

American University Planning 101

May 19, 2020

AU and Our Campus: “Shaping the Future”

Please note that this meeting, including main room presentations and virtual break out sessions, will be recorded.

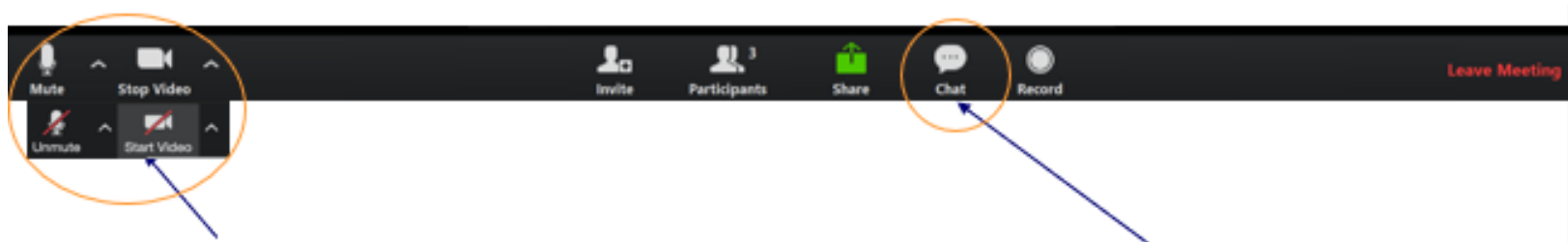
Agenda

- Welcome and Ground Rules (Laura Gramling, JSA)
- Technology Review (Kayla Elson, JSA)
- “Who’s in the Room” Polling (Laura Gramling)
- Preliminary Framework Overview (Ed Fisher, AU AVP Community & Government Relations)
- Enrollment (Ed Fisher)
- Potential Development Sites and Campus Character (Matt Bell, Perkins Eastman)
- On-Campus & Off-Campus Student Life (Ed Fisher)
- Transportation & Parking (Ed Fisher)
- Virtual Break Out Sessions
- Closing

Ground Rules

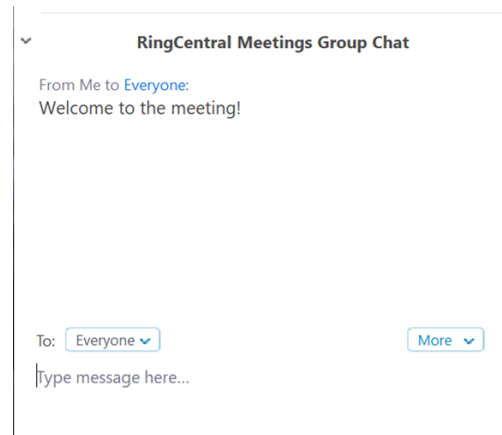
- Respect the Process
- Be Present and Engaged
- Follow the Facilitators' Directions
- Allow Every Voice to be Heard
- Speak Courteously and Respectfully to Others
- Maintain Zero Tolerance for Any Comment (Verbal or Written)
That is Meant to Attack or Intimidate Another Person, or is
Obscene

Technology Review



- When the mic is muted a red slash will appear over the microphone icon. Meeting participants will be muted by default except during discussion periods.
- The Video button controls access to your webcam.

Chat for Questions and Comments.

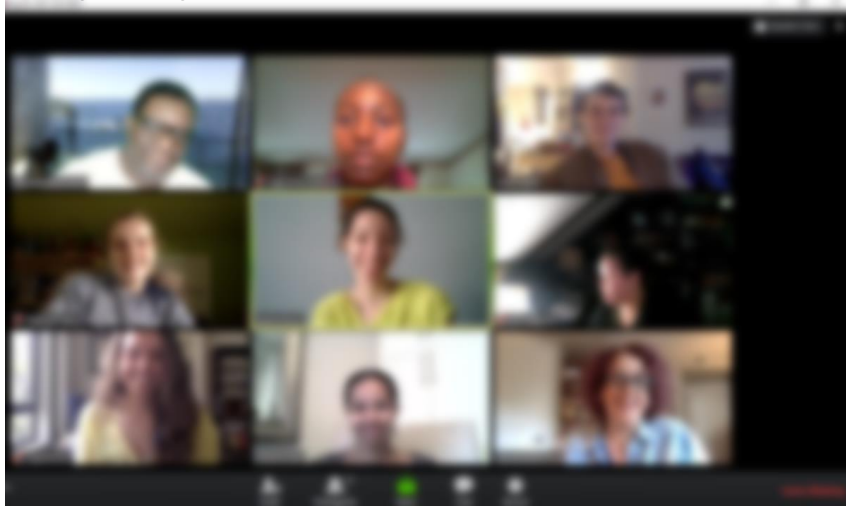


Toolbar Function: Audio, Video, & Chat

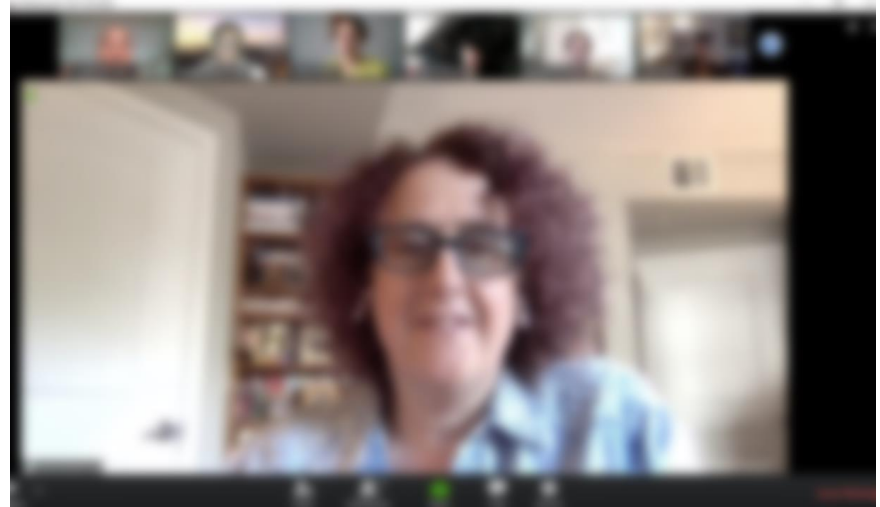
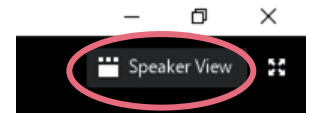


Toolbar Function: Hand-Raising Feature

Click Gallery View icon on the upper right side to show all participants' video feeds



Click the same upper right icon to switch view to the speaker's video



Speaker & Gallery View

Polling

Preliminary Framework Overview

What is a Campus Plan?

- A campus plan is a regulatory document required by the DC Zoning Commission for universities located in residentially zoned areas.
- Campus plans are roadmaps of proposed construction projects and campus enhancements.
- Campus plans address five basic elements:
 - ✓ Enrollment
 - ✓ Facilities/Capital Projects
 - ✓ Student Housing
 - ✓ Student Conduct
 - ✓ Transportation
- After a campus plan is approved and a university is ready to build a new project, they must reappear before the Zoning Commission for additional approvals and community input.

Preliminary Framework Overview

The draft framework is the document that serves as the outline and basis for the campus plan. It was developed in collaboration with the AU Neighborhood Partnership.

The draft framework details AU's proposals around the following issues:

- Enrollment
- Development Plan & Campus Character
- Student Life & Safety
- Transportation & Parking

Consultation, Input, and Feedback

AU has consulted with many stakeholders in the development of the preliminary draft framework.

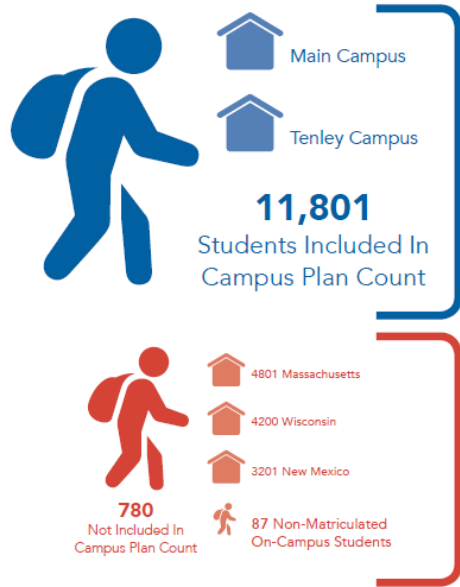
- Community Liaison Committee
- AU Neighborhood Partnership
- AU Students, Faculty and Staff
- Advisory Neighborhood Commissions
- Civic Associations
- AU Planning 101 Sessions

Enrollment

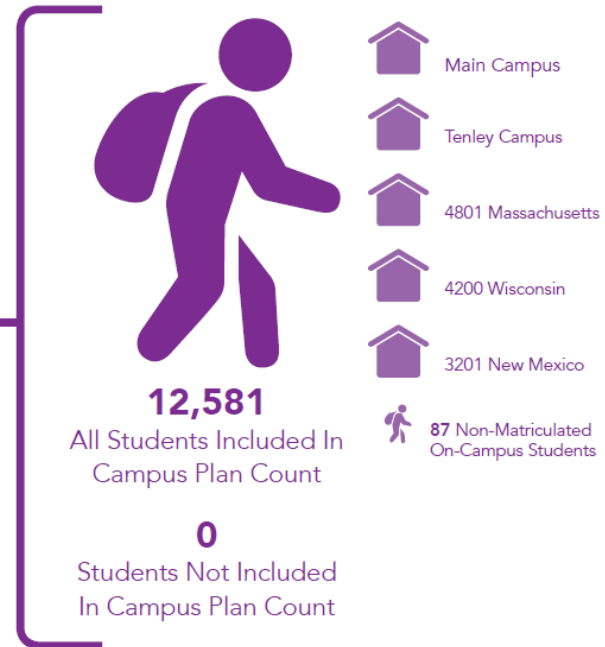
Enrollment: Impact of 2016 Zoning Regulations

AMERICAN UNIVERSITY: FALL 2019 STUDENT POPULATION

2011 Campus Plan Methodology



2021 Campus Plan Methodology (per 2016 Zoning Regulations)



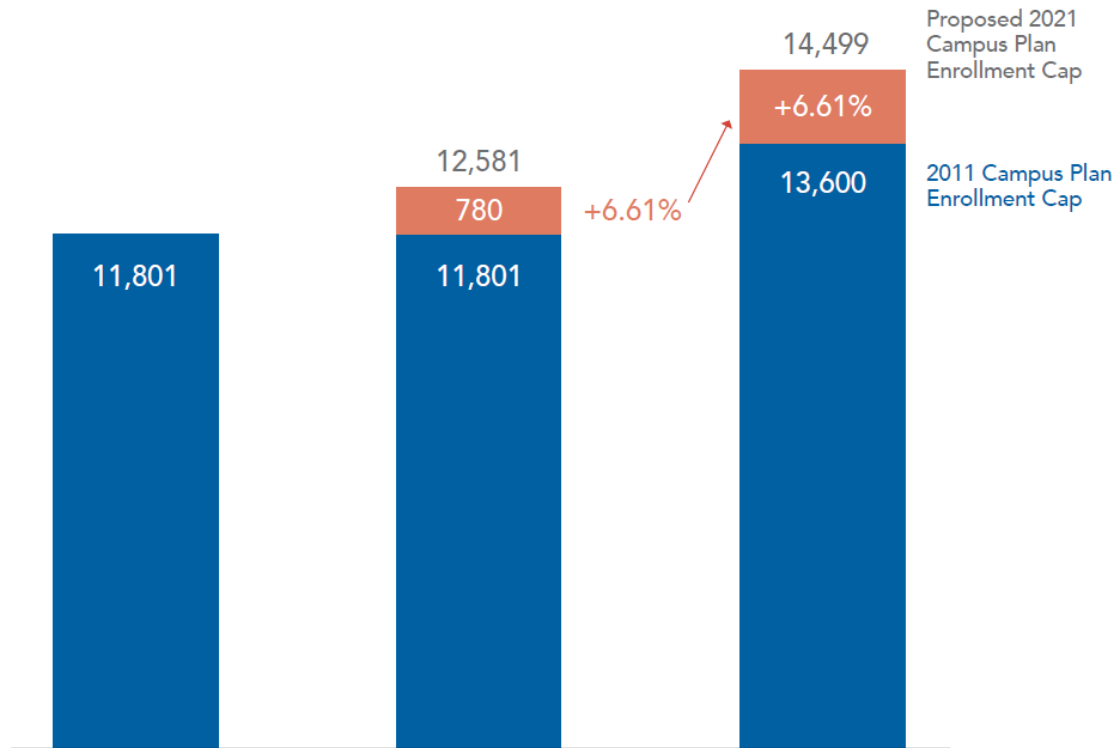
Total = 12,581 Students

Enrollment: Proposed Cap

FALL 2019 STUDENT
COUNT PURSUANT TO
2011 CAMPUS PLAN

FALL 2019 STUDENT
COUNT PURSUANT TO 2016
ZONING REGULATIONS

IMPACT OF 2016 ZONING
REGULATIONS ON CAMPUS
PLAN ENROLLMENT CAP



Enrollment: Focus on Managing Impacts

- The 2021 Campus Plan will reinforce **continued and ongoing collaboration with members of the community** through the **AU Neighborhood Partnership** following approval of the Campus Plan to effectively **address impacts** associated with AU students
- While scope of reported impacts is relatively small compared with other DC universities, **AU is firmly committed to a results-oriented approach to reduce these impacts further**, by:
 - Revising **student policies** to more explicitly reference standards for off-campus living;
 - Providing **additional on-campus housing** in marketable unit configurations to encourage more students to remain on campus and **reduce the number of undergraduates living in the surrounding neighborhoods**;
 - Enhancing **on-campus opportunities** for student activities and social engagement; and
 - Evaluating **programs and efforts** over the term of the Campus Plan to ensure their efficacy

Enrollment: Impact of COVID-19

- The events of the past several weeks associated with the **COVID-19 pandemic have presented unprecedented challenges**
- Outcomes of this experience **will shape decision making, inform policy decisions, and influence operational models** across all levels of education well into the future
- **Even before COVID-19** unexpectedly precipitated the rapid transition to university-wide online learning, **AU identified the development of leading-edge online programming as a core component of the university's future vision**
- At the same time, **AU fully anticipates continued and ongoing demand for its on-campus, face-to-face academic programs and research opportunities** that will support and depend upon the types of high-quality facilities – at a scale of development intended to be significantly reduced from the 2011 Campus Plan – in the 2021 Campus Plan
- The Campus Plan has a 10-year term – so while AU is navigating the immediate uncertainty, we are **planning for the long term**

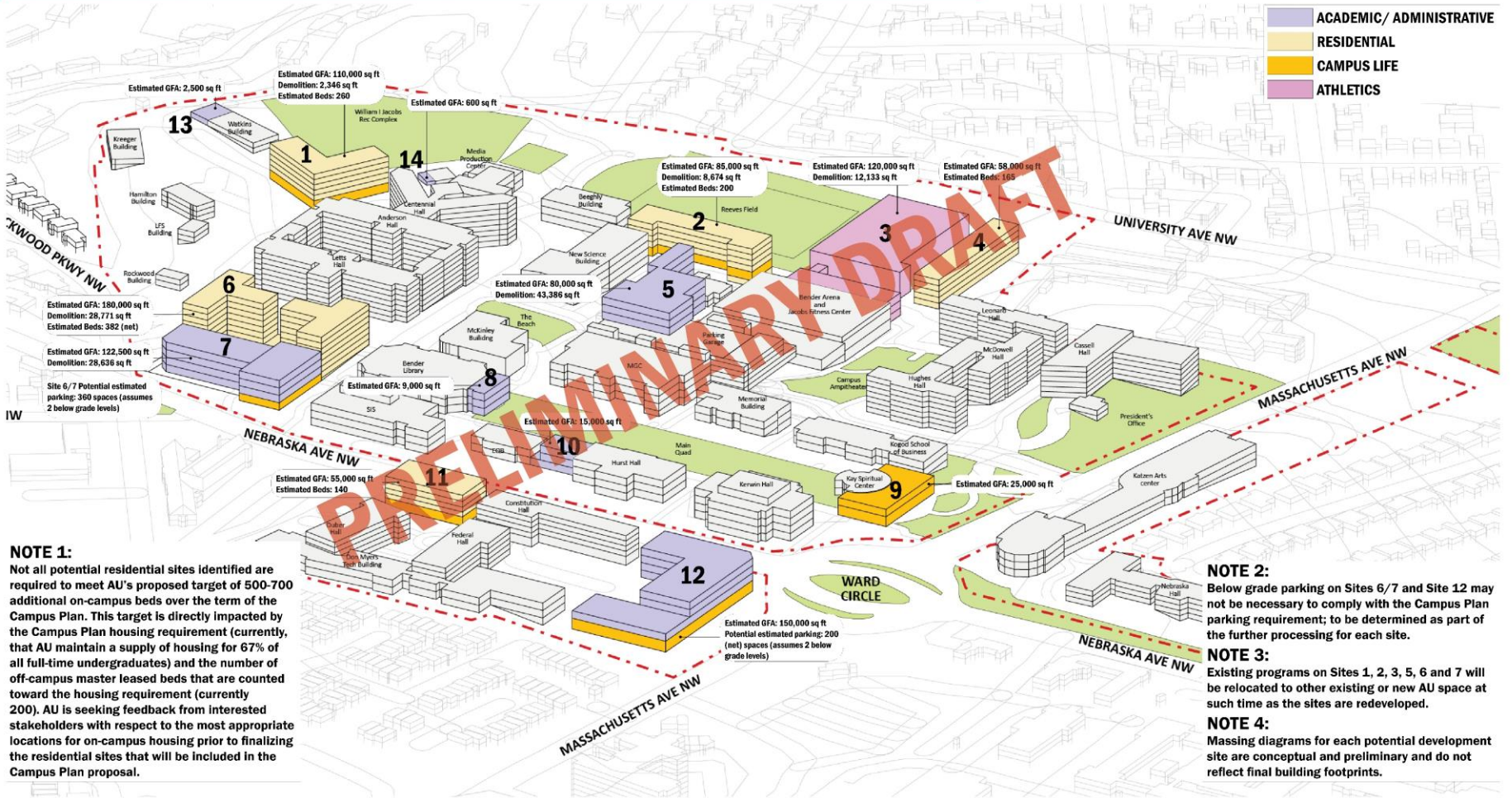
Potential Development Sites and Campus Character

Campus Development Overview

- Proposed development not aimed at accommodating significant increases in enrollment, but providing the types of **high-quality facilities required to further AU's academic and research missions**
- Development program **will total significantly less than 2011 Campus Plan**
- Proposed location and use of potential sites reflects AU's **intentional efforts to manage objectionable impacts**
- Note that **not all potential residential development sites will be included in the 2021 Campus Plan**; feedback from stakeholders will inform selection residential of sites to meet AU's 500 – 700 bed target
- Approved Campus Plan sites still **subject to further processing approval** before development can occur

POTENTIAL DEVELOPMENT SITES UNDER CONSIDERATION

EXHIBIT A-1
DRAFT



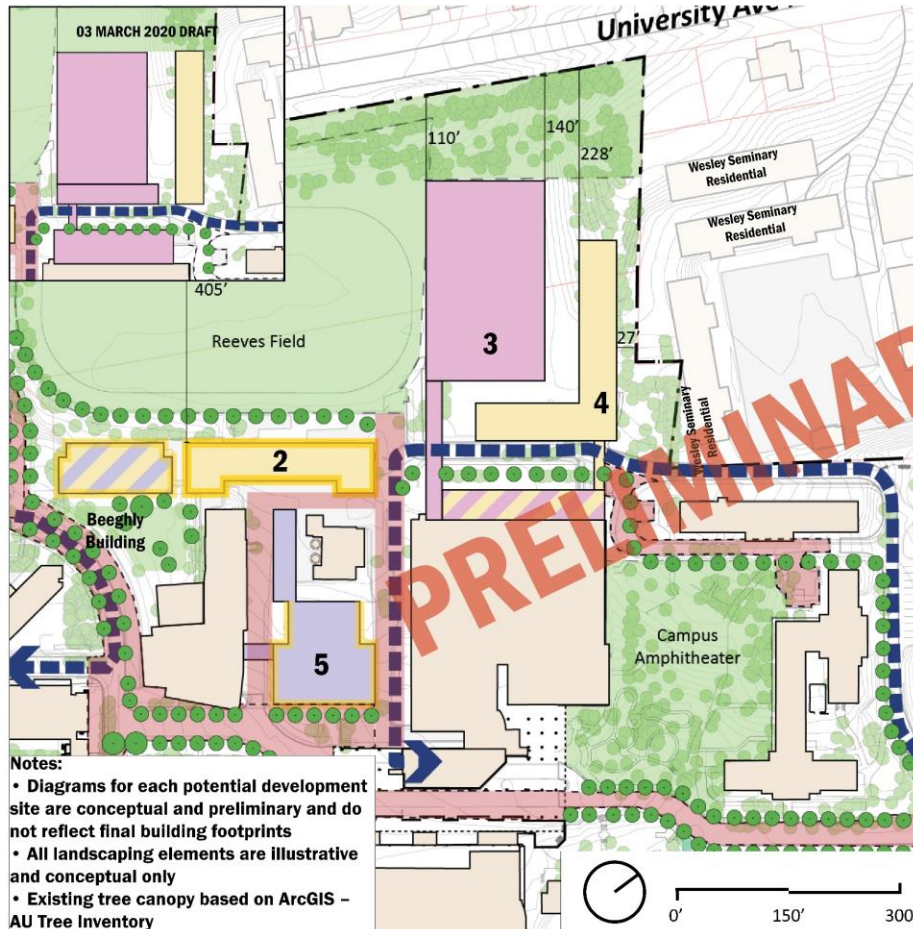
NOTE 1: Not all potential residential sites identified are required to meet AU's proposed target of 500-700 additional on-campus beds over the term of the Campus Plan. This target is directly impacted by the Campus Plan housing requirement (currently, that AU maintain a supply of housing for 67% of all full-time undergraduates) and the number of off-campus master leased beds that are counted toward the housing requirement (currently 200). AU is seeking feedback from interested stakeholders with respect to the most appropriate locations for on-campus housing prior to finalizing the residential sites that will be included in the Campus Plan proposal.

NOTE 2: Below grade parking on Sites 6/7 and Site 12 may not be necessary to comply with the Campus Plan parking requirement; to be determined as part of the further processing for each site.

NOTE 3: Existing programs on Sites 1, 2, 3, 5, 6 and 7 will be relocated to other existing or new AU space at such time as the sites are redeveloped.

NOTE 4: Massing diagrams for each potential development site are conceptual and preliminary and do not reflect final building footprints.

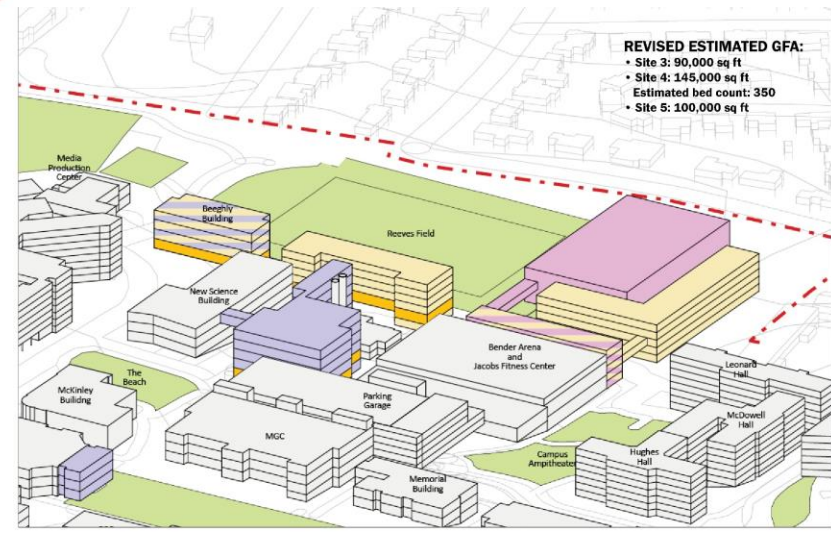
SITES 2, 3, 4 AND 5: ALTERNATIVE CONCEPT



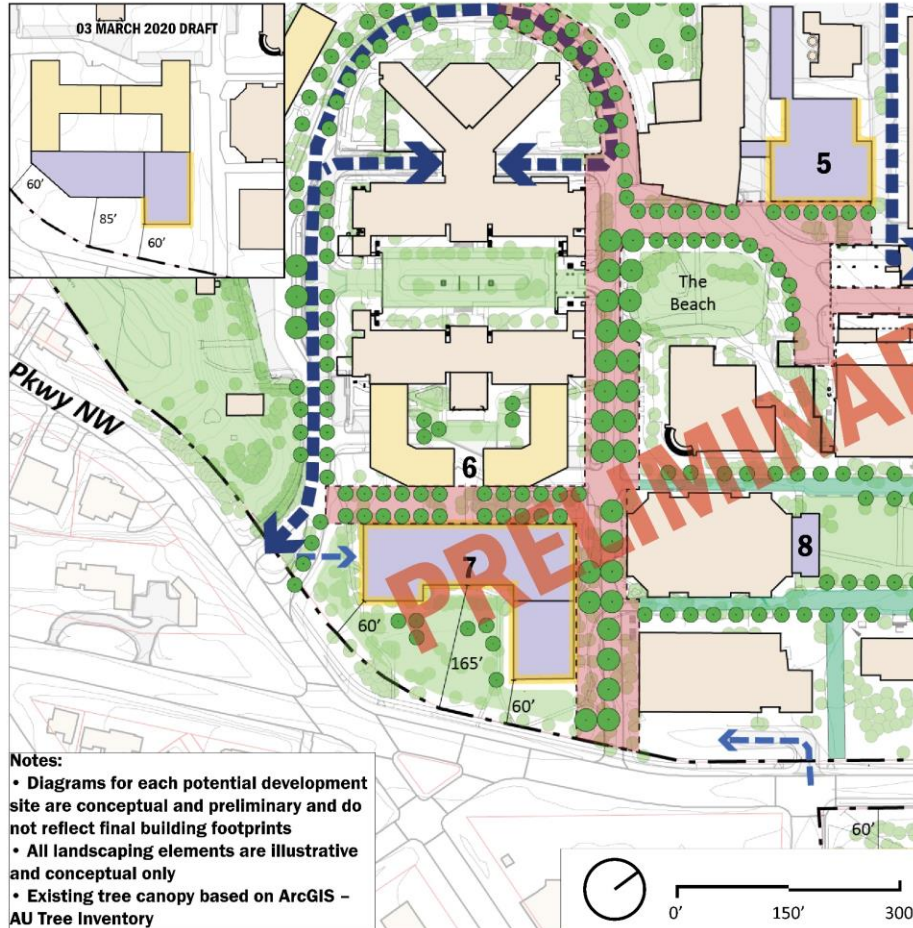
Key Plan

DESIGN PRINCIPLES

- EXPANDED RESIDENTIAL PROGRAM AT SITE 4:**
- Creates a community of residential uses adjacent to other key campus life, residential and athletic uses, away from the surrounding residential community
- MAINTAIN RESIDENTIAL USE AT SITE 2, ACADEMIC USE AT SITE 5:**
- Residential use and ground floor campus life programming would benefit from adjacency to Reeves Field
 - Depth of Site 2 footprint more conducive to residential use than academic use
 - Desire to align academic uses closer to campus core and main academic quad
 - Maintain adjacency of academic use to Hall of Science, including a potential physical connection



SITES 6 AND 7: ALTERNATIVE CONCEPT



DESIGN PRINCIPLES

RECONFIGURED SITE 7:

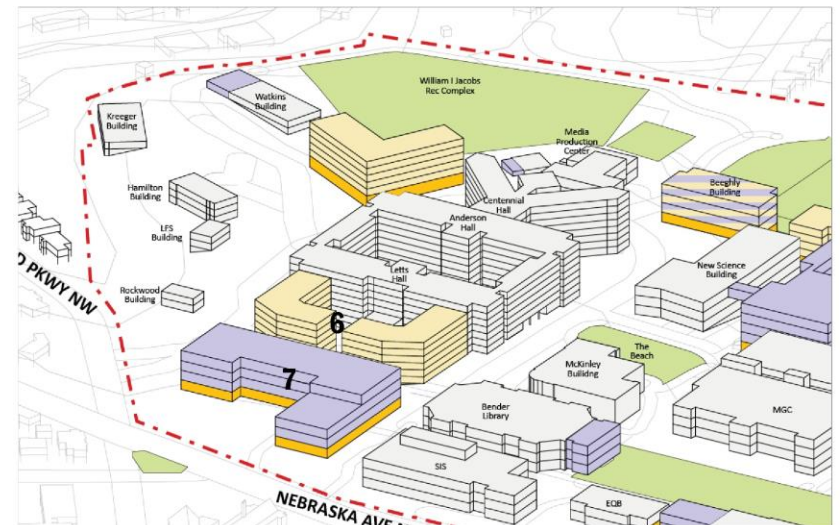
- Still a prominent, signature building for AU, but revised massing along Nebraska Avenue

RECONFIGURED SITE 6:

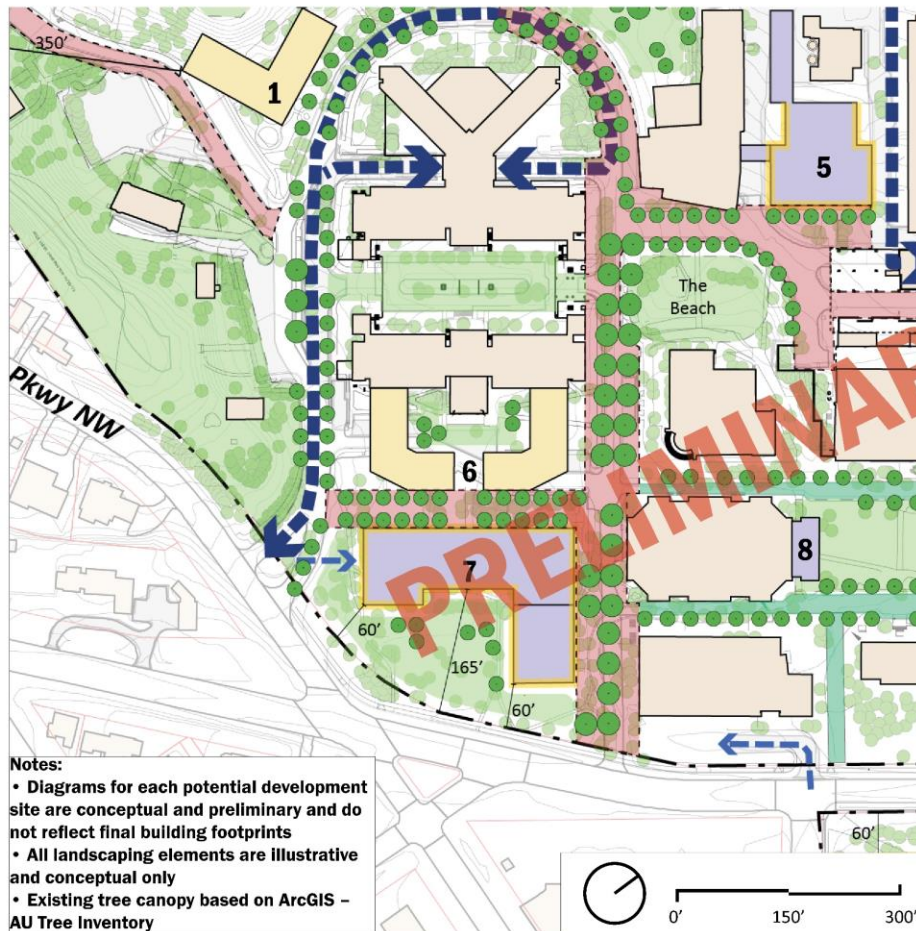
- Site 6 oriented toward existing residential buildings
- Removed one floor
- Improved spatial relationship to the Quad and South Campus
- Reduced square footage and bed count

REVISED ESTIMATED GFA:

- Site 6: 122,000 sq ft
- Estimated net bed count: 230
- Site 7: 125,000 sq ft



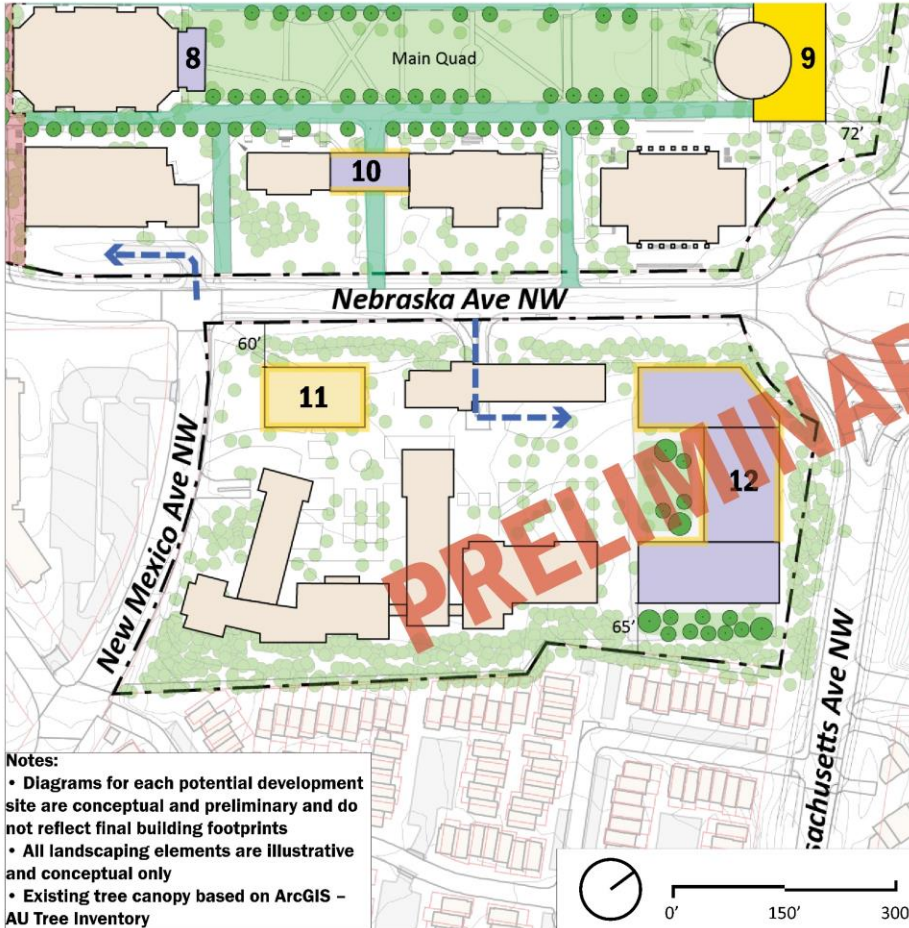
SITES 6 AND 7: ALTERNATIVE CONCEPT



Precedent: Locust Walk at University of Pennsylvania



SITES 11 AND 12 (EAST CAMPUS): ALTERNATIVE CONCEPT



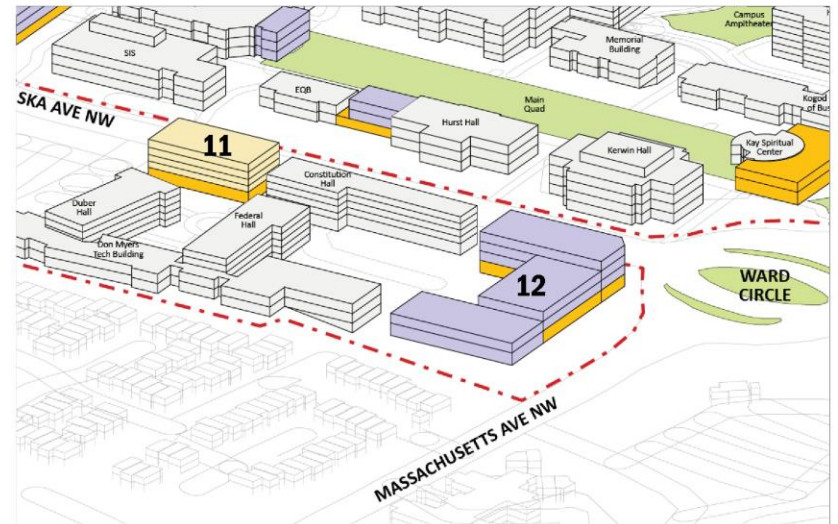
Key Plan

DESIGN PRINCIPLES

- MODIFIED SITE 12:**
- The massing gradually rises from 2 floors on the side of Westover Place (to match the residential scale on that side) to 3 stories along Massachusetts Avenue to 4 stories on Nebraska Ave (to match the scale of East Campus)
 - The campus life use has been limited so as to frame Ward circle and Nebraska Ave, and not extended to face Westover Place
 - The portion of Site 12 along Nebraska Ave could be reconsidered for residential use, if a consensus about potential residential halls at Sites 1, 2, 4, 6, 11 and Beeghy Hall cannot be reached that meets the proposed bed count

REVISED ESTIMATED GFA:

- Site 12: 135,000 sq ft



AREAS WITH NO POTENTIAL DEVELOPMENT SITES

KEY CONSIDERATIONS

The Campus Plan 2021 is a 10 year plan only, not a full campus build-out plan, with a focus on strategic infill and redevelopment:

1. Targeting sites that are underutilized (sites 6, 7) or help solve existing challenging physical conditions (sites 2, 5) or complete a clearly defined pattern of development (Sites 11,12)
2. Emphasizing development as much as possible adjacent to existing uses and around the core of the campus
3. Addressing Impacts on surrounding community when developing at the periphery of the campus, through thoughtful design and appropriate mitigation measures

RESERVED FOR LONG-RANGE PLANNING (BEYOND 2031)

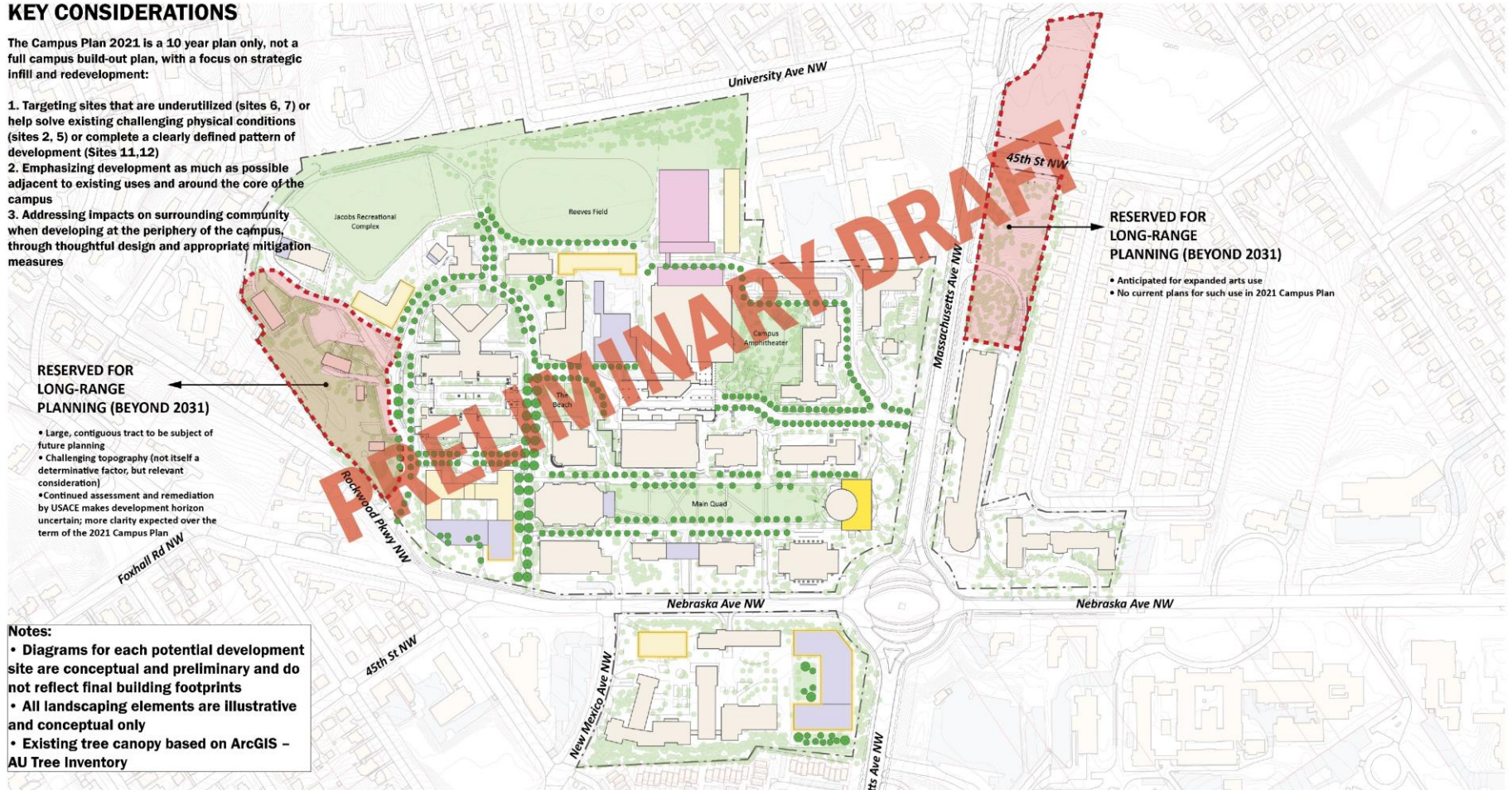
- Large, contiguous tract to be subject of future planning
- Challenging topography (not itself a determinative factor, but relevant consideration)
- Continued assessment and remediation by USACE makes development horizon uncertain; more clarity expected over the term of the 2021 Campus Plan

RESERVED FOR LONG-RANGE PLANNING (BEYOND 2031)

- Anticipated for expanded arts use
- No current plans for such use in 2021 Campus Plan

Notes:

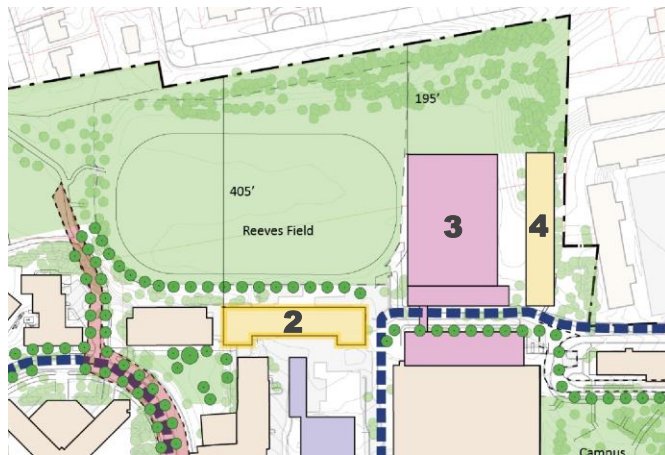
- Diagrams for each potential development site are conceptual and preliminary and do not reflect final building footprints
- All landscaping elements are illustrative and conceptual only
- Existing tree canopy based on ArcGIS - AU Tree Inventory



On Campus Student Life

On-Campus Student Life Improvements

- Reinvigorated **Mary Graydon Center**
- Focus on **student health and wellness programs**
- **Residential/student life/athletics village:** Potential Sites 2, 4 and 3 (CAP) transforming “back” of campus



- **Expanded dining options** throughout campus
- **Pedestrianize campus core and enhance green and open spaces**

Athletics and Recreation Facilities

- Increasing demand for additional space and facilities to **support competitive intercollegiate athletics, recreational sports and fitness programs**
- The Campus Plan will propose:
 - New **Center for Athletic Performance** (the “CAP”)
 - **Re-turfed fields** at Reeves Field and park at 45th and Massachusetts Avenue, NW
 - **Replacement video scoreboard** at Reeves Field
 - **Acoustical sound barrier wall and filming tower** at Jacobs Field

Additional 500 to 700 On-Campus Beds

Proposed **additional 500 beds of on-campus housing** capacity will support goals to:

- Allow the opportunity to offer **on-campus graduate housing**
- Provide **flexibility to renovate existing residence halls** that are more densely populated and convert them to unit types and configurations that align with current student preferences
- Encourage **more students to remain on campus beyond their freshman year** and **reduce the number of undergraduate students living in the neighborhoods** surrounding campus

Additional **200 beds (700 total)** if unable to count **200 off-campus master leased beds** as approved in current Campus Plan

Feedback from community stakeholders will inform decision-making with respect to potential housing development sites that will be included in the 2021 Campus Plan proposal

Off Campus Student Life

Updates to Good Neighbor Guidelines

- AU students are required to abide by AU Student Conduct Code, and all relevant university policies, including proposed updates to the **Good Neighbor Guidelines**
 - Purpose of the Guidelines is to **educate AU community members on how to become active and responsible members of the surrounding community** in which they live while maintaining their involvement and connection to the university.
 - The Guidelines **inform students of their responsibility to be aware of and abide by applicable DC laws and regulations regarding noise, disorderly conduct, winter sidewalk safety, and weed control** around their residences.
 - Violations of the Guidelines may be **subject to disciplinary action under the Student Conduct Code**

Enhanced Student Orientation Programs

- AU has proposed improvements to its off-campus living orientation program **to better inform and educate students who choose to live off-campus of their rights and responsibilities**
 - **Online training module** to be developed in consultation with the Student Life & Safety Working Group that students in 20016 and 20008 must complete and affirmatively acknowledge that they have fulfilled the training and understand AU's expectations
 - Will incorporate the **“Pledge to Uphold Community Standards”** developed in consultation with the Student Life and Safety Working Group which details the responsibilities and obligations associated with living off-campus
- Will expand AU's **in-person off-campus housing orientation** program
- Regular communication to students from the Dean of Students' Office
 - To remind students of AU's expectation **that students maintain the condition of their property and manage the behavior of their guests**
 - States that AU expects **students to know, understand and abide by the Disorderly Conduct Amendment Act of 2010 and the District of Columbia Noise Control Act of 1977**, both of which address noise disturbances, and which will be detailed during the orientation programs

Expanded Community Outreach

- AU will continue its practice of making **annual or more frequent visits to the major apartment complexes/condominium communities** where students live
- The Office of Community Relations will create, in consultation with the Student Life and Safety Working Group, a **neighbor education tool** that informs residents of **AU's strategies for student training** and includes **resources on how to contact AU** and/or file a complaint in the event of an undesirable incident
- The university will also create and distribute, in consultation with the Student Life and Safety Working Group, an **"AU Eagle Living Guide"** that will include good neighbor tips, resources, and a copy of the Pledge

Transportation and Parking

Proposed Campus Plan Parking Requirement

- **2011 Campus Plan Requirement:** maintain an inventory of approximately **2,200** parking spaces on campus

- **AU Parking Space Inventory:**

	FULL CAPACITY	CURRENT AU USE
Main Campus, Tenley Campus, and additional three properties	3,045	2,701

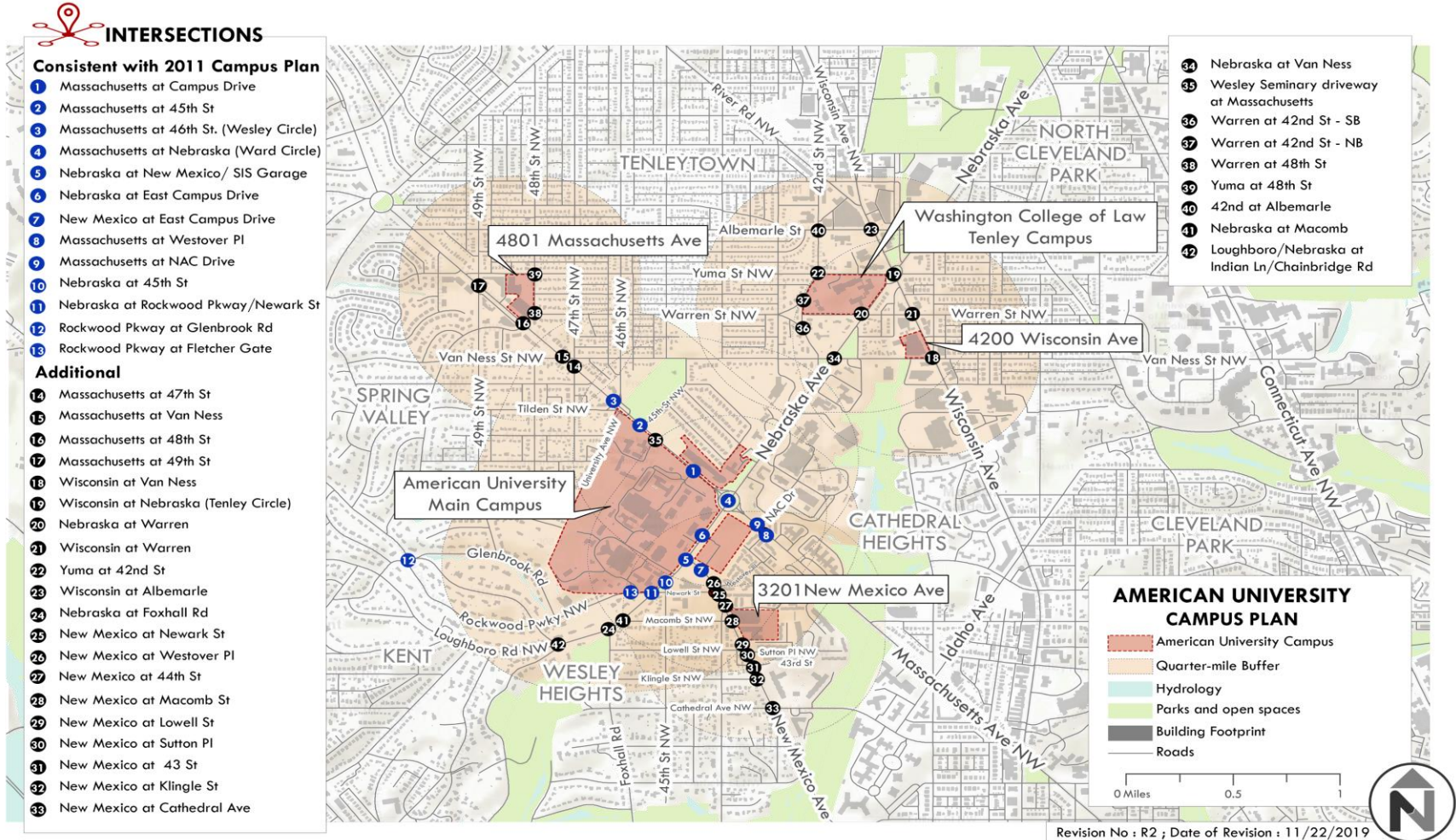
- **2021 Campus Plan Parking Proposal:** maintain parking inventory of **no more than 3,000 parking spaces for university use**
- Given current inventory, **no additional parking infrastructure required** over the Campus Plan term

TDM Planning and Enforcement

- Continued commitment to comprehensive **Transportation Demand Management (TDM)** planning, currently including:
 - Shuttle Service
 - AU/WMATA U*Pass Program
 - Telework and Distance Learning
- **Enforcement and Monitoring**
 - Maintain *Good Neighbor Parking Policy*
 - Monitor **parking utilization** of exclusive university-use facilities
 - Continued **collaboration with Transportation and Parking Working Group and DDoT** to develop appropriate monitoring methods

Traffic Count Data Collection

Counts conducted Tuesday, February 25 – Thursday, February 27



Virtual Breakout Sessions

Closing

www.american.edu/communityrelations/campus-plan/

- Updated FAQs
- *Online Community Portal*