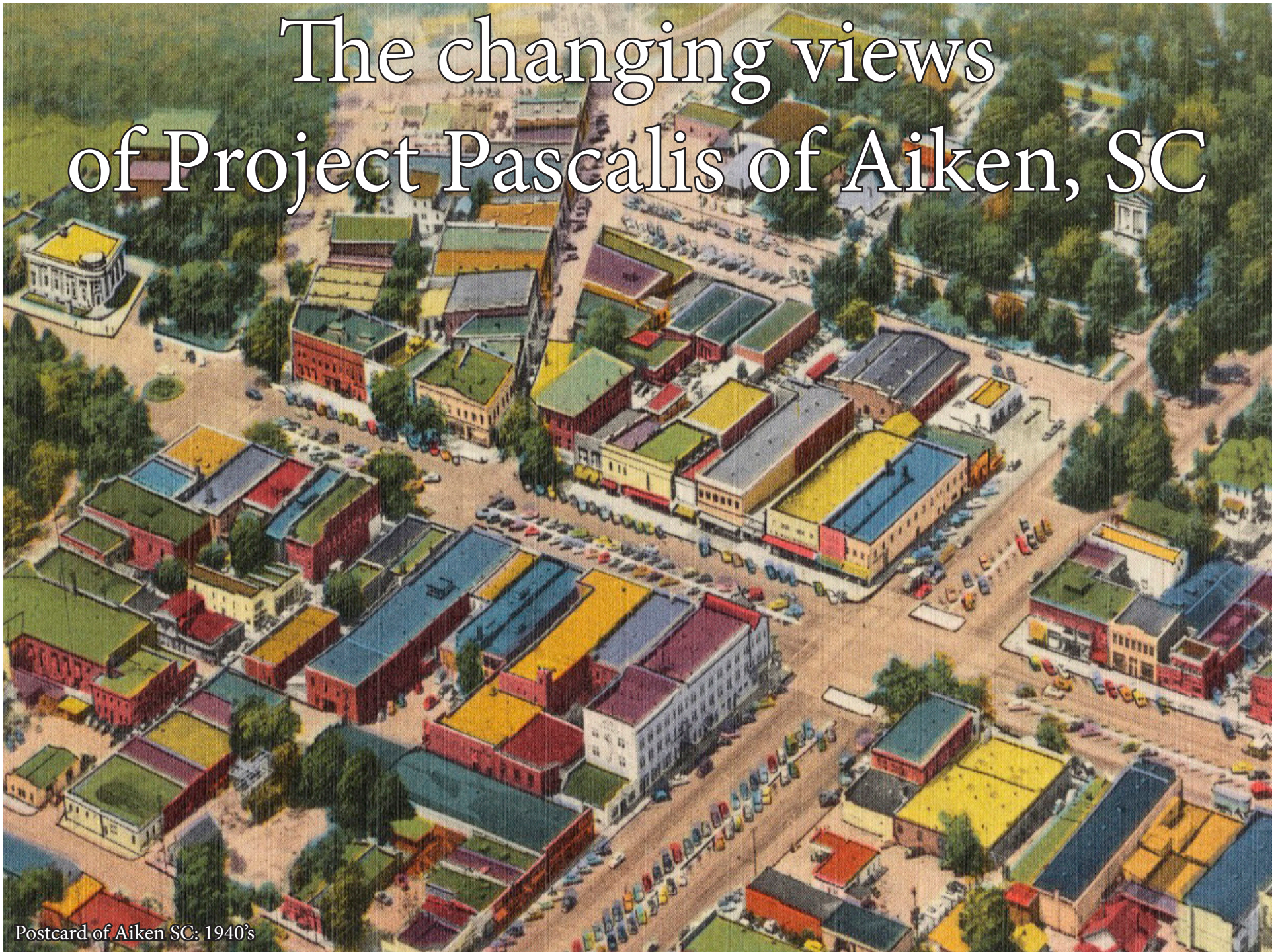
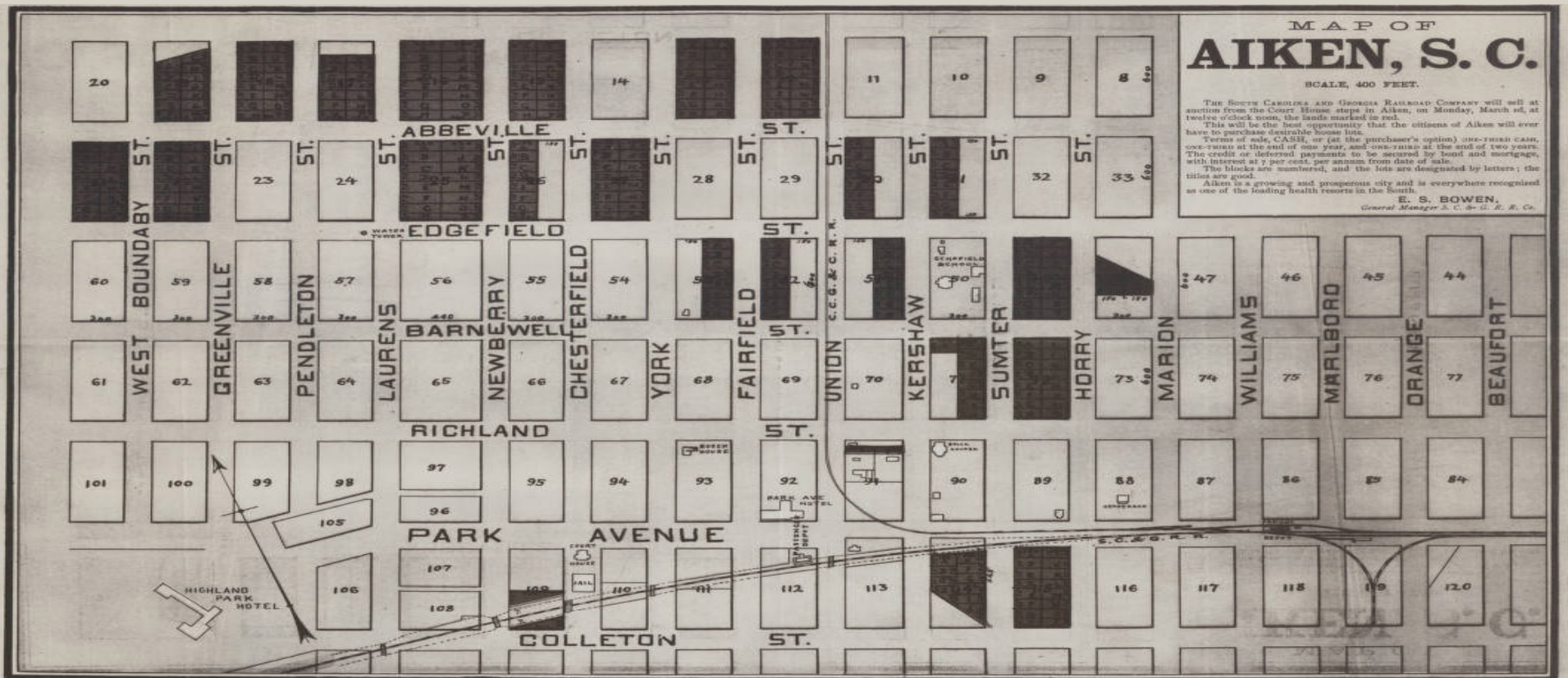


The changing views of Project Pascalis of Aiken, SC



Postcard of Aiken SC: 1940's

In this booklet, you will be shown several different views of Project Pascalis from over the last three years; all presented from the Aiken Municipal Development Commission (AMDC for short). All of these renderings directly affect the historic downtown of Aiken, SC that we all know and love. So, let's take a trip down memory lane.



1898 Map of downtown Aiken, SC

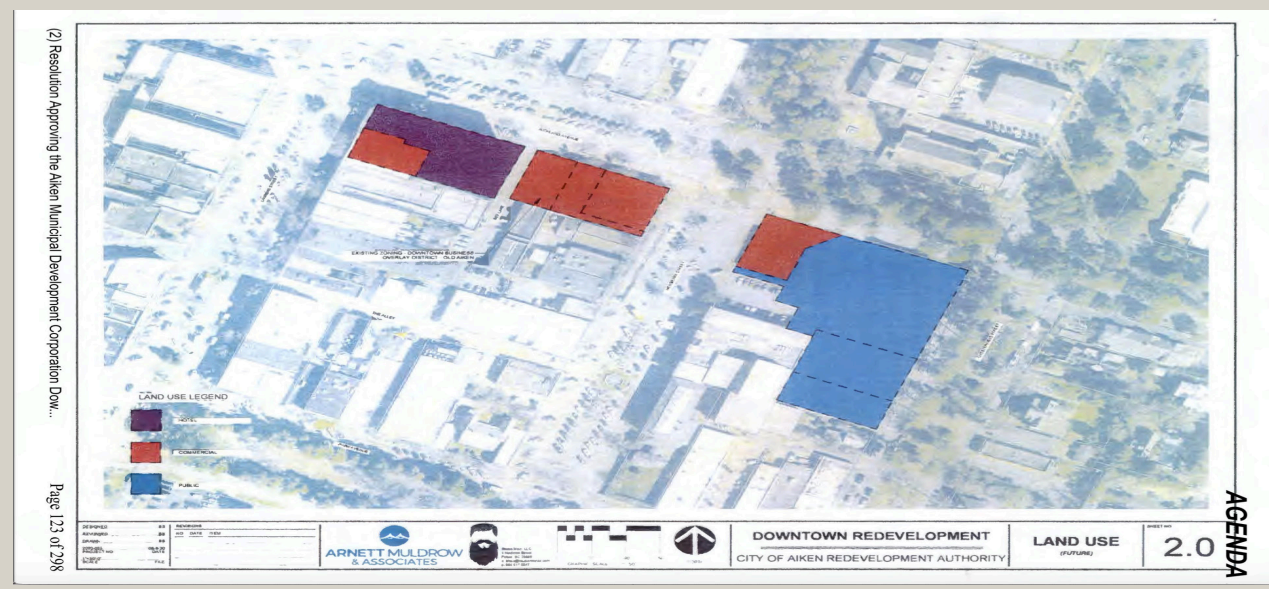
See also
Map - 2
S. C. 1898 (10)
1

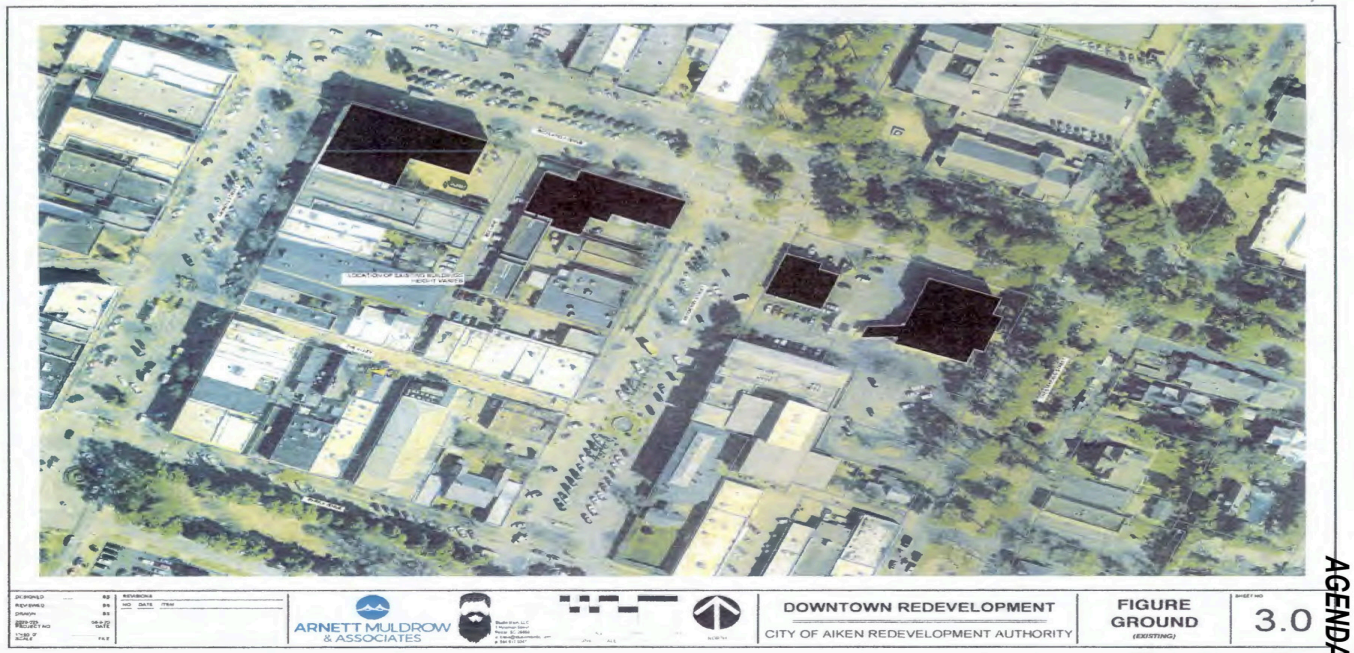
The first four images you will see are from Arnett Muldrow and Associates in July 2020. It's a development proposal for the revitalization of downtown Aiken, SC. This was nine months before the name "Project Pascalis" was being used for the downtown revitalization project. A more detailed report can be found here: <https://aikenmdc.org/wp-content/uploads/2021/10/2020-08-10-redevelopment-plan-one.pdf>



1. The image to the left showcases the block of downtown Aiken that encompasses Laurens Street on the left-hand side all the way to Chesterfield Street on the right-hand side. Newberry Street with its fountain is shown in the middle.

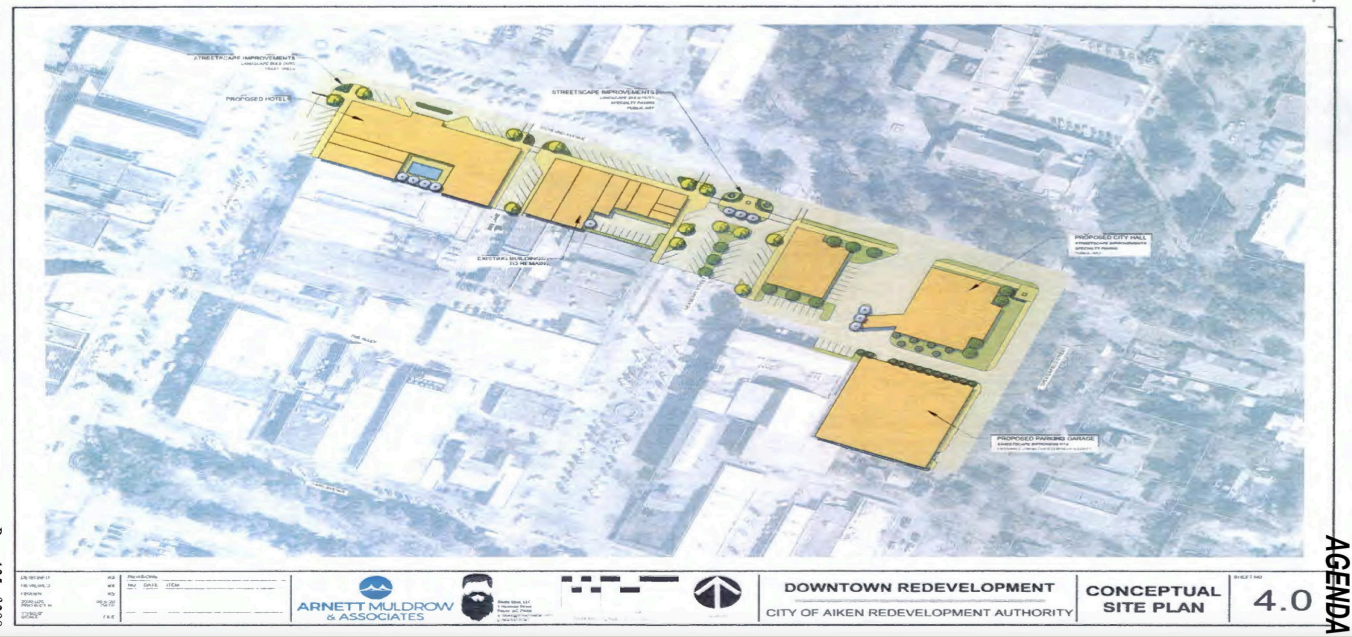
2. The image to the right showcases the properties for the proposed redevelopment. The properties are Hotel Aiken, Holley House, Playoffs Sports Bar(C.C. Johnson Drugstore), offices, Taj Indian, Pizza Joint, and the newly renovated city offices.





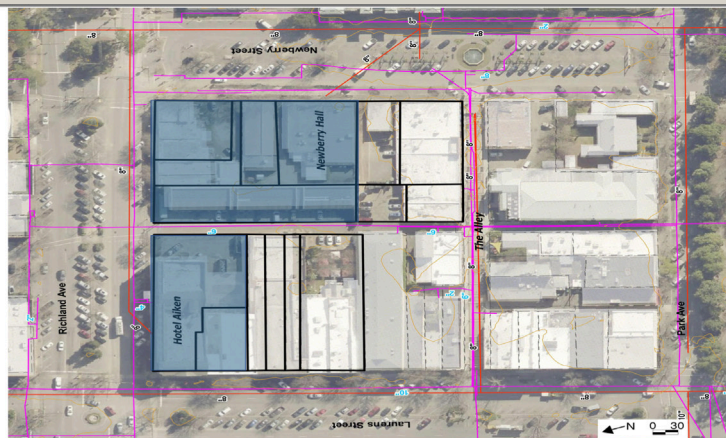
3. The image to the left gives a better look (buildings in black) at the properties for the July 2020 re-development. All together: four lots and a parking lot next to our city offices.

4. The image to the right gives a more detailed look at the proposed designs. Going from left to right you will see a new hotel, retail space, cleaned up streetscapes, Pizza Joint, the new city offices, and a parking garage next to the city offices (located behind the community theater).



The next six images are from the above design firms from April 2021. As you will see from the images, this is when the name “Project Pascalis” started being used and ideas have changed from previous designs. These designs were “commissioned by a company called GAC, LLC (Agent: Weldon Wyatt), which with-drew from the project in May, 2021.”

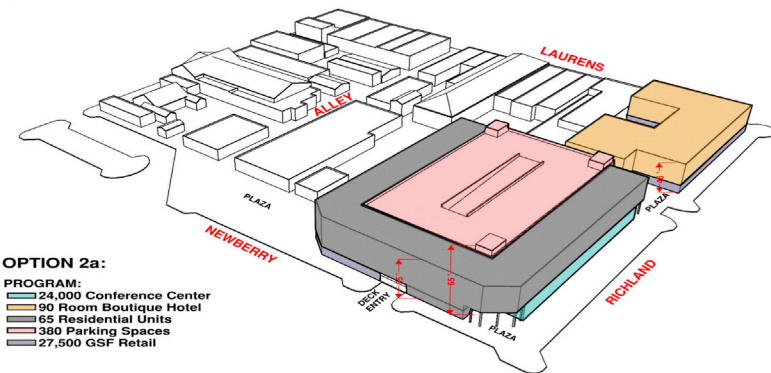
Site Aerial



1. The image to the left shows a top-down view of the April 2021 proposed redevelopment designs. It is a much more condensed design: everything is put into the Richland Ave/Newberry Street block. Simply speaking, it's a lot of volume in a very little space.

2. The image to the right shows the Newberry Street side with Richland Ave on the right-hand side. This angle shows us having a conference center, a hotel, residential units, retail space and a 380 space parking garage all in one city block and how congested it will make it.

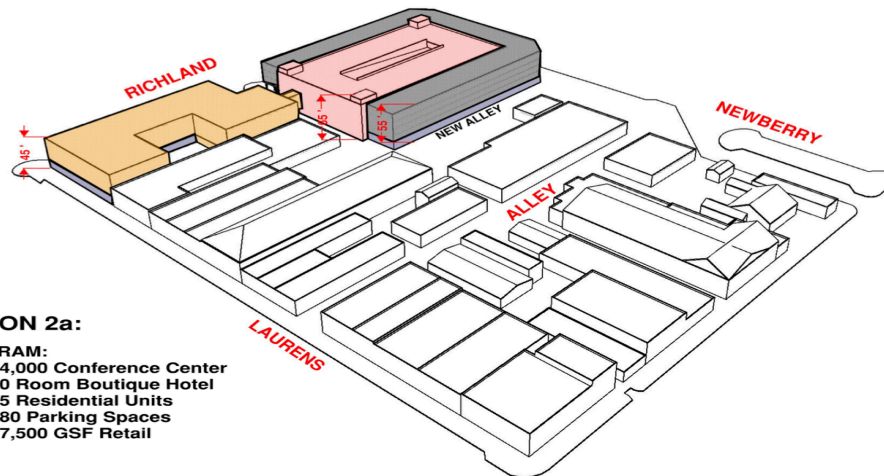
Newberry Street Aerial View



OPTION 2a:

- PROGRAM:**
-  24,000 Conference Center
 -  90 Room Boutique Hotel
 -  65 Residential Units
 -  380 Parking Spaces
 -  27,500 GSF Retail

Laurens Street Aerial View

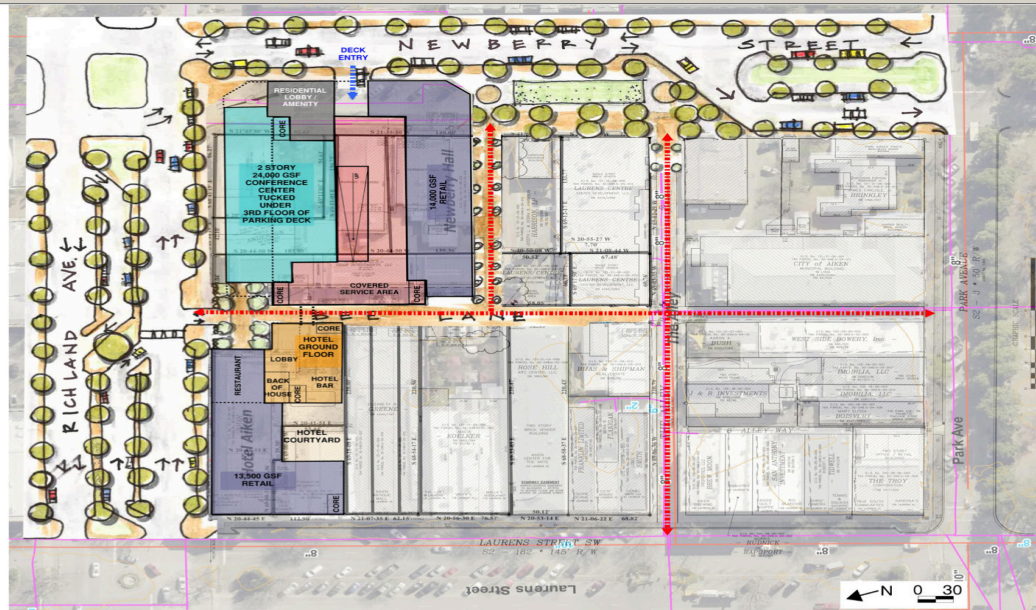


- OPTION 2a:**
- PROGRAM:**
- 24,000 Conference Center
 - 90 Room Boutique Hotel
 - 65 Residential Units
 - 380 Parking Spaces
 - 27,500 GSF Retail

3. The next view is coming from the Laurens Street side of downtown. It shows how the proposed redevelopment will be backdropped against the rest of downtown.

4. The image to the right gives us a more detailed look at how the proposed units will be laid out. The conference center and hotel will start on the ground floor. The first floor also shows restaurants, retail space and entrance to the residential units. What this image shows us better is the “new alley” which will be next to the current Newberry Hall.

1st FLOOR

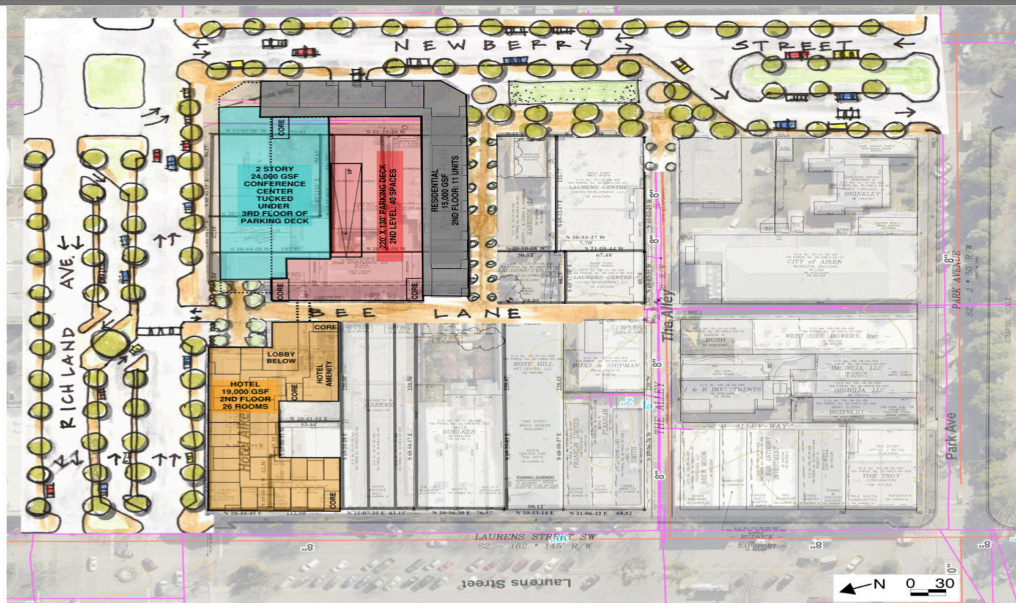


- OPTION 2a:**
- PROGRAM:**
- 24,000 Conference Center
 - 90 Room Boutique Hotel
 - 65 Residential Units
 - 380 Parking Spaces
 - 27,500 GSF Retail

2nd FLOOR

OPTION 2a:

- PROGRAM:**
- 24,000 Conference Center
 - 90 Room Boutique Hotel
 - 65 Residential Units
 - 380 Parking Spaces
 - 27,500 GSF Retail



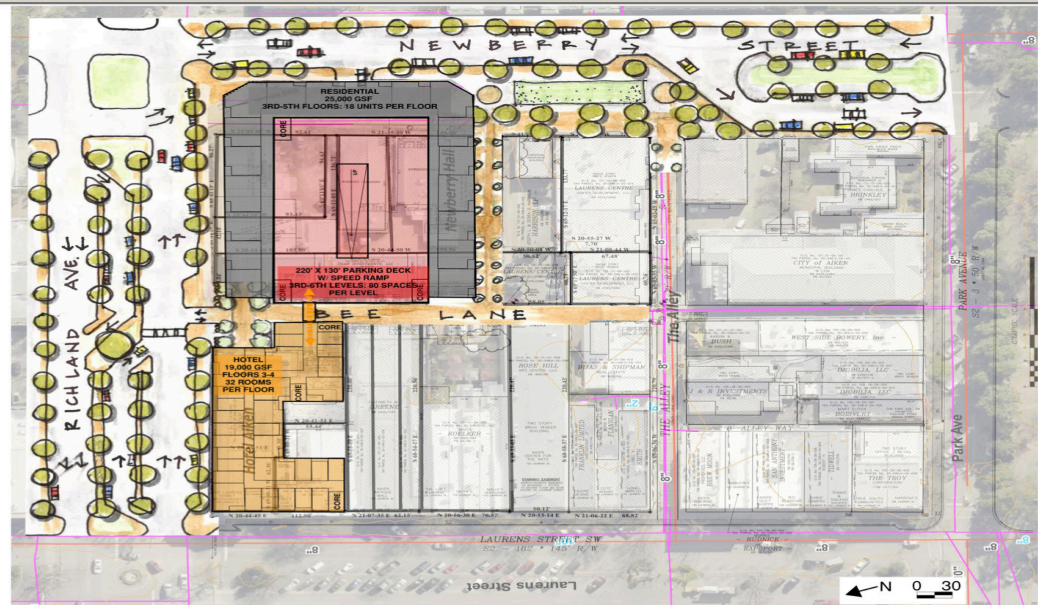
5. The image to the left shows the two-story conference center under the parking garage. The hotel will also start on the 2nd floor along with the residential units.

6. The image to right shows us what the third through fifth floors of the proposed development would look like. It comprises more residential units (surrounding the parking garage) and the remaining third and fourth floors of the hotel. Denoted with a small orange arrow is the sky bridge connecting the hotel and parking garage.

UPPER FLOOR

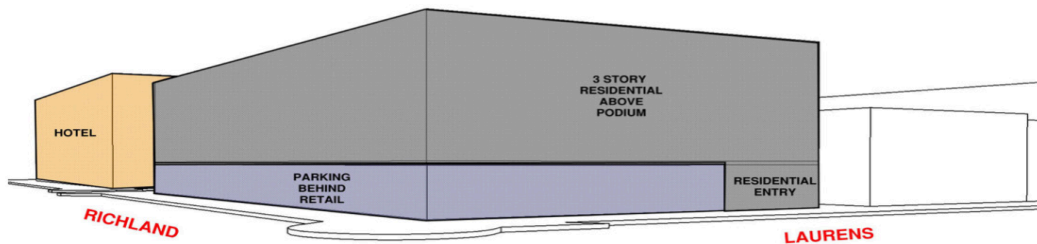
OPTION 2a:

- PROGRAM:**
- 24,000 Conference Center
 - 90 Room Boutique Hotel
 - 65 Residential Units
 - 380 Parking Spaces
 - 27,500 GSF Retail



The next six images are different street views from the current designers that we are being discussed. These images also contain more detailed renderings of what the buildings would look like.

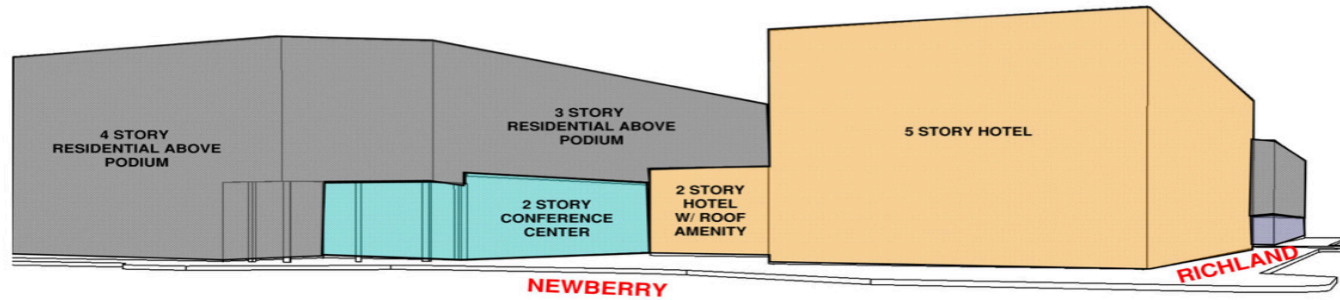
Laurens Street at Richland



Laurens Street at Richland



Newberry Street at Richland

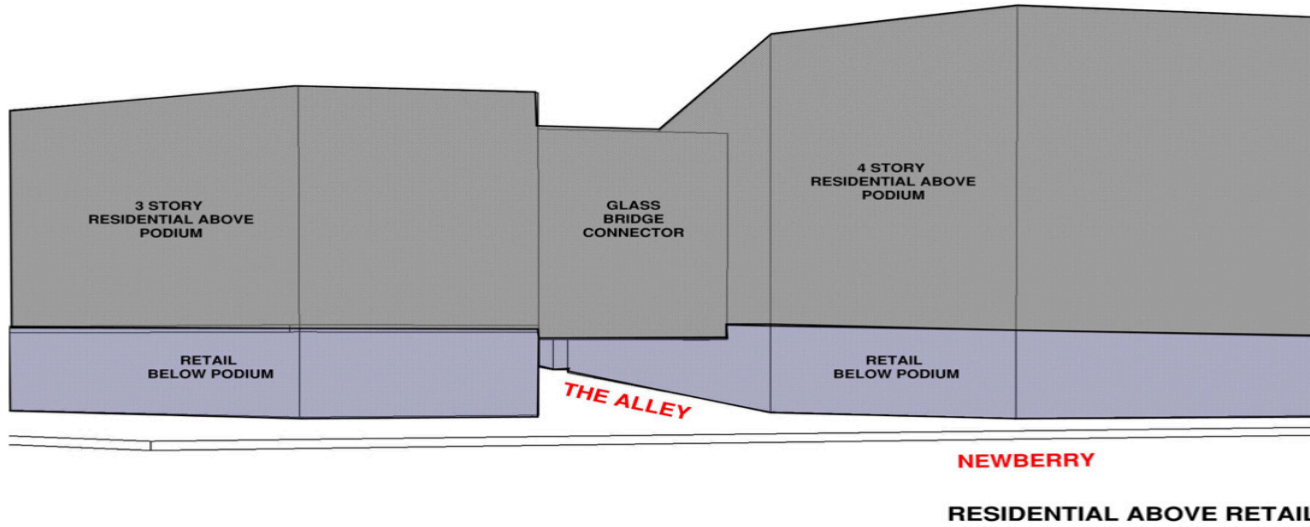


RESIDENTIAL / CONFERENCE CENTER / HOTEL

Newberry Street at Richland



Newberry Street at The Alley

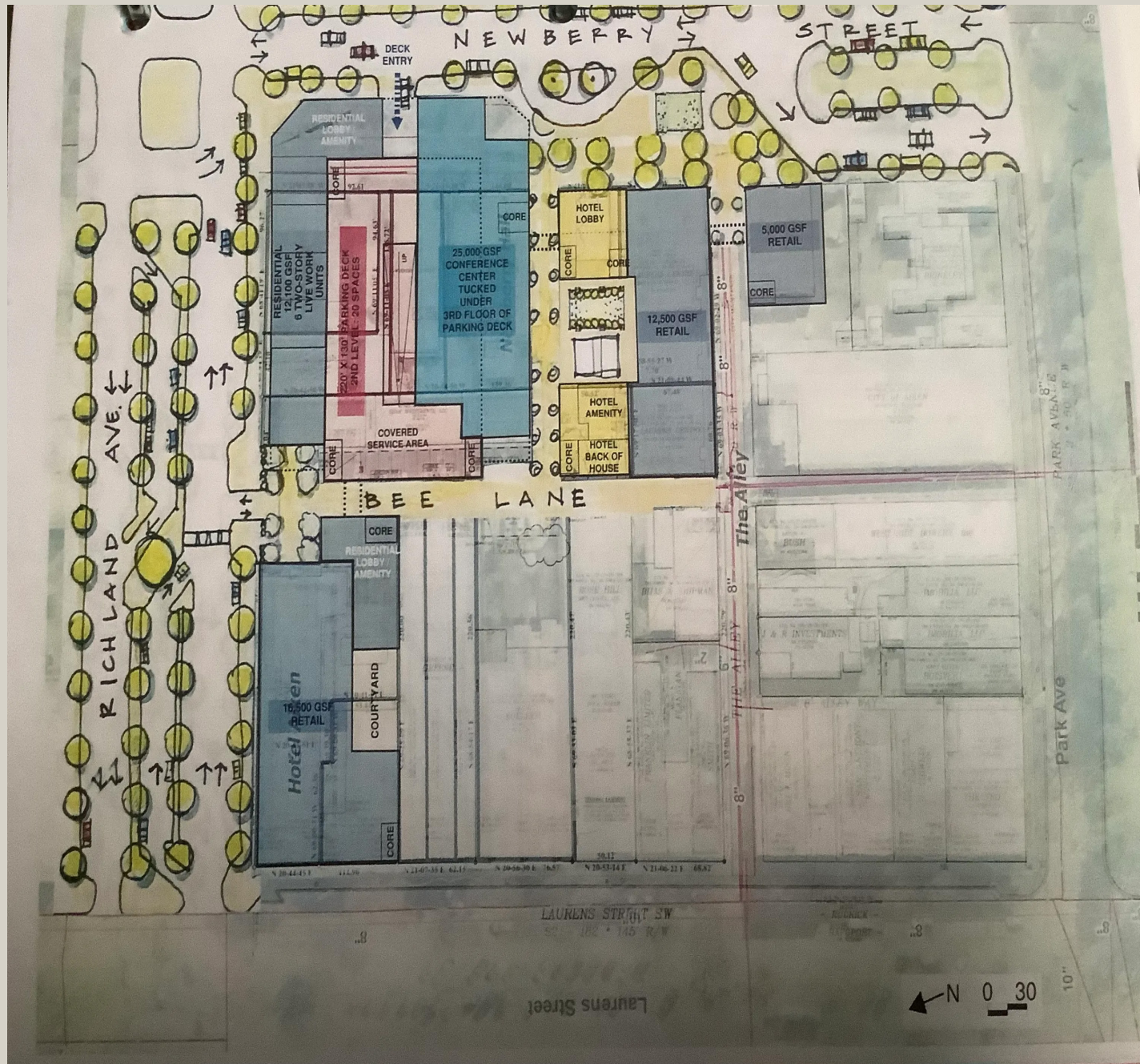


Newberry Street at The Alley

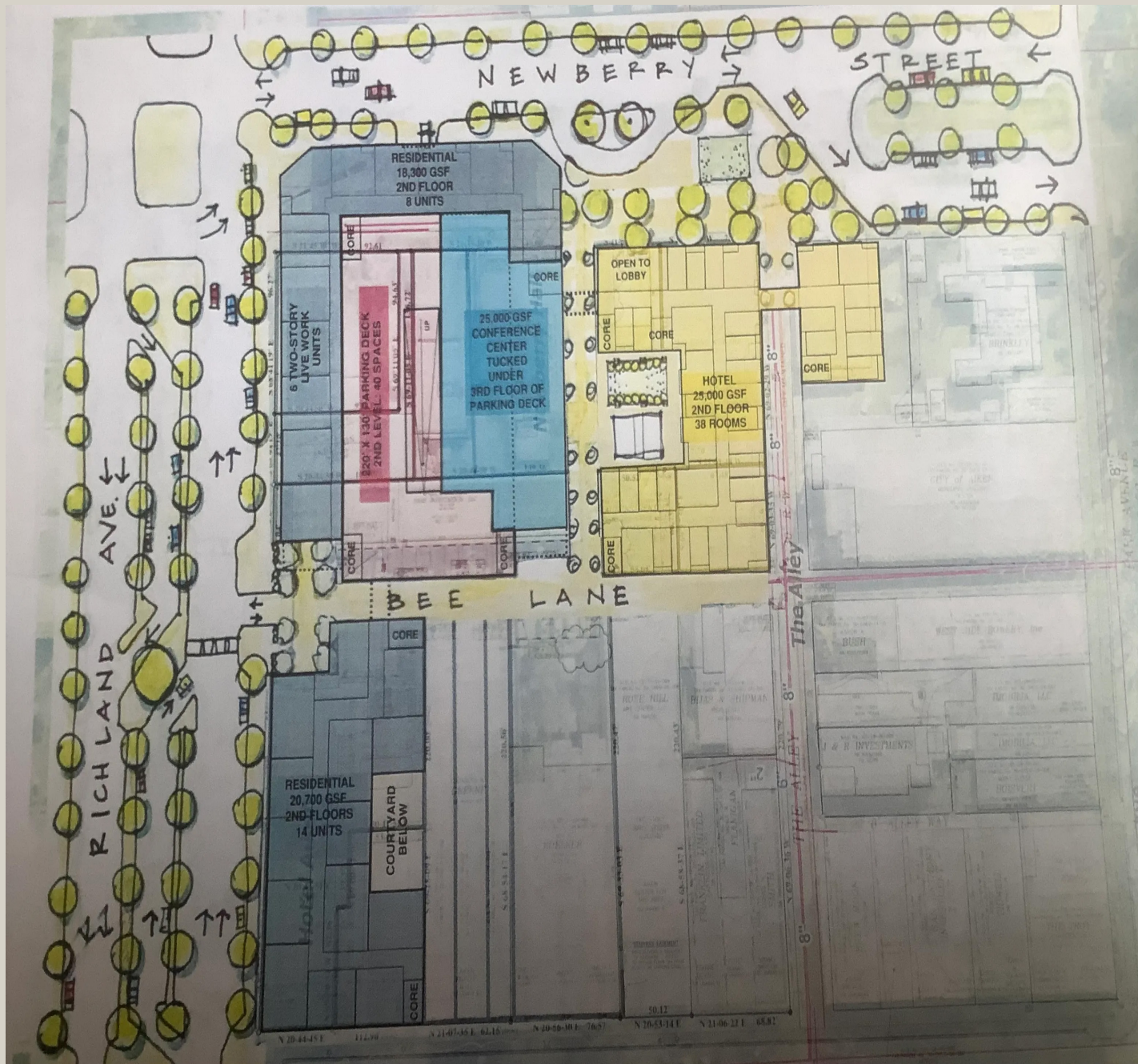


The next three images are from the Boudreaux Group, April 2021. They show that, “The \$100 million plus downtown demolition and redevelopment project named Project Pascalis actually involves two project areas. The unpublicized second project area is the popular commercial district and gathering spot known as The Alley.”

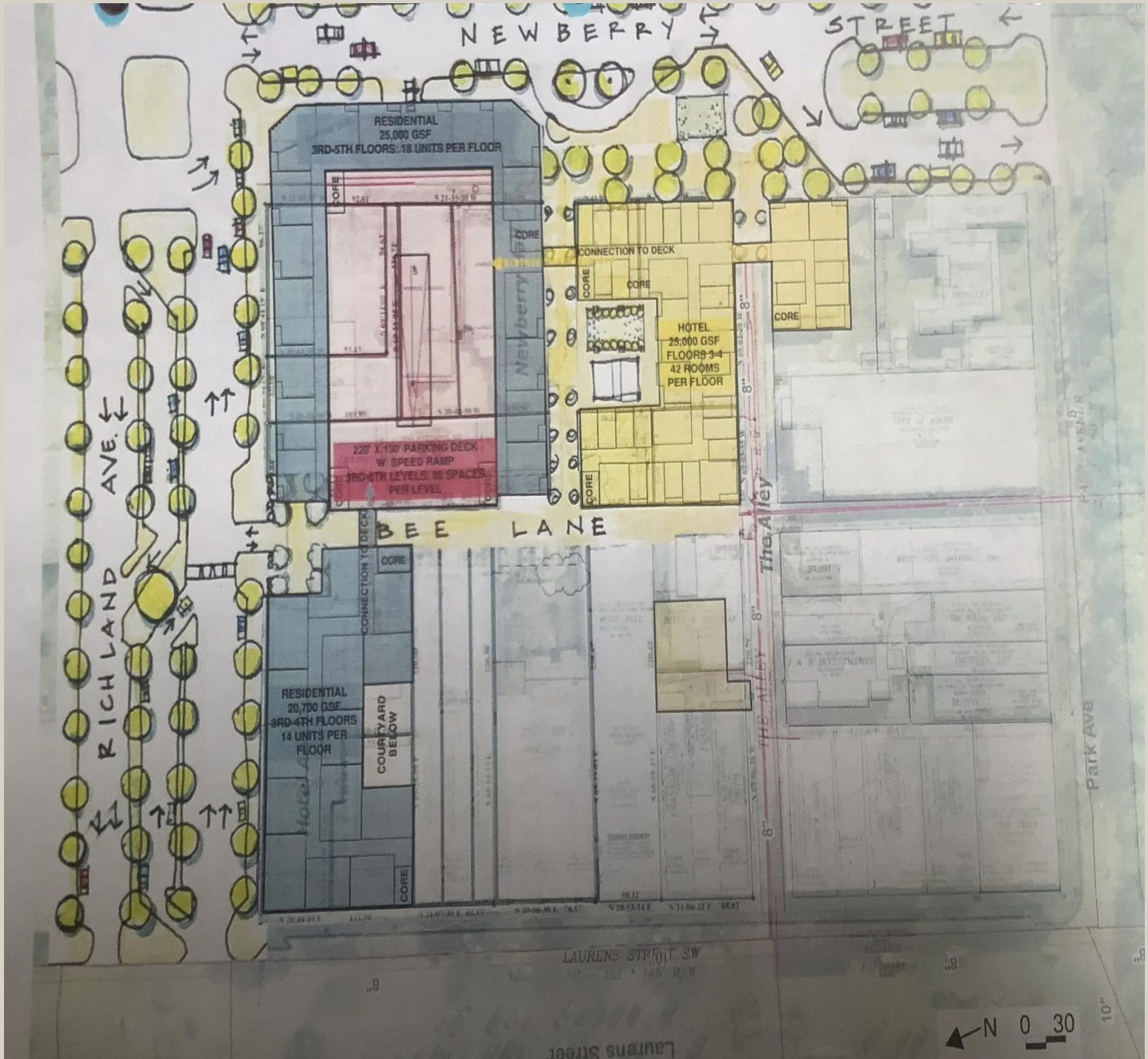




1. The image to the left shows the major difference in this design compared to the previous ones. In this rendering you will see that the hotel and a big area of retail space has moved into the alley (the Newberry Street end), where we already have several established businesses.



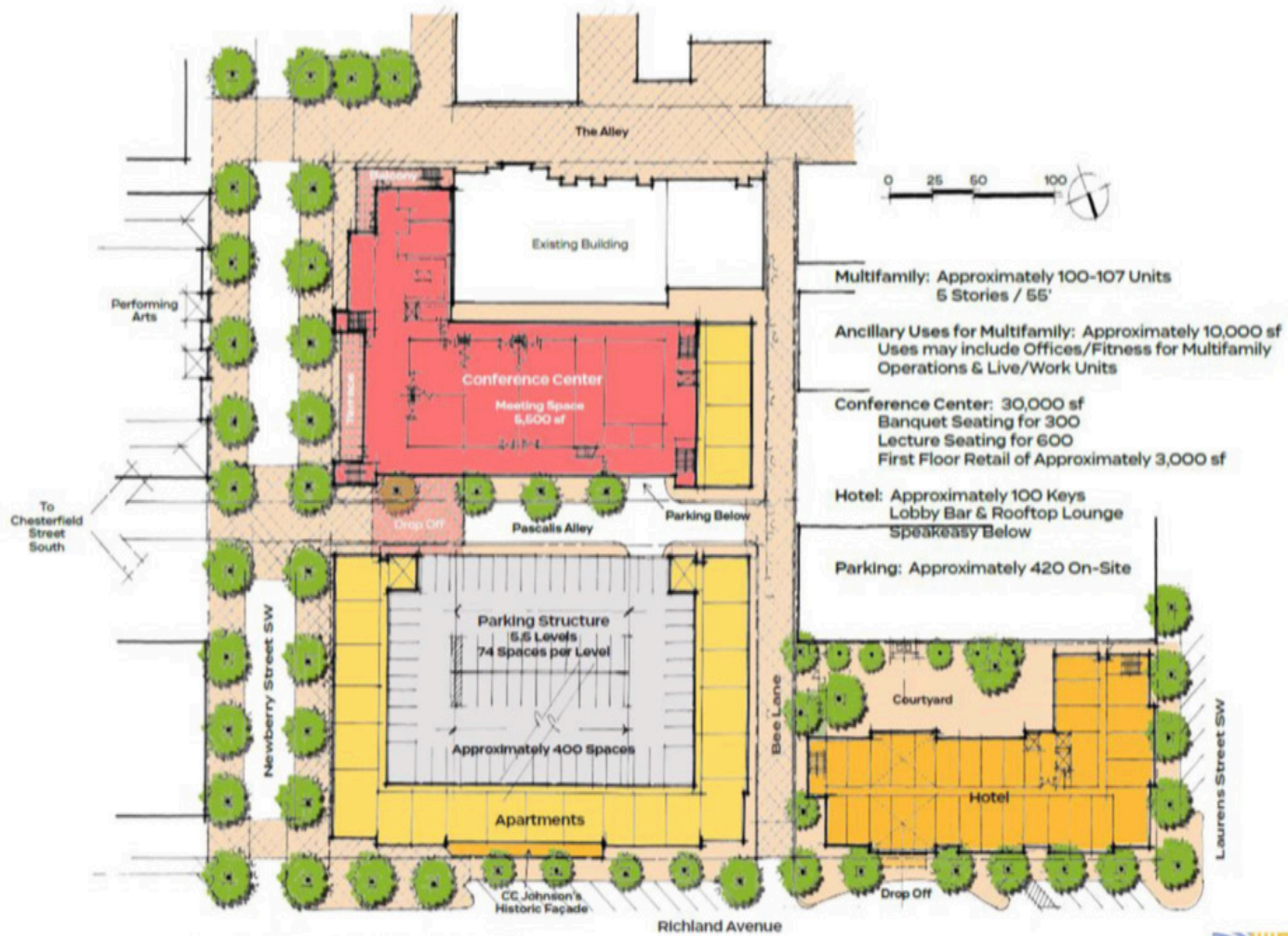
2. This image shows that the hotel will cross the alley and be connected by a sky bridge. It also shows that the apartments would be expanded to the Richland Avenue side of the street with the top floors being connected by a sky bridge (which you will see in the next image). The conference center would also be moved to the inside of the proposed development to be connected to the alley (still under the center parking garage).



3. This image shows the remaining third and fourth floors of the hotel, residential units and the parking garage. The major difference in this image compared to the others is the addition of another sky bridge connecting the hotel to the residential units.

The final design renderings from February 2022 and April 2022, are from a third set of design groups: RainesCo and Lat Purser and Associates. These firms, “were selected as the AMDC’s (or city’s) Project Pascalis developer in December 2021, replacing GAC, LLC.” In a short amount of time, almost three years, we have seen around four design changes for Project Pascalis and they are on their third group of designers. In the next two images you will see just how drastically these most recent designs have changed. The first image you will see is from February, which shows the conference center being on Newberry Street and connecting to the alley. The next image is from April 2022 and shows that the conference center, interestingly, has moved yet again and this time it is going from Newberry Street and connecting to the former municipal building on Park Avenue, almost making an “L” shape connecting the two streets.





- Multifamily: Approximately 100-107 Units
5 Stories / 55'
- Ancillary Uses for Multifamily: Approximately 10,000 sf
Uses may include Offices/Fitness for Multifamily
Operations & Live/Work Units
- Conference Center: 30,000 sf
Banquet Seating for 300
Lecture Seating for 600
First Floor Retail of Approximately 3,000 sf
- Hotel: Approximately 100 Keys
Lobby Bar & Rooftop Lounge
Speakeasy Below
- Parking: Approximately 420 On-Site

URBAN INFILL PROJECT
AIKEN, SOUTH CAROLINA

MASTER PLAN

15 FEBRUARY 2022

oda.us.com | ODA ARCHITECTURE



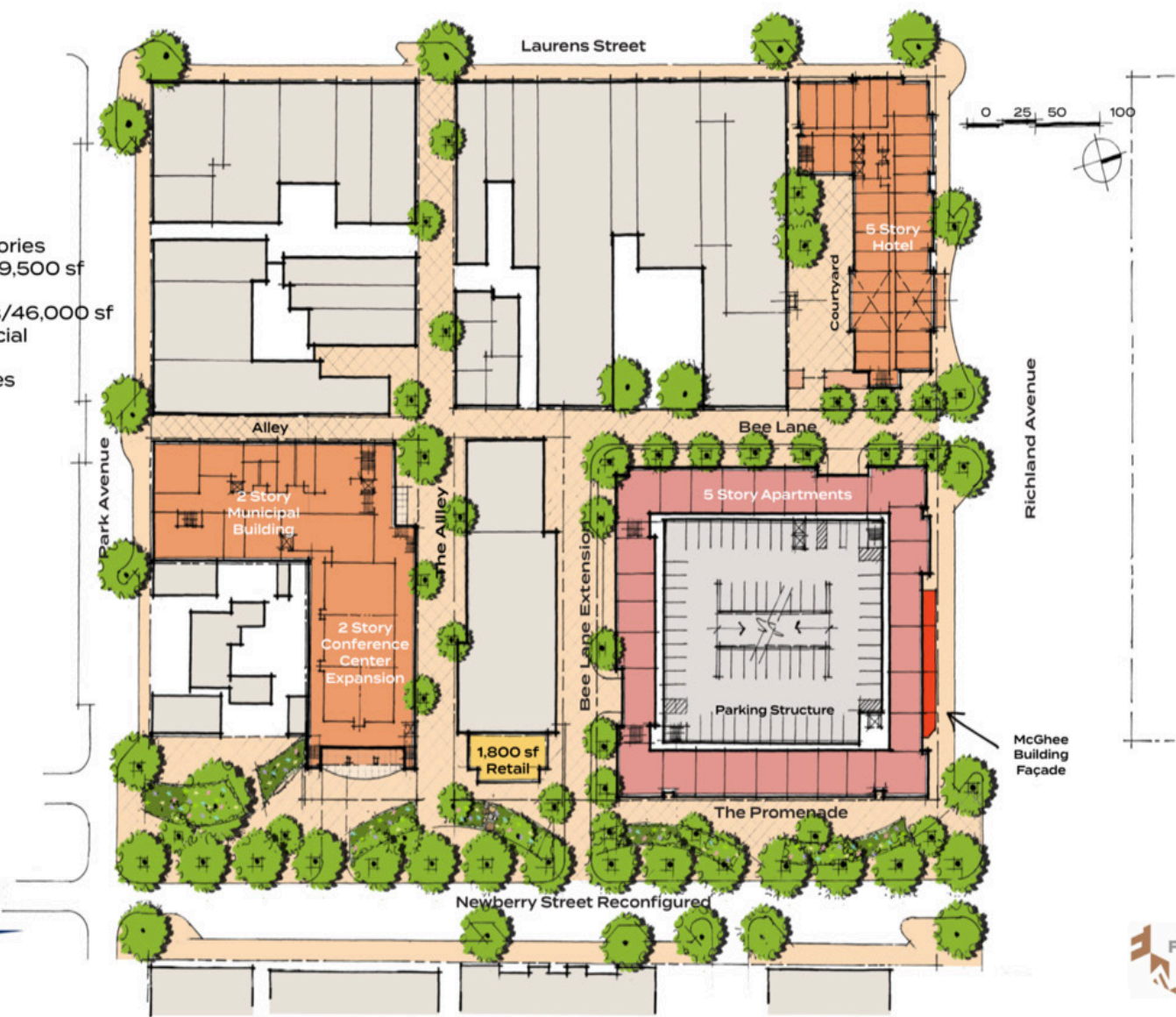
Site Data

Hotel: ± 100 Keys/5 Stories

Apartments: ± 117 Units/5 Stories
Ground Level Commercial: 9,500 sf

Conference Center: 2 Stories/46,000 sf
Includes 6,000 sf Commercial

Parking Structure: 381 Spaces



RAINES

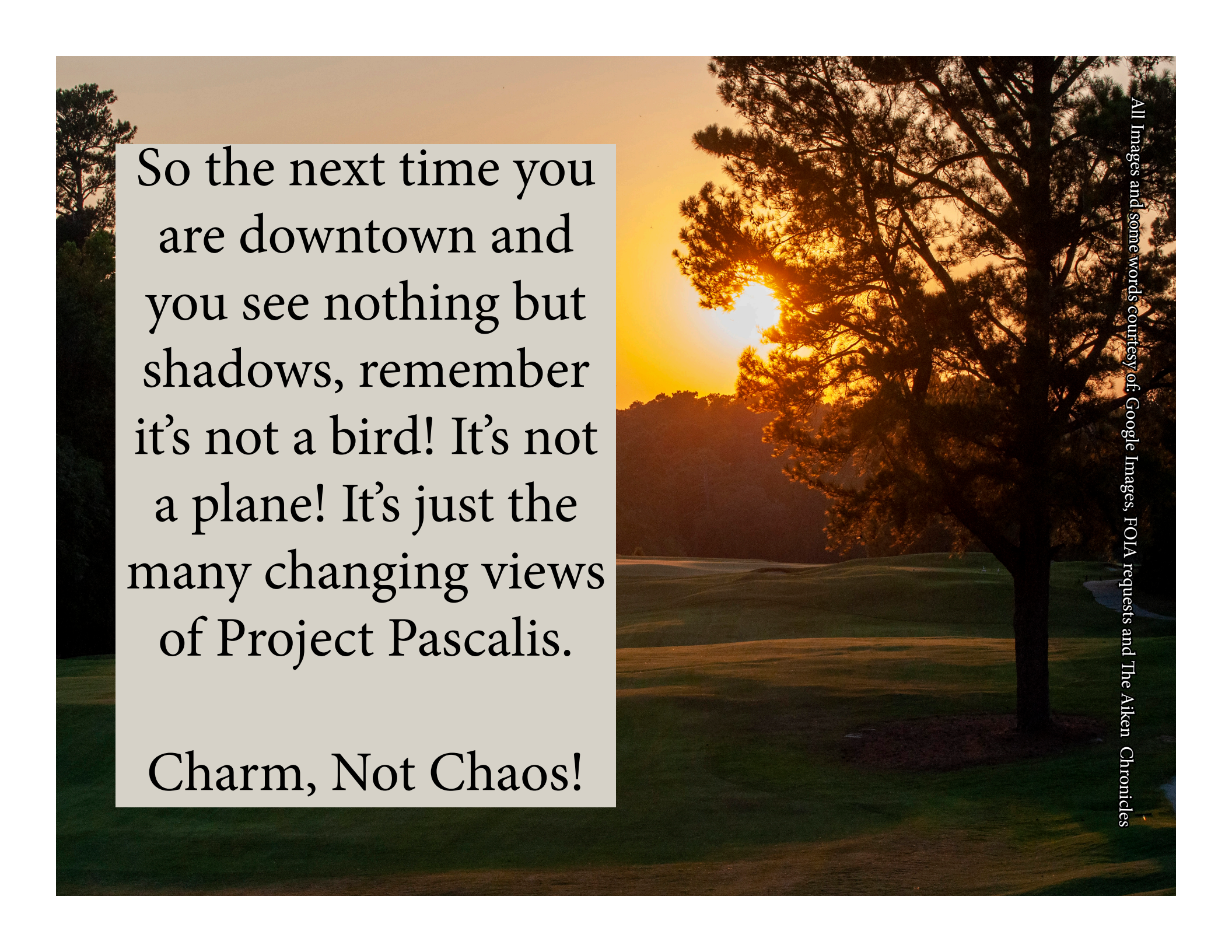
AIKEN CONFERENCE CENTER AIKEN, SOUTH CAROLINA

12 APRIL 2022

MASTER PLAN

oda.us.com | ODA ARCHITECTURE



A scenic landscape at sunset. In the foreground, a large, dark silhouette of a tree stands on the right side. The sun is low on the horizon, creating a bright orange and yellow glow that filters through the branches of the tree. The background shows rolling green hills under a hazy sky. The overall mood is peaceful and contemplative.

So the next time you
are downtown and
you see nothing but
shadows, remember
it's not a bird! It's not
a plane! It's just the
many changing views
of Project Pascalis.

Charm, Not Chaos!