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to Coastal Carolina University Master Plan Committee and Steering Committee

from Sasaki Associates, Inc.

project name Coastal Carolina University

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subject Property Holdings

Overview

This memorandum documents the existing land ownership of the University and discusses the general strategy for future acquisitions and disposition of land. Currently, the University operates in 4 locations: the main campus in Conway; a satellite facility in North Myrtle Beach; another satellite in Litchfield; and a research outpost at Waites' Island near the North Carolina border.

The University holdings are suited to its current operations and there remains significant capacity to accommodate growth in academic and residential facilities on the main campus, between Highways 501 and 544. Going forward, it is recommended that the University focus new academic and residential development on the core campus between the highways. East Campus, University Place and the Quail Creek Golf Course play a supporting role to the core campus for housing, research, playfields and parking use.

The discussion below is organized around the following topics: owners, districts, and parcel-specific information.

Ownership

Some of the land is owned by the University itself; other parcels are owned by a series of foundations: the Coastal Education Foundation, the CCU Student Housing Foundation, and the Horry County Higher Education Commission. The attached table and diagram summarize the land holdings by entity.

Coastal Carolina University Policy 1100, updated in April 2010, addresses acquisition of future land:

All land and building acquisitions (purchases and donations) must be approved by the University's Board of Trustees, regardless of cost, and submitted as required through the state approval process (SC Commission on Higher Education, Joint Bond Review, Budget and Control Board

Districts

Parcel-specific information is grouped and presented by districts as shown in the Parcel Ownership map on page 6: the Main Campus, East Campus, Golf Course, and University Place, as well as Waites Island, the Myrtle Beach Education Center, and the Waccamaw Education Center.

Main Campus

Overview

The Main Campus includes 40 parcels, totaling 260.08 acres. 189.3 acres on the main campus remain developable and can accommodate significant additional development. The University should focus new development on the core campus, reinforcing the clear, simple zones of use.

Property and Context

The Main Campus is bordered on the north by the "Triangle," a mixed use residential and commercial district sandwiched between US Highway 501 and State Highway 544, which intersect at the apex of the district. The area is dominantly residential, ranging from single family homes to townhouses and condominiums as well as a mobile home park. The commercially zoned frontage along US 501 hosts a variety of commercial activities including several small fast food and retail outlets.

With the exception of the residential subdivision immediately to the east of the Woods Residence Halls, the land use pattern is generally disconnected, characterized by long cul-de-sacs and interrupted by wetland sloughs.

Observations

The University should consider the "Triangle" as an area of both short and long term interest for property acquisition. In the near term the University will require additional points of access and egress to the academic core and Chanticleer Road. Three existing residential streets on the east side of the campus; Carolina Road, Davidson Road and Wake Forrest Road currently have direct access from US 501 to the campus boundary. If the impact to the adjoining residences on one of these streets can be mitigated through acquisition or other means, it could provide the additional access from the east. Vehicular access north to Cox Ferry Road would also be an asset in helping to relieve congestion at the intersections of University Boulevard with US 501 and 544. Also in the short term the University's interests would be served with the acquisition of the frontage properties to the University's Elvington tract along highway 501 in order to consolidate the Elvington property.

In the long term, additional property acquisition may be desirable to enhance the University's image within the Conway community and in response to University programmatic needs. Also, the University would benefit from a nearby mixed use village with supporting retail, food and entertainment facilities. This suggests that the University should consider partnering with private developers in carrying out some of its development objectives. It is in the interest of the University to help stabilize the higher quality nearby residential neighborhoods to assure their long term viability as attractive and affordable places to live for Conway residents and University faculty and staff.

University Place

Overview

University Place includes 1 parcel totaling 54.33 acres and accommodating 1,911 beds of housing. 28.97 acres on the site remain developable. The district is approximately ½ mile from the edge of campus.

Property and Context

The University Place complex is a prototypical complex of two separate suburban low rise apartment buildings. Two street loops provide access from a signalized intersection at highway 544 via Jackson Bluff Road. A second means of access is provided via Denali Drive. Within the complex, continuous parking bays along the road dominate the streetscape. One of the complexes is built around a large detention pond, which has the potential to present a significant amenity with additional landscaping. The complex is isolated from highway 544 by several large undeveloped parcels of land. It abuts single family properties to the north and the Grand Strand Water and Sewer Authority property to the south.

Observations

While only ½ mile from the campus, the complex feels very isolated. Highway 544 has a sidewalk on the east side, but the pedestrian crossing at highway 544 presents a formidable challenge and the narrow sidewalk is immediately adjacent to the curb of the high speed highway. Observation shows few to no students walking to campus. While the shuttle bus is utilized by some students most students appear to be driving to campus.

The "isolation" of the property could be relieved in part with purchase of the intervening 8.4 acre frontage parcels along Highway 544. This property could be utilized for some additional housing, playfields or parking and supporting amenities for University Place as well as an appropriately landscaped campus entry. A goal of the master plan should be to find a safe and more attractive connection back to the campus for pedestrians and cyclists from University Place. The potential for a campus drive or pedway should be explored from University Drive and Quail Run Road from the campus at the soccer field via the west side of the second and third fairways of the golf course to the firetower property and Woffard Road. This concept might entail the purchase of several residential properties on the north side of Woffard Road and pedestrian improvements to the signalized intersection.

East Campus

Overview

The East Campus includes 13 parcels, totaling 92.99 acres. 74.5 acres on the East Campus remain developable. The East Campus is surrounded by industrial, commercial, public and recreation field uses and is well-suited to research, recreation fields, and remote parking.

Property and Context

The East Campus is being assembled through the acquisition of properties in the Atlantic Center. The Center has been subdivided into a series of large tracts typical of a suburban office park and distribution center. Two intersecting concentric loop roads, Atlantic Ave and Century City, provide vehicular access from State Highway 501. The Myrtle Beach National Golf Course frames the Atlantic Center on the east and the commercial corridor along Highway 501. Further

south on Highway 501 the University has located its Foundation Center and the Band Hall on three parcels of land totaling 9.39 acres.

Observations

The east campus is presently separated from the main campus by several significant barriers; Highway 501, the railroad which parallels 501 and the strip of commercial uses along the east side of the highway. The present vehicular disconnect between University Boulevard and the Atlantic Center via Atlantic Avenue is being remedied by the City of Conway with its extension of University Boulevard directly across Highway 501 and the railroad to its eventual linkage to Bellamy Road to the north. The proposed new road will be routed through the University's Burroughs Chapin Center property. While the new road will significantly improve vehicular access to the East Campus the challenge to pedestrian access will remain. A major goal of the master plan will be to address the problem of pedestrian access to the east campus.

The large open flat tracts of land in the Atlantic Center present attractive opportunities for expansion of the East Campus to satisfy future research, playfield and parking needs. The University should explore the acquisition of two large adjoining tracts: the 65.26 acre parcel to the north held by the UTT Family Ltd Partnership and the 26.71 acre parcel held by BLS Development LLC.

The Golf Course

Overview

The South Campus includes 7 parcels totaling 200.14 acres. The district is occupied mostly by the Quail Creek Golf Course; 186.88 acres remain developable. The golf course supports important academic and athletic programs as well as providing a convenient amenity for students, faculty, and staff. The potential exists for a trail connection along the edge of the course connecting University Place to the Main Campus.

Property and Context

South Campus is comprised of the 18-hole Quail Creek golf course and residential community. The University's holdings consist of the golf course and two large parcels immediately adjacent to University Boulevard. A new non-denominational chapel is scheduled to be constructed on one of these parcels at the corner of University Boulevard and University Drive and the University's soccer field has been placed on the western most parcel. Access to the golf course community is gained from University Boulevard, Singleton Ridge Road which frames the southern boundary of the golf course community, and Wofford Road which provides access from Highway 544. Singleton Ridge Road is has been scheduled for major improvements by the City of Conway.

Observations

The South Campus is a unique University property providing the University a laboratory for its golf related academic programs and research activities. The attractive residential community provides walk-to-work opportunities for faculty and staff. It is in the University's interest to preserve and enhance the quality of the Quail Creek residential community and to effect policies that mitigate any nuisances associated with University activities.

Waites Island

The University also owns 1,120 acres at Waites Island, one of the last remaining undeveloped barrier islands in the region. The Island represents a unique resource directly related to strong academic and research programs. Activity on the Island is coordinated by the Burroughs and Chapin Center for Marine and Wetland Studies. The property is covered by a restrictive covenant. The covenant restricts development to 15% of a 5-acre site on the mainland portion of the site. The site could potentially house a Field Station. More information on the property, the covenant, current programs, and the Field Station are detailed in the attached appendix.

Academic Outreach

The University operates facilities in North Myrtle Beach and Litchfield, both remote from the Main Campus and aimed at non-traditional students and adult education. Enrollment has been growing at the Centers and is funded, in part, by the Osher Foundation through the Osher Lifelong Learning Institute.

Myrtle Beach Education Center

The University offers mix of credit and non-credit course at the Myrtle Beach Education Center, located at 79th North and Highway 17 in North Myrtle Beach. The property, 35,342 square feet on one floor, is leased from the adjacent medial center and includes a theater, dance studio, classrooms, and offices. Non-credit courses are part of the Division of Academic Outreach and the Osher Lifelong Learning Institute.

Waccamaw Higher Education Center

The Division of Academic Outreach also offers courses in at the Waccamaw Higher Education Center in Litchfield, approximately 12 miles from the main campus.