City of Charleston

West Ashley Revitalization Commission

April 18, 2022

Sumar Street Redevelopment
City led 2 day workshop; and 30+ day on-line survey - 07/2018

Key Dates

Initial City Timeline:
- Purchased September 2017
- Building Demolished June 2018
- Workshop and Survey July/August 2018
- Iteration 1 November 2018
- Iteration 2 May 2019
- Iteration 3 August 2019

Landmark timeline:
- RFQ Creation November 2019
- RFQ Review January 2020
- Landmark Selected March 2020
- Landmark Presents May 2020
- Contract Negotiations May 2020-August 2021
- MOU Signed November 2021
- Conceptual Reviews April 2022

WARC April 18, 2022
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TAKE THE SURVEY!

NORTHBRIDGE GATEWAY

WWW..SURVEYMONKEY.COM/R/NORTHBRIDGEPIGSURVEY

Tell the City’s West Ashley Revitalization Commission what you want to see in this important area.

PUBLIC INPUT WORKSHOP

NORTHBRIDGE GATEWAY

JULY 10th & 11th

THE SCHOOLHOUSE

720 Magnolia Road, Charleston, SC.

Tuesday: Open Studio 8am - 8pm
Wednesday: Open Studio 8am-5pm
WARC Meeting/ Presentation 5pm
City led 2 day workshop; and 30+ day on-line survey - 07/2018
Respondent Demographics

927
Over 31 Days

733
West Ashley Residents

65%
Lived inside 526

What Matters Most?

61% Passive Park

72% - Most Important
The site should be safe for people walking, biking, driving, and taking transit.

50% Small-scale Retail

68% - Most Important
The site should include landscaping, street trees, and other beautification elements.

49% Restaurant

46% - Most Important
The intersection should be improved to allow as many cars as possible to travel as quickly through the area as possible.
708 Responses to “What is Your Big Idea?” 7 themes with examples

1. Parks and Greenspaces (204 replies)
   Community garden and green space like magnolia community garden

2. Pure retail or Commercial (123 replies)
   This site would be perfect for a Dave and Busters style entertainment venue / restaurant. The entire
   Chs region does not have this type of family friendly establishment. This would be a revitalizing
   catalyst for the area.

3. Traffic and Transportation (121 replies)
   Improved traffic flow (possibly a traffic circle) removing the scary reverse merge.

4. Mixed Use/Traditional Neighborhood (116 replies)
   Mixed use space like the Workshop!!! Green space for families, small local businesses, and small
   restaurants.

5. Civic or Cultural (105 replies)
   Wood dance floor for dance events!

6. Pure Residential (4 replies)
   A residential area specifically for Tiny Houses, for Low Income, Veteran, or Homeless

7. Miscellaneous (35 replies)
   That it be aesthetically pleasing AND useful

Reoccurring words/Phrases

Family; Safe; Beautiful; Garden; Parks; Green; Events; Fix the Merge
COMMUNITY INPUT
Information based on community survey of 927 respondents

What should go on the site?
• Passive Park
• Small-Scale Retail
• Restaurant
• Commercial
• Civic / Cultural

What is a top priority for redevelopment?
• Safety for pedestrians, cyclists, and motorists
• Landscaping and other beautification elements
• Improvements to the intersection

COMMUNITY DEVELOPMENT PROGRAM

- Performance Center
- Greenspace
- Retail
- Office
- Restaurant

10,000SF
5,000SF
3,000SF
18,000 square feet built
10,000 square feet open

WARC April 18, 2022
COMMUNITY INPUT
Information based on community survey of 127 respondents

What should go on the site?
• Passive Park
• Small-Scale Retail
• Restaurant
• Commercial
• Civic / Cultural

What is a top priority for redevelopment?
• Safety for pedestrians, cyclists, and motorists
• Landscaping and other beautification elements
• Improvements to the intersection

COMMUNITY DEVELOPMENT PROGRAM

ALTERNATIVE A

ALTERNATIVE B

ALTERNATIVE C

ALTERNATIVE D

TOTAL: 43,100 SF
TOTAL: 67,900 SF
TOTAL: 71,300 SF
TOTAL: 67,700 SF

Design Division
Northbridge Gateway
Development Potential by Intersection Design
December, 2018

WARC April 18, 2022
County Realignment Efforts:
In tandem with the Sumar Street redevelopment, Charleston County began looking at realigning the Sam Rittenberg Blvd and Old Towne Rd.

Different options created for the various County Transportation realignment efforts. Each kept with the core programming that was generated from the public input process.
City partnered with ULI Technical Assistance Panel for Alt 6/6C - 07/2019
Site Plan concept for RFQ search - 11/2019

SITE DESIGN GOALS

1. Passive outdoor open space
2. Civic/Cultural/Community facility
3. Commercial development

TITLE

1. Civic building
   2 stories
   12,500 SF per story
   25,100 SF total
   (approx. 20,000 SF total for single-story performance hall)

2. 150 parking spaces (shared among all uses)

3. Retail and/or restaurant
   1 story
   9,000 SF

4. Restaurant & small office
   2 stories
   7,000 SF per story
   14,000 SF total

5. Improved Sumar Street
   16 parking spaces

48,000 SF total development
Parking ratio: 1 per 290 SF
Site Plan concept for RFQ search -11/2019

Take Away:
1. Civic Complex
2. Entry Feature
3. Future Extension
Square Footage:

Civic Function: +/- 20,000 SF
  - Gathering +/- 8,000 SF
  - Leased Office +/- 12,000 SF

Office Function: +/- 30,000 SF

Retail/Restaurant: +/- 10,000 SF

Total: +/- 60,000 SF
Landmark and Liollio Presentation to WARC - 05/2020

Legend:

- Civic
- Office
- Retail/Restaurant
- Park/Soft Parking

Sam Rittenburg Option
Charleston County Public Works update (4/22)

Working on preliminary plans (30% plans).

Anticipated advertising for construction in 4th Quarter 2023/1st Quarter 2024.

Designing the project in two phases concurrently. With appropriate funding, will construct both phases at the same time.

Current estimate has Phase 1 costing $3.9M and Phase 2 costing $4.5M.

Phase 1 would include the improvements at the Orange Grove intersection and the merge.

Phase 2 would be the improvements on Sumar Street, Old Town Rd and Sam Rittenberg.
Square footages proposed in RFQ response - 03/2020

Square Footage:

Civic Function: +/- 20,000 SF
  - Gathering +/- 8,000 SF
  - Leased Office +/- 12,000 SF

Office Function: +/- 30,000 SF

Retail/Restaurant: +/- 10,000 SF

Total: +/- 60,000 SF
Square footages proposed in Memorandum of Understanding - 09/2021

- **Civic Space (12,000 sqft)**
- **City Office (8,000 sqft)**
- **Market Office (12,000 sqft)**
- **Retail/Restaurant (18,000 sqft)**

**Total Built Space 50,000 sqft**

**Civic Space Uses:**
Flex conference space that can be adapted for City Council, City Boards/Commissions, performances, and community events.

**City Office Uses:**
Smaller conference rooms for use by departments and citizens for meetings. Similar to Catalyst Center in Metro Chamber of Commerce.

West Ashley Coordinator and other city staff could also be placed, in addition to other government offices.
CIVIC LAWN

OUTDOOR DINING

ROOFTOP ACCESS

PEDESTRIAN-FRIENDLY
KEY:
1. CIVIC ASSEMBLY
2. CIVIC OFFICE
3. RESTAURANT
4. RETAIL
5. OFFICE
6. OUTDOOR GATHERING
7. PARKING
VIEW LOOKING SOUTH AT INTERSECTION
VIEW ALONG THE PEDESTRIAN CORRIDOR
Process Next Steps

- City Council - April 26, 2022
- Design Review Board - May 16, 2022
- Technical Review Committee - June/July 2022
- Development Agreement - In Progress (TBD)
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