

Daniel Island

Charleston, South Carolina

Project Type:
Residential

Case No:
C036022

Year:
2006



SUMMARY

Daniel Island is a master-planned community located on an island of the same name at the northern end of Charleston, South Carolina. Developed by the Daniel Island Company, the project embodies new urbanist principles while providing retail, employment, and a range of housing opportunities. At buildout, expected in 2015, the 4,000-acre (1,619-hectare) development will contain 6,000 homes, two golf courses and a country club, 2 million square feet (185,800 square meters) of office space including a corporate headquarters and regional offices, 1.2 million square feet (111,480 square meters) of retail space, three schools, a marina, and at least 400 acres (162 hectares) of open space.

FEATURES

- Island Location
 - Traditional Neighborhood Development
 - Mixed Use—Three Uses or More
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Subcategory: Planned Communities

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LOCATION

Inner Suburban

SITE SIZE

4,000 acres/1,619 hectares

LAND USES

Single-Family Detached Residential, Townhomes, Condominiums, Apartments, Affordable Housing, Neighborhood Retail Center, Hotel, School, Golf Course, Open Space

KEYWORDS/SPECIAL FEATURES

- Island Location
- Traditional Neighborhood Development
- Mixed Use—Three Uses or More

WEB SITE

www.danielisland.com

DEVELOPER

Daniel Island Company
Charleston, South Carolina
800-958-5635

www.danielisland.com

LAND PLANNER

Cooper Robertson & Partners
New York, New York
212-247-1717

www.cooperrobertson.com

LOCAL LAND PLANNER

Design Works
Charleston, South Carolina
843-723-5525

www.designworkslc.com

GENERAL DESCRIPTION

Developed by the Daniel Island Company, Daniel Island is a 4,000-acre (1,619-hectare) master-planned community that will contain approximately 6,000 residences at buildout. It is intended to provide a range of housing types and prices, in addition to jobs and retail. The design of Daniel Island is modeled on new urbanist principles that promote sidewalks, open space, homes on narrow lots, rear alleys, mixed-use buildings, and strict guidelines to create a consistent feel. The plan and building designs are meant to represent the heritage of historic Charleston without directly copying it, and to serve as a logical extension of the city.

Daniel Island is divided into halves. The southern half contains several residential neighborhoods that have been erected in phases since 1996, as well as the area referred to as downtown Daniel Island. The northern half consists of Daniel Island Park, a residential community built around two golf courses and a country club.

Residential sales at Daniel Island started in 1996, and as of October 2006, nearly 1,800 units were built and occupied. As mentioned, homes come in a variety of styles, and as of autumn 2006 prices range from \$234,000 for condos in downtown Daniel Island to \$3.295 million for houses with golf course frontage. In addition, the development team will open up an apartment complex by the end of 2006, with units reserved for those earning up to 50 percent of the area median income. Residences are marketed from a centralized office and subject to design review using guidelines set by an architectural review board. Full buildout of Daniel Island is expected to occur by 2015.

Founded to develop Daniel Island, the Daniel Island Company oversees all development and owns a 50 percent stake in Daniel Island Associates, which handles residential development. The other 50 percent of Daniel Island Associates is owned by various investors, including Crow Holdings, J. Ronald Terwilliger, and Greystar Capital Partners. Formed by developers Frank Brumley and Matthew Sloan, the Daniel Island Company employs 22 people, and its philosophy is to create a high-quality master-planned community. As of fall 2006, the firm is in the planning phase for the development of another master-planned community in the Charleston area.

SITE

Daniel Island is located across the Wando River to the west of the city of Mount Pleasant and across the Cooper River to the east of North Charleston. The island was annexed by the city of Charleston in 1991. The middle of the island is approximately five miles (eight kilometers) directly north and 12 miles (19 kilometers) north by car of the historic center of Charleston. It is accessed via Interstate 526, which bisects the island from east to west, separating the development into its northern and southern halves. A single interchange provides access to the entire island.

For the second half of the 20th century, Daniel Island was owned by the Guggenheim family and used as a hunting retreat. Prior uses included farming and ranching, with some of the latter continuing until development began in the 1990s. Despite its proximity to Charleston, the island was difficult to access until I-526 was completed during the late 1980s. At that time, the drive to downtown Charleston was reduced to 15 minutes and to Charleston International Airport to ten minutes. The completion of I-526 made Daniel Island significantly more attractive for development.

The island is relatively level, with 2,500 of the 4,000 acres (1,012 of the 1,619 hectares) developable; the remaining acres are low-lying salt marshes or freshwater wetlands. A substantial wetland occupies the northern end of the island. The development plan is meant to protect wetlands, marshes, and channels, and incorporates them into public places such as parks and trails whenever possible.

DEVELOPMENT, PLANNING, AND DESIGN

Harry Frank Guggenheim purchased Daniel Island in 1947, and the Harry Frank Guggenheim Foundation owned it from 1971 until 1997, when it was sold to the Daniel Island Company. Despite the Daniel Island Company's ownership of the development, the Guggenheim Foundation still oversaw the creation of the Daniel Island master plan.

The master developer, the Daniel Island Company, oversees commercial development and land disposition for the project. Though officially a subsidiary of the Daniel Island Company, Daniel Island Associates is essentially one in the same, and is responsible for residential development.

For initial financing, the Daniel Island Company put up its land as equity, with Crow Holdings providing cash. Cash flow from sales of land to builders has provided financing on an ongoing basis ever since.

In 1993, the master plan for Daniel Island was adopted by the city of Charleston. Cooper Robertson & Partners was the primary master planner for the project, although other firms including Duany Plater-Zyberk & Company, Jonathan Barnett, and Travers Associates also furnished planning services. DesignWorks is a locally based planning firm that provides ongoing land planning services as each neighborhood is designed.

Charleston's mayor, Joe Riley, was instrumental in the planning for Daniel Island. As a supporter of sound urban planning principles and the recipient of the Urban Land Institute's J.C. Nichols Prize for Visionaries in Urban Development in 2000, he wanted the project to be an extension of the original historic core of Charleston and to fit with the planning principles of the city. The planning process included numerous public meetings and forums

PROJECT DATA			
LAND USE INFORMATION			
Site area (acres/hectares): 4,000/1,619			
Percentage complete: 30			
Gross density (units per acre/hectare): 4.5/11 (based on 1,344 acres/544 hectares zoned for residential development)			
LAND USE PLAN			
Use	Area (Acres/Hectares)	Percentage of Site	
Buildings	1,459/590.4	58.4	
Streets/surface parking	341/137.9	13.6	
Landscaping/open space	700/283.2	28.0	
Total	2,500/618.7	100.0	
RESIDENTIAL INFORMATION			
Neighborhood	Style	Units (Total/Sold)	Prices
Codner's Ferry Park	Single-family home	161/158	\$118,000–\$859,000
Etiwan Park	Single-family home	211/211	\$117,000–\$350,000
Cochran Park	Single-family home	89/69	\$232,000–\$1,225,000
Barfield Park	Single-family home and townhouse	84/64 41/41	\$173,000–\$760,000 \$168,000–\$280,000
Center Park	Single-family home and townhouse	363/301 49/49	\$205,000–\$926,000 \$194,000–\$294,000
Pierce Park	Single-family home and townhouse	35/35 99/99	\$382,000–\$655,000 \$226,000–\$598,000
Smythe Park	Single-family home	76/19	\$785,000–\$1,350,000
Pier View Condos	Condominium	72/0	\$219,000–\$635,000
Daniel's Landing Condos	Condominium	298/298	\$95,000–\$225,000
200 River Landing Drive	Condominium	94/94	\$236,000–\$495,000
254 Seven Farms Drive	Condominium	162/162	\$110,000–\$395,000
Parkside Condominiums	Condominium	84/0	\$225,000–\$263,000
Daniel Island Park	Single-family home and townhouse	540/124 34/34	\$431,000–\$2,950,000 \$480,000–\$1,097,000
Future phases	Single-family home, townhouse, and condominium	1,328/0 600/0	N/A N/A
DEVELOPMENT COST INFORMATION			
Total Development Costs: \$224,600,000			
Excavation/grading: \$9,000,000			
Sewer/water/drainage: \$54,000,000			
Paving/curbs/sidewalks: \$54,000,000			
Landscaping/irrigation: \$20,600,000			
Fees/general conditions: \$15,000,000			
Other (golf club): \$54,000,000			
Architecture/engineering: \$18,000,000			
DEVELOPMENT SCHEDULE			
Site annexed into city: 1991			
Planning started: 1993			
First home completed: 1996			
Site formally purchased from the Guggenheim family: 1997			
Project completion (estimated): 2015			

DRIVING DIRECTIONS

From Charleston International Airport: Follow signs to Interstate 526. Take I-526 east toward Mount Pleasant for approximately ten miles (16.1 kilometers) to the Daniel Island exit (exit 24). The exit puts you on River Landing Drive. Continue straight on River Landing Drive until the end of the road, where the sales office is located.

Driving time: Approximately 15 minutes in nonpeak traffic.

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This Development Case Study is intended as a resource for subscribers in improving the quality of future projects. Data contained herein were made available by the project's development team and constitute a report on, not an endorsement of, the project by ULI—the Urban Land Institute.

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Document Images



A 4,000-acre (1,619-hectare) master-planned community with 6,000 homes planned at buildout, Daniel Island is a new urbanist village characterized by narrow lots, alleys, mixed-use buildings, and open space.



Consisting of single-family homes, townhouses, condominiums, apartments, seniors' residences, and workforce and affordable housing, Daniel Island provides a variety of residential products at a wide range of rent and prices levels.



Downtown Daniel Island comprises 2 million square feet (185,800 square meters) of office space and 1.2 million square feet (111,480 square meters) of retail space, while also including condominiums, rental units, seniors' housing, and the Family Circle Cup Tennis Center and Stadium.



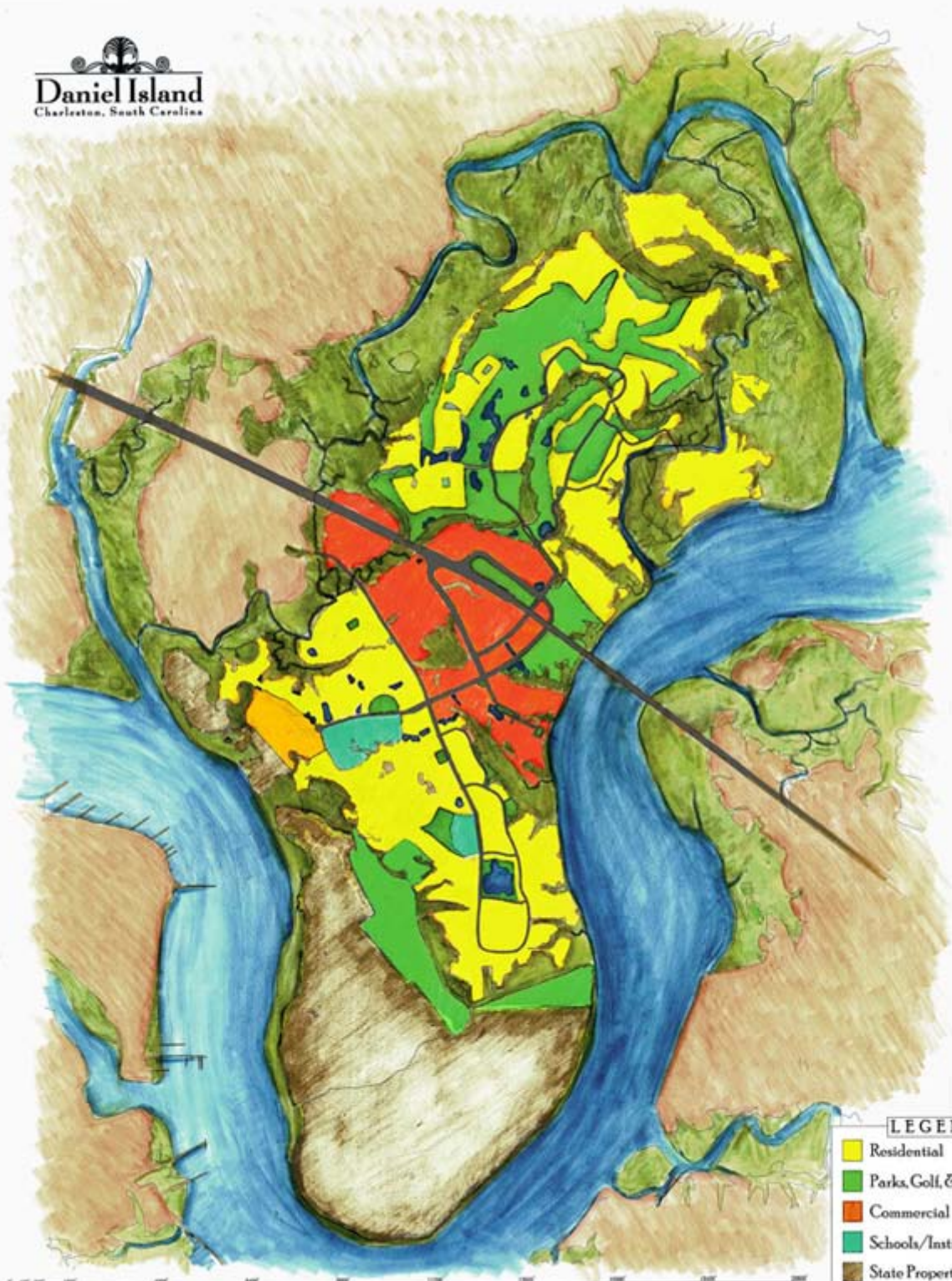
Courtesy of the Daniel Island Company

Daniel Island features at least 400 acres (162 hectares) of open space connected to neighborhoods by a total of 20 miles (32 kilometers) of trails and an extensive network of sidewalks.



Courtesy of the Daniel Island Company

Among the project's amenities are two 18-hole golf courses—the Beresford Creek Course and the Ralston Creek Course—a country club, a pool, a fitness center, a dining facility, and a ten-court tennis facility for Daniel Island residents' exclusive use.



LEGEND

- Residential
- Parks, Golf, & Greenways
- Commercial
- Schools/Institutional
- State Property
- Business Park
- Marsh

Courtesy of the Daniel Island Company

Daniel Island master plan.