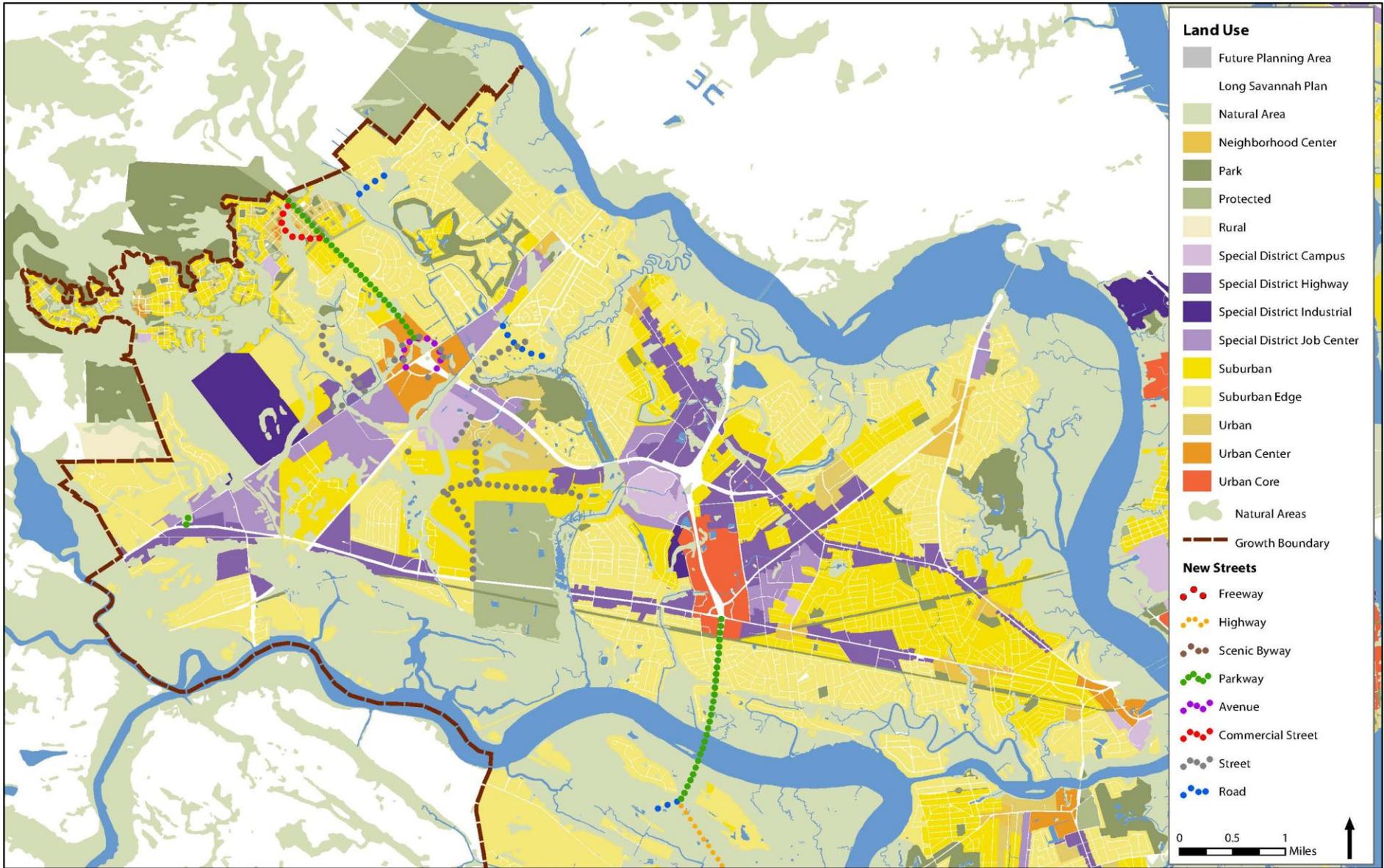


# 2014 West Ashley Economic Development Strategy





*The purpose of this endeavor is to create a vision for West Ashley to make it a better place to live and to work, the way people want to live and work today...to make it a visibly economically sustainable part of the city...to define its natural role in the region.*

# West Ashley Population

**Current 70,000 total**

**City 57,000**

**Future 100,000 total**

**City 85,000-95,000**

# REGIONAL CONTEXT

1990s & early 2000s: tremendous population growth in Mt P & SMVL

West Ashley population growth lagged, but retail inventory still grew

	Population		1990 - 2010		
	1990	2010	Population Change		Avg. Annual Retail SF Increase
			Nominal	Avg. Annual % Change	
<b>East Cooper</b>					
Mt Pleasant	41,544	78,960	37,416	4.5%	133,000
<b>Summerville Area</b>					
Dorchester Road	34,888	66,240	31,352	4.5%	82,880
Central Summerville	29,129	45,691	16,562	2.8%	
<b>West Ashley &amp; James Island</b>					
West Ashley	59,241	68,601	9,360	0.8%	96,500
James Island	29,969	33,871	3,902	0.7%	
<b>North Area</b>					
North Charleston	78,158	90,383	12,225	0.8%	80,200
Goose Creek/Hanahan/Ladson	82,244	113,504	31,260	1.9%	
<b>Peninsula</b>					
Peninsula	36,540	32,799	-3,741	-0.5%	14,200
<b>MSA</b>	506,875	664,607	157,732	1.6%	480,100

Source: US Census; Planning Areas prepared by BCD Council of Governments; Avison Young; Permar Inc.; February 2014.

# REGIONAL CONTEXT

Residential growth continues to move up I-26

Household growth is a key indicator for future commercial development

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## Retail demand locational criteria

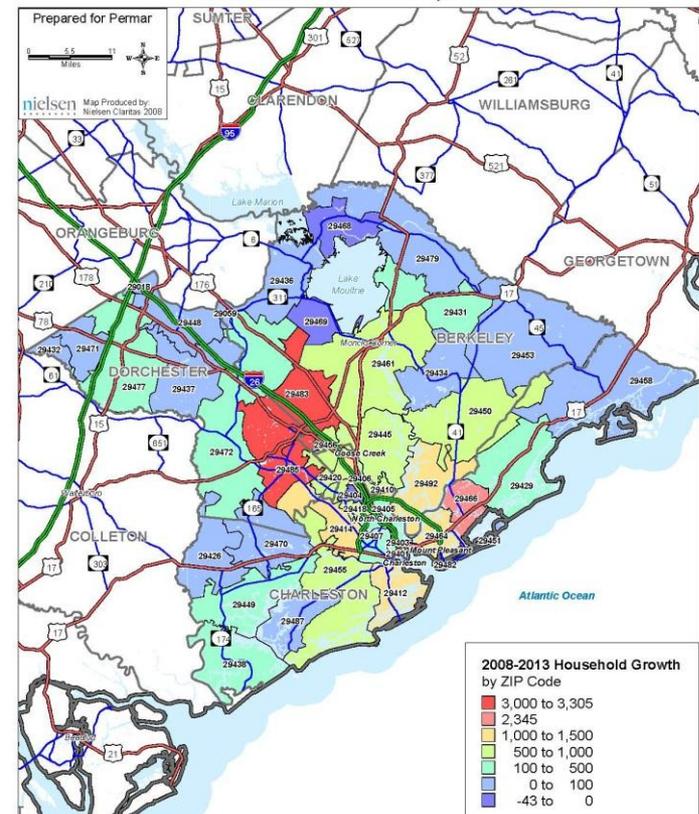
- Concentration of disposable income (residents, employees, visitors)
- Strong visibility & road frontage
- Clear competitive edge & market identity

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## Office demand locational criteria

- Access to qualified labor pool
  - Nearby convenience; supporting retail & services
  - Pedestrian-scale amenities
- 

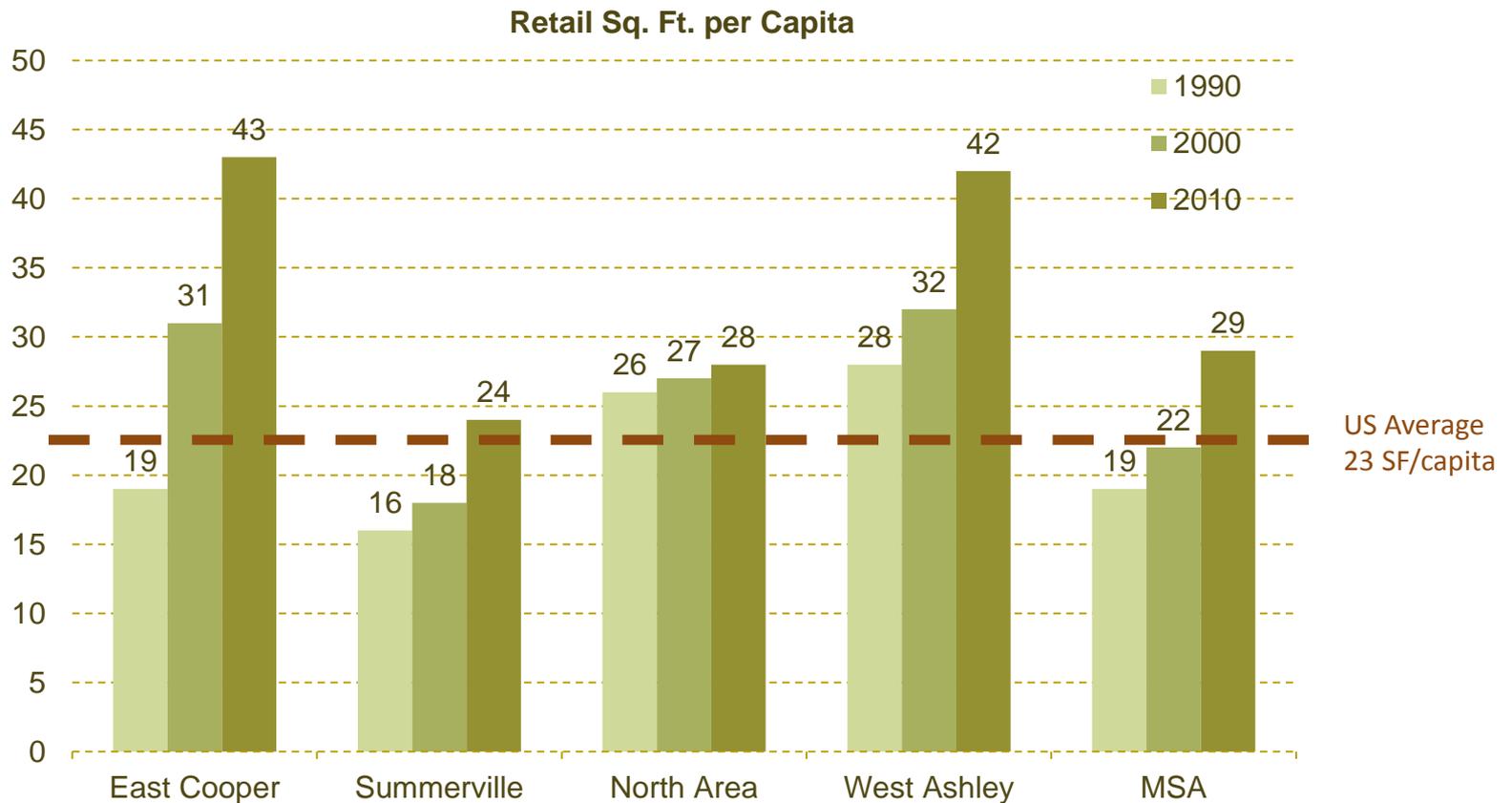
Charleston - North Charleston, SC Metropolitan Statistical Area  
2008-2013 Household Growth by ZIP Code



Source: Nielsen Claritas;  
Permar Inc., February  
2014.

# REGIONAL CONTEXT

Charleston retail SF per capita is high compared to the US (23 SF/capita)  
West Ashley among the highest retail SF per capita in the region



Source: US Census; Planning Areas prepared by BCD Council of Governments; Permar Inc., February 2014.

# REGIONAL CONTEXT

Charleston regional centers: geographic reach of 6-mile radii

Citadel Mall location is highly competitive

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## Citadel Mall

Region's largest & oldest mall

Competes with Downtown, Tanger, & lower suburbs

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## Mount Pleasant Town Center

Captive audience with high HHI

Little immediate competition

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## Tanger Outlets

Direct Interstate access & visibility

Located in middle of region/employment center

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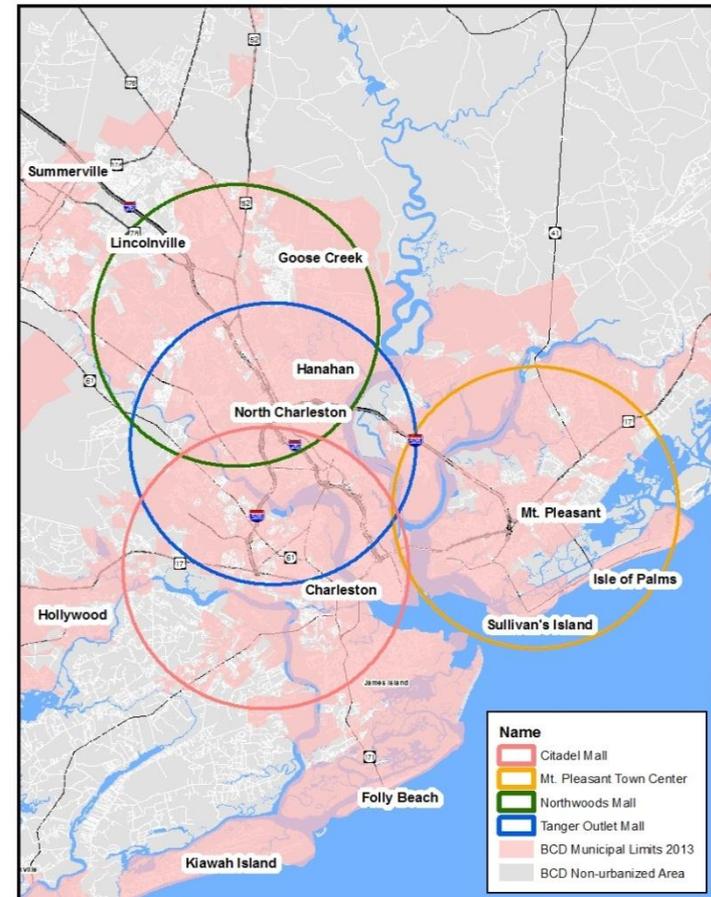
## Northwoods Mall

Center of suburban population

Less competition from Downtown, Mt. Pleasant

Close to suburban employment

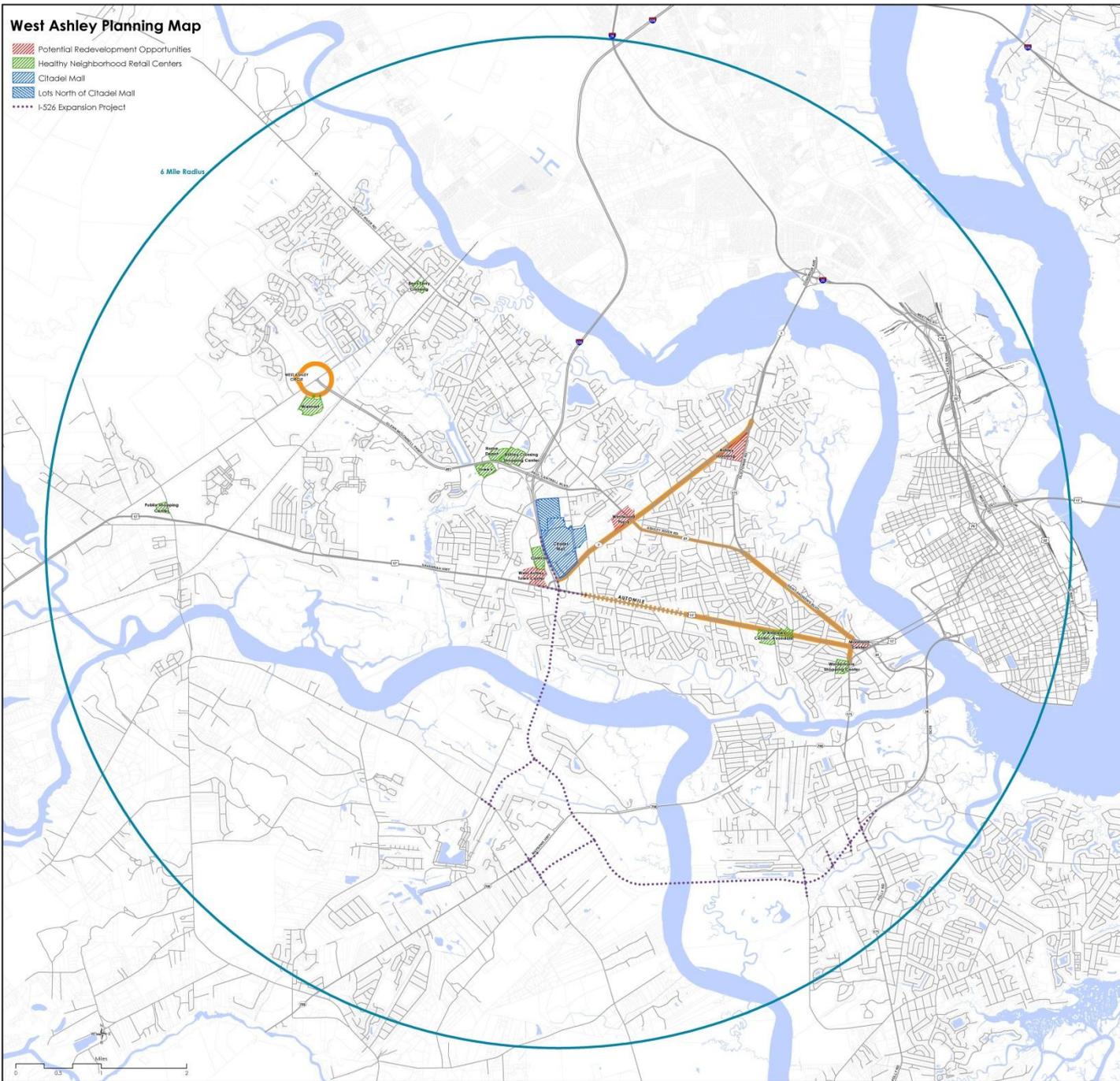
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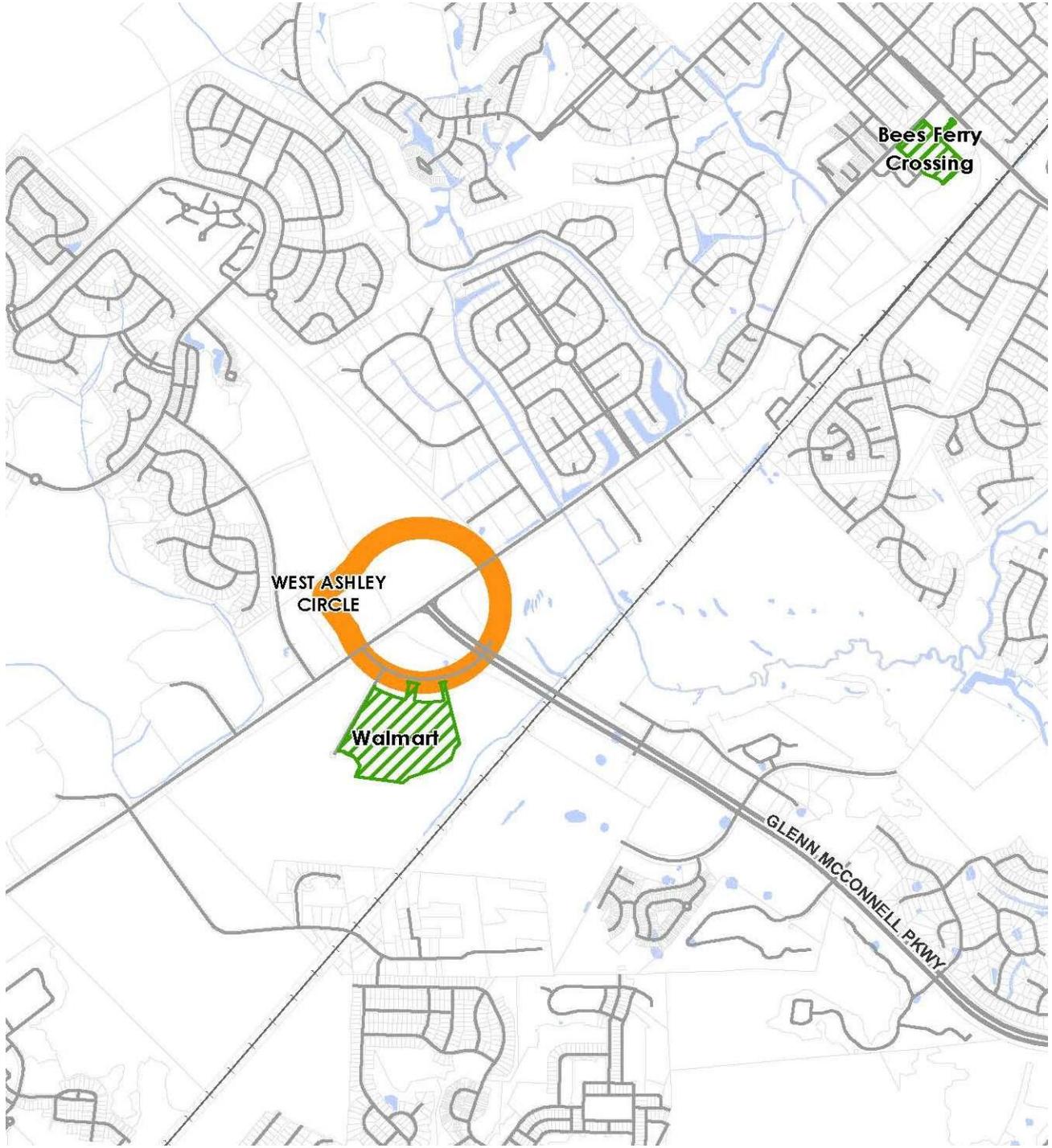


# West Ashley Planning Map

-  Potential Redevelopment Opportunities
-  Healthy Neighborhood Retail Centers
-  Citadel Mall
-  Lots North of Citadel Mall
-  I-526 Expansion Project

6 Mile Radius





Bees Ferry  
Crossing

WEST ASHLEY  
CIRCLE

Walmart

GLENN MCCONNELL PKWY





# WEST ASHLEY CIRCLE

## SOUTHWESTERN QUARTER

### KEY ELEMENTS

- A MID-SIZE RETAIL
- B HOTEL
- C PUBLIC PLAZA ENFRONTED BY MIXED-USE
- D FIRESTATION
- E DRIVETHROUGH BUSINESSES
- F CINEMA
- G ELEMENTARY SCHOOL
- H PREEXISTING WALMART

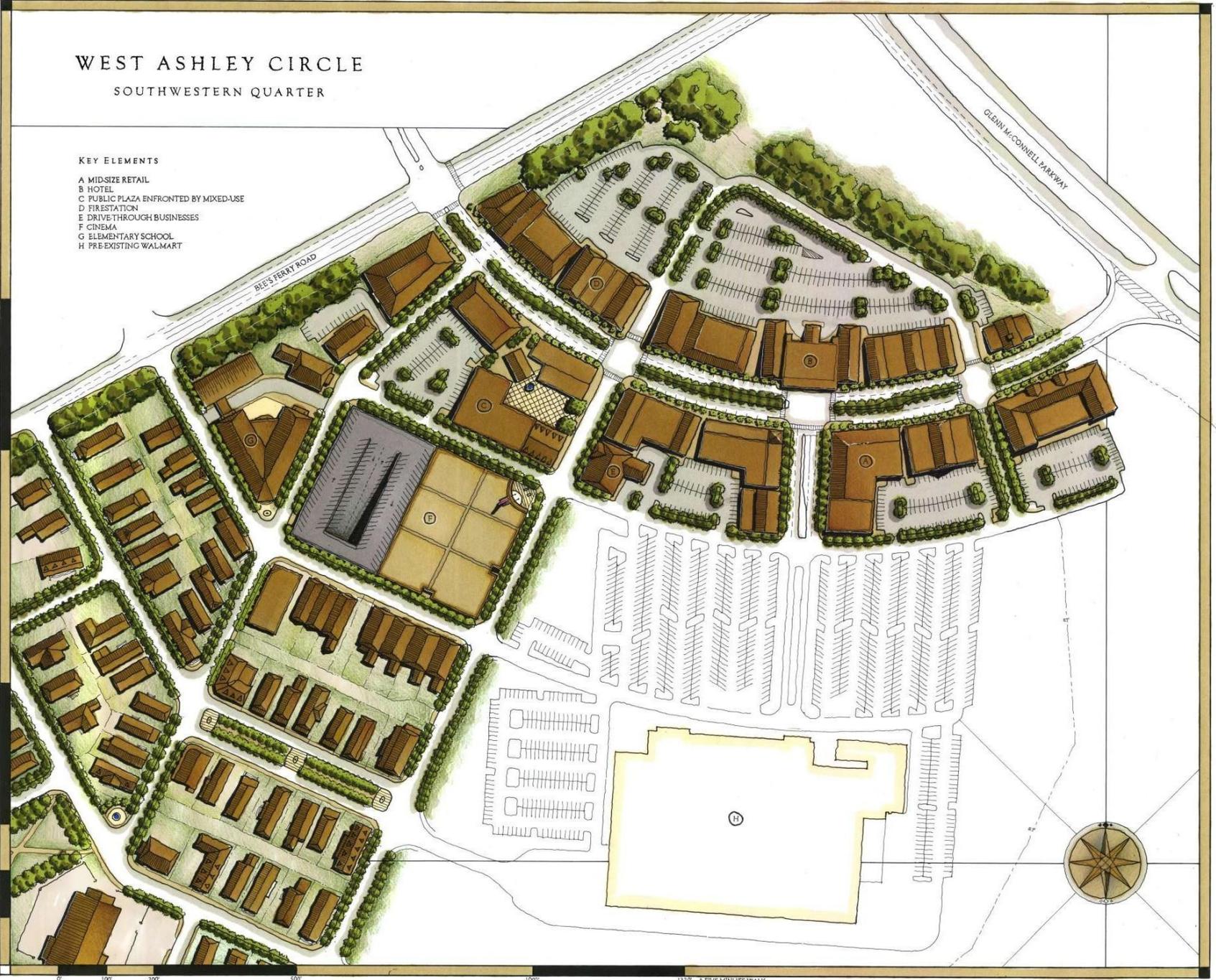
1320' - A FIVE MINUTE WALK

1000'

500'

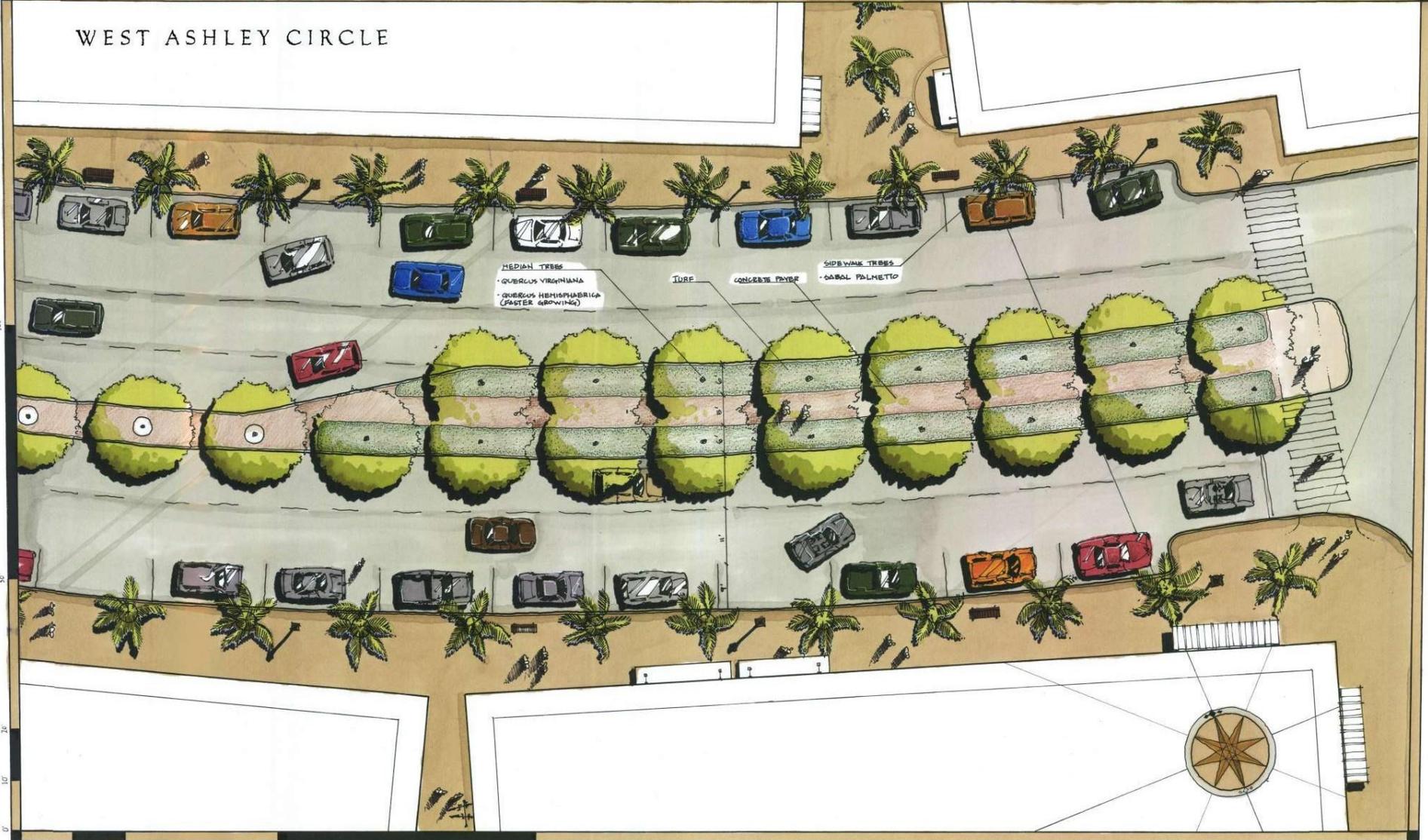
100'

0'



1320' - A FIVE MINUTE WALK

# WEST ASHLEY CIRCLE



MEDIAN TREES  
- QUERCUS VIRGINIANA  
- QUERCUS HEMISPABRICA  
(FASTER GROWING)

TURF

CONCRETE PAVES

SIDEWALK TREES  
- CAROL PALMETTO



100'

50'

25'

0'

0 10 20 30 40 50 60 70 80 90 100



L I N D S E Y

# OBSERVATIONS: GENERAL

West Ashley lives better than it presents itself

Quality of the neighborhoods greatly exceed the quality of the retail

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West Ashley includes many of the components that facilitate how people want to live their lives today.

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It is comfortable, convenient, relaxed, close to peninsular Charleston, great trees & is home to significant public assets.

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It is also the gateway to the Historic Plantation District and one of the gateways to Historic downtown Charleston.

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The immediate need is to create a narrative for the future that will help owners/developers to attract high quality tenants and businesses.

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The vision will create a pragmatic roadmap for quality growth, public private partnerships and citizen participation to create places that are inviting, integrated, walkable, resilient—great places and pride points for West Ashley residents and residents and visitors from throughout the region.

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# OBSERVATIONS: CORRIDORS

## First steps to improving key corridors

West Ashley corridors: Highways 17, 61, 7 & 171

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Establish a process for evaluating existing conditions & for structuring, prioritizing potential actions

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Identify unique attributes of each corridor; develop vision to clearly differentiate each corridor

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Update & strengthen signage, landscape & building form guidelines/ordinances

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Develop strategies/policies that encourage consolidation of retail & office uses

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Work to retain stretches of residential; consider allowing higher density residential

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Identify “demonstration” projects & related potential incentives that would reinforce the vision

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Identify areas for potential visible green spaces/greenways

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Establish a biking pathway system

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Identify programs/funding to energize “best” retail locations

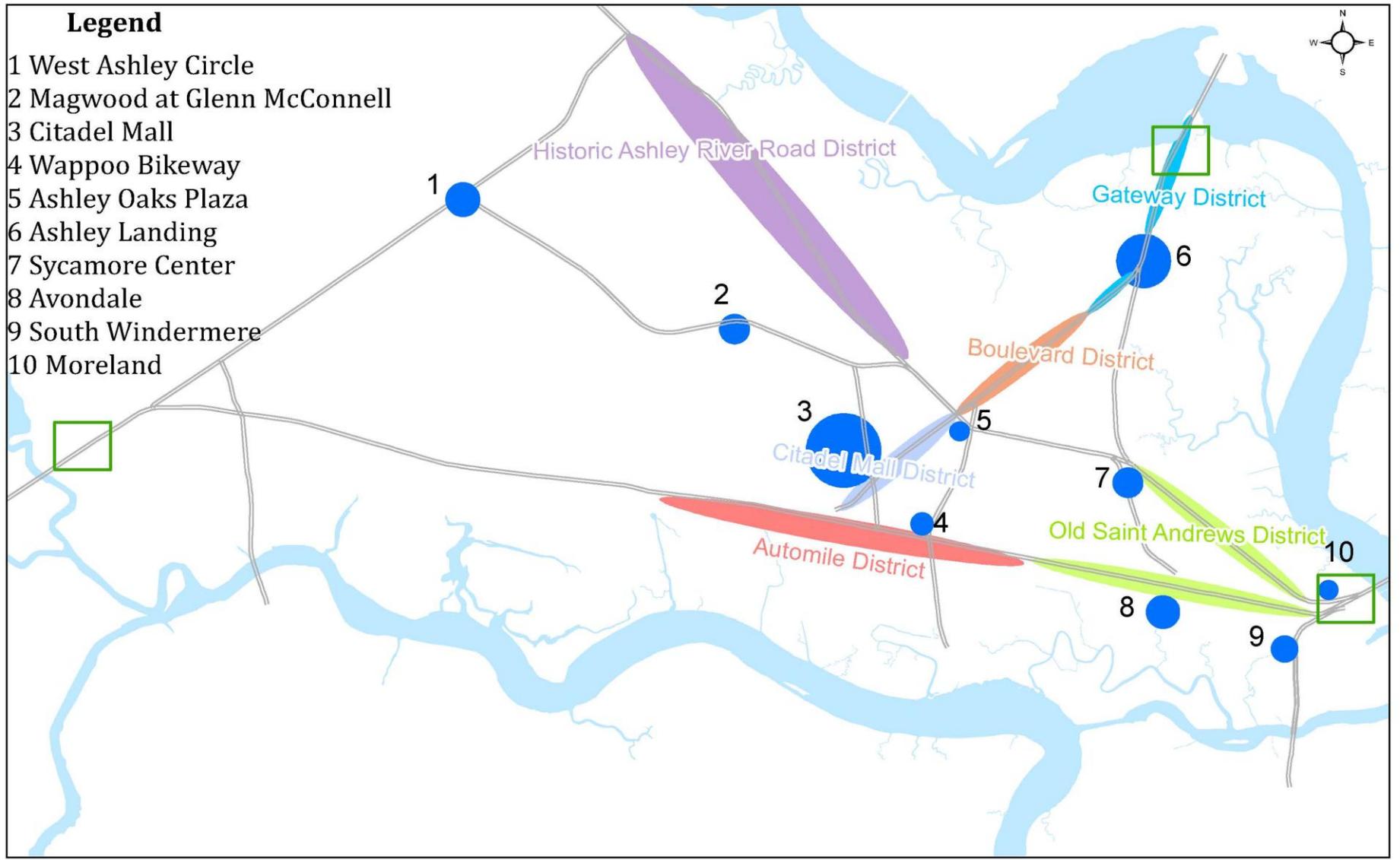
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Use web platforms – e.g. Popularise – to inform site specific programming process

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## Legend

- 1 West Ashley Circle
- 2 Magwood at Glenn McConnell
- 3 Citadel Mall
- 4 Wappoo Bikeway
- 5 Ashley Oaks Plaza
- 6 Ashley Landing
- 7 Sycamore Center
- 8 Avondale
- 9 South Windermere
- 10 Moreland





*Cadillac*

Service

**One Tree Makes  
a Difference**





**FRED ANDERSON**

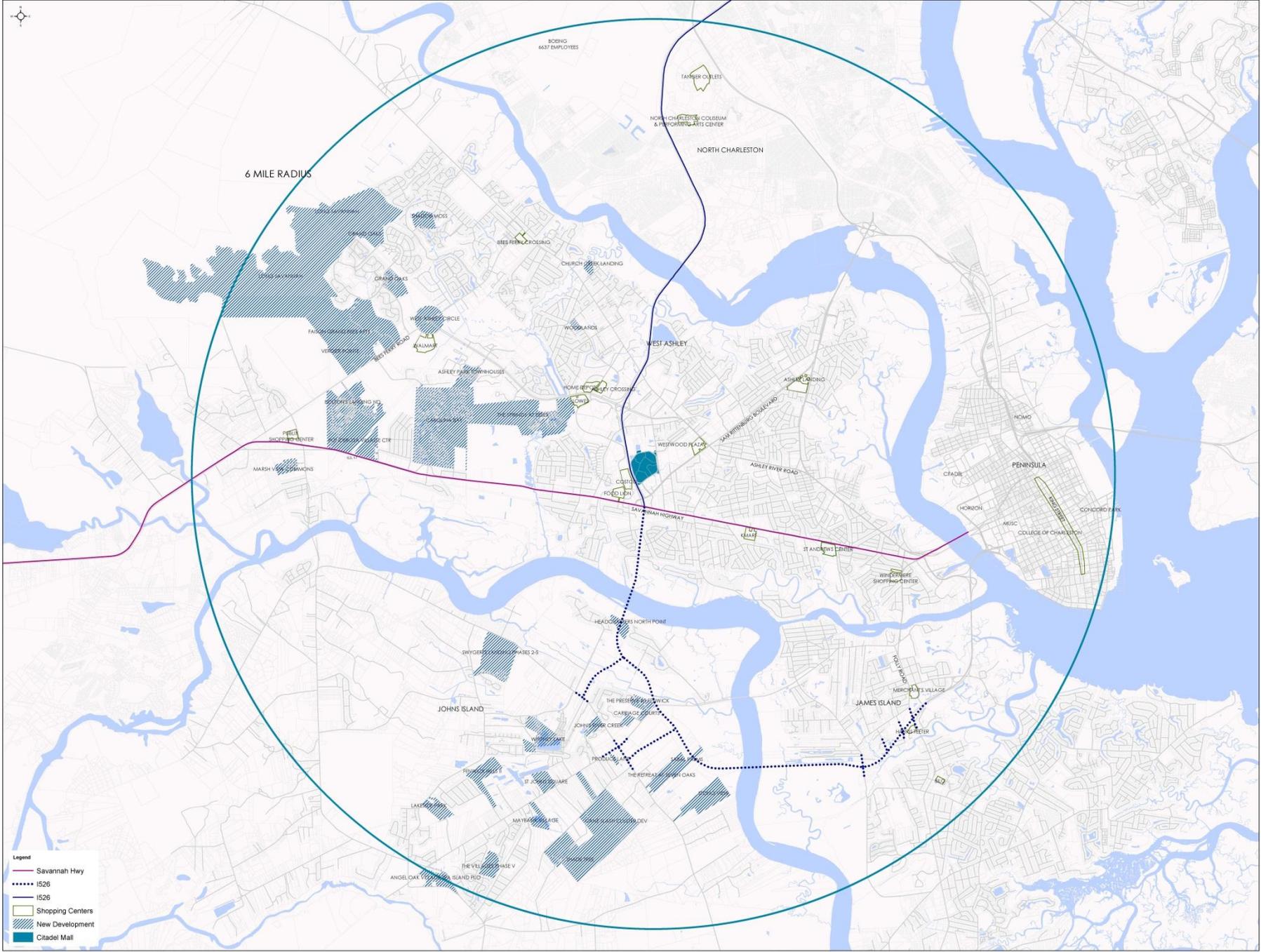


1804

DRIVE THRU

NO CLOSED

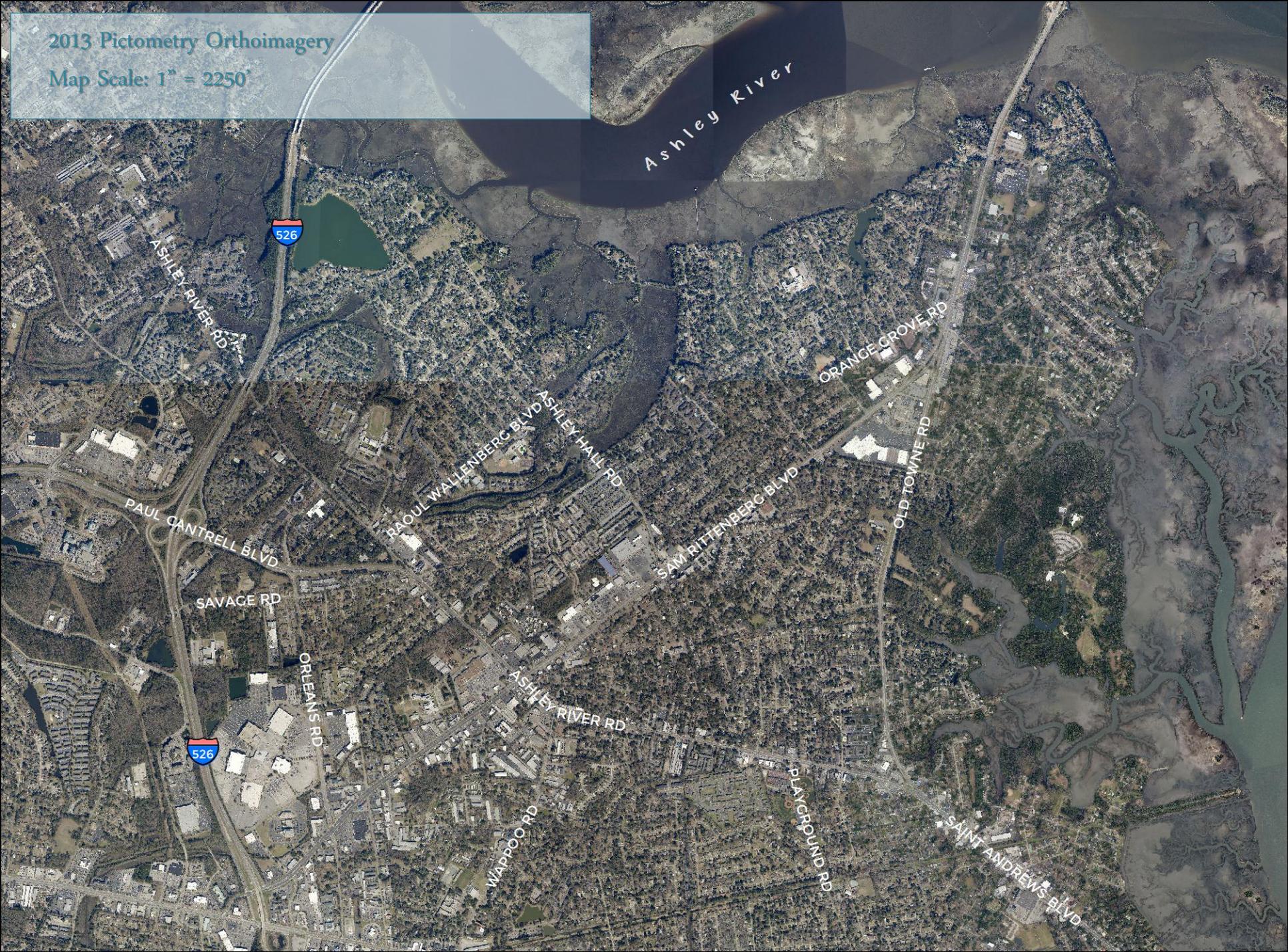
KEBA  
DRUG



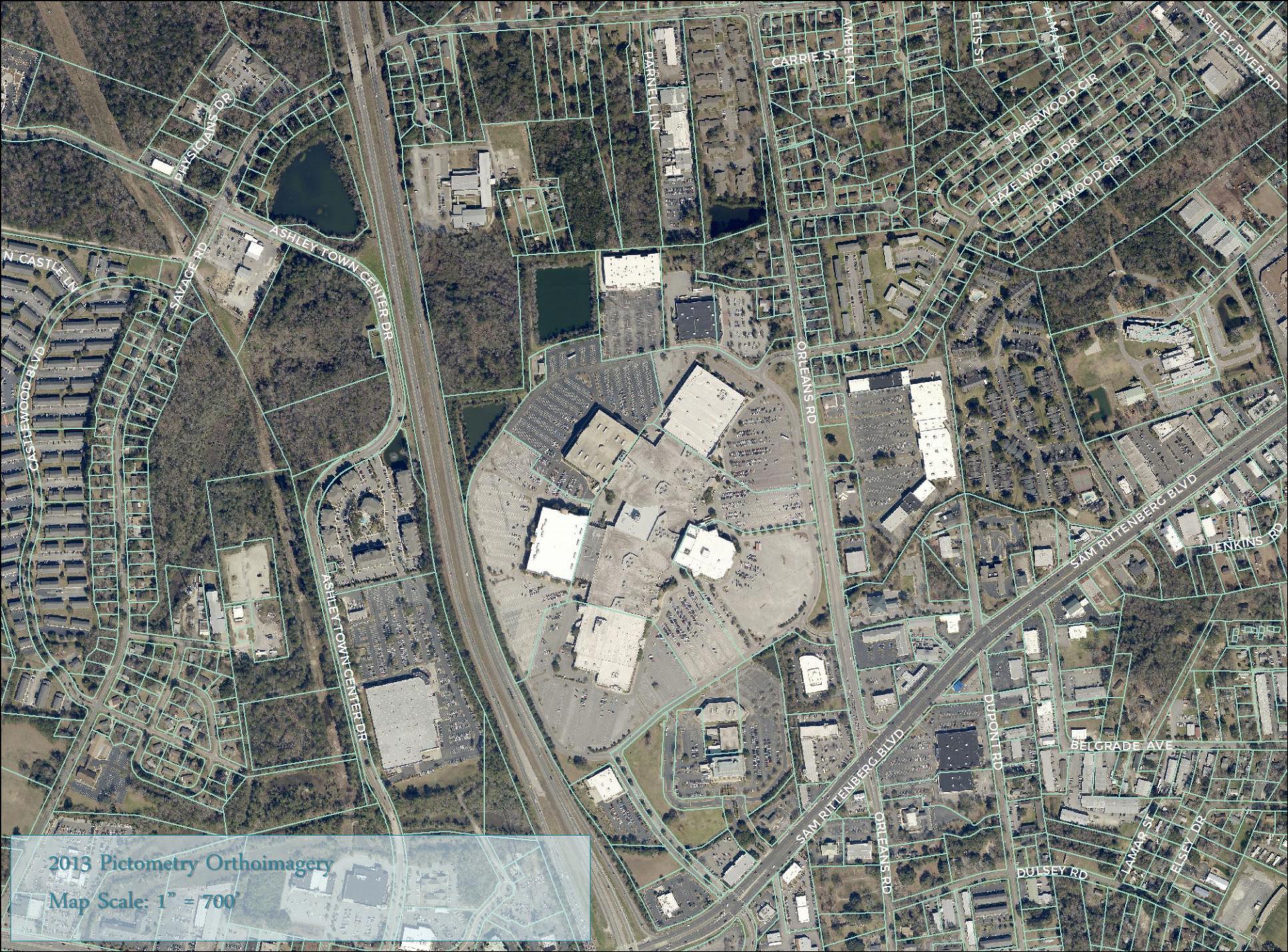
Citadel Mall Area Residential and Commercial Development

2013 Pictometry Orthoimagery

Map Scale: 1" = 2250'

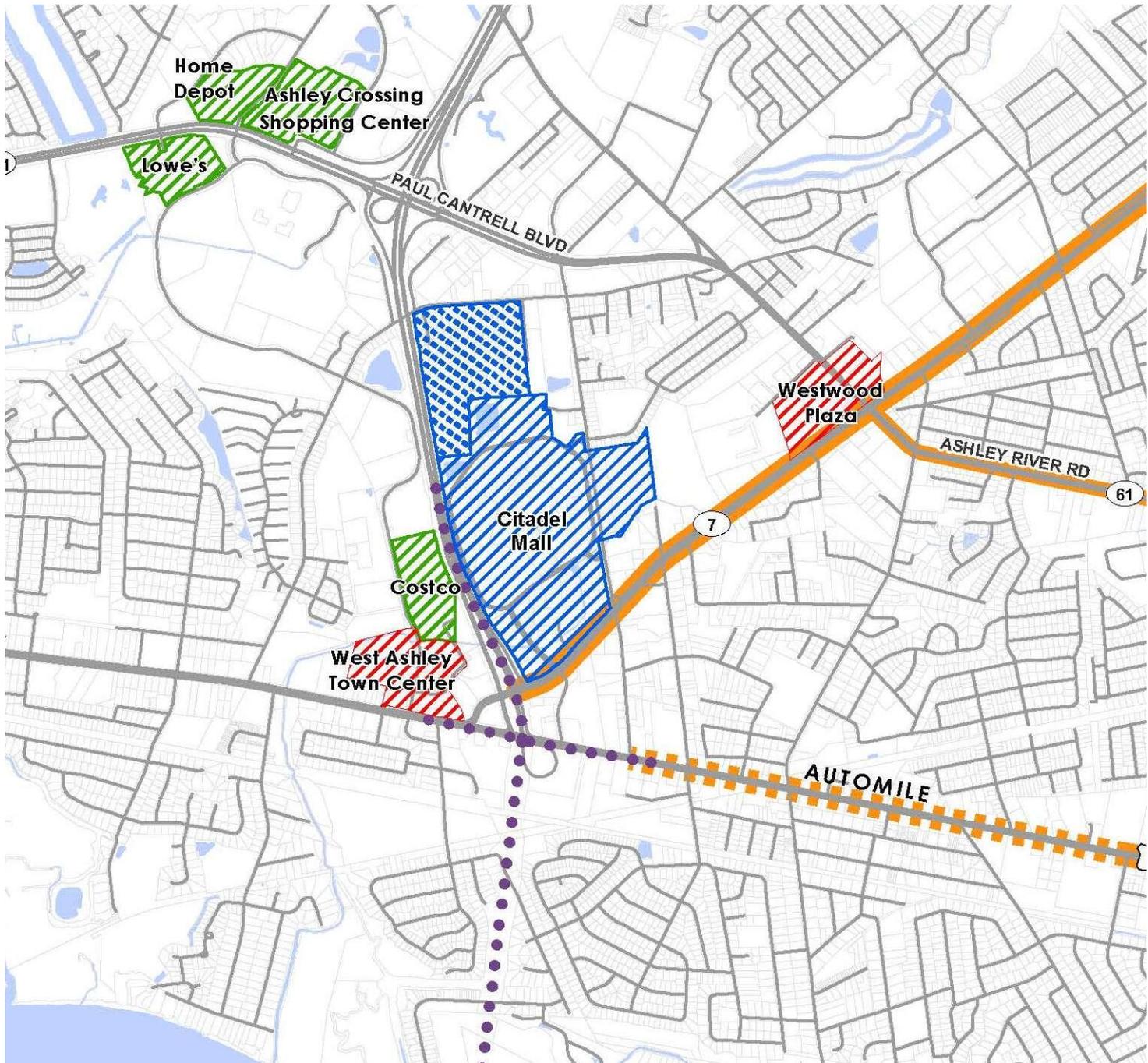






2013 Pictometry Orthoimagery

Map Scale: 1" = 700'





SEARS

Auto Center









# West Ashley Economic Development Strategy

1. Market Analysis, Trends, Regional Positioning

2. Big Ideas and Opportunities  
What's Our Strategy?

3. Plan for Citadel Mall Block and other Strategic Properties and Public Spaces

4. Get Started

# 2014 West Ashley Economic Development Strategy

