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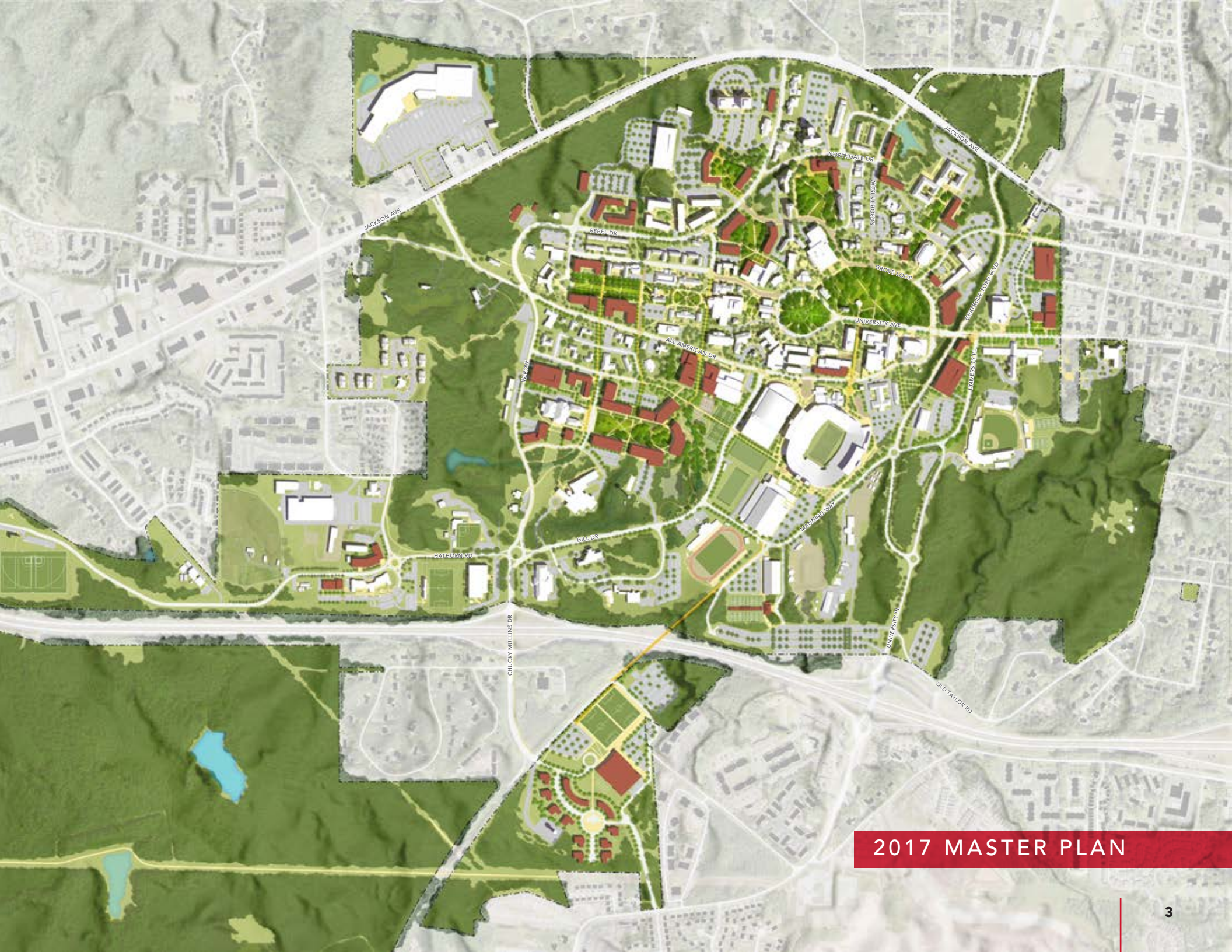
U niversity

of M ississippi

2017 MASTER PLAN UPDATE



2017 EXISTING CONDITIONS



2017 MASTER PLAN





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A VISION FOR THE UNIVERSITY

The University of Mississippi 2017 Master Plan Update renews the vision for the University's Oxford campus first established in the 2009 Master Plan. Like its predecessor, the 2017 Master Plan Update is rooted in the history and traditions of the campus, in the evolving 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. The Master Plan update responds to the existing conditions and circumstances at the University and proposes a sound direction forward.

In the vision, the plan calls for a flexible framework for new development, reorganization of mobility, and a landscape strategy that preserves the Grove and introduces new public realm spaces to improve the campus community experience.



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MASTER PLAN DRIVERS

This chapter provides an overview of the key drivers of the 2017 Master Plan Update. The drivers emerged from a review of recent and projected growth, a review of the University's strategic plan and discussions held with the campus administration during the planning process. The key drivers are as follows:

Strategic Planning – released in 2015, the UM 2020 Strategic Plan identifies goals for the University that are aligned with projected student enrollment growth. Updating the 2009 Master Plan is one of those goals.

Enrollment Growth – the University experienced considerable growth since the completion of the 2009 Master Plan and is now preparing for additional enrollment increases.

The growth scenarios addressed in the plan include 25,000 students by 2020 and the potential for approximately 30,000 students by 2025. The straight line trend projection looks out even further to 2035.

Space Needs – the Master Plan responds to the space needs associated with the projected enrollment increases; the potential need is for up to 1.8 million additional square feet of academic, support and housing facilities.

Mobility – additional increases in enrollment will place significant demands on campus mobility with transit services and parking being key considerations. Currently, there are 15820 parking spaces on the campus; an estimated 21,300 spaces will be needed by 2025, unless transportation demand management (TDM) strategies are implemented.

STRATEGIC PLANNING

The 2020 Strategic Plan process began in 2010 and incorporates feedback from the Strategic Planning Council, the Office of Strategic Planning and various University community stakeholders. The Strategic Plan lays out goals and priorities based on the mission, vision, and institutional values of the University. The plan responds to changes in collegiate experience, the global reach of institutional learning and research, and significant student growth over the last decade. The mission, vision and core values are integrated into the planning principles and drive capital investment in enabling physical and institutional infrastructure.



Students outside of the University of Mississippi Student Union building. Renovations and an addition are underway to support a larger student population.

ENROLLMENT GROWTH

Student Population

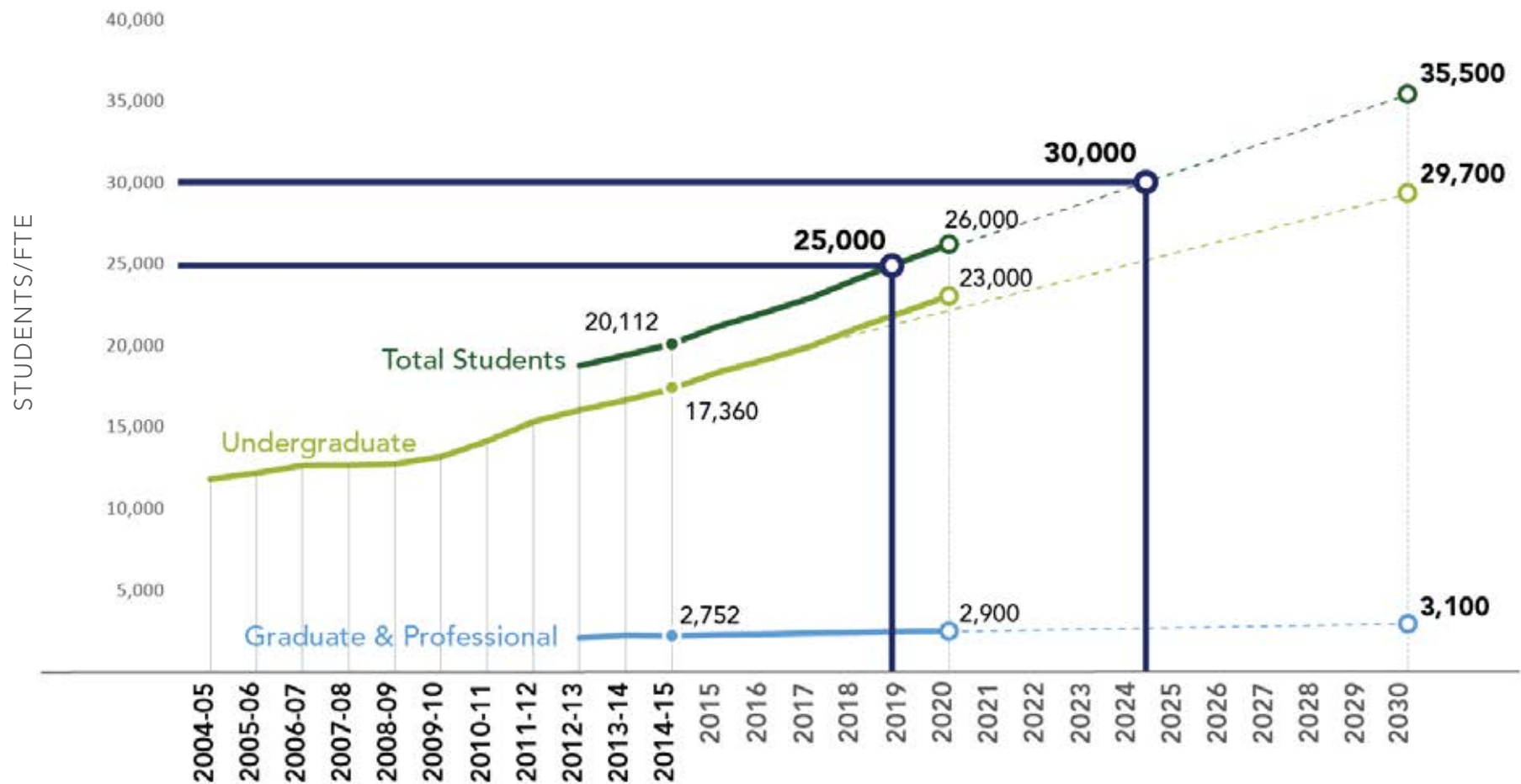
As of Fall 2015, the University recorded approximately 19,600 FTE students on the Oxford campus. The Master Plan analyzes enrollment trends starting in 2004 and uses those trends to project future enrollment levels over a 15-year time frame, 2016 to 2030. Between 2004 and 2015, the undergraduate student population grew by nearly 4,900 FTE students, or 29 percent. Between 2012 and 2014, the undergraduate population grew by about 617 students or 3.7 percent. In that same period, the total Oxford campus student population grew by 1,244 students, or almost 7 percent. Professional and graduate programs are outpacing the growth of undergraduate programs.

Enrollment projections provided by the Growth Management Task Force, along with a straight-line trend analysis, suggest a potential future student population of approximately 35,000 FTE students in 2030.

Faculty and Staff

Projections for faculty and staff are based on maintaining the existing ratio of students to full-time university employee. As of 2015, the student to faculty ratio was 19:1 or 1,060 full-time faculty and student to staff ratio was 11:1 or 1,896 full-time staff.

An enrollment scenario of 25,000 students results in an increase of almost 260 full-time faculty and 380 full-time staff. In the second enrollment scenario, 30,000 students, an increase in faculty by almost 520 full-time members and 831 full-time staff members is estimated.



ENROLLMENT GROWTH SCENARIOS

Source: Growth Management Task Force (GMTF). Projections to 2030 based on 5-year growth projections from GMTF data.

SPACE NEEDS

The Growth Management Task Force developed a space needs model for anticipated growth to 2020. The model compares existing space against the projected need for a variety of higher education space categories including classrooms, teaching labs, research labs, offices, sports and recreation space, dining, and support spaces, and is based on assumptions for enrollment, occupancy rates, and national best practices for space factors.

Future Space Needs

As of 2015, the University of Mississippi maintained roughly 6.2 million gross square feet of space. The Master Plan responds to future space needs as projected by the University to support 25,000 - 30,000 students. The collective space deficit associated with a future enrollment of 30,000 students (2025) across all space categories approaches 1,750,000 gsf assuming a 62% net to gross ratio. The majority of this estimated space deficit is associated with housing the increase in student population (975,000 gsf or 58% percent of the total deficit), followed by study spaces (257,000 gsf or 14 percent of the total deficit) and office spaces (262,000 gsf, or 15 percent of the total deficit).

Space needed for student housing is determined as a percentage of the overall student populations. For master planning purposes, it is assumed that twenty percent of the overall student population will be housed on campus in the future. With this assumption in place, a future student population of 30,000 FTE translates into the need for 3,000 additional beds on campus. By 2020, the goal of the University is to add 1,400 beds, which suggests the need for 1,600 net new beds in 2030. Assuming 325 gsf per bed generates a total housing space need of 975,000 gsf for 30,000 students (325 gsf per bed is required for suite style units).

Enrollment Scenario

PROGRAM TYPE	25,000 FTE	30,000 FTE
Offices (Faculty)	80,000 GSF	140,000 GSF
Offices (Staff)	56,000 GSF	112,000 GSF
Housing	605,000 GSF	975,000 GSF
Library/Study	205,000 GSF	257,000 GSF
Labs	34,000 GSF	59,000 GSF
Classrooms	68,000 GSF	118,000 GSF
Dining	41,000 GSF	72,000 GSF
Health	8,000 GSF	16,000 GSF
Total GSF NEED	1,097,000	1,749,000

SPACE NEEDS BY ENROLLMENT SCENARIO

Impact of enrollment scenarios on projected space needs.

Source: Growth Management Task Force (GMTF). Projections to 2030 based on 5-year growth projections from GMTF data.

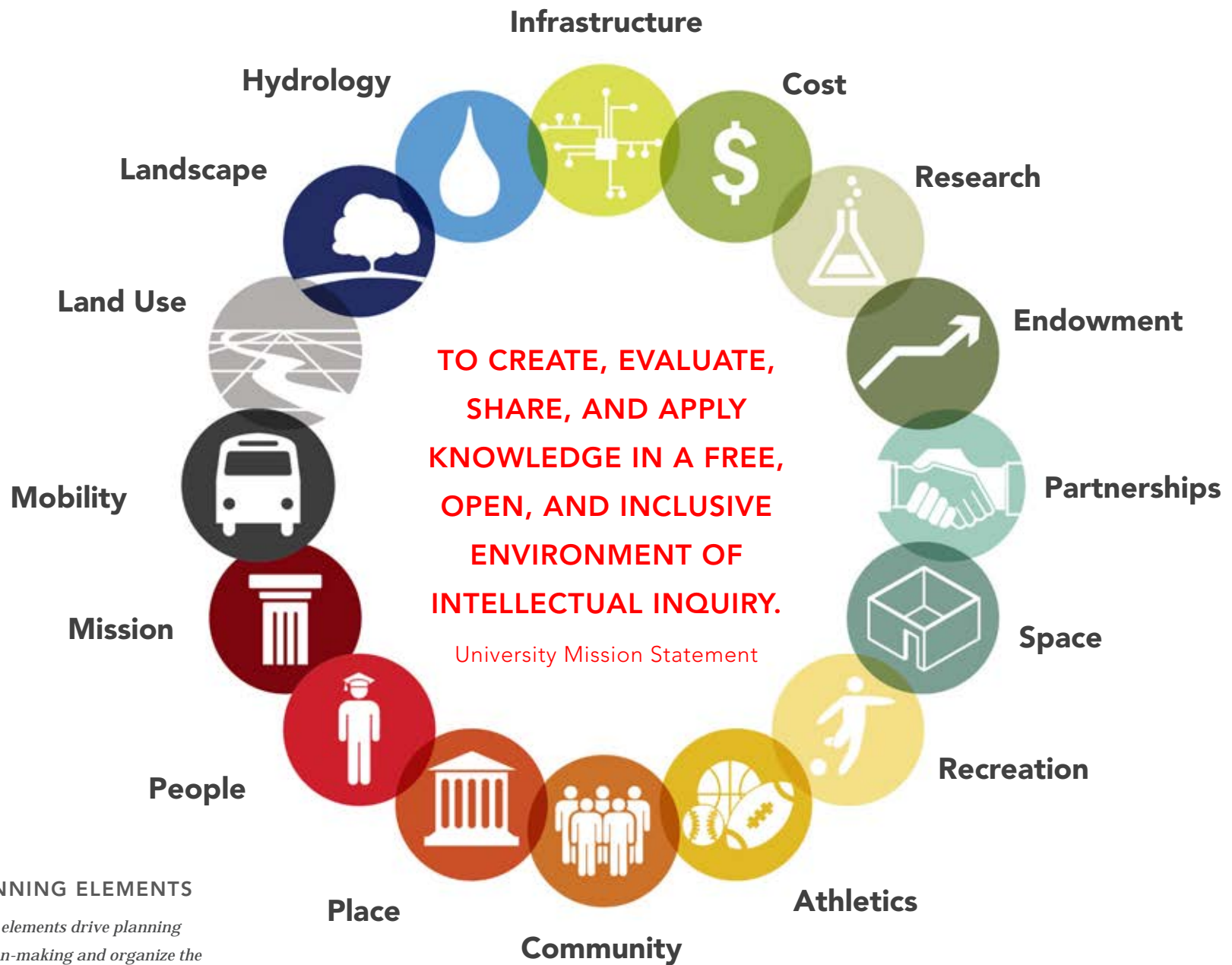
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MASTER PLAN PRINCIPLES

The 2017 Master Plan Update takes into consideration 16 planning elements, many of which are unique to the Oxford Campus. The elements are the basis for the planning frameworks and the Master Plan principles, which are outlined and explained in more detail in this chapter.

Master Plan Principles

- ① Support the academic and research mission
- ② Enhance the campus experience and foster a sense of place
- ③ Encourage a balanced approach to campus mobility
- ④ Promote a sustainable approach to campus development



PLANNING ELEMENTS

The 16 elements drive planning decision-making and organize the physical frameworks for the plan.

① Support the Academic and Research Mission

The Master Plan responds to the UM 2020 Strategic Plan and addresses the key drivers for campus growth and change in the years ahead. It is designed to accommodate potential scenarios for an enrollment of 25,000 to 30,000 students and illustrates how the anticipated academic, research, student life and transportation related facilities can be integrated into the campus environment.

② Enhance the Campus Experience and Foster a Sense of Place

The Master Plan includes recommendations for enhancing the campus experience for resident students, commuter students, faculty, staff and visitors. It examines the experience of each group relative to academic, research and outreach facilities and the way in which each user group accesses and moves about the campus. The Master Plan also responds to the broader community and the important relationship between the city of Oxford and collegiate life.

The overall sense of place is enhanced by proposed facilities, landscapes and circulation routes that complement the underlying campus structure and identity. The Master Plan identifies the contributing historic buildings and landscapes, their character and attributes, and provides recommendations for protecting and enhancing these important cultural and ecological resources. The Master Plan also recommends locations for new buildings and landscapes in the historic core, and extends the character and attributes of the core to new and emerging districts of the campus.

③ Promote a Balanced Sense of Mobility

The Master Plan encourages a balanced approach to campus mobility by providing a range of travel options within the campus and from the community. The mobility strategy emphasizes pedestrian movement and university sponsored transit. Improvements to the pedestrian realm are designed to encourage walking within the established core. Bicycle access is enhanced by means of a comprehensive network of routes that extend beyond the campus core to connect with those provided in the community. New transit hubs, in association with commuter amenities, are designed to improve the transit experience and make the services more convenient for both on-campus and off-campus users. A perimeter loop road and changes to the vehicular circulation network are designed to direct traffic to the periphery of the campus where new parking facilities are coordinated with the pedestrian, bicycle and transit routes. The visitor experience is also addressed taking into consideration the needs of day-to-day visitors, visitors to performances and exhibitions, and visitors to major sporting events.

④ Promote a Sustainable Approach to Campus Development

The Master Plan emphasizes sustainability by coordinating a range of planning elements with the goal of providing integrated strategies for campus development and operations. These elements are categorized as follows:

- Social and Mission Elements – these elements address the campus population, the mission of the University, community issues, and the overall sense of place.
- Environmental Elements – these elements address the natural and built environment of the campus and include land form, hydrology, natural systems, land use, space needs, landscape, infrastructure and mobility.
- Economic Elements – these elements address opportunities for forming partnerships and coordinating the recommendations of the plan with fund-raising initiatives.



Support the academic and research mission



Enhance the campus experience and foster a sense of place



Encourage a balanced approach to campus mobility



Promote a sustainable approach to campus development

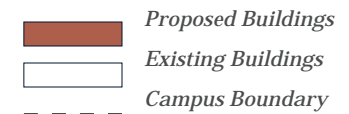
3 CAMPUS FRAMEWORK

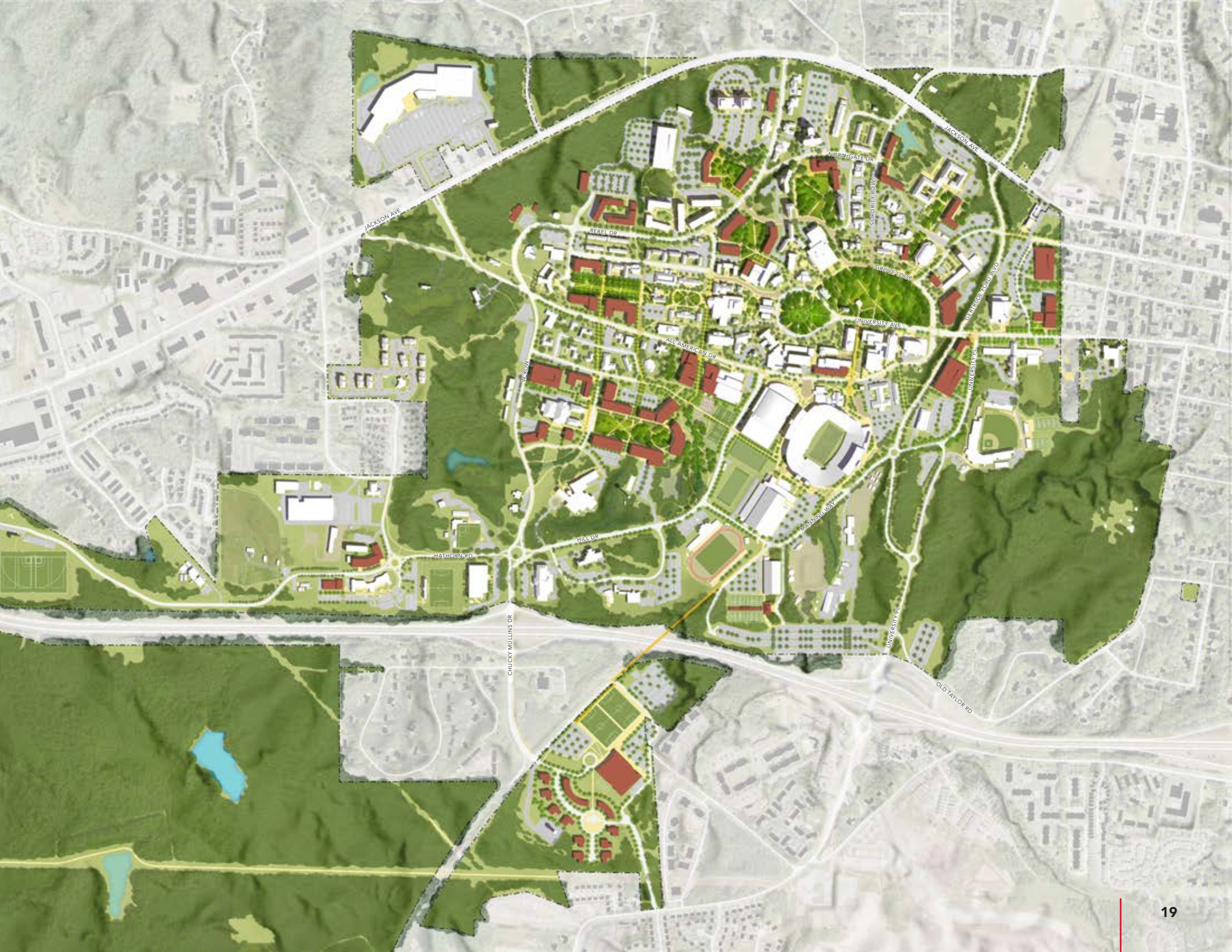
The Master Plan establishes a comprehensive and coordinated vision for guiding incremental change over the next fifteen years and beyond. The plan also identifies development capacity for the campus. The vision is structured by four physical frameworks.

Collectively, these frameworks:

- focus on the highest and best use of the central campus for academic and mission-related purposes;
- locate major academic and support facilities on the higher topographic plateaus;
- identify academic expansion areas;
- limit development in wooded areas; and,
- concentrate development within the areas currently serviced by infrastructure and transportation systems.

PROPOSED MASTER PLAN





Landscape Framework – The Landscape Framework accounts for the topography, hydrological patterns, natural systems and circulation routes of the campus. It is further informed by the formal landscapes, open spaces, and visual connections within the campus.

Development Framework – The unique buildings and landscapes that form the structure of the campus and establish the sense of place are preserved in the Master Plan. These open spaces and buildings inform or “structure” the campus environment and help define the image and character of the University as well as determine where future development is appropriate.

Mobility Framework – The Mobility Framework establishes a balanced approach to movement; it prioritizes pedestrian, bicycle and transit use within the central campus. It eliminates redundant roads, simplifies vehicular circulation, and removes traffic from the campus

core to improve the pedestrian, bicycle and transit experience. It defines a Perimeter Loop Road to rationalize traffic flow and minimize congestion. It identifies sites for potential parking garages and park-and-ride lots at the campus edges and links these locations to the campus core by means of the pedestrian, bicycle and transit networks.

Campus Life Framework – The Campus Life Framework is defined by the housing communities, dining facilities, social gathering nodes and other amenities that support the overall quality of life on the campus. They are enhanced and coordinated in the Master Plan by new facilities, renovations and improvements to the landscapes and pedestrian routes that connect them.

THE GROVE

The Grove is an important and significant landscape in the center of campus.





LANDSCAPE FRAMEWORK



The Landscape Framework preserves and enhances memorable open spaces and takes into consideration the topography, hydrological patterns and existing wooded areas of the campus. The Framework consists of the following elements:

Natural Forested Areas

A key objective of the Master Plan is to protect the forested areas and natural drainage systems of the campus. To that end, forested areas are preserved along Jackson Avenue, the Chamber of Commerce Woods, Bailey's Woods, South Woods, Northwest Woodlands, and the Chancellor's Woods. These woodlands contribute to the image of University from the surrounding roadways and, in the case of Bailey's Woods, contribute to the setting around Rowan Oak, the historic home of William Faulkner. The goal is to maintain this forested edge of the campus.



FORESTS AND STREAM CORRIDORS

-  *Natural Forested Area*
-  *Stream Corridor*



Chamber of Commerce Woods

Northwest Woods

Chancellors Woods

Bailey's Woods

South Woods





Campus Landscapes

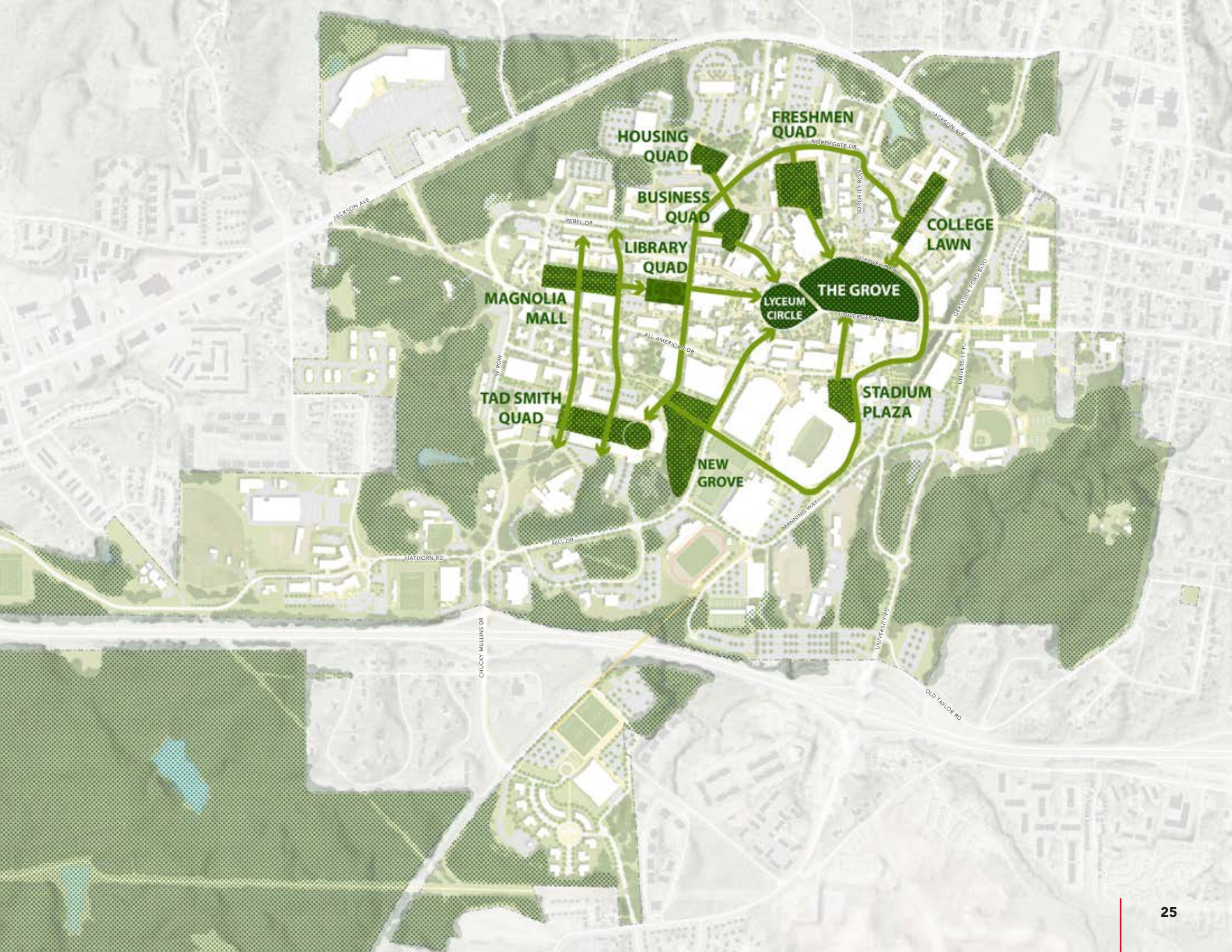
The Master Plan defines, respects, and enhances the iconic open spaces of the campus. The memorable landscapes are connected along a central ridgeline and axis extending from the campus entrance at University Avenue to Guyton Hall. The memorable landscapes include: the Grove, Lyceum Circle, the Library Quad and Magnolia Drive. In combination, they form the organizational armature for development.

The Master Plan identifies several new open spaces and connector landscapes that extend the positive qualities of the central axis to new and regenerated areas of the campus.



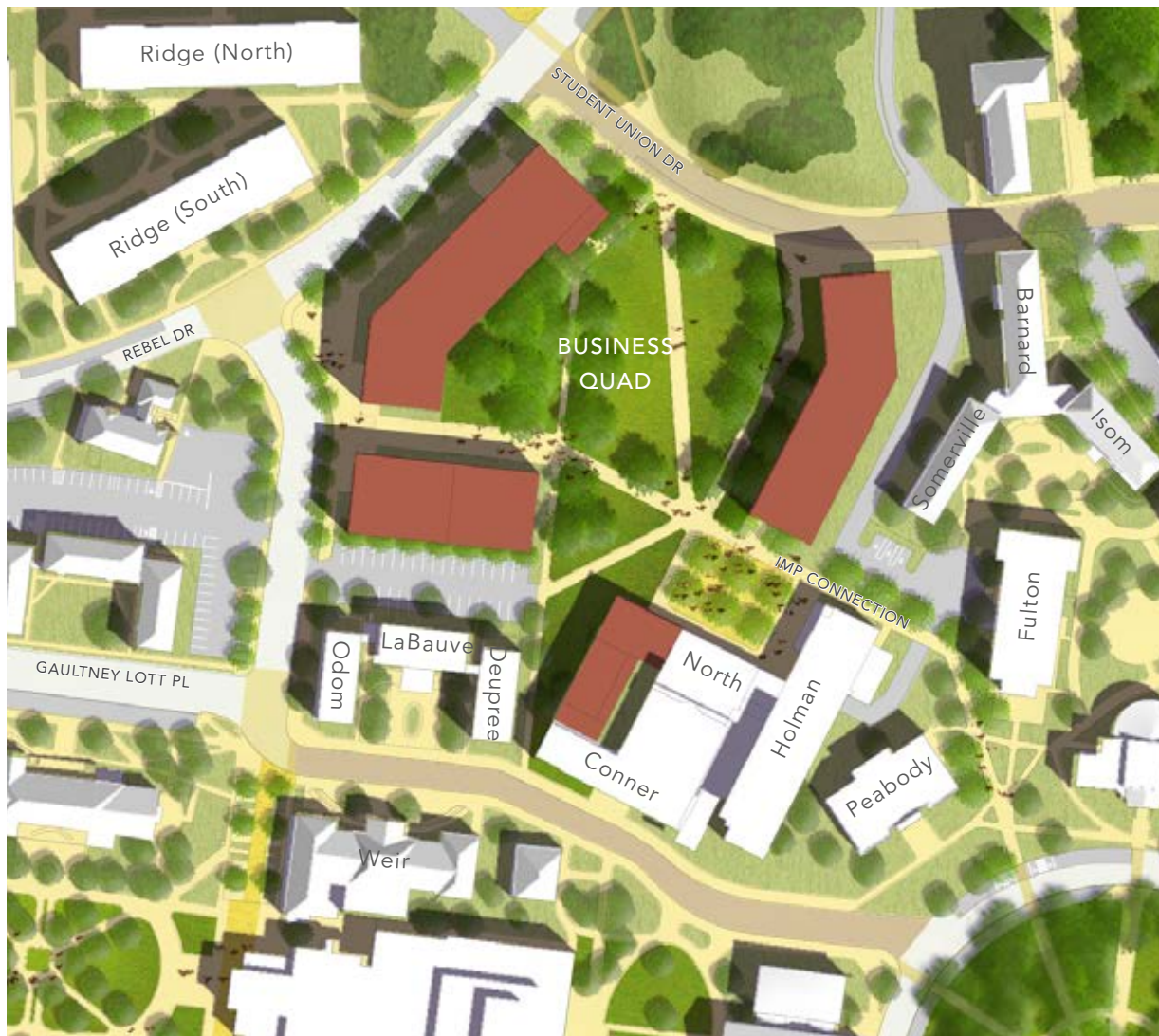
PROPOSED LANDSCAPE FRAMEWORK

-  Existing Open Space
-  Proposed Open Space
-  Proposed Connections
-  Natural Forested Areas



Magnolia Mall – The Master Plan addresses a long standing goal to complete Magnolia Mall, defined by the existing Magnolia trees and future academic and research facilities along Magnolia Drive. This area is envisioned as an extension of the academic core and serves to link the Chapel and Library Quad to Guyton Hall. To create the Mall, existing parking is removed and replaced with a lawn and the Palmer Saloum Tennis Center is relocated to the South Central District of the campus to facilitate this change in land use and open space structure.





Business Quad – A new quad is proposed to organize the long term redevelopment of the Meek Hall site. The quad is defined by future academic buildings and is linked to Lyceum Circle via a new landscape and pedestrian corridor located between the George Peabody Building and the Fulton Chapel.

Freshmen Quad - This new quad promotes student gathering, informal play, and provides much needed social space at the center of a major residential district of the campus. The quad is defined by existing residence halls (Deaton, Stewart, and Helley) and a replacement for the existing Brown Hall.





College Lawn - A new open space defined by the Residential Colleges and future residential buildings links this emerging residential district to the Grove. It is envisioned to extend the tree pattern and canopy of the Grove northward.

Stadium Plazas - New plazas are proposed to create gathering spaces for spectators before and after events, and to better integrate the stadium with its immediate surroundings and the broader campus.

Tad Smith Mall – This proposed Mall integrates the Law School into the formal open space structure of the campus and is the focal point of the Central Mixed Use District. The Mall is anchored by the Law School on the west and a future building on the east envisioned as a multipurpose facility with dining, study, gathering and collaboration space on the ground floor. This building terminates the Mall and overlooks the “New Grove”, an open space proposed east of the building. The north and south edges of the Mall are defined by future buildings which are imagined to house a mix of academic and research uses. The Mall itself is envisioned to be formal in its lay out and shaded by a high canopy and pattern of trees similar to that of the Grove. The Mall features a circular lawn as a reminder of the Tad Smith Coliseum footprint. The circular lawn itself includes a small amphitheater and gathering area for outdoor events.

The New Grove – This open space is imagined as a Grove-like landscape featuring large canopy trees and shaded lawn areas. It links the Tad Smith Mall to the Stadium District; a landscape that serves as a gathering space for day-to-day activities and a potential location for game day events. The New Grove also includes multipurpose fields adjacent to the Turner Center to accommodate informal recreation activities. The New Grove preserves the cemetery located on the higher ground and serves as an extension of the forested areas located north of Hill Drive.

During future implementation, it is recommended that a detention area be considered as part of the stormwater management strategy for the Central Mixed Use District. It is also recommended that a “daylighting” strategy be considered for the culverted stream located below existing parking lots.



FRATERNITY ROW

POOLE DR

WEST ROW

COLISEUM DR

Robert
Khayat Law
Center

TAD SMITH
MALL

Turner
Center

The
Pavilion at
Ole Miss

NEW
GROVE

Cemetery

Jamie L. Whitten
N.C.P.A.

HILL DR

MANNING WAY

Track Office

Indoor
Practice
Facility



THE GROVE

GATEWAY

WALK OF
CHAMPIONS

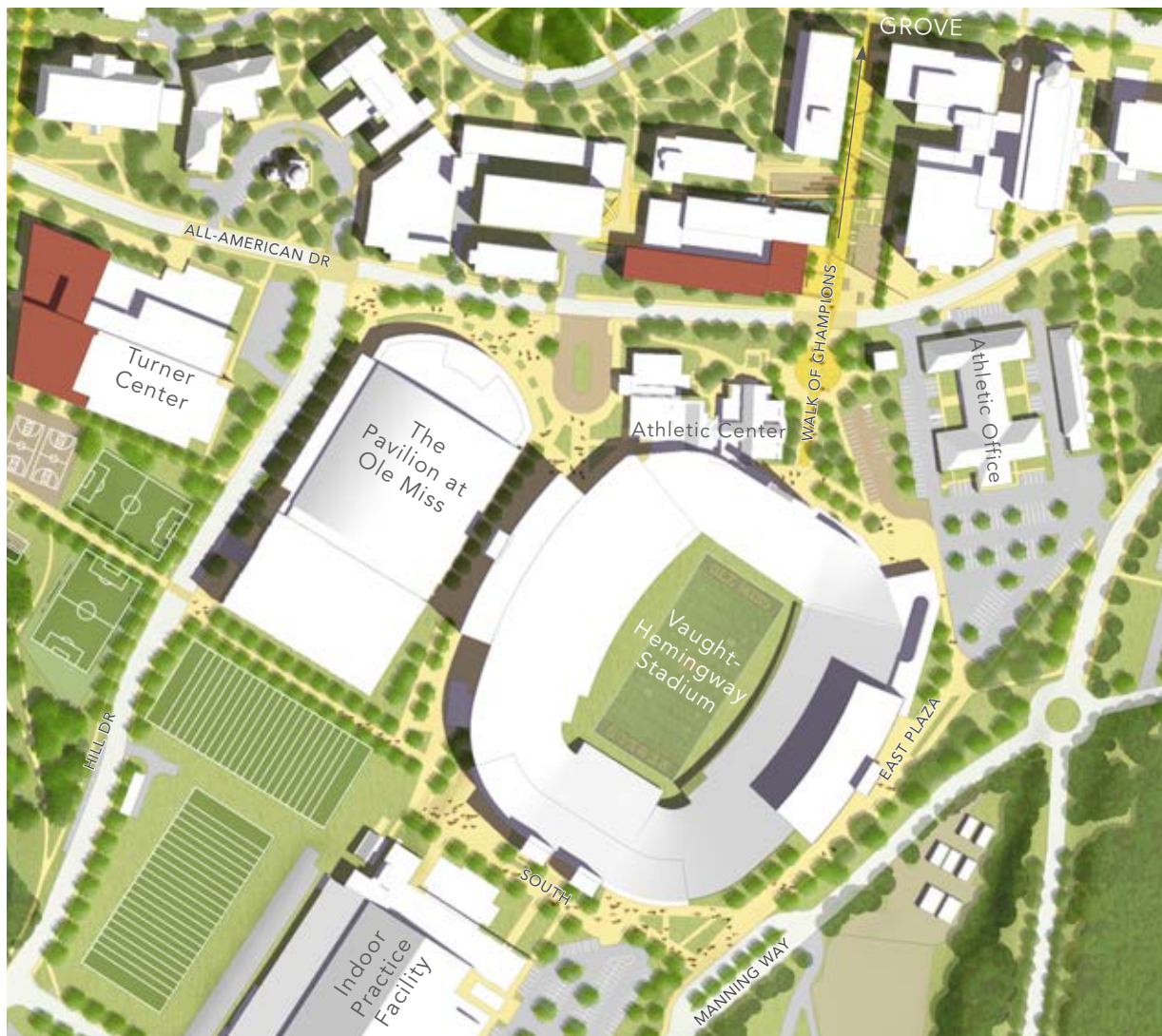
The
Pavilion at
Ole Miss

Vaught-
Hemingway
Stadium

Turner Center

Parking Garage

NEW GROVE



Stadium Plazas - New plazas are proposed to create gathering spaces for spectators before and after events, and better integrate the stadium with its immediate surroundings and the broader campus. The plazas serve to connect the New Grove and the original Grove.

DEVELOPMENT FRAMEWORK

The Development Framework identifies where additional growth can be accommodated on the campus. The Framework is informed by a number of factors including the historic development pattern and landscapes of the campus, the historic and contributing buildings of the campus, the underlying natural systems and circulation networks, and, areas where redevelopment is appropriate. The key factors influencing the Development Framework are as follows:

Historic Plans and Landscapes

The combination of beautifully designed landscape spaces and classical architecture define the lasting character, collegiate atmosphere, and identity of the University of Mississippi as a hallmark academic institution. The thoughtful layout of the core historic campus conveys a sense of permanence, stature, and purpose.

Lyceum Circle is a key element of the campus layout. It 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 of the campus is further distinguished by the involvement of the firm of Frederick Law Olmsted, landscape architect for Central Park in New York. The influence of the succession firm, the Olmsted Brothers, extends over a 25-year period beginning in 1948, and includes several Master Plans, updates and planning studies.

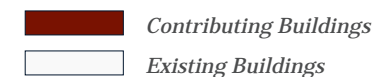
The earliest plans created by the Olmsted Brothers indicate development along the central ridge of the campus running east and west. Connections linking new development zones to the north and south are also suggested. A vocabulary of major open spaces defined by building edges reinforces the Lyceum Circle. Roadways and parking are located outside the central campus establishing a cohesive core academic area.

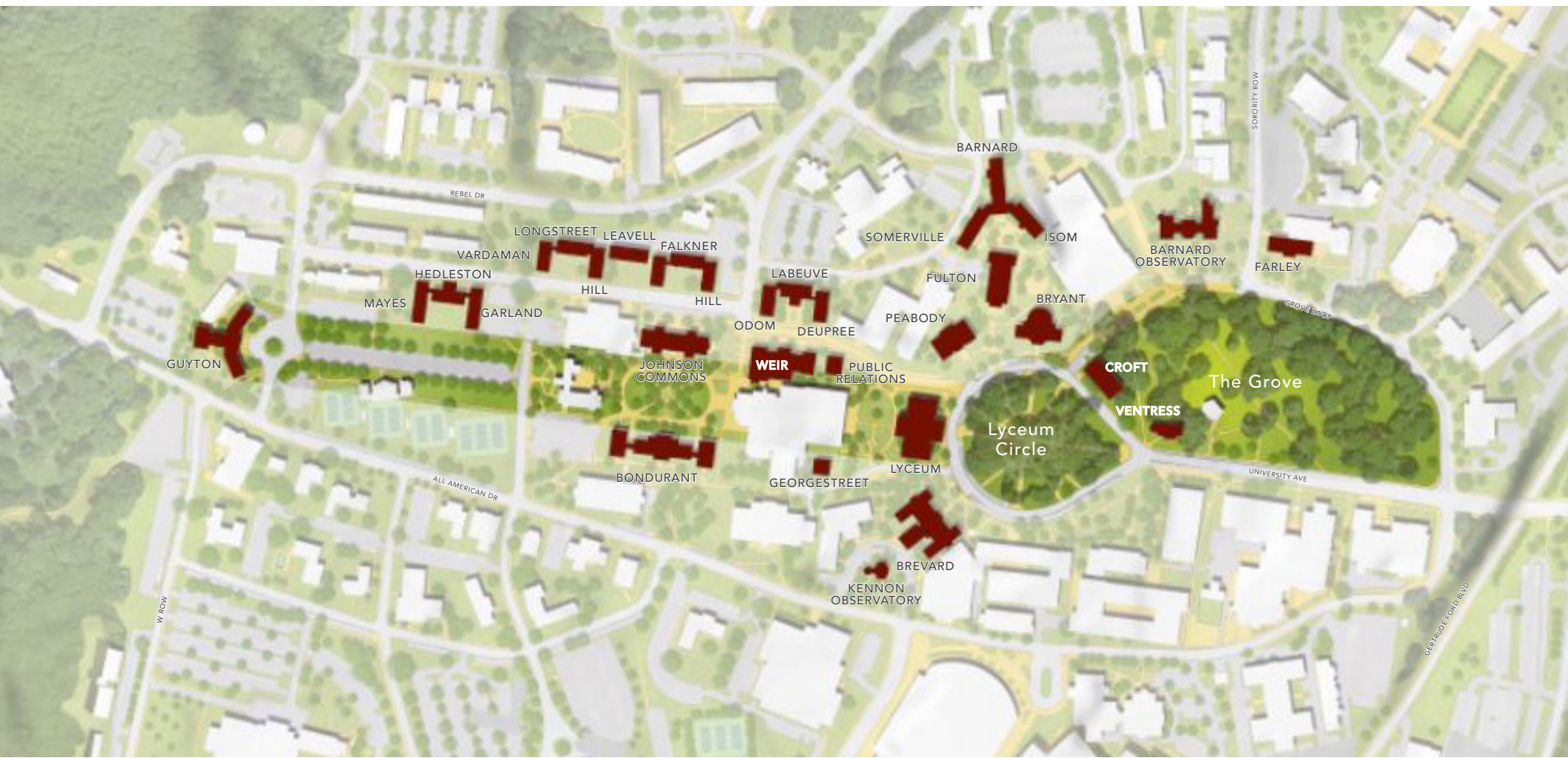
These early plans and the structure they established on the campus helped identify the development sites highlighted in the Master Plan.

Contributing Buildings

Within the established core, the campus is defined by a legacy of architecturally significant "contributing buildings". 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. The proposed Development Framework and future capacity are informed by this legacy of buildings. The contributing buildings of the campus are identified in the Master Plan. It should be noted that the designation is not based on an exhaustive study that would lead to a Historic Preservation Plan for the campus; rather, the buildings are identified to acknowledge the contribution they make to the campus character.

CONTRIBUTING BUILDINGS AND LANDSCAPES





Building Replacement and Infill Sites







The Master Plan identifies several buildings as candidates for demolition and/or replacement. These buildings are not considered to be “contributing buildings” and represent a considerable financial investment due to lagging deferred maintenance costs. Many of the smaller buildings identified, although not in poor condition, represent a lower intensity use of available land and do not contribute to a collegial environment or the visual context of their setting.

In addition to building replacement opportunities, infill sites are identified to accommodate new development.

Development Capacity

The University currently maintains almost 6.2 million gross square feet (GSF) of built space. The Master Plan accommodates more than 3.4 million GSF of additional capacity and 730,000 GSF of strategic removals phased over the life of the Plan. The development capacity of the campus is adequate to effectively meet the strategic and academic planning goals established by the University.

PROPOSED DEVELOPMENT FRAMEWORK

-  Existing Open Space
-  Proposed Open Space
-  Proposed Connections
-  Natural Forested Areas
-  Proposed Development Sites
-  Proposed Long-term sites



MOBILITY FRAMEWORK

The Mobility Framework coordinates the pedestrian, bicycle, transit and vehicular circulation networks, and establishes a pedestrian, bicycle and transit priority zone at the heart of the campus.

To facilitate pedestrian movement, the Framework enhances and extends the pedestrian network to provide better access within the established core and to surrounding districts. It reinforces the bicycle network within and beyond the campus as well as the robust transit system that has emerged since the completion of the 2009 Master Plan. The transit experience is enhanced by means of new transit hubs located at key destination points and in locations where amenities are provided in adjacent buildings. While focusing on alternative modes of transportation, it is acknowledged, that the single occupancy vehicle will continue to be the primary mode of access to the campus. In response, the Framework establishes a Perimeter Loop Road with the goal of redirecting traffic








to the periphery of the campus where potential garages and park-and-ride lots are accessible. These parking resources are linked to the Central Academic District and adjacent districts by means of enhanced pedestrian and bicycle routes as well as transit services.

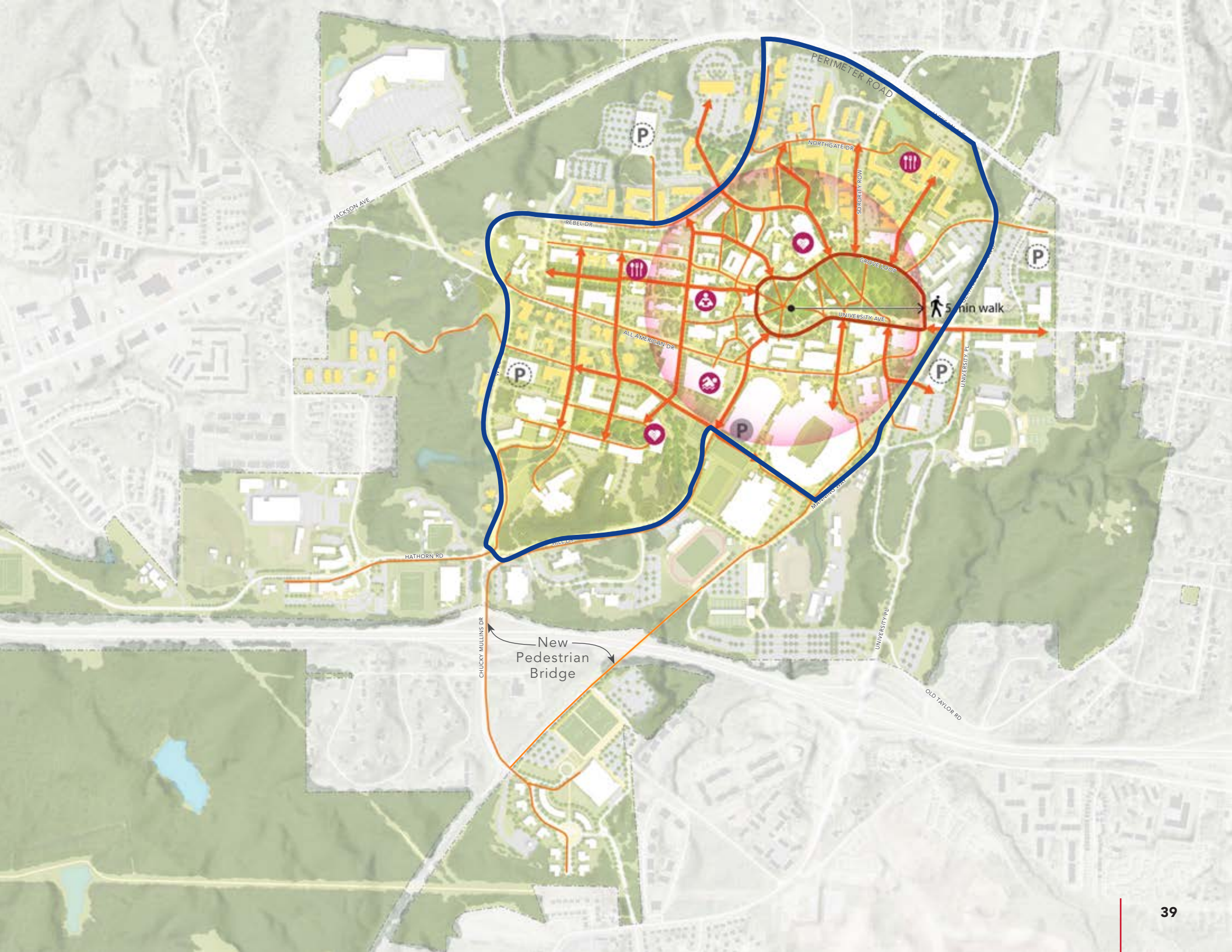
Pedestrian Network/ Accessibility

The Master Plan establishes a Pedestrian, Bicycle and Transit Priority Zone within the area defined by the Perimeter Loop Road. Within the Zone, vehicular traffic is limited to service and emergency vehicles during the day time.

Key new features of the Pedestrian Framework include the Grove Loop and future bridges over Highway 6 (Chucky Mullins and along the Thacker Mountain Rail Trail). Grove Loop provides a strategy for creating a more memorable and functional pedestrian route around the Grove and Lyceum Circle.

PROPOSED PEDESTRIAN FRAMEWORK

-  *Proposed Pedestrian Zone*
-  *Proposed Grove Loop*
-  *Major Pedestrian Connections*
-  *Proposed Perimeter Road*
-  *Proposed Parking Garage*
-  *Existing Parking Garage*
-  *Student Life Nodes*



Bicycle Network

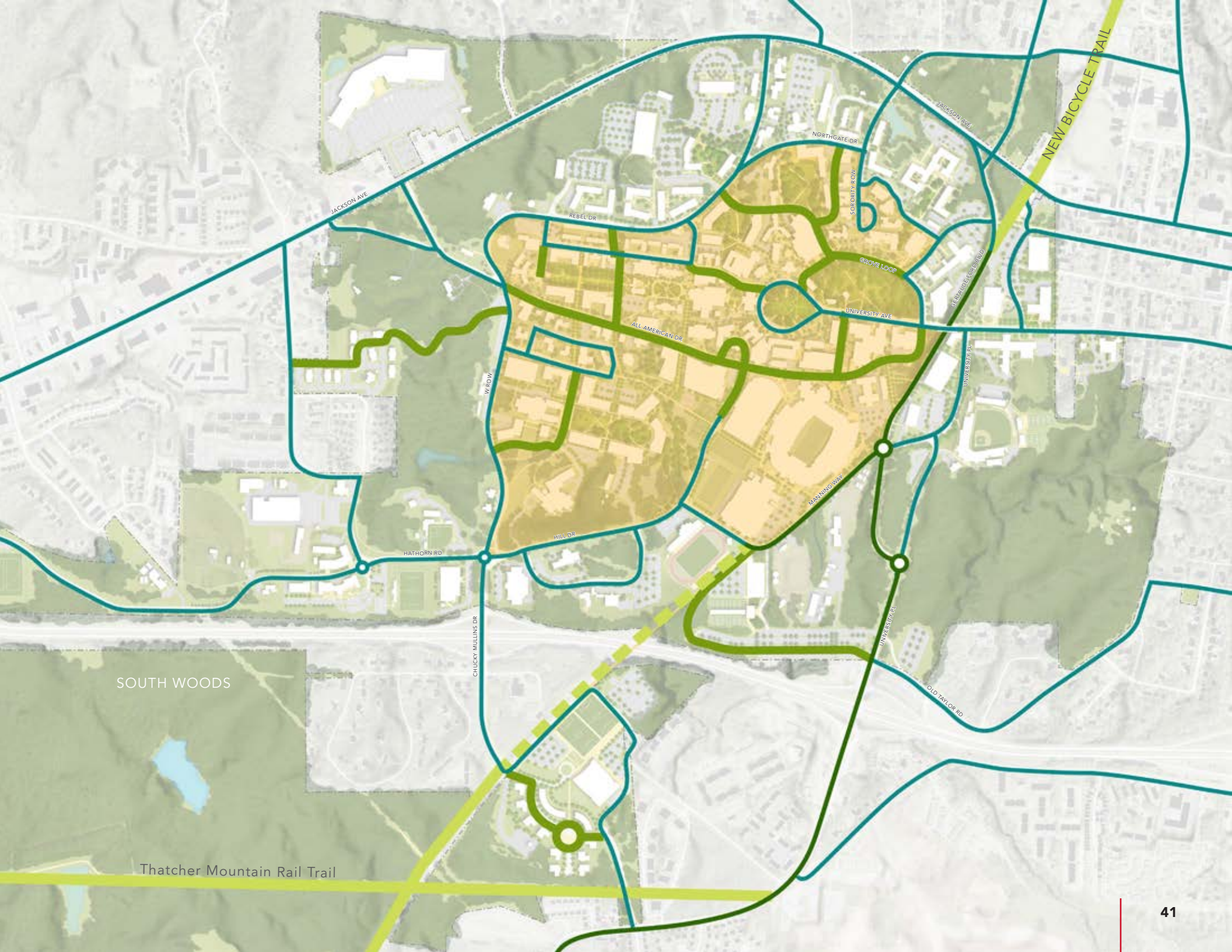
The campus bicycle network is extended and coordinated with existing campus and community routes. Bike paths and lanes provide access throughout the core campus and beyond to surrounding districts. The bike network utilizes roads and designated bike lanes to minimize pedestrian conflicts.



Bicycle parking in the academic core of the campus

PROPOSED BICYCLE FRAMEWORK

- Proposed Bicycle Zone*
- Bicycle Trail*
- Shared with Limited Traffic*
- Sharrow*
- Bicycle Lane*



Shuttle Transit

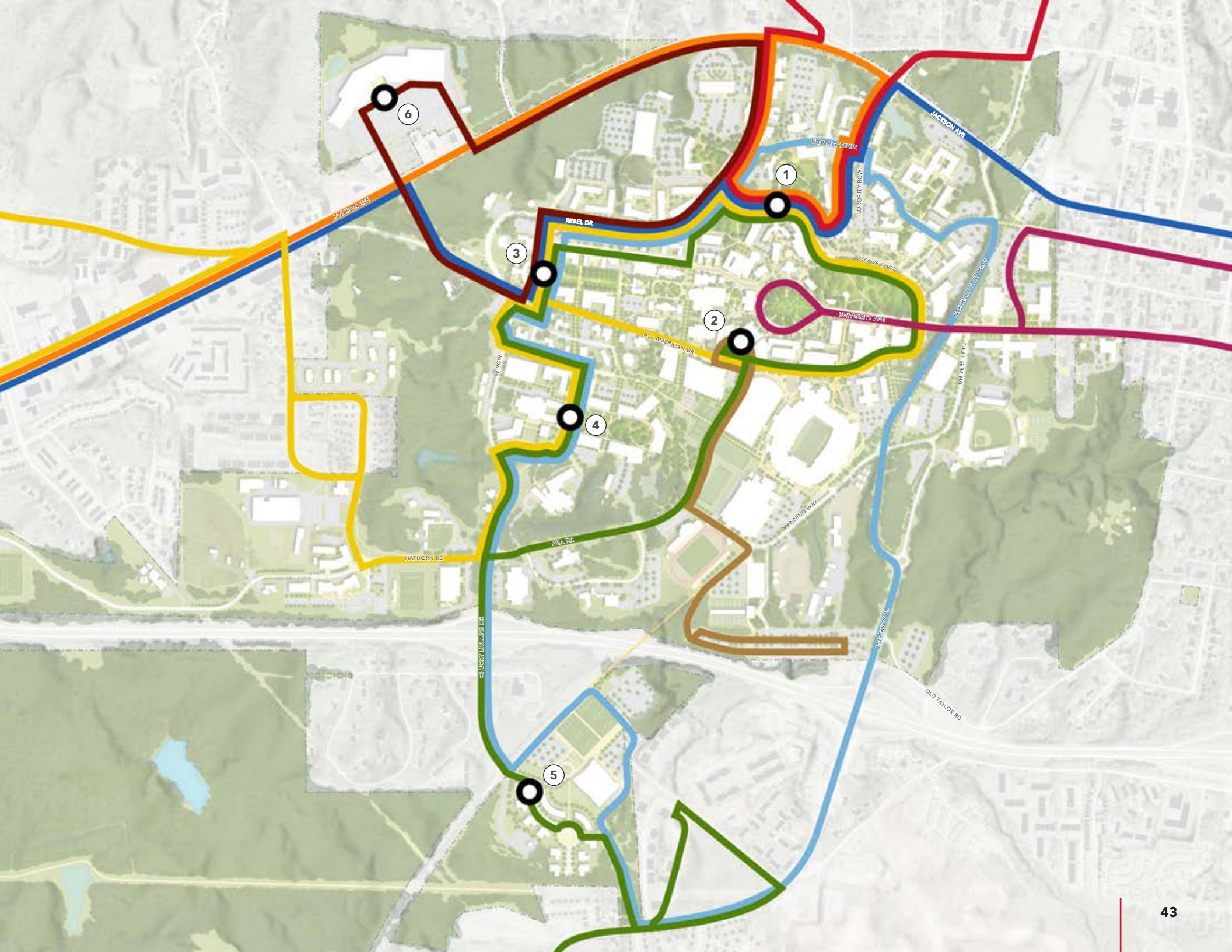
The Master Plan reinforces the established transit patterns of the campus and includes recommended routes to serve proposed districts. A series of transit hubs are proposed, where amenities and transit services are aligned with existing and proposed buildings to improve the user experience. These hubs include:

- ① The Student Union
- ② The Observatory
- ③ Guyton
- ④ Tad Smith Mall
- ⑤ The South Campus Recreation Center
- ⑥ Jackson Avenue.

The hubs are located in close proximity to key destinations.

PROPOSED SHUTTLE FRAMEWORK





Vehicular Circulation

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

Perimeter Loop Road – a loop road, defined by the following existing and new roadways, is proposed to move traffic around the perimeter of the campus:








- ① University Place;
- ② A new road segment linking University Place to Manning Way (via a new roundabout at Gertrude Ford);
- ③ Manning Way;
- ④ Hill Drive (south of Manning Way);
- ⑤ Chucky Mullins / West Row (reconfigured on the north to align with Rebel Drive);
- ⑥ Rebel Drive to Jackson Avenue;
- ⑦ Jackson Avenue (off-campus); and,
- ⑧ Gertrude Ford

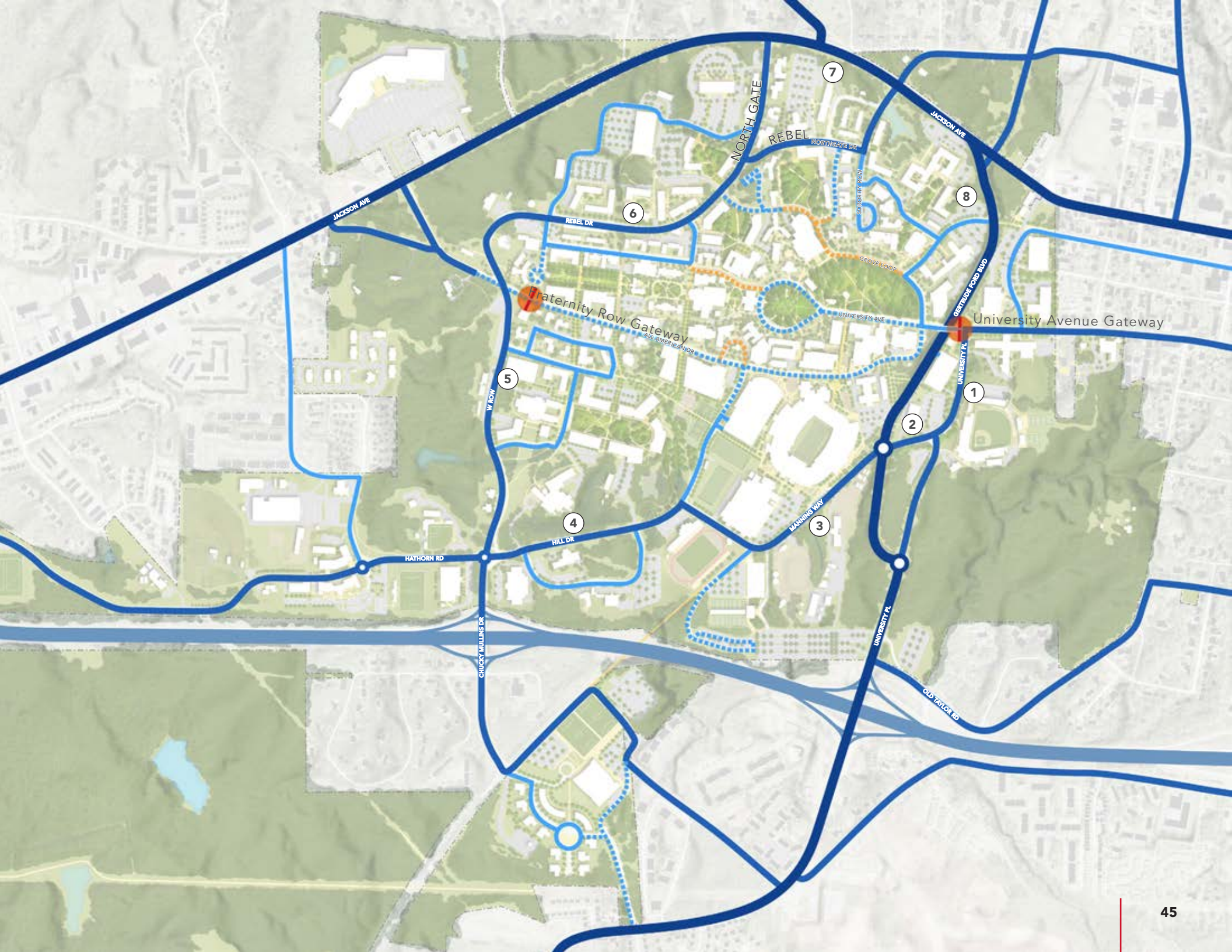
University Avenue Gateway – a new welcome booth(traffic control point) is proposed at the intersection of University Avenue and University Place; it is intended to limit access to the core of the campus by diverting traffic to University Place and the proposed Perimeter Loop Road. The goal is improve pedestrian and bicycle access by eliminating day time congestion at the intersection of University Avenue, Grove Loop and All American Way and more generally within the Central District. This results in traffic restrictions on the following roads during the day: Lyceum Circle, University Avenue (within the campus) Grove Loop, All American Drive / Fraternity Row.

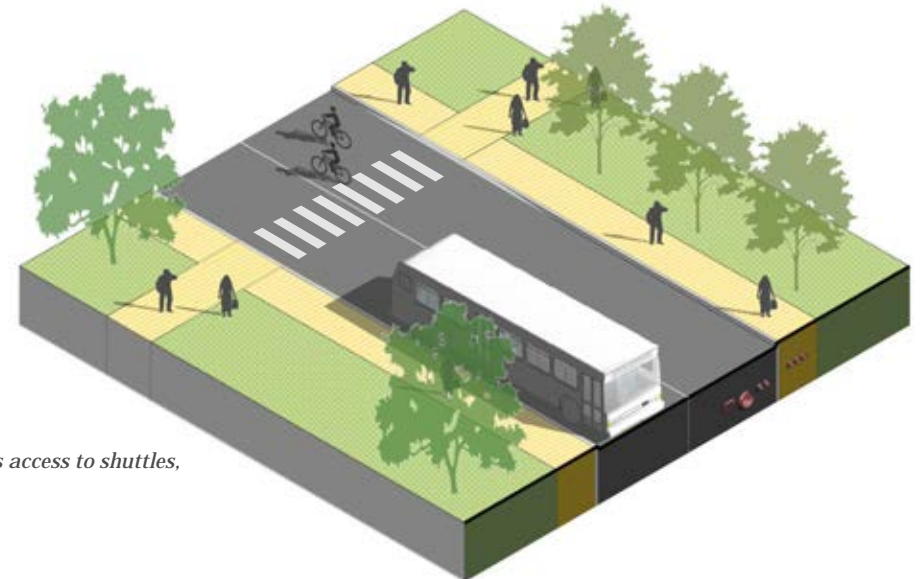
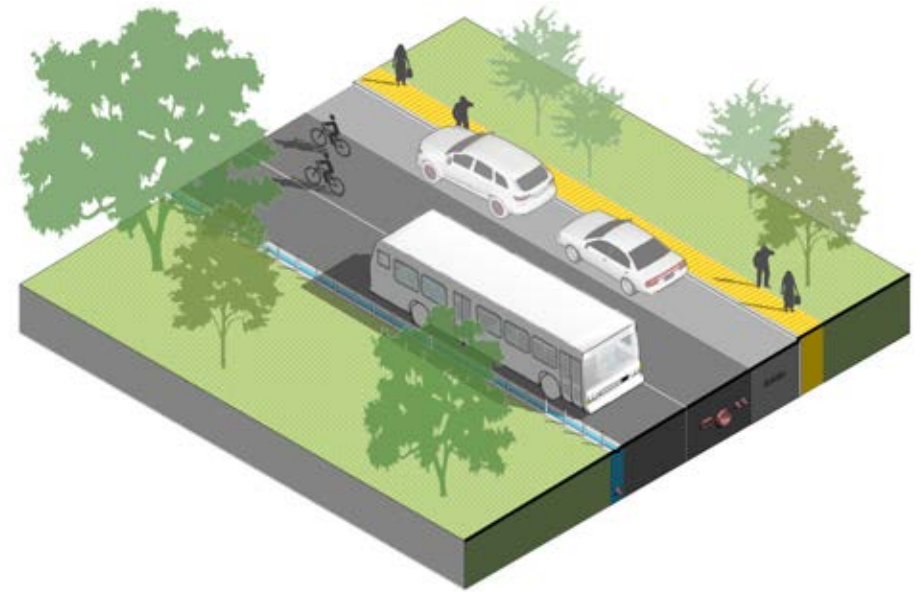
Fraternity Row Gateway – a new welcome booth (traffic control point) is proposed at the reconfigured intersection of Fraternity Row, West Road and Rebel Drive with the goal of limiting access to the core during day time hours to those with appropriate parking permits.

Northgate & Rebel Drive Intersection – This intersection is reconfigured as a “T” junction as part of the proposed Perimeter Road with the goal of diverting traffic to Jackson Avenue.

PROPOSED VEHICULAR FRAMEWORK

-  Highway
-  Major Road
-  Secondary Road
-  Tertiary Road
-  Shuttle and Service Access
-  Shuttle and Pedestrian Only
-  Vehicle Control Point/Gateway

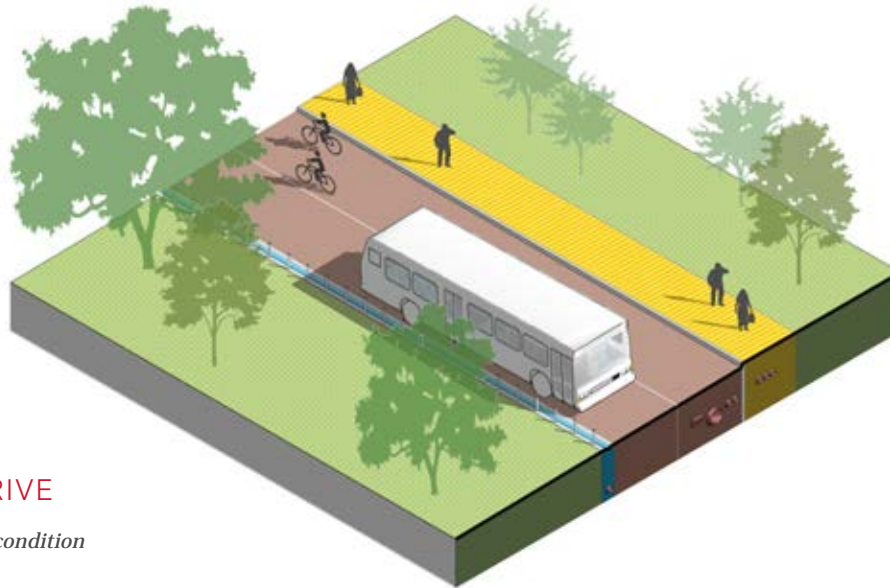




Grove Loop / Student Union Drive – both roads form a new bicycle and transit route through the campus with auto access eliminated north of Alumni Drive. Auto access to Grove Loop south of Alumni Drive is limited to those bound for the Inn at Ole Miss during day time hours after passing through the “welcome booth” (control point). Alumni Drive is converted to one way traffic southbound between Gertrude Ford and the parking lot south of Lamar Hall in order to limit traffic flow into the Grove.

GROVE LOOP

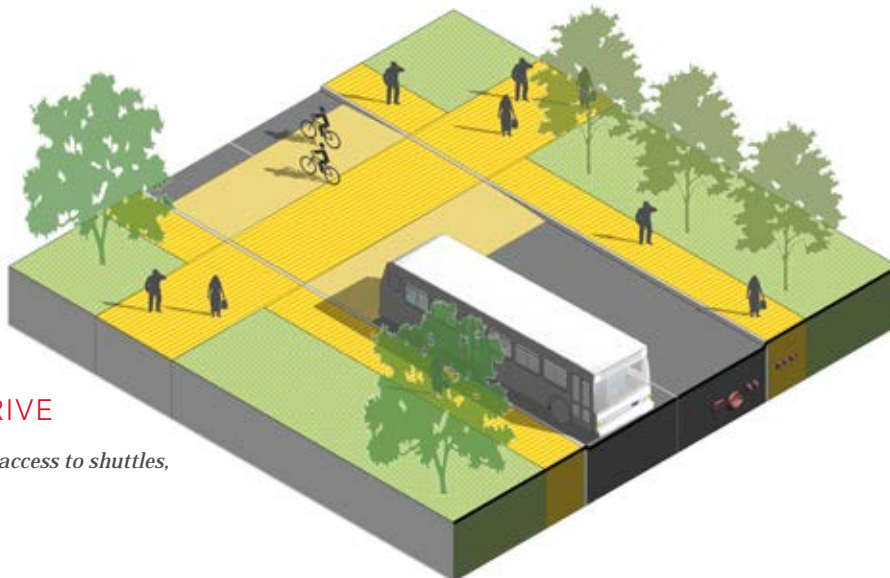
Proposed condition restricts access to shuttles, bikes and pedestrians.



ALL AMERICAN DRIVE

All American Drive existing condition

All-American Drive – Access to All American Drive is limited to bicycles, transit and service vehicles during day time hours. Parking permit holders are allowed entrance after passing through the welcome booth points at University Avenue / University Place and on the west end of All American Drive. The goal is to make biking and walking more convenient between destinations.



ALL AMERICAN DRIVE

Proposed condition restricts access to shuttles, bikes and pedestrians.

Parking

Recognizing the value of core campus land for academic, research and support functions, the Master Plan minimizes surface parking. The intent is to create a pedestrian, bicycle and transit oriented environment.

PARKING REDISTRIBUTION

In the Master Plan select Central District parking facilities are removed over time as land becomes more valuable for academic, research, and support uses. Other surface parking areas are removed to address stormwater management and design quality considerations. To compensate for the displacement, potential parking garage sites and park-and-ride lots are located along the proposed Perimeter Loop Road. The redistribution of parking, in conjunction with the improved pedestrian, bicycle and transit networks, is intended to reduce vehicular traffic and the associated emissions.

PARKING SUPPLY

The campus currently includes 15,820 parking spaces. The Master Plan provides a strategy for providing in the range of 17,500 spaces in existing parking lots and garages, new garages


and park-and-ride locations. This is adequate to support the projected demand assuming that transportation demand management strategies are implemented.

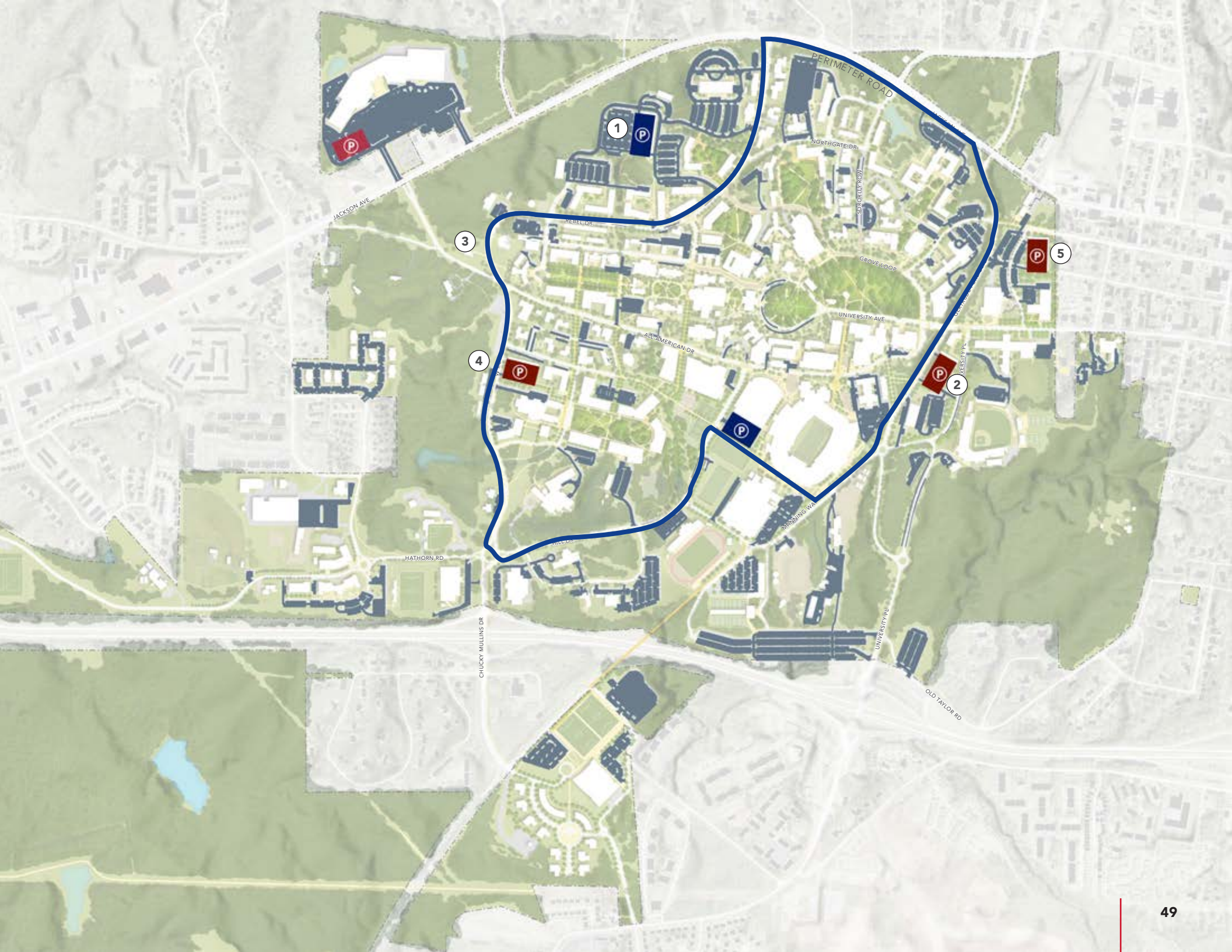
POTENTIAL GARAGE LOCATIONS

The Master Plan reserves sites for garages with the understanding they will be constructed when development densities and parking demand warrant the investment. The goal is to limit the need for new garages by encouraging the use of alternative modes of transportation within and to the campus. Potential long-term sites are also identified.

- ① **North Campus Garage** – this garage is complete and provides parking for the surrounding residential population.
- ② **Gertrude Ford Garage** – a garage is proposed south of University Avenue in the slope conditions extending from Gertrude Ford to University Place. This garage is located to serve day-to-day faculty, staff and commuter parking needs in the Central District as well as major event parking requirements. The garage is conveniently located relative to the Ford Center for the

POTENTIAL PARKING STRATEGIES

-  *Potential Garage Sites*
-  *Potential Long-term Site*
-  *Existing Parking Garages*
-  *Surface Parking*
-  *Proposed Perimeter Road*



Performing Arts, the Music Building, the Oxford / University Baseball Stadium; the Vaught-Hemingway Football Stadium; and the new basketball arena. It can accommodate an estimated 1,000 spaces on five levels.

- ③ **Law Garage** – a garage site is identified northwest of the existing Robert C. Khayat Law Center to consolidate surface parking and to provide parking for the Central Mixed Use District population. It can accommodate an estimated 830 spaces on five levels.
- ④ **Ford Performing Arts Garage** – a site for a garage north of the proposed Art Building provides parking for residents of the Northeast Housing Area. It can accommodate an estimated 650 spaces on four levels.

Park-and-Ride Facilities

Park-and-ride facilities are proposed as follows:

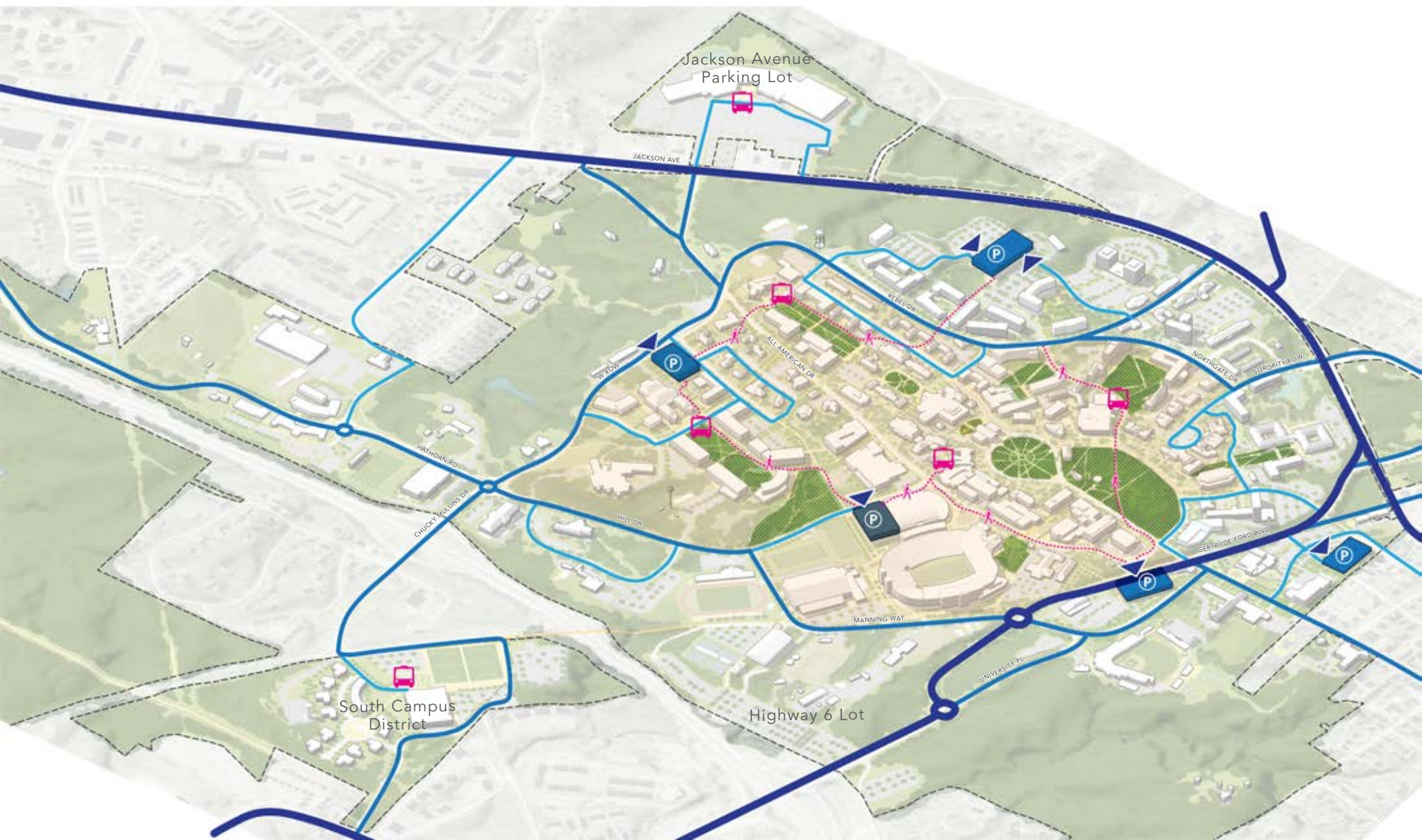
South Campus District – as part of the South Campus Recreation Center redevelopment project, surface parking is provided for commuters. This park-and-ride location is intended to serve those living south of campus in the Taylor Road area. The new Recreation Center offers amenities and a destination for commuters who park on South Campus and transfer to transit services. Over the long-term, a garage site is identified if future demand warrants.

Highway 6 Lot – the existing Highway 6 lot is maintained as a park-and-ride facility connected to the academic core by means of the existing transit services.

Jackson Avenue – the existing surface parking on the Jackson Avenue site continues to serve daily commuter park-and-ride needs until such time that the site is redeveloped. A parking garage site is reserved to accommodate the parking demand associated with redevelopment as well as commuters.

PROPOSED TRANSIT EXPERIENCE

	Shuttle Hub
	Major Road
	Secondary Road
	Tertiary Road
	Proposed Parking Garage
	Existing Parking Garage



CAMPUS LIFE FRAMEWORK










The Campus Life Framework includes the amenities, civic nodes, and residential communities that contribute to the quality of life on the campus. It is intended to support a sense of community by creating and enhancing civic meeting points and by establishing connections between those points. Community is addressed at the following levels:

- Residential/learning communities
- Dining and food services
- Study and collaboration modes
- Cultural amenities, and
- Recreation facilities

Emerging trends in higher education, including increased student diversity, presence of new technologies in the learning environment, emphasis on STEM education, and the shift in study methods are influencing the connections between academic, administrative and other space types that support campus activities. The proposed campus building uses and resulting adjacencies are conveyed in the adjoining diagram.

The role of the modern library as an information hub and place for student group study is reflected in the Master Plan; the JD Williams Library is identified as a “student life” space to reflect a shift away from its traditional use.

PROPOSED BUILDING USES

	<i>Academic</i>
	<i>Student Life</i>
	<i>Residential</i>
	<i>Research</i>
	<i>Administration/Office</i>
	<i>Athletics</i>
	<i>Recreation</i>
	<i>Community</i>
	<i>Facilities/Support</i>



Residential Life

The University Student Housing and Residence Life Department is planning to increase the number of students living on campus with the goal of actively developing a stimulating social and academic environment. University identified goals for housing the undergraduate population on-campus results in the need for an additional 1,400 beds by 2020 and another 1,600 beds to support an enrollment of 30,000. In response, new housing sites are identified as follows:

Northeast District – additional capacity in the existing Residential College dining facility provides an opportunity to add population to this emerging area of the campus. To that end, three additional housing sites are proposed adjacent to the existing Residential Colleges.

A site east of the existing buildings helps frame and define the existing College Lawn area and provides an additional 300 beds in a four-story building. The existing lawn is reimagined to include a pattern of high canopy shade trees similar to those found in the Grove.

Two additional sites are proposed west of the Residential Colleges accommodating up to 400 beds. These sites are connected to the Residential

College dining facility via pathways through a new park-like landscape. Pathways also are proposed to link these buildings to the social spaces proposed in the North Central District.

North Central District – (Brown Hall site /Freshmen Quad) the existing Brown Hall residence hall is proposed for demolition and replacement as part of the broader redevelopment strategy for the North Central District. This new freshmen facility includes 358 beds as well as ground floor social engagement and collaboration space for the Quad population. An open space has been proposed for this area of campus for several years as originally suggested in the early planning work of the Olmsted Brothers. It is reimagined as the Freshmen Quad in the Master Plan, the common ground for the freshmen population living in the surrounding residence halls.




Northwest District – As recommended in the 2009 Master Plan, Kinard Hall is proposed for demolition and replacement with a new courtyard arrangement of residential buildings. Up to 540 beds are planned in two four-story buildings.

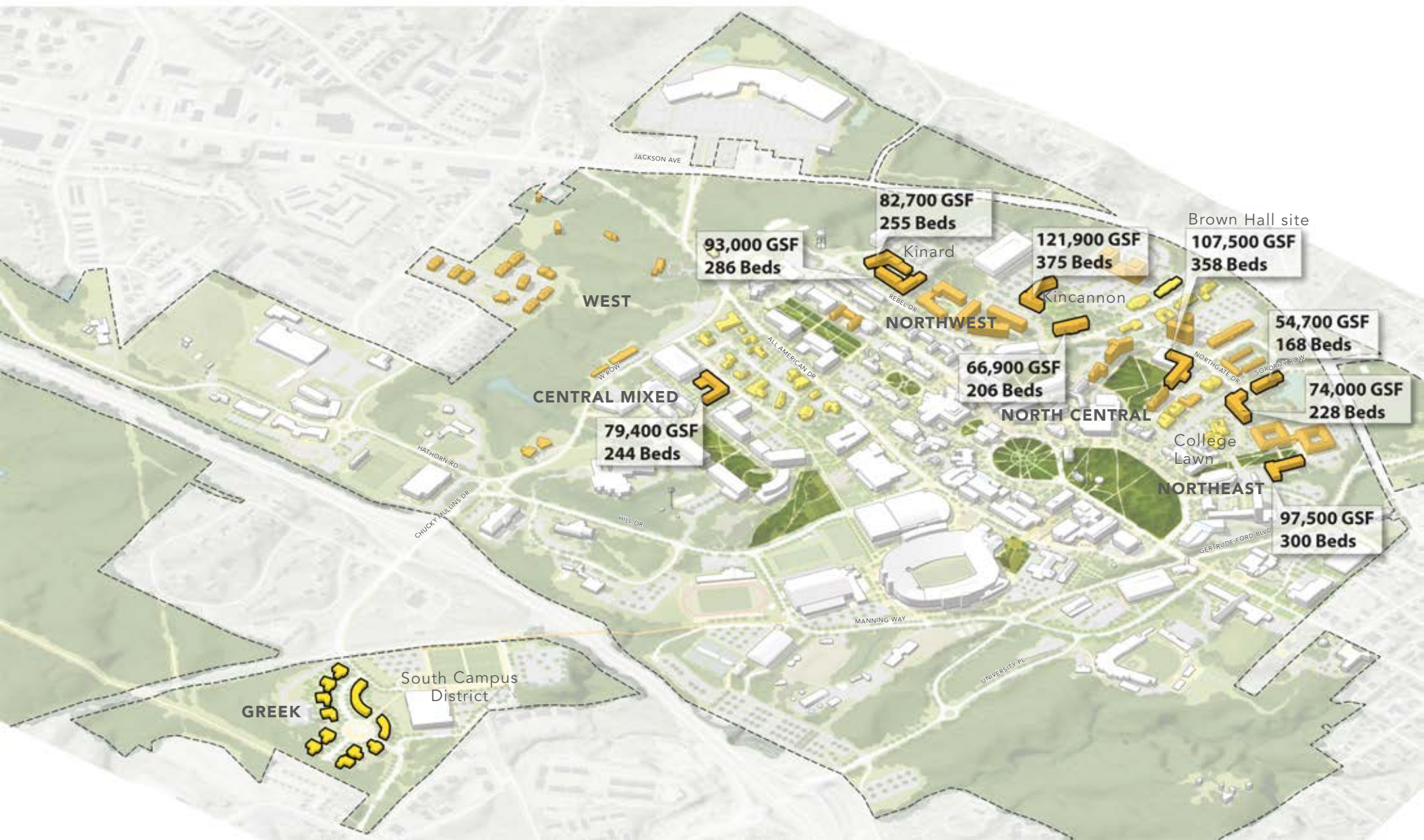
The University will also demolish Kincannon to make way for two new residence halls with a total capacity of about 567 beds to account for the demolition of almost 550 beds in Kincannon. The buildings take advantage of the slope condition to encourage more pedestrian movement between residence halls at the bottom of the hill and the academic core. This is accomplished through internal building vertical circulation elements and ADA accessible paths between buildings.

Central Mixed Use District - Over the long-term as development occurs south of the core academic district, a 244 bed apartment style facility is proposed for housing upperclassmen or graduate and international students.

Greek Housing - Additional land for Greek Housing is reserved in the South District.

RESIDENTIAL FRAMEWORK

-  *Proposed Residence Halls*
-  *Existing Buildings*
-  *Greek Housing*



Campus Life Facilities

In accordance with the 2009 Master Plan and subsequent district studies, the University has renovated and expanded the Johnson Commons Dining Hall and is in the process of expanding the Student Union. Planning is also underway to create a new recreation facility in the South Campus District. With these improvements in place or completed, the Master Plan focuses on integrating these facilities into the campus life experience. The Plan also identifies potential future facilities:

New Campus Center– New development on the site of the Tad Smith Coliseum will support academic moves from the center of campus towards the Law School. A new campus center is proposed opposite the Khayat Law Center that will anchor the needs of the new campus district and support peripheral uses.

Freshmen Quad Student Commons– The proposed Student Commons space at the base of the Brown Hall replacement facility serves residential needs at the bottom of the hill. The facility includes study spaces, a cafe or small dining space, and other student support functions.

Recreation Facilities






To address the recreation needs associated with the proposed enrollment increases, the Campus Life Framework includes additional facilities as follows:

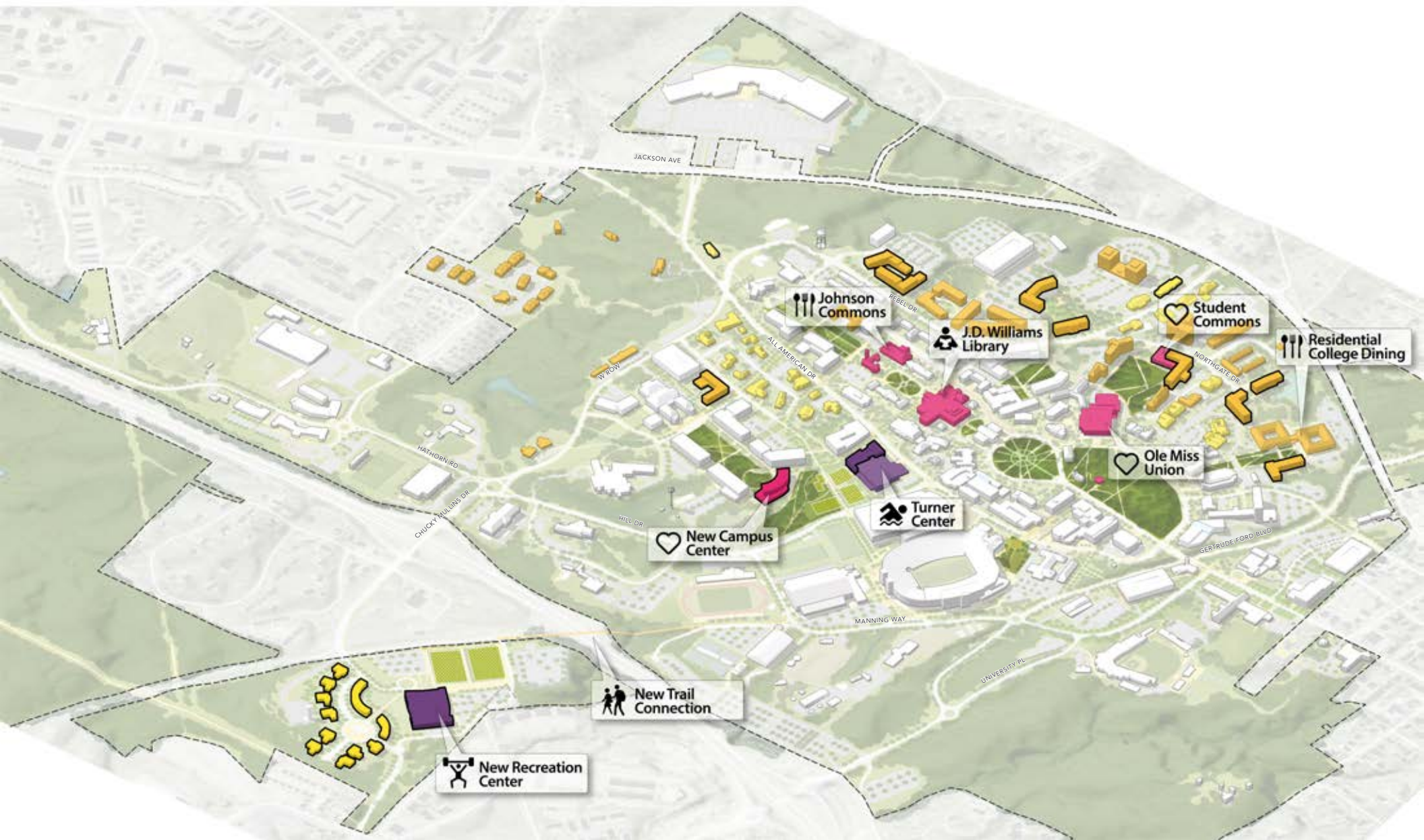
Turner Recreation Center Addition– As student enrollment continues to increase, the Turner Center will need to grow to support the increasing demand on and variety of fitness needs. A proposed addition includes additional recreation and fitness space as well as a health center.

The South Campus Recreation Center – A health and fitness facility is proposed for the expanding campus population. This new Recreation Center is located in renovated factory buildings and complemented by recreation fields on adjacent land. It is also positioned on the Thacker Mountain Rail Trail and in close proximity to the informal trail network of the South Woods.

New Grove – Informal recreation fields are located south of the Turner Center as part of the proposed “New Grove” area of the landscape framework. In addition to the fields, this area also includes fitness trails.

STUDENT LIFE FRAMEWORK

	<i>Proposed Residential</i>
	<i>Existing Residential</i>
	<i>Proposed Student Life</i>
	<i>Existing Student Life</i>
	<i>Proposed Recreation</i>
	<i>Existing Recreation</i>



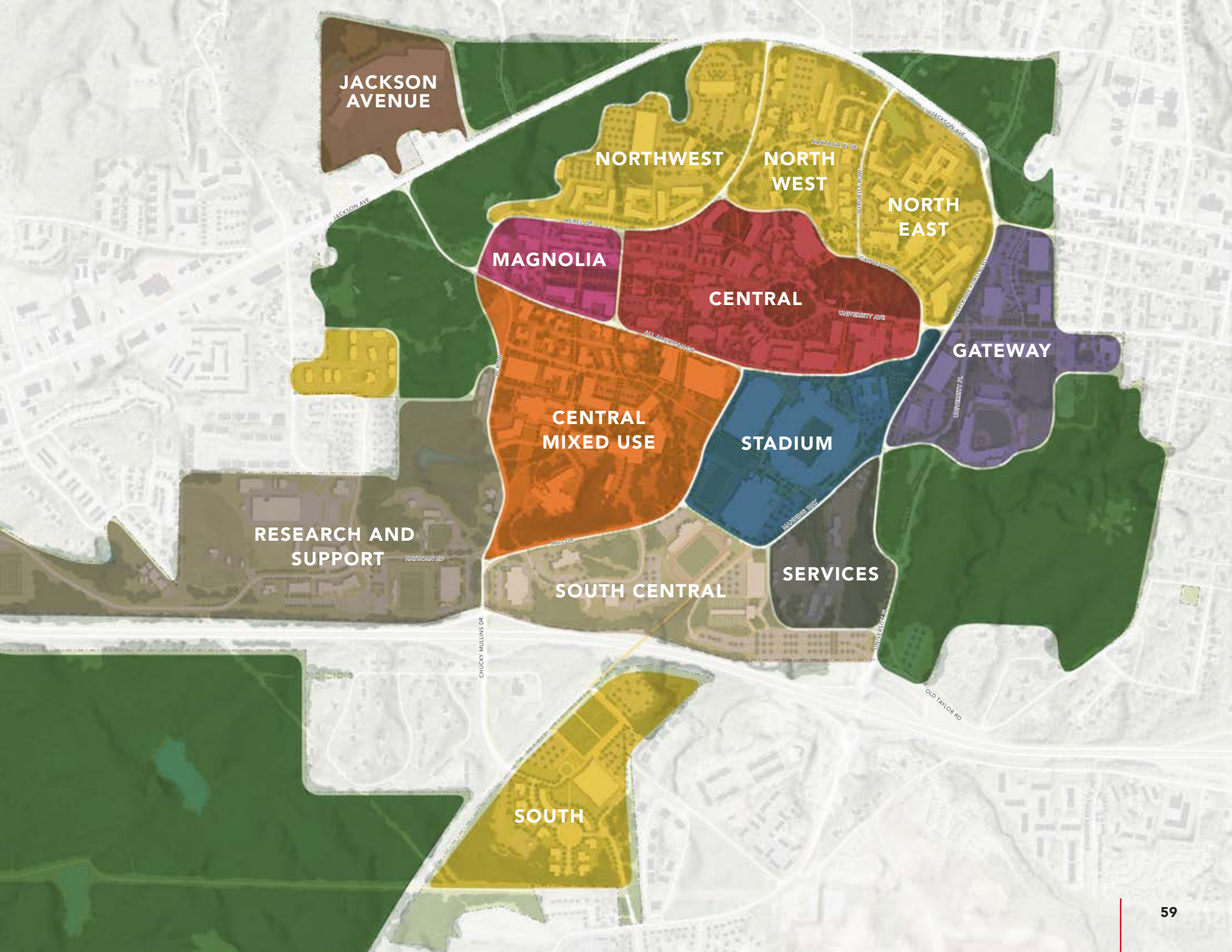
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CAMPUS DISTRICTS

In this chapter, proposed buildings, renovation, landscapes, and circulation improvements are described for each of the campus districts.

PROPOSED CAMPUS DISTRICTS

 *Natural Forested Area*
 *Campus Boundary*



GATEWAY DISTRICT

The Gateway District is located on the eastern edge of campus and includes the Gertrude Ford Performing Arts Center, the University Museums and the Walton-Young House. The Master Plan reinforces the cultural functions in this district by relocating the Department of Arts and Culture from Meek Hall to a new facility east of the Performing Arts Center. This facility is envisioned to accommodate the department and a gallery space facing University Avenue.

This area more broadly is reimagined as a new gateway to the campus featuring landscape improvements along with a new visitor center and a “welcome booth” on University Avenue.

The visitor center, located on the southwest corner of University Avenue and University Place, is imagined as the main reception point for campus visitors, including prospective students. As the admissions center, the building is well positioned in terms of wayfinding, access and convenience. It is also well positioned as the origin for campus tours.



GATEWAY DISTRICT ILLUSTRATIVE

- Proposed Buildings
- Existing Buildings







The welcome booth is located on University Avenue at University Place. It is positioned to control vehicular access into the Central District and mitigate the congestion problems at the intersection of University Avenue, All-American Drive, and Grove Loop. In future, day-to-day traffic is diverted to the south on University Place and on a new roadway segment connecting University Place to Gertrude Ford and Manning Way by way of a new roundabout. This planned change to traffic patterns reinforces the Perimeter Loop Road and diverts traffic away from the Central District.

A new 1000 car parking garage is proposed in the slope conditions between University Place and Gertrude Ford to provide parking for faculty and staff who work in the Central District as well as campus visitors. It is also well positioned to serve major events in the Performing Arts Center, the Music Building, the Oxford / University Baseball Stadium, Vaught Hemingway Stadium and the new basketball arena.

CAMPUS GATEWAY

Entrance to the Central District along University Avenue featuring the Visitor Center and new gateway elements.



CENTRAL DISTRICT

The Central District forms the heart of the established academic 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 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 the district, 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 campus. Landscape improvements focus on connectivity.



GATEWAY DISTRICT
ILLUSTRATIVE

 *Proposed Buildings*
 *Existing Buildings*



150,000 SF

57,600 SF

24,000 SF

25K SF

24K SF

155K SF

20K SF

Student Union

Fulton

Peabody

J.D. Williams Library

Lyceum

Martindale

Brevard

Ctr. for Manu. Excel.

Hume

Science Expansion

Shoemaker

Faser

Thad Cochran

Coulter

Lamar

Journalism

Farley

Inn at Ole Miss

Future Yerby

Visitor's Center

1000 spaces
Potential Garage

STUDENT UNION DR

REBEL DR

NORTH LN

SORORITY ROW

COLLEGE WALK

ALUMNI DR

GROVE LOOP

GROVE LOOP

UNIVERSITY AVE

UNIVERSITY CIR

ALL-AMERICAN DR

WALK OF CHAMPIONS

GERTRUDE FORD BLVD

UNIVERSITY PL

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Site Projects

Vehicular Circulation

The Central District lies within the proposed Pedestrian, Bicycle and Transit Priority Zone. The goal is to remove traffic from areas where pedestrian–vehicular conflicts are common. Key to this proposal is the establishment of the Perimeter Loop Road. Other vehicular circulation changes include the closure of Grove Loop and Student Union Drive to general traffic in order to establish a transit corridor.

Pedestrian Circulation

Several landscape corridors coordinated with pedestrian connections are proposed to create visual and physical links from the Central District to outlying districts. These include:

① 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 to the Stadium. The proposed changes are

designed to enhance this tradition and improve connectivity to the new STEM facility south of Shoemaker Hall (under construction).

② College Walk

College Walk is proposed to link the Grove to College Lawn, the reimagined open space defined by the Residential College buildings and a new residence hall. College Walk is framed by a proposed expansion of Farley Hall (Journalism) and Lamar Hall.

③ Grove Loop

Pedestrian connectivity is improved along Grove Loop by means of a new sidewalk and shade trees. The route is intended to accommodate the increased levels of pedestrian traffic anticipated as a result of pedestrianization, classroom activities in the Lamar Hall, and changing patterns of movement associated with the future redevelopment of the Yerby site.

Building Projects

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

East Grove Academic Building

A new academic building (approximately 100,000 gsf) is proposed on the the Yerby Center site, a one-story conference facility. The new academic building is envisioned as part of the arrival and gateway sequence into the campus from University Avenue. Coupled with improvements in the Gateway District, this site provides the opportunity to transform the entry sequence into the campus.

Alumni Center

Similar to Yerby site, the Alumni Center site 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. The proposed new facility expands and enhances Alumni activities.

Farley Hall

An addition is proposed east of Farley Hall to accommodate the expansion needs of the Journalism program. This addition frames the proposed open space leading from the Grove to the Residential Colleges and contributes to the Northeast District gateway.

MAGNOLIA MALL DISTRICT



In 1945, Estella Hefley, Dean of Women, and her students planted magnolia trees along Magnolia Drive as a living memorial to the University of Mississippi students killed during World War II. The Magnolia trees have reached maturity and now define one of the proposed open spaces of the campus.

Mall History

The Olmsted Brothers Master Plans envisioned the area extending from the Paris-Yates Chapel to Guyton Hall as a significant open space. The Master Plan reintroduces this idea and replaces the existing surface parking with a central lawn and pedestrian walkways. This new green space, defined by the mature Magnolia trees, is intended to organize future academic buildings.



MAGNOLIA MALL ILLUSTRATIVE

-  *Proposed Buildings*
-  *Existing Buildings*



Fraternity House

Data Center

Guyton

● Guard Booth

Powers Site
75,000 SF

75,000 SF

118,000 SF

MAGNOLIA MALL

Sam-Geard

Baxter

Lester

DORMITORY ROW WEST

Mayes

Hedleston

Garland

Johnson

Chapel

FRATERNITY ROW

POOLE DR

REBEL DR

ALL-AMERICAN DR





New Academic Buildings

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

Powers Hall Redevelopment

The Powers Hall site is identified for potential redevelopment to accommodate future academic and research space.

MAGNOLIA MALL TRANSFORMATION

Removal of the parking lot at Magnolia Mall and redevelopment of athletic facilities into academic building will revitalize the district west of the chapel.

CENTRAL MIXED USE DISTRICT

The Central Mixed Use District is envisioned as a signature location for future academic, research and potentially residential development. At present, it is comprised of a range 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 the Central District and the New Arena (replaces the Tad Smith Coliseum).



Site Projects

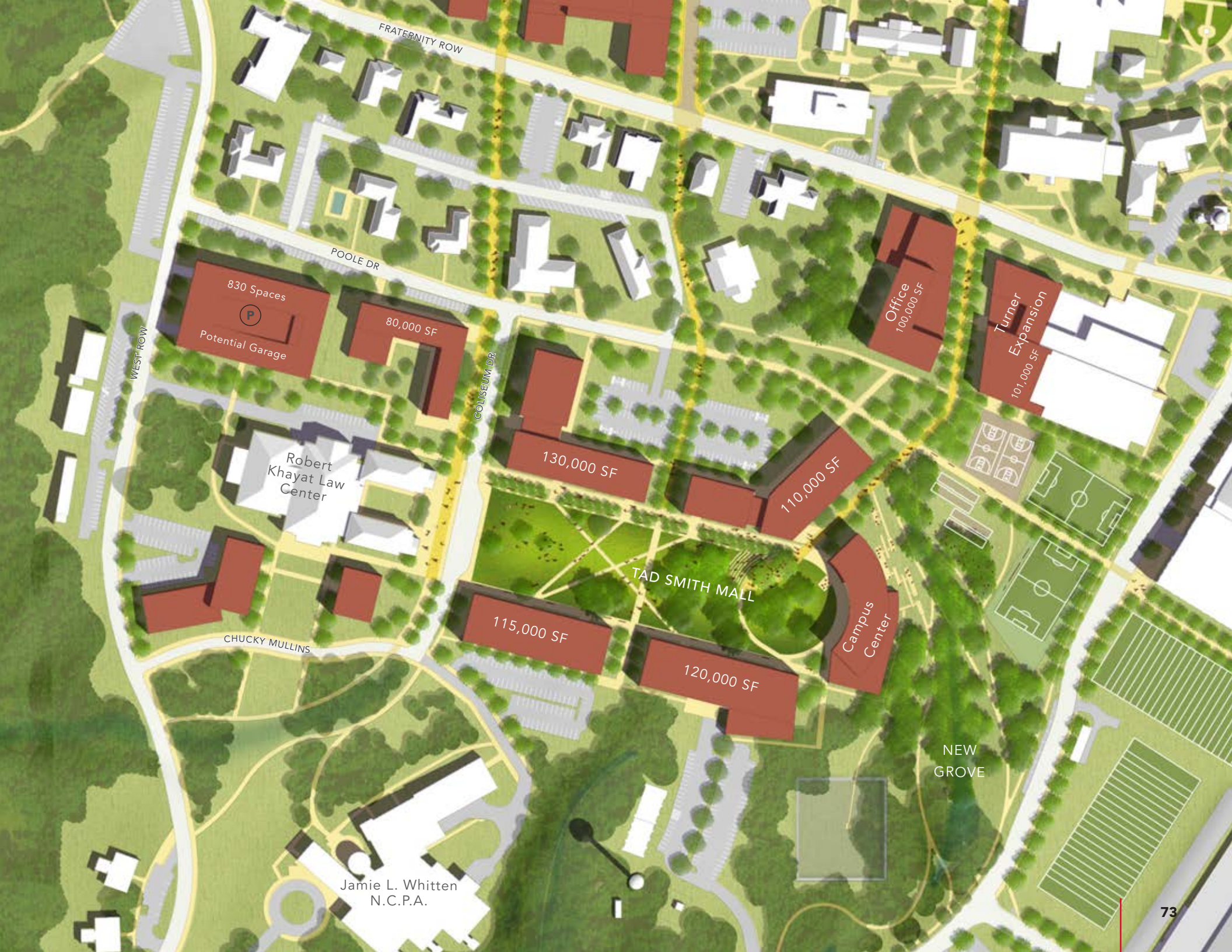
Tad Smith Mall - Demolition of the existing Coliseum provides the opportunity to create the Tad Smith Mall around which over 950,000 gsf of new development is proposed. The Mall is envisioned as a iconic open space with pedestrian connections extending to the Central District,

the Law School and the Stadium District. It is designed to integrate the Law School into the landscape structure of the campus.

New Grove - The “New Grove” is an area located south of the Turner Center currently defined by surface parking lots. Over the long term, the idea is to create a New Grove as a way to organize outdoor passive recreation activities, provide a visual amenity and provide a series of walking and jogging trails. The New Grove incorporates and maintains the existing cemetery and is seen as an extension of the woodland areas located north of Hill Drive. This woodland is extended further to west in the plan to contribute to the forested character along West Road.

CENTRAL MIXED USE DISTRICT ILLUSTRATIVE

 *Proposed Buildings*
 *Existing Buildings*



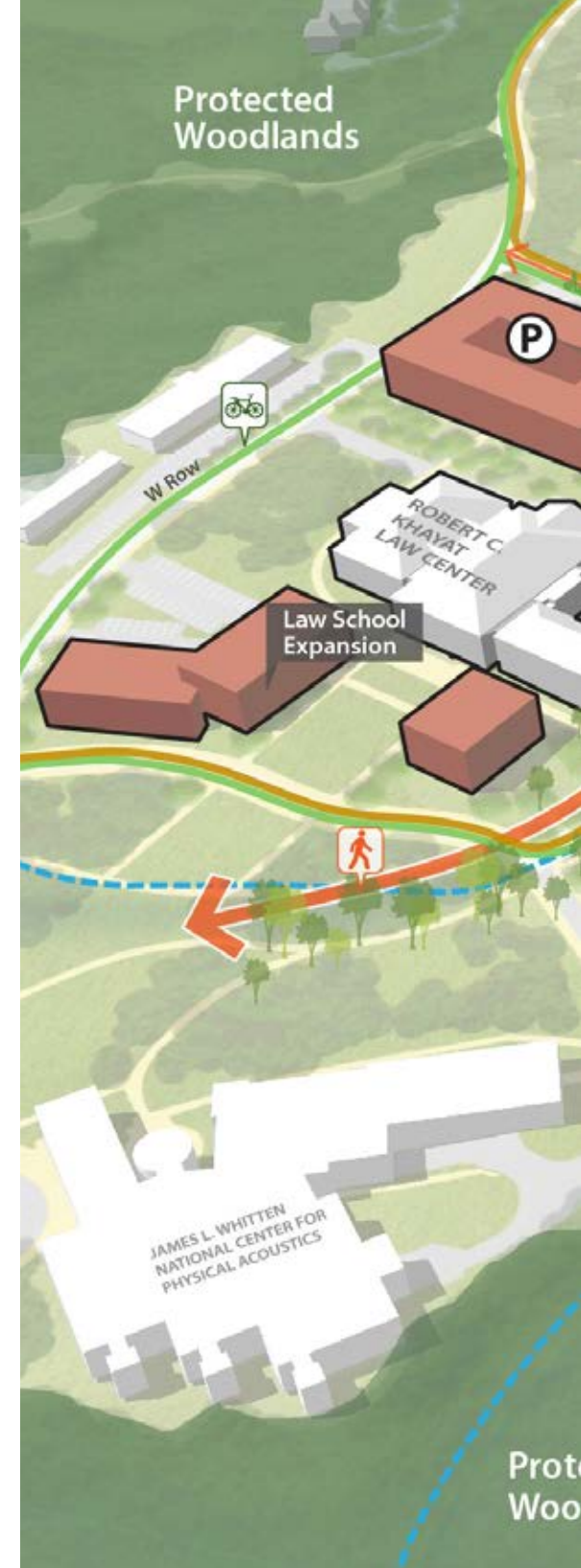
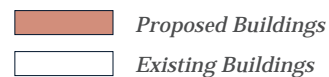
Pedestrian Circulation

Tad Smith Mall is intended to serve as an organizing element for the entire District, linking the Law School and new development to the Central District. New pedestrian routes include the extension of Galtney Lott Plaza west of the JD Williams Library to link into the District. Pedestrian links along Chapel Lane are enhanced to connect back to the Magnolia Mall District. A strong axial link to the Law School is proposed to tie this important academic building to the Mall and back to Central Campus.

Vehicular Circulation

Vehicular circulation patterns in the Central Mixed Use District are revised in response to the creation of the Perimeter Loop Road and the Tad Smith Mall. Vehicular traffic is redirected to West Road, a traffic calmed Chucky Mullins Drive, and S. Poole Drive. Parking to support development in the District is provided in the proposed Law Garage at the corner of West Road and Poole Drive and in the existing Arena Garage.

CENTRAL MIXED USE DISTRICT FRAMEWORK









CENTRAL MIXED USE DISTRICT BIRDS EYE

The view looking west toward the Khayat Law Center highlights the proposed Tad Smith Mall framed by new academic and research buildings.

Building Projects

New Mixed Use Development

A series of new mixed use buildings is proposed to define the Tad Smith Mall including a potential campus center and amenity center on the east end of the Mall. This curved building is designed to delineate the footprint of the former Tad Smith Coliseum.

Faculty Office Building

A faculty office building is proposed west of the Turner Center expansion to accommodate the immediate need for office space. Combined with the Turner Center expansion, these buildings form a gateway into Central Mixed Use District.

STADIUM DISTRICT

The Stadium District contains a variety of existing facilities including: the Vaught-Hemingway Stadium, the new Arena, 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 recommends improving the landscape and pedestrian connections within the District with the goal of integrating the Athletic facilities into the campus environment.

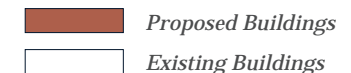
Site Projects

Vaught-Hemingway Stadium Plazas

New plazas are proposed around the Vaught-Hemingway Stadium to create gathering spaces for spectators before and after events and to better integrate the Stadium with its immediate surroundings. The plazas are envisioned primarily as hardscape with shade trees and seating areas. The following plazas are proposed:

- ① Jake Gibbs' Letterwinners Walk at the north end of the Stadium serves as a terminus for the Walk of Champions and congregation point for the team before entering the Stadium.
- ② East Stadium Plaza extends along the eastern façade of the Stadium and contributes to the arrival sequence into the campus along the Perimeter Loop Road. It will be one the first places seen along the Manning Way segment of the Loop Road as people travel into the campus from the Gertrude Ford Roundabout.
- ③ South Stadium Plaza connects to a proposed pedestrian route linking the Stadium District to the New Grove and to the Tad Smith Mall. It is envisioned as a tree-lined corridor for pedestrian and bicycle circulation.

STADIUM DISTRICT ILLUSTRATIVE





POOLE DR

COLISEUM DR

HILL DR

Turner Center

The Pavilion at Ole Miss

ALL-AMERICAN DR

Athletic Center

Athletic Office

Vaught-Hemingway Stadium

Indoor Practice Facility

Track Offices

MANNING WAY

WALK OF CHAMPIONS

GERTRUDE FORD BLVD

UNIVERSITY PL

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NORTHWEST DISTRICT

The Master Plan identifies the opportunity to accommodate a new residential hall in the Northwest Residential District continuing recent housing investment along Rebel Drive (Minor, Burns and Pitman Halls).

① New Residence Halls

A new residential hall is illustrated on the site of Kinard Hall. The proposed facility defines a central quadrangle intended to function as recreation and outdoor social spaces. Development of this site is contingent on relocating the office functions out of Kinard.



③ Kincannon Replacement

Kincannon is nearing the end of its useful life as a residence hall and the costs for renovation outweigh the costs for demolition and new construction. The plan proposes two new halls on the Kincannon site that take the topographic challenges into consideration for the design of the surrounding landscape and circulation.

② Northwest Garage

To serve the needs of the expanding residential population, the newly constructed Northwest Garage on the lower topography of the Northwest District. The garage accommodates 1,368 cars.

NORTHWEST DISTRICT ILLUSTRATIVE

 *Proposed Buildings*
 *Existing Buildings*



JACKSON AVE

REBEL DR

REBEL DR

NORTHGATE DR

STUDENT UNION DR

DORMITORY ROW WEST

Stockard

Sorority House

KINNCANNON

1

New Residence Hall

2

Ridge

Ridge (West)

Ridge (North)

Ridge (South)

Ridge

3

Sam Gerard

Baxter

Lester

NORTH CENTRAL DISTRICT

The North Central District is defined by the sloping terrain and existing parking lots north of the Student Union. It is surrounded by Deaton, Stewart, Crosby, Brown and Hefley residence halls. The proposed redevelopment supports the goal of enhancing the campus experience and fostering a sense of place.

Freshmen Quadrangle

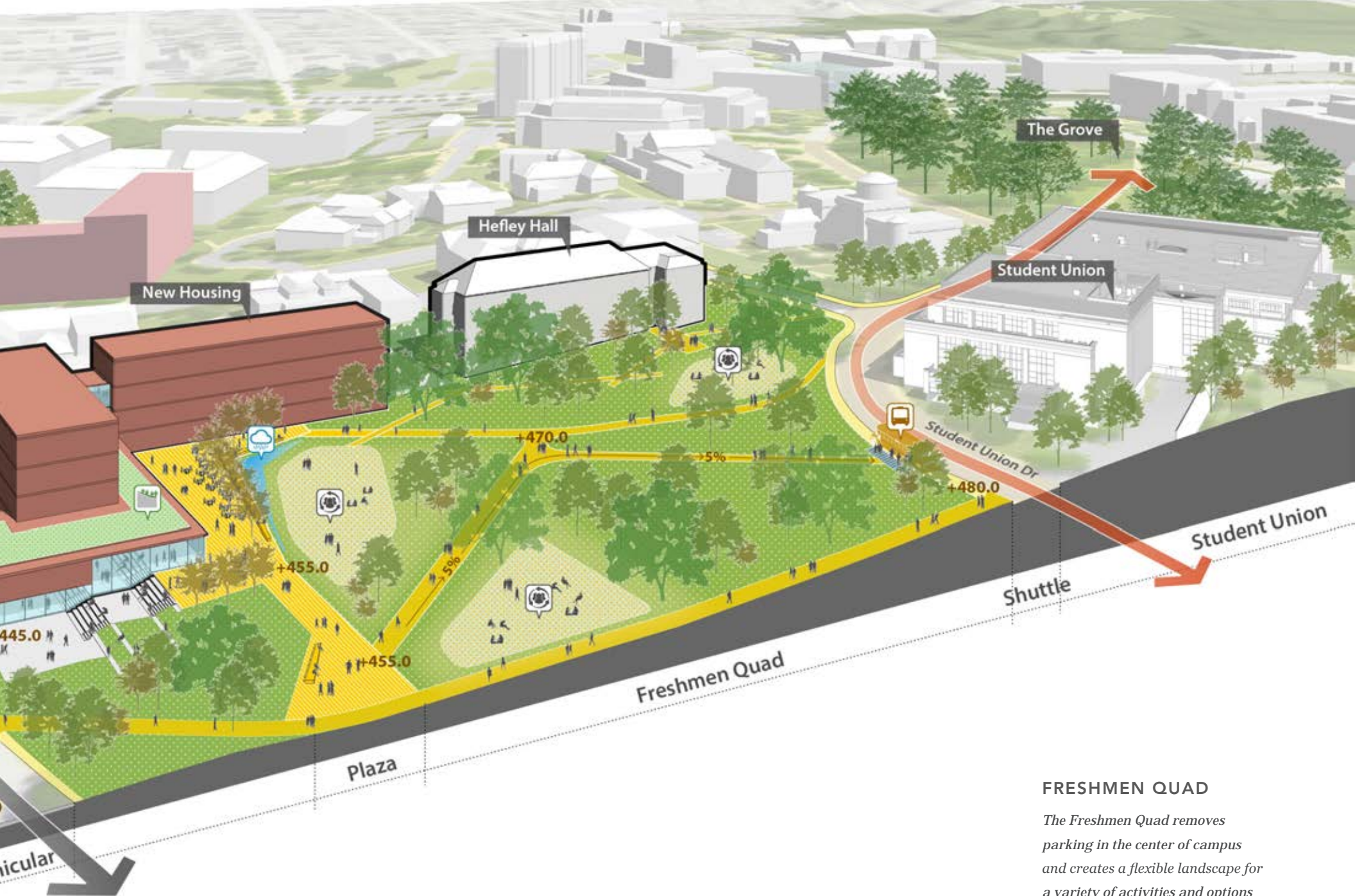
This new open space removes existing surface parking to provide a social environment for the residents of the North Central District. Pedestrian connections around and across the Quadrangle are imagined as shaded routes. The Quad features a broad diagonal zip-zag pathway designed to provide ADA accessibility along the significant changes in elevation from Northgate Drive to Student Union Drive; the pathway has a slope of five percent. Gathering areas / lawns are provided where topography permits. Smaller landscape areas at the edges incorporate informal seating areas to encourage social clustering and to provide outdoor group study areas. The

landscape is imagined as an extension of the Grove featuring high canopy shade trees.

Brown Hall Replacement

At the north end of the proposed Quadrangle, a new residence hall provides an additional 115 beds, or 358 total beds. This building frames a gateway visually connecting Crosby Hall to the Freshmen Quadrangle. It includes ground floor social, collaboration and gathering spaces to serve the population of the surrounding residence halls.





FRESHMEN QUAD

The Freshmen Quad removes parking in the center of campus and creates a flexible landscape for a variety of activities and options for circulation between the top and bottom of the hill.

NORTHEAST DISTRICT

The Northeast District is defined by the Residential Colleges completed in accordance with the 2009 Master Plan. The Residential Colleges include a dining facility with the capacity to serve more students. To that end, additional housing is proposed in the interest of efficiency and to create a more vibrant and active residential district.

College Lawn

College Lawn links the Northeast District with the Grove. Designed as a gracious linear green space, College Lawn extends from the Grove at Farley Hall to the Residential Colleges providing a strong visual and pedestrian link to the Central District and a passive recreation area for residents. It is imagined to include high canopy trees that extend the park-like environment of the Grove into the Northeast District.

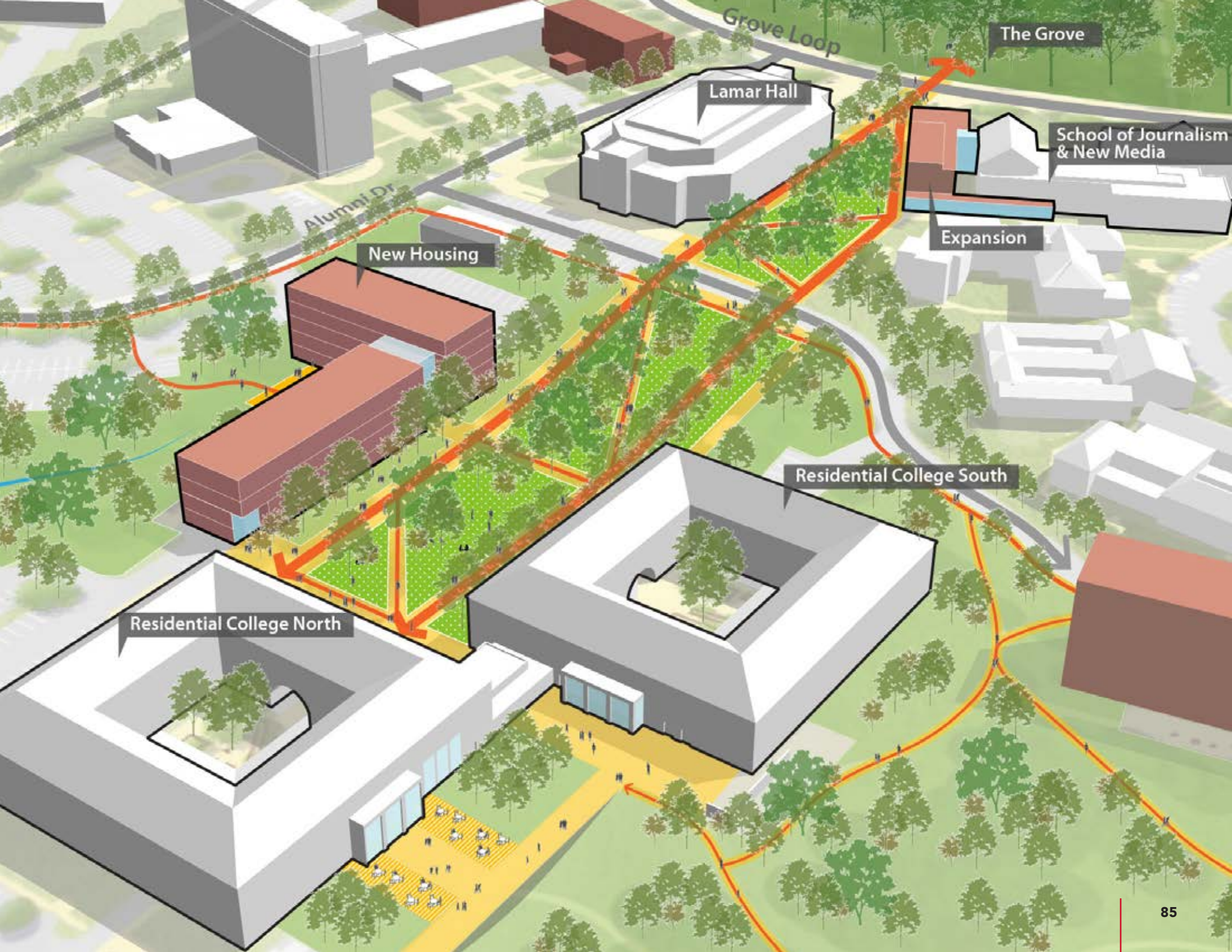
The Master Plan locates a new residential building on the east side of College Lawn. This new facility includes 300 beds in a four-story



Northeast District Illustrative

structure and frames the east edge of the Lawn. Two additional residential sites are proposed west of the Residential Colleges accommodating up to 400 beds. These sites are connected to the dining facility via pathways through a park-like landscape. Pathways also are proposed along Northgate Drive to link these buildings to the social spaces in the Brown Hall replacement building in the North Central District.





SOUTH CENTRAL DISTRICT

The South Central District includes a range of existing uses: the Basketball Practice Facility, the Small Business Development Center, Procurement Services, the National Food Services Management Institute, the Ole Miss Track and Field and the Highway 6 parking lot. The Master Plan maintains these uses and includes a new tennis facility.

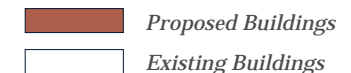
New Varsity Tennis Center

The long-term replacement of the Palmer/Salloum Tennis Center into the South Central District facilitates potential expansion of the facility and provides a greater connection to other varsity athletic venues. As noted, the existing Tennis Center occupies land more valuable to the core academic and research mission of the University and, therefore, is identified for relocation.

Services District

The Services District is located south of the Stadium and includes the campus water treatment plant, the Rebel substation, the Health and Safety Offices and the Johnny Williams Generation Plant. No changes or additions to existing uses are proposed in the Master Plan. Landscape improvements are recommended along the southeast side of Manning Way to provide a visual barrier into the district and to enhance this important segment of the Perimeter Loop Road.

SOUTH CENTRAL DISTRICT ILLUSTRATIVE





WEST ROW

COLISEUM DR

HILL DR

MANNING WAY

CHUCKY MULLINS DR

Basketball

Nat'l Food Service

Track Offices

Indoor Practice Facility

Indoor Tennis

Services District

Tennis Courts

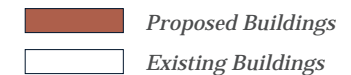
RESEARCH AND SUPPORT DISTRICT

The Research and Support District includes a variety of existing uses: the Gillom Sports Center, the Ole Miss Soccer Stadium, the Ole Miss Softball Complex, Insight Park, the Coy Walker Research Center, the Facilities Complex, the Medicinal Plant facilities and fields, and the recreation complex.

The Master Plan reinforces the current uses in the district and proposes additional research facilities adjacent to Insight Park and the Walker Research Center.

Two potential research facility sites are illustrated in the plan.

RESEARCH AND SUPPORT DISTRICT ILLUSTRATIVE





PPD Shops Building

PPD

Medicinal Plant
Fields and Facilities

Med Pl

Women's
Softball

HATHORN RD

Insight Park

Women's Sports

CHUCKY MULLINS DR

SOUTH DISTRICT

The emerging South District includes land purchased since the completion of the 2009 Master Plan. This former Whirlpool Appliance factory site is reimagined as a sports and recreation hub. The District is linked to the regional bike trail network via the Thacker Mountain Rail Trail and to the adjacent woodland owned by the University where a number of recreational activities already take place. The idea is to link the District to this area of preserved woodland to encourage use of this resource by the campus and local communities.

The proposed transformation of the South District repurposes former factory buildings to create the South Campus Recreation Center, a facility designed to complement activities and programs in the Turner Center. In addition to the new indoor facility, two recreation fields also are proposed.




Other uses in the District include parking and a bus transit hub associated with the Recreation Center. Functionally, the District provides a park-and-ride location for students living to the

south on Old Taylor Road. Intercepting these commuters in the South District limits vehicular flow into the campus and supports the idea of establishing a transit hub and active campus destination in the District.

A Greek Village is also proposed to accommodate expansion of Greek organizations on the campus. The village includes 9 houses for fraternities and sororities as well as townhouses for smaller organizations.

Access to the district requires a pedestrian and bicycle bridge over Highway 6; an extension to the existing bridge is proposed. Vehicular access through the District is proposed via Whirlpool Drive and a new roadway segment along the east and north edges of the site. While through traffic is permitted through the district, a circuitous route is proposed. Under the Master Plan, Chucky Mullins Drive terminates at the proposed bus transit hub and is no longer a through street connecting Highway 6 to Old Taylor Road.

SOUTH DISTRICT ILLUSTRATIVE

-  *Proposed Buildings*
-  *Existing Buildings*
-  *Proposed Pedestrian/Bike Bridge*



WEST DISTRICT

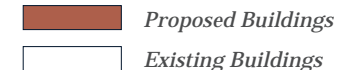
The West District is located adjacent to the Chancellor's Woods and includes ten residential buildings known as Campus Walk. These buildings are maintained in the Master Plan and connected to the Central Mixed Use District by enhanced pedestrian and bicycle pathways. These same pathways are intended to make pedestrian and bicycle access possible for students living west of campus on Hathorn Road.

JACKSON AVENUE DISTRICT

The Jackson Avenue District is the site of a strip commercial center including a former Walmart and other retail outlets. The Walmart building, along with other smaller retail spaces, now functions as academic and support space for the University. The District includes opportunities for a new parking garage to support activities on the site and serve as a park-and-ride location for the campus. The site also contains a number of active and ongoing businesses with long-term leases including a JC Penney catalogue center and a cinema.

The Master Plan proposes no major changes to the current uses but does acknowledge that the site offers redevelopment potential in the future. During the time horizon of this plan, the site continues to function as a location for academic and support needs and as a park-and-ride location. Should additional parking capacity be required to support redevelopment or increasing demand, a parking garage site could be located on the southwest corner of the site.

WEST AND JACKSON DISTRICT ILLUSTRATIVE





JAC

JACKSON AVE

HATHORN RD

CHANCELLORS
WOODS

Campus Walk

W ROW

5

SUSTAINABILITY

The Master Plan supports the sustainability goals of the University by addressing the following aspects of the campus environment.

Natural Systems, Habitats and Water Resources

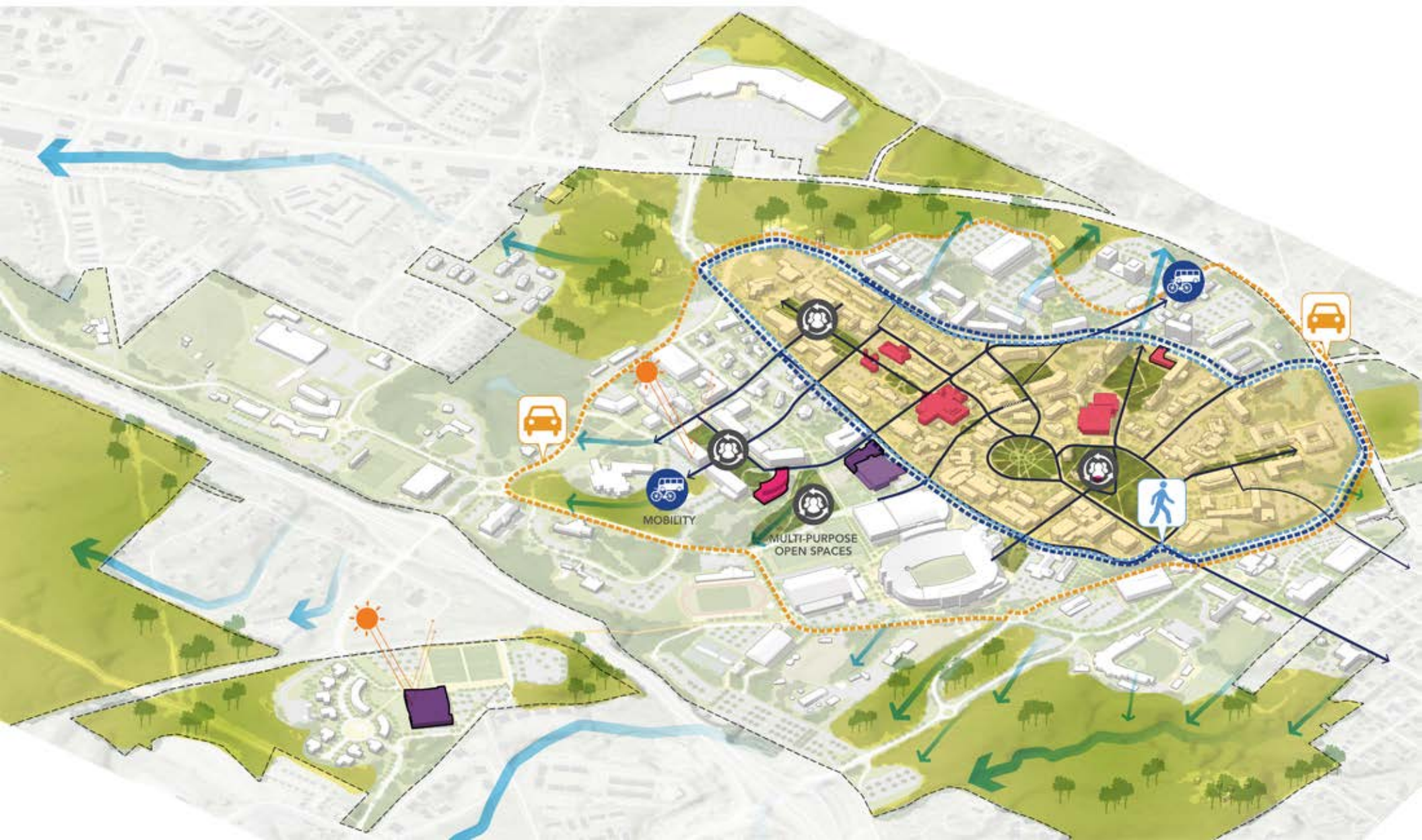
The Master Plan preserves the natural systems of the campus in order to protect habitat areas, woodlands and water resources. The specific recommendations of the Master Plan include:

Water Resources

- Promoting a watershed protection approach to stormwater management;
- Protecting and enhancing existing streams by establishing a 50 foot buffer zone along major corridors;
- Identifying appropriate locations for a comprehensive system of stormwater detention facilities;
- Promoting soil conservation and stabilization given the highly erosive soils of the region;
- Converting hardscape to softscape in order decrease impervious area;
- Locating proposed buildings on previously developed sites rather than greenfield sites;
- Considering rainwater harvesting techniques and green roofs where appropriate to reduce runoff;

SUSTAINABILITY FRAMEWORK

Features include passive and renewable energy opportunities, transit improvement, and green infrastructure enhancement



- daylighting streams where possible; and,
- Reusing treated water from the campus waste water facility as a potential resource for irrigation (needs further study).

Natural Systems

- Protecting and preserving the existing wooded areas and the associated habitats; and,
- Reforesting and infilling fragmented wooded areas.

Energy and Atmosphere

As a signatory of the American College and University Presidents Climate Commitment (ACUPCC), the University of Mississippi is transitioning toward 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 maintain and

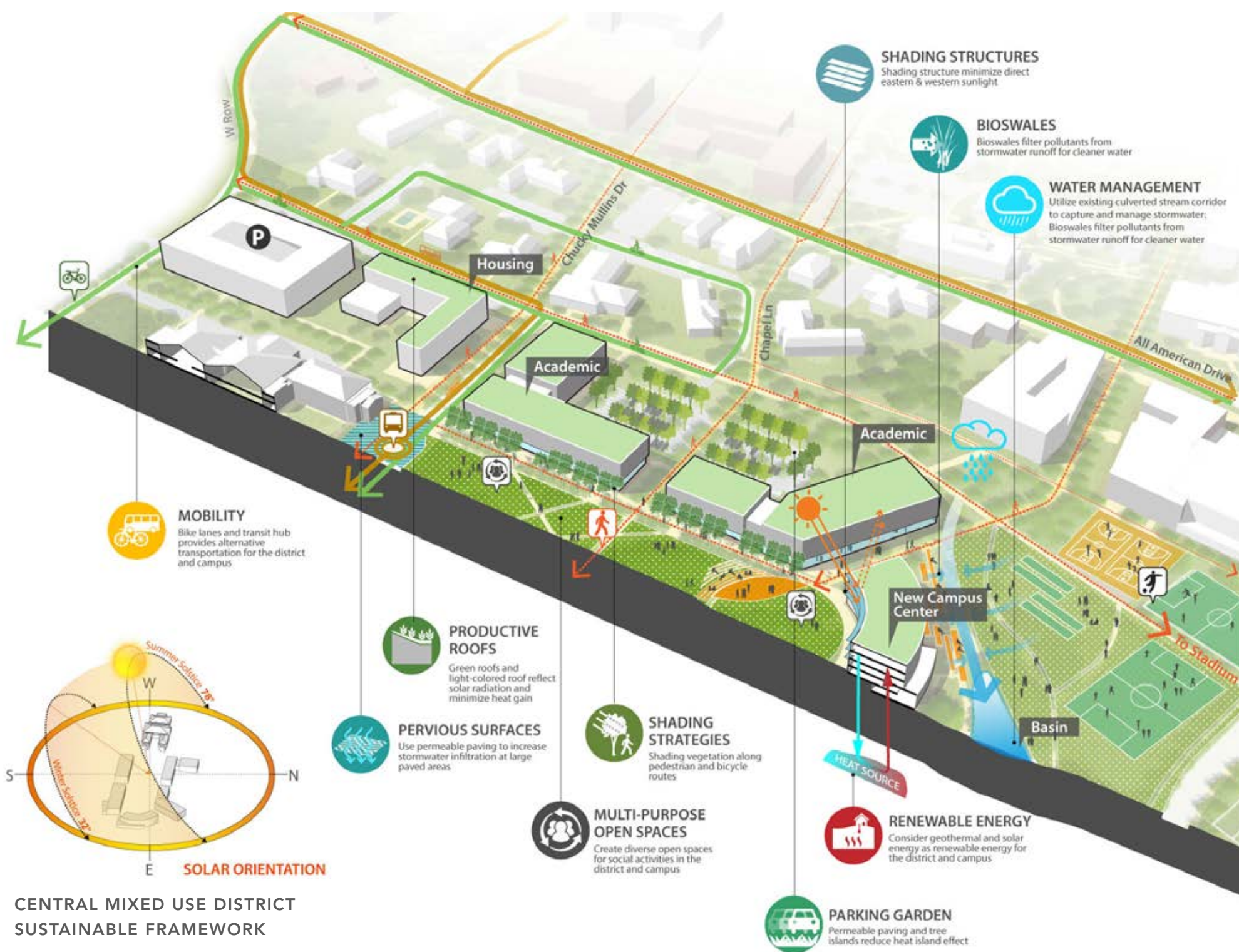
periodically update a Climate Action Plan. While strategies for achieving the goals of the ACUPCC are addressed in the University's Climate Action Plan (CAP), the Master Plan provides physical design recommendations for assisting the University in reducing carbon emissions. These include:

- Encouraging optimal building orientation and opportunities for passive and future active solar applications;
- Utilizing existing building space more efficiently before building new space, recognizing the connection between space, energy and emissions;
- Improving the energy performance of existing buildings and specifying high performance buildings and/or building elements for all future construction.
- Encouraging alternative approaches to energy generation and distribution in new and emerging districts of the campus such as the Central Mixed Use District.

Mobility

The Master Plan provides alternative transportation options to reduce transportation related energy consumption and greenhouse gas emissions and to promote public health goals by facilitating human-powered movement. Specific recommendations include:

- Establishing a more efficient mobility network with greater emphasis on pedestrian, bicycle and transit movement;
- Coordinating transportation and land uses;
- Focusing on the transit experience by creating transit hubs—locations where bus stops are located in conjunction with climate-controlled waiting areas, lounges, food service and other amenities that make for a more enjoyable experience.
- Promoting a compact land use pattern with the goal of facilitating pedestrian and bicycle movement; and,
- Creating a working landscape to shade pedestrian routes and mitigate the heat island effect.



6

IMPLEMENTATION RECOMMENDATIONS

Phasing and implementation is the key to achieving a successful Master Plan: in order for proposed projects to be built, the plan and proposed projects need strategic planning and funding support. The Master Plan sets out a way forward based on priorities discussed with the University Executive Committee and key stakeholders throughout the eight-month planning process.

This chapter includes recommendations for additional planning studies that should be considered. These studies would provide more

detail as the University prepares for the future of the Oxford Campus.

The following planning studies are recommended as part of the future development and planning strategy:

Develop a Landscape Master Plan

The 2017 Master Plan update celebrates the landscape legacy of the Grove by enhancing the Grove and Lyceum Circle and taking the functional and aesthetic qualities of the Grove to new landscapes around campus. This sets up the campus for a comprehensive landscape and stormwater master plan. The main purpose of this plan would be to encourage unity and continuity of the campus environment over time, so that the individually designed parts of the landscape relate properly to one another. It is both important and possible to achieve a balance in landscape design decision-making, expanding

the determinants of design beyond the traditional values of aesthetics and programmatic use, to include ecology, water use and management, education, and long-term maintenance.

A landscape and stormwater Master Plan would be a multi-disciplinary effort, providing guidance to those who are responsible for the design and stewardship of the campus landscape and civil utilities. The plan should recommend materials, practices, and policies for the design of the campus landscape and its functional relationship to the larger natural and cultural systems at work on campus and in Oxford. The work scope should include landscape, civil, and stormwater design guidelines and concept plans for the campus districts outlined in the Master Plan.

Campus Districts

Taking the districts identified in the Master Plan update, a landscape and stormwater master plan should analyze the character-defining features of each Campus District. At a district level,

the plan would serve to gain an understanding of the campus location, development history, cultural significance, natural features, and other distinguishing factors in a district. The characteristics identified in each district would inform the district design concepts.

Landscape Framework

The Landscape Framework divides the campus into landscape types that occur within multiple districts, such as civic spaces, quads, courtyards, naturalistic areas, service and parking areas, streetscapes, athletics and recreation areas, stream corridors, and other natural areas. The Landscape Framework would also identify the characteristics, functional needs, issues, and campus goals for each landscape type. Each landscape type would be paired with appropriate Systems Guidelines, so that in the absence of a concept plan for every area, there would still be clear and consistent design direction.

Systems Guidelines




The Systems Guidelines would analyze and make recommendations regarding campus-wide systems that extend beyond individual districts. Systems Guidelines would include recommendations for landscape operations and maintenance, landscape interpretation, and integration into the curriculum as a teaching tool, campus hydrology (stormwater management, irrigation, water reuse), campus ecology, soils, planting, paving, lighting, and site furnishings. The Systems Guidelines would also establish appropriate goals for landscape performance and guidelines for tracking project performance over time.

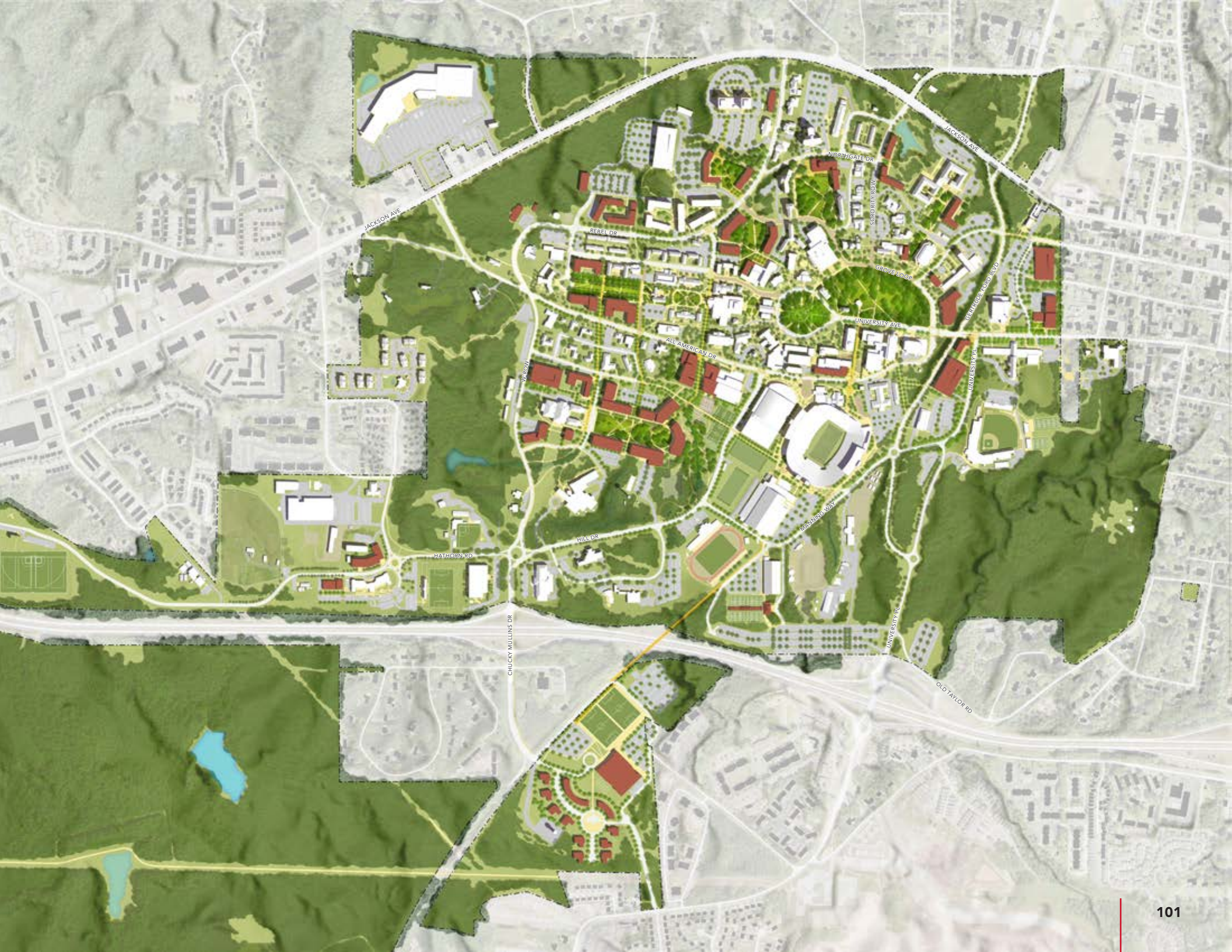
Develop an Infrastructure/Utilities Master Plan

Utilities and infrastructure plans are important next steps. The infrastructure plan should assist the University to prepare for building growth and plan ahead for the budgeting, design and development of infrastructure projects so that future campus building growth can be accommodated cost effectively.

PROPOSED CAMPUS PLAN

PROPOSED ILLUSTRATIVE

-  *Proposed Buildings*
-  *Existing Buildings*
-  *Campus Boundary*



JACKSON AVE

REBEL DR

NORTHGATE DR

JACKSON AVE

GROVE LOOP

UNIVERSITY AVE

ALL AMERICAN DR

OLD TAYLOR RD

UNIVERSITY PL

CHUCKY MULLINS DR

HILL DR

HATCHER RD

WARMING WAY

OLD TAYLOR RD