

**Agendum
Oakland University
Board of Trustees Formal Session
June 6, 2016**

**2016 CAMPUS MASTER PLAN
A Recommendation**

1. **Division and Department:** Academic Affairs, Finance and Administration, Facilities Management

2. **Introduction:** In June 2015 the President authorized a Campus Master Planning Committee (Committee) to engage the architecture and planning firm of Hanbury Evans Wright Vlattas + Company (HEWV) to facilitate a collaborative and comprehensive campus master planning effort. The 2016 Campus Master Plan (2016 Plan) creates a vision for Oakland University's (University) physical resources and facilities to support the University's strategic plan and enrollment projections for the next ten years and beyond. The 2016 Plan includes recommendations for strategies to update and expand infrastructure systems to better serve the University long into the future. It recommends land use strategies, building re-use opportunities, new facility locations, parking, and vehicle and pedestrian traffic flow that will strengthen the overall campus framework. The plan builds on the academic and student life priorities for the campus while embracing the University's rich heritage.

In the Request for Proposals for an architecture and planning firm to facilitate development of the 2016 Plan, the project was described as follows:

- *The purpose of the Oakland University Campus Master Plan is to support achievement of the University's Strategic Vision and objectives. The Master Plan must help differentiate the University and recognize it as a distinctive destination - with outstanding academic programs, a vibrant campus life, and a compelling physical presence. Further, the Master Plan must be developed in the context of Oakland University as a 21st century university. Moreover, the Master Plan will provide a basis for coordinating physical and programmatic development decisions, providing a framework for long and short-term planning that is clear and flexible – responding to changing needs and conditions. It will also help guide development of a strategic, prioritized Capital Outlay Request.*

The Campus Master Plan Oversight Committee (Committee) included the following members:

- James P. Lentini, Senior Vice President for Academic Affairs and Provost (Committee Co-Chair)
- John W. Beaghan, Vice President for Finance and Administration and Treasurer to the Board of Trustees (Committee Co-Chair)
- Kevin Andrews, Professor, Mathematical Sciences
- Lizabeth Barclay, Professor, Management and Marketing
- Kevin Corcoran, Dean, College of Arts and Sciences
- Marshall Foley, Associate Athletic Director

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- Marshall Foley, Associate Athletic Director
- Mariela Hristova, Associate Professor, Kresge Library
- Scott Kunselman, Chief Operating Officer
- Glenn McIntosh, Vice President for Student Affairs
- Michelle Piskulich, Associate Provost, Academic Affairs
- Melissa Reznar, Assistant Professor, Health Sciences
- Stuart Rose, Sr. Project Manager, Capital Planning and Design
- Terrie Rowe, Chief Information Officer
- Terry Stollsteimer, Associate Vice President, Facilities Management
- Geoff Upward, Executive Director, Meadow Brook Estate
- Nicholas Walter, Student Congress President
- Steve Zmich, Director, Capital Planning and Design

3. **Previous Board Action:** At its April 2001 Formal Session, the Board of Trustees (Board) endorsed the 2001 Plan.

4. **Budget Implications:** The 2016 Plan does not address the programmatic or financial implications of any of the potential facilities. If the University decides to move forward with any given project, the programmatic and financial analysis will be a part of the decision-making process at that time, following all Board authorization requirements.

5. **Educational Implications:** All components of the 2016 Plan have some form of educational impact (e.g. enhancing retention and graduation rates through upgraded or repurposed facilities).

6. **Personnel Implications:** None.

7. **University Reviews/Approvals:** In order to ensure broad campus input into the 2016 Plan, the Committee and HEWV consulted with students, Student Congress, alumni, officials from local governmental agencies, employee groups, major academic units, Deans, University Senate, the President's Cabinet, and the Board. The University Senate approved a resolution endorsing the 2016 Plan.

8. **Recommendation:**

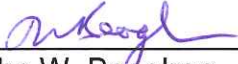
RESOLVED, that the Board of Trustees endorses the 2016 Campus Master Plan as presented and recommended by the Campus Master Planning Committee and Hanbury Evans Wright Vlattas + Company, and which is included as Attachment A.

9. **Attachments:** Attachment A – 2016 Campus Master Plan – Executive Summary

Submitted to the President
on 5/31, 2016 by




James P. Lentini
Senior Vice President for Academic Affairs and
Provost



John W. Beaghan
Vice President for Finance and Administration
and Treasurer to the Board of Trustees

Recommended on 6-2, 2016
to the Board of Trustees for approval by



George W. Hynd
President



CAMPUS MASTER PLAN

JUNE 6, 2016





Attachment A

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 to the University's research enterprise, create a more residential campus, and promote community engagement.

The Plan meets immediate institutional needs with clearly identified project locations. The first objective of the Plan is to immediately meet institutional needs with clearly identified project locations. Secondly, it identifies near term building and open space opportunities that will enhance existing campus strengths. Thirdly, 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 nine 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 Auburn Hills campus, but also makes recommendations for other contiguous campus holdings as well as the Macomb campus. 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.



Presentation to Student Congress



Meeting with Senior Administration

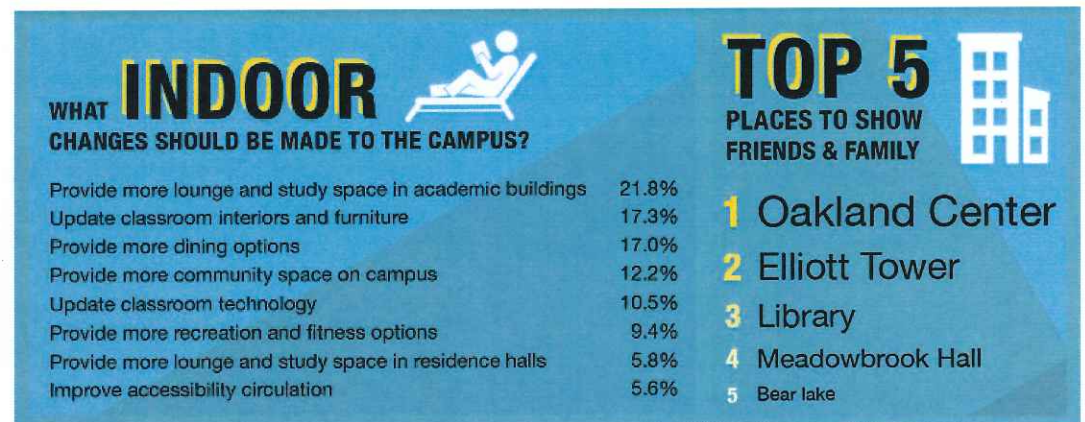


Figure 1.1, Key Student Survey Responses



Campus Open House

AN OPEN AND INCLUSIVE PROCESS

The intensive nine-month planning period included:

- Over 75 meetings incorporating sessions with the Master Plan Committee, Board of Trustees, President's Cabinet, University Senate, alumni, students, multiple municipal and county representatives
- 6 on-campus workshops
- A detailed Utilization and Space Needs Analysis
- Campus tours
- Open forums
- On-line survey with nearly 2,000 respondents
- Visit to the Macomb Campus
- Incorporation of on-going projects already in planning or design
- An integrated team of consultants with expertise in the disciplines of land use planning, landscape, parking and transportation, civil engineering and utilities infrastructure

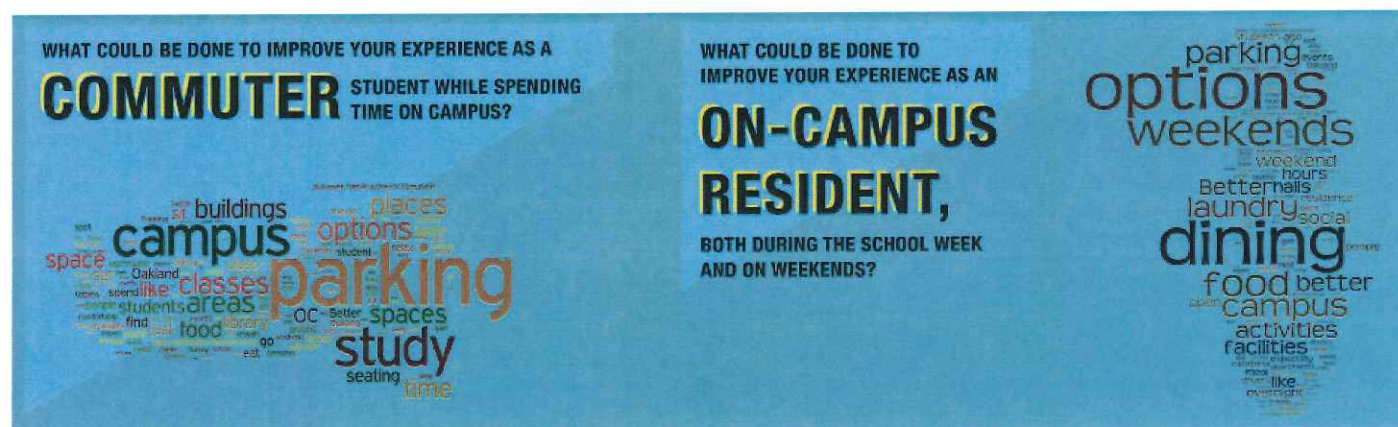


Figure 1.2, Student Survey Response Word Clouds

strategic vision alignment

ALIGNMENT WITH OAKLAND UNIVERSITY'S STRATEGIC VISION

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 and system 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 plan 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.

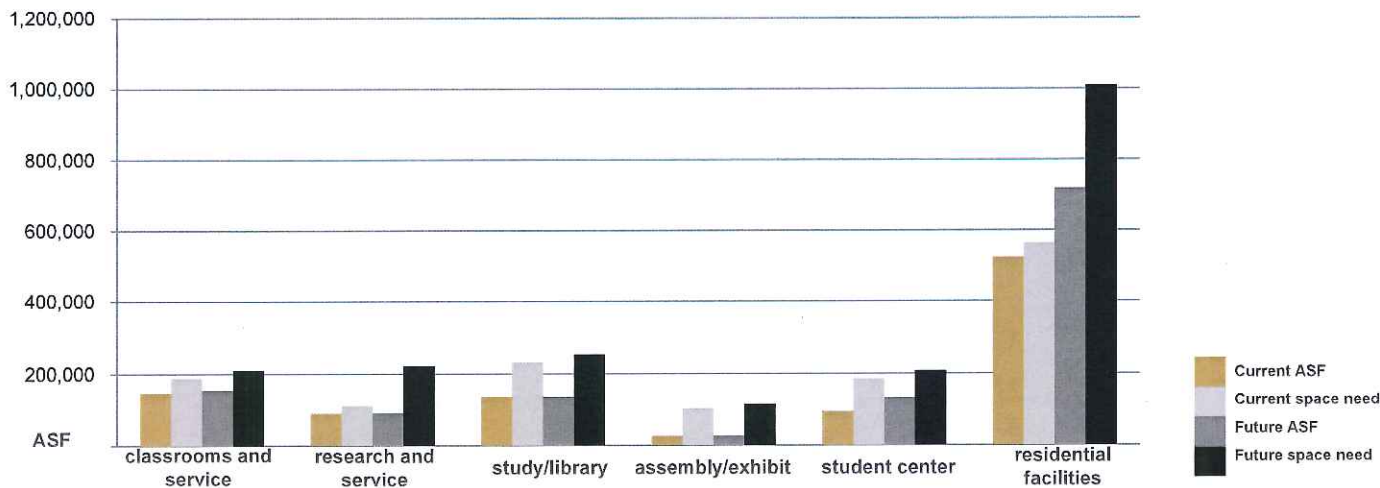


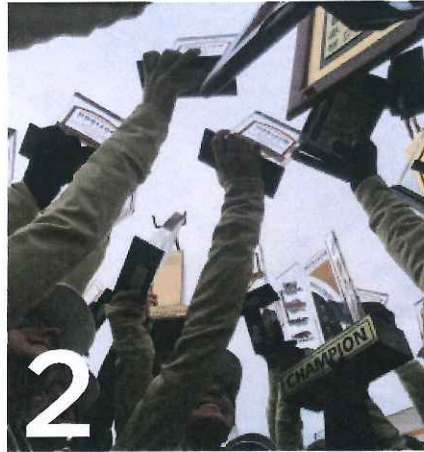
Figure 1.3, Space Needs Assessment Summary Chart

MASTER PLAN GOALS



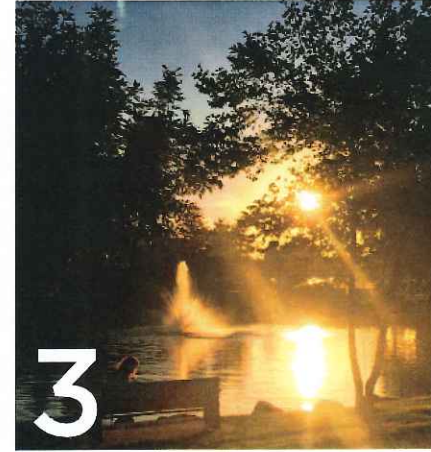
VIBRANT CAMPUS LIFE

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.

All photos this page © Oakland University

master plan overview

PLANNING CONCEPTS

The Plan proposes specific facility and infrastructure recommendations for current capital, near-term, 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 main campus gateway, while P-1 presents a utilitarian identity that does not reflect the dynamic intellectual community that is OU.

LAND USE

The Plan finds 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. 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.

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 Potential Development Zones

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

CAMPUS ANALYSIS

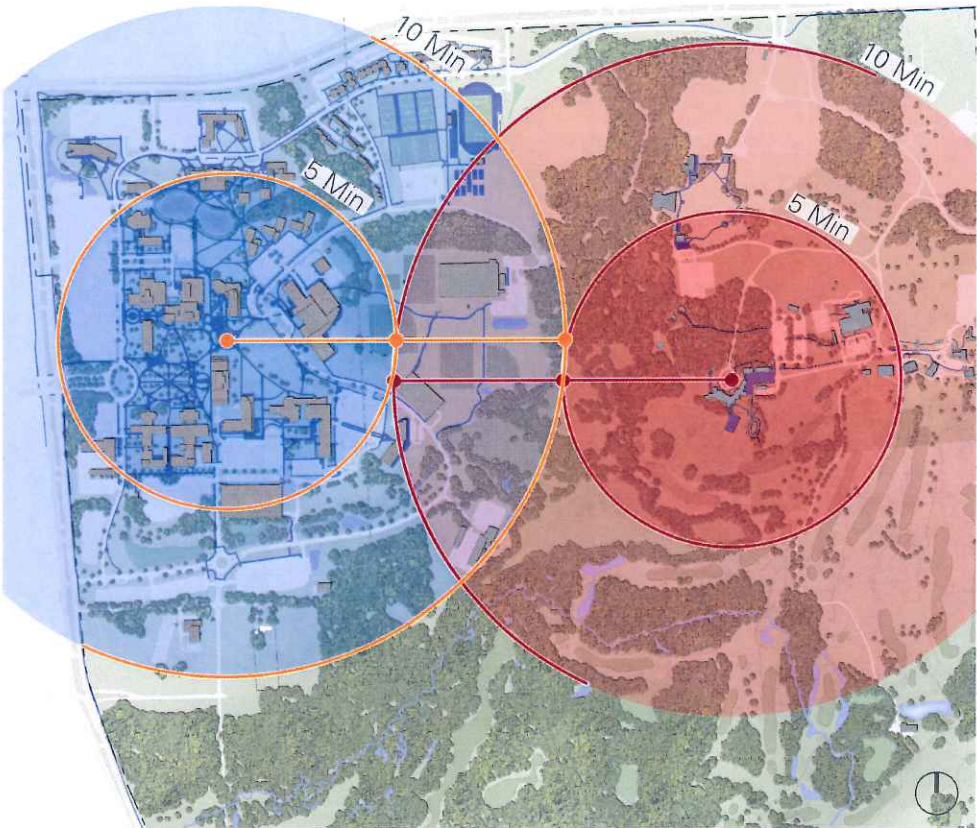


Figure 1.4, Five and Ten Minute Walking Circles

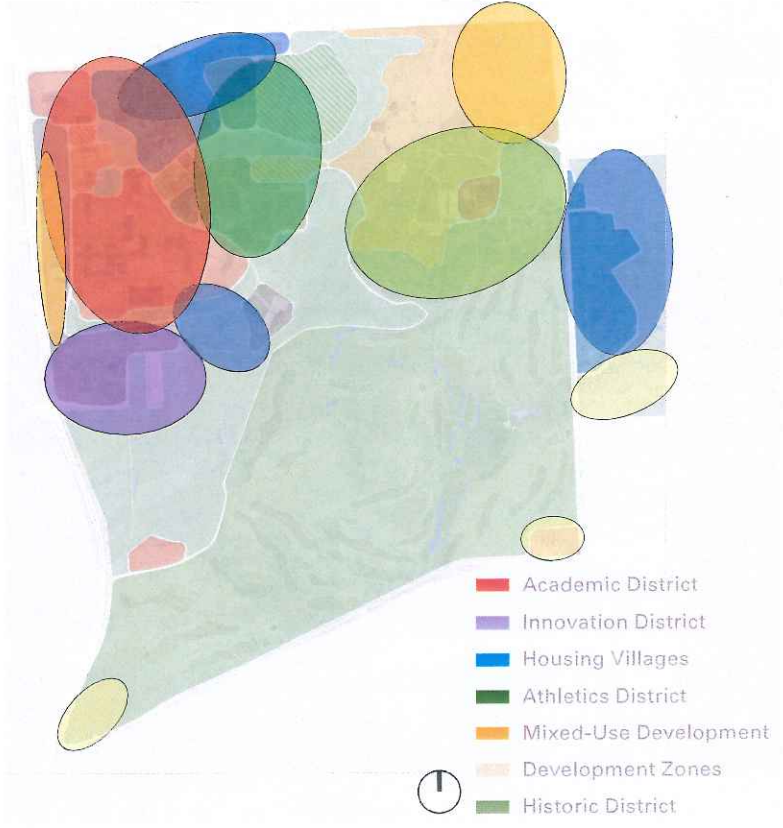


Figure 1.5, Land Use Plan

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 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 of 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-envision 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

Parking
Housing
Student Center/Dining
Classrooms
Meeting/Study Space
Research

PLACE

Pedestrian Oriented, Stewardship of land
Residential Campus, Build Community
Vibrant Campus Life, Student Success
Active, Smart, Flexible
Flexible, Multi-Use, Engage Community
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.

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.

APPROXIMATE TOTAL GSF

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

PROGRAM

①	Industry-University Collaborative Research Building	①9	Oakland Center Addition and Renovation
②	Environmental Science Facility	②0	Welcome/Alumni/Outreach Center
③	South Dining Hall	②1	Parking Structure, 1,176 spaces
④	South Housing – Phase 1	②2	CAS – New Concert Hall and Academic Space
⑤	South Housing – Phase 2	②3	CAS – Wilson Hall Renovation & Addition
⑥	South Student Center and Recreation Center	②4	Multi-Disciplinary Building
⑦	Facilities Management – Skilled Trades Addition	②5	Anibal, Fitzgerald & Pryale Renovation
⑧	Central Receiving and Support Services	②6	Parking Structure, 1,840 spaces
⑨	Integrated BioMedical Research - Phase 1	②7	Convocation Center/Athletics/Community Interface
⑩	Multi-Disciplinary Building	②8	Matthews Replacement Housing
⑪	Kresge Library – Addition and Renovation	②9	Hill Hall and Van Wagoner Hall Renovation
⑫	School of Business - Elliott Hall Addition	③0	Vandenberg Hall Renovation
⑬	College of Arts & Sciences (CAS) – Varner Hall Renovation	③1	Social Sciences New Building
⑭	School of Education - Pawley Hall Addition	③2	School of Medicine
⑮	Lower Fields Support Building	③3	Health Professions Research Building
⑯	Student Recreation Expansion – RAC Renovation	③4	Parking Structure, 1,150 spaces
⑰	Athletics – Lepley Renovation/Addition	③5	Meadow Brook Estate Museum - Former Incubator Space
⑱	CAS – O'Dowd Renovation (Med School Vacate)	③6	Mixed Use Development



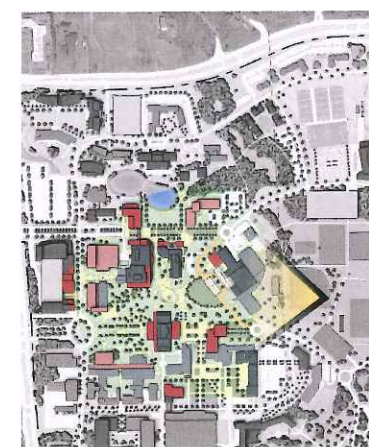
Figure 1.7, Near-Term Plan



Figure 1.8, View of New Development East of Kresge Library; Positioned over the Recreation Center 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 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

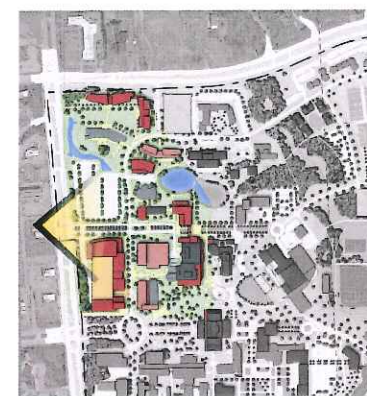


Figure 1.9, View Looking East of Re-envisioned Entry at Wilson Boulevard including a New Concert Hall and New Facilities along Meadow Brook Road

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 P1, the Concert Hall will present a compelling physical presence that puts one of OU's many strong programs on display to the broader community. Other development shown creates a one-stop location for student services 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.



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.

APPROXIMATE TOTAL GSF

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

PROGRAM

- ① Research District Development
- ② Research District Development
- ③ Research District Development
- 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 Station - 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 1.10, Conceptual 3-D View Looking East of Long-Term Plan

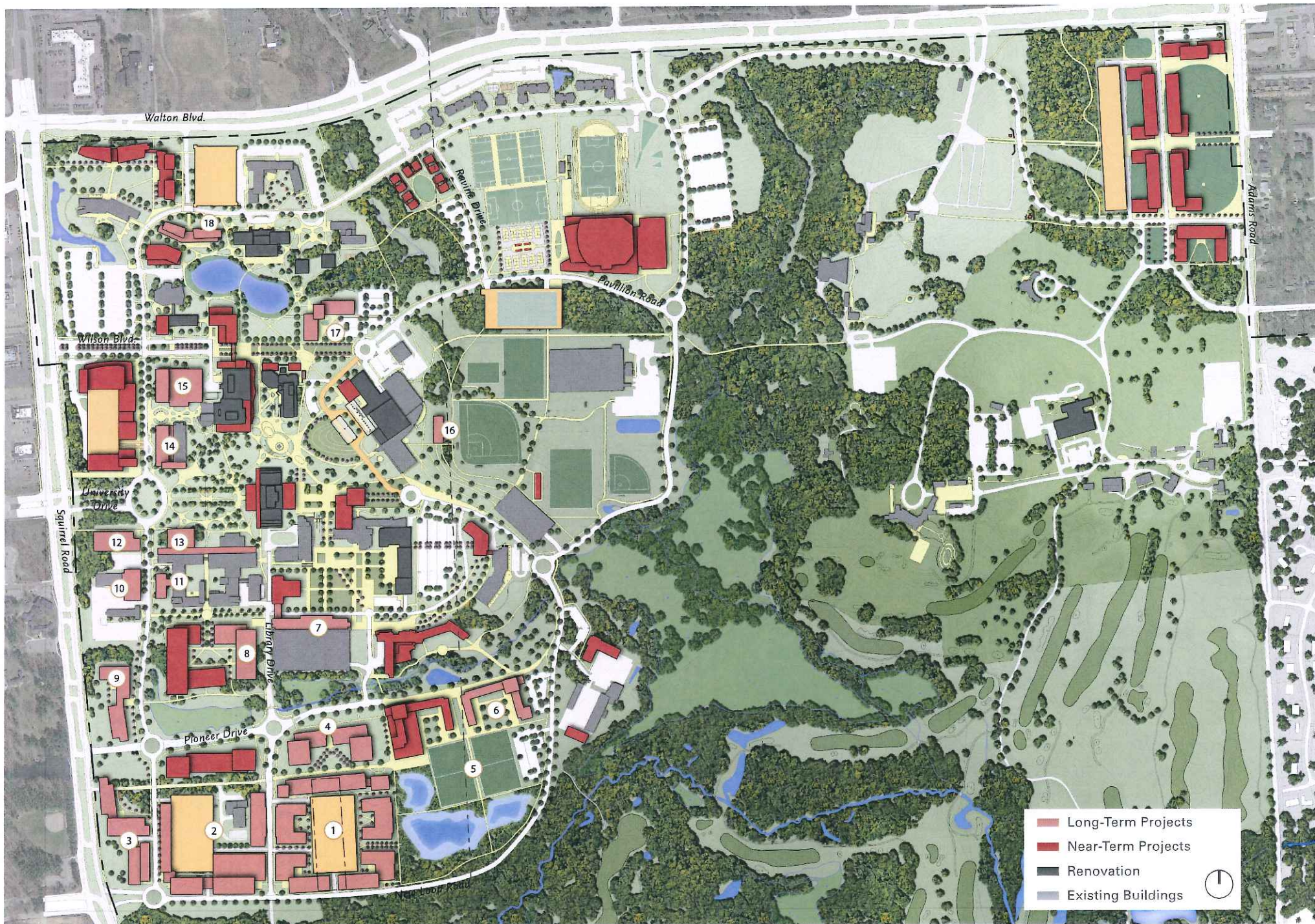


Figure 1.11, Long-Term Vision Plan

HANBURY EVANS WRIGHT VLATTAS  COMPANY
ARCHITECTURE PLANNING

An aerial architectural rendering of the Oakland University campus master plan. The image shows a dense cluster of buildings with red and grey roofs, interspersed with green spaces, trees, and walkways. A large red building is prominent in the upper left, and a large grey building is in the center. A circular plaza with a fountain is visible in the lower center. The campus is bordered by a road at the bottom, with 'University Dr' and 'Squirrel Rd' labeled. The text 'OAKLAND UNIVERSITY' and '2016 Campus Master Plan' is overlaid in the upper right, with 'Board of Trustees June 6th 2016' below it.

OAKLAND UNIVERSITY

2016 Campus Master Plan

Board of Trustees June 6th 2016



AGENDA

PROCESS

PLAN REVIEW

STRATEGIC ALIGNMENT

PARKING + CIRCULATION

DESIGN STANDARDS



strategic plan alignment

GOAL 1 Vibrant campus life

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

GOAL 2 Outstanding programs

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

GOAL 3 Compelling physical presence

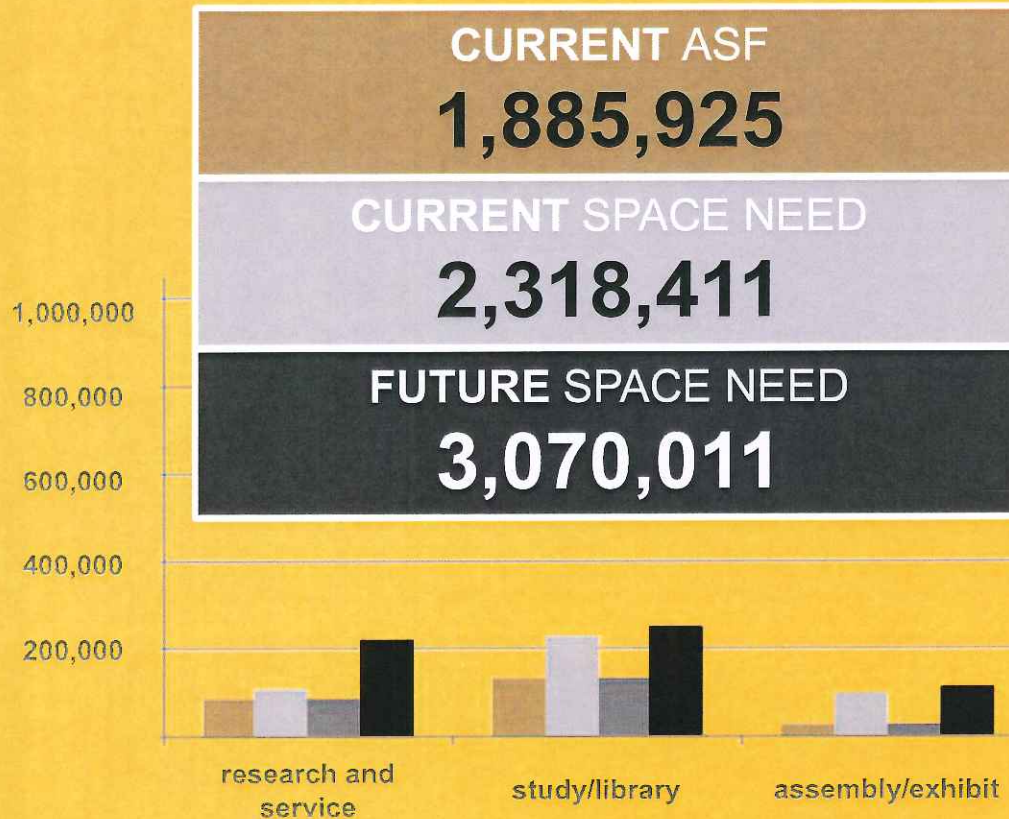
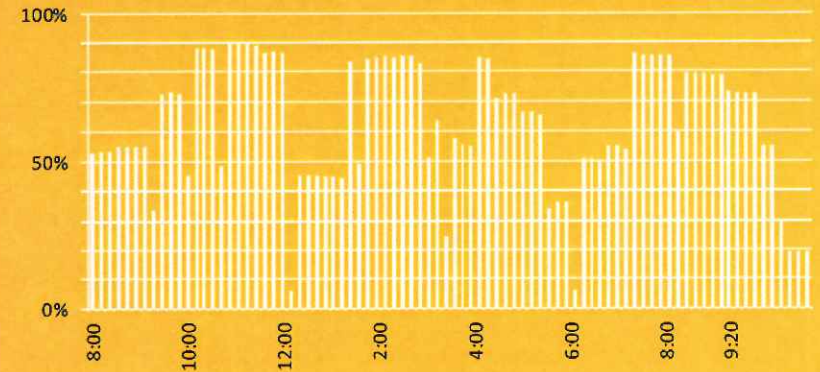
Become a *leader in serving the needs and aspirations of our communities and region* through expanded community relationships, institutional reputation and visibility, and engagement.

ENROLLMENT PROJECTION



11% *growth by 2025*

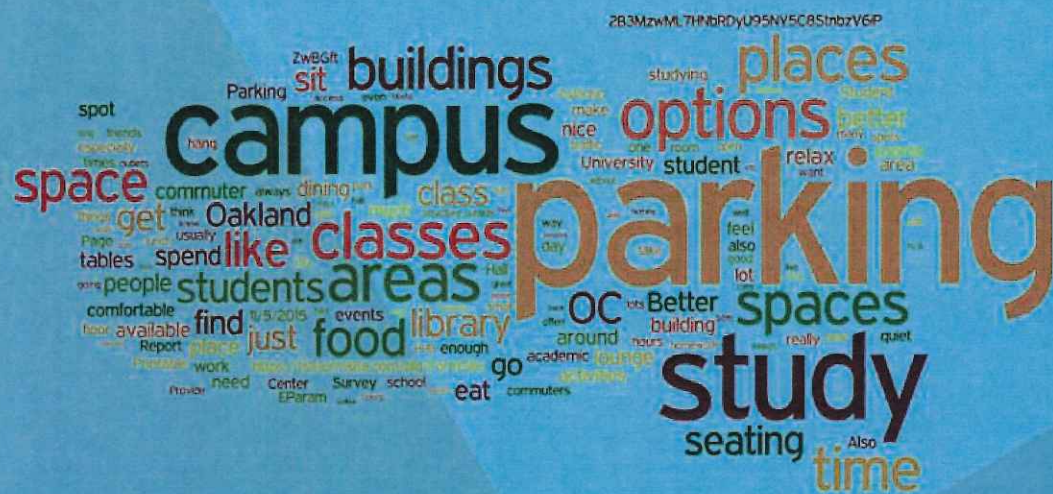
TIME OF DAY CLASSROOM USE (Mon-Thurs Avg)



Current ASF
Current space need
Future ASF
Future space need

1,973 TOTAL RESPONDENTS

WHAT COULD BE DONE TO IMPROVE YOUR EXPERIENCE AS AN ON-CAMPUS RESIDENT, BOTH DURING THE SCHOOL WEEK AND ON WEEKENDS?



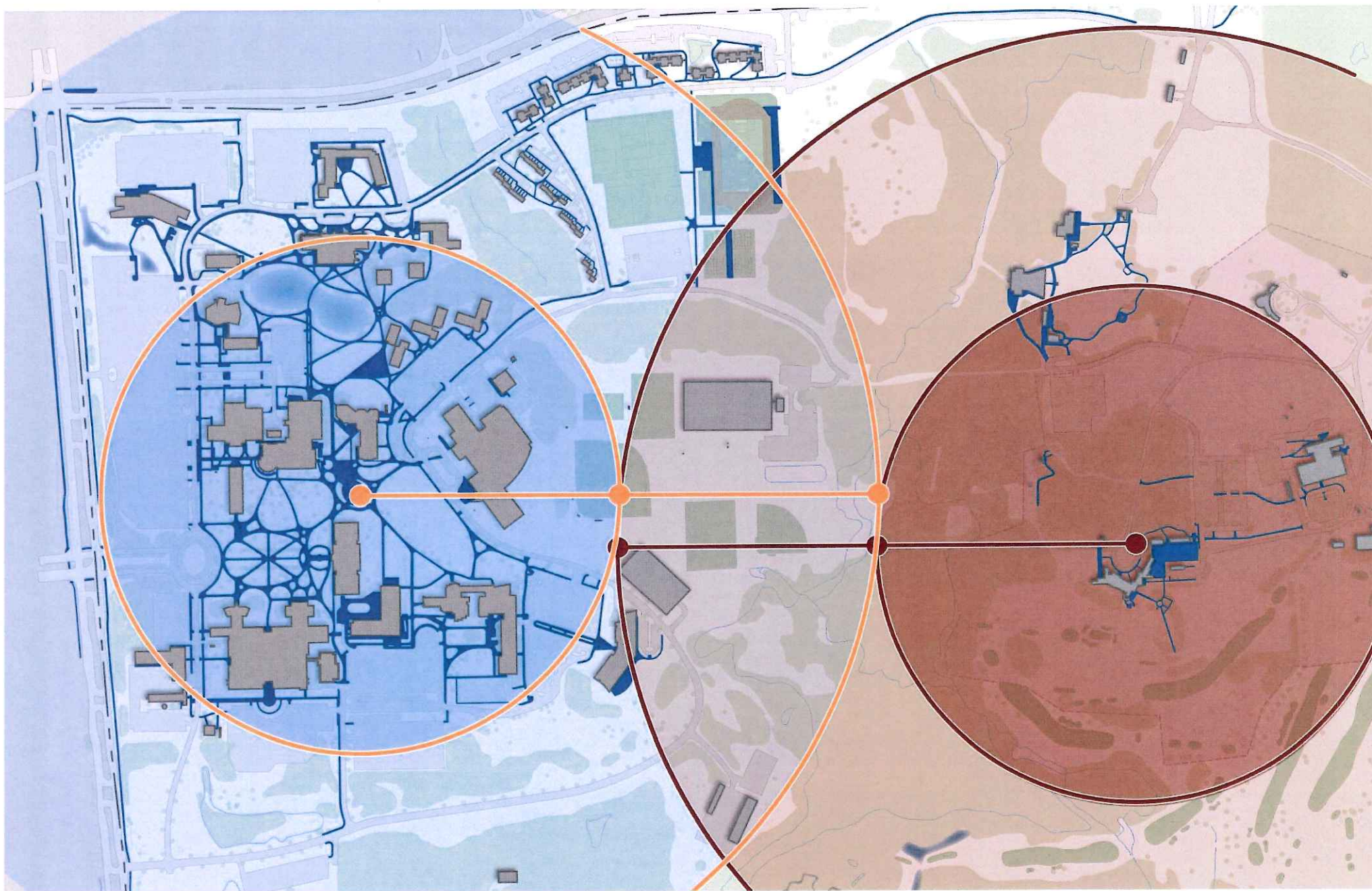
CONVOCATION
OF
CHARTER CLASS



MICHIGAN STATE UNIVERSITY-OAKLAND

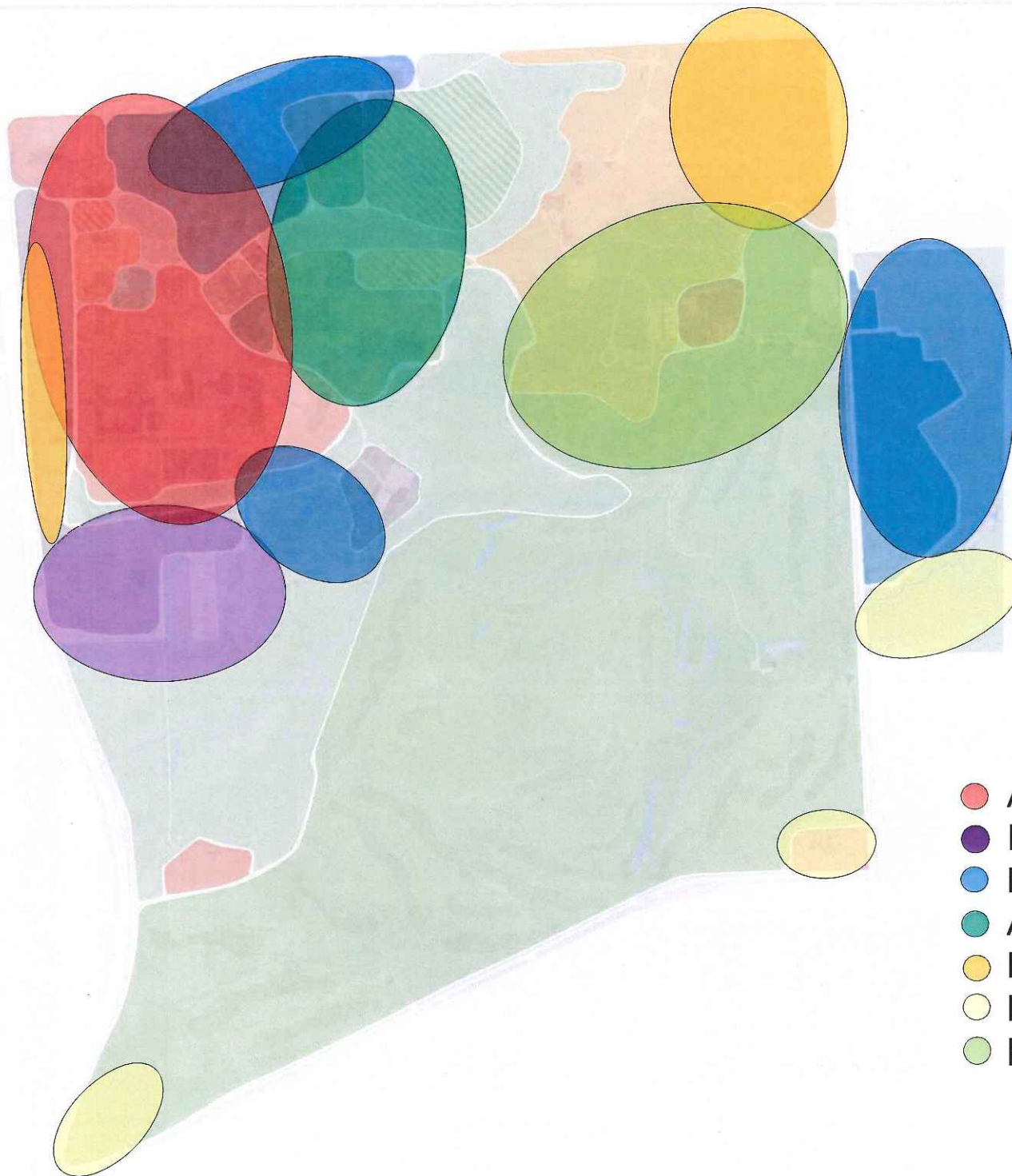
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ANALYSIS FIVE MINUTE WALK

LAND USE CONCEPT

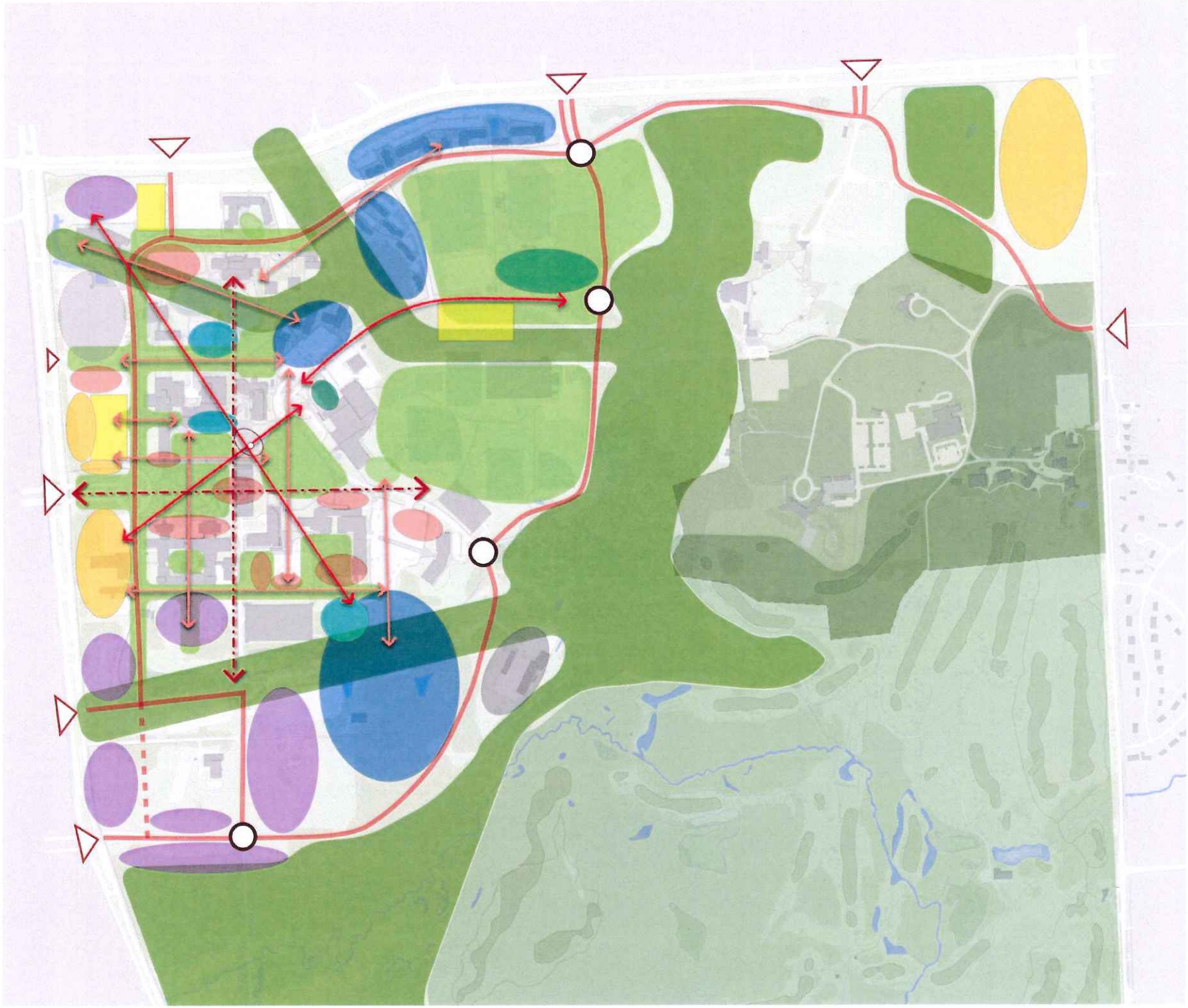


- Academic District
- Innovation District
- Housing Villages
- Athletics District
- Mixed-Use Development
- Development Zones
- Historic District

existing conditions



Campus Framework





AGENDA

SCHEDULE + PROCESS

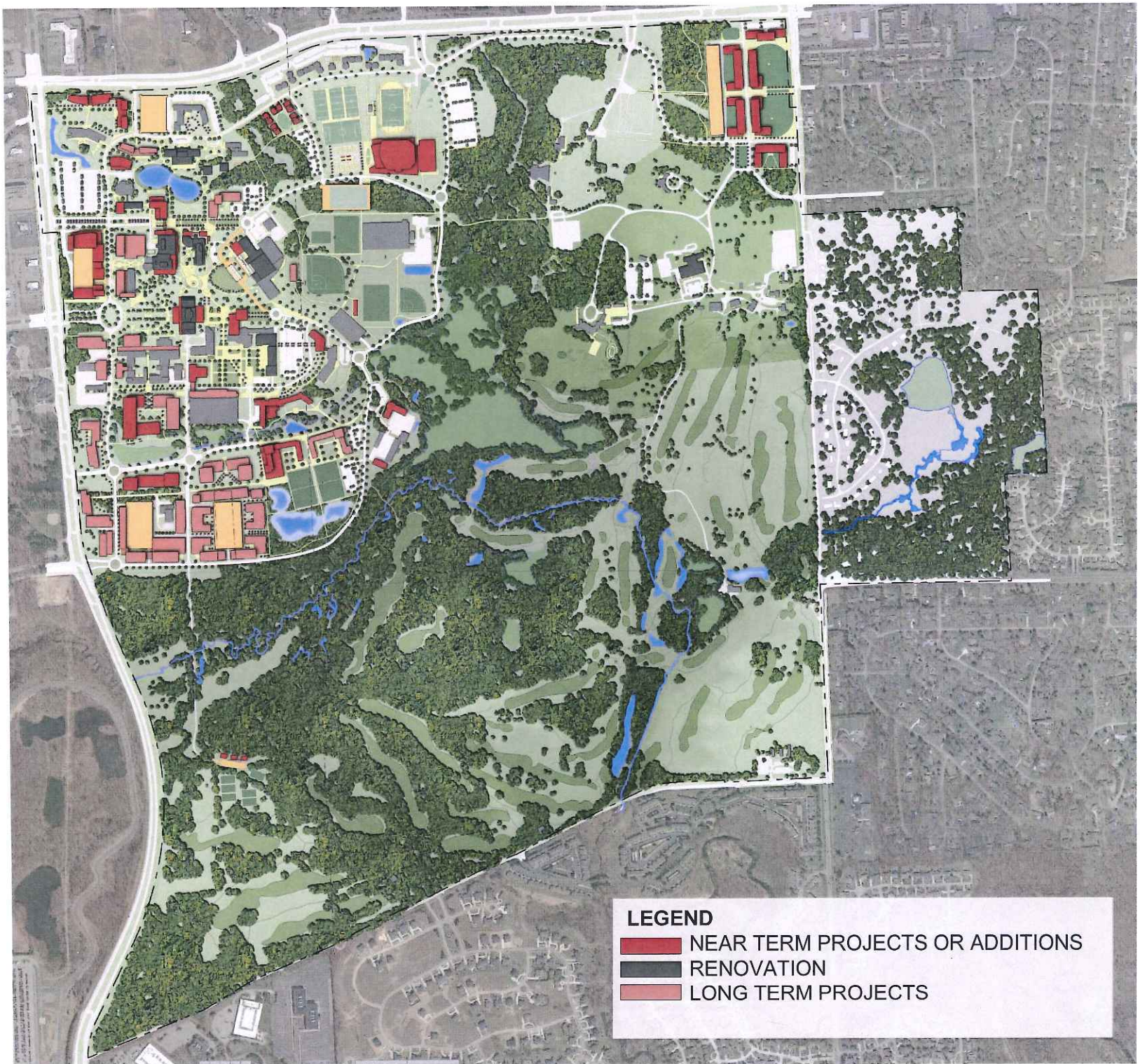
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PLAN REVIEW

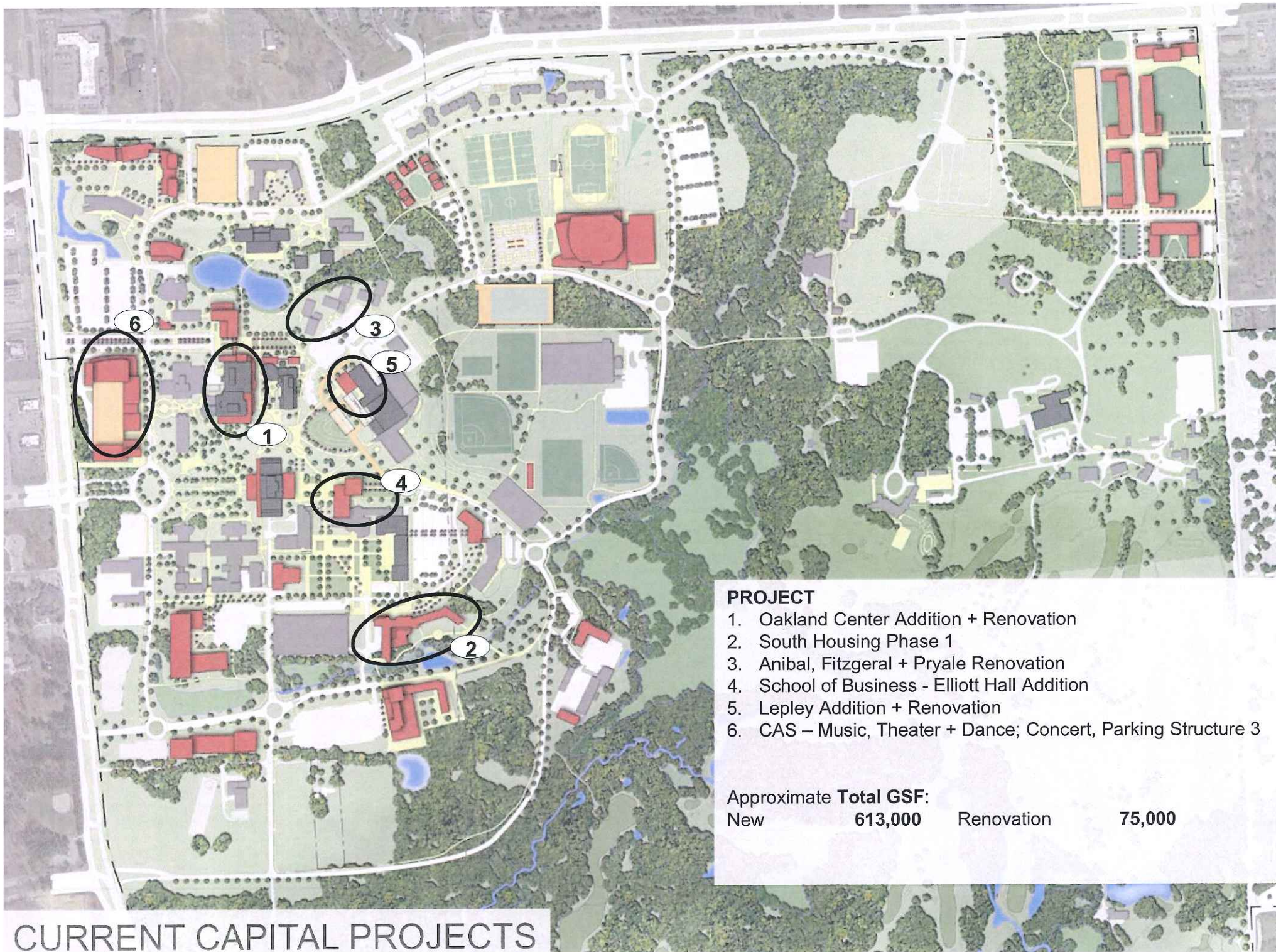
STRATEGIC ALIGNMENT

PARKING + CIRCULATION

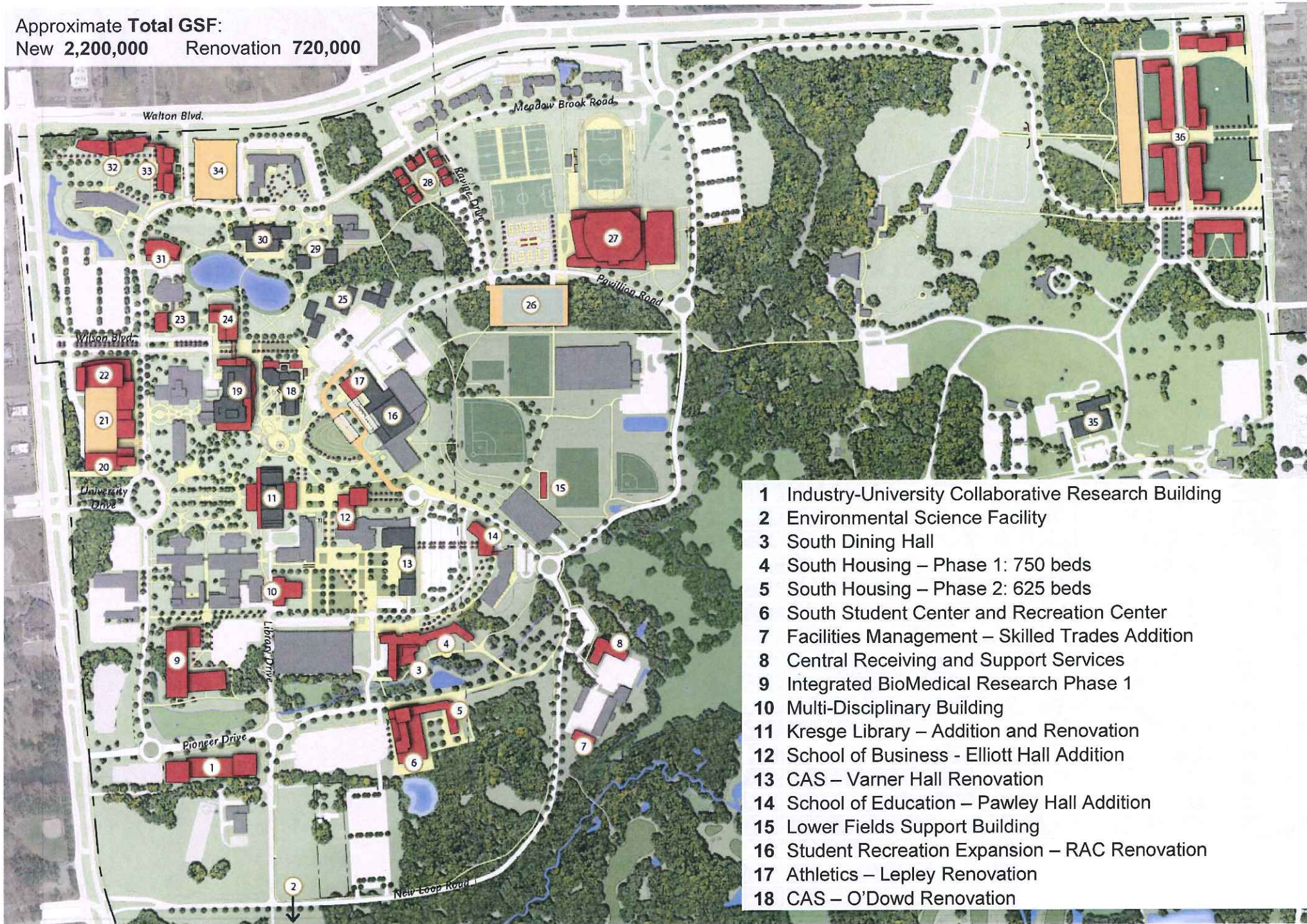
DESIGN STANDARDS

ILLUSTRATIVE PLAN





Approximate Total GSF:
New 2,200,000 Renovation 720,000



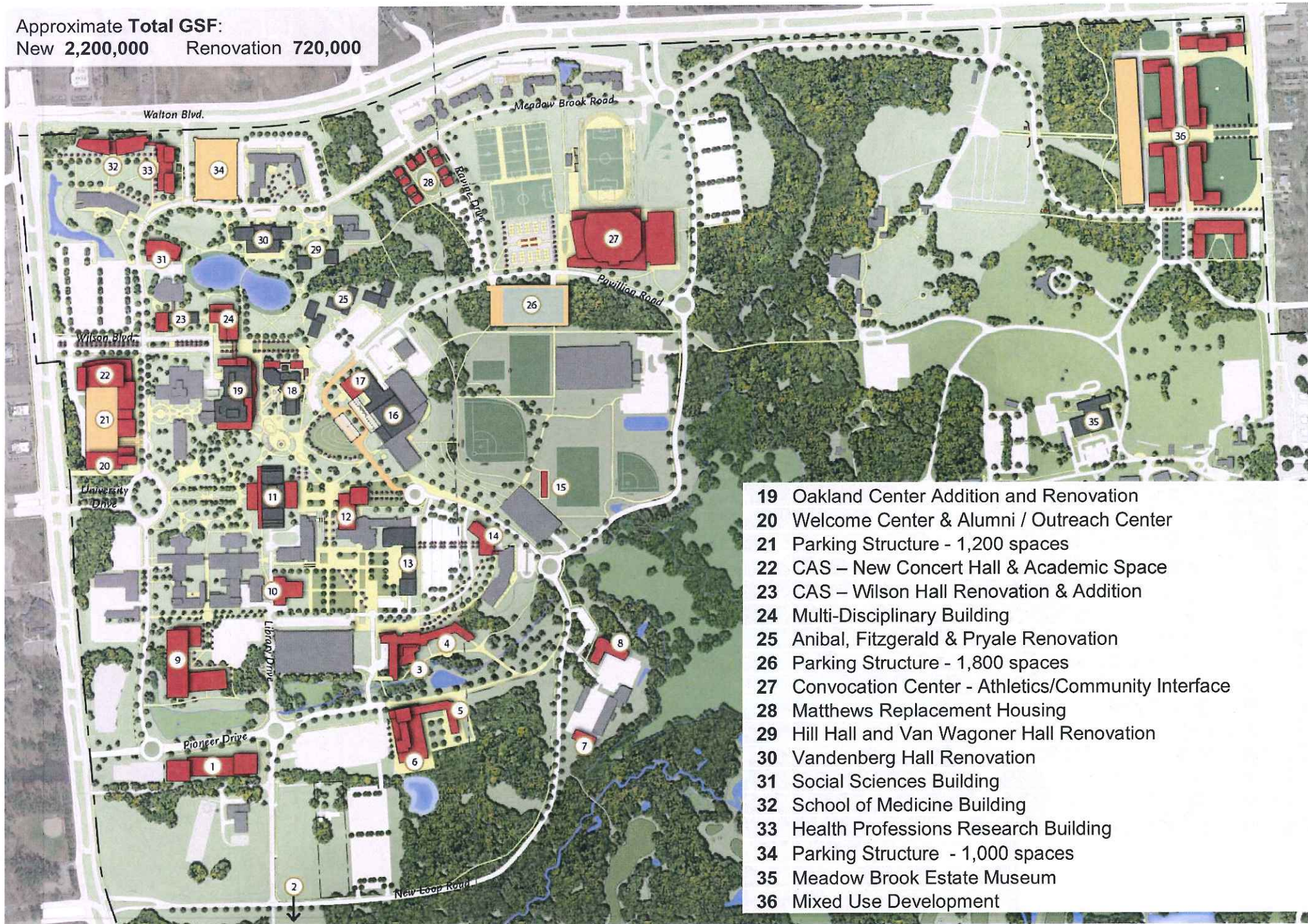
NEAR TERM PROJECTS

*not in order of priority

■ New Construction
■ Renovation



Approximate Total GSF:
 New 2,200,000 Renovation 720,000



- 19 Oakland Center Addition and Renovation
- 20 Welcome Center & Alumni / Outreach Center
- 21 Parking Structure - 1,200 spaces
- 22 CAS – New Concert Hall & Academic Space
- 23 CAS – Wilson Hall Renovation & Addition
- 24 Multi-Disciplinary Building
- 25 Anibal, Fitzgerald & Pryale Renovation
- 26 Parking Structure - 1,800 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 Building
- 32 School of Medicine Building
- 33 Health Professions Research Building
- 34 Parking Structure - 1,000 spaces
- 35 Meadow Brook Estate Museum
- 36 Mixed Use Development

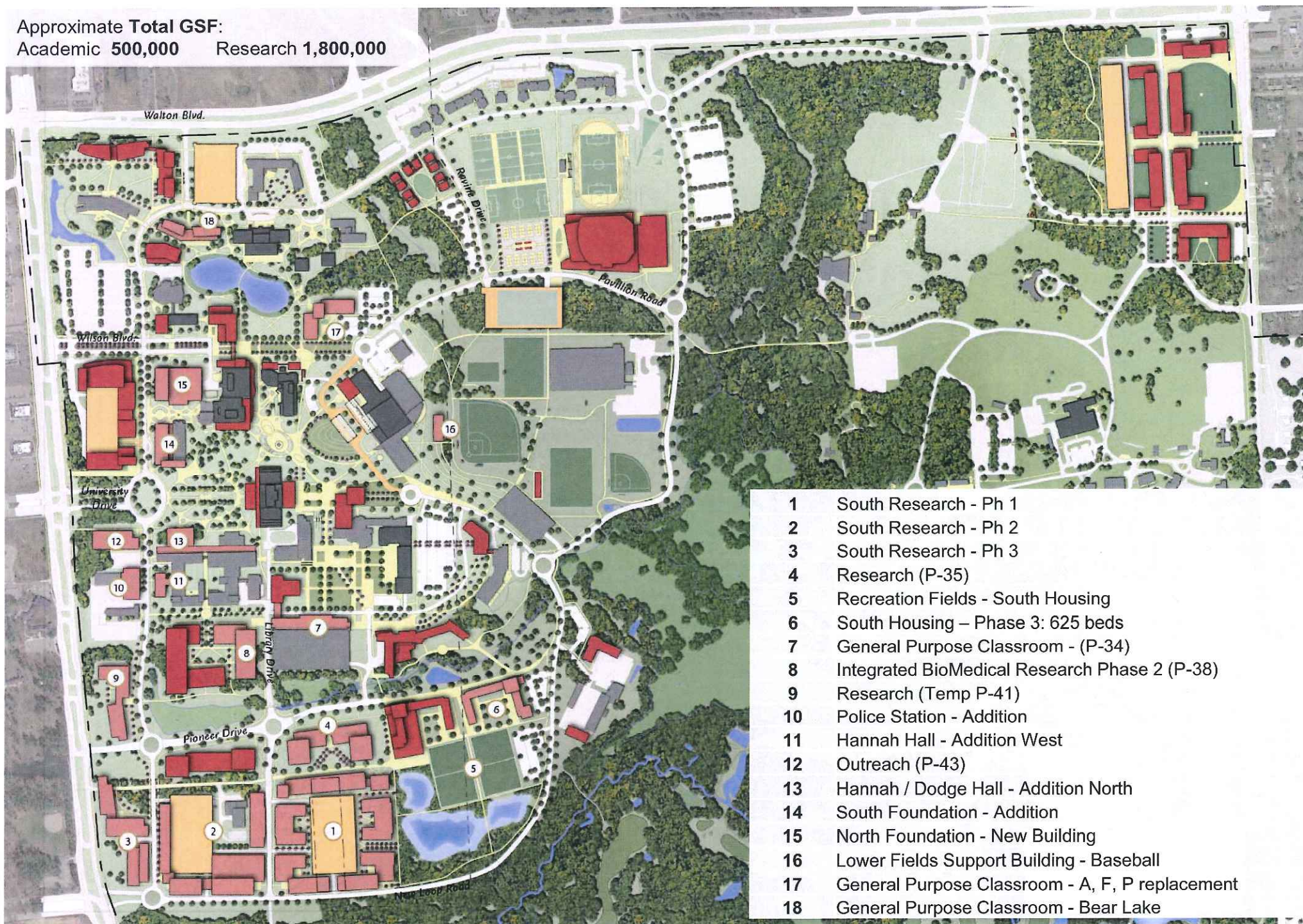
NEAR TERM PROJECTS

*not in order of priority

■ New Construction
 ■ Renovation



Approximate Total GSF:
Academic 500,000 Research 1,800,000



- 1 South Research - Ph 1
- 2 South Research - Ph 2
- 3 South Research - Ph 3
- 4 Research (P-35)
- 5 Recreation Fields - South Housing
- 6 South Housing - Phase 3: 625 beds
- 7 General Purpose Classroom - (P-34)
- 8 Integrated BioMed Research Phase 2 (P-38)
- 9 Research (Temp P-41)
- 10 Police Station - Addition
- 11 Hannah Hall - Addition West
- 12 Outreach (P-43)
- 13 Hannah / Dodge Hall - Addition North
- 14 South Foundation - Addition
- 15 North Foundation - New Building
- 16 Lower Fields Support Building - Baseball
- 17 General Purpose Classroom - A, F, P replacement
- 18 General Purpose Classroom - Bear Lake

LONG TERM DEVELOPMENT PLAN

*not in order of priority

■ Long-Term Projects
■ Near-Term Projects ■ Renovation





AGENDA

SCHEDULE + PROCESS

PLAN REVIEW

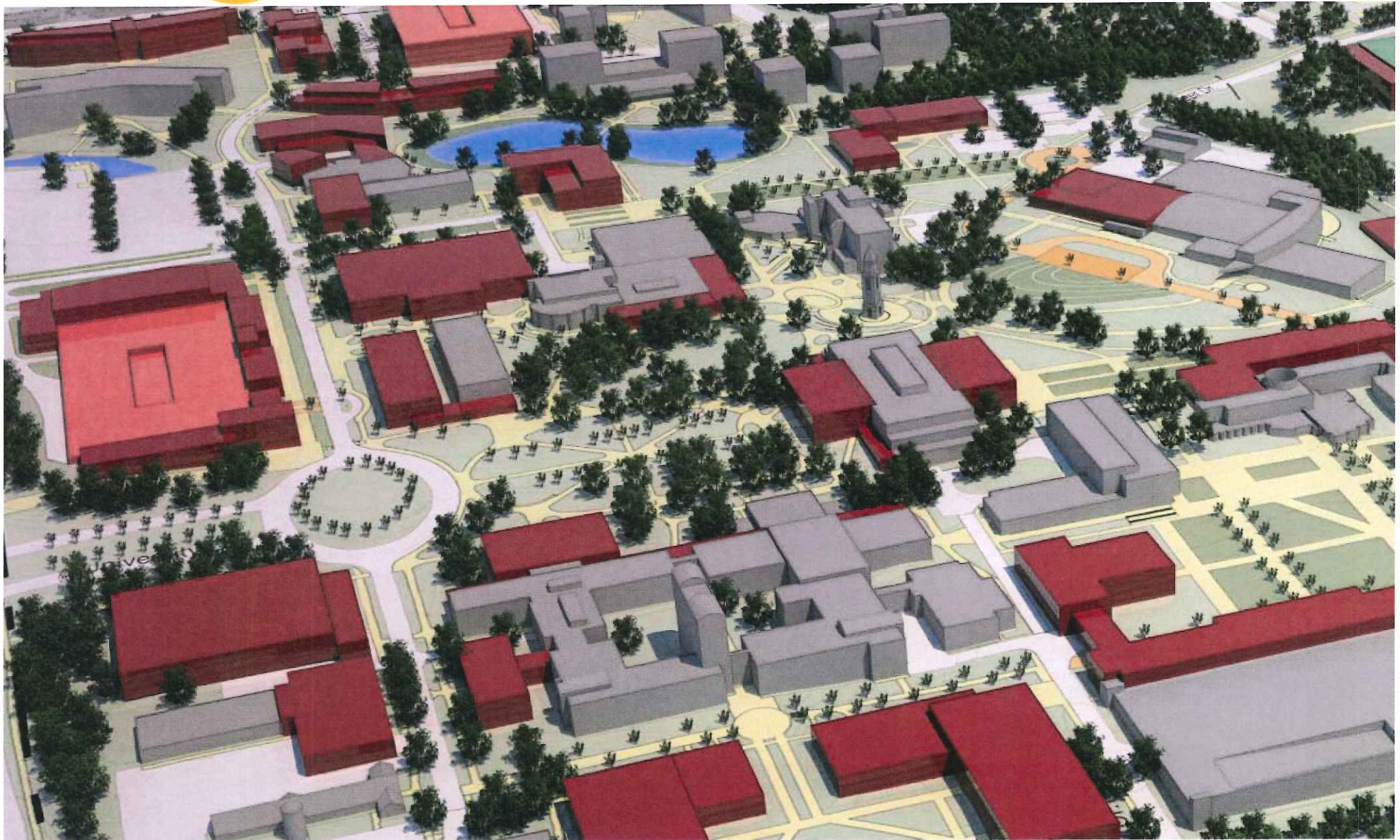


STRATEGIC ALIGNMENT

PARKING + CIRCULATION

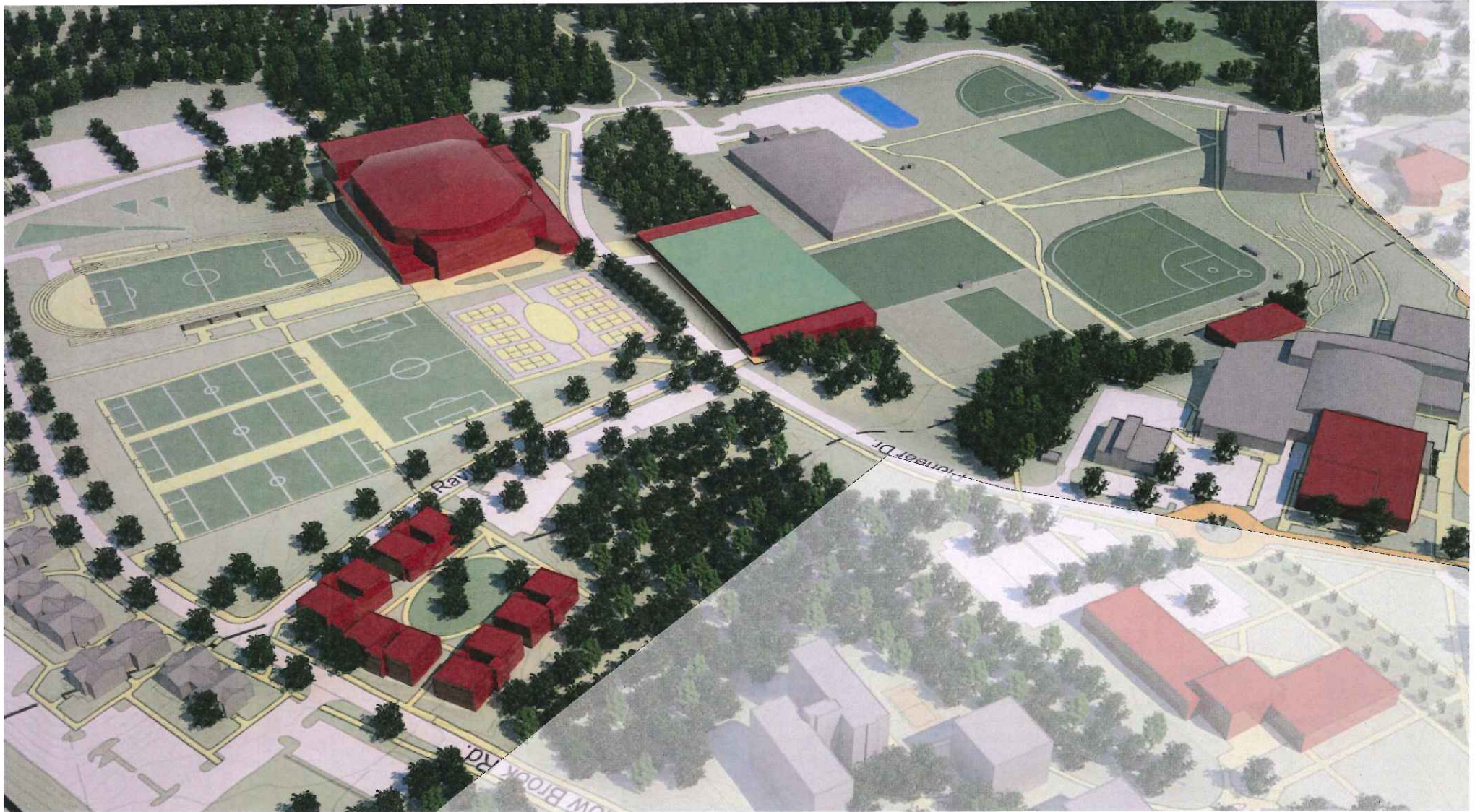
DESIGN STANDARDS

GOAL **1** Vibrant campus life



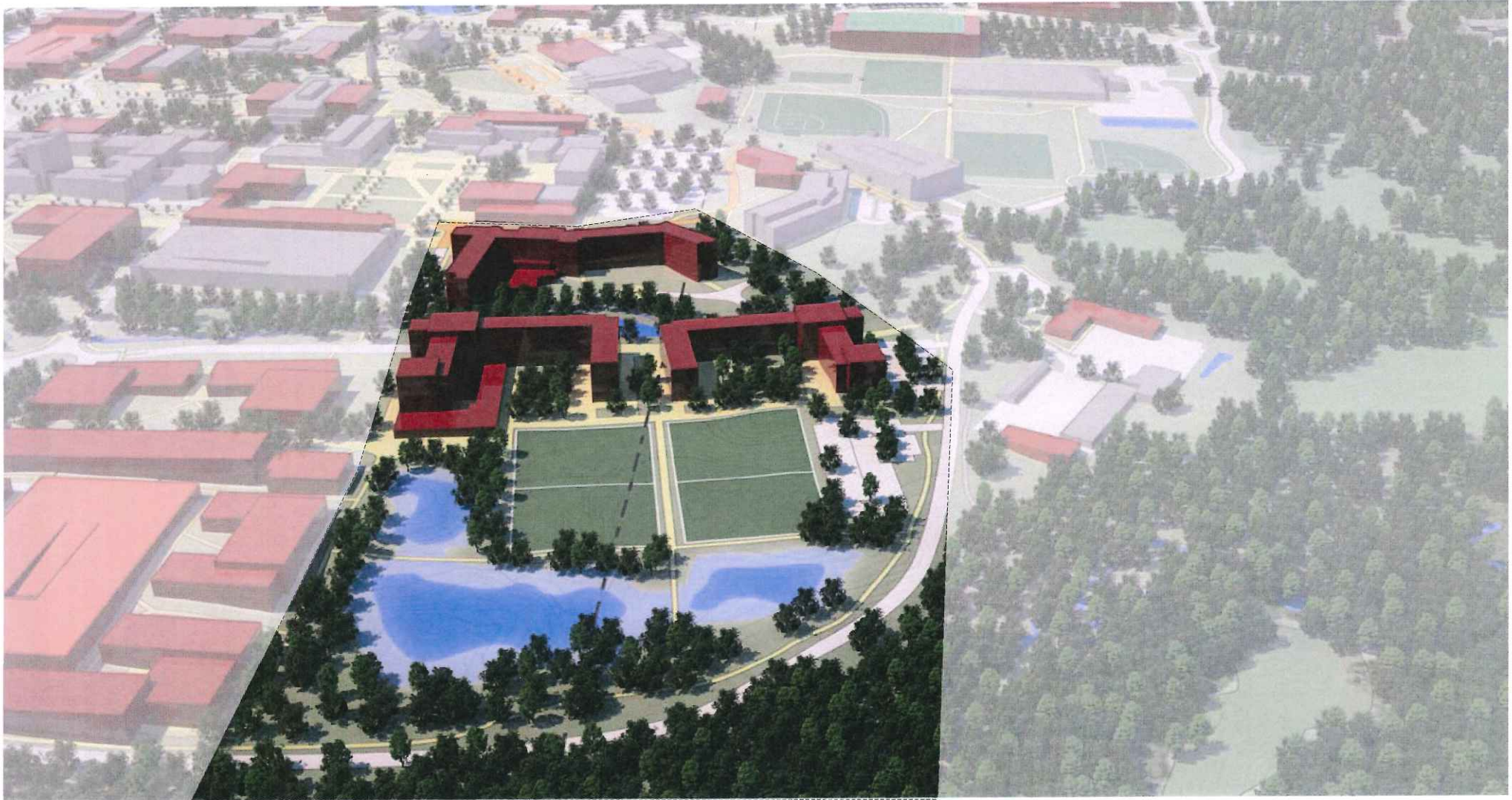
Infill Projects

GOAL **1** Vibrant campus life



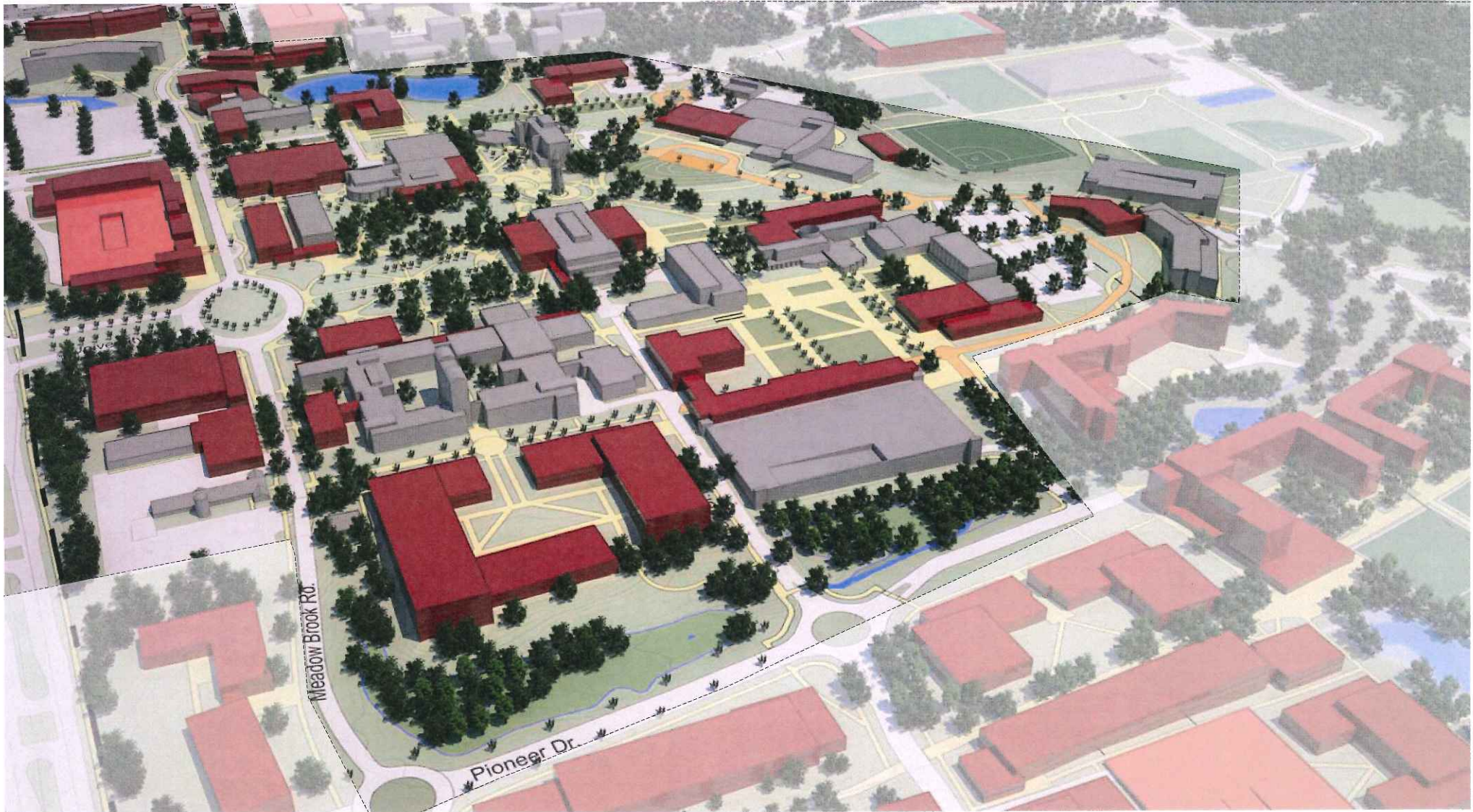
Athletics and Recreation District

GOAL **1** Vibrant campus life



South Housing Village

GOAL **2** Outstanding Programs



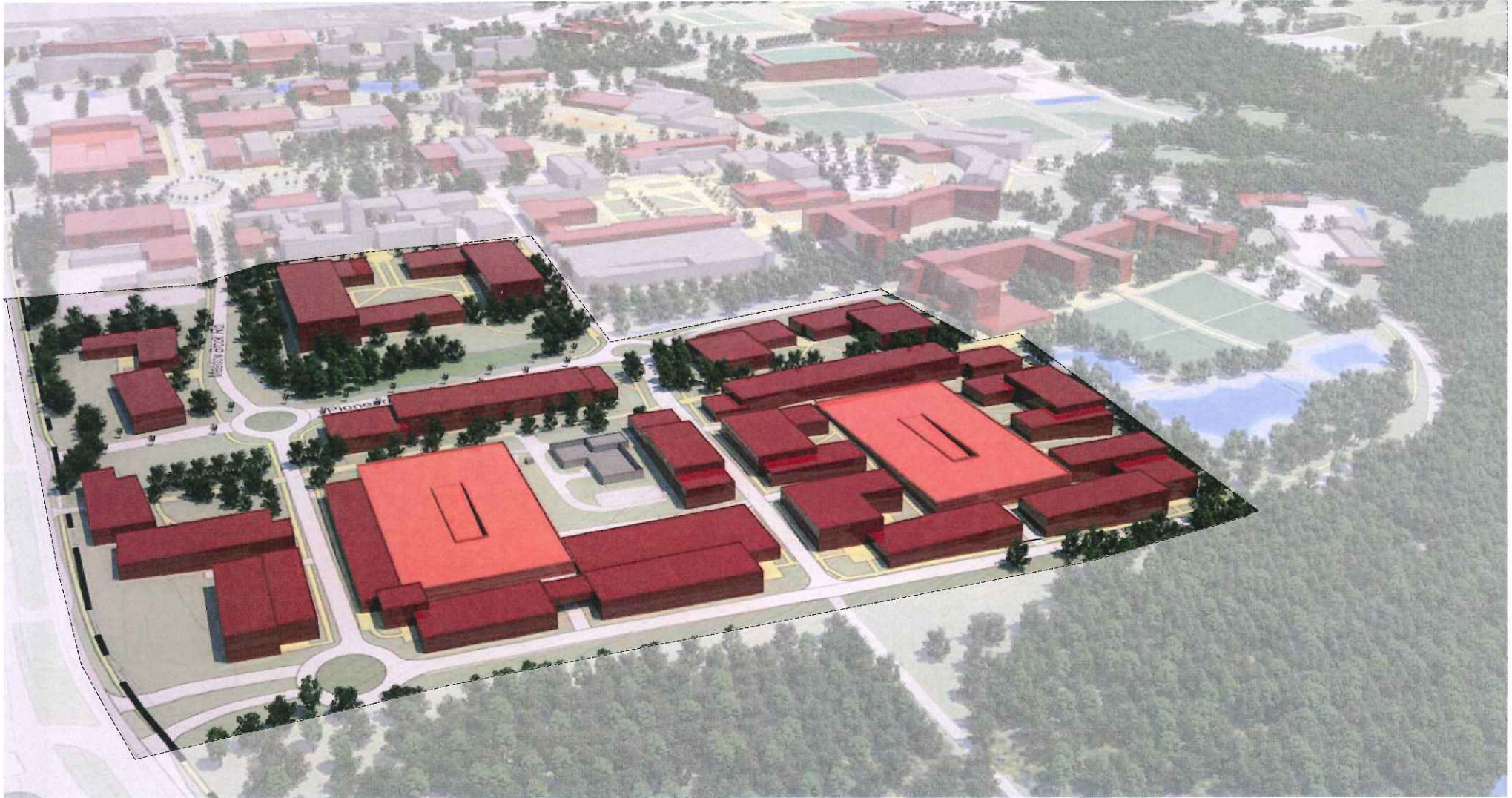
Academic District

GOAL **2** Outstanding Programs



Health Professions District

GOAL **2** Outstanding Programs



Research District

GOAL **3** Compelling Physical Presence



Squirrel Road

GOAL **3** Compelling Physical Presence



Campus Gateway

GOAL **3** Compelling Physical Presence



Convocation Center and Corner of E. Walton Boulevard and S. Adams Road



AGENDA

SCHEDULE + PROCESS

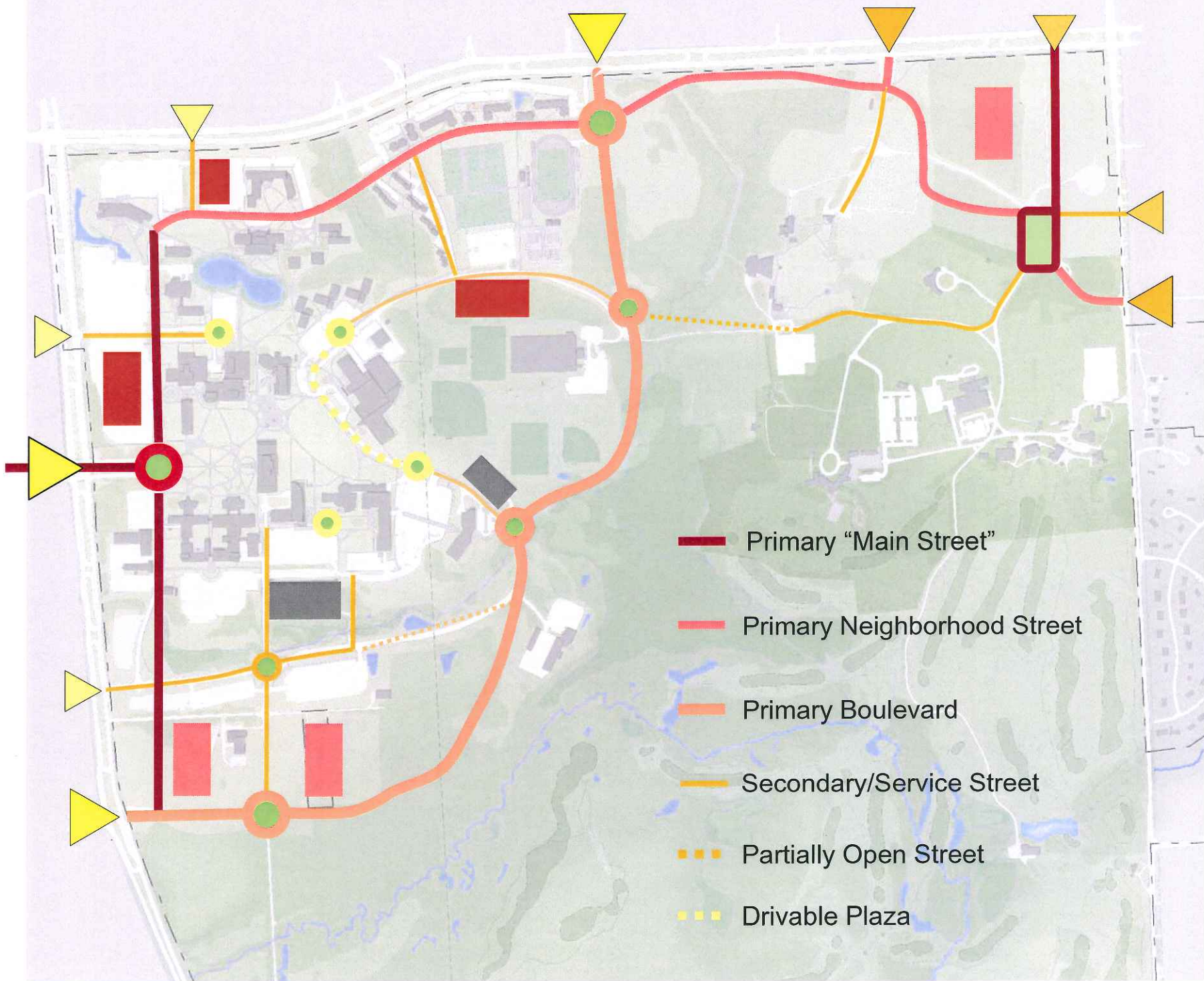
PLAN REVIEW

STRATEGIC ALIGNMENT

PARKING + CIRCULATION

DESIGN STANDARDS

parking + circulation



Enrollment Growth and Parking

User Group	Pop 2015	%	Pop 2025	%	Growth	Growth Rate
Commuter Student	17,957	77%	18,300	71%	343	0.2%
Resident Student	2,754	12%	4,700	18%	1,946	5.5%
Staff	2,500	11%	2,800	11%	300	1.1%
Campus Population	23,211		25,800		2,589	1.06%

Parking Spaces	7,663		8,518	855	1.1%
Spaces per Person	0.33		0.33	0.33	

- Current parking ratio is 0.33 spaces per student / staff
- Projected Growth to 2025 of 2,589 students and staff
 - Resident students: majority of growth
- Based on growth projection and maintaining 0.33 ratio requires an additional 855 spaces
 - Maintains current parking conditions

Parking Management Strategy Options

Option A - "Business as Usual"

- Strategy is focused on parking supply
 - Add parking to meet additional growth (855 spaces)
 - Increase parking to reduce maximum utilization to 90% during the busiest time of day

Option B – "Enhanced Business as Usual"

- Begin to address the parking demand along with parking supply
 - Implement "modest" parking fee and permit system
 - Limit "re-parking" during the day - fewer cars on campus roads
 - Implement strategies for priority parking/reduced permit fees for carpool drivers
 - Optimize existing Bear Bus routes/service hours, Improve existing stops/shelters
 - Provide strategic local/regional shuttle options (park & ride)

Option C – "New Businesses Practices"

- Equal focus on parking supply and demand
 - Same practices from Option B
 - Implement New Practices
 - Implement tiered parking fee and permit system
 - Portion of revenue goes to transit
 - Limit freshman parking on campus



AGENDA

SCHEDULE + PROCESS

PLAN REVIEW

STRATEGIC ALIGNMENT

PARKING + CIRCULATION

● ● ● DESIGN STANDARDS

A photograph of a university campus. In the background, a tall brick clock tower with a white clock face and a pointed roof stands prominently. To its right is a modern, multi-story building with large glass windows. In the foreground, three students in dark t-shirts and shorts are walking away from the camera on a wide, light-colored paved path. The path is bordered by green grass and some trees. The sky is clear and blue.

campus design guidelines

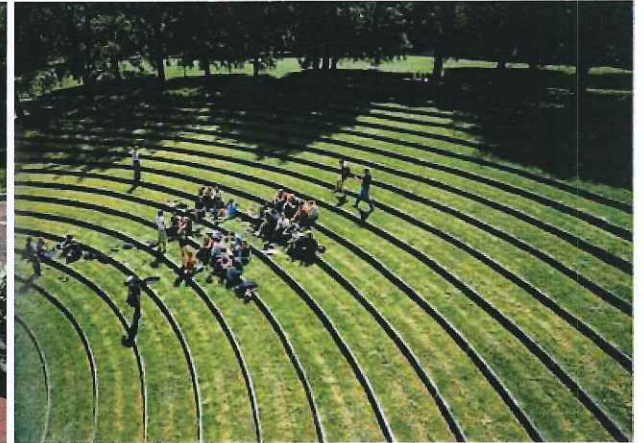
Public Realm:

- Pedestrian Oriented
- Making “Places”
 - Variety of Spaces
 - Functional, Safe, Beautiful
 - Living Lab
- Connections – “Campus Fabric”
 - Continuity of Material, Forms, Color
 - Views and Vistas
 - Multi-modal

Landscape: Guiding Principles

- IMPROVE OVERALL CAMPUS ENVIRONMENT AND AESTHETIC APPEAL
- IMPROVE CAMPUS EDGES WITH LANDSCAPE AND STRENGTHEN OU IDENTITY/BRAND
- INTEGRATE PARKING INTO THE CAMPUS ENVIRONMENT MORE APPROPRIATELY BY INCORPORATING VISUAL BUFFERING AND GREEN SPACE WITHIN LOTS
- SELECTIVELY ESTABLISH MOWED VS. UNMOWED LAWN AREAS AS A 'DESIGNED' LANDSCAPE AESTHETICALLY IMPROVING THE CAMPUS, WHILE REDUCING MAINTENANCE AND WATER USAGE.
- REINFORCE CAMPUS PHYSICAL STRUCTURE AND PRIMARY CIRCULATION ROUTES WITH LANDSCAPE
- PROVIDE A VARIETY OF OPTIONS OF SPACES FOR PEOPLE (SIZES AND TYPES) TO GATHER THAT ARE VISUALLY APPEALING AND DESIRABLE TO USE; PROMOTE SOCIAL INTERACTION
- ENHANCE NATURAL AREAS TO ENCOURAGE USE BY STUDENTS AND THE COMMUNITY; PROMOTE CAMPUS ENVIRONMENT AS A UNIQUE ASSET WITHIN THE COMMUNITY
- STRENGTHEN THE CONNECTIONS BETWEEN PEOPLE SPACES
- SUSTAINABILITY AND TO BE RESPONSIVE TO AESTHETIC, ACADEMIC, FUNCTION, AND MAINTENANCE CAPABILITIES
- INCORPORATE BEST MANAGEMENT PRACTICES FOR STORM WATER MANAGEMENT INTO LANDSCAPE DESIGN







Synthesis of Strategic Vision



Bear Lake at North Residential Village

campus design guidelines

Buildings:

- Permanence + Performance
- Character

History, Context

Human Scale + Proportion

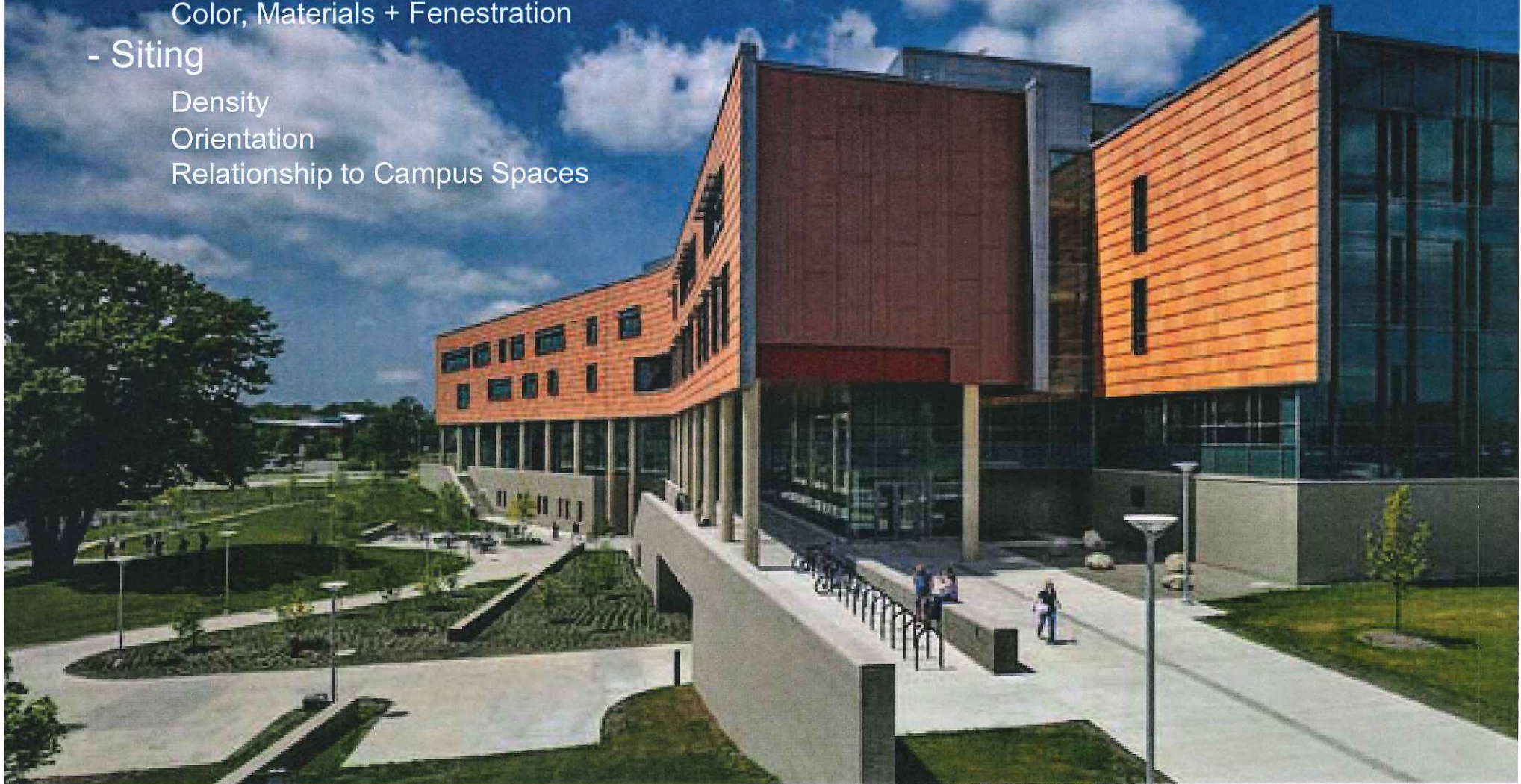
Color, Materials + Fenestration

- Siting

Density

Orientation

Relationship to Campus Spaces



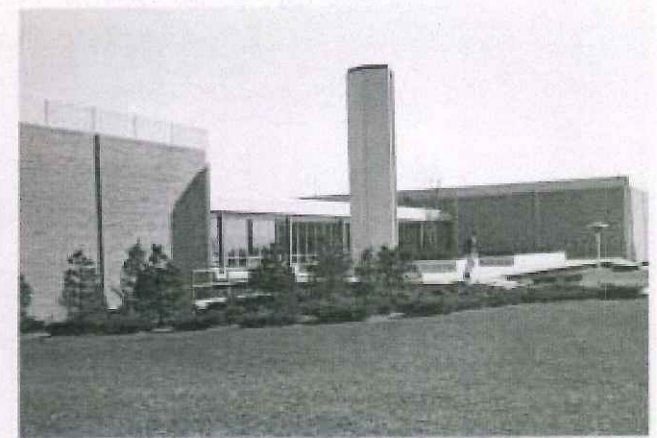
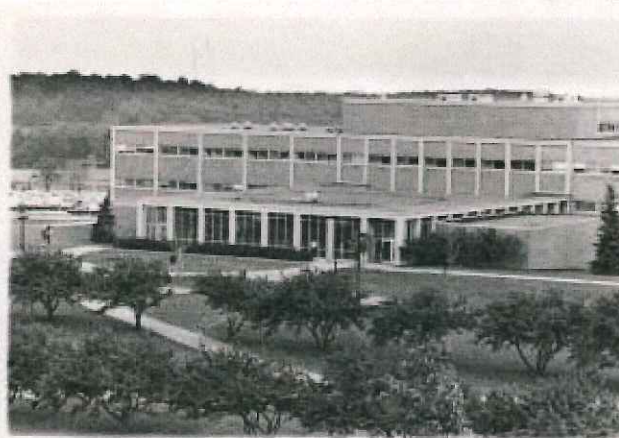
Defining "Place" at Oakland University

Architectural Characteristics

- Modernist Functional Aesthetic
- Planes
- Subtractive base
- Brick, stone, concrete, steel, glass
- Façade "weave" of material
- Glass connectors
- "Pavilion" buildings
- Canopies at entries
- Articulated frame

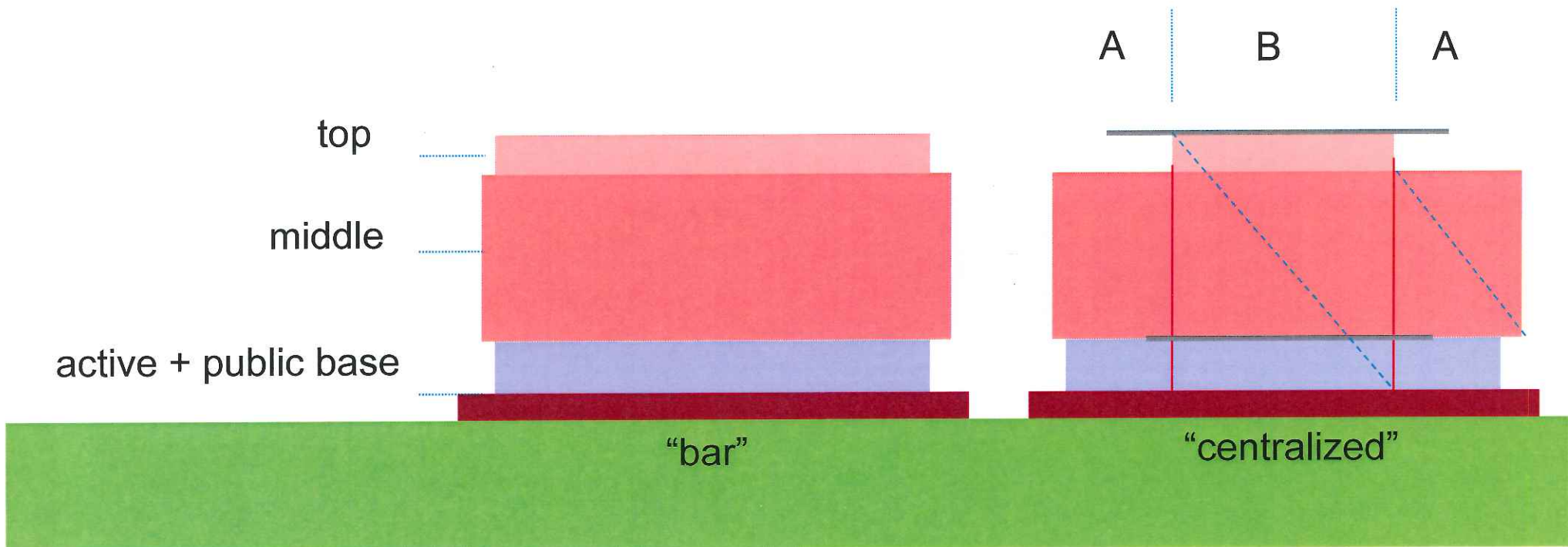
Materials

- Brick
- Pre-cast concrete
- Metal panel
- glazing
- Roof: metal if not flat



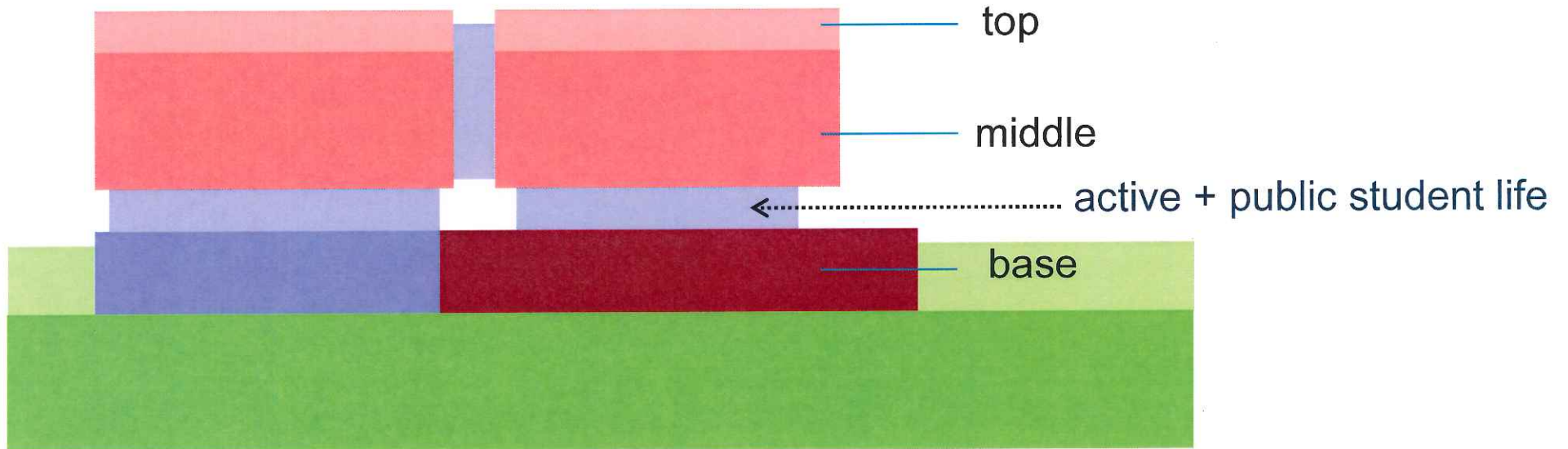
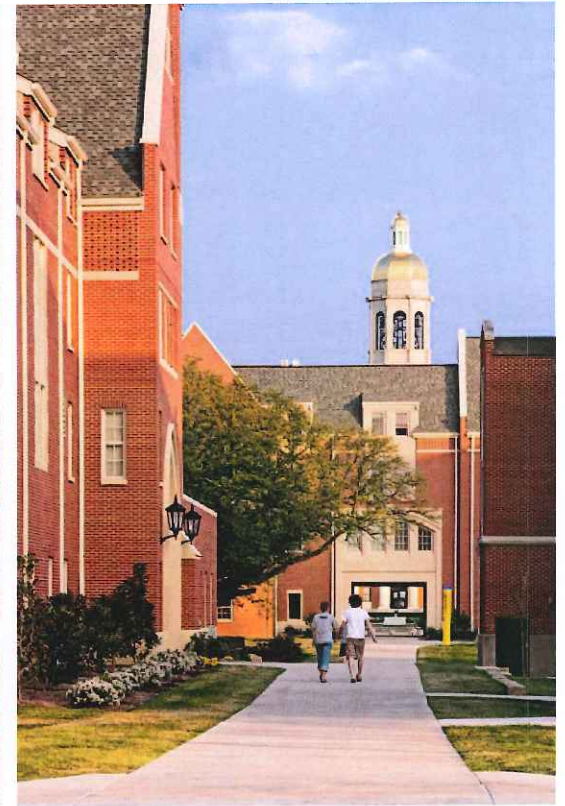
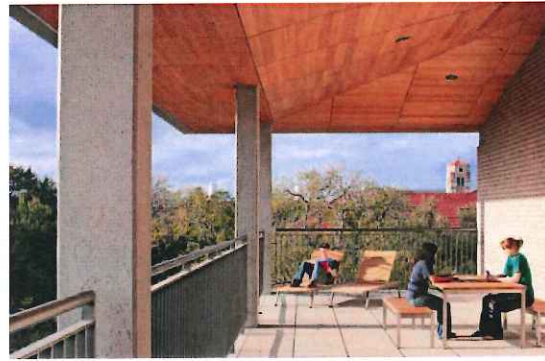
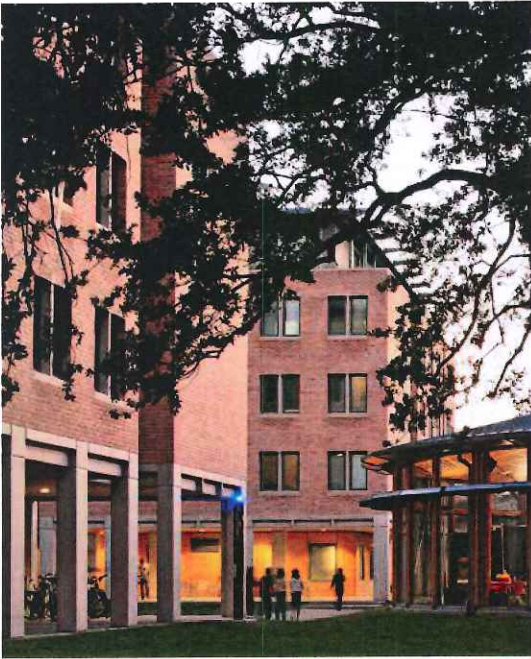
Design Guidelines

Massing, Proportion, Material

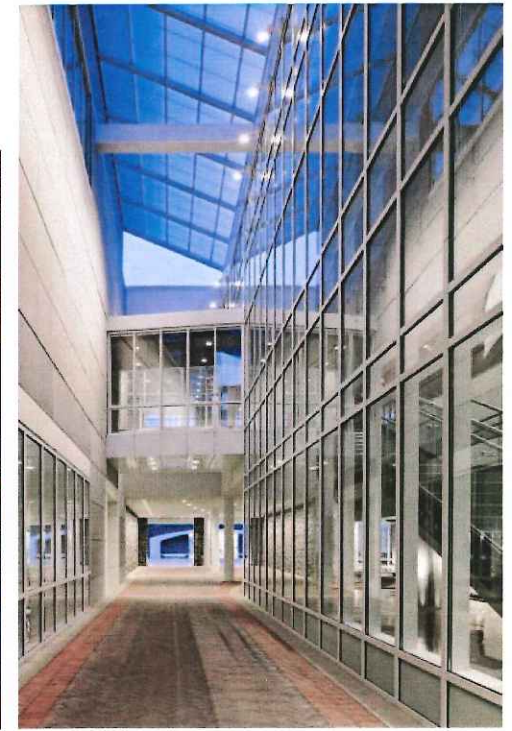
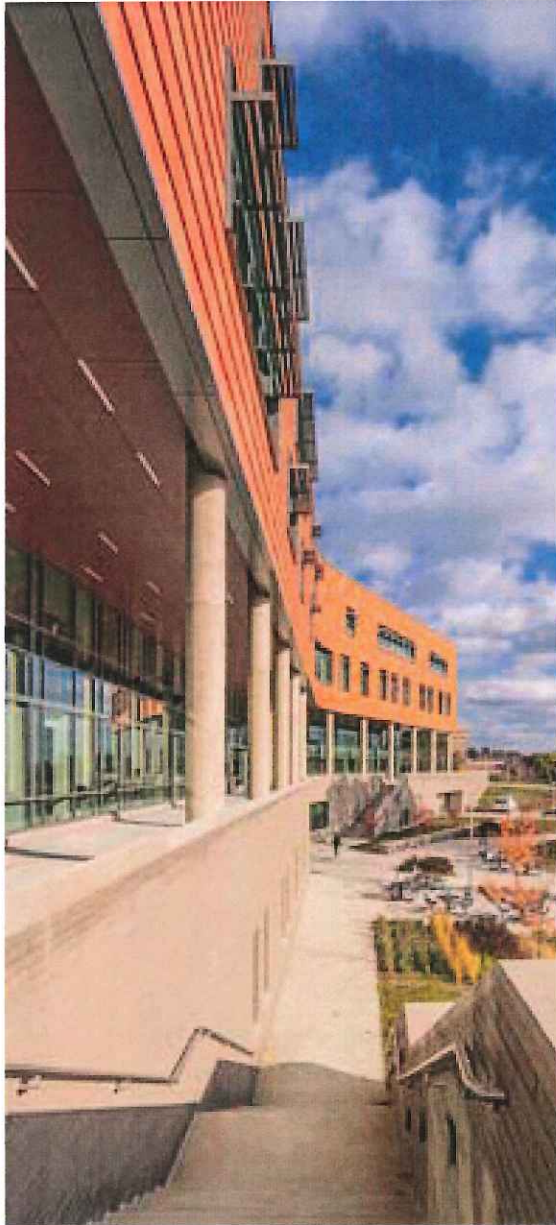


Design Guidelines

Pedestrian Scale, Connection, Community



Connection + Community

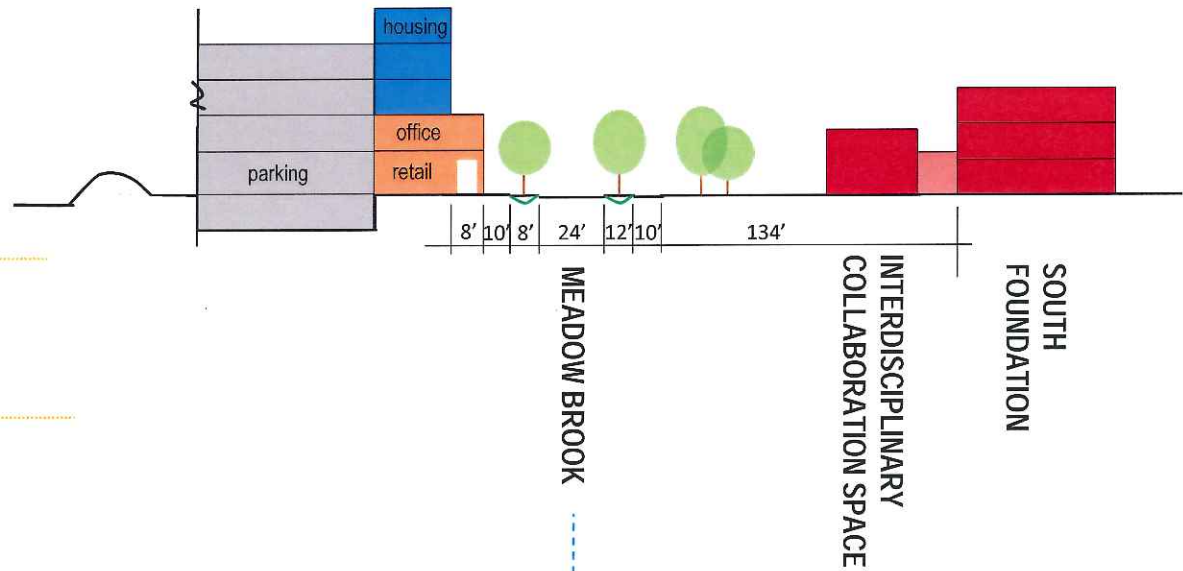


MAIN STREET CONCEPT



"Main Street" Concept

- Mixed use "Community Interface" on west side of Meadow Brook
- "Intellectual Commerce" on east side – distributed approach to Student Center, Library / Study + Classroom needs



Synthesis of Strategic Vision



North Library Mall + Amphitheater

Synthesis of Strategic Vision



Wilson Boulevard Gateway and New Concert Hall

An aerial architectural rendering of the Oakland University campus master plan. The image shows a dense cluster of buildings with red and grey roofs, interspersed with green spaces, trees, and yellow-paved walkways. A large red building with a curved roof is prominent on the left. A baseball field and other sports facilities are visible in the upper left. The campus is bordered by Wilson Blvd on the left and Squirrel Rd at the bottom. A semi-circular driveway labeled 'University Dr' is located in the lower center. The text 'OAKLAND UNIVERSITY' and '2016 Campus Master Plan' is overlaid in the top right, with 'Board of Trustees June 6th 2016' below it.

OAKLAND UNIVERSITY

2016 Campus Master Plan

Board of Trustees June 6th 2016