



CAMPUS MASTER PLAN  
Executive Summary

JUNE 6, 2016









# EXECUTIVE SUMMARY

The 2016 Oakland University Campus Master Plan is a bold, long-term vision designed to support the aspirations of OU's strategic vision.

The University's strategic vision reinforces and extends the existing campus structure to anticipate growth in a compact, connected and organized manner. Through renovation, re-purposing and new construction, implementation of the Plan will: provide more teaching facilities, support growth of the University's research enterprise, create a more residential campus and promote community engagement.

The first objective of the Plan is to immediately meet institutional needs with clearly identified project locations. Second, it identifies near-term building and open space opportunities that will enhance existing campus strengths. Third, it also creates a flexible framework for long-term potential growth.

The Plan document is intended to guide sustainable campus growth to promote a cohesive campus character and identity, steward the heritage of Oakland University and celebrate the campus' unique sense of place.

# master plan process

## OVERVIEW

Beginning in September 2015, the approximately ten month planning process engaged the campus community in an open dialogue regarding the future of the OU campus. The scope of the planning effort focused on the Academic portion of the core campus, but also makes recommendations for other contiguous campus holdings as well as the Macomb location. While the preservation and stewardship of the historic district surrounding Meadow Brook Hall is implicit in the 2016 Campus Master Plan, specific initiatives and actions for that property will be addressed in a separate study.

The Plan addresses current and future space needs based on an 11% enrollment increase projected by the year 2025 to reach a total student headcount of 23,000 and staff headcount of 2,800.

The process to develop the plan was guided by the Campus Master Plan Steering Committee which encouraged broad participation and input. During the 10-month process the planning team met with virtually every campus constituent group and the City's of Rochester Hills, Auburn Hills and Oakland County. Six on-campus workshops included student, faculty and staff open houses, meetings with academic department heads and student life and athletics leadership, as well as consistent input from President Hynd, the Board of Trustees and senior administration. The plan was presented to the University's Board of Trustees for approval on June 6, 2016.



Presentation to Student Congress



Meeting with Senior Administration

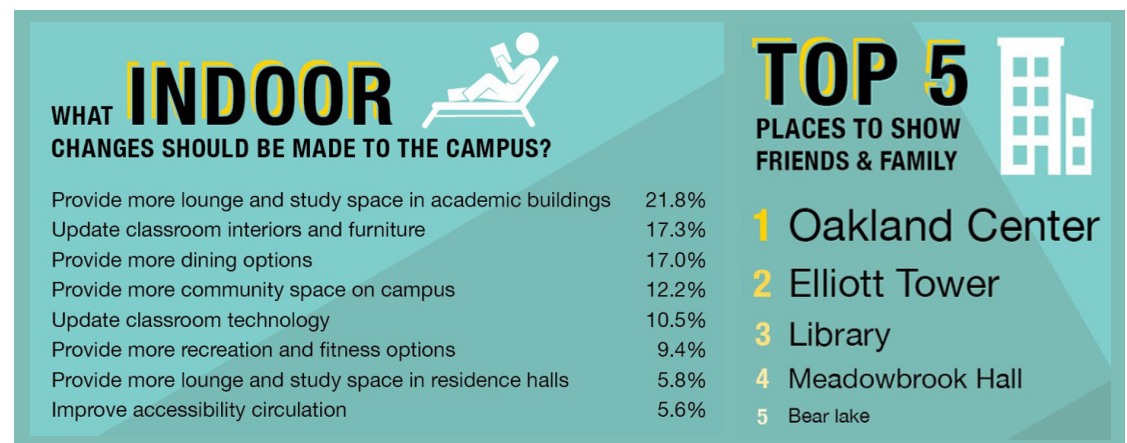


Figure 1.1, Key Student Survey Responses







## strategic vision alignment

Through initiatives from its Strategic Plan and the implementation of this Master Plan, Oakland University seeks to be the leading metropolitan institution in the state of Michigan and a national model for student centered learning and engagement. Within the fiscal climate of reduced state funding for higher education, institutional growth in teaching and learning facilities at OU has not kept pace with steady increases in enrollment. Current conditions reflect a nearly 500,000 assignable square foot (ASF) deficit based on state guidelines and informal benchmarking of similar institutions. While several new state-of-the-art facilities have recently been constructed on campus, multiple existing facilities are in dire need of upgrades to systems infrastructure and building modernization. Existing classroom utilization is so high that the addition of course offerings would be nearly impossible without new facilities.

Campus initiatives to increase enrollment, grow academic programs and create more active-learning teaching environments. Campus life initiatives include creating a more robust living/learning environment with new residence halls and student life facilities to improve recruitment, retention and overall student success.

In parallel, growth in interdisciplinary research and creative innovation is an aspiration for the near-term. In particular, alignment between strong academic programs and regional industry could be leveraged to create research opportunities on campus. Greater community engagement through such partnerships as well as through the arts, athletics and outreach programs are also important strategic goals.

Future total space needs to support these various initiatives, based on the projected enrollment increase, grows in 10 years to nearly 1.2 million ASF of new space need.

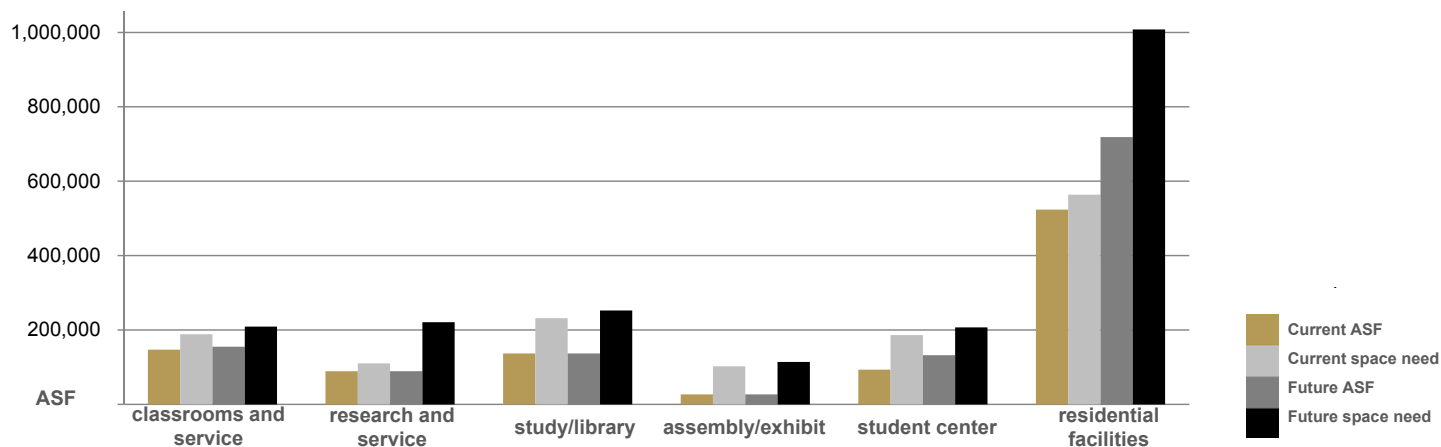


Figure 1.3, Space Needs Assessment Summary Chart



## master plan goals



### VIBRANT CAMPUS LIFE

Foster **student success** through a robust **teaching, learning and living** environment and comprehensive **student services**.



### OUTSTANDING PROGRAMS

Be recognized as a **strong research and scholarly environment** focused on **creative endeavors** and on the **discovery, dissemination and utilization of knowledge**.



### COMPELLING PHYSICAL PRESENCE

Become a **leader in serving the needs and aspirations of our communities and region** through expanded community relationships, institutional reputation and visibility and engagement.

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# master plan overview

## PLANNING CONCEPTS

The Plan proposes specific facility and infrastructure recommendations for current capital, near- and long-term, projects. Beyond siting specific capital projects, the intent of the plan is to create a framework for coherent long-term growth that is both visionary in concept and flexible in implementation.

### Oakland University Campus

The 1,443 acre former estate of Matilda Dodge Wilson consists of a unique blend of resources and amenities. Meadow Brook Hall and the surrounding Historic District form the iconographic original context of the property. Meadow Brook Amphitheater and the Katke-Cousins and R&S Sharf golf courses extend the open bucolic feel of the east side of campus. A natural hydrological system and woodlands form much of the center and southwest portion of campus. The main academic and residential district is on the west side of the property. It is characterized by a mix of well-formed and lovely open spaces such as Library Mall and functional nondescript spaces such as Parking Lot 1. Library Mall presents the quintessential collegiate image at the core campus gateway, while P-1 presents a utilitarian identity that does not reflect the dynamic intellectual community that is OU.

## LAND USE PLAN

The Plan defines place and program-based opportunities to promote the concept of "one campus, multiple overlapping districts."

### Reinforce and Grow the Academic Core

- A relatively compact Academic District will see significant new facilities through the infill of under-utilized areas. This concept will allow for needed growth while reinforcing the pedestrian-oriented nature of campus. Most new academic facilities will be within a five minute walk of the Elliott Tower at the center of campus. This approach to reinforcing the core allows complementary and overlapping districts to develop around it, as well as the opportunity to leverage other property for revenue generating enterprises.

### Steward the Character of the Historic Campus

- Meadow Brook Hall and its environs should remain the centerpiece of the Oakland Campus as its origin and cultural heart.

### Expand the Living and Learning Environment

- The existing North Residential Village will see renovations and upgrades to create a greater sense of community. A new South Housing Village, ultimately encompassing approximately 2,000 beds will substantially transform the area southeast of the academic core and expand the living and learning environment.

### Plan for Entrepreneurial Innovation Partnerships

- As the academic core is strengthened through higher density, the area south of Pioneer Drive is developed as an Innovation District to connect the academy and industry through research partnerships on campus.

### Create an Inviting Community Presence

- Mixed-use developments along Squirrel Road and at the northeast corner of campus will transform the campus identity to the surrounding community. It will bring revenue generating, welcoming social and cultural enhancements to campus, further embedding OU in the community.

### Unite Athletics and Recreation

- Plan recommendations utilize multiple strategies to connect the Upper and Lower Fields for a unified and better-served district.

### Land Bank of Potential Development Zones

- Other University properties not immediately needed or in use for mission critical activities should remain as currently used until a new need or opportunity arises. Sale of OU property is discouraged.



## CAMPUS ANALYSIS

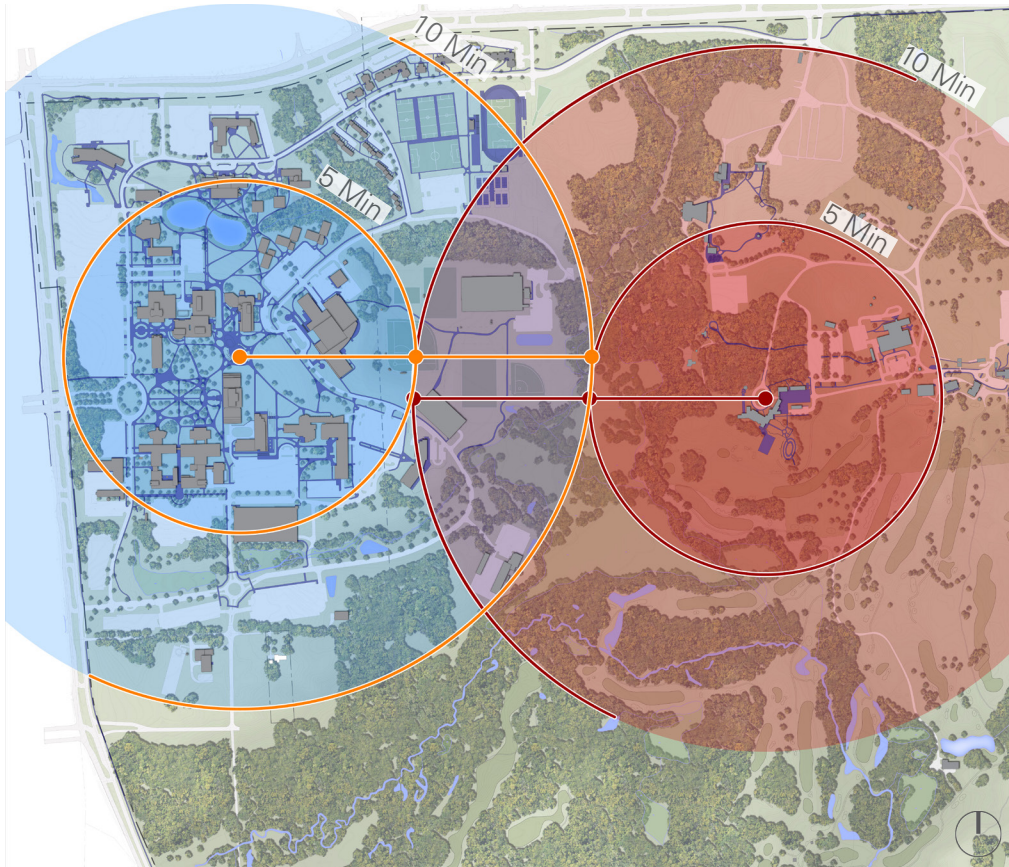


Figure 1.4, Five and Ten Minute Walking Circles

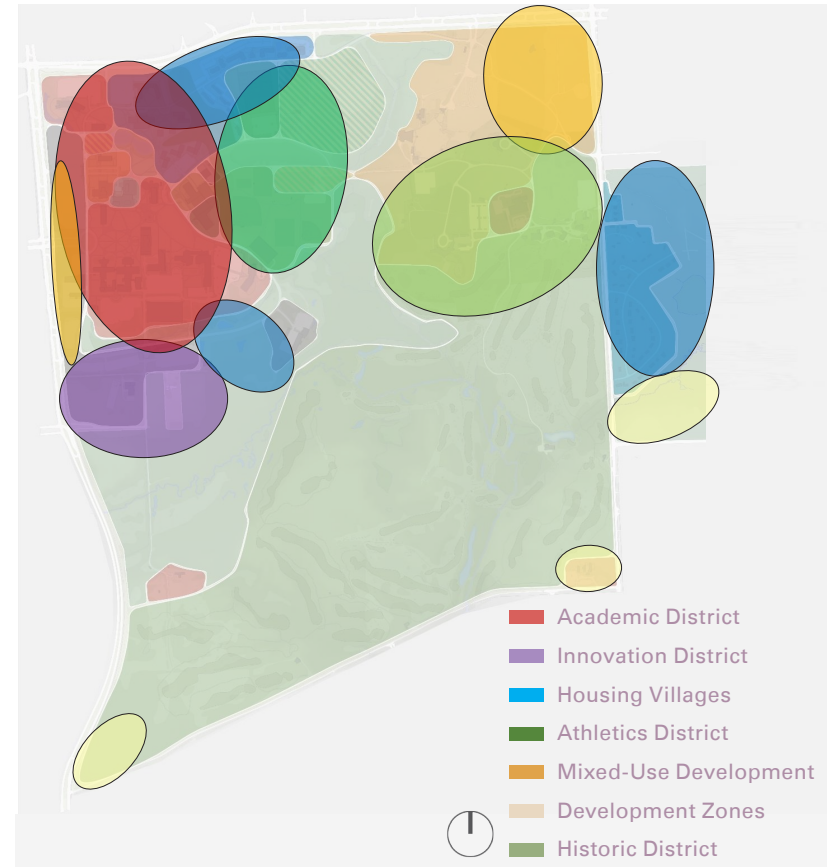


Figure 1.5, Land Use Plan

FRAMEWORK PLAN

Individual proposed projects will provide new and renovated program space to help reconcile space needs. Through integrated planning, larger framework concepts will inspire the stewardship of resources, functional adjacencies and place-making on campus. The Framework Plan lays out the basic structure for future campus growth and allows for flexibility in its implementation. Elements of the Framework Plan are graphically depicted on the next page and listed below:

- Focuses campus academic and student life growth within the existing loop road to maximize land resources and leverage other parcels for potential revenue producing partnerships
- Enhances the vibrant core campus by expanding the student center, increasing dining choices and adding collaborative study spaces
- Recommends ways to implement academic department growth aspirations and increase the number of overall classrooms
- Expands the residential character of campus with a new South Campus Housing Village with approximately 2,000 new beds
- Re-envisions the University Drive Gateway and community engagement along Squirrel Road
- Strengthens the Open Space Network; creating more usable outdoor spaces and better connections across campus
- Creates a new Research District designed to attract industry partnerships
- Proposes a new southern and eastern campus loop road to reduce congestion and pedestrian conflicts
- Addresses parking capacity issues through strategic placement of new parking facilities as well as through policy initiatives
- Enhances the campus infrastructure capacity to align with growth projections and functional needs through sustainable measures
- Develops an implementation strategy for new campus projects
- Develops design guidelines for future building and campus improvements

PROGRAM	PLACE
Parking	Pedestrian Oriented, Stewardship of land
Housing	Residential Campus, Build Community
Student Center/Dining	Vibrant Campus Life, Student Success
Classrooms	Active, Smart, Flexible
Meeting/Study Space	Flexible, Multi-Use, Engage Community
Research	Interdisciplinary, Entrepreneurial

Quantitative Needs | Qualitative Goals



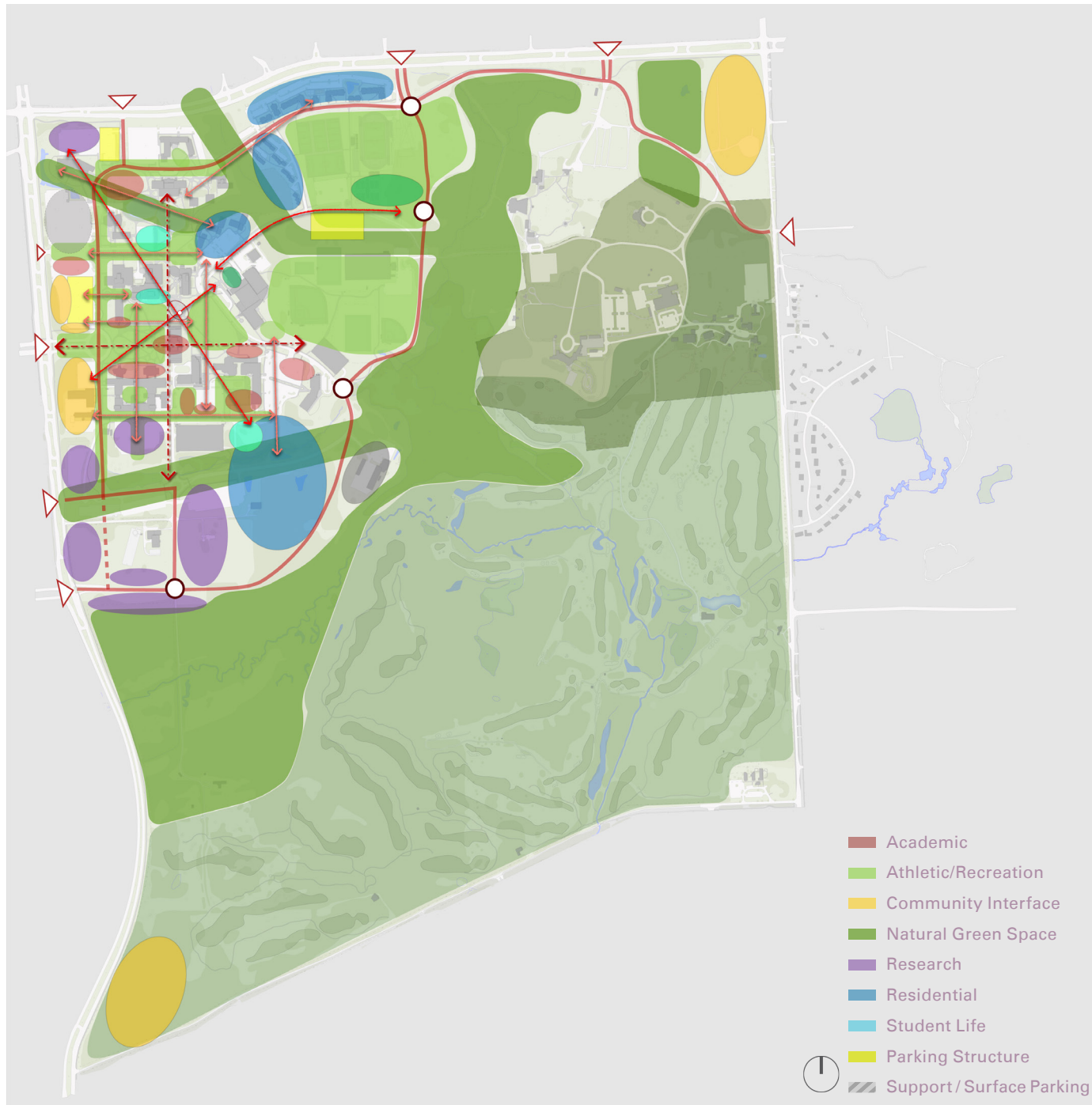


Figure 1.6, Framework Plan

## NEAR TERM PLAN

Near-Term projects include current Capital Projects and subsequent projects that will position OU to fulfill its strategic vision for enrollment growth to 23,000 students. This plan provides new and renovated teaching spaces, expanded research capability, more on-campus student residences and student life amenities. In order to build flexibility into the plan, more projects are shown in this phase than are likely to be realized. Fortuitous events may occur and change the immediate needs of the institution. Within the context of this near-term period, implementation logistics may dictate that some projects happen before others.

### NEAR-TERM PLAN

#### APPROXIMATE TOTAL GSF:

New	2,270,000
Renovation	720,000
Student Housing	±1,400 beds
Mixed Use (# 36)	620,000

#### ID PROGRAM

- 1 Industry-University Collaborative Research Building
- 2 Environmental Science Facility
- 3 South Dining Hall
- 4 South Housing – Phase 1
- 5 South Housing – Phase 2
- 6 South Student Center and Recreation Center
- 7 Facilities Management – Skilled Trades Addition
- 8 Central Receiving and Support Services
- 9 Integrated BioMedical Research - Phase 1
- 10 Multi-Disciplinary Building
- 11 Kresge Library – Addition and Renovation
- 12 School of Business - Elliott Hall Addition
- 13 College of Arts & Sciences (CAS) – Varner Renovation
- 14 School of Education - Pawley Hall Addition
- 15 Lower Fields Support Building
- 16 Student Recreation Expansion – RAC Renovation
- 17 Athletics – Lepley Renovation/Addition
- 18 CAS – O’Dowd Renovation (Med School Vacate)

The Near-Term Plan transforms the Academic District with infill projects and an extended and connected open space network. A proposed mixed-use development on P1 along with continued growth at the northwest corner will change OU's identity along Squirrel Road and Walton Boulevard. The Convocation Center will create increased activity on campus and in the community. The corner of Walton and Adams Road provides a great opportunity for revenue generating development, potentially through a public private partnership. Research facilities begin to populate the overlap between the Academic and Innovation Districts.

- 19 Oakland Center Addition and Renovation
- 20 Welcome/Alumni/Outreach Center
- 21 Parking Structure, 1,176 spaces
- 22 CAS – New Concert Hall and Academic Space
- 23 CAS – Wilson Hall Renovation & Addition
- 24 Multi-Disciplinary Building
- 25 Anibal, Fitzgerald & Pryale Renovation
- 26 Parking Structure, 1,840 spaces
- 27 Convocation Center/Athletics/Community Interface
- 28 Matthews Replacement Housing
- 29 Hill Hall and Van Wagoner Hall Renovation
- 30 Vandenberg Hall Renovation
- 31 Social Sciences New Building
- 32 School of Medicine
- 33 Health Professions Research Building
- 34 Parking Structure, 1,150 spaces
- 35 Meadow Brook Museum - Former Incubator Space
- 36 Mixed Use Development





Figure 1.7, Near-Term Plan

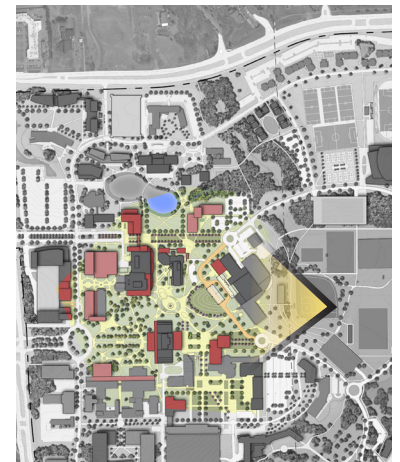




New Development East of Kresge Library; Positioned over the O'Rena Looking West

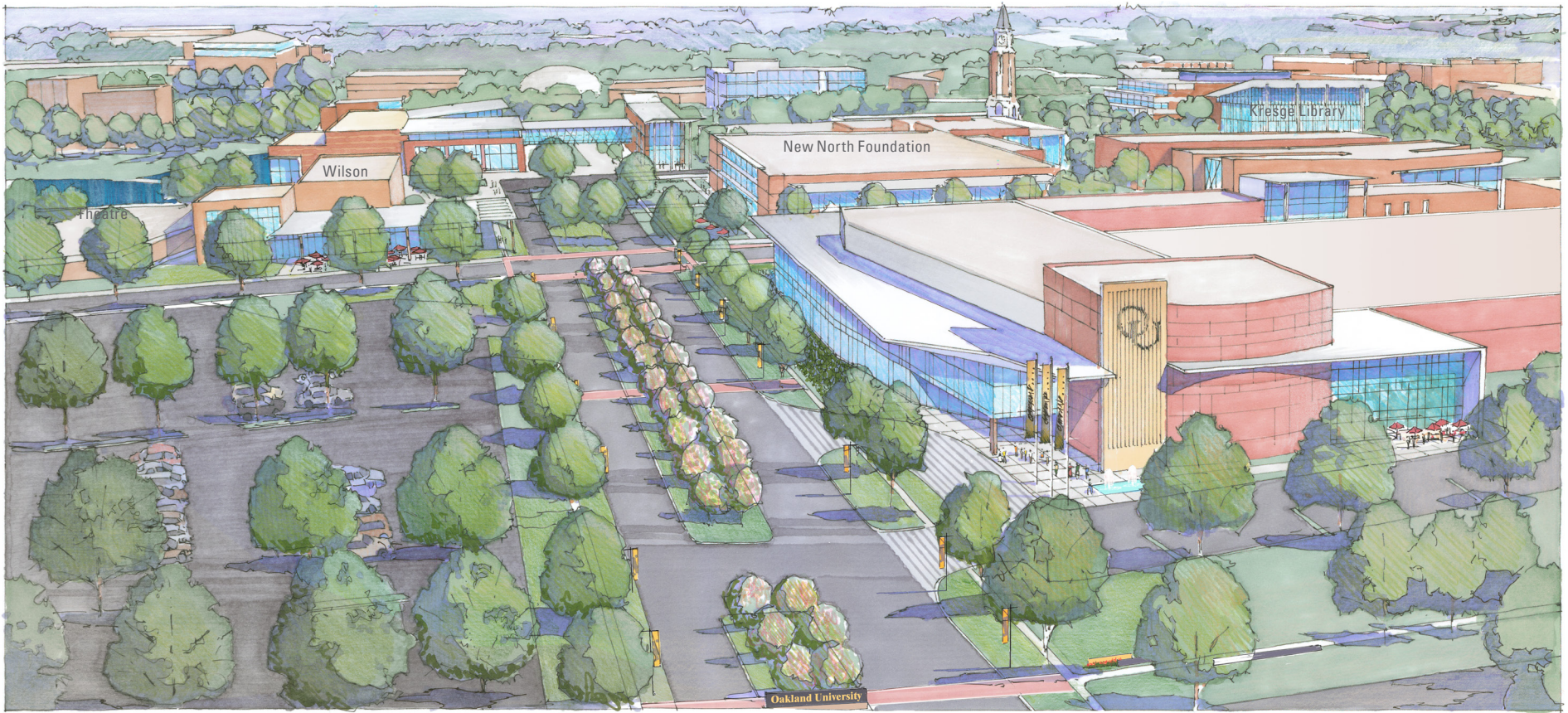
#### Plan Features: Extending the Campus Fabric

The above image portrays campus development on the east side of Kresge Library. Most prominently depicted is a new addition and entry to the Library from the east. An accessible path connects from the drop-off circle in the left of the view, to the entry plaza through "Library Mall East." The new School of Business expansion fronts this new space and provides sweeping views to a new amphitheater and iconic Elliott Tower. The amphitheater creates a new place on campus for cultural events and everyday socializing. It connects the Recreation Center and O'Rena, Elliott Tower, Library and School of Business into a cohesive campus structure. Pioneer Drive is depicted closed to daily traffic, but would be accessible on game days or for other events and potentially at night.



View Depicted in above Rendering



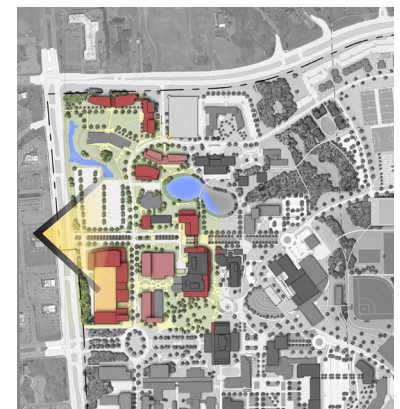


View Looking East of Redeveloped Entry at Wilson Boulevard including a New Concert Hall and New Facilities along Meadow Brook Road

#### Plan Features: A New Campus Identity

This image depicts a redeveloped campus gateway at Wilson Boulevard off of Squirrel Road featuring a new Concert Hall for the College of Arts and Sciences' Music, Theater and Dance program. As part of a mixed-use development on parking lot P-1, the Concert Hall will present a compelling physical presence that puts one of OU's many strong academic programs on display to the broader community. Other development shown creates a one-stop location for student services in parking lot P-2 and connected to the Oakland Center via a bridge.

Additions on the west side of Wilson Hall and North and South Foundation Halls will transform Meadow Brook Road at this location into a campus "Main Street" with student and community amenities such as a bookstore, restaurants and coffee shops. The University Drive campus gateway will be enhanced with a Welcome Center and Alumni Center on the south side of the new parking structure, a new outreach building foreseen on the south side of the gateway, as well as with new additions along Library Mall.



View Depicted in above Rendering



LONG TERM VISION PLAN

The Long-Term Vision Plan continues to build on the campus framework and approximates what would conceivably be the carrying capacity of this part of campus. Infill within the Academic District continues to provide future teaching, student life, administration and outreach facilities. The "Main Street" concept for Meadow Brook Road is developed and provides pedestrian friendly connection from the Health Professions Research Building on the north to the Innovation District on the south. Potential buildout in the Innovation District would yield a great deal of potential partnership space and research growth. New research buildings continue to redefine the OU image along Squirrel Road. The southernmost campus gateway connects across Squirrel Road into the Oakland Technology Park.

The South Housing Village and open space is also completed in this phase.



Figure 1.8, Conceptual 3-D View Looking East of Long-Term Plan

LONG-TERM PLAN APPROXIMATE TOTAL GSF:

Academic:	500,000
Research:	1,800,000
Student Housing:	±600 beds

ID	PROGRAM
①	Research Cluster
②	Research Cluster
③	Research Cluster
④	Research
⑤	Recreation Fields - South Housing
⑥	South Housing – Phase 3
⑦	General Purpose Classroom
⑧	Integrated Biomedical Research - Phase 2
⑨	Research Building
⑩	Police Department - Addition
⑪	Hannah Hall - Addition West
⑫	Outreach Building
⑬	Hannah / Dodge Hall - Addition North
⑭	South Foundation - Addition
⑮	North Foundation - New Building
⑯	Lower Fields Support Building
⑰	General Purpose Classroom
⑱	General Purpose Classroom





Figure 1.9, Long-Term Vision Plan



