PARCDECO

STREET AND PARK DEVELOPMENT

2025

This study was funded by the US Federal Highways Administration with support from West Virginia Division of Highways.

Regional Intergovernmental Council

West Virginia Region 3, the Regional Intergovernmental Council (RIC) would like to thank the steering committee and stakeholders involved with the development of the ParcDeco | Street and Park Development Concept Study. A special thank you to the continued partnerships with the City of Charleston, Charleston Urban Renewal Authority, and the Charleston Area Alliance,for participating in our collective design meetings.

This document was stewarded by the Regional Intergovernmental Council of Boone, Clay, Kanawha, and Putnam counties, focusing on creating a concept park and reuse of the urban block of Quarrier Street, Lee Street, Leon Sullivan Way, and Dickinson Street.

This plan was developed by the RIC in collaboration with the Community Solutions Group of GAI Consultants. All maps and graphics were created by the consultant team unless otherwise noted.

gai consultants

COMMUNITY SOLUTIONS GROUP

TABLE OF CONTENTS

Source: Downtown Charleston | Homes.com

Source: West Virginia State Archives

Regional Intergovernmental Council

The Regional Intergovernmental Council (RIC,) acting as the Metropolitan Planning Organization for the Charleston metro region is responsible for regional planning and local support of various transportation and land use elements in our communities. This project, dubbed ParcDeco due to the surrounding architectural styles, is an example of planning to address connectivity gaps.

The study block has long been local point of disconnect between Downtown Charleston, the Clay Center, General Hospital and the broader East End of Charleston. The Federal Highway Administration has encouraged planning elements that incorporate Complete Streets elements. This project is designed to look at the connectivity options and land use improvements to move this block from a barrier to an asset to the community.

The study area is identified in the Charleston Downtown Redevelopment Plan, a supplemental plan related to the City's Comprehensive Plan, Imagine Charleston. In that plan the project is viewed as a mixed use redevelopment site. This plan takes a phased approach that includes development as an end goal. Given the current population trends and development patterns, it is unlikely that new multi-tenant and residential buildings will be a priority for developers in the near term. However, this area as seen significant commercial to residential conversion and use of historical credits to make improvements to adjacent buildings. This plan, showing two phases of potential improvements, advances the City's vision for the area.

ParcDeco is designed to create interest and show a possibility for improvements to this block that has a real pathway to implementation. The connectivity for pedestrians and cyclists, the parking elements to maintain and enhance automotive uses, and the park elements and future mixed use planning elements all build on established goals and support recent and potential developments in the surrounding blocks. In addition, the major new multimodal structure proposed fits in with the near term need to consider alternatives to the aging Parking Garage #1 on Dickinson Street.

The RIC team greatly appreciate GAI Consultants working on this project along with our steering committee that included representatives from the City of Charleston, Charleston Urban Renewal Authority, and the Charleston Area Alliance. We also thank all the respondents to the public outreach efforts. We hope this plan can spur conversation and potentially make additional efforts to improve our region.

Jeffery Mace
Transportation Program Manager
Regional Intergovernmental Council

1

INTRODUCTION

1.1 PREFACE

The West Virginia Region 3 Regional Intergovernmental Council (RIC) has initiated a strategic review of a prominent urban block in Charleston, West Virginia, bounded by Quarrier Street, Lee Street, Dickinson Street, and Leon Sullivan Way. This block, often referred to as the Holley Hotel Site, occupies a critical location near Charleston's historic downtown core and the cultural landmark of the Clay Center for the Arts and Sciences. Its position at one of the city's gateways underscores its potential as a transformative redevelopment site.

Following decades of disinvestment and the demolition of several significant structures, the block is largely fragmented and dominated by surface parking. While these lots serve surrounding developments, they create a void in the urban fabric at a location that could otherwise serve as a vibrant public space and economic catalyst. Recognizing this opportunity, RIC has prioritized the evaluation of this block for complete streets redevelopment and new urban park and gateway features. These improvements aim to build upon the momentum of public space reinvestment efforts led by the City of Charleston and the City Center Business Improvement District.

To advance this vision, RIC engaged GAI Consultants' Community Solutions Group to assess reinvestment potential and gather input from local stakeholders and property owners within the study area. This report summarizes findings and recommendations developed through collaborative engagement and the continued guidance of RIC and its partners.

1.2 HISTORICAL CONTEXT

The redevelopment of this block has been a recurring theme in Charleston's planning initiatives for over a decade. The Imagine Charleston Comprehensive Plan (2012) first identified the site as a priority for future development, a vision reaffirmed in the 2024 Comprehensive Plan update.

Historically, the block was home to notable structures such as the Holley Hotel and the Ott Building, both of which have since been demolished. The Holley Hotel, located at 1008 Quarrier Street, was constructed in 1913 and named after then Mayor James A. Holley. Once regarded as one of Charleston's premier first-class hotels, the property declined over time due to ownership changes and deferred maintenance, ultimately leading to its demolition in 1993. The Ott Building and other structures were later removed to accommodate plans for a new Kanawha County Library. However, after the library opted to reinvest in its existing Capitol Street location, the approximately 4-acre site remained undeveloped.

Image Above | Source: West Virginia State Archives | Holley Hotel Post Card
Image Below | Source: 900 on Lee Apartments.com

1.3 CURRENT CONDITIONS + EMERGING TRENDS

While the project area itself has seen little new construction, surrounding properties have experienced significant reinvestment. Declining office and commercial leases have prompted developers to repurpose existing buildings for residential use, including projects such as the Atlas Building, 900 on Lee, and 1038 Quarrier. This shift toward housing introduces new demands for urban amenities, including:

- Greenspace and recreational areas
- Dog parks and pet-friendly facilities
- Enhanced sidewalks and ADA accessibility
- Improved parking solutions
- Public safety measures

These emerging needs align with broader trends in urban revitalization, emphasizing livability, walkability, and community-oriented design.

1.4 PUBLIC AND STAKEHOLDER ENGAGEMENT

Public and stakeholder engagement was central to shaping the vision for this redevelopment initiative. To ensure informed decision-making and community alignment, a Project Steering Committee was established to guide and support the design team throughout the conceptual design phase. The committee included leadership from the Regional Intergovernmental Council (RIC), along with representatives from the City of Charleston, the Charleston Urban Renewal Authority (CURA), and the Charleston Area Alliance (CAA).

The steering committee provided critical insights into area investments, property and business ownership connections, and conceptual development review. Their guidance helped the design team develop a functional program for the project that reflects both community needs and strategic priorities.

Through the committee's network, the design team engaged directly with many property owners within the study area to discuss the project and gather input on desired outcomes for surrounding development. In addition, the team, alongside RIC representatives, hosted an on-site pop-up meeting, offering stakeholders and the general public the opportunity to learn about the project, share feedback, and articulate their goals for the future of this key urban block and gateway.

This collaborative approach ensured that the conceptual design was informed by local knowledge, stakeholder priorities, and community aspirations, laying the groundwork for a redevelopment plan that is both visionary and practical.

Image Above | Stakeholders meeting flyer for consultants on-site open house held on Thursday August 28th, from 1-4pm.


MEDICAL ARTS BUILDING
RK COUNTRY BOUTIQUE
304-345-HAIR
1021

2

EXISTING CONDITIONS

2.1 PROPERTY ANALYSIS

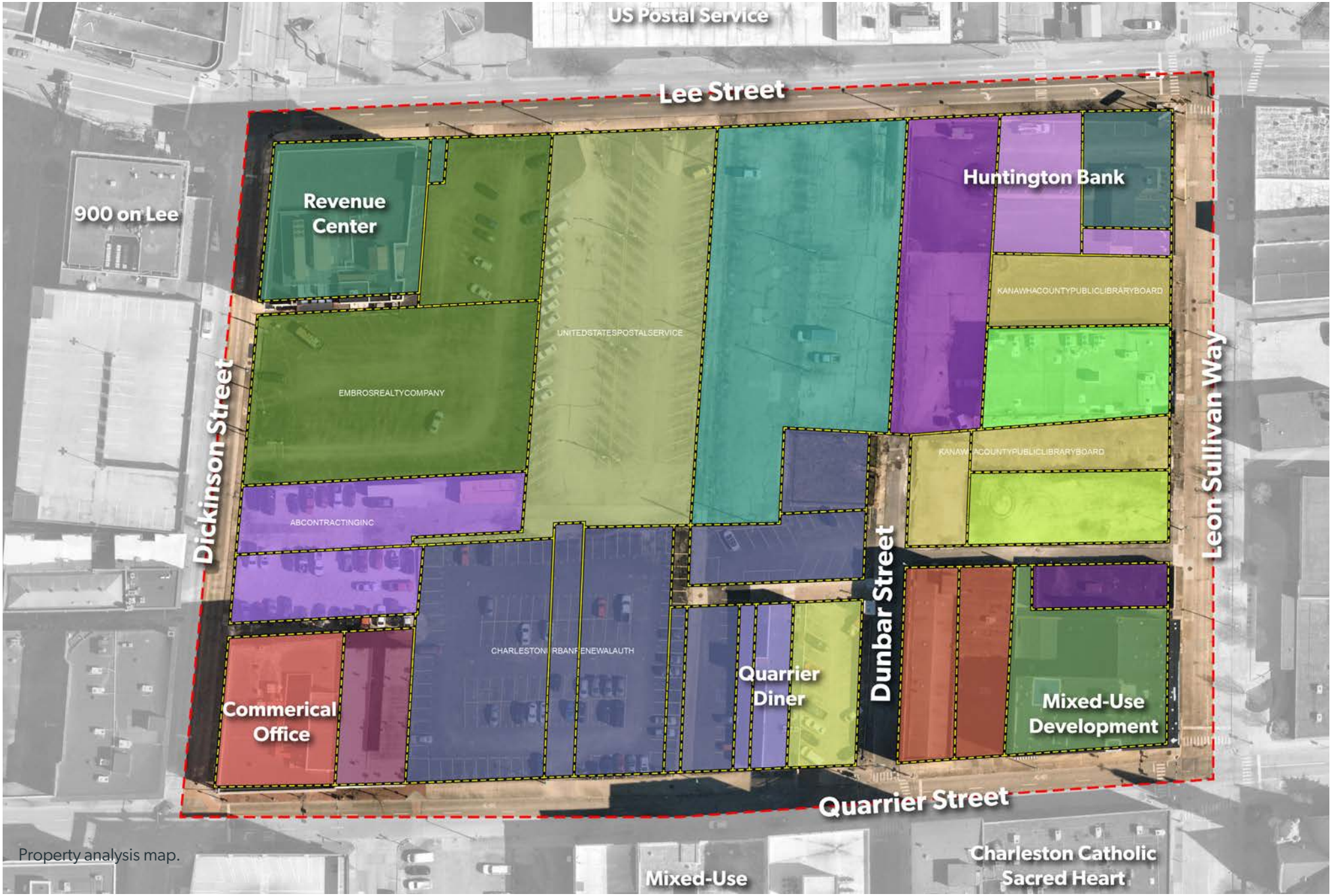
The project area encompasses approximately 7.25 acres and is located east of Downtown Charleston within the Charleston Downtown Historic District. This block is strategically positioned near the city's historic core and cultural amenities, making it a prime candidate for reinvestment. Currently, the site is dominated by surface parking lots, with an estimated 500 parking spaces spread across multiple lots. Development is concentrated primarily at the four corners of the block, leaving the central area largely vacant and underutilized. Vehicular access is provided through numerous curb cuts along surrounding streets and Dunbar Street, though this fragmented layout creates inefficiencies in circulation and land use.

The site benefits from excellent regional connectivity, with direct access to I-64 and I-77, and is in close proximity to the South Side Bridge, which enhances connections to neighborhoods south of the Kanawha River. While adjacent streets include sidewalks, conditions vary, and improvements are needed to support walkability and ADA accessibility. Surrounding development trends indicate a shift toward residential reinvestment, with several adaptive reuse projects such as the Atlas Building, 900 on Lee, and 1038 Quarrier converting former office spaces into housing. This transition introduces new demands for urban amenities, including greenspace, improved streetscapes, and public gathering areas.

Ownership within the project area is highly fragmented, with approximately 20 property owners. Major landholders include the Charleston Urban Renewal Authority (CURA), the U.S. Postal Service, AB Contracting, Kanawha County Library, and Embrose Realty. This diverse ownership structure presents both challenges and opportunities for coordinated redevelopment, requiring strategic engagement and collaboration among stakeholders to achieve a unified vision for the site.

Property Ownership Map

- State of West Virginia | Revenue Center
- Embrose Realty Company
- AB Contracting Inc.
- J&K Dobbs LLC
- Koala Ribs Ventures LLC
- Charleston Urban Renewal Authority (CURA)
- Roman Catholic Diocese
- 1030 Quarrier Landlord LLC
- Smith and Smith Inc.
- Kanawha County Public Library
- Terrapact Digital Assets LLC
- National Bank of Commerce
- John Smallridge Trustee
- United States Postal Service
- Various Private Ownerships



Property analysis map.

2.2 CIRCULATION ANALYSIS

The project area is defined by a complex circulation network that reflects its fragmented development history. Three one-way streets of Lee Street, Leon Sullivan Way, and Quarrier Street form the majority of the block's perimeter, creating directional traffic flow that influences access patterns. In contrast, Dickinson Street operates as a two-way corridor running north-south and providing a critical connection to the South Side Bridge, which serves as a major link to neighborhoods south of the Kanawha River. Each corner of the block features a signalized intersection, ensuring controlled vehicular movement at key access points. Additionally, Dunbar Street, a collector street, intersects Quarrier Street within the project area, primarily serving traffic associated with Charleston Catholic Schools.

Internally, the site contains several smaller rights-of-ways as remnants of previous development that provide segmented vehicular circulation through the existing parking lots. These internal drives, combined with a variety of scattered ingress and egress points, create multiple access options for vehicles but result in an inefficient and disjointed circulation pattern. While this layout accommodates parking demand, it lacks cohesion and does not support future redevelopment goals.

Pedestrian circulation along the perimeter streets is present but significantly aged and in need of repair to meet modern standards for safety and accessibility. Sidewalk conditions vary, and ADA compliance is limited. Within the block itself, no dedicated pedestrian pathways exist, leaving parking users to navigate through drive aisles and vehicular spaces. This absence of internal pedestrian connectivity represents a major gap in the site's functionality and highlights the need for a comprehensive circulation strategy that prioritizes walkability, accessibility, and multimodal integration.

Circulation Map

Signalized Intersection

Ingress and Egress

Internal Vehicular Circulation

Collector Street

2.3 TRANSIT

The project site benefits from strong connectivity to Charleston's public transportation network due to its location near the urban core. Six Kanawha Valley Regional Transit Authority (KRT) bus lines currently serve the area, providing convenient access to key destinations throughout the city and region. This level of transit service positions the site as a candidate for Transit-Oriented Development (TOD), supporting future residential and mixed-use projects that prioritize walkability and reduce reliance on personal vehicles.

In addition to transit access, the site is integrated into Charleston's emerging active transportation network. A designated sharrow along Quarrier Street connects cyclists to the downtown grid, while the nearby Capital Connector project, a new pedestrian and cycle track along the city's waterfront, will link multiple neighborhoods and enhance multimodal connectivity. These improvements align with broader goals for sustainable urban mobility and reinforce the potential for creating a vibrant, accessible, and connected redevelopment within the project area.

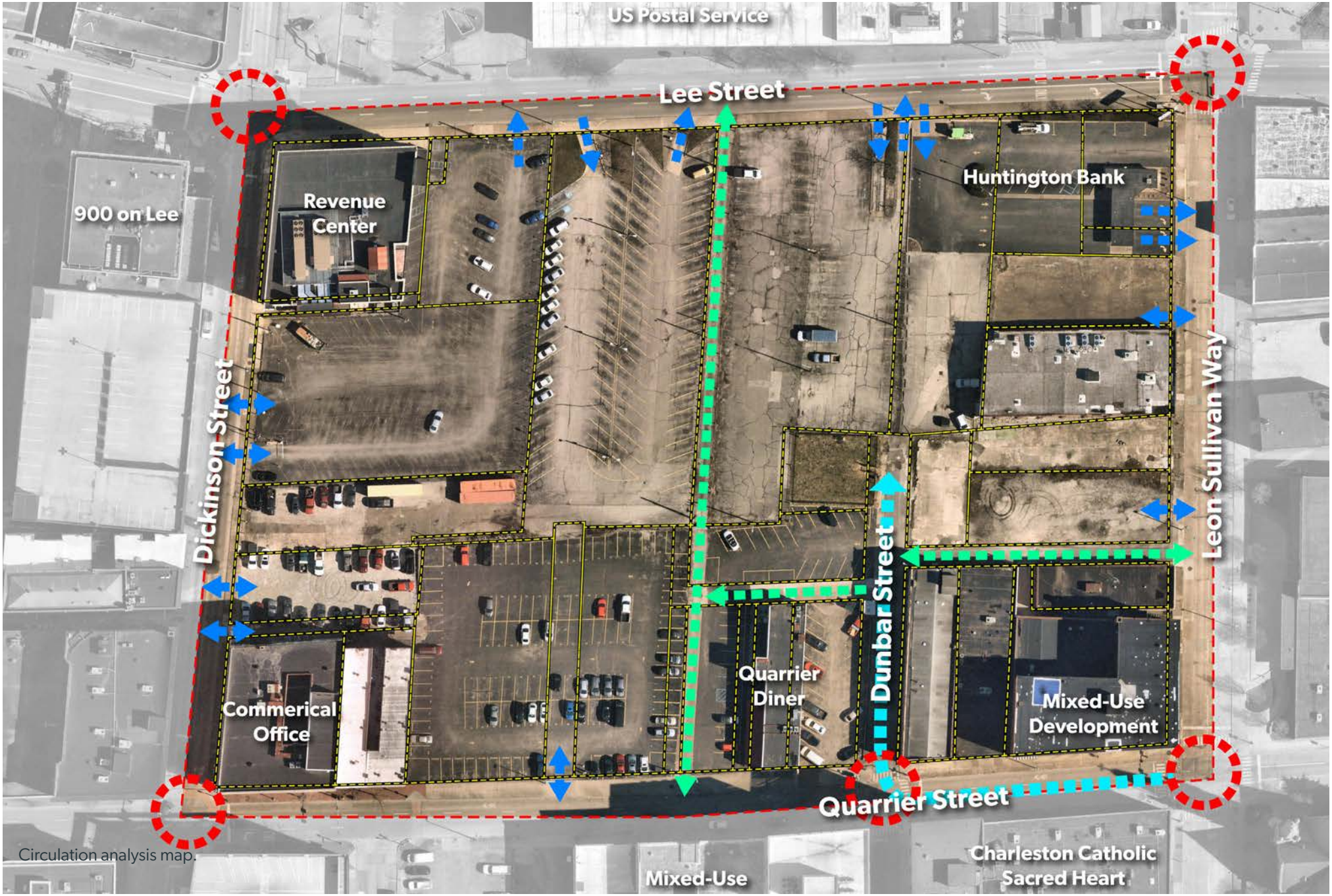
2.4 SURFACE CONDITIONS

The project area is overwhelmingly impervious, with approximately 96% of its surface covered by hard, non-porous materials that prevent water infiltration and significantly reduce natural stormwater absorption. The dominant land use of surface parking consists primarily of asphalt pavement, while the remaining impervious coverage is contributed by rooftops of existing structures.

The only notable green space within the project area is the former Ott Building site, which currently functions as a small dog park serving nearby residents. While this amenity addresses a community need, public engagement sessions revealed concerns about its location and condition. Situated in a low-lying area at the center of the block, the dog park appears to collect substantial stormwater runoff from surrounding parking lots, which may carry contaminants. This may create an unhealthy environment for its intended use and underscores the need for improved stormwater management strategies.

As the City of Charleston is an MS4 community (Municipal Separate Storm Sewer System), any future development within this block must comply with stormwater regulations requiring the capture and treatment of the first inch of runoff before discharge into the city's storm sewer network. While this is considered best practice for sustainable urban development, it can pose challenges in dense urban settings where space for stormwater infrastructure is limited.

Looking ahead, the redevelopment of this super block as an urban park presents a unique opportunity to integrate green infrastructure solutions such as bioswales, rain gardens, and permeable surfaces that not only meet MS4 requirements but also enhance environmental performance, reduce flooding risks, and create a healthier, more resilient public space.



Circulation analysis map.


For Lease
6,000sf
614-571-9000
John's

3

PARKING STUDY

3.1 PARKING INTRODUCTION

As part of the conceptual master planning process, the Regional Intergovernmental Council (RIC) conducted a self-performed parking study within the project area, which encompasses the superblock bounded by Lee Street East, Leon Sullivan Way, Quarrier Street, and Dickinson Street in Downtown Charleston, WV. The primary objective of this study was to evaluate parking demand in order to establish minimum requirements for structured parking that would replace existing surface lots as part of future redevelopment. The following information are the result of RIC's findings.

The study focused on current usage patterns and parking locations, rather than total capacity, as the intent was to maintain adequate supply for existing demand rather than replicate the current surplus. Observations revealed that less than 50% of the total parking capacity was utilized at any given time, indicating significant underuse of the existing surface lots. This finding reinforces the opportunity to consolidate parking into a more efficient structured format, freeing valuable land for public space and mixed-use development while still meeting the needs of surrounding businesses, residents, and visitors.

3.2 LOCATION AND CURRENT DEVELOPMENT

The study block is in downtown Charleston, WV and connects the downtown Village District to the Clay Center of Arts and Sciences, United States Postal Services, CAMC General Hospital, and the greater East End district. Currently, most of the block is covered by disconnected surface parking lots, with some buildings remaining. The WV Tax department is in the Northwest corner of the block and is the largest driver of daytime parking demand. A collection of three buildings that house a mix of office space and apartments are in the Southwest corner . The Quarrier Diner, 1030 lofts, and Sacred Heart/ Catholic Community centers are located int he Southeast corner. The Northeast corner has a Huntington Bank drive-thru and a leased Segra telecom switching location. There is a small dog park in the interior of the block, and the remainder and majority of the block is made up of multiple disconnected surface parking lots of various levels of condition.

3.3 PARKING STUDY

The study included six site visits with 2 each in the morning, afternoon and evening. Parked vehicles were counted at each individual parking lot. The areas were divided into two groups, attempting to assign demand to the North or South portion of the block. Evening parking in the North section was approximately 50% of daytime parking. South section parking was always even. This fits with the primary demand drivers in each section. The North section is primarily made up of non-public dedicated parking for WV Tax Department and USPS employees during the day. As both the Tax Office and USPS are closed in the evening most of the space is unused in the evening. There is some demand at the Tax Office building lot, operated by Spyro's parking, in the evening, that's open for Hale House restaurant customers. On the South side, parking is a mix of public parking and private parking and serves daytime businesses and ~80 apartments at Atlas Lofts and 1030 Lofts. Due to the residential character, even parking remains steady.

	7/21 9PM	7/29 9AM	7/30 9:30AM	7/31 11AM	8/1 8PM	8/6 2PM
CURA - Holley Hotel	34	48	33	42	35	49
1030 Quarrier	21	13	16	13	14	14
Diner	10	13	17	9	16	13
Segra	0	0	2	2	1	1
Quarrier St | On-street	4	7	3	4	5	6
Total	**69**	**81**	**71**	**70**	**71**	**83**
Douglas Parking	7	8	7	7	11	7
Spyro Lot	6	75	73	66	31	72
State of WV	3	49	54	40	3	43
USPS	8	39	33	38	7	34
Huntington Bank	12	4	2	4	13	4
Leon Sullivan Way | On-street	7	2	1	1	11	1
Total	**43**	**177**	**170**	**156**	**76**	**161**
All areas	**112**	**258**	**241**	**226**	**147**	**244**

3.4 OTHER AREA PARKING

In addition to the parking on the Block, several significant parking areas are nearby. On Dickinson St across from the study Block is the 900 On Lee parking garage with several hundred total spaces. This is public parking operated by Douglas Parking and includes residential parking for the 900 On Lee residential tower. Across from Quarrier Street is the City Service Center Garage. This garage has approximately 500 spaces and was counted in most of the survey counts and never exceeded 50% occupancy. This garage is aging and may need replacement soon. The Clay Center has a parking location, co-located with CAMC with several hundred spaces available for evening events along Washington Street E, approximately 750 feet from the Northeastern edge of the study block. There are also several surface lots, some public, some private, some unsigned within each surrounding block as well. Finally, the Charleston Newspaper garage, which is severally underutilized, is private parking located 1 full block South with in entrance on MacFarland Street.

Project study area for parking analysis.

3.5 RECOMMENDATIONS

Based on this parking survey, there is an excessive amount of total parking in the area. The study area has demand that is primarily split between the North and South sections. The Clay Center did not have an evening event to study event parking needs during the study period; however, as demand would likely increase on the northern section of the block in the evening counter to peak daily demand, additional event parking is likely not needed.

Option 1: Two Parking Structures

Northern Section – A structured parking facility along Lee Street between the Tax Building and Huntington Drive-thru that has a stall count between 170-200 stalls would be appropriate. If conditions allow for full market pricing controls of demand, it is likely that the lower end would be sufficient. If free parking is allowed, in part or in full, a 200 stall count would be preferred. Due to desire to reduce space and potential costs, an above ground garage would be recommended.

Southern Section – This section serves residential units and nearby commercial and governmental services. Structured space of 80-100 stalls is likely needed. Several additional locations would be well suited for residential adaptation; therefore, a larger stall count may be recommended. Demand for the southern section may be suitable for a single level underground garage or a smaller floor area above ground garage.

Option 2: One Parking Structures

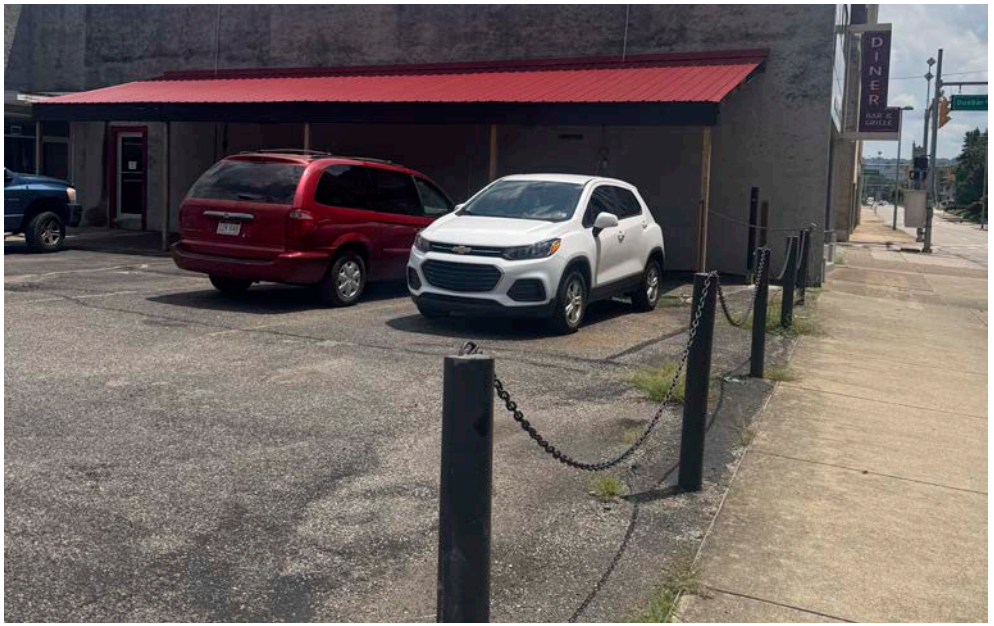
Centralized – This approach proposes a single parking structure along Dickinson Street, designed to align with existing street usage and complement the 900 On Lee facility. While this option would require a taller structure than Option 1, it could provide 300–400 stalls to meet site demands, support adjacent parking needs, and serve as a potential future location for the City of Charleston's City Services Garage replacement. A single structure may also be more cost-effective than two smaller garages and allow for additional park development, enhancing the overall site experience.

Access from Dickinson Street offers a key advantage: direct connectivity from the South Side Bridge and two-way traffic flow, unlike the one-way streets surrounding the site. This improved circulation would simplify access for residents, visitors, and city service vehicles, reduce congestion, and strengthen the link between the site and major transportation routes.

To ensure the final design meets the needs of the site, residents, and the City, a comprehensive parking study should be completed prior to final design to confirm stall counts and validate long-term demand.

Other Considerations

There is an opportunity to open other nearby parking lots to public parking, due to that this study recommends limiting the size of the parking facilities on the Block to their minimal requirements. If the City Service Center garage were required to close, the city would have options to accommodate parkers there in other city garages or seek to have the Newspaper Garage opened to the public. Municipal garages are primarily reserved only; operational changes can significantly increase the utilization of the remaining garages by eliminating or significantly increasing the price of reserved spots and opening most stalls to all parkers with the installation of modern pay for parking meters, or PARCS equipment.



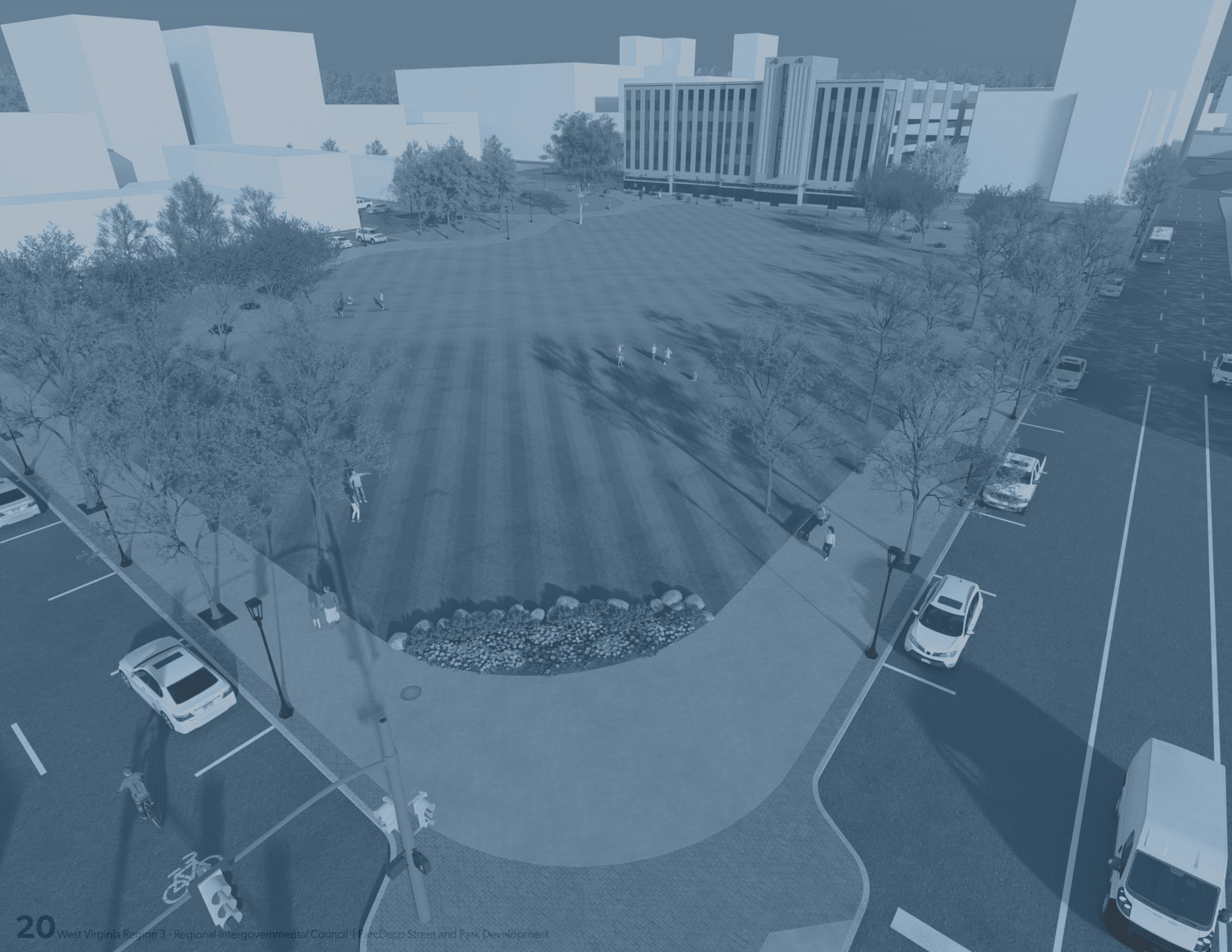
View looking east along Quarrier Street at existing Quarrier Diner, where some surface parking is requested for patrons.

View looking west along Quarrier Street at existing City Services Parking Structure.

View looking east toward Segra.

View looking south toward Segra and inside of Huntington Bank drive through lot.

View looking west from Leon Sullivan Way adjacent to Segra.



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CONCEPTUAL DESIGN

Through guidance from the project steering committee and feedback gathered during public engagement sessions, the conceptual design for the Charleston superblock redevelopment emphasizes flexibility for local residents while creating a destination that attracts visitors from across the city. Unlike centrally located parks such as Brawley Walkway and Slack Plaza, this site is envisioned as a passive park with a consistent local draw rather than heavily programmed event spaces. To achieve this, the design incorporates unique features that elevate the park experience, including a creative play mound structure, rooftop active green spaces, and pickleball courts atop the proposed parking structure. These elements position the park as a distinctive destination while meeting the amenity needs of nearby residents.

Another defining characteristic of the concept is its connection to the surrounding architectural context. Many adjacent buildings converted to residential use exhibit Art Deco styling, inspiring the steering committee and design team to name the park **ParcDeco**, a name that reflects both the emphasis on greenspace and active recreation, as well as the architectural heritage of the area. This branding reinforces the park's identity as a modern yet contextually rooted public space, blending historic character and contemporary design.

4.1 DESIGN GOALS

The conceptual master plan for ParcDeco redevelopment is guided by a series of design goals that aim to transform the site into a vibrant, connected, and sustainable urban destination. These goals reflect community input, stakeholder priorities, and best practices in urban design:

1. Consolidated & Convertible Parking Structure
   - Develop a centralized parking facility to replace existing surface lots, ensuring efficient land use and equal access for residents, businesses, and visitors.
   - Design the structure as a convertible garage, incorporating:
     - Flat floor plates and higher ceiling heights to accommodate future adaptive reuse
     - Structural load capacity and utility infrastructure that supports conversion into office or residential space.
   - This approach ensures long-term flexibility, allowing the building to evolve as parking demand changes and urban development priorities shift.

2. Streetscape Enhancements
   - Align streetscape improvements with the Charleston City Center Business Improvement District design guidelines, emphasizing:
     - High-quality paving materials
     - Street trees and landscaping
     - Pedestrian-scale lighting
     - Street furniture and wayfinding elements

3. Active Recreation Spaces
   - Create dynamic recreational areas, including:
     - Playgrounds for children
     - Active courts for sports and fitness (pickleball, basketball, tennis)
   - Promote year-round activity and community engagement.

4. Parking Structure Roof Activation
   - Utilize the roof of the parking structure for:
     - Activity courts
     - Greenspaces
   - Reduce impervious surface and integrate stormwater management features.

5. Dining and Entertainment Opportunities
   - Expand outdoor dining areas and encourage restaurant growth within the district
   - Promote new culinary destinations to enhance the downtown experience.

6. Dog Park for Local Residents
   - Provide a safe, visible, and accessible dog park to meet the needs of growing residential populations.

7. Bicycle Infrastructure
   - Strengthen multimodal connectivity by adding:
     - Bike lockers
     - Fix-it stations
   - Support Charleston's emerging bike network and encourage sustainable transportation.

8. Passive Recreation and Green Infrastructure
   - Incorporate wide greenspaces for relaxation and community events.
   - Integrate green infrastructure solutions such as bioswales and rain gardens to manage stormwater and improve environmental performance.

4.2 PARK RECOMMENDATIONS

ParcDeco has been envisioned as a phased redevelopment strategy, allowing the site to evolve over time while meeting immediate community needs. The initial phase focuses on converting the existing land into a primarily passive park space, complemented by key destination features that enhance usability and create a sense of place. A central component of this phase is the construction of a new consolidated parking structure along Dickinson Street, designed with its active façade facing inward toward the park. This orientation promotes visibility, safety, and engagement by introducing more "eyes on the park" and activating the space with adjacent uses.

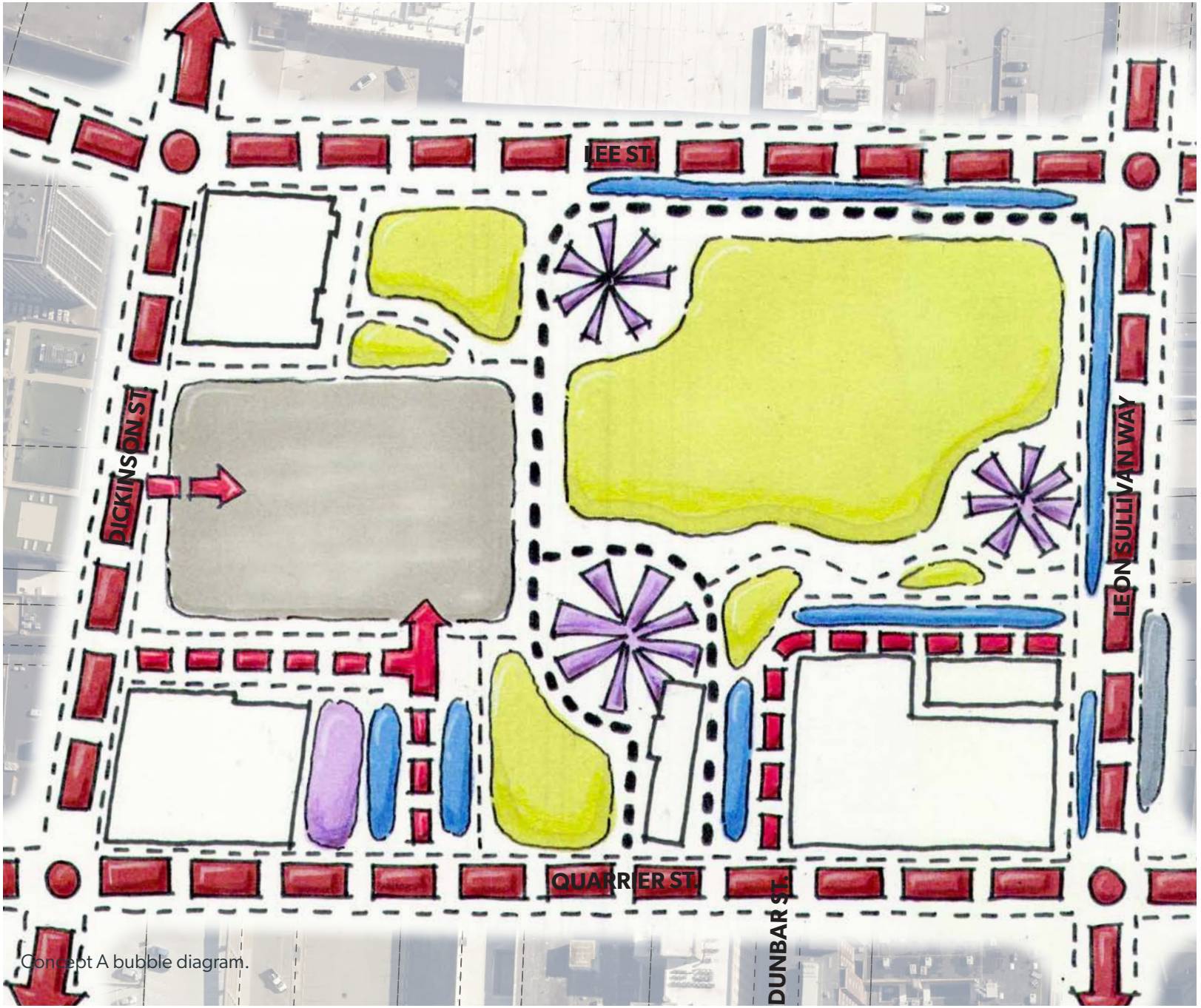
The park will feature multiple passive green spaces to accommodate a variety of community activities, from relaxation and informal gatherings to small-scale events. These spaces will serve as a welcoming gateway to Charleston along Leon Sullivan Way, reinforcing the city's commitment to creating inviting public environments.

Future phases anticipate continued residential growth and allow for mixed-use structures along street frontages, maintaining a strong urban edge while preserving a large central greenspace facing the city's gateway. This flexible approach ensures that ParcDeco remains adaptable to changing development patterns and community needs while retaining its identity as a signature public space.

The following graphic illustrates a bubble diagram of spatial design, which serves as the foundation for the initial phased concept and informs the master plan layout.

Diagrammatic Layout

- Main Roads
- Local Roads
- Main Pedestrian Routes
- Secondary Ped Routes
- Plaza Nodes
- Parking Structure
- Greenspace
- Surface Parking



Concept A bubble diagram.

4.2.1 Pathways and Seating

The pathway system within ParcDeco is designed to establish clear, intuitive circulation that supports both pedestrian and cyclist movement throughout the park and its adjacent mixed-use areas. These pathways will feature wide, sweeping curves to create safe, visible lines of sight, enhancing comfort and security for users at all times of day. This emphasis on visibility and openness is a key element in promoting a sense of safety and accessibility.
All pathways will incorporate ADA-compliant design standards, including:

- Generous widths for easy passing and shared use.
- Frequent seating and rest areas for convenience and inclusivity.
- Direct connections to all park amenities and facilities.

To further enhance the user experience, the pathways will be tree-lined, providing filtered shade and a cooler, more inviting environment during warmer months. This integration of vegetation not only improves comfort but also contributes to the park's aesthetic appeal and ecological value.

ParcDeco perspective rendering at the mid-block of Lee Street. Highlighting streetscape enhancements, street parking, and wide sweeping pathways.

4.2.2 Consolidated Parking Structure

The proposed parking structure will be strategically located along Dickinson Street, leveraging its two-way traffic flow and proximity to the South Side Bridge for convenient regional access. This placement also allows the garage to face an existing parking facility, creating a cohesive parking corridor while minimizing traffic conflicts.

A key design consideration is the incorporation of a convertible garage concept, enabling the structure to serve as a parking facility initially while maintaining the flexibility to transition into office or residential uses in the future. This approach responds to ongoing residential and commercial growth in the area and ensures long-term adaptability. To achieve this, the garage will feature:

- Taller floor heights for future occupancy standards.
- Flat floor plates to accommodate non-parking layouts.
- Integrated utility infrastructure for future conversion.

While this design strategy involves a higher upfront cost of approximately $35,000 per space compared to $20,000 per space for a traditional garage, it significantly extends the structure's lifespan and value.

Architecturally, the garage will present an Art Deco-inspired façade facing the park, reinforcing the district's historic character and activating the park edge. Mixed-use components along the frontage will introduce retail or amenity spaces, creating additional "eyes on the park" and promoting safety and vibrancy.

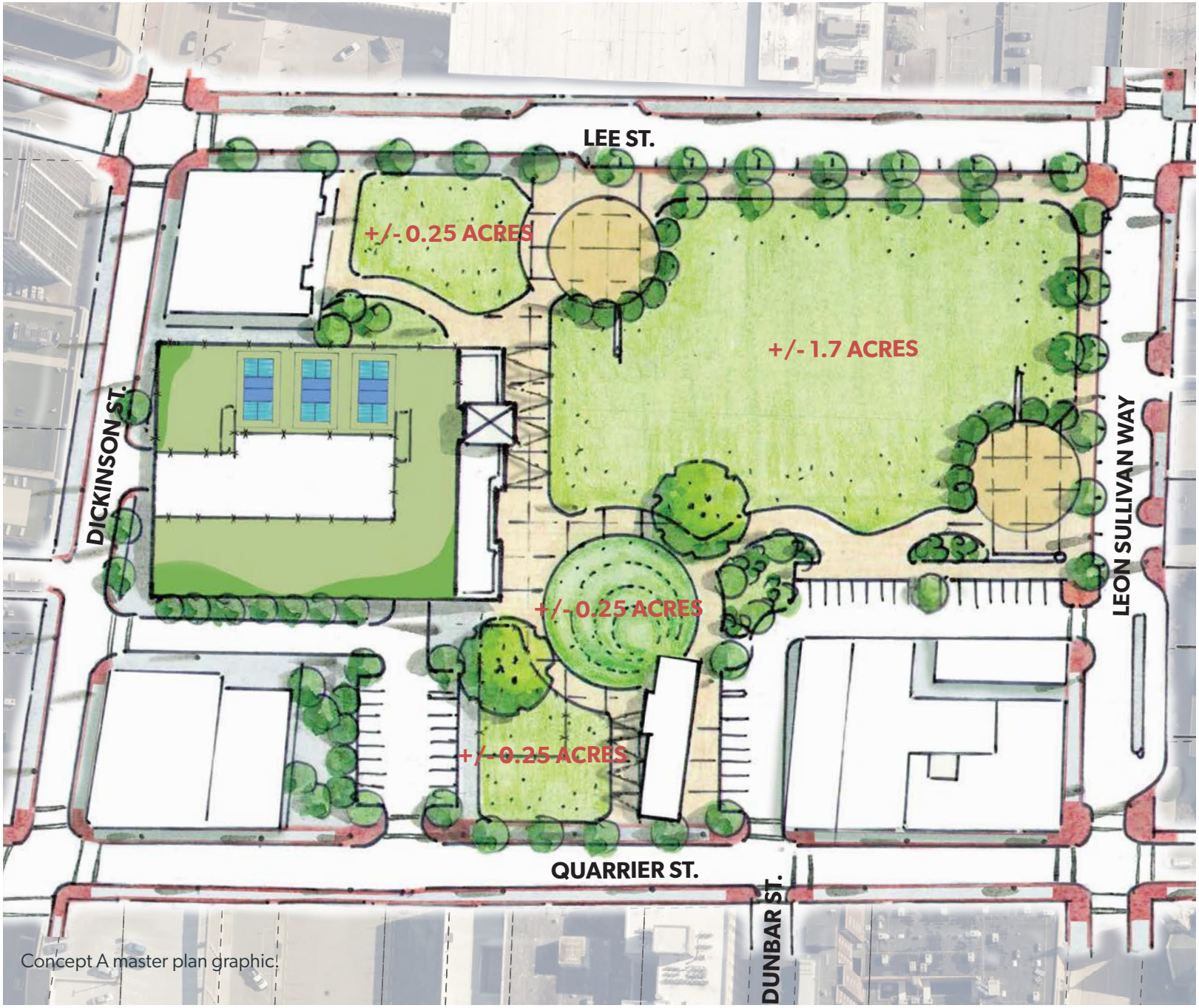
Based on the parking study, the garage should accommodate 300–400 stalls, requiring a structure of approximately 4–5 stories. Additionally, the City of Charleston has indicated that its nearby City Service Center Parking Structure is nearing the end of its lifespan, presenting an opportunity to relocate municipal parking needs to this site. This synergy would further strengthen the feasibility and impact of the proposed park design.

ParcDeco perspective rendering looking south towards the proposed parking structure with a facade facing the park with opportunities for public art.

In response to public engagement feedback, the garage will incorporate rooftop activation as a defining feature. Activities including green spaces for passive recreation and stormwater management, but also sports courts such as pickleball and multi-use play areas to provide active recreation opportunities. These areas are also target for seating and shade structures to create a comfortable, elevated park experience.

This amenity introduces a unique destination element not found elsewhere in Charleston, drawing visitors and residents alike. Additionally, the integration of green infrastructure on the roof reduces impervious surface area and supports stormwater capture, aligning with MS4 compliance and sustainability goals.

Best practice showing rooftop activation



Concept A master plan graphic.

4.2.3 Dog Park

One of the most requested amenities during public engagement was the inclusion of a safe and well-located dog park. Urban living offers many conveniences, such as proximity to shopping, work, and entertainment but access to greenspace for pets remains limited. To address this need, the conceptual design proposes a new dog park situated within the greenspace closest to Quarrier Street, providing easy access for residents of nearby converted residential buildings.

ParcDeco perspective rendering at the proposed dog park nearest Quarrier Street by the Quarrier Diner and active play mound.

The location was carefully selected to balance proximity and safety: close enough to serve the growing residential population while positioned far enough from the roadway to ensure comfort and security for dogs and their owners. The design will incorporate:

- Secure fencing and controlled entry points for safety.
- Shaded seating areas for pet owners.
- Durable, pet-friendly surfaces and water stations.
- Lighting for evening use, promoting accessibility throughout the day.

This amenity not only meets a critical need for residents but also enhances the park's role as a community-oriented space, supporting social interaction and active lifestyles.

4.2.4 Playscapes

To create a space that serves both local residents and regional visitors, ParcDeco introduces a unique play feature centrally located within the park and adjacent to the existing Quarrier Diner. This destination amenity is designed to provide children with an engaging and imaginative experience while activating the park as a family-friendly environment. The centerpiece of this play area will be a grassy mound, appearing as a natural knoll within the park's landscape. Integrated into this feature will be slides and other playground elements, blending play structures seamlessly with the park's green aesthetic. This design approach creates a visually appealing landmark while offering a safe and dynamic play environment.

By positioning the play area near the Clay Center for the Arts and Sciences and the Children's Museum, ParcDeco strengthens its connection to Charleston's cultural and educational destinations. This synergy enhances the park's role as a regional attraction, encouraging families to extend their visits and enjoy multiple experiences within close proximity.

Best practice example of an active play mound for destination play areas.

ParcDeco perspective rendering of the passive greenspace to allow for park users to have flexible recreation opportunities in the park.

Example of an underground stormwater detention vault allowing the greenspaces to be accessible for passive recreation.

4.2.5 Passive Park Greenspaces and Green Infrastructure

ParcDeco is designed to include approximately 2.5 acres of open greenspace, providing visitors with flexible lawns and free-functioning areas that can be used for relaxation, informal recreation, and community gatherings. These greenspaces are distributed throughout the superblock, with the largest lawn at approximately 1.7 acres near the intersection of Lee Street and Leon Sullivan Way. This prominent location serves as the gateway into Charleston and offers high visibility from the Clay Center for the Arts and Sciences, reinforcing the park's role as a welcoming landmark.

While greenspaces are essential for creating a vibrant and adaptable park environment, they also present an opportunity to integrate stormwater management solutions. Beneath the primary lawn, the concept proposes an underground stormwater detention vault, a best management practice commonly used in urban settings where space constraints limit surface facilities like detention or retention basins. This vault would capture and temporarily store excess runoff, mitigating flooding risks and supporting compliance with Municipal Separate Storm Sewer System (MS4) requirements.

Importantly, this approach allows the greenspace to remain fully usable for park visitors while performing a critical environmental function. By positioning ParcDeco as a stormwater park, the design introduces an innovative strategy for urban development in Charleston. In the future, this system could provide stormwater credits to nearby developers, offsetting infrastructure costs and incentivizing reinvestment in the urban core. This dual-purpose design not only enhances sustainability but also strengthens the economic feasibility of redevelopment projects in proximity to the park.

Beyond flooding concerns, unmanaged runoff often carries pollutants such as oils, heavy metals, and debris from streets and parking lots into waterways, degrading water quality and harming aquatic ecosystems. These issues are compounded by climate variability, which brings more frequent and intense rainfall events, making resilient stormwater systems essential for protecting infrastructure and public health.

In urban settings where space is limited, traditional surface detention basins are often impractical. This constraint creates an opportunity for innovative solutions that integrate stormwater management into the design of public spaces. Concepts like underground detention vaults, as proposed for ParcDeco, allow stormwater to be captured and stored without sacrificing usable park space. By combining green infrastructure with functional recreation areas, these strategies not only meet regulatory requirements but also enhance sustainability and create attractive amenities for the community.

Looking ahead, stormwater management can become a tool for economic development. Parks designed with integrated stormwater systems could offer credits to nearby developers, reducing infrastructure costs and encouraging reinvestment in the urban core. This approach positions stormwater management as more than a compliance measure becoming a catalyst for smarter, greener growth.

The overall concept for ParcDeco has been intentionally designed to accommodate a phased implementation strategy, ensuring flexibility as Charleston's residential and commercial office needs evolve. The initial phase focuses on establishing the park's core identity—creating expansive passive greenspaces, destination amenities such as the play mound and dog park, and constructing the consolidated parking structure along Dickinson Street. This foundation provides immediate community benefits while setting the stage for future growth.

The second phase demonstrates how incremental changes can introduce infill development along street frontages without compromising the park's primary features. Mixed-use structures could be integrated into the perimeter, activating the edges with retail, dining, and residential opportunities while maintaining the central greenspace and the parking structure as key anchors. This approach ensures that ParcDeco remains a vibrant public space while adapting to market demands and supporting long-term urban reinvestment.

4.2.6 Mixed- Use Residential

As the area continues to transition into a housing-focused district, additional mixed-use residential infill opportunities have been incorporated into the ParcDeco concept. These opportunities are strategically positioned to strengthen the urban fabric and complete the street frontage while maintaining the park's identity as a central greenspace.

Two smaller greenspaces along Lee Street and Quarrier Street are identified for potential redevelopment into infill parcels, creating supporting structures that activate the edges of the park and provide ground-floor retail or dining options with residential units above. These additions enhance walkability and complement the growing residential demand in the surrounding area.

A third and more significant opportunity is proposed at the southern edge of the primary greenspace, set back from Lee Street but offering additional frontage along Leon Sullivan Way. This location allows for a large mixed-use structure that integrates seamlessly with the park while preserving the green gateway into Charleston. Importantly, the design accommodates the continued use of the underground stormwater detention system, ensuring compliance with MS4 requirements and supporting sustainable development.

Together, these three infill sites provide flexibility for future growth while maintaining the park's core function as a destination greenspace. This phased approach ensures that ParcDeco evolves alongside Charleston's housing and commercial needs without sacrificing its role as a signature public space.

Best practice example of mixed use housing and an active greenspace to accommodate residents.

4.2.7 Lighting

Lighting plays a critical role in the success and safety of ParcDeco. Existing conditions within the project area rely primarily on vehicular-focused street lighting and minimal floodlighting in surface parking lots, creating an environment that feels unsafe and uninviting for pedestrians. As the site transitions into a vibrant park and mixed-use destination, a comprehensive lighting strategy becomes essential for activation, comfort, and security.

The proposed lighting plan will align with the City Center Business Improvement District (BID) design guidelines, ensuring consistency with downtown Charleston's streetscape standards while introducing a transitional aesthetic that bridges the historic core and modern design elements. Fixtures will reflect the Art Deco character of the surrounding architecture while incorporating dark-sky compliant technology to minimize light pollution. All lighting will utilize LED systems in accordance with the city's sustainability initiative, with color temperatures in the 3000–3500K range to provide warm, inviting illumination.

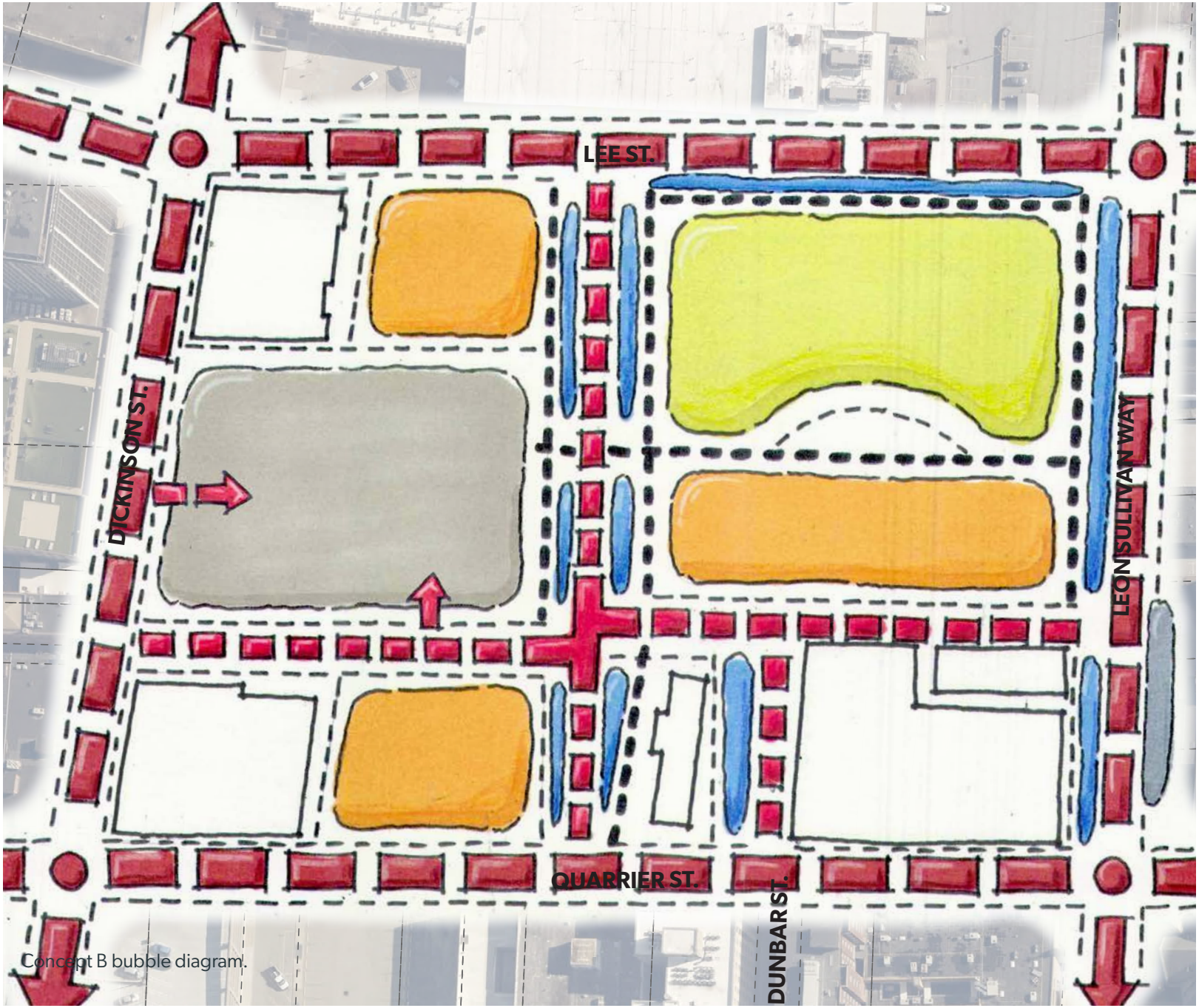
To protect residential quality of life, fixtures will be designed to direct light downward, avoiding glare into upper-floor windows. Within the park, lighting will emphasize pedestrian pathways, gathering spaces, and key amenities, creating a safe and welcoming environment. Special attention will be given to public dining areas and event spaces, where catenary or string lights will be used to establish a pedestrian ceiling, enhancing ambiance and reinforcing the park's identity as a social hub.

This layered approach to lighting not only improves safety but also contributes to the overall character and experience of ParcDeco, ensuring the park remains active and inviting throughout the day and evening.

City Center BID Lighting Recommendation | Ashbery by Landscape Forms

Diagrammatic Layout

- Main Roads
- Local Roads
- Main Pedestrian Routes
- Secondary Ped Routes
- Parking Garage
- Greenspace
- Mixed Use
- Surface Parking



Concept B bubble diagram.

4.2.8 Complete Streets

The streets surrounding ParcDeco, Lee Street, Leon Sullivan Way, and Quarrier Street (all one-way), along with Dickinson Street (two-way) are recommended for significant streetscape enhancements to align with Charleston's downtown design character and improve pedestrian comfort and accessibility that follow complete street utilization. Currently, sidewalks within the project area are aged, narrow, and lack adequate ADA accommodations, creating a fragmented and unsafe pedestrian experience. In contrast, areas closer to the historic core, such as Capitol Street, feature full brick sidewalks, historic-style street lamps, and coordinated site furnishings. Transitional zones beyond the core incorporate brushed concrete sidewalks with brick inlays at curb edges and intersections, providing continuity while signaling a shift in character.

For ParcDeco, the recommended approach is to adopt this transitional design aesthetic, featuring brushed concrete sidewalks with a one-foot brick edge inlay behind the curb line. This treatment will unify the streetscape with adjacent areas while introducing modern amenities. New pedestrian-scale lighting, as outlined in the lighting strategy, will complement the streetscape improvements, and street trees will be incorporated where space allows. However, due to the narrow existing rights-of-way, street vegetation may be limited along certain corridors.

ParcDeco perspective rendering at the intersection of Lee Street and Leon Sullivan Way. Brick accents and bump-outs for better street parking are proposed.

To improve functionality, parallel parking is proposed along Lee Street and Leon Sullivan Way by widening sidewalks inward toward the park where existing structures do not constrain the alignment. This adjustment enhances pedestrian space while maintaining vehicular access. In Phase Two, an internal vehicular circulation network could be introduced to provide midblock access and support mixed-use development. Streetscapes in these internal corridors will feature wide sidewalks, decorative lighting, street trees, and full ADA compliance, creating a cohesive and inviting environment that prioritizes walkability and connectivity.

4.2.9 Transit and Bicycle Infrastructure

ParcDeco is positioned to leverage strong multimodal connectivity, supporting both current transportation options and future transit-oriented development opportunities. Located near Charleston's urban core, the site is served by six Kanawha Valley Regional Transit (KRT) bus lines, providing reliable access to downtown destinations, employment centers, and regional connections. This level of service makes the area ideal for Transit-Oriented Development (TOD), encouraging mixed-use, pedestrian-friendly environments that reduce reliance on personal vehicles while supporting residential growth.

Looking ahead, there is potential for a Bus Rapid Transit (BRT) system as part of a future mobility study. If a BRT system is reviewed it could introduce high-frequency, dedicated-lane service connecting key corridors throughout Charleston. ParcDeco's location near major gateways and cultural destinations positions it as a potential BRT stop or hub, further enhancing accessibility and reinforcing its role as a regional destination. Incorporating BRT-ready design elements, such as space for dedicated lanes, enhanced shelters, and real-time information systems into the master plan ensures long-term adaptability and maximizes investment in transit infrastructure.

In addition to transit, ParcDeco integrates with Charleston's active transportation network. A sharrow along Quarrier Street provides on-street cycling connections, while proximity to the Capital Connector, a new waterfront pedestrian and cycle track, links multiple neighborhoods and cultural destinations. To strengthen these connections, the plan recommends:

- Secure bike lockers and fix-it stations at park gateways and near the parking structure.
- Ample bike racks adjacent to dining areas and recreational amenities.
- Clear ADA-compliant pathways connecting transit stops, bike routes, and park features.
- Wayfinding signage and real-time transit information displays to improve user experience.

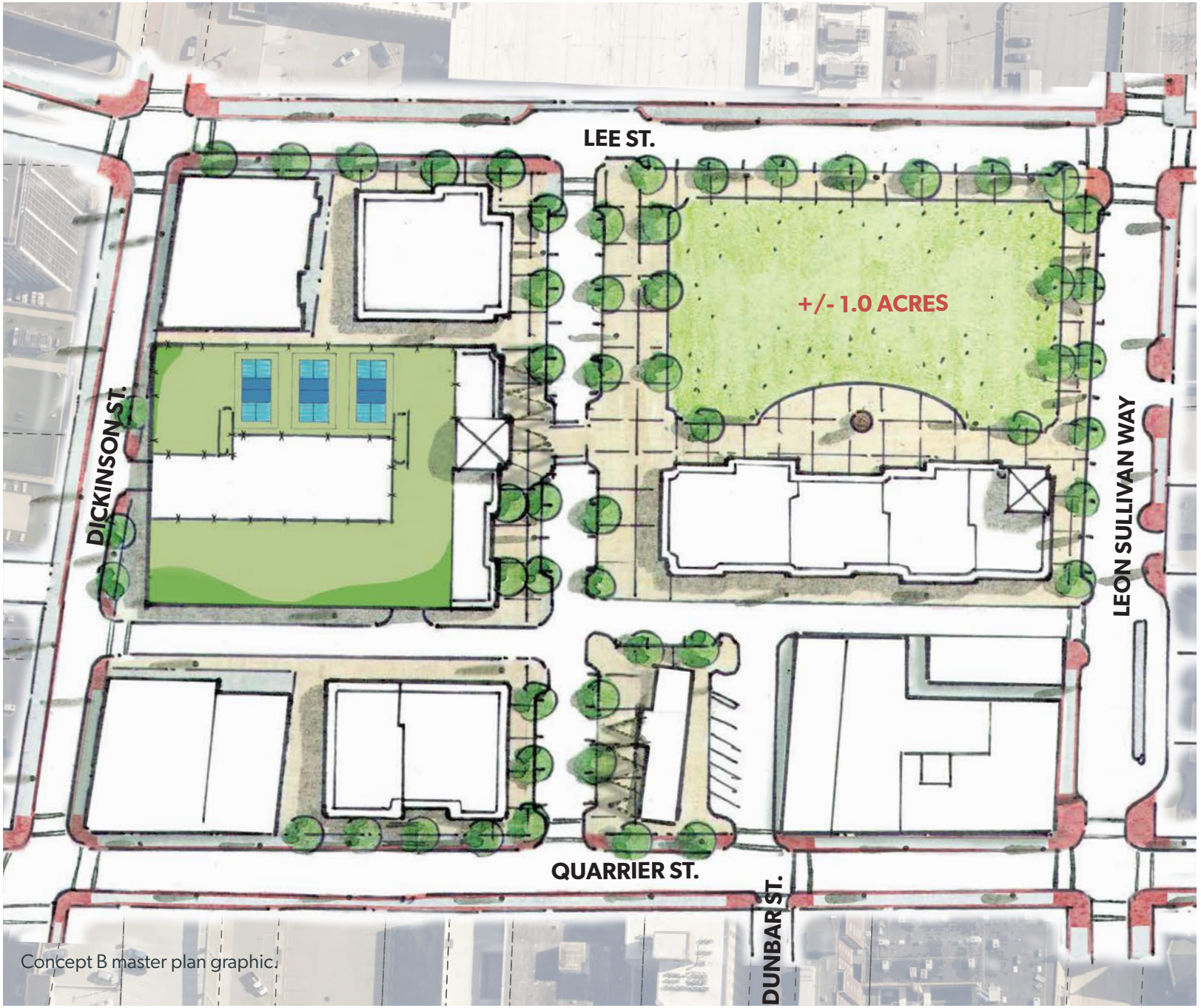
By combining current transit access, future BRT readiness, and robust bike infrastructure, ParcDeco establishes itself as a connected, sustainable urban destination that supports everyday mobility and encourages reinvestment in Charleston's core.

4.2.10 CPTED (Crime Prevention Through Environmental Design

The design of ParcDeco prioritizes safety and security through the principles of Crime Prevention Through Environmental Design (CPTED). CPTED is based on the concept that the proper design and effective use of the built environment can reduce both the fear and incidence of crime, ultimately improving quality of life for residents and visitors. A safer environment encourages greater park patronage, enhances community satisfaction, and reduces maintenance costs associated with vandalism and neglect.

ParcDeco incorporates CPTED strategies throughout its design, including:

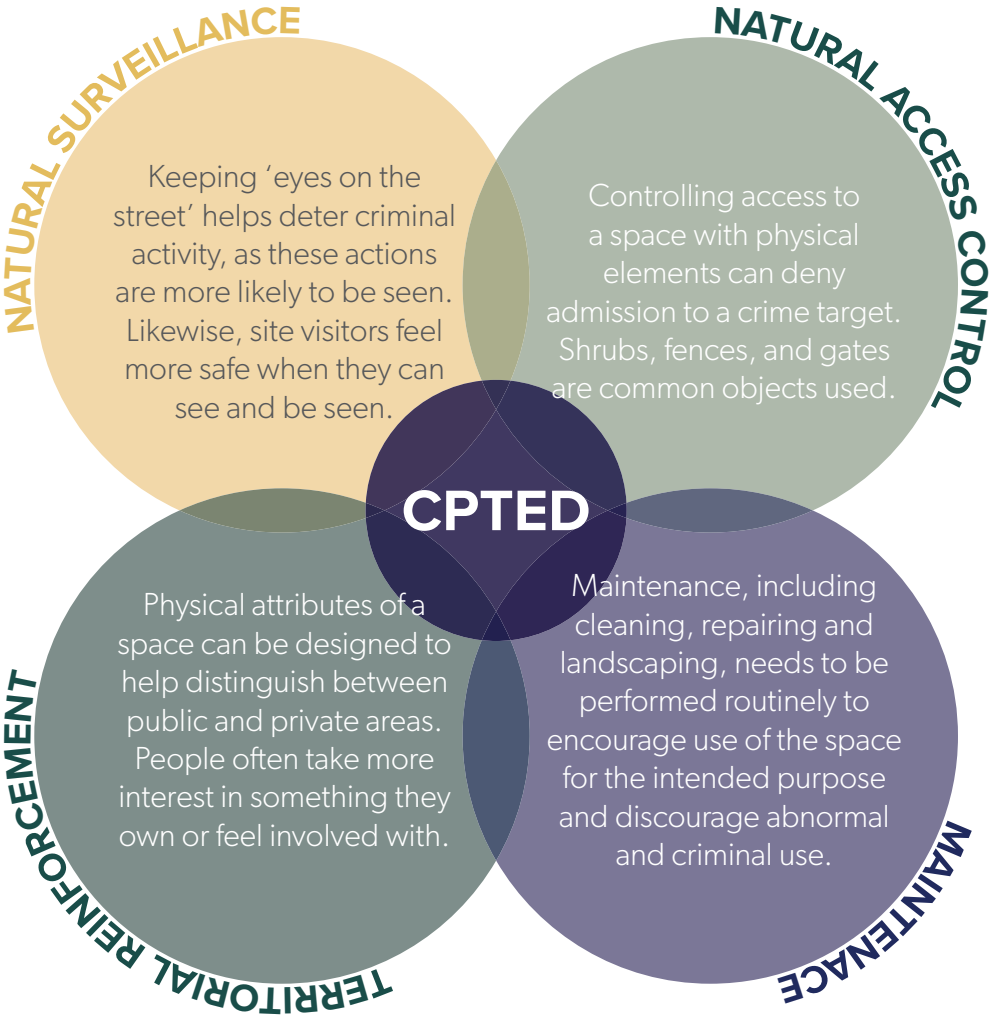
- Natural Surveillance: Clear sightlines across pathways and open spaces, strategic placement of lighting, and active edges such as mixed-use buildings and rooftop amenities ensure that public areas are visible and monitored.
- Natural Access Control: Defined entrances, pathways, and circulation routes guide movement through the park, reducing opportunities for concealment and unauthorized access.



Concept B master plan graphic

- Territorial Reinforcement: Strong design cues such as consistent paving, signage, and landscaping create a sense of ownership and pride, signaling that the space is cared for and monitored.
- Maintenance: Durable materials, integrated lighting, and sustainable landscaping reduce deterioration and discourage vandalism, reinforcing the perception of safety.

These principles are embedded in every aspect of ParcDeco's design, from lighting and streetscapes to pathway alignment and building orientation, ensuring the park remains a welcoming and secure destination for all users.



4.3 CONCLUSION AND IMPLEMENTATION

The ParcDeco conceptual master plan represents a forward-thinking approach to urban redevelopment, balancing the immediate needs of Charleston residents with a vision for long-term adaptability and growth. By prioritizing passive recreation, integrated green infrastructure, and flexible design strategies, the plan creates a welcoming public space that strengthens community connections while honoring the architectural heritage of its surroundings. Through features such as rooftop active areas, creative play spaces, and a convertible parking structure, ParcDeco establishes itself as a distinctive destination that enhances livability and supports sustainable urban development. As phased implementation unfolds, this project will serve as a catalyst for continued revitalization, reinforcing Charleston's identity as a vibrant, inclusive, and resilient city.

1. Phased Development Strategy
   The ParcDeco redevelopment should proceed in clearly defined phases to ensure financial feasibility and minimize disruption. Initial efforts should prioritize creating passive green spaces and constructing the consolidated parking structure, establishing the foundation for future enhancements.
2. Convertible Parking Structure as a Long-Term Asset
   Investing in a convertible garage design, despite higher upfront costs, is critical for long-term adaptability. This approach positions the structure to evolve into office or residential use as parking demand decreases, aligning with Charleston's growth trajectory.
3. Community Engagement Continuity
   Ongoing public input will be essential during implementation to maintain alignment with resident needs and expectations. Regular feedback loops should be integrated into each phase to refine design details and programming.
4. Integration of Green Infrastructure
   Early incorporation of underground stormwater retention and rooftop greenspaces will not only enhance environmental performance but also reduce future retrofitting costs. These features should be prioritized in initial construction phases.
5. Activation of Edges and Connectivity
   Streetscape improvements and pathway networks must be implemented concurrently with park development to ensure seamless connectivity between ParcDeco, adjacent mixed-use areas, and Charleston's emerging bike network.
6. Funding and Partnerships
   Successful implementation will require a mix of public and private investment. Exploring partnerships with local businesses, developers, and grant programs can accelerate timelines and expand amenities such as dining and entertainment options.
7. Flexibility for Future Growth
   All design and construction decisions should maintain adaptability for future phases, including potential mixed-use development along street frontages. This ensures ParcDeco remains responsive to evolving urban patterns and demographic shifts.

ParcDeco perspective rendering internal to the main lawn with the proposed art deco inspired parking structure facade providing park activation.

PARCDECO

STREET AND PARK DEVELOPMENT

2025