About the Competition

ULI Charlotte, ULI South Carolina, and ULI Triangle invite teams of architects, landscape architects, designers, planners, artists, students, and members of the real estate development community to submit visionary proposals for redevelopment of a vacant city block on the historic Georgetown, S.C. waterfront and a neighboring city-owned island.

Submissions by multi-disciplinary teams are encouraged and at least one team member must be a ULI member. The purpose of the competition is to gather ideas to stimulate discussion and to encourage bold ideas and practical solutions that address the issues facing a particular site and community. Proposals should lead to bold ideas and inquiry into the highest and best use of the site—ultimately arming the client organization with fresh thinking and usable insight into real challenges. The competition will not require proposals to show financial feasibility, but teams should consider market realities and viability.

The competition finalists will be announced prior to the 2018 Carolinas’ Meeting and will present during a session at the conference in front of an audience of their peers. All teams will be invited to display their submission on a board during the Meeting.

There is no commitment by ULI or the sponsor to develop or implement any of the ideas submitted.

About ULI

The Urban Land Institute is a 501(c)(3) nonprofit research and education organization supported by its members. Founded in 1936, ULI has more than 39,000 members worldwide, representing the entire spectrum of land use and real estate development disciplines working in private enterprise and public service. As the preeminent, multidisciplinary real estate forum, ULI facilitates the open exchange of ideas, information, and experience among local, national, and international industry leaders and policy makers dedicated to creating better places.

The mission of the Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

Members say ULI is a place where leaders come to grow professionally and personally through sharing, mentoring, and problem solving. With pride, ULI members commit to the best in land use policy and practice.
Site Description

Location & Context
The roughly 22-acre site is located on the Sampit River, including most of both Goat Island (21.32 acres) and the 700 Block of Front Street (.45 acre), in downtown Georgetown and is part of the core commercial area of the City and a proposed TIF District. The area, located in the heart of the historic district, is situated next to the Maritime Museum and is across from both the South Carolina Ports Authority of Georgetown and the Georgetown Steel Mill which is currently closed, but is being considered for reopening by another steel company.

The 700 block of the site was destroyed by fire in 2013 and has suffered severe damage from both the flood of 2015 and Hurricane Matthew in 2016. A $15 million dollar boutique hotel is currently being planned for the harbor/waterfront and would include a conference facility, restaurant, parking, and a marina. Located off of U.S. Highway 17, about 1 hour's drive to both Charleston and Myrtle Beach and a part of the Gullah Geechee Cultural Heritage Corridor, the site is less than 5 miles away from the Georgetown Airport, Horry-Georgetown Technical College, and Hobcaw Barony, a 16,000-acre privately owned research and cultural reserve.
Size & Physical Attributes
The nearly 22-acre site is a combination of two main parcels: most of the 700 Block (713 – 723) which is owned by Long Shot LLC (05-0029-098-00-00, 05-0029-099-00-00, 05-0029-100-00-00, 05-0029-101-00-00, 05-0029-101-01-00, and 05-0029-102-00-00) and Goat Island, comprised of 6 parcels (05-0029-116-00-00, 05-0032-045-00-00, 05-, 05-0032-046-00-00, 05-0032-047-00-00, 05-0032-048-00-00) owned by the City of Georgetown. The 700 Block is in the core commercial district, but still is vacant, while Goat Island is undeveloped land.

Brief History
Goat Island is a small, wooded island that sits within the Sampit River, separating the Port of Georgetown and the Georgetown Historic District. Goat Island was created by virtue of a dredging project, which was conducted near the beginning of the twentieth century. In order to provide better navigation to the port, and to the Sampit River, in general, a cut was created to eliminate a severe horseshoe bend in the river. The isolated remainder of high-ground became “Goat Island” named after the goats which inhabited the island at one time; however, there are currently no goats on the island. Before being isolated as an island, the property was owned by the Atlantic Coast Lumber Company, one of the largest sawmills in the world in the nineteenth and early twentieth century. It is thought that some of the company’s operations may have been conducted on Goat Island, which was then connected to the mainland. Before the fire of 2013, the 700 Block of Front Street (711 – 725) was a thriving commercial block with restaurants, a flower shop, a bookstore, and residential units on the upper levels.
Stakeholders
Abutting the Maritime Museum, 6 out of the 8 parcels (713 – 723) that make up the 700 Block is controlled by one entity and is currently under a 5-year lease to the Maritime Museum. It is used by the Museum for their annual Wooden Boat Show that attracts over 25,000 visitors annually. Two other private stakeholders control 725 (00-0029-097-00-00) and 711 (00-0029-102-01-00) which are located at the extreme west and east ends of the 700 Block, respectively. With respect to Goat Island, the owner of the lower parcel (00-0029-102-00-00) is a stakeholder who made the terms of donating the 5 upper parcels to the City conditioned upon a Master Plan being completed to his liking which was done in 2013.
Zoning & Applicable Plans/Policies

Goat Island is currently zoned neighborhood commercial (NC) and Conservation Preservation (CP), while the 700 Block is zoned Core Commercial (CC). The 700 Block is part of the Core Commercial (CC) district and permits a variety of commercial uses and second story residential uses. The distinguishing characteristics of this district include minimal setbacks (in most cases, no setback), exemption from parking requirements, and an allowance for certain over-water uses. Goat Island has two kinds of zoning: 1) Conservation Preservation (CP) which implies the primary purpose is to protect sensitive areas such as marshes, wetlands, and shoreline areas; and 2) Neighborhood Commercial (NC) which permits single-family dwelling and a limited number of nonresidential uses with commercial uses typically limited to building floor areas of 2,000 square feet or less (it is likely that the NC zoning might be changed to CP).

The City of Georgetown completed a master plan for its portion of Goat Island in 2013. As of this brief, no master plan has been developed for the 700 Block, which is largely vacant. Teams are not constrained by the designs and objectives of the Goat Island Master Plan. The plan is provided for background purposes only.

Transportation & Transit

Front Street is the heart of the City’s commercial core and acts as its main street. It has an average annual daily traffic count of 4,700. US Highway 17/Fraser is a major thoroughfare which leads to Charleston to the south, crosses Front Street within a few blocks of the subject sites and has a traffic count of 15,800. US Highway 17 connects to Church Street leading to Myrtle Beach to the north and has a traffic count of 22,800.
Existing & Proposed Uses
Part of the subject site is currently a greenfield, but it is likely that it may have been a part of the Atlanta Coast Lumber Company (ACL) before being isolated as an island. The Atlantic Coast Lumber Company was one of the largest sawmills in the world in the nineteenth and early twentieth century. Therefore, Goat Island could also be considered a brownfield.
Map 1
Conceptual Master Plan from Goat Island Master Plan

CONCEPTUAL MASTERPLAN

GOAT ISLAND MASTERPLAN
CITY OF GEORGETOWN, SC
OCTOBER 24, 2013
**Competition Guidelines**

**Eligibility**
Submissions by multi-disciplinary teams are encouraged. Teams may be composed of students and/or professionals, with no less than three and no more than eight members. At least one team member must be a ULI member.

A Team Leader must register for the competition by 5:00 p.m. on Friday, December 22. Registered teams have until 5:00 p.m. Friday, January 5 to submit a final team roster.

**Anonymity**
Competitors must not communicate with the jury about the competition in any way until a public announcement of the winners is made. Any competitor or juror found in active violation of this rule will be disqualified immediately.

All first round entries must be submitted without any marks, logos, or writing that identify their authorship.

Once the jury has finished their deliberations, and the determination made as to the finalists, the names of the competitors will be revealed to the jury.

**Ownership & Copyright**
All materials submitted to the competition become the property of ULI and will not be returned. ULI retains rights to publish and exhibit all entries as detailed in the section “Exhibition & Publication” below without limitation. ULI reserves the right to utilize all materials submitted in any publication or promotional endeavour in perpetuity, and without compensation to the entrants.

Each competitor will retain full copyright of all their materials unless otherwise assigned. Each team retains the right to publish and exhibit their own entry.

**Exhibition & Publication**
ULI intends to exhibit all or a selection of competition entries in a number of venues which may include online, in print, and in public at the Carolinas’ Meeting. Further, we intend to publish winners and selected entries to the competition both online and in print. Every effort will be made to properly credit the appropriate competitors in any exhibition, publication, or website, although ULI accepts no responsibility for failure to do so.

**Questions & Answers**
All questions regarding the competition should be forwarded to richard.cox@uli.org by 5:00 p.m. on Tuesday, January 16. Questions will be answered on a rolling bases and shared with all teams.

**Schedule**
- **December 22**: Team leader registration due (5:00 p.m. EST)
- **January 5**: Final team rosters due (5:00 p.m. EST)
- **January 8**: Competition begins (12:00 p.m. EST)
- **January 16**: Deadline for Questions
- **February 2**: Competition ends; deadline for submissions (5:00 p.m. EST)
- **February 8**: Finalists notified
- **February 12-13**: Carolinas’ Meeting
- **February 13**: Finalists present during Urban Ideas Competition session (9:15 a.m. EST)
Submission Requirements

Slide Deck
A slide deck presentation is due at the close of the competition on February 2. The presentation must meet the following requirements:

» 16:9 slide size ratio

» PDF format only

» No more than 15 slides

» One cover slide with assigned team number for identification

» Include:
  › One conceptual statement (500 word maximum) describing the proposed design and development program
  › Site Plan
  › Sections, elevations, sketches, 3D renderings and/or photographs

Maps, plans, and drawings may be at any scale, but the scale you have chosen to use should be clearly indicated. All submissions should include the following five general elements: (1) planning context and analysis, (2) master land use plan, (3) urban design, and (4) site-specific illustrations.

The details of these elements are left up to you, but below are some suggested considerations:

» Planning Context & Analysis
  › circulation (pedestrian, vehicular, transit, bicycle, etc.)
  › open space
  › environmental and sustainability considerations
  › image and character of the area
  › social and economic concerns
  › community planning and infrastructure concepts
  › private sector development concepts

» Master Land Use Plan
  › land and building uses
  › blocks and streets
  › location of transit line(s) and stops/terminals
other public infrastructure
connections to neighboring blocks
general concepts for landscape and open space

Urban Design
transit and other infrastructure
greenways and open spaces
paths, bikeways, pedestrian connections, and other means of access to the neighborhood
environmental, sustainability, and aesthetic values

Site-specific Illustrations

Your presentation should include annotated illustrations that zoom in on the site. This content might include plans, elevations, sections, and other renderings.

Presentation Board
All teams are expected to display a 36”x48” presentation board at the 2018 Carolinas’ Meeting in Greenville, February 12-13. The board should include your conceptual statement, site plan, and any other illustrative images you choose to include from your entry. The board should also include your team/project name and team member names and organizations, and may also include organization logos.

Presentation Boards will be submitted in high resolution PDF format along with slide decks at the close of the competition. Boards will be professionally printed/mounted and transported to the Carolinas Meeting by ULI.

Deadline
Slide Decks and Presentation Boards will be submitted electronically. Each team lead will be provided a unique upload link toward the close of the competition. Submissions must be uploaded by 5:00 p.m. EST on Friday, February 2.
The jury will select finalists that it deems as having best satisfied the combination of criteria as outlined in the competition challenge and described below.

Proposals should integrate planning and design decisions with a reasonable level of feasibility, and demonstrate awareness of design issues contributing to a workable, livable, sustainable configuration of development.

Proposals should also demonstrate an understanding of factors at play in building a sustainable and thriving community.

**ULI Ten Principles for Building Healthy Places**
- 1. Put People First
- 2. Recognize the Economic Value
- 3. Empower Champions for Health
- 4. Energize Shared Spaces
- 5. Make Healthy Choices Easy
- 6. Ensure Equitable Access
- 7. Mix It Up
- 8. Embrace Unique Character
- 9. Promote Access to Healthy Food
- 10. Make It Active

While the jury may not ignore any of the above criteria, it may, if it wishes, use additional criteria in making its final decisions. The jurors will also rely on their knowledge and experience based on their expertise in land use. ULI strives to conduct a thorough, fair, and rigorous jury evaluation process. As a general rule, teams should make their presentations as clear and easy to understand as possible and strive to make a meaningful first impression by packaging presentations in a compelling and succinct fashion.