

date 24 June 2010

to Master Plan Steering Committee

from Sasaki

project name Coastal Carolina University Master Plan

project # 94657.00

subject Phase 1: Goal Formulation

The following memorandum summarizes the goals for the Coastal Carolina University Master Plan. These goals derive both from the University's Mission Statement as well as discussions held with members of the University community from March through June, 2010.

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, life-long learning, and cultural, recreational and athletic programs.

OVERVIEW & STRATEGY

- Focus development activity in the academic core -- strong core with strong connections.
- Shift from a reactive mode to a strategic mode for campus planning.
- Clarify the process of planning, land acquisition, site selection, programming, and development of new facilities.

MASTER PLAN GOALS

1. Size of University for Master Planning Purposes

By 2020, Coastal Carolina has a goal of growing to 12,500 students.

2. Facilities

2.1 Academic Space

- Focus the academic core on Prince Lawn
- Prioritize and site academic facilities needs, including:

- Science Facilities
- Library Expansion
- Classroom and Office Building
- Arts and Sciences
- Education

2.2 Housing

- Explore the option of a freshmen/sophomore residency requirement.
- Create better connections and better sense of community at University Place

2.3 Student Life

- Build campus community and foster informal learning with a new student union, informal space indoors, and outdoor gathering spaces.
- Introduce smaller food venues in the academic core, such as a coffee shop.

2.4 Athletics & Recreation

- Create facilities to support the growing club sports program, which has doubled in the past two years.
- Develop a long range varsity athletics program and facility master plan, recognizing the importance of proximity to the heart of campus.

3. Campus Environment / Urban Design

- Develop architectural and landscape design guidelines.
- Strengthen the best parts of the existing campus, such as the horseshoe.
- Maintain the bucolic character of the campus, and recognize the importance of open space.
- Develop a plan for public art.

4. Transportation & Parking

- Create a pedestrian-focused campus with parking at the periphery.
- Make the campus more bicycle friendly.
- Develop safe, effective connections from the core campus to East Campus across 501 and to University Place across 544.
- Develop a comprehensive transportation demand management plan.

5. 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 conferencing and dining facilities in order 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
 - Alumni Center

6. Current Projects

- The University has a series of ongoing projects and activities which will need to be addressed in a parallel track with the long range Master Planning process, including:
 - Student Convocation Center
 - Commons Dining Hall Addition
 - Adkins Fieldhouse
 - Hitting Facility
 - Swain Science Annex
 - Central Energy Facility
 - Kimble Library Information Commons
 - Chapel
 - University Avenue Roundabout at Technical College

7. Other Land Holdings

- Assess land use on East Campus
- Assess options for additional land for future campus growth