Boar's Head Master Planning
WITH FRED MISSEL
UVA Foundation
Boar’s Head
Built
1963-64
UVA R&V Purchase
Birdwood Acreage

Birdwood 550 Acres

Excluding Mansion

1967
Boar’s Head
Guestroom Expansion
1970’s & 1980’s
UVAF Purchased Boar’s Head Inn in 1989.
Spa Built

2000
Office Building Purchase 2001
Jimmy Heyward Property

2004

Birdwood 550 Acres

Jimmy Heyward North

Jimmy Heyward South

Fontaine Research Park
Two Additional Office Buildings

2006
Boar’s Head Pavilion Opens

2008
Remaining Heyward Properties

Birdwood 550 Acres

Jane Heyward

Henderson Heyward

Fontaine Research Park

2012
UVA Squash Opens 2013
A master plan is an evolving, long-term planning document which establishes the framework and key elements of a site reflecting a clear vision created and adopted in an open process.

A master plan synthesizes goals and aspirations, gives them form and organization and defines a realistic plan for implementation.
BOAR’S HEAD MASTER PLAN
MORVEN
2025 Planning
Spring 2014
Relationship to UVa
- Carter Family 1730-1796
- William Short 1796-1813
- Higginbotham Family (named Morven) 1813-1853
- Smith Family 1853-1906
- Marshall Family 1907-1923
- Patterson Family 1923-1926
- Stone Family (Morven Stud) 1926-1941
- Whitney & Anne Stone 1941-1987
- John W. Kluge 1988-2001
- UVA (F) Donation 2001- 7,379 acres (current ownership 2,913 acres)
Early programs with UVa focus – retreats, courses, research projects and collaborations, student organizations, and visitors for community events
Established in 2012 to bring together six landmark institutions to provide emerging and mature leaders with best practices to solve global problems

- Morven
- Monticello
- Montpelier
- Ash lawn
- UVa
- William and Mary
• University Departments: courses, research, faculty collaborations, leadership retreats
• US State Department
• US Senators
• International Emerging Leaders (YALI)
• Morven Summer Institute
• Morven Seminar Series
• Morven Kitchen Garden
Previous studies addressed condition of facilities, building upgrades, infrastructure, potential use of barns.

Hart Howerton offered services to develop a conceptual plan assessing the assets, preliminary programs, physical planning systems of Morven:

1. Review background information and site analysis
2. Planning and programming session held January 2014
3. Conceptual design and feasibility analysis
<table>
<thead>
<tr>
<th>CIRCULATION</th>
<th>WALKING DISTANCE</th>
<th>ELEVATION CHANGE</th>
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<tbody>
<tr>
<td>Primary Guest Roads</td>
<td>Main House</td>
<td>Dairy Barn</td>
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<tr>
<td>Primary Roads</td>
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<td>0.3 mi</td>
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<tr>
<td>Secondary Roads</td>
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<tr>
<td>Major Entrance</td>
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<td></td>
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<tr>
<td>Minor Entrance</td>
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<td>-</td>
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<tr>
<td></td>
<td>6 min</td>
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</table>
1000 WEST MAIN STREET

PROJECT SITE

5 MINUTE WALK
1/4 MILE RADIUS

10 MINUTE WALK
1/2 MILE RADIUS

20 MINUTE WALK
1 MILE RADIUS

- full service grocery
- specialty / gourmet shop
- neighborhood market
- convenience store
- pharmacy

IVY RD.
EMMET ST.
UNIV. AVE.
PRESTON AVE.
W. MAIN ST.
250 BY-PASS
**Location**: 1002 - 1006 WEST MAIN STREET & 118 11TH STREET SW

**Site Area**: 55,650 Square Feet 1.277 Acres

**Zoning**: Existing: WMS (West Main Street South) Proposed: WMS

**Use**: Existing: Vacant Commercial Proposed: Mixed-use Residential/Commercial

**Height**: Allowable: 70 Feet + Appurtenance 101 Feet + Appurtenance with SUP (117' max)

**Density**: Allowable: 43 DUA Proposed: 193 DUA +/-

**Tax Map**: 10-68 & 10-70

<table>
<thead>
<tr>
<th>FLOOR / LEVEL</th>
<th>BUILDING AREA (sq ft)</th>
<th>COMMERCIAL AREA (sq ft)</th>
<th>4X4</th>
<th>4X4 EH</th>
<th>4X4 LOFT</th>
<th>4X4 Is STRETCH</th>
<th>4X4 EXTENDED</th>
<th>4X4 CORNER</th>
<th>3X3</th>
<th>3X3 STRETCH</th>
<th>2X2</th>
<th>2X2 EH</th>
<th>2X2 HYBRID</th>
<th>1X1</th>
<th>STUDIO</th>
<th>TOTAL UNITS PER FLOOR</th>
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<td>4</td>
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<td>12</td>
<td>10</td>
<td>10</td>
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</table>

**Total GSF**: 388,996 12,282 including parking including back of house areas

<table>
<thead>
<tr>
<th>Unit Total (per unit type)</th>
<th>Total Beds (per unit type)</th>
<th>% of total units (per unit type)</th>
<th>% of total units</th>
</tr>
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<tbody>
<tr>
<td>32</td>
<td>4</td>
<td>49.6%</td>
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<td>1</td>
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<td>12</td>
<td>4</td>
<td>6.5%</td>
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<tr>
<td>44</td>
<td>7</td>
<td>19.5%</td>
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<td>12</td>
<td>4</td>
<td>4.1%</td>
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<td>9</td>
<td>26.8%</td>
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</tr>
<tr>
<td>10</td>
<td>6</td>
<td>1.5%</td>
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</tbody>
</table>

* All quantities, areas, and dimensions are approximate and subject to change as the project is refined and further input is received from city planning staff.
## Required Parking (Parking Modified Zone)
- Residential (1 space / unit): 246
- Commercial (50% of required): 19
- Total: 265 Spaces

## Allowable Reductions (20% max)
- Commercial within 300’ of bus stop: -2
- Residential within 300’ of bus stop: -2
- Secure Bike Storage (205 spaces): -41
- Shower / Locker Room: -2
- Van Spaces (2 spaces): -6
- Total Reductions per WMS district: -53

## Parking Req’d After Reductions
- 212 spaces

## Parking Provided
- 214 spaces

## Required Contribution
- 0 spaces

## Actual Provided
- 230 spaces (including tandem)

## Parking Ratio
- 0.93 Spaces / Unit
- 0.36 Spaces / Bed

### Floors
- Ground: 13,099 GSF
- Parking 2: 46,216 GSF
- Parking 1: 45,244 GSF
- Total: 104,559 GSF

### Parking Spaces
- Without tandem: 32 Compact
- Total with tandem: 89
- Total without tandem: 94
- No tandem: 30

### Parking Req’d After Reductions
- 212 spaces

### Parking Provided
- 214 spaces

### Required Contribution
- 0 spaces

### Actual Provided
- 230 spaces (including tandem)

### Parking Ratio
- 0.93 Spaces / Unit
- 0.36 Spaces / Bed

*All quantities, areas, and dimensions are approximate and subject to change as the project is refined and further input is received from city planning staff.*
### AVERAGE DAILY TRIPS

**20 TRIPS**

### TRIP GENERATION - MIXED-USE SUP DEVELOPMENT

#### Baseline Trip Generation for 1000 West Main

<table>
<thead>
<tr>
<th>LAND USE</th>
<th>ITE CODE</th>
<th>AMOUNT</th>
<th>UNITS</th>
<th>ADT</th>
<th>AM PEAK HOUR</th>
<th>PM PEAK HOUR</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid Rise Apartment</td>
<td>223</td>
<td>2.4B</td>
<td>Apartments</td>
<td>23</td>
<td>51, 74</td>
<td>56, 40</td>
<td>96</td>
</tr>
<tr>
<td>Ground Level Center</td>
<td>306</td>
<td>30,000</td>
<td>M</td>
<td>606</td>
<td>23, 51, 74</td>
<td>68, 56</td>
<td>135</td>
</tr>
</tbody>
</table>

#### Trip Generation for 1000 West Main with 30% Reduction (per C4 provided documents)

<table>
<thead>
<tr>
<th>LAND USE</th>
<th>ITE CODE</th>
<th>AMOUNT</th>
<th>UNITS</th>
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<td>135</td>
</tr>
</tbody>
</table>

#### Trip Generation for 1000 West Main with City Provided Reductions

<table>
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<th>LAND USE</th>
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<td>68, 56</td>
<td>135</td>
</tr>
</tbody>
</table>

### TRIP GENERATION - MIXED-USE BY-RIGHT DEVELOPMENT

#### Land Use: Mixed Use Residential

- **240 Units**
- 9,340 SQ FT COMMERCIAL

#### Land Use: Mixed Use Commercial

- **54 Units**
- 272,371 SQ FT GENERAL OFFICE

### AVERAGE DAILY TRIPS (236)

### AVERAGE DAILY TRIPS (2,199)
1000 WEST MAIN RETAIL, COMMERCIAL, RESTAURANT DINING
1000 WEST MAIN RETAIL, COMMERCIAL, RESTAURANT DINING

PEDESTRIAN PROMENADE

SCORED CONCRETE

BIKE STORAGE ENTRANCE

PAVERS

CONCRETE PLANTER

STREET TREE

SIDEWALK

PROPERTY LINE

SCORED CONCRETE

ROOSEVELT BROWN BLVD
CUT-AWAY AXON

1000 WEST MAIN STREET

BIKE STORAGE

RETAIL

ROOSEVELT BROWN BOULEVARD

COMMUNITY ROOM

GARAGE (LEVEL P1)