



CAL POLY MASTER PLAN UPDATE Open House #1: Summary

November 5, 2014

Open House #1

On Wednesday, November 5, 2014, the Master Plan Team held the first Master Plan Open House event. The event was held from approximately 10:00 a.m. to 2:00 p.m. at the Kennedy Library Atrium at Cal Poly and was oriented primarily toward the campus community. The goal of the open house was to provide campus faculty, staff, administration, students, and the local community an overview of the Master Plan update process and engage them to share their thoughts, comments, and input regarding a variety of campus-related issues. This summary provides a description of the event and the overall themes resulting from comments and feedback received from the local community.



The event was attended by approximately 143 people. Participants included 38 staff and faculty, at least 70 students, several people from the community, and a number of others. The open house format and interactive exercises allowed participants to provide input in different ways. The major participation areas included:

1. Welcome & Orientation
2. Campus Preferences Dot Mapping Exercise
3. Issue Identification
4. Final Comments and Departure

Participants were greeted at the welcome table by current graduate students in Cal Poly's City and Regional Planning (CRP) program. Handouts included a one page Master Plan purpose statement, a Master Plan website contact card, a comment card, and nine sticky dots per person for the interactive mapping exercise. The orientation area provided some background for participants, including a large aerial campus map, the existing 2001 Master Plan with amendments approved by the California State University Board of Trustees, a map showing the buildings completed since 2001, and the Vision 2022 Guiding Principles and Strategic Objectives.



1. Master Plan Team

The following Cal Poly Faculty members, staff, consultant team members, and students were present, as well as attending participants.

Cal Poly Faculty/Administrator/Staff Members

Chris Clark
Linda Dalton
Betsy Kinsley
Julie Moloney
Chris Murphy
Joel Neel

Consultant Team

Roberta Jorgensen, Communitas Architecture + Community Development
Erik Justesen, RRM Design Group
Bret Stinson, RRM Design Group
Matt Ottoson, RRM Design Group
Mike Multari

*Absent Members included: Dave Cox, Barnett Cox & Associates

CRP Graduate Students

Daniel Abbes
Doug Bush
Forrest Chamberlain
David DuBois
Taylor Graybehl

Sam Gross
Heather Hughes
Andrew Marshall
Douglas Moody
David Pierucci

Stuart Poulter
Brian Rodriguez
Jenny Wiseman

2. Campus Preferences – Interactive Dot Mapping Exercise

A series of geographically-related questions were printed on large aerial maps of the campus and displayed on the atrium windows. Participants were asked to place one sticky dot per map as their response to the various questions. The overall themes that emerged from this exercise are listed below:

1. *What is the best place to interact?*

- The Kennedy Library, Dexter Lawn and the University Union were clear choices for places on campus to meet and talk.

2. *Where do you eat lunch?*

- These responses were dispersed and largely followed the locations of food service on campus.

3. *Where do you spend most of your time?*

- The Kennedy Library was the clear choice here.

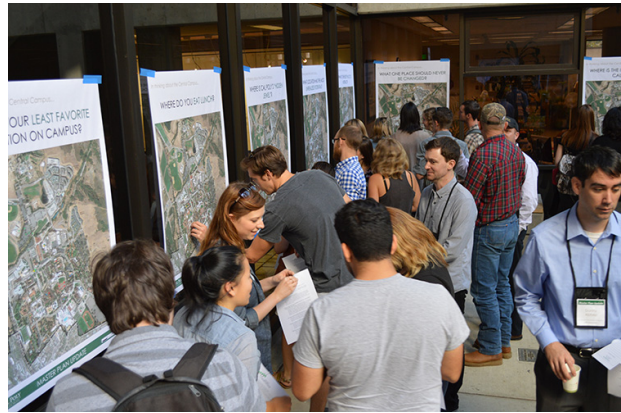


4. *What is your favorite location on campus?*

- Open spaces dominated the responses. Dexter Lawn, Poly Grove, the Arboretum, and Poly Canyon were among the most popular locations. Students also selected the Rec Center.

5. *What is your least favorite location on campus?*

- These responses were extremely diverse with many places indicated as the least favorite location. The intersections of North Perimeter/University Drive and Highland/University Drive, Building 52, and the Dining Hall were chosen most often.



6. *Where is Cal Poly's "hidden jewel?"*

- Poly Grove, the Arboretum, and Poly Canyon were the most common responses. Other responses were almost all open space locations.

7. *Where is the iconic place of Cal Poly?*

- These responses were diverse, with choices clustered at the Rec Center, the Performing Arts Center, the east façade of Orfalea Business Building/Poly Grove, Dexter Lawn, and the Mustang Statue.

8. *What one place should never be changed?*

- Poly Canyon received the most support for remaining unchanged, but other open spaces also selected in significant numbers included Dexter Lawn, Poly Grove, and the Arboretum. The Performing Arts center and the Rec Center were also selected.

9. *What location has the most unrealized potential?*

- A number of locations were indicated as having unrealized potential. The area around the President's Residence was selected the most. Parking lots H12 and H16 (north of Highland), parking lot G1/R2 (Student Housing South site), the area north of the Beef Unit/south of Village Drive, the southern Sports Fields, and the adjacent area east of the railroad tracks were also frequently chosen.

3. Issue Identification

A series of key questions were printed on large sheets and displayed on easels in the central atrium space. Participants were asked to write down their comments and responses or simply to agree or disagree with others' written comments. The questions are listed below with overall themes that emerged from the various responses.

a) *What is Cal Poly's most wonderful physical asset?*

- About 2/3 of the unique responses were related to open space, landscaped areas, views, and similar topics. These were



supported by more than twice as many 'checks' indicating a supporting opinion. Clearly the natural location, terrain, and open lands of Cal Poly and the surrounding area are very highly valued.

- The second most noted physical assets were specific buildings and academic locations on campus, especially the Rec Center and Performing Arts Center.

b) If you could take away one physical thing about Cal Poly, what would it be?

- Approximately 40% of the unique responses were related to circulation and were supported by numerous supporting 'checks'. Most of these circulation-related comments regarded reducing or eliminating cars, roads, and parking in the interior campus core and making the area more pedestrian-oriented with increased open space.
- Approximately 37% of the comments related to taking away specific buildings/facilities including Architecture (Building 5), Building 52, and Fisher Science.

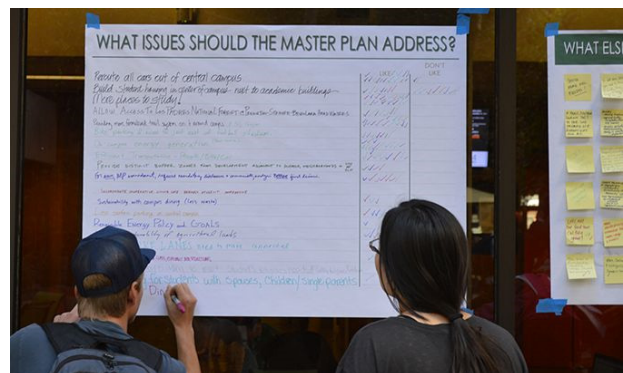
c) If you could add one physical thing to Cal Poly, what would it be?

- This question had more unique responses than either of the others. Approximately 30% were circulation-related and included bike lanes, walking trails, and parking.
- Academic facilities received approximately 22% of the unique comments and included adding an Innovation center, Liberal Arts Facility, Animal Hospital, basketball arena, and more library facilities.
- Food related comments dealt with higher quality, healthier food, and a wine bar.
- Housing issues comprised approximately 10% of the unique comments and generally indicated that student housing should be located in the interior of the campus and accommodate all levels of students.

4. Final Comments and Departure

A final exhibit asking, "What else should the Master Plan address?" was located near the exit along with a flow chart depicting the Master Plan process. Participants' responses, framed as overall themes, are listed below.

- The largest response by participants was related to locating new student housing projects within the campus interior and away from existing neighborhoods.
- By far, circulation issues received the most unique comments (approximately 30%) and 10 times as many supporting 'checks'. Circulation issues included rerouting all cars out of the central campus, bike lanes and bike parking, access to walking and hiking trails through the campus and beyond, and improving pedestrian circulation to downtown San Luis Obispo.
- Sustainability, energy, and water conservation issues comprised approximately 18% of the comments and received numerous supporting 'checks'. These comments were wide-ranging and included issues related to solar power, water conservation, renewable energy policy, composting, and on-campus energy generation.



- Landscape-related issues accounted for almost as many comments as sustainability. They included replacing dying trees with native species, retaining agricultural lands, and providing additional shady places to eat and study.
- Food issues included better and healthier offerings, utilization of food grown on campus, and less waste.
- Housing received approximately 9% of the unique comments, but almost 4 times as many supporting 'checks'. Issues included building housing in the center of campus among academic buildings ('checks' were almost equally for and against), housing for married students and those with children, and addressing off-campus housing.
- Neighborhood adjacency issues accounted for two unique comments and numerous 'checks'. These called for buffer zones between campus development and community neighborhoods, and mandatory community analysis of any proposed Master Plan amendments.
- Gathering places for studying and for religious purposes were also indicated.



Next Steps and Follow-Up

The next Open House was held on November 15, 2014 at the Ludwick Community Center in downtown San Luis Obispo. This Open House was oriented primarily toward the local community.

The Master Plan Team will continue to receive comments and input, and engage both the campus and local community, as the planning process moves forward into 2015. The following is an approximate list of the overall process and next steps in working toward final approval of the Master Plan update:

- **Guidelines and Assumptions:** Surveys, Research, and Analysis – Summer 2014
- **Engagement:** Committee Meetings and Outreach (Open Houses) – Fall 2014
- **Analysis:** Evaluation and Testing (Open Houses) – Winter 2014
- **Synthesis:** Draft Master Plan and Environmental Impact Report (EIR) (Public Presentation of Master Plan) – Spring 2015/Summer 2015
- **Review:** Refine and Finalize Master Plan and EIR (Public Comment on NOP and DEIR) – Fall 2015/Winter 2016
- **Approval:** CSU Board of Trustees Approval

Please visit www.masterplan.calpoly.edu for more information and updates, as well as photos and complete postings from the Open House.