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West Campus Project Concept

September 2026

Core Vision

West Campus could become a transformational mixed-use district that advances Cal Poly's Learn by Doing mission while strengthening housing, innovation, agriculture and community connections on the Central Coast.

This initiative is envisioned as a vibrant university district where students, faculty, industry partners and the broader community can live, learn, work and collaborate.

Where We Are Today

Any project of this scale would unfold over many years, with no significant development anticipated before 2030. We will continue to engage stakeholders including students, alumni, faculty, staff, the community and agricultural experts who are directly informing the planning process.



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Why This Location?

The West Campus site sits at a **unique intersection between Cal Poly and the City of San Luis Obispo**, making it one of the few locations capable of supporting a thoughtfully integrated mixed-use district. The site offers:

1. **Proximity** to existing campus infrastructure
2. **Direct connections** to the surrounding community
3. **Access** to major transportation corridors
4. **Adjacency to innovation** and research assets
5. **Opportunities** to strengthen the university's physical gateway and identity

Importantly, the location also allows Cal Poly to explore a **new model for integrating agriculture, innovation, housing and community** in a way that supports the university's long-term mission without disrupting the academic core of campus.



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West Campus District - Reimagining Campus Life



Addressing Regional Needs

The project responds directly to critical regional challenges:

- Student housing demand and need for basic services such as grocery
- Economic development opportunities
- Industry and innovation partnerships

A Long-Term Strategic Investment

West Campus is designed to create generational impact, strengthening our educational mission while enhancing the physical and economic connection between Cal Poly, the City of San Luis Obispo and San Luis Obispo County.

Building for the Long Term

West Campus represents a long-term investment in:

- Student success and Learn by Doing
- Regional economic vitality
- Innovation and entrepreneurship
- Sustainability
- Community resilience

The project will leverage private-sector expertise while supporting Cal Poly's mission and long-term strategic and financial goals.



Long-term Regional Transformation Themes

Innovation Economy

Ag-Tech Leadership

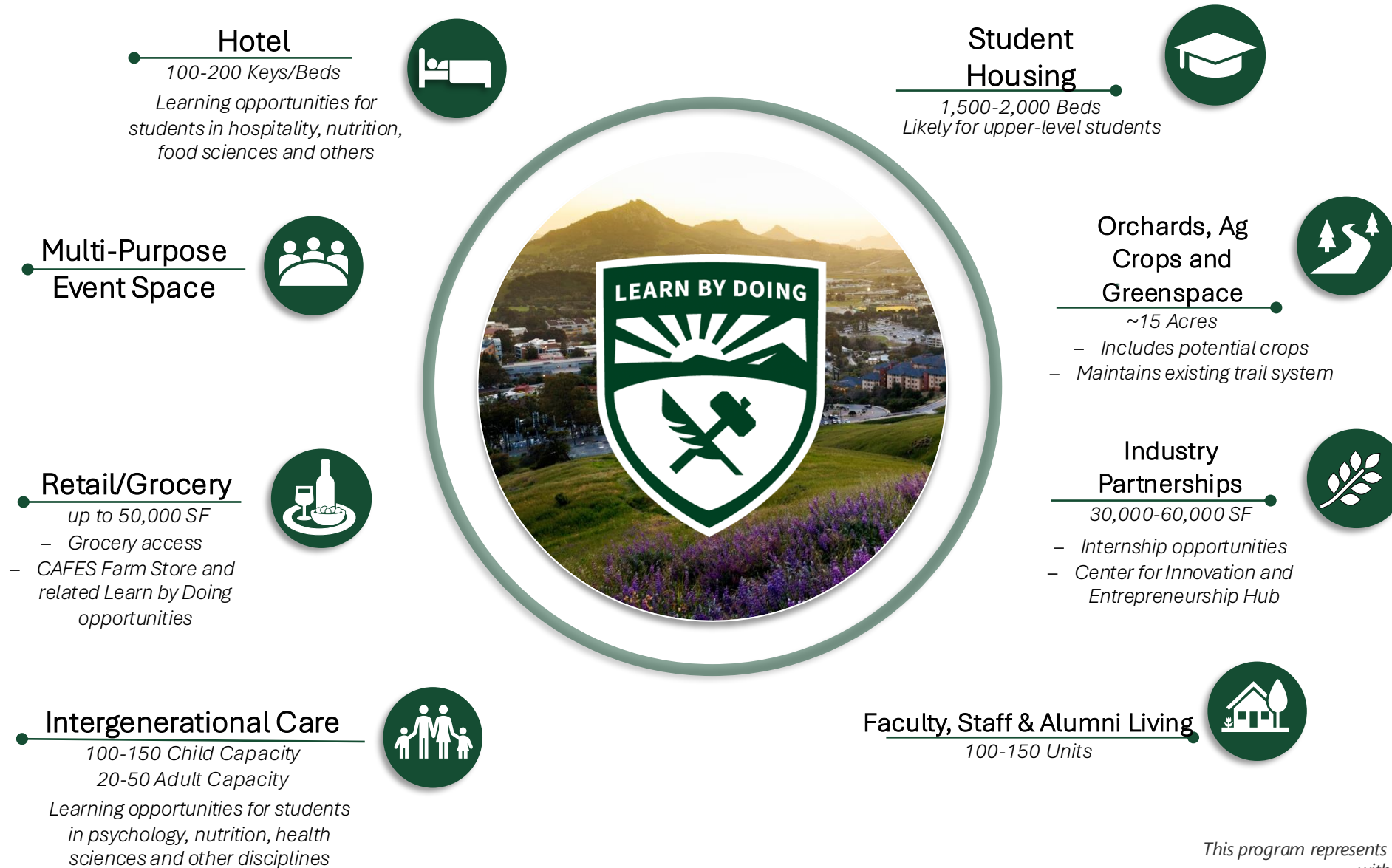
Conference Destination

Research Partnerships

Talent Retention

Economic Resilience

Program Elements Under Consideration Offer Needed Services and Learn by Doing Opportunities



This program represents potential concepts and uses, with final uses to be determined.



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Precedent Case Studies

These completed, built developments serve as inspiring precedents for the Cal Poly West Campus — demonstrating how integrated live-learn-work districts can succeed.

Texas A&M Century Square

A 60-acre, upscale mixed-use district developed in partnership with Texas A&M University, serves as a central gathering place for the university and the broader community, offering a dynamic environment of retail, dining, office and residential. Texas A&M is a land-grant university with strong agricultural programs that are a key part of its identity, hosting events that showcase the university's heritage.

Program

- 249 residential units for grad students
- 220k entertainment, retail and dining
- Two boutique hotels
- Central green space for concerts, farmer's markets, and community events.



Purdue Discovery Park

Urban/Ag Interface: Repurposed experimental farmland into a 400-acre, \$1B mixed-use live-work-play innovation district focused in ag-tech.

The key to Purdue's success wasn't just replacing farmland with research buildings; it was **creating a fully integrated ecosystem** where research, industry, housing and daily life are **co-located**.

Squirrel Park (Placemaking)

Nestled between research and residential zones as a social hub for campus and community. Including Beck Barn— a 1938 horse barn repurposed as a 10,600-SF farm-to-table restaurant.

Program

- 1,800 beds
- 370 MF Units
- 63 for-sale units
- 75-100K SF Retail
- 500K-1.5M SF Office
- 182 Keys + Conference

