

Daniel Island Town



STREETSCAPE IMPROVEMENT PROJECT

Daniel Island Town

- Current streetscape?
- Objectives
- What makes Daniel Island Town special?
- What are the components most important in a streetscape?
- Whose responsibility is it?
- How to implement?



Current Daniel Island Town Streetscape



Current Daniel Island Town Streetscape

Objectives

- Create a unique, welcoming, and thoroughly pedestrian streetscape environment
- Improve the economic viability of Daniel Island Town
- Provide POA support for the existing and new businesses
- Invite boutique retail and neighborhood service based retail for the Daniel Island's growing number of residents.

What makes the Daniel Island Town Special?

- New Community, ability to create something from scratch
- Ability to live and work in same neighborhood
- Shopping and dining within steps of home
- A small town within a big City
- Miles of shoreline walking trails and acres of parks
- International sporting events
- World class tennis
- Outdoor concerts
- Community events: Holiday Festival, 4th of July
- Seasonal Farmers Market
- No obstacles with historic buildings

Components in Streetscapes

- Retail Spaces (First Floor Tenants):
 - Storefront windows - Creative merchandise on display which increases pedestrian interest.
 - Sidewalk displays - enliven the street environment
 - Stores accessible by pathways through the Right-of-Way
 - Flags and banners
 - Planters (stand alone or wall mounted)
 - Additional lighting
 - Bike Racks
 - Signage: Sandwich Boards, Hanging Signs, Corner signs, Creative advertising (chalkboard signs at Laura Alpert's)



Storefront windows - Creative merchandise on display which increases pedestrian interest.
Planters (stand alone or wall mounted)



Sidewalk displays - enliven the street environment

Signage: Hanging Signs, Corner signs, Creative advertising







A GREAT EXAMPLE!

Components in Streetscape

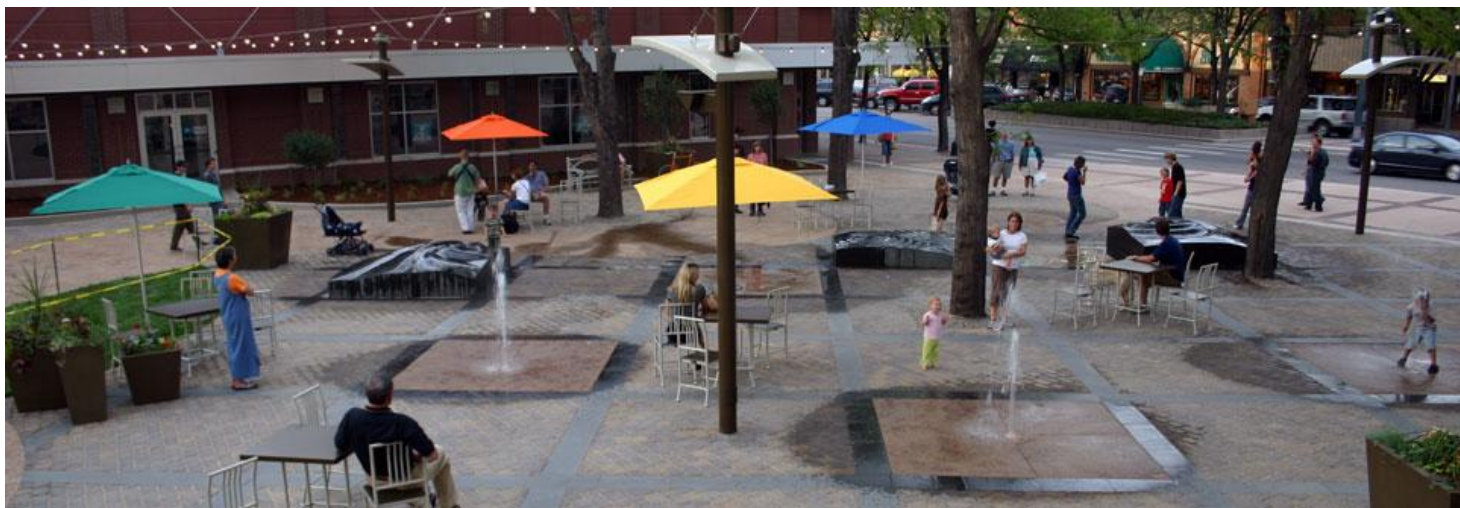
- Greening of Commercial Properties:
 - Green-scaped passageways that invite people to walk and experience a liveable Daniel Island town.
 - Create park like nooks along buildings
 - Fountains/water features, sculptures, private gathering spots
 - Garden Art – Topiaries
 - Planters

Existing Conditions





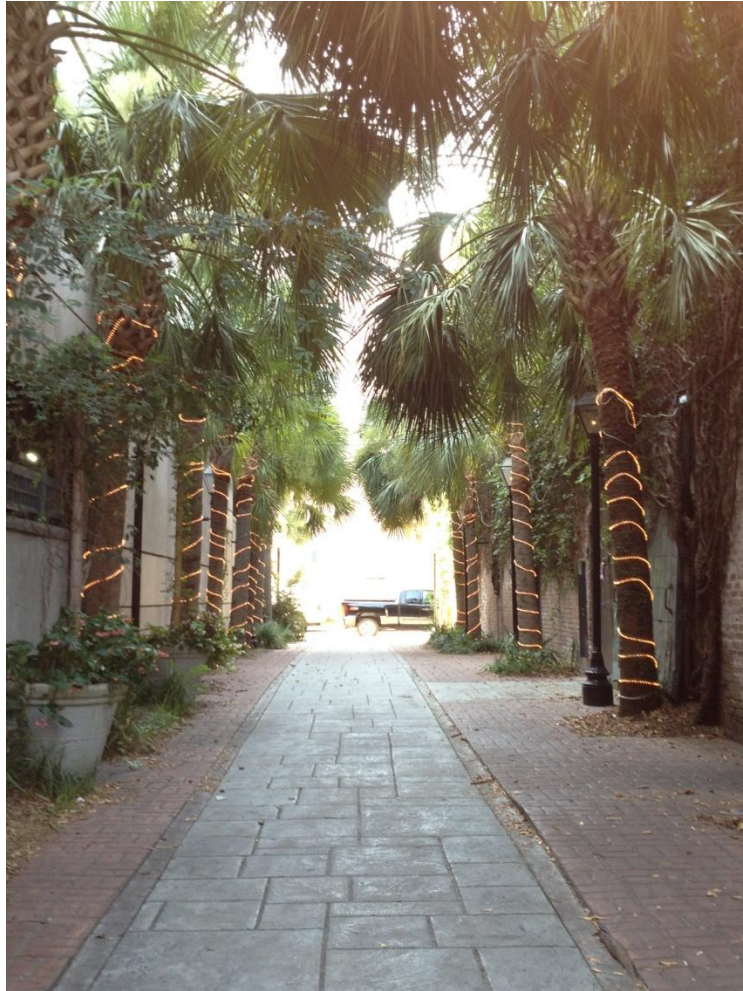
Potential Opportunities



Existing Conditions



Potential Opportunities



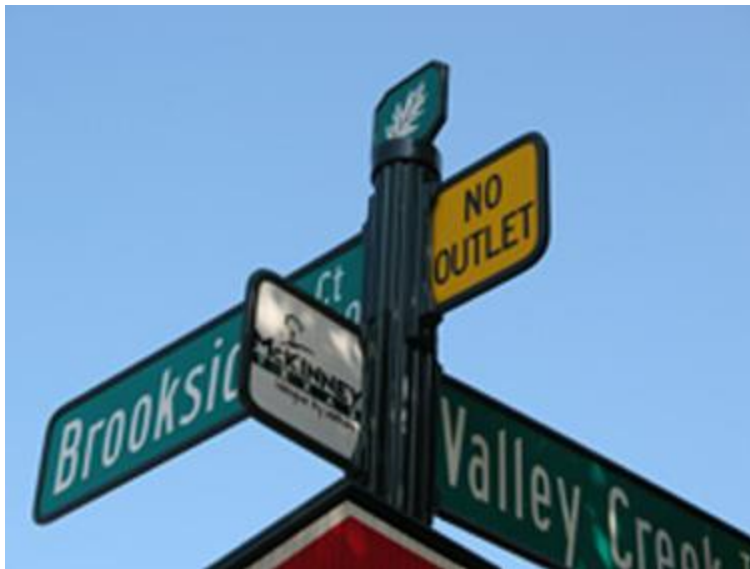
Components in Streetscapes

- Social Scene:





Addition of walking trails
incorporated into sidewalks with
directional signage





Seating in shaded areas that encourages socialization



Art: Murals, Silhouettes and statues





Outdoor dining – Attractive tables, chairs and umbrellas

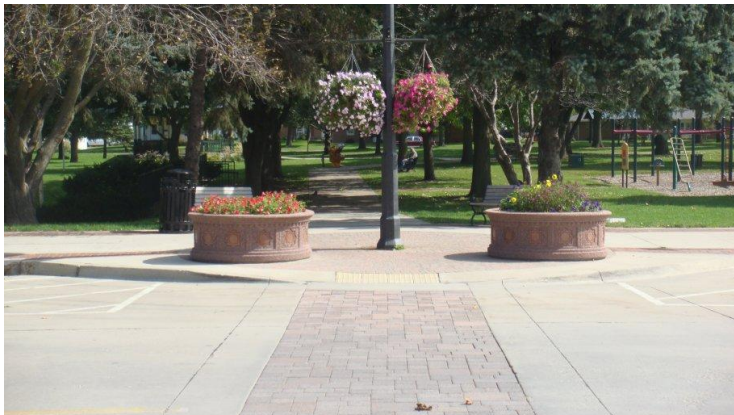




Pick-up Games (bocci, corn
hole)

Components in Streetscapes

- Street Furniture:
 - Trash receptacles
 - Bicycle racks or storage facilities
 - Benches, table and chairs, jogging board
 - Cigarette disposal stations
 - Planters



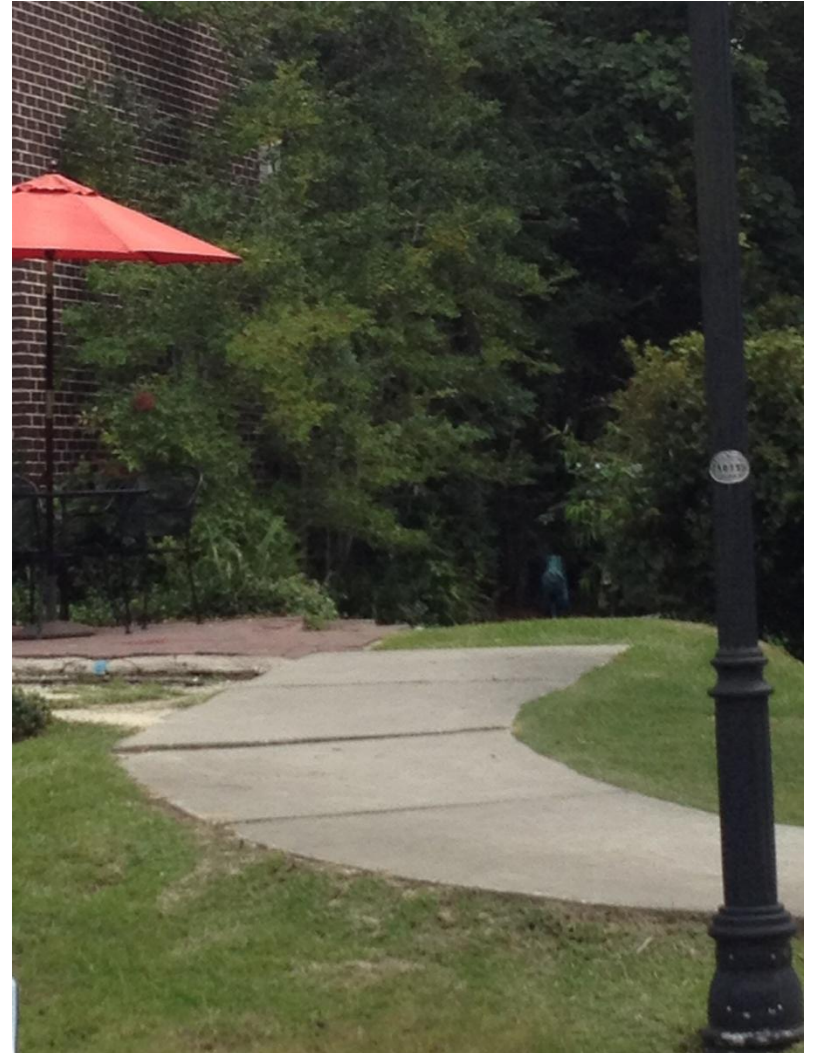


Components in Streetscapes

- Maintenance of Buildings
 - Building Façade
 - Pressure Washing
 - Painting
 - Remove/Repair tenant signage
 - Empty Storefronts
 - Silkscreen “Daniel Island” Promotion
 - Limited Leasing Company Signage
 - Clean Interiors
 - Street Furniture
 - Routine Maintenance (pressure wash and paint)
 - Update and replace when needed

Components in Streetscapes

- Building Connections
 - Sidewalk Connections
 - Walkway Connections



Responsibilities?

- Each of the following entities has a responsibility/stake to promote Streetscape:
 - Building Owners
 - Tenants
 - Developer
 - Daniel Island Town Association
 - Commercial Real Estate Agents
 - City of Charleston

Responsibilities?

- Building Owners
 - Front Entry Doors, facing main streets (Island Park Drive, Seven Farms, River Landing) should be operable, presenting themselves as such
 - Planters (stand alone, oversized pots or wall mounted) should be selected based on the level of maintenance the property manager can reasonably provide. Should appear maintained and healthy.
 - Bike Racks (placed at the front and rear as necessary)
 - Create park like nooks along buildings
 - Garden Art – Topiaries
 - Seating in shaded areas that encourages socialization
 - Art: Murals, Silhouettes and statues
 - Stores accessible by pathways through the Right-of-Way
 - Maintenance of Buildings

Responsibilities?

- Tenants
 - Storefront windows - Creative merchandise on display which increases pedestrian interest.
 - Sidewalk displays - enliven the street environment
 - Flags and banners
 - Planters (stand alone or wall mounted)
 - Additional lighting
 - Signage: Sandwich Boards, Hanging Signs, Corner signs, Creative advertising – Must be reviewed and approved by the ARB.
 - Outdoor dining – Attractive tables, chairs and umbrellas
 - Pick-up games

Responsibilities?

- Developer
 - Addition of walking trails incorporated into sidewalks with directional signage
 - Sidewalk Connections with City and POA
- Daniel Island Town Association (POA)
 - Silkscreen “Daniel Island” Promotion
 - Streetlight planters and boxes throughout town
 - Groundcover
 - Landscape Maintenance (including tree pruning)
 - Trash cans
- Commercial Real Estate Agents
 - Limited Leasing Company Signage
 - Clean Interiors of vacant spaces

How to implement?

- DITA (POA) to educate Building Owners and Commercial Real Estate Agents of streetscape initiative
- ARB process for new construction to include 1st floor retail streetscape plans, street furniture and signage
- ARB approval on all new 1st floor retail up-fits
- DITA (POA) to implement landscape initiatives block by block over the course of 3-5 years.
- Developer to assist with sidewalk connection plan
- Possible CC&R change for DITA.
- Timeline for all existing Building Owners and Retail establishments to comply by the end of 2013.