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SAN DIEGO STATE
UNIVERSITY

Robert Schulz
Associate Vice President

To: President Sally Roush
From: Bob Schulz, AVP of Real Estate, Planning and Development
CC: Tom McCarron
Date: August 3, 2017
Re: Approval of Design Principles for the SDSU Campus

We respectfully request your signature on the *Statement of Design Principles for the SDSU Campus* (attached).

The purpose of this document is to institutionalize overarching principles for the physical development of the campus in order to ensure a consistent and timeless setting for our academic mission. These principles were developed by a standing committee representing Business and Financial Affairs, Real Estate, Planning and Development, Planning Design and Construction, Business Operations, University Marketing and Communications and Facilities Graphics.

These principles and the guidelines documents that support them are an outgrowth of a series of initiatives and projects accomplished under the "Destination SDSU" program, including three campus gateways, a new parking and vehicular wayfinding signage program, an improved banner program, and a number of turf removal/landscape improvement projects, among others. The *Statement of Design Principles for the SDSU Campus* is augmented by three guideline documents outlining architectural, landscape and signage and wayfinding standards for the campus. These documents will be maintained, reviewed, and modified as needed by the "standing committee" as proposed in the *Statement of Design Principles for the SDSU Campus*, and will be enforced through Campus Development Committee review of individual projects at schematic design.

The *Statement of Design Principles for the SDSU Campus* was approved by the Campus Development Committee on Tuesday, June 6, 2017. Minutes of this meeting are attached.

Attachments:

1. *Statement of Design Principles for the SDSU Campus* for signature
2. June 6, 2017 minutes of the Campus Development Committee indicating approval of the *Statement of Design Principles for the SDSU Campus*.
3. Architectural Guidelines
4. Landscape and Site Elements Guidelines
5. Signage Guidelines

Institutionalizing Destination SDSU

Statement of Design Principles for the SDSU Campus

A. Overarching Principles

1. ***SDSU will create a timeless setting that reflects our academic and architectural heritage.*** Our identity is rooted in our California Mission Revival architecture and planning and the innovative nature of our original and evolving academic culture. Campus planning, architecture, landscape, signage and wayfinding and site elements shall respect this heritage and create a consistent aesthetic across campus.
2. ***SDSU will invest in the public realm of the campus.*** Equally important to the "sense of place" of the campus is the character of the open spaces, passages, streets, walkways and outdoor "rooms" which form our memorable campus landscape. Outdoor spaces will be designed with intent and to take advantage of our mild climate.
3. ***SDSU will be good steward of campus resources.*** We will preserve and restore significant buildings and open spaces. We will design new buildings to be respectful of our environment, to last for a long time, and to be adaptable to allow for flexibility over that time. We will balance initial investment in buildings and grounds with long term operating costs and we will promote projects that meet multiple goals.
4. ***SDSU will promote academic endeavors in the campus environment.*** Our campus is the physical manifestation of the idea of a university: to bring together a diverse group of people for intellectual and social exchange. Our interior and exterior spaces will foster learning, creativity, collegiality, collaboration and intellectual growth. These spaces will facilitate student, faculty, and staff activities and interactions; increase connectivity with internal and external communities, and enhance the life of the campus. Outdoor space will create a sense of community derived from actively shared space, which provides opportunities for planned and unplanned encounters; individual reflection and casual conversation; informal recreation and formal events; academic and student life activities.
5. ***SDSU's campus will promote health, wellness, diversity, and connections to the community.*** The design of campus buildings and open spaces will embrace the University's overarching values of openness, engagement, collaboration and community while promoting the safety and security of the campus community and its visitors. New campus buildings and grounds will be designed to provide access for people with a variety of abilities.

B. Guidelines

To support these principles and establish a consistent campus aesthetic, guidelines will be developed and/or enhanced in each of the three areas outlined below:

1. Architectural Design (*Architectural Guidelines*)

Buildings will contribute to the unified California Mission Revival campus architecture, and will reinvigorate the fundamental elements of the campus plan. The foundation of the original plan was a series of connected open spaces framed by buildings. Multiple pathways connect these courtyards to each other, providing a rich and varied journey through the campus. The building interiors are connected to the exterior through arcades, colonnades, balconies, and terraces. Buildings will respond to the existing and emerging needs of academic and research programs, respecting and interpreting the historic campus architecture in scale, massing, materials, colors and design. Interior features visible to the exterior will also respect the campus architecture.

2. Landscape Design and Site Elements (*Landscape and Site Elements Guidelines*)

The original landscape principle of the campus was to create clearly defined outdoor spaces that served as “living rooms” for the campus. This original plan was strengthened in later years by axial malls that provide vistas to important buildings, and ceremonial spaces for significant campus events. The original simple planting of these outdoor rooms evolved over time through the introduction of plant materials adapted from similar, Mediterranean climates. These plant materials create a rich palette that is well suited to our climate, has become emblematic of the San Diego region, and most importantly includes trees that provide shade. Landscape projects will create and enhance clearly defined outdoor spaces using plant materials that conserve water but retain the Mediterranean environment and will include trees to provide shade. Site elements, such as benches and other furnishings, railings, lighting and trash receptacles will complement the function and aesthetic of exterior spaces.

3. Signage and Wayfinding (*Signage Guidelines*)

SDSU recognizes the importance of the visitor experience and creating a sense of familiarity and safety for students, faculty and staff on campus. The University’s edges and entrances will be perceptible and facilitate a sense of arrival and place. Architecture, landscape and signage together will provide subtle, yet iconic demarcations to define campus boundaries. Directional signage will be designed to inform, as such it will be simple and legible yet designed to complement the architecture and landscape of the campus. Banners will be used to add color and vitality to the campus by promoting campus events and initiatives, within a format that is consistent and in harmony with the campus architecture, landscape and graphic identity.

C. Review and Enforcement

These Policies, principles and guidelines relating to Campus Design will be reviewed and modified as needed by a standing committee consisting of:

Presidential Appointee
Provost Appointee
VP of Business and Financial Affairs
University Architect
Director of Planning

Supported by additional staff as determined by above

Individual projects will be reviewed for compliance with the established guidelines by the Campus Development Committee.

Aug. 18, 2017
Sally Roush Date

Sally Roush
Interim President
San Diego State University