A Critical Moment

Texas A&M University - Corpus Christi (TAMU-CC) is at a pivotal point in its development as a university. With growing enrollment, evolving academic plans, increasing physical space needs, and limited land on the island, the university is facing some important decisions as it plans for the long-term future of both its Island and Momentum Campuses. As the university continues to meet the demands that come with being a regional leader in higher education, it is also proactively planning to meet future challenges of a highly competitive and ever-evolving higher education marketplace.

This master plan ‘writes the script’ for future growth of both the Island and Momentum Campuses. It establishes a vision for growth that rises to the occasion by addressing critical resource allocation questions for both the near-term and long-term. How much future space will the university need? Where should research functions be located? How can the university foster a vibrant student life?

While it is not a crystal ball, this master plan attempts to answer these questions and many more. It anticipates future facility needs and enrollment growth, as well as infrastructure and utility requirements. It takes the best qualities that already exist on campus and enhances them. Above all, this document establishes a sense of place and enhances the identity of all campus locations.

Executive Summary
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Master Plan Goals
Through the planning process, several major goals emerged for this master plan:

Establish a Vision
Generate an over-arching conceptual vision for the long-term development of both campuses to meet enrollment growth projections and university objectives.

Connect the Campuses
Improve physical connectivity and create a comprehensive land use scheme for both campuses.

Prioritize Projects
Prioritize specific near-term projects to meet existing needs and inform the capital improvement campaign.

Improve the Campus Experience
Enhance landscape and building aesthetics that build upon the campus’ unique settings and create memorable spaces that foster student life and university pride.

Inform the Strategic Plan
Provide a foundational vision for campus growth to be considered by stakeholders creating a new strategic plan (the university will embark on the creation of a new strategic plan called Momentum 20/20 in 2013).
Guiding Principles

Principle #1: Optimize Future Land Use on Island Campus for Academic and Research Purposes
- Focus new academic and research building projects on the island
- Seek compact design solutions that maximize building potential without creating utility capacity issues or reducing public open space
- Use surface parking lots as building sites

Principle #2: Utilize Momentum Campus for Athletics, Future Housing, and Other Auxiliary Functions
- Momentum Campus can best be used for the following purposes: athletics, additional student housing, administration functions (purchasing, payroll, budget, human resources, etc.), ROTC, facilities services, office space (to include technology commercialization, private partnerships, long-term research)

Principle #3: Enhance Campus Connectivity and Access
- Multiple modes of transportation can improve getting to and from campus
- Further develop student life

Principle #4: Expand Upon the Spine (Enhance Campus Outdoor Spaces)
- The north-south spine is the most successful outdoor space on campus. The spine is pedestrian friendly and heavily used by students, faculty, and staff. Replicate the spine’s landscape aesthetic elsewhere on campus to create gathering spaces that are intimate, “third” places

Principle #5: Capitalize on Being an island campus
- Emphasize the unique setting of the university by promoting access to the water, creating landscape zones that recognize unique ecosystem, and protecting environmentally sensitive areas

Principle #6: Seek Transportation and Parking Solutions to Manage Supply and Reduce Demand
- Implement multiple strategies to balance providing parking with utilizing land for other purposes
- Create future parking garages to provide parking supply
Master Plan Highlights
The master plan creates a physical strategy for long-term development that plans for future university space needs to match enrollment targets. Beyond meeting benchmark targets and projections, the master plan creates a visionary 21st century university on two campuses. The master plan promotes the campus experience and enhances student life by creating beautiful green spaces, connections to the water, and planning for campus facilities that integrate with the landscape.

There are several key takeaways in this master plan:

Near-term Projects are Identified
This plan features new near-term buildings with associated landscape areas. The Life Sciences Research Building; Arts, Media and Communications Building; and Learning Resource Center are all included.

Future Front Door Created
In a complete shift, the existing boat storage and facility services area in the southwest corner of Island Campus are re-imagined as a new front door to campus: the Visitor and Interpretive Research Center, with its iconic viewing tower, becomes the new emblem for the campus.

Outdoor Green Space is a Connective Network
This master plan increases overall green space (courtyards, pathways, gardens, lawns) from 18 acres to 28 acres on the Island Campus. With the increase in green space, the campus experience is enhanced. Buildings are linked to one other via a network of pedestrian pathways and gathering places.

Land Use Logic
This master plan is governed by an underlying logic to the distribution of buildings that create a synergy of use in sections of the campuses. On Island Campus, research, science, and engineering functions grow west while liberal arts and arts, media, and communications grow east. Student life functions remain the hub of activity in the southern part of the campus.

Gathering Momentum
The original plan for Momentum Campus—the Campus Expansion Plan completed in 2008—is validated as many of the same land uses and building functions remain, but in a slightly different configuration.

By The Year 2025...

The University is projected to have 20,662 students
An increase of approximately 10,100 students, approximately doubling the Fall 2012 enrollment

The University is projected to need 5 million gross square feet of building space (including housing)
An increase of 2.5 million gross square feet over 2013

The University is projected to need 3,626 student beds on two campuses
An increase of almost 2,000 beds compared to Fall 2013

The University is projected to top $45 million in annual research expenditures
An increase of approximately $30 million, tripling the anticipated 2013 expenditure
Building Organization
Centered on the convocation center, a mix of buildings is integrated into an urban district. Hotel, office/research, and residential uses surround the convocation center.

Student housing is located to the south of Momentum Drive and along Ennis Joslin Road.

The athletics complex extends to the west of the convocation center.

Throughout the Momentum Campus, mixed-use buildings are planned that incorporate ground level retail/office into a residential or office building exist.
Momentum Campus at a Glance

Built on the assumptions of the 2008 Campus Expansion Plan, this master plan identifies similar uses and overall design concept as the original plan.

Implementation Underway

The athletics complex is already being implemented. The tennis center was built in 2010, and the soccer/track and field facility will be complete in 2013. Future softball and baseball diamonds are still in the plan, and will be phased-in in the future.

Convocation Center Hub

Acting as a catalyst and monumental space, the future convocation center will provide a large multi-use space for commencement activities, sporting events, concerts, and meeting spaces. It will also spark future development around the campus as the campus matures into an urban district.

Islander Town

The potential for a mixed-use district with graduate student housing, office/research space, and retail space is an exciting opportunity for Momentum Campus. Establishing a presence on Ennis Joslin Road will be a great way for the university to engage the community and it will create a front door to campus.
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