3 INTRODUCTION TO THE STUDY
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3.1 Using This Planning Study

The East Campus Health Sciences Neighborhood Planning Study (Study) has been undertaken to provide background, planning philosophy, conceptual direction, and guidelines to assist in the development of the Neighborhood within the goals and parameters established in the Study process. It provides recommended general direction and guidance rather than specific design solutions. The Study is intended to promote creativity and inspire high quality site development, facilities, and open space by means of image-driven descriptions that evoke a sense of place, rather than a particular style, character, or aesthetic.

A key aspect of the Study and the guidelines is the emphasis of site planning as a distinct step in the design process. This critical step in the planning and design process should be clearly defined, evaluated, and a consistent direction established for each project which promotes the Study’s goals and meets evaluation criteria.

Planning professionals are directed first to Section 4 for background on the Neighborhood’s conditions and influences as a basis for analysis of each site. Parcel capacity and appropriate uses are defined in Section 5, and the planning requirements and design guidelines are presented in Section 7.

3.2 Study Purpose and Objectives

The intent of the Study is to provide a conceptual plan and related guidelines to direct the continued development of the East Campus Health Sciences (ECHS) Neighborhood as it enters its second decade. The Neighborhood is expected to experience accelerated growth in the next five to ten years.

A specific focus is the reinforcement of the relationship to the School of Medicine neighborhood and the Natural and Life Sciences Academic Corridor, a planning principle established by the UCSD Master Plan, as the UCSD Health Sciences Strategic Plan Initiatives are implemented.

Specific objectives of the Study include:
- Analysis of the expansion capacity of the Neighborhood to its current UCSD Long Range Development Plan density
limits with the current and projected future program, and modeling higher density and capacity scenarios to test the impact of possible higher-density future growth;

- Identify pedestrian and vehicular circulation routes as a result of changing patterns of use and traffic volumes;
- Establish and define the Neighborhood's open space network of plazas, open space, courts, and pathways.
- Provide design guidelines to direct the future growth and modifications to existing open space, landscape, and circulation networks for the Neighborhood.

3.3 Neighborhood Background and History

The ECHS Study area is located to the east of the UCSD Central Campus across Interstate 5, in La Jolla, California. The approximately 42-acre site was designated in the 1981 UCSD Long Range Development Plan as a Medical Center Reserve for future development of a Satellite Medical Facility to be affiliated with the Health Sciences/UCSD School of Medicine. The City of San Diego University Community Plan, updated in 1987, has influence on the north, east, and southern areas beyond the edges of the East Campus. (Figure 3.1)
A subsequent 1985 study by Bobrow/Thomas and Associates (BTA) concluded that clinical facilities including a hospital, medical offices, and a skilled nursing facility should be sited on the new East Campus Health Sciences, while research and education facilities would continue to be developed on the School of Medicine and West Campus to the west of I-5. This decision reflected the direction that land in the East Campus could be developed at a more cost-efficient lower density, phased to allow planned incremental growth. The East Campus also provides ease of vehicular access, and promotes an attractive park-like setting for patient care.

A functional and space program prepared in 1987 established the initial facility phase to include a 120-bed campus hospital with diagnostic and treatment facilities, and an ambulatory care center.

The hospital and ambulatory care center were planned and designed by Stone Marracini and Patterson Architects (SMP) in 1988. A general land use plan and development program were also developed by SMP to guide the future full build-out of the East Campus Health Sciences (ECHS) neighborhood.

The 1989 UCSD Master Plan study prepared by Skidmore Owings and Merrill (SOM) and subsequent UCSD Long Range Development Plan (LRDP) established the UCSD Park preserves in the canyons flanking the East Campus mesa to the north and south.

The infrastructure system for the ECHS, including roads, utilities, parking, and major street landscaping was constructed in 1991. The Thornton Hospital and diagnostic and treatment facilities followed the campus site infrastructure development into construction and were completed in 1992. The Perlman Ambulatory Care Center was completed one year later.

During this development period the Shiley Eye Center, a research and clinical facility, and the adjacent Ratner Children's Center were planned and constructed. Recent site improvements include temporary medical faculty office and administrative space located in modular facilities adjacent to the hospital.
3.4 The Planning Study Process

The process and protocol for the Study has been established by the University to be under the purview of the Campus Physical Planning Office, who manage the Study process, establish the schedule, and coordinate activities among all active planning projects.

A Planning Advisory Committee (PAC) consisting of faculty, administration, clinicians, and campus departmental directors has been appointed by the Vice Chancellor of Health Sciences and Vice Chancellor Resource Management and Planning to provide detailed guidance, review, and approve the Study at each step in the process.

The Campus/Community Planning Committee (C/CPC) also provides formal guidance and reviews at appropriate intervals, and officially recommends approval of the ECHS Neighborhood Plan to the Chancellor. The C/CPC composition includes faculty, administration, students, and staff.

- The UCSD Campus Design Review Board (DRB), includes prominent design professionals who periodically review the Plan. The Board provides design-related direction and makes recommendations to the C/CPC for approval. The DRB is responsible for final approval of the design guidelines.

The Study process includes the analysis of existing conditions, the preparation of planning alternatives, recommendation of a proposed direction, its refinement, and the development of design standards and guidelines to guide the implementation of the Plan.