



 **ELON UNIVERSITY**

CAMPUS MASTER PLAN UPDATE

JANUARY 2023

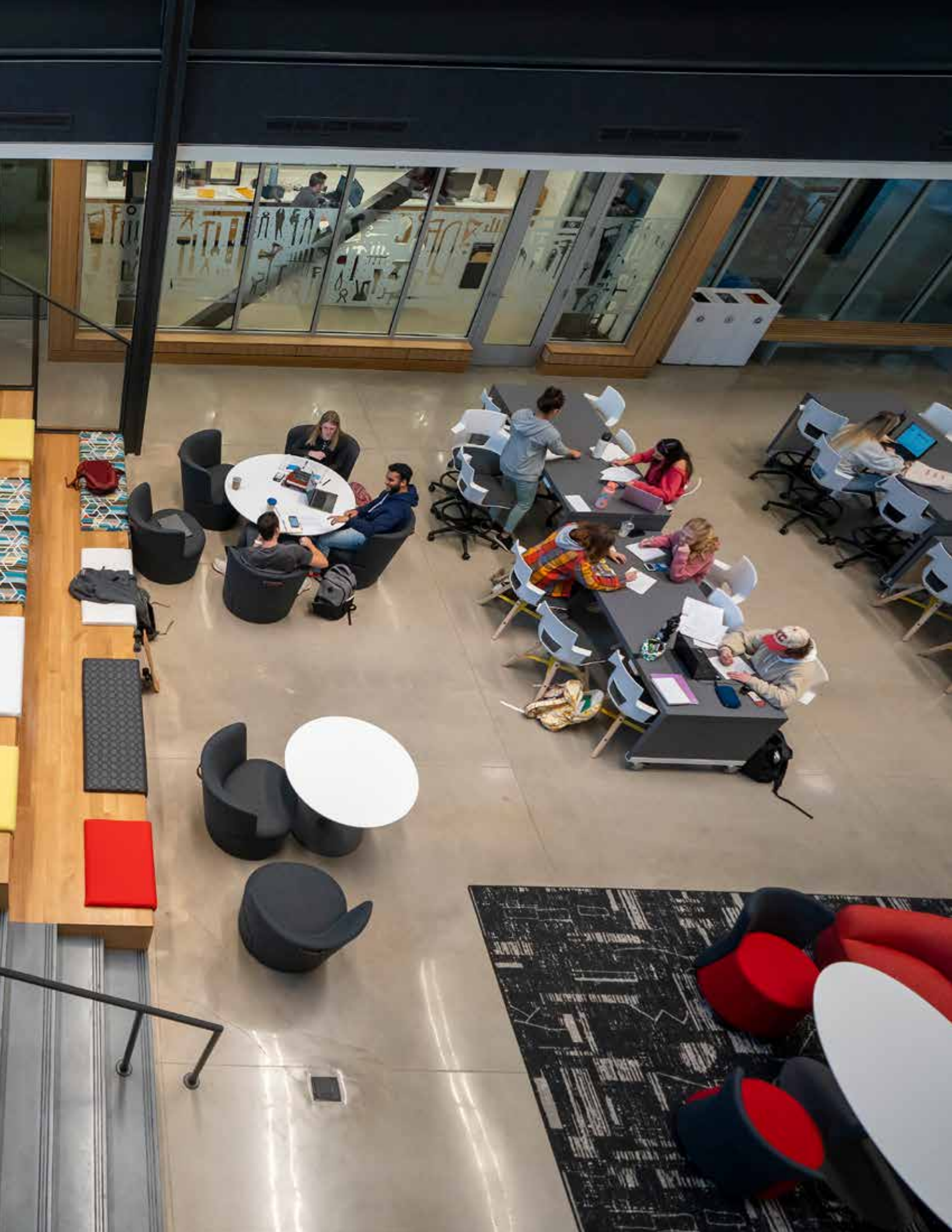
## History of the Campus Plan

Elon University's planning for physical growth benefits from a legacy of transformational strategic planning. Since the beginning of the twenty-first century, campus development has focused on redeveloping and improving connectivity to the campus periphery and strategically acquiring facilities near the campus edge to support measured growth. Through thoughtful, deliberate growth, the campus retains the feeling of a tightly knit community while providing the advantages of a larger university community.

The Campus Plan is an important tool that establishes a roadmap to accommodate the University's future aspirations while preserving what makes the campus among the most attractive settings in the country. These assets include a pedestrian campus, distinctive buildings, and community-oriented neighborhoods.

The Campus Plan Update identifies needs and ensures the projects that address these needs are consistent with the guiding principles and planning strategies that underpin Elon's campus.





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## Campus Planning Strategies

Six core strategies define the Campus Master Plan conceptual framework. These strategies build on the campus' history, advance the guiding principles and provide a coherent structure for future landscape, building, and infrastructure projects.



### STRATEGY 1 Preserve Ecological Assets

This master plan affirms the University's 2015 Sustainability Master Plan by supporting a multimodal, pedestrian-centered campus. Key drivers include maintaining green strategies around land use, landscaping, tree cover, irrigation, and habitat preservation. Elon is committed to protecting campus riparian systems, continuing to capture and reuse stormwater runoff for campus irrigation, and identifying opportunities to preserve woodlands and other natural ecosystems.

In addition to guarding local ecological resources, this master plan supports Elon's commitment to global sustainability, preserving Loy Farm as a laboratory for local energy and food production as the campus seeks to decrease its contribution to greenhouse gas emissions.



### STRATEGY 2 Expand Mixed-Use Campus Core

Through incremental growth, Elon has expanded its campus core from the roughly 25 acres adjacent to Alamance Hall to approximately 65 acres stretching north to Moseley Center and east to the Academic Village. In coming decades, Elon should seek out unique opportunities to grow adjacent to the campus core. The Innovation Quad, east neighborhood, and adjacent sites represent up to 40 acres which, through acquisitions and integrated planning, will help sustain Elon's growth. A balanced mixture of academic buildings, student residence halls, and student life facilities extends the atmosphere of the historic core and ensures that future development continues to support a vibrant student-centered identity.



### STRATEGY 3 Clarify Road Network

Pedestrian safety, campus connectivity, and pedestrian accessibility are key to sustaining Elon's growth. This master plan unifies Phoenix Drive with portions of Williamson Avenue, Lebanon Avenue, and Oak Avenue as an inner campus loop road to reduce through-traffic on Haggard Avenue as it crosses the campus core. In the long-term, a connector to University Drive at either the eastern or western edge of Danieleley Center could provide an outer campus loop road and further remove vehicles from the campus core.

Potential streetscape improvements across campus promote pedestrian connectivity within the campus core and adjacent campus neighborhoods while extending Elon's identity along key gateway routes.



**STRATEGY 4**  
**Extend Network of Open Space**

Elon's quads serve as the foundation of its residential campus. New open spaces have anchored successive campus expansions and contribute to a sense of connectivity and identity. The pedestrian paths, street networks, and bike infrastructure that link these spaces are equally important to building a cohesive campus. This Master Plan strengthens and integrates circulation across campus, extends and connects quads and open spaces, and leverages pedestrian crossroads to facilitate informal activity.



**STRATEGY 5**  
**Strengthen And Connect Edge Neighborhoods**

While this master plan leverages sites on and adjacent to the campus core for growth, it simultaneously extends connectivity between the campus core and the campus perimeter precincts. Pedestrian spines link the iconic landscapes of Elon's central quads to Danieley Center, Arts West, and South Campus. New or enhanced green spaces within each of these edge neighborhoods provide a hierarchy of gathering spaces across campus and opportunities for external identity.



**STRATEGY 6**  
**Support A Vibrant Downtown Elon**

The master plan affirms the relationship between Elon University and Downtown Elon, capitalizing on Downtown's proximity to the University's performing arts and athletics facilities to sustain a broad mixture of year-round activity. Amenities should support the University's student population and the wide variety of people who have made Elon their home.



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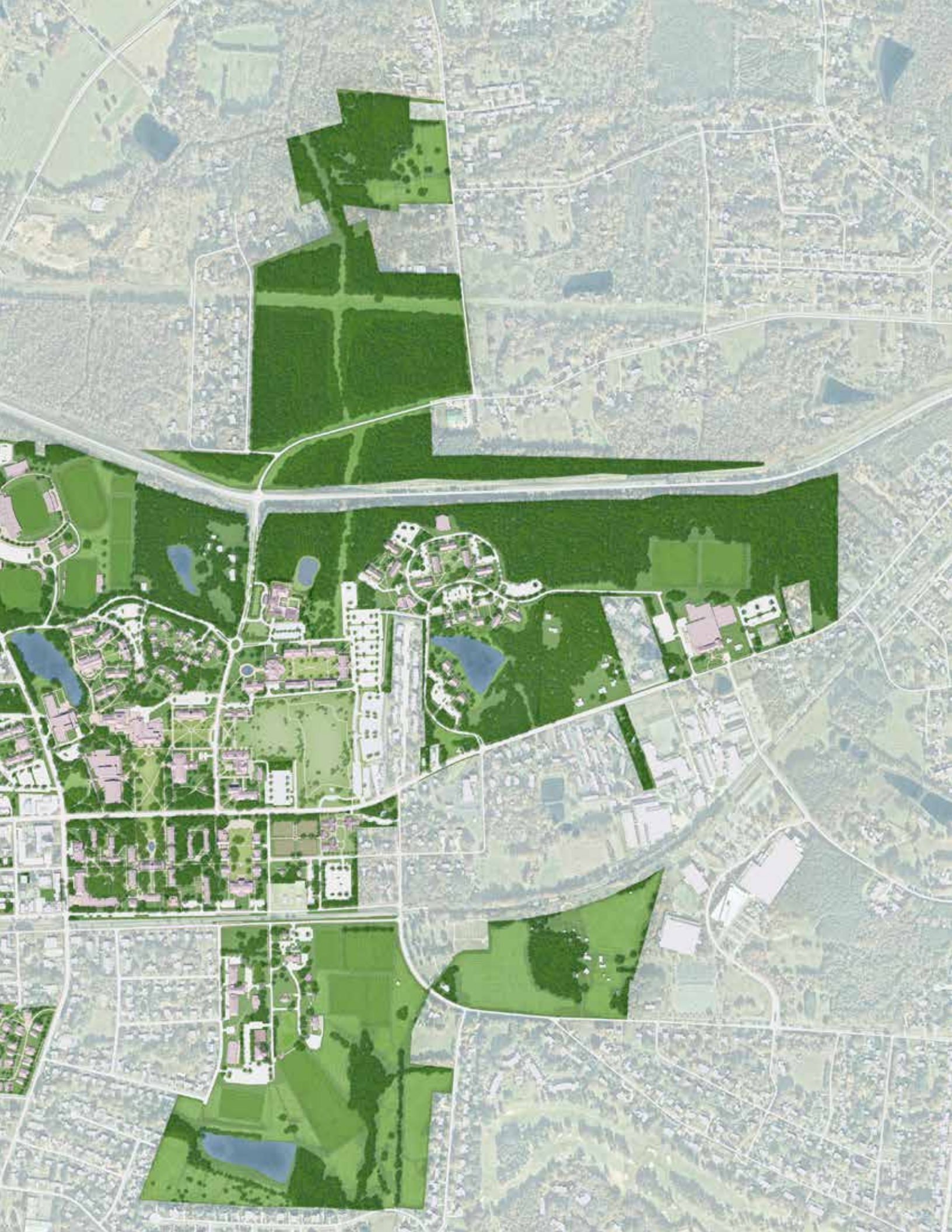
## The Campus Today

Since the 2016 Master Plan, new properties have been acquired and several new facilities have been built including:

- Schar Hall and Steers Pavilion (2016)
- Richard W. Sankey Hall (2018)
- Schar Center (2018)
- Koenigsberger Learning Center (2018)
- East Neighborhood Residence Halls (2018)
- LaRose Student Commons (2019)
- The Inn at Elon (2020)
- Founders Hall and Innovation Hall (2022)

These new facilities extend Elon's architectural legacy, enhance the student experience, and support the growth of academic programs while retaining the campus' intimate and collegiate character.





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## Campus Master Plan Update

The purpose of the Campus Plan is to holistically plan future campus projects. It advocates for the continued stewardship of existing built and natural environments.

The Master Plan embraces the community spirit of Elon by reinforcing the neighborhood structure of campus with intimate groupings of residence halls and academic buildings as a foundation to building campus community. In addition to providing locations for new residence halls and academic buildings the Campus Plan seeks to strengthen recreational sports and student wellness, performing arts, and athletics.

In addition to buildings, the Master Plan recommends new open space, pedestrian pathways, streets, and parking lots.

It is expected that the Master Plan will be updated approximately every five years to respond to new initiatives and circumstances confronting the University.



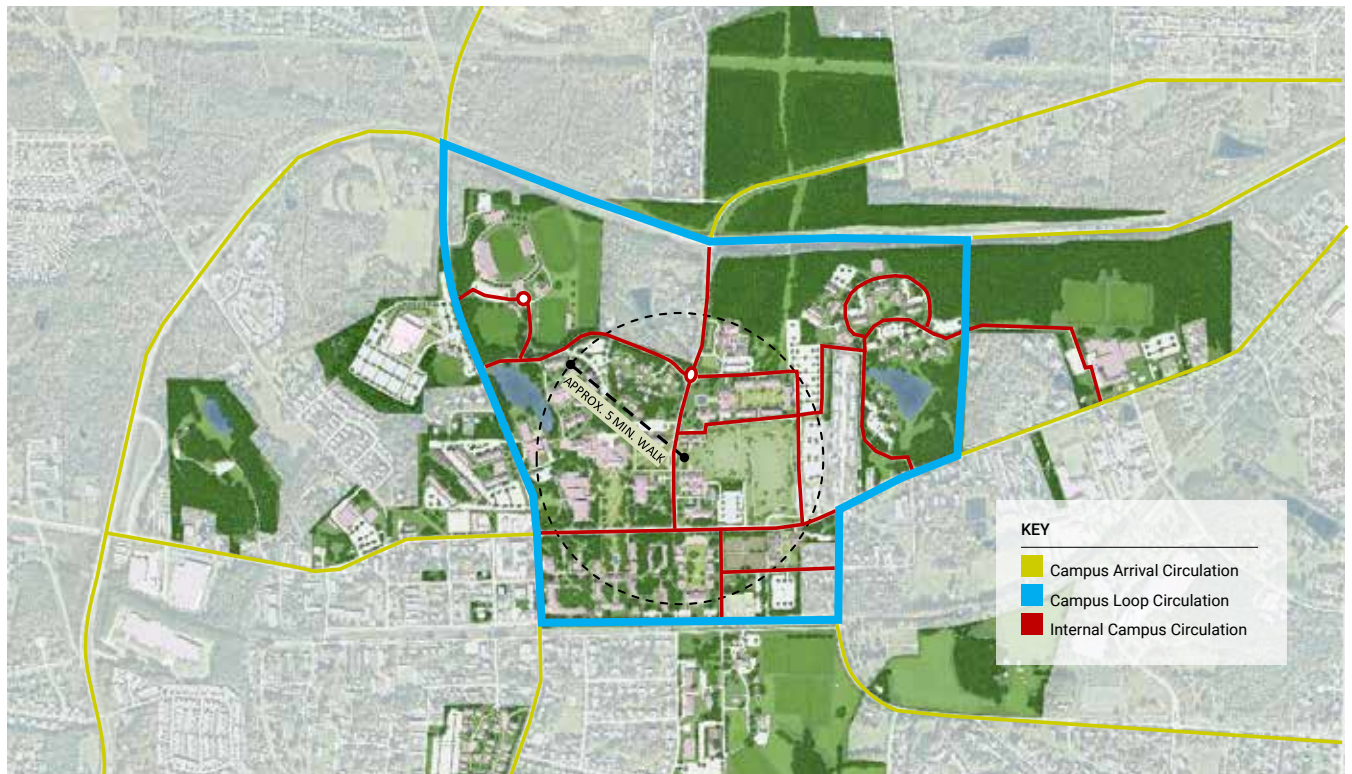




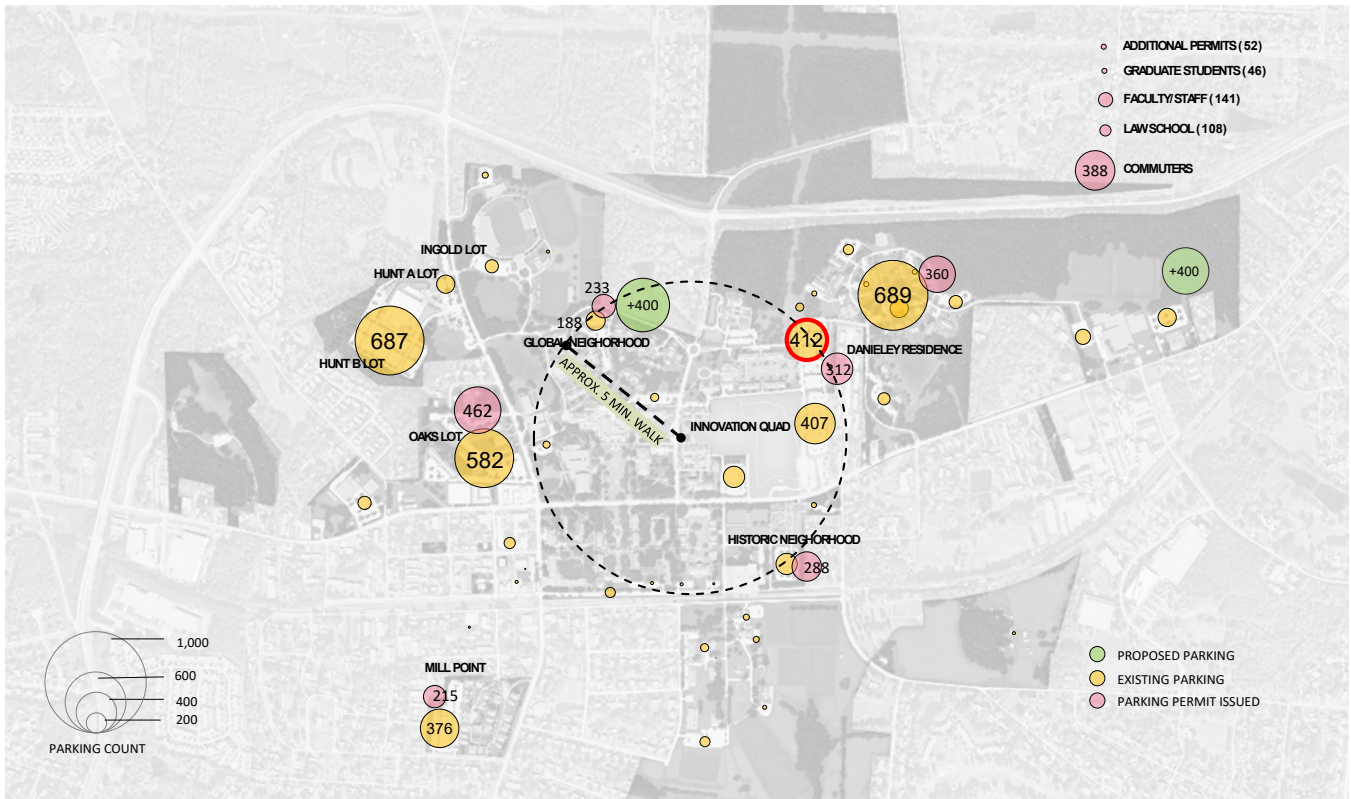
## OPEN SPACE AND PEDESTRIAN IMPROVEMENTS



## VEHICULAR CIRCULATION



## PROPOSED PARKING



### NEW SURFACE PARKING

+800 Spaces

### REDUCED PARKING

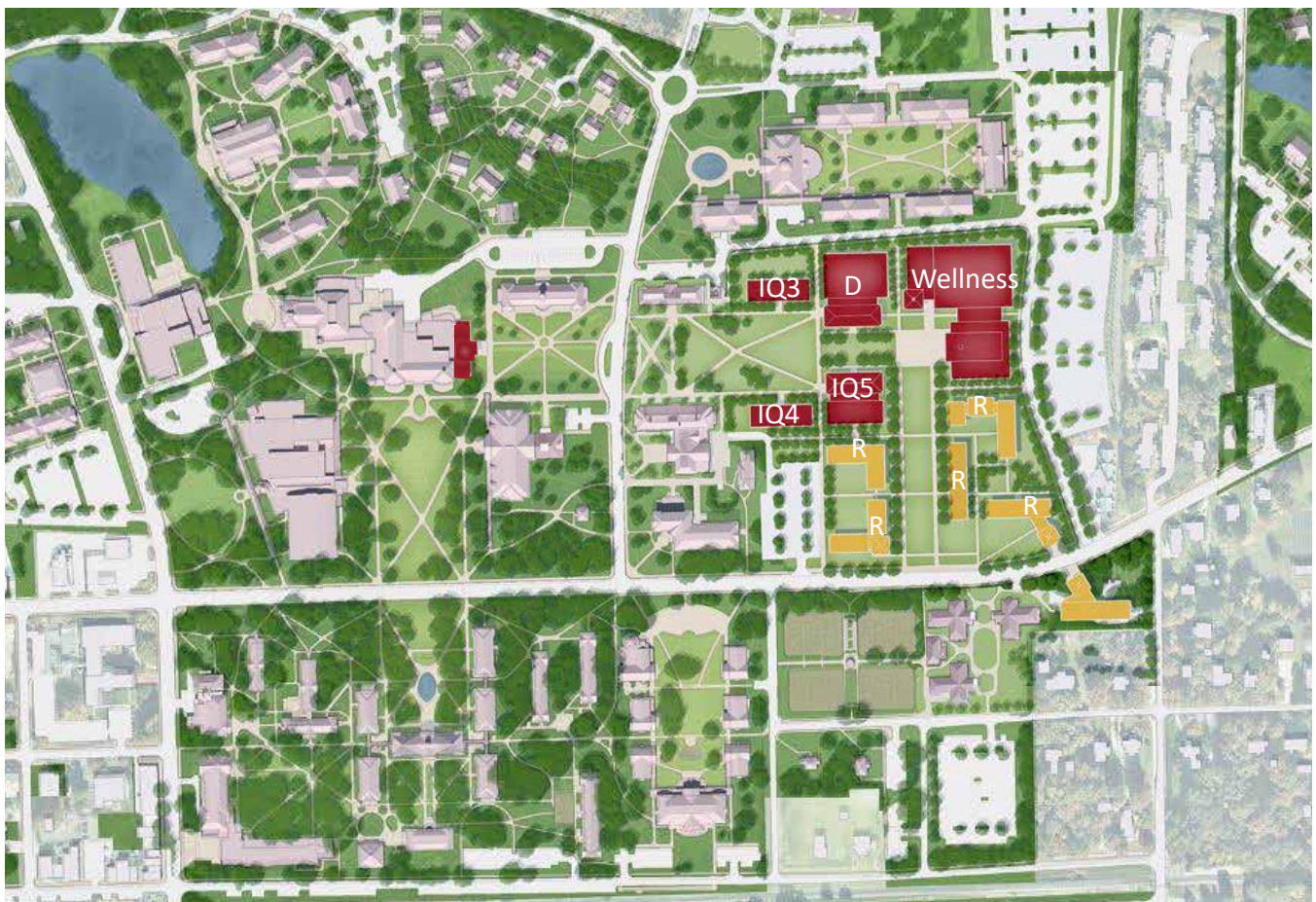
- 90 spaces for Danieley Center pedestrian connector

- 110 spaces for future housing between Danieley Center and Colonnades

SITE STUDIES

## Innovation Quad

Elon's Innovation Quad represents a major expansion for the University. The area is envisioned to be mixed use academic and student life roughly the size and composition of the existing Historic Neighborhood. Sankey Hall and the recently completed Innovation Hall establish a major east-west quad linking buildings on the Campus Core to the Innovation Quad. A future north-south quad is envisioned to provide connections from the Colonnades, through the site and to East Campus. Together, these open spaces greatly enhance pedestrian circulation across campus. A new wellness and recreation center and dining commons anchor the intersection of the two quads which accommodate three future academic buildings and a residential neighborhood of 500-600 beds.



## SITE STUDIES

### Expanded Danieley Center

Danieley Center is a residential neighborhood that accommodates approximately 800 students. The PARC and an addition to the student commons building have helped add vibrancy to the neighborhood.

Though the neighborhood is relatively close to the Campus Core, the Colonnades parking lot makes Danieley Center feel isolated. In response, the university built a new path through the parking lot to improve pedestrian connectivity between the two residential neighborhoods. Long-term additional residential halls with outdoor spaces are proposed along the edges of the new path.

In the long-term the master plan reserves the site between Lake Verona and Haggard Avenue for the construction of a new village for upper-class students.

As part of the update the campus ring road concept was reassessed and the acquisition of additional property between Danieley Center and Francis Center allows for a new road connecting Haggard Avenue and University Drive. This new route will help reduce the need for cars to drive through the heart of campus. Expanded development at the Francis Center will include additional educational spaces, new parking spaces, and an outdoor recreation court.



## SITE STUDIES

### Future Performing Arts Center

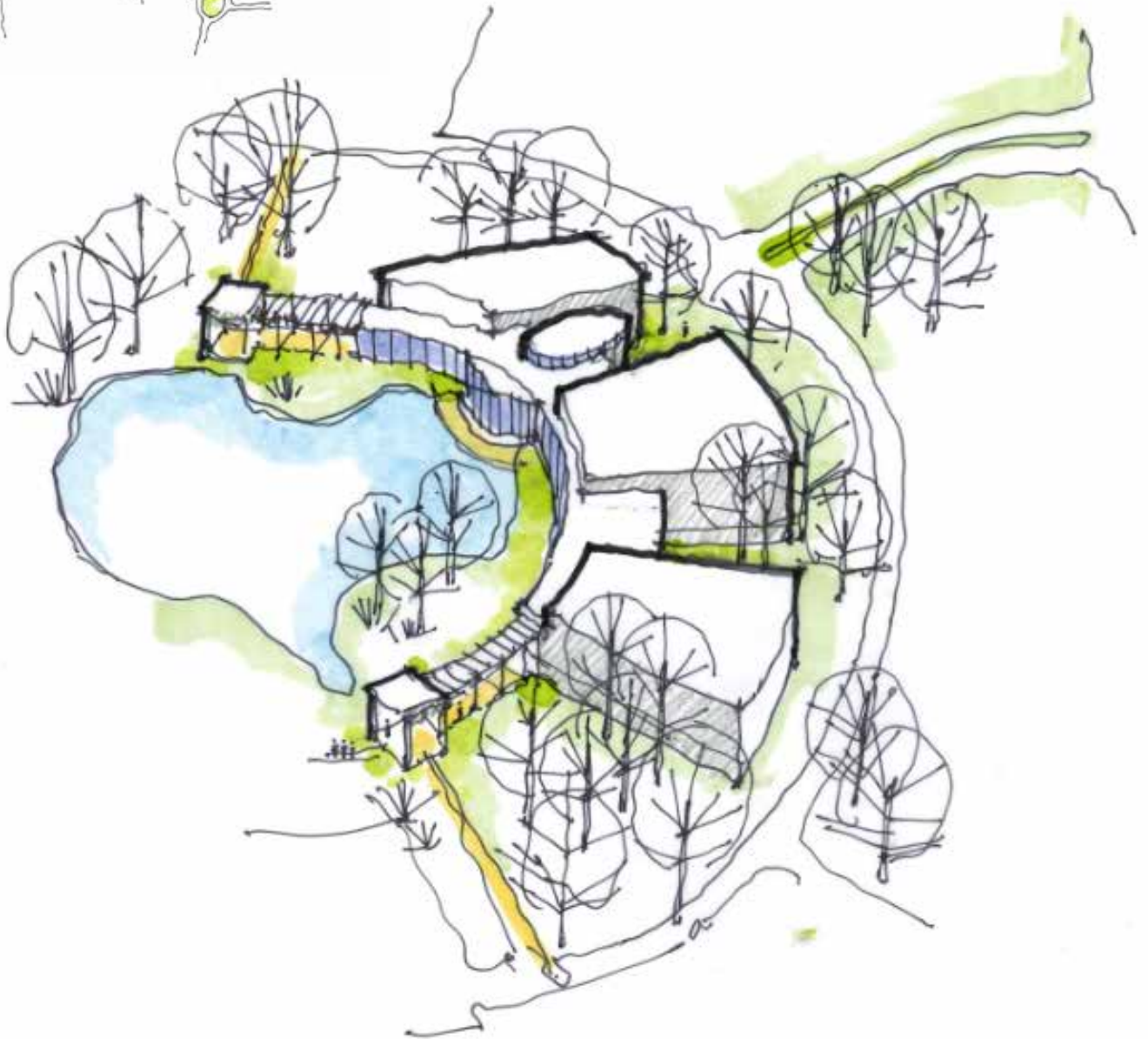
The north gateway property, available at a later date, is an important strategic site for the University. It creates a cohesive edge to the campus' north and an opportunity to strengthen the arrival experience to admissions and the Inn at Elon. It is also proximate to campus core academic facilities. The Campus Plan proposes a new Performing Arts Center on the site to provide a dynamic public facing building at the front door to campus and a complement to the Inn at Elon. The building is envisioned to engage the lake and nestle in the woods. Pathways and trails will connect the performance center with 400 new parking spaces, an outdoor performance venue, the Inn, the campus core, and adjacent athletic facilities.



EXISTING CONDITIONS



PERFORMING ARTS CONCEPTS



SITE STUDIES

## South Campus

Over the past two decades, Elon has gradually acquired properties on South Campus. A railroad underpass provides pedestrian access to the campus core. This area has a mixture of athletic and recreation facilities, administrative offices, and academic facilities but lacks the strong sense of identity found elsewhere on campus.

The master plan proposes this as a location for administrative offices through a combination of renovation and new construction. This maintains many of the existing buildings, and any academic programs housed on south campus would relocate to main campus.



EXISTING CONDITIONS







## SITE STUDIES

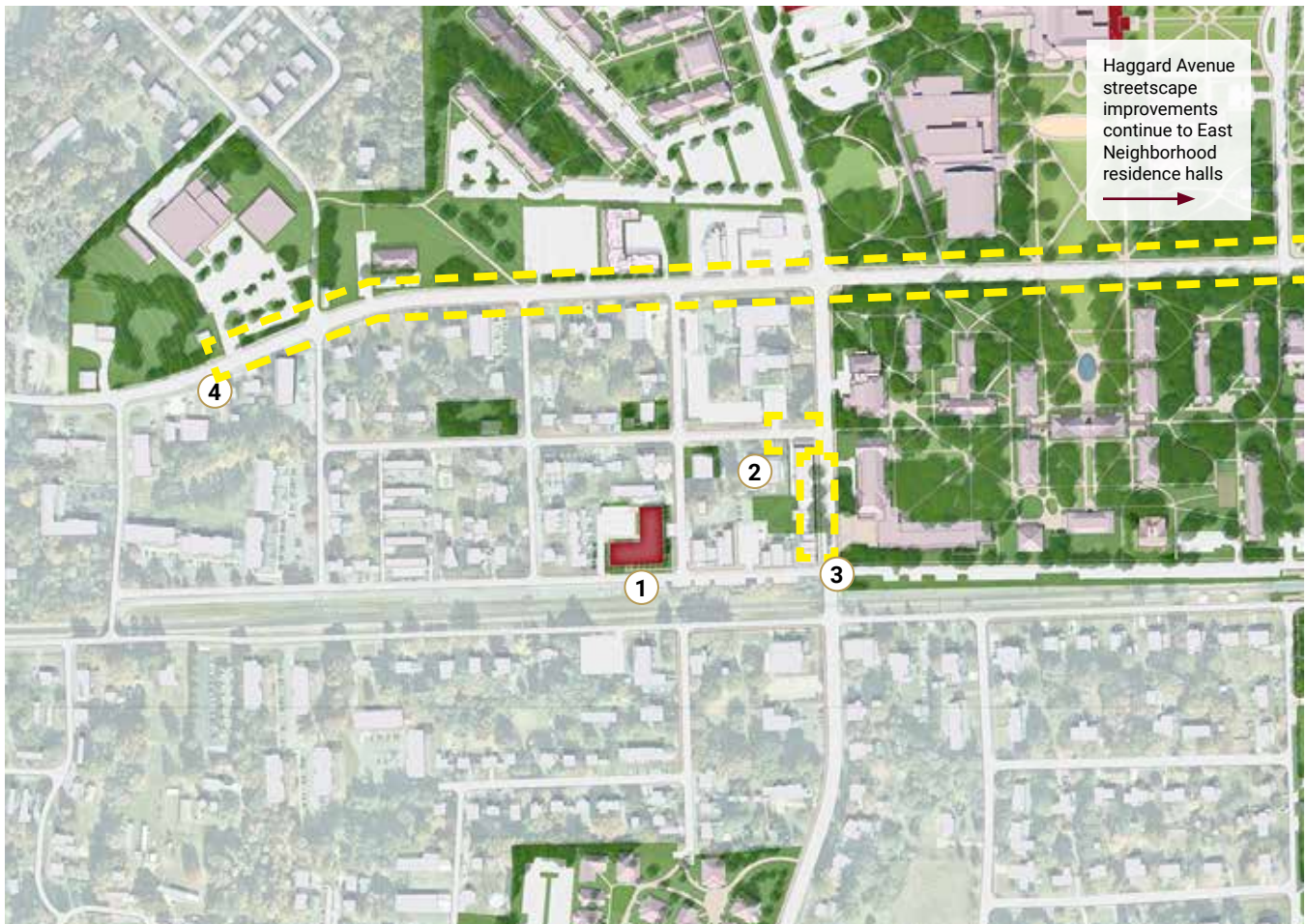
### Downtown Elon

The West Haggard corridor and Downtown Elon provide natural campus gateways when arriving from the south and west. The cluster of shops and restaurants along North Williamson and West Lebanon contribute to a vibrant campus experience. The master plan encourages initiatives that support year-round activity and enhance downtown. University development downtown should be mixed-use in nature with retail and active uses on the ground floors and housing and offices on the upper levels.

The Campus Plan proposes a mixed-use building that includes ground floor retail and upper floors offices. It also proposes a series of landscape projects including a new plaza on College Avenue, and streetscape improvements to Williamson and Haggard Avenues.

## OTHER POTENTIAL DOWNTOWN COLLABORATIONS

1. Office over Retail with Outside Developer
2. College Avenue - New Plaza
3. Williamson Streetscape - Wider Sidewalk
4. Narrow Haggard Avenue with Median & Sidewalk



## SITE STUDIES

### Athletics

In recent years, Elon has invested to provide world-class facilities to support its athletic programs. As these programs flourish, athletic events have become increasingly important to campus life.

The master plan proposes a series of building additions, outdoor field improvements and a new indoor field house building to better support the student athlete.

## KEY

1. Addition to Alumni Field House with additional indoor space for the weight room
2. Turf in Rhodes Stadium
3. Improve White Field Drainage and Irrigation
4. New building or remodel at Koury Field House for lacrosse and track and field
5. Baseball Improvements
6. Indoor Field House and locker room / support building
7. New practice field



# Acknowledgments

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