

HCF Advocacy Forum: Excellence in Waterfront Redevelopment
A TRANSCRIPT*

Speaker	Text	TOPIC
Winslow Hastie, President & CEO, Historic Charleston Foundation	<p>Our goal this evening is to discuss an affirmation of principles around the contextual, world-class redevelopment of Union Pier and other large sites on the peninsula. We are not here to master plan Union Pier nor get into the details of what types of uses should go where, the design or placement of parks and open space, or the specific plans for resiliency and affordable housing. We want to take advantage of this welcome pause between planning processes to rise up to a 30,000-foot view, to talk about some of high level ideas and concepts that have been discussed in earnest for almost two years. However, it's important to remember that the redevelopment of Union Pier has been under consideration since at least the early 1990s.</p> <p>Now is the time to stake the claim that our community should be visionary and aspirational about the potential for this incredible waterfront site. The public has been quite consistent about what we expect to see here: excellent waterfront access with public parks, generous civic spaces, properly scaled blocks and buildings that truly reflect the DNA of Charleston's historic neighborhoods, integrated resiliency measures, and an authentic mix of uses that will make this a vibrant district for all residents. Let's be honest, this site has been studied ad nauseum, there have been countless public meetings, and the concerns and desires of the community have been well articulated. A lot of good data and feedback have been compiled so that this renewed planning effort from Ben Navarro's team can build from that strong foundation!</p>	Intro
Winslow Hastie	<p>And Mr. Navarro himself has publicly shared that he wants to be a long-term "steward" of this property and not just a traditional developer—that he has the forethought and the resources to approach this project differently, not just focusing on maximizing economic return, but rather building a legacy for Charleston that is both high quality and durable. And, let's remember: he has pledged that the cruise terminal is going away, which is a huge win for all of us! We're in a much better place than we were a year ago. These are laudable approaches that indicate a new era for this development, so let's keep our sights high, remain vigilant and engaged, and approach this project with watchful optimism.</p>	
Winslow Hastie	<p>Now, on to our speakers.</p> <p>Prior to becoming Mayor of Charleston, William Cogswell served as a State Representative for South Carolina's 110th District, where he was born and raised. He recognizes the importance of protecting an area so important to him, his family, and the many others living and working in and around the historic Peninsula of Charleston. Mayor Cogswell has owned his own real estate business for 20 years. He specializes in complex historic and environmentally contaminated rehabilitation projects and has received numerous local, regional, and national awards for them. His company's projects include the Cigar Factory downtown and the GARCo Mill and former Navy Base in North Charleston. Mayor Cogswell is a committed preservationist and conservationist, having served on numerous boards such as Historic Charleston Foundation and the Coastal Conservation League. He received his B.A. from Sewanee and a Master's degree in real estate from Columbia University.</p>	Introduction of speakers

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Winslow Hastie	<p>Architect and preservationist, Christian Sottile trained classically under the guidance of a renowned Savannah architect, and after graduating as Valedictorian from the Savannah College of Art and Design, he was awarded a fellowship to conduct urban research abroad in Italy, then earned his Master's Degree in Urban Design and Architecture from Syracuse. Currently, Sottile serves as a principal of Sottile & Sottile, a Savannah-based firm working primarily in historic environments. The firm's work includes urban design and civic architecture, emphasizing historic research, urban analysis, and community-wide engagement. Alongside his professional practice, Sottile serves as a professor of architecture and urban design at SCAD and is the former dean of its School of Building Arts. Sottile should be familiar to some as he has been involved in a number of high-profile projects in Charleston's historic district, including most recently Courier Square phases 2 and 3. It is also important to note that Christian has been hired by the Mayor to help guide the city as it focuses on the public aspects of the Union Pier project. Born in Athens, Greece, Stefanos Polyzoides received his architecture degrees from Princeton University. After moving to Southern California in 1973, he co-founded his firm Moule & Polyzoides, Architects and Urbanists in 1982 with his wife and partner, Elizabeth Moule, helping develop an international practice with over 700 projects around the world. In 1993, Polyzoides, Moule, and four others created the Congress for the New Urbanism, an organization with more than 3,000 members focused on promoting architectural and urban planning through integrated development. Stefanos also now serves as the dean of the Notre Dame School of Architecture.</p>	
Winslow Hastie	<p>Vince Graham holds a degree in Economics from UVA and is the founder and president of the l'On Group in Mount Pleasant. The l'On Group combines time-tested design principles with modern advances to build and renovate human-scaled neighborhoods. Known nationally as a thought leader in development and urban planning, Vince has served on many boards, and we are proud that he presently serves as a Board member of Historic Charleston Foundation. We will first hear from our three panelists individually, then they will all convene on stage with Vince for a lively moderated discussion. Thank you again for being with us tonight! Please help me welcome Mayor Cogswell to the stage. Thank you.</p>	
Mayor William Cogswell	<p>Good evening everyone. I love it when you start off with the guy who's the least technically inclined. So here we go. And just full disclosure, yours truly is the one that put this deck [referring to the slide presentation] together. So, you know, I might be a little bit embarrassed, there might be a slide or two upside down. But we do have a lot going on, as you'll probably attest after my talk.</p>	Mayor Cogswell Presentation
Mayor William Cogswell	<p>So, timing is a little precious. So what I thought I'd do tonight is to talk about waterfront redevelopment and start with the overall city's water plan, which is still a work in progress. We hope to have, a draft to present to the public and city council, this July. But it's been the culmination of a lot of research and work, frankly, that goes back, years.</p>	
Mayor William Cogswell	<p>And I would be remiss if I didn't give a shout out to my two predecessors in the mayor's office, Mayor Riley and Mayor Tecklenburg for getting the ball rolling. And also to our staff, particularly Dale Morris, who has been, very much at the forefront, of this important initiative for our city. But what you have here is, a plan that, is going to be a documentation of existing conditions, recommendations for repairs and maintenance, as you can see, to reduce tidal flooding, engineered solutions, and policy options for, contemplating future sea level rise.</p>	
Mayor William Cogswell	<p>And then, of course, with the Army Corps of Engineers in analysis and partnership, that would potentially come a 65% funding. So we're breaking it down, by drainage basins. so West Ashley has seven drainage basins, John's Island four, James Island three and two on Daniel Island. The reason why we're doing this is because different parts of the city, frankly, require very different solutions. But it's important to note that we are all connected in the city.</p>	

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Mayor William Cogswell	Since we're talking about Union Pier, I figured I would focus primarily on the Peninsula and just give you a little bit of, an update on all of the different initiatives that are going on. And again, this is cut and paste from Google. So, bear with me. But of course, you have the Magnolia site, which is here on the neck area. [referencing the slide presentation] That is in large scale, waterfront redevelopment, that's part of a PUD. It has a, capital partner that is going through the first phase, the horizontal development after, years and years of remediation. WestEdge, which is here, at the, base of the Ashley River bridge, a lot of city and property and partnership within MUSC.	Ongoing initiatives on peninsula
Mayor William Cogswell	A lot of exciting opportunities there and potential pivot to an affordable housing initiative on part of that property because it is such a critical need. The West Ashley Gateway, I put in here too, because, with the new pedestrian bridge, it's going to tie into the peninsula just south of the, Ashley River bridge.	
Mayor William Cogswell	It's going to be pretty imperative to connecting, West Ashley with the peninsula. Also, what I'm calling the Marina district, some redevelopment that's occurring here. And really all up and down the west side of the peninsula. There's a lot going on, and, and, more onto a lot of that to come, but, part of it to, involves the old Coast Guard base.	
Mayor William Cogswell	Of course, many of you will probably aware that, in time, the Coast Guard base will ultimately relocate up to the Navy Yard, and it's to be determined what will happen of this, but we will let it be known to a high command of the Coast Guard that we have every intention at the City of Charleston, Council willing, to purchase that property and have it as a public space.	
Mayor William Cogswell	Laurel Island, another large scale redevelopment that's in a PUD. It's 180 acres on the water, there's some potential movement there. Again, it's still very much in its early stages, but, all of these, I've had probably 3 or 4 meetings with new, plans and new life being breathed into them. So, there's should be a lot coming down the pipeline.	
Mayor William Cogswell	Of course, the Lowline, that will anchor and come down the center of the spine, the medical district with the, unfortunate, vacating of Roper Hospital on the peninsula. I must say, the good news, the, silver lining, if you will, is that MUSC intends to expand, on their footprint. Again, details of that are being worked out now, but, MUSC is really doing some incredible things. and will bring a lot of innovation to the region, of course, Union Pier. We'll talk about here shortly and then the battery renovation. But, the main focus on the peninsula when it comes to the water plan that I mentioned earlier, was originally this concept of a seawall that many of you all have heard about. And I made no bones about being, very concerned about that concept.	
Mayor William Cogswell	during the campaign and remain, frankly, very concerned about it. So we've had multiple meetings with the Army Corps. We're negotiating that development agreement, and design agreement with them on whether or not we want to go with a local option or a local design option, which the cost will all be on us, or whether or not we want to work, within their parameters that we're trying to get. some negotiating room because the bottom line, folks, when this concept first came out. This is what was presented. And in fairness to the people that the groups that presented and originally, this is a bit misleading because it doesn't necessarily mean that it would have to be a T wall around the peninsula. But what this did, and this is an important fact to remember, is this was the cheapest possible solution to protecting the peninsula.	AmyCorps
Mayor William Cogswell	With the highest impact, lowest cost. So it gave you - when you're looking for federal funding, you have a cost benefit ratio that you have to submit for, right. The higher you get on that, the more likely you are to get federal funding. Well, this scenario, which again was the cheapest and the most impactful, was the 1 to 10 ratio.	
Mayor William Cogswell	And that's great. I mean, that's a really high score. And there's logic behind that. The problem is, nobody wants this. Even this guy doesn't want it. And so what? I looked at it. While it certainly would solve the purpose of protecting, in the case of a storm surge and potentially tidal, as well, it doesn't matter if you can only get 65% of the funding.	

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Mayor William Cogswell	There were at that time no votes on city council. When I was in the legislature, no real interest in the state funding, or 35%, which, is being contemplated somewhere in the \$350 to \$500 million range. And so what I said was, well, look, let's design it. I mean, we need something that's form and function that fits our city.	
Mayor William Cogswell	And so what we're looking at now, we have that, right in our backyard, a battery wall. And it may sound like semantics. It may sound like you're just, you know, it's a different wall - its a wall in a different form. And while that's true, let me tell you from an engineering standpoint, and negotiating with the federal government standpoint, that's not true.	BatteryWall
Mayor William Cogswell	I mean, it has been a lot of negotiation and they've been great to work with. I'm not trying to throw them under the bus, but, the reality of it is we have to do something that is befitting of Charleston, that again marries form and function, something that, as I'm saying to my - I'm testing out with my staff that, both protects and connects, because what I love about this concept is it becomes an amenity. You can come across a pedestrian bridge, go all the way around the peninsula, tie into the Lowline coming down, tie into Huger street and circle the peninsula. And, again, what I think be an incredible public amenity. And what I tell people is if you're going to use federal, it doesn't matter if it's federal, state, local funds, if you're going to use public funds, you better damn sure be building something that the public is excited about.	
Mayor William Cogswell	And for me, the battery is something that, again, is in our DNA and it's something that we can all relate to, is something that is of this place and again, when we look at it again, you could use a wall here. The difference is that we've actually lowered this slightly because you want to be able. And when I think one of the beautiful things about light batteries, you can actually see through it, you don't feel like you're standing on one side of a ledge.	
Mayor William Cogswell	So again, this is these are important details, and ones that were ones when you're talking about this kind of money. I think it's important to work out on the front end, because the reality of it is, I don't think we can wait that long to go through a three year, four year process, then the kind of money that we've been talking about spending just to hit a brick wall, pun intended.	
Mayor William Cogswell	at the end of that and not have the votes to get to local man. So that is why we are spending so much time on it. But I do think it is something that, could be an incredible amenity for, not just the, people on the peninsula, but really all the citizens, really of the entire Lowcountry and something we can all be proud of.	
Mayor William Cogswell	Obviously, Union Pier is very relevant in this conversation, and that's one of the reasons why I wanted to roll this out tonight and talk about what our, concepts are. But when it comes to moving on the Union pier, you know, guys, I know how important it is. I know how impactful this is. When I first graduating from college,	
Mayor William Cogswell	that was the first iteration, I remember studying it. In my early days of real estate. What the first iterations for Union Pier and Riley's, initiatives were. So upon taking office, this was obviously heavily discussed during the, the campaign. And for those of you that aren't aware, I'm five months in on this, job at this point, I sat down week three, I think, with the South Carolina Ports Authority and let them know kind of where I stood on it.	UnionPier
Mayor William Cogswell	And, and what you see up there is exactly what I told the Chairman of the Board and Barbara Melvin, and that is that we need to have public access to the water. We need to have a height and density that is more in keeping with the historic district. We need to have significant green and public space	
Mayor William Cogswell	with resiliency, we need an affordability component, and last, this were part of the, the the reaction to the LOWE plan. But we need to know the cruise terminal, because I know from the real estate side of things that if you have a cruise terminal next to a large redevelopment, it's going to truly define what could go there.	

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Mayor William Cogswell	I mean, it's not that nothing can go next to a cruise terminal, but it will change what your options are, pretty significantly. And then I also thought, and this is not me being xenophobic, but I thought it was very important to have a local buyer. LOWE is a good company. Some of the folks that work for them are great people.	
Mayor William Cogswell	But having a company that was based here, or individuals that were based here, and we're going to see people at a cocktail party and they built something that they were embarrassed by, they would hear about it for the next 50 years. So I know Charleston well enough to know that that is an important, aspect of any development.	
Mayor William Cogswell	When it comes to public investment, this is kind of, I think, an essential tool as understanding and having some ownership of the financial side of things. And so I think most of you all are pretty familiar with what a TIF district is. But for me, it was critical to have a TIF put a TIF in place so that we can provide the water access.	TIF District
Mayor William Cogswell	We can do the extension of the battery. we can have sustainable stormwater and green space and public art and affordable housing. All of that can be funded through TIF revenue. None of this money coming from the TIF revenue. And then Navarro has been very clear about this, too, in our conversations. None of the money would go to him in his private development.	
Mayor William Cogswell	It would all be for the public realm. So I'm very proud of the fact that, we were able to get the Chamber of Commerce, Coastal Conservation League, the Historic Charleston Foundation, the Preservation Society and historic Ansonborough, all to sign on to supporting the TIF because this basic first step is pretty critical to the type and caliber of, public space that we'll be able to, contemplate when you do theater.	
Mayor William Cogswell	And also, the MID, for those of you. the idea on the MID, Municipal Improvement District, that would be the people, residents, businesses that ultimately locate there could pay like an HOA. they would actually help pay for the, maintenance, on a lot of that public infrastructure because, again, some of those, particularly you're talking about the piers and waterfront.	
Mayor William Cogswell	it gets pretty expensive. So this is where we are now. you know, obviously, you know, Union Pier and currently being contemplated is, an overlay district for the TIF, which these are the properties that would be purchased, by, the prospective buyer Bemok. There's some consideration for maybe including these properties here, and perhaps using, East Bay is a boundary.	
Mayor William Cogswell	I'm open to that. Those are things that are still being worked out, and will be taken before City council in the upcoming months. And then, one thing I think people are pretty aware of is that, you know, about 25 of the 65 acres at Union Pier are actually on a decking.	
Mayor William Cogswell	So what happens on that decking is going to be something for consideration. I think it could be something incredible. The people at 25 acres, these are questions that, I think we need to start thinking about as a community. So I'll wrap up and just say, guys, as Mayor, I am committed to, the public engagement in this process.	
Mayor William Cogswell	It is going to be a process. I am very optimistic about what can happen at Union Pier. We have the city. You, by extension, have a lot of control through how and where TIF funds go through entitlements, because ultimately they will need zoning and entitlements. And they have committed, in no uncertain terms, to work closely with us.	
Mayor William Cogswell	So I'm very optimistic that this can and will be a, an incredible, public space that we can all be proud of regionally and across the state. And I'll just say this, I think we need to urge, patience because great things don't happen overnight, and, you know, developing something like this in a city like Charleston requires time and should take time.	
Mayor William Cogswell	So I know people want to know exactly what's going to happen here and when it's going to happen. The reality of it is, if you force that now, you'll end up doing plenty of things. I think that you can or you'll regret. And, I think there will be a good steward. We're going to trust and verify, and you will be along for the process.	

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Mayor William Cogswell	So with that, I'll wrap up, because I know I'm getting my hook here and, looking forward to panel discussions.	
Christian B. Sottile, AIA	Thank you, William. And so thank you Winslow for the introduction. And thank you for the invitation to be here this evening. And I'm usually the one who gives a long presentations. So that was incredibly important. So I'm going to go really quickly, through the slides that, that I prepared. And you know what, what I wanted to do was, as Winslow mentioned, I wanted to say, I think it's important to reaffirm the things that are most important about anything.	Christian Sottile Presentation
Christian B. Sottile, AIA	And this isn't just about Union Pier, in fact, it's about it's about Charleston. And it's about a universal things that are abundantly and evident in Charleston that we know to be truth. So I wanted to do that, but that would take a really long time. So I have a whole long thing but I'm not going to do it. I also wanted to talk about the difference between principle and practice, because, you know, it's important to have to hold the principles up as high as it is as they can be held.	
Christian B. Sottile, AIA	And then it's important to do the hard work, the messy work of trying to put those principles into practice. So I wanted to talk about principles, but I'm going to kind of just hit the headlines on this, with you. And then I want to talk about a few examples and touch on some, some themes that really start to get into the making of places, the urbanism of architecture and detail.	
Christian B. Sottile, AIA	So that's my, my, my run of show here in just a few minutes. So I'm just going to hit the headlines, these are some of the commandments and they all have, you know, a lot of subtext. But just to hit the headlines: these are the things that must be central in all solutions to things that must be there. The solutions must be tested against, and that there are great: Street frontages.	
Christian B. Sottile, AIA	Incremental development. There should be a human analogy in all work. People, people, people. There should be a beautiful skyline. There should be mix scales of ownership. There should be incremental entrances and active street fronts.	
Christian B. Sottile, AIA	Quality and durability. This is essential. Materials. When we build materials that get better with time, not worse. And then we save the best sites for public spaces, institutional resources and civic buildings. And then coming back to the basics of the building types must be related to the precedence in Charleston and grow from that foundation. So those are the those are some of the commandments and some of the commandments.	Quality and durability
Christian B. Sottile, AIA	But what I want to do is touch on just a few things, and I want to go through these quickly, but sort of the messiness of putting principle into practice. I wanted to talk about a project that puts public space first. We'll talk a little bit about housing and sort of looking for the missing middle, and then the importance of craft in detail.	
Christian B. Sottile, AIA	So public space first: The project I wanted to touch on is Plant Riverside District. This was recently recognized with Urban Land Institute's America's Award. In fact, it went on to receive their Global Award for excellence as well as the Congress from the Organisms Grand prize awards project. We're very pleased and proud to be a part of that is in Savannah.	Inspired by public space in Savannah
Christian B. Sottile, AIA	So not too far away. but it's in a city known for public space. And I like to say Savannah's urban plan, 40% of that land is public, which is extremely, extremely high ratio of public and private land. So it's a city known for public space. And this is a project that's on the, the north, west end of the city, on the Savannah River.	
Christian B. Sottile, AIA	This is really a project about public space. There's a quarter of a mile new Riverwalk created here, and 40% is public space - it begins with public space. And it's what was missing. Actually, it's striking. This is an industrial power plant site that had been that cut the river off from the city for a century along the Savannah platform.	
Christian B. Sottile, AIA	so that extension of that quarter of a mile of Riverwalk restored, a 100 year old power plant and curating both exterior and interior spaces to public spaces. In fact, the generator home of the power plant is now a Natural History Museum. So this is a project to put public space first. And it made that public space complex, connected, and really doable.	

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Christian B. Sottile, AIA	So I would just like to invite you all to come visit Savannah if you haven't been in a while and if you do, let me know, I'd love to walk you through it. And in fact, we've done that with the Historic Charleston Foundation on a field trip not too long ago. So, it's a project that we're very excited about.	
Christian B. Sottile, AIA	We've also recently got a best Places in the South. And I'm coming back to Charleston to search for the missing middle. I know you've probably heard that term. There's a wonderful drawing by Parolek, which is my favorite way to look at this. And it shows all kinds of buildings that we don't build anymore. So you can see on the left side of the image, you can see the smaller buildings that are, you know, more familiar to the scale of the older Charleston neighborhoods.	
Christian B. Sottile, AIA	And then on the right side, we see the institutional investment, monolithic buildings that often get built in Charleston. These two types are often built right next to each other. And so it's incredibly jarring. Obviously, this is something that Charleston struggles with. We, a small example that we had the opportunity, back in 2016 to do a project just south of the Cigar Factory on East Bay Street and, this was a whole building site.	
Christian B. Sottile, AIA	In fact, there had been a proposal to put a whole building to fill the land that was that was there. And as we started to really look at the precedents, what are big buildings, what are small buildings and what are medium sized buildings and what the city with the development team and measure those buildings - how big should a buildings ever be? Even if its a newer buildings. And three,	
Christian B. Sottile, AIA	the charrette process that that that we did with historic Charleston, a master plan emerged for this project that was a series of buildings of various sizes and in fact, concert and also a street core into the property to help break that scale down. So you had a large building, even with its massing and skyline articulated.	Process
Christian B. Sottile, AIA	and we believe it was a successful result. but it was also surrounded by smaller buildings that were mixed, mixes of residential scale and some commercial use as well. So it's a housing piece, but we were really excited about the outcome because rather than one building, it was 7 buildings on the very same site it feathered the scale back into the to the neighborhood around.	
Christian B. Sottile, AIA	and then finally, just a bit about detail and craft, which I think is one of the things I'm most excited about now. And it's the most missing thing in the way we build today, and it's perhaps the most important thing. So this is very dear to us. It's the part that that's the light. And, when we, we've fallen completely in love with the amazing faculty and students at the American College of the Arts.	Detail and craft
Christian B. Sottile, AIA	and we're working with them on a current project - and we're working to return to the exuberance of Charleston. The particular project is on King Street, 635 King Street. And it is a building centered around craft and detail. And it's also a building. It's about an re-uniting the arts, architecture, painting and sculpture. So we we've been working on this project now for, for just two years and I think maybe a bit more, but fully engaged with the American College of Building Arts with the idea that we should rebuild Charleston from Charleston.	
Christian B. Sottile, AIA	And, and it's such an amazing, group of talented artists to do just that so they've been translating all that hand-drawn artwork into hand carved stone and expanding the human touch. I was thrilled to see, not too long ago, one of the students now an alum, was featured on as a cover story on a local paper here.	
Christian B. Sottile, AIA	So it is possible to make buildings that make people excited again. We must do that. So it comes back to this. That architecture must be great, but it must be of Charleston and the city as a whole, truly, as you all know, is a work of art. Mayor Riley used to say, I'm sure he said for a lot of people that it really stuck with me, but that this is a this city is a great painting.	
Christian B. Sottile, AIA	And when we work on it, we're adding brushstrokes to that painting. And we better make damn sure that it's better than it was before. So, so it's a huge responsibility, but I appreciate the opportunity to be here tonight and pass the torch.	

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Stefanos Polyzoides	Thank you all for inviting me. thank you all for being here tonight. The architectural air you breathe in Charleston is verified, and it's always a great pleasure and a privilege to be here. When, we hit the point of, making significant mistakes in our society and beginning to construct a future that is not viable in any way.	Stefanos Polyzoides Presentation
Stefanos Polyzoides	It is time to look back. It's time to look back. Not because we're afraid or because we are, as we fear progress in any way, but because we have to look back with what we know to be sure and what we know to be good, and what we know to be the basis for which we've come to the point we are doing the places and the objects that we believe in, and using that understanding that information to move forward.	
Stefanos Polyzoides	I completely endorse the entire presentation you gave, Christian, without having spent a minute talking to you before this. I, this is a subject that one could construct a college course about it is so complicated and truly important that I had decided, and I think I'm pleased that I decided this, to answer a bunch of questions, well address a bunch of questions that you all should be asking about what's coming to Union Pier.	
Stefanos Polyzoides	And the first question is, do you know, where this is? No. Do you know where this is? No. Do you know where this is? No. Do you know where this is? No. And so why are we building a world that has no particular identity? Why are we building things that ostensibly are being built by the glory of famous architects?	Architectural identity
Stefanos Polyzoides	That whose names we don't know. What is that all about? And why is this actually happening in Charleston? Because if you look at this aerial photograph of the north part of the peninsula, over the last 50 years, this city has been subject to this kind of disruption, the kind of transformation of its character. And it is happening because architecture and urbanism is being executed one building at a time, incrementally.	
Stefanos Polyzoides	And these buildings need to put, be put into place and be talking to every other buildings that are in place to form this campus. And this is, in fact this: and if you go 50 years with building tall buildings, without talking to each other, you're running into a kind of architectural Esperanto which makes your city look like every other city to the point when things land from Mars.	
Stefanos Polyzoides	you have to speak Martian in order to understand what is going on. This is a very important subject because cities are not are not, canvases, in terms of superficial, of course, you know, in the Vitruvian sense, beauty and permanence and resilience are extremely important factors in the life of the city. But there are also issues involved here that have to do with the fundamental reasons for being alive as human beings, there are questions of community, there are questions of culture, that are questions of culture of permanence and cultural growth and change.	
Stefanos Polyzoides	There are questions of prosperity. And most importantly, the questions of identity. So the big, big, big question that you all have to ask is, what do we do to keep Charleston, Charleston, and to develop it into a place that matches these kinds of places? Oxford. Siena. Brogues Why are this important? Because these places, which were done significantly before the 19th century, the Industrial Revolution, many of them actually have at the point of their departure, at the point when, when they were born, they were put together from the perspective that the signature was not the signature of the architects, how important these architects were, but the signature of the place.	A signature of a city
Stefanos Polyzoides	Cities have signatures and the landscape next to the cities have signatures. The architects have none. The architectural signature is an illusion. Is it an absolute illusion. What matters really is the signature of the place. And what is this place? I bring forth, Savannah. Because this Oglethorpe. Oglethorpe, drawing, illustrates that in this extremely transactional world in which we live, in the world where everything's a transaction.	

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Stefanos Polyzoides	People build cities for other reasons than money. They build cities for wellness, for freedom, for, for faith, for for relationships with each other, for growth, for understanding, for knowledge. I could go on and on - for health, for sure. And they built it in a place they built. They arrived here without resources.	
Stefanos Polyzoides	Nothing. Zero. And the were able to build this magnificent places that they had in mind a point of departure that was transcendental, probably more in the realm of the spiritual than the practical. And then, of course, you have 1711 and you begin to see that in planning the city of the future, this very significant part of the future of Charleston,	
Stefanos Polyzoides	You have to look at your own history in extraordinary depth. And isn't it incredible in 400 years, you have not managed to have a waterfront? Isn't that completely extraordinary? I mean, it just completely extraordinary. This is the greatest, one of the greatest cities in our country has no waterfront. It is completely surrounded and maybe even terrorized by water coming occasionally where you don't want it to be.	
Stefanos Polyzoides	And yet this little drawing talks about the origin of your of your city and whatever you do on Union Pier has to respond to the necessity that this origin the absolutely the celebrated without any question and then returning to the points that you made, Christian, you have to return to the ways in which you make public space here, the way in which you make public buildings, how you locate them and what form they have.	
Stefanos Polyzoides	Not flat, flat books, museums like this one, which look like any other museum in the world, but buildings that are all through a city in a profound way, that breathe the air of the city. How is it, there is probably the most beautiful housing in the United States, I would say, having traveled almost every where in the United States that the housing stock of this city, in the peninsula, the fabric of that housing, is the most absolutely, gloriously beautiful housing I have ever seen in my entire life.	
Stefanos Polyzoides	Anywhere, anywhere. And then, of course, you have preservation, which is the core of your culture for a hundred years in the making of public space, the making of streets and blocks and parks in a way that sustains you above and beyond the interiority of your buildings. And this is really the ultimate drawing for me, because in fact, the essence of your city is not only your buildings, but the space between buildings, the void between buildings and its landscape.	
Stefanos Polyzoides	are equally important, if not more important. So this is the thing, the \$2 billion question about this project: If people love this place, if people believe in this place, if people invest in this place, if you will gain from this place, if you are happy here, why not build more of it for God's sake? What is the point of building something else?	
Stefanos Polyzoides	**audience applause	
Stefanos Polyzoides	For people something else that has failed universally, because it's not beloved, it falls apart in 30 years, and if this is not useful to the people that are following this because it doesn't speak to them, it's monovalent in many ways. So it is essential that the city be built in a way that is really about its own character, let me put it very, very, very simply.	
Stefanos Polyzoides	When you are one of the few, one of the few, few preserved cities in the world that you can be one of those signature cities. I think the only way to continue to build this city meaningfully is to analyze this profoundly and deeply, analyzes DNA, and continue to build its DNA, which is the DNA of buildings of open space, both public and private, in in block and street.	
Stefanos Polyzoides	And of course, the landscape. Next question. Is it better than this? Can this be done? I'm not going to talk about this project, I'll just tell you this is a project that my office did about five years ago, in a country blessed amazing name, which is a combination of Savannah and Charleston built into its 80 acre site. You can you can read the four squares and you can read all the types purely, purely distributed and in a form that makes a real new center for a Central American, city that, that that does not have a center, but it's also a tropical city.	

Stefanos Polyzoides	And this two places, Savannah and Charleston, are really the most important sub-tropical cities in the United States and perhaps the world at this point, as models, of how to build it. And to not build yourselves within your model, it is almost a cultural crime. I think, considering how much the world needs this models, in order to do well.	
Stefanos Polyzoides	And this brings me to Nathan Thomas was sitting right there. Nathan, can you stand up for me? Nathan, was a masters student for me, last year. And, what is what is a master's thesis? Nathan, the student does probably 2500 hours of work, and the professors are in the business of saying [gestures]. About that - that more or less.	Presenting a MasterThesis on Union Pier
Stefanos Polyzoides	So basically 9/10 of this is yours, and that's why I'm standing you here and giving you full credit. But it's such a beautiful piece of work on how to develop Union Pier, it will not ever be done exactly this way, but the process and the product are closer to reality than you can imagine. So here's a drawing.	
Stefanos Polyzoides	An architectural drawing that I think you can recognize Union Pier. I don't know if there's anyone in this group that is a doctor, but these are sort of architectural X-rays. And because all of you are, budding architects and urbanism critics in your own ways, you have to read this. This drawings and understand that, look how finely crafted the residential area, the tip of the peninsula.	
Stefanos Polyzoides	Look at King Street and how strongly, strongly these, this part of the city is occupied by the bigger buildings and look at the emptiness of, of, of the site. So here's the going understand, even, even at the broken knee level of an x ray, what would happen if you would fill that site with double of the buildings on single blocks?	
Stefanos Polyzoides	And what would happen if you would fill the site the way it was suggested by Nathan, by having a variety of types and the variety of ways to differentiate between, between settling the existing city, designing a beautiful waterfront, and having different buildings do different things with lots of public space, both within blocks and beyond and beyond this blocks.	
Stefanos Polyzoides	And so how does this process works? Well, it works, and this is always, and by the way, every single give every single line here, this process begins by studying the building types and missing middle buildings over here. How big are they, how they work, how many did, what density the involved, how they put together. And by the way, his project maintained 80% of the density of LOWE's project, eight zero.	
Stefanos Polyzoides	And we didn't go about four stories in our discussions, but it could be a little bit more two and a bit more three and a few fours and perhaps a 5 or 2, because the ways of doing this in a way is compatible. These examples are everywhere in this magnificent city, and you can probably it with a lower density. I'm pretty convinced we could do it.	
Stefanos Polyzoides	I don't think you agree, but I think it could be possible. And so the next thing is to distribute the sites and distribute them, you know, in a massive planning sense, to show a single family homes work or multifamily builds work, to figure out how buildings get, get built in innovation, what form they take and, and how tall they are and how short they are, and all of those things.	
Stefanos Polyzoides	I would say for me, the most important thing to do in a project is to go small and go slow. To go small, to find out how big buildings really need to be. Because architects, as they build their buildings as big as the size they can get. You get a one acre site, you get a one acre building. You have a 70 acres, I guess, 70 acre building.	
Stefanos Polyzoides	This is not urbanism. That's megalomania. You have to work out, we have to work out, to you have to work out the size of blocks, the size of buildings, how many buildings per block, the social nature of this buildings, the mix of uses of those buildings and all of those things and above.	
Stefanos Polyzoides	And drawing is a very interesting point that shows different intensities of buildings and different types of buildings, but also draws a line across and, and media is the question of, of, of flooding. And this is the buildings of the flood zone. This is a, this is a, a very theoretical project, of course, but it is, it is technically very interesting, but is it leaning in the direction of thinking about things positively?	

Stefanos Polyzoides	And of course, in the end, one ends up, making a plan, the goal of this sector by sector and piece by piece and you can see how complex this is, even within the simple footprint territory you see on the, on the waterfront, the bigger buildings, mostly to the, to the south of the smaller, excuse me, the north, there are a number of blocks with, with, complex configurations of housing, there is a parking garage that is aligned is very, very near to the, to the, streets of then connects to the rest of the peninsula and then based on that, on that process of finding out	
Stefanos Polyzoides	the ingredients, putting them in plan, connecting the blocks - with the architecture of housing, it is really the architecture of blocks. If you think about the way in which buildings sit together, the way, the way for the beauty of, of, of, of, you know, historic neighborhoods, not every building lines up on the street. Buildings turn, so there's more space.	
Stefanos Polyzoides	All of those idiosyncrasies is what makes a city beautiful. So here is an example drawn magnificently by Nathan, that shows how this place could get up to 80% of the Lowe's project and look like and look and feel and breathe life in the city and give you a waterfront. And these are a few, a few examples of how this relates to the past, the Customs House and possibly a Ferry, a Ferry station and so on.	
Stefanos Polyzoides	And on the other side, basically a magnificent waterfront. And I would finish and I will finish with, with notice that the size of the buildings, three and four stories. So some, some mixed use buildings, certainly compact, diverse, and, and overall sizes and uses a mix of uses; streets that are multimodal that can be, can be sometimes used by cars and sometimes used by people. Flex streets that can change their character by the time of day their used.	
Stefanos Polyzoides	And because these are such white and black and white drawings that they're not full of people, full of energy and full of residents and full of excitement about how this could be. I'm going to finish with three, three, I think color images that are of places that I visited recently that I admire greatly.	
Stefanos Polyzoides	This is on the waterfront at Porto. Porto is an important and beautiful, Portuguese city on the Atlantic on the Dora River on its way to the Atlantic. And it's absolutely magnificent waterfront with housing and, and traditional housing that probably go back a few centuries, and a ground floor on the on the cay that is actually completely open, to retail and then open to, to the activities on the on the river.	
Stefanos Polyzoides	This is Meinhoven, in Copenhagen, another case of, of, of a place on the, on a small port with again the old, the old buildings, continuous retail inside and extending out to the sidewalk. I was, I was shocked, here when I first went, it was March, it had snowed the day before and people were eating outside, covered in blankets and with heaters because of the culture of public space is so attractive that people could just not quit even with in climates that does not support it. And finally, the, this, this situation on the Seine, a new	Inspired by public spaces internationally
Stefanos Polyzoides	basin on the Seine. And I'm sure this more as, as an issue that the sky's the limit when it comes to imagination, what, what one could do. These extensions into the river where people are actually swimming in this, in this, under this extraordinary conditions. And so, they are going to have Olympic games and events in the river, in a few months, as you going to see this on television very shortly.	
Stefanos Polyzoides	And I'd like to finish with this image, which is a very, very important one. This is the port in Rome. Rome is one other great world city other than Charleston, that does not have an opening to the river. And that was because about 1897 or so, this magnificent baroque square that you get to the river, was actually taken down to make the highways that are lining up the Tiber and, use this as, as a way to keep to keep flooding away.	

*transcription derived from audio recording of the May 13 event and computer generated. Any inconsistencies or errors are unintentional.

Stefanos Polyzoides	<p>But you can only imagine how extraordinary this place would be. This would be a more interesting place than the Spanish steps almost. And then you have in Rome, and you can see what's happening. The Spanish Steps on a day, on a daily basis. There's tens of thousands of people there. So you can also see how the port, the, the value and it's equivalent in Charleston with public buildings behind with the mixed use of of civic buildings and, and housing, commercial space and all kinds of things can actually bring, bring the city to this place and bring the world to this place and generate a kind of the kind of presence that lives up the reputation as one of those extraordinary, extraordinary, signature cities. You can do it, and you should surely do it. Thank you.</p>	
All panelists sit on stage together to begin the discussion portion.		

DISCUSSION PORTION		
Vince Graham	<p>Well. Winslow talked about raising the level of discourse, and, how about another round of applause for our panelists. Winslow also charged me with, coordinating and leading a lively discussion. So you all are charged with not being boring. Okay. I thought I'd start off with a quote from one of Mayor Cogswell's processors, so this comes from Mayor Riley, who said, "A key component of urban design is a belief in the value of the public realm, which every citizen owns. If we're a nation where all the finest homes are privately owned, than what we own together as citizens is not very much. The greatest cities for those with the most beautiful public spaces. And that's what I'm sought to achieve in Charleston." Mayor Cogswell, will you have, I believe, an unusual prism, in which you view life. You were born and raised here. Your family has been here for generations. You have a career in public service. A career in development where you've done some extraordinary, challenging projects, both in Charleston at the Cigar Factory and things in North Charleston. I think that, but if you can take those hands off and just put on the hat of a the local boy who, I see walking his Boykin Spaniels around the Battery - let's just say that I know Mayor Riley has several decades on you, but you probably have as many miles walking on the battery and through the streets of Charleston as anyone in this room, if not a lot more. What's on your mind, and so what are you what goes through your mind? Other than your long to do list, the personal and business to do list, what goes through your mind as you walk on the battery.</p>	Discussion Intro and question 1
Mayor William Cogswell	<p>Well, I tell people I have to start walking, t's getting earlier and earlier now that I'm mayor, because I keep running into people with their lists. But, you know, in all seriousness, is a great time and a very important time for me to reflect. I also do it with my wife. And then in the evenings, and, you know, you mentioned public space. I mean, it is almost meditation walking around the city. So, you asked goes through my mind - it's a huge responsibility, to be, the mayor of a beautiful painting like we have here in Charleston and one that I don't take very lightly. And so when I look at something like Union Pier and the opportunities that present themselves again, I'm very excited about it. and I'm very focused on it. And I want to make sure that, what ultimately is done there is done in a way that, you know, the future generations, my children, my grandchildren. I know it sounds a bit trite to say, but in Charleston that really means something. That they can be proud of, and that they can say, yeah, well, "my, my, my parents, my parents generation, they had something to do with it." So, I am excited about it. But, there is, I'm going to be very candid, there is some nervousness on just how great an opportunity is.</p>	
Vince Graham	<p>Thank you for that. This values, Ben Navarro has mentioned responsibility and stewardship and Mayor Riley has as great quote about beauty. And you talked about this, Christian, in your presentation about, principles and products. What other key critical values would you say, Stefanos, Christian, would be important to this site?</p>	
Christian B. Sottile, AIA	<p>I think we have been circling around and I just want to say I agree with everything you said, Stefanos, and the project was amazing. The values that we're talking about are there, there are long term values that will survive generations, but there are also values that allow every generation to act spontaneously and incrementally, and I think that's probably the hardest thing in modern development. Economies, everything is solved all at once like Union Pier is a project - like, Union Pier is not just a project, it's a, it's a piece of Charleston that has been a constant change for many centuries, and it will continue to happen. The last set of changes were so violent and it sort of collapsed it all, the complexity was there, the complexity has to be reintroduced to us and that doesn't just happen.</p>	Long term values for Union Pier

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Christian B. Sottile, AIA	I mean, I think the next generation and our great grandchildren who will be working on it, who should be. So it's I think it's that framework of the public coherence that matters most to the public, the public realm, of course. And then that the, the resultant private parts of it ought to have unbelievable complexity. And thinking big but thinking very, very small and I think that thesis projects helps us see that.	
Stefanos Polyzoides	And the idiosyncrasy and the opposite of American repetition, I think that on the, on the, on the bigger municipal framework, issues, most of us as citizens have been involved in preservation, I for probably 50 years in Pasadena, California. In order to resist mindless destruction of one kind or another.	
Stefanos Polyzoides	And it was very difficult to change, the state of mind and take a position that now one will be supporting orderly development, the kind that you want to see happen. But this is what we have to do. I think the reason why this is intense, my wife reminds me, that the level we have, this level of regulation in our country were just staggering.	
Stefanos Polyzoides	This is choking everything that has to do with speed of execution. I'm out of California for four years, heading to school in Notre Dame, and I think, those two projects haven't even been titled yet. I figure after 10 years, it will still be there.	
Stefanos Polyzoides	We go to finding his dogs and the two projects [inaudible]. But this is not funny. It's actually a serious problem. But the reason it's happening is because we, we in this room, this 250 people don't believe that the world left to their own devices would deliver anything worthwhile because the evidence is out there..	
Stefanos Polyzoides	So we think that then, the... has become difficult, we solve our problem. I think we solved one problem, which is the destruction is going very slow, so slowly we can't see it. And what we have to do to have a change state of mind and say, here's a vision, its is a public vision. And then, Mr. Mayor, let the games begin.	
Stefanos Polyzoides	Now let's do it. And lets do it with a speed that, that, that, that is, that is an appropriate model. And I have to say them other than small and slow. The other thing is that we have to do this in phases so that we learn from our mistakes because we're human beings and we make mistakes.	
Stefanos Polyzoides	And so and most mistakes have to do with anticipating what people want. But if you actually do something people are going to want it, their own size of room, their own building, their own entrance way, too small of a street, whatever. But then in the second phase, you have to shift and do something else, a slightly different response, so that's an important thing to.	
Stefanos Polyzoides	And that also takes money. and takes energy and takes good faith. So it's a whole other process, and it's the process I think that has gone well, goodwill of the kind that if this broken process happens, and I probably wouldn't be around to see if there's going to be a 50 year process, But the goodness of this kind of part of this process affects the future of the city everywhere.	
Stefanos Polyzoides	This is not like, oh, this is the project and closing down. And that's fine. This is about the model of how development ought to happen in the city, what we learn from this project has to be the way to do things, period, and get out of this "we're not going to let you do it because your buildings are too big or too small" and so, this is a very difficult thing to do.	
Stefanos Polyzoides	And so this is a very difficult thing to do. But I think it is really I mean, you're in a city in which in which your mayor has accomplished some astonishing things, but it is essentially stopping the flood from taking over. Right? But this is the opening. This is about making taking the initiative to do things right.	
Vince Graham	Last week, Dr. Nick Butler gave a presentation on Union Pier. And this, if you all had a chance to listen to it, if you can, it's, he's a historian with the Charleston County Library, and he has a podcast called Charleston Time Machine. And I thought it was an excellent presentation, but he mentioned, the Union Pier site, the 70 acre site, 94% was marsh or water.	Discussion Question 2

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Vince Graham	That's been built over, over the years. But, we had a question that was, I think is related to, to... actually, I said, I should point out that some of our greatest parks on the Peninsula, White Point Garden, and the Battery and also the Joe Riley Waterfront Park were built on reclaimed land.	
Vince Graham	So the question is, what innovative resiliency measures aligned with the Dutch Dialogs that, the program was initiated several years ago, can be integrated into this ordinance?	
Mayor William Cogswell	Well, and again, I don't think my PowerPoint presentation was as good as theirs, but I think the point is still made that, you know, you want something that's familiar, you want something of this, of this city. Why try and reinvent something that already works and works incredibly well? And that was why I spent the first part of my presentation talking about, the battery and the extension of the battery. And because, again, it is something that is a resiliency measure that has an important function in making sure that, that part of the peninsula is protected from rising sea levels.	
Mayor William Cogswell	But also, it serves as a very important public space, as a function. And, and has, a beautiful form to it to. So I think, that starting there, and that's something that I've talked to Ben about because, frankly, just the timing of it and where we are in our conversations with the Corps and making sure of where we are with the rising sea level, there's an urgency to it, that I think we do have to, put down more, and establish a foundation there.	
Mayor William Cogswell	That is a delineation of beautiful public space, that gives the waterfront back to the public. And that is something I think, would accomplish a lot of, solve a lot of issues. So, you know exactly where it goes or what the, the pathway is and what it looks like and how it ties into other, public spaces on either side, whether it be the decking on the highland side,	Public spaces
Mayor William Cogswell	All that is to be determined by folks, particularly Christian, that, we, the city is fortunate to be able to hire to help us with, the vision component of it, but a lot of opportunity there. But again, to me, resiliency and protecting the city, if you can marry it in a way that works, with what Charleston is, I think you're off to a really good start.	
Stefanos Polyzoides	So I, I think that, it is important for everything that happens in the city as a, any city, at the level of infrastructure should have a level of character. I think if you left it to the Army Corps of Engineers, this would look like the Berlin Wall. It is the cheapest, the easiest, and things go up that way.	
Stefanos Polyzoides	I mean, the East Germans didn't really want to build a wall to be ugly, but it was the cheapest way to do it and they were in the same predicament. It was ugly in a different way, the Berlin wall. But our motivation is different. I would say that this has become a beautiful thing. I was, I visited a place called Saint-Malo, in the west Western part of the Atlantic in, in Brittany.	
Stefanos Polyzoides	It's a walled town. It's a beautiful Medieval walled town that was senselessly, senselessly bombed due to the second world war and was almost destroyed. And it was rebuilt very faithfully, and amazingly, it looks like it was never touched by anybody, but it has around it, instead of just walls, it has on top of it a walkway, because people actually had to defend themselves from the water from looters.	Walled towns internationally
Stefanos Polyzoides	And this walkways was wide enough that when I was there a couple of years ago, people were actually jogging on it. People were actually perfectly comfortable to get up and perch and look out at the ocean. They were there were ramps and stairs that bring people up to it - in other words, it has become a feature. It has become something other than defense, it has become a beautiful place that serves people in different ways.	
Christian B. Sottile, AIA	And Lucca, Lucca, Italy, is the same way. There's a wall that surrounds the city - is the single point of pride in that community. I think its three miles around the perimeter of the wall, around the buildings and all, it was built for different defensive reasons, but it was also civic art. But I do think that Mayor cogswell already touched on this, Charleston already knows how to do that sort of thing.	
Christian B. Sottile, AIA	so you don't actually have to you don't have to look so far afield to know that its in our DNA, in Charleston's' defense, which I think is, it's a remarkable thing to think about, when you think about the work that's been done and what's ahead.	

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Vince Graham	Carrying on with this, access to the water, and creating beautiful place, what are some things that we can do to ensure that the access provided is open and inviting to everyone in the community?	Discussion Question 3
Mayor William Cogswell	Well first and foremost, I go back to, I don't mean to belabor the point, it is essential that the city be able to set up a special tax district, a TIF district there, because, I mean right now we have no access to the water and that comes at a cost. You can zone it. You can do, you can do the BAR process, we have that entitlement. But the reality of it right now is, is, a fence up and, be completely shut off from the public. So it's going to require public resources, and so I think that is an incredible, incredible first step.	TIF District
Mayor William Cogswell	And then, frankly, turn it over to the folks that know a lot more about how to make things beautiful to determine what the possibilities are. And I think the possibilities, those are the things that get me very excited.	
Stefanos Polyzoides	I would say that the city is very magical. It's a magical place. I mean, you live here and you understand that magic, and it's so, so much inside of you, some of you do wake up in the morning and say it's magical. But when you come every few years, you look around and think, oh my God, you know? How do you make a magical place more magical?	
Stefanos Polyzoides	By doing certain things that are beyond easy comprehension and imagination. For example, you are a city that is completely dominated by water entirely. How is it possible you don't have a ferry system? I'm talking like a first class ferry system. All you have to do is go for a week in San Francisco, go for a week in Seattle.	
Stefanos Polyzoides	And, Seattle in particular which has a lot of islands and so on, it has an absolutely wonderful system. Which not only would delight people coming back and forth, tourists and others, but it would keep cars out of your center. The easiest way to take cars out of the center is not by telling people not to come because they would revolt, they would come in busses. But the fact is, that you have to build an alternative system. And that alternative system could remove wheels in a maritime city, and so that's something to think about. And also, it's a really great system, it's an extraordinary town.	Ferrysystem
Mayor William Cogswell	We have a lot more, water than we have asphalt. So I mean, if there was a place to do it, I would say we would.	
Stefanos Polyzoides	And maybe a transit system around town, that was the other thing that came to mind, because, your so dense at the core that you could have a circulator that takes you, you know, from the North to the South of the peninsula, around a couple of streets, one way, and people that would be visiting here, tourists mainly, would have to leave their cars outside and wait. Like the way they do it in Italian cities or Vienna, or cities on the mountains where you can't take cars in.	
Vince Graham	We, Stefanos and I enjoyed a tour at the American College of Building Arts this morning, with President Broadwater and Nic Butler, and Cristina Butler and others.	ACBA
Vince Graham	It's such an inspirational place and we, went on an inspirational tour, and, I wanted to pick up on something you said, Christian. And actually your drawings were featured and your instructions of what you're doing - but, you talked about detail and craft, and the idea of this - of Union Pier, as well as other parts, you know, how can this be provided? How can we create opportunities to create, to really inspire, more of that, to reclaim and to advance that tradition? How do you go about doing that?	
Christian B. Sottile, AIA	We have to do it. We have to do it. We've got to do it. I mean, there's no option. And I think we have to use words like community and say it out loud, like, just say it and demand it. And I think this is not just a Charleston problem, it's a problem everywhere. It's particularly pressing in Charleston,	
Christian B. Sottile, AIA	Because Charleston has such great evidence of human contact, humanity and everything. And with all of this, everything that was built that made the city so beautiful, we've done a very bad job in the last few decades, in the past half century or more, but that's not Charleston's fault.	

Christian B. Sottile, AIA	It's the larger industrial complex of how architecture is made. But if we're going to rebuild, if there's going to be a revolution it needs to start in Charleston. And what's amazing is the college and... *audience applause	
Christian B. Sottile, AIA	You've put the pieces together - you have it already. The college has such an amazing and talented faculty. And seeing the students, I mean, it's been inspiring. I don't think anybody's ever walked through the doors and not left feeling inspired and wanting to quit whatever it is you do for a living and learn how, try to learn how to use stone or be a blacksmith.	
Christian B. Sottile, AIA	So. But, but I think it's important because particularly now in the world of artificial intelligence, that we have hyper mechanized connections. We know real things when we see them. You know, when we see a brick, and you see, you know, a piece of Styrofoam that's made to look like a brick, we inherently know which one is real, and I think, the authentic touch of the human imperfection, all those things that are known to us without any special training.	AI
Christian B. Sottile, AIA	And so we have to do it. I think it's that virtuous cycle. Actually, I think you touched on this. It's important that people are making Charleston that in Charleston. I think that's how we made all of this. So we've had a planning institute for about 100 years, and when we go vacation, we don't go to any cities that were made by that planning institute and go to only the ones that were made before.	
Christian B. Sottile, AIA	And so then you have to ask, well how did they make those cities? And I think because the economy is, there's a lot of reasons, but, the economy is, you know, say, when the funding comes from within, there's a whole set of other obligations that comes with that. So I think that's very important when you put your name on, when you think of a building facade like a face and, you know, you look up King Street, and you see the names of families tattooed on their foreheads, and you are still on their buildings.	
Christian B. Sottile, AIA	Yeah. I think that's if we can build our cities from within, then we have the possibility to think of creating more beautiful places and you know, we're pulling people into them. We're not pushing and zoning pushes away beautiful things and resists it. But I, I'd rather pull people in, and I think, you know, the ACBA is just, its just an example. Its just the beginning. Its just the beginning. But we have to be there for large and small projects deserve the attention.	
Stefanos Polyzoides	The experience was absolutely awesome this morning. It was extraordinary. And I heard the words this morning, you know, I haven't heard for 50 years since I first arrived in this country. The president said, "Americans use is extraordinary.	
Stefanos Polyzoides	All you have to give them is a purpose and some sense of discipline. And they can do anything." That's military words, I know I understand all of that, but its empty words he said in a room like this but surrounded by this art - it was like, almost impossible to believe! And we go, go into the library and there's a bust of Jefferson made by a 21 year old. It was actually more than good.	
Stefanos Polyzoides	I was like, I cant believe that - a 21 year old sculptor in marble. Are you kidding? And so we have to change our expectations regarding our children and what to tell them about what needs to be done. Its not okay anymore to just get a college degree, it gives you nothing.	
Stefanos Polyzoides	Particularly with AI around the corner. The most important thing to do, maybe the next 50 years, is people need to do something good with their hands that AI cannot produce. When you think about things like that, I mean, the real issues and challenges in the horizon, is they're coming. They're almost upon us.	
Mayor William Cogswell	Well, back to Union Pier, when you talk about the, the quality of materials, the craftsmanship and design that we all expect, and we frankly will demand, it takes time. I mean, that's the reality is that it can't be rushed. And that is where I think we have found, a good steward in Ben Navarro because if this was an investment group or, you know, some sovereign wealth fund or pension fund that bought this, they are driving an IRR clock, and so the month they purchase it they are trying to get a return. Where as Ben, at least, has been very clear in his public statements, he is looking at this as a legacy.	

Mayor William Cogswell	And I think that is what is needed if we're going to deliver something, I mean just that's the reality. And, that's what's needed if we're going to, take our time on this. And you're talking to, mind you, to probably my staff will attest to this, I think my sisters are out there will attest to this, that I am one of the most impatient people you'll ever meet in your life. And so it's very difficult for me, but the reality of it is, quality, that we're going to demand is going to take some time. So we do need to be patient.	
Stefanos Polyzoides	I will add something very small to your words, which I think is wise, and that is that in the meeting today at lunch, very general discussions, I said one thing that, I do believe it is true, which is that in the, in the development business, almost, not exactly, but almost every site, is any site.	
Stefanos Polyzoides	But if I would tell them that this 70 acres that have to imagine that would cut it off the computer in the 70 acres and superimpose it on King Street, one of the most expensive, complicated and beautiful part of King Street, and lift it and stick it in that site. Over 20 or 30 years, what would the value be?	
Stefanos Polyzoides	It would be in the multiple billions right? I mean, I don't know what the value of King Street is right now is, probably is in the amount of billions, so it would be much more than that. And so there is something about the process of slow building that has to be tested in a great city to make the point also, we can not only make greatness, but for gods sake we can make much more money than we have ever imagined before.	
Stefanos Polyzoides	After all, you know we're Americans, right, we're not doing things for beauty alone. And so there are people, including you, I think, with condos on the seaside, there are many other urban developers and think in this perspective and have been very successful. So there are things to learn from those processes as well.	
Christian B. Sottile, AIA	Thinking in inches, not in feet, and certainly not in acres, and really great to talk about how big Union Pier is, considering its such a large piece of Charleston.	
Stefanos Polyzoides	Especially because, the fact that, considering its an act of god to find an open piece of land in this city, or to even buy a building before 30 others open.	
Vince Graham	The, Christian, you mentioned this saying "Reform follows funding." Here's another one. "Form follows parking." So, how might this be, in terms of, a paradigm...	Discussion Question 4
Christian B. Sottile, AIA	I thought we weren't going to talk about parking. *laughter	
Vince Graham	Just keeping it lively.	
Christian B. Sottile, AIA	Parking. Parking, is just one of the things... I mean, parking is I think it's like a narcotic. If people start talking about, they get really wired, it should be a controlled substance. It's a drug that everyone is addicted to. And so we know this, but, I think when we do invest in infrastructure for warehousing vehicles [parking], we should always do with the thought, what is the future of this building?	Parking
Christian B. Sottile, AIA	And what will be its best use, as an adaptive use. The original, we've done a lot of work with old parking decks and the original architecture are stunningly beautiful buildings because nobody knew how ugly you could make them or how big you could make them so they were very adaptable. Even in the early 1930s and 40s, parking lots of the rules as far where we actually converted one to the micro housing project some years ago. As a proof of concept, you don't have to square off the site.	
Christian B. Sottile, AIA	So when they must be built, I think we should...	
Mayor William Cogswell	Its just practically taking out the ramps, and putting the ramps in the middle so that there's not a slope, a sloped floor space and the building potentially could be repurposed in some form or fashion.	
Vince Graham	Yeah, at this forum last year, Michael Phillips with Jamestown said it should be illegal to not, to do anything else with a parking deck than what you're talking about.	

Stefanos Polyzoides	The issue of parking is closely related to the issue of circulation, current growth numbers of travel and cars are the trouble with urbanism across the board. Particularly in the most urban sections of our cities. But it seems to me that this would be an extraordinary place to experiment with Flex Streets.	
Stefanos Polyzoides	Streets that are closed down for significant parts of a day, weekends, evenings for holidays, and I mean, have people walk. I mean, every time I come to Charleston with my wife that we, we, we end up not renting the car and just walking for five days.	
Stefanos Polyzoides	So. Okay. I understand that people work here and live here, so I'm glad that they can move and live in peace, but the 7 million people that come here should not come in the car. *applause	
Stefanos Polyzoides	Other places are doing it. Venice is beginning to put limitations on what people do when they go to places in self-defense, its spreading everywhere. But I do believe that that this place, I mean, when you think about Union Pier, that it should not be for visitors alone. It should be an active and important place that's for everybody.	
Stefanos Polyzoides	In that sense, it should have parking, but it should be parking that is of the stop and go kind. It can be some place that, where there is other parking... when we worked on this on this project, Nathan and I, there were parking garages in the vicinity of two and 3 or 4 blocks away. So you could, if this should becomes very much an attraction,	
Stefanos Polyzoides	one can build a parking garage and use others and people leave their cars and walk. I mean, because that's the whole thing about working cities, they are multi-modal. You could not live by the, "I'm going to drive here and I don't want to walk 39 steps." You have to be ready to, to be a pedestrian.	
Mayor William Cogswell	I think you make a really good point. And one that I think is, is critical when it comes to Union Pier, and that is it really needs to be built for the people who live here. I believe that very strongly. And what the locals like, I can promise you, one of the things I wrote on my resume is that I was I was a tour guide in college, and what the visitors want to go to is where the locals go, especially in Charleston.	Build Union Pier for those who live here.
Mayor William Cogswell	And so if you design and build something that is an attractive, a place for the local population, I guarantee you visitors will come to you all the probably attest. And maybe we can, figure out the parking situation there. But there's one thing I do want to hit on when you do talk about the local populations, and this might be one of your questions, I don't want to jump the gun, another critical thing,	
Mayor William Cogswell	we've talked about water, we've talking about design, but I think the, most critical economic and social factor is facing not just the city of Charleston, that our region is affordability. But, you know, it is at a crisis point in my mind. We just got numbers the other day. That talk about from the housing department speak to the fact that our area median income for the Charleston region is \$105,000, which is 35% higher than the national average.	
Mayor William Cogswell	And you would think that would be great news. You know, we're have high paying jobs, but when you have a starting salary for a teacher of Charleston County School District making, \$52,000 or 50% of the area median income, this is a huge issue for our region.	
Mayor William Cogswell	So when we think about Union Pier, it's been mentioned often that affordability has become an important component. This is something that we really need to be looking at, not just citywide but regionally. We need to work with the other municipalities. And fortunately, we're doing just that. So, I just want to throw that in there because, it is a critical factor for any large scale design for the city of Charleston and really for the region.	
Mayor William Cogswell	There are some parts of our country that are harbor developed, As we know, most of the coast. So, in our own practice we are working with a couple of developers who are investigating and working with the technique, and it seems it's the only one that ultimately solve this problem, which is working with programs for housing mixed.	

Mayor William Cogswell	So they're working on, on housing projects, 30-40 units, you know, they're not very big. That involved, market housing, workforce housing and affordable housing in the same buildings. Not only do they build to build places for people to make subsidized and otherwise, but they're also places that people can use across the board to service the city with.	Housing affordability
Mayor William Cogswell	The problem is that the more, the more prosperous the city could get, those people that service us, would have to come from 40-60 miles away. So we need to have social coherence in the way in which that the city develops, that the service class can live within the city boundaries. Otherwise we're building a 2 or 3 tier society, and these are very interesting buildings because we don't have to build them low income standard.	
Stefanos Polyzoides	We build them to high income standards, and then we decide how to subsidize them - much of the subsidy comes from the public side for the low income, the federal government does anyway, but they do it in increments that are so big, that they are destroying everything for 200 years, 250 years. So, you have to change public policy, change federal policy, change the state policy ...	
Mayor William Cogswell	No problem *audience laughter	
Vince Graham	Right. That's another topic for another forum.	
Christian B. Sottile, AIA	On affordability, I'd like to say I think it's important to build well. If we build for a 100 year depreciation cycle, not a 30 year, and then we allow buildings to age and.... we would always be able to keep housing stock in the old buildings that are good enough to keep and they could naturally cycle down in value, so don't build poorly, always build well. Build well continuously in smaller increments over time. It's not an immediate solution, but it's a good solution for industry that has produced it, until we stop doing it.	
Vince Graham	So, thank you Mayor, for bringing this subject back up, you talked about it in your opening comments. But, another thing you talked about is significant open space. So thinking about a balance of open space, affordable housing and parking, you know, what are what are our priorities here?	Discussion Question 5
Vince Graham	I mean, open space? The more open space you have, the less opportunity you have for affordable housing or a park. So do you prioritize these things?	
Mayor William Cogswell	You go back to the fact that we know this can't be done overnight. It shouldn't be done overnight. You are going to make some mistakes. You can't be afraid of that. You need to be willing to pivot. You need to learn, as it evolves. You need to let it go organically, and, you know, what you're going to end up with again, as long as you have our city as your guide, I think, you know, you're going to have a hard time going wrong. But you need to stay true to that. You need to stay true to your principles.	
Mayor William Cogswell	and again, we don't know what the future holds, but I am optimistic, that, it can be something great.	
Stefanos Polyzoides	I think, I think that we, the question about open space, that open space in the public realm is everything that matters. In that respect, to talk about public space as a statistical issue is a big mistake. 20%. 80% this and 10% that. Look at the public space in your city and see what is, see how it is distributed. I mean, if you're on the waterfront, maybe the open space is at the waterfront, like everywhere else, it is actually a wonderful linear park, and that there's some pocket park in the whole place, the way that everything feels like, like its in the fabric...	
Vince Graham	That's right, that's a great point. We do have this little small piece of open space called the Charleston Harbor and that's along the water.	
Stefanos Polyzoides	But maybe its something you can sail from and you can understand open space in a completely different way, that's all.	
Vince Graham	Okay, so and then, people are motioning that we need to wrap up. So, I'll give the panelists a chance to say a few words.	Closing Remarks

Mayor William Cogswell	Okay. I'll start again? Well, it's been, it's an honor to be here tonight. I think we're here to talk about something that we all know, is an incredible opportunity to really show what our what the future of our city, can and should be. It's an honor to sit up here with these guys, Christian and I go back 20, 25 years? He didn't have any grey hair back then.	
Mayor William Cogswell	But the reality of it is, you know, this kind of expertise is what we need. If we're going to ensure that this city, this particular project is one that we can all be proud of. And I just reiterate my point that this mayor, as your mayor, I am committed to making sure that you all are going to be engaged in this process.	
Mayor William Cogswell	I think, you know, we're not going to have all the answers upfront. It is a process, as we've talked about tonight. But if you get the right ingredients, I think, and you're guided by the principles of what we love and know about our city, I think we can, we will end up with something that, we can all be extremely proud of	
Christian B. Sottile, AIA	Its hard to beat that. Yes. I think, you know, affirming the principles, the fact of having a convening capacity of an organization like Historic Charleston Foundation is a perfect example of that, we have people that love the city deeply, that can host a conversation like tonight's conversation. And it's just a small piece of all the work ahead that's never done, but, but I think at their very core, cities all about public realm and private diversity and the more coherent and heartfelt the public realm is, and the more diverse and incremental and spontaneous, an evolution of the private needs to happen, and we simply have that everywhere in this city.	
Christian B. Sottile, AIA	And so, you know, every generation will make decisions and you, you have a whole series of decisions that lie ahead. And I think, I guess I'll just come back to, as we said, the affirmation of principles hold those principles up and test everything against them. If they're true, then everything has a target, its a very Plutonic way to think about it, In the real world, it's much more Aristotelian. It's much more, tactical. But hold the principles up is the best we can do.	
Stefanos Polyzoides	The first six slides that I showed you that we've couldn't identify, as to what those places were - they bring up the very important subject. So what? So what we cant tell, where they are?	
Stefanos Polyzoides	Well, the homogenizing of the world is a significant problem. I would say it's the most significant problem that we have in the world today, because 30% of the kind of carbonization involved in the world as it is, is due to buildings that are poorly built, buildings that are torn down because of they are poorly built, affordability, and buildings that are serviced by excessive, excessive amount of oil or petroleum derived sources.	
Stefanos Polyzoides	That's one third. The other third is commuting and servicing. Both servicing vehicles and getting to work. So two thirds of the carbonization load on the atmosphere is caused by bad cities and bad buildings. So all of a sudden, the signature of Charleston is not in is the esthetic and esthetic dimension or, or destination attraction for people to, to, to experience beauty and, and restfulness and so on and repose.	
Stefanos Polyzoides	But it's really about saving the world and I'm sorry, if I'm a little overwhelming here, its about developing the model, the model that executed in some depth that can have a significant effect on the future of the planet. And so some of us have worked for, for 35 to 40 years on trying to turn the world around as the urbanist, you, maybe more on the lift of the building side, us on the development, I on urban architecture as well, but we have not gone further than 3% or 5%.	
Stefanos Polyzoides	I mean, we are not the force that we need to be at this time. The world is still churning on a business as usual basis. So it seems to me that the example, the possibility of having an example some place, as a shining example of how this business should be, should be done, for fun and for profit and for survival is an extraordinary thing. in a way, in more than one way, this is really a national model. This needs to happen for the sake of our country, not just for the sake of Charleston or for South Carolina. *audience applause	

HCF Advocacy Forum: Excellence in Waterfront Redevelopment
A TRANSCRIPT*

Winslow Hastie, President & CEO, Historic Charleston Foundation	I'd like to say thank you to all of our speakers. Thank you so much, Vince, for managing them so well. I was very impressed, as always. Seriously, thank you to everybody. Thank you Mayor. Thank you Christian. Thank you Stefanos. This has been an incredible conversation and I think what this shows us is, you know, we're just getting started here.	
Winslow Hastie, President & CEO, Historic Charleston Foundation	We've got a long road ahead, and that's okay. I think that's the great thing. And, to be deliberate and thoughtful and to truly reflect this community as we all love it, is going to be critical. So, you know, stay tuned. We will need to remain vigilant, as I said, but we will be optimistic at the same time and, look forward to engaging with you all and thank you for joining us tonight.	