

## 3 | The Vision for the Hayward Campus

The Hayward campus will experience remarkable change during the build-out of this master plan. Fundamental to the process of planning for this change is the need to articulate a clear set of physical planning goals and principles that form a vision for the future.

Several of the design criteria articulated in the original planning for the campus remain relevant today: preserve views of the bay and hills, create a clear design vocabulary, protect users from the elements, and retain the campus core for pedestrians.

Through the various meetings and discussions about this master plan, a more extensive list of goals and principles has emerged. These concepts embody a vision for the future character of the campus. While over time details of the plan may evolve, these concepts should remain clear and consistent as the campus grows to realize the vision of being a “vibrant university village.”

- Enhance the campus learning environment
- Create supportive student neighborhoods
- Improve campus pedestrian promenades
- Improve campus entry and image
- Identify special landmark building sites
- Implement comprehensive environmentally sustainable development and operations strategies.

## Enhance the Campus Learning Environment

Supporting the academic mission of Cal State East Bay is the primary purpose of this Master Plan and all improvements to the campus environment. Providing an environment that supports opportunities to learn in the classroom and laboratory, as well as in the spaces between academic destinations, for both commuting and resident students, is crucial. Supporting faculty and providing opportunities for their interaction with students and with each other is also key.

Cal State East Bay has adequate land to accommodate the uses associated with a CSU campus of an 18,000 FTE enrollment. The already compact site offers great opportunities to create a campus environment that is easily walkable between classes and that will also have a critical mass of activity and pedestrians to enliven and create a strong sense of community.

Academic facilities will be added within the existing academic core and on two sites immediately adjoining the core at the new primary campus entry road off Hayward Blvd. There are adequate sites to accommodate planned programs with some flexibility for currently unforeseeable programs. There is adequate space to enhance these facilities with attractive quads and courtyards that will function as outdoor rooms for all types of interaction.





## Create Supportive Student Housing Neighborhoods

A successful university has a vital and vibrant student life component. With a high proportion of commuters, Cal State East Bay is challenged to provide a critical mass of facilities and activities that create a sense of community for both residents and commuters.

For residents, establishing two housing neighborhoods will create a manageable scale especially for first-year students that will contribute to student success and will provide venues for many student activities.

The neighborhoods, comprised of groupings of residential buildings, will also include dining facilities to serve residents as well as other support facilities including commons or activity rooms, study and computer labs, student offices and exercise rooms. In addition, each neighborhood will include outdoor recreation space such as informal play fields and courts such as for basketball and volleyball.

The two residential neighborhoods will be located on the south and west edges of the campus core. Each will be within easy walking distance of all campus destinations. Other student facilities located in the academic core - the University Union, Bookstore and Student Recreation and Wellness Center - are located in close proximity to both housing neighborhoods.



## Improve Campus Entry and Image

Cal State East Bay currently does not have a memorable or clear entry that serves to orient visitors to the campus and make finding destinations easy. The campus is served by two essentially equal entries, both of which lead to peripheral roads with no clear ultimate destination.

While the two entry roads can be made to work more clearly, with visitor information and more prominent destinations clearly signed, a more dramatic and functional solution involves creating a third entry to the campus from Hayward Boulevard from the east. This new entry will be designed to focus on the primary quad that lies at the eastern edge of the campus and that leads to the center of campus on axis with the Library and Warren Hall. This quad will then become a new Entry Quad with special distinctive landscaping.

To further reinforce this entry, a visitor center and convenient parking will need to be located nearby. A special visitor lot with short term parking, campus maps and other information will help orient prospective students and parents. The Student Services and Administration Replacement Building will lie nearby, further aiding in orientation for visitors.

## Identify “Special Identity” Building Sites

Cal State East Bay lacks the special buildings that create a memorable impression of the campus. This is due in part to the ways the entry roads lack a clear termination or destination as well as the lack of distinctive, dramatic buildings on campus. Even Warren Hall, currently the sole landmark on campus (due largely to its height), will be much less prominent following seismic renovation work.

There are, however, several potentially dramatic sites that can ultimately contribute to a new image of the campus. Two are currently parking lot sites and flank the new campus entry from Hayward Boulevard. A third lies between Old Hillary Road and the Science Building. These three sites are particularly suitable to uses such as performance facilities or a new library, that will serve the campus but may also attract visitors from the Hayward or regional community.

Other special identity sites include the Music and Business Building and Meiklejohn Hall. These are prominent sites, directly in view upon entering the campus via Carlos Bee Boulevard or Harder Drive, but neither building is visually arresting or sited to be as prominent as it might be. If future programs permit, additions to these buildings or new buildings on these sites would dramatically change the character of the campus.

Finally, in the center of campus a small site is identified as suitable for a campanile, tower, or other vertical element.

## Improve Campus Pedestrian Promenades

The Hayward campus was originally planned to be oriented along curving pedestrian walkways linking the northern and southern parts of the site. These north-south routes were then crossed by several pedestrian axes that connected east and west destinations.

Much of Cal State East Bay's development occurred between 1963 and 1974. During that time buildings and open spaces, including pedestrian walkways, were constructed. Since then, few significant improvements to campus walkways have been made. As a consequence, some campus walks are nicely designed and attractive while others are barely more than paved service roads.

Several walkways should be enhanced. One is aligned north-south and runs along a nearly flat route in the middle of the academic zone from the Student Recreation and Wellness Center to the Music and Business Building. This walkway can be the "Main Street" of campus linking important academic destinations. Perpendicular to this, a route leading from the new campus entry through the adjoining quad to Warren Hall will be an important visitor route, connecting student service locations with the center of campus and providing views not only of campus but also of the San Francisco Bay.

These major routes will be supplemented with secondary pedestrian routes. Clear linkages from parking locations will also be added to aid visitors and the community in finding destinations. General vehicle traffic will be eliminated from highly developed academic and housing areas with only service or other essential traffic allowed.



## Implement Comprehensive, Environmentally Sustainable Development and Operations Strategies

Cal State East Bay is in a particularly pivotal position in regards to sustainable practices. With significant growth in enrollment planned, development of student housing, academic facilities and support buildings and spaces will be needed. In addition, renovations of aging facilities to meet current pedagogical needs will also inevitably be required.

At the same time, like other universities, Cal State East Bay is well-positioned to educate its students, faculty and staff about sustainable practices not only on the campus but in the local and regional setting.

Cal State East Bay is committed to preserving environmental values and conserving scarce resources. As a consequence, this master plan is predicated on a systematic assessment and integration of these aspects of sustainable planning, design and operations:

- Energy
- Water
- Waste
- Carbon
- Transportation
- Materials
- Landscape
- Land Use and Site Development.





