

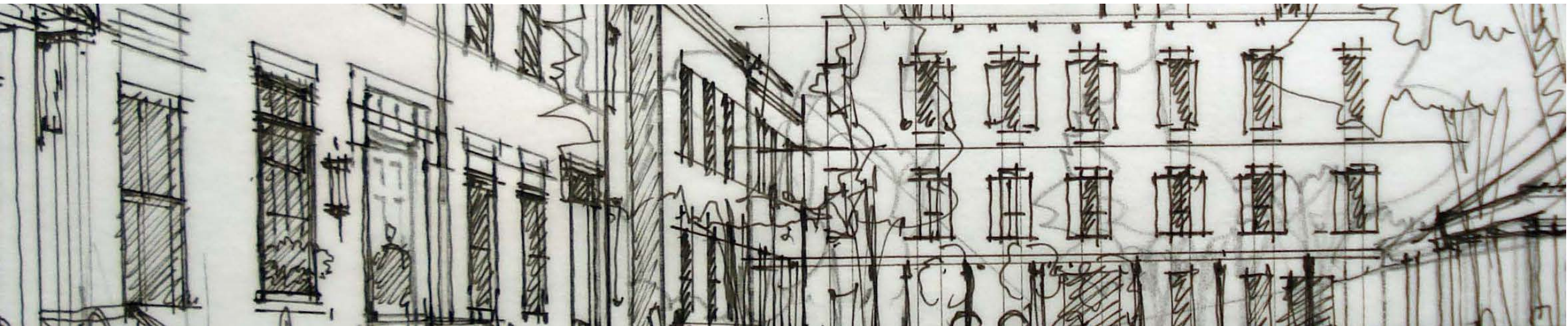


CAMPUS MASTER PLAN





ARCHITECTURE URBANISM INTERIORS



Who we are. What we do. How we work.

- Founded 1980
- Award-winning multi-disciplinary firm dedicated to the practice of Architecture and Urbanism
- Regionally rooted, human-centered approach that calibrates buildings and the environment
- Pioneers in designing for communities, campuses, and cities



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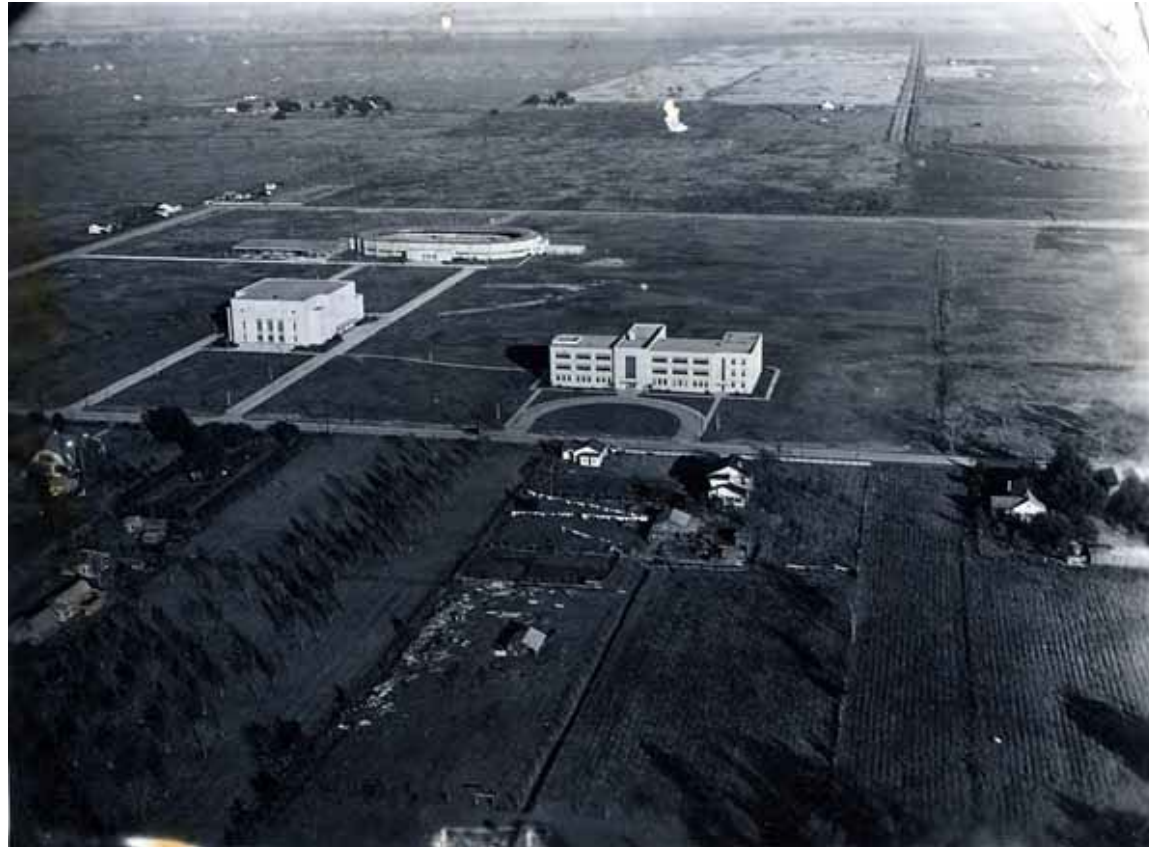




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Why start with a Master Plan?



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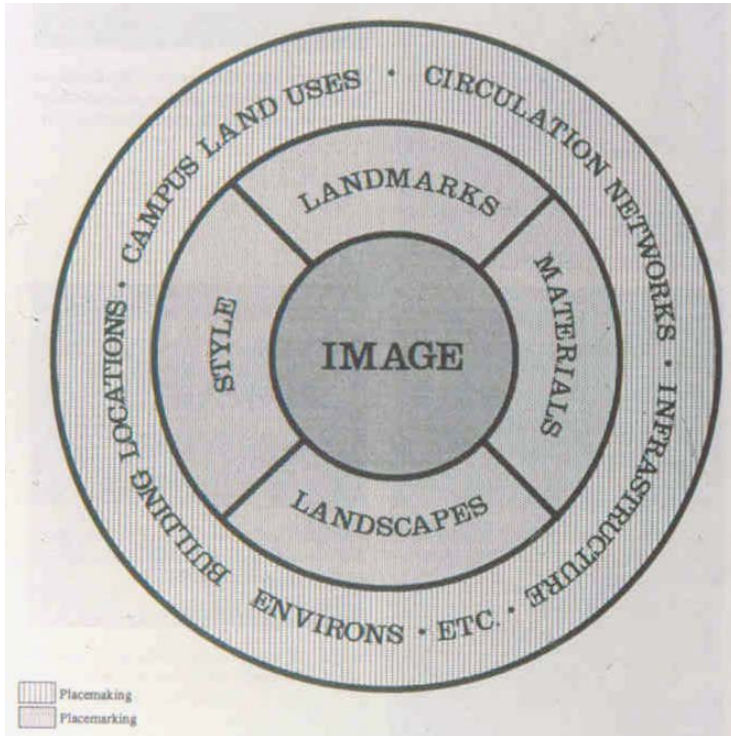
- To clarify, confirm, or adjust institutional **goals and objectives**.
- To define physical resources to achieve the **institution's mission and vision**.
- To ascribe physical recommendations to get a sense of **purpose, size and cost**.
- To reflect institution's priorities and the **realities of financing and phasing** of development
- To determine and coordinate location of campus improvements to achieve **functional, attractive, comprehensive design**.
- To have a framework for making day-to-day physical development decisions, flexible enough to **accommodate changing conditions**.
- To understand opportunities and initiatives that **transcend immediate problems and solutions**; so the institution will be able to act decisively when time to do so.
- To document, for those outside of the institution, that the institution's **existing physical resources**, and those to be acquired, are in good hands.
- To provide the institution with a **sense of place** that proclaims the College's purposes, distinction, and domain.



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Approach to Campus Design



- The activity of Campus Design includes two key components:
 - **Place Making**
 - **Place Marking**



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Place Making

- Structuring of overall design, broader skeleton, and articulated pattern of the campus plan
- Positioning and arranging campus land uses, pedestrian routes, and vehicular routes
- Locating buildings, functional open space, and parking lots
- Defining edges
- Interfacing campus and environment



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Place Marking

- Definition, conceptualization, and orchestration of physical attributes that gives a campus visual uniqueness.
- Include:
 - Landmarks
 - Style
 - Materials
 - Landscapes



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Place Marking



Landmarks



Landscapes



Material



Style



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Master Planning Process: Components

- Identify a common physical image
- Develop design guidelines
- Define campus core
- Develop strong relationship among various departments
- Harmonize landscapes and streetscapes
- Organize parking
- Organize exterior spaces and points of gathering
- Define relationships among buildings
- Define mobility circulation – vehicular / pedestrian / bicycle
- Identify mobility conflicts – pedestrian / vehicular / bicycle
- Define campus entrances and access

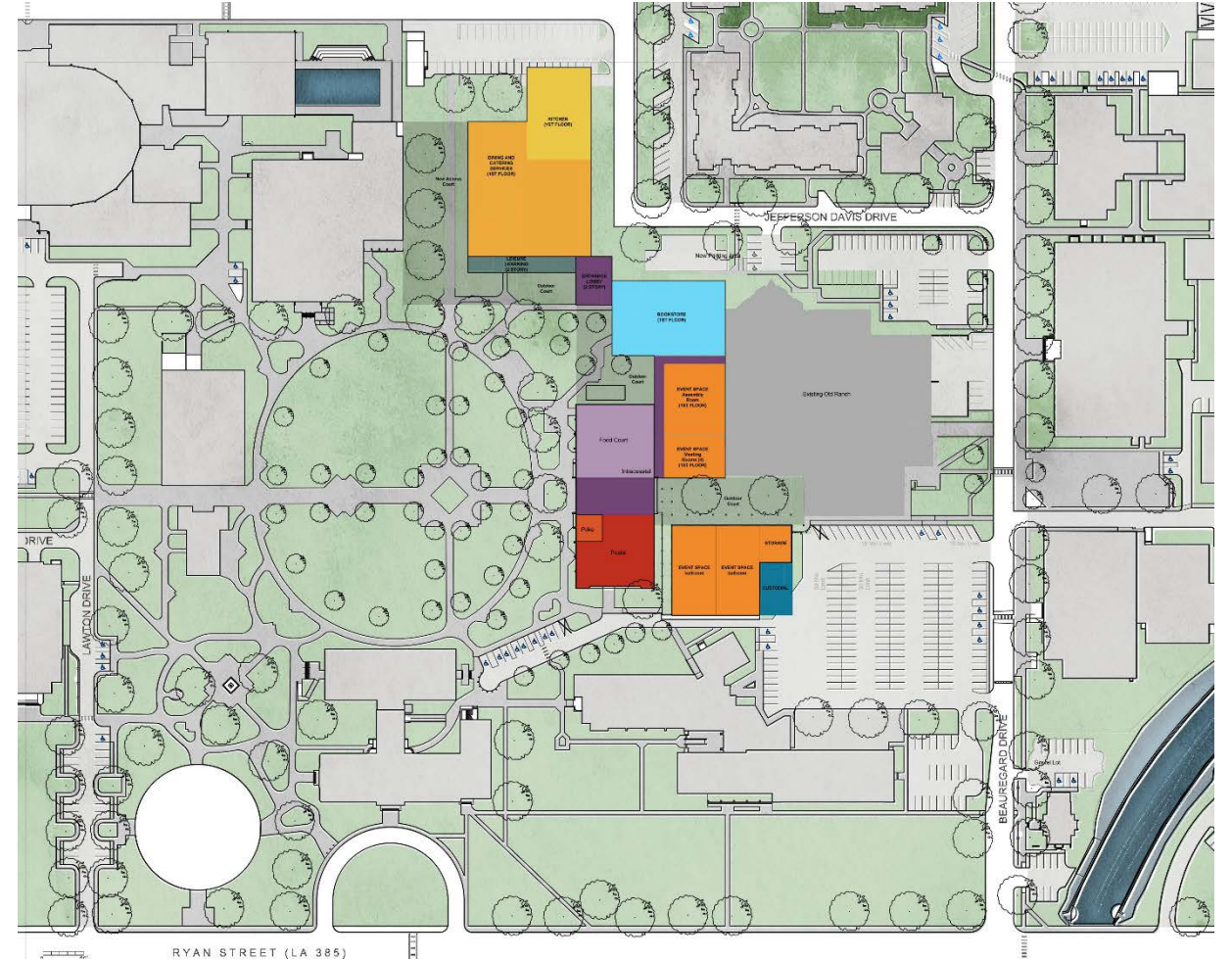


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Student Union Programming

- Existing Building Assessment
- Assessment of Needs
- Programming
- Campus Analysis
- Detailed Program
- Proposed Program Summary
- Site & Floor Plan Scheme Diagrams
- Phasing Plan
- Probable Budget Ranges
- Probable Schedule



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What is unique for McNeese?

Pillars of the Master Plan

- **AN ATTRACTIVE CAMPUS** with fertile landscapes and natural systems that are in harmony with buildings and active streetscapes that promote interaction, ease of access, and connectivity.
- **STRATEGIC SPACE USE** with the appropriate consolidation, pairing, and flexible planning for meetings, study, and learning across campus buildings – based on a clear and progressive understanding of departmental needs. And by managing orderly campus change and feasible development growth through proper land use planning.
- **ESTABLISHED CAMPUS IDENTITY** through a more purposeful and consistent overall architectural language, strategic branding and navigable wayfinding systems, and enhanced gateways that define boundaries while inviting relationships with campus surroundings.
- **PRODUCTIVE CAMPUS INFRASTRUCTURE** with functioning utilities, consistent maintenance facilities, and appropriate drainage and stormwater management of the highest operational and safety standards to sustain development growth. And the introduction of future proofing technologies to enhance and support the management operations of campus infrastructure.
- **CONSISTENT SAFETY AND SECURITY** across the entire campus that provides surveillance, policing, and overall comfort for students, faculty, and visitors. Ensured through the adoption and implementation of Crime Prevention Through Environmental Design (CPTED) methods.
- **THRIVING STUDENT LIFE** where the student body feels satisfied, served and respected. Where diverse backgrounds are inspired to learn, engage and get involved through events, organizations, and enhanced campus living opportunities. Where students and alumni exude joy, spirit, and forever pride in contributing to the unique McNeese State legacy.
- **SUPPORTED FACULTY EXPERIENCE** that offers competitive support services and facilities that provide modern conveniences and encourage interaction with faculty peers, departments, and students. And that provides faculty success through capacity and skill building activities.
- **ENGAGING THE COMMUNITY AND CITY ECONOMY** by projecting the true unifying image of McNeese State University through commercial assets and mutually beneficial partnerships with the City of Lake Charles, as well as enhanced connections and the embrace of regional culture.



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How Do We Get There?

- Assessment of needs and priorities
- Assessment of Projections – Departmental
- Assessment of Projections – Physical
- Identification of major Capital Projects
- **Charrette/Workshop process**
- Presentation of principles and techniques
- Participation from key stakeholders
- Presentation of proposed building programs & use
- Presentation of proposed overall campus strategies
- Delivery of Master Plan Document



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Need for Interactive Participation



We need you!

- Human interaction inherent in place making and place marking processes
- You are a key player in creating a visionary physical environment



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