



CAMPUS MASTER PLAN 2025

EXECUTIVE SUMMARY
CAMERON UNIVERSITY



Dear Colleagues and Friends:

It is my pleasure to present Cameron University's *Campus Master Plan 2025 Executive Summary*, a document that provides an overview of Campus Master Plan 2025. Campus Master Plan 2025 is Cameron's guiding architectural document for the next 13 years—its blueprint for university growth and development. The Executive Summary is a brief of the Campus Master Plan, condensed and compact for quick review.

With most recommendations of Cameron's Campus Master Plan 2015 complete before the deadline, a sooner-than-expected update to the master plan was initiated to hasten plans and progress for Cameron's next 13 years. Under the able leadership of Dr. Matt Jenkins, Professor of Communication, and over the course of one

year, Cameron University's Campus Master Plan 2025 was developed. Inputs were solicited from all Cameron stakeholders—faculty, staff, students and community members; progress from Campus Master Plan 2015 was thoroughly reviewed; and the vision for Cameron's future growth was discussed, planned, and prioritized.

Campus Master Plan 2025 is certain to build upon the powerful transformation Cameron has experienced in the past 10 years. With \$60 million in capital improvements in recent years, Cameron University—an institution once regarded as a small, commuter college—has a new look and feel, and today boasts a top quality education and a comprehensive collegiate experience. Progress has touched every aspect of campus life.

Fueled with the forward-momentum of Cameron University's last decade, Cameron is poised for on-going growth and development. I look forward to the progress that is yet to come.

Sincerely,

A handwritten signature in black ink that reads "Cindy Ross". The signature is written in a cursive, flowing style.

Cynthia S. Ross
President

The Purpose of the Executive Summary

The Executive Summary offers an overview of Campus Master Plan 2025. In its entirety, Cameron University's Campus Master Plan 2025 is a 64 page document that details the university's architectural plan for the next 13 years and explains the process that created the comprehensive plan. This document, the Executive Summary, extracts and summarizes the fundamental content of Campus Master Plan 2025 and presents it in a condensed document for quick review. For a complete copy of Campus Master Plan 2025, please go to www.cameron.edu/cmp2025.

The Purpose of a Campus Master Plan

Cameron University credits its recent growth and development to successful strategic planning. The university is committed to the planning process, and its progress over the last 10 years speaks to Cameron's effective practice of developing and executing a plan.

Campus Master Plan 2025 outlines Cameron University's plan for development through 2025. It is the university's blueprint, drafted with focus and intentionality. Campus Master Plan 2025 articulates and illustrates the vision for Cameron University's future.

A Summary of the Process

In 2011 Cameron University began the strategic planning process that would create Campus Master Plan 2025. The architectural firm of Frankfurt, Short, Bruza (FSB) was contracted as the Master Plan Architectural Team for the project and an in-house Master Plan Steering Committee of Cameron staff and faculty was appointed. For a year, these two groups collaborated. The master planning process, comprised of four primary activities, is outlined below.

Activity 1: Data Gathering

Data were gathered from multiple sources using various techniques. The Master Plan Architectural Team toured Cameron's Lawton and Duncan campuses, documenting current conditions and noting issues at campus sites and campus facilities. Working together, the Master Plan Architectural Team and Master Plan Steering Committee designed a survey to solicit inputs from Cameron students, faculty, staff and community members; this was done for both campuses. Finally, meetings called Workshop Groups were conducted with key Cameron stakeholders, allowing for dialogue among stakeholders, the Master Plan Architectural Team and the Master Plan Steering Committee.

Activity 2: Planning Assumptions

The Master Plan Architectural Team presented its preliminary recommendations to the Master Plan Steering Committee. The Master Plan Steering

Committee reviewed the recommendations and offered feedback and redirection as needed. The activity concluded with the Master Plan Architectural Team and the Master Plan Steering Committee both having a clear concept for the development of Cameron University's Campus Master Plan 2025.

Activity 3: Analysis

Utilizing the data and information garnered from the previous two activities, The Master Plan Architectural Team and Master Plan Steering Committee analyzed key issues and their projects; prioritized the projects for execution, creating a three-phase implementation system; and explored various planning concepts.

Activity 4: Plan Implementation

The final activity of the master plan process, plan implementation, involves putting the plan to work and beginning the execution process. Budget and schedule factors influence this activity.



CAMPUS MASTER PLAN 2025

EXECUTIVE SUMMARY

C A M E R O N U N I V E R S I T Y

Campus Master Plan 2025 is an ambitious plan that builds upon the successful foundation of Campus Master Plan 2015. It is a plan that is the vision for Cameron University, as it was drafted from the inputs of all Cameron stakeholders.

Key Ideas

The first activity of the strategic planning process involved a thorough gathering of information from various groups of individuals invested in Cameron University. A primary result of this effort was the creation of several “key ideas” that define, in broad strokes, areas for improvement at both Cameron campuses. The key ideas listed below were paramount in shaping the Campus Master Plan 2025 initiatives.

LAWTON CAMPUS

- Create campus gateways, not just campus entries
- Clean up existing traffic circulation throughout campus
- Provide pedestrian circulation at campus perimeter
- Provide opportunities for outdoor interactions.
- Create points of interest through statues, fountains, sculptures, etc.
- Develop open spaces—the greener, the better
- Ensure pedestrian safety
- Provide visitor-friendly directions
- Make it easier to find everything
- Change the parking culture
- Evaluate current land uses
- Determine which buildings are candidates for face lifts and which need major surgery
- Spread the technology around
- Update classrooms for the current and next generations
- Review classroom use
- Spoil the students
- Build the Cameron University brand.

DUNCAN CAMPUS

- Stand out from the crowd
- Develop the outdoor environment—the greener, the better
- Ensure a safe campus environment
- Keep the students in Duncan
- Stay on top of the technology
- Think younger
- Build the Cameron University brand.



The Physical Aspects of Campus

Campus Master Plan 2025 examines all physical aspects of Cameron's campus with respect to their function within the overall framework of Cameron University. The various physical aspects of campus are as follows:

- Campus Edges
- Campus Gateways
- Inroads, Circulation and Parking
- The Pedestrian Environment
- Facilities
- Campus Character
- Campus Open Spaces
- Duncan Campus



Initiatives

The initiatives of Campus Master Plan 2025 stem from the key ideas which Cameron's stakeholders identified as topics for campus improvement. They are discussed in this section according to their physical aspect of campus.

CAMPUS EDGES

Campus edges are the boundaries of campus. They define where a campus starts and where it ends. They should be clearly defined and free of ambiguity. Campus Master Plan 2025 defines all campus edges, paying special attention to those needing improvement along the south, east and west sides of campus. Boundaries will be strengthened by adding appropriate streetscape elements (planting, signage, etc.) and creating landmarks.

CAMPUS GATEWAYS

Campus gateways are the entry points to campus (vehicular or pedestrian) that give an individual the feeling of arrival. Campus entries along the south, east and west sides of campus are those most in need of improvement: gateways at Black and Gold Drive and Elsie Hamm Drive, "D" Avenue and SW 27th Street, and Ole Kim Lane and SW 38th Street respectively. The gateway at Ole Kim Lane and SW 38th Street will be significantly enhanced, as this area will be renovated to serve as the new main entrance to campus.

INROADS, CIRCULATION AND PARKING

Campus Master Plan 2025 improves Cameron's current traffic flow (vehicular and pedestrian) and ensures a safe travel experience on campus. University Drive, a street that currently cuts into campus, will be almost entirely closed. This action will allow the Fine Arts Complex to join the main campus, as there will no longer be a major thoroughfare between it and campus. Campus Master Plan 2025 calls for limiting parking within the campus core and provides better parking distribution along the campus periphery, while maintaining available parking within 3-5 minutes of all major campus destinations. Circulation will improve with the elimination of interior traffic congestion caused by parking.

THE PEDESTRIAN ENVIRONMENT

Campus Master Plan 2025 improves the pedestrian environment by creating vistas and scenic areas along pedestrian paths for students to meander in and through as they walk to class. Stuart Grove will be extended northward and will become the central north/south pedestrian highway. Its new purpose will serve as one of the main axes of campus. Additionally, safe ways will be created across major streets and through parking lots, and appropriate lighting will be installed to ensure a safe pedestrian environment throughout campus.

FACILITIES

During the master planning process, all existing campus buildings were evaluated for their effectiveness. Based on gathered data, Campus Master Plan 2025 identifies the following campus building for adaptive reuse:

- *Library* – The existing Library will be re-purposed for Cameron’s new Student Services building. This project will take place following the construction of a new Library.

Campus Master Plan 2025 identifies the following buildings for renovation due to aesthetic and/or functional reasons:

- *Burch Hall*
- *University Theatre*
- *Shepler Towers*

Campus Master Plan 2025 identifies the following buildings for demolition, as they are nearing the end of their useful life:

- *Nance-Boyer Hall*
- *Conwill Hall*

To satisfy the needs of Cameron’s growing campus, the following buildings are identified for new construction:

- *General Classroom and Faculty Offices Building*
- *Library*
- *Cameron Village Extension*
- *Physical Facilities* – Physical Facilities is being relocated west of 38th Street to allow for the construction of a new Library.

CAMPUS CHARACTER

Campus character is accomplished by large elements, such as statues and iconic architecture, but also by small touches such as black and gold road signs, distinct open spaces and landscaping. Cameron already has much of this; however, Campus Master Plan 2025 builds upon the existing campus character by incorporating a cohesive signage system, adding a stronger way-finding system for visitors and adding iconic architectural elements throughout campus such as the new Clock Tower Plaza.

CAMPUS OPEN SPACES

Campus Master Plan 2025 improves upon Cameron’s existing open spaces by increasing the size of the Unity Garden and adding a formal pedestrian entry, creating a new central gardens where Nance-Boyer and Conwill Hall once stood, and adding new intramural athletic fields near the Cameron Village extension. Further, the Master Plan adds various strips of open space to connect existing and new open spaces so that these spaces flow from one to another.

DUNCAN CAMPUS

Campus Master Plan 2025 calls for increasing the size of the Duncan campus by duplicating the campus’s current facility—building an addition eastward that mirrors the existing building and parking lot. Additionally, the Master Plan will create a pedestrian environment and more green spaces. A landscape buffer will be added between the facility and West Bois D’Arc to absorb road noise, and additional signage will be added to denote university affiliation.

Conclusion

With the first three activities of the planning process complete, only the final activity remains - Plan Implementation. Campus Master Plan 2025 is certain to bring about the growth, development and success that is now synonymous with Cameron University. With a proven track record of effective strategic planning, Cameron University is ready for its next 13 years of progress.



CAMERON UNIVERSITY

CAMPUS MASTER PLAN 2025

LAWTON CAMPUS

LEGEND

-  RENOVATED BUILDING
-  NEW BUILDING
-  EXISTING BUILDING
-  BUILDING NOT OWNED BY CAMERON
-  PROPERTY NOT OWNED BY CAMERON
-  NEW PARKING
-  EXISTING PARKING
-  FUTURE BUILDING SITE
-  ATHLETIC FIELD
-  NEW FOCAL POINT
-  EXISTING FOCAL POINT
-  PLANTING BED
-  DECORATIVE PAVING
-  WALKWAY
-  FENCE LINE

PHASE 1 - NEW GENERAL CLASSROOMS & FACULTY OFFICES BUILDING

- A. Relocate the portion of Physical Facilities currently located north of Ole Kim Lane to new location west of S.W. 38th Street
- B. Build new General Classrooms & Faculty Offices Building
- C. Replace parking lost by construction of new General Classrooms & Faculty Offices Building site with new parking on north side of Ole Kim Lane
- D. Demolish Nance-Boyer Hall and Conwill Hall

PHASE 2 - NEW LIBRARY

- A. Relocate the portion of Physical Facilities currently located south of Ole Kim Lane to new location west of S.W. 38th Street
- B. Create new roads & parking
- C. Build New Library
- D. Repurpose old Library as Student Services

PHASE 3 - NEW HOUSING

- A. Build extension to Cameron Village and create additional parking



CAMERON UNIVERSITY

Cindy Ross, President

Campus Master Plan 2025 Steering Committee

Dr. Matt Jenkins, Steering Committee Chair, Professor of Communication

Glen Pinkston, Vice President for Business and Finance

Albert Johnson, Vice President for University Advancement

Harold Robinson, Special Assistant to the President

Jennifer Holland, Vice President for Student Services

Workshop Groups

LAWTON CAMPUS

Master Plan Steering Committee

Faculty Senate

Deans & Department Chairs

Student Government Association

Staff Group 1: Facilities and General Services

Staff Group 2: Student Services

Community Representatives/Constituents

DUNCAN CAMPUS

Faculty, Staff, Students, Community Representatives/Constituents

Master Plan Architectural Team

Fred Schmidt, FAIA, LEED AP, Project Principal, FSB

Jason Holuby, AIA, LEED AP, Project Manager, FSB

Chris Reiter, Associate AIA, Project Designer, FSB

Scott Howard, ASLA, Howard Fairbairn Site Design

