WHAT'S A BIG IDEA?

A desired outcome that will guide CPHP design options.
A series of high-level concepts that drive the smaller-scale choices.
An aspirational goal to work towards.
A reference to go back to throughout the design exercise.
Can the CPHP generate a HEART OF CAMPUS that sparks conversations, collaboration and engagement? Can it be the next POSTCARD DESTINATION and further the sense of pride at UCSF?

**IMPACT ON DAILY USER**

- Centers the campus experience around a unique place
- Proposes new spaces for campus life and activities
- Allows for serendipitous encounters at the heart of UCSF
- Regroups convenient services in a central location

**HEART OF CAMPUS**

*Location is conceptual only.*

**Programmatic intentions**

- Socializing
- Listening
- Engaging
- Sharing
- Convening
- Connecting
- Entertaining
FORM COMPLEMENTARY DISTRICTS

BIG IDEA #2

A series of planned building projects will redefine long-term CAMPUS RELATIONSHIPS. How can the CPHP organize its FUNCTIONS, while providing opportunities for convergence of the missions?

ALDEA Explore potential increase of family oriented housing

ACADEMIC + RESEARCH COMMONS
Connect research programs to education spaces, and science on display

WEST VILLAGE Diversify and intensify land uses to support UCSF mission

CLINICAL EAST END
Consolidate clinical activities to East End

SUPPORT CORRIDOR
Consolidate separate services and material handling

IMPACT ON DAILY USER
Organizes campus with intuitive wayfinding. Facilitates collaboration. Fosters efficient workflows.

A Option to relocate non-critical parking and services off Parnassus Ave.
B Clear links between the community and Parnassus
C Central location for integrated research programs
D Design the heart of campus
E Patient related research in proximity of hospital
F Clear pathways to and from parking, legible wayfinding for patients, visitors and staff
A series of concourses will offer multi-purpose, cross-disciplinary spaces, to respond to the need for **IMPROVED WAYFINDING, COLLABORATION and SOCIAL GATHERING.**

**IMPACT ON DAILY USER**

*Inspires public encounters with innovation at UCSF.*
*Encourages active participation in the mission.*
*Acts as wayfinding for internal and external users.*
*Responds to the need for a variety of convening spaces.*

**MULTI-LEVEL CONCOURSE***

Create new cross-campus links to connect researchers, clinicians, faculty, students and administrators. This opportunity for knowledge exchange transforms the campus into an inspiring place to be.

*Locations are conceptual only.

**Potential concourse programs**

*Secure upper floors (i.e., 4-16) internal collaboration*

- Shared services
- Science in Progress
- Portals to areas of research
- Food venues
- Recharging lounges
- Conferencing facilities

*Open ground floors active public engagement*

- Public science on display
- Public forum space
- Health Sciences & Art center
- Food venues
- Secure areas for student storage and amenities
Can UCSF introduce long and short-term design interventions that take advantage of **topography**? Can these connections improve the public perception of UCSF as a **place**?

**Impact on daily user**

- Provides universal access to viewpoints, with new mobility assisted connections
- Improves “pride of place”

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**Big Idea #4**

- Buildings connected at various levels: topography is an advantage and an opportunity for universal design
- Prominent, inviting trailheads into Mt. Sutro with clear wayfinding
- Green roofs and terraces
- Potential home to Sutro volunteer groups
PARNASSUS AVE. IS THE CAMPUS MAIN STREET

BIG IDEA #5

Can the street be designed for a comfortable PEDESTRIAN EXPERIENCE while allowing for local access? Can the CPHP rethink how and where people PARK?

IMPACT ON DAILY USER

Increases visibility for activities inside buildings.
Implements safety of Parnassus Ave. crossing.
Eases passage between clinical services.
Separates patient (public) vs. non-patient entries.

A Optimized parking garages
B Managed curb space, with easy pick-up and drop-off with an improved pedestrian experience
C Prominent entry / drop-off for patients and first time users of the future hospital
D Connection across Parnassus Ave, linking clinical activities
E Locate non-critical parking and services off Parnassus Ave
F Improve aesthetics for a coherent, unified street front on Parnassus Avenue
IRVING STREET CONNECTS TO THE COMMUNITY
BIG IDEA #6

Can UCSF better WELCOME visitors, patients and the public into the campus? Can improved access to the NEIGHBORHOOD help support local businesses?

IMPACT ON DAILY USER
Improves arrival experience for transit users, cyclists and pedestrians
Adds more variety of retail and convenient services
Improves areas for campus life and amenity

A Enhanced entrance to campus
B Integrated transit: Muni, rideshare, drop-off, pick-up
C Screened parking garages
D Retail and active uses