

# MARSH GARDENS

## Planned Unit Development Submittal

Adopted 1/23/01



A Mixed-use Redevelopment by:  
303 Associates, LLC  
Beaufort, South Carolina

Shapiro Architects

ORDINANCE

0-07-01

AMENDING THE OFFICIAL ZONING MAP OF THE CITY OF BEAUFORT BY CHANGING THE ZONING DESIGNATION OF PROPERTY IDENTIFIED AS DISTRICT 120, TAX MAP 3, PARCELS 9, 10, 11B, AND 11C FROM GENERAL COMMERCIAL DISTRICT (GC) TO PLANNED UNIT DEVELOPMENT DISTRICT (PUD)

WHEREAS, 303 Associates, LLC submitted an application to rezone property identified as District 120, Tax Map 3, Parcels 9, 10, 11B, and 11C from "GC general commercial district" (GC) to "PUD planned unit development district" (PUD); and

WHEREAS, the proposed PUD Master Plan does not propose any changes in use or increase in density from what is permitted by the current zoning; and

WHEREAS, the proposed PUD Master Plan was presented to the City of Beaufort--Town of Port Royal Joint Municipal Planning Commission and the Commission recommended approval of the proposed rezoning; and

WHEREAS, a public hearing before the Beaufort City Council was held regarding rezoning of this property on Tuesday, January 9, 2001, with notice of the hearing published in *The Beaufort Gazette* on Friday, December 22, 2000;

NOW, THEREFORE, BE IT ORDAINED by the City Council of the City of Beaufort, South Carolina, duly assembled and by authority of same, pursuant to the power vested in the Council by Section 6-29-760, *Code of Laws of South Carolina, 1976* as amended, that the "Official Zoning Map, City of Beaufort" be amended to change the zoning designation of four parcels identified as District 120, Tax Map 3, Parcels 9, 10, 11B, and 11C, from "GC general commercial district" to "PUD planned unit development district."

This ordinance shall become effective immediately upon adoption.

*Bill Rauch*

BILL RAUCH, MAYOR

(SEAL) Attest:

*Beverly W. Gay*  
BEVERLY W. GAY, CITY CLERK

1st Reading January 9, 2001

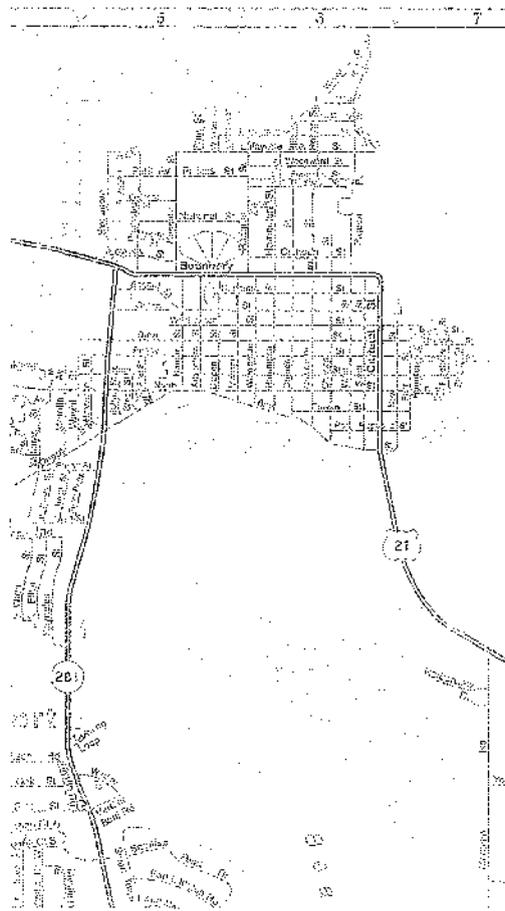
2nd Reading & Adoption January 23, 2001

Reviewed by:

*William B. Harvey III*  
WILLIAM B. HARVEY, III, CITY ATTORNEY

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**Project Location**

Project Description

Marsh Gardens is a proposed new 13.88-acre mixed use infill redevelopment located in the City of Beaufort, South Carolina. The broad design intent of this project is to add to the urban fabric of Beaufort, improve the current environmental conditions and offer new opportunities for residential and business use. While it is intended for this project to have a major role in reshaping development along Boundary Street, it is also our intention to have this project blend in with the overall texture of the City.

The Urban Design of Marsh Gardens draws its inspiration directly from the City of Beaufort and from other similar urban areas such as nearby Charleston or Savannah. The two main points that stand out in this regard are street design and connectivity. The street design and block pattern are essential components to this project's design. The street design in Marsh Gardens is for a true street with a variety of uses occurring between building walls. Our streets accommodate functional requirements - vehicular and pedestrian movement, social activity and interaction - and beauty. We view our streets to be assets because they impart the character of the region in the same way that buildings do. A street that terminates with a long marsh view is an example. These streets connect "outside" of our project as it is presented. While many developments view multiple outside connections as a detriment, we strive to embrace the surrounding area. Our proposal illustrates several possible connections into adjacent neighborhoods and developments, which will be an asset for this project as well as the community as a whole. The increased connection to other city areas helps to create internal activity and will reduce the amount of traffic along Boundary Street itself.

Many of the ideas expressed in the "Broadening our Boundary" design charrette, conducted by the South Carolina Downtown Development Association, are incorporated into this project. Our design seeks to address Boundary Street with the new building, and we also



have provided the opportunity for the addition of street trees and proper sidewalks along the street. The centerpiece of the design is a large public space. This formal public space will link Boundary Street with the marsh to the north. Anchored by a new meeting center, this space will have several public activities, from a large multi-use green to a walking trail along the northern marsh edge. Another key concept is the reconnection of the marshes of the Beaufort River and Battery Creek. A tidal creek runs along and through the green space in a similar manner to what it once did. While the marsh reconnection is a large undertaking, it is our intent to further this cause through the Marsh Gardens project. This proposal also has full water/sewer connections, replacing nearly forty older septic tanks.

The proposed uses are very similar to what currently exists in downtown Beaufort. Our current conceptual design calls for multi-story structures that may have different uses on separate levels. Retail and commercial fit very well into the first floor areas in a storefront type setting such as Beaufort's downtown Bay Street, while office and limited residential will utilize the upper levels. Also planned are the Meeting Center and a 125 room hotel. This diverse mixture of uses, from recreational to retail is a very natural historical model and this mixture is a key component to the successful implementation of this project.

This important project seeks to promote the current character of Beaufort while redeveloping uncontributing blighted property. Design sensitive to the urban fabric and the environmental systems will be the cornerstone of this project's success. Marsh Gardens will serve as an anchor for a western gateway into the City as well as be an example of development that makes a positive contribution to the community.



**Studio 3 Architects** LLC.  
Brown Herring Michaelis

Libby Anderson  
Planning Director, City of Beaufort  
Beaufort, South Carolina 29902

January 4th, 2001

Re: Marsh Gardens PUD submittal

Ms. Anderson,

Please accept this addendum to the Marsh Gardens Planned Unit Development Submission dated 01-03-01.

**1.0** Replace the paragraph titled Boundary Street Landscape, Section 6.0 - Development Standards with the following clarification.

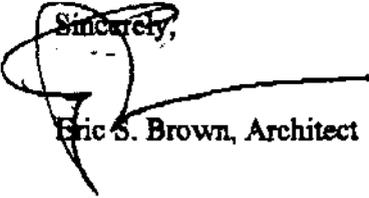
**\* Boundary Street Landscape:**

As previously stated, this project was designed with the conceptual improvements to Boundary Street in mind. The design sections show the preferred build-out of the street. This PUD submittal allows for these improvements to occur by providing the area required for right-of-way expansion. Should improvements not be made to the existing Boundary Street section, this area shall be considered part of the right-of-way for application of build-to-lines requirements. (The build-to-line shall remain as shown on the street sections even if portions of the streetscape remain on private property).

**2.0 Clarification to Regulating Plan Permitted Build-out**

Meeting Center area of 12,000 square feet is for the area of the actual meeting space. We anticipate the total area of the building to be 18-20,000 square feet when the appropriate restrooms and service areas are included. This clarification will not change any parking area calculations.

Sincerely,

  
Eric S. Brown, Architect

Libby Anderson  
Planning Director, City of Beaufort  
Beaufort, South Carolina 29902

January 24th, 2001

Re: Marsh Gardens PUD submittal

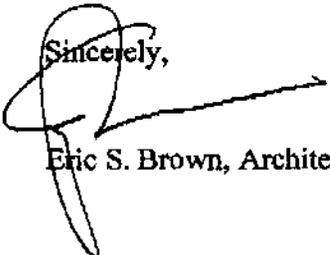
**Addendum 2**

Ms. Anderson,

Please accept this addendum to the Marsh Gardens Planned Unit Development Submission dated 01-03-01 as a result of the City Council approval at the meeting of the 23rd.

**3.0 Maximum Height** as listed on the Table of Lot & Building Design (Section 6.0), change to 60' from 65'. Additional height may be deemed appropriate by future planning studies.

Sincerely,



Eric S. Brown, Architect

**Marsh Garden Development Standards**

<u>Lot &amp; Building Design</u>	<u>Lot Type</u>			
	<u>Type A</u>	<u>Type B</u>	<u>Type C</u>	<u>Type D</u>
Minimum Lot Width:	20'	20'	n/a	16'
Maximum Site Coverage:	100%	100%	100%	100%
Minimum Building Frontage Coverage:	90%	75%	none	90%
Maximum Height: **	65'	65'	65'	65'
Minimum Height:	28' (35')	28' (35)*	none	24'
Build to Line (front):	10' (5)*	15' (10)*	none	10'
Side set back:	0'	0'	0'	0'
Rear set back:	0'	0'	0'	0'
Front Porch / Awning Coverage:	50%	50%	none	50%

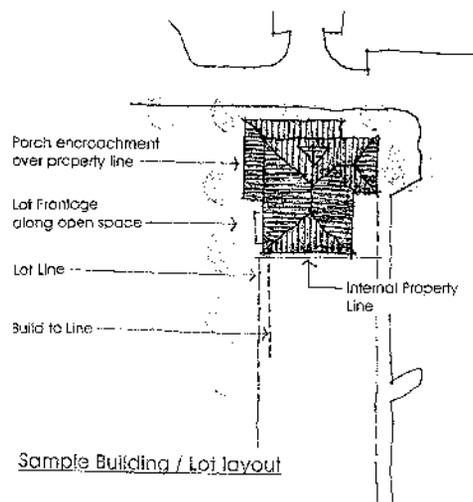
\* Denotes corner conditions

\*\* Measured from grade to top of primary roof structure.

**Lot Layout**

The Regulating Plan documents the location of streets, open space and buildable lot areas. These lot areas are simply the total area that may be developed for a building site. Later sub-division of these areas will allow for smaller lots to be sold or leased as required. The Site & Building Design Table above shows minimum lot subdivision widths. The minimum frontage requirement insures that the street wall will be build as designed. Some of the lots "front" open spaces, not right of ways as required. Legal right of way access for these properties will be provided from the rear (parking side) of the buildings. Porches, awnings and similar architectural projections shall be allowed and encouraged to extend past the lot lines into street or open space areas.

\* The frontage requirements shall be for the primary vertical wall of the structure to cover the above noted percentage of the lot.



### Architectural Design

The architectural design of the buildings in Marsh Gardens will be critical to its success. Proper building design will be a major implementation strategy to bring the Master Plan to its full potential. To this end, we are proposing a twofold design review. First, an internal review will be handled through a covenant review board. Secondly, the City Highway Corridor Overlay Zoning will apply with reviews by that review board.

The internal standards will be further developed as the project progresses into a more detailed design. The main goal of these standards will be to mandate appropriate design responses from the buildings. With much of our design effort on the streets and public spaces, the buildings must follow suit. The above Site & Building Design Standards sets up a very basic framework in which this will occur. The build to lines, minimum frontage coverage, and minimum porch coverage are simple tools that will ensure that the building is placed in the right location to enclose and embrace the streets. Building height maximums and minimums are set to insure the proper relation to the street design. Important corner buildings or buildings which terminate views will have somewhat stricter requirements regarding their design to emphasize and help celebrate these important junctures in our streets.

Further standards will deal with more detailed issues. Window placement and proportion is important. Storefront type openings will be strongly encouraged at ground level for the street activity benefit they provide. All windows will also be limited to a vertical type proportion. This style more accurately matches historical type windows and also tends to help in the perception of street enclosure. Shutters and other sun control devices such as awnings will be strongly encouraged. These items also relate to historical types and serve a very functional role in controlling interior cooling and light control. Materials always play a key role in building design. The covenants will limit the materials to natural low country types such as clapboard or traditional stucco with a limited



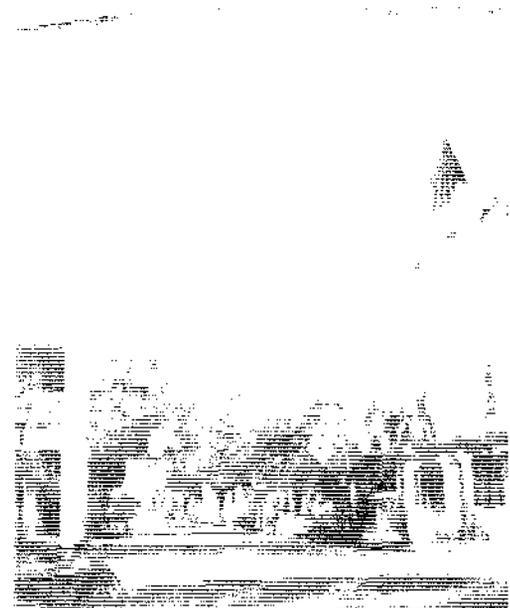
amount of brick. Finally, basic vernacular based detailing will be encouraged. This would include the proper roof and overhang details as well as minor details such as the size of corner boards or window trim. The internal covenant design standards will be more restrictive than the Highway Corridor guidelines in regard to architectural design.

### Street Design

There is no more important key to successful urban design than exceptional streets. Great streets serve many functions. They allow both pedestrian and automotive movement from place to place, they are places of meeting and interaction, they define areas and spaces, and they are the face of a community. Our internal streets strive to accommodate all of the above functions. If a city were a house, then the streets would be the living room - or should be. Many streets fail to do anything more than move automobiles. These are not the streets that one remembers or wants to be in.

Our design draws heavily on local examples of great streets. Beaufort's Bay Street and Savannah's Abercorn and Victory Drive are great streets to look to for inspiration. Features such as wide sidewalks, separated from vehicular travel lanes by street trees, are provided for the streets of Marsh Gardens. Safe crossing areas, building placement and street lighting are other pedestrian responsive design features. Well organized vehicular traffic is also a prime concern. The travel lanes and turning areas are designed to accommodate heavy bus and safety equipment usage as well as normal passenger car use. A new traffic signal at the project's main entry is also planned. The "Broadening Our Boundary" Charette called for the redesign of Boundary Street with many of the features noted here. Our conceptual plans have further defined many of the required improvements needed for Boundary Street to take on its role as a proper gateway into the City of Beaufort and become a great street.

Marsh Gardens' streets are to be constructed and maintained by a private association.



### Parking

Parking is a normal part of any urban infrastructure. Marsh Gardens parking is spread throughout the entire project and held in a common association. One reason for this arrangement is the mixed use activity of this project. Common parking areas allow for the natural cycle of varying land uses in a mixed use project to work together and reduce the required parking spaces needed. This results from two factors:

1. The peak parking demand for varying land uses occur at different times. Office spaces require more parking during the day while restaurants and hotels have a higher peak demand in the evening. The parking demands also vary by days of the week as well as months of the year. Because of this, the parking calculations must reflect the demand patterns of the mixed uses rather than adding the demand of individual uses together.
2. Mixed use developments encourage multipurpose trips. This allows for a single parking space to be shared by multiple uses. This allows uses in the development to share parking without conflict which results in a fewer number of required parking spaces.

This document presents a parking analysis as part of the Regulating Plan. This analysis shows our parking as compared to the current zoning requirements of the City of Beaufort. These numbers are high estimates based on the factors stated above. A parking garage deck structure will need to be added as the project nears build out. This would be a privately constructed structure that shall be built when the trigger point is reached.

#### Parking Deck Structure

Trigger for construction of deck = 75% of gross permitted build out area reached or as required by the owner.

L. Schwanke, Dean, *Mixed Use Development Handbook*, Washington, DC: ULI-The Urban Land Institute, 1987.



street trees will supplement the existing ones for street canopies.

**\* Boundry Street Landscape:**

As previously stated this project was designed with the conceptual improvements to Boundry Street in mind. The design sections show the preferred build out of the street. Should improvements not be made to the Boundry Street section, within five years, the owner shall construct the street, tree, and sidewalk improvements to the greatest extent possible as shown on the conceptual street sections. This area shall be considered part of the right-of-way for application of build-to-line requirements. (The build-to-line shall remain as shown on the street sections even if the portions of the streetscape remain on private property)

**Signage**

Signage for this project will be governed both by an internal review board established by the owner using land covenants, as well as by the City Highway Corridor Overlay Zoning standards.

**Fire Access**

Buildings will fully comply with current City of Beaufort Building and Life Safety Codes. Final street design will incorporate design turning radii of current (12-01-00) City fire equipment.

**Corridor Review Board**

PLD guidelines will govern review of projects.

Exceptions to current guidelines:

1. Setbacks (section 5-6205(c))
2. Parking (5-6205(h))
3. Tidal Setback (5-6205(i)) with the exception of a 50' setback from Albergoni Creek.

Marsh Gardens

303 Associates LLC

**Permitted Uses**

Per General Commercial Zoning per the City of Beaufort zoning ordinance in effect at the date of adoption of this submittal.

**Default Regulations**

For items not noted in this document, the City of Beaufort zoning ordinance in effect at the date of adoption of this submission shall take effect.

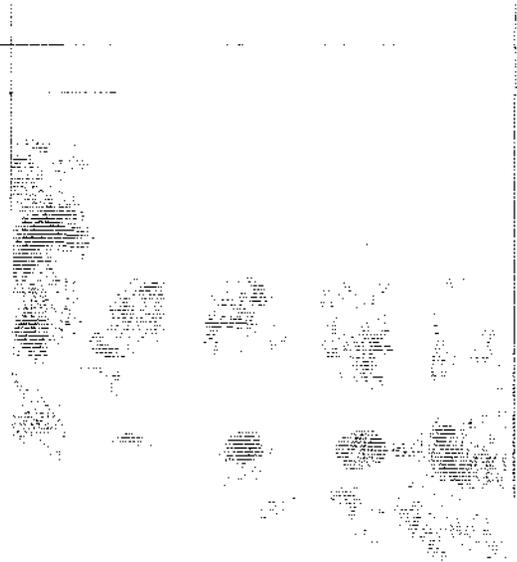
### Open Space and Buffers

Marsh Gardens provides many types of open space from formal urban gardens to natural marsh preserves. Thirty-one percent of the total site area is designed as open or green space, well above the requirement for this type of project. This figure does not take into effect the project's streets. Our streets are designed to provide a form of open space with their broad sidewalks and tree canopies. The most prominent open area runs north-south connecting Boundary Street with the marsh. This area provides the connection point for the reconnection of the two marshes as well as formal pedestrian walks along it. To the north end of the space will be a green, an area for larger organized activities. The centerpiece of the space will be the renovated Meeting Center along with an exterior amphitheater.

A less formal open area or linear park runs along the northern marsh edge. This area is currently covered with a very mature tree canopy which will be retained. The linear park runs the entire length of the north property boundary while its depth ranges from 50' to 140'. Landscape and fencing buffers will be provided along the western property edge per the Regulating Plan. The open spaces will be privately held.

### Landscape Ordinance

Marsh Gardens will be exempted from the current City Landscaping Ordinance. The current Ordinance conflicts with many of the design goals of this project. The major conflict with the existing ordinance is with landscape buffers to hide or separate buildings from streets. Because much care has been taken in the design of our streets, the interaction and proportion of the building wall to the street is a key concept in the design goals. The project shall be governed by the city's current tree conservation and protection ordinance. Ninety-five percent of the existing significant trees shall be retained throughout this project. The interior parking courts shall also be landscaped with canopy trees per the current ordinance. New



Libby Anderson  
Planning Director, City of Beaufort  
Beaufort, South Carolina 29902

January 4th, 2001

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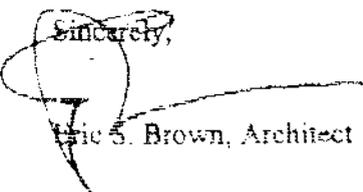
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