RENEWING THE MASTER PLAN
TOMORROW SOUTHERN MISS

Quad redevelopment
Front lawn improvements
Greene Hall renovation
Southern Hall renovation
Harkins Hall renovation
New Classroom Building
Payne Center Expansion
Centennial Green improvements
Championship Ln improvements
New Classroom Building
Payne Center Expansion
Front lawn improvements
Southern Hall renovation
Harkins Hall renovation
Greene Hall renovation
1.1 INTRODUCTION & PURPOSE

The University of Southern Mississippi (USM) is in the midst of an ambitious capital investment plan to realize the vision for the campus set forth in its 2007 Master Campus Facility Plan (2007 Master Plan). That plan established a clear vision for the campus, that has guided the implementation of several projects including Century Park North, Century Park South, the 4th Street Parking Garage, Asbury Hall, and the Armstrong/Branch Plaza, among other projects. Moreover, it established a culture of planning at USM. Under the guidance of the Master Campus Facility Planning Committee, a set of principles (see following page) were establish to guide and evaluate capital projects and policy proposals such that they align with the 2007 Master Plan, and ultimately the academic mission of the University.

Seven years later, Tomorrow Southern Miss seeks to guide the next chapter of development at USM in accordance with these principles. With the completion of the Century Park projects in the north area of campus, the importance of the west and northwest areas of campus as frontiers for campus growth and redevelopment are becoming increasingly apparent. Newly constructed buildings are presenting opportunities for the refurbishment of existing buildings and infill development in the Campus Core—strategies that help preserve and enhance the compact, walkable nature of the Hattiesburg campus.

Tomorrow Southern Miss is intended to guide the development of the campus over the next five to ten years. It provides a framework upon which future projects can contribute to a unified vision for the campus.
PLANNING PRINCIPLES

The purpose of the planning principles is to guide the development of The University of Southern Mississippi’s campus* sites. The planning principles and tenets express the vision and mission of the University and are intended to span decades of change while also serving as an ongoing guide to incremental decisions with regard to consistency and long-term planning strategy for all Southern Miss locations. These principles guide the University’s essential obligation to protect its unique built and environmental assets, through program planning, land use planning, sustainability planning and historic preservation.
PROTECT HISTORIC OPEN SPACES AND BUILDINGS

• The character of the historic buildings at all locations will be preserved.
• The significant open spaces at all locations will be protected and enhanced.
• The nature of the original historic fabric of the University will be maintained, preserved and carefully safeguarded with respect to the future use and occupancy of historic buildings and landscapes.
• Participation in capital projects will appropriately maintain, renovate and/or adaptively reuse historic buildings.

EXTEND AND ENHANCE THE CHARACTER OF CAMPUS THROUGH THE CONTEXTUAL DESIGN OF FUTURE BUILDINGS AND OPEN SPACES

• Future buildings and landscape design should complement the positive precedents of the adjacent buildings and open spaces.
• The scale, massing, proportions and materials utilized in adjacent buildings and open spaces will be considered in future designs.
• The university will implement sustainable land use practices and densities to control expansion, to conserve space, to maintain the contextual qualities of the campus and to favorably maintain a positive symbiotic relationship with the community within which the University resides.
PLANNING PRINCIPLES (CONT.)

CREATE AND PROMOTE SAFE ENVIRONMENTS FOR LEARNING, RESEARCH AND SOCIAL ENGAGEMENT

- All locations will be developed as learning environments, emphasizing flexibility, innovation, collaboration and social engagement.
- All locations will be planned and designed to engage populations and individuals of all abilities and to enhance the experience of visitors through outreach efforts, improved accessibility, expanded accessible routes, an integrated signage system and optimized way-finding efforts.
- Integrate student life and academic spaces, including landscaping, where informal gatherings, collaboration and social interaction can occur.
- Architectural planning and design will facilitate views of outdoor spaces.
- Nodes of interaction between the University and community will be established in a manner which is mutually beneficial.
- Physical developments will incorporate compliance with applicable codes and will consider other measures to ensure a sense of well-being and to provide environmental controls that create a safe and secure sense of place.
- Nodes of interaction between the University and community will be established.
- Physical developments will incorporate safety to ensure a sense of well being.
PROMOTE SUSTAINABILITY, ENVIRONMENTAL DESIGN AND ENERGY CONSERVATION

- The University will work toward achieving sustainable/maintainable mechanical, electrical and plumbing systems within a workable utility infrastructure that is planned for the future.
- Landscape architecture will be developed to enhance the pedestrian environment, provide shade, and address environmental impacts that include stormwater, habitat and air quality.
- Architectural and renovation projects will be designed to conserve energy and respond to the climate through building orientation and color, shade and roof form.
- Planning for future buildings and renovations shall consider sustainable design goals to minimally include energy conservation, use of local resources and environmental stewardship.
- Sustainability/maintainability efforts will be embedded through governance, culture, and education, as well as in operational areas of planning, design, construction, transportation, food service, energy use, water use, waste and recycling.
DEVELOP AN INTEGRATED CIRCULATION SYSTEM

- The University will employ a coordinated approach to inter-campus and intra-campus circulation systems that will include pedestrian, bicycle, electric cart, transit, automobile, service, disability and emergency access.

- In conjunction with efforts to increase campus residential life, the University will promote existing and new pedestrian-oriented environments emphasizing accessibility, shade, safety, security and comfort with a goal of achieving easy access to academic destination points.

- Strategically located concentrated parking facilities will be placed at peripheral locations and linked to the academic core via the enhanced pedestrian network.

INTEGRATE MODERN TECHNOLOGY

- The University will sustain and improve access to technology at all locations.

- Current and emerging technologies will be incorporated into campus designs.

- Implementation of live and online instructional delivery methods, wireless access, security systems and energy management controls will be seamlessly integrated to meet the changing needs of the University community.
IMPLEMENT STRATEGIC GROWTH PRACTICES

- Academic facilities will be concentrated in the pedestrian core of campus, will consider locational advantages and will be linked via pedestrian networks to all campus areas.
- Planning for renovation of existing buildings/facilities, as well as development of new buildings/facilities, should address the long-term needs of the University and meet the current standards for energy efficiency and workplace quality.
- Residential living opportunities should be located in relation to student amenity and support facilities.
- Planning for new facilities shall account for/address comprehensive operational costs.
- Planning of future facilities will consider the re-purposing, displacement and/or replacement of existing uses.
- Strategically repurposing of facilities to provide temporary swing space meets the needs of the University by providing flexibility in phasing, meeting the needs of the University.
- Planning for future facilities will emphasize continuity of operations based on regional topography and functional insights gained through experiences with previous natural disasters.
- The Plan should maintain or improve upon the existing land use relationships with the surrounding commercial and residential districts in order to facilitate growth opportunities that are mutually beneficial to, and compatible with, the local community.
- Partnership ventures should be carefully considered relative to their impact on the University's academic enterprises with regard to increased opportunities for economic, cultural, housing, recreation and other community assets.
- A Master Planning Committee and a Design and Utilization Review Committee will be established to assist University Administrators in implementing the Planning Principles. (See Section 4.3 Governance)
Conceptual Rendering of planned campus improvements
KEY COMMITTEES:
USM Executive Cabinet
Master Planning Review Task Force
Space Planning Ad Hoc Committee
Traffic Flow Ad Hoc Committee
Design Review Committee
Greek Community Leadership Team
Alumni and Undergraduate Blue Ribbon Work Team

KEY STAFF:
Dr. Chris Crenshaw
Assoc. Vice President for Facilities Planning and Management

Dr. Cynthia Easterling
Sr. Assoc. Provost for Administration & Operations

Sid Gonsoulin
Assoc. Vice President for Student Affairs

Rita Hailey-Burks
Asst. Director for Planning & Space Utilization
1.2 PROCESS & PARTICIPATION

*Tomorrow Southern Miss* is the result of a year-long planning process that began in Spring 2013. A series of four listening sessions and charrettes were held. These entailed multi-day workshops that brought together representatives from various stakeholder groups to collect ideas and learn about issues facing the University. The input gathered from these listening sessions and charrettes guided the iterative development of the master plan. Drafts were shared and critiqued publicly. For a detailed accounting of the participatory process, please see Section 5.1.

Sasaki Associates worked closely with key University staff to collect and analyze map-based and statistical information related to the campus, classroom utilization, building condition, mobility, and other topics.

1.3 ACCOMPLISHMENTS OF THE 2007 PLAN

The planning effort undertaken by the University in 2007 has resulted in numerous, tangible outcomes. Capital improvements made since then, generally, have been designed and built in accordance with the 2007 Master Plan and its guiding principles.

A main proposal of the plan was to mirror the historic mall on the north side of the student union. Century Park North, Century Park South, Spirit Park, and the parking garage were designed and built accordingly.

The 2007 Master Plan recommended a new building at Montague and Ross to house the College of Nursing. Asbury Hall (completion expected 2016) will fulfill that vision. The 2007 Master Plan also recommended a new building to house the College of Business. Originally planned for 31st and Pearl, the idea is being realized in Scianna Hall located east of Roberts Stadium.

The 2007 Master Plan also recommended building a south concourse at Roberts Stadium; the pedestrianization of West Memorial Drive and 31st Avenue between Pearl Street and Montague Boulevard; the realignment of Ross Boulevard; and the decommissioning of George Commons, Elam Arms and Pinehaven to make way for future redevelopment. All of these recommended projects have been completed in accordance with the plan.

This portfolio of built work is a testament to the soundness of the proposals set forth in the 2007 Master Plan and the commitment on the part of the University to hold individual projects accountable to the larger vision for the campus.
SELECTED PROJECTS PROPOSED UNDER THE 2007 MASTER PLAN:

Roberts Stadium - South Stands  
completed 2008

Century Park North  
completed 2010

4th Street Parking Garage  
completed 2011

Armstrong/Branch Plaza  
completed 2013

Scianna Hall  
expected completion 2015

Century Park South  
expected completion 2015

Asbury Hall  
expected completion 2016
2007 CONDITIONS

The illustration above represents the existing or extent conditions at the outset of the previous master plan, which was undertaken in 2007. Moving from left to right, this series of drawings highlights the major proposals of the 2007 Master Plan, the projects that were complete toward its fulfillment, and the next series of projects proposed under Tomorrow Southern Miss.

2007 MASTER PLAN (KEY PROPOSALS)

1. Roberts Stadium South Stands
2. Ross Boulevard realignment
3. Century Park North
4. Century Park South
5. Scianna Hall
6. Asbury Hall
7. Armstrong/Branch Plaza
8. West Memorial Drive pedestrianization
9. 4th Street parking garage
10. Residential Quad redevelopment
2014 CONDITIONS (KEY ACCOMPLISHMENTS)

1. Roberts Stadium South Stands
2. Ross Boulevard realignment
3. Century Park North
4. Century Park South
5. Scianna Hall
6. Asbury Hall
7. Armstrong/Branch Plaza
8. West Memorial Drive pedestrianization
9. 4th Street parking garage

2014 MASTER PLAN (KEY PROPOSALS)

1. Redevelopment of the Greek Community
2. Arts & Entertainment District
3. Pedestrianization of streets in the "Campus Core"
4. Restoration/beautification of front lawn
5. Beautification of Highway 49 frontage
6. Midtown development at former Elam Arms property
7. Expanded and relocated varsity and recreational sports facilities
8. Renovation and reallocation of existing interior space