TOMORROW SOUTHERN MISS:
A VISION PLAN FOR GREEK COMMUNITY HOUSING

FALL 2014
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>OVERVIEW</td>
<td>04</td>
</tr>
<tr>
<td>BACKGROUND</td>
<td>06</td>
</tr>
<tr>
<td>STRATEGY</td>
<td>08</td>
</tr>
<tr>
<td>PROGRAM</td>
<td>10</td>
</tr>
<tr>
<td>MASTER PLAN</td>
<td>14</td>
</tr>
<tr>
<td>CREDITS</td>
<td>20</td>
</tr>
</tbody>
</table>
Conceptual rendering of planned improvements to the Hattiesburg campus including new Greek Community housing.
1 OVERVIEW

The University and leaders of the Greek community are working toward a shared vision for Greek community housing at Southern Miss. Since 2012, the University’s Greek Community Leadership Team has convened chapter and council representatives to understand issues, values, and priorities. Two studies were commissioned that surveyed students, analyzed membership dynamics, investigated broad trends in Greek community housing, and evaluated the financial health of individual chapters. Subsequent to these efforts, Sasaki Associates, design consultant for the Master Campus Facility Plan, was hired to facilitate a stakeholder input process and ultimately design the layout for a new Greek community.

Through robust analysis, inclusive stakeholder input, and thoughtful design, the University crafted a plan that sews together new and existing structures, facilitates intermixing across chapters and councils, and plugs the vision for Greek community housing into the broader master plan for USM’s Hattiesburg campus.

The University seeks to examine a variety of financing methods including: public private partnerships (P3s), tax exempt bond issuance, support from national organizations, support from alumni, support from undergraduate chapters. By combining a mixture of financing methods the University can realize the unique capability to finance and carry out its vision for Greek Community housing so that it meets the mission of the University while maintaining competitiveness in the private market.

“The University and leaders of the Greek community are working toward a shared vision for Greek community housing at Southern Miss”
2 BACKGROUND

Southern Miss took an important first step toward a renewed Greek community when it cut the ribbon on The Village in 2007. The new chapter houses induced a spike in interest. Membership ballooned 64%. The chapter houses provided an amenity package and living experience that was highly desirable to undergraduate females considering Greek community housing.

Today, the University is looking to replicate this success within the National Panhellenic Council and the Inter-Fraternity Council. Currently, only two of the University’s eight NPHC chapters have chapter houses (both in The Village), and no chapter houses exist for NPHC fraternities. The campus also lacks plots: small gardens where sororities and fraternities display their logos and other elements of their organizations. They serve as meeting and gathering places for the membership and collectively create a campus district. Moreover, plots are cornerstones of community life for black Greek organizations.

The University’s ten IFC chapters are housed in chapter houses that are generally rundown and oversized. Membership has shrunk 29% over the last ten years and many chapters are failing to sustain full occupancy. Vacancies are contributing to inability to pay for mortgage debt and operational costs. A number of chapters have resorted to paying empty bed spots with programming money, and some have even taken out loans or solicited contributions from their national councils and alumni to meets rent obligations.

To aid NPHC and IFC chapters in achieving the success enjoyed by chapters in The Village; the University plans to construct appropriately-scaled chapter houses that are competitive with non-Greek housing options available to undergraduates on campus and in the private housing market. Moreover, the University seeks to connect individual chapters (across all councils) into a broader community of on-campus Greek life.
Existing Fraternity Chapter Houses

Phi Kappa Tau
Pi Kappa Phi
Delta Tau Delta
Alpha Tau Omega
Sigma Nu
Kappa Sigma
Pi Kappa Alpha
Sigma Chi
Sigma Alpha Epsilon
Sigma Phi Epsilon
A combination of design strategy and smart policy will bolster the success of a renewed Greek community. The University is opting to build anew so that it can provide facilities that are designed around contemporary lifestyles. Even if substantial upgrades were made to existing fraternity housing, the houses would still lack competitive features such as individual thermostats and private bathrooms. Moreover, the cost of renovating existing structures is far higher than the cost of demolishing and building anew.

The chapter houses will be scaled appropriately. A ratio of 2.5 chapter members per chapter house bed is recommended to sustain full occupancy. Membership among NPHC chapters ranges from four to 45. Among IFC chapters, membership ranges from 28 to 83. Such variance, and the probability that new chapter houses will induce increased membership, necessitates a variety of house types to meet the unique qualities of individual chapters.

Retention of the University’s two-year on-campus residency requirement is essential to the feasibility of new fraternity housing, and success will depend largely on the University’s ability to retain juniors and seniors after the residency requirement has been fulfilled. The preference for apartment living increases markedly for juniors and seniors, driven primarily by a desire for freedom from on-campus housing rules. A study of Greek juniors and seniors living off-campus found that the most important factors in selecting a residence involved privacy, freedom to host guests, and freedom to cook meals within the apartment. Hence, a housing product that provides desired freedoms in a safe environment that is consistent with the mission of Office of Residence Life will be essential to keeping junior and senior Greek students involved in the on-campus Greek community.

“The University is opting to build anew so that it can provide facilities that are designed around contemporary lifestyles.”
SUMMARY OF STAKEHOLDER PRIORITIES

The following list was distilled from stakeholder input received during a two-day charrette with representatives of NPHC, IFC, and CPC chapters; Greek alumni; and University administration.

1. The design should facilitate unity across councils and chapters
2. Each chapter house should have its own unique identity
3. Smaller chapters need year-to-year flexibility in assigning beds
4. Village center commons should include dining, small and large meeting spaces, support spaces for intramural sports and athletics
5. Greek apartments should have a peripheral relationship to the Greek community
6. Greek plots should be established, and Spirit Park is the ideal location
7. The design should acknowledge established mobility habits: driving, cycling, walking, etc.
8. The Dubard School and Children’s Clinic should be buffered from the Greek community
9. The design should accommodate needed recreation fields
10. The design should protect the Greek community from cut through traffic and gameday parking issues
11. The ROTC training area should be relocated to an area west of Hillcrest Residence Hall
12. The Child Development and Family Therapy will be relocated along Pearl Street
A variety of housing types are planned to meet the diversity of Greek chapters currently active at Southern Miss. Four-bed town houses are planned for small chapters, such as the several NPHC chapters whose membership hovers in the single digits to low teens. For the large facilities detached multi-purpose rooms are planned to provide optimal and flexible meeting spaces. Many of these will replace obsolete IFC chapter houses on Fraternity Drive. Twelve-bed and eighteen-bed variations of this type are recommended.

A 200-bed apartment building is planned to attract junior and senior Greek students who are seeking an independent living experience outside of chapter houses but connected to the Greek community (today, these students are generally living in off-campus, private apartments). As such, the apartments should include an amenity package that is competitive with the private market. NPHC chapters that lack a chapter house (by choice or otherwise) will likely generate additional demand for on-campus apartment beds. Any beds that are not absorbed by the Greek community could be rented out to non-Greek students.

A commons building, tentatively dubbed, “Village Center Commons,” will meet the mutual programmatic needs of each individual chapter. It will provide meeting space large enough to accommodate entire chapters, alumni, and other large gatherings; a small-scale food venue that serves quality fare; and convenience retail; potentially managed by a third party partner. The commons building would also support the playfields of varsity athletics and recreational sports, which, under the campus master plan, will expand adjacent the Greek community.
DETACHED CHAPTER HOUSE [ X12 ]
Target audience: IFC chapters currently in substandard housing
Small sub-type: 12-bed + 1600-SF common room
Large sub-type: 16-bed + 2000-SF common room
Both types to include: presidential suite, unisex common bathroom, residential bathrooms, private downstairs and upstairs study rooms, meeting space, ample storage

TOWN HOUSE [ UP TO 8 ]
Target audience: small NPHC chapters
4 beds per house
Private bedrooms, kitchen, common area

GREEK APARTMENT BUILDING [ X1 ]
Target audience: junior and senior Greek students, NPHC chapters lacking/opting out of a chapter house
200-beds in various apartment layouts
Occupancy priority to Greek students, but can be rented to other students if not fully-absorbed by Greek students
Coed; competitive amenities such as: full kitchens, swimming pool, fitness center, game room

COMMONS BUILDING [ X1 ]
16,000 GSF
CHAPTER HOUSE PROTOTYPE

While the individual chapter houses will be designed discretely from the master plan, the adjacent prototype provides a model for how a sixteen to eighteen-bed chapter house can be laid out. Socially-oriented spaces are located on the first floor: spaces such as the living room, dining room, meeting space, and storage (for relics, etc.). A study room and accessible bedrooms are also located on the first floor, toward the rear of the house for privacy.

The second floor accommodates the non-accessible living quarters: six doubles, a president’s suite, and a study room that can be converted into a double. Two stairwells are provided for emergency egress.

The multipurpose room is detached from the living quarters. Designed to host large functions, this space includes separate male and female bathrooms (both indoor and outdoor), a catering kitchen, a designated stage area, and ample storage. The multipurpose room may require a distinct financing mechanism from the chapter house and could be considered optional. In cases where a detached multipurpose room is not built, the first floor living room serves as a stand-in.
5 MASTER PLAN

The planned regeneration of the Greek community unifies new and existing structures, facilitates intermixing across chapters and councils, and plugs the vision for Greek community housing into the overall master plan for USM’s Hattiesburg campus.

The “Village Center Commons” and an accompanying quadrangle will be the heart of the renewed Greek community. It will serve as a campus-wide resource, providing meeting space and other amenities for the sorority and fraternity organizations. It will also provide amenities for users of the athletic and recreation facilities planned to the north. The Village will have a frontage on the quadrangle. Fraternity Drive will be looped toward the quadrangle as well; and it will connect back to The Village. Chapter houses, town houses, and a Greek apartment building will replace the obsolete housing complex that currently occupies the west part of the site (Pinehaven). New playfields for varsity and recreational sports will link into the Greek community from the north. A broad pedestrian pathway will link the playfields to the commons building and back to existing recreation and athletic facilities to the east; part of a larger strategy to connect the Greek community with the campus via improved pedestrian routes. And finally, a much-needed park will accommodate plots for NPHC chapters.

Implementing this vision may require the successful formation of a public-private partnership (P3) between the University and third party organization(s). This approach is not only common (about 30% of Greek housing projects completed in the last decade involved P3s), it allows tax-exempt revenue bonds to be leveraged in addition to private equity toward the fulfillment of the project vision. The University would likely contribute a long-term land lease, while the third party would likely contribute equity.

With a partnership formed and the support of the Greek community behind it, nothing stands in the way of the fulfillment of Tomorrow Southern Miss. Building upon its success at The Village, the University is looking ahead to the next chapter in the renewal of on-campus Greek community housing and the continued fulfillment of its mission: “to ensure the success of our students...through celebrated friendship, scholarship, service, and social advancement...”

“To ensure the success of our students...through celebrated friendship, scholarship, service, and social advancement...”
The Village
Greek Apartments
Greek Town Homes
Chapter Houses (expansion)
Chapter House (expansion)
Birds eye view of planned improvements to Greek Community Housing

Village Center Commons

Chapter Houses (replacement)
Birds eye view of planned improvements to Greek Community Housing

- Chapter Houses (replacement)
- Village Center Commons
- The Village
- Chapter Houses (expansion)
- Greek Townhouses
- Greek Apartments

*Birds eye view of planned improvements to Greek Community Housing*
6 CREDITS

GREEK LEADERSHIP TEAM

Sid Gonsoulin, Chair
Scott Blackwell, Director, Residence Life
Charles Childress, Asst. Director, Conference and Fraternity Housing
Wynde Fitts, Interim Director, Greek Life
Johnell Goins, Coordinator of Greek Life
Sara Hill, Physical Plant
Roger Jackson, Assistant Director of Residence Life
Gary Kimble, Director, Conference and Fraternity Housing
Josh Schutts, Director, Greek Life
Melissa Sharp, Assistant Director, Greek Life
Markus Simmons, Manager, Conference and Fraternity Housing
Cassie Varnado, Student Affairs and Recreational Sports

ALUMNI AND UNDERGRADUATE BLUE RIBBON WORK TEAM

ALUMNI:
Toby Barker, Pi Kappa Phi
Jerome Brown, Kappa Alpha Psi
Regenald Byrd, Omega Psi Phi
Charles Childress, Conference and Fraternity Housing
Dr. Chris Crenshaw, Assoc. Vice President for Facilities Planning and Management
Jim Galjour, Delta Tau Delta
Sid Gonsoulin, Associate Vice President for Student Affairs
Curt Hebert, Sigma Chi
Ronnie Hebert, Alpha Tau Omega
Dr. Eddie Holloway, Dean of Students
Gary Kimble, Conference and Fraternity Housing Operations
David Landry, Kappa Sigma
Matt Miller, Phi Kappa Tau
Ryan Mouledous, Pi Kappa Alpha
Jess New, Sigma Alpha Epsilon
Dr. Joe Paul, Vice President for Student Affairs
Bob Pierce, Vice President for Advancement
Kris Powell, Sigma Phi Epsilon
Josh Schutts, Greek Life
Gary Sims, Sigma Nu
Robert Thomas, Phi Beta Sigma
Valencia Walls, Greek Life

Bonnie Warren, Member at Large
Rod Williams, Alpha Phi Alpha
James Winstead, Kappa Alpha

UNDERGRADUATES:
Tyler Albin, Delta Tau Delta
Taylor Booth, Kappa Alpha Psi
Thomas Gara, Sigma Nu
Daniel Jayroe, Pi Kappa Phi
James Foster, Pi Kappa Alpha
Jack Ly, Pi Kappa Tau
Matt Nalley, Alpha Tau Omega
Aaron Roberts, Sigma Alpha Epsilon
David Rogers, Sigma Chi
Aston Williams, Phi Beta Sigma
CREDITS (CONT.)

MASTER PLANNING REVIEW TASK FORCE

Cynthia Easterling, Co-Chair
Sid Gonsoulin, Co-Chair

Meredith Barefield, Student Government Association
Scott Blackwell, Director, Resident Life
Lucy Bowens, Director, Parking Management
Pattie Brantley, City Planning Office
Sam Bruton, Office of the Vice Provost for Research
Jim Coll, Director Public Relations and Chief Communication Officer
Angie Collins, Alumni at Large
Dick Conville, Chair, Master Campus Facility Planning Committee
Mark Crager, Division of Student Affairs
Chris Crenshaw, Physical Plant
Jerry DeFatta, Director, USM Alumni Association
Skeeter Dixon, Faculty at Large
Kara Drane, County Planning Office
Loren Erickson, Grounds Maintenance
Desmond Fletcher, President-Elect, Faculty Senate

Leisa Flynn, Space Planning Committee
Jeffrey George, Student Government Association
Rita Hailey-Burks, Space Utilization and Allocation Committee
Suzy Hebert, Director, Office of Disability Accommodations
Debby Hill, Associate Registrar
Bob Hopkins, Chief, University Police Department
April Jordan, President-Elect, Staff Council
Bert Kuyrkendall, Office of City Engineering
Bill McGillis, Athletic Department
Christa McLeod, Office of the President
Haley McMinn, Assistant Director, Office of Sustainability
Steve Moser, Dean’s Council
David Sliman, Chief Information Officer
Fred Varnado, Office of Professional Development
Ben Waddle, Alumni at Large
PLANNING PRINCIPLES WORK TEAM

Skeeter Dixon, Chair

Mark Crager, Division of Student Affairs
Rita Hailey-Burks, Space Utilization and Allocation Committee
Suzy Hebert, Director, Office of Disability Accommodations
Jeffrey George, Student Government Association
Haley McMinn, Assistant Director, Office of Sustainability

SASAKI ASSOCIATES, INC.

Greg Havens, AIA, AICP, Principal in Charge
Allen Penniman, AICP, Project Manager
Alice Brown, Urban Planner
Phillip Bruso, Urban Planner
Sloan Dawson, Urban Planner
Lan Ge, Urban Designer
Ken Goulding, Urban Planner
Cecilia Hardy, Interior Designer
Stephen Kun, Urban Planner
David Martin, AIA, Architect
Athena Patira, Architect
Rhiannon Sinclair, Urban Planner/Designer
Richard York, Urban Planner