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INTRODUCTION

Coastal Carolina University has completed a year-long comprehensive planning process for the University which has resulted in the development of a long range Campus Master Plan. The Master Plan responds to the University’s Mission Statement, defines the University’s facility needs for future growth, and illustrates the location of new facilities and the design character for the growing campus.

The proposed Master Plan will consolidate all academic facilities within a compact pedestrian academic core framed by a reconfigured Chanticleer Drive. The entire campus is viewed as part of the learning environment so new residential and recreation facilities are placed within walking distance of the academic core. In order to support student life, a large new student center complex, framing Spadoni Park and the Graham Family Bell Tower, is proposed. The distinctive campus landscape of wetland sloughs is celebrated and proposed academic buildings frame new landscaped quadrangles. Blanton Circle is proposed to be redeveloped as a landscape quadrangle by removing the existing driveway and parking. A new landscape feature is proposed to mark the campus gateway at US 501 and athletic facilities are consolidated on the west side of the academic core to provide a green landscaped edge to the campus along SC 544. Parking is moved to the perimeter of the academic core and new parking areas are provided to accommodate projected growth. In order to make the campus more accessible to pedestrians and vehicles, additional campus entries from US 501 and SC 544 are provided on the north side of the campus.
COASTAL CAROLINA UNIVERSITY'S CAMPUSES ARE LOCATED IN THE MYRTLE BEACH METROPOLITAN REGION
EXISTING CAMPUS

Located in the Myrtle Beach Metropolitan Region, Coastal Carolina is a rapidly growing institution. From its entering class of 53 students in 1954, Coastal Carolina has grown to over 8,500 students in 2010 on a campus of more than 600 acres.

The existing core campus, located in Conway near Myrtle Beach, South Carolina, was initially contained within a triangular frame of highways: US 501 and SC 544. In recent years, the University has acquired land and facilities east of US 501 in the Atlantic Center and west of SC 544 at University Place, a large student residential complex.

The Coastal Carolina campus has a distinctive personality that is rooted in its history, physical setting, and programs. Founded in 1954 by the Horry County Higher Education Commission, Coastal Carolina is distinguished by the extraordinary support from its community. As noted by Ray Talbot, Jr. in Coastal Carolina University, the First 50 Years, “The Horry County Higher Education Commission and the largess of the people of Horry County in supporting it is one of the most important and unique aspects of the Coastal story.” Strong community support continues, and is reflected in the Coastal Educational Foundation and Student Housing Foundation, which complements the University’s founding commission, the Horry County Higher Education Commission.

The University’s academic strengths lie in more than fifty baccalaureate programs and several master’s degree programs in education, writing, coastal marine and wetland studies and the MBA. In addition to the University’s more traditional curricula, the academic program is distinctive in its offerings in marine science and golf management.

The core campus has a bucolic landscape and is distinguished by a pattern of east-west wetland sloughs, leading to its characterization as “the University campus in the woods.” Buildings and landscape elements are arranged in a classical design along a north/south axis with the original campus structure, the Singleton Building, fronting a formal horseshoe drive, Blanton Circle. As the academic core has grown northward to Prince Lawn and the Wall Building, additional buildings have been sited in relationship to the central axis. Chanticleer Drive, a loop drive springing from University Boulevard, frames the academic core.

The East Campus, across US 501 from the main campus, contains approximately 93 acres with a mix of research, academic, auxiliary and recreation facilities.

The University golf course, immediately south across University Boulevard from the main campus, contains an 18 hole golf course on 200 acres and a small clubhouse of approximately 8,500 gross square feet (gsf). The course is intertwined with Quail Creek, an attractive neighborhood of single family homes.

University Place, located about one-half mile across SC 544 from the edge of the core campus and owned by the Coastal Carolina University Student Housing Foundation, provides 1,911 beds of student housing and 1,893 parking spaces for students on approximately 54 acres of land.
An east-west pattern of wetland sloughs distinguishes the campus landscape, while providing shade and stormwater management benefits.

View of the wall building from Prince Lawn across the pond.
GOALS

The goals for the Master Plan were established by the University, the Steering Committee, and the Master Plan Committee over the course of a 9-month planning process that also engaged students, faculty and staff. The goals address the University’s mission and governance, as well as the physical development of the campus.
### University Mission
- Recruit highly qualified students, faculty, and staff.
- Embrace the teacher-scholar model of education with emphasis on high quality teaching, faculty research, and collaboration in the community, state, nation, and world.
- Serve the educational needs of the greater Conway and Myrtle Beach region.
- Provide leadership as a regional center of economic and intellectual resources, lifelong learning, and cultural, recreational, and athletic programs.

### Campus Environment/Design
- Develop architectural and landscape design guidelines for the campus
- Improve the landscape quality of the existing campus and redevelop Blanton Circle as a pedestrian quadrangle.
- Maintain the bucolic character of the campus, and ensure that new buildings are compatible with existing architectural vernacular.
- Develop a plan for public art.

###Governance
- Clarify the process of planning, land acquisition, site selection, programming, and development of new facilities.
- Shift from a reactive mode to a strategic mode for campus planning.

###Physical Development of the Campus
#### Academic Space
- Retain a compact academic core focused upon Prince Lawn and Blanton Circle.
- Prioritize and site new academic facilities, including: science facilities, library expansion, classroom and office building, arts and sciences building, and education building.
- Relocate existing academic activity on East Campus back to the academic core.

#### Housing
- Provide additional on-campus housing to accommodate the freshman/sophomore residency requirement.
- Provide a pedestrian connection to University Place and improve supporting dining facilities.

#### Student Life
- Build campus community and foster informal learning with a new student union complex.
- Introduce smaller food venues within the academic core.

#### Athletics & Recreation
- Provide facilities to support the growing intramural and club sports programs, which have doubled in the past two years.
- Develop a long-range intercollegiate athletics program and facility master plan, recognizing the importance of proximity to the heart of campus.
- Relocate support facilities to the East Campus.

###Transportation & Parking
- Create a pedestrian focused campus with parking at the periphery.
- Provide pedestrian access to the campus from residential areas north of the campus.
- Make the campus more bicycle friendly and foster regional bicycle connections.
- Develop safe and effective connections from the core campus to east campus across US 501 and to University Place across SC 544.
- Provide additional campus entries from US 501 and SC 544.
- Develop a comprehensive transportation demand management plan.

###Community Context
- Build upon the broad community support which Coastal Carolina has fostered since its founding.
- Support the leadership roles which the faculty and staff of the University play in the City and the County.
- Develop appropriate facilities to welcome more community and external groups to campus.
- Respond to community partnership opportunities, including: student convocation center, student dining, student union, theater, large banquet space, and alumni center.
PROGRAM FOR PLANNING

In the fall of 2009, University enrollment totaled 8,346 students supported by 1,255 faculty and staff. A target enrollment of 12,500 students was established for the purposes of this Master Plan.

Given the imperative to maximize the use of existing space, a comprehensive analysis was carried out of existing instructional, office, and research space at the University, utilizing State of South Carolina space standards, national standards including CEFPI (Council of Educational Facilities Planners International), and Sasaki models.

Space Needs for 12,500 Students

In order to support 12,500 headcount students, the Provost’s office projects the need for additional faculty and staff totaling 681 headcount faculty and 1124 headcount staff. The analysis of existing and currently planned instructional space identifies a need of 71,500 gsf laboratory and classroom space to support 12,500 headcount students. Approximately 84,700 gsf of office space will be required. In order to achieve the goal of relocating academic space on East Campus in the Coastal Science Center to the academic core, an additional 70,000 gsf of instructional space is needed on the core campus for a total of 226,400 gsf of instructional space.

Beyond instructional space, an expanded student body will require 27,500 gsf of support space, along with a 3,500 gsf expansion of the Health Clinic.

A major deficiency exists currently in student life space. The existing Lib Jackson Student Center is 50,000 gsf in area; an additional 100,000 gsf is suggested by national standards to support 12,500 headcount students. In terms of residential space, an additional 1,270 beds will be needed to support growth and the University’s freshman and sophomore residency requirements. In addition to instructional, student life, support, and, office space, an additional 1,270 residential beds will be needed to support the University’s freshman/sophomore residency requirements.
MASSING AND ADJACENCY STUDIES TO ACCOMMODATE 100,000 GSF ADDITIONS TO THE LIB JACKSON STUDENT CENTER

PROPOSED STUDENT LIFE SPACES, INCLUDING ADDITIONAL DINING AND MEETING SPACE, WILL FORM A NEW STUDENT LIFE COMPLEX AROUND SPADONI PARK
THE MASTER PLAN ACCOMMODATES GROWTH OF THE STUDENT BODY TO 12,500 STUDENTS
The Master Plan builds upon the classical form of the existing campus, reconfigures Chanticleer Drive to allow growth of the campus northward, reinforces the pedestrian nature of the campus by placing parking at the perimeter, and makes the campus more accessible by providing new vehicular and pedestrian connections to the north and to University Place.
BIRD’S EYE VIEW OF THE MASTER PLAN AT 12,500 STUDENT ENROLLMENT
The Core Campus

The Master Plan recommends that the University continue the development of new academic facilities in the core, strengthening the existing pattern of uses. This strategy is illustrated in current plans for the Swain Science Annex adjacent to Cathcart Smith Science Center and the Academic Classroom Building near the Wall College of Business Administration.

Given the need for 225,000 gsf of academic space and 150,000 gsf of student life space to accommodate and anticipated enrollment of 12,500, the 2010 Master Plan recommends the following actions and facilities for the campus core:

- Reduce the existing surface parking area within Chanticleer Drive to provide new academic building sites and open spaces and to improve pedestrian movement and campus aesthetics.
- Relocate academic programs currently on East Campus back to the academic core while maintaining applied research on East Campus.
- Utilize the existing parking lot at the Cathcart Smith Science Center to create a new science quadrangle flanked by new science laboratory buildings.
- Create a new campus social activity center with the expansion of the student center framing Spadoni Park and the Graham Family Bell Tower.
- Convert the Singleton Building primarily to academic uses, moving back of house administration functions to the Atlantic Center on East Campus.
- Place one new academic building on the Horseshoe between the Singleton Building and Atheneum Hall.
- Place a second academic building adjacent to the Wall Building.

Significant additional capacity will remain in the academic core for additional facilities should the campus continue to grow.

KEY

- **Academic Building (Proposed)**
- **Academic Building (In Planning/Construction)**
- **Residential Building (Proposed)**
- **Existing CC Building**
- **Athletics and Recreation Building (Proposed)**
- **Pedestrian Walk**
- **Campus Quadrangle**
- **Athletic Field**
North Campus/Elvington Property

The Master Plan recommends that the Elvington property be developed as a mixed use residential village for as many as 1,200 students. The proposed reconfiguration of campus streets, which will restrict through-traffic for the loop of Chanticleer Drive in front of the Wall Building, will make pedestrian access from the Elvington property and other facilities on North Campus safe and convenient.

New development on the North Campus will be connected to the academic core with a pedestrian path between the new Student Recreation and Convocation Center and the Rivers residence halls. The path will cross the existing wetland slough and the east-west leg of Chanticleer Drive, which will be closed to general traffic. Pedestrian connections from the North Campus will be enhanced by the recommended removal of parking south of the Rivers residence halls and between the new convocation center and Santee Hall.

Athletics and Recreation District

The Master Plan recommends the consolidation of intercollegiate athletics and the creation of several new outdoor athletic facilities for intercollegiate teams and recreational use along SC 544 on the western side of campus. Recommended new facilities include a relocated soccer field with bleacher seating and a renovation and expansion of the baseball stadium. A proposed pedestrian concourse links the center of campus to the football stadium and the baseball park, facilitating pedestrian circulation between venues and key campus destinations.
East Campus

The Master Plan recommends that East Campus be utilized for commercial and applied research facilities, “back of house” functions, recreation facilities, and parking. The Plan also recommends the relocation to the campus core of 70,000 gsf of academic space presently housed within East Campus’ Coastal Science Center, freeing the building for other uses such as Facilities Planning and Management.

Priority projects on East Campus include the recently completed extension of University Boulevard across US 501 and construction of associated parking, as well as implementation of new multi-purpose fields for student recreation. In addition, a twelve court competition tennis complex is envisioned for East Campus. In the future, the feasibility of a pedestrian bridge at the University gateway to provide a safe pedestrian connection from the core to East Campus across US 501 should be explored.

University Place and Fire Tower Property

University Place should be maintained as independent living for students. Principal recommendations of the Master Plan include a pedestrian and bicycle connection safely linking the core campus to University Place, incorporation of dining facilities at University Place, and redevelopment of the Fire Tower property for student parking.
Open Space

The goals of the Master Plan relative to open space are to retain and celebrate the distinctive existing natural features of the campus, to “green” the campus core by reducing existing surface parking within Chanticleer Drive, to redevelop Blanton Circle as a new campus quadrangle, and to enhance the image of the University at the University Boulevard entry at US 501. Specific open space recommendations include the following:

• Retain and celebrate the distinctive pattern of the existing wetland sloughs on campus.

• Redevelop the “horseshoe” at Blanton Circle as a pedestrian quadrangle by removing the existing vehicular drive and parking. The horseshoe is envisioned as a campus “front door” and open space framed by academic and student life uses.

• Site new building programs to frame open spaces creating new campus quadrangles.

• Develop a landscape statement at the University Boulevard/US 501 entrance to the University featuring a large pond in an open landscape.

Pedestrian Circulation

Improved pedestrian connections and walkability are major goals of the Master Plan. The Plan clarifies the pedestrian pattern within the core by removing barriers such as interior streets and surface parking lots, improves connections to the Rivers Residence Halls, and provides a pedway connection to University Place residences. Recommendations of the Master Plan include:

• Provision of an uninterrupted east-west pathway from the student union complex to the baseball park and the football stadium.

• Clarification of pedestrian connections around the Wall Building to the Rivers Residence Halls, the new Student Recreation and Convocation Center, and the proposed student residences on the Elvington property.

• Removal of the existing frame of parking lots on the south and west sides of the Rivers Residence halls to improve pedestrian access and aesthetics, and to provide new pedestrian access to the proposed residences on the Elvington property.

• Provision of a new pedestrian and bicycle path from University Place to the core campus via a crossing of SC 544 at the signalized intersection with Wofford Road, through the Fire Tower property and the west side of the second and third fairway of the University golf course.
Transportation & Parking

Vehicular Circulation

There are two principal Master Plan goals for vehicular circulation. The first is to make the core campus more accessible for pedestrians and vehicles by creating additional connections to US 501 and SC 544. The second is to relieve the constraints that the Chanticleer Drive loop in front of the Wall Building presents to both pedestrian crossings and the future growth of the core campus.

The Master Plan illustrates the provision of two additional entries to the core campus from US 501 and SC 544 by extending the “legs” of Chanticleer Drive northward and connecting outward to US 501 and SC 544. On the east, Chanticleer Drive is connected to the existing Carolina Road, which intersects with US 501. The western leg of Chanticleer Drive is extended north through the Elvington property to a new intersection with SC 544.

In order to permit expansion of the intercollegiate athletic complex and to draw the intersection of University Boulevard with SC 544 closer to the University Place residential complex, the Master Plan illustrates the relocation of the western end of University Boulevard southward to the edge of the wetland slough.

The extension of the eastern and western “legs” of Chanticleer Drive north and outward to US 501 and SC 544, respectively, is coupled with a proposed new east/west connector drive between the extended “legs” located north of the River Residence Halls and the new Student Recreation and Convocation Center. The proposed new configuration will allow the existing loop of Chanticleer Drive in front of the Wall Building to be restricted to visitor and service access.

KEY
- Proposed Road
- Proposed Campus Vehicular Gateway
- Proposed Service and Emergency Access Way
Parking

The principal goals are to develop a comprehensive parking demand management program which provides adequate and convenient parking for user groups, improves campus aesthetics, prioritizes parking by user group, improves operational efficiencies, and reduces on-campus parking demand.

Coastal Carolina has a total of 3,596 parking spaces on the core campus, 1,893 parking spaces at University Place, and 619 spaces on East Campus. Parking demand on the core campus in the Fall of 2009 is estimated at 3,400 spaces. An estimated 5,100 parking spaces will be required on the core campus when student enrollment reaches 12,500 students. These estimates of future demand assume that residents of University Place will park at University Place and utilize the proposed new pedway or campus transit to reach the core campus.

The proposed parking plan achieves the University’s goals of providing adequate and convenient parking while reducing surface parking within the academic core. Reduction of surface parking within the academic core, defined as the area framed by Chanticleer Drive, frees sites for academic buildings, improves the pedestrian environment, and enhances campus aesthetics.

The Master Plan provides for the projected demand of 5,100 parking spaces in the campus core. 2,650 spaces are proposed to be added to the existing supply while approximately 1,150 spaces within the academic core of Chanticleer Drive have been removed.

Major new parking areas are illustrated on the Fire Tower tract, south of University Boulevard, at the campus entry from US 501, on the Elvington property, and on East Campus.

The proposed Master Plan for Coastal Carolina University embodies a series of elements which will significantly enhance accessibility and mobility.

• The reconfiguration of Chanticleer Drive with new street and sidewalk access to US 501 via Carolina Road and SC 544 via the Elvington property provides pedestrian access for the first time to resident students living in off campus housing to the north of the River Residence Halls.

• Removal of significant surface parking areas and clarification of the pedestrian pathway network within the academic core defined by Chanticleer Drive significantly enhances pedestrian and bicycle movement within the core.

• Limiting vehicle traffic on the loop of Chanticleer Drive in front of the Wall Building to visitor and service access will improve the safety of pedestrian crossings and enhance pedestrian movement from existing and proposed student residences and the student recreation and convocation center to the north.

• The Master Plan illustrates the reconfiguration of the west end of University Drive southward toward University Place. The proposed reconfiguration, coupled with the proposed pedway through the golf course from University Place, will provide safe and convenient access for pedestrians and bicycles and will allow the University to restrict University Place residents from moving their cars on to the campus.
IMPLEMENTATION

The Master Plan for Coastal Carolina provides guidance for the location and size of new facilities that will be required to support an enrollment of 12,500 headcount students. Development will be phased incrementally in response to need and available resources. The nature of the process for administering the Master Plan in the forthcoming years is critical to its successfully achieving the vision of the plan.
Official Standing of the Plan

The Master Plan should be given official standing within the University by virtue of its approval by the University Board of Trustees. In addition, the City of Conway’s proposed new institutional zoning ordinance will give legal standing to the Plan.

University Policy for Permanent Improvements

The University Office of Facilities, Planning and Management has developed a policy for the “Management of Permanent Improvements.” The policy addresses the governance—both the process and the administrative approvals required—of projects at two scales: “Permanent Improvements” costing more than $500,000 and those costing less than $500,000.

Administration of the Master Plan

The University should establish a standing integrated Master Plan Committee with representatives from the Provost’s Office, the Department of Facilities, Planning and Management, and a representative from the Vice President of Finance and Administration’s Office. The proposed Master Plan Committee would further benefit from the addition of outside professional planning and design services. The role of the Committee, along with Project Management within the Facilities Group, is to serve as “gatekeepers” of the Master Plan, directing and controlling planning and design decisions, making formal recommendations to senior leadership, and systematically reviewing projects in a prescribed review format.
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