

City of Charleston

DESIGN DIVISION

REPORT 03

CITADEL MALL



OCTOBER 2014

CITADEL MALL

October 2014

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WELCOME

What to do with an ailing shopping mall? This question has confronted many communities across the country. Since the recession, some have converted to other uses such as medical or industrial campuses, but we think Citadel Mall can become something more meaningful, as a new town center for all of West Ashley.

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INTRODUCTION

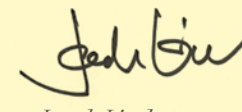
A New Center for West Ashley

Around the country, enclosed malls are being redesigned, rebuilt and revitalized. This isn't anything new: dying malls from Colorado to Virginia to Florida have been redeveloped into new, dynamic places.

The Great Recession caused a temporary stop on the construction of enclosed malls, and in 2007, for the first time in 50 years, no new malls were built in America. Since that time, only one additional enclosed mall has opened, in 2012, in Salt Lake City. This one project notwithstanding, enclosed shopping malls may be a thing of the past for the USA.

Citadel Mall in West Ashley is symptomatic of the larger issues facing malls across America. Its former regional draw has dwindled and it now serves a more local audience. Retail spaces are unleased or underutilized. Rather than see this asset decline, we have studied Citadel Mall and believe it can better serve the community in a revitalized form.

This study envisions a redevelopment of the mall into an open-air, mixed use neighborhood. We have based this concept on built precedents around the country, and believe its overall redesign is feasible under realistic market conditions. While Citadel Mall could go in many different directions for the future, this type of redevelopment would be the highest and best use, creating a place that benefits all residents of West Ashley.



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ORIENTATION MAP



STUDY BOUNDARY

For this development study, we used the map, displayed at right, as our base. It indicates:

- 1** A site boundary including Citadel Mall properties, its outparcels and the South Park property border Sam Rittenberg Blvd, roughly 120 acres;
- 2** Respecting the existing property lines, including anchor tenant properties which are owned by their parent corporations;
- 3** Preservation of 4 of the 5 existing anchor tenants;
- 4** Respecting adjacent entry drives and lighted intersections to create the best possible entrances to a redeveloped Citadel Mall.



GOALS FOR REDEVELOPMENT

1 DIVERSIFY THE ECONOMY

Rather than a single use, retail mall, the redeveloped property should build a diverse economic base. It should include a mix of regional and local retail, providing neighborhood services in addition to conventional shopping. It should also include office space, located near dedicated structured parking. Finally, the site's location within the region is perfect for additional hotel uses.

2 BUILD THE PUBLIC REALM

As a part of the redevelopment process, we recommend construction of new spaces for the public, including parks, squares, outdoor dining, a town hall or civic site, and even places for enclosed recreation such as a regionally significant natatorium.

3 PROVIDE HOUSING OPPORTUNITIES

Rather than a simple retail redevelopment, we recommend building a variety of new housing opportunities, most likely in multifamily apartments over retail. The site has capacity for at least 300 residential units and perhaps more, wrapping a central parking garage.

4 CREATE WEST ASHLEY'S DOWNTOWN

Most importantly, the redevelopment should create a new center for West Ashley, with the above mentioned changes. This opportunity could spark larger redevelopment in the area and give West Ashley a better position for competition in the region.



Above: Existing conditions.

CASE STUDIES

Similar redevelopments across America

Mixed use redevelopments have been built successfully across the US. Here are three examples of malls that have undergone similar redevelopment processes.

BELMAR

Lakewood, CO
97 Acres

Formerly known as the Villa Italia Mall built in 1966, the stagnant mall structure was completely demolished in 2002 and split into 22 city blocks. A mix of uses including open air shops, office spaces, green areas, 1,300 residences, and a public arts program replaced the old mall.



MASHPEE COMMONS

Mashpee, MA

Once a common shopping center, Mashpee Commons was redeveloped gradually into a mixed-used complex built to resemble a New England town center. The master plan allows for 365,000 square feet of retail, office, restaurants and 100 housing units but has been recently expanded to include six mixed-use neighborhoods with an open space following New England architecture.



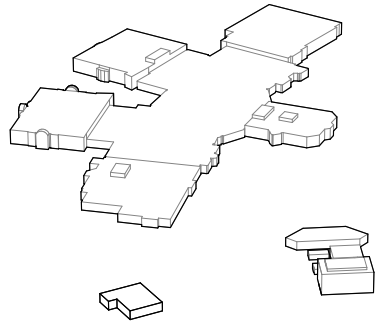
WINTER PARK VILLAGE

Orlando, FL
41 Acres

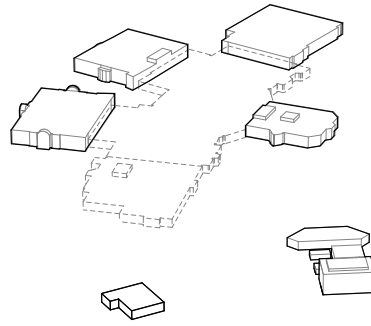
After being one of the biggest enclosed malls in the South at its construction in the early 60's, Winter Park Mall became virtually vacant by 1996. The in-line portion was later demolished leaving only two anchor buildings and was redeveloped to a mixed-used open air complex. Winter Park Village now has a variety of upscale restaurants, shops, and groceries.



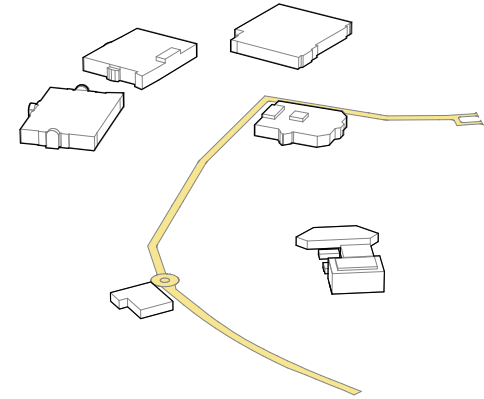
THE REDEVELOPMENT PROCESS



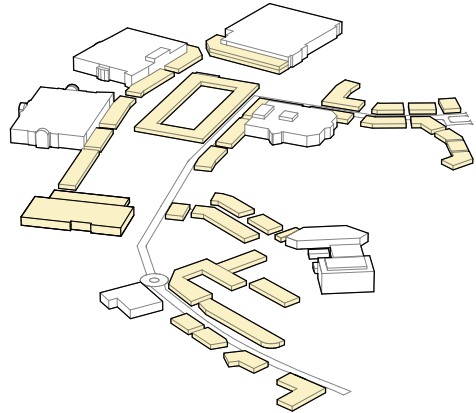
1 EXISTING CITADEL MALL AND SOUTH PARK



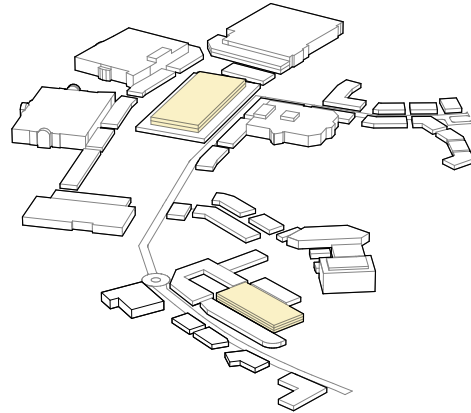
2 REMOVE PORTIONS OF EXISTING MALL



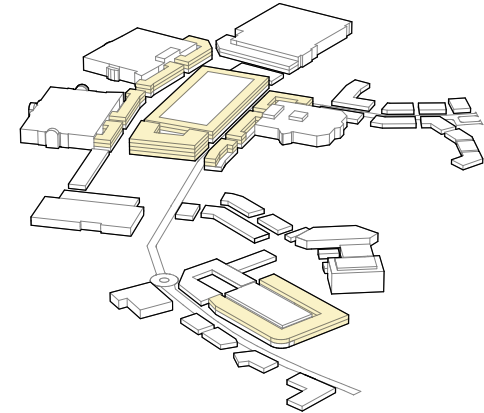
3 CREATE NEW MAIN STREET



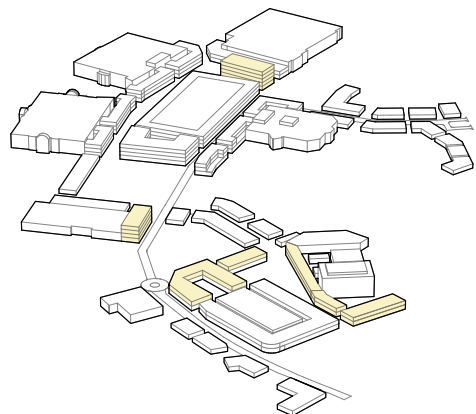
4 NEW RETAIL



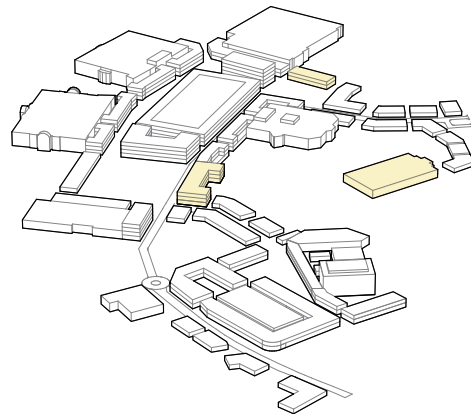
5 PARKING STRUCTURES



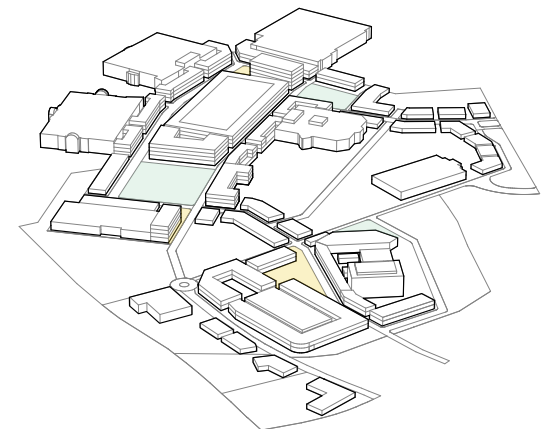
6 RESIDENTIAL ABOVE RETAIL AROUND DECKS



7 OFFICES



8 SPECIAL USES



9 PUBLIC PARKS AND OUTDOOR SPACES

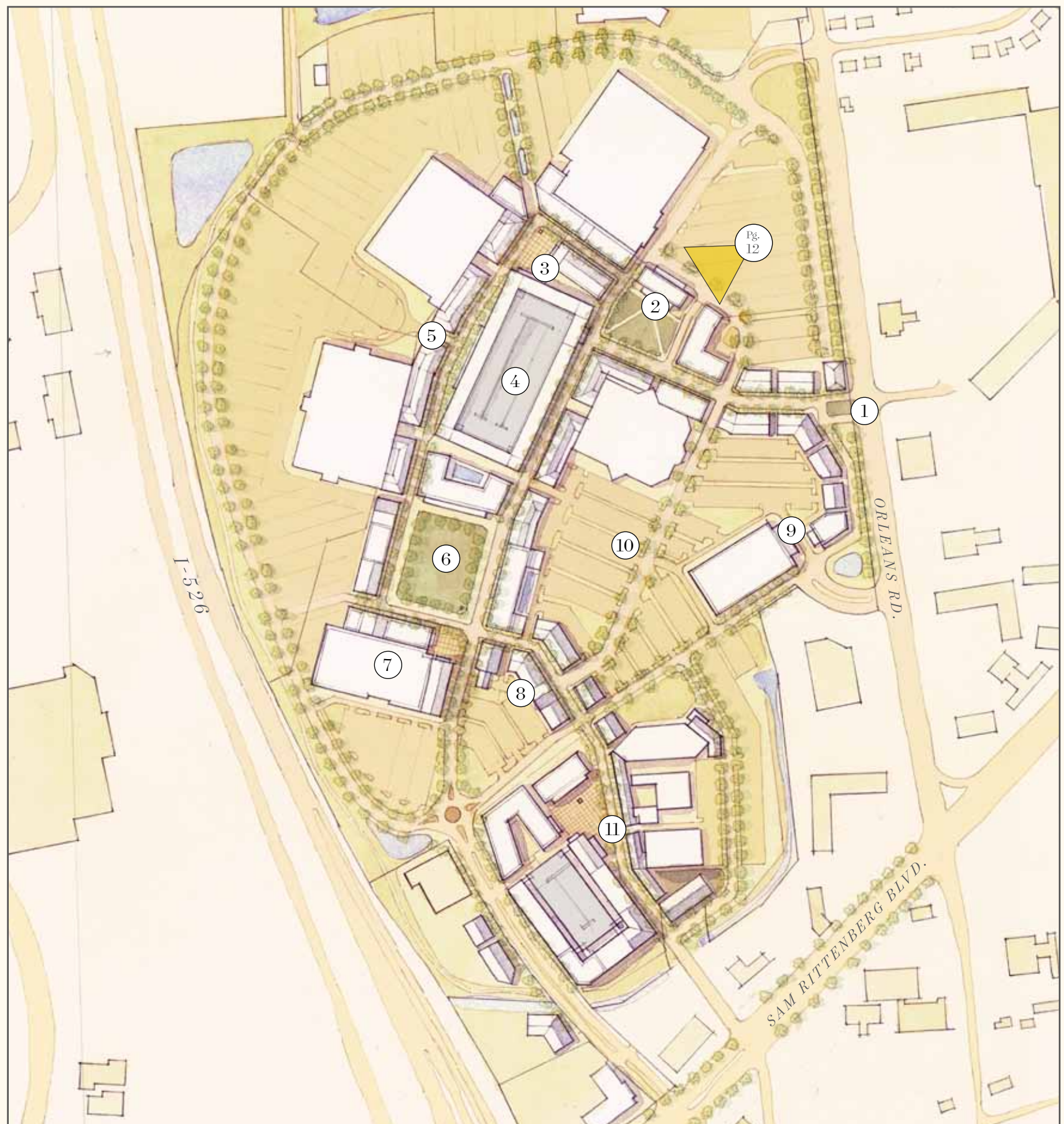
LONG TERM CONCEPT PLAN

New Construction Replaces the Mall

- 1** A new primary entrance aligns with the adjacent shopping center and creates a new main street.
- 2** Public square with space for a civic building, facing both the redeveloped mall and existing parking for Target.
- 3** A detached multi-story office building fronts a small square for restaurants and outdoor dining, located within walking distance to the nearby cinema (located to north, just off image)
- 4** Center parking deck would be wrapped with residences and ground-floor retail.
- 5** Multi-story liner buildings wrap the existing “anchor” retailers to create a great street experience. These should include residential above ground-floor retail.
- 6** A new town green for West Ashley, located on a former anchor tenant location, would be large enough for events and provide a great public space.
- 7** Space for a large-footprint building with additional retail or offices.
- 8** Outparcel retail helps frame the connection to South Park.
- 9** Space for a detached large-footprint building.
- 10** Redesign parking where possible to minimize runoff and introduce natural infiltration methods.

Redevelop South Park

- 11** A small wrapped parking structure, combined with liner buildings, can recreate South Park as a mixed-use destination that works seamlessly with the redeveloped Citadel Mall.





NEW PUBLIC SPACES

This image shows a conceptual view of the redeveloped mall. In the upper left corner is the existing JCPenny, and in the lower right is the existing Target, but the existing mall portion has been redeveloped into a mixed-use, walkable place. At the center is a new wetland park with a new civic building.

Existing Target

Residences above retail

Civic Site or West Ashley Town Hall

Parking deck wrapped with retail and residences



Wetland park

Residences above retail

New main street

A MAIN STREET

This redevelopment scenario creates a series of streets, but has one single main street as the primary shopping avenue, anchored on either end by a major public park. This view is shown looking south from the wetland park, as indicated on the aerial drawing on page 13.



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