

CPC-2011-927-GPA-ZC-HD-SP-CUB-M1

UNIVERSITY OF SOUTHERN CALIFORNIA  
UNIVERSITY PARK CAMPUS  
SPECIFIC PLAN

EXHIBIT 1:

HISTORICAL CONTEXT



## INTRODUCTION

If the form of the campus enables us to read its history, a knowledge of its history deepens our understanding of its form. Therefore, a review of the historic development of the campus - the intimate but elusive relationship between planning and form - may be useful.

Over the course of the 133 year history of USC's University Park development, the physical campus has undergone multiple growth phases and enhancements from its early beginnings as a small commuter school to today's preeminent research institution of international reputation. Over this timeframe, the USC campus has been the subject of several masterplanning efforts in order to provide for its growth needs while helping to enhance its physical definition and identity through all aspects of its urban design and architectural scales and elements. Over time, USC's masterplanning efforts have evolved relative to the surrounding context and in relationship to surrounding neighborhoods, the existing campus and the city.

Below follows a summary of these prior masterplanning efforts, with those portions that most directly help to inform USC's current design philosophy and principled approach toward campus design and development.

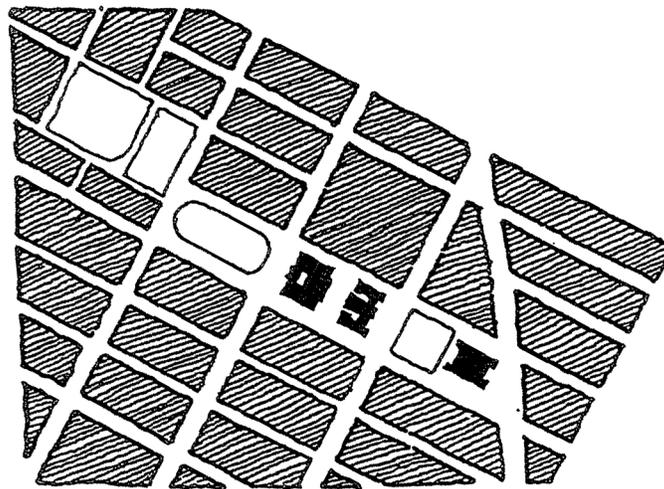


Figure 1:USC urban block diagram

## THE ORIGINS OF THE CAMPUS

The University of Southern California was founded in 1880. The original campus totaled 7 1/2 acres and remained that size for forty years. The first building, Widney Hall, was on the initial site. Since the most urgent need at that time was for housing, the next two buildings were residences for men and women. By 1885, there was sufficient housing for all students. Soon thereafter, the Board of Trustees' ambitions for growth led to their quick decision to build the University's first permanent structure, Old College, which was dedicated in 1887. It stood for sixty years on the site of the now Taper Hall of Humanities.

The first time the Trustees considered moving the campus occurred in 1905, and persisted in debate until 1917. Finally, President Bovard, who served from 1903 to 1921, stated that "the Board of Trustees had decided that the University of Southern California should become and should remain a city institution." This statement ended the debate, and the most prominent Los Angeles architect of the time, English born John Parkinson, was retained by George F. Bovard to master plan the USC Campus.

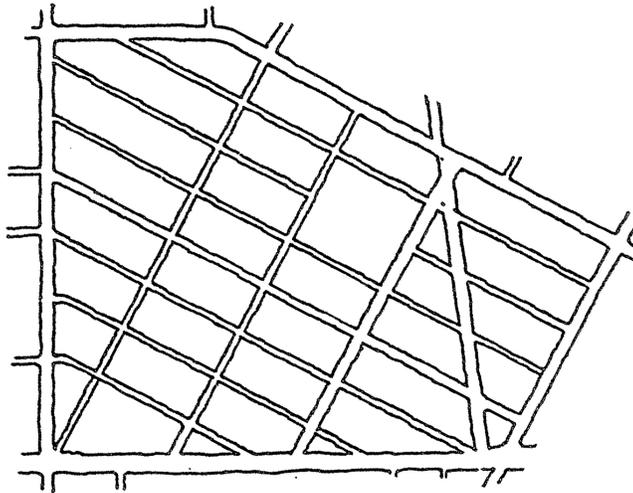


Figure 11: USC campus grid diagram

## 2012 –SPECIFIC PLAN AS ADOPTED BY CITY COUNCIL:

*Elkus Manfredi Architects and Melendrez Associates*

The City Council adopted a plan that established a set of urban design regulations and guidelines that would serve to improve the environment both aesthetically and physically, as development occurs within the University of Southern California Specific Plan Area. The guidelines and regulations are provided for site planning, building design, open space, landscaping, and infrastructure both for private property as well as for the public right of way located within the Specific Plan boundary. These design standards seek to establish a design connection to the existing architecture of the USC campus and surrounding community.

- Regulates height, setbacks, setbacks for all buildings in Subarea 3 (Univ. Village) and perimeter buildings in Subarea 1 (Core campus)
- Extends USC focus from the Core Campus to include University Village with additional emphasis on public street frontages (“perimeter streets”); connections between internal USC spaces and external public environs; and linkages with Expo Line Stations (Flower, Expo, Vermont);
- Emphasizes street orientation and interconnectivity between interstitial campus spaces and public streets by creating streetwalls and activating the streets;
- Emphasized walkability and a more integrated relationship to surrounding neighborhoods;
- Creates links to University Village as an extension of the existing core campus;
- Enhances urban cohesion by providing a mix of uses that embrace the community;
- Promotes diverse architectural character that is context sensitive, embraces architectural diversity, and integrates university building into the surrounding neighborhood;
- Emphasizes human scale by framing public space with appropriately scaled buildings and articulated architectural blocks that connect academic gathering spaces to public spaces;



Figure 2: USC 2012 Specific Plan

## 2006 MASTER PLAN:

The 2006 Master Plan was approved by the USC Board of Trustees in 2008, and it was followed by studies in 2009 and 2010 that established and refined topics including historic preservation, geographic principals, and goals. They were further analyzed as part of the USC Specific Plan EIR and are now contained in the adopted Mitigation, Monitoring and Reporting Program (MMRP), as an “Adaptive Mitigation Management Approach.”

## 2000 UNIVERSITY PARK CAMPUS PLAN:

*Michael Dennis Associates*

The plan does not propose radical new directions for the campus. Rather, it is another step in the sequence of plans that have guided the long evolution of USC campus development. This plan, which actually began in 1992, is an important stage, however, as it provides for the completion of the transformation of the University Park campus - from an urban university organized along the streets of the city to a pedestrian oriented campus.

- USC’s latest adopted plan that governs development form, urban design and architecture for Core Campus (Subarea 1A);
- Promotes complementary relationship between buildings, landscape and civic space;
- Establishes the primacy of public space over any particular building or building function;
- Provides goals, principles and guidelines;
- Maximizes utilization of existing real estate; achieve a varied, but cohesive architectural quality that enhances the character of the place; support and define public spaces of the campus; complete the transition from an urban university with buildings arranged along vehicular streets to a pedestrian oriented environment; make a legible, hierarchical pattern of public space;
- Determines the optimum building capacity of the campus;
- Recommends planning, architectural, and landscape guidelines for achieving that capacity while improving the physical environment and the quality of campus life.

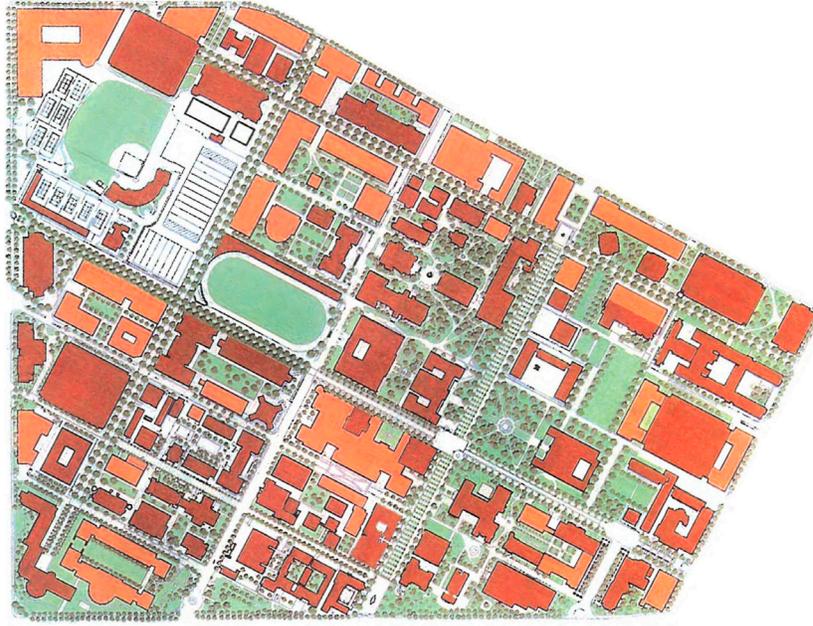


Figure 3: Proposed master plan for University Park Campus, 1992.

## 1992 CAMPUS PLAN:

The state of the campus in 1992 was one of transition and change. The transformation to a pedestrian oriented campus was only partially complete, the campus seemed to be approaching maximum building capacity with ever diminishing open space. Thus, the state of the campus in 1992 is important since it marked the beginning of major new building initiatives related to the University's strategic plan.

- Refines strategic growth objectives for:
  - Undergraduate education;
  - Interdisciplinary research;
  - Programs building on the resources of Southern California and Los Angeles;
  - Internationalism.
  
- Creates five transformative project plans, including Leavey Library as trigger for Hoover Boulevard Plan;
  
- Establishes a new ethic of building on the campus, and provides guidelines for major projects that would radically alter the character of the campus.



Figure 4: Proposed master plan for University Park Campus, 1992.

## 1988 MASTER PLAN:

*Gin and Wong Associates*

On April 9, 1984, the university commissioned an update to the previous Master Plan. In addition to reflecting academic needs and priorities, this plan gave consideration to such factors as community growth, masterplanning the larger Exposition Park community, long-term and area-wide parking and transportation requirements, and student accommodations. Recognizing that both green space and recreational space are important facets of campus life, USC has endeavored to maximize its total environment and to look closely at the possibility of a more synergistic relationship with its neighbors.

- Identifies functions that could be accommodated off-campus;
- Provides long-term transportation and parking requirements;
- Performs a comprehensive existing conditions analysis (completed in 1993);
- Identifies underutilized, obsolete and incompatible uses and buildings;
- Identifies areas with development potential (1 million sf of land and 2 million sf new development);
- Sites and/or relocates many of the university's nonacademic functions to the north and east;
- Indicates that development of a long range plan for the northwest quadrant of the campus would be better organized and land use would be more efficient if the Physical Education needs and academic needs were consolidated in distinct areas.



Figure 5: Proposed master plan for University Park Campus, 1988.

## 1984 (IMPROVEMENTS MADE IN PREPARATION FOR 1984 OLYMPIC GAMES)

*Pereira and Wong*

The significance of the university's location at the heart of the 1984 Olympic Games became apparent and the Business Affairs Committee approved the concept while the Finance Committee authorized many of the Landscape Master Plan objectives. The campus began to incorporate a collection of recognizable places that, over the years, would traditionally be known as "gathering" places that reflect a "sense of place."

- Replaces main arteries into campus (Trousdale Pkwy and Watt Way) with plazas, including Hahn Plaza;
- Expands the campus to its current boundaries creating academic quads of buildings, while the core plan remains the same.

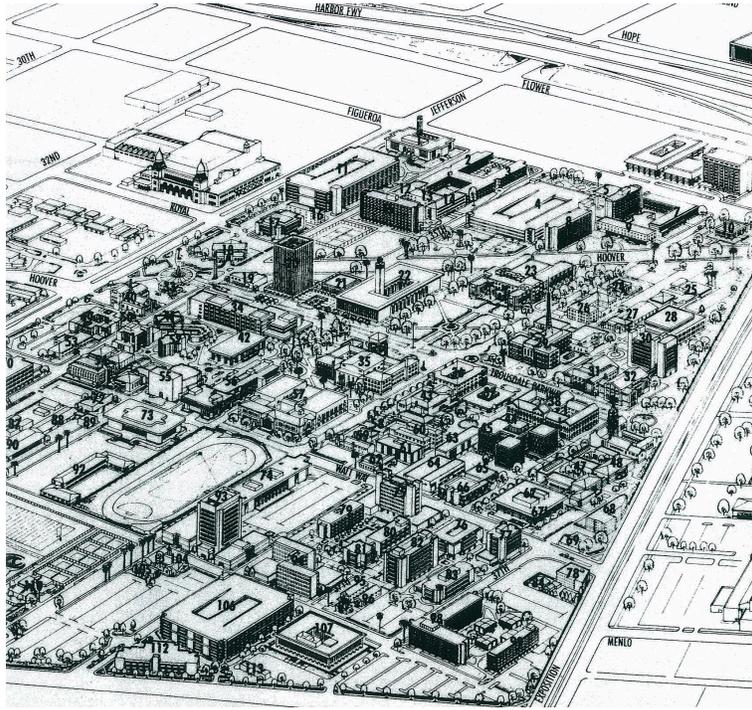


Figure 6: 1984 aerial campus map

## 1966 REVISION TO 1960 MASTER PLAN:

*Pereira and Wong*

This plan knitted together campus facilities by transforming streets into malls with aesthetically pleasing landscaping, identification and location markings, and pedestrian accoutrements. This gave the campus a new sense of identity and interstices, such as Archimedes Plaza and the Performing Arts Plaza.

- Refines definitions of land use objectives;
- Focuses on efficient use of existing buildings;
- Strongly identifies campus entrances and marks ring road by Jacaranda trees;
- Converts existing streets into campus malls;
- Improves interstitial areas to give them greater definition, including landscaping, paving, lighting, furniture, bicycle racks, identification, and location markings.

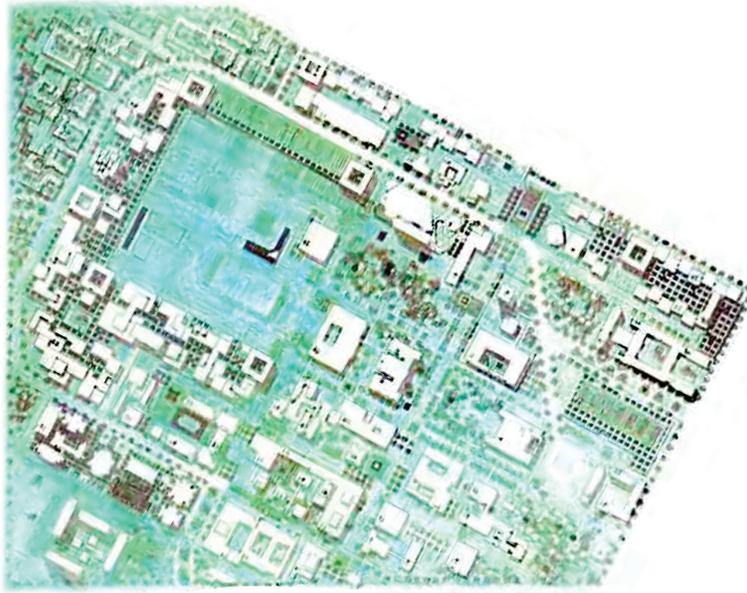


Figure 7: Proposed master plan for University Park Campus, 1966.

## 1960 MASTER PLAN:

*William L. Pereira*

During a period that, for many institutions, was a time of decreasing enrollments and general re-trenchment, the University of Southern California continued to expand its facilities to accommodate the growth in student enrollment and the significant increase in research activity. The 1960 Master Plan was approved by the Board of Trustees at their December 9, 1960 meeting. The university felt strongly that maintaining their present location was important, reiterating that the intent of the founding fathers was to provide the City of Los Angeles with a metropolitan center of higher education. The University was committed to the traditions, historical associations, and relationships to cultural features of the city and to the city's population. USC was located in the right place at the right time.

- Guides USC's physical plant development through 1986;
- Decides not to move campus elsewhere, despite increasing need for additional land, rising land costs, and surrounding urban issues;
- Sets goals that include:
  - Interpenetrability of USC and community to leverage local resources;
  - Develops distinct quadrangles that create a sense of identity and place (Engineering, Cinema, College of Arts and Sciences);
  - Creates a "jewel" within each quadrangle as focal point of innovative architecture (Norris Cinema Theater);
  - Establishes a campus "heart" (Doheny Library lawn)
  - Separates academic and non-academic facilities to follow configuration of inner and outer campus rings (inner ring is academic; outer ring is housing, parking and recreation)
  - Creates pedestrian campus by restricting auto traffic in academic core and connecting buildings via arcades or corridors;
  - Creates a landscape plan to reinforce and complement the architectural plan;
  - Creates housing villages;
- Expands boundaries through CRA Hoover Redevelopment Plan and grows from 95 to 150 acres.

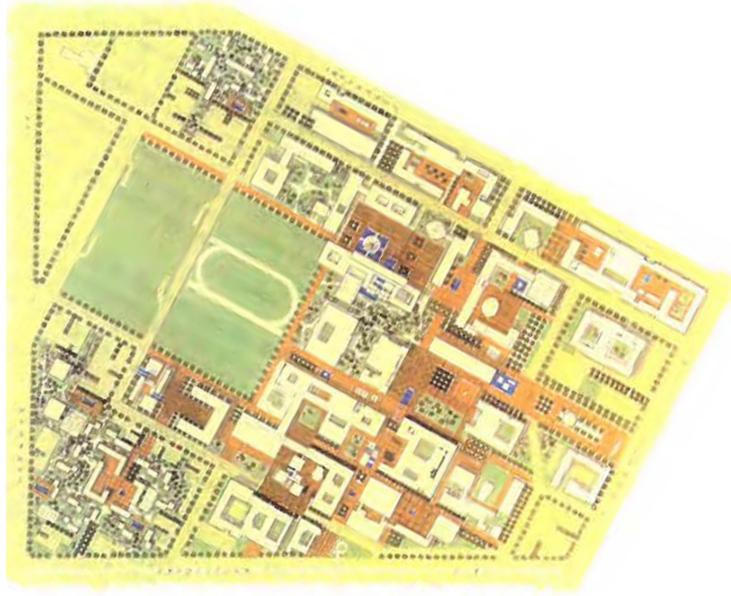


Figure 8: Proposed master plan for University Park Campus, 1960.

## 1946 MASTER PLAN:

The concept of a “real” campus instead of a neighborhood intersected by city streets emerged out of the first several public street on campus, and University Avenue was closed to traffic. Additional land was acquired sporadically through the acquisition of properties from willing sellers. The “main campus” expanded north of 34th street with the acquisition of a site for the school of Dentistry.

The master plan also addressed architectural style. At the time the early buildings were built it was the trend to select a historical style as a prototype.

- Establishes core campus for academic uses and peripheral area to the north for student housing uses (28th St, 32nd St, Hoover and Figueroa);
- Identifies expansion goals as today’s perimeter streets (Vermont Ave, Jefferson Blvd, Figueroa St, and Exposition Blvd);
- Conceives University Village as a retail connector between “Main Campus” and housing uses;
- Various open courts would be linked by promenades, malls, or spacious passageways under buildings.

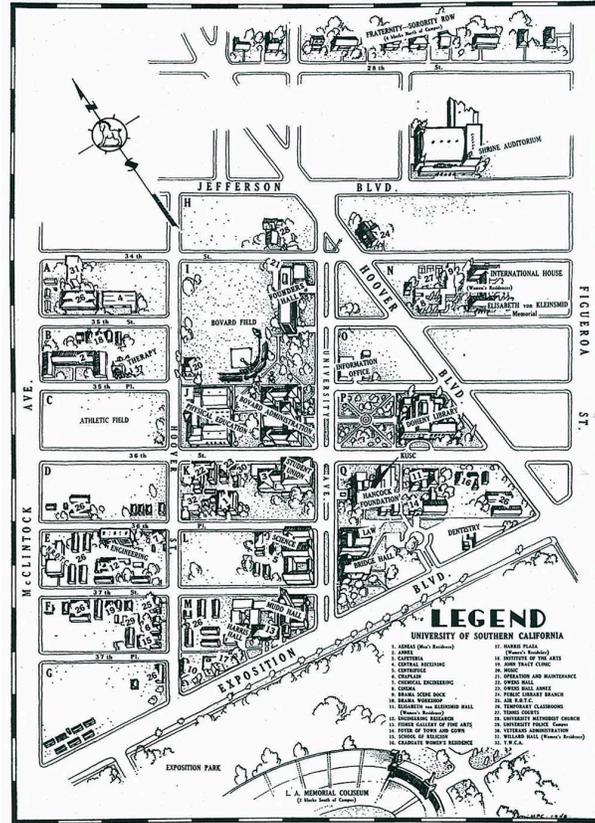


Figure 9: USC campus map, 1949

## 1919 PARKINSON PLAN:

*John Parkinson*

The lack of coincidence between the grid of the campus and that of the Exposition Park can only be understood in the larger context. Both the campus and Exposition Park lie at the extreme edge of downtown Los Angeles, but the campus aligns with the grid of the downtown area while Exposition Park is orthogonal to the north-south grid of central Los Angeles, which begins with Hoover Boulevard. Because the campus lies almost entirely within this north-south grid its character as an “island” is reinforced by the discontinuity with the surrounding urban pattern.

- Focuses on core areas, real estate acquisitions, expansion, building operations, edge beautification, and establishing the character of the University Park Campus;
- Establishes basis for today’s core campus grid system;
- The first University buildings flank the sides of Trousdale Parkway (University Ave at that time), and create the first campus axis with a perpendicular connection from USC to Exposition Park.

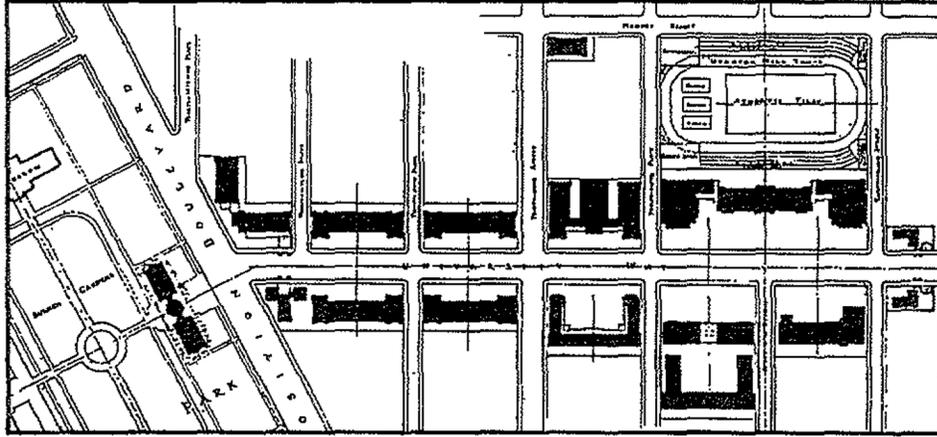


Figure 10: Parkinson campus plan, 1919