

envision
the future



Sullivan's Island Commercial District Planning Charrette



Version 5.0

"it is remarkable that any buildings on Sullivan's Island have survived the vicissitudes of time. Fire, bombardment, tornadoes, erosion, and hurricanes have all taken their toll, but Sullivan's Island shows us, in house after house and street after street, pictures of its own life through close to 200 years. These are things that we should not lightly lose, but, unless we look out for them they can vanish little by little through thoughtlessness, ignorance, or want of a little care until the island becomes just another hum-drum, highly commercialized beach resort."

Images of America SULLIVAN'S ISLAND
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Sullivan's Island Master Plan: Community Commercial District

Sullivan's Island, South Carolina
October 2008

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Acknowledgements

The Design Team would like to thank the Town of Sullivan's Island residents and business owners for a lively, interactive, and always interesting charrette process. We feel strongly in the value of public participation and we hope many of you can see the fruits of your input reflected in the design decisions made. We would also like to thank the Church of the Holy Cross for the gracious use of their wonderful facilities during the course of the entire charrette. We would especially like to thank their Facilities Manager, Hal Rose who made sure we had everything we needed at the exact moment we needed it. Hal rocks!



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"art resides in the quality of doing, process is not magic."
-charles eames



The Design Team felt very strongly that the design solutions put forward should be implementable – something easily within the Town's grasp. Design theory is important, but only if that theory is based in reality. It was also important to not recommend actions that were cosmetic or superficial only and lacked real depth or substance. The Team promised the Town not to hand out "band-aid" solutions, that are more akin to "white washing" when a "structural" change is needed.

Good planning is not a "band-aid". Good planning is inclusive in its process and thorough in its execution. Good planning provides creative but pragmatic solutions. Real solutions are not only embraced by the citizens of the community but are in fact derived from a participatory process with the public. The solution is of the community, not dictated to it.

The design recommendations are implementable and achievable; some immediately and some incrementally. They are all capable of becoming real and bringing about positive change.

The Team thanks the citizens of Sullivan's Island, particularly the business owners and the homeowners located near the commercial district for their involvement in and contributions to the process.

Overall Study Area



 EXISTING COMMERCIAL ZONING

Overall Study Area

Introduction & Process

The purpose of this project, stated simply, was to achieve some level of balance between land uses that are sometimes in conflict, specifically commercial and residential uses. The conflict arises mainly from the fact that so many people who frequent the commercial area must park in residential areas. The fact remains, however, that Sullivan's Island is not a resort and it is not a subdivision. It is a Town and must accommodate all the uses that comprise a Town; from homes and businesses, schools and churches, and offices and restaurants. Sometimes, when differing uses rub up against each other some friction can occur. It is the task of the Design Team to find ways to reduce that friction.

It must also be noted that Sullivan's Island exhibits some traits that are considered very desirable in the field of urban design. The area is walkable, although the lack of consistent sidewalks makes it less so than the optimum. Most of the architecture, has good street presence in terms of appropriate height, massing, and scale. The streets themselves have a good human scale, and for the most part, are not too wide. On-street parking is used in many areas and serves as a traffic calming measure.

It is no surprise that the island is a popular place to live, as is reflected by real estate values, which are among the highest in the area.

Kick Off Meeting

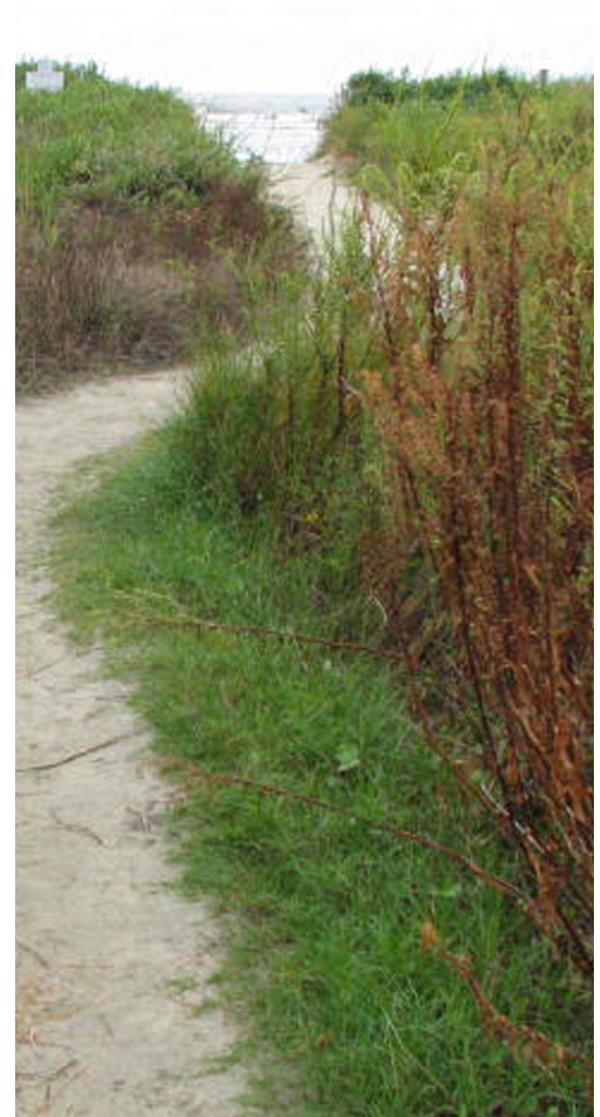
The Design Team, worked with the Town to employ a public design process that centered on a week-long charrette. The week commenced with a public kick off meeting on Tuesday, October 3. There were over 50 people in attendance.

Bill Eubanks, with the urban edge studio, made a presentation that focused on the ideas of quality of life and the qualities that make a livable, sustainable community. The public responded to four questions posed by the Design Team. The results of that exercise are on the following pages.



What one thing do you love most about Sullivan's Island?

- youthful and alive
- calm, safe environment
- the character and characters of the island and its historic nature
- laid back atmosphere
- porches; walking at night in streets; great restaurants
- small town feel
- boardwalks to beach; bike paths
- beach
- small town feel including scale of buildings - beach feeling
- its unique history and relaxed atmosphere
- the sound of the ocean
- history
- access to beach and open spaces; bicycle lanes everywhere
- breeze and views
- space
- quiet, peacefulness
- can ride bikes with kids; live with windows open and porches
- residential island
- the beachfront
- open spaces between small houses/shops
- the beach and people
- lifestyles, open spaces
- close relationship of houses and porches to the streets
- the community



What one thing do you dislike most about Sullivan's Island?

- waiting for the bridge
- the frenzy of the commercial district
- the increase in size and value of houses - traffic
- parking
- lack of buffer between businesses and residents; trash at dumpsters
- Mc mansions
- new town hall
- sandspurs; lack of alternative energy
- the "rental rule" - by 24 hours
- exterior lighting - too much on some - intrusive
- summer traffic and crowds
- the party scene
- hurricanes
- litter on the beach; condition of streets - trash picked up
- large houses and buildings
- over landscaping - we are not kiawah
- noise and congestion
- delivery trucks; speeding cars in residential neighborhoods on i'on ave.
- noisy bars - drinking outdoors after 10pm
- the traffic / the crowds
- bar scene after 10 pm
- big office buildings (new on middle street) and huge houses
- crowds during the weekends and holidays
- loud drunks at 1:45 am



What one thing would you change if you had a magic wand?

- close-minded, old-thinking locals
- eliminate “outside” eating and drinking in the commercial area
- I would turn back time, but it would take more than a wand
- more parking
- fewer people
- less late night drinking in commercial district
- more green space
- rewrite the split-zone ordinance to divide
- better parks; public landscaping; more fountains and sitting areas
- the “rental rule” - by 24 hours
- the large new building on middle st. - too big, too high, too close
- sidewalks; consolidate town hall
- bring back “old fort moultrie in the forties”
- more places to eat and shop
- large houses and buildings
- pass a law: anything you take to the beach you take home with you
- remove late night noise and crowds and traffic
- not a drinking destination; dumpsters/cleanliness behind restaurants
- eliminate outdoor bars
- the appearance of middle street
- get rid of over-sized houses
- the police. they are really hard on islanders
- we don’t want s.i. to be a drinking destination



What one thing would you never allow to be changed by anyone?

- freedom for everyone to enjoy our paradise
- subdivision of lots
- the bridge - the historic structures
- sense of community
- ability to sleep with windows open; to run with dog
- land and green spaces
- dogs on the beach and public access
- beach
- historic feeling and open spaces
- public beaches; single family residents
- recognize that the commercial district is used & enjoyed by vast majority of residents & needs to be nurtured
- community association of people and businesses
- single family residential 1/2 acre
- no impact!
- expanded business
- unleashed dogs on the beach
- dog should always be allowed on beach off leash at some time
- the beachfront
- subdivision of lots
- quality of life
- feeling of community with focus on residential, single family
- increase density



Public Response

Snapshot of Public Perception

The citizens also participated in a “snapshot of public perception” where they were asked to identify in a few words what they think Sullivan’s Island is like now and how they would want it to be in the future. See some of the responses to that exercise below:

Right now I think Sullivan's Island is.....
RANDOM

In the future I visualize it as being.....
UNIQUE

Right now I think Sullivan's Island is.....
DEVOID OF HUMAN SCALE ON MIDDLE STREET

In the future I visualize it as being.....
MORE PEDESTRIAN FRIENDLY WITH TRAFFIC CALMED TO 20 MPH MAX.

Right now I think Sullivan's Island is.....
chaotic

In the future I visualize it as being.....
peaceful

Right now I think Sullivan's Island is.....
destination point leading to overcrowding, traffic, etc

In the future I visualize it as being.....
VIBRANT BUT FITTING INTO RESIDENTIAL COMMUNITY

Right now I think Sullivan's Island is.....
congested/not walkable

In the future I visualize it as being.....
walkable and accessible unique in character

Right now I think Sullivan's Island is.....
Great

In the future I visualize it as being.....
great

Site Walk

On Friday morning, the Design Team gathered with a large group of citizens to walk the project site. The Design Team divided into three pairs, and each pair took a group of citizens to walk the site and begin a dialogue of issues, concerns, and opportunities. This was a valuable experience as the Team saw first-hand some of the problems that existed in the commercial area. Some of these problems included noise, litter, trash, access issues, and traffic and parking issues.



"show me your city, and i will tell you the cultural aims of its population."
 -eliel saarinen



Group One

Public Workshop

That afternoon the Team held a Public Workshop that was attended by approximately 25 people. The public participated in a goal setting session and then worked on design concepts in four facilitated groups. A spokesperson for each group presented their concepts back to the whole group. The concept sketches and goal statements of each team are shown on the next three pages. The final goal and mission statement follow, which was crafted by a citizen, Susan Romaine and was welcomed and adopted by the Team.



Group One Goal Statement:

"To design a comprehensive plan that allows for positive integration between quaint residential communities and vibrant healthy commercial needs."





Group Two Goal Statement:
"Create a balance between the commercial and residential districts to maintain a fun, peaceful quality of life, including a vibrant commercial district and a safe environment for locals and visitors alike."

Group Three

Group Three Goal Statement:
 "Establish a balance between a vital business district and our residential community, ensuring a safe welcoming quality of life for residents and visitors while maintaining the character of the island."





Group Four Goal Statement:
 "The commercial district master plan will allow residents, businesses, and visitors to peacefully coexist in a pedestrian friendly, sustainable, and economically viable manner; representative of the Sullivan's Island community."



Final Mission Statement:

Preserve the quality of life by achieving balance between the need for a thriving pedestrian-oriented commercial district and the need to retain the character of our predominantly residential beach community.

Final Goal Statement:

Develop a master plan that promotes sustainable commercial activity while protecting the safety of residents and visitors, minimizing the impact of that activity on the surrounding residential neighborhoods and retaining the vernacular of island architecture.

Stakeholder Meetings

The Design Team held four stakeholder meetings. These four stakeholder groups were Residents, Business Owners, some key Town Staff members, and Planning Commission.

Residents

The time spent with citizens who reside adjacent to the commercial area focused largely on problems, some of which are common and some of which are infrequent or isolated. This session was less focused on design solutions. However, this group was very passionate about the problems. Some of the issues that this group raised included: parking in the yards of residents, late night noise in the commercial area, the negative effects of trash such as smell and rats, noise associated with the dumping of trash and deliveries, undesirable behavior of people leaving businesses late at night, and traffic generated by businesses. Several citizens eluded to a sense of some level of mistrust in the process, and the Town's willingness to follow through with solutions.

Some of the suggested solutions included noise ordinances, limited hours of operation, restricting the number of people allowed on premises, better crosswalks and some level of traffic calming.

Businesses

The Team spent time with several of the business owners to discuss problems and opportunities. Some of the issues discussed included: employee parking, consolidation of trash, walkability, problems with split zoning of lots, taxes and insurance, noise problems (both real and perceived), availability of police for enforcement, and friction between businesses and residents.

Town Staff

The Team also spent time with several key staff people including the Town Administrator, the Zoning Administrator, the Fire Chief, the Police Chief, the Principal of Sullivan's Island Elementary School, and a representative of the Sullivan's Island Parks Foundation to discuss the general direction of the planning process. Their experience and history with the island was a valuable resource.



Planning Commission

The Team presented to Planning Commission with the purpose of providing an update on the status of the design charrette. The meeting took place at charrette headquarters, and was open to the public. The major concepts that were discussed are as follows:

I. Create Community Commercial Overlay District – overlay district would be beneficial for identifying the commercial corridor in the event of any future modifications to zoning and design specifications and/ or infrastructure.

II. Middle Street improvements:

- Reverse Angle Parking – a tool utilized across the country to encourage safe parking in higher vehicle and pedestrian traffic areas. Mr. Eubanks reviewed the reverse angle parking concept, noting that it should be considered for portions of Middle Street.
- Intersections–improved for pedestrian crossing safety.

III. Station 22 ½ and Middle Street modifications:

- Stub Station 22 ½ to vehicle traffic at l'On Avenue - to allow for golf cart only parking from l'On Avenue/Station 22 ½ oceanward.
- New service route – New route for delivery and garbage collection to commercial establishments along Middle Street near Station 22 ½ (Currently Dunleavy's and Seel's on Sullivan's). Create a one way only truck route at rear of restaurants via service alley accessed off of Station 22 ½ and emptying onto Middle Street. Mr. Eubanks noted that this service route might include a modification of current exterior seating arrangements at existing restaurants.

IV. New Town Hall Facility – propose moving Town Hall and Police Department to Community Commercial District to create a unified municipal presence in this area. Various sites are being considered for a possible new facility.

V. Deal with Split Zone Lots along Middle Street – specifically properties at 2210, 2214 and 2216 Middle Street (Poe's Tavern and Exit Realty currently occupy two of the lots).

Commission members queried the residential lot sizes that would remain if the lots were split in three. Mr. Eubanks clarified that the residual residential lots would be less than ½ acre in size, allowing for smaller bungalow style homes. This applies only in the proposed Commercial Overlay District. Commission members pointed out that the Town's Comprehensive Plan calls for residential properties to be a minimum of ½ acre in size. Thereafter, there were questions about noise buffers, especially for current Jasper Boulevard residents, and the impact of increasing residential density in the commercial area.

Big Idea Statement:

Following the public workshop, the Design Team each developed their individual “big idea” statements. The purpose of the “big idea” statement is to focus the Design Team’s efforts in reaching a solution. The “big idea” is basically a “concept statement” that guides design decisions. The statements are developed with the goal and mission statements in mind, as well as lessons learned during the public workshop and site walk.

The Design Team met to discuss their individual statements that were developed individually and crafted a final “big idea” statement. Every design decision made must meet the intent of the big idea statement. The final statement developed reads as follows:



“Everything in its Right Place”

Organize the already successful components that make up the Sullivan’s Island Commercial District into a better arrangement that improves the quality of life for residents, businesses, and visitors.

Improve “community” by decreasing noise, calming traffic, providing better parking, and safer pedestrian movement while making the commercial area more visually cohesive - without losing the unique island charm and character.

Design Approach

The Team discussed the lessons learned during the site walk and the public workshop as well as their initial impressions of ways to solve some of the issues, and also reviewed "big idea" statement. They also conducted some site analysis studies as an internal effort to guide decision making. These efforts opened the way for design exploration and a list of possible recommendations. These were then presented to the public, revised and refined, and presented in the final public meeting of the charrette.

"total design is nothing more or less than the process of relating everything to everything."

-george nelson

Site Analysis

The Team developed a working "sketch" site analysis that identified commercial parking areas, and potential off-street and on-street parking as well as existing on-street parking that might be restricted. (Figure 1.) The purpose of this drawing was to identify problematic and congested areas and to inform decisions regarding parking.

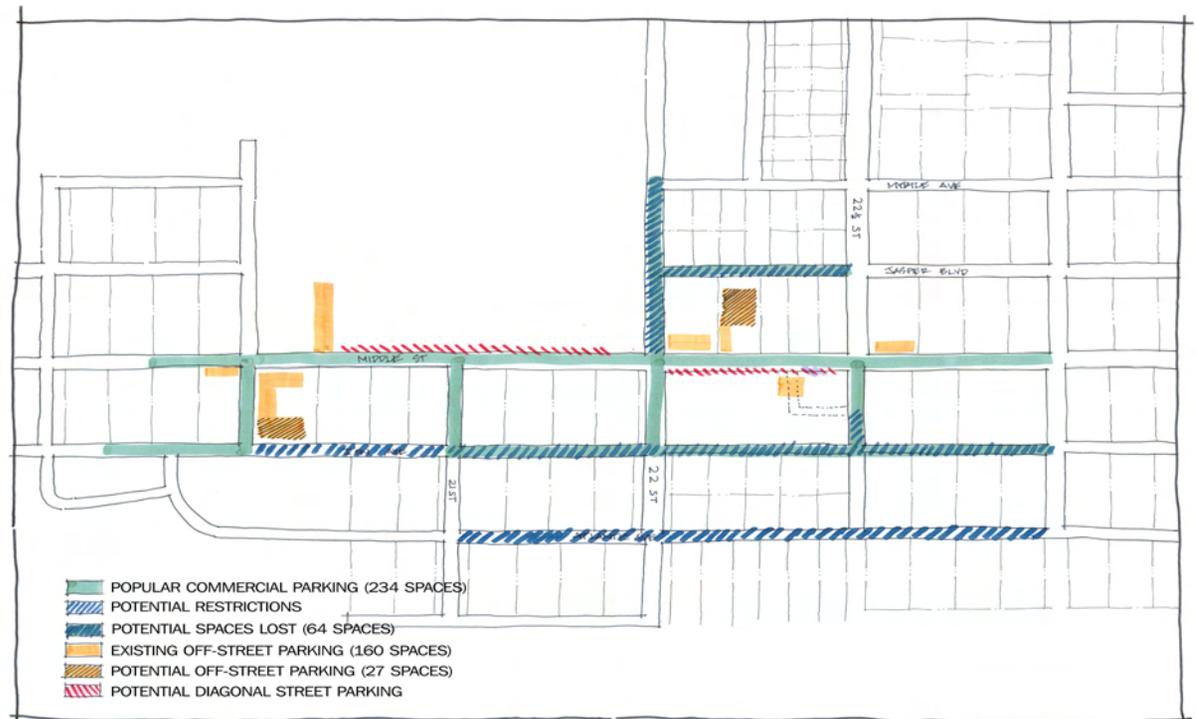
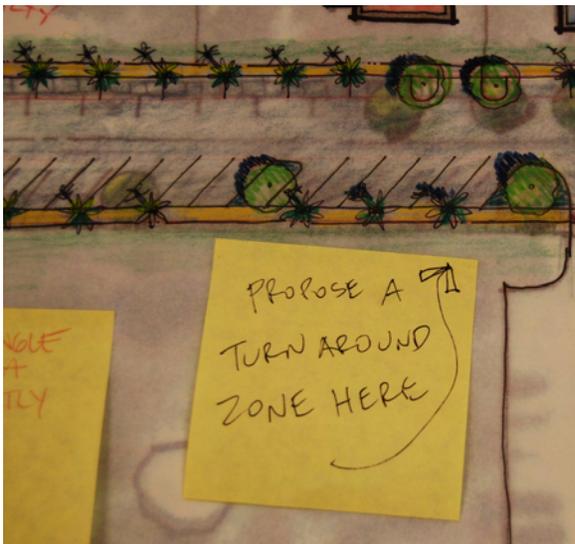


Figure 1.

Open House

The Team began crafting design solutions and held an Open House on Tuesday night to provide a feed-back loop in the process. At the Open House, the public was invited to write comments on post-it notes for all working drawings. The Design Team was also on-hand to field questions and provide explanations of design decisions. The input received in this session was quite valuable and several design decisions and plan revisions were made as a direct result of this event.



Recommendations

The following list of recommendations are items that the Team members feel could have a positive impact on the study area but may be outside the scope of what a landscape architect/urban designer might typically be charged. By and large, these are recommendations of things to be considered or studied to determine if their use would actually result in positive change. None of these recommendations increase the size of the commercial area in any way.

- Create a Commercial Area Overlay Zone District (Description to follow)
- Allow parking on one side of I'On Street only
- Resident/Guest parking permits only on I'On, Jasper, Atlantic, and Myrtle after 8 p.m. (or other reasonable time)
- Consider developing a new Noise Ordinance that addresses amplified music with appropriate time restrictions
- Consider cabaret ordinance similar to the City of Charleston

- Require shared parking provisions for off-street parking at office/retail businesses
- Institute a "Livability Court" to handle issues of litter, lack of maintenance, etc.
- Develop guidelines for commercial parking, lot subdivision, height, massing and scale, and setbacks within Overlay District
- Modify split zoning to allow parking to support existing businesses while limiting expansion of current commercial uses
- Explore options for increasing police presence/code enforcement in the commercial area

Overlay Zoning

Overlay zoning is a regulatory tool that creates a special zoning district, placed over an existing base zoning district, which identifies special regulations and guidelines that are applied in addition to or above and beyond those in the underlying base zoning district(s). The overlay district can share common boundaries with the underlying zones or be applied to specific geographical areas regardless of underlying boundaries. Where differences in regulations exist between base zones and the overlay zones, the regulations on the overlay zone prevail. Regulations or incentives are usually

attached to the overlay district to protect a specific resource or guide development in a specific direction within this special area.

Any governmental unit with the power to create zoning districts can create an overlay district. There are three basic steps to creating an overlay district:

1. The purpose of the district needs to be clearly defined.
2. The limits of the district need to be clearly defined and should be mapped.
3. Develop specific rules and regulations that apply to the identified district. These may include regulations like building heights, setbacks, land uses, parking requirements, minimum lot sizes, and other regulations which can guide development. This would address lot sizes that are less than a half acre, which is the standard for the rest of the island.

It is also important that the intent of the overlay be aligned with the comprehensive plan and may, in fact, require revisions to the comprehensive plan.

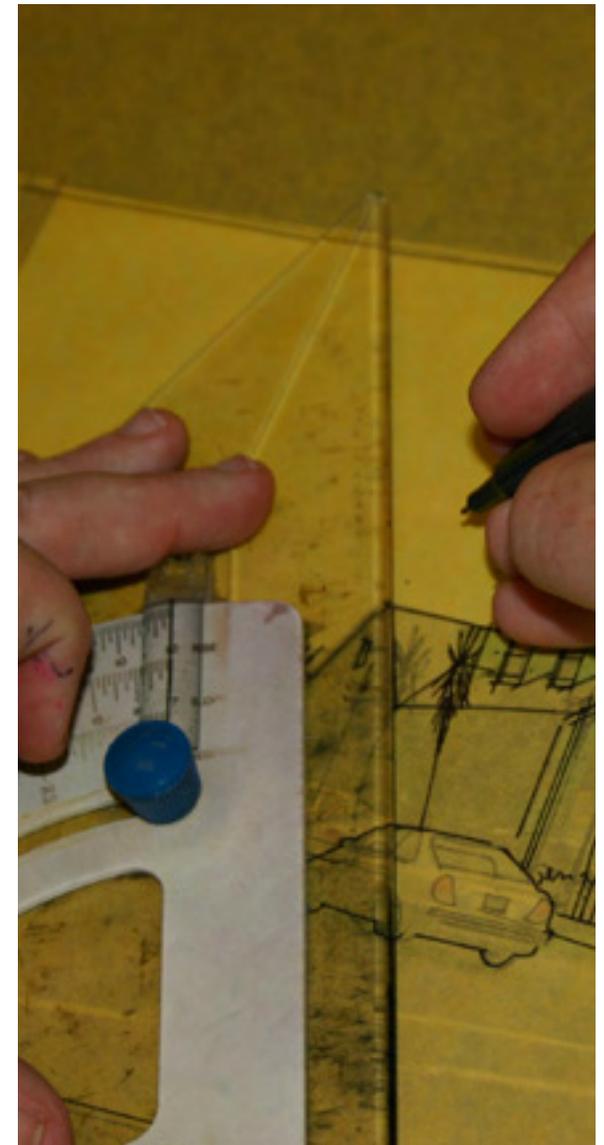
Design Solutions

The following is a list of design decisions made by the Team, most of which are actually reflected in the Master Plan, which is shown in the next section. All of these solutions will require further study and design, and are shown as conceptual ideas only. After further study it may be determined to eliminate some of these ideas. It is also important to remember change at this scale is incremental, and not all changes will happen immediately.

- Utilize a combination of parallel and reverse angle parking to create more efficient parking on Middle Street in order to decrease pressure on residential streets
- Create new single-family lots, with modified setbacks, on Jasper to complete the street
- Create new “service loop” at Sta. 22 ½, alley and space between High Thyme and Seel’s with a consolidated screened/enclosed dumpster
- Modify Sta. 22 ½ from Middle to I’On streets to prevent through traffic while accommodating golf cart and bicycle parking

- Create new off-street parking on split zoning lots to help reduce pressure on residential streets
- Create a “civic node” at the current park that would include public parking, historical markers, an amphitheater and a farmers market
- Relocate Town Hall to the commercial area
- Provide better sidewalks, crosswalks, and pedestrian scaled lighting
- Reduce posted and actual speeds on Middle Street and Ben Sawyer through traffic calming street design
- Provide a better “entry experience” on Ben Sawyer Boulevard from the bridge to Middle Street

Note: It is the responsibility of the Town Council to decide which recommendations to implement as well as the timing and phasing of any improvements.

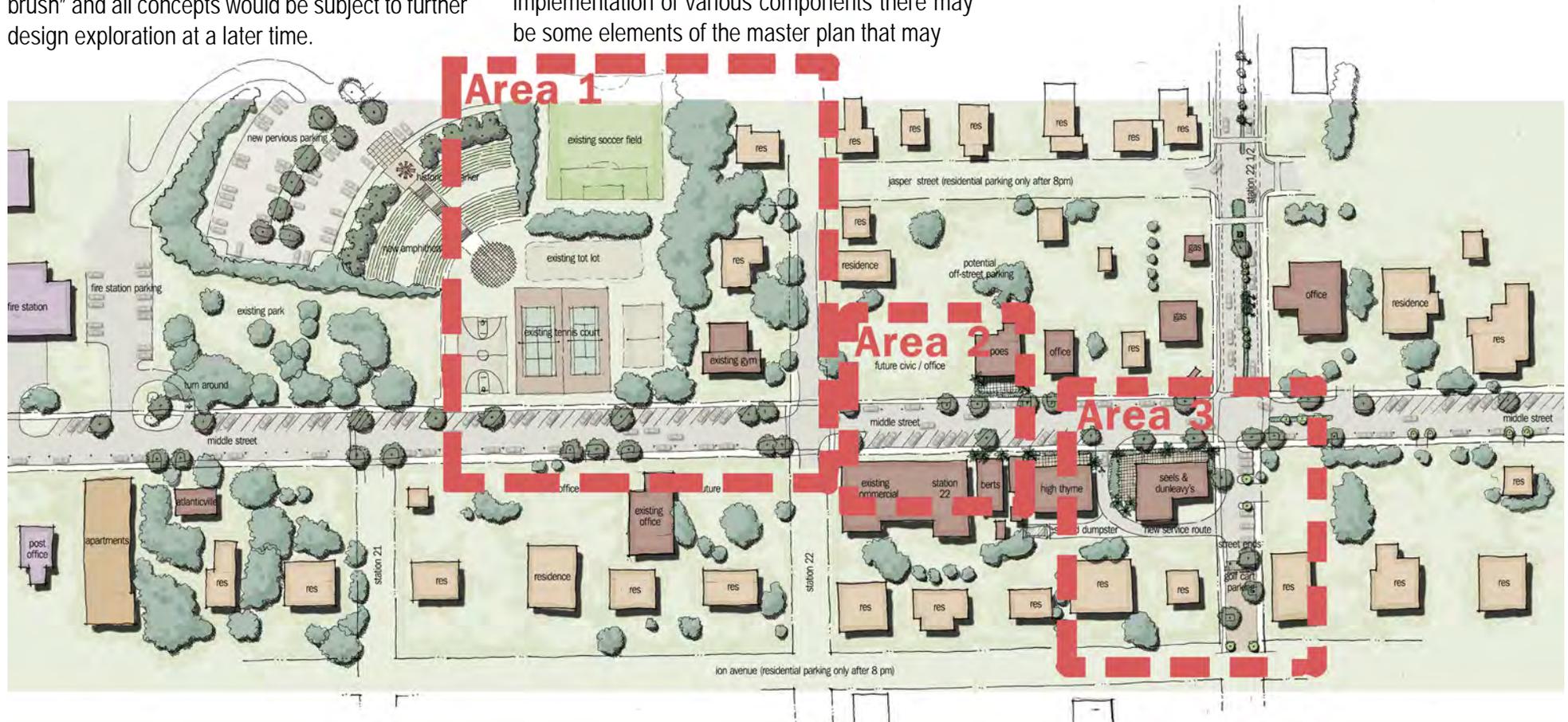


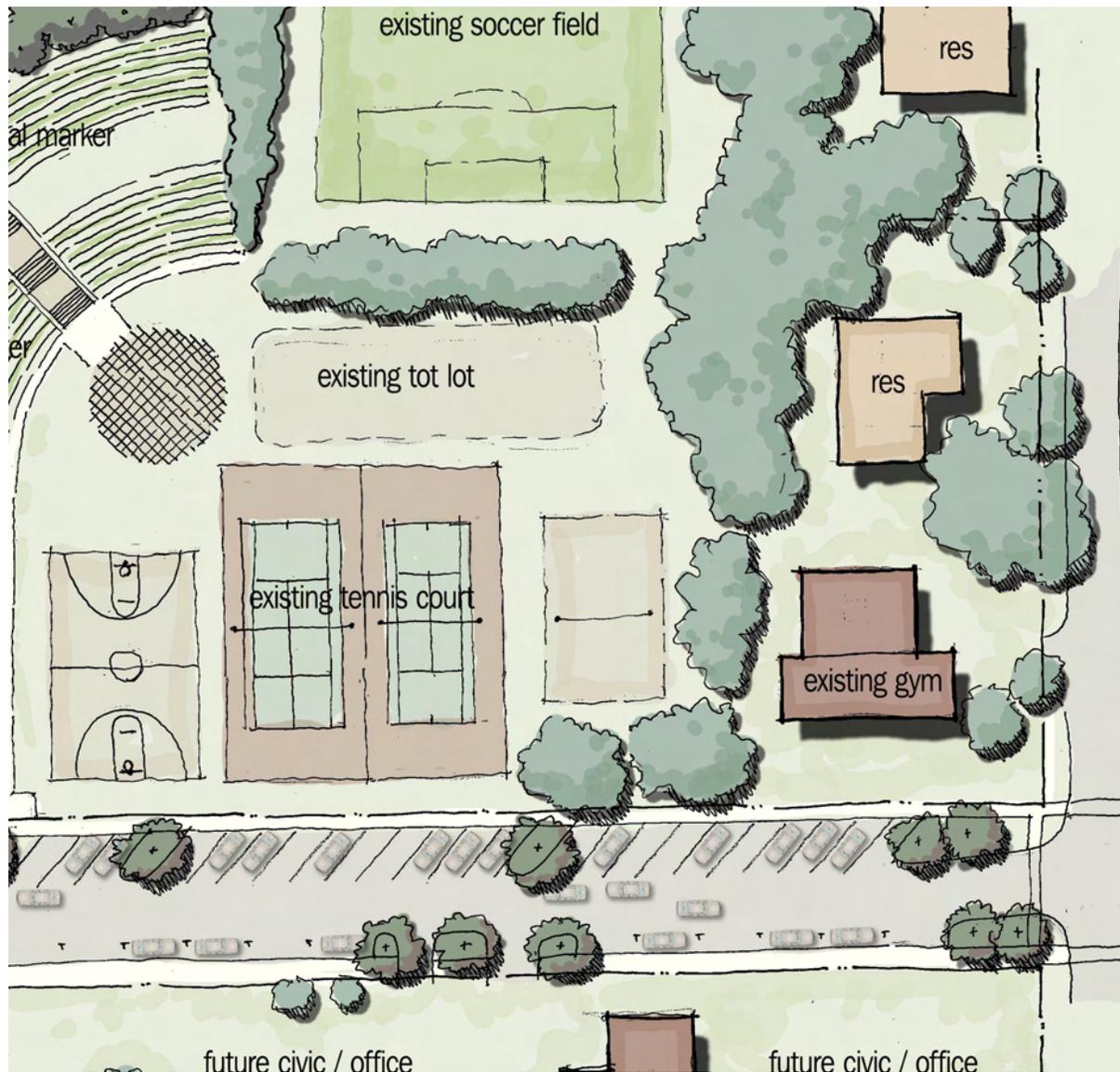
Master Plan

This Master Plan is a conceptual design study that incorporates the design solutions listed on the previous page. It should be stressed that, like all master plans, the design depicted is very "broad brush" and all concepts would be subject to further design exploration at a later time.

However, the master plan does reflect, in a purely illustrative manner, how the main tenets of the design approach could be achieved. As the Town and private property owners proceed with implementation of various components there may be some elements of the master plan that may

be changed or omitted and other elements may be added. However, the spirit of the master plan should remain consistent.



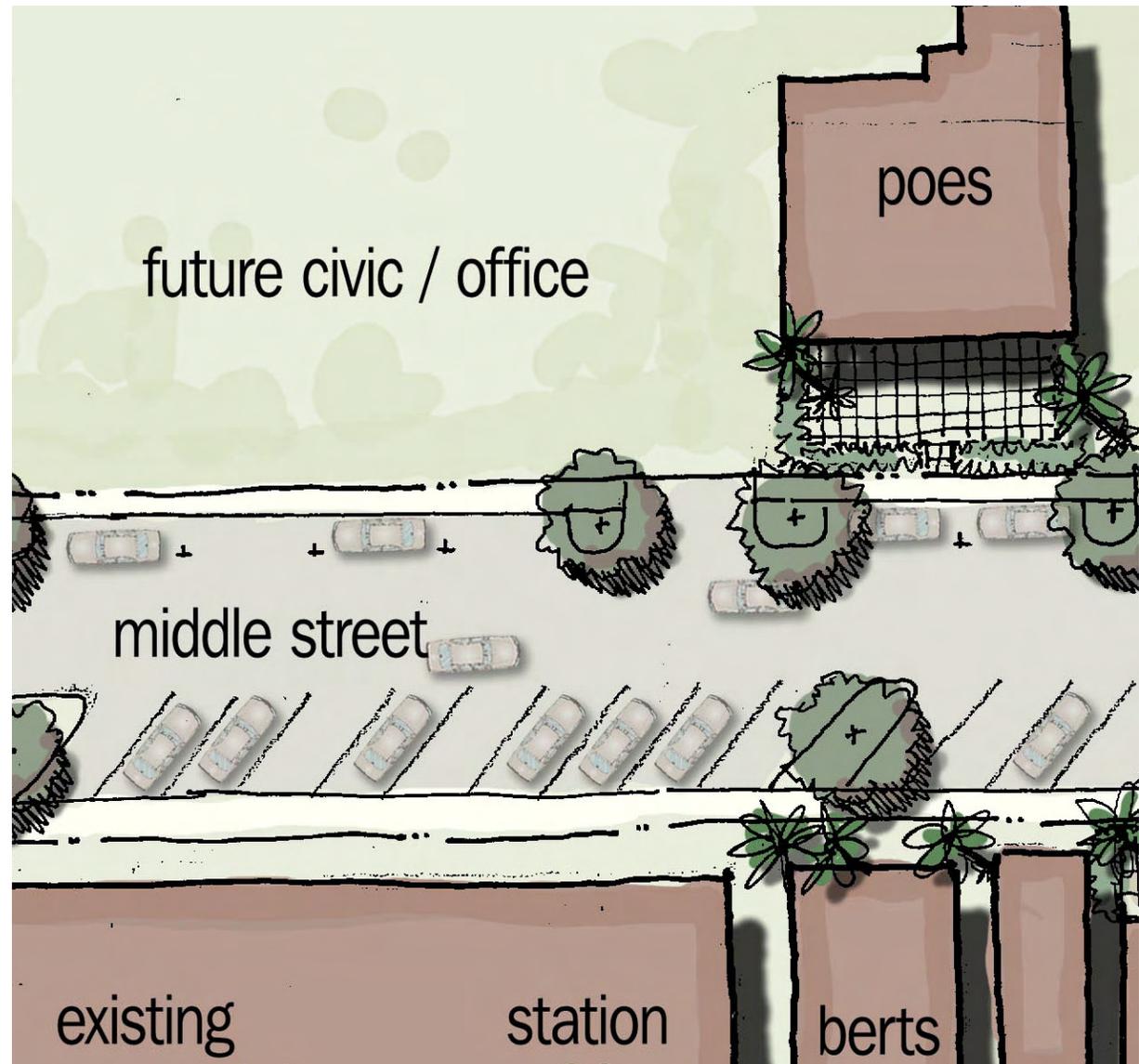


Area One

A portion of land at the top of the hill at the park could be utilized for overflow and / or valet parking and the slope could be used for an outdoor amphitheater. The section of Middle Street in front of the park would have reverse angle parking on the park side of the street and parallel parking on the opposite side. A turn around would be provided at the corner nearest the fire station. This turn around could be used by service and delivery vehicles and patrons searching for on-street parking.

Area Two

Middle Street would be altered to include (2) eleven foot travel lanes with reverse angle parking on one side and parallel parking on the other. 6'-0" sidewalks would be on both sides of the street. The location of parking would alternate from one side to the other to accommodate curb cuts and other existing features. Tree plantings would be more organic and less uniform than most streetscape projects, reinforcing the casual nature of the beach community. All of this can be accomplished within the existing right-of-way. See Figure 2. for illustrated sections.



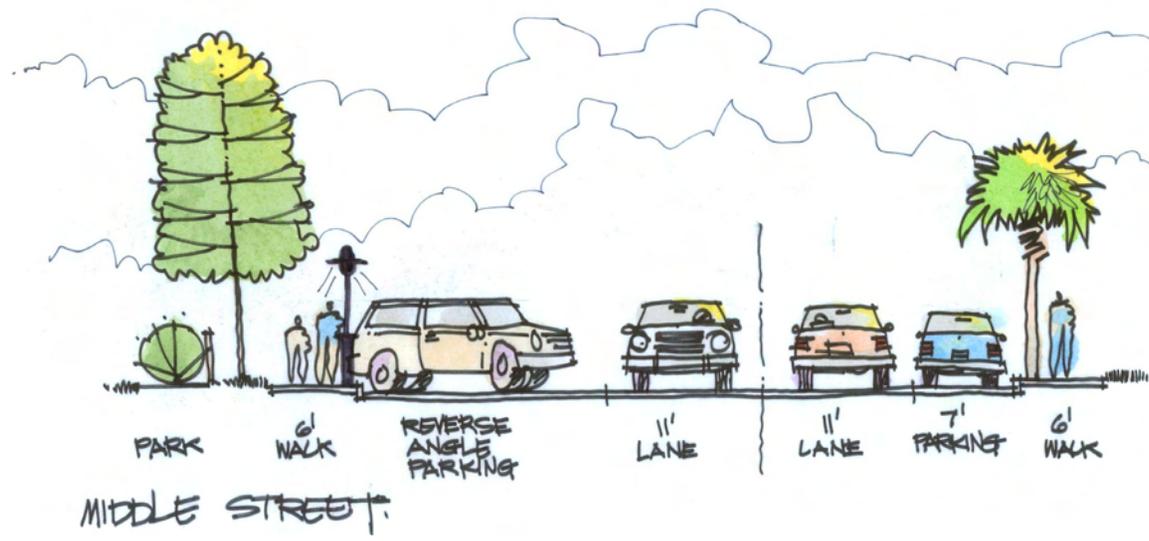
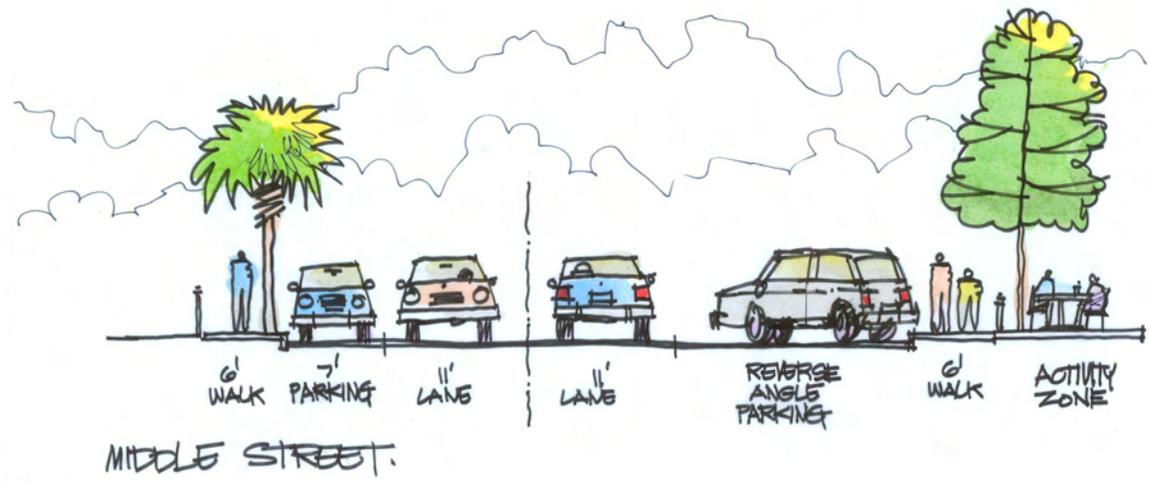


Figure 2.

Parking and Middle Street

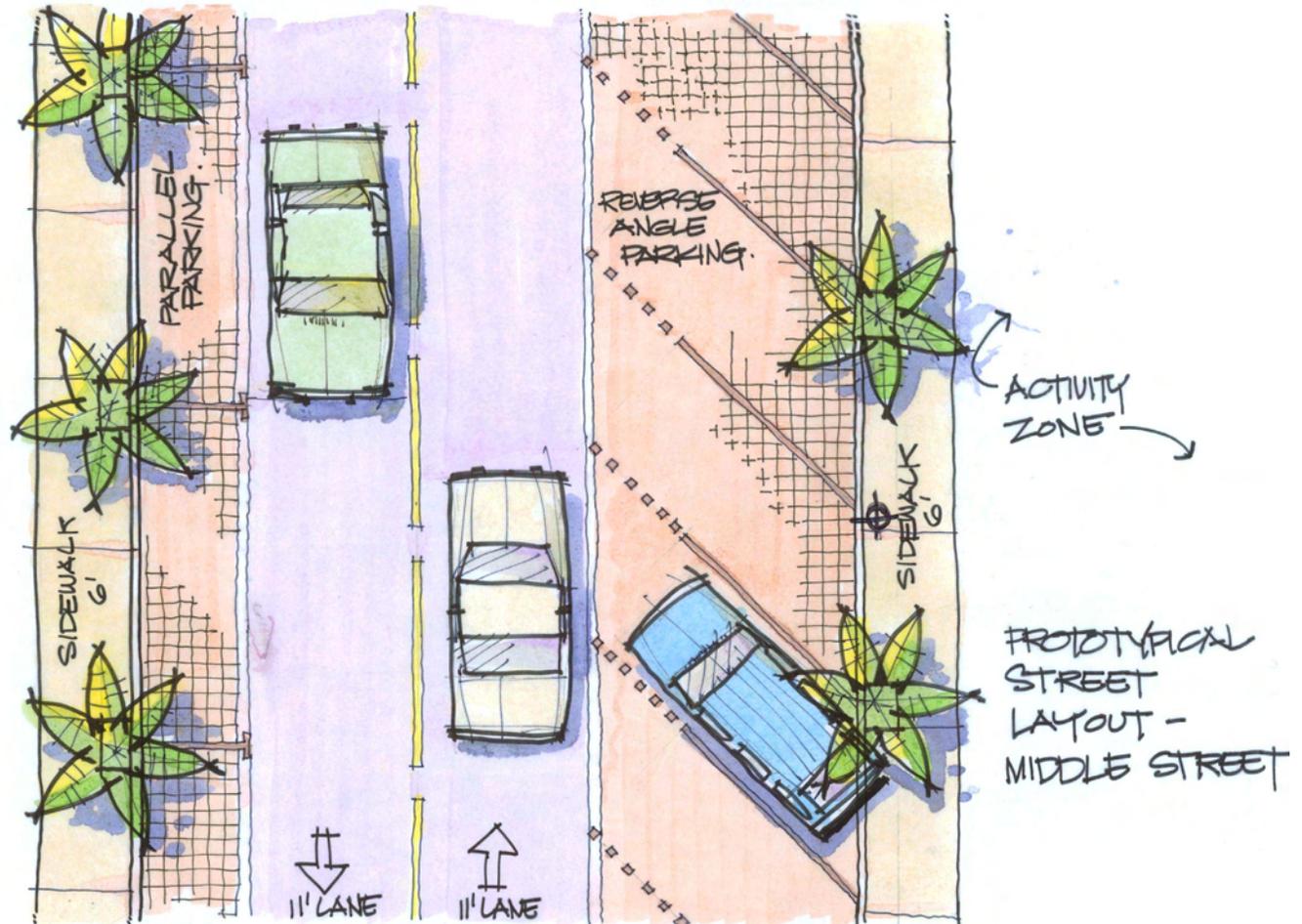
Reverse angle parking has many advantages over head-in angle parking or parallel parking. When parking, the decision making process is much like parallel parking in that the driver locates a space, pulls up slightly past the space and then does a backing in maneuver to get in the space. This movement is much simpler than the compound turning movements required for parallel parking (see Figure 3 for parking sequences illustrations).

Once parked, this arrangement offers significant advantages over parallel and head-in angle parking. With parallel parking the driver and left side passengers must exit the vehicle on the street side. With reverse angle parking, opened doors form a barrier between passengers and traffic. This is especially desirable for children.

Reverse angle parking, allows for packages to be loaded into the trunk or rear cargo space of a vehicle from the sidewalk, away from the street and flow of traffic.

Finally, when leaving the space, the driver's line of sight is better than with head-in angle or parallel parking scenarios. The simple head-out movement is a much simpler maneuver than backing out into traffic or vacating a parallel space.

Consideration for alternate paving and/or pervious materials should be discussed for angled and parallel parking spaces.



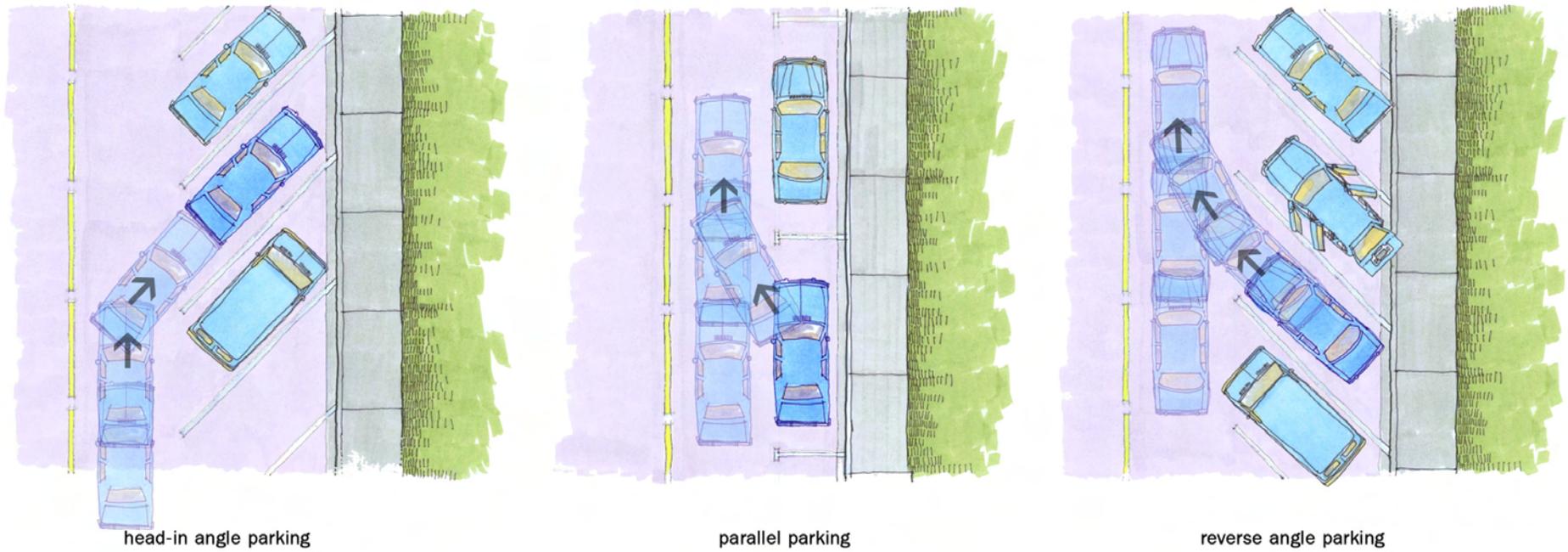


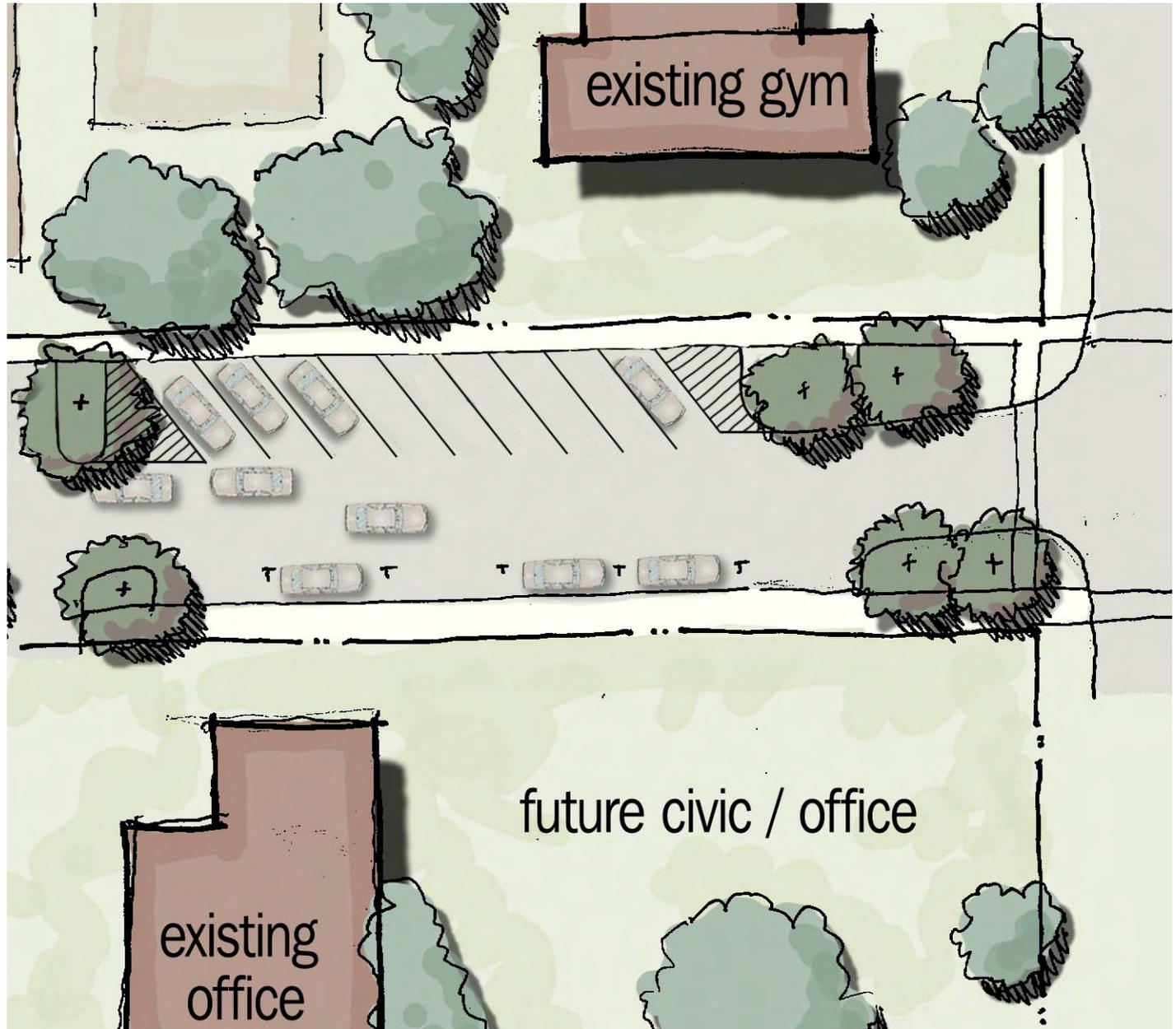
Figure 3.
Sullivan's Island Master Plan:
Community Commercial District - Version 5.0

Middle Street-Parking

Parking and Middle Street

This is another viable solution that will work with either reverse angled parking or head in angled parking. The tree islands in this scenario are perpendicular to the curb, allowing the spaces to be striped as either reverse angle or head in parking.

The solution ultimately selected by the Town will be subject to approval by SCDOT.



Street	from	to	Existing Parking	Proposed Parking	Net Change	Parking Achieved by
Jasper Blvd.	Sta. 22	BenSawyer	10	10	0	No action made
Middle St.	Sta. 20	Sta. 20 1/2	19	19	0	No action made
Middle St.	Sta. 20 1/2	Sta. 21	9	31	22	Angled parking north side of street, parallel on south side
Middle St.	Sta. 21	Sta. 22	21	42	21	Angled parking north side of street, parallel on south side
Middle St.	Sta. 22	BenSawyer	40	30	-10	Parallel on north side, angled parking south side of street. Remove parking in front of Seel's
Middle St.	BenSawyer	Sta. 23	26	37	11	Angled parking north side of street, parallel on south side
Ion Avenue	Sta. 20	Sta. 20 1/2	4	4	0	No action made
Ion Avenue	Sta. 20 1/2	Sta. 21	8	8	0	No action made
Ion Avenue	Sta. 21	Sta. 22	9	9	0	No action made
Ion Avenue	Sta. 22	BenSawyer	10	10	0	No action made
Ion Avenue	BenSawyer	Sta. 23	23	23	0	No action made
Sta. 20 1/2	Ion Avenue	Middle St.	12	9	-3	Blocked street to create service drive and golf cart parking
Sta. 21	Ion Avenue	Middle St.	8	8	0	No action made
Sta. 22	Middle St.	Jasper Blvd.	11	11	0	No action made
Sta. 22	Ion Avenue	Middle St.	11	11	0	No action made
BenSawyer	Myrtle Ave.	Middle St.	0	0	0	No action made
BenSawyer	Ion Avenue	Middle St.	14	14	0	No action made
Sta. 23	Ion Avenue	Middle St.	12	12	0	No action made
Total			247	288	41	



Area Three

Station 22 ½ would be closed to through traffic between Middle and I'On Streets. The half of the block closest to Middle Street would be used for on-street parking and access to the service core. The half of the block closest to I'On would be used for golf cart and bicycle parking which allows island residents to have better access to the commercial area by alternate means of transportation, while avoiding traffic on Middle Street.

Service Court/Alley

The service alley behind the existing businesses would be improved by screening, resurfacing, and a consolidated dumpster located in an enclosure. This concept (see Figure 4. and 5. for illustration and plan) would eliminate parking between the buildings and provide better opportunities for outside dining. An improved streetscape would include wider sidewalks with a verge between the street and the sidewalk and a planted strip between the plaza (outdoor dining) area and the sidewalk. This strip could also include a low fence, providing even more delineation between the public and quasi-public realms. Immediately across Middle Street, the parallel parking could be signed to prohibit parking during normal deliver hours, thus allowing delivery trucks to park there to unload.



Figure 4.

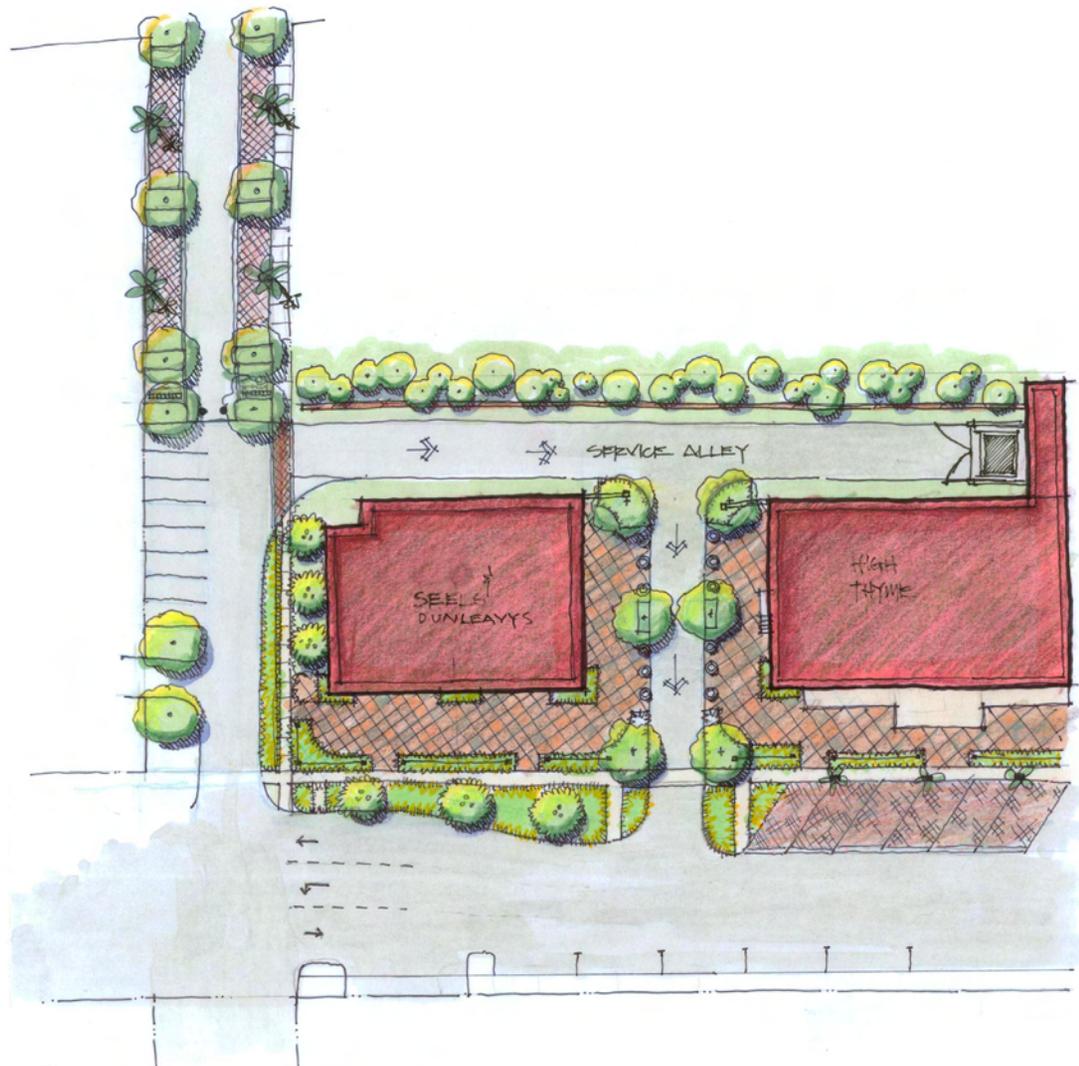


Figure 5.

Intersections

There are options for the treatment of intersections as shown in the sketches to the right. Alternating the parallel and reverse angle parking between blocks requires some realignment of the street's center line. This will also provide some traffic calming as traffic will slow when approaching and negotiating the intersections; creating a much safer environment for pedestrians.

Figure 6. shows the addition of small landscaped medians. Some feedback from citizens suggested that this may be too formal for Sullivan's Island. However, it does provide a very good mid-street safe zone for pedestrians.

Figure 7. shows a subtle realignment that creates an intersection that is not quite perpendicular but still affords as shorter pedestrian crossing.

Figure 8. shows the option of having or eliminating "bump outs" at intersections. Having the bump-outs would require a larger corner radii than not having the bump-outs. However, the bump-outs do reduce the crossing distance for pedestrians.

The sketch on the following page shows, conceptually what an intersection may look like with improvements made.

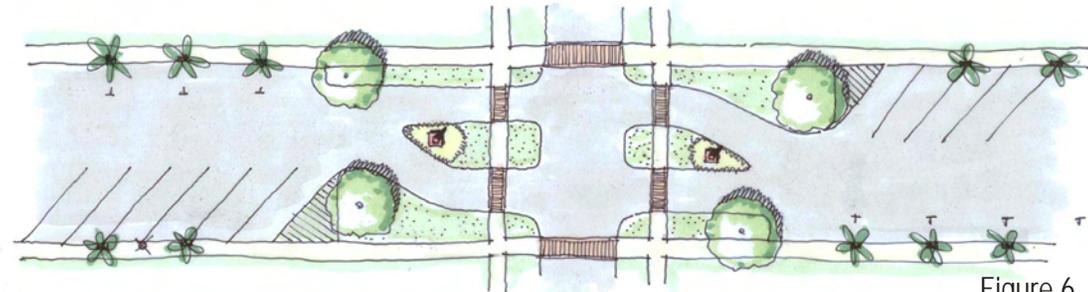


Figure 6.

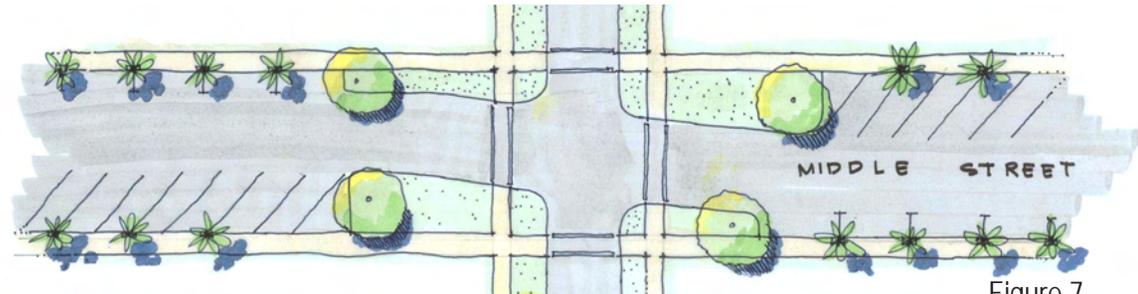


Figure 7.

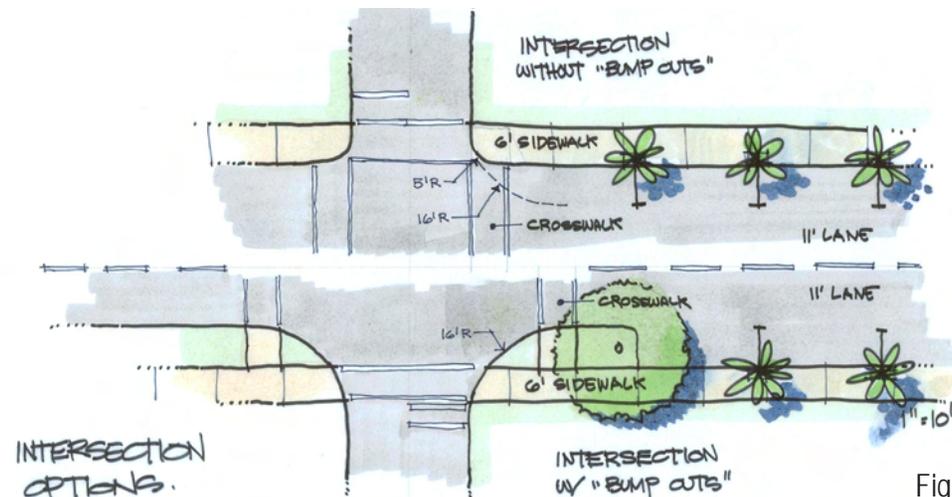


Figure 8.



Island Approach

Sullivan's Island has a unique vernacular, and the approach and entry sequence onto the island needs to reflect that uniqueness.

The Team is proposing an approach to the island that includes a landscaped median flanked by sidewalks and landscaped verges on either side of the street. This new alignment should also alleviate some of the confusion associated with turning movements onto both Jasper and Middle Streets. The exhibit shown was generated during the charrette. Feedback from the residents indicated desire for a less formal approach, and the Design Team recommends further study of the landscape theme.

An improved treatment provides a gateway to the island that is much in keeping with the character of the rest of the town.



"if a city's streets look interesting, the city looks interesting; if they look dull, the city looks dull."

- jane jacobs

Mid block Parking

Under current zoning regulations, the properties with split lot zoning can have commercial uses on the front half and residential uses on the back half, although the properties cannot be subdivided. Under a possible overlay district, those restrictions could be modified.

The Design Team is proposing that split lot zoning be changed to incorporate three zones of use. The front portion of each lot could be used for commercial uses; the middle portion could be used for shared parking in support of the commercial uses; and the back portion could be used for residential uses. However, this portion could be subdivided within the overlay district only. In other words, the current minimum lot size would be set aside within the overlay district.

This approach has several advantages. First, business owners would have a higher level of control over the behavior of their patrons after they leave the place of business than they would if they were parked on a residential street. Second, businesses would be restricted in terms of available land for potential redevelopment. Third, the residential property could be sold rather than the current situation which requires residential zoning on the back portion of the lot to be owned

Figure 9.



by the business at the front of the lot. Figure 9. shows a hypothetical scenario at Poe's – both with the current building and a possible redevelopment with a much larger facility. Poe's has 145 existing seats which would need approximately 36 spaces to support the use. With parking added behind the restaurant approximately 17 of those spaces could be accommodated on-site with the remaining 19 provided with on-street parking.

The theoretical building in the alternate scenario could seat approximately 512 with a parking

demand of 128 spaces, none of which would be provided on-site.

Either scheme could accommodate a 4000 square foot residence, although the setbacks would need to be amended under the "existing building" scenario. However, the amended setbacks would be more in keeping with other homes along Jasper Street. The sketch on the following page shows what Jasper Street could look like with the new residences added, completing the street.

Jasper Street



Next Steps

The Team recommends that the Town take the following next three steps towards implementation of the master plan concepts (after approval of the Master Plan by Town Council):

- Develop an Overlay Zoning District for the Commercial Area incorporating the recommendations of this report.
- Engage a professional Design Team consisting of landscape architects and civil engineers to develop a detailed design for Middle Street, including modifications of Station 22 ½ between Middle and I'On Streets, with the ultimate goal of implementation.
- After completion of the Middle Street improvements, implement residential parking permits for I'On, Atlantic, Jasper, Myrtle, and selected perpendicular streets.

There are other recommendations found within this report. However, these first three steps are considered most critical to the success of the area in terms of alleviating problems and issues that currently exist and making the area more livable and more walkable.



"forget the damned motor car and build the cities for lovers and friends."
-Lewis Mumford

Summary of Recommendations

The following is an abbreviated summary of the most important recommendations from within the report. The Town Council should evaluate these recommendations and the appropriate timing of implementation.

1. Create a Commercial Area Overlay Zone District including:
 - a. Guidelines for parking, lot subdivision, height, massing and scale, and setbacks
 - b. Modify split zoning to allow parking to support existing businesses
 - c. Limit expansion of current commercial uses
 - d. Modify Comprehensive Plan as needed
2. Allow parking on one side of I'On Street only (or golf cart parking on one side)
3. Require resident parking permits (could be all residential area on time restricted basis)
4. Consider developing a new Noise Ordinance that addresses amplified music
5. Consider cabaret ordinance similar to the City of Charleston
6. Require shared parking provisions for off-street parking at office/retail businesses
7. Consider a "Livability Court" to handle issues of litter, lack of maintenance, etc.
8. Explore options for increasing police presence/code enforcement in the commercial area
9. Utilize a combination of parallel and angled or reverse angle parking to create more efficient parking on Middle Street in order to decrease pressure on residential streets
10. Create new "service loop" at Sta. 22 ½, alley with a consolidated screened/enclosed dumpster
11. Modify Sta. 22 ½ from Middle to I'On streets to prevent through traffic
12. Accommodate golf cart and bicycle parking on Sta. 22 1/2
13. Create a "civic node" at the current park
14. Relocate Town Hall to the commercial area
15. Reduce posted speed limit on Middle Street and Ben Sawyer
16. Provide a better "entry experience" on Ben Sawyer Boulevard

Appendix: KHA Traffic Study