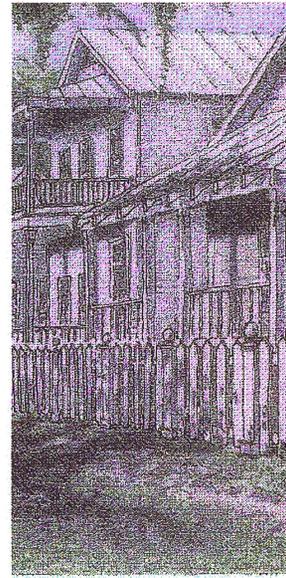
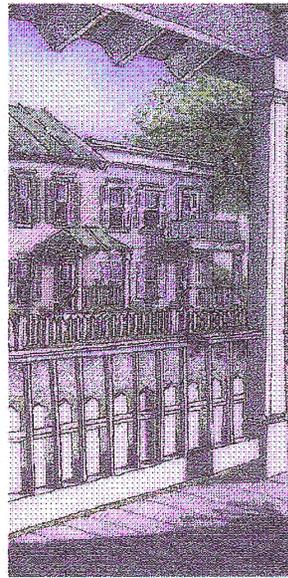
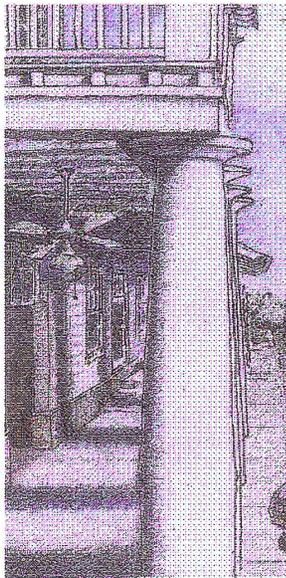


The Master Plan for
PORT ROYAL

REMARKS



TOWN of PORT ROYAL, SC
Established 1562

DOVER, KOHL & PARTNERS
Urban Design, 1995

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The Master Plan for
PORT ROYAL

IDEALIZED BUILDOUT

TOWN of PORT ROYAL, SOUTH CAROLINA
Founded 1562

DOVER, KOHL & PARTNERS
Urban Design

-1995-

The Nature of this Plan

The Master Plan for Port Royal is a *visualization* of what the Town should physically become as it *grows and changes*.

It is intended to be understood primarily through drawings and other graphics. The central document of the Plan is the Idealized Buildout map for the traditional town core. This map shows:

- how key private properties may be lucratively developed;
- how the existing settlement may be made more complete, more economically vital and its tax base more sustainable;
- how existing and future rights-of-way are to be aligned or reconstructed; and
- how other significant public spaces, civic buildings and open space are to work together as an integrated system.

The Plan is about growth and change, but it is also about preservation and conservation. The drawings and policy recommendations are intended to reconcile the pressures for development of the Town's economic potential on one hand and the desire to protect the features which make the place special on the other. This "balancing" is to be accomplished by channeling development into physical forms and locations within the natural and historic setting which continue the urban traditions and time-tested forms found in the best that the community has inherited. Decisions about new development should be based, both architecturally and urbanistically, on the historic examples found in Port Royal and the other small towns of the Low Country. Grow more, but grow more of what Port Royal is; in this way the Town will become more complete and improve without losing its identity.

The Plan also responds to the challenge facing all of Beaufort County as a result of phenomenal growth in both population and housing demand. Sprawl is the worst enemy of both town and countryside. The Master Plan for Port Royal should therefore also be seen as one part of a region-wide growth management strategy: by making infill acceptable and desirable once again in the already-settled areas, the Town does its part to discourage sprawl.

The Plan responds to and integrates the many projects already underway. This booklet is intended to accompany the drawings as a guide to the concepts, and also contains text material not found explicitly on the drawings.

Process to Date

In October, 1995, the Town of Port Royal commissioned Dover, Kohl & Partners to create a new plan for the Town, with special emphasis on the traditional town core, and then to monitor progress on the implementation during a five-year period. During November and part of December, a team of designers worked in residence in Port Royal in an interactive partnership with Town citizens, staff, and other stakeholders to establish the basic approach to the plan. Three particular types of public participation took place:

1. *Special-focus interviews and public meetings* were held regarding components such as utilities, education, housing, historic & environmental preservation, transportation & traffic, arts & culture, business & industry, and more. Participants included the Housing Advisory Committee and Historic Port Royal Foundation. The designers also conducted short *informal interviews* with elected officials from the Town, County and state, key Town staff, Zoning Board of Adjustment and Appeal, School Renaissance Committee, developers, SC Ports Authority, SC Department of Transportation, County planners, City of Beaufort officials, United States Postal Service officials, Town consultants, and others.

2. *A Hands-On Saturday* included a discussion about urban design basics, a tour of key downtown sites conducted by townspeople, and an interactive working session with maps and drawings. During that session, groups divided into several tables; each group worked with a member of the professional team to devise a sketch version of the plan and diagram their key ideas as a team. Then each group presented its results to the larger gathering. The designers synthesized these presentations into one plan which formed the basis for the design.

3. During the several weeks of design, a *"storefront" design studio* was set up adjacent to the lobby in Town Hall, where members of the public were invited to drop in, review the work in progress, and offer their ideas for the plan.

On December 7th, 1995, the designers presented the draft Plan in a town meeting held in the sanctuary of Port Royal United Methodist Church. A large crowd of neighbors gathered for that event, which concluded with additional questions and remarks from the public.

The Basic Ideas

The most important ideas in the Plan are that:

1. The *traditional neighborhood* structure of the public realm should be reinforced with each new building and each preservation effort;
2. The mix of land uses should be primarily *market-driven*, and convenient distribution of daily needs within walking distance should be fostered;
3. *Streets are for people*, not just cars, and dependence on and dominance of the automobile should be reduced;
4. A *diverse* range of household incomes should be encouraged with dignified forms of both affordable and market-rate housing;
5. The two sides of the Town, divided by Ribaut Road, should be spatially and psychologically *rejoined*; and
6. *Connection to the surrounding natural environment* should be maximized, with public access to the waterfronts and clear vistas to the marshes.

Street & Neighborhood Design Principles

- a. *Streets are public spaces.* Pedestrians' needs shall have priority over those of motorists. Cars should be optional here, not a prerequisite to survival.
- b. Streets must be *safe*: Buildings should create public spaces that are clearly watched over. Traffic behavior should be "calmed" through design.
- c. Streets must be *shaded and beautiful*: The tree canopy over the streets should be restored where absent, using native trees with regular spacing.
- d. Streets are *multipurpose*: a place to drive, yes, but also perhaps a place to shop or sell, park, stroll or jog, greet friends, and hold a parade.
- e. *Streets should form an interconnected, rational network* providing several convenient routes to each destination. *Blocks should be small.*
- f. Buildings should be placed along their streets consistently to create harmony.
- g. There should be a *clear edge between the public and private spaces*. Clearly defined private outdoor spaces should be associated with each dwelling.
- h. *Lots should have clear fronts and backs*. Service areas should be screened. Driveways and garages should be placed to the side or rear, not in front.
- i. *Special sites should be reserved for civic buildings*, as symbols of community permanence and pride. The best sites are geometrically formal, such as the end of a street vista or anchoring a public square.
- j. *Parking is a normal part of public infrastructure.*

Policy Principles

- k. Physical reconditioning of these neighborhoods is not a luxury, it is a *necessary investment*. A sustained financial commitment to realizing the plan must be made.
- l. *Land development regulations should respect a flexible mix of land uses*, allowing the market to operate naturally over time. *Regulations shall focus instead on fundamental design issues*, such as the proper placement of buildings on their sites.
- m. *There should be a range of dwellings of various sizes and types to own or rent.*

Architectural Design Principles

- n. *Buildings should be designed for the Low Country climate*, incorporating time-tested elements that conserve energy and extend durability. Examples: metal roofs, porches, & raised foundations.
- o. *Houses should have porches* to encourage contact with the neighbors.
- p. *Shopfront buildings should provide awnings, canopies, or arcades and colonnades* to protect pedestrians from sudden storms and the hot sun.
- q. The *position and proportion* of the building in relation to the public space is far more important than the *uses* inside it or the *style* of its architecture.

The Traditional Town Core

Port Royal has areas that were developed prior to World War II which retain a small town urban pattern, as well as areas that were developed later following a suburban sprawl pattern, and still more areas which await the first generation of development. The Traditional Town core of Port Royal is defined in this Master Plan as that area which is already developed in a traditional pattern (centered on Paris Avenue) *plus* several adjacent areas which should be developed or logically redeveloped following the traditional pattern.

"Undiscovered" by outsiders for many years, the Traditional Town core is one of the greatest assets of the community. Here the hometown & maritime images are established; here the neighbors gather for special events; the collection of historic and architecturally appealing buildings is concentrated here; the infrastructure is the most efficient; the layout itself is most resilient for renewal over many generations, most energy efficient, most walkable and most logical; many trees are also mature, and the views are spectacular. And now it has been rediscovered-- hence here also is a concentration of private reinvestment in infill development, preservation, and cultural revival. The Traditional Town core is where the action is.

The Master Plan is assembled from many design concepts and small projects that are intended to reinforce the Traditional Town core. These include:

1. TOWN HALL SQUARE

The redevelopment which brought about the recent Town Hall building should now be continued into the details of the public space it fronts. The Town Hall square is to be an intimately scaled, formal green which will be the spatial end of Paris Avenue and terminus of the town center (at least until such time in the future, if any, when the Port property is redeveloped extending the mixed-use area). The southern edge of the square is formed by Town Hall; the northern edge is enclosed by the restored Schepers' Store building and Paris Avenue axis; the western edge and eastern edge should be better enclosed using new multistory buildings. Along Paris Avenue, the head-in parking spaces that intrude on the green should be relocated; while convenient-looking, this handful of spaces does great damage to the shape and functionality of the green and diminishes the image of Town Hall. The eastern edge provides an excellent redevelopment opportunity for rowhouses or a mixed-use building; an alley should parallel the square behind the new buildings.

The historic building requires rehabilitation and restoration, but should be

2. TOWN HALL TOWER

As one enters the downtown and looks south, the Paris Avenue vista should have a more definite terminus in a vertical landmark which breaks above the horizon. Although the Town Hall building itself was creatively placed to occupy the end of the view axis, it is not tall enough to compensate for the slope of the land and the height of the trees and other nearby structures; the result is compositionally awkward and does not fully make the dramatic statement hoped for. The original plans for a tower on the corner of the building were shelved, but this idea should be revived and a tower carefully designed (perhaps by architectural competition).

A memorable belltower or lookout can be added to the existing building, and will probably become the permanent symbol of the Town.

3. SOUTH PARIS AVENUE

This is the heart of the Town. Paris Avenue south of 12th Street should be re-established as the main street, with multi-story buildings, diagonal on-street parking, and wide sidewalks. Buildings should be built right up to the property line, and should have awnings, colonnades, or arcades encroaching over the sidewalk. As an incentive for this architectural feature, developers should be permitted to build enclosed and leasable space above the arcade or colonnade. On this section of the avenue, palmetto trees may be used for accent and to help "hold" the shape of the public space, although the trees may be omitted where an adjacent building has a colonnade or arcade.

4. PORT ROYAL ELEMENTARY SCHOOL

This is a unique and irreplaceable asset of Port Royal. Availability of a high-quality school is the single most powerful factor in the real estate decisions made by homebuyers with families. Not only does Port Royal have a school, but an excellent and improving one. Some of its great strengths flow directly from its traditional form: this school is intimately sized, unlike the "factory-sized" schools offered elsewhere in the system; this school is located in the heart of the community, easily accessed on foot from all directions; and it is housed in a proper civic building, which occupies a significant and visible site as a community anchor and sends a positive message to all-- especially children and parents-- about the importance of education. All vigilance must be maintained to keep the school and to continue its renaissance.

preserved. It is also reasonable to expect that with surrounding infill development

and the resulting rise in population (and with the rising popularity of the school) that expansions will be needed. Two planning ideas should be incorporated in the expansion designs. First, any new wing(s) should be built along the edge of the property, along the sidewalk; this will form a protected "quad" inside the school grounds, and will properly shape the public space of the streets. The Paris Avenue edge is the first choice, and offers an opportunity to formally terminate 13th Street with a civic building feature and to create an "outdoor classroom" on the inside. Second, the buildings should be flexible for changing uses over time; one expects that the elementary school student population will ebb and flow cyclically, so other community uses and adult activities will need to be attracted to keep the school vital. For example, a shared library might result in a more state-of-the-art facility than another group or the school alone can afford. Such joint uses are more efficient but they also generate positive side benefits, and are consistent with the goals of this master plan.

5. ROUNDABOUT

The geometry of the intersection at 16th Street with Paris Avenue East and Paris Avenue West should be resolved for greater safety, clarity and beauty through the use of a modern roundabout. This is not a giant "traffic circle" of the type found on Hilton Head Island, but rather a much smaller and milder traffic calming device that has been enjoying a revival internationally during the past decade. It also offers an opportunity for a elegant gateway to and from the southern section of Paris Avenue: the focal point of the roundabout can be occupied by an architectural landmark, sculpture, or landscaping, but it should include a definite vertical element and should be lit at night. This element will be a work of civic art, but it will also be a signal to motorists from several blocks away to drive slowly and be alert.

6. 16TH STREET

This east-west street will become more significant over time as new developments and redevelopment take place on either end, and as its intersection with Paris Avenue is formalized. At the intersection with Columbia Avenue, an opportunity exists to develop a low-key neighborhood center anchored on one side by a new sanctuary for the Methodist Church and on the other by perhaps a tiny corner store with dwelling above. Both buildings should be brought close up to the sidewalk to be visible up and down 16th Street; this will spatially divide the long "straightaway" into perceptible segments and reduce the temptation for speeding. Care should also be given to restoring the street's tree canopy with regularly spaced, aligned shade trees.

7. CORNER STORES

Nationally there is a rekindled interest in the old-time corner store, as a feature of communities like Port Royal. This "amenity" should be strategically employed to promote the infill of the traditional town core (just as golf courses are used to sell real estate in sprawl, but with much less money and land at risk). Citizens here spoke fondly during the planning process about their childhoods, when they walked to several different stores in the downtown to run family errands or buy penny candy. Today's corner store is often 1000 square feet or less, and offers milk, newspaper, snacks, ice cream, coffee, stamps and the like. This kind of store does not attempt to offer the vast selection found at supermarkets, or all-night hours, or necessarily the lowest price; it attracts its customers instead with personal service and ultra-convenience. Promote this concept to entrepreneurs who will add their own special markets to the basic convenience items to stimulate more regular visits; for example, the corner store may be combined with hard-to-find books, local crafts, or antiques, a bed-and-breakfast inn, coffee shop or tea room, or catering business, bikes for rent, nature or fishing guides, flower shop, even day care. Corner stores become a neighborhood social focus, especially among senior citizens-- the proprietor is likely to know many of the families and all the latest community news. Sometimes the proprietor or an employee resides above or beside the store, and often these stores are begun by retirees as second careers.

Because they offer an alternative to driving outside the area to buy some things (and even eliminate some car trips altogether), and because they reinforce local entrepreneurship and economic development, corner stores are in keeping with the Master Plan's transportation and mixed-use goals and a prototype should be specifically recruited (or even subsidized). Zoning obstacles against the *use* should be eliminated, but strict *design* controls should prevail.

Expect that the return of corner stores to Port Royal will start on Paris Avenue. But not all housing locations will be a short walk from Paris Avenue, and the concept should be promoted for outlying neighborhoods as well.

8. RIBAUT ROAD

This arterial road should be improved to correct three problems that stem from its current overdesign: 1) Pedestrians, cyclists and even motorists have a very difficult time crossing the road, cutting off a large part of the town from the traditional town core, its school, and its waterfront; 2) In the off-peak hours the extra capacity (and lack of stoplights or other friction) encourages excessive speeds by the cars going through town; and 3) The road's unattractive appearance combined with the noise and violent speed of the traffic discourages positive redevelopment close to the street, beckons an undesirable commercial "strip," and fails to make an acceptable gateway statement.

Paris Avenue West and Paris Avenue East should be realigned, as shown on the Idealized Buildout map, to form "T" intersections with Ribaut Road. This realignment is important to resolve the awkward situation-- in which motorists enter the moving traffic with very poor visibility-- and to change from the "on-ramp / off-ramp" design to a normal one that encourages safer driving. Pedestrian-activated traffic signals and crosswalks should be established at least at these intersections plus one other midway, and at other locations if possible. Warrants-studies, if any, for these traffic signals should take into account the *potential* number of pedestrian and cyclist crossings that can emerge after the signals are installed-- not the number that cross now, after decades of the current hostile situation.

Ribaut Road east of Battery Creek is *a street in a town, not a highway in the country*, and should be designed accordingly. To correct its scale and appearance, Ribaut Road should be reconstructed with a median with shade trees and with shade trees on both sides over the sidewalks. The trees should be regularly spaced and aligned in rows. Assuming no insurmountable conflict with drainage systems or underground utilities, the median could be constructed as a quick first phase; with properly sized and restriped lanes, a full-size median can be constructed without rebuilding the curb and gutter at the sides of the road. This median shall have trees that are selected and planted so that they will grow *large*, such as native live oaks-- little flowering trees will not suffice.

New development and redevelopment along the road should be in the form of multistory buildings which are built up to the sidewalk edge, like on traditional urban boulevards. Parking should be located to the rear. Eventually, perhaps parallel onstreet parking could be returned to the road (at least for the off-peak hours).

9. NEW PUBLIC BUILDINGS

Sites are reserved for new public buildings on Paris Avenue East. On the "triangle" north of 16th Street, a new US Post Office is expected; its design should be that of a traditional civic building in keeping with its historic Port Royal context. The Postal Service current prototype has a highly evolved interior layout but its exterior appearance and suburban site plan are not appropriate for Port Royal. Therefore, an alternative schematic design concept has been included in this master plan. The alternative proposal has the same interior and footprint as the prototype, but it has a much simplified roof structure, a clearer civic building image, and the building is located close to the street for greater visibility. This alternative site plan will also preserve many times the number of existing trees. To meet USPS parking expectations, diagonal parking spaces will need to be

created along the street in front of the building; the Town should offer the Postal Service perpetual control of these spaces for as long as the facility is located on that site.

Just north and across Paris Avenue from the Post Office site, a new fire station is planned; like any other public structure of this significance, and especially because of its visually dominant location at the gateway to downtown, the firehouse should be carefully designed as a civic building and permanent architectural asset.

The YMCA, already designed prior to this master plan, has a dramatic natural setting for its first building. Future expansions, however, or other institutional uses attracted to the site, should be located in buildings along Richmond Avenue to frame this important street and impart a town character rather than a suburban character.

10. PUBLIC WATERFRONT / MARSHFRONT

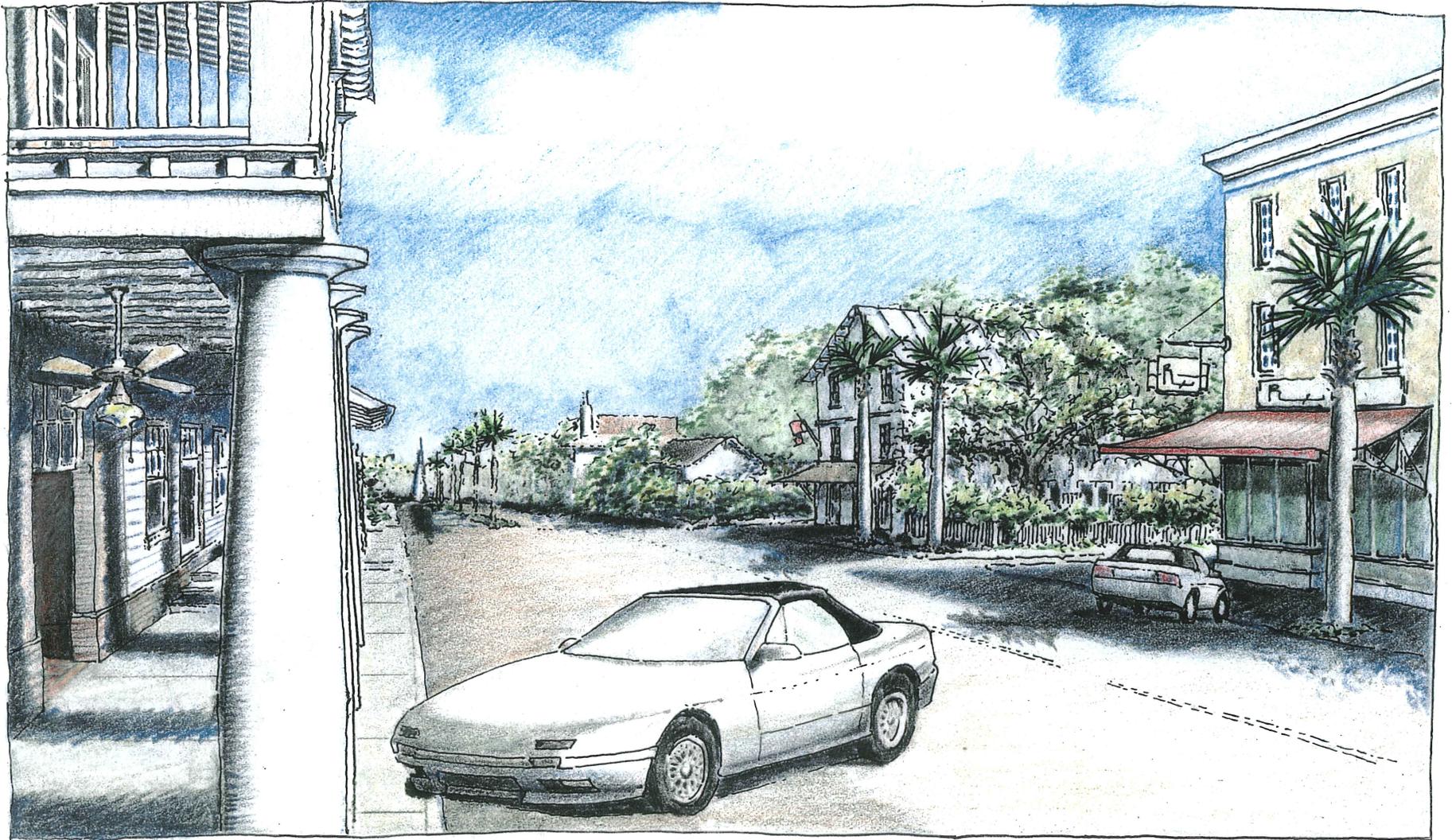
Over time the public access to its scenic edges must be increased. The current pattern, in which many streets terminate with open vistas to the water, is a very advantageous beginning. As waterside properties are developed or redeveloped, each development should be required to set aside space for a public esplanade; eventually, over a very long period, these will connect with the street endings and with one another to form a near-continuous loop around the downtown. Buildings must face the waterfront, marshfront, and other public spaces with their fronts, not their backs. Historic examples like the Isle of Hope and Beaufort's Old Point and new developments like Newpoint on Ladys Island demonstrate that public access to the waterfront makes the inland real estate more competitive but does not diminish the value of the waterfront lots themselves.

11. GREENWAYS

The master plan illustrates two locations for public/private initiative to establish and protect greenways for sensitive natural areas. The first would connect the three small ponds and drainage basins that are arranged in sequence from just south of the YMCA site, to the "duckblinds" site east of the school. The second would stretch from Ribaut Road to the Beaufort River marshes. These areas are ecologically poor locations for building, but can add value to the adjacent developments and to the entire community because of their scenic qualities and their potential for recreational paths and educational uses.

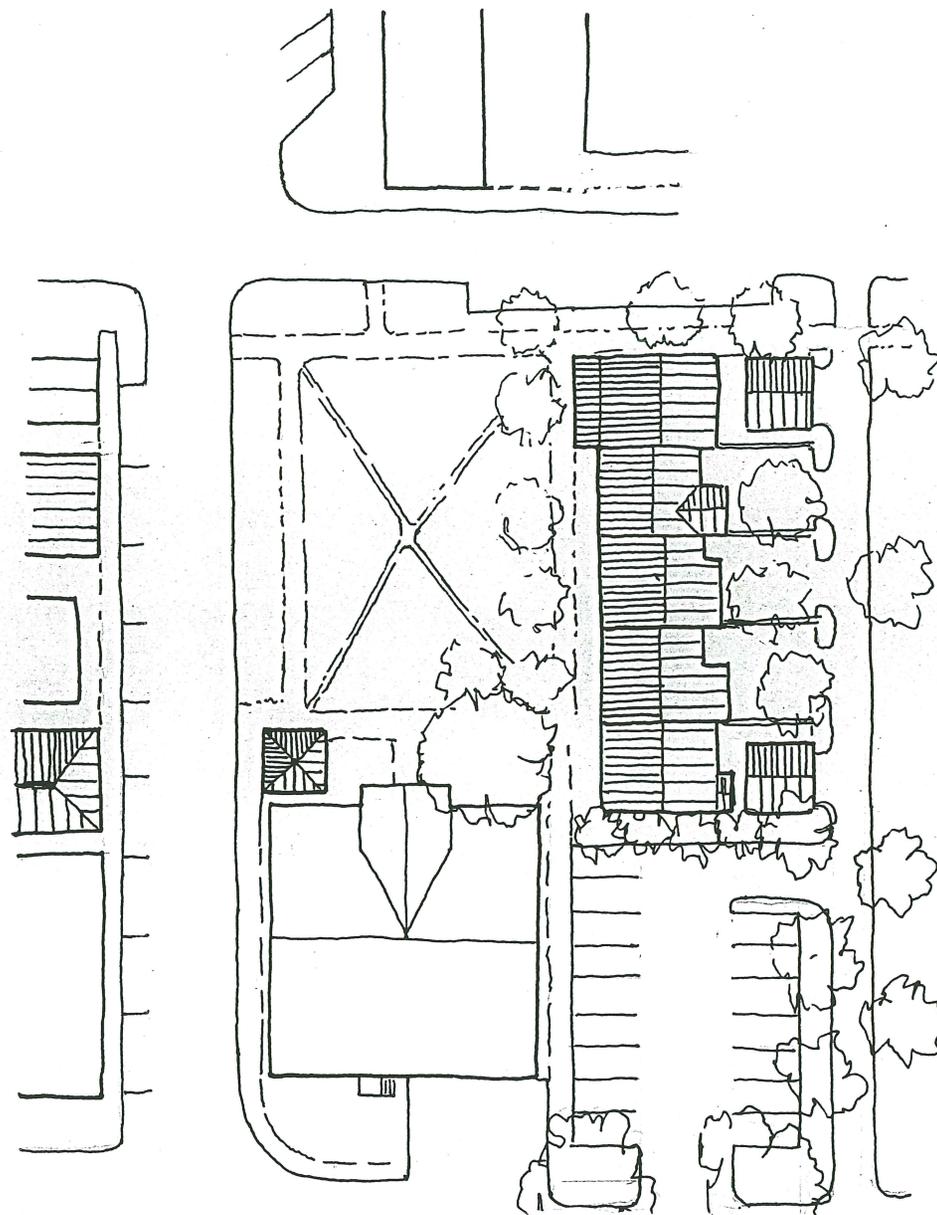
The Plates, for the Traditional Town

The Master Plan for
PORT ROYAL



PARIS AVENUE RESTORED, AS THE MAIN STREET

The Master Plan for
PORT ROYAL



PLAN: TOWN HALL SQUARE

The Master Plan for
PORT ROYAL



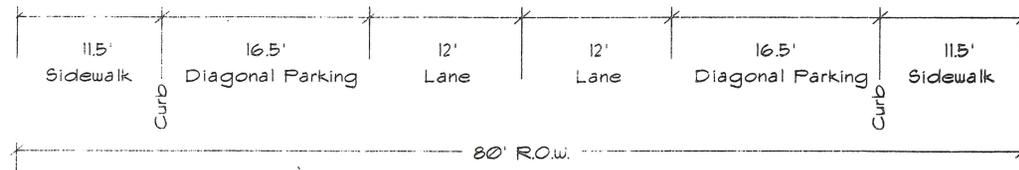
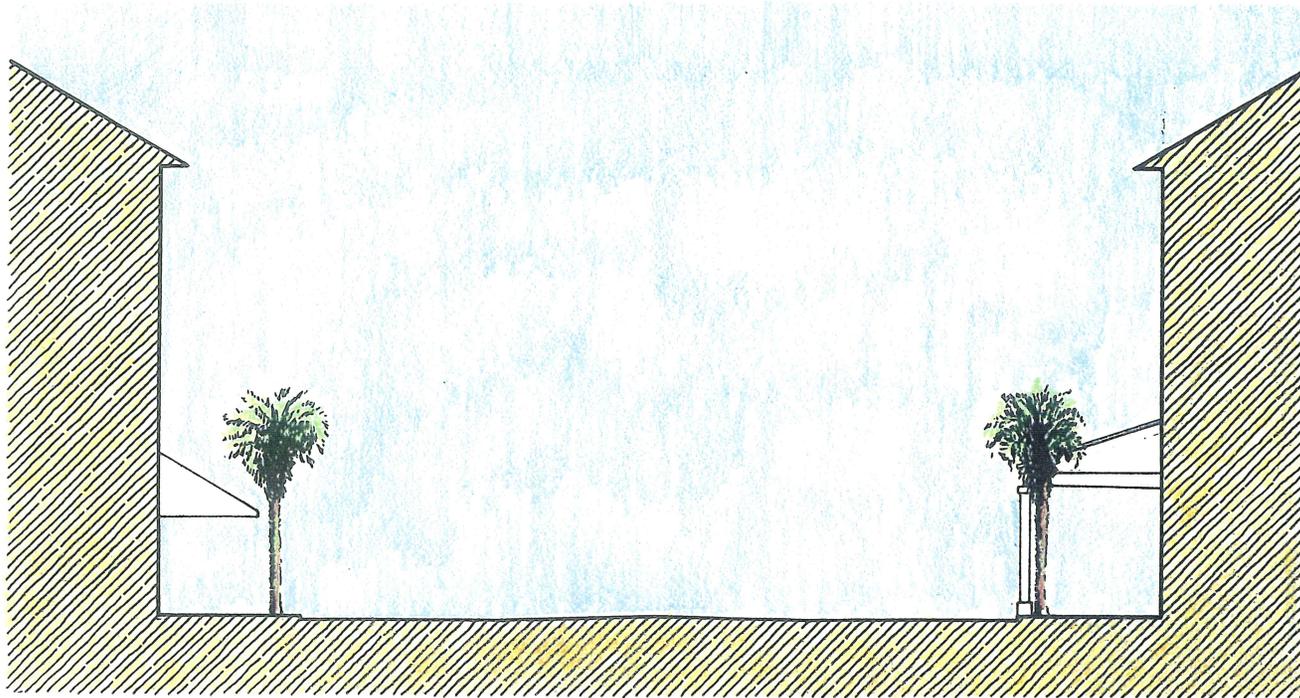
TYPICAL RESIDENTIAL STREET, OF HOUSES WITH FRONT PORCHES

The Master Plan for
PORT ROYAL



DOWNTOWN RESIDENTIAL STREET, OF ROWHOUSES

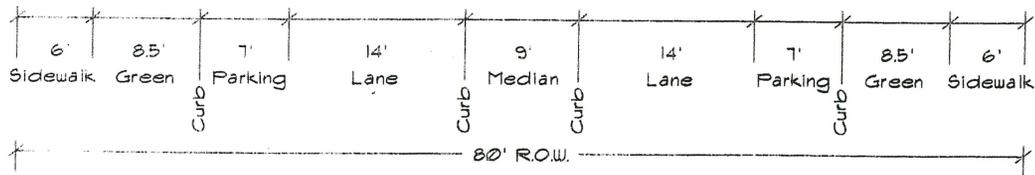
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Paris Avenue (Restored as the Main Street)

PROPORTIONAL CROSS-SECTIONS

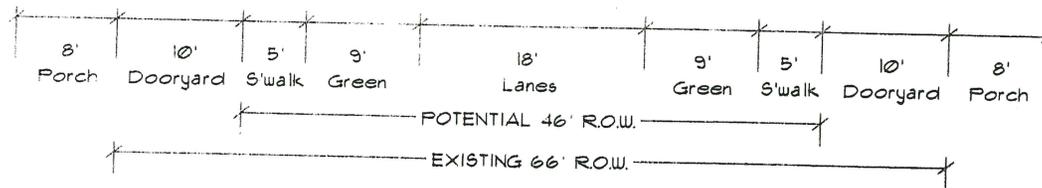
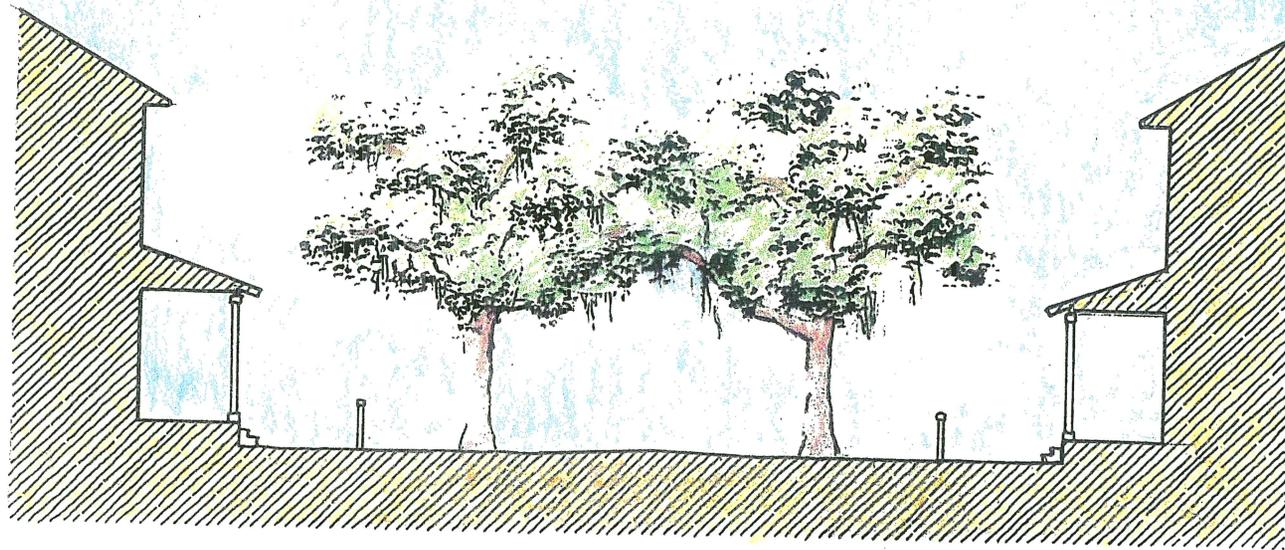
The Master Plan for
PORT ROYAL



Paris Avenue (North of 11th Street)

PROPORTIONAL CROSS-SECTIONS

The Master Plan for
PORT ROYAL



Residential Street (Example Redevelopment Situation)

PROPORTIONAL CROSS-SECTIONS

The Master Plan for
PORT ROYAL



FRONT ELEVATION: FIRE STATION ON PARIS AVENUE EAST

The Master Plan for
PORT ROYAL



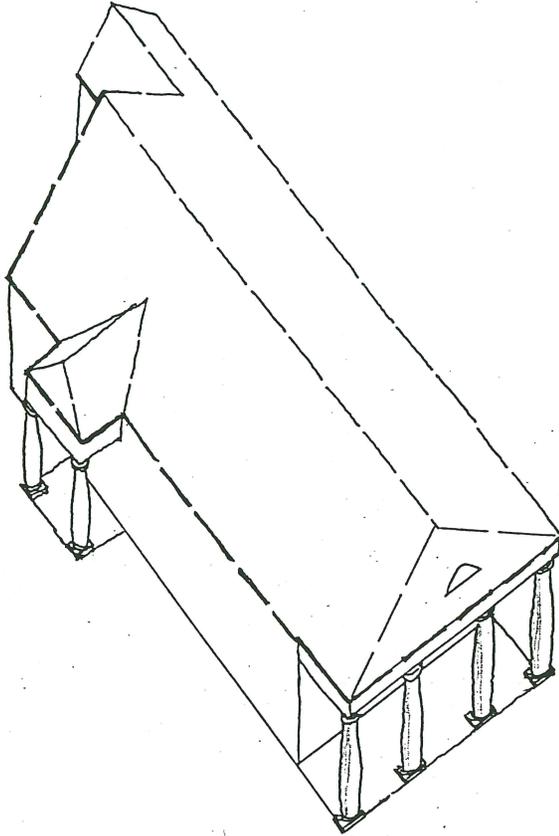
STANDARD POST OFFICE PROTOTYPE

The Master Plan for
PORT ROYAL

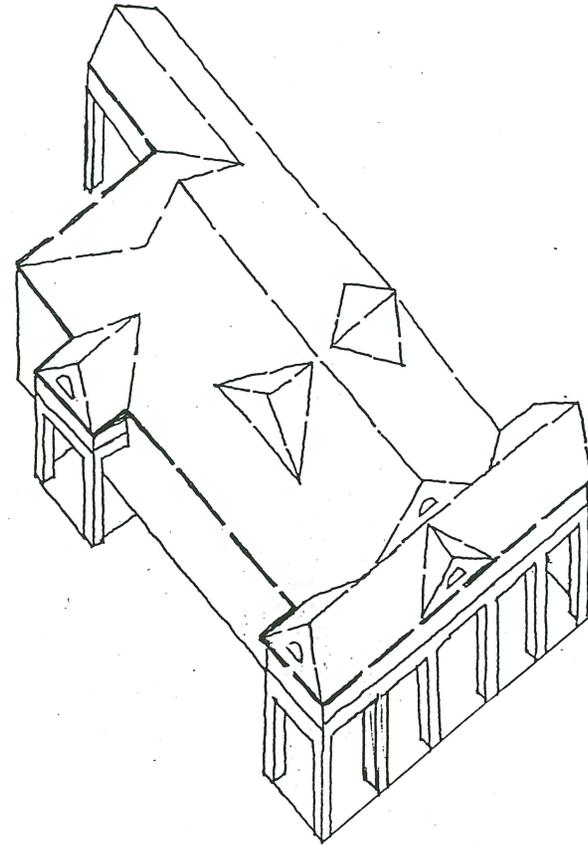


FRONT ELEVATION: POST OFFICE ON PARIS AVENUE EAST

The Master Plan for
PORT ROYAL



Proposed Redesign for Port Royal

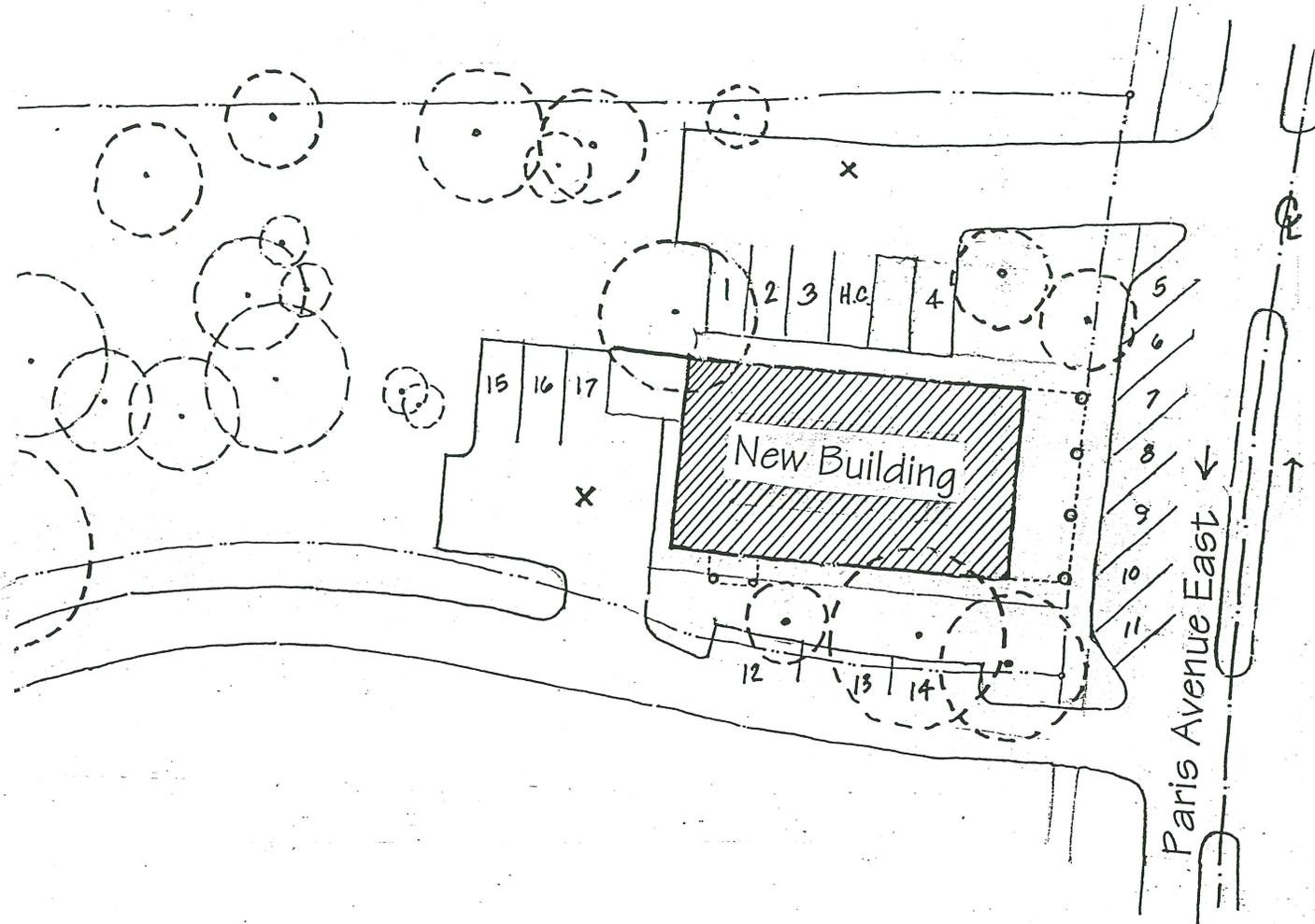


USPS Prototype 30A

(Same Footprint and Internal Layout)

STANDARD POST OFFICE PROTOTYPE vs. PROPOSED REDESIGN

The Master Plan for
PORT ROYAL



SITE PLAN: NEW U.S. POST OFFICE, ON PARIS AVENUE EAST.

Major Opportunity Areas / Areas of Critical Concern

These areas, the largest of which lie outside of the "Traditional Town Core" district given more detail in this Master Plan, are areas that merit special attention and planning (or re-planning). Some areas are *immediate* concerns because of pending development or mounting problems; other areas are very *long-term* prospects that are covered here to guide future redevelopment should the need arise. These areas are identified on the map labeled *Major Opportunity Areas / Areas of Concern*.

The Town's most *stable* areas, whether sprawl-like or traditional town fabric, are deliberately omitted from the listing that follows because they require little or no intervention (other than strategic street improvements or straightforward infill of buildings). No additional sprawl-type development shall be encouraged within the town boundaries, however; *all large parcels of future new development shall be designed to reflect traditional neighborhood design principles*. Most of the areas described below need either subdivision or substantial replatting to reinforce that goal and to realize their potential.

While no areas of the Town should be neglected, the list below is roughly in priority order from more urgent to less urgent.

1. CASABLANCA CIRCLE NEIGHBORHOOD

This area of Town will benefit from further examination and detailing for revitalization or infill; zoning alone cannot guide the neighborhood toward an coordinated result. However, that detailing-- and the improvement process that follows-- must be *citizen-driven*. The neighborhood resonates with history and memories, so its new planning should be carried out with a very gentle and respectful hand. Neighborhood leaders should be encouraged to organize the respectful planning effort themselves and should be urged to focus on *entrepreneurial, gradual implementation* of the plan.

Opportunities for the Casablanca Circle area include:

- establishing a vision for change in the neighborhood, and demonstrating the abundance of untapped infill sites with which development could make the neighborhood more complete and create wealth for the owners at the same time;
- finding the causes of recurrent vandalism in the park, and addressing

those problems directly (an "aim at the base of the fire" approach); this may include improving natural surveillance by developing the wooded sites adjacent to the park with homes which would overlook the park;

- restoring the population with households of varied income;
- correcting the "no man's land" image of the triangular open space at the corner of Casablanca and Hillside Court, and perhaps re-establishing (publicly or privately) the community hall which once anchored that area; and
- reinforcing and extending the positive influence of the Little Peoples College school

2. "TRIANGLE" BETWEEN RIBAUT, PARIS EAST, AND PARIS WEST

This area forms the gateway to the historic core, and should be redeveloped with more substantial urban architecture to create awareness of arrival and suggest what lies beyond. In general, the block edges should be lined with buildings as close to the streets as possible, and parking should be in the middle of the blocks. Buildings should face the streets with their fronts. A flexible approach to land uses should be adopted to allow for market-driven solutions. While uses can be made flexible, building placement should be carefully regulated. To address the wide cross-section of Ribaut Road in particular, buildings along Ribaut Road which comply with the master plan should be permitted a height of four stories and a maximum height of 50 feet to the eaves. These ideas will require amendment of the zoning and consideration of fire protection issues. The triangular block is oversized, making it difficult to service the interior of the block and very inconvenient for pedestrians; at least one new north-south street or mews should be established, in alignment with crosswalks and connections north across Ribaut Road.

3. "BATTERY CREEK" INFILL SITE

A fine layout for development of this area has been designed by Payette Associates. That layout, with some adjustments, has been incorporated in this Master Plan. The objective (as with the successful Village Renaissance effort further south) is to complete a portion of the neighborhood, repairing its fabric in the process. Principal features of this plan include:

- extending the street network and block pattern into the undeveloped land in rough accord with the historic grid;
- providing for alleys, to avoid garage doors facing the streets;
- and establishing a permanent, continuous public access to the marshfront with building fronts facing the water across a public park and lane.

4. "SHELL POINT MIDTOWN" NEIGHBORHOOD

This collection of three large parcels should be designed as a mixed-use Town Center following the Traditional Neighborhood Development Ordinance (as adapted for Port Royal). The area will serve as the small "downtown" for the surrounding suburban areas of Shell Point, and should be allowed to grow more intensely provided it includes a complimentary balance of retail, office, and in-town residential uses.

5. "THREE LAKES" INFILL SITE

This land should be planned as a Traditional Neighborhood Development (TND), extending or imitating the street grid found in the traditional town core south of Ribaut (to the extent feasible given environmental limitations). The development should:

- be connected to the surrounding subdivisions and road network at multiple points;
- include a intermixed variety of indigenous dwelling types and sizes, including detached houses, rowhouses, apartment houses, and, if possible lodging;
- have a layout in which the lots that line special natural areas or lakes face those features with the fronts of buildings, across virtually continuous public access;
- be encouraged to include small-scale commercial establishments to support the residential elements; and
- should be required to include a small square or green, as its social center, with at least one focal site reserved for a small meeting hall, day care, or other civic building.

6. RIBAUT / RICHMOND INFILL SITE

This land should be planned as a Traditional Neighborhood Development (TND), with provision for expanded commercial uses in response to its relationship to Ribaut Road. As with the Three Lakes site, the plan for this area should be derived by extending or imitating the street grid found in the traditional town core (to the extent feasible given environmental limitations). The development should:

- be connected to the surrounding subdivisions and road network at

multiple points;

- have a layout in which the lots that line special natural areas or streets face those features with the fronts of buildings, across virtually continuous public access; and
- should be expected to preserve a central greenway maximizing connection of natural systems.

7. PARIS EAST INFILL SITE

This site is just north of the Cypress Pointe duplexes and just south of the entrance to the YMCA. Given the anticipated new Post Office and other new development across the street, residential development here is likely in the short term. The development should be connected to Tamara Lane by a new street which terminates at the Post Office, and should include alleys. There is potential for a very small neighborhood green as the centerpiece of this collection of homes.

8. APARTMENT COMPLEX REDEVELOPMENT SITE

The Sea Island Apartments are not likely to last for the long term, given the economics of the site and limitations of the existing layout. When this property is redeveloped, it should be re-oriented on its south side to address Ribaut Road in an urban way, and to form a positive transition on the north side toward the adjoining subdivision. The redeveloped site should have a mixed use focus on its south side and a residential focus on its north side.

9. NORTH END REDEVELOPMENT SITE

This is the site of the present A&P strip shopping center, plus the adjacent mobile home park and waterfront properties along Johnny Morrall Circle. Most shopping centers are periodically renewed or redeveloped, so it is realistic to expect that this one will be redone eventually. The Town and property owners should prepare a detailed vision for that. This location is strategically located between central Port Royal and the older suburbs of Beaufort, and should be redesigned to take better advantage of its location by switching from a strip center format to a memorable neighborhood center. Such a center should:

- have a mix of land uses including not only the retail that predominates now (and perhaps more) but also offices, entertainment and civic uses, plus apartments and rowhouses;
- be in the form of streets and blocks with street-oriented buildings and smaller, distributed parking areas; and
- include trees and significant green areas.

By including the adjacent areas along with the A&P center in the replanning, there is a possibility for the upland to be reconnected (spatially and psychologically) to the riverfront. It is also possible to reunite the residential areas and commercial areas, de-concentrate some pockets of poverty, and establish a new and positive outlook for this part of town.

10. THE SANDS

The public beach is an important asset which the Town hopes to expand upon by adding additional recreational facilities and a restaurant. *Restraint* is the watchword for this sensitive site. Additional boardwalk, if any, should be minimized, kept very simple, and straight-- following the path pedestrians actually need. The restaurant should be regular in its building form, compact in size, and follow traditions of Carolina maritime architecture. Careful aesthetic consideration of the building should be made to avoid a tacky "Disneyland" image.

11. FORT FREDERICK SOUTH REDEVELOPMENT / INFILL SITE

This site is presently occupied by a trailer park. Like the Fort Frederick Circle area, this site has great redevelopment potential and will eventually become sought after for that lucrative purpose. A design strategy is advanced in the Idealized Buildout drawing as preparation for that time, although particular public intervention is not urgently needed in this area. In the redevelopment:

- the trailer park's best feature, a continuous street running parallel to the marshfront esplanade, should be maintained or expanded upon;
- the esplanade and marsh should be faced by the fronts of houses;
- the view corridor extended into the river from 16th Street should be maintained open for the water vista; and
- an alley should be provided in each block.

12. 73 ACRES WEST of BATTERY CREEK

This scenic site is a potential location for annexation into the Town. Whether it is annexed or not, its development (if permitted to occur at all) should be designed in accordance with traditional neighborhood design standards. The goal should be to form a genuine community patterned after the historic models of Beaufort and Port Royal rather than more of the suburban sprawl characterized by the great majority of recent development in unincorporated Beaufort County. Depending on what planning reforms eventually take shape in the County, annexation may prove the only way for the Town on Port Royal to ensure such a sustainable form for the

development; the functional design and aesthetic quality of the neighborhood will have a direct impact on the residents of the Town proper. This land should be planned as a Traditional Neighborhood Development (TND), imitating the street grid found in the traditional town core. The development should:

- be connected to the adjoining properties and road network at multiple points;
- include a intermixed variety of indigenous dwelling types and sizes, including at least detached houses and rowhouses, and perhaps some apartment houses and lodging;
- have a layout in which lots face the public spaces and marshfront with the fronts of buildings, and with continuous public access to and along the marshfront, similar to Newpoint or the Isle of Hope;
- be required to include interconnected, small-scale commercial uses to support the residential elements; and
- should be required to include a small square or green, as its social center, with at least one focal site reserved for a small meeting hall, day care, or other civic building.

Very Long-Term Prospects:

13. FORT FREDERICK CIRCLE REDEVELOPMENT / INFILL SITE

The historic Union Baptist Church is the symbolic and visual centerpiece of this area. The residential settlement between Shell Road and the Beaufort River marshfront, which forms the backdrop for the old church, is likely to enjoy great development interest in the future because of its rare waterfront location. Although the present grouping of modest houses and modulars does no particular harm as it is, the expectation of redevelopment pressure suggested a need to devise a plan that will maximize the public and private benefit when redevelopment does occur; for this reason a substantial revision to the community layout in this area is offered in the "idealized buildout" drawing.

In the redesign, the marsh edge is lined by a public esplanade and faced by the fronts of houses. The small blocks are related in size to the historic Port Royal examples, but are adjusted in shape and orientation to take advantage of views and the shape of buildable property. The southern edge, along the creek which empties into the river's tributaries, is to remain open as the mouth of a major greenway proposed to stretch between the riverfront and Ribaut Road, if not further. While very different from existing layout, the

redesign is devised along property lines and between almost all existing structures; therefore the concept can be carried out with minimized

14. WEST POINT NEIGHBORHOOD WATERFRONT / INFILL SITE

This small site is the westernmost point on Port Royal Island facing Battery Creek and has dramatic views. A detailed design is needed for this area. Today it is used primarily for a manufactured home park, but could be redeveloped with permanent houses and a water's edge park for community use. The water's edge park should be a green space along the waterfront, similar to the Newpoint Green on Lady's Island. A view corridor to the water should be maintained parallel to the southern edge of the property. This is a special focus area for the surrounding neighborhood and should therefore be eligible for denser dwelling types, such as smaller lots or a modest number of rowhouses. To discourage driving in by outsiders and encourage walking by neighbors instead, no public parking should be provided for the green. The public waterfront should be faced by fronts of houses, not the backs; private parking should be accessed via a rear alley to avoid garage doors facing the street(s) or park.

15. PORT PROPERTY

The Port Authority is engaged in a 3-year strategic process to rebuild commerce at the port. If successful, that effort will result in the port becoming a serious employer, indirect job creator, and good contributor to the economic "engine" of the Town. It will be years before a clear success or failure of that effort can be measured. *Therefore for the foreseeable future the Town should support the Authority's effort to make the port prosper and work on the assumption that it will succeed.* The Town must balance this objective with others, such as making streets walkable and preserving livable neighborhoods; the port should emphasize community-friendly cargoes to minimize negative impact. The Town should also encourage the development of light passenger operations at the port such as stopovers for cruises, water taxi service, and the like; these will help stimulate commercial activity in and awareness of the mixed use downtown area.

Another possibility is that the cargo operation will depart at some time in the future. The first goal in that event should be to seek replacement operations that generate good jobs and take advantage of the property's size, berth and strategic maritime location. Such operations might include working waterfront uses, or film production studios, or heavier cruise

disruption and can be implemented partially or in phases, although replatting and reorienting of some infrastructure is needed. passenger operations, for example.

In the event, however, that the port property is redeveloped as a part of the mixed-use downtown, that redevelopment should have the following characteristics:

- the grid of blocks and streets should be extended into the property;
- the outermost edge along the bulkhead line should be a public esplanade, parallel street, and park, as a less formal variation on the concept seen at White Point Gardens and the Battery in Charleston;
- the fronts of buildings should face the water and the public edge; and
- a vista through to the water should be opened on axis with Paris Avenue.

In the meantime, the Town should discourage the construction of buildings upland of the port that would block the connections of these potential streets and potential vistas, and the Town should carefully hold onto its rights-of-ways extending toward the port property.

16. NAVAL HOSPITAL PROPERTY

Like the port, the Naval Hospital in Port Royal is also the subject of occasional speculation. If the hospital were ever closed, its redevelopment should be entrusted to and supervised by the Town of Port Royal. The campus should become a special addition to the mixed-use neighborhoods of the Town; many of its buildings are reusable, its open spaces are organizable, and the geometry of the campus starts the framework of a future network of neighborhood streets. The layout of the transformed campus should be the subject of intense custom design equal in detail to the plan for the traditional town core.

Meanwhile, the edges of the hospital campus need continued work to improve its appearance from Port Royal neighborhoods. The fences along Old Shell Road should be screened with hedges or other landscaping. The unsightly old septic plant on the north side of the campus, no longer used, should be removed to present a better edge to the adjacent developments. The intersection at Shell Road and Pinckney Boulevard should be redesigned and shrunk to eliminate the "slip lanes" for right turns that have been painted on the pavement, returning to a smaller radius for the corners. A redesign could eliminate the "acceleration lane" which parallels the eastern edge of the park.

17. INFILL SITE at BEAUFORT RIVER WATERFRONT

This partially developed site is adjacent to the Naval Hospital on the south and an existing multifamily development on the north. It has dramatic views of the river and McTeer Bridge that should be advanced not only as features of the development but as valued community assets. Apartment development is anticipated in this location, although a variety of less intense residential uses or mixed uses would also be acceptable. The development

should:

- provide for continuous linear public access to the waterfront;
- features an alley or service lane along the property line bordering the Naval Hospital; and
- incorporate traffic-calming features and a traditional street design, with onstreet parallel parking (not head-in parking on the streets), narrow lanes, and small turning radii.

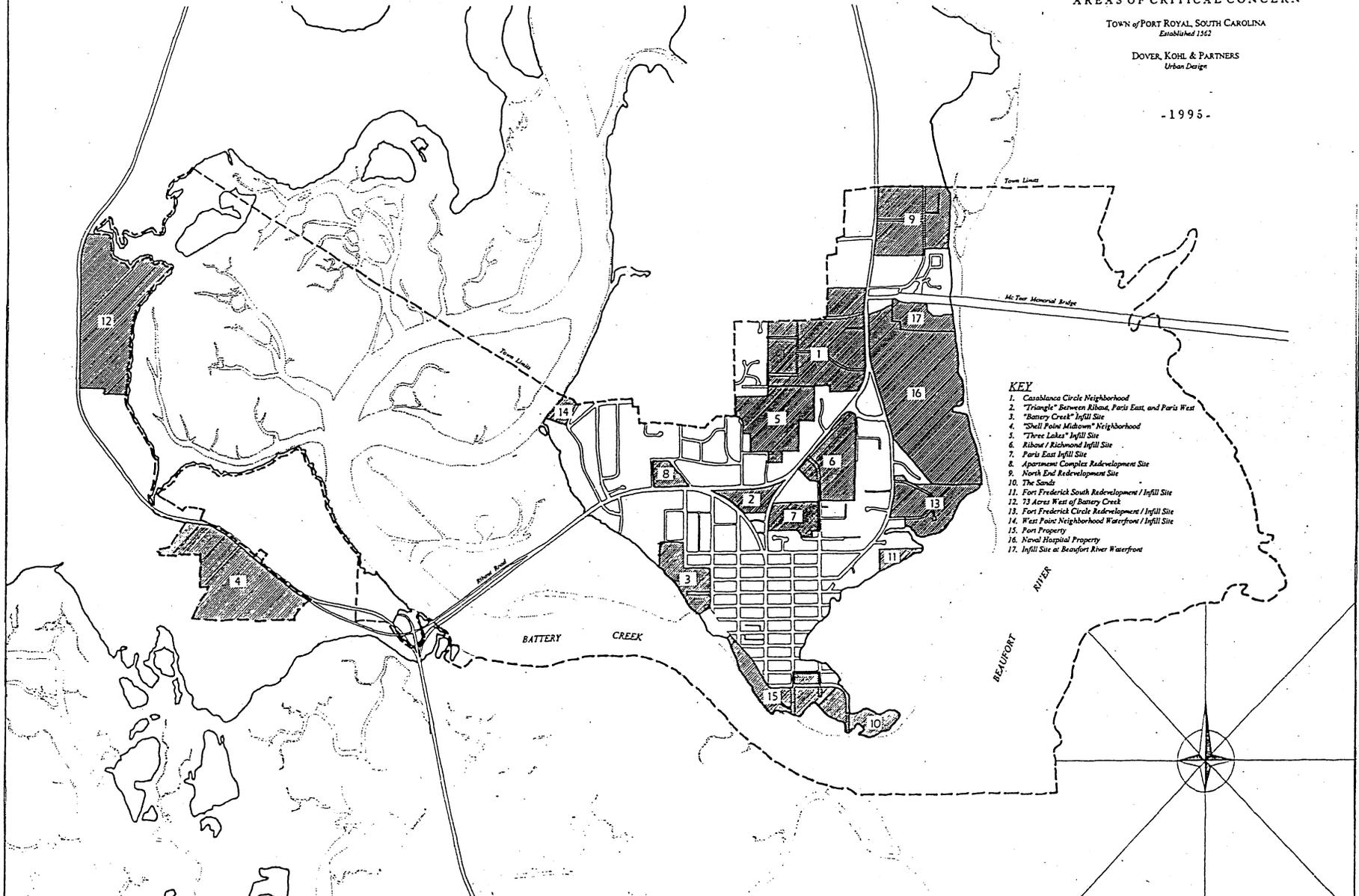
The Master Plan for
PORT ROYAL

MAJOR OPPORTUNITY AREAS
 and
 AREAS OF CRITICAL CONCERN

TOWN of PORT ROYAL, SOUTH CAROLINA
 Established 1562

DOVER, KOHL & PARTNERS
 Urban Design

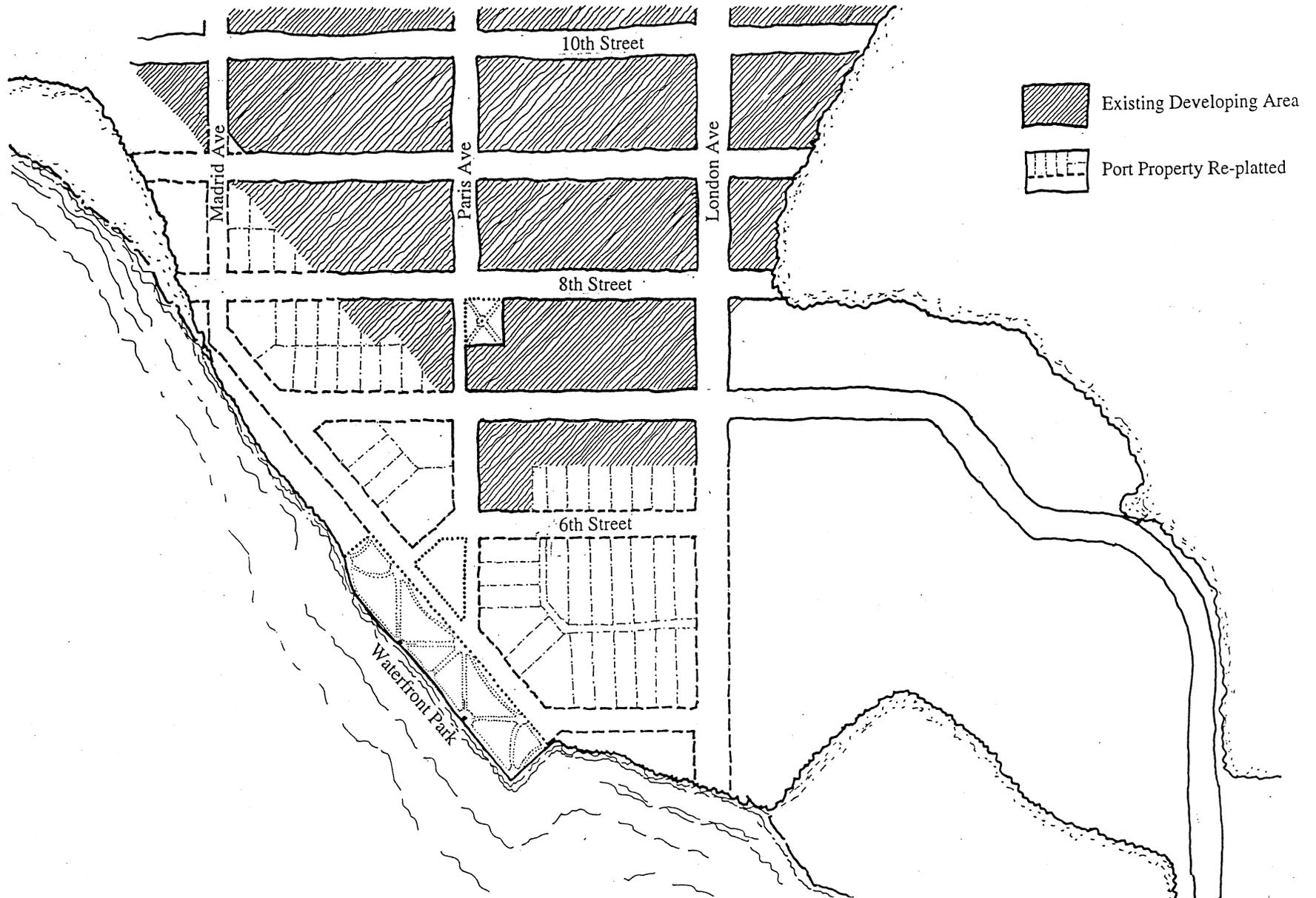
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KEY

1. Casablanca Circle Neighborhood
2. "Triangle" between Ribow, Paris East, and Paris West
3. "Battery Creek" Infill Site
4. "Shell Point Meadows" Neighborhood
5. "Three Lakes" Infill Site
6. Ribow / Richmond Infill Site
7. Paris East Infill Site
8. Apartment Complex Redevelopment Site
9. North End Redevelopment Site
10. The Sands
11. Fort Frederick South Redevelopment / Infill Site
12. 73 Acres West of Battery Creek
13. Fort Frederick Circle Redevelopment / Infill Site
14. West Point Neighborhood Warehouse / Infill Site
15. Fort Property
16. Naval Hospital Property
17. Infill Site at Beaufort River Waterfront

The Master Plan for
PORT ROYAL



EXAMPLE PATTERN FOR PORT PROPERTY REDEVELOPMENT

Implementation & Regulatory Approach

To realize the Master Plan for Port Royal, a three-pronged approach should be employed:

1. PROMOTION

- *Widely distribute and show the plan* in the town and in the region to attract business interests.
- *Nationally promote the plan to the right kind of developers* whose expertise and specific interest lies with traditional town development.
- *Constantly seek press coverage of local events as free advertising.*

2. LAND DEVELOPMENT REGULATION

- *Establish a Traditional Town Overlay District* which employs rules specifically designed to shape development into the forms described in the plan.
- *Adopt those rules in a simplified, graphic Code* that regulates by building type rather than land use, with a rich menu of building types based upon historic types found in the Low Country.
- *Plan to expand the area governed by that Code* as other areas are planned in detail or developed in keeping with its premises.
- *Establish the position of Town Architect* whose job will be to interpret the Code and assist applicants with appropriate design solutions, and to supervise the design of public improvements, and who will have responsibility for aesthetic review.
- *Create the Town's own Planning Board* to replace the separate ZBOAA and County Planning Board; this board's function shall be to provide an appeal procedure for projects which vary

from the Code or for appeal of the Town Architect's judgement on aesthetic matters.

- *Carry out further Planning Projects* to detail the rest of the town outside the Overlay District according to the priority or as need arises. For example, form planning partnerships with property owners like those who own the Shell Point Midtown site to share costs and leadership for the design of newly developed areas.
- ### 3. PUBLIC IMPROVEMENTS & PARTNERSHIPS
- *Paris Avenue south and Town Hall Square* should be realized as an early-stage project in implementing the plan.
 - *Continue forming partnerships with developers* whose product matches the town's vision; the Village Renaissance project is a good model.
 - *Continue seeking grants and cost-sharing agreements* with other agencies, donors and private foundations to support the initiatives for street improvements, greenways, other public spaces, school improvements, and cultural affairs.
 - *Work with the Ports Authority to secure the Battery Creek site* for development as a model component of the community.

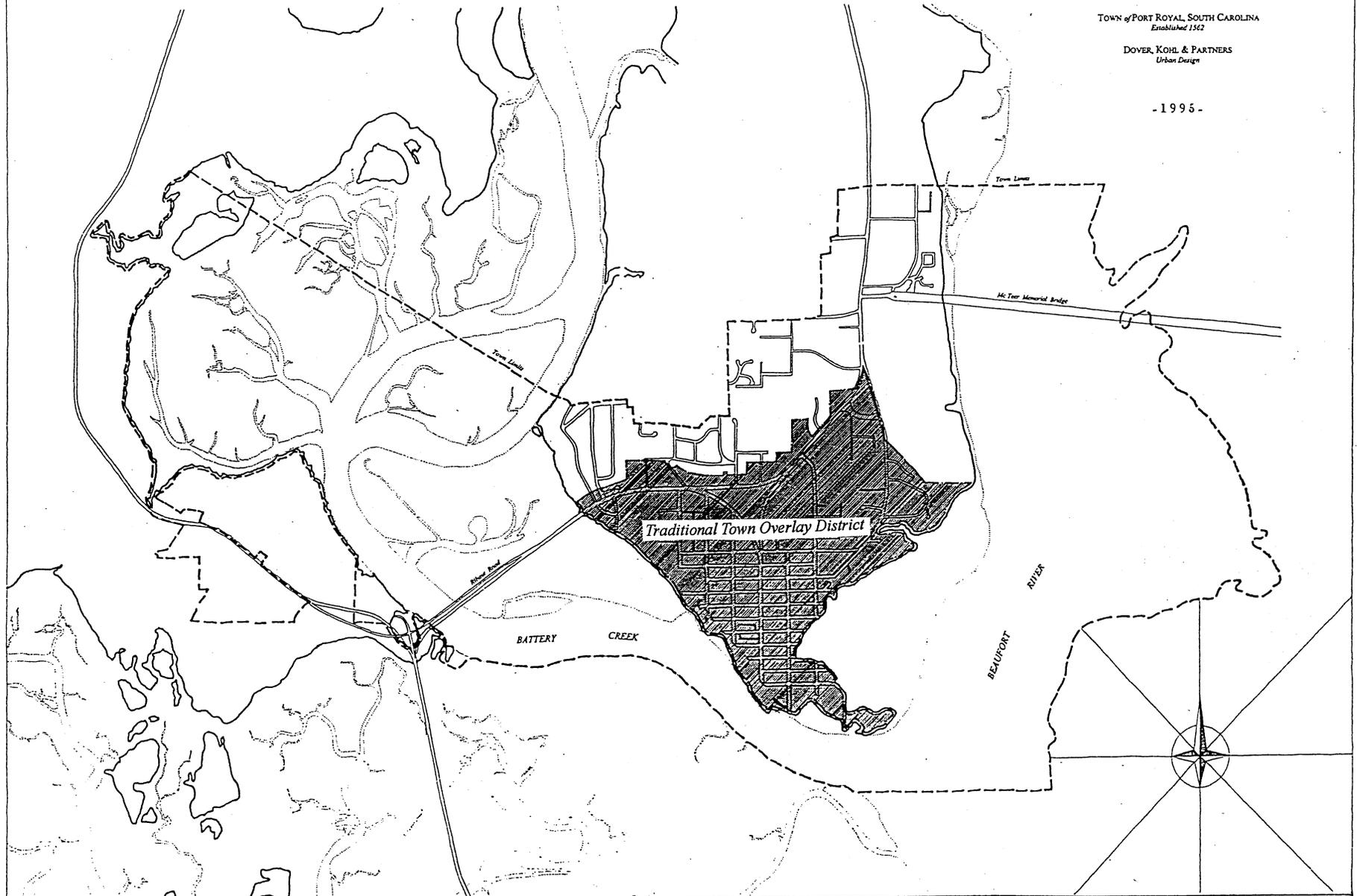
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**TRADITIONAL TOWN
OVERLAY DISTRICT**

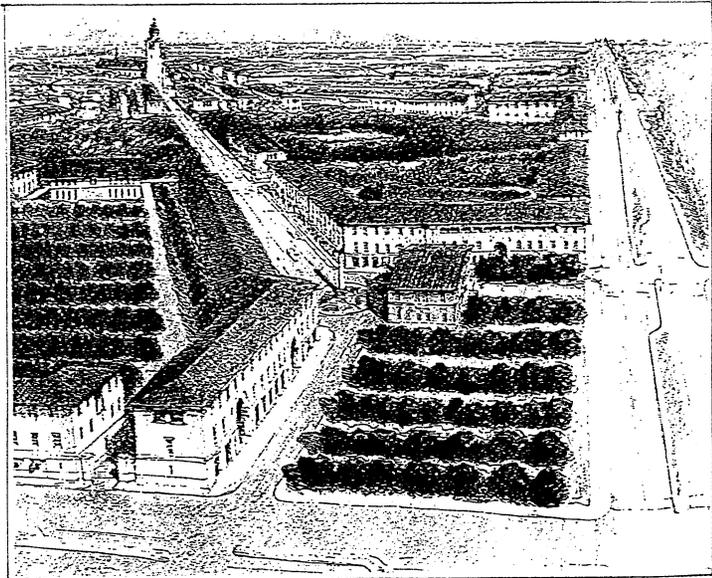
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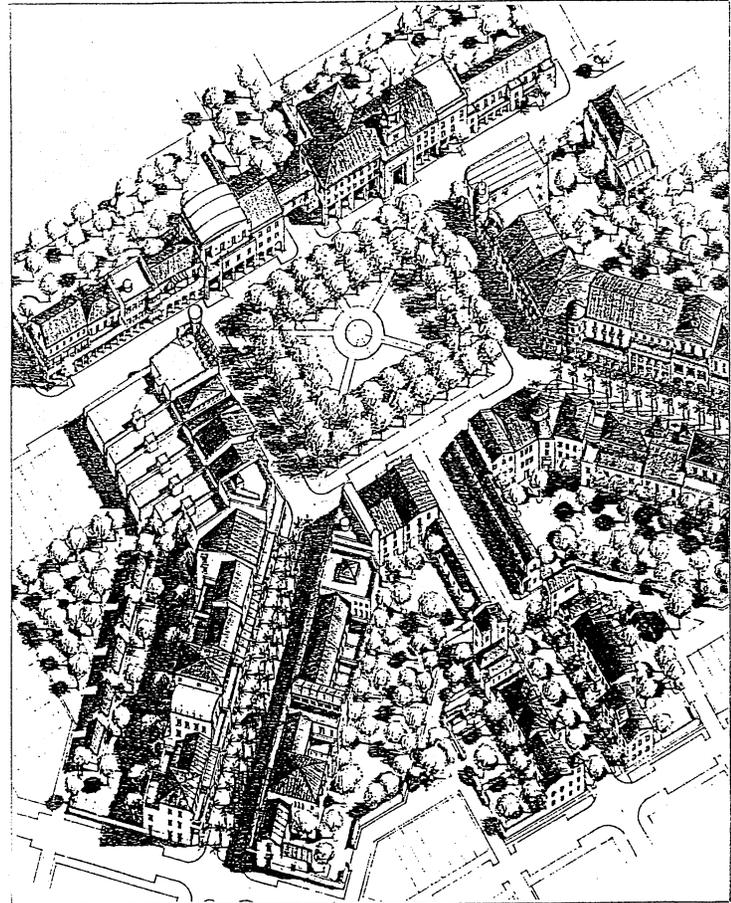
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The Master Plan for
PORT ROYAL



From the design for Avalon Park (1989), as published in *Towns & Town-Making Principles* by Andres Duany & Elizabeth Plater-Zyberk



From the design of The New Village (1991), by Victor Dover & Joseph Kohl

ILLUSTRATIONS: "T.N.D. TOWN CENTERS"