

# 1 | Introduction

One of 23 campuses in the California State University system, the California State University, East Bay (Cal State East Bay or CSUEB) main campus is located in Hayward, California. Cal State East Bay consists of its large campus in Hayward; a small campus in Concord, 35 miles to the northeast; and a small center in leased

## Purpose and Nature of the Document

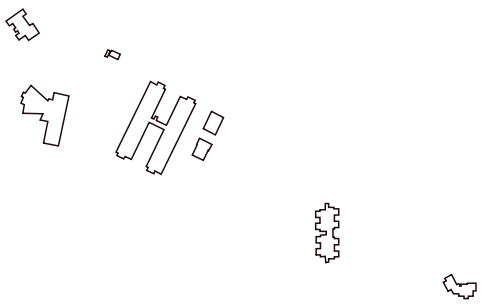
The campus master planning process provides the opportunity for an academic institution to reflect upon its past, consider its current condition, and create a vision for the future. This master plan for the Hayward campus of Cal State East Bay will help to define the physical resources needed to further the university's mission and goals, determine and prioritize physical improvements on campus, and coordinate the location of existing and future campus improvements to achieve a functional, attractive, and comprehensive design.

This master plan document provides a framework for future development by discussing enrollment, program and space growth, land use, open space, circulation and utilities. It is a long range plan, designed to direct the growth on campus for at least the next 20 years. This master plan is not a commitment to a specific project nor to a specific schedule for implementation of buildings, grounds, or utilities improvements. Rather, it is a guide to future patterns of development and is intended to provide a clear framework with considerable flexibility for responding to opportunities during the planning horizon.

In accordance with the California Environmental Quality Act (CEQA), the Master Plan is accompanied by a separate Environmental Impact Report (EIR). Volume I of the EIR is a "program-level" document, which examines the current conditions of the campus and assesses the potential impacts of overall long term development. Volume II of the EIR is a "project-level" document that analyzes two projects anticipated in the near term: Pioneer Heights IV and a parking

structure. Also discussed in both volumes of the EIR are alternatives to the proposed development plan and mitigation measures for identified significant impacts.

(below)  
View over Pioneer Heights II looking  
northwest, 2007.



## Organization of this Document

The Hayward Campus Master Plan is organized to provide background information, goals and strategies, and plan elements to guide campus development. The chapters of this document are:

- Planning Context
- The Vision for the Hayward campus
- Plan Framework
  - Sustainable Campus
  - Land Use and Site Development
  - Open Space and Landscape Framework
  - Access, Circulation and Parking
  - Infrastructure and Utilities
- Special Area Plans
- Implementation and Phasing.

## Planning Process and Participants

This master plan study has been crafted in close collaboration with the Master Plan Steering Committee, the City of Hayward, and a wide variety of university and community constituents. University administrators, students, faculty and staff in particular contributed considerable time and energy in many meetings reviewing and discussing data, concepts and plans, and provided valuable input and feedback.

The master plan process began with the arrival of the new president in 2006 and a series of Town Hall meetings to discuss the future of Cal State East Bay. This process resulted in the Framework for the Future, consisting of seven mandates to guide change at Cal State East Bay.

In the fall of 2007, a task force was formed to prepare an Academic Plan that was approved in early 2008. Throughout the fall this group addressed issues relating to regional demographic and economic trends, strategic opportunities to prepare the future regional workforce, desired characteristics of a Cal State East Bay graduate, and the role and mission of each of the Cal State East Bay campuses. The discussions of this group were important in informing the academic direction, enrollment, facilities planning and student life components of this Hayward Campus Master Plan.

A Steering Committee, consisting of faculty, staff, students, administrators and community representatives, was appointed by the President to guide the Hayward Campus Master Plan. The Master Plan Steering Committee met seven times over a nine-month period to review progress on the entire range of master plan topics. Their insights into the nature of the Hayward campus, the issues facing the faculty, staff and students, and their ideas for an improved campus were invaluable.

(opposite)  
The Hayward campus and surrounding neighborhoods (the area of campus not shown lying to the south is undeveloped open space)

