2.1 VISION

The planning recommendations for the next five to ten years of the development respond to the emerging aspirations of the University and the guiding principles set out in the 2007 Master Plan. The recommendations put forth under Tomorrow Southern Miss were conceived within the rubric of these principles and can be summarized into five directives:

**Consider “West Campus” as the next frontier for academic growth.** Concentrating academic uses in the Campus Core continues to be a priority. However, as building sites are needed beyond the capacity of the Campus Core, West Campus is identified as the next logical extension of the academic environment given its central location and proximity to existing facilities.

**Renovate and reallocate interior space in the “Campus Core.”** With the nearing completion of Scianna Hall and Asbury Hall, the University has a unique opportunity to retrofit exiting space. Much of the University’s interior space is outdated and/or poorly designed for the units housed in it. Tomorrow Southern Miss proposes the renovation and reallocation for academic and other units with the goal of optimizing fit-for-purpose and collaboration considerations.

**Redevelop the Greek Community.** The completion of The Village in 2007 was an important first step toward improving Greek housing at USM, yet further progress can be made. Many Inter-fraternity Council chapter houses face financial and facility issues, and the National Pan-Hellenic Council chapters lack a physical presence on campus. Tomorrow Southern Miss proposes redeveloping the “Greek Community/ Sports” area to improve not only Greek housing, but Greek life in general.

**Relocate and expand varsity and recreational sports within the “Greek Community/ Sports” area.** To achieve their potential for recruitment, fan attendance, and the overall experience, varsity and recreational sports need to be integrated within the campus. To that end, land along West Fourth Street has been identified for the planned relocation and expansion of athletics and recreation facilities.

**Improve walkability and bikability.** In recent years, the University has taken steps to make the campus friendlier to pedestrians and cyclists, but more can be done. Nationally, a movement away from car-dependency is occurring. In greater numbers, people are seeking lifestyles that emphasize walking, cycling, and transit use. In line with this trend, investments in shade trees, pedestrian walks, and bicycle infrastructure are a major focus of Tomorrow Southern Miss.
The University and leaders of the Greek community are working toward a shared vision for Greek housing at Southern Miss. Through robust analysis, inclusive stakeholder input, and thoughtful design, a plan has been crafted that sews together new and existing structures, facilitates intermixing across chapters and councils, and plugs the vision for Greek housing into the broader master plan for USM's Hattiesburg campus.
To analyze and make recommendations unique to each corner of campus, six areas of study were identified to allow for detailed consideration. The most recognizable area of the campus is the “Campus Core.” This area is often referred to as the “historic core” given that it was built according to R.H. Hunt’s c. 1910 master plan and houses the most iconic architecture of the campus. It is also the academic and administrative center of the University.

“West Campus” is the University’s next frontier for academic expansion. Its adjacency to the Campus Core and Hardy Street positions it to accommodate academic expansion and public-oriented uses. Strategic property acquisition will be required to assemble a contiguous tract of land for incorporation into the extant campus.

The area along Eagle Walk consists of a mix of uses, including the “Quad,” Roberts Stadium and the Varsity Athletics offices, as well as several administrative and academic buildings. This area also contains the primary frontage of the campus along Hardy Street and Highway 49.

The area along the Longleaf Trace (a rail-to-trails multi-use path) contains the bulk of Varsity Athletics facilities, some of which are located on outparcels east of Highway 49. This district contains an expanding residential presence (in the form of Century Park North and Century Park South), consistent with the 2007 Master Plan. Physical Plant is also located in this area.

The “Greek Community/ Sports” area of campus will experience several transformative improvements over the next five to ten years. Several Varsity Athletics facilities that are currently located on peripheral outparcels will be relocated here. It will also experience the redevelopment of the Greek Community and an expansion of recreational sports fields.

The University owns several parcels in the Midtown redevelopment district, which the City of Hattiesburg and Forrest County are working to redevelop as a mixed-use, walkable neighborhood. The City recently spearheaded a master plan and rezoning initiative that resulted in a new form-based code for the district. The code prescribes standards for the redevelopment, including University-owned parcels.
CAMPUS CORE

With Asbury Hall, Scianna Hall, and Century Park South nearing completion, the University will soon enjoy an unprecedented opportunity to renovate and reallocate interior space. This will enable a sequence of interior space migrations that will allow the University to address unit adjacencies and fit-for-purpose issues that have resulted from ad hoc relocations over time. Many units are currently housed in space that is not designed for their needs or the uses they accommodate. Others are not located in close proximity to related units which would promote collaboration and shared resources. Strategic relocation and renovation, therefore, is necessary to make the most of existing facilities and this unprecedented opportunity.

GOALS

OPTIMIZE UNIT ADJACENCIES AND FIT-FOR-PURPOSE THROUGH SPACE MIGRATION AND RENOVATION
SIMPPLIFY, BEAUTIFY, AND CEREMONIALIZE THE VISITOR ARRIVAL SEQUENCE
IMPROVE EAST/WEST PEDESTRIAN CORRIDORS
Planned Projects in the “Campus Core”
In addition to renovation, the long-term growth needs of the University can be met through the expansion of the Campus Core to the west along Pearl Street and Montague Boulevard. This will require improvements to east/west pedestrian routes in order to maintain connectivity within this emerging district and the campus as a whole. In some cases, where buildings block east/west movement, interior corridors could be coordinated with the exterior pathways to better facilitate cross-campus movement. Further study of this concept is required.

The original plan for the Hattiesburg campus, designed by R. H. Hunt c. 1910, envisioned a crescent front lawn along Hardy Street, an example of monumental design characteristic of the City Beautiful Movement. Only the eastern half of the crescent remains intact with the Mannoni Performing Arts Center and Marsh Hall violating Hunt’s original plan. Surface parking lots disrupt the lawn. In the long term, Mannoni and Marsh will be decommissioned and replaced on Ross Boulevard, affording the opportunity to restore the monumental crescent lawn.
When the College of Nursing relocates to Asbury Hall (planned 2016), Harkins Hall will be renovated and repurposed for the College of Arts & Letters and general purpose classrooms. The building will experience a complete modernization that will include technologically-integrated classrooms, anthropology labs, contemporary offices, and flexible spaces for study and informal gathering.

A new entrance will be added to the building’s north facade and a redundant chiller will be removed, transforming what is currently a back of house service environment into a gracious entry onto what will be a revamped pedestrian environment.
GREENE HALL

Greene Hall will be the new home for the College of Health once the College of Business relocates to Scianna Hall (planned 2015). Greene will be modernized and remodeled to suite the specific needs of the programs and departments within the College of Health.

Greene currently blocks an important east/west pedestrian route across campus, a route that is expected to experience an increase in foot traffic as the Pearl Street corridor is developed. As part of the renovation, Green will feature a ground floor that blends indoor and outdoor environments and that improves the experience of passing through the building.

The programming for Greene Hall will include pedestrian/bike/electric cart access from all directions and areas of campus.
WEST CAMPUS

As the Campus Core expands west, Ross Boulevard stands to gain importance as a campus gateway. Several buildings are planned for this area, including a new performing arts center (replacement for Mannoni Performing Arts and Marsh Hall), expansion of the Theatre and Dance Building, University Museum, a Center for Children and Families. Given the public nature of these planned buildings, it will be important to establish prominent, ceremonial, and an intuitively navigable entrance to the campus. The existing Memorial Drive entrance stands as a model.

In an ongoing effort, the University has been assembling land in west campus on a parcel-by-parcel basis. Until a contiguous tract of land can be assembled, acquired parcels will be utilized for parking, at least on an interim basis. The Pearl Street area is ideal for parking as a result of its adjacency to Ross Boulevard, where public buildings are planned, where access is possible from Hardy Street and 38th Avenue, and where convenient pedestrian connections can be provided to the Campus Core. Parking proposed for this area will be designed with ample landscape to mitigate the visual impact on adjacent properties.

GOALS

ESTABLISH ROSS BOULEVARD AS A MARQUEE CAMPUS GATEWAY
USE OUTPARCELS FOR SURFACE PARKING ON AN INTERIM BASIS
ACQUIRE PARCELS TOWARD THE ASSEMBLY OF A CONTIGUOUS CAMPUS
Planned Projects in “West Campus”

- Performing Arts Center/ Music Building
- University Museum
- Center for Children and Families
- Ed/Psych Building
- Arts Quad (phase 1)
- New Parking Lots
- New Varsity Tennis Pavilion
Ed/Psych building

Payne Center expansion

New Greek Chapter Houses

Theatre & Dance Building addition

Asbury Hall

Classroom building

Classroom building

Classroom building

Classroom building
West Campus

West Campus is the University's next frontier for growth. Given its central location and proximity to existing facilities, West Campus has been identified as the next logical extension of the Campus Core. The University is actively and publicly acquiring parcels in this area. As demand for space exceeds the capacity of the Campus Core, new buildings will be constructed there.
EAGLE WALK

The construction of Century Park North and Century Park South presents an opportunity to replace the “Quad” with modern facilities. In the long-term, beds will be relocated from the Triad (i.e. Mississippi, Hattiesburg and Hickman) to new facilities proposed for the Quad. The Triad, in turn, will be repurposed for academic and administrative uses within the Campus Core.

Much of the land along Eagle Walk has, over time, been utilized for parking lots and service drives, leaving little meaningful landscape. As a result, spaces such as the Quad lack the sense of place imbued by the pedestrian-oriented quads in the Campus Core. By relocating some parking to the campus periphery, more land can be dedicated to high-quality outdoor environments. Similarly, surface parking lots currently dominate the University’s frontage along Highway 49. This highly-visible edge of campus is, at present, a missed opportunity for creating a positive impression for passersby. In response, parking will be reorganized to allow for a more gracious landscape edge.

Reorienting Eagle Walk toward pedestrians and away from cars will require shaded pathways for comfort. Peripheral parking must also be connected to the Eagle Walk area and other parts of campus to maintain convenience. As such, Eagle Walk is planned to be upgraded to a true promenade and extended north to Hillcrest Hall and adjacent parking lots.

GOALS

REDEVELOP THE QUAD TO SUPPORT CONTEMPORARY LIVING/LEARNING
ESTABLISH A PROMENADE ALONG EAGLE WALK SPINE TO TIE TOGETHER THE EAGLE WALK AREA
BEAUTIFY THE UNIVERSITY’S FRONTAGE ALONG HIGHWAY 49
Planned Projects along Eagle Walk

- Quad redevelopment
- McLemore Hall renovation
- Kennard-Washington renovation
- Eagle Walk pedestrianization
- Landscape enhancements to Hwy 49 frontage
GREEK COMMUNITY/SPORTS

More than any other area, the west extents of the campus are planned for dramatic improvements in the next five to ten years. With Pinehaven scheduled for decommissioning in 2015 and most Fraternity Drive chapter houses slated for replacement, among other planned projects, roughly 82 acres of land will be redeveloped.

This presents an opportunity to meet two pressing needs: 1) providing adequate recreational sport fields; and, 2) bringing Varsity Athletics fields closer to the Campus Core. A new pedestrian pathway extending west from Green Coliseum will be the spine for organizing these active sports uses.

GOALS

REDEVELOP THE GREEK COMMUNITY
EXPAND VARSITY AND RECREATIONAL SPORTS AMENITIES

A redeveloped Greek Community is also envisioned for this area of campus. This will involve the replacement of substandard and over-sized chapter houses, new chapter houses for National Pan-Hellenic Council chapters that currently have no physical presence, and other amenities.
Planned Projects in the “Greek Community/ Sports” area

- Varsity Track & Field
- Payne Center expansion
- Greek Apartments
- New Parking Lot
- Recreational Sports Fields
- Village Center Commons
- Recreation/Varsity Sand Volleyball Courts
- Greek Chapter Houses
- Expansion of The Village
- NPHC Plaza
- Greek Chapter Houses
- Greek Town Houses
- New Parking Lot
- Greek Apartments

Map showing locations and projects.
LONGLEAF TRACE

Over time, many varsity athletic facilities have been located on the northern fringes of campus. The remoteness of these facilities is a barrier to the success of Varsity Softball, Soccer, and Track & Field. Under Tomorrow Southern Miss, these sports programs will be relocated to the northwest area of campus and the existing location of the Physical Plant Complex north of 4th Street. The Physical Plant Complex will be relocated to the outparcels east of Highway 49 where many of the existing athletics facilities are currently located.

Given its peripheral location, yet within a short walk to the Campus Core, the areas on either side of the Longleaf Trace and west of Highway 49 are ideal for parking. As such, expanded parking lots are recommended for these areas. Connections to the Campus Core will be provided via an enhanced Eagle Walk which will be extended northward to Hillcrest with the goal of improving access to parking and to the Longleaf Trace trail.

GOALS

RELOCATE ANCILLARY USES AND LARGE PARKING LOTS TO OUTPARCELS
EXTEND PEDESTRIAN PATHS TO CONNECT OUTPARCELS WITH THE CONTIGUOUS CAMPUS
RELOCATE VARSITY AND RECREATIONAL SPORTS CLOSER TO THE CAMPUS CORE
Planned Projects along the Longleaf Trace

- Varsity Softball
- Parking Lot Redesign
- Varsity Soccer
- Eagle Walk Extension
- ROTC Training Ground
- Century Park South
- Parking Lot Redesign
- New Parking Lot
- Physical Plant Complex
**MIDTOWN**

In 2013, the City of Hattiesburg and Forrest County completed a master plan for Midtown, an underdeveloped area that borders the Southern Miss campus to the south. The plan aimed to create a pedestrian-friendly, mixed-use neighborhood that connects people to living, shopping, dining, entertaining, medical, cultural, and recreational activities.

To take these goals from vision to reality, the city also adopted a form-based zoning code later that year that prescribes the physical form of buildings, streets, the public realm, and other elements that will comprise the regenerated Midtown District. With the code in place, the vision for a walkable, mixed-use Midtown is now a legal mandate that stands to enliven this key neighborhood.

**GOALS**

CARRY OUT DEVELOPMENT THAT SUPPORTS BOTH NEIGHBORHOOD AND CAMPUS LIFE

IMPROVE THE SAFETY AND BEAUTY OF PHYSICAL CONNECTIONS BETWEEN CAMPUS AND MIDTOWN

The University owns about 7.5 acres within Midtown at Hardy and 31st Street. Under the city’s code, the University’s land is zoned primarily for three to five-story, mixed-use development. These holdings present an opportunity to catalyze investment in Midtown and bolster town-gown synergy.
Planned Projects in the Midtown District

Development Site

The map shows the Planned Projects in the Midtown District with the Development Site highlighted. The map includes streets such as W 4TH ST, MONTAGUE BLVD, HARDY ST, PEARL ST, S 31ST ST, S 29TH AVE, US HWY 49, and W 7TH ST.
Creating a sense of arrival is highly important not only for the future of Midtown but for The University of Southern Mississippi. It is a critical component to building district identity while strengthening The University of Southern Mississippi’s image, not only within the Greater Hattiesburg region, but as a recruitment tool for prospective students and faculty. Hardy Street as it is currently “designed” is simply a state route with the sole purpose of moving traffic from “Point A to B.” Creating a visually-attractive “gateway” into Midtown and at the main entry of The University of Southern Mississippi announces to everyone that they are entering a unique part of Hattiesburg. Gateway treatments can be as simple as that illustrated above – distinctive pavement markings, landscaping and an insignia representing The University’s Golden Eagle – or more structural with a significant piece of vertical stone or metal artwork and appropriate lighting.

A fully rebuilt midtown, depicted in the conceptual rendering above, stands to soften the edge between Southern Miss and its neighborhood context. 29th and Hardy will be a critical gateway to both. This intersection has the potential to impress upon visitors a marked sense of arrival, to building district identity, and to strengthen the image of the University.
Under the City’s newly adopted code, Hardy will remain a retail street; however the design of the street will be re-oriented to accommodate pedestrians and cyclists. Wide sidewalks, shade trees, and uninterrupted storefronts will replace drive-throughs and parking lots.

The Hardy/Highway 49 area of Midtown is also zoned to accommodate residential development, including off-campus student housing. This area is within a ten-minute walk to the Campus Core, giving students the option to leave their cars behind and walk to campus.
REDEVELOPMENT AREAS

1. Morningside Drive parcels
2. Physical Plant Complex
3. Hillcrest Modular units
4. Varsity Softball complex
5. Varsity Soccer/Track & Field complex
6. 37th Avenue parcels
7. Fraternity chapter houses
8. Pinehaven
9. 35th Avenue parcels
10. Print Center
11. The "Quad"
12. 31st Avenue parcels
13. Marsh Hall/Mannoni Performing Arts Center
14. Ranger Hill
15. Clinic for Family Therapy
16. Center for Child Development
17. Stores/Receiving/Property Accounting
PLANNED PROJECTS

1. Recreational sport field
2. ROTC training ground
3. Varsity sport field
4. Village Center Commons
5. Payne Center Expansion
6. Spirit Park
7. Greek townhouses
8. Greek chapter houses
9. Greek apartments
10. General classroom building
11. Centennial Green improvements
12. Quad redevelopment
13. Championship Lane improvements
14. School of Music & Performing Arts Center
15. Pride Field enhancements
16. Center for Children and Families
17. College of Education & Psychology building
18. Theatre & Dance Building addition
19. Arts quad
20. Midtown development parcels
21. Midtown redevelopment district
22. NPHC Plaza
23. Security Kiosk-North
24. Recreation/Varsity sand volleyball courts
25. Varsity Softball complex
26. Physical Plant Complex
27. University Museum
28. Varsity Track & Field
29. Campus Core pedestrianization