AGENDA

- Introduction and Welcome
- Review of Draft IMP
- Next Steps
- Discussion
Goals of the Campus Master Plan

Provide the **physical setting** to:
- Foster academic excellence in the Jesuit tradition
- Attract and retain competitive students
- Meet USF mission
- Ensure a financially viable institution
- Manage enrollment growth on the Hilltop
- Perpetuate USF’s identity as the City’s university
THE CONTEXT
The City of SF Institutional Master Plan Scope

Define the physical campus over a ten-year horizon, including:

- Future USF population
- Facilities required to meet the University mission
- Vehicular, bike and pedestrian circulation, including the traffic impacts of future growth and strategies for increasing alternative modes of transportation
- Location and quantity of parking
- Planned open space/landscape improvements
- Use of USF facilities by the USF community and the public
- USF program locations throughout the City and region
- Phasing of campus improvements over the next ten years
- A strategy to enhance USF’s relationship to its neighbors and reduce the negative impacts of USF development on surrounding property owners
The IMP Team

- **Working Committee:**
  - Jenny Turpin, Provost
  - BJ Johnson, Vice Provost and Dean, Academic and Enrollment Services
  - Peter Novak, Vice Provost, Student Development
  - Mike London, Assistant Vice President, Facilities Management
  - Liz Miles, Master Plan Manager

- **Consultants:**
  - Sasaki Associates, Master Planning, Landscape Architecture
  - Fehr + Peers, Traffic Calming, Transportation Demand Management
  - Atkins, Environmental Impact Analysis
  - Charles Salter, Acoustics

- **University Terrace Association:**
  - Alice Carnes
  - Mira Ringler
  - Anne-Marie Pierce
  - Kris Schaeffer
Neighborhood Concerns

- Neighborhoods’ capacity to absorb USF growth
- Pedestrian safety
- Traffic on neighborhood streets
- University related parking on neighborhood streets
- Student behavior
- Students and staff passing through the neighborhood
- Noise at outdoor fields
- Noise and disruption from service and delivery vehicles
- Impacts from one-time USF events and ongoing programs that draw outside attendance
- Quality of the physical environment, particularly at the neighborhood edge
Progress Highlights

- 101 Howard and the Presidio are affirmative steps toward the distributed campus model
- Engaged enrollment management consultant
- $1.2 million traffic calming mitigation fund
- Traffic calming agreement
- University seeking alternative supplemental funding for traffic calming
- Student residence life community liaison position created
- Logistics coordinator position created and proactive loading management enacted
- Improved sound systems and sound insulation implementation
- Construction impact abatement plans implemented
- Established ongoing collaborative dialogue to develop solutions on neighborhood issues
UTA Settlement Agreement Schedule

Master Plan
- Final CSI Approval
- Initial Meeting
- Initial Meeting with PD
- 2nd Meeting with PD**
- Update and Status Report
- UTA
- UTA
- UTA
- UTA
- UTA
- UTA
- UTA
- UTA
- UTA
- Update and Status Report
- Finalization of Study

Traffic Study
- Final CSI Approval
- UTA
- Discussion of traffic and safety issues
- Present preliminary findings and alternatives (150 days from CSI approval)
- Draft study submission (150 days from CSI approval)
- USF response to comments (within 48 days of study submission)
- UTA comments to USF
- 1st meeting with PD and MTA to discuss recs.
- 2nd meeting with PD and MTA to discuss recs.

Acoustic Study
- Final CSI Approval

Specific Issues
- Final CSI Approval

Specific meeting dates to be scheduled based on agreed upon need prior to start of 2011 baseball and soccer seasons

5/24/11 Start CSI Construction
6/30/12 IMP to UTA

* Will include other neighborhood organizations including, but not limited to, Francisco Heights and Evading Terrace
** Per UTA's request at 8/12/10 meeting, this meeting will not include the City Planning Department

University of San Francisco Institutional Master Plan
THE VISION
Branch Campuses

**Enrollment:**
Growth in graduate and undergraduate transfer programs
- Doubling of programs at San Jose, Sacramento, and Pleasanton

**Vision:**
- Academically excellent programs in locations that enhance our standing in the city and Bay Area
Online Learning

*Enrollment:*
- 400-500 students over the next 5 years
- Potential for 2,000 – 3,000 students by 2022

*Vision:*
- Educational access and revenue-generation through professional graduate programs
Study Away Programs

**Enrollment:**
- 2010-11 Academic Year, semester-long programs: Fall -- 110; Spring -- 180

**Projections**
- 2012: 375 semester
- 2017: 550 semester
- 2022: 800 semester

**Vision:**
- Educational enrichment and revenue generation
Off-Campus Program Moves

- Some stand-alone programs and “back of house” functions move off campus to decrease intensity of use on campus
- Must be able to effectively and efficiently operate in an off-campus location
- Academic program moves must raise the profile of the University
Student Housing

- USF has not built first or second year student housing since the 1960’s
- Peer institutions have built significant new housing in the last decade
- The quality and mix of housing is not competitive with most public and private institutions
- Student life spaces such as lounges, informal study areas and entertainment venues are in short supply
On-Campus Housing Peer Comparison (2011)

% of Undergrads Housed

- Boston College: 98%
- Fordham: 55%
- Georgetown: 78%
- Loyola Marymount: 57%
- USF: 38%
- University of Portland: 54%
- Gonzaga: 59%
- University of San Diego: 48%

Source: US News and World Report
Living/Learning Communities

A residential experience designed to **educate the “whole person”** by **integrating** housing, dining, break-out/meeting areas, faculty/Jesuit-in-residence apartments, classrooms, study space, computer labs, fitness facilities, and music practice rooms
Living/Learning Communities

A residential experience designed to **educate the “whole person”** by **integrating** housing, dining, break-out/meeting areas, faculty/Jesuit-in-residence apartments, classrooms, study space, computer labs, fitness facilities, and music practice rooms
THE PLAN
IMP Enrollment Projections

2011 Hilltop Campus enrollment: 8,731

Growth of 82 students per year, on average, through 2022
Proportional growth in faculty and staff
The IMP Program

- **60,000 – 75,000 gsf** new academic space
- **650 beds** (potentially **350 beds** on campus, **300 beds** off campus) with integrated student life space
- Ongoing facility **upgrades and renovations**
- **Parking** (under new buildings or sports fields, or remote)
Illustrative Master Plan

- Iconic urban campus
- Improved open spaces and cohesive landscape
- Definition of the campus edge
- Rationalized visitor arrival and campus access
East Upper Campus Bird’s Eye View

- 300 - 350 beds, with dining commons and student life functions
- New academic building

Note: Drawing represents general building massing within City zoning requirements
Campus Bird’s Eye View
IMP Development Sites

- Near-term use of relatively flat, already disturbed sites
- New sites on East Lone Mountain, Welch Field, Negoesco Stadium
- West Lone Mountain and Ulrich Field are land banked
Primary Building Use

- Preserve a mix of uses on both Upper and Lower Campus
Visitor Arrival

- Primary arrival on Lone Mountain
- Secondary arrival on Parker Street
- No vehicular access to Lower Campus, except by service vehicles
Lone Mountain Arrival

- Realigned drive with entrance from east
- Shift of parking to prioritize pedestrians at Lone Mountain Main
- Visitor Center
Lower Campus: Parker Street Entrance
Visitor access from all directions at the McAllister/Parker intersection

Visitor booth conveniently located for visitors

Iconic entrance to campus by church and at core of campus

Visitor parking along Parker or in parking deck
Visitor Arrival

- Improved orientation and signage to direct visitors to parking and destinations
- Improved campus gateways
Pedestrian Circulation

- Establish a stronger hierarchy
- Clear east-west routes
- Two primary north-south routes
- Supported by access and landscape improvements
A Cohesive Signage and Wayfinding Family
Landscape, Open Space, & Buffers

- Strategic improvements and ongoing management
- Improve campus edges and gateways
- Reinforce Upper Campus lawn
- New spaces at Lone Mountain, Welch Field, Harney Plaza, & Hayes/Healy
- Buffered residential edges
Proposed Projects
Improvements & Deferred Maintenance

New Construction
1. Upper Campus Student Residence Hall and Dining Commons
2. Upper Campus Academic Building
3. West Campus Building
4. Market Campus Building
5. Parking Under Negrotto Field or New Upper Campus Building
6. New Grounds Storage and Maintenance Facilities
7. Visitor Center On Lone Mountain

Building Additions
8. University Center and Homey Science Learning Facility
9. Library Roof Space Enclosure
10. Initiatives 1250 Turk Courtyard
11. Hayes-Healy/Gilson Common Area Front Desk
12. University Center Terrace Ink

Building Renovations
13. Exciting Homey Science Renovation
14. University Center Third Floor Repurposing and Renovation
15. Library Learning Commons and Entrance Renovations
16. Gilsonen Arena Room Renovation
17. Gilsonen First Floor Repurposing and Renovation (Cornell Disability Services Office)
18. Fourth Level Technology Upgrade
19. Enersen Hall Arts Renovation
20. St. Ignatius Parish Meeting Space and Office Renovation, Including Courtyard Initiative
21. Enersen Hall Lounge Renovation
22. Zief Law Library Renovation
23. Cowell Hall Refurbishment
24. Fulton House Refurbishment
25. Hayes-Healy/Gilson Lounge, Bathroom and Parking Room Repurposing and Renovation
26. Memorial Gym Office Renovation
27. University Center Faculty Lounge and Dining Room Renovation
28. 2350 Turk - Repurposing and Renovation
29. Presentation Theater Refurbishment
30. Lone Mountain Stacks Renovation
31. Lone Mountain Main Lower Level A vide Upgrade
32. Lone Mountain Main Electrical, Mechanical, and Plumbing Upgrade
33. Lone Mountain Main Window Replacement
34. Loyola Village Refurbishment and Repurposing for Student Lounge Space

Site Improvements
35. Potrero Street Visitor Arrival Area
36. Hayes-Healy/Gilson Forecourt
37. Lone Mountain Drive Realignment
38. Lone Mountain Main Patio Enclosure
39. Replacement Tennis Courts
40. Streetcape Improvements On Golden Gate, Turk, Parker, Fulton

Open Space Improvements throughout campus including enhanced campus arrival, pedestrian gateways, new plantings, permeable materials upgrades, screening of service/parking areas, wayfinding signs, and installation of public art.
Proposed Projects
Improvements & Deferred Maintenance

New Construction
1. Upper Campus Student Residence Hall and Dining Commons
2. Upper Campus Academic Building
3. Welch Field Academic Building
4. Western Campus Building
5. Parking Under Negoesco Field or New Upper Campus Building
6. New Grounds Storage and Maintenance Facilities
7. Lone Mountain Visitor Center
Proposed Projects
Improvements & Deferred Maintenance

- 44% of gross square feet are over 50 years old
- Asset re-investment backlog [infrastructure, modernization, repair]: $174.6 Million

Source: Sightlines Report 2011
Neighborhood Concerns

- Neighborhoods’ capacity to absorb USF growth
- Pedestrian safety
- Traffic on neighborhood streets
- University related parking on neighborhood streets
- Student behavior
- Students and staff passing through the neighborhood
- Noise at outdoor fields
- Noise and disruption from service and delivery vehicles
- Impacts from one-time USF events and ongoing programs that draw outside attendance
- Quality of the physical environment, particularly at the neighborhood edge
IMP Transportation Projects

Traffic Calming Plan
- Improve pedestrian/bicycle circulation, traffic speeds, parking, and access to transit
- Minimize impact on surrounding neighborhood

Transportation Demand Management Plan
- Reduce number of single-occupancy vehicles
- Provide safe and efficient alternatives to driving
- Effectively manage parking through TDM strategies
- Quantify trip-reduction benefits
- Review current policies for transit, carpool, car sharing and bicycle facilities

Impact Analysis
- Analyze impacts of campus growth
- Develop mitigation measures to address growth

University of San Francisco Institutional Master Plan
Existing Transportation Demand Management (TDM)

-The UNIVERSITY of SAN FRANCISCO
PUBLIC SAFETY

- TDM Coordinator
- Transit Subsidies for Students and Faculty
- Parking Permit System
- ADA and Night Shuttle
- Zimride
- Zipcar
- Guaranteed Ride Home
- Bicycle Parking
- Flexible Work Schedule
Mode Split Comparison to the City and Peer Institutions

University of San Francisco (USF)
Impact Analysis

- Evaluates Transportation Conditions with and without the “Project” Travel Demand (IMP-Related Population Growth)
- Reviews All Travel Modes:
  - Vehicles
  - Transit
  - Bicycles
  - Pedestrians
  - Parking
  - Loading
  - Emergency Access
- Assumes Business-as-Usual Travel Demand Growth
  - i.e., No Change in Mode Split
- Guided by City Environmental Review Standards
Impact Analysis

step one
DESCRIBE EXISTING CONDITIONS

step two
ESTIMATE TRAVEL DEMAND ASSOCIATED WITH GROWTH

step three
ASSIGN TRIPS TO RESPECTIVE TRAVEL MODES (E.G., TRANSIT)

step four
EVALUATE CONDITIONS WITH THE INCREASE IN TRAVEL DEMAND

step five
IDENTIFY SIGNIFICANT TRANSPORTATION IMPACTS (BASED ON CITY CRITERIA)
Impact Analysis – Future Travel Demand (Unmitigated)

Daily Person Trips

- Students: 8731
- Faculty: 992
- Staff: 122

- Growth
- Existing Population

Drive Alone
Carpool
Transit
Walk
Other

Project Demand
Existing Demand

University of San Francisco Institutional Master Plan
Traffic Impact – Existing + Project Conditions

- The growth in vehicle trips would not result in an intersection that operates acceptably today to operate unacceptably in the future.

- The growth in vehicle trips at intersections operating unacceptably would not by significant according to City standards.
The growth in transit trips can be accommodated on existing transit service without exceeding Muni capacity standards.

New transit trips represent less than two percent of existing ridership on nearby Muni routes.
Bicycle Impacts – Facilities

- Traffic Calming Plan would create a bicycle priority street along Golden Gate Avenue.
- Turk Street’s bicycle lanes would be relocated to Golden Gate Avenue east of Parker.
Pedestrian Impacts

- Median with decorative crosswalks, bulbouts, road diet & adjust signal timing, make bike lane continuous or move to golden gate
- Neighborhood parking district with resident and visitor permits
- Bike boulevard, with limited access street & back-in angled parking
- Bulbouts/gateway treatment
Transportation Demand Management Program - Existing

**Tier One**
- TDM Coordinator
- Faculty Transit Subsidy
- Student Muni Class Pass

**Tier Two**
- Parking Permits
- ADA and Night Shuttle

**Tier Three**
- Telecommute and Flexible Staff Work Hours
- Rideshare (Zimride)
- Carshare
- Bicycle
- Guaranteed Trip Home
Transportation Demand Management Program - Future

Tier One
- Potential Shuttle
- Faculty Transit Subsidy
- Student Muni Class Pass
- Expanded Transit Subsidies (BART, AC Transit, GGT, Caltrain)
- Comprehensive Marketing and Program Management

Tier Two
- Review Parking Permit System Allotment
- Evaluate On-Street Parking Restrictions
- Evaluate Parking Pricing

Tier Three
- Telecommute and Flexible Staff Work Hours
- Information Sharing
- Bicycle
- Guaranteed Trip Home
- Carsharing and Ridesharing

University of San Francisco Institutional Master Plan
What Motivates You to Use a Non-Auto Mode?

Existing Mode Split

- Walk: 32%
- Drive Alone: 31%
- Public Transit: 29%
- Carpool: 5%
- Bicycle: 2%
- Other: 1%
Transportation Demand Management

future drive alone trips (unmitigated) = 6,243

454 = travel and parking demand reduction goal

future drive alone trips (mitigated)
with TDM in place = 5,789
Transportation Demand Management

future drive alone trips (mitigated) with TDM in place =

5,789

132 = drive alone trips (growth 2011 to 2022)

existing drive alone trips =

5,657
Next Steps

- Draft report distributed to neighborhoods at end of November
- 30 days from distribution date to submit comments
  
  Email: neighbor@usfca.edu
  
  Website: usfneighbor.com
- USF to provide written response to comments in January 2012
- Plan submitted to City of San Francisco by end of January