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
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.
Toolbar Function: Hand-Raising Feature

Clicking the “Participants” button will give the user the ability to see all participants. Use the raise hand button if you would like to speak.
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.
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

- Main Campus
- Tenley Campus

**11,801 Students Included In Campus Plan Count**

- 11,801 Massachusetts
- 4200 Wisconsin
- 3251 New Mexico

780 Not Included In Campus Plan Count
87 Non-Matriculated On-Campus Students

Total = **12,581 Students**

2021 Campus Plan Methodology (per 2016 Zoning Regulations)

- Main Campus
- Tenley Campus
- 4801 Massachusetts
- 4200 Wisconsin
- 3201 New Mexico
- 87 Non-Matriculated On-Campus Students

**12,581 All Students Included In Campus Plan Count**

0 Students Not Included In Campus Plan Count
Enrollment: Proposed Cap

FALL 2019 STUDENT COUNT PURSUANT TO 2011 CAMPUS PLAN
11,801

FALL 2019 STUDENT COUNT PURSUANT TO 2016 ZONING REGULATIONS
11,801
780
+6.61%

IMPACT OF 2016 ZONING REGULATIONS ON CAMPUS PLAN ENROLLMENT CAP
13,600
14,499
+6.61%

Proposed 2021 Campus Plan Enrollment Cap
2011 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
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 of sites to meet AU’s 500 – 700 bed target.

Approved Campus Plan sites still subject to further processing approval before development can occur.
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 either 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

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

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

REVISED ESTIMATED GFA:
- Site 3: 90,000 sq ft
- Site 4: 245,000 sq ft
- Site 5: 100,000 sq ft

PERKINS EASTMAN

AMERICAN UNIVERSITY
WASHINGTON, DC

APRIL 2020
DRAFT
**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: 125,000 sq ft
- Site 7: 125,000 sq ft
- Estimated net bed count: 230
- Site 7: 230

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**Notes:**
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**AMERICAN UNIVERSITY**

**WASHINGTON, D.C.**
NOTES:
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SITES 11 AND 12 (EAST CAMPUS): ALTERNATIVE CONCEPT

DESIGN PRINCIPLES

MODIFIED SITE 12:
- The massing gradually rises from 2 floors on the site of Westover Place to match the residential scale on the sites of 3 stories along Massachusetts Avenue to 4 stories on Nebraska Ave.
- 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 buildings at Sites 1, 2, 6, 11, and Roughly Hall cannot be reached, that meets the proposed land use.

REvised ESTIMATED GFA:
- Site 12: 350,000 sq ft

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.

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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
- 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

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APRIL 2020 DRAFT
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
2011 Campus Plan Requirement: maintain an inventory of approximately 2,200 parking spaces on campus

AU Parking Space Inventory:

<table>
<thead>
<tr>
<th></th>
<th>FULL CAPACITY</th>
<th>CURRENT AU USE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Campus, Tenley Campus, and additional three properties</td>
<td>3,045</td>
<td>2,701</td>
</tr>
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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
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