CAL POLY MASTER PLAN UPDATE
MASTER PLAN ADVISORY COMMITTEE
Campus Character and Placemaking

SUMMARY
Meeting #2 – November 14, 2014

Chair and Facilitators:
Chairman—Vicente Del Rio, CRP Faculty
Erik Justesen, Facilitator; Bret Stinson, RRM Design Group; Drew Marshal, CRP Grad Student

Committee Members:
Preston Allen – Sr. AVP/Executive Director University Housing, Student Affairs
Lane Blankenship – Student
Jim Brabeck- President/CEO, Farm Supply Company
Gabriella Bragoli - Student
Jennifer Carroll- Faculty, College of Science and Mathematics
Jean-Francios Coget – Faculty, Orfalea College of Business
Vicente Del Rio- Faculty, College of Architecture and Environmental Design
George Garcia- Principal, Garcia Architecture + Design
Kelly Green Hall – Faculty, College of Science and Mathematics
Jackie Hayes, Director, University Advancement
Jeff Heller – Facilities Manager, Cal Poly Corporation
Jessica Holada – Director of Special Collections and Archives, Kennedy Library
Bob Kitamura – Staff Emeritus, Facilities Planning/Capital Projects
Stephen Lloyd-Moffett – Faculty, College of Liberal Arts
Jim Maraviglia – Associate Vice Provost, Admissions
Kim Murry- Deputy Director of Community Development, City of San Luis Obispo
Aydin Nazmi – Faculty, College of Agriculture, Food and Environmental Sciences
Jacob Rogers- Student
Rob Rossi- President, Rossi Enterprises
Lisa Simon – Faculty, Orfalea College of Business

Summary of Committee Activities:

The November 14th Committee Meeting #2 consisted of:

a) A brief discussion of emerging trends regarding campus character and placemaking
b) A breakout session consisting of three smaller groups: Each group discussed two overall themes from Committee Meeting #1 and organized their discussion into Positive, Negative, and Future topic items
c) A presentation to the committee summarizing each group's discussion

GROUP 1 considered themes A and B below in their discussion:

A. Technology plays an increasingly significant role in how the campus is utilized by students and faculty.
B. The in-between spaces and pedestrian connections play a significant role in placemaking and creating campus character.

- **GROUP 1 Topic Discussion Results**

Positive

- Student and faculty work – when showcased
- Gathering spaces (temporary and permanent)
- Hiking trails and local/regional weather
- Views and vistas
- Flexibility of outdoor space

Negative

- Increased use of technology means less eye contact
- Poor architectural aesthetics (Example – building 5)
- Losing the "loop"
- A lack of "sense of place" – neighborhood and downtown
- Safety and accessibility
- Campus circulation conflicts, parking, and circulation maintenance
- Lack of branding as a "place"
- Showcasing student and faculty work – need more
- Lack of natural light in secondary spaces

Ideas for the Future

- Tours to showcase work
- Preserve/protect current open space
- Additional gathering spaces (i.e. "coffee nodes")
- Incorporate underground parking and possibly circulation
- Add additional floors to campus housing on Grand Avenue
- Identify and maintain existing vistas, views, and open space
- Create "Learn By Doing" brand in open space
- Enhance the ground floor pedestrian experience

GROUP 2 considered themes D and E below in their discussion:

D. Split campus vs. academic districts vs. polycentric activity areas with central hub.

E. The character of the surrounding City and County areas play a significant role in defining Cal Poly's character and sense of place.

- **GROUP 2 Topic Discussion Results**

Positive

- Campus topography
- Natural ambience
- Presence of the surrounding hills
- Dexter Lawn

Negative

- Accessibility issues, too many "maze-like" areas
- "Up the hill" means administration
- There is a need to "domesticate" cars
- Prepare better for bikes
- Parking structures and service areas are too visible
- Library looks like a prison!

Ideas for the Future

- Circulation: Mass transit – incorporate electric trolleys
- Circulation: Add a parking structure along Highland Drive
- Land Use: Implement a second hub adjacent to, and including, the Kennedy Library – elements to incorporate include:
  - A transit hub
  - Increased lawn area with moveable chairs, food carts, and additional shade trees
  - A small amphitheater with a central plaza/fountain element
  - Utilize library's rooftop terraces and add a restaurant on top of the library
  - Open up the library towards the new lawn/plaza area for increased utilization
- Connectivity: Connect "upper" and "lower" campus hubs through the Dexter Lawn area (landscaped terraces, water element, etc.)

- Connectivity: Increase campus-wide connectivity and make campus more user friendly at all levels

GROUP 3 considered themes F and G below in their discussion:

F. The on-campus residential focus will play an important role in future placemaking.

G. The local community's interaction with Cal Poly is an important consideration for campus placemaking.

➢ **GROUP 3 Topic Discussion Results**

Positive

- Current "placemaking" buildings" - assets
  - The Rec Center
  - Kennedy Library
  - Sporting venues
  - Poly Canyon
  - Arboretum
  - Campus Market

Negative

- The University Union is not hitting the mark
- No recognizable food and drink offerings
- Parking is difficult, expensive, and inconvenient
- Campus is generally not "accessible" to the community at large (i.e. physically and socially)

Ideas for the Future

- Bring back students currently living off-campus in San Luis Obispo – don't just house current/new students – The City is currently "pulling" students off-campus
- Provide more entertainment and food offerings on-campus to compete with those located off-campus
- Provide additional housing near the baseball stadium
- Provide an on-campus facility/space for off-campus people to come and meet – a nice space for faculty or alumni to gather or meet