Acknowledgements

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Overview

"The mission of the arts in education derives from their special modes of thinking and contributions to human experience and achievement. Often transcending verbal and mathematical conventions, the arts involve unique ways of knowing, understanding, expressing, communicating, and creating."

UCSC Division of the Arts

Situated within an extraordinary natural setting (Figure 1.1), and supporting higher education that merits national attention, the Arts Division at UC Santa Cruz (UCSC) reflects the University’s commitment to the pursuit of both academic excellence and stewardship of the land. While these assets contribute to a truly unique Arts program, they bring with them an equally remarkable challenge – to accommodate continued growth and changing campus ideals, while maintaining a synergy of both place and program.

The UCSC Arts Area Plan examines the area of the UC Santa Cruz campus devoted to arts programs (Figure 1.2) and explores strategies to meet the challenges of growth. Arts programming includes the full range of instructional offerings, research endeavors and cultural events that benefit the campus and region, resulting in the dynamic UCSC Arts community. In 2004, The Arts Area Plan was initiated to consider long range planning and development and to confirm a site for the next capital project, the Digital Arts Research Center (DARC). With the DARC complete, the 2013 Arts Area Plan has been initiated as a result of planning for the new Institute of the Arts and Sciences (IAS). The current plan has been developed through a participatory process that included constituents from the Arts Division, the IAS Planning and Programming Committee, planning staff and the greater campus community led by the planning consultants, Walker Macy Landscape Architects.

Conceived of as a campus resource that will bring together students, faculty, visiting scholars and the public, the Institute is poised to bridge the intellectual landscape on the UCSC campus. The Arts Area Master Plan seeks to respond this unique programmatic goal, identify a site for the Institute of the Arts and Sciences, outline a phasing strategy that accommodates future programmatic aspirations and enhance communities between the Area and the campus.
Executive Summary

Plan Concept

In summary the Arts Area Plan is set forth to accomplish the following:

- Support a unique and cohesive identity for the UCSC arts community.
- Preserve space for future program development, clarify circulation patterns, and strengthen the connection of people to the greater campus landscape.
- Provide a physical organization that clarifies the spatial relationships among the public, teaching and research elements of the program as it is implemented over time.
- Identify a site for the Institute of the Arts and Sciences and a phasing strategy for subsequent projects.
- Identify an accessible pedestrian spine that links the upper and lower Arts Area, and organizes pedestrian flow to and from other areas of the campus.
- Create a central plaza to serve as both a formal arrival and the heart of a revitalized Arts Area.
- Modify existing circulation routes for cars, transit, bikes and service vehicles to reduce pedestrian-vehicular conflicts.
- Identify the “ecotone” between the redwood forest and meadow ecotypes as a defining feature of the Arts Area, setting it apart from other natural areas of the campus and proposing measures to enhance this unique feature as a signature element of the landscape concept.
- Identify potential building sites integrated with the landscape that preserve views and bridge the grade change between the upper and lower portions of the Arts Area.
- Highlight improved access and parking as key components of a successful community arts center; serve the Arts Area by formalizing a central “core” for drop-off, transit and event shuttles and; illustrate a strategy to accommodate parking for campus commuters as well as event attendees as the Arts Area grows.
- Allow the campus to project utility use and alignments for the Arts Area as it upgrades supporting infrastructure systems on an incremental basis.
- Consider, to the extent possible, the budgetary parameters as a planning determinant.
Introduction

The Arts Area is located on a unique and commanding position on the UCSC campus. Its hilltop setting looks down across open meadows to Monterey Bay and, on a clear day, the Monterey Peninsula. This area is home to a vibrant arts community that attracts world-class performances, supports emerging artists and encourages the development of the young student artists.

Considering the University of California as a whole, the institution has experienced expansion of student enrollment at a rate only encountered during the 1960s. At UC Santa Cruz, student enrollment is approximately 16,500 with enrollment anticipated to reach 19,500 over the next decade. In this context, the Arts Area Plan provides a framework to accommodate the needs and possibilities of this unique area of campus where the Santa Cruz community, students and faculty intersect. Compounding the potential for increased enrollment, student interest in arts-related disciplines remains strong. As the campus grows, the division anticipates 14% of the growth will be within its departments.

Figure 2.1: LRDP Key Map

Figure 2.2: 2005 LRDP Zones
Introduction (cont.)

As a guide for campus development, the 2005 Long Range Development Plan (LRDP) includes planning principles, guidelines and a land use map that locates areas for development and areas to remain in their natural state (Figure 2.1 and 2.2). Like the zoning map of a city's general plan, the LRDP identifies land use but does not include the kind of detail necessary to implement the phased and coordinated development of arts facilities. The Arts Area Plan is intended as a supplementary document to the 2005 LRDP that builds on its principles and informs decisions related to individual projects in the context of a comprehensive long-range vision. To date, development of buildings, roads, and paths in the Arts Area has been incremental. The Arts Divisional Plan, March 2002, envisioned a doubling of assignable square feet and recognized the importance of developing a plan to guide growth and to achieve an integrated Arts complex sensitive to the needs of the environment, the campus, and the arts community at large. In 2004, an Arts Area Plan was developed to assist in siting a new DARC building. This update to the 2004 plan incorporates the values established in the '02 Arts Division Plan while responding to the recently developed DARC building and current Arts Area development goals.

The Arts Area Plan considers the following elements of a phased implementation:

- The next Arts projects in the 10-year Capital Financial Plan
  - Institute of the Arts and Sciences
  - A new Film/Digital Media Building
- Expansion to Theater Program
- New theater loading dock canopy
- Build-out under the current LRDP

- Potential facilities not directly tied to enrollment;
- Circulation and Access/Parking.

Without being prescriptive, the Arts Area Plan describes a framework that accommodates future opportunities and is structured enough to create a cohesive arts complex. When all the elements are constructed, UC Santa Cruz will have a complete range of public facilities for teaching and scholarly research, as well as venues for performing, creating, exhibiting, and exploring the arts.
Through the planning process five goals were defined for the development of the Arts Area Plan:

1. Create a vision that defines a social and physical nucleus for the Arts and celebrates the vibrant and cohesive identity of the Santa Cruz arts community.

2. Strengthen the connection of people to the campus landscape by: preserving views, protecting primary landscape elements, and strengthening the relationship between interior building spaces and surrounding landscape.

3. Guide long-term growth in a manner that integrates existing architecture, clarifies circulation patterns, improves access, and protects and enhances the campus landscape.

4. Develop facilities for artists, students, staff, and visitors that expand on existing infrastructure and are easily maintained.

5. Make a plan for the Arts Area that engages the arts community and intensifies the experience of exploration and discovery.

The Arts Area Plan also addresses pedestrian movement and accessibility in both the vertical and horizontal dimensions in support of the 2005 LRDP principle to “promote a walkable campus”. The organization of bicycle and vehicular circulation needs to respond to public events access, service needs, and student movement through and into the area. In addition, the Arts Area interfaces with the larger Santa Cruz community, and therefore it is critically important that strategies for accommodating events and parking be addressed in the plan.

The plan provides a coherent framework for collaboration, interaction, and the smooth flow of faculty, staff, students, and visitors throughout existing and new buildings.

In addition to these goals and objectives, the Area Plan accommodates the following proposed facilities:

- The Institute of The Arts and Sciences
- A new film and digital media building
- Future expansion of the academic programs
- Proposed circulation and parking strategy

Artwork Across the Arts Area
Goals

Path Through the Redwood Grove at Northern Arts Area
Guiding Principles

In establishing an Arts Area that brings together the diverse and vibrant voices of the Santa Cruz and UCSC arts communities, the Arts Area Plan supports the following guiding principles:

Identity

- Create a new center for the Arts Division able to unite the division’s currently fragmented components, formally receive visitors, and draw from the diverse ecological systems that define the hillside Arts Area.

Circulation and Access

- Develop a circulation framework that will reinforce the Arts Area identity.
- Ensure ADA access between the upper and lower Arts Area and structure E-W circulation routes to connect entire Arts Area via ADA infrastructure.
- Ensure framework may be implemented in phases so as to preserve service access and infrastructure while able to develop along side the growing Arts Area.
- Ensure a planning framework that will accommodate future east-west cross campus vehicular circulation.
- Establish and reinforce the north-south pedestrian ‘spine’ that links the various Arts Division facilities.
- Clarify transportation infrastructure to decrease conflicts between service routes, vehicles, bicycles and pedestrians.
- Provide event and commuter parking as existing surface parking is displaced.

Open Space

- Maintain and enhance the four major campus landscape types represented in the Arts Area:
  - **Great Meadow:** This is one of the most memorable landscapes of the UCSC campus. This grassland is integral to the campus visitor’s entry experience. Development on the edge of the Meadow will be of a scale that preserves the delicate interface of grassland and Oak ecotone in keeping with the university’s goals to forever protect the meadow.
  - **Forest:** As Thomas D. Church stated in UCSC’s first LRDP, the trees on campus are “…great vertical elements of the topography having form mass and density against which to compose the architecture.” The campus was laid out originally to nestle within and preserve the existing forest.
  - **Oak Meadow Ecotone:** The stately oaks at the edge of the Great Meadow weaving between the Arts area plazas and buildings are the legacy of a pre-developed period.
  - **Ravine:** The wooded canyon within which Moore Creek flows, which also serves as a wildlife corridor.

- Embrace and re-enforce the oak ecotone at the proposed Institute of The Arts and Sciences site. Draw the Great Meadow plantings into the entry plaza as a defining ecology for the lower Arts Area.
- Create a central gathering plaza, surfaced with stone pavers, acting also as the Arts Area ‘front door.’
- Add minimal plantings along the central pedestrian spine. The campus is already so lush and the natural landscapes so simple and powerful, that no big gestures are needed beyond protecting existing trees.
Guiding Principles

Architecture

- Utilize existing buildings to create positive exterior spaces including a new central arrival plaza. The Music Center’s limited palate of materials should be considered when future buildings facing the new plaza are designed. Colors and materials that fit sensitively into the Great Meadow should form the backbone of the lower Arts Area development.

- Situate the proposed Institute of The Arts and Sciences to maximally preserve the ancient Oak trees at the edge of the meadow. Circulation within a critical distance from the trees (as defined by an arborist) is to be built on piers so as to reduce compaction and disruption.

- Ensure that new buildings open to and embrace the natural landscape.

- Ensure that new buildings framing the arrival plaza are arranged to allow ‘fingers’ of landscape to penetrate between structures. Because these buildings may be connected below grade, there is an opportunity for planted terraces to step between the buildings, maintaining public access and views. These secondary open spaces may prove to be important ways to integrate new buildings into the landscape.

- Ensure that the massing of new buildings does not overwhelm the existing scale of the Arts Area. Cutting buildings into hillside can reduce their bulk while preserving views and maintaining a desired density of program elements.

- New buildings should serve to knit together disparate collections of old buildings, and also ‘mask’ less desirable elements of existing structures.

- New buildings, especially those cut into hillsides, can be planted with rooftop gardens and terraces, which serves to blend the structures into the existing landscape.

- The scattered small buildings that comprise the Baskin Visual Arts Center could be redeveloped eventually with larger facilities of significantly increased density. Although certain facilities have been recently updated, the complex as a whole under utilizes the site. This hilltop location offers a prominent site for a ‘signature’ building, framing one side of the new north-south pedestrian spine.

- Ensure that new buildings preserve to the maximum extent possible the existing views from the Arts Area out to the Great Meadow and the Pacific Ocean in the distance. View corridors should be established and protected.

- There are three major viewpoints that should be considered: from the ARC with respect to the development of the east meadow; from the new building proposed for the hillside south of Baskin Visual Arts Center; and from the pedestrian spine descending the hill and the arrival plaza in front of the auditorium.

With the deliberate application of these principles, the UCSC Arts community promises to fulfill its goal of creating an extraordinary Arts Area campus that celebrates the visionary pursuit of artistic exploration and articulates the strength of those that pursue it.
Walker Macy Landscape Architects and Planners was selected in late 2002 for the Arts area planning effort and called back in March 2013 to update the Arts Area Plan. The interactive design process began on April 24, 2013, with a core committee meeting including representatives of the Arts Division, Physical Planning and Construction, Capital Planning and Transportation and Parking Services. The design team evaluated the analytical documentation produced for the 2004 plan and amended findings to reflect the recent development of the DARC. Responding to deviations from the 2004 plan in the development of the DARC, the committee considered preliminary planning alternatives for establishment of an Arts Area with a unique identity.

The ideas generated at the first meeting centered largely on site selection for the pending Institute of The Arts and Sciences. Feedback from this early session was central to the identification of 4 potential development sites and, over the next six weeks, the development of schemes exploring the placement of the Institute within the context of the Arts Area Plan. Following preliminary design presentations on June 6-7, 2013 to the IAS Planning and Programming Committee and Design Advisory Board, the design team and committee representatives collaborated to further refine the plan responding to concurrently developing programming information for the Institute.

Walker Macy worked with the IAS Planning and Programming Committee through the course of two additional work sessions on June 24 and July 15 during which time site selection was narrowed down to two preferred locations. On Aug. 9, 2013 the newly generated design was again presented to the Design Advisory Board yielding some detailed refinements and setting the stage for university review.

This document reflects the outcomes of this participatory process and records the directions and possibilities that were identified at the time. The participants acknowledge that conditions and opportunities change over time and believe this updated 2013 Arts Area Plan embodies key and fundamental planning principles that will serve the campus well as the plan is implemented. The participants and design team urge the campus to re-examine the plan periodically to maintain its relevance and utility.
The Great Meadow South of the Arts Area Sweeps Up The Hillside
Existing Conditions

Context

Situated in the rugged hills above Monterey Bay, the University of California Santa Cruz is gifted with a campus of unique and striking beauty. Given the region’s position at the hinge between the northern and southern California ecotones, the campus landscape hosts a unique diversity of flora and fauna. Founded on 2,000 acres of the original Cowell Ranch, the 600 acres of campus development is located in a landscape marked by rolling coastal grasslands, redwood forests and oak dominated ecotones. The campus offers a diversity of landscape experiences that range from deeply shaded forest glens to striking open views to Monterey Bay and the Pacific Ocean beyond.

The landscape of UC Santa Cruz is at once its greatest asset and its most significant challenge. With an elevation gain of 500 vertical feet from the main southern entry to the property’s northern most edge, the landscape is deeply scored by the north-south watersheds of Cave Gulch, Moore Creek, and Jordan Gulch. Combined with the sweeping southern meadow, dense forests, and fragile ecotones, these dramatic canyons represent a key force behind the historic and continuing development of the UCSC campus.

The 2005 LRDP identifies the Arts area as part of a “community access area” for UCSC and remains a primary gathering place for the University community (Figure 6.1). In addition, its position at the southern extreme of the campus core, adjacency to the primary road system, and wealth of community focused events, makes it ideal as a formal “welcome mat” for visitors to the campus.
Environmental Character

The Arts area encompasses four of the primary campus landscape components – canyon, forest, meadow, and ecotone - as identified in the Physical Design Framework. These landscape components not only support the environmental diversity of the campus, but also serve as key determinants in guiding the growth patterns of the campus’s built environment.

Bordered to the west by Moore Creek and to the east by Jordan Gulch, the Arts area takes much of its character from its placement between these two major ravines (Figure 6.2). Much like a classic European “hill town”, the Arts Area spills down the coastal terraces framed by these two watersheds, terminating at the meadow that marks the Arts area’s southern boundary. Moore Creek and Jordan Gulch not only serve as significant organizing elements for the campus, but also act as critical wildlife corridors, channeling wildlife movement from the northern grasslands and chaparral, through the evergreen forest, to the Great Meadow marking the southern portion of the University.

The northern edge of the Arts Area lies within the redwood forest. These forests contain towering redwoods that dwarf adjacent roads and buildings, contributing to the unique character of UCSC in which the landscape visually dominates the built environment. Existing structures have, for the most part, been knit into the forest. As the Arts area terraces to the south, the dense forest gives way to clusters of oak and pockets of manicured campus landscape, ultimately terminating at the Great Meadow.

The Great Meadow positioned just South of the Arts Area is critical in many aspects: biological diversity, historical reference, and for the sense of open expansive relief from the dense forests above. Through the years, the meadow has been largely protected from development and has now become an icon for the campus. It is one of the great legacies of the founders of UCSC who decided to focus development in the forest and at the edge of the open meadows. Tracing the outline of the meadow is one of the most fragile and dynamic landscapes found on the UCSC campus, the oak-meadow ecotone. Here, as the dense forests give way to the meadow, narrow stands of mature oaks provide filtered views out into the meadow and add another layer of ecological complexity.

Supporting these diverse habitats is an equally complex geological foundation. Underlying much of the developed UCSC campus is a karst/schist substrate. The cavities characteristic of karst result in the appearance, and disappearance, of anomalies such as the two known sinkholes found within the Arts Area. The underlying geology of the campus has implications on erosion and stability, discouraging the construction of buildings on slopes greater than 20%. Buildings on sites undertakon with karst are designed with enhanced foundations and may require soil grouting to fill voids in the substrate.

Topographic change across the site presents further challenges with elevations ranging from 620 to 720 feet above sea level. The occurrence of two moderately sloped terraces has localized development into separate north and south clusters each with an average grade separation of 50 feet, raising issues of accessibility and connectivity between the upper and lower portions of the Arts Area.
Environmental Character

Figure 6.2: Elevation Diagram
Architectural Character

The architectural character of the Arts area is diverse and strongly organized around programmatic themes such as theater, music, and studios for sculptural and visual arts. Within each discipline, building clusters reflect the time period in which they were constructed, as well as respond to their internal programmatic needs (Figures 6.3 & 6.4). These various time periods are also reflected in different building relationships to site and landscape. Certain programmatic requirements also have corresponding effects on a building’s relationship to its site and to passersby. Theaters and performance spaces necessarily have less fenestration, resulting in blank walls that require careful architectural treatment.

In the northwest corner of the Arts area, Building Type A houses the theater components of the Arts program. The white stucco buildings reflect the programmatic needs of large enclosed stage areas with an emphasis on back-of-house activities and heavy service needs. The bold forms are a dramatic contrast to the surrounding redwoods and the loose organization of the design responds to the confines of the forested UC hillside.

Building Type B, including both the Media Theater in the upper Arts Area and the Music Center in the lower Arts Area, begins to add a more contemporary style of architecture within the Arts Area. Constructed of split-face beige concrete block, these buildings are sited to respond to the low hills and meadow context and respect the view corridors of the buildings to the north. The architecture turns largely inward, drawing on framed open spaces and exciting internal courtyards for natural light. While these enclosures create a series of outdoor spaces that sponsor impromptu engagements, the architecture greets visitors with expanses of blank walls and open service areas.

Building Type C, the Baskin Visual Arts Center, is a collection of individual studio buildings of grey wood siding organized in a village complex with structures positioned to capture natural light and create small internal working courtyards. The classroom and office space centers on a grassy court which is characterized by a veil of ancient Oak trees.

Building Type D, represented by the Academic Resource Center (formerly the Student Center) brings to the Arts area the most fluid architectural connection of interior and exterior space. The Center is clad in cedar shingles in an effort to blend into the natural palette of forest and meadow. Multiple windows capture views and natural light, while a permeable ground floor exhibits trellised walks and an open courtyard that orients visitors to the Great Meadow to the south.

Building Type E, represented by the Digital Arts Research Center, is the first construction following the 2004 Arts Area plan. Using a combination of wood and metal facade, this southern exposure building maximizes its view of the UCSC context. The interior displays exposed concrete, duct work and piping and showcases a large flexible space supported by natural lighting, highlighting its relationship to the outdoors.

Figure 6.3: Building Types
Existing Conditions

Architectural Character

Figure 6.4: Existing Architectural Character
Vehicular Circulation

Targeted as a primary area for campus-community interaction, the Arts Area requires clear easy access from primary circulation routes and readily available parking that supports not only daily commuters, but also large-scale public events. Typically, visitors to the Arts Area arrive through the university’s west entry on Empire Grade, proceed up Heller Drive, and enter the Arts Area via Meyer Drive. Once within the Arts Area, parking is primarily limited to the existing surface parking lot adjacent to the Music Center.

Currently, the geographic center of the Arts Area is a 200-space surface parking lot, which is not an ideal use of land for a core site that has the potential to link disparate collections of buildings. Correspondingly, this Arts Area master plan embraces the relative ease of construction on this flat site within the hillside campus.

While Heller Drive provides motor vehicle access from the west campus, access opportunities from the east side of campus are severely limited (Figure 6.5). Given a lack of east-west connections across the central campus, visitors entering along Hagar Drive must continue north, only to circle west on McLaughlin Drive, and return south again to reach Heller Drive. Those taking advantage of parking opportunities at the East Remote Lot for Arts events, find themselves relying on lengthy shuttle routes, which must also circle north and return south to reach the Arts. Additional surface parking at the Hahn peninsula requires the same circuitous shuttle route or a lengthy, non-accessible, pedestrian route past McHenry Library to reach the Arts Area.

The Arts Area planning process presents an opportunity to the larger university community by embracing what has been a decades old consideration to bridge Jordan Gulch. The provision of a E-W vehicular bridge from the Arts Area to the Hahn peninsula and beyond to Hagar Dr., paired with the construction of a new parking structure on the existing Hahn Lot, is the topic of a long standing discussion that draws from infrastructural planning conversations on a University wide scale. Such a development would afford the Arts Area a much needed central parking location and circulation bypass. A centralized parking structure at the existing Hahn lot would serve the Arts Area, provide adequate parking for the pending Institute of Arts and Sciences and function as a circulation nucleus from which many campus wide programs may be serviced.

Once visitors arrive at Meyer Drive, they are greeted with an entrance to the Arts Area that includes adequate signage, but lacks a sense of “gateway” and formality. Visitors are unceremoniously deposited in a large surface parking lot at the center of the Arts Area before parking and moving out into the Arts Area along numerous secondary pedestrian pathways.

Meyer Drive serves not only as the formal entry to the Arts Area, but also as the primary point of access for major service and emergency vehicles. Service vehicles may also enter from the north along Kerr Drive, however the intended traffic circle adjacent to the Theater is inadequate to meet the needs of larger trucks, so these vehicles become through traffic, exiting at Meyer and Heller (Figure 6.6). In addition to anticipated service deliveries, a multitude of small-scale impromptu deliveries are made throughout the campus on a daily basis as students and faculty arrive in pick-up trucks loaded with material for transport to the art studios.

Another major component of the vehicular circulation system is UCSC’s Campus Transit shuttle network. Key in reducing student and visitor dependence on individual cars within the heart of campus, the service currently operates 6 separate routes, 3 by day and 3 in the evening hours (Figure 6.7). Routes are flexibly designed to also accommodate major campus events and additional shuttles are often added to serve event locations.
Vehicular Circulation

Figure 6.6: Site Circulation and Service Access
Existing Conditions

Vehicular Circulation

Figure 6.7: Day Shuttle Circulation Routes
Vehicular Circulation

Santa Cruz Metropolitan Transit District (SCMTD) also serves the campus need for alternative modes of travel. Six separate SCMTD transit routes use the outer ring roads to access the campus (Figure 6.8), providing service seven days a week. However, the nearest public transit stops located along Heller Drive between Porter College and College Eight, and near the Kerr Hall Bridge, are inconveniently situated to serve the Arts Area.
The Arts Area is located at a crossroad of pedestrian routes (Figure 6.9). Residents of Oakes, College Eight and Porter colleges all traverse this area as they walk north to Science Hill or east to McHenry Library, Quarry Plaza and the OPERS facilities. This flow creates a web of pedestrian paths ranging from concrete walks to dirt "cut-throughs" throughout the Arts Area. Almost all of the pedestrian routes converge in the performing arts parking lot with the bulk of the foot traffic traveling up the hill to the Kerr Hall service road. An unclear hierarchy of direct pedestrian walks leaves students spilling onto the Kerr road, creating vehicular and bicycle conflicts at class changes.

Bicycles play an important transportation role on the UCSC campus. In select areas, such as the Great Meadow, bicycle and pedestrian traffic is separated to avoid conflicts. However, serious conflicts still occur where pedestrians, cyclists and cars all vie for the same roadway.

Figure 6.9: Pedestrian Circulation
Utilities

Utilities serving the Arts Area are primarily located in the main utility corridor tracking in the alignments indicated on Figure 6.10. This corridor carries gas, electrical, water, sewer and telecommunications lines. Existing utility capacities will require further study to ensure meeting the requirements of further Arts Area development. The master plan phasing takes into account the corridor alignment and preserves ease of maintenance and access.

Primary Utility Corridor Through The Arts Area

Figure 6.10: Utilities
Program Analysis

Program Assumptions

Current Arts Division academic programs include Art, History of Art and Visual Culture, Digital Arts and New Media, Film and Digital Media, Music and Theater Arts. Divisional Administration will remain at Porter College. Other associated programs are Arts Bridge, Sesnon Gallery and Shakespeare Santa Cruz. Currently History of Art and Visual Culture is at Porter College and McHenry Library. Film and Digital Media is at Kresge College and The Communications Bldg. Arts Bridge and Sesnon Gallery are located at Porter College. Visual Arts, Theater Arts and Shakespeare Santa Cruz are situated in the upper portion of the Arts area and the Music Department is positioned on the lower campus at the top of the meadow.

The Arts Area Plan accommodates the following anticipated capital program expansion:

- Institute of The Arts and Sciences which will provide flexible space for installations/exhibitions, performances, research and seminars.
- Film and Digital Media Building which will be similar in scale and adjacent to the Digital Arts Research Center. Exact program yet to be determined.
- Experimental Theater Upgrade/Expansion which will be in close proximity to the existing Experimental Theater and Media Theater.
- Arts Facility Addition Phase Two which will be similar in scale to the existing visual arts center, though the program is yet determined.
- Parking accommodations for Arts Area events.
## Program Assumptions

A summary of the proposed building programs, including program assumptions, adjacency criteria proposed, and approximate schedule, footprint size, net program area, gross building area and funding source is shown in the table below.

<table>
<thead>
<tr>
<th>Project</th>
<th>Program Assumptions</th>
<th>Adjacency Requirements</th>
<th>Future Gross Sq. Ft.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Institute of The Arts and Sci</strong></td>
<td>Bringing together students, faculty, artists, visiting scholars and the public. Intellectual hub for the campus.</td>
<td>Location that attracts students and scholars. Situated along Oak Ecotone next to Academic Resources Center (Figure 6.2)</td>
<td>~23,500 in two bldg configuration, 1 fl each ~35,530 with sub-level below 1st fl linking two bldgs. ~43,330 with sublevel and 2 story bldg to the east</td>
</tr>
<tr>
<td><strong>Film and Digital Media Bldg.</strong></td>
<td>Draw from and contribute to programming of the new DARC bldg.</td>
<td>Next to DARC</td>
<td>Up to 36,000</td>
</tr>
<tr>
<td><strong>Experimental Theater upgrade/expansion</strong></td>
<td>Provide additional staging and performance/rehearsal space</td>
<td>Adjacent to Experimental Theater</td>
<td>TBD</td>
</tr>
<tr>
<td><strong>Arts Addition Phase II</strong></td>
<td>Academic Program yet to be determined</td>
<td>North of visual arts center (site A)</td>
<td>TBD</td>
</tr>
<tr>
<td><strong>Hahn Lot Parking Structure</strong></td>
<td>~600 parking spaces for general campus and events</td>
<td>Arts Area</td>
<td>200,000 - 275,000</td>
</tr>
</tbody>
</table>

*Table 7.1: Program Summary*
Area Plan Concept

The Arts at UCSC strives to become a vibrant center not only for arts at the University, but also for the community of Santa Cruz. The Arts Area Plan, therefore, seeks to establish a cohesive identity for the arts community, while ensuring the preservation of adequate space for future growth in its instructional, research and performance facilities. Over the long-term, the Arts Area Plan integrates the existing architecture of the Arts Area, clarifies circulation patterns and provides a clear sequence of access and entry to Arts facilities and venues for the campus and members of the community.

In addition, the Area Plan works to strengthen the connection of people to the campus landscape by: preserving views, protecting and enhancing primary landscape elements, strengthening the relationship between interior building spaces and surrounding landscapes, and providing ADA access to the full reaches of the Arts Area. In keeping with these ambitious goals, the design concept for the Arts Area Plan focuses on issues of identity, access, and connection to the greater landscape of UCSC.

Campus workshops and discussions with the IAS Planning and Programming Committees emphasized the need for the Area Plan to convey a strong sense of identity for the Arts Division. In keeping with this goal, the Area Plan unites the north and south components of the Arts Area, linking the two via a strong north-south pedestrian spine (Figure 8.4). In response to the positioning of the new Digital Arts Research Center (DARC), the orientation of the proposed Film and Digital Media Building and proposed structures at the existing surface parking lot seek to frame a unified Arts complex that draws its focus and identity from the creation of a primary arrival plaza. Designed to encourage student gathering, accommodate campus celebrations, and welcome visitors, this plaza becomes the hub of the re-energized Arts Area.

Access to the Arts Area is emphasized by gateway monuments that announce the entrance to the revitalized complex. The entry drive sequence routes visitors through a vegetated landscape to a formalized drop-off at the arrival plaza able to accommodate tour buses and those visitors requiring additional assistance. Short-term and accessible parking is provided in a new surface lot south of Meyer Drive while those in search of long-term or events parking are routed through the meadow, via an unobtrusive E-W vehicular circulation route, to a new parking structure on the existing Hahn Lot. Situated centrally in the larger UCSC campus, this proposed lot will be able to serve not only the Arts Area but many additional facilities in close proximity.

Arts Area pedestrian circulation is clarified and enhanced by two primary access routes that function together to provide an ADA accessible network for the entire Arts Area. The fully accessible E-W route links the arrival plaza, the Institute of The Arts and Sciences, and the proposed Hahn parking structure via a circulation pattern that celebrates all the dramatic landscapes the Arts Area has to offer: redwood grove, oak ecotone, meadow and views of Monterey Bay (Figure 8.5). A re-defined N-S pedestrian mall draws visitors from the plaza, up a grand stairway, through a sequence of refined gathering spaces (Figure 8.4). The accessible N-S route parallels the grand stair via an interior connection through the proposed Film and Digital Media Building, linking the currently detached upper and lower sections of the Arts Area (Figure 8.5).

Capitalizing on the dynamic UCSC landscape, the Area Plan carefully locates building sites to preserve and accentuate views from the upper Area to the southern meadow. In addition, the pedestrian mall includes a stadium seating component with dramatic views toward the ocean, a contemplative place to pause en route to the lower Arts Area. A hierarchy of open spaces established throughout the plan accommodates a variety of outdoor activities from private solitude to large-scale celebrations. The campus community is drawn into the landscape at every opportunity. The guiding principles of the plan direct the architecture to blur the edge between interior and exterior, utilizing rooftop terraces, planted courtyards and sheltered open spaces to strengthen the connection of the Arts community to the landscape.
Figure 8.2: Arts Area Plan - Phase II

- Construct experimental theater expansion
- Construct upper Arts Area pedestrian mall
- Construct Film School expansion
Arts Area Plan

Figure 8.4: Arts Area Master Plan - Concept
Arts Area Plan Elements

Institute of The Arts and Sciences
The first implementation of the plan is the construction of the Institute of The Arts and Sciences. Its location, nestled in the threshold between Oak ecotone and Redwood grove, is one that has the ability to celebrate and embrace the natural beauty of the Arts Area campus. This site, situated at the eastern-most extent of Arts Area developable land (as identified by the UCSC Long Range Development Plan), is able to support a building mass capable of serving the diverse programmatic needs of the Institute, draw on the site’s world-class views, and still remain visually unobtrusive from the many vantage points across campus that provide visual access to the grand meadow. As a melting pot for academic and artistic pursuits, the Institute will serve as a conceptual as well as physical confluence for the campus. Integral to the Institute development, a pedestrian bridge will be developed across the west fork of Jordan Gulch, setting the stage for further campus-wide E-W circulation refinement and linking the existing Hahn parking lot with the new Institute via an accessible route (See Appendix A for site analysis).

Pedestrian Mall
The Arts Area Plan is spatially organized around a strong north-south pedestrian mall, organizing a “hill village” as buildings spill down the hillside toward the meadow. Originating at a formal arrival plaza to the south, this pedestrian mall creates a spine for the campus, linking the north and south Arts Area facilities, and providing a central corridor through which to focus pedestrian circulation. A series of gathering spaces along the pedestrian spine accommodate a variety of uses from small gathering spaces for campus discourse, to a contemplative overlook at the grand stairs, to the formal arrival plaza at the southern terminus of the axis. An accessible route between the two topographic levels of the Arts Area is made by an elevator associated with the Film and Digital Media bldg. The pedestrian mall and arrival plaza will be the southern end of a grand pedestrian experience with Science Hill at one end and the Arts Area at the other.

Arrival Plaza
Framed by a series of proposed signature buildings, the arrival plaza fulfills several critical roles for the Arts Area. Acting as a formal drop-off, this large public plaza would provide outdoor staging for large community events, as well as serve as an impromptu gathering space for audiences exiting the adjacent performance and gallery spaces, Campus-wide celebrations are easily accommodated at this cross roads between the north-south and east-west pedestrian circulation routes. In the way Quarry Plaza is an important crossroads and social space on the east side of UCSC, this Arts Plaza could be an equally active west side destination and meeting place. Over time, a cafe and Arts ‘shop’ that serves students and the public would enliven the space. Most importantly, this central plaza would serve as a formal place for interaction between the campus and community and create a ceremonial space defining the core of the revitalized Arts Area.

Building Locations
Proposed buildings frame the arrival plaza and respond to existing topography while preserving view sheds. The building configuration capitalizes on views to the meadow while creating a “seam” that knits together the north and south Arts Area components. Continuity in architecture, a strong orientation to the landscape and a focus on the pedestrian quality of space becomes the defining characteristics of the Arts Area.

Parking
It is important to note that as future development continues within the core of the Arts Area, the amount of current surface parking will likewise diminish. Combined with increased public attendance generated by the new arts venues, this removal of surface parking from the core of the Arts Area will dramatically increase pressure on parking and access opportunities outside of the Arts Area. A variety of strategies will need to be employed to meet this challenge.
As the Arts Area develops towards capacity, efforts may be made to preserve portions of the existing surface parking (Figure 8.6). Additionally, as the existing surface lot is developed, the provision of a surface parking area immediately adjacent to the Arts Area is recommended to satisfy interim parking needs and eventually serve as short-term and ADA accessible parking in close proximity to the arrival plaza.

A primary recommendation of the Arts Area Plan, however, is ultimately the construction of a parking structure on the existing Hahn surface lot and the introduction of corresponding E-W vehicular as well as pedestrian navigation routes bridging Jordan Gulch and linking Heller Dr. and Hagar Dr. (Figure 8.7). The importance of this planning move is three-fold:

1) This step is key in providing not only the parking to replace the existing Arts Area surface lot but also the additional parking needed to serve the new academic and public programming sponsored by the Institute of The Arts and Sciences which cannot be met by existing surface parking.

2) Viewed within the larger campus circulation context, a parking structure at the Hahn lot would be uniquely positioned to provide much-needed close-in parking able to accommodate many facilities in the campus core: McHenry Library, Hahn Student Services, the Bookstore and adjoining facilities at Quarry Plaza, the Classroom Unit Area and OPERS facilities on Hagar Drive.

3) The addition of a mid-campus E-W vehicular circulation route supports the planning goal of creating a pedestrian oriented campus core by relieving congestion on McLaughlin and thereby easing circulation on and through science and engineering areas.

Figure 8.7: Proposed Vehicular Circulation Bypass
Arts Area Plan Elements

While accommodating the current road location north of the music complex in the initial phases of the Arts Area development, the proposed realignment of Meyer Drive allows for a pedestrian-oriented core at the arrival plaza. Subtle berms designed to mask the re-alignment from view sheds across the meadow paired with an oak re-establishing program at the edge of the meadow provide a means to preserve the visual quality of the meadow and an opportunity to enhance the fragile Oak ecotone at the edges of the meadow.

Service access for the Arts Area (Figure 8.8) is focused at an access point to the north at Kerr Drive and to the South off of Meyer Drive. The central spine remains pedestrian oriented, with only limited access to accommodate emergency vehicles, shuttles, and north-south bicycle movement. Pedestrian movement is consolidated on the southern end of campus, separate from vehicular traffic and cyclists on Meyer Drive, to further reduce circulation conflicts. The framework of the plan also allows for informal drop-off of materials for faculty and students.

Summary

To ensure the long-term success of Arts Area development, the Arts Area Plan strategically incorporates incremental growth drawing from a framework of circulation, gathering space, and open space to provide a sense of completeness at varying stages of build-out. The strategy outlined in the Plan allows flexibility in phasing and implementation of future projects.

The Arts Area Plan not only crafts a strong sense of place rooted in the dramatic UCSC landscape but proposes an infrastructural improvement able to bring campus-wide communities closer together. With an invigorated Arts Area core placed at a university crossroads, the Arts Area Plan ensures a rich educational experience further enmeshed in the larger UCSC culture.

Figure 8.8: Arts Area Plan - Proposed Service Routes
Site Assessment: Institute of The Arts and Sciences

The design team worked closely with representatives of the Arts Division, Physical Planning and Construction, Capital Planning and Transportation and Parking Services to identify and evaluate potential sites for the pending Institute of the Arts and Sciences. Taking cues from the 2004 Arts Area Plan, the team identified 4 potential locations warranting further study (Figure A.2).

Site suitability was assessed based on 7 design criteria:
- Ability to reinforce Arts Area identity
- ADA accessibility
- Ability to enhance campus landscape types represented in the Arts Area
- Proximity to Parking/Transit
- Visibility
- Service/Fire Access
- Ability to Sponsor Generous Footprint

Figure A.1: Arts Area Slope Study
Significant Slopes Divide Upper and Lower Arts Area

Figure A.2: Sites Studied for the Institute of the Arts and Sciences
Appendix A: Site Analysis

Site Evaluation

Site A is situated in the upper Arts Area and is characterized by dense redwood grove and steep slopes. It presents an opportunity to create a link from the Arts Area to Science Hill to the North and enhance a strong N-S pedestrian axis along Kerr Rd, terminating at the Recital Hall to the south.

ADA access is a challenge at this site due to the steep grades that separate the upper Arts Area from the lower Arts Area and the existing surface parking lot. This site also presents difficulties expanding adjacent parking to be associated with the Institute due to existing grades and vegetation.

The team studied multiple iterations for development on this site that attempted to deal with the steep slopes and the dense vegetation (Figure A.3). In sum, the team concluded that site A is not suitable for the Institute program. It requires significant demolition of trees and providing ADA accessibility would require a wider Arts Area circulation design effort to link site A with the lower Arts Area. Within the master plan framework, site A is better suited as future Arts Area expansion for a program that would be in keeping with the scale of adjacent buildings and could allow for an intimacy with existing canopy.

Scheme A - single large footprint
Environmental Impact:
- Demo ~70 trees
- ~20-40 additional trees at risk
- significant earthwork to accommodate massing

40,000 GSF @ 2f
60,000 GSD @ 3f

Scheme B - multiple footprints
Environmental Impact:
- Demo ~50 trees
- ~20-30 additional trees at risk
- moderate earthwork to accommodate massing

16,000 GSF @ 2f
24,000 GSD @ 3f

14,000 GSF @ 2f
21,000 GSD @ 3f

Scheme C - articulated footprints
Environmental Impact:
- Demo ~20 trees
- ~10 additional trees at risk
- big mass able to terrace down hillside and preserve trees and reduce earthwork

12,000 GSF @ 2f
18,000 GSD @ 3f

10,000 GSF @ 2f
15,000 GSD @ 3f

Figure A.3: Site A Study
Site B is situated on the hillside adjacent to the recently constructed DARC. In keeping with the goals for the Arts Area Plan, this site has the capacity to draw from the spatial defining characteristics of the adjacent DARC and music complex to frame an activated Arts Area core. While the hillside presents an obstacle to ADA navigation of the larger Arts Area, site B presents an opportunity to connect the lower Arts Area to the upper Arts Area via an interior ADA route (Figure A.5). Additionally, Site B is accessible from the existing surface parking.

En route to a complete build out of the Arts Area core, site B may be composed so as to provide a conjoined plaza space, requiring the reduction of some of the adjacent surface parking by ~62 spaces. As an interim phase of Arts Area master plan, this design option provides a formalized core to the Arts Area while preserving the majority of the existing surface parking.

Design and planning discussions with the IAS Planning and Programming Committee led the team to conclude that site B is best preserved for the new film and digital media building already identified as a future capital project. This decision is based in large part on the new building’s desired programmatic and disciplinary relationship with the DARC.
Appendix A: Site Analysis

Site C is located on the existing surface lot adjacent to the newly built DARC building. This site presents the greatest ease of construction of all the sites studied due to the level grade on which it sits and has the ability to sponsor a building with a significant footprint or multiple buildings of moderate size (Figures A.6 & A.7).

Site C is characterized by its views through the core area of the lower Arts Area and its visual connection up Kerr Road to the upper Arts Area. Within the master plan framework, Site C offers the potential to re-address the entry to the Arts Area and present a more defined sense of place to visitors arriving at the Arts Area. In addition, development of Site C has a dramatic ability to enclose a core to the Arts Area along with the DARC and music annex, activating a large arrival space at the heart of the lower Arts Area.

Due to the fact that development of site C triggers the difficult requirement to replace 200+ parking spaces elsewhere on campus, the design team decided that site C is best suited for future expansion of the arts program.
Site D is situated at the oak ecotone between meadow and redwood grove SE of the Academic Resource Center. The site is characterized by dramatic views of Monterey Bay filtered through the ancient Oak trees that ring the meadow.

The site offers a world class visitor experience due to variety of landscape ecologies present and offers the Institute a highly visible location central to the larger UCSC campus. Currently, the site is ADA accessible from the existing Arts Area surface lot. Within the master plan framework, this site is potentially dramatically enhanced and central to the larger UC circulation network by a E-W circulation route linking Heller Dr. and Hagar Dr.

Given the directive of the LRDP to preserve the meadow for future generations, much scrutiny was given to this site to determine the appropriateness of the Institute program. As the spatial requirements of the Institute were concurrently being evaluated by the University, the design team entertained multiple potential layouts for the Institute with input from the Planning and Programming Committee and Design Advisory Board (Figure A.8).

Site D Aerial

Figure A.8: Site D Concept Studies
Appendix A: Site Analysis

Due to the fragility of the Oak ecology and the adjacent slopes present, the team worked together to arrive at a layout that met the programmatic requirements of the Institute as well as the mandates of the LRDP. Planning refinement lead to a design direction that straddled the crest of the adjacent slope enabling building terraces to achieve higher GSF without increasing elevation and regional visibility (Figure A.10). Construction sequencing was taken into consideration such that the site could allow for initial development with the potential to grow in accordance with increased programming demand (Figure A.9). Subsequently, site D was selected as preferred for the Institute of the Arts and Sciences.

Figure A.9 Final Concept: Initial construction of the western building masses yields up to 31,000 GSF while the overall footprint may yield up to as much as 45,000 GSF

Figure A.10: Site D Refined Conceptual Sections