



**Meriwether Lewis Institute for Citizen Leadership
Summer 2015
Lloyd Building Group Project Document**

The University is negotiating to lease and or purchase—but definitely use—the Lloyd Building, located on “The Corner.” The building previously housed, amongst other businesses in its history, the Student Book Store. It has three stories, (including a basement) and The University intends to use the building, and its prime location on the corner, to make a safe alternative programming space available to students. In *Exhibit 1*, you’ll find basic building parameters and a short history of the building to get you started with your research.

Given that general charge, we’re asking each group of Meriwether Lewis Fellows to develop a proposal to re-design the interior of the Lloyd Building with the goal of generating a maximum level of benefit to students at The University. How you define “benefit” is up to your group, but as with all things, we will warn you that it can be a political process. Costs, budgets, differing institutional agendas, previously expressed student needs, and outside constituencies will influence your decisions about how to use the space. For example, UVA students have expressed many needs that feasibly could be resolved through use of the Lloyd building. Some of those needs include performance and rehearsal space for groups (e.g., dance, *a capella* groups, improv groups, etc.), multicultural space, and office space for student groups. Your group may consider, but is not limited to, these particular needs; you may identify more. The first step of your MLI summer institute project will be for your group to identify the problem or set of problems that you agree need to be solved, and *can* be solved, through the use of this particular space.

Once that’s done, you’ll use what you learn through program sessions, independent research, and discussions with University administrators, local officials and other experts to propose both a *specific vision* and *operation plans* for the use of the Lloyd building space in ways that further the goals of student groups and the University as a whole.

While the actual schedule for renovation of the facility is at yet undetermined, your proposal must have a logical timeframe (remember your vision statement exercises). For the purposes of this project, start by considering a tentative occupancy date of December 2016; however, please know that as we gather more information, and as the building process unfolds, the occupancy date may change. Again, projects always contain degrees of uncertainty and ambiguity to which you must be flexible enough to respond. The Lloyd Building you, in essence, create, and the changes on grounds that your work brings about, may benefit you, and definitely will benefit individuals who follow you at The University. Thus, you should assume that while your vision for the physical plant of the building itself is likely to be realized while you are a student, your vision for its operation—and its University-wide impact—will be carried out by leaders from the class of 2018 and beyond.

Your Lloyd Building Project has three primary deliverables. The first part is a short PowerPoint Proposal Deck you will submit to the MLI faculty on or before 9:30 am, **Monday, June 22**. The Proposal Deck should outline your discussion/evaluation of the problem or problems your group wants to solve through your proposal for the Lloyd Building and provide some detail regarding your group's intended vision for the building. When you submit your completed Proposal Deck, MLI faculty will review it, provide feedback, and meet with your group. We will also provide what help we can to connect you with the officials and organizations at The University who have information you deem necessary for your project. You may wish to share this short proposal deck prior to, or during, your conversations with University and local officials. Therefore, your deck should be "client ready" in terms of its design, accuracy, and direct style accessibility of both key ideas and data.

The second part of the Lloyd Project will involve a comprehensive plan for the building. Again, you will use a deck format to submit your project analysis to the MLI faculty by 10:00am on **Wednesday, July 8**. We've provided some potential elements and possible structures for your analysis below; however, you should not consider the outlines exhaustive nor use them as a "check-list" for the project. The order, scope, and emphasis with which you present your comprehensive plan will, naturally, vary across groups. You will want to make sure that the your deck: clearly states your vision for the Lloyd building, explores in sufficient depth the problem you're solving for The University with your vision for the Lloyd building, and provides a detailed, well-researched, logically-argued, and elegantly-articulated persuasive argument in support of your proposed ideas.

The final part of the Lloyd Project will involve a 30 min. presentation on the morning of **July 9**. [A randomly generated presenting order will be determined in class during Week 5.] Your presentation will include 15 minutes of presented content and 15 minutes of Q&A. The audience will consist of your peers, your MLI faculty and invited stakeholder guests. In your presentation, you will cover the highlights of your researched proposal. You'll design 10-15 slides (*which will pull from, but not simply reproduce, your deck slides*) to use for your presentation. If you wish, you may include up to five additional, more detailed appendix slides to which you can refer during the Q&A portion of the presentation. Ideally, you will design the presentation slides in parallel with your deck slides so that you will have a full day to refine, and rehearse, your presentation. Please note everyone in your group will speak during the presentation. The final part of the Lloyd Project allows you to share your work with your peers and the public in a professional and persuasive manner.

We will upload resources to the MLI collab site such as floor plans, previous student requests for space, and university reports that you may find useful as you approach the project. You will, of course, supplement these resources with your own comprehensive research.

Outline of Proposal Deck (due 6/23)

Title

Context/Needs Assessment/Problem Statement

Vision (Mission/Goals/Values)

"Day in the Life" of the Lloyd Building (Sample Day of Programming at Building)

Outline of Final Project Deck (due 7/8)

Title

Executive Summary

Context/Needs Assessment/Problem Statement

Building details

History + Location/Traffic Dynamics/code and legal restrictions

Dimension/design scheme + concept for each floor

Vision

Mission/Goals/Values

Timelines/Projected Timeframes for Reaching Vision Goals

Organizations Served

Membership/Constituents

Building Governance/Scheduling/Operations Plan/Org Chart

Functionality Proposal

Proposed Use(s)/Space Allocation

Day in the Life (Sample Day of Programming at Building)

Design concepts/sketches for floors

Milestones

Timeline for Opening

Media/Publicity Plan

Budget

Funding Sources Proposed

Building/Renovation Budget + Proposed Operating Budget

Risk Mitigation/Safety Plan

Metrics for Success Measurement/Evaluation Plan

Conclusion

Outline of Presentation (due 7/9)

High visual impact initial slide & story

Title

Overview/Agenda slide

Context/Needs Assessment/Problem Statement

Vision

Mission/Goals/Values

Timeline for Operating/Vision Goals

Building details relevant to your specific project

Functionality Proposal including

Highlights of Milestones, Budget, Funding,

Risk Mitigation/Safety Plan

Metrics for Success Measurement/Evaluation Plan

Summary of key points

Concluding slide—visible throughout Q&A--w/presenter names, key take-away, high impact image connected to proposal.

Exhibit 1: Architectural and ownership histories document the role of the Lloyd building in both the commercial development of “The Corner” and in the UVA community¹

1515 UNIVERSITY AVENUE



STREET ADDRESS:	1515 University Avenue
MAP & PARCEL:	9-080
PRESENT ZONING:	B-6
ORIGINAL OWNER:	Kate Minor
ORIGINAL USE:	Residence Or Boarding House
PRESENT USE:	Student Book Store
PRESENT OWNER:	Evelyn H Lloyd Etal
ADDRESS:	103 Easthaven Court, Charlottesville VA 22901
HISTORIC NAME:	Minor Court Building
DATE/ PERIOD:	1896 And 1927
STYLE:	Neo-Georgian Commercial
HEIGHT IN STORIES:	2 Stories
DIMENSIONS AND LAND AREA:	10,256.00 sq. ft
CONDITION:	Good
SURVEYOR:	Bibb
DATE OF SURVEY:	Fall 1980
SOURCES:	Charlottesville City Records/Sanborn Map Co.
CONTRIBUTING:	Yes

¹ file:///C:/Users/mlp6h/Downloads/corner-survey-university%20(1).pdf

Exhibit 1(*cont.*): **Architectural and ownership histories, *continued***

ARCHITECTURAL DESCRIPTION 1515 UNIVERSITY AVENUE:

The Minor House is two stories tall, triple pile, and constructed of brick laid in a 5-course American with Flemish bond on the sides and rear. It has a high-pitched hip roof now covered with composition shingles, with projecting eaves, boxed cornice, and Philadelphia gutters. The original chimneys have been removed. There is a small, steep gable covered with pressed tin on each side of the house, centered on the east side, over the western half of the rear elevation, and over projecting bays on the façade and west side. The projecting bay on the west side is semi-octagonal, and spool brackets support the over hanging corners of the roof. Windows are double-sash, 1-over-1 light, and segmental-arched at the first level. There is a pair of 4-over-4 light attic windows in each gable. A one-story veranda originally extended from the projecting bay to the east end of the façade. The flat-roofed commercial building replaces the veranda and extends to the street. It is two stories tall and three bays wide. Construction is of brick laid in stretcher bond. The façade is of pressed brick. The façade is arcaded, with round arches with keystones springing from a corbelled stringcourse at window top level. The area below the arches has been filled in and covered with a massive metal sign .. there are two separate doors, flanked by pilasters, in the entry recess in the center bay, indicating that the building was once divided into two store rooms. Narrow, wooden pilasters also flank the display windows in the side bays. There is a segmental-arched pair of double-sash, 1-over-1 light windows in each bay at the second level. There are matched corbelled brick cornices with mouse-toothing above the storefront and just below the plain concrete-capped parapet. The parapet cornice continues along the east (Minor Court) side of the building. A narrow space separates this building from the one on the west. The first bay on each side of the building is similar to the façade. There is a large thermal window at the first level on the Minor Court side. Most of the windows at the first level have been closed, but there is a single window in each bay at the second level. The entrance to the stair hall serving both old and new buildings occupies the last two bays of the commercial building. The corbelled storefront cornice above it continues over three storefronts (two now bricked up) which have been cut into the east side of the Minor House.

HISTORICAL DESCRIPTION

Miss Kate Minor purchased this lot from Raleigh C. Minor in 1894 (ACDB 102-296) and built the house in 1896, according to tax records. At her death in 1918, she willed it to her sister Anne P. Minor (City WB 2-131). J. H. Irving Minor and Harry H. Robinson, who operated the University Grocery a block away, bought the house from Anne Minor in 1926 (City DB 55-235) and built the large commercial building on the front the next year. Jameson's Bookstore occupied the western store room, and later the combined store room, from 1927 until the mid-1950's. Lloyd's Rexall Drug Store has occupied it since that time. The Minor House was used as a boarding house for the University students for many years, and there are still rental rooms on the second level. The first level is used by the University Cafeteria as a kitchen and storeroom. The Minor Court Building was awarded to Irving's estate when Irving and Robinson's holdings were partitioned in 1940 (DB 104-142). John D. and Evelyn H. Lloyd purchased it from his heirs in 1964 (DB 253-94 and 98).

For further information about the corner building, please see articles posted in collab, and you might check out Coy Barefoot's book, entitled: "The Corner," aptly enough.