

Coleman Revitalization
Advisory Board



Report to
Mount Pleasant Mayor
and Town Council

February 28, 2007

Coleman Boulevard Revitalization Advisory Board

Members

Kate Darby, Chair

Everett Jones

Rusty Bennett

Perrin Lawson

George Brewer

William Lewis

Stephen Brock

Mark Mason

Elton Carrier

David Niesse

Clay Duffie

Sal Parco

Lou Edens

Fred Peccini

Rial Fitch

John Royall

Christopher Fraser

Jean Siewicki

Harry Gregorie

Tracey Stapleton

Tommy Grimes

Tom Tanis

Glenn Hollis

William Turner

Board Facilitator
Eric DeMoura

The Coleman Boulevard Revitalization Advisory Board wishes to give special thanks to Seamon, Whiteside, and Associates, Inc., especially William T. Eubanks, ASLA, Director of Urban Design, for their contribution to this report.

Introduction

The Coleman Boulevard Revitalization Advisory Board (CRAB) was commissioned by Mayor Harry M. Hallman, Jr. and the Mount Pleasant Town Council on June 13, 2006. Mayor Hallman assigned the Board with a mission to deliver recommendations that will serve as the framework for a master plan for the revitalization of Coleman Boulevard.

The Board consisted of business owners, property owners, public utility representatives, government and non-profit representatives, bankers, residents, and concerned citizens. The Board met for nine months and collected information on such topics as urban design, transportation, zoning, and economic development. The Board also studied the profile of current Coleman and Ben Sawyer Boulevard businesses as well as prior revitalization plans.

The revitalization of Coleman Boulevard is an important project for the Town of Mount Pleasant. Coleman Boulevard, named after Mayor Francis F. Coleman, is traditionally thought of as the “main street” of Mount Pleasant. While it is an area of commercial importance, it is a true natural, historical, cultural, and civic asset. It is an area that must be preserved and promoted so that it can remain competitive and vital for the long-term. Most of Mount Pleasant’s population growth is occurring north of the Isle of Palms Connector and along with it is a growth in businesses that service these residents. If Coleman Boulevard is to stay competitive and remain Mount Pleasant’s main street, it must capitalize on its unique assets and revitalize itself into a vibrant downtown.

The CRAB concurs with the spirit of the *2005 Coleman / Ben Sawyer Revitalization Plan* (Exhibit B) which envisions Coleman Boulevard as a vibrant Lowcountry downtown corridor

that is safe, attractive, and enjoyable to residents and visitors, a place where people live, work, spend time and money. We endorse the creation of a live/work environment with attractive streetscapes, underground utilities, decorative lighting, outdoor dining, and pedestrian activity.

It is our hope that we as a Board have met our mission and that the recommendations found in this report serve as a catalyst for such a revitalization that, while it may take 15 to 20 years to fully complete, will serve the citizens and businesses of Mount Pleasant for decades to come.

Methodology

In order to meet the mission established by the Mayor, the CRAB created the following goal statement:

“ To deliver master plan recommendations for the revitalization of Coleman Boulevard that will preserve and promote this natural, historical, cultural, and civic asset of Mount Pleasant by creating a vibrant Lowcountry downtown corridor that is safe, attractive, and enjoyable to residents and visitors and that protects and stimulates the economic health of its businesses. ”

To meet this goal the CRAB, with the help of a conceptual plan crafted by Seamon, Whiteside, and Associates, Inc. (Exhibit C) identified the following focus areas:

1. Coleman Entrance off of Ravenel Bridge / “Gateway Park”
2. Houston Northcutt intersection / “Northcutt Square”
3. Diner area of Coleman / “Diner District”
4. Shem Creek
5. Old Village Entrance/ “Gateway to the Old Village”
6. Moultrie Middle School / “Moultrie Commons”
7. Chuck Dawley intersection / “Royall Circle”
8. Opportunities for public parks or pocket parks / “Pearls”
9. Zoning
10. Economic Development Incentives
11. Construction Mitigation
12. Transportation

These 12 focus areas were studied first individually and then in relation to one another with additional emphasis being placed on maintaining and enhancing the quality of life for local residents and businesses.

On February 15, 2007 the CRAB voted unanimously to respectfully submit the following recommendations to the Mayor and Town Council for their review and consideration.

RECOMMENDATIONS

Focus Area #1: Coleman Entrance off of Ravenel Bridge/ “Gateway Park”

Coleman Boulevard Revitalization Advisory Board (CRAB)



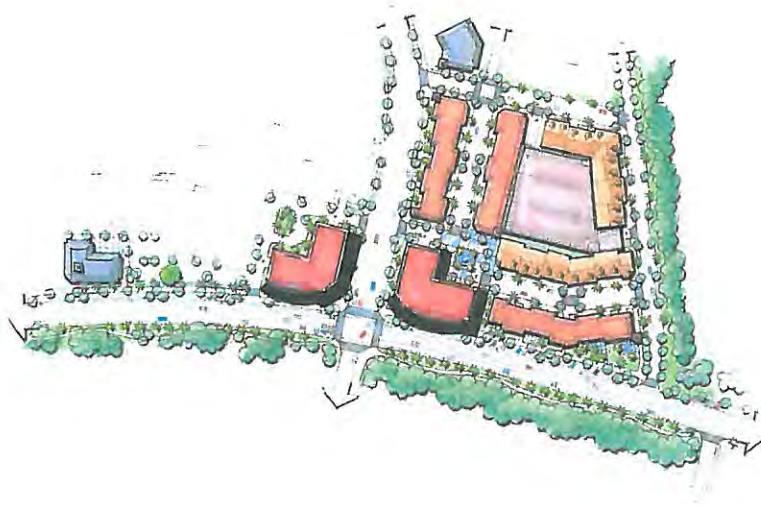
I. General

- a. At the entrance to Coleman Boulevard, and situated between Coleman and Magrath Darby Boulevard, exists a privately owned section of land that the CRAB considers an opportunity area for a public park. If acquired, or agreed to by the property owner, a trail system could be established to provide public access to, and enjoyment of, the natural beauty that is contained within the park. This park would complement the planned Mount Pleasant Memorial Waterfront Park, the Ravenel Bridge pedestrian lanes, the nature trail at Patriots Point, and the pedestrian lanes on Coleman Boulevard.

The CRAB believes that a public park at this location would be an important component to the enjoyment of Coleman Boulevard and recommends that the Town open communications with the property owner for this purpose. If successful, the CRAB further recommends that, in an effort to encourage and support visitors to the park, that the Town explore a pedestrian path connection from the Memorial Waterfront Park to Gateway Park and that on-street parking be added along Magrath Darby Boulevard.

Focus Area #2: Houston Northcutt Intersection/ “Northcutt Square”

Coleman Boulevard Revitalization Advisory Board (CRAB)



I. General

- a. That the area of land at the intersection of Houston Northcutt Boulevard and Coleman Boulevard presents an important opportunity to develop a mixed use environment that will complement the Coleman Boulevard Revitalization Project.
- b. That building structures with a maximum height of 75 feet to eave be allowed at this intersection specifically in the locations depicted in Exhibit E, that they be a mixed use of commercial and residential, and that they be located close to the street, allowing for parking in the rear of the property.

Focus Area #3: Diner Area of Coleman/ “Diner District”

Coleman Boulevard Revitalization Advisory Board (CRAB)



I. General

- a. That the Diner District area of Coleman Boulevard, as development opportunities occur, redevelop into a unique mixed use village emphasizing a variety of densities and building heights.
- b. That the District feature public dining with shops, offices, and retail; and that property owners be encouraged to aggregate their properties to allow for shared parking and free movement for pedestrians and vehicles.

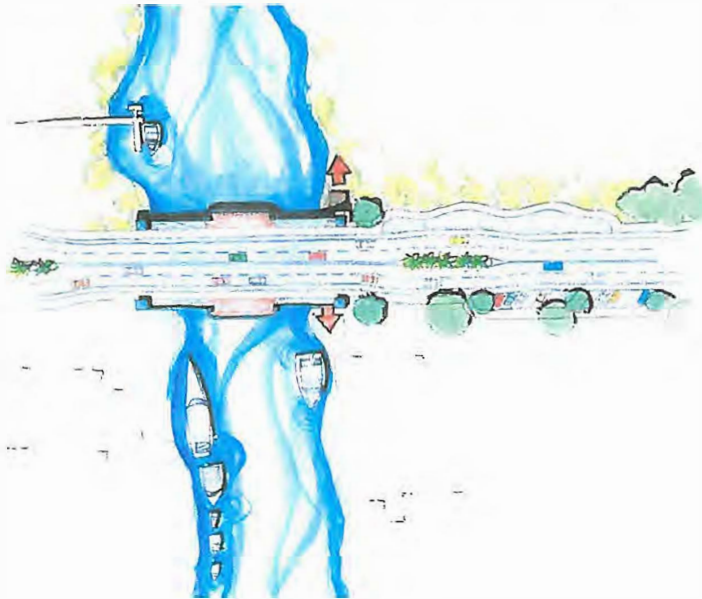
II. Waterfront Access

- a. Public waterfront access should be a major feature of the Diner District and of the overall Coleman Boulevard revitalization project.
- b. The CRAB strongly encourages the Town to acquire property for public access and enjoyment of the waterfront through a park and view corridor along Broadway Street. The CRAB also sees the potential for a boardwalk connection

to Shem Creek, and recommends that the Town explore opportunities for this connection that would allow pedestrians waterfront access and access to commercial establishments in both the Diner District and in Shem Creek.

Focus Area #4: Shem Creek

Coleman Boulevard Revitalization Advisory Board (CRAB)



I. General

- a. The Coleman Boulevard Revitalization Advisory Board recognizes that recommendations concerning Coleman Boulevard are not complete without giving consideration to Shem Creek. Shem Creek is a natural and historic asset of Mount Pleasant and is one of the most photographed places in the Lowcountry of South Carolina. Careful consideration should be given by the Town of Mount Pleasant in order to ensure that Coleman Boulevard revitalization efforts promote the public enjoyment of the Creek, compliment the Creek's natural beauty and the health of its businesses, particularly of the shrimping fleet and other commercial fishing vessels.

II. Shem Creek Bridge



- a. That the Shem Creek Bridge be improved in such a way as to allow for the free and safe movement of bridge and pedestrian traffic. That, as part of the bridge pedestrian improvements, an observation deck be constructed to allow citizens and visitors the opportunity to view and photograph the scenic character of Shem Creek.



III. Public Access

- a. The CRAB sees Shem Creek as a public treasure, owned by the hearts and souls of the citizens of Mount Pleasant, while at the same time owned collectively by private property owners. The CRAB recommends that the Town pursue public access to Shem Creek in a manner that respects the rights of private property owners.

Focus Area #5: Old Village Entrance/ “Gateway to the Old Village”

Coleman Boulevard Revitalization Advisory Board (CRAB)



I. General

- a. That the section of Coleman Boulevard bounded at Whilden and Coleman and at Hibben and Coleman, and referred to in the conceptual design by Seamon, Whiteside, and Associates, Inc. as the “Gateway to the Old Village”, be recognized as an important opportunity area of Coleman Boulevard due to its potential for a park square and its location as a gateway into the historical center of Mount Pleasant – the Old Village.

II. Aesthetics

- a. That Town resources be directed to improving the aesthetic appeal of this area through increased landscaping within sidewalks and medians, relocating utility lines underground, and through the placement of decorative lighting, only so far as it does not interfere with the efficient movement of traffic and current access to businesses.

- b. That Town resources be directed towards replacing existing intersection signals with decorative mast arms.

III. Redevelopment

- a. That the Town, when private redevelopment recommendations are presented, encourage a “restaurant in the park” feature for what is currently Alex’s restaurant and the land surrounding it, with parking being relocated to Live Oak and Lucas Streets if possible, allowing for greater pedestrian use of the property.
- b. That the Town, when private redevelopment recommendations are presented, encourage redevelopment in a manner that allows for high density residential above lower level commercial or office space. The Town should encourage nearby building owners to move the buildings forward, toward the street, allowing parking behind the structures and along the street.

IV. Transportation

- a. That the Town implement intersection improvements that allow for more efficient ingress and egress of vehicles on Coleman Boulevard and that allows for circulation of traffic around Coleman Boulevard on Live Oak, Whilden, Hibben, and Lucas Streets.
- b. That the town pinpoint opportunities for on-street parking and landscaped medians and that all transportation improvements be made only if the general efficiency of Coleman Boulevard and access to current businesses are not negatively impacted.

Focus Area #6: Moultrie Middle School/ “Moultrie Commons”

Coleman Boulevard Revitalization Advisory Board (CRAB)



I. Oval

- a. Remove depicted oval from consideration in favor of a more status quo road alignment. The oval presents functionality concerns and is impractical from a funding perspective.

II. Farmer's Market

- a. Location
 - i. That the current location of the Farmers Market, under the oak trees on the grounds of Moultrie Middle School, be kept.
- b. Open-air pavilion

- i. That a large open-air pavilion, or multiple classroom size open air pavilions, be constructed to “house” the Farmers Market as well as to provide an outdoor instruction facility for use by Moultrie Middle School.
- ii. That the design of the pavilion include features that will accommodate other public assemblies and complement the new Moultrie Middle School as well as the Lowcountry feel of Coleman Boulevard.
- iii. That fold-out structures, as depicted by SWA, be added to the Farmer’s Market site beside or near the pavilion to display works of art or items of public information.

III. Moultrie Middle School

- a. The Moultrie Middle School site is a focal point on Coleman Boulevard. The school should be rebuilt / redeveloped in a manner that allows it to blend with the mixed use environment surrounding it and that invites and encourages pedestrian activity and civic uses.
- b. That the Town and CCSD continue its partnership that allows for joint uses of the property to include civic uses such as the Farmers Market or recreational uses on the ball fields (football field).
- c. That a two story school building be constructed in a manner that conveys a sense of community and history unique to Mount Pleasant and Coleman Boulevard.
- d. That the Moultrie School District II administrative offices be incorporated into the new school allowing for the sale and redevelopment of the current administrative office site.

- e. That Town of Mount Pleasant staff be directed to work closely with the CCSD where possible to ensure that questions are answered and that timelines are understood particularly as they pertain to the design review process.

IV. Moultrie Commons a focal point

- a. That the Moultrie Commons be designated as the focal point of the revitalization whereby allowing funds to be directed for public improvements at this site to include:
 - i. Decorative lighting
 - ii. Mast arms
 - iii. Landscaping
 - iv. Underground utility service
 - 1. That the Town of Mount Pleasant request the CCSD to grant a utility easement. This will be required for the utilities to be placed underground in front of Moultrie Middle.

Focus Area #7: Chuck Dawley Boulevard Intersection/ “Royall Circle”

Coleman Boulevard Revitalization Advisory Board (CRAB)



I. General

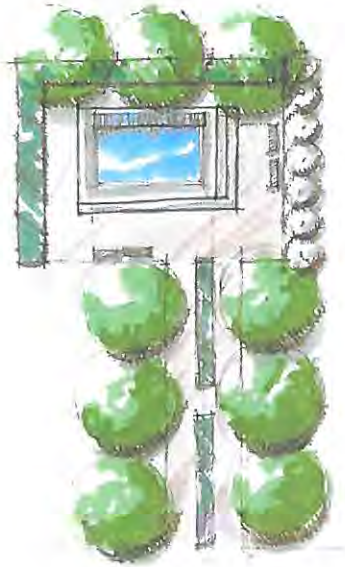
- a. The intersection of Coleman Boulevard and Chuck Dawley Boulevard is one of Mount Pleasant’s busiest intersections serving both residential and commercial traffic. Improvements to this intersection are required to support the Coleman revitalization effort. The current configuration of the intersection is awkward and overall unsatisfactory and barely serves the needs of surrounding businesses. Furthermore, it is impassible by pedestrians.

Seamon Whiteside and Associates (SWA) proposed in their conceptual plan (Exhibit C) a large roundabout as a solution to the intersection’s deficiencies. While the CRAB agrees that SWA’s roundabout solution makes sense, the roundabout illustrated is too large, encroaching too much on private land and surrounding businesses. The CRAB also believes that the illustrated roundabout, with its need for right of way acquisition, pedestrian tunnels, and a park feature, would be too costly and, if constructed, would require an unnecessarily large outlay of public funds.

The CRAB recommends that a smaller roundabout be considered by the Town; one that can be configured within the existing right of way, that allows for improved pedestrian and vehicular traffic flow, and that provides better ingress and egress to surrounding businesses.

Focus Area #8: Opportunities for Public Parks or Pocket Parks/ “Pearls”

Coleman Boulevard Revitalization Advisory Board (CRAB)



I. General

- a. As stated in the Town of Mount Pleasant’s *Coleman Boulevard – Ben Sawyer Boulevard Revitalization Plan 2005* (Exhibit B), and as further recommended by Seamon, Whiteside and Associates, Inc. (Exhibit C), the Town should pursue the development of pocket parks within the plan area or within close proximity. The parks should be easily accessible to the public and should include amenities such as benches and picnic areas. The Town should consider adding interactive features to each park that either reflects on a historical moment or unique feature of Mount Pleasant. The creation of these pocket parks may require acquisition of property by the Town or partnerships with property owners. For example, partnership opportunities may exist where pieces of property are unusable for development but are suitable for a pocket park.

Focus Area #9: Zoning

Coleman Boulevard Revitalization Advisory Board (CRAB)

- I. Density
 - a. Residential use
 - i. Current zoning: *Maximum density of residential uses shall be sixteen (16) units per acre, for both independent residential and mixed use developments; except for workforce housing as provided below.*
 - ii. Recommendation: Maximum density of residential uses shall be sixteen (16) units per acre for independent residential development, and twenty (20) units per acre for mixed use development; except for workforce housing as provided below.
 - b. Workforce housing
 - i. Current zoning: *Developments comprising a total area of one-half acre or more in size and providing at least 10% of the total units as workforce housing as defined herein shall be allowed a maximum density of 20 units per acre.*
 - ii. Recommendation: Independent residential developments comprising a total area of one-half acre or more in size and providing at least 10% of the total units as workforce housing as defined herein shall be allowed a maximum density of 20 units per acre. Mixed use developments providing at least 10% of the total units as workforce housing shall be allowed 30 units per acre.

- c. It will still be necessary to aggregate parcels in most cases in order to achieve the densities proposed. However, higher densities may make structured parking more economically feasible. Variation in densities will actually make the area more diverse.

II. Bufferyards

a. Front yard buffer

- i. Current zoning: *For buildings fronting Coleman Boulevard, no understory or shrub plantings are required. However, one four-inch caliper minimum size canopy tree of the species Southern Red Oak, Live Oak, American Beech, or Trident Maple shall be required for each 35 linear feet of road frontage. These may be installed in the planter as required below.*
- ii. Recommendation: For buildings fronting Coleman Boulevard, no understory or shrub plantings are required. However, one four-inch caliper minimum size canopy tree of a species determined by the Town shall be required for each 35 linear feet of road frontage. These may be installed in a planter and may be installed in the public right-of-way, pending SCDOT approval.

III. Curb cuts

a. Curb cuts and building frontage

- i. Current zoning: Currently there are no requirements for building frontage versus curb cuts on Coleman Boulevard. Minimizing the number of curb cuts greatly increases the walkability of the boulevard and makes the street safer for automobiles. A more cohesive, interesting line of retail uses also makes for a better streetscape experience as pedestrians are “pulled” from one storefront to the next.
- ii. Recommendation: Allow one curb cut per parcel per 100 linear feet along Coleman Boulevard; encourage that these access points look “street-like”, not like parking lots. Grant a bonus of 5 units per acre (non-workforce housing) for parcels that develop without curb cuts on Coleman Boulevard thus using shared access or alternate means of egress (perpendicular or parallel streets). Staff and the Design Review Board should carefully evaluate widths, curb radii, and locations of curb cuts during the review process.

IV. Building Height

a. Height

- i. Current zoning: *For buildings fronting on Boulevards streets, the maximum height limit shall be 55 feet, measured from the top of curb to the building eaves; provided all structures shall have a minimum of two floors with a maximum of four floors allowed.*
- ii. Recommendation: For buildings fronting on Boulevards streets, the maximum height limit shall be 55 feet, measured from the top of curb to

the building eaves; provided all structures shall have a minimum of two floors with a maximum of four floors allowed. A minimum overall height of 36 feet is required in all areas. A maximum height to 75 feet measured from the eave will be allowed in specific locations such as at the intersection of Coleman Boulevard and Houston Northcutt, across from Moultrie Middle School, at the Family Dollar site, and at the intersection of Coleman and Chuck Dawley (see Exhibit E). Furthermore, a maximum building height for buildings in the overlay district located within 50 feet of an abutting residential property line or abutting a street right-of-way adjoining residential property outside of the overlay district shall be 40 feet measured to the ridge.

Focus Area #10: Economic Development Incentives

Coleman Boulevard Revitalization Advisory Board (CRAB)

The Coleman Boulevard Revitalization Advisory Board (CRAB) recognizes that a critical component of its efforts will include the creation of a comprehensive economic development plan for Coleman Boulevard. The CRAB recommends the implementation of a range of business incentives and initiatives to retain and expand existing business, attract new business investment and create new development opportunities along Coleman Boulevard.

- I. Retain and expand existing business
 - a. Meet with business owners to discuss ideas and concepts
 - b. Develop initiatives to enhance existing business
- II. Attract new business investment to project area
 - a. Identify business sites and space
 - b. Develop a marketing program to attract new investment
 - c. Implement incentives to secure new investment
- III. Assist in creating new development opportunities
 - a. Meet with property owners and developers to identify opportunities
 - b. Incorporate opportunities into the revitalization plan
 - c. Assist in implementing new development opportunities

Focus Area #11: Construction Mitigation

Coleman Boulevard Revitalization Advisory Board (CRAB)

It is of great importance that the Town takes measures to ensure the economic vitality of Coleman businesses during the construction of public improvements. Mitigating the impacts of improvements to roads, sidewalks, lighting, powerlines, and medians requires a comprehensive strategy that should include the following:

- I. Consultation with City of Charleston as to their experiences with the revitalization of King Street.
- II. The development of a clear phasing plan with defined boundaries that would include specific recommendations to minimize the potential negative effects of construction, to include,
 - a. a construction schedule.
 - b. an access management plan.
 - c. a public information campaign targeted towards affected property/business owners and the general public who travel, shop, and work on Coleman Boulevard daily.
 - d. meetings with affected businesses prior to construction.
- III. The retention of a strong construction management firm with specialty in traffic management.
- IV. The consideration of the impact of special events, such as the Cooper River Bridge Run, that take place concurrently with public improvements.

Focus Area #12: Transportation

Coleman Boulevard Revitalization Advisory Board (CRAB)

Recommendations as to transportation improvements along Coleman and Ben Sawyer Boulevard are being provided by the Town and will be reviewed once available.

EXHIBITS

EXHIBIT A Coleman/Ben Sawyer Plan Area

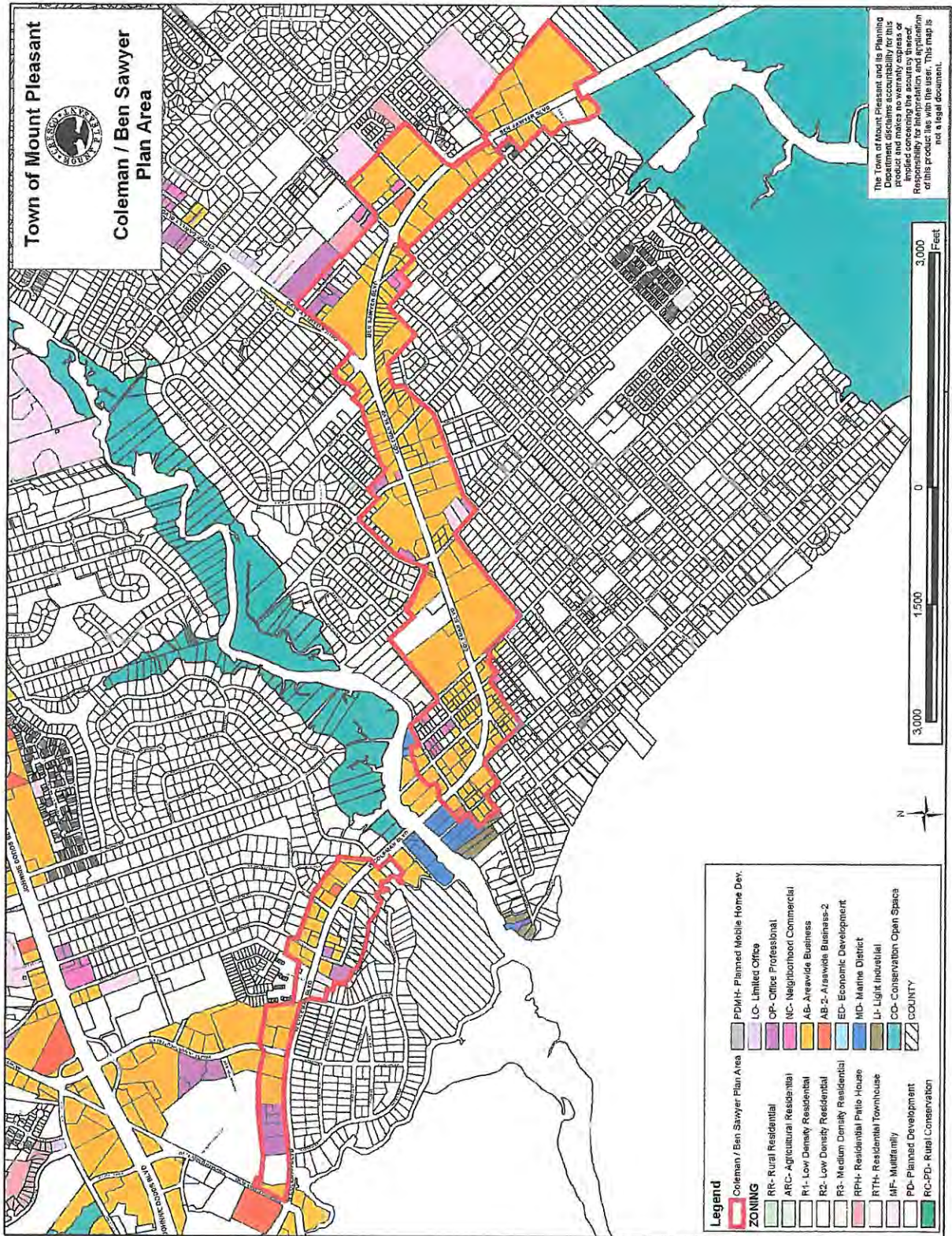


EXHIBIT B

2005 Coleman/ Ben Sawyer Revitalization Plan

Coleman Boulevard – Ben Sawyer Boulevard Revitalization Plan 2005

Final Recommendations



Table of Contents

Purpose.....	Page 1
Zoning Recommendations.....	Page 3
Public Improvements and Goals Recommendations.....	Page 12
Funding of Improvements.....	Page 19
Recommendation for Action.....	Page 20

Attachments

Overlay Zoning District Draft Ordinance

Workforce Housing Draft Ordinance

Purpose

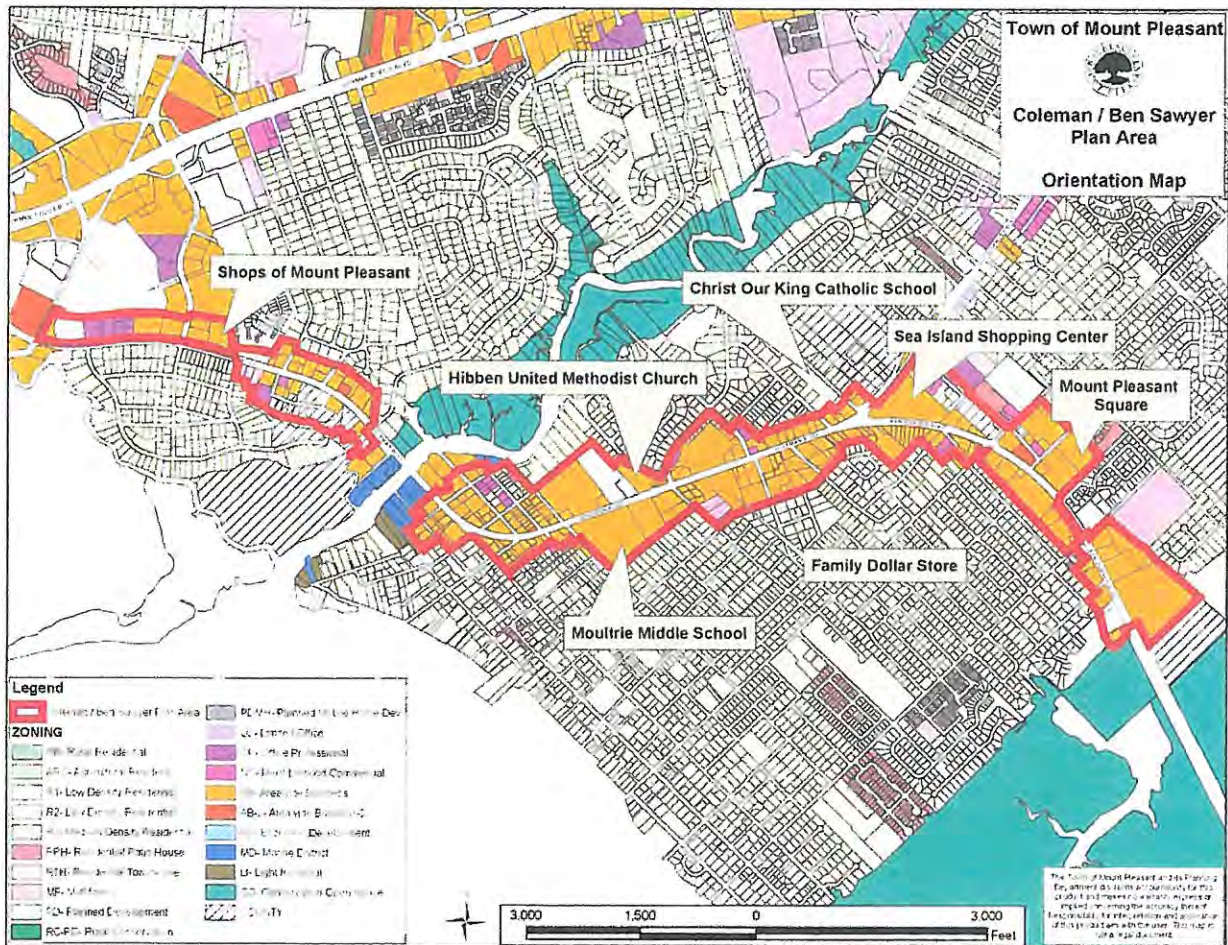
In 1993, the Town of Mount Pleasant adopted a Coleman Boulevard Revitalization Plan. The purpose of this plan was to review the existing conditions along Coleman Boulevard and to develop specific goals which would lead to the revitalization of this area. The 1993 Plan makes recommendations that would allow for accomplishing the goal of creating a town center along Coleman Boulevard. This town center, as outlined in the goals set forth in 1993, should provide a safe and enjoyable environment, reflect the traditions of Mount Pleasant, stimulate the economic health of the area, and promote the significant natural, historical, and cultural amenities of the area.

Thirteen years later, this plan is now being updated. In updating the Coleman Plan, an important consideration is the significant changes that the Town of Mount Pleasant has seen since the original Coleman Plan was adopted in 1993. The population of the Town in 1993 was approximately 35,000. The population has increased today to over 60,000 people, with a substantial amount of growth having occurred well beyond the Coleman Blvd. area extending to the furthest reaches of the Mount Pleasant Planning Area. Also, the Town of Mount Pleasant Comprehensive Plan recognizes an additional commercial “node” at Highway 17 near the Isle of Palms Connector. This commercial node, mostly known as Towne Centre, had not yet been developed at the time the 1993 Plan was adopted. Both of these factors have a significant bearing on how and when Coleman Boulevard might be redeveloped or “revitalized”.

In an effort to encourage redevelopment of the Coleman Boulevard area, the Town should provide development standards that are not viewed as hindrances or obstacles towards redevelopment but instead encourage development in a manner that will lead towards the accomplishment of the goals as outlined in the Coleman Plan. Recognizing that the commercial / mixed use development on Coleman and its proximity to residential uses is distinctive to that area is important in that it provides unique opportunities for more pedestrian activity, locally owned businesses unique to Mount Pleasant, and a mixture of uses – residential / civic / commercial – different from development on Johnnie Dodds and the northern end of Mount Pleasant.

Description of Plan Area

The Plan Area extends from the intersection of West Coleman Boulevard and Magrath Darby Boulevard to the Ben Sawyer Causeway at Simmons Seafood. It includes most properties bordering West Coleman, Coleman, and Ben Sawyer Blvds. as depicted on the map exhibit below. It does not include properties in Bayview Acres or within the Shem Creek Waterfront Overlay District. This represents an expanded plan area as the 1993 Plan was confined to those properties along Coleman Boulevard between Shem Creek and Camellia Drive.



Recommendations

Staff recognizes that in order to achieve a thriving mixed use community, zoning ordinance amendments will be required as well as public improvements. Seeing such, the recommendations have been divided into two sections: **Zoning Recommendations** and **Public Improvement and Goals**

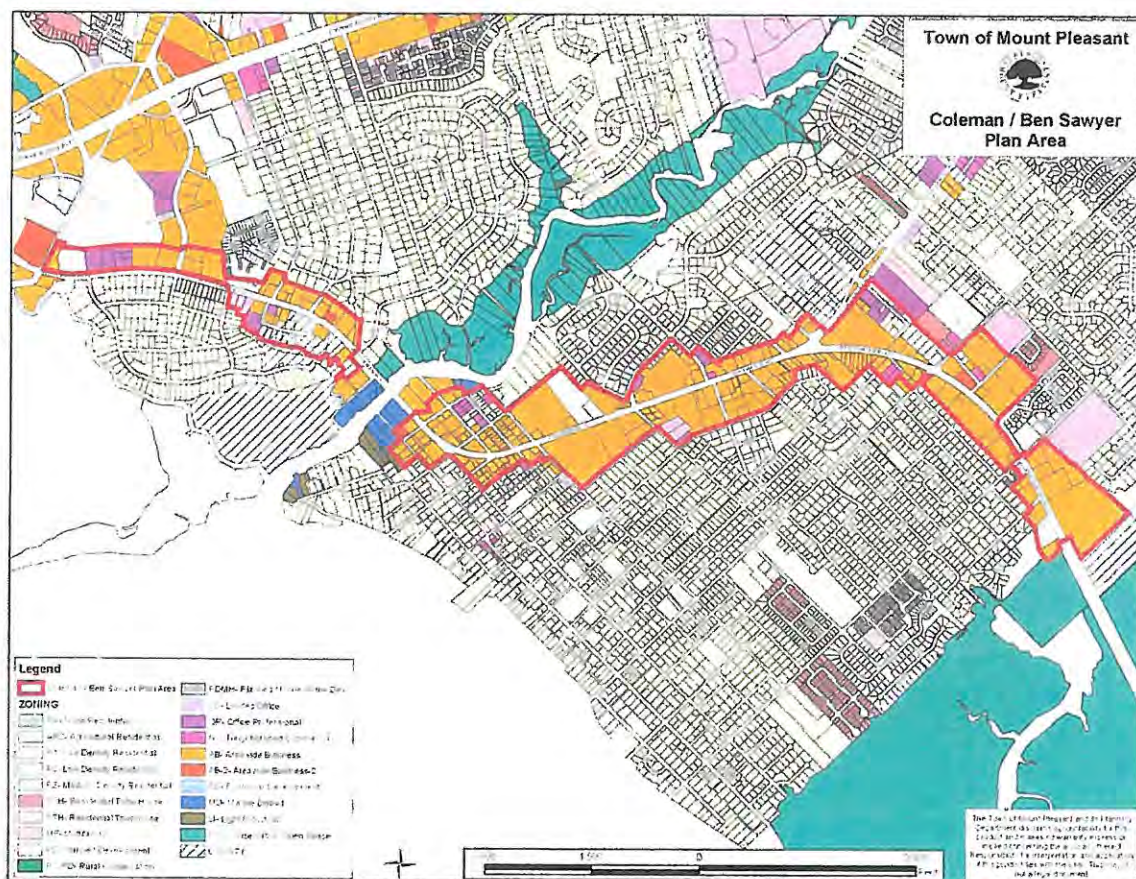
Recommendations. All recommendations represent a culmination of recommendations from the original 1993 Plan, suggestions from the three stakeholder meetings held through late summer and fall, and recommendations from staff.

Zoning Recommendations- *All of the following recommendations would require a public hearing as they would be text amendments to the Code of Ordinances.*

- Create a Coleman / Ben Sawyer Overlay Zoning District
- Revise the Building Permit Allocation Program to allow for exemption of residential developments within the overlay
- Eliminate the Shem Creek Village Overlay District
- Amend the Joint Town / County Highway Corridor Overlay District to remove properties located at the Chuck Dawley and Schirmer intersection which are included in this new overlay
- Amend the Height Plan Map

Create a Coleman / Ben Sawyer Overlay Zoning District

An overlay district should be established that allows for this area to redevelop as a mixed use neighborhood through zoning requirements and incentives. Included in this document is a copy of the proposed Coleman Boulevard - Ben Sawyer Overlay District. An overview of that document is provided here:



- **Allowed Uses-** Mixed uses to include all uses allowed in RTH, MF, LO, NC, OP, and AB. Conditional uses and special exception uses as identified by the underlying zoning district would still apply. The only exception is that outdoor dining shall become a use of right rather than a special exception.
- **Density-** Allowed density would be 16 units per acre unless workforce housing is provided as described below. This is an increase over the 8.6/ acre currently allowed in MF and 12/ acre allowed in NC and AB.
- **Height-** A proposed height map is included below. It illustrates where 50 feet is currently allowed, as well as those areas recommended for an increase. For selected areas along Coleman and Ben Sawyer, a height of 55 feet measured from eave height would be allowed. Roofs may project above 55 feet, but the area above the 55 feet could not be used for human occupancy. Where 50 feet is currently allowed on the Official Zoning Map, staff would recommend increasing the height to 55 feet as described above. There will be a 2-story minimum required and a 4-story maximum allowed in the 55 foot height zone. Selected areas or portions of properties closer to Shem Creek, existing residential areas, or the Historic District would be limited to 40 feet measured to the highest point of the building, not eave height. These structures would be limited to a maximum of 3 stories.



- **Workforce Housing-** A bonus density of 20 units per acre will be allowed for any development that provides at least 10% workforce housing. By requiring that these workforce housing units be incorporated into the development, the units will become integrated with the rest of the development rather than isolated groupings of “low income” housing. These units may be either rentals or owner occupied. Units would be deed restricted for a period of ten years. An attachment has been provided that includes the formulas used for calculating sales prices and rental rates based on current interest rates, etc. Attachments have also been provided based on the proposed formulas with estimated sales prices and rental fees. The assumption is that most units in this area would likely be efficiencies or 1- or 2-bedroom units. It would be required that the developer provide a mixture of unit types.
- **Activity Zone-** The proposed ordinance allows for what is referred to as an activity zone. The area for the activity zone will be a designated area along Coleman Boulevard where certain activities would be allowed. These activities would include street side dining and outdoor display of merchandise. This street activity would serve as an attraction and would be an integral part of a vibrant mixed use community.



No space for an activity zone

Successful activity zone



- **Mixture of Uses-** Staff recognizes that retail and restaurant type uses as opposed to office uses create more activity. Seeing such, it is appropriate to recommend that 60% of all first floor business fronting on Coleman should be required to be retail / restaurant. This would only apply to properties in the area from Live Oak Drive to Sea Island Shopping Center and to lots that have a minimum lot frontage on Coleman of 100 linear feet or greater. This requirement would prevent the area from becoming dominated by office uses and better create the diverse environment needed for success towards revitalization.

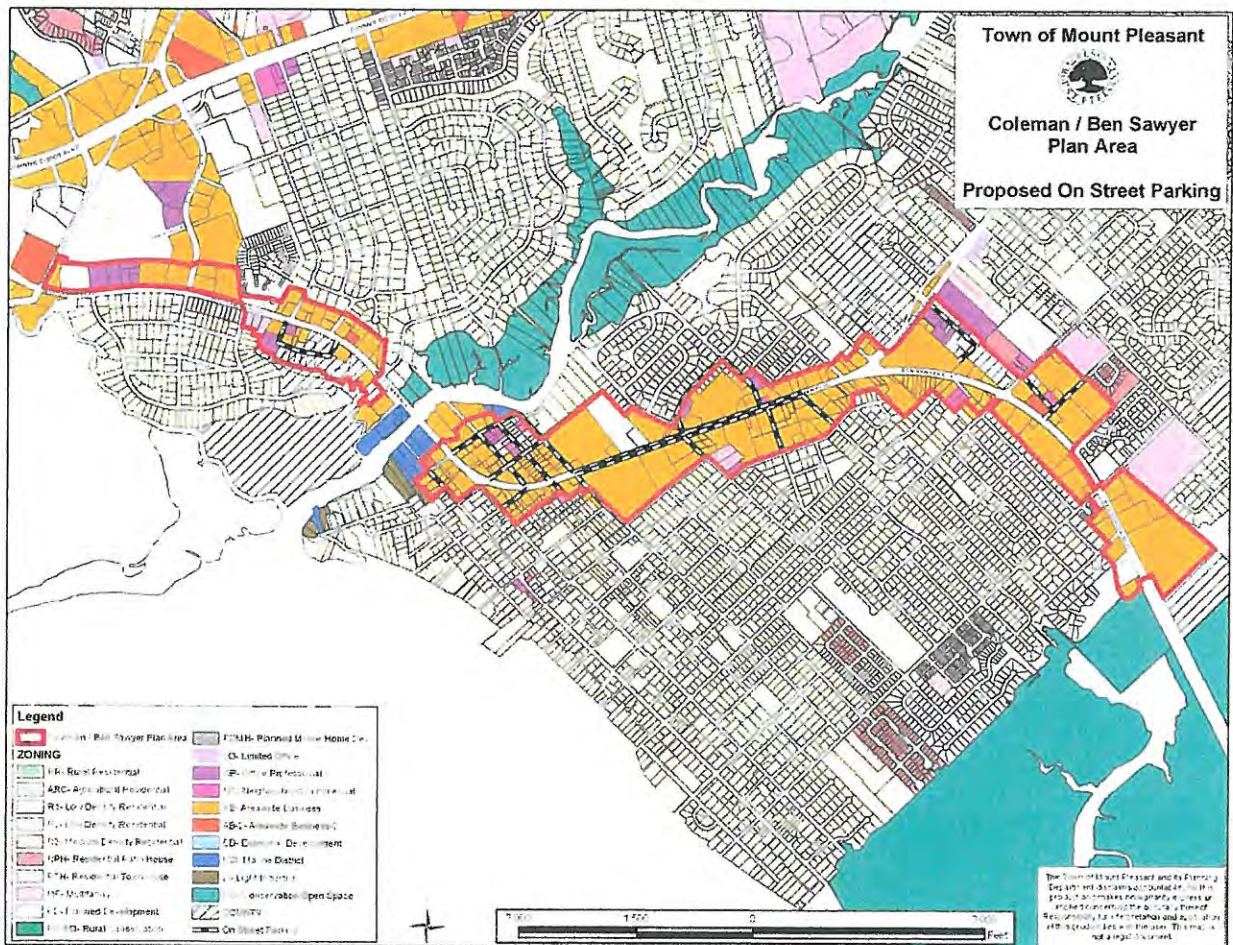


Single use area with closed windows

Pedestrian-friendly mixed use development

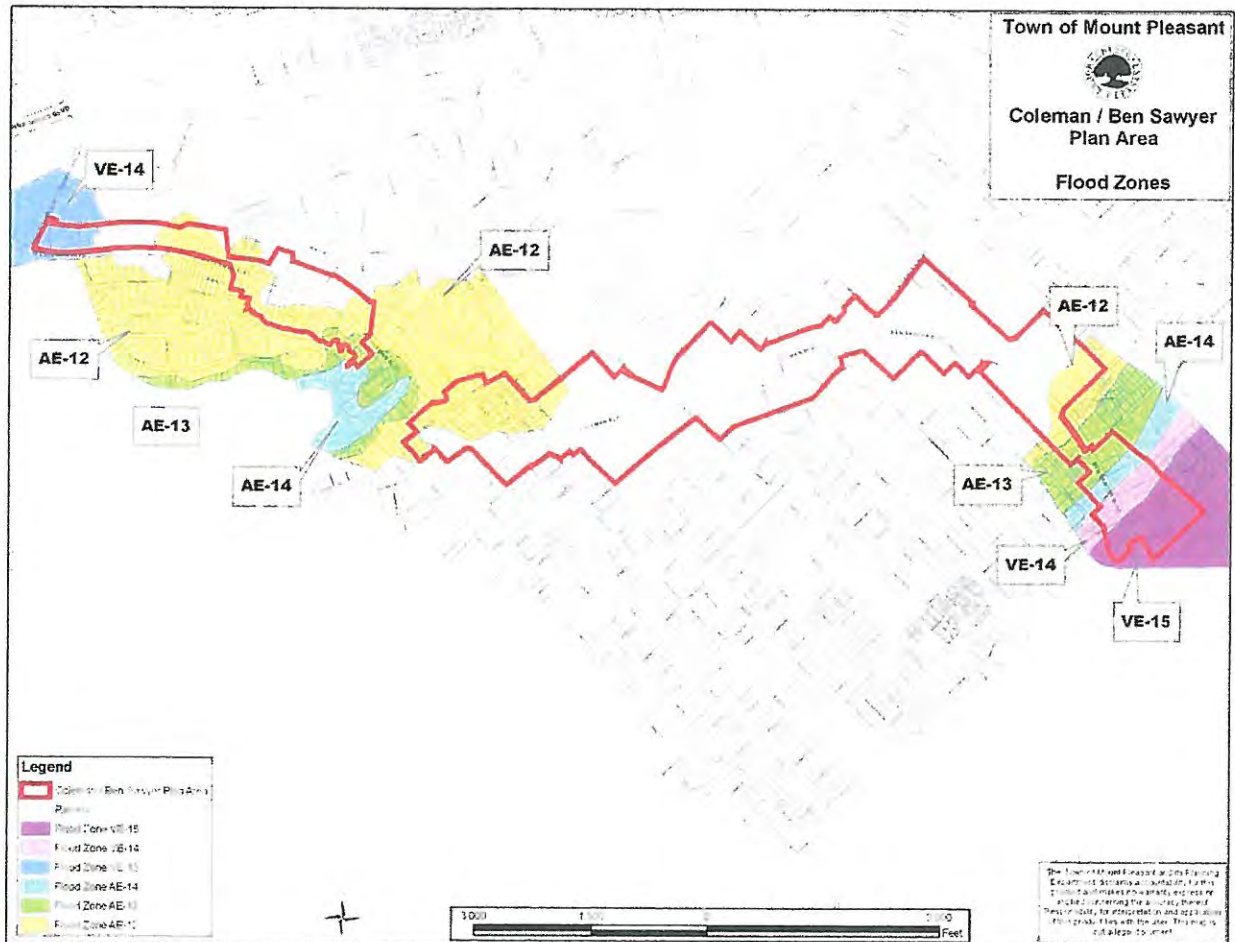


- **Parking-** Shared parking and on street parking will be required. An exhibit map illustrating where on street parking would be allowed / required is included below. On street parking along Coleman Boulevard will not be required at this point. Further research should be done to investigate the feasibility of such.



On street parking with street print

- **Flood Zones-** Buildings located within "A" flood zones should be required to flood proof buildings. This allows for the buildings to remain at street level providing for greater pedestrian accessibility. Leniency could be considered towards developments where the topography / elevation makes such less feasible.



○ **Additional recommendations include:**

- 20 foot “build to line” along Coleman / Ben Sawyer for all buildings, to be measured from the back of curb. There would be an exception to this for civic uses such as schools and churches.
- 10 foot wide sidewalks required to abut building face on all front streets, 5 feet for side and rear streets
- Wider awnings
- Street furniture and planter boxes required

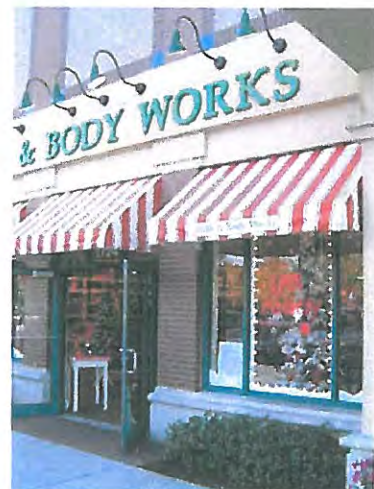


Wide sidewalks and planter boxes

- Larger canopy trees will be required, but no understory required
- Display windows may not be blocked or screened on street level



Street level windows closed with no displays



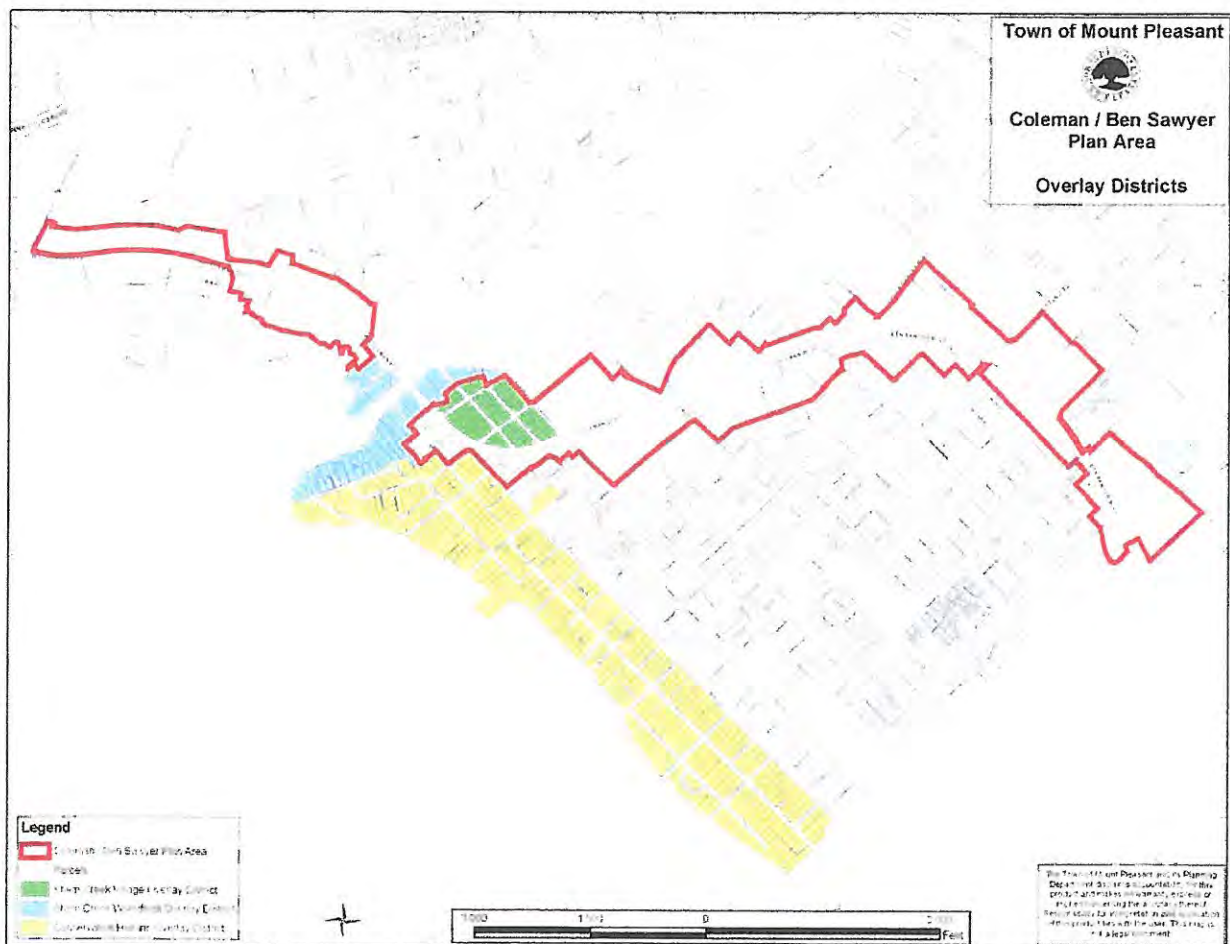
Vibrant window displays

Revise the Building Permit Allocation Program to allow for exemption of residential developments within the overlay

In an effort to encourage redevelopment of the Coleman / Ben Sawyer area, staff would recommend exempting new residential development within this overlay area from the BPA program. The intention of this exemption would be to further promote infill and redevelopment. The residential component is key to the success of a mixed use community.

Eliminate the Shem Creek Village Overlay District

The requirements found within the new Coleman / Ben Sawyer Overlay District essentially eliminate the need for this overlay. The proposed overlay will provide more incentives for redevelopment and also more guidance for the Commercial Design Review Board.



Amend the Joint Town / County Highway Corridor Overlay District to remove properties located at the Chuck Dawley and Schirmer intersection which are included in this new overlay

Considering the recommended buffer requirements, etc. found within the Coleman / Ben Sawyer Overlay, it would be most appropriate to remove those properties located along the east side of Chuck Dawley at Schirmer Avenue from the requirements of the Town / County Overlay. A minimal number of properties would be affected and this effort would be coordinated with Charleston County Planning Department.

Amend the Height Plan Map

The Official Height Plan Map should be amended to reflect the proposed increased heights as outlined in the proposed overlay.

All of the zoning recommendations relate to one another in that the success of one is dependent upon the implementation of another. For example, the proposed requirement for 60% retail / restaurant uses on the ground floor for portions of Coleman Boulevard will have a direct impact on whether or not an activity zone is also successful. A street section dominated by office uses would lessen the success of such thus lessening pedestrian traffic. The same can be said for greater height and increased residential densities (greater height = ability to achieve density = more people = more activity = successful mixed use). The goal is to allow the Coleman / Ben Sawyer area to successfully develop into a dynamic, vibrant mixed use community.

Public Improvement and Goals Recommendations

Staff recognizes that zoning amendments are only one element of a successful revitalization plan. A commitment towards public improvements would also be necessary for this plan to be successful. Recommendations are listed below.

- **Develop a Master Design Plan:**

Staff would recommend hiring a consultant to assist in developing a master plan for Coleman Boulevard. This plan would include on street parking on Coleman Boulevard, intersection improvements such as a roundabout at Chuck Dawley, mast arms, crosswalks, a street lighting plan, public parking plan, etc. Further descriptions of some of the elements to be included in a master design plan are listed below. This plan would become a great tool in that it could be used in conjunction with grant submittals for public improvements along the corridor, towards planning efforts, and a guide to property owners and developers. It could also be useful to the Commercial Design Review Board as they review projects.

- **Chuck Dawley Roundabout:**

In one of stakeholder meetings, it was recognized that improvements should be made to this intersection especially as it relates to pedestrians and also the ability to safely merge from Chuck Dawley onto Coleman. Considering that one of the main elements to a successful mixed use community is pedestrian activities, consideration should be given towards improvements to this very wide, very pedestrian “unfriendly” intersection. Also, as drivers approach Coleman from Chuck Dawley, they often have to completely turn around to check for oncoming cars. This can become a safety issue. It was suggested that a roundabout might be a solution to these problems. An aerial photo of this intersection is included as an attachment. Estimated Construction Cost = \$800,000 to \$1,200,000 (not including ROW acquisition)





Chuck Dawley Intersection

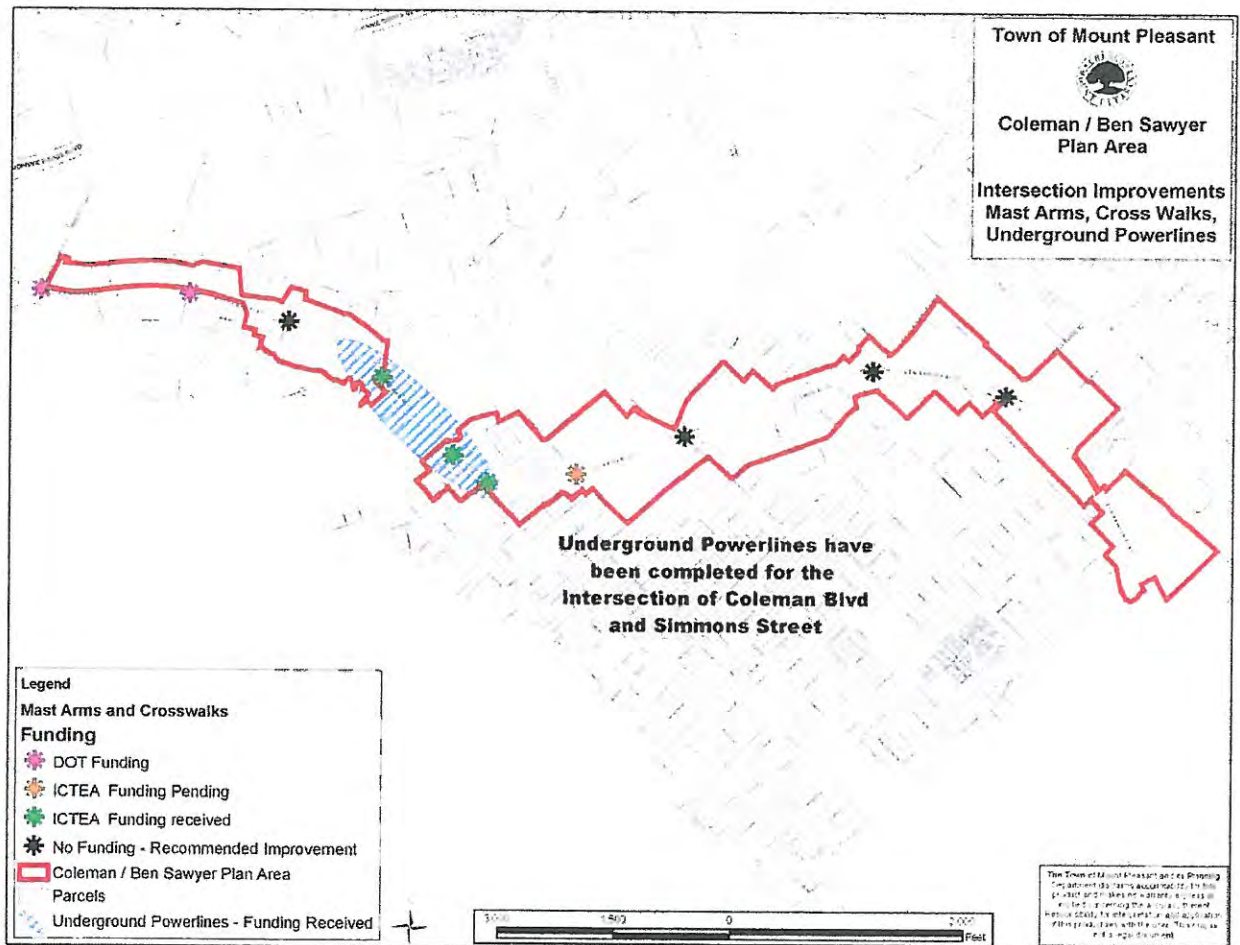
- **Public Parking:**

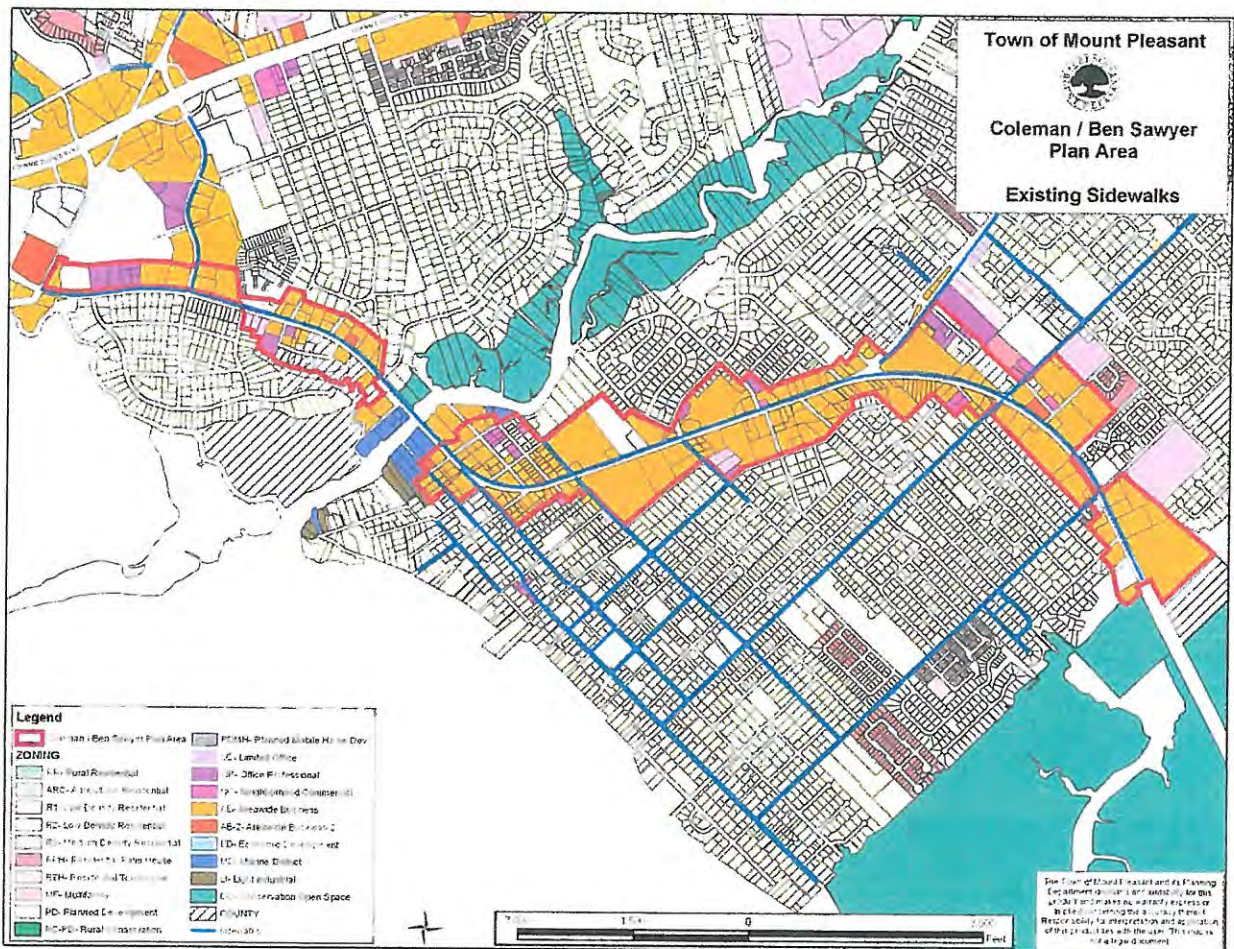
On Street- Though the zoning recommendations of this plan include a requirement of on street parking to be installed by developers, there may be some instances when the Town should be responsible for installation of on street parking spaces – such as near Moultrie Middle School.

Public Parking Garage- The Town should pursue or perhaps coordinate with a developer to find the appropriate location to construct a public parking garage. This would be especially useful in the areas between Shem Creek and Camellia Drive.

- **Public Street Side Improvements:** (*note: the included map illustrates currently funded intersection improvements and those with no funding*)

- *Crosswalks-* Street print- \$8/ square foot at 1500 square feet per intersection on Coleman- 4 intersections are unfunded and additional crosswalks would likely be needed in other areas
- *Mast Arms-* (4 intersections unfunded) Estimated Cost- \$150,000 per intersection
- *Underground Powerlines-* Estimated Cost of \$1,000,000 per mile
- *Street Benches-* Estimated Cost- \$1,000 per bench (as is recommended in the zoning section, developers should be responsible for the installation of a certain portion of these, but in order to ensure installation, uniformity, and maintenance, the Town should also be responsible).
- *Sidewalks-* Many of the existing side streets are missing sidewalk connections or are in need of improvement. An exhibit map of existing sidewalks is included.
- *Lighting-* The Town should coordinate with SCE&G to develop a master lighting plan to include decorative street lighting. Estimated Cost unknown
- *Street Trees-* Assuming 4 inch live oaks- Estimated Cost- \$650-700 per tree
- *Median Landscaping-* Estimated Cost not including demo or curb work- \$5000 per 100 linear feet of a 9 foot wide area





- **Shem Creek Pedestrian Access:**

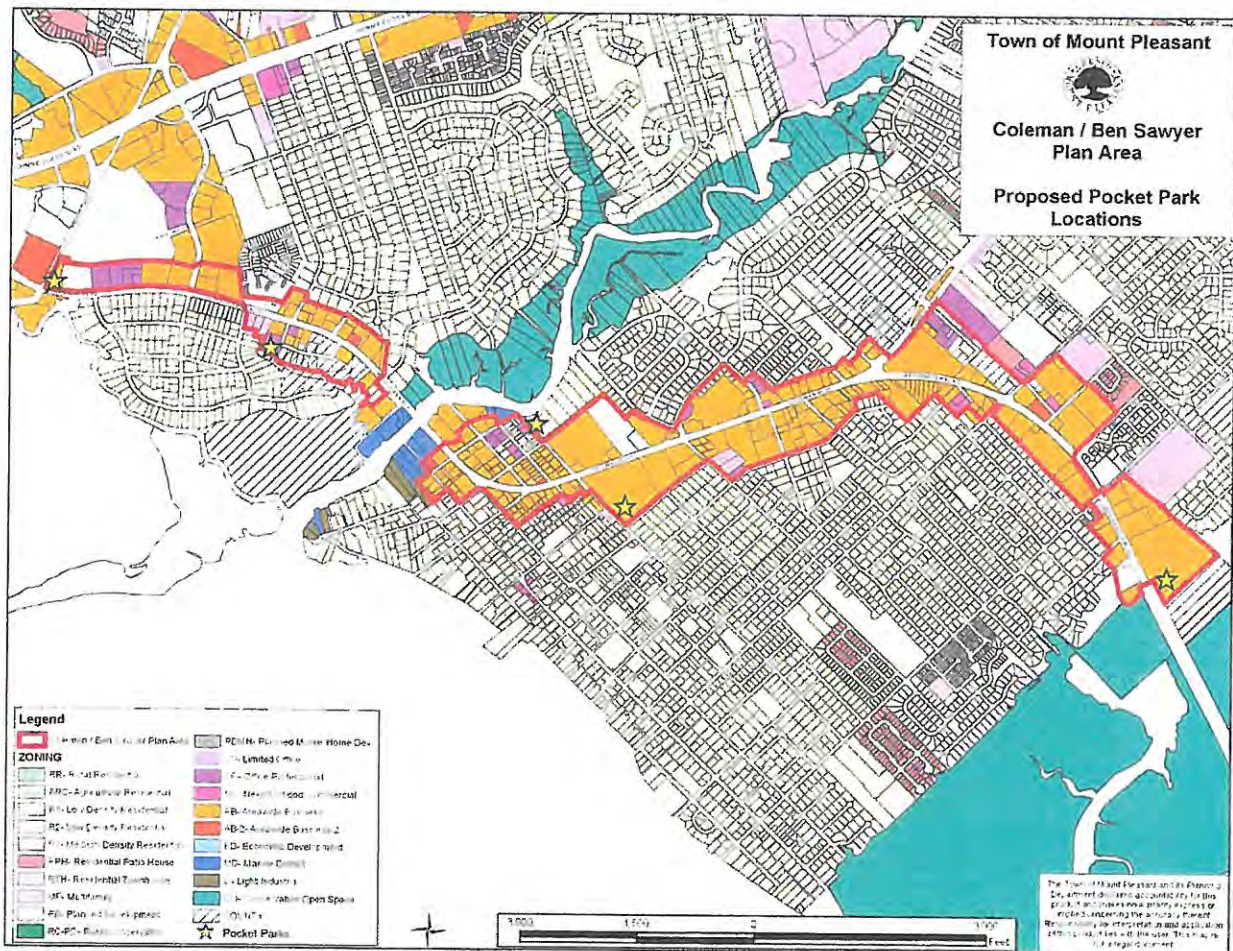
Staff strongly recommends improvements to the Shem Creek Bridge that would allow for greater pedestrian and bicycle access. A number of people travel this route by foot or bike on a daily basis, especially now that the new Ravenel Bridge is open for pedestrian and bicycle traffic. Also, this is probably one of the most photographed sites in the area. Providing safer access is essential and would further encourage people to walk as opposed to using their cars. Estimated Cost unknown.



Shem Creek Bridge

- **Pocket Parks:**

The Town should pursue the development of pocket parks within the plan area or within close proximity. Pedestrian connections accessing these parks should be provided. Parks should also include amenities such as benches and picnic areas. Acquisition of properties or partnerships with property owners will be necessary. An exhibit map showing a few potential locations is attached. Other opportunities may become apparent through redevelopment.



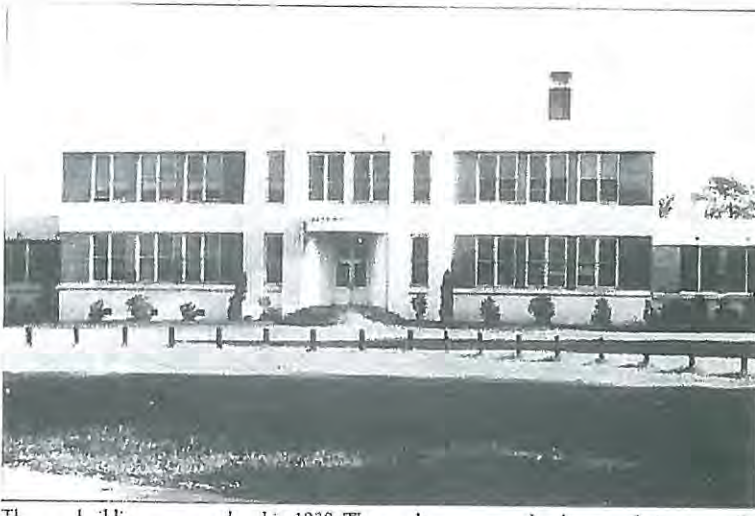
Moultrie Middle School:

The Moultrie Middle School site is a focal point on Coleman Boulevard. Located at the center of the Coleman Revitalization Plan area, this site serves not only as a school but also hosts a number of recreation activities and other civic uses, most notably the Farmers Market. The Charleston County School District (CCSD) plans to rebuild a new school at this site beginning in Fall 2006. The involvement of the Town of Mount Pleasant in the design of the new building as well as the site is crucial as this school serves as a cornerstone on Coleman Boulevard. It is a highly visible site that serves multiple purposes. The school should be rebuilt / redeveloped in a manner that allows it to blend with the mixed use environment surrounding it and that invites and encourages pedestrian activity and civic uses.

In rebuilding the school at this location, CCSD will be required to submit building and site plans to the Town's Commercial Design Review Board for approval. Strong consideration should be given towards a 2-story school similar in structure and detail to the old Mount Pleasant Academy which was built in 1938 at this same location or the new Bishop England High School on Daniel Island. The building and site should convey a sense of community and history unique to Mount Pleasant and Coleman Boulevard. As a matter of information, Bishop England currently has the same approximate attendance as Moultrie Middle School with about 800 students. Photographs of both are included below.

The Town desires to continue a partnership with CCSD that would allow for joint uses on the property to include civic uses such as the Farmers Market or recreational uses on the ball fields. Retention of a civic lawn is critical. The Town should coordinate further with CCSD to construct a permanent facility to be used for events such as the Farmers Market and Christmas events. Construction of such could be a shared cost. An open air covered facility would allow for greater options during inclement weather and provide shade from the heat. On a weekly basis, approximately 1,000 people visit the Farmers Market. Enhancements or improvements including a permanent facility, improved parking, and improved access will only stand to increase this attendance and should be included into the redevelopment of this site.

The Town may consider as part of the Master Design Plan and the redevelopment of Moultrie Middle hiring a traffic consultant to assist in developing a plan for access and transportation for the school.



Mount Pleasant Academy, 1938

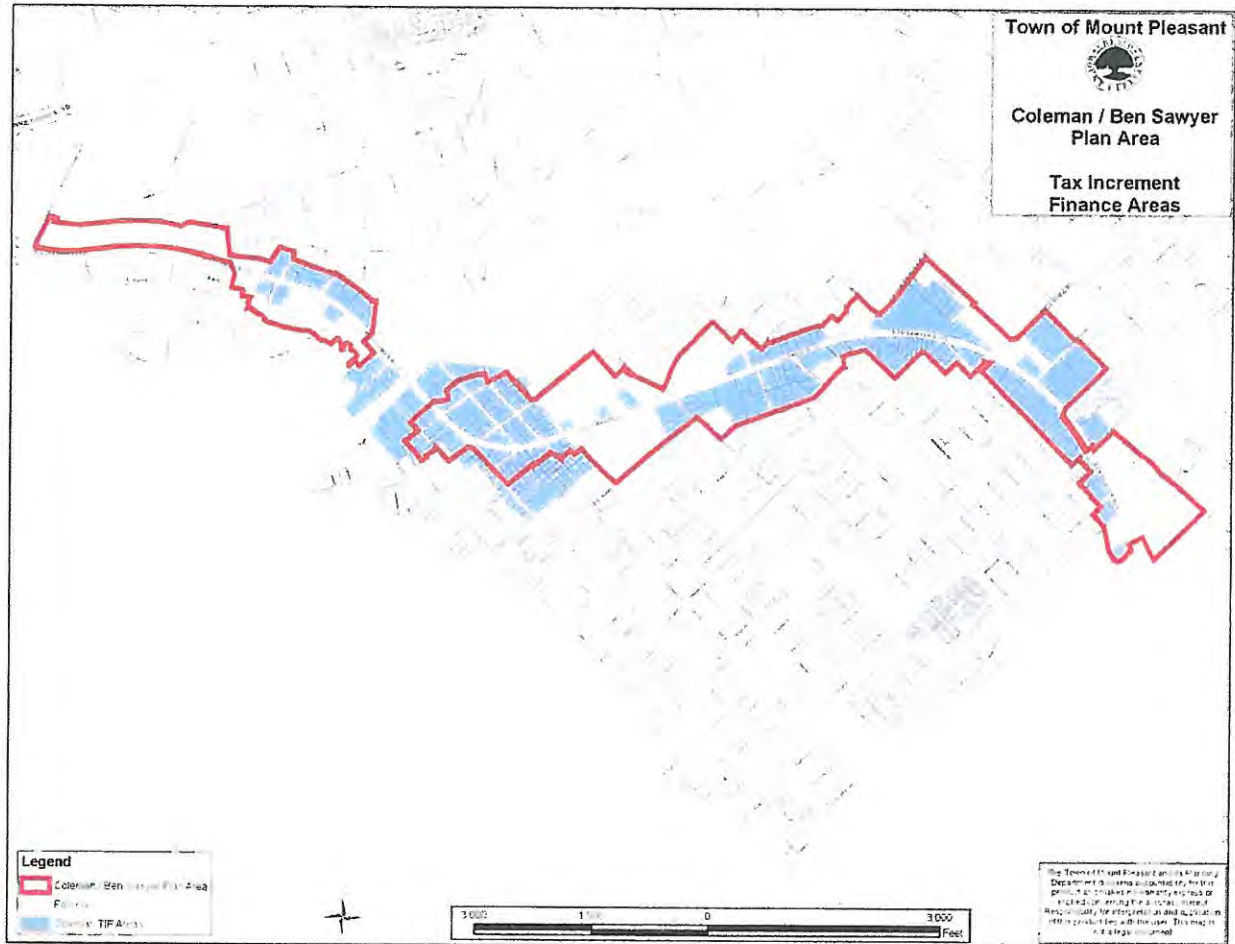


Bishop England High School,
Daniel Island

Funding of Improvements

All recommendations listed above would be eligible for funding through the Tax Increment Financing funds. Currently, there is \$500,000 set aside through TIF funds specifically for Coleman Boulevard. If a master plan were developed that incorporates all of the elements listed above, additional funds would be needed. Options for additional funding include:

- **Tax Increment Financing-** Town Council could appropriate additional TIF funds to be used for improvements to Coleman and Ben Sawyer. As noted earlier, all elements listed would be eligible for TIF funds.
- **Municipal Improvement District-** The Town could establish a MID for the Coleman Plan area. The City of Charleston implemented one for King Street. Establishing a MID for the entire area could be potentially tedious and difficult to coordinate. If this method of funding were to be pursued, then it would likely be best to select certain portions of the area where there are willing property owners who would directly benefit from the improvements. As a note, residential may not be included in the MID. Though this method of funding is possible, it may not be the most desirable due to the complicated nature.
- **Accommodations / Hospitality Tax-** There is a minimal amount of money available from either of these sources. Using either accommodations or hospitality tax is likely best as a match to any grant that the Town might pursue towards any public improvements.
- **Grant Funding-** The Town has always been very successful in pursuing grant funding towards public improvement projects. As noted above, monetary or in kind matches are typically required.



Other Goals

- **Annexation-** There are several properties within the plan area that are still unincorporated. These properties are located at Broadway Street and Peach Orchard Plaza and also at the intersection of Rifle Range Road and Ben Sawyer. The Town should aggressively pursue annexation of these properties. Higher densities, relief from the BPAP, and greater height could be presented to these property owners as incentives towards annexation.

Recommendation for Action

Recognizing the recommended public improvements may require a substantial financial commitment on the part of the Town of Mount Pleasant and that the recommendation to hire a consultant to assist in the design / redesign of Coleman Boulevard will require a commitment of time, staff would recommend moving forward with the zoning aspect of this plan (as the Planning Committee sees fit). The public improvement recommendations likely will require further consideration as these types of commitments involve time and money.

EXHIBIT C

Conceptual Plan Presented by Seamon, Whiteside, and Associates

coleman boulevard revitalization master plan presentation of charrette efforts

**seamon, whiteside & associates, inc
pb placemaking
parsons brinckerhoff**

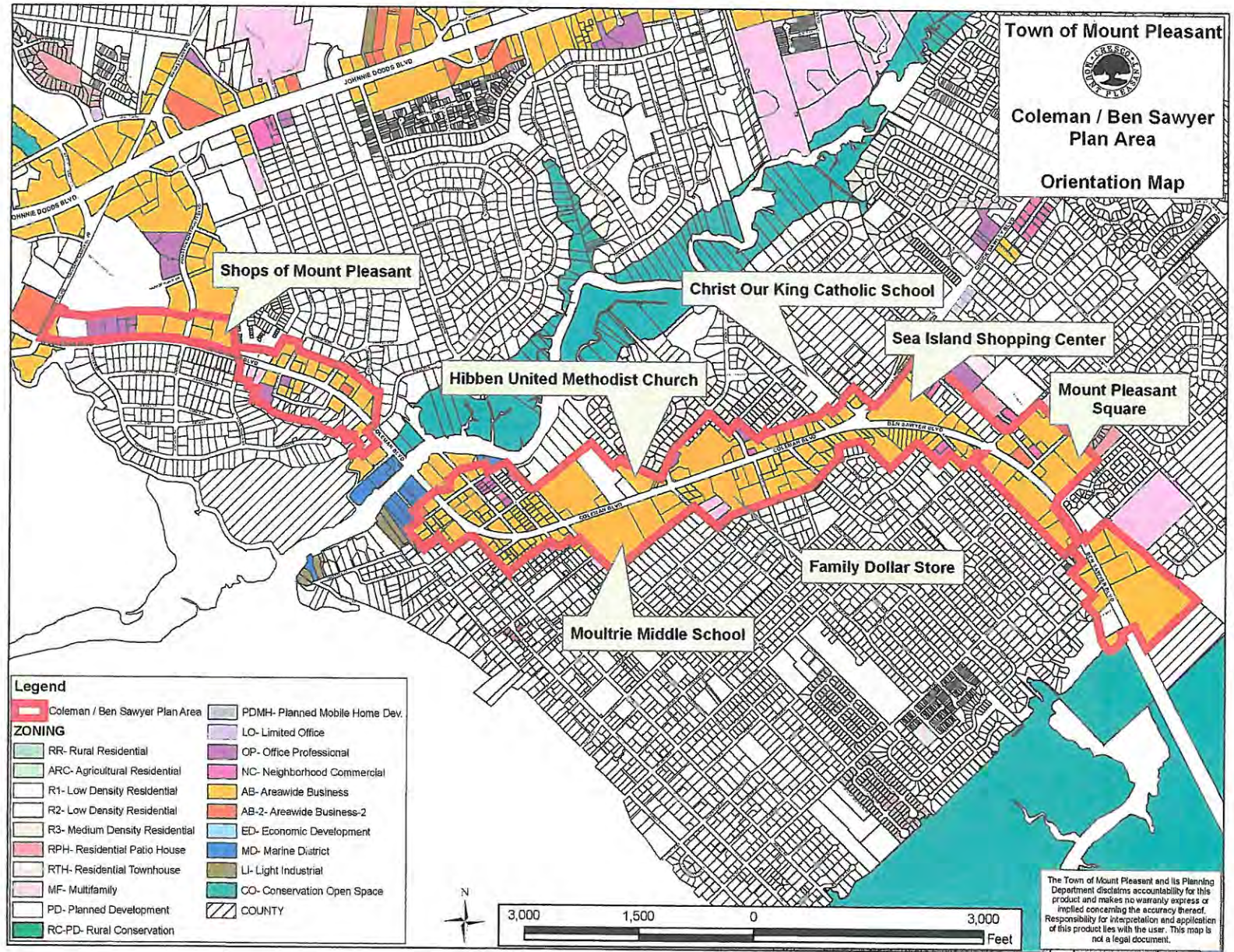
august 10, 2006



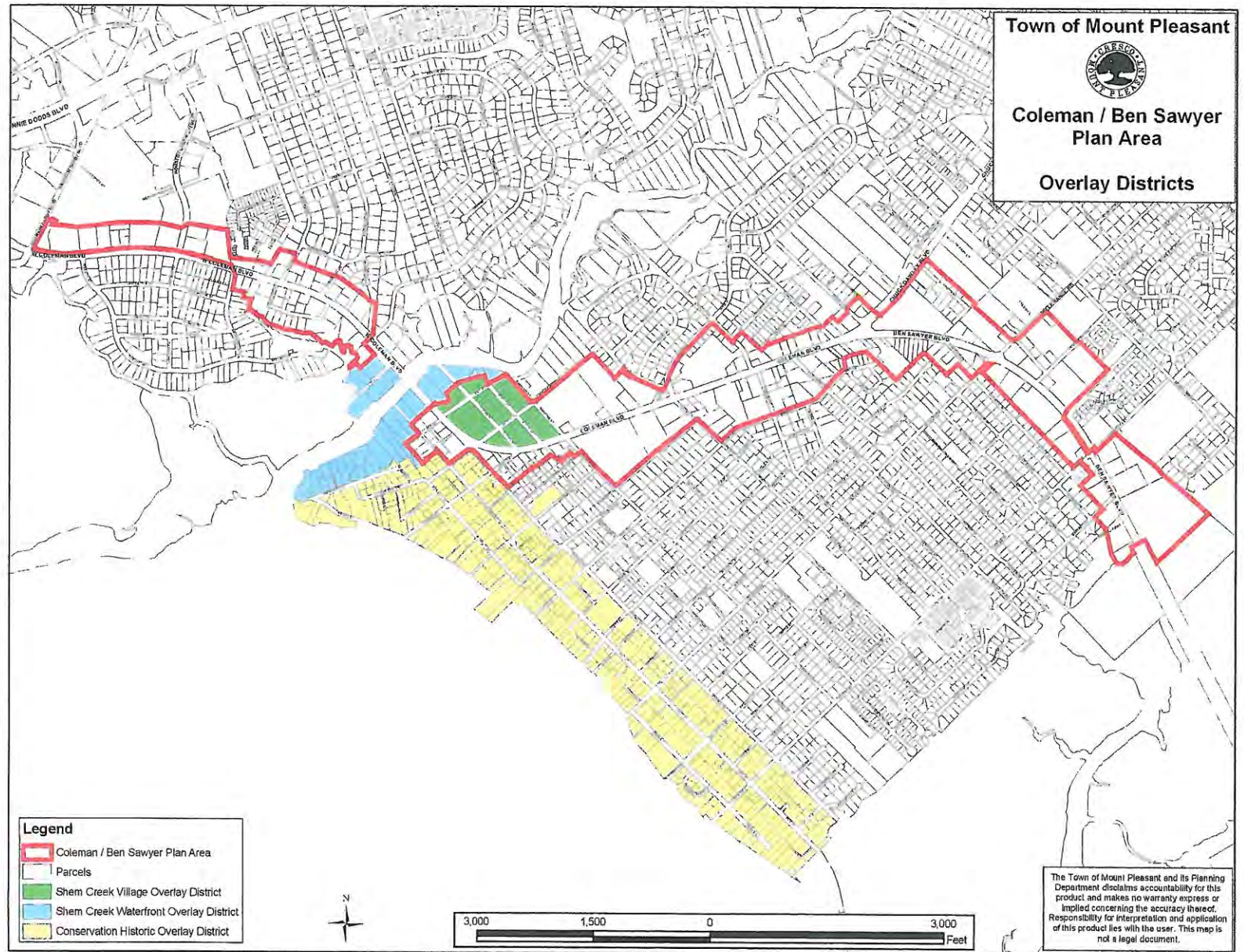


beginning

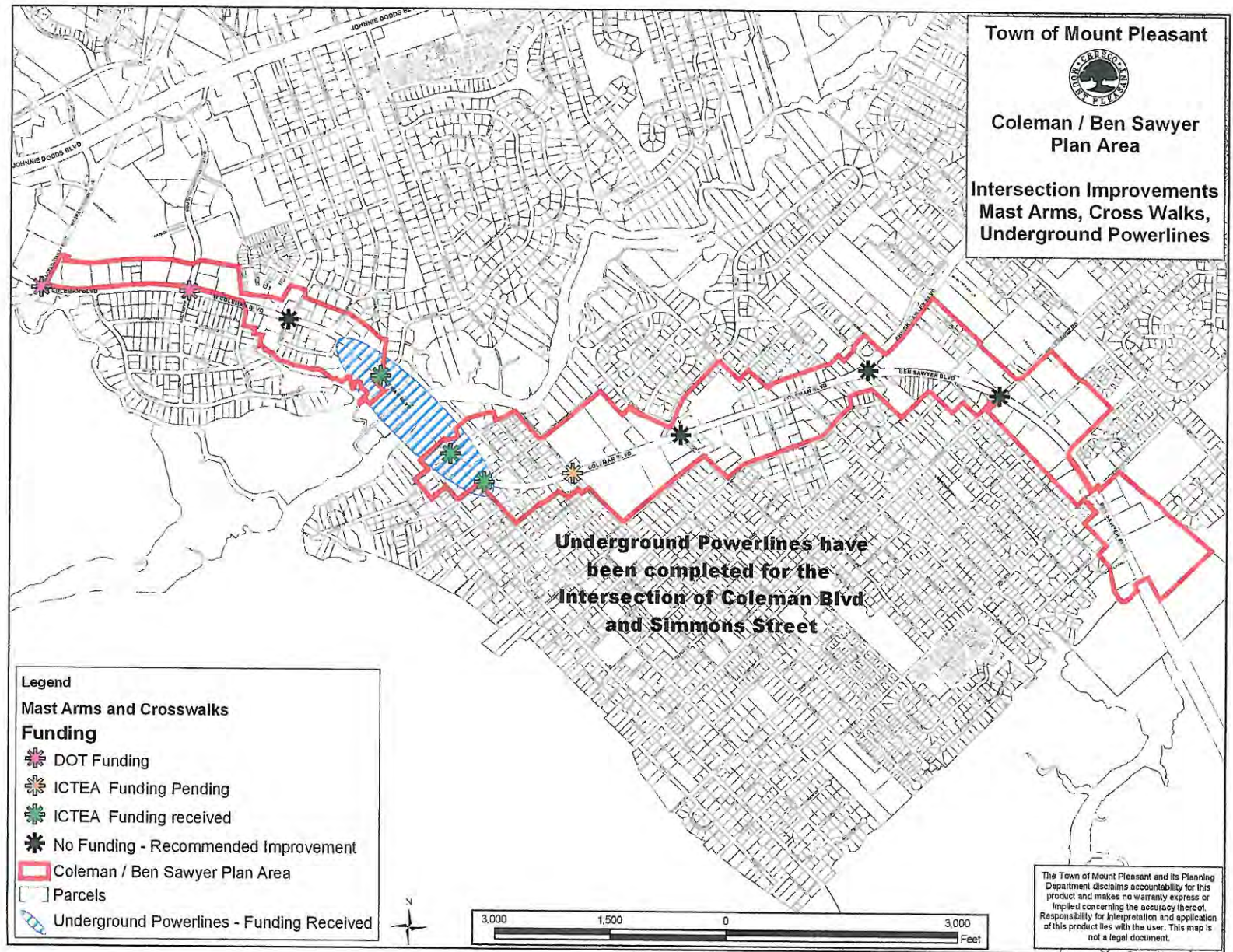
coleman boulevard



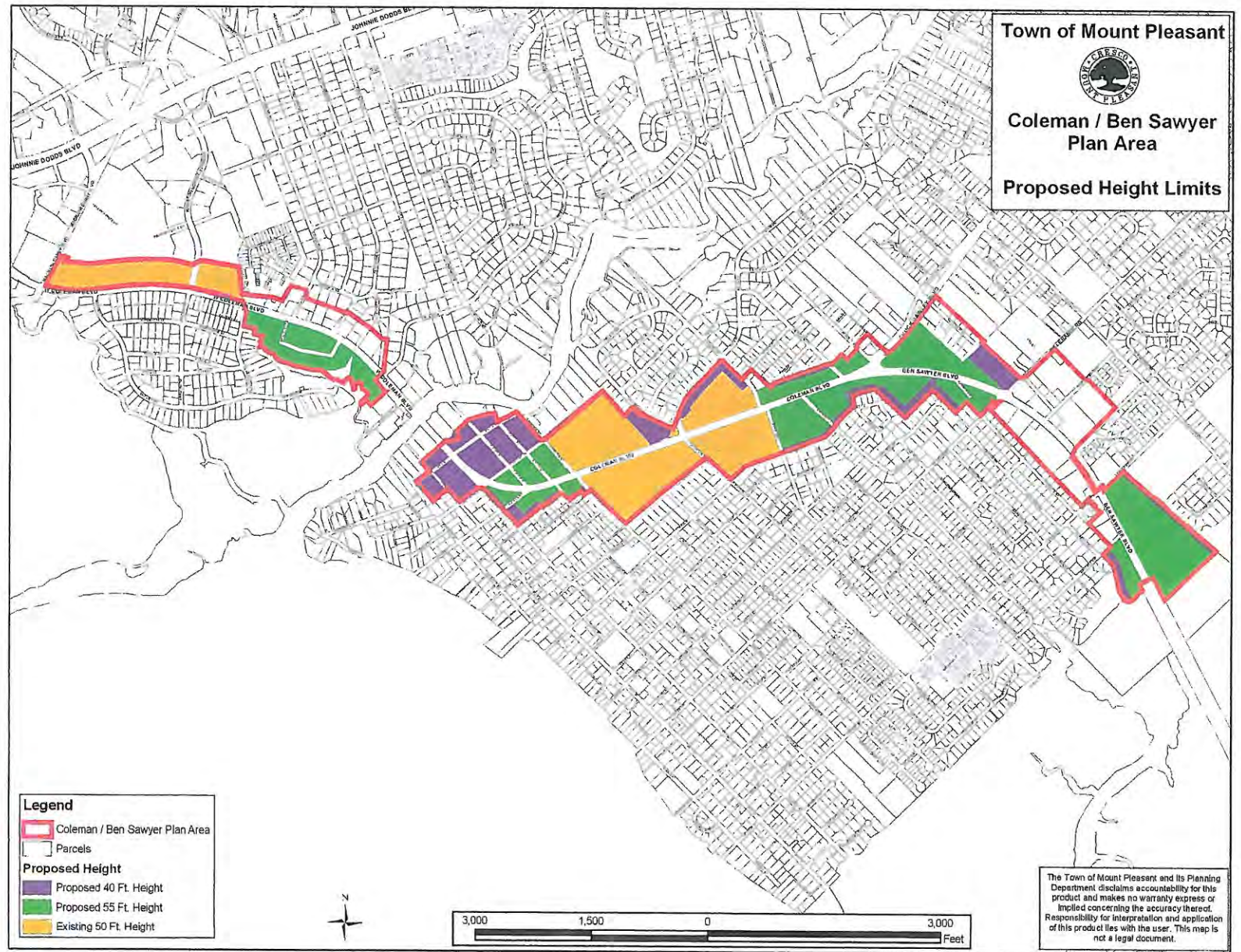
coleman boulevard



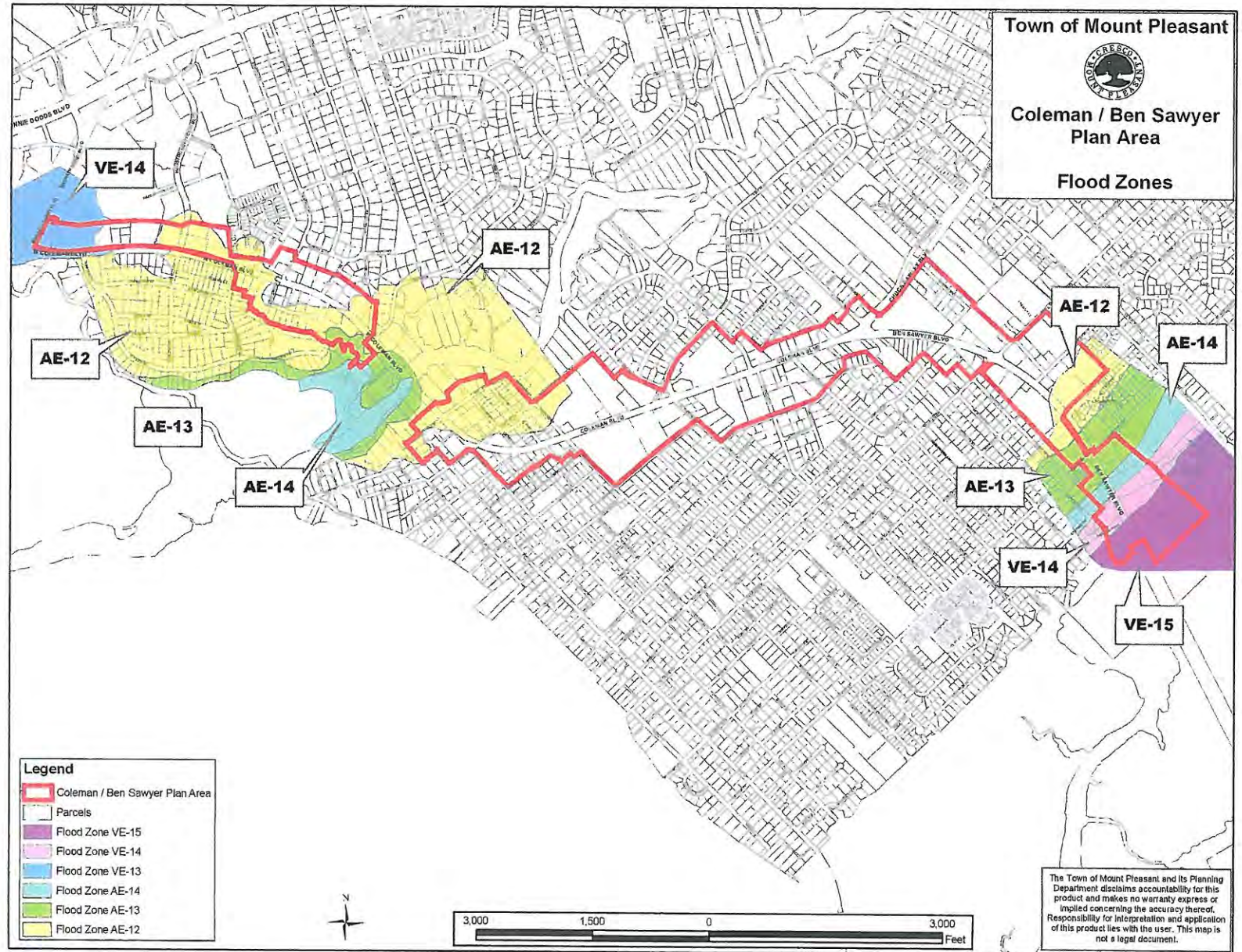
coleman boulevard



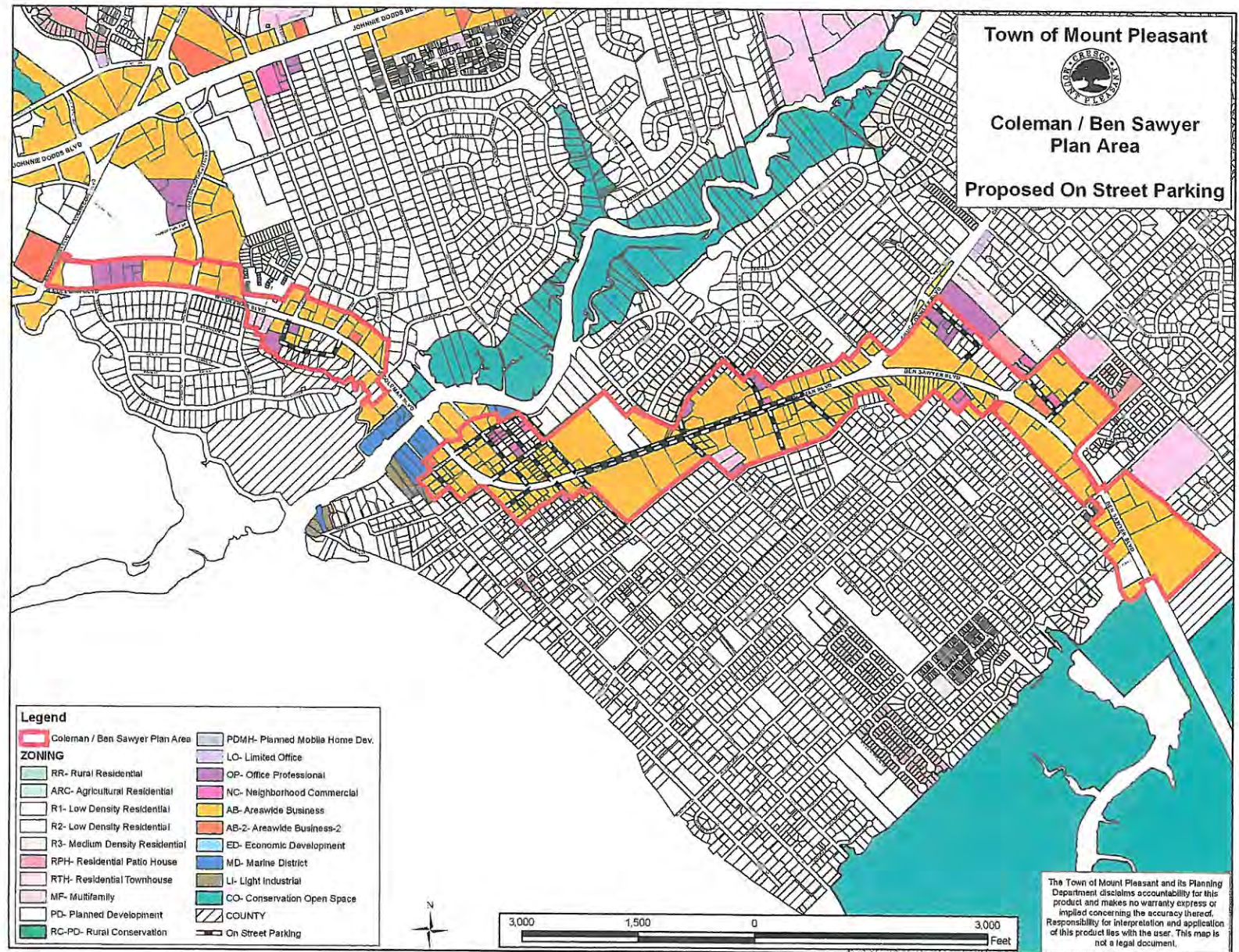
coleman boulevard



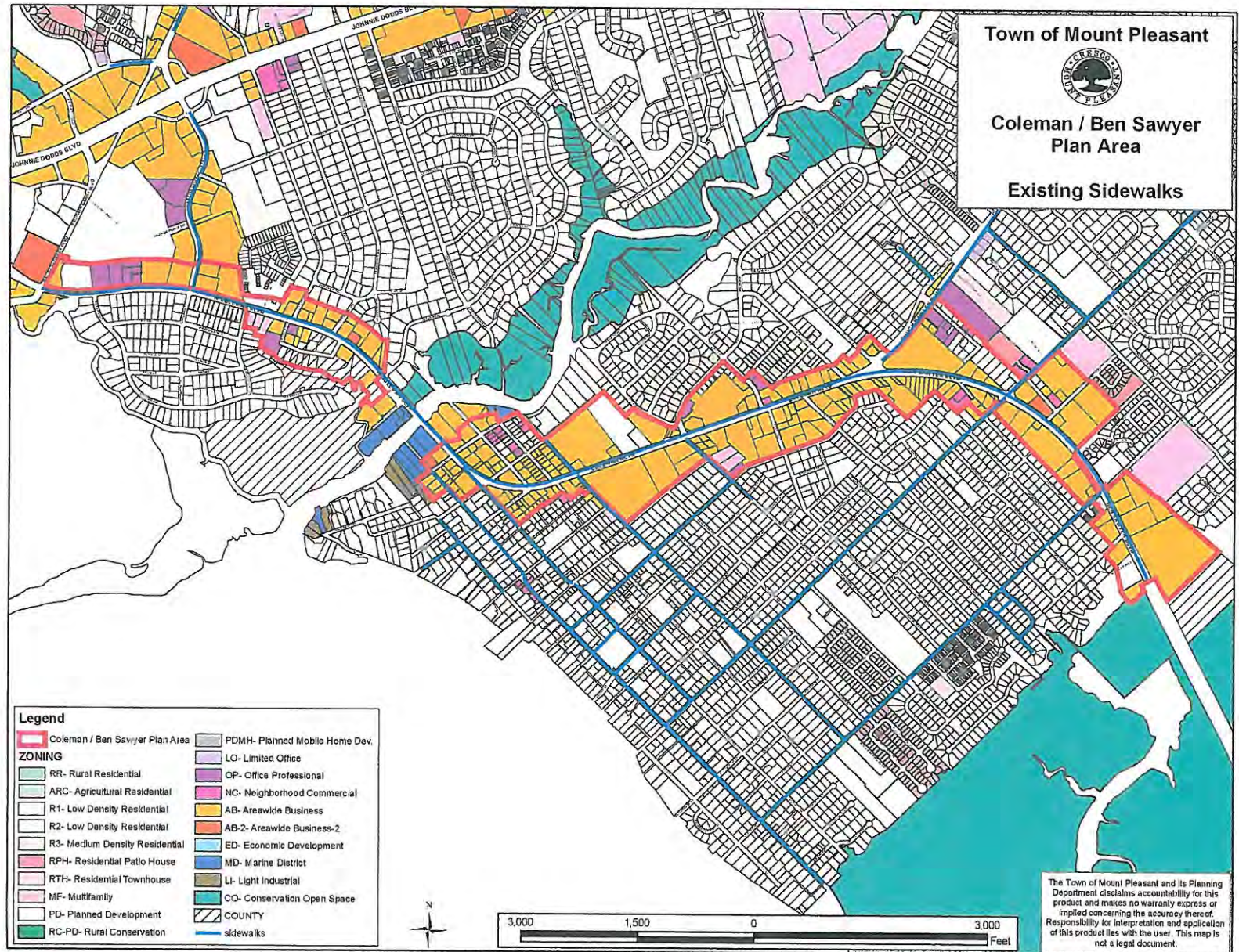
coleman boulevard



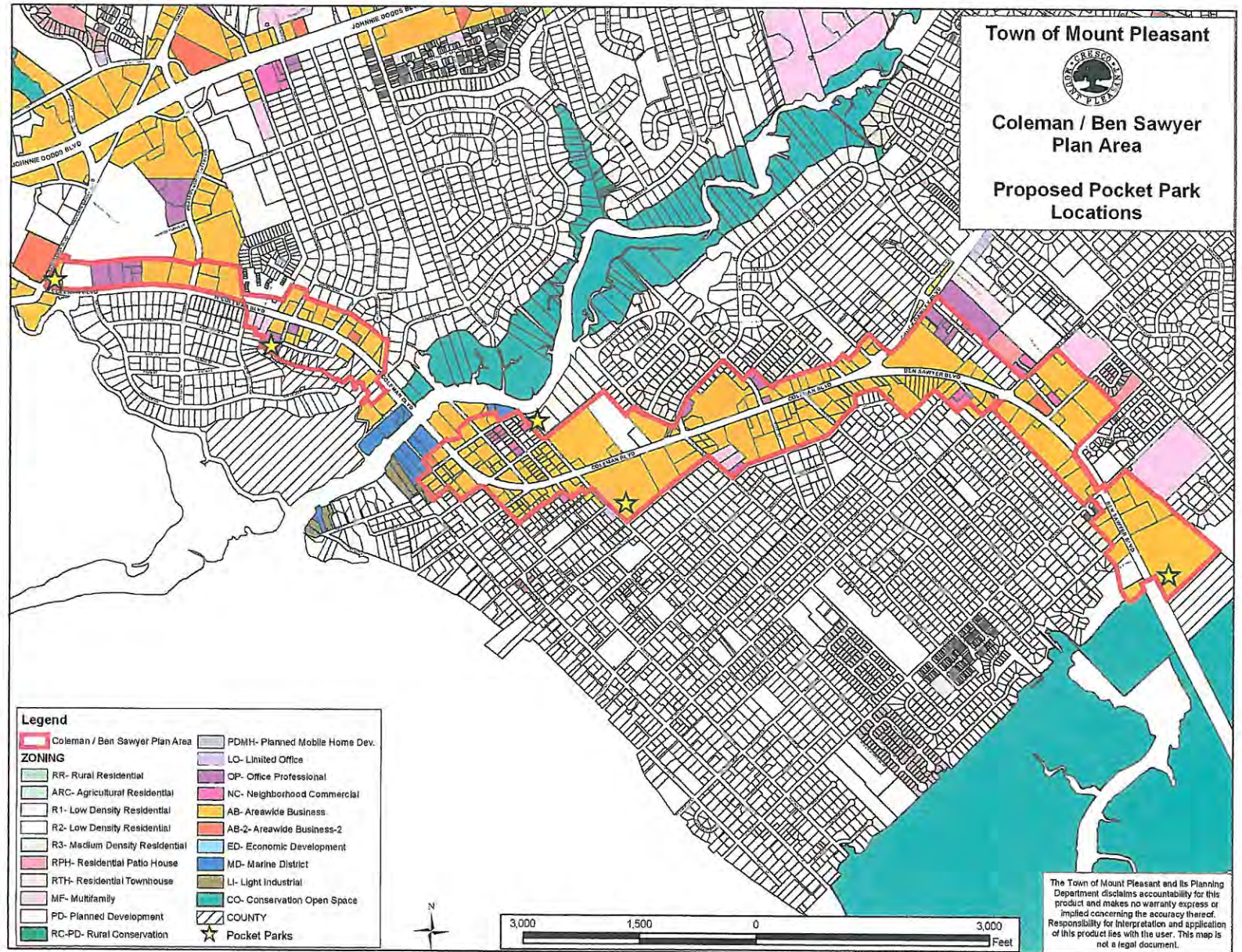
coleman boulevard

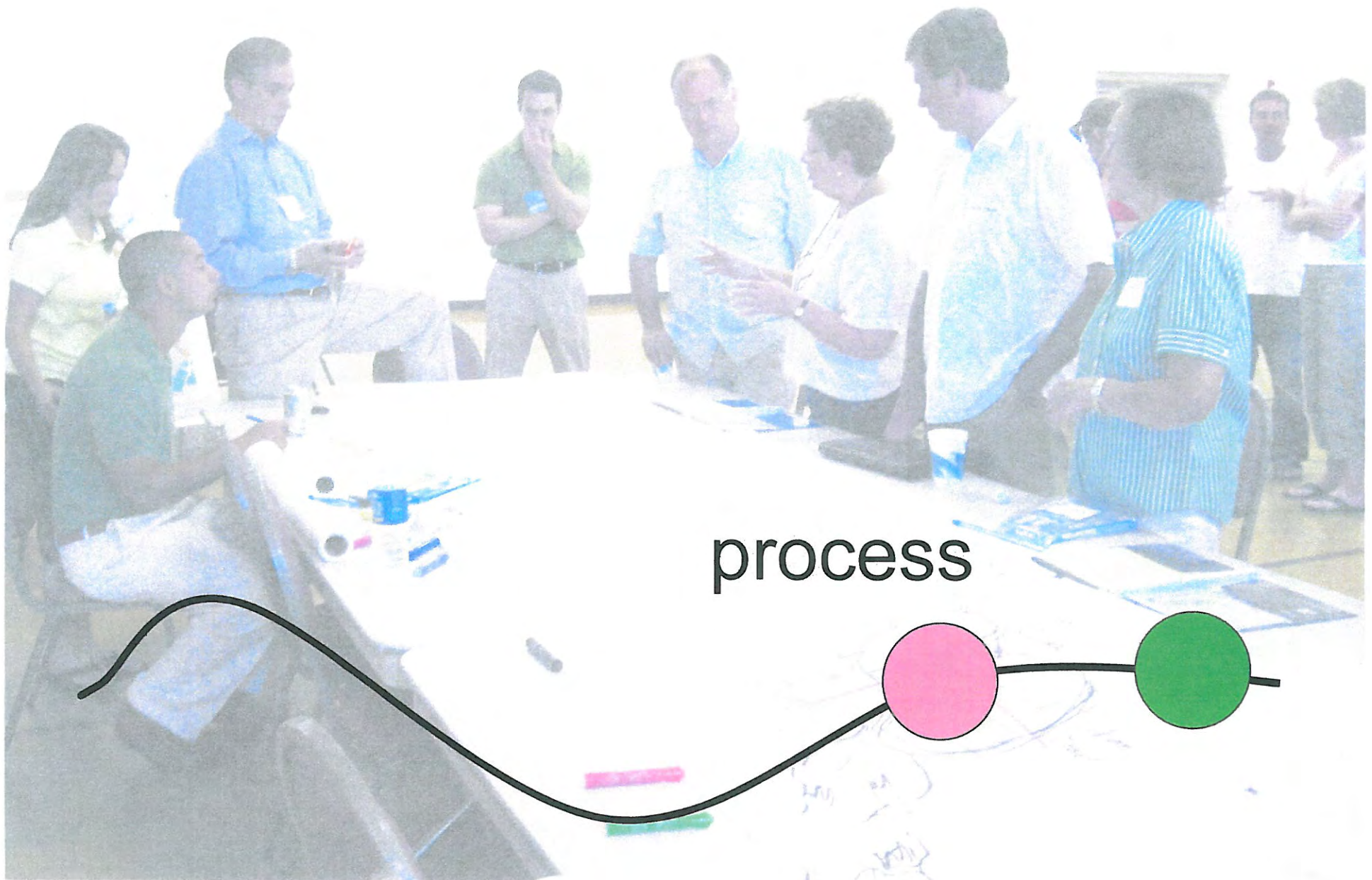


coleman boulevard



coleman boulevard





process

coleman boulevard crab meetings



Goal Statement for the Revitalization of Coleman Boulevard



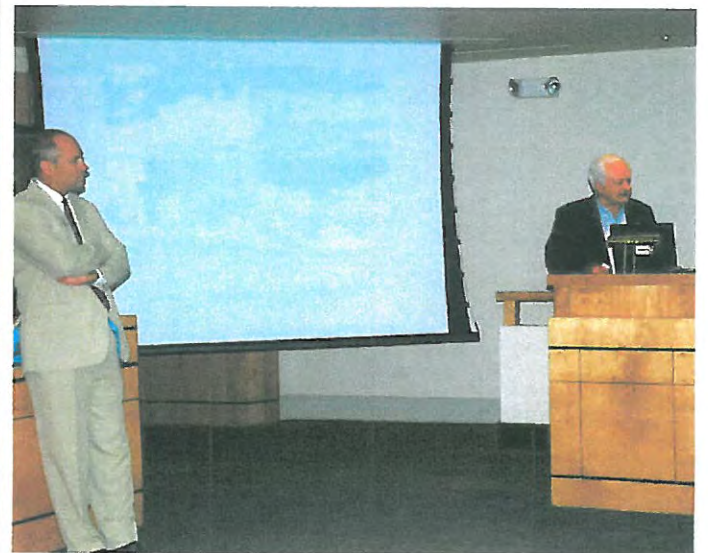
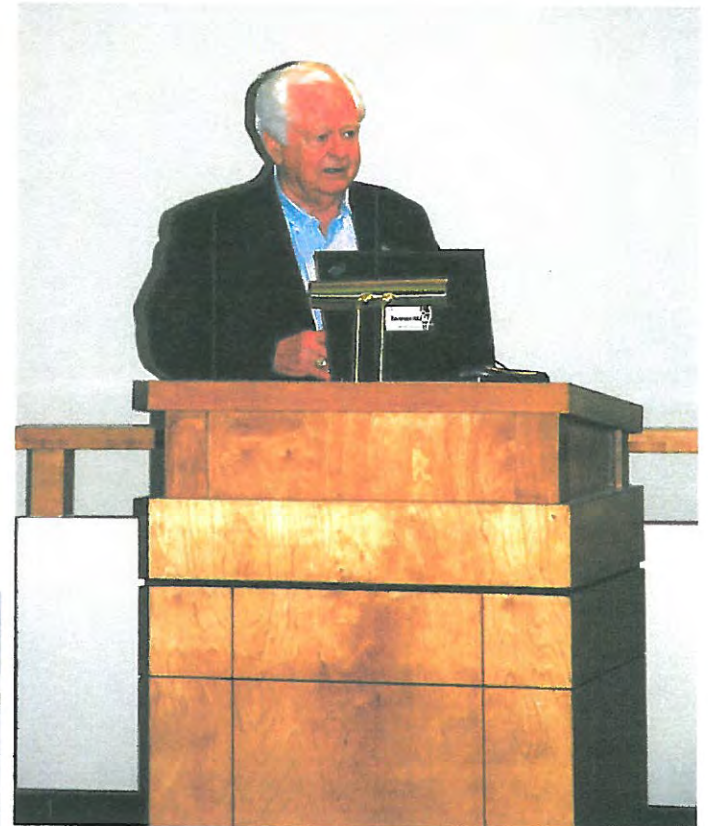
To preserve and promote this natural, historical, cultural, and civic asset of Mount Pleasant by creating a vibrant Lowcountry downtown corridor that is safe, attractive, and enjoyable to residents and visitors and that protects and stimulates the economic health of its businesses.

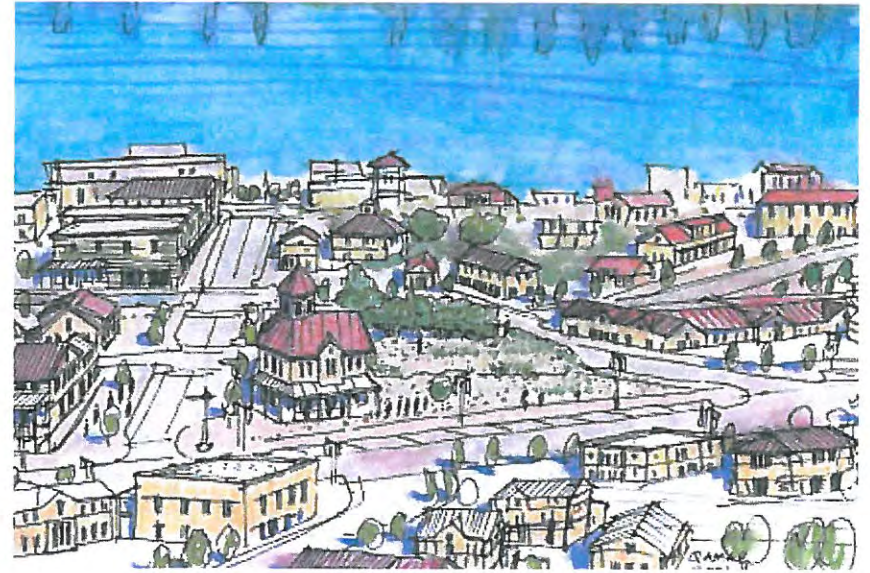
coleman boulevard site walk



coleman boulevard public kick-off meeting

“food for thought”





Main Street...
...when a highway runs through it.

Avoid Past Mistakes



Little, 2-lane, minor
arterials that spawn
strip commercial...

Avoid Past Mistakes



...and grow up to be big, multilane, major arterials spawning sprawl.

Promote Livability

- Encourage Walking, Biking
- Promote Activity
- Improve Aesthetics

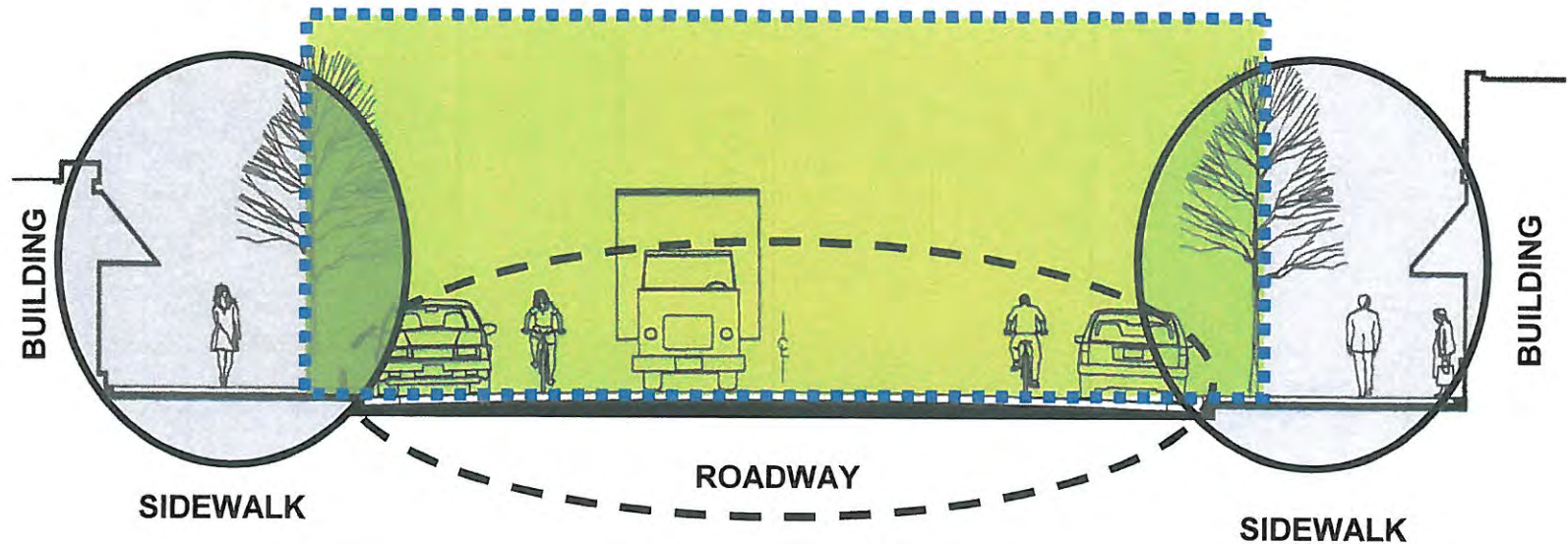


Great Streets

- Help make community
 - Act as the “living room”
- Are physically safe and comfortable
- Encourage participation
- Are memorable, artistic, and definable



Basic Street Structure



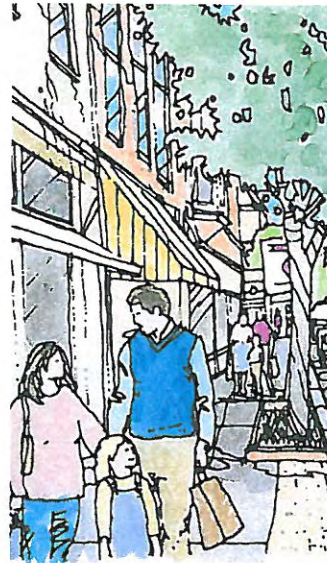
- Street Zones
- Human Scale
 - 1:3 ratio = human scale
 - 1:7 ratio = uncomfortable for pedestrians

coleman boulevard public workshop

don't ask the question
"what can it be?"
but ask the question
"what should it be?"



coleman boulevard public workshop



Community Health

holistic planning solutions support socially and environmentally healthy communities

Collaboration

each individual's unique contribution supports the best outcome

Transparency

clarity in rules, process, and roles is essential to collaboration

Shared Learning

including all viewpoints assures reduced rework and facilitates implementation

Direct, Honest, Timely Communication

respectful communication fosters an environment of trust and reduces rework



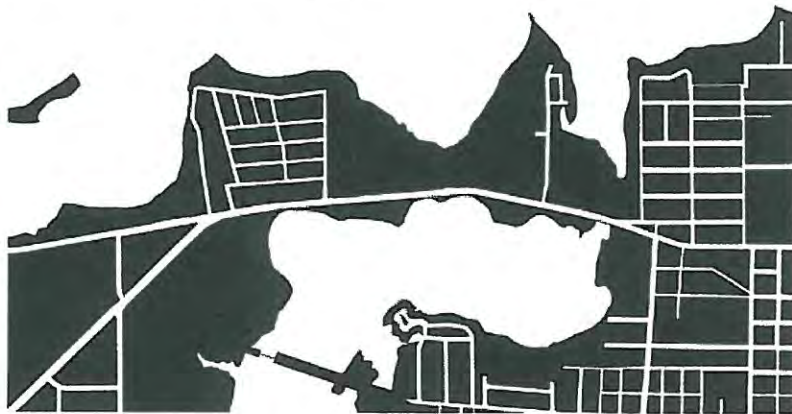
coleman boulevard



Coleman Boulevard
Mount Pleasant, SC



Historic Downtown
Beaufort, South Carolina



Boundary Street
Beaufort, South Carolina

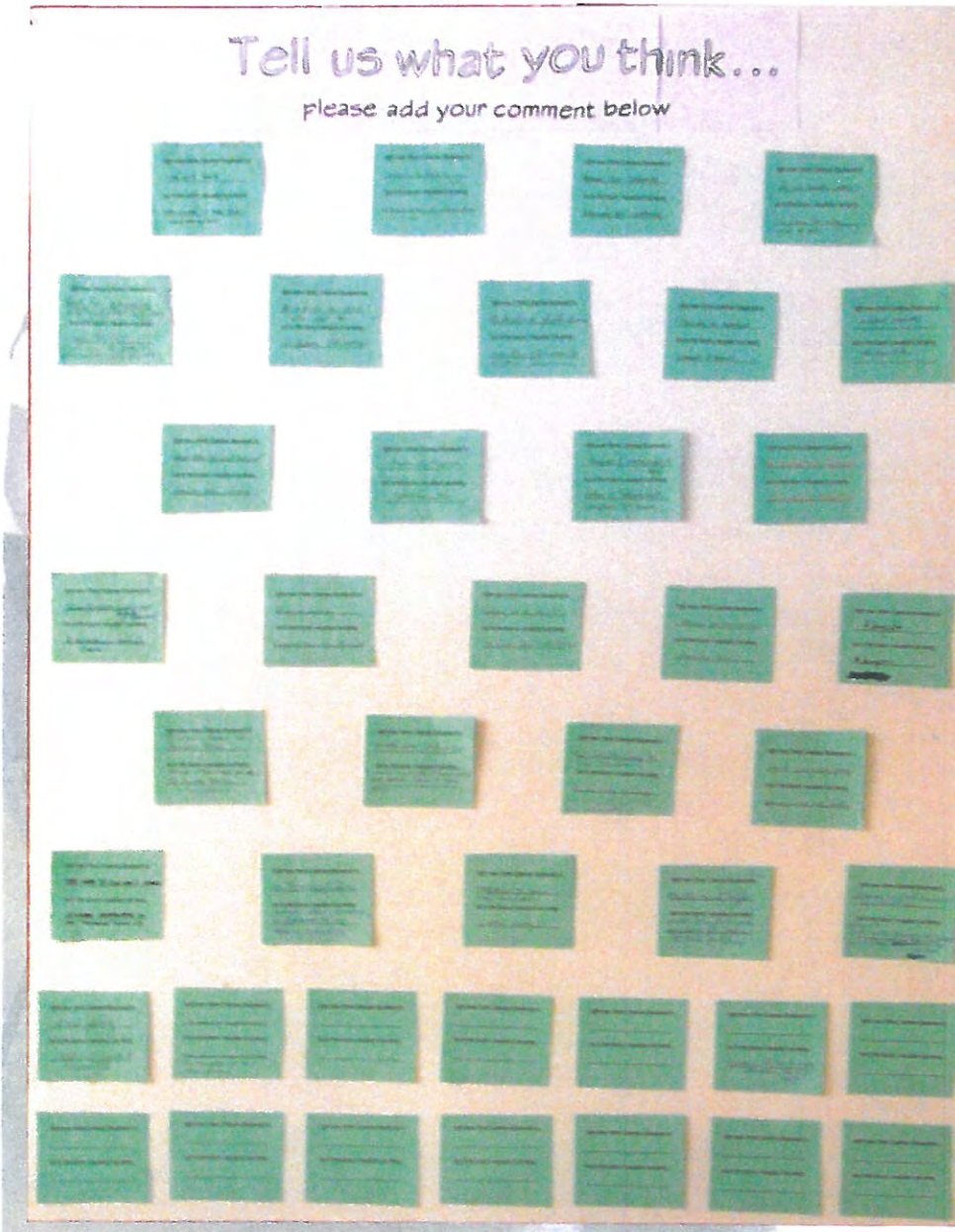


Broughton Street
Savannah, Georgia



Broad Street
Charleston, South Carolina

a snapshot of public perception



right now I think Coleman Boulevard is

begging for a facelift

but in the future I visualize it as being

the Crown Jewel of East Capen

right now I think Coleman Boulevard is

TRYING TO SURVIVE

but in the future I visualize it as being

VIBRANT & BUSY

right now I think Coleman Boulevard is

THE WAT HOME

but in the future I visualize it as being

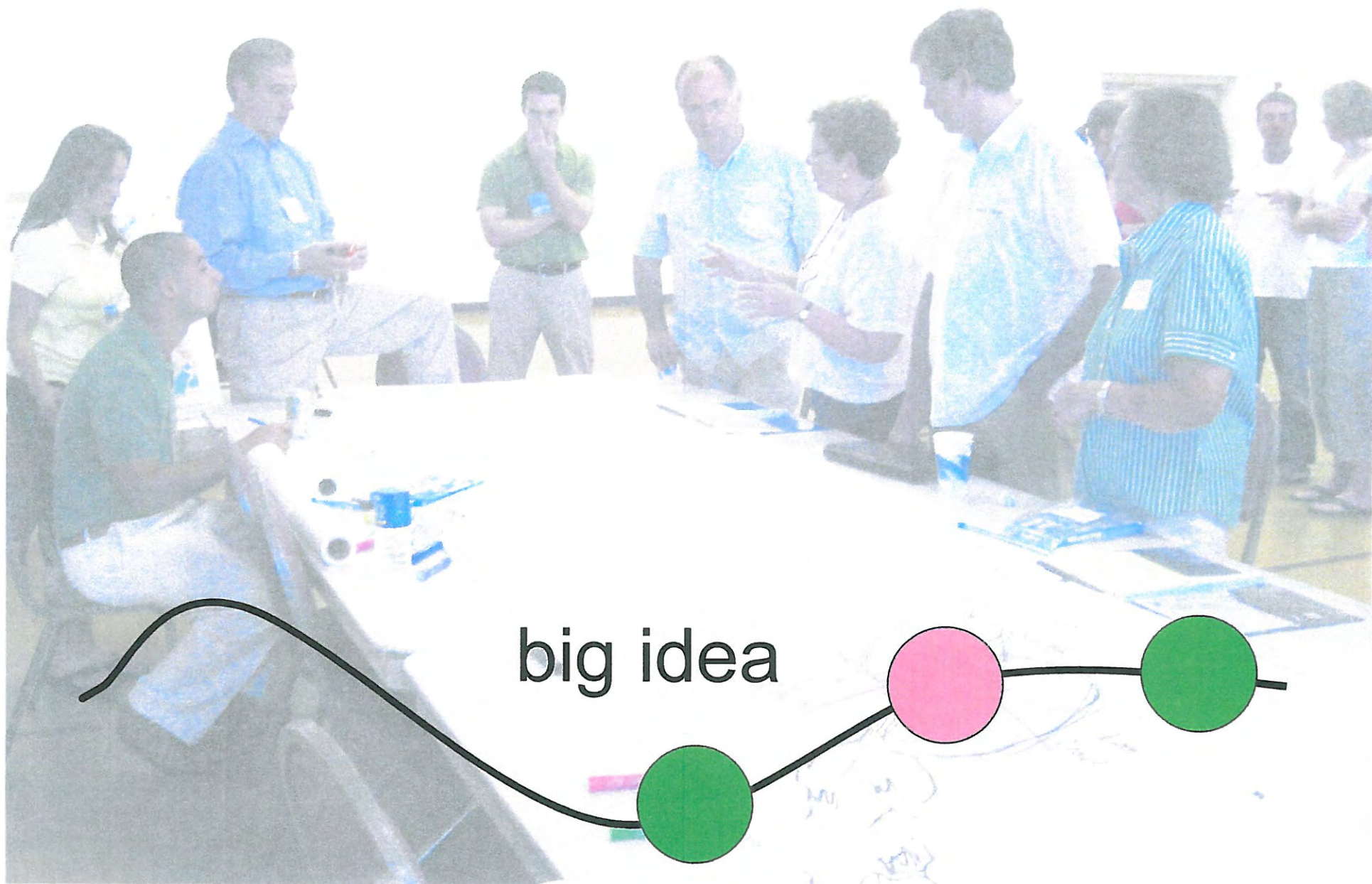
THE PLACE TO BE ON
FRIDAY NIGHT

right now I think Coleman Boulevard is

Hard Area to walk around

but in the future I visualize it as being

Friendly, calm, inviting



big idea

articulation of the "big idea"

CELEBRATE THE "ODD"

CREATE A FRAMEWORK THAT
ALLOWS A PEDESTRIAN ORIENTED
"DOWNTOWN" TO EVOLVE OVER
TIME - ALLOWING OPPORTUNITIES
FOR RICHNESS, VARIETY AND
QUIRKINESS - PLANNED IMPERFECTION.
(don't design the uniqueness out of coleman blvd - celebrate it!)

TO CONVERT COLEMAN
INTO AN ACTIVE & BEAUTIFUL
LINEAR PARK THAT IS AN
IMPRESSIONING EXPERIENCE
FOR PEDESTRIANS & DRIVERS.

INSTEAD OF BEING
A MEANS TO GET
SOMEPLACE ELSE,
THE CORRIDOR BECOMES
THE PLACE TO BE.

A SERIES OF WELL THOUGHT
OUT PLACES FOR FRIENDS
& STRANGERS TO MEET THAT
ARE REFLECTIONS OF THE
ECLECTIC CHARACTER OF MP.

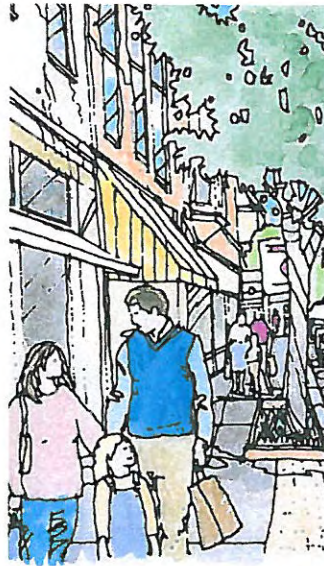
GIVE THE BRIDGEWALKERS THE
WILL TO WALK INTO THE TOWN,
AND THE TOWN WILL FOLLOW.

the “big idea”

the future of coleman boulevard should be guided by a bold stroke – a concept that relies on a series of special events and special places – that can be executed on an incremental basis with each step serving as a catalyst to promote the next step

each of these elements should acknowledge and celebrate the uniqueness of the place

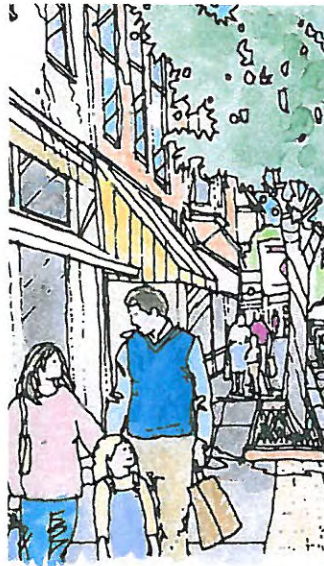
coleman boulevard charrette



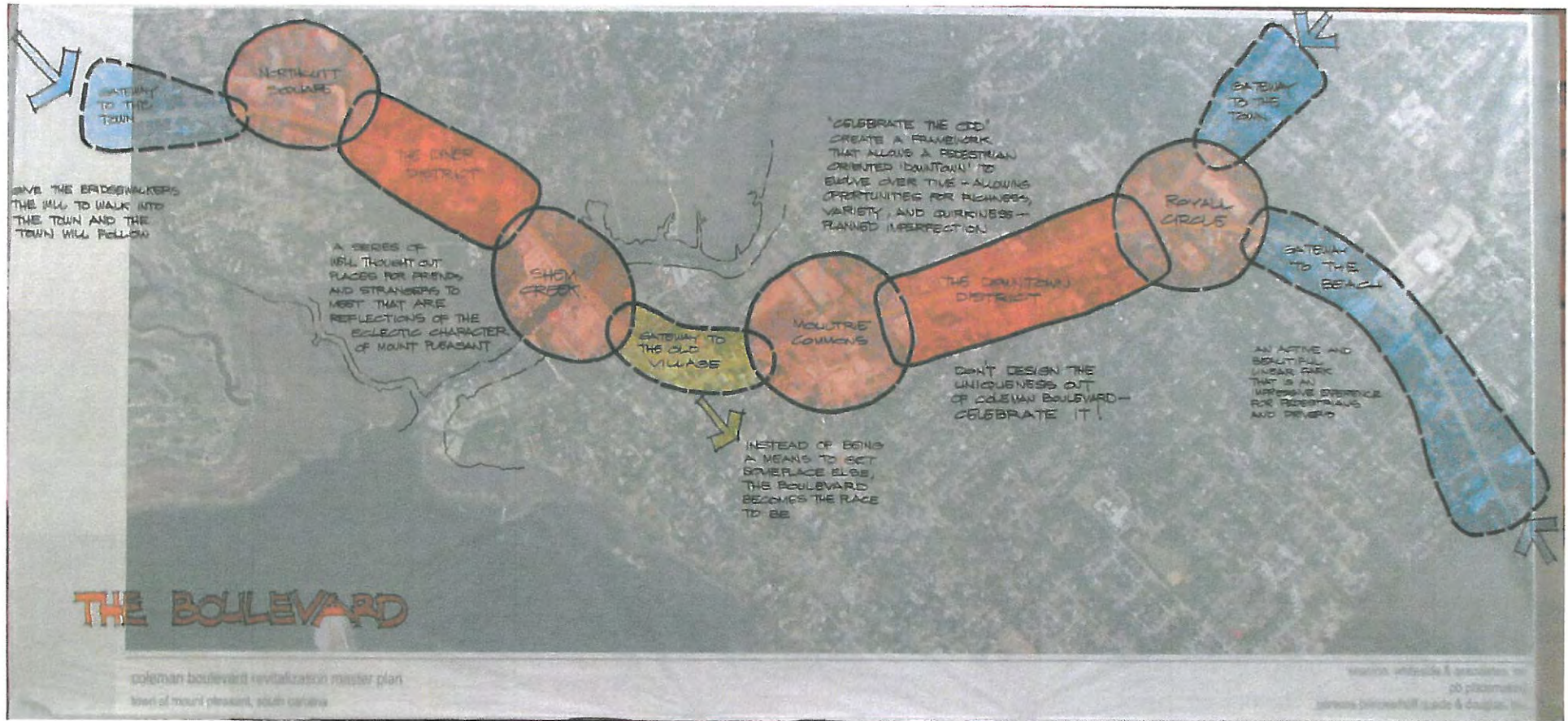
coleman boulevard open house



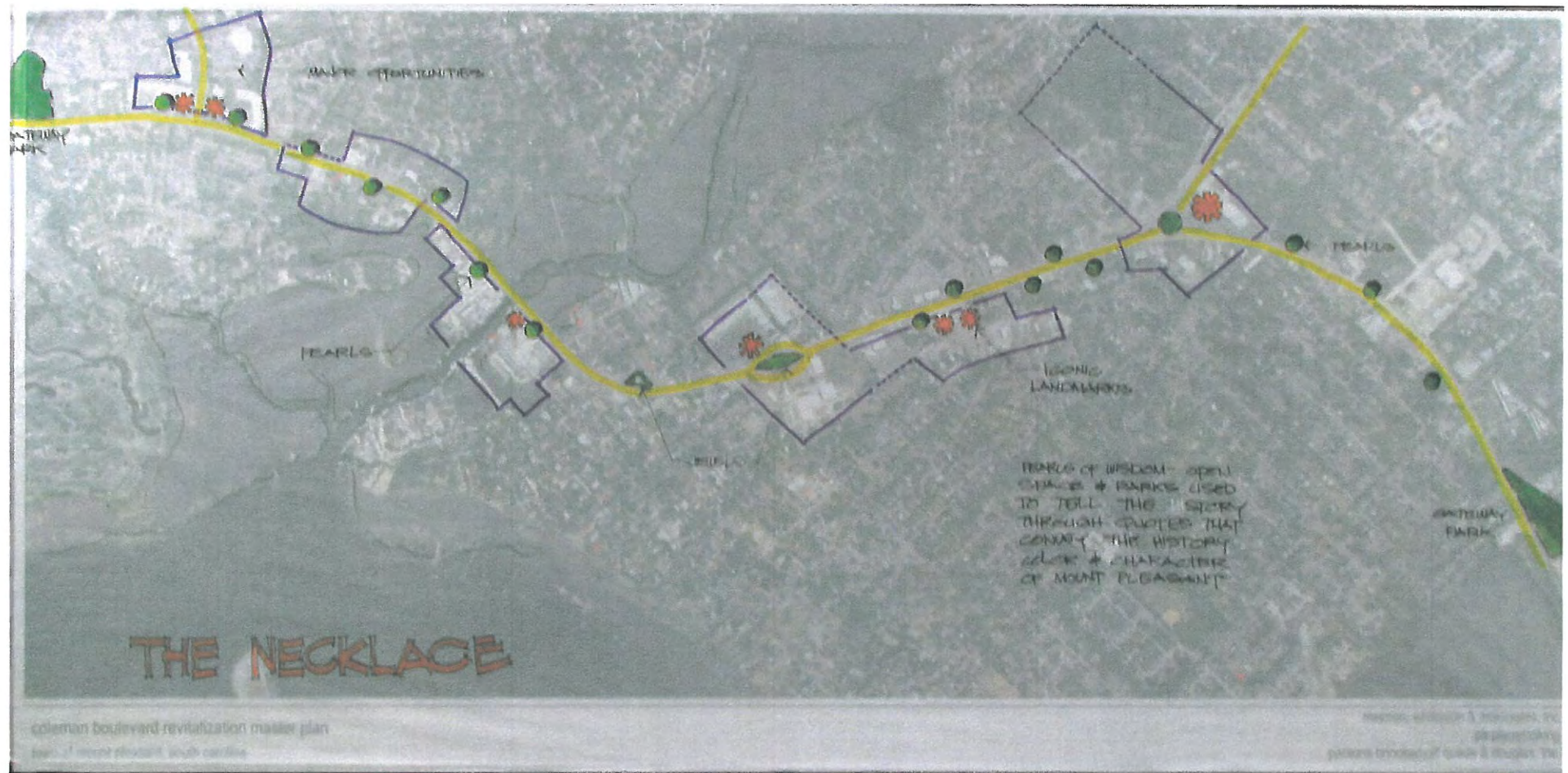
coleman boulevard open house



the concept

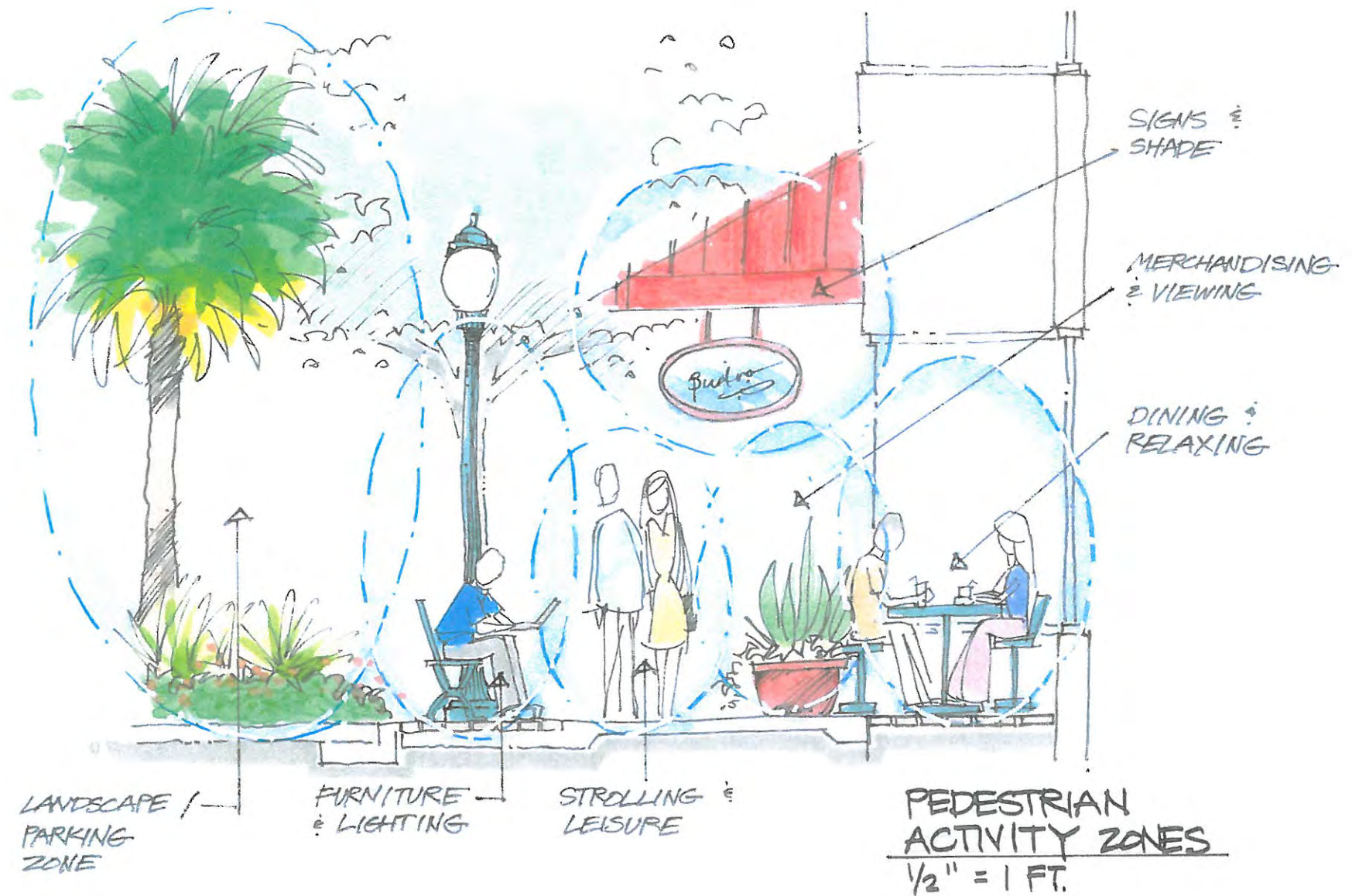


the necklace



[illegible]

street activity zones

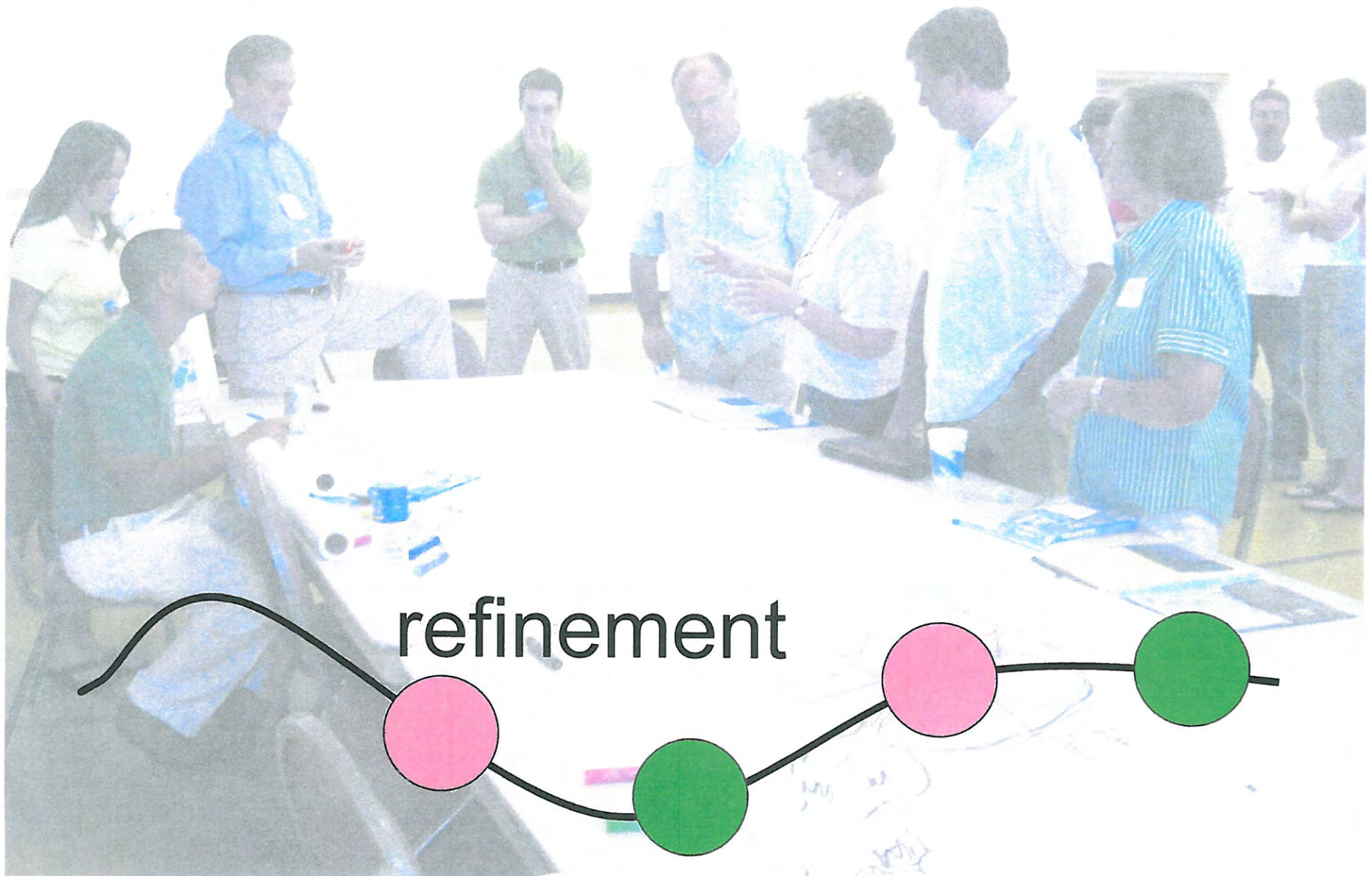


BUILDING HEIGHTS

45' MAX HEIGHT
60' MAX HEIGHT
80' MAX HEIGHT

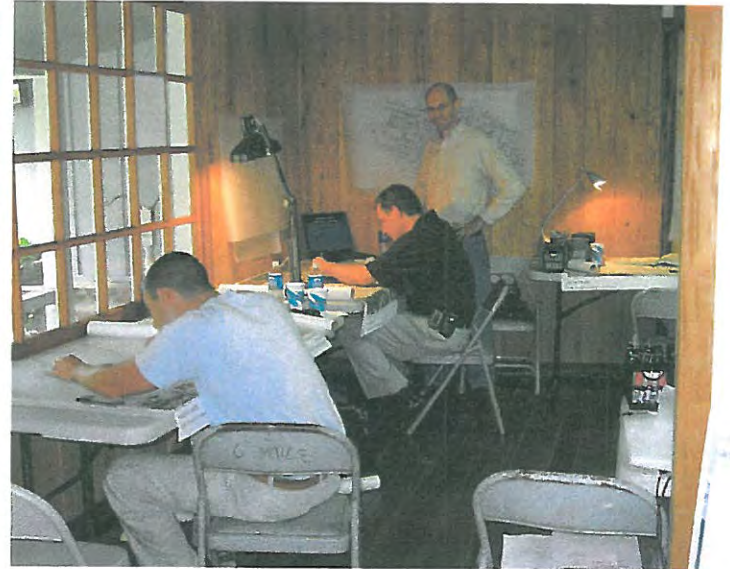
coleman boulevard revitalization master plan
open & shared space, south corridor

VISION, DESIGN & STRATEGY
10-20-2017
COURTESY: BUREAU OF PLANNING & DEVELOPMENT



refinement

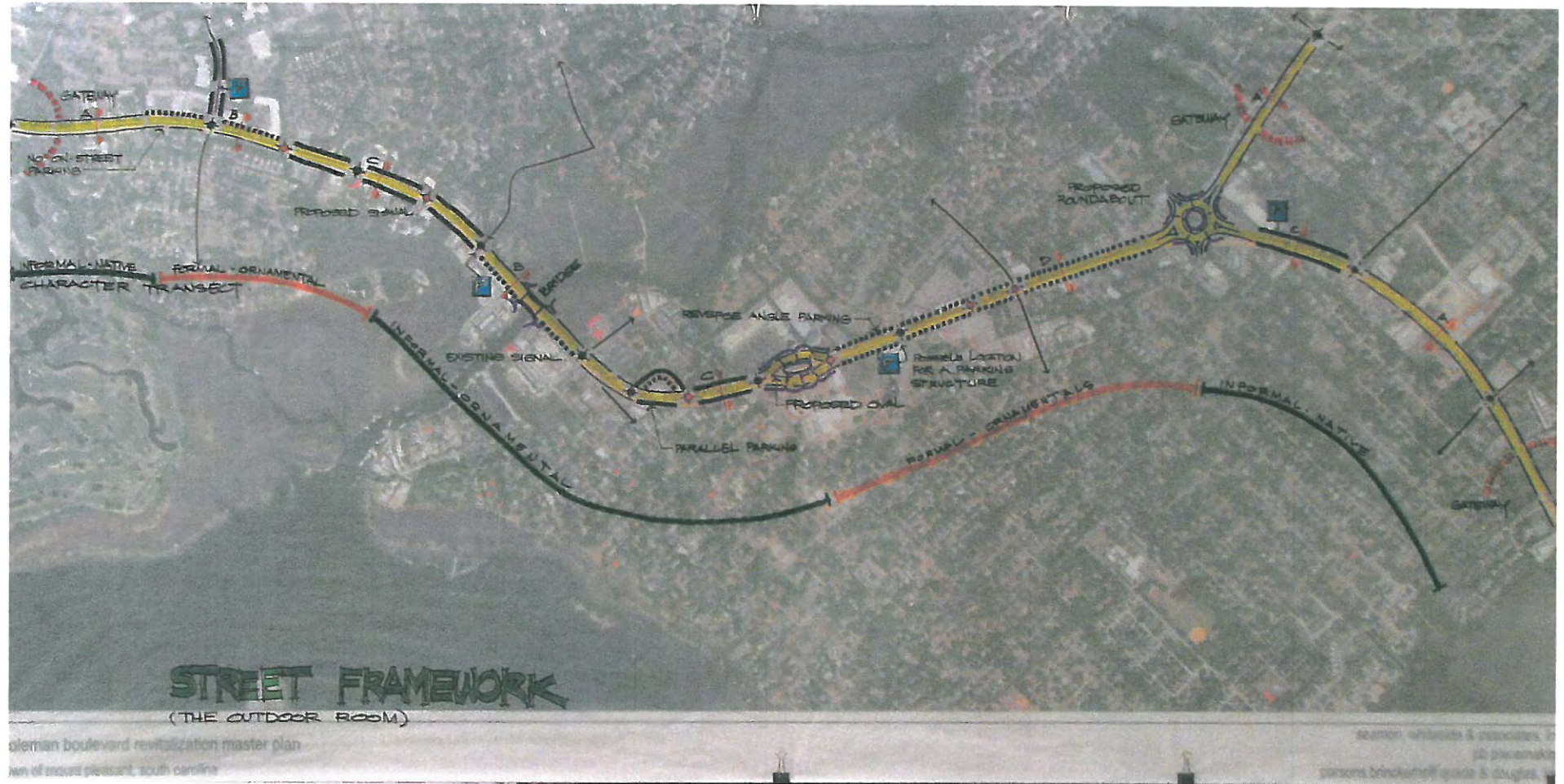
coleman boulevard charrette



building heights

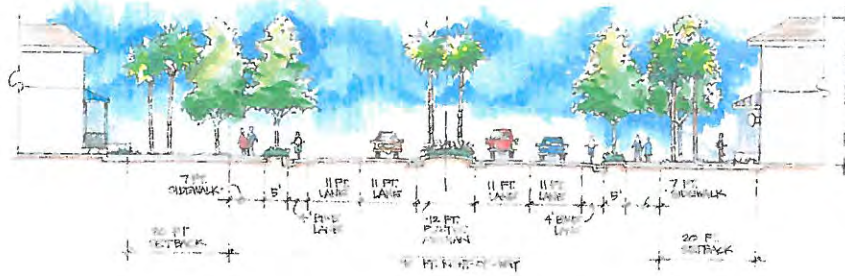


street framework

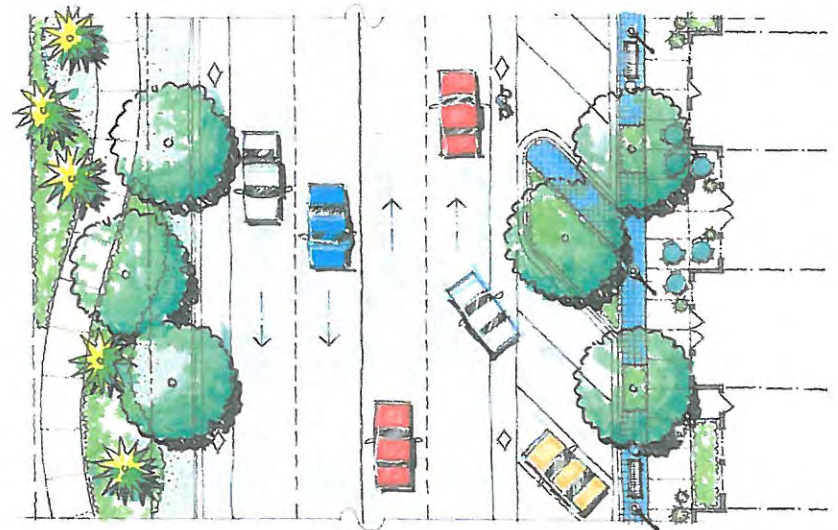
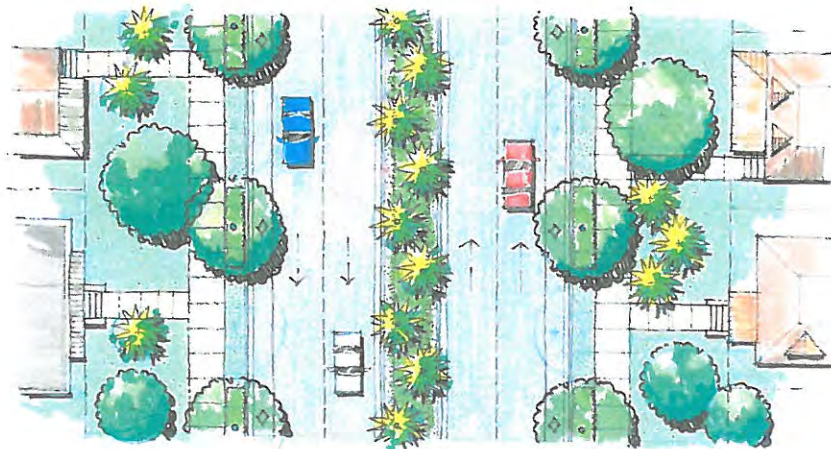
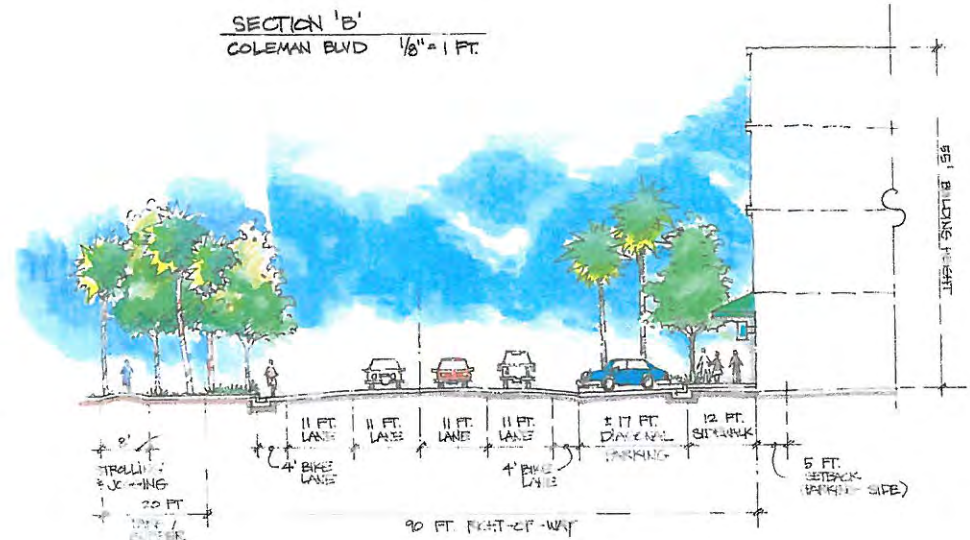


street sections

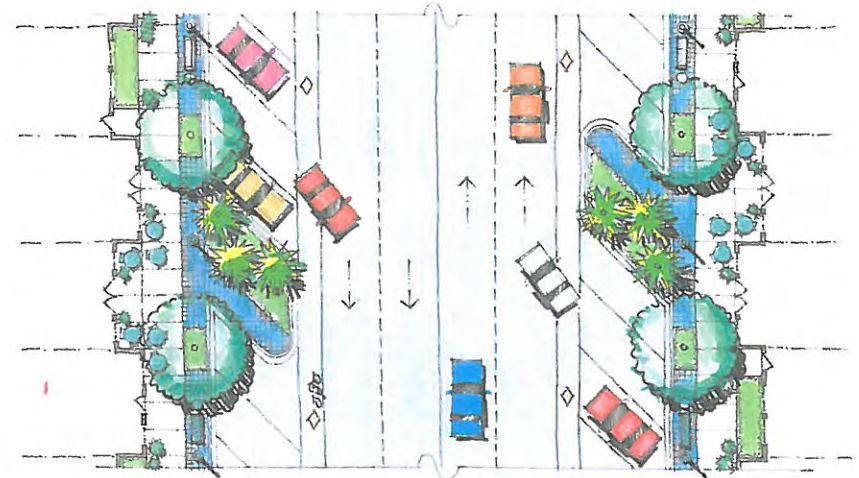
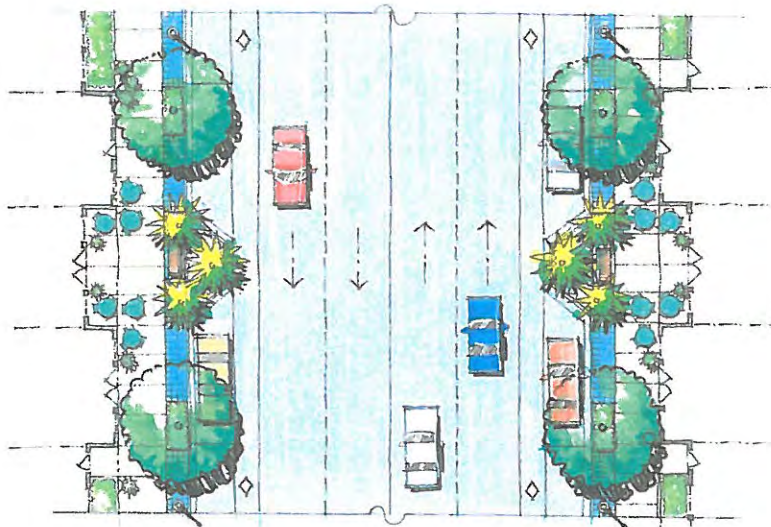
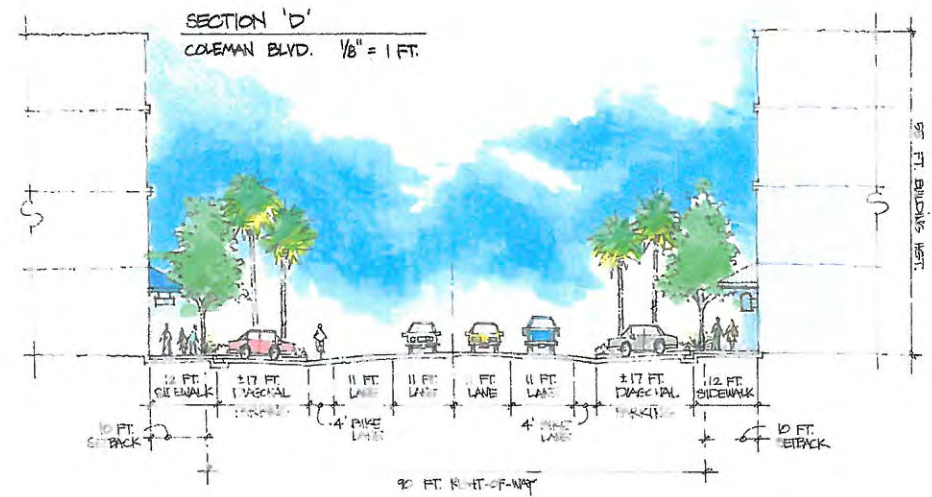
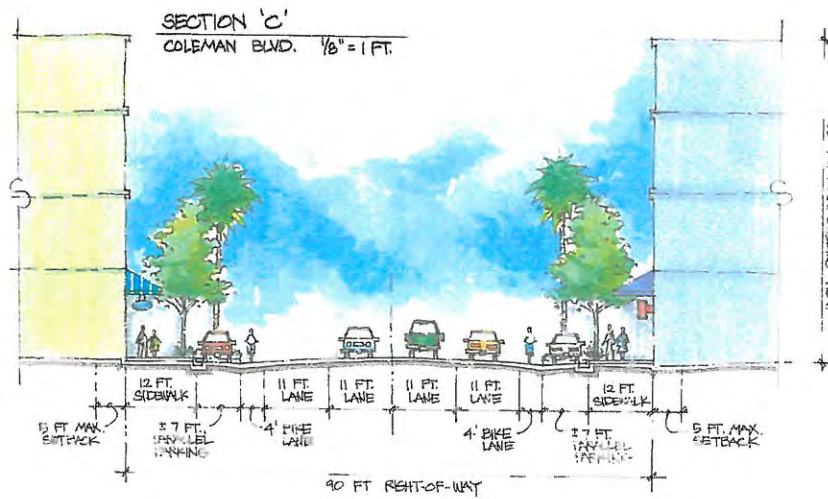
SECTION 'A', GATEWAYS
COLEMAN BLVD. 1/8" = 1 FT.



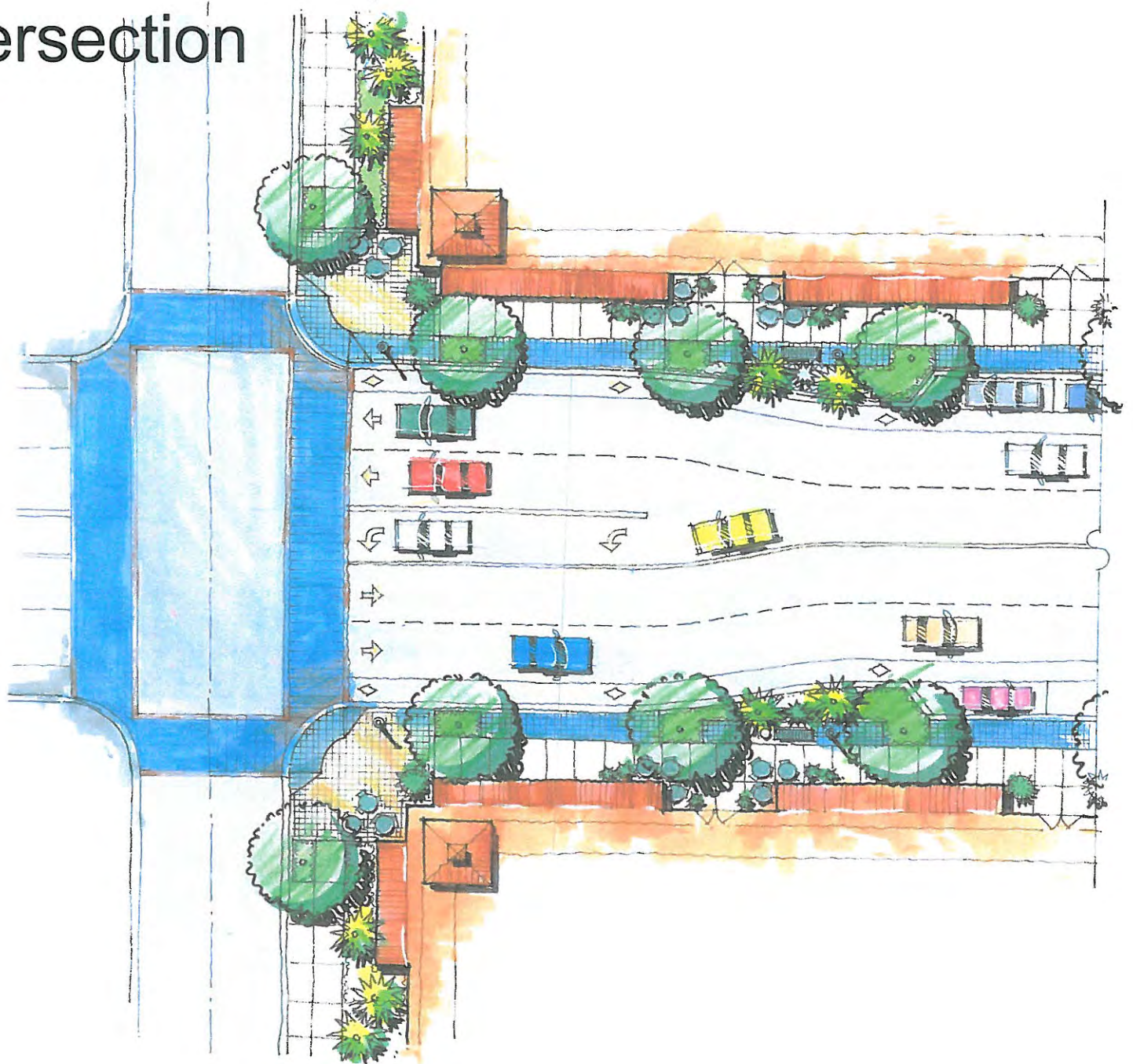
SECTION 'B'
COLEMAN BLVD 1/8" = 1 FT.



street sections

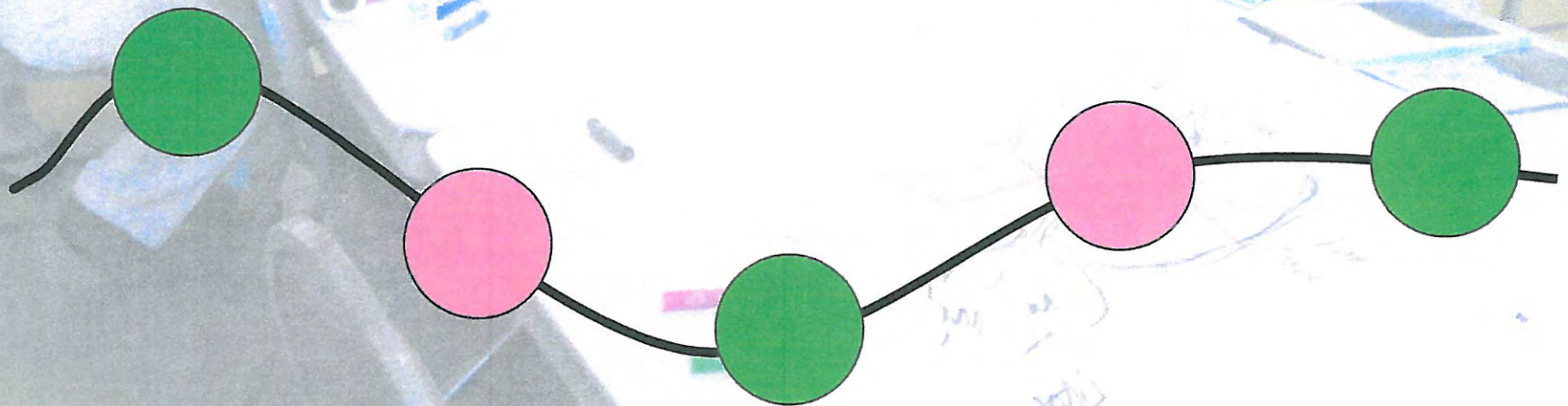


typical intersection





the gems and pearls



gateway park



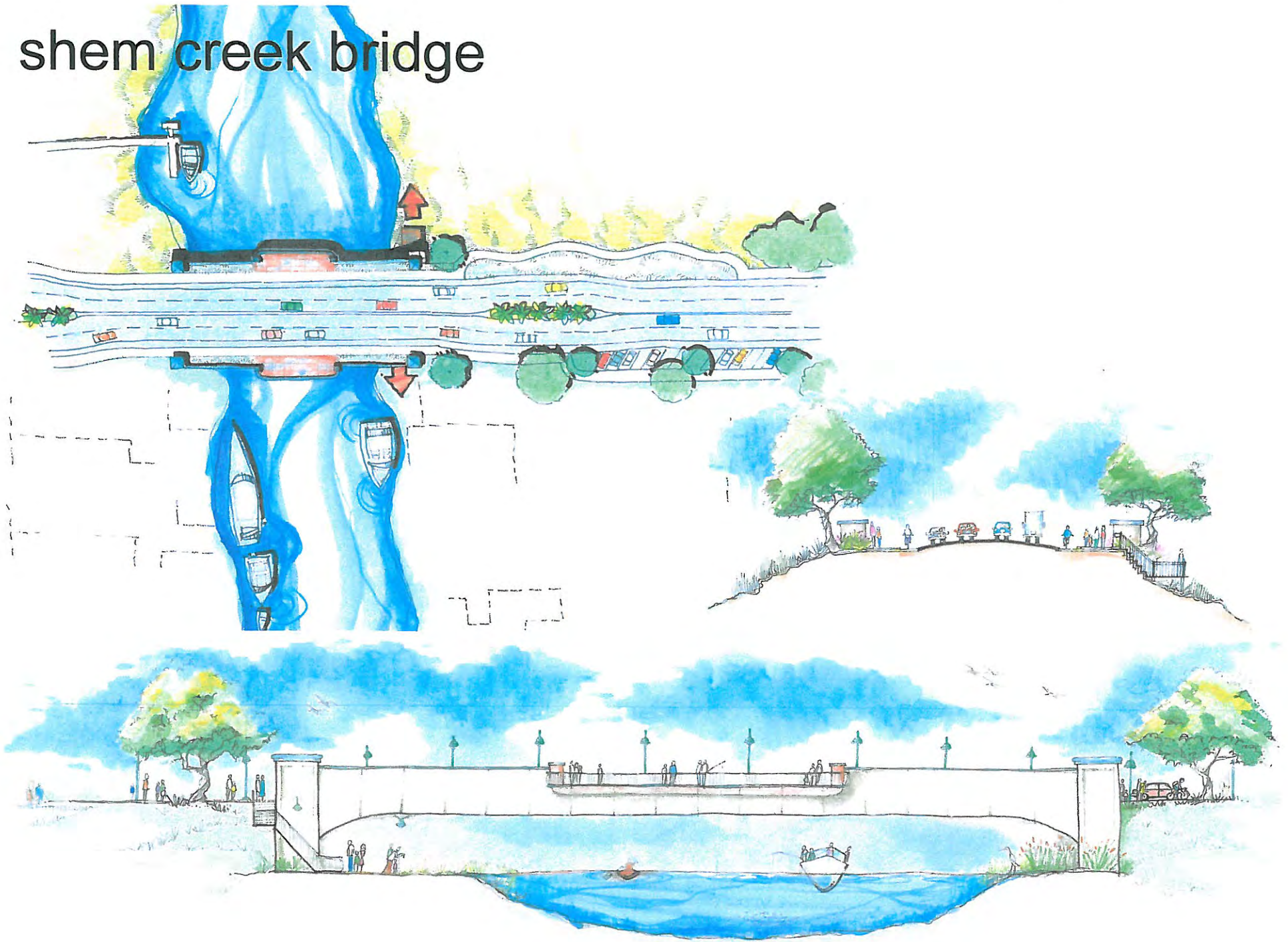
northcutt square



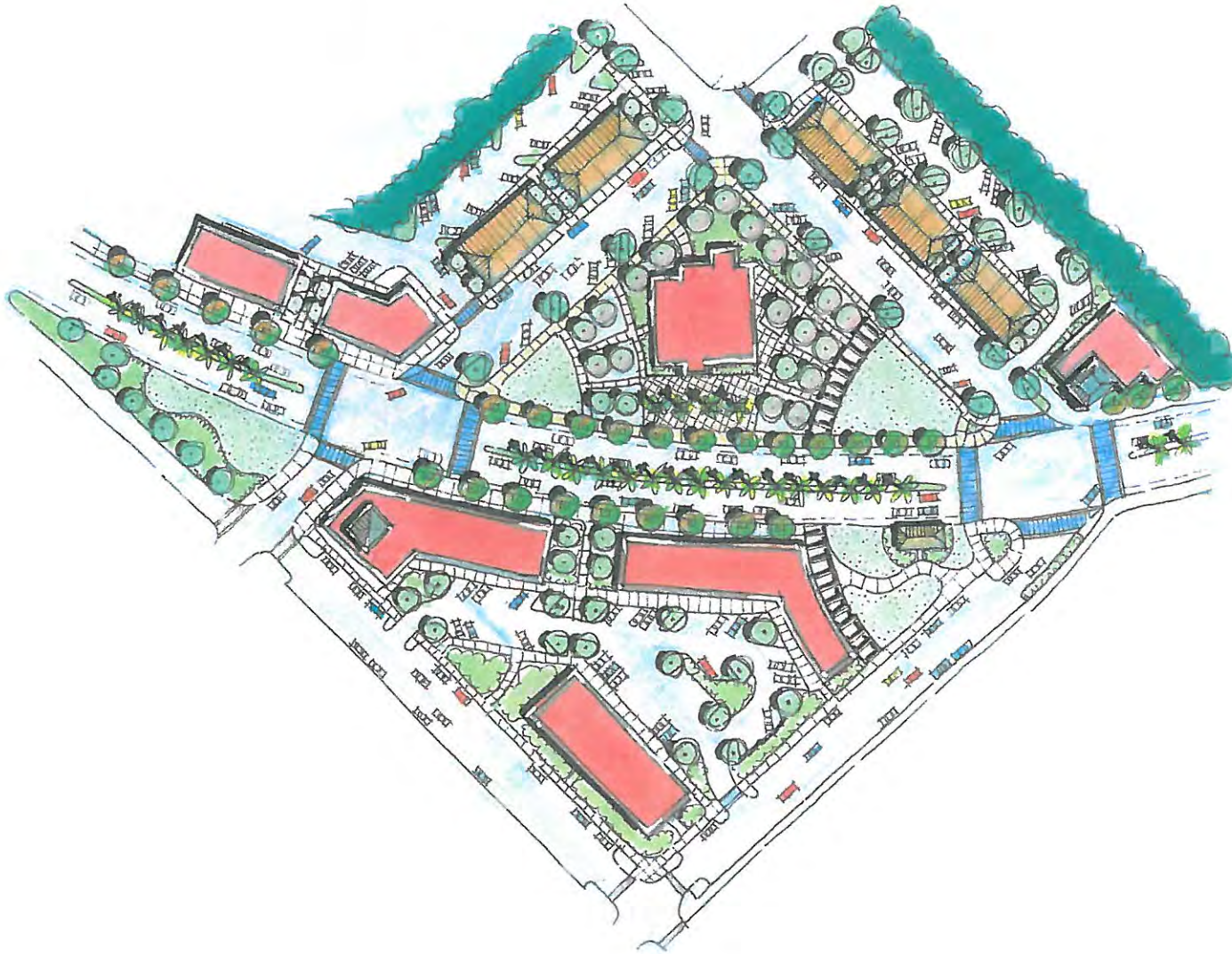
diner district



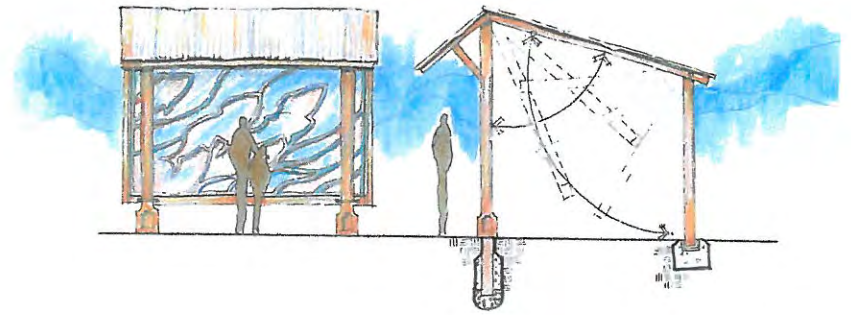
shem creek bridge



gateway to the old village



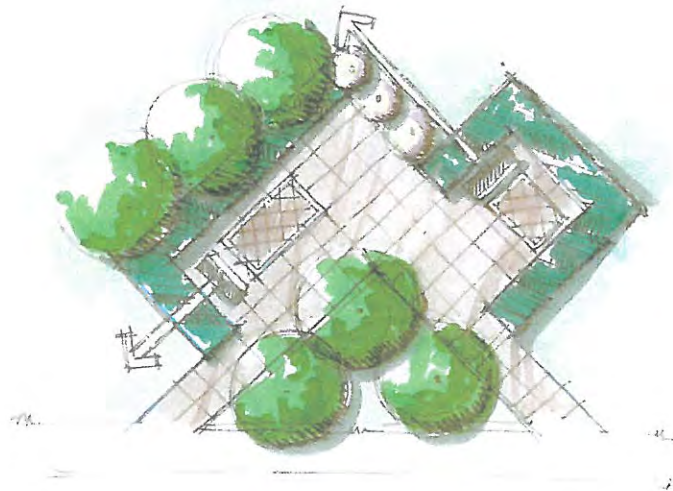
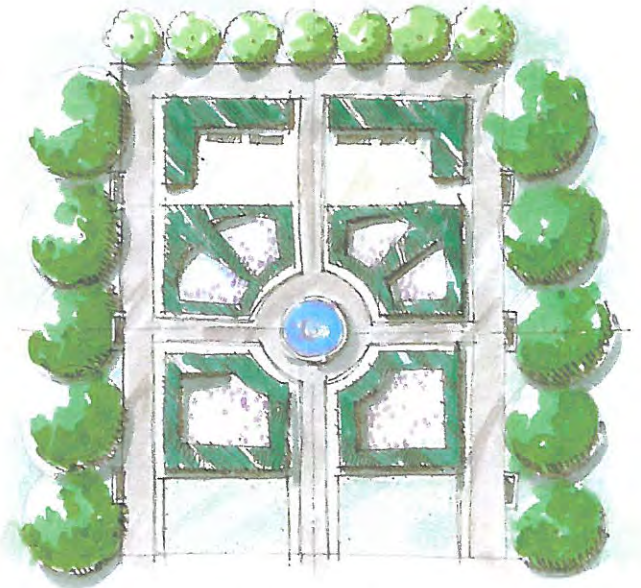
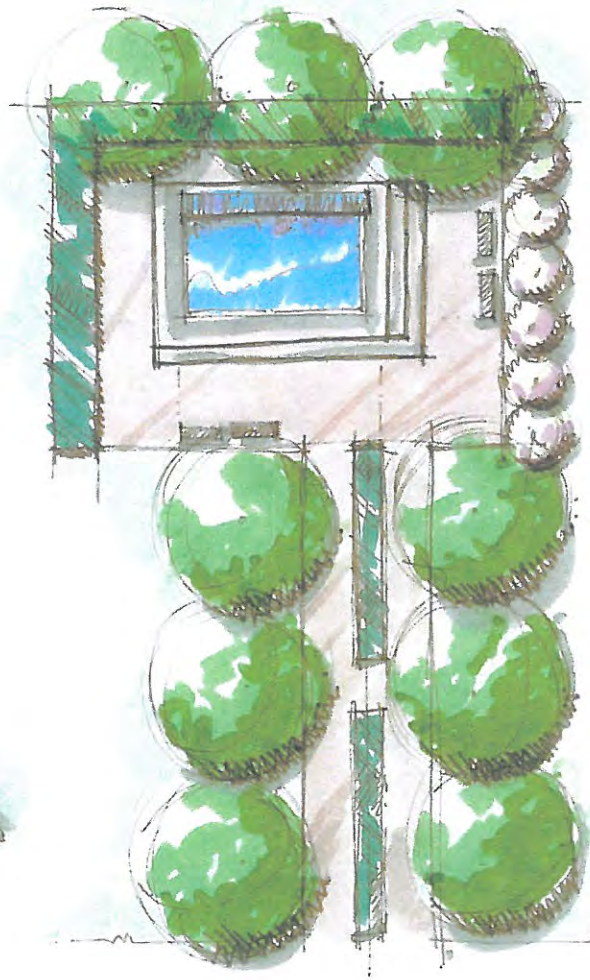
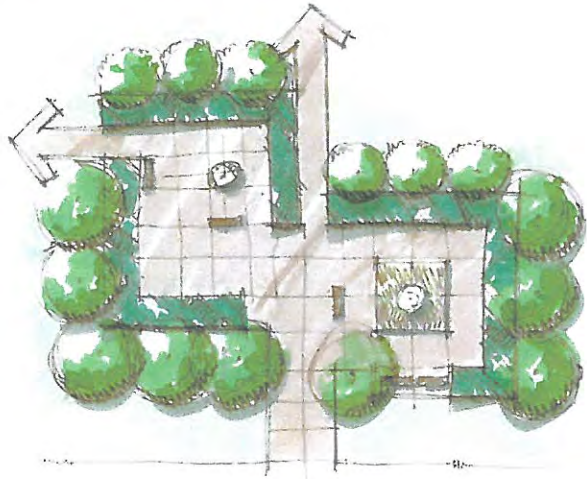
moultrie commons



royall circle



the pearls



pearls of wisdom – a concept of using quotes from various people – some famous, some not -- that highlight key moments in the history of the town in small open space pockets along the boulevard

the pearls



possible theme:

“something fishy is happening on the boulevard”



with wit, whimsy, artistic flair, humor, and fun – tell the of the heroes, legends, myths, and stories that make mount pleasant a unique and memorable place



make it participatory, interactive, and dynamic – always changing, never the same – always something new to see



colonial life, revolutionary war, plantation life, king’s highway, hibben’s ferry & george washington, mathews ferry & tavern, shem creek, lucasville, hungryneck, cherry hill, the civil war, bonusville, incorporation of town, silas pearman bridge, hurricane hugo, ravenel bridge.....and more



Where do we go from here?

- seek input from the crab
- seek input from the staff
- seek input from the citizens
- fine tune the principles
- refine the ideas
- illustrate the concepts
- document the process

questions?



EXHIBIT D

Current Town Ordinances Relative to Coleman/Ben Sawyer Overlay Zoning District

**§ 156.329 CBS-OD; COLEMAN BOULEVARD - BEN SAWYER BOULEVARD
OVERLAY DISTRICT.**

(A) *Boundaries of the district.* The boundaries of the district are generally described as including those properties abutting Coleman Boulevard and Ben Sawyer Boulevard located between the intersections of Magrath Darby Boulevard on the north and Patriot's Point Boulevard on the south and the beginning of the Ben Sawyer Causeway, specifically excluding those properties located within the Shem Creek Waterfront Overlay District and the residential subdivision of Bayview Acres and as more accurately depicted on the official zoning map.

(B) *Purpose and findings.*

(1) *Purpose.* The purpose of the overlay district is to provide a scheme for the redevelopment and adaptive use for the project area as a pedestrian oriented, mixed use, distinctive suburban environment to act as a focal gathering point for the Town of Mount Pleasant. A primary goal is to provide incentives, not necessarily to maximize profit potential for separate individual parcels, but rather to encourage the aggregation of multiple smaller parcels and promote a more effective utilization of larger parcels in creating well designed projects, connected and unified in design and function. A combination of the highest quality standards of site and building design, coupled with a true mixture of uses will provide an environment ensuring a lively, vibrant human experience.

(2) *Findings.* In furtherance of the stated Purpose, Town Council finds and declares the following:

(a) The identified Coleman Boulevard-Ben Sawyer Boulevard District is an undeveloped area and is located in the older and traditional part of town.

(b) The traditional part of town identified in the Coleman Boulevard-Ben Sawyer Boulevard District has not kept pace with certain newer areas of town, such as the Johnnie Dodds corridor and town center areas.

(c) Creating an overlay district on portions of Coleman Boulevard and Ben Sawyer Boulevard will encourage appropriate redevelopment to reestablish the vitality and vibrancy of this part of town. Certain incentives in this district will encourage a true mixture of uses and improve the standards of site and building design.

(d) A renewed and vibrant Coleman Boulevard-Ben Sawyer Boulevard District will contribute to the overall economic, aesthetic and general well- being of the town.

(e) Providing for "workforce housing" in the Coleman Boulevard-Ben Sawyer Boulevard District part of town as identified in division (D)(4)(a) of this section is in the best interests of the community of Mount Pleasant.

(f) In furtherance of the stated purpose and findings herein and the need for certain housing to accomplish the same, it is reasonable and necessary to exempt residential construction in this overlay district from the town's building permit allocation program.

(C) *Definitions.*

ACTIVITY ZONE. The area located between the street right-of-way and the build-to line, which may be utilized for pedestrian-friendly uses such as, but not limited to, street side dining, entertainment or outdoor display of merchandise.

INTERNAL ACCESS ROADS. A vehicular travel way that runs perpendicular to the main boulevard streets, which may or may not connect to another public street that has the appearance and function of, but not necessarily the construction standards of, a dedicated public street.

WORKFORCE HOUSING. Housing affordable to low and moderate income families (those earning 60% to 80% of the Mount Pleasant area median income, as may change as specified herein).

(D) *Permitted uses/overlay district.* As an overlay district, permitted uses shall be those of the underlying zoning district classification, as modified herein.

(1) *Mixed use.* A mixture of commercial and residential uses is encouraged overall.

(a) This mixed use may include separate commercial use buildings and residential dwellings on the same property, as well as commercial and residential uses in the same building.

(b) Uses permitted in the RTH and MF residential use district classifications as well as LO, OP, NC, and AB districts may be allowed; provided, there shall be no restriction on the amount or length of individual rows of townhouse dwelling units.

(c) In order to facilitate the mixture of commercial and residential uses in the same building, residential uses may occur on the street level or any building level containing commercial uses.

(2) Specific mixed use requirements for certain areas.

(a) A minimum of 60% of the first floor level floor area shall be utilized for retail use in buildings with frontage on Coleman Boulevard within the area located between Live Oak Street and the intersection of Coleman, Ben Sawyer and Chuck Dawley Boulevards.

(b) The remaining 40% of first floor level floor area may be devoted to office or residential use.

(c) This requirement shall only apply to parcels that have greater than 100 feet frontage on Coleman Boulevard measured property line to property line.

(3) *Density of residential use.* Maximum density of residential uses shall be 16 units per acre, for both independent residential and mixed use developments; except for workforce housing as provided below.

(4) *Workforce housing.* Developments comprising a total area of one-half acre or more in size and providing at least 10% of the total units as workforce housing as defined herein shall be allowed a maximum density of 20 units per acre, as provided below.

(a) Findings and purpose. Town Council finds and declares the following:

1. The provision of workforce housing is important to economic development in that the availability of affordable housing helps attract and retain essential workers.

2. Mixed-use, mixed-income developments are important to the viability of the community as a whole. Providing a variety of housing types for households with diverse incomes in close proximity to employment opportunities offers a variety of benefits to the community including reduced traffic congestion and creation of a sense of place and pride in the community.

3. The intended goal of this section is to provide home ownership and rental opportunities for low and moderate income families.

4. The incentive in this section is intended to encourage the development of workforce housing and provide a mechanism to reward developers who produce units that meet the standards of this section through bonus density.

(b) Design, location, and size of workforce housing units.

1. Workforce housing units shall be comparable in design to the market-rate units in the development.

2. A mix of efficiency/studio, one-bedroom, and two-bedroom units shall be provided and dispersed throughout the development project.

(c) Owner-occupied workforce housing.

1. Sales procedure for new affordable units. When a new workforce housing unit is fully completed, ready for final inspection, and available for sale, the owner shall send a written "Notice of Intent to Sell" to the town. In response to the notice, the town shall inform the owner of the current maximum allowable sale price.

2. Maximum sale price adjustment for Mount Pleasant. The 2000 Census found the Mount Pleasant median family income (MFI) to be approximately 37% higher than

the MFI for the Charleston – North Charleston Metropolitan Statistical Area (MSA). In order to accurately reflect this difference in the sale price of workforce housing, the 2005 MFI for the Charleston –North Charleston MSA was increased by 37% to give an estimate of the 2005 MFI for Mount Pleasant. Since the MFI relates to a four-person household, the 2005 HUD income limits for one to three person households must be increased by 37%, as well, to provide income limits for smaller households. Mount Pleasant MFI and related income limits for subsequent years shall be increased by this percentage.

3. Maximum sale price formula. The maximum sale price for owner-occupied workforce housing units shall be updated yearly, commencing in 2006, as the current U.S. Department of Housing and Urban Development (HUD) income limits become available. The maximum sale price shall be based on the number of bedrooms in the workforce housing unit.

a. To find the appropriate income limits, first determine household size, assuming one person larger than the number of bedrooms in the workforce housing unit (for example, the household size for a two-bedroom unit shall be three persons and for an efficiency/studio, shall be one person). Next, find the published HUD income limit for the appropriate family size for the Charleston – North Charleston MSA and increase it by 37% to determine the Mount Pleasant income limit.

b. The monthly mortgage payments of the workforce housing unit shall not exceed 28% of 80% of the gross median family monthly income (adjusted for Mount Pleasant) as reflected in the sale price using the Fannie Mae Foundation Mortgage Calculator (or comparable methodology), assuming a 10% down payment and a specified interest rate. The specified interest rate shall be the 30-year fixed mortgage rate reported by the United States Federal Reserve (www.federalreserve.gov) in the first week of January for any given year and shall remain so for the balance of the year.

c. Example for a family of three (two-bedroom unit) based on 2005 data: \$55,164 affordable income (80% of \$76,583 MFI, adjusted for family size), 10% down payment, 5.77% fixed 30-year mortgage rate = \$178,192 maximum affordable housing sale price.

4. Eligibility. All workforce housing units shall be sold to households earning no more than 80% of the MFI, as identified by HUD and adjusted for Mount Pleasant.

5. Eligibility determination process. Prospective buyers of workforce housing units shall be screened and determined eligible by the developer (or his/her designee) prior to occupancy.

6. Term of affordability. Resale of workforce housing units shall be limited by deed restriction to the same maximum sales price as defined above, adjusted for inflation, and to a purchaser eligible as described above for a period of not less than ten years. The increase permitted for inflation is based upon the increase in the Consumer Price Index.

(d) Rental workforce housing units.

1. Rent levels. The maximum rental rate for workforce housing units shall be updated yearly, commencing in 2006, as the current U.S. Department of Housing and Urban Development (HUD) Fair Market Rents (FMR) become available.

a. FMR includes a utility allowance for electricity, gas, water, and sewer which is provided annually by the Charleston County Housing and Redevelopment Authority.

b. The rental rates may be increased no more frequently than annually after unit occupancy.

2. Rent level adjustment for Mount Pleasant. The 2000 Census found the Mount Pleasant median rent to be approximately 27.7% higher than the average median rent for Charleston, North Charleston, and Mount Pleasant combined. In order to accurately reflect this difference in the rental rates of workforce housing units, the 2006 FMR for the Charleston - North Charleston MSA were increased by 27.7% to give an estimate of the 2006 FMR for Mount Pleasant. Mount Pleasant FMR for subsequent years shall be increased by this percentage.

3. Eligibility. All workforce housing units shall be rented to households earning no more than 60% of the MFI, as identified by HUD and adjusted for Mount Pleasant.

4. Eligibility determination process. Prospective renters of workforce housing units shall be screened and determined eligible by the owner (or his/her designee) prior to occupancy.

a. The owner shall provide proof to the town on an annual basis that the current tenants meet the necessary qualifications.

b. The owner shall annually provide to the town assurance of compliance with the Fair Market Rents.

c. Any time a new tenant(s) occupies a workforce housing unit, the owner must provide proof of income to the town.

5. Term of affordability. Workforce housing rental units shall be limited by deed restriction to remain affordable as defined herein for a period of not less than ten years.

(E) *Conditional uses.* Conditional uses will be allowed under the same conditions as the underlying use district with no further approvals.

(F) *Special exception uses.* Special exception uses will be allowed as provided in the underlying use district classification with Board of Zoning Appeals approval; except outdoor dining uses, as provided below.

(G) *Activity zone uses and permits.*

(1) *Allowed uses.* All uses in the activity zone shall be conducted outside of the street right-of-way.

(a) Outdoor dining.

1. Outdoor dining uses, including the sale and consumption of alcoholic beverages, will be a permitted use in all underlying use districts (including the OP district), provided the conditions specified in the underlying use district have been met.

2. The requirement for the 100-foot separation between properties and/or uses shall not apply.

3. Where outdoor dining is provided in the activity zone, no additional parking requirement shall apply.

4. Parking for outdoor dining located outside of the activity zone shall be as provided in § 156.171 for restaurant uses and not based upon square footage of outdoor use area.

(b) Outdoor merchandise display.

(c) Performers/entertainment.

(d) Pushcarts.

(2) *Permit required.*

(a) A permit shall be required for all allowed activity zone uses, issued upon an application devised by the planning department and subject to a fee determined by Council.

(b) The permit shall specify such uniform terms and conditions for each class of activity as may be decided by Town Council for the conduct of activity zone uses.

(H) *Site development and design elements.*

(1) *Setbacks.*

(a) Build-to line. Rather than a typical front yard setback, buildings fronting the street right-of-way shall have a build-to line.

1. All lots with property frontage on major boulevard streets shall have a front yard build-to line of 20 feet, measured from the back of street curb to the face of building.

2. Lots located on a corner lot adjacent to either a public street side-street or an internal access road which functions as a public street side-street shall have maximum build-to line of 20 feet on the major boulevard side, measured from the back of street curb to the face of building and a minimum 15-foot build-to line on the side-street section measured from the right-of-way line to the face of building to provide adequate sight distance at the intersection.

3. Lots having property frontage on a side-street running perpendicular to the major boulevard streets shall have a minimum ten-foot build-to line and a maximum 20-foot build-to line measured from the right-of-way line to the face of the building.

(b) Side yard setback. Because the concept is to provide a unified site design for the entire overlay district as much as possible, with shared parking and access between uses, side yard setbacks are not required.

(2) *Bufferyards.*

(a) Front yard buffer.

1. For buildings fronting Coleman Boulevard, no understory or shrub plantings are required.

2. However, one four-inch caliper minimum size canopy tree of the species Southern Red Oak, Live Oak, American Beech, or Trident Maple shall be required for each 35 linear feet of road frontage. These may be installed in the planter as required below.

3. In order to enhance the pedestrian-oriented theme of development, planters shall be required as a design element to soften the building exterior and enhance the streetscape appearance.

(b) Side yard bufferyard. Because the concept is to provide a unified site design for the entire overlay district as much as possible, side yard

bufferyards are not required; provided, however, redevelopment site design of one parcel shall include interconnectivity for parking and access with the adjoining parcels, if possible, and stub-out connections for future shared parking and access are required if such interconnectivity cannot be achieved in the current design.

(3) *Building height.*

(a) For building fronting on Boulevards streets, the maximum height limit shall be 55 feet, measured from the top of curb to the building eaves; provided all structures shall have a minimum of two floors with a maximum of four floors allowed.

the MFI for the Charleston – North Charleston Metropolitan Statistical Area (MSA). In order to accurately reflect this difference in the sale price of workforce housing, the 2005 MFI for the Charleston –North Charleston MSA was increased by 37% to give an estimate of the 2005 MFI for Mount Pleasant. Since the MFI relates to a four-person household, the 2005 HUD income limits for one to three person households must be increased by 37%, as well, to provide income limits for smaller households. Mount Pleasant MFI and related income limits for subsequent years shall be increased by this percentage.

3. Maximum sale price formula. The maximum sale price for owner-occupied workforce housing units shall be updated yearly, commencing in 2006, as the current U.S. Department of Housing and Urban Development (HUD) income limits become available. The maximum sale price shall be based on the number of bedrooms in the workforce housing unit.

a. To find the appropriate income limits, first determine household size, assuming one person larger than the number of bedrooms in the workforce housing unit (for example, the household size for a two-bedroom unit shall be three persons and for an efficiency/studio, shall be one person). Next, find the published HUD income limit for the appropriate family size for the Charleston – North Charleston MSA and increase it by 37% to determine the Mount Pleasant income limit.

b. The monthly mortgage payments of the workforce housing unit shall not exceed 28% of 80% of the gross median family monthly income (adjusted for Mount Pleasant) as reflected in the sale price using the Fannie Mae Foundation Mortgage Calculator (or comparable methodology), assuming a 10% down payment and a specified interest rate. The specified interest rate shall be the 30-year fixed mortgage rate reported by the United States Federal Reserve (www.federalreserve.gov) in the first week of January for any given year and shall remain so for the balance of the year.

c. Example for a family of three (two-bedroom unit) based on 2005 data: \$55,164 affordable income (80% of \$76,583 MFI, adjusted for family size), 10% down payment, 5.77% fixed 30-year mortgage rate = \$178,192 maximum affordable housing sale price.

4. Eligibility. All workforce housing units shall be sold to households earning no more than 80% of the MFI, as identified by HUD and adjusted for Mount Pleasant.

5. Eligibility determination process. Prospective buyers of workforce housing units shall be screened and determined eligible by the developer (or his/her designee) prior to occupancy.

6. Term of affordability. Resale of workforce housing units shall be limited by deed restriction to the same maximum sales price as defined above, adjusted for inflation, and to a purchaser eligible as described above for a period of not less than ten years. The increase permitted for inflation is based upon the increase in the Consumer Price Index.

(d) Rental workforce housing units.

1. Rent levels. The maximum rental rate for workforce housing units shall be updated yearly, commencing in 2006, as the current U.S. Department of Housing and Urban Development (HUD) Fair Market Rents (FMR) become available.

a. FMR includes a utility allowance for electricity, gas, water, and sewer which is provided annually by the Charleston County Housing and Redevelopment Authority.

b. The rental rates may be increased no more frequently than annually after unit occupancy.

2. Rent level adjustment for Mount Pleasant. The 2000 Census found the Mount Pleasant median rent to be approximately 27.7% higher than the average median rent for Charleston, North Charleston, and Mount Pleasant combined. In order to accurately reflect this difference in the rental rates of workforce housing units, the 2006 FMR for the Charleston - North Charleston MSA were increased by 27.7% to give an estimate of the 2006 FMR for Mount Pleasant. Mount Pleasant FMR for subsequent years shall be increased by this percentage.

3. Eligibility. All workforce housing units shall be rented to households earning no more than 60% of the MFI, as identified by HUD and adjusted for Mount Pleasant.

4. Eligibility determination process. Prospective renters of workforce housing units shall be screened and determined eligible by the owner (or his/her designee) prior to occupancy.

a. The owner shall provide proof to the town on an annual basis that the current tenants meet the necessary qualifications.

b. The owner shall annually provide to the town assurance of compliance with the Fair Market Rents.

c. Any time a new tenant(s) occupies a workforce housing unit, the owner must provide proof of income to the town.

5. Term of affordability. Workforce housing rental units shall be limited by deed restriction to remain affordable as defined herein for a period of not less than ten years.

(E) *Conditional uses.* Conditional uses will be allowed under the same conditions as the underlying use district with no further approvals.

(F) *Special exception uses.* Special exception uses will be allowed as provided in the underlying use district classification with Board of Zoning Appeals approval; except outdoor dining uses, as provided below.

(G) *Activity zone uses and permits.*

(1) *Allowed uses.* All uses in the activity zone shall be conducted outside of the street right-of-way.

(a) Outdoor dining.

1. Outdoor dining uses, including the sale and consumption of alcoholic beverages, will be a permitted use in all underlying use districts (including the OP district), provided the conditions specified in the underlying use district have been met.

2. The requirement for the 100-foot separation between properties and/or uses shall not apply.

3. Where outdoor dining is provided in the activity zone, no additional parking requirement shall apply.

4. Parking for outdoor dining located outside of the activity zone shall be as provided in § 156.171 for restaurant uses and not based upon square footage of outdoor use area.

(b) Outdoor merchandise display.

(c) Performers/entertainment.

(d) Pushcarts.

(2) *Permit required.*

(a) A permit shall be required for all allowed activity zone uses, issued upon an application devised by the planning department and subject to a fee determined by Council.

(b) The permit shall specify such uniform terms and conditions for each class of activity as may be decided by Town Council for the conduct of activity zone uses.

(H) *Site development and design elements.*

(1) *Setbacks.*

(a) Build-to line. Rather than a typical front yard setback, buildings fronting the street right-of-way shall have a build-to line.

1. All lots with property frontage on major boulevard streets shall have a front yard build-to line of 20 feet, measured from the back of street curb to the face of building.

2. Lots located on a corner lot adjacent to either a public street side-street or an internal access road which functions as a public street side-street shall have maximum build-to line of 20 feet on the major boulevard side, measured from the back of street curb to the face of building and a minimum 15-foot build-to line on the side-street section measured from the right-of-way line to the face of building to provide adequate sight distance at the intersection.

3. Lots having property frontage on a side-street running perpendicular to the major boulevard streets shall have a minimum ten-foot build-to line and a maximum 20-foot build-to line measured from the right-of-way line to the face of the building.

(b) Side yard setback. Because the concept is to provide a unified site design for the entire overlay district as much as possible, with shared parking and access between uses, side yard setbacks are not required.

(2) *Bufferyards.*

(a) Front yard buffer.

1. For buildings fronting Coleman Boulevard, no understory or shrub plantings are required.

2. However, one four-inch caliper minimum size canopy tree of the species Southern Red Oak, Live Oak, American Beech, or Trident Maple shall be required for each 35 linear feet of road frontage. These may be installed in the planter as required below.

3. In order to enhance the pedestrian-oriented theme of development, planters shall be required as a design element to soften the building exterior and enhance the streetscape appearance.

(b) Side yard bufferyard. Because the concept is to provide a unified site design for the entire overlay district as much as possible, side yard

bufferyards are not required; provided, however, redevelopment site design of one parcel shall include interconnectivity for parking and access with the adjoining parcels, if possible, and stub-out connections for future shared parking and access are required if such interconnectivity cannot be achieved in the current design.

(3) *Building height.*

(a) For building fronting on Boulevards streets, the maximum height limit shall be 55 feet, measured from the top of curb to the building eaves; provided all structures shall have a minimum of two floors with a maximum of four floors allowed.

(b) Pitched roofs may project above 55 feet as an architectural feature only.

(c) The maximum building height for buildings in the overlay district located within 50 feet of an abutting residential property line or abutting a street right-of-way adjoining residential property outside of the overlay district shall be 40 feet, measured as provided in § 156.102(A)(2) and no such building shall exceed a maximum of three stories.

(d) No area above the maximum height or maximum number of stories may be utilized for human occupancy or activity.

(4) *Internal access roads.*

(a) In order to facilitate the replication of a grid street pattern and enhance the streetscape appearance internal to individual projects, internal access roads shall be required whenever site design characteristics reasonably allow them on all larger parcels and smaller parcels that have been aggregated together.

(b) They shall be designed to appear and function as a public street, but may be privately owned (and, if so, must be privately maintained).

(c) On-street parking is encouraged and buildings should address these internal roads in the same manner as a public street with respect to orientation, setbacks and bufferyard requirements.

(5) *Open space.* No open space shall be required.

(I) *Parking requirements.*

(1) *Shared parking.*

(a) Because one of the primary functions of the overlay district is to provide a pedestrian oriented experience and an overabundance of parking areas would detract from this goal, parking within the overlay district shall be shared for all uses.

(b) Required parking shall be calculated utilizing the shared parking standards established by the Urban Land Institute; provided, however, no additional parking spaces shall be required for uses conducted in the designated activity zone.

(2) *Residential uses.* Parking spaces for residential uses shall be limited to a maximum of one space per dwelling unit and shall be included in shared parking calculations.

(3) *On-street parking.*

(a) On-street parking may be either parallel or angled parking, designed according to accepted standards.

(b) On-street parking will be allowed on residential streets adjacent to the overlay district as designated on an on-street parking plan map.

(c) On-street parking will be allowed on internal access roads.

(d) On-street parking spaces abutting the lot line of parcels in the overlay district may be counted towards the required parking for the use or uses on the abutting lot.

(4) *Parking areas.* In all cases, parking areas shall be utilized for parking vehicles and shall not be utilized for the storage of such items as merchandise, materials, equipment, boats, trailers or other conveyances.

(J) *Other considerations.*

(1) *Buildings in flood zones.* In order to project a pedestrian-friendly streetscape, commercial buildings located in “A” flood zones shall be flood proofed rather than elevated. Additionally, residential structures that are not within a flood zone shall not be raised where they front a public street.

(2) *Development.* All development within the overlay area shall be subject to Commercial Design Review Board approval.

(3) *Residential construction.* Residential construction shall be exempt from the Building Permit Allocation Program requirements as an additional incentive to provide the residential mix of uses, which is key to the success of the district.

(4) *Building size limitations.* No limitations on square footage of structures will be imposed. However, footprints (defined as space housing one commercial tenant, not an agglomeration of tenants' spaces) of any individual structure will be limited to 40,000 square feet. It should be recognized that the intent of this requirement is to prevent “big box” retail development which is not keeping with the purpose of the Coleman Boulevard - Ben Sawyer Boulevard Overlay District (CBS-OD).

(5) *Overlay District.* Design guidelines for the Overlay District shall be those as promulgated herein and in §156.055, “Development patterns for commercial villages”, and as may be provided in separate design guideline documents.

(6) *Revisions.* Town Council may consider revisions to the Coleman Boulevard - Ben Sawyer Boulevard Overlay District subject to town ordinances and process.

(Ord. 06015, passed 5-15-06)

EXHIBIT E

Building Height Recommendation

Recommendation: Increase the maximum height to 75' or six stories only where shown on the maps from the charrette. (areas in purple)

