

LARC 2550 COMMUNITY DESIGN | SPRING 2024

| Project Brief – Potomac Square [Greenville, SC]

This will be our first studio project of the semester.

Potomac Square is an underutilized strip development center located along the Augusta Rd Corridor in Greenville, SC. On the edge of the Pleasant Valley Neighborhood, the property is prime for redevelopment. The Pleasant Valley neighborhood, like many neighborhoods in Greenville, is facing intense gentrification pressures with its proximity to downtown as well as the desirable, wealthy neighborhoods of “the 05,” colloquially known for the last two digits of the zip code along the Augusta Rd corridor. This area of Augusta Rd has remained relatively affordable and is still home to many historic Greenville residents, including elderly populations and populations of color.



Using the *Augusta x Mauldin Visioning Plan* created by Clemson MCRP students from last semester, you will select Zone C and apply resilient, equitable design principles to a redevelopment project that includes an affordable housing component. Site Analysis has been done for you, but that means that you will be required to evaluate and apply the information provided to your designs.

| DUE DATES

Final Project Review

2/16

| Site Design

Using the research and conceptual designs from “Augusta x Mauldin Visioning Plan”, design the site.

When making design decisions, please be sure to consider:

Resiliency

- Sustainable stormwater management
- Preservation and enhancement of natural features
- Design that reflects the vernacular

Equitable Design

- Accessibility
- Multi-mobility
- Respectful
- Appropriate

| DELIVERABLES

All work should be presented in a printed format for review and uploaded to Canvas

1. **Site plan or isometric (1):** appropriately scaled and labeled
2. **Site sections (3):** shown at 3 different scales showing changes in topography, structure, space or material
3. **Exploded axonometric (opt):** showing systems distributed throughout the site
4. **Location diagram (1):** show the site in context with the surrounding neighborhood/city/county
5. **Perspectives (2):** these are to show different views and explain details that site plan or section cannot do justice
6. **Section-perspective (opt):** this is a hybrid drawing seen often in architecture to show a “slice” of a structural element of design as well as depth and perspective
7. **Materials palette (1):** includes vegetation
8. **Supporting diagrams:** additional drawings you feel assist in telling your story

| POINTS AND RUBRIC

The following breakdowns show how you will be evaluated.

Points

DELIVERABLE	POINTS
Site Design	(200)
Deliverables	100
Presentation: Graphics	75
Presentation: Verbal	25

Rubric

CRITERIA	DESCRIPTION
Graphics	Work is detailed, comprehensive, and demonstrates an in-depth understanding of the project site. Graphics are clear, legible, and contain the necessary components (scale, N arrow, title etc.). Program elements and important features are labeled.
Content	Work is successful in meeting the goals of the project. Detailed thought and analysis are apparent in the selection and placement of design elements and features.
Narrative	Concept narrative is clear and evident throughout the drawings as well as how the presenter speaks about the project. Justifications for the design features and their locations are discussed, shown and well-supported. Tone is professional yet engaging. Transitions between breaks in thought are used to their advantage. For written descriptions, the language is clear, flows and is easy to read.
Spelling and Grammar	Work is free of grammatical and spelling errors.
Professionalism	Presenter presents themselves professionally during the final review (including presentation style and dress).