



Master Planning Council (MPC)

MEETING NOTES - May 15, 2019

Office of the Architect for the University

Parking and Transportation Plan

Darden Inn Update

Emmet-Ivy Task Force Summary

MPC Members

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Meeting Agenda

- Parking and Transportation Plan by Rebecca White, Director of Parking & Transportation and Julia Monteith, Senior Land Use Planner
- Darden Inn Update by Alice Raucher, Architect for the University and Dean Krehmeyer, Darden chief of staff
- Emmet-Ivy Task Force Summary by Mary Hughes, University Land-
scape Architect

Presentation Summaries

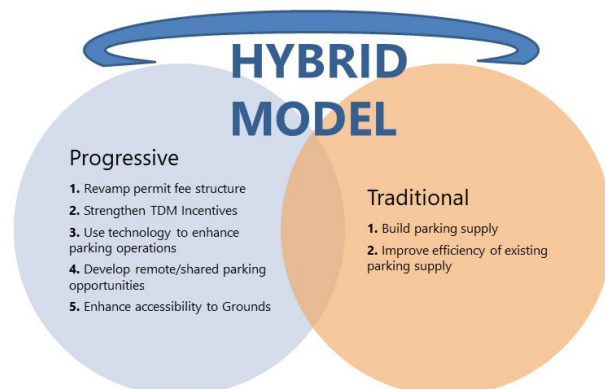
Opening Remarks

Ms. Raucher explained the origin of the MPC. It is the University's way of sharing current planning at UVA with the City and County, similar to the way UVA has a non-voting representative on the planning commissions. At MPC, presentations consist of planning projects in process that are not necessarily going to the BOV for approval. Ms. Raucher then asked everyone to introduce themselves.

P&T Plan

Julia Monteith and Rebecca White presenting. Julia Monteith will focus on the plan development and recommendations, while Rebecca will address the implementation of those recommendations. As background, this is one of three recent pan-University studies along with the academic space plan and the administrative space plan.

The Plan development started in April 2018 and is co-managed by P&T and the Office of the Architect. There is a steering committee consisting of University stakeholders who have provided input and direction throughout the plan development. There was also a large outreach/open house/online



Evaluate Parking and Transportation Funding model

Hybrid Planning Model for Parking and Transportation at UVA

survey effort.

From April 2018 through March 2019, the University worked with a consultant team to develop an updated Parking and Transportation (P & T) Plan that sets forth a vision for transportation at the University. The Plan represents an update to two previous Parking and Transportation plans developed in 2007 and 2011. This new Plan has a ten-year planning horizon and examines a study area of 1,150 acres that includes Central Grounds, North Grounds, West Grounds, the Health System, Fontaine, and Northridge.

Findings: Over the next 10 years UVA's population is expected to increase by 15%. At the same time capital projects are temporarily removing parking. The result is a short-term loss of 1,100 spaces and long-term loss of 600 spaces while the school's population is growing. Because of parking losses due to capital projects 2020 is a critical year where the demand exceeds the effective supply.

Remedies for UVA's parking issues are broken into short, medium and long term. Overall, we are implementing a hybrid approach that includes both traditional (build more supply) and progressive (technology to manage supply, permit fee structure, and TDM).

Discussion

Ms. Raucher: a lot of parking is on surface lots where we want to improve pedestrian scale. So, as we have projects, we need to be mindful to accommodate cars because it is the reality of commuting in our area.

Louis Nelson: Based on community input, the bus system is viewed as prioritizing students to the detriment to low paid employees. This may be a way to relaunch the bus service to serve the larger community better.

Rebecca White then gave an overview of the implementation categories and recommendations for the Parking and Transportation Plan:

- 1) Improve efficiency of existing parking supply (traditional)
 - a. Reorganize to better serve with UTS
 - b. Increase parking efficiency
- 2) Develop remote/shared parking opportunities
 - a. Establish intercept parking sites (outside of UVA)
 - b. Create additional park and ride.

The cost of these two parking solutions can be expensive if we provide transit, but less so if the lot operates with self-commuting and informal carpools onto Grounds. It is thought that casual carpools can work given where people work.

- 3) Build parking supply
This is very expensive, but is necessary to accommodate future population.



Current and Future Parking Supply and Demand at UVA.

Discussion

Ms. Raucher: As these projects develop, it will be critical to see if the structures can be built with flexibility if car culture changes in 15 years and they become obsolete. We also need to need to evaluate the needs incrementally. We should not build all the parking supply all at once.

Ms. Raucher: We are proposing two parking structure projects to the BOV in June. One structure at Fontaine and one structure at athletics. Both of these would replace surface parking.

4) Revamp permit fee structure

This strategy does not involve just raising fees. It is about adding flexible options so people don't have to buy an annual pass, or for 5 days a week. We can now also leverage technology to help with this.

Great strides have been made in the last 5 years.

Discussion

Isla Berman: This could be a very fruitful strategy because it thinks about space and time, which can increase efficiency a lot. How difficult is it to ascertain true demand?

Julia Monteith: We have a good idea of where people live and the TDM program is robust and offers opportunities.

Louis Nelson: Culture change has to happen. We need to package and communicate TDM programs heavily. Why not have a salary-based permit fee structure?

5) Use technology

6) Enhance accessibility to Grounds.

a. Amenities for cyclists. This includes bike lanes, but also adequate shower facilities.

b. Expand transit

c.. Work with CAT and Jaunt

Discussion

Louis Nelson: A single app (for UTS, CAT and Jaunt) would significantly increase usage among faculty.

Rebecca White: The RTP allows us to be more integrated.

Hosea Mitchell: Why is CAT/Jaunt cooperation so expensive?

Rebecca White: They are federally subsidized so expanding service with them can be complicated and expensive.

7) Strengthen TDM strategies

We have a lot of good TDM programs but we need to focus on communication. Parking and Transportation is developing a 'commuter concierge' program to help individuals craft a plan to reduce how much they drive to Grounds. The program will be piloted at Carruthers and Michie this summer, then at the Old Ivy Office Building and then Grounds-wide if successful.

8) Marketing and Education:

a. We really need to link this effort to larger sustainability and environmental values and advertise cost savings to NOT drive.

b. Investing in TDM resource team. Expanding from one employee to a team. Need to have a compelling vision, clear purpose and comprehensive program offerings

c. Program evaluation is important too. It is key to set goals that are measurable and continually look at whether they goals are being met.

Discussion

Isla Berman: When looking at goals, did we look at minimum and more ambitious goals?

Rebecca White: Unfortunately, it would take big changes beyond our control to achieve large decrease (25%) decrease in car users (i.e. we can't easily change land use patterns which currently causes most to drive to UVA for work.)

Louis Nelson: the arrival of the new President provides a new avenue to communicate. We should think about establishing goals and advertising these goals on the sides of buses so more of the UVA community can become aware of them.

Rebecca White: Yes, communication is important. We also want to brand the TDM effort and we are working with communications to come up with a brand for this.

Louis Nelson: Data driven decision making should be incorporated (data benchmarking).



Rendering of Inn and Arboretum from the South

The Inn at Darden – Alice Raucher, University Architect with Dean Krehmeyer, Darden chief of staff

Dean Krehmeyer began with an overview of the project, followed by a more in-depth look at the architecture and site for the new Inn from Alice Raucher.

The Inn at Darden mostly serves the residential MBA and executive MBA (executive is a one weekend a month program for MBAs) programs along with other Darden programs throughout the year. The current Inn is 30 years old now and is not of the same quality that is offered by many of Darden's peers. The Inn is at the core of the Darden experience, so the school is looking to create an asset that UVA and Darden can be proud of. Originally the school looked at renovating the existing inn (180 rooms). As this was investigated, it was realized that it would not change the overall experience in a positive way, so planning was initiated on a new Inn.

This project also allows for integration of the Inn into North Grounds heating and cooling plant, which is much more efficient than using a standalone system. The new Inn is planned to be 199 rooms. Part of the existing building will be repurposed and integrated into the new building. The project includes removal of most of Sponsors Hall and the creation of a robust landscape. The original Inn design was dorm-like and not a full-service hotel. In terms of master planning, the Inn has been developed in the context of the North Grounds planning study which foresees the precinct becoming less car-dependent over time. Interestingly, it is almost the same distance from Downtown to the Lawn as it is from Darden to the Lawn, so the need for the Darden Inn to be a destination in North Grounds, is important.

Main Features:

The main landscape feature is an Arboretum that will include restoration and preservation of the forested dell behind the Inn. Accessible routes through the arboretum will be created and outdoor classrooms will be included. The main building faces Massie Road and houses most of the guest rooms with additional rooms extending up Duffy Drive toward Darden. Conferencing spaces are located more toward the Law School.

Discussion

Michael Joy: The Arboretum will connect to Rivanna Trail. Accessible routes are planned through the landscape, despite the difficult topography.

Rebecca White: We will need to work out the accessible parking details for the Inn.

Ms. Raucher: The intent is to knit together the language of Darden and the public face on Massie with the more modern design of the Law School. The main material is red brick, but with contemporary windows.

Louis Nelson: Will there be open/public amenities on first floor?

Answer: Yes-dining/coffee etc.

Ms. Raucher ended the presentation with several before and after pictures showing renderings of the proposed Inn. She noted that the AARB has reviewed and asked for changes to the port cochere and the roofline, which the architects are working on. In conclusion the Inn acts as a front door to Darden. The school will continue to use the Darden garage to handle the parking demand for this project, so additional parking is not necessary.

Emmet-Ivy Task Force Summary by Mary Hughes, University Landscape Architect

UVA has been studying physical planning for the Emmet-Ivy corridor for several years. The Landscape Framework Plan was approved by the BOV two years ago. President Ryan sees this site as a good opportunity for University growth and this fall charged a taskforce to come up with programming and use recommendations for the site.

Elizabeth (Beth) K. Meyer, Professor of Landscape Architecture and Margot Rogers, Senior Adviser, Strategic Initiatives headed the task force which developed a report (available on-line) The report proposes three hubs or nexuses: 1) Creativity and experiential Arts nexus (public facing (i.e. like Fralin and Kluge Ruhe art museums and Performing Arts), 2) Discovery nexus (interdisciplinary research institutes of UVA) and 3) Global Engagement nexus.

The report also recommended public facilities, such as a hotel and conferencing facility. This hotel facility should be oriented toward University academic uses and will have the added benefit of being located close to the athletics district.

Discussion

Isla: are we looking at the other corners of the Emmet Ivy intersection as they will be important for tying the site into the larger Grounds?

Alice: The Smartscale project and other coordination with the City will help to connect the site with the rest of Grounds. In addition, a design studio in the fall at the Architecture School will be looking for how to further make these connections. As part of the project, the pedestrian environment will be improved along the IRC side of Ivy Road too. The pause in the design development and the task force process was good for creating buy-in for the district and it is good that the report set up guidelines for the overall form of the district (first floor expectation of public use and the nexus as organizing concept).

Isla: Another good aspect of the report is that it recognizes that the site is large and that we can accommodate most desired programs there.

Alex: City is looking to address issue of coordination with construction with UVA. Things like staging and traffic management are important.



Ivy Corridor Task Force Recommendations

