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

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

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

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

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

**Mount Pleasant Town Center**
Captive audience with high HHI
Little immediate competition

**Tanger Outlets**
Direct Interstate access & visibility
Located in middle of region/employment center

**Northwoods Mall**
Center of suburban population
Less competition from Downtown, Mt. Pleasant
Close to suburban employment
West Ashley lives better than it presents itself

Quality of the neighborhoods greatly exceed the quality of the retail

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

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

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

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

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.
OBSERVATIONS: CORRIDORS

First steps to improving key corridors

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

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

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

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

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

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

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

Identify areas for potential visible green spaces/greenways

Establish a biking pathway system

Identify programs/funding to energize “best” retail locations

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