



LAMAR UNIVERSITY  
Campus Master Plan | 2012



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**Campus Master Plan | 2012**





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**Campus Master Plan | 2012**

*December, 2012*

*Planning Team*  
**Barnes Gromatzky Kosarek Architects**

*Consultants*  
**Facility Programming and Consulting**  
**Brailsford & Dunlavey**  
**Coleman & Associates**



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## I. Introduction



# I. Introduction

## THE PURPOSE OF THE MASTER PLAN

Lamar University enters its tenth decade at a critical point in the evolution of higher education in Texas. Continued growth in the state’s population combined with increasingly stringent entrance requirements at the largest universities represent growth opportunities for Lamar. This master plan provides a framework for accommodating this growth in ways that will enhance the character, identity, and reputation of the University.

Also evolving are trends in the way that education is delivered in the 21st Century. Lamar was an early adopter of distance education programs, and is now among the nation’s largest conferrers of online degrees. While growth has been steady in recent years, gains in enrollment have come largely from online offerings, with the campus population remaining relatively flat. The University has committed to exploring ways to boost enrollment of on-campus students.

This campus master plan provides a phased approach to growth that addresses the University’s immediate needs, while offering long-term strategies for improved walkability, connectivity, and development of campus edges. The plan also addresses pedestrian and vehicular approaches to the campus, as well as development of outdoor spaces and landmarks that will create an enhanced sense of place.

## 2012 CAMPUS MASTER PLAN GOALS

- ▶ Meet future academic space needs of students
- ▶ Lamar work to increase on-campus enrollment
- ▶ Strengthen the campus image - the “wow” factor
- ▶ Develop an effective plan for orderly growth
- ▶ Enhance the campus civic structure
- ▶ Enhance campus safety
- ▶ Provide opportunities to celebrate diversity
- ▶ Identify opportunities for public/private uses
- ▶ Demonstrate return on investment for the plan





SUPPORT OF THE STRATEGIC PLAN

Wherever possible, a campus master plan should reflect and support the directives set forth by the university’s strategic plan. This campus master plan has direct bearing on many of the “Strategic Directions” that Lamar University has defined for itself, including student engagement, attraction of students and faculty, promotion of sustainable strategies, enhancement of the collegial environment, strengthening public relationships, and support for fund-raising initiatives.

LONGEVITY AND FLEXIBILITY OF THE PLAN

Flexibility is the key to the long-term benefit of an academic campus master plan and its ability to accommodate unforeseen circumstances. All too often, campus plans reflect preconceived notions based only on immediate needs and are quickly rendered obsolete by changing realities. This master plan, however, provides the latitude required to accommodate long-term growth while maintaining the integrity of the plan. Longevity is of particular importance to campuses where large-scale building opportunities occur infrequently. Historical analysis of Lamar’s campus indicates that previous master plans were often revised more quickly than they could be implemented, resulting a general sense of disjointedness. Long-term adherence to this new master plan, made possible by its flexibility, should restore a cohesive character to the campus that will carry the University well into its second century.



MISSION STATEMENT

Lamar University is a comprehensive public institution educating a diverse student body, preparing students for leadership and lifelong learning in a multicultural world, and enhancing the future of Southeast Texas, the state, the nation, and the world through teaching, research and creative activity, and service.

CORE VALUES

To provide a learning environment of the highest quality and integrity, Lamar University values:

- ▶ Our STUDENTS, including their curricular and extracurricular activities;
- ▶ Our FACULTY and STAFF, high quality employees who are committed to educating and serving our students;
- ▶ Our commitment to DIVERSITY in ideas, people, and access;
- ▶ Our collegial ENVIRONMENT with contemporary, functional, and pleasing facilities, a safe campus, and responsible fiscal management;
- ▶ Our bonds with SOUTHEAST TEXAS, the STATE, the NATION, and the WORLD, including our alumni and friends, through economic and educational development, research and creative activity, service and outreach.

STRATEGIC PLAN

The Lamar University Strategic Plan enumerates seven “Strategic Directions” intended to guide the university in support of its mission:

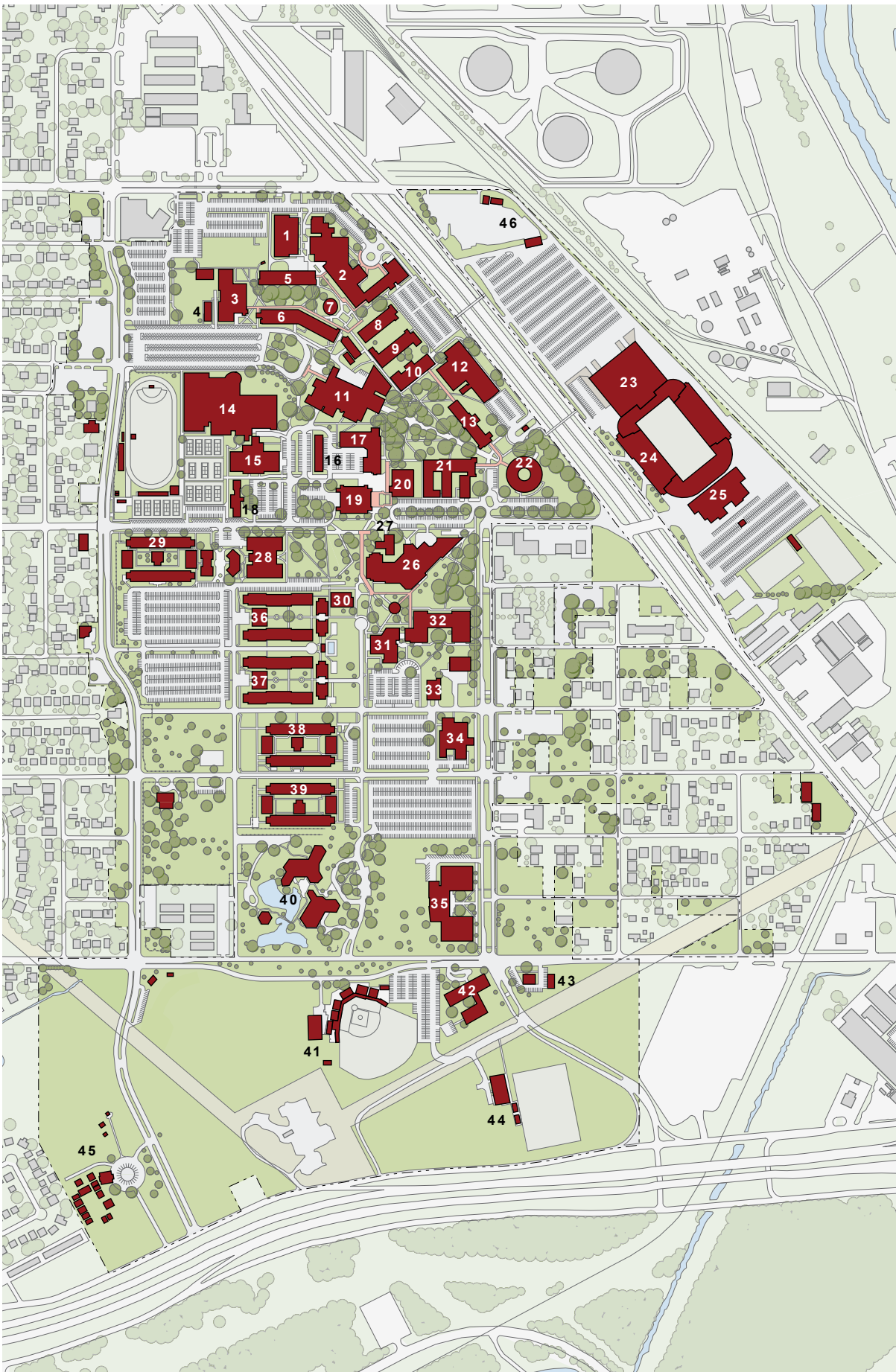
- Strategic Direction 1:** Students. To offer undergraduate and selected graduate educational experiences of excellence, both curricular and co-curricular, which engage students with faculty and staff to meet their diverse needs (recruitment, retention, financial support, distance education, curriculum, academic excellence, student engagement, communication, and student life).
- Strategic Direction 2:** Faculty and Staff. To attract, develop, and reward a staff and a faculty of teacher-scholars committed to the mission and values of Lamar University (salaries, benefits, research, service, staffing, professional development).
- Strategic Direction 3:** Diversity. To promote a rich and varied campus culture through diversification of programs, services, and people (curriculum, co-curriculum, staffing, cultural issues).

- Strategic Direction 4:** Sustainability. To promote sustainability in all aspects of university life.
- Strategic Direction 5:** Collegial Environment. To provide an environment which is collegial and which enhances the personal and professional development of students, faculty, and staff (physical plant, space utilization, strategic planning, technology, operational assessment).
- Strategic Direction 6:** Public Engagement. To build strong relationships with stakeholders through leadership in economic development, outreach, and public engagement with the region, the state, and the nation (economic development, outreach/community service).
- Strategic Direction 7:** Resources. To expand, enhance, and broaden Lamar University’s financial resources in order to enhance programs and services (funding, efficiency).

**EXISTING CAMPUS**

Lamar University currently accommodates more than 14,600 students on a 270-acre campus in Beaumont.

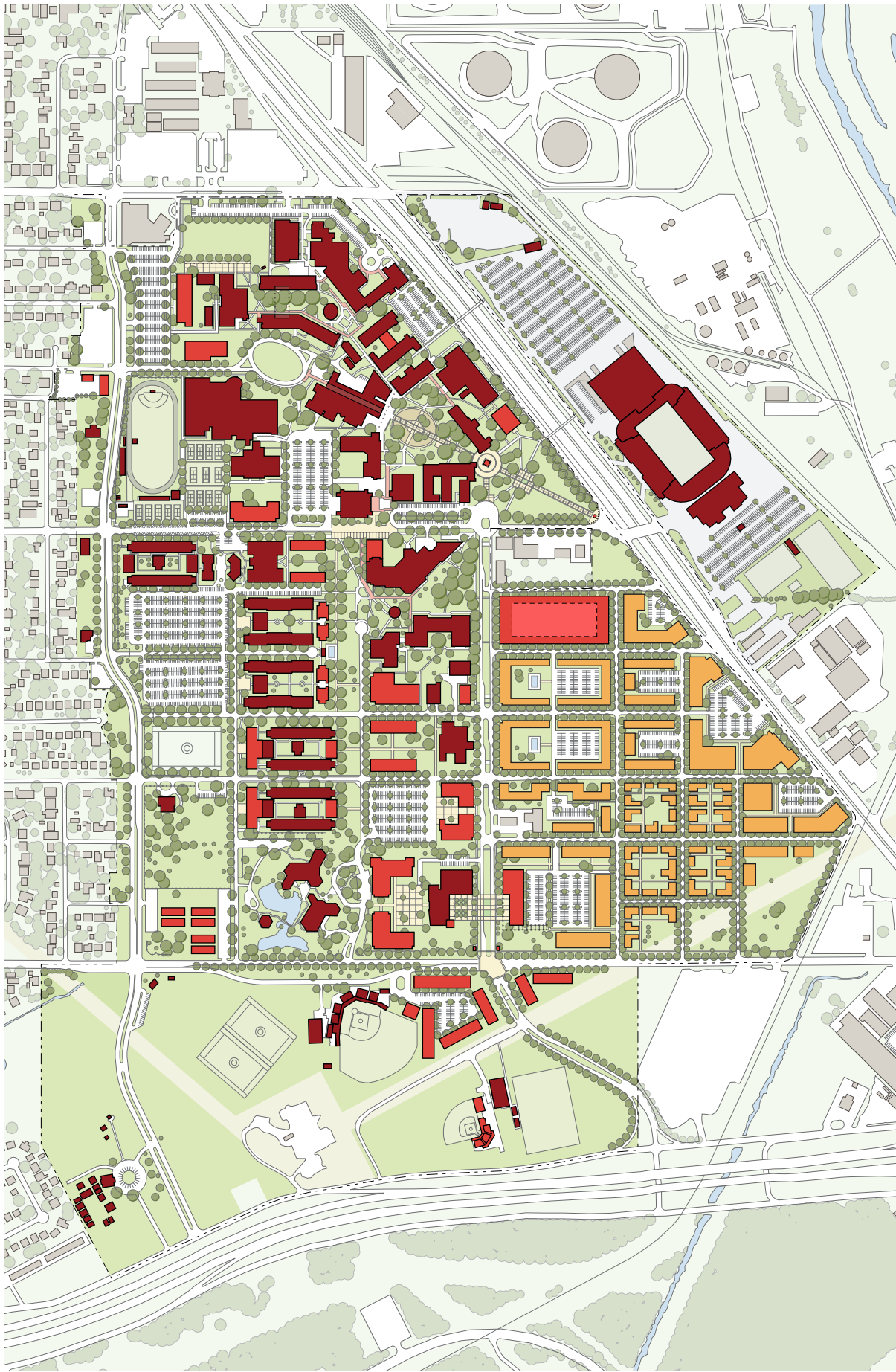
- Mamie McFaddin Ward 1
- Dishman Art Gallery / Art Building / University Theater / Music Building 2
- Health & Human Performance 3
- Art House 4
- Hayes Biology Building 5
- Chemistry Building 6
- Social & Behavioral Sciences 7
- Science Auditorium 8
- Geology Building 9
- Archer Building 10
- Setzer Student Center / Bookstore 11
- Galloway Business 12
- Wimberly 13
- Sheila Umphrey Rec. Center & McDonald Gym 14
- Communication Building 15
- Post Office / Police 16
- Carl Parker Building 17
- Health Center 18
- Mary & John Gray Library 19
- Family & Consumer Sciences Building 20
- Lucas Engineering 21
- Plummer (Administration) 22
- Montagne Center 23
- Provost Umphrey Stadium 24
- Dauphin Athletic Complex 25
- Cherry Engineering 26
- Engineering Research Center 27
- Dining Hall 28
- Cardinal Village III (Combs Hall) 29
- Texas Success Initiative / Developmental Studies 30
- Education 31
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- Early Childhood Development Center 42
- Human Resources 43
- Soccer Complex 44
- Gladys City / Spindletop Museum 45
- Physical Plant 46



Existing Lamar University campus plan







Long Range Plan for the Lamar University campus








**LONG RANGE PLAN**

The Long Range Plan reflects a need for greater density, better definition of outdoor public spaces, improved connectivity between those spaces, and opportunities for commercial development that will establish and enliven campus edges. Implementation of these enhancements is largely contingent upon the University’s ability increase enrollment of students who attend classes on campus.

While the original campus core defines the University’s primary public space with a reasonable degree of density, expansion southward has occurred in a sprawling fashion around vast expanses of surface parking. The proposed plan knits the campus back together with buildings that create desirable outdoor spaces and that strengthen the edges of pedestrian and vehicular corridors. The quality of these spaces and corridors are to be enhanced by landscaping, attractive paving and hardscapes, and consistent furnishings like benches and lighting.

The plan also proposes commercial development along the eastern edge of Rolfe Christopher Drive. Proliferation of ground floor shops and restaurants along this axis will create lively destinations that are attractive to existing and potential students, and will strengthen the approach to the campus core from the southern gateway. Development along this corridor could be encouraged by introduction of a mixed-use parking facility with street-level shops, which would also accommodate cars displaced from redeveloped surface lots.

All future facilities—academic, residential, commercial, or otherwise—should be planned at higher densities and integrated with established areas of the campus. This will reinforce the sense of community, facilitate interdisciplinary activity, and improve the overall quality of the campus environment.

-  Existing campus building
-  Proposed campus building
-  Proposed off-campus building
-  Lamar University property (existing and acquired)
-  Property not yet owned by the University

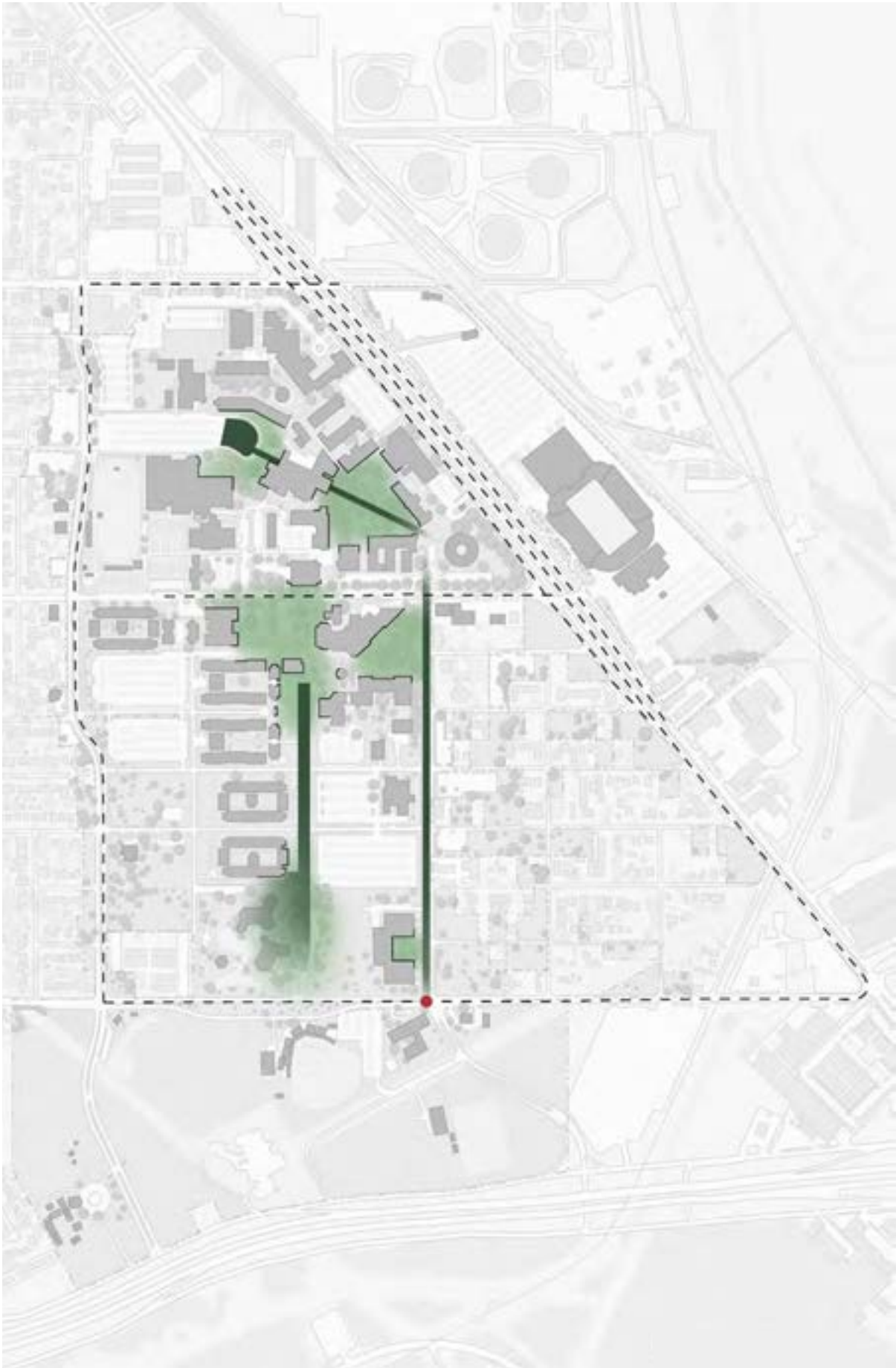
**CIVIC STRUCTURE**

Civic structure is a sequence of public spaces, defined by surrounding buildings, that are connected to form the fabric of a campus. Streets and pathways provide the connectivity between outdoor rooms where students can congregate, interact, and study. These public spaces and the connections between them are more important to the cohesiveness of an academic campus than the actual buildings or their functions.

**EXISTING CIVIC STRUCTURE**

Lamar University has the beginnings of an effective and functional civic structure, but there is significant potential for improvement. While the Campus Core does define two large outdoor spaces, there is currently no connectivity between them. Similarly, the axis through The Quad is terminated by the Plummer Administration Building, which also interrupts pedestrian traffic through to the corner of Virginia Avenue and Martin Luther King Jr. Parkway. Rolfe Christopher Drive provides north-south connectivity, but its edges are poorly defined and is it not pedestrian friendly. The adjacent axis to the west, Cardinal Mall, also provides the beginnings of a a north-south corridor, but it currently terminates before it reaches the center of the campus.

*The existing Lamar University campus has a variety of outdoor spaces that will form the basis for a more robust and unified civic structure*







## PROPOSED CIVIC STRUCTURE

Enhancement of the Lamar University civic structure can begin by providing better connectivity between some of the existing outdoor spaces. A pedestrian axis through the Setzer Student Center would connect the original campus quad with the proposed oval to the northwest. Similarly, removal of the Plummer Administration Building will create a connection to the corner of Martin Luther King Jr. Parkway and Virginia Avenue, thus activating an underutilized outdoor space at the southeast corner of the campus core.

Removal of Plummer will also create an opportunity to tie the north-south axis of Rolfe Christopher Drive directly in with the diagonal axis through the campus core. This intersection represents an ideal location for the tower element that was also called for in very early versions of the campus master plan—a vertical landmark which will become symbolic of the University and a beacon that will be visible from a variety of vantage points.

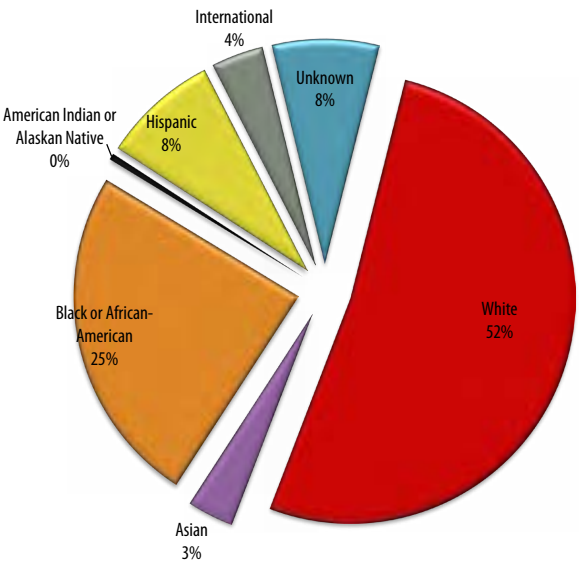
This master plan also calls for a strengthening of the corridor that runs along Virginia Avenue to enhance east-west connectivity between two primary campus entrances, and engaging another emerging axis south of the Mary & John Gray Library. Removal of the Texas Success Initiative / Developmental Studies Building below the library will lengthen Cardinal Mall with a wide corridor that stretches clear to the southern end of the campus.

All of these corridors and spaces will benefit from the addition of features such as wide walkways with attractive paving, shade trees, benches, pedestrian-scaled lighting, banners and wayfinding elements, and tasteful landscaping. These attributes will strengthen the fabric of Lamar University, and help to unify areas of the campus that are architecturally inconsistent or otherwise disconnected from one another.

*By enhancing the qualities of existing outdoor spaces and improving connectivity between them, the University will strengthen the fabric of the campus as a whole*

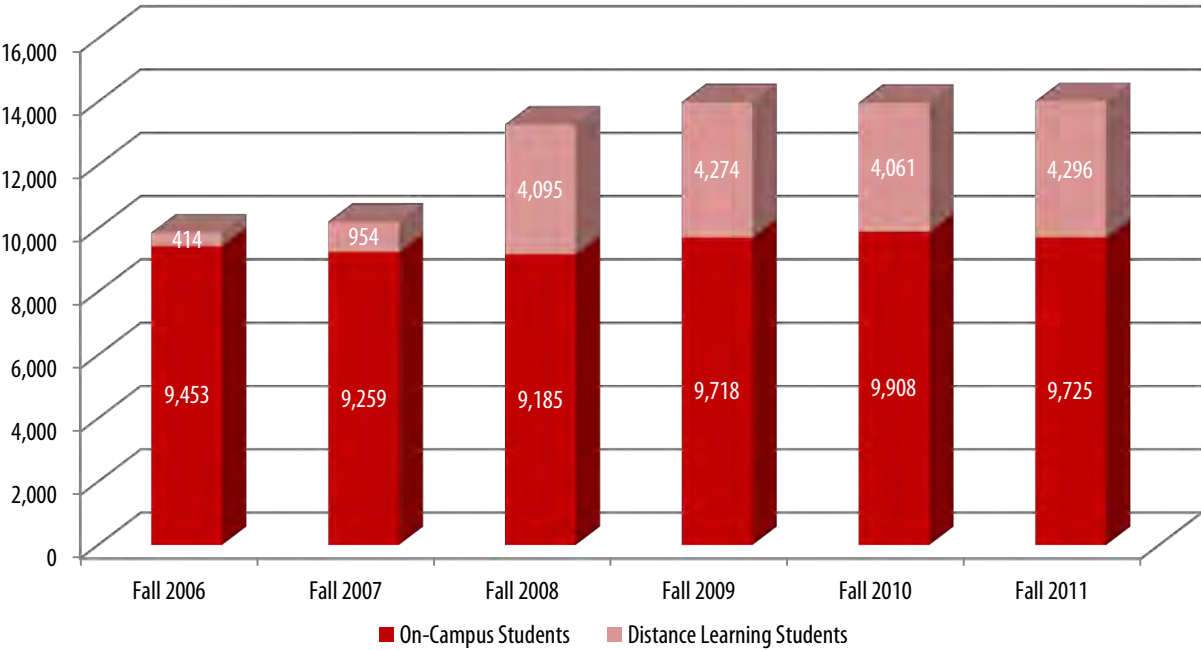
DEMOGRAPHICS

Currently, enrollment at Lamar University is 61% female and 39% male. This has remained relatively stable over the last few years moving from 59% female/41% male in 2007. Approximately half of the student population of Lamar University is white, a quarter African-American, and a quarter is a mix of Hispanic, international or unknown. In the period between 2007 and 2010, the international population has fallen. All other categories are increasing, with the largest rise amongst Hispanic students. A large increase also occurred amongst students who chose not to report their ethnicity.



RECENT ENROLLMENT

In order to determine the future space needs of the university, it is vital to understand the enrollment numbers of the overall student body and those that are being served on-campus. Innovative distance education programs have made LU the largest provider of masters level education for teachers in the nation and a popular choice for others pursuing online learning, including military service members. While distance learning has increased the overall enrollment of Lamar University in recent years (see the adjacent bar graph), on-campus enrollment has remained relatively flat. Implementation of campus enhancements recommended in this master plan are largely contingent upon the University’s ability to increase on-campus enrollment in addition to online enrollment.

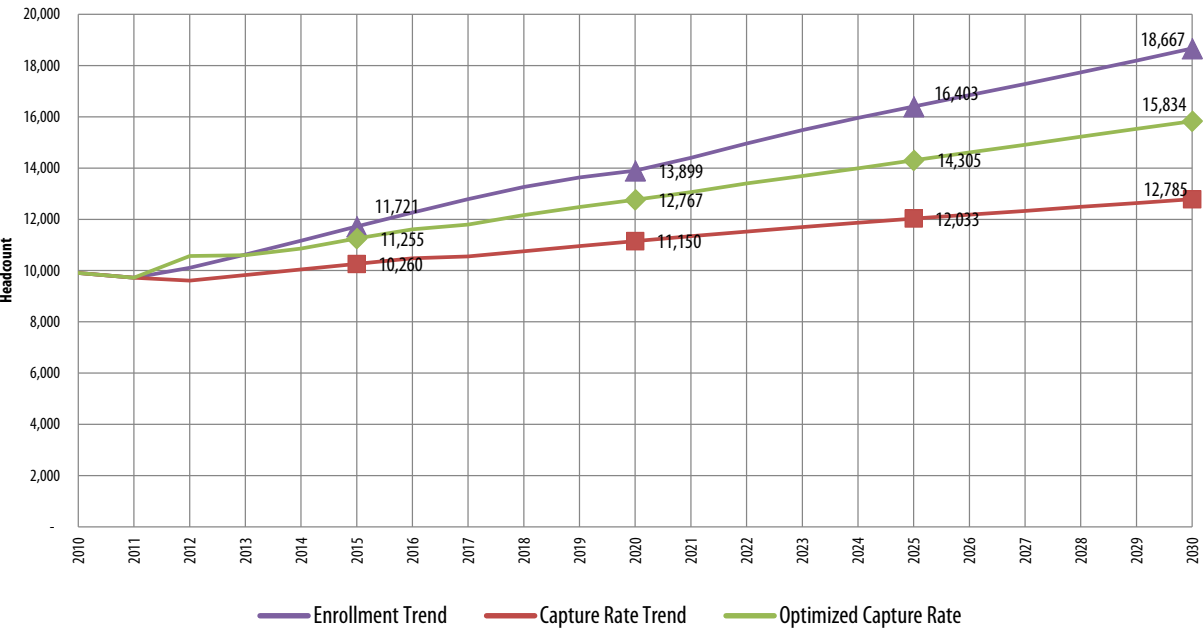




EXISTING SPACE

Before projecting future space needs, existing and programmed spaces in approved construction projects were examined. The Lamar University campus currently holds 34 academic buildings for all of its colleges. On-campus office spaces also serve

all academic and non-academic departments. Other facilities include the 10,080 seat Montagne Center, the eight story Mary & John Gray Library and the 16,000 seat Provost Umphrey Stadium.



ENROLLMENT PROJECTIONS

Enrollment projections were developed based on the three following scenarios:

- ▶ Enrollment Trends based on 2007-2011
- ▶ Capture Rate Trends based on 2007-2011
- ▶ Optimized Capture Rate based on 11 relevant counties:
  - Primary Counties: Jefferson, Harris, Orange and Hardin based on students by residence
  - Secondary Counties: Brazoria, Chambers, Ft. Bend, Galveston, Jasper, Liberty and Newton

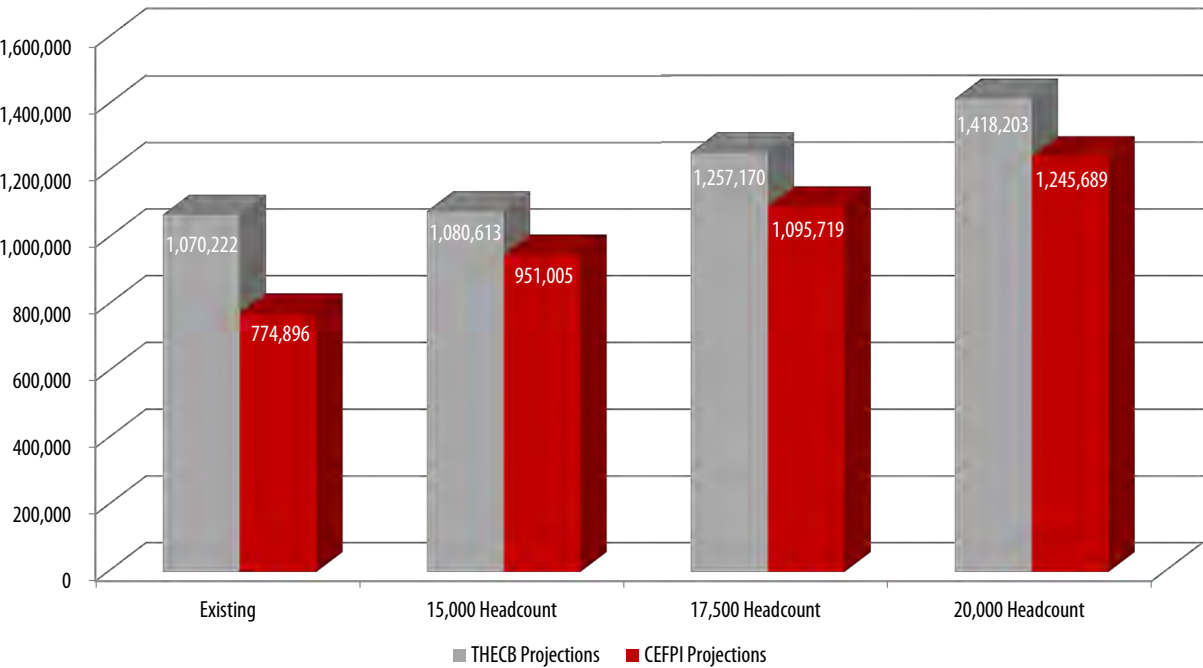
The adjacent chart illustrates three scenarios with distance education students not included. It is important to note that while the majority of distance education students at LU do not attend classes “face-to-face” at the campus, on-campus support services and faculty still require space to serve those students.

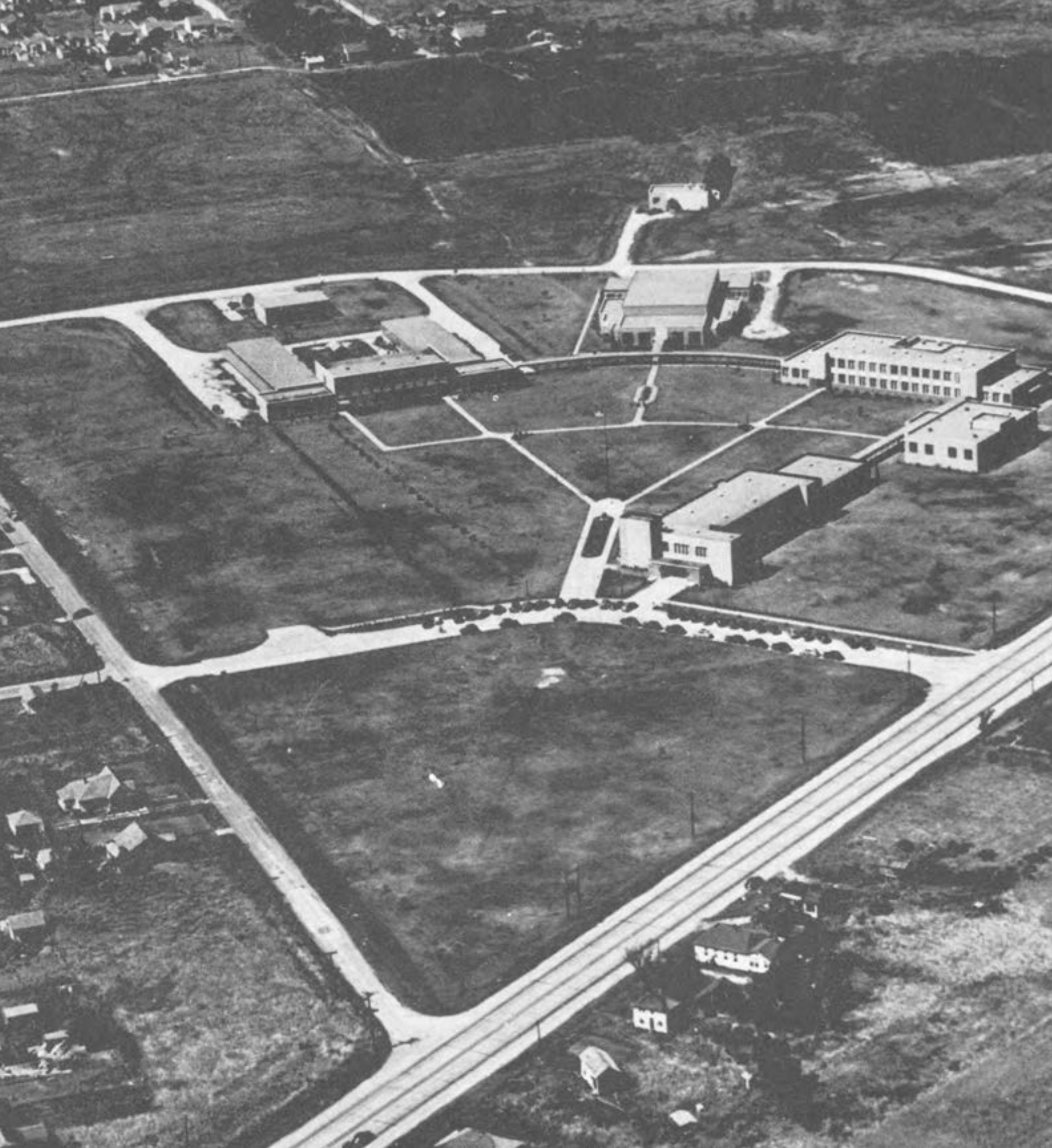
SPACE PROJECTIONS

Questionnaires were sent to all academic and non-academic department heads to gather information on both current and future space needs. The summaries of these responses were presented to the heads of each of the colleges and the Master Plan Committee for review and verification.

Approximately 112,099 ASF/172,460 GSF is requested by academic departments. Additionally, 22,950 ASF/35,000 GSF of classrooms is recommended in the form of nine 70 capacity classrooms, two 90 capacity classrooms, and one 200 capacity classroom. Approximately 59,979 ASF/92,275 GSF is requested by non-academic departments.

Overall, questionnaires covered current space of 818,939 ASF. Both academic and non-academic departments identified current needs totalling an additional 138,488 ASF. Therefore, 21% of current space is being requested as needed immediately. An additional 4% is being requested for the future. This information was also validated by both the THECB and CEFPI space projection models.









## II. History and Context

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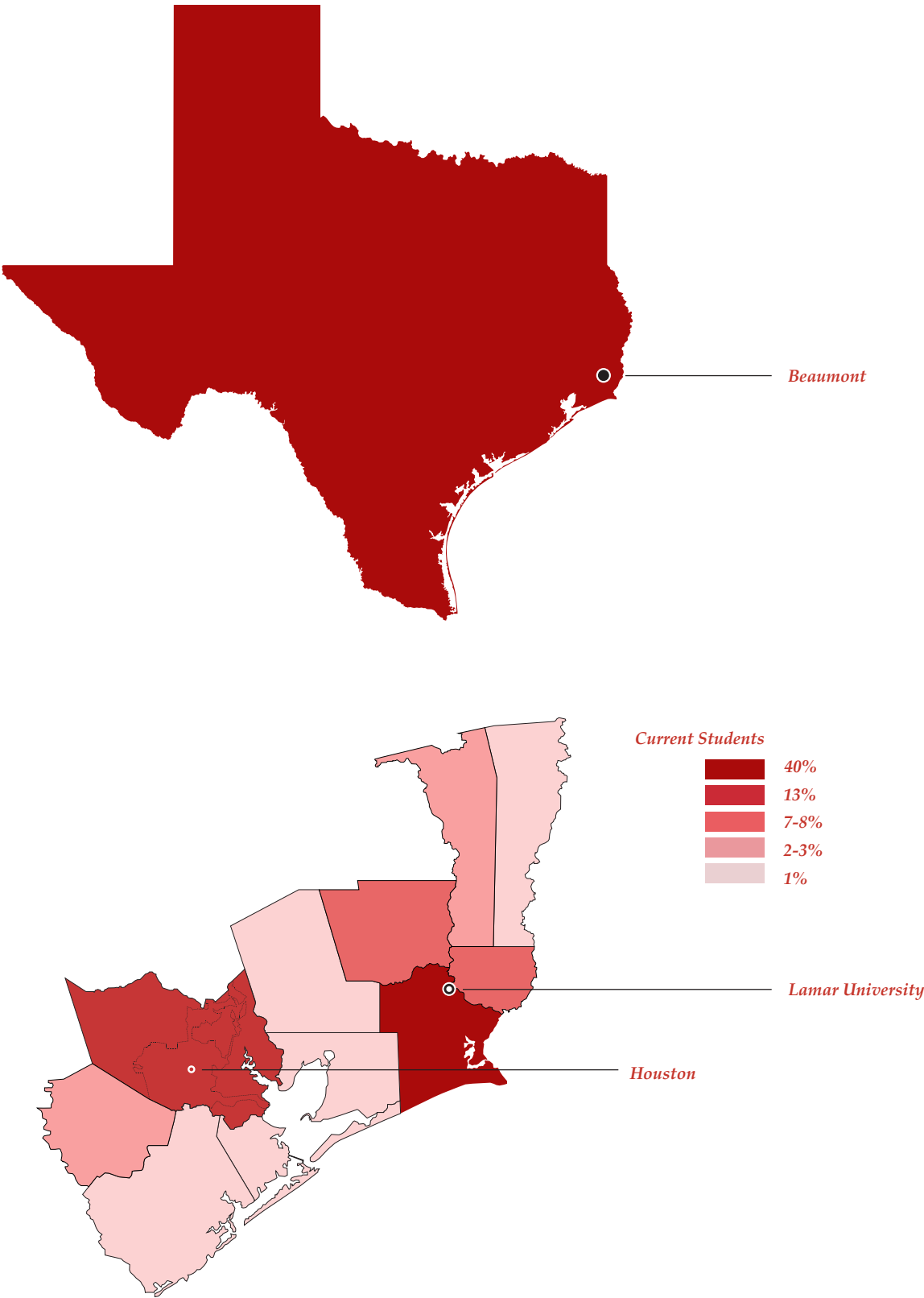
### CAMPUS CONTEXT

Lamar University is located in Beaumont, a city about 85 miles east of Houston in southeast Texas. Beaumont is one of three cities that form the corners of the “Golden Triangle”—a region with strong economic ties to the oil and gas industry. This area of the state experienced tremendous growth after oil erupted from Lucas Gusher on January 10, 1901. A replica of the famed Spindletop oil derrick now resides at the southwest corner of the Lamar University campus.

This region of Texas is also known as the Piney Woods and shares the relatively flat topography of the coastal plain. Proximity to the coast contributes to Beaumont’s humid, sub-tropical climate, and is accompanied by significant rainfall and periodic hurricane warnings. These are factors when considering outdoor public spaces and circulation corridors on the Lamar University campus.

The campus is bounded by Highway 69 to the south, University Drive to the west, and railway lines running diagonally to the east. Many of the University’s athletic facilities are located between Jim Gilligan Way and Highway 69 on the south side of campus, and between Martin Luther King Jr. Parkway and the rail lines on the east side of campus. Across these rail lines, Exxon Mobil refineries provide partnership opportunities with Lamar University’s College of Engineering. The campus also shares some of its other edges with residential and commercial neighborhoods, but these currently do not engage much with campus life.

Lamar University is predominantly a commuter campus, drawing 90 percent of its students from within Texas. As shown in the adjacent diagram, 76 percent of students are from the Houston and Beaumont areas—primarily from Jefferson, Harris, Orange, and Hardin Counties. Overall, campus density is low and suburban in nature, with large stretches of parking lots and inactive public spaces that discourage pedestrian circulation. Opportunities do exist, however, to increase enrollment, increase campus density, and build on the existing framework to create a greater sense of community among university stakeholders, surrounding neighborhoods, the city of Beaumont, and the professional community.





*The Lucas gusher at Spindletop*



*Liberal Arts Building*



*An early classroom*

**INSTITUTIONAL HISTORY**

Founded in 1923, Lamar University was originally known as South Park Junior College, and was located on the third floor of the newly completed South Park High School in Beaumont. It was fully accredited as the region’s only public junior college in 1925 and renamed Lamar College in 1932 after Mirabeau B. Lamar, the second president of the Republic of Texas. In 1941, the school began construction on a new campus, where it still resides today. When the post-World War II years brought increased enrollment by veterans, the school sought revised status as a state-supported four-year institution. It achieved this transition in 1949 and was the first Texas junior college to do so. The Lamar State College of Technology, as it was then known, focused on engineering and science studies.



*An early aerial view of the campus*



The college enjoyed tremendous growth in enrollment and expansion of its campus during the 1950s and 1960s, and as a result, most of its buildings date to this era and the 1970s. The college went through a number of additional transitions in the 1970s, including changing its name to Lamar University in 1971, and then operating branch campuses in Port Arthur and Orange. These campuses later became independent institutions, and in the 1980s Lamar University formed part of the Lamar University System. Since 1995, Lamar University has been part of the Texas State University System, the oldest university system in Texas.

Today, Lamar University’s enrollment of more than 14,600 students makes it a major presence in the region. Under the leadership of President James Simmons, the campus has experienced another period of growth and expansion. Today, the campus is comprised of 34 academic buildings, as well as office spaces for faculty and staff, housing for 2,500 students, and amenities for students and alumni. The reintroduction of varsity football prompted a renovation of Provost Umphrey Stadium in 2010 and the Sheila Umphrey Student Recreational Sports Center, completed in 2007, is a hub of campus activities.

Lamar University offers more than 100 degrees including nationally recognized doctorates in engineering and deaf education. It offers the largest college of education in the state and is a pioneer in distance learning.

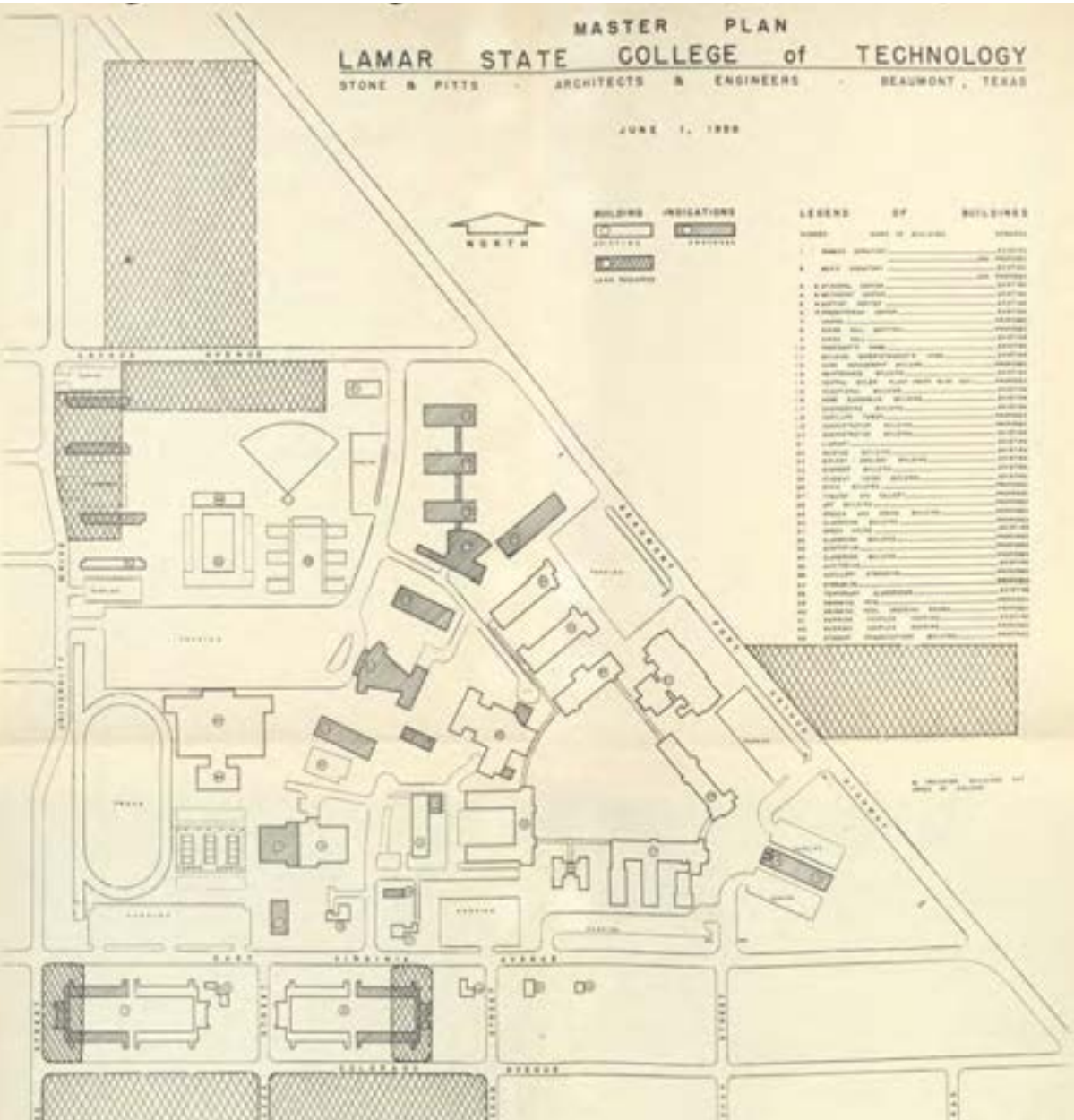


*Lamar University sign (c. 1960) that has since been painted red and relocated to Vincent Beck Stadium*



*Aerial view looking northwest across the campus*





1956 Master Plan for the Lamar State College of Technology showing plans for expansion beyond the initial campus quad

### HISTORY OF THE PLAN

Although originally sharing facilities with South Park High School, Lamar was eventually granted 58 acres of land in 1941 that became the basis of the University’s present campus. Initial buildings were arranged to define a triangular campus quad in an area presently bounded by Martin Luther King Jr. Parkway and East Virginia Street. Subsequent plans made recommendations for growth toward the north and west edges of the campus.

By the 1960s, the campus had begun a southward expansion and underwent numerous master plan revisions defining how new buildings should be configured. Ultimately, none of these plans were fully realized, leaving in their wake several buildings that never achieved a sense of cohesiveness (*see 1965 and 1967 plans below*). The disjointed implementation of these plans was exacerbated by the decision to locate the Brooks-Shivers residence hall on the southernmost edge of the campus, well away from any existing campus context.

In 1973, Lamar University embarked upon its most aggressive master planning effort to date, which optimistically forecast enrollment exceeding 26,000 on-campus students by the year 2000. While most of this plan was never realized due to the overestimation, the plan did yield the addition of the Mary & John Gray Library which now dominates the center of the campus. The 1973 master plan was updated in 1980 to reflect parking lot modifications and an addition to the Cherry Engineering Building.

The 2000 Conceptual Master Plan called for a number of major additions to the campus, such as a colosseum and an auditorium, which were abandoned in the 2004 Campus Master Plan update. Instead, this update advocated for additional student housing, which now constitutes Cardinal Village, and was the last major building initiative at Lamar University.



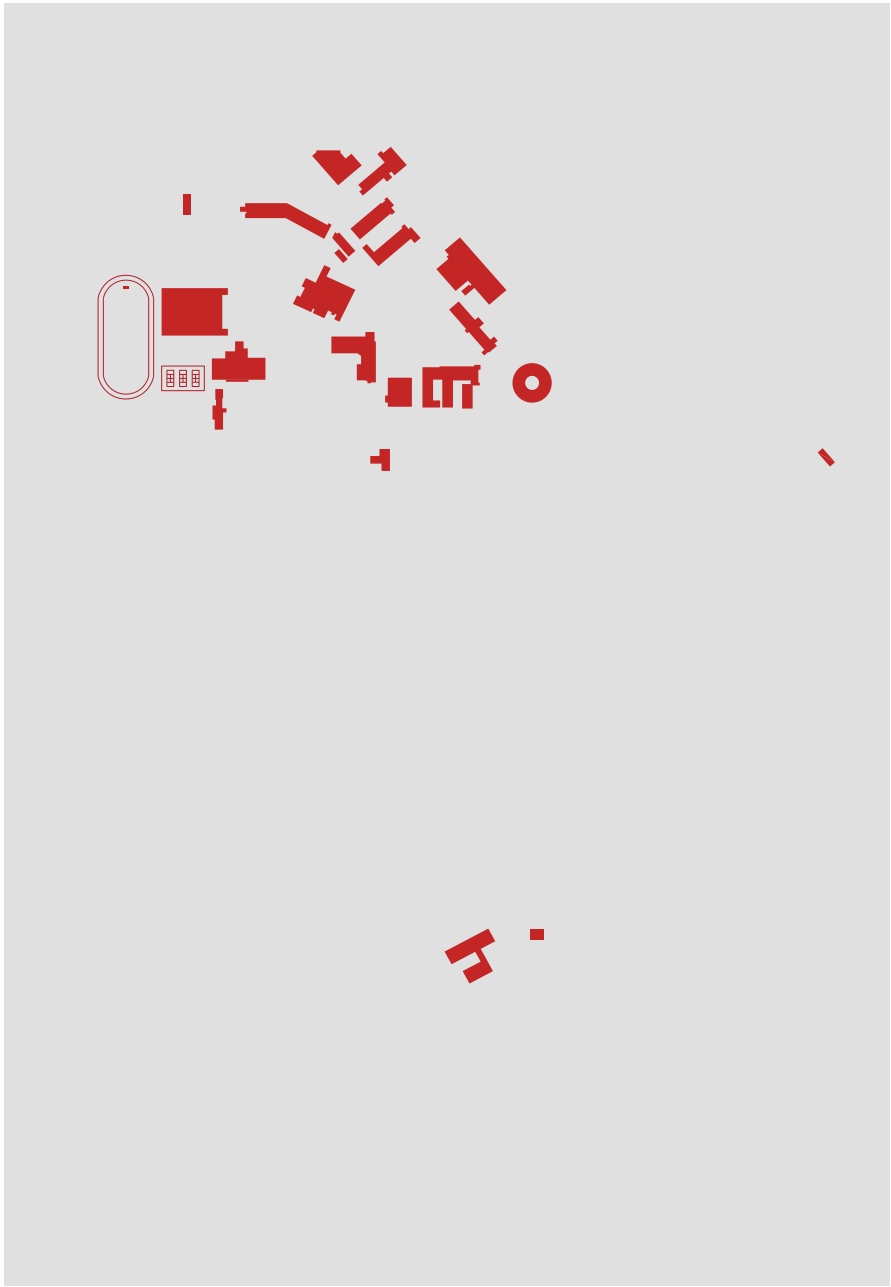
1965 plan showing initial ideas for southward expansion



1967 plan showing an entirely different southward strategy

**1941 - 1965**

The university's irregular shape, bounded by Martin Luther King Jr. Parkway and the strong east-west axis of Virginia Avenue, created a wedge-shaped campus with its a gateway located at the southeastern tip. Earlier plans indicated a green lawn with a circular drive where an unrealized tower marked the entry to the college campus. Buildings radiated outward around a central quadrangle (triangular in shape) that defined the heart of the campus. While no formal grid was established in the first campus plans, development in the 1950s and 1960s continued this pattern, forming a central, relatively dense pedestrian core. The Plummer Administration Building, which interrupts the axis from the corner of Virginia Avenue and Martin Luther King Jr. Parkway, is located at the point where earlier master plans had called for a tower. Although the quadrangle was created and maintained over several iterations of the plan, its role in campus life was less than optimal, given the lack of interaction with the landscape and engagement with surrounding buildings.



1941 - 1965

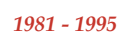
**1966 - 1980**

Land acquisition to the south of the original campus drove the placement of several new academic buildings, terminating in Brooks-Shivers Hall to the south. This expansion represents the majority of the campus academic buildings and also accommodated additional parking needs. Density of the campus south of Virginia Street is lower and more suburban, discouraging pedestrian activity and diluting the campus edge on the north-south axis along Rolfe Christopher Drive, where it interacts with the neighboring properties. The last new academic building that was built on campus occurred during this phase in 1976.



1966 - 1980

Campus additions in the 1980s and early 1990s focused on student amenities and alumni services in response to the growth in enrollment and the increase in the alumni population eager to continue a relationship with the university. The addition of the John Gray Center reflects the university's vision to engage with its own constituents as well as embracing the evolving trend toward distance learning. Cardinal Stadium was the first major project to jump the Martin Luther King Parkway boundary to the east, creating a high profile public presence across this main artery.



Major additions to the campus in this era include five phases of housing and a dining hall that form Cardinal Village, the first major housing initiative on campus in a over generation. This development has increased the size of the on-campus community and has great potential for interaction with public/private development that could occur along Rolfe Christopher Drive. Future infill buildings are opportunities to increase connectivity between Cardinal Village and the Rolfe Christopher north-south axis.











### III. The Campus Plan

# III. The Campus Plan

## EXISTING CAMPUS

The architectural character of the Lamar University campus is primarily derived from the large number of buildings that were constructed during the 1950s and 1960s. These buildings comprise the Campus Core, which encloses the University’s most prominent outdoor public space. Most buildings constructed since the late 1960s are distributed sparsely across the southern end of the campus and do not maintain the character of the original Campus Core. The primary focus of these newer buildings was to increase campus capacity, and they were designed with little regard for the creation of appealing outdoor spaces and connections that are essential to the quality of the overall campus environment. There are, however, ample opportunities for enhancement of the existing campus as the University moves forward. Strategies for improvement of the built environment include:

- ▶ Future buildings should be considered opportunities to improve the density of the campus and help create appealing outdoor spaces
- ▶ Removal of a few key buildings will create a greater sense of connectivity and openness
- ▶ Future academic buildings should be more consistent with the character of the Campus Core to promote unity of the University’s identity
- ▶ Outdoor public areas should provide a range of open spaces with amenities that will encourage people to congregate, study, and interact
- ▶ The University should encourage commercial development southeast of campus to enliven the campus environment and attract new students
- ▶ As vast surface parking lots are infilled to improve density, parking should be consolidated near the Campus Core with a mixed-use parking structure

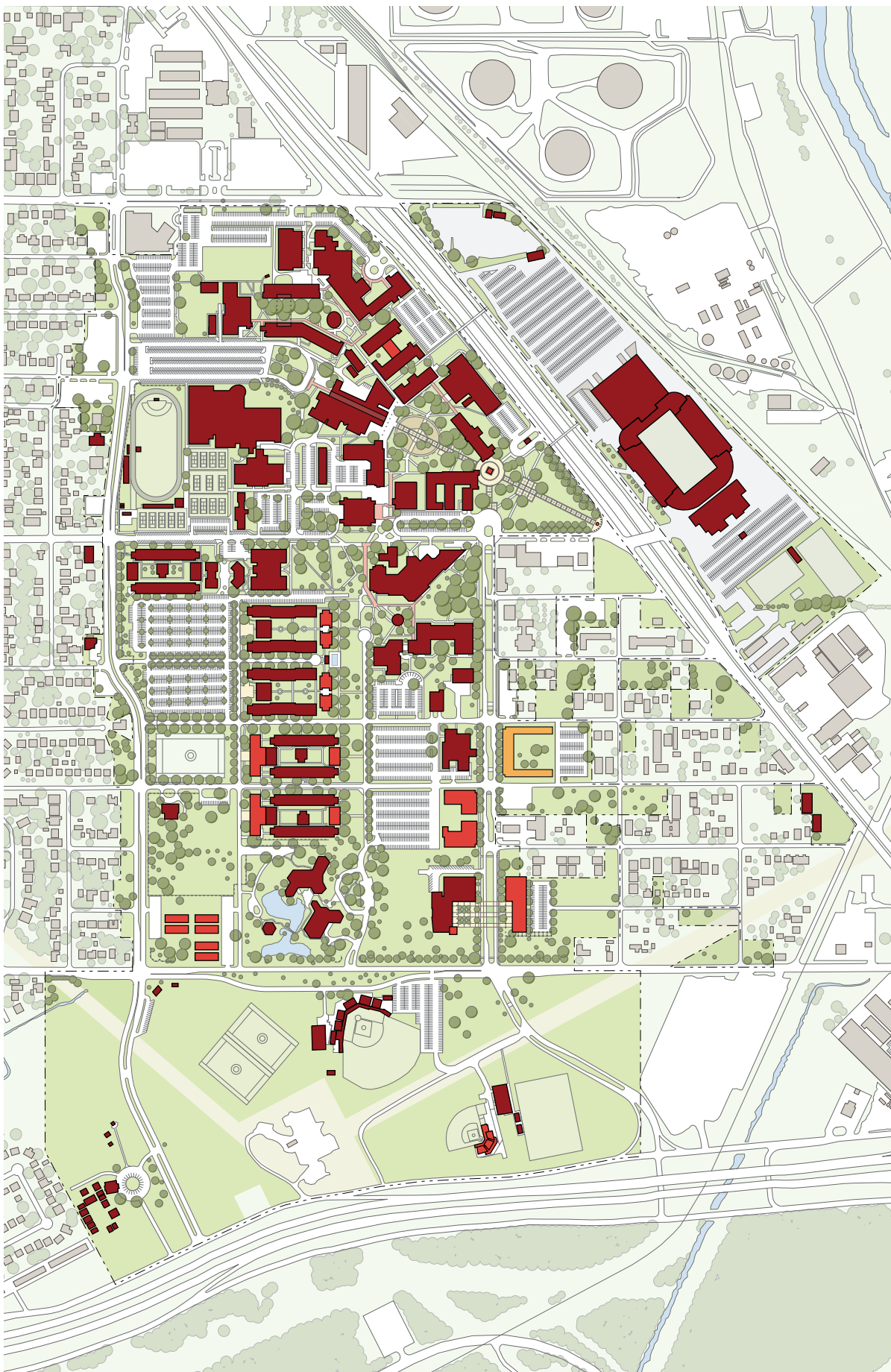
Existing campus buildings to remain

Buildings proposed for demolition or major renovation

*The existing plan for Lamar University indicates several buildings slated for demolition in order to fully accomplish progress into successive phasing.*







## PHASE 1 PLAN

Work proposed for Phase 1 begins the momentum towards a unified, cohesive, and walkable campus with urban density and activated outdoor spaces. This phase demonstrates a few projects that can have enduring effects on the quality of the campus environment. It will be important for people to see some immediate progress toward the goals established by the Master Plan Steering Committee—both to show commitment to the plan and to demonstrate the positive impact implementation of the plan will have on the campus.

Phase 1 focuses on the quadrangle and begins the enhancement of the north-south axis along Rolfe Christopher Drive. This axis will terminate at a new tower located near the current site of the Plummer Administration Building. This will create an outdoor arrival space and marks both the entry from Martin Luther King Parkway and the terminus of the quadrangle and Rolfe Christopher Drive. The tower will be a symbol for the campus, visible from a variety of locations; its final design should express and embody the spirit of Lamar University.

Some of the quadrangle's covered walkways will be removed while the dense landscaping is simplified and recomposed to create stronger definition of the edges. This will also open sight lines for security, creating space for multiple activities including football tailgating and community events. Enhancements to the face of the Setzer Student Center and bookstore establish more transparency and engage the landscape through porches or arbors that would better connect the building to the quadrangle and create a destination at its northwestern end.

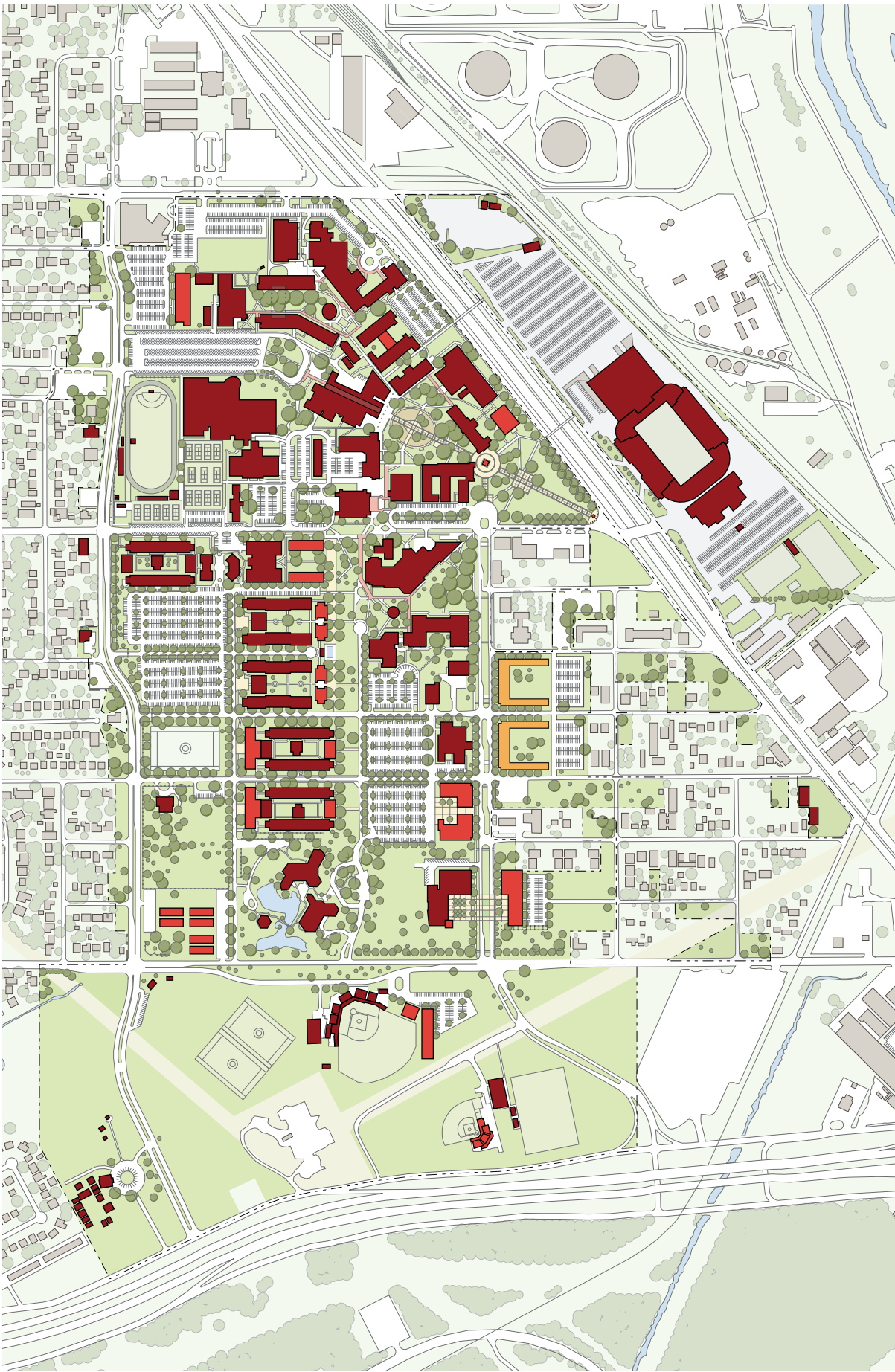
This phase also initiates a pattern for placement of additional academic buildings, with a focus on strengthening the north-south axis of Rolfe Christopher Drive. Establishing the first public/private partnership development (mixed use street-level retail and housing above) along Rolfe Christopher Drive will also begin to engage the community in response to the university's desire to create strategic partnerships. These gestures all serve to further define this important north-south thoroughfare. Transformation of building components along the eastern edge of the residence halls (addressed in the plan as Cardinal Mall) could provide living/learning opportunities and better activate the green.

*Phase 1 of the Lamar University master plan initiates the first steps toward a revitalized quad space and strengthened central corridor.*



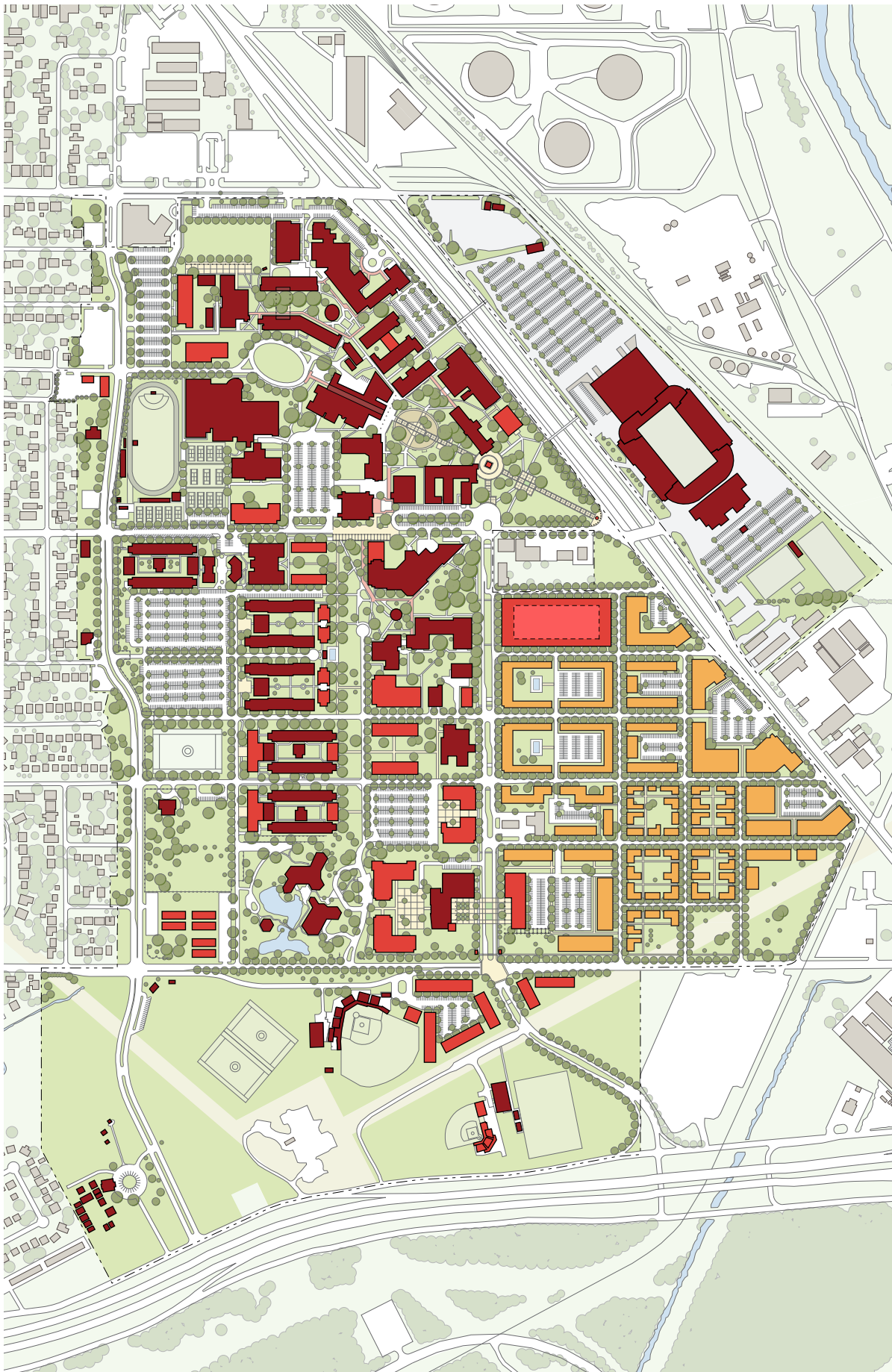
**PHASE 2 PLAN**

Phase 2 continues the momentum of Phase 1, adding a second public/private development along Rolfe Christopher Drive to continue to build density and create a walkable destination of retail and housing. Additional public/private partnership opportunities at the south edge of campus will help define the southern entry and activate the area near the baseball field. In the Campus Core, possibilities for infill academic buildings provide expanded learning spaces and engage existing buildings to create outdoor courtyards and other usable spaces to enhance the campus experience. Likewise, parking lot enhancements—trees and other landscape definition—will facilitate and strengthen pedestrian connections between campus precincts and encourage more foot traffic in the south campus, thereby improving the campus environment.



*The phase 2 plan depicts growing momentum in the development of new campus buildings and the renovations of existing facilities. A second public-private partnership development is shown along Rolfe Christopher Dr.*





## LONG-RANGE PLAN

The long-range plan is a hierarchical, comprehensive plan to bring the physical environment into alignment with the vision of the University. The plan seeks to accomplish this through two primary means: growth management and improved quality of the physical environment. Without growth, it is clear that the majority of this master plan will never be realized. It is incumbent upon the University, as one of the goals of this master plan, to encourage growth in on-campus enrollment that will justify construction of additional buildings. This is necessary in order to increase density and improve the overall character of the campus.

The long-range plan combines additional on campus infill buildings, particularly along Cardinal Mall to define a strong north-south axis. The Campus Core's main axis would extend through the quadrangle and beyond the student center to engage the outer edge of the northwest corner, creating a new visible campus edge along University Drive. New structures here could include other arts-related venue, given its proximity to the campus music and arts buildings.

This phase would ultimately establish a strongly defined and expanded pedestrian core, activated by a mix of housing, academic buildings, and amenities. Public/private development along the eastern edge could eventually extend to Martin Luther King Jr. Parkway with a mix of smaller residential and mixed-use development closer to the campus, making way for larger freeway-scale projects along the main thoroughfare. Envisioning that more students will live in this area, circulation will become predominantly pedestrian; retail and restaurants will create a lively destination for visitors on game day and for other university events. A centrally-located, university-owned parking garage with ground floor retail would accommodate approximately 1,500 cars.

The long-range plan is intended to be at once stable and flexible in order to accommodate evolving program needs. The structure of open space on campus and the campus development parameters have the precision and stability to ensure long-term viability. There is no prescription regarding building programs and functions. In other words, the spaces are fixed, but the functions of the prescribed buildings can change.

*The long-range plan invisions a dense and walkable campus with infill buildings strengthening existing axes and maximizing campus space. Full development in the neighborhoods to the east engages the community and provides additional amenities that support campus life.*









*Aerial view of the long-range Lamar University master plan looking north along the Rolfe Christopher corridor.*

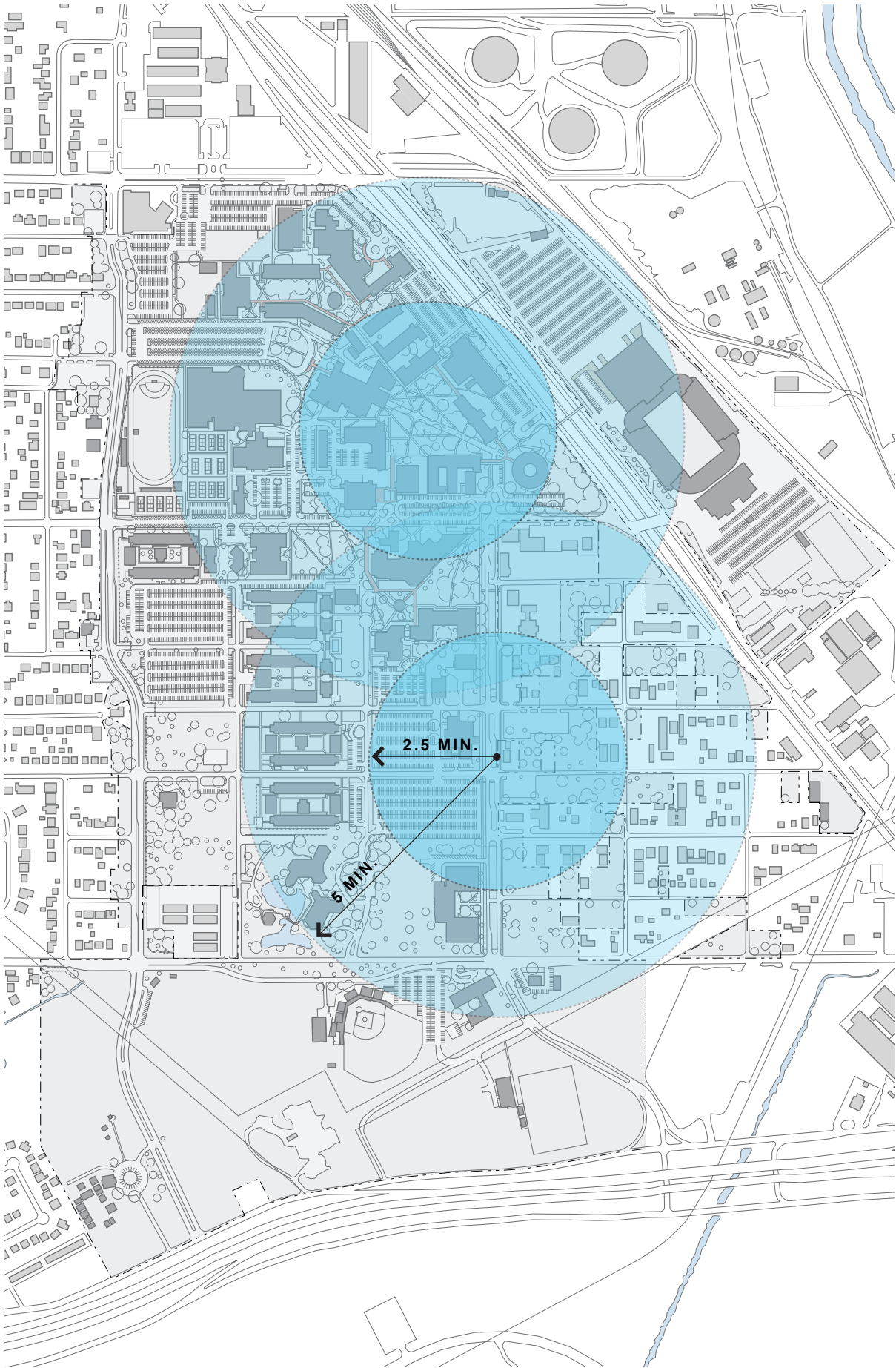


WALKING SHEDS

Lamar University’s Campus Core is fully walkable. Within ten minutes a pedestrian can walk from one end of the campus to the other and most buildings are accessible within a five-minute walk. However, as the campus has grown, buildings developed to the south of Virginia Street are separated by parking lots and have become more remote.

The master plan extends the density of the core to the rest of the campus, integrating these separated areas and establishing a similar walking shed along Rolfe Christopher Drive, with the Speech and Hearing building near its center. From here, with thoughtful development, a pedestrian will be able to reach almost to the southern edge of campus within five minutes, passing along a fully engaged streetscape of retail, restaurants, and a mix of locally based convenience retail (dry cleaners, drugstores), and regional destination based retail.

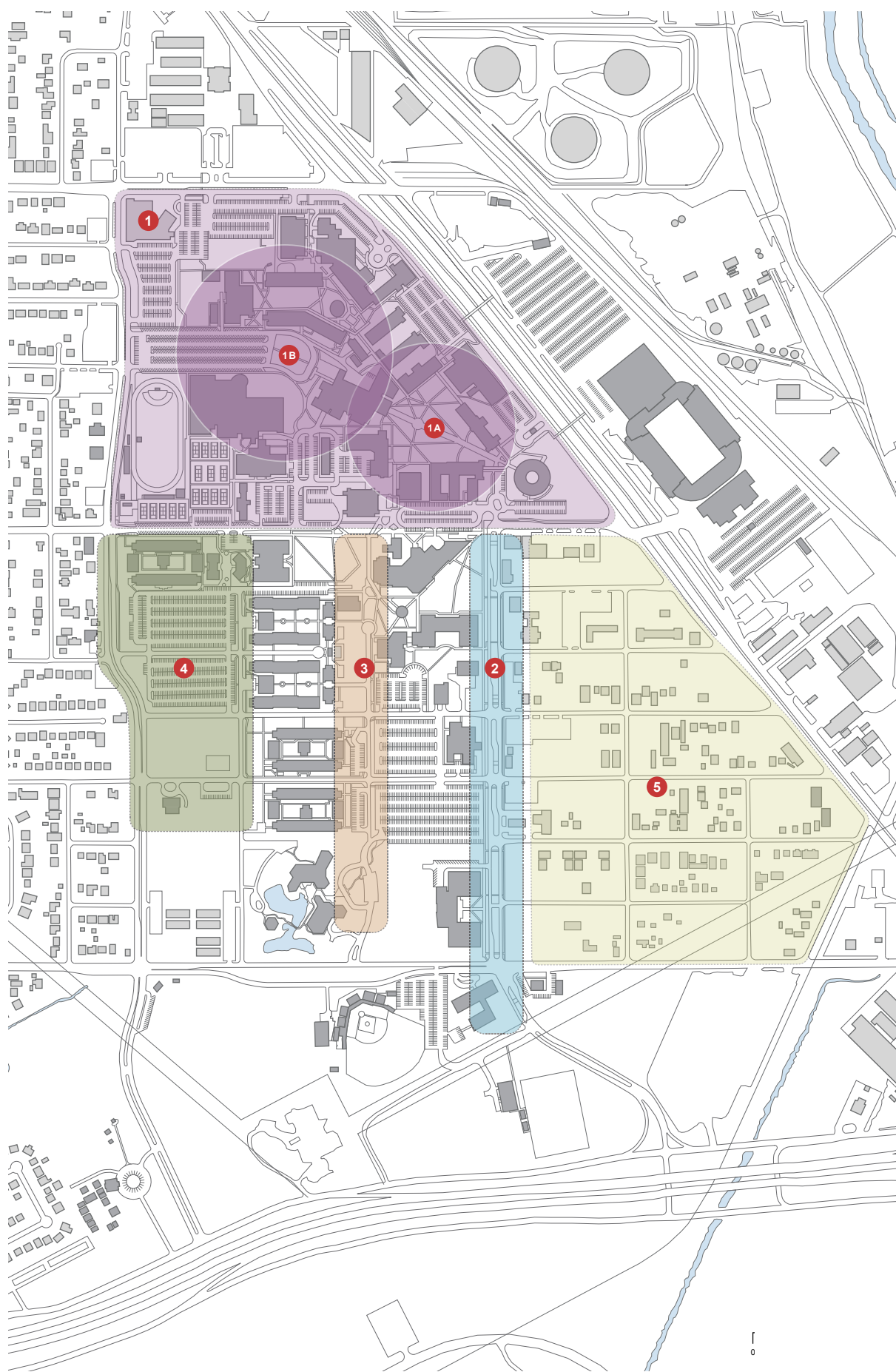
Walkways should be upgraded to provide pedestrians with adequate shade and consistent paving textures that signify changes in use from solely pedestrian to a mix of pedestrian and vehicular activity. Special consideration should be given to pavement types and textures to ensure a TAS/ADA-compliant, barrier free campus.



Existing Lamar University walking sheds







Existing campus breakdown of various zones discussed

## CAMPUS ZONES

For the purpose of analysis and discussion, the campus is divided into five distinct but connected zones. Applying the same principles of density, appropriate landscaping and activated public spaces in each of these precincts will unify, organize and animate the campus and maximize space utilization. Circulation, public gathering places, and buildings will work together to create a stronger sense of place, engage the campus with the community, and elevate its role in the region.

- ▶ The Campus Core: The historic original campus, bordered by Martin Luther King Jr. Parkway to the east, University Drive to the west, Lavaca Street to the north and Virginia Avenue to the south.
- ▶ Rolfe Christopher Drive: The north-south axis leading from the southern end of the campus to the Campus Core, with great potential to create a formal sense of procession and arrival on campus.
- ▶ Cardinal Mall: Another north-south axis parallel to Rolfe Christopher Drive, bordered by student housing to the west, academic buildings and parking lots to the east, and the library to the north.
- ▶ University Drive: The western edge of campus below the Campus Core that runs from Virginia Avenue south to Jim Gilligan Way.
- ▶ The Triangle: The neighborhoods east of Rolfe Christopher Drive extending to Martin Luther King Jr. Parkway.

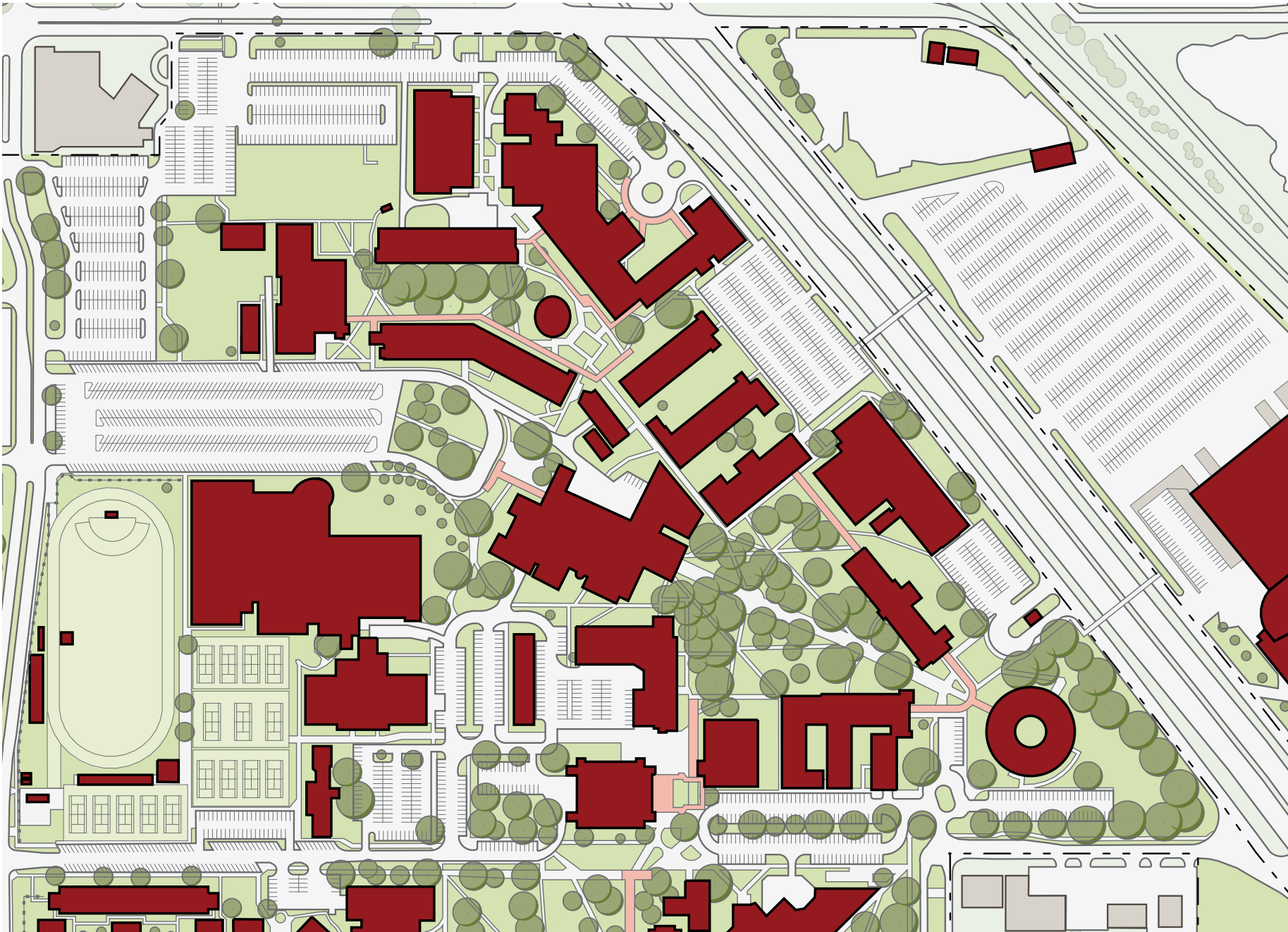
- 1 The Campus Core
  - 1A The Quad
  - 1B The Oval
- 2 Rolfe Christopher Drive
- 3 Cardinal Mall
- 4 University Drive
- 5 The Triangle

THE CAMPUS CORE

The Campus Core consists of the original 58-acres that became Lamar University in 1941. This tract of land spans from East Lavaca Street south to East Virginia Street, and between University Drive and Martin Luther King Jr. Parkway to the west and east. The Campus Core is the most pedestrian oriented sector of the current campus, but the outdoor public spaces are primarily used more for circulation than for gathering. The plan recommends small interventions to strengthen the relationships between buildings and create appealing outdoor spaces.

In addition to facilitating circulation, paving and pathways should also be used to help create spaces for people to linger, and to accommodate events and activities. Enhancements to the Campus Core’s original quadrangle, “The Quad,” could create a more dynamic and engaging space. For instance, events beginning at Cardinal Stadium could flow onto campus and reach all the way through to the student center. On the western side of the Campus Core, the circular drive and parking lost can also be reconfigured to create a more attractive outdoor space, “The Oval,” while maintaining necessary service access.

To the south, consolidating the patchwork of parking lots currently serving the library and adjacent buildings into a shared lot will create efficiencies as well as continuity among the green spaces. The opportunity also exists to add a new building to define the Virginia Avenue edge south of the communications building, creating an open green adjacent to the tennis courts. In any case, future facilities should be planned at higher densities and integrated with established areas of the campus. This will reinforce the sense of community, facilitate interdisciplinary activity, and improve the overall quality of the campus environment.



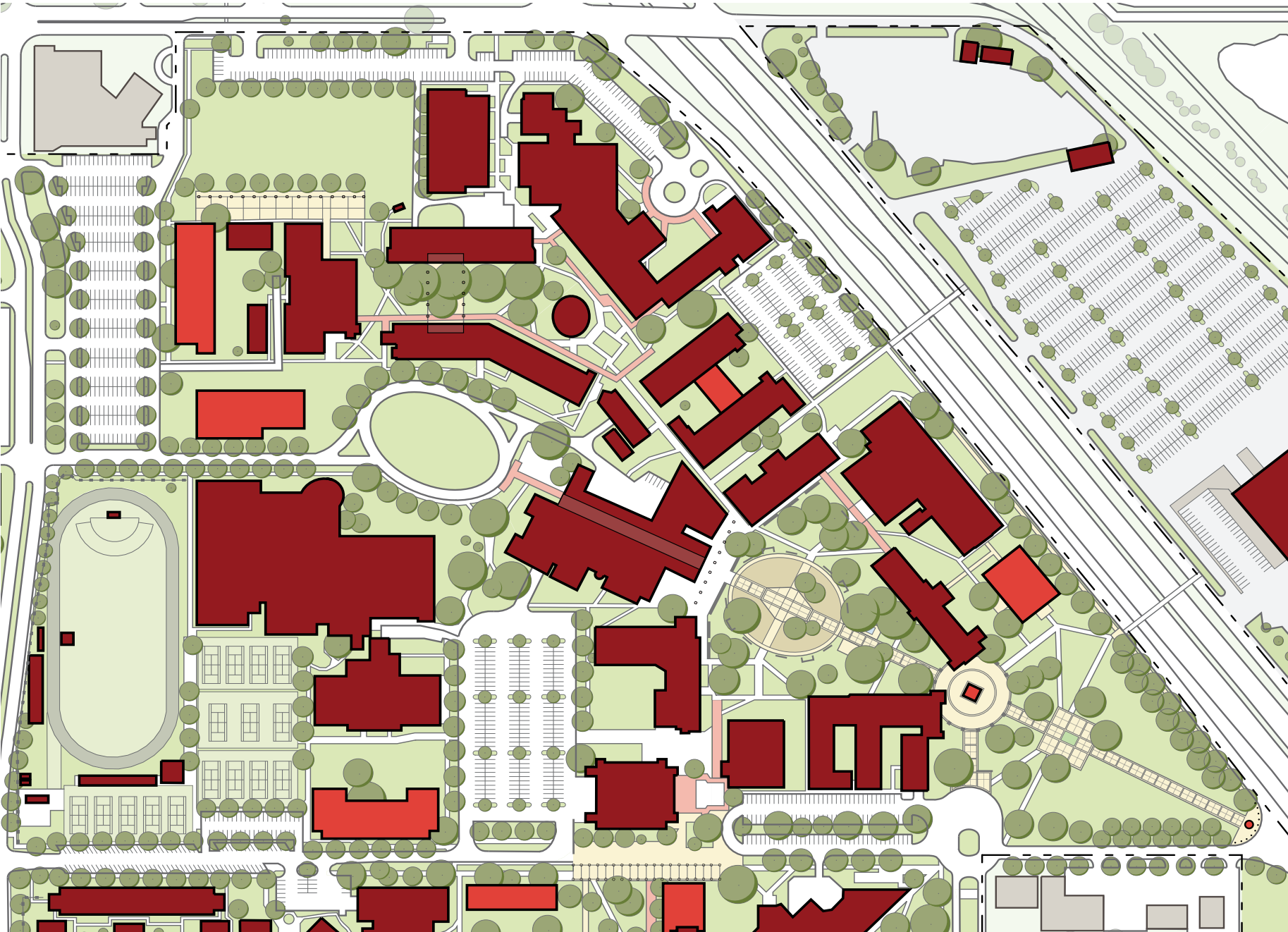
Existing Campus Core







Panoramic view of existing Campus Core



Proposed Campus Core, with a newly defined original quadrangle and enhanced Oval area west of the Setzer Student Center



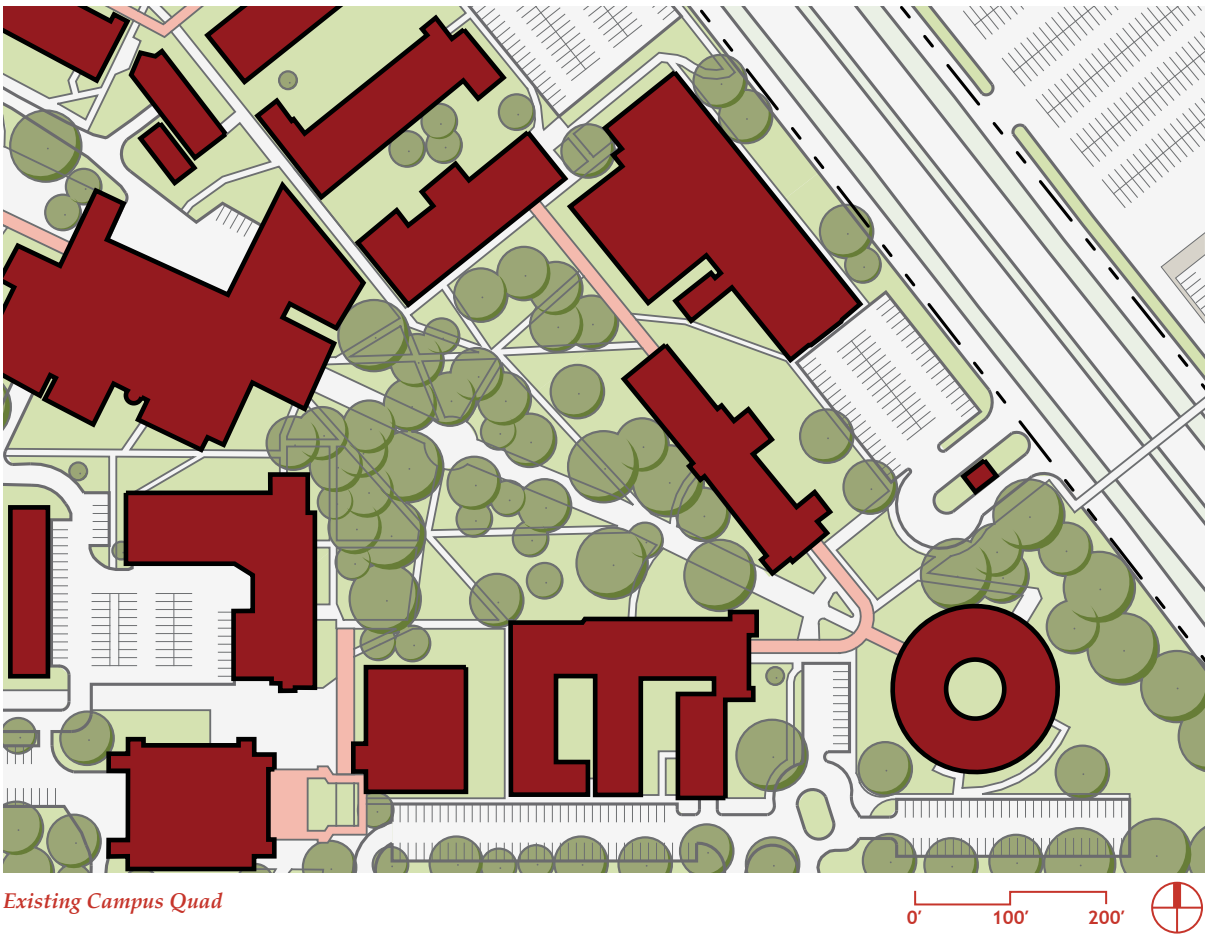


THE QUAD

Dense landscaping on the quadrangle and heavily shaded areas currently detract from its potential as a central gathering space that acts as a heart for the campus. Selective clearing and simplifying the landscaping, creating areas of light and shade, and allowing existing buildings to visibly define the perimeter will strengthen the space and allow more interaction between outdoor spaces and campus structures.

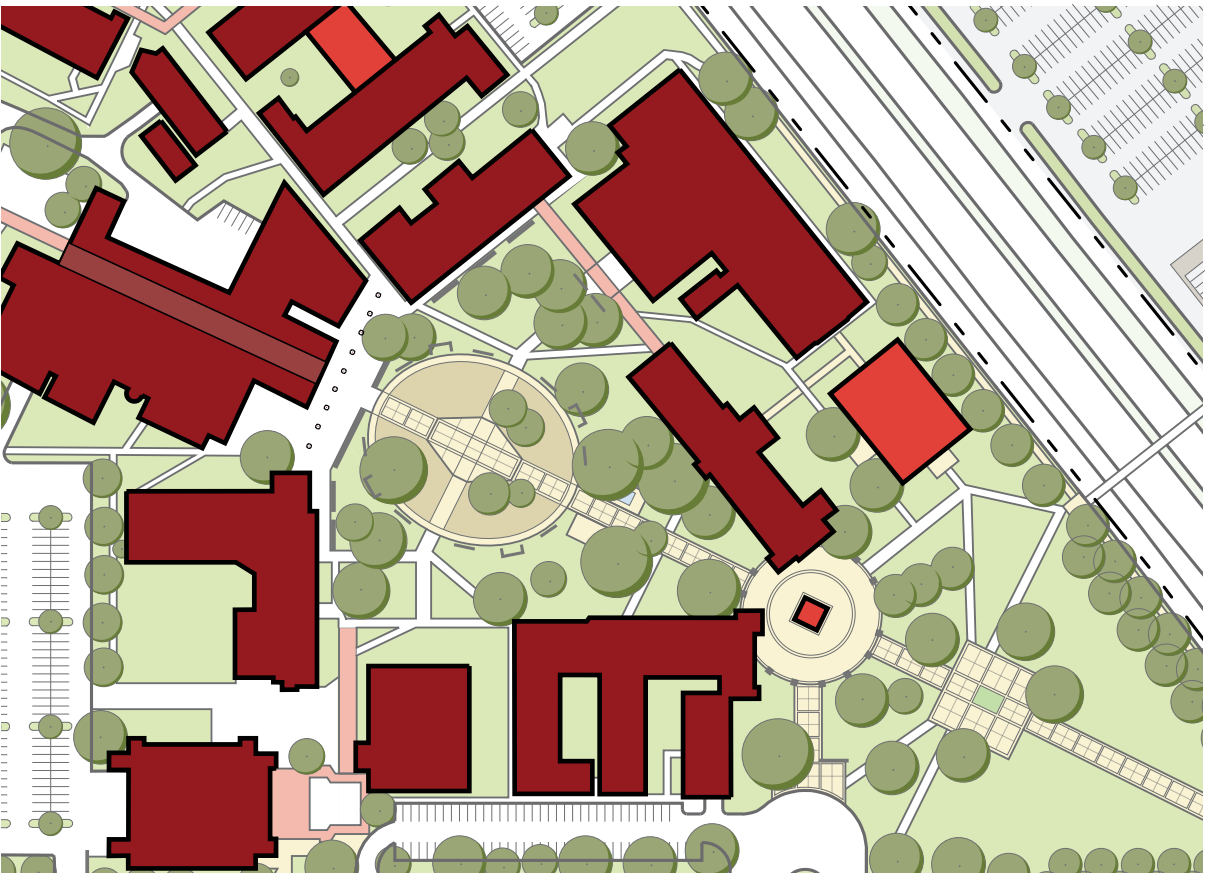
A landmark tower located at the southeast corner will provide a wayfinding element as well as a visual identity for the campus. At the other end of the quadrangle, establishing a congregating space outside the Setzer Student Center provides the second key element unifying this portion of campus. A porch or arbor space here would provide a place to congregate and a pleasant venue to celebrate campus-wide and public events.

The space formed between the Social & Behavioral Sciences Building and the Geology Building is currently unactive and unused. Bridging this space with a predominantly glass volume will divide the large unusable areas into smaller, intimate spaces that can serve as outdoor classrooms or study spaces. To the east, a new academic building should be added to help complete the definition of the existing campus edge, which is partially formed by the Lucas Engineering Building and the Wimberly Admissions Building.



View towards Setzer Student Center





*Proposed Campus Quad*



The master plan recommends not only widened, axial walkways, but also more seating opportunities to encourage lingering and gathering. The entire axis from Virginia Avenue and Martin Luther King Jr, Parkway through to the Setzer Student Center can be rebuilt with new materials, including pavers that can be individualized as part of a large-scale fund raising opportunity. This newly widened center of The Quad is intended to create a space for large gatherings, ceremonies, and public events which are currently not accommodated by the space.



*Aerial view of the long-range campus quad showing the tower*



TOWER PRECEDENTS

Introduction of a tower element at the entry to The Quad will benefit the campus in several ways. The tower will serve as a wayfinding element by which students, faculty, staff and visitors may find their bearings on campus. The tower will be a focal point appealing to our sense of awe and aspiration; a “wow” factor intended to inspire academic pride. The tower will also become a symbolic part of Lamar University’s identity.

A tower should be designed with site specificity at its forefront, becoming a form sensitive to the textures, colors, climate and overall vision of its campus. The four adjacent examples of present-day collegiate towers from across the country that exhibit various architectural styles, functions, and placements.

It is important to remember that the tower intended for Lamar University is primarily depicted as a visual placeholder within the supporting images. Its final design will rely solely upon the university’s discretion and vision.



T. Frank Murchison Tower - Trinity University



Sather Tower - University of California at Berkeley



Rebecca Crown Tower - Northeastern University



Storke Tower - University of California at Santa Barbara





*Existing quad area facing the Plummer Building*

The tower will be an iconic element—a physical presence with symbolic power—anchoring the campus quadrangle with academic buildings flanking the central axis. Trees and landscaping will soften the space and allow clear sightlines that improve visibility across the area. This, along with creating spaces where people can linger, will enhance security and make the space functional for a wide range of events and activities.

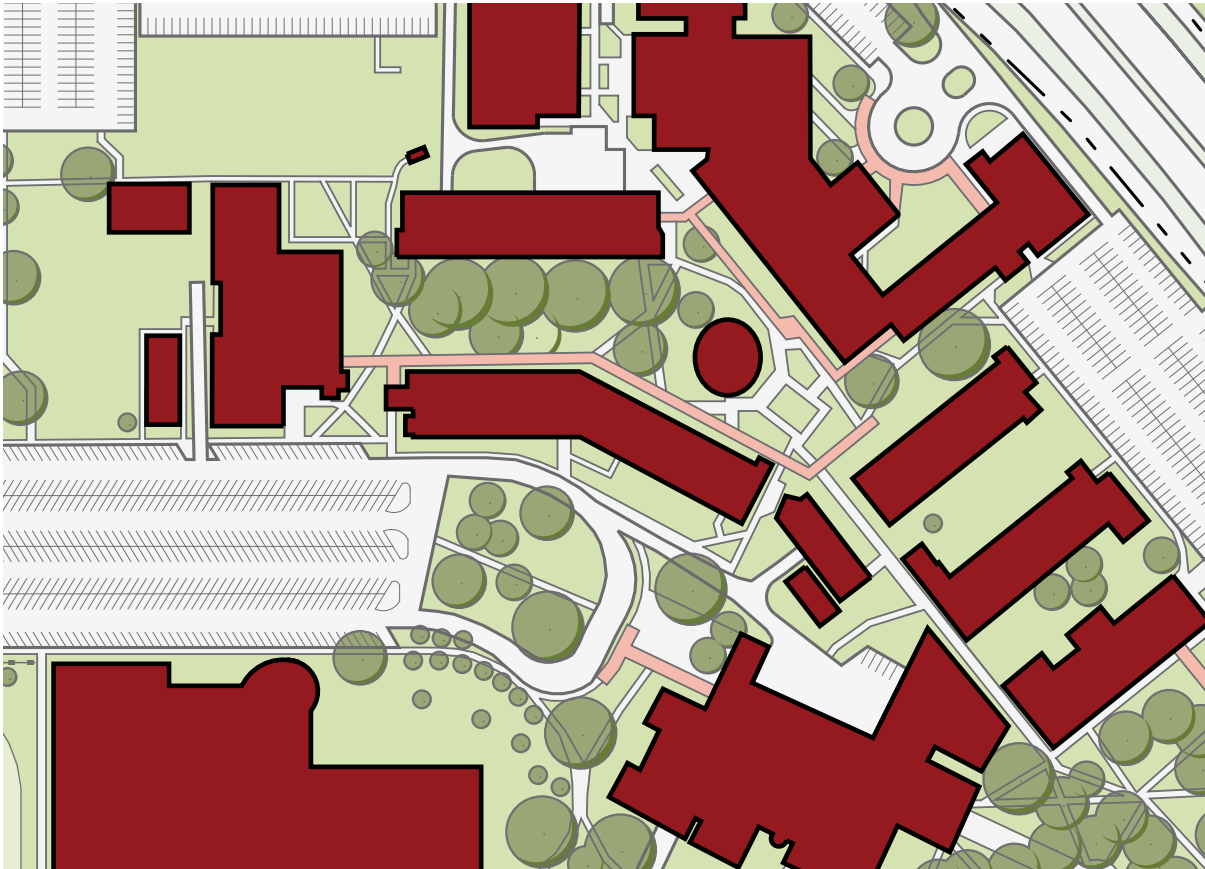


*Proposed view of Lamar University tower and revitalized quad*



THE OVAL

The diagonal axis that bisects The Quad should be extended beyond the student center through to the northwestern corner of the campus. The large parking lot that currently occupies the southern portion of this area will be replaced by an elliptical drive for drop-off and service access. This will provide the needed vehicular access along a clearly defined avenue flanked to the south by the recreational sports center and to the north by a future building, which would act together to form a gateway. New buildings in this precinct will also define the north-south edge facing the expanded parking lot along University Avenue.

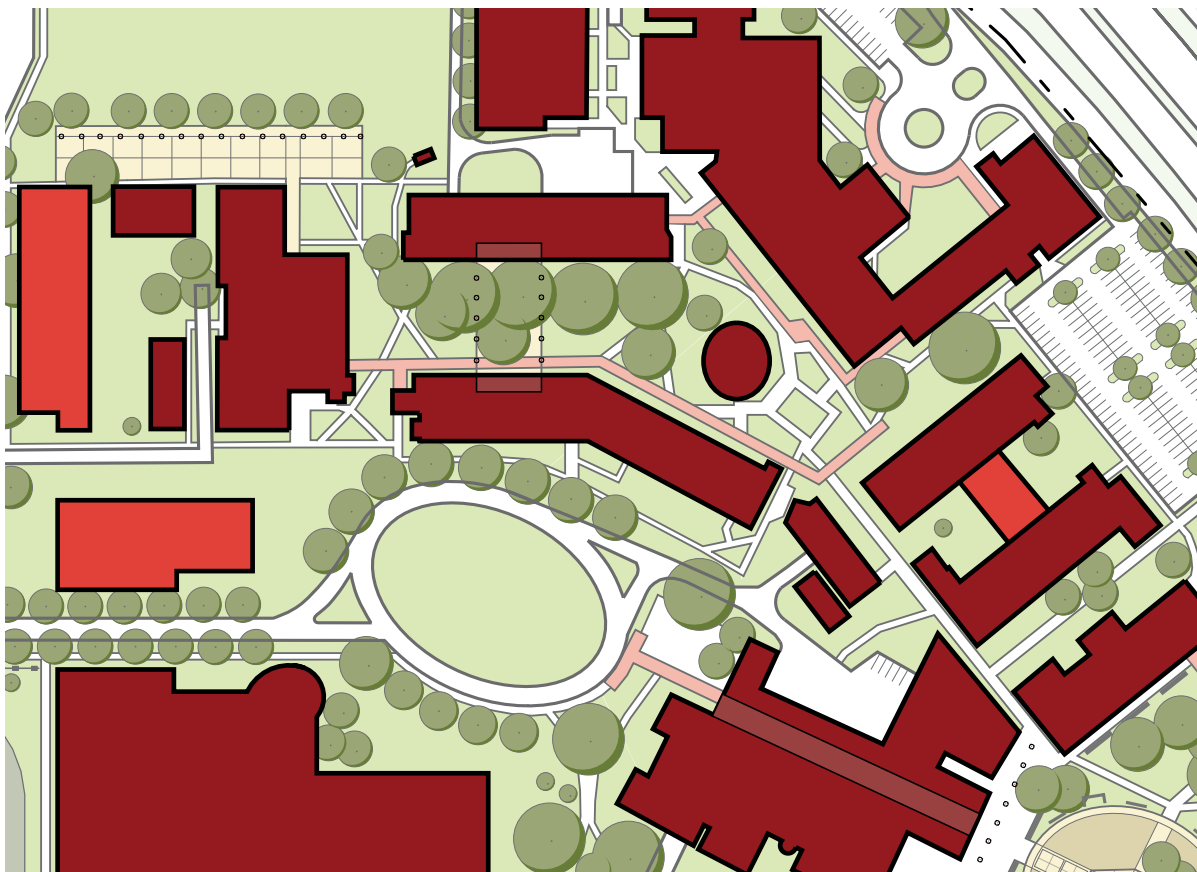


Existing "oval" campus area



Existing covered walkway west of Setzer Center





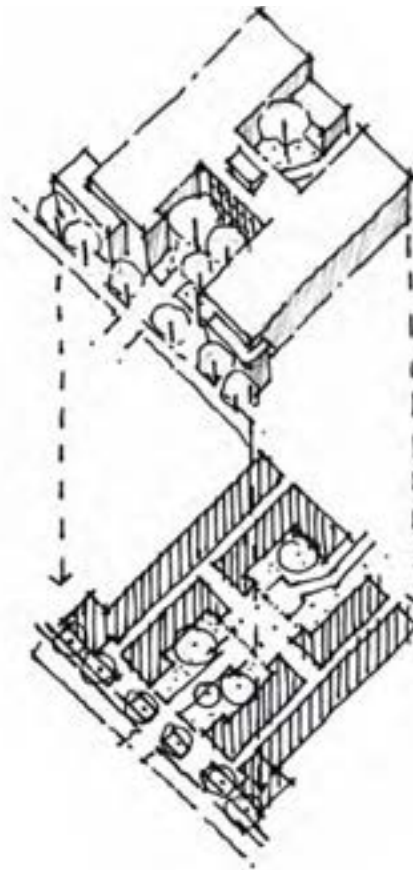
*Proposed “oval” campus area*



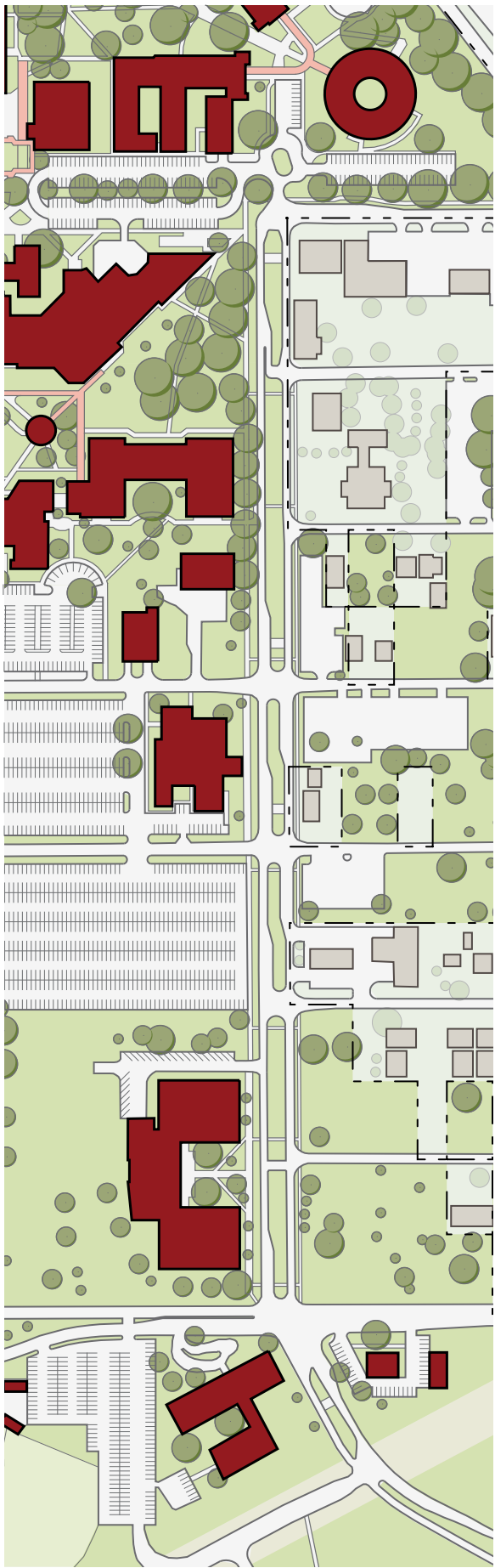
Establishment of The Oval will help create a stronger dialog between the existing buildings that surround it, and will further strengthen the area’s pedestrian appeal. The green oval is envisioned to be used for ornament, passive recreation, or active recreation. Paving and plazas will enhance connectivity between buildings and shared spaces. Redistributing large swaths of parking and replacing these areas with new campus facilities that interact with their neighbors will further enliven and invigorate this corner of the campus.



*Aerial view of the proposed “oval” area looking northwest*



*Isometric sketch of proposed connection between buildings*



Existing Corridor 0' 135' 270'

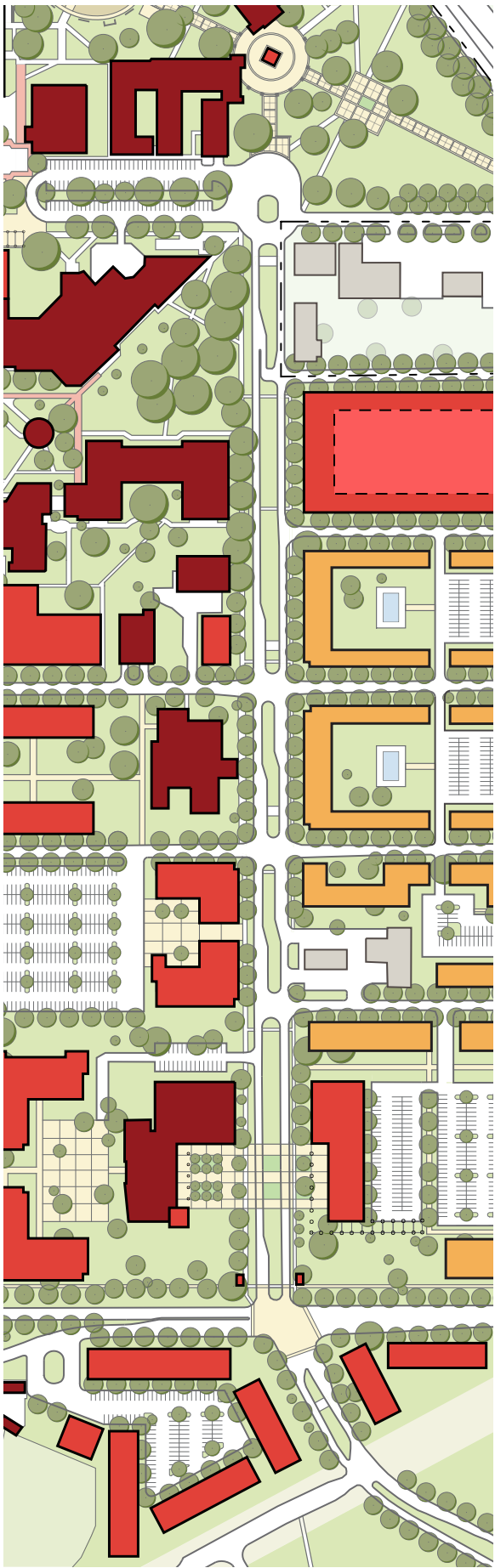
**ROLFE CHRISTOPHER DRIVE**

Rolfe Christopher drive represents the biggest potential for community engagement and improvement of the campus experience. Currently this edge of campus is undefined and people accessing the university from Highway 69 proceed along a sparsely built and often derelict stretch of road before arriving at the campus core. Increasing activity all along this road will create a sense of arrival to the campus.

At the southern end of Rolfe Christopher, the Brooks-Shivers building and the proposed Training/Commercialization and Innovation Center across the street will establish a more formal entry, with parameters for the new building that complement the existing building. This will create a procession that terminates at the landmark tower at the entry to the quadrangle. Denser campus development on the west will balance public/private development to the east, connecting this edge of campus with the community.

South of Jim Gilligan Way, public private partnerships could create a mixed-use development. Adjacent to Vincent Beck Stadium, the high traffic artery and entry point would provide high visibility for LU baseball and other university athletic programs. Inspired by similar situations at Camden Yards in Baltimore or at Louisiana Tech, development could include apartments or organizational housing located above street level retail, restaurants and offices. This development would expand the presence of the newly defined southern campus gateway.

- Existing Lamar University buildings
- Proposed Lamar University
- Proposed off-campus buildings
- Existing off-campus buildings



Proposed Corridor 0' 135' 270'





*Looking north on Rolfe Christopher near Virginia Street*

To begin an increase in density along Rolfe Christopher Drive, the next new academic building on campus should be placed along this artery, engaging both the campus and the community and creating momentum along this edge. Public/private partnerships that create street level retail with housing or offices above will activate the eastern edge. Landscaping, wide sidewalks, pedestrian-scale lighting and signage will knit the two sides together, unifying the campus with the neighbors to the east.



*Proposed view looking north on Rolfe Christopher near Virginia Street*



**THE CAMPUS AND THE COMMUNITY**

There is currently a lack of pedestrian-oriented retail, restaurants, and services within close proximity to Lamar University. There is a strong need and desire to create opportunities for such development, particularly along Rolfe Christopher Drive. Coffee shops and convenience-based retail would enliven the immediate campus environment, making the Lamar University campus more attractive to prospective students. The master plan seeks to encourage mixed-use development and enhanced streetscapes that will create a strong and safe pedestrian connection to the campus.



*University of Texas at Austin's "The Drag" . facing north on Guadalupe Street*



*Austin TX - 5th Street & Pressler Street*



*Harvard University - Harvard Square*



*Austin TX - 5th Street, facing east*



Existing and future academic buildings will define the western edge of Rolfe Christopher Drive, providing a public face for the university. On the eastern side, public-private development can establish a lively corridor of mixed-use buildings that complement that campus scale and engage student life. Development along this important eastern edge should consist of two- to three-story buildings with street level retail and offices, housing above, and concealed parking.

A new, strategically placed parking garage along the eastern side of Rolfe Christopher Drive would provide easy access to the the Campus Core and the stadium, and should feature street level retail and office space. Development all along Rolfe Christopher Drive should focus on student amenities—both academic and social—and establish a lively streetscape through landscaping, outdoor seating, a mix of restaurants and retail, as well as services that engage the campus community.



*University of Texas at Austin's "The Drag" - 24th Street & Guadalupe Street*

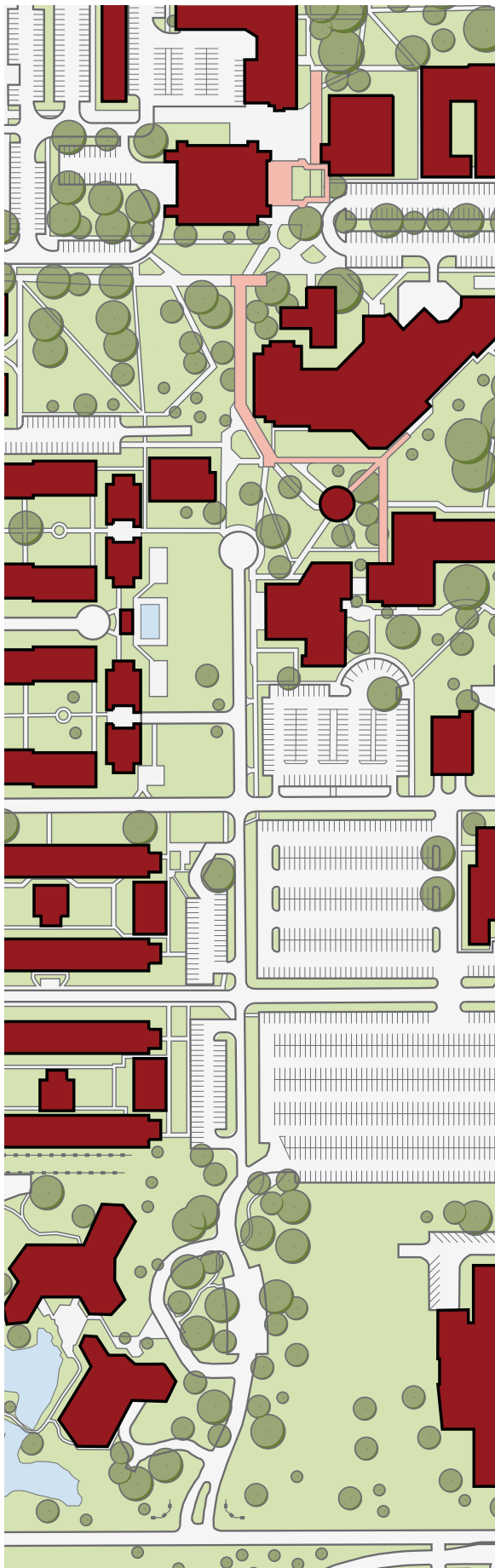
*The approach from the formal south campus entry along Rolfe Christopher Drive will delineate the campus with a strong identity at both the entrance and the terminus where the landmark tower anchors the Campus Core. A formal procession, flanked by academic buildings and organized around a central green, creates a sense of arrival and establishes the university's presence in the community.*











Existing Cardinal Mall 0' 135' 270'

CARDINAL MALL

Defined along its western edge by recent student housing projects, Cardinal Mall is a north-south axis running parallel to Rolfe Christopher Drive. This artery begins at the John Gray Center on Jim Gilligan Way, extending northward toward the library at the center of campus. The continuity of this otherwise wide, open lawn is currently interrupted by parking lots east of Monroe and Campbell Halls, and the Texas Success Initiative/Developmental Studies Building on the northern end. Removal of these obstacles would create a majestic green plaza stretching from the southern end of campus all the way to the Campus Core.

The eastern edge of Cardinal Mall is poorly defined, consisting primarily of parking lots and a few sparse academic buildings. The plan calls for the addition of more academic buildings along this edge, with a row of trees to provide shade and continued definition of the edge along remaining parking areas.

The western edge of Cardinal Mall is well-defined by residence halls, but the existing buildings do not engage with the Mall. Instead, these buildings obstruct interaction between residence hall courtyards and the Mall, depriving it of a more lively role in campus life. Giving these edge buildings new life as living/learning spaces with greater porosity and transparency will enhance the quality of the campus on both the courtyard and Cardinal Mall sides.

Residence halls would also benefit from greater variety of unit types, which could provide more incentive for sophomores, juniors, and seniors to remain on campus during their tenure at the University. Furthermore, residence halls could be designated by academic majors, or as honors colleges, creating an enhanced sense of identity and camaraderie within the student body.



Proposed Cardinal Mall 0' 135' 270'





*View from John & Mary Gray Library looking south*



*Residence Hall courtyard*



*Pavilion south of Cherry Engineering*



*View from residence halls looking north*

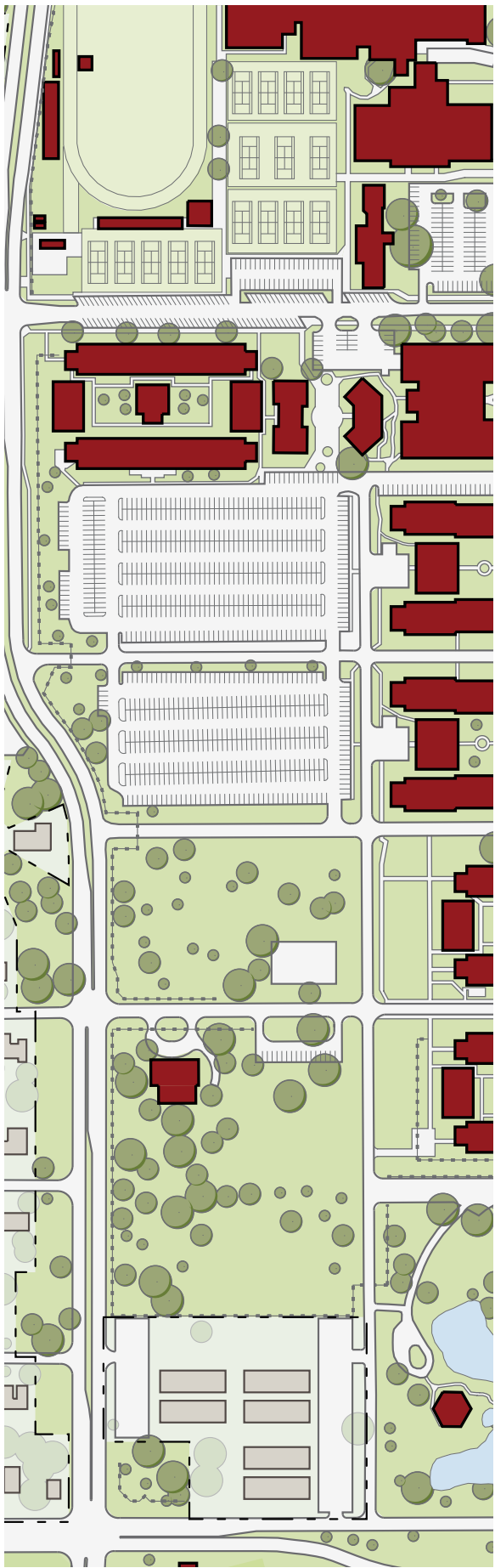








*View from the top of John & Mary Gray Library looking southward along the proposed long-range campus*



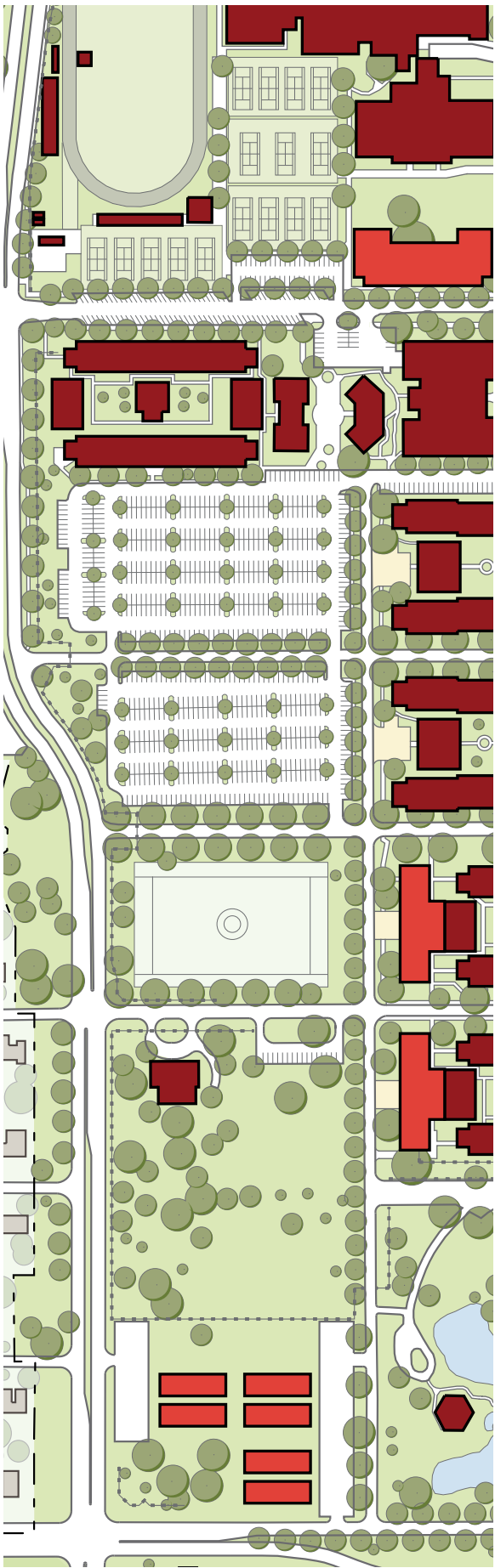
Existing University Dr. 0' 150' 300'

### UNIVERSITY DRIVE

The western edge of Lamar University is currently defined by University Drive, which abuts a residential neighborhood. The University presently owns some of the property directly across the street from the campus, and should continue to acquire additional lots along this edge as they become available. Ownership of these properties will allow the University to control treatment of both sides of the street with consistent landscaping and possible overflow parking opportunities.

Existing parking just east of University Drive would benefit from the addition of trees around the perimeter, as well as some islands with trees to provide shade and to minimize the visual expansiveness of paving. Land directly south of these lots could also be developed into an intramural athletic field to serve nearby student housing and add life to an otherwise subdued portion of the campus. The president's residence occupies a large piece of property just across Iowa Avenue from the proposed intramural field.

The northeast corner of University Drive and Jim Gilligan Way is currently occupied by an apartment complex. This is another property that the University should attempt to acquire, as it completes campus edges leading to a very prominent corner location.



Proposed University Dr. 0' 150' 300'





*Combs Residence Hall (Cardinal Village III) is typical of recent residential architecture along the southwest edge of campus*



*Ty Terrell Track & Field backs up to the western edge of campus along University Drive*



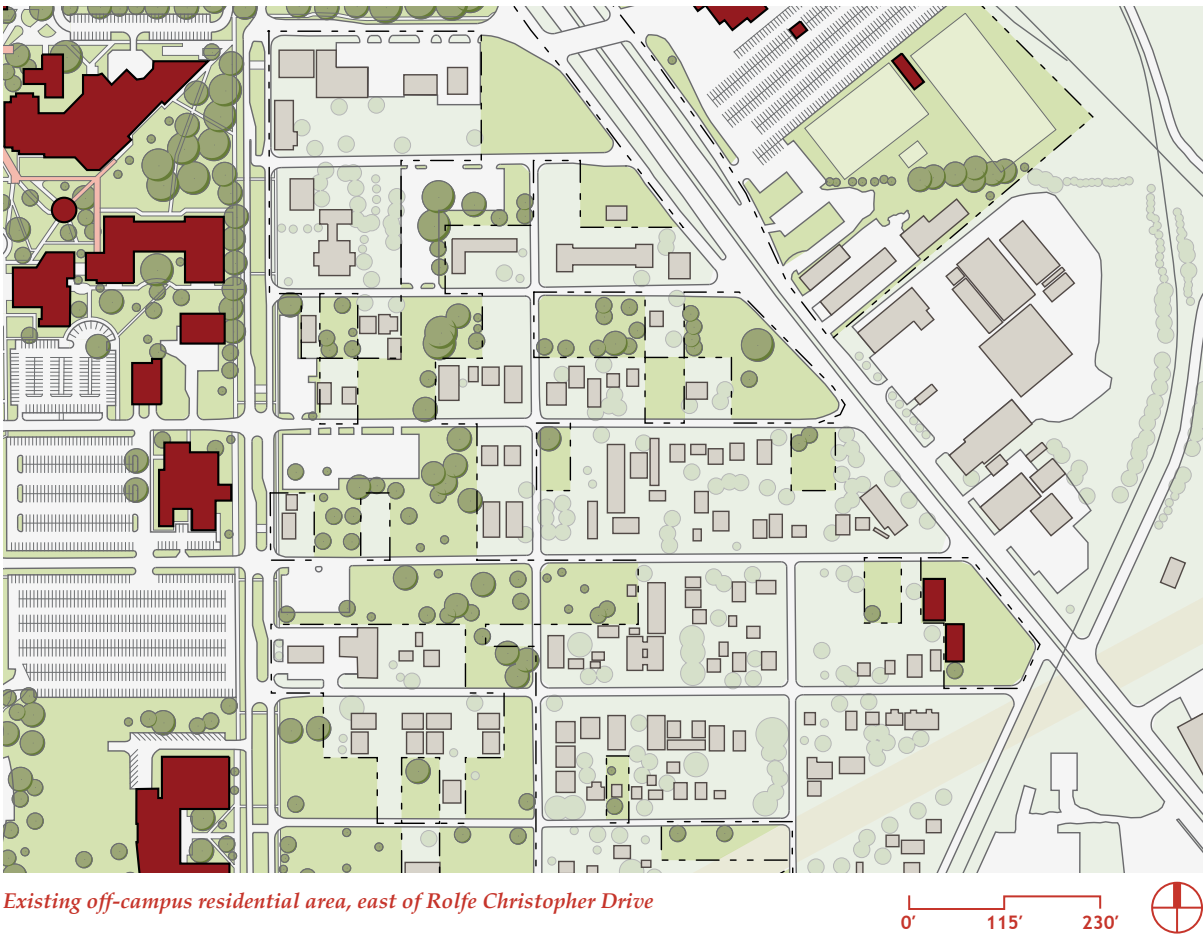
*Tennis courts located between Ty Terrell Track & Field and residence halls to the south*

THE TRIANGLE

Located southeast of Lamar University, The Triangle is a sparsely populated residential area with great potential to transform the edge of campus along Rolfe Christopher Drive. The University already owns a substantial portion of this area, although the remaining privately-held lots create a patchwork across the neighborhood as a whole. The master plan advocates continued acquisition of these remaining properties as they become available in an effort to eventually transform the entire area.

Many universities have lively adjacent residential and commercial districts that add character and appeal to their campuses. The Triangle represents just such an opportunity for Lamar University. In order to achieve this goal, the University should encourage mixed-use development along the eastern side of Rolfe Christopher Drive, and across the neighborhood toward Martin Luther King Jr. Parkway.

Ideally, such development along Rolfe Christopher should consist of two to three story structures with street level retail and attractive streetscapes. Development further into the neighborhood could include town homes, additional retail, and small offices, with parking concealed behind the buildings wherever possible. Along Martin Luther King Jr. Parkway, larger scale retail development appropriate to a major thoroughfare could also attract pedestrian traffic from the neighborhood to the west.



Existing residential street in The Triangle area



Resident seated outside of an existing home

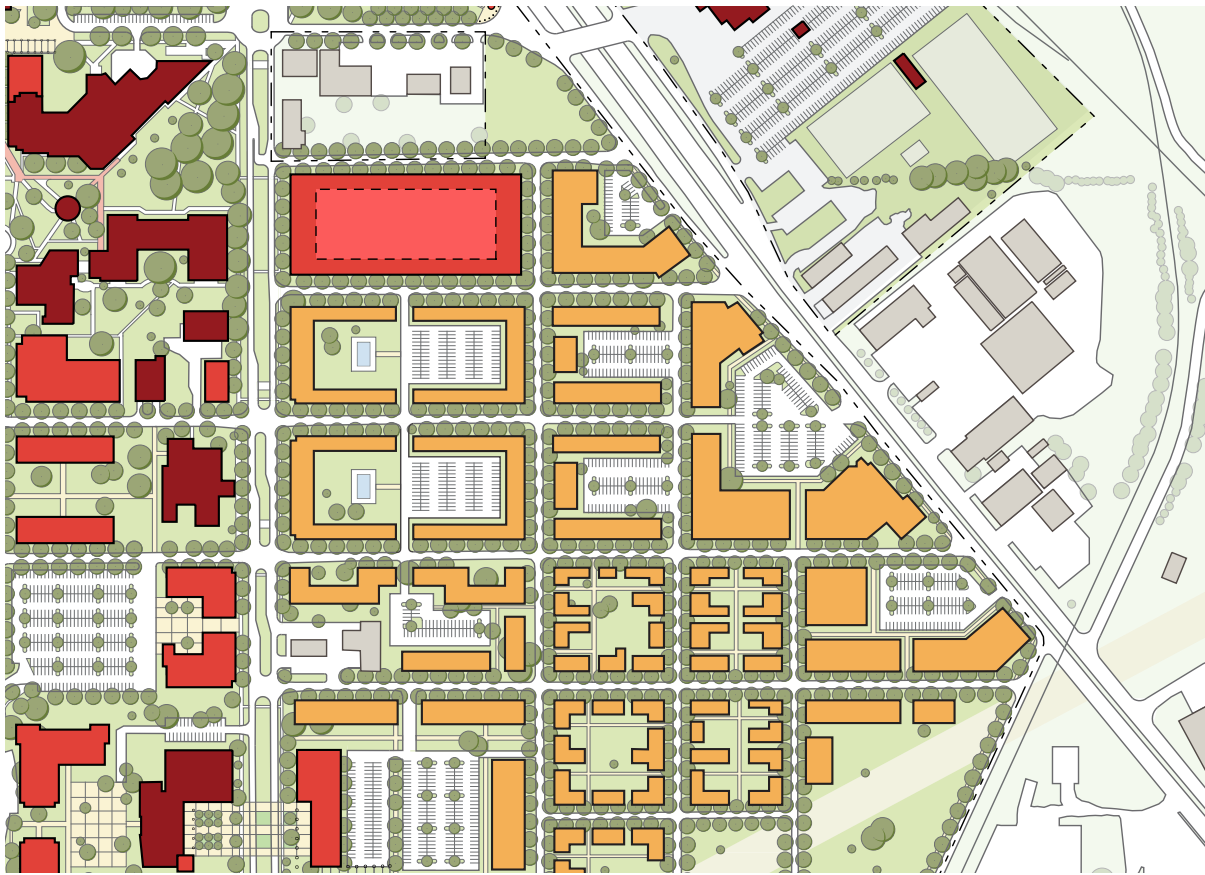


Savannah College of Art & Design - Broughton Street



Yale University - Broadway Street





*Proposed residential and mixed-used development (The Triangle)*



One major possibility for addressing many of the issues discussed in this master plan involves the introduction of a mixed-use parking garage at the northern end of the Triangle. By doing so, the University would be able to add academic buildings between Cardinal Mall and Rolfe Christopher Drive where vast expanses of surface parking now exist. This would increase the density of the campus south of East Virginia Street and strengthen the edges of major outdoor public spaces without reducing the overall quantity of available parking on campus.

The proposed location for this project would also create more parking spaces near the Campus Core, and could easily serve athletic events across Martin Luther King Jr. Parkway. This project could also set a precedent for how the east side of Rolfe Christopher Drive could be developed with ground floor retail and attractive streetscape amenities.



*Aerial view of the proposed campus plan overlooking 'The Triangle'*



*Aerial view of the campus looking northwest across the proposed Rolfe Christopher corridor, university tower and revitalized quad area.*















## IV. Guidelines



# IV. Architectural Guidelines

## CAMPUS GATEWAYS

Campus Gateways are major entrances designated by signage that formally proclaim arrival at the campus. This master plan acknowledges three primary campus gateways: The south entry at Jim Gilligan Way and Rolfe Christopher Drive, the east entry at Martin Luther King Jr. Parkway and East Virginia Street, and the west entry at University Drive and East Virginia Street. Signage at campus gateway locations should be highly visible, easy to read, and consistent.

While Lamar University’s existing signage is consistent, it is low to the ground and difficult to read at a distance. At the University Drive entrance, large-scale vertical signage for Ty Terrell Track currently competes for attention with campus gateway signage. There are also instances of signage at points that are not considered campus gateways. Future revisions of signage should be scaled appropriately to announce arrival at campus gateways.



Conflicting horizontal and vertical signs at University Drive



Signage at John Gray Alumni Center - not a campus Gateway



Signage at southern end of campus along Rolfe Christopher



Signage along Highway 287 frontage road



Campus entry point sign example - LSU Shreveport

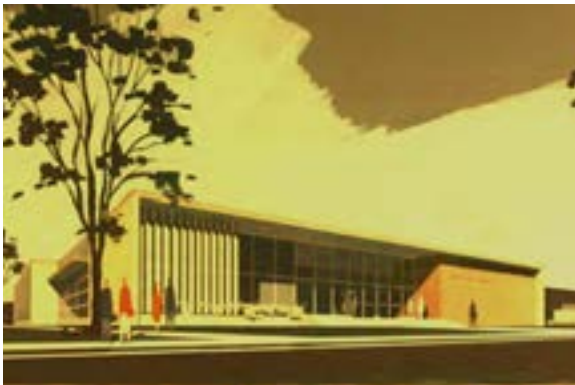




*Art Department Building*



*Hayes Biology & Geology Building*



*Proposed Dining Hall*



*Chemistry Building*



*Northrup Hall - Trinity University*

**MASSING**

Much of the character of the Lamar University campus is derived from the prevalence of 1950s and 1960s era architecture in the Campus Core. Many of these buildings, like those shown in the adjacent illustrations, exhibit scale and massing that are still appropriate to the campus today. In general, future structures should be at least two stories to provide adequate density, but not so large that they overwhelm the scale of other nearby buildings.

Academic buildings in the Campus Core are also characterized by flat roofs. More recent buildings along Cardinal Mall—residence halls and the dining facility—have deviated from this original campus vernacular through the incorporation of pitched roofs. While these massings are inconsistent with each other, it is advisable maintain consistency by building type. In other words, future academic buildings should continue to feature flat roofs while residential and dining structures should continue to have pitched roofs.

The building in the photo below is a good example of a recent academic building with massing, materials, and fenestration that would be appropriate to the Lamar University campus today. In addition, this building features a recessed colonnade along a portion of the ground level to provide ample, but unobtrusive shade for pedestrians.

**MATERIALS**

Consistent use of materials is one of the primary ways that a University can help ensure a sense cohesiveness across a campus, and across decades of construction. While architectural needs and sensibilities may change over time, adherence to common palette of materials helps create a unified and more dignified institutional presence. For Lamar University, those materials have traditionally been brick, cast stone, and concrete.

While brick has been used extensively throughout the campus, it has not been used consistently. As shown in the images below, brick colors, shapes, and patterns vary wildly, detracting from it potential cohesiveness as a common campus building material. While use of brick need not be identical in every way on all future buildings, the University should strive for greater consistency to strengthen the image of the campus as a unified whole.



*John & Mary Gray Library*



*The images above illustrate the excessive variety of brick that exist on campus*





*Lawn west of Brooks-Shivers Hall*

**FENESTRATION**

Transparency is a key element of creating an engaged and activated campus. Fenestration on buildings should encourage and strengthen connections between indoor spaces and outdoor areas as much as possible. Ground floor building facades should provide generous windows and openings that are clear and transparent (rather than reflective or tinted) to create lively and animated buildings, which in turn enhance the pedestrian experience and offer improved security.

Like adopting a more consistent approach to the use of brick, so should the University strive for consistency in its use of windows. As indicated in the adjacent images, existing campus buildings also vary significantly in the way that windows are used, or not used. There are horizontal bands of windows, vertical bands of windows, surfaces with small punched openings, and surfaces with no openings at all. While there are instances where certain facades do not require windows, these surfaces should not be oriented toward outdoor gathering and circulation spaces.



*Cherry Engineering - north side*



*Cherry Engineering - south side*



*Lawn between Geology and Social / Behavioral Sciences*



*Brooks-Shivers Hall*



**PUBLIC SPACES & ART ON CAMPUS**

Public spaces, both indoor and outdoor, are the connective tissues that bind the campus together. They are also the spaces that bind the students, faculty, and staff together by providing places for group study, events, socializing, meals, formal gatherings, chance encounters and breaks between classes. Public spaces on campus should encourage interaction with comfortable and inviting features.

Individually, buildings on a university campus are designed to accommodate a variety of functional needs—classrooms, labs, offices, libraries, etc. Collectively, however, these individual buildings can equal more than the sum of their parts when thoughtfully designed to create enjoyable outdoor spaces. Trees provide shade, diffuse sunlight, and soften the character outdoor spaces. Loggias offer attractive circulation space free from harsh Texas sunlight. Comfortable benches, lighting and landscaping add to the general appeal of such spaces. Especially on a university campus, buildings can and should be designed to achieve more than programmatic needs—they should be designed to create desirable spaces in between that connect and unify the campus.



*Plaza near the Setzer Student Center at Lamar University*



*Public Plaza at the University of Texas at San Antonio Downtown Campus*





Exterior detail on the Social & Behavioral Sciences building



Sculpture in public space near the Dishman Art Museum



'Icarus', an Umlauf sculpture at the Dishman Art Museum

Because technology allows students to learn in many different ways, public spaces should accommodate a wide range of needs, from quiet and secluded to open and visible. Layering spaces in sequences—indoor, protected areas that open successively outwards—creates opportunities for interaction and provides flexible settings for a variety of uses. This also creates places where people want to spend time and supports both learning and social activities that are essential to a vibrant campus.

As integral parts of the places that they occupy, works of art should be considered during the design process for public spaces. The University should actively seek opportunities to incorporate a variety of art, and at a variety of scales, in all of its future placemaking endeavors. Inclusion of art gives the campus an added dimension—creating moments of surprise, contemplation, and revelation, as well as visual cues for understanding and remembering special places on campus.



# Landscape Guidelines

After the initial two buildings which were constructed in the early 1940s, Lamar University’s present campus grew to fifteen buildings in the span of about seven years during the 1950s. These buildings came to define what is, still to this day, Lamar University’s most prominent outdoor space. The initial sparse landscaping of The Quad probably made this outdoor space feel quite enormous immediately after the buildings were complete. Over time, however, the original trees have become quite majestic—so much so that the space now feels overgrown and overly confined. Views to and from buildings are obstructed, and landmarks in the space are obscured by foliage. Effort should be made to strike a balance between the initial openness of the space and its present state of visual congestion. In doing so, and with improvements suggested on the adjacent page, the University can transform The Quad from a pass-through space into a variety of gathering spaces where events can be held, and where students, faculty, and staff can congregate and interact.

Architecture and landscape are what define the civic structure of a university campus. Broadly defined to include trees, plants, planters, pavements, benches, lighting, and other outdoor furnishings, the landscape complements the architecture, helps give form to outdoor public spaces, and enhances connectivity across the campus. Like massing, materials, and fenestration discussed on previous pages, landscaping should be implemented with consistency across the campus in order to create a perceptible sense of uniformity and singular identity.



*The plaza in front of the Setzer Student Center, c. 1953*



*The plaza in front of the Setzer Student Center today*





Existing conditions: outdoor gathering spaces

**OUTDOOR GATHERING SPACES**

When considering a new face for the university’s outdoor gathering spaces, it is important to consider the inclusion of flora for proper shade. Outdoor gathering spaces should exude an inviting warmth in materiality, plant life and color so that passers-by are made to feel welcome. A successful outdoor gathering space will incorporate all of these elements into its design while remaining true to the University’s plan and overall vision.



Proposed solutions: outdoor gathering spaces



Existing conditions: pavements and hardscape

**PAVEMENTS AND HARDSCAPE**

The incorporation of a successful hardscape relies primarily upon the play of various paver patterns, colors and textures over an area. Pavements should refrain from large swaths of colorless concrete so as to diminish solar glare and surface heat. The hardscape should also be mindful of proper drainage and runoff in order to avoid the pooling of water during a storm as well as slip/fall hazards.



Proposed solutions: pavements and hardscape



Existing conditions: outdoor furnishings

**FURNISHINGS**

Outdoor furnishings, such as chairs and benches, must be mindful of comfort for the user. Materials like wood or painted metal lend themselves easily to seat and back perforations, necessary for ventilation and faster drying after a storm.

Furnishings are dependent upon a strict adherence to complementary styles and similar details so that the entire space achieves a feeling of cohesiveness.



Proposed solutions: outdoor furnishings



Existing conditions: lighting

**LIGHTING**

Lighting fixtures, meant for larger public spaces, must recall the stylistic intentions of the surrounding outdoor furniture in context. It is vital that the fixtures be tall and bright enough for users to orient themselves within the space and identify pathways or access points easily.



Proposed solutions: lighting



**PLANT MATERIALS**

The following is a list of recommended plan materials:

**Shade Trees**

- ▶ Bald Cypress: *Taxodium distichum*
- ▶ Pecan Tree: *Carya illinoensis*
- ▶ Water Oak: *Quercus nigra*
- ▶ Live Oak: *Quercus virginiana*
- ▶ Red Maple: *Acer rubrum*
- ▶ Silver Maple: *Acer saccharinum*
- ▶ Southern Magnolia: *Magnolia grandiflora*
- ▶ Mexican Sycamore: *Platanus mexicana*
- ▶ Sweet Gum: *Liquidamber styraciflua*
- ▶ Tulip Tree: *Liriodendron tulipifera*
- ▶ Willow Oak: *Quercus phellos*
- ▶ Shumard Oak: *Quercus shumardii*
- ▶ Weeping Willow: *Salix alba*

**Evergreen Trees**

- ▶ Loblolly Pine: *Pinus taeda*
- ▶ Shortleaf Pine: *Pinus echinata*
- ▶ Longleaf Pine: *Pinus palustris*

**Ornamental Trees**

- ▶ Wax Myrtle: *Morella cerifera*
- ▶ Red Bud: *Cercis canadensis*
- ▶ Vitex: *Vitex agnus-castus*
- ▶ Crape Myrtle: *Lagerstroemia indica*
- ▶ Yaupon Holly: *Ilex vomitoria*
- ▶ American Holly: *Ilex opaca*
- ▶ Dogwood: *Cornus florida*
- ▶ Golden Rain Tree: *Koelreuteria paniculata*
- ▶ Japanese Plum: *Prunus mume*
- ▶ Purple Leaf Plum Tree: *Prunus cerasifera*
- ▶ Japanese Red Maple Tree: *Acer palmatum*
- ▶ Ornamental Pear Tree: *Pyrus calleryana* ‘Bradford’
- ▶ River Birch: *Betula nigra*

**Ornamental Grasses**

- ▶ Pampas Grass: *Cortaderia selloana*
- ▶ Little Bunny Grass: *Pennisetum alopecuroides*

**Groundcovers**

- ▶ Asian Jasmine: *Trachelospermum asiaticum*

**Large Shrubs**

- ▶ Abelia: *Abelia x grandiflora*
- ▶ Azaleas: *Rhododendron* spp.
- ▶ Indian Hawthorne: *Raphiolepis indica*
- ▶ Oakleaf Hydrangea: *Hydrangea quercifolia*
- ▶ Japanese Barberry: *Berberis thunbergii*
- ▶ Bottlebrush: *Callistemon* spp.
- ▶ Gardenia: *Gardenia jasminoides*
- ▶ Burford Holly: *Ilex cornuta* ‘Burfordii’
- ▶ Japanese Yew: *Podocarpus macrophyllus*
- ▶ Pittosporum: *Pittosporum tobira*
- ▶ Spirea: *Spiraea X vanhouttei* ‘Renaissance’
- ▶ Viburnum: *Viburnum tinus* ‘Compactum’
- ▶ Mock Orange: *Philadelphus x virginalis*
- ▶ Goldflame Spirea: *Spiraea x bumalda* ‘Goldflame’

**Small Shrubs**

- ▶ Holly Fern: *Cyrtomium falcatum*
- ▶ Lantana: *Lantana hybrid* ‘Confetti’
- ▶ Dwarf Yaupon: *Ilex vomitoria* ‘Nana’
- ▶ Cast Iron Plant: *Aspidistra elatior*
- ▶ Boxwood: *Buxus sempervirens*
- ▶ Sago Palm: *Cycas revoluta*
- ▶ Dwarf Yucca: *Yucca harrimaniae*
- ▶ Ornamental Pepper ‘black pearl’: *Capsicum annum*
- ▶ Mealy Cup Sage: *Salvia farinacea*
- ▶ Giant Blue Flag Iris: *Iris giganticaerulea*
- ▶ Dwarf Juniper: *Juniperus procumbens* ‘Nana’
- ▶ Durand’s Clematis: *Clematis durandii*

**Vines**

- ▶ English Ivy: *Hedera helix*
- ▶ Climbing Fig: *Ficus pumila*
- ▶ Wisteria: *Wisteria reticulata*
- ▶ Confederate Jasmine: *Trachelospermum Jasminoides*
- ▶ Potato Vine: *Ipomoea pandurata*
- ▶ Clematis Vine: *Clematis occidentalis*
- ▶ Virginia Creeper: *Parthenocissus quinquefolia*
- ▶ Coral Vine: *Antigonon leptopus*
- ▶ Coral Red Honeysuckle: *Lonicera sempervirens*



*Bald Cypress: Taxodium distichum*



*Abelia: Abelia x grandiflora*



*Lantana: Lantana hybrid ‘Confetti’*



*Asian Jasmine: Trachelospermum asiaticum*

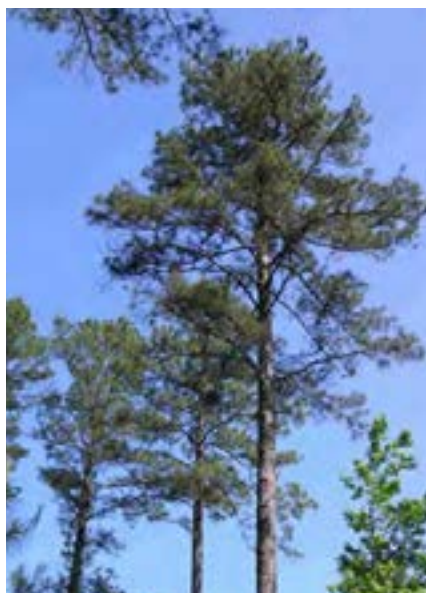




*Pecan Tree: Carya illinoensis*



*Live Oak: Quercus virginiana*



*Loblolly Pine: Pinus taeda*



*Vitex: Vitex agnus-castus*



*Azaleas: Rhododendron spp.*



*Indian Hawthorne: Raphiolepis indica*



*Oakleaf Hydrangea: Hydrangea quercifolia*



*Holly Fern: Cyrtomium falcatum*



*Cast Iron Plant: Aspidistra elatior*



*Dwarf Yucca: Yucca harrimaniae*



*Pampas Grass: Cortaderia selloana*



*Little Bunny Grass: Pennisetum alopecuroides*



*Mountain Pea: Orbexilum sp. nov.*



*English Ivy: Hedera helix*



*Wisteria: Wisteria reticulata*



*Coral Red Honeysuckle: Lonicera sempervirens*



# Parking Guidelines

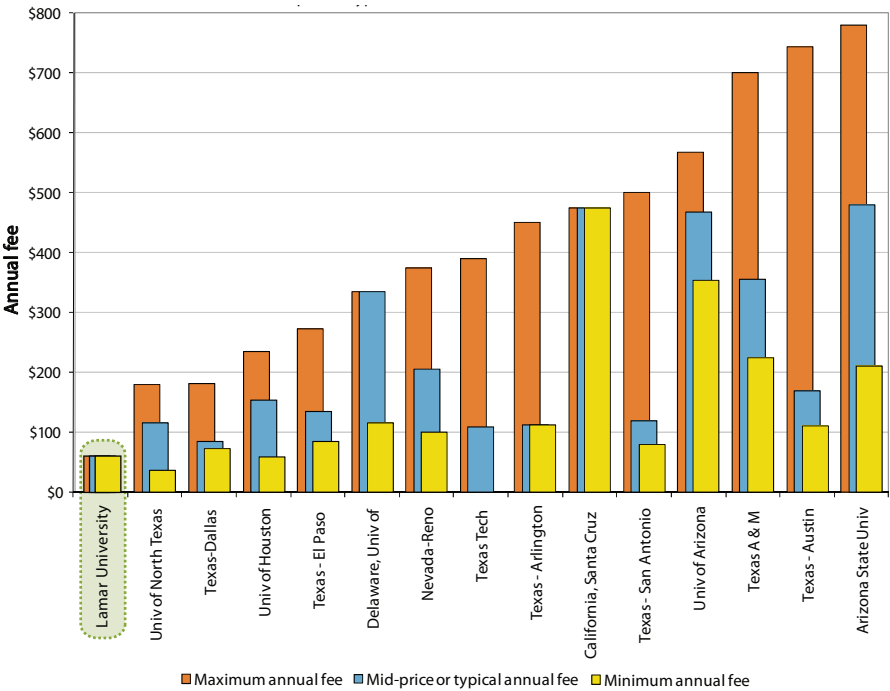
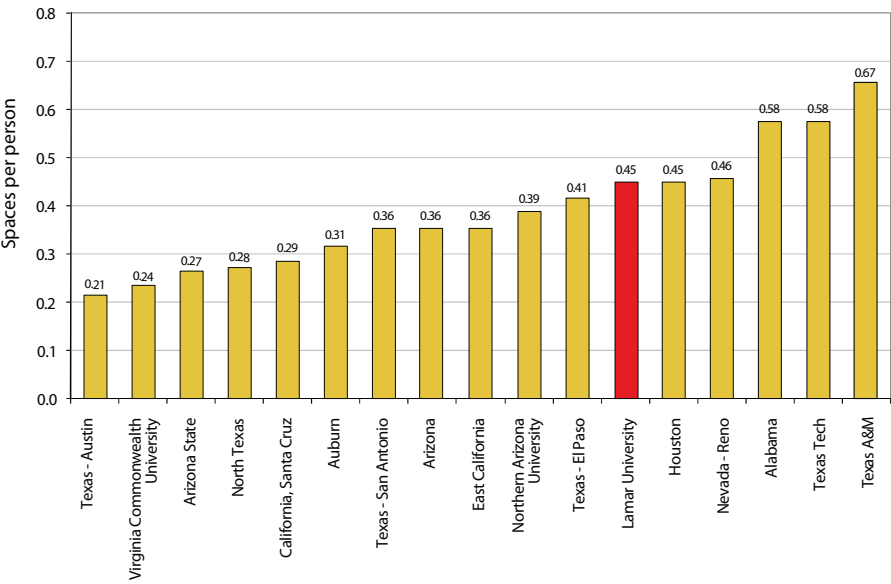
## PARKING ANALYSIS

Parking infrastructure for a university campus is an integral factor in student satisfaction. Projections of parking needs by enrollment involve different variables for residential students, commuter students, faculty, staff, and visitors.

The charts below illustrate how Lamar University’s parking situation compares to other universities, and may inform future decisions about how parking will evolve on campus. The chart on the left indicates that Lamar University currently offers more parking spaces per student than most of the other universities that were analyzed for comparison. The chart on the right shows that, among these same universities, Lamar currently charges the least amount per student to park on campus.



Existing surface parking lot east of MLK Parkway (Lot E-1 on campus map)







*Austin Community College . Rio Grande Campus Parking Garage*

At some point, Lamar University may require a parking garage to accommodate enrollment growth and to replace existing surface parking where new buildings are needed. Such a structure, proposed to support the civic structure of campus, has the potential to greatly enhance and define the eastern edge of Rolfe Christopher Drive. By incorporating ground-floor retail with wide sidewalks, shading devices, benches, lighting, trees and other landscaping, the new garage will enliven a side of the campus with great potential for dynamic public/private activity.

The proposed location of the parking garage will generate revenue for the university by serving multiple constituencies throughout the week, such as parking for football games and athletic events or university productions and exhibitions. In addition to 1,500 parking spaces, the area east of Rolfe Christopher would experience a surplus of parking options in the form of on-street parking.



*Austin Convention Center Parking Garage with mixed-use*



*Mixed-use parking garage . Austin Community College*



**EXISTING PARKING DISTRIBUTION**

Parking on the Lamar University campus is an issue the directly effects many of the improvements recommended in this master plan. Parking lots currently dominate many of the areas of campus that would be better allocated for buildings or outdoor public spaces. Surface parking on the western side of campus encroaches deep into the Campus Core, interfering with the quality of space near The Oval. Parking north of East Virginia Street behind the library is an inefficient maze of small lots. Vast expanses of surface parking north of Brooks-Shivers Hall create a strong feeling of disjointedness of the southern end of campus. Small parking lots east of Cardinal Village IV and V interrupt the continuity of Cardinal Mall. As the University moves forward, resolution of these and other parking-related issues will create opportunities greater density, improved walkability, and better defined outdoor spaces.



*Existing surface campus parking is shown in red and denotes the massive expanse of asphalt lots within the campus plan.*










**PROPOSED PARKING DISTRIBUTION**

A key component of the long-range plan for parking involves the construction of a mixed-use parking garage at the northern end of The Triangle on the east side of Rolfe Christopher Drive. The cost of this project, which could accommodate as many as 1,500 cars, can be weighed against the cost of acquiring more land for additional surface parking lots. A garage would also enable the university to replace some of its existing surface lots with new buildings in areas of the campus that need greater density and improved definition of outdoor public spaces.

The existing parking ratio throughout campus is roughly one parking space for every two students. The long-range plan targets a reduction of only 3.6% (or 259 spaces) from the original count, which will reflect a shift toward a more pedestrian oriented environment supported by vibrant public/private development adjacent to the campus. This development should include some off-campus housing, with parking, which will help offset the need for more on-campus parking. In addition, distribution of on-campus parking around the perimeter will free up space for more buildings in the center of campus, creating a more pedestrian-friendly campus core.

Existing parking lots, particularly those that remain as part of the long-range plan, can be improved with lighting and landscaping, which will also enhance security. A plan for such improvements would benefit from a campus lighting and security study, with special attention given to public spaces, circulation paths, and parking lots.

-  *Surface parking lots*
-  *Covered parking / parking garage*
-  *Pedestrian walking / bike loop*

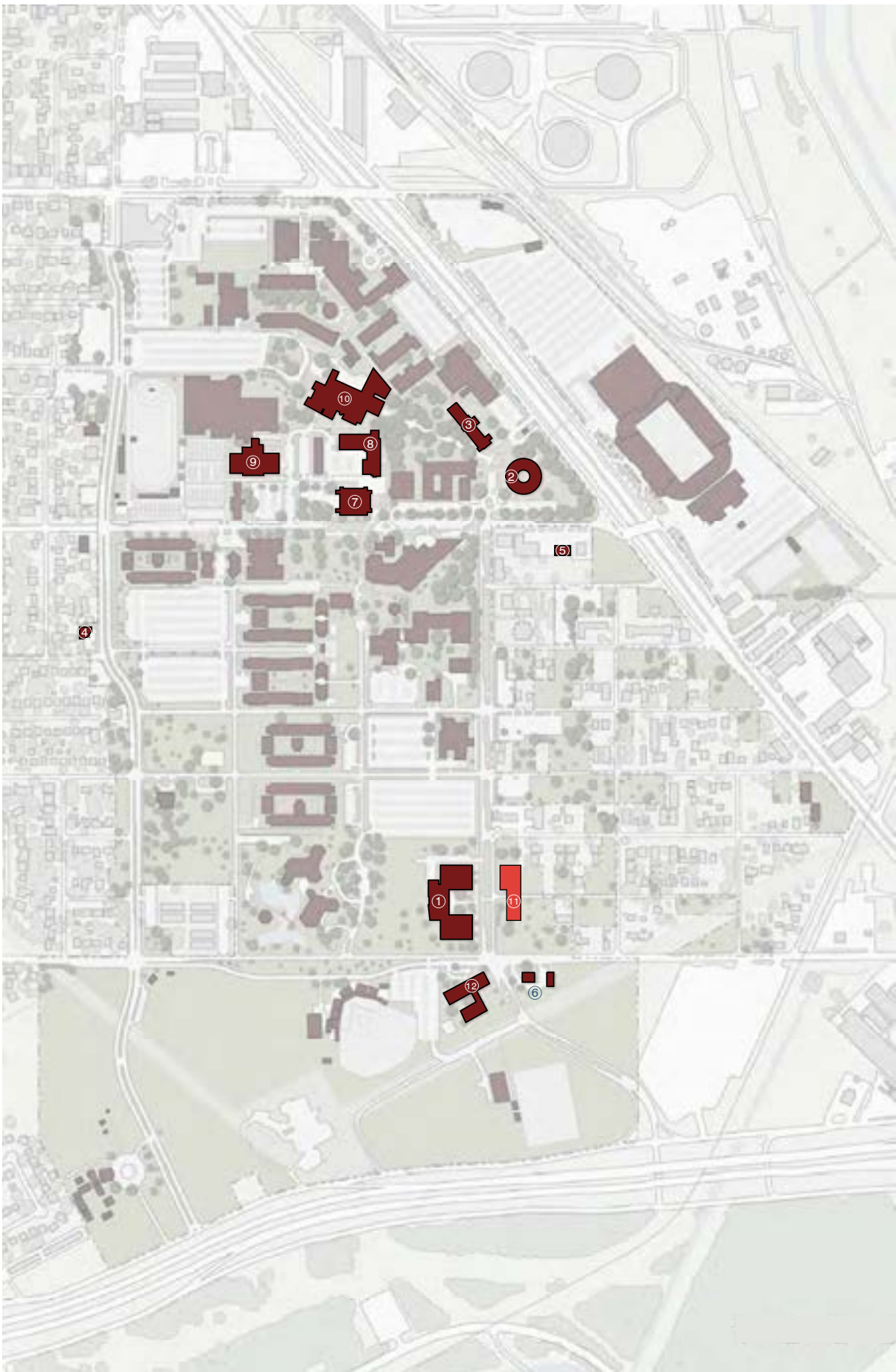
*The proposed long-term master plan aims to consolidate the expansive and uncoordinated parking lots to better serve the surrounding campus buildings. An additional parking garage will compensate for those lost spaces.*





# Proposed Personnel Relocation Plan

This is a snapshot in time which should be updated periodically. An in-depth study of this is outside the scope of the master plan. Office of space management, which is usually part of the Provost’s office, is generally responsible for such in-depth studies and recommendations.



*Existing campus plan highlights the first steps for coordinating vacant buildings and implementing the first phase of the master plan.*





- 1 Brooks-Shivers**  
Once renovations have taken place, relocate personnel from Plummer, Wimberly, Carl Parker.
- 2 Plummer (Administration)**  
Once vacated and personnel have been relocated to Brooks-Shivers, remove this building.
- 3 Wimberly (Admissions)**  
Once Finance, Financial Aid, Registrar, and Academic Services have been relocated to Brooks-Shivers, approximately 12,000 sf. becomes available to undertake the following renovations:
  - ▶ Classrooms with computer work stations for undergraduate Engineering.
  - ▶ Large generic classroom.
  - ▶ Relocate data center and network core from Cherry and Parker respectively.
  - ▶ Build out approximately 2,000 sf. of data center and network operations on 2nd floor.
  - ▶ Space for 'IT' personnel relocated from 'Banner' Building.
- 4 'Banner' Building**  
Once personnel have vacated and relocated to Wimberly, terminate lease.
- 5 Honors Building**  
Once personnel have vacated and relocated to Wimberly, terminate lease
- 6 H.R. Building**  
Once personnel have vacated and relocated to Brooks-Shivers, terminate lease and remove this building.
- 7 Library**  
Expand the 6th floor office space (late 2013) to accommodate office of sponsored research. This allows consolidation of online administration to John Gray 'B' and John Gray 'C' and creates office space in Carl Parker for expansion of College of Arts & Sciences Dean's Office.
- 8 Carl Parker**  
Relocate parking office to Brooks-Shivers.  
Renovations to accommodate centralized advising center personnel (finish December 2012); this will leave vacated space out of deans' offices in each college. Deans' discretion for use of spaces.
- 9 Communication Building**  
Relocate retention activities to Carl Parker, this allows the accommodation for Deaf Studies moved from Speech & Hearing Building.
- 10 Setzer Center**  
Relocate retention activities to Carl Parker, this allows more space for student affairs staff, student meeting and study rooms.
- 11 Training / Commercialization & Innovation Center (2014)**  
\*Using federal funds specific to this purpose.  
Once completed, relocate several personnel from Engineering Research Center. Possible alternative location for office of sponsored research.
- 12 Early Childhood Development Center**  
To be removed.



# Development Guidelines

## EXECUTIVE SUMMARY

In March 2012, Lamar University (“Lamar”, “LU”, or “the University”) engaged Barnes Gromatzky Kosarek Architects (“BGK”) and Brailsford & Dunlavey (“B&D” or the “Project Team”) to prepare a Campus Master Plan (the “Plan”). The goal of the master planning process was to develop a long-term, implementable strategic plan that balances demand for campus development with Lamar’s future growth initiatives. B&D was specifically asked to analyze the housing and retail opportunities available on the campus edge. B&D conducted the following analyses to develop the Plan:

- ▶ A visioning session to determine the advantages and disadvantages of expanding Lamar University’s housing program on campus and on the campus edge.
- ▶ An analysis of Lamar’s student demographics to clearly understand current and future demand patterns.
- ▶ An off-campus market analysis to determine market rates and to understand student preferences for apartments, rental homes, and retail near campus.
- ▶ An electronic survey to determine how students currently view the housing and retail markets and to quantify demand for new developments and future preferences.
- ▶ A demand based programming model to quantify demand by unit type, location, and student classification.
- ▶ A financial model to analyze the operations of the existing housing at Cardinal Village, as well as potential future retail and housing developments.
- ▶ The development of a phasing strategy to help balance future construction and renovation projects with University funding sources.

B&D’s analysis suggests that Lamar University has a unique opportunity to expand its presence into the off-campus market by increasing the scale and offerings at its campus edge. Specifically, the Project Team believes that the market on and near Lamar University can support the development of additional student housing and campus-oriented retail. While the opportunity for development exists, the Project Team believes that Lamar administrators will need to phase the development to maximize the strategic and financial benefits that can be realized with new retail and housing. The phasing strategy should take into account the following market factors:

## ENROLLMENT GROWTH IS A CRITICAL DRIVER FOR FUTURE DEMAND

- ▶ Lamar should continue analyzing its recruitment and retention strategy, specifically related to admissions standards and its locational focus. Additional housing and retail near campus will be most heavily supported by students who fit a more traditional residential profile and who have a higher likelihood of a four- or six-year graduation rate.
- ▶ Lamar University should continue working to expand the reach of its recruitment efforts to include the Houston market and beyond. Enrolling full-time students who live more than fifty miles from campus will increase the students’ propensity to live in on-campus housing.

## CURRENT IMBALANCES IN HOUSING SUPPLY AND DEMAND NEED TO BE RECONCILED

While there is a demonstrated demand for additional student housing in apartment-style units, the development of additional housing could increase the probability of vacancies in the existing non-apartment style Cardinal Villages. Lamar should consider making strides to increase the student community and occupancy at the Cardinal Villages to mitigate the risk of vacancy.

- ▶ Lamar should consider reducing on-campus housing costs to boost occupancy. Narrowing the gap between off-campus and on-campus rental rates will help Lamar capture price-sensitive students.
- ▶ Lamar should consider adjusting assignment policies to include a live-on requirement. Requiring all freshman and sophomores living more than 25 miles from campus to live in Lamar-sponsored housing would have a significant impact on the occupancy rates in the Cardinal Villages.
- ▶ Lamar can improve the sense of community in the Cardinal Villages by creating Living Learning communities and theme housing.
- ▶ Lamar should consider potential renovations to some of the existing Cardinal Village units to provide additional unit-type options for potential student residents.

Increasing student community at the Cardinal Villages will allow Lamar to consider building new apartments while reducing the risk of vacancies in the existing on-campus housing.

## CONVENIENCE-BASED RETAIL IS NEEDED IMMEDIATELY. DESTINATION-BASED RETAIL SHOULD ONLY BE PLANNED FOR LONG-TERM DEVELOPMENT

- ▶ There is immediate demand for convenience-based retail to serve faculty, staff, and students at Lamar University. The most demanded convenience-based retail is fast food restaurants, a convenience store, a banks or ATM, and clothing stores. The retail would primarily be used by the Lamar community, but neighbors within a five to ten minute drive of the campus would also utilize the new retail.
- ▶ Although some convenience-based retail is demanded, the Beaumont market near Lamar University is not likely to support the development of destination-based retail in the near future. Lamar will need to develop its campus edge with a few phases of convenience-based retail and housing in order to build a critical mass of residents and tenants that would attract future development.
- ▶ The Project Team believes that Rolfe Christopher Drive provides the most favorable location for future campus-edge development.
- ▶ In the long-term, Lamar can help redevelop the entire area to the east of campus. When developed successfully, the campus edge will likely include student housing, convenience-based retail, new office development, market rate housing, and destination-based retail. However, to accomplish the long-term vision will take time and will require University investment early in the process.

## **PARTNERSHIP STRUCTURES WITH THE CITY AND THE PRIVATE MARKET WILL BE REQUIRED**

- ▶ Lamar does not own the entire campus edge nor does it have the financial resources to develop the entire campus edge on its own. Lamar will need to work with a variety of partners, both public and private, to ensure that development near its campus is aligned with the strategic goals of the institution.
- ▶ B&D recommends that Lamar University takes responsibility for driving the development process.

## **RECOMMENDED DEAL STRUCTURE**

B&D recommends that Lamar University serves as the Master Developer for the campus edge initiative. The Master Developer model allows the University to balance risk and control while it is involved in the continued planning and implementation of the campus edge development. As the Master Developer, the University would syndicate individual parcels of land within a larger development zone for either self development or third party participation, depending on the needs and demands of the development zone. Although Lamar does not own the entire campus edge, the University can work with the City to establish design and development controls and zoning to maintain consistency in final development concepts, details, and execution.

In the Master Developer scenario, the University could maintain authority over the schedule and the overall development concept. As the Master Developer, the University would be responsible for securing any funds that may be available for infrastructure improvements, including funds from potential tax-increment financing or tax increment reinvestment zone (TIRZ) projects. While the role of Master Developer typically has a significant presence throughout the development process, the Master Developer is usually flexible as to the level of support - financially, physically, and strategically – required by the development partners to successfully implement the project.

B&D recommends the Master Developer role for Lamar because it will allow the institution to balance risk and control as continued planning and implementation of the campus edge occurs.

## **NEXT STEPS**

At the conclusion of the master planning process, B&D recommends that Lamar administrators need to engage internally to determine which development components should be self developed by the University. Once a strategy is formed, the University should engage the City and private development partners about potential development opportunities. Since the University does not own all the land on the campus edge, the University should be selective about sharing development plans and concepts with potential private partners. Lamar University should run a carefully orchestrated process to ensure that partnerships for the campus edge initiative meet the strategic objectives of the institution.



# Technology Guidelines

## EXECUTIVE SUMMARY

The Lamar University Technology Assessment and Master Plan (included as a separate appendix to this master plan) will provide a program, comparison, and recommendations of current and emerging technology trends. Our intent is to provide information that compares the Lamar technology environment with similar like-sized higher education deployments.

## FUTURE SYSTEMS FEATURES & DEPLOYMENT

The following is a brief overview of the projects that are planned to be implemented by Lamar's technical staff.

- ▶ Network Infrastructure - Update the aging data network infrastructure to support the campus growing technology needs, including wireless and security video surveillance.
- ▶ Wireless Network- It has been reported that much of the wireless coverage has connectivity and capacity issues. Wireless services include cellular, radio and WiFi. Lamar's IS team explained that wireless coverage is inconsistent throughout the campus. Many of the students and staff have connectivity issues using AT&T cellular services. Verizon users are not experiencing connectivity or performance issues. In addition, WiFi has been deployed on a per needed basis and is not standardized. There is an immediate need to correct and augment the aging WiFi infrastructure with controller-based solutions and replace or upgrade WAPs.
- ▶ Security Systems – The first step is to conduct a university wide security assessment. This assessment will assist in the development of university wide security standards to mitigate risks. Because integration is a key factor in developing campus standards and future systems design, the process will involve facilities and police. The second step is to utilize the Brooke-Shivers project to develop, specify, and deploy standards. Once standards are established, the final step is to replace existing equipment as it fails or is scheduled for maintenance with new equipment that matches standard.
- ▶ Data Center Infrastructure – Current Data Center are aging and have potential environmental risks such as flooding, and power failures. Each data center is described below.

## CHERRY ENGINEERING BUILDING

Main Data Center. Lamar University's main data center for the campus is approximately 1600 square foot of raised floor data center space and attached administrative office space. The Network Operation Center (NOC) for the campus is also located next to the main data center room and is approximately 175 Square feet of space.

- ▶ Power Condition – The power supply for the data center is inadequate and the age of the UPS and generator is a concern and will need to be addressed in the master plan. The building does not have 408 service, the systems are still supplied through a 208 system, which will be difficult to upgrade.
- ▶ HVAC Condition – The air system is barely adequate for the data center room at its current capacity. Data Center room temperatures fluctuate depending on the outside temperature. The age of the system is a concern and will need to be addressed in the master plan.
- ▶ Flooding – Prone to flooding due to the adjacency to the storm drain function and grading.
- ▶ Security Condition – Access to the current NOC and data center is handled with manual keyed doors and a manual sign in procedure system. Currently the campus does not have a campus wide security system or access control system. Like many of the campus buildings, they each have separate intrusion / burglar alarm systems. The data center is on a separate intrusion or burglar alarm system that is monitored. The data center does have IP security cameras located inside and outside the data center, and can be monitored at the police command center, as well as be accessed from a computer attached to the network.

## CARL PARKER BUILDING

The Campus Network Core is located in a non-condition storage closet that neighbors a mechanical room. The Carl Parker building is also the main termination point for most campus fiber backbone cabling.

- ▶ The network equipment and cabling infrastructure is vulnerable to environmental and security threats. The neighboring mechanical room houses steam pipes, hot water heater, and other HVAC equipment and supply pipes and is a concern for the network core and fiber cabling location for the campus.
- ▶ The network core space is collocated with shared storage.

Possible locations for the data center and network core relocation would be Wimberly Building next to the existing Entrance facility, or a new space to be determined. The age of the data center is a concern and will need to be addressed in the master plan.





