

Project Highlights:

- Public-Private partnership to revitalize 3,000-acre historic core of North Charleston, SC
- Noisette project launched in 2001 in response to the closure of the Charleston Naval Base in 1996
- Focus on *Triple Bottom Line* principles
- Planning efforts helped induce over \$500,000,000 in public and private investment
- Non-profit infrastructure established to address education, social justice and environmental health.

Noisette Project

CityCraft Team Members: John Knott, Jim Haley, Jeff Baxter
Master Planning: Burt Hill Architects, BNIM Architects

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CityCraft Services: Community Engagement & Planning with CityCrafting Process

The Noisette Project was launched in 2001 to improve the quality of life for residents in the southern section of North Charleston, SC. Covering a 3,000-acre area, a unique public-private partnership between The Noisette Company and the City resulted in the creation of an internationally recognized plan for revitalization. Over a ten year period, intense collaboration, community involvement and strategic implementation has resulted in over \$500 million in public and private investment.

In the late 1990's, the City of North Charleston was faced with the consequences of gradual disinvestment, a negative stigma and the closure of the Charleston Naval Base—the region's largest employer—in 1996. The City, under the leadership of Mayor Keith Summey, determined that a bold plan must be developed to counteract the closure of the naval base. Mayor Summey enlisted the help of John Knott to

develop a blueprint for the sustainable revitalization of the Noisette area. An early pioneer in the green building movement, Mr. Knott brought the philosophy of *Triple Bottom Line* thinking to the Noisette Project—an equal focus on environment, community and economics.

In 2003, the North Charleston Noisette Community Master Plan was completed and accepted by the City. Due to the extensive community involvement, the master plan set forth a common vision for the future. The school district began reinvesting in schools; a consortium of non-profits was created to address education, crime, environmental justice, arts, and to increase the economic opportunities for residents; new green and high-quality affordable housing has been constructed; local businesses have been spawned and attracted to the area; streetscape and infrastructure improvements have been made; and a new 15-acre public riverfront park was constructed.

Recognition

The Noisette Master Plan was awarded an Award of Excellence in Planning by the American Society of Landscape Architects in 2005. Over the past several years, the Noisette area has won awards or been recognized by the Home Depot Foundation, *This Old House Magazine*, the National League of Cities, *Cottage Living Magazine*, *Green Builder Magazine* and *Men's Journal*.

Non-Profit Infrastructure

To support the goals set forth in the Noisette Master Plan, a non-profit infrastructure was setup to carryout social, environmental and cultural initiatives. Some of the entities and programs are listed below:

- ▶ The Noisette Foundation
- ▶ Sustainability Institute
- ▶ The Michaux Conservancy
- ▶ SC Strong
- ▶ Historically Underutilized Business Academy
- ▶ Civic Justice Corps

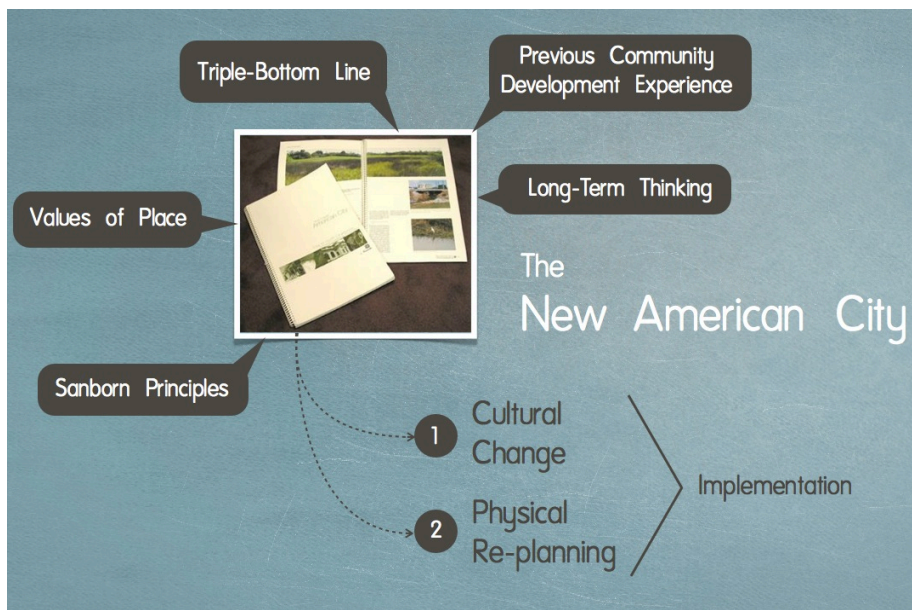
Major Developments

Over the past 10 years, major projects and developments have commenced within the 3,000-acre Noisette area including the following:

- ▶ Neighborhood Construction
 - ▶ Navy Yard at Noisette (mixed-use)
 - ▶ Oak Terrace Preserve (res.)
 - ▶ Mixson (mixed-use)
 - ▶ GARCO (mixed-use brownfield)
 - ▶ Horizon Village HOPE VI (res.)
- ▶ East Montague Streetscape Improvements
- ▶ North Charleston Riverfront Park
- ▶ New School Construction
 - ▶ Academic Magnet High School
 - ▶ School of the Arts
 - ▶ Creative Arts Neighborhood Elem.
 - ▶ North Charleston E.S.
 - ▶ North Charleston High Expansion

SC Green Building Firsts

- ▶ First LEED certified public school: North Charleston Elementary (silver)
- ▶ First LEED Platinum building: Half Moon Outfitters
- ▶ First LEED CI: Noisette Urban Alliance Studio
- ▶ First LEED Neighborhood Development: Navy Yard at Noisette



▲ The North Charleston Noisette Community Master Plan was developed during a 2-year community involvement period from 2001 to 2003. The plan incorporated the best principles of sustainable community building and long-term thinking. Unlike most master planning efforts, the Noisette plan went beyond just physical improvements and addressed cultural change. Think of the cultural change component as the guide to operate a sustainable city—or software—with the physical improvements being hardware.

▼ The Noisette area has experienced a remarkable turnaround since 2001. The chart below lists some of the project successes

