

PERFORMANCE HALL STUDY
UNIVERSITY OF VIRGINIA | FALL 2018

DUMONTJANKS
AMS
NEXTSTAGE

PERFORMANCE HALL STUDY

ACKNOWLEDGEMENT

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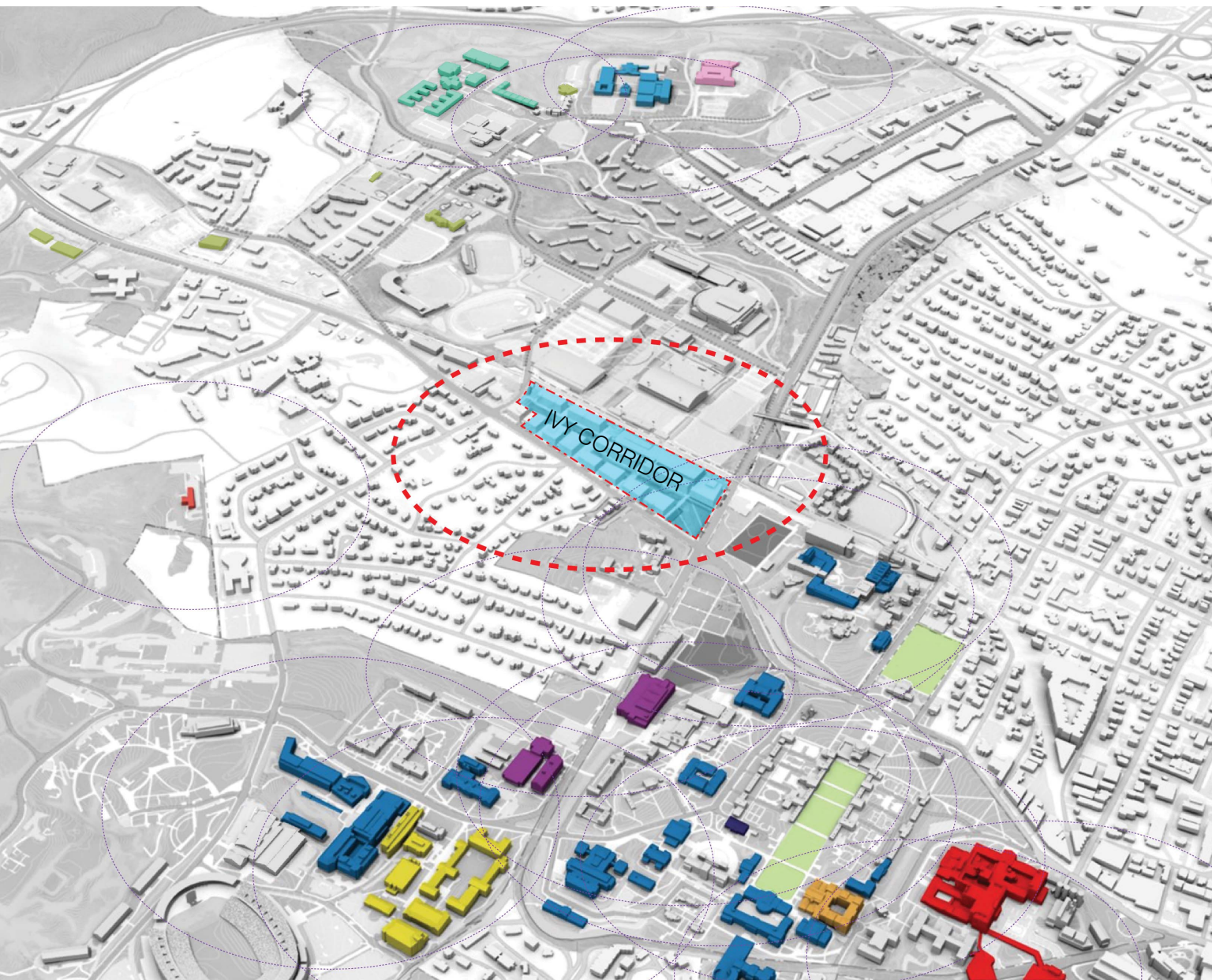
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EXECUTIVE SUMMARY



Academic Adjacencies Map

INTRODUCTION

In 2018 the University of Virginia Rector and Board of Visitors, with support from the Cornell Foundation, commissioned a study to assess the possibility of developing a signature performing arts venue on Grounds. Supporting this initiative was a 2017 College and Graduate School of Arts and Sciences Arts Vision Assessment prepared by brightspot strategy strategy (Space Planning and Organization Roadmapping Phase II, accomplished on January, 2018), which included the recommendation to assess the need and opportunity for a "large-scale (1,500 seats) performance venue that can accommodate a wide range of performances," as well as identified additional space needs including a recital hall, black box theater, multimedia exhibition spaces and rehearsal and classroom spaces. Concurrently, the university was engaged in a master plan for the redevelopment of the Ivy Corridor. Emerging priorities for the area include hospitality and an art museum, compatible initiatives to performance venues as bridges between university and community-facing activity.

The need and aspiration for a performing arts venue is not new for UVA, and the question has been studied in the past. In the fifteen years since the previous study, high profile and successful arts centers have been developed at several of UVA's peer institutions in the Commonwealth (Virginia Tech Moss Center for the Performing Arts (2013), George Mason Hylton Performing Arts Center (2010), James Madison University Forbes Center for the Performing Arts (2010), and Christopher Newport Ferguson Center for the Arts (2004)).

A new and bold vision for the arts at UVA combined by learnings from other successful ventures in the area and the opportunity for a signature redevelopment of UVA's premier gateway have converged to make a compelling case for a synergistic investment in the arts on the Ivy Corridor.

This work synthesizes a bold arts program composition as well as potential placement on two compelling sites within the district.

STUDY PROCESS

In early 2018 DumontJanks engaged AMS Planning & Research and Nextstage Design to detail the potential need, utilization, size and configuration of a large performance venue and supporting spaces for inclusion in the Ivy Corridor Master Plan. The team met with university stakeholders and toured existing performance spaces on Grounds. A market assessment and inventory of Charlottesville venues was conducted to consider complementary and competitive positioning of a potential new venue. Likely university and community users were contacted to understand current venue utilization patterns, needs, and aspirations. Peer institution case studies were developed to understand the variety of opportunities and outcomes for a university performance venue. Throughout the process the team worked with an advisory group¹ composed of administration, faculty, students and community leaders to test assumptions, consider priorities and craft potential scenarios for further study.

¹ Please see Acknowledgement

UNDERSTANDING OF NEEDS

- Guiding Principles
- Summary Recommendation
- Market Assessment
- Venue Inventory and Existing Conditions
- Defining the Need for a Performing Arts Center at UVA

GUIDING PRINCIPLES

DEFINING SUCCESS FOR A NEW PERFORMANCE VENUE AT UVA

Through interviews and conversations with the advisory group, a set of guiding principles was developed to frame planning, design, and operations of the proposed performing arts center. They suggest that the new venue:

- Maximizes programs that are a hybrid of academic and community-facing
- Provides facilities that are comparable to UVA’s peer institutions
- Provides facilities that are complementary to, and not competitive with, other area venues
- Capitalizes on proximity to the academic arts facilities on Carr’s Hill
- Meets variety of university priorities
- Mitigates risk in operations

To aid in determining the vision for a new performing arts center, the team defined four typical university performing arts center scenarios which are differentiated by the balance of academic use and community-facing use. Research into comparable venues guided discussion of the impacts, facility needs and opportunities of each, in order to ensure alignment of priorities¹.

SUMMARY RECOMMENDATION

As a cornerstone to the Ivy Corridor development a new performing arts center would provide complementary and supplementary space to other university and master plan priorities. A 1,200-seat large hall with superior acoustical properties would be the central feature, and would accommodate national touring artists as well as host an array of academic, student life, alumni, and community uses. There is the opportunity for the lobby to serve as a visual arts exhibition gallery and classrooms to complement museum priorities. Investment in a ‘flat floor’ conversion of the auditorium space could further serve hospitality needs.

The study recommends that the new performing arts center include additional performance and rehearsal spaces. A 150-seat recital hall has been recommended to support Music Department recitals as well as small touring and area chamber ensembles. A Black Box Theater² would supplement academic arts, while a White Box Exhibition Space³ (as identified in the brightspot study) would allow for additional interdisciplinary pursuits. Finally a rehearsal hall is included to ensure that the mainstage is productively available for a variety of uses throughout the year.

The performing arts center solution aggregates the needs and market analysis by AMS and a variety of performing arts recommendations from the brightspot study; learnings from the student-led SAB study by HGA; and aspects of the Hospitality and Museum studies. In doing so, a vibrant, active arts district could be created which brings academic, student life and community engagement together.

MARKET ASSESSMENT

A review of current and projected demographic and lifestyle data for the primary (defined as a 20-mile radius surrounding the Ivy/Emmet intersection) and secondary (defined as a 60-minute drive time from the same point) market areas suggests positive correlation for arts participation. High educational attainment, income levels and strong projected population growth are coupled with higher than average affinities for arts engagement, especially for attending music, theater and dance⁴.

¹ Please see Appendix

² Black Box Theater: a flexible performance space with a flat floor and reconfigurable seating. It is generally suitable for drama, modern dance, multimedia, and amplified music performances.

³ White Box Exhibition Space: a configurable space for collaborative, experimental, and interdisciplinary research, exhibition, and performance.

⁴ A full market assessment can be found in Appendix

VENUE INVENTORY AND EXISTING CONDITIONS NARRATIVES

Summary

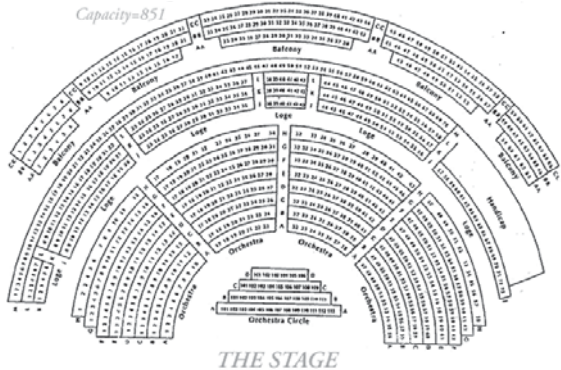
A review of existing performance venues on Grounds and in Charlottesville reveals a need for a 1,200-seat hall with superior acoustic properties and adequate stage size and performance facilities. Three existing venues that come closest to meeting this need are Old Cabell Auditorium, Paramount Theater, and JPJ Arena. Each has limitations.

Old Cabell Hall

The Department of Music manages the 851-seat Old Cabell Auditorium within Old Cabell Hall. The auditorium is semi-circular with about 675 seats on the main floor and 175 seats in a shallow balcony. The auditorium has a small concert platform suitable for some music performances, conferences and speakers.

The auditorium is inadequate for larger musical ensembles. The concert platform (estimated to be 1,200 square feet) is both deficient in size and not well proportioned. (An appropriate platform size would be 2,600 square feet or larger.) The auditorium has no stage house, limited technical facilities, and is deficient in back-of-house space and performer amenities. These shortcomings preclude its use for most theater and dance performances.

The auditorium is not served by nearby parking, and access to the hall is difficult for older patrons and those with mobility impairments. Once in the hall, wheelchair seating spaces are not well integrated into the overall seating. The auditorium is deficient in front-of-house space and public amenities. These deficiencies affect the ability to sustain and develop patronage and have made Old Cabell Auditorium especially problematic for community users.



Old Cabell Auditorium Seating Chart



Old Cabell Auditorium

Paramount Theater

The Paramount is a Rapp & Rapp designed movie palace that opened in 1931. It was renovated and reopened in 2004, and is operated by the non-profit Paramount Theater, Inc. It is located on the Downtown Mall with nearby convenient parking. The auditorium seats 1,041 with 722 seats on a wide main floor and 284 seats in a shallow balcony. The room acoustics may be limiting for a large orchestra ensemble but are adequate for most performance types. The stage depth is quite limited at 14 feet clear from the proscenium opening to the back wall. To compensate a large apron has been created in front of the proscenium opening.

The size of the stage, the height of the stage house, and the limited stage rigging restrict the uses of the theater, precluding all but the simplest productions. The theater has no loading dock; instead loading access is through large double doors at the rear of the stage. These issues make the stage unappealing to touring groups and create difficulties for all users.



Paramount Theater Seating Chart

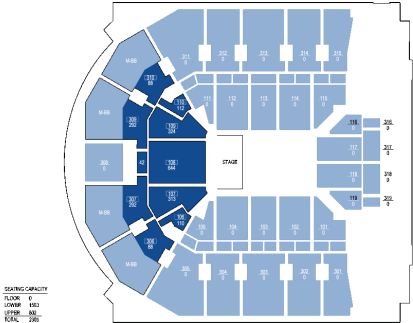


Paramount Theater

John Paul Jones Arena

The Department of Athletics and SMG jointly manage the arena. The department operates the arena for its own events, and SMG operates the arena non-department events. The latter includes trade shows, six or eight large popular music concerts yearly, family fair, and until recently bus and truck Broadway in partnership with The Roberts Group. Broadway is presented in a 2,305-seat fan-shaped “theater” format created by curtaining off most of the arena seating.

The technical facilities are limited: there is no rigging grid and little house equipment. Together with the aesthetic limitations of the environment, the venue is less than ideal for Broadway tours. The acoustic environment is completely unsuited to orchestral or other large ensemble performances.



John Paul Jones Arena Side and Upper Masking

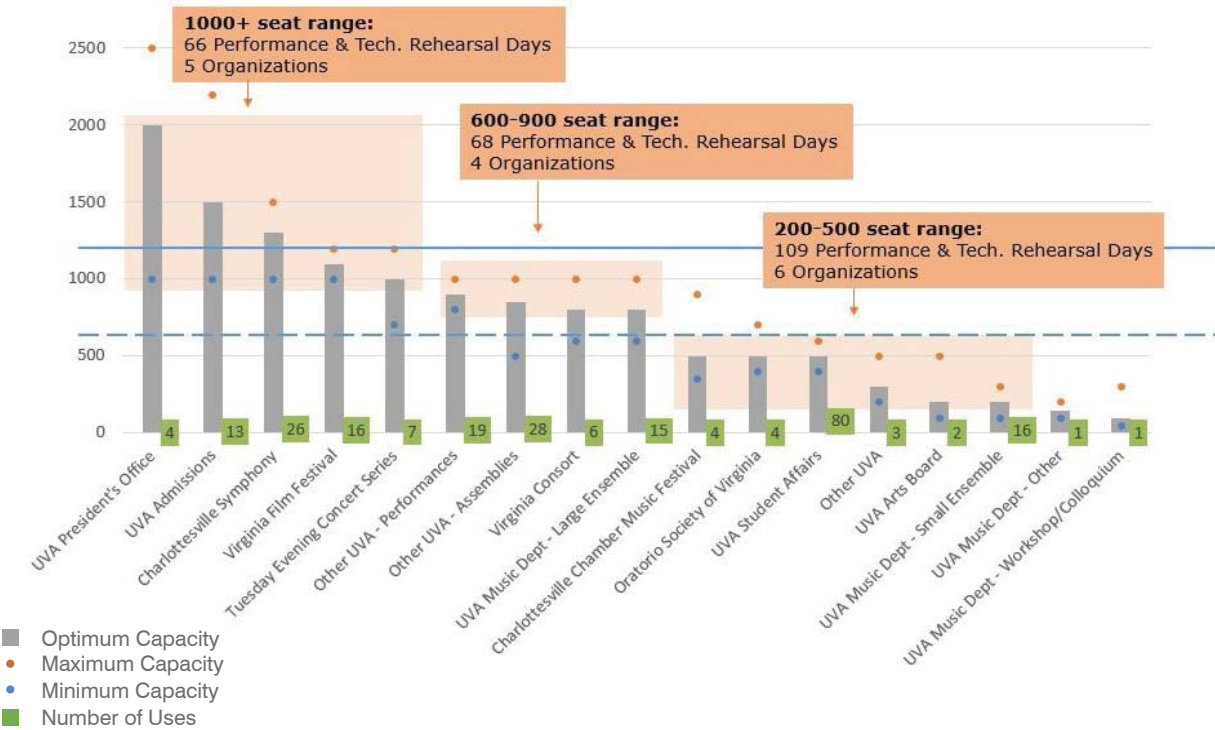


John Paul Jones Arena

DEFINING THE NEED FOR A PERFORMING ARTS CENTER AT UVA

Having demonstrated strong market potential and a lack of appropriate performance venues in the area, the team set out to define the size and complement of venues which would best serve the needs of the university within the stated guiding principles.

The consultant conducted stakeholder interviews with potential users of the new performing arts center, including both university and community entities. Interviewees shared maximum, minimum, and optimum venue capacities and qualities, as well as the number of times they would use a new space. Based on these interviews, previous reports, and an inventory of currently available spaces in the market and their utilization, a 1,200-seat large hall and 150-seat recital hall meet the majority of stated university needs. Interviews revealed a desire for intimate spaces, acoustic excellence, and multi-media capabilities.* Academic, student life, and community are all important entities to be housed in the spaces, as well as 'name' artists and lecturers. A flexible multi-purpose configuration, flat-floor conversion, and interface with the outdoors are also of interest.



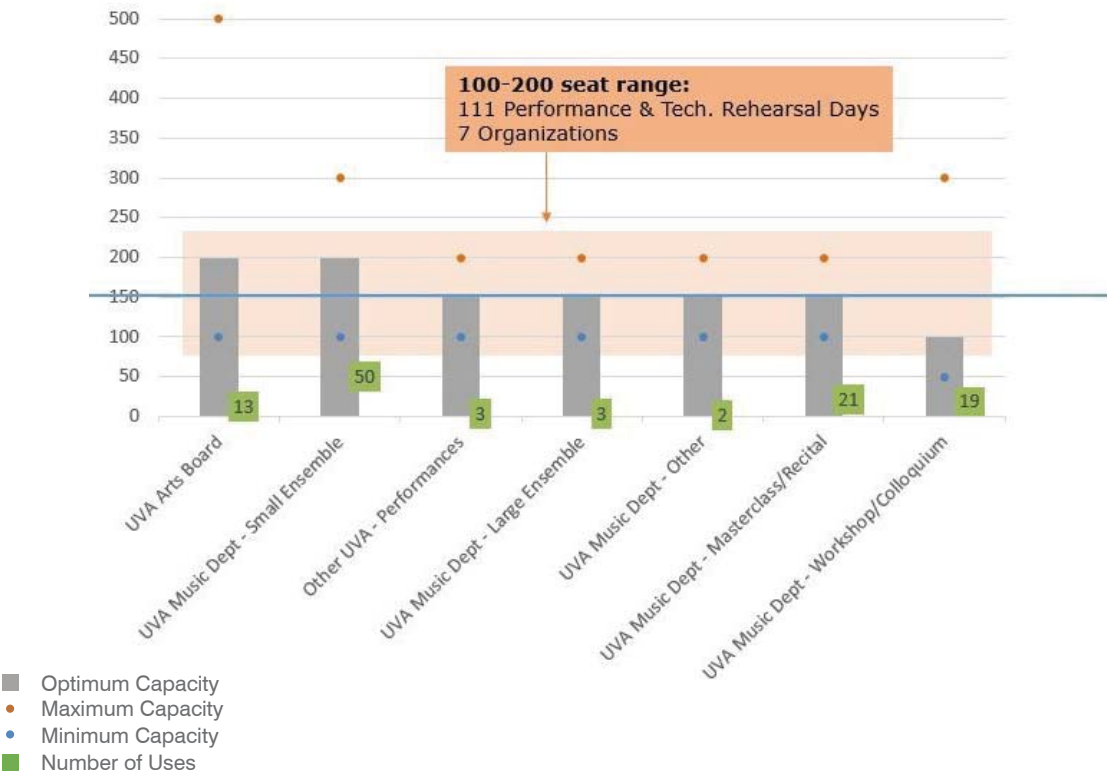
* A list of previous reports, quantitative activity data, and stakeholder interviewees may be found in the Appendix

SPACES

Performance activity in the Large Hall is anticipated to be a mix of academic use, community use, and presentations. The hall would complement area venues, and would require a predictable subsidy to mitigate financial risk. In accordance with Figure 2, a 1,200-seat large hall with a 600-seat orchestra section meets 90% of stated desires.

The Recital Hall would primarily meet the needs of the Music Department, as well as the Arts Board and other academic uses. Based on stated needs, the optimum small hall capacity is 150 seats.

The Black Box recommendation comes from the brightspot study. It would be primarily used for Arts & Sciences academic purposes. Non-academic Student Activities' use of the space would be secondary. Existing Student Affairs activity would be relocated into a Black Box. The White Box, as articulated in the brightspot study, would be a flexible exhibition and creation space.



DEFINING THE NEED FOR A PERFORMING ARTS CENTER AT UVA

ACTIVITY

The following table demonstrates projected uses for each space; notably, the Large Hall would be heavily utilized and may experience scheduling challenges. In order to accommodate demand as well as the presence of touring content, we have assumed both that rehearsals take place elsewhere (either in the recommended rehearsal hall, Old Cabell Hall or other university space) and that some lectures and other activity remains in Old Cabell Hall.

	Old Cabell Hall	Large Hall	Recital Hall	Rehearsal Hall	Other
Music Department	10	31	109	0	12
UVA Music Department - Large Ensemble	0	14	3	0	10
UVA Music Department - Masterclass/Recital	0	0	21	0	0
UVA Music Department - Other	10	1	3	0	1
UVA Music Department - Small Ensemble	0	15	57	0	0
UVA Music Department - Workshop/Colloquium	0	1	25	0	1
Other Academic Use	118	98	19	0	225
UVA Admissions	0	14	0	0	0
UVA Arts Board	0	2	12	0	1
UVA President's Office	0	4	0	0	17
UVA Student Affairs	105	23	0	0	179
Other UVA	2	1	0	0	14
Other UVA - Assemblies	11	35	0	0	14
Other UVA - Performances	0	19	7	0	0
Community Organizations	0	93	7	90	4
Charlottesville Chamber Music Festival	0	4	0	0	4
Charlottesville Opera	0	16	0	20	0
Charlottesville Symphony at the University of Virginia	0	41	5	60	0
Oratorio Society of Virginia	0	3	2	0	0
Tuesday Evening Concert Series	0	7	0	10	0
Virginia Consort	0	6	0	0	0
Virginia Film Festival	0	16	0	0	0
Touring Product	0	40	0	0	0
Touring Product	0	40	0	0	0
Total Uses	128	262	135	90	241

USERS

The Large Hall is intended to meet the needs of the following constituencies: Music Department, other academic use, community organizations, and touring product. The Recital Hall would primarily house the Music Department, as well as some other academic and community use.

Music Department

The Music Department currently performs in Old Cabell Hall. Based on Music Department performance and attendance data, the team recommends that large ensemble performances such as the UVA Wind Ensemble, Concert Band, and University Singers relocate to the large hall. Additionally, small ensemble events with significant attendance, such as the Jazz Ensemble, may relocate.

Most other Music Department activity would move to the Recital Hall, including master classes, recitals, workshops, and the majority of small ensemble events.

Other Academic Use

Several other university groups were also identified as potential venue users; these include Admissions, President's Office, Student Affairs, and general assemblies and performances. These university entities currently utilize Old Cabell Hall, Newcomb Ballroom, John Paul Jones Arena, Student Activities Building, Chemistry Auditorium, and outdoor spaces such as Rotunda North Plaza and the Lawn. By moving relevant activities into the large hall, events may accommodate larger audiences and therefore optimize operations and use days. Specific university uses could include significant guest lectures and 'showcase' activities, such as Days on the Lawn, Convocation, Graduation Ceremonies, and Reunion Weekends, as well as large student group performances.

UVA Arts Board events and other academic performances with appropriate audience sizes would relocate to the recital hall; other university activity would remain in Old Cabell Hall or in other UVA venues.

Community Organizations

The Charlottesville Chamber Music Festival, Charlottesville Opera, Oratorio Society of Virginia, Tuesday Evening Concert Series and Virginia Consort are community organizations that have expressed interest in utilizing the new venue. These organizations currently use Old Cabell Hall, Paramount Theater, Piedmont VA Community College, Martin Luther King, Jr. Performing Arts Center, and Monticello High School. Current venues serve the needs of community organizations to an extent, but have limitations in terms of capacity, stage size, wing space, pit size, acoustics, accessibility, amenities, scheduling availability, and rental rates.

For the purposes of this study, the team has assumed relocation of all performances for these groups into the new venue, with pre-concert lectures in the recital hall and rehearsals in the recommended rehearsal hall.

Touring Product

In addition to university and community-based use, the new venue would allow for touring product that is not currently available in the market. Stakeholder interviews revealed dance, musical theater, and comedy as programmatic gaps in the market that could be filled in the new venue as a complement to existing activity. Based on benchmarking research of other university-based performing arts venues, a wide range of touring product is common and could account for up to 50% of total activity. The activity profile has accommodated a moderate amount of touring product, totaling 40 use days in the large hall.

PROGRAM

- Architectural Program
- Considerations in Organizing Program Elements
- Ivy Corridor Summary

ARCHITECTURAL PROGRAM SUMMARY

Net areas		1200-seat Theater	150-seat Recital Hall	200-seat Black Box	White Box	Rehearsal	Total
1.0	PUBLIC AREAS	16,120	1,055	1,360			18,535
2.0	PERFORMANCE AREA	27,350	3,600	3,505			34,455
3.0	STAGE SUPPORT	4,375		1,120			5,495
4.0	PERFORMER SUPPORT	3,785	400	625			4,810
5.0	WHITE BOX (Exhibition)				2,400		2,400
6.0	REHEARSAL					3,000	3,000
7.0	OFFICE/MEETING	2,100					2,100
8.0	SERVICES	2,740					2,740
Total net floor area (NSF)		56,470	5,055	6,610	2,400	3,000	73,535
Overall net to gross multiplier		1.6	1.6	1.6	1.6	1.6	1.6
Total gross floor area (GSF)		90,350	8,090	10,580	3,840	4,800	117,660

CONSIDERATIONS IN ORGANIZING PROGRAM ELEMENTS

- Service Access**

 - Scenery and equipment
 - Musical instruments
 - Catering
 - Everyday deliveries
 - Trash and recycling
- Public Entry**

 - Relationship to exterior circulation
 - Relationship to green space
 - Vehicular drop-off
- Interior Circulation**

 - Public
 - Students
 - Scenery, equipment, technical staff, and performers
 - Catering
- Adjacencies**

 - Critical support spaces closest to stage
 - BOH spaces arranged for efficient and economical operations
- Aesthetic Objectives**

 - Animating the ground floor with activity
 - Connecting performance spaces to the exterior
 - Connecting performance spaces to interior public areas
 - Providing views into the performance spaces
- Sound Isolation**

 - Using storage rooms or corridors as natural buffers between acoustically critical spaces
 - Avoiding stacking of critical spaces
 - Placing non-critical spaces below rehearsal rooms

GROUNDS
 AND CONTEXT

The University of Virginia, established in 1819, comprises 1,190 Acres in the Piedmont region of Virginia. At the time of its founding, this land, one mile west of Charlottesville, consisted of farm fields and woodlands amidst the rolling countryside of Albermarle County. Today, the University and the City of Charlottesville are intertwined, and much of the land is developed. As the geographic center of Grounds and University land-holdings, the development of the Ivy-Corridor site has the potential to unite Central and North Grounds in a profound way.

-  IVY CORRIDOR
-  UVA FOUNDATION PROPERTY
-  UNIVERSITY OF VIRGINIA PROPERTY



LOCATION

Given its crossroads location on Grounds, the Ivy Corridor site offers a powerful physical connection between North and Central Grounds. Planned strategically, the Ivy district should serve as the University's primary convening, hospitality, and performance space.

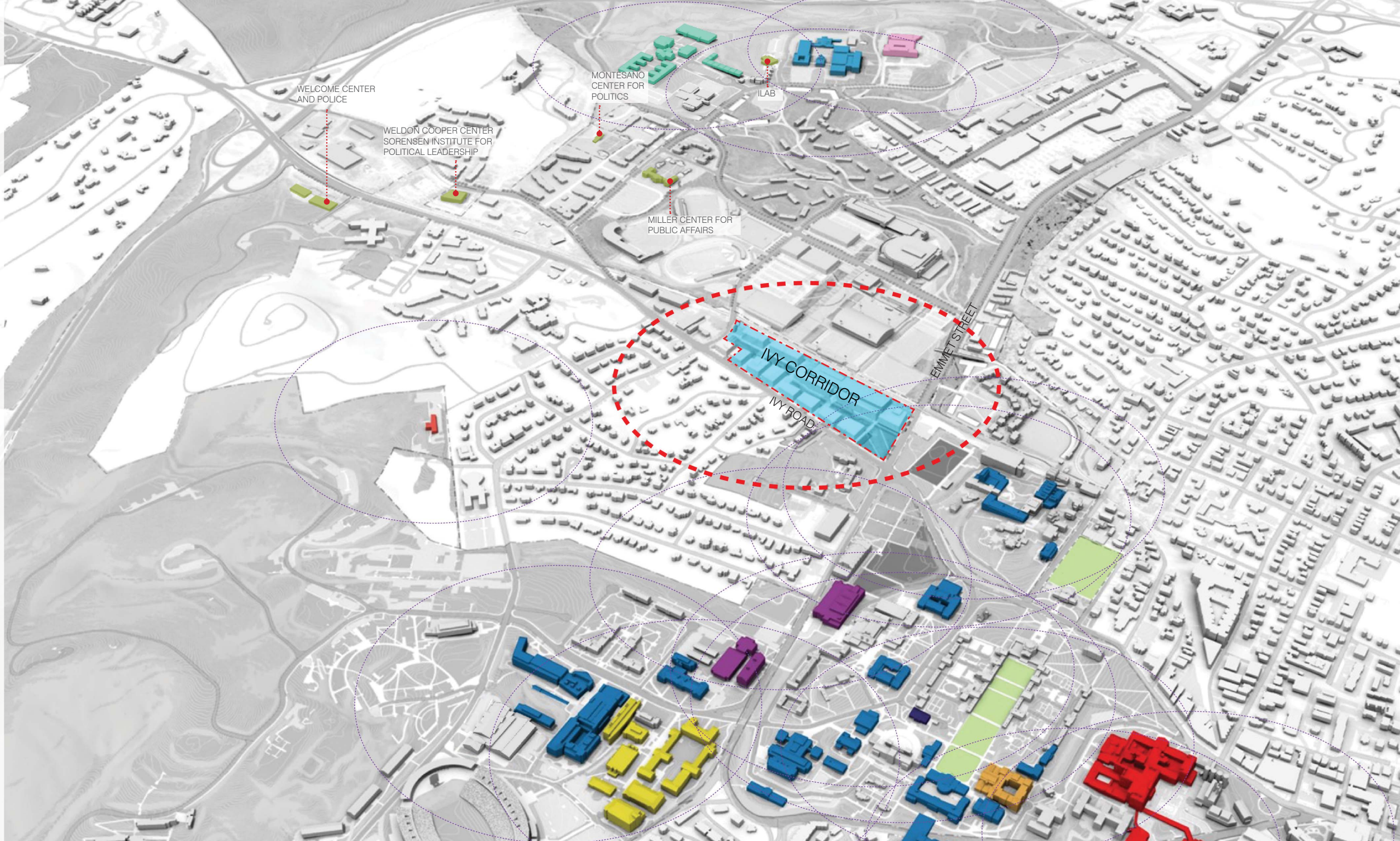


ACADEMIC ADJACENCIES

The University's eleven schools are mostly concentrated within Central Grounds, however, three are located in North Grounds, separated by the University Athletics District. The circles here show roughly 10-minute walking distances from the geographic center of each school.

Inherent in its physical location, the Ivy Corridor Site has the potential to be a powerful connector and convening space between the Schools on Central Grounds and those on North Grounds, and to be a vibrant 24/7 neighborhood unifying Grounds.

- COLLEGE AND GRADUATE SCHOOL OF ARTS & SCIENCES
- CURRY SCHOOL OF EDUCATION
- DARDEN SCHOOL OF BUSINESS
- FRANK BATTEN SCHOOL OF LEADERSHIP AND PUBLIC POLICY
- MCINTIRE SCHOOL OF COMMERCE
- SCHOOL OF ARCHITECTURE
- SCHOOL OF CONTINUING/PROFESSIONAL STUDIES
- SCHOOL OF ENGINEERING AND APPLIED SCIENCE
- SCHOOL OF LAW
- SCHOOL OF MEDICINE
- SCHOOL OF NURSING
- THE JUDGE ADVOCATE GENERAL'S LEGAL CENTER AND SCHOOL
- CENTERS
- 10-MINUTE WALK CIRCLE AROUND UVA SCHOOLS
- 10-MINUTE WALK CIRCLE AROUND THE IVY CORRIDOR



IVY CORRIDOR EXISTING LANDSCAPE

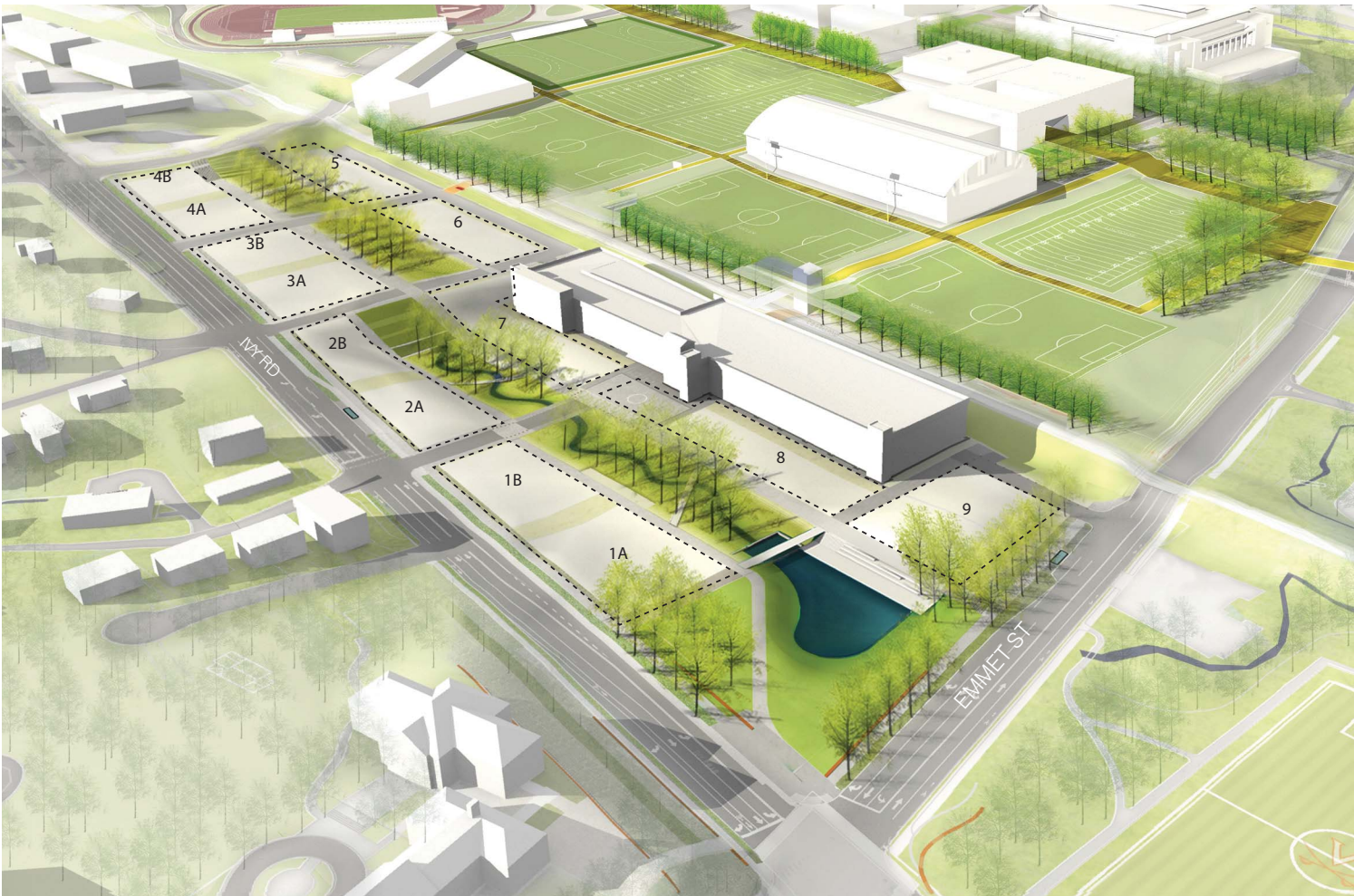
The existing site is approximately 14 acres sloping (42' vertical change) towards Emmet Street from Copeley Street on the west. An existing stream flows through the site west to east (Copeley to Emmet) draining university-owned approximately 160 acres to the west. The stream is partially exposed in the center portion of the site. Current uses on the site consist of commercial, hospitality, residential, office, and a university-owned 1200 car parking garage.



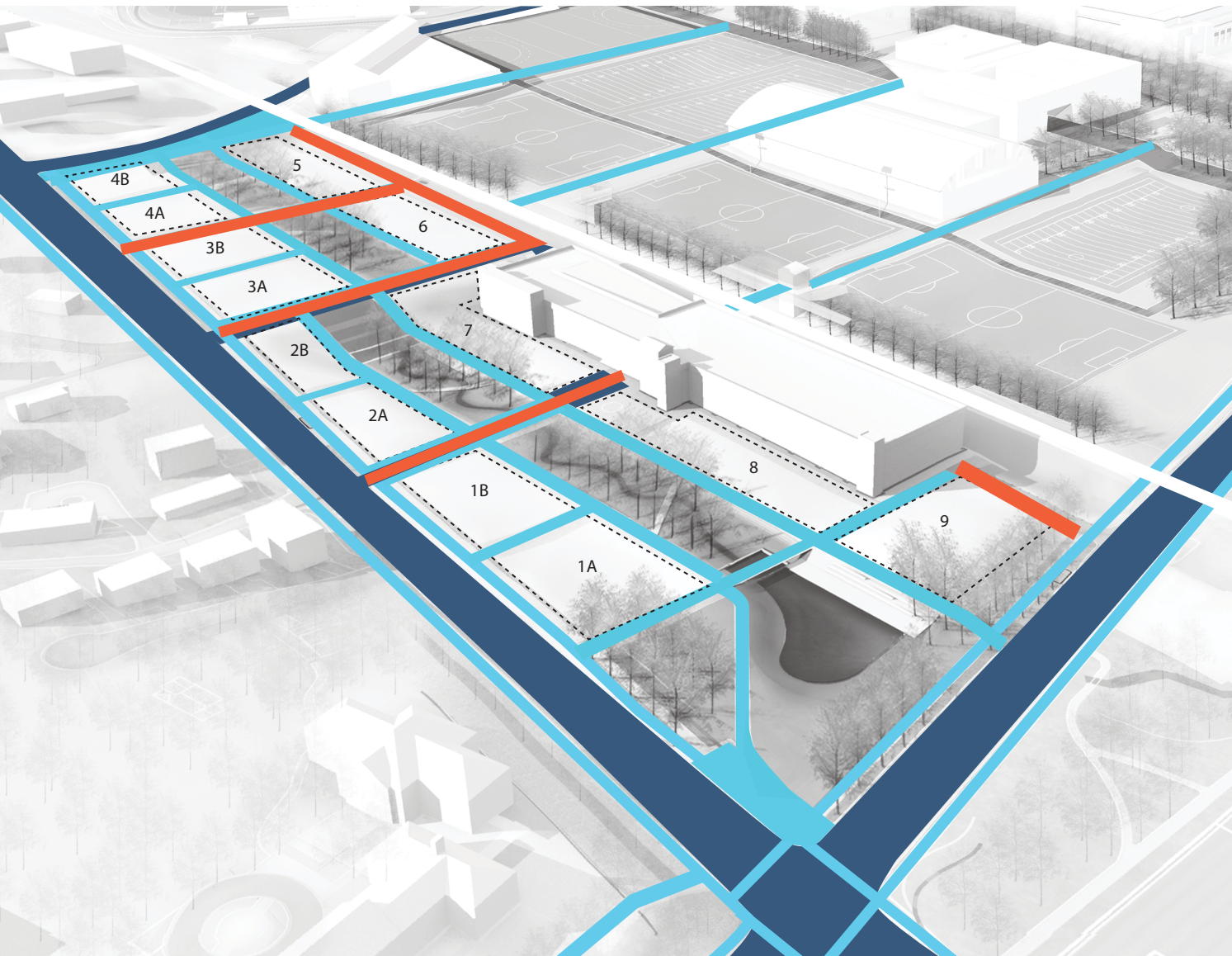
IVY CORRIDOR EXISTING CONDITIONS

IVY CORRIDOR LANDSCAPE FRAMEWORK

The proposed framework plan proposes a reconfigured and improved stream corridor as the central organizing idea. This enables the formation of multiple mixed use and academic use parcels around its perimeter adding real estate and visual value to the district. The perimeter of the site and stream open space will incorporate multiple pedestrian paths serving to unite the entire district, North and Central Grounds, and the adjacent athletic district. Ground floors uses of each building parcel will be carefully choreographed to promote district vitality and activity.



IVY CORRIDOR LANDSCAPE FRAMEWORK



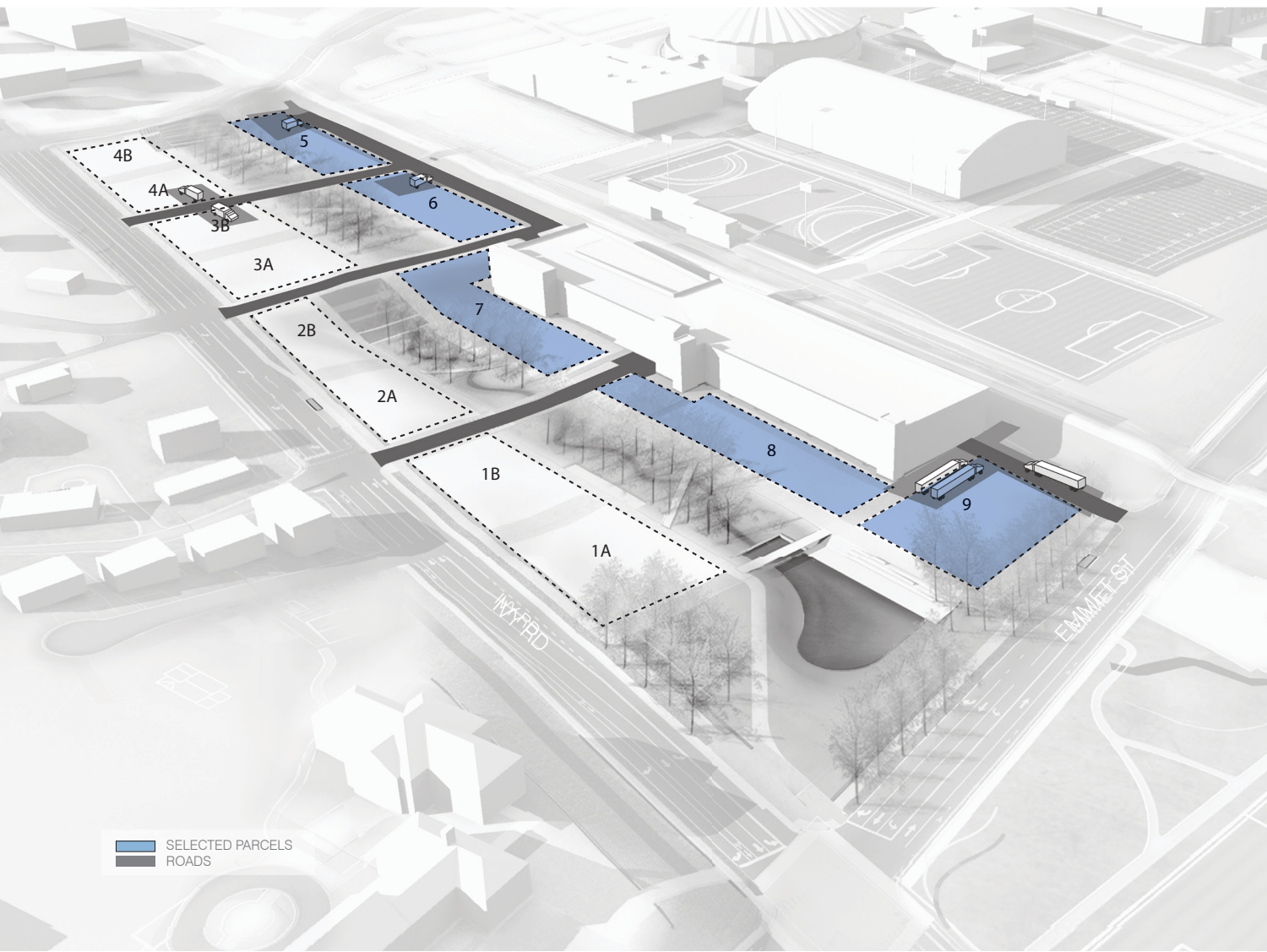
CONNECTIONS TO NORTH AND CENTRAL GROUNDS

Thoughtfully planned university districts offer strong internal and external connections to enable pedestrian interaction, serve the functional needs of emergency and service access, and where appropriate, accommodate safe vehicular passage to parking resources.

- Road
- Pedestrian Walk
- Vehicular/Service Road

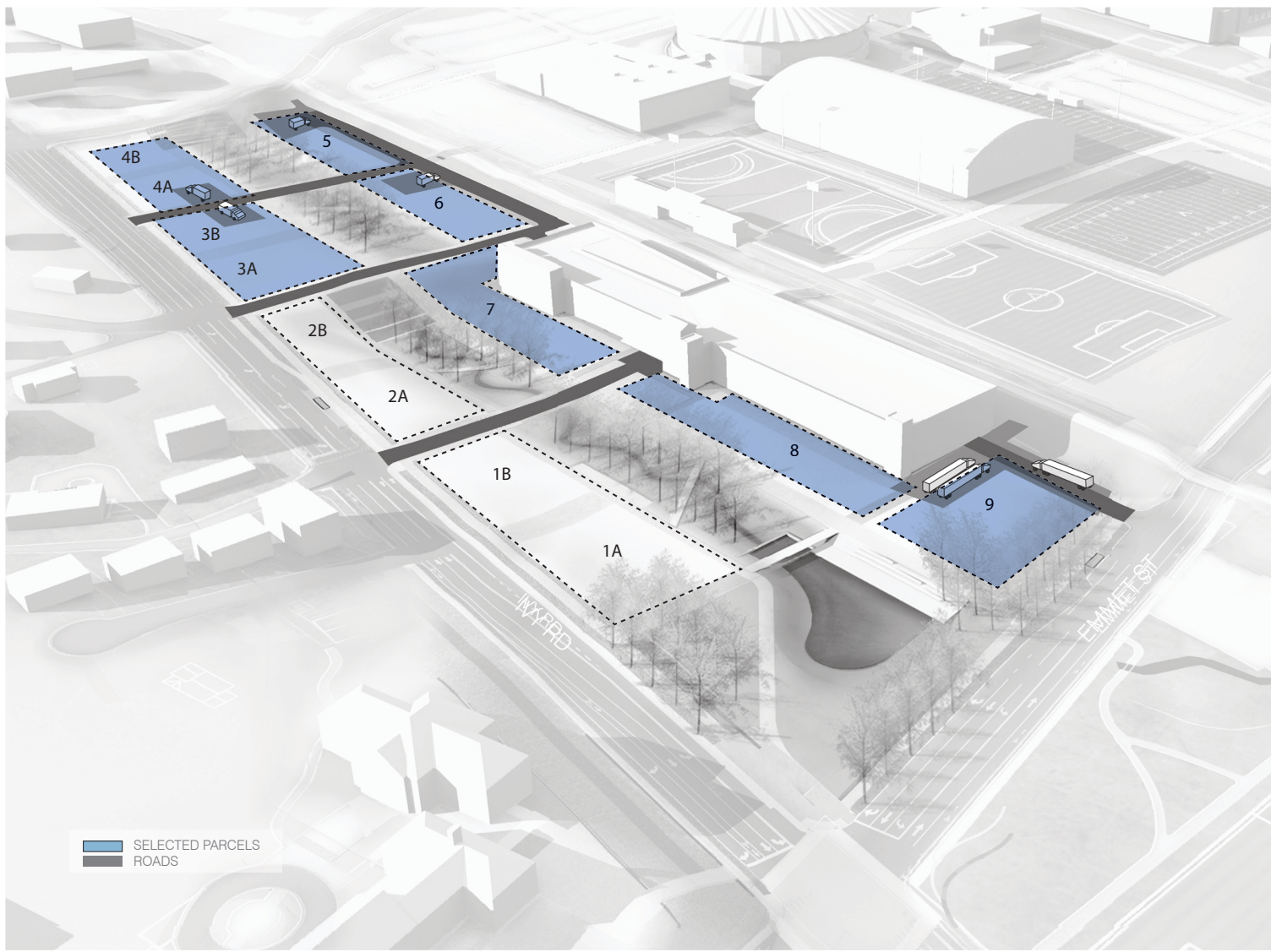
PARCELS WITH PROXIMITY TO PARKING

Parcels support uses that require close proximity and immediate adjacency to parking, such as a Performance Hall, Museum, Hospitality and Conference Facility.

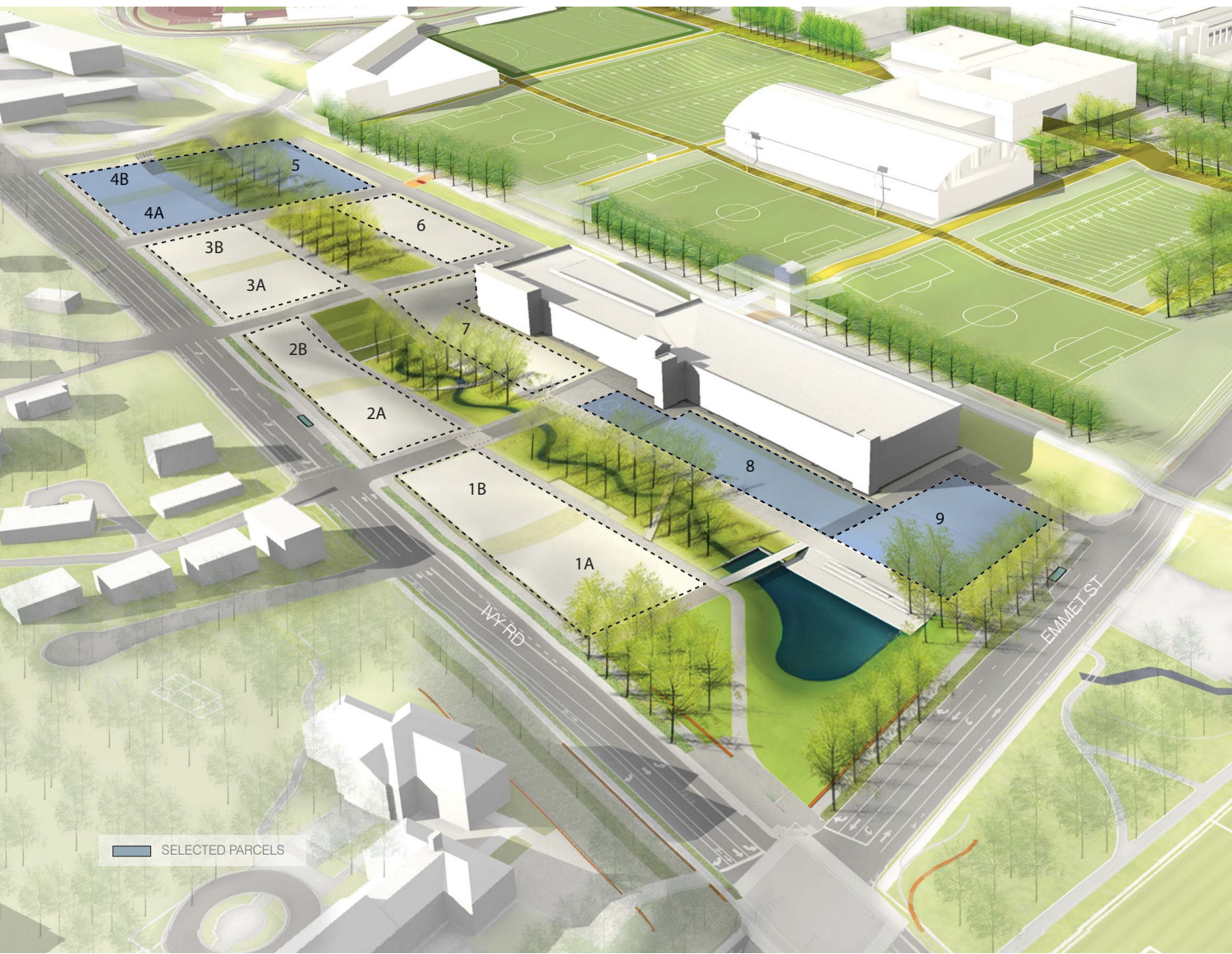


PARCELS SUITABLE FOR HIGH SERVICE NEEDS

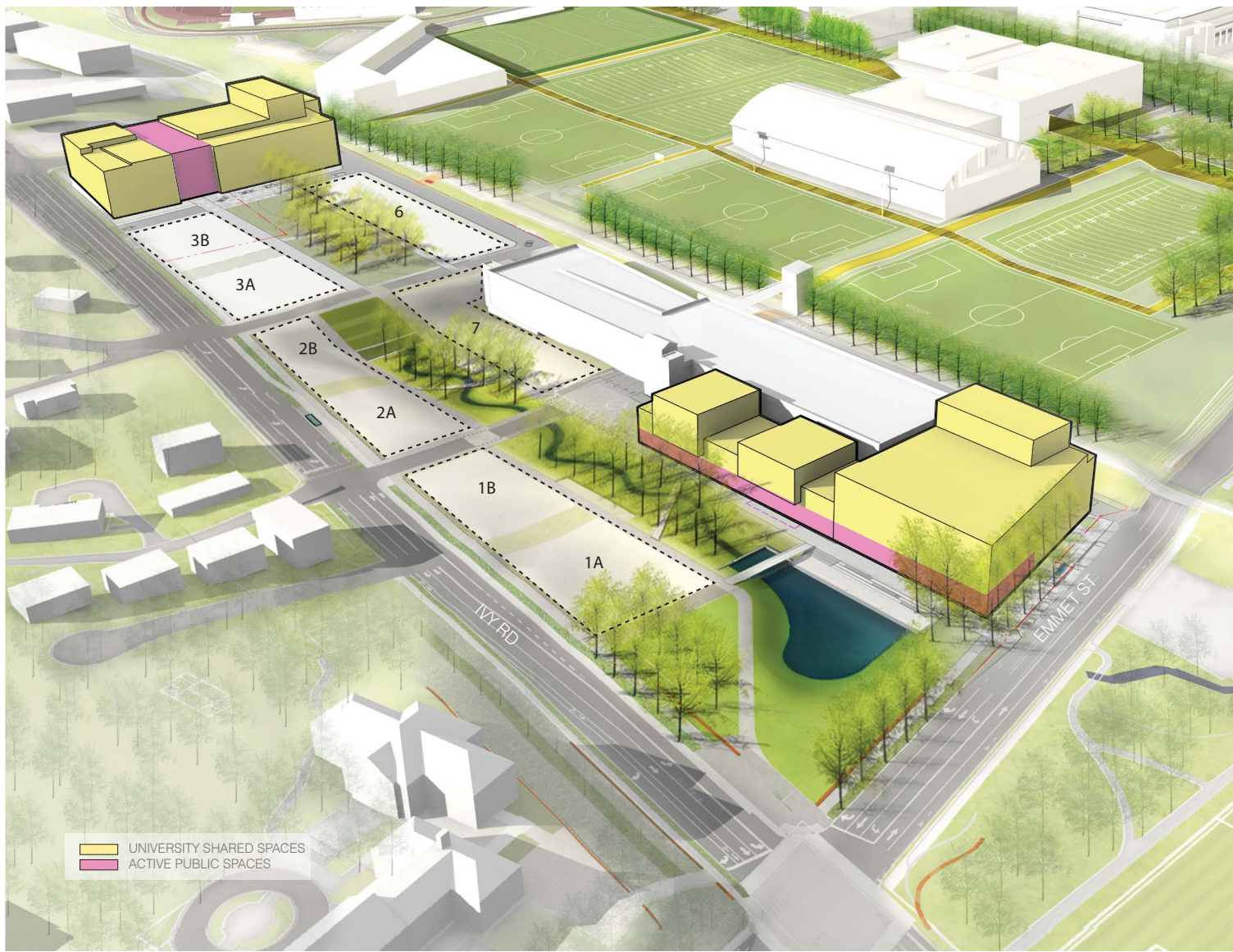
Parcels support uses that require high service and loading demands such as Performance Hall, Museum, Hospitality and Conference Facility.



PARCELS SUITABLE FOR PERFORMING ARTS CENTER



PERFORMING ARTS CENTER FEASIBILITY STUDIES



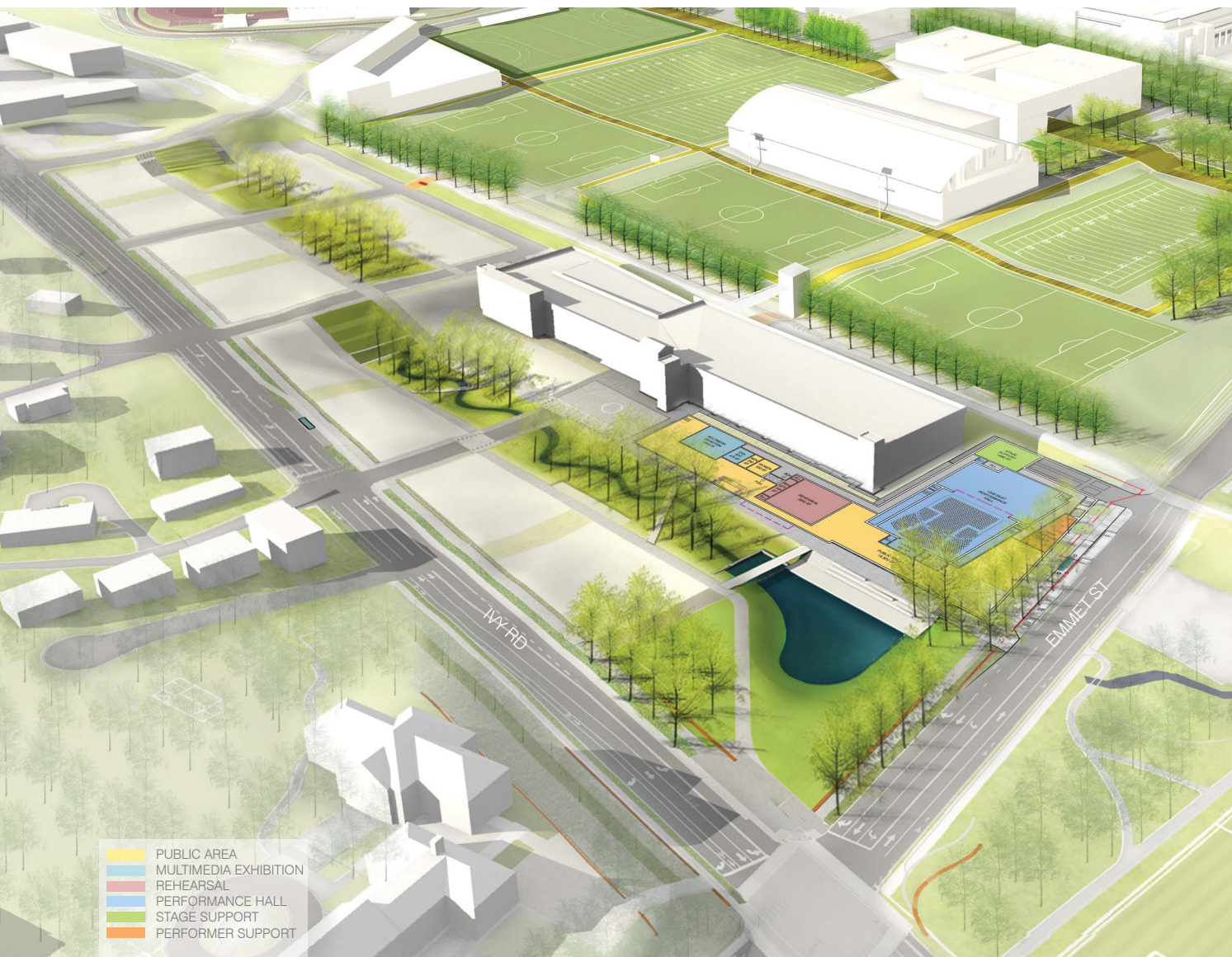
PROPOSED VIEW LOOKING EAST TOWARDS EMMET STREET



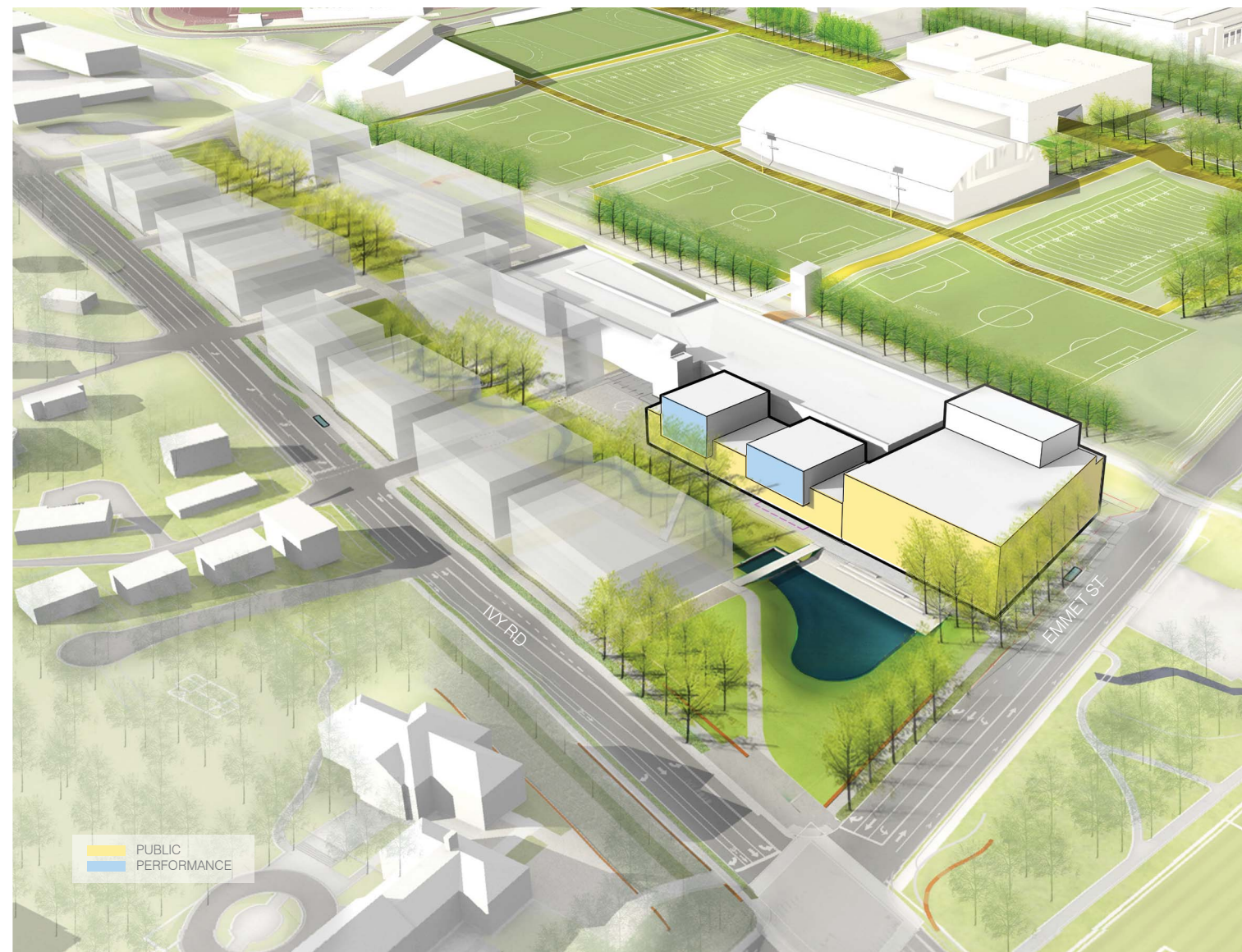
SCENARIOS

- Parcel 8/9 – site fit, access, plans, sections, massing
- Parcel 4/5 – site fit, access, plans, sections, massing
- Evaluation
- Next steps

SCENARIO 1 PARCEL PLAN



SCENARIO 1 BUILDING MASSING



SCENARIO 1 FIRST FLOOR

Floor I is the primary entrance floor and is envisioned as a highly transparent space with strong interaction with the adjacent exterior environments of pedestrian walks, pond terraces, and entry courtyard. The arrival courtyard enables drop off for patrons and guests and is indicated to the left of the proposed building before entering the garage. For special events, valet service would be accommodated here.

The main service court for the performance venues is located off Emmet Street adjacent to the railroad tracks.

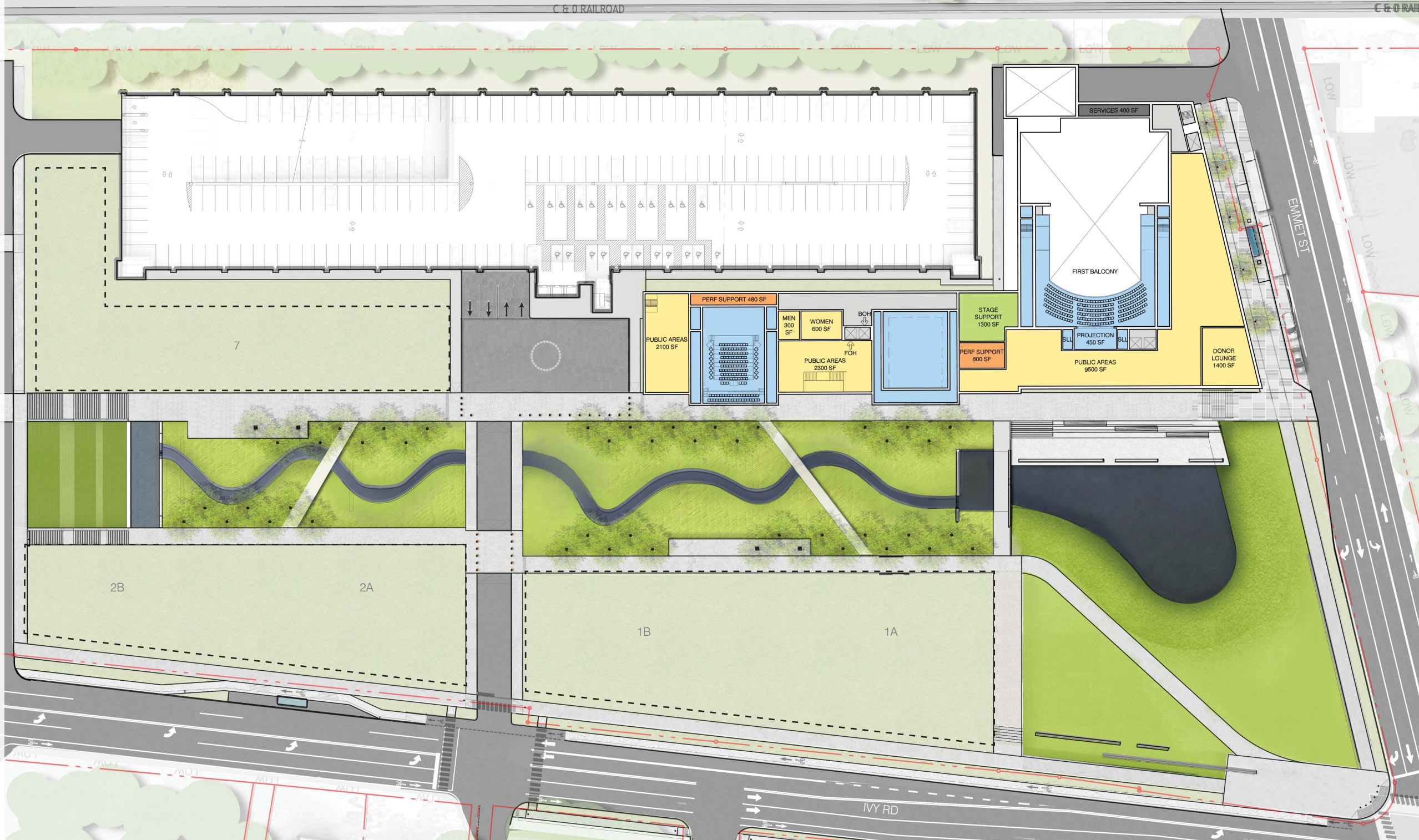
- ENTRANCE
- PUBLIC AREA
- MULTIMEDIA EXHIBITION
- REHEARSAL
- PERFORMANCE HALL
- STAGE SUPPORT
- PERFORMER SUPPORT



SCENARIO 1 SECOND FLOOR

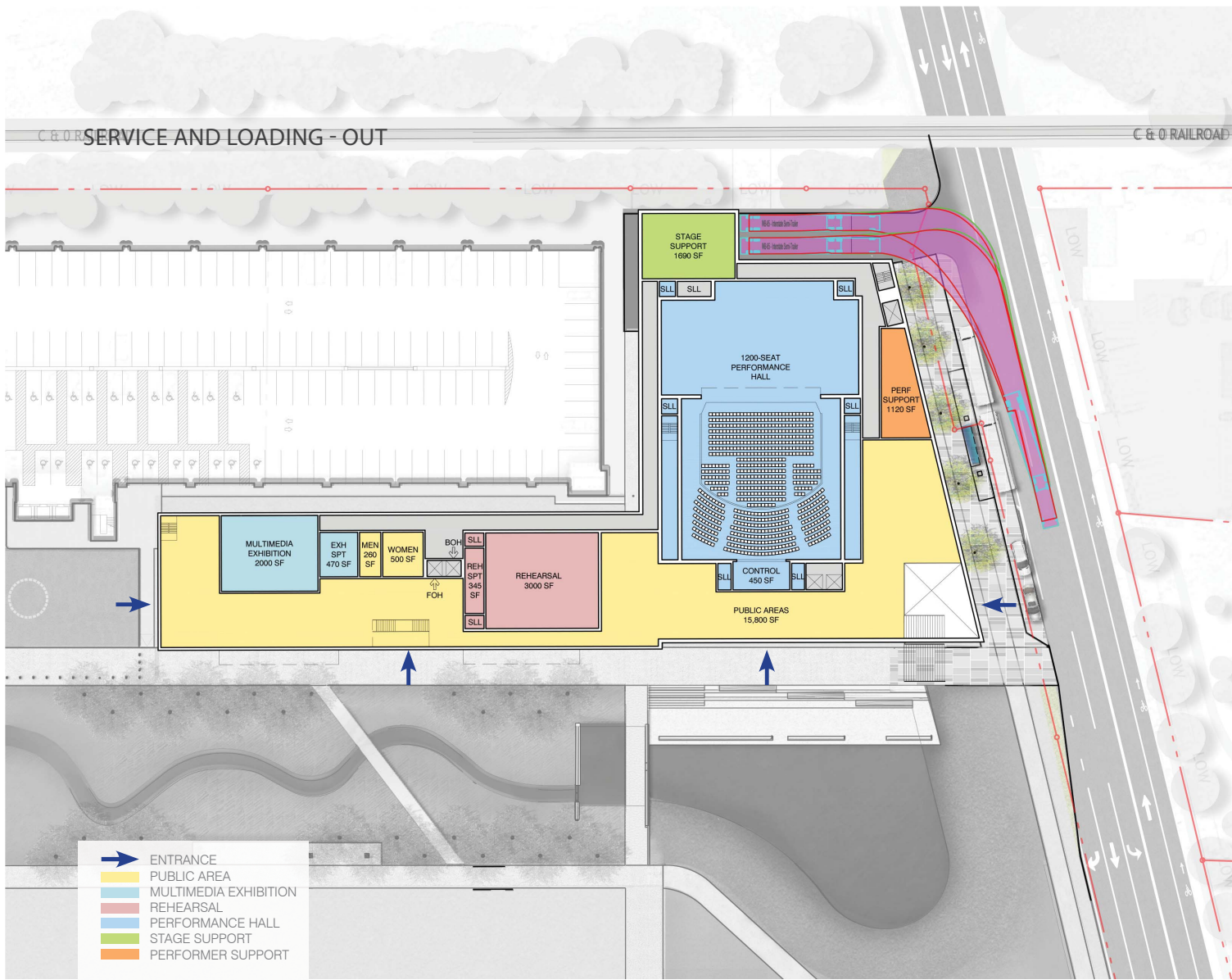
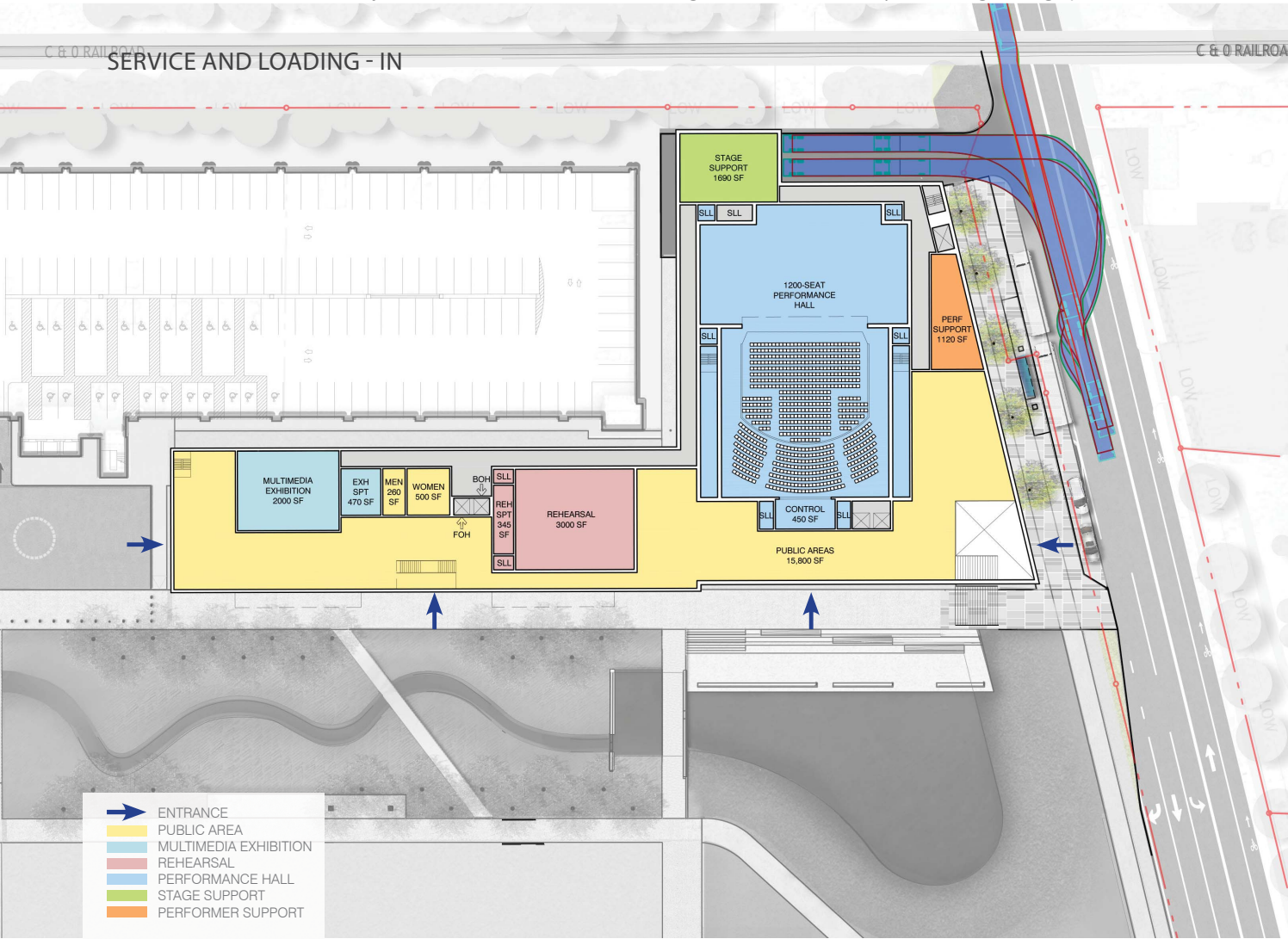
Floor II is served by multiple elevator cores providing access and lobby spaces to the individual performance venues of recital hall and black box. Floor II also provides access to the upper performance hall seating and donor lounge.

- ENTRANCE
- PUBLIC AREA
- MULTIMEDIA EXHIBITION
- REHEARSAL
- PERFORMANCE HALL
- STAGE SUPPORT
- PERFORMER SUPPORT

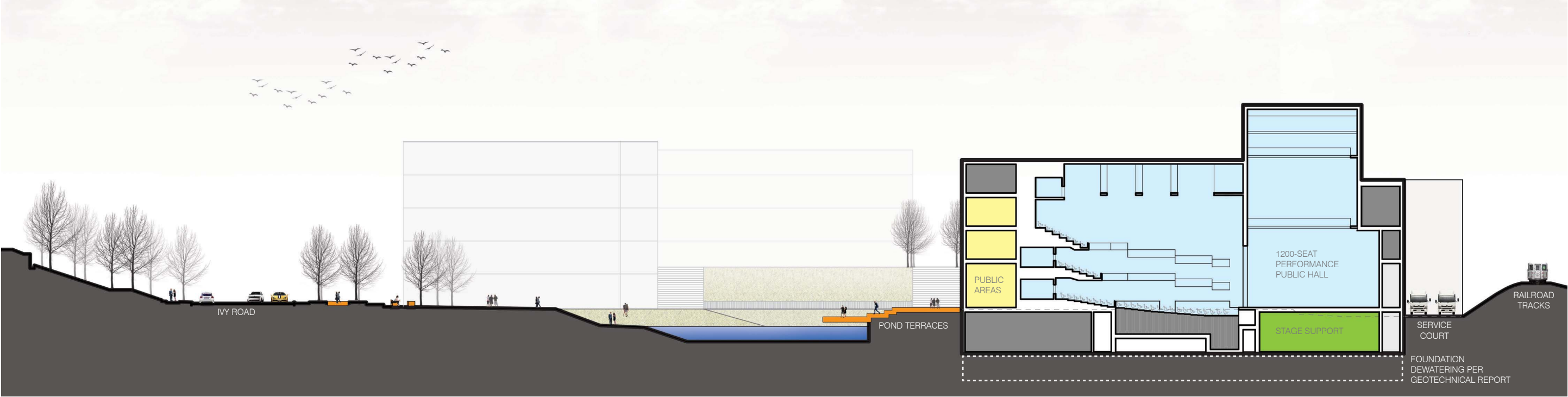


SCENARIO 1 SERVICE AND LOADING

At least two truck bays are needed to accept touring shows, which arrive with multiple semi-trucks of costumes, scenery, and equipment. Semi-trucks must be able to enter and leave each truck bay while the other bay is occupied, so that load-in and load-out operations are continuous without delays while trucks are repositioned. Semi-trucks approaching the loading bays must cross multiple lanes of traffic on Emmet Street in Scenario 1 or Ivy Road in Scenario 2, so a traffic management detail will be required during loading operations.

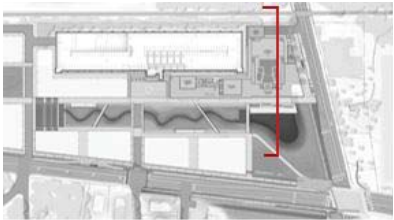


SCENARIO 1
SITE SECTION

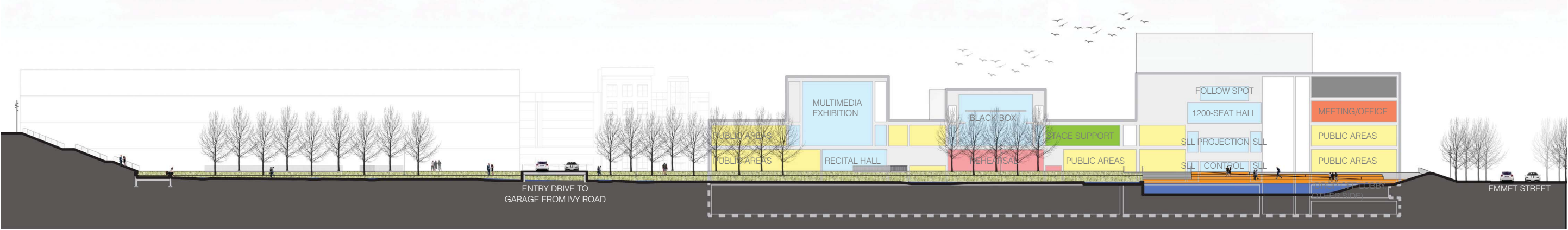


SECTION

- PUBLIC AREA
- MULTIMEDIA EXHIBITION
- REHEARSAL
- PERFORMANCE HALL
- STAGE SUPPORT
- PERFORMER SUPPORT



SCENARIO 1
SITE SECTION & ELEVATION



PROGRAM SECTION

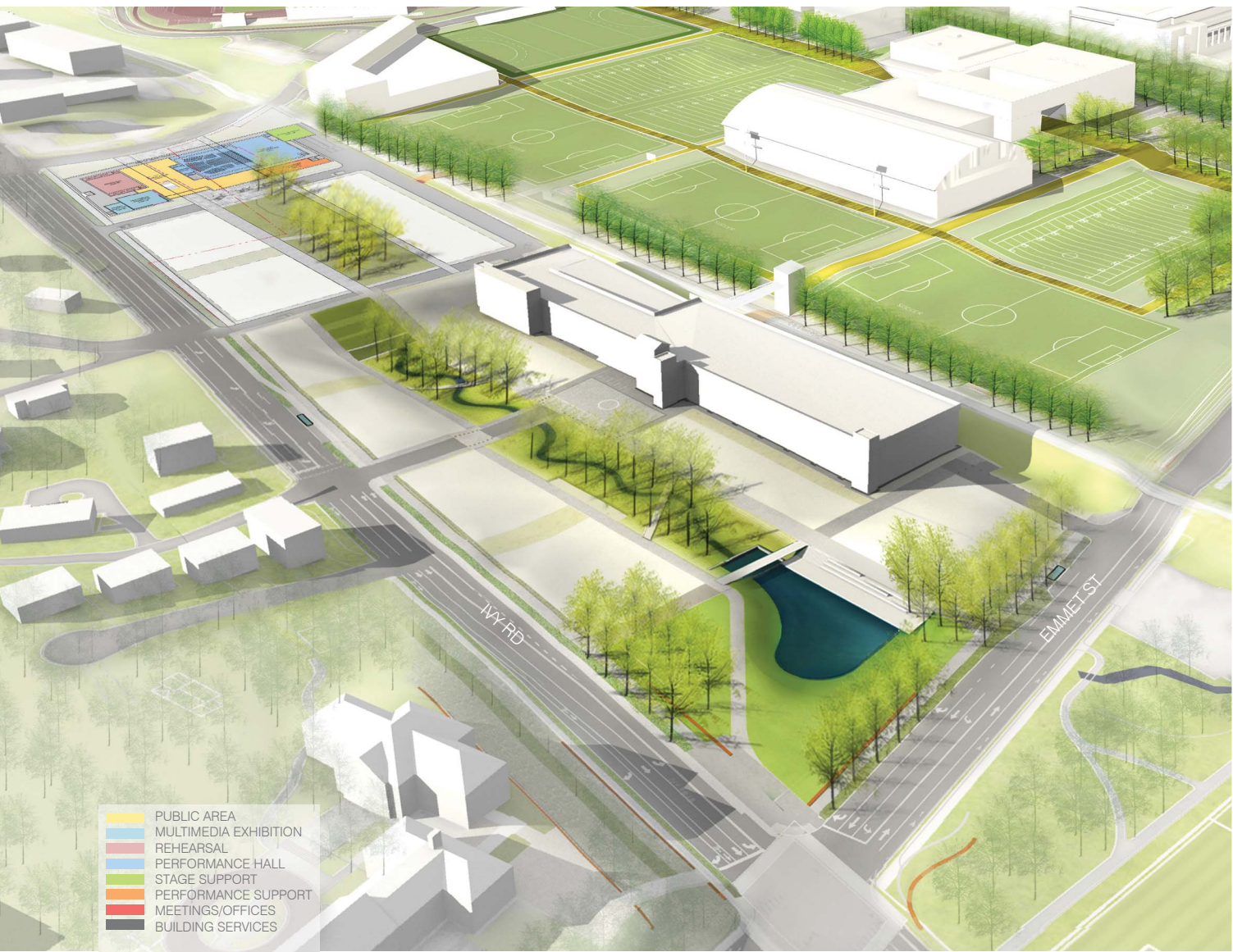


MASSING ELEVATION

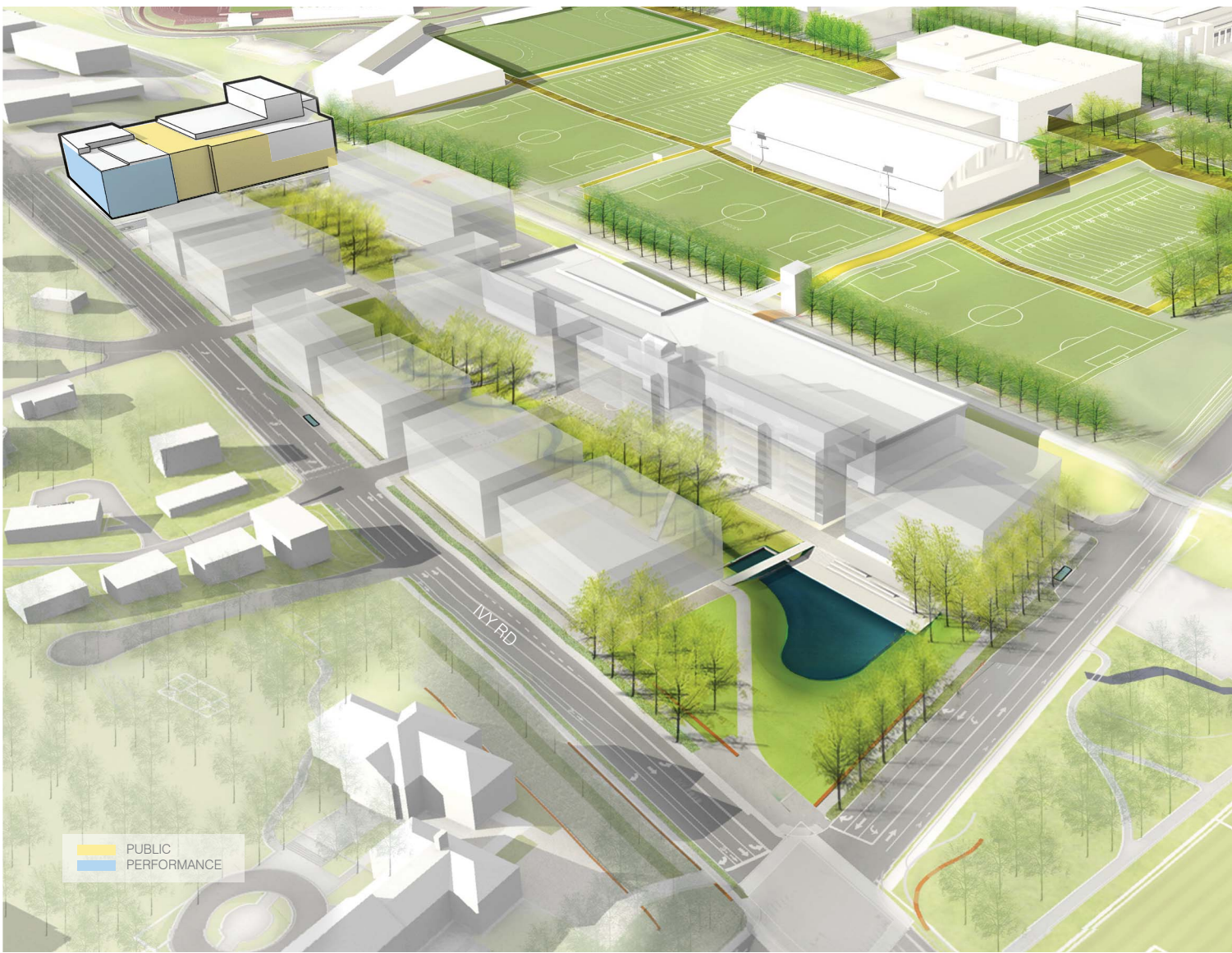
- PUBLIC AREA
- MULTIMEDIA EXHIBITION
- REHEARSAL
- PERFORMANCE HALL
- STAGE SUPPORT
- PERFORMER SUPPORT



SCENARIO 2
PARCEL PLAN



SCENARIO 2
BUILDING MASSING



SCENARIO 2 FIRST FLOOR

Floor I is the primary pedestrian and vehicular access from the internal green. An arrival court enables elegant arrival for events at this level as well as long vistas down the length of the green. Beyond the arrival court, below grade parking is provided under the building or further along in the existing garage.

Floor I provides the main service court access next to the adjacent railroad tracks.

- ➡ ENTRANCE
- PUBLIC AREA
- MULTIMEDIA EXHIBITION
- REHEARSAL
- PERFORMANCE HALL
- STAGE SUPPORT
- PERFORMER SUPPORT
- MEETINGS/OFFICES
- BUILDING SERVICES



SCENARIO 2 SECOND FLOOR

Floor II accommodates upper balcony seating for the performance hall and the donor's lounge.

This floor has excellent views eastward down the green.

- ➔ ENTRANCE
- PUBLIC AREA
- MULTIMEDIA EXHIBITION
- REHEARSAL
- PERFORMANCE HALL
- STAGE SUPPORT
- PERFORMER SUPPORT
- MEETINGS/OFFICES
- BUILDING SERVICES



SCENARIO 2 THIRD FLOOR

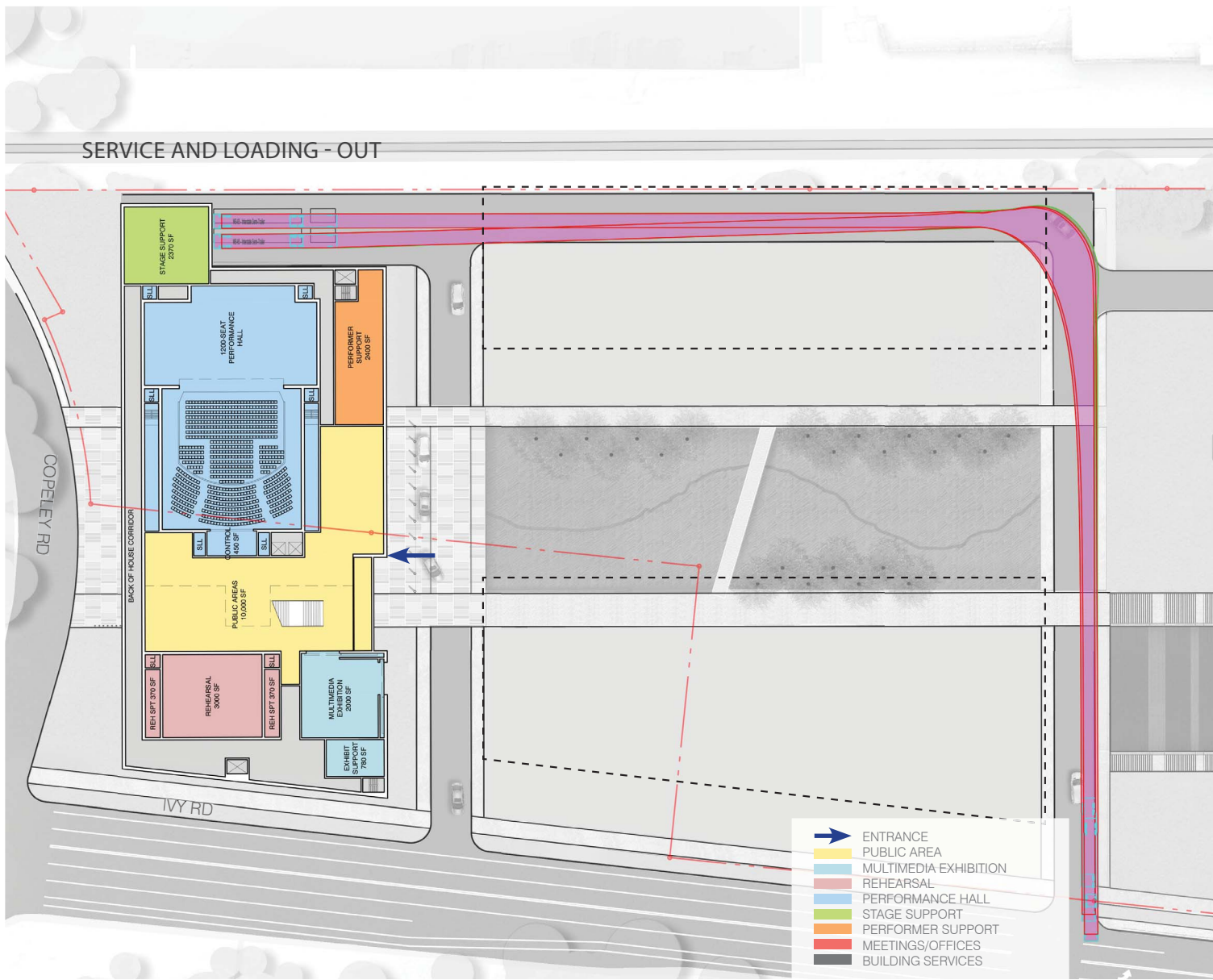
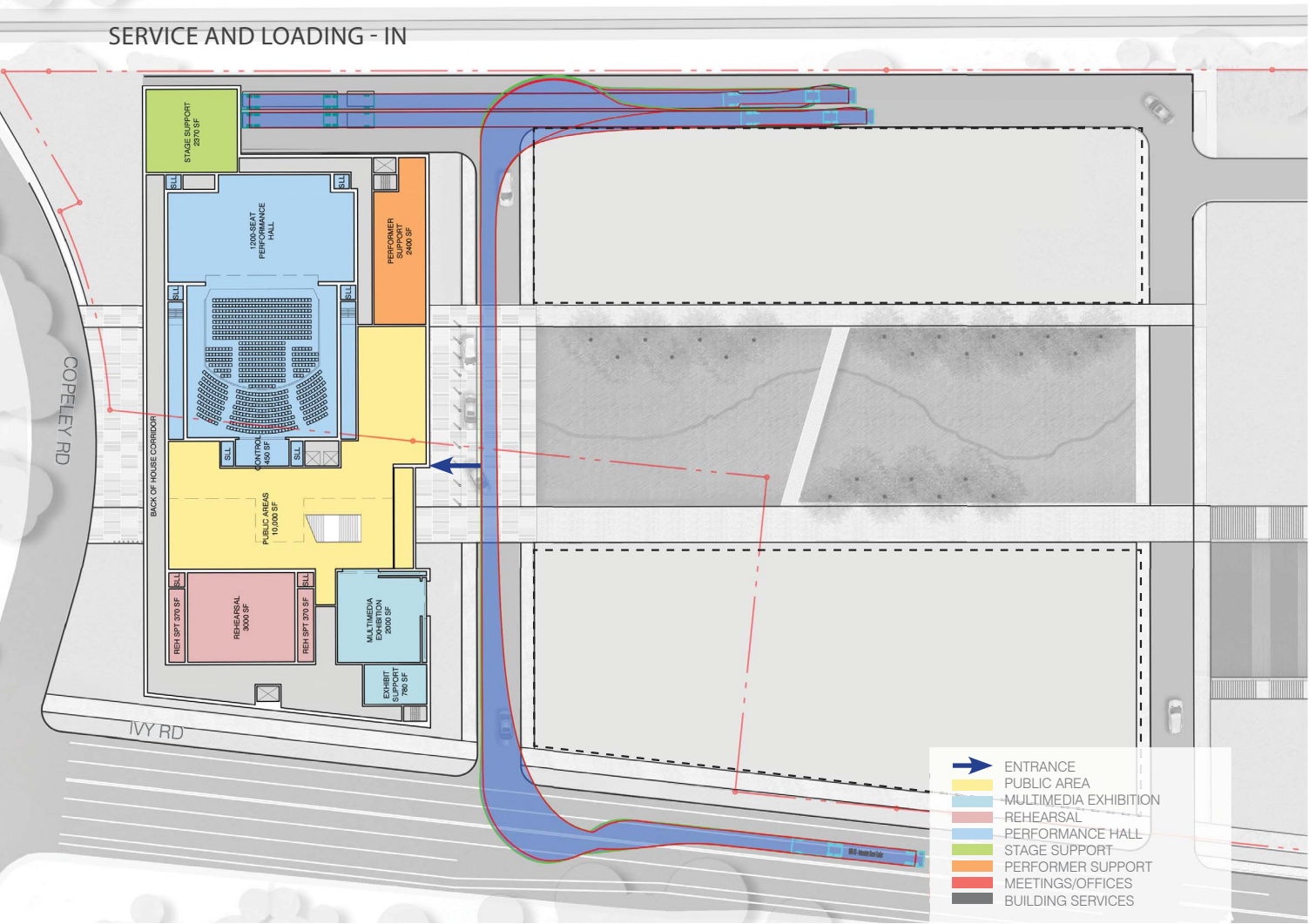
Floor III is the upper entry and arrival space from Copeley Street. Upper level seating for the performance hall is accessed here as well as the recital hall and black box theater. the public areas of the lobby provide a strong identity on Copeley as well as stunning views eastward down the green.



- ➡ ENTRANCE
- PUBLIC AREA
- MULTIMEDIA EXHIBITION
- REHEARSAL
- PERFORMANCE HALL
- STAGE SUPPORT
- PERFORMER SUPPORT
- MEETINGS/OFFICES
- BUILDING SERVICES

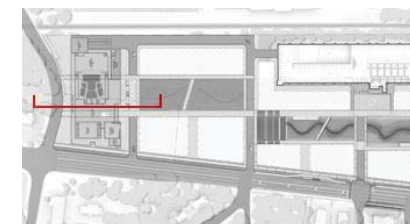
SCENARIO 2 SERVICE AND LOADING

At least two truck bays are needed to accept touring shows, which arrive with multiple semi-trucks of costumes, scenery, and equipment. Semi-trucks must be able to enter and leave each truck bay while the other bay is occupied, so that load-in and load-out operations are continuous without delays while trucks are repositioned. Semi-trucks approaching the loading bays must cross multiple lanes of traffic on Emmet Street in Scenario 1 or Ivy Road in Scenario 2, so a traffic management detail will be required during loading operations.

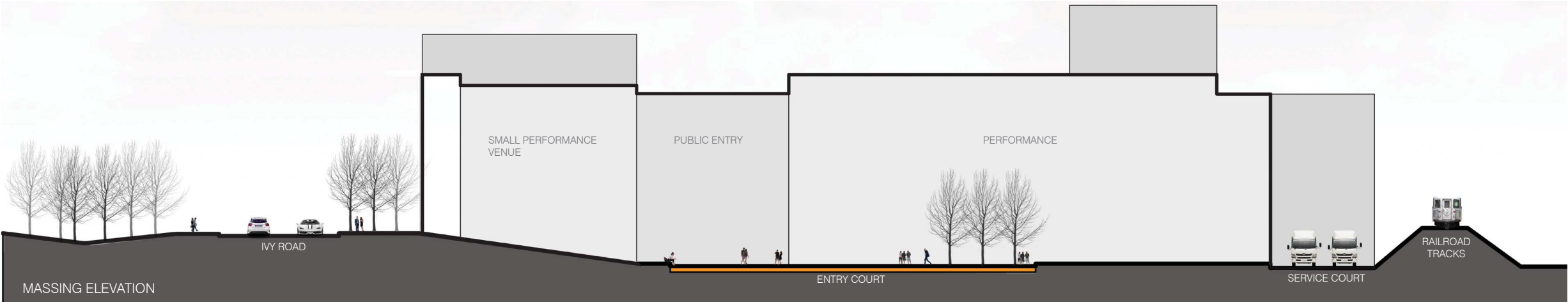
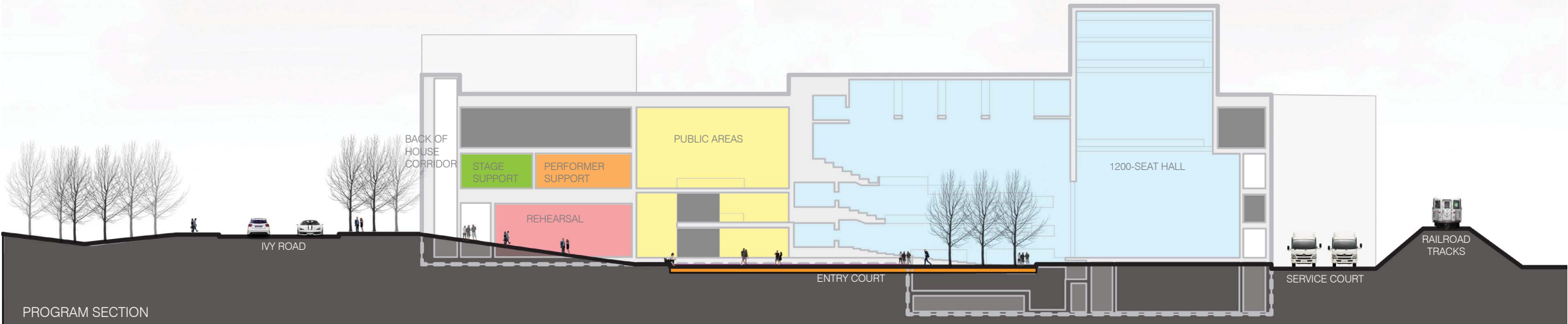


An architectural elevation rendering of a proposed building complex. The scene is set against a sky with soft, colorful clouds in shades of pink, orange, and blue. In the foreground, a dark grey ground plane represents the site. On the left, a road labeled 'COPELEY ROAD' runs horizontally. To its right is a building with a yellow facade, labeled 'PUBLIC AREAS' in its upper section. This building features a series of stairs and a ramp leading down to an 'ARRIVAL COURT' area. Further right is a long, low building with a light grey facade, labeled 'DISTRICT GREEN' below it. This building is flanked by rows of bare trees. To the right of the trees is another building with a light grey facade. The overall style is a clean, modern architectural illustration.

- PUBLIC AREA
- MULTIMEDIA EXHIBITION
- REHEARSAL
- PERFORMANCE HALL
- STAGE SUPPORT
- PERFORMER SUPPORT
- MEETINGS/OFFICES
- BUILDING SERVICES

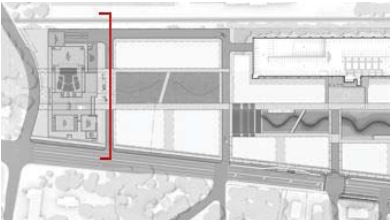


SCENARIO 2
SITE SECTION & ELEVATION



- PUBLIC AREA
- MULTIMEDIA EXHIBITION
- REHEARSAL
- PERFORMANCE HALL
- STAGE SUPPORT
- PERFORMER SUPPORT
- MEETINGS/OFFICES
- BUILDING SERVICES

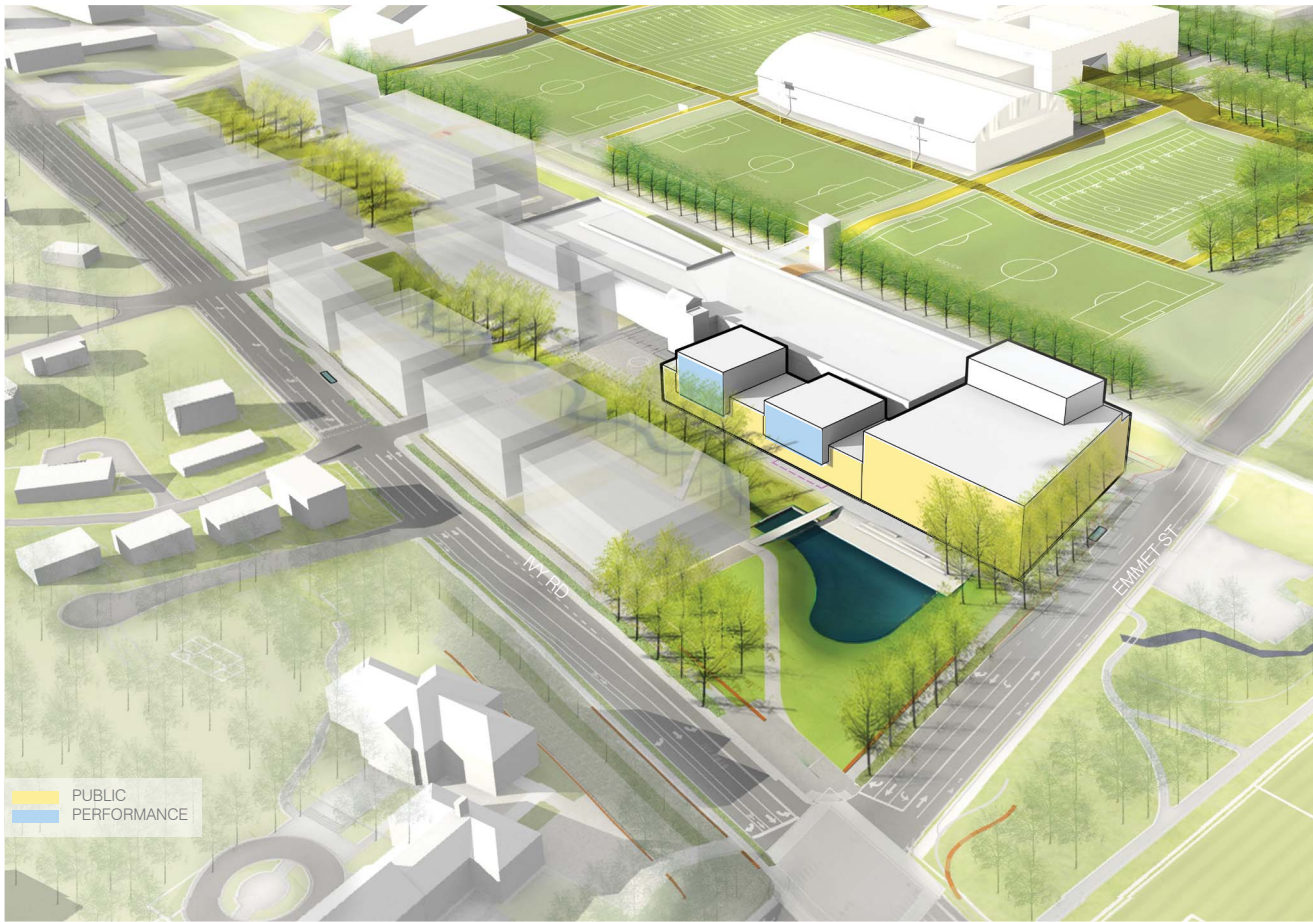
Grading and entry court elevation to be reviewed if this site is selected for performance program.



SCENARIO 1 EVALUATION

This is the cornerstone parcel of the entire Ivy Road district. Scenario 1 optimizes this corner parcel at Emmet and Ivy Road intersection, placing the performance venue close to the Carr’s Hill Arts Grounds and the Central Academic Grounds. The proposed foreground to this location is the large green space and open stream assets of the Ivy Road district. This site is also immediately next to the existing parking garage and could easily be adapted to provide covered passage directly to the performance hall.

Possible premium costs to this site are the proximity to railroad tracks (vibration and acoustical concerns), high ground water conditions for the basement level (requiring potential dewatering), and a constrained service area given proximity to Emmet/Ivy intersection.

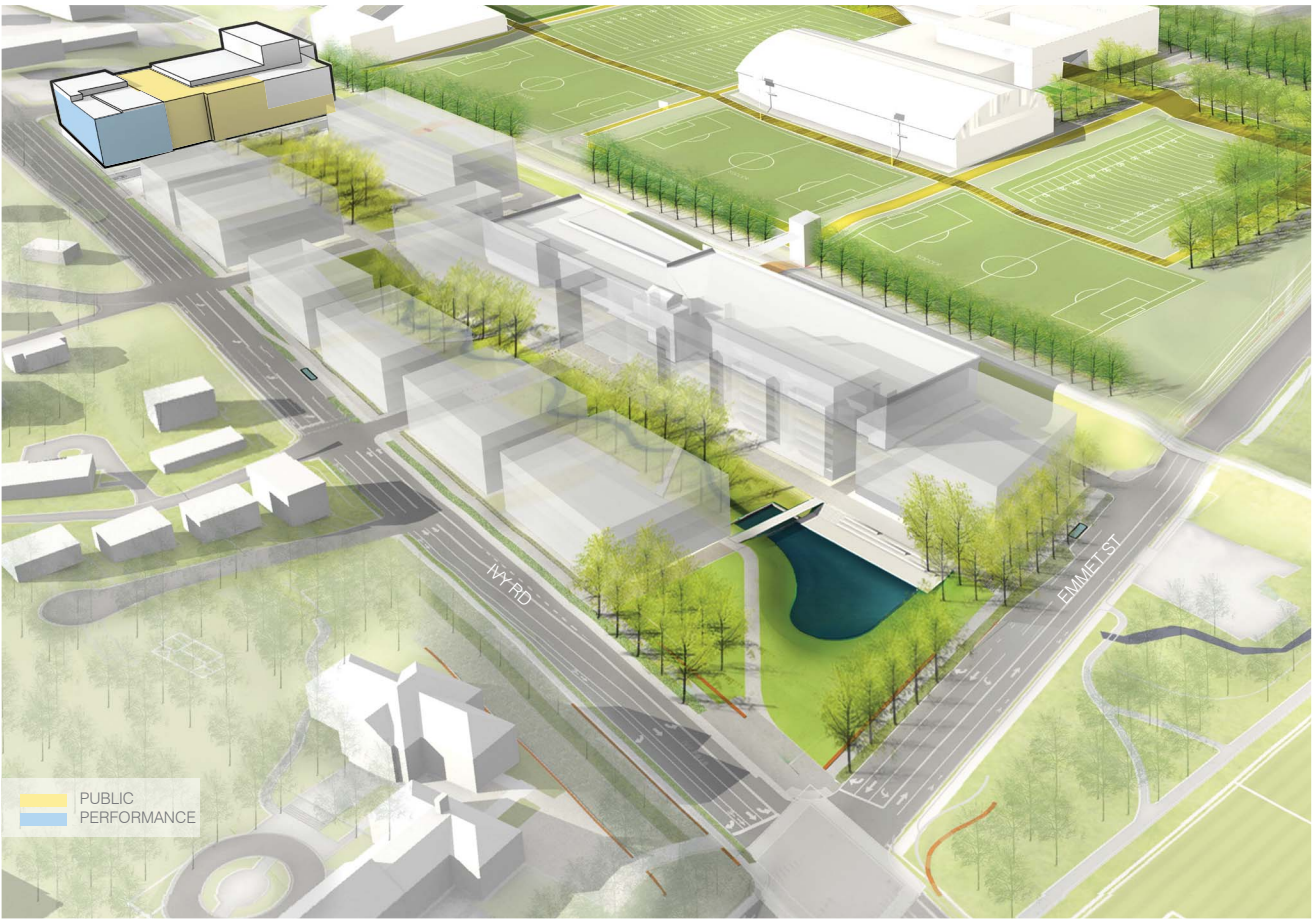


Scenario 1 Overall Framework Plan

SCENARIO 2 EVALUATION

This scenario places the performance venue at the highest point of the parcel, occupying the Ivy road and Copeley Road intersection. This site terminates the long wetland green that is proposed as the heart and organizing idea of the district. The venue's program has more room to stretch out on this site offering potential entry frontages on Copeley and the proposed green on the east. The lower green side entry enables a formal arrival court for drop off with either valet service to the garage or potential access to a below grade garage on site. The site provides good access and ample space for service.

Possible premium cost would be configuring the program to take advantage of the Copeley, Ivy Road, and green frontages with open transparent program uses; the 20' grade change from the Copeley frontage to the green side arrival court offers dramatic interior space opportunities as well as additional circulation program need to accommodate that grade change. The site is 400' to the existing garage necessitating either a patron valet service to that garage or accommodating an additional garage level below the proposed performance hall.



Scenario 2 Overall Framework Plan

NEXT STEP

FINANCIAL



To continue advancing this project, next steps include developing a business plan for the Master Plan project. The consultant would continue to coordinate work with the architects and theater planners to ensure the work reflects Master Plan advancement and the functionality of the building(s). The consultant would research and present alternate operating model options, developing policies and practices to address the variety of needs and operating practices. After recommending and reviewing the preferred approach with key parties, the consultant would develop a financial operating model with detailed activity estimates, staffing, and pricing recommendations. This model would be reviewed and presented to the study group.

APPENDIX

- Museum Study
- Investigations to Date
- Stakeholder Meetings
- Market Assessment
- Benchmarking Studies and Building Senarios
- Venue Inventory
- Building Program Detail

MUSEUM STUDY

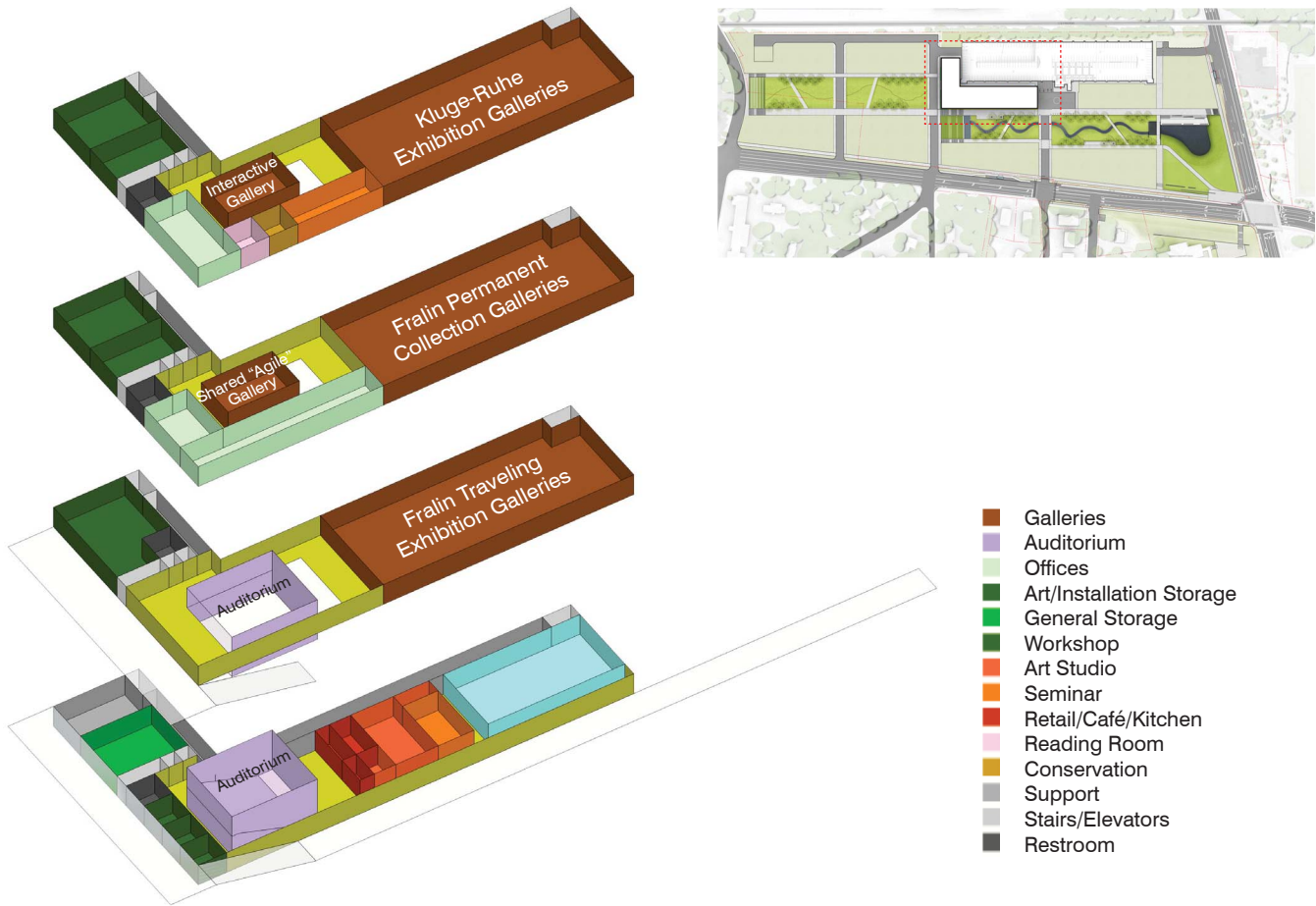
The idea of combining the Museum and Performance Hall programs on adjacent parcels or in a single building emerged in the course of discussions with the Performance Hall Advisory Committee. These ideas were explored under separate contract by DumontJanks in Spring 2018. The program for the Museum component was derived from The University of Virginia Art Museums Planning Study Final Report by brightspot strategies, 2018.

- Scenario 1 - Long Program
- Scenario 2 - Museum + Performance
- Scenario 3A - Combined Program
- Scenario 3B - Combined Program / 5 Floors

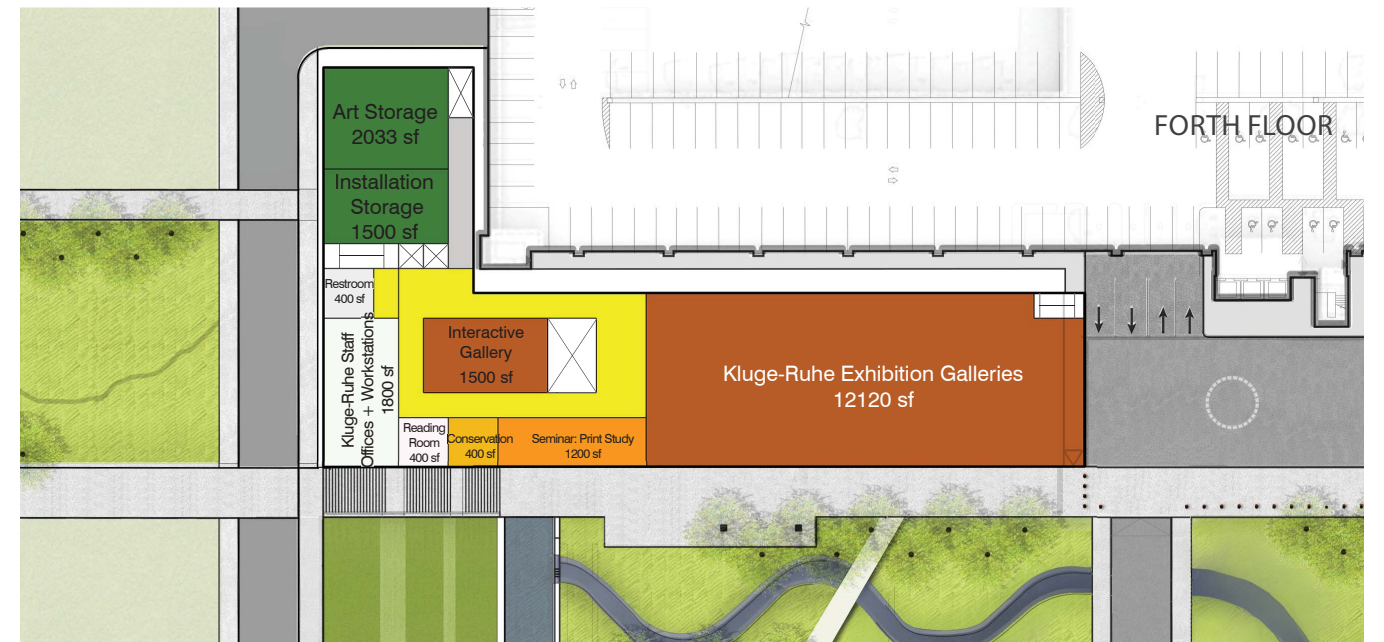
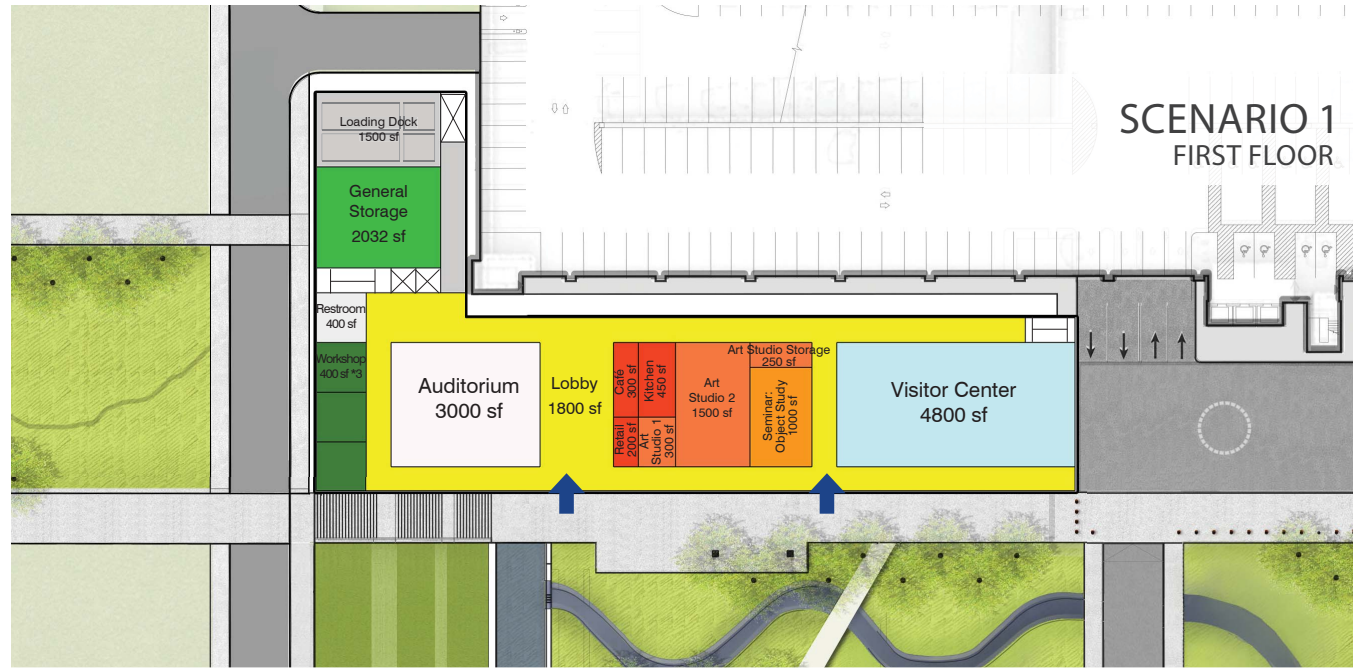
SCENARIO 1
LONG PROGRAM 102,236 GSF

This idea indicates a standalone accommodation of the museum program at the west end of the existing garage. This scenario makes dramatic use of the adjacent grade change of 27' at this location in the district.

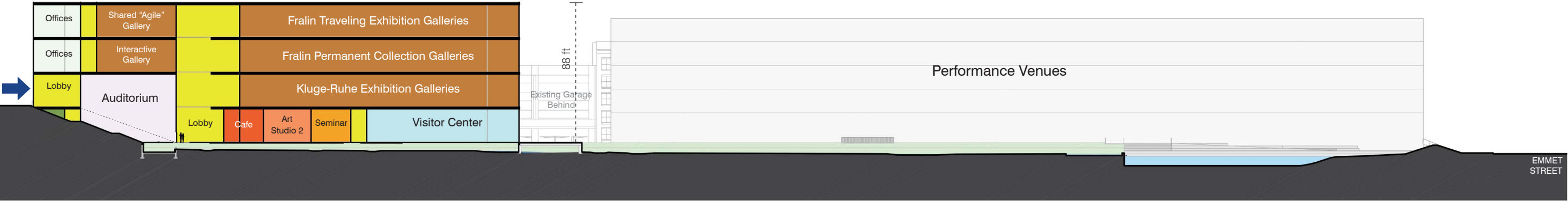
Separate arrival and drop off can be accommodated with this location at the west and upper end of the site from Ivy Road.



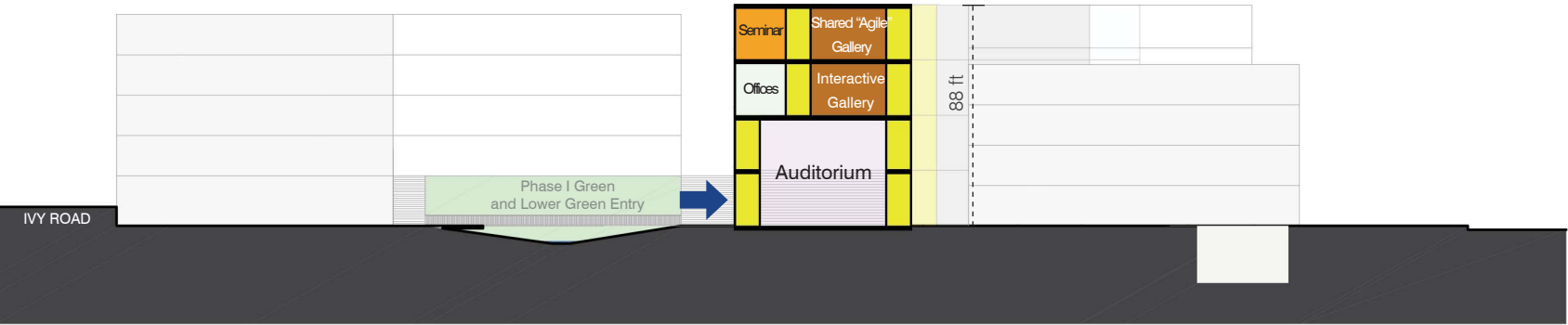
	UVA	DJ	
Program	Greenway 95k	Scenario 1 95K (long program)	Scenario 1 Comparison
Kluge-Ruhe Exhibition Galleries	11395	12120	725
Kluge-Ruhe Staff Offices + Workstations	1600	1800	200
Fralin Traveling Exhibition Galleries	10500	12120	1620
Fralin Permanent Collection Galleries	10328	12120	1792
Fralin Staff Offices + Workstations	3360	3800	440
Art Storage	5888	7197	1309
General Storage	2040	2032	-8
Installation Storage	1255	3000	1745
Workshop	1290	1200	-90
Shared "Agile" Gallery	1600	1500	-100
Interactive Gallery	1700	1500	-200
Lobby	2313	4200	1887
Loading Dock	700	1500	800
Seminar: Print Study	1226	1200	-26
Seminar: Object Study	1000	1000	0
Artist Studio 1	400	300	-100
Artist Studio 2	1400	1500	100
Artist Studio Storage	200	250	50
Retail	200	200	0
Café	200	300	100
Catering Kitchen	500	450	-50
Conservation	500	400	-100
Reading Room	504	400	-104
Auditorium	2500	3000	500
Restroom	1940	1600	-340
Meeting Pavilion	0	0	0
Total	64539	74689	10150



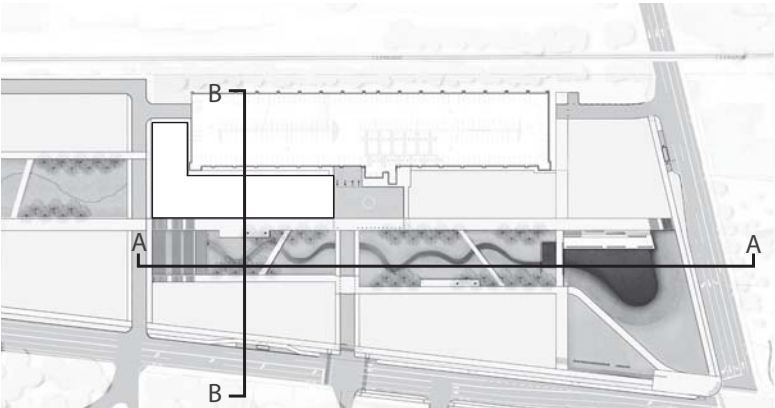
SCENARIO 1
SECTIONS



SECTION AA



SECTION BB

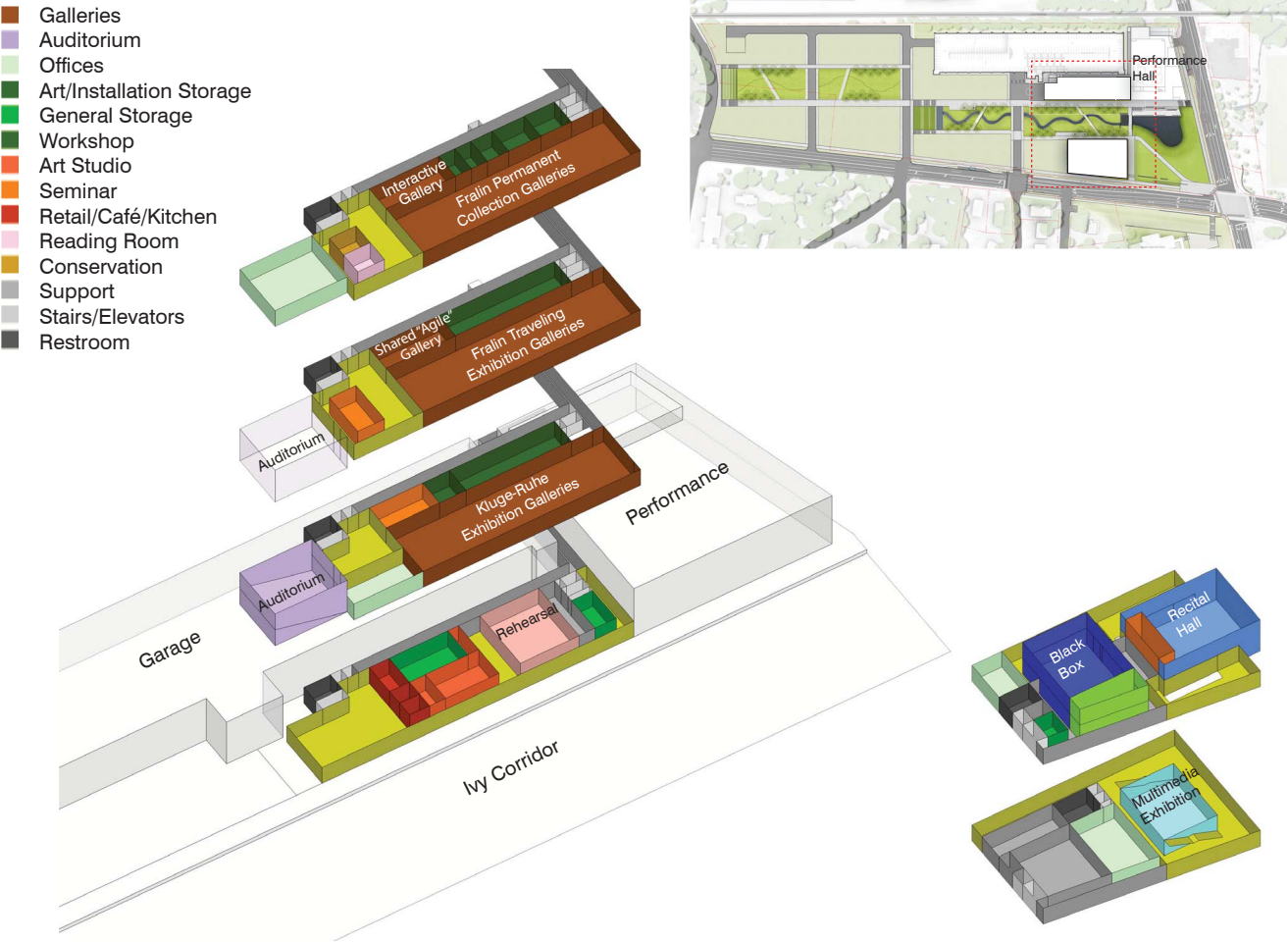


SCENARIO 2

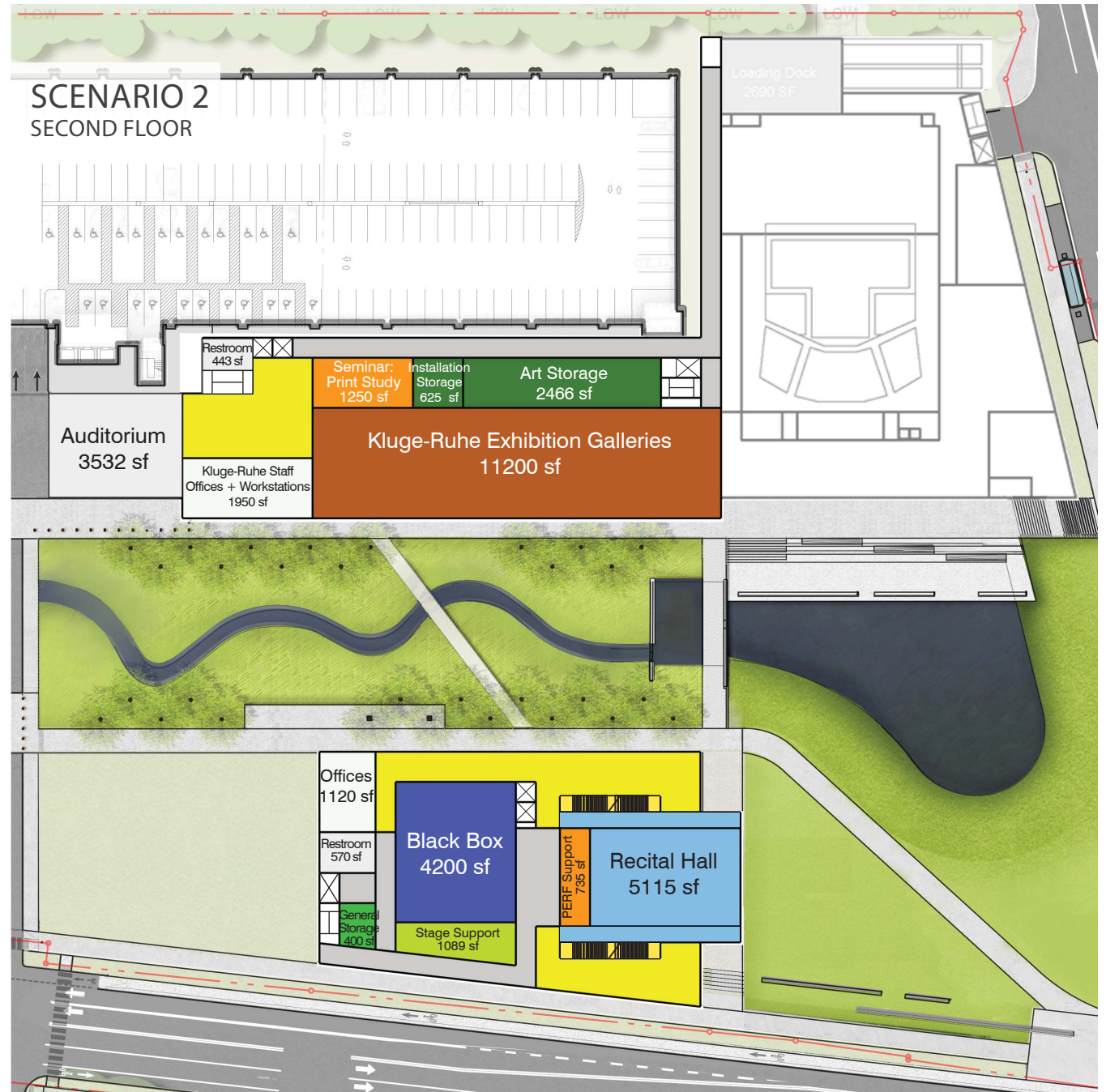
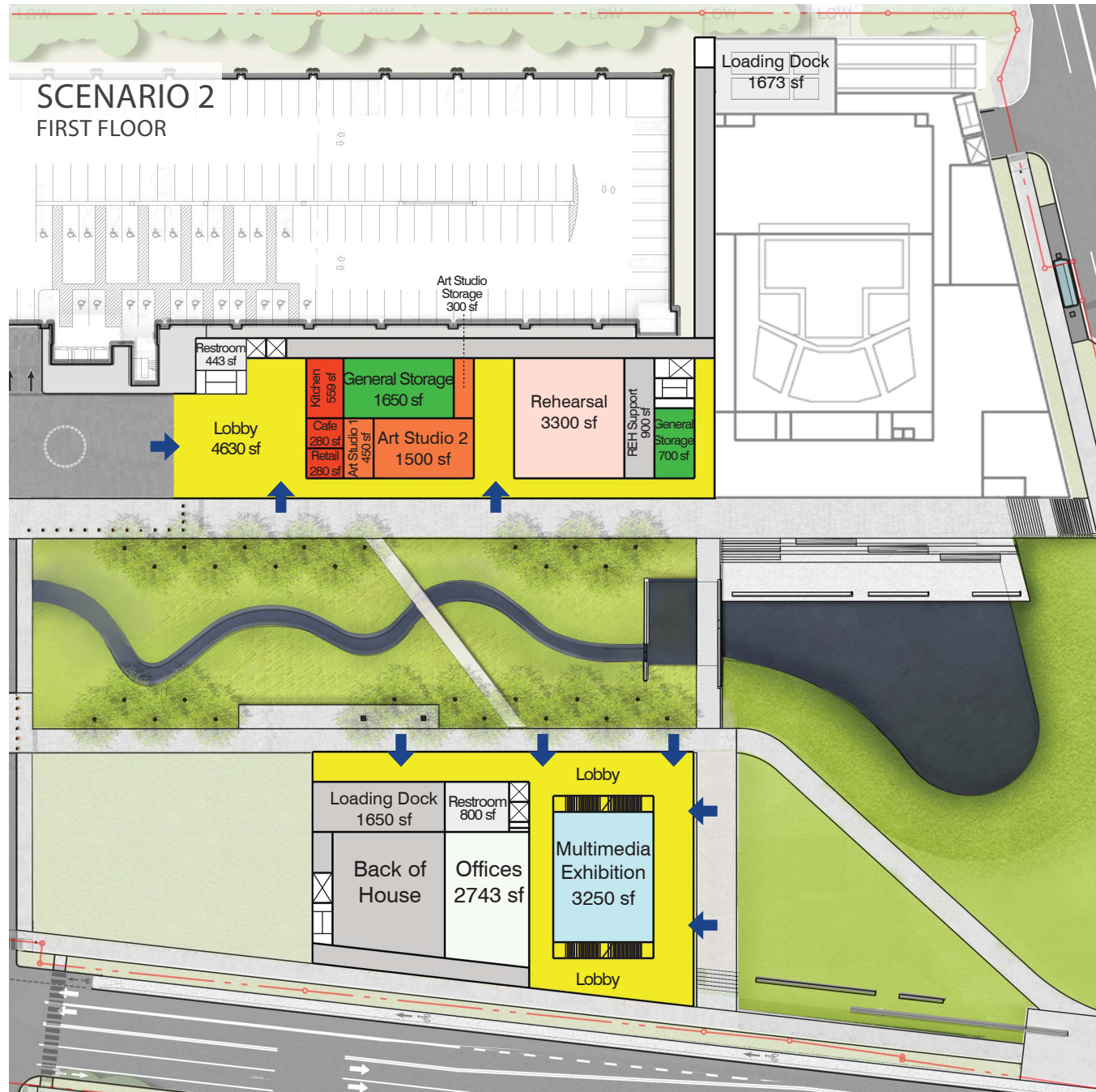
MUSEUM + PERFORMANCE 107,202 GSF + 45,486 GSF SMALL PERFORMANCE ON ANOTHER SITE

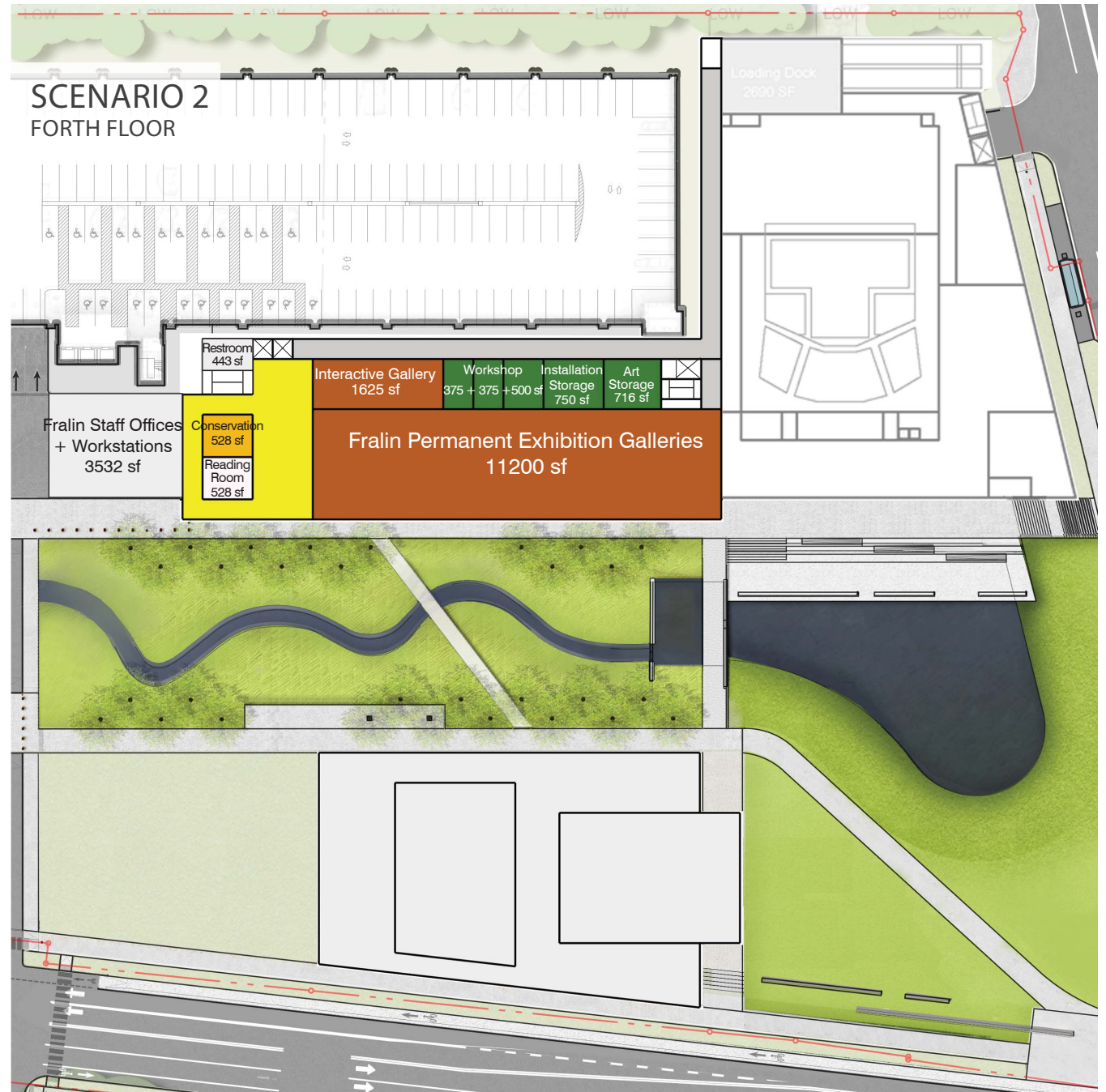
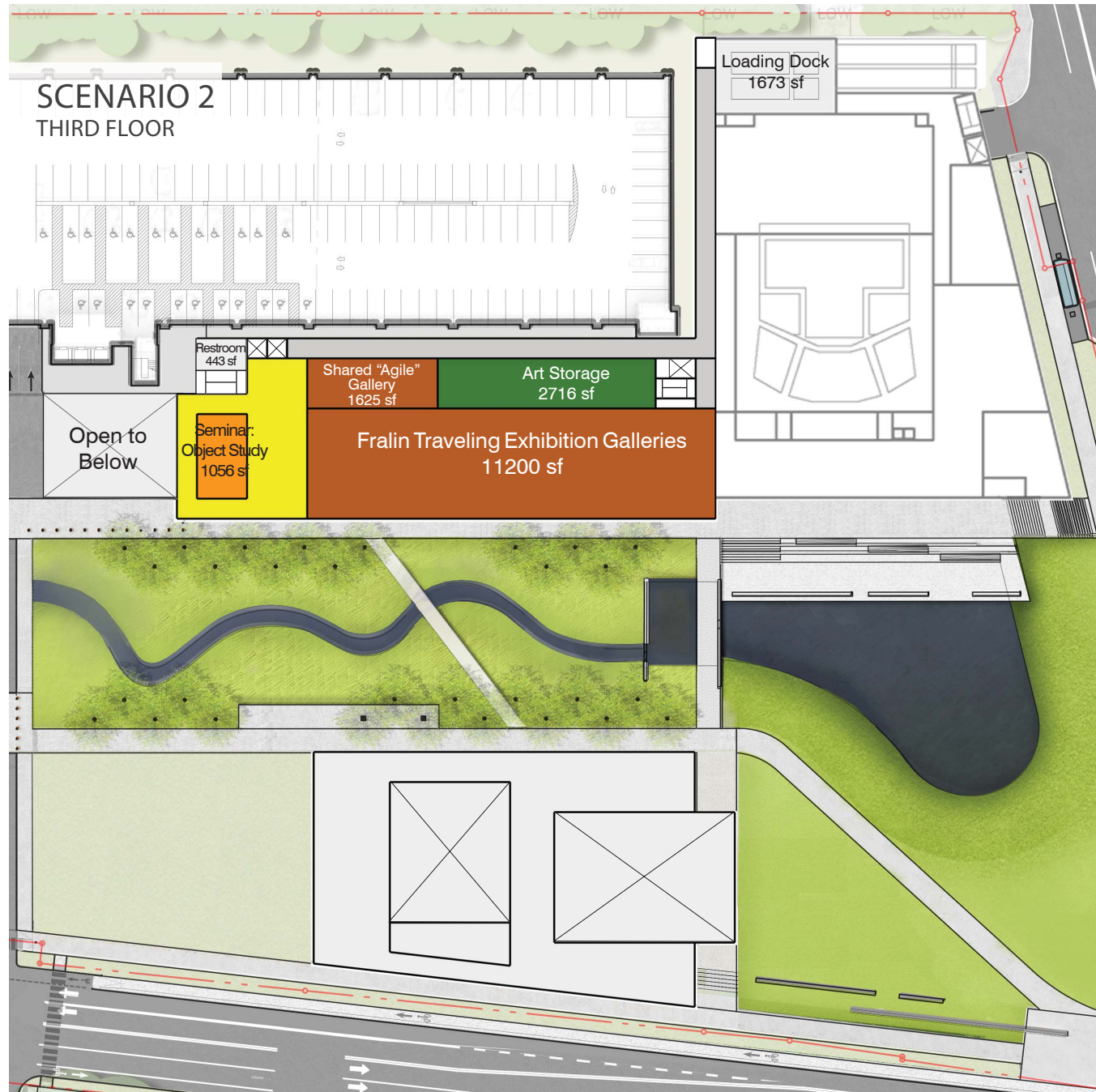
This scenario indicates the museum program as a direct neighbor to the performance hall venue along the lower green. An arrival court is indicated directly west of the proposed museum before entering the existing garage. The venues would share a common service court off of Emmet street adjacent to the railroad tracks.

This scenario would move the planned smaller performance venues to a separate building on the green along Ivy Road, thus surrounding the corner green to Central Grounds with the arts.

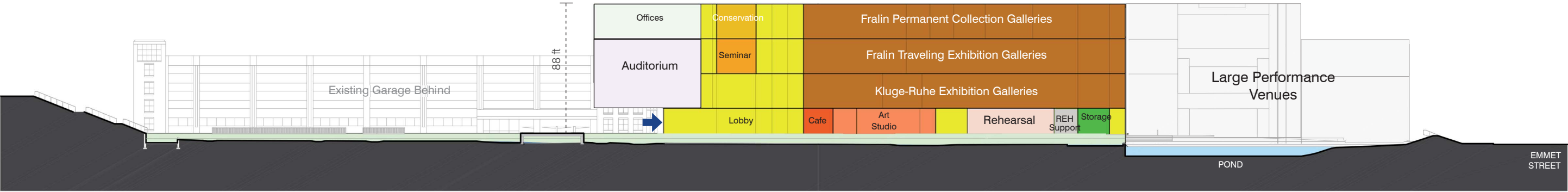


	UVA	DJ	
Program	Greenway 95k	Scenario 2 95K (small performance separate)	Scenario 2 Comparison
Kluge-Ruhe Exhibition Galleries	11395	11200	-195
Kluge-Ruhe Staff Offices + Workstations	1600	1950	350
Fralin Traveling Exhibition Galleries	10500	11200	700
Fralin Permanent Collection Galleries	10328	11200	872
Fralin Staff Offices + Workstations	3360	3532	172
Art Storage	5888	5898	10
General Storage	2040	2350	310
Installation Storage	1255	1375	120
Workshop	1290	1250	-40
Shared "Agile" Gallery	1600	1625	25
Interactive Gallery	1700	1625	-75
Lobby	2313	4630	2317
Loading Dock	700	1673	973
Seminar: Print Study	1226	1250	24
Seminar: Object Study	1000	1056	56
Artist Studio 1	400	450	50
Artist Studio 2	1400	1500	100
Artist Studio Storage	200	300	100
Retail	200	280	80
Café	200	280	80
Catering Kitchen	500	559	59
Conservation	500	528	28
Reading Room	504	528	24
Auditorium	2500	3532	1032
Restroom	1940	1772	-168
Meeting Pavilion	0	0	0
Total	63126	71543	8417

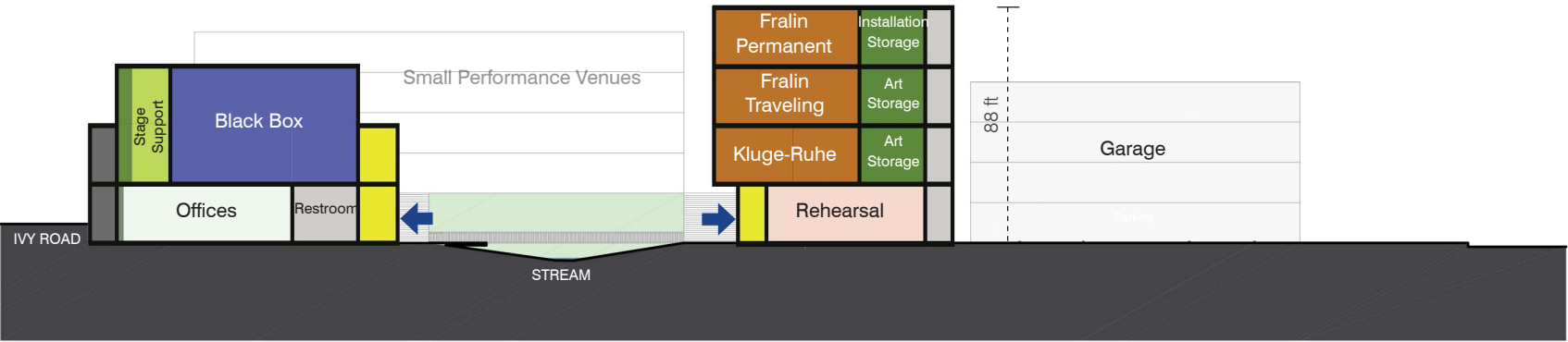




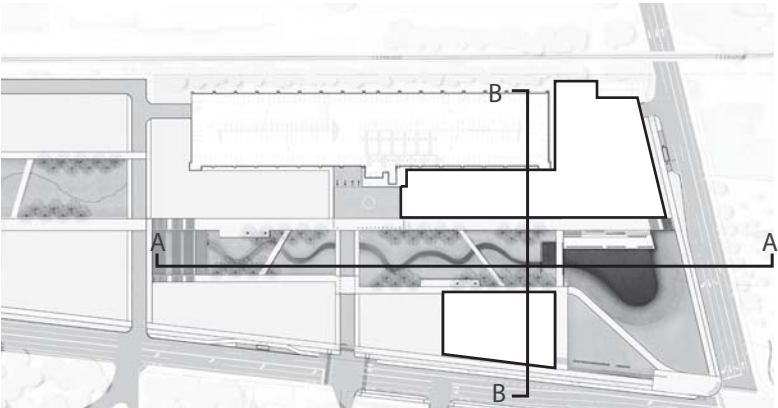
SCENARIO 2
SECTIONS



SECTION AA

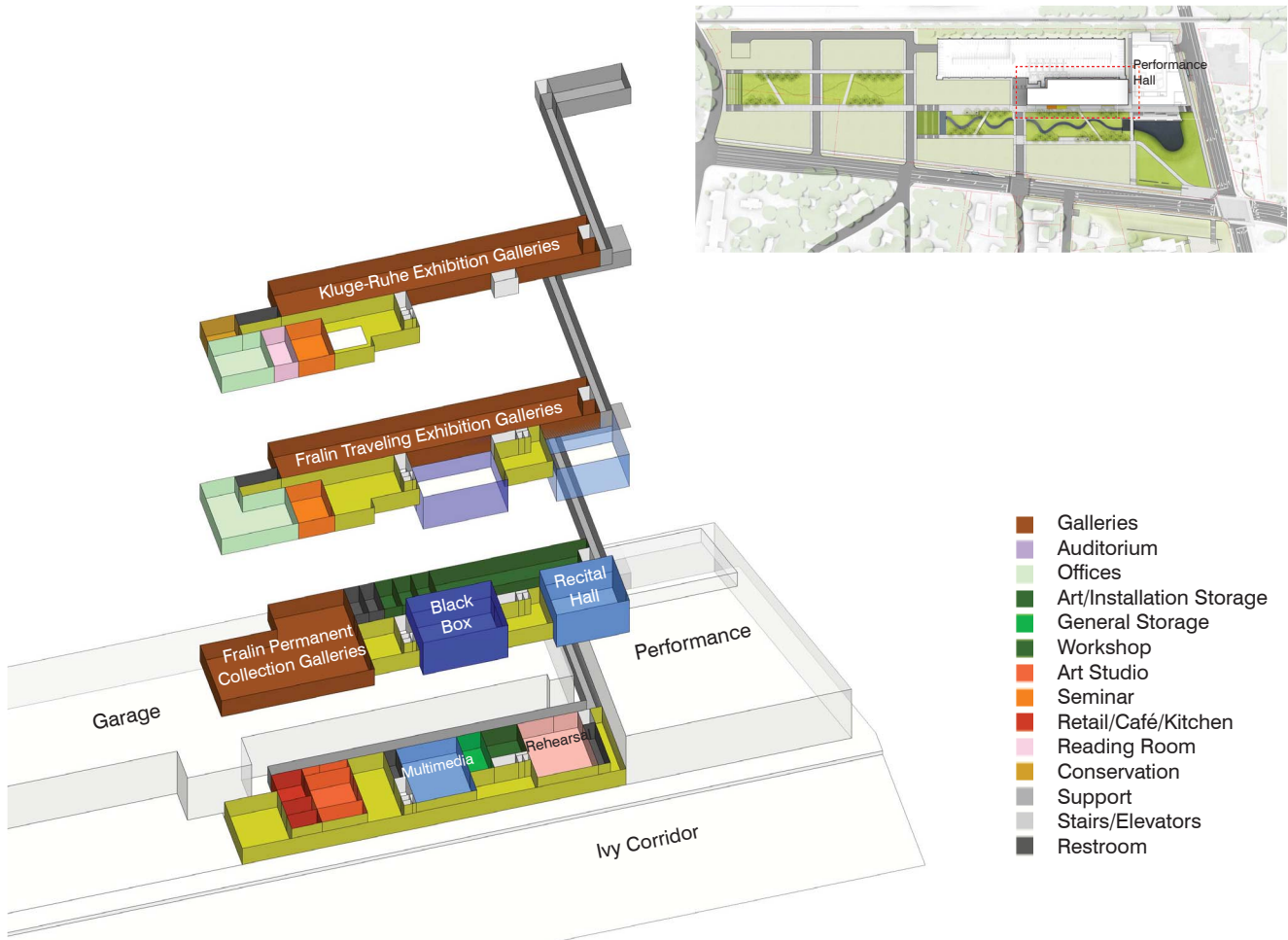


SECTION BB



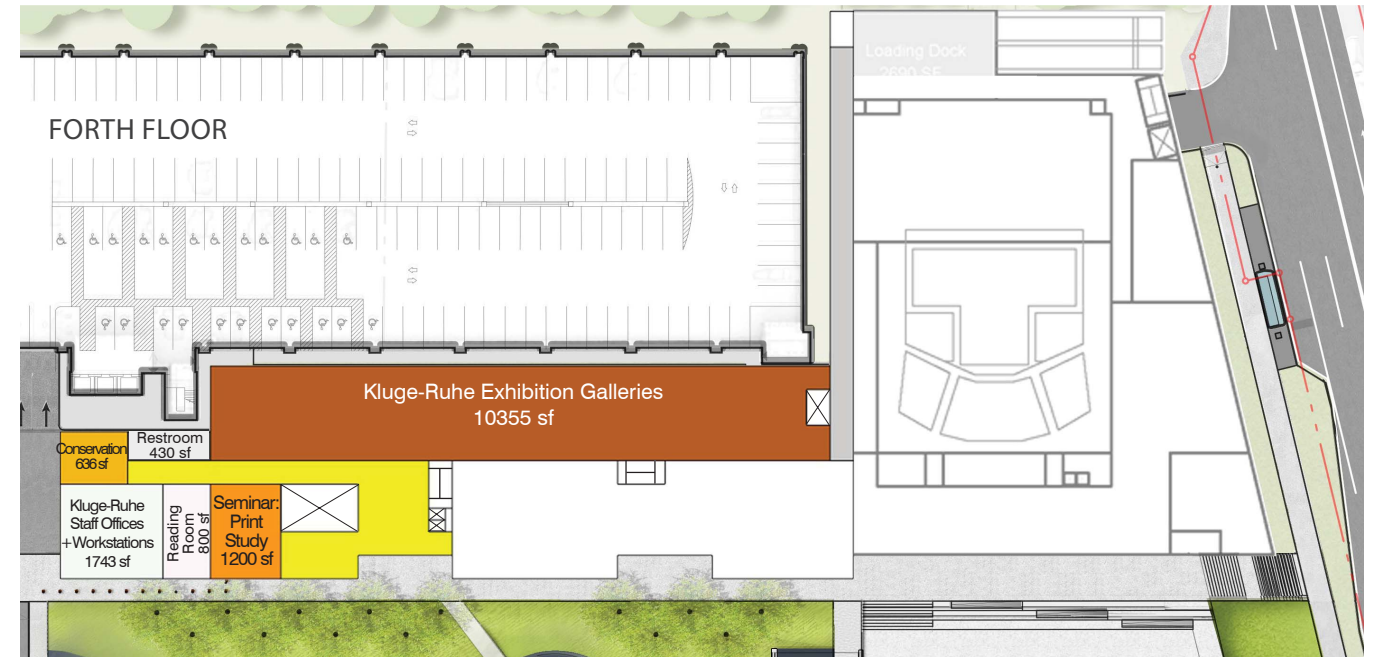
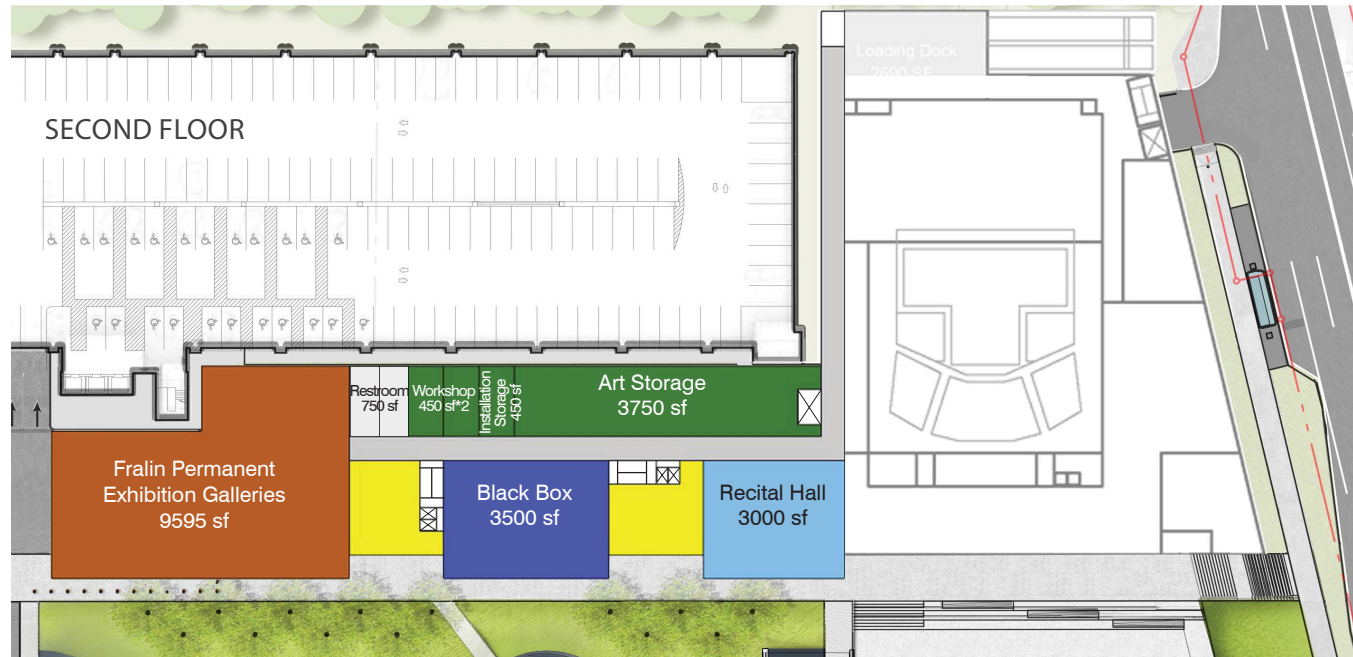
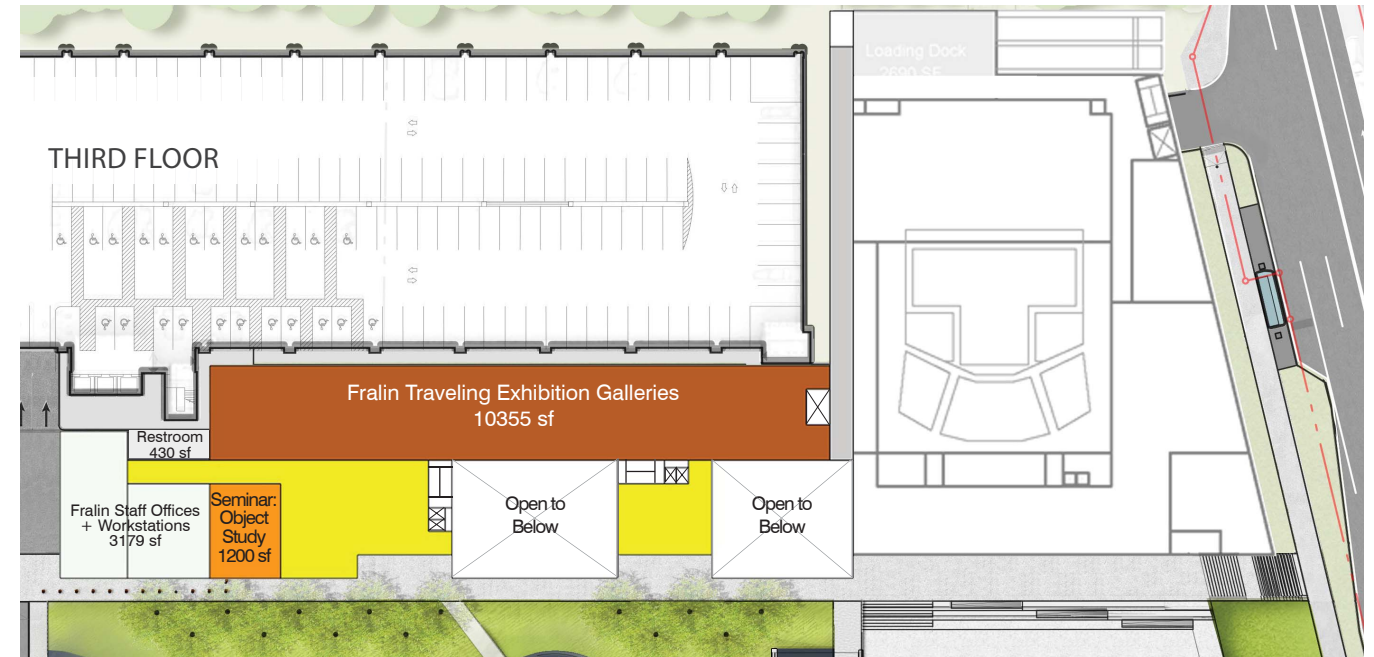
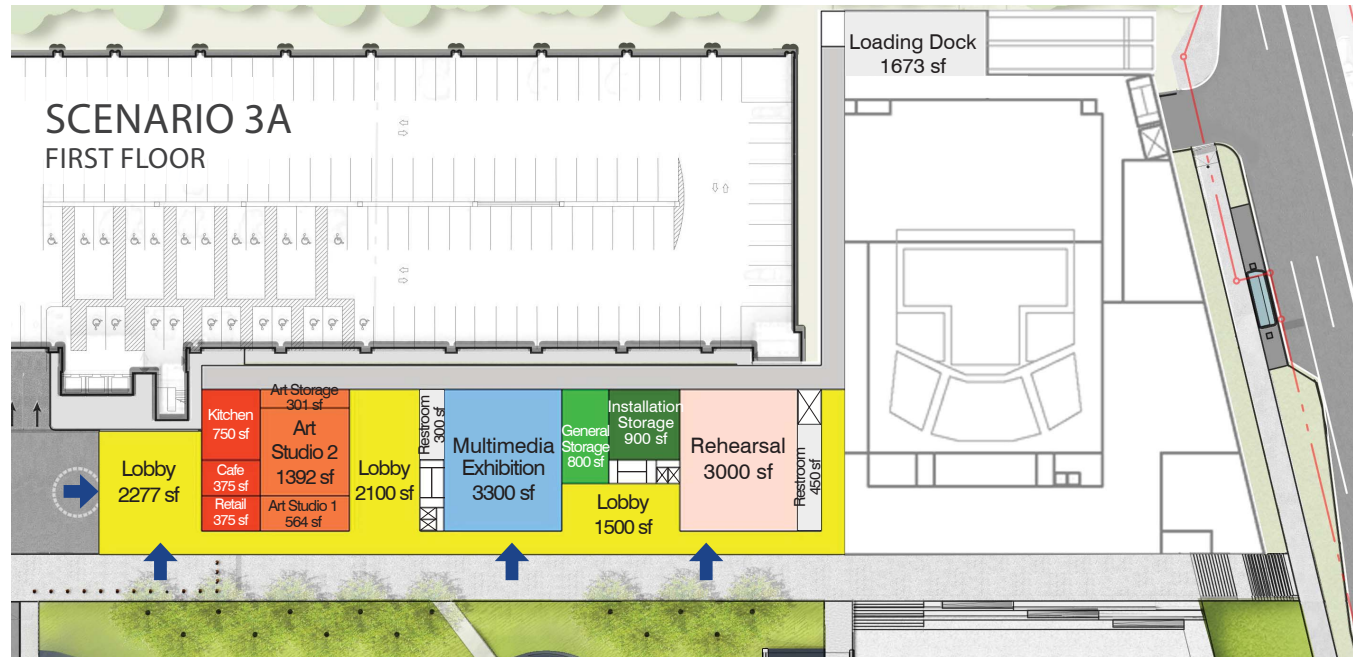
SCENARIO 3A
COMBINED PROGRAM 86,165 GSF + 12,600 GSF SMALL PERFORMANCE IN THE BUILDING

Scenario 3A illustrates a collaborative massing with the small performance arts venues. This anticipates some sharing of large spaces, recital and/or black box hence the slightly smaller program for the museum.

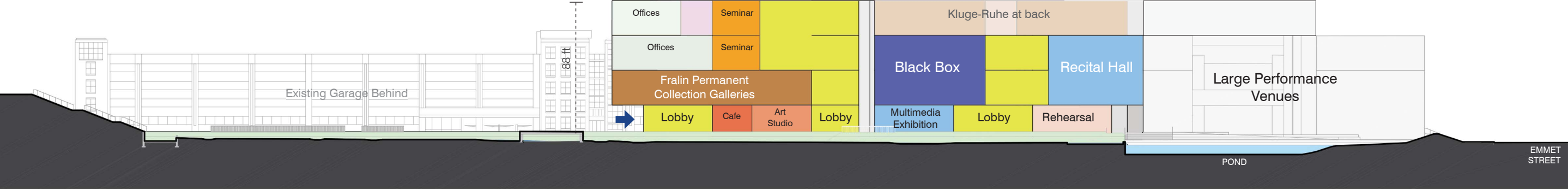


- Galleries
- Auditorium
- Offices
- Art/Installation Storage
- General Storage
- Workshop
- Art Studio
- Seminar
- Retail/Café/Kitchen
- Reading Room
- Conservation
- Support
- Stairs/Elevators
- Restroom

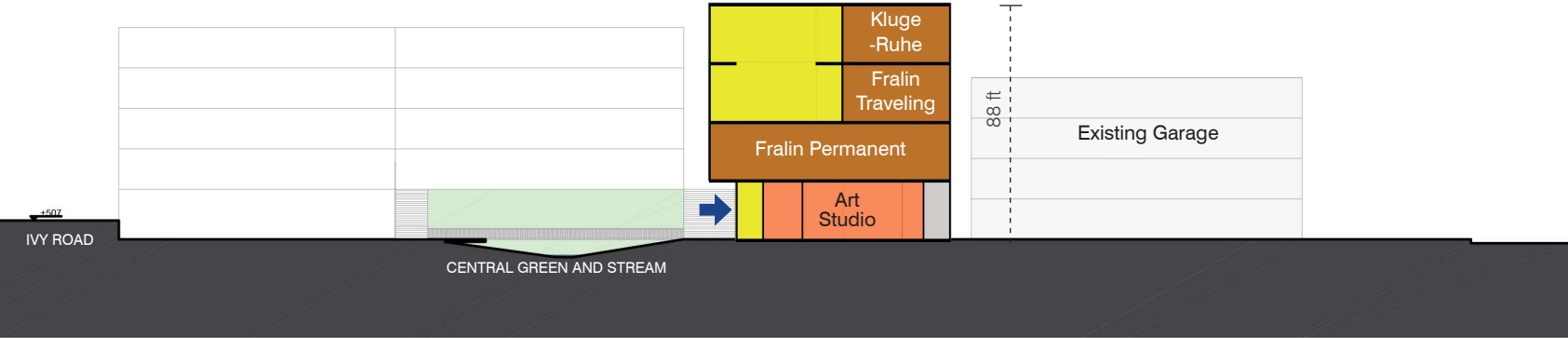
	UVA	DJ	
Program	Greenway 75k	Scenario 3A 75K (combined program)	Scenario 3A Comparison
Kluge-Ruhe Exhibition Galleries	10850	10355	-495
Kluge-Ruhe Staff Offices + Workstations	1240	1743	503
Fralin Traveling Exhibition Galleries	10850	10355	-495
Fralin Permanent Collection Galleries	9900	9595	-305
Fralin Staff Offices + Workstations	3100	3179	79
Art Storage	4000	3750	-250
General Storage	750	800	50
Installation Storage	1200	1350	150
Workshop	800	900	100
Shared "Agile" Gallery	0	0	0
Interactive Gallery	0	0	0
Lobby	3650	5877	2227
Loading Dock	1080	1673	593
Seminar: Print Study	1290	1200	383
Seminar: Object Study	1050	1200	150
Artist Studio 1	400	564	164
Artist Studio 2	1500	1392	-108
Artist Studio Storage	200	301	101
Retail	200	375	175
Café	200	375	175
Catering Kitchen	400	750	350
Conservation	630	636	6
Reading Room	510	800	290
Auditorium	3400	0	-3400
Restroom	2600	2360	-240
Meeting Pavilion	2190	0	-2190
Total	61990	59530	-2460



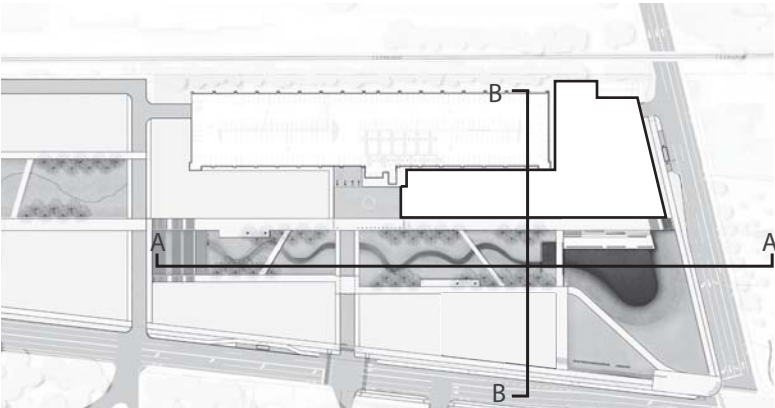
SCENARIO 3A
SECTIONS



SECTION AA



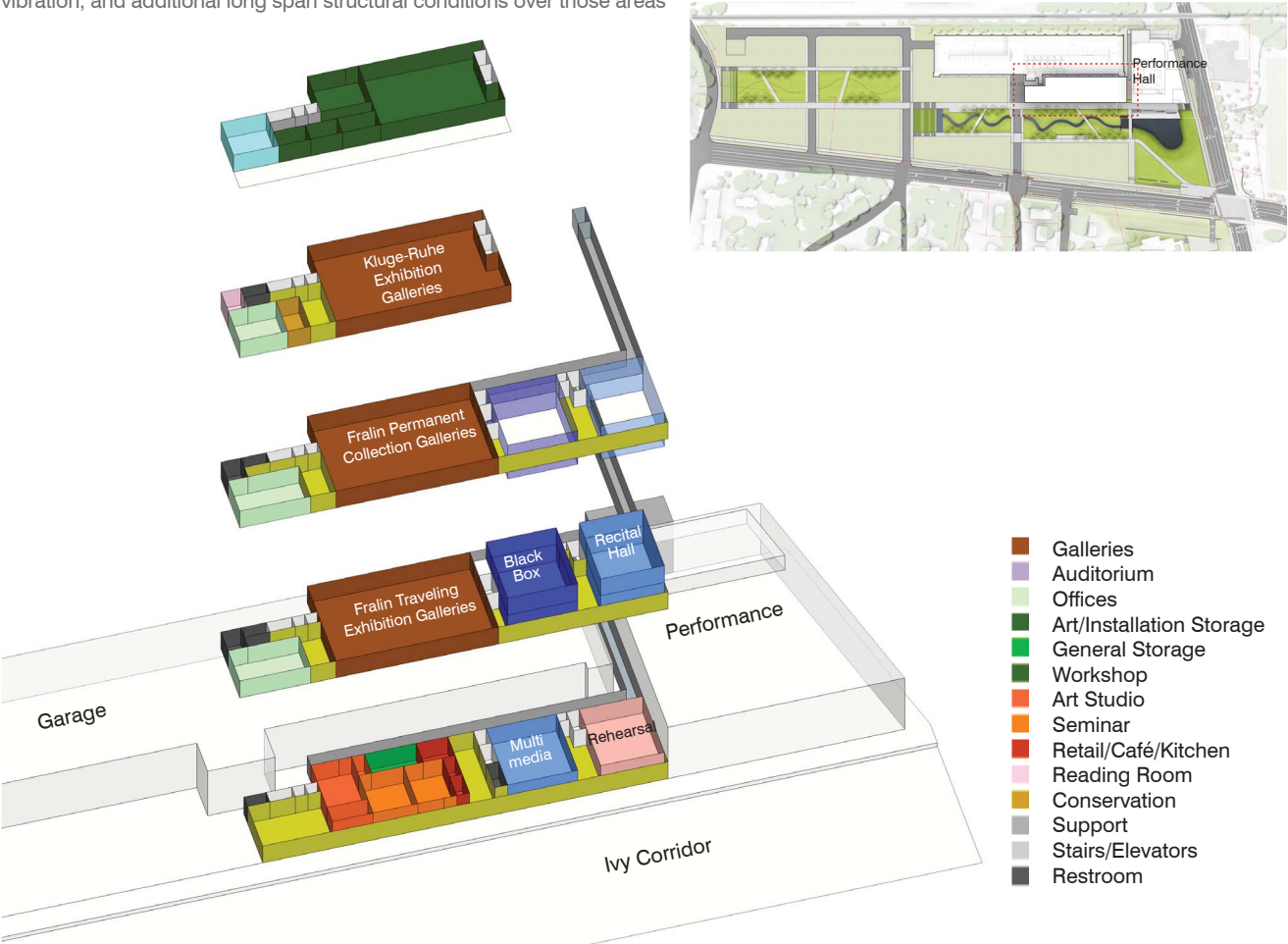
SECTION BB



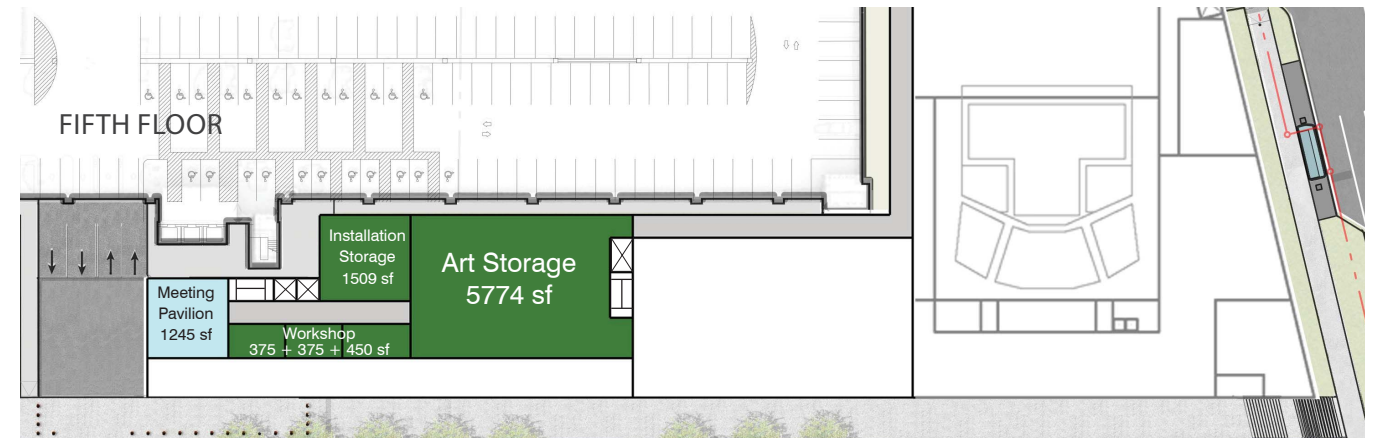
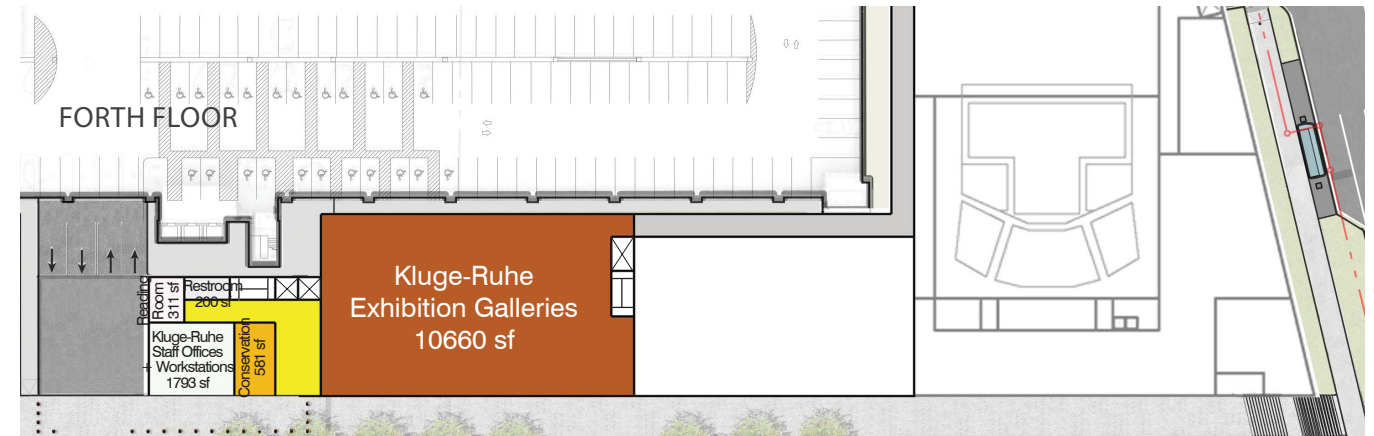
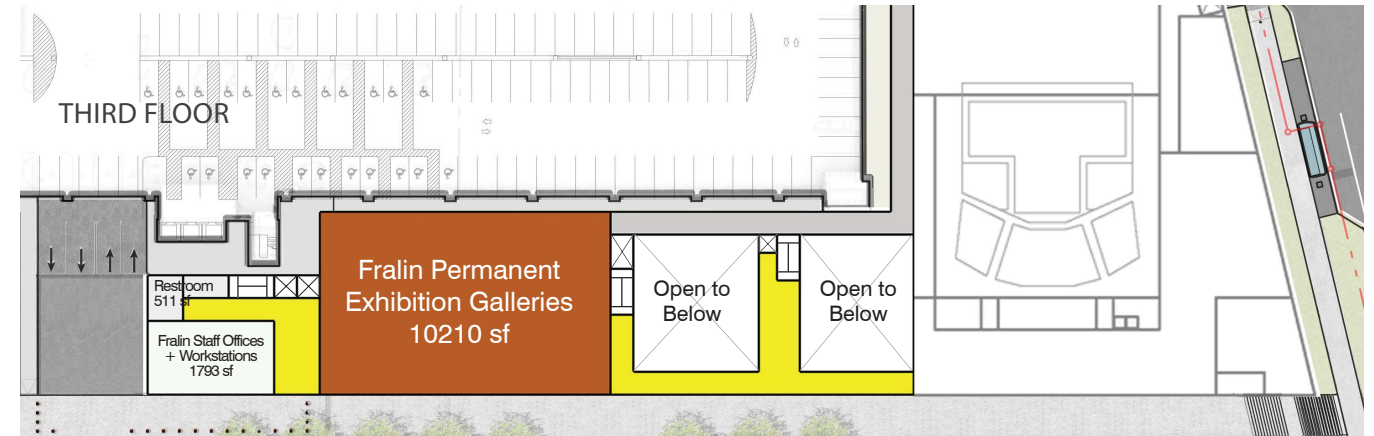
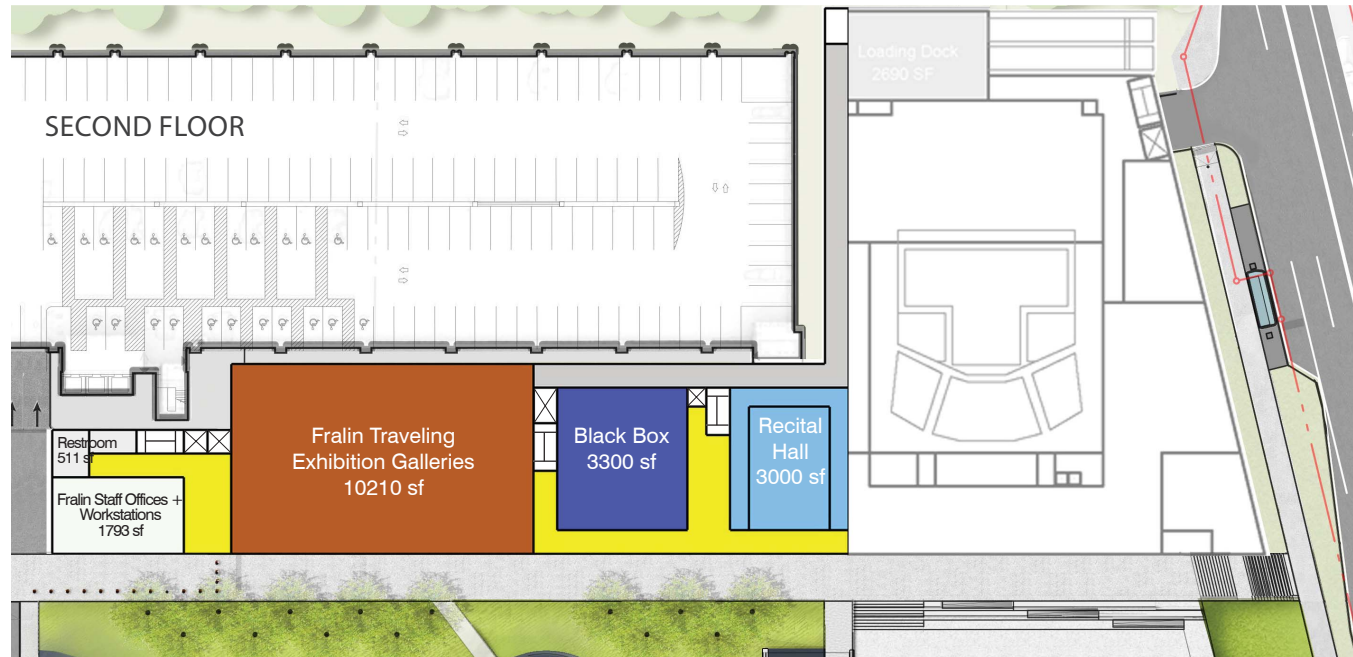
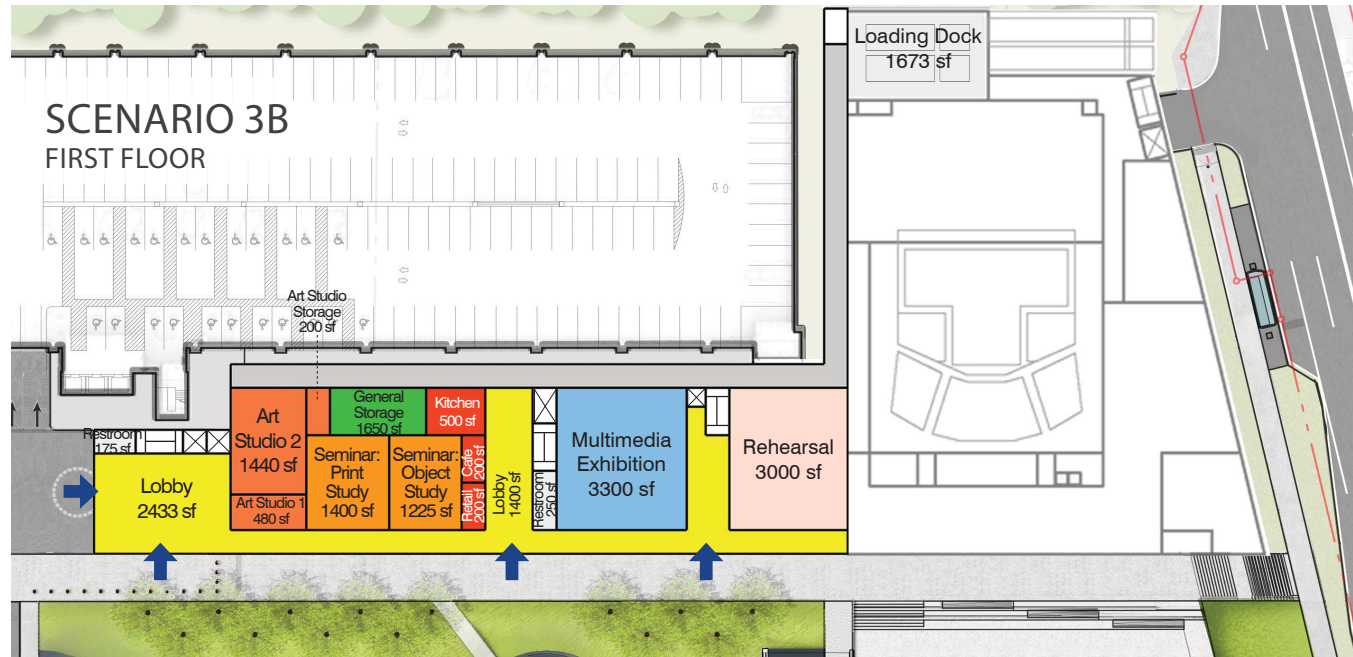
SCENARIO 3B
COMBINED PROGRAM 85,274 GSF + 12,600 GSF SMALL PERFORMANCE IN THE BUILDING

Similar to Scenario 3A, this idea integrates museum and small performance program anticipating some space saving by dual use of the black box and/or small recital hall for museum lectures etc..

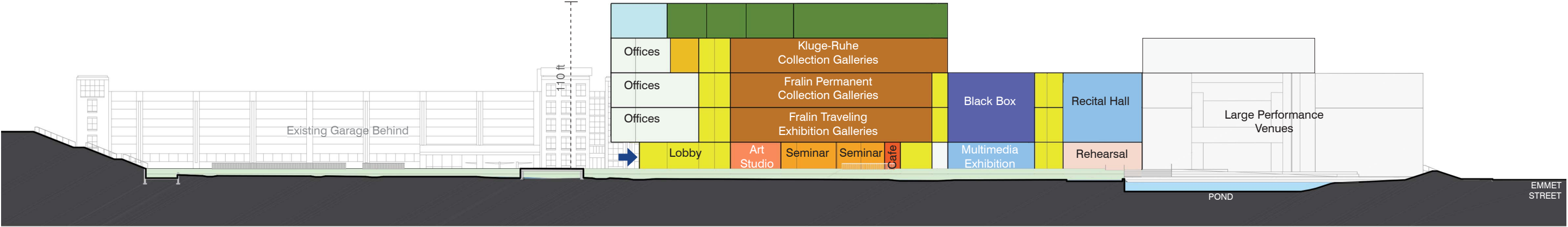
This scenario eliminates all program over the recital hall and black box theater resulting in increased building height at the west end. We illustrate avoiding program elements occurring over the recital and black box in order isolate those performance venues from sound, vibration, and additional long span structural conditions over those areas



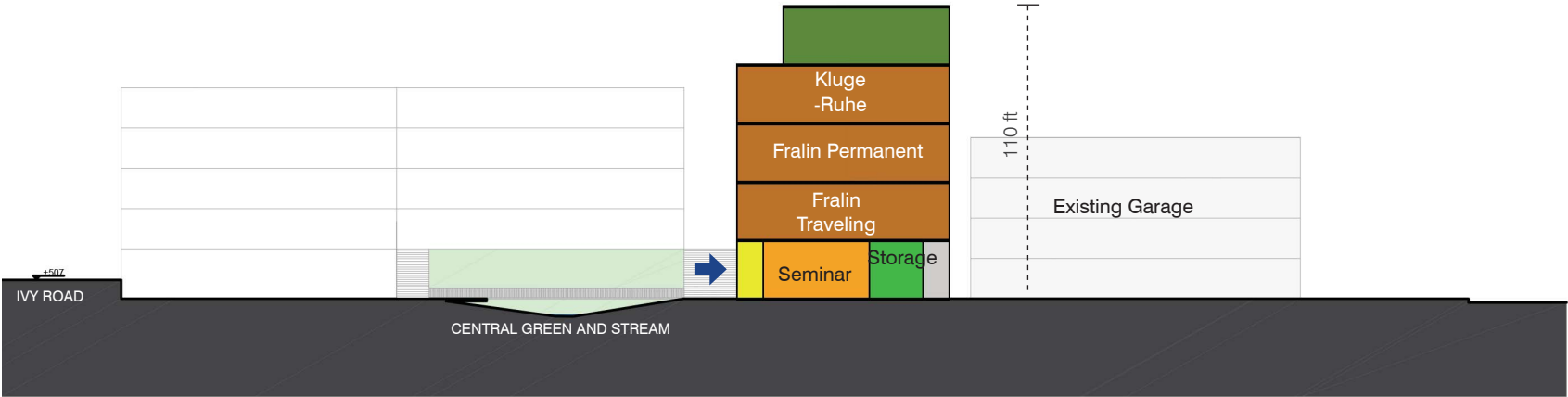
	UVA	DJ	
Program	Greenway 75k	Scenario 3B 75K (combined program)	Scenario 3B Comparison
Kluge-Ruhe Exhibition Galleries	10850	10660	-190
Kluge-Ruhe Staff Offices + Workstations	1240	1212	-28
Fralin Traveling Exhibition Galleries	10850	10210	-640
Fralin Permanent Collection Galleries	9900	10210	310
Fralin Staff Offices + Workstations	3100	3586	486
Art Storage	4000	5774	1774
General Storage	750	813	63
Installation Storage	1200	1509	309
Workshop	800	1200	400
Shared "Agile" Gallery	0	0	0
Interactive Gallery	0	0	0
Lobby	3650	3833	183
Loading Dock	1080	1673	593
Seminar: Print Study	1290	1400	383
Seminar: Object Study	1050	1225	175
Artist Studio 1	400	480	80
Artist Studio 2	1500	1440	-60
Artist Studio Storage	200	200	0
Retail	200	200	0
Café	200	200	0
Catering Kitchen	400	500	100
Conservation	630	581	-49
Reading Room	510	311	-199
Auditorium	3400	0	-3400
Restroom	2600	1647	-953
Meeting Pavilion	2190	1245	-945
Total	61990	60109	-1881



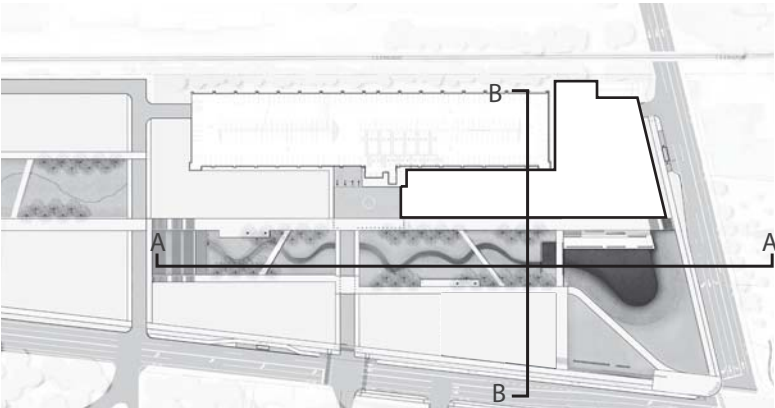
SCENARIO 3B
SECTIONS



SECTION AA



SECTION BB



INVESTIGATION TO DATE

Studies/Reports

- Museum Study
- Hospitality Program
- SAB
- Brightspot

Activity Inventory

- JPJ activity calendar (non-sports events)
- Old Cabell Hall activity and attendance
- Charlottesville Symphony activity and attendance
- 3 years of activity from the President's office (with attendance)
- Rental rates for Old Cabell Hall, the Rotunda, JPJ, Newcomb Ballroom, and Alumni Hall

STAKEHOLDER MEETINGS

University Interviews

- UVA Alumni Association
- UVA Office of Major Events
- UVA Music Department
- UVA Student Activities Building (SAB)
- UVA Admissions
- UVA Student Affairs
- UVA Drama Department

Promoter Interviews

- Broadway Across America

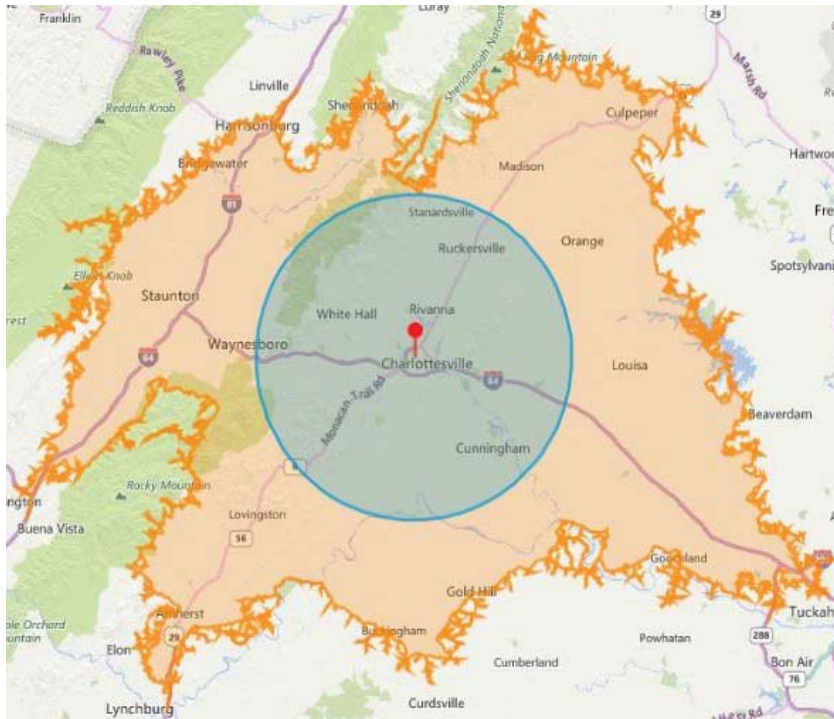
Community Interviews

- Charlottesville Symphony
- Charlottesville Opera
- Heritage Theatre Festival
- Tuesday Evening Concert Series
- Charlottesville Chamber Music Festival
- JPJ/SMG
- Paramount
- Virginia Film Festival

MARKET ASSESSMENT

MARKET DEFINITION

UVA's primary market area is defined as a 20 mile radius surrounding the Ivy/Emmet intersection; this area has a population of 218,000 and 85,000 households. The secondary market area is defined as a 60 minute drive time, and includes a population of 603,000 and 232,000 households.

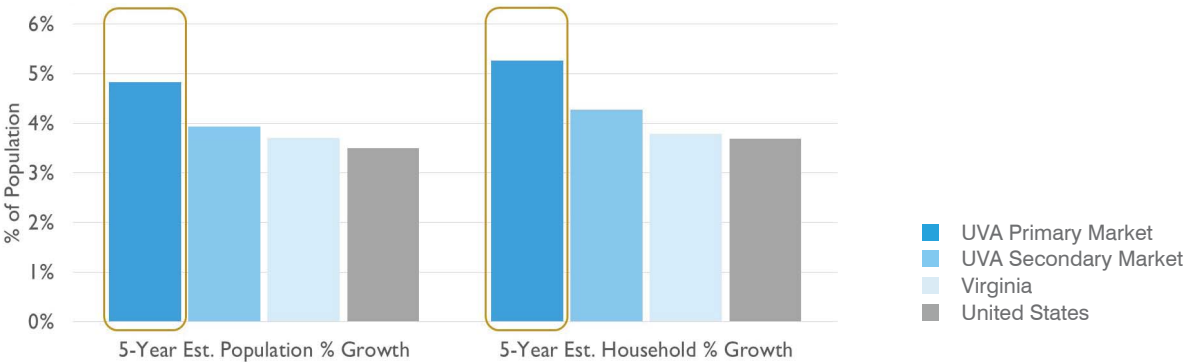


- Primary Market Area
- Secondary Market Area

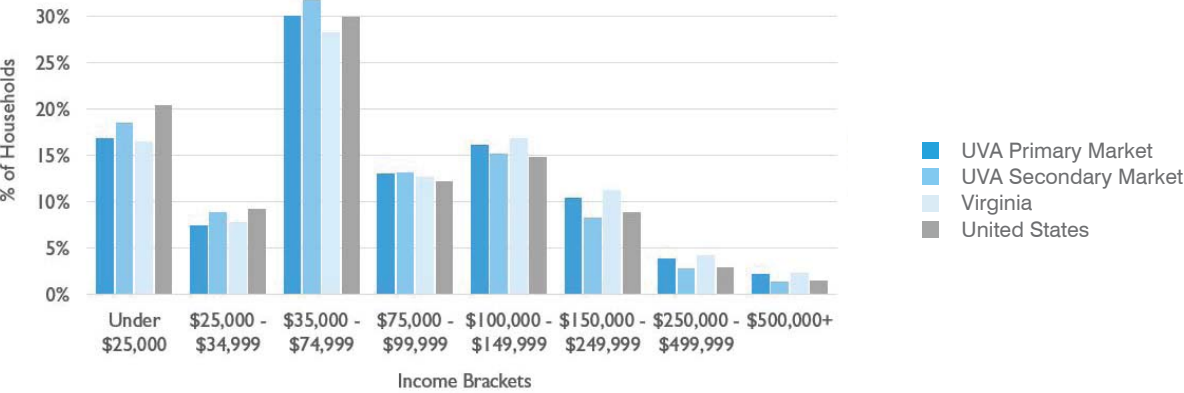
DEMOGRAPHICS

UVA's primary market demonstrates significant potential for population growth, and has a high concentration of individuals aged 18-24. The primary market possesses high levels of income and educational attainment as compared to state and national benchmarks.

Est. 5-Year Population & Household Growth

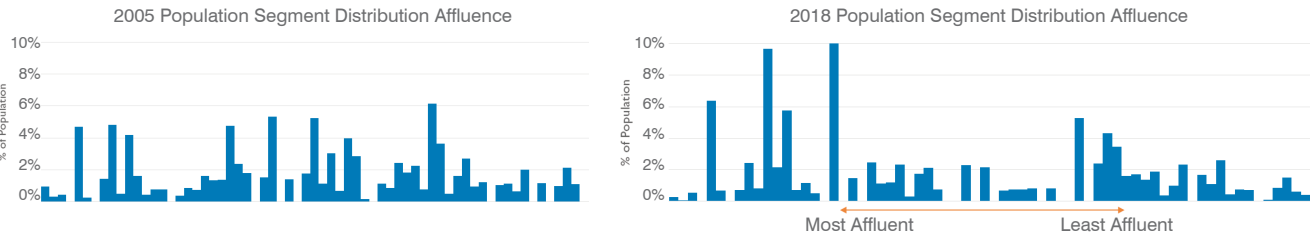


Household Income

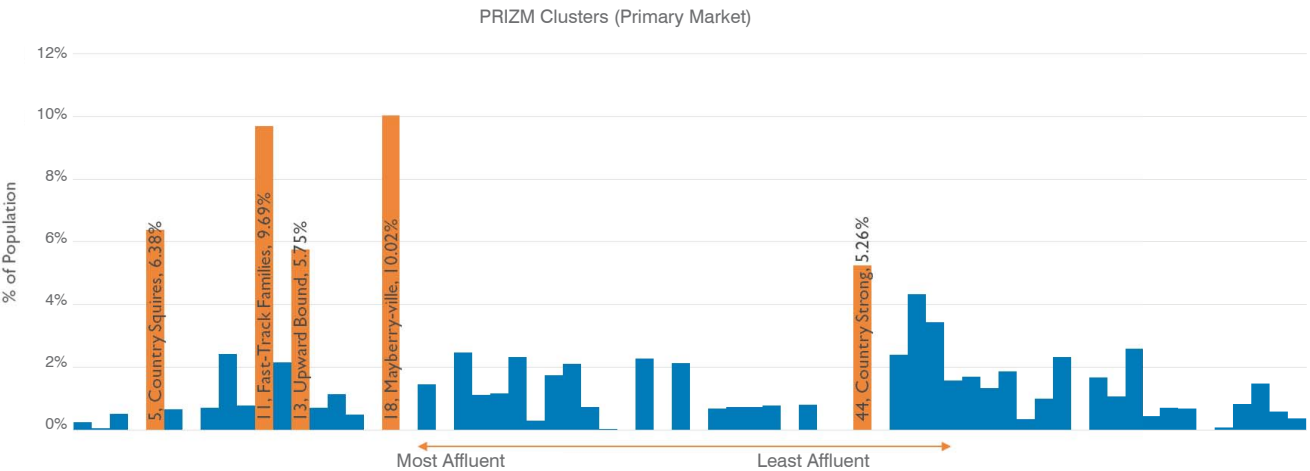


MARKET ASSESSMENT
SEGMENTS

AMS used the Claritas PRIZM Premier market segmentation system to categorize households based on demographic profiles and consumer research into psychographic and consumption patterns. The PRIZM market profiling and segmentation system is a micro-geographic consumer targeting system that segments every household in the United States into one of 68 unique clusters based on similar demographic and behavioral attributes. The clusters are numbered from 1 to 68 in order of socioeconomic affluence, taking into account factors including income, assets, age, occupation, and family structure. Since the previous study in 2005, the market has shifted toward greater levels of affluence:



The primary market’s top five Claritas PRIZM Premier segments encompass 37% of the primary market. These households tend to be upscale couples or families with significant assets and active lifestyles. Frequent activities include sports, outdoor recreation, and restaurant dining.



AFFINITIES

Market area residents are more likely than the average American to attend a country music or rock concert, or a theater, dance, or ballet performance. They are less likely to attend a comedy club or an R&B, rap, or hip-hop concert.

Lifestyle Attributes (National Average = 100)	INDEX Primary Market	INDEX Secondary Market
In the last year: . .		
Attend a Country Music Concert	118	121
Do Photography	108	103
Attend Paid Music Concert	107	95
Attend a Rock Concert	107	96
Play a Musical Instrument	107	99
Attend Live Theater	104	95
Attend a Dance or Ballet Performance	103	97
Contribute to Arts/Cultural Organizations	101	89
Attend a Symphony or Opera Performance	101	89
Visit an Art Museum	100	89
Attend the Zoo	100	92
Buy Movie Tickets on the Internet	100	85
Buy Cultural Event Tickets on the Internet	98	85
Listen to Public Radio	97	85
Attend a Comedy Club	96	84
Attend an R&B/Rap/Hip-Hop Concert	96	81
Attend the Circus	93	87
Listen to Classical Radio	92	81
Listen to Jazz Radio	58	48

An estimated 39% of primary market households will go to a live theatre performance in a given year; 30% will go to a paid music concert, 14% to a symphony or opera performance, and 13% to dance or ballet. 8% of households are likely to make financial contributions to arts and cultural organizations.

BENCHMARKING STUDIES

SCENARIO 1: ACADEMIC ARTS CENTER MODEL

The **Academic Arts Center** would support the academic and research institution, with general education arts integration. It would be utilized by Music Department large ensembles, Student Activities Building content, and experimental academic arts integration, serving as an academic unit with rental income. The hall would be smaller than the Paramount, but with fly to accommodate touring dance and theater. Examples of the Academic Arts Center include Bard College and Francis Marion University.

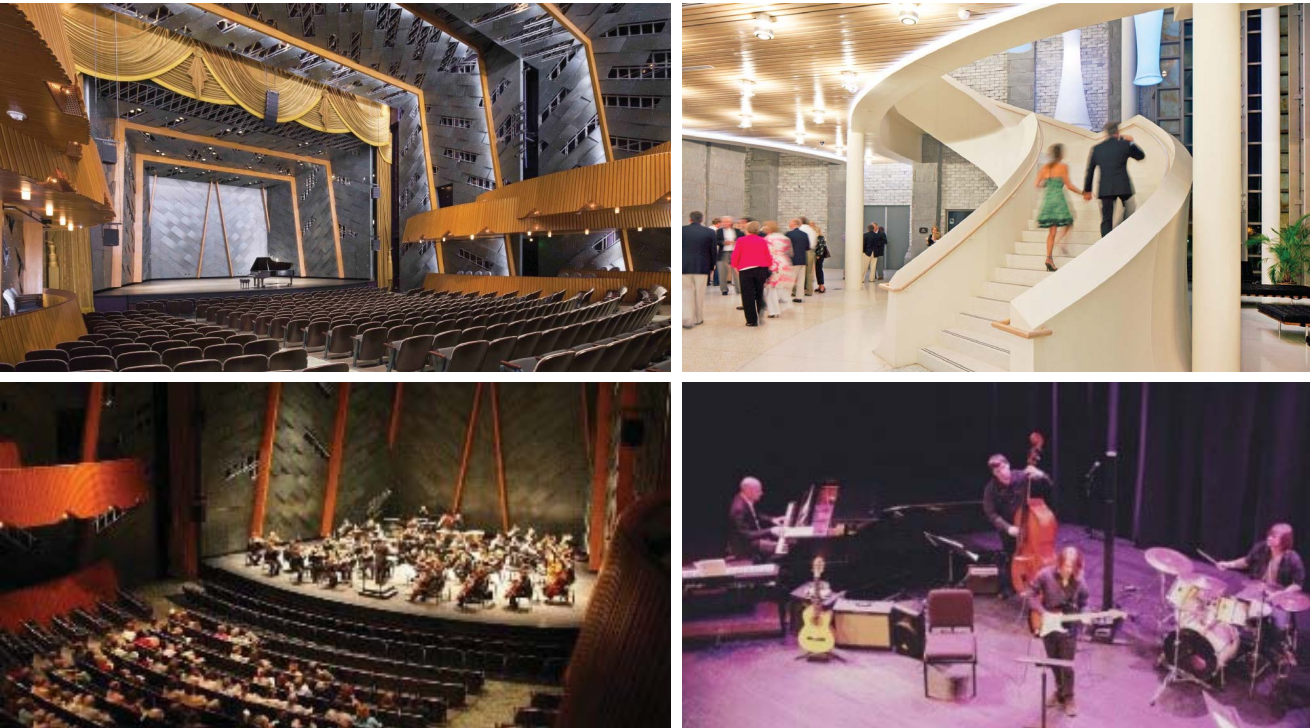
The **Fisher Center for the Performing Arts at Bard College** opened in 2003. With a staff of 46, the 107,000 square foot center is located in Annandale-On-Hudson, NY. It comprises an 800-seat theater with a proscenium stage, a 200-seat flexible theater, as well as dance and theater studios.

The Fisher Center is home to the Bard dance program, conservatory, and theater and performance program. Community use includes the Hudson Valley Chamber Music Circle and Catskill Jazz Factory, and presentations include Bard SummerScape (opera, theater, dance, film, and music) and Bard Music Festival (classical music).



The **Performing Arts Center at Francis Marion University (FMU)** opened in 2011 in Florence, SC. The center is 61,000 square feet and has a staff of 4. The center includes an 849-seat Mainstage Theater, with a proscenium stage and orchestra pit and shell. It also has a 100-seat Black Box Theater and a 300-seat Amphitheater, both of which are flexible spaces and accommodate a variety of performances.

Academic use of the center includes the FMU String Ensemble, Percussion Ensemble, Select Vocal Ensemble, Jazz Ensemble, and Music Industry Ensemble. The center also has three community organization users as resident companies: the Florence Symphony Orchestra, Masterworks Choir, and South Carolina Dance Theatre. In addition to academic and community use, programming includes center presentations (music, theater, comedy) and a children's series.



ACADEMIC ARTS CENTER

The white box exhibition space has a prominent public location at the southeast corner of the first floor along Ivy Road. On the third floor, a 150-seat recital hall sits above the white box and a 200-seat black box sits above the loading dock. On the fourth floor, offices and meeting rooms overlook the green space to the north, and three rehearsal rooms accommodate small, medium, and large music ensembles.

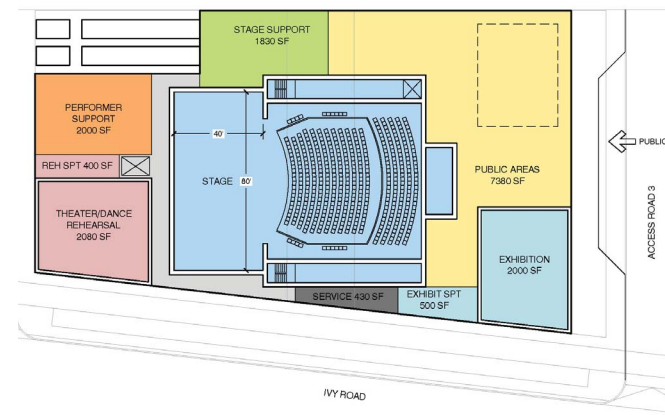
Centerline Section



Site Plan



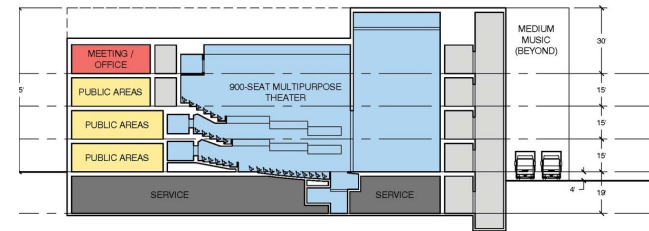
Massing Aerial View



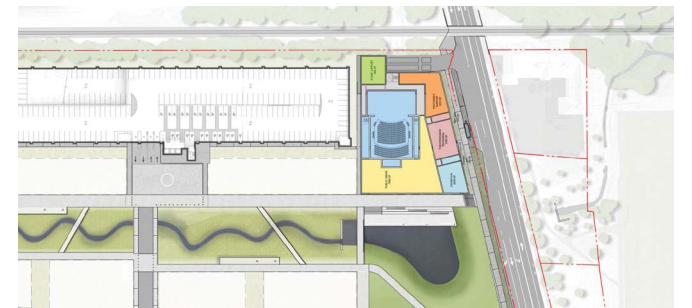
Building Floor Plan - First Floor

ACADEMIC ARTS CENTER

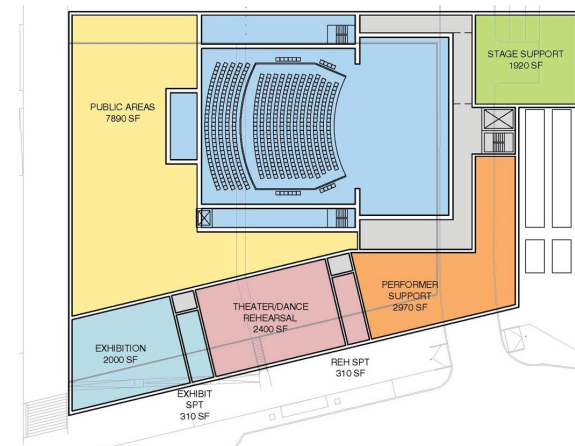
The white box is again prominently positioned in the southeast corner of the first floor. The rehearsal room and performer support spaces are to the north of the white box along the Emmet Street façade. The recital hall and black box are on the third floor above the white box and rehearsal room, respectively. The offices, meeting rooms, and medium and large music rehearsal rooms occupy the fourth floor. (The small music rehearsal room is on the second floor.) The rehearsal and performance spaces have better adjacencies than in the previous scheme.



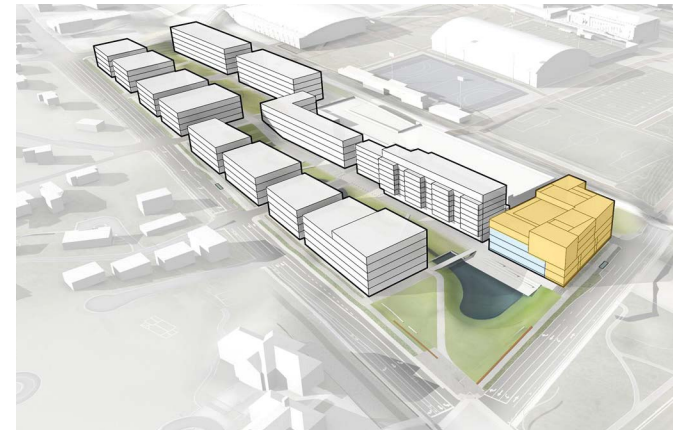
Centerline Section



Site Plan



Building Floor Plan - First Floor



Massing Aerial View

BENCHMARKING STUDIES

SCENARIO 2: PERFORMING ARTS CENTER MODEL

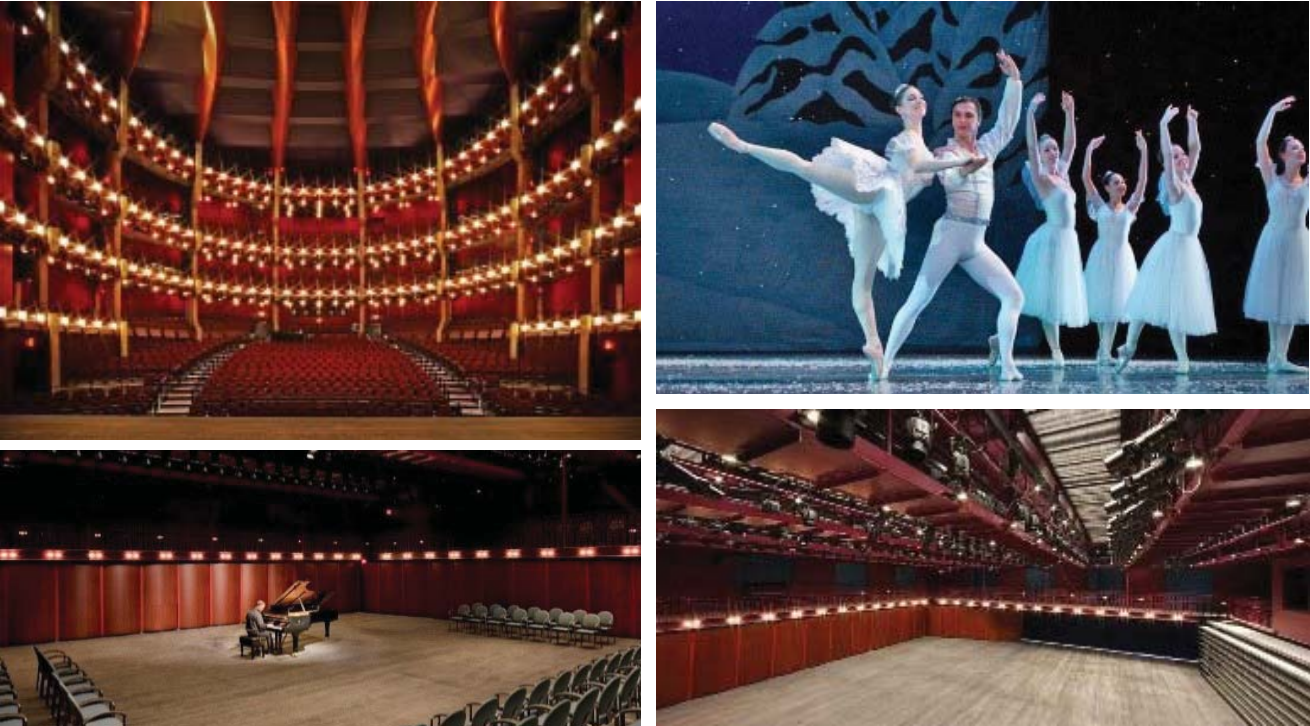
The **Performing Arts Center** would build the national brand; a large hall with fly, recital hall, and rehearsal space would accommodate scenic touring content, Music Department large ensembles and recitals, and community organizations. The venue would be the same size as the Paramount, but with a different product. The large hall would include touring content at risk, and the recital hall would be run by the Music Department. Examples of the Performing Arts Center are Virginia Tech and George Mason University.

The **Moss Arts Center at Virginia Tech** is a 150,000 square foot center opened in 2013. The center is located in Blacksburg, VA, and has a staff of 28 in addition to student staff members. The center contains a 1,274-seat theater, which is home to most of the presented events and the annual Department of Athletics Collegiate Wrestling Match. It also has The Cube, a highly interdisciplinary space for residencies and workshops, as well as two galleries and Institute for Creativity, Arts, and Technology (ICAT) spaces. Activity at the center is roughly 50% academic use, comprised of the School of Performing Arts (choral and instrumental music) and ICAT (visual art), with an emphasis on interdisciplinary arts. The other 50% of activity includes center presentations, a summer series, and regional touring outreach programs.



Hylton Performing Arts Center at George Mason University (GMU) is an 85,000 square foot center in Manassas, VA. It opened in 2010, and has a staff of 17 plus volunteer ushers. The center includes a 1,123-seat opera house with an adjustable music shell to enhance acoustics, a 240-seat flexible theater, and an art gallery.

The Hylton Center is largely utilized by community organizations; about 75% of activity is resident arts partners, which includes the Manassas Symphony Orchestra, Manassas Chorale, Manassas Ballet Theatre, Prince William Little Theatre, and Youth Orchestra of Prince William. The remaining 25% includes Hylton Presents (music, dance, theater, comedy), Hylton Family Series, and Matinee Idylls. Academic use is minimal, but includes occasional concerts and collaborations with GMU's School of Music and School of Dance.

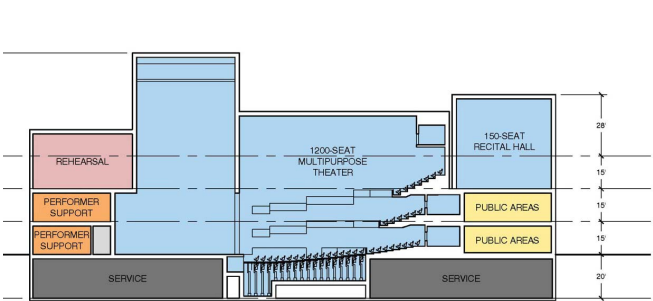


SCENARIO 2/ PARCEL 3

PERFORMING ARTS CENTER

In Scenario 2 the large hall is increased to 1,200 seats on three levels and is shown with the flat floor option to increase its versatility. The 150-seat recital hall and theater/dance rehearsal room are retained, but the black box, white box, and music rehearsal rooms are removed from the program. The result is a slightly smaller building of about 105,000 GSF, but a taller building at 95 feet due to the stage tower of the large hall. The overall arrangement of the building is like Scenario 1/Parcel 3 except that the large hall occupies more of the overall footprint. As a result, the rehearsal room is moved to the third floor to the west of the stage house. The 150-seat recital hall occupies the southeast corner on the third floor as in Scenario 1.

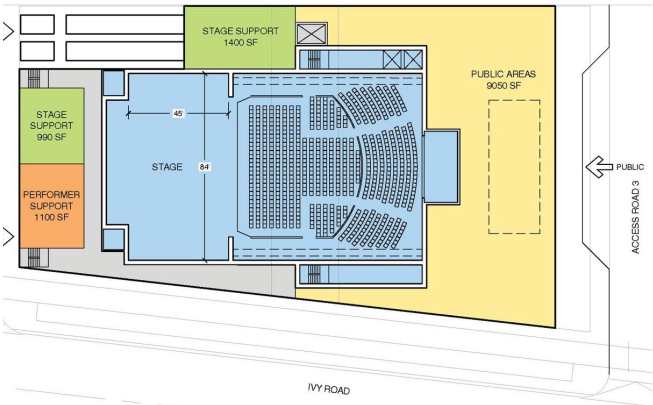
The preferred stage footprint is 105 feet wide by 50 deep, but Parcel 3 will not accommodate a stage of this size. The scheme shows an 84-foot wide by 45-foot deep stage, which is adequate for the expected uses.



Centerline Section



Site Plan



Building Floor Plan - First Floor

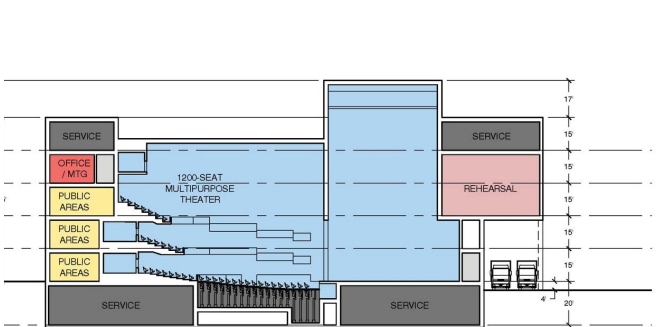


Massing Aerial View

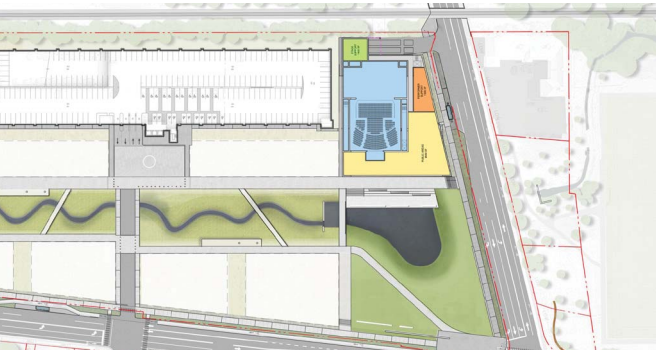
SCENARIO 2/ PARCEL 9

PERFORMING ARTS CENTER

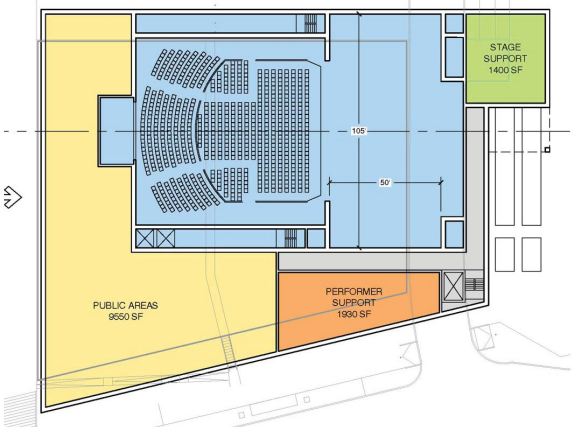
In Scenario 2 the major program elements are the 1,200-seat large hall, 150-seat recital hall, and a rehearsal room. The overall arrangement of the building is like Scenario 1/Parcel 9. A public drop off and public and stage door entries are provided at the Emmet Street facade. The formal public entrance remains facing the pond and open space at the district corner. The 150-seat recital hall occupies the southeast corner on the third floor overlooking the pond and Emmet Street, where it could be developed as an expressive feature. The rehearsal room has moved to the third floor to the north of the stage house. Parcel 9 accommodates the preferred stage footprint of 105 feet by 50 feet.



Centerline Section



Site Plan



Building Floor Plan - First Floor



Massing Aerial View

BENCHMARKING STUDIES

SCENARIO 3: LARGE PERFORMANCE VENUE MODEL

The **Performing Arts Center** would build the national brand; an even larger hall with fly would accommodate larger scenic touring content, Music Department large ensembles, and community organizations. It would present touring content at risk, and complement the Paramount and JPJ Arena. Exemplars of the Performing Arts Center are UNC Chapel Hill and Flynn Center for the Performing Arts. No smaller venue is included in this scenario.

Carolina Performing Arts at the University of North Carolina (UNC) opened in 2005. The center is in Chapel Hill, NC and has a staff of 27 plus student staff members. The center comprises a 1,434-seat hall, which is home to the presented series and many rental events. It also has a 380-seat hall with retractable seating to accommodate seated receptions, and a 240-seat theatre.

Carolina Performing Arts activity includes Arts@TheCore programming and about 35-50 presented events. UNC's Department of Music accounts for the majority of academic use. While the center does not have resident companies, it gives preference to the North Carolina Symphony.



Flynn Center for the Performing Arts is a 14,400 square foot center in Burlington, VT. It opened in 1930 and has a staff of about 52. The center has a 1,411-seat proscenium auditorium, which is its original theatre and was fully restored in 2000. It also has a 180-seat cabaret space, which is a flexible and intimate home for emerging and established artists, as well as two education studios and a gallery.

The Flynn Season is a presented series including Broadway, music, theater, dance, and family performances on the Mainstage. Community use includes the Vermont Symphony Orchestra, Vermont Youth Orchestra, Lyric Theatre, Vermont Stage Company, Burlington Discover Jazz Festival, and various education events. The center is also home to the University of Vermont Lane Series, which includes jazz, folk, piano, chamber music, choral, early music, and world music.

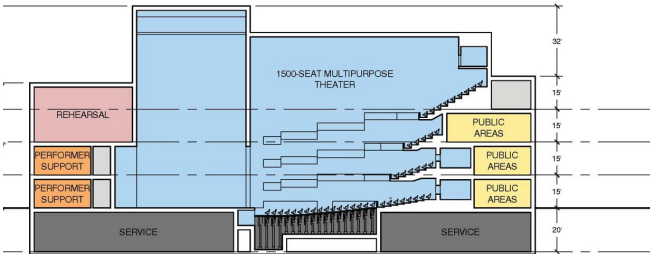


SCENARIO 3/ PARCEL 3

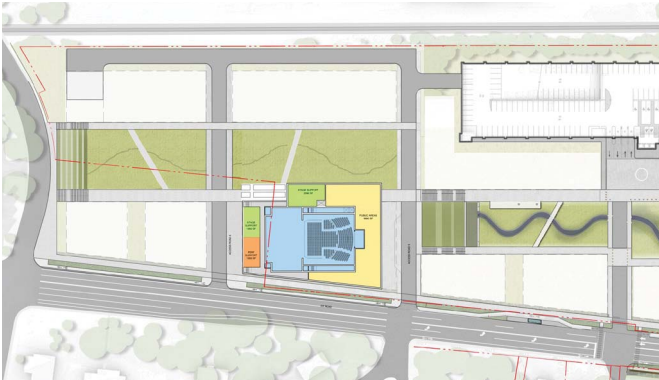
LARGE PERFORMANCE VENUE

The major program elements in Scenario 3 are a 1,500-seat hall and a rehearsal room. The large hall has four seating levels and retains the flat floor option. The overall building is about 120,000 GSF, and the overall arrangement is like the previous Parcel 3 schemes.

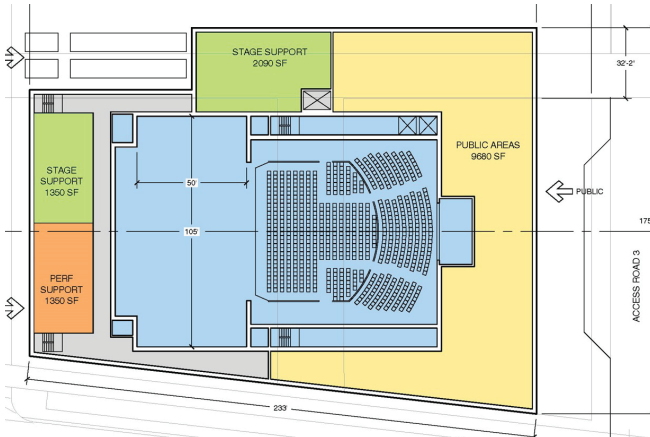
The larger stage footprint (105 feet wide by 50 deep) is needed to support the uses of the larger 1,500-seat hall. As a result, the building footprint does not fit within Parcel 3 and has been extended 32 feet to the north. The resulting building footprint is about 38,000 SF.



Centerline Section



Site Plan



Building Floor Plan - First Floor



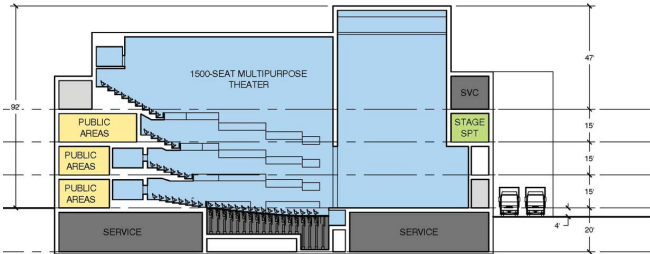
Massing Aerial View

SCENARIO 3/ PARCEL 9

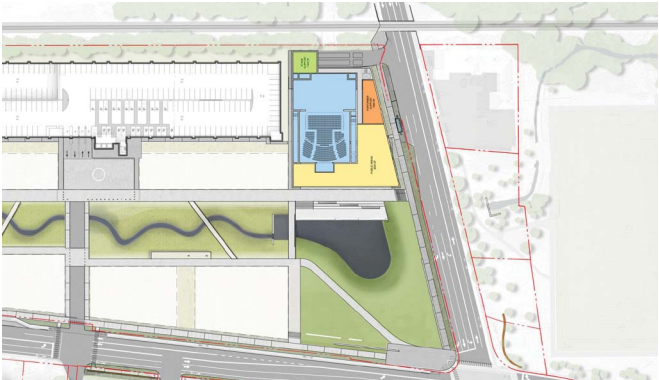
LARGE PERFORMANCE VENUE

This site again accommodates the program required and offers a strategic location close to the existing arts district, Central Grounds, and proximate parking in the existing garage immediately adjacent.

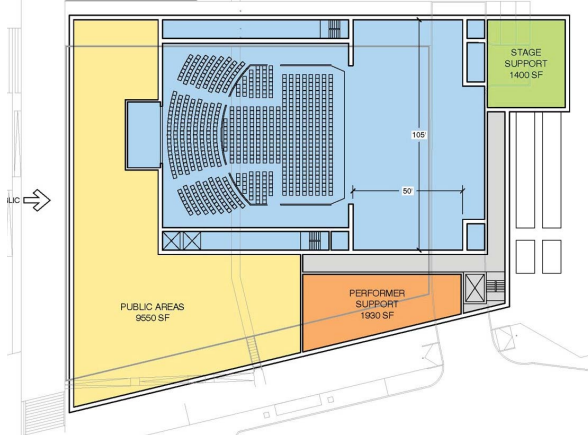
The rehearsal room now occupies the prominent southeast corner on the third floor, making it very visible and providing it with a strong public connection. Parcel 9 accommodates the 1,500-seat hall and the preferred stage footprint of 105 feet by 50 feet without an increase in the parcel footprint.



Centerline Section



Site Plan



Building Floor Plan - First Floor



Massing Aerial View

BENCHMARKING STUDIES

SCENARIO 4: CONCERT HALL MODEL

The **Concert Hall** would support the University’s event needs. With a 1,200 hall with no fly and a flat floor conversion options, it could accommodate music performances and Old Cabell Hall events, as well as a banquet function, but not be appropriate for scenic productions such as touring theater and dance. The hall’s business construct would be rental-based; Old Cabell Hall would still exist, and the new venue would support or compete with the conference hotel. Examples of the Concert Hall are Stanford University and University of Georgia.

Bing Concert Hall at Stanford University opened in 2013 in Stanford, CA. The 112,000 square foot center has a staff of 23. The center’s venues include an 842-seat concert hall and a 150-seat studio, both of which provide an inviting atmosphere and high quality acoustics. Academic use includes music ensembles such as the Stanford Wind Symphony, Symphony Orchestra, Symphonic Chorus, and University Singers. The center also presents Stanford Live (music, dance, theater), which includes a Cabaret Series and Summer Series.



The Performing Arts Center at the University of Georgia (UGA) opened in 1996 in Athens, GA. It has a staff of 12. The center comprises a 1,096-seat concert hall with festival-style seating, and a 358-seat recital hall with an intimate setting for solo recitals and chamber music concerts.

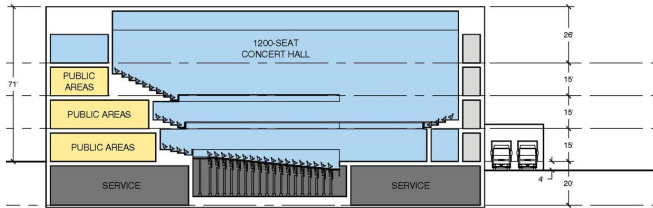
Academic use includes the UGA symphony and choral ensembles, faculty and doctoral recitals, the University Theatre Studio Series, and Fine Arts Theatre. The center partners with the Atlanta Symphony Orchestra, and center presentations comprise the Franklin College Chamber Music Series (including a partnership with the Chamber Music Society of Lincoln Center), World Stage (music and dance), Perspective (blended performance styles), and Theatre (comedy and drama).



SCENARIO 4/ PARCEL 9

CONCERT HALL

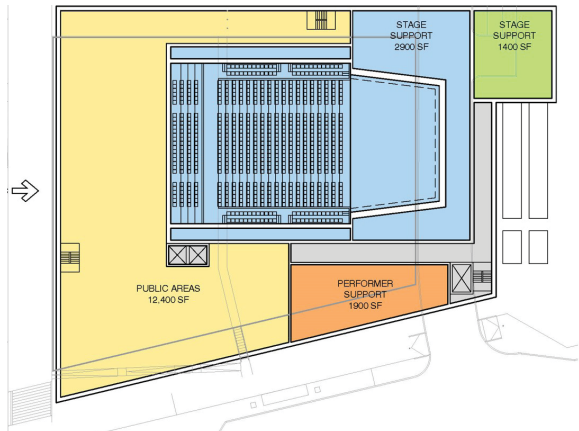
The major program elements in Scenario 4 are a 1,200-seat concert hall and a rehearsal/function room. The concert hall has three seating levels and the flat floor option, but does not have a stage house and rigging appropriate for dance and theater performances. The overall building is about 95,000 GSF with an overall height of 71 feet.



Centerline Section



Site Plan



Building Floor Plan - First Floor



Massing Aerial View

VENUE INVENTORY

UVA FACILITIES

John Paul Jones Arena

The Department of Athletics and SMG jointly manage the arena. The department operates the arena for its own events, and SMG operates the arena non-department events. The latter include trade shows, six or eight large popular music concerts yearly, and family fair. Until recently SMG presented bus and truck Broadway in partnership with The Roberts Group, offering one performance and sometimes two. The arena seats 15,000 for basketball. It seats 14,075 in an “endstage” format that has been used for the President’s Arts Lecture Series and music concerts. There are two fan-shaped “theater” formats—the larger seats 4,505 and the smaller seats 2,305. The technical facilities are limited: there is no rigging grid and little house equipment. Together with the aesthetic limitations of the environment, the venue is less than ideal for Broadway tours. The acoustic environment is completely unsuited to orchestral or other large ensemble performances.

Old Cabell Auditorium

The Department of Music manages the 851-seat Old Cabell Auditorium within Old Cabell Hall. The auditorium is semi-circular with about 675 seats on the main floor and 175 seats in a shallow balcony. The needs of the Department of Music have priority, and the auditorium is used for department classes, rehearsals, and performances. The auditorium is available to other users on a first come, first served basis and is heavily utilized. The primary uses are acoustic music, conferences, and speakers.

Limitations:

- The concert platform (estimated to be 1,200 square feet) is both deficient in size and not well proportioned for large musical ensembles. For reference, an appropriate platform size would be 2,600 square feet or larger.
- The auditorium is deficient in front-of-house space and public amenities.
- The auditorium is deficient in back-of-house space and performer amenities.
- Technical facilities for lighting, scenery, multimedia, and projection are very limited.
- Wheelchair seating spaces are not well integrated into the overall seating.
- Some uses of the auditorium required the Department of Music to curtail other activities in Old Cabell Hall. This is due to noise concerns and security concerns.
- The auditorium is not served by nearby parking and access to the hall can be difficult for patrons with mobility impairments. This has been especially problematic for the community users of the auditorium.

UVA FACILITIES



Venue: JPJ Arena
Building: JPJ Arena
Seat count: 2,305 to 14,075



Venue: Old Cabell Auditorium
Building: Old Cabell Hall
Seat count: 851

Department of Drama venues

The Department of Drama occupies three performance venues within the Drama Building.

Helms Theatre is a 200-seat flexible theater with raked seating, suitable for drama and multimedia performances. **Caplin Theatre** is a 300-seat thrust stage used for drama and dance. Completed in 2013, it is the newest theater on Grounds. **Culbreth Theatre** is a well-equipped 520-seat proscenium theater suitable for drama, musical theater, and dance.



Venue: Helms Theatre
Building: Drama Building
Seat count: 200



Venue: Culbreth Theatre
Building: Drama Building
Seat count: 520



Venue: Ruth Caplin Theatre
Building: Drama Building
Seat count: 300

VENUE INVENTORY

UVA FACILITIES

Inn at Darden, Abbot Center Auditorium

The Inn at Darden manages a 470-seat plenary hall with an open speaker’s platform suitable for conferences, speakers and film screenings.

Event Planning Services venues

Event Planning Services (within the Office of the Dean of Students) manages the scheduling of several indoor assembly spaces and the McIntire Amphitheatre.

Ern Commons, O’Hill Forum, Runk Green Room, Newcomb Hall Ballroom, and SAB are flat floor event rooms seating between 120 and 475 in “theater” mode. These spaces are suitable for dances, banquets, and simple performances. Except for SAB, none are specially equipped for performance.

The historic **University Chapel** hosts weddings, memorial services, meetings and special events for up to 250 guests. It is not suitable for most performance types.

Newcomb Hall Theatre is a 387-seat lecture hall with fixed seating on a shallow slope. It accommodates conferences, speakers, and film screenings.

McIntire Theatre is an outdoor amphitheater seating 2,500, used for student gatherings, memorial services, and musical events.



Venue: Ern Commons
Building: Ern Commons
Seat count: 249 (in theater format)



Venue: O’Hill Forum
Building: Observatory Hill Dining Hall
Seat count: 128 (in theater format)



Venue: Runk Green Room
Building: Runk Dining Hall
Seat count: 120 (in theater format)



Venue: Newcomb Hall Theatre
Building: Newcomb Hall
Seat count: 387



Venue: SAB
Building: Student Activities Building
Seat count: 420 (in theater format)



Venue: University Chapel
Building: University Chapel
Seat count: 250

COMMUNITY FACILITIES

MLK Performing Arts Center

The MLK Performing Arts Center is a 1,276-seat single-level high school auditorium at Martin Luther King High School, about three miles northeast of Central Grounds in Greenbrier. The Charlottesville Symphony has performed here, but the auditorium’s acoustics are not suited to symphonic music.

Paramount Theater

The Paramount is a Rapp & Rapp designed movie palace that opened in 1931. It was renovated and reopened in 2004, and is operated by the non-profit Paramount Theater, Inc. It is located on the Downtown Mall with nearby convenient parking. The auditorium seats 1,041 with 722 seats on a wide main floor and 284 seats in a shallow balcony. The room acoustics may be limiting for a large orchestra ensemble but are adequate for most performance types. The stage depth is quite limited at 14 feet clear from the proscenium opening to the back wall. To compensate a large apron has been created in front of the proscenium opening.

Limitations:

- The size of the stage, the height of the stage house, and the limited stage rigging restrict the uses of the theater.
- The theater has no loading dock. Loading access is through large double doors at the rear of the stage.
- The front of house spaces are warren-like and wayfinding is difficult.

Jefferson Theater

Another historic theater on the Downtown Mall, the Jefferson Theater opened 1912 as a live performance theater and was renovated and reopened in 2009 as a commercial music venue. The main level has no seats, there is fixed theater seating in the balcony, and café seating in the upper balcony. Total capacity is 750. The venue features a range of genres including rock, bluegrass, reggae, country, metal and hip-hop.

Sprint Pavilion

Sprint Pavilion is an outdoor amphitheater on the Downtown Mall. Capacity is 3,500.



Venue: MLK Performing Arts Center
Building: Martin Luther King High School
Seat count: 1,276



Venue: Paramount Theater
Building: Paramount Theater
Seat count: 1,041



Venue: Jefferson Theater
Building: Jefferson Theater
Seat count: 750



Venue: Sprint Pavilion
Building: Sprint Pavilion
Seat count: 3,500

BUILDING PROGRAM DETAIL

Net areas		1200-seat Theater	150-seat Recital Hall	200-seat Black Box	White Box	Rehearsal	Total
1.0	PUBLIC AREAS	16,120	1,055	1,360			18,535
2.0	PERFORMANCE AREA	27,350	3,600	3,505			34,455
3.0	STAGE SUPPORT	4,375		1,120			5,495
4.0	PERFORMER SUPPORT	3,785	400	625			4,810
5.0	WHITE BOX (Exhibition)				2,400		2,400
6.0	REHEARSAL					3,000	3,000
7.0	OFFICE/MEETING	2,100					2,100
8.0	SERVICES	2,740					2,740
Total net floor area (NSF)		56,470	5,055	6,610	2,400	3,000	73,535
Overall net to gross multiplier		1.6	1.6	1.6	1.6	1.6	1.6
Total gross floor area (GSF)		90,350	8,090	10,580	3,840	4,800	117,660

1,200-seat Performance Hall

Use code Room name		Net square feet	Occup	Unit square feet	Width	Depth	Height	Notes
TOTAL		54,370	1,200					
Proscenium opening					63	32		
1.0	PUBLIC AREAS	16,120						
1.1	Lobbies	10,080		8.40				
	111 Entry vestibules	480	1,200	0.40				
	112 Inner lobby	9,600	1,200	8				
1.2	Ticketing	200						
	121 Ticket sale windows	200	4	50	5	10		
	124 Ticket office manager	100	1	100	10	10		
1.3	Concessions/bars	700						
	131 Concessions/bars	580	48	12				Number of stations = 4% of seat count
	132 Concessions/bar storage	120		20%				20% of concessions
1.4	Food services	960						
	141 Café/coffee shop seating	600	30	20				
	142 Café kitchen	270		45%				45% of café
	143 Cafe storage	90		15%				15% of café
1.5	Reception	905						
	151 Donor/sponsor lounge	600	60	10				
	152 Lounge pantry	90		15%				15% of lounge
	153 Lounge cloak room	35	60	0.55				
	154 Lounge storage	60		10%				10% of lounge
	155 Lounge restroom (women)	60	1	60				
	156 Lounge restroom (men)	60	1	60				
1.6	Offices	120						
	161 House manager office	120	1	120				
1.7	Services	550						
	171 Concierge desk	80	1	80				
	172 Coatcheck/IR system	170	300	0.55				
	173 FOH staff lockers (women)	90	6	15				
	174 FOH staff lockers (men)	90	6	15				
	175 Janitor closet (orch lobby)	60	1	60				
	176 Janitor closet (balcony lobby)	60	1	60				
1.8	Storage	480						
	181 Front-of-house storage	480		5%				5% of inner lobby area

1,200-seat Performance Hall

Use code	Room name	Net square feet	Occup	Unit square feet	Width	Depth	Height	Notes
1.9	Public Restrooms	2,125						
			WCs or uninals		Seat count	Seats /fixture	% by Gender	Acceptable range of seats/fixture is 20 to 40
	191 Women's restroom	1,485	27	55	1,200	30	0.67	
	192 Men's restroom	520	13	40	1,200	30	0.33	
	193 Family assist restrm (orchestra)	60	1	60				
	194 Family assist restrm (balcony)	60	1	60				
	Total fixtures		42					
2.0	PERFORMANCE AREA	27,350						
2.1	Auditorium	19,585						
	211 Audience seating - orchestra	4,180	440	9.5				
	212 Audience seating - parterre	2,800	280	10				
	213 Audience seating - balcony 1	3,105	230	13.5				
	214 Audience seating - balcony 2	3,500	250	14				
	Total seat count		1,200	11.3				
	216 Sound mix position							Assumed in 211 area above
	217 Side circ and light locks	6,000	1,200	5				
2.2	Stage	5,565						
	221 Apron	315			63	5		
	222 Stage	5,250			105	50		80 Includes wings; height to gridiron
	223 Stage sound and light locks	in gross						
2.3	Offstage	660						
	231 Orchestra enclosure storage	400			20	20	36	
	232 Piano storage	80	1	80				
	233 Janitor closet	60	1	60				
	234 Offstage restroom (women)	60	1	60				
	235 Offstage restroom (men)	60	1	60				
2.4	Under stage	315						
	241 Orchestra pit - open to auditorium	see 211						Gala system provides adjustable pit
	242 Orchestra pit - overhang	315	16	20	63	5	7	
	243 Orchestra pit sound and light locks	in gross						
2.5	Over stage	-						
	251 Galleries	in gross						
	252 Gridrion	in gross						

1,200-seat Performance Hall

Use code	Room name	Net square feet	Occup	Unit square feet	Width	Depth	Height	Notes
2.6	Over auditorium	-						
	261 Forestage grid	in gross						
	262 Lighting catwalks	in gross						
	263 Access catwalks	in gross						
2.7	Control rooms	925						
	271 Control room - lighting	120			10	12		
	272 Control room - sound	180			15	12		
	273 Control room - stage mgr	100			8	12		
	274 Projection room	300			20	15		
	275 Followspot room	225	3	75				
2.8	Services	300						
	281 Lighting rack room	120	6	20				
	282 Sound rack room	180	6	30				
3.0	STAGE SUPPORT	4,375						
3.1	Workshops	450						
	311 Scenery shop	150	1	150				
	312 Electrics shop	150	1	150				
	313 Sound shop	150	1	150				
3.2	Offices	475						
	321 Backstage operations office	175	1	175				
	322 Visiting production office	300	6	50				
3.3	Services	1,170						
	331 Scene dock	1,050		20%				20% of stage area
	332 Crew ready room	120	8	15				
3.4	Storage	2,280						
	341 Percussion storage	600			20	30		
	342 Rigging storage	120			10	12		
	343 Props storage	120			10	12		
	344 Lighting storage	120			10	12		
	345 Sound storage	120			10	12		
	346 General stage storage	1,200			30	40		

1,200-seat Performance Hall

Use code	Room name	Net square feet	Occup	Unit square feet	Width	Depth	Height	Notes
4.0	PERFORMER SUPPORT	3,785						
4.1	Dressing	2,400						
441	1 to 2 person dressing rm #1	150	2	75				Including toilet and shower
442	1 to 2 person dressing rm #2	150	2	75				Including toilet and shower
443	1 to 2 person dressing rm #3	150	2	75				Including toilet and shower
444	1 to 2 person dressing rm #4	150	2	75				Including toilet and shower
445	Group dressing room #1	900	20	45				Including toilets and showers
446	Group dressing room #2	900	20	45				Including toilets and showers
	Total dressing stations		48					
4.2	Wardrobe	550						
421	Wardrobe workroom	400	8	50				
422	Laundry	150	1	150				
4.3	Lounge	560						
431	Performer lounge	480	32	15				Occupants = 2/3 number of dressing stations
432	Kitchenette/vending	80	1	80				
4.4	Services	275						
442	Stage door reception	100	1	100				
443	Stage door security office	175	1	175				
7.0	ADMINISTRATIVE OFFICES	2,100						Distribution to be determined
8.0	SERVICES	2,740						
8.1	Telecommunications	480						
811	Telephone/data room	480	6	80				
8.2	Workshops	200						
821	Maintenance workshop	200	1	200				
8.3	Offices	180						
831	Building engineer	100	1	100				
832	Maintenance engineer	80	1	80				
8.4	Loading/receiving	1,020						
841	Truck dock	exterior						Minimum 2 bays
842	Loading dock	520	2		13	20		
843	Receiving office	100	1	100				
844	Trash room	200	1	200				
845	Recycling room	200	1	200				
8.5	Storage	860						
851	Housekeeping eqmt storage	220	1	220				
852	Housekeeping supply storage	140	1	140				
853	General building storage	500	1	500				

150-seat Recital Hall

Use code	Room name	Net square feet	Occup	Unit square feet	Width	Depth	Height	Notes
TOTAL		5,055	150					
1.0	PUBLIC AREAS	1,055						
1.1	Lobbies	750		5.00				
	112 Inner lobby	750	150	5				
1.9	Public restrooms	305						
			WCs or urinals		Seat count	Seats /fixture	% by Gender	Acceptable range of seats/fixture is 20 to 40
	191 Women's restroom	165	3	55	150	30	0.67	
	192 Men's restroom	80	2	40	150	30	0.33	
	193 Family assist restroom	60	1	60				
	Total fixtures		6					
2.0	PERFORMANCE AREA	3,600						
2.1	Auditorium	2,100						
	211 Audience seating	2,100	150	14				
	216 Sound mix position							Assumed in 211 area above
	217 Public circ and light locks	in gross						
2.2	Platform	1,100						
	221 Platform	800			40	20		
	223 Platform anterooms	300	2	150				
2.3	Offstage	80						
	232 Piano storage	80	1	80				
2.6	Over auditorium	-						
	262 Lighting catwalks	in gross						
	263 Access catwalks	in gross						
2.7	Control rooms	120						
	271 Control room	120			10	12		
2.8	Services	200						
	281 Lighting rack room	80	4	20				
	282 Sound rack room	120	4	30				
4.0	PERFORMER SUPPORT	400						
4.3	Lounge	400						
	431 Greenroom	400						

200-seat Black Box Theater

Use code	Room name	Net square feet	Occup	Unit square feet	Width	Depth	Height	Notes
TOTAL		6,610	200					
1.0 PUBLIC AREAS		1,360						
1.1 Lobbies		1,000		5.00				
	112 Inner lobby	1,000	200	5				
1.9 Public Restrooms		360						
			WCs or urinals		Seat count	Seats /fixture	% by Gender	Acceptable range of seats/fixture is 20 to 40
	191 Women's restroom	220	4	55	200	30	0.67	
	192 Men's restroom	80	2	40	200	30	0.33	
	193 Family assist restroom	60	1	60				
	Total fixtures		7					
2.0 PERFORMANCE AREA		3,505						
2.1 Auditorium and stage		2,905						
	211 Main floor - seating and performance area	2,475			55	45		
	216 Sound mix position							Assumed in 211 area above
	217 Public circ and light locks	430						
	218 Stage sound and light locks	in gross						
2.5 Overhead								
	251 Technical gallery	in gross						
	252 Tension wire grid	in gross						
2.7 Control rooms		400						
	271 Control room	400						
2.8 Services		200						
	281 Lighting rack room	80	4	20				
	282 Sound rack room	120	4	30				
	283 Janitor closet	60	1	60				

200-seat Black Box Theater

Use code	Room name	Net square feet	Occup	Unit square feet	Width	Depth	Height	Notes
3.0 STAGE SUPPORT		1,120						
3.2 Offices		150						
	322 Visiting production office	150	3	50				
3.3 Services		370						
	331 Scene dock	370		15%				15% of main floor area
3.4 Storage		600						
	346 Chair and platform storage	600			20	30		
4.0 PERFORMER SUPPORT		625						
4.1 Dressing		400						
	441 2 to 4 person dressing room #1	200	4	50				Including toilets and showers
	442 2 to 4 person dressing room #2	200	4	50				Including toilets and showers
	Total dressing stations		8					
4.3 Lounge		225						
	431 Performer lounge/wardrobe	225			15	15		

White Box and Rehearsal

Use code	Room name	Net square feet	Occup	Unit square feet	Width	Depth	Height	Notes
TOTAL		5,400						
5.0 WHITE BOX (EXHIBITION)		2,400						
	511 Multimedia exhibition space	2,000						
	512 Multimedia exhibition space storage	400						
6.0 REHEARSAL		3,000						
	611 Theater/dance rehearsal room	3,000			60	50		

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