CONTENTS

INTRODUCTION

Executive Summary 09
Board of Visitors Resolution 11

PLANNING AND DESIGN

Analysis 14
Framework Plan 28

MOBILITY

Analysis 52
Smartscale 54
Recommendations 58

UNIVERSITY NEEDS

Proximity 62
Summary of finding 66

MARKET STUDY

Overview 71
Hospitality 72
Retail 76
Residential 78

CONCLUSIONS

Next Steps 81

APPENDIX

Open space scale comparisons 84
Circulation 88
Emmet St. and Ivy Rd. intersection studies 96
Market analysis 106
Hospitality analysis 116
University needs summary 135
INTRODUCTION

Executive Summary
Board of Visitors Resolution
INTRODUCTION

This stunning site lies at the strategic center of Central, North and West grounds. Therein lies great opportunity to manifest, on many fronts, the strategic aspirations of the university.

1. The University enhance its reputation as a leading place of scholarship in the American campus landscape.

2. Towards that mission, it organizes curricula and the physical campus enabling interdisciplinary scholarship and thought on the world’s most pressing issues, essentially a great reinvestment in the Jefferson idea.

3. This specific site offers the unique opportunity to manifest the environmental goals of the institution. The site is a rare opportunity to integrate a collaborative academic and mixed use idea around a bold restorative ecological idea.

4. It is the responsibility of the UVA Foundation, as partner in this effort, to realize the highest and best use for the 14 acres. Ultimately the solution must create value through the choreography of Grounds stewardship, academic aspirations, and a phased mixed use idea.

5. The site’s geography demands that the solution be connective and create a vital university enclave that unites north, central and west Grounds.

6. The site is the western gateway to the historic central Grounds, a World Heritage Site. The idea and the final result must recognize the need to serve as introduction to the university.

These are the challenges and opportunities of the work before us. This document serves as summary for this initial effort.

EXECUTIVE SUMMARY

The University of Virginia, in association with the University of Virginia Foundation outlined a process for developing a long-term strategy for redeveloping 14.5 acres of land west of the intersection of Ivy Road (U.S. 250 and Emmet Street /U.S. 29).

At the juncture of two U.S. highways, this parcel of land is a significant entry to the University Grounds as well as a critical link between North Grounds, Arts Grounds and Central Grounds.

In June 2015, the Board of Visitors directed the University and UVAF to undertake a comprehensive planning study for the redevelopment of this strategic area for uses to benefit the University, including the potential for residential, academic, commercial and hospitality functions.
Proposed Framework Plan
BOARD OF VISITORS RESOLUTION

Ivy Corridor Landscape Framework Plan

WHEREAS, the University has developed a long-term framework plan to redevelop the Ivy Corridor from Emmet Street west to Copeley Road; and

WHEREAS, the City of Charlottesville has been awarded a grant by the Commonwealth of Virginia Department of Transportation to implement various safety and connectivity improvements along Emmet Street from Ivy Road to Arlington Boulevard; and

WHEREAS, the City’s planned project will contribute to improvements in the safety, appearance, and functionality of the Ivy/Emmet intersection for all modes of transportation and aligns with the University’s proposed streetscape improvements;

RESOLVED, the Board of Visitors approves the landscape framework plan for the phased development of the Ivy Corridor area to advance the goals adopted by the Board of Visitors in March 2015 to:

- enhance the safety and connectivity between the redevelopment area and Grounds while providing an opportunity for interaction with the Charlottesville community;
- identify green space potential;
- accommodate current transportation, parking, and stormwater functions;
- optimize economically viable development and University support activities; and
WHEREAS, the City’s planned project will contribute to improvements in the safety, appearance, and functionality of the Ivy/Emmet intersection for all modes of transportation and aligns with the University’s proposed streetscape improvements;
- provide appropriate screening of the parking garage; and

RESOLVED FURTHER, the Board of Visitors authorizes the University to proceed with planning Phase I of the redevelopment effort, which includes the area from the Ivy/Emmet intersection to 2015 Ivy Road on the following schedule:

- September 2016: Begin planning streetscape and infrastructure improvements; and
- June 2017: Present recommended schedule for the future of the Cavalier Inn.
GROUND AND CONTEXT

The University of Virginia, established in 1819, comprises 1,135 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 Albemarle 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.
As part of the Piedmont region of Virginia, the topography of Grounds and the Ivy-Corridor site is defined by a series of dramatic hills and valleys with a connective pattern of streams and tributaries.

TOPOGRAPHY AND HYDROLOGY
The Ivy-Corridor site sits within a watershed that drains north toward Meadow Creek. The existing stream within the site is a tributary of Meadow Creek, which ultimately drains into the Rivanna River.
Various historic photographs, as well as this 1895 Existing Campus Plan map confirm that the valley area around Nameless Field historically has been inundated with wetlands and a surface body of water. This plan shows a wetland area at the terminus of Meadow Creek that feeds into a surface pond and continues as a creek beyond.
The first President of UVA, Edwin Alderman, hired Warren Manning, one of the nation’s leading landscape architects of the time, to design a master plan that reorganized the grounds and created new centers and spaces beyond McKim, Mead & White’s suggestions. In this plan, Manning proposed a series of new walks, axes, lawns, roads, and quadrangles that optimized views and dramatized approaches, most of which were never built. A profound proposal for physical change noted in the 1913 Master Plan was the expansion of the surface hydrology system in the valley as a bold lake feature in the landscape.

Manning, presumably, sought to unify the valley and take advantage of existing wetland and pond hydrology systems, formalizing them into large bodies of surface water that would define the valley and establish a landscape as a threshold to the University. The plan was never completed; and the Construction of Memorial Gymnasium after World War I formalized the pre-existing wetland into a reflecting pool on the east side of the building. In the 1950’s, this reflecting pool was filled in and the open stream was routed into below-grade pipes to establish the open recreation space that today makes up Nameless Field and the Sheridan Snyder Tennis Center.
HYDROLOGY

Surrounding Hydrology

Opportunity for creating a holistic approach to storm water management issues at the Ivy Corridor Site

Hydrology as a potential connector of North and Central Grounds

Create a positive impact on downstream issues and accommodate future growth

Provide environmental, educational and economic benefit to the University and Community

Daylight from a 60” RCP

Receives flow from 120 acres to the west and 55 acres to the southwest

Accommodates base flow and larger storm events for current site development

Transitions from 68” to 43” RCP

Transitions from 36” RCP

Backs up during storm events

Daylighted stream corridor
Stream piped below ground
SITE AREA

Existing Conditions

Site Area = 14.58 acres
Building coverage = 3.16 acres
Green space = 4.08 acres
Total Impervious area = 7.34 acres (50%)
Stream Buffer = 1.85 acres
Parking Garage = 1,200 spaces
Existing GSF = 165,037 (Excluding parking garage)
REGULATORY FRAMEWORK

PS-7 Frontage: 5ft. Min., 30ft. Max.


Stream regulated by COE and Virginia Department of Environmental Quality

50’ Setback best-practice recommendation

PS-7 Frontage: 5ft. Min., 30ft. Max.
Conclusions

Improve arrival experience to Grounds

Improve pedestrian, bicycle, and vehicular circulation through intersection, and connection to North Grounds
Create a Landscape Framework to maximize identity, value, frontage, address on site

Enhance stormwater ecology with a single big move versus several phased disconnected stormwater projects, with each building project

Develop a phasing plan approach to development.
Enhance mixed use on the site: academic/arts, hospitality, residential, retail.
Proposed Framework Plan
CIVIC FRAMEWORK

The Framework principles embody the strategic goals from the Board of Visitors to enable a dynamic, economically viable development that supports the University’s mission and provides significant open green spaces for community benefit.

The Framework is driven by a strategy to celebrate and utilize the existing hydrology function as a central, connectivity open space, while also establishing a rational grid of streets and development blocks, scaled appropriately, to achieve maximum flexibility for future development. Future buildings along the streets will have lower building heights to respond appropriately to surrounding context, with the potential for taller buildings along the Railroad track. Additionally, the potential exists for bridges to connect across the Railroad track to future buildings within the athletics district.

The framework posits stormwater and hydrology as one connected feature, as opposed to various disconnected projects associated with each new building. The simple network of streets and pedestrian walks will allow a phased approach to development, always building toward the larger vision.
Alternative 1: “Big Green”

Alternative 2: “Corner Green”

Alternative 3: “Pavilions”
FRAMEWORK SCENARIOS

Various scenarios for the Framework were studied, with respect to the open space at the Emmet / Ivy Intersection. The exploration studied the scale and frontage of the open space as it relates to the broader Valley looking back toward the Academical Village. The analysis of other open spaces throughout Grounds, and their inherent relationship to the buildings engaging them, determined that the appropriate balance resided in the scheme of the "Corner Green," which is the recommended alternative. (See Appendix)

The scale, program and character of this open space will be studied in further detail in subsequent phases.
Existing Conditions

- Site Area = 14.58 acres
- Building coverage = 3.16 acres
- Green space = 4.08 acres
- Total Impervious area = 7.34 acres (50%)
- Stream Buffer = 1.85 acres
- Parking Garage = 1,200 spaces
- Existing GSF = 165,037 (Excluding parking garage)
POTENTIAL FIRST-PHASE PLAN

*Note: Building area square footage applies to ground floor footprint only*
POTENTIAL LONG-TERM PLAN

Development Parcels = 216,875 SF
Development = 600-750,000 GSF
(3-6 Floors) 1.25 FAR
Existing Development = 165,000 GSF

Open Space = 4.80 Acres  +24%
Impervious Surface = 3.26 Acres  -55%

*Note: Building area square footage applies to ground floor footprint only
EMMET / IVY INTERSECTION

The potential removal of the Cavalier Inn puts forth a powerful opportunity to extend the landscape of Central Grounds into the Ivy Corridor as a new open green, showcasing vibrant student life with future academic program.

Coupled with traffic mitigation improvements across grounds, the proposed changes to the Emmet/Ivy intersection will simplify movements, prioritize the pedestrian and establish a memorable, park-like threshold to the University.

Existing Emmet/Ivy Intersection looking north-west
EMMET STREET

Consistent with the goals of creating a welcoming, park-like arrival experience for visitors, the streetscape along Emmet Street is re-envisioned to have clear and comfortable pedestrian spines, shaded below a robust urban plantation. The new streetscape will open up view corridors into the broader valley, enabling visibility of the vibrant student life within. Dedicated bike lanes and broad pedestrian walks will simultaneously enable greater connections and strengthen the institution’s identity.

Existing conditions at Emmet St., looking south
Given the surrounding commercial context, along with great exposure at Ivy and Copeley Roads, the western corner of the Ivy Corridor has the potential for transformative change from a low-density suburban condition to a vibrant street edge and threshold to the University. The frontage at this corner provides the opportunity for possible retail to support athletic facilities and the Lewis Mountain Neighborhood.
As an extension of the broader open landscape of Central Grounds, this new open green will provide a dynamic, flexible forum for student life. Envisioned as a central lawn with social terraces at the base of future buildings, the lawn will be an iconic, pedestrian oriented, civic convening space for the University and Charlottesville community alike.

The removal of the Cavalier Inn will dramatically change the perception of grounds by physically and visually connecting North and Central Grounds by creating an inviting and open threshold. It has the potential to integrate the long disparate geographic areas of the University with a vibrant, iconic forum for Grounds.
The central green corridor will be the physical and social heart of the district. This space has the potential to unify the district as it develops over time. The future building program fronting this green will create a dynamic and vibrant pedestrian-oriented neighborhood aimed at educating the whole student and moving towards the long-term vision of campus and community.
CENTRAL CORRIDOR

The transformed riparian corridor has the potential to be an active research and learning laboratory, a vibrant student-life zone and a possibly a highly efficient infrastructure conduit. The open space will enable best-practice stormwater management while providing significant new ecosystem services for the environment.
MOBILITY

Analysis
Smartscale Opportunity
Recommendations
MOBILITY AND PARKING ANALYSIS

Mobility to Grounds
Opportunities:

- Improve entry experience for Visitors to Grounds
- Regional approach to mitigate traffic constraints on Grounds and future growth
- Potential interceptor parking garages and shuttle service to Grounds
- Improvements at the Ivy/Emmet intersection to improve pedestrian and entry experience for visitors to Grounds

Arrival from Richmond, Charlotte, Atlanta
South - 30%

West - 15%
New crosswalks with audible pedestrian signals and ADA compliant sidewalks

Add landscaping to median

CAT and UTS bus stops will be consolidated and moved to optimal places along the street. They will be equipped with shelters and signage.

10' wide shared use path, and on-street bike lanes on both sides of Emmet St.

Potential shared-use pathway through railroad trestle

Intersection curb realignments to reduce speeds. Improvements to crosswalks for safety
SMARTSCALE FUNDING OPPORTUNITY

Emmet Street Improvements
As part of the new Smartscale legislation enacted in 2014, the City of Charlottesville has planned improvements for Emmet Street. The initiative will focus on improving congestion, addressing safety concerns and encouraging economic development. The University, in accordance with the Ivy-Corridor project, is collaborating with the City of Charlottesville to make additional improvements to Emmet Street that build toward a larger vision. The goals outlined for Emmet St under the Smartscale legislation include:

Total Budget = $12,115,000

- Improve pedestrian and bike connections and safety
- Consolidate bus stop locations
- Shared-use path under railroad trestle
- Traffic and pedestrian improvements at Ivy/Emmet street intersection
EXISTING EMMET / IVY INTERSECTION

ANALYSIS:

- Existing AM average vehicular delay 28.8 sec and PM average vehicular delay is 47.4 sec
- Significant growth in pedestrian movement along Ivy Road in the past 10 years
- Lack of safety and clarity to pedestrian and bicycle movement
- Pedestrian crossing is interrupted at the intersection by traffic island
- Inefficient transit circulation
- Not an appealing visual experience and arrival to Grounds
PROPOSED EMMET/ IVY INTERSECTION

RECOMMENDATION:

- Additional SB right and NB right turn lane on Emmet street
- Revise traffic signal timing
- Designated, continuous bike lanes on Ivy Rd. and Emmet St.
- 10’ wide pedestrian walkways and a reduced crossing distance. Max pedestrian wait time is 98 seconds
- Existing AM vehicular delay is reduced to average 24.1 sec and PM average vehicular delay is 36.9 sec (including future growth)
- Significant improvement in safety and clarity to pedestrian and bicycle movement
- Pedestrian crossing is not interrupted at the intersection by traffic island
- Improves visual experience and arrival to Grounds

Note: Many alternative intersection configurations were studied, and these analyses can be found in the Appendix.

PEDESTRIAN WALK
BIKE LANE
Mobility Recommendations

To mitigate traffic congestion at the Emmet/Ivy intersection, traffic analysis shows the need for a series of interceptor parking lots or garages, at the perimeter of Grounds. The addition of interceptor parking areas, in association with improvements to UTS and CATS bus shuttle service to Grounds, could greatly improve the Ivy/Emmet intersection for vehicular traffic as well as improving pedestrian and entry experience for visitors. This regional approach to traffic mitigation could ease traffic congestion throughout Grounds.
Recommend roadway improvements for improved traffic flow from south to Leonard Sandridge Road.

Potential JPJ Amenity Garage

Coordinate UTS & CATS bus stop locations & reduce speed limit.

Roadway improvements at Emmet / Ivy intersection.

Ambulatory Care location studies may positively impact traffic flow to the Health System.

Identify a location for an Eastern Interceptor.
PROXIMITY

Proximity to Existing Schools

The University’s eleven schools are mostly concentrated within Central Grounds, however, two 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 clear 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.
Proximity to Centers & Institutes

The University is fortunate to be the home to many vibrant international centers and institutes that enrich the student experience and advance the Universities mission. The Centers and Institutes, however, are often spread across Grounds.

As a centrally located Convening space, the Ivy Corridor site has the potential to be a dynamic home to many Institutes and Centers that would benefit from better proximity and visibility.

1. Miller Center for Public Affairs
2. Lorna Sundberg International Center
3. Center for the Liberal Arts
4. Center for American English Language and Culture
   Center for Advanced Study of Teaching and Learning
   Center for Effective Teaching of Higher Education
5. Center for Undergraduate Excellence
   Center for Study of Local Knowledge
   Jefferson Public Citizens Program
6. Center for Global Inquiry and Innovation
7. Carter Woodson Institute for African-American Studies
   Center for South Asian Studies
   Tibet Center
8. Center for Risk Management of Engineering Systems
   Center for Electromechanical Science and Engineering
9. CMIT School of Commerce
   McIntire Center for Financial Innovation
10. East Asia Center
    Middle East Studies Program
11. Cancer Center
12. Center for National Security Law
    Center for Oceans Law and Policy
13. Center for Nanoscopic Materials Design
    MRSEC
    Institute for Nuclear and Particle Physics
14. Center for Public Health Genomics
    Charles O. Strickler Transplant Center
    The Children’s Hospital Heart Center of Excellence
    Children’s Hospital Heart Center
    The Pediatric Health Center of Excellence
    Digestive Health Research Center
    Heart Center
    Kluge Children’s Rehabilitation Center
    Cardiovascular Research Center
15. Institute for Advanced Technology in the Humanities
16. Institute on Aging
17. Institute of Law, Psychology, and Public Policy
18. Teaching Resource Center
19. Vestibular and Balance Center
20. Weldon Cooper Center for Public Service
    Sorenson Institute
21. Women’s Center
    Center for Global Health
22. Tayloe Murphy Center
    Batten Institute for Entrepreneurship and Innovation
23. Asthma and Allergic Diseases Center
24. Center for Biomedical Ethics and Humanities
25. Center for Politics
26. Center for Cell Signaling
    Center for Immunity, Inflammation and Regenerative Medicine
    Myles H. Thaler Center for AIDS and Human Retrovirus Research
27. Center for Nursing Research
28. General Clinical Research
29. Outpatient Surgery Center

* Center for Russian and East European Studies
* Center for Research in Contraceptive and Reproductive Health
* Institute for Environmental Negotiations
* No address information
Summary of Findings

Our discussions with various Schools, Institutes and Centers has yielded an initial series of potential program opportunities for the Ivy-Corridor Site. Conversations and analysis for program needs across the University in relation to the Ivy Corridor Site are ongoing. The Ivy/Emmet site occupies a crucial connective position between Central and North Grounds. It is proximate to every one of the university’s existing schools, and also has good access for external audiences. As such, the site’s convening power is second to none. It is therefore critical for the site’s mix of uses to include academics.

Given the collaborative nature of interdisciplinary research, the academic idea for the site moves away from a single model of ownership. Anchor academic tenants could be placed so as to make feasible significant shared resources, particularly those associated with meeting and additional maker spaces like Open Grounds and iLab.

Good potential fits include the Batten School of Leadership and Public Policy and arts related uses, particularly those less directly connected to the learning and research mission, like the university’s museums. STEM uses are likely better suited to other sites more proximate to engineering and medicine.

Stakeholder Groups Interviewed:

**Batten / IT**
Allen Stam, Bill Ashby, Ron Hutchins

**UVAF**
Tim Rose, Fred Missel, Todd Marshall, Pat McCann, Bill Cromwell, Matthew Harris

**College/Arts**
Jody Kielbasa, Matthew Burtner, Francesca Fiorani, Steven Warner, Bruce Boucher, Margo Smith, Anna Towns

**Research/Entrepreneurship**
Bill Sherman, Jeff Blank

**Provost**
Tom Katsouleas

**Board of Visitors**
Bill Goodwin, Kevin Fay

**UVAF Board**
Jim Todd, Matt Richardson, L.F. Payne

**Housing and Student Services**
Gay Perez, Christina Morell, Jill Krantz

**Alumni Association**
Tom Faulders, Nargis Cross

**City of Charlottesville**
Amanda Poncy, Bill Wuensch, Brennen Duncan, Christy Fisher, Heather Newmyer, Alex Ikefuna
MARKET STUDY

Hospitality
Retail
Housing
Precedents
MARKET ANALYSIS

Overview

The analysis examines the balance of supply and demand for three candidate land uses including residential, commercial/retail, and hotel. Academic uses were also considered as part of the overall study.

The analysis for each of the land uses is presented separately in this study but it is important to remember that the value of the Ivy Corridor site will largely be driven by the integration of the multiple land uses (including academic) into a vibrant mixed-use site serving a broad group of users.

The program figures shown in this study are intended to represent aggregate figures that are likely to ‘come on-line’ in multiple phases.

The robust model of multiple academic centers and programs sharing the often underutilized lecture, performance, and collaborative work space should inform a unique hotel and conference opportunity for the site. An integrated idea of shared academic workspace and symposia space coupled with hotel accommodation, food, catering, concierge, and conference space at this stunning Grounds setting will offer much needed and gracious convening space at the geographic center between North and Central Grounds.
**HOSPITALITY**

**Summary of Findings**

Charlottesville hotel market is very healthy

Occupancies strong at 70% with substantial pricing growth over the last five years

Hotels in close proximity to Grounds outperform others with 6% annual REVPAR (revenue per available room) growth

Large quantity of planned supply with 950 rooms in the pipeline (need to closely monitor)

Market should be able to absorb 700 to 2,000 rooms over the next two years based on a range of 2% demand growth to 5% demand growth

Believe a non-flag unique brand/concept catering to UVA community could be preferable

Additional needs for UVA related meeting space

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**HOSPITALITY DEMAND FINDING**

Demand Finding: Support for a 200 bed hotel concept with 5,000 - 6,000 square feet of conference space. Should serve UVA audiences and meeting space needs and complement Boars Head and Darden Inn.
HOSPITALITY

Case Studies
Summary

Purpose is to highlight campus adjacent hospitality properties that are uniquely entwined with the campus community

Show properties that function as an extension of the university environment and cater to the needs of specific colleges

Properties are developed, owned, and managed under a variety of arrangements

Properties with mixed-use environments and campus adjacencies have a built-in locational advantage due to ‘captive’ market audiences

Most case study properties are the ‘flagship’ conference facility adjacent universities but there are several smaller scale properties that could serve as a model for a smaller Ivy Corridor property/larger Boars Head arrangement
<table>
<thead>
<tr>
<th>Hotel Name</th>
<th>Total Event Space SF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduate Hotel Charlottesville</td>
<td>2,200</td>
</tr>
<tr>
<td>Cavalier Inn @ The University</td>
<td>3,738</td>
</tr>
<tr>
<td>Courtyard Charlottesville University Medical</td>
<td>4,160</td>
</tr>
<tr>
<td>Hampton Inn Suites Charlottesville</td>
<td>900</td>
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<tr>
<td>Residence Inn Charlottesville Downtown</td>
<td>1,896</td>
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<tr>
<td>Omni Charlottesville Hotel</td>
<td>19,646</td>
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<tr>
<td>Holiday Inn Charlottesville Monticello</td>
<td>1,550</td>
</tr>
<tr>
<td>Holiday Inn Charlottesville University Area</td>
<td>7,973</td>
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<tr>
<td>Homewood Suites Charlottesville</td>
<td>1,420</td>
</tr>
<tr>
<td>Hyatt Place Charlottesville</td>
<td>4,030</td>
</tr>
<tr>
<td>The Boars Head Inn</td>
<td>24,163</td>
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<tr>
<td>Courtyard Charlottesville North</td>
<td>1,273</td>
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<tr>
<td>Hilton Garden Inn Charlottesville</td>
<td>5,741</td>
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<tr>
<td>Comfort Inn Monticello</td>
<td>3,000</td>
</tr>
<tr>
<td>Doubletree Charlottesville</td>
<td>18,322</td>
</tr>
<tr>
<td>Keswick Hall @ Monticello</td>
<td>7,498</td>
</tr>
</tbody>
</table>

* The Inn at Darden : 69,000 sf
RETAIL

Summary of Findings

The Charlottesville in-town retail market is extremely healthy with a robust mix of offerings and extremely low vacancy (5%).

Site will be positioned primarily within the sphere of walkable demand (with additional support from drive by traffic and on-site uses).

Largest demand looks to be for restaurant uses (primarily fast casual and with one sit-down option affiliated with the hotel).

Additional demand for services (personal health, technology, fitness).

Some demand for convenience grocery (as replacement for 7-11).

Not appropriate for apparel and other soft cost retailers.

RETAIL DEMAND FINDING

Support for approximately 20,000 - 30,000 square feet of walkable retail, led by restaurant and service oriented tenants in addition to the approximately 40,000 square feet already located in this zone.
Existing Retail Inventory

654,000 Total LSF

- Restaurants & Bars: 138,000 LSF (21%)
- Clothing & Accessories: 103,000 LSF (16%)
- Grocery: 135,000 LSF (21%)
- Sporting Goods, Books & Hobby: 41,000 LSF (6%)
- Personal Care Stores: 36,000 LSF (6%)
- Gifts & Arts: 40,000 LSF (6%)
- Other Discretionary: 89,000 LSF (14%)
- Vacant: 35,000 LSF (4%)
- Future: 11,000 LSF (2%)

Existing Retail Inventory Map

Total LSF: 654,000
RESIDENTIAL

Summary of Findings

Charlottesville residential market is very strong with adjacent areas showing high home values and price appreciation.

Charlottesville has a robust multi-family market catering to both student and non-student populations. Rental product targeting students achieves a substantial premium ($2.23 per square foot versus $1.48 per square foot).

The Ivy corridor site is a prime location in a high cost, underserved market.

On-site housing could potentially serve (undergrad/grad students, faculty/staff, private market).

The University is in a position to choose which housing formats are most supportive of institutional objectives (social, financial, physical).

RESIDENTIAL DEMAND FINDING

Annual market rate demand for either 40 units of for-sale product between $200-$500k or 60 units market rate rental priced between $900 and $2,500 per month. Largest market audiences include graduate students (rental only), young professionals ages 35-44 and pre-retirees/retires ages 65-74.
IX Property / ~700
925 E Market St. / 57
Glass Building / 116
East Jefferson Apartments / 124
Old Martha Jefferson Hospital Site / 104
CONCLUSIONS

The ideas illustrated in the preceding pages put forth a bold, achievable composition that integrates a mixture of uses united by a restored stream ecology. It proposes a connective network of pedestrian, bicycle, bus, and automobile routes that link Central, North, and West Grounds, and the city of Charlottesville.

It envisions a phased strategic approach to physical development that is sensitive to the capital resources of the Foundation and the often dynamic program needs of the University. Ultimately, the ideas represented here are about making a vital academic and civic place, one worthy of and contributing to the very idea of the University.

NEXT STEPS

The Board of Visitors voted in August 2016, to proceed with an advanced study of a potential first phase.

The critical next steps include:

• Capitalize on opportunity to coordinate with approved Smartscale funding for streetscape improvements
• Study phasing possibilities to achieve University goals
• Develop details of pedestrian, bicycle, and vehicular connectivity to North Grounds
• Develop plans for green space
• Present recommended schedule for the future of the Cavalier Inn at the June 2017 Board of Visitors Meeting
APPENDIX

Open Space Scale Comparisons
Circulation
Emmet St. / Ivy Rd. Intersection Studies
Market Analysis
Hospitality Analysis
Academic Needs Summary
OPEN SPACE
SCALE COMPARISONS

THE LAWN | OPEN SPACE = 4.0 ACRES
OPEN SPACE
SCALE COMPARISONS

THE DELL | OPEN SPACE = 2.2 ACRES
Existing pedestrian circulation
Proposed pedestrian circulation
Existing bike circulation
Proposed bike circulation

Potential Bridge Accomodating Bikes
Existing vehicular circulation
Proposed vehicular circulation

PRIMARY VEHICULAR CIRCULATION
SECONDARY VEHICULAR CIRCULATION (PARKING LOTS)
Existing transit circulation

UTS BUS STOP
CENTRAL GROUNDS SHUTTLE
GREEN ROUTE
NORTHLINE
Proposed transit circulation

- GREEN ROUTE
- NORTHLINE
- CENTRAL GROUNDS SHUTTLE
- UTS BUS STOP
**Existing Emmet / Ivy Intersection**

**ANALYSIS:**

- Existing AM average vehicular delay 28.8 sec and PM average vehicular delay is 47.4 sec
- Significant growth in pedestrian movement along Ivy Road in the past 10 years
- Lack of safety and clarity to pedestrian and bicycle movement
- Pedestrian crossing is interrupted at the intersection by traffic island
- Not an appealing visual experience and arrival to Grounds
Intersection Alternative 1 (Recommended)

ANALYSIS:

- Additional SB right and NB right turn lane on Emmet street
- Revise traffic signal timing
- Designated, continuous bike lanes on Ivy Rd. and Emmet St.
- 10’ wide pedestrian walkways and a reduced crossing distance. Max pedestrian wait time is 98 seconds
- Existing AM vehicular delay is reduced to average 24.1 sec and PM average vehicular delay is 36.9 sec (including future growth)
- Significant improvement in safety and clarity to pedestrian and bicycle movement
- Pedestrian crossing is not interrupted at the intersection by traffic island
- Improves visual experience and arrival to Grounds
**Intersection Alternative 2**

**ANALYSIS:**

- Additional SB left, and SB right turn, and NB right turn lane on Emmet St.
- Additional WB through lane on Ivy Rd.
- Continuous and designated bike lanes on Ivy Rd. and Emmet St.
- 10’ wide pedestrian walkways and a reduced crossing distance
- Existing AM vehicular delay is reduced to 25.0 sec and PM vehicular delay is 41.1 sec (includes future growth)
- Safety concern with vehicular traffic WB from single lane to double lane at intersection
- Significant addition to overall width of Emmet street, requires the demolition of Cavalier Inn to accommodate the roadway lane changes
- Pedestrian crossing is increased due to enlarged roadway width
Intersection
Alternative 3

ANALYSIS:

- Additional SB left, and SB right turn, and NB right turn lane on Emmet St.
- Additional WB through lane on Ivy Rd. and additional median on Emmet St.
- Continuous and designated bike lanes on Ivy Rd. and Emmet St.
- Existing AM vehicular delay is reduced to 25.0 sec and PM vehicular delay is 41.1 sec (includes future growth)
- Safety concerns with SB vehicular movement and lack of clear sight line
- Significant addition to overall width of Emmet St. requires the demolition of Cavalier Inn to accommodate the additional lanes and slope at IRC
- Pedestrian crossing is increased due to enlarged roadway width
Intersection
Alternative 4

ANALYSIS:

- Significant land area required, encroaching on neighboring land uses
- Requires significant site work to accommodate roundabout, given grade change and existing conditions
- Crosswalk locations and uncontrolled traffic on multi-lane approaches exacerbate pedestrian conflicts and safety issues. Diversion of pedestrian traffic would require further study
- Roundabout will exacerbate vehicle-bicycle conflicts
### Traffic Analysis

#### Summary (HCM 2010)

<table>
<thead>
<tr>
<th>Option</th>
<th>Intersection configuration</th>
<th>Morning Peak Hour Results</th>
<th>Evening Peak Hour Results</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Delay (sec)</td>
<td>LOS</td>
</tr>
<tr>
<td>1</td>
<td>Existing</td>
<td>28.8</td>
<td>C</td>
</tr>
<tr>
<td>2</td>
<td>Add: SB Left, protected/permissive EB/WB lefts</td>
<td>30.6</td>
<td>C</td>
</tr>
<tr>
<td>3</td>
<td>Add: SB right, protected/permissive EB/WB lefts</td>
<td>24.1</td>
<td>C</td>
</tr>
<tr>
<td>4</td>
<td>Add: SB Left, SB right, protected/permissive EB/WB lefts</td>
<td>27.4</td>
<td>C</td>
</tr>
<tr>
<td>5</td>
<td>Option 4 with Pedestrian Scramble *</td>
<td>78.8*</td>
<td>F*</td>
</tr>
</tbody>
</table>

* Results are based on Synchro
Section at Ivy / Emmet Intersection looking East, Proposed Framework

Section at Ivy / Emmet Intersection looking East, Existing Conditions
Section through Ivy Corridor looking East, Proposed Framework

Section through Ivy Corridor looking East, Existing Conditions
Residential Summary – Multifamily market growing in C’ville, projects closest to campus student-targeted

Recent Multifamily Projects (2010 – 2016)
- 50+ market rate units
Off Campus Student Housing Positioning

Stonefield Commons / 247
Arden Place / 212
The Reserve at Belvillere / 294
Treesdale Apartments / 04
Pavilion at North Grounds / 692
Uncommon / 218
Flats at West Village / 180
Waterhouse / 17
The Gleason / 36
Norkrass Station / 88 (renovation)
Citywalk / 301
Large pipeline of planned units mostly in downtown area, outside of 1-mile from Grounds

Planned Multifamily Projects
- 50+ market rate units

Off Campus Student Housing Positioning

6,000 existing multifamily housing units
(3+ units in structure)
~1,000 planned units
~750 units from SIA
Residential Summary – Student-targeted projects achieve premium per square foot pricing

Average Rents Per SF
Recent Apartment Projects (2010 – 2016)

1BR
$2.39

2BR
$2.15

3BR
$2.03

4BR
$2.35

No Recent Projects with 4 Bedroom Units

AVG: $2.23 / SF

AVG: $1.48 / SF
Residential Summary – Charlottesville has a nascent condominium market

New construction represents 22% of the market

Total Sales: 873
= 175 sales per year

Price Per SF
Recent Sales (2011-2015)
For Sale Multifamily – All Building Ages

Waterhouse $530/sf
The Gleason $440/sf

<table>
<thead>
<tr>
<th>Price per SF</th>
<th>Number of Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0 - $50</td>
<td>11</td>
</tr>
<tr>
<td>$51 - $100</td>
<td>62</td>
</tr>
<tr>
<td>$101 - $150</td>
<td>219</td>
</tr>
<tr>
<td>$151 - $200</td>
<td>293</td>
</tr>
<tr>
<td>$201 - $250</td>
<td>135</td>
</tr>
<tr>
<td>$251 - $300</td>
<td>49</td>
</tr>
<tr>
<td>$301 - $350</td>
<td>30</td>
</tr>
<tr>
<td>$351 - $400</td>
<td>34</td>
</tr>
<tr>
<td>$401 - $450</td>
<td>9</td>
</tr>
<tr>
<td>&gt; $451</td>
<td>31</td>
</tr>
</tbody>
</table>
Retail Summary – Today the market has three distinct retail clusters within walking distance to campus.
Retail Summary – Charlottesville has a healthy and balanced retail and restaurant market

654,000 Total LSF

Methodology
The team estimated the gross square feet (GSF) for each store by measuring building takeoffs using GIS and Google Earth Pro. Space efficiency assumptions (which vary by retail category) were applied to the GSF to determine leasable square feet (LSF).
Retail Summary – Ivy Site has great visibility and access to North/South movements.
Retail Summary – Ivy Site is walkable to a variety of daytime population clusters
Retail Summary – Ivy Site adjacent to significant athletics activity
Retail Summary – More restaurant and personal services would complement existing uses
Hospitality – Summary of Findings

- Charlottesville hotel market is very healthy
- Occupancies strong at 70% with substantial pricing growth over the last five years
- Hotels in close proximity to Grounds outperform others with 6% annual REVPAR (revenue per available room) growth
- Large quantity of planned supply with 950 rooms in the pipeline (need to closely monitor)
- Market should be able to absorb 700 to 2,000 rooms over the next two years based on a range of 2% demand growth to 5% demand growth
- Believe a non-flag unique brand/concept catering to UVA community could be preferable
- Additional needs for UVA related meeting space

DEMAND FINDING:

Support for a 200 bed hotel concept with 5,000 – 6,000 square feet of conference space. Should serve UVA audiences and meeting space needs and complement Boars Head and Darden Inn.
Hospitality Summary – Charlottesville market outperforming many Virginia markets

2015 Average Room Rates

2015 Occupancy Percent

- 2014-2015 % Change
Hospitality Summary - Potential to improve performance at Ivy Site, Cavalier Inn lagging other properties within walking distance of Grounds
Hospitality Summary – Large pipeline of planned projects should be closely monitored

3,423 existing rooms

952 rooms planned
(28% of current supply)

- 596 rooms in final planning review stages
- 221 rooms in preliminary planning stage
Hospitality Summary – Market’s ability to absorb future supply depends on growth

Estimated Additional Supportable Rooms (cumulative)

The avg. annual growth rate from 2011 to 2015 was 5.4%

Future Planned Supply @75%: 710 rooms
Future Planned Supply @50%: 475 rooms

59    161   129   341   529   200   272   346   421   498   577   657   738   2,137
Hospitality Summary – Market has fairly robust conference space offering but does not fully satisfy needs of UVA community

**Total Event Space SF**

<table>
<thead>
<tr>
<th>Hotel Name</th>
<th>SF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduate Hotel Charlottesville</td>
<td>2,200</td>
</tr>
<tr>
<td>Cavalier Inn @ The University</td>
<td>3,738</td>
</tr>
<tr>
<td>Courtyard Charlottesville University Medical</td>
<td>4,160</td>
</tr>
<tr>
<td>Hampton Inn Suites Charlottesville</td>
<td>900</td>
</tr>
<tr>
<td>Residence Inn Charlottesville Downtown</td>
<td>1,896</td>
</tr>
<tr>
<td>Omni Charlottesville Hotel</td>
<td>19,646</td>
</tr>
<tr>
<td>Holiday Inn Charlottesville Monticello</td>
<td>1,550</td>
</tr>
<tr>
<td>Holiday Inn Charlottesville University Area</td>
<td>7,973</td>
</tr>
<tr>
<td>Homewood Suites Charlottesville</td>
<td>1,420</td>
</tr>
<tr>
<td>Hyatt Place Charlottesville</td>
<td>4,030</td>
</tr>
<tr>
<td>The Boars Head Inn</td>
<td>24,163</td>
</tr>
<tr>
<td>Courtyard Charlottesville North</td>
<td>1,273</td>
</tr>
<tr>
<td>Hilton Garden Inn Charlottesville</td>
<td>5,741</td>
</tr>
<tr>
<td>Comfort Inn Monticello</td>
<td>3,000</td>
</tr>
<tr>
<td>Doubletree Charlottesville</td>
<td>18,322</td>
</tr>
<tr>
<td>Keswick Hall @ Monticello</td>
<td>7,498</td>
</tr>
</tbody>
</table>

* The Inn at Darden : 69,000 sf
Hospitality Summary – Additional on-campus meeting spaces

UVA Conference Locations (and largest room max capacity)

- Inn at Darden / Total of 69,000 sf
- Boars Head / Total of 24,000 sf
- Zehmer Hall / 200
- Alumni Hall / 700
- O'Hill Forum / 200
- Ern Commons / 350
- Student Activities Building / 500
- Runk Green Room / 200
- Newcomb Hall / 600

Legend:
- Conference Planning Services
- Alumni Association
- Darden School of Business
- Office of the Dean of Students Event Planning Services
- School of Continuing and Professional Studies
- UVA Foundation
Hospitality Summary – Zehmer Hall is used frequently but is outdated, and not appropriate in terms of quality or scale for a variety of university needs

Zehmer Conference Space Stats
Data from 4/1/2015 – 4/1/2016

1,424 total reserved hours
(178 working days)

Top Groups by Total Reserved Hours

<table>
<thead>
<tr>
<th>Group</th>
<th>Hours</th>
<th>Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>UVA Facilities Management</td>
<td>383</td>
<td>$500</td>
</tr>
<tr>
<td>UVA Civil Engineering Department</td>
<td>174</td>
<td>$125</td>
</tr>
<tr>
<td>UVA Teaching Resource Center</td>
<td>99</td>
<td>$240</td>
</tr>
<tr>
<td>UVA Health System Planning &amp; Construction</td>
<td>93</td>
<td>$125</td>
</tr>
<tr>
<td>WorldStrides (non UVA)</td>
<td>78</td>
<td>$125</td>
</tr>
<tr>
<td>UVA Human Resources</td>
<td>78</td>
<td>$240</td>
</tr>
</tbody>
</table>

Rooms by Total Reserved Hours

<table>
<thead>
<tr>
<th>Room</th>
<th>Hours</th>
<th>Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auditorium</td>
<td>200</td>
<td>417</td>
</tr>
<tr>
<td>Room E</td>
<td>40</td>
<td>374</td>
</tr>
<tr>
<td>Lounge</td>
<td>60</td>
<td>360</td>
</tr>
<tr>
<td>Room B</td>
<td>40</td>
<td>82</td>
</tr>
<tr>
<td>Room C</td>
<td>40</td>
<td>75</td>
</tr>
<tr>
<td>Rooms C-D</td>
<td>80</td>
<td>73</td>
</tr>
<tr>
<td>Room D</td>
<td>40</td>
<td>32</td>
</tr>
<tr>
<td>Room A</td>
<td>10</td>
<td>8</td>
</tr>
</tbody>
</table>

(excluding service fees)
Hospitality Case Studies – Summary

- Purpose is to highlight campus adjacent hospitality properties that are uniquely entwined with the campus community

- Show properties that function as an extension of the university environment and cater to the needs of specific colleges

- Properties are developed, owed, and managed under a variety of arrangements

- Properties with mixed-use environments and campus adjacencies have a built-in locational advantage due to ‘captive’ market audiences

- Most case study properties are the ‘flagship’ conference facility adjacent universities but there are several smaller scale properties that could serve as a model for a smaller Ivy Corridor property/larger Boars Head arrangement
The Charles Hotel
Cambridge, MA

Metrics

- Owner - Carpenter & Company
- Management - Interstate Hotels and Resorts
- Proximate Program - Kennedy School of Government
- Opening year - 1985
- Significant renovations - 2009
- Building GSF – 231,960 sf.
- Number of rooms – 295
- Total event space – 18,000 sf. (15 rooms)
- Event space max capacity – 600 (4,700sf. Largest room)
- 4 Diamond
Georgetown University Hotel & Conference Center
Georgetown, DC

Metrics
- Owner - Georgetown University
- Management - Aramark Conference Centers Mgt.
- Proximate Program - Georgetown University Hospital
- Opening year - 1988
- Number of rooms - 146
- Total event space – 13,500 sf. (22 rooms)
- Event space max capacity – 1200 (10,573 sf. Largest room)
The Blackwell Inn
Columbus, OH

Metrics

- Owner - The Ohio State University
- Management - The Ohio State University
- Proximate Program - Fisher College of Business
- Opening year - 2002

- Number of rooms - 151
- Total event space – 30,000 sf. (22 rooms)
- Event space max capacity – 500 (3,900 sf. Largest room)
Steinberg Conference Center
Philadelphia, PA

Metrics

- Owner – University of Pennsylvania
- Management - Aramark Conference Centers Mgt.
- Proximate Program – Wharton School of Business
- Opening year - 1986
- Number of rooms – 103

- Total GSF – 158,500 sf.
- Total event space – 25,000 sf. (21 rooms)
- Event space max capacity – 200 (2352 sf. Largest room)
The Statler Hotel
Ithaca, NY

Metrics

- Owner - Cornell University
- Management - Cornell University
- Proximate Program – School of Hotel Administration
- Opening year - 1989
- Number of rooms - 153
- Total event space – 17,800 sf. (18 rooms)
- Event space max capacity – 700 (4,140 sf. Largest room)
- 4 Diamond
Carolina Inn
Chapel Hill, NC

Metrics
- Owner – University of North Carolina
- Management – Destination Hotels
- Proximate Program – School of Media and Journalism, School of Education
- Opening year – 1924
- Number of rooms – 185
- Total event space – 14,365 sf. (17 rooms)
- Event space max capacity – 375 (3,690 sf. Largest room)
- 4 Diamond
The Study
New Haven, CT

Metrics
- Owner – Hospitality 3
- Management – Hospitality 3
- Proximate Program – Arts Campus
- Opening year – 2008
- Number of rooms - 128
- Total GSF – 67,918 sf.
- Total event space – 3,000 sf. (8 rooms)
- Event space max capacity – 150 (1,640 sf. Largest room)
The Inn at Virginia Tech and Skelton Conference Center
Blacksburg, VA

Metrics

- Owner – Virginia Tech
- Management – Benchmark Hospitality/ Hilton Hotel
- Proximate Program – Alumni Center,* Pamplin College of Business
- Opening year – 2005
- Number of rooms - 147

- Total GSF – 118,000 sf.
- Total event space – 24,000 sf. (11 rooms)
- Event space max capacity – 800 (8,832 sf. Largest room)
Georgia Tech Hotel & Conference Center
Atlanta, GA

Metrics

- Owner – American Realty Capital Hospitality
- Management – Crestline Hotels and Resorts
- Proximate Program – Tech Square, Scheller College of Business
- Opening year – 2003
- Number of rooms - 252
- Total GSF – 207,141 sf.
- Total event space – 21,000 sf. (18 rooms)
- Event space max capacity – 800 (7,260 sf. Largest room)
Summary of University Program Discussions (23 conversations to date)

**Alumni Association**
Size and location meets current needs, but will be outgrown. Ideal location close to hospitality and welcome center, outward-looking functions, integrate with visitors and historic tours

**Batten School**
Create a University wide hub for collaboration, future partnerships with other Institutes – Darden’s Batten Institute, Miller Center, Center for Politics and Weldon Cooper Center

**Board of Visitors**
Create a better arrival to the University, traffic flow, Reconfigured street network, intersection location is most precious

**City of Charlottesville**
Pedestrian and traffic flow at intersection, zoned as “architectural design control district”

**Housing and Student Services**
Residential colleges, growing demand for health and wellness

**Provost**
Priority is growing research, must contain academic use, coalition for entrepreneurship, larger venues for interaction, collaboration spaces

**Research/Entrepreneurship**
Center for Centers, grouping multiple Pan-U Institutes, iLab as a model for incubator space and link with Darden

**The College & Arts**
Arts as an entry point and connection to the community, Museums, Symphony, Performance Hall, Drama offices, studios, recital hall, Black box

**UVAF**
Hospitality, Food venues, Welcome Center and Admissions, Meeting Space, Mixed-Use, Phasing strategy, Entry to University, traffic flow at intersection pedestrian/traffic
UNIVERSITY NEEDS ANALYSIS

Overview

• The Ivy/Emmet site occupies a crucial connective position between Central and North Grounds. It is proximate to every one of the university’s existing schools, and also has good access for external audiences. As such, the site’s convening power is second to none. It is therefore critical for the site’s mix of uses to include academics.

• Given the collaborative nature of interdisciplinary research, the academic idea for the site moves away from a single model of ownership. Anchor academic tenants could be placed so as to make feasible significant shared resources, particularly those associated with meeting and additional maker spaces like Open Grounds and iLab.

• Good potential fits include the Batten School of Leadership and Public Policy and arts related uses, particularly those less directly connected to the learning and research mission, like the university’s museums. STEM uses are likely better suited to other sites more proximate to engineering and medicine.
RESIDENTIAL LIFE ANALYSIS

Residential by occupancy
Residential by type

6,541 Beds
* (Not including resident staff)
TEAM

University of Virginia Foundation
Foundation
One Boar’s Head pointe
Charlottesville, VA 22904
434.982.4848
www.uvafoundation.com

University of Virginia
Office of the Architect
O’Neil Hall
445 Rugby Road
Charlottesville, VA 22903
434.924.6015
www.officearchitect.virginia.edu

DUMONTJANKS
Landscape Architects and Planners
129 Kingston Street
Boston MA 02111
617.275.2355
www.dumontjanks.com

VHB
Civil Engineers
115 S 15th St #200
Richmond, VA 23219
804.343.7100
www.vhb.com

Biohabitats, Inc.
Fluvial Engineers / Hydrologists / Ecologists
36 Twin Lake Lane
Richmond, VA 23229
804.750.1082
www.biohabitats.com

Landwise Advisors
Real Estate Consultants
101 Walnut St
Watertown MA 02472
617.852.3581
www.landwise-advisors.com