

Noisette.

# The New American City™

*...a time whose idea has come*



**Building Sustainable Communities for  
All in the 21st Century**  
**“City Crafting” the New  
American City**

Southeast Watershed Conference  
August 14, 2008



*Noisette.*

“In times of change, the learners will  
inherit the Earth while the knowers will  
find themselves beautifully equipped  
to deal with a world that no longer exists.”

-Eric Hoffer





# Values & Principles

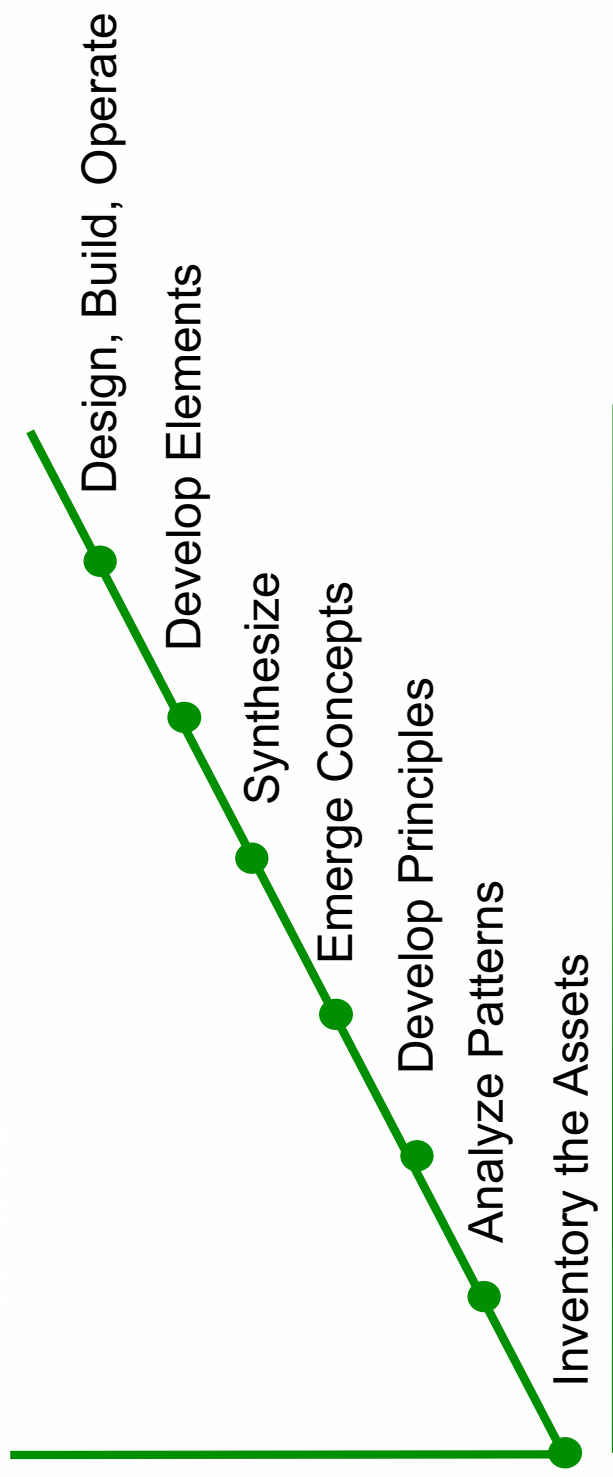
## Socially Durable Communities

- Each member understands the unique heritage and history of their physical and social community.
- Each member holds in common a vision for the future to which they contribute.



# Values & Principles

*Noisette.*





# Success Chronology

**Chapter 1 - Master plan for  
the Noisette Community**

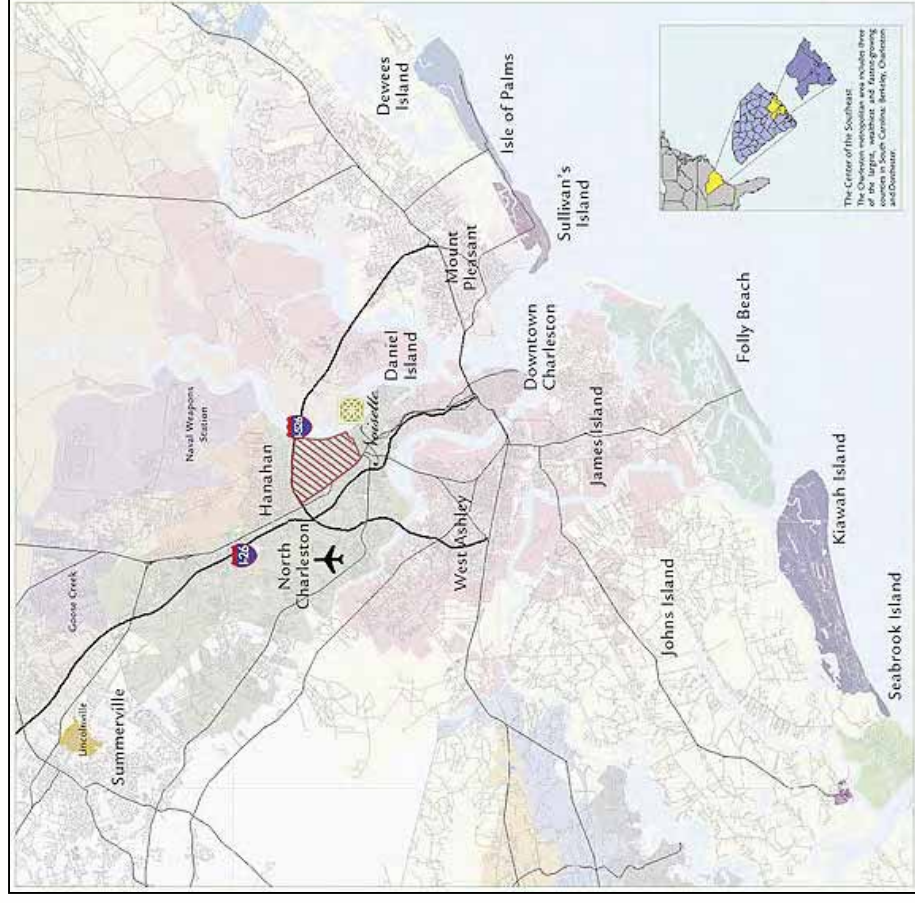
**Chapter 2 – The New  
American City™**

**Chapter 3 – Navy Yard at  
Noisette™**

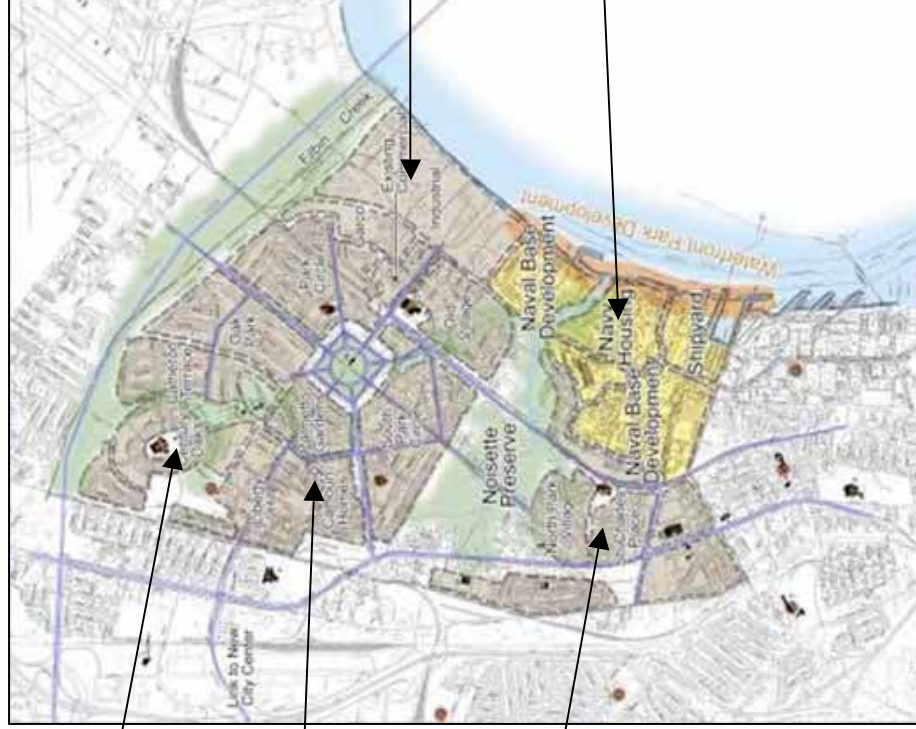


## Welcome to the New American City

- Noisette is a 3,000-acre sustainable community being developed in the heart of the Lowcountry of Charleston, South Carolina.
- Located midway between New York and Miami, and within a short drive of population centers like Charlotte, Atlanta and Jacksonville.



# 2001 City Priority Areas



Century Oaks

Calhoun  
Homes

North Park  
Village

Garco

Naval Base  
Development





# Noisette Area

## March 2001

- Median income 50% of South Carolina mean income
- Home ownership 32%
- Property Value: 20 years - flat or declining
- Housing - \$54 per SF, 270 days on the market
- Commercial - \$40-50,000 per acre
- E. Montague business district - 70% vacant
- Schools - 13 schools - Highest concentration in Charleston County
  - Worst: 6th - 8th grade - 50% drop out rate
  - 9th - 12th grade - 70% drop out rate
  - Best: 4 Magnets - arts, academic, military & technology
- Crime 70% of North Charleston emanates from these neighborhoods
- Navy Base land 100% in Federal ownership



# Restoring a Garden City

Chicora Park



Landscape : Art : Nature

Charleston Navy Yard



Economic Development

Park Circle



Living : Community

RESTORATION





# Redevelopment Strategy

## **Public Private Partnership**

- θ Master Plan 3,000 acres - community based
- θ Reconnect to the River - build Riverfront Park
- θ Purchase 340 acres of Navy Base “as is” appraised value as available
- θ TIF Districts investment plan for 3,000 acres

## **Re-brand the Noisette Area**

- θ Distinguish Noisette area from North Charleston
- θ Change regional perception
- θ Establish national model for sustainable development

## **Rebuild Community Self Worth**

- θ Community involvement model
- θ Establish common vision
- θ Understanding of unique history and heritage
- θ Rebuild neighborhood organizational structures



# Re-plan 3000 Acres

- I. Vision & Process
- II. Regenerative Land Use
- III. Restoring Natural Systems
- IV. Restoring Connections
- V. Neighborhoods as Catalysts for Change
- VI. Navy Yard at Noisette
- VII. Project Phasing
- VIII. Initiatives & Strategies
- IX. Benchmarks for Success
- X. Synthesis: The New American City™

