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 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. The West Islands included Kiawah, Johns, and James Islands.
West Ashley New Businesses

Coming Soon & Recently Opened

**Andolini's Pizza**
1940 Sam Rittenberg Blvd
Summer 2016

**Christophe Artisan Chocolatier-Pâtissier**
1901 Ashley River Rd
Spring 2016

**MOD Pizza**
1812 Sam Rittenberg Blvd
Westwood
Summer 2016

**Avondale Center**
720 Magnolia Rd
Avondale Point
Fall 2016

**Frothy Beard Brewing & Zombie Bob's Pizza & PUSH Digital**
1401 Sam Rittenberg Blvd
Ashley Landing
Fall 2016

**Pelican's SnoBalls**
1723 Ashley River Rd
Summer 2016

**The Barber & Shave Shoppe**
1940 Sam Rittenberg Blvd
Avondale Point
Spring 2016

**Harris Teeter**
1812 Sam Rittenberg Blvd
Westwood
2017

**Starbucks**
1117 Savannah Hwy
Winter 2016

**Bon Bánh Mì**
2 Magnolia Rd
Avondale Point
Fall 2016

**MakeLab Charleston**
1610 Sam Rittenberg Blvd
Summer 2016

**Twisted Cypress Brewing Co.**
1897 Sam Rittenberg Blvd
2017

**Whole Foods**
975 Savannah Hwy
2017

**WildFlour Pastry**
1750 Savannah Hwy
Spring 2016

Graph Source: Avison Young Retail Reports; Areas not defined by municipal boundaries; The dollar amount asked by landlords for available space expressed in dollars per square foot per year. Retail rents are reported on a triple net basis where all costs including, but not limited to, real estate taxes, insurance and common area maintenance are borne by the tenant on a pro rata basis.
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.

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

Apparel (4.76%)
Bank (19.05%)
Civic (0.00%)
Health & Beauty (0.00%)
Office (0.00%)
Other (4.76%)
Pro. Services (4.76%)
Restaurant (19.05%)
Other Retail (19.05%)
Vacant (28.57%)

Sample Businesses:
Burlington Coat Factory
Napa Auto Parts
Wells Fargo
Dollar Tree
1st Palmetto Bank

Pivotal Fitness
Starbucks
Players Place Billiards
Red Orchid

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

Graph Source: City of Charleston Department of Planning, Preservation, & Sustainability: Business & Neighborhood Services Division; City GIS Data: Post & Courier; Adams & Wilson Development
Ashley Oaks
1119 Wappoo Rd

Use Mix:
- Apparel (0.00%)
- Bank (0.00%)
- Civic (7.14%)
- Health & Beauty (14.29%)
- Office (0.00%)
- Other (7.14%)
- Pro. Services (35.71%)
- Restaurant (7.14%)
- Other Retail (7.14%)
- Vacant (21.43%)

Sample Businesses:
- DMV
- Venus Beauty Supply
- Coastal Laundries

Stats:
- Building Square Feet: 58,720
- Acres: 4.9
- Store Fronts: 14

Key Points:
- Anchor: Attic Mall
- 1,500 - 8,450 SF available; Lease rate is $18.00 - $28.00 per SF NNN
- Sold in 2016 for $5.19 mil ($93.49/SF)
- Lat Purser & Associates, Inc. has plans to re-tenant & improve the facade

Avondale Point
Savannah Hwy (Nicholson - Coburg) & Magnolia Rd

Use Mix:
- Apparel (4.84%)
- Bank (4.84%)
- Civic (1.61%)
- Health & Beauty (1.61%)
- Office (12.90%)
- Other (1.61%)
- Pro. Services (30.65%)
- Restaurant (22.58%)
- Other Retail (8.06%)
- Vacant (11.29%)

Sample Businesses:
- Alpha Graphics
- West Of
- Bonnie Nixon's Tax Service
- Sheridan Corporation
- M Events
- Avondale Therapy
- Polished
- Firestone
- Skin Therapy Center
- Fix Salon

Stats:
- Building Square Feet: 146,000
- Acres: 8.9
- Store Fronts: 62

Key Points:
- Anchor: Triangle Char & Bar
- Walkable, revitalized 1950s commercial district
- Predominantly small local businesses
- Bon Bahn Mi opening Fall 2016
Citadel Mall
2070 Sam Rittenberg Blvd
Use Mix

Key Points:
- Anchors: Target, Sears, JCPenney, Belk, Dillard’s*
- *Individually owned & excluded from size/use mix

Stats:
- Building Square Feet: 450,000 (inline mall)/1.5 mil (total mall)
- Acres: 20 (inline mall)
- Store Fronts: 88 (inline mall)

Sample Businesses:
- Shoe Dept. Encore
- Charlotte Russe
- Journeys
- Zales
- Victoria's Secret
- Motherhood Maternity
- Express
- Foot Locker
- Amoure Bridal
- Authentiks
- LOFT
- Kay Jewelers
- Rainbow Apparel
- Claire’s
- Manhattan
- The Pretzel Twister
- Subway
- Sesame Burgers
- The Holy City Cupcakes
- Great American Cookies
- Chick-fil-A
- China Master
- Palmetto Moon

Graph Source: City of Charleston Department of Planning, Preservation, & Sustainability: Business & Neighborhood Services Division; City GIS Data: Spinoso

South Windermere
72 Folly Blvd
Use Mix

Key Points:
- Anchor: Earth Fare
- Revitalized in early 2000s due in part to a public/private partnership

Stats:
- Building Square Feet: 180,000
- Acres: 13.04
- Store Fronts: 49

Sample Businesses:
- Phillips Shoes
- Lifeworks Chiropractic
- Sohn & McCrue Jewelers
- Urban Nirvana
- Half-Moon Outfitters
- Holy Cow Yoga Center
- Bashful
- Oskar's Haircutting & Styling
- Barre Evolution
- Maria's Alterations
- Nail Palace
- Mindful Body Pilates Studio
- Hair Bairs
- Charleston Veterinary Care
- Bridge Dental
- Staples
- Barton Toys
- Charleston Revisions

Graph Source: City of Charleston Department of Planning, Preservation, & Sustainability: Business & Neighborhood Services Division; City GIS Data
Sycamore Center
65 Sycamore Ave

Use Mix

Sample Businesses:
- Hair Topic Beauty Supply
- Nail Fashion
- CVS
- Jersey Mike’s Subs
- Edward Jones
- China Dragon Restaurant
- Express Check Advance

Stats:
- Building Square Feet: 53,921
- Acres: 6.3
- Store Fronts: 12

Key Points:
- Anchor: Vacant (Former Food Lion)
- Purchased by Gramling Brothers for $5 mil in 2014 ($92.73/SF)
- Proposed redevelopment
- Adjacent to future farmers market site

Westwood Plaza
1812 Sam Rittenberg Blvd

Use Mix

Sample Businesses:
- Acceptance Insurance
- Marble Slab Creamery
- Options Hi Fashion
- Mens Wear
- Cashwell Consumer Loans
- Moe’s
- Payless Shoes
- Ed’s Barber Shop
- Veda Nail Salon
- Super Cuts
- Results Physiotherapy

Stats:
- Building Square Feet: 186,930
- Acres: 16
- Store Fronts: 22

Key Points:
- Anchor: Barnes & Noble, TJ Maxx, & Office Depot
- Under redevelopment
- MOD Pizza & Harris Teeter coming in 2017
- Lease rate: $23-26/SF