

Orangeburg - Railroad Corner Study

Introduction and Concept

08/26/2021



Perkins&Will

Our Approach & Analysis

Perkins & Will | Remembrance Design



Overtown Cultural and Entertainment District | Miami, FL



Destination Crenshaw | Los Angeles, CA



International Civil Rights Center & Museum | Greensboro, NC



Freedom Park | Raleigh, NC



Greenville Town Common | Greenville, NC



Motown Museum | Detroit, MI

Perkins & Will | Conservation & Reuse



Eastern Market | Detroit, MI



Durham Police Dept. Redevelopment | Durham, NC



Optimist Hall | Charlotte, NC



Atlanta Dairies | Atlanta, GA



Atlanta Westside Paper | Atlanta, GA

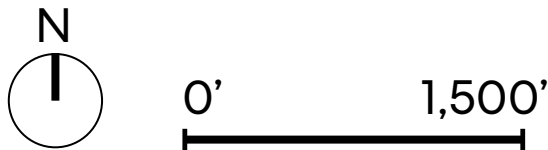
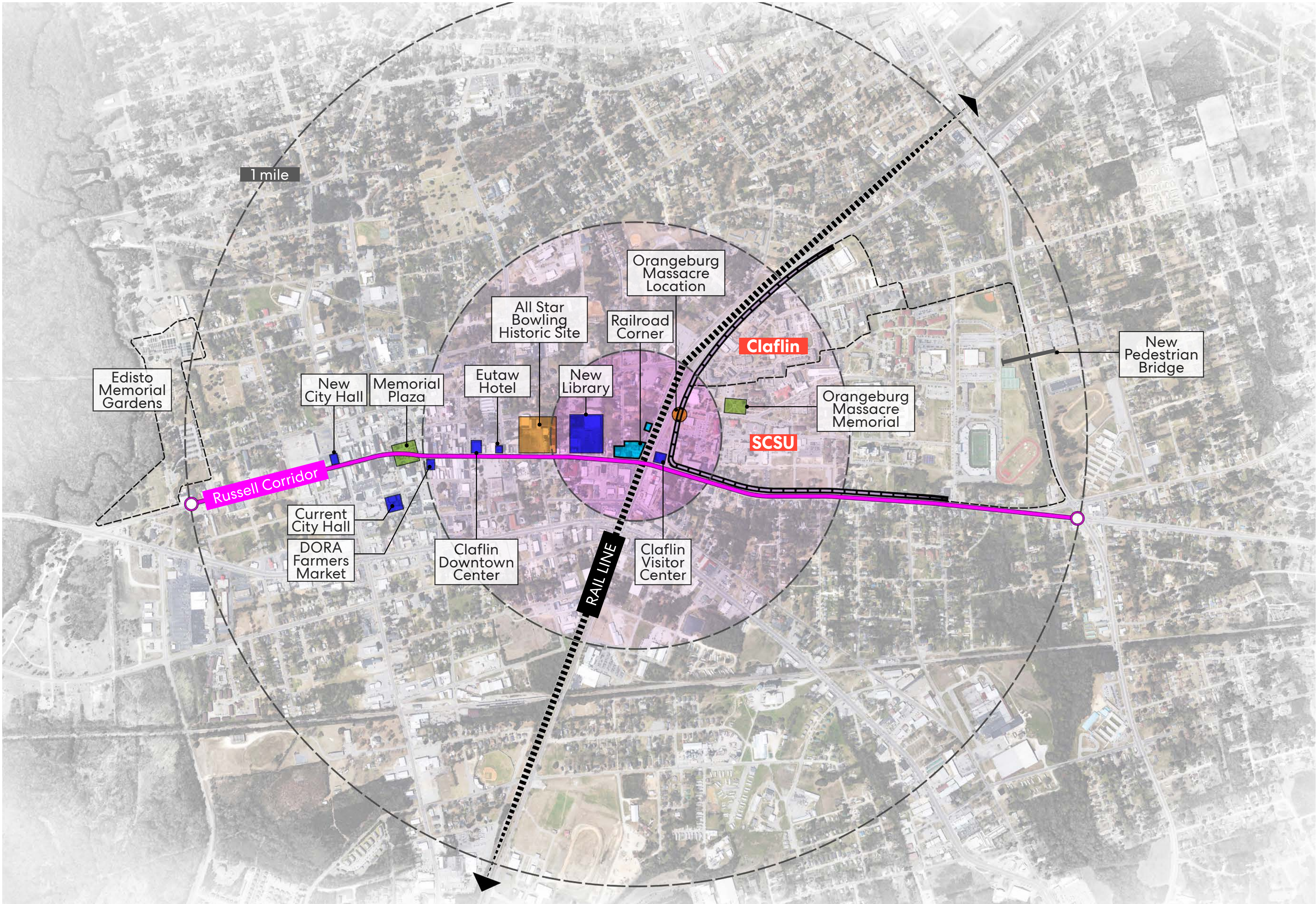


NCSU Gregg Museum of Art and Design | Raleigh, NC

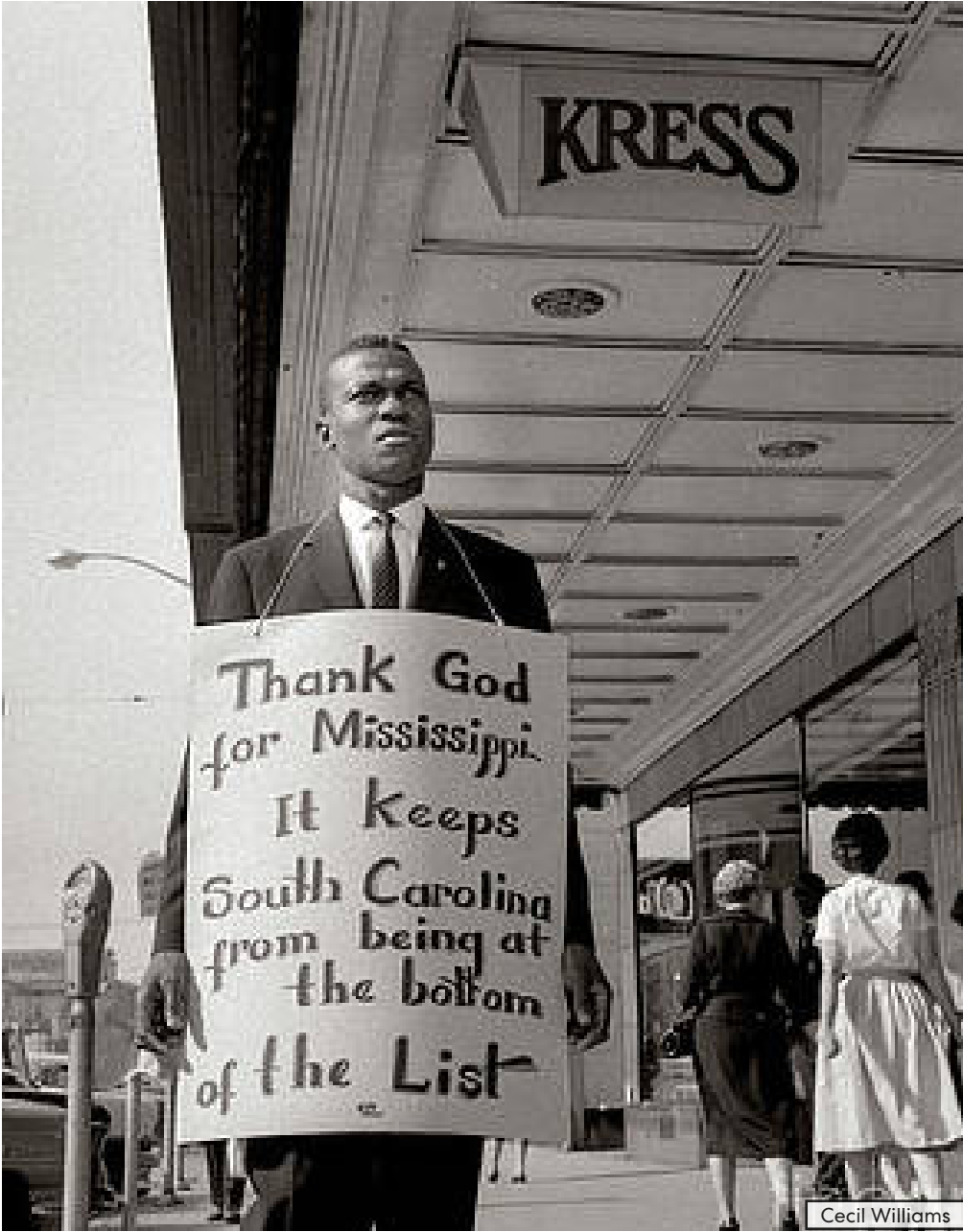
Orangeburg: Landmarks + Assets

Diagram Key

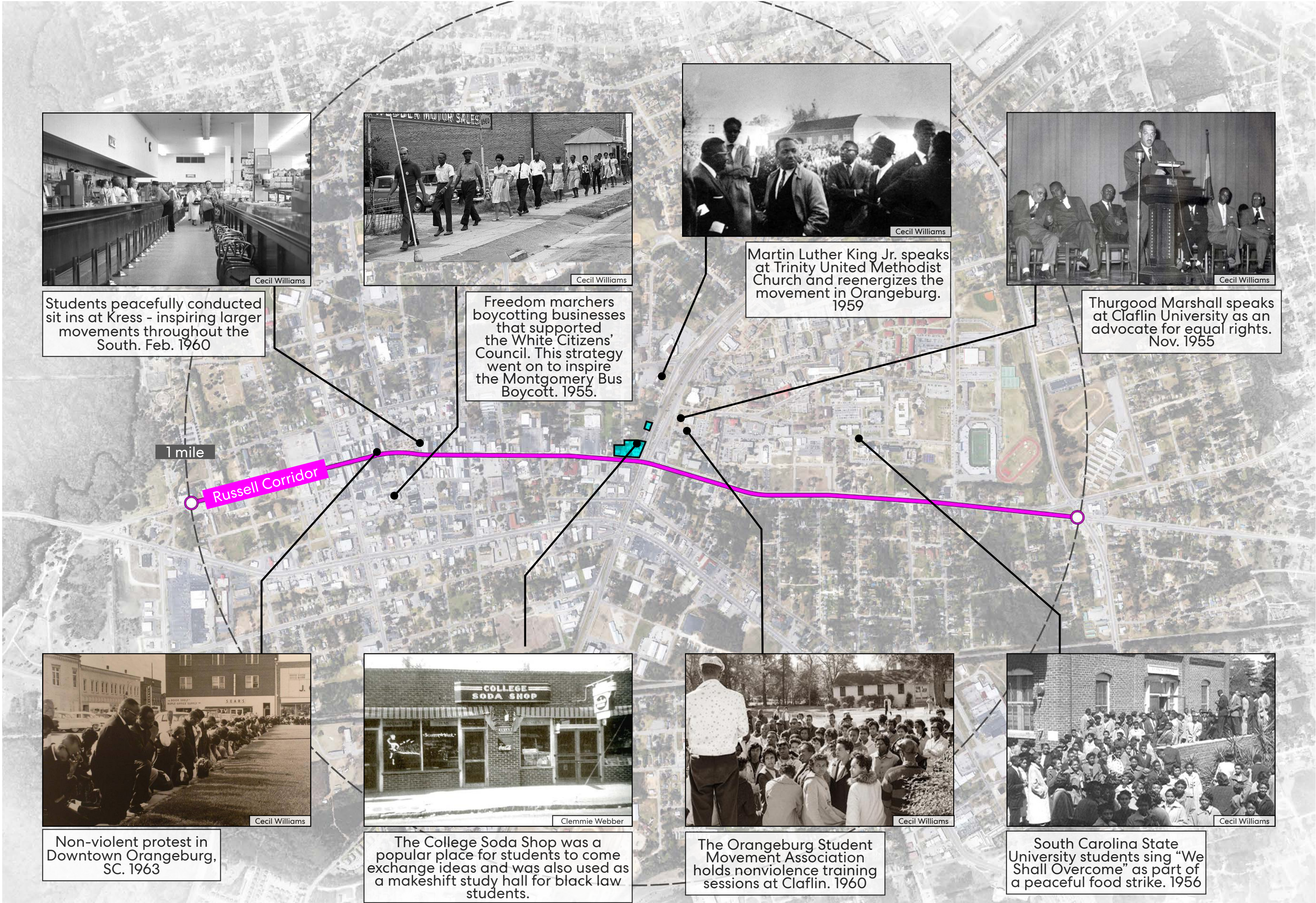
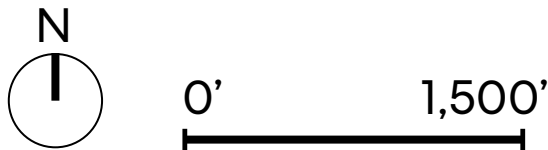
- Core / Active Area
- Landmark / Asset
- Russell Corridor
- Orangeburg Massacre Related Sites



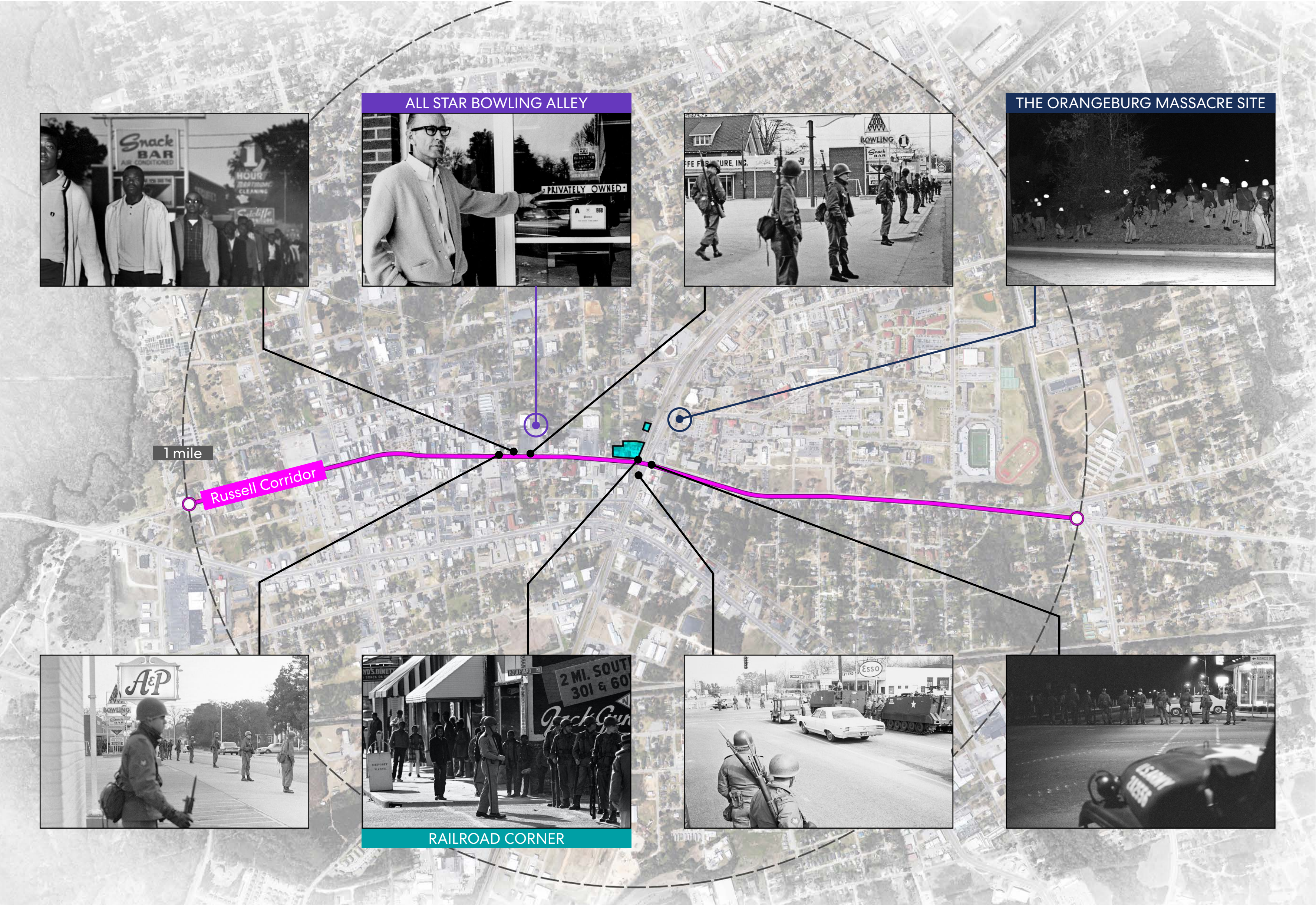
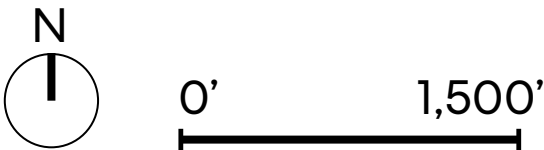
Orangeburg: Historic Strides



Cecil Williams



Mapping The Orangeburg Massacre



Resilience and Legacy of Orangeburg



Claflin University Main Building (c. 1899, Getty Images)



Cecil Williams



Elloree Training School



SCSU Marching Band

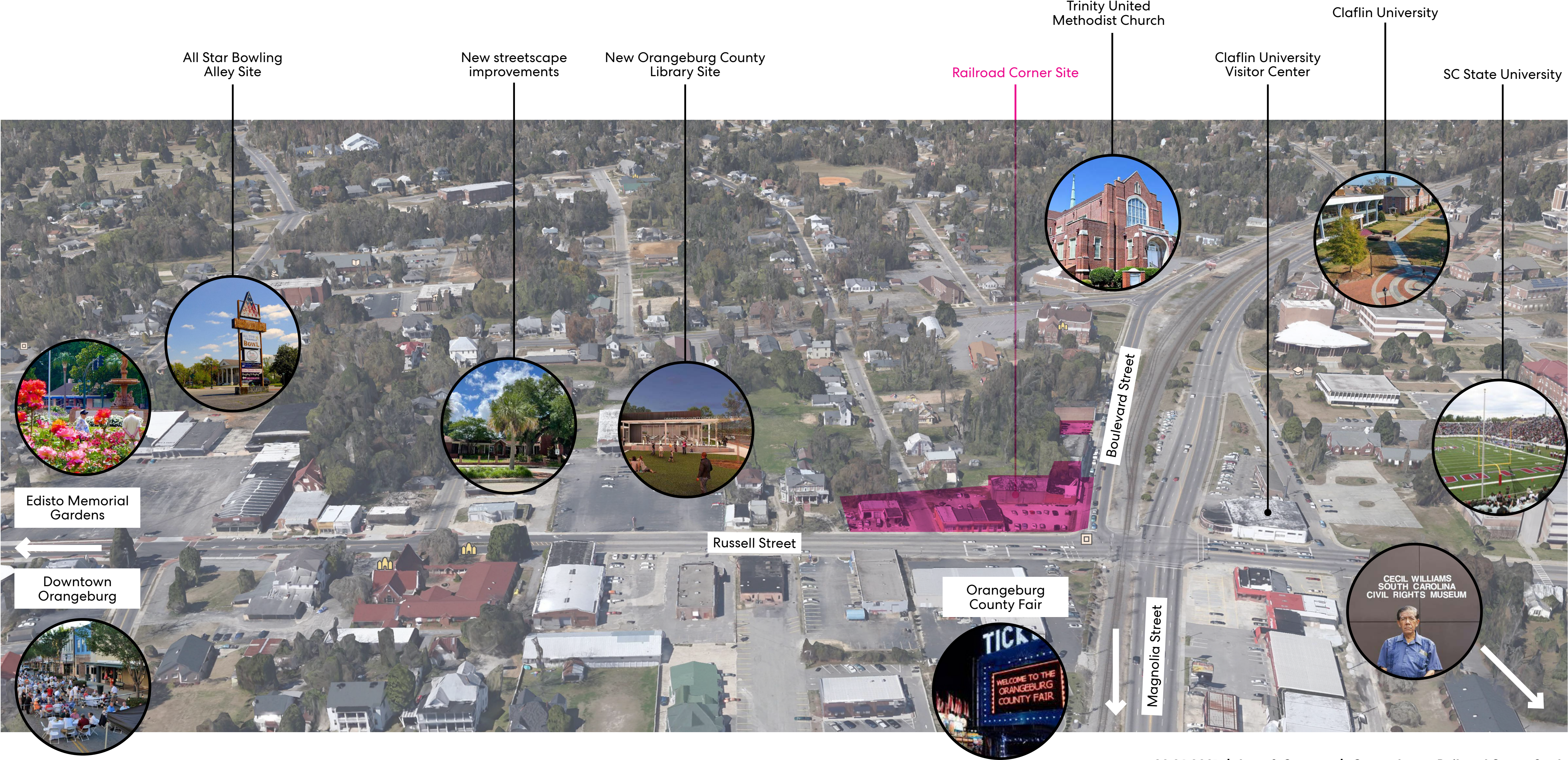


Skipp Pearson

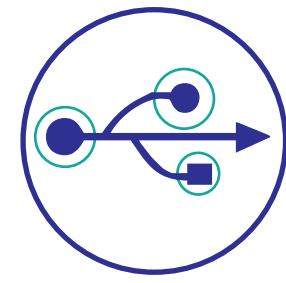


Claflin University Downtown Center

Russell Street Corridor: Existing Conditions + Assets



Project Goals



Provide a catalytic mixed-use development that connects downtown to the universities and serve as a gateway to downtown.



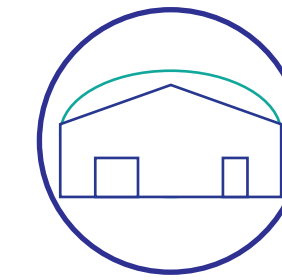
Optimize public investment and maximize private investment.



Optimist Hall / Charlotte, NC / Perkins&Will



Respect the historical significance and context of the site and integrate this history into the development.



Consider options for preserving the State Theater building.



Sycamore Hill Gateway / Perkins&Will



Atlanta Dairies / Perkins&Will



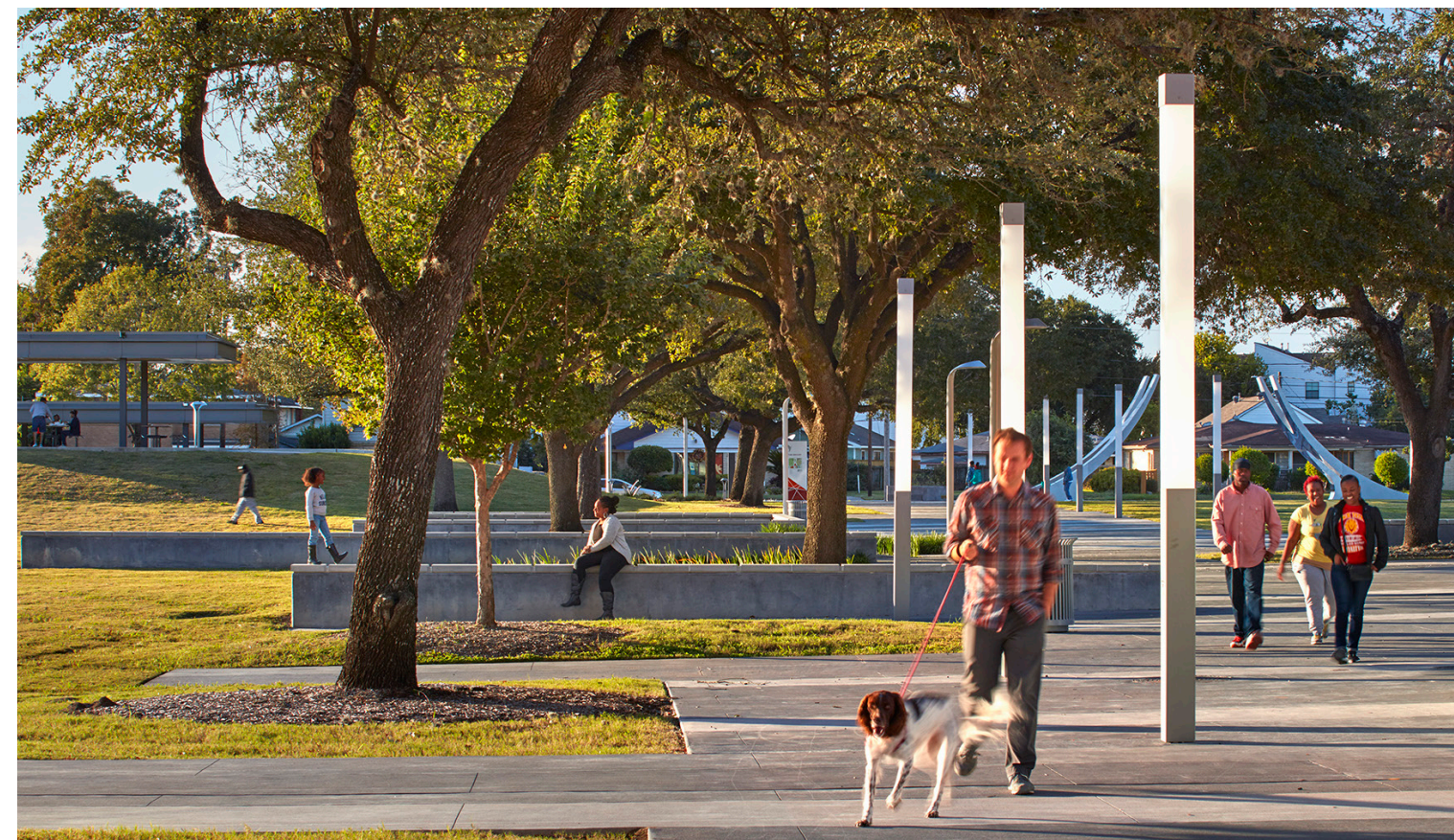
Historic Emancipation Park / Perkins&Will



Incorporate engaging street level uses attractive for students and the community.



Enhance walkability to increase pedestrian activity from the universities to the Railroad Corner and along Russell Street.



Responsive Planning Studies

Design Drivers - Responding to Your Goals

Connect and Extend
the Public Realm



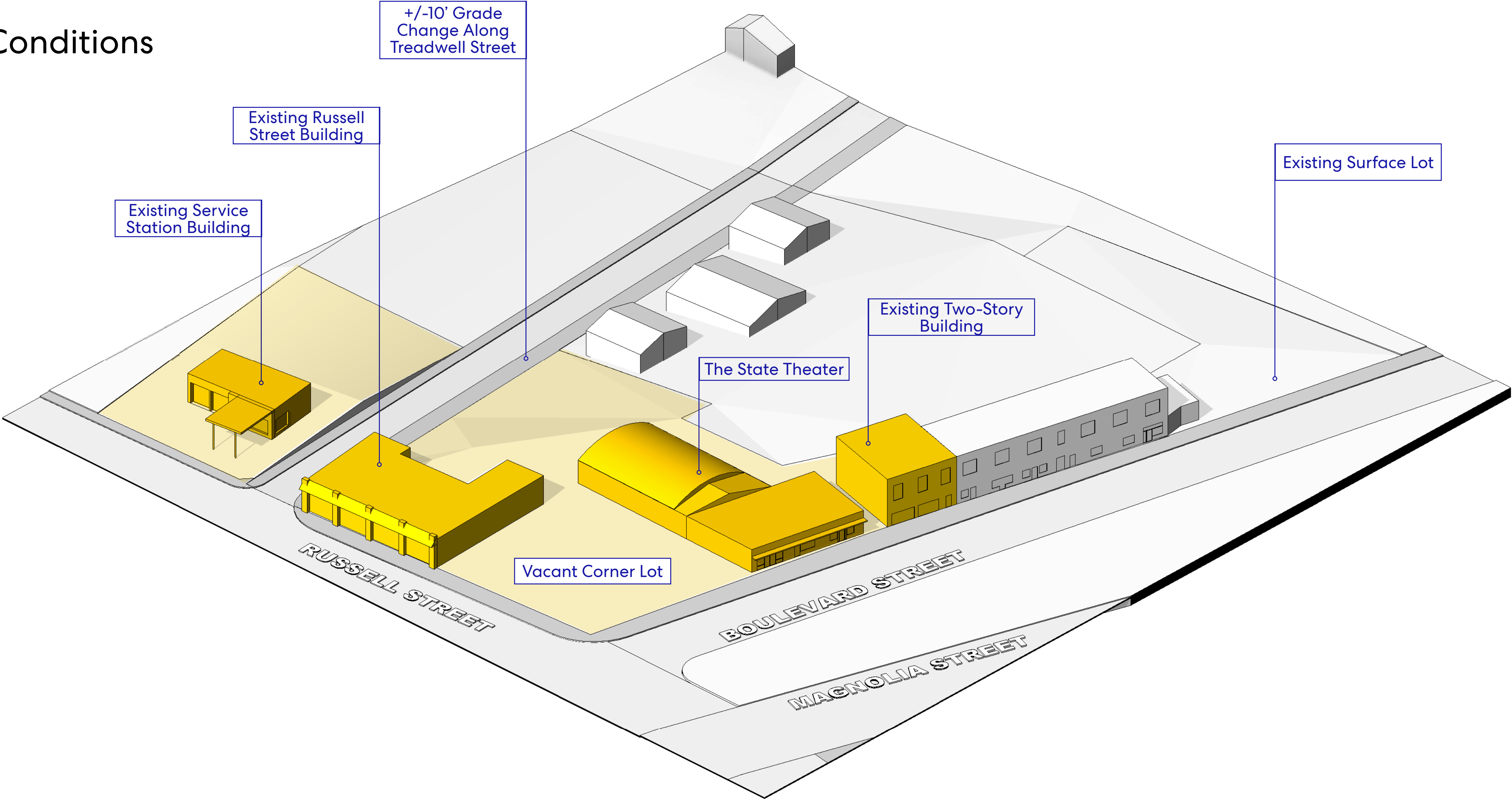
Incorporate Art, History,
and Storytelling



Maintain and Embrace
the Spirit of Place

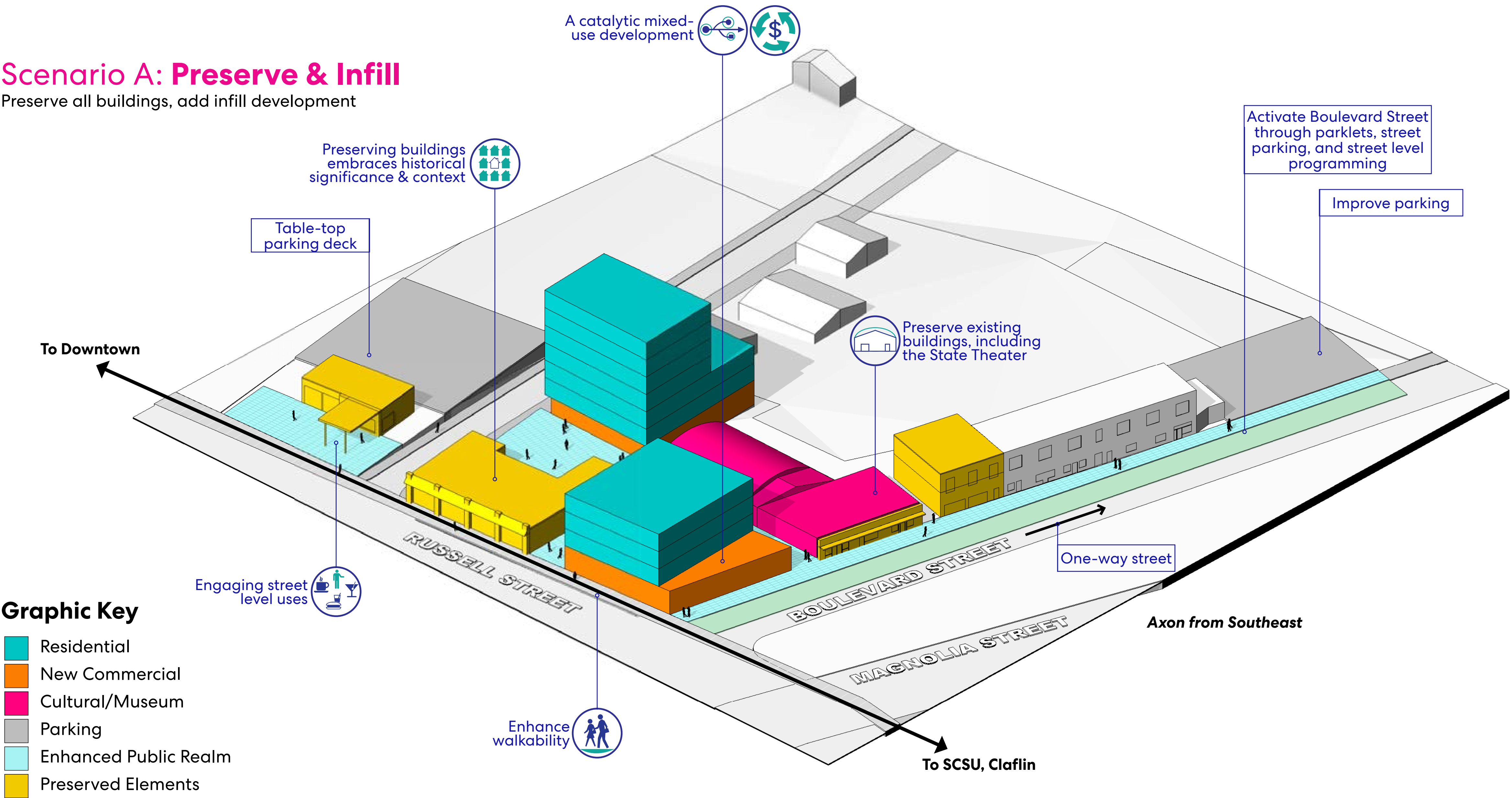


Existing Conditions



Scenario A: Preserve & Infill

Preserve all buildings, add infill development



Scenario A: Preserve & Infill

Description

Preserves all buildings in place.

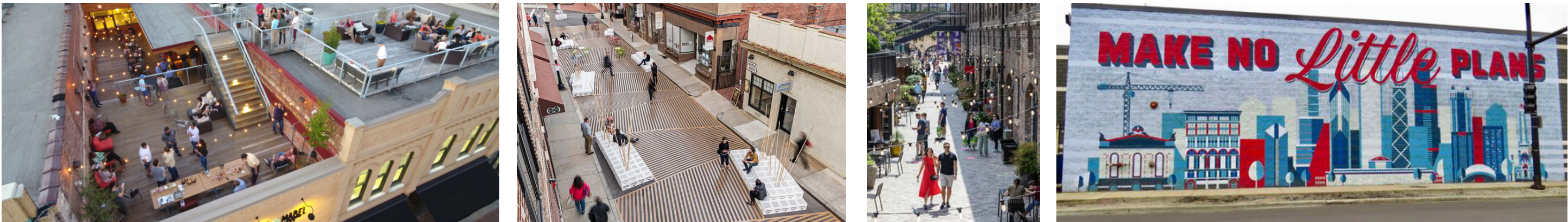
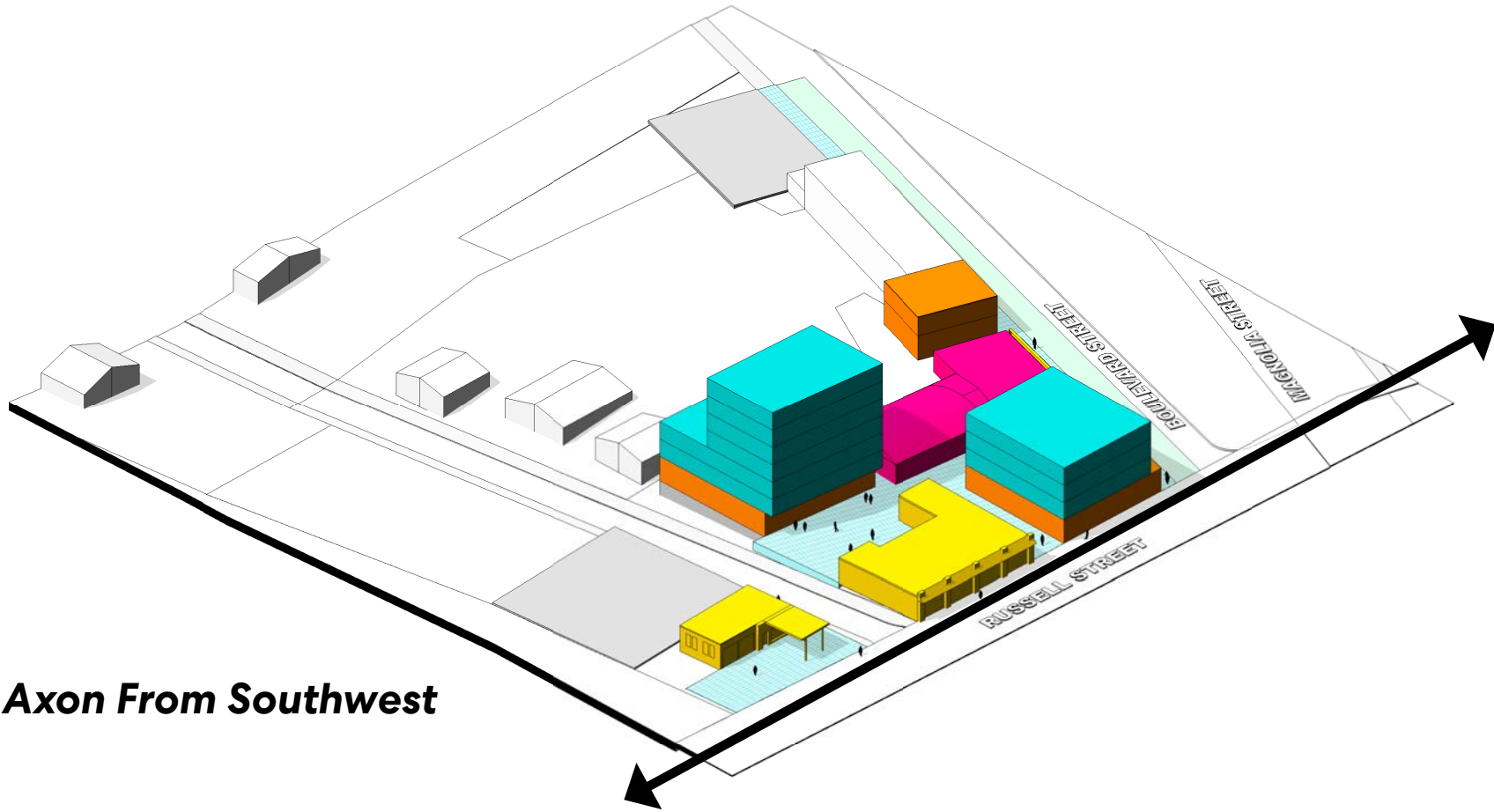
Benefits from preservation tax credits.

Respects existing historic fabric.

Restores strong urban corner.

Schematic Metrics

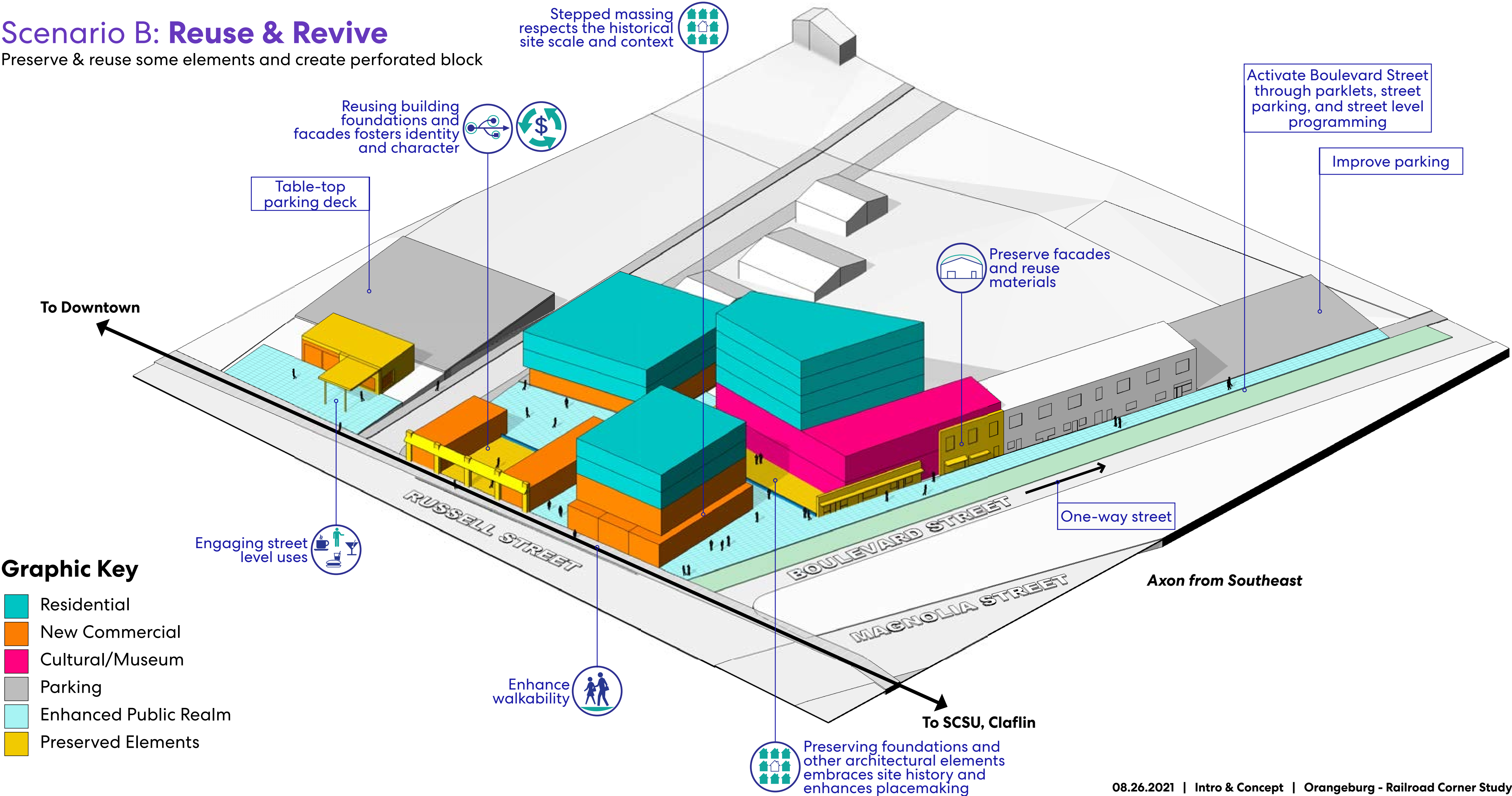
Commercial:	19,785 sf
Resi Units:	30 DU
Parking Req'd:	115
Parking Provided:	115
Cultural:	7,000 sf



West Village / West End, Brisbane / Hayball Architects

Scenario B: Reuse & Revive

Preserve & reuse some elements and create perforated block



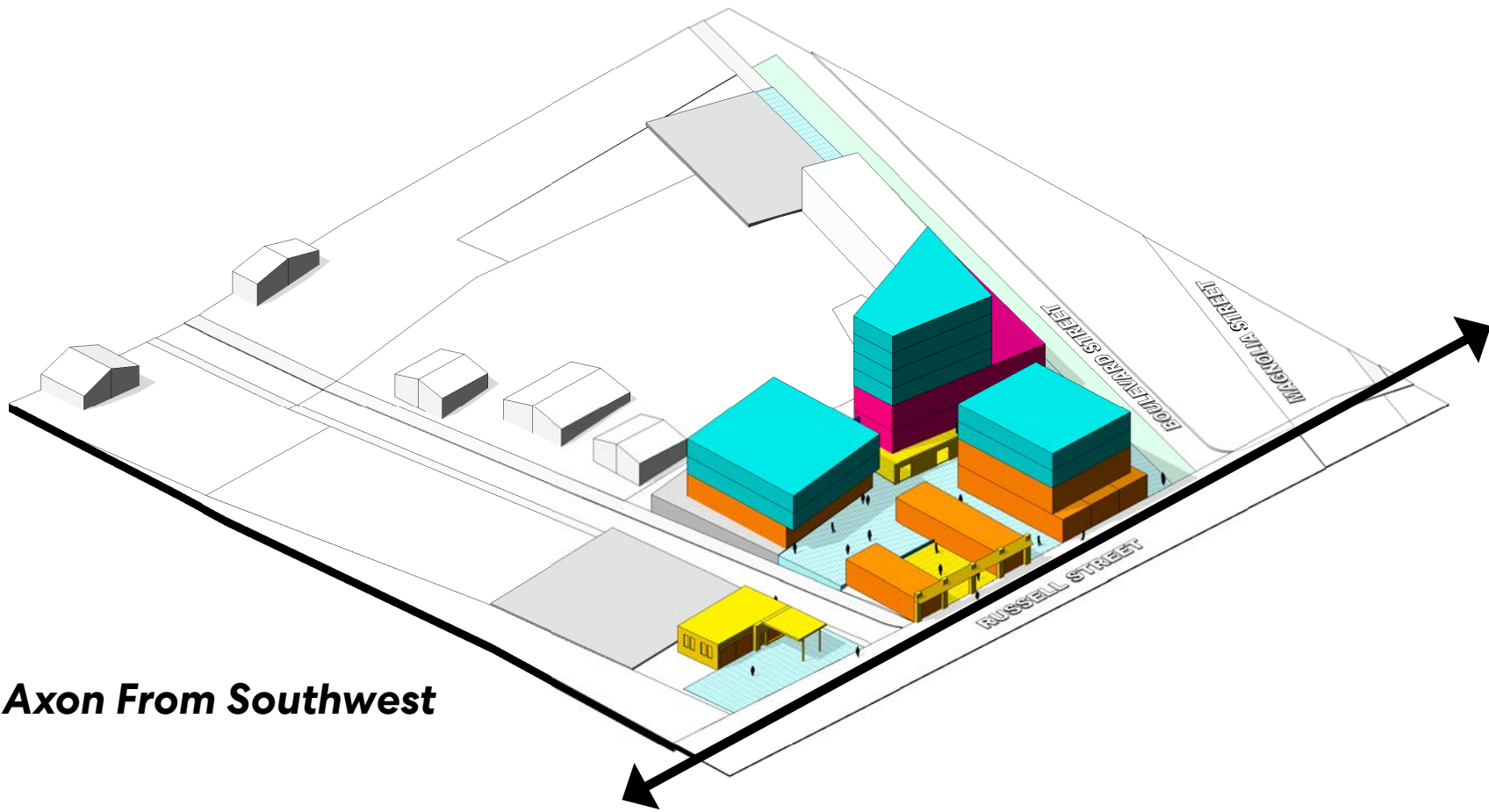
Scenario B: Reuse & Revive

Description

Preserves & reuses some elements of existing buildings.
Expansive public spaces and perforated block.
Melds with historic scale of the site and corridor.
Maximizes potential cultural space.
Nostalgic attitude.

Schematic Metrics

Commercial:	15,815 sf
Resi Units:	30 DU
Parking Req'd:	110
Parking Provided:	115
Cultural:	12,194 sf



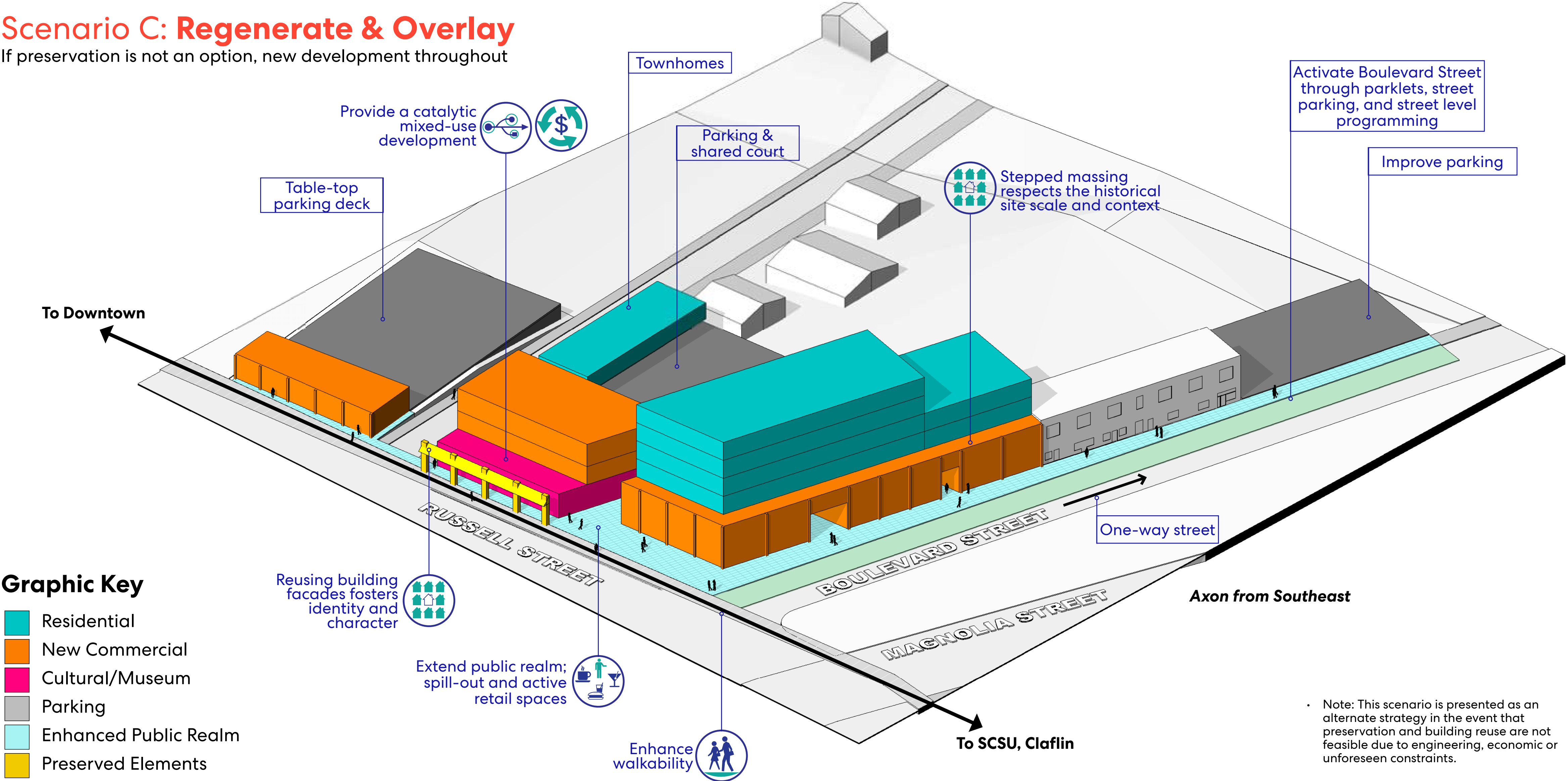
Axon From Southwest



Atlanta Dairies / Atlanta, GA / Perkins&Will

Scenario C: Regenerate & Overlay

If preservation is not an option, new development throughout



• Note: This scenario is presented as an alternate strategy in the event that preservation and building reuse are not feasible due to engineering, economic or unforeseen constraints.

Scenario C: Regenerate & Overlay

Description

Presents a scenario if preservation is not an option.

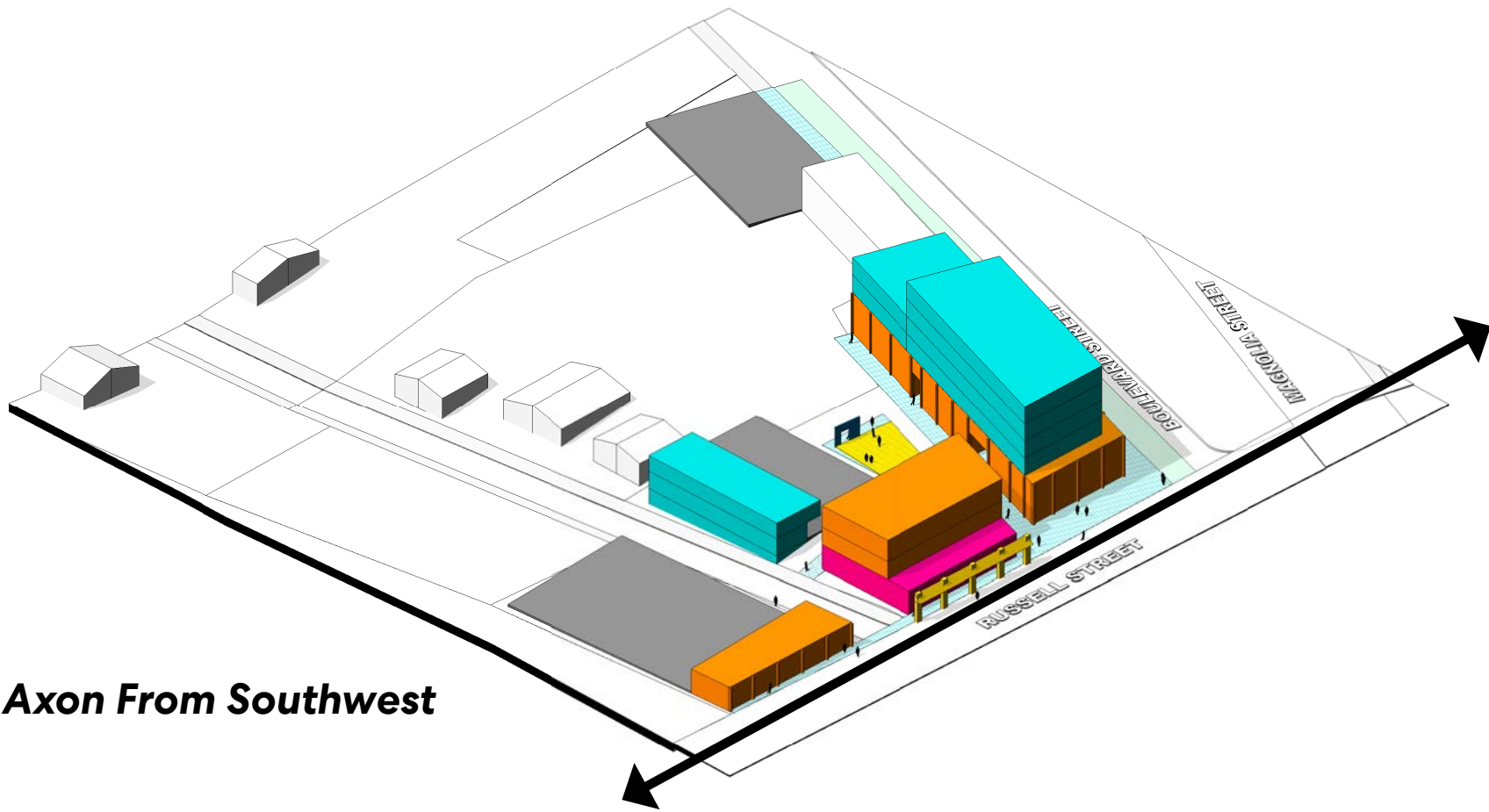
Replaces existing buildings.

Incorporates the most residential units.

Respects historic scale of the site and corridor.

Schematic Metrics

Commercial:	20,244 sf
Resi Units:	45 DU
Parking Req'd:	154
Parking Provided:	154
Cultural:	7,111 sf

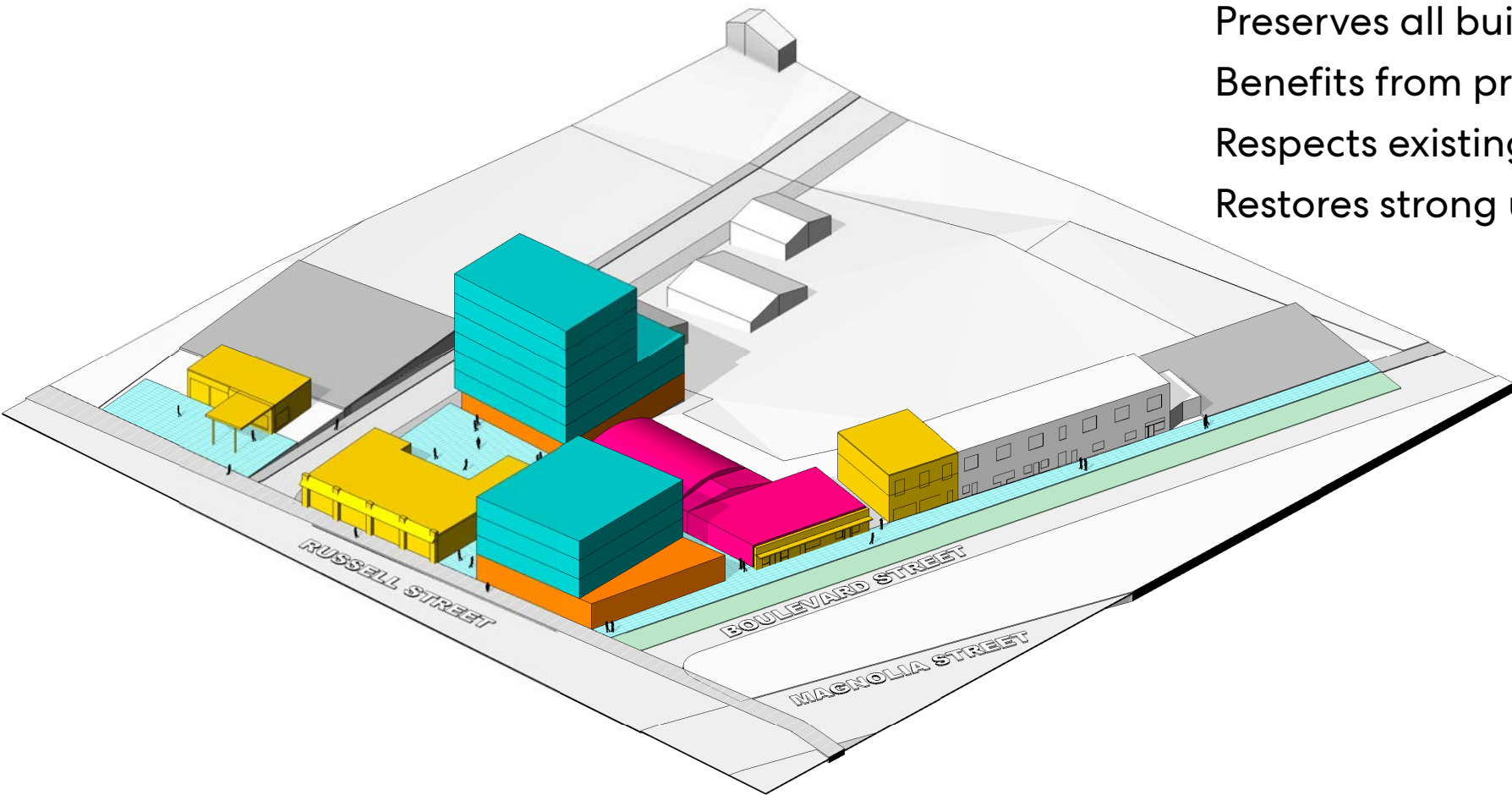


Marine Gateway / Vancouver, BC / Perkins&Will

Scenarios: Comparison

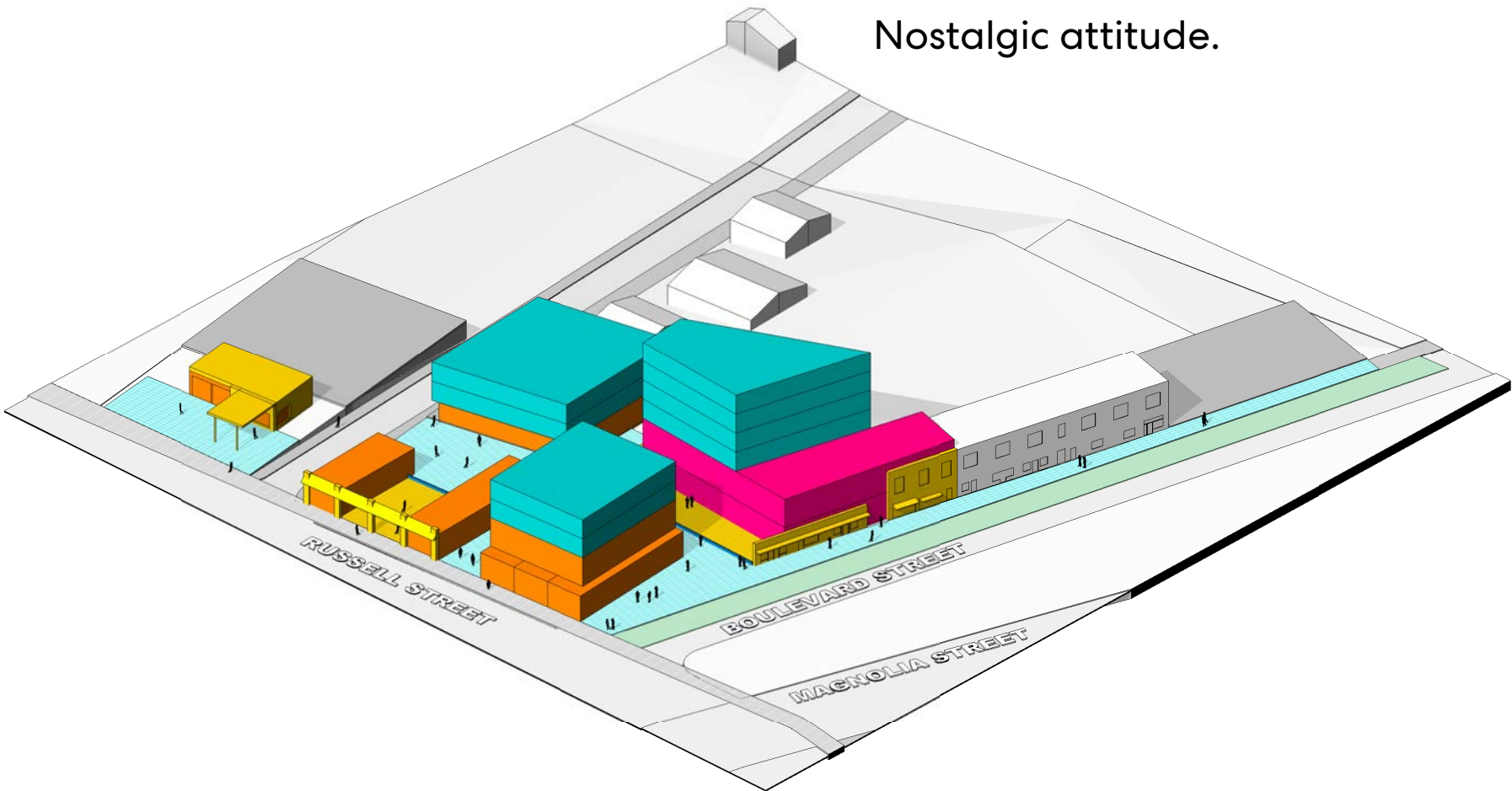
A) Preserve & Infill

Preserves all buildings in place.
Benefits from preservation tax credits.
Respects existing historic fabric.
Restores strong urban corner.



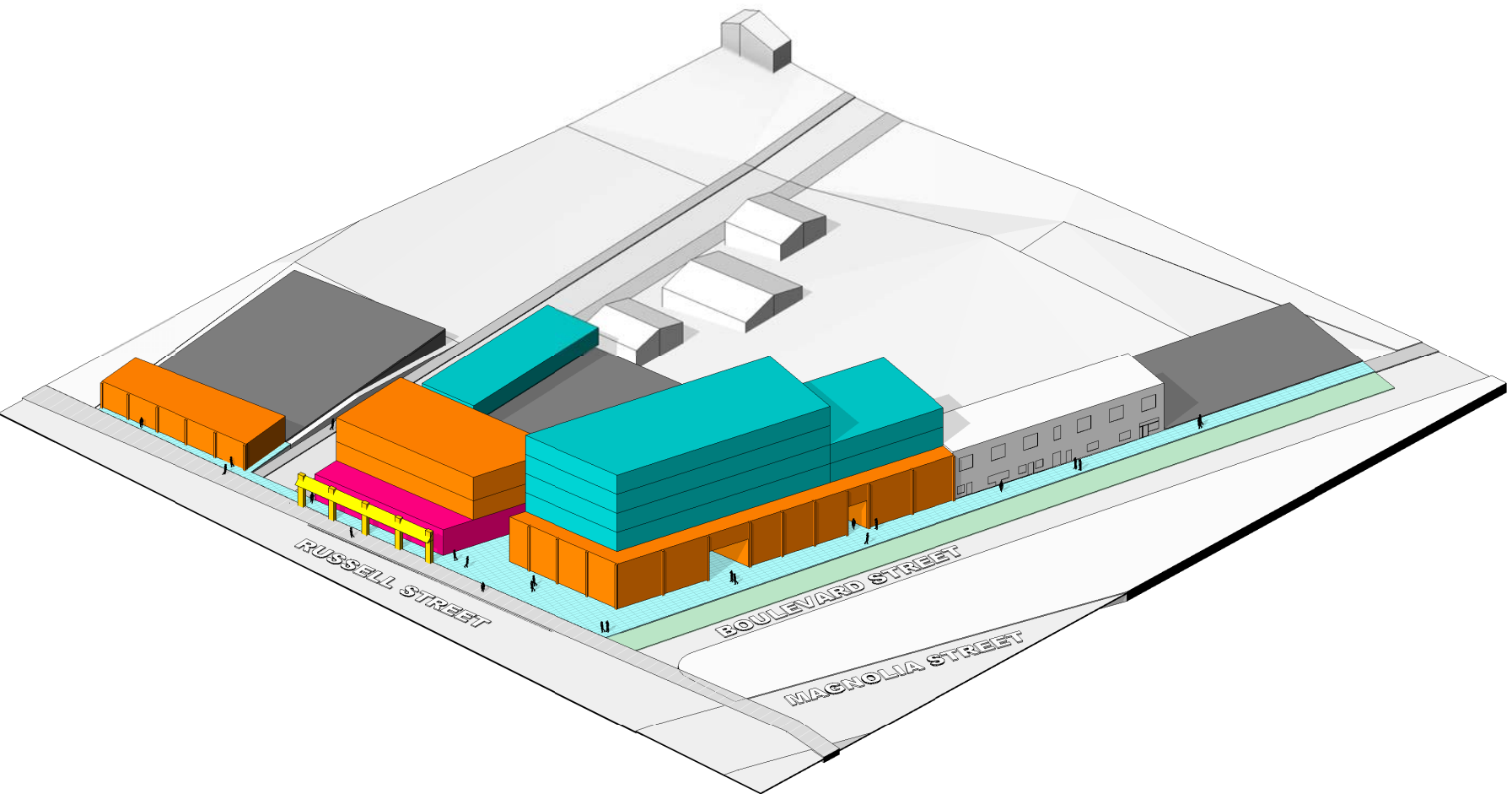
B) Reuse & Revive

Preserves & reuses some elements of existing buildings.
Expansive public spaces and perforated block.
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C) Regenerate & Overlay

Presents a scenario if preservation is not an option.
Replaces existing buildings.
Incorporates the most residential units.
Respects historic scale of the site and corridor.



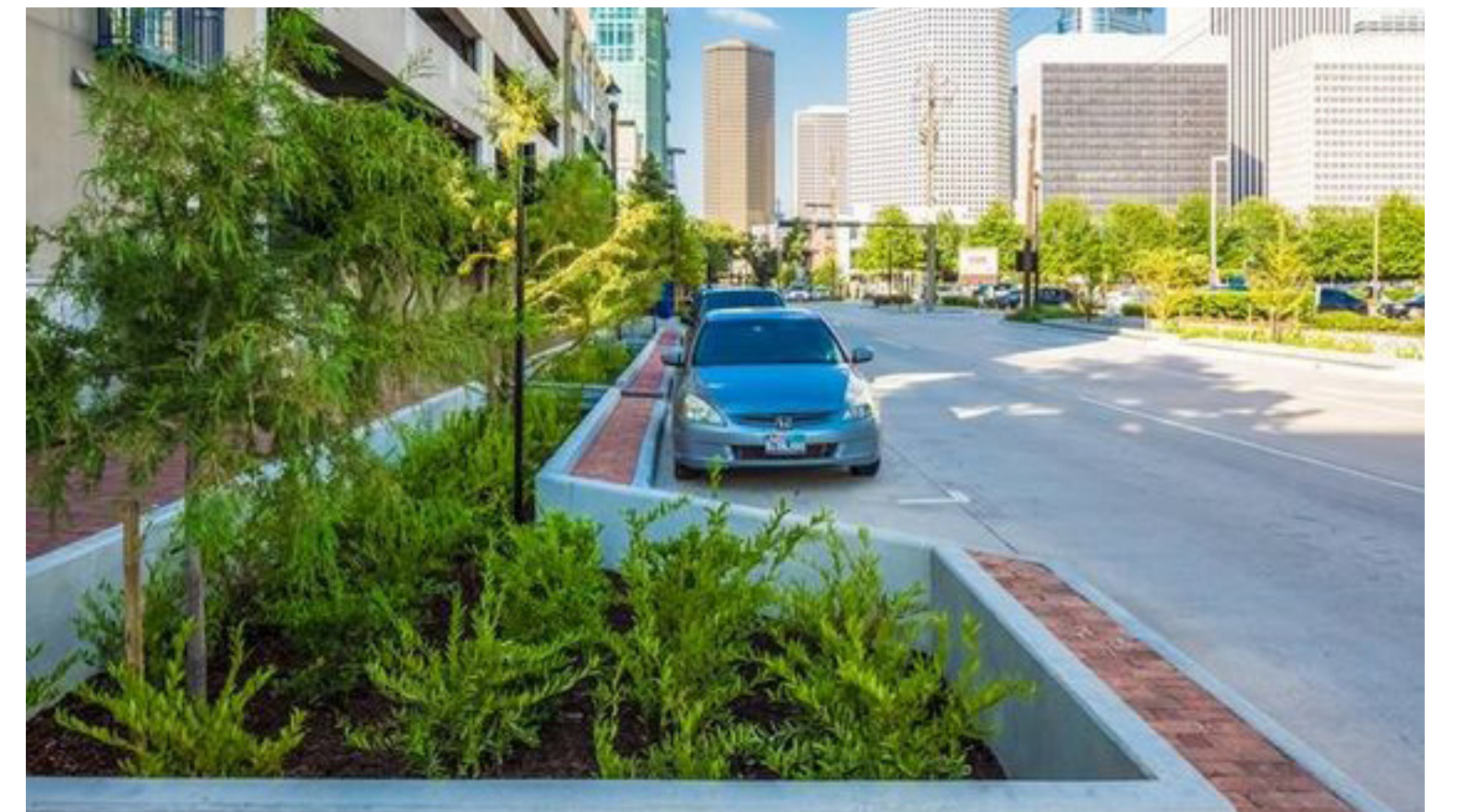
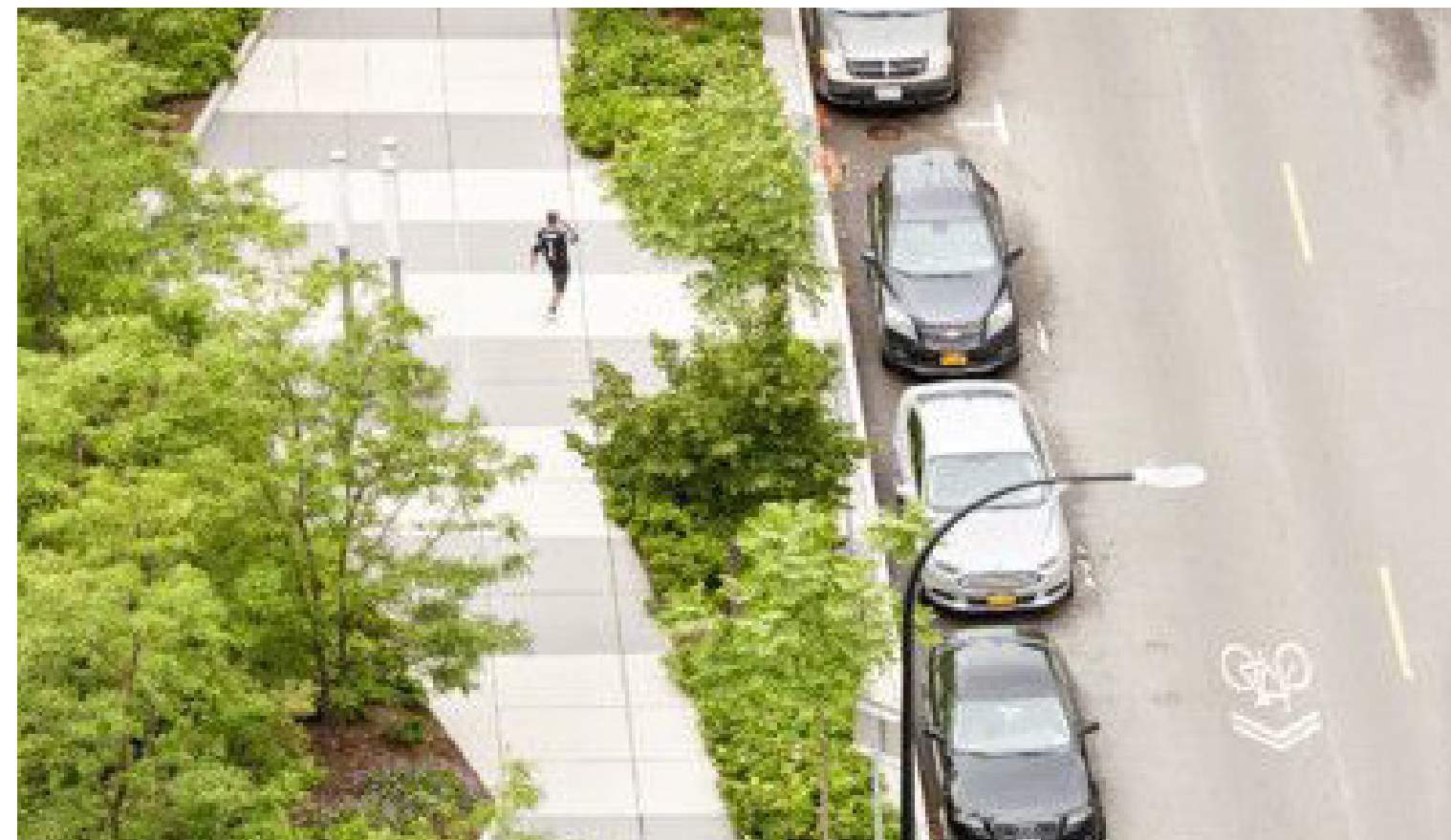
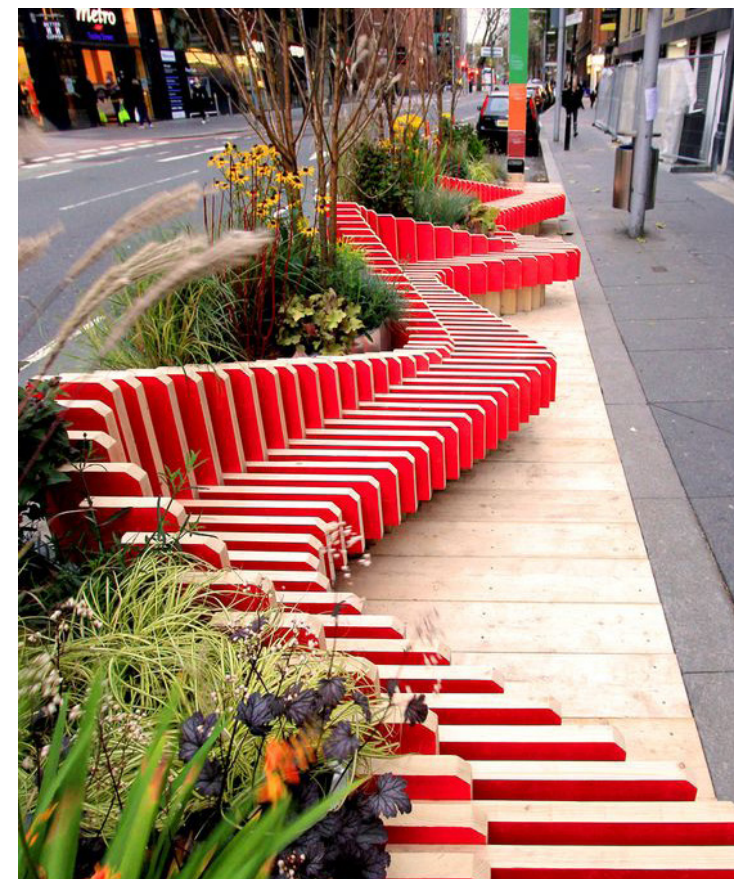
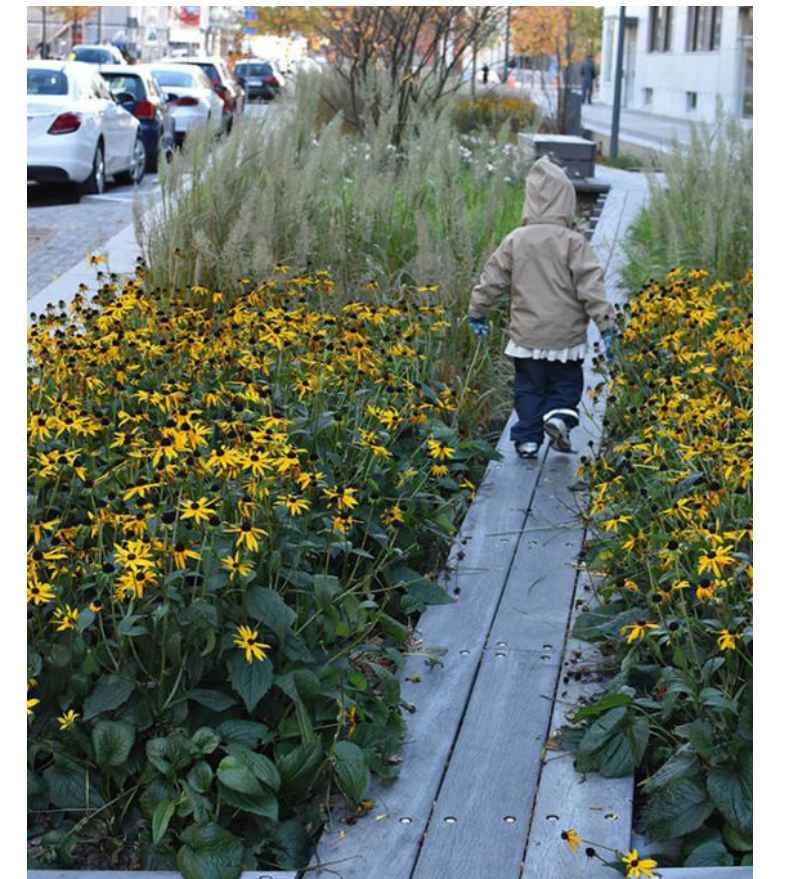
Graphic Key

- Residential
- New Commercial
- Cultural/Museum
- Parking
- Enhanced Public Realm
- Preserved Elements

Context & Public Realm Considerations

Public Realm & Connectivity: **Rethinking Boulevard Street**

Key Considerations: active pedestrian street; linear parklets; ecological performance



Public Realm & Connectivity: **Streetscape Character**

Key Considerations: pedestrian scale; extend continuity & investment; promote activity & spill-out



Existing Russell Streetscape



New Orangeburg County Library



Green Alley / Florence, SC



Downtown Orangeburg Streetscape



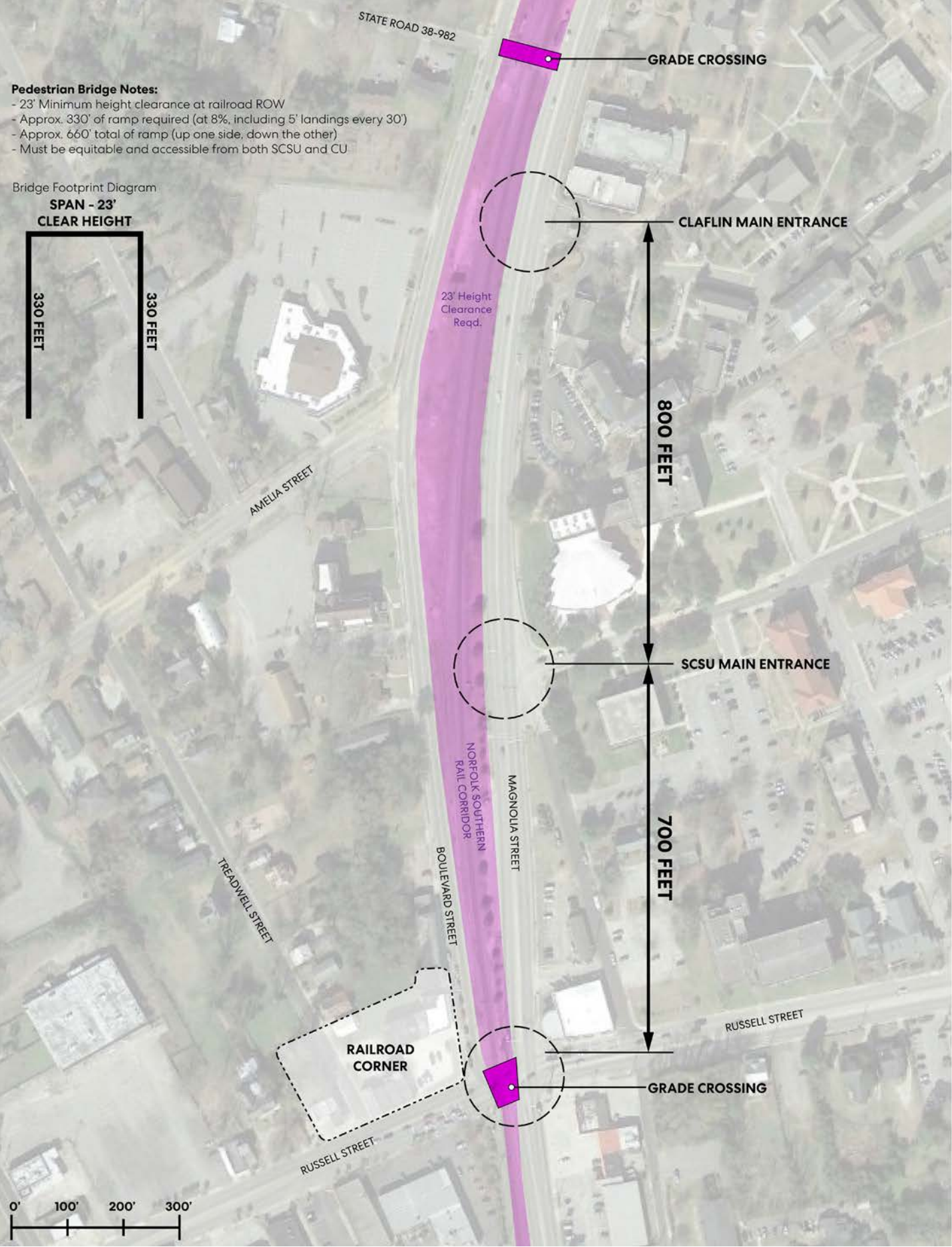
Sumter Brewery / Sumter, SC



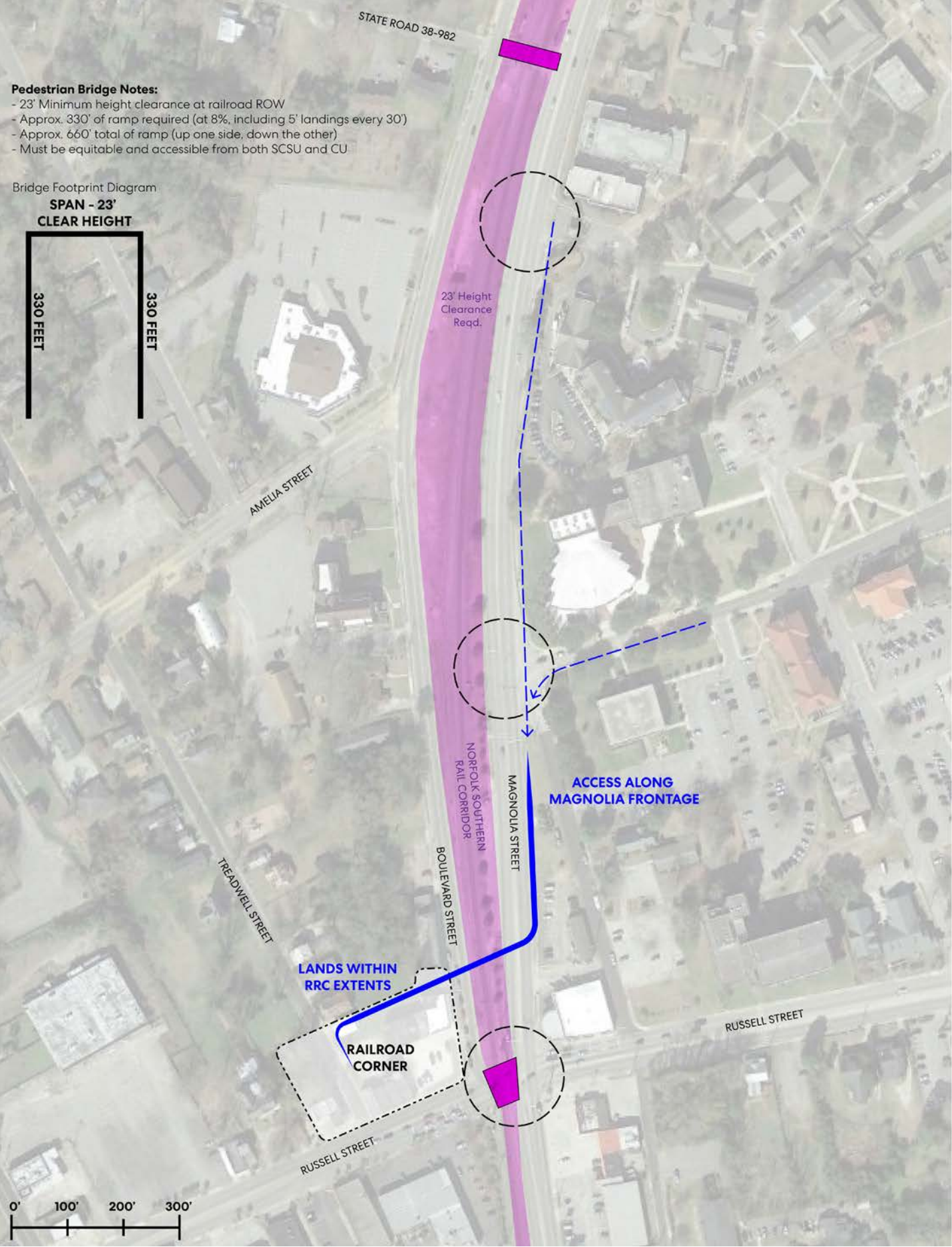
Hyatt Place / Florence, SC

Public Realm & Connectivity: Gateway Pedestrian Overpass Studies

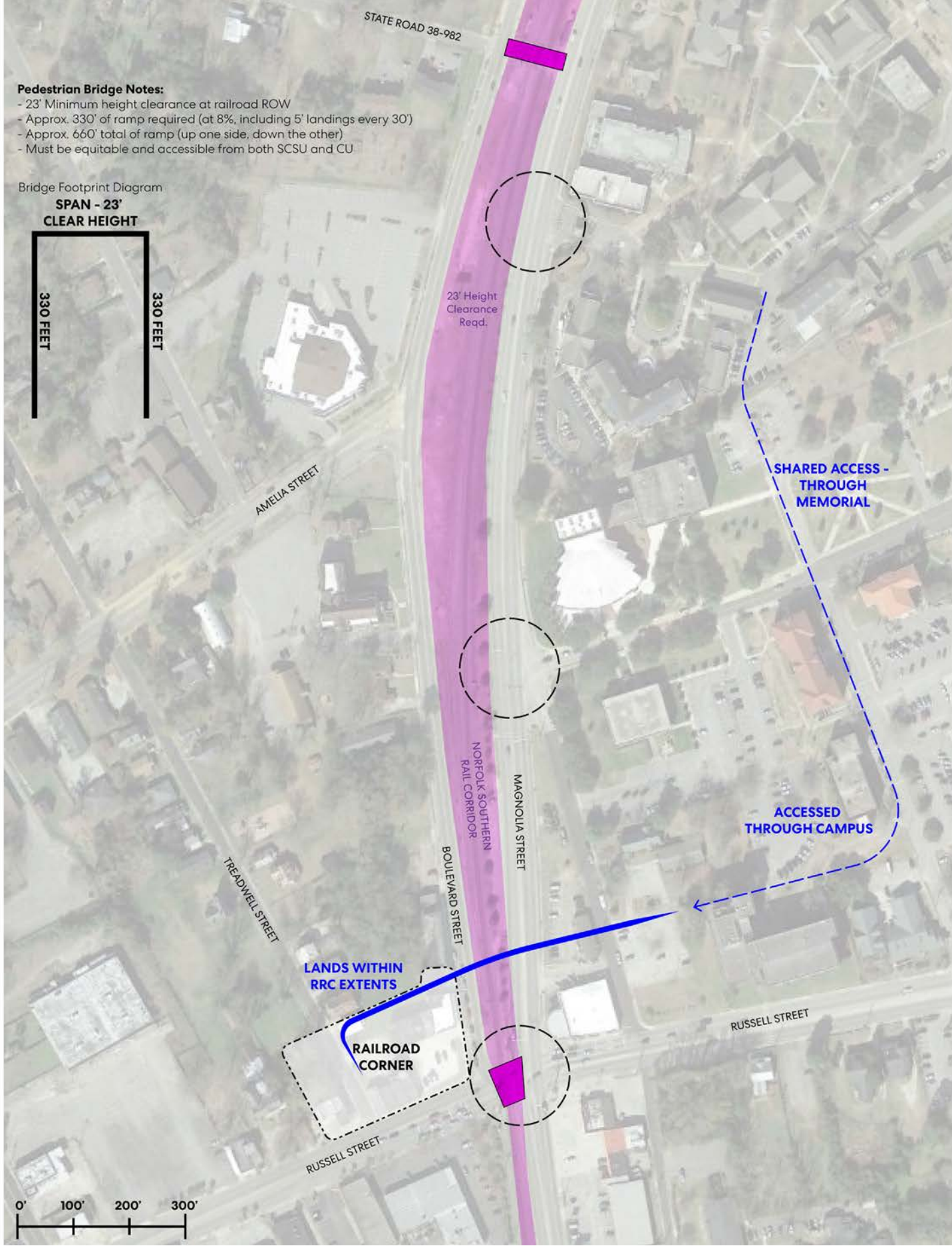
Analysis



Scenario A - Magnolia Street

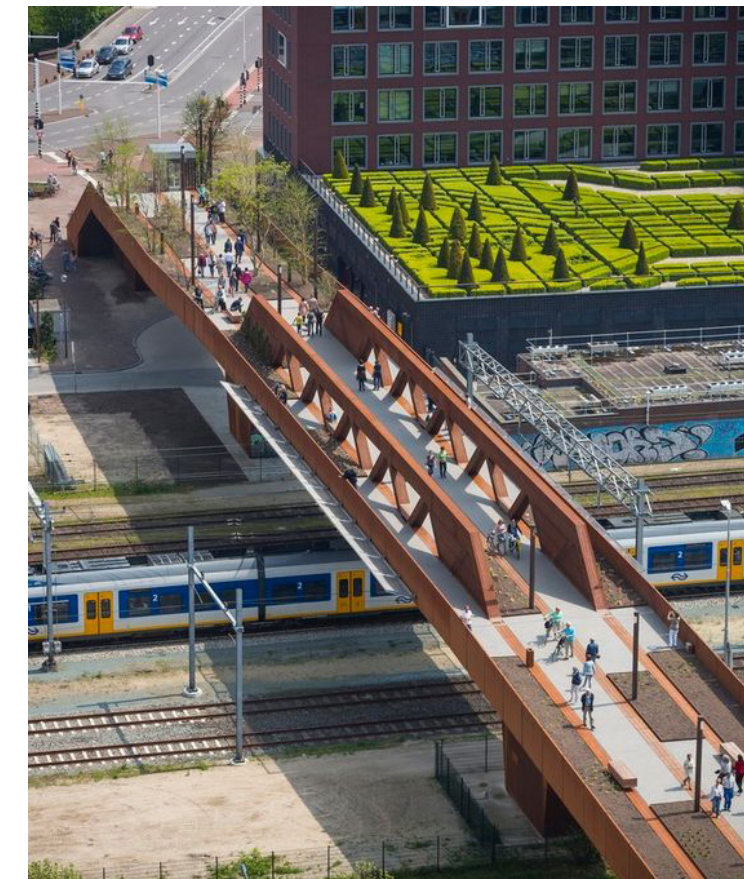
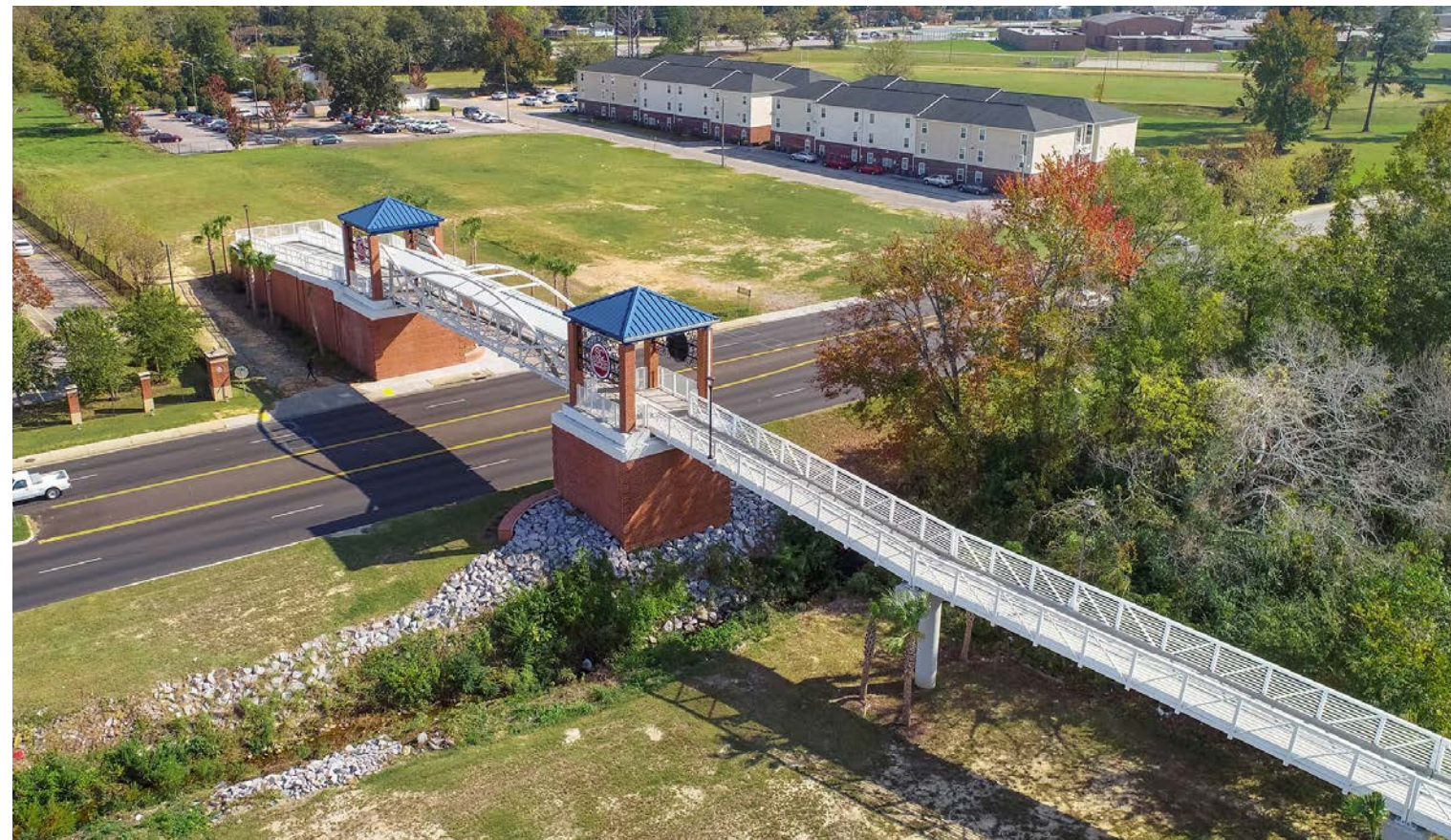


Scenario B - Cultural Trail



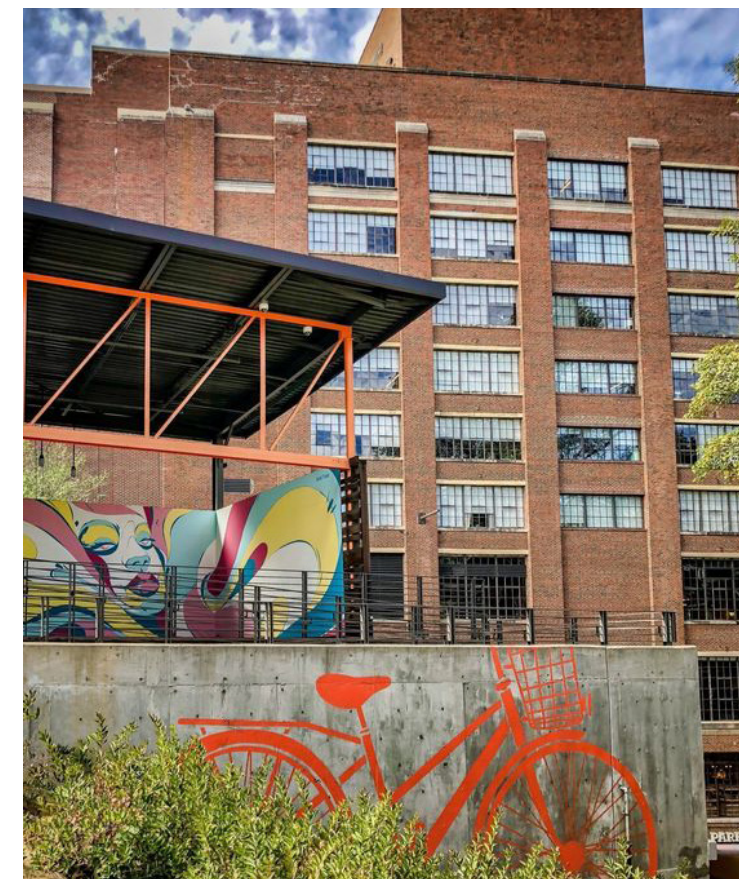
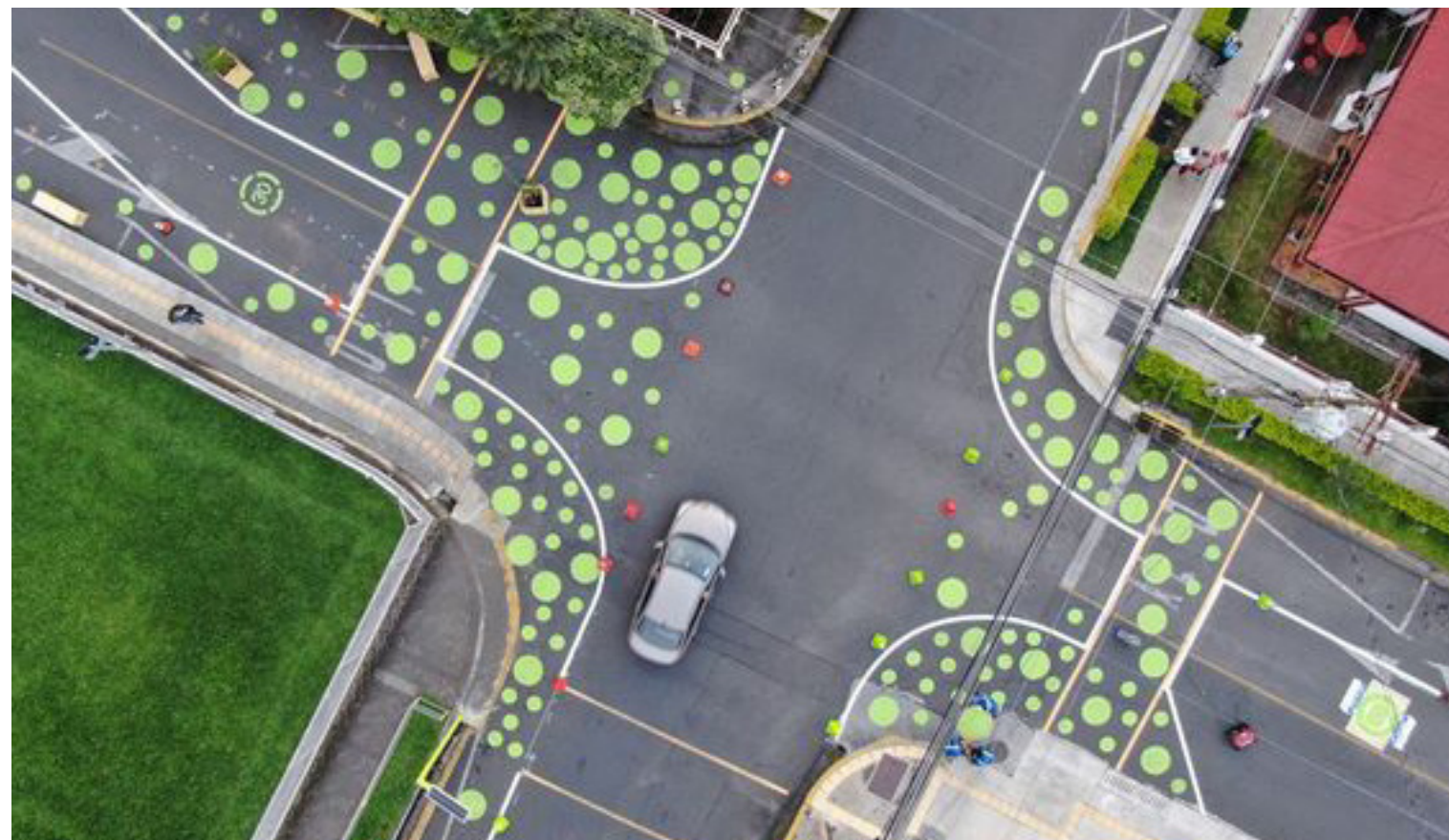
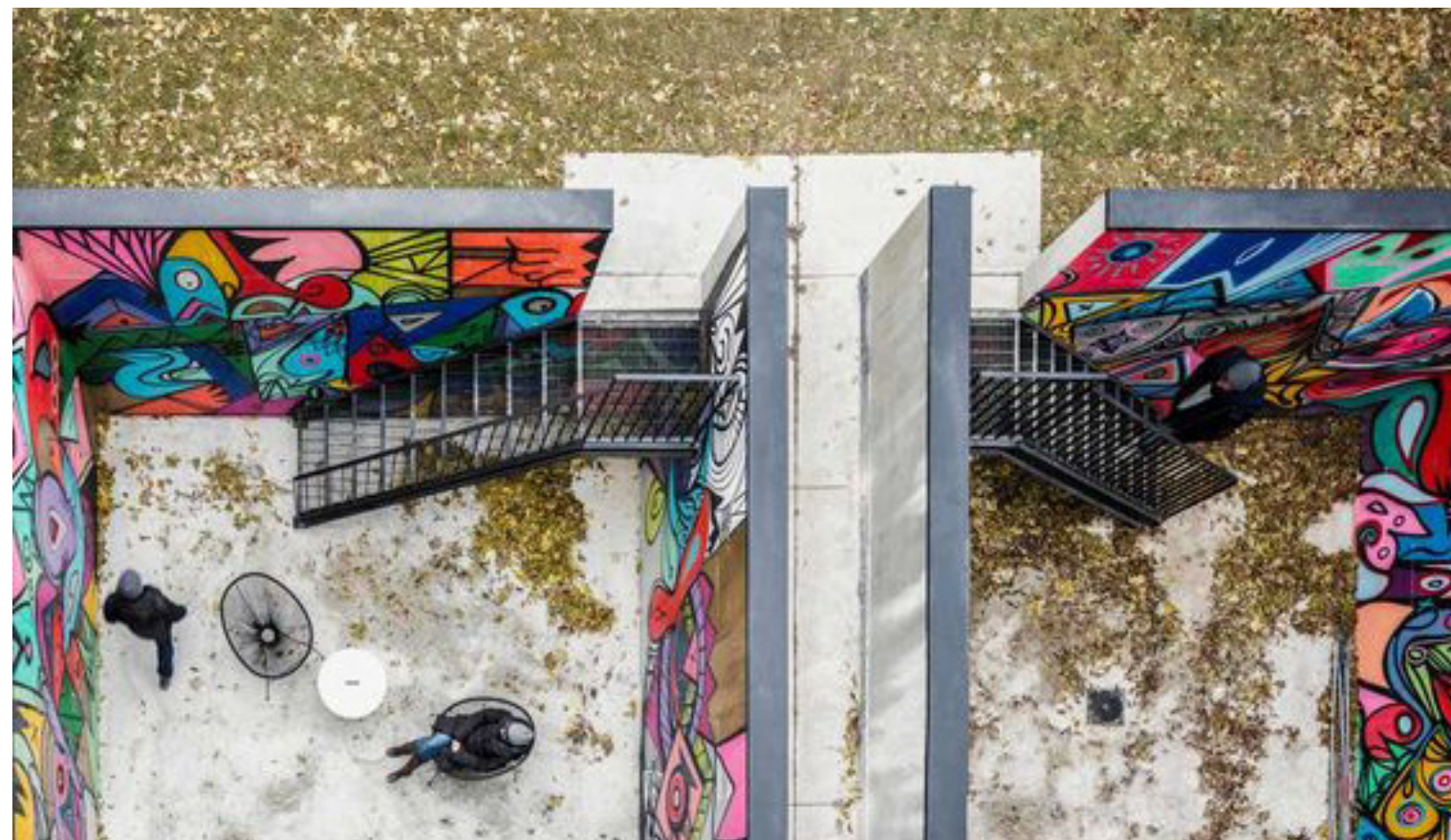
Public Realm & Connectivity: **Pedestrian Overpass VS At Grade Crossing**

Key Considerations: create identity & gateway; safe connections and pedestrian



Public Realm & Connectivity: **Incorporating Art & History**

Key Considerations: celebrate site characteristics; embrace community; placemaking



Regional Case Studies

Key Observations: authenticity; embracing context and history; continuity of public realm



Kress Corner / Florence, SC



Downtown / Florence, SC



Green Alley / Florence, SC



Kress Corner / Florence, SC



Sumter Brewery / Sumter, SC



Hyatt Place / Florence, SC

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