



PARCDECO

STREET AND PARK DEVELOPMENT



2025

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WHAT IS PARCDECO?

An underutilized urban block east of downtown Charleston, largely occupied by surface parking lots. Once home to the historic Holley Hotel along Quarrier Street, the site now represents a significant opportunity for adaptive redevelopment and renewed urban activation.



PARCDECO: EXISTING CONDITIONS



- 7.25-acre superblock dominated by surface parking
- ~500 spaces, fragmented ownership
- Limited pedestrian comfort and ADA access
- 96% impervious surface

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PARCDECO: PARKING STUDY AND STRATEGY



- Less than 50% parking utilization
- Daytime north / residential south demand
- Opportunity to consolidate parking
- Supports park-first redevelopment

	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

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WHAT CAN IT BE?

With nearly 100% of the block being impervious surface, RIC and the design team reviewed how we could better manage the parking need while add passive greenspace into downtown Charleston to accommodate the influx of new residential development in adjacent buildings.



CONCEPT - PLAN A

- PATHWAYS AND SEATING
- STORMWATER FACILITIES
- MIXED-USE PARKING GARAGE
- PARKING
- ROOFTOP AMENITIES
- DOG PARK
- MOUND PLAYScape
- PLAZA



CONCEPT - PLAN A

PATHWAYS

- ACCESSIBILITY
- PLANTING / SHADE
- SOCIAL NODES
- GATHERING SPACES
- SEATING



CONCEPT - PLAN A

STORMWATER FACILITIES

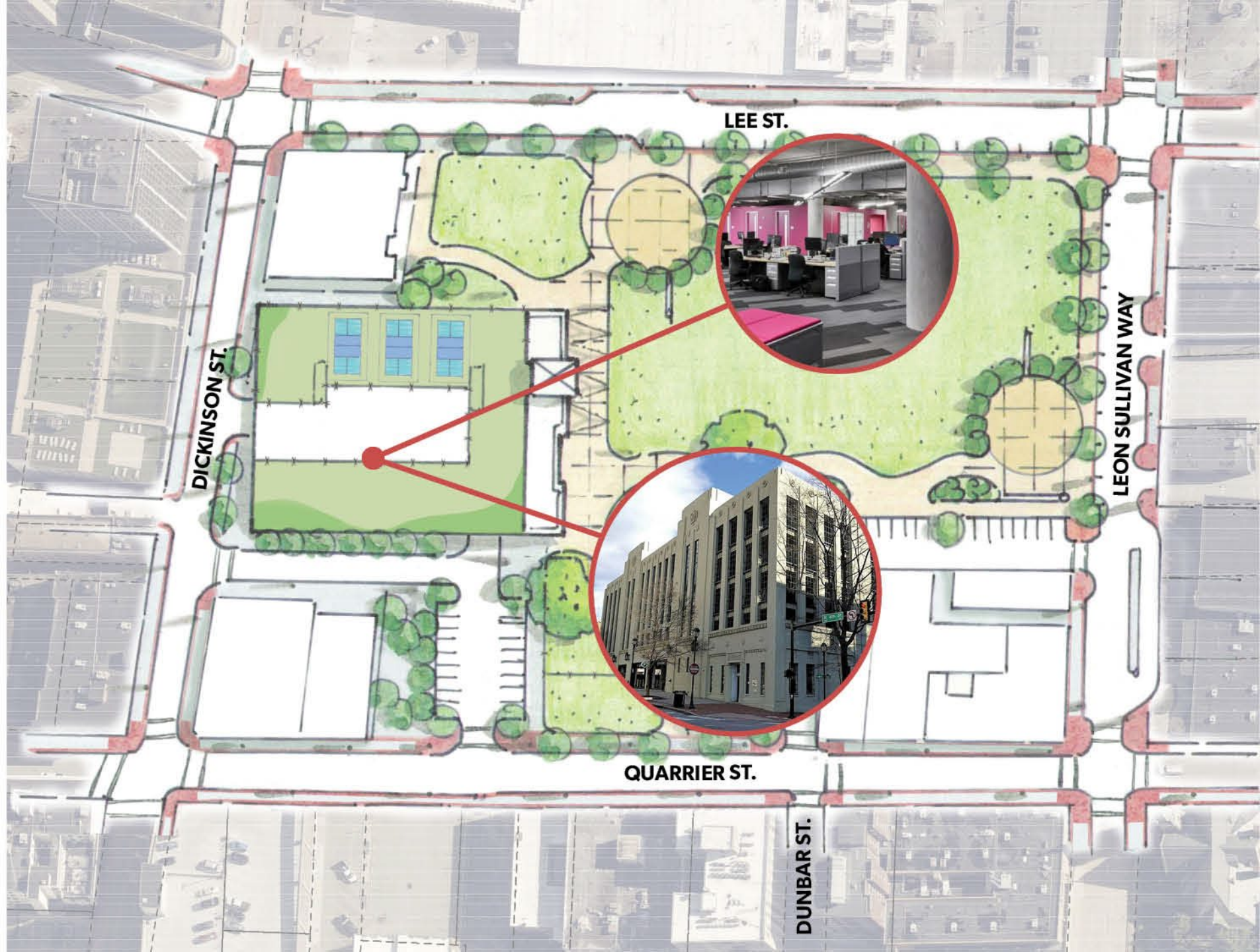
- UNDERGROUND DETENTION SYSTEMS
- ALLOW GREEN SPACE TO BE UTILIZED AS STORM WATER PARK
- OFFSET DEVELOPMENT RESTRICTIONS TO OTHER ADJACENT PROPERTIES BY CAPTURING THE MS4 STORMWATER REQUIREMENTS WITHIN THE PARK INSTEAD OF ON-PROPERTY



CONCEPT - PLAN A

MIXED-USE GARAGE

- ART DECO FACADE
- OFFICES AND COMMERCIAL SPACES ON BOTTOM FLOOR
- GARAGE FACADE TO ADDRESS PARK FOR SITE ACTIVATION
- CONSIDERATIONS FOR CONVERTIBLE GARAGE DESIGN, ALLOWING FOR GARAGE TO BE CONVERTED TO OFFICE OR RESIDENTIAL.
- TYPICAL GARAGE COST: \$20-\$30K PER SPACE
- CONVERTIBLE GARAGE COST: \$28-\$35K PER SPACE



CONCEPT - PLAN A

PARKING

EXISTING

- PARKING COUNT:
APPROXIMATELY 500 SPACES

PARKING NEEDS:

- NORTH ZONE - 170-200 STALL TO ACCOMMODATE THE TAX BUILDING, HUNTINGTON BANK SURFACE LOT, AND USPS.
- SOUTH ZONE - 80-100 STALLS TO ACCOMMODATE RESIDENTIAL DEVELOPMENT AND COMMERCIAL BUSINESSES.

PROPOSED

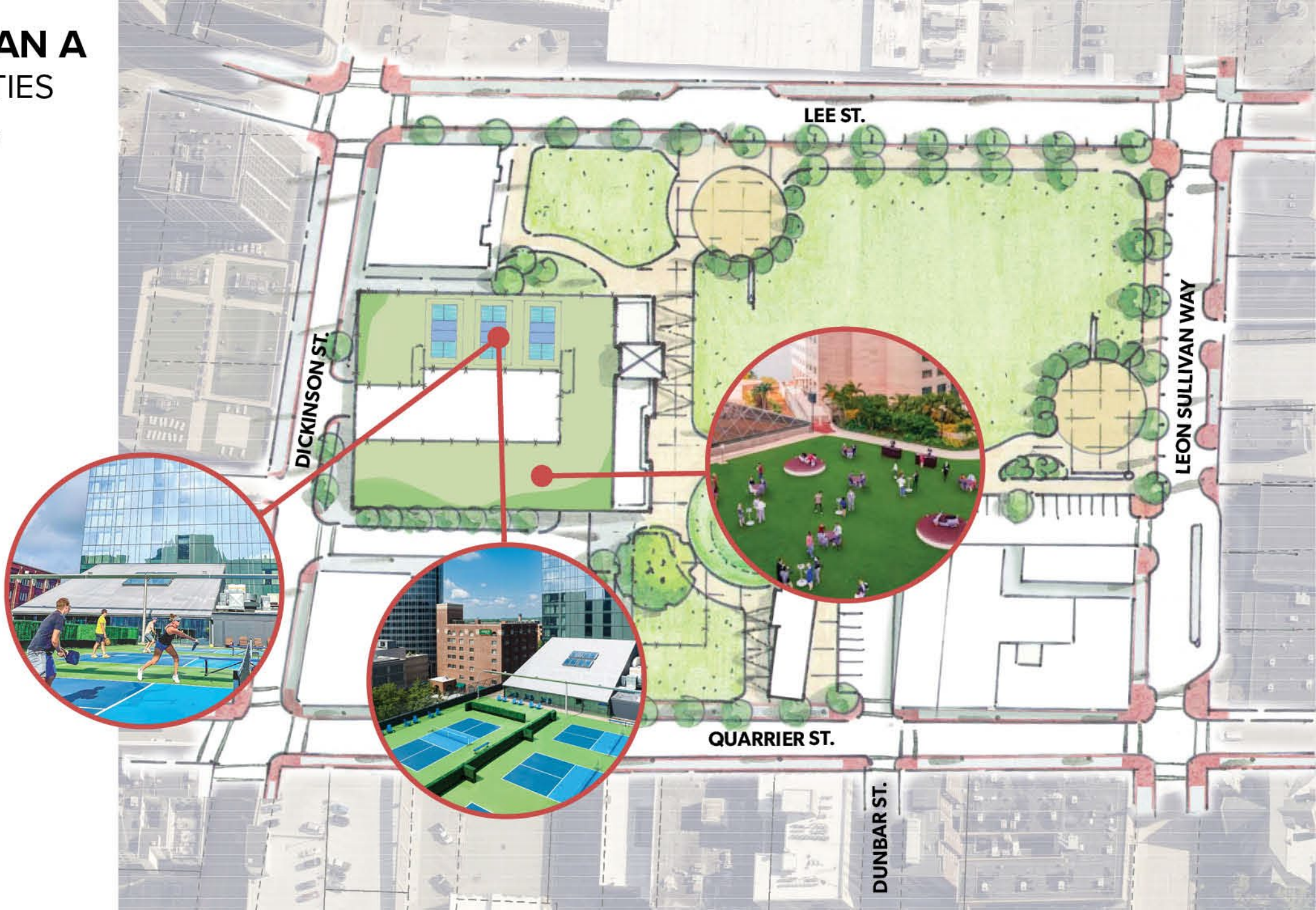
- TOTAL SURFACE PARKING:
66 SPACES
- A CENTRAL PARKING STRUCTURE OF APPROXIMATELY 300-400 STALLS TO ACCOMMODATE ADJACENT USES AND FUTURE GROWTH.



CONCEPT - PLAN A

ROOFTOP AMENITIES

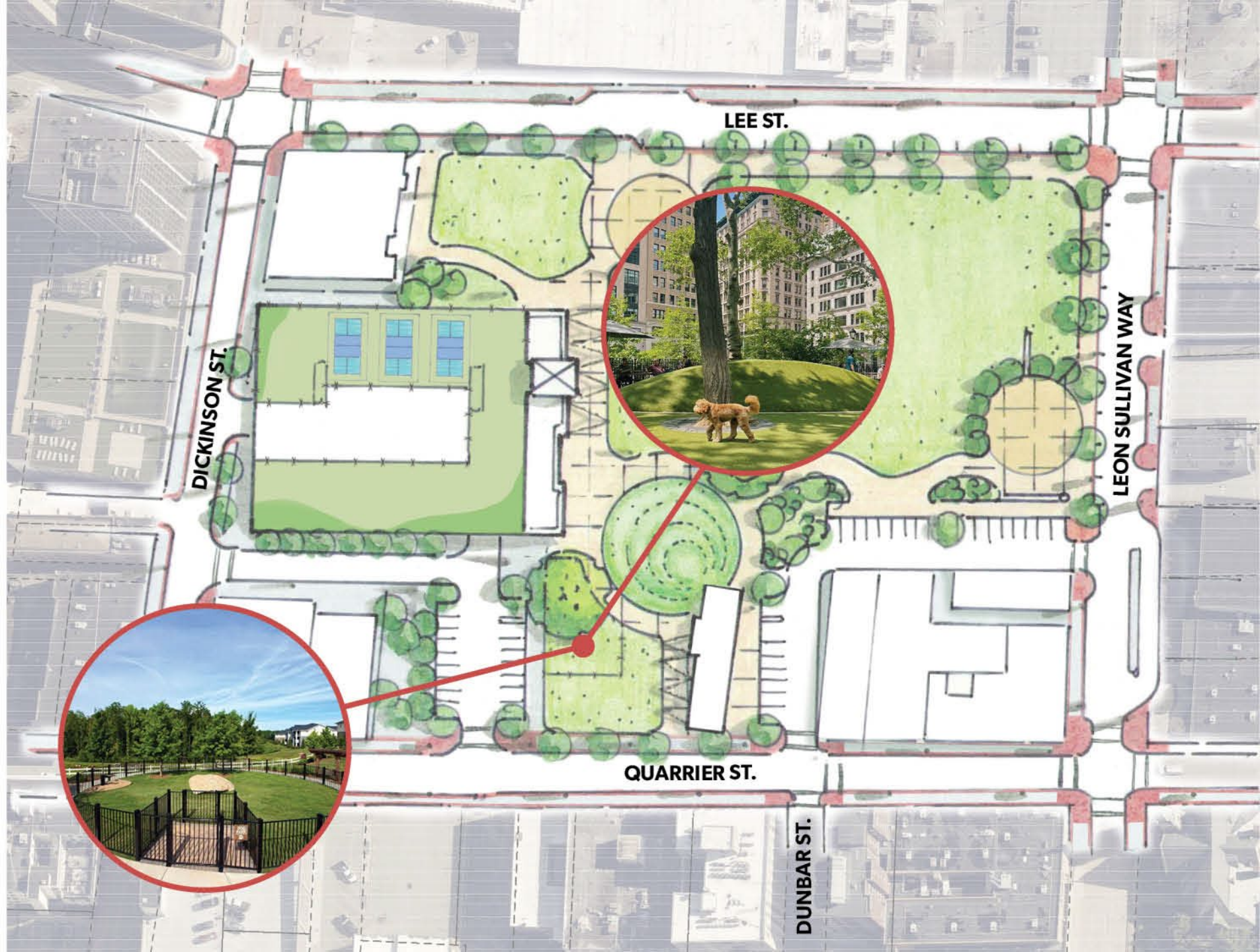
- PICKLEBALL COURTS
- FENCING BARRIERS
- SCENIC OVERLOOKS
- LOUNGE AREAS
- GREENSPACE



CONCEPT - PLAN A

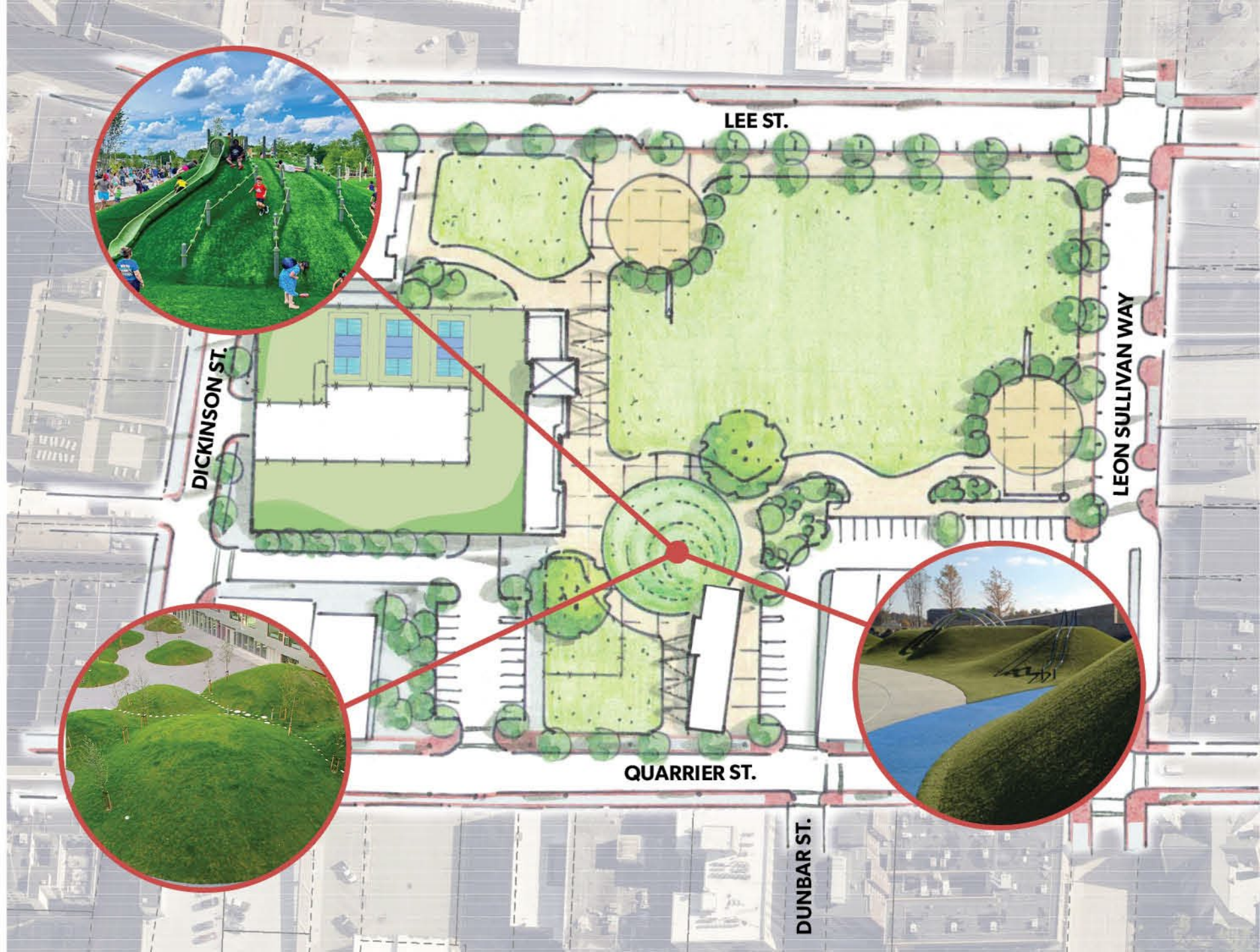
DOG PARK

- COMMUNITY REQUESTED
- PLAY ZONES
- TRAINING AREAS
- BENCHED SEATING
- SHADE STRUCTURES



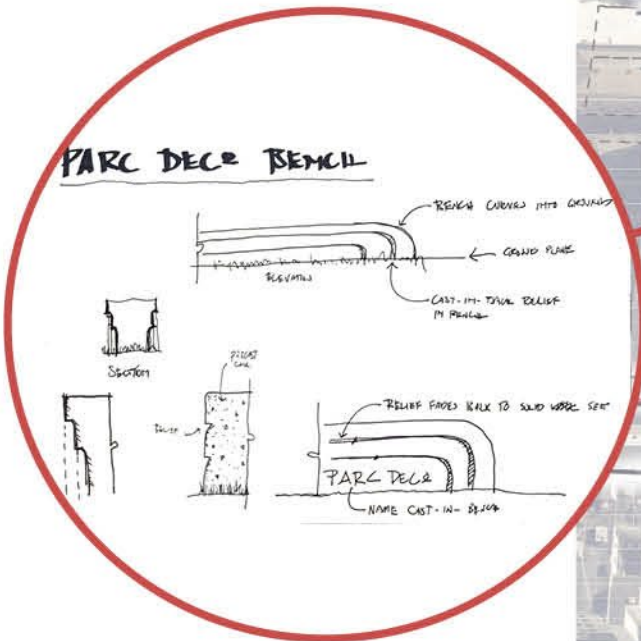
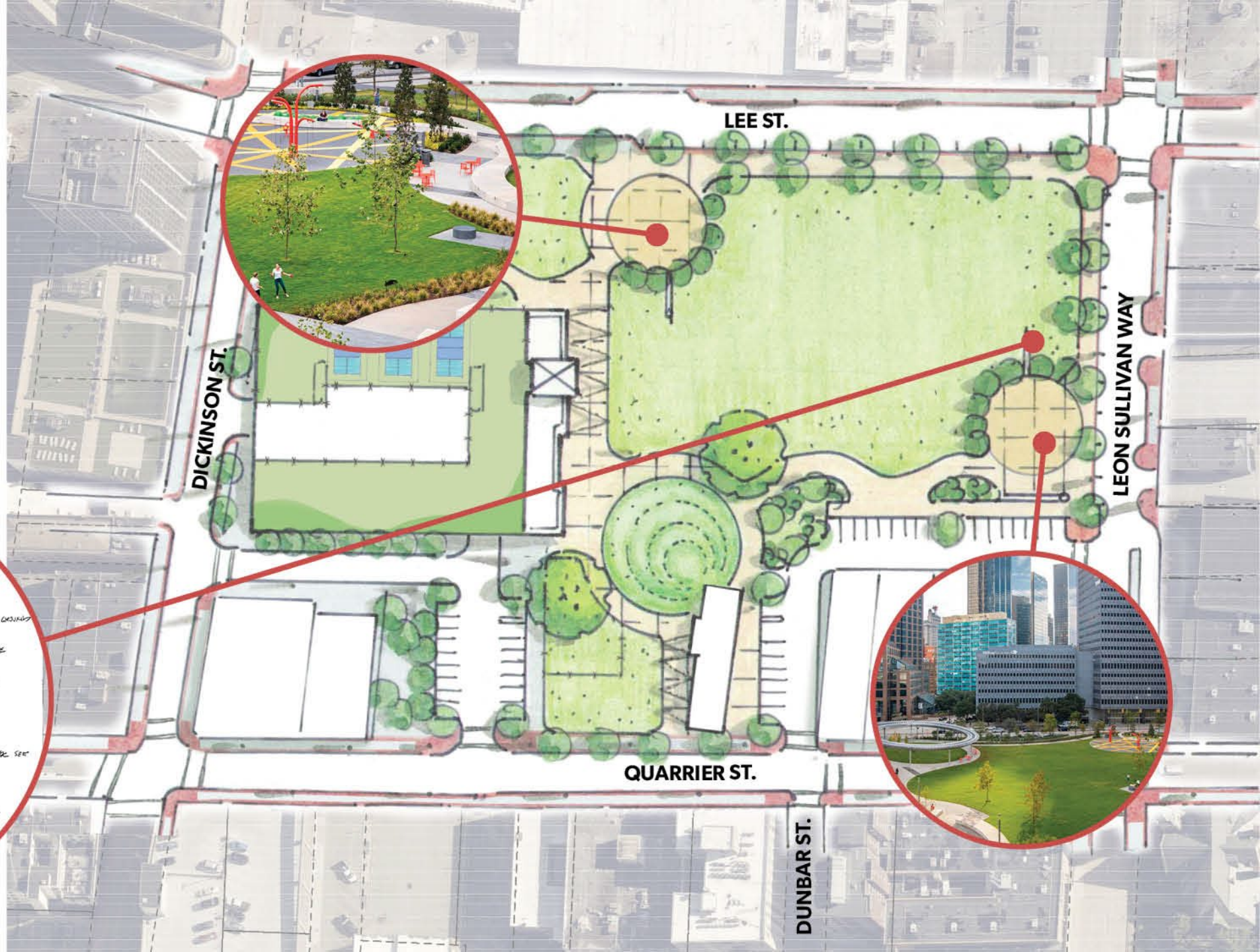
CONCEPT - PLAN A MOUND

- GRASS AREA
- VARIED TOPOGRAPHY
- CLIMBING FEATURES
- INTERACTIVE ELEMENTS
- VISUAL INTEREST



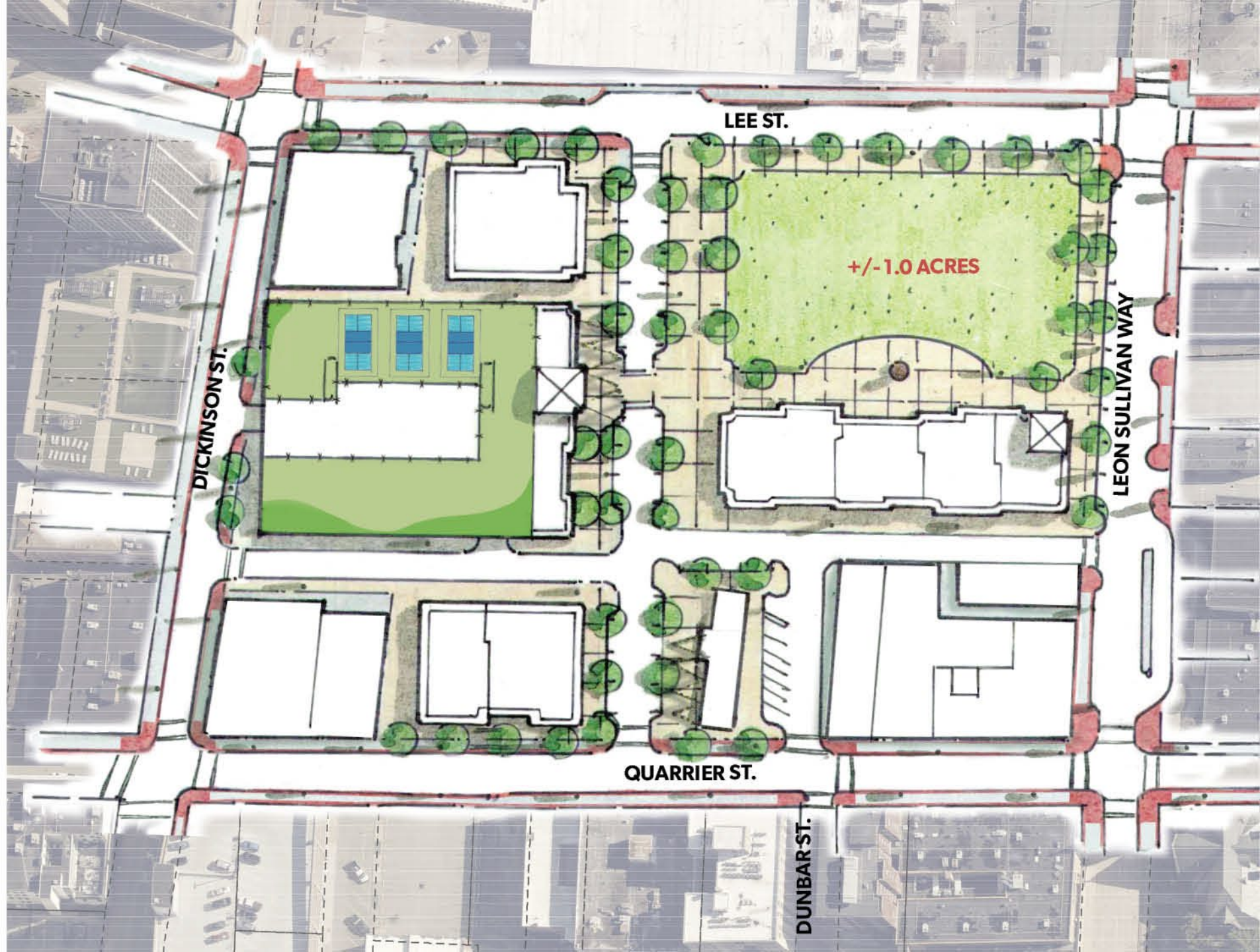
CONCEPT - PLAN A PLAZA

- GATHERING NODES
- REST AREAS
- SOCIAL INTERACTION
- ACCESS



CONCEPT - PLAN B

- PARKING
- MIXED-USE RESIDENTIAL
- LIGHTING
- STREETScape
- GREENSPACE



CONCEPT - PLAN A

PARKING

EXISTING

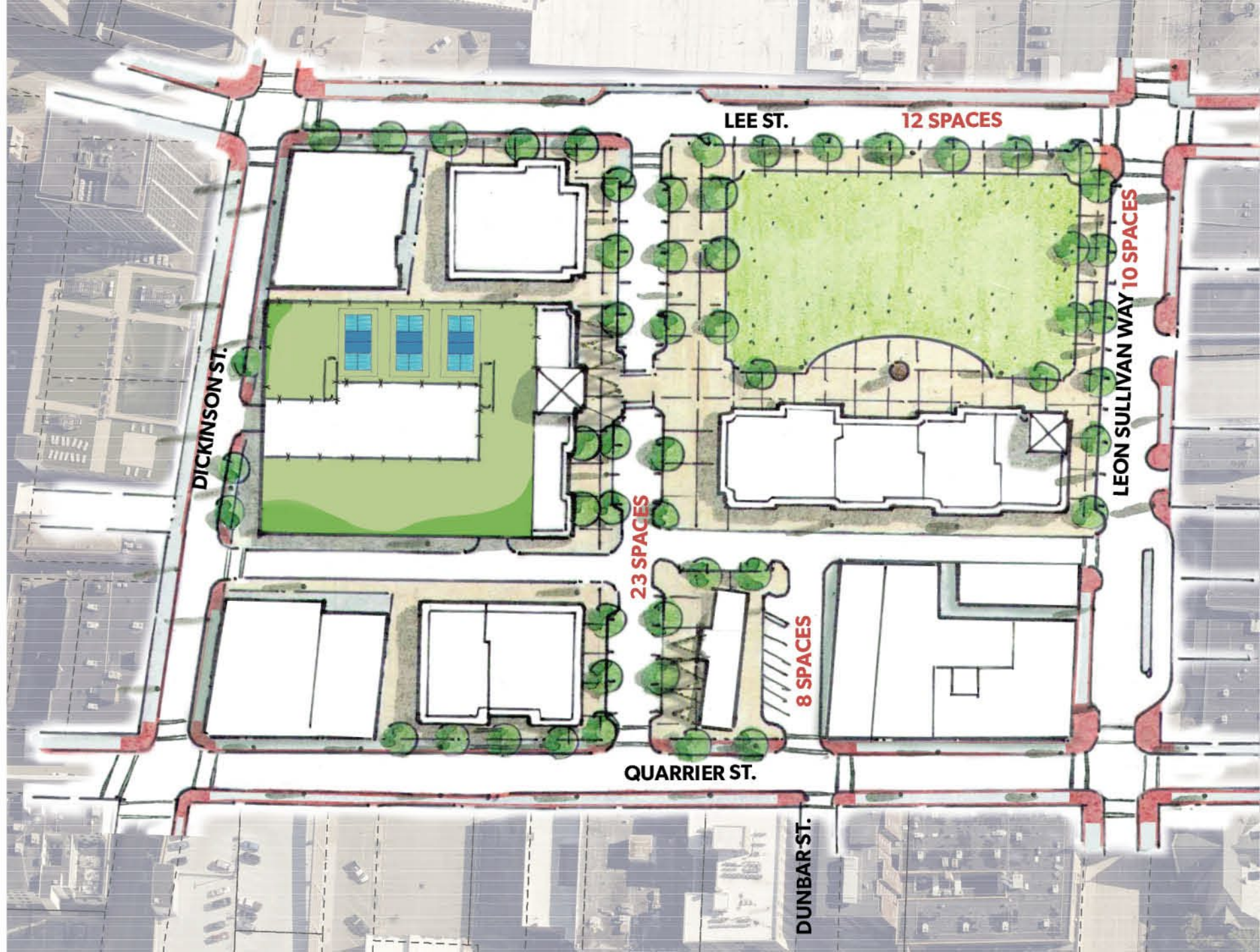
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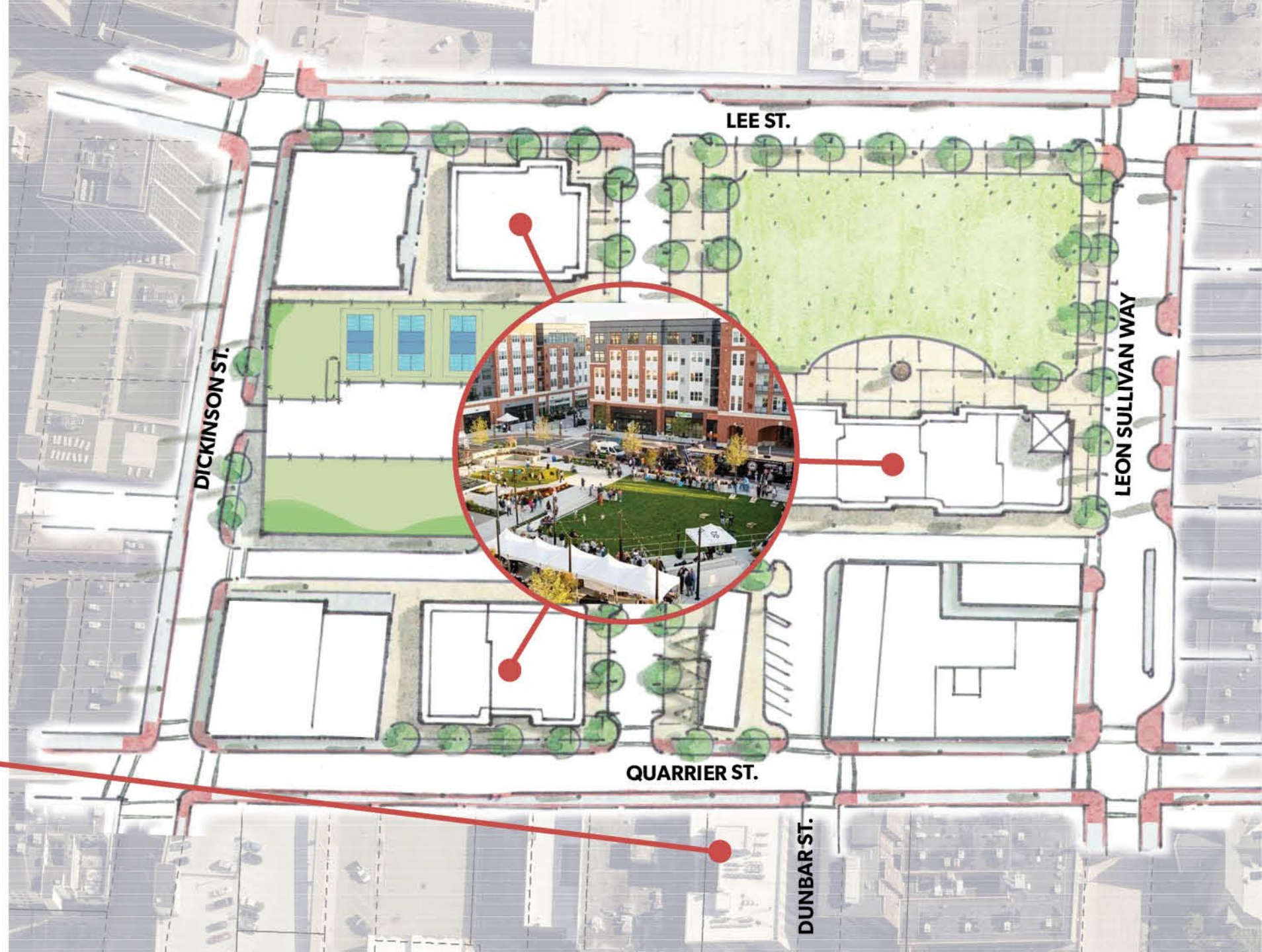
- TOTAL SURFACE PARKING:
53 SPACES
- A CENTRAL PARKING STRUCTURE OF APPROXIMATELY 300-400 STALLS TO ACCOMMODATE ADJACENT USES AND FUTURE GROWTH.



CONCEPT - PLAN B

MIXED-USE RESIDENTIAL

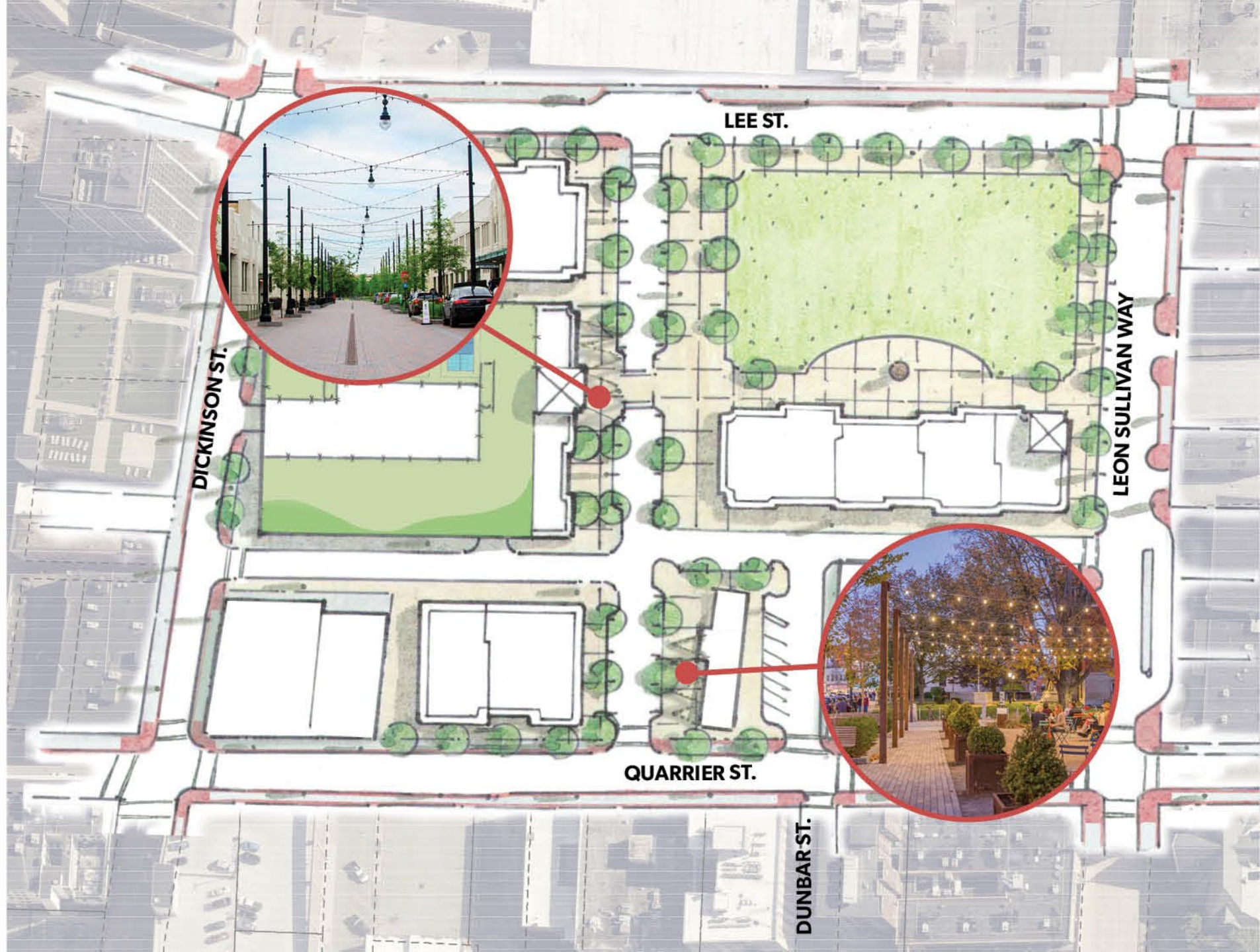
- COMMUNITY LIVING
- DIVERSE HOUSING
- INTEGRATED DESIGN
- URBAN LIFESTYLE
- WALKABLE ACCESS



CONCEPT - PLAN B

LIGHTING

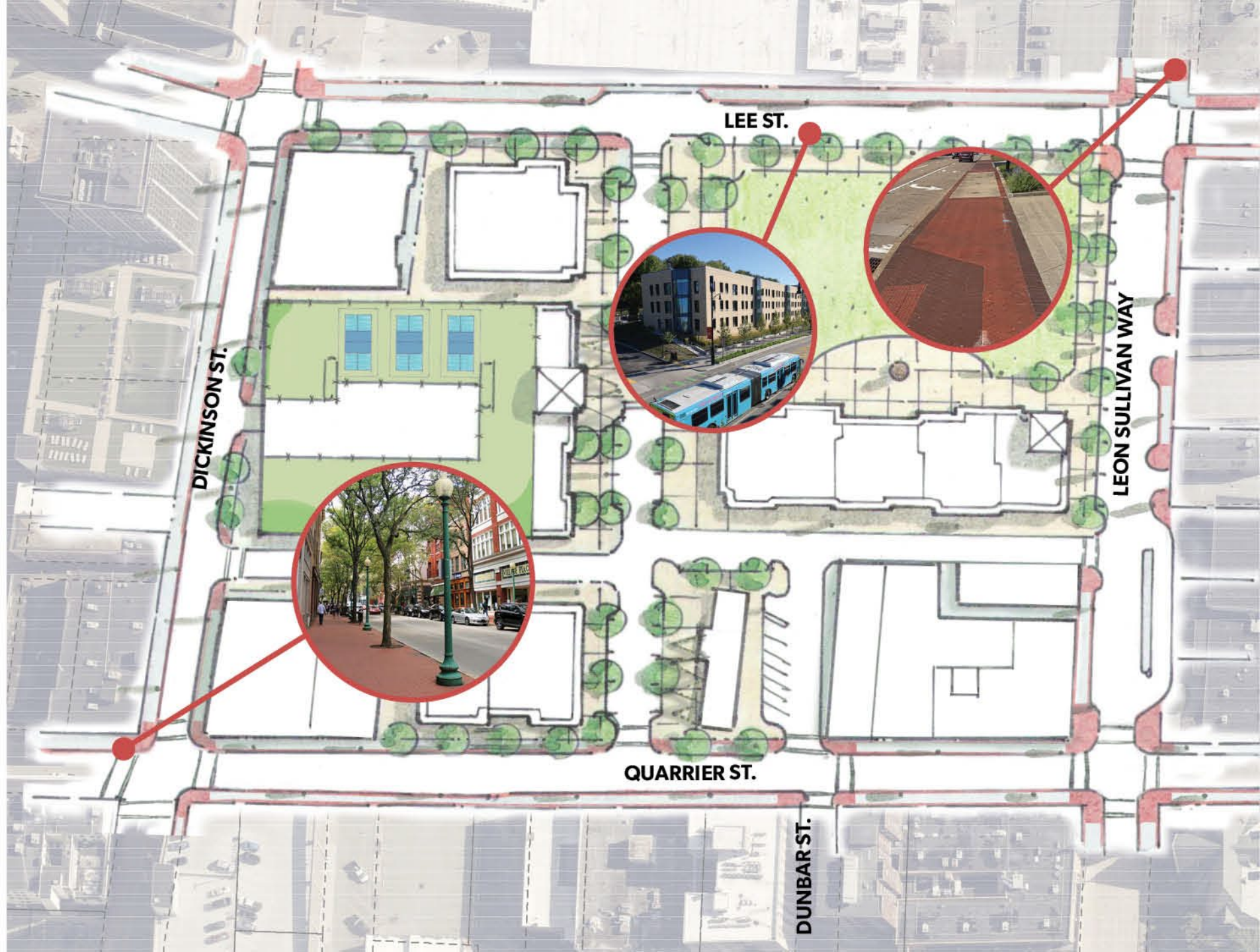
- DECORATIVE FIXTURES
- SAFETY
- ENERGY-EFFICIENT
- ACCENT LIGHTING
- PATHWAY ILLUMINATION



CONCEPT - PLAN B

STREETSCAPE

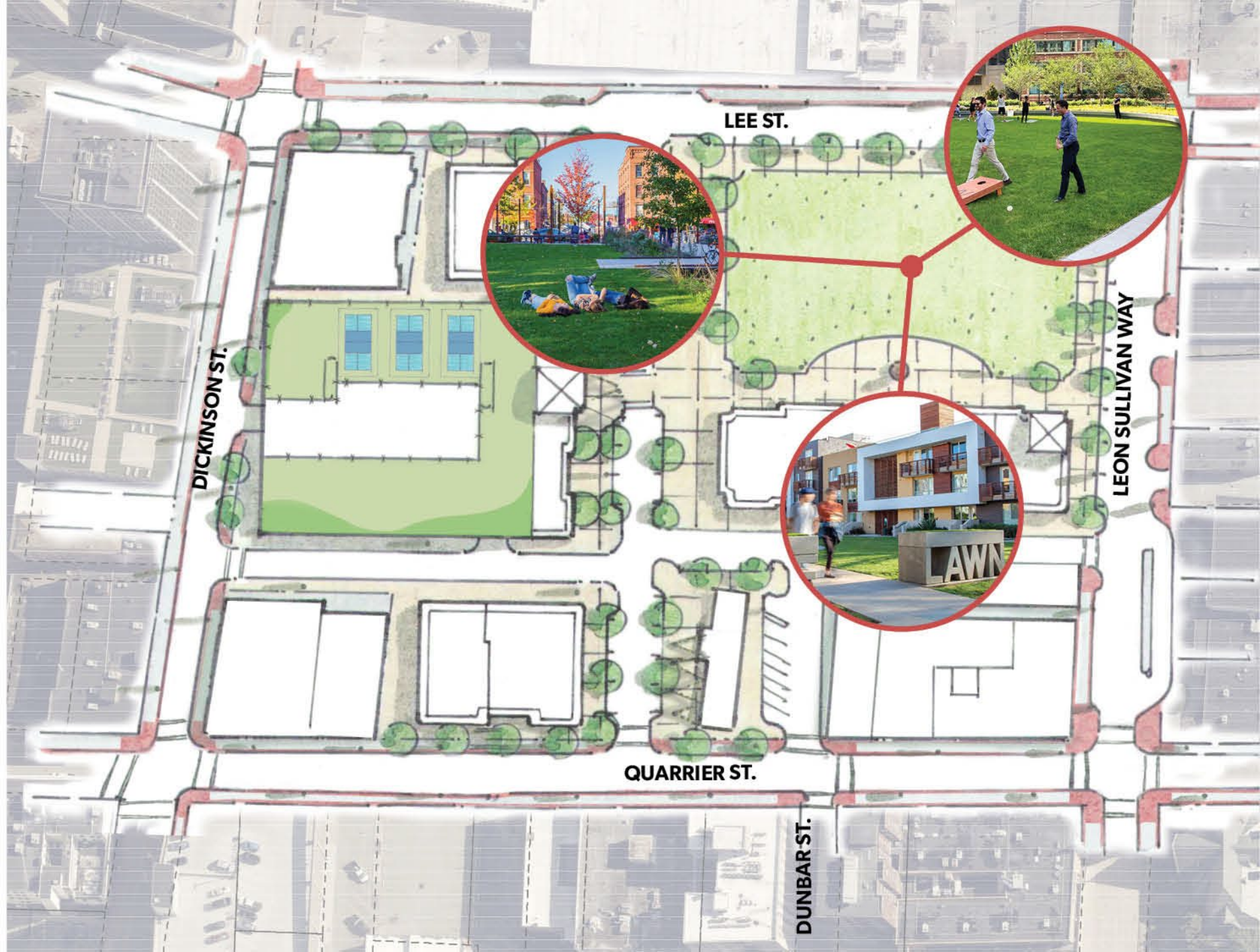
- PEDESTRIAN PATHWAYS
- TREE CANOPIES
- URBAN AESTHETICS
- WAYFINDING SIGNAGE



CONCEPT - PLAN B

GREENSPACE

- RELAXATION ZONES
- RECREATION
- SHADED AREAS
- OPEN LAWN
- GATHERING SPACE



TRANSIT

KRT CONNECTIVITY

- 6 EXISTING KRT ROUTES PASS PROJECT SITE ON LEE AND QUARRIER STREETS
- MULTI-MODAL TRANSIT HUB COULD BE CREATED AT GARAGE
- SITE COULD BE INTEGRATED INTO FUTURE BRT STUDY
- MIXED-USE COULD INCLUDE TOD

BIKE NETWORK

- EXISTING SHARROW SYSTEM PASSES SITE ON QUARRIER STREET
- BIKE INFRASTRUCTURE CAN BE INTEGRATED INTO PARKING GARAGE AND PARC



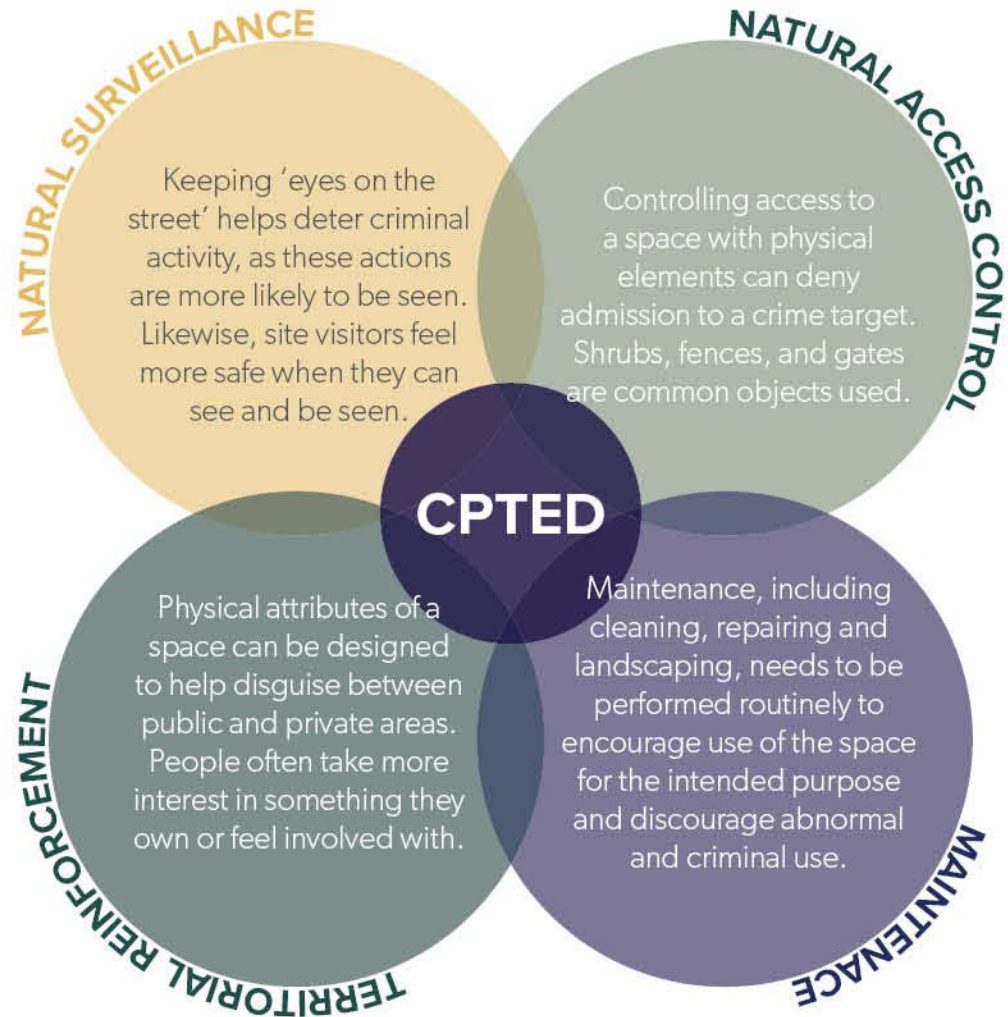
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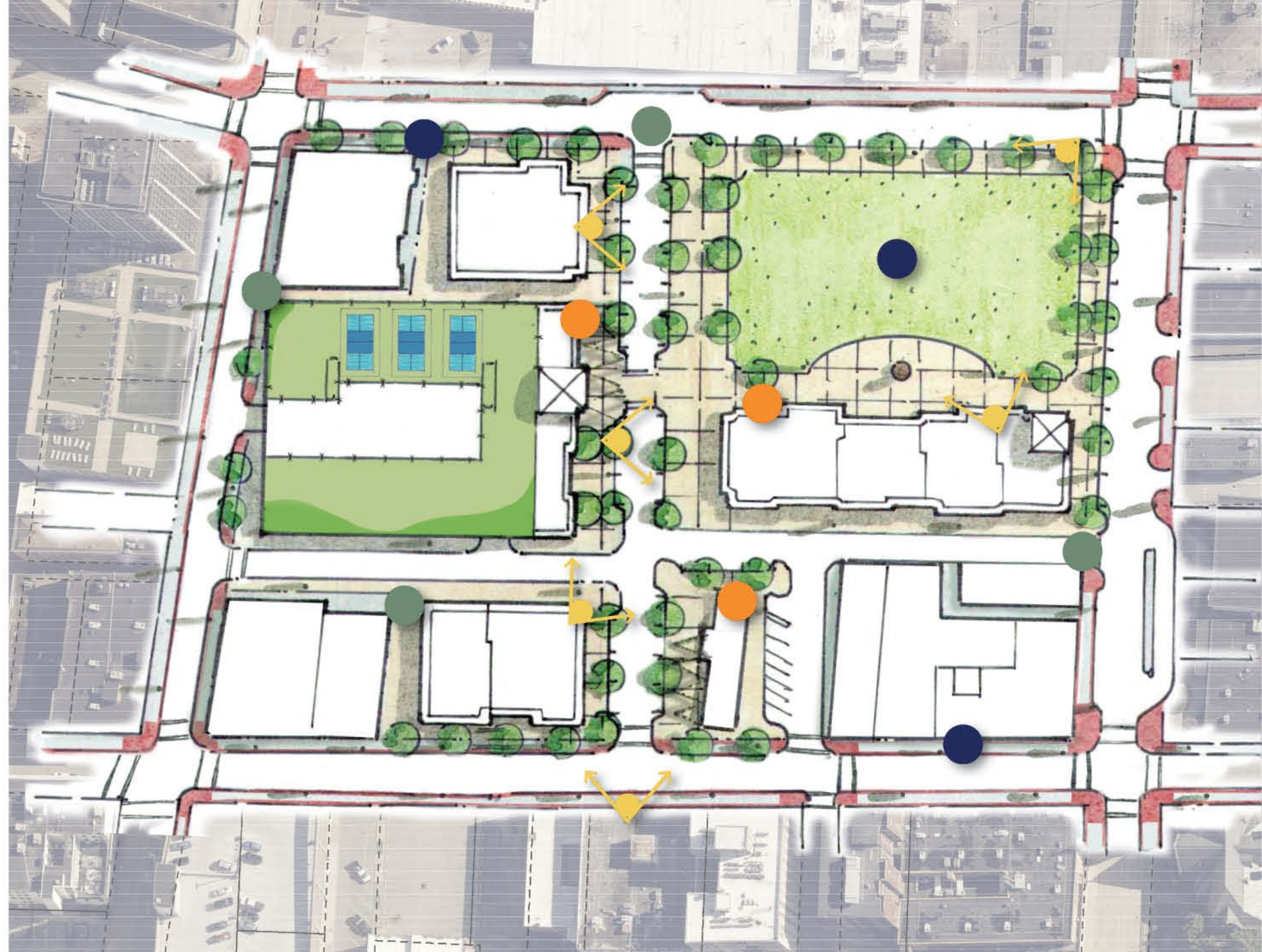
KEEP IT SAFE!

By following CPTED or Crime Prevention Through Environmental Design, the park can be a welcoming space for near by residents and visitors.



CPTED

-  Natural Surveillance
-  Natural Access Control
-  Territorial Reinforcement
-  Maintenance





WHY?

With continued investment in downtown Charleston, this superblock is well positioned to support future growth and redevelopment.

With a downtown in need of passive green spaces, ParcDeco presents an opportunity to introduce much-needed recreational amenities to serve a growing residential population.

Strategic redevelopment could provide community-focused green space while also offering development incentives for adjacent properties, particularly through the integration of stormwater capture and management systems.

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WHY THE NAME?

Inspired by the architectural character of several building either within the block or adjacent to the block, the team cleverly adapted the scope of the project to the character and thus we have, **ParcDeco!**



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