

San Francisco State University Master Plan



**San Francisco State
University Master Plan
2009 ASLA/NCC Merit Award**

To help it become the “nation’s preeminent urban university,” San Francisco State University drafted a campus master plan in 2007, accommodating a 25% increase in its student population through infill and renovation of its compact campus. WRT led the overall plan development, with Nelson\Nygaard leading the transportation aspects. The campus community and its neighbors readily agreed to the plan’s emphasis on ecological, economic and social sustainability, but many stakeholders raised concerns that campus growth would result in traffic congestion and parking scarcity.

SFSU addressed these concerns head-on by committing to no net increase in vehicle trips over the life of the plan. Instead, the university would invest in new housing, Transportation Demand Management, and bicycle, pedestrian and transit improvements. Nelson\Nygaard demonstrated that this commitment would not only address neighbors’ concerns, but also save the university money—it was less expensive to invest in transportation alternatives than to build new parking structures.

As part of the plan adoption process and environmental analysis document, Nelson\Nygaard helped SFSU and the City and County of

San Francisco negotiate a Memorandum of Understanding that included the university’s “fair share” funding commitment to mitigate the negative impacts of its growth upon the City. Rather than funding roadway improvements, however, the campus commits over \$2 million in transit improvements, along with an extensive list of programs and projects to minimize its vehicle trips.

The entire document is available at www.sfsu-masterplan.org.

Project Duration: 2005-Ongoing

Total Budget: \$500,000

Nelson\Nygaard Budget: \$99,920

For more information:

San Francisco State University
1600 Holloway Ave
San Francisco, CA 94132

Contact:

Wendy Bloom
415-338-383
wbloom@sfsu.edu
Jason Porth
415-338-3652
jporth@sfsu.edu