

Memorandum

To: Douglas J. Hewett
City Manager, City of Fayetteville

From: Darrell T. Allison, J.D. 
Chancellor, Fayetteville State University

Re: Catalyst Site 1 Progress Update

Date: July 1, 2025

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Fayetteville State University (FSU) is pleased to provide this 24-month progress report on our development efforts aligned with Catalyst Site 1 and our broader commitment to the revitalization of the Murchison Road corridor. These initiatives reflect our long-term vision to expand the university's footprint, enhance student life, and contribute meaningfully to the economic and cultural vitality of the surrounding community.

FSU's Commitment to Murchison Road Revitalization

Over the past two years, FSU has made significant strides in revitalizing the Murchison Road corridor through a series of transformative development projects. One of the most notable achievements is the opening of a Chick-fil-A restaurant in Bronco Midtown, which serves as both a popular student amenity and a catalyst for economic activity in the area. In addition, FSU expanded its on-campus offerings with the launch of a stand-alone Starbucks, further enhancing student dining options and elevating the university's appeal.

To meet the growing demand for student housing, a new residence hall is scheduled to open this fall, increasing capacity and supporting enrollment growth. Major infrastructure investments are also underway, including the construction of a new College of Education and a new Health and Wellness Center, both of which demonstrate FSU's commitment to academic excellence and student well-being. Complementing these efforts, a new parking deck is slated to begin construction this fall, improving campus accessibility and supporting continued expansion. These projects collectively reflect FSU's central role in driving growth and renewal along Murchison Road.

These combined capital investments represent over \$200 million in infrastructure and development activity, underscoring FSU's central role in driving regional growth and opportunity. This year, FSU proudly marked a major enrollment milestone of 7,100 students, the largest in school history. We anticipate surpassing this number in the coming fall semester, a testament to FSU's increasing appeal and our strategic investments in facilities, student support, and academic programs.

Catalyst Site 1 Update

While significant progress has been made on numerous fronts, housing remains one of the university's most urgent and growing needs. As FSU continues to experience record-breaking enrollment, the demand for quality, affordable student housing has outpaced current availability. The upcoming residence hall will help address some of this need, but additional capacity is essential to meet the evolving expectations of our students and their families.

To this end, the Catalyst Site 1 project remains a cornerstone of our long-term housing strategy. We continue to work with Rieth Jones Advisors to lead a comprehensive student housing study that includes market analysis, stakeholder input, and financial modeling to ensure any future development is demand-driven and fiscally responsible.

Conclusion

Fayetteville State University remains fully committed to driving the revitalization of Murchison Road and contributing to the broader economic and educational goals of the City of Fayetteville. We value our continued partnership and look forward to launching the next phase of development with your support. Should you have any questions or require further details, please feel free to contact my office.