



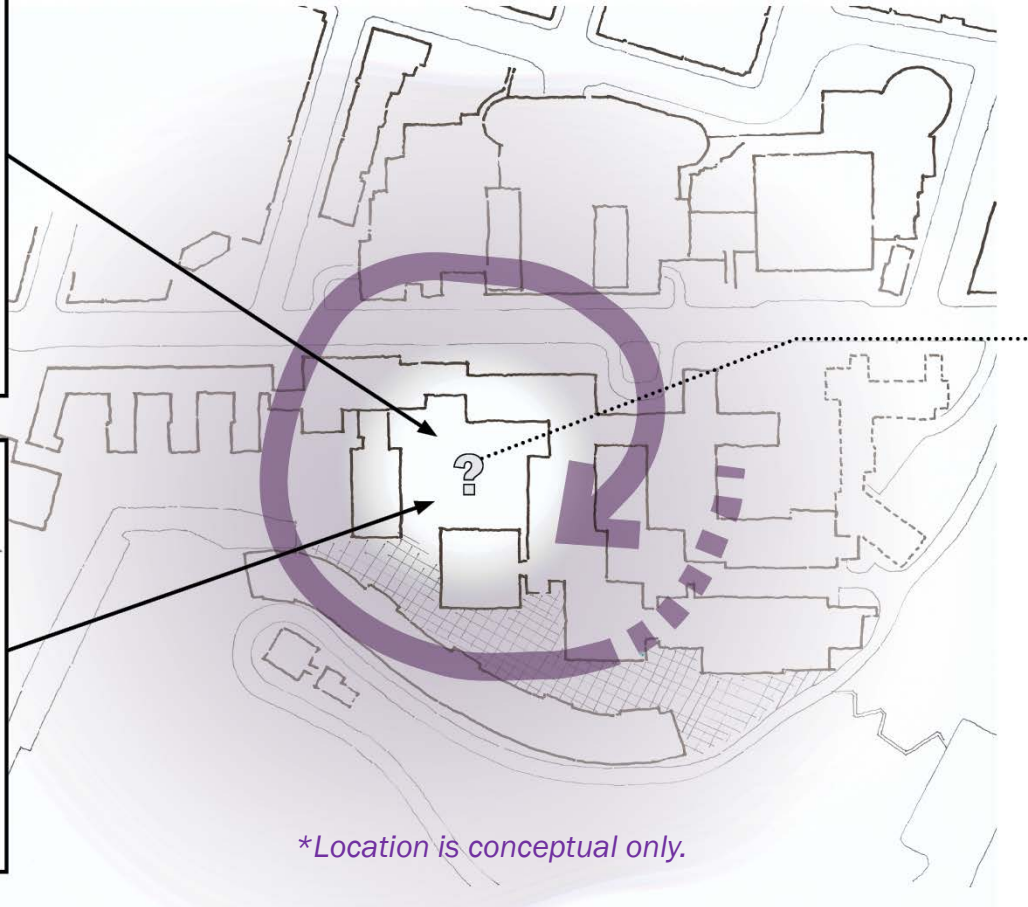
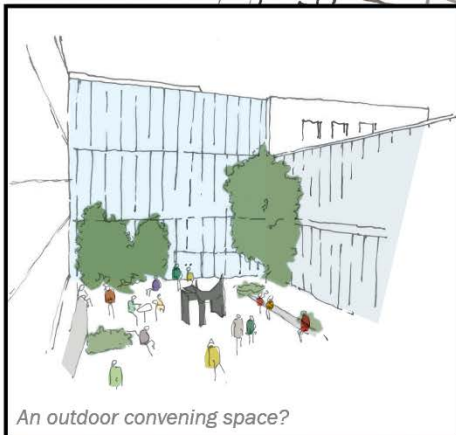
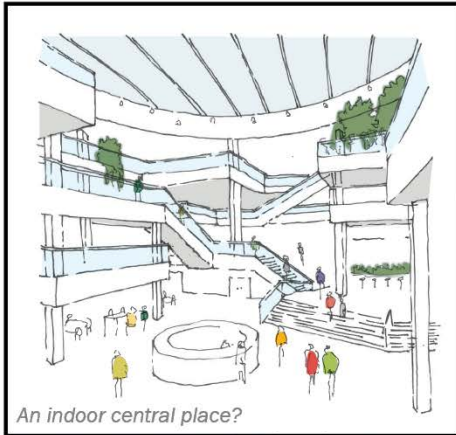
WHAT'S A BIG IDEA?

- 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.

CREATE THE CAMPUS HEART

BIG IDEA #1

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* Locate a campus core and design for a central UCSF experience. This campus heart creates the next 'postcard destination' and develops a sense of place at Parnassus.

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



family housing

SUPPORT CORRIDOR Consolidate separate services and material handling



"back of house"

ACADEMIC + RESEARCH COMMONS

Connect research programs to education spaces, and science on display



wellness hospitality



clear arrival



visitor experience



innovation research

WEST VILLAGE Diversify and intensify land uses to support UCSF mission



fitness student life



housing



childcare

CLINICAL EAST END

Consolidate clinical activities to East End



education collaboration



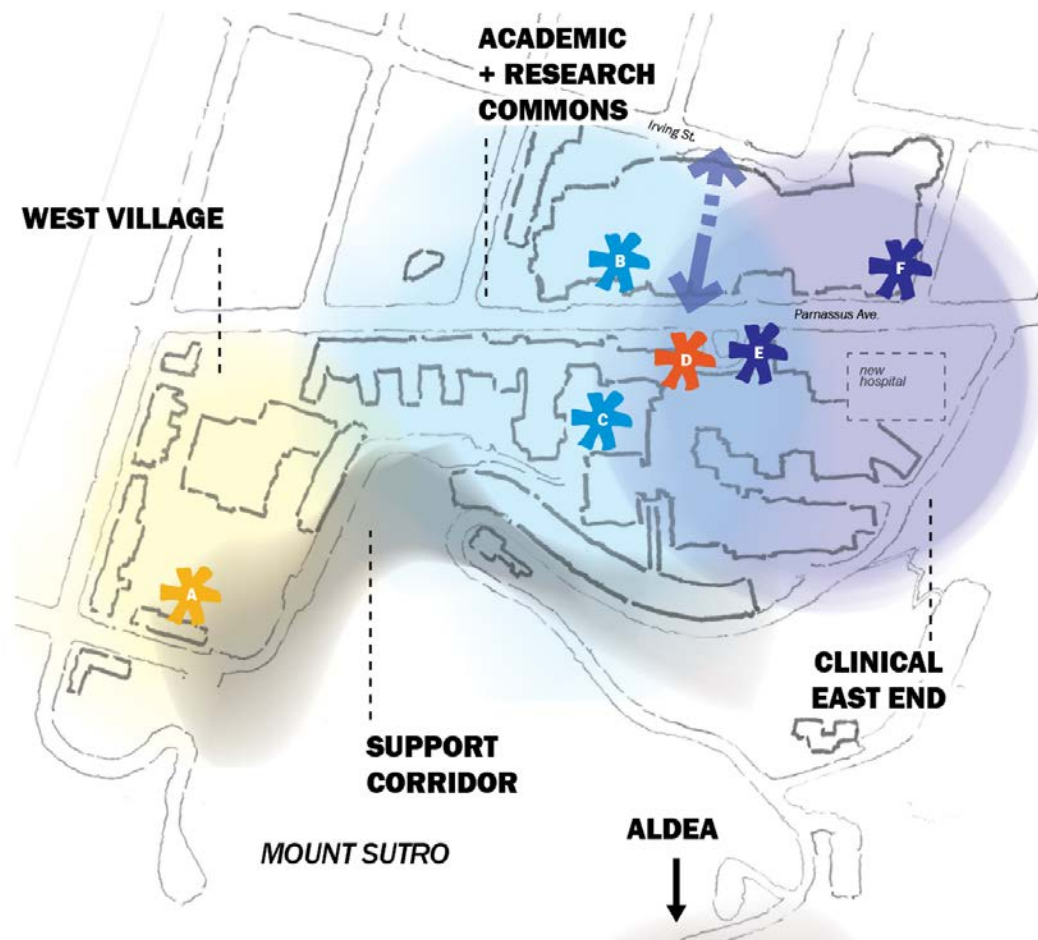
convening spaces



public programs



innovation research



IMPACT ON DAILY USER

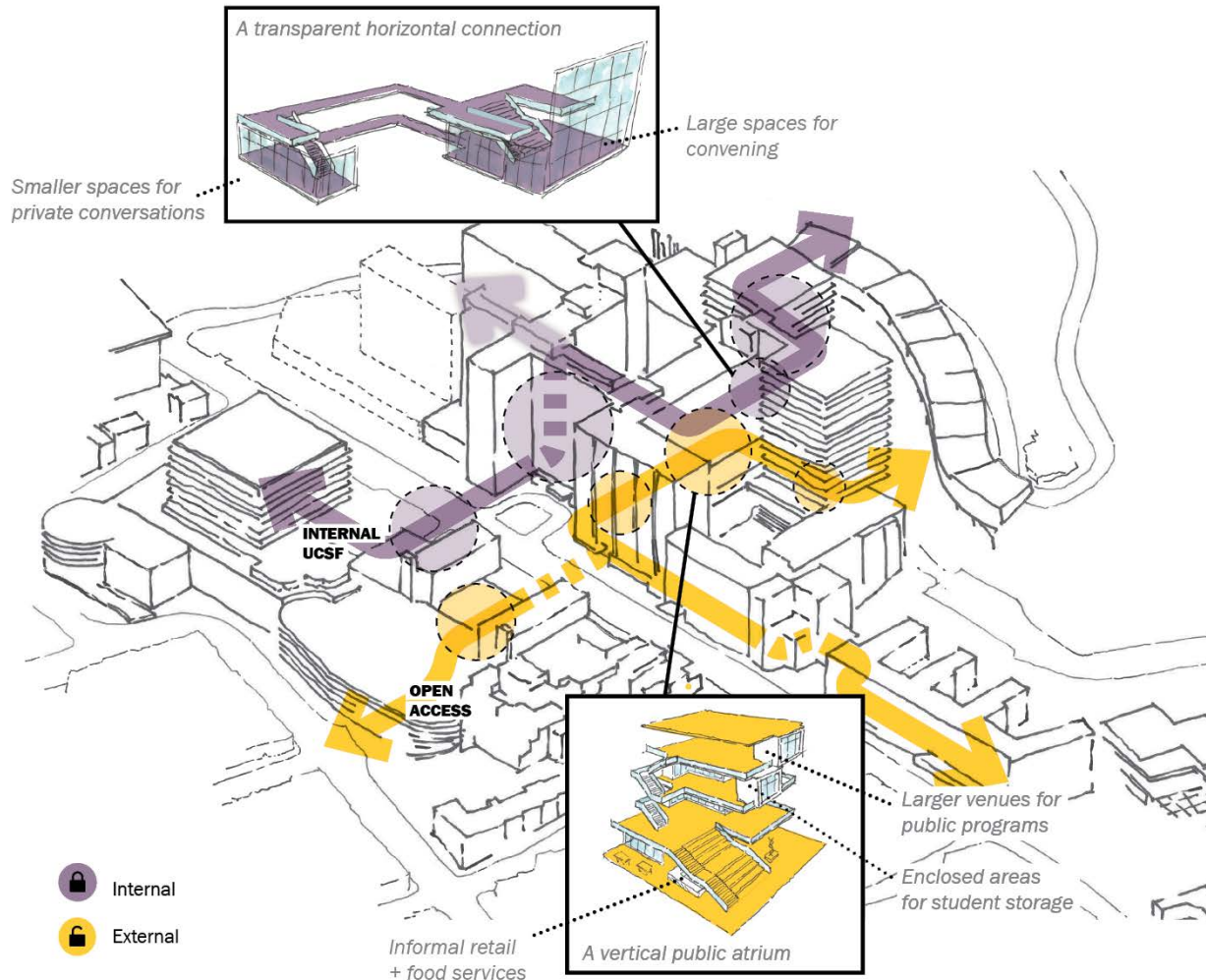
Organizes campus with intuitive wayfinding.
Facilitates collaboration.
Fosters efficient workflows.

- 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

EMPHASIZE CONNECTIONS FOR CONVERGENCE

BIG IDEA #3

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

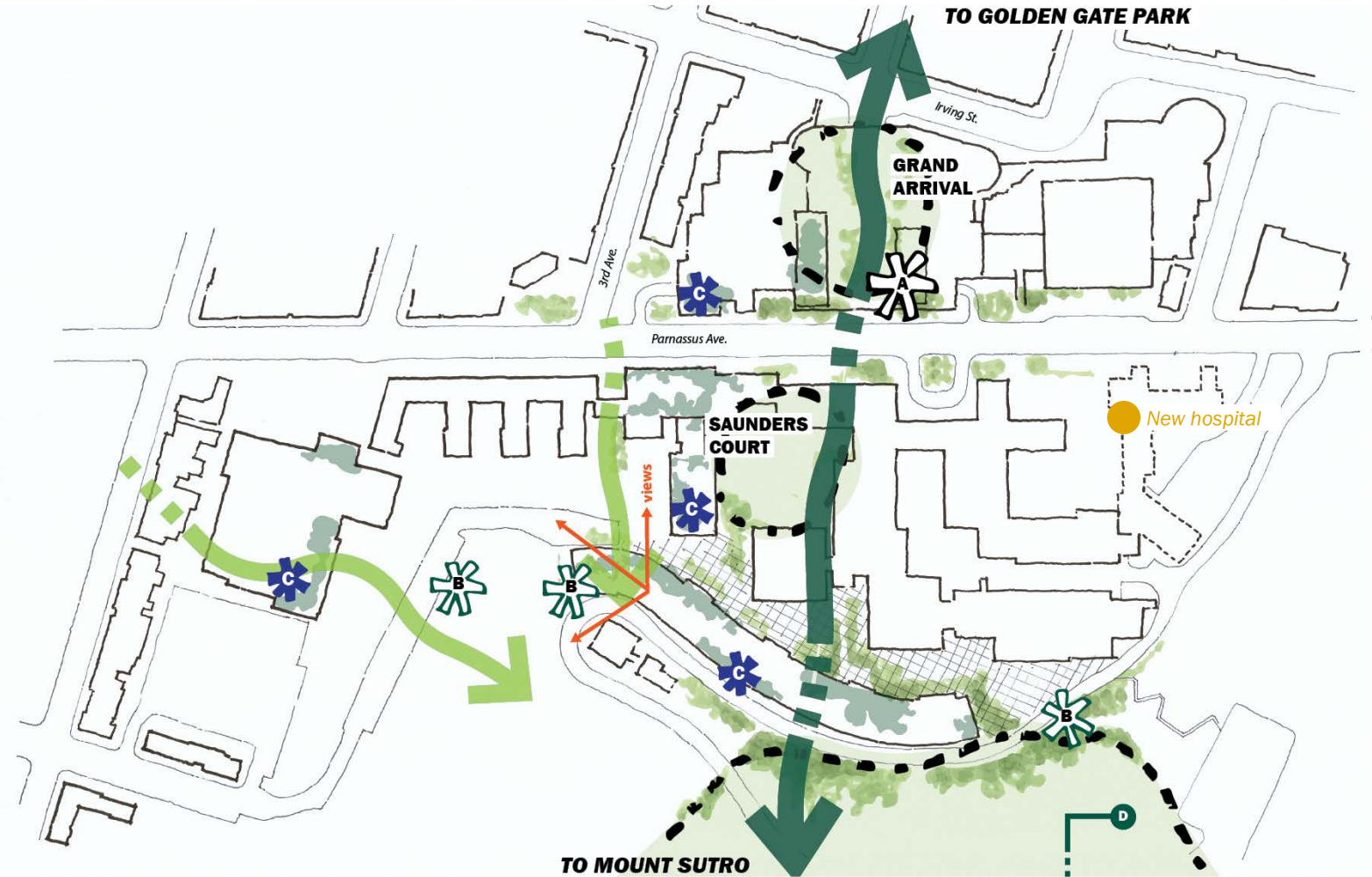
Open ground floors
active public engagement

- Public science on display
- Public forum space
- Health Sciences & Art center
- Food venues
- Secure areas for student storage and amenities

PARK TO PEAK – A VERTICAL CAMPUS

BIG IDEA #4

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”

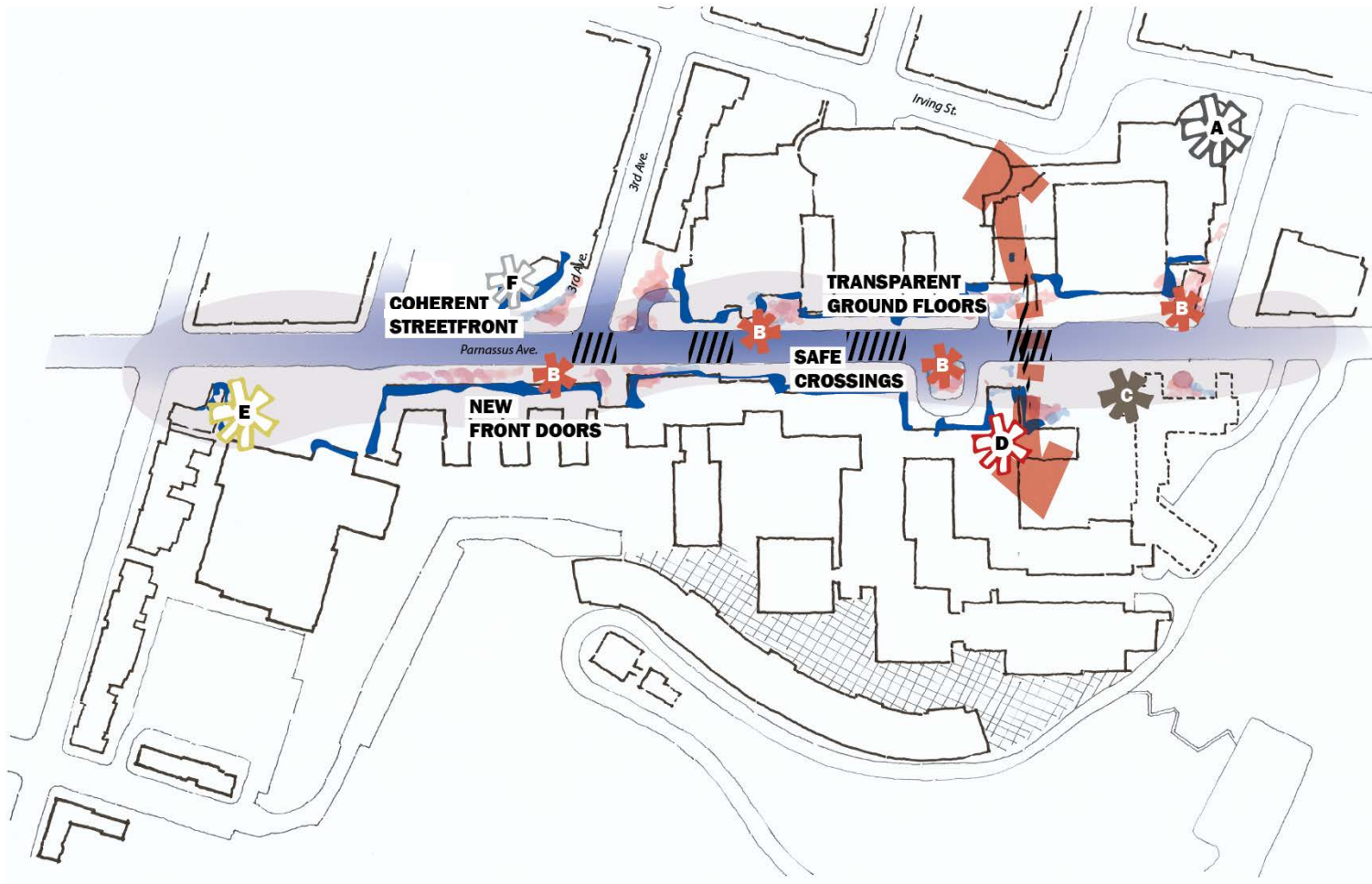


- A** Buildings connected at various levels: topography is an advantage and an opportunity for universal design
- B** Prominent, inviting trailheads into Mt. Sutro with clear wayfinding
- C** Green roofs and terraces
- D** Potential home to Sutro volunteer groups

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

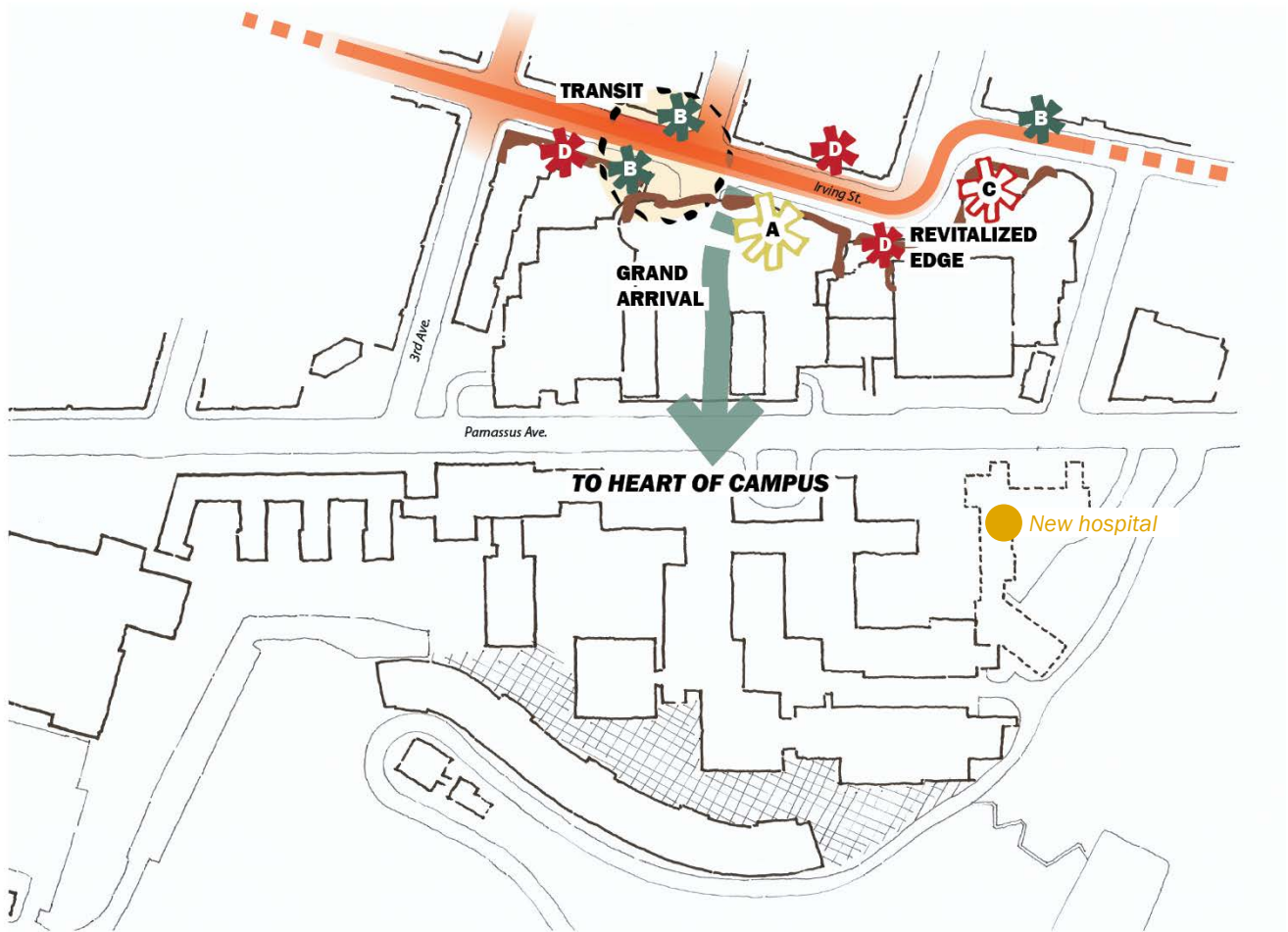
*Increases visibility for activities inside buildings.
Improves safety of Parnassus Ave. crossing.
Eases passage between clinical services.
Separates patient (public) vs. non-patient entries.*

- 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

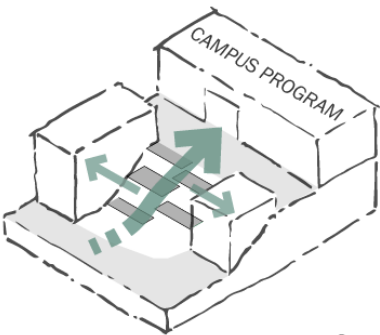
BIG IDEA #6

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



Can we use the existing topography as a design advantage?

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