

## UCSD RETAIL AND COMMERCIAL SERVICES ADVISORY COMMITTEE (RCSAC) CHARGE

### BACKGROUND

The 2003 UCSD Retail Services Study identified key planning concepts and strategic recommendations to create a synergy among various retail and food services to enhance the University's sense of community by creating gathering places and an environment that fosters faculty, staff, and student interaction. The Study also endorsed the "town center" concept described in the UCSD Master Study as the University Center neighborhood. This area is envisioned to become an urban, lively "downtown" at UCSD that includes theaters, cultural attractions, restaurants, cafés, stores, classrooms, student services, and social and academic spaces. This "town center" will create a high-density setting of activity, which contributes to generating a critical mass—"the place to see and be seen": a destination and social focal point.

### CAMPUS RESPONSIBILITIES

Four campus organizations have administrative responsibility for the development and management of retail, dining, entertainment, and social functions and associated facilities for UCSD:

- 1) *University Bookstores* has primary responsibility for addressing the retail needs of the campus.
- 2) *Housing and Dining Services* has primary responsibility for meeting the dining needs of the College neighborhoods and campus facilities that are outside of the town center.
- 3) *University Centers* has primary responsibility for providing community gathering locations that meet the food and retail services, community /social gathering and entertainment needs of the campus community, particularly for students. They also work collaboratively with student governments and organizations to provide retail services.
- 4) *Real Estate Development* has responsibility for requests for qualification and proposal preparation, and negotiation, preparation, and execution of leases and licenses with retail tenants and retail licensees for the campus.

While identified as primary, these organizations may not exclusively provide these services, but retain a significant role in coordinating these services for the campus. While these organizations maintain operational responsibility for retail activities at UCSD, the Committee will focus its advice on long-term planning and policy for the development of retail activities.

## CHARGE

The charge to this committee is to advise the Vice Chancellors – Business Affairs, Resource Management & Planning, and Student Affairs on retail and commercial activities to serve the students, faculty, and staff on UCSD’s campus in La Jolla. In discharging its responsibilities, the Committee will be guided by the following goals:

- Improve the campus life experience, particularly for students, by ensuring a sufficient mix and distribution of food and retail services while enhancing the development of gathering places that provide both service and a high quality environment in which to interact.
- Develop the University Center neighborhood and immediate environs as the campus “town center” in a way that ensures a critical mass of visitors, pedestrians, and patrons the availability of a broad array of reasonably priced retail products and services, creates alternative environments for different consumer preference, and coordinates with campus circulation patterns.
- Ensure that major sub-districts of the campus (West Campus, East Campus, SIO, etc.) away from the campus core have access to needed retail services that can be economically sustained by the sub-district consumer population.
- Achieve for campus constituents, particularly students, the best mix and distribution of food and retail services, convenience, variety, lower prices, and retail operational and financial viability.

This committee will perform the following specific functions:

1. Review all proposals for new retail activities (including those suggested for inclusion in new buildings) and advise on appropriateness, financial viability, location (or adjacency) issues, and congruence with the study as the Campus evolves. The study should be seen as providing general direction, whose details and specifics may become less important over time.
2. For existing retail and commercial space:
  - Review proposed major expansions of operation or facility, or change in use or tenant for congruence with Study and financial viability.
3. For stand alone pads (ATMS, coffee carts, etc.):
  - Review proposed sites for congruence with Study;
  - Review for potential negative impacts of existing retail operations resulting from new adjacencies.

4. Identify opportunities for new retail activities, and make recommendations for campus retail tenant mix.
5. Receive reports on retail development in the surrounding retail community and the potential impacts on the campus' retail activities.
6. Monitor retail industry trends in services and business terms.

The membership of this administrative committee will include representatives from:

- Academic Senate (CCCE) (1 member)
- Business Affairs (1 member)
- Resource Management & Planning (1 member)
- Student Affairs (1 member)
- Undergraduate Students (2 members)
- Graduate and Professional Students (1 member)

Primary Consultants to the Committee are:

- Director, University Bookstores
- Director, Housing & Dining Services
- Director, University Centers

Committee members will serve two year terms with the exception of students who will serve one-year terms. Staff from Real Estate Development and Campus Planning will provide primary assistance to the committee, which will be chaired by the Director of Real Estate Development. The Committee will draw upon staff from other offices as necessary for expertise and advice.