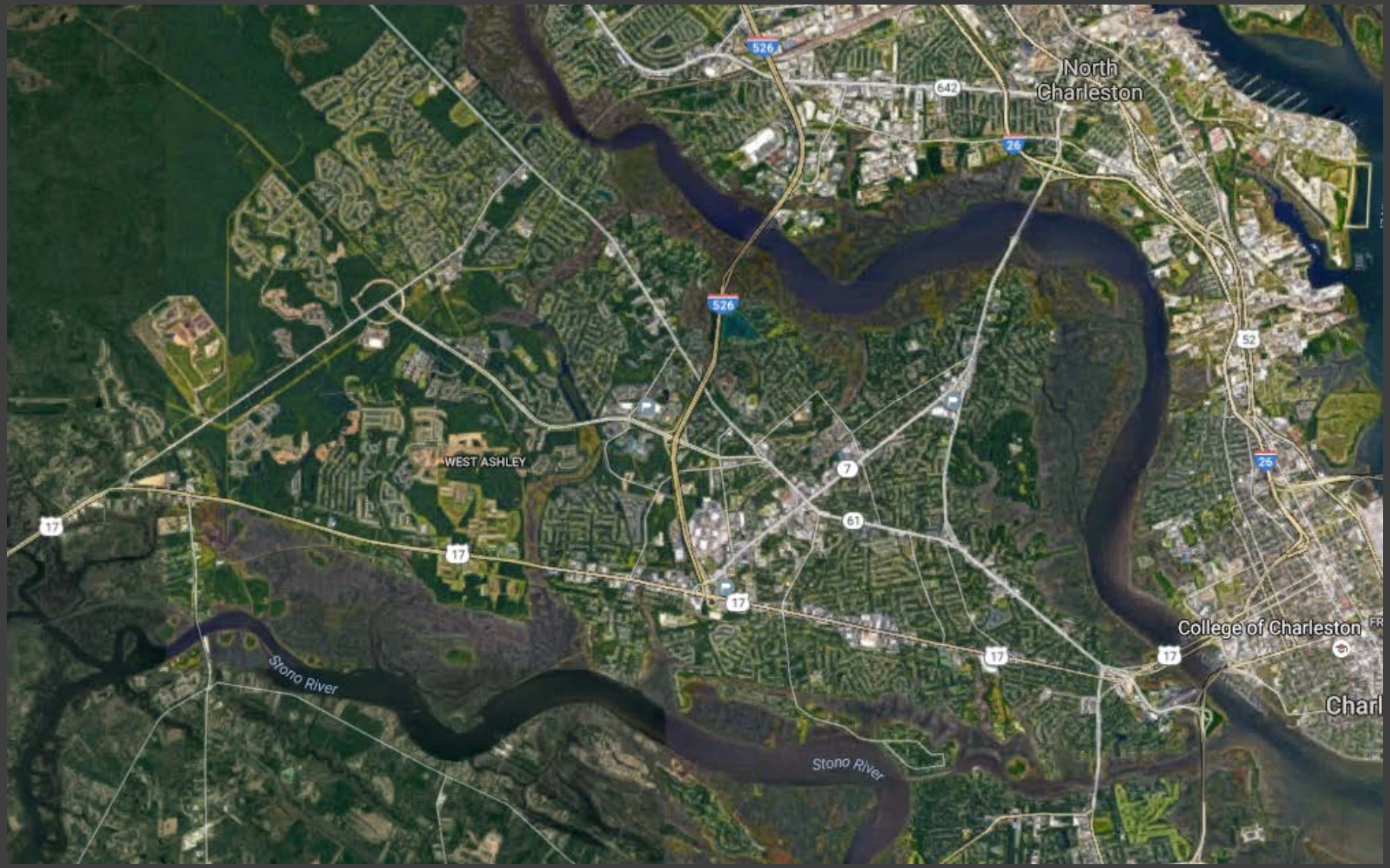
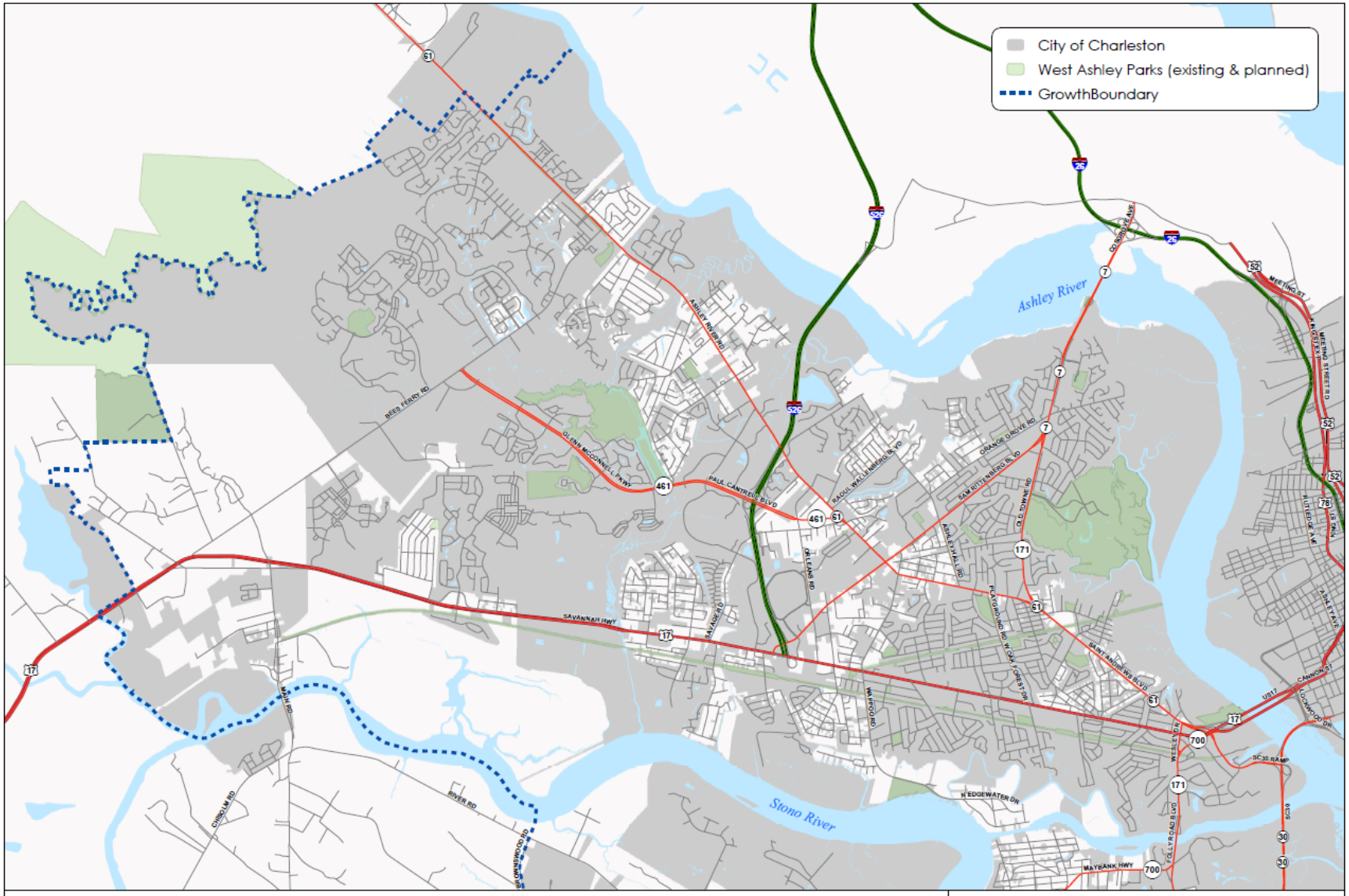
City of Charleston

# West Ashley Revitalization Commission

October 27, 2016


North Charleston
WEST ASHLEY
College of Charleston
Stono River
Stono River
526
642
26
526
52
25
7
61
17
17
17
17
17

K
mart




# WEST ASHLEY

0 2,000 4,000 6,000 Feet

The City of Charleston shall assume no liability for any errors, omissions, or inaccuries in the information provided. Data represented herein reflect varying stages of development, and varying dates of acquisition.

Date: 8/8/2016

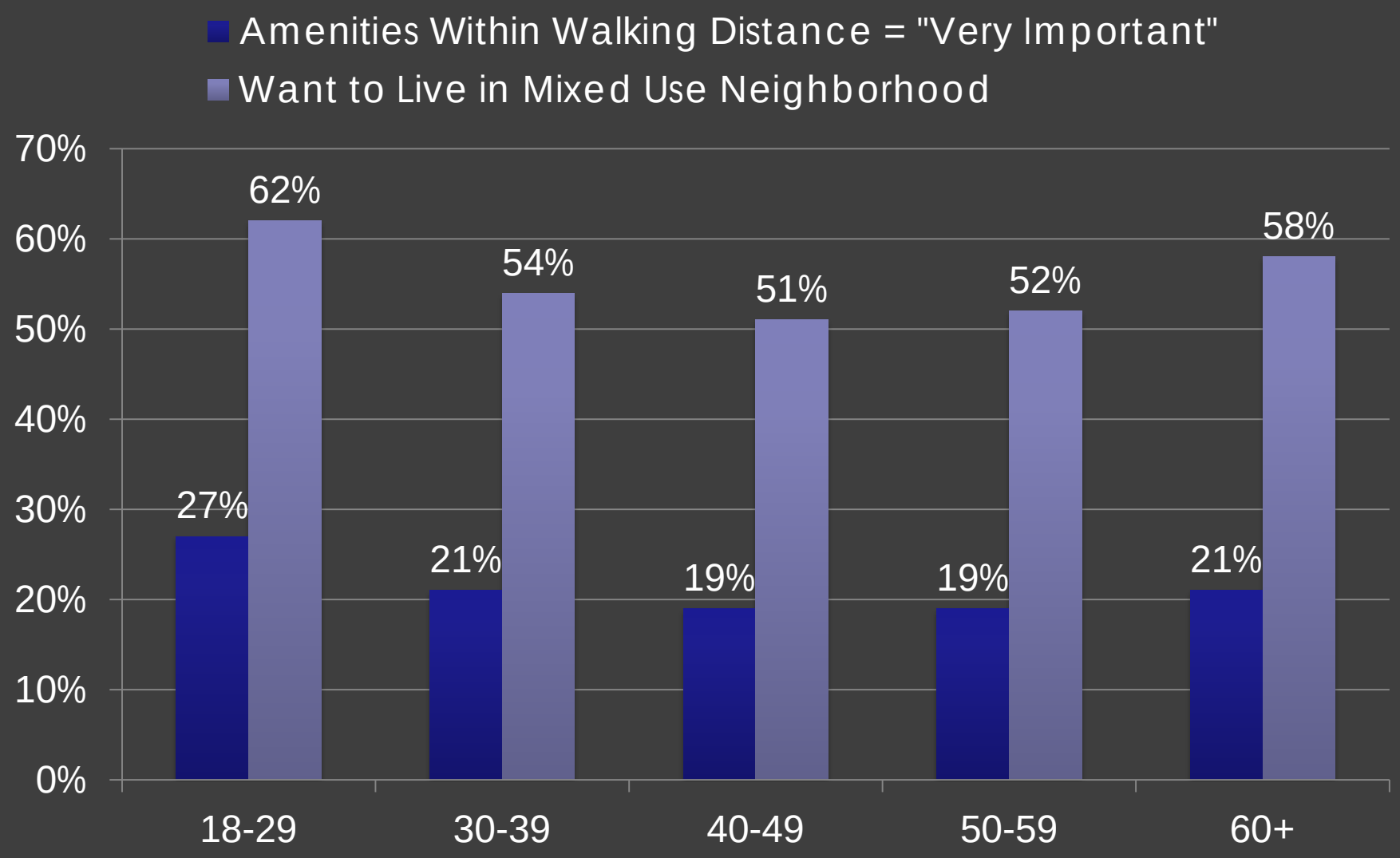
GALLIANO
25

CONSIGN CHARLESTON
GOOD WOOD

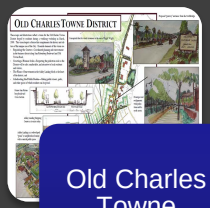
Sam Rittenberg Blvd

FOOD COU

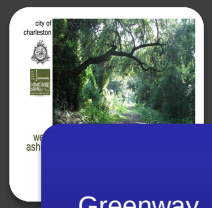
# National Association of Home Builders Survey, 2013



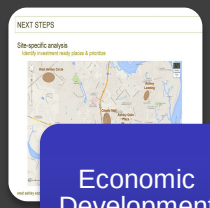
# Timeline



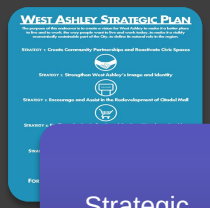

Old Charles Towne District Plan, 2000



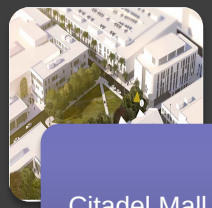
Greenway Plan, 2009



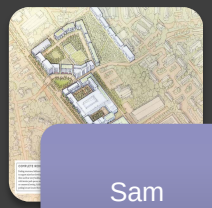

Economic Development Strategy, 2014



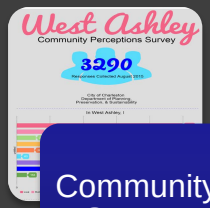

Strategic Plan, 2014



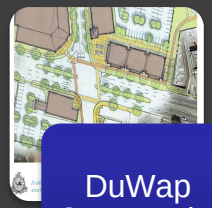
Citadel Mall Plan, 2014



Sam Rittenberg Plan, 2014

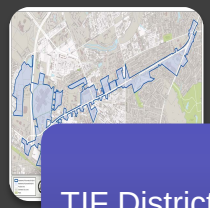



Community Survey, 2016



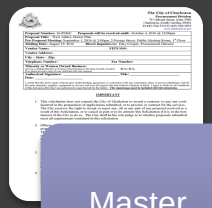
DuWap Community Plan, 2016

Retail Report, 2016



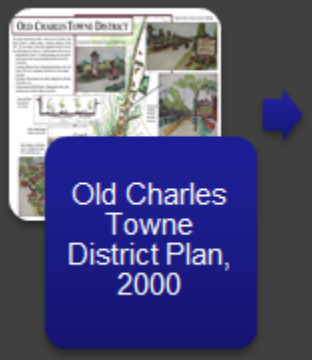
TIF District Plan, 2016

Farmers Market, 2016



Master Plan, 2016

# Timeline



# OLD CHARLES TOWNE DISTRICT

These maps and illustrations reflect a vision for the Old Charles Towne District forged by residents during a weeklong workshop in March, 2000. This vision depicts a future that complements the history and culture of this unique area of the City. Essential elements of this vision are:

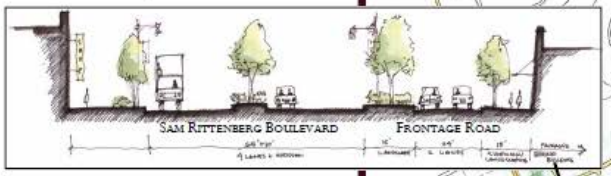
- **Repairing the Center**—Coordinated planning and reinvestment in the business district along Sam Rittenberg Boulevard and Old Towne Road,
- **Creating a Human Scale**—Respecting the pedestrian scale so the District will be safe, comfortable, and attractive to local residents and visitors,
- **The Plaza**—Reinvestment in the Ashley Landing block as the heart of the district, and
- **Celebrating the Public Realm**—Making public streets, parks, and other spaces of which residents can be proud.

Conceptual idea for visual statement at the rear of Piggly Wiggly



Proposed "gateway" entrance from the Northbridge

Future Sam Rittenberg Boulevard Cross-Section




Frontage road realignment with pedestrian and bicycle access

Ashley Landing Shopping Center as it exists today

Ashley Landing as a redeveloped "green" or neighborhood center with a central public space

New landscaping is being put in place in the Sam Rittenberg/Old Towne Road intersection with funds raised by the Task Force

## MASTER PLAN

City of Charleston
PLANNING AND NEIGHBORHOODS

# Timeline

city of
charleston

city
town
park
district
community
urban edge
studio
www.urban-edge-studio.com

# west ashley GREENWAY

master plan 2009

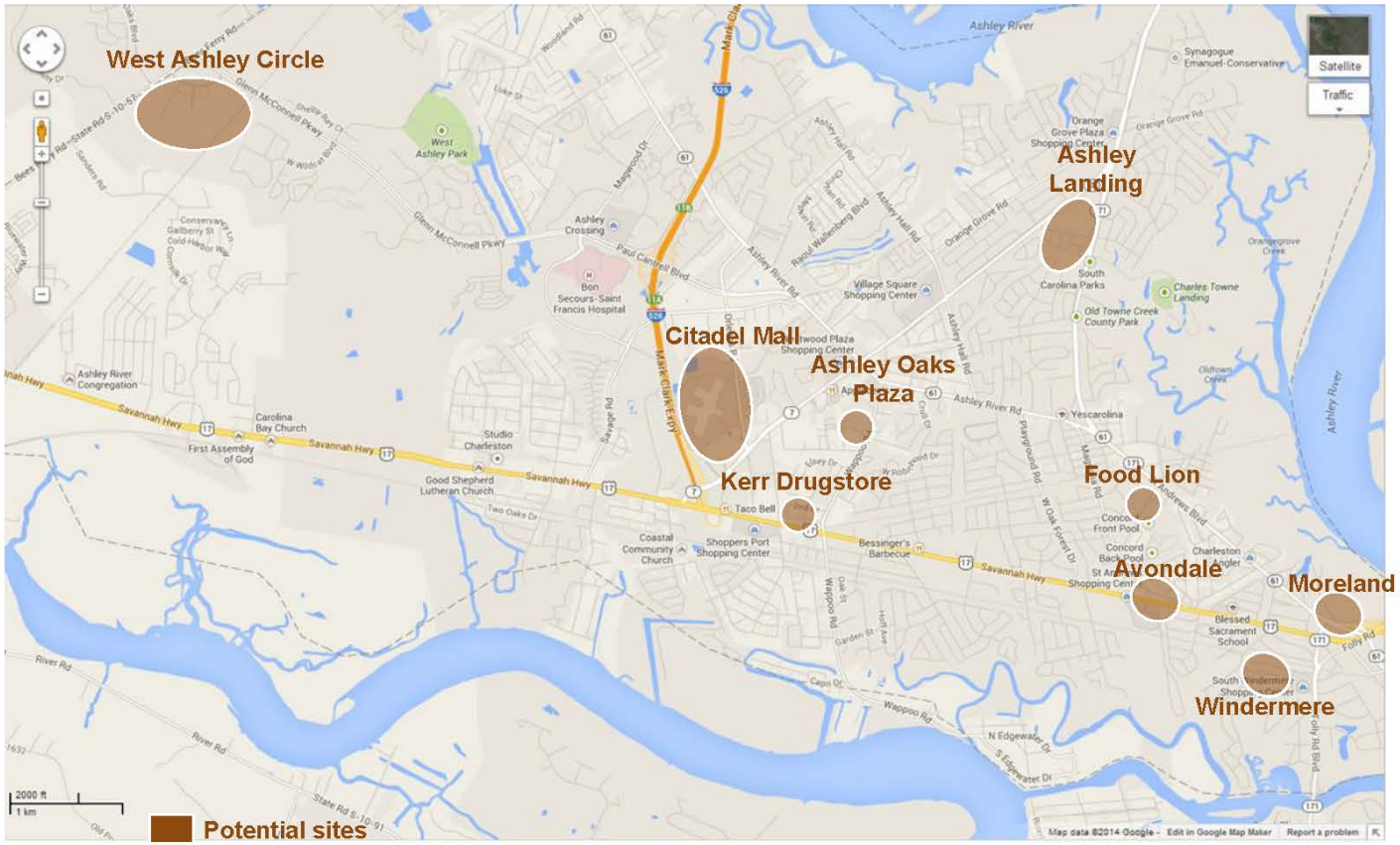
# Timeline

Old Charles Towne District Plan, 2000
Greenway Plan, 2009
Economic Development Strategy, 2014

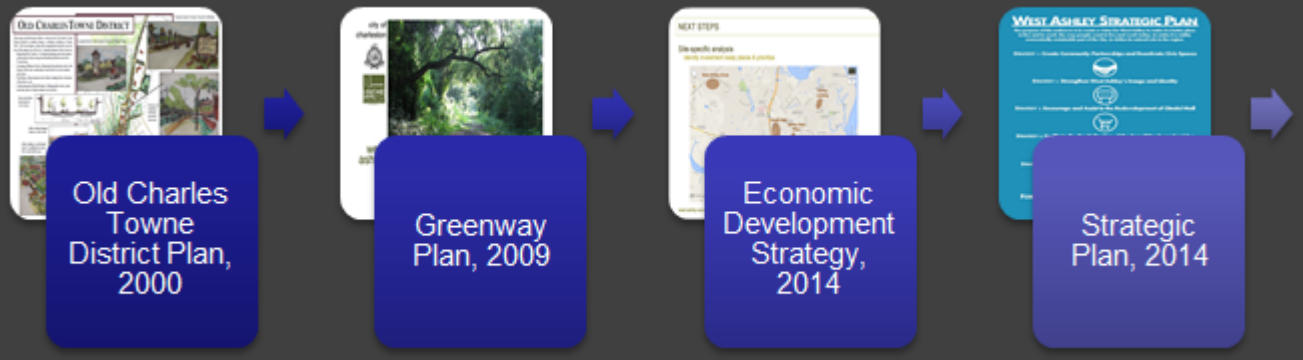
# NEXT STEPS

## Site-specific analysis

Identify investment ready places & prioritize



# Timeline


Old Charles Towne District Plan, 2000
Greenway Plan, 2009
Economic Development Strategy, 2014
Strategic Plan, 2014

# West Ashley Strategic Plan

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.

**Strategy 1: Create Community Partnerships and Reactivate Civic Spaces**

**Strategy 2: Strengthen West Ashley's Image and Identity**

**Strategy 3: Encourage and Assist in the Redevelopment of Citadel Mall**

**Strategy 4: Facilitate the Revitalization of the Sam Rittenberg Corridor**

**Strategy 5: Facilitate the Evolution of the West Ashley Greenscape**

**For More Information, Pictures, and Reports Visit**

**Charleston-sc.gov/projects**

# West Ashley Strategic Plan

## Next Steps

**Strategy 1: Create Community Partnerships and Reactivate Civic Spaces**

- Hire a West Ashley Project Coordinator in the City Planning Department to facilitate projects and initiatives.
- Establish an advisory Board of residents and stakeholders to direct initiatives and community efforts.
- Initiate a communication strategy using online and social media tools to share information with the community and gather resident ideas.

**Strategy 2: Strengthen West Ashley's Image and Identity**

- Coordinate a community driven visioning and branding process to establish a new visual identity for West Ashley.
- Physically enhance gateways with landscaping, parks, and signage.
- Work with SCDOT and FHA to improve West Ashley signage along major arteries.

**Strategy 3: Encourage and Assist in the Redevelopment of Citadel Mall**

- Complete Conceptual Design work.
- Continue to engage developers and property owners to work towards implementation of a comprehensive redevelopment plan.
- Consider creative financing and zoning tools to attract private sector interest in the Citadel Mall property.

**Strategy 4: Facilitate the Revitalization of the Sam Ritenberg Corridor**

- Work with public sector partners to identify funding for a design/engineering study.
- Elevate Sam Rittenberg improvements to the City's #1 priority and showpiece for the next round of public funding for road infrastructure projects.
- Develop creative financing tools and zoning changes to attract/induce private sector investment in properties along Sam Rittenberg Boulevard.

**Strategy 5: Facilitate the Evolution of the West Ashley Greenscape**

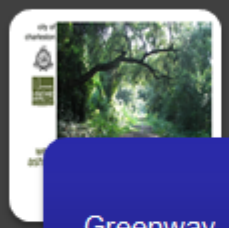
- Leverage private sector development projects - both commercial and residential - to create and finance new open spaces and bike/pedestrian connections.
- Invest public funds to improve open spaces and create new bike/pedestrian infrastructure and connections.
- Coordinate a community-driven branding and wayfinding campaign for the West Ashley open space system.

**For More Information, Pictures, and Reports Visit**

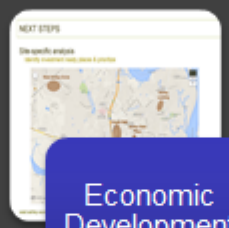
**Charleston-sc.gov/projects**

# Timeline

Old Charles Towne District Plan, 2000

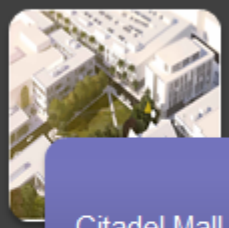


Greenway Plan, 2009

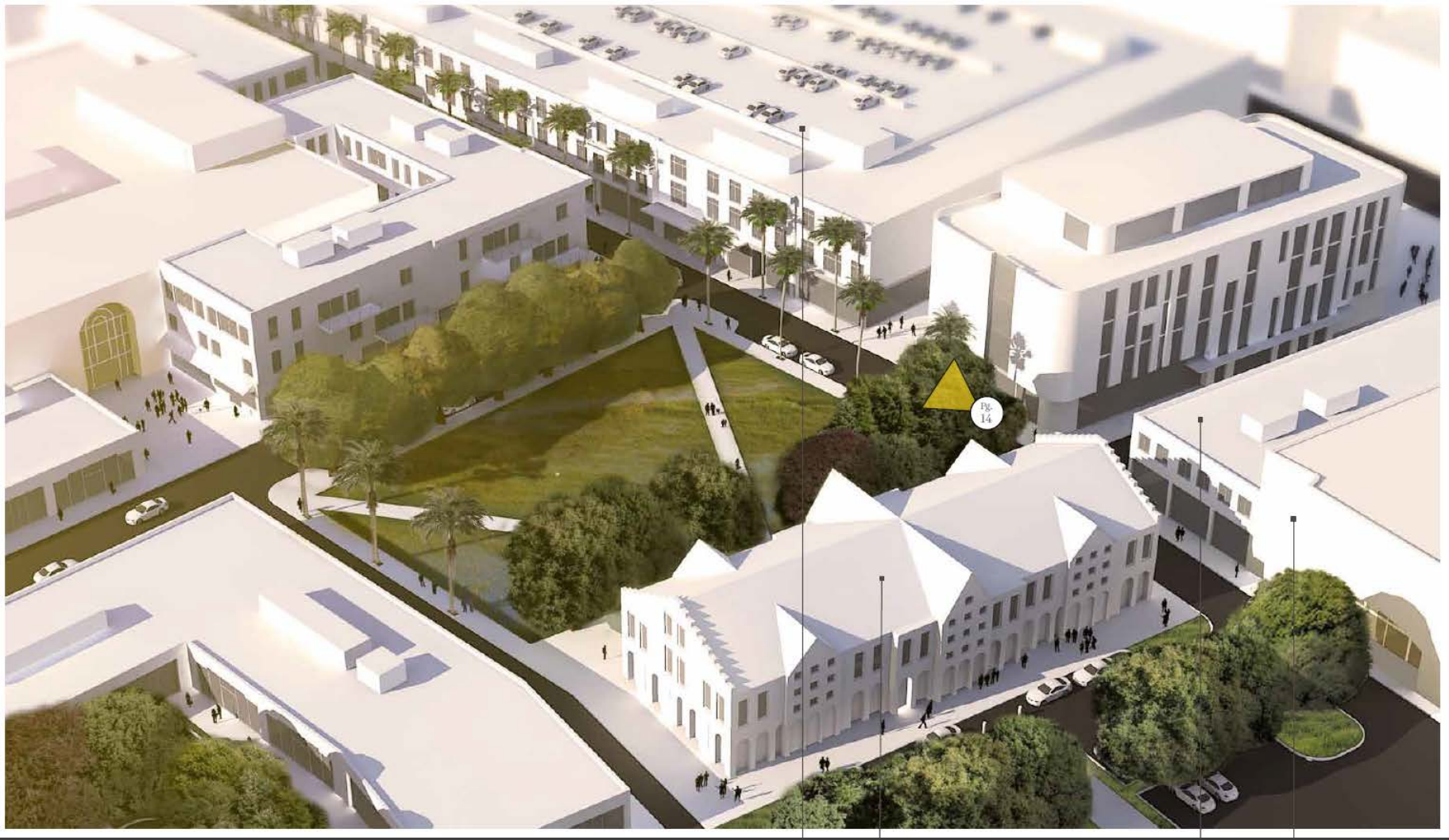


Economic Development Strategy, 2014

Strategic Plan, 2014

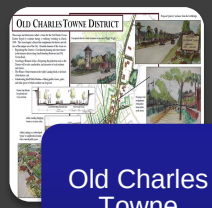


Citadel Mall Plan, 2014

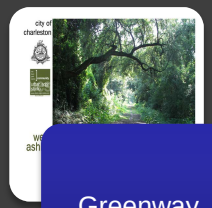

Pg. 14

outh Carolina
iew - Dec 2015
Orleans Rd
Google

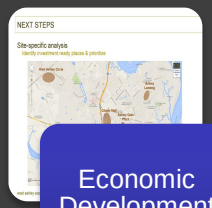
# Timeline



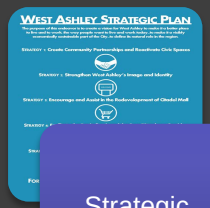

Old Charles Towne District Plan, 2000



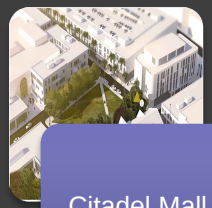
Greenway Plan, 2009



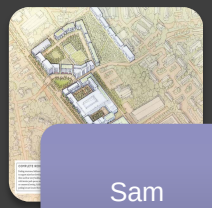

Economic Development Strategy, 2014




Strategic Plan, 2014



Citadel Mall Plan, 2014

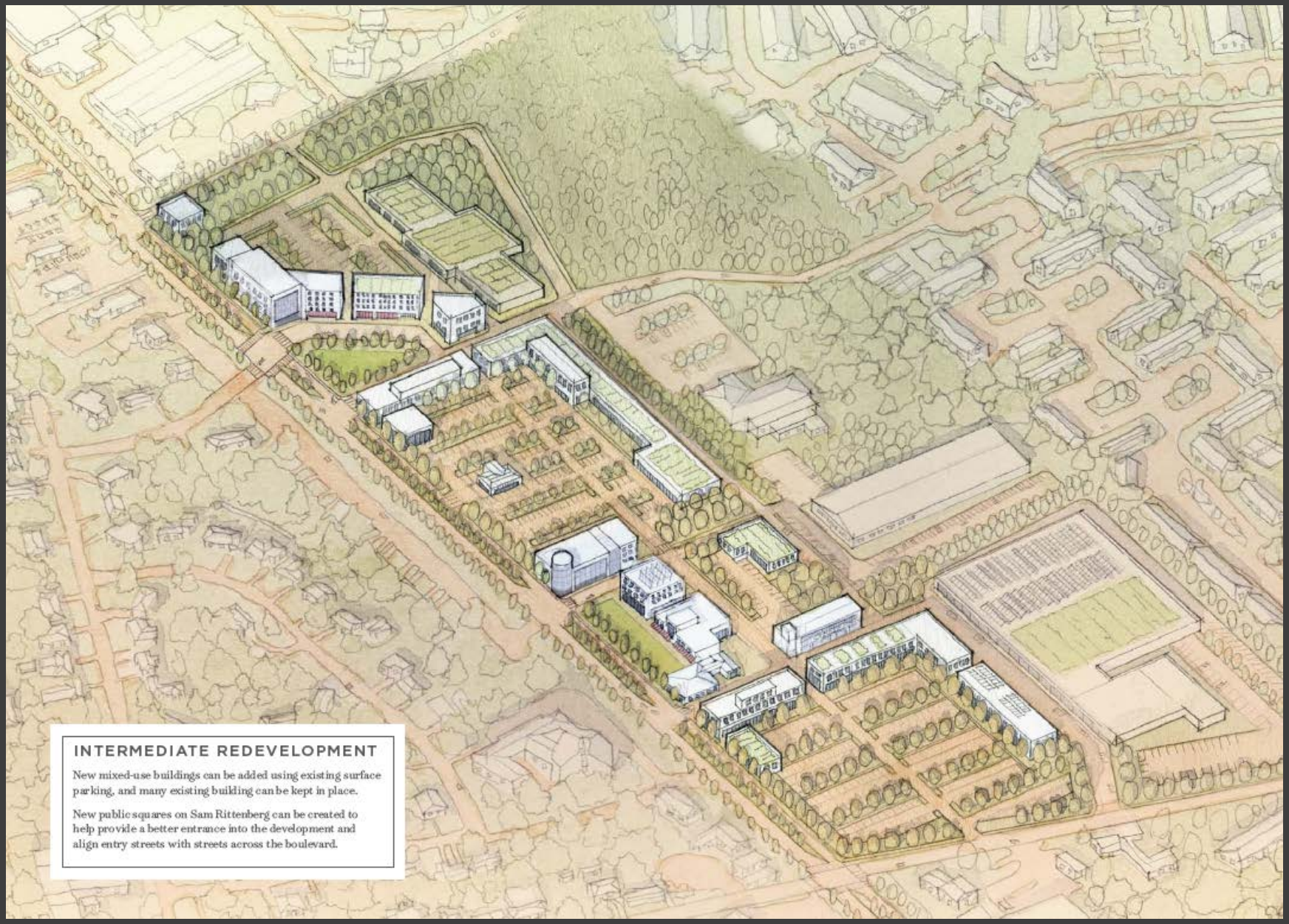


Sam Rittenberg Plan, 2014

## PROPERTY IMPROVEMENT

Underutilized properties in West Ashley and Sam Rittenberg in particular have tremendous potential. While they certainly can continue to function in their current state, these retail centers also have potential to redevelop into mixed-use centers of higher value, incorporating residential and office uses in addition to their existing retail.

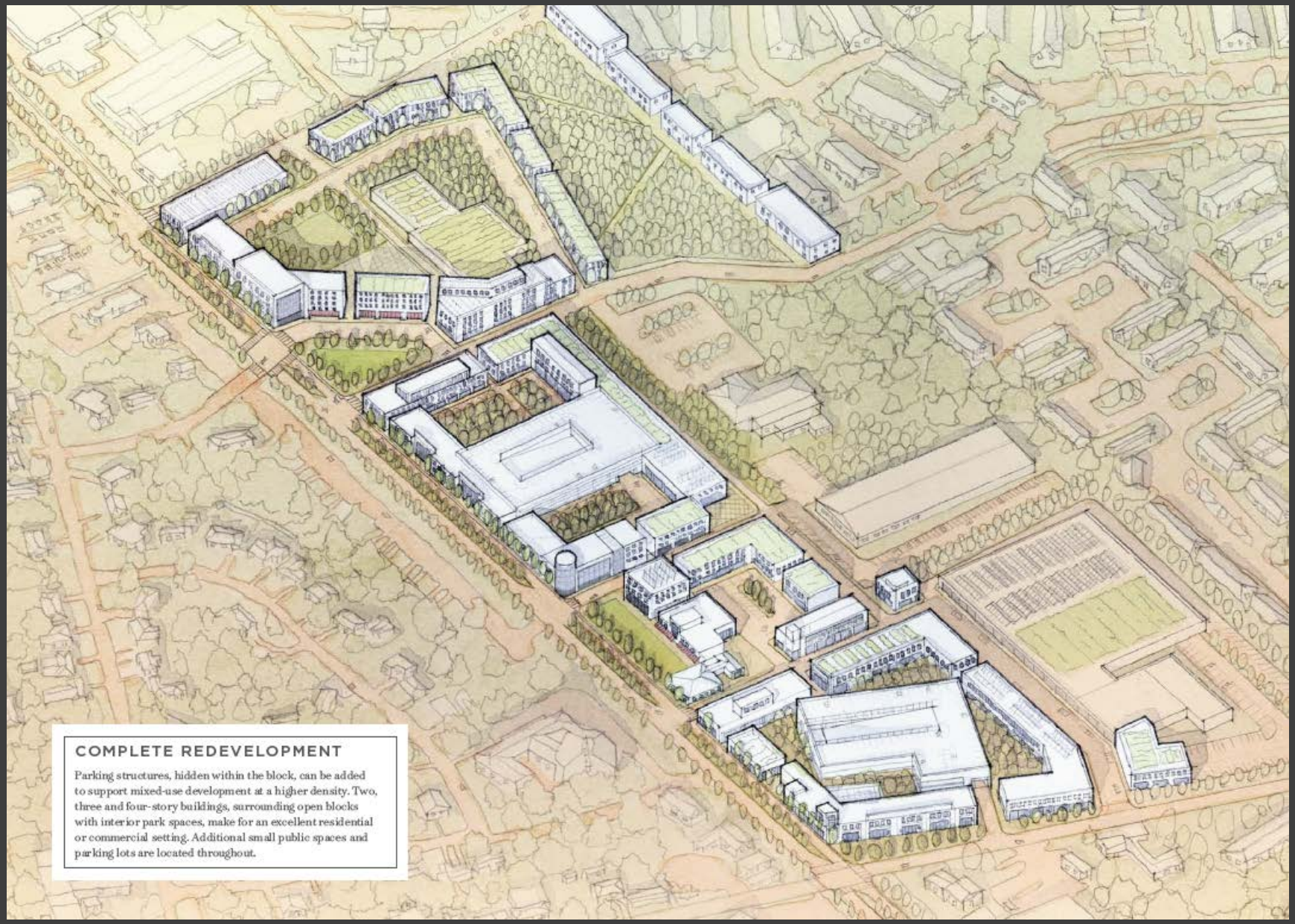
This type of redevelopment could occur slowly in phases or altogether in a single effort; on the next two pages we envision two phases that show how these kinds of properties could be converted over time. In combination with an improved public realm, these types of redevelopments could add tremendous value to Sam Rittenberg Boulevard.



## INTERMEDIATE REDEVELOPMENT

New mixed-use buildings can be added using existing surface parking, and many existing building can be kept in place.

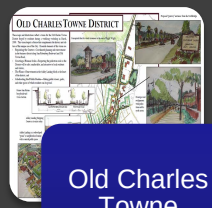
New public squares on Sam Rittenberg can be created to help provide a better entrance into the development and align entry streets with streets across the boulevard.



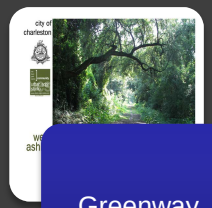
## COMPLETE REDEVELOPMENT

Parking structures, hidden within the block, can be added to support mixed-use development at a higher density. Two, three and four-story buildings, surrounding open blocks with interior park spaces, make for an excellent residential or commercial setting. Additional small public spaces and parking lots are located throughout.

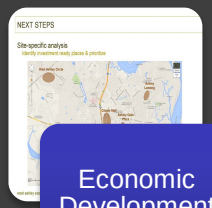
# Timeline



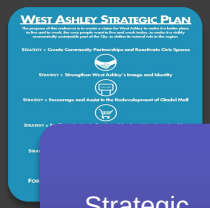

Old Charles Towne District Plan, 2000



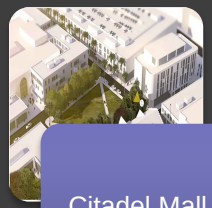
Greenway Plan, 2009



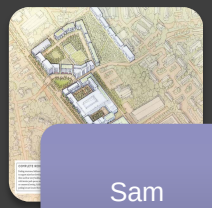

Economic Development Strategy, 2014




Strategic Plan, 2014



Citadel Mall Plan, 2014



Sam Rittenberg Plan, 2014

Community Survey, 2016

# West Ashley

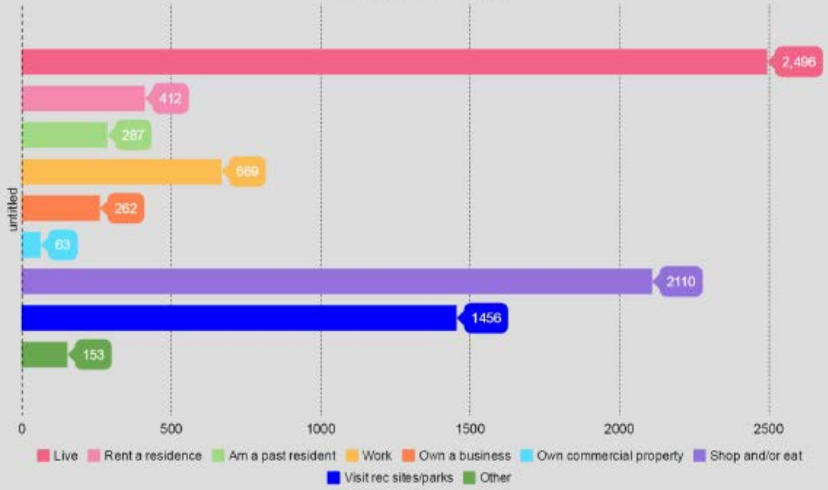
## Community Perceptions Survey

**3290**

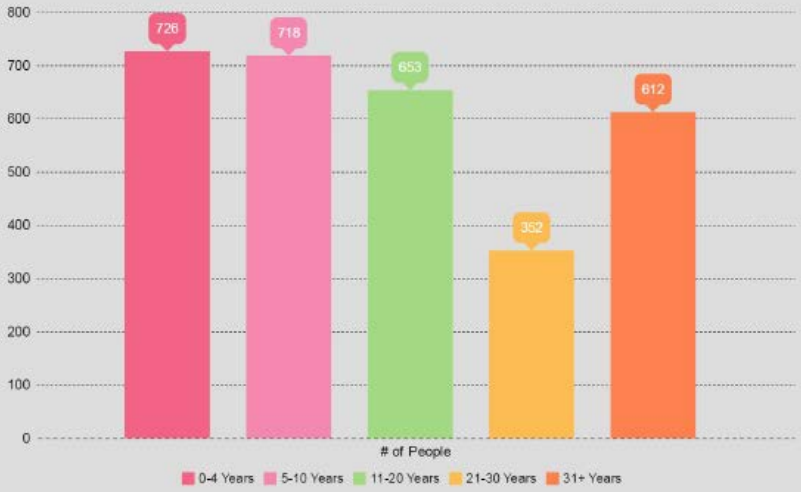
Responses Collected August 2015

City of Charleston
Department of Planning,
Preservation, & Sustainability

In West Ashley, I

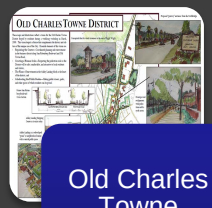



How long have you been a member of the West Ashley community?

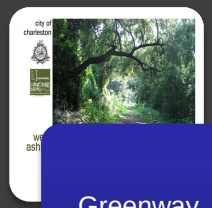



When you think of West Ashley, what are the first words that come to mind?

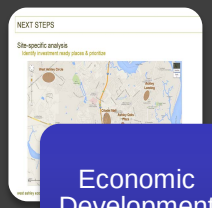
# Timeline



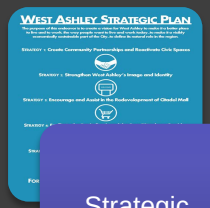

Old Charles Towne District Plan, 2000



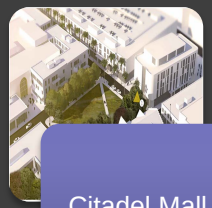
Greenway Plan, 2009



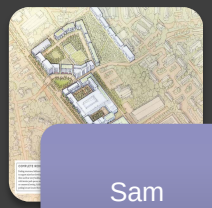

Economic Development Strategy, 2014




Strategic Plan, 2014

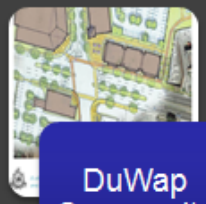


Citadel Mall Plan, 2014

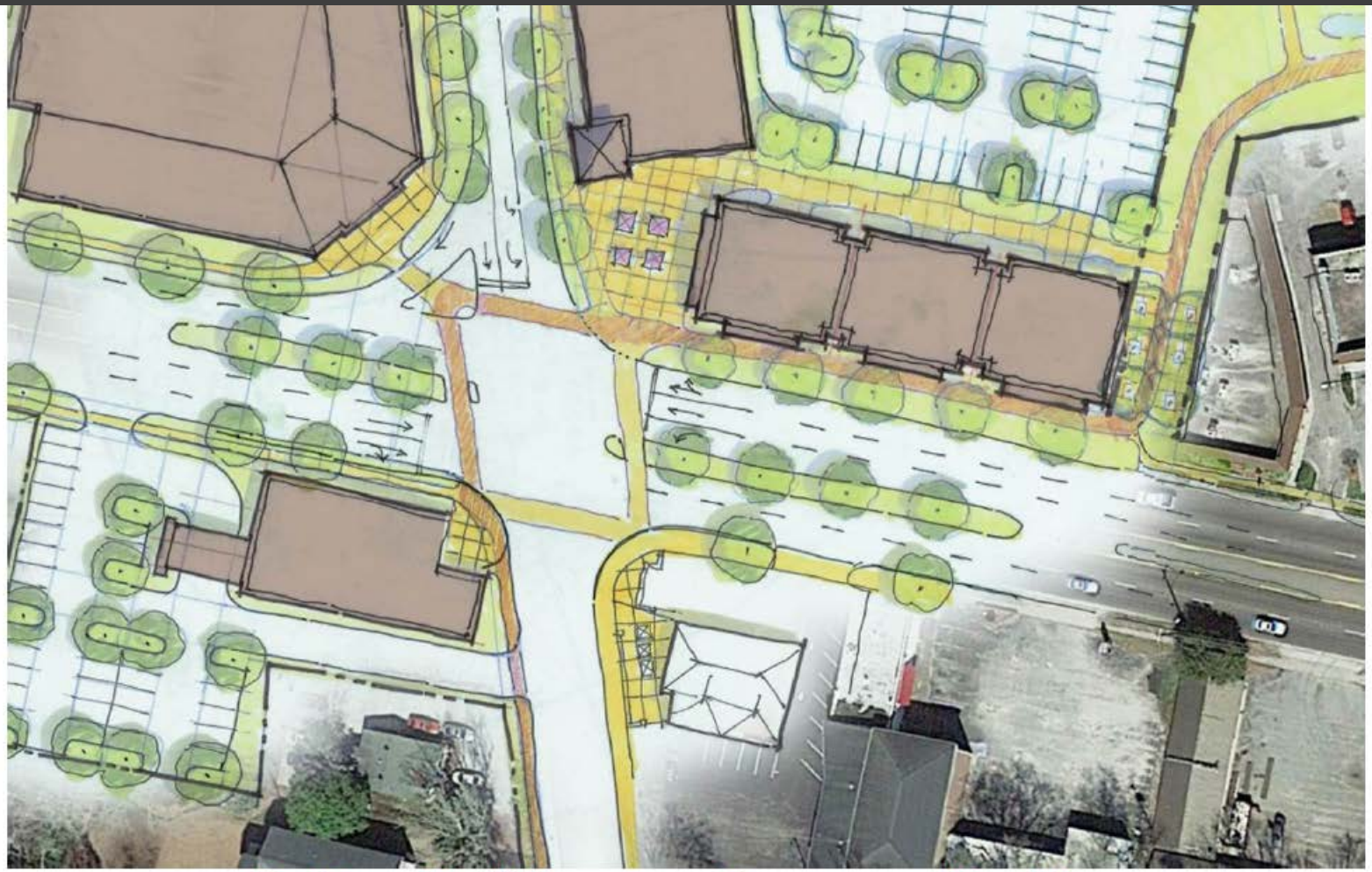


Sam Rittenberg Plan, 2014

Community Survey, 2016



DuWap Community Plan, 2016

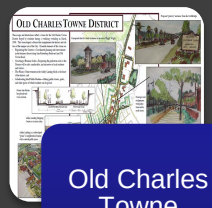


# DuPont | Wappoo Community Plan

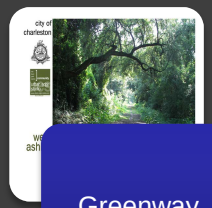
*A collaborative planning effort of the residents of the DuPont-Wappoo Community, area business owners, stakeholders, the City of Charleston, and Charleston County*

CHARLESTON COUNTY
SOUTH CAROLINA

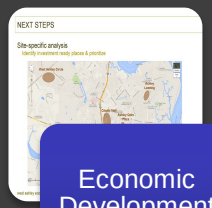
# Timeline



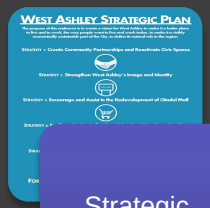

Old Charles Towne District Plan, 2000



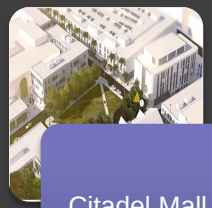
Greenway Plan, 2009



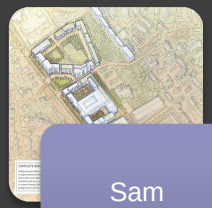

Economic Development Strategy, 2014




Strategic Plan, 2014

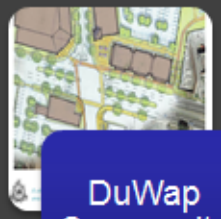


Citadel Mall Plan, 2014



Sam Rittenberg Plan, 2014

Community Survey, 2016



DuWap Community Plan, 2016

Retail Report, 2016

# West Ashley Retail Report

## Meet West Ashley

West Ashley, a first ring suburb of downtown Charleston, experienced tremendous residential and commercial growth in the latter half of the 20th century largely due to increased accessibility with the construction of I-526 and other infrastructure improvements.

Compared to neighboring submarkets, West Ashley has experienced limited redevelopment in the recent years. As a result, key commercial corridors are dotted with older underutilized retail centers. These shopping centers have many tenant terms coming to an end in the near future, which provides a unique opportunity for extensive retenanting and redevelopment within West Ashley's retail districts.

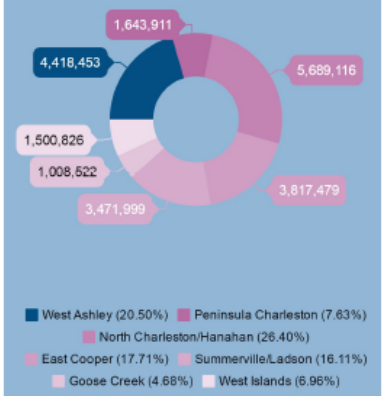
West Ashley's promising future is also bolstered by the City of Charleston's renewed focus on the area. Leading this charge with new initiatives, plans and staffing is new Mayor John Tecklenburg, a West Ashley resident and businessman.

West Ashley lives better than it presents and has great neighborhoods and parks that are attracting a growing residential population. Residents are purchasing homes and making substantial investments in renovations. Increased residential investment leads to a greater demand for higher value retail and vibrant mixed-use commercial centers.

This report aims to place West Ashley in context within the regional retail market and highlight key opportunities for growth.

### Regional Retail Inventory

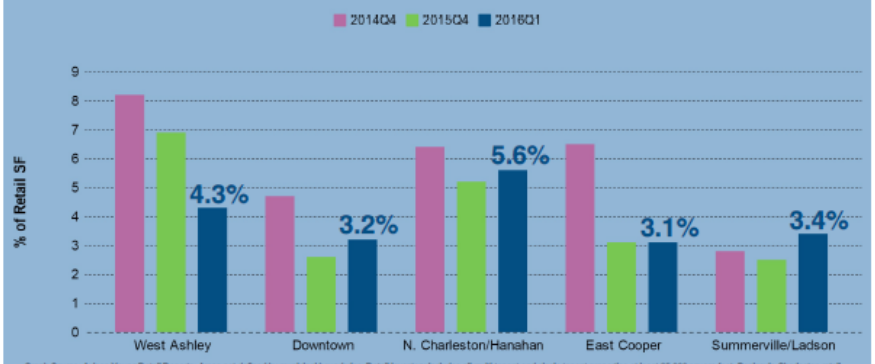
Tri-County Total: 21.5 million square feet
West Ashley: 4.4 million square feet




Graph Source: Avison Young Retail Reports; Areas not defined by municipal boundaries; Retail Inventory Includes all multi-tenant and single tenant properties at least 25,000 square feet. Peninsula Charleston retail inventory includes King Street and Market Street retail spaces as well as properties at least 25,000 square feet. The West Islands includes Kiawah, Johns, and James Islands.

## Regional Context

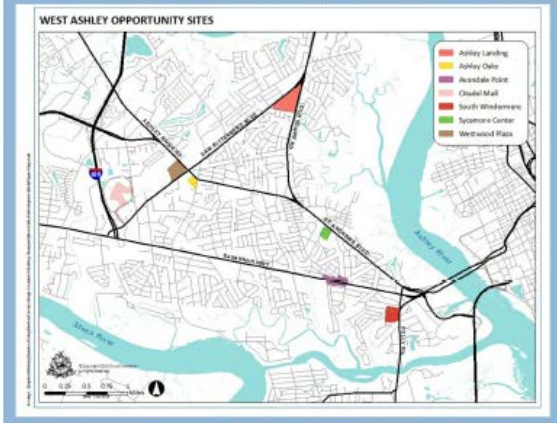
### Vacancy Rate




Graph Source: Avison Young Retail Reports; Areas not defined by municipal boundaries; Retail Inventory Includes all multi-tenant and single tenant properties at least 25,000 square feet. Peninsula Charleston retail inventory includes King Street and Market Street retail spaces as well as properties at least 25,000 square feet.

# West Ashley Opportunity Sites

These shopping centers and retail districts were selected due to recent increases in interest redevelopment and re-tenanting. The health and development of these centers will be key in West Ashley's revitalization.



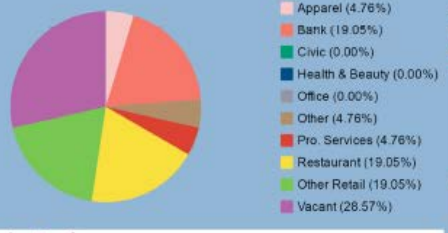

### Occupied Shop Fronts

Graph Source: City of Charleston Department of Planning, Preservation, & Sustainability: Business & Neighborhood Services Division; Data was collected via site visits and is not measured in square feet. Instead, visible store fronts were counted.

## Ashley Landing

**1401 Sam Rittenberg Blvd**

### Use Mix



### Stats:

Building Square Feet: 355,384

Acres: 30

Store Fronts: 21

### Key Points:

Anchor: Publix

Brewery & tech business coming in Fall 2016

Shopping center sold in 2014 for $19.2 mil ($174.55/SF)

Vacant Piggly Wiggly site sold in 2014 for $1.9 mil ($57.8/SF)

New 10,200 SF outparcel building coming 2017

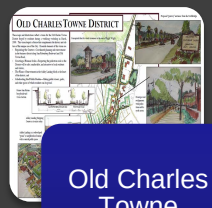
### Sample Businesses:

| | |
|---|---|
| Burlington Coat Factory | Pivotal Fitness |
| Napa Auto Parts | Starbucks |
| Wells Fargo | Players Place Billards |
| Dollar Tree | Red Orchid |
| 1st Palmetto Bank | |

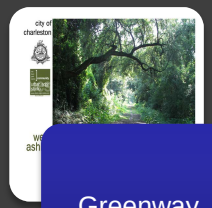
Graph Source: City of Charleston Department of Planning, Preservation, & Sustainability: Business & Neighborhood Services Division; These data was collected via site visits and is not measured in square feet. Instead, visible store fronts were counted.

Source: City of Charleston Department of Planning, Preservation, & Sustainability: Business & Neighborhood Services Division; City GIS Data; Post & Courier; Adams & Wilson Development

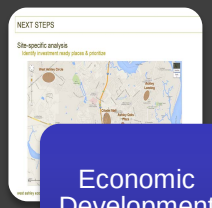
# Timeline



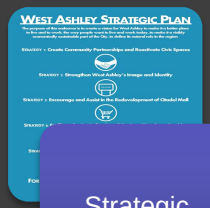

Old Charles Towne District Plan, 2000



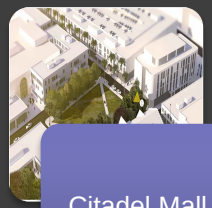
Greenway Plan, 2009



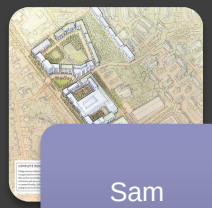

Economic Development Strategy, 2014




Strategic Plan, 2014

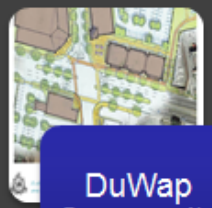


Citadel Mall Plan, 2014



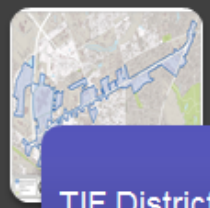
Sam Rittenberg Plan, 2014

Community Survey, 2016

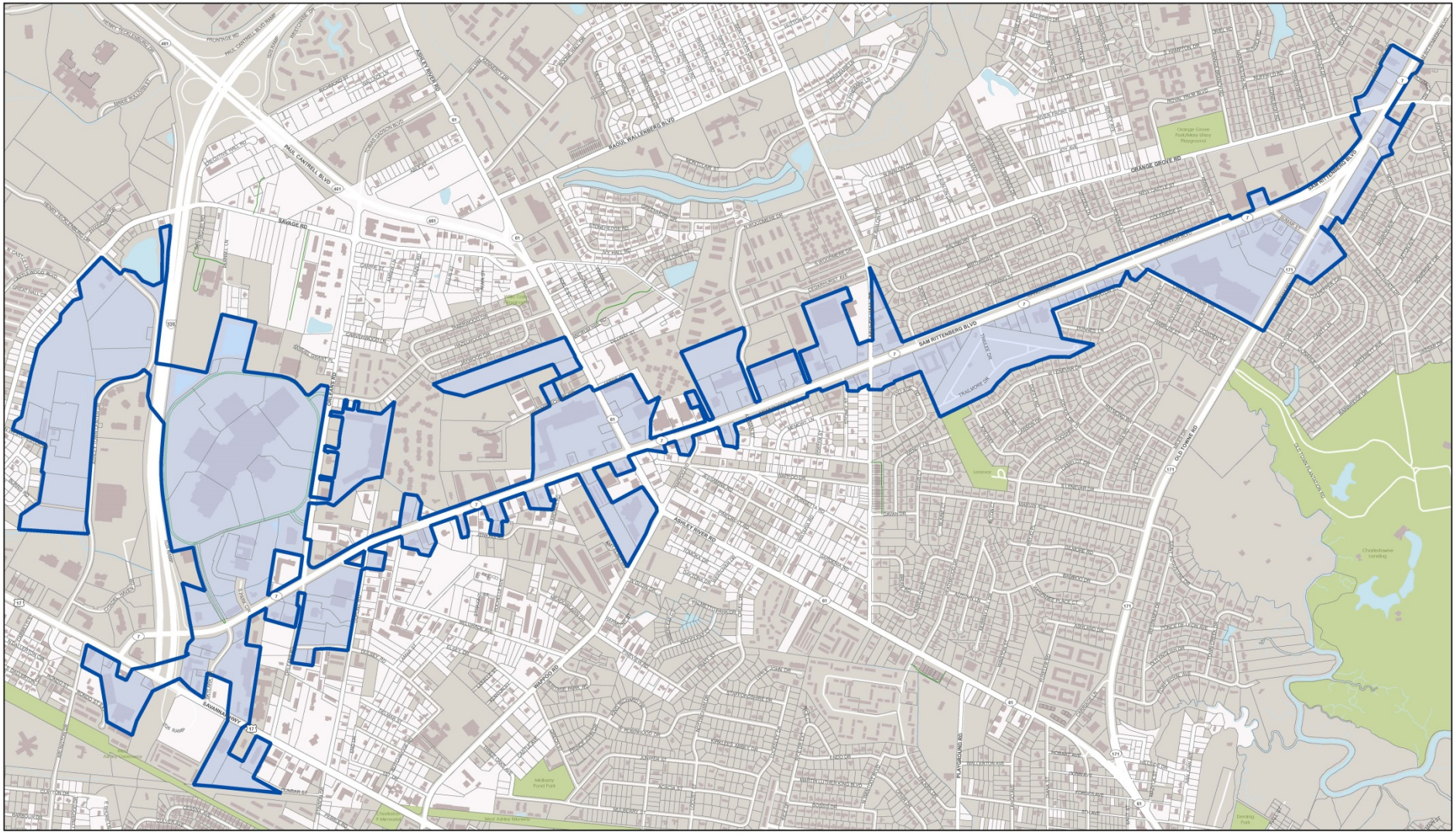


DuWap Community Plan, 2016

Retail Report, 2016



TIF District Plan, 2016




WestAshleyTIFboundary03152016
WestAshleyTIFparcels03152016
Property lines
Charleston City Limits
Parks

# Exhibit A:
# Proposed West Ashley Redevelopment Project Area (TIF Area)

0 500 1,000 2,000 3,000 Feet

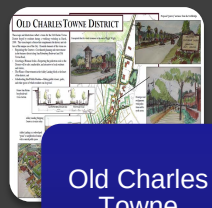
Print Date: 3/15/2016

The City of Charleston shall assume no liability for any errors, omissions, or inaccuries in the information provided. Data represented herein reflect varying stages of development, and varying dates of acquisition.

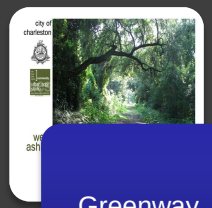
N W E S

Document Path: T:\WestAshleyAreaTIF\WestAshleyRedevelopmentProjectAreaTIF.mxd

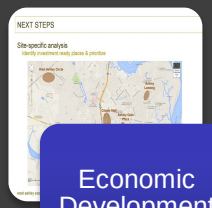
# Timeline



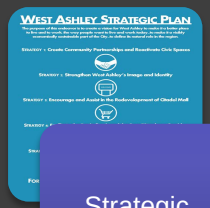

Old Charles Towne District Plan, 2000



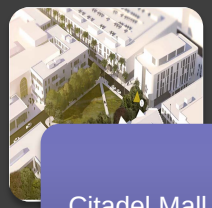
Greenway Plan, 2009



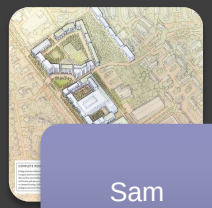

Economic Development Strategy, 2014




Strategic Plan, 2014

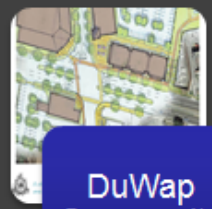


Citadel Mall Plan, 2014



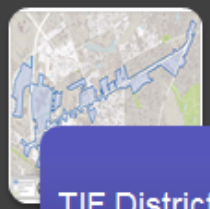
Sam Rittenberg Plan, 2014

Community Survey, 2016



DuWap Community Plan, 2016

Retail Report, 2016

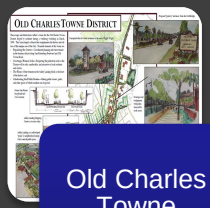


TIF District Plan, 2016

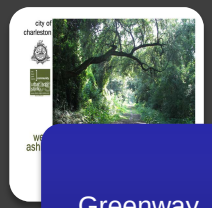
Farmers Market, 2016

WEST ASHLEY
FARMERS MARKET
SEPTEMBER 14 – OCTOBER 26, 2016
Every Wednesday 3:30pm – 7:30pm
ACKERMAN PARK
55 Sycamore Avenue, Charleston, SC
Produced by the City of Charleston Office of Cultural Affairs

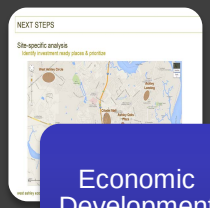
# Timeline



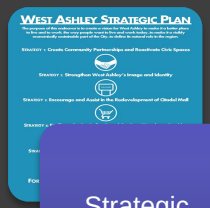

Old Charles Towne District Plan, 2000



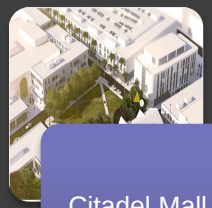
Greenway Plan, 2009



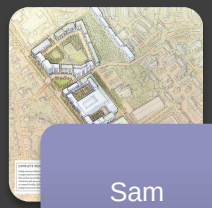

Economic Development Strategy, 2014



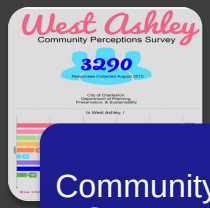

Strategic Plan, 2014



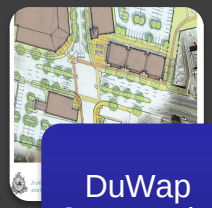
Citadel Mall Plan, 2014



Sam Rittenberg Plan, 2014

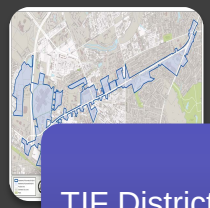



Community Survey, 2016



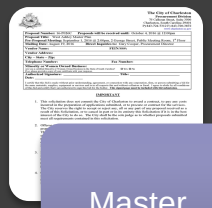
DuWap Community Plan, 2016

Retail Report, 2016



TIF District Plan, 2016

Farmers Market, 2016



Master Plan, 2016