

San José State University  
**Campus Master Plan**  
**Advisory Committee Meeting**  
April 28, 2021



# Meeting Outline

- Phase 1 Recap on Website
- Virtual Open House Results
- Preliminary Background Report
- Workshop on Preliminary Goals for the Master Plan (Breakout Rooms)
- Phase 2 Preview and Fall Plans

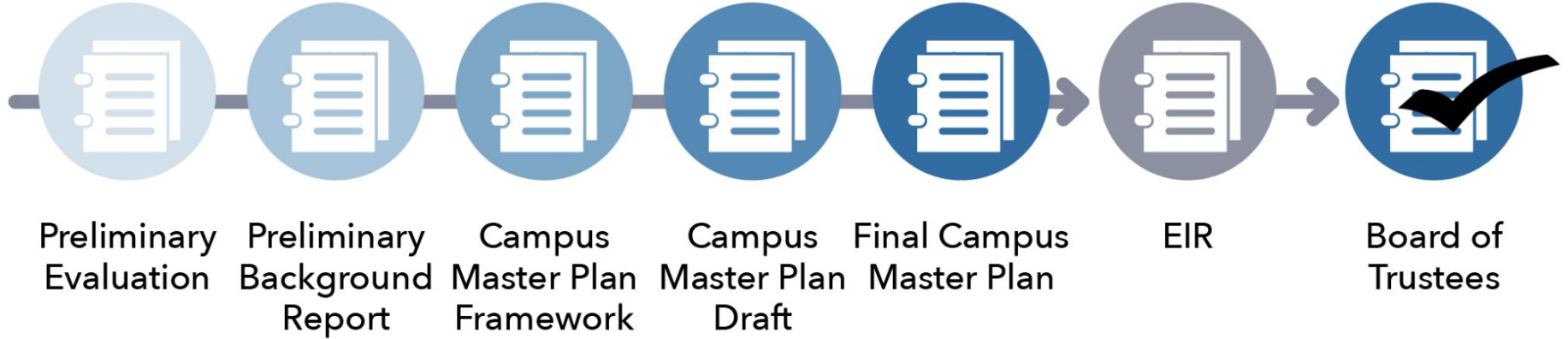
**We are here!**

**PHASE 1**  
**2020-2021**

**PHASE 2**  
**2021-2022**

**PHASE 3**  
**2022-2023**

**PROJECT COMPLETION**  
**2023**



# Timeline

## Where are we now?

The Campus Master Plan is currently in "Phase 1" of the timeline.

Phase	Date	Milestone
1	Summer 2020	<p><b>Background Research [pdf]:</b> Background research included an evaluation of existing University Plans, Strategic Plan, Goals, and Policies.</p>
1	Fall 2020	<p><b>Stakeholder Interviews:</b></p> <ul style="list-style-type: none"> <li><a href="#">Stakeholder Summary Report [pdf]</a></li> <li><a href="#">Stakeholder Presentation [pdf]</a></li> </ul> <p>During the Fall semester, the campus master plan team conducted over 80 hours of interviews with the leadership of more than 20 campus stakeholder groups to hear their aspirations as well as the issues they felt that the plan should address. Stakeholder groups represented a broad cross section of the University including student, faculty and staff organizations as well as all of the colleges and divisions of the University.</p> <p>In addition, University offices provided briefings regarding accessibility, campus dining, community relations, enrollment management, housing and campus life, parking, transportation and utilities.</p> <p><b>URBP 279 Advanced GIS Project:</b></p> <ul style="list-style-type: none"> <li><a href="#">URBP 279 Advanced GIS Graduate Student Final Report [pdf]</a></li> </ul> <p>The Advanced GIS class, taught by Professor Rick Kos, prepared a report about mobility for the Campus Master Plan team as a class project.</p>
1	Spring 2021	<ul style="list-style-type: none"> <li><a href="#">Virtual Open House Summary</a></li> <li><a href="#">Community Meetings</a></li> <li>Background Report</li> </ul>

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## Re-envisioning Our Physical Campus

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## Campus Master Plan Committee

### Who Is Involved?

All segments of the campus population will play a role—including all Colleges, Divisions, undergraduates, graduate students, faculty, staff, administrators, alumni, and community members.

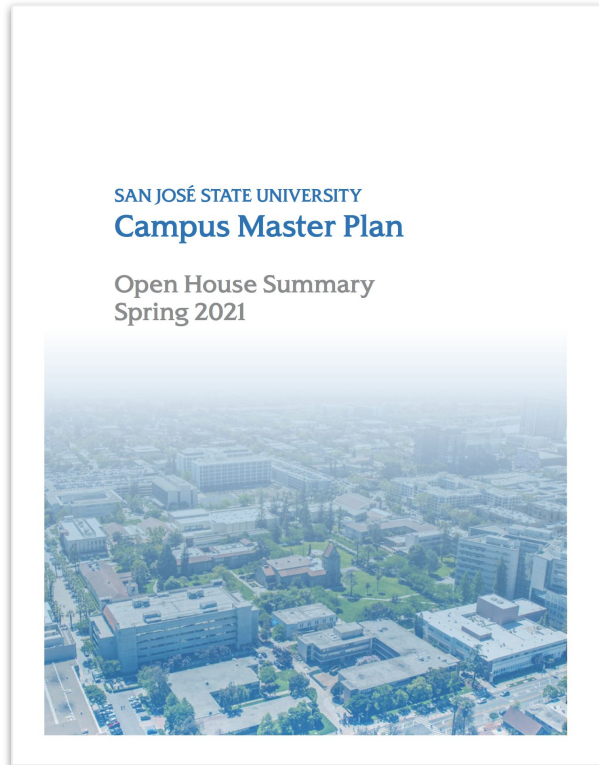
\*Last updated April 8, 2021

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## Advisory Committee Meetings

Meeting Date	Agenda & Notes
<p><b>Fall 2020 Introduction</b> The first meeting included a discussion of key topics to address in the next 10 to 20 years.</p>	<ul style="list-style-type: none"> <li><a href="#">9/21/20 - Agenda &amp; Notes</a></li> <li><a href="#">9/21/20 - Presentation</a></li> </ul>
<p><b>Winter 2021</b> The second meeting sought feedback on a preview of the Virtual Open House and Draft Stakeholder Leadership Interview Summary.</p>	<ul style="list-style-type: none"> <li><a href="#">1/19/21 - Agenda &amp; Notes</a></li> <li><a href="#">1/19/21 - Presentation</a></li> </ul> <p>Responses to comments were accommodated in the Virtual Open House and final Stakeholder Leadership Interview Summary so no separate meeting notes are being posted.</p>
<p><b>Spring 2021</b> The third meeting marks the end of Phase 1 and includes a presentation of the Preliminary Background Report and preview of Phase 2.</p>	<p>Coming soon:</p> <ul style="list-style-type: none"> <li><a href="#">4/28/21 - Agenda &amp; Notes</a></li> <li><a href="#">4/28/21 - Presentation</a></li> </ul>

# Virtual Open House Results



Open 6 weeks from February 10 - March 31, 2021

## Measures of Success

- Broad awareness of the Campus Master Plan
- High number of participants at the Open House
- Wide representation of campus community
- Collection of a breadth of topics, perspectives, and discussion

## What will we do with the information?

- Identify what to address in the Campus Master Plan
- Along with the findings from Briefings, Stakeholder Leadership Interviews and input from the Advisory Committee

## Re-envisioning Our Physical Campus



### Today's Look at Tomorrow's SJSU

SJSU is initiating a new campus master plan to implement Transformation 2030. This plan will address physical development for the main and south campuses as well as the University's off-campus properties and connections with the City of San José through 2040.

### [Visit the Virtual Open House now through March 31st](#)

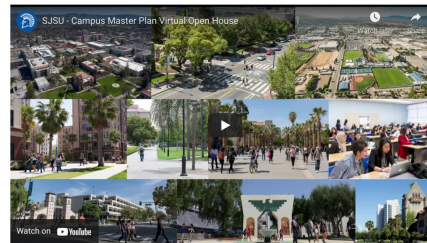
The Campus Master Plan Team wants to know what you think is important to address in the Campus Master Plan. Visit our Virtual Open House! There are two parts: a website for online feedback and Open House meetings.

[About](#)
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## Get Involved

Shape the future of the SJSU Campus! There are many ways to get involved with the Campus Master Plan. We invite students, faculty, staff, and our neighbors that are not part of the campus to participate. Our goal is to be inclusive and involve as many voices as possible.

### Spring 2021: Virtual Open House



*A brief introduction and tour of the Virtual Open House*

The Campus Master Plan Team wants to know what you think is important to address in the campus Master Plan. There are two parts: a website for online feedback and Open House Meetings. The Virtual Open House website is open to all and available through March 31st. Visit today.

[Visit the Virtual Open House Website](#)

### Live Community Meetings

There were five Live Community Meetings that provided an overview of the Campus Master Plan process and an opportunity for live discussion.

The meetings occurred on:


- **Wednesday, March 24** | 11 a.m. – noon
- **Tuesday, February 23** | 4 – 5 p.m.
- **Friday, March 5** | 9 – 10 a.m.
- **Wednesday, March 10** | 7 – 8 p.m.
- **Tuesday, March 16** | noon – 1 p.m.



# Notification

- Three University-wide email campaigns were sent to reach students, faculty, staff, and over 900 individuals associated with the community
- 40,000+ emails sent for each campaign. Opened by 46%
- Featured in President's blog on March 8, 2021
- Social Media campaign
- Meetings with Stakeholder Groups and General Public

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Dear campus community,

SJSU is re-envisioning its **Campus Master Plan** across all campus locations (including Main and South campuses). It's a process that occurs every few decades, so we invite you to contribute!

SJSU's Campus Master Plan builds upon the goals articulated in [Transformation 2030](#) and will serve as the long range planning guide for accommodating projected student enrollment, related educational programs and administrative services of the university. It guides a strategy for future growth applicable to campus land use and building, the public realm, mobility and infrastructure.

What do you re-envision? There will be several live, online community meetings and opportunities to ask questions, provide input and be a part of the process of re-envisioning the university. Please visit the [SJSU Campus Master Plan's Virtual Open House](#), now through March 31st, to learn more about this important campus project. To see the schedule and find out more, visit the project website at: [sjsu.edu/campusmasterplan](https://sjsu.edu/campusmasterplan).

**Go Spartans!**

Vincent Del Casino, Jr., Provost and Senior Vice President of Academic Affairs  
Charlie Faas, Vice President for Administration and Finance  
Campus Master Plan Advisory Committee Co-Chairs

*Email Notifications (first email sent February 15, 2021)*

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Dr. Mary A. Papazian, President



Before the pandemic hit early this year and turned all of our lives topsy-turvy, some readers might recall that I had been doing a "deep dive" of sorts into our [Transformation 2030](#) strategic plan. In particular, I had written blog posts devoted to four of the five goals laid out in [Transformation 2030](#).

I am happy now to address Goal #5, the final goal from [Transformation 2030](#)—"Renew and Rebuild"—and, in particular, a cornerstone of that goal: the campus master planning process that now is in its early stages. Our [campus master plan \(CMP\)](#) is a major undertaking and will address the main and south campuses and all SJSU related properties. I would encourage everyone to visit the [CMP Virtual Open House](#), available through March 31, to learn more.

A campus master plan is not unique to SJSU; each of the CSU campuses maintains one. It is one of the most critical documents we produce, as it lays out our future vision and plans with respect to the physical spaces and buildings on our campus. A sound CMP provides us with a useful vocabulary around exterior campus circulation pathways and helps create a sense of place by addressing connection points and issues around walkability and accessibility. Our CMP also will enable us to envision our future development and provide a roadmap for expansion.

A university's master plan is only as good as the broader vision of its campus. An effective CMP will align well, for example, with the institution's envisioned future academic and program development, its enrollment objectives and other campus priorities. All of those things could very well manifest themselves in physical improvements, adjustments in how we utilize space and the facilities we choose to develop.



*President's Blog Post March 8, 2021*

# Participation

- Approximately **1900 unique visitors** came to the Campus Master Plan Open House (including Visitors to Virtual Community Meetings and Campus Stakeholder Presentations)
- 173 posts, 45 replies, 339 hearts, and 261 surveys taken
- Participants spent a collective total of **8,730 minutes (145 hours)** on the Virtual Open House

## SJSU's Campus Master Plan Virtual Open House



*Image: Aerial view of the SJSU campus*

### What is the Campus Master Plan?

The Campus Master Plan serves as the long range planning guide for accommodating projected student enrollment and all related educational programs and administrative services of the university. All physical improvements on the campus must be consistent with and supportive of the Campus Master Plan. For more information, here's our [FAQ](#).





### Campus Identity

What gives the SJSU campus a sense of place?



### Academic Facilities

How might remote learning affect the University's campus?



### Main Campus

What areas of the campus need improvement?



### South Campus

What activities could be placed on South Campus that would attract you to go there?



### Campus Livability

How can we make the SJSU campus more livable?



### Getting to Campus

How can we improve transportation to campus, especially more sustainable options?



### Getting Around Campus

How can we make the campus experience better?



### Connecting with Downtown San José

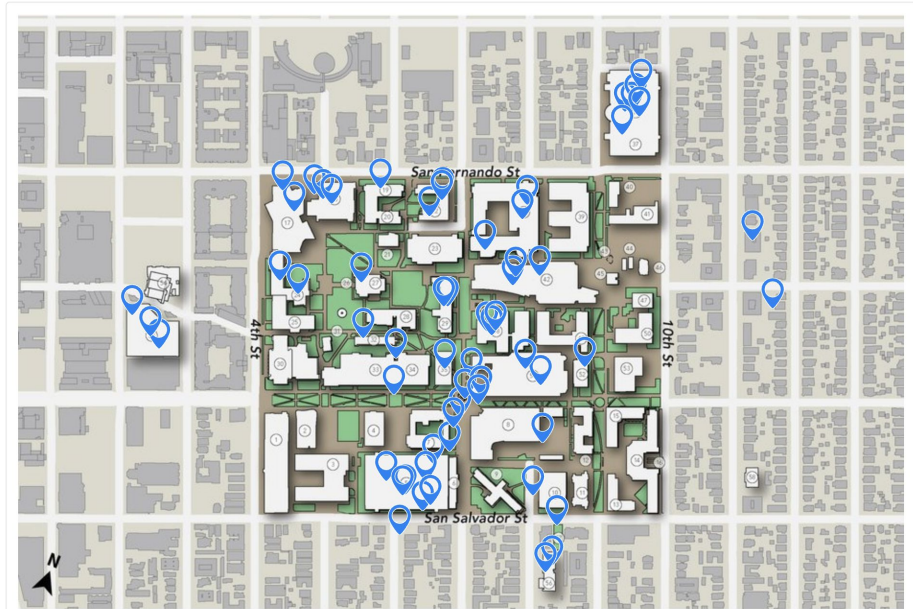
How can we better connect SJSU with Downtown San José?



### Planning for the Future

What do we anticipate for the future of the campus?

# Main Campus Mapping



- |   |  |                               |   |
|---|--|-------------------------------|---|
| 1 West Parking Facility                 | 13 Campus Village A                    | 25 Washington Square Hall     | 37 North Parking Facility               |
| 2 Interdisciplinary Science Building    | 14 Campus Village B                    | 26 Tower Hall                 | 38 Engineering                          |
| 3 Duncan Hall                           | 15 Campus Village C                    | 27 Morris Dailey Auditorium   | 39 Industrial Studies                   |
| 4 Macquarrie Hall                       | 16 Campus Village Garage               | 28 Dwight Bentel Hall         | 40 Corporation Yard Offices             |
| 5 South Parking Facility                | 17 Dr. Martin Luther King, Jr. Library | 29 Central Classroom Building | 41 Corporation Yard Trades Building     |
| 6 UPD Building                          | 18 Hugh Gillis Hall                    | 30 Yoshihiro Uchida Hall      | 42 Student Union                        |
| 7 Sweeney Hall                          | 19 Dudley Moorhead Hall                | 31 Spartan Memorial           | 43 Automated Bank Teller Facility       |
| 8 Spartan Recreation and Aquatic Center | 20 Instructional Resource Center       | 32 Faculty Office Building    | 44 Modular A&B                          |
| 9 Washburn Hall                         | 21 Computer Center                     | 33 SPX Central                | 45 Modular F                            |
| 10 Dining Commons                       | 22 Administration                      | 34 SPX East                   | 46 Associated Students House            |
| 11 Joe West Hall                        | 23 Clark Hall                          | 35 Student Wellness Center    | 47 Business Tower                       |
| 12 Campus Village Phase 2               | 24 Science                             | 36 Student Services Center    | 48 Music                                |
|   |  |                               | 49 Art                                  |
|   |  |                               | 50 Boccardo Business Classroom Building |
|   |  |                               | 51 Recreation and Event Center          |
|   |  |                               | 52 Health Building                      |
|   |  |                               | 53 Central Plant                        |
|   |  |                               | 54 Hammer Theatre                       |
|   |  |                               | 55 Alquist Building                     |
|   |  |                               | 56 Child Development Center             |
|   |  |                               | 57 Community Garden                     |
|   |  |                               | 58 International House                  |

# Campus Identity: How can the sense of place be enhanced?

*“Providing more public art, designing more memorable architecture, and designing more welcoming entry points into campus would be helpful to giving identity to the campus.”*



- Reinforce SJSU as a leader in the community
- Strengthen the visual identity of the Main and South campuses
- Create a holistic college experience, particularly for undergraduates
- Emphasize resilience

# Connections

*“I think affordable and livable housing is a great concern for a lot of colleges, and especially in the Bay Area. ... Having more spaces designed for commuters in mind is important. When I was a student, it was hard to find spaces to sit, heat up homemade food, and wait for the next set of classes to start.”*



## Wayfinding

- Relocate Welcome Center
- Improve internal signage and directions (e.g. with technology)
- Designate drop-off/pick-up and delivery locations
- Improve directions to public transportation

## Connections with Downtown San José

- Welcome community members to events on campus
- Attract students downtown with appropriate events and activities, including coursework
- Showcase SJSU on ground floor of buildings
- Develop Paseo de San Antonio

## Transportation

- Strengthen public transportation access
- Consider on-demand bus
- Solar Powered, Personal Rapid Transport system (PRT) - like the Spartan Superway
- Reconsider motorized scooters (like Bird and Lime)
- Connect to Diridon Station, South Campus

# Suggestions for University Campuses

## Main Campus

- Provide state-of-the-art facilities and technology to support face-to-face, hybrid, and remote learning as appropriate to subject matter and student level
- Provide more gathering and collaborative space
- Increase vibrant activity with more housing and student presence
- Support commuter students
- Consolidate student services
- Unify each college's facilities
- Recognize the value of green space
- Expand food and beverage options
- Improve security
- Replace older buildings with new higher facilities

## South Campus

- Offer first-class student-oriented activities
- Provide more informal recreation opportunities
- Add academic activities that need more space, particularly outdoor
- Improve the connection to Main Campus
- Open the South Campus to the community

## Moss Landing

- Create a visual presence at Main Campus
- Sponsor events that attract students to Moss Landing

# Planning for the Future

*“I want to take this opportunity to ask that members of the master planning committee consider the contribution that open, natural spaces in and near campus can make to student health, wellness, and academic success.”*



- Upgrade state-of-the-art teaching and learning facilities
- Maintain centrality at campus core
- Improve utilization before adding buildings
- Add height with new campus buildings
- More shared open space
- Replace parking facilities with other uses
- Affordable housing near campus
- More flexible recreation space
- Provide a better connection between campuses and Diridon Station
- Strengthen public transportation access
- Collaboration with community colleges
- Partnerships with Silicon Valley companies with incubation/innovation spaces



# Preliminary Background Report

## Brings together information from

- Briefings
- Existing Plans
- Campus Tours
- Advisory Committee
- Stakeholder Interviews
- Virtual Open House

*We are looking forward to detailed comments from the Advisory Committee!*

## Table of Contents

1. Executive Summary
2. Introduction, Scope and Process
3. Context and Direction
  - o Academic & Enrollment
  - o Teaching, Learning
  - o Campus Life, Housing
4. University-wide Issues and Opportunities
  - o Identity
  - o Mobility
  - o Infrastructure
  - o Sustainability & Resilience
  - o Implementation & Funding
5. Issues and Opportunities for University Sites
  - o Main Campus
  - o South Campus
  - o Moss Landing
  - o Other Sites
6. Summary of Master Plan Opportunities
  - o Preliminary Goals
  - o Preliminary Options



# Discussion of Preliminary Campus Master Plan Goals

The preliminary goals on the following slides are based on the premise that the **fundamental role** of San José State University is education broadly defined to encompass campus life, cultural context, and environmental setting, along with traditional teaching, learning and research activities:

Breakout Rooms (see the Agenda for Groups)

All four groups will start with four overall Campus Master Plan goals, then each group will focus on a different set of more specific goals for the discussion.

*The purpose of the Breakout Rooms is to discuss the preliminary goals as aspirations for the new Campus Master Plan:*

***Are these the right kinds of goals for the Campus Master Plan?***

***What topics would you add, edit, or remove from the list of goals?***

*This discussion is not about what to do next nor how to do it; rather it should focus on setting the direction for the University's master plan.*

*(And you can wordsmith later on the document itself!)*

# Overall Campus Master Plan Goals

- Transform two largely-developed campuses and related sites to inspire, shape and support the educational community, student success, and faculty and staff engagement;
- Identify where and how capacity can be added to accommodate future academic and research aspirations, anticipated enrollment growth, and supporting programs;
- Address the interface between the campuses and their surrounding neighborhoods;
- Provide direction and criteria for future capital investments to implement the plan.

## Four Sets of Specific Goals (See the next four slides.)

- Overall Facility Programming Goals - Linda Dalton
  - Academic & Research
  - Student Life & Campus Community
- Site Specific Goals - Christen Soares
  - Main
  - South
  - Moss Landing
  - Other
- Sustainability Goals - Megan Gee
  - Infrastructure
  - Transportation
- Overall Campus Environment Goals - Jane Lin
  - Placemaking
  - Environmental Comfort

# Break-out Sessions

# Overall Facility Programming Goals

## Academic and Research Facilities:

- Evaluate academic space planning and management:
  - Improve utilization of space for classrooms, labs, research facilities, academic support spaces, and the library;
  - Reassign space to achieve synergy and support interdisciplinary connections;
- Anticipate the facilities needed for increasing research activity;
- Design flexible spaces to better meet the changing modes of instruction;
- Encourage innovative and state-of-the-art design for new and renovated academic and research facilities.

## Student Life and Campus Community Facilities

- Design both campuses and other sites as vibrant places to teach, learn, work, live, and visit;
- Enhance the entire student experience to make the campuses more livable:
  - Support campus life with a wide range of food, beverage and retail options;
  - Right-size and relocate community and cultural event spaces to be more publicly accessible;
  - Make sports and recreation facilities more accessible and inviting to the community;
- Increase housing availability and affordability:
  - Provide for additional student housing based on University policy;
  - Identify opportunities for faculty and staff housing.

# Site Specific Goals

## Main Campus

- Rebuild/replace outdated buildings with more flexible design;
- Consolidate programming into taller buildings to provide more open space, considering and match the scale of future downtown buildings on the west as well as the character of surrounding neighborhoods on the east and south;
- Redesign the edges of Main Campus with more welcoming and inviting street frontage;
- Create a sense of arrival at Main Campus with a landmark entry point;
- Provide more visibility of Tower Hall from downtown San José and City Hall;
- Replace parking garages and parking lots over time with new buildings or open spaces.

## South Campus

- Strengthen South Campus as a destination for students, faculty, staff and the community;
- Bring additional activities to South Campus to complement athletics;
- Reduce internal vehicle circulation and emphasize pedestrian access and gathering spaces throughout the campus;
- Design South Campus to look more inviting at the edges.

## Moss Landing

- Integrate Moss Landing Strategic Plan & the new campus master plan.

## Other Sites

- Brand other University sites so that they are identified with SJSU and establish direct connections to the Main or South campus where feasible;
- Consider building any new housing off the Main Campus;
- Consider how innovative research can be extended to other locations.

## Implementation and Phasing

- Strategically consider options for acquisition, ownership, leasing, or sharing future University sites;
- Target and grow the public, non-profit and private sector partnerships for housing, research, innovation, and shared facilities;
- Develop a phasing plan with priorities and sequencing for funding and implementation.

# Sustainability Goals

## Campus Infrastructure

- Use a Circular Economy framework to assess and support utility and operational capacity, maintaining existing facilities at highest level of value and utilization;
- When needed, design and renovate facilities (both buildings and landscape) to be sustainable, and more resilient to climate change, and to retain their value at the end of life;
- Protect occupant and community health by phasing out the use of building materials containing toxic substances and eliminating gas combustion appliances;
- Minimize the visible impact of infrastructure on campus overall with Campus Design Standards for utilities, information technology and other infrastructure systems;
- Anticipate resilience needs of the campus with a University Resilience Plan (review the size of backup and reserve power, gas, and steam for emergencies, consider the needs of more frequent wildfires on indoor air quality, enhance water conservation and reuse in the face of future droughts, etc.);
- Minimize all resource use, including the carbon footprint of all campuses with a Strategic Climate Action Plan, including the embodied carbon impact of new construction.

## Sustainable Transportation

- Create a Transportation Demand Management Plan for public transportation connections and alternatives to driving;
- Improve university-provided transportation through electrified shuttles to reduce the vehicle-miles travelled between campuses;
- Revisit the policy on micro-mobility to provide more options for mobility;
- Strengthen the safety, experience, and connectivity between the South and Main campuses.



# Overall Campus Environment Goals

## Placemaking

- Integrate the history of each campus with the University's future aspirations into the campus design;
- Design more open, welcoming, inclusive, and attractive campuses starting at the edges;
- Maintain existing open space network of paseos and larger greens and plazas, as well as establish a series of smaller outdoor spaces between buildings;
- Design both campuses to prioritize pedestrians and remove barriers to accessibility;
- Activate paseos, campus edges, and gathering spaces on both campuses by connecting them with the buildings that surround them;
- Showcase student activity with more visible and inviting ground floor spaces;
- Strengthen the role and importance of public art with strategic placement;
- Update Landscape Master Plan that applies University-wide;
- Revise campus-wide design standards for campus facilities and support systems.

## Environmental Comfort

- Incorporate input on design features that will promote a sense of belonging and inclusion for all visitors and members of the campus community;
- Provide an attractive, accessible, safe, clean, thermally comfortable, walkable, and sittable campus environment;
- Stress pedestrian access and orientation within each campus to promote safety and health through active design;
- Strive for university-wide Universal Design to make the campus more equitable and intuitive to use, including all-gender facilities;
- Design public spaces, both indoors and outdoors, for flexible use as gathering areas for SJSU's diverse communities;
- Program a wider variety of open spaces to be more convenient, accessible, and contiguous at each of the campuses;
- Create inclusive wayfinding systems to include all sites, both online and in physical spaces;
- Support learning outside through design of existing and new public spaces;
- Develop open and welcoming design solutions that also provide for personal safety and property security.

# Phase 2 Overview (2021-2022)

## Goal of Phase 2: Campus Master Plan Framework

### Leading toward CEQA Project Description, including Future Master Plan Capacity

- *Focus Groups and Workshops*
- *Community Survey about Options*
- *Community Meeting*
- *Meetings with the City of San Jose*
- *Educational Opportunities*

# Discussion of Preliminary Options

The beginning of Phase 2 will involve looking at three development options for SJSU. Each looks at a different way to accommodate more enrollment and meet other Campus Master Plan goals

We would like some input from the Advisory Committee about whether they represent the most appropriate range of broad choices the master plan team should explore.

*Option 1: Intensified Main Campus with enhanced open space.*

*Option 2: Optimization of Main and South Campus programming with integrated urban growth.*

*Option 3: Moderate Main Campus development with robust remote learning and/or more off-campus programs.*

# Advisory Committee Assignments

Provide comments on the Preliminary Background Report by May 5th

- What are the most important points?
- Are we missing anything? Do any of the facts or analysis need to be clarified?
- Comment directly on to the PDF

Email the team: [campusmasterplan@sjsu.edu](mailto:campusmasterplan@sjsu.edu)

*Thank you! And, see you again in the Fall 2021!*