



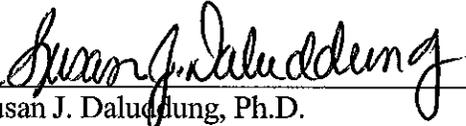
WS#2

DATE: March 4, 2008
TO: Mayor and City Council
FROM: Director of Community and Economic Development
SUBJECT: California State University, East Bay Hayward Campus Master Plan Update Review

RECOMMENDATION

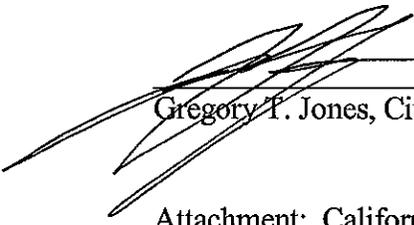
That the City Council review and comment on the attach document regarding California State University, East Bay's (CSUEB) Hayward Campus Master Plan. Staff from CSUEB will be in attendance to present their plan and receive input.

Recommended by:



Susan J. Daludung, Ph.D.
Director of Community and Economic Development

Approved by:



Gregory T. Jones, City Manager

Attachment: California State University, East Bay - Campus Master Plan Study



**CALIFORNIA STATE
UNIVERSITY**
E A S T B A Y

Planning and Enrollment Management

February 20, 2008

Susan Daluddung
Director of Community and Economic Development
City of Hayward
Hayward, CA

Dear Ms. Daluddung:

California State University, East Bay is pleased to have an opportunity to discuss our campus master plan process with the City of Hayward at the joint study session of the City Council and City Planning Commission on March 4, 2008.

To prepare for this session, we thought it would be helpful to provide some background about the University, its history, and the current master planning process for the Hayward campus.

The attached background report includes the following:

- Historical background
- Academic programs and enrollment
- Facilities currently under construction and in planning at the Hayward campus
- Components of the new Hayward campus master plan
- Schedule
- Community outreach

At the meeting on March 4, President Mohammad H. Qayoumi plans to make some opening comments, which we will follow with a presentation from the Hayward Master Plan Steering Committee and our primary consultants, BMS Design Group.

We look forward to sharing our process and discussing some preliminary planning ideas with the City's representatives.

Sincerely,

Linda C. Dalton, PhD, AICP
Vice President for Planning and Enrollment Management
(510) 885-4120

California State University, East Bay Hayward Campus Master Plan Update

California State University, East Bay is currently developing a comprehensive campus master plan update for its Hayward Campus. The plan will be integrated with Cal State East Bay's strategic planning process, building on academic and enrollment planning efforts designed to guide the future direction of the University.

Historical Background

The California state legislature approved the founding of what was to become California State University, East Bay in 1957. The University moved to its present site in 1963, becoming California State College at Hayward. It received university status in 1972 and was renamed California State University, East Bay in 2004.

In 2007 the University celebrated 50 years of service to the diverse East Bay region of Northern California. The University serves Alameda, Contra Costa and Solano Counties, which include the largest and fastest growing counties in California. The 343-acre Hayward campus, overlooking the San Francisco Bay, the 386-acre Concord Campus, located in the foothills of Contra Costa County, and the Professional Development Center in downtown Oakland provide a range of opportunities for students with different needs to meet their academic goals in locations convenient to work or home.

The University's Academic Programs and Enrollment

With an enrollment of more than 13,000 students, Cal State East Bay offers baccalaureate programs in 38 major fields and 68 minor fields of study. It offers master's degrees in 28 disciplines and is designing a doctoral program in educational leadership. CSU East Bay has four colleges: Science; Business and Economics; Education and Allied Studies; and Letters, Arts and Social Sciences. The University contributes to the regional economy in a variety of ways, including development of biotechnology education programs for its Bay Area Biotechnology Center and operation of the East Bay Small Business Development Center in Oakland, where entrepreneurs and business leaders are taught strategies and skills in business development.

Facilities Currently under Construction and in Planning at the Hayward Campus

The University began construction of the 100,000 gsf Student Services and Administration Replacement building in 2007, the first major step toward addressing seismic concerns with Warren Hall. This new building will be completed in 2009 and will house administrative functions as well as providing a single point of student service for information, application, advising and matriculation. Following the completion of the Student Services and Administration Replacement Building, the Warren Hall Seismic project will retrofit Warren Hall and upgrade the remaining structure to meet the current needs of the University. The University will also retrofit the Library building, built at the same time as Warren Hall and exhibiting similar seismic issues.

Additionally, the University has begun construction of a third phase of student housing on the Hayward Campus in response to the strong demand for on campus housing. Programs integrating residential life and academic achievement have created a climate of success for entering students. These 472 additional beds will raise the residential student population to over 1,200 and further campus goals of creating a vibrant campus life.

The University is currently studying the feasibility of a Student Recreation and Wellness Center, expanding recreation facilities at the Pioneer Heights housing facility and upgrading outdoor spaces throughout the campus.

Components of the New Hayward Campus Master Plan

The Hayward campus master plan is being developed in alignment with the following assumptions:

- The Hayward campus will continue to function as the primary administrative location for Cal State East Bay.
- The campus will continue to offer a wide range of state-supported undergraduate, post-baccalaureate and graduate programs as well as a selection of self-supported courses and programs (Extended Education).
- The campus will expand its housing and other support services and activities for students.
- The campus may consider housing for faculty and staff.
- Within the 10-20 year planning horizon, enrollment at the Hayward campus is expected to remain within 18,000 Full-Time Equivalent Students (FTES), which is the currently approved master plan ceiling for Hayward.

Starting with these precepts, and with input from the University's strategic and academic planning initiatives and the direction of a campus master plan steering committee the revised master plan will set forth principles for the future location of activities (both structures and outdoor elements) that reflect the creative and forward thinking of the University relative to the potential of the Hayward campus.

The master plan will establish the physical development necessary to support the current needs of the campus as well as projected enrollment and program growth. The plan will lay the foundation for orderly development and growth of the campus. The plan addresses the current campus needs and goals while being sufficiently flexible to respond to future changes. The master plan also will establish a philosophy for the look and feel of the campus, including direction on design themes, creation of communities, integration of emerging learning modes and student life opportunities, and clear guiding principles regarding land use. In addition to physical design, the plan will accommodate academic programs and their specialized space needs (labs, studios, computing, etc) as the student population approaches the master plan level. This will ensure that the campus master plan is coordinated with both the academic plan and the strategic plan of the University. The physical planning considers the campus environs and encompasses the physical conditions and constraints of the site, land use, campus building capacity, access to campus, on campus transportation and circulation, current building conditions,

design guidelines and quality/design standards for facilities, space requirements, utility needs, parking, landscape and open space structure, and housing. The master plan also addresses the utilities infrastructure required to support growth in FTES and the attendant growth of structures and services, including student and faculty/staff housing.

Schedule

Below are the major milestones of the master plan process:

- | | |
|-------------|--|
| Summer 2007 | <u>Project Initiation</u> <ul style="list-style-type: none">▪ Select consultants▪ Convene Steering Committee |
| Fall 2007 | <u>Data Gathering and Analysis</u> <ul style="list-style-type: none">▪ Gather, map, and analyze background material▪ Assess existing conditions, issues and opportunities |
| Winter 2008 | <u>Vision Formulation</u> <ul style="list-style-type: none">▪ Develop and assess alternative planning and design concepts▪ Initiation of EIR – Scoping Meeting▪ Campus and community meetings |
| Spring 2008 | <u>Review/Confirm Concepts and Develop Preferred Plans</u> <ul style="list-style-type: none">▪ Campus meetings▪ Community meetings |
| Summer 2008 | <u>Administrative Draft Master Plan</u> <ul style="list-style-type: none">▪ Internal review and refinement |
| Fall 2008 | <u>Draft Master Plan and EIR</u> <ul style="list-style-type: none">▪ Public Hearings and Review <u>Final Master Plan and EIR</u> <ul style="list-style-type: none">▪ Prepare and circulate Draft and Final EIR |
| Winter 2009 | <u>Final Master Plan and EIR</u> <ul style="list-style-type: none">▪ Submit Master Plan to CSU Chancellor's Office |
| Spring 2009 | <u>CSU Board of Trustees Approvals</u> |

Community Outreach

The University is committed to fully engaging the campus community as well as governmental agencies, surrounding communities, neighborhood associations, City of Hayward representatives, public leaders and elected officials throughout the development of the master plan. In order to solicit input and respond to specific needs of these

constituencies the University has developed a comprehensive outreach program, as summarized below:

Meetings to Date

1. Monthly Steering Committee meetings beginning in September 2007, which include City and community representation
2. (CSUEB) Multiple meetings with facilities personnel
3. (CSUEB) Associated Students Board Meeting: January 9, 2008
4. City of Hayward staff: January 17, 2008
 - a. Susan Daladdung
 - b. David Rizk
 - c. Maret Bartlett
 - d. Morad Fakhrai
5. (CSUEB) Athletics / Kinesiology and Physical Education Department: January 17, 2008
6. (CSUEB) Enterprise Services (parking, food service, bookstore): February 6, 2008

Following the Joint City Council / Planning Commission Working Session on March 4, 2008, the following future meetings are planned throughout March and April:

1. Elected officials (county supervisors, state legislators, federal representatives)
2. Campus "Town Hall" meetings – open to all students, faculty and staff
3. Student leadership groups on campus
4. Community meetings including nearby homeowners groups, such as the following:
 - Lower Hayward Boulevard Homeowners
 - Old Highland Homeowners Association
 - Highland-Morse-Modoc Committee
5. Additional interested groups such as Hayward Rotary Club and Chamber of Commerce