



UNIVERSITY *of* MISSISSIPPI

CAMPUS MASTER PLAN EXECUTIVE SUMMARY

December 2009





University of Mississippi Existing Campus Plan



University of Mississippi Campus Master Plan



The 2009 University of Mississippi Master Plan provides a vision for the future that is rooted in the history and traditions of the Oxford campus, in the academic and research mission of the University, and the goals and aspirations of the campus community. **It draws from the past, addresses the needs of the present, and promotes a philosophy of stewardship and sustainability for the future.**

MASTER PLAN GOALS

The Master Plan sets forth four strategic goals:

1. Preserve the architectural and landscape legacy of the campus
2. Enhance campus life
3. Provide for the evolving academic and research missions, and
4. Establish an ethic of sustainability.

2 **Preserve the architectural and landscape legacy of the campus**

The historic buildings and open spaces at Ole Miss create a distinctive and memorable image for the University. The Olmsted Brothers Company (founded by Frederick Law Olmsted Sr, designer of Central Park in New York City) set the framework for the campus design around a series of simple shaded open spaces. The Master Plan acknowledges the unique sense of place established by this rich architectural and landscape planning history. It identifies the contributing buildings and landscapes, their character and attributes, and provides recommendations for protecting and enhancing these important cultural resources. The Plan also recommends locations for new buildings and landscapes in the historic core, and extends the character and attributes of that core to new and emerging areas of the campus.

Enhance Campus Life

The Master Plan places particular emphasis on improving the environment and overall quality of life on the campus. This focus will result in a stronger sense of collegiality and community that will assist in attracting students, faculty, and staff. Campus improvements affect the social and learning environment, the residential experience, and campus connectivity and pedestrian safety.

The Ole Miss campus not only serves as the setting for collegiate life, but it is also an important place in local, State and regional culture. It is intertwined with the identity of the local Oxford community, providing a broader context for social life in places such as the Town Square. The Master Plan addresses the important relationship between the campus and its host community through the improvement of physical linkages between the campus and the community.

Provide for the evolving academic and research missions

The Master Plan identifies opportunities for accommodating new facilities to support the success of the academic and research missions of the University. Infill and redevelopment opportunities are identified in the campus core for developing new academic and research facilities that will contribute to the overall character and image of the campus. The Plan also supports previous and ongoing planning initiatives to establish the Center for Innovation Excellence in the south campus area.

Establish an Ethic of Sustainability

The Master Plan emphasizes sustainable physical design principles in the following areas: natural systems and habitats; water resources; energy and emissions; transportation; and campus life. It provides an overview of the current campus conditions in each of these areas and introduces strategies for assisting the University in moving toward a more sustainable future, including the ultimate goal of climate neutrality. The Plan primarily addresses the environmental dimensions of sustainability leaving issues of social, economic, and curriculum change to broader strategic planning efforts.





Master Plan Objectives

Based on the four strategic goals, several objectives were developed to help organize and evaluate campus development concepts explored as part of the planning process. These objectives include:

- Enhance and expand the positive qualities of the campus defined by the historic core
- Create an environment that supports the culture and traditions of the campus
- Ensure the highest and best use of campus land
- Provide a framework for future building placement
- Create a campus life experience that reinforces the learning community concept
- Create a pedestrian-focused campus environment, and
- Rationalize the circulation and parking to reduce vehicular conflicts.



Aerial View of Campus Master Plan

MASTER PLAN STRUCTURE

The Master Plan establishes a framework that provides a comprehensive and coordinated vision for guiding incremental change on the campus. This framework is based on the campus systems and resources that work together to support an overall land use rationale that emphasizes the highest and best use of the central campus for academic and mission-related purposes; locates major academic and support facilities on the higher topographic plateaus; limits expansion into forested or green field sites; and concentrates development within the areas currently serviced by infrastructure thereby reinforcing the compact pedestrian scale core. These systems and resources include:

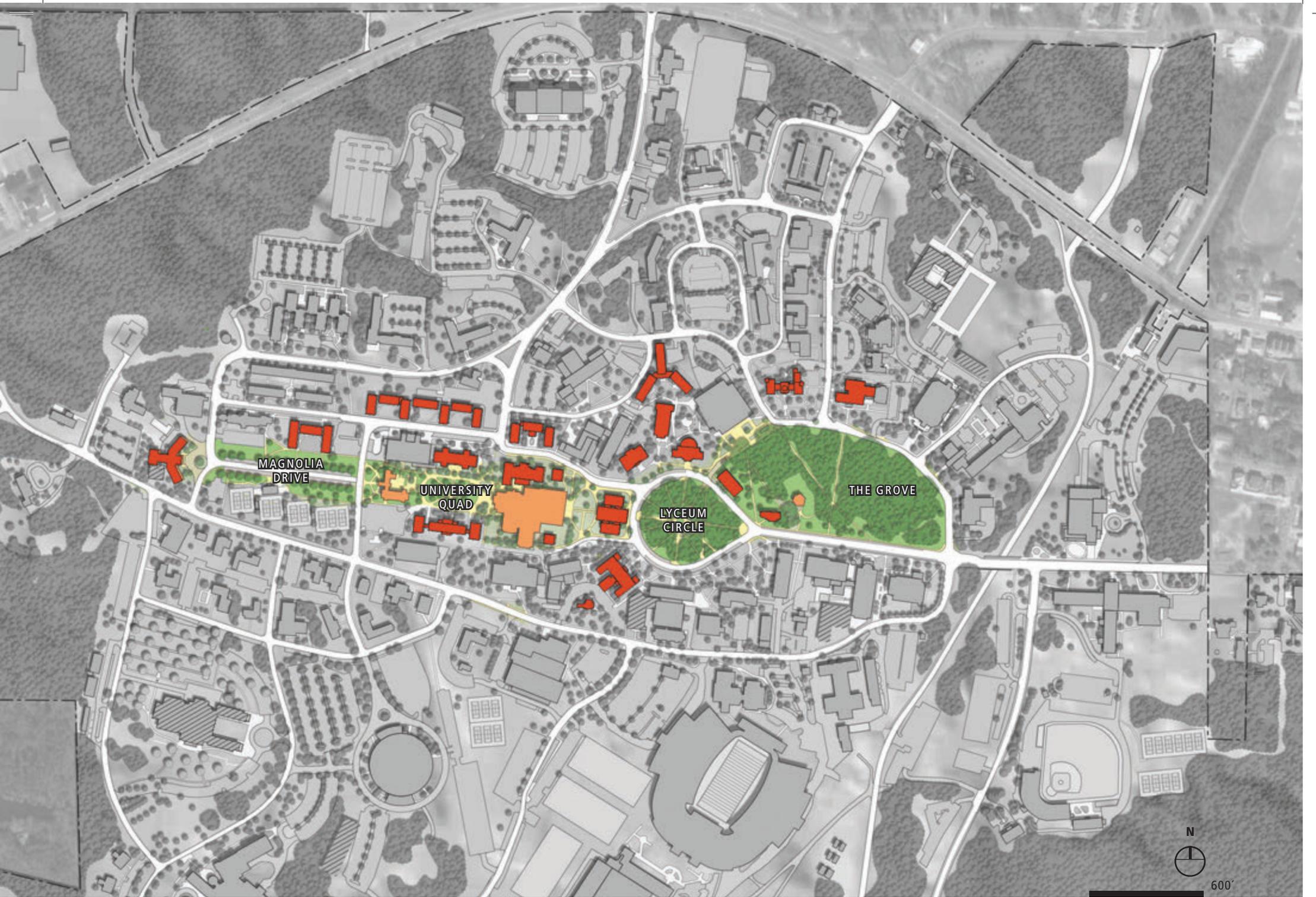
Cultural Resources - The unique elements and forms that constitute the cultural landscape of the campus. This section introduces development guidelines to protect and enhance these assets. The Ole Miss campus is characterized by its impressive open spaces such as Lyceum Circle and the Grove, and historic structures such as the Lyceum and Barnard Observatory. These open spaces and structures establish an ordering concept for building placement, landscape, and circulation that is integral to the image and identity of Ole Miss. This is a cultural landscape not only associated with the University, but the community of Oxford and the State of

Mississippi.

Landscape and Open Space - The natural systems that surround the campus with formal lawns, open spaces, and landscapes of the central campus. The Master Plan open space system identifies new pathways and visual connections between campus districts; new formal spaces to organize future development; and, the enhancement of existing landscapes.

Access / Circulation - The pedestrian, bicycle, and transit networks of the campus that provide multiple access options. The Master Plan circulation system eliminates redundant roads, simplifies vehicular circulation, and removes traffic from the campus core to improve the pedestrian experience. A perimeter road rationalizes traffic flow around the central core of the campus. Future development is concentrated in the core area within a 10-minute walk circle (the typical time between classes) to encourage walking. Existing parking from the campus interior is relocated to consolidated garages and outlying parking options at the campus edges. Garages and remote parking areas are linked with the pedestrian network to encourage campus users to park once and walk.

Campus Life - The housing communities, social gathering nodes and amenities that support the overall quality of life on the Ole Miss campus.



MAGNOLIA
DRIVE

UNIVERSITY
QUAD

LYCEUM
CIRCLE

THE GROVE



600'

Cultural Resources

Cultural Resources

The combination of the beautifully designed landscape spaces and the classical architecture on the University of Mississippi campus define its lasting character, collegiate atmosphere, and identity as a hallmark academic institution in the State of Mississippi. The thoughtful layout of the core historic campus produced a structure that conveys a sense of permanence, stature, and purpose. Lyceum Circle is the outcome of a deliberate decision made well over a century ago when the campus founders arranged the initial buildings around a common open space. This seemingly simple idea has provided a lasting order to the central campus.

In 1848, William Nichols, the celebrated architect responsible for Mississippi's Old Capitol building and Governor's Mansion, laid out the initial campus plan with the Lyceum Building as its focus. Nichols created today's Lyceum Circle, a park-like space now lined with buildings from the early 20th-century.

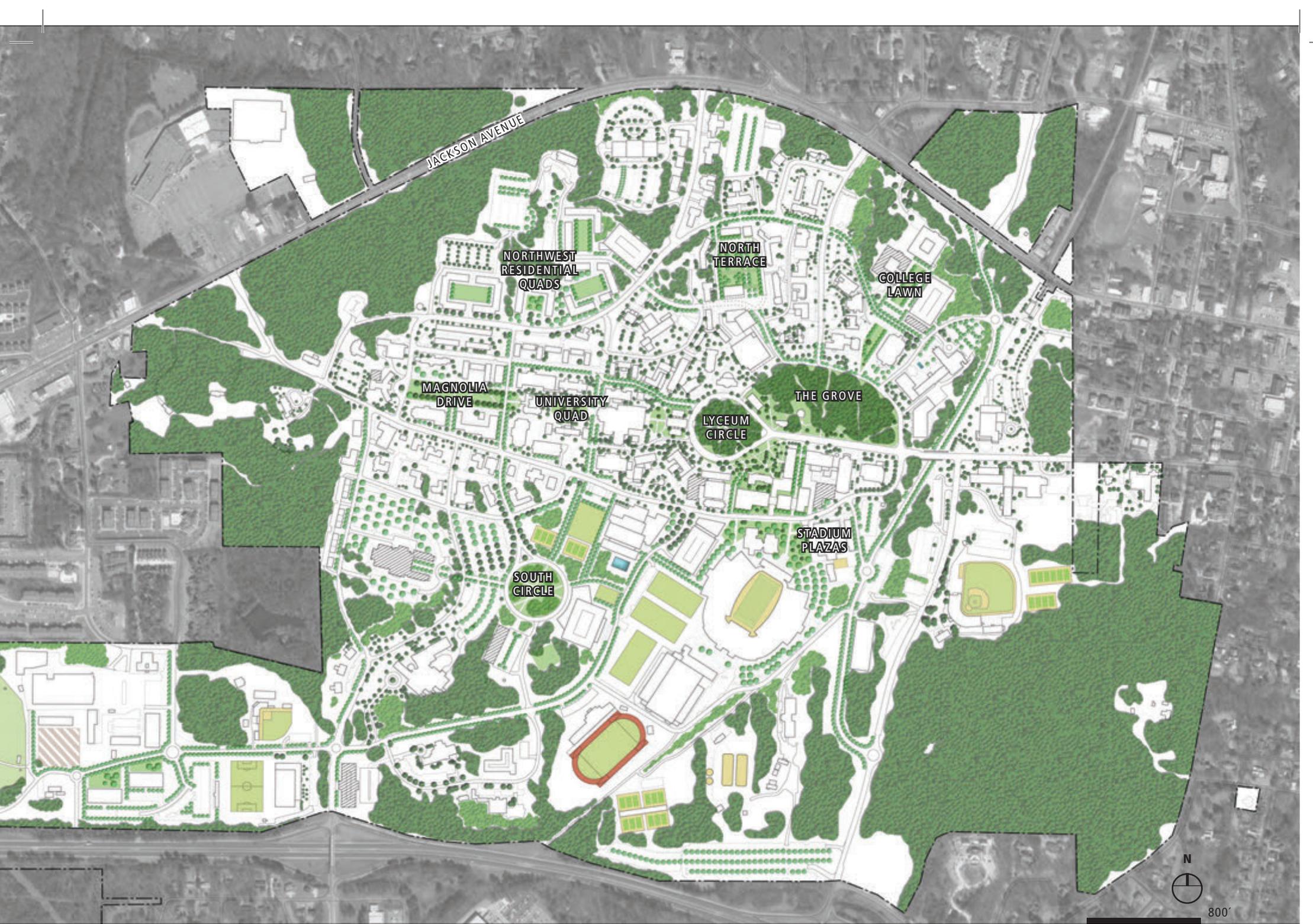
The planning legacy at the University of Mississippi is further distinguished by the involvement of the firm of Frederick Law Olmsted, landscape architect for Central Park in New York. The Olmsted Brothers' involvement with Ole Miss extends over a 25-year period beginning in 1948, and includes several master plans, updates and planning studies. Nearly 1,900 files pertaining to the University of Mississippi

are on record at the National Park Service Olmsted Archives in Brookline, Massachusetts.

The earliest plans of the Oxford campus developed by the Olmsted Brothers indicate development along the central ridge on an axis running east and west. Connections that link new development zones to the north and south were also suggested. A vocabulary of iconic open spaces defined by building edges reinforced the organizing principle established with Lyceum Circle. Roadways and parking were moved to the periphery of the central campus establishing a cohesive core academic area.

The University of Mississippi campus has a considerable legacy of architecturally significant buildings that are identified as "contributing buildings" in the Master Plan. A contributing building is defined by *The Secretary of the Interior Standards for the Treatment of Historic Properties With Guidelines for Preserving, Rehabilitating, Restoring and Reconstructing Historic Buildings* as essential to the historic character and image of a historic context.

- Contributing Buildings
- Existing Buildings



Campus Landscapes and Open Spaces

Landscape and Open Space

The Master Plan defines, respects, and enhances the iconic open spaces of the campus. As discussed earlier, the iconic campus landscapes are connected on a central axis that extends along a ridgeline from the campus entrance at University Avenue to Guyton Hall at the end of Magnolia Drive. Symbolically, the axis also ties the center of the University with the center of Oxford at the Town Square. Lyceum Circle and the Grove are on this axis and form the heart of the Ole Miss campus. Together with the Quad and Magnolia Drive, these campus landscapes continue to serve as the organizational armature for campus development.

The Master Plan proposes several new open spaces and connector landscapes intended to distribute the positive qualities of the central axis to new and regenerated areas of the campus. These new campus landscapes include the North Terrace, Stadium Plazas, College Lawn, South Circle, and Northwest Residential Quads.

North Terrace - This landscape design promotes student gathering, informal play, and will provide much needed social space in the center of the Women's Terrace, a major residential district on campus.

Stadium Plazas - A new open lawn area and several plazas will create gathering spaces for spectators before and after events, and better integrate the stadium with its immediate surroundings.

College Lawn A new open space defined by the Residential College buildings and a future parking garage will provide recreation space and will be connected to the Grove via a new landscaped pedestrian route.

South Circle - A long-term concept for creating identity in the South Campus district will feature lawn and informal groupings of trees much like the historic Lyceum Circle.

Northwest Residential Quads - a series of new quadrangles will serve as recreation spaces for the residents of the Northwest Residential District.



Proposed Circulation System

Campus Access and Circulation

The Master Plan provides an integrated approach to circulation that better utilizes pedestrian, bicycle and transit networks. This increased utilization is intended to reduce vehicular traffic and assist the University in reducing greenhouse gas emissions. Priority is placed on pedestrian, bicycle and transit options. To facilitate pedestrian movement, the Master Plan establishes a perimeter loop road with the aim of reducing the volume of traffic entering the core campus. As the single occupancy vehicle will continue to be the primary mode of access, vehicular access and parking are reorganized to provide convenience, and reduce pedestrian / vehicular conflicts.

Pedestrian

The Master Plan establishes a Pedestrian Priority Zone within the proposed perimeter loop road. Emphasis is placed on creating a safe, sheltered pedestrian environment. Limiting access on internal roads to service vehicles and traffic calming strategies will assist in establishing this Pedestrian Priority Zone.

Bicycle

The campus bicycle network is extended and coordinated with existing community routes. Bike paths and biking lanes will provide access throughout the core campus and will lessen conflicts between human-powered transport and automobiles. The bike network utilizes roads and designated bike lanes to minimize pedestrian conflicts.

Transit

The Master Plan identifies roadways for transit services when such options become a greater focus of the campus access strategy. Potential shuttle services and other routes will utilize the proposed perimeter road. Designated routes for transit will allow convenient access to core pedestrian areas, parking facilities, and key campus life and academic areas. Bus stops will be coordinated with activity nodes and major destinations to allow the utilization of interior lobby spaces for waiting areas during inclement weather.

Vehicle

Clarifying and rationalizing the vehicular circulation on campus serves to facilitate more intuitive and coordinated access for students, faculty, and visitors. Strategies for improving the vehicular circulation network on campus include:

- Strengthening the established campus arrival sequence and gateways
- Clarifying and completing a campus perimeter road around the academic core
- Reconfiguring select intersections to improve safety
- Creating new road connections in strategic locations to improve campus circulation and egress, and
- Establishing an organized strategy for parking and access.

Parking

Recognizing the value of core campus land for academic, research and support uses, the Master Plan minimizes the use of campus core land for surface parking. The intent is to create a pedestrian-oriented environment, concentrating all major campus academic and student support facilities within the pedestrian realm of the campus. Currently, nearly 15 percent of this valuable land is devoted to parking. To ensure the highest and best use of the core area and foster a walkable environment, it is necessary to move the parking supply into existing peripheral locations and garages over time.

-  Vehicular Route
-  Pedestrian Access
-  Surface Parking

12 Campus Life

The campus life facilities at the University of Mississippi include student amenities, civic nodes, and residential communities that contribute to the quality of life. The Master Plan supports a sense of campus life and community by creating and enhancing civic meeting points and by providing connectivity between these nodes. Community is addressed at the following levels:

- Residential/learning communities
- Dining and food services
- Cultural amenities, and
- Athletics and recreation facilities.

Residential Life

The University Student Housing and Residence Life Department is in the process of transitioning their residential living philosophy from a traditional residence hall model to a model of living/learning communities with the goals of increasing the number of students living on campus and actively engaging residential students in a stimulating social and academic environment. Transitioning housing to this new model requires change and investment on several levels:

- Type of housing offered – new room configurations will be necessary to provide more privacy and independent living opportunities in response to student preferences

- Social and learning support amenities – new social and learning spaces, including dining, study/meeting, and fitness space will need to be provided in existing and future campus housing to address the social and academic engagement goals of the University, and
- Number of beds provided – the total bed count will need to increase to engage more students in the living / learning model envisioned.

Transitioning the residential life experience at Ole Miss will take coordinated planning and investment. The new Residential College buildings are the first step in this transition. Beyond the new housing provided in the Residential College, the Master Plan provides strategies for creating the social and learning support amenities for students living in existing residence halls.

Campus Life and Dining Facilities

The Master Plan focuses on improving campus life amenities including the Student Union, the Turner Recreation Center and three primary dining locations: the Student Union, Johnson Commons, and the Residential College. The goal is to provide dining venues that serve both residents and the broader population of the campus, thereby improving the utilization and financial success of each location.

Cultural Amenities

As the flagship institution of the Mississippi State Institutions of Higher Education, the University of Mississippi is often the designated steward of many historical and culturally sensitive records and collections. Due to the rich literary tradition and socially significant past, the University has become a beacon of cultural memory, outreach, and understanding for the residents of Oxford, the State of Mississippi, and the region.

Sports and Recreation Facilities

The expansion and redesign of the Turner Center will provide an improved health and fitness facility for the campus population. Plans for an eastward expansion are accommodated in the Master Plan as well as the opportunity for a future expansion to the south. The Turner Center will also serve as a commuter gateway into the campus. The proposed limited food service in the facility will serve a wider population.

The vision for improved campus life expressed in the Master Plan incorporates recreation facilities in the development of improved residential facilities. Smaller satellite locations of fitness amenities will be located proximate to housing and associated with common spaces or buildings.



Proposed College Lawn looking toward Residential College



C

B

A

D

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F

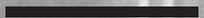
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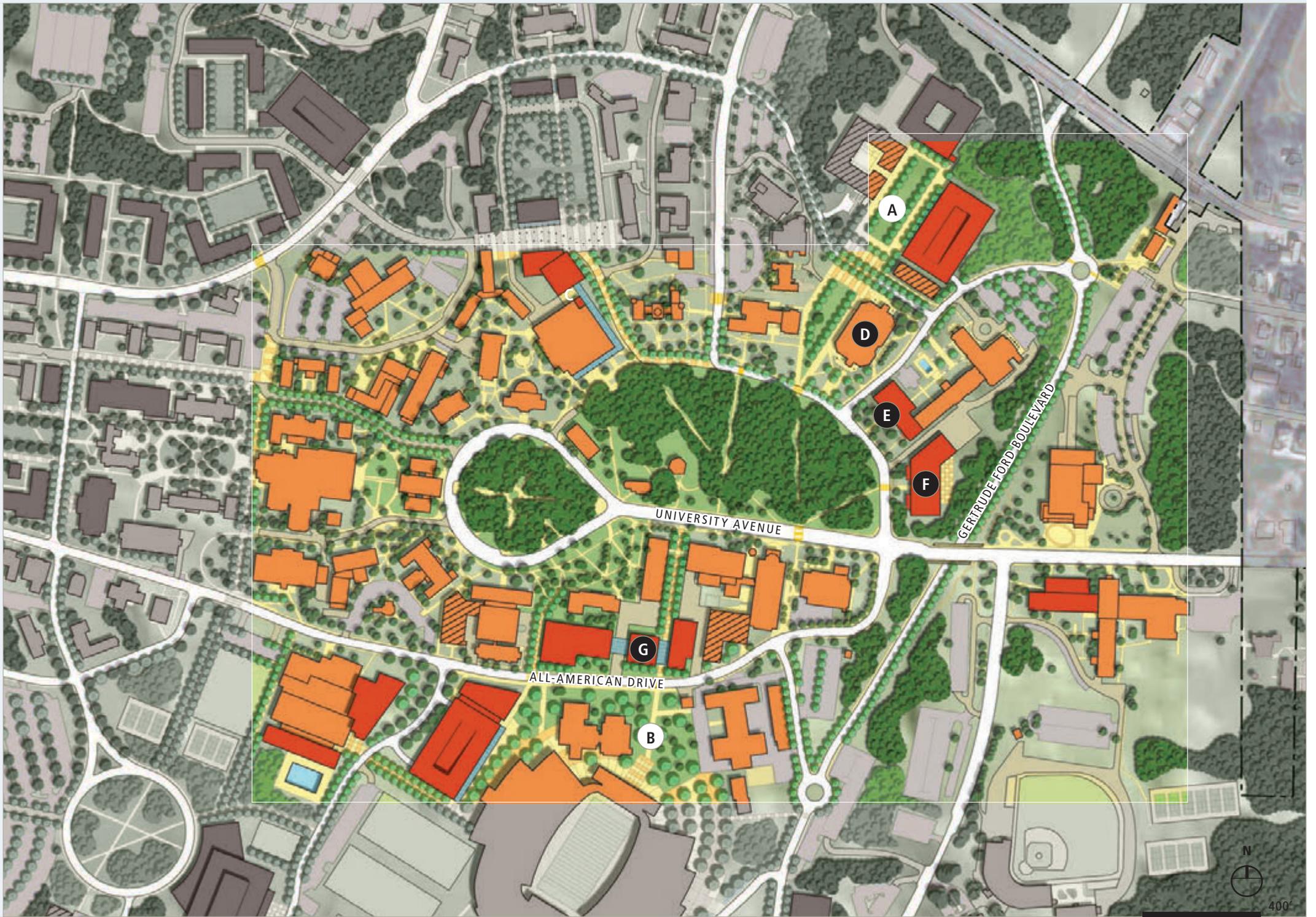
1000'



CAMPUS DISTRICTS

In general, building placement within the Master Plan structure is based on a strategy of infill development and site redevelopment in those areas that are underutilized or are in need of regeneration. This section of the Master Plan details the location of specific buildings and building renovations, contributing landscapes, and vehicular and pedestrian improvements within each campus district. The campus districts include:

- A. Central Campus District
- B. North Residential District
- C. Northwest Residential District
- D. Magnolia Mall District
- E. South District
- F. Athletics / Recreation District
- G. Services District
- H. Research District
- I. University Avenue Cultural District



Central Campus District

Central Campus District

The Central Campus District lies at the heart of the Ole Miss campus, encompassing the iconic landscapes of the Grove and Lyceum Circle, as well as celebrated buildings, such as the Lyceum, Ventress Hall, and Bryant Hall. Together, the landscape and buildings of this district define the character of the Oxford campus. This district functions as the academic and social center of the University, and as a culturally significant place in the State of Mississippi.

Given the historic and cultural relevance of this district, all new development is limited to infill and building replacement opportunities. Redevelopment is recommended for sites occupied by obsolete facilities, low-density development, or for buildings that do not contribute to the established character and image of the District. Landscape improvements focus on pedestrian corridors and issues of pedestrian safety and comfort.

SITE PROJECTS

- A** Residential College Walk
- B** Walk Of Champions

BUILDING PROJECTS

- C** Student Union Renovation / Expansion
- D** Lamar Academic Building Renovation
- E** Alumni Center
- F** New East Grove Academic Building
- G** New Science Center

 **Proposed Buildings**

 **Existing Buildings**

Site Projects

Vehicular Circulation

The Central Campus District lies within the proposed Pedestrian Priority Zone. The goal of this zone is to rationalize traffic patterns and remove traffic from areas where pedestrian – vehicular conflicts are common. Key to this proposal is the establishment of the perimeter road. Other proposed vehicular circulation changes in this district include the closure of Grove Loop and Student Union Drive to general traffic. The street will remain open from Sorority Row to Northgate for transit, emergency and service access.

Pedestrian Circulation

Several landscape corridors based on pedestrian connections are proposed to create visual and physical links from the Central Campus District to outlying districts including:

Walk of Champions

Improvements to the Walk of Champions are proposed to clarify and celebrate the pre-game procession of the football team through the Grove and down the Walk of Champions before entering the Stadium. The proposed changes will enhance this tradition and improve connectivity to the proposed Science Center located on the site of the obsolete Heating and Power Plants south of Shoemaker Hall.

College Walk

College Walk is proposed to link the Grove to College Lawn, a proposed open space defined by the new Residential College buildings.

Building Projects

The Master Plan provides recommendations for infill and redevelopment in the Central Campus District with the goal of making the best use of land for core mission-related purposes. The following redevelopment projects are proposed:

Student Union

The Student Union is well positioned to serve the campus population given its central location and proximity to the housing areas north of the Grove and Central Campus District. The facility, however, is undersized to serve the current and projected enrollment and, therefore, is targeted for expansion and redesign. The proposed redevelopment of the Union is intertwined with proposals to regenerate the housing areas immediately to the north.

Redevelopment of Lamar Law Building

The renovation of the former Lamar Law Building provides the opportunity for academic and administrative expansion space within the Central Campus. As part of a longer-term renovation of this building, it is recommended that the building façade relate to the Grove in a more interactive and transparent way.

East Grove Academic Building

A new academic building (approximately 100,000 gsf) is proposed to occupy the current site of the Yerby Center, a low-density conference facility that does not house mission-critical functions. Given the historic and cultural importance of the Grove, future development on this site must complement the architectural character of the context.

Alumni Center

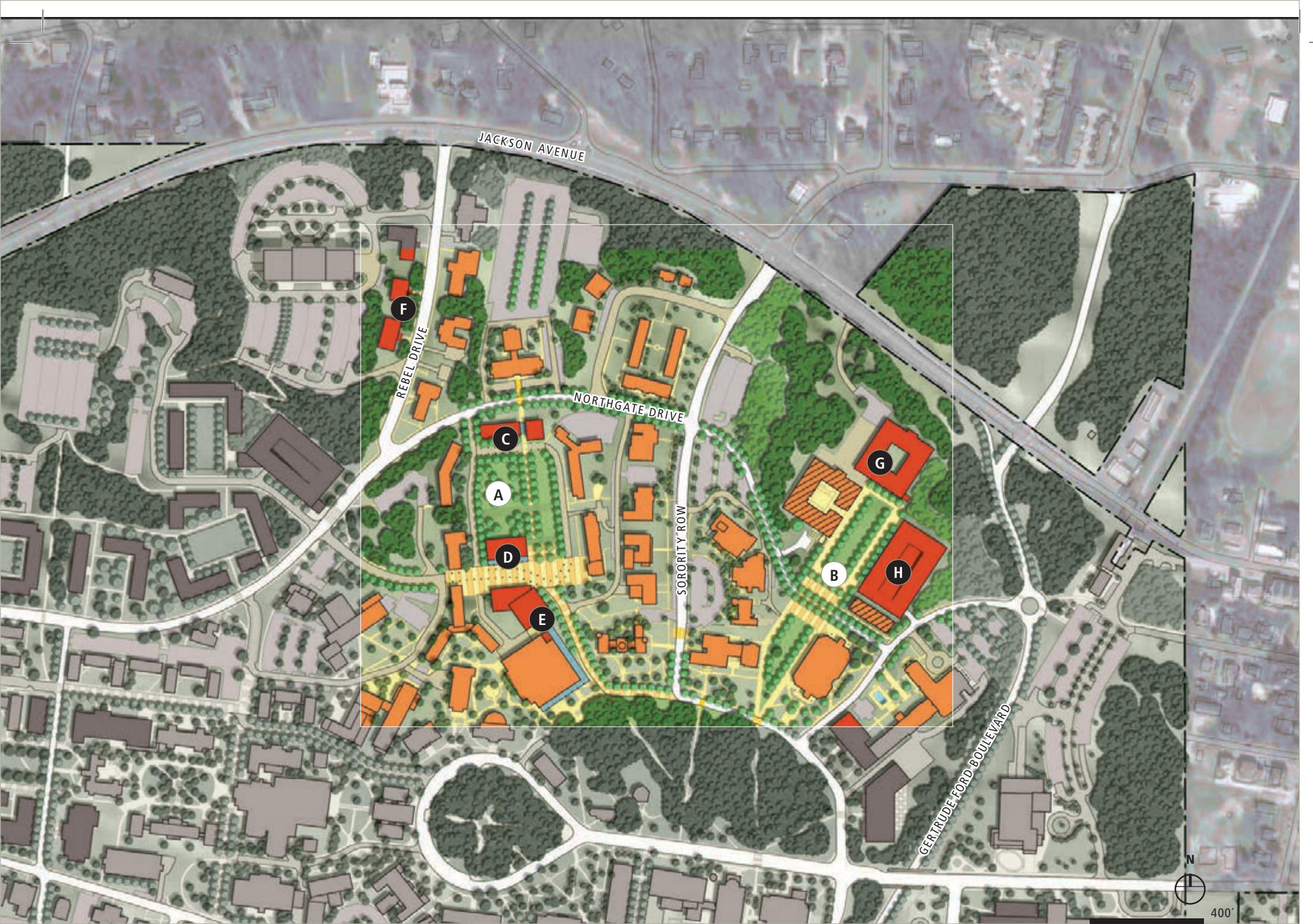
Similar to Yerby Center, the Alumni Center represents an underutilization of prime land on the Grove given its one-story construction. It is recommended that the site be redeveloped in keeping with the scale and rhythm of the building facades and voids established around the Grove.

Science Center

A new 170,000 GSF Science Center is proposed on the Old Power Plant and Central Heating Plant south of Shoemaker Hall. In addition to accommodating the growing space needs in this area, the new Science Center will serve as a gateway along the Walk of Champions, which will pass through a portal in the building. It will also serve to create a positive and consistent architectural edge condition along All-American Drive.



Aerial View of the Central Campus District



North Residential District

North Residential District

The areas north of the Grove have a variety of existing and emerging residence life facilities including residence halls constructed between 1930 and 1980, the sorority houses, and the new Residential College. Until recently, this area featured faculty and staff residences that served as transitional housing for new members of the Ole Miss community. This housing was relocated off campus to make way for the new Residential College. The District consists of three sub-districts serving different housing needs and purposes:

- North Terrace
- Sorority and Apartment Housing, and
- Residential College.

SITE PROJECTS

- A** North Terrace Quadrangle
- B** College Lawn

BUILDING PROJECTS

- C** New Residence hall (138 Beds)
- D** New North Terrace Commons
- E** Student Union Renovation / Expansion
- F** New Rebel Drive Sorority Sites
- G** New Residential College
- H** New College Green Garage

 **Proposed Buildings**

 **Existing Buildings**



Proposed View of North Terrace Commons

North Terrace

The North Terrace is defined by the sloping terrain north of the Student Union and is surrounded by Deaton, Stewart, Crosby, Brown and Hefley residence halls. The redevelopment and enhancement proposed for this sub-district supports one of the prime goals of the Master Plan: to create a campus life experience that reinforces the learning community residential model embraced by the University.

At present, the residential facilities defining the North Terrace are traditional dormitory-style residence halls - a profile that will need to transition over time to better address the housing preferences of today's student population. To address the immediate needs of residents in the North Terrace, a series of new social, dining and amenity spaces are proposed to make the surrounding residence halls more attractive. The near-term aim is to invest in new facilities outside of the residence halls, including outdoor space, to provide a "commons" for all residents.

The focus on providing social and amenity space outside the residence halls enables the University to introduce elements of the learning community model at a district level, while continuing to utilize existing residence hall facilities with strategic upgrades. The proposed near-term learning community strategy for the North Terrace includes the following investments:

- North Terrace Quadrangle
- North Terrace Commons Building
- Student Union Expansion and refurbishment, and
- New residence hall.

North Terrace Quadrangle - This open space removes existing surface parking to provide an outdoor recreation and social/study space for the residents of the North Terrace District. Pedestrian connections around and across the Quadrangle will be shaded with trees and shade structures associated with buildings and plaza areas. A large grass area will occupy the center and can be used for informal recreation activities. Smaller landscape areas at the edges will incorporate informal seating areas to encourage social clustering and to provide outdoor group study areas.

Student Union Expansion and Renovation - An addition to the north and east sides of the structure in the range of 60,000 -80,000 GSF is proposed to provide expansion space and increase dining capacity for

the campus community and residents of the North Terrace. In addition, the renovation will serve to provide a more visually permeable and activated façade for this key campus life building, as well as resolve internal circulation issues within the existing structure. Student Union Plaza is a new outdoor gathering area featuring exterior dining and social spaces designed to link the new addition with a new Commons Building along a common streetscape positioned along the alignment of Student Union Drive. The plaza will also accommodate the central campus station for future transit services.

North Terrace Commons - The Commons will provide student social/study space for the residents of the North Terrace community, and could include meeting rooms for student organizations, group study and project workrooms, assembly space, a café, and small-scale fitness center spaces. The facility could also include housing on the upper levels.

New North Terrace Residence Hall - At the north end of the proposed Quadrangle, a new residence hall is proposed to provide an additional 125 beds in the North Terrace. This proposed building will frame a gateway that visually connects Crosby Hall to the Terrace Quadrangle and shortens the perceived distance to the Central Campus District.

Sorority Houses

Within the North Residential District, sorority houses are located on Sorority Row and on Rebel Drive. Three new sites for sorority houses will join the existing Greek community along north Rebel Drive. These housing sites, built into the slope east of the Stockard-Martin Towers, will strengthen the street edge opposite the existing sororities, and help to establish a “campus” feel at the Jackson Avenue gateway.

Residential College

The new Residential College buildings are the first step in meeting the University’s goal of transitioning campus housing to a learning community model. The new residence halls proposed in the North Residential District provide a range of room configurations, social and learning spaces, and amenities including a dining hall. Two phases are planned in two residence halls, each accommodating 460 students. The residence halls define the west and north edges of a new open space, College Lawn. The east side is defined by a proposed parking garage, the College Lawn Garage.

College Lawn

College Lawn will link the new residential communities with the Grove. Designed as a gracious linear green space, College Lawn will extend from the Grove near Farley Hall to the Residential College providing a strong visual and pedestrian link to the Central Campus District and a recreation area for residents.

College Lawn Garage

Located to the east of College Lawn is a new parking garage proposed to consolidate 650 parking spaces displaced by the removal of surface parking in the North Residential District. The garage is intended to serve the day-to-day faculty and staff parking needs in the Central Campus and potentially provide parking for game-day, the Inn at Ole Miss, and Yerby Conference Center.



Student Union Renovation / Expansion and The Union Plaza looking Southwest



Northwest Residential District (Long-term Strategy)

Northwest Residential District

The Master Plan sets out a long-term strategy for accommodating new residential learning communities in the Northwest Residential District. It provides the necessary surge space to execute a phased renovation of other residence halls and, ultimately, increases the capacity of the residential system. In addition, improvements in the district focus on the visual and pedestrian links back to campus life facilities, such as the Student Center and Johnson Commons Dining. The strategy calls for the incremental replacement of all existing residence halls with the exception of Stockard and Martin Halls, which will remain part of the housing system for the foreseeable future. New housing will be located on the higher elevations closer to the academic core and the amenities of the campus.

SITE PROJECTS

- A Residential Quads

BUILDING PROJECTS

- B Stockard-Martin Redevelopment
- C Residential Village 1
- D Residential Village 2
- E Residential Village 3
- F Residential Village 4
- G Northwest Garage
- Proposed Buildings
- Existing Buildings

Stockard and Martin Halls Redevelopment

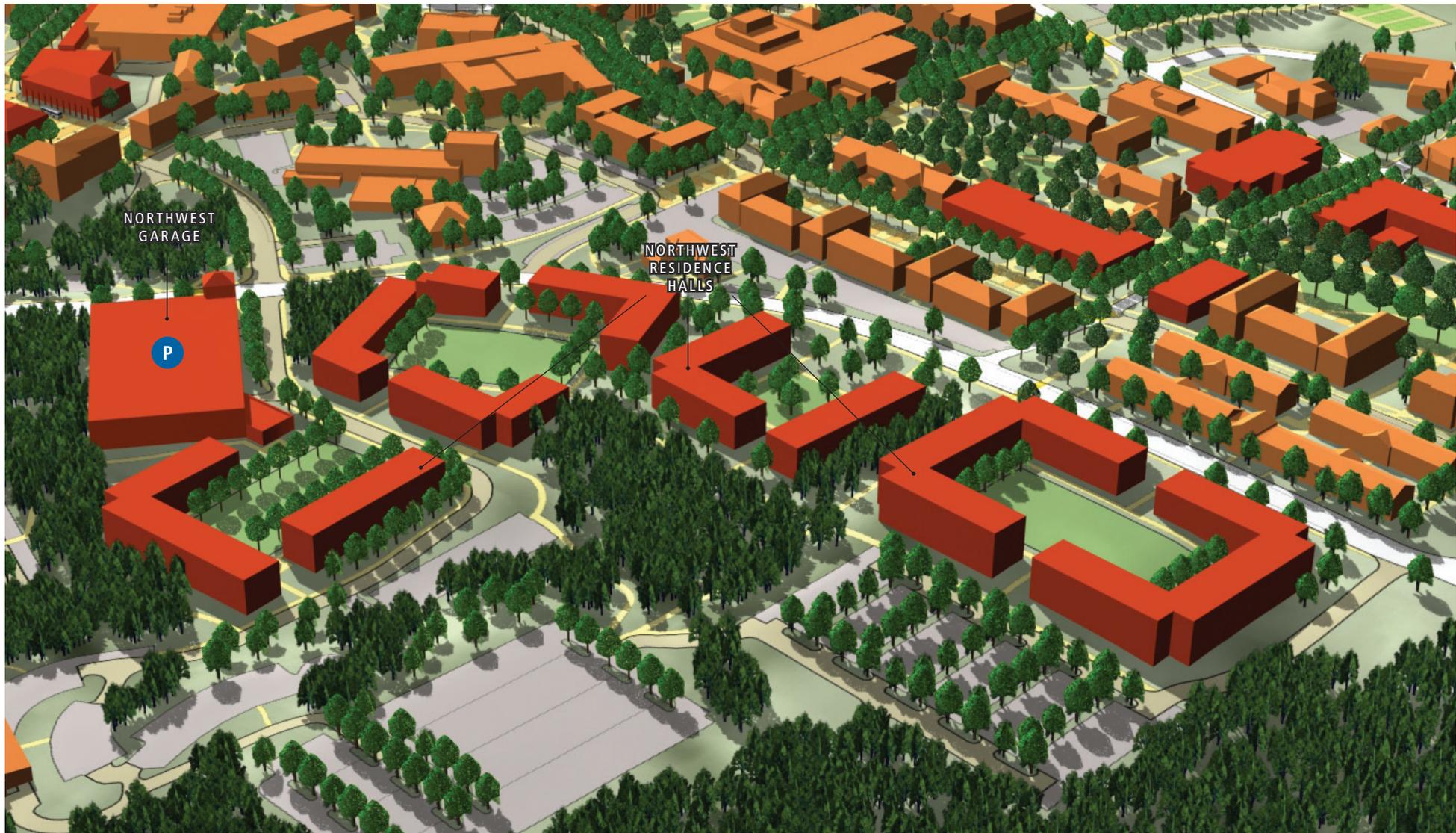
Debt service on the Stockard and Martin Halls will be retired in 2017. However, these facilities house a significant portion of the existing campus resident population. Before they are taken out of service, an evaluation of both the potential revenue displacement, and/or the need to replace these beds in a more desirable location on campus should be performed. Because it is remote and topographically isolated, this site is challenging to integrate into the overall residential program. In the long-term, this location may be better suited for parking.

New Residence Halls

A total of four new residential villages are illustrated in the Master Plan for the Northwest Residential District, each occupying a topographic plateau. The complexes are clustered around central quadrangles intended to function as recreation and outdoor social spaces. Each cluster or individual facility will support the Residential College model, providing social, group study, and informal instruction space within each cluster. Dining services for the District will be provided in a replacement facility located on the current site of Johnson Commons. The complete build-out of this district has an estimated capacity of 800 replacement beds, and 900 additional beds, totaling 1,700 residential beds.

Northwest Garage

To serve the needs of the expanding academic areas of the adjacent Magnolia Mall District and Student Union, and to accommodate the removal of parking from the pedestrian core, a new garage is proposed at the eastern edge of the Northwest Residential District. Located on the site of Kincannon Hall, the garage accommodates 650 cars.



Aerial View of the Proposed Northwest Residential District



REBEL DRIVE

FRATERNITY ROW

ALL-AMERICAN DRIVE



400

Magnolia Mall District

Magnolia Mall District

In 1945, Estella Hefley, Dean of Women, and her students planted magnolia trees along Magnolia Drive as a living memorial to Ole Miss students killed during World War II. The Magnolia trees have reached maturity and now define one of the iconic spaces of the Ole Miss campus. Magnolia Drive is on the western end of the central east–west axis of the campus which extends from University Avenue to Guyton Hall.

SITE PROJECTS

- A The Magnolia Mall

BUILDING PROJECTS

- B Magnolia Mall Infill 1
- C Magnolia Mall Infill 2
- D Chapel Lane Infill 1
- E Chapel Lane Infill 2
- F Magnolia Mall Infill 3

Proposed Buildings

Existing Buildings

Site Projects

Magnolia Mall

The Olmsted Brothers master plans envisioned the area extending from the Chapel to Guyton Hall as a significant open space. This Master Plan reintroduces this idea to create Magnolia Mall, which will replace the existing surface parking with a central lawn and pedestrian walkways. This green space is intended to function as an organizing element for future academic buildings and the refurbishment of existing facilities.

Building Projects

New Academic Buildings

The Magnolia Mall District is targeted for future academic expansion given its proximity to the established Central Campus academic facilities and its value for future core mission-related purposes. To that end, the Master Plan recommends relocating the Palmer/Saloum Tennis Center to the Athletics District, thereby allowing the development of two major academic or research facilities in this district.

Johnson Commons Redevelopment

The redevelopment of Johnson Commons is an important component of the University's efforts to improve the campus life facilities that support a healthy living-learning environment. The proposed building estimated at 65,000 GSF will provide an updated centralized dining facility to serve the users of the Magnolia Mall area. The infill site south of the Chapel has an estimated capacity of 57,000 GSF.



Historic Aerial View of Magnolia Mall



Aerial View of the Proposed Magnolia Mall District



South District

South District

The South District is comprised of a diversity of uses including the Tad Smith Coliseum (Athletics), Turner Center (Recreation), Fraternity Row (Greek housing), the Law School, and the National Center for Physical Acoustics (Research). It is an area in transition given the major changes brought about by the construction of the Law School, the first major academic building to be located outside Central Campus. The Master Plan recommends the establishment of a cohesive landscape and land use pattern that better connects this District with Central Campus.

SITE PROJECTS

- A** South Circle
- B** University Quad Pedestrian Connector

BUILDING PROJECTS

- C** New Coliseum
- D** Turner Center Expansion 1
- E** Turner Center Expansion 2
- F** West Road Apartments
- G** Fraternity Row Sites

 **Proposed Buildings**

 **Existing Buildings**

36 Site Projects

South Circle

The Master Plan identifies a location for replacing the Tad Smith Coliseum over the long-term. While there are no plans to replace the Tad Smith Coliseum in the foreseeable future, a site is reserved due to the difficulty of finding an appropriate site for a facility of this size and scale if a large land area is not reserved.

Demolition of the existing Coliseum would provide the opportunity to create South Circle, a new campus open space roughly the same size as Lyceum Circle. South Circle will be an outdoor recreation and social space for pre-game activities and will function as a central organizing space to unite this district. The Circle would serve as the key open space with pedestrian connections extending to Central Campus, the Law School and the adjacent cemetery. Like the Grove, this space could become part of Ole Miss game day traditions.

Pedestrian Circulation

South Circle is intended to serve as an organizing element for the entire District, linking the Law School and a new Coliseum back to Central Campus. New pedestrian routes include the extension of Galtney Lott Plaza west of the Library to the South Circle crossing Fraternity Row. Pedestrian links along Chapel Lane will be enhanced to

connect back to the Magnolia Mall District. A strong axial link to the Law School is proposed to tie this important new academic building to the South Circle and back to Central Campus.

Vehicular Circulation

Vehicular circulation patterns will be altered in the South District in response to the creation of the perimeter road and South Circle. Specific changes include a change in circulation priority with West Road becoming the major north – south route through the District, de-emphasizing Coliseum Drive. Access routes to South Circle will be changed to create more direct and convenient links to this new campus space. Expanded surface parking areas are proposed west of South Circle to provide commuter spaces and ample parking for major sporting events.

Building Projects

New Coliseum

A site has been reserved for new competition gymnasium/ arena to replace the Tad Smith Coliseum in the long term. The new arena will be tucked into the hillside east of the South Circle, allowing service access on the south side of the facility from Hill Drive and a relationship with the new green space. The arena will help tie the Athletics/ Recreation District to the South Circle, allowing accessible grade transition within the building for people traversing between venues.

Turner Center Expansion

In addition to the current plans for expansion/ renovation of the Turner Center, future expansion space has been identified to serve the growing enrollment and campus resident population. Expansion slated for 2008-2009 adds additional space to the east of the existing structure, and solves some internal circulation and aesthetic issues. Subsequent expansion to the south side of the building provides additional capacity for programmatic growth. The existing recreational tennis courts will be relocated to the west to maintain a relationship with the Turner Center, and orient them along the South Circle pedestrian connector.

West Road Apartments

The new West Road Apartments replace some of the graduate and married student housing displaced by the construction of the Law School. The proposed apartments will provide 140 beds and offer a more independent on-campus housing choice for students who want proximity to campus resources without the intensity of the undergraduate residential experience.

Fraternity Row

Two new fraternity sites have been identified on West Road to accommodate growth of the Pan-Hellenic male residential population. These new houses join the existing Greek community in this District, adding between 50 and 150 new beds.



Aerial View of the Proposed South District



Athletics / Recreation District

Athletics / Recreation District

The Athletics and Recreation District contains a variety of existing facilities including: the Vaught-Hemingway Stadium, the Indoor Practice Facility, outdoor practice fields, the FedEx Academic Center, the Rebel Shop, the Athletics Offices, and Track and Field facility. The Master Plan includes recommendations for consolidating athletic facilities in the district. Special attention is paid to the interrelationship of facilities within the district, and how these facilities relate to the fabric of open spaces and circulation patterns that connect this area to the rest of campus.

Site Projects

- A** Stadium Green / "Plaza of Champions"
- B** East Stadium Plaza
- C** West Stadium Plaza
- D** Gertrude Ford Boulevard Connector
- E** Manning Way Extension

Building Projects

- F** Athletics Garage
 - G** New Varsity Tennis Center
-  Proposed Buildings
-  Existing Buildings

Site Projects

Vaught-Hemingway Stadium Plazas

Several new proposed plazas around the Vaught-Hemingway Stadium will create gathering spaces for spectators before and after events and better integrate the Stadium with its immediate surroundings. The plazas will be primarily hardscape with large shade trees and seating areas to create a pedestrian-scale environment around the Stadium. Three major plazas are proposed:

1. **'Plaza of Champions' at the north end of the Stadium will serve as a final terminus for the Walk of Champions and congregation point for the team before entering the Stadium.**
2. **East Stadium Plaza will extend along the eastern façade of the Stadium.**
3. **West Stadium Plaza will extend along the west façade of the Stadium connecting the proposed Athletics Garage and Rebel Shop to the Central Campus via a new pedestrian link.**

Vehicular Circulation Improvements

The Gertrude Ford Boulevard Connector and the Manning Way Extension are the two major vehicular circulation improvements proposed in the Athletics and Recreation District. A connection from lower Gertrude Ford Boulevard to All-American Drive just east of the Library Archives Building is intended to eliminate conflicts between parked cars, pedestrians, and vehicles cutting through the existing parking area. A traffic circle is proposed to regulate the merging traffic where this new road connects to Gertrude Ford Boulevard.

The Manning Way extension will extend past East Stadium Plaza and connect to Manning Way east of the Indoor Practice Facility. This improved road will provide a secondary circulation route to improve access to Athletics District. It is not intended for daily through-traffic and can be secured during events to minimize pedestrian conflicts and maintain security near the Stadium. The primary purpose of this improvement is to facilitate game-day egress and decrease congestion at the All-American Drive and University Avenue intersection.

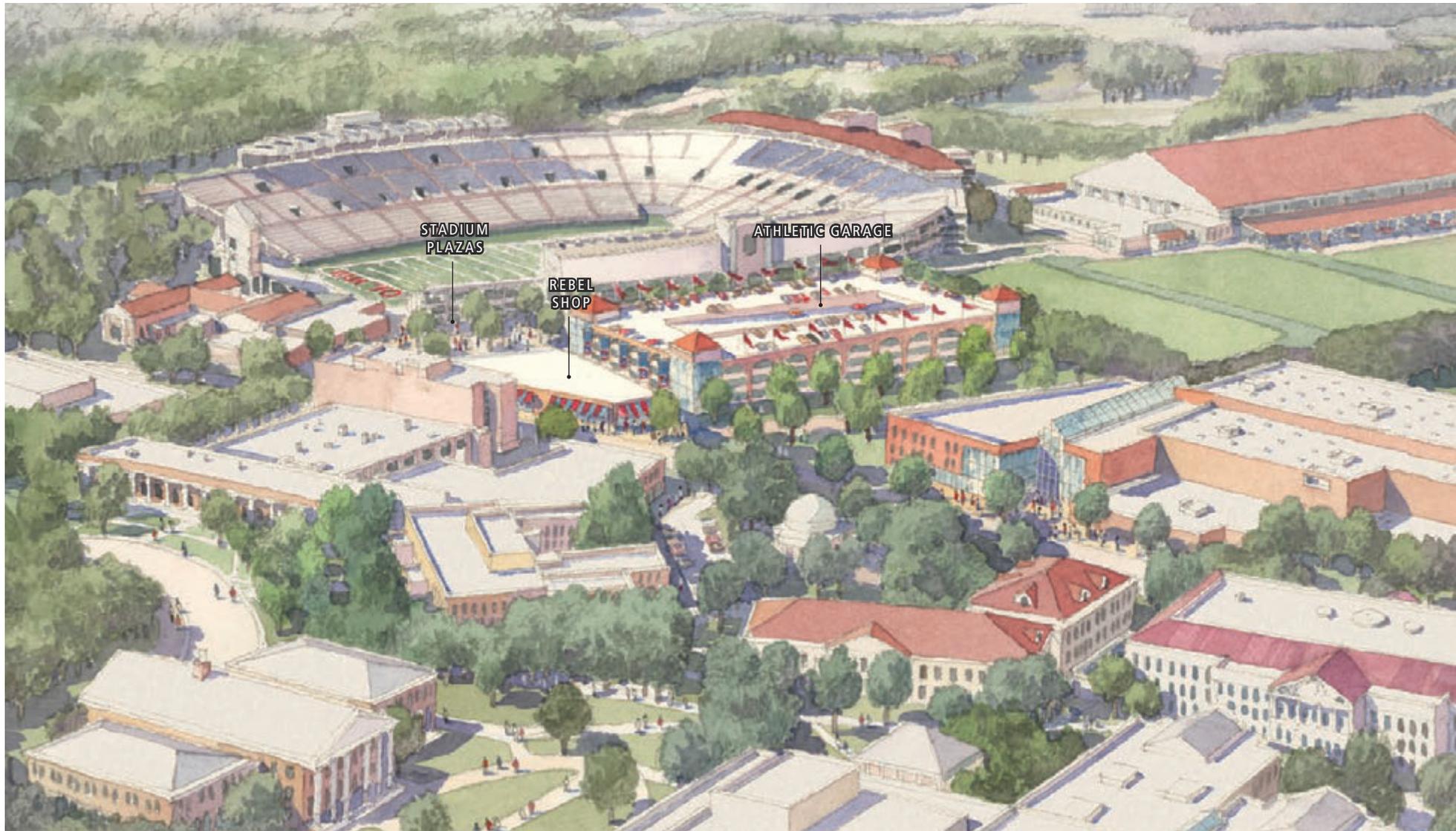
Building Projects

Athletics Garage

Accessed from Hill Drive, a new 650-space parking structure will serve the daily needs of the Central Campus District and provide convenient accessible parking for events in the Vaught-Hemingway Stadium, Tad Smith Coliseum, and Turner Center. A new Rebel Shop facility is proposed on the north end of the garage improving its façade while preserving the desirable retail location along All-American Drive.

New Varsity Tennis Center

The long-term replacement of the Palmer/Salloum Tennis Center into the Athletic/ Recreation District will facilitate potential expansion of the facility and provide a greater connection to other varsity athletic venues. As noted, the existing Tennis Center occupies land more valuable to the core educational and research mission of the University and, therefore, has been identified for relocation.



Aerial View of the Athletics / Recreation District



Services District

Services District

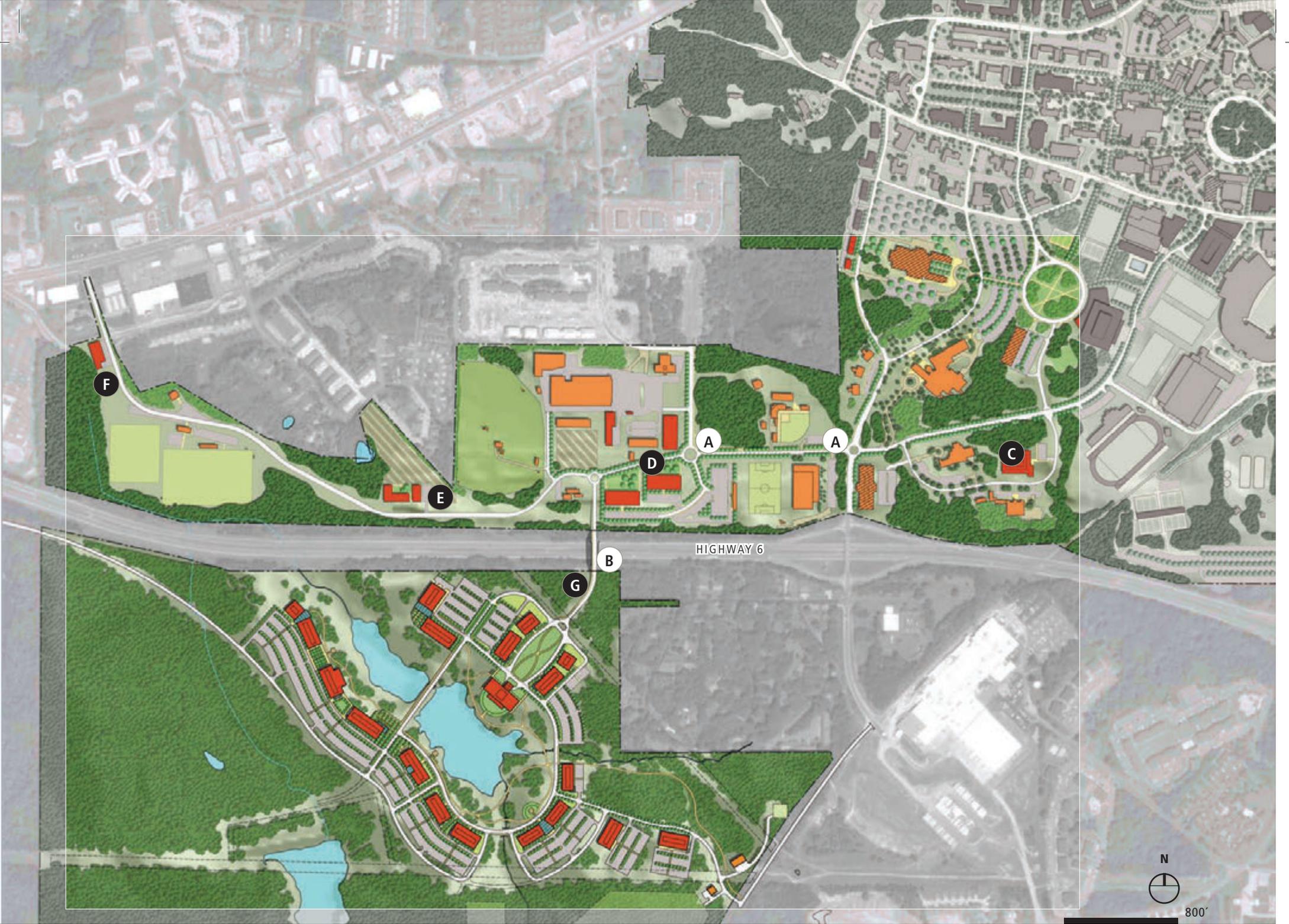
The Services District is located south of the Stadium and includes the campus water treatment plant, the Rebel substation, and the Health and Safety Offices. The Master Plan recommends a new central plant to replace the existing Heating and Old Power Plant now located south of Shoemaker Hall on All-American Drive. A new state-of-the-art plant is proposed between Gertrude Ford Boulevard and Taylor Road to the east of the Stadium.

Expanded Physical Plant

Relocating the central heating and chiller plant from Central Campus is necessary to replace the aging facilities and provide adequate space for the maintenance and upkeep of the infrastructure. The new Physical Plant location southeast of the Stadium provides room for expansion as well as greater security.

BUILDING PROJECTS

-  Expanded Physical Plant
-  Proposed Buildings
-  Existing Buildings



The Research District

Research District

The Research District is directly related to the future Center for Innovation Excellence (CIE) planned south of Highway 6. The Research District will accommodate the initial facilities of the CIE prior to the construction of the necessary bridge link over Highway 6.

SITE PROJECTS

- A** Intersection Improvements
- B** Bridge to Center for Innovation Excellence

BUILDING PROJECTS

- C** Jeanette Phillips Research Support Area
- D** Waller Labs Area
- E** Medicinal Gardens and Research Lab Facility
- F** New Fire Station
- G** Center for Innovation Excellence

 **Proposed Buildings**

 **Existing Buildings**

Site Projects

Vehicular Circulation

Hathorn Road will be extended westward to the proposed bridge crossing. Two roundabouts are planned to facilitate traffic movement into the Research District and allow traffic to flow more freely on the northbound segment of Hathorn Road. The first roundabout will be located where the northern segment of Hathorn meets the proposed westward extension. The second roundabout is proposed at the future bridge crossing point over Highway 6. Access to existing parking facilities at the Women's Athletic Complex and future parking for the proposed research buildings will be provided via the Hathorn roundabout.

Medicinal Gardens and Research Fields

To accommodate the proposed changes in the District, the medicinal gardens will be relocated further west on Intramural Drive.

Building Projects

New Research Building

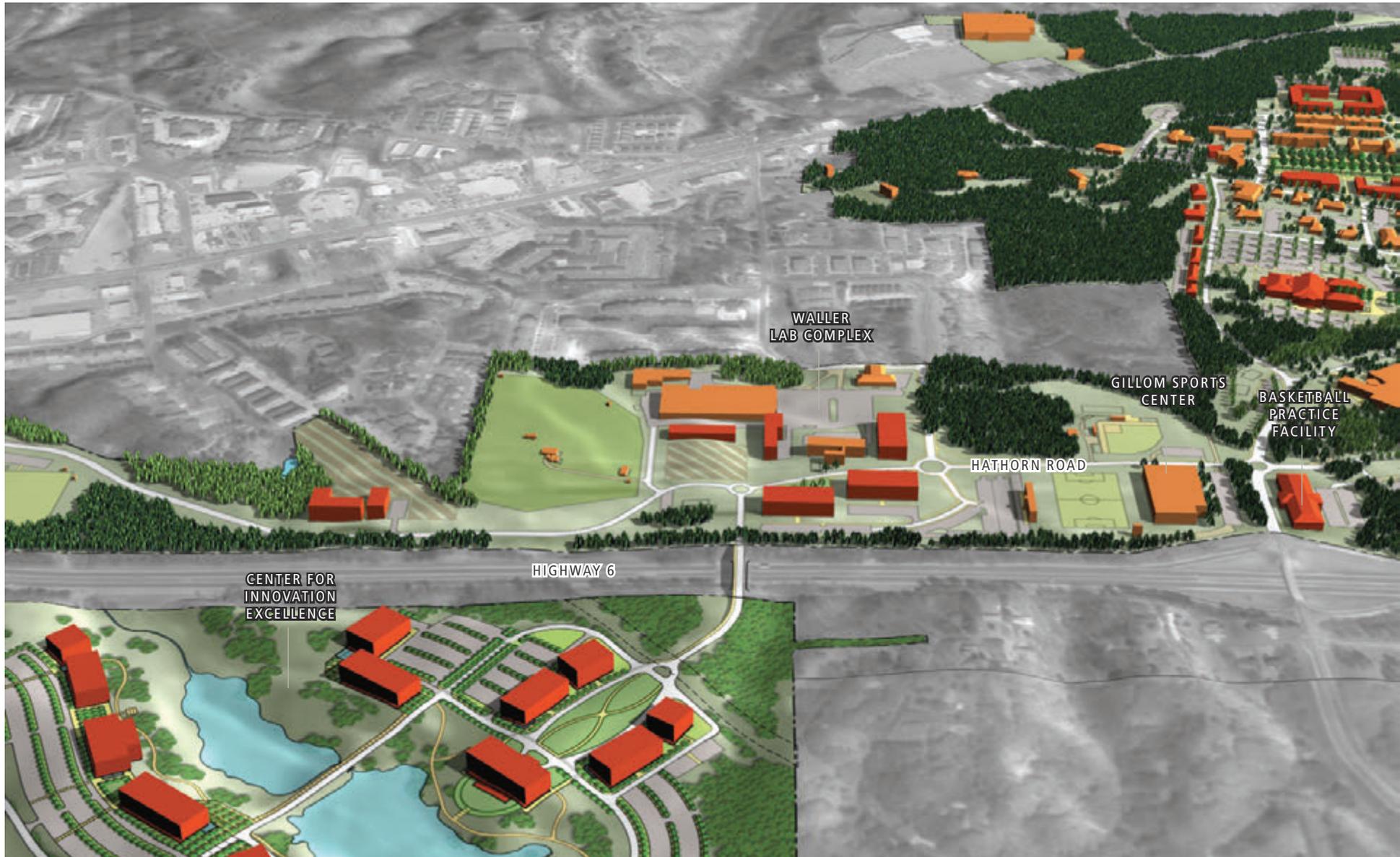
Additional research space is proposed east of the National Food Service Management Institute (NFSMI). This building site respects the existing woodlands and works with the existing topography.

Waller Lab Complex Expansion

The area around the existing Waller Lab Complex will accommodate infill development and provide access to the CIE located south of Highway 6. Development of the CIE is contingent on the completion of a new bridge connection over the highway. To provide research space prior to the construction of the bridge, the Master Plan illustrates an addition to the Waller Complex and two new research lab buildings along a western extension of Hathorn Road. This development will eventually serve as a gateway to continued research development in the CIE.

Basketball Practice Facility

Although named the Research District, this area is home to many different types of facilities. For example, the University is currently building a new Basketball Practice Facility at the southeast corner of Coliseum and Hill Drives opposite the existing Gillom Sports Center (Women's Athletics Complex). Special attention will be required to ensure that these facilities collectively contribute to the quality of this important campus gateway from Highway 6.



Aerial View of Research District



THE GROVE

UNIVERSITY AVENUE

TAYLOR ROAD

BAILEY'S
WOODS



The Eastern District

University Avenue Cultural District

The University Avenue Cultural District is on the eastern edge of campus leading to the main gateway of the University campus. This district includes the Gertrude Ford Performing Arts Center, the University Museums and the Walton-Young House. As originally conceived, the “Ole Miss Cultural Center” called for a multi-facility outreach program along the University Avenue corridor.

The current facilities begin to fulfill this goal and will be further strengthened with key relocations and connections. The relocation of the University Music Library to the Music Building along University Avenue is one such example. The renovation and expansion of the Music Building will provide additional capacity for the expansion and modernization of space serving these academic departments. It will also provide space for consolidation of associated performing arts and outreach functions to this part of the campus to capitalize on proximity to the Ford Center.

Rowan Oak, the historic home of William Faulkner, and the adjacent Bailey’s Woods are also important cultural resources to the Ole Miss campus and contribute to the cultural identity of this District.

SITE PROJECTS

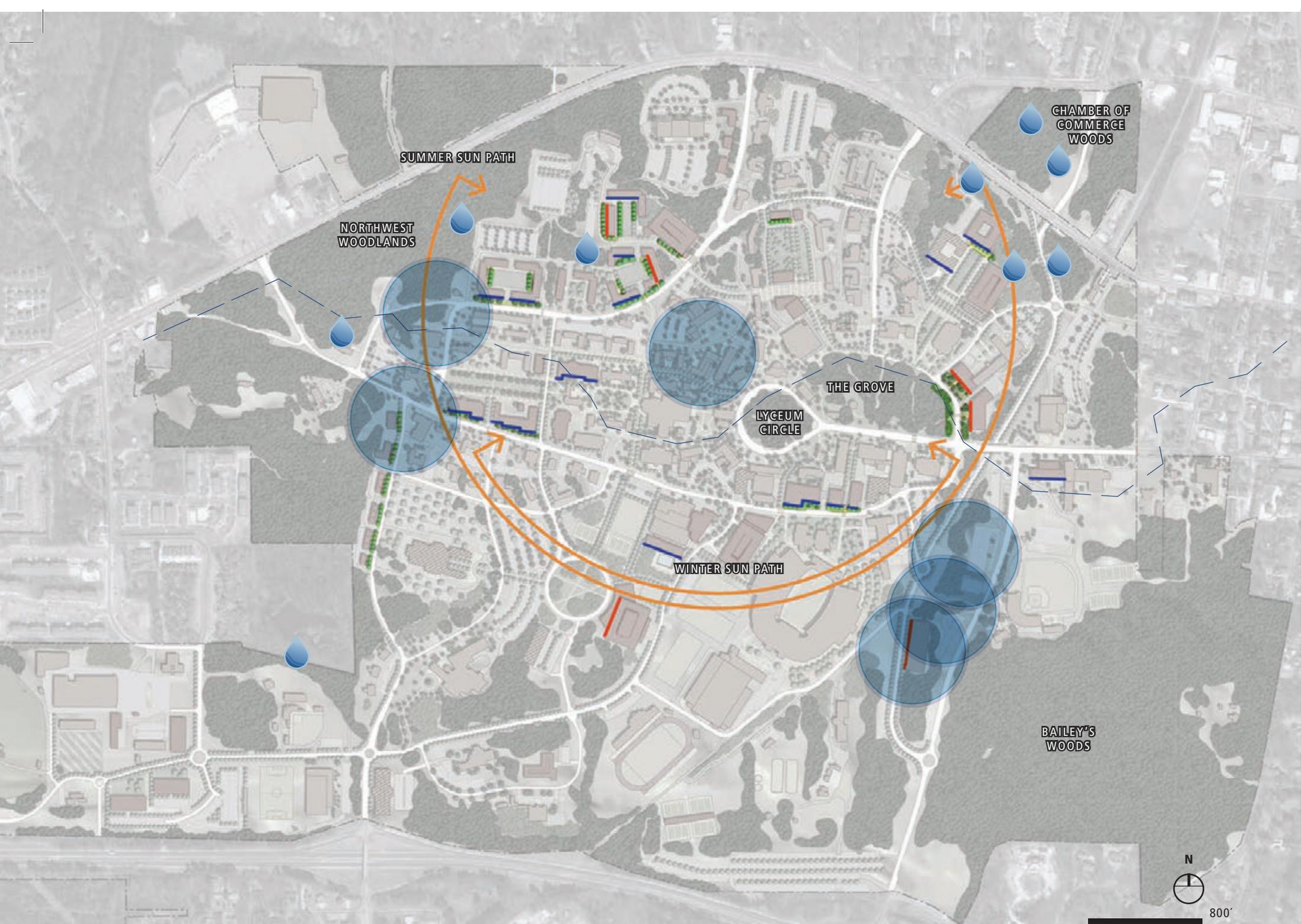
- A Depot District Reinvestment

BUILDING PROJECTS

- B Music Building Renovation / Expansion
- C Rowan Oak

Proposed Buildings

Existing Buildings



Sustainability: Water Resources, Sun Path, and Building Orientation

SUSTAINABILITY INDICATORS

The Master Plan supports the stated goal of the University of Mississippi to move toward a more sustainable vision of campus development. The Plan focuses on transforming the physical environment of the campus leaving issues of social, economic and curriculum change to broader planning initiatives. To be a sustainable university, Ole Miss will need to transform its mission, organizational structure, and curriculum to more meaningfully address the social and economic dimensions of sustainability—a transformation that goes beyond this physical planning process.

The Master Plan discusses five key areas of sustainability: Natural Systems and Habitats, Water Resources, Energy and Atmosphere, Integrated Transportation and Community. It provides an overview of the performance of the Master Plan relative to these sustainable indicators:

- **Natural Systems and Habitats** - Preserve the natural systems of the campus in order to protect the likely habitat areas and promote an appreciation of important campus assets, such as the campus woodlands and streams.
- **Water Resources** - Promote a watershed protection approach to stormwater management and promote the conservation and efficient use of potable water, including the potential reuse of treated water for irrigation.
- **Energy and Atmosphere** - Encourage climate-responsive building and landscape design in combination with a compact development pattern to reduce automobile dependency and associated greenhouse gas emissions.
- **Integrated Transportation** - Provide alternative transportation options to reduce transportation related energy consumption and greenhouse gas emissions and promote public health goals by facilitating human-powered movement.
- **Community** - Promote a sense of community within the campus and in the surrounding context to address the social dimension of sustainability.

As a signatory of the American College and University Presidents Climate Commitment (ACUPCC), the University of Mississippi is transitioning toward the goal of climate neutrality. The ACUPCC requires the University to take several immediate or tangible actions to reduce emissions of the six greenhouse gases addressed under the Kyoto Protocol, the most significant of which is carbon dioxide (CO₂). The ACUPCC also requires the University to develop a Climate Action Plan, the purpose of which is to move toward climate neutrality over a period of time to be determined by the University.

The recommendations of the Master Plan are intended to assist the University in fulfilling the requirements of the ACUPCC. While the ACUPCC will be largely addressed by the University's forthcoming Climate Action Plan (CAP), the Master Plan provides physical design strategies and recommendations for assisting the University in reducing carbon emissions. These include:

- Optimal building orientation and opportunities for passive and future active solar applications
- Establishment of a more efficient transportation network
- A compact land use pattern, and
- Creation of a working landscape to shade pedestrian routes and mitigate heat island effect.

-  Optimal Orientation
-  Will Require Shading Design
-  Watershed Boundary
-  Well Protection Zones
-  Potential Location of Stormwater Detention

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