



CAL POLY MASTER PLAN UPDATE Open House #2: Summary

November 15, 2014

Open House #2

On Saturday, November 15, 2014, the Master Plan Team held the second Master Plan Open House event. The event was held from approximately 10:00 a.m. to 12:30 p.m. at the Ludwick Community Center in downtown San Luis Obispo and was oriented primarily toward the local community. The goal of the open house was to provide an overview of the Master Plan update process and engage the community 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 open house event focused on campus-community relations concerning the master plan update. The event was attended by approximately 50 people with most attendees living directly to the south of Cal Poly and south of Highway 101 within San Luis Obispo. The remaining participants were from other neighborhoods throughout San Luis Obispo with a few living in surrounding cities. The open house format and interactive exercises designed to solicit input and ideas included:

1. Welcome & Orientation
2. Interactive Questions
3. Interactive Dot Mapping Exercise
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 six sticky dots per person for the interactive mapping boards. A large orientation map of the campus, along with the Vision 2022 Guiding Principles and Strategic Objectives, were displayed near the welcome and arrival table. Large maps requesting the participants' general place of residence and place of work were also displayed near the entry.



1. Master Plan Team

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

Cal Poly Faculty/Administrator/Staff Members

Chris Clark
Betsy Kinsley
Julie Moloney
Joel Neel

*Absent Members included: Linda Dalton and Chris Murphy

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

Forrest Chamberlain
David DuBois
David Pierucci
Brian Rodriguez

Sam Gross
Heather Hughes
Jenny Wiseman

2. Interactive Questions

A series of key questions were printed on large sheets and displayed on tables throughout the room. 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 concerns do you have related to Cal Poly's Master Plan update?

- Participants indicated that the Cal Poly Master Plan update should address local residents' concerns with off-campus student impacts on surrounding neighborhoods - including noise, traffic, student behavior, and property maintenance.
- The Master Plan update should address participants' concerns related to providing more on-campus student housing to alleviate housing affordability issues within the community.
- Community participants outlined their concerns and frustrations with stakeholder involvement and the need to ensure that all voices are heard in the Master Plan update process.
- Participants had concerns related to the Master Plan update on University policy, or the lack of, requiring students to live on-campus. They also voiced concerns regarding the total number of future students and suggested looking into a student population cap number.



b) What opportunities should Cal Poly take advantage of as part of the Master Plan update?

- Participants indicated that the current Master Plan update should take the opportunity to collaborate and work with the City of San Luis Obispo, University Administration, residents, and student body to find common ground upon which to move forward for the betterment of all stakeholders involved.
- Participants specified that the Master Plan should incorporate opportunities for additional student housing on-campus to meet the expected increased enrollment in order to reduce impacts on local housing prices. In addition, participants specifically mentioned that any new student housing should be built away from the surrounding campus neighborhoods and further within the campus interior to mitigate impacts on nearby residents.
- Campus-wide mobility issues, particularly related to expanded public transit services and bicycle related infrastructure on-campus, were highlighted as opportunities that the Master Plan update should address.
- An on-campus grocery or “farm store” selling Cal Poly products to students and the community in an easily accessible location was brought up as an opportunity that the Master Plan update should work to incorporate.

c) How do you get to campus (walk, bike, drive, transit, etc.)?

- Participants listed driving as their primary method for getting to campus, with bicycling coming in a close second.

d) As you may have heard, Cal Poly has been considering developing a Conference Center/Hotel and an Events Center. Do you have any comments on them?

- One theme relayed by several open house participants was that developing a Conference Center/Hotel and an Events Center was a poor use of University funds. As an alternative, many suggested utilizing the same funds to build additional on-campus student housing.
- Another group of participants indicated that developing a Conference Center and Events Center would be appropriate for the campus.
- Separately, many participants indicated that a hotel was not appropriate and would ultimately compete with local hotels for business.
- Participants also indicated that Cal Poly should not develop a Conference Center/Hotel or an Events Center, but should instead continue to focus on academic programming and excellence.

3. Interactive Dot Mapping Exercise

A series of geographically-related questions were printed on large aerial maps of the campus and adjacent community and displayed on the back wall. 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:

- Participants indicated the Cohan Center and Poly Canyon were their top favorite campus locations.



- The Grand Avenue and Slack Street intersection and the G1/G4/R2 parking lots (near Grand Avenue entrance) were indicated by participants as their least favorite campus locations.
- Participants indicated that the Cohan Center and the Library were the most common campus destinations.
- The Grand Avenue Parking Structure and the G1/G4/R2 parking lots (near Grand Avenue entrance) were the most common parking locations for visitors to campus.

4. Final Comments and Departure

A final exhibit asking what else the participants would like to tell the planning team was located near the exit along with a flow chart depicting the Master Plan process.

- The largest response by community participants was related to locating new student housing projects within the campus interior and away from existing neighborhoods.
- Some participants also restated their concerns about an event center on campus.
- Participants expressed their desire for the Master Plan update to address impacts on surrounding campus neighborhoods including noise, traffic, parking, student behavior, etc.
- Another recommendation by open house participants was for the Master Plan update to incorporate and develop an on-campus alumni and information center.
- Other responses included: recommending Cal Poly become a tobacco free campus, addressing future campus water and wastewater usage, implementing neighborhood buffers between the campus that were included in the 2001 Master Plan, and keeping the community involved with an advisory committee or other mechanism.



Next Steps and Follow-Up

The Master Plan Team will continue to receive comments and input, and engage both the campus and local communities, 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.