vision

what
Contents

I Vision: Shaping Community
- Vision Statement
- Views of Proposed Design

II What: Transforming Place
- Conceptual Design
- Sustainable Design
- Accessibility
- A Day in the Life of a Student

III Why: Identifying Opportunities
- Program Vision
- Master Plan Goals
- Campus Scale
- District Scale
- Sustainability
- Historic Significance

IV How: Building A Shared Vision
- Process
- Student Workshops
- Implementation

Appendix:
- Bibliography
- Authors
participation
civic engagement
learning
sustainable future
activism
living
performance
I - Vision
Shaping Community

Vision Statement
• Home
• Forum
• Laboratory

Views of Proposed Design
• Bird’s Eye View
• Plaza to Campanile View
• Inside MLK to Plaza View

home

renewal

laboratory
The Student Community Center is a...

- **Home** for renewal, participation, and performance
- **Forum** for dialogue, diversity, and civic engagement
- **Laboratory** for learning, living, and demonstrating a sustainable future
The new Student Community Center (SCC) is a student based initiative that calls for recasting the existing facility at Lower Sproul Plaza (LSP) into a revitalized and state-of-the-art facility rooted in sustainable practices. Both new construction and adaptive reuse combines to celebrate the legacy of its site and history while modernizing its infrastructure into a flexible armature to better accommodate the evolving needs of future generations of students.

The SCC is a home for renewal, participation, and performance. As a home it is an easily found destination that welcomes students and brings to them a sense of belonging, ownership, shelter, and safety where a variety of activities happen day and night. It is both a comfortable living room and an enticing dining venue where healthy, locally grown food is served or purchased from a daily farmer’s market. A choice of micro-climates whether it be full winter sun, dappled fall shade, or cozy interior perch, provide an environment for performing, socializing, meeting, or studying. Students will find a nurturing place for rest and relaxation that offers a renewal of spirit in a peaceful retreat for meditation and personal reflection. It is thus a place to meet friends and new acquaintances and get re-charged during the course of daily student life.

Awareness of Cal’s 700 + student-run organizations is strengthened through better signage and digital information stations that encourage participation and involvement in student life. These diverse and active groups can “see and be seen” in highly visible, well lit, transparent spaces for working and meeting. Creative expression is also encouraged through music, dance and other student initiated exhibits and performance venues. Various indoor and outdoor spaces provide appropriate lighting, acoustics, and stage surfaces for both practice and presentation of student and commercial productions.

The SCC is a forum for dialogue, diversity, and civic engagement. Purposeful and critical dialogue is a hallmark of the student experience at Cal such that its meeting rooms, seminar rooms, lounges, and larger venues offer places for the exchange of alternative ideas and appreciation for under-represented minorities and cultural groups. Cal’s activist legacy of advocating multicultural diversity is celebrated in the facility’s prominently located Multicultural Center where students can apply what they learn in the classroom about diversity, power, and grass roots community building while developing leadership skills for a multicultural world.

With the SCC’s location at the edge of campus, a much needed replacement for the aging Eshleman Hall serves as a threshold between campus and community, academics and commerce. Its permeable ground level façade along Bancroft provides an accessible gateway for students, administrators, and the general public. Various forms of civic engagement are evident in the transit hub...
with its commuter lounge where both bus and bike riders access sustainable community services and absorb information on current events ranging from student government proceedings to local or world wide radio and TV broadcasts.

The SCC is also a laboratory for learning, living, and demonstrating a sustainable future. It is a place of inventive student-initiated experimentation where users experience flexible and innovative spaces with a hybrid of activities changing hourly, daily or monthly. Lounges and view terraces for meetings and relaxation transform into venues for dance performances or seminars. The transit hub waiting area becomes a farmers market and the textbook shop gives way to a career center, then to a student art gallery, and back again, all during a single semester. In support of the university’s mission of teaching, conducting research, and providing public service, the new center will conveniently include the Student Learning Center which is the primary academic support service for Cal students. It is a dependable resource for assistance and encouragement with numerous programs that include tutoring, study groups, workshops, and leadership training.

Such learning support is facilitated in a wide range of comfortable offices, study areas, meeting rooms, and seminar rooms.

The center is a living example of the university’s willingness to embrace the three pillars of sustainable development (environmental stewardship, social justice, and economic fairness) by demonstrating through daily operations that involve conservation of energy and water use, bicycle sharing and repair, energy generation from photovoltaic panels, marketing fair trade goods and locally grown organic produce, and the filtration of storm-water that feeds Strawberry Creek.

As stated in previous university sponsored studies, the existing Lower Sproul Center is in need of programmatic and physical redesign in order to provide undergraduate and graduate students with a high quality facility for student life appropriate for today’s environment at Cal. Moreover, the new Student Community Center acknowledges its location as the threshold between campus and community, and academics and commerce. As one of the main entrances to the campus, it projects the values of the university while being a good neighbor to the city. It embodies the spirit and aspirations of the students and visitors and celebrates the campus tradition of inclusive multiculturalism and the protection of free speech. The SCC also embraces the movement towards a sustainable future where awareness of our ecological challenges is prominently featured through operational practices that support good stewardship of the environment.
Plan of Proposed Conceptual Design

- existing campus buildings
- existing project buildings
- proposed project buildings
- landscape areas

Vision

Vision Statement
Views of Proposed Design

Bird’s Eye View

- Threshold between campus and community, academics and commerce
- An accessible gateway for students, administrators, and the general public
- Transit hub with commuter lounge
- A center for sustainable community services and information exchange
Plaza to Campanile View

- An easily found destination for students
- A place with full winter sun or dappled fall shade
- An environment for performing, socializing, meeting, or studying
- A nurturing place for rest and relaxation
- A place where you expect to meet your friends
- A safe place for day and night activity

Student Community Center Plaza with green terrace in front of Chavez at left and 2-story addition to MLK at right.
Inside MLK to Plaza View

- A place of inventive student-initiated experimentation
- Flexible and innovative spaces changing hourly, daily or monthly
- Lounges and view terraces for meetings and relaxation
- Venues for dance performances or seminars
- An information center to strengthen student-run organizations
- A forum for dialogue, diversity, and civic engagement

Views of Proposed Design

MLK addition features a 2-story indoor-outdoor lounge for meeting, studying, practicing, or performing.
meeting

rest & relaxation

performing
II - What
Transforming Place

Conceptual Design
• Interventions and Transformations
• Conceptual Program

Sustainable Design
• Linking to the Surrounding Environment
• Key Principles
• Global & Regional Linkages
• Integrated Applications

Accessibility
• Existing Condition
• Proposed Improvements

A Day in the Life of a Student

- Socializing
- Studying
This study provides the campus with a renovation plan for revitalizing Lower Sproul Plaza, long identified as in need of programmatic and physical redesign, to give the students a high quality center for student life with a mixture of services including retail, dining, meeting and performance venues, and space for student organizations and student government.

The SCC is a gateway for students, faculty, and visitors. A transit center on Bancroft Way, a bustling neighborhood retail street, will reinforce 24/7 activity. The north site boundary is defined by Strawberry Creek, a thriving riparian ecosystem. The master plan reinforces visual connections to the city, creek and campus landmarks and encourages pedestrian movement and outdoor gathering. Sustainable design elements are made visible and tangible and include a storm water filtration garden, green roofs, photovoltaic shade panels and operable windows for natural ventilation.

Interventions and Transformations
The preferred scheme calls for a series of careful interventions combined with adaptive reuse of approximately 190,000 gsf of existing buildings and approximately 95,000 gsf of new construction. The seismically “poor” 8-story Eshleman Hall will be replaced with
a lower, more porous, 4-story design that, as in the other existing building renovations, will have built-in flexibility for the sharing of spaces between the many types of student-run organizations. King Student Union will be transformed from its current imposing solid-like mass back to its original design intent; a transparent glass pavilion presenting an active and open public face on all sides. Chavez Student Center will be re-programmed with large lounge spaces opening up to dramatic views of the redwood trees along Strawberry Creek. Underneath the renovated plaza deck, the existing garage will remain and provide convenient vehicular access for service vehicles and disabled visitors with parking for 80 cars.

The recent seismic improvements to MLK and Chavez will be incorporated into the preferred scheme with an effort to minimize revisions to any of this work. The existing mechanical, electrical, and plumbing systems will be mostly removed and replaced with improved, highly efficient systems that will meet the project’s sustainable energy efficiency goals. Civil Engineering and Landscape Architecture will enable storm water to be captured, filtered, and re-used before allowing the site’s drainage to flow into the ground or nearby Strawberry Creek.
Eshleman Hall
Rated seismically “poor”, Eshleman will be demolished and replaced with a lower building with improved linkage between Bancroft and the Plaza. Eshleman Replacement will provide larger areas of contiguous assignable space for greater program flexibility.

King Student Union
The MLK building will be fully renovated. Two story building additions on the west and south sides will add much needed assignable space including an accessible outdoor terrace adjacent to Pauley Ballroom and its nearby meeting rooms. King’s facade will be transformed from its current imposing wall-like mass to its original design vision; a transparent glass pavilion presenting an active and open public face on all sides.

Chavez Student Center
Chavez will be renovated to restore dramatic views of the redwoods along Strawberry Creek and extend these views to Student Community Center Plaza. Program uses compatible with its architecture would maximize its potential as a campus amenity.

Garage
The Plaza deck above will be reconstructed in order to accommodate larger trucks, support landscape parterres, and to allow for additional building space at the King and Eshleman Replacement buildings. At the Garage level there could be a Student Events Center programmed for use as a student performance / practice facility and a place for meetings, concerts, parties, lectures, and multi-media presentations. The Center’s location would benefit from the convenient accessibility provided by a new elevator connecting it to the SCC and Sproul Plazas above.

At the plaza level an inner ring of activity contains a mix of retail and student serving programs to create a transparent fabric that is activated 24/7. Multiple upper level terraces and bridges serve to support this high degree of vitality.
A key point of visual district orientation is afforded by the consolidation of the east end of Chavez

Simultaneous views to Strawberry Creek, Sather Gate, Sproul Hall and the Student Community Center are opened up

New elevator connects existing Sproul Plaza to the proposed SCC Plaza and Student Events Center below at the Garage Level
Conceptual Program
This project is based on the premise that a student’s collegiate experience benefits from having a balance of both academic and social activities. The students could be significantly involved in academics, but also spend time on campus interacting with faculty and participating in student organizations and activities. Previous studies in 2007 carefully identified a grouping of activities that could have the kind of synergies that would result in a facility greater than the sum of its parts. Such activities or programs are categorized below and shown in the Program Diagram on this page:

Program Synergies
- Academic / Admin. Support
- Congregation
- Retail / Service
- Food
- Student Organizations
- Entertainment

Program Diagram: This diagram indicates program categories with suggested venues in close proximity to each other so that the sharing of common spaces is possible.
Critical Program Elements

• Revenue generating program – Program elements that generate revenue will allow SCC to be financially sustainable as a vibrant student center

• 24/7 retail and program elements - Active day and nighttime use is encouraged by late-night or “24/7” type operations

• Unprogrammed congregation – Students want indoor and outdoor spaces to hang out and study - where they can feel at home. A place where students can relax, feel safe, comfortable and welcome.
Linking to the Surrounding Environment

Aerial View: Campus Green Ribbon

- project site
- strawberry creek
- watershed boundary
- proposed cistern

MLK Photovoltaics
The revitalized Student Community Center will make water, resource conservation and a height-ened relationship to Strawberry Creek hallmarks of an extensive sustainable design program.

**Key Sustainable Principles:**
Water is a hallmark – From the planting of green roofs, storm water collection, storage and reuse, to the creation of bio-swales and a renewed connection to Strawberry Creek, water is a recurring theme. A Rain Garden will celebrate the flow, filtration and slow release of storm water into Strawberry Creek.

**Education and Visibility** – Sustainable design elements are integrated throughout the project and are made visible as demonstrations of evolving technologies.

**Storefront for sustainable design** – Ground floor retail may include space to serve as resource center and public forum for events. A place to inform, educate and converse for students and the broader community.

**Building on Strong Transit System** – New retail frontages and entrances on Bancroft and Lower Sproul Plaza will enliven the public and commuter experience. Bicycle parking will be distributed at grade for ease of use and safety.

**Adaptive Reuse / Resource Conservation** – The adaptive reuse and additions to MLK and Chavez demonstrate a commitment to the conservation of resources, history and physical memory. Renovated and new buildings will harness energy and water conservation technologies such as energy efficient thermal envelopes, low flow plumbing fixtures and smart systems controls.

**Resource Generation and Recycling** – Building surfaces and canopies clad with photo-voltaic (PV) panels will generate electricity and also provide shade over outdoor areas and glazing. Rain water will be collected, stored and reused.

**User controlled environment** – Occupants will have improved control over their environment by using both low tech and high tech means such as operable windows, demand activated controls, occupancy sensors and CO2 monitors.

**Flexible Planning Principles maximize assignable program space** – Flexible planning will allow the Student Center to adjust to evolving program and student needs. Creating programmable circulation, lobby and outdoor spaces provides a multiplier effect – increasing flexible gathering space and program support beyond simple assignable area calculations.

**Restoring a Sustainable Vision** – The mid-century optimism and vision of the Student Center will be restored to meet the new demands of students and UCB stakeholders.
Global & Regional Linkages

Regional Plan

SAN FRANCISCO BAY
BERKELEY PIER
WATERSHED
PUBLIC TRANSPORTATION CONNECTION TO BART / S.F.AIRPORT
SCC PUBLIC TRANSPORTATION / SHUTTLE STOP
CAMPANILE
MOUNTAINS

Regional Plan Looking North

NEW BERKELEY ART MUSEUM
SCC PUBLIC TRANSPORTATION / SHUTTLE STOP
PUBLIC TRANSPORTATION CONNECTION TO BART / S.F.AIRPORT
Integrated Passive & Active Applications

**Green Roofs:** Provide insulation, reduce heat island effect & collect rainwater, stored in cistern and re-used for irrigation.

**PV Panels:** Convert sunlight to electricity & shading.

**Raingarden:** Stormwater management & filtration.

**Green Lawn:** Stormwater management & heat island reduction.

**Underground Cistern:** Greywater system for irrigation re-use.

**Integrative PV / Shading Element:** Native trees & landscaping provide shading & identity.

**Strawberry Creek:** Improvement & daylighting of existing water body.

**Passive / Natural Ventilation:**

Section Looking East
Integrated Passive & Active Applications

What

Sustainable Design
Integrated Passive & Active Applications

1. Adaptive Reuse of MLK and Chavez
   Clear commitment to resource conservation and the preservation of cultural memory. Replace 50 - year - old MEP equipment with new energy efficient systems.

2. Solar Harvesting
   Roof canopies and shade structures clad with laminated glass photovoltaic (PV) panels will provide both shelter and “power” for outdoor student spaces.

3. Green Roofs and Roof Gardens
   Green Roofs and Roof Gardens provide insulation, capture slow and filter stormwater, reduce the urban “heat island” effect and make the project’s sustainable approach visible.

4. Permeable Surfaces / Stormwater Management / Improvement Strawberry Creek
   Stormwater run-off is managed by increasing permeable surfaces to percolation, as well as capturing, filtering and storing rainwater and increasing percolation. This system’s linkage to Strawberry Creek creates awareness and educates people about the local environment and natural habitats.

5. Rain Garden
   A Rain Garden will be designed to slow and filter the Student Community Center storm water flows before discharging into Strawberry Creek.

6. Linking to Public Transportation
   A shuttle stop and transportation links pedestrians and cyclists to local, regional and international transportation.

7. Campus & Community Connectivity
   Pedestrian entrances and crossing paths are reinforced, visible, and designed to allow for impromptu social gathering.

8. High Performance Building Envelope
   Insulated Low - E glazing combined with appropriate shading applications filter daylight, reduce heat gain and energy consumption.

9. Water Use Reduction, Storage & Recycling
   Low - flow plumbing fixtures will reduce water use and waste water discharge by 40%. Rainwater will be captured on roof and plaza surfaces, stored in an underground cistern and re-used for irrigation.

10. Materials & Resources
    Recycled, regional materials with low VOC content limit overall energy footprint and improve Indoor Air Quality.

11. Daylight & Lighting
    Design to allow and control daylight access. Incorporate occupancy sensors and controls to reduce artificial lighting demand as much as possible.

12. Climate Control
    Design and incorporate passive ventilation strategies, i.e. operable windows, shading and glare control, provide sufficient fresh air circulation and optimize comfort for building occupants.
Existing Condition

Accessibility

What
Entries to the plaza and its buildings will be redesigned so that they are made accessible to everyone.

- New path, ramp, and elevator at the northeast corner near Ludwig’s Fountain
- New path and ramp at northwest corner between Zellerbach and Chavez
- Improved paths and a new entry portal serving the transit center along Bancroft Way.
A Day in the Life of a Student
Students most-likely will arrive from the south side of campus by walking, riding the bus, or biking up to the busy block of Bancroft Way between Telegraph Ave. and Dana Street. Once there, they engage a vibrant street scene lined with commercial, campus, and civic facilities ranging from cafes, transit oriented retail, and venues for student-run organizations. There are accessible passageways with views into the plaza, Zellerbach Auditorium, the historic Chavez building, and the redwoods of Strawberry Creek beyond. These portals lead into the large plaza that is filled and ringed with a range of student centered activities such as dance, music, political discourse, dining, studying and meeting with friends.
A Day in the Life of a Student

Existing Condition: Intersection of Bancroft Way and Telegraph Avenue looking west
An active threshold between campus and community

1 Proposed: A 4-story Eshleman Replacement Building steps down hill along Bancroft Way while a 2-story addition to the renovated MLK building is in the foreground.
Existing Condition: Entrance to Plaza along Bancroft Way at Telegraph Avenue looking north
An accessible gateway

Proposed: A pedestrian bridge connects MLK (right) to Eshleman Replacement (left).
A Day in the Life of a Student

Existing Condition: Passageway through Eshleman from Bancroft Way looking north
An active threshold between academics and commerce

3 Proposed: Entry Portal through Eshleman Replacement from Bancroft Way looking north at Zellerbach façade.
What

A Day in the Life of a Student

Existing Condition: View is looking north towards the Campanile from Lower Sproul Plaza. Chavez building is at left, MLK building is at right.
Proposed: Student Community Center Plaza with green terrace in front of Chavez at left and 2-story addition to MLK at right.
A Day in the Life of a Student

Existing Condition: MLK food court at Plaza level looking north
Proposed: MLK addition features a 2-story indoor-outdoor lounge for meeting, studying, practicing, or performing.
What

A Day in the Life of a Student

north-east birds-eye view
Students will also approach the Student Community Center Plaza from the north returning home from the school day or as part of the course of their daily travels on campus. The SCC Plaza is more of an attraction now that its open space becomes visible from Sproul Plaza as one walks south from Sather Gate toward Ludwig’s fountain. The additions to MLK and the Eshleman Replacement building are limited in size so as to maintain the existing roof line of MLK and to allow more midday sun to enter the plaza during the school year. Wayfinding is improved since a portion of the existing south-facing terrace at Chavez has been cut back enabling the restoration of a strong axial relationship between the two entries of Haas Pavilion and Sproul Hall.
Existing Condition: Looking southwest from Upper Sproul Plaza, the view into Lower Sproul Plaza is blocked by a one-story portion of Chavez. MLK is at left, Eshleman beyond.
Proposed: Existing one-story portion of Chavez is cut back to reveal a welcoming view into the new Student Community Center Plaza. This new expansive view includes a glimpse of Bancroft Way through the entry portal of the Eshleman Replacement building.
A Day in the Life of a Student

Existing Condition: View is from Lower Sproul Plaza looking south between MLK and Eshleman to Sather Lane across Bancroft Way. MLK food court outdoor dining is at left.
Proposed: MLK addition at left features a terrace off Pauley Ballroom that bridges over to the Eshleman Replacement Building.
A Day in the Life of a Student

Existing Condition: Looking southeast from Lower Sproul Plaza's northwest corner. MLK is at left, Golden Bear sculpture is in foreground with Eshleman at right.
Proposed: Green terraces in the plaza invite people to sit, relax, and engage the green ribbon landscape that extends from Strawberry Creek.
Existing Condition: Service court and plaza steps at north side of Zellerbach looking east towards Chavez, Sproul Hall, and MLK.
Proposed: Restored pedestrian path is on axis between Haas Pavillion and Sproul Hall (distant). Storm Water Filtration Garden is in foreground.
Program Vision
- Maintain Student Centered Focus
- Celebrate Leadership
- Integrate Sustainability
- Maximize Utilization
- Build an Implementable Strategy

Master Plan Goals
- Adapting and Rebuilding
- Linking and Integrating
- Creating Flexibility
- Shaping Movement
- Building Identity
- Preserving & Commemorating
- Strategic Implementation

Campus Scale
- Walking Distance
- Bicycle Routes
- Watershed

District Scale
- Site Analysis
- Microclimates

Sustainability
- Lower Sproul Student Center Today

Historic Significance
- Commemoration
- Preservation
The Student Community Center aims to support a variety of program types by bringing them together into one location. This arrangement affords the students convenient one-stop shopping which could go a long way in helping them navigate through the various academic and social challenges they face. The idea, as shown in the bubble diagram on page 22, is to have a congregation of key student programs sharing a variety of spaces such as living rooms, lounges, meeting rooms, outdoor terraces, and cafes. In addition to having programs that generate revenue in order for the SCC to be sustainable and long lasting there also needs to be active day and nighttime use including late-night or “24/7” type operations as much as possible. Such a mix of program elements is what is necessary in an attractive center where the students can be comfortable, relaxed, and feel welcome.
Maintain Student Centered Focus

- “Make Big Berkeley small”: Provide clear pathways for logistical support in a welcoming environment
- “One-Stop Shopping”: Provide a centrally located resource for student help and direction
- “Mix of retail and student programs”: Create synergies between public serving retail spaces and student programs.
- “24/7 uses”: Promote program activities that have extended hours of operation to meet demand and maintain the center’s viability.
- Make visible student-initiated creative activities
- Balance group and individual identity: Provide opportunities to build identity of individual departments within the larger student center and campus environment

Celebrate Student Leadership and Identity

- Support the legacy and evolution of the center’s role in the free speech movement
- Support cultural diversity and multi-cultural awareness

Integrate Sustainability

- Reinforce and display sustainable design measures and practices as a critical component of the university’s educational mission

Maximize Utilization

- Allow for multiple uses in combinations of private and public spaces
- Provide shared resources for student organization use
- Create flexibility for outdoor programs of varying scales and venue criteria

• Provide “pop-up” retail opportunities to serve the seasonal needs of the student community

Build an Implementable Strategy

• Include revenue generating retail for necessary cash flow
• Provide a range of phasing strategies to accommodate evolving needs and resources
The goal of this study is to shape an implementable vision for the Student Community Center that is rooted in both physical and programmatic planning criteria, with consensus from key campus administrators and student representatives. This study forms the foundation for subsequent programming and design development phases. The master plan and feasibility study along with supporting documents will form the basis for the upcoming SCC fee referendum in spring 2010.

1. **Adapting and Rebuilding** – to transform a fabric of underutilized spaces (interior and exterior) to meet evolving student needs and aspirations
   - Assess existing buildings and open spaces
   - Adaptive reuse and addition
   - Rebuild where necessary

2. **Linking and Integrating SCC to Campus, City and Region** –
   - Linking and Integrating Campus and City / Region
   - Integrating Sustainable infrastructure and systems
   - Transparency: Visual and Physical
   - View sheds to and from SCC
   - Adjacency to supporting program elements

3. **Creating a Flexible Mix of Uses** – to build a synergy of complementary programs, services and gathering spaces
   - Diversity of adjacent uses maximize the intersections between program entities.
   - Adaptable loft spaces allow for flexible planning and evolving
   - Nested scales of proximity and adjacency
   - Shared resources
   - Circulation / Movement

4. **Shaping Movement** – to reinforce & recast existing movement patterns and maximize opportunities for visibility, identity and gathering
   - Security
   - Encourage 24 / 7 occupation
   - Transit
   - Service
   - Pedestrian
   - Bicycle

5. **Building Identity at Multiple Scales** – to balance individual and group identity
   - Create inclusive community space
   - Intersections between Public and Program / Dept assignable space
   - Create places of refuge and prospect

6. **Preserving and Transforming Cultural and Natural History** – to respect the legacy of Lower Sproul Plaza while integrating 21st century innovations in sustainable design
   - Reinterpret MLK and Chavez to achieve original aspirations
   - Restoration
   - Preserve Historical Markers (FSM)
   - Maintain Plaza (serve public gatherings / FSM)

7. **Strategic Implementation** – to assess and identify opportunities for maximizing value while leveraging shared resources
   - Economic Vision: Investment in Student Space and Retail Revenue Generation

Several common goals for activating the Student Community Center emerged from the workshops and meetings:
   - Provide access to services, food / café and study centers on a 24 hour 7 day per week basis
   - Create space for student driven initiatives such as storefronts for bike repair or a bicycle sharing program and flexible retail spaces responsive to seasonal needs or student initiative
   - Include educational features that help foster collaborative learning
   - “One stop shopping” for students and visitors
Walking Distance

- Student Community Center is within a short walking distance to most points on campus
- SCC is centrally located between campus and student housing and student services
- SCC is conveniently located within walking distance of public and campus parking lots and structures
- Sather Lane, a retail lined mid-block pedestrian alley, channels students, visitors and commuters directly into the heart of SCC
Bicycle Routes

- Berkeley encourages bicycle commuting with a network of bicycle lanes and parking options
- Lower Sproul Plaza is a major gateway between city and campus bicycle paths
- Bicycle shops for service and supplies are desired by students
- For safety and convenience bicycle parking should be located near building entrances
- Underground or less visible bicycle parking has been unsuccessful due to perceived safety concerns
Watershed

- Strawberry Creek bridges regional influences (watershed and micro-climate) with a range of core campus open spaces and buildings including LSP.

- The watershed of the south fork of Strawberry Creek originally extended south to Bancroft at Telegraph. Any redevelopment of the plaza should make this natural process more evident.

- Visual and infrastructure connections between the LSP and Strawberry Creek should be identified, clarified and celebrated.
Site Analysis

- A constellation of student services and programs are clustered in adjacent buildings
- Lower Sproul Plaza is located within a transitional zone between campus and city
Site Analysis

Existing Lower Sproul Plaza - District Bird's Eye
Micro Climates

Lower Sproul Plaza lacks a range of micro climate zones to enhance pedestrian comfort

- Adjacent spaces at Upper Sproul Plaza provide a range of micro climate choices
- Lower Sproul Plaza offers only two micro climate zone choices: sun and shade
Upper Sproul Plaza is typically sunny - trees provide shade and choice

Large paved areas in LSP are uncomfortable for informal gatherings

Tall buildings on three sides shade a portion of LSP all day
Lower Sproul Student Center Today

Restoration of Strawberry Creek initiates UC commitment to Sustainability
The restoration of Strawberry Creek began in 1987 and is now an international example of urban creek restoration. Strawberry Creek is now a unique natural environment with views, riparian and wildlife habitat and meandering walking paths for students and the campus community. It is an everyday reminder of the fragility of nature and the importance of sustainable design to balance man’s impact on the environment.

Opportunities for improving linkage to Strawberry Creek

- **The Student Center is isolated from the Creek Environment.** Strawberry Creek severely flooded in 1962 after which UC Berkeley implemented flood control measures. Design and construction of the Student Center, completed in 1968 reflects this defensive reflex with the result that the creek is isolated and largely invisible from Lower Sproul Plaza.

- **Storm water flows to Creek are hidden.** As the South Fork Strawberry Creek flows westward, its watershed extends south to Bancroft Avenue at Telegraph. This no longer evident. Storm water from Student Center buildings and plazas is piped and unceremoniously released into Strawberry Creek.

- **Visible Connections**
  The lack of connection to the creek has been exacerbated by insensitive changes over time. Windows which originally allowed light and views of the creek into the garage level spaces have been walled in. The reprogramming of Chavez from dining commons to office space has resulted in a warren of closed offices and hallways.

Restoring a Sustainable Vision

- **Transit**
  Regional buses and campus shuttles (over 450 per day) provide a lifeline of foot traffic along Bancroft. The Student Center is centrally located making the BART station, student housing and services and most points on campus within easy walking distance. However transit users would be better served by sidewalk adjacent shelter, retail and amenities.

- **Connectivity and Visibility**
  Wayfinding, building entrances and pedestrian paths need improvement to encourage active use by students and community. Although the Student Center is conveniently located midway between Sather Gate and Haas Pavilion most prefer to walk around rather than through Lower Sproul Plaza.
• **Adaptive Reuse / Cutting Edge 50 years ago**
  While originally conceived to be modern, open and efficient, the Student Center is showing its age and falls short of its original aspirations. Interior space planning is dominated by enclosed offices rather than more flexible open plan layouts. Adaptive reuse of buildings, where possible, would help preserve historical/spatial memory, allow ongoing use and save resources and expended energy over demolition.

• **Building Systems and Thermal Envelope need replacement**
  New insulated materials and technologies would greatly improve the energy performance of building skin and glazing. High performance insulated glazing units would maximize daylight opportunities and moderate heat gain and conditioning loads. New building systems and smart controls are more energy efficient and compact.

• **Visible Sustainable Elements**
  With the exception of Strawberry Creek, environmental education opportunities for students and the campus community are limited or not readily visible.
Why Sustainability
Existing Site Assessment

1. **Outdated Systems**
   50 year old equipment is functional but are space and energy inefficient compared to new generation equipment. Plumbing fixtures should be replaced with water saving models.

2. **Solar Harvesting**
   Photovoltaic (PV) Panels are installed on MLK roof, but are not visible to students or visitors.

3. **Stormwater**
   Roof and Plaza drainage is piped and unceremoniously released into Strawberry Creek.

4. **Impermeable Hardscape Plaza**
   Lower Sproul Plaza and upper terraces are fully paved.

5. **Open space around Alumni House does not create linkage between Sproul Plaza and Strawberry Creek**
   This area is physically and visually isolated from the plaza and discourages easy east-west movement.

6. **Public Transportation**
   Public transit access is strong along Bancroft. BART station is 15 minutes away. Bicycle parking is insufficient, inconvenient or not perceived as safe.

7. **Campus & Community Connectivity**
   The depressed plaza at Bancroft and Telegraph isolates pedestrians from direct access to buildings and open space. Pedestrian routes and building entrances are not readily apparent.

8. **Inefficient Building Envelope**
   Uninsulated glazing and exterior walls provide poor energy and acoustic performance.

9. **Climate Control**
   Lack of operable windows deny occupants natural ventilation and energy savings on days with temperate weather.

10. **Eshleman is a poorly located and inefficient building**
    Eshleman keeps Sproul Plaza in shadow for much of the day and its interior is not conducive to flexible use by student organizations.
Designed by Hardison and DeMars with Lawrence Halprin, the existing California Student Center was completed in 1968 following 20 years of phased design and construction. At the time it was hailed as an award winning example of campus planning. Patterned after the Piazza San Marco in Venice, Italy, a variety of buildings with a range of surface textures and materials were positioned around a large open plaza to create a vibrant pedestrian space for students, faculty, and visitors. Initially cast as a memorial student center with a program that commemorated those who served in World War II, the completed plaza and buildings contained a cafeteria (Chavez), auditorium (Zellerbach), student activities building (King), and a student office building (Eshleman).

For many years the buildings and plaza functioned as intended with a healthy cross circulation of pedestrians and a range of activities from small dance troupe practices to large rallies and concerts. In 1989 the cafeteria / dining commons was given over to administrative offices and student academic support services that had been displaced from other locations on campus. This change in program mix lessened the amount of foot traffic in the plaza to such a degree that the area has become a bleak and underutilized space. Over 40 years have passed since the complex’s opening concert at Zellerbach Auditorium yet, few changes have been made to keep up its vitality and so Lower Sproul continues to be a neglected, almost void space at the center of campus.

The highly praised project, both during and after construction, is a strong example of postwar American college and university architecture. Breaking from the norm set by other prominent student unions of the day where single buildings would be set in isolation amongst a lush landscape, the existing California Student Center was designed as a dynamic urban space to deliberately link the pastoral campus with the unpredictable vitality of the Berkeley community. Avoiding the negative aspects of the popular “Brutal-
Why

Historic Significance

The existing center retains most of its historic fabric and setting and is still able to convey a feeling of 1960’s era California when the state could afford to build large public works projects. There continues to be an association with historic events, such as the rallies and demonstrations of the Free Speech Movement.

Preservation

The following points highlight the new Student Community Center’s efforts to preserve the cultural memory and respect the original design vision:

- The Lower Sproul Plaza Complex was completed in 1968. It is almost 50 years of age, a basic threshold for consideration of historic significance.
- Character defining features of the Vernon DeMars designed buildings; Chavez, MLK and Zellerbach, may remain intact in the revitalized Student Community Center.
- Building additions and deletions will respect and complement the original design. Existing insensitive physical modifications and program changes will be addressed where feasible.
- Required seismic upgrade and/or code compliance work will likely impact interior spaces in MLK and Chavez. Such impacts are noted for MLK in a 2006 feasibility study and similar impacts may be expected for Chavez, its two story atrium in particular.
- The renovated plaza will remain primarily hardscape to serve as an outdoor forum for public gathering and debate
- Architecturally significant spaces, such as Chavez Atrium, MLK’s Main Lobby, Pauley Ballroom, and the Tilden Room will be retained in their original appearance as closely as possible.

* Other significant site features and public art works, such as the concrete bas relief by Emmy Lou Packard, the strap iron sculpture by Robert Howard, and the Golden Bear sculpture by Tom Hardy on a column by Vernon DeMars will also be preserved and integrated into the new Student Community Center

Commemoration

- The Free Speech Movement will be commemorated with markers and plaques and its legacy will be maintained through programs accommodating student centered gathering.
- Original Design Visions will be reinterpreted and improved using new, forward thinking materials and systems.
IV - How
Building A Shared Vision

Process
- Gathering
- Weaving
- Implementing

Student Workshops
- Student Participation
- Sustainable Design
- Pre-Programming

Implementation
- Cost
- Phasing
Previous studies had been conducted since 1994 that served to inform the current master planning and feasibility study, the goal of which was to develop a preferred scheme into an overall master plan with consensus from key campus administrators and student representatives. The master plan is to then be put to a student fee referendum in spring 2010. The feasibility portion of the study defines the scope of the renovation work through building and utility systems surveys, various technical assessments, phasing plans, and a pair of reconciled cost estimates.

Beginning in September 2008 the design team followed a work plan that outlined a sequential process of Gathering, Weaving, and Implementing.

**Gathering:** Information was collected from previous master planning studies and assessments of existing conditions through review of existing documents and firsthand site visits. Building from information gleaned from the previous 14-year period of studies enabled the design team to quickly gain critical insights into the opportunities and constraints of Lower Sproul.

**Weaving:** Master planning principles were established based on analysis of existing conditions and direct feedback from students and administrators through meetings, interviews, and workshops. Conceptual Design proposals were tested against these principles such that a preferred scheme emerged.

**Implementing:** The preferred scheme was then tested for its feasibility such that issues of constructability, code compliance, phasing, and cost have been analyzed to the degree possible given the preliminary nature of the conceptual design scheme. The ultimate goal of this phase was to ensure that the study reflects the values and vision of the student and administrative representatives.

A series of workshops involving both student representatives and campus administrators were held from Fall 2008 through Spring 2009.

**Student Workshop #1**
Initial Master Planning Principles were reviewed:
- Student Centered – primarily for student culture and community
- Identity – reflect unique UCB qualities
- Ecology – sustainable design strategies
- Flexibility – can grow in phases and change
- Feasibility - implementable

Emerging Design Principles were proposed:
- Campus Connections: enhance visibility
- Transparency: see and be seen
- Microclimate response: more green space with choices for sun/shade
- Flexibility and Growth: create a flexible armature for performances and increase areas for study, storage, and dance
- Way-finding: increase visibility of student groups
• Pedestrian movement: draw people into the plaza

Students were asked to rank a set of eight initial program elements:
• Congregation
• Support
• Entertainment
• Service
• Food
• Retail
• Graduate Student Center
• Multicultural Center

It was noted that the elements of Congregation, Support, Service, Graduate Student Center and Multicultural Center appeared to be the most desirable. Food and Retail were not ranked as the most desirable elements, but were confirmed by the students as being important to the center nonetheless.

Students also broke into two groups and generated responses to a set of questions about the existing conditions of Lower Sproul and what should be changed.

**Student Workshop #2:**
Master planning principles that had emerged from previous meetings and interviews were reviewed reaching consensus on key principles.

The group also tested site planning and building massing strategies by placing foam blocks and colored paper onto a site model. Together the architects and the students identified physical planning features to be considered.

**Sustainable Design Workshop:**
Students working in groups at tables prepared a series of lists and diagrams that highlighted various sustainable design initiatives. Specific features were categorized as follows:

**Design**
- Porous facades
- Public Art
- Retail
- Site Planning
- Landscape

**Transportation**
- Slow cars on Bancroft
- Promote bus ridership
- Facilitate bike use

**Food**
- Organic
- Local
- Less meat
- Compost

**Habitat**
- Collect rainwater
- Use local sustainable materials
- Conserve water

**Community**
- MCC
- Anticipate growth

**Energy**
- Conserve
- Passive / wind & sun
Waste
- Reduce and recycle

Miscellaneous
- Scream sustainability!

The project’s sustainable design features are in direct response to the goals and desires highlighted in the Sustainable Design Workshop.

Student Workshop #3:
A master plan framework with conceptual design options were reviewed as well as a preferred conceptual design scheme. Issues of concern were identified.

Pre-Programming Workshop #1:
Identified and prioritized program elements rating the importance of program activities and the qualities of place. Participants identified the desired program “wish list” including “public” spaces and associated qualities and experiences.

Pre-Programming Workshop #2:
Reached consensus on a set of Guiding Principals or Vision Statement for the new Student Community Center project such that it would be supported by the student body in a fee referendum.

Key master planning principles emerged for the series of workshops:

- Identity: Reflects unique UC community of multicultural inclusiveness
- Community: Is primarily “Student centered” both in program and design
- Ecology: Reflects and displays sustainable practices while using a design strategy rooted in ecological principles
- Growth: Creates a “flexible armature” for a range of programmatic activities that allows for growth and change
- Implementation: Builds a framework of achievable goals and confirms that the Master Plan/Feasibility Study initiatives can be phased to meet funding
- Program synergy: Supports synergy between program elements and multifunctional spaces
- History: Respects and highlights the site ‘history’ (i.e. free speech movement)
- Transparency: Promotes transparency and access to and between services (See and be seen)
- Campus / City: Balances connections to the fabric of the campus and city.

Student Workshop #4:
Identified spaces students like on campus that they would also like to see in the SCC.

Some common proposals for activating Lower Sproul also emerged from the workshops and meetings:

- Having access to services, food / café, and study centers on a 24 hour 7 day per week basis
- Creation of space for student driven initiatives, such as storefronts for a bike sharing program or temporary retail for seasonal needs
A series of workshops involving both student representatives and campus administrators were held from Fall 2008 through Spring 2009. The “tossing of the Oski Bear” was used as a touchstone for full participation.
Cost

A cost plan to determine a construction budget for the preferred scheme has been developed based on architectural drawings (plans, sections, and perspectives), narratives from the design team, discussions with the architect and engineers, and comments from UC Berkeley. The proposed construction budget is based on current market conditions as of June 19, 2009 and assumes a general contract will be competitively bid with a qualified general contractor and subcontractors. The budget figures listed below cover "hard" construction costs of the buildings and plaza only and do not include "soft" costs such as design fees or fixtures, furniture, and equipment (FF&E). Please see the separate Feasibility Cost Plan dated June 19, 2009 by Davis Langdon for a complete breakdown of costs with a listing of inclusions and exclusions.
Phasing
At this time there are significant limits to available funding making it necessary to prioritize the project’s components into logical phases of construction. To determine the best ordering of these components the project site was divided into different areas of work and designated as parcels:

Parcel A:
• Eshleman Hall demolition
• Eshleman Replacement Building
• Renovation of a portion of plaza deck that was connected to the existing Eshleman building
• Renovation of a portion of the plaza structure at the garage west entrance to allow 13’-6” high box trucks to enter

Parcel B:
• MLK renovation
• MLK addition
• Renovation of a portion of plaza deck that was connected to the existing MLK building

Parcel C:
• Plaza renovation
• Garage structure renovation

Parcel D:
• Renovation of existing Chavez building

Parcel E:
• Storm Water Filtration Garden

Parcel X1:
• Rebuilding of ramp to parking garage so that longer trucks can enter

Parcel X2:
• Rebuilding of steps and constructing a ramp to provide an accessible entrance for the pedestrian path coming up hill from Haas Pavilion

Parcel X3:
• Rebuilding of steps and constructing a ramp to provide an accessible entrance from Upper Sproul Plaza into the renovated Lower Sproul plaza
• Installation of a new three-stop elevator in place of an abandoned stair at the northeast corner of the plaza.

The parcels listed above are grouped and ordered into phases with user safety, student services, and revenue generation as being among the highest priorities.

Phase 1: (Includes Parcels A, X.1, X.2, and X.3)
This begins with a tearing down of the existing seismically “poor” Eshleman building and constructing a safer replacement building that provides a facility for revenue generation and student centered services. Temporary and demountable performance and shade structures are installed in the plaza, new ramps and steps are constructed at the northwest and northeast corners of the plaza and a new three-stop elevator is installed in place of an abandoned stair.

Phase 2: (Includes Parcels B, C, and E)
It includes the renovation of the existing MLK building with a new two story addition and terrace that wraps the south and west facades. The existing Lower Sproul Plaza deck and supporting subterranean garage structure are renovated along with the removal and reinstallation of more permanent performance and shade structures on the plaza deck. A Storm Water Filtration Garden is also installed at the project boundary’s northwest corner.

Phase 3: (Includes Parcel D)
This phase includes a complete renovation of the Chavez building and involves some demolition at the east end and south terrace. These are strategic alterations that will open up dramatic site lines from the Plaza to Sather Gate, and Sproul Hall to Haas Pavilion.
Appendix

Bibliography


Esherick Homsey Dodge & Davis. *King Union Seismic Correction – Phase 1 and Phase 2 Cover Sheets*. G0.00. 2008


University of California, Berkeley, AC Transit BRT EIR. Berkeley, University of California, Berkeley, 2007.


University of California, Berkeley. Green Building and Clean Energy Policy


Master Plan / Feasibility Study Team

Buzz Yudell
Partner

Mario Violich
Principal in Charge

Jeanne Chen
Collaborating Principal

Richard Destin
Associate, Project Manager

Adam Padua
Senior Associate

Simone Barth
Associate

Consultant Team

Willett Moss
CMG (Landscape)

Steve Murray
KPFF (Civil)

Bret Lizundia
Rutherford & Chekene (Struct.)

Allan Daly
Taylor Engineering (Mech. & Plumb.)

Craig Oty
OMM (Electrical)

David Cobb
Davis Langdon (Cost)

Jim Carruthers
Brailsford & Dunlavey (Retail)