AGENDA:

1. Welcome and Introductions
   - Anthony King
     Chair

2. Campus Vision of Transformation
   - Eric Smith
     Associate Vice Chancellor, Capital Program Management
   - Joel King
     Assistant Vice Chancellor, Design & Development Services
   - Robert Clossin
     Director, Campus Planning
   - Laura McCarty
     Program Manager, Capital Program Management

3. Member Updates
   - All

Vision of Campus Transformation

In the Chancellor’s vision to transform UC San Diego intellectually, culturally and physically—our department is in charge of the physical transformation. We are under the umbrella of Resource Management and Planning, led by Vice Chancellor Gary Matthews.

Joel King: I am responsible for architectural designs and outcomes, how these buildings enrich the experience of people in them: students, researchers, healthcare and staff.

Great universities are like great rivers, they are always there but the water in them is going through. My vision is to take what’s been established over last 50 years and maintain integrity and hand it off. We are a series of modern architectural buildings in a modern campus. Every building is different. They are meant to outwardly reflect what is going on inside them. They don’t have a dedicated front, rear and back.
The common thread is the landscaping. Over half of the campus is natural—preserve, eucalyptus, coastal bluffs. Our chancellor invests in the public realm. We want to become a residential campus for four year housing. We want to emphasize the student experience, provide amenities, places to socialize.

As part of the intellectual transformation, we have industry coming in like the trolley, and we are engaging industry partners so that when students graduate they are ready to be hired right after they graduate.

We are also transforming the campus culture by enhancing the diversity of the community and student body, creating a destination of arts and culture. For example, the Pepper Canyon station will have a new Stuart Collection piece, Kumeyaay murals and more. The goal is to create a destination.

Robert Clossin: We have eight cranes on campus now. The role of Campus Planning is to determine land use and where buildings go. We lead community planning and attend neighborhood meetings as well as interact with organizations like SANDAG, MTS and the Coastal Commission. We want to engage the community and improve access, bring them in, make them feel like it is the community’s campus as well.

The 2018 Long Range Development Plan anticipates future enrollment of 42,400 students and a total campus population of 65,600, with the addition of up to 8.9 million square feet of new development. These will be live, learn and play communities.

There is a high enrollment demand; UC San Diego received over 118,000 freshmen and transfer applications this last fall. Housing is a huge part of the plan, including faculty and staff housing. We
Marketing Council Listserve: ucsd-marketing-council-l@mailman.ucsd.edu

project 26,000 student beds in next seven to 10 years, nearly doubling what we have today. This would make us the largest residential campus in the country. The light rail in 2021 will enable other housing opportunities off campus.

Laura McCarty: The trolley is the centerpiece that determines the timing of many projects.

2. Pedestrian/bike bridge (2019)
3. Nuevo West graduate housing (2020)
4. Nuevo East graduate housing (2020)
5. North Torrey Pines Living and Learning Neighborhood (Fall 2020)
6. Light Rail Transit/Voight Drive Improvements (Fall 2021)

We have an opportunity to make this into something more than just construction logistics. We want to communicate to the campus and local community about the project, how to plan for their day and engage them in wayfinding technology. We want construction sites to look organized and make detours clear.

As an example, we had a utility relocation project Sixth College, and placed detour signs for how they walked to classes. There was no active construction at the beginning. They pushed the fence aside and walked through anyways. We then brought in a student ambassador from campus police and stationed them at three or four locations. They listened to each other as peers and a pattern was reestablished.

We are rebuilding the Hillcrest hospital, developing multifamily housing and a community wellness district where community can come and engage. Right now, there are 35 buildings in the complex and we might keep two.

We are also working on an Innovative Cultural and Education Hub in downtown San Diego at the corner of Park Avenue and Market Street. The new center will connect a wide range of campus programs to the downtown innovation community and more closely link diverse neighborhoods throughout San Diego’s urban core. The ground floor will be very open for art and music recitals, executive education, conferences and connection to industry in the floors above.

NEXT MEETING: Wednesday, April 24, 2019

Marketing Council Listserve: ucsd-marketing-council-l@mailman.ucsd.edu