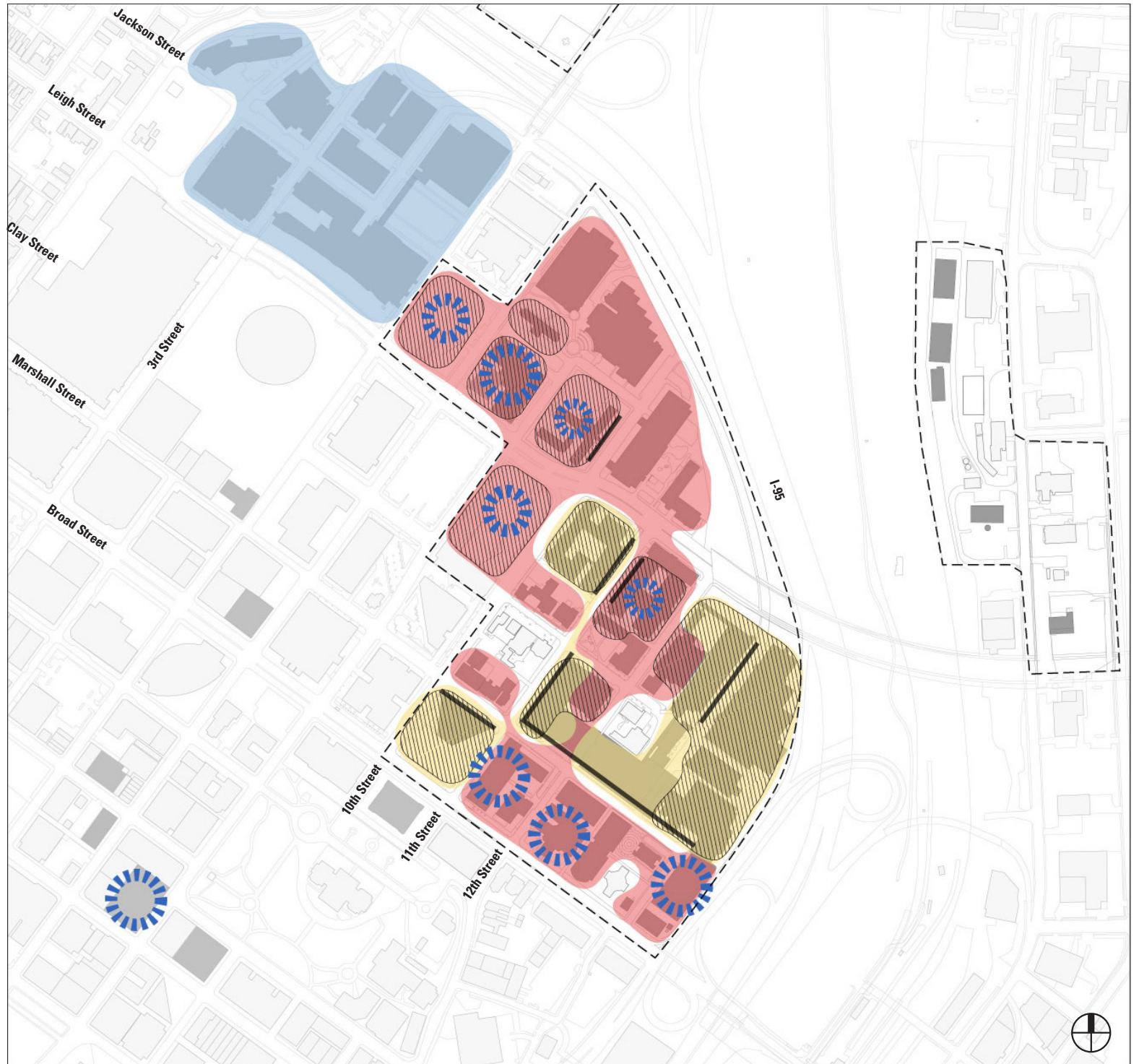
Campus Structure and Function

Currently, patient care activities are generally organized around Main Hospital. This centralized arrangement affords close proximity among patient care functions and is advantageous. These close physical relationships are necessary; however, they constrain development options. There is a limit to the distance closely linked activities can be separated; at the same time, crowded physical conditions limit opportunity for expansion.

At the same time, the Health Sciences schools are loosely organized around a central spine along 12th Street. Activity clusters housed in the schools and at Biotech One support research endeavors.



Understanding how the three key activities – research, scholarship, and clinical practice – might work together in the future is the foundation of the Master Site Plan Update. In the future, as the physical campus continues to evolve, outpatient care and patient and visitor parking will move out of the core of campus. This strategy also opens the way to accomplish one of the most important priorities for inpatient care – renewal and expansion of facilities in a way that maintains current adjacencies with acute care. As redevelopment progresses, opportunities to improve parking, circulation, and wayfinding must be maximized. Additional satellite parking, for example increasing capacity at the I-Lot by building structured parking, is key to success. The university will need to strategically promote alternatives to driving for faculty, staff, and students where feasible to improve access to and mobility on the MCV Campus.



↑ MCV Campus: Proposed Structure

- | | |
|--|--|
| Academic | Virginia BioTechnology Research Park |
| Patient Care | Redevelopment Opportunity |
| <div style="position: absolute; top: 50%; left: 50%; transform: translate(-50%, -50%); width: 0; height: 0; border-left: 2px solid blue; border-right: 2px solid blue;"></div> Research Node | Entry and Arrival Area |

VCU Health System

The Virginia Commonwealth University Health System is an urban, comprehensive academic medical center established to preserve and restore health for all people, to seek the cause and cure of diseases through innovative research, and to educate those who serve humanity. The VCU Health System is committed to excellence in patient care and education as the preeminent academic medical center in the mid-Atlantic region. The VCU Health System, together with VCU Health Sciences, offers state-of-the-art care in more than 200 specialty areas.

MCV Hospitals is the teaching hospital component of the VCU Medical Center, which also includes outpatient clinics and MCV Physicians, a 600-physician faculty group practice. The 865-bed VCU Medical Center is a regional referral center for the commonwealth and is the region's only Level I Trauma Center.

Physical development of the Health System continues to be guided by internal planning efforts concurrent with the VCU Master Site Plan Update 2013. Health System-specific planning efforts guide the strategic directions of the clinical care functions of the Hospital and plan for a succession of development projects to meet strategic needs. The Master Site Plan Update identifies three sites on the MCV Campus that are most suitable for redevelopment to meet the Health System's needs:

- The Virginia Treatment Center for Children site, contingent upon relocation of the existing program off-site.
- The current site of the School of Pharmacy, contingent upon the relocation of the School.
- The site south of the Children's Pavilion on the 1000 block of East Broad Street, already being redeveloped.

Over time, these sites will be transformed to respond to evolving Health System needs.

Virginia Biotechnology Research Park

The Virginia Biotechnology Research Park is home to 59 life science companies, research institutes and state/federal labs, employing over 2,200 scientists, engineers, and researchers. Tenants include early and mid-stage companies; multinational pharmaceutical, environmental, and consumer product companies; national healthcare organizations managing the nation's solid organ transplant program, as well as a number of international companies.

The Park's incubator facility, the Virginia Biotechnology Center, has facilitated the formation of approximately 70 bioscience companies. In addition, the Virginia Biosciences Commercialization Center was formed to assist later-stage companies with products and services that are closer to market and to serve as a "soft landing" center to foreign bioscience companies looking to enter U.S. markets.

Within the currently planned boundaries of the Park, there are future building sites that can accommodate between 300,000 and 500,000 gross square feet of additional space. Planning for the Park is ongoing. VCU will continue to seek opportunities for beneficial partnership with this near neighbor and associate.

Clinical Highlights:

- Multidisciplinary centers for cancer, cardiology, neurosurgery, and transplantation
- Virtually every form of contemporary medical service
- International recognition for early diagnosis and treatment of chest pain and strokes, organ transplant, head and spinal cord trauma research, burn and wound healing, neonatal intensive care and genetic research, as well as cancer research, treatment, and rehabilitation.



The interplay of research, scholarship, and clinical practice defines desires for physical adjacencies on the MCV Campus.

Planning Issues – Program, Access, Site Capacity

On the MCV Campus, the interplay of research, scholarship, and clinical practice defines desires for adjacencies, new space, access and parking, and land. These components rely on exceptionally close physical relationships today, and ongoing adjacencies are necessary among all three components. The current close-knit mix of uses is an unmistakable advantage; however, it also limits opportunities for expansion. The Master Site Plan Update identifies opportunities to re-distribute activity in a way that maintains adjacencies while allowing for growth. Growth is expected in the number of faculty and support staff university-wide, a substantial portion of which may be located on the MCV Campus. As many as 500 new faculty members university-wide over the next six to nine years will have impacts on research, education, and clinical care.

CAMPUS CIRCULATION

There are significant traffic and access constraints on the campus today. Traffic regularly queues for valet, drop-off, and parking deck entry and exit. Additionally, there is a high volume of daily circulation and parking needs for students, faculty, and staff. Each of these is constrained by limited access from eastbound Broad Street, a number of one-way streets, and interruptions of Clay Street and other elements of the street grid because of I-95 and I-64. Improvements to wayfinding and automobile circulation are critical. Enhancements to bicycle and pedestrian access will be part of a multi-faceted solution. Finally, improving connectivity between the MCV and Monroe Park Campuses with options such as designated bike lanes and reliable, convenient transit will help unify VCU for faculty, staff, and students.

WAYFINDING AND IDENTITY

The clinical care provided on the MCV Campus means that there are many first-time users on campus every day. Patient drop-off, arrival, and departure are difficult to navigate. Streetscapes bustling with activity and crowded with a wide variety of sign types – height, style, and design – makes informational signage hard to see and read. Located immediately adjacent to I-95, there is also a strong desire to improve campus identity and visibility, as well as provide clarity of access from the interstate.

VALUE OF LIMITED LAND RESOURCES

The MCV Campus occupies a peninsula-like area of Richmond surrounded on three sides by steep slopes of the Shockoe Valley. Close proximity to I-95 also limits opportunities for expansion of the campus. Connections to the area of the campus northwest of Leigh and Marshall Streets are limited. Given the physical constraints, there is added pressure for sophisticated, successful campus operations and logistics. As a result, the Master Site Plan Update protects the potential capacity of the campus with strategic use of density for larger buildings while balancing the need for incremental growth associated with the practical limits of construction funding.

Campus Analysis

The MCV Campus remains a challenging urban environment, especially in view of the great density of its structure and activities and its mission to be a place of health and healing. The MCV Campus possesses a disciplined urban plan not commonly found in medical complexes. This gives the MCV Campus its peculiar charm, its peculiar problems, and its potential.

The district possesses an abundance of pre-existing buildings of very high architectural and historic value. The necessary persistence of these buildings ensures a measure of quality, scale, and cultural continuity for the contemporary campus. This urban enclave is continuous with other important districts in the heart of downtown Richmond. Limited development opportunities have promoted dense urban buildings that define the space of the street in a way that would not happen in a more relaxed suburban environment. As a result, architectural style becomes complementary to the urban environment.

These elements of the physical environment were identified for improvement:

- More and better-quality open space.
- More appropriate landscape and paving.
- Less unnecessary traffic through the district.
- More pedestrian and bicycle connections through the campus
- More connections between those areas north of Leigh Street and the other districts of the MCV Campus.
- Completion of coordinated planning of parking and transportation.
- Reuse or replacement of obsolete older buildings.

STRATEGY

VCU's strategy for improving the MCV Campus environment includes streetscaping and landscaping development and ongoing collaboration with the Virginia Bio-Technology Research Park, the City of Richmond, and the Commonwealth of Virginia. VCU will continue exploring development options with the Virginia Bio-Technology Research Park, and cooperating with the city and commonwealth to redevelop the remaining areas and sites of mutual interest adjacent to the campus.

ACTION

The following actions will be implemented as part of the Master Site Plan Update:

- Cooperation with the city to devise a system that eliminates “cut through” vehicular circulation and produces “traffic calming” through measures such as special pedestrian crossings and appropriate intersection signage and signals.
- A detailed circulation study with the goal of maximizing the width of sidewalk areas similar to that in front of the Valentine Museum.
- Development of the public space on the sidewalks with an integrated comprehensive system of curbside street trees, brick paving, benches, and trash receptacles such as that on 12th Street.
- Defining the edges of the MCV Campus District through a combination of signage, banners, and gateways.
- Promotion of cooperative development with the Virginia Bio-Technology Research Park and encouragement toward guidelines consistent with those of the MCV Campus.
- Cooperation with the city and/or commonwealth to encourage the development of Leigh Street as an urban boulevard with a pedestrian-friendly streetscape rather than a highway connector.
- Cooperation with the city and/or commonwealth to appropriately develop and landscape the Public Safety Building site and other adjacent sites not owned by the university.
- Development of a detailed way-finding strategy and signage system that begins well outside the MCV Campus District.

DISTRICTS

The MCV Campus districts are based on areas of functional association and structural similarity. The VCU Medical Center is an overlay that spans and unites the Broad/Marshall and Middle and Support Districts, generally oriented east/west. The academic functions of the Health Sciences are generally distributed and flow north/south along 11th and 12th Streets. To the Health Sciences functions of the Medical Center, Main Hospital is both a seam and a barrier whose permeability should be maximized.



↑ MCV Campus: Districts

- | | |
|---|--|
| — Broad and Marshall Streets District | — Student Life District |
| — Support District | — Research Park District |
| — Middle District | --- 2004 Campus Boundary |

BROAD AND MARSHALL STREETS DISTRICT

The section of Broad Street between College and 10th Streets is of incalculable urban and historic value. The south side is defined by high-quality, monumental civic buildings that screen Jefferson's State Capitol and the Capitol Complex.

Broad Street

The north side of Broad Street is MCV Campus' civic face, one that relates it to Capitol Square and the downtown area. Its length is lined with new buildings and those of high architectural and/or historic value.

- Streetscape should include sidewalks of brick paving and street trees.
- Banners identifying the university should be provided on light poles along Broad Street.

Marshall Street

Marshall Street is arguably the Main Street of the MCV Campus. It is common to patient care and the teaching/academic areas. Marshall and 11th Streets form the crossroads at the center of the Campus.

While the university has made investments in the preservation of the historic structures in this district, including the Beers-Newton House and the renovation of Hunton Hall, new construction has continued to supplant structures no longer viable, suitable, or equitable to operate for Health Sciences or Medical Center activities. The building formerly known as Randolph Minor Hall was replaced by the new Goodwin Research Lab building addition. The old School of Nursing building was replaced by the Molecular Medicine Research Building and the A.D. Williams Clinic has been replaced by the McGlothlin Medical Education Center.

West Hospital has long stood in this Broad and Marshall district as an icon of the MCV Campus and its heritage of healing and public service. This structure, along with George Ben Johnston Auditorium however, has also stood as an obstacle to the pioneering, efficient, cost-effective development of a contemporary twenty-first century medical center.

A formal agreement between VCU and the Virginia Department of Historic Resources in 1992 chronicled the challenges presented by these and other structures in the district and documented a succession of actions, including these buildings' demolition, that were judged to be reasonable and acceptable to the Department. The near term plan is to renovate and continue to use West Hospital for administrative and academic functions. After replacement space is developed elsewhere, the West Hospital site should be redeveloped to house critical research and academic functions that will benefit from the immediate proximity to the Medical Center.

The site at the prominent corner of Broad and 10th Streets is being developed by the VCU Health System as an outpatient clinical care facility and parking. This signature structure will anchor the southwest corner of the MCV Campus, serve as a visible and discernable point of entry to the Medical Center, and bring it into civic alignment with the urban form of downtown Richmond and the State Capitol.

Development in this district should:

- Design ways to connect new and historic structures into a rich urban fabric;
- Create more opportunities for pedestrian movement apart from the streets;
- Enhance and respect historic structures that will remain; and
- Provide spaces functionally integrated to the educational, clinical care, and research enterprises.

SUPPORT DISTRICTS

These utilitarian districts accommodate the service and parking needs of the MCV Campus. Duval Street terminates in this area at 13th Street, providing access to or egress from the large Visitor's Parking Deck and D-Deck serving faculty and staff. Service vehicles accessing the Clinical Support Center can enter from Duval Street or from Marshall Street under the Main Hospital. The parking and utility structures in this district face out toward the interstate highway, lending a quasi-industrial view to passing travelers but also revealing the possibility of dramatic views out from the Campus along this edge.



The MCV Campus possesses a disciplined urban plan not commonly found in medical complexes.

Attitudes toward development in this district should be patterned after the following:

- While recommending that new development be as sensitive and attractive as possible since it defines, in part, the public image of VCU, the objectives in this area should be efficiency, utility, serviceable operations, safety, and economy.
- Investments in streetscape and landscape development in these districts are recommended in all areas utilized by pedestrians.
- Future renewal of the parking facilities should be carefully assessed in light of potential project development for the Health System.

MIDDLE DISTRICT

This district is a mix of functions but is largely oriented to the Health Sciences. It is organized north/south along 10th, 11th, and 12th Streets. Eleventh and 12th Streets are the most pedestrian friendly of the MCV Campus. The renovated portion of 12th Street is particularly successful and should be used as a model for the other streets. Tenth Street is important to the MCV Campus as it connects the area to sites for future development and directly to the student life area. The district includes the Tompkins-McCaw Library and the Schools of Dentistry, Pharmacy, and Nursing, along with the planned School of Allied Health Professions facilities. Almost all of these academic facilities have a face to Leigh Street, effectively providing a “front door” to most of the academic functions of the campus.

The district includes the Ambulatory Care Center of the Medical Center and several research facilities and is home to prominent cultural and historic resources, including the White House and Museum of the Confederacy and the Valentine Richmond History Center. Each of these sites possesses small, but very high-quality, public garden spaces. The one block section of Clay Street between 10th and 11th Streets is a model for the development of the rest of Clay Street, as well as the entire MCV Campus. Indeed, if the university acquired more property along this street, and if the site of the City of Richmond Public Safety Building were developed in a manner supportive to restoring the street, Clay Street could be a pedestrian-scaled amenity extended from the Critical Care Hospital to 10th Street and beyond to the Convention Center.

Development of the significant urban parcels in this district will significantly reshape the environment of the district by re-establishing a vital street-life along with urban densities and building patterns.

- Development on these sites should achieve a high-density with buildings at least four and up to eight stories in height. Smaller and outdated non-historic structures should be replaced with appropriately scaled development. Existing Health Sciences academic buildings should be renovated as appropriate.
- Building plans should ring the perimeter of the site, meeting the street/sidewalk at or near the property line on all four sides.
- The buildings should be configured to define a quad or courtyard at the center of the block and should invite and admit pedestrian passage into the courtyards as appropriate.
- Ground floors should include distinctive building entrances and be programmed to receive retail, dining, or other public functions to activate the street. Buildings should address the pedestrian scale of the sidewalk with a distinctive expressed ground floor.
- Buildings or sites developed in phases should be complementary to one another in architectural form, scale, articulation, and material.
- Where structures in excess of 200,000 square feet are planned for a site, the development plan must evaluate the feasibility of on-site parking (preferably underground) adequate to serve the needs of the site.
- Landscape and streetscape should be extended to the perimeter of all sites within the district to improve the appearance and pedestrian environment.

STUDENT LIFE DISTRICT

This district has always had the most “campus like” character. It includes the only housing at the MCV Campus in one high-rise and a series of low-rise residence halls, as well as student activities and dining spaces at the Larrick Center. Recreation facilities are provided that serve the students, faculty, and staff for the whole campus. The Master Site Plan considers the following issues:

- The type of housing provided is inappropriate to the graduate and professional students who make up the largest portion of the student body on this campus. New housing should be developed suitable to these students.
- New buildings should organize and define landscaped open space within the blocks.
- The district needs greater and safer connections across Leigh Street to the south.

RESEARCH PARK DISTRICT

The Virginia Biotechnology Research Park has transformed much of the vacant acreage north of downtown into a vibrant and activated research center. Buildings are generally being developed after urban patterns, meeting the street/sidewalk and minimizing areas given to surface parking. The Park’s master plan indicates continued development after these patterns. What the Park District needs to develop includes:

- Effective physical connections to the MCV Campus.
- A coordinated development plan for the parcels south of Leigh Street to support integrated health sciences education and research facilities.



VCU will encourage the development of Leigh Street as an urban boulevard with a pedestrian-friendly streetscape.




Currently Planned Development

These projects are currently planned for development on the MCV Campus:

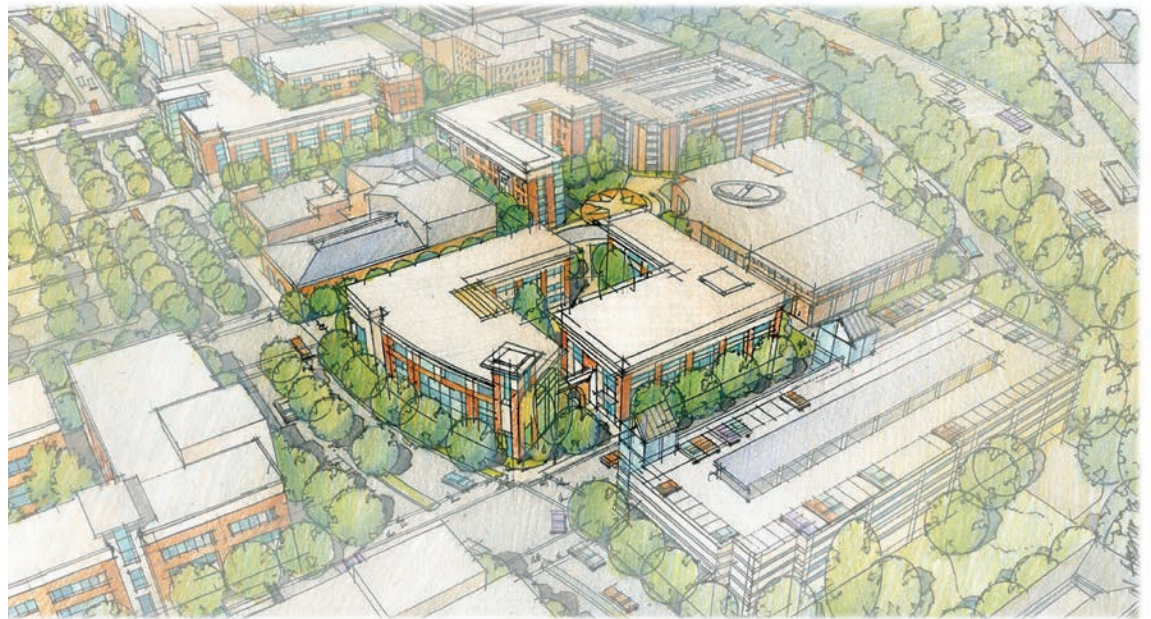
- 1. BioTech One Renovations
- 2. School of Allied Health Professions
- 3. Sanger Hall Renovations
- 4. McGlothlin Medical Education Center
- 5. West Hospital Renovations
- 6. Past to Future Walkway
- 7. Randolph Minor Hall Restoration



↑ MCV Campus: Current & Planned Projects

	Proposed Building		Campus Boundary
	Existing VCU Building		Virginia BioTechnology Research Park
	Leased VCU Building		

1. **BioTech One Renovations** – Recently acquired by VCU, renovations will improve the building’s utility for research and other university use.
2. **School of Allied Health Professions** – Redevelopment of Bear, Rudd, Warner, and McRae Halls site provides new program space for integrated Health Sciences education and research including, a new, consolidated home for the School of Allied Health Professions and an opportunity to add vivarium space. The building’s quad or courtyard should invite and admit pedestrian passage diagonally through the block from the southeast to the northwest corner. Architectural features should distinguish the front door of the School of Allied Health Professions on Leigh Street at the southeast corner of the site.
3. **Sanger Hall Renovations** – Ongoing renovations upgrade academic and research spaces and equipment in a floor-by-floor refitting of the structure.
4. **McGlothlin Medical Education Center** – Opened in spring 2013, this 200,000-square-foot, 12-story facility is located on the former site of the A.D. Williams Clinic, at the corner of 12th and Marshall Streets. It houses the Dean’s Offices – School of Medicine and allows for an increase in enrollment to the School.
5. **West Hospital Short Term Renovations** – Renovations address replacement of mechanical systems, general repairs, and allow continued use for the foreseeable future primarily as an office facility serving the MCV Campus.
6. **Past to Future Walkway** – This walkway unites historic, symbolic campus places with the newest, state-of-the-art teaching and research spaces of the MCV Campus. It provides high-quality outdoor open space to accommodate collegiate meeting and interaction. The walkway provides opportunity for interaction that will always be difficult on the busy streets of the MCV Campus.
7. **Randolph Minor Hall Restoration** – This historic structure, formerly known as the First African Baptist Church, will be renovated to serve as conference and meeting space for Health Sciences programs.



2. School of Allied Health Professions



2. School of Allied Health Professions

New Development

On the MCV Campus, the urban location and topography significantly constrain development. The Master Site Plan supports the complex interplay and growth of research, scholarship, and clinical practice. There are pressing needs but few development sites. Campus circulation is challenging and should be clarified. Planning for the MCV Campus requires coordination with the VCU Health System and the Virginia BioTechnology Research Park planning. Within this context, the planning process tested the potential capacity and viability of a limited number of development sites for academic, research, and clinical activities.

Development of perimeter sites for outpatient care and additional parking capacity permits renewal of facilities in the Medical Center core. Nelson Clinic, the Ambulatory Care Center, and the School of Pharmacy Building are each home to programs that can be relocated to facilitate renewal. Over the long term, North Hospital, the Visitor Deck, and D-Deck will be available for renovation, replacement, or redevelopment to respond to evolving Medical Center needs.

On the MCV Campus, the campus boundary now includes two blocks previously considered adjacent to the campus. The Public Safety Building site is bounded by Clay, 9th, Leigh, and 10th Streets. There is also interest in an area in the Virginia BioTechnology Research Park bounded by Leigh, 7th, Jackson, and 8th Streets.

While establishing flexibility to accommodate future opportunities, the envisioned improvements will advance the goals of the strategic plan, *VCU Quest for Distinction*, and will enhance the experience of students, faculty, staff, and visitors to the university.

The Master Site Plan proposes these projects on the MCV Campus:

- 1. I-Lot Parking Deck
- 2. STEM-H and Other Research Programs
- 3. Graduate and Professional Student Housing
- 4. Health Sciences Research
- 5. New Buildings for Health Sciences
- 6. Campus Support and Amenities
- 7. School of Dentistry Renovation and Expansion
- 8. Long-Term Redevelopment of West Hospital
- 9. VCU Health System
- 10. VCU Health System
- 11. VCU Health System



↑ MCV Campus: Proposed Projects

- | | |
|-----------------------|--------------------------------------|
| Proposed Building | Campus Boundary |
| Existing VCU Building | Virginia BioTechnology Research Park |

PROPOSED PROJECTS

1. **I-Lot Parking Deck** – Existing surface parking will be redeveloped as structured parking for 1,250 cars to support the activities of the MCV Campus.
2. **STEM-H and Other Research Programs** – Phased redevelopment by the university or in cooperation with a private partner provides new program space for integrated Health Sciences education and research, including new vivarium and wet-lab space for STEM-H programs.

Development on this site should achieve a high density, with buildings a minimum of four and up to eight stories in height. Building plans should meet the perimeter of the site at or near the property line on all four sides. The buildings should be configured to define a quad or courtyard at the center of the block. Buildings built in phases should be complementary to one another in form, scale, articulation, and material.

3. **Graduate and Professional Student Housing** – Redevelopment of the balance of the Cabaniss Hall site will provide housing for up to 200 graduate and professional students or other facilities to support VCU Health Sciences.

The building should address 8th Street with a primary elevation along the property line, a front door, and ground floor retail or multi-purpose public space. The structure should be a minimum of five stories and adopt a plan form that creates a courtyard on the east side of the site.

4. **Health Sciences Research** – Redevelopment of the balance of the Bear, Rudd, Warner, and McRae Halls site provides new program space for integrated Health Sciences education and research, including an opportunity to add vivarium space adjacent to the new School of Allied Health Professions.
5. **New Buildings for Health Sciences** – Redevelopment of the Public Safety Building site by the university or in cooperation with a private partner results in three new buildings for additional program space for integrated Health Sciences education and research. New uses will include a building for the School of Pharmacy and vivarium space. New below grade structured parking supports the activities of VCU Health Sciences and the MCV Campus. Redevelopment will be scaled to respond to surrounding development.



2. STEM-H and Other Research Programs



3. Graduate and Professional Student Housing



6. Campus Support and Amenities

6. **Campus Support and Amenities** - New uses will include ground-floor retail space, amenities, and services to support campus life. Redevelopment will be scaled to respond to surrounding development and will restore the street grid by reopening Clay Street to vehicular traffic

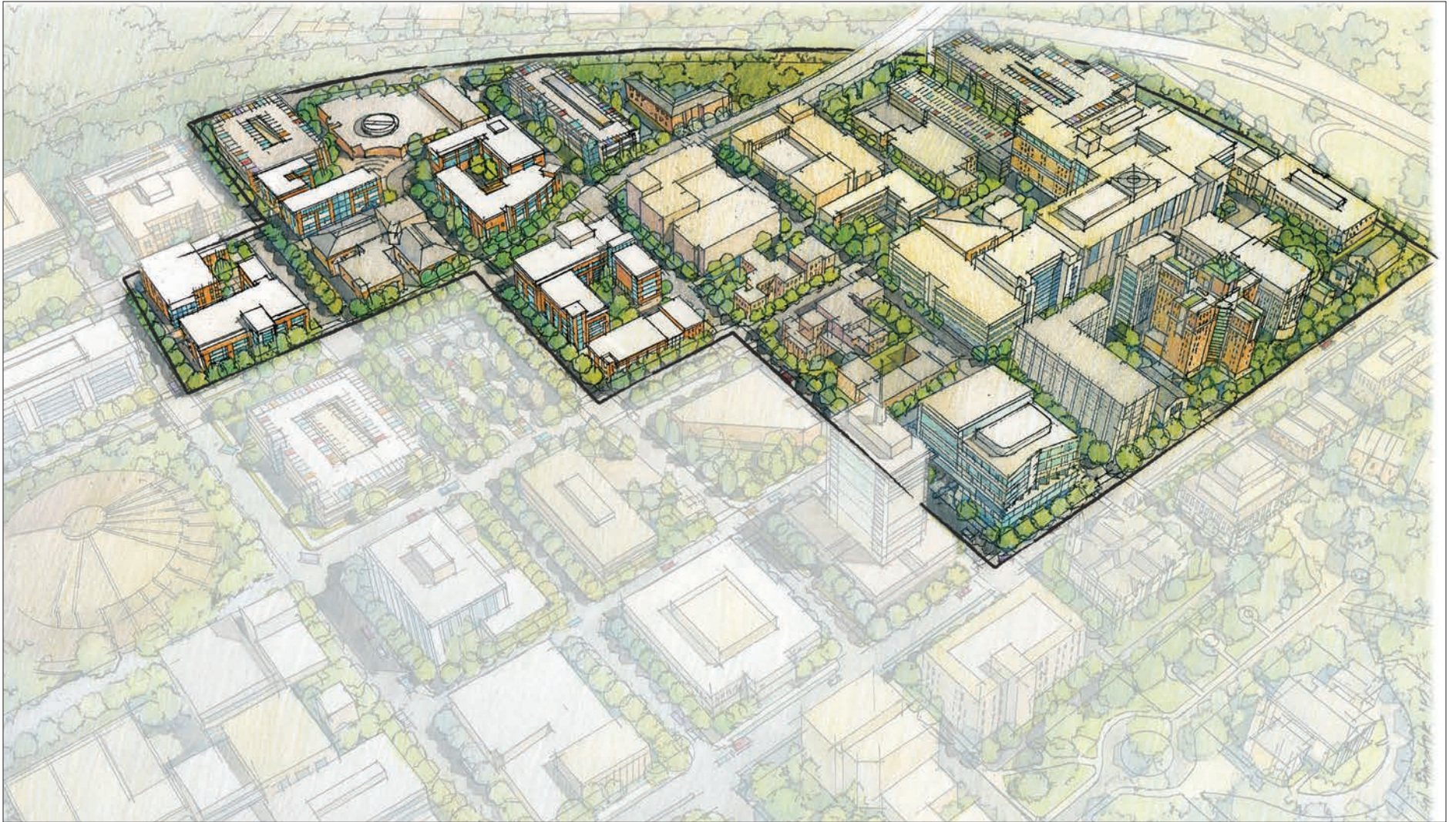
The site should be reconfigured on the south to reopen Clay Street. Buildings along Clay should form a continuous street front and meet the street after the pattern of the historic structures further east on Clay Street, stepping back on upper stories, with layers of street-level entrances, porches, and outdoor spaces. They should be no more than four stories in height and no more than three stories immediately adjacent to 10th Street fronting on Clay. Streetscape and landscape development along Clay Street should extend the character of the existing street. Buildings built in phases should be complementary to one another in form, scale, articulation, and material. Development of the site should include on-site parking adequate to meet the needs of the site. Buildings should include primary entries along Jackson Street and 9th Street.



9,10,11. VCU Health System

7. **School of Dentistry Renovation and Expansion** – Improved and additional program space for the School of Dentistry includes a new facility for patient care, research, and instruction.

Redevelopment of portions of the School of Dentistry site should explore the replacement of the Wood Building and the creation of accessible drop-off and building entrances along 11th Street. New construction should seek to modestly increase the density of the site to capture additional space for the School.
8. **Long-Term Redevelopment of West Hospital** – Continued use of West Hospital is essential in the short term; development of other potential sites on the MCV Campus over time will allow long-term redevelopment of the West Hospital site to support a mix of academic and research activities.
9. **VCU Health System** – Contingent upon relocation of the existing program, the Virginia Treatment Center for Children site will be transformed to respond to evolving Medical Center needs. Development of this site by the Health System should capitalize on the potential density available. Buildings should be a minimum of six stories and a maximum of eight stories in height. If ambulatory care functions are served here, the site must be designed to accommodate on-site drop off, with parking capacities adequate to serve the needs of the facilities, and in coordination with campus traffic and circulation patterns. Primary building entrances for pedestrians should be addressed to 11th Street and 10th Street. The important urban corner at Leigh Street and 10th Street should be addressed with a distinctive architectural feature or tower.
10. **VCU Health System** – Contingent upon relocation of the existing program, the School of Pharmacy site will be transformed to respond to evolving Medical Center needs.
11. **VCU Health System** – Already being redeveloped, this site will continue to be transformed to respond to evolving Medical Center needs. The site should be developed to a density that meets or exceeds the first phase of redevelopment of the south side of the site along Broad Street. The north side of the site should provide an expressed pedestrian-scaled ground level and activate Marshall Street with entrances and ground floor retail or other public activity.



↑ MCV Campus: Master Site Plan

— Campus Boundary

The Master Site Plan identifies opportunities to re-distribute activity in a way that maintains critical adjacencies while allowing for growth, including:

- New academic and research program space on the existing campus.
- A new quadrangle and facilities at the northwest corner of the campus to facilitate integrated Health Sciences education, including new academic and research facilities.
- Up to approximately 1.9 million additional gross square feet through acquisition or partnership to support integrated Health Sciences research and education.



↑ MCV Campus: Master Site Plan

- | | |
|--|--|
| Proposed Building | Campus Boundary |
| Existing VCU Building | Virginia BioTechnology Research Park |
| Leased VCU Building | |

Implementation of the Master Site Plan is expected to have campus-wide impact on several aspects of MCV Campus life, including circulation and open space.

CIRCULATION IMPACTS

A number of changes have been identified that will improve circulation on the MCV Campus. As in the past, VCU will continue to partner with the City of Richmond to improve pedestrian safety on the MCV Campus. For example, no right turn on red will be allowed at the intersection of 11th and Marshall Streets.

Changes to campus vehicular circulation that are expected to improve campus access and mobility for faculty, staff, students, patients, and visitors include:

- Currently one-way southbound, 10th Street will be converted to a two-way street between Leigh and Broad Streets.
- Currently one-way eastbound, Marshall Street will be converted to a two-way street between 7th and 9th Streets.
- Currently closed to traffic, as part of long term redevelopment of the Public Safety site, Clay Street between 9th and 10th street will be reopened to two-way traffic.

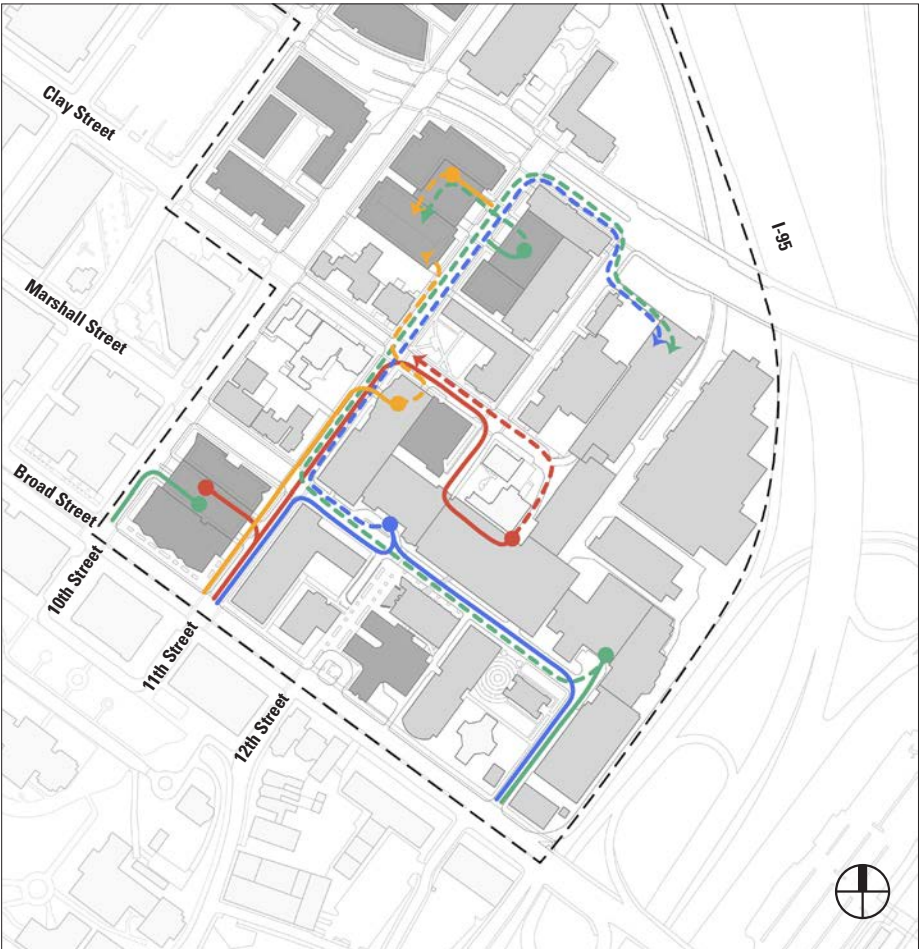
Leigh Street currently divides the campus. With enhancement, it has the potential to provide a safer environment for pedestrians while serving as a prominent feature of MCV Campus identity. Treating the Leigh Street streetscape – from building façade to curb – as an element of the open space network will also improve the connection between the MCV Campus and the Virginia BioTechnology Research Park. With that in mind, recommendations for the blocks of Leigh Street between 7th and 13th Streets include:

- Incorporating parallel parking on both sides of the street.
- Bulb-outs at medians and intersections with cross streets to enhance pedestrian visibility and safety.
- Limiting driving lanes to two lanes of traffic in each direction and incorporating bike lanes.
- Enhancements at the intersection with 10th Street to improve at-grade pedestrian crossing.



↑ MCV Campus: Proposed Circulation

- | | | |
|------------------|----------------------------------|-------------------------|
| — One Way Street | ... Potential Circulation Change | ● Improved Intersection |
| — Two Way Street | — Planned Circulation Change | |



➔ MCV Campus: Proposed Patient Flow Patterns

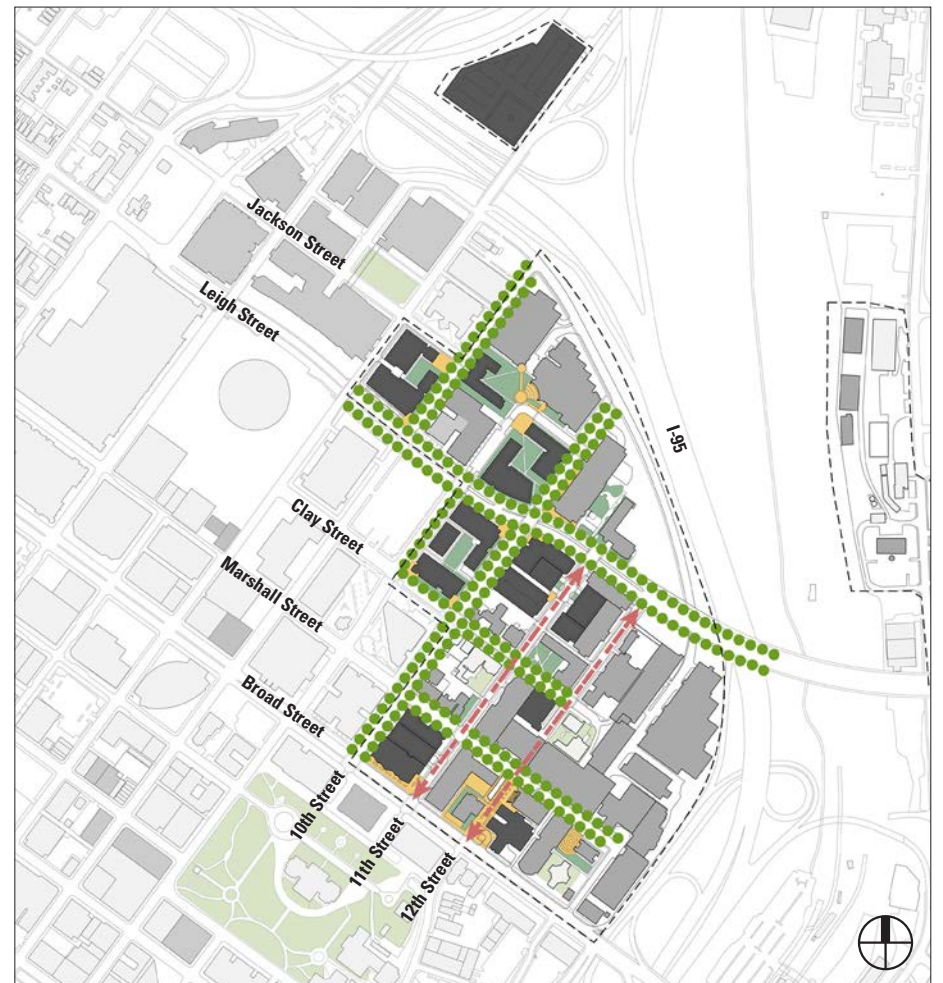
- | | |
|-----------------------|-------------------------|
| — Inpatient Drop-off | — Outpatient Drop-off |
| - - Inpatient Parking | - - Outpatient Parking |
| — Specialty Drop-off | — Emergency Approach |
| - - Specialty Parking | - - Emergency Departure |

OPEN SPACE IMPACTS






As the Master Site Plan is implemented, the open space network will be both enhanced and expanded to improve campus connectivity, as well as provide additional opportunities for gathering, collegial interaction, contemplation, and healing.

On an urban campus, the streetscape is one of the most prominent elements of the open space network. Incorporating attractive and functional elements into the open space network improves aesthetics, expands stormwater management capability of the campus landscape, and enhances the quality of the pedestrian environment. One of the most important factors in increasing pedestrian activity (and decreasing driving) is the quality of the pedestrian experience.

Enhancements to the streetscape on the MCV Campus will be one of the most impactful ways to improve this campus resource. In particular, reopening Clay Street between 9th and 10th Streets will go a long way toward completing one of the largest gaps in the open space network and provide exceptionally high-quality civic space in the heart of the campus that celebrates and reveals the university and the city's diverse history. Similarly, improvements to Leigh Street will improve the continuity of the MCV Campus open space network and unite planned development of integrated Health Sciences education and research facilities north of Leigh Street with existing and planned facilities to the south. Improvements to Leigh Street will increase pedestrian safety and also enhance open space connectivity between the MCV Campus and its near neighbor, the Virginia BioTechnology Research Park.



↑ MCV Campus: Proposed Open Space Network

- | | |
|---|---|
|  Campus Open Green Space |  Distinctive Streetscape |
|  Hardscape Path/Plaza |  Civic Open Space |
|  Organized Axis | |



MONROE PARK CAMPUS

Monroe Park Campus Existing Development

The 91.1 acres of the Monroe Park Campus house eight schools and the College of Humanities and Sciences within approximately 4.5 million gross square feet of space, about 50,000 square feet per acre.



MONROE PARK CAMPUS BUILDINGS

1. 500 Academic Centre
2. 807 Cathedral Place
3. 809 Cathedral Place
4. 811 Cathedral Place
5. 813 Cathedral Place
6. 817 Cathedral Place
7. 701 West Grace Street Housing/
The Honors College
8. 14 N. Laurel St.
9. 16 N. Laurel St.
10. Ackell Residence Center
11. Anderson Gallery
12. Anderson House
13. Arts Building, School of the
14. Barnes & Noble @ VCU
15. Bird House
16. Black Music Center
17. Blanton House
18. Bowe House
19. Brandt Hall
20. Broad and Belvidere Student
Apartments
21. Buford House
22. Cabell Library
23. Cary and Belvidere Residential College
24. Cary Street Field
25. Cary Street Field Check-in Center
26. Cary Street Field Support Facility
27. Cary Street Gym
28. Center for Cultural Experiences
in Prevention
29. Center for Psychological Services
and Development
30. Child Development Center, VCU
31. Crenshaw House
32. Dance and Choreography Building
33. Dance Center, VCU
34. Engineering East Hall, School of
35. Engineering West Hall, School of/
Virginia Microelectronics Center
36. Facilities and Financial
Services Building
37. FMD – Renovation (*not shown*)
38. Founders Hall
39. Franklin Street Gymnasium
40. Franklin Terrace
41. Ginter House
42. Gladding Residence Center
43. Grace Street Theater
44. Graphic Design Center (*not shown*)
45. Harris Hall
46. Harris Hall Auditorium
47. Harris Hall – South
48. Harrison House
49. Hibbs Hall
50. HR Training Building
51. Hughes Hall/Brandcenter
52. Human Resources Building
53. Humanities and Sciences Annex,
College of
54. Hunton House
55. Institute for Engineering and
Medicine, VCU
56. Johnson Hall
57. Kearney House
58. Lafayette Hall
59. Laurel Street Carriage House
60. Lindsey House
61. Mary and Frances Youth Center
62. McAdams House
63. Meeting Center
64. Meredith House
65. Millhiser Carriage House
66. Millhiser House
67. Moseley House
68. Oliver Hall – Physical Science Wing
69. Oliver Hall – School of Education
70. Parking, Bowe Street Deck
71. Parking, Henry Street Deck – East
72. Parking, Henry Street Deck – West
73. Parking, Jefferson Street Deck
74. Parking, Laurel Street Deck
75. Parking, West Broad Street Deck
76. Parking, West Cary Street Deck
77. Parking, West Main Street Deck
78. Police Annex
79. Pollak Building
80. President's House
81. Raleigh Building
82. Recreational Sports Outing
Rental Center
83. Rehabilitation Research
Training Center
84. Rhoads Hall
85. Ritter-Hickok House
86. Robertson Alumni House
87. Scherer Hall
88. Scott House
89. Shafer Court Dining Center
90. Shafer Street Playhouse
91. Siegel Center
92. Singleton Center for the
Performing Arts
93. Sitterding House
94. Snead Hall, School of Business
95. Sports Backers Stadium
96. Sports Medicine Building
97. Stagg House
98. Starke House
99. Stokes House
100. Student Media Building
101. Survey Evaluation Research
Laboratory (*demolished*)
102. T/TAC and Community
Service Center
103. Technology Administration
Building
104. Temple Building, T. Edward
105. Thalhimer Tennis Center
106. Thurston House
107. Trani Center for Life Sciences
108. University Learning Center
109. University Student Commons
110. Valentine House
111. VCU Community Police Office
112. VCU Police
113. Welcome Center
114. Wellness Resource Center
115. West Grace Street
Student Housing – North
116. West Grace Street
Student Housing – South
117. White House
118. Williams House
119. 201 North Belvidere
(VCU Ram Bikes)
120. 804 West Franklin Street
121. Qatar Support Building
122. Trolley Station Building
123. 509 West Broad Street



Historic Franklin Street.

Campus Context and Environment

Located about a mile west on Broad Street from the MCV Campus, the Monroe Park Campus encompasses more than 90 acres of owned and leased property just west of downtown Richmond. The eastern edge of campus is marked by the origination of the streets that form the residential Fan District. The Monroe Park Campus is tangent both to the Broad Street corridor to the north and to Cary Street and Oregon Hill to the south. The campus encompasses its eponym, the historic Monroe Park.

Over half of the Monroe Park Campus structures are historic or located in historic districts. Since its founding, VCU's most iconic images have been that of the historic Franklin Street Corridor and the more contemporary Academic Core area. More recently, university development along Broad Street has created a new identity and is now VCU's most prominent public face.



Trani Center for Life Sciences on Cary Street.



University Student Commons on Floyd Avenue.



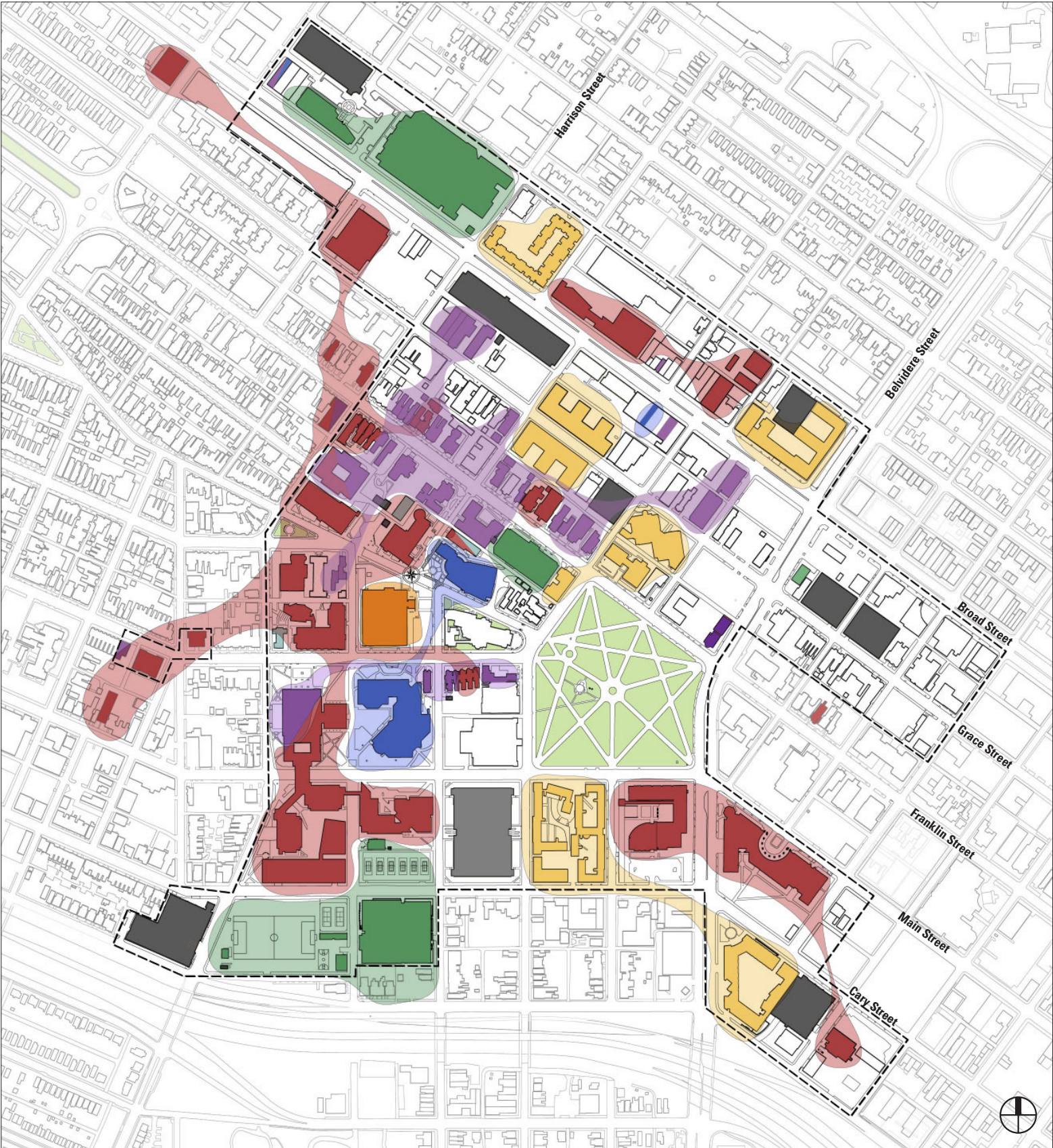
Shafer Court Dining Center.



Hibbs Hall on Shafer Court.

BUILDING AND LAND USE

Building and land use on the Monroe Park Campus is characterized by a rich and intense mix of activity. This character adds to the vibrancy of the campus. While strategic moves to improve programmatic adjacencies are desirable, the close-knit and diverse mix of the campus should be maintained.

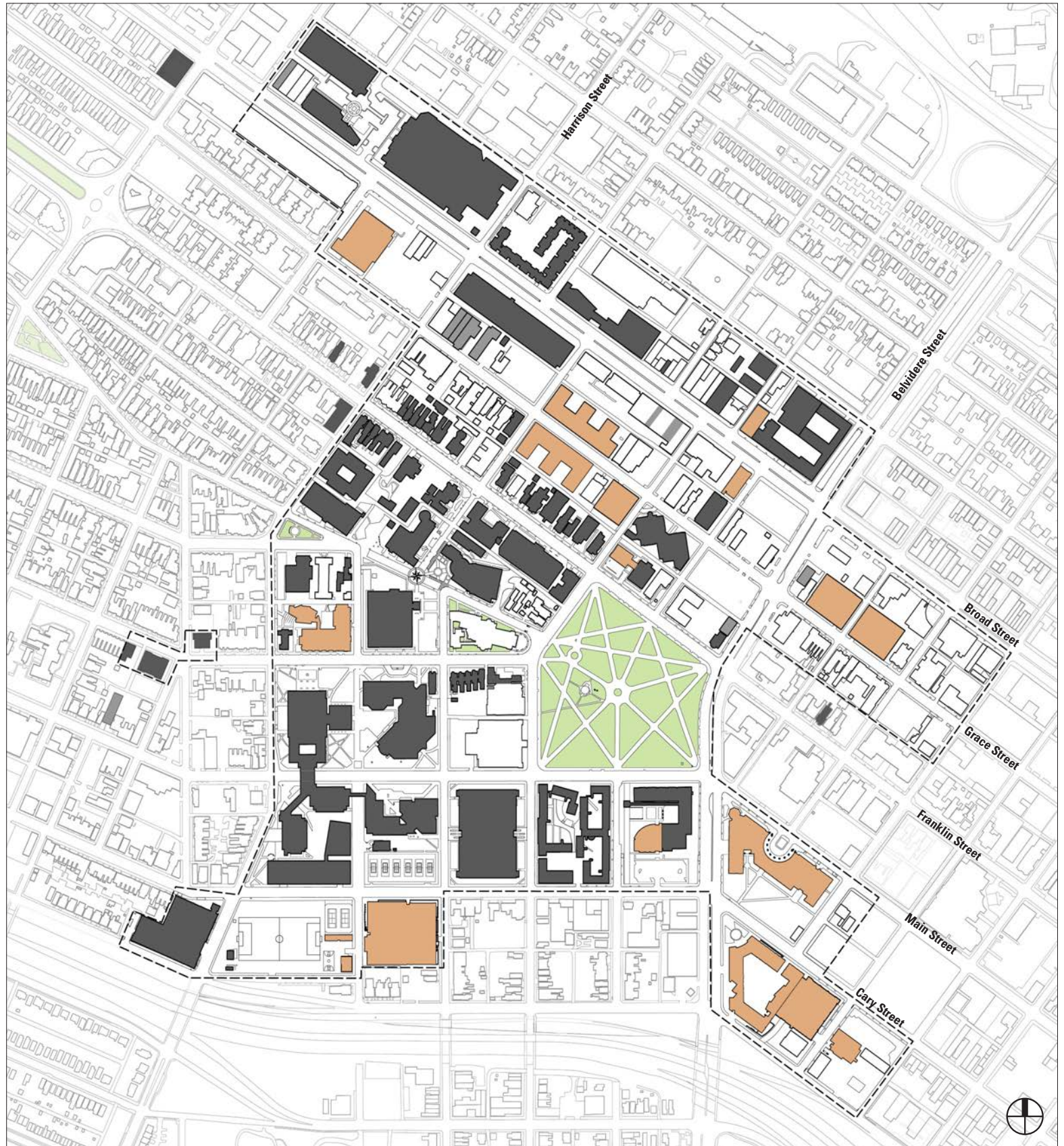


↑ Monroe Park Campus: Existing Land Use

- | | | |
|---------------------|----------------------|--------------------|
| Academic & Research | Administrative | Structured Parking |
| Student Life | Athletics/Recreation | |
| Residential | Library | |

NEW BUILDINGS SINCE 2004

There have been numerous new construction projects on the Monroe Park Campus since the last planning effort in 2004. West Grace North and the Academic Learning Commons are currently under construction, and both will be open in fall 2013. Completed projects include School of Engineering East Hall and West Hall Additions; Snead Hall, School of Business; Cary and Belvidere Residential College; Brandt Hall; Technology Administration Building; and Mary and Frances Youth Center. Renovation projects include Brandcenter and addition, 500 Academic Centre, and Cary Street Gym and addition.



↑ Monroe Park Campus: New Buildings Since 2004

■ New Since 2004

OPEN SPACE

Given its urban setting, the Monroe Park Campus offers few opportunities for large-scale open spaces. This scarcity makes Monroe Park, Shafer Court, and the Linden Street pedestrian corridor all the more precious. In addition, the campus relies on streetscape and small pockets of green space as key elements of its open space network. To enhance the open space network of the campus, improvements to each of these elements will be necessary.

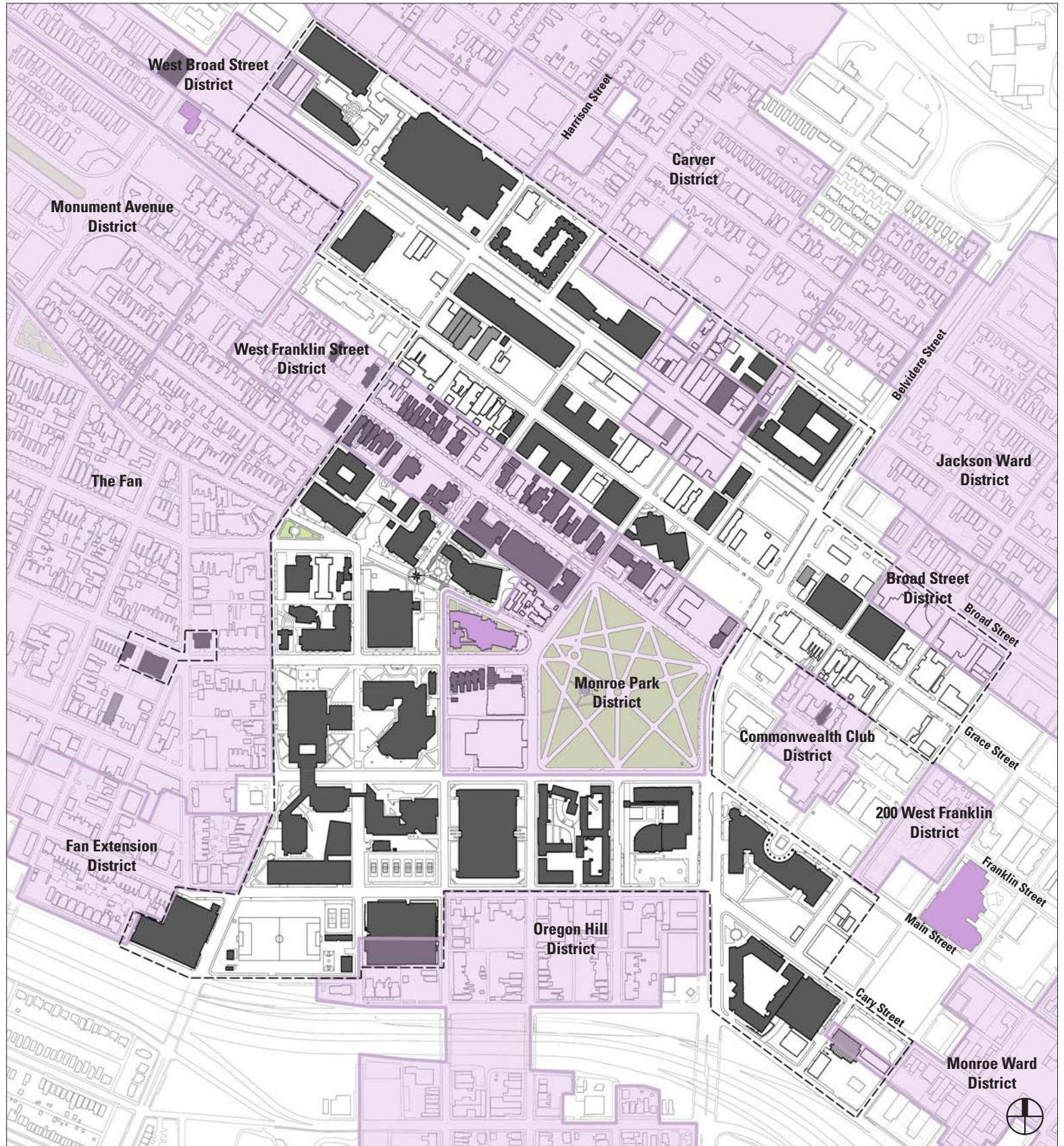


↑ Monroe Park Campus: Existing Open Space Network

- | | | | |
|-------|---------------------|-------|-------------------------|
| — — — | Organized Axis | ■ | Hardscape Path/Plaza |
| ■ | Athletic/Recreation | ● ● ● | Distinctive Streetscape |
| ■ | Campus Green Space | ■ | Civic Open Space |

HISTORIC RESOURCES

A number of historic districts border on or overlap with the Monroe Park Campus. The university has been an active steward of many of the historic resources on campus, including the 800 and 900 blocks of West Franklin Street, the Cary Street Gym, and the 800 block of South Cathedral Place. Appropriate massing and scale are important considerations for new development proximate to these and other historic resources on campus.

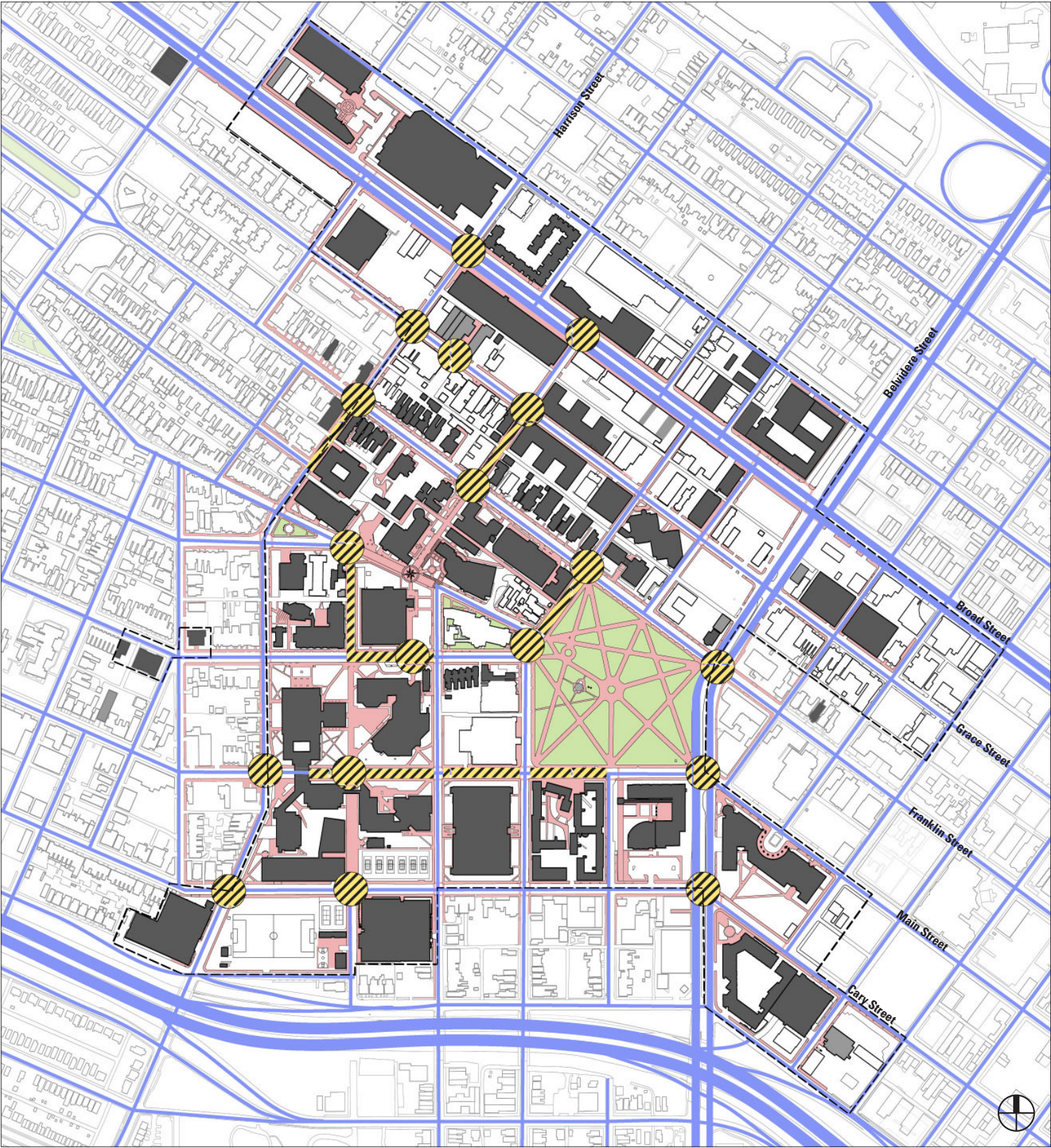


↑ Monroe Park Campus: Designated Historic Districts & Buildings




- Historic District (local, state, or national designation)
- Historic Building: Non-VCU (local, state, or national designation)

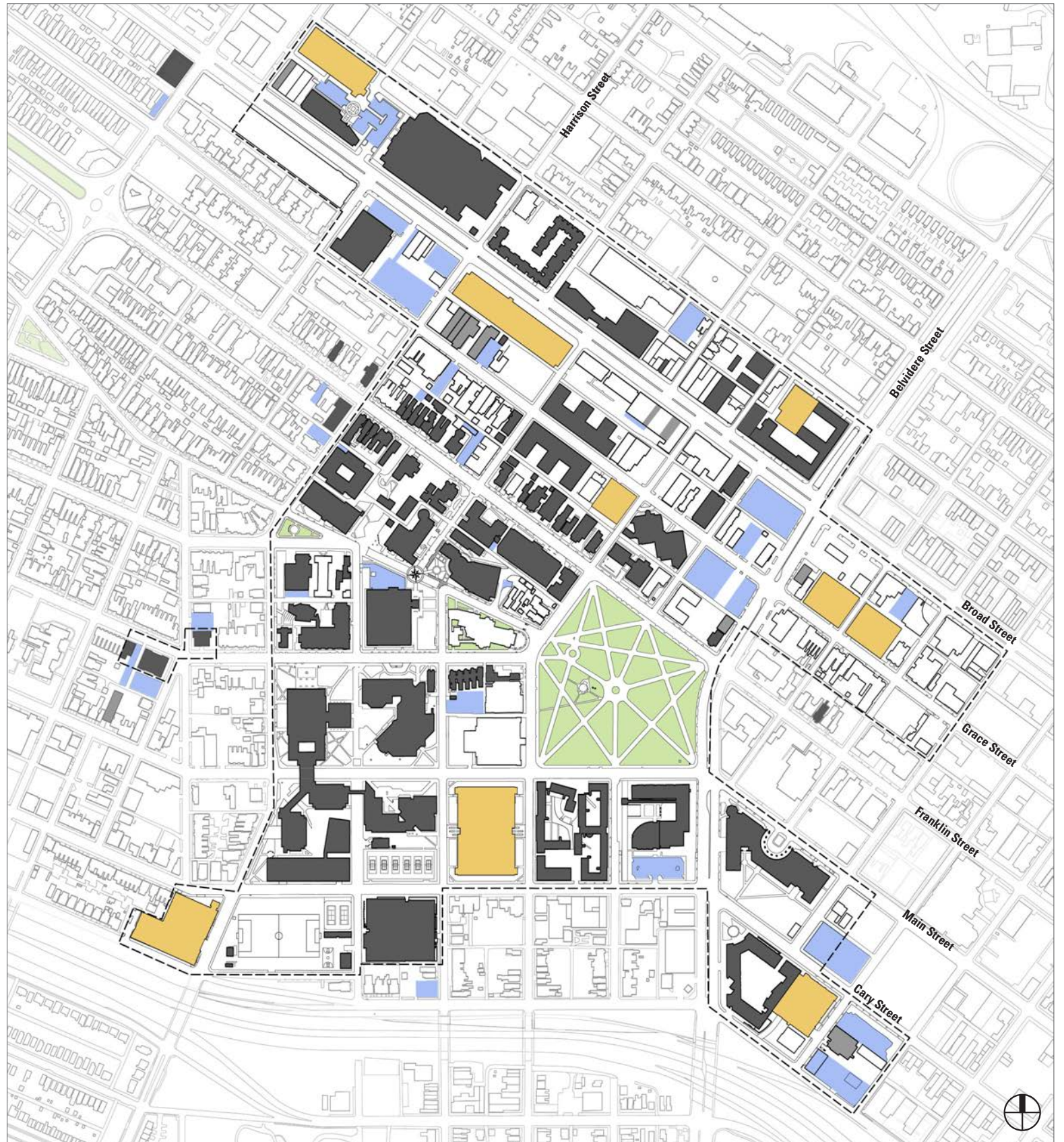
TRANSPORTATION AND PARKING

The Monroe Park Campus benefits from a variety of modes of transportation available to students, faculty, and staff. VCU does not, however, control the intercampus street corridors or local traffic. Effectively accommodating all modes of transportation, including vehicles, bicycles, transit, and pedestrians, is a challenge. VCU has taken proactive steps to improve conditions, particularly for pedestrians and bicyclists, through street closures and infrastructure improvements. Additional information about parking capacity can be found on page 148.



↑ Monroe Park Campus: Existing Vehicular/Pedestrian Conflicts

-  Conflict Area
-  Major Road
-  Public Street



↑ Monroe Park Campus: Existing Parking

Structured Parking

Surface Parking



There are additional opportunities available to the university to improve transportation, safety, security, access, mobility, and economic viability for vehicular traffic, transit, bicyclists, and pedestrians:

- **Vehicular Circulation:** Strategic street closing of Linden Street between Grove and Floyd Avenues; signal improvements at the intersections of Grace and Belvidere Streets, as well as Cary and Linden Streets.
- **Pedestrian Circulation:** Curb extensions, wider sidewalks, and street lighting to enhance the walkability of the campus; crosswalks, pedestrian signals with countdown times, and lead pedestrian intervals to reduce pedestrian-vehicle conflicts at pedestrian street crossings.
- **Bicycle Circulation:** Sharrows, bike lanes, cycle tracks, and ongoing coordination with the City of Richmond's initiatives to promote cycling.
- **Transit:** Continued enhancements and refinements to campus service based on findings of the 2011 VCU Transit Study.
- **Parking:** Continued location of new resources at the campus perimeter in combination with ongoing implementation of transportation demand management strategies to encourage walking, biking, and transit as alternatives to driving.

Additional information can be found in the report completed by Vanasse Hangen Brustlin, Inc., *Transportation Element of the VCU Master Plan – Monroe Park Campus, Final Report, January 2013*.

Planning Issues

In recent years, the university has made significant investment in the facilities and grounds of the Monroe Park Campus. It is imperative that this investment be maintained and optimized with a focus on a high-quality student experience, campus circulation, programs, and gathering spaces.

STUDENT EXPERIENCE

VCU has completed a generation of successful investment in student-focused facilities on campus, including housing, dining, and recreation. There are large numbers of new, privately-developed student-oriented beds in the areas surrounding the campus. Completion of two new residence halls on Grace Street brings the on-campus capacity to about 5,600 beds for students. The planned renovation and addition to the library will provide additional space for studying and research. The university will continue to invest in the student experience to enhance student success.

CAMPUS CIRCULATION

Continued partnership with the City of Richmond and ongoing investments are required to ensure that vehicular, pedestrian, and bicycle circulation, as well as parking and transit meet the needs of the campus. Additionally, improving connectivity between the Monroe Park and MCV Campuses with designated bike lanes and reliable transit will help unify VCU as one university for faculty, staff, and students.

REBALANCE THE CORE

Planned renovations and new construction create opportunities in the campus core. Changes allow additional room to better accommodate crowded programs, as well as a chance for reorganization of space to facilitate strategic adjacencies among programs. At the same time, the Master Site Plan Update must identify a way for the campus to accommodate its share of incremental, university-wide faculty growth.

GATHERING PLACES

Students, faculty, and staff were unified in their desire for more space for intentional and chance interdisciplinary interaction. More indoor and outdoor spaces for informal gatherings are required to promote relationships and innovation. Additionally, there was a strong and widespread desire for a facility that would allow VCU to be a welcoming host to the community and collaborators from other institutions. This space should be flexible enough that it can be used for a wide variety of activities. The planned library renovation and addition and new classroom building will provide some additional meeting and study space on campus, but the university should continue to look for new opportunities to incorporate these spaces into new or renovated facilities in the future.

MONROE PARK

The green, open space of Monroe Park is highly prized by students, faculty, and staff because there is so little of this resource on campus. The park has great potential to be a destination for the surrounding community but is currently less attractive and inviting than it could be. VCU recognizes partnership with the city and the plan of the Monroe Park Advisory Council as the best way for the Richmond community to realize the full potential of this space.

CAMPUS STRUCTURE AND FUNCTION

Four programs on the Monroe Park Campus each have a well-defined and consolidated physical location. The Schools of Business and Engineering enjoy prominent locations in the Monroe Park Campus Eastern Expansion, south and west of Monroe Park. The School of Social Work, currently housed in the Raleigh Building, is moving to a new home in the Academic Learning Commons at 1000 Floyd Avenue. VCU Life Sciences is headquartered in the Eugene P. and Lois E. Trani Center for Life Sciences at 1000 West Cary Street. The program spaces of the College of Humanities and Sciences, the School of the Arts, and the School of Education are distributed across campus and in leased space. Currently, the College and these two schools do not have the benefit of consolidated physical space. The College and the School of the Arts are the two largest programs on the Monroe Park Campus. It is not practical to consolidate these programs in a single facility; however, improving organization and adjacencies within these programs is highly desirable. The School of Education would be well-suited to a single, consolidated home.

Understanding how the campus might be organized differently to yield an arrangement that provides a consolidated home for each school as appropriate, as well as optimizing adjacencies within the School of the Arts and the College of Humanities and Sciences, is the foundation of the Master Site Plan on the Monroe Park Campus. To that end, the Schools of Business and Engineering will expand as planned in the Monroe Park Campus Eastern Expansion; the College of Humanities and Sciences will continue to expand and be organized around the Franklin Street corridor; Life Sciences will expand in the southwest corner of the campus; the School of the Arts will maintain its facilities on Harrison Street and strengthen its presence in the Broad Street corridor; and a new School of Education will be located at the southwest corner of Grace and Belvidere Streets. The resulting land use pattern is a robust ring of academic activity around Monroe Park with instructional and student amenity facilities concentrated between Linden and Shafer Streets.

Art

Humanities

Sciences

Social Work

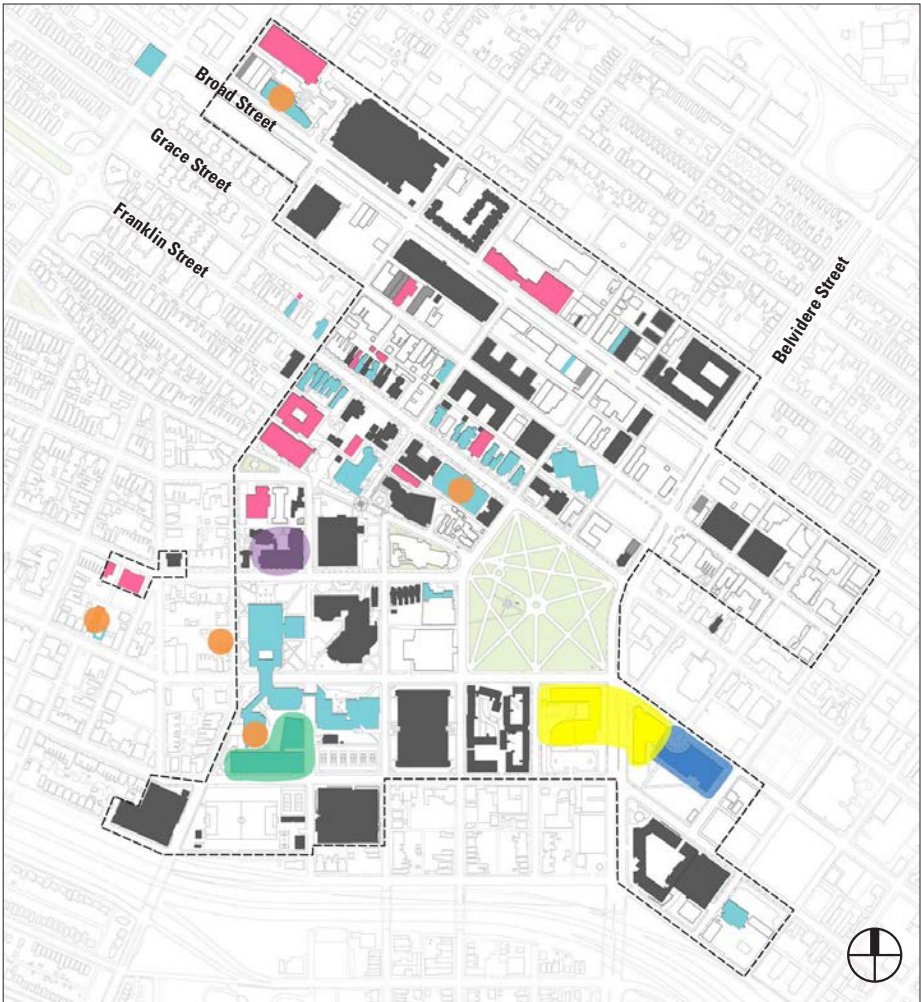
Education

Business

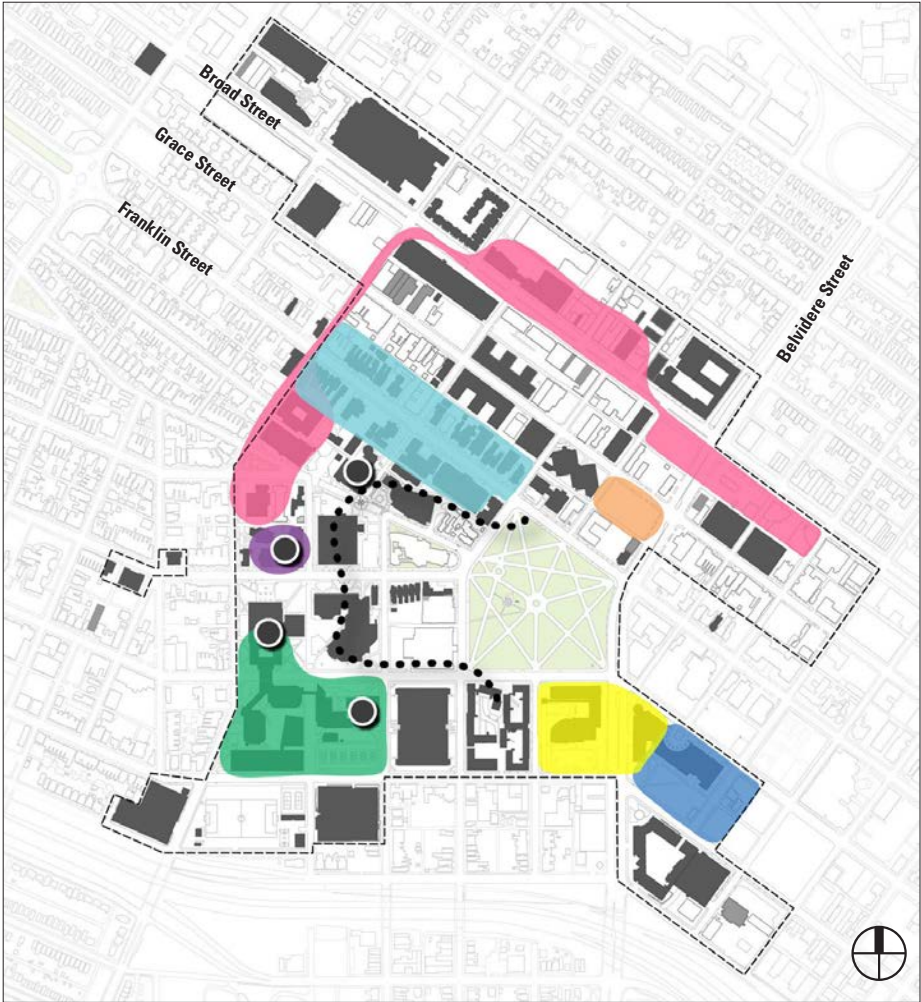
Engineering

Student Life Facilities

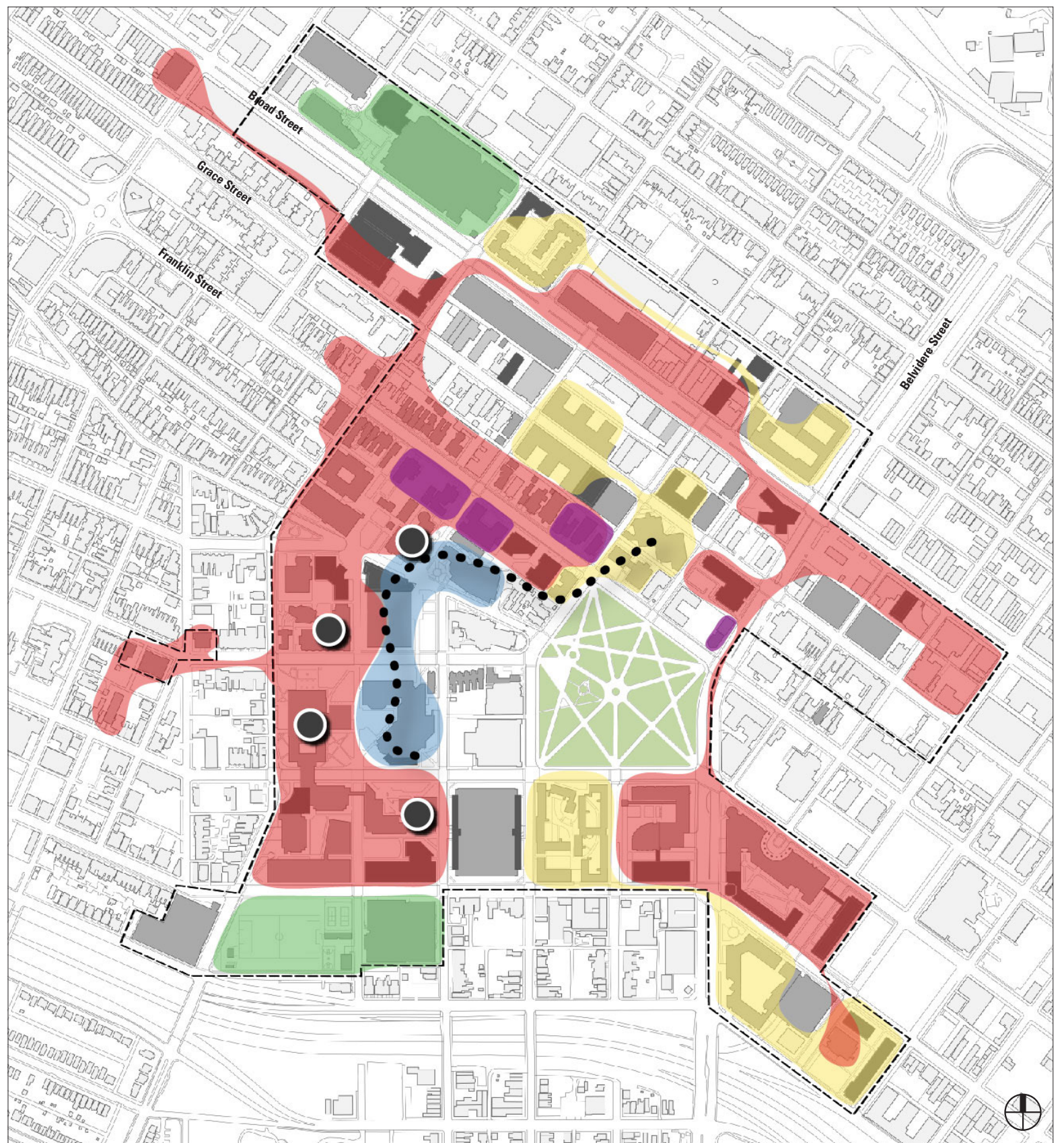
General Classroom Buildings



↑ Monroe Park Campus: Existing Organization of the College and Schools



↑ Monroe Park Campus: Proposed Organization of the College and Schools



↑ Monroe Park Campus: Proposed Land Use

Academic & Research	Administrative	• • • • Student Life Facilities
Student Life	Athletics/Recreation	● General Classroom Buildings
Residential	Structured Parking	

"Understanding how the campus might be organized differently to provide a consolidated home for each school, as well as optimizing adjacencies within the College of Humanities and Sciences, is the foundation of the Master Site Plan on the Monroe Park Campus."

Campus Analysis

The history conveyed by the spaces and structures of this campus, both in VCU's facilities and in its neighboring civic institutions, remains rich in character and quality. The origins of the Monroe Park Campus are the small scale domestic buildings along Franklin Street. This area still provides one of the more positive physical images of the campus. Franklin Street has an abundance of buildings with high architectural and historic value. Replacement of the Franklin Street Gym provides an opportunity to further enhance the street with buildings more responsive to the urban pattern.

The General Plan identified needs to enhance elements of the physical environment, including:

- Better open space planning.
- More appropriate landscaping and paving.
- More overall identity and sense of place.
- More continuity with the surrounding community.
- Completion of parking and transportation planning.

VCU's significant infrastructure investments have done much to elevate the overall quality and function of the Monroe Park Campus even while past rapid growths in enrollments have created new challenges in density and activity for the urban context to accommodate. The campus continues to be surrounded by largely stable communities of exceptionally high architectural and urban quality: the Fan, Oregon Hill, Carver, and Monroe Ward.

STRATEGY

The development of the Monroe Park Campus will focus on opportunities for high-quality infill and selective building redevelopment within the campus. Continued development of a coordinated landscape and streetscape plan will be used to unify and identify the campus.

ACTION

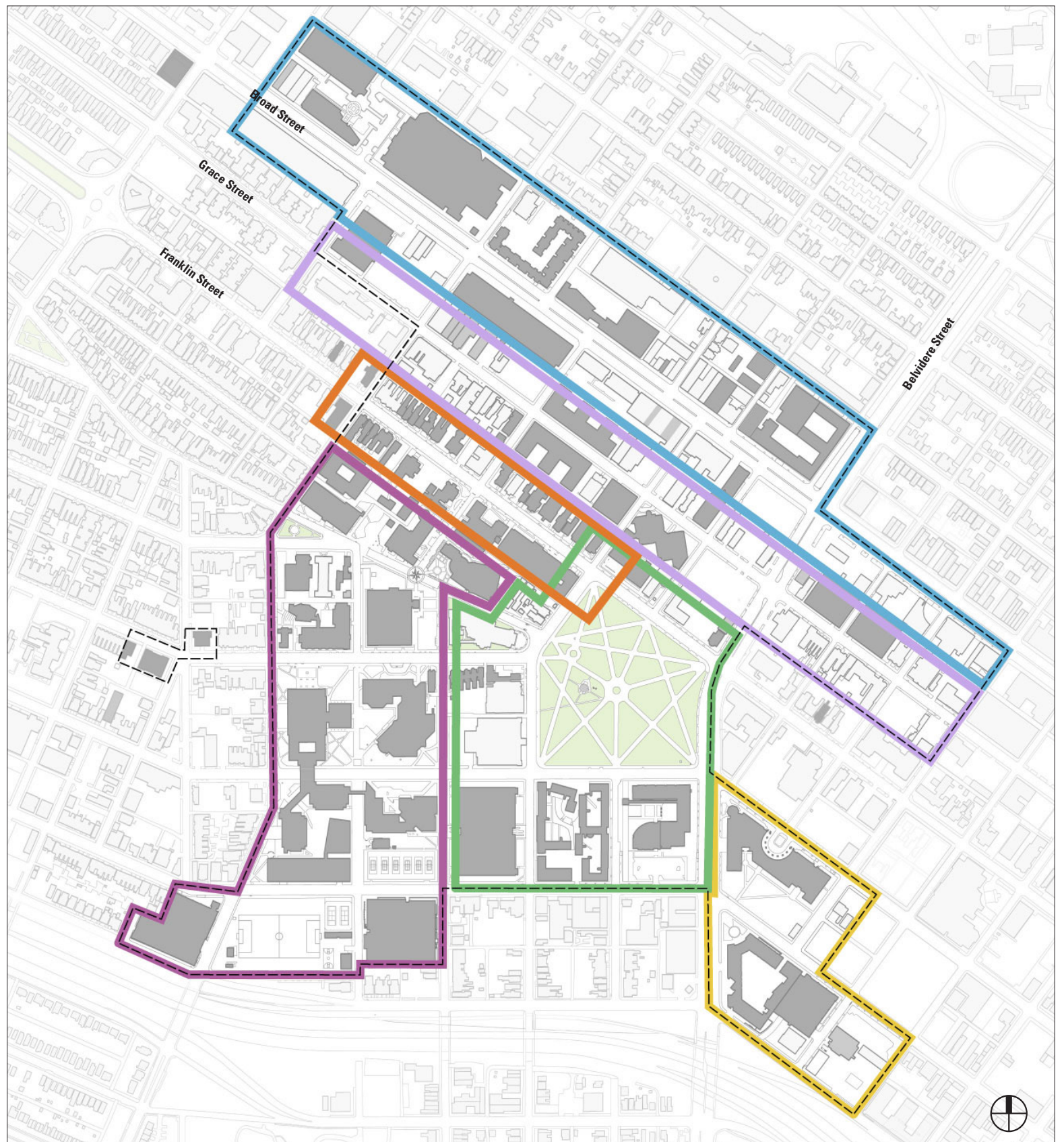
The following actions will continue to be implemented as part of the Master Site Plan Update:

- Restoration of the spatial continuity of streets internally and with the surroundings through streets, trees, and paving.
- Co-development with the Commonwealth, city, businesses, and neighborhoods to clarify and reinforce the edges of the campus with buildings, landscaping, and paving along both sides of Harrison, Cary, Belvidere, and Broad Streets.
- Filling out the urban fabric of the campus with new buildings on currently unoccupied blocks and sites.
- Co-development of Shafer Street with the city as a north-south pedestrian-oriented spine between West Broad and West Franklin Streets.
- Closing the remaining block of Linden Street between Cabell Library and University Learning Center.
- Development of 500 N Harrison block as a university mixed-use site.
- Co-development of Broad Street with the city and representative businesses and community groups as a mixed-use, tree-lined boulevard containing housing, parking, and commercial uses.
- Development of the major intersection at Broad Street and Belvidere Street as an urban landmark through the construction of the Institute for Contemporary Art.
- Development of appropriately-scaled multi-use initiatives along Grace Street.
- Co-development with the city of a strategy for "calming" traffic as it passes through the campus, especially on Main Street.

CAMPUS DISTRICTS

As an extensive urban campus, the Monroe Park Campus is not a unified composition but instead consists of districts built over time and under differing circumstances. Each has distinctive qualities of history, scale, and function that give it definition, and each should maintain these same qualities in future development in the district.

As a diagram, the Monroe Park District and the Academic Core District have effectively subsumed and incorporated the Cary Street area and are bordered to the north by three “street-centered districts” defined by the east-west orientations of Franklin, Grace, and Broad Streets. The Monroe Park Campus Eastern Expansion forms a new district to the east of Belvidere Street.



↑ Monroe Park Campus: Districts

- | | | | |
|------------------------|---|-----------------------|-----------------------|
| Academic Core District | Franklin Street District | Broad Street District | Grace Street District |
| Monroe Park District | Monroe Park Campus Eastern Expansion District | 2004 Campus Boundary | |



The Academic Core District is the most densely populated, active student area of the campus.

ACADEMIC CORE DISTRICT

This area is the most densely populated, active student area of the campus. This is the traditional center of the campus, but with the development of Broad Street and the Eastern Expansion, it is now one of several campus centers. Its location is well-suited to its functional organization, with its key generators of student services and activity in the academic buildings, the library, the student commons, and the dining center. Streetscape and landscape improvements have substantially upgraded a “campus-like” setting through much of the area. Cary Street has been effectively incorporated into the campus in this district by the Trani Center for Life Sciences, the Cary Street Student Recreation Center, and the Cary and Harrison Parking Deck.

Development in this district should follow these guidelines:

- Buildings will occupy, or fill in, the site to the sidewalk line where indicated. An addition to the Cabell Library on Park Avenue should also have an articulate mass (possibly a new entrance) that terminates at Shafer Street.
- Buildings will be a minimum of 30’ high and have a maximum height of 50’. Buildings should “face,” or address, the street, be generally of brick masonry with other complementary materials, feature punched windows, and have defined ground floors.
- Curbside street trees will be planted continuously throughout the area. Spacing should vary between 20’ and 40’ depending on species.

Development objectives in this district should include:

- Greater urban character by infilling surface parking sites and building other infill structures to the street line.
- Urban infill construction to simultaneously redefine and enhance high-quality civic open spaces.
- Continued landscape and streetscape improvements, including improvements that reinforce and extend existing and new pedestrian paths, especially the conversion of North Linden Street west of the Cabell Library into a primarily pedestrian pathway.
- Traffic improvements to minimize pedestrian and vehicular conflicts.
- Developing infill sites consistent with the guidelines, defining street edges, and presenting entrances to the street. Sites at the existing tennis courts, the northwest corner of Oliver Hall, and the south side of University Student Commons, among others, will be available for development.
- The use of Cary Street Field as the solitary, and consequently important, outdoor recreation space for the campus.

FRANKLIN STREET DISTRICT

The historic fabric of Franklin Street is nearly complete and should be preserved. Its local and civic qualities are priceless. Even the spaces off the alleys are of high quality and should be utilized without major modification. Street trees and brick paving should be completed.

VCU should continue its regular investments in the architectural preservation of the historic properties on the street. Interior renovations and renewal will continue to enhance the efficiency and function of these buildings.

VCU should continue the following approaches to this area:

- Acquire properties as they become available and are deemed suitable to the university's needs.
- Repair and maintain streetscapes including brick pavers and trees, in cooperation with the City of Richmond.
- Establish a more prominent campus gateway at Harrison Street.
- Redevelop the Franklin Street Gym site with a structure or structures of higher quality, better suited to the academic orientation and symbolic importance of Franklin Street.

Beyond these objectives, the university should consider two additional initiatives:

- Parking and traffic calming changes that could enhance this street as a “campus” street.
- Potential recasting of the functional orientation of the area, from an administrative to a more fully academic district, in support of the College of Humanities and Sciences.

BROAD STREET DISTRICT

The Broad Street District is a well-defined urban district as identifiable with VCU as is the historic Franklin Street District. New development is restricted to a few remaining sites.

- The university should evaluate and pursue acquisitions and joint development throughout this district as it serves the university's purposes and needs.
- Additional development in streetscape and landscape, including the median, is critical to softening the large scale and traffic congestion of this district.
- Pedestrian crossing improvements should be made at all intersections. Pedestrian crossings not at intersections should be actively discouraged.
- Multiple pedestrian connections between this district and the Grace Street District, the Franklin Street District, and the Academic Core beyond should be developed and enhanced.



VCU should support development of the Grace Street District as a mixed-use retail “college street” to serve the university and the community.

GRACE STREET DISTRICT

Grace Street, after stagnating for a considerable period of time, has undergone a remarkable transformation. Both the university and the community have made investments in the development of the retail in this district: new anchor tenants have arrived, dilapidated properties have been removed, and others have been acquired and activated with administrative or retail functions. A combination of the transience of many university-oriented commercial establishments and the particular scale, or module, of many of the existing structures appears to have discouraged the evolution of the area. It has lacked the critical mass of retailers and anchors necessary to generate a consistent market of shoppers/patrons.

- VCU should invest in this district in a cooperative way to support its development as a mixed-use retail “college street” to serve the university and the community.
- Vacant sites should be programmed for appropriate redevelopment to lend a critical mass of population and activity that the area lacks. Significant recent additions of housing population are likely to transform the area in the years ahead.
- VCU should acquire property throughout this district.
- VCU should populate Grace Street with upper-story housing to give more life to the district.
- Connections should be created and enhanced to create campus continuity between Broad Street and the rest of the campus. Shafer Street is of particular importance. Improvements to Laurel Street will be increasingly important as development takes place.
- Grace Street should remain a two-way street through this district to facilitate support of the commercial establishments and general campus circulation.
- On-street parking should be retained and supplemented with additional parking structures.
- VCU should redevelop the 500 Academic Center site as a higher-density mixed use western anchor for both the Grace Street and Broad Street districts.

MONROE PARK DISTRICT

Monroe Park, surrounded by urban housing including three VCU residence halls and monumental institutions, remains an underutilized resource for the university and the community. It possesses all the characteristics necessary for a distinct district: a clear edge, clear center, and consistent texture. The perimeter of the Park is fully developed. VCU supports and participates in the work of the Monroe Park Advisory Council to develop an appropriately maintained landscape environment and a suitably programmed design that complements the historic character of the Park and promotes a wide variety of contemporary uses and activities.

As the literal and symbolic center of the university district, Monroe Park should be renovated to a high level of quality and public use.

Development in this district should follow these guidelines:

- The university and the city should cooperate to improve the quality and use of the park.
- Belvidere Street should be developed as a tree-lined boulevard in coordination with the City.

MONROE PARK CAMPUS EASTERN EXPANSION DISTRICT

In 2004, Virginia Commonwealth University expanded its Monroe Park Campus east of Belvidere Street between Main Street and Canal Street. The most recent eastward expansion of the Monroe Park Campus, this 10.6 acre area derives its architectural tone from the City's Monroe Ward neighborhood and continues to be developed to achieve a distinctive, cohesive collegiate environment of the highest quality. This district has the look and feel of a traditional college campus while respecting and taking advantage of the benefits of its urban context. Development should continue after the architectural vision of the original master plan, lending a cohesive, distinctive and high-quality aesthetic to this district, consistent with the Monroe Ward neighborhood.

As this district is completed, VCU should:

- Establish a balance between buildings and open space.
- Create an identity that is compatible with the existing Monroe Park Campus.
- Frame views and vistas.
- Address matters of appropriate scale, color, texture, symbolism, and form.
- Respond to pedestrian, vehicular, and bicycle traffic patterns.

In general, the university will continue to create an environment representative of the energy and quality of its academic programs. The architectural language is intended to be one of permanence and dignity, similar to the nearby Jefferson Hotel and Commonwealth Club in the Monroe Ward neighborhood.

Currently Planned Development

These projects are currently planned on the Monroe Park Campus:

- 1. Basketball Practice Facility
- 2. Raleigh Building Renovation
- 3. West Grace Street Apartments North
- 4. Institute for Contemporary Art
- 5. Singleton Center for Performing Arts Renovation
- 6. Founders Hall Renovation
- 7. Rhoads Hall Renovation
- 8. Classroom Building
- 9. Linden Street Closure
- 10. Cabell Library Renovation and Expansion
- 11. Oliver Hall Renovation
- 12. Life Sciences II
- 13. School of Engineering Expansion
- 14. School of Engineering Expansion
- 15. School of Business Expansion/Conference Center
- 16. Student Housing



↑ Monroe Park Campus: Current and Planned Projects



1. **Basketball Practice Facility** – A new facility consolidates athletics activity near the Siegel Center. Relocation of basketball practice facilitates redevelopment of the Franklin Street Gym site.
2. **Raleigh Building Renovation** – Renovation and renewal of this 1908 building will primarily accommodate faculty office space.
3. **West Grace Street Apartments North** – Scheduled to open fall 2013, this new facility will provide more than 100 apartments for undergraduate students.
4. **Institute for Contemporary Art** – The Institute for Contemporary Art will serve as a new gateway to the university and bring the most important, cutting-edge contemporary art exhibits in the world to the campus and the City of Richmond.
5. **Singleton Center for Performing Arts Renovation** – Renovation and renewal will accommodate ongoing performance use by the School of the Arts.
6. **Founders Hall Renovation** – Renovation and renewal will accommodate use for university administrative and office space.
7. **Rhoads Hall Renovation** - Improvements will address mechanical and infrastructure upgrades and renovations to the entrance and lobby areas.
8. **Classroom Building** – Strategic acquisition and site redevelopment provides an opportunity for new space for classrooms and other academic activity.

New buildings on this site should be four stories in height and complementary to the form, scale, articulation, and materials of the nearby University Learning Center. Building elevation facing Grove Avenue should be responsive to the form and scale of the VCU Meeting Center. The building's entrance should address the intersection of Grove and Linden Streets.

9. **Linden Street Closure** – Closing Linden Street to vehicular traffic between Grove and Floyd Avenues will enhance pedestrian connectivity and circulation.
10. **Cabell Library Renovation and Expansion** – Improvements to Cabell Library will provide much-needed space for student collaboration, learning and technology access, and group study spaces.
11. **Oliver Hall Renovation** - Given its proximity to the Trani Center for Life Sciences, Oliver Hall should be renovated to serve science programs.
12. **Life Sciences II** – Redevelopment of the Thalhimer Tennis Center site results in new space for academic programs and research for Life Sciences.

This Life Sciences structure should be complementary in form, scale, articulation, and materials to the Trani Life Sciences Center. It should be four to five stories high. The building's plan should address the street along the same line as the Trani Life Sciences Center and provide a courtyard in the center of the block. Primary building entrances should be located off the courtyard and Cary Street.

13. **School of Engineering Expansion** – New space for the School of Engineering will include vivarium.

The development of the final parcel on this site should establish a street front at or near the property line on Cary Street. Architectural features of the building should address the important campus gateway at the corner of Cary and Belvidere Street. The building should be at least four stories high and address pedestrian circulation connections to the existing School of Engineering buildings, as well as to Cary Street. Landscape planning should maximize the usefulness of the green spaces to be composed between the new and existing buildings. Service and parking access should be from Pine Street, but not from Cary Street.

14. **School of Engineering Expansion** – Continued development of the Monroe Park Campus Eastern Expansion will include new space for the School of Engineering.

The final buildings on this site should complete the important campus quadrangle at the center of the site, maximizing the quality of this open space and creating a place for activities of the Engineering and Business Schools. The building at the corner of Cary Street and Belvidere Street should address this important and highly visible gateway with a tower appreciably taller than the surrounding buildings or with some other distinctive architectural element. The corner should include a primary building entrance. The buildings should meet the street along Cary Street and provide an articulated and pedestrian-scaled ground floor, incorporating the vocabulary of architectural features found in the district.

15. **School of Business Expansion/Conference Center** – Continued development of the Monroe Park Campus Eastern Expansion will include new space for the School of Business. A conference center incorporated into the facility will serve education, training, and outreach needs of the university.

The conference center should meet the street along Madison Street, allowing for setbacks to accommodate drop-offs and small outdoor gathering spaces. A pedestrian entry and front porch should address Main Street. Pedestrian connections to the School of Business and the quad should include consideration of highly-developed crosswalks at grade, as well as elevated interior or exterior bridges/walkways. Traffic and parking planning should be carefully considered as part of the building planning.

16. **Student Housing** – Continued development of the Monroe Park Campus Eastern Expansion will include new housing for VCU students. A 200-bed residential college is planned; an option for 200 beds of Greek housing is also included.

Housing development should adopt the form and scale of the Monroe Ward district while allowing for more transitional contemporary character in the architecture. Housing should be developed to a maximum of four stories high with entry sections addressing Cary Street or Adams Street. Streetscape planning should adopt Monroe Ward patterns while landscape planning should maximize the usefulness and attractiveness of garden spaces to the inside of the block for the benefit of the residents and potentially shared use with the Brand Center.



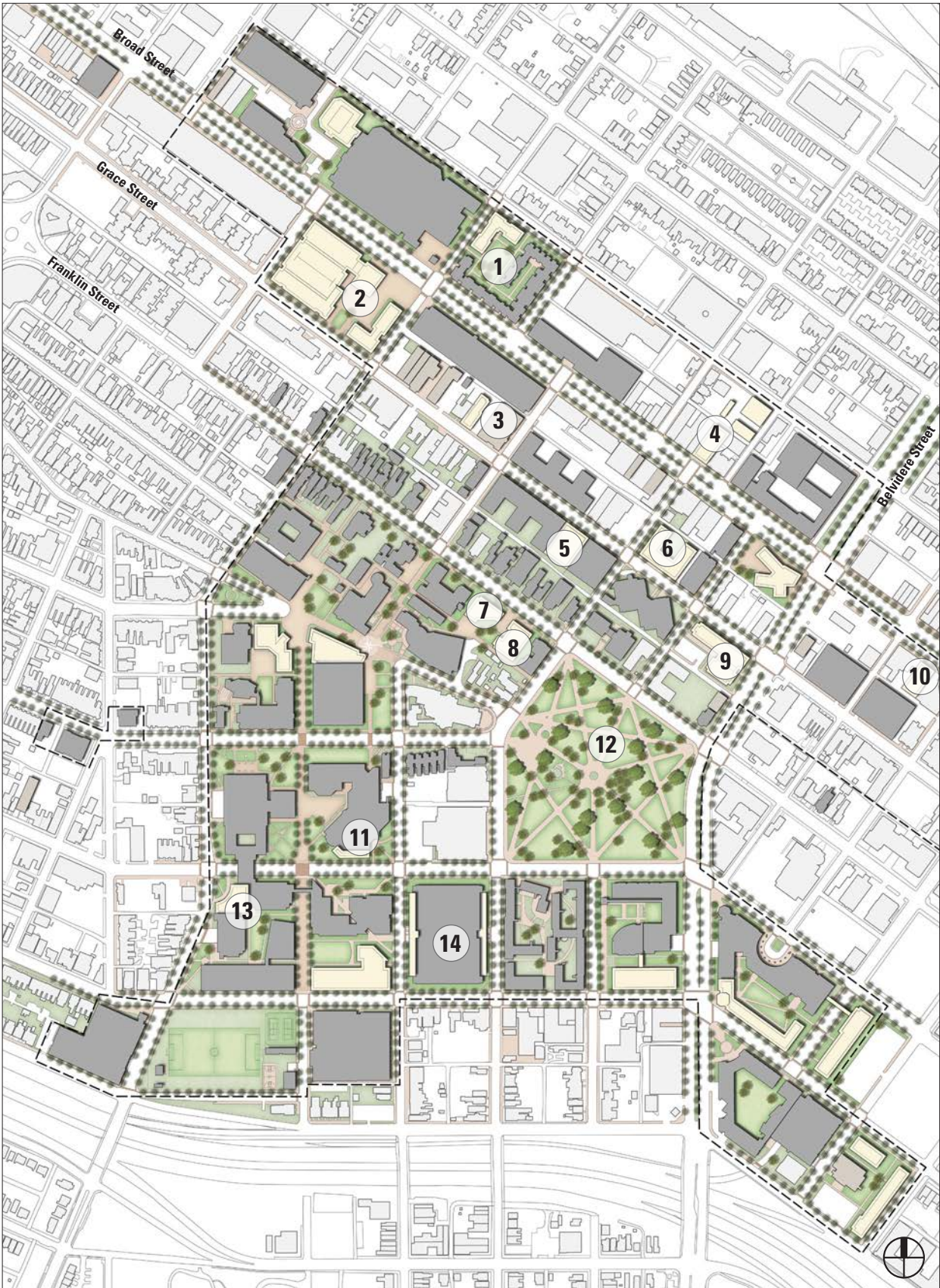
Given its proximity to the Trani Center for Life Sciences, Oliver Hall should be renovated to serve science programs.

New Development

The Monroe Park Campus is a mature campus with limited new building sites. The planning process confirmed and refined many of the solutions from the 2004 planning process. With few new sites for consideration, the planning focus was on enhancing the student experience by leveraging recent investments in growth and cultivating clear patterns of activity and use.

On the Monroe Park Campus, the campus boundary remains the same from the previous iteration of planning in 2004.

- 1. Student Housing
- 2. Mixed-Use Development
- 3. Office Building
- 4. School of the Arts “Trolley Building”
- 5. Student Health, Counseling, and Wellness
- 6. High-Rise Student Housing
- 7. STEM Research Building
- 8. College of Humanities and Sciences Administrative and Dean’s Office
- 9. School of Education Building
- 10. 413 W. Broad Street
- 11. Student Commons Addition
- 12. Monroe Park Master Plan
- 13. Oliver Hall Expansion
- 14. Structured Parking Expansion



↑ Monroe Park Campus: Proposed Projects



PROPOSED PROJECTS

The Master Site Plan proposes these projects on the Monroe Park Campus:

1. **Student Housing** – New building adjacent to Ackell Residence Center provides an opportunity for additional on-campus housing.

New housing should complete the block with structures similar in size and scale to the existing Residence Center. The building should address the street and provide for additional open space in the center of the block.

2. **Mixed-Use Development** – Redevelopment of the 500 block of North Harrison Street incorporates new space for academic programs (100,000 gross square feet); a new living-learning community for 400 undergraduate students; opportunities for ground-floor, living-learning services; and high-quality open space, as well as structured parking for up to 200 cars. Synergy with the Siegel Center across Broad Street makes this a vibrant crossroads of the campus.

The redevelopment of this block represents a unique opportunity for VCU to shape a mixed-use collegiate urban environment at this western gateway to the campus. The site should provide an open space at the northeast corner that is complementary to the Siegel Center open space across Broad Street. The building site adjacent to the open space along Harrison Street should be programmed for an important campus assembly space such as a small black box theatre for the School of the Arts. Structures along all street fronts should meet the sidewalks and address the streets with pedestrian-scaled ground floors occupied by retail or similar publicly-oriented spaces. With the exception of the assembly space building, all structures should be at least four stories but no more than five stories high. Some portions of the structure along Broad Street could be developed to six stories if variability in the planes or sections of the buildings is provided. When the 500 Academic Center building can be removed, structured parking should be developed in the center of the site.

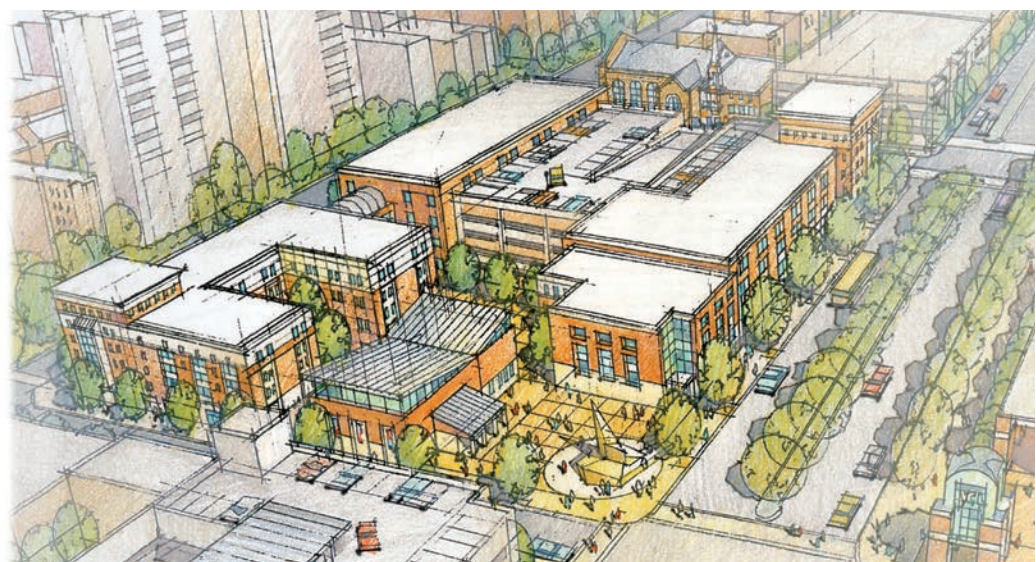
3. **Office Building** – Jointly developed by the VCU Real Estate Foundation with a private partner and located at the northwest corner of Grace and Shafer Streets, a new office building provides additional space for administrative programs.



2. Mixed-Use Development



2. Mixed-Use Development



2. Mixed-Use Development

4. **School of the Arts “Trolley Building”**– Acquisition, renovation, and expansion of the former Richmond and Chesapeake Bay Rail Terminal on the north side of West Broad Street at Laurel Street provides additional program space for the School of the Arts.
5. **Student Health, Counseling, and Wellness** – Acquisition and redevelopment provide a new facility for Student Health, Counseling, and Wellness.
6. **High-Rise Student Housing** – Acquisition and redevelopment results in a new residential living-learning community for 650 undergraduate students.

New housing at the corner of Grace and Laurel Streets should be developed as a high-rise tower similar in size and scale to Brandt Hall. The site should provide landscaped and paved areas suitable to support outdoor student gathering and activity.

7. **STEM Research Building** - Redevelopment of the Franklin Street Gym site results in a new building for STEM research.
8. **College of Humanities and Sciences Administrative and Dean’s Office** – Redevelopment of the Franklin Street Gym site provides a highly-visible home for the College of Humanities and Sciences.

The replacement of the Franklin Street Gym provides an opportunity to replace an obsolete structure and enhance this important street with high-quality facilities for campus research and a distinct home and identity for the College of Humanities and Sciences. The buildings should form a continuous street façade and meet the street after the pattern of the historic structures further west on Franklin Street, stepping back with layers of street-level entrances, porches, and outdoor spaces. An opening between the structures will connect Franklin Street to the important mid-block circulation network beyond. Buildings should be no less than six stories and no more than eight stories in height, composed to make a transition in scale between the smaller structures to the west and the high-rise housing structures on the Park to the east. Streetscape and landscape development should extend the character of existing Franklin Street. Buildings built in phases should be complementary to one another in form, scale, articulation, and material.



7. STEM Research Building (left) and 8. College of Humanities and Sciences Administrative and Dean's Office (right)



7. STEM Research Building (foreground) and 8. College of Humanities and Sciences Administrative and Dean's Office (background)

9. **School of Education Building** – Development of the southwest corner of Grace and West Belvidere Streets creates the opportunity for a new home for the School of Education.

The new structure should address the corner of Grace and Belvidere Streets with a prominent architectural feature and/or entry. The building should be no more than four stories high, respecting the views and daylight exposure of important adjacent existing structures. It should meet the sidewalk and address the street with ground floor program areas most oriented to public access and activity. All building services, utilities, and loading dock, must be accessed from the alley or Pine Street, not Grace or Belvidere Streets.



9. School of Education Building

10. **413 W. Broad Street** – Renovation of 413 West Broad Street results in new spaces for the School of the Arts.
11. **Student Commons Addition** – Expansion and renovation of the Student Commons provides improved facilities for campus life.

Additions to the Student Commons should be designed to create street frontage, identity, and activity appropriate to the building's function along Main Street. Functional planning of the addition should maximize the quality and usefulness of the exterior spaces around the building through the use of architectural elements, landscaping, and paving.

12. **Monroe Park Master Plan** – VCU will continue to be an active partner in realizing the community supported master plan for Monroe Park that will enhance this iconic open space resource for university and community use alike.
13. **Oliver Hall Expansion** – Expansion of Oliver Hall will provide additional science program space.

The addition to Oliver Hall should match the scale of the adjacent existing structures and address the corner of Main and Harrison Streets with a primary building entrance and appropriate architectural treatment to give a new identity to the site. Landscape at the corner should be developed to provide attractive and useful campus open space. The ground floor, interior or exterior, should permit free movement for pedestrians through to the courtyard beyond.

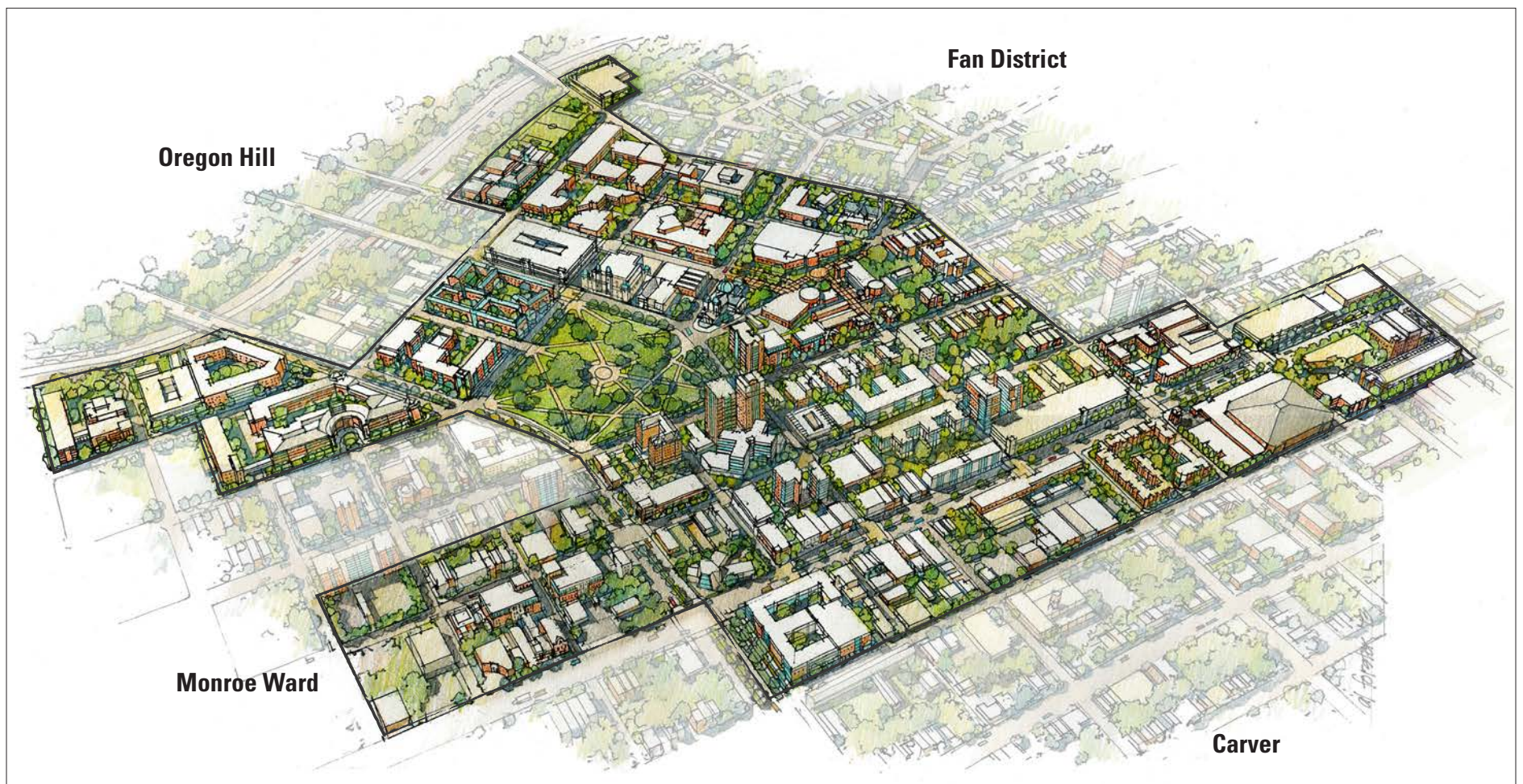


13. Oliver Hall Expansion

14. **Structured Parking Expansion** – Potential expansion of Main Street Parking Deck could add as many as 500 spaces to this facility.

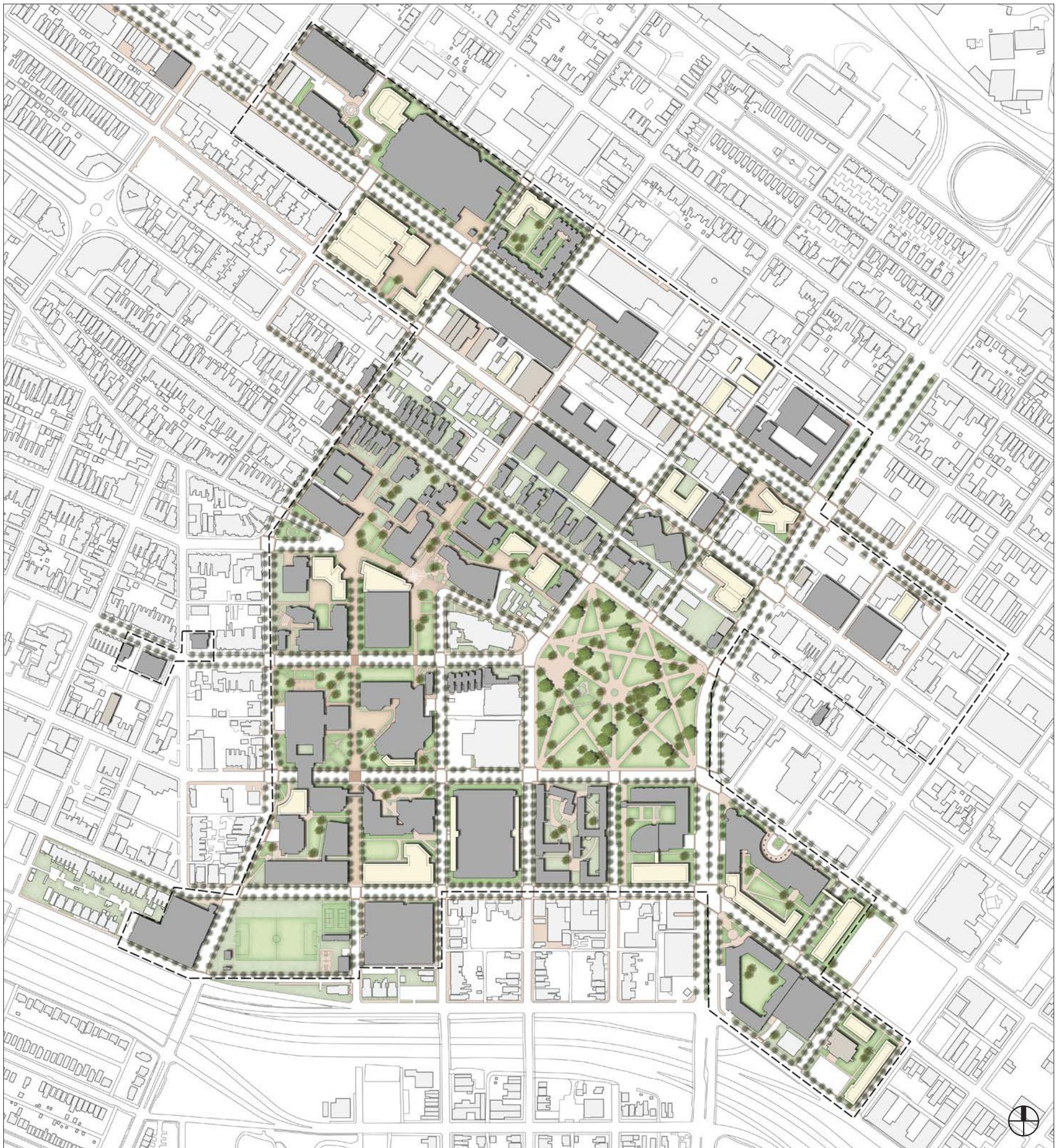
In recent years, the university has made significant investment in the facilities and grounds of the Monroe Park Campus. This investment must be maintained and optimized with a focus on high-quality student experience, campus circulation, programs, and gathering spaces. The Master Site Plan identifies opportunities for growth, including:

- New research, scholarship, and support space.
- Redevelopment of the Franklin Street Gym to create a home for the College of Humanities and Sciences and new space for STEM programs.
- Redevelopment of the Thalhimer Tennis Center to support academic programs – likely Life Sciences.
- Enhanced presence for the School of the Arts in the Broad Street corridor.
- Redevelopment of the 500 Academic Center block for mixed university uses, including academic space, housing, and parking.
- Ongoing support for the Monroe Park Master Plan.



↑ Monroe Park Campus: Master Site Plan

— Campus Boundary



↑ Monroe Park Campus: Master Site Plan

- | | |
|---|---|
|  Proposed Building |  Leased VCU Building |
|  Existing VCU Building |  Campus Boundary |

CIRCULATION AND OPEN SPACE IMPACTS

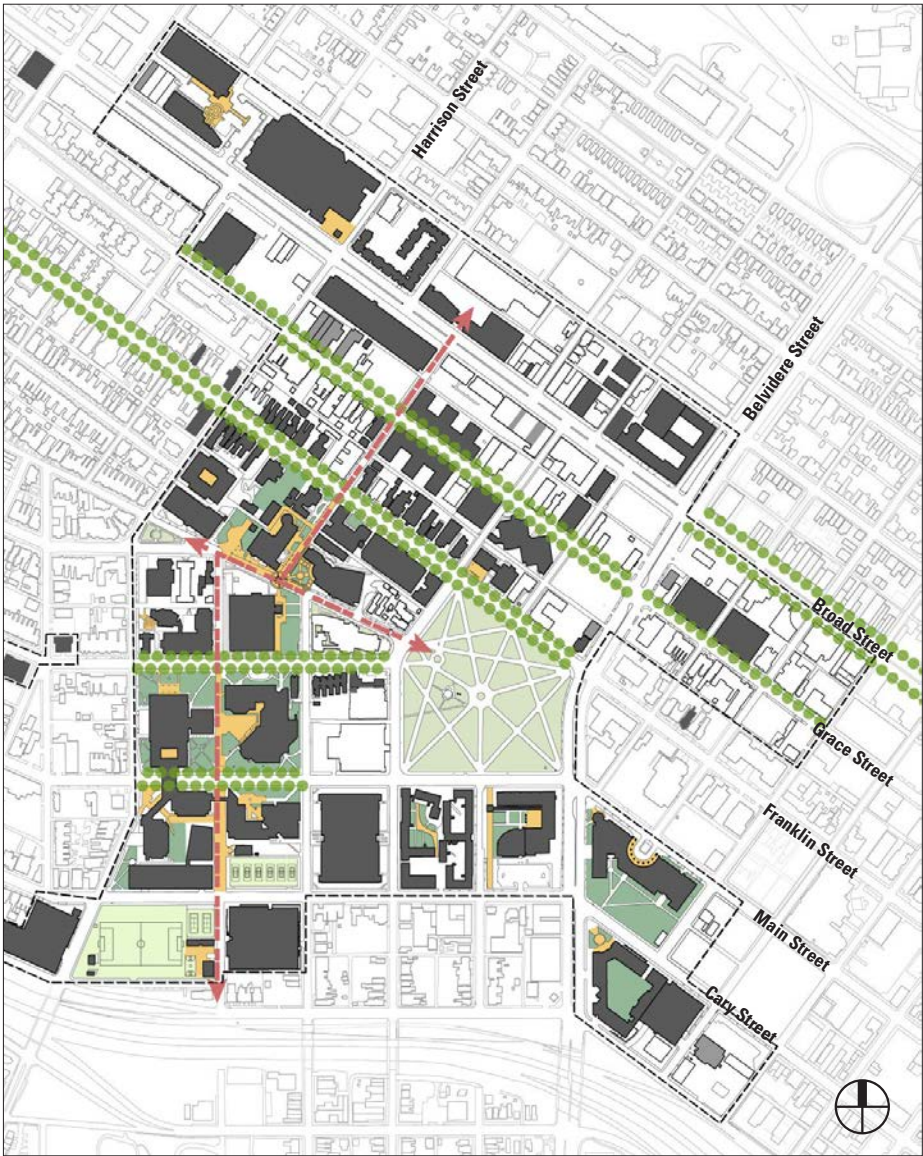
As the Master Site Plan is implemented, the circulation and open space networks will be enhanced and expanded to improve campus connectivity, and provide additional opportunities for gathering, contemplation, and recreation.

On an urban campus, the streetscape is one of the most prominent elements of the open space network. Incorporating attractive and functional elements into the open space network improves the aesthetics of the campus and enhances the quality of the pedestrian environment. One of the most important factors in increasing pedestrian activity (and decreasing driving) is the quality of the pedestrian experience.

A prominent feature of campus circulation and open space on the Monroe Park Campus is canopy trees. Franklin Street is a testament to how consistently spaced, healthy street trees can positively transform a streetscape into a key feature of the campus open space network. Cultivating healthy street trees, particularly in the Broad Street corridor, along Belvidere Street, Floyd Avenue, and Main and Cary Streets on the Monroe Park Campus will noticeably strengthen the open space network while improving the pedestrian experience.

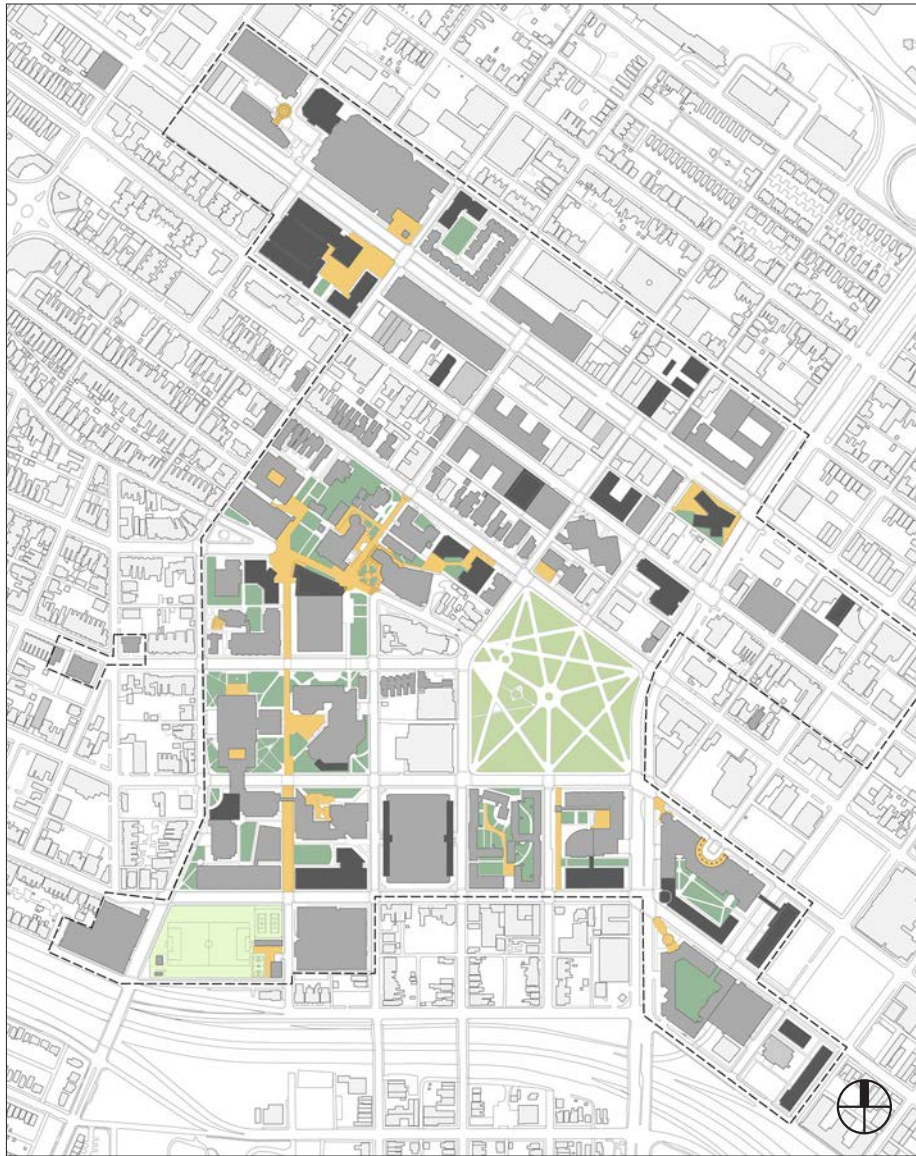
Perhaps the most significant improvement to the campus open space network is the potential closing of Linden Street between Floyd and Park Avenues. This is the only remaining block of Linden Street open to vehicular traffic and closing it will address one of the largest gaps in the campus circulation and open space networks. Additional conversation is required with municipal and neighborhood stakeholders to realize this transformation.

Monroe Park represents the largest element of the Monroe Park Campus open space network. VCU will continue to advocate for implementation of the master plan for this landmark park as a resource for the city and campus communities.



↑ Monroe Park Campus: Existing Open Space and Street Networks










- | | |
|---------------------|-------------------------|
| Organized Axis | Hardscape Path/Plaza |
| Athletic/Recreation | Distinctive Streetscape |
| Campus Green Space | Civic Open Space |



↑ Monroe Park Campus: Proposed Open Space Network



↑ Monroe Park Campus: Proposed Open Space and Streetscape Networks

- | | | | |
|---|-----------------------|---|-------------------------|
|  | Proposed VCU Building |  | Hardscape Path/Plaza |
|  | Existing VCU Building |  | Civic Open Space |
|  | Athletic/Recreation |  | Distinctive Streetscape |
|  | Campus Green Space |  | Organized Axis |
|  | Prominent View | | |



SATELLITE FACILITIES



Stony Point provides health care in an accessible setting.

VCU Medical Center at Stony Point

VCU Medical Center at Stony Point is an extension of the VCU Health System; master planning is managed by the VCU Health System. Stony Point is located on the south side of Richmond, off of the Chippenham Parkway, facilitating delivery of VCU Medical Center services to this suburban area of the city.

Stony Point provides leading-edge, specialty health care in an accessible setting and offers a wide array of sophisticated outpatient care for all ages, from specialty physician services to new diagnostic techniques, treatments, clinical trials, and health education. One of its core programs is the Women’s Health Center – a one-stop model for delivering and advancing health care specific to women and part of the VCU Institute for Women’s Health. Stony Point also hosts a branch of VCU’s Massey Cancer Center.



The Rice Center is located on the James River, midway between Richmond and Williamsburg.

Inger and Walter Rice Center for Environmental Life Sciences

The Inger and Walter Rice Center for Environmental Life Sciences is VCU's field station devoted to a broad array of environmental research, teaching, and public service. Located on 494 acres along the historic James River, midway between Richmond and Williamsburg, the Rice Center is rich in natural and cultural resources. The center has a variety of aquatic and terrestrial habitats that provide many research and educational opportunities.

A primary focus of research at the site is on the science and policy of large rivers and their fringing riparian and wetland landscapes, with the broad and scenic James River as the focal point of that research. The site's history includes extensive use during the Colonial and Civil War periods and dates back to Native American use some 8,000 years ago.

The Center also is very active in undergraduate and graduate educational activities, providing field-based instruction for a number of courses taught at VCU. Many outreach education programs are taught throughout the year at the Center, focused on environmental education for K-12 schoolchildren, their teachers, and lifelong learners.

Development of the Rice Center is guided by a site development plan. The Research Pier and Education Building were completed in 2006 and 2008, respectively. The site development plan proposes a future state-of-the-art research building and facilities for overnight lodging of researchers and students.



The Inova Fairfax Campus has enhanced the capacity and breadth of the VCU School of Medicine.

VCU School of Medicine Inova Fairfax Campus

In 2005, VCU School of Medicine partnered with Inova Fairfax Hospital to develop the university's first regional branch medical campus in Northern Virginia. The 833-bed regional medical center serves the Washington, D.C. metro area and is the Inova flagship hospital. One hundred fifty residents and approximately 110 medical students rotate through the hospital's departments each month. Twenty four third-year and 24 fourth-year medical students attend the branch school. The combination of a diverse patient population, state-of-the-art hospital facilities, and a committed teaching faculty has created an exceptional learning environment for medical students and has enhanced the capacity and breadth of the VCU School of Medicine.



VCUQatar is an international center of excellence for education and research in art and design.

VCUQatar

VCUQatar is an international center of excellence for education and research in art and design. Through its programs, the university develops individual capacity to lead innovations in the creative and cultural professions in Qatar and the Middle East.

VCUQatar boasts an impressive building with an exterior reminiscent of the heritage and culture of Qatar and an interior in which student projects line the hallways, showcasing a vibrant contemporary design and art school. In 2010, the campus more than doubled in size. The expansion provided additional studios for the academic programs and integrated the VCUQatar Center for Research in Design, the MFA program, and the Office of Design Entrepreneurship and Alumni Affairs on campus. There is also expanded exhibition space, a café, student lounges, and prayer rooms.



The Diamond supports VCU Baseball.

VCU Athletics – Diamond and Sports Backers Stadium

In addition to on-campus facilities, the university relies on off-campus facilities to support VCU Athletics at the Diamond and Sports Backers Stadium. Sports Backers Stadium is the home facility for VCU men’s and women’s soccer and track and field teams. Opened in 1999, then supplemented with skyboxes, a two-tier press box, and office in 2001, the stadium seats more than 3,000 people. On the south side of the stadium is a dual purpose building with a training room and storage space. The Diamond supports VCU Baseball; the field is shared with the AA minor league Richmond Flying Squirrels. The field is adequate, but there are outstanding needs for team, player, and practice support.

VCU has recently completed an Athletics Facilities Strategic Plan. Additional facilities are needed to meet the department’s needs that likely will require acquisition of additional property at other sites.





IMPLEMENTATION

"The Master Site Plan Update 2013 is adopted as university policy and will be realized through incremental completion of individual projects."

Vision

The Master Site Plan is one of three planning tools that the university employs, including the strategic plan and the six-year capital plan. The Master Site Plan recommends where new facilities should be located, but it does not drive larger questions such as the programmatic needs for facilities or the institution's ability to afford them.

Implementation of the Master Site Plan will be realized through incremental completion of individual projects. Which projects and when they are completed will be determined by programmatic needs and availability of funding. Working with the strategic plan, *VCU Quest for Distinction*, as a guide, the university will identify projects to be included in the Biennial Budget Capital Outlay Request and Six-Year Capital Development Plan. These projects will represent the university's top priorities for facilities funding in the years ahead.

Plans

Planning should occur on multiple levels: university-wide, campus-wide, and site specific. The Master Site Plan establishes the overall intent of physical development university-wide. It defines the primary spatial anatomy (the hierarchical pattern of public spaces) of the university, as well as its relationship to its surroundings.

Individual plans for the Monroe Park and MCV Campuses are the most effective tools for managing campus development. They bridge the gap between the Master Site Plan and the siting and design of individual buildings. The plans for each campus add flexibility and precision to the Master Site Plan and allow it to be less specific about details of development.

Site specific plans are generated and refined as part of the design process for individual building sites. Of the three types of planning, site specific plans are the most detailed and are a natural supplement to more broad-brush planning efforts.

Process

The university's planning process must address both private and public interests. To maintain a balance, active participation and cooperation are required by several entities: the users (of a particular building project), Facilities Management Planning and Design – including the University Architect and carefully selected commissioned architects. While each of these participants has a focused role, each must be involved with all phases of a project and accept responsibility for the implications and effects of their individual agendas.

Adoption

The Master Site Plan Update 2013 is adopted as university policy, and will be implemented, monitored, interpreted, enforced, and/or modified. This requires an ongoing process, as the Master Site Plan is not intended to be so prescriptive as to anticipate all future development in detail. Capital planning for the next Capital Development Plans must reference the Master Site Plan and comply with the direction of the established plan. Development opportunities not specifically illustrated in the Master Site Plan will inevitably arise. These opportunities should be carefully evaluated against the spirit, goals, and vision of the Master Site Plan.

Funding

Funding for capital projects in the Master Site Plan will come from a variety of sources, including the Commonwealth of Virginia, the university, federal funding, student fees, and private sources. Funding may often involve a combination of sources on any given project. The assembly of project funding and the budget approval processes must tacitly endorse the Master Site Plan as the benchmark for evaluation of the general design and concept. The commonwealth's review process already references the institution's Master Site Plan in evaluating capital requests. Joint development and subsequent leasing or management by the university should be subject to the same references. The Master Site Plan document should be used as a tool in soliciting funding for implementation.

Design Review

At VCU, design authority culminates with the Board of Visitors, after policy and management by the President and other university officers. On a day-to-day basis, however, design responsibility rests with the administrative staff with advice from various groups and committees, including the Architectural Review Committee. Facilities Management Planning and Design administers and interprets the Master Site Plan and determines appropriate compliance with commonwealth, local, and institutional regulations and policies, including but not limited to Bureau of Capital Outlay Management policy, local permitting and stormwater regulations, and VCU Facilities Management Design and Construction Guidelines. Collectively, these regulations and policies address a variety of topics and range in level of detail from the Americans with Disabilities Act (ADA) to Leadership in Energy and Environmental Design (LEED) to Crime Prevention through Environmental Design (CPTED).



Additional Studies

As implementation progresses, additional study will provide detailed planning to supplement the Master Site Plan. The university has already identified these additional studies as integral to the implementation of the Master Site Plan:

DISTRICT PLANS – Small area plans combined with detailed design guidelines for discrete districts of both the MCV and Monroe Park Campuses provide site-specific recommendations that reflect the subtle character of various districts of each campus. District plans work in combination to maintain a sense of place and continuity that reflects the identity of VCU.

UNIVERSITY LANDSCAPE MASTER PLAN – Given the scarcity of green space in the urban context, there is a university-wide need to make the most of open space on the MCV and Monroe Park Campuses. The University Landscape Master Plan will establish standards for the existing open space network and make recommendations for its expansion. Detailed planning and recommendations will identify short- and long-term strategies to enhance university landscape.

UNIVERSITY BEAUTIFICATION PLAN – The complications of an urban environment and the complex infrastructure and service needs of a high research activity university require an exceptionally fine grain of planning to result in a campus environment that meets needs in an elegant way. The University Beautification Plan will focus on intentional solutions that accommodate service and infrastructure with a measure of sophistication consistent with the institutional quality of VCU

UNIVERSITY HERITAGE PLAN – VCU’s physical location in downtown Richmond links the university to the rich cultural heritage of the city and the commonwealth. A University Heritage Plan will document VCU’s most valuable buildings and open spaces most suitable for preservation, as well as the events and individuals that have shaped the university. Understanding the wealth of resources on the MCV and Monroe Park Campuses has the potential to enhance university image, identity, and sense of place.



Scott House on the Monroe Park Campus.



Nelson Clinic and Gateway Building reflected in the Children's Pavilion.



APPENDIX

Related Planning Factors

FACILITIES FACTORS

RENEWAL

VCU has a significant component of 20th century buildings and many are in need of renovation. Infrastructure needs such as mechanical systems and architectural finishes are the primary scope of renovation projects. In the case of many buildings constructed 20 or more years ago, the problems include infrastructure needs as well as more fundamental needs relating to plan arrangement, room configuration, and accommodation of technology. Classrooms, lecture halls, laboratories and staff spaces are among the specific space types requiring renewal. Reconfiguration and programmatic adaptations should have an increasing role for renovation planning. All major buildings are scheduled for at least partial renovation in the 15-year cycle of the Master Site Plan Update. Priorities will be established as facility evaluations, program development and capital planning efforts continue.

HISTORIC STRUCTURES

VCU's historic structures are among its most valuable physical resources. While they contribute immeasurably to the quality and ambiance of the campuses, they do present challenges. Preservation of these structures is expansive. Exterior alterations to the historic buildings are strictly limited and approval processes are extensive. Interior renovations, although less tightly regulated, are often limited by the disposition of the original structural elements. Typically, these buildings can only be adapted to modern programmatic functions by leaving space inefficiencies in the plan. Demolition of older or historically eligible structures must be carefully evaluated when site constraints, program needs or economic factors appear to require such action.

PRESERVATION / DEMOLITION

All properties considered for acquisition, renovation or development should be evaluated for their fitness to serve the mission of the University as defined in *Quest for Distinction*. Under these criteria, serious consideration will be given to maintaining any building or property (regardless of age) that positively contributes to the overall quality of the physical environment. Conversely, equally serious consideration will be given to replacing or modifying any building or property that does not make a positive contribution to the overall quality of the physical environment.

EFFICIENCIES

Efficiencies of space use, particularly on the Monroe Park Campus, are often influenced by the adaptive reuse of small, often historic or residential structures not originally designed for institutional use.

A study of a group of representative Franklin Street structures suggests that space adapted for academic and administrative uses in these historic structures on average represents 158% of the space allowed by the SCHEV space planning guidelines. This historical use factor should be recognized in the SCHEV standards for planning use of historic structures, and appropriate adjustments made for space need projections.

UTILIZATION

VCU continues to meet or exceed the SCHEV standards for classroom and class laboratory utilization. This high intensity of utilization, supports VCU's continuing capital requests.

Data provided by the Office of the Vice President for Health Sciences demonstrate that combined instructional and non-instructional weekly hours of use of centrally scheduled space is intense, relative to the SCHEV guidelines. Although space utilization in the Schools of Medicine and Dentistry is not reported under SCHEV guidelines, an overview of data for department controlled space and space occupied by these schools demonstrates intense utilization.

Peak use of the Campuses occurs in the 10:00 a.m. and 2:00p.m. hours, Monday through Thursday. Evening use is significant, averaging about 62% of the daytime peak at the 7:00 p.m. hour, Monday through Thursday.

VCU LIBRARIES

The libraries hold more than 2.5 million volumes (including more than 600,000 e-books) and there are more than 40,000 locally digitized items housed in 29 collections. Annually more than 2 million journal articles are downloaded and more than 2 million visits occur to the libraries.

MONROE PARK CAMPUS

James Branch Cabell Library285,254 gsf*

*includes planned new construction

MCV CAMPUS

Tompkins-McCaw Library86,949 gsf

VCU PERSONNEL

Employment as of Fall 2012

Employees	University	Health System	Total
Full Time			
Instructional Faculty	2,048	n/a	2,048
Administrative/Professional Faculty	686	n/a	686
Other Faculty and Housestaff	238	690	928
Classified	2,637	6,952	9,589
Total Full Time	5,609	7,642	13,251
Part Time			
Adjunct Faculty	1,205	n/a	1,205
GTAs	835	n/a	835
Hourly Workers	1,272	1,061	2,333
Student Workers	2,133	n/a	2,109
Other Faculty and Staff	198	n/a	198
Total Part Time	5,634	1,061	6,704
VCU TOTAL	11,252	8,703	19,955

LANDSCAPE AND STREETScape DEVELOPMENT

Site improvements should continue to be implemented on an incremental basis throughout the Campus in accordance with the recommendations of the “Guidelines”. More detailed comprehensive District Plans should be undertaken by VCU to assess site improvement needs on a street-by-street and block-by-block basis. The study should guide the application of the specific design standards for paving, landscaping, lighting, street furniture, bicycle racks and signage contained in the Campus Amenity Guidelines, 2013, by Higgins and Gerstenmaier. The streetscape system for both campuses should be coordinated to provide a unified image for the University.

CAPITAL DEVELOPMENT

Projects included in the Six-Year Capital Plan have been evaluated during the master site planning process and are incorporated into this Master Site Plan Update. These projects are reflected in the Current Development sections of the Master Site Plan. Implementation of recommendations of past projects funded and in-progress are reflected in Existing Development sections of the Master Site Plan Update.

INFRASTRUCTURE ISSUES

Infrastructure issues represent a substantial capital investment need over the next ten years. Within a University whose historic context contains many 19th century structures, deferred maintenance, utility and mechanical systems, hazardous materials, traffic management demands, street improvements, signage, streetscapes and pedestrian-way developments require careful evaluation, planning and investment. Historic structures require continued preservation. The University’s 20th century structures require maintenance, renovation and/or reconfiguration to meet changing needs. Infrastructure and changing programmatic needs should be evaluated concurrently in composing the scope of renovation projects.

Recycling initiatives will be further advanced and expanded at VCU.

The Utilities Evaluation: Academic and MCV Campuses of Virginia Commonwealth University completed by Draper Aden Associates, 2004, evaluated the major utilities for existing capacity and for the ability to serve planned development for the Monroe Park and MCV Campuses. These utilities critical to capital planning include water, storm water/sanitary sewer and natural gas services provided by the City of Richmond. Electrical power service is provided by Dominion Power Company. Central steam is a University system serving selected areas of the Monroe Park and MCV Campuses and Capitol Square. Communications services, including telephone and fiber optics are provided by Verizon and the University. Extensions of services for these utilities can be expensive; however, the distribution systems for these utilities are extensive within the campuses. Minor extensions, relocations and upgrading of services will be provided in conjunction with planned development projects.

UNIVERSITY HOUSING
Occupancy Summary

Residence Hall	Capacity
Monroe Park Campus	
Ackell Residence Center	396
Brandt Hall	624
Broad and Belvidere	410
Cary and Belvidere	413
Gilmer Street Addition	70
GRC Apartments	482
GRC Suites 2	384
GRC Suites 3	172
Honors College	177
Johnson Hall	527
Rhoads Hall	527
West Grace South	461
West Grace North	384
Monroe Park Campus Total	5,025
MCV Campus	
Bear Hall	30
Cabaniss Hall	423
Mcrae Hall	45
Rudd Hall	46
Warner Hall	38
MCV Campus Total	582
VCU Total	5,607

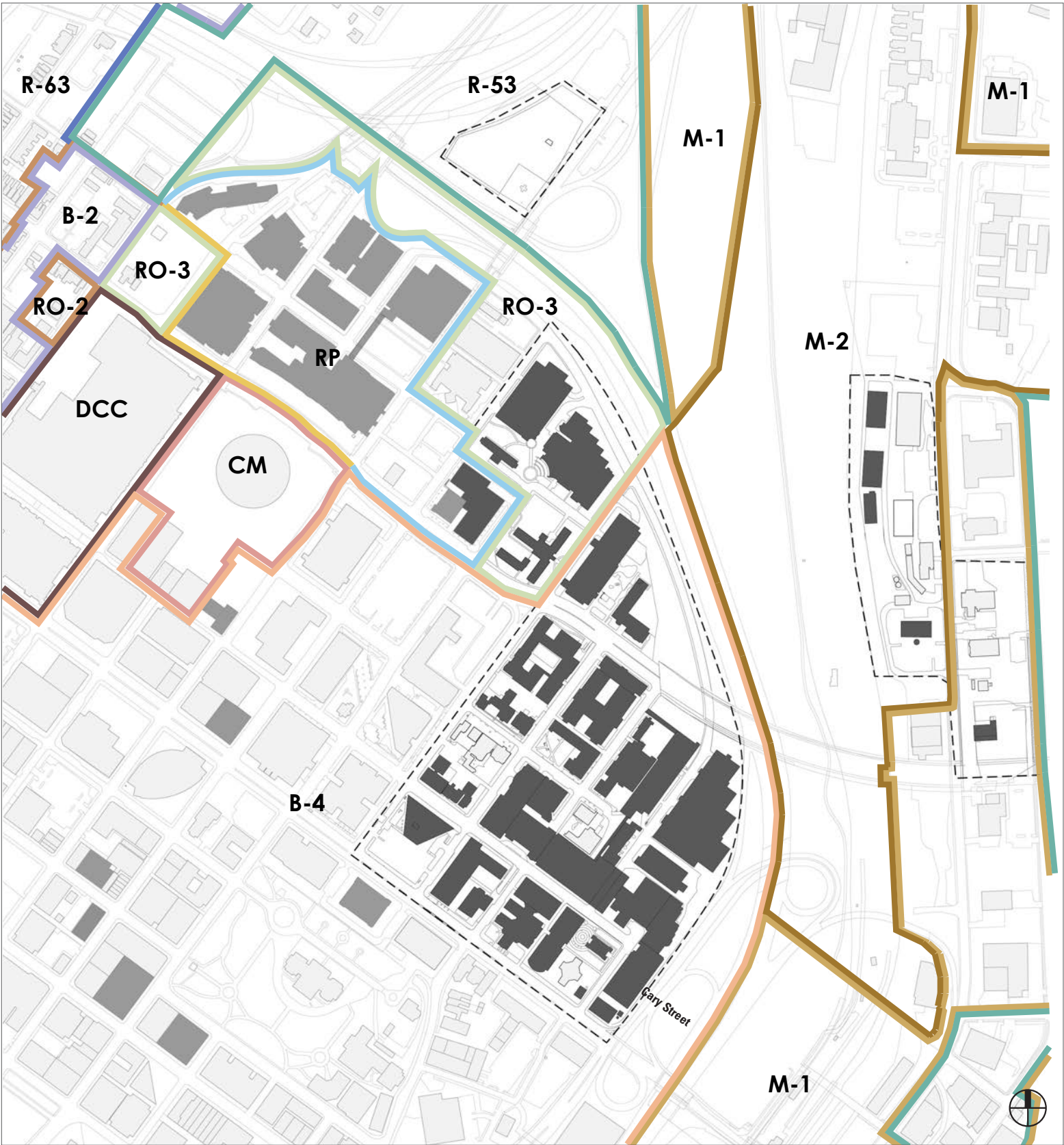


MCV CAMPUS

UTILITIES DEVELOPMENT

The MCV Campus is adequately served by municipal water, storm water/sanitary sewer and natural gas systems. Rights-of-way for these utilities are primarily located in the streets. Electrical power is provided by Dominion. The capacity of these systems is sufficient to accommodate the planned developments of the Master Site Plan Update. The central steam system serves all buildings currently within the Campus District. The new Steam Plant in Shockoe Valley provides capacity to accommodate all planned development of the Master Site Plan Update.

The Campus fiber optic network is provided in a tunnel or buried conduit system throughout the MCV Campus District. Extensions will be required to connect new facilities identified in this document. Future connection/extension of the Campus network to the Virginia Biotechnology Research Park should be evaluated as development of the Park continues.



↑ MCV Campus: Zoning Districts

- | | |
|---|---|
|  B-2 Community Business |  R-53 Multi-Family |
|  B-4 Central Business |  R-63 Multi-Family Urban Residential |
|  CM Coliseum Mall |  RP Research Park Residential |
|  DCC Downtown Civic & Cultural |  RO-2 Residential Office |
|  M-1 Light Industrial |  RO-3 Residential Office |
|  M-2 Heavy Industrial |  VCU Occupied |

MONROE PARK CAMPUS

UTILITIES DEVELOPMENT

The Monroe Park Campus is adequately served by municipal water, storm water/sanitary sewer and natural gas systems. Rights-of-way for these utilities are located primarily in the streets. Electrical power is provided by Dominion, primarily by overhead distribution. The capacity of these systems is sufficient to accommodate the planned developments of the Master Site Plan. A limited central steam system serves two blocks of the campus between Cathedral Place and Franklin Street.

The feasibility of central chilled water systems was evaluated for the Monroe Park Campus. New and replacement systems may be designed to serve small groups of existing and new structures. Chiller loops joining two or more systems were employed to provide energy savings during off-peak demands. While the utilities infrastructure is in place to serve planned building developments.

ACCESSIBILITY

Title II of the Americans with Disabilities Act (1990) prohibits state and local entities from discriminating against any qualified individual with a disability in their programs, services and activities, including employment.

As required, the University completed a self-evaluation of programs and facilities, and developed a transition plan to identify areas where structural changes are needed to comply with the Act.

The University is committed to providing access to programs, services, activities and employment in accordance with federal regulation and design requirements, and to promoting access to facilities by providing unobstructed safe paths of travel and appropriate travel surfaces. The implementation of new construction, renovation, streetscape and landscape planning projects will be consistent with these University commitments.

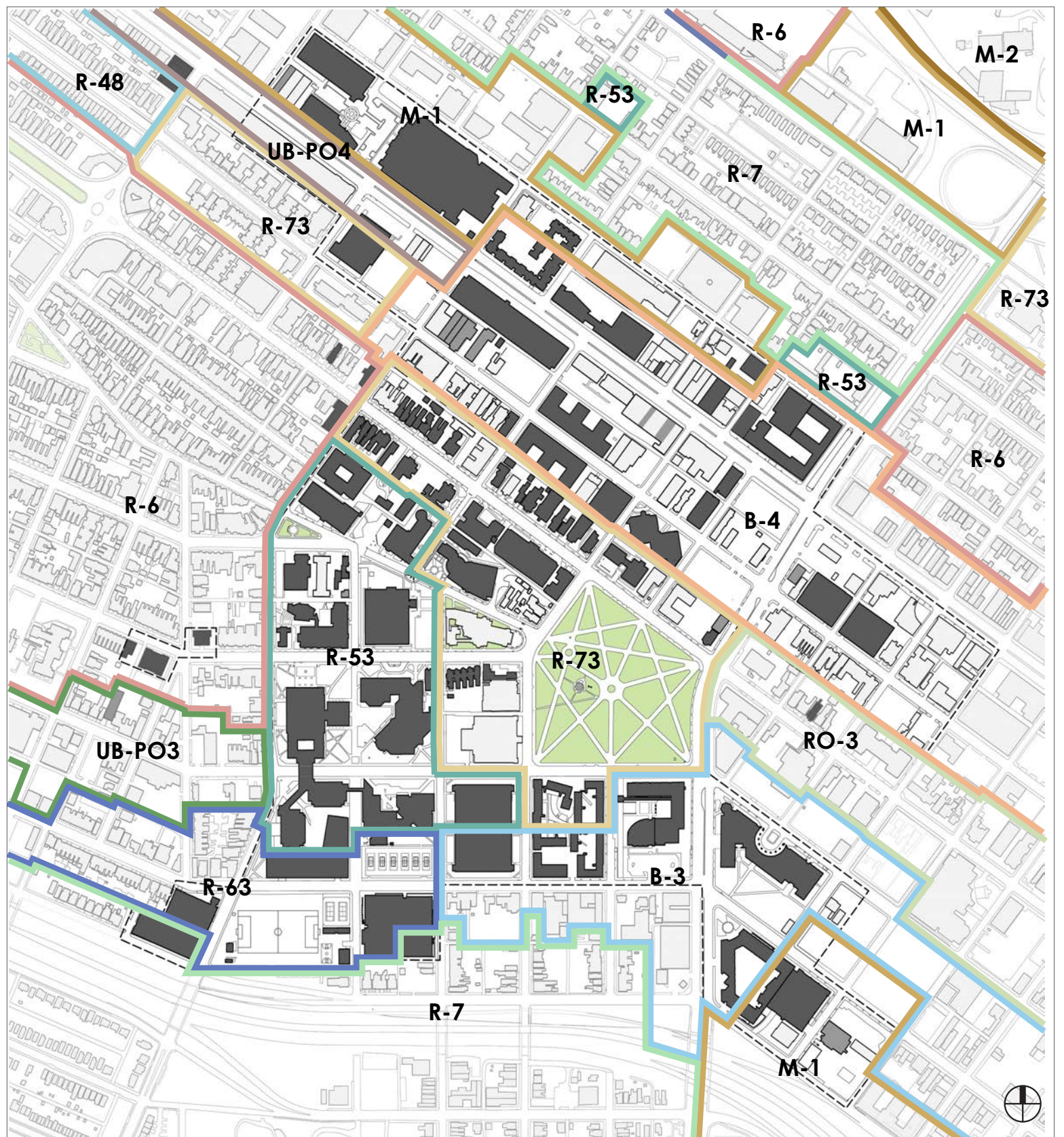
Virginia Chesapeake Bay Preservation Act

As part of the Chesapeake Bay watershed, the Rice Center property falls under the jurisdiction of the Chesapeake Bay Preservation Act; VCU's two main campuses do not.

Designed to protect the water quality of the Bay, the Act requires a 100-foot buffer to be maintained from the landward edge of adjacent waters and any wetlands contiguous to regulated waters. All of these waters constitute Resource Protection areas (RPA's) as defined by the Chesapeake Bay Preservation Act ordinance. Any land disturbance exceeding 2,500 square feet within an RPA must comply with the requirements of the ordinance.

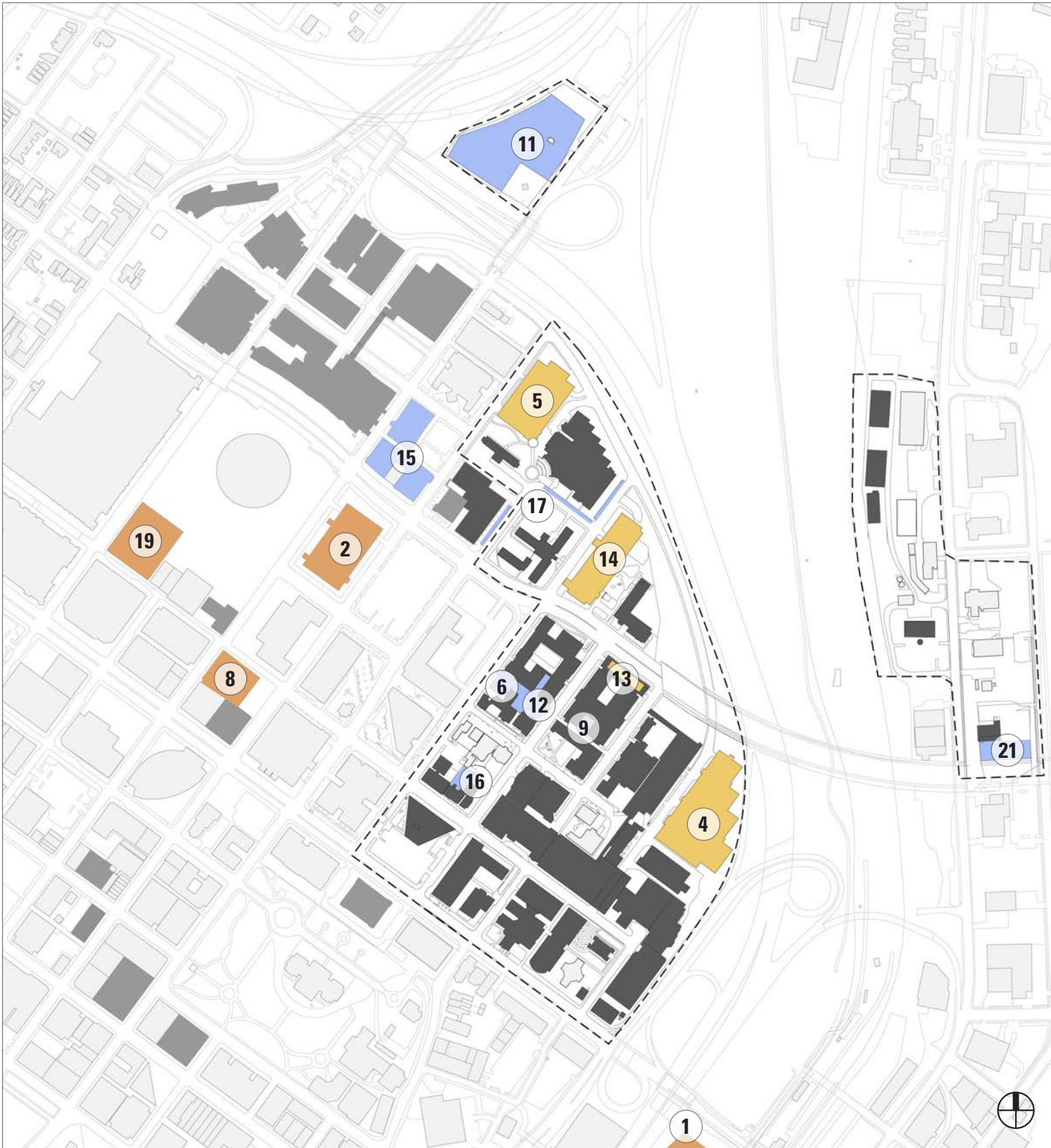
The Rice property also contains areas known as Resource Management Areas (RMA's) that are regulated by the Act. These include highly erodible soils and steep slopes adjacent to RPA's as well as the 100-year floodplain.

The University is committed to the purposes of the Act and proposed development is to conform to applicable federal, state and local environmental quality and code regulations.



↑ Monroe Park Campus: Zoning Districts

B-3	General Business	R-53	Multi-Family Residential
B-4	Central Business	R-63	Multi-Family Urban Residential
M-1	Light Industrial	R-73	Multi-Family
M-2	Heavy Industrial	RO-3	Residential Office
R-6	Single Family Attached Residential	UB-PO3	Urban Business - Parking Overlay
R-7	Single and Two Family Urban Residential	UB-PO4	Urban Business - Parking Overlay
		VCU Occupied	



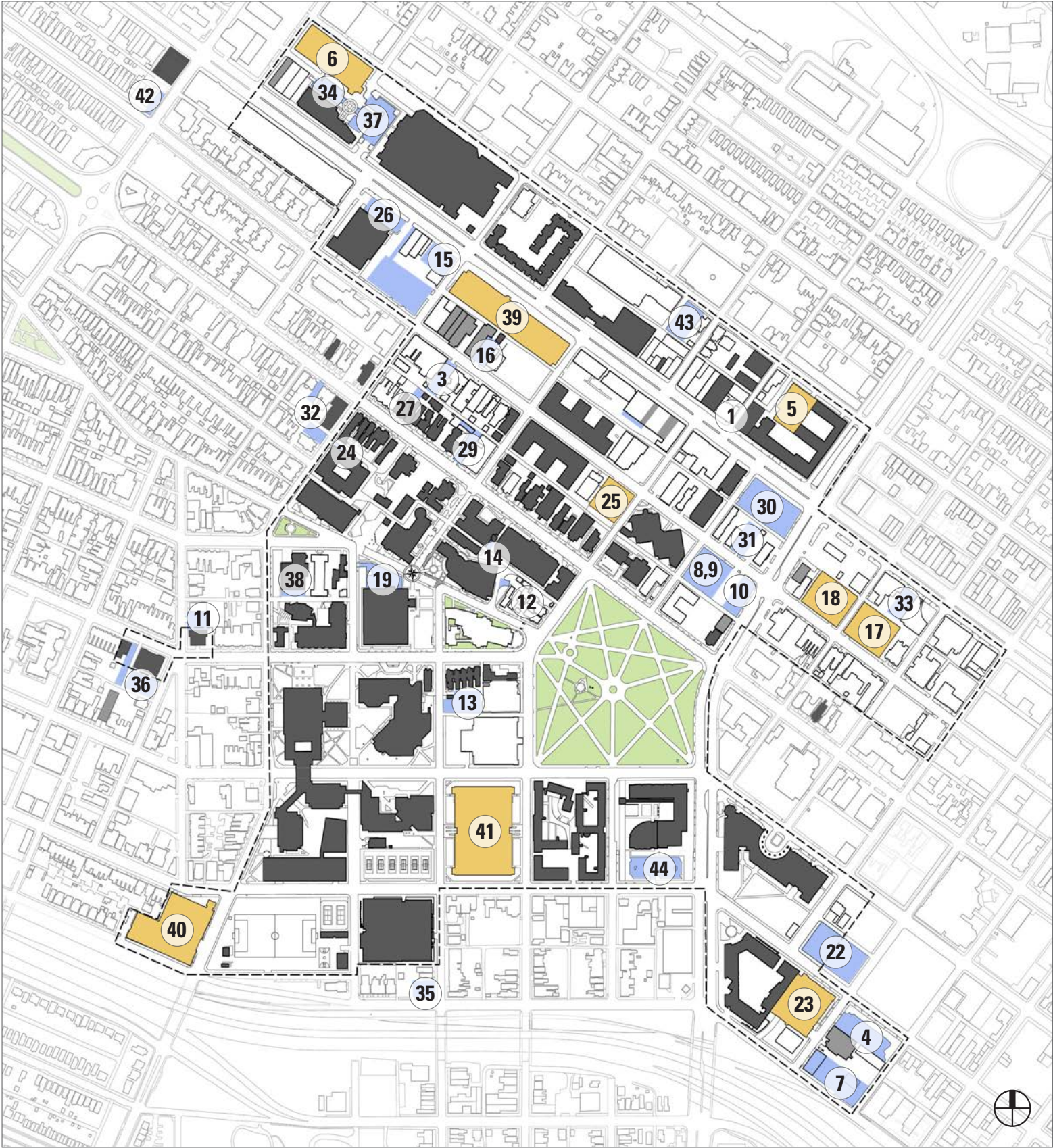
↑ MCV Campus: Existing Parking

Structured Parking

Surface Parking

MCV CAMPUS: PARKING

Map Number	Deck/Lot Name	Number of Spaces
1	A Lot	569
2	Coliseum Deck	469
3	Colonial Deck <i>(not shown)</i>	6
4	D Deck	2,191
5	8th Street Deck	1,013
6	F Lot	48
7	5th & Franklin Streets Lot <i>(not shown)</i>	71
8	7th & Marshall Streets Deck (K, KS, KX)	150
9	G Lot	7
10	H Deck <i>(not shown)</i>	28
11	I Lot	448
12	J Lot	7
13	K Lot	10
14	N Deck	994
15	O Lot	193
16	P Lot	19
17	Q Lot	96
18	RMA Deck <i>(not shown)</i>	18
19	S Deck	54
20	V Deck <i>(not shown)</i>	40
21	Y Lot	50
22	W Deck <i>(not shown)</i>	50
MCV Campus Total		6,531



↑ Monroe Park Campus: Existing Parking

- Structured Parking
- Surface Parking

MONROE PARK CAMPUS: PARKING

Map Number	Deck/Lot Name	Number of Spaces
1	AA Lot	4
2	AR Lot	9
3	BB Lot	27
4	BC Lot	49
5	Belvidere & Broad Deck	197
6	Bowe Street Deck	424
7	BL Lot	68
8	EE Lot	19
9	EE Lot Extension	63
10	EE Lot 3	22
11	FF Lot	11
12	FS Lot	8
13	GG Lot	35
14	GY Lot	2
15	HB Lot	32
16	HH Lot	24
17	Henry Street Deck - East	385
18	Henry Street Deck - West	361
19	Hibbs Alley - 909 <i>(not shown)</i>	7
20	IA Lot <i>(not shown)</i>	3
21	II Lot	20
22	JL Lot	119
23	Jefferson Street Deck	686
24	JJ Lot	12
25	Laurel Street Deck	209
26	NN Lot	146
27	OO Lot	4
28	Pat Alley <i>(not shown)</i>	3
29	PL Lot	11
30	QQ Lot	96
31	QQ Lot Extension	24
32	RR Lot	24
33	SC Lot	26
34	SP Lot	26
35	SS Lot	28
36	TT Lot	13
37	UU Lot	54
38	VV Lot	55
39	West Broad Street Deck	990
40	West Cary Street Deck	719
41	West Main Street Deck	1,101
42	WW Lot	9
43	YY Lot	17
44	ZZ Lot	49
Monroe Park Campus Total		6,218
VCU Total		12,749

