

**San Francisco State University
Campus Master Plan**

**Chapter 5.
Long-term Vision and
Planning Principles**

5. Long-term Vision and Planning Principles

A Guiding Vision for the Master Plan

The 2007–2020 campus master plan—the subject of this report—provides the level of campus development needed to support an increase in student enrollment to 25,000 full-time equivalent students (FTES) and leverages the University's resources to make the larger district function in a more sustainable manner. Guiding the master plan is a long-term vision for the campus that looks beyond 2020.

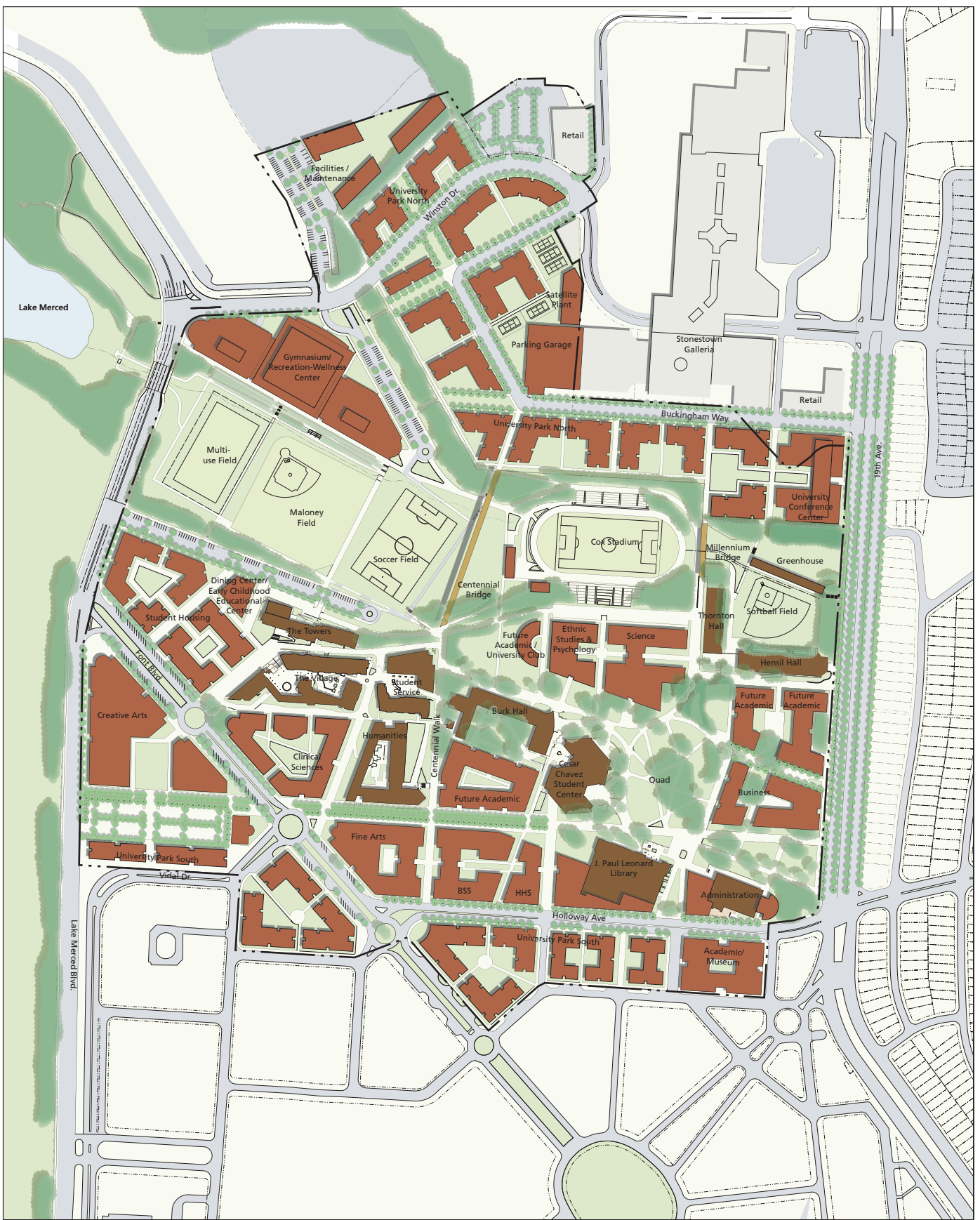
As the master plan is implemented, a clear vision for the future will ensure that all decisions about the campus—whether small or large—are deliberate and mutually reinforcing. To understand the master plan, it is essential to place it in the context of this long-term vision.

Articulating the Vision

The long-term vision shown here gives form to ideas articulated early in the planning process. In December 2005, a group of deans, vice presidents, faculty, staff, and students participated in a visioning charrette. The purpose of the workshop was to arrive at a collective vision for the physical development of the SF State campus consistent with the University's strategic plan, focusing on two of its key concepts—making SF State “a unified and vibrant community” and building “better bridges to the world outside campus borders.”

Long-term vision for the campus—aerial perspective





The resulting vision statement, excerpted here and documented in a separate report (Campus Vision Statement, February 2006), was the starting point and touchstone as campus design concepts were explored. Key themes articulated in the initial vision statement remain central to the long-term vision and are the basis for principles that guide the 2007–2020 campus master plan, summarized as follows:

Planning Principles

A vibrant on-campus community

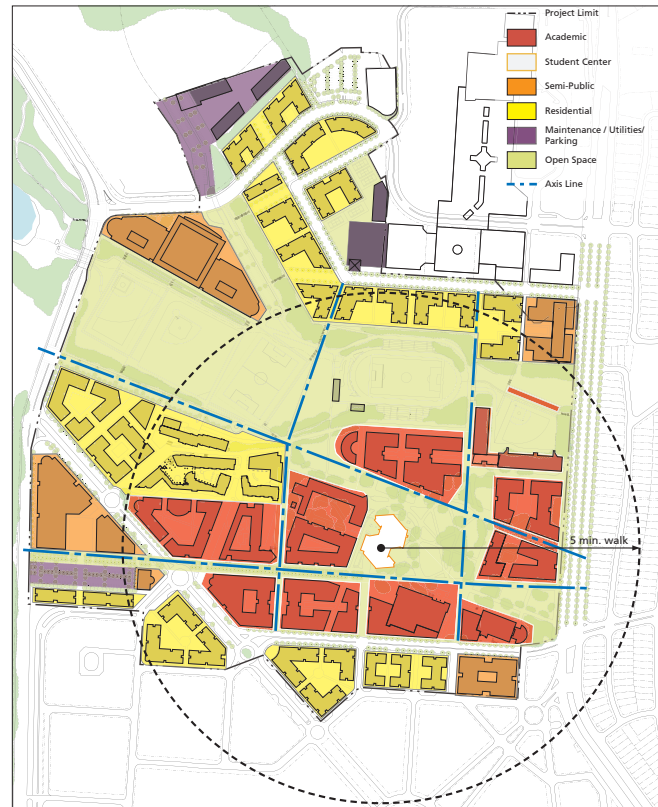
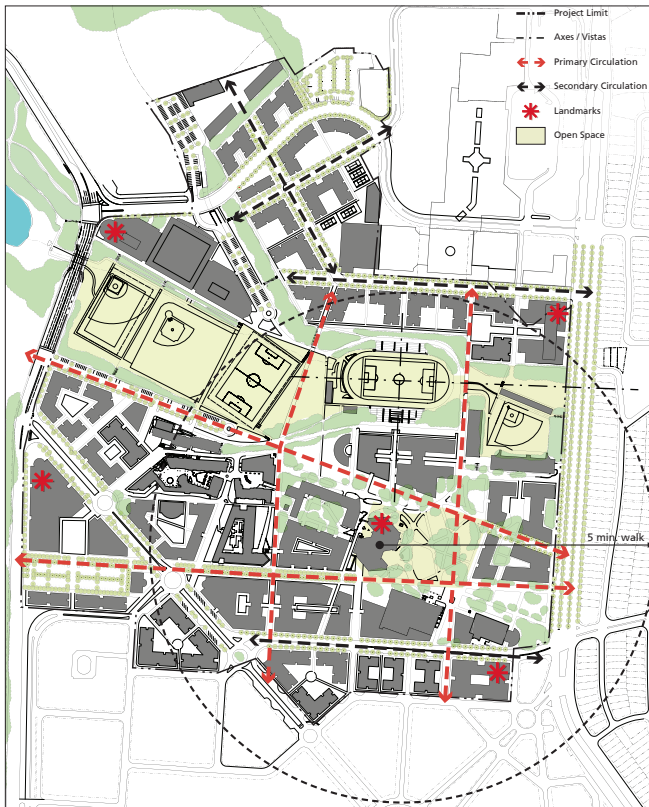
- Reinforce the academic core and extend it westward
- Integrate residential properties to create a unified campus
- Provide more close-in, affordable housing that enables faculty, staff, and students to walk to school and work.
- Redefine Holloway and Buckingham as “college main streets” offering neighborhood retail and services

Left: Organizing Framework
Right: Land Use Plan

Strong north-south and east-west axes, a central valley greenway, and landmark buildings at the four corners of campus constitute the organizing framework in the long-term vision. The land use plan builds upon that framework, extending the academic core westward and creating distinct residential villages.

Strong connections to the surrounding city

- Strengthen the University's connections to Lake Merced and the surrounding neighborhoods
- Work with neighbors, the City of San Francisco, and other entities to improve public transportation and other services that benefit the entire district



Emphasis on the pedestrian and alternative transportation

- Cluster development around high-frequency transit connections to encourage transit use
- Establish bicycle and pedestrian networks that provide safe, direct and attractive connections to work and school
- Develop the 19th Avenue edge as a transit-, bicycle-, and pedestrian-friendly parkway
- Implement Transportation Demand Management strategies to reduce parking demand
- Decentralize campus parking over time from the current central garage to a series of smaller perimeter parking facilities to disperse traffic and parking impacts, claim the campus core for pedestrians and bicycles, and allow for the eventual removal of the central parking garage from the valley

Recognition in the city and region

- Position semi-public uses at the corners of campus, creating icons that redefine the University's external identity and engage the larger community
- Create an identifiable and inviting campus perimeter

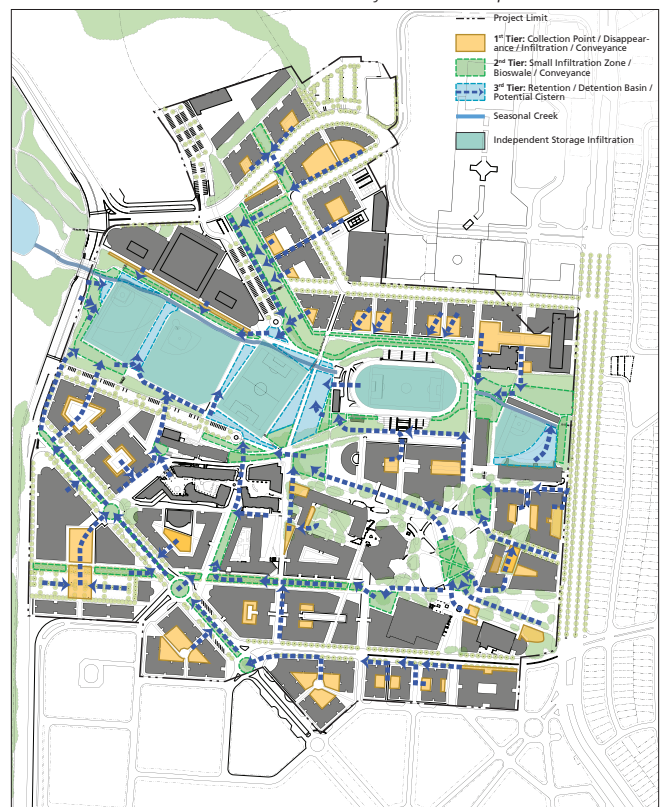
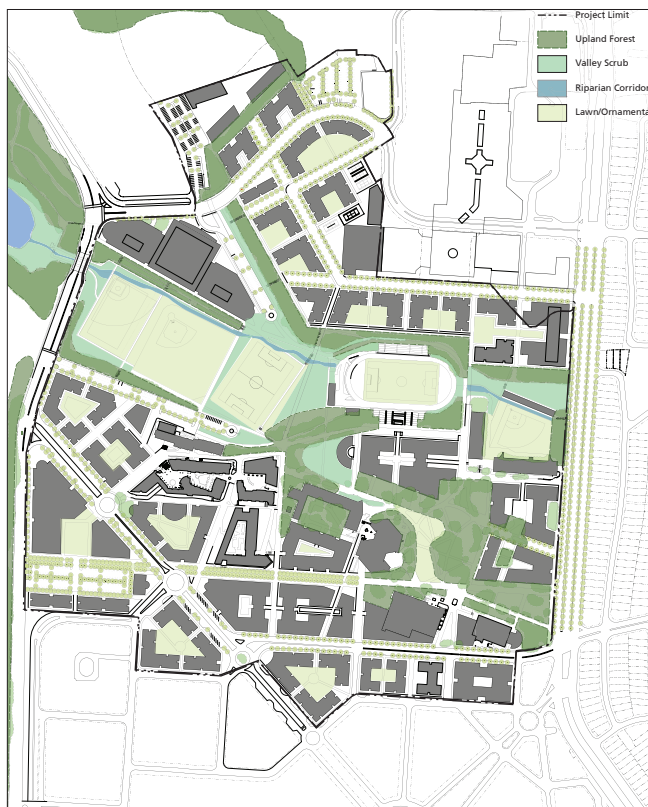
A continuous greenbelt between 19th Avenue and Lake Merced

- Establish the valley as the central open space of campus
- Provide expanded recreational fields
- Restore ecological landscapes in the valley

Left: Campus Ecological Zones

Right: Stormwater Management System

In the long-term vision, a fully integrated open space and stormwater management system restores some measure of natural drainage and native ecology to the campus, with the valley as its centerpiece.

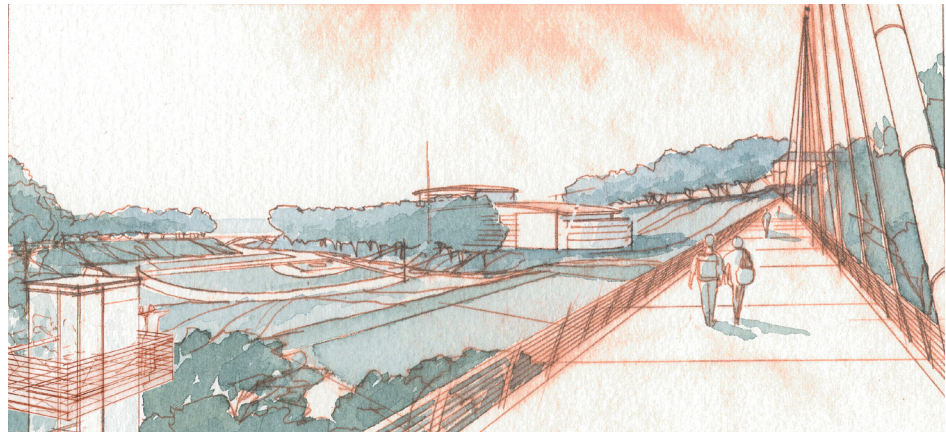


Universal design and access

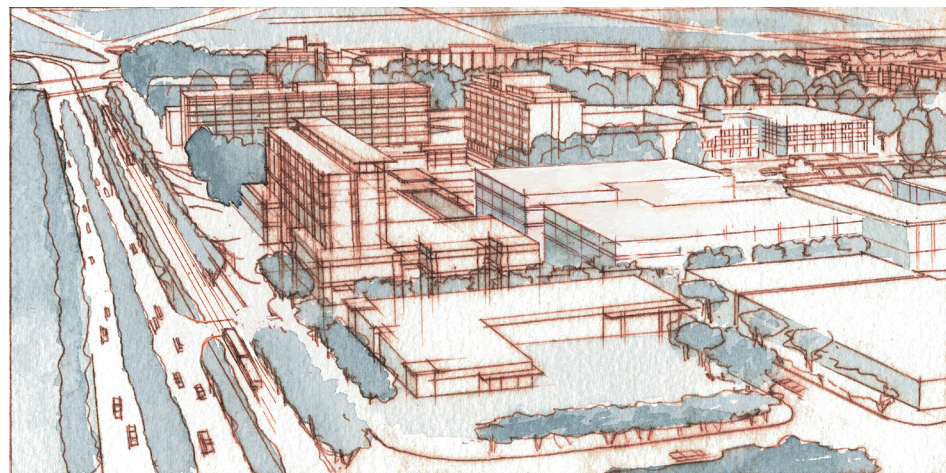
- Ensure that all aspects of the campus physical environment—notably primary circulation routes and main building entrances—are comfortably usable by and inviting to the widest group of people possible
- Organize and design primary pathways and signage to facilitate wayfinding, using a combination of visual, tactile, and auditory cues
- Establish strong north-south connections across the valley and Buckingham Way and Holloway Avenue that link the University to its residential districts and to the surrounding neighborhoods
- Establish clear east-west functional and visual connections across campus and to the surrounding district

A campus that models sustainability

- Develop transportation and land use patterns that encourage greater use of transit, walking, and bicycle commuting and reduce dependence on automobiles
- Make efficient use of redevelopment sites
- Promote sustainability through green building and site design, native landscape, natural stormwater management, alternative transportation, higher-density housing, and walkable neighborhood retail



Top: In the long-term vision, a second pedestrian bridge crosses the valley between Centennial Walk and UPN. Shown here is the view across the open valley to the gym/recreation-wellness center and Lake Merced beyond.



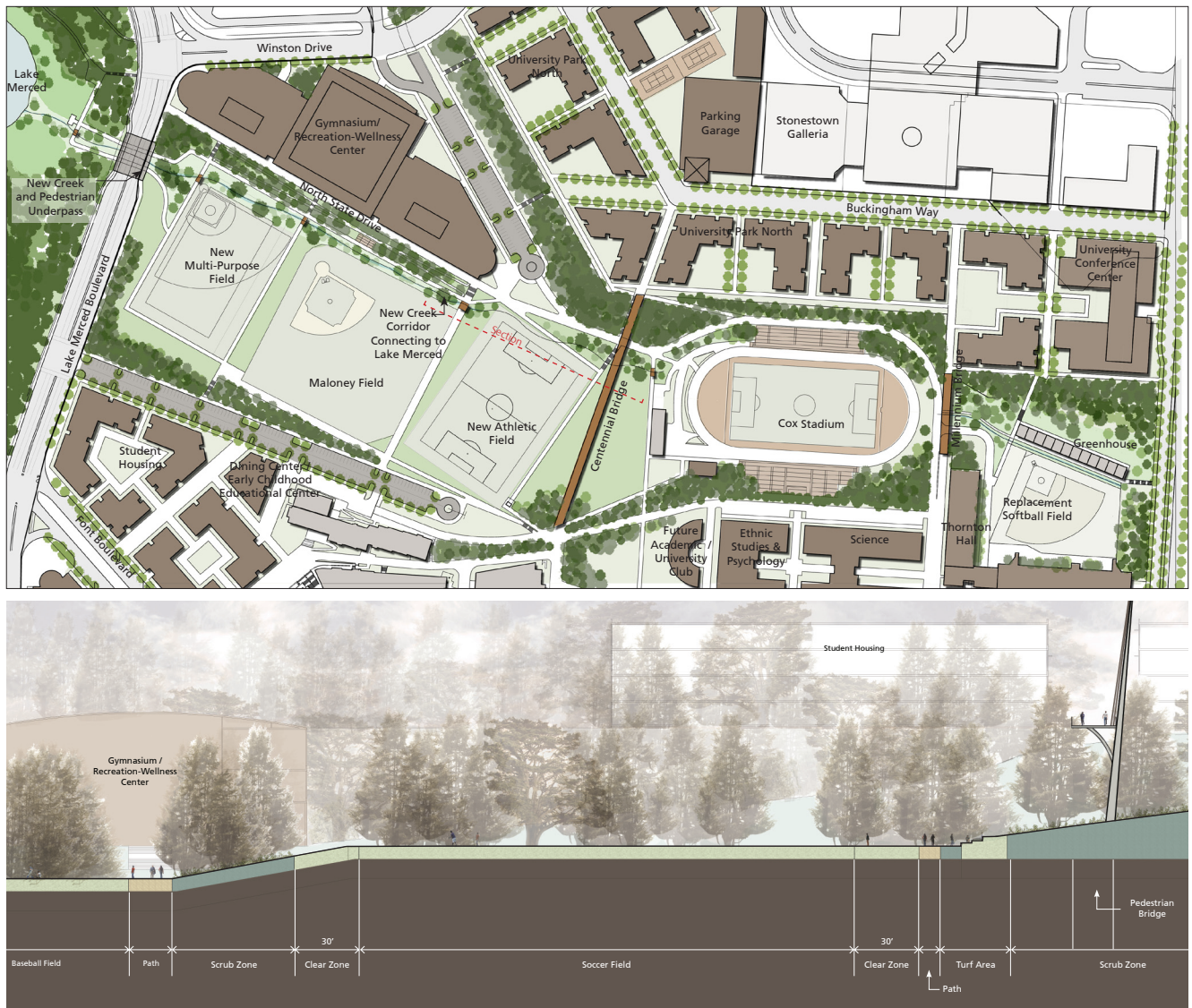
Bottom: Birdseye view from 19th Avenue and Buckingham Way, with the University Conference Center and neighborhood retail along Buckingham.

Long-term Vision and Planning Principles

While this vision of a sustainable campus community sets the stage for the master plan—it is both a starting point and a goal—the University seeks approval from the Board of Trustees only for those elements contained in the 2007–2020 master plan. Because proposals beyond 2020 are far less certain in terms of timing, configuration, and program, it is neither practical nor prudent to include them in the master plan at this time. To develop the campus beyond what is explicitly outlined in the master plan will require a new round of planning and environmental review. The long-term vision is simply that—a vision for the future that informs the campus master plan and each step in its implementation.

Top: Valley Plan
Bottom: Valley Section

In the long-term vision, a continuous valley greenway connects 19th Avenue and Lake Merced. Pedestrian bridges span the valley, linking the campus and the neighborhoods to the north and south.



Looking into the future...

SF State is a vibrant urban campus—a visible and active presence in the city. An iconic structure on 19th Avenue clearly announces SFSU, and major portals invite entry from all sides of campus.

A variety of in- and outdoor gathering places foster a strong sense of campus community. Expanded student, faculty, and staff housing—supported by a range of services—contributes to the vitality of campus life. Myriad programs and events draw the greater community to campus.

Transit is the travel mode of choice, with frequent, reliable service to downtown and points south. A gracious arrival area provides a safe and welcoming entry into campus. Ample bicycle storage and easy access to city and regional trails make bicycle travel a desirable choice.

SFSU has partnered with its neighbors to share resources and create numerous venues and destinations for students, faculty, and staff. Lively, pedestrian-oriented streets and promenades form the core of a well-defined and accessible network of paths that connect the campus and community.

Green buildings responsive to the local climate enhance productivity and health. Along all the campus edges, buildings and landscape engage the street, frame views, and create gateways into campus.

A continuous greenbelt connecting 19th Avenue and Lake Merced claims the central valley as a place for recreation and environmental study. Playing fields, pedestrian and bicycle trails, and a recreation/wellness center animate this area. The valley—a great expanse of green that traces the former stream and lakebed—becomes a focal feature and connection to the larger community.

Throughout the campus, public art celebrates SF State's spirit of creativity, its international character, and the diversity of its community.

—SF State Campus Vision Statement, February 2006