

Element 29
Charleston, SC

This 190-unit multi-family project consists of two major buildings over podium parking and a central connector that provides access to the amenities including club room, fitness center with sauna and an outdoor pool deck with kitchen and fire pits. A landscaped paseo with an alley of palm trees and combined bike rack planters links the buildings to the adjacent brewery.

The 5-story building faces the pedestrian oriented Huger Street and relates as the so-called 'Building at Rest' to the slower pace of the foot and bike traffic. The 6-story building on the other hand is running parallel to the crosstown connector and refers with its architectural language as the 'Building in Motion' to the faster pace of the vehicular traffic on this highway overpass.

The exterior color concept completes the idea of the two different building characters by utilizing a single bright yellow accent for the recessed balconies at the 'Building at Rest' and a gradient of four different accent colors from bright yellow to red at the balconies of the 'Building in Motion', which reflects the appearance of moving car lights on the crosstown connector.

Client

New Market Apartments LLC

Completion

2020

