



## ROMBERG TIBURON CAMPUS MASTER PLAN ADVISORY GROUP STRUCTURE

San Francisco State University has hired a design team to develop a physical master plan for Romberg Tiburon Campus. Located on San Francisco Bay near the Pacific Ocean, the campus is a scientific and educational bridge to the extraordinary physical, biological, and cultural diversity of nearby marine and coastal ecosystems.

The 53-acre Tiburon campus is set within a compelling landscape and bay shore replete with cultural and environmental history. The physical plant has aging buildings and infrastructure with historic value, as documented in a recently completed historic resource evaluation. In addition, the campus has nearly half a mile of armored shoreline (seawalls, riprap, and rubble) that negatively impacts natural coastal habitats, ecological processes, sediment transport, and biodiversity.

**Planning Context.** The Romberg Tiburon Campus (formerly Romberg Tiburon Center) has never had a master plan formally prepared and adopted by the campus or the CSU Board of Trustees. An approved master plan and certified Environmental Impact Report (EIR) are required before the campus can take on demolition and new construction.

**Focus and Process.** The planning approach will engage and include students, faculty, staff, and affiliates, as well as the greater community. Its purpose is to build the social, political, economic, and policy support for the plan. Finally, the plan must lay a strong foundation for implementation by informing land use; establishing infrastructure needs; defining projects and phasing; establishing design characteristics; and attracting potential development partners.

**Design in Public.** The main planning activities will be carried out on the Romberg Tiburon Campus in an interactive charrette format. Activities will be recorded and posted online for open review and comment.

**Sustainability Approach.** The campus is seeking certification of this plan under the Living Community Challenge program, which will guide the format of the planning process. The Living Community Challenge is a tool to help create a campus community that is vibrant, connected, and regenerative.

**Engagement Strategy.** Throughout the development of the master plan, the consultant team will hold a series of meetings and work sessions with members of the internal campus community as well as the broader Tiburon community. The meetings will involve a combination of presentations of the various elements of the plan as it evolves, as well as hands-on charrettes to work through design issues, ideas, and concepts, with the goal of producing a holistic and representative shared vision for the campus's future.

The following groups will support this process.

**1. Working Group (WG)**

The consultant team will hold bi-monthly meetings and conference calls, as needed, with a small, core working group of University planning staff and Romberg Tiburon Campus leadership to review issues, monitor project progress, and confirm direction for the team.

**Number of WG meetings: approximately 20 biweekly calls, plus document reviews, participation in all charrettes, public meetings, etc.**

**2. University Advisory Group (UAG)**

The planning process will be directly advised by a University Advisory Group (UAG) with broad SFSU representation. The UAG will be the sounding board on analysis, will guide the campus vision, and will provide direction to the team through all three phases. The UAG will participate in two meeting formats. Regular meetings will be conducted as group work sessions, with active participation by all members and engaging presentations from key subject matter experts from both the University and the team. The UAG will also participate in one design charrette per project phase.

**Discovery Charrette, Exploration and Biophilic Design Charrette, Synthesis Charrette.** The design team will facilitate a vigorous set of design charrettes for members of the UAG, in which the essential knowledge of UAG members will form the basis for the master plan in a public design setting. The goal of these charrettes is to create a collaborative and transparent design process for the master plan, and to build enthusiasm around the planning process amongst campus stakeholders. UAG members will be actively engaged to see how their own experiences at the site can be translated into design strategies throughout the master planning process. Other stakeholders may participate in the charrettes.

Each charrette will consist of roughly 2 days of well-structured programming, with interactive design sessions and group discussions as well as smaller break-out sessions focused on specific technical topics. Charrettes will end with a summary discussion of outcomes, action items, and next steps.

**Number of mandatory UAG meetings: 2 half-day meetings and 3 design charrettes (full-day or two-day planning exercises). Members of this group will also serve as ambassadors of the planning effort.**

**3. Community Advisory Group (CAG)**

The campus will convene a Community Advisory Group (CAG), which may include representation from area neighborhoods, sustainability and mobility advocacy groups, local and regional municipal planning and transportation agencies, open space and conservation organizations, and other interested community stakeholders. CAG meetings will serve as opportunities to present findings, solicit feedback, plan for community open houses, and set goals for the next phase.

**Community Open Houses** will provide members of the broader Tiburon and SF Bay Area communities with a window into the master planning process and important design considerations for the campus. We anticipate that both Phase 1 and 2 will include a community open house that

aims to update the community on the project purpose and status, relay key findings and considerations, and solicit feedback on the master plan's various community components.

**Number of CAG meetings: 3, plus others as determined by the group membership.**