

four | neighborhoods



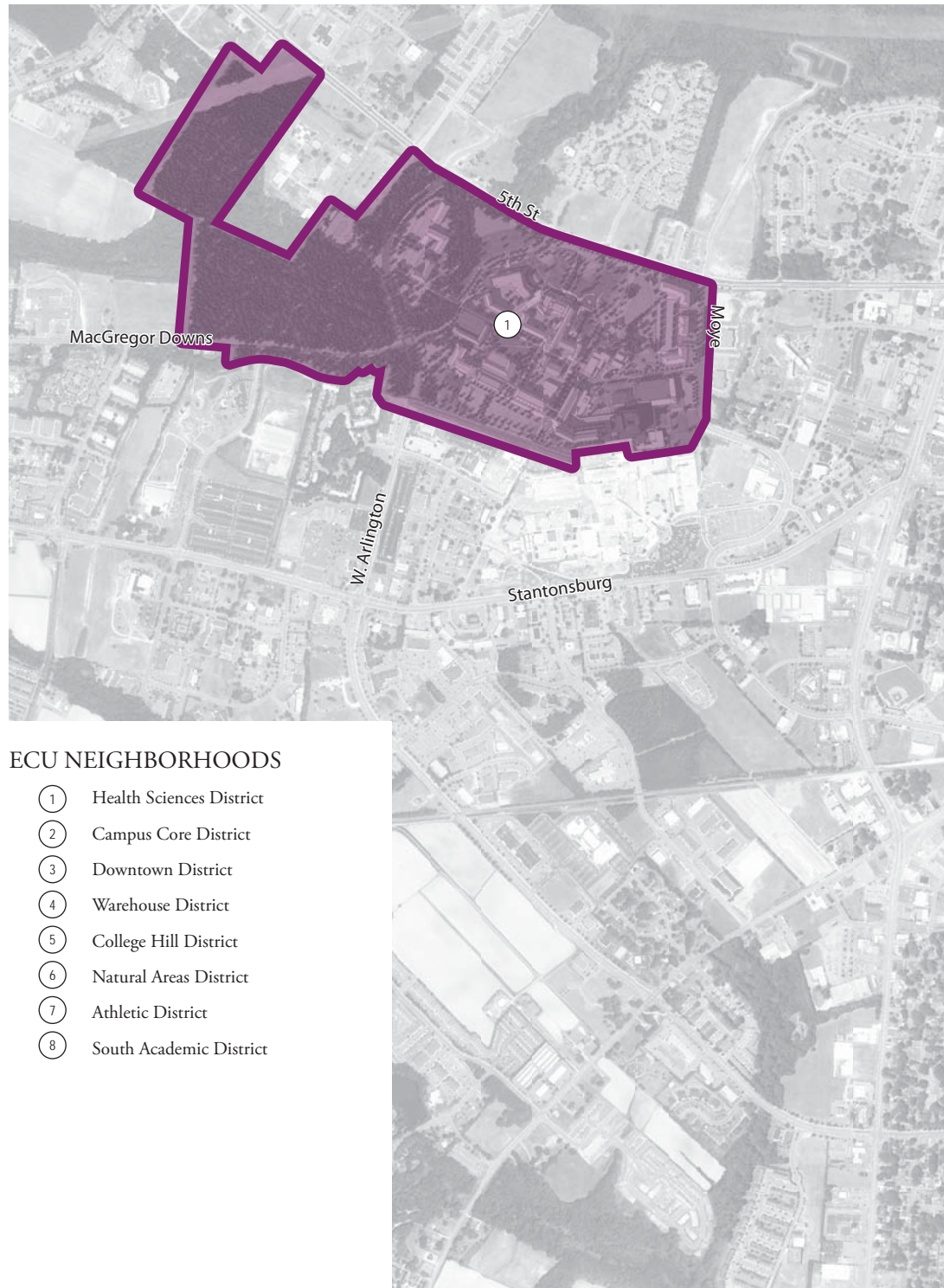
Neighborhoods

Introduction

East Carolina University is naturally organized into an array of unique neighborhoods that help break down the scale of campus into identifiable pedestrian environments that support the primary activities of living, learning, teaching, and research. The Campus Master Plan reinforces this existing scenario by defining eight neighborhoods within the overall campus framework that each represent a distinct identity. Several of the established neighborhoods are conceptually complete, while others are emerging or fragmented.

The Campus Master Plan recommendations are intended to guide the development of all campus neighborhoods to ensure that successful qualities within established districts are celebrated and reinforced, while encouraging the development of innovative and comparable qualities in underdeveloped areas. Design guidelines reflect the unique qualities found in each neighborhood, while also working to achieve a coherence and unity across both the Main Campus and Health Sciences Campus.

ECU's Main Campus is anchored by a historic Campus Core District at its northern edge with the majority of campus extending to the south. The Downtown District is the one exception, located to the north of the Campus Core. A separate neighborhood has been devoted to the Health Sciences District.



ECU NEIGHBORHOODS

- ① Health Sciences District
- ② Campus Core District
- ③ Downtown District
- ④ Warehouse District
- ⑤ College Hill District
- ⑥ Natural Areas District
- ⑦ Athletic District
- ⑧ South Academic District



Neighborhoods

Health Sciences District



KEY

- Immediate Need Buildings
- Future Building Opportunity
- Existing Campus Buildings
- Building Renovation
- Proposed Parking Deck
- Proposed Gateway Improvements

Building Initiatives	Circulation Initiatives	Open Space Initiatives
<ol style="list-style-type: none"> 1 Ambulatory Ancillary Services Building 2 Ambulatory Clinics Building 3 Cancer Center 4 Student Life Building 5 Faculty offices 6 Health Sciences parking deck #1 to serve faculty, staff and students 7 Medical Education Building and below grade parking deck 8 Research addition (3rd and 4th floors on Warren Life Sciences) 9 Medical Heating Facility expansion 10 Potential medical office building complex 11 Potential staff or faculty offices 12 Potential future parking deck 13 Potential academic building 14 Potential utility expansion 15 Brody Building renovation for office, research or Millennial Campus 	<ol style="list-style-type: none"> 1 Service Road removal from N. Campus Loop to south side of Warren Life Sciences, replace with shared-use path. Add vehicular loop drop-off at new Medical Education front door 2 Pedestrian connection from central campus location to Cancer Center 3 Campus-wide interior pedestrian network connections 4 Central ECUSTA bus drop off at Student Life Building, connect to destination using campus circulator route 5 Patient surface parking 6 Complete Streets on 5th, MacGregor Downs, Arlington and Moye, Heart, and N. Campus Loop 	<ol style="list-style-type: none"> 1 Campus Central Green common space development 2 Medical Education Building courtyard area 3 Courtyard function space, opportunity for art location 4 Healing Garden and recreational path (at Cancer Center)
	Streetscape Initiatives	
	<ol style="list-style-type: none"> 1 Heart Boulevard streetscape character and gateways 2 Moye Boulevard streetscape character and gateway 3 W. Arlington Blvd streetscape character and gateways 4 MacGregor Downs streetscape character and gateway 5 5th Street streetscape character and gateways 6 North Campus Loop screening of utilities and research areas 	

Neighborhoods

Health Sciences District



Existing Character

Since the mid 1980s, the Health Sciences Campus has been home to East Carolina University's medical education and allied health programs. An initial Master Plan was developed to guide growth of the campus. However, rapid development in recent years has resulted in sporadic adherence to the overall campus vision. Buildings have been constructed in isolation to the larger campus network with the development of separate surface parking areas and pedestrian path systems. This has resulted in the lack of a coherent, unified campus character and circulation system.

The Health Sciences Campus is located adjacent to PCMH and

Pitt County clinical facilities. Distinction between the public and academic entities is not readily apparent, nor does any partnership appear to exist through combined signage or streetscape initiatives. ECU currently does not present a strong image within this area of town. No gateways or harmonious streetscape enhancements exist to signal to a student, patient, or visitor that they are entering the Health Sciences Campus. The experience can be disorienting because medical facilities, research institutes, and clinical treatment centers are not located logically near one another.

The addition of consistent building, parking, and landscape setbacks combined with proposed building,

circulation, streetscape, and open space initiatives will significantly enhance the overall character of the Health Sciences Campus. The placement of each proposed building was carefully considered as to how it would aid in strengthening the overall campus composition. In addition, each building use was analyzed to ensure that it would be compatible with existing adjacencies. The initiatives presented in the following text, when combined together, will result in an elevated image for the Health Sciences Campus within the Greenville community and an enhanced experience for all campus users.

Building Initiatives

1 Ambulatory Ancillary Services Building

The Ambulatory Ancillary Services Building (100,00 SF, 5 stories) provides a central facility on the Health Sciences Campus for the location of all diagnostic labs. This building consolidates activities previously distributed throughout the adjacent research institutes into one easily accessible building. It is designed to facilitate resource sharing and avoid lab space duplication across campus.

2 Ambulatory Clinics Building

The Ambulatory Clinics Building (194,000 SF, 5 stories) directly addresses the need to consolidate ambulatory clinical services on the Health Sciences Campus. This arrangement should alleviate patient confusion and increase overall efficiency by providing one centralized location for clinical treatment that is easily accessible on the campus perimeter. The Ambulatory Clinics Building is also strategically positioned to be within walking distance of the new Medical Education Building and the existing PCMH. Future partnership opportunities may exist with PCMH on land owned by the hospital, across Heart Boulevard from the proposed clinical facility.

3 Cancer Center

Stakeholder meetings and Spatial Analysis findings revealed that the Cancer Center need not be directly connected to PCMH because the vast majority of visitors to the center

receive outpatient treatment. The opportunity to identify a natural setting for the facility was expressed as a desirable objective. It is for these reasons that the Cancer Center (60,000 SF, 3 stories) has been located in a secluded wooded site west of MacGregor Downs.

4 Student Life Building

The lack of student life programming on the Health Sciences Campus is resolved by the establishment of a Student Life Building (64,000 SF, 2 stories) to be centrally located between the Warren Life Sciences Building and the Health Sciences Building. It is to be set on axis with the campus' central green space

and designed to be easily accessible from all points on the Health Sciences Campus. The Student Life Building will contain dining facilities, recreational opportunities, study space, and lounges. It is intended to serve the needs not only of students, but also faculty, staff, patients, and patients' families. The analysis phase revealed that student residential facilities were not desired on the Health Sciences Campus, as the majority of students preferred living on or near Main Campus. It is for this reason that no residential facilities are provided.



Courtyards provide seating opportunities and shade adjacent to buildings.



Campus buildings can be positioned to frame open space.

5 Faculty offices
6 Health Sciences parking deck #1 to serve faculty, staff and students

A new 4-story parking deck, containing 700 spaces, is proposed near the Academic Core to serve faculty, staff, and students since surface lots will now be designated for patients only. This proposed parking structure is wrapped with faculty offices on its east and southern sides to present a more aesthetically

pleasing facade to the interior campus. It is intended to be the first parking deck constructed on the Health Sciences Campus.

7 Medical Education Building and below grade parking deck

During the initial analysis phase, the Brody Building was determined to no longer meet ECU's medical education needs. This posed concern for the University as the Brody School of

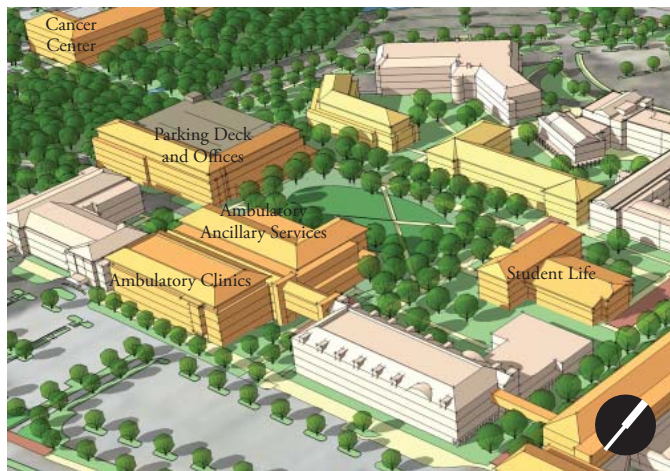
Medicine is a centerpiece within ECU's academic program offerings. The construction of a new Medical Education Building (250,000 SF, 6 stories with 200 Parking Spaces Below-Grade) became a top priority of the master planning efforts on the Health Sciences Campus. The building is intended to address advancements in medical facility technology and a nation-wide growth in medical education that has resulted in ECU's desire to expand future enrollment. The proposed Medical Education Building is positioned to be in close proximity to the new Integrated Ancillary Services and Clinics Building, PCMH, and medical research facilities. This will allow faculty and students to move seamlessly between these related buildings.

8 Research addition (3rd and 4th floors on Warren Life Sciences)

The research expansion to the existing Warren Life Sciences building will comprise two additional stories totaling 33,000 SF. This expansion addresses the need to consolidate research activities on the Health Sciences Campus and also responds to anticipated future growth of ECU's integrated research and translational research programs. The research facilities are within walking distance of a new Medical Education Building and the existing PCMH.



Special paving highlights significant pedestrian corridors on campus.



View of the campus central green framed by new buildings.

9 Medical Heating Facility expansion

In order to accommodate additional development on the Health Sciences Campus, an immediate expansion is proposed to increase capacity of the existing Medical Heating Facility. The building is centrally located on campus, directly east of the Health Sciences Building. The Campus Master Plan proposes that the building be extended to the south and east where available land exists and landscape screening can be accommodated if necessary.

10 Potential medical office building complex

The Campus Master Plan has not specifically identified program uses for future building opportunities, rather it has left these flexible to allow ECU to respond to future academic needs, market demands, or changes in technology. The suggested uses presented in the report reflect possible

future needs as understood by the SmithGroupJJR team.

An opportunity representative of this description has been identified near the Cancer Center. Land has been designated directly north of the Cancer Center for two additional buildings to meet future specialized clinic or medical office needs. Another future development opportunity has been identified adjacent to Moye Boulevard in the northeast corner of campus. This three building complex presents a flexible configuration to accommodate additional medical office, clinical, and/or academic space needs.

11 Potential staff or faculty offices

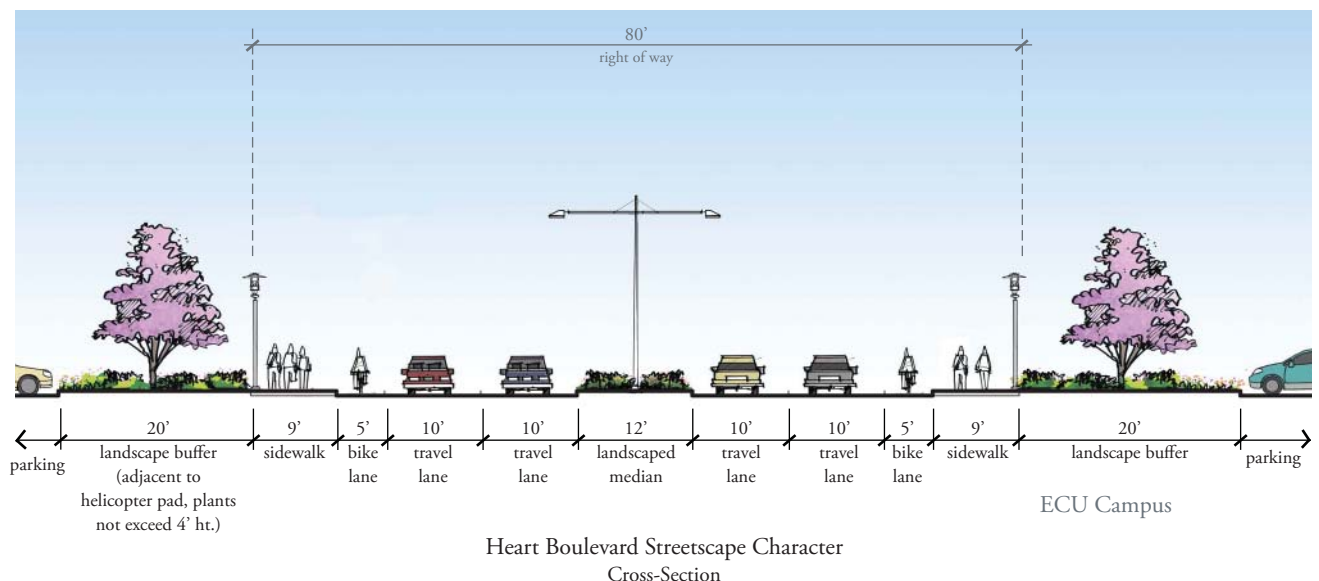
12 Potential future parking deck

A future parking deck has been sited south of the proposed medical

office building complex near Moye Boulevard to service both these buildings and PCMH. The parking deck is intended for faculty, staff, and students in order to allow surface parking lots to be reserved for patient parking. As is proposed for the parking deck near the Integrated Ancillary Services and Clinics Building, this parking deck also presents the opportunity to wrap the facade with faculty or staff offices.

13 Potential academic building

The existing Health Sciences Campus configuration suggested that new academic buildings be located near the center of campus, adjacent to existing academic facilities in order to form an academic core. A future building opportunity has been identified south of the Health Sciences Building and Laupus Library. This location places a new academic building in close proximity to the College of Allied Health





Recreational Path at Cancer Center



Stormwater Opportunities in Parking Islands

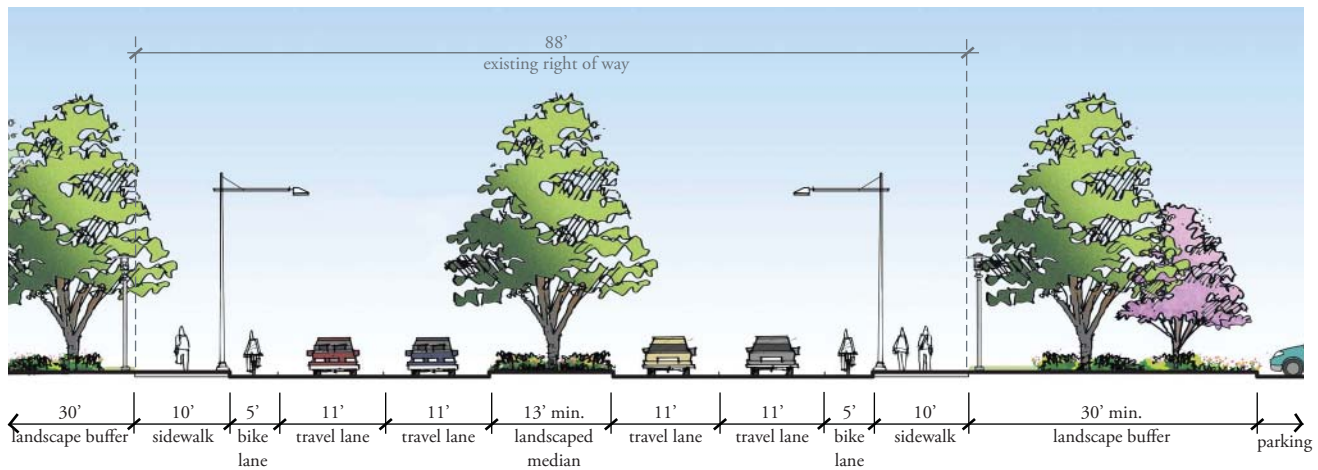
Sciences and College of Nursing, as well as the new home for ECU's School of Dental Medicine, Ledyard E. Ross Hall, to be opened in Spring 2012. The academic needs of these programs do not demand that they be located directly adjacent to PCMH. Therefore, this central campus location was deemed appropriate for academic expansion.

14 Potential utility expansion

The Campus Master Plan anticipates that the Health Sciences Campus will continue to expand in the coming decades. In order to effectively accommodate increased development, a future expansion to the Medical Heating Facility will be needed. Land is not available directly adjacent to the building to allow for expansion; therefore a new stand alone structure is proposed across a service drive directly east of the existing facility.

15 Brody Building reuse for office, research or Millennial Campus

The Brody Building is to be repurposed with suggested future uses such as the proposed location for a 'Millennial Campus' or additional office and research space. The 'Millennial Campus' would specifically focus on science and biotechnology initiatives. New research space and offices within the Brody Building would be positioned in close proximity to the Warren Life Sciences Building to allow easy collaboration between research facilities, as well as the future faculty or staff offices along Moye Boulevard.



W. Arlington Boulevard Streetscape Character
Cross-Section



View of the Health Sciences Campus Looking Northeast

Circulation Initiatives

- 1 **Service Road removal from N. Campus Loop to south side of Warren Life Sciences. Add vehicular loop drop-off at Medical Education**

The circulation initiatives proposed for the Health Sciences Campus target the overall goal of facilitating increased pedestrian activity on campus and creating a seamless circulation network for all modes of transit. Three proposed initiatives specifically target the creation of an enhanced pedestrian network. The first proposal includes removal of Service Road from N. Campus Loop to the south side of Warren Life Sciences Building. It is to be replaced with a shared-use path and a loop drop-off to serve the front entry of the new Medical Education Building. A single bay of on-street parking was removed as part of this project which will be accommodated in consolidated surface lots.

- 2 **Pedestrian connection from central campus location to Cancer Center**
- 3 **Campus-wide interior pedestrian network connections**

The second and third initiatives address the lack of a cohesive pedestrian path system by providing new walkways across campus to connect all building entries and parking areas to one another. A primary aspect of these efforts is the installation of a direct east-west pedestrian connection from central campus to the Cancer Center to provide much needed cross campus access.

- 4 **Central ECUSTA bus drop off at Student Life Building, connect to destination using campus circulator route**

The lack of cohesive campus accessibility will also be enhanced by the relocation of an existing ECUSTA

route to a new drop-off location at the Student Life Building. This bus stop location is designed to align with a proposed Connector shuttle that will provide door-to-door service to all buildings on the Health Sciences Campus. A future opportunity exists to partner with Pitt County to expand the reaches of the transit system further.

- 5 **Patient surface parking**

Existing surface lots presently exist within interior areas of the Health Sciences Campus and are shared by faculty, staff, students, and patients. In order to make the campus more pedestrian friendly and easily accessible for drivers, several small surface lots have been removed from the center of campus to provide larger consolidated parking areas at the perimeter. These have been located near the Integrated Ancillary Services and Clinics Building, Cancer Center, and the proposed future medical

office complex in the northeast corner of campus. The goal is to have all patient parking accommodated within surface parking lots; as it was determined that surface parking lots are more intuitive for patients to navigate than parking structures. As was previously mentioned in this report, faculty, staff, and students will be asked to use new parking decks.

6 Complete Streets on 5th, MacGregor Downs, Arlington and Moye

The Campus Master Plan recommends that Complete Streets be developed on 5th Street, MacGregor Downs, W. Arlington Boulevard, and Moye Boulevard. A Complete Street is defined as a street that safely and comfortably accommodates all modes of transit including pedestrians, cyclists, and vehicles. These streets also typically address stormwater management by interweaving

infiltration areas such as bioswales, pervious pavement, and rain gardens into the right-of-way. The cross-sections presented on the next few pages highlight the manner in which each street can be re-developed to accommodate all forms of transit and stormwater management.

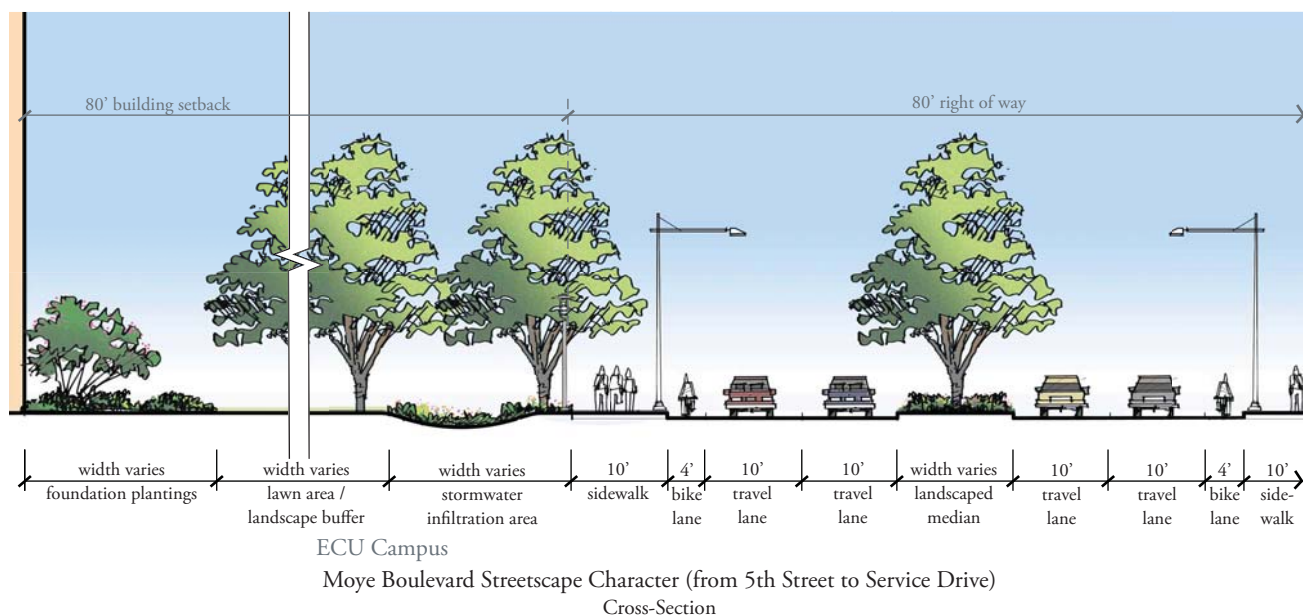
The streets that form the perimeter of the Health Sciences Campus do not display a consistent character, nor do they successfully accommodate pedestrians and cyclists. The primary goal of these sections is to impose a level of consistency upon all campus roadways to create a unified identity across the Health Sciences Campus. This will be accomplished through various measures such as widening existing sidewalks, constructing new sidewalks to eliminate any possible obstructions, installing separate or shared-use bike lanes, and areas for stormwater infiltration. Regional

alliances with the Metro Planning Organization are recommended to ensure that ECU's Complete Street efforts align with those ongoing in the Greenville region.

Streetscape Initiatives

1 Heart Boulevard streetscape character and gateways

The improvements proposed for Heart Boulevard will include the addition of sidewalks on the northern side of the road to complete the existing pedestrian network. In addition, 5 foot wide bike lanes will be provided on both sides of the street. The overall character will be improved with additional landscaping to buffer views from the roadway into parking areas. Three gateways are proposed along Heart Boulevard at prominent intersections to signal entrance onto campus.



2 Moyer Boulevard streetscape character and gateway

The northern end of Moyer Boulevard currently contains four vehicular travel lanes divided in half by a landscaped median. This configuration will remain the same, but separate 4 foot wide bike lanes will be added. Sidewalks currently flank both sides of the street and are proposed to remain. An important gateway intersection has been identified at Moyer Boulevard and 5th Street. This area should be enhanced to guide visitors into campus. Stormwater infiltration opportunities, such as the incorporation of bioswales, are proposed adjacent to the roadway.

3 W. Arlington Boulevard streetscape character and gateways

W. Arlington Boulevard serves as an important north-south connector to

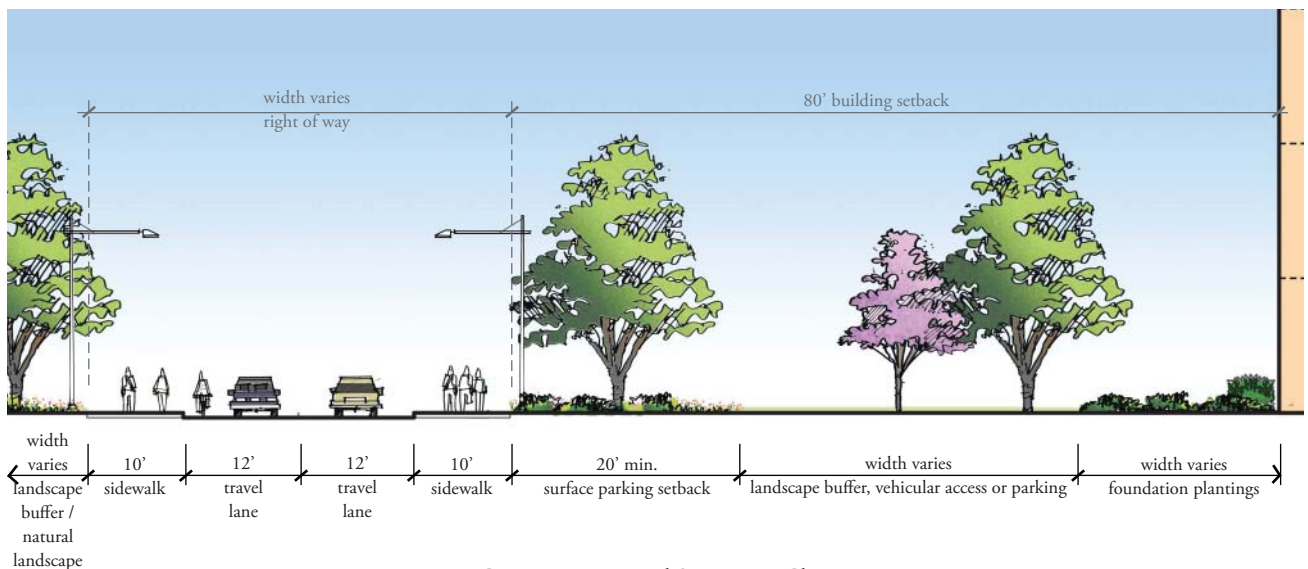
5th Street. Therefore, this roadway supports high traffic loads along its existing four lane streetscape. W. Arlington Boulevard is divided by a large landscaped median that has future stormwater management potential. With the exception of an area of clearing for the proposed Cancer Center, Arlington Boulevard is natural in character. The streetscape improvements attempt to preserve as many existing trees as possible, while also incorporating separate 5 foot wide bike lanes into the right-of-way.

4 MacGregor Downs streetscape character and gateway

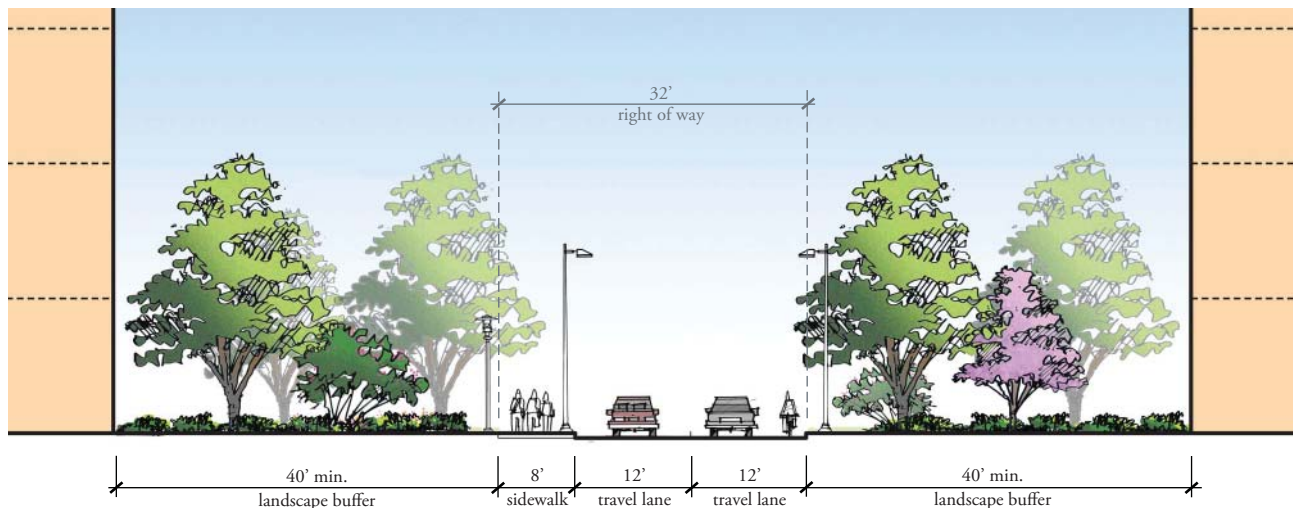
MacGregor Downs is a two-lane road that bisects the naturalized portion of the Health Sciences Campus from more developed areas. Currently, no sidewalk exists along the roadway. In order to preserve existing natural features, sidewalks are proposed to be added adjacent to both sides of the road, but the road is not to be widened. Vehicles will be expected to share the road with cyclists. The intersections of MacGregor



Common green space defines the center of campus.



MacGregor Downs Road Streetscape Character
Cross-Section



North Campus Loop Streetscape Character
Cross-Section

Downs and Arlington Boulevard and MacGregor Downs and 5th Street will benefit from gateway enhancements. Development of the Cancer Center and parking deck are expected to increase traffic loads at these intersections.

5 5th Street streetscape character and gateway

5th Street forms the northern boundary of the Health Sciences Campus and is an important east-west collector street within Greenville. Circulation can be enhanced by completing the existing disjointed sidewalk network along both sides of the roadway. In addition, 5 foot wide bike lanes are proposed along both sides of the street. A bioswale is to be located along the campus side of 5th Street, both to enhance its landscape character and also address stormwater

concerns. Each intersection along 5th Street, between W. Arlington Boulevard and Moye Boulevard is recommended to receive gateway enhancements. Each of these four intersections serve as important entry points into campus.

6 North Campus Loop screening of utilities and research areas

Streetscape enhancements are also proposed for the North Campus Loop. These improvements are intended to screen research areas and utilities. While this street is not intended as a primary roadway, it will likely be used to access interior campus buildings and parking areas.

Open Space Initiatives

1 Campus Central Green common space development

The Campus Master Plan outlines a series of open space initiatives that will work together to define a distinct open space network for ECU's Health Sciences Campus. As has been previously mentioned in this report, the campus currently lacks strategically placed and defined open spaces. One feature that will help resolve this concern is a central green common space framed by existing and proposed buildings. It is located directly north of the Integrated Ancillary Services and Clinics Building. A lush lawn dotted with large, deciduous canopy trees will create a memorable space similar to those found on Main Campus. This space is expected to serve as a popular outdoor area where the majority of students will gather.

2 Medical Education Building courtyard area

The new Medical Education Building frames an outdoor courtyard that is expected to be used by people from the Medical Education Building, PCMH, and the Brody Building seeking an outdoor respite.

3 Courtyard function space, opportunity for art location

Four outdoor courtyards are located throughout the Health Sciences Campus. These serve as a counterpoint to the central green space by providing more intimate seating areas, typically adjacent to campus buildings. They also have the opportunity to serve as locations for public art. Another courtyard is located near the Integrated Ancillary Services and Clinics Building and defines a prominent entry point into

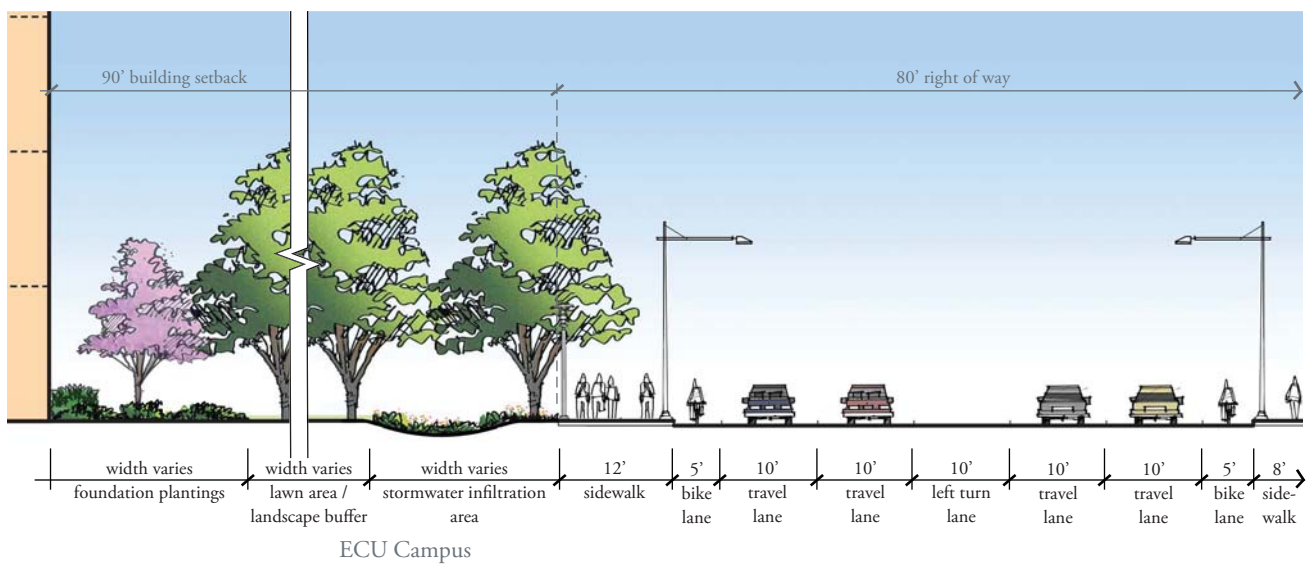
the center of campus. Two additional courtyard spaces are located near the new Student Life Building. The one directly adjacent to this building is expected to contain tables and chairs to provide an outdoor dining option. The fourth courtyard is situated between the Student Life Building and the proposed future academic building. It can be seen from the central green, thus presenting itself as an ideal location for campus art.

4 Healing Garden and recreational path at Cancer Center

With the relocation of the Cancer Center to the existing natural area along the west side of campus, an opportunity for a recreational trail and healing garden presented itself. A healing garden is to be located adjacent to the Cancer Center to

provide a passive, reflective space to encourage stress reduction. Its potential benefits can be enjoyed not only by patients, but also by their family members and medical staff.

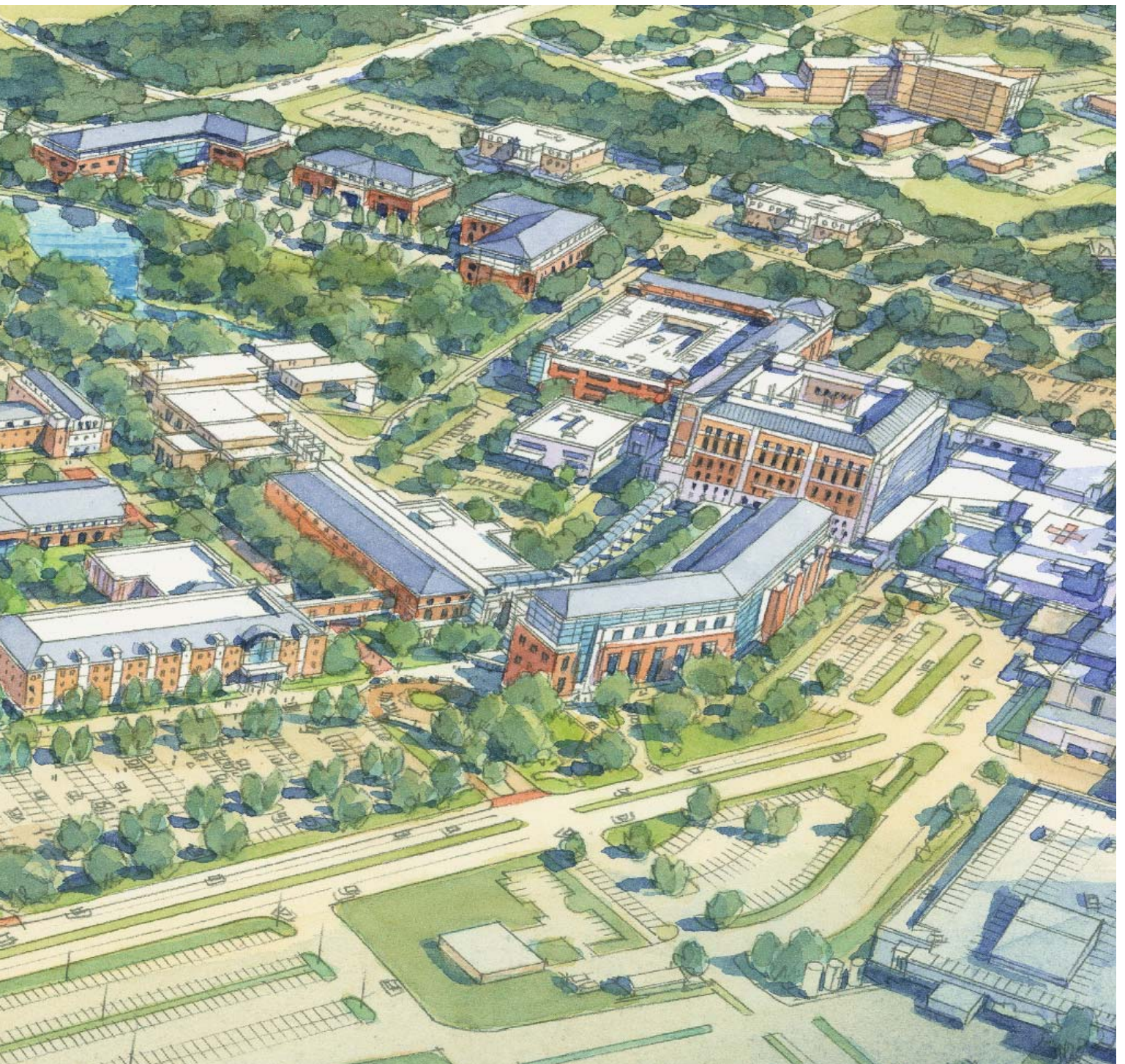
The healing garden provides access to a proposed path through the adjacent woodland. An existing pathway that encircles the retention basin near the Health Sciences Building has proven incredibly successful on campus. This use suggested that an additional recreational path through the existing natural areas on the west side of campus near the proposed retention basin and Cancer Center also has the potential to be a success. A typical cross-section of the recreational path can be found within the Natural Features District later in this report.



5th Street Road Streetscape Character
Cross-Section

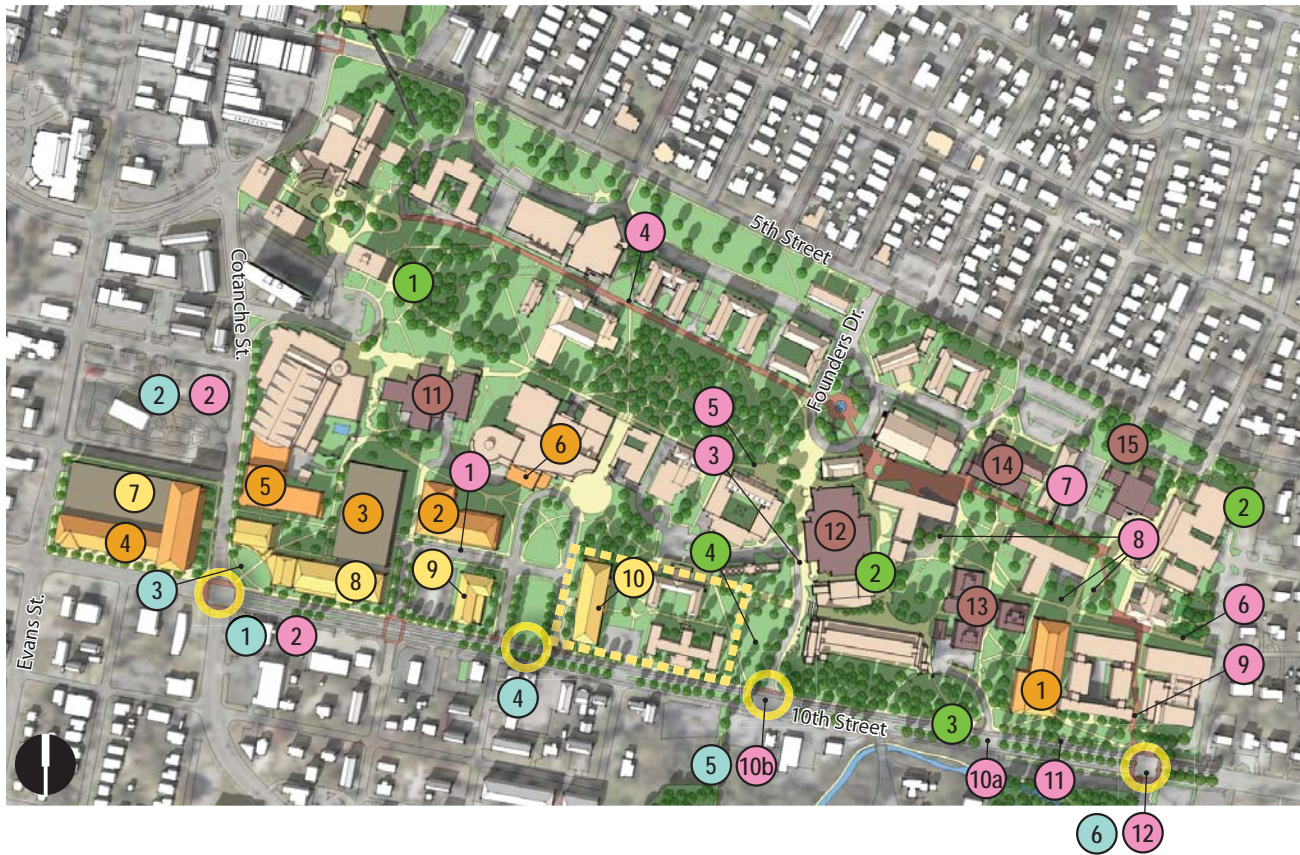


View highlighting the new Ambulatory Ancillary Services Building, Ambulatory Clinics Building, Medical Education Building, and Academic Core.



Neighborhoods

Campus Core District



KEY

- Immediate Need Buildings
- Future Building Opportunity
- Existing Campus Buildings
- Building Renovation
- Proposed Parking Deck
- Proposed Gateway Improvements

Building Initiatives		Circulation Initiatives	
1	Life Sciences and Biotechnology Building	1	Relocate ECUSTA transit hub from Christenbury site
2	Student Union Building	2	Complete Streets on 10th Street and Cotanche Street with the addition of medians, bike lanes and improved pedestrian walks
3	Main Campus parking deck #1 serves union, library, and Mendenhall	3	Removal of Founders Drive from Duncan Court to Wright Circle. Addition of a vehicular loop. Replace Founders Drive with shared-use path
4	Academic A Building	4	Remove Faculty Way between Dowell Way and Founders Drive. Addition of shared-use path. Keep Faculty Way name
5	Student Recreation Center expansion	5	Remove Alumni Lane for addition of shared-use path. Rename to Alumni Walk
6	Library addition	6	Remove Dixon Drive, replace with shared-use path
7	Potential parking deck to serve academic expansion at 10th and Cotanche	7	Remove Student Plaza Drive, replace with shared-use path, retain Student Plaza name
8	Potential academic building	8	Remove parking lots located west of Busbee Drive, at the west terminus of Dixon Drive, and east of the Rawl Building
9	Potential Visitor's / Welcome Center	9	Improve pedestrian walks between Fletcher and Brewster
10	Future academic building quad, such as Science/ Engineering	10	Remove traffic signal from 10a to 10b. 10a to be service drive only
11	Renovate Mendenhall for conference and meeting space		
12	Renovate Bate for academic, classrooms and offices		
13	Renovate Howell for academic, classrooms and offices or demolish		
14	Renovate McGinnis for academic		
15	Renovate Speight for academic		

Streetscape Initiatives

- 10th Street streetscape character
- Cotanche Street streetscape character
- 10th / Cotanche Gateway
- Wendell Smiley Way Gateway
- Founders Drive Gateway
- College Hill Gateway

Open Space Initiatives

- West Mall open space enhancements
- Open space enhancements at Rawl, Austin and Howell
- Open space enhancement at the south side of the new Life Sciences / Biotechnology Building and Brewster
- Addition of open space at former Mail Services Building location.

Neighborhoods

Campus Core District



Existing Character

The Campus Core District represents the oldest portion of the East Carolina University campus, with areas along 5th Street dating back to the school's formation. Over the decades, ECU has expanded from its original linear configuration along 5th Street to an expansive arrangement that stretches south to Greenville Boulevard. The Campus Core District focuses on the area between 5th Street and 10th Street.

ECU's Campus Core District has many significant existing buildings and memorable spaces worth preserving. However, the master planning effort determined that opportunities exist to enhance the overall campus character and to transform certain areas to meet ECU's future goals. Two

fundamental objectives of the master planning effort were to enhance the pedestrian experience on campus and to better integrate the Campus Core District with the Downtown District.

Building Initiatives

① Life Sciences and Biotechnology Building

The analysis phase of the campus master planning process revealed that ECU has an immediate need for new bioscience facilities. Determining the location for a new 6-story, 270,000 SF Bioscience Building was not an easy decision. Discussions with campus advisory groups revealed that the building should be located within the Campus Core District, near the existing Howell Science Complex, in order to facilitate resource sharing and provide easy transitions between buildings for science faculty

and students. However, limited developable land exists within the Campus Core District and it became necessary to examine the reuse or removal of an existing campus facility for construction of a new Bioscience Building.

The FCA revealed that Christenbury Memorial Gymnasium, located adjacent to the Howell Science Complex, is currently in poor condition, does not meet the standards needed for full-time use by ECU's HHP program, and lacks universal accessibility. The report recommended removal of the gymnasium. However, Christenbury Memorial Gymnasium is beloved by alumni for its striking architecture and historic presence on campus; thus increased sensitivity in planning was required. Ultimately, it was determined that Christenbury could

not be preserved in its entirety, but portions of the facade will be preserved to be reused either on the Biosciences Building or on the new gymnasium to be located within the South Academic District.

2 Student Union Building

One of the most important aspects of the campus planning effort was the development of a new Student Union Building. Mendenhall Student Center currently serves as the central student life facility on campus. Analysis and stakeholder feedback revealed that Mendenhall is underused as a student union due to a lack of diverse student services, but remains an important meeting space on campus. For this reason, a new 5-story, 230,000 SF Student Union Building is proposed in a location just south of Mendenhall within the student services zone. The facility will include dining opportunities, convenience stores, and study space. The proposed Student Union will front on Wendell Smiley Way and serve as a prominent entry point to the campus.

3 Main Campus parking deck #1 serves union, library, and Mendenhall

Mendenhall, the Student Recreation Center, Joyner Library, and adjacent residence halls each generate significant vehicular traffic with many people vying for 309 available parking spaces in a surface lot accessed from 10th Street. To meet demand, a 5-story, 1,000 car parking deck is proposed in this same location to better serve these campus facilities.

4 Academic A Building

The SCA completed during the analysis phase of the master planning process concluded that ECU needs additional academic space with appropriately sized classroom space to meet future programmatic goals. The property located at the corner of Cotanche Street and 10th Street was identified as an ideal site for a new Academic A Building. The 4-story, 275,000 SF building is expected to provide additional classrooms and faculty offices for ECU's business and

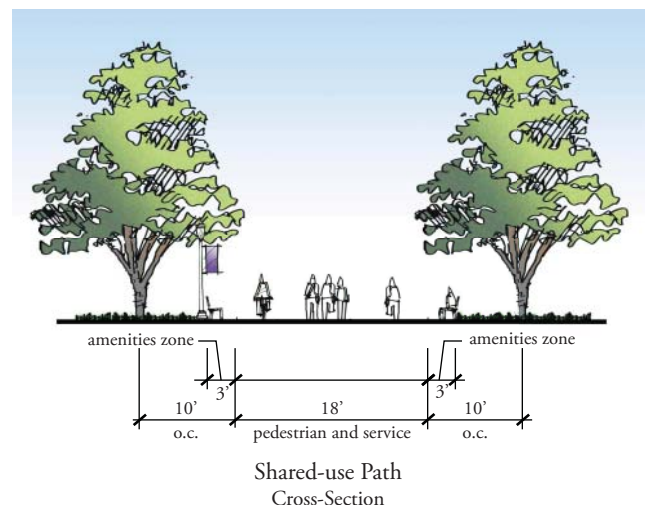
education programs. In addition, a new chilled water plant will be located at the rear of the proposed building. Academic A also helps bridge the distance along 10th Street between the Warehouse District to the Campus Core District.

5 Student Recreation Center expansion

The Student Recreation Center plays an important role in student life programs on ECU's Main Campus. During the academic



Shared-use paths can be aesthetically pleasing.



year, the Student Recreation Center experiences very heavy use by the entire campus community. Stakeholder interviews highlighted the need for expanded recreation space due to the perception that the facility is at maximum capacity. The Campus Master Plan proposes expansion of the Student Recreation Center to the south, in the location of an existing surface parking lot and the Eller House and International House. These two existing buildings were identified for removal. The Student Recreation Center expansion is intended to accommodate both current usage and anticipated future increased demand.

6 Library addition

The Joyner Library Master Plan Feasibility Study and stakeholder interviews revealed that the Joyner Library is not currently meeting some of the needs of ECU's student population. Presently, stacks consume a significant portion of the library square footage, while student demand for group study space and computer labs has risen. The study proposed the re-allocation of existing space from book stacks and materials storage to patron spaces that support learning activities. As part of this proposal, an expansion is recommended for the south side of Joyner Library that will house a new automated book holding

system to allow existing stacks to be transitioned into more usable space. Expansion efforts should take into consideration the amenities that are to be provided in the proposed Student Union Building and Mendenhall to ensure that student services do not significantly overlap.

7 Potential parking deck to serve academic expansion at 10th and Cotanche

With the development of Academic A, Student Union Building, and expansion of the Student Recreation Center, parking demand is expected to increase in this area of campus. The Campus Master Plan recommends the future addition of a parking deck in place of the existing surface lot behind Academic A if use demands it.

8 Potential academic building

ECU currently lacks a strong campus identity at the intersection of 10th Street and Cotanche Street. This is a concern because the intersection serves as one of the primary approaches into campus. The Campus Master Plan proposes an alternative option that includes the acquisition of commercial properties near this intersection, in order to create a dynamic entry into campus and a strong urban edge along 10th Street. ECU currently owns one parcel in this area that contains Parking and Transportation Services which is recommended for relocation to the Warehouse District. The focal point of this gateway would be the addition of a new academic building of striking architectural character that would signify an entrance onto the



Option A: Intersection of Cotanche and 10th Street with existing commercial properties.



Option B: Intersection of Cotanche and 10th Street framed by new University facilities.



View of the enhanced 10th Street campus edge.

ECU campus. The Campus Master Plan has not specifically identified program uses for future building opportunities, rather it has left these flexible to allow ECU to respond to future academic needs, market demands, or changes in technology.

9 Potential Visitor's / Welcome Center

The Campus Master Plan proposes the addition of a new Visitor's / Welcome Center off of 10th Street, facing Wendell Smiley Way. While this is not an immediate need for ECU, its development will fill a void that currently exists and also help to create a new "front door" to campus. A Visitor's / Welcome center would serve as a destination point for new visitors to campus. With its position near the proposed Student Union Building and Joyner Library, the area is expected to become a hub of

student activity on campus, allowing visitors to gain a first impression of the energy to be found on campus.

10 Future academic building quad, such as Science / Engineering

As part of the alternative option presented for the 10th Street Corridor, another future academic building is proposed to the east of the Visitor's / Welcome Center. The future academic building will have frontage on Wendell Smiley Way, while also defining an open space area adjacent to Umstead Residence Hall and Slay Hall. This area can potentially be transformed into a Science and Engineering Quad. The future academic building would contribute to the formation of a linear academic zone along 10th Street. This alternative planning approach would create a strong

identity for ECU along 10th Street that is currently lacking.

11 Renovate Mendenhall for conference and meeting space

Mendenhall Student Center currently serves as the primary student life program facility on campus. However, during the analysis phase of the master planning process, it became evident that Mendenhall is no longer adequately serving students' needs. It is for this reason that a new Student Union Building is proposed, as was discussed earlier in this section. Mendenhall is recommended to undergo a significant renovation that would transform it into modern conference and meeting space. Programmatic changes to Mendenhall shall consider the common space within Joyner Library and the Student Union Building to ensure

that the appropriate amount is not exceeded in this area of campus.

- 12 **Renovate Bate for academic classrooms and offices**
- 13 **Renovate Howell for academic, classrooms and offices or demolish**
- 14 **Renovate McGinnis for academic**
- 15 **Renovate Speight for academic**

The FCA revealed that the Bate Building, Howell Science Complex, McGinnis Theatre, and Speight Building displayed deferred maintenance concerns that placed them as candidates for renovation. The Campus Master Plan recommends that each of these buildings be renovated to better serve ECU's current and future academic needs.

The business programs within the Bate Building and the education programs within the Speight Building are both proposed to move to Academic A Building. These two facilities should be reused for academic classrooms and office space. The Howell Science Complex may be repurposed to include modernized laboratory space and classrooms. If renovation appears too costly, it may be appropriate to be demolished. A new theatre is proposed within the Downtown District, so the McGinnis Theatre is to be repurposed for academic space.

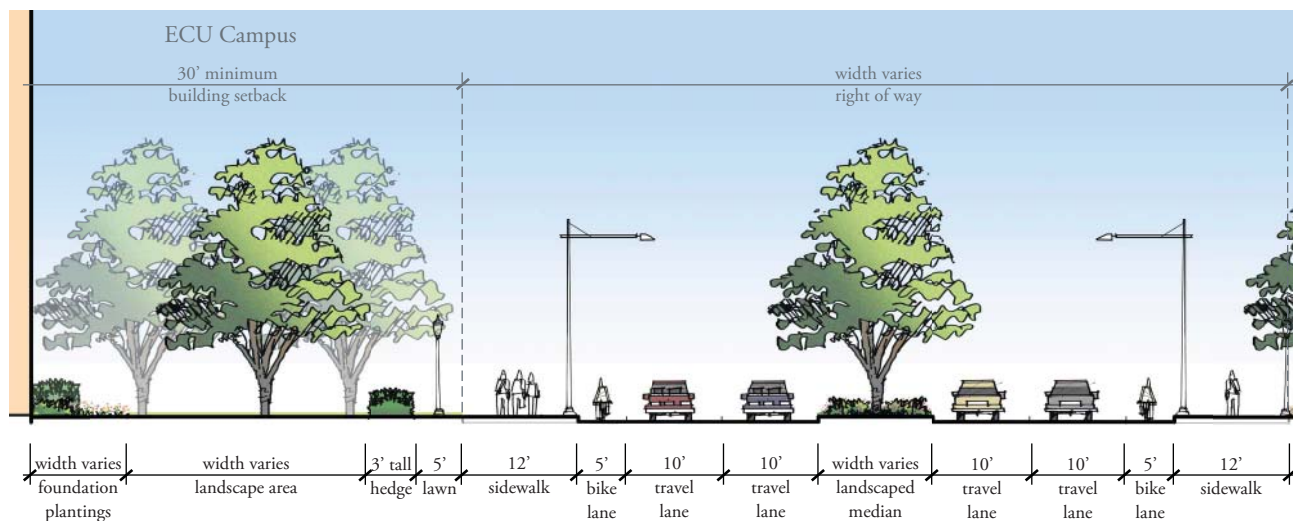
Circulation Initiatives

1 Relocate ECUSTA transit hub from Christenbury site

One of the primary ECUSTA bus stops within the Campus Core District is located adjacent to

Christenbury Memorial Gymnasium near the intersection of 10th Street and Ormond Drive. Ormond Drive currently serves as a pull-off area for bus traffic. During the analysis phase of the campus master planning process, it was determined that this area presents a traffic hazard for both pedestrians and vehicles and is located a considerable distance from the most popular student venues on campus. It was also determined that this portion of 10th Street does not represent the most desirable edge condition for ECU.

The Campus Master Plan recommends that this bus stop be relocated to the east side of the proposed Student Union Building to create a transit hub off of Wendell Smiley Way. This new location is expected to result in increased utilization of the transit system due



Between Cotanche and Founders: 30' setback for building development from back of curb
Between Founders and Bennett Way: 100' setback for building and parking development from back of curb

10th Street Streetscape Character
Cross-Section

to the bus stop's position near Joyner Library, Student Union Building, and the Student Recreation Center.

2 Complete Street on 10th and Cotanche with the addition of a medians, bike lanes and improved pedestrian walks

Complete Streets are recommended for both 10th Street and Cotanche Street. These two roads should be re-designed to comfortably accommodate all modes of transit including pedestrians, cyclists, and vehicles. Adjustments are needed to both roadways to develop Complete Streets. Narrow sidewalks about the curb on both streets and contain pedestrian obstructions such as hydrants and light poles. Limited green space is provided between roadway and buildings.

The city has streetscape improvements planned for 10th Street, west of Evans Street. The Campus Master Plan recommends that these improvements be continued east along 10th Street through campus. Improvements include existing sidewalks widened to 12 foot and 5 foot wide with bike paths added on both sides of the roadway. A landscape median is also proposed to help soften the character of the street. The existing width of Cotanche Street and position of buildings limits the transformation opportunities along this right-of-way. However, the character of 10th Street should be carried over to Cotanche Street as much as possible. Right-of-way improvements will require partnership with the City.



View of new pedestrian crossing at 10th Street and shared-use path near Brewster Building.

3 Removal of Founders Drive from Duncan Court to Wright Circle. Addition of a vehicular loop. Replace Founders Drive with shared-use path.

Founders Drive presently bisects the Campus Core District from 5th Street to 10th Street and presents a significant obstruction to pedestrian east-west traffic across campus because it serves as a heavily used vehicular shortcut. The Campus Master Plan recommends removal of Founders Drive from Duncan Court to Wright Circle to make the central spine of the Campus Core District more pedestrian friendly. The portion of Founders Drive slated for removal will be replaced with a shared-use path. A vehicular loop is also proposed near the Bate Building to provide for drop-offs and access to the surface parking lots near Wright Auditorium.

4 Remove Faculty Way between Dowell Way and Founders Drive. Addition of a shared-use path. Keep Faculty Way name.

5 Remove Alumni Lane for addition of shared-use path. Rename to Alumni Walk.

6 Remove Dixon Drive, replace with shared-use path.

7 Remove Student Plaza Drive, replace with shared-use path

A primary objective of the Campus Master Plan is to enhance the pedestrian experience on Main Campus. One means to accomplish this goal is to reduce vehicular traffic from interior areas of campus where pedestrian activity is most significant. ECU currently has a robust bus system, that when combined with the proposed bike system and walking paths, will allow people to park on the perimeter and easily access the Campus Core District. The four roadways mentioned above: Faculty Way, Alumni Lane, Dixon Drive, and



Existing campus edge along 5th Street.



Streets can be enhanced with landscape medians.

Student Plaza Drive each currently create pedestrian hazard zones on campus. The Campus Master Plan recommends the removal of portions of each of these roadways to be replaced with shared-use paths. The walkways are designed for pedestrians and cyclists with occasional use by service vehicles. The elimination of each of these segments of roadway will significantly enhance pedestrian circulation and improve open spaces across the Campus Core District.

8 Remove Parking lots located west of Busbee Drive, at the west terminus of Dixon Drive, and east of the Rawl Building

Interior surface parking lots adjacent to the Austin Building and the Rawl Building are proposed to be removed to help to create better pedestrian accessibility on campus. The parking lots will be replaced with greenspace and walkways to enhance connectivity.

9 Improve pedestrian walks between Fletcher and Brewster

The existing bus stop near Christenbury Memorial Gymnasium encourages students to walk through the service drive near the Science and Technology Building to access the central spine of the Campus Core District. The relocation of this bus stop to the Student Union Building allows pedestrian circulation to be redirected and improved in this area of campus, as well as new landscaped setback in place of Ormond Drive. An enhanced walkway will provide a more direct and apparent flow between the Brewster Building and Fletcher Music Center to the center of the Campus Core.

10 Remove traffic signal from 10a to 10b. 10a to be service drive only

The existing traffic light at Ormond Drive and 10th Street that previously serviced bus traffic should be removed and relocated to the intersection of Founders Drive and 10th Street.

11 Bus pull-off area off of 10th

While the bus stop near Christenbury Memorial Gymnasium is to be relocated, a bus stop is still desired in this general area. Therefore, a small bus pull-off area with a bus stop off of 10th Street near Fletcher Music Center is proposed.

12 Improved crosswalk at College Hill Drive

Analysis of the circulation patterns on campus revealed that pedestrian conflicts exist across 10th Street from the College Hill District to the Campus Core District. The Campus Master Plan recommends that pedestrian crossings be enhanced along 10th Street to provide easy flow between districts. A proposed median and decorative pavement will aid pedestrians in crossing this busy roadway.

Streetscape Initiatives

- ① **10th Street streetscape character**
- ② **Cotanche Street streetscape character**

The Complete Street improvements proposed for 10th Street and Cotanche Street align with a design proposal to upgrade the overall streetscape character along both of these corridors. In addition to the circulation improvements proposed as part of the Complete Streets effort, 10th and Cotanche Streets should attempt to reflect the character of 5th Street as much as possible. This can be accomplished through the use of low stone walls and hedges, as well as similar landscaping, materials, and manicured lawns. These elements define the campus boundary in a very effective, but transparent manner. Streetscape efforts along both 10th

Street and Cotanche Street should follow the design guidelines outlined in this report. The cross-sections presented for this district highlight the manner in which each street can be transformed to create a more defined edge that lends identity to the campus.

③ **10th / Cotanche Gateway**

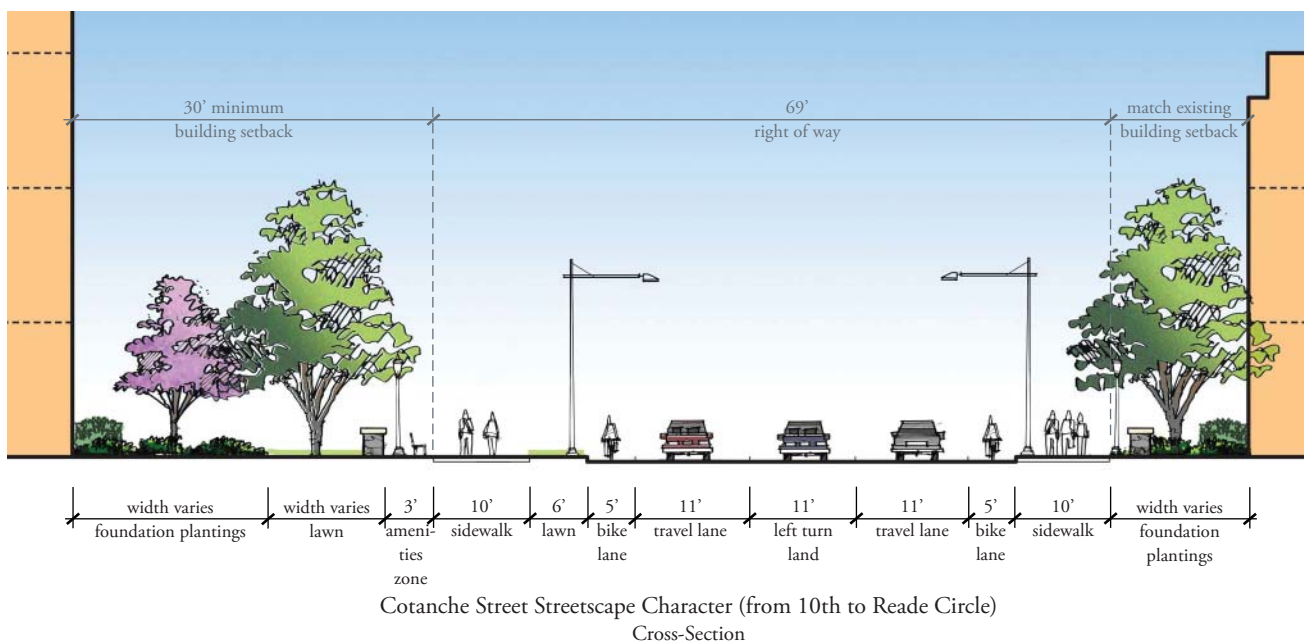
The Campus Master Plan proposes that the intersection of 10th Street and Cotanche Street be transformed into a primary gateway for the ECU Main Campus. The intersection improvements should reflect the flavor of recent enhancements made at the intersection of 5th Street and Reade Street through the use of similar forms and materials. The 5th and Reade Street Gateway improvements elegantly match the historical gateways along 5th Street, without attempting duplication.

④ **Wendell Smiley Way Gateway**

The proposed placement of a Visitor's / Welcome Center, Student Union Building, and Transit Hub adjacent to Wendell Smiley Way have provided the framework for a new primary entrance into the Campus Core District. This area is expected to serve as the new heart of activity on campus. The gateway should reflect the materials, forms, and landscaping used along 5th Street, while not directly mimicking them.

⑤ **Founders Drive Gateway**

A hierarchy of gateways has been established for the ECU campus with the Founders Drive Gateway serving as a tertiary gateway to campus. This access point should be more understated than the others while still matching the general character of primary and secondary gateways.



6 College Hill Gateway

College Hill Gateway serves as an important connection point between the Campus Core and the College Hill District. It will be a secondary gateway on campus and should be similar in character to the other gateways within the Campus Core District.



Pedestrian Crossings

Open Space Initiatives

1 West Mall open space enhancements

The West Mall open space enhancements seek to create an undisrupted large green space in the area north of Mendenhall Student Center. This proposal is accomplished through the removal of two small buildings, the Bloxton House and Erwin Building, which were both identified as not functioning effectively. In addition, surface parking lots in this area are to



Complete Streets

be replaced with landscaping. These improvements will allow pedestrian circulation to be enhanced and create a more memorable open space in this area of campus.

2 Open space enhancements at Rawl, Austin and Howell

The removal of surface parking lots and portions of service drives in the areas near Rawl Annex, Howell Science Complex, and the Austin Building will allow for the creation of intimate quad spaces. These open space enhancements will provide quiet seating areas for the campus community near each building with opportunities for both shade and sun.

3 Open space enhancement at the south side of the new Life Sciences / Biotechnology Building and Brewster

ECU's identity along 10th Street will be enhanced by improvements to the areas south of the new Biosciences Building and Brewster Building. A nicely landscaped setback between the roadway and buildings is proposed, as well as improved pedestrian access to these facilities.

4 Addition of open space at former Mail Services Building location.

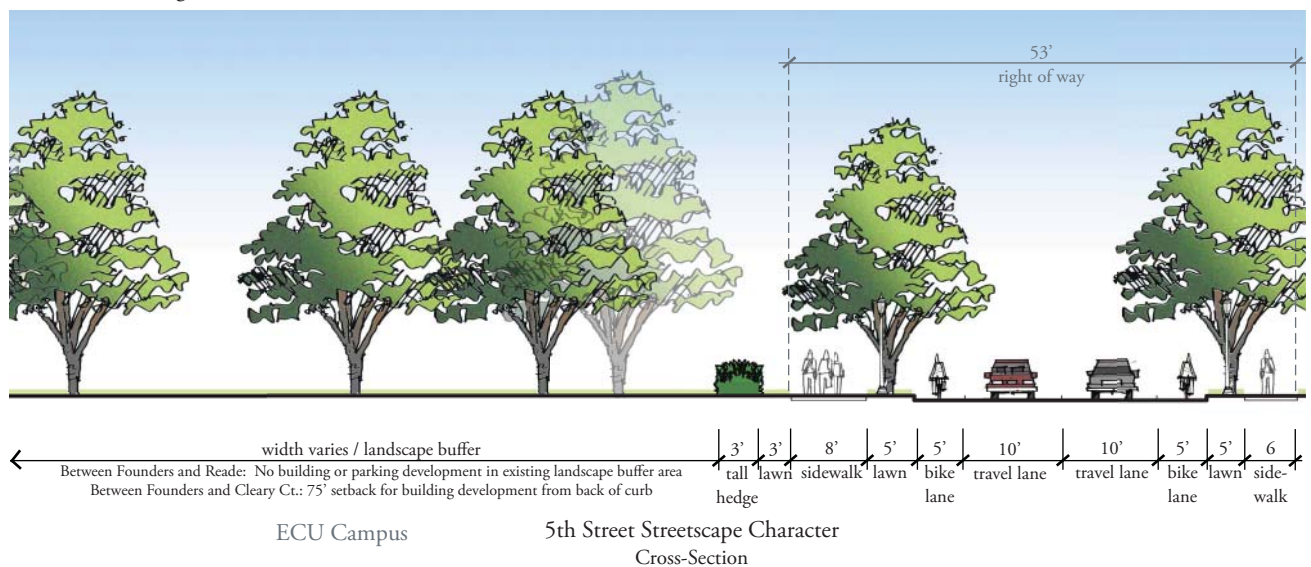
With the removal of the Mail Services Building (Building #43), an opportunity for open space occurs here. This open space will enhance the gateway of Founders Drive and the University presence on 10th Street. Due to the large amount of utility infrastructure, new building construction would be challenging for this location.



Existing primary campus gateway at 5th Street and Reade Street.



View of enhanced Wendell Smiley Way framed by Student Union Building, Visitor's/Welcome Center and potential future Academic Building.





View of ECU's Campus Core District looking northeast.



Neighborhoods

Downtown District



KEY

- Immediate Need Buildings
- Future Building Opportunity
- Existing Campus Buildings
- Building Relocation
- Proposed Parking Deck
- Proposed Gateway

Building Initiatives

- 1 Alumni Center
- 2 Office and swing space
- 3 Visual & Performing Arts Center Complex
- 4 Potential hotel and conference center
- 5 Potential mixed use building (academic, housing, office)
- 6 Potential mixed use building (academic, housing, office)
- 7 Potential mixed use building (academic, housing, office)
- 8 Future parking deck to serve academic and offices
- 9 Parking deck to serve hotel, arts and academics
- 10 Relocate IT to Warehouse District

Circulation Initiatives

- 1 Reade Street to become two-way, with parallel parking, bike lanes, and pedestrian circulation
- 2 Pedestrian enhancements into downtown Greenville
- 3 Alumni Center, short-term parking

- 4 Surface parking
- 5 Pedestrian bridge crossing from Campus Core District to Downtown District
- 6 Informal pedestrian / bike path connecting Town Common with campus

Streetscape Initiatives

- 1 Reade Street streetscape character
- 2 2nd, 3rd, 4th and 5th Streets streetscape character
- 3 Gateway to ECU, 1st and Reade Streets
- 4 Completion of gateway at north side 5th and Reade Streets

Open Space Initiatives

- 1 Semi-private, sculpture /art courtyard for pre-function use
- 2 Alumni Center Courtyard function space
- 3 Improved open space and stormwater management area

Neighborhoods

Downtown District



Existing Character

East Carolina University currently owns seven blocks of land along Reade Street, directly adjacent to downtown Greenville. Given its ideal location near the Tar River waterfront and Evans Street (Greenville’s “Main Street”), this property appears significantly under utilized by ECU. Surface parking lots, predominantly used by ECU commuting faculty and staff, currently cover large expanses of land in this area. Only a few small existing buildings are located near 1st Street. This configuration results in the lack of any defined streetscape along Reade Street.

This property offers ECU a unique opportunity to assist with the ongoing revitalization of downtown Greenville. Downtown Greenville can be characterized as struggling

and in need of increased pedestrian traffic. High-density development upon these University parcels has the potential to energize this area and reinforce an important link between campus and downtown. ECU’s efforts align with ongoing municipal planning initiatives such as redevelopment efforts along the Tar River at Town Common. These efforts are expected to result in increased waterfront activity and the enhancement of 1st Street.

Building Initiatives

1 Alumni Center

The Alumni Center is currently located in a small house on the opposite side of 5th Street from campus. Analysis and stakeholder interviews conducted during the master planning process highlighted ECU’s desire to relocate the Alumni

Center to a larger facility in a more prominent location. Parking for the existing Alumni Center is extremely limited and difficult to access. In addition, very little space exists to accommodate sizeable gatherings in or near the facility. The proposed downtown location addresses all of the concerns previously mentioned in a new 3-story, 36,000 SF Alumni Center. The building footprint will be sized to accommodate both large and small groups with exterior gathering space included. A small surface parking lot, directly behind the building, will provide for short-term parking. The Alumni Center’s new location on Reade Street and 4th Street will allow it to serve a greater role as a gateway to campus than as a hidden asset.

2 Office and swing space

The building directly across Reade Street from the Alumni Center is proposed for immediate development to serve as a transitional space for ECU. As reorganization efforts are underway on campus, this 40,000 SF building will provide much needed flexible office and swing space. A future opportunity exists to incorporate mixed uses into the building with the addition of ground floor retail and residential units, upon completion of reorganization efforts. This facility will be served by a surface parking lot at the rear of the building to accommodate short-term parking needs.

3 Visual & Performing Arts Center Complex

ECU's performing arts programs serve a prominent cultural role within both the city and county. They attract a regional audience to the McGinnis Theatre to enjoy theatre and dance performances. Despite high attendance, analysis revealed that ECU is in desperate need of upgraded performing arts space.

A parcel along 1st Street, adjacent to the Tar River waterfront, is proposed to meet this need with the addition of a new 3 story, 200,000 SF complex. The Visual & Performing Arts Center Complex will include an auditorium, black box theatre, and lab space for both dance and the theatre arts. The new location is expected to provide easier access for patrons and an enhanced experience with attractive views to the Tar River. The proposed site for ECU's Visual & Performing Arts Center Complex is expected to

help activate Town Common and the Downtown District by attracting large populations of people to this location. Parking is not expected to be an issue with existing surface parking lots serving immediate demand and proposed parking structures designed to meet future needs. Whereas McGinnis Theatre is embedded within campus, the Visual & Performing Arts Center Complex will be a prominent architectural feature, framing the edge of campus.

4 Potential hotel and conference center

A future ambition for ECU is to provide a facility on campus for students within the hospitality program to gain professional experience. A proposed hotel and conference center on Reade Street, across from the Visual & Performing Arts Center Complex, would provide this much needed on-campus opportunity. Realization of this proposed facility will require a public / private partnership. A



Parking structures may be positioned behind buildings.



Mixed use development with ground floor retail helps activate streetscapes.

private developer would lead the development effort with ECU collaborating on its design and operation. Its ideal location at the edge of both Main Campus and Downtown and adjacent to the Visual & Performing Arts Center Complex and Town Common places it in a unique location to cater to both the University's needs and the City of Greenville. The facility will also be located close to public transit.

- 5 **Potential mixed use building (academic, housing, office)**
- 6 **Potential mixed use building (academic, housing, office)**
- 7 **Potential mixed use building (academic, housing, office)**

Future development opportunities exist for three University-owned parcels within the Downtown District. Two properties are located

at the intersection of 3rd Street and Reade Street, with the other property located at the corner of 5th Street and Reade Street. The Campus Master Plan outlines a proposal for the general building massing to help define and activate the streetscape by providing zero setbacks and parking at the rear.

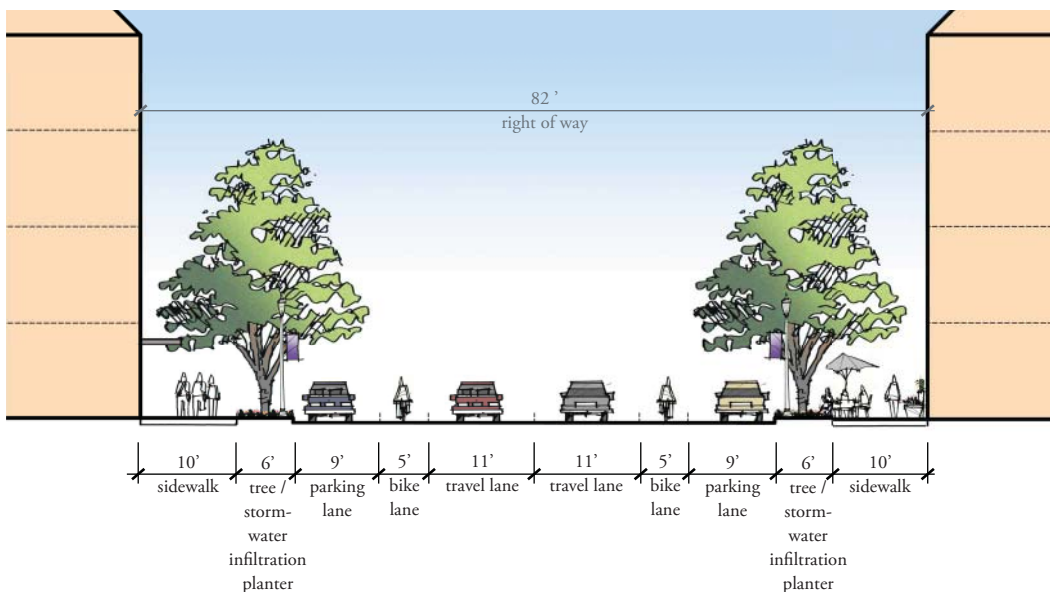
Given the proximity to downtown, a mix of uses is intended for each of these buildings that includes academic, residential, and office. Retail opportunities may also be considered for the ground floor of each facility. Development of these parcels should respond to ECU's future immediate needs. The building proposed for the corner of 5th Street and Reade Street has the potential to be a signature gateway building on campus. The use is

currently undefined, but graduate studies have been suggested.

- 8 **Future parking deck to serve academic and offices**
- 9 **Parking deck to serve hotel, arts and academic**

The parking contained in existing surface parking lots along Reade Street will be relocated to parking structures during future development phases. A future parking deck is proposed to be located behind the potential mixed use facility at the corner of 5th Street and Reade Street. It will serve academic and office needs in this area. This facility should not be constructed until the Downtown District is close to reaching parking capacity.

An additional deck is proposed to be located at the rear of the proposed



Reade Street Streetscape Character
Cross-Section



View north of the Downtown District and proposed pedestrian bridge from West End Dining Hall to Reade Street.

building near 3rd Street and Reade Street. This parking structure will be needed much sooner than the previous one to serve the high traffic demands of the Visual & Performing Arts Center Complex, hotel, and academic facilities in this area of the Downtown District. The location of these two proposed parking structures, on the border of campus and the city, present an opportunity to partner with the city to address the parking needs of both ECU and downtown Greenville.

10 Relocate IT to Warehouse District

ECU's IT Department is currently located in this area of the Downtown District. With the consolidation of ECU's support services to the

Warehouse District, it seemed logical for the IT Department to also move to that area of campus. This relocation opens up the property at the intersection of 1st Street and Reade Street for the proposed hotel and conference center. This also presents the opportunity to update the University's fiber optic lines.

Circulation Initiatives

1 Reade Street to become two-way, with parallel parking, bike lanes, and pedestrian circulation

Downtown Greenville is currently designed with pairs of one-way streets. Reade Street is no exception, with one-way traffic flowing north to the Tar River waterfront. The Campus Master Plan recommends

that Reade Street be converted to a two-way traffic pattern to make the road more user friendly. As part of the streetscape enhancements proposed, existing angular parking should be converted to parallel parking and bike lanes added. This route could easily connect to existing and future bike routes within the City of Greenville. The initiatives along Reade Street should follow Complete Street policies to make the roadway more accessible for vehicles, bikes, and pedestrians. Coordination between ECU and the city will be necessary for this project to be realized. This circulation proposal parallels one currently underway by the municipality for Evans Street.

2 Pedestrian enhancements into downtown Greenville

One goal of the master planning effort is to better integrate ECU's Main Campus with downtown Greenville. Presently, University-owned property within the Downtown District has little relationship to adjacent privately-owned land. It is recommended that efforts be made to align pedestrian walkways and bike lanes, as well as reflect the character proposed for Reade Street on east-west roads that traverse both campus and downtown property. 1st, 2nd, 3rd, 4th, and 5th Streets shall all be designed to encourage circulation from Main Campus, west into downtown. The intent of this initiative is to encourage energy to flow through east-west streets from ECU to downtown, thereby helping to further enliven the Downtown District.

3 Alumni Center, short-term parking

A small surface parking lot, accessible from 3rd Street, is proposed at the

rear of the new Alumni Center. No deck is ever intended to replace this parking area due to a desire for the lot to remain both visible and easily accessible for short-term parking.

4 Surface parking

Two additional surface parking lots are proposed behind new buildings located at the intersection of 3rd Street and Reade Street. The parking lots have been sited to minimize their appearance from Reade Street. These spaces are intended to provide parking for staff in adjacent buildings.

5 Pedestrian bridge crossing from Campus Core District to Downtown District

A significant topographic grade change exists near the West End Dining Hall within the Campus Core District, adjacent to Reade Street and 5th Street. This elevation change presents numerous pedestrian circulation challenges with people currently jaywalking mid-block across 5th Street and limited accessibility

to Greenville's downtown. With increased University development within the Downtown District, it is imperative that circulation concerns relating to this area of campus be resolved to allow fluid pedestrian movement between these two districts. If designed properly, the proposed pedestrian bridge also presents the opportunity to act as an important gateway element into the ECU campus.

Based on recommendations from the transportation engineers, the Campus Master Plan proposes the construction of a pedestrian bridge to connect the Campus Core District with the Downtown District. This structure should alleviate circulation conflicts within this area. It will begin between the West End Dining Hall and Fletcher Residence Hall and end near the proposed mixed use building at the corner of 5th Street and Reade Street. In addition to these efforts, an option should be explored to reconfigure the intersection of 5th



Planters define pedestrian zones and enhance street aesthetics.



Zero building setbacks and seating help enliven urban streetscapes.

Street and Reade Street to make it more comfortable for pedestrian crossings. The southeastern corner of the intersection currently maintains a large radius with a fly-through right turn option. This intersection should be re-designed to convert it into a more traditional design reflective of the others in this area of downtown.

6 Informal pedestrian / bike path connecting Town Common with campus

As previously mentioned in this section, the City of Greenville is currently engaged in redevelopment efforts along the Tar River waterfront. Town Common, public parkland adjacent to the river, currently supports passive recreational activities such as an outdoor amphitheater, riverwalk, and boat access. Revitalization initiatives are slated to include a new cultural center, kayak launch, community gardens, and improved recreational pathways. With these efforts underway, it is expected that more ECU students will wish to access the riverfront. Therefore, a non-motorized pathway is proposed to connect Main Campus to Town Common. The path system is proposed to traverse an existing open area located behind proposed buildings east of Reade Street.

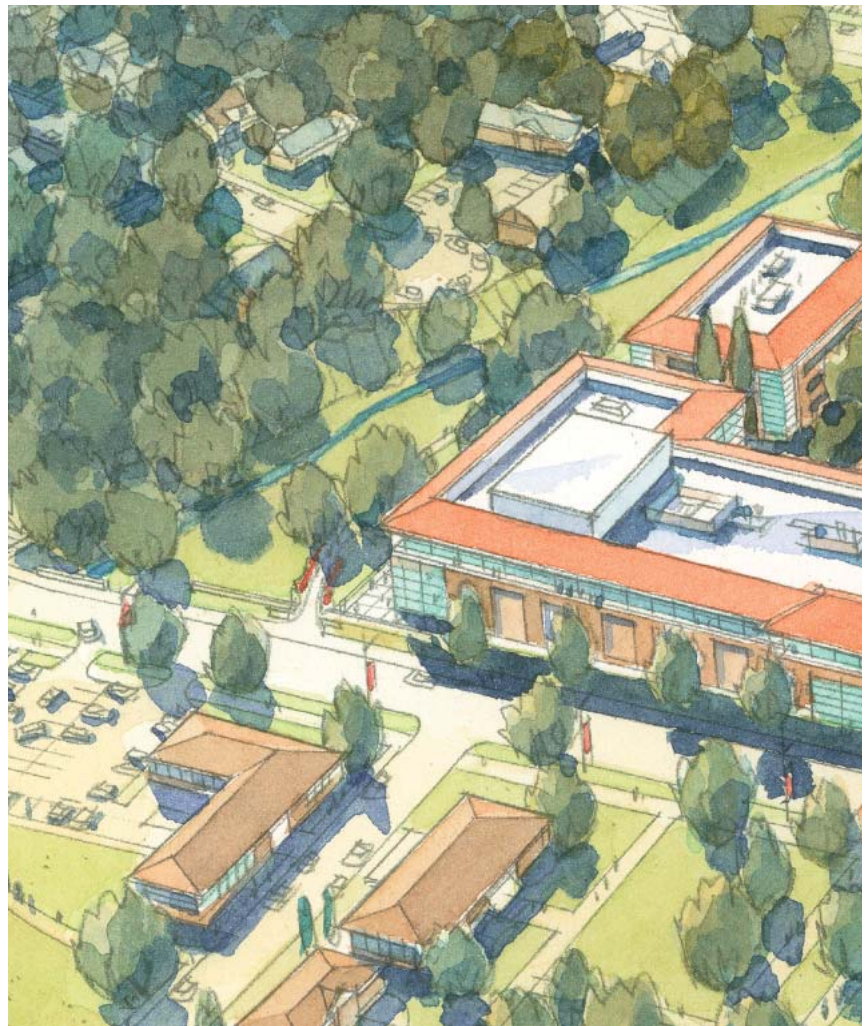
Streetscape Initiatives

1 Reade Street streetscape character

The existing Reade Street corridor provides obstructed and narrow walks with expansive road pavement for vehicular parking and movement. The Campus Master

Plan recommends that the Reade Street streetscape be reconfigured to improve circulation and enhance the overall pedestrian experience along this corridor. Reade Street currently has an 82 foot wide right-of-way which allows all proposed streetscape initiatives to be easily incorporated within this existing space. Proposed buildings along Reade Street should have zero setback to be consistent

with other areas of downtown Greenville and to reinforce an urban design character. Landscape areas, as shown in the section on the previous page, should incorporate non-traditional stormwater management techniques if existing conditions allow, such as permeable pavement and infiltration planters.



Main Campus and Town Common are connected by a non-motorized path.

2 2nd, 3rd, 4th and 5th Streets streetscape character

The streetscape improvements proposed for Reade Street should set the tone for character enhancements made to 2nd, 3rd, 4th, and 5th Streets. The intent of these proposed measures is to better integrate University-owned property with downtown Greenville to encourage pedestrian movement between both areas. Recommendations relating to proposed streetscape elements such as seating, lighting, and landscaping

are outlined in the Design Guidelines found later within this report.

3 Gateway to ECU, 1st and Reade Streets

With revitalization efforts underway at Town Common and the proposal of a nearby Visual & Performing Arts Center Complex and hotel / conference center, the intersection of 1st and Reade Street is poised to become an important secondary gateway into the ECU campus. This intersection should be enhanced to

signal to visitors their entrance onto Main Campus.

4 Completion of gateway at north side 5th and Reade Streets

As this corner of 5th and Reade Streets is developed, consideration should be given to the landscape that borders the roadway. Here, it should be clear that visitors are entering campus. This gateway completion will help visually connect the Campus Core District to the Downtown District.



Courtyards may serve both large and small gatherings.



The Alumni Center can become a prominent facility on campus.

Open Space Initiatives

1 Semi-private, sculpture / art courtyard for pre-function use

An open space is proposed adjacent to the new Visual & Performing Arts Center Complex. It will provide opportunities for both large and small gatherings in conjunction with performances and events at the facility. The space is currently unprogrammed, but development of the Visual & Performing Arts Center Complex suggests that a plaza area with seating may contribute to the overall quality of the space. The courtyard also has the potential to serve as an excellent location to showcase sculpture or art.

2 Alumni Center Courtyard function space

The existing Alumni Center, located on 5th Street, does not currently provide any exterior gathering space. As part of the Campus Master Plan, open space is proposed at the rear of the new facility for exactly this

purpose. The space can be accessed either directly from 4th Street or through the Alumni Center from Reade Street.

3 Improved open space and stormwater management area

As mentioned above, the proposed pathway connecting Main Campus to Town Common will traverse an area of preserved open space east of Reade Street. In addition to serving as a significant landscape buffer to adjacent residential properties, this land also supports a tributary to the Tar River. Only a small portion of the existing creek remains visible with the majority of the creek underground in pipes. This land is low-lying and serves an important flood prevention role for the area. It is recommended that further study be completed to consider daylighting additional portions of the existing creek, creating defined retention areas, and restoring this open space to a more natural, ecologically diverse habitat.



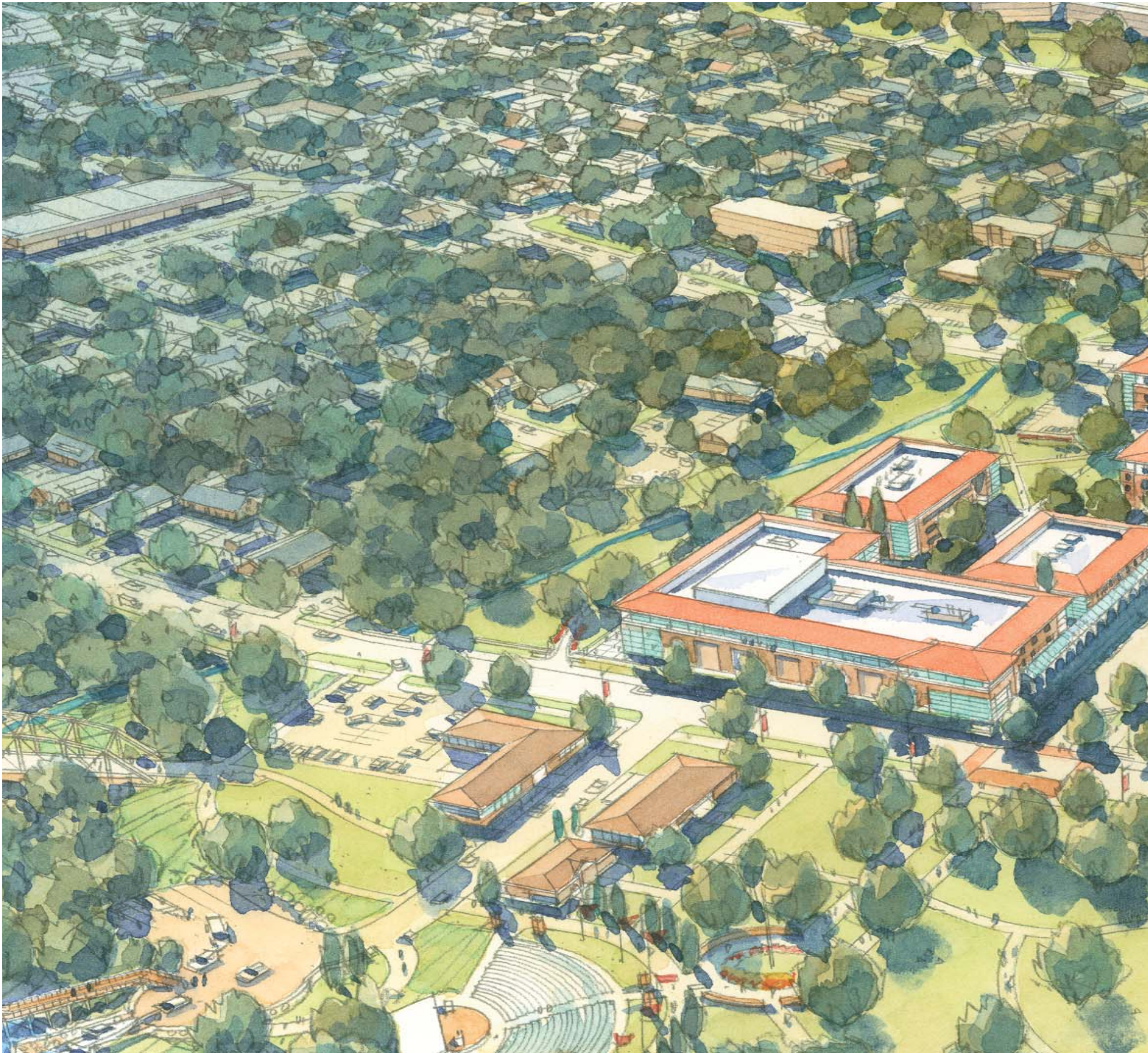
Landscape planters also function as stormwater infiltration areas.



Well designed urban streetscapes improve urban campus edges.



Prominent intersections should be treated as gateways into campus.

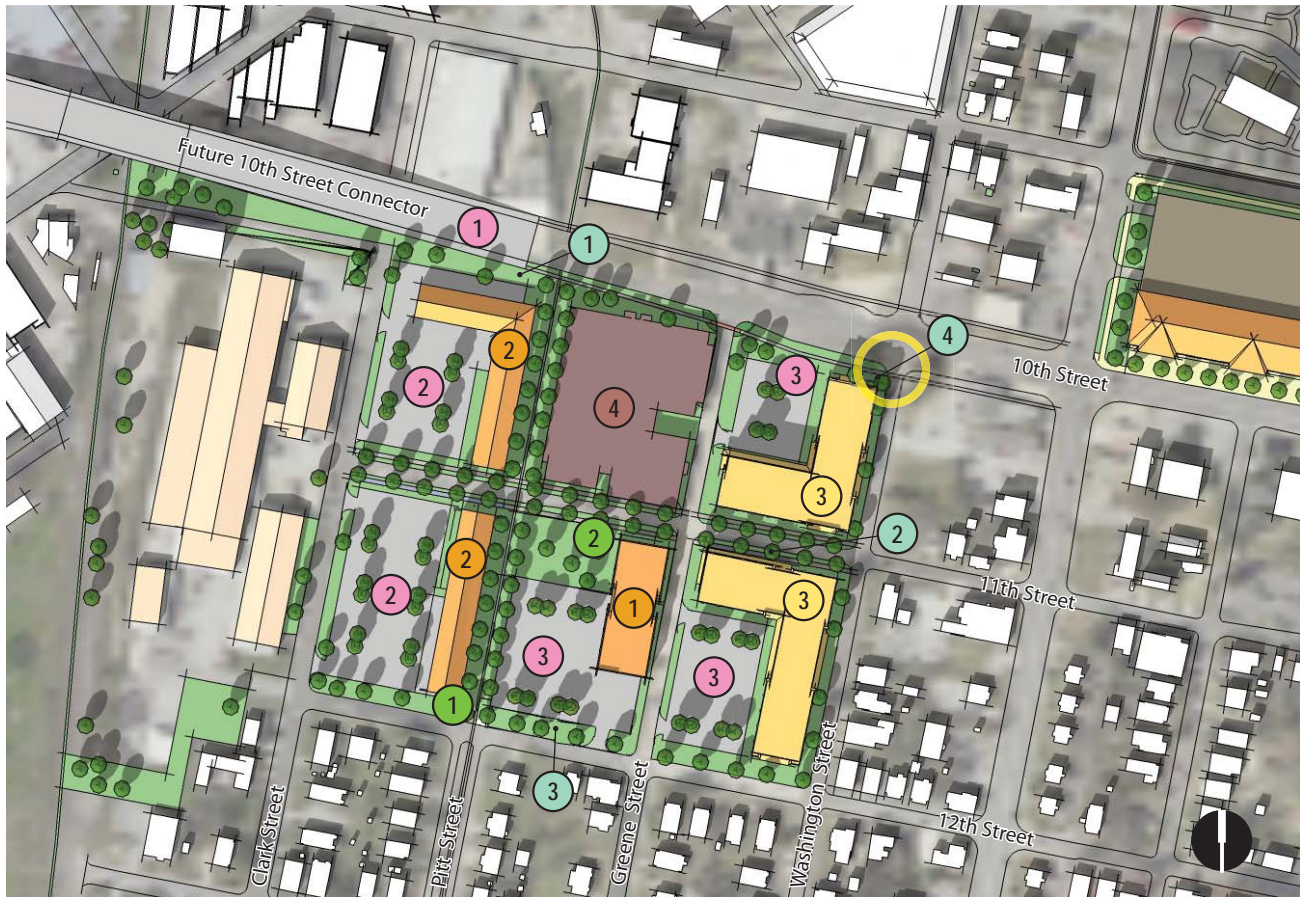


View of the Downtown District looking south towards ECU's Core Campus District.









Neighborhoods

Warehouse District



KEY

-  Immediate Need Buildings
-  Future Building Opportunity
-  Existing Campus Buildings
-  Building Renovation
-  Proposed Parking Deck
-  Proposed Gateway

Building Initiatives

- 1 IT / Data Center, mixed use office building
- 2 Facilities Buildings consolidation
- 3 Potential Millennial Campus Buildings
- 4 Hailey Building renovation for Police, Parking and Transportation, Environmental Safety and Mail Services

Open Space Initiatives

- 1 Old railroad spur becomes linear green space
- 2 Central open space for district

Circulation Initiatives

- 1 10th Street Connector, Complete Street
- 2 Facilities parking and material storage
- 3 Surface parking, potential parking deck location

Streetscape Initiatives

- 1 10th Street streetscape character and screening of facilities storage
- 2 11th Street streetscape character
- 3 12th Street landscape buffer
- 4 10th Street secondary gateway element

Neighborhoods

Warehouse District



Existing Character

East Carolina University has owned the property defined as the Warehouse District for several years, but until now has not pursued any significant development initiatives on the land. The Warehouse District spans an area of seven city blocks and includes the existing Hainey Building, which falls within the boundaries of the City of Greenville's Tobacco Warehouse Historic District. Presently, ECU's shipping and receiving facilities occupy warehouse structures at the western most edge of the district. Seven existing pole barn style structures with associated surface parking areas are distributed across the remaining property. It has been determined that these facilities do not warrant preservation.

Analysis concluded that this area is currently under utilized and offers many ways to better serve

East Carolina University. In addition, the district has a unique industrial character that can serve as an interesting design feature for development efforts. The overriding goal that guides all building, circulation, streetscape, and open space initiatives for the Warehouse District is to better connect this property to ECU's core campus area by defining it as a strategic hub for the consolidation of support services.

Building Initiatives

1 IT / Data Center, mixed use office building

Currently, ECU's IT/Data Center is located downtown near 1st Street. During the master planning process, the properties near the Tar River and Town Common were determined to be prime development opportunities for ECU. This propelled the master planning team to recommend relocation of the IT/Data Center to

the Warehouse District. Space within the building will also be dedicated to mixed use office. It will be located at the corner of 11th Street and Green Street with surface parking provided.

2 Facilities Building Consolidation

The Campus Master Plan recommends two additional buildings to be located along Pitt Street to provide miscellaneous support service space. These buildings are proposed to be constructed immediately in order to respond to ECU's current needs. Surface parking will be provided adjacent to each building.

3 Potential 'Millennial Campus' Buildings

As was previously discussed in the Master Plan Recommendations section, a 'Millennial Campus' offers ECU the opportunity to encourage the transfer of research ideas into

private business initiatives. Two L-shaped buildings located along Washington Street are recommended to serve as the location for the campus. This area emerged as the ideal placement for a 'Millennial Campus' due to the fact that it would help to better connect the Warehouse District to both Academic A and the Core Campus District. These two structures are designated as future building initiatives because the 'Millennial Campus' remains an idea at this point with hope for realization in the future. The vision was derived from *UNC Tomorrow* planning goals.

4 Hainey Building

The Hainey Building is an historic structure that originally served as a tobacco warehouse. It displays distinct brick architectural detailing and retains vestiges of its industrial past such as a train spur and loading docks. The building is proposed to be preserved and renovated for reuse. ECU's Mail Services, Police, Parking and Transportation, and Environmental Safety will all be relocated to this facility. Mail Service is currently located on Founders Drive, but will soon require a new home. The building that houses it is recommended to be removed as part of the master planning efforts. In addition, the Safety and Security Analysis emphasized the importance of providing a new facility for Police to better serve campus needs. The Hainey Building was chosen to house these various support services because of its location adjacent to ECU's existing shipping and receiving facility.

Circulation Initiatives

1 10th Street Connector, Complete Street

10th Street currently dead ends at Dickinson Avenue, one block west of ECU's existing shipping and receiving facility. This current configuration prevents fluid vehicular, bicycle, and pedestrian movement from Main Campus to the Health Sciences Campus. A new proposal called the 10th Street Connector, sponsored by the City of Greenville and the North Carolina Department of Transportation, seeks to rectify this issue by extending 10th Street to tie into Farmville Boulevard. This design will allow direct east-west traffic movement from ECU's Main Campus to the Health Sciences Campus. The design incorporates a portion of elevated roadway to span an existing CSX railroad crossing that is located directly west of ECU's shipping and receiving facility. In addition, 10th Street is being

entirely reconstructed to serve as a Complete Street with bicycle and pedestrian facilities. These efforts will significantly enhance circulation between Main Campus and the Health Sciences Campus.



Design details reinforce historic character.



Existing railroad spur can be converted to serve as a pedestrian corridor.

- ② **Facilities parking and material storage**
- ③ **Surface parking, potential parking deck location**

Surface parking is recommended to be constructed in the immediate future to service the new IT / Data Center, proposed 'Millennial Campus', and Facilities Buildings. Over the long-term, the possibility exists that a parking deck may need to be constructed to successfully accommodate parking demand within the Warehouse District. Depending upon the specific future parking needs of building occupants, the New IT / Data Center or 'Millennial Campus' surface lots could serve as the location for a new parking deck. The areas adjacent to the two proposed facilities buildings are planned to accommodate material storage, in addition to parking.



Historic buildings can be enhanced to create dramatic entries.

Streetscape Initiatives

- ① **10th Street streetscape character and screening of facility storage**

In addition to the connection of 10th Street to Farmville Boulevard, 10th Street's overall streetscape character will be enhanced. The streetscape initiatives include the development of a central landscaped median along its entire length, proposed deciduous canopy trees and ornamental trees, and new bicycle and pedestrian facilities. The streetscape enhancements will help tie Main Campus to the Health Sciences Campus. Increased landscaping is also proposed along 10th Street in the Warehouse District to screen the facilities storage areas.

- ② **11th Street streetscape**

- ③ **12th Street landscape buffer**

11th Street serves as the central east-west road that bisects the Warehouse District. Deciduous canopy trees, walkways, and bicycle paths are proposed to line both sides of the roadway. Similar improvements are also proposed for 12th Street. Due to the location of the proposed material storage lots, 12th Street will also include a heavily landscaped buffer to screen this potentially unsightly area from adjacent neighbors. However, the Warehouse District has been designed to ensure that it provides greater connectivity to the neighborhood.

- ④ **10th Street secondary gateway element**

As the corner of 10th and Washington Streets develops, consideration should be given to campus identity here and include a gateway signage and landscape treatment.

Open Space Initiatives

- ① **Old railroad spur becomes linear green space**

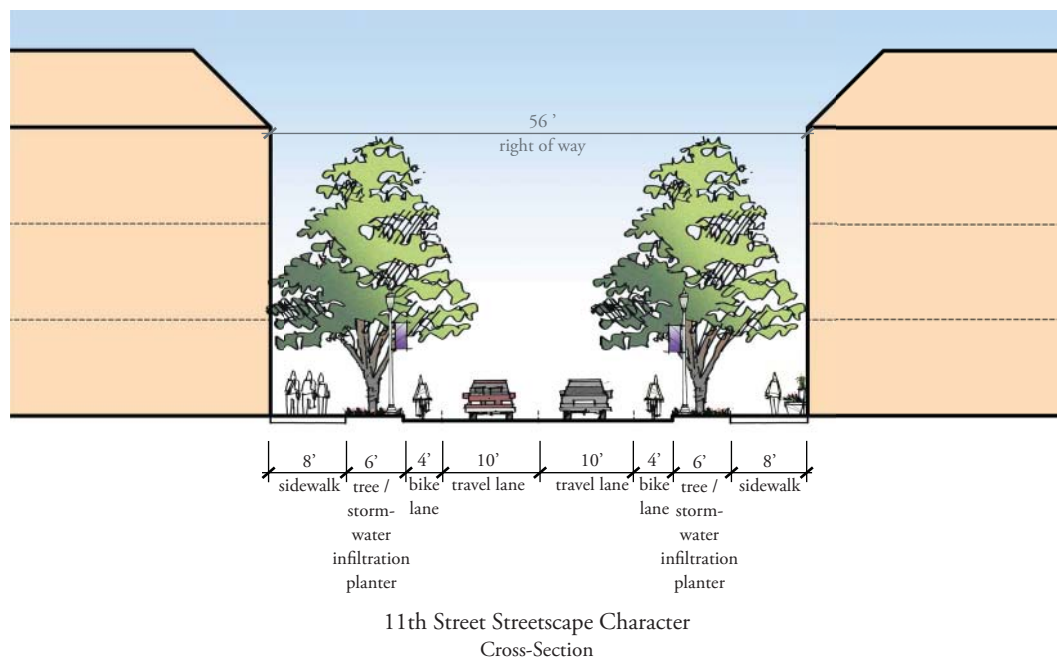
Due to the historic nature of the Warehouse District, interesting design opportunities are available that can enhance and create character for the area. A prime example of this can be found within the existing railroad spur adjacent to the Hainey Building. The linear space, located on the western side of this historic tobacco warehouse, once allowed rail traffic direct access to the building.

Now, the space has the opportunity to be converted into an urban linear green space for pedestrians. Several examples exist throughout the country to suggest that these types of corridors can be converted into very desirable spaces for pedestrians. The proposed space should provide canopy trees for shade, interesting hardscape, and decorative light features. The design guidelines should be referenced in order to align the design features with the character of the existing ECU campus.

2 Central open space for district

The Warehouse District will accommodate a significant number of ECU employees, as well as researchers with the advent of the 'Millennial

Campus'. These people will need an exterior place to congregate, eat lunch, and relax. It is for this reason why a central open space is proposed adjacent to the new IT / Data Center. The open space will be framed by the Hainey Building across 11th street, the new IT / Data Center, and the southernmost proposed support services building. The central open space shall include areas of both hardscape and landscape, as well as outdoor seating opportunities. It should be urban in character to match the overall aesthetic of the Warehouse District.



Neighborhoods

College Hill District



Building Initiatives	Streetscape Initiatives
<ol style="list-style-type: none"> 1 Belk Residential Hall replacement, phase 1 Living / Learning Complex 2 Belk Residence Hall replacement, phase 2 3 Todd Dining Hall expansion of 175 seats 4 Potential future parking deck 	<ol style="list-style-type: none"> 1 College Hill Drive streetscape character 2 10th Street and College Hill Drive gateway enhancement
Circulation Initiatives	Open Space Initiatives
<ol style="list-style-type: none"> 1 New turn-around loop at south end of College Hill Drive 2 Pedestrian link to the athletic campus 3 Plaza between new residence halls 4 College Hill Complete Street with the addition of bike lanes and improved pedestrian walks 5 Green Mill Run connection to city/regional recreational path and bike route system 6 Improved pedestrian crossing on 10th Street 7 Complete Street on 10th Street with the addition of a median, bike lanes and improved pedestrian walks 	<ol style="list-style-type: none"> 1 Open space area for passive / active recreation 2 Flood control / stormwater management area with the inclusion of native planting and nature area for passive recreation 3 Existing marching band practice field to be maintained 4 Removed parking becomes wooded preservation zone

Neighborhoods

College Hill District



Existing Character

The College Hill District is an existing residential area within Main Campus, owned and operated by ECU. College Hill Drive bisects the area from north to south and is lined with student life facilities. Six student dormitories and the Todd Dining Hall are accessible from this roadway. The northern edge of the District is defined by open land with the western portion used by ECU's marching band as a practice facility and the eastern portion used for surface parking lots. Safe, pedestrian access from the College Hill District to both the Campus Core and Athletic District is desperately needed.

Building Initiatives

- 1 **Belk Residential Hall replacement, phase 1**
- 2 **Living / Learning Complex Belk Residence Hall replacement, phase 2**

Belk Residential Hall replacements, phase 1 and 2, are together proposed to replace existing Belk Residence Hall that spans the entire southern edge of the College Hill District. This imposing dormitory was constructed in 1966 and no longer appears to meet the needs of ECU's current student population. During the campus master planning process, the FCA revealed that Belk Residence Hall is in very poor condition and should be considered for removal. This information, coupled with the

fact that the Student Life Facilities Master Plan also recommended the removal of the building, suggested that Belk Residence Hall should be replaced.

The demolition of Belk Residence Hall provides the opportunity to create new residential configurations on ECU's Main Campus. Trends in student residential architecture have changed since the 1960s from stark bedrooms and communal bathrooms to suite-style room arrangements. Both the 120,000 SF phase 1 replacement and the 138,000 SF phase 2 replacement are to be designed in a suite-style living arrangement. A Living / Learning Complex is proposed as part of phase 1. It will serve as a unique facility on

campus that will combine residential units with common study areas and classrooms.

3 Todd Dining Hall, expansion of 175 seats

The addition of new beds within the College Hill District presents a possible need to expand Todd Dining Hall to accommodate this increased capacity. A 10,000 SF addition is proposed for the east side of the existing building, adjacent to College Hill Drive.

4 Potential future parking deck

As mentioned previously, the northeast corner of the College Hill District is currently occupied by three separate surface parking lots that together accommodate a significant number of vehicles. Parking demand remains high in this area; therefore a parking deck is recommended as a future option. This entire area is situated within a 100-year floodplain. The proposed parking deck may be engineered to avoid seasonal flooding concerns that currently impact surface parking lots in this area.

Circulation Initiatives

1 New turn-around loop at south end of College Hill Drive

A turn-around currently exists at the south end of College Hill Drive, but its triangular configuration makes it awkward for vehicles to maneuver. A new circular loop turn-around is proposed to improve vehicular movement in this area. All existing surface parking areas in front of Belk Residence Hall will be maintained.

2 Pedestrian link to the athletic campus

There is presently no safe, direct pedestrian route from the College Hill District to the Athletic District. Belk Residence Hall spans the entire southern length of the College Hill District and prevents a direct link to Dowdy-Ficklen Stadium. In addition, existing railroad tracks

currently bisect the area and make pedestrian movement treacherous. In order to make a safe crossing, pedestrians must take a circuitous path east to Berkley Road. However, an existing dirt path from the rear of Belk Road to the Stadium indicates that a large majority of pedestrians are currently making unsafe crossings.

The proposed configuration of two new residence halls to replace Belk Residence Hall will allow a direct paved pedestrian path to be constructed between the College Hill District and the Athletic District. Further study is recommended to determine the specific safety measures needed at the railroad crossing. However, a preliminary study indicated that it is possible to construct an overhead bridge with the proper 25 foot high clearance and Americans with Disabilities Act (ADA) accessibility.



Example of a multi-purpose plaza similar to space proposed between new residence halls.

3 Plaza between new residence halls

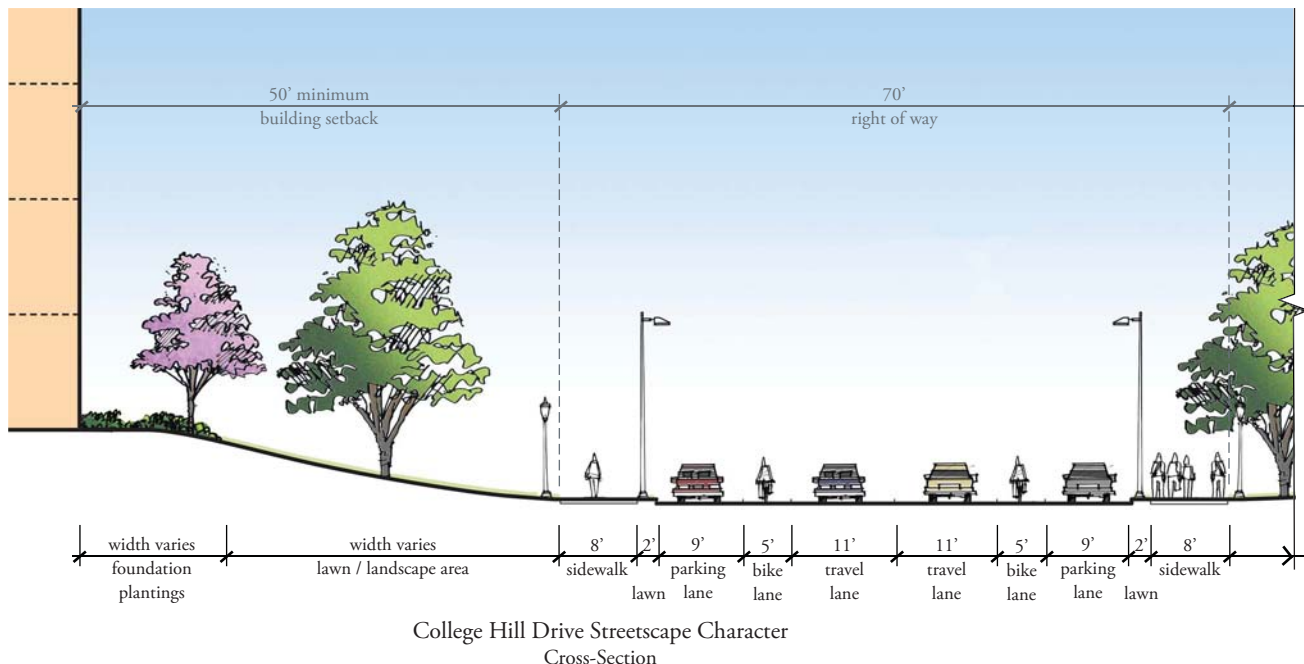
The proposed arrangement for the new Belk Residence Hall and the Living / Learning Complex allows an outdoor plaza to be created between the two buildings. The space may be used for informal gatherings by students, as well as for outdoor study. As is demonstrated in the image on the previous page, the plaza can serve a variety of functions and be an inviting space for students on campus. The pedestrian link, previously mentioned, from the College Hill District to the Athletic District, begins in this plaza.

4 College Hill Complete Street with the addition of bike lanes and improved pedestrian walks

College Hill Drive currently supports pedestrian circulation with sidewalks on both sides of the street. However, they are narrow and contain obstructions. The Campus Master Plan recommends that the right-of-way be transformed into a Complete Street that enhances the pedestrian experience while also supporting bicycle traffic. The section below showcases the proposed changes within the right-of-way that includes expansion of sidewalks to 8 feet wide, the addition of 5 foot bike lanes, and upgraded lighting.

5 Green Mill Run connection to city/regional recreational path and bike route system

Green Mill Run is an existing stream that flows through campus. The City of Greenville partnered with other government entities in the region to establish a recreational path and bike route system that closely follows the path of Green Mill Run. An access point to the trail is located at the northwestern corner of the College Hill District, near the edge of the band practice lawn. The path should be extended into campus to provide easy access to the recreational trail system. Extension of the Green Mill Run trail would then create a recreational loop through the College Hill, Athletic, and South Academic Districts.



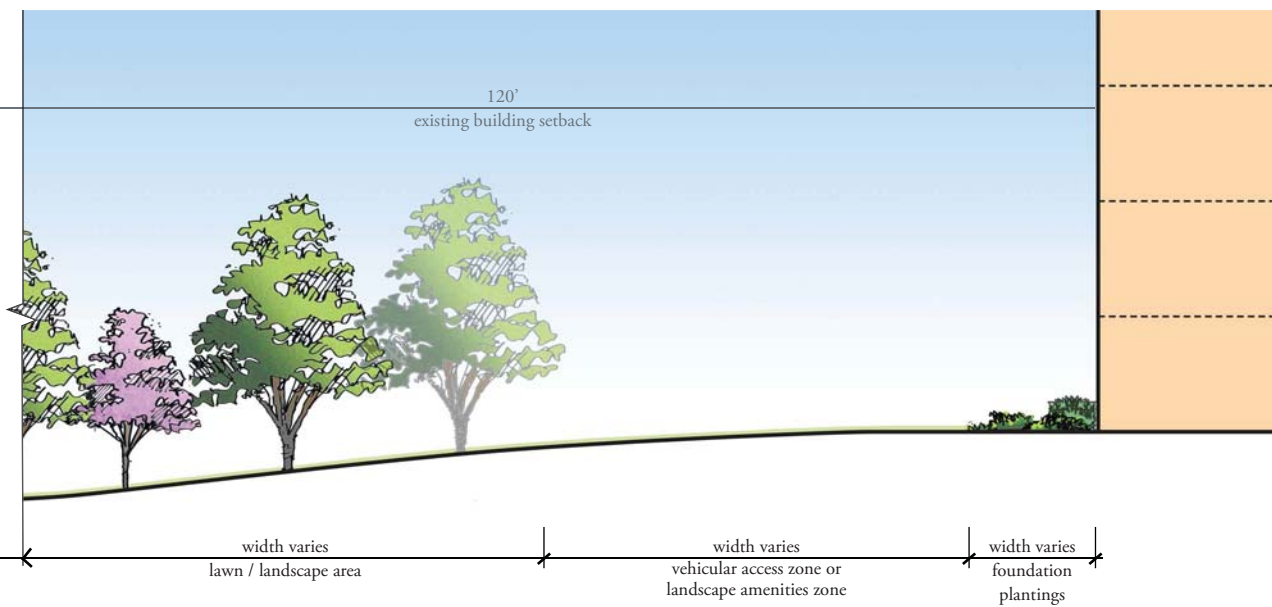
6 Improved pedestrian crossing on 10th Street

Analysis of the circulation patterns on campus revealed that pedestrian conflicts exist across 10th Street from the College Hill District to the Campus Core District. The Campus Master Plan recommends that the pedestrian crossing be enhanced at 10th Street to provide easy flow between districts. This intersection serves as the primary pedestrian crossing point for the many students that live within the College Hill District and walk to classes and student services located within the Campus Core District. A proposed median and decorative pavement will aid pedestrians in crossing this busy roadway.

7 Complete Street on 10th Street with the addition of a median, bike lanes and improved pedestrian walks

10th Street is recommended to be transformed into a Complete Street. This road should be re-designed to comfortably accommodate all modes of transit including pedestrians, cyclists, and vehicles. Adjustments need to be made to the roadway to develop a Complete Street. Narrow sidewalks abut the curb and contain pedestrian obstructions such as hydrants and light poles. Limited green space is provided between roadway and buildings.

Along 10th Street, existing sidewalks are proposed to be widened to 12' wide and 5' wide bike paths are to be added on both sides of the roadway. A landscape median is proposed to help soften the character of the street. A cross-section detailing the proposed streetscape improvements can be found in the Campus Core District section in this report. Right-of-way improvements will require partnership with the City of Greenville.





Existing marching band practice field to be maintained.



Open space adjacent to residence halls allows for active recreation.

Streetscape Initiatives

1 College Hill Drive streetscape character

As part of the Complete Streets proposal for College Hill Drive, the overall character of the streetscape should be improved. The specific site enhancements should reflect the recommendations made in the Design Guidelines section, found later in this report. In general, landscaping, lighting, and stormwater management shall be improved along this corridor. Retaining walls may be needed to accommodate walkways near topographic grade changes associated with Green Mill Run. These should reflect the character of walls found within the Campus Core.

2 10th Street and College Hill Drive gateway enhancement

The intersection of 10th Street and College Hill Drive serves as an important connection point between the Campus Core District and the College Hill District. This

area should be enhanced to signal to visitors that it serves as an important secondary gateway on campus and to facilitate pedestrian crossings. It should be similar in character to other gateways proposed for the Campus Core District.

Open Space Initiatives

1 Open space area for passive / active recreation

Open space is proposed behind both the Living / Learning Complex and new Belk Residence Hall to provide areas for both passive and active recreation. Existing surface parking lots currently occupy this land. The College Hill District presently lacks a large, open lawn area for students to recreate.

2 Flood control / stormwater management area with the inclusion of native planting and nature area for passive recreation

The northeast corner of the College Hill District is located in the floodplain and experiences seasonal inundation. The Campus Master Plan recommends that efforts be taken to address this issue by implementing stormwater management techniques that control and contain the floodwater. One option is the development of a constructed wetland composed of native plantings which provides wildlife habitat and passive recreational opportunities. Stormwater management strategies can be designed to be aesthetically pleasing spaces on campus that can enhance otherwise unremarkable existing land.

3 Existing marching band practice field to be maintained

Stakeholder interviews conducted during the master planning process indicated that the existing open field in the northwest corner of the College Hill District serves as an important practice facility for ECU's marching band. Given the general satisfaction with this area, the Campus Master Plan recommends that it be maintained in its current state.

4 Removed parking becomes wooded preservation zone

The southernmost edge of the College Hill District provides an opportunity to enhance the open space within the district. Single family residential homes use to be located in the area between the College Hill and Athletic District, until ECU acquired these properties and demolished them. One existing home remains that is not owned by ECU. Unformalized gravel parking lots replaced the former home sites. The Campus Master Plan recommends that woodlands be established in this area, as part of a wooded preservation zone. This would provide a generous buffer between the existing railroad tracks and student residential complex.



Green Mill Run recreational path will be paved to serve both pedestrians and cyclists.



Stormwater management areas can provide flood control, as well as be aesthetically pleasing.

Neighborhoods

Athletic District



KEY

- Immediate Need Buildings
- Future Building Opportunity
- Existing Campus Buildings
- Building Renovation
- Proposed Parking Deck
- Proposed Gateway

Building Initiatives

- 1 Basketball Practice Facility
- 2 Dowdy-Ficklen Press Box Addition

Circulation Initiatives

- 1 Pedestrian link to the athletic campus
- 2 Improved pedestrian crossing on Charles Boulevard
- 3 Charles Boulevard Complete Street with the addition of bike lanes and improved pedestrian walks
- 4 Pedestrian connection through Athletic District

Streetscape Initiatives

- 1 Continue streetscape character for the east side of Charles Boulevard which includes landscape and an edge treatment of ornamental fence

Open Space Initiatives

- 1 Pedestrian plaza and donor recognition area
- 2 Landscape buffer area

Neighborhoods

Athletic District



Existing Character

In 2009, an Athletics Master Plan was completed for ECU that served as a precursor to the Campus Master Plan. The Athletics Master Plan transformed the area, south of 14th Street and extending to Greenville Boulevard, into a top class athletics complex. ECU is a member of Conference USA, a 12-college organization spread across nine states. ECU's athletic teams have a strong following and draw upon a large regional audience.

Many of the proposals presented as part of the Athletics Master Plan have already been or are in the process of being implemented to enhance the experience for both athletes

and fans. An Olympic sized track and field complex has recently been constructed along with a new Clark-Le Clair Baseball Stadium.

Building Initiatives

1 Basketball Practice Facility

A 38,000 SF expansion to Minges Coliseum is proposed to provide two basketball practice courts, expanded locker and office space, and an indoor weight room. The expansion will be completed on the north side of the existing building.

2 Dowdy-Ficklen Press Box addition

ECU is proposing an expansion to Dowdy-Ficklen Stadium that includes a new press box, ticket office, athletic

offices, and Pirate Club. These expansion efforts follow another recent stadium project that added seating to the western portion of the facility. The press box expansion is to be located on the southern side of Dowdy-Ficklen Stadium and will also serve as a prominent entrance gateway.

Circulation Initiatives

1 Pedestrian link to the athletic campus

There is presently no safe, direct pedestrian route from the College Hill District to the Athletic District. Belk Residence Hall spans the entire southern length of the College Hill District and prevents a direct link to Dowdy-Ficklen Stadium. In

addition, existing railroad tracks currently bisect the area and make pedestrian movement treacherous. In order to make a safe crossing, pedestrians must take a circuitous path east to Berkley Road. However, an existing dirt path from the rear of Belk Residence Hall to the Stadium indicates that a large majority of pedestrians are currently making unsafe crossings.

The proposed configuration of two new residence halls in lieu of the existing Belk Residence Hall will allow a direct paved pedestrian path to be constructed between the College Hill District and the Athletic District. Further study is recommended to determine the safety measures needed at the railroad crossing. Grade separation may be considered or a combination of signage and gates to alert pedestrians.

2 Improved pedestrian crossing on Charles Boulevard

A primary goal of the Campus Master Plan is to improve pedestrian circulation across ECU Main Campus. As part of this initiative, the pathway that connects College Hill to the Athletic District is proposed to also provide a pedestrian link to the South Academic District. The proposed pathway will continue past Dowdy-Ficklen Stadium and Clark-Le Clair Baseball Stadium to cross over Charles Boulevard into the South Academic District. The intersection of Charles Boulevard and Olgesby Road is already functioning as an important pedestrian crossing, however it should be enhanced to achieve increased safety and visibility.

3 Charles Boulevard Complete Street with the addition of bike lanes and improved pedestrian walks

The Complete Streets initiative should also be applied to Charles Boulevard, which serves as an important north-south connector on campus. Charles Boulevard is currently divided by a landscape median, but does not have marked bike lanes or consistent walks. The Greenville Urban Area Metropolitan Planning Organization's Bicycle and Pedestrian Master Plan recommends Charles Boulevard become a strategic route within the region's non-motorized transportation system. The cross-section of Charles Boulevard provided in the following South Academic District section showcases how it may be implemented.

4 Pedestrian connection through Athletic District

A continuous pedestrian thoroughfare is lacking in the central portion of the athletic campus, most notably between the south side of the football stadium through to the baseball and softball complex. This connection is imperative to provide a safe link from the northern portions of campus through the Athletic District to the South Academic District.

Streetscape Initiatives

1 Continue streetscape character for the east side of Charles Boulevard which includes landscape and an edge treatment of ornamental fence

The streetscape design that has already been established along Charles Boulevard should be extended to cover its entire length. This includes landscaping and ornamental fencing to define the edge.

Open Space Initiatives

1 Pedestrian plaza and donor recognition area

As part of the Minges Coliseum expansion, a pedestrian plaza and donor recognition area is proposed. It is to be located on the north side of the arena, adjacent to the proposed practice courts addition. The plaza will provide a much needed formal gathering space within the Athletic District.

2 Landscape buffer area

An existing wooded landscape buffer is to be preserved in the southeast corner of the Athletic District. It is meant to maintain a good relationship with the adjacent single-family residential community by offering them privacy and screening from ECU's baseball, soccer, and track fields.

Neighborhoods

South Academic District



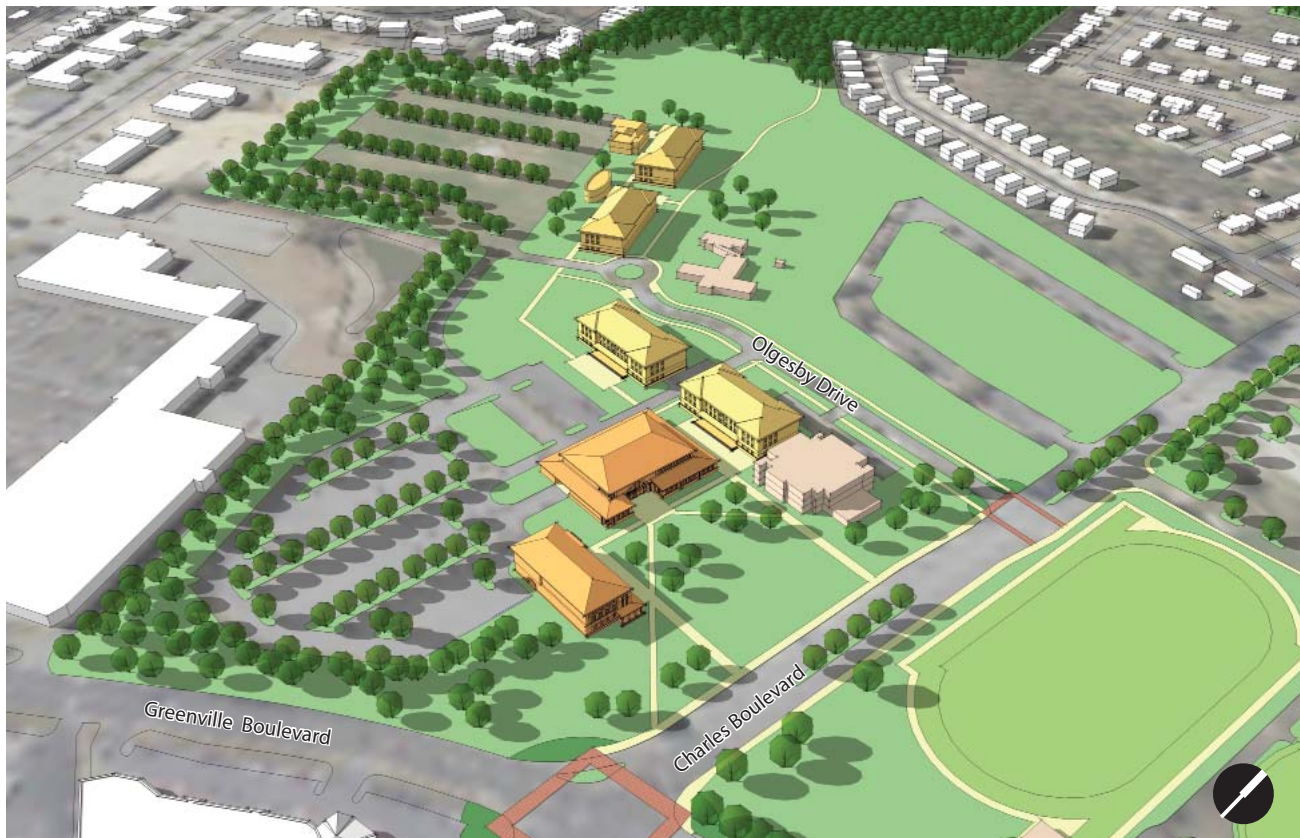
KEY

- Immediate Need Buildings
- Future Building Opportunity
- Existing Campus Buildings
- Building Relocation
- Proposed Parking Deck
- Proposed Gateway

Building Initiatives	Streetscape Initiatives
<ol style="list-style-type: none"> 1 Health and Human Performance Research Gymnasium 2 Health and Human Performance faculty offices and classrooms 3 Future classroom and office use 4 Relocated facilities 5 Relocated recreation fields 	<ol style="list-style-type: none"> 1 Charles Boulevard streetscape character 2 Gateway to ECU, Charles Boulevard and Greenville Boulevard
Circulation Initiatives	Open Space Initiatives
<ol style="list-style-type: none"> 1 New turn-around loop at Oglesby Drive 2 New Park & Ride surface lot 3 Pedestrian walk connection from Charles Boulevard 4 Improved pedestrian crossing from Athletics across Charles Boulevard 5 Charles Boulevard Complete Street to include the addition of bike lanes and improved pedestrian walks 6 Green Mill Run connection to city/regional recreational path and bike route system 	<ol style="list-style-type: none"> 1 Flood control / stormwater management area with the inclusion of native planting and nature area for passive recreation 2 Research recreation field to be used in conjunction with the indoor gymnasium 3 Landscape buffer area

Neighborhoods

South Academic District



Existing Character

The South Academic District is located at the southern edge of ECU's Main Campus. It is bordered on the south side by Greenville Boulevard. Historically, the district has acted as an overflow area for campus with temporary trailers stationed here for the Maritime Conservation program's research needs, along with ECU's Facilities Services Grounds Complex. The district is also dominated by two large Park & Ride lots and four intramural baseball fields. Classroom and faculty office space exists within two buildings in this area. It primarily serves the College

of HHP. Overall, there is very little organization between the existing buildings and site elements within this District.

As part of the Campus Master Plan, a sub-study was also completed that focused specifically on ECU's College of Health and Human Performance. The report revealed that programs relating to HHP are currently distributed across Main Campus, reducing resource sharing opportunities and making access difficult. The report recommended that all HHP programs be consolidated to one area of campus.

Building Initiatives

① Health and Human Performance Research Gymnasium

The College of Health and Human Performance requires regular use of a research gymnasium for its program activities. Christenbury Memorial Gymnasium presently serves this purpose. However, the FCA revealed that Christenbury is currently in poor condition, does not meet the standards needed for full-time use by ECU's HHP program, and lacks universal accessibility. The report recommended removal of the gymnasium.

Christenbury Memorial Gymnasium is beloved by alumni for its striking architecture and historic presence on campus; thus increased sensitivity in planning was required. Ultimately, it was determined that Christenbury could not be preserved in its entirety. However, portions of the facade will be preserved to be reused either on the new 55,000 SF Research Gymnasium, to be located within the South Academic District, or on the Life Sciences and Biotechnology Building, to be located within the Campus Core District. The proposed gymnasium has an ideal location adjacent to the Athletic District.

2 Health and Human Performance faculty offices and classrooms

As part of the College of Health and Human Performance consolidation initiative, a new 3-story, 60,000 SF building is proposed adjacent to the HHP Research Gymnasium. This proposed building will help to define an open quad space that will also be used by HHP. The building will provide classroom and faculty offices.

3 Future classroom and office use

The location of four additional buildings has been identified on the Campus Master Plan to address potential future growth within the South Academic District. No program has yet to be defined for these proposed buildings.

4 Relocated facilities

Presently, four existing buildings related to ECU's Facilities Services Grounds Complex are located in the northwest corner of the South Academic District. This complex provides storage for campus vehicles and lawn equipment and supplies. As part of the consolidation of ECU's support services highlighted earlier in the Campus Master Plan report, the Facilities Services Grounds Complex will be relocated near other campus support services in the Warehouse District.

5 Relocated recreation fields

The North Recreational Campus will absorb the five existing baseball fields currently located in the southwestern portion of the South Academic District.

Circulation Initiatives

1 New turn-around loop at Oglesby Drive

The Campus Master Plan proposes the removal of Curry Court, while maintaining Oglesby Drive. Curry Court is recommended for removal, in order to improve overall circulation within the South Academic District and to designate land adjacent to the Belk Building for construction of the new HHP Research Gymnasium. Oglesby Drive should be extended slightly and improved with the addition of a new turn-around loop.

2 New Park & Ride surface lot

The South Academic District serves as an important destination for commuters due to the presence of an existing Park & Ride surface lot. As part of the Campus Master Plan, it is recommended that this lot be reconfigured and reduced in capacity by 322 spaces to allow building development in its place. In addition, a new 1,300 space Park & Ride surface lot is proposed. This lot should not be built until parking demand necessitates its



View of proposed research recreation field serving HHP.



View of proposed HHP Research Gymnasium.

construction. Phased development should be considered. Given the considerable amount of impervious surface associated with the proposed parking lot, stormwater management techniques such as bioswales and sections of pervious pavement should be incorporated into its design.

3 Pedestrian walk connection from Charles Boulevard

Sidewalks are proposed to extend from Charles Boulevard along either side of Oglesby Road to improve pedestrian accessibility within the South Academic District.

4 Improved pedestrian crossing from Athletics across Charles Boulevard

A primary goal of the Campus Master Plan is to improve pedestrian circulation across Main Campus. As part of this initiative, the pedestrian connection between the Athletic

District and the South Academic District should be improved. The intersection of Charles Boulevard and Oglesby Drive is already functioning as an important pedestrian crossing, however it should be enhanced to achieve increased safety and visibility.

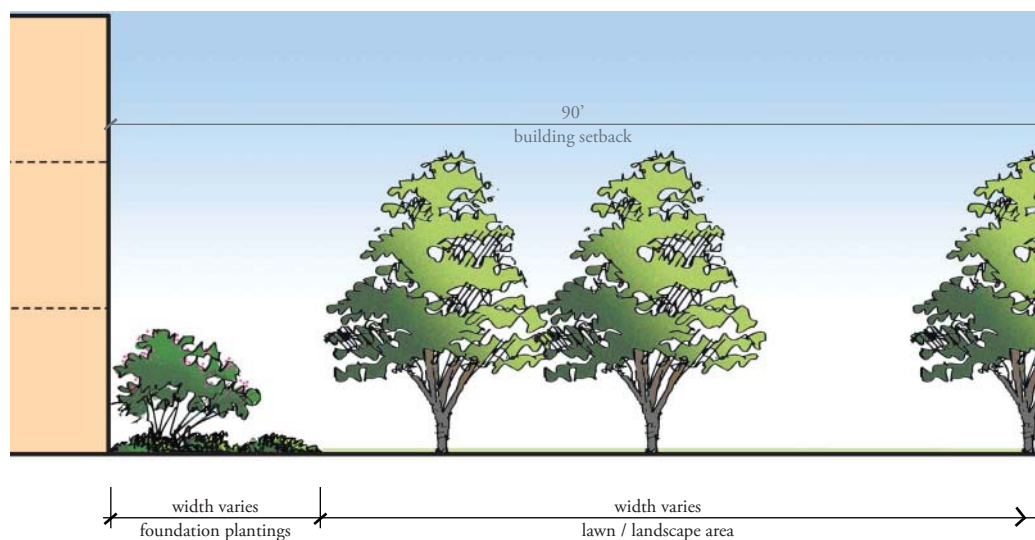
5 Charles Boulevard Complete Street to include the addition of bike lanes and improved pedestrian walks

The Complete Streets initiative should also be applied to Charles Boulevard, which serves as an important north-south connector on campus. Charles Boulevard is currently divided by a landscape median, but does not have marked bike lanes or consistent walks. The Greenville Urban Area Metropolitan Planning Organization's Bicycle and Pedestrian Master Plan recommends Charles Boulevard become a strategic route within the region's

non-motorized transportation system. The cross-section of Charles Boulevard provided below shows how a Complete Street may be implemented.

6 Green Mill Run connection to city/regional recreational path and bike route system

Green Mill Run is an existing stream that flows through campus. The City of Greenville partnered with other government entities in the region to establish a recreational path system that closely follows Green Mill Run. The only current access to this trail is located west of the College Hill District. The Campus Master Plan recommends establishing a path from Oglesby Drive through existing natural areas to connect to the regional path system. Extension of the Green Mill Run trail would then create a recreational loop through the ECU campus.



Charles Boulevard Drive Streetscape Character
Cross-Section

Streetscape Initiatives

① Charles Boulevard streetscape character

The streetscape design that has already been established along Charles Boulevard should be extended to cover its entire length. This includes landscaping and ornamental fencing to define the campus edge.

② Gateway to ECU, Charles Blvd. and Greenville Blvd.

The intersection of Charles and Greenville Boulevards shall be enhanced to signify a primary gateway into ECU. Proposed improvements should be similar in character to those on the Campus Core.

Open Space Initiatives

① Flood control / stormwater management area with the inclusion of native plantings and nature area for passive recreation

The undeveloped northwest corner of the South Academic District presents the opportunity to address flood control and stormwater management due to its location near floodplain. One option is the development of a constructed wetland composed of native plantings which will provide both wildlife habitat and passive recreational opportunities.

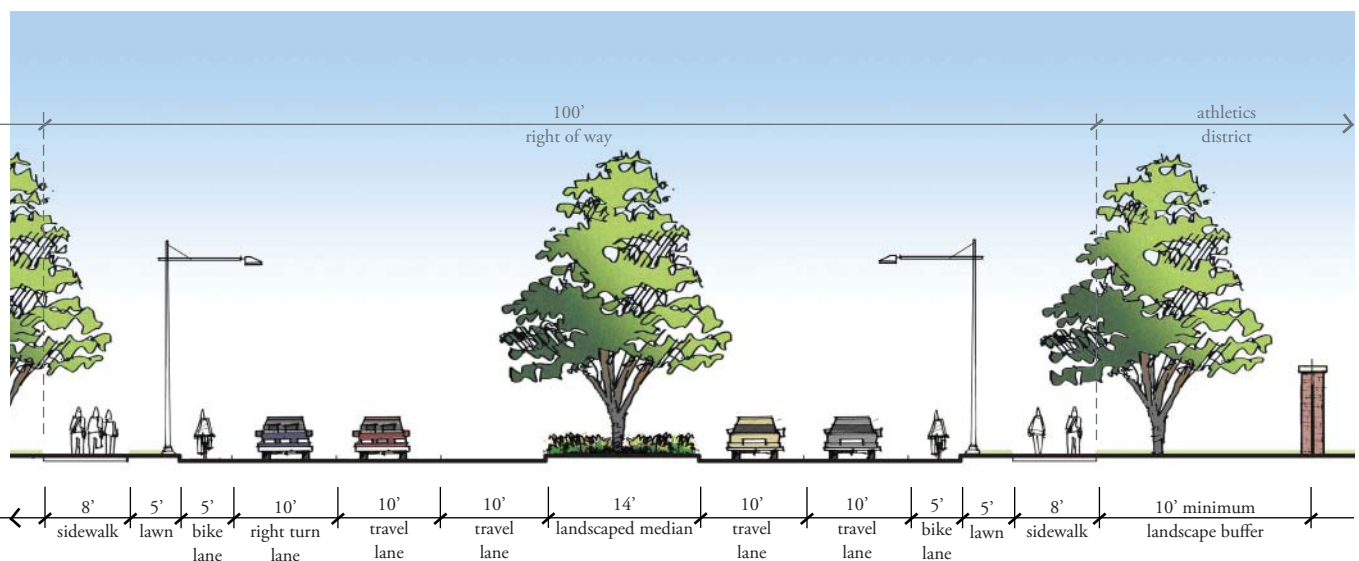
② Research recreation field to be used in conjunction with the indoor gymnasium

The open quad space defined by the Belk Building and the new HHP Research Gymnasium is designed to serve an important research role for

the College of Health and Human Performance. This outdoor space will be used in conjunction with the indoor gymnasium to monitor patients progress.

③ Landscape buffer area

An existing wooded landscape buffer is to be preserved and enhanced along the southern boundary of the South Academic District. It is meant to provide screening between campus and adjacent properties.



Neighborhoods

Natural Areas District



Existing Character

A natural corridor consisting of woods, wetlands, and floodplain runs from 10th Street to the southwest portion of campus. It typically follows the course of Green Mill Run stream that flows through campus. These natural areas comprise 61 total acres of Main Campus and are generally unbuildable. Soils consist mostly of sandy loams with some areas of hydric soil located within the Green Mill Run watershed. Topographic change is minimal in the built portions of campus. However, steep slopes do exist in the Green Mill Run floodplain areas.

Circulation Initiatives

1 Green Mill Run connection to city/regional recreational path and bike route system

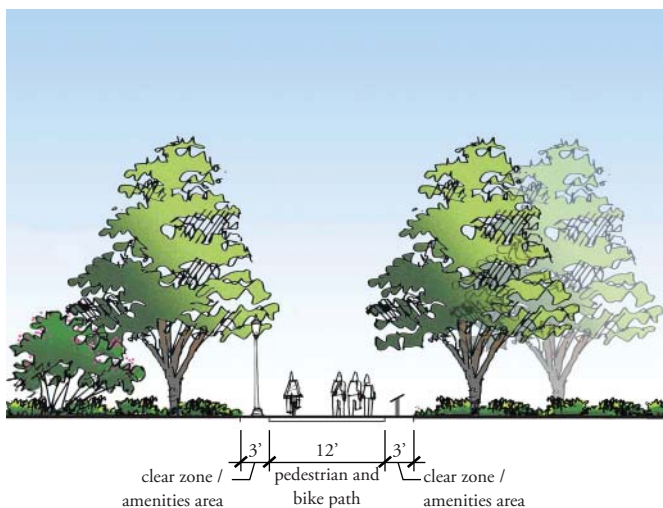
Green Mill Run is an existing stream that flows through campus. The

majority of the stream is currently inaccessible, hidden within natural areas on campus. The Campus Master Plan proposes to establish a recreational trail that would follow the stream and transform these natural areas into an asset for ECU.

The City of Greenville has partnered with other government entities in the region to establish a recreational path and bike route system that closely follows the course of Green Mill Run. The only existing access to this trail from campus is located west of the College Hill District. The Campus Master Plan recommends establishing two connection points to the trail system, one from the College Hill District and one from the South Academic District. The proposed paved recreational path would follow Green Mill Run through existing campus natural areas to connect the northern and southern ends of

campus to one another and also to the existing regional path system.

Extension of the Green Mill Run trail would create a recreational loop through the ECU campus that would significantly benefit both students and community members. The character of the proposed trail should reflect design guidelines outlined later in this report. The completed Green Mill Run trail system will enhance the existing circulation system on Main Campus, while also providing regional connectivity.



Recreational Path
Cross-Section



Boardwalks allow paths to cross streams and wetlands.