WEST ASHLEY ECONOMIC DEVELOPMENT STRATEGY

STRATEGIES DISCUSSION

prepared for city of charleston  july 2014
prepared by permar inc.
DISCUSSION OUTLINE

Findings
Framework
   Aspirations
   City objectives
   Strategies
Ideas
Action items / Next steps
This is not a traditional economic development strategy
More akin to vitality enhancement, improvement AND engagement

**Designed to:**

- Enhance livability
- Demonstrate opportunity
- Create a framework for realizing unmet potential
- Demonstrate demand for public space
FINDINGS

Suburban redevelopment / revitalization is unique
In many ways harder than redevelopment in more urban areas

- No sense of urgency
- Invisible opportunities
- Physical form, scale & development pattern
- No obvious place to start / lack of focus
- Ownership, management & financial realities
- No obvious constituency to mobilize
FINDINGS

Suburban redevelopment / revitalization is unique
In many ways harder than redevelopment in more urban areas

- No sense of urgency
- Invisible opportunities
- Physical form, scale & development pattern
- No obvious place to start / lack of focus
- Ownership, management & financial realities
- No obvious constituency to mobilize
Start the conversation in a different place
Connect people to place AND people to people

Experiential
People-based, volunteer-driven
Inexpensive, temporary
Immediate

*Planting small, temporary seeds that lead to more sustainable, people-driven, long-term change.*
FINDINGS: BUILD A BETTER BLOCK

Short-term improvements leading to long-term change
Give people a job to do & they connect to the process in a deeper way
## FINDINGS: BUILD A BETTER BLOCK

### Key benefits

<table>
<thead>
<tr>
<th>Neighborhood / people driven</th>
<th>Informs future investments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Builds constituency / leadership</td>
<td>Relatable, relevant</td>
</tr>
<tr>
<td>Immediate</td>
<td>Pragmatic</td>
</tr>
<tr>
<td>Action-oriented</td>
<td>Social, fun</td>
</tr>
<tr>
<td>Sweat-economy</td>
<td>Changes perceptions</td>
</tr>
<tr>
<td>Temporary, transitional, incremental</td>
<td>Demonstrates potential</td>
</tr>
<tr>
<td>Low-cost, economical</td>
<td>Prompts new thinking</td>
</tr>
<tr>
<td>Experiential</td>
<td>Share-able (crowdsourcing)</td>
</tr>
<tr>
<td>Not age- or interest-specific</td>
<td>Survey / consumer research potential</td>
</tr>
<tr>
<td>Creative, reflects diversity</td>
<td></td>
</tr>
</tbody>
</table>
Why – A pragmatic roadmap for sustainable economic growth
Starting with “why” elevates the conversation

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.
Aspirations

<table>
<thead>
<tr>
<th>Story</th>
<th>Connections</th>
<th>Place</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Physical</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Social</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Business</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Emotional</td>
<td></td>
</tr>
</tbody>
</table>

west ashley economic development strategy, july 2014
## FRAMEWORK

### City objectives

<table>
<thead>
<tr>
<th>Envision</th>
<th>Enable</th>
<th>Invest</th>
<th>Measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop a vision, a West Ashley brand</td>
<td>Foster a shared understanding of what people value AND create a framework for realizing new opportunities</td>
<td>Make catalytic investments</td>
<td>Measure outcomes &amp; monitor change</td>
</tr>
</tbody>
</table>
FRAMEWORK

Strategies

Encourage / assist in development of key sites
Develop a Sam Rittenberg Corridor Plan / Overlay District
Nurture / facilitate the evolution of interconnected greenspace
Launch a communications strategy
Focus energy, efforts & funding
Grow, enhance stakeholder leadership
Open source development tools, knowledge, expertise & resources
FRAMEWORK

Strategies

- Encourage / assist in development of key sites
- Develop a Sam Rittenberg Corridor Plan / Overlay District
- Nurture / facilitate the evolution of interconnected greenspace
- Launch a communications strategy
- Focus energy, efforts & funding
- Grow, enhance stakeholder leadership
- Open source development tools, knowledge, expertise & resources
FRAMEWORK

Strategies

- Encourage / assist in development of key sites
- Develop a Sam Rittenberg Corridor Plan / Overlay District
- Nurture / facilitate the evolution of interconnected greenspace
- Launch a communications strategy
- Focus energy, efforts & funding
- Grow, enhance stakeholder leadership
- Open source development tools, knowledge, expertise & resources

“No single park, no matter how well designed would provide citizens with the beneficial influences of nature; instead parks need to be linked to one another and to surrounding neighborhoods.”

Frederick Law Olmsted
FRAMEWORK

Strategies

- Encourage / assist in development of key sites
- Develop a Sam Rittenberg Corridor Plan / Overlay District
- Nurture / facilitate the evolution of interconnected greenspace
- Launch a communications strategy
- Focus energy, efforts & funding
- Grow, enhance stakeholder leadership
- Open source development tools, knowledge, expertise & resources
FRAMEWORK

Strategies

- Encourage / assist in development of key sites
- Develop a Sam Rittenberg Corridor Plan / Overlay District
- Nurture / facilitate the evolution of interconnected greenspace
- Launch a communications strategy

Focus energy, efforts & funding

- Grow, enhance stakeholder leadership
- Open source development tools, knowledge, expertise & resources
STRATEGIES

- Encourage / assist in development of key sites
- Develop a Sam Rittenberg Corridor Plan / Overlay District
- Nurture / facilitate the evolution of interconnected greenspace
- Launch a communications strategy
- Focus energy, efforts & funding
- Grow, enhance stakeholder leadership
- Open source development tools, knowledge, expertise & resources
FRAMEWORK

Strategies

- Encourage / assist in development of key sites
- Develop a Sam Rittenberg Corridor Plan / Overlay District
- Nurture / facilitate the evolution of interconnected greenspace
- Launch a communications strategy
- Focus energy, efforts & funding
- Grow, enhance stakeholder leadership
- Open source development tools, knowledge, expertise & resources
<table>
<thead>
<tr>
<th>Aspirations</th>
<th>Objectives</th>
<th>Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Story</td>
<td>Envision</td>
<td>Assist</td>
</tr>
<tr>
<td>Connections</td>
<td>Enable</td>
<td>Corridor plan</td>
</tr>
<tr>
<td>Place</td>
<td>Invest</td>
<td>Greenspace</td>
</tr>
<tr>
<td></td>
<td>Measure</td>
<td>Communications</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Focus</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Leadership</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Open Source</td>
</tr>
</tbody>
</table>
IDEAS

Bus stops

West Ashley

Montreal - musical swings bus stop
IDEAS

Bus stops

West Ashley

Detroit – repurposed doors bus stop
IDEAS

Bus stops

West Ashley

London – edible gardens bus stop
IDEAS

Bus stops
FRAMEWORK

ASPIRATIONS

connections

CITY OBJECTIVES

enable

invest

place

story

envision

STRATEGIES

communication

focus

measure

greenspace

leadership

open source

corridor plan

assess

VACANT BIG BOXES

west ashley economic development strategy, july 2014
Vacant big boxes
Piggly Wiggly, West Ashley, Ashley Town Landing
Vacant big boxes
BetterBlock.org, Piggly Wiggly store in Denton, Texas

6/27/14
One day before Better Block Denton
IDEAS

Animating underutilized spaces

West Ashley

San Antonio – Better Block project
IDEAS

Animating underutilized spaces

West Ashley

Denver – Better Block project
IDEAS

Animating underutilized spaces
IDEAS

Animating underutilized spaces
IDEAS

Safe crossings & wayfinding
IDEAS

Safe crossings & wayfinding
IDEAS

Public spaces
IDEAS

Public spaces
ACTION ITEMS

Wrap up this phase of work

Compile work completed to date

Package Permar work
  PowerPoints
  Supporting data tables

Narrative

Maps
ACTIONS ITEMS

Next steps / recommendations
Near-term & longer-term actions

Immediate / Near term

- Hire a West Ashley champion to implement strategies
- Create a “walk-around” book
- Develop / solicit 2 – 3 demonstration projects
- Meet with stakeholders / “road show”
- Develop a website & social media campaign

Longer-term

- Sam Rittenberg Commercial Revitalization Plan
- West Ashley Visioning Process
- Appoint a West Ashley Advisory Board