

date 18 August 2010
 to Coastal Carolina University Master Plan Committee and Steering Committee
 from Sasaki Associates, Inc.
 project name Coastal Carolina University Master Plan
 project # 94657.00
 subject Community Context, Campus Land & Building Use, and Campus Design

The purpose of this memorandum is to document Sasaki’s analysis of existing conditions at Coastal Carolina University in the following areas:

1. **Existing campus context**, including location, land use patterns, zoning, and existing plans and policies.
2. **Campus land and building uses** in the University’s four principal districts: Main Campus, East Campus, the Golf Course, and University Place.
3. **Existing campus design**, including campus history, building forms, activity centers, focal points, edges/gateways, and landscape on Main Campus.

1. COMMUNITY CONTEXT

Overview

This section documents the existing campus context. Today, the University occupies approximately 600 acres, the majority of which lies between State Highways 501 and 544. Major local attractions include the oceanfront at Myrtle Beach and retail, restaurants, bars, and golf. Over 14 million people visit Horry County each year. The county is the third fastest growing county in South Carolina and is projected to grow from approximately 316,000 to 455,000 in 2035.

The region and climate are major influences on the character of the campus and, importantly, major fields of study. The University’s name reflects its Coastal Marine and Wetland Science program which, in turn, derives directly from its location. The University also has a strong Professional Golf Management program that builds on and relates well to the 120 golf courses in the area.

Many students at the University come from families who summer at Myrtle Beach. The Beach has historically been a strong attraction. The new Student Recreation and Convocation center is, in part, a response to the many attractions off campus and recognition of the need for more social space on campus. Other efforts to build and enhance community on campus include the recently instituted sophomore residency requirement and the planned expansion of the Union.

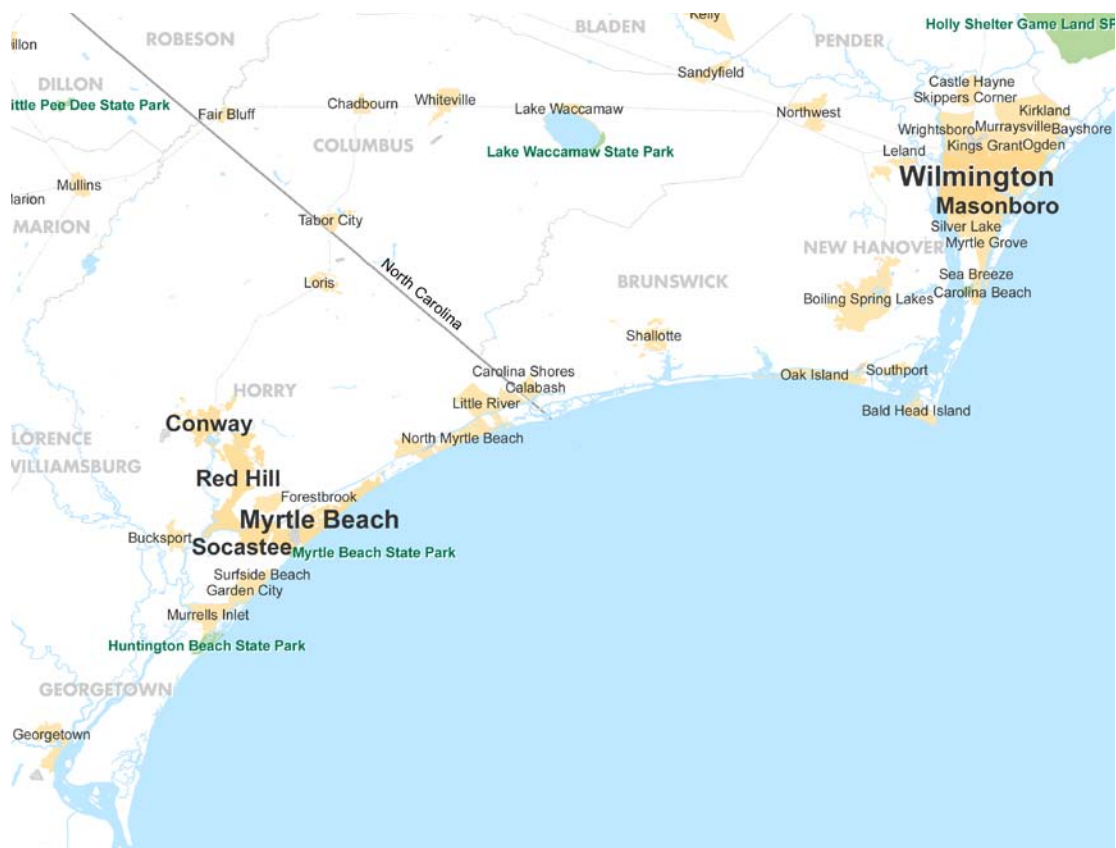
Observations

Through the master plan, the University should reinforce Coastal Marine and Wetland Science and Professional Golf Management as programs related directly to its context and which distinguish it from other institutions. The University should also continue to bolster on-campus community through additional residential and social space. As a major employer in the region, the University should work with the City on the new zoning ordinances to ensure flexibility for future growth.

Location

Coastal Carolina University's main campus is 8 miles west of Myrtle Beach and the South Carolina coast; it is 3 miles east of downtown Conway. Myrtle Beach has a population of 22,800; Conway has a population of 11,800 with a small, classic downtown and a waterfront path along the Waccamaw River.

The campus is defined by two state highways: US-501 is the major connection to Conway and Myrtle Beach and SC-544 is the secondary connection. University Drive runs from east to west, connecting US-501 to SC-544 and providing access to the Coastal Carolina University campus. Horry-Georgetown Technical College is located on the south side of University Drive at the intersection with US-501.



Regional Context

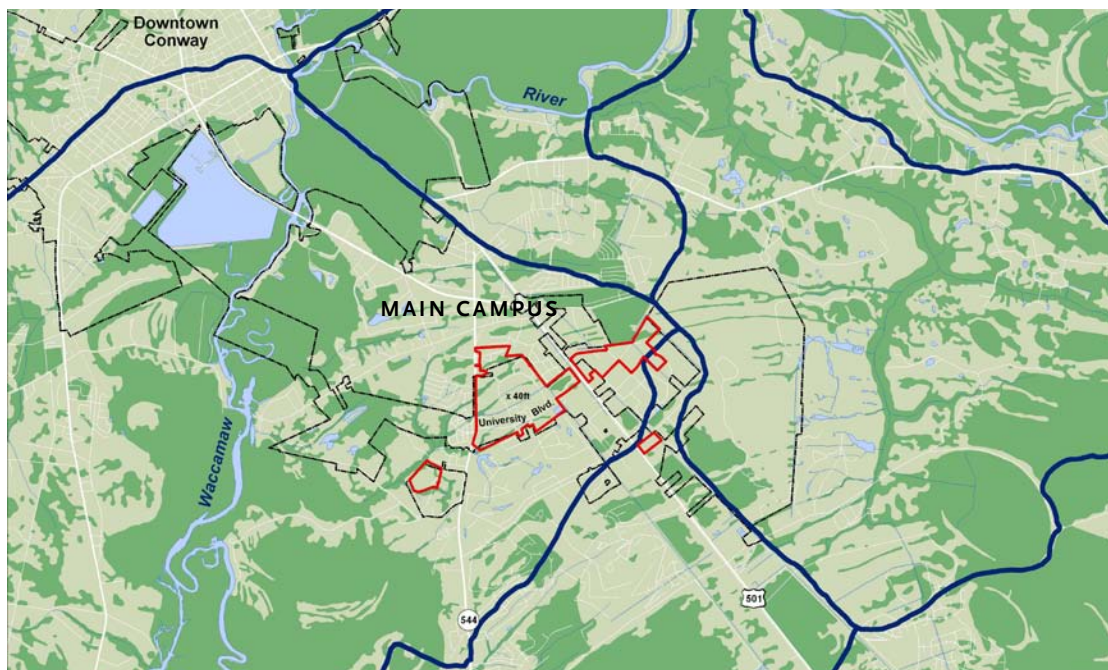


The University's main campus is bracketed by US 501 to the east and SC 544 to the west.

Land and Land Use Patterns

The areas immediately around the University are dominated by US 501 and SC 544, the strip of commercial and retail uses along those highways, suburban neighborhoods, and undeveloped lands. Importantly, the University lies in a large semicircular area at a bend in the Waccamaw River. Significant areas of wetlands run from east to west. While large areas have been developed, the east-west ribbons of wetlands and associated woodlands remain and form a strong landscape character. These wetland areas should be preserved and enhanced: they play a key role in handling stormwater and they add a distinctive, authentic character and sense of place.

The specifics of the University's land holdings, important characteristics, and abutting lands are documented in the technical memorandum "Land Ownership."



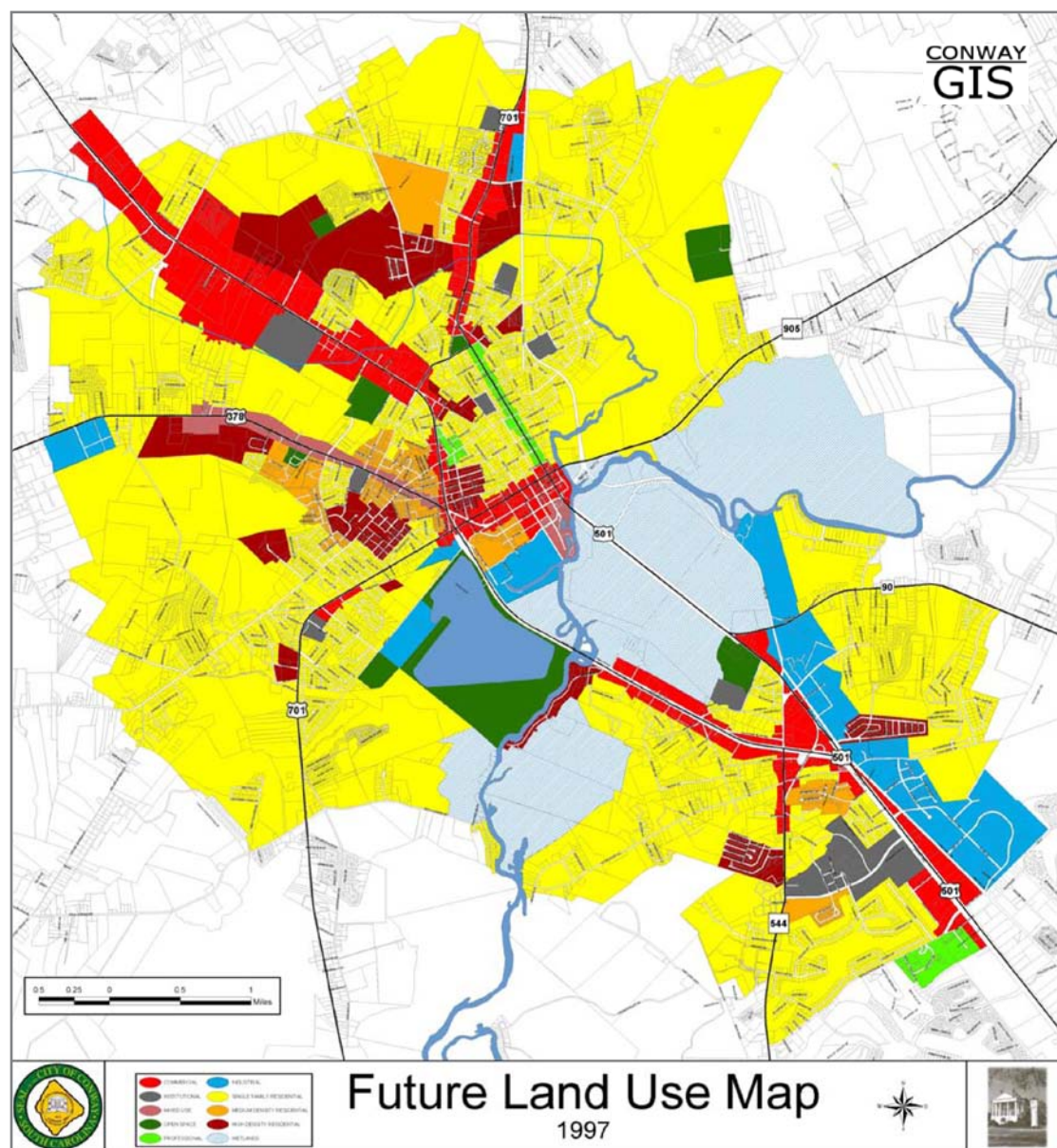
Wetlands in the Campus Context

Zoning

Existing zoning for Conway is available at www.cityofconway.com/departments/. The ordinance is currently being rewritten with new zoning expected to be adopted in late 2010. Sasaki has reviewed a draft of the new zoning and provided comments on the proposed institutional zone in the memorandum "Proposed Institutional Zoning District (IC)" dated 29 June 2010.

Plans and Policies

Both Horry County and the City of Conway have current comprehensive plans which are available online: <http://www.horrycounty.org/envision/default.asp> and <http://www.cityofconway.com/old/planning/complan/indexB.htm>. The County plan includes corridor plans for both US-501 and SC-544. The plans recognize the importance of educational institutions as economic engines and major employers in the region. The plans also address issues of traffic and congestion which are discussed in detail in the technical memorandum on transportation.



2. CAMPUS LAND & BUILDING USE

Overview

The purpose of this section is to document the existing land and building uses on the Coastal Carolina University campus and to identify patterns of use, adjacencies, and service issues which will inform the master plan. The University maintains approximately 322 acres and operates buildings totaling 1,243,000 gross square feet. The total replacement value of campus buildings is approximately \$229,000 (see Attachment 1: Fall 2008 Building Data from the Institutional Research website). The campus is organized into 4 districts: Main Campus, East Campus, the Golf Course, and University Place. Outside of Conway, the University has facilities in Myrtle Beach, Litchfield, and at Waties Island.



University Properties in Conway

Land and Building Uses

The four campus districts have distinct patterns of use:

- Main Campus: core academic, student life, and athletics functions, described in more detail below
- East Campus: research, recreation, and facilities/support
- Golf Course: the Golf Course serves as an outdoor laboratory for academic programs in Professional Golf management as well as supporting athletics and recreation
- University Place: residential



University Districts and Uses

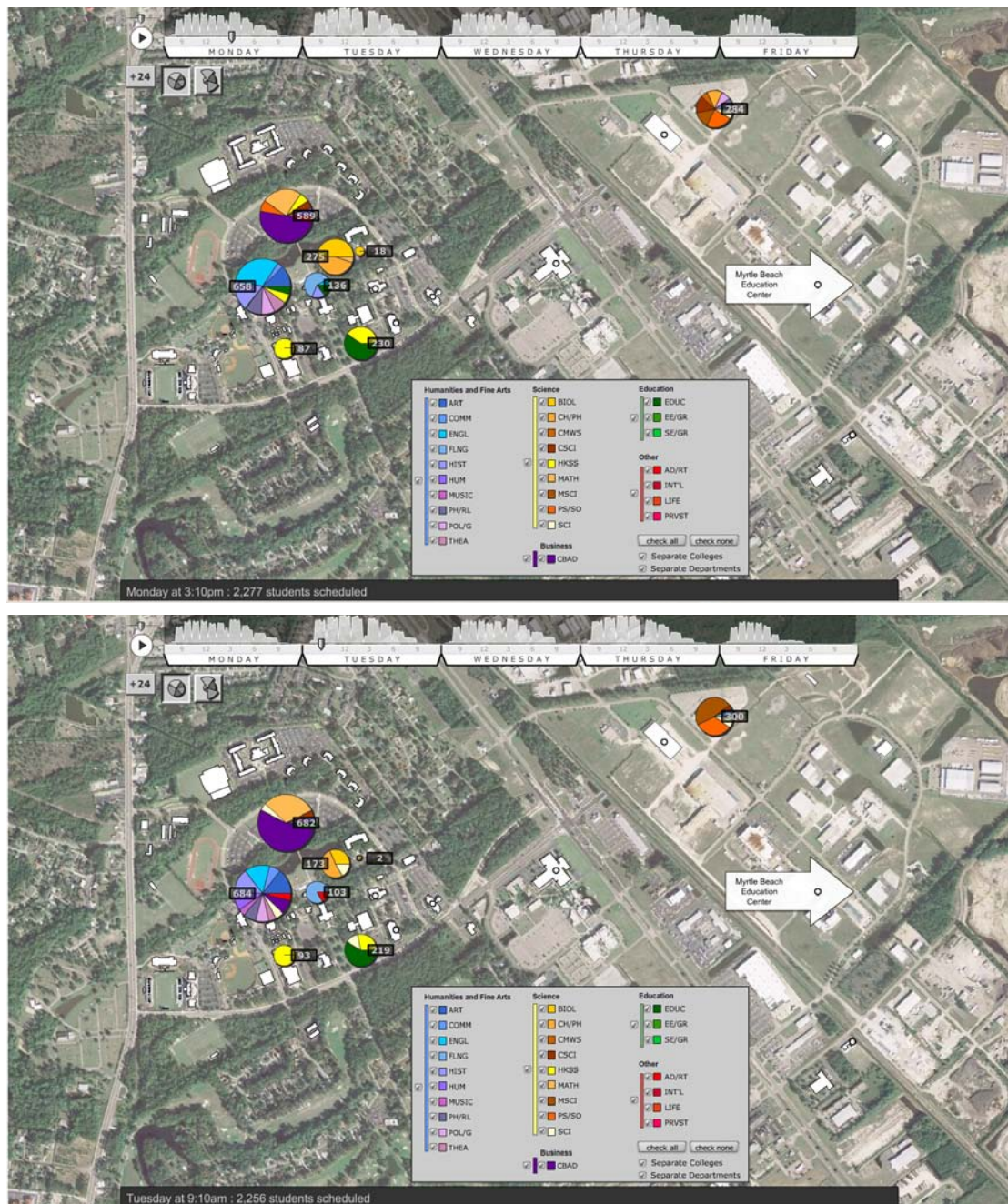
Main Campus

The Main Campus houses almost all of the academic and student life buildings. The campus core, within Chanticleer Drive, contains most of the academic space as well as student activity centers and administration. From the Student Dining Hall in the north to the Kearns Building on University Drive is approximately 0.5 miles, a 10-minute walk. The academic core is surrounded by the athletics and recreation district to the west, residential district to the north, and a zone of administrative support and outreach to the east. The heart of the academic campus is Prince Lawn with the following major classroom buildings: Edwards, Wall, Smith Science, and Prince.

The University should continue to densify the core and build on the strong pattern of existing uses. This strategy is evident in current plans for the Swain Science Annex, adjacent to Smith Science, and the Academic Classroom Building, near the Wall Building. Even with those additions, significant capacity remains for future development within Chanticleer Drive.

The University's growth in recent years has created pressure and led to less logical adaptive uses. For instance, the College of Science is housed in 5 distinct locations, including 4 departments on the East Campus. The Swain Science Annex, and the planned second phase, will allow the University to

move these departments out of the Coastal Science Center and onto the Main Campus. The Center is approximately 70,000 gross square feet; classes there create inefficiencies in terms of transportation and scheduling. This issue is clear in the diagrams below showing scheduled classroom space. Two other issues are also clear in the diagrams: Prince Lawn is truly the academic heart of the University and, for the most parts, departments schedule their classes in one building. A challenge for the master plan will be to reinforce the basic zones and adjacencies on campus and to eliminate the need for undergraduate classes on the East Campus.

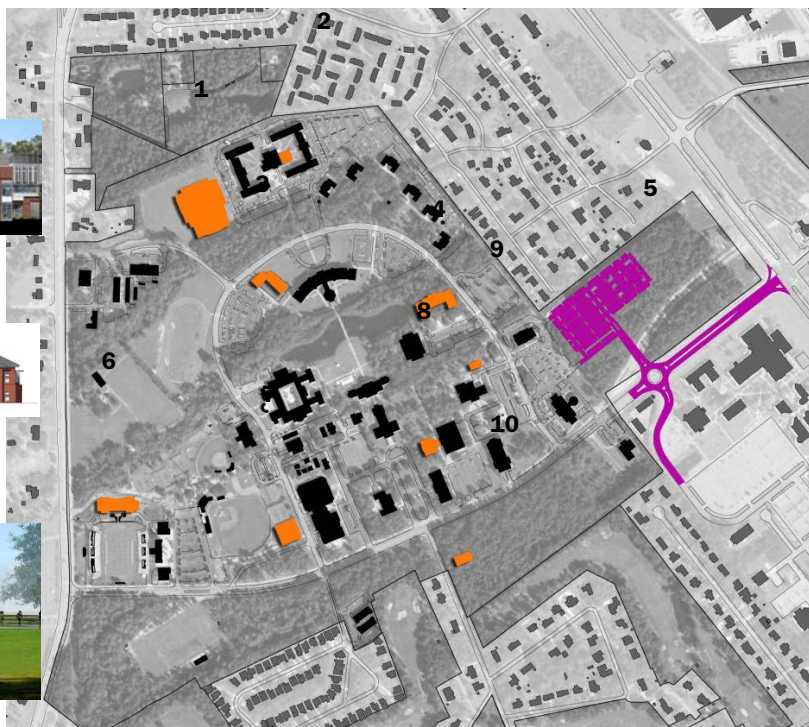


Academic Course Schedule by Building—classroom space is centered on Prince Lawn. Classes scheduled in Coastal Science Center on East Campus pose problems in terms of traffic and travel time.

Planned Projects

A number of projects are ongoing and must be considered in the development of the master plan. The projects shown below are included in the physical and space programming effort for the master plan. The University has a more extensive list of priority projects which will also be incorporated.

Current Projects



- | | |
|--|---------------------------------------|
| 1. Student Recreation and Convocation Center | 6. Athletic Training Facility |
| 2. Commons Dining Hall expansion | 7. Hitting Facility |
| 3. Classroom Building | 8. Bryan Information Commons |
| 4. Swain Hall (science) | 9. Central Cooling and Heating Plant |
| 5. University Boulevard roundabout and parking | 10. Chapel (not a University project) |

Building Condition and Potential Demolition

The buildings and grounds of the University are, in general, very well maintained. Based on interviews with the Facilities staff, there are only three buildings in need of major repairs or replacement: The Singleton Building, Azalea Hall, and Magnolia Hall. The Singleton Building contains asbestos and building systems which are in danger of failing. Because classroom and office space are so heavily utilized, and programs run almost year round, major renovations are difficult to schedule. The University should consider the addition of swing space to allow the following renovations:

- Singleton Building 32,635 gsf (19,888 net square feet of education and general space)
- Azalea Hall 130 beds
- Magnolia Hall 130 beds

East Campus

The East Campus is across US-501 from the Main Campus and represents approximately 93 acres of land. The uses are a mix of research, academic, facilities, outreach, and recreation.

Golf Course

The Golf Course, immediately south across University Boulevard from the main campus, is approximately 200 acres with an 18 hole golf course and a small club house of approximately 8,500 gross square feet. The course is intertwined with an attractive neighborhood of single family homes, Quail Creek. A small district of private homes, Quail Creek Village, sits between holes 3,4, and 5 and, on the northeast, 2 University residence halls, Azalea Hall and Magnolia Hall.

The golf course is an important outdoor laboratory for the University's professional golf management program as well as an amenity for students and varsity golfers. The course is bound by restrictive covenants and, effectively, must retain its current use. The Quail Creek neighborhood is a compatible and attractive edge and should be preserved and enhanced. Given its isolation and lower quality housing, Quail Creek Village may be an opportunity for acquisition and conversion to University housing or parking.

University Place

University Place is a former private condominium development about 1/2 mile from the edge of the main campus. The district is approximately 54 acres of land with 1,911 beds of housing and 1,893 parking spaces. The development was built in two phases and each phase has an outdoor pool and associated cabana and fitness space. This amenity space is minimal, approximately 13,000 gross square feet total.

The district offers attractive, independent living for students; the large number of beds helps meet the University's new sophomore residency requirement. It lacks good connections to campus, support retail, and communal space. These issues are addressed in further detail in the memorandum "Property Holdings."

3. CAMPUS DESIGN

Overview

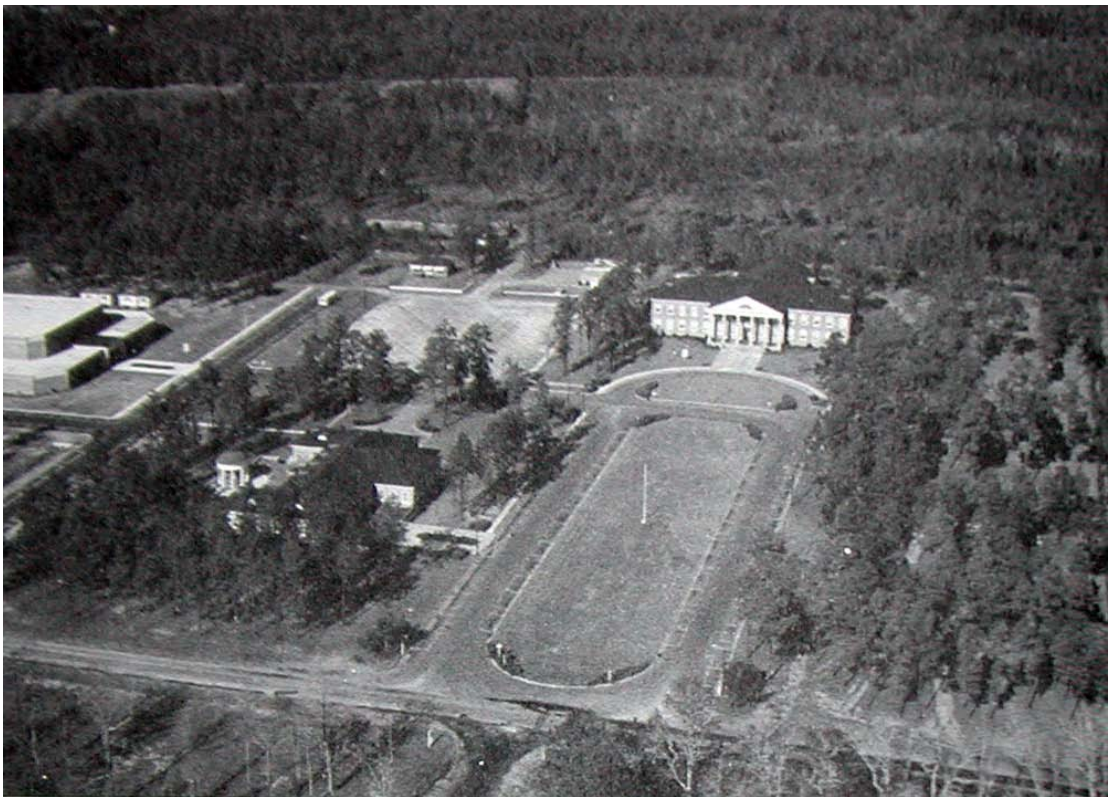
This section details the existing campus design of Coastal Carolina University and serves as a guide for master plan development. The discussion below focuses on the Main Campus district, which includes most of the buildings and academic space for the campus. A campus map is included as Attachment 2.

The existing campus plan is a classical design. The central axis of the campus organizes land uses, major buildings and open spaces. The loop road, Chanticleer Drive, defines a compact core campus where academic facilities are within a 10-minute class change interval. A series of distinctive, east-west wetland sloughs lends authenticity to the campus and should be celebrated. Together, these elements form a strong framework and core which offers significant capacity for future development.



Aerial view of Coastal Carolina University

History



Historic aerial view of the Singleton Building and Blanton Circle (early 1970's)

Coastal Carolina University was founded in 1954 and moved to its present location in 1960. The site of the main campus was heavily forested and owned by a timber company. The first buildings were grouped around the horseshoe, Blanton Circle. The academic core grew around the original building, the Singleton Building. Subsequent growth included Chanticleer Drive, a residential district to the north, and an athletics/recreation district to the west. More recently, the University has acquired land and buildings to the east across US 501, the golf course to the south, and University Place, a residential development one-half mile south on SC-544.

Building Forms and Significant Architectural Features

Neo-Georgian is the predominant style of the campus with red brick buildings, gabled roofs, columns, and white pediments. The buildings along the main axis define this style: The Singleton Building, the Prince Building, and the Wall Building. Recent additions, including the Swain Science Annex and the Student Recreation and Convocation Center, reflect new interpretations of the Neo-Georgian style as well as the desire to increase density. Special architectural features of the campus include the Graham Family Bell Tower and The Athenaeum. The architecture of the campus creates a strong sense of character and place.



Clockwise from top-left: The Singleton Building, The Prince Building, and the Wall Building

Campus Activity Centers

Campus activity centers include the library, the Union, and the Student Recreation and Convocation Center, which is currently under construction. The University has plans to expand the library and the Union. Both buildings are well situated in the core, offering convenient access. In interviews for the master plan, faculty and staff expressed concerns that, even with planned expansion, there was a distinct lack of activity space for students. Through the master plan, the University should continue to reinforce the campus core with academic and student life activity centers.



Student Recreation and Convocation Center

Campus Focal Points

The axis of Singleton-Prince-Wall defines one set of focal points for the campus. The open space systems defines a second set. The east-west wetland sloughs are a remarkable feature of the campus and are complemented by the Horseshoe, Spadoni Park, Prince Pond, and Prince Lawn. This open space system includes two architectural focal points: the Graham family bell tower and the Athenaeum, a pavilion which has become the symbol of the University.



Graham Family Bell Tower (left) and The Athenaeum (right)

Campus Edges and Gateways

The edges of the campus are defined by highways: US-501 to the east and SC-544 to the west. University Drive acts as an edge, with the Horry Georgetown Technical College fronting it near US-501. The campus lacks a significant gateway on US-501; the large, forested area there offers the opportunity to make the campus more visible and recognizable from the highway.

The western edge, on SC-544, is dominated by athletics and recreation. Currently, the sidewalk is immediately adjacent to the road creating an unfriendly environment for pedestrians. Sasaki recommends that, over the long term, the University acquire the properties between the Fire Tower parcel and the soccer field as well as those just south of the Elvington Property. These acquisitions would give the University control of the eastern edge of SC-544 and the opportunity to create a strong landscape image and improved environment for pedestrians and bicyclists.



View of University sign from US-501 southbound (top) and University Drive looking west (bottom)

Landscape Character

The campus has a strong, bucolic landscape character with the wetland sloughs adding a distinctive sense of place. One of the original ideas for the University was a “campus in the woods.” That concept is preserved in the wetland sloughs and should be enhanced with the landscape component of the master plan. Plan analysis and imagery of the campus landscape is included on pages 15–17.

Within Chanticleer Drive, the landscape is a classic college campus: buildings fronting on and forming quadrangles, creating a pedestrian-friendly environment. The Athletics District, between Chanticleer and SC-544 is also a strong pedestrian zone. Images of these areas are shown on page 15.

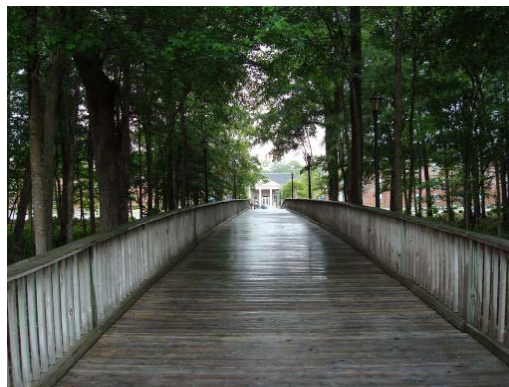
The University should build on the strong character of the spaces within Chanticleer Drive and improve the weaker courtyard spaces at the River residences and The Woods residences.

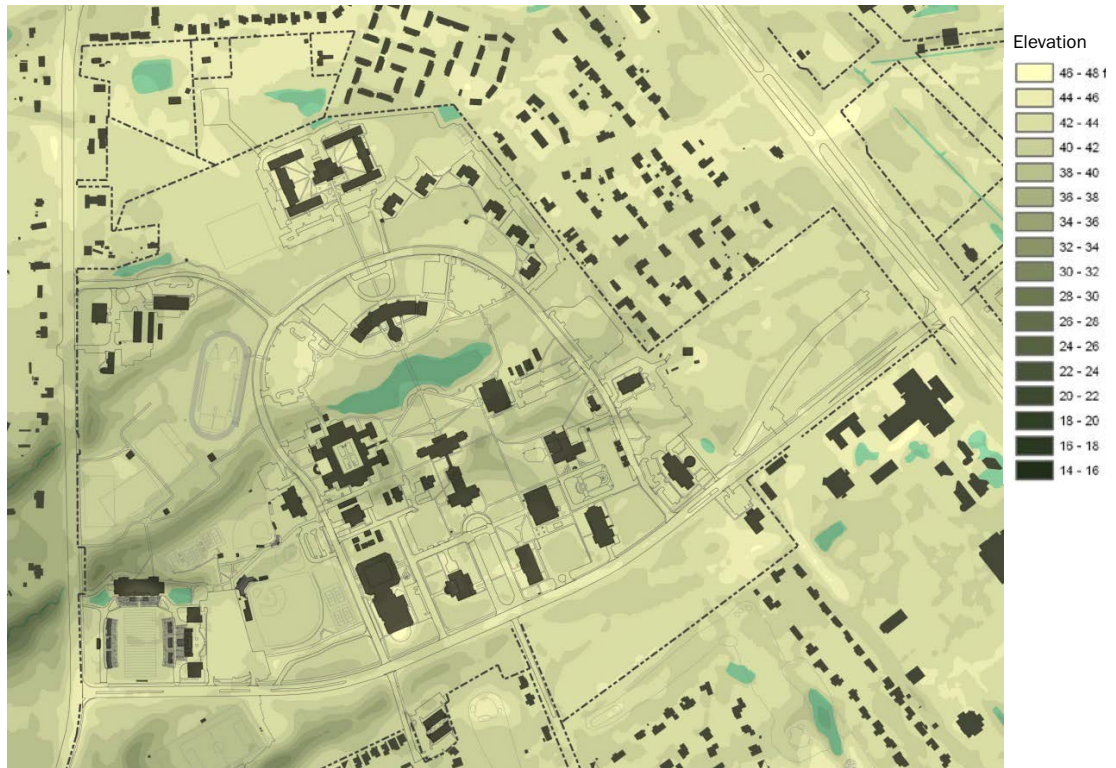
The landscape character of the major streets and edges also needs improvement. Tree planting along streets is inconsistent and the street rights-of-way are large. In many cases, the sidewalk is immediately adjacent to the curb, offering no sense of protection for pedestrians. Curb to curb distances on roadways within or adjacent to campus are:

- US-501 110 feet
- University Drive 56 feet
- Chanticleer Drive 42 feet
- SC-544 62 feet

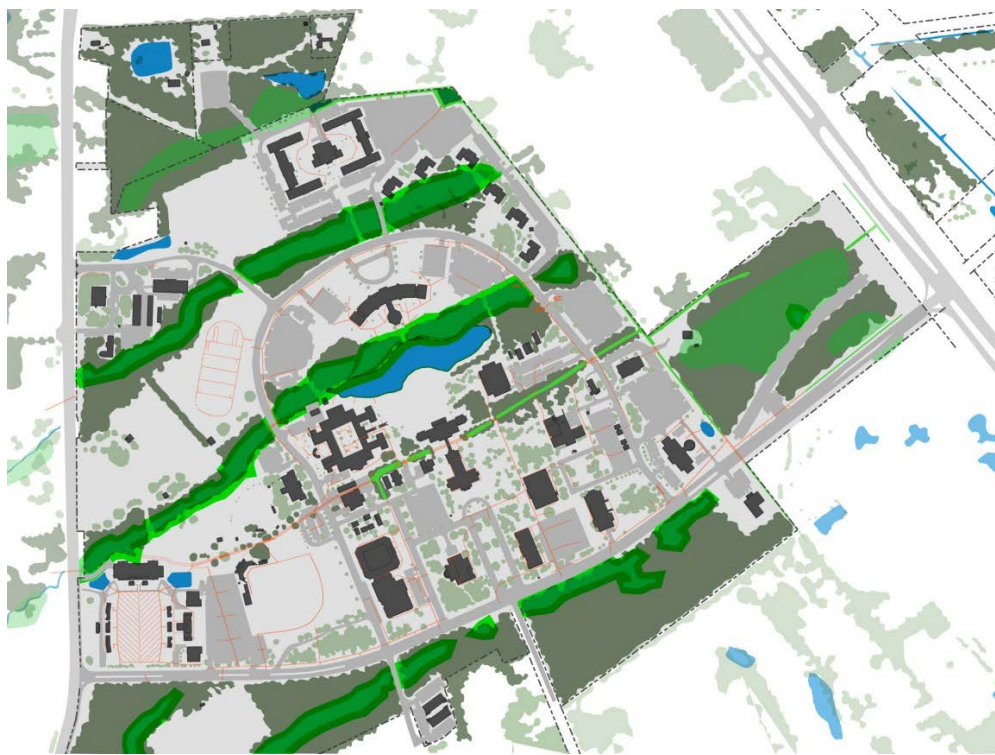


Wetland sloughs





Campus topography—the campus is flat with the exception of the wetland sloughs



The sloughs and associated tree canopy create a strong, distinctive east-west pattern through the campus



Campus landscape within Chanticleer Drive—a campus park



Campus landscape in the Athletics and Recreation area—a sports park



Swamp Laurel Oak Gallery Forest



Dominant Species:
Laurel Oak
Loblolly Pine

Other Native Species:
Live Oak
Tulip Tree
Sweet Gum
Red Maple
Willow Oak
River Birch
Bald Cypress
Southern Magnolia
Wax Myrtle



Loblolly Pine Stands



Red Fox



Flying Squirrel



American Mink

MAMMALS



AMPHIBIANS & REPTILES

Little Brown Skink



Green Tree Frog



Eastern Box Turtle

Indigo Bunting



Common Yellowthroat Warbler

BIRDS



Summer Tanager

Vegetation and animal species on campus and native or adaptive to the area

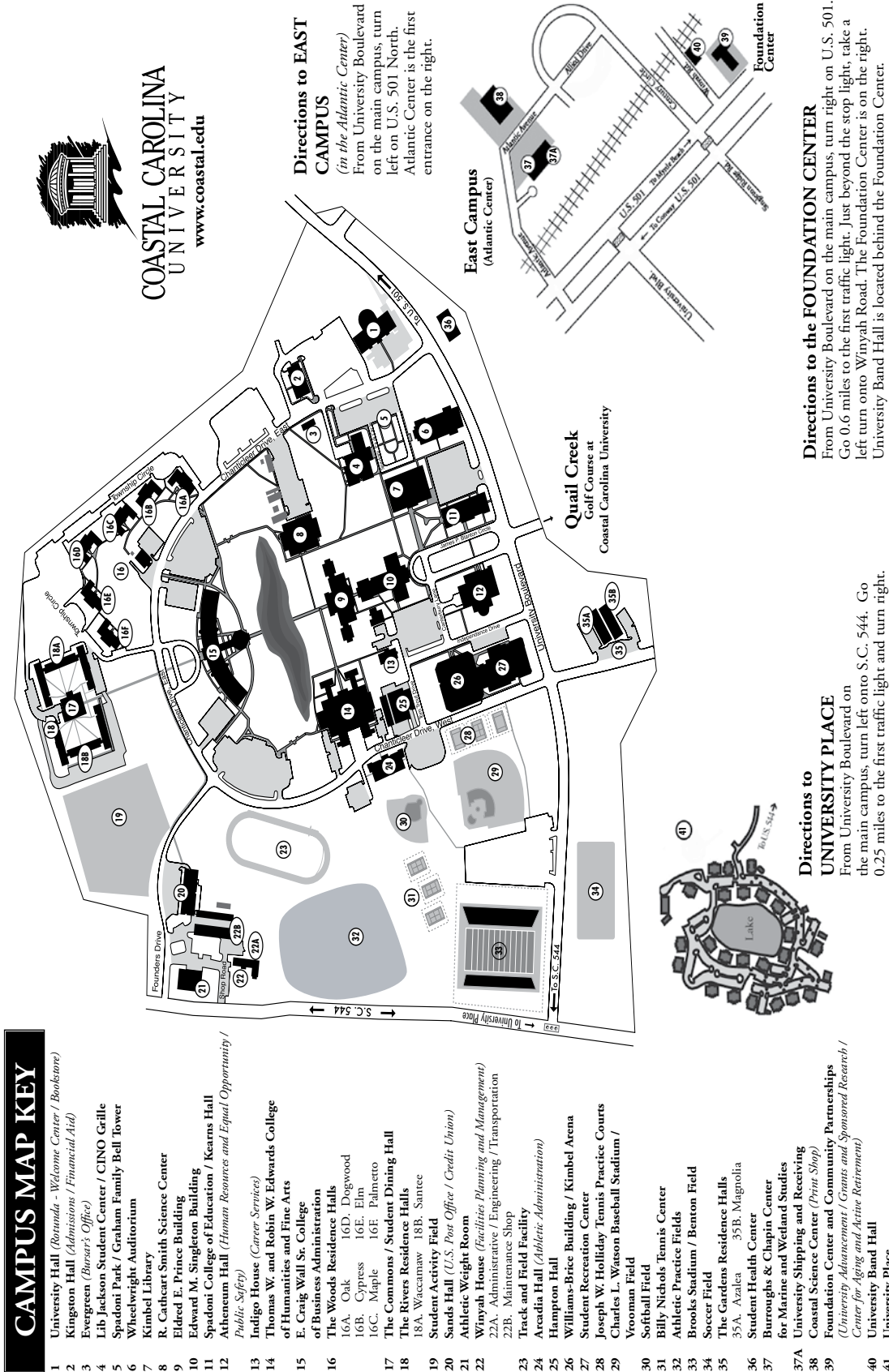
Attachment 1: Fall 2008 Building Data
Coastal Carolina University Institutional Research

Fall 2008				Classrooms		Laboratories		
DISTRICT	Building Name	Gross Area	Net E & G	Number	Stations	Number	Stations	Replacement Cost
MAIN	Alumni House	1,320	1,200					\$125,781
MAIN	Arcadia Hall	11,781	8,279					\$1,704,440
MAIN	Atheneum Hall	10,194	7,436					\$2,444,426
MAIN	Azalea Hall	142,200	0					\$1,734,939
MAIN	Baseball Facilities	9,403	7,334					\$820,190
MAIN	Bill Baxley Hall	29,761	7,052	1	30			\$7,043,663
MAIN	Brook Stadium	31,256	24,333					\$13,662,120
MAIN	Colors on Parade	18,490	18,000					\$3,698,000
MAIN	Custodial/ Assistant Strength	9,220	7,717					\$899,089
MAIN	E. Craig Wall Sr. Building	101,069	54,271	21	1,185	5	212	\$22,806,644
MAIN	Edwards College of Humanities	111,632	65,406	28	1,417	13	340	\$25,217,171
MAIN	Eldred E. Prince Building	31,001	21,152	8	305			\$6,311,433
MAIN	Evergreen	2,850	1,470					\$260,699
MAIN	Greenhouse - Chemical Storage	2,742	1,503					\$301,411
MAIN	Hampton Hall	8,175	5,523					\$1,444,781
MAIN	Indigo House	2,701	2,149					\$300,399
MAIN	Kearns Hall	32,949	20,126	9	368	2	49	\$6,509,249
MAIN	Kimbel Library	46,678	41,364					\$10,344,977
MAIN	Kingston Hall	12,698	4,498					\$1,499,300
MAIN	Physical Plant Maintenance Shop	11,950	11,157					\$1,095,574
MAIN	Public Safety House	4,038	4,000					\$281,012
MAIN	Sands Hall	12,142	9,392					\$1,704,816
MAIN	Science Building	41,700	25,679	5	262	11	279	\$9,802,361
MAIN	Singleton Building	32,635	19,288					\$5,706,970
MAIN	Student Center	26,884	13,159					\$6,818,736
MAIN	Student Health Center	7,704	5,540					\$1,181,443
MAIN	The Commons	14,020	0					\$3,527,658
MAIN	Wheelwright Auditorium	32,783	25,096	1	15			\$11,559,632
MAIN	William Brice PE Center	65,919	48,798	3	95			\$14,617,659
MAIN	Winyah House	4,284	3,015					\$547,540
GOLF	Quail Creek Club House	7,836	6,389					\$818,042
EAST	Burroughs Chapin Marine Wet	74,700	22,407	1	25			\$7,479,554
EAST	Coastal Band Hall	6,800	4,931	1	110			\$666,322
EAST	Coastal Band Hall #2	1,440	1,250					\$53,790
EAST	Coastal Science Center	69,384	44,507	13	708	4	134	\$7,602,967
EAST	Foundation Center	30,560	20,489					\$3,200,000
	Subtotal	932,919	563,910	91	4,520	35	1,014	\$ 183,792,788
	Temporary Buildings	23,464	12,783	1	53	-	-	\$1,556,021
	Subtotal							
	Higher Education Centers **	19,583	15,040					\$3,628,125
	Subtotal E & G Space							
	Residence Halls	266,728						\$38,963,935
	TOTAL	1,242,694	591,733	92	4,573	35	1,014	\$227,940,869

* Source: S. C. Commission on Higher Education

** Leased Property

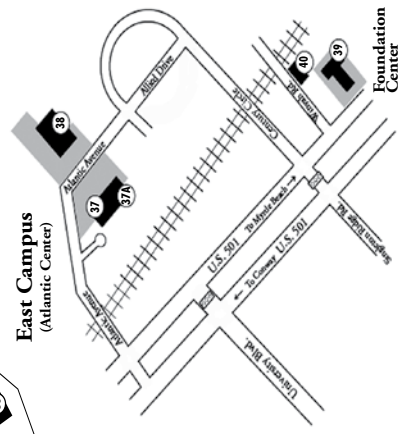
Attachment 2: Campus Map



CAMPUS MAP KEY

- 1 University Hall (*Rivanda - Welcome Center / Bookstore*)
- 2 Kingston Hall (*Admissions / Financial Aid*)
- 3 Evergreen (*Bursar's Office*)
- 4 Lib Jackson Student Center / CINO Grille
- 5 Spadoni Park / Graham Family Bell Tower
- 6 Wheelwright Auditorium
- 7 Kimbel Library
- 8 R. Cathcart Smith Science Center
- 9 Eldred E. Prince Building
- 10 Edward M. Singleton Building
- 11 Spadoni College of Education / Kearns Hall
- 12 Athenaeum Hall (*Human Resources and Equal Opportunity / Public Safety*)
- 13 Indigo House (*Career Services*)
- 14 Thomas W. and Robin W. Edwards College of Humanities and Fine Arts
- 15 E. Craig Wall St. College of Business Administration
- 16 The Woods Residence Halls
 - 16A. Oak
 - 16D. Dogwood
 - 16B. Cypress
 - 16E. Elm
 - 16C. Maple
 - 16F. Palmetto
- 17 The Commons / Student Dining Hall
- 18 The Rivers Residence Halls
 - 18A. Waccamaw
 - 18B. Santee
- 19 Student Activity Field
- 20 Sands Hall (*U.S. Post Office / Credit Union*)
- 21 Athletic Weight Room
- 22 Winyah House (*Facilities Planning and Management*)
 - 22A. Administrative / Engineering / Transportation
 - 22B. Maintenance Shop
- 23 Track and Field Facility
- 24 Arcadia Hall (*Athletic Administration*)
- 25 Hampton Hall
- 26 Williams-Brice Building / Kimbel Arena
- 27 Student Recreation Center
- 28 Joseph W. Holliday Tennis Practice Courts
- 29 Charles L. Watson Baseball Stadium / Vrooman Field
- 30 Softball Field
- 31 Billy Nichols Tennis Center
- 32 Athletic Practice Fields
- 33 Brooks Stadium / Benton Field
- 34 Soccer Field
- 35 The Gardens Residence Halls
 - 35A. Azalea
 - 35B. Magnolia
- 36 Student Health Center
- 37 Burroughs & Chapin Center for Marine and Wetland Studies
- 37A University Shipping and Receiving
- 38 Coastal Science Center (*Print Shop*)
- 39 Foundation Center and Community Partnerships (*University Advancement / Grants and Sponsored Research / Center for Aging and Active Retirement*)
- 40 University Band Hall
- 41 University Place

Directions to EAST CAMPUS
(in the Atlantic Center)
 From University Boulevard on the main campus, turn left on U.S. 501 North. Atlantic Center is the first entrance on the right.



Directions to the FOUNDATION CENTER
 From University Boulevard on the main campus, turn right on U.S. 501. Go 0.6 miles to the first traffic light. Just beyond the stop light, take a left turn onto Winyah Road. The Foundation Center is on the right. University Band Hall is located behind the Foundation Center.

Directions to UNIVERSITY PLACE
 From University Boulevard on the main campus, turn left onto S.C. 544. Go 0.25 miles to the first traffic light and turn right.

