



CITY OF CHARLESTON
WEST ASHLEY REVITALIZATION
COMPENDIUM OF REPORTS & PRESENTATIONS

Prepared for the West Ashley Revitalization Commission
October 27, 2016

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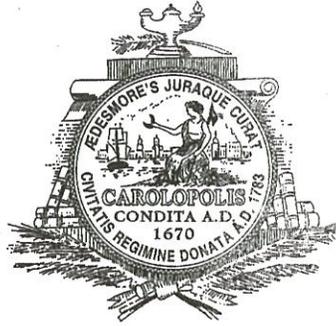
City of Charleston

South Carolina

West Ashley Revitalization Commission Appointments

The West Ashley Revitalization Commission shall work to assure the long-term economic stability of West Ashley by revitalizing the unique character of the district and supporting values that assure West Ashley is a great place to live, work, play, invest and do business.

- | | |
|--------------------------------|-----------------------------------|
| 1. Councilmember Peter Shahid | Chairman |
| 2. Mayor John J. Tecklenburg | Mayor |
| 3. Councilmember Marvin Wagner | City Councilmember |
| 4. Councilmember James Lewis | City Councilmember |
| 5. John deStephano | St. Andrews PSD |
| 6. Colleen Condon | Charleston County Council Dist. 7 |
| 7. Anne Frances Bleecker | (Three-Year Term) |
| 8. Morris Ellison | (Two-Year Term) |
| 9. Justin Ferira | (Three-Year Term) |
| 10. Joseph Grant | (Three-Year Term) |
| 11. Harry Gregorie | (Two-Year Term) |
| 12. Diane Hamilton | (Two-Year Term) |
| 13. Donna Jacobs | (Two-Year Term) |
| 14. Michael Miller | (Three-Year Term) |
| 15. John Osborne | (Three-Year Term) |
| 16. Jimmy Palassis | (Three-Year Term) |
| 17. Amy Riley | (Two-Year Term) |
| 18. Charlie Smith | (Three-Year Term) |
| 19. Jonathan Zucker | (Three-Year Term) |



Ratification
Number 2016-091

AN ORDINANCE

TO REPEAL ORDINANCE NO. 2016-64, RATIFIED ON MAY 10, 2016, AND TO REPLACE THE SAME WITH AN AMENDMENT TO CHAPTER 2, SECTION 2-184 OF THE CODE OF THE CITY OF CHARLESTON, SOUTH CAROLINA, TO CREATE DIVISION 8 WHICH SHALL BE ENTITLED THE WEST ASHLEY REVITALIZATION COMMISSION AND SECTION 2-184 WHICH SHALL SET FORTH THE DUTIES AND RESPONSIBILITIES OF THE WEST ASHLEY REVITALIZATION COMMISSION. (AS AMENDED)

BE IT ORDAINED BY THE MAYOR AND COUNCILMEMBERS OF CHARLESTON, IN CITY COUNCIL ASSEMBLED:

Section 1. Chapter 2 of the Code of the City of Charleston is hereby amended to create Division 8 therein which shall read as follows:

“DIVISION 8. THE WEST ASHLEY REVITALIZATION COMMISSION”

Section 2. Chapter 2, Division 8 of the Code of the City of Charleston is hereby amended to create Section 2-184 therein which shall read as follows:

“Section 2-184. Created; membership; terms of office; powers.

- (a) *Created.* There is hereby created the West Ashley Revitalization Commission.
- (b) *Mission.* The West Ashley Revitalization Commission shall work to assure the long-term economic stability of West Ashley by revitalizing the unique character of the district and supporting values that assure West Ashley is a great place to live, work, play, invest and do business.
- (c) *Membership.* The Commission shall consist of nineteen (19) voting members, one (1) of whom shall be the Mayor; three (3) members of City Council who represent a district or portion thereof in West Ashley appointed by the Mayor; the Chairman of the St. Andrews Public Services District appointed by the Mayor; the member of County Council who represents District 7, appointed by the Mayor, and the remaining members who shall be appointed by the Mayor and be representative of various disciplines, professional, business and **community** interests conducive to promoting and enabling the revitalization of West Ashley, all subject to approval by City Council. The Mayor shall also appoint the Chairperson of the Commission.

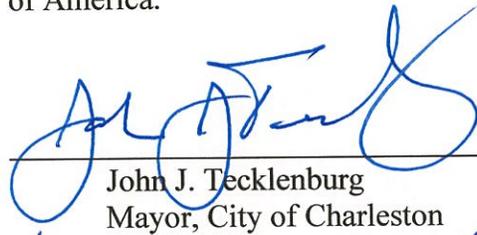
- (d) *Terms of Office.* The Mayor, the Chairman of the St. Andrew's Public Services District and the member of County Council who represents District 7 shall be permanent members of the Commission. All other members of the Commission shall serve for terms of three (3) years or until their successors have been appointed and qualified; provided however, notwithstanding the foregoing, five (5) of the original members of the Commission shall serve for a term of one year, five (5) of the original members shall serve for a term of two years; and six (6) of the original members shall serve for a term of three years, all as recommended by the Mayor and approved by City Council. Members appointed after expiration of the initial terms of the original members shall serve terms of three (3) years.
- (e) *Powers and Duties.* The Commission shall have the following powers and duties:
- (i) Be charged with the duties of establishing goals, policies and procedures for the implementation of revitalization efforts in West Ashley on behalf of the City.
 - (ii) Initiate a major study of needs of West Ashley and aid in the procurement of the necessary funds for such study.
 - (iii) Study and recommend financial and organizational techniques to effectuate the revitalization of West Ashley by the joint efforts of public and private entities.
 - (iv) Seek out and recommend early action improvements for West Ashley.
 - (v) Assist private businesses in improvements in conjunction with the West Ashley revitalization efforts.
 - (vi) Assist the business community and the City to work together in the most cooperative and supportive manner possible.
 - (vii) Seek funds and resources from private and public sources to promote and market West Ashley.
 - (viii) In its discretion, create committees to participate in the planning or effectuation of the West Ashley revitalization efforts; provided, however, that any such councils or committees shall require the approval of the Mayor and the Commission.
- (f) *Meetings.* The Commission shall establish a regular time and place of meeting. For purposes of Commission action, a quorum of the West Ashley Revitalization Commission shall consist of 10 voting members of the Commission in attendance.
- (g) *Records.* The Commission shall keep a record of its proceedings.

Section 3. Ordinance No. 2016- 64, ratified on May 10, 2016, is hereby repealed.

Section 4. This Ordinance shall become effective upon ratification.

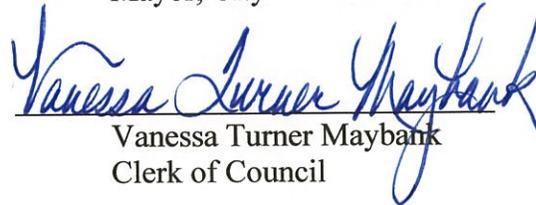
Ratified in City Council this 16th day of August in the Year of Our Lord, 2016, and in the 241st Year of the Independence of the United States of America.

By:



John J. Tecklenburg
Mayor, City of Charleston

ATTEST:



Vanessa Turner Maybank
Clerk of Council



CITY OF CHARLESTON
CURRENT WEST ASHLEY INITIATIVES

January 25, 2016
Updated October 25, 2016

INTRODUCTION:

The City of Charleston is currently engaged in the following initiatives to improve West Ashley and better position key areas for revitalization. The following represents an overview of revitalization efforts of West Ashley including a comprehensive look at new/rehabilitation of existing infrastructure for this area of the City.

In order to guide the revitalization of West Ashley, the City of Charleston launched TWO PRIMARY INITIATIVES since the beginning of 2016:

#1. WEST ASHLEY REVITALIZATION COMMISSION

- Historically, the revitalization of Downtown Charleston was guided by the Downtown Revitalization Commission.
- Today, Downtown Charleston is a thriving place that serves as the inimitable revitalization success story.
- As such, the Mayor and City Council approved and appointed the West Ashley Revitalization Commission to guide and steer the revitalization of West Ashley.
- The members of the Commission shall have the following powers and duties:
 - Be charged with the duties of establishing goals, policies and procedures for the implementation of revitalization efforts in West Ashley on behalf of the City.
 - Initiate a major study of needs of West Ashley and aid in the procurement of the necessary funds for such study.
 - Study and recommend financial and organizational techniques to effectuate the revitalization of West Ashley by the joint efforts of public and private entities.
 - Seek out and recommend early action improvements for West Ashley.
 - Assist private businesses in improvements in conjunction with the West Ashley revitalization efforts.
 - Assist the business community and the City work together in most cooperative and supportive manner possible.
 - Seek funds and resources from private and public sources to promote and market West Ashley.
 - In its discretion, create committees to participate in the planning or effectuation of the West Ashley revitalization efforts; provided, however, that any such councils or committees shall require the approval of the Mayor and the Commission.
- *Update:* City Council approved the establishment of the West Ashley Revitalization Commission in August 2016 and the appointment of members in September 2016. This will be the first Revitalization Commission with a suburban focus in the City's history.

#2. WEST ASHLEY MASTER PLAN

- The City of Charleston, South Carolina is seeking consultants or consultant teams to develop a comprehensive master plan for the suburban district of the City of Charleston known as West Ashley.
 - The Master Plan will be used as a guide for establishing policies and priorities for coordinated development/redevelopment, land use planning, and budgetary preparation.
 - It will include policy statements, goals, objectives, guidelines, maps and graphics that will serve as a foundation for future land use decisions.
 - It should serve as both a guide and the impetus for an anticipated update to the City's Zoning, Land Use, and Development Ordinances.
 - The plan shall provide strategies and goals to encourage economic development, quality residential and commercial growth, and general improvements for the protection of the quality of life for West Ashley's residents and businesses.
 - At last, the Master Plan shall coordinate City policies at all scales using the same overall principles so that the plan can operate cohesively and guide the efforts of the City's many stakeholders and decision makers at every level.
 - The West Ashley Master Plan will be the LARGEST, MOST COMPREHENSIVE planning initiative in the City's history
 - *Update:* The City of Charleston issued a Request for Proposals (RFP) for the West Ashley Master Plan in August 2016 with a due date of October 4, 2016. The West Ashley Master Plan selection committee will be conducting consultant interviews in early November 2016. The West Ashley Master Plan is scheduled to begin in January 2017.
-

In general, the City continues working on the following initiatives in order to revitalize West Ashley:

I. IMPROVE THE PUBLIC REALM:

- **Complete the West Ashley Tax Increment Financing (TIF) District Plan to fund beautification and infrastructure improvements.**
 - Tax increment financing is a powerful public finance tool that helps fund public improvements and stimulates redevelopment.
 - West Ashley's first TIF district includes the Citadel Mall area and Sam Rittenberg Blvd.
 - *Update:* City Council has given initial approval to the West Ashley TIF and will be giving final consideration to this TIF District on November 22, 2016.
- **Install landscaping and signage at key gateways to West Ashley.**
 - Landscape enhancement projects awaiting SCDOT permit approval include the Sam Rittenberg Blvd/Old Towne Rd median, Sam Rittenberg Blvd/Orleans Rd median, Old Towne Rd/Ashley River Rd median, and Savannah Hwy/St. Andrews Blvd median.

- The City will continue to work with SCDOT to install new gateway signage welcoming folks to West Ashley.
- *Update:* Landscape enhancements have been installed in the three median locations where existing water for irrigation was already installed. Irrigation meters have been installed in all other areas and conduit has been bored under the road ways. Landscape and irrigation plans are being developed and bidding is forthcoming. Gateway signage is under design and review for compliance with SCDOT requirements and is forthcoming as well.
- **Invest public funds to improve open spaces and create new bike/pedestrian connections.**
 - This effort includes physically enhancing older parks within West Ashley, developing plans for new parks on Bender St and Wappoo Rd, completing the West Ashley Greenway surfacing project, resurfacing portions of the West Ashley Bikeway, and connecting the West Ashley Greenway and Bikeway.
 - *Update:* The City is working with the Charleston Parks Conservancy and Speedwell Foundation to create a detailed master plan for the West Ashley Greenway. Last year, the City purchased two new parks (Bender Street Park and Wappoo Road Park). These two parks are currently under design and development.
- **Improve drainage in key areas of West Ashley.**
 - Spring 2016, construction work will begin on the Forest Acres drainage improvement project. Also planned for 2016 is a City of Charleston/Charleston County jointly funded watershed basin study for the Dupont-Wappoo and Citadel Mall areas.
 - In addition, the City is developing a strategy for improving drainage within the Church Creek Drainage Basin.
 - *Update:* Currently, the City is conducting thorough drainage studies in the Du-Wap Planning Area as well as Forest Acres. Moreover, the City is undergoing an update of stormwater standards.
- **Improve streetscape in the Dupont-Wappoo area.**
 - The Dupont-Wappoo area planning charrette held in June 2015 identified the need and desire for beautification within the planning area. The City will continue to work with Charleston County to implement a street tree planting plan for Savannah Highway.
 - *Update:* The City of Charleston adopted the Dupont|Wappoo Community Master Plan and related zoning changes on September 13, 2016; Charleston County final approvals and adoption is anticipated to be completed by the end of October 2016. Moreover, Charleston County, City of Charleston, and SCDOT are working to create the connection from the bikeway to the greenway and to plan streetscaping improvements including landscaping and undergrounding of utilities in this area.
- **Create a West Ashley Farmers Market with thorough input from residents and vendors.**
 - The City is utilizing online community surveys, focus groups, best practices research, and site analyses to establish a West Ashley Farmers Market.
 - *Update:* This fall the City of Charleston successfully launched a pilot farmers market west of the Ashley. The West Ashley Farmers Market occurs Wednesday evenings from

3:30 p.m. to 7:30 p.m., September 14 through November 9 at Ackerman Park on Sycamore Avenue; a special Holiday Market will be held in the same location on November 20, 2016. Community support and vendor response has been overwhelming positive.

- Extensive research and public input was gathered as part of the farmers market planning process, which was led by the Department of Planning, Preservation and Sustainability. Input was collected via public surveys and focus groups; results identified community preferences regarding market location, schedule, character, amenities, accessibility and vendor mix.
- Ackerman Park was selected as the location because it is a popular and easily accessible City-owned park.
- The West Ashley Farmers Market is produced by the City of Charleston Office of Cultural Affairs in cooperation with the City of Charleston Parks Department. The Office of Cultural Affairs has a long history of producing the highly successful downtown Charleston Farmers Market.
- The West Ashley Farmers Market is dedicated to the support and advocacy of local farmers and growers and will feature fresh seasonal produce, as well as sweet and savory foods from area vendors who source ingredients from nearby farms.
- The West Ashley Farmers Market will build upon the success of the Charleston Farmers Market by expanding access to local fresh food, supporting the local economy and local agriculture, providing a civic gathering place and opportunities for community engagement.
- Addressing one of the key strategies in the City of Charleston’s 2014 West Ashley Strategic Plan, the West Ashley Farmers market will help create community partnerships and reactivate civic spaces.

II. REVITALIZE KEY AREAS:

- **Use economic incentives to spur revitalization.**
 - This initiative includes developing innovative financing and zoning tools to attract private sector investment in West Ashley.
 - This effort also includes identifying new sources of revenue to enable the City to incentivize catalytic revitalization projects for West Ashley.
 - *Update:* The scope of the West Ashley Master Plan will include the analysis and delivery of economic incentives related to catalytic redevelopment sites in the study area.
- **Identify, prioritize and plan for key redevelopment areas.**
 - In 2014 the City developed a vision plan for the Citadel Mall area and the Sam Rittenberg Blvd corridor.
 - The City will continue to develop similar plans for other key areas in West Ashley including the Dupont-Wappoo area, the Ashley Bridge District, North Bridge, and others.

- Additionally, the City will continue ongoing work to encourage and assist in the redevelopment of the aforementioned areas by engaging developers and property owners.
- *Update:* The deliverables of the West Ashley Master Plan will include detailed, comprehensive redevelopment plans and strategies for key sites throughout West Ashley.
- **Assist with business development, retail recruitment, and infill redevelopment in West Ashley.**
 - The West Ashley Project Coordinator will continue to assist developers, commercial real estate brokers and businesses to find great business locations in West Ashley.
 - The coordinator will also facilitate professional connections and help identify financial resources.
 - Additional services also include providing assistance navigating the City’s approval and permitting processes.
 - *Update:* The City’s West Ashley Coordinator, Mandi Herring, assists developers, commercial brokers, and local/regional/national businesses located in West Ashley as well as those planning to locate in West Ashley.
- **Improve architecture and design standards throughout West Ashley.**
 - The City’s Design Review Board (DRB) plays a significant role in ensuring that new development and redevelopment projects along key corridors are well designed – both from an architectural and site perspective.
 - While the DRB’s purview applies only to City parcels, County parcels are not subject to the same important design review standards. A joint City/County DRB will help to ensure comprehensive quality design throughout West Ashley.
 - *Update:* The West Ashley Master Plan will yield deliverables including a strategy for coordinated DRB review by the City and Charleston County.

III. INFRASTRUCTURE: IMPROVE TRAFFIC:

- **Prioritize the completion of I-526 to alleviate traffic congestion.**
 - The Mayor continues to work with the State Infrastructure Bank, SCDOT, and state and local leaders in this effort.
- **Improve traffic flow at key intersections throughout West Ashley.**
 - These improvements include the opening of the West Ashley Circle and implementing approved intersection improvements at Ashley River Rd/ Sam Rittenberg Blvd, Bees Ferry Rd/Glenn McConnell Pkwy and Savannah Hwy/Main Rd.
 - The City will continue to pursue funding through state and county programs for intersection improvements at Savannah Hwy/Orleans Rd, Savannah Hwy/Dupont Rd, and Savannah Hwy/Wappoo Rd.
 - *Update:* Ongoing effort.
- **Develop a comprehensive transportation plan for West Ashley.**

- In early 2016, the City will issue a request for consulting proposals to analyze the existing, city-wide transportation network and develop a plan for improvements. West Ashley will be a priority for this work. Pedestrian, bicycle, public transit and streetscape improvements will also be explored.
- *Update:* The West Ashley Master Plan will include a comprehensive, multimodal transportation plan for West Ashley.
- **Improve signal synchronization throughout West Ashley.**
 - In 2016 the City will analyze and improve traffic signalization city-wide. West Ashley will be a priority for this work.
 - *Update:* New traffic signal timings for West Ashley, James Island, and Johns Island are expected to be finalized and implemented prior to the end of the year. Traffic and Transportation along with the consultants will begin implementing and testing the new timings in October.
- **Plan and secure funding for the extension of the Glenn McConnell Parkway.**
 - As part of the Long Savannah development plan, the developer is required to build a two lane extension of Glenn McConnell from Bees Ferry to the Long Savannah project the limits.
 - City staff will facilitate these road improvement plans through the City's approval processes.
 - *Update:* City Staff and the Developer have been meeting to finalize the right-of-way dedication for the extension of Glenn McConnell which should be finalized this fall.

III. OFFER INCREASED CITIZEN SERVICES:

- **Appoint a full-time Citizen Service Representative in West Ashley to ensure that information and assistance are always available.**
 - Currently the Ombudsmen and Neighborhood Services Manager provide direct assistance to citizens and act as liaisons between citizens and the numerous City departments/divisions.
 - The City will explore opportunities to find office space in West Ashley to provide enhance services to West Ashley residents.
 - *Update:* The City plans to launch the Citizen Service Desk later this fall which will include a West Ashley liaison.
- **Craft a community engagement plan.**
 - This plan will be designed to foster neighborhood and community interaction, support local businesses, and provide guidance and support for community projects.
 - Key components will include online and social media tools to share information and solicit resident input.
 - *Update:* The West Ashley Master Plan process will be founded on a comprehensive, extensive community engagement plan. A subcommittee of the West Ashley Revitalization Commission will be focused on communications, neighborhoods, and community outreach.

- **Work to enhance West Ashley's image.**
 - The first-ever West Ashley community survey, which was conducted Fall 2015, yielded over 3,000 unique survey responses.
 - The City will utilize this important citizen input to create a community driven visioning process to enhance West Ashley's image, and highlight pride points such as a West Ashley's strong sense of community, great neighborhoods, local businesses, and unique parks and public spaces.
 - *Update:* The deliverables of the West Ashley Master Plan will include detailed, comprehensive redevelopment plans and strategies for key sites throughout West Ashley.
- **Create more community places for residents.**
 - The City will continue its partnership with Charleston County and Roper St. Frances to build the West Ashley Senior Center.
 - The City will also continue to provide assistance to Charleston County in planning a new public library in the West Ashley. Additionally, the City will offer continued support to the Charleston County School District in planning for several new schools in West Ashley.
 - *Update:* City Council awarded the construction contract for the Waring Senior Center in West Ashley on September 13, 2016.

City of Charleston

Prepared by the Department of Planning, Preservation & Sustainability
January 2016

LAND AREA

| | | |
|-----------------------------------|------|----------------------|
| Peninsula land area | 2016 | approx. 8.0 sq miles |
| Total City area (excluding water) | | approx. 112 sq miles |
| Total City area (including water) | | approx. 131 sq miles |

CENSUS DEMOGRAPHICS

| | 2000 | 2010 |
|---------------------------------------------|----------------------------|----------------------------|
| City of Charleston Total Population | 96,650 | 120,083 |
| West Ashley | 45,954 | 54,239 |
| Peninsula | 35,157 | 34,636 |
| James Island | 12,741 | 17,847 |
| Johns Island | 1,676 | 5,266 |
| Daniel Island/Cainhoy | 1,122 | 8,095 |
| Charleston-North Charleston-Summerville MSA | 549,033 | 664,607 |
| City Racial Breakdown | 34.0% Black 63.0% White | 25.6% Black 68.6% White |
| City Per Capita Income | \$22,414 | \$30,763 |
| City Median Household Income | \$35,295 | \$49,448 |
| City Median Family Income | \$48,705 | \$67,400 |
| City Persons Per Household | 2.23 | 2.18 |

(Source: U.S. Census Bureau, decennial census data & American Community Survey data)

POPULATION ESTIMATES

| | 2015 | 2016 |
|-------------------------------------|---------|---------|
| City of Charleston Total Population | 133,579 | 137,447 |
| West Ashley | 59,889 | 60,878 |
| Peninsula | 35,882 | 35,972 |
| James Island | 20,247 | 20,416 |
| Johns Island | 7,116 | 8,119 |
| Daniel Island/Cainhoy | 10,445 | 12,062 |

(Source: City of Charleston building permit and annexation data)

BUILDING PERMITS (residential)

| | 2014 | 2015 |
|-------------------------------------------------|-------|-------|
| Total Single & Multi-Family Unit Permits Issued | 2,580 | 2,055 |
| West Ashley | 873 | 518 |
| Peninsula | 264 | 61 |
| James Island | 812 | 89 |
| Johns Island | 437 | 535 |
| Daniel Island/Cainhoy | 194 | 852 |

(Source: City of Charleston building permit data)

ANNEXATION

| | 2014 | 2015 |
|-----------------------|--------------|--------------|
| Area Annexed | 983.35 acres | 291.41 acres |
| Persons Annexed | 55 | 65 |
| Housing Units Annexed | 26 | 26 |



Market Profile

West Ashley
Area: 44.93 square miles

Prepared by Esri

| Population Summary | |
|--------------------------------|-----------|
| 2000 Total Population | 61,115 |
| 2010 Total Population | 68,447 |
| 2016 Total Population | 74,980 |
| 2016 Group Quarters | 127 |
| 2021 Total Population | 81,334 |
| 2016-2021 Annual Rate | 1.64% |
| Household Summary | |
| 2000 Households | 26,088 |
| 2000 Average Household Size | 2.30 |
| 2010 Households | 30,728 |
| 2010 Average Household Size | 2.22 |
| 2016 Households | 33,878 |
| 2016 Average Household Size | 2.21 |
| 2021 Households | 36,869 |
| 2021 Average Household Size | 2.20 |
| 2016-2021 Annual Rate | 1.71% |
| 2010 Families | 17,565 |
| 2010 Average Family Size | 2.86 |
| 2016 Families | 19,003 |
| 2016 Average Family Size | 2.86 |
| 2021 Families | 20,484 |
| 2021 Average Family Size | 2.87 |
| 2016-2021 Annual Rate | 1.51% |
| Housing Unit Summary | |
| 2000 Housing Units | 27,647 |
| Owner Occupied Housing Units | 56.5% |
| Renter Occupied Housing Units | 37.9% |
| Vacant Housing Units | 5.6% |
| 2010 Housing Units | 33,786 |
| Owner Occupied Housing Units | 54.0% |
| Renter Occupied Housing Units | 36.9% |
| Vacant Housing Units | 9.1% |
| 2016 Housing Units | 37,424 |
| Owner Occupied Housing Units | 51.6% |
| Renter Occupied Housing Units | 38.9% |
| Vacant Housing Units | 9.5% |
| 2021 Housing Units | 40,532 |
| Owner Occupied Housing Units | 51.7% |
| Renter Occupied Housing Units | 39.2% |
| Vacant Housing Units | 9.0% |
| Median Household Income | |
| 2016 | \$53,134 |
| 2021 | \$59,524 |
| Median Home Value | |
| 2016 | \$232,137 |
| 2021 | \$245,182 |
| Per Capita Income | |
| 2016 | \$31,757 |
| 2021 | \$35,008 |
| Median Age | |
| 2010 | 37.1 |
| 2016 | 38.0 |
| 2021 | 38.8 |

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



Market Profile

West Ashley
Area: 44.93 square miles

Prepared by Esri

2016 Households by Income

| | |
|-----------------------|--------|
| Household Income Base | 33,878 |
| <\$15,000 | 11.6% |
| \$15,000 - \$24,999 | 10.3% |
| \$25,000 - \$34,999 | 10.6% |
| \$35,000 - \$49,999 | 14.1% |
| \$50,000 - \$74,999 | 18.9% |
| \$75,000 - \$99,999 | 13.9% |
| \$100,000 - \$149,999 | 13.1% |
| \$150,000 - \$199,999 | 4.0% |
| \$200,000+ | 3.4% |

Average Household Income \$70,207

2021 Households by Income

| | |
|-----------------------|--------|
| Household Income Base | 36,869 |
| <\$15,000 | 11.1% |
| \$15,000 - \$24,999 | 11.6% |
| \$25,000 - \$34,999 | 7.2% |
| \$35,000 - \$49,999 | 10.1% |
| \$50,000 - \$74,999 | 20.8% |
| \$75,000 - \$99,999 | 15.0% |
| \$100,000 - \$149,999 | 15.7% |
| \$150,000 - \$199,999 | 4.8% |
| \$200,000+ | 3.8% |

Average Household Income \$77,160

2016 Owner Occupied Housing Units by Value

| | |
|-----------------------|--------|
| Total | 19,313 |
| <\$50,000 | 3.4% |
| \$50,000 - \$99,999 | 4.3% |
| \$100,000 - \$149,999 | 8.8% |
| \$150,000 - \$199,999 | 19.4% |
| \$200,000 - \$249,999 | 21.9% |
| \$250,000 - \$299,999 | 15.0% |
| \$300,000 - \$399,999 | 14.3% |
| \$400,000 - \$499,999 | 4.7% |
| \$500,000 - \$749,999 | 3.5% |
| \$750,000 - \$999,999 | 2.2% |
| \$1,000,000 + | 2.5% |

Average Home Value \$282,928

2021 Owner Occupied Housing Units by Value

| | |
|-----------------------|--------|
| Total | 20,965 |
| <\$50,000 | 1.4% |
| \$50,000 - \$99,999 | 1.8% |
| \$100,000 - \$149,999 | 3.9% |
| \$150,000 - \$199,999 | 17.5% |
| \$200,000 - \$249,999 | 28.0% |
| \$250,000 - \$299,999 | 20.6% |
| \$300,000 - \$399,999 | 13.0% |
| \$400,000 - \$499,999 | 4.3% |
| \$500,000 - \$749,999 | 4.2% |
| \$750,000 - \$999,999 | 2.9% |
| \$1,000,000 + | 2.4% |

Average Home Value \$302,794

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



Market Profile

West Ashley
Area: 44.93 square miles

Prepared by Esri

| 2010 Population by Age | |
|-------------------------------|--------|
| Total | 68,446 |
| 0 - 4 | 6.5% |
| 5 - 9 | 5.4% |
| 10 - 14 | 4.8% |
| 15 - 24 | 12.5% |
| 25 - 34 | 18.0% |
| 35 - 44 | 12.8% |
| 45 - 54 | 13.8% |
| 55 - 64 | 12.5% |
| 65 - 74 | 7.1% |
| 75 - 84 | 4.5% |
| 85 + | 2.0% |
| 18 + | 80.4% |
| 2016 Population by Age | |
| Total | 74,981 |
| 0 - 4 | 6.0% |
| 5 - 9 | 5.9% |
| 10 - 14 | 5.3% |
| 15 - 24 | 10.7% |
| 25 - 34 | 17.5% |
| 35 - 44 | 13.8% |
| 45 - 54 | 12.3% |
| 55 - 64 | 12.6% |
| 65 - 74 | 9.1% |
| 75 - 84 | 4.5% |
| 85 + | 2.1% |
| 18 + | 80.1% |
| 2021 Population by Age | |
| Total | 81,332 |
| 0 - 4 | 6.0% |
| 5 - 9 | 5.8% |
| 10 - 14 | 5.7% |
| 15 - 24 | 10.6% |
| 25 - 34 | 15.6% |
| 35 - 44 | 15.3% |
| 45 - 54 | 11.5% |
| 55 - 64 | 12.1% |
| 65 - 74 | 10.3% |
| 75 - 84 | 5.1% |
| 85 + | 2.1% |
| 18 + | 79.7% |
| 2010 Population by Sex | |
| Males | 32,379 |
| Females | 36,068 |
| 2016 Population by Sex | |
| Males | 35,638 |
| Females | 39,341 |
| 2021 Population by Sex | |
| Males | 38,754 |
| Females | 42,580 |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



Market Profile

West Ashley
Area: 44.93 square miles

Prepared by Esri

2010 Population by Race/Ethnicity

| | |
|------------------------|--------|
| Total | 68,448 |
| White Alone | 68.5% |
| Black Alone | 26.4% |
| American Indian Alone | 0.2% |
| Asian Alone | 1.9% |
| Pacific Islander Alone | 0.2% |
| Some Other Race Alone | 1.0% |
| Two or More Races | 1.7% |
| Hispanic Origin | 3.0% |
| Diversity Index | 49.2 |

2016 Population by Race/Ethnicity

| | |
|------------------------|--------|
| Total | 74,981 |
| White Alone | 70.1% |
| Black Alone | 24.2% |
| American Indian Alone | 0.2% |
| Asian Alone | 2.5% |
| Pacific Islander Alone | 0.1% |
| Some Other Race Alone | 1.0% |
| Two or More Races | 1.9% |
| Hispanic Origin | 2.8% |
| Diversity Index | 47.9 |

2021 Population by Race/Ethnicity

| | |
|------------------------|--------|
| Total | 81,335 |
| White Alone | 71.1% |
| Black Alone | 22.6% |
| American Indian Alone | 0.2% |
| Asian Alone | 2.9% |
| Pacific Islander Alone | 0.1% |
| Some Other Race Alone | 0.9% |
| Two or More Races | 2.1% |
| Hispanic Origin | 2.8% |
| Diversity Index | 47.3 |

2010 Population by Relationship and Household Type

| | |
|---------------------------------|--------|
| Total | 68,447 |
| In Households | 99.8% |
| In Family Households | 75.1% |
| Householder | 25.7% |
| Spouse | 18.0% |
| Child | 26.3% |
| Other relative | 3.4% |
| Nonrelative | 1.7% |
| In Nonfamily Households | 24.7% |
| In Group Quarters | 0.2% |
| Institutionalized Population | 0.2% |
| Noninstitutionalized Population | 0.0% |

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

October 25, 2016



Market Profile

West Ashley
Area: 44.93 square miles

Prepared by Esri

2016 Population 25+ by Educational Attainment

| | |
|------------------------------|--------|
| Total | 54,017 |
| Less than 9th Grade | 1.6% |
| 9th - 12th Grade, No Diploma | 4.2% |
| High School Graduate | 17.5% |
| GED/Alternative Credential | 2.2% |
| Some College, No Degree | 20.0% |
| Associate Degree | 8.6% |
| Bachelor's Degree | 30.2% |
| Graduate/Professional Degree | 15.8% |

2016 Population 15+ by Marital Status

| | |
|---------------|--------|
| Total | 62,032 |
| Never Married | 35.8% |
| Married | 44.9% |
| Widowed | 6.2% |
| Divorced | 13.2% |

2016 Civilian Population 16+ in Labor Force

| | |
|---------------------|-------|
| Civilian Employed | 95.4% |
| Civilian Unemployed | 4.6% |

2016 Employed Population 16+ by Industry

| | |
|-------------------------------|--------|
| Total | 40,383 |
| Agriculture/Mining | 0.6% |
| Construction | 4.1% |
| Manufacturing | 6.2% |
| Wholesale Trade | 2.6% |
| Retail Trade | 10.6% |
| Transportation/Utilities | 4.8% |
| Information | 3.1% |
| Finance/Insurance/Real Estate | 5.5% |
| Services | 56.2% |
| Public Administration | 6.3% |

2016 Employed Population 16+ by Occupation

| | |
|---------------------------------|--------|
| Total | 40,382 |
| White Collar | 70.0% |
| Management/Business/Financial | 15.4% |
| Professional | 29.2% |
| Sales | 12.7% |
| Administrative Support | 12.7% |
| Services | 16.1% |
| Blue Collar | 13.9% |
| Farming/Forestry/Fishing | 0.2% |
| Construction/Extraction | 3.1% |
| Installation/Maintenance/Repair | 2.5% |
| Production | 3.3% |
| Transportation/Material Moving | 4.8% |

2010 Population By Urban/ Rural Status

| | |
|-------------------------------------|--------|
| Total Population | 68,447 |
| Population Inside Urbanized Area | 98.4% |
| Population Inside Urbanized Cluster | 0.0% |
| Rural Population | 1.6% |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



Market Profile

West Ashley
Area: 44.93 square miles

Prepared by Esri

2010 Households by Type

| | |
|--------------------------------------|--------|
| Total | 30,729 |
| Households with 1 Person | 32.8% |
| Households with 2+ People | 67.2% |
| Family Households | 57.2% |
| Husband-wife Families | 40.0% |
| With Related Children | 15.3% |
| Other Family (No Spouse Present) | 17.1% |
| Other Family with Male Householder | 3.9% |
| With Related Children | 1.9% |
| Other Family with Female Householder | 13.2% |
| With Related Children | 8.2% |
| Nonfamily Households | 10.0% |
| All Households with Children | 25.7% |
| Multigenerational Households | 3.2% |
| Unmarried Partner Households | 6.8% |
| Male-female | 6.0% |
| Same-sex | 0.9% |

2010 Households by Size

| | |
|----------------------|--------|
| Total | 30,727 |
| 1 Person Household | 32.8% |
| 2 Person Household | 36.3% |
| 3 Person Household | 15.3% |
| 4 Person Household | 10.0% |
| 5 Person Household | 3.7% |
| 6 Person Household | 1.2% |
| 7 + Person Household | 0.7% |

2010 Households by Tenure and Mortgage Status

| | |
|----------------------------|--------|
| Total | 30,728 |
| Owner Occupied | 59.4% |
| Owned with a Mortgage/Loan | 44.6% |
| Owned Free and Clear | 14.8% |
| Renter Occupied | 40.6% |

2010 Housing Units By Urban/ Rural Status

| | |
|----------------------------------------|--------|
| Total Housing Units | 33,786 |
| Housing Units Inside Urbanized Area | 98.5% |
| Housing Units Inside Urbanized Cluster | 0.0% |
| Rural Housing Units | 1.5% |

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

October 25, 2016



Market Profile

West Ashley
Area: 44.93 square miles

Prepared by Esri

Top 3 Tapestry Segments

1. Bright Young Professionals
2. Old and Newcomers (8F)
3. Parks and Rec (5C)

2016 Consumer Spending

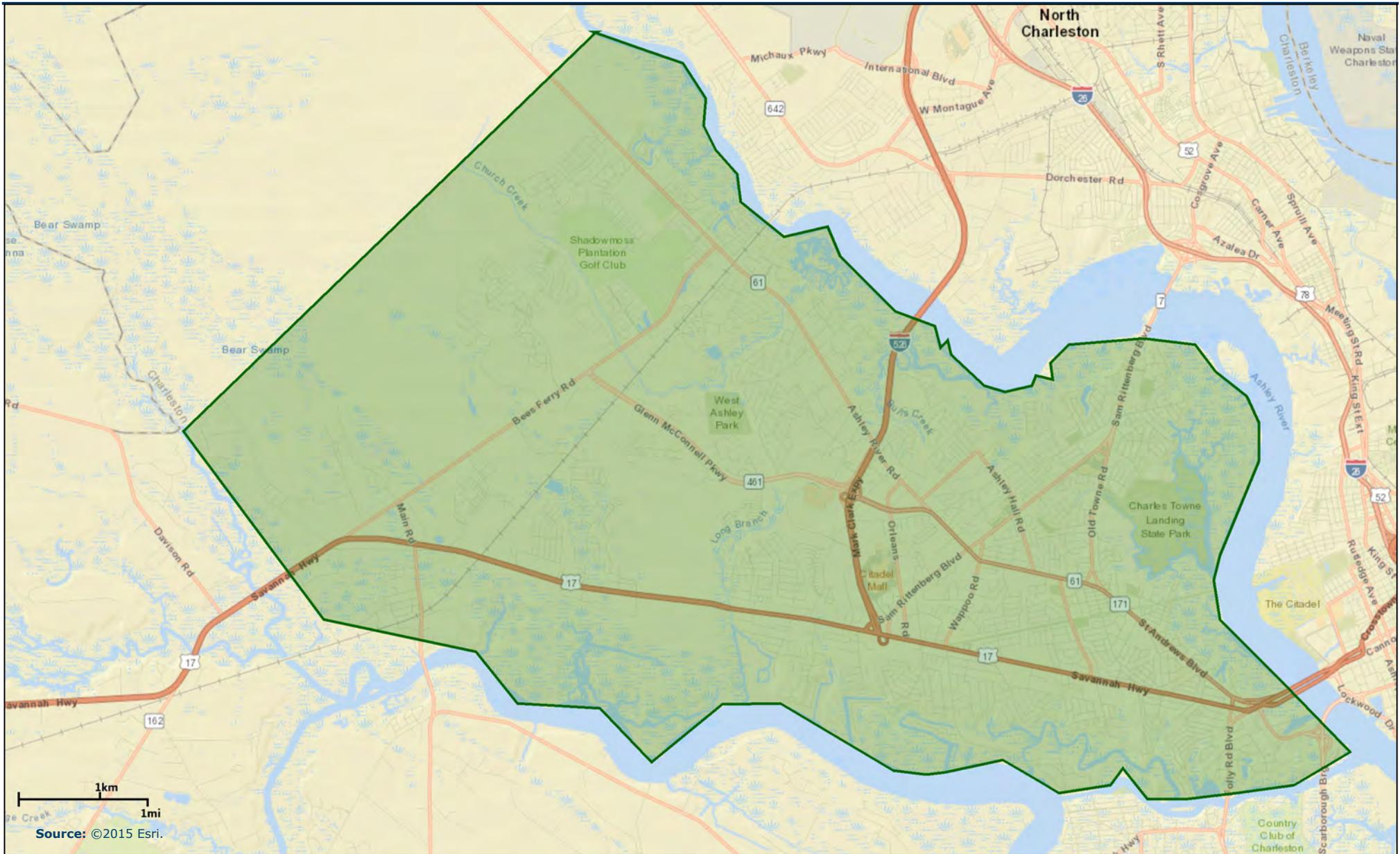
| | |
|-------------------------------------------------------------|---------------|
| Apparel & Services: Total \$ | \$63,373,008 |
| Average Spent | \$1,870.62 |
| Spending Potential Index | 93 |
| Education: Total \$ | \$44,108,065 |
| Average Spent | \$1,301.97 |
| Spending Potential Index | 92 |
| Entertainment/Recreation: Total \$ | \$89,635,324 |
| Average Spent | \$2,645.83 |
| Spending Potential Index | 91 |
| Food at Home: Total \$ | \$155,217,729 |
| Average Spent | \$4,581.67 |
| Spending Potential Index | 92 |
| Food Away from Home: Total \$ | \$97,857,557 |
| Average Spent | \$2,888.53 |
| Spending Potential Index | 93 |
| Health Care: Total \$ | \$158,270,902 |
| Average Spent | \$4,671.79 |
| Spending Potential Index | 88 |
| HH Furnishings & Equipment: Total \$ | \$54,903,770 |
| Average Spent | \$1,620.63 |
| Spending Potential Index | 92 |
| Personal Care Products & Services: Total \$ | \$22,764,347 |
| Average Spent | \$671.95 |
| Spending Potential Index | 92 |
| Shelter: Total \$ | \$495,338,189 |
| Average Spent | \$14,621.23 |
| Spending Potential Index | 94 |
| Support Payments/Cash Contributions/Gifts in Kind: Total \$ | \$70,357,279 |
| Average Spent | \$2,076.78 |
| Spending Potential Index | 90 |
| Travel: Total \$ | \$56,698,315 |
| Average Spent | \$1,673.60 |
| Spending Potential Index | 90 |
| Vehicle Maintenance & Repairs: Total \$ | \$31,883,763 |
| Average Spent | \$941.13 |
| Spending Potential Index | 91 |

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

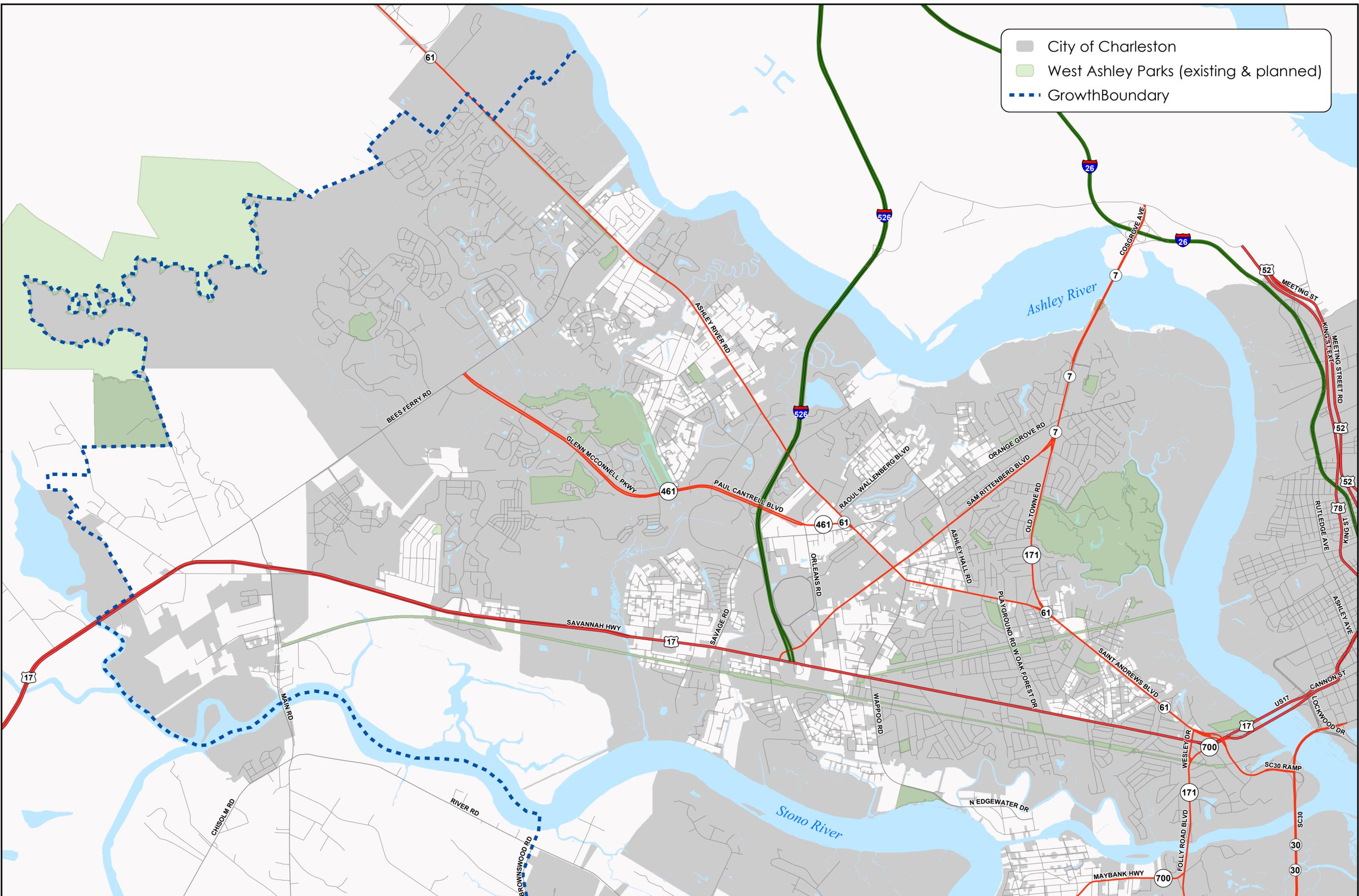
Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

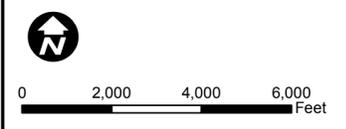
October 25, 2016



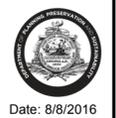
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WEST ASHLEY



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



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| | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|
| Proposal Number: 16-P026C Proposals will be received until: October 4, 2016 @ 12:00pm | |
| Proposal Title: West Ashley Master Plan | |
| Pre-Proposal Meeting: September 1, 2016 @ 2:00pm, 2 George Street, Public Meeting Room, 1 st Floor | |
| Mailing Date: August 19, 2016 | Direct Inquiries to: Gary Cooper, Procurement Director |
| Vendor Name: | FEIN/SS#: |
| Vendor Address: | |
| City – State – Zip: | |
| Telephone Number: | Fax Number: |
| Minority or Women Owned Business: Are you a certified Minority or Women-Owned business in the State of South Carolina? <input type="checkbox"/> Yes <input type="checkbox"/> No If so, please provide a copy of your certificate with your response. | |
| Authorized Signature: _____ | Title: _____ |
| Date: _____ | |
| I certify that this bid is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting a bid for the same materials, supplies, equipment or services and is in all respects fair and without collusion or fraud. I agree to abide by all conditions of this bid and certify that I am authorized to sign this bid for the bidder. This signed page must be included with bid submission. | |

IMPORTANT

1. This solicitation does not commit the City of Charleston to award a contract, to pay any costs incurred in the preparation of applications submitted, or to procure or contract for the services. The City reserves the right to accept or reject any, all or any part of any proposal received as a result of this Solicitation, or to cancel in part or in its entirety this Solicitation if it is in the best interest of the City to do so. The City shall be the sole judge as to whether proposals submitted meet all requirements contained in this solicitation.
2. Offeror may **mail**, or **hand-deliver** response to the Procurement Division. **Do Not Fax** in the proposal response. Please show the solicitation number on the outside of any mailing package. The City of Charleston assumes no responsibility for unmarked or improperly marked envelopes. If directing any other correspondence to the Procurement Division not related to the solicitation, please do not include the solicitation number on the envelope. If the Bidder chooses not to respond to this solicitation, it is recommended to return the “No Bid Response Form” to our office.
3. **DEADLINE FOR SUBMISSION OF OFFER:** Any proposal or offer received after the Procurement Director of the governmental body or his designee has declared that the time set for opening has arrived, shall be rejected unless the offer has been delivered to the designated purchasing office or the governmental bodies’ mail room which services that purchasing office prior to the proposal opening. [R.19-445.2070(H)]
4. Questions regarding this solicitation must be submitted to Gary Cooper or Robin Barrett-Robinson in writing no later than 12:00pm on September 6, 2016. Questions may either be faxed to 843-720-3872 or emailed to Gary Cooper, cooperg@charleston-sc.gov or Robin Barrett-Robinson @ robinsonr@charleston-sc.gov.

Preface: West Ashley

A Better Life, Every Generation

The City of Charleston has the goal of completing a master plan for West Ashley. West Ashley is the first-ring suburb of Charleston situated on the west side of the Ashley River across from the downtown peninsula (Exhibit A). Historically, West Ashley is the 1670 founding site of Charles Towne and of the state of South Carolina. For almost 300 years, West Ashley was a farming community and the historic plantations still line a portion of the Ashley River. The area of West Ashley closest to the Charleston peninsula contains early twentieth-century and post-World War II residential neighborhoods and a historic freedman's settlement.

From the 1970's-1990's West Ashley experienced tremendous residential and commercial growth as the area became more accessible through an interstate highway extension and other infrastructure improvements. Today, conventional suburban development occupies most of West Ashley. West Ashley's most successful commercial areas are recently revitalized 1950's era retail districts that include local restaurants and design oriented businesses. Conversely, other commercial areas include outdated and underutilized strip centers, vacant or underperforming big boxes, and a declining regional mall. Key commercial corridors are inconsistent in quality, appearance and function.

Looking forward, West Ashley's future is promising. 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. Older retail centers have many tenant terms coming to an end which provides opportunity for redevelopment. Furthermore, the City of Charleston has a renewed focus on West Ashley. Leading this charge with new initiatives, plans and staffing is new Mayor John Tecklenburg.

West Ashley Population Statistics (Census 2010, ESRI Business Analyst):

- Area: Approx. 45 square miles
- 2015 Population for all of West Ashley (City + PSD): 73,007 (60,878 in the City, which is approximately 45% of City of Charleston total population)
- Households: 33,219
- Families: 18,715
- Owner Occupied Housing Units: 18,718
- Renter Occupied Housing Units: 14,501
- Median Age: 37.8
- Median Household Income: \$52,709

Residential Building Permits Issued in 2015 (single-family + multi-family): 518 (<http://www.charleston-sc.gov/DocumentCenter/View/10359>)

A. Purpose

The City of Charleston, South Carolina is seeking consultants or consultant teams to develop a comprehensive master plan for the suburban district of the City of Charleston known as West Ashley (Exhibit A). The Master Plan will be used as a guide for establishing policies and priorities for coordinated development/redevelopment, land use planning, and budgetary preparation. It should include policy statements, goals, objectives, guidelines, maps and graphics that can serve as a foundation for future land use decisions. It should serve as both a guide and the impetus for an anticipated update to the City's Zoning, Land Use, and Development Ordinances. The plan should provide strategies and

goals to encourage economic development, quality residential and commercial growth, revitalization of obsolete auto-centric commercial areas, and general improvements for the protection of the quality of life for West Ashley's residents and businesses. At last, the West Ashley Master Plan should coordinate City policies at all scales using the same overall principles so that the plan can operate cohesively and guide the efforts of the City's many stakeholders and decision makers at every level.

B. Scope of Work

The West Ashley Master Plan should provide the basis for West Ashley's regulations and policies that guide its physical and economic development. The West Ashley Master Plan should establish priorities for public action and direction for complementary private decisions. The West Ashley Master Plan should contain illustrative plans, diagrams, maps, and pictures to make its concepts clear and accessible to City officials, residents, developers, community groups, and other stakeholders. The West Ashley Master Plan should provide a flexible framework that can be updated, revised, and improved upon over time to stay relevant to the issues the City must confront as well as the ambitions the City chooses to pursue.

This plan should serve as a tool to evaluate new development proposals and direct capital improvements and to guide public policy in a manner that ensures that West Ashley continues to be the community that its citizens desire it to be. The plan should be divided into elements that include goals and policies that set broad policy directions and identify specific actions that will enhance West Ashley's quality of life, respect its natural environs, and support complementary economic growth and development.

Structure of the Master Plan

Each element of the plan should contain, but not be limited to the following sections:

- *Current Conditions*: A discussion of existing circumstances about both the physical City and current City policy;
- *Community Concerns*: Consensus concerns expressed by community members as part of the public involvement process of meetings, charrettes, and interviews that were conducted early in the planning process;
- *Strategies for Addressing Community Concerns*: Policy discussions and recommendations with illustrative plans and renderings that articulate strategies to be accomplished through City actions and partnerships among local governmental agencies, private sector businesses, community organizations, and neighborhood residents; and
- *Goals and Policies*: Each goal summarizes the desired end-state for a particular subject based on the community's vision. Policies identify implementation actions and the principles that form the basis for City regulations and procedures and for desired actions by the greater community.

Overall Goals of the Master Plan

Through the charrette process and meetings with public officials, the West Ashley Master Plan should establish, but not be limited to the following guiding principles:

- Regional Land Use Patterns: Encourage infill development within West Ashley over peripheral expansion to conserve environmental resources, spur economic investment, repair social fabric, reduce the cost of providing infrastructure and services, and reclaim abandoned areas;

- Urban Design: Incentivize development projects of exemplary location and design throughout West Ashley via catalytic small area plans;
- The Retrofit of Suburbia: Implementation strategies should be focused on the various scales of retrofitting suburbia;
- Market Driven Recommendations: The plan should assess current market conditions and existing stakeholders and provide development options for sites identified as opportunities. The plan should also identify ways to jump-start private sector development investment through the development of incentives that should maximize return on public investment.
- Transportation: West Ashley should be connected through meaningful travel options and land-use patterns that support mobility, walkability, livability, and sustainability.
- Public Facilities: Provide community services and facilities that meet the physical, educational, and recreational needs of all segments of the City's community including those associated with drainage, recreational, parks, open space, and public safety.
- Housing: To provide housing in West Ashley through complete, connected neighborhoods containing quality, affordable, and accessible choices to serve all income levels and age groups.
- Economic Development: Build a foundation for economic prosperity that nurtures an atmosphere of innovation, increases quality of life to attract national and international talent, offers high-quality infrastructure, improves education and workforce development, and increases tourism.
- Health: Improve the overall physical and mental health of West Ashley citizens by increasing the quality of life in the region.
- Sustainability: Secure the viability of environmental resources for West Ashley's people, flora, and fauna so that future generations may experience a constantly improving environment that is always more resilient than that of the previous generation.
- Stormwater: Provide innovative and sustainable strategies for addressing complex stormwater drainage systems including but not limited to stormwater strategies involved in the retrofit of suburbia.

Plan Implementation

This Master Plan is intended to play a pivotal role in shaping the future of West Ashley. A comprehensive implementation strategy should include, but not be limited to the following:

- Annual Work Programs and Budgets: The City of Charleston should be cognizant of the recommendations of the West Ashley Master Plan when preparing annual work programs and budgets;
- Development Approvals: The approvals process for development proposals, including rezoning and subdivision plats, should be a central means of implementing the West Ashley Master Plan. The zoning regulations and the subdivision regulations should be updated in response to regulatory strategies presented in the West Ashley Master Plan;

- **Capital Improvement Plans:** The City's capital improvement plans (CIP) and long-range utility, and transportation plans should be prepared consistent with the West Ashley Master Plan's land use policies and infrastructure recommendations (water, sewer, stormwater, transportation, and parks/recreation);
- **Economic Incentives:** Economic incentives should carry out Master Plan goals and policies. Geographic areas identified by the illustrative plans should have high priorities for incentives and public/private partnerships; and
- **Private Development Decisions:** Property owners and developers should consider the strategies and recommendations of the Master Plan in their own land planning and investment decisions. Public decision-makers will be using the Master Plan as a guide in their development-related deliberations.

C. Community Involvement

Community involvement is key to a successful plan. Submitting firms should provide a methodology for community participation that allows for the active involvement of City Council, the local business community, and the citizens of West Ashley. The consultant should plan to utilize local television stations and social media to disseminate information to the public. The City of Charleston will provide coordination of meetings and a staff contact for the duration of the project.

D. Schedule

Submittals should include a proposed schedule for the project. The City would prefer that the project be completed within six (6) months of the approval of the contract for the project.

E. Preliminary Project Timetable

- August 19, 2016: West Ashley Master Plan RFQ Issued
- September 1, 2016, 2:00 PM: West Ashley Master Plan Pre-Proposal Conference at the City of Charleston, 2 George Street, Public Meeting Room, 1st Floor, Charleston, SC 29401.
- September 6, 2016, 12:00 PM: West Ashley Master Plan Pre-Proposal Questions Due
- September 13, 2016: Responses to Pre-Proposal Questions Released
- October 4, 2016, 12:00 PM: West Ashley Master Plan RFQ Submittals Due
- October 31 - November 4, 2016: West Ashley Master Plan Short-List Interviews to be held at the City of Charleston offices. Specific date and location to be determined.
- December 6, 2016: West Ashley Master Plan Contract Awarded
- January 2017: West Ashley Master Plan Process Commences
- June 2017: West Ashley Master Plan Presented to City Council for Adoption

F. Proposal Evaluation Factors

The following evaluation criteria will be utilized when reviewing West Ashley Master Plan proposals:

- 1) *Qualifications in Relation to Specific Project to be Performed:* Information reflecting qualifications of the firm. Indicated specialized experience and technical competence of the firm

in connection with the type and complexity of the service required. Subcontractors, if used, should be listed with information on their organization.

- 2) *Experience, Competence, and Capacity for Performance*: Information reflecting the names, titles, and qualifications (including experience and technical competence) of the major personnel assigned to this specific project. Provide detailed breakdown of subcontractor's staff to be used and how they are to be used to supplement your staff.
- 3) *Proposed Method of Doing Work*: A proposed work plan (description of how the project would be conducted as well as other facts concerning approach to scope you wish to present) indicating methods and schedules for accomplishing each phase of work. Include with this the amount of work presently underway.
- 4) *Past Performance*: Previous evaluations will be considered a significant factor. If previous evaluations with the City are not available, the professional firm's past performance records with City and others will be used, including quality of work, timely performance, diligence, ability to meet past budgets, and any other pertinent information. Firm will provide a list of similar jobs performed and person whom we can contact for information.

G. Proposal Submittal Requirements

Prospective consultants should submit one (1) unbound original, fifteen (15) bound copies and one electronic version of the proposal (Flash Drive or CD). Proposals should include the following information:

- The name, address, phone, fax, and email address of a contact person from the submitting firm.
- A proposed scope of services for the West Ashley Master Plan.
- A community involvement methodology.
- A staffing plan that identifies the individuals involved in the effort along with their experience and resumes. The staffing plan should identify who the project manager will be along with any team structure for multiple firms submitting.
- Proposed project schedule.
- Similar project experience and results related to: (1) the retrofit of suburbia, (2) physical master planning, and (3) community involvement.
- Qualifications of team members.
- A minimum of five references from clients with completed similar projects. Any other supporting documentation.
- Proposed budget to create the West Ashley Master Plan, which should be provided separately in a sealed envelope.
- All pages from the RFP that required information being filled in.

Exhibit B

West Ashley Maps (Zoning, Council Districts, Parks)

Available at www.charleston-sc.gov/westashley

Exhibit C

2016 West Ashley Initiatives

Available at www.charleston-sc.gov/westashley

Exhibit D

West Ashley Revitalization Plan & TIF

Available at www.charleston-sc.gov/westashley

Exhibit E

Dupont | Wappoo Planning Area

Available at www.charleston-sc.gov/westashley

Exhibit F

West Ashley Legare Bridge Bike & Pedestrian Lane (White Paper)

Available at www.charleston-sc.gov/westashley

Exhibit G

West Ashley Retail Report

Available at www.charleston-sc.gov/westashley

Exhibit H

City of Charleston Design Division 2014 Report: Sam Rittenberg

Available at www.charleston-sc.gov/westashley

Exhibit I

City of Charleston Design Division 2014 Report: Citadel Mall

Available at www.charleston-sc.gov/westashley

Exhibit J

West Ashley Strategic Plan (2014)

Available at www.charleston-sc.gov/westashley

Exhibit K

West Ashley Economic Development Study (2013)

Available at www.charleston-sc.gov/westashley

Exhibit L

West Ashley Greenway Plan (2009)

Available at www.charleston-sc.gov/westashley

Exhibit M

Old Charles Towne District Charrette (2000)

Available at www.charleston-sc.gov/westashley

**WEST ASHLEY REDEVELOPMENT PLAN
SETTING FORTH INFORMATION REQUIRED BY
SECTION 31-6-80 OF THE TAX INCREMENT FINANCING LAW**

One of the great challenges facing cities in the 21st century, including the City of Charleston, is revitalizing older suburban commercial districts to better align with contemporary demands for greater personal engagement and creating a sense of place in areas with high automobile dependence, lower densities and a lack of people-friendly infrastructure that have left otherwise stable neighborhoods without healthy, vibrant community centers. A prime example of such an area is West Ashley's Sam Rittenberg Corridor.

The West Ashley Redevelopment Plan, set forth herein (the "Redevelopment Plan") and established pursuant to the State's Tax Increment Financing Law (the "Tax Increment Financing Law"), is a robust suburban revitalization plan keenly focused on the Sam Rittenberg Corridor area (the "Redevelopment Project Area"), one of the primary commercial districts in the heart of West Ashley. The Redevelopment Plan promotes a new vision for the area and establishes a revitalization framework for creating public spaces, recreational facilities and parks; streetscaping improvements; mobility options, improved transportation infrastructure and drainage and mixed-use developments including commercial, office and residential. Funding public investments within the Redevelopment Project Area through tax increment financing will enable the City of Charleston to make the necessary infrastructure and public realm improvements that will, in turn, catalyze private reinvestment in the area. Certain capitalized terms used herein and not otherwise defined shall have the meaning ascribed thereto in the Tax Increment Financing Law.

BACKGROUND INFORMATION & DESCRIPTION OF WEST ASHLEY REDEVELOPMENT PROJECT AREA

West Ashley, steeped in a history of farming, community and enterprise, 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. Today, conventional suburban development occupies most of West Ashley and the area is home to many older large-scale, auto-oriented, single-use strip malls and underutilized retail centers.

The Redevelopment Project Area is illustrated on the attached map "Proposed West Ashley Redevelopment Project Area (TIF District)" (Exhibit B). The Redevelopment Project Area is comprised of 155 parcels and approximately 425 acres. Sixty one percent (61%) of the Redevelopment Project Area is commercial, ten percent (10%) is office, ten percent (10%) percent is vacant and the remaining is residential, institutional or other uses. The Redevelopment Project Area includes Citadel Mall, numerous underused strip retail centers, aging office buildings, expansive parking lots, and commercial corridors which should be enhanced.

The backbone of the Redevelopment Project Area is the Sam Rittenberg Corridor which includes over 1 million square feet of commercial space. Nearly 10,000 employees work in the area and approximately 10,000 residents live in nearby neighborhoods just outside of the boundaries of the Redevelopment Project Area. However, the corridor has very limited pedestrian facilities, lacks bicycle and transit facilities, and landscaping is either inconsistent in appearance or nonexistent.

Recently, several issues impacting West Ashley's commercial landscape led residents, business owners, public officials and other stakeholders to voice public concern regarding the future of West Ashley. Key issues included high retail vacancy rates, the uncertain future of many underutilized retail centers and the inconsistent quality and appearance of key corridors, including Sam Rittenberg Boulevard. A 2014 economic development study of West Ashley identified the following:

- The Redevelopment Project Area has an oversupply of retail inventory and lacks the residential density to support such retail – with retail per capita nearly double the national average. Regional competition has contributed to the fact that West Ashley has an excess of retail square footage.
- The Redevelopment Project Area has a disproportionate retail-to-office ratio compared to other regional cities.
- Redevelopment efforts in the Redevelopment Project Area should be economically diverse and future retail should be part of mixed-use projects incorporating office, multi-family and civic spaces that provide local residents and workers with quality goods, services and experiences.

Responding to community concerns and realizing the importance of West Ashley to the City of Charleston's future growth and development, the City hired a market research firm to develop a market-driven strategy to address West Ashley opportunities. The result was the West Ashley Strategic Plan which included mixed use revitalization plans and public realm improvements for the Sam Rittenberg Corridor and adjacent areas as well as strategies to reactivate civic spaces, strengthen West Ashley's image, and facilitate the evolution of West Ashley's greenspaces.

The Redevelopment Plan herein embodies and further expands upon the strategies identified in the West Ashley Strategic Plan. However, in order to implement the Redevelopment Plan and inspire private investment within the Redevelopment Project Area, significant public investment must be made in the form of infrastructure and public realm improvements. A multitude of examples across the nation have demonstrated that public investment in strategic projects can successfully result in the revitalization of distressed areas, additional jobs, an improved quality of life, the creation of new vibrant places to live, work and play and increased tax revenues.

The City of Charleston sees incredible revitalization opportunities within the Redevelopment Project Area and has established a strong vision for the future of West Ashley. The City will provide leadership and direction by making critical public realm improvements as a means to bolster private investment in the area. However, successful implementation of the West Ashley Redevelopment Plan is dependent upon the City's ability to secure adequate funding through Tax Increment Financing.

CONDITIONS OF BLIGHT WITHIN THE REDEVELOPMENT PROJECT AREA

Within the Redevelopment Project Area certain conditions of blight currently exist. Examples include poorly maintained, vacant and obsolete properties, unattractive corridors and lack of necessary infrastructure. In its current state, the Redevelopment Project Area will not attract the investment anticipated to occur if the Redevelopment Plan is implemented. The following specific conditions of blight threaten within the Project Area:

DETERIORATION OF STRUCTURES AND SITE IMPROVEMENTS

A significant characteristic of this area is the presence of deficient and deteriorating structures and deficient and deteriorating site improvements. Deficient structures exhibit damaged exterior materials and need for maintenance; deteriorating structures exhibit defects such as missing elements, rotten exterior components, and roofs or windows in need of replacement. Deficient site improvements exhibit damaged parking areas, driveways, signage, site lighting or landscaping or site elements not meeting City of Charleston standards; deteriorated site improvements exhibit the aforementioned site elements that are missing or in need of complete replacement. A land use survey by the City of Charleston Department of Planning, Preservation and Sustainability found thirty five percent (35%) of the properties within the Redevelopment Project Area have buildings or site improvements that are either deficient or deteriorating.

OBSOLETE LAND USES AND STRUCTURES

Many buildings and land uses throughout the Redevelopment Project Area are aging and obsolete and in need of substantial investment. Single-use retail strip retail centers, underutilized office buildings and expansive desolate parking lots are scattered throughout the Redevelopment Project Area - including prominent intersections. These single-use antiquated properties have failed to keep up with market trends and consumer preferences for walkable, activated environments that include a mixture of uses. These outdated properties also fail to meet architectural design and landscaping standards now required by the City of Charleston.

EXCESSIVE VACANCIES

Commercial and office vacancies exist throughout the Redevelopment Project Area contribute to the lack of investment in the revitalization of the area. Retail demand for regional anchor stores has been displaced elsewhere in the Charleston region and many underused strip centers are either unable to fill vacancies due to the obsolete nature of the property or they re-tenant with lower quality uses. A land use survey conducted by the City of Charleston Department of Planning, Preservation and Sustainability found highly visible retail centers with twenty three to thirty five percent (23-35%) of their storefronts vacant. Stand-alone commercial buildings and office buildings also exhibited vacancies. Additionally, the Redevelopment Project Area contains seventy eight acres (78 ac) vacant or undeveloped parcels.

LACK OF NECESSARY TRANSPORTATION INFRASTRUCTURE

Key corridors within the Redevelopment Project Area are unattractive and lack transportation infrastructure needed for healthy vibrant mixed use communities. Sidewalks, bicycle routes and public transportation infrastructure are limited or absent from area streets and intersections. The existing transportation infrastructure is obsolete, designed primarily to accommodate vehicle travel, and does not provide sufficient opportunities for other modes of transportation needed to support a diverse community or activated retail

environments. Commercial streets along key corridors lack sidewalks, curbs, landscaping, street lighting, and modern transit stops.

LACK OF STORM DRAINAGE FACILITIES

The existing drainage infrastructure within the Redevelopment Project Area cannot adequately accommodate significant storm events and properties within the vicinity of the area are subject to flooding. Existing drainage infrastructure is insufficient, antiquated, and fails to meet water quantity needs and modern water quality standards. The drainage needs for this are complex as there are approximately twenty drainage basins that are within or immediately adjacent to the Redevelopment Project Area.

The designation of this area as the West Ashley Redevelopment Project Area pursuant to the Tax Increment Financing Law is needed to help reverse blighted conditions. Investment in public infrastructure is a key initiative in this effort. Without public investment improvements to spur private redevelopment, area properties will likely decline or remain as they are at best. Public investment to alleviate blight conditions will serve as a catalyst for renewed private interest and investment.

REDEVELOPMENT PLAN PRINCIPLES

The following principles are intended to serve as a guide for innovative revitalization and inspired redevelopment within the Redevelopment Project Area. These principles should also serve as guidance for public infrastructure improvements to be made within the Redevelopment Project Area.

DIVERSIFY THE ECONOMY AND REDEVELOP UNDERUTILIZED RETAIL CENTERS INTO MIXED USE DESTINATIONS WITH RETAIL, WORKPLACES AND RESIDENCES

Within the Redevelopment Project Area there are numerous underutilized single-use retail centers. Located at prominent intersections and along key corridors with high traffic counts, these properties have the potential to redevelop into economically diverse mixed-use centers of higher value with retail, residential, office, and civic places. More specifically, key centers could be redeveloped to include a mixture of local and regional retail, services, office space, structured parking, hotel uses, civic or recreational uses and a variety of residential uses. Redevelopment could occur over time in phases or happen all at once. Complete redevelopment would include higher density mixed-use development with two to four-story buildings, interior public park space and hidden parking structures lined with other uses. Redevelopment of existing dated retail centers into vibrant mixed-use centers would provide opportunities for a more diverse economic base which benefits all residents of West Ashley. A few key redevelopment projects in the area will spark additional revitalization and better position West Ashley regionally.

CREATE AN IMPROVED AND INTEGRATED PUBLIC REALM

Parks and activated civic spaces are powerful economic tools that help create attractive locations for recruiting businesses, retail development, office uses and residential development. Redevelopment within the Redevelopment Project Area should incorporate new public spaces including parks, plazas, squares, outdoor dining, civic buildings, and places for recreation. These public spaces are essential elements in creating appealing locations where people want to live, work and play.

Although West Ashley has many parks and green spaces and additional civic spaces will be created with redevelopment, there is currently a lack of connectivity amongst these areas. Sam Rittenberg Boulevard and other area streets should be improved to include new infrastructure for pedestrian and bicycle travel in order to provide safe connections between West Ashley neighborhoods, existing green spaces and future public spaces.

IMPROVE THE APPEARANCE AND FUNCTION OF EXISTING STREETS/HIGHWAYS TO INCLUDE STREETSCAPING AND MOBILITY OPTIONS

Investments in streetscaping, walkability and other improvements to transportation infrastructure are key to helping elevate commercial corridors to a position to take advantage of market trends and redevelopment opportunities. The more attractive the corridor, the more appealing it is for private investment and public activity. Existing commercial streets within the Redevelopment Project Area such as Sam Rittenberg Boulevard, Orleans Road, Dupont Road, Ashley River Road, Ashley Hall Road, and Old Towne Road lack landscaping, lighting, transit shelters and infrastructure for pedestrians and cyclists and include a myriad of overhead utility wires. Through unique design treatments, there is opportunity to beautify these and other area streets and highways with enhanced streetscaping to include sidewalks, street trees, landscaped medians, appropriately scaled street lighting, mast arm signals and curb and gutter.

Plans for the Redevelopment Project Area should also incorporate specific strategies to encourage safe means of utilizing alternative transportation systems, including bike lanes and improved transit facilities, all of which must be integrated into the overall mobility system.

Within the Redevelopment Project Area, and particularly Sam Rittenberg Boulevard, there are a number of intersections that present design and other challenges. Each intersection should be studied and redesigned to accommodate pedestrians and bicyclists with new landscaping, signalization and mast arm signals where necessary.

IMPROVE THE STREET/HIGHWAY NETWORK BY CREATING OPPORTUNITIES FOR CONNECTIVITY

New street/highway connections within the Redevelopment Project Area should be created to link existing neighborhoods, schools, park spaces, retail and services as well as to provide alternate routes for travel. As existing sites redevelop, new streets within those developments should also be built to create a street network and new developable blocks. All new streets /highways should incorporate the necessary elements to provide for a variety of mobility options.

PROVIDE HOUSING OPPORTUNITIES

Rather than simple single-use retail redevelopment within the Redevelopment Project Area, a variety of new housing opportunities should be built including townhouses, standalone multi-family apartments, and apartments over retail. Infill housing within mixed use developments will provide the density needed support new retail and office uses and will provide opportunities to meet the broader housing needs, including workforce housing, of West Ashley and the City of Charleston.

PROVIDE ADEQUATE PARKING FOR REDEVELOPMENT OPPORTUNITIES

In order for redevelopment to occur within the Redevelopment Project Area and, specifically within the existing dated and underutilized retail centers, increases in parking capacity will need to be provided and parking structures will be needed to replace existing surface parking. Parking structures hidden within new redevelopment projects can be added to support mixed-use development at higher densities and can be wrapped with retail, office or residential uses.

INVEST IN IMPROVED STORMWATER DRAINAGE SYSTEMS

Stormwater drainage issues exist in several locations within the Redevelopment Project Area and have consistently resulted in flooding during storm events. An active approach to addressing this issue, including coordination with other governing entities, will be a significant component of the Redevelopment Plan. Creative and innovative stormwater drainage solutions for water quantity and water quality will be integrated into the Redevelopment Project Area. An improved system of canals, piped infrastructure, new and/or increased retention areas, improved outfalls, low impact development techniques and inventive water quality methods will be employed. Drainage standards will be revised as necessary.

CREATE NEW ZONING STANDARDS TO ENCOURAGE REDEVELOPMENT

Improving the zoning and entitlement process is a key strategy to facilitate suburban redevelopment. To encourage inventive mixed use redevelopment, new height and zoning regulations will be necessary in order to permit and encourage projects of appropriate scale and density. While designing new and progressive zoning standards may be necessary, applying existing innovative zoning techniques and incentives similar to those incorporated in the City of Charleston's Upper Peninsula Eco-District should be employed to achieve revitalization goals for the Redevelopment Project Area.

SPECIFIC PUBLIC INVESTMENTS

To help steer the evolution of West Ashley's future, the City of Charleston outlined the need to make the following public investments to help facilitate the transformation of obsolete land uses and aging corridors into vibrant redevelopment opportunities.

CREATION OF NEW PUBLIC OPEN SPACES AND PARKS, AND THE IMPROVEMENT TO EXISTING PARK FACILITIES

New public open spaces such as parks, squares, town greens large enough for community events, trails and pathways could be incorporated in the mixed-use redevelopment of some of the underutilized commercial centers within the Redevelopment Project Area. These public amenities will benefit the redevelopment area by providing community enhancement, open green space and recreational opportunities. Funding derived in part from sources permitted under the Tax Increment Financing Law, including the proceeds of obligations as well as the direct payment of Redevelopment Project costs from the Special Tax Allocation Fund, may be necessary for design, property acquisition and construction.

CONSTRUCTION OF CIVIC BUILDINGS, CULTURAL FACILITIES, AND RECREATION/SPORT FACILITIES

West Ashley currently lacks centrally located public facilities. Within the Redevelopment Project Area there is a demonstrated need for civic buildings, cultural facilities and regional recreation/sport facilities. Investments in this category may include civic meeting space, cultural event space, public safety facility, performance space, wellness facility, and recreation/sports facility. Funding derived in part from sources permitted under the Tax Increment Financing Law, including the proceeds of obligations as well as the direct payment of Redevelopment Project costs from the Special Tax Allocation Fund, may be necessary for design, property acquisition and construction.

IMPROVEMENTS TO STREETSCAPING INCLUDING INSTALLATION OF STREET LIGHTING, STREET TREES, LANDSCAPED MEDIANS, AND UTILITY IMPROVEMENTS

In association with corridor enhancements and new street construction within the Redevelopment Project Area, new investments will be made in streetscaping amenities that enhance the public realm. These improvements will include pedestrian scaled street lighting, street trees, landscaped medians, and possibly relocating and burying overhead utility lines. Funding derived in part from sources permitted under the Tax Increment Financing Law, including the proceeds of obligations as well as the direct payment of Redevelopment Project costs from the Special Tax Allocation Fund, may be necessary for design, construction and installation.

IMPROVEMENTS TO THE TRANSPORTATION INFRASTRUCTURE INCLUDING THE CONSTRUCTION OF PEDESTRIAN, BICYCLE, AND TRANSIT FACILITIES

The Redevelopment Project Area provides opportunities to link key corridors, public spaces and community destinations. Pedestrian improvements may include new sidewalks, reconstructed sidewalks, walkways, protected crossings. Bicycle facilities may include an enhanced network of bicycle routes, on-street bike lanes, bike paths, shared multi-use paths and crossings. Public transit enhancements may include new sheltered transit stops with trash receptacles and benches, transit pull-off locations, and park-and-ride facilities. Funding derived in part from sources permitted under the Tax Increment Financing Law, including the proceeds of obligations as well as the direct payment of Redevelopment Project costs from the Special Tax Allocation Fund, may be necessary for right-of-way evaluation, design, construction and installation.

IMPROVEMENTS TO THE STREET/HIGHWAY NETWORK, INCLUDING IMPROVEMENTS TO EXISTING STREETS, THE CREATION OF NEW CONNECTING STREETS, AND INTERSECTION IMPROVEMENTS

The construction of new streets and associated improvements will provide new opportunities for connectivity that will enhance the long-term advancement of the overall Redevelopment Project Area. Street/highway connections will be provided to link neighborhoods to commercial and business areas. New streets will also be constructed as part of site specific redevelopment projects. All streets/highways will incorporate streetscaping and opportunities for mobility options.

Where necessary, new or enhanced traffic control and signalization will be added to the street network in the Redevelopment Project Area. The specific intersections that act as major access points to the redevelopment area will be the focus for the investment, with particular emphasis on providing for safe interfaces between vehicular traffic, transit routes, bicycle paths and pedestrian walkways.

Funding derived in part from sources permitted under the Tax Increment Financing Law, including the proceeds of obligations as well as the direct payment of Redevelopment Project costs from the Special Tax Allocation Fund, may be necessary for right-of-way studies, design, right-of-way acquisition and construction.

IMPROVEMENTS TO STORMWATER MANAGEMENT INFRASTRUCTURE

Improvements to the stormwater drainage system within and adjacent to the Redevelopment Project Area are needed, particularly within the western portion of the area, to address drainage and flooding issues. This will include the need for a drainage basin study and implementation of study recommendations. Additionally, new investments to address stormwater management and water quality improvements will be necessary for redevelopment to occur. In addition to more traditional stormwater management practices, the redevelopment will advance forward-thinking technologies that demonstrate more sustainable approaches to collecting, transporting and filtering stormwater runoff. Funding derived in part from sources permitted under the Tax Increment Financing Law, including the proceeds of obligations as well as the direct payment of Redevelopment Project costs from the Special Tax Allocation Fund, may be necessary for drainage studies, design, land and/or easement acquisition and construction.

CONSTRUCTION OF PARKING STRUCTURES

Within the Redevelopment Project Area there will be need for parking facilities, including structured parking garages, to support future redevelopment projects – particularly active mixed use centers. Investments in this category may include public parking improvements, new parking facilities, and other strategies for meeting needs for additional parking capacity and transit connections. Funding derived in part from sources permitted under the Tax Increment Financing Law, including the proceeds of obligations as well as the direct payment of Redevelopment Project costs from the Special Tax Allocation Fund, may be necessary for design, land acquisition and construction.

DURATION OF PLAN

From this date, the duration of the West Ashley Redevelopment Plan is 25 years.

PROJECT COSTS AND FUNDING SOURCES

Redevelopment project costs are estimated to be \$130,832,000. These costs would be funded from a variety of sources, including but not limited to Community Development Block Grants; economic development grants; local, state and federal transportation funds and other appropriations; incremental tax revenues; as well as from the proceeds of borrowings by the City of Charleston including several series of tax increment bonds, the first of which may be issued at a date no later than ten years from the date of establishment of the West Ashley Redevelopment Project Area. It is anticipated that the total amount of tax increment indebtedness that will be incurred to implement this plan will in an amount sufficient to meet the tax increment obligations incurred will be approximately \$69,312,000

The most recent equalized assessed valuation of all property within the West Ashley Redevelopment Project Area is approximately \$18,216,020. The estimated equalized assessed valuation of the Project Area after redevelopment is \$55,911,344, which would be expected to increase by approximately 3% each year thereafter.

CONCLUSION

The Tax Increment Financing District is one of several available mechanisms for enabling the City of Charleston to make necessary infrastructure and public realm investments that will substantially improve the physical image of West Ashley and catalyze private investment in the West Ashley Redevelopment Project Area. A successful redevelopment of key underutilized commercial centers within the Redevelopment Project Area - introducing human scale and a creative mix of uses with residential, retail, work place and civic space components - will inspire suburban revitalization and propel new, innovative redevelopment solutions with the West Ashley Redevelopment Project Area.

EXHIBIT B**TAX PARCELS IN THE WEST ASHLEY REDEVELOPMENT PROJECT AREA
TO BE INCLUDED IN THE WEST ASHLEY REDEVELOPMENT PLAN**

| TMS NUMBER | STREET ADDRESS |
|-------------------|----------------------------|
| 3091500001 | 2228 WESTCHESTER DR |
| 3091500002 | WESTCHESTER DR |
| 3091500059 | 2232 WESTCHESTER DR |
| 3091500060 | 2234 WESTCHESTER DR |
| 3091500069 | WESTCHESTER DR |
| 3091500070 | WESTCHESTER DR |
| 3091600001 | SAVAGE RD |
| 3091600042 | 3221 ASHLEY TOWN CENTER DR |
| 3091600043 | SAVAGE RD |
| 3091600046 | 3201 ASHLEY TOWN CENTER DR |
| 3091600047 | 3133 ASHLEY TOWN CENTER DR |
| 3100300028 | BURRIS RD |
| 3100300029 | BURRIS RD |
| 3100400001 | 1 SOUTH PARK CIR |
| 3100400004 | SOUTH PARK CIR |
| 3100400007 | 2048 SAM RITTENBERG BLVD |
| 3100400008 | 2030 SAM RITTENBERG BLVD |
| 3100400009 | 2068 SAM RITTENBERG BLVD |
| 3100400011 | 2080 SAM RITTENBERG BLVD |
| 3100400012 | SOUTH PARK CIR |
| 3100400017 | SAM RITTENBERG BLVD |
| 3100700096 | 2097 SAVANNAH HWY |
| 3100800001 | 615 SKYLARK RD |
| 3100800002 | 2050 SAVANNAH HWY |
| 3100800003 | 2051 SAM RITTENBERG BLVD |
| 3100800004 | 2079 SAM RITTENBERG BLVD |
| 3100800010 | 2049 SAVANNAH HWY |
| 3100800013 | 2058 SAVANNAH HWY |
| 3100800020 | 2039 SAVANNAH HWY |
| 3100800021 | 625 SKYLARK DR |
| 3100800033 | SAVANNAH HWY |
| 3100800034 | SAVANNAH HWY |
| 3500500045 | 1963 SAVANNAH HWY |

| | | |
|------------|------|---------------------|
| 3500500046 | | SAVANNAH HWY |
| 3500500047 | 1943 | SAVANNAH HWY |
| 3510500043 | | ORLEANS RD |
| 3510500044 | | ORLEANS RD |
| 3510700002 | 1798 | ASHLEY RIVER RD |
| 3510700003 | 1820 | ASHLEY RIVER RD |
| 3510700010 | 1828 | ASHLEY RIVER RD |
| 3510700011 | 1836 | ASHLEY RIVER RD |
| 3510800001 | 1602 | SAM RITTENBERG BLVD |
| 3510800003 | 1630 | SAM RITTENBERG BLVD |
| 3510800005 | 1610 | SAM RITTENBERG BLVD |
| 3510800012 | 1744 | SAM RITTENBERG BLVD |
| 3510800013 | 1610 | SAM RITTENBERG BLVD |
| 3510800014 | 1624 | SAM RITTENBERG BLVD |
| 3510800015 | 1640 | SAM RITTENBERG BLVD |
| 3510800016 | 1646 | SAM RITTENBERG BLVD |
| 3510800017 | 1654 | SAM RITTENBERG BLVD |
| 3510800018 | 1660 | SAM RITTENBERG BLVD |
| 3510800019 | 1704 | SAM RITTENBERG BLVD |
| 3510800020 | 1734 | SAM RITTENBERG BLVD |
| 3510800022 | 1710 | SAM RITTENBERG BLVD |
| 3510800023 | | N WOODMERE DR |
| 3510900015 | 2070 | SAM RITTENBERG BLVD |
| 3510900053 | | ORLEANS RD |
| 3510900054 | 2062 | ORLEANS RD |
| 3510900056 | 946 | ORLEANS RD |
| 3510900062 | 2070 | SAM RITTENBERG BLVD |
| 3510900063 | 2064 | SAM RITTENBERG BLVD |
| 3511000001 | | SAM RITTENBERG BLVD |
| 3511000036 | 1885 | ASHLEY RIVER RD |
| 3511000037 | | ASHLEY RIVER RD |
| 3511000040 | 1830 | WALLACE SCHOOL RD |
| 3511000049 | 1804 | SAM RITTENBURG BLVD |
| 3511000068 | 1930 | SAM RITTENBERG BLVD |
| 3511000069 | 1940 | SAM RITTENBERG BLVD |
| 3511000089 | 1808 | SAM RITTENBERG BLVD |
| 3511000090 | | ASHLEY RIVER RD |
| 3511100005 | 1755 | SAM RITTENBERG BLVD |
| 3511100050 | 1599 | SAM RITTENBERG BLVD |
| 3511100052 | 1595 | SAM RITTENBERG BLVD |
| 3511100053 | 1591 | SAM RITTENBERG BLVD |

| | | |
|------------|------|---------------------|
| 3511100116 | 1739 | SAM RITTENBERG BLVD |
| 3511100118 | 1721 | SAM RITTENBERG BLVD |
| 3511100123 | 1715 | SAM RITTENBERG BLVD |
| 3511100126 | 1745 | SAM RITTENBERG BLVD |
| 3511100127 | | MARGINAL RD |
| 3511300020 | 852 | DUPONT RD |
| 3511300030 | 873 | ORLEANS RD |
| 3511300038 | 834 | ORLEANS RD |
| 3511300047 | 813 | DUPONT RD |
| 3511300063 | 716 | ORLEANS RD |
| 3511300064 | 1989 | DULSEY RD |
| 3511300067 | 804 | ORLEANS RD |
| 3511300068 | 808 | ORLEANS RD |
| 3511300069 | 828 | ORLEANS RD |
| 3511300073 | 827 | ORLEANS RD |
| 3511300074 | 821 | ORLEANS RD |
| 3511300085 | 2026 | SAVANNAH HWY |
| 3511300091 | | SAM RITTENBERG BLVD |
| 3511300097 | 832 | ORLEANS RD |
| 3511300099 | 2037 | SAM RITTENBERG BLVD |
| 3511300143 | 2027 | SAM RITTENBERG BLVD |
| 3511400001 | 1859 | SAM RITTENBERG BLVD |
| 3511400004 | 1893 | SAM RITTENBERG BLVD |
| 3511400006 | 1075 | JENKINS RD |
| 3511400007 | 1077 | JENKINS RD |
| 3511400062 | | SAM RITTENBERG BLVD |
| 3511400063 | | SAM RITTENBERG BLVD |
| 3511400067 | 1945 | SAM RITTENBERG BLVD |
| 3511400076 | 1881 | SAM RITTENBERG BLVD |
| 3511400078 | 1897 | SAM RITTENBERG BLVD |
| 3511400081 | 1909 | SAM RITTENBERG BLVD |
| 3511400087 | 1863 | SAM RITTENBERG BLVD |
| 3511500003 | 1109 | WAPPOO RD |
| 3511500005 | 1119 | WAPPOO RD |
| 3511500051 | 1811 | SAM RITTENBERG BLVD |
| 3511500053 | 1829 | SAM RITTENBERG BLVD |
| 3511500054 | 1833 | SAM RITTENBERG BLVD |
| 3520800002 | 1140 | SAM RITTENBERG BLVD |
| 3520800006 | 43 | SUMAR ST |
| 3520800008 | 1280 | SAM RITTENBERG BLVD |
| 3520800014 | 1124 | SAM RITTENBERG BLVD |

| | | |
|------------|------|---------------------|
| 3520800015 | 1114 | SAM RITTENBERG BLVD |
| 3520800017 | 1104 | SAM RITTENBERG BLVD |
| 3521100098 | 1495 | SAM RITTENBERG BLVD |
| 3521100099 | 1301 | SAM RITTENBERG BLVD |
| 3521100100 | 5 | SUMAR ST |
| 3521100101 | 1401 | SAM RITTENBERG BLVD |
| 3521100102 | 1313 | SAM RITTENBERG BLVD |
| 3521100103 | 1141 | SAM RITTENBERG BLVD |
| 3521200001 | 1517 | SAM RITTENBERG BLVD |
| 3521200008 | 1276 | CAMERTON ST |
| 3521200009 | 1280 | CAMERTON ST |
| 3521200010 | 1284 | CAMERTON ST |
| 3521200011 | 1288 | CAMERTON ST |
| 3521200012 | 1597 | SPENCER ST |
| 3521200013 | 1296 | CAMERTON ST |
| 3521200014 | 1298 | CAMERTON ST |
| 3521200015 | 1300 | CAMERTON ST |
| 3521200016 | 1519 | SAM RITTENBERG BLVD |
| 3521200017 | 1525 | SAM RITTENBERG BLVD |
| 3521200146 | 1527 | SAM RITTENBERG BLVD |
| 3521200147 | 1529 | SAM RITTENBERG BLVD |
| 3521200148 | 1531 | SAM RITTENBERG BLVD |
| 3521400210 | | ASHLEY HALL RD |
| 3521400211 | | ASHLEY HALL RD |
| 3521400212 | 1632 | ASHLEY HALL RD |
| 3521400213 | 1622 | ASHLEY HALL RD |
| 3521400214 | 1568 | SAM RITTENBERG BLVD |
| 3521400216 | 1566 | SAM RITTENBERG BLVD |
| 3521500001 | 1528 | SAM RITTENBERG BLVD |
| 3521500002 | 1535 | SAM RITTENBERG BLVD |
| 3521500004 | 1551 | SAM RITTENBERG BLVD |
| 3521500005 | 1565 | SAM RITTENBERG BLVD |
| 3521500006 | 1573 | SAM RITTENBERG BLVD |
| 3521500054 | 1551 | SAM RITTENBERG BLVD |
| 4150300128 | 1660 | INGRAM RD |
| 4150400136 | 1664 | OLD TOWNE RD |
| 4150400137 | 1668 | SAM RITTENBERG BLVD |
| 4150400139 | 1217 | SAM RITTENBERG BLVD |
| 4150400206 | 1164 | NORTHBRIDGE DR |
| 4150400208 | 1209 | SAM RITTENBERG BLVD |



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



April 22, 2016 Draft

DuPont | Wappoo Community Plan

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DuPont | Wappoo Community Plan

1. Plan Overview

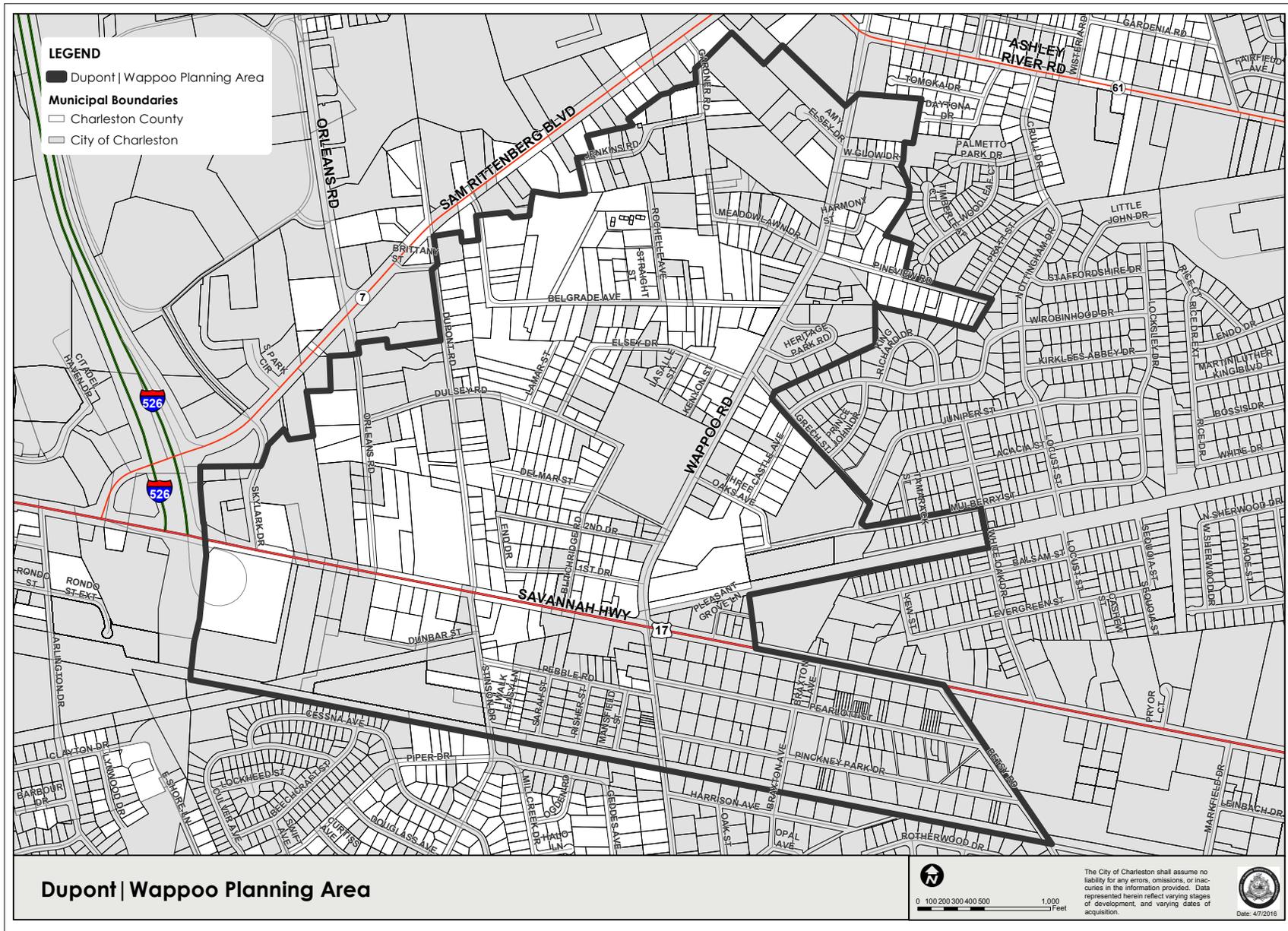
The DuPont | Wappoo Community Plan project area generally includes the area bounded by Sam Rittenberg Boulevard, Wappoo Road, and Savannah Highway, as shown in more detail on the map on the next page. Approximately half of the properties in the project area are in the City of Charleston and the other half are in unincorporated Charleston County. The DuPont | Wappoo Community originally contained plantations, which became truck farms in the early 1900s, and then developed as suburbs following World War II. Many of the land uses and structures that have developed over time are becoming, or will soon become, obsolete making the area ripe for redevelopment.

Both Charleston County Council and the City of Charleston Council recognized the issues facing the community and directed their respective staff members to collaborate with each other and the community to address the fragmented land use and zoning designations, deteriorating traffic conditions and aging transportation infrastructure, severe drainage issues, the desire of residents to create a neighborhood center that is cohesive with the greater West Ashley Area, and the need to create predictable development patterns for the growth and redevelopment that will occur in the future.

The DuPont | Wappoo Community Plan is the outcome of that objective and is the result of a year-long collaborative planning process including input from hundreds of residents, business owners, stakeholders, and representatives from non-profit organizations and governmental agencies. The Plan describes the public participation process and includes a series of recommended implementation strategies formulated to address the issues identified by the community and achieve their vision for the area. A summary of the public comments gathered during the public participation process can be found in the Appendix.



DuPont | Wappoo Community Plan



Document Path: H:\GIS PROJECTS AND DATA\DuPont Wappoo Area\GIS data and projects\DuPont\Wappoo\StudyArea\1082016.mxd

DuPont | Wappoo Community Plan

2. Public Participation

The project began with a four-day public workshop (June 9 - 11, 2015) hosted by Charleston County and the City of Charleston at St. Andrews Middle School (see the flier pictured to the right). A project kick-off meeting was held on June 9, at which time the public was invited to share their concerns and ideas for the area. On June 10 and 11, the public was invited to attend open house sessions to share ideas and see the planning work in progress. Attendees gave input on land use, multi-modal transportation improvements, drainage and stormwater issues, economic development and community needs, as well as design and development standards. County and City planning staff also met with stakeholders (drainage and transportation experts, business leaders, etc.) to gather input to present to the community during the workshop process, and conducted windshield surveys of the area.

On June 23, the public was invited to attend a wrap-up meeting where the results of the charrette were presented along with planning recommendations and next steps; and additional public input was also gathered.

Following the June 23 meeting, County and City representatives coordinated to draft a new overlay/zoning district that addresses the land use, zoning, and design needs identified by the public. They also worked with other agencies and organizations to identify potential solutions to transportation, drainage, and community issues. On January 27, 2016, Charleston County and the City of Charleston hosted another community meeting to present the proposed new overlay/zoning district for the Dupont | Wappoo Community; give updates regarding traffic and transportation, drainage and stormwater, economic development, revitalization, and other community elements; discuss proposed implementation strategies and next steps; and gather additional feedback from the public.

DUPONT | WAPPOO AREA
PLANNING CHARRETTE
JUNE 9-11 & 23

A collaborative planning work session for the Dupont | Wappoo Area by the City of Charleston and Charleston County. All business owners, community leaders, neighbors and stakeholders are invited to work with the City and County to share ideas for the future of the Dupont | Wappoo Area.

| | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| June 9 (Tues.) 6pm - 8pm | June 10-11 (Wed. - Thurs.) 4pm - 7pm | June 23 (Tues.) 6pm - 8pm |
| COMMUNITY KICK-OFF WORKSHOP The charrette will kick-off with a presentation and an interactive opportunity for the public to participate. | OPEN HOUSE Share your ideas for the Dupont Wappoo Area with neighbors and the charrette team. | WRAP-UP PRESENTATION See all the work completed during the charrette week and learn about planning recommendations for the Dupont Wappoo Area. |

June 9-11 (9am - 4pm) Charrette Work Sessions - County/City staff and consultants.

All events will be held at St. Andrews Middle School at 721 Wappoo Rd, Charleston. Community presentations will be held in the auditorium; open house and work sessions will be held in the multi-purpose room. For more information contact Andrea Pietras apietras@charlestoncounty.org or Mandi Herring herringa@charleston-sc.gov.



DuPont | Wappoo Community Plan

Notifications for all public meetings and workshops were sent to all area property owners, residents, businesses, stakeholders, and interested parties and press releases were sent to all media outlets. Almost 650 people attended one or more of the public workshops/input sessions. The information gathered from the public is summarized in the Appendix and is organized by topic, including:

- Community Elements;
- Land Use, Zoning, and Design Standards;
- Economic Development and Revitalization;
- Traffic and Transportation;
- Drainage and Stormwater; and
- Streetscape/Beautification.



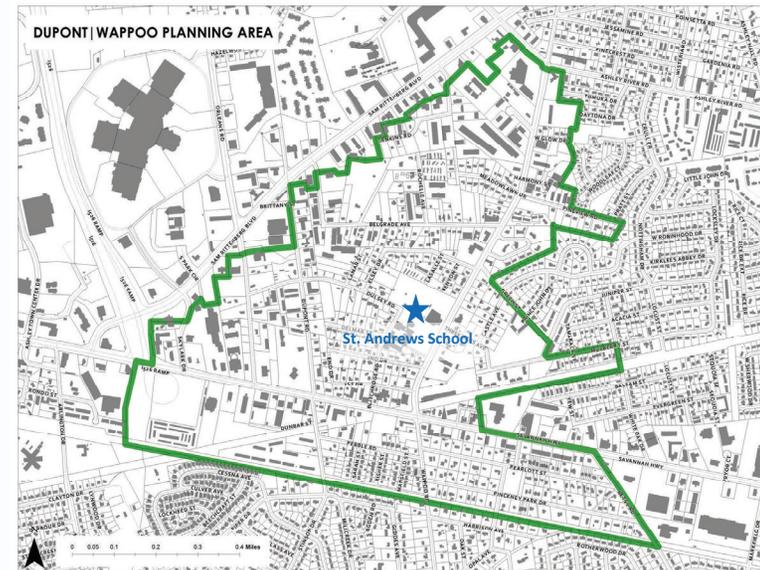
DUPONT | WAPPOO AREA

COMMUNITY MEETING

January 27, 6:00 PM

St. Andrews Middle School Auditorium (721 Wappoo Rd)

The public is invited to this follow-up community meeting co-hosted by the City of Charleston and Charleston County. City and County representatives will present a proposed new zoning overlay for the area as well as updates regarding traffic and transportation, drainage, land use, design standards and other community elements identified during the June 2015 workshops.



For more information contact Andrea Pietras apietras@charlestoncounty.org or Mandi Herring herring@charleston-sc.gov or visit www.charleston-sc.gov/projects.

DuPont | Wappoo Community Plan

3. Plan Implementation Strategies

Listed below are the recommended implementation strategies to address the issues identified by the community and achieve their vision for the area.

1. Adopt the DuPont | Wappoo Community Plan, corresponding Memorandum of Understanding (MOU), and amendments to comprehensive plans and zoning and land development regulations ordinances, including but not limited to overlay zoning districts and zoning district changes, as applicable (*timeframe: complete adoption process within 6 to 12 months*). *See page 7 for the draft Overlay Zoning District map as of April 8, 2016 and page 8 for examples of development currently existing in the area that the community would like to see emulated and that the Overlay Zoning District regulations are intended to encourage.

2. Prioritize the projects included in numbers 3 through 8 below (*timeframe: begin within 6 to 12 months*).

3. Community Elements Strategies

- Work with property owners and applicable agencies to revitalize and beautify the intersection of Wappoo Road and Savannah Highway (*see page 9 for an example of how the area could be redeveloped to implement this strategy*). This strategy includes, but is not limited to:
 - Pulling the buildings up to the roads to give the area a unique and memorable character;
 - Planting street trees;
 - Adding a median;
 - Connecting the West Ashley Greenway and West Ashley Bikeway; and
 - Ensuring the safety of pedestrians and bicyclists.
- Work with local non-profit organizations and area residents to host community events.
- Create a DuPont | Wappoo Community brand through a community driven visioning process to enhance West Ashley's image, and highlight pride points such as West Ashley's strong sense of community, great neighborhoods, local businesses, and unique parks and public spaces.
- Identify a location and launch a West Ashley Farmers Market.
- Construct a West Ashley Senior's Center.
- Provide greater citizen support through staff availability, outreach, etc.

4. Land Use, Zoning, and Design Standards Strategies

- Monitor and evaluate updated zoning ordinances and amend as needed.



DuPont | Wappoo Community Plan

5. Economic Development and Revitalization

- Investigate methods to incentivize existing businesses to revitalize the exteriors of their buildings.
- Increase outreach efforts to commercial real estate brokers to share West Ashley plans and revitalization efforts.
- Increase business development and retail recruitment efforts.
- Encourage infill redevelopment by:
 - Supporting local businesses;
 - Assisting businesses in finding great locations in West Ashley and navigating city/county permitting processes; and
 - Facilitating professional connections and helping to identify financial resources.

6. Traffic and Transportation

- Conduct a comprehensive transportation study for West Ashley.
- Continue to actively pursue traffic and transportation improvements such as intersection improvements for Savannah Highway/Wappoo Road, Savannah Highway/DuPont Road, and Savannah Highway/Orleans Road.
- Optimize traffic signal timing and continue to monitor, evaluate, and adjust as needed.
- Approach the BCDCOG about a multi-modal study for Savannah Highway.
- Coordinate with CARTA to upgrade existing bus stops to include shelters, sitting areas, etc. and add new bus stops with the same amenities.
- Begin implementation of the City of Charleston's Bicycle and Pedestrian Plan for the area. **The City's Bicycle and Pedestrian Plan can be found on page 12.*
- Coordinate with the appropriate transportation authority to address pedestrian safety issues, including but not limited to the lack of a crosswalk at the DuPont Rd/Stinson Rd and Savannah Hwy intersection.
- Work with area residents to pursue scenic road designations for Wappoo Road (south of Savannah Hwy) and Betsy Road.

7. Drainage and Stormwater

- City of Charleston and Charleston County coordinate conduct a joint drainage study.
- City and County prioritize and create an action plan to address the strategies recommended by the drainage study.
- Clean drains and gutter/bike lanes, and institute regular street sweeping.

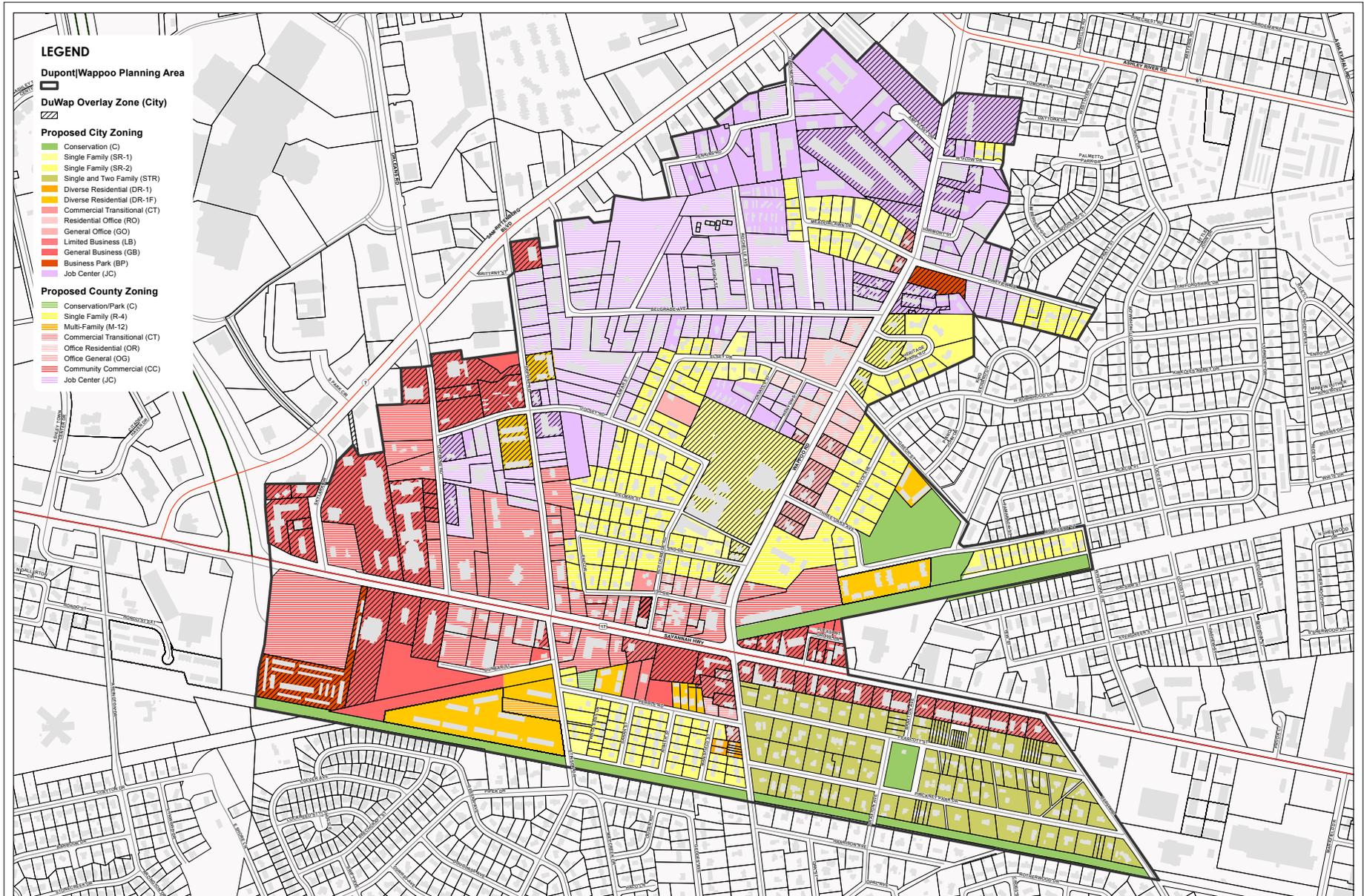
8. Streetscape/Beautification

- Plant trees in the Savannah Highway right-of-way from Orleans Road to Betsy Road. **See pages 10 - 11 for examples of how this strategy could improve the character of the community.*
- Coordinate with the appropriate transportation authority to address maintenance of vegetation in rights-of-way.

9. Manage and maintain the Plan, and keep the community updated on progress (*timeframe: on-going*).

10. Evaluate and update the Plan at least once every five years with community input (*timeframe: on-going*).

DuPont | Wappoo Community Plan



DuPont | Wappoo Planning Area - City & County Zoning

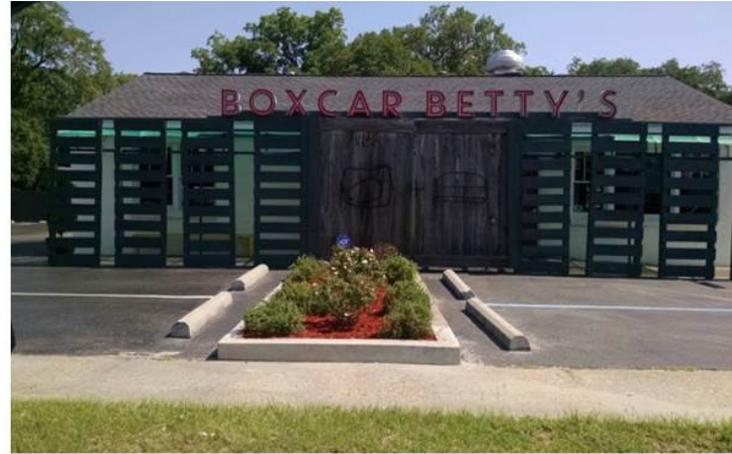


The City of Charleston shall assume no liability for any errors, omissions, or inaccuracies in the information provided. Data represented herein reflect varying stages of development, and varying dates of acquisition.



The map above shows the proposed zoning for both the incorporated and unincorporated properties within the project area. This map was created on April 8, 2016.

DuPont | Wappoo Community Plan



The pictures above are examples of development currently existing in the area that the community would like to see emulated.

DuPont | Wappoo Community Plan



Wappoo Rd/Savannah Hwy Intersection

The picture on the left shows the current condition of the intersection of Wappoo Rd and Savannah Highway. The picture below shows a vision plan for how the area could be redeveloped to address many of the public's concerns including beautifying the intersection, connecting the Greenway and Bikeway, ensuring the safety of pedestrians and bicyclists, and pulling the buildings up to the roads to give the area a unique and memorable character.



Existing conditions at the Wappoo Rd/Savannah Hwy intersection.

DuPont | Wappoo Community Plan



Savannah Highway Possibilities

The picture on the left shows the current conditions along Savannah Highway. The picture below shows how the area could be redeveloped to address the public's desire to improve this streetscape and create community character through the planting of Palmetto trees in the right-of-way.



DuPont | Wappoo Community Plan

Savannah Highway Street Tree Possibilities

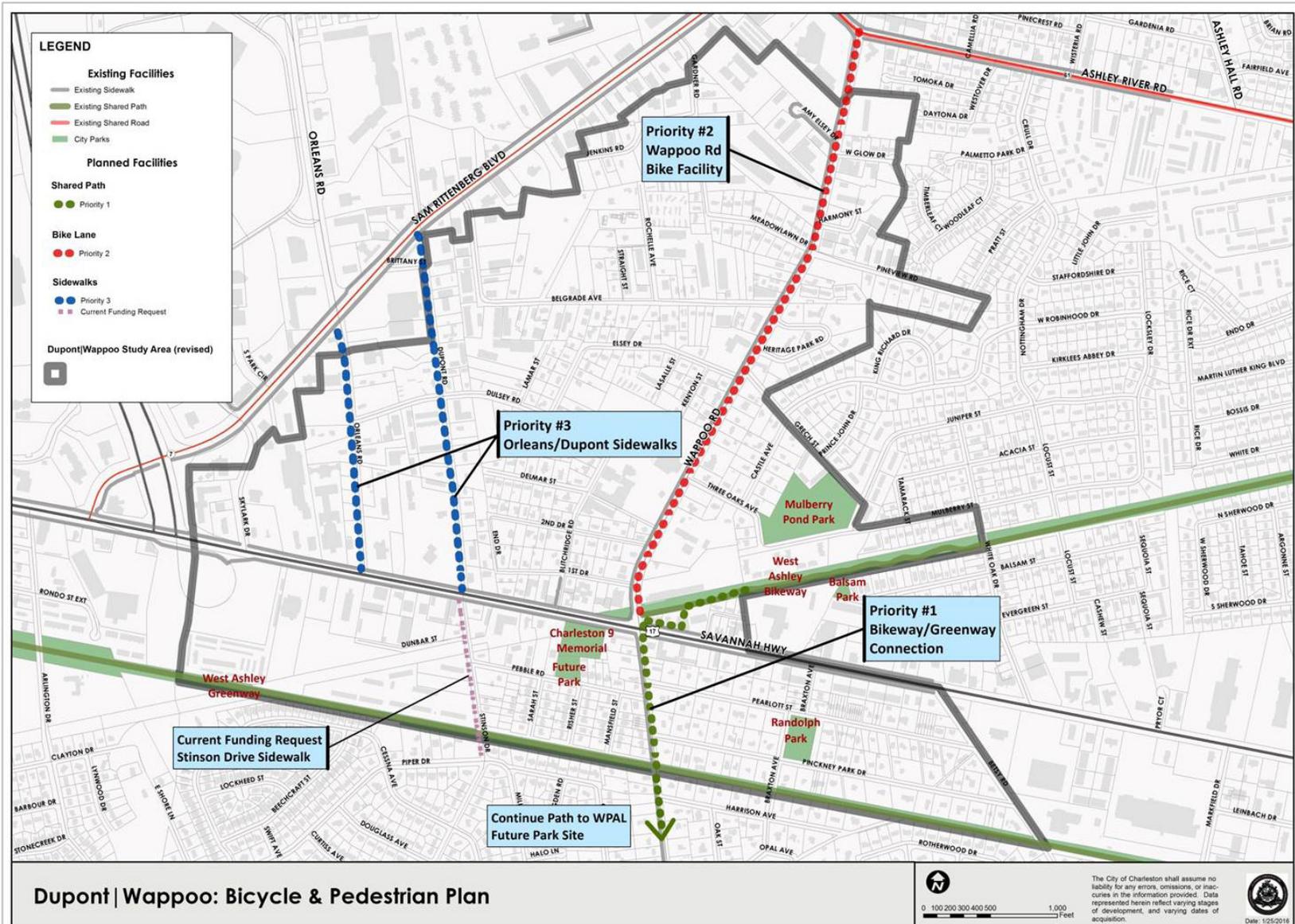
The picture below shows the potential locations for street trees in the Savannah Hwy right-of-way (stars indicate potential locations).



DuPont | Wappoo Community Plan

Bike and Pedestrian Plan

The map below shows the City of Charleston's plan for improvements to bike and pedestrian facilities.



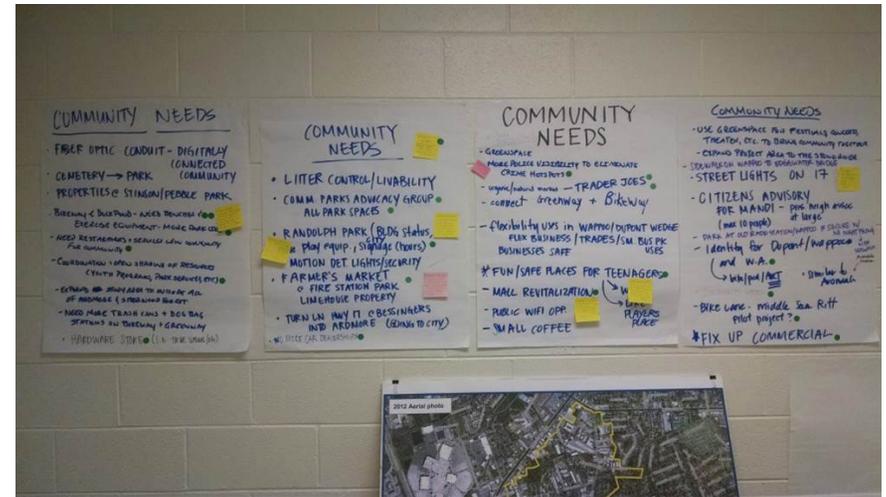
DuPont | Wappoo Community Plan Appendix

A-1. Community Elements

The following community element needs were identified by the public during the public workshops/input sessions:

- Increase coordination/consistency between City & County;
- Improve safety and livability through increased police, livability, and code enforcement, and by offering additional citizen support and neighborhood services;
- Improve the West Ashley Greenway, West Ashley Bikeway, Randolph Park, and duck pond and provide additional public spaces and park improvements;
- Provide fiber optic conduit to create a digitally connected community;
- Provide more community places for residents such as a senior center, fun, safe places for teenagers, community events, farmers markets, etc.; and
- Improve the sense of place and strengthen the community identity.

In addition to the community element input gathered at the DuPont | Wappoo Community Plan workshops, the City of Charleston conducted a West Ashley Community Perceptions Survey to better understand perceptions of West Ashley and the qualities that make West Ashley unique. The survey took place during the month of August 2015 and yielded 3200+ unique survey responses. The survey was made available to West Ashley community members via email, the City's website, and social media; paper copies were available at local libraries, recreation sites, and community meetings. The City will coordinate with the County to utilize this important citizen input to create a community driven visioning process to enhance West Ashley's image, and highlight pride points such as West Ashley's strong sense of community, great neighborhoods, local businesses, and unique parks and public spaces.

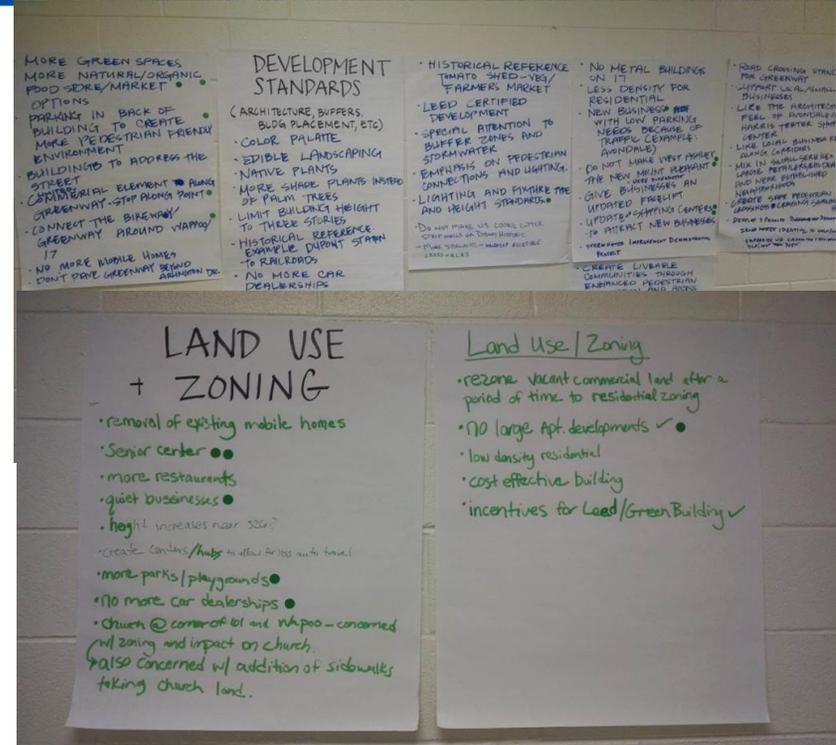
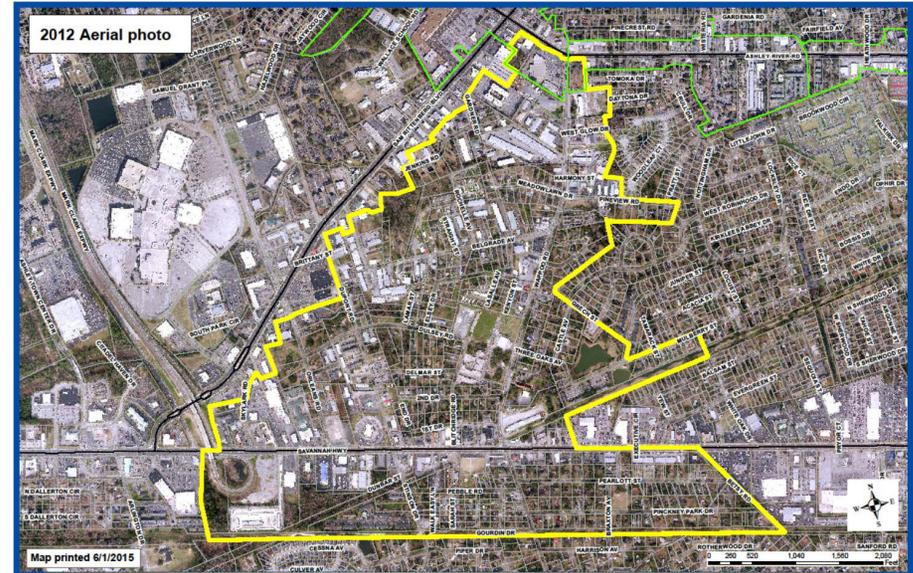


DuPont | Wappoo Community Plan Appendix

A-2. Land Use, Zoning, and Design Standards

The public identified the following land use, zoning, and design standard needs during the public workshops/input sessions:

- Adopt consistent land use, zoning, and design standards between the City and County that facilitate more authentic development;
- Create livable communities through enhanced pedestrian circulation and access service (restaurants, small businesses, stores);
- Create safe and connected pedestrian/bicycle accesses;
- Improve architectural requirements, but allow for cost effective building materials;
- Prohibit metal buildings on Savannah Highway;
- Limit building height to three stories with height increases allowed near I-526;
- Require buffers and landscaping;
- Require that development be low impact and pay special attention to buffer zones and storm water runoff;
- Require buildings to address the street;
- Require that parking be located at the back of buildings to create a more pedestrian friendly environment;
- Address public realm/right-of-way elements (street trees and street lights);
- Allow Flexibility of uses in Wappoo/DuPont Wedge, Flex Business/Trades/Small Business Park uses; and
- Prohibit large apartment developments and car dealerships.



DuPont | Wappoo Community Plan Appendix

A-3. Economic Development and Revitalization

The major items the community identified regarding economic development and revitalization included:

- Recruit businesses that serve residents' needs (personal services, natural/organic food stores, coffee shops, etc.);
- Support and encourage local/small businesses (local hardware stores and restaurants);
- Upgrade/utilize old shopping centers and the mall;
- Provide incentives for redevelopment of commercial properties;
- Create centers/hubs for less vehicle travel;
- Provide a Farmer's Market;
- Ensure the safety of area businesses;
- Provide incentives for redevelopment of commercial properties;
- Limit the expansion of large car dealerships within the community; and
- Link the West Ashley Greenway to nearby neighborhood commercial areas through wayfinding signage.



DuPont | Wappoo Community Plan Appendix

A-4. Traffic and Transportation

The community identified the following regarding traffic and transportation:

- Reduce traffic congestion on Savannah Highway;
- Provide street lights, street trees, and medians on Savannah Highway;
- Trim and prune trees along the streets;
- Improve pedestrian safety by installing crosswalks at intersections and by providing more sidewalks (Wappoo Rd to Edgewater Bridge, and Pebble, Elsey, Dulsey, DuPont, Stinson, and Orleans Rd);
- Beautify the Wappoo Road/Savannah Highway intersection;
- Provide a park and ride location in the area;
- Provide safe bus stop locations and safe routes to bus stops (sidewalks) located on DuPont Rd for childrens' safety;
- Connect the West Ashley Bikeway and West Ashley Greenway; and
- Improve signal synchronization along Savannah Highway.

Intersection of Wappoo Road and Savannah Highway

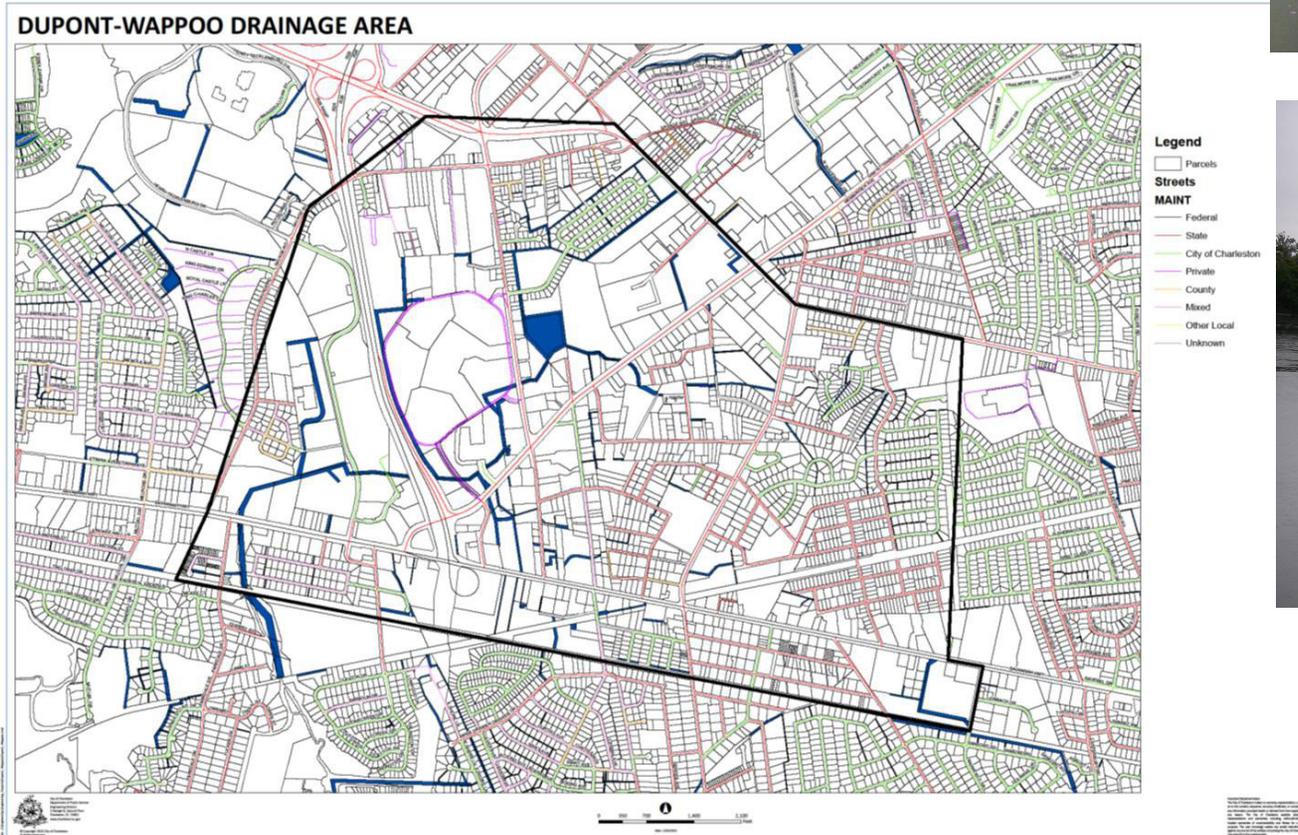


DuPont | Wappoo Community Plan Appendix

A-5. Drainage and Stormwater

The major items the community identified regarding drainage and stormwater included:

- Conduct an area-wide drainage study;
- Turn stormwater facilities into amenities;
- Provide incentives for green infrastructure/stormwater facilities;
- Create stormwater demonstration projects;
- Use the Half Cent Sales Tax to fund regional stormwater improvements; and
- Require on-site drainage improvements or fee-in-lieu-of options.



DuPont | Wappoo Community Plan Appendix

A-6. Streetscape/Beautification

The community identified the following regarding streetscape/beautification needs:

- Bury power lines;
- Request SCDOT to maintain the right-of-way, especially near 526;
- Install safe pedestrian-scale lighting;
- Create safe, handicap accessible pedestrian/bicycle access (sidewalks) and crossings; and
- Add landscaping and trees along streets.



CITY OF CHARLESTON INVESTMENTS IN WEST ASHLEY

Real Estate Acquisitions, Drainage Projects, and Capital Projects

City of Charleston Investments in West Ashley: \$76,421,275 Total Investment

| Project | Start Date |
|---------------------------------------------------------------------|------------|
| Real Estate Acquisitions: \$15,715,000 Total Investment | |
| Byrnes Down Stormwater Easements and Land Acquisitions | 2004 |
| Bees Ferry Fire Station | 2005 |
| Bees Ferry Park Land | 2005 |
| Woodland Road Park – Greenbelt | 2008 |
| Village Shaftesbury Park – Greenbelt | 2008 |
| Fire Memorial on Savannah Hwy | 2008 |
| Bear Swamp Park - Greenbelt | 2009 |
| West Ashley Traffic Circle Land Acquisition | 2010 |
| Carolina Bay Fire Station | 2012 |
| Bender Street Park | 2013 |
| Savannah Hwy Station 11 Replacement | 2014 |
| 3545 Mary Ader Team 4 & Police Training Center | 2015 |
| Wappoo Road Park | 2015 |
| Hwy 17 at Albemarle Park | 2015 |
| Forest Acres Stormwater Easements and Land Acquisitions | 2016 |
| Magnolia @ Sycamore Park | 2016 |
| Cosgrove Bridge/SCDOT Park | 2015/2016 |
| Hwy 61 Bike Path (Bees Ferry to Village Green) | 2016/2017 |
| Ashley River Road Sidewalk Project | 2007 |
| Orange Grove/Hwy 7 frontage road improvements at intersection | TBD |
| Drainage Improvement Projects: \$16,510,346 Total Investment | |
| Master Drainage & Floodplain Management Plan | 1980s |
| Ardmore Drainage Improvement | 1990s |
| Church Creek Basin Project | 1997 |
| Forest Acres | 1999 |
| Orange Grove Drainage | 2002 |
| Thaxton Drainage Project | 2003 |
| Lavington Drainage Project | 2004 |
| Palmetto Road Improvements | 2004 |
| Byrnes Down Drainage | 2007 |
| Town Creek Improvements | 2010 |
| Wespanee Court Drainage | 2015 |
| DuWap Drainage Study | 2016 |
| Capital Projects: \$44,195,929 Total Investment | |
| Ashley Bridge District | 1998 |
| WL Stephens HVAC Rooftop | 2000 |
| West Ashley Greenway Phases 1-3 | 2001 |
| West Ashley Bikeway | 2002 |
| Orleans Wood Playground | 2003 |
| West Ashley Park Improvements | 2003 |
| Bees Landing Rec Center | 2004 |
| Forest Park | 2004 |
| Northbridge Plantings | 2004 |
| Bees Ferry Fire Station | 2004 |

| | |
|-----------------------------------------------|------|
| Avondale Park | 2006 |
| West Ashley Riverview | 2007 |
| Windermere Traffic Circle | 2008 |
| Farmfield Tennis Center | 2009 |
| West Ashley Greenway Improvements 2008 | 2009 |
| Charleston 9 Memorial | 2009 |
| Northbridge Park | 2009 |
| Mary Utsey Tennis Court Improvements | 2009 |
| West Ashley Greenway Pipes Bridge Replacement | 2010 |
| West Ashley Greenway - Abermarre to Stinson | 2011 |
| West Ashley Bikeway - Higgins Pier | 2011 |
| West Ashley Circle Development | 2012 |
| Carolina Bay Fire Station (FS 14) | 2013 |
| West Ashley Senior Center | 2013 |
| West Ashley Gateway | 2014 |
| Mary Utsey Playground Updates | 2015 |
| West Ashley Greeway - Stinson to Parkdale | 2015 |
| West Ashley Greenway - Parkdale to Croghan | 2015 |
| Charleston Tennis Center Resurfacing | 2015 |
| Savannah Hwy Fire Station (FS 11) | 2015 |
| Team 4 Office Building | 2015 |
| West Ashley Farmer Market | 2015 |
| Bender Park | TBD |

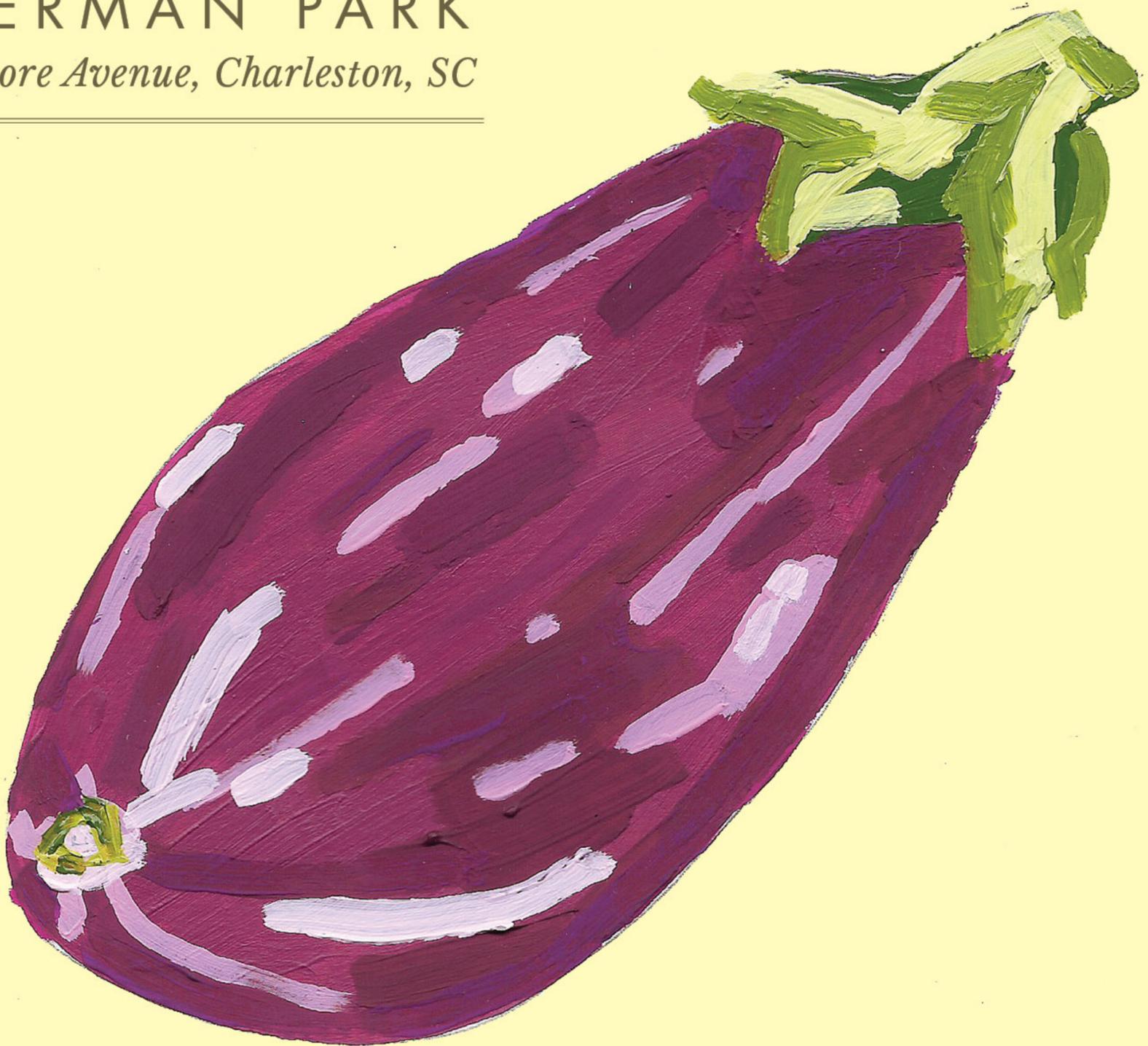
Source: City of Charleston Real Estate Division (January 2016), City of Charleston Department of Public Service (September 2016), & City of Charleston Department of Parks (January 2016)

WEST ASHLEY FARMERS MARKET

SEPTEMBER 14 – OCTOBER 26, 2016

Every Wednesday 3:30 pm – 7:30 pm

ACKERMAN PARK
55 Sycamore Avenue, Charleston, SC



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West Ashley Farmers Market Evaluation Survey

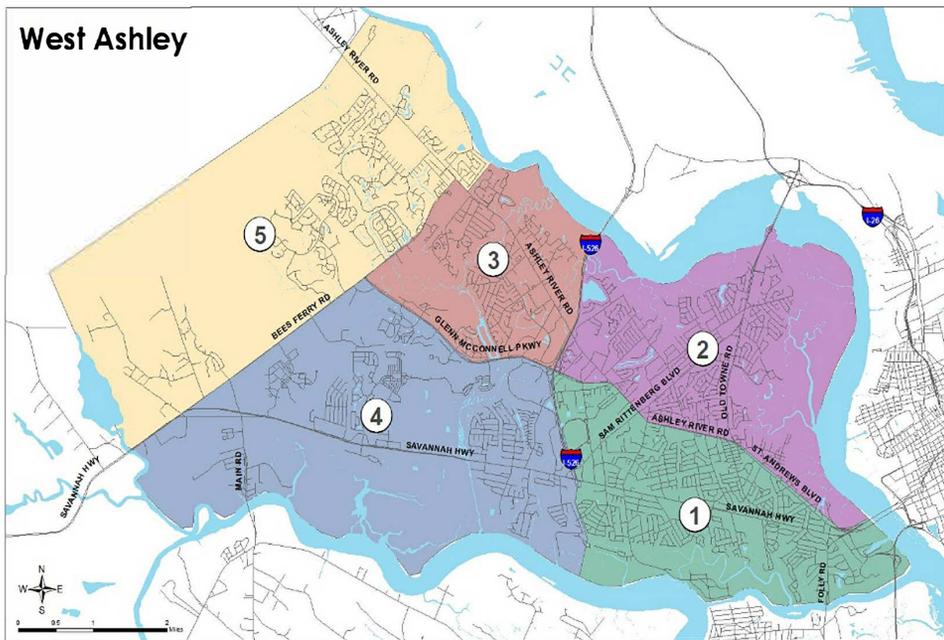


**253
Participants**

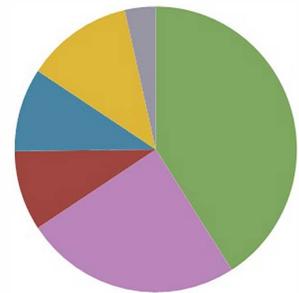
253 survey respondents as of 10/16/16



**3 Market
Days**

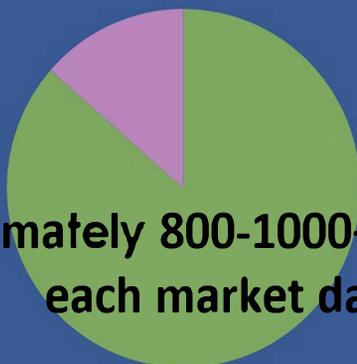


Where Respondents Live



Area 1(40.94%) Area 2(24.80%)
Area 3(9.06%) Area 4(9.45%)
Area 5(12.20%) Other(3.54%)

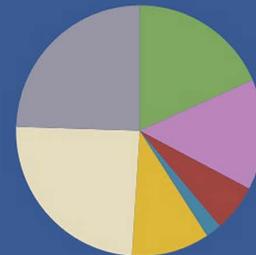
Attended Market



**Approximately 800-1000+ attendees
each market day**

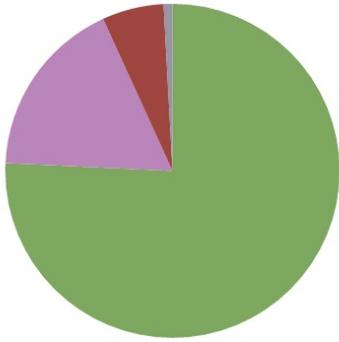
Yes(86.45%) No(13.55%)

Reasons Not to Attend



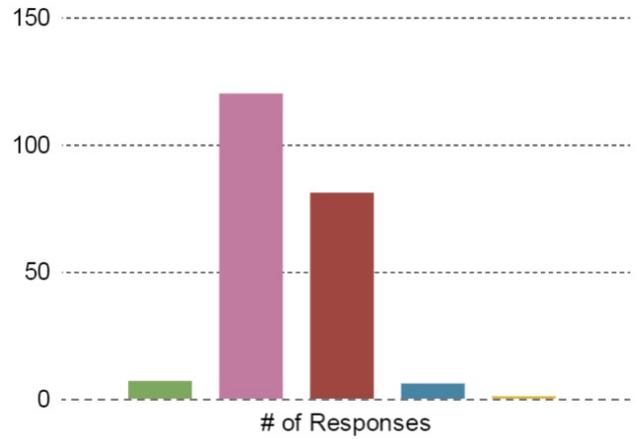
Time didn't work.(18.37%) Day of the week didn't work.(14.29%)
The location was inconvenient.(6.12%)
I wasn't interested.(2.04%) I wasn't aware.(10.20%)
I plan to go another day.(24.49%) Other(24.49%)

Travel to Market



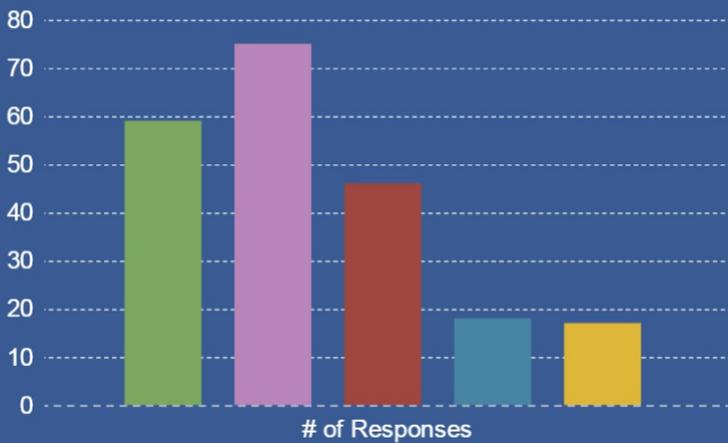
Car(75.74%) Walk(17.45%) Bike(5.96%) Other(0.85%)

Time Spent at Market



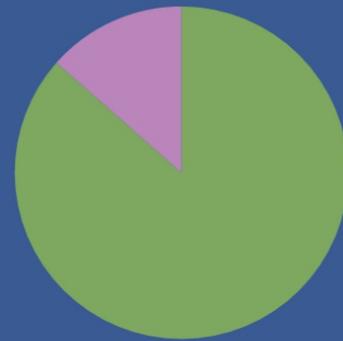
30 Minutes or Less 30 Minutes to an Hour
1 - 2 Hours Over 2 Hours Over 3 Hours

Money Spent At Market



\$20 or Less \$20 - \$30 \$30 - \$40 \$40 - \$50
\$50 or More

Primary Purchase



Groceries(86.51%) Prepared food to eat at.(13.49%)

Location

4.77/5 Stars



Mix of Vendors

4.51/5 Stars



Entertainment

4.48/5 Stars

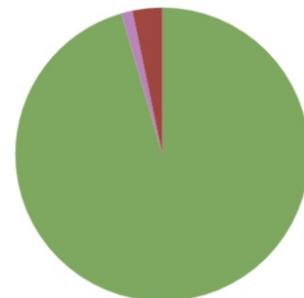


Programs

4.21/5 Stars



Would You Attend a 2017 Year Round Market



Yes(95.51%) No(1.22%) Maybe(3.27%)

West Ashley Farmers Market

Planning Process



Presentation: Summer 2016

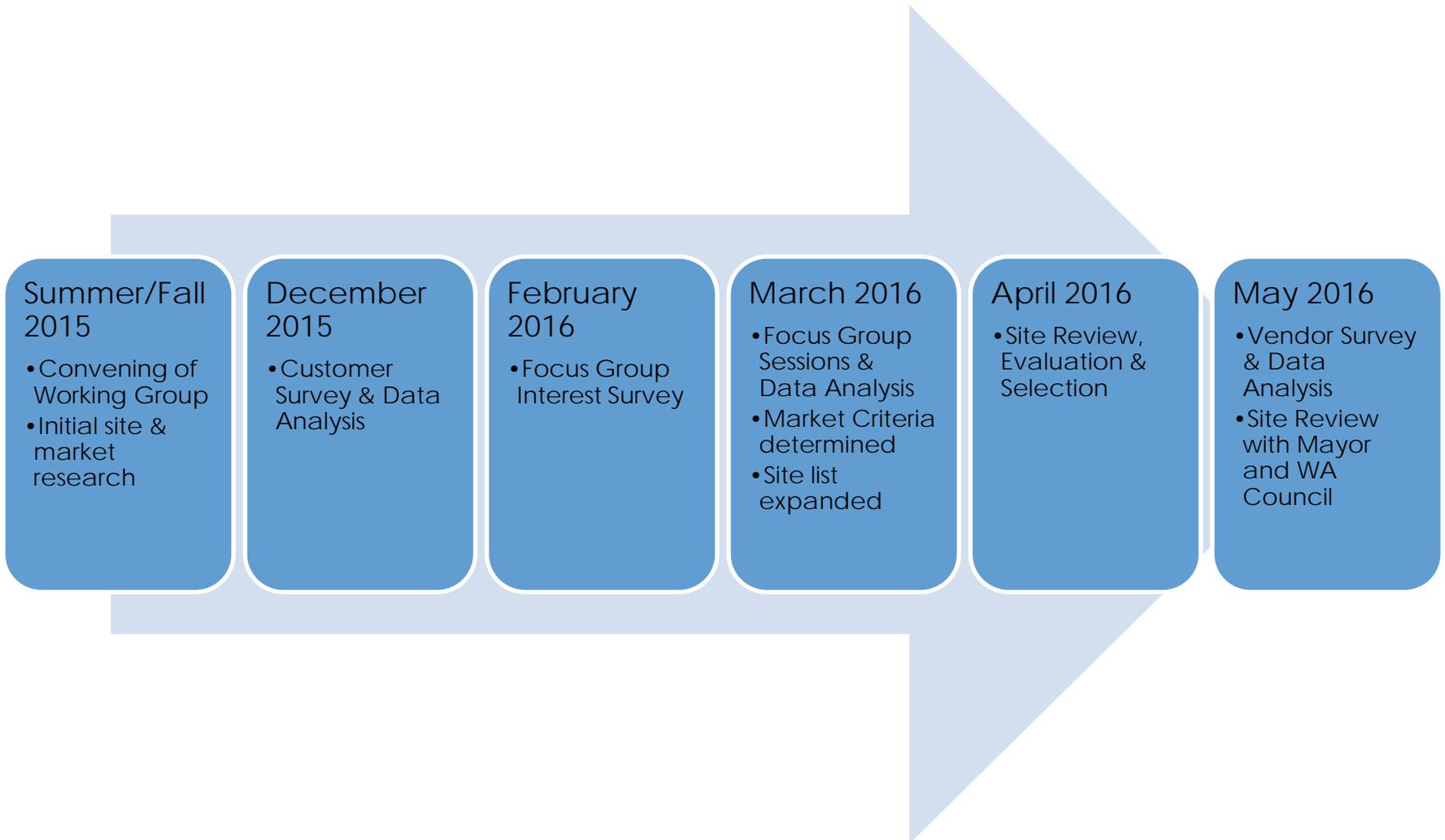
City Staff Working Group

- Business & Neighborhood Services
- Capital Projects
- Cultural Affairs
- Parks
- Planning
- Recreation

Consulted Stakeholders

- West Ashley Community
- Experienced & Emerging Vendors
- Charleston Country School District
- Owners of Properties Adjacent to Proposed Sites
- Lowcountry Local First
- Lowcountry Street Grocery

Planning Process (Part 1)



Planning Process (Part 2)

Summer 2016

- Planning & Logistics

Late Summer 2016

- Begin Community Outreach

September 2016

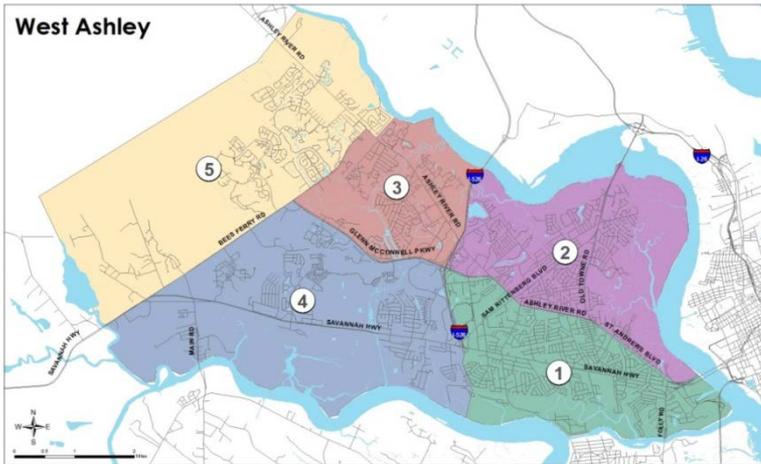
- 6 Week Fall Pilot Market

Winter 2016

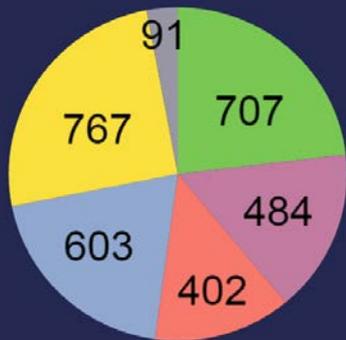
- Evaluation
- Permanent Market Planning

Farmers Market Survey

2,806 Participants

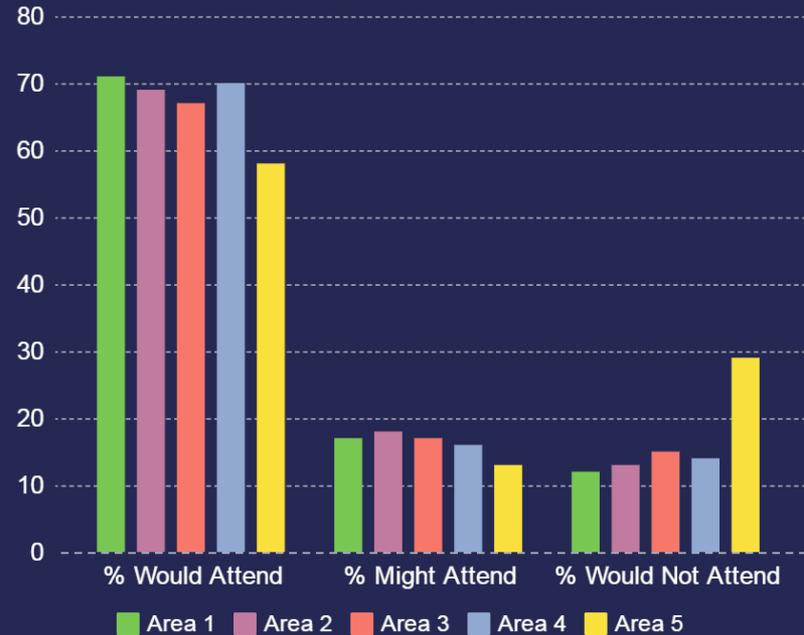


Where Respondents Live



■ Area 1 (23%)
 ■ Area 2 (16%)
 ■ Area 3 (13%)
 ■ Area 4 (20%)
 ■ Area 5 (25%)
 ■ Other (3%)

Where would you attend a market?



Focus Groups

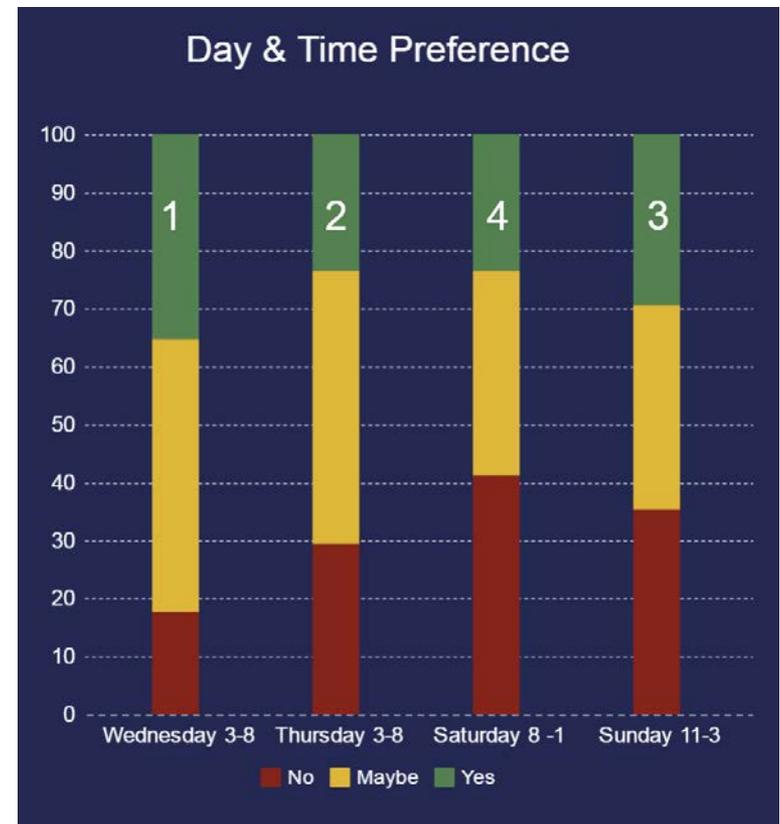
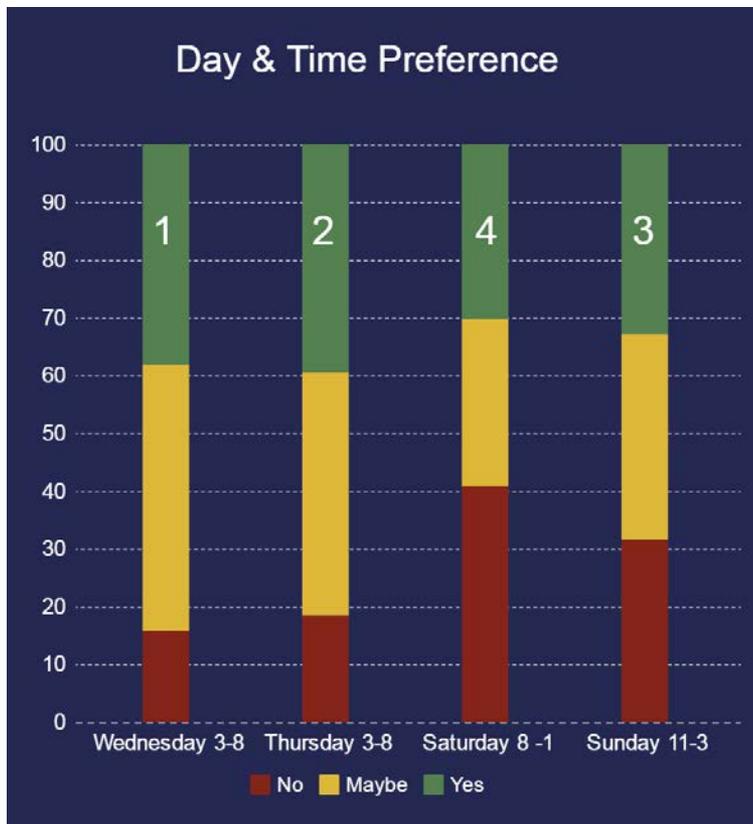
Public input gathered:

- Farmer focused with entertainment & food. Limited makers okay.
- Market amenities are important to market success (parking, shade, open space, structure, restrooms, etc)
- Location: inside 526, visible, bike/ped accessible
- Schedule: Thursdays or Sundays, weekly, year round

Vendor Survey

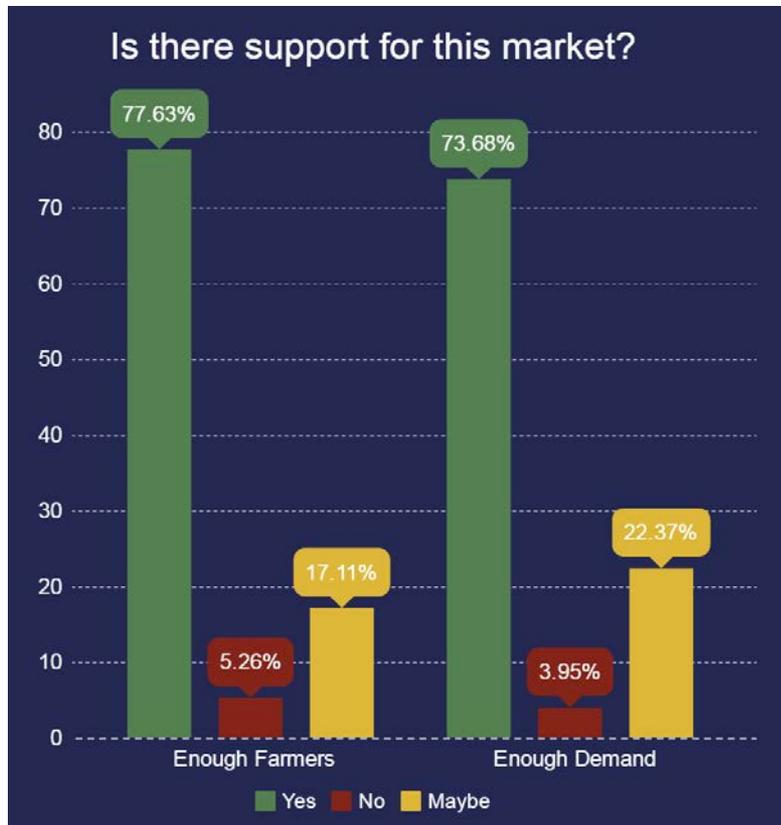
77 Participants

18 Farmers & Growers

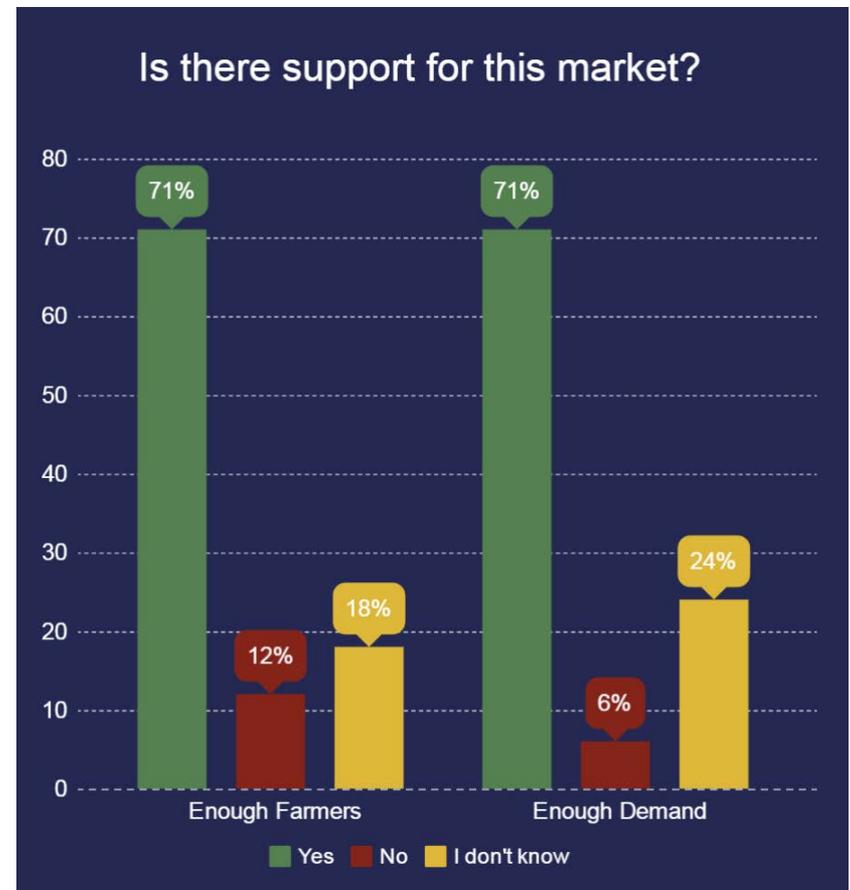


Vendor Survey

77 Participants

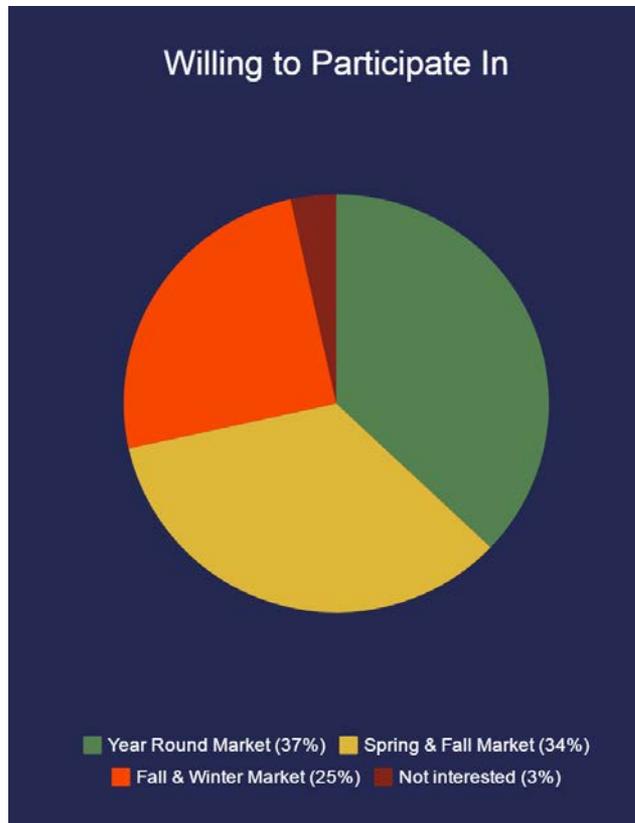


18 Farmers & Growers

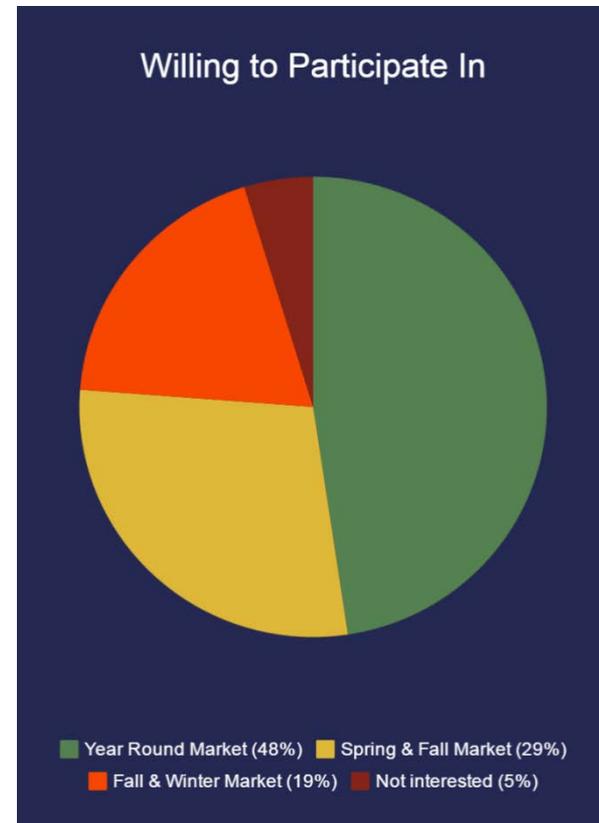


Vendor Survey

77 Participants



18 Farmers & Growers

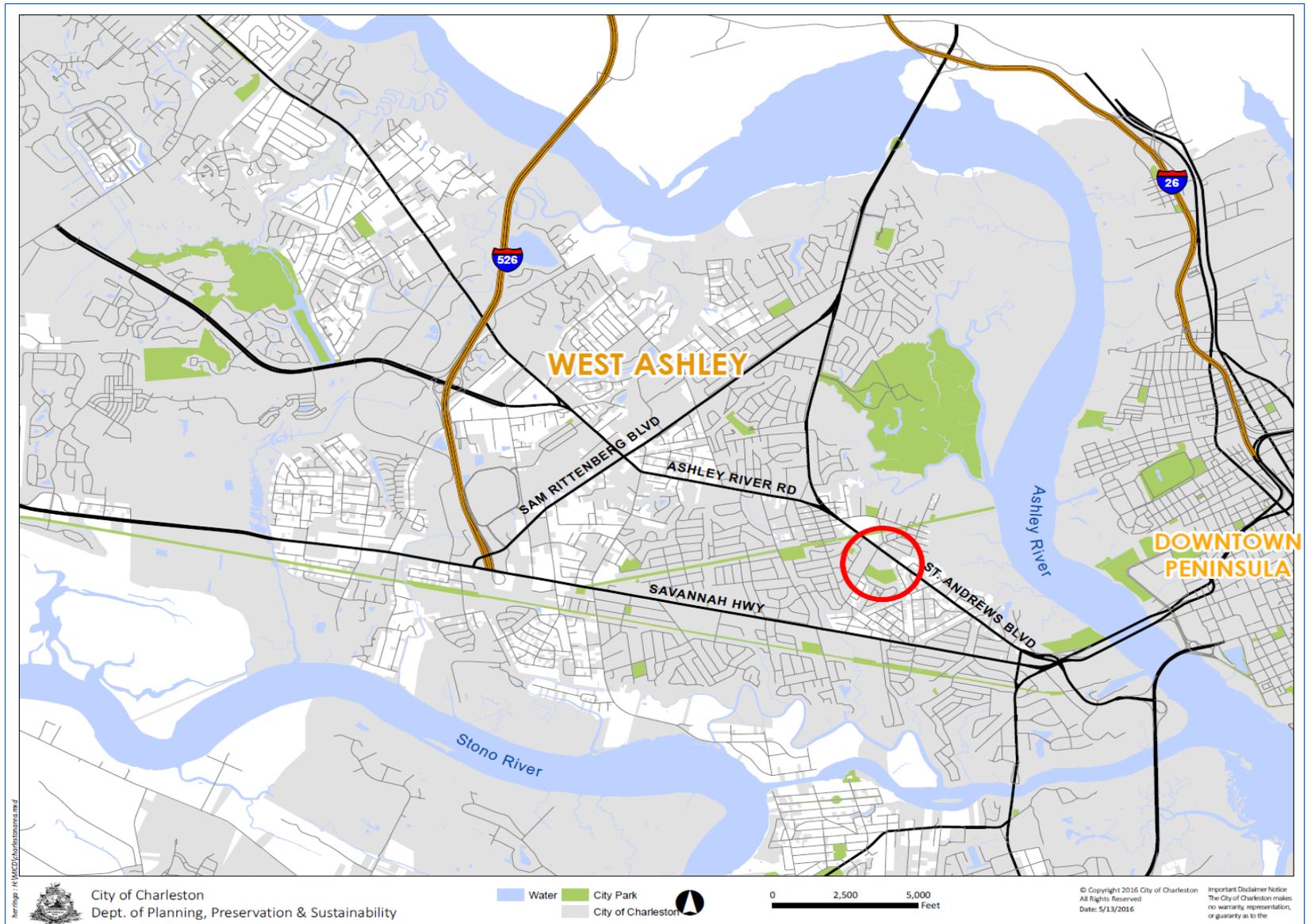


Site Selection Criteria

15 selection criteria established based on input from public, vendors, & city staff expertise. 22 sites evaluated.

- Parking
- Space for vendor loading, & staging
- Space for vendor tents/canopies
- Shade for patrons
- Ample space to support good ratio of farmers, food, makers & activities w/o being crowded
- Visible from a primary street
- Accessible by pedestrian, bike, and public transit
- Safe location (buffers to traffic, etc)
- Space for children's activities/play
- Space for seating – picnic tables, benches, etc.
- Access to electricity, water, & restrooms
- Aesthetic setting
- Location inside I-526
- Other existing programs/activities on site
- City Owned (preference) or accommodating landowner

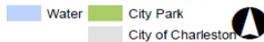
Ackerman Park



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City of Charleston
Dept. of Planning, Preservation & Sustainability



0 2,500 5,000
Feet

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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.

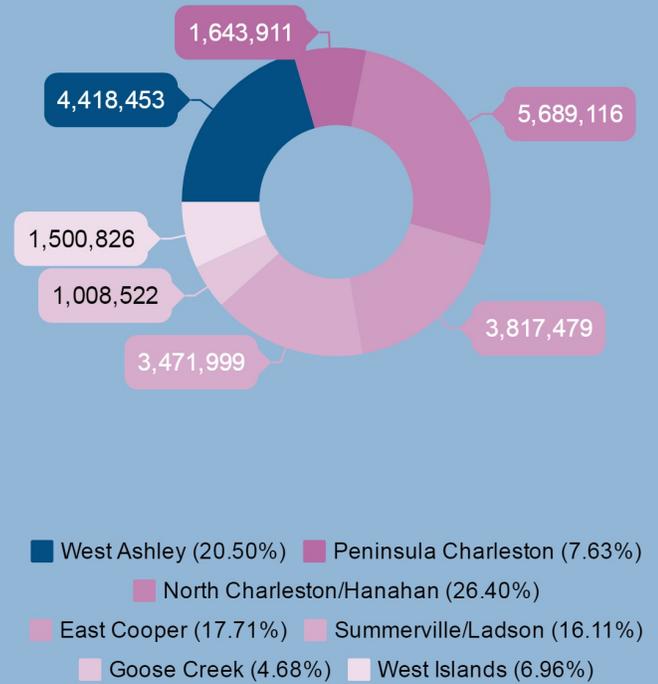
West Ashley's promising future is also bolstered by the City of Charleston's renewed focus on the area. Leading this charge with new initiatives, plans and staffing is new Mayor John Tecklenburg, a West Ashley resident and businessman.

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

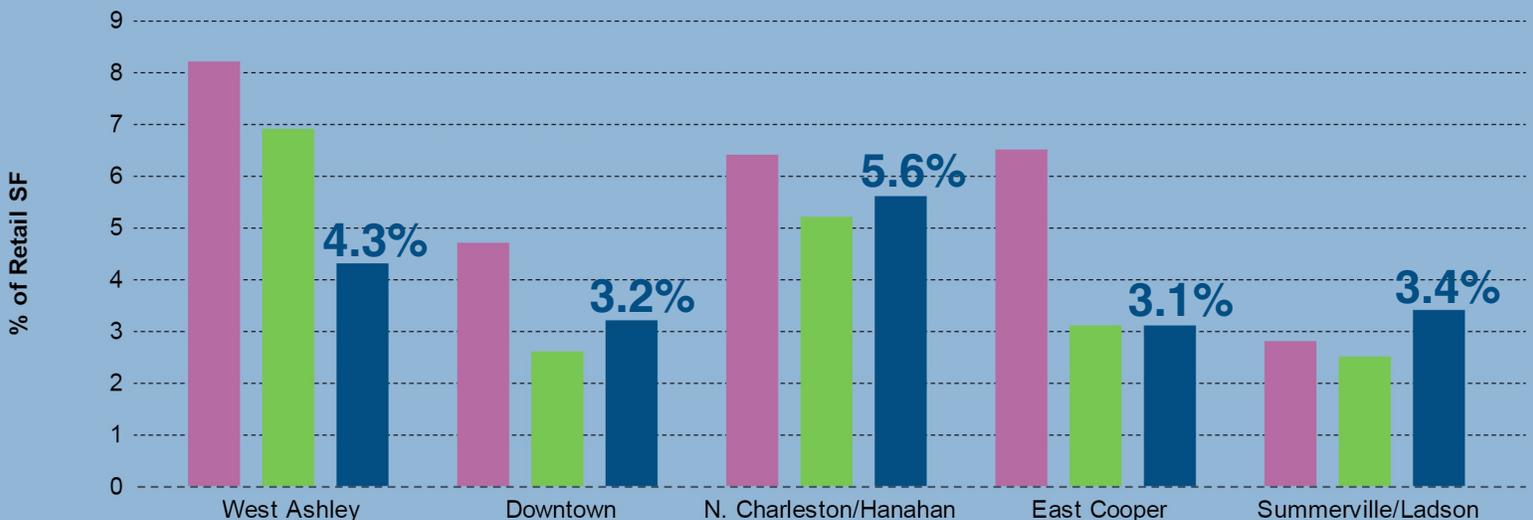


Graph Source: Avison Young Retail Reports; Areas not defined by municipal boundaries; Retail inventory includes all multi-tenant and single tenant properties at least 25,000 square feet. Peninsula Charleston retail inventory includes King Street and Market Street retail spaces as well as properties at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

Regional Context

Vacancy Rate

2014Q4 2015Q4 2016Q1



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.

Average Asking Rent



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 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 Banh Mi
2 Magnolia Rd
Avondale Point
Fall 2016

MakeLab Charleston
1610 Sam Rittenberg Blvd
Summer 2016

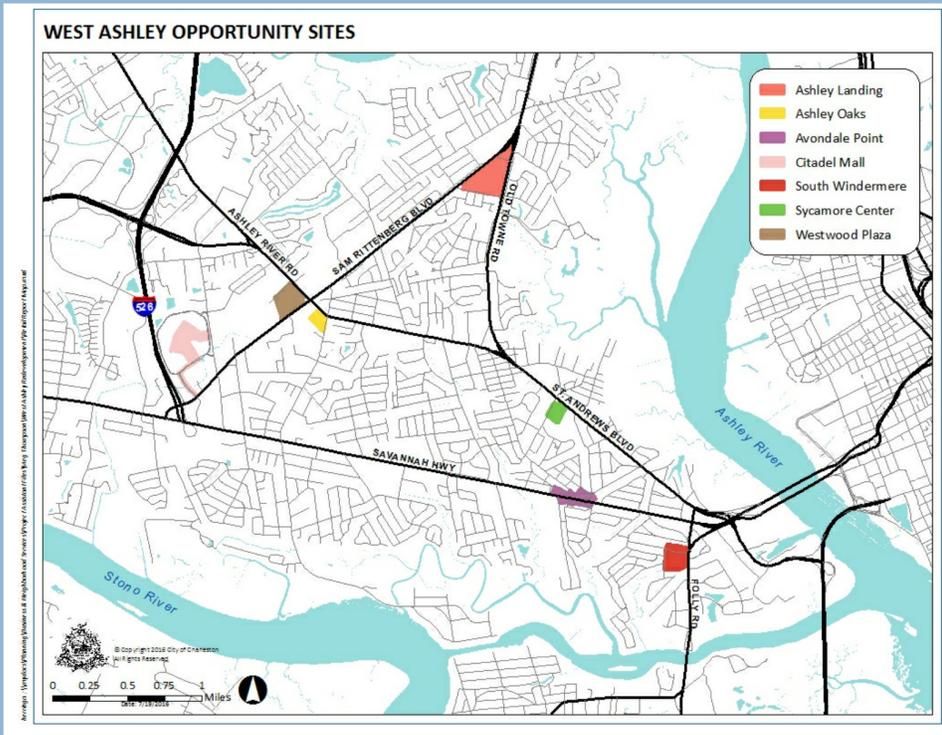
**Twisted Cypress
Brewing Co.**
1897 Sam Rittenberg Blvd
2017

Whole Foods
975 Savannah Hwy
2017

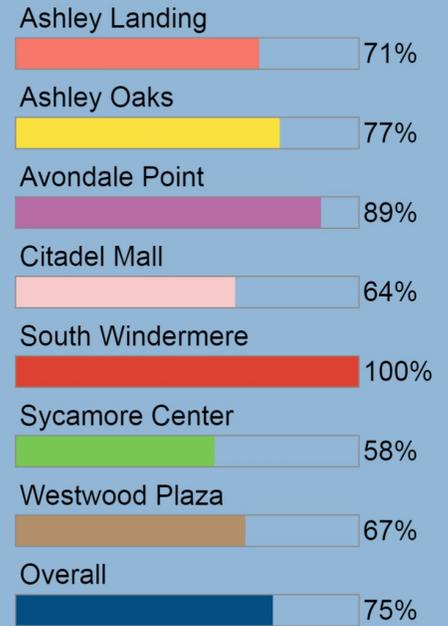
WildFlour Pastry
1750 Savannah Hwy
Spring 2016

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

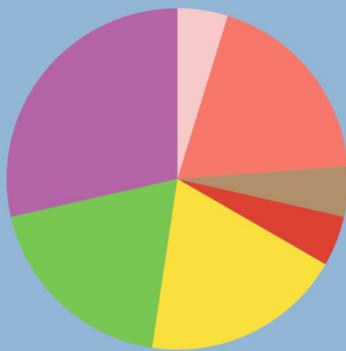


Graph Source: City of Charleston Department of Planning, Preservation, & Sustainability: Business & Neighborhood Services Division; Data was collected via site visits and is not measured in square feet. Instead, visible store fronts were counted.

Ashley Landing

1401 Sam Rittenberg Blvd

Use Mix



- 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%)



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:

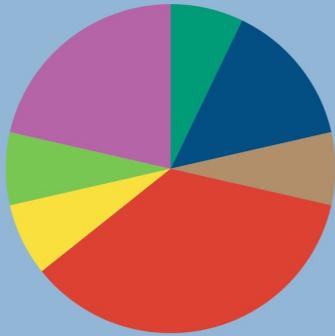
- Burlington Coat Factory
- Napa Auto Parts
- Wells Fargo
- Dollar Tree
- 1st Palmetto Bank
- Pivotal Fitness
- Starbucks
- Players Place Billards
- Red Orchid

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

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%)



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

Sample Businesses:

- | | |
|---------------------|---------------------|
| DMV | Grit Box Fitness |
| Venus Beauty Supply | Delson Chiropractic |
| Coastal Laundries | Panda Palace |

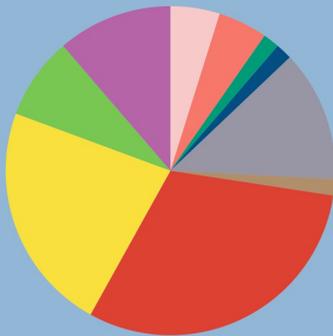
Graph Source: City of Charleston Department of Planning, Preservation, & Sustainability: Business & Neighborhood Services Division; These data was collected via site visits and is not measured in square feet. Instead, visible store fronts were counted.

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

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%)



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

Sample Businesses:

- | | | |
|----------------------------|---------------------|---------------------------|
| Alpha Graphics | Avondale Therapy | AiDi La |
| West Of | Polished | Gerald's Tires |
| Bonnie Nixon's Tax Service | Firestone | Strawberry Blonde Salon |
| Sheridan Corporation | Skin Therapy Center | Non' Pa'Reil Photography |
| MI Events | Fix Salon | Lava Salon |
| | | Charleston Community Yoga |
| | | Gene's Haufbrau |

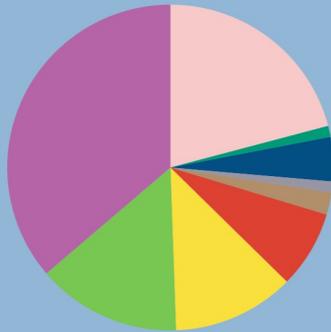
Graph Source: City of Charleston Department of Planning, Preservation, & Sustainability: Business & Neighborhood Services Division; These data was collected via site visits and is not measured in square feet. Instead, visible store fronts were counted.

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

Citadel Mall

2070 Sam Rittenberg Blvd

Use Mix



- Apparel (20.88%)
- Bank (0.00%)
- Civic (1.10%)
- Health & Beauty (4.40%)
- Office (1.10%)
- Other (2.20%)
- Pro. Services (7.69%)
- Restaurant (12.09%)
- Other Retail (14.29%)
- Vacant (36.26%)



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 | Rainbow Apparel | The Holy City Cupcakes |
| Journeys | Zales | Claire's | Great American Cookies |
| Victoria's Secret | Motherhood Maternity | Manhattan | Charley's Steakery |
| Express | Foot Locker | The Pretzel Twister | Chick-fil-A |
| Amoure Bridal | Authentiks | Subway | China Master |
| LOFT | Kay Jewelers | Sesame Burgers | Palmetto Moon |

Key Points:

Anchors: Target, Sears, JCPenney, Belk, Dillard's*
*1 individually owned & excluded from size/use mix

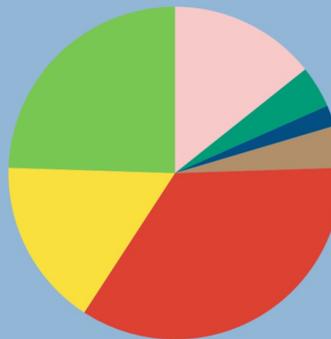
Graph Source: City of Charleston Department of Planning, Preservation, & Sustainability: Business & Neighborhood Services Division; These data was collected via site visits and is not measured in square feet. Instead, visible store fronts were counted.

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

South Windermere

72 Folly Blvd

Use Mix



- Apparel (14.29%)
- Bank (0.00%)
- Civic (4.08%)
- Health & Beauty (2.04%)
- Office (0.00%)
- Other (4.08%)
- Pro. Services (34.69%)
- Restaurant (16.33%)
- Other Retail (24.49%)
- Vacant (0.00%)



Stats:

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

Sample Businesses:

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

Key Points:

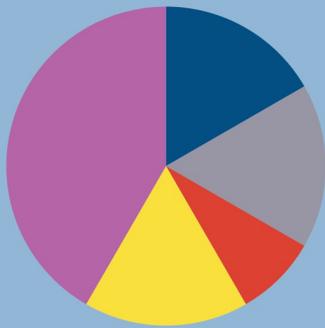
Anchor: Earth Fare
Revitalized in early 2000s due in part to a public/private partnership

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

Sycamore Center

65 Sycamore Ave
Use Mix



- Apparel (0.00%)
- Bank (0.00%)
- Civic (0.00%)
- Health & Beauty (16.67%)
- Office (16.67%)
- Other (0.00%)
- Pro. Services (8.33%)
- Restaurant (16.67%)
- Other Retail (0.00%)
- Vacant (41.67%)



Stats:

Building Square Feet: 53,921

Acres: 6.3

Store Fronts: 12

*Excludes adjacent vacant restaurant

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

Sample Businesses:

Hair Topic Beauty Supply

Nail Fashion

CVS

Jersey Mike's Subs

Edward Jones

China Dragon Restaurant

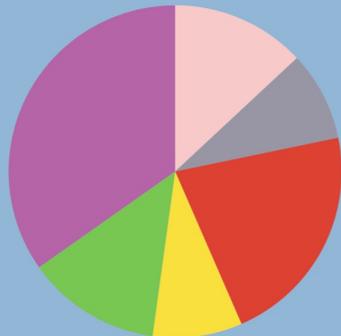
Express Check Advance

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

Westwood Plaza

1812 Sam Rittenberg Blvd
Use Mix



- Apparel (13.04%)
- Bank (0.00%)
- Civic (0.00%)
- Health & Beauty (0.00%)
- Office (8.70%)
- Other (0.00%)
- Pro. Services (21.74%)
- Restaurant (8.70%)
- Other Retail (13.04%)
- Vacant (34.78%)



Stats:

Building Square Feet: 186,930

Acres: 16

Store Fronts: 23

*Excludes adjacent vacant restaurant & gas station buildings

Key Points:

Anchor: Barnes & Noble, TJ Maxx, & Office Depot

Under redevelopment

MOD Pizza & Harris Teeter coming in 2017

Lease rate: \$23-26/SF

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

Results Physiotherapy

Super Cuts

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

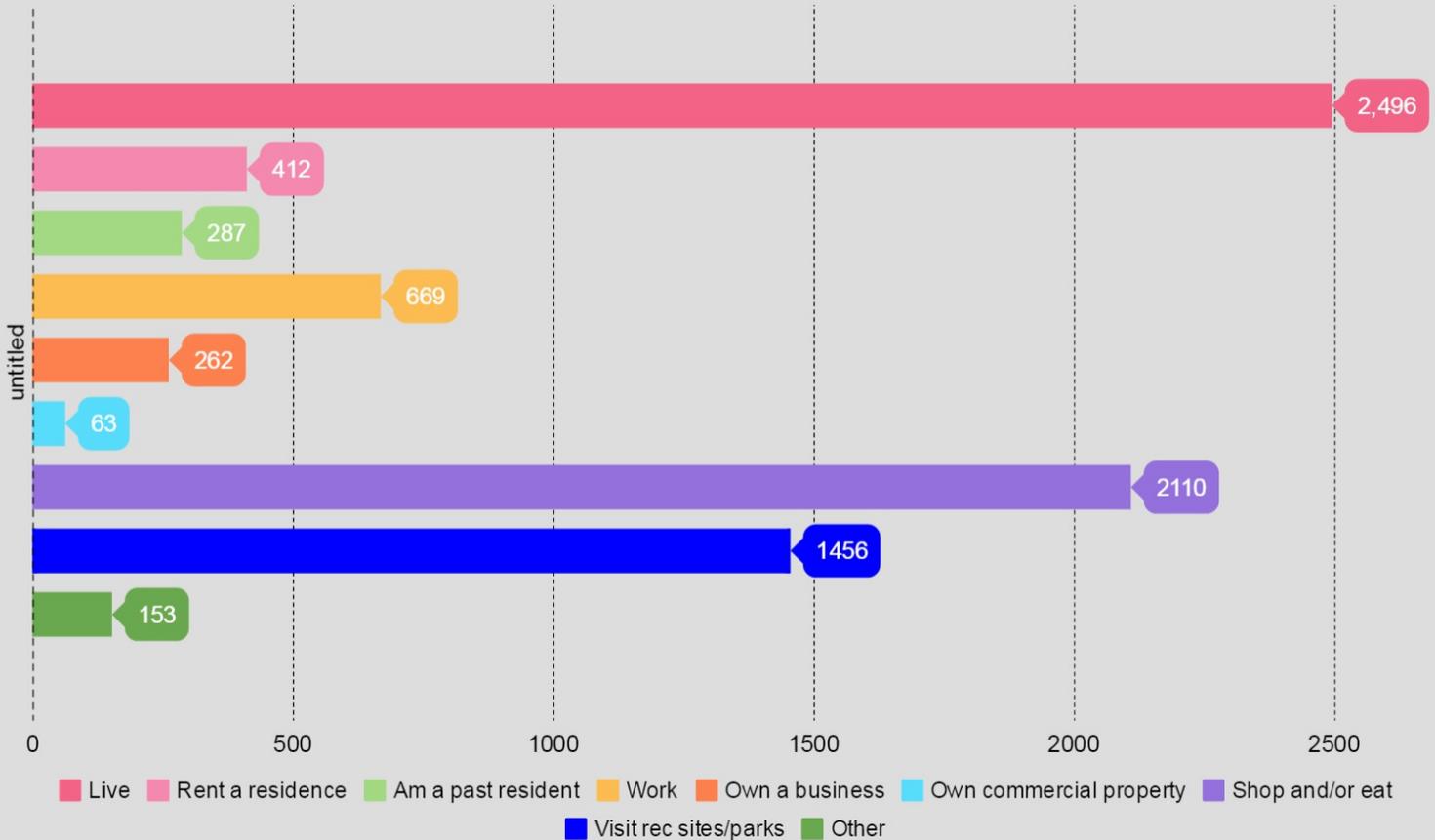
West Ashley

Community Perceptions Survey

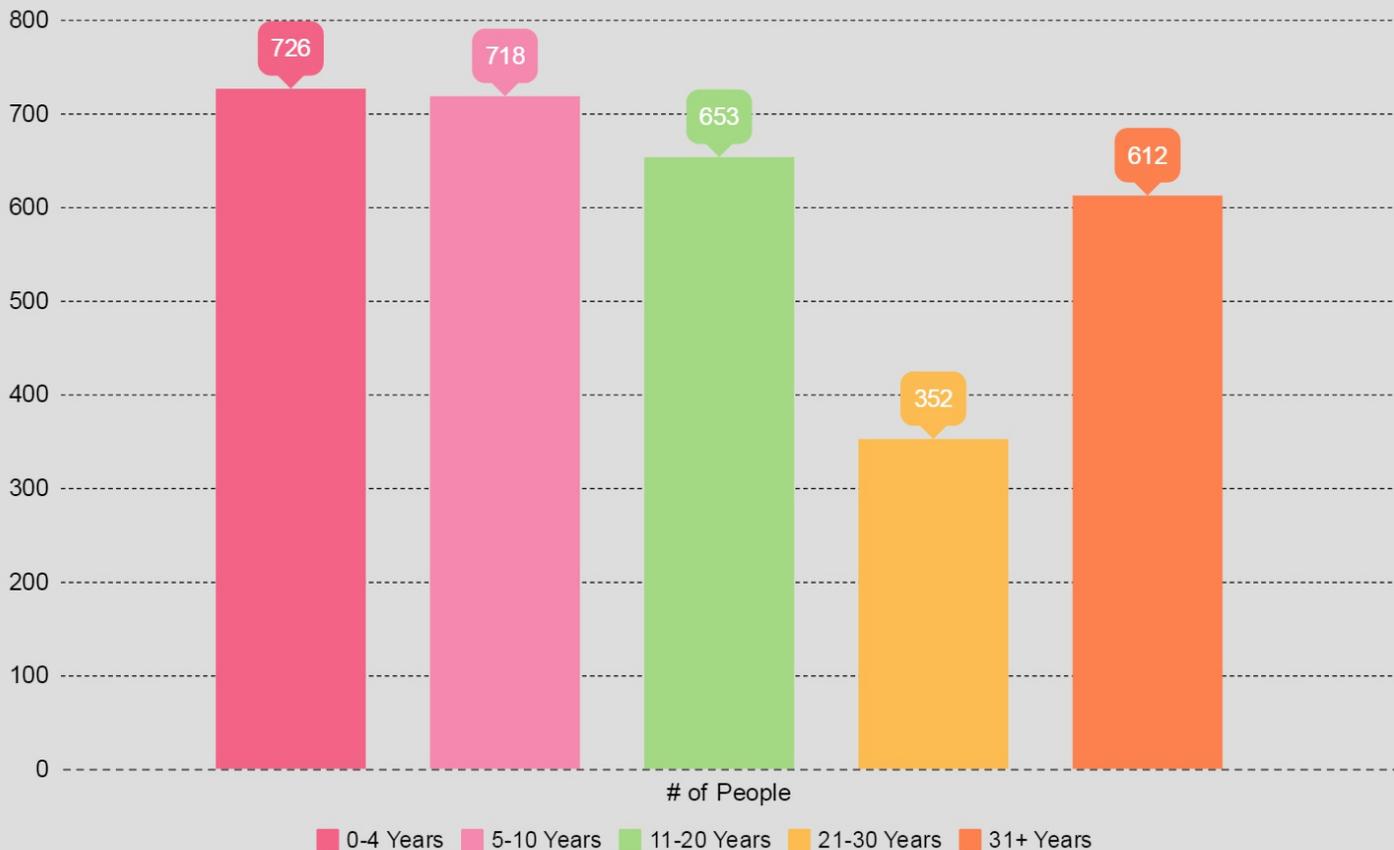


City of Charleston
Department of Planning,
Preservation, & Sustainability

In West Ashley, I



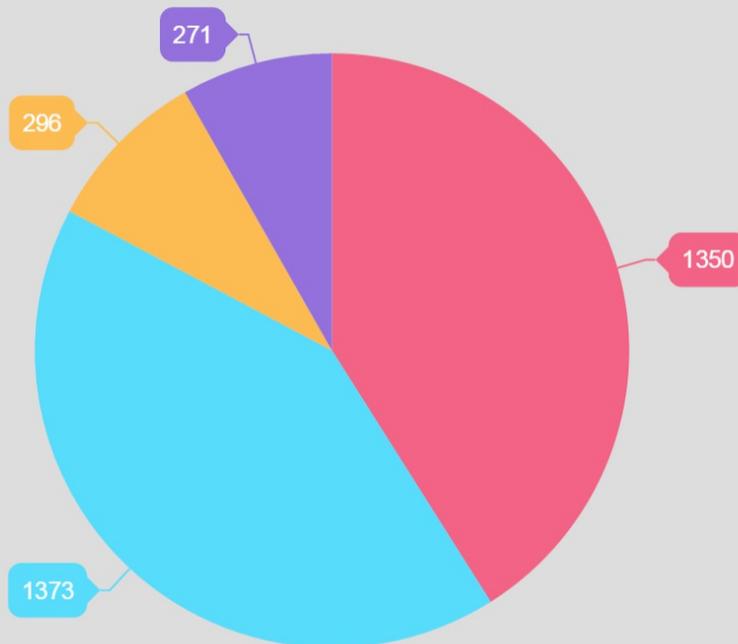
How long have you been a member of the West Ashley community?



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

West Ashley Ashley River Suburb Great Location Run Citadel
 Mall Avondale Crowded Congested Beautiful
 Charleston Quiet Convenient Place to
 Live Traffic Close to Downtown Needs Mt Pleasant
 Community West Trashley Neighborhoods Strip Malls
 Growing Family Friendly Potential Neglected

In which zip code do you live, work, own a business, and/or own property?



29407 (41.03%) 29414 (41.73%) 29407 & 29414 (9%) N/A (8.24%)

When describing West Ashley to those less familiar with the area, what words and images do you use to recommend it to others as a place to live, do business and/or have fun?

Town_{Mt P} Fun_{Friendly People} Green Way_{Bees}
 Ferry West Ashley_{Potential} Close to
 Downtown_{Easy Access} Charleston_{Family}
 Friendly Convenient_{Good Restaurants}
 Neighborhoods_{Great Location} Traffic
 Plantations Place to Live_{Places to Eat} Mt Pleasant_{Mount}
 Pleasant Avondale Area_{James Island} Good Schools

How do you hope West Ashley will be described in the future?



■ Personable/friendly ■ Family friendly ■ High quality of life ■ Walkable ■ Bike friendly ■ Fun ■ Authentic/genuine
■ Accessible to all ■ Green

How can community perceptions of West Ashley be enhanced /improved?

Bike Lanes Places to Eat **Hwy 61** Abandoned Buildings **Strip Malls**
Sam Rittenburg **Bees Ferry** Better Public **Shopping**
Centers Grocery Stores **Citadel Mall** Traffic
Problems **West Ashley** Savannah Highway
Businesses Stop Building **Community** Family
Friendly **Improve Traffic** Police Presence **Crime** Traffic
Control **Green Space** Finish 526 **Traffic Flow** Public Transportation
Ashley River

City of Charleston
DESIGN DIVISION
REPORT 02
SAM RITTENBERG CORRIDOR



OCTOBER 2014

SAM RITTENBERG CORRIDOR

October 2014

--

WELCOME

From August 25th to September 5, the Design Division staff held a design workshop to reconfigure Sam Rittenberg Boulevard in West Ashley. This report is the result of that workshop, which recommends changes to the street design as well as improvements to adjacent land uses.

CITY OF CHARLESTON

Mayor Joseph P. Riley Jr.

Tim Keane, Director,

Planning, Preservation & Sustainability

DESIGN DIVISION PROJECT TEAM

Jacob Lindsey, Director

David Herrero, Urban Designer

Ashley Davis, Intern

BUSINESS SERVICES DIVISION

Jonathan Oakman, Director

Jordan Lanier, Project Assistant

PLANNING DIVISION

Christopher Morgan, Director

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EXECUTIVE SUMMARY

Building a Better Suburb

Today, roughly 29,000 cars travel the Sam Rittenberg corridor daily. Based on that traffic volume, the street could theoretically be narrowed to just 3 lanes from its current maximum of 7. In short, there is an excess of asphalt in this part of West Ashley. That extra space could be better used to improve the look and function of the street, with less asphalt and more plantings.

Certainly Sam Rittenberg would not be the first suburban corridor to undergo revitalization. We examined 5 case studies of other streets across the country that are similar to Sam Rittenberg that have been successfully improved.

In addition, there is a tremendous need to connect West Ashley on foot or by bicycle. The existing West Ashley greenway is an excellent amenity, but it is only one part of the larger bicycle network. With the planned bicycle and pedestrian connection to downtown and future bike lanes being added to the southern extension of I-526, Sam Rittenberg is the perfect addition to the bicycle and pedestrian network for West Ashley.

Finally, Sam Rittenberg Boulevard presents excellent development opportunities, both for existing business and for new business and housing. This area has something that much of Charleston lacks: underutilized land. As a part of this study, we recommend that adjacent parcels be redeveloped as "better suburbs," to accommodate a mix of uses that maximize West Ashley's potential.

Realizing these changes will be challenging and must be implemented over time through governmental coordination and private sector development. Our hope is that this study can provide a first step in the right direction.



Jacob Lindsey
Director, Design Division

City of Charleston
Department of Planning, Preservation and Sustainability
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THE BIG PICTURE

Four Distinct Segments

Design treatments on Sam Rittenberg should be broken into four segments, reflecting the unique nature of each portion of the corridor.

- 1 The 526 Connection: Design for safe passage of bicyclists and pedestrians
- 2 Skylark to Ashley River: Design for protected bike path, perhaps in the street median (see pg. 10)
- 3 Ashley River to Olde Towne: Design for protected bike path on the north side (see pg. 11)
- 4 Olde Towne to the bridge: No changes to the current configuration. Cyclists use the southern access road.

Redesign Key Intersections

Each intersection (shown here in orange) presents unique design challenges. Most importantly, each intersection should be redesigned to include bicycle and pedestrian facilities and signalization. Without proper cyclist-priority signals, protected cycle paths are not viable.

Redevelop under used retail centers

Key areas along the corridor (indicated right in yellow) be redeveloped as “better suburbs,” making better use of their great location and high traffic counts, for retail but also for workplaces and residences.

Connect Parks and Green Spaces

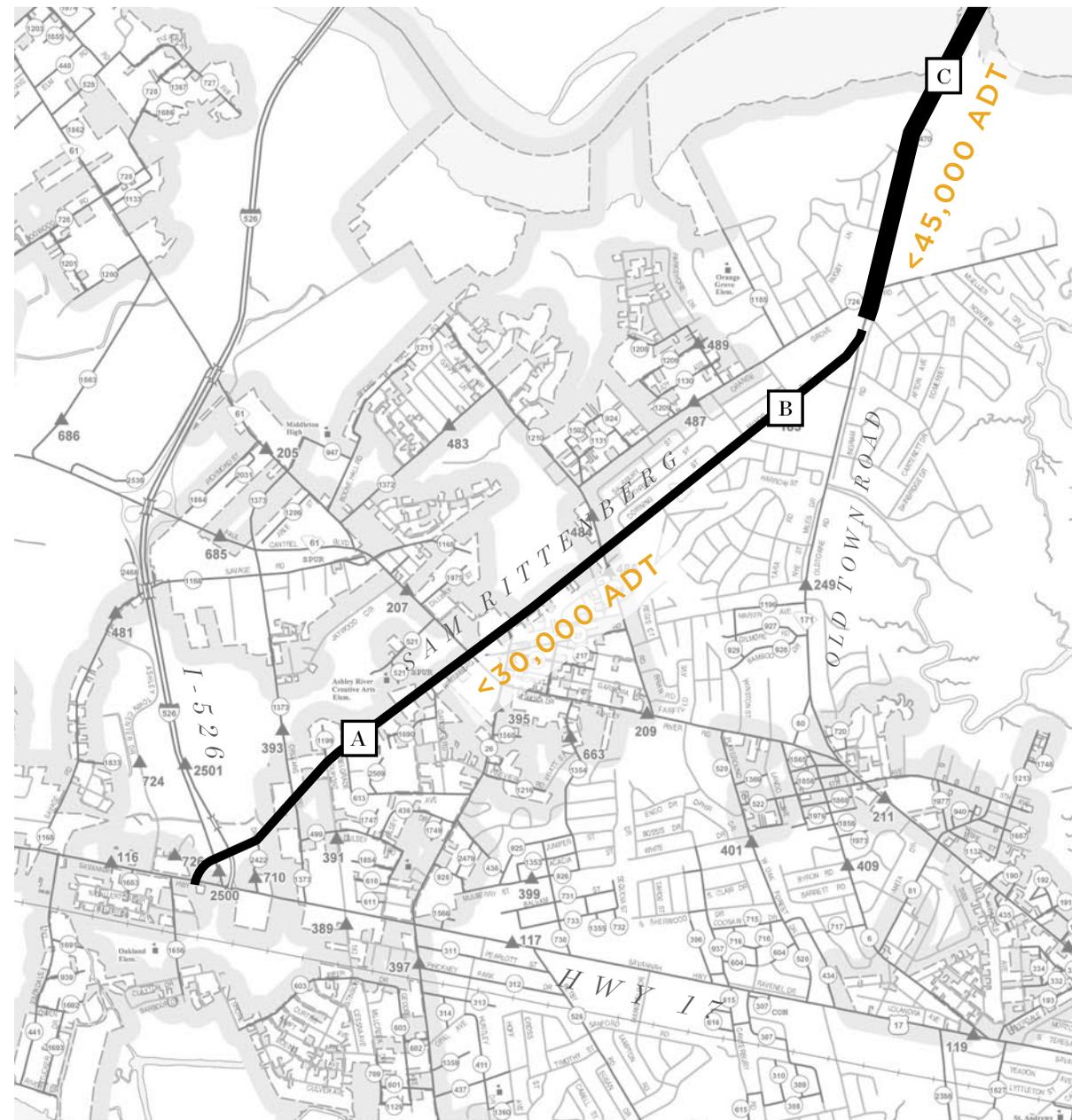
West Ashley has many green spaces, but they lack connectivity. Sam Rittenberg should be a key link between neighborhoods and parks.



TRAFFIC VOLUME

30,000 Cars per day on Sam Rittenberg

As measured by SCDOT in 2013, Sam Rittenberg carries under 30,000 cars per day from I-526 to Old Towne Road.



CARS PER DAY

Traffic counts were measured at locations 1 and 2 below 30,000 cars per day. Location 3, which is on the bridge to Cosgrove Avenue, carries a higher volume due to the addition of traffic from Olde Towne Road.

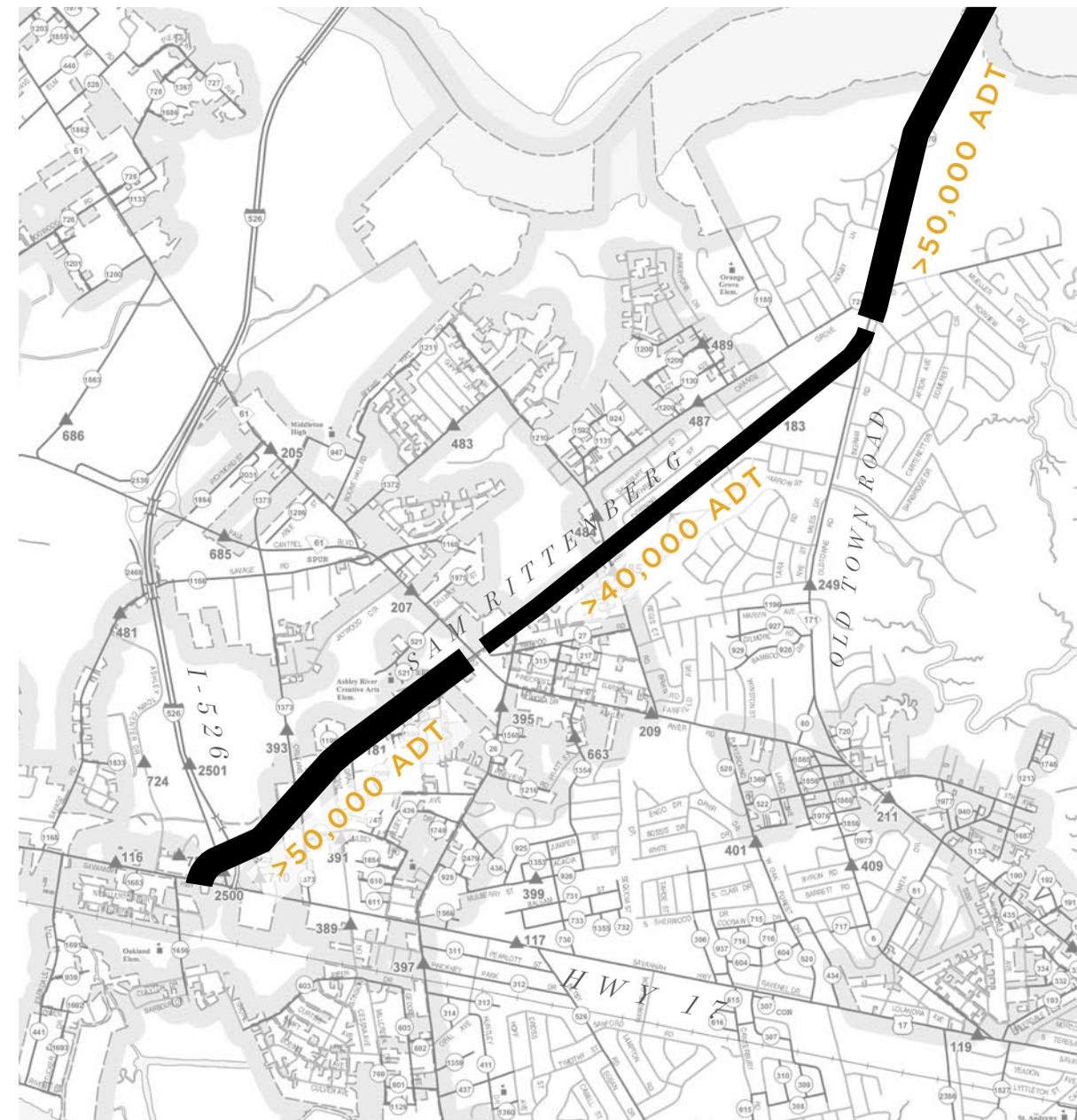
- A** 27,800 Average Daily Traffic
- B** 29,400 ADT
- C** 43,400 ADT

Source: SCDOT 2013

TRAFFIC CAPACITY

45,000 cars or more

It is our opinion that excess capacity exists on Sam Rittenberg based on observations of similar streets regionally. That excess street space should be used more creatively for bicycle and pedestrian facilities.



5 AND 7 LANES

Determining traffic capacity must be done with a thorough traffic analysis. However, based on observation of similar streets regionally, we believe that Sam Rittenberg has capacity beyond its current volumes as shown above.

CASE STUDIES

Other cities have calmed streets that are “over capacity”

Based on a study of comparable streets, Sam Rittenberg could theoretically slim down to just 3 lanes from its current 7 and 5. Other streets in the US have undergone these type of “road diets” and work well.

TACOMA STREET

In Portland Oregon, with an average daily traffic of 30,000 cars, was converted to 3 lanes from 5 in 2002. As of 2014, the redesign has resulted in 26% fewer crashes (Source: City of Portland. Image Credit: Google Earth).



BRIDGEPORT WAY

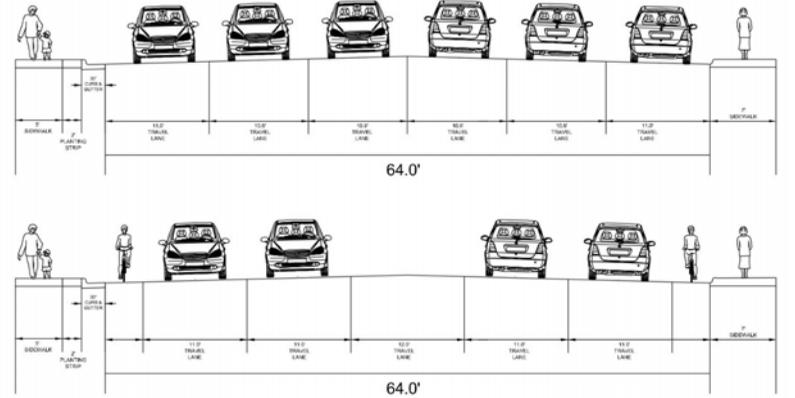
In University Place, WA, was converted from 5 lanes to 4 with the addition of medians and pedestrian refuges in a similar suburban condition to Sam Rittenberg.

PEACHTREE ROAD

In Atlanta, the currently planned Peachtree Road “Road Diet” Phase III will take a 6-lane street down to 5 lanes with bike lanes and an intermittent median. At 45,000 cars per day, the volume of this street far exceeds that of Sam Rittenberg.



Existing 6-lane conditions



Existing (top) and proposed (bottom) sections, Peachtree Road, Maple to Farr

COLEMAN BLVD

At 34,000 cars per day (2013), Coleman Blvd in Mt. Pleasant carries more traffic than Sam Rittenberg and has a 4-lane design with a center turn lane. Segments of Coleman were recently redesigned with a center median, parallel parking, bike lanes, and outdoor dining, and have been well received.



Planted center median with parallel parking.



Outdoor dining and bike lanes.

CUMBERLAND AVE

In Knoxville TN, at 30,000 cars per day, is currently being converted from a 4 lane street to 2 lanes with a center turn and intermittent parallel parking.

WEST ASHLEY BIKE NETWORK

Sam Rittenberg needs a separated “cycle track”

In order to make this part of the city accessible for people on bikes, the street requires a separated cycle path or “cycle track,” for protected two-way bicycle movement. We recommend further study to determine the correct configuration bike facilities, but two configurations that might work include a center track and a side track.



SAM RITTENBERG

30,000 Vehicles per day
42 Miles per hour

| |
|------------------------------------------|
| Very High >10,000VPD |
| High 8,000-10,000VPD 800-1,000VPH |
| Medium 3,000-8,000VPD 300-800VPH |
| Low 1,500-3,000VPD 150-300VPH |
| Very Low <1,500VPD <150VPH |

| 85%ile Speed | | | |
|------------------------------------------|------------------------------------------|---------------------------------|-----------------------|
| <20mph Very Low | 20-30mph Low | 30-40mph Medium | >40mph High |
| Lanes or Tracks/paths | Lanes or Tracks/paths | Lanes or Tracks/paths | Tracks/paths |
| Lanes | Lanes | Lanes or Tracks/paths | Tracks/paths |
| Lanes or combined use with cycle symbols | Lanes or combined use with cycle symbols | Lanes or Tracks/paths | Tracks/paths |
| Combined use with cycle symbols | Combined use with cycle symbols | Lanes or Tracks/paths | Lanes or Tracks/paths |
| Combined use - no symbols necessary | Combined use with cycle symbols | Combined use with cycle symbols | Lanes or Tracks/paths |

INTERSECTIONS FOR BIKES AND CARS

Intersections on Sam Rittenberg need redesign

How does a cyclist get onto and off of cycle tracks, especially those in a center median?

For protected bike lanes to work, main intersections must be signaled for people on foot, bike and car. Other American cities have handled these type of intersections well, with similar car traffic volumes.



Cyclists use wide crosswalks to enter and exit the cycle track.

PENNSYLVANIA AVE

This street in Washington, DC has a functional center bike path, although it is built without a planted median as recommended for Sam Rittenberg.

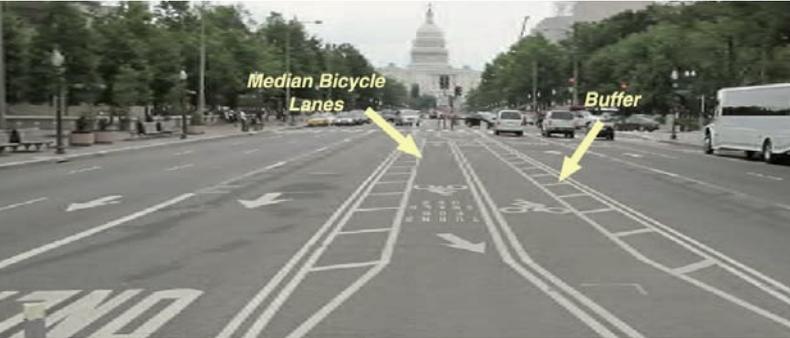
To access the center bike lanes at an intersection, cyclists simply ride on the pedestrian crosswalks to access the median. This technique is effective on Pennsylvania Avenue, with a car traffic volume of 28,900 cars per day (DDOT), almost identical to Sam Rittenberg.



Signage for turning bicycles



Bicycle signals.



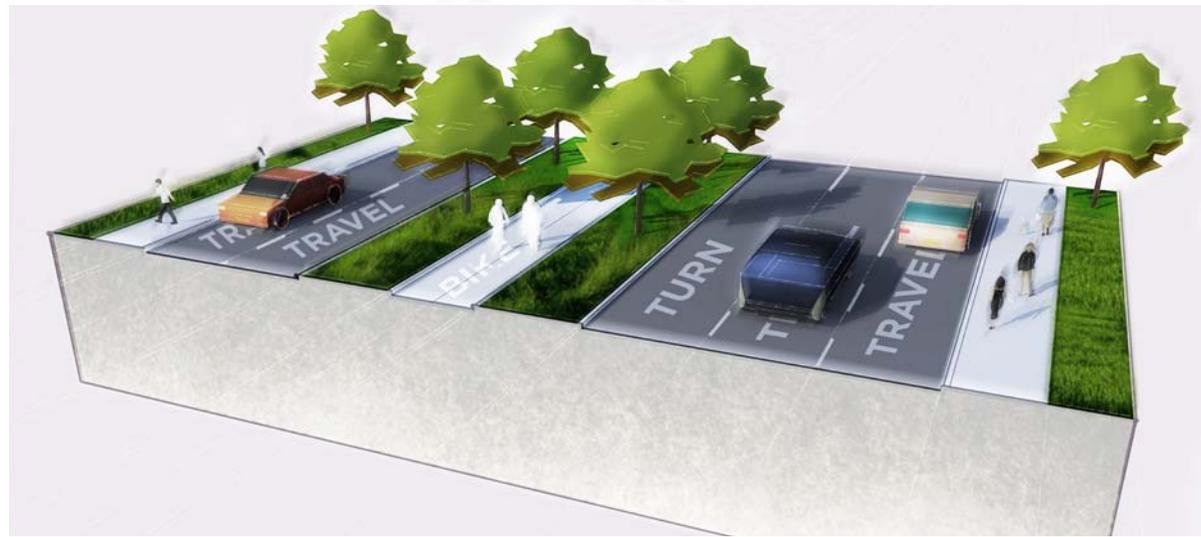
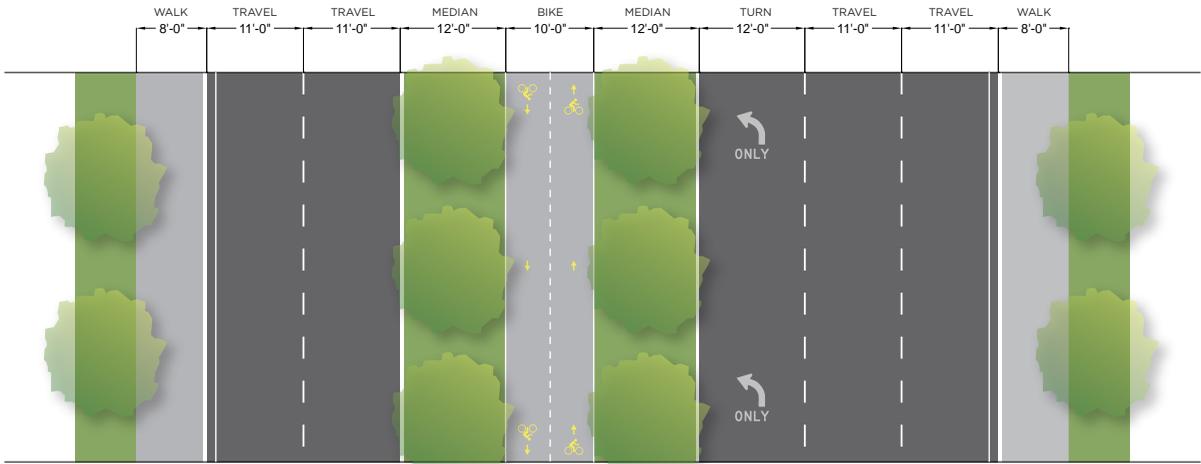
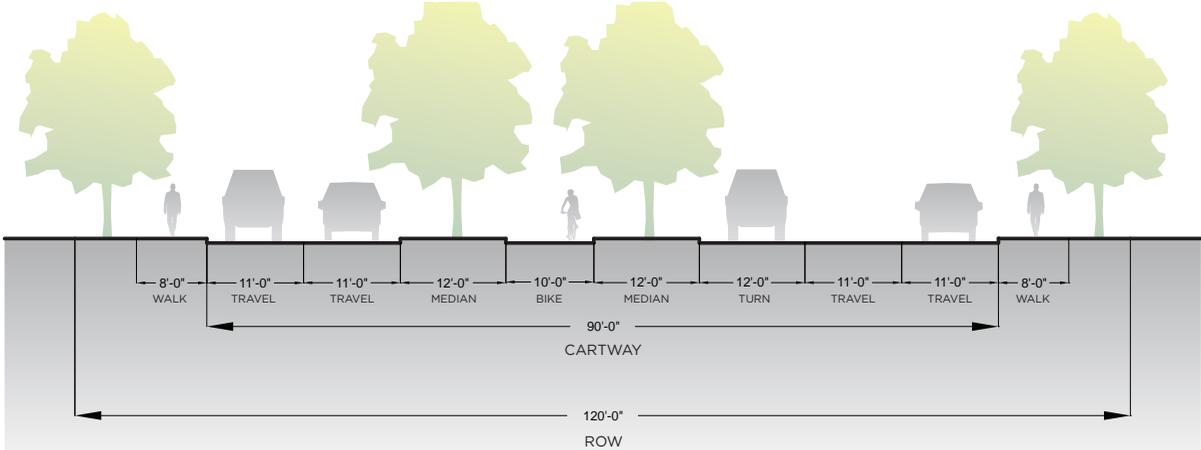
Center bike paths with buffers and turn lanes.

Images courtesy DDOT / NACTO.org

BUILD A BETTER STREET

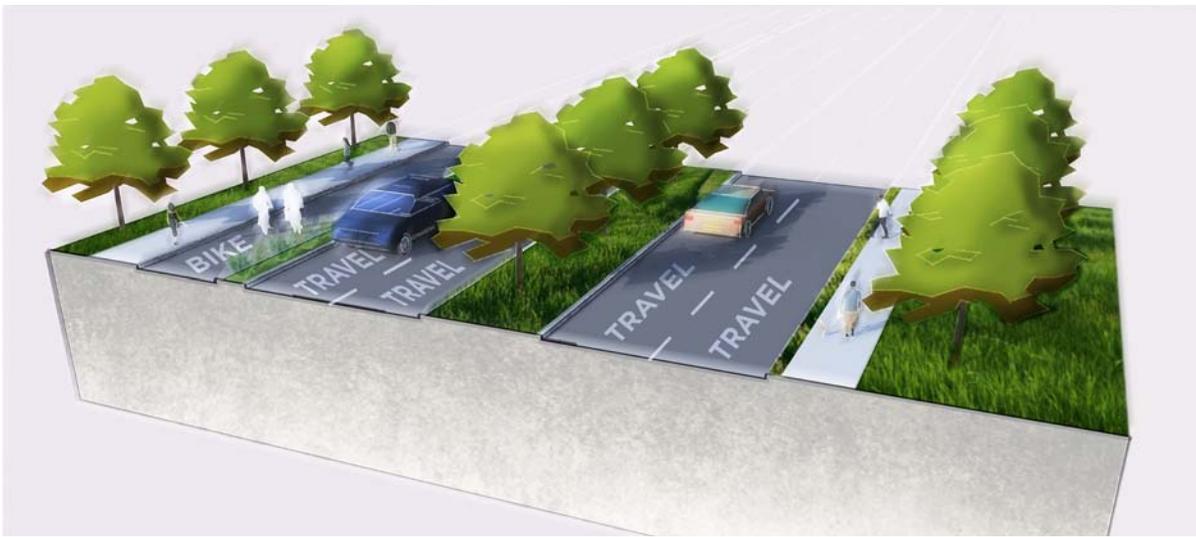
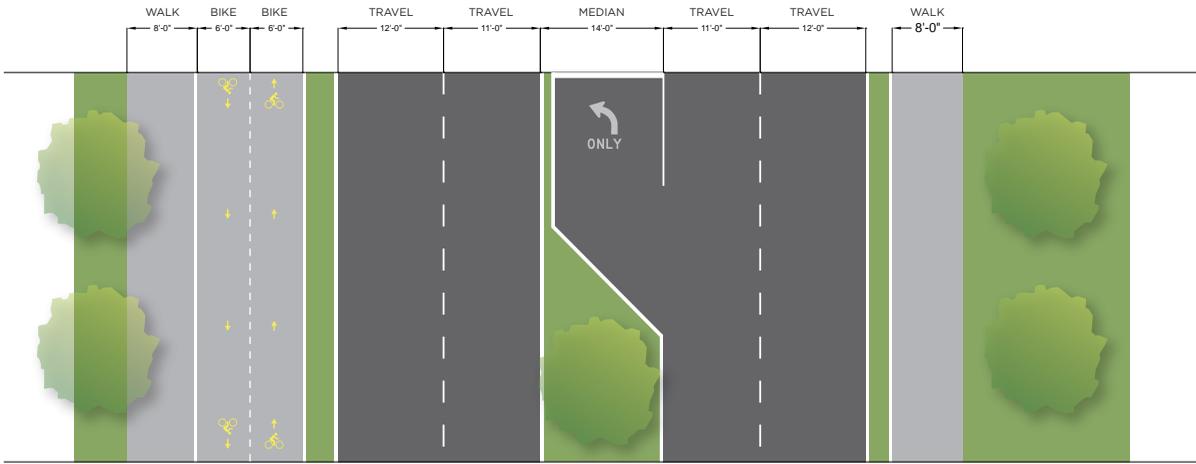
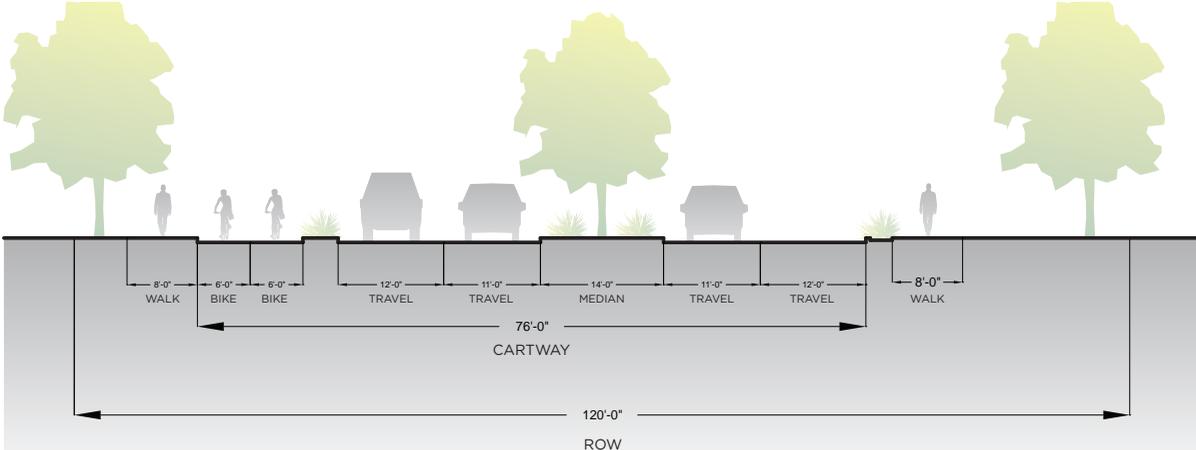
SEGMENT 2

Skylark Dr to Ashley River Rd
Center Bike Path



SEGMENT 3

Ashley River Rd to Olde Towne Rd
One Side Bike Path

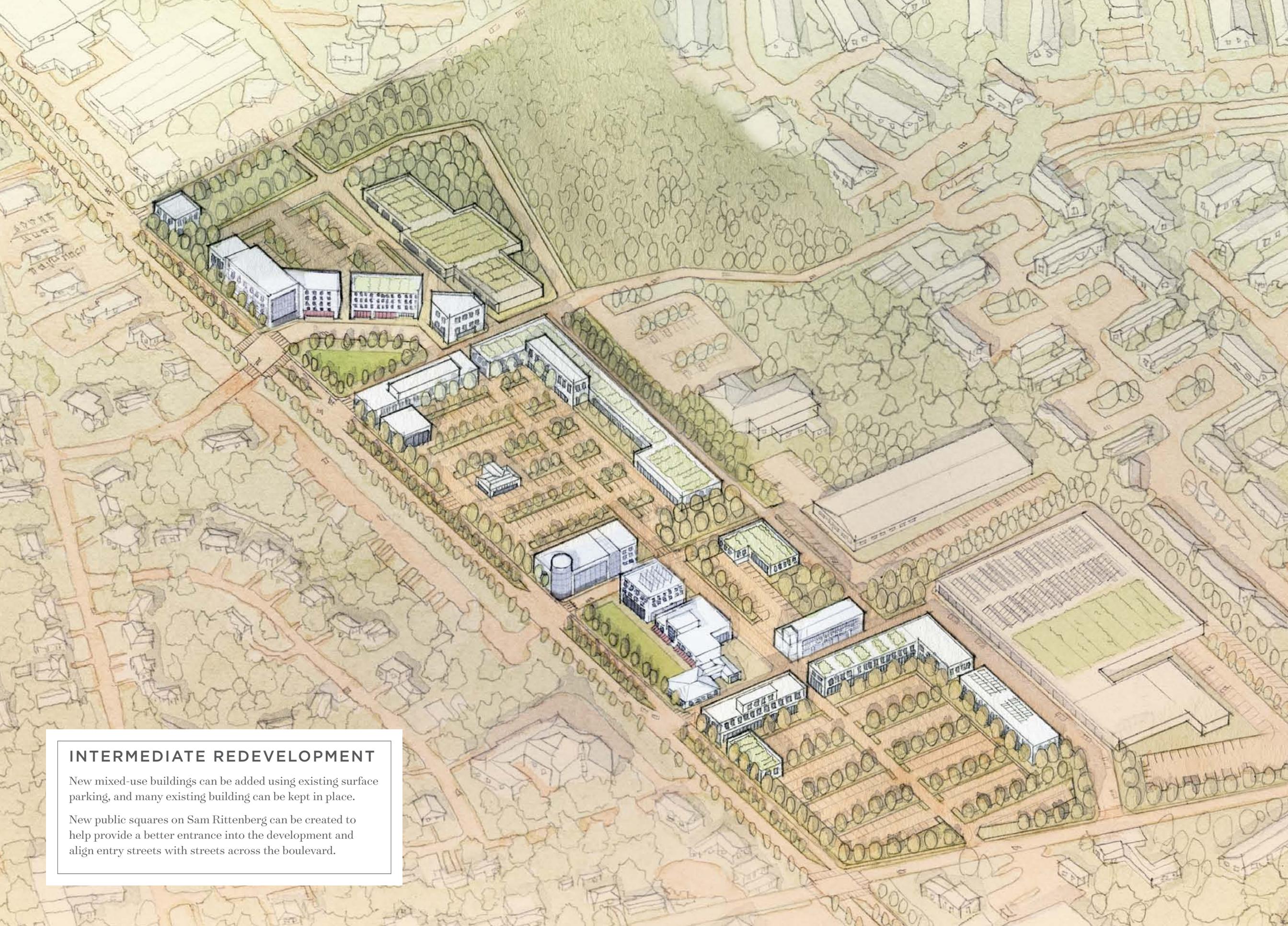




PROPERTY IMPROVEMENT

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.

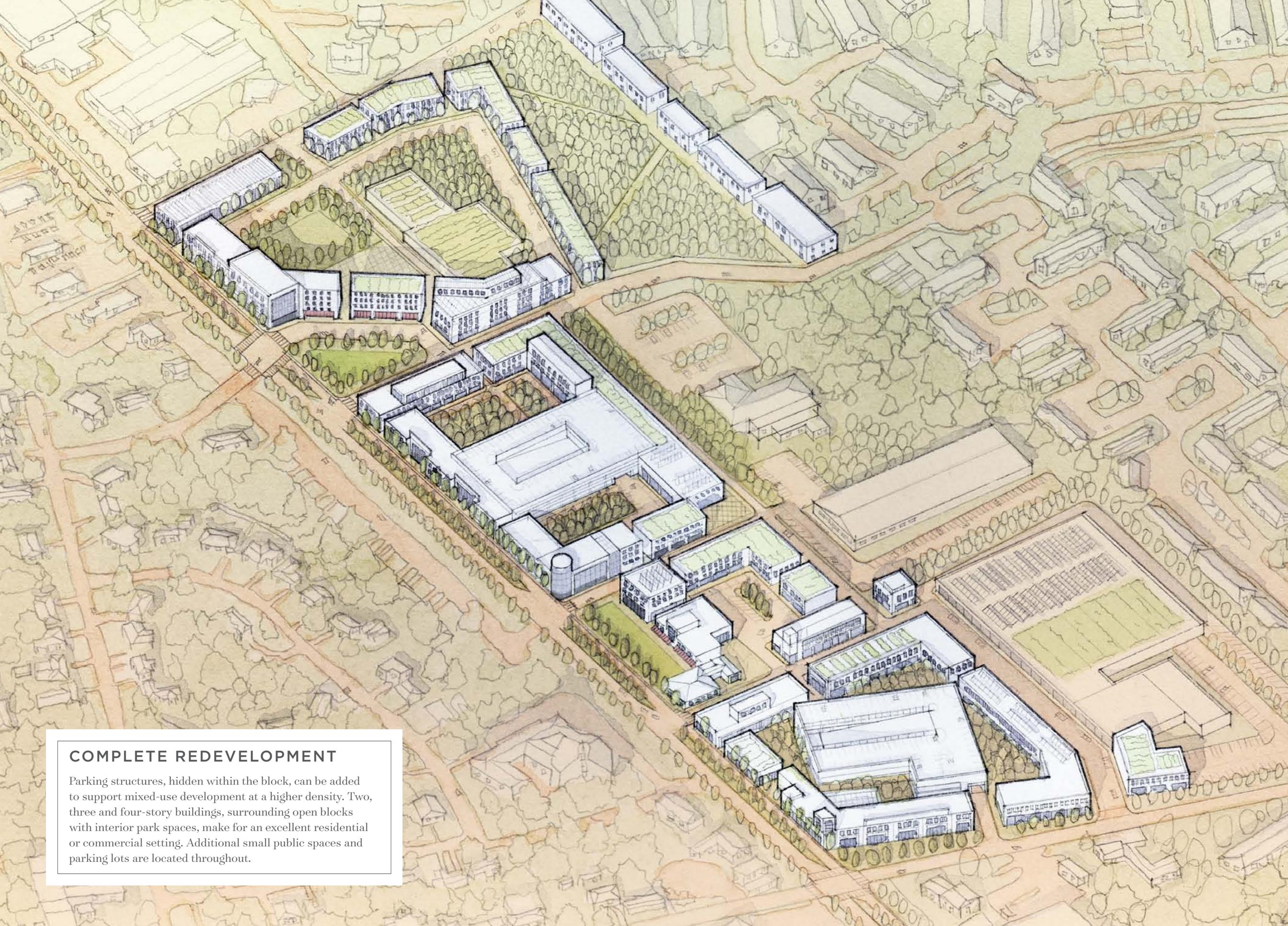
This type of redevelopment could occur slowly in phases or altogether in a single effort; on the next two pages we envision two phases that show how these kinds of properties could be converted over time. In combination with an improved public realm, these types of redevelopments could add tremendous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



DESIGNDIVISION.ORG

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City of Charleston

DESIGN DIVISION

REPORT 03

CITADEL MALL



OCTOBER 2014

CITADEL MALL

October 2014

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WELCOME

What to do with an ailing shopping mall? This question has confronted many communities across the country. Since the recession, some have converted to other uses such as medical or industrial campuses, but we think Citadel Mall can become something more meaningful, as a new town center for all of West Ashley.

CITY OF CHARLESTON

Mayor Joseph P. Riley Jr.

Tim Keane, Director,

Planning, Preservation & Sustainability

DESIGN DIVISION PROJECT TEAM

Jacob Lindsey, Director

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Conceptual Plan and Renderings

INTRODUCTION

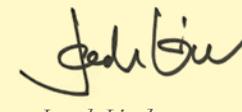
A New Center for West Ashley

Around the country, enclosed malls are being redesigned, rebuilt and revitalized. This isn't anything new: dying malls from Colorado to Virginia to Florida have been redeveloped into new, dynamic places.

The Great Recession caused a temporary stop on the construction of enclosed malls, and in 2007, for the first time in 50 years, no new malls were built in America. Since that time, only one additional enclosed mall has opened, in 2012, in Salt Lake City. This one project notwithstanding, enclosed shopping malls may be a thing of the past for the USA.

Citadel Mall in West Ashley is symptomatic of the larger issues facing malls across America. Its former regional draw has dwindled and it now serves a more local audience. Retail spaces are unleased or underutilized. Rather than see this asset decline, we have studied Citadel Mall and believe it can better serve the community in a revitalized form.

This study envisions a redevelopment of the mall into an open-air, mixed use neighborhood. We have based this concept on built precedents around the country, and believe its overall redesign is feasible under realistic market conditions. While Citadel Mall could go in many different directions for the future, this type of redevelopment would be the highest and best use, creating a place that benefits all residents of West Ashley.



Jacob Lindsey

Director, Design Division

City of Charleston

Department of Planning, Preservation and Sustainability

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ORIENTATION MAP



STUDY BOUNDARY

For this development study, we used the map, displayed at right, as our base. It indicates:

- 1** A site boundary including Citadel Mall properties, its outparcels and the South Park property border Sam Rittenberg Blvd, roughly 120 acres;
- 2** Respecting the existing property lines, including anchor tenant properties which are owned by their parent corporations;
- 3** Preservation of 4 of the 5 existing anchor tenants;
- 4** Respecting adjacent entry drives and lighted intersections to create the best possible entrances to a redeveloped Citadel Mall.



GOALS FOR REDEVELOPMENT

1 DIVERSIFY THE ECONOMY

Rather than a single use, retail mall, the redeveloped property should build a diverse economic base. It should include a mix of regional and local retail, providing neighborhood services in addition to conventional shopping. It should also include office space, located near dedicated structured parking. Finally, the site's location within the region is perfect for additional hotel uses.

2 BUILD THE PUBLIC REALM

As a part of the redevelopment process, we recommend construction of new spaces for the public, including parks, squares, outdoor dining, a town hall or civic site, and even places for enclosed recreation such as a regionally significant natatorium.

3 PROVIDE HOUSING OPPORTUNITIES

Rather than a simple retail redevelopment, we recommend building a variety of new housing opportunities, most likely in multifamily apartments over retail. The site has capacity for at least 300 residential units and perhaps more, wrapping a central parking garage.

4 CREATE WEST ASHLEY'S DOWNTOWN

Most importantly, the redevelopment should create a new center for West Ashley, with the above mentioned changes. This opportunity could spark larger redevelopment in the area and give West Ashley a better position for competition in the region.



Above: Existing conditions.

CASE STUDIES

Similar redevelopments across America

Mixed use redevelopments have been built successfully across the US. Here are three examples of malls that have undergone similar redevelopment processes.

BELMAR

Lakewood, CO
97 Acres

Formerly known as the Villa Italia Mall built in 1966, the stagnant mall structure was completely demolished in 2002 and split into 22 city blocks. A mix of uses including open air shops, office spaces, green areas, 1,300 residences, and a public arts program replaced the old mall.



MASHPEE COMMONS

Mashpee, MA

Once a common shopping center, Mashpee Commons was redeveloped gradually into a mixed-used complex built to resemble a New England town center. The master plan allows for 365,000 square feet of retail, office, restaurants and 100 housing units but has been recently expanded to include six mixed-use neighborhoods with an open space following New England architecture.



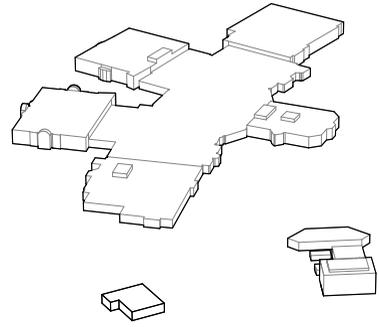
WINTER PARK VILLAGE

Orlando, FL
41 Acres

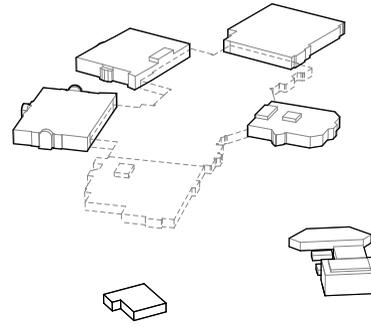
After being one of the biggest enclosed malls in the South at its construction in the early 60's, Winter Park Mall became virtually vacant by 1996. The in-line portion was later demolished leaving only two anchor buildings and was redeveloped to a mixed-used open air complex. Winter Park Village now has a variety of upscale restaurants, shops, and groceries.



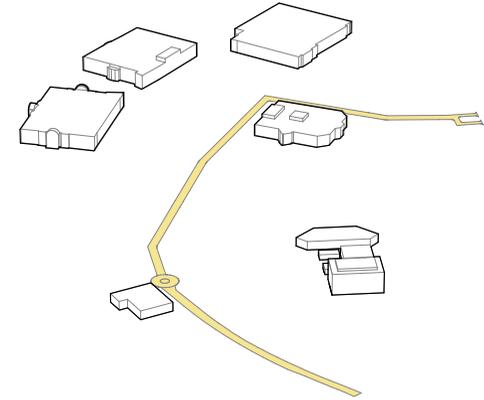
THE REDEVELOPMENT PROCESS



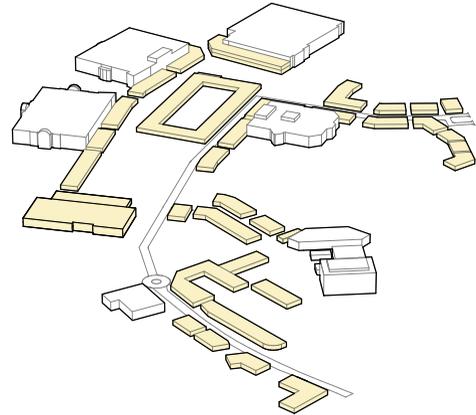
1 EXISTING CITADEL MALL AND SOUTH PARK



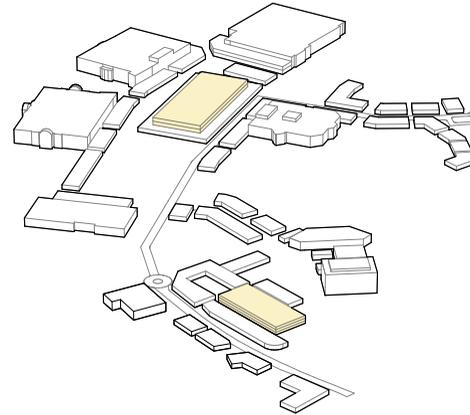
2 REMOVE PORTIONS OF EXISTING MALL



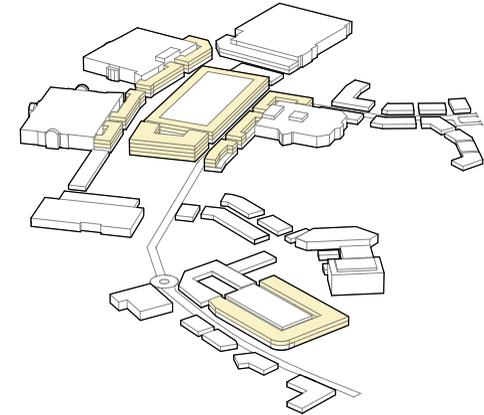
3 CREATE NEW MAIN STREET



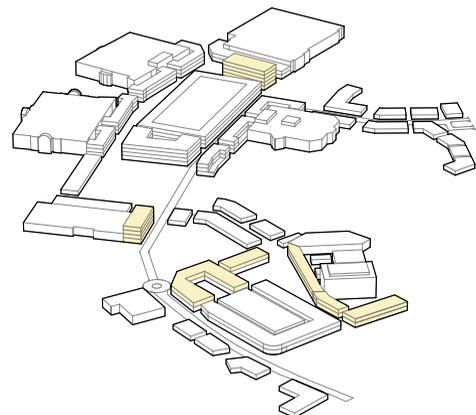
4 NEW RETAIL



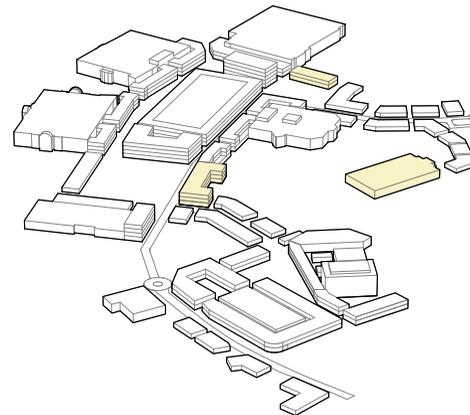
5 PARKING STRUCTURES



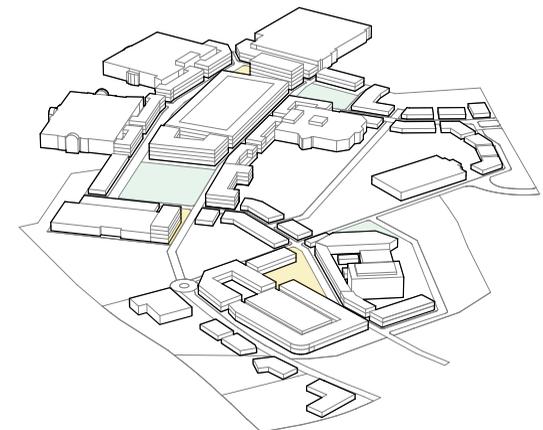
6 RESIDENTIAL ABOVE RETAIL AROUND DECKS



7 OFFICES



8 SPECIAL USES



9 PUBLIC PARKS AND OUTDOOR SPACES

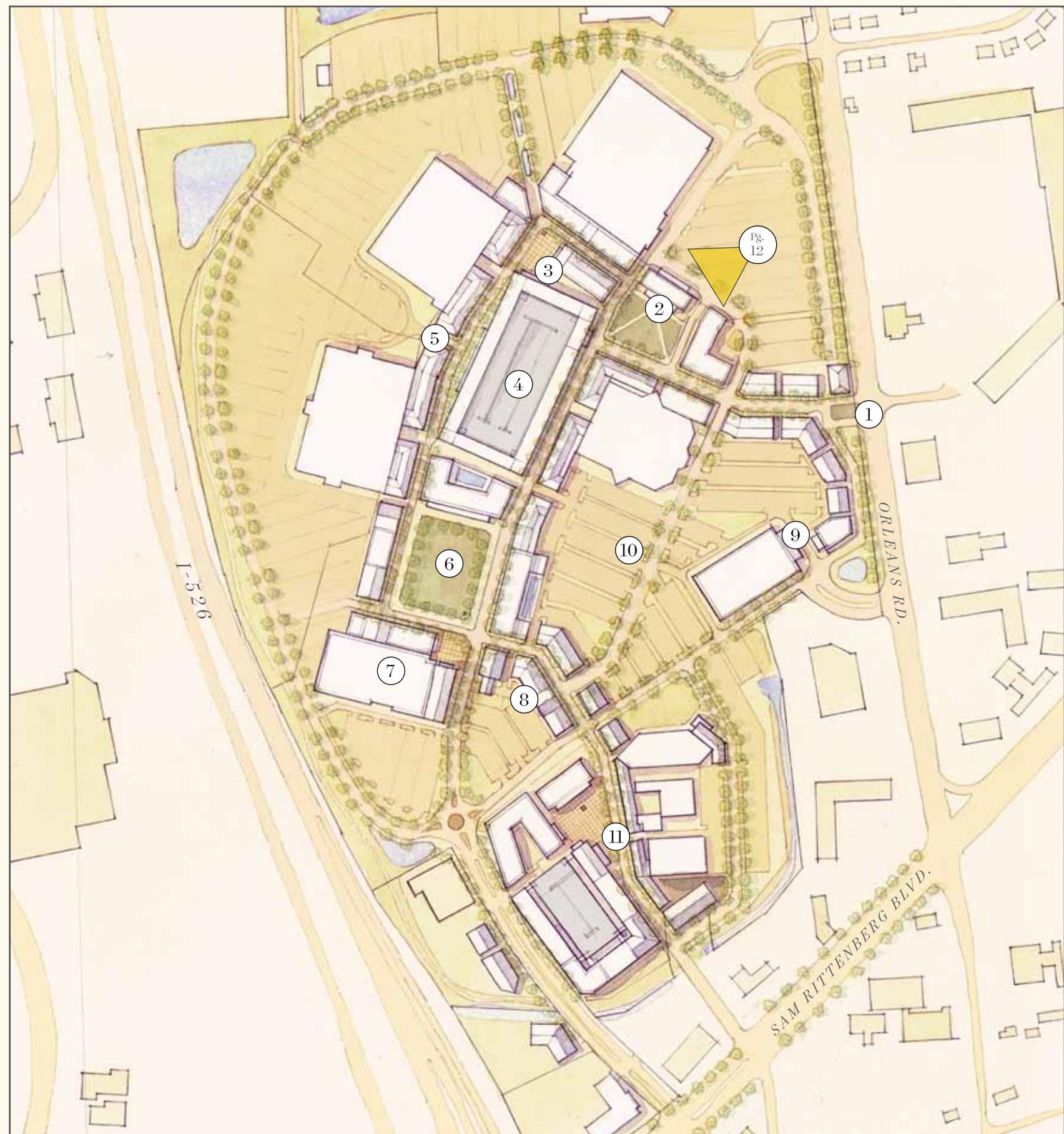
LONG TERM CONCEPT PLAN

New Construction Replaces the Mall

- 1** A new primary entrance aligns with the adjacent shopping center and creates a new main street.
- 2** Public square with space for a civic building, facing both the redeveloped mall and existing parking for Target.
- 3** A detached multi-story office building fronts a small square for restaurants and outdoor dining, located within walking distance to the nearby cinema (located to north, just off image)
- 4** Center parking deck would be wrapped with residences and ground-floor retail.
- 5** Multi-story liner buildings wrap the existing “anchor” retailers to create a great street experience. These should include residential above ground-floor retail.
- 6** A new town green for West Ashley, located on a former anchor tenant location, would be large enough for events and provide a great public space.
- 7** Space for a large-footprint building with additional retail or offices.
- 8** Outparcel retail helps frame the connection to South Park.
- 9** Space for a detached large-footprint building.
- 10** Redesign parking where possible to minimize runoff and introduce natural infiltration methods.

Redevelop South Park

- 11** A small wrapped parking structure, combined with liner buildings, can recreate South Park as a mixed-use destination that works seamlessly with the redeveloped Citadel Mall.





NEW PUBLIC SPACES

This image shows a conceptual view of the redeveloped mall. In the upper left corner is the existing JCPenny, and in the lower right is the existing Target, but the existing mall portion has been redeveloped into a mixed-use, walkable place. At the center is a new wetland park with a new civic building.

Existing Target

Residences above retail

Civic Site or West Ashley Town Hall

Parking deck wrapped with retail and residences



Wetland park

Residences above retail

New main street

A MAIN STREET

This redevelopment scenario creates a series of streets, but has one single main street as the primary shopping avenue, anchored on either end by a major public park. This view is shown looking south from the wetland park, as indicated on the aerial drawing on page 13.

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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.



Mayor

Joseph P. Riley, Jr.

City of Charleston Councilmembers Representing West Ashley

Aubry Alexander
William Dudley Gregorie
James Lewis, Jr.
William A. Moody, Jr.
Dean C. Riegel
Marvin D. Wagner
Perry K. Waring
Rodney Williams

**City of Charleston
Department of Planning, Preservation, and Sustainability**

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Christopher Morgan, Director
Philip Overcash, Senior Planner

Permar Inc.
Diana Permar, Founding Principal
Amy Barrett, Vice President
Vanja Broadwater, Director of Operations

CONTEXT

In the Fall of 2013 several issues impacting West Ashley’s commercial landscape led residents, business owners, public officials and other stakeholders to voice public concern regarding the future of West Ashley. These issues included, but were not limited to, the uncertain future of Citadel Mall, several vacant big box stores, high retail vacancy rates, and the inconsistent quality and appearance of key highway corridors. Acting on these concerns, the City hired market research firm, Permar Inc. to work with city staff to craft a market-driven strategy to address West Ashley opportunities.

The City’s Role

The base of all economic development is investment. When private investment fails to meet a community's particular needs—or, in the case of West Ashley is unable to see existing market opportunities—public investment is necessary. The West Ashley Strategic Plan represents the first phase of this public investment. Through this strategy the City of Charleston intends to:

- Establish a strong vision for the future of West Ashley.
- Provide leadership and direction for critical projects and initiatives.
- Create momentum around and excitement about a new identity for West Ashley.
- Track progress and be accountable for expected outcomes.
- Use the West Ashley Strategic Plan to guide the City’s focus in working with residents and businesses to create a better future for West Ashley.

Expected Outcomes

Suburban revitalization is a dynamic and long-term endeavor. While substantive positive change will not be achieved over night, we expect the West Ashley Strategic Plan to realize the following outcomes.

- Attract new, high quality retail tenants and create better retail experiences.
- Attract professional jobs and high quality professional office development.
- Attract infill residential development.
- Demonstrate demand for better quality retail and public spaces and incentivize private sector investment.
- Encourage the redevelopment of vacant big box stores and fill vacant retail storefronts.
- Stimulate market demand.
- Encourage new thinking about West Ashley’s redevelopment opportunities.
- Inspire individual property owners to participate in revitalizing the area.



STRATEGY #1

Create community partnerships & reactivate civic spaces

The term “tactical urbanism” is used to describe inexpensive, temporary or individual projects that make underutilized places more lively and enjoyable. These programs are usually volunteer-led and address suburban design challenges such as how can large areas of surface parking be better-utilized, how can intersections be made safer for pedestrians and bicyclists, and how might vacant retail and office spaces be filled with temporary, civic-oriented uses.

Building on this idea of bottom-up, experience-based public involvement, the City will craft a community engagement strategy around a series of demonstration projects designed to:

- Reimagine the potential of suburban commercial areas.
- Foster neighborhood & resident interaction.
- Provide guidance & support to residents, volunteers, and project developers.
- Support local businesses.
- Enhance pedestrian safety & resident activities.

This bottom-up, experienced-based public involvement is an approach that is:

- Neighborhood / people-driven
- Action-oriented
- Temporary, transitional, incremental
- Low-cost, economical
- Open to all—merchants, community organizations, business owners, residents
- Creative, reflects diversity
- A proving ground for more capital-intensive endeavors
- Relatable, relevant (not abstract)
- Social, fun



NEXT STEPS

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

How people think of a place is less tangible but as important to value enhancement as more tangible elements. A positive image elevates real estate values, garners better rental rates, attracts high quality tenants and visitors to the area, and leads to higher occupancy rates for retail and office space. Improving West Ashley's image is both a specific component of the West Ashley Strategic Plan as well as an expected outcome of the other strategies. Projects and policies specifically designed to improve West Ashley's image include:

Public Visioning & Brand Identification

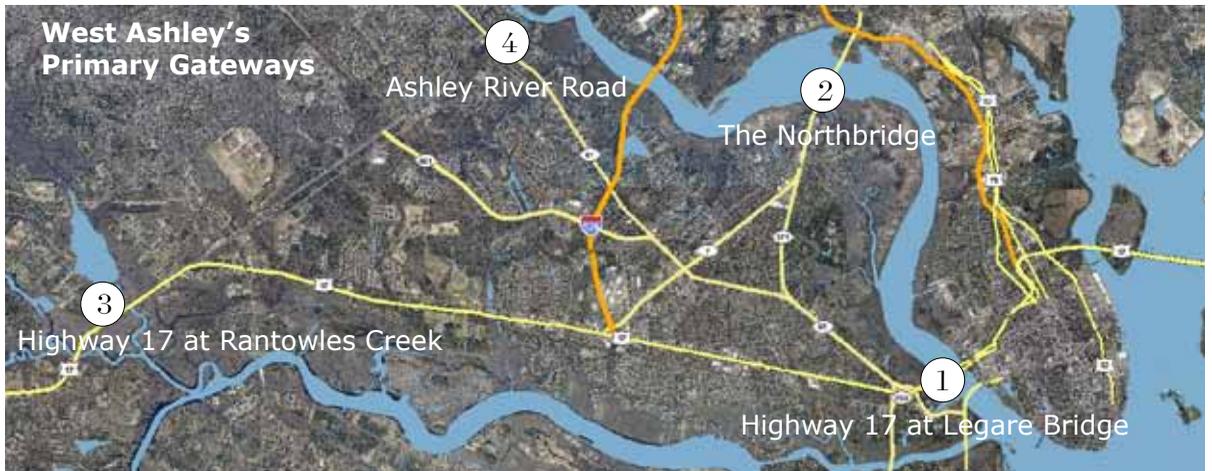
In order to better understand what residents of West Ashley consider its unique attributes, the City will solicit public input in a variety of ways—online, in-person, at public meetings—about what makes West Ashley a unique place to live, residents' pride points and what would make it better. Community input will contribute to the creation of ways to communicate West Ashley's unique points of differentiation and aspirations and a new visual identity for West Ashley.

Identify & Enhance Gateways

Because West Ashley is not an incorporated municipality but rather a large area within the City of Charleston, its boundaries are indistinct. Identifying and enhancing West Ashley's gateways will help define West Ashley's limits and specific geography.

Signage & Landscape Improvements

The City will update and strengthen signage, landscape and building form guidelines/ordinances along West Ashley's key highway corridors.



NEXT STEPS

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

Redevelopment of the Citadel Mall property as a mixed-use, pedestrian-oriented center represents an unusual opportunity to create a quality destination for West Ashley residents, workers, and visitors to the area. The successful redevelopment of this property will create meaningful momentum in establishing a new identity for West Ashley, induce subsequent, like-kind development in the surrounding area and become a significant catalyst for change along the entire Sam Rittenberg Corridor.

Conceptual Plan

To inspire new thinking about this important West Ashley landmark the City Design Division has proposed a new vision for Citadel Mall. This reimagined Citadel Mall retains the existing footprint—including four of the five anchor tenants and a similar inline retail square footage. This conceptual plan replaces interior retail with an outdoor, pedestrian-oriented streetscape, transforming the mall into a Main Street-style shopping experience. The addition of three stories of apartments and offices above ground floor retail will give 24/7 life to the street.



Civic uses are a key element of the reimagined Citadel Mall. Public facilities like a West Ashley Town Hall, public squares and plazas, a natatorium, and a perimeter walking and biking trail make the area inviting and useful for residents well beyond the single-purpose retail spaces.

A new entrance on Orleans Road aligns with West Ashley Shoppes across the street and creates the opportunity for a more prominent entry and a safer, signalized intersection.

Citadel Mall Conceptual Redevelopment Program

Retail

| | |
|-------------------|------------------------------|
| Anchor Stores | 620,500 square feet |
| Inline Retail | 327,400 square feet |
| South Park Retail | 71,900 square feet |
| <i>Total</i> | <i>1,019,800 square feet</i> |

Residential

| | |
|--------------|------------------|
| Citadel Mall | 330 Units |
| South Park | 80 Units |
| <i>Total</i> | <i>410 Units</i> |

Office

| | |
|---------------------|----------------------------|
| Citadel Mall | 96,000 square feet |
| South Park Existing | 143,500 square feet |
| South Park New | 118,600 square feet |
| <i>Total</i> | <i>358,100 square feet</i> |

Hotel

160 Rooms

Additional Uses

| | |
|------------------|----------------------------|
| Civic/ Town Hall | 10,000 square feet |
| Grocery Store | 54,000 square feet |
| Natatorium | 140,000 square feet |
| <i>Total</i> | <i>204,000 square feet</i> |

Public Spaces

4 acres



NEXT STEPS

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 Rittenberg Corridor

Sam Rittenberg Boulevard functions as West Ashley's de facto Main Street. The corridor includes over 1 million square feet of commercial space. Nearly 10,000 employees work in this area and approximately 10,000 residents call it home. Yet with limited pedestrian facilities, design standards or landscaping, the boulevard is not consistently inviting nor does it facilitate, enable or take advantage of the social connections and community life that happens around it. A Sam Rittenberg Corridor Revitalization Plan will establish a vision for this important West Ashley corridor and provide a framework to market opportunities that are not visible today.

The following sequence of existing development transitioning to intermediate and complete redevelopment demonstrates how introducing residential and office uses to the existing retail would create a fully functioning main street, provide more places for public events and neighbors' chance encounters, and enhance real estate values.



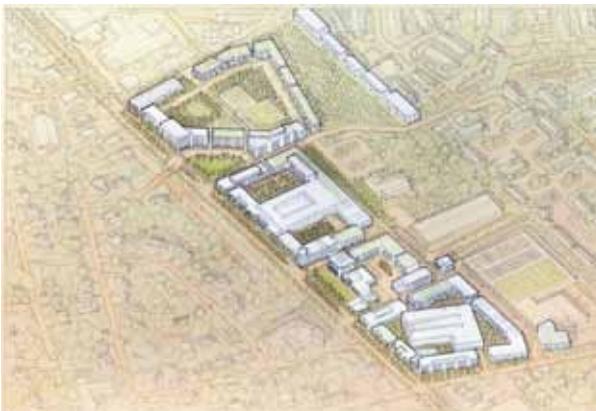
Existing Development

This typical Sam Rittenberg block, located at the intersection of Ashley Hall Road and Sam Rittenberg Boulevard, is an example of under utilized strip retail with significant redevelopment potential. Redevelopment that introduces residential and office uses to the existing retail would create a fully functioning main street, provide more places for public events and neighbors' chance encounters and enhance real estate values.



Intermediate Redevelopment

New and mixed use buildings can be added while keeping many existing buildings in place by using existing surface parking. New public squares on Sam Rittenberg can be created to provide better entrances into residential neighborhoods 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 higher densities. Two, three and four-story buildings surrounding interior park spaces are good places to live and work.

Remaking the Corridor

Today roughly 29,000 cars travel the Sam Rittenberg corridor daily. The six- to seven-lane road is built to carry approximately 45,000 cars a day. Given this excess capacity, Sam Rittenberg and its ample right-of-way provide an opportunity to

add pedestrian and bike facilities, beautify the corridor and fix key intersections. The regained space could be used to improve the look and function of the street with less asphalt and more plantings.



Before (left) and after (right) images of Bridgeport Way in University Place, WA



Before (left) and after (right) of La Jolla Boulevard in San Diego, CA

NEXT STEPS

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.

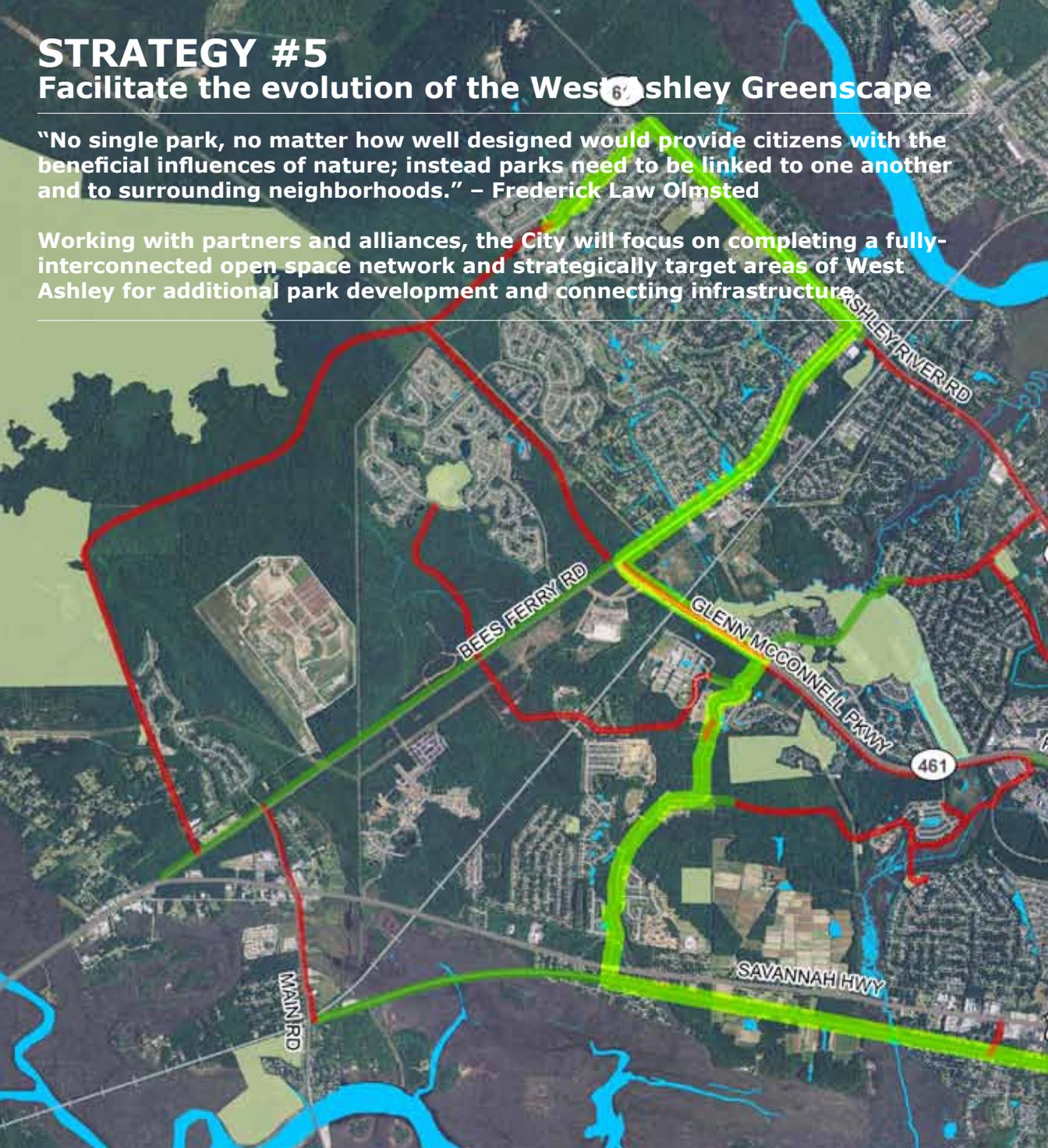
Develop creative financing tools and zoning changes to attract / induce private sector investment in properties along Sam Rittenberg Blvd.

STRATEGY #5

Facilitate the evolution of the West Ashley Greenscape

“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

Working with partners and alliances, the City will focus on completing a fully-interconnected open space network and strategically target areas of West Ashley for additional park development and connecting infrastructure.



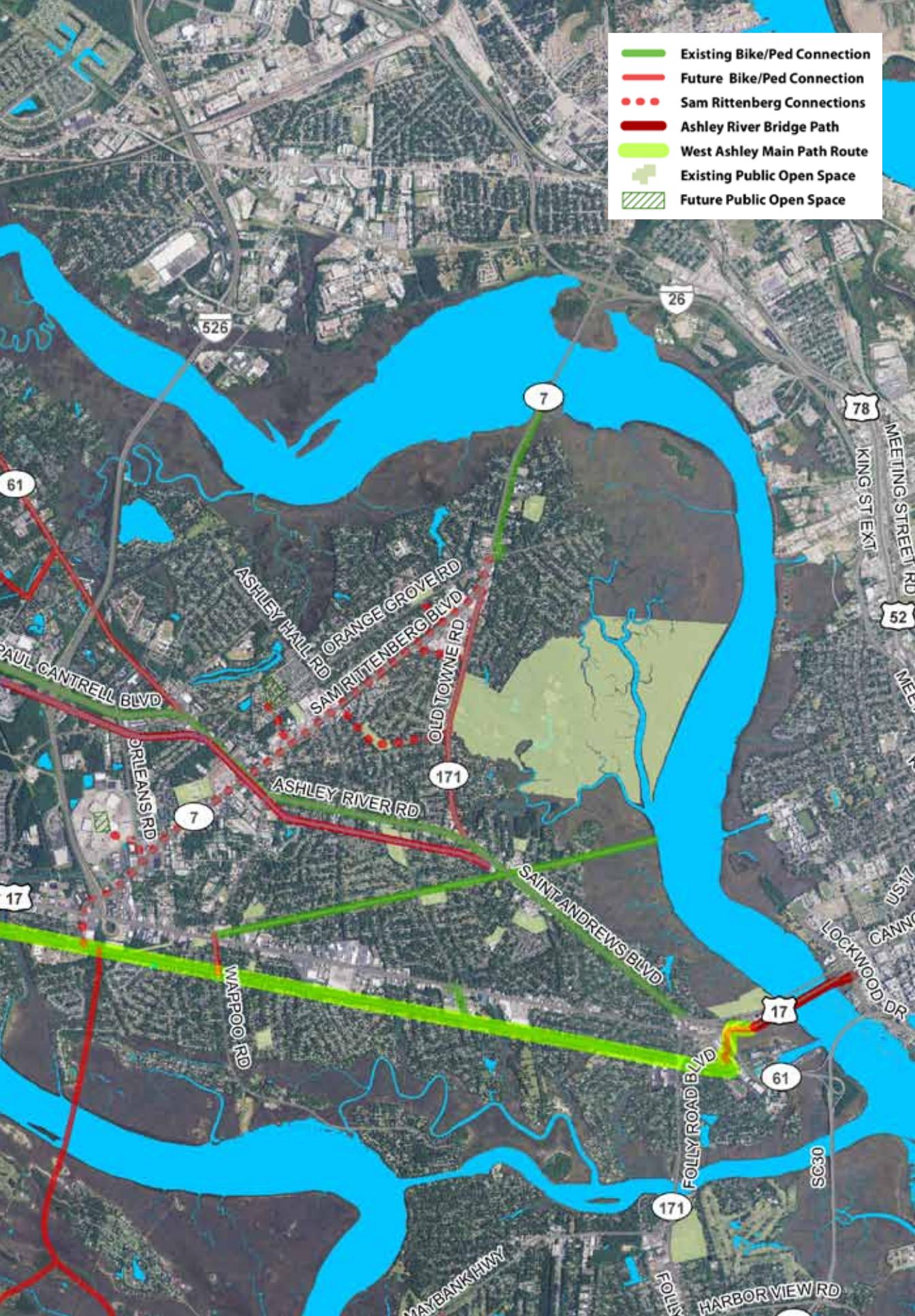
NEXT STEPS

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.

- Existing Bike/Ped Connection
- Future Bike/Ped Connection
- Sam Rittenberg Connections
- Ashley River Bridge Path
- West Ashley Main Path Route
- + Existing Public Open Space
- Future Public Open Space



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 the Sam Rittenberg 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 Blvd.

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.

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



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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.

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WEST ASHLEY ECONOMIC DEVELOPMENT STRATEGY PHASE I: REGIONAL POSITIONING



DISCUSSION DRAFT

prepared for city of charleston april 2014
prepared by permar inc.

STUDY OBJECTIVES

Phase 1: West Ashley regional positioning

Review regional economic and demographic fundamentals

Review regional market indicators for office and retail primarily, other uses implicitly

Identify expected regional demand for commercial uses in the next 10 years

Analyze implications for West Ashley



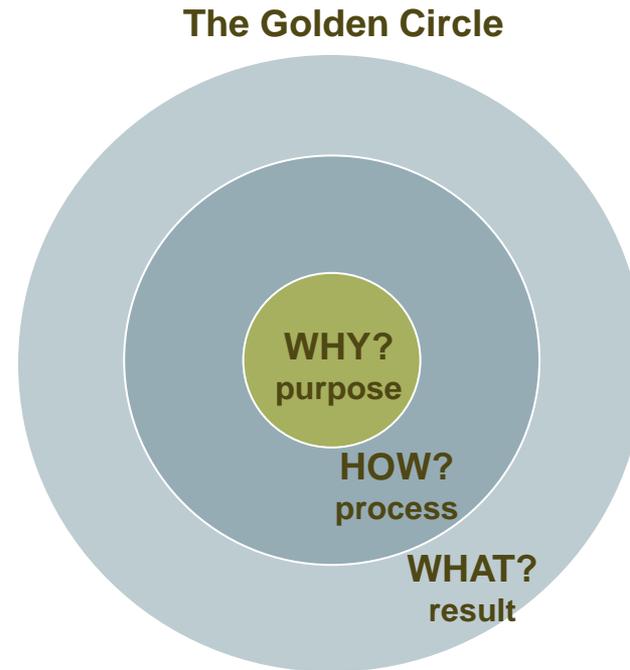
STUDY OBJECTIVES

The Golden Circle: start with “why” to inspire cooperation, trust & change
Most people communicate from the outside in

Why?

How?

What?



Source : Simon Sinek, "Start with Why: How Great Leaders Inspire Everyone to Take Action."

STUDY OBJECTIVES

Start with Why?

People don't buy what you do, they buy why you do it



STUDY OBJECTIVES

Why – A pragmatic roadmap for sustainable economic growth

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.

MACRO TRENDS: DEMOGRAPHICS

Emerging importance of quality of life

Demographics accelerating a trend already underway

Generations/dominant age cohorts – Boomers & Gen Y both demand greater convenience, walkability, nearby amenities

Smaller household size, increase in non-traditional households & trends like delaying marriage, postponing children, etc.— without nuclear family, primary motive to move to “the ‘burbs” is diminished

Homeownership declining



Source : pbworld.com.

MACRO TRENDS: WALKABILITY

Walkability is increasingly important to how people evaluate places
Recent CEOs for Cities study shows walkability increases home values

Health & Well-being

Average resident of a walkable neighborhood weighs 6-10 pounds less

Estimate that for every 10 minutes in a daily car commute, time spent in community activities falls by 10%.

Environment

Feet are zero-pollution transportation

82% of CO2 emissions are from burning fossil fuels

Finances

Cars are the second largest household expense in the US

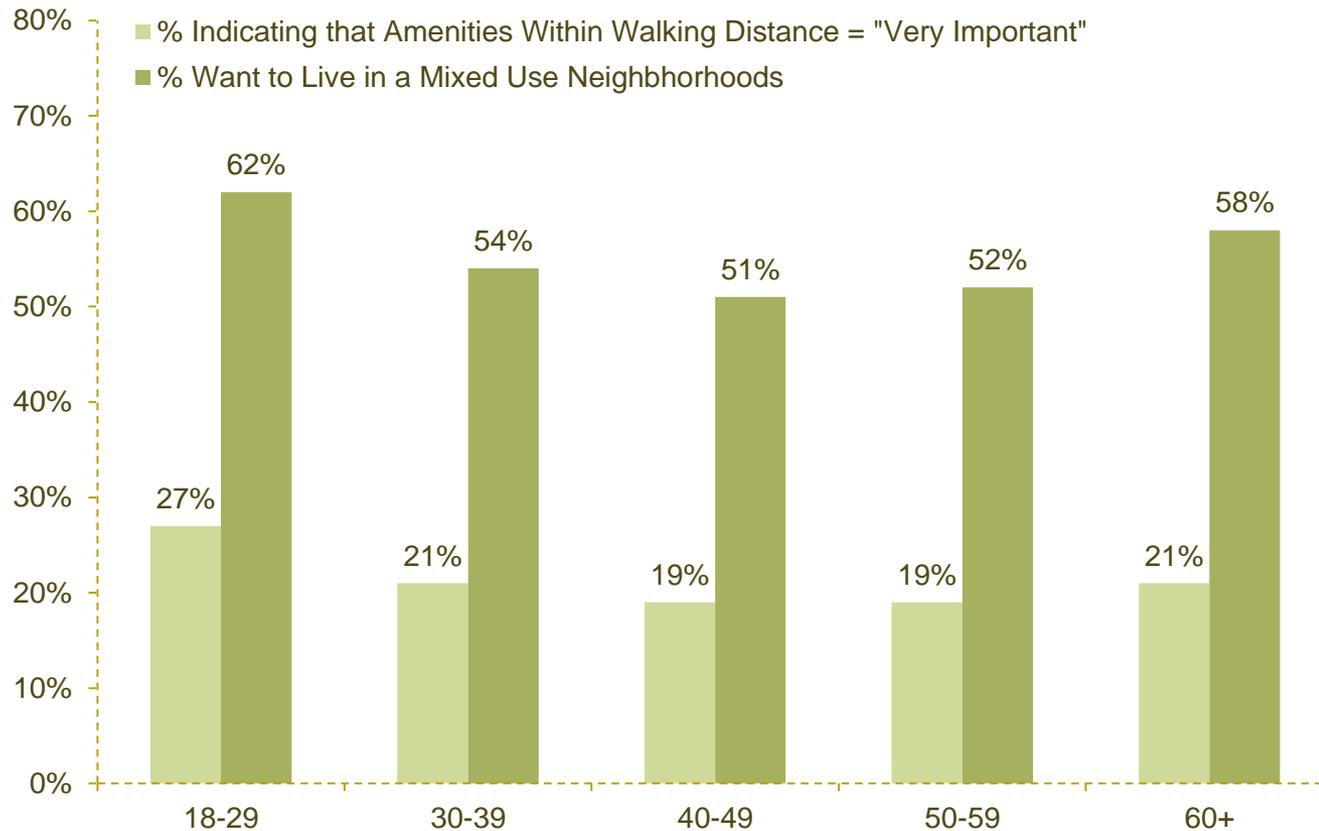
1 point increase in WalkScore correlates to increase in residential value (from 2% in Dallas to 12% in Charlotte)

Source: WalkScore.com; Permar, Inc.; April 2013.



MACRO TRENDS: WALKABILITY

Demand for greater convenience & accessibility Especially for Boomers/Retirees & Gen Y



Source: National Association of Home Builders; The Demand Institute; The Conference Board; Permar, Inc.; April 2013.

MACRO TRENDS: RETAIL

Growth in online retail sales Reducing demand for real estate

Elevates importance of the shopping experience; less utilitarian; more experiential; 61% of Gen Y view shopping as an entertainment

Mixed-use destinations with eating & drinking places, parks, Wi-Fi-enabled are more resilient; less susceptible to online competition



Source: NRF Foundation; Forester Research; IBM; NYU Stern School of Business;

Note: Online retail sales is defined as purchasing items via a web transactions.

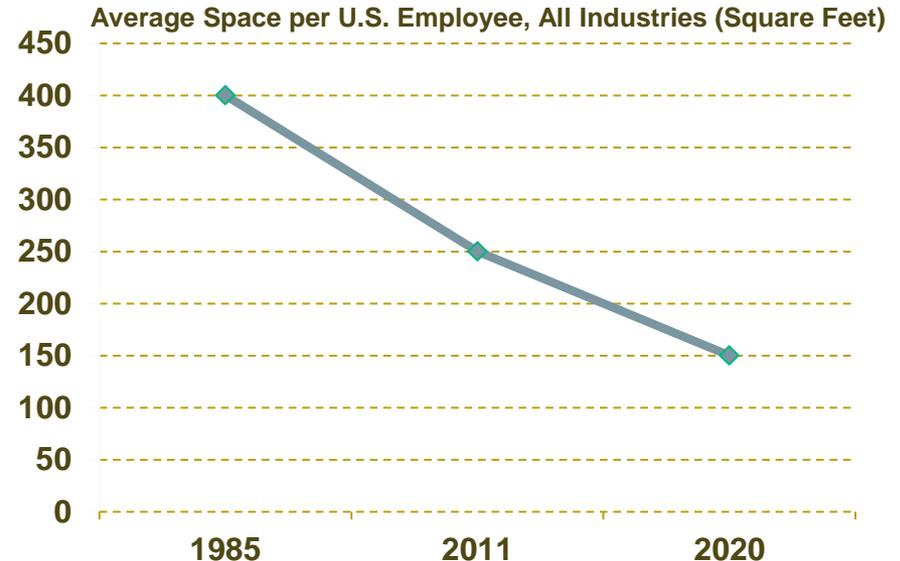
MACRO TRENDS: OFFICE

Traditional office square footage requirements decreasing Office space demand lagging office employment growth

Traditional office users maximizing space
Space/worker declining
Forecast to drop ~ 14% from 2012 to 2017

Locational amenities important to attracting talent; place-based recruitment (e.g. RTP struggling to retain/recruit talent)

Emergence of non-traditional office environs; location-independent work
Less expensive to be independent than it used to be
Rise of 1099 economy
Co-working, collaborative work spaces

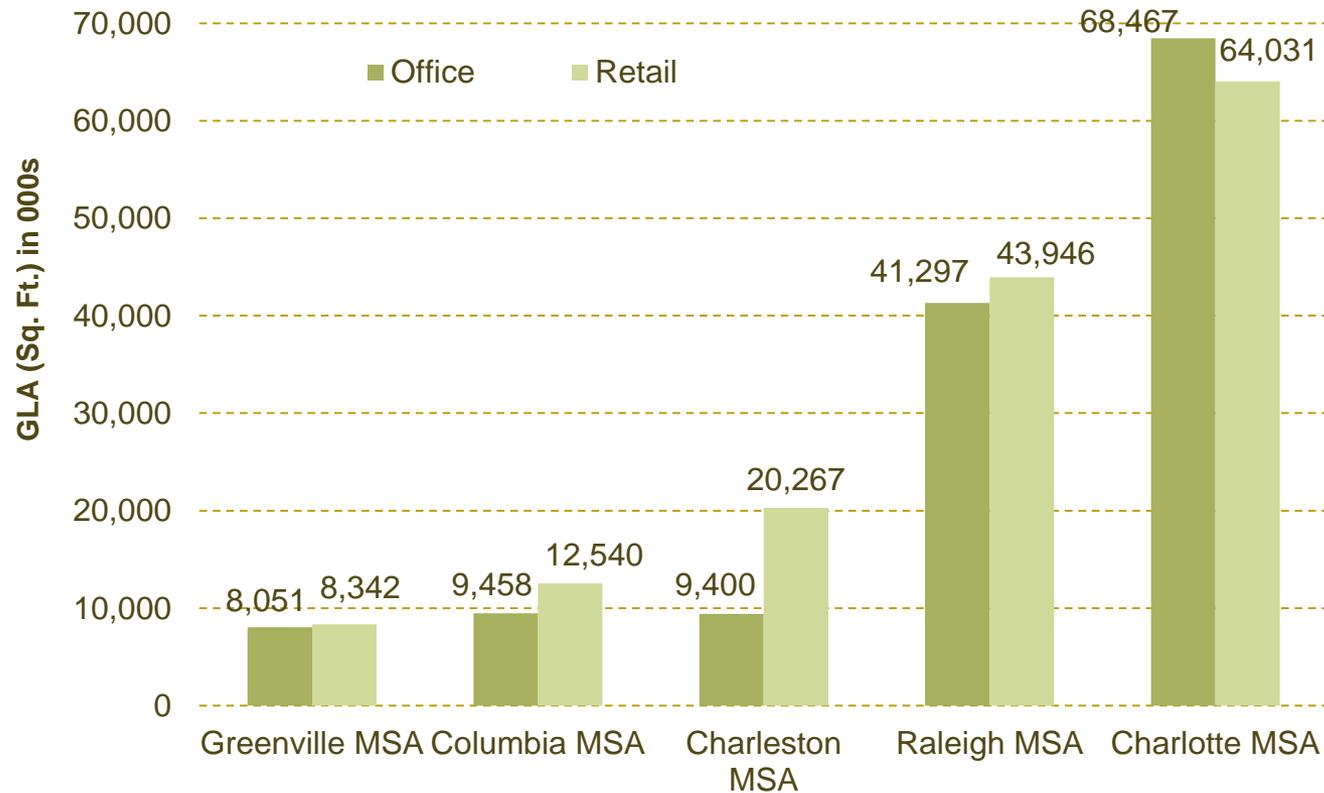


Source: Jones Long LaSalle.

REGIONAL CONTEXT

Charleston commercial inventory

Raleigh is about 3x & Charlotte is nearly 5x bigger than Charleston



Source: Avison Young; Colliers International; Permar Inc.; February 2014..

REGIONAL CONTEXT

Commercial development has followed residential & employment growth
 Follows infrastructure from downtown out highway 17 in both directions & up I-26

Summerville
 Office: na
 Share: na
 Retail: 2.8M
 Share: 14%

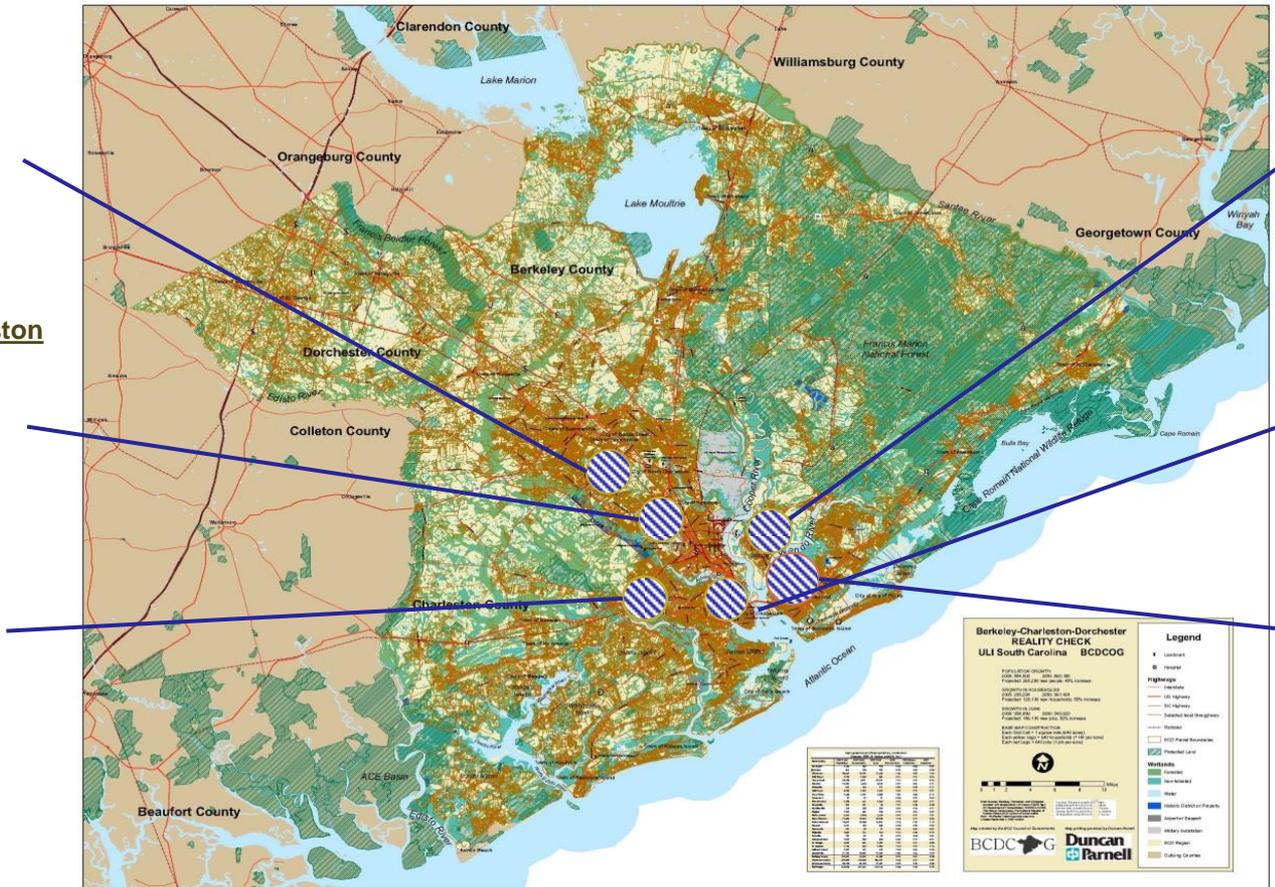
North Charleston
 Office: 3.7M
 Share: 40%
 Retail: 5.7M
 Share: 28%

West Ashley
 Office: 1.2M
 Share: 13%
 Retail: 4.5M
 Share: 22%

Daniel Island
 Office: 1.2M
 Share: 13%
 Retail: na
 Share: na

Downtown
 Office: 1.7M
 Share: 18%
 Retail: 1.4M
 Share: 17%

Mount Pleasant
 Office: 1.6M
 Share: 17%
 Retail: 3.5M
 Share: 17%

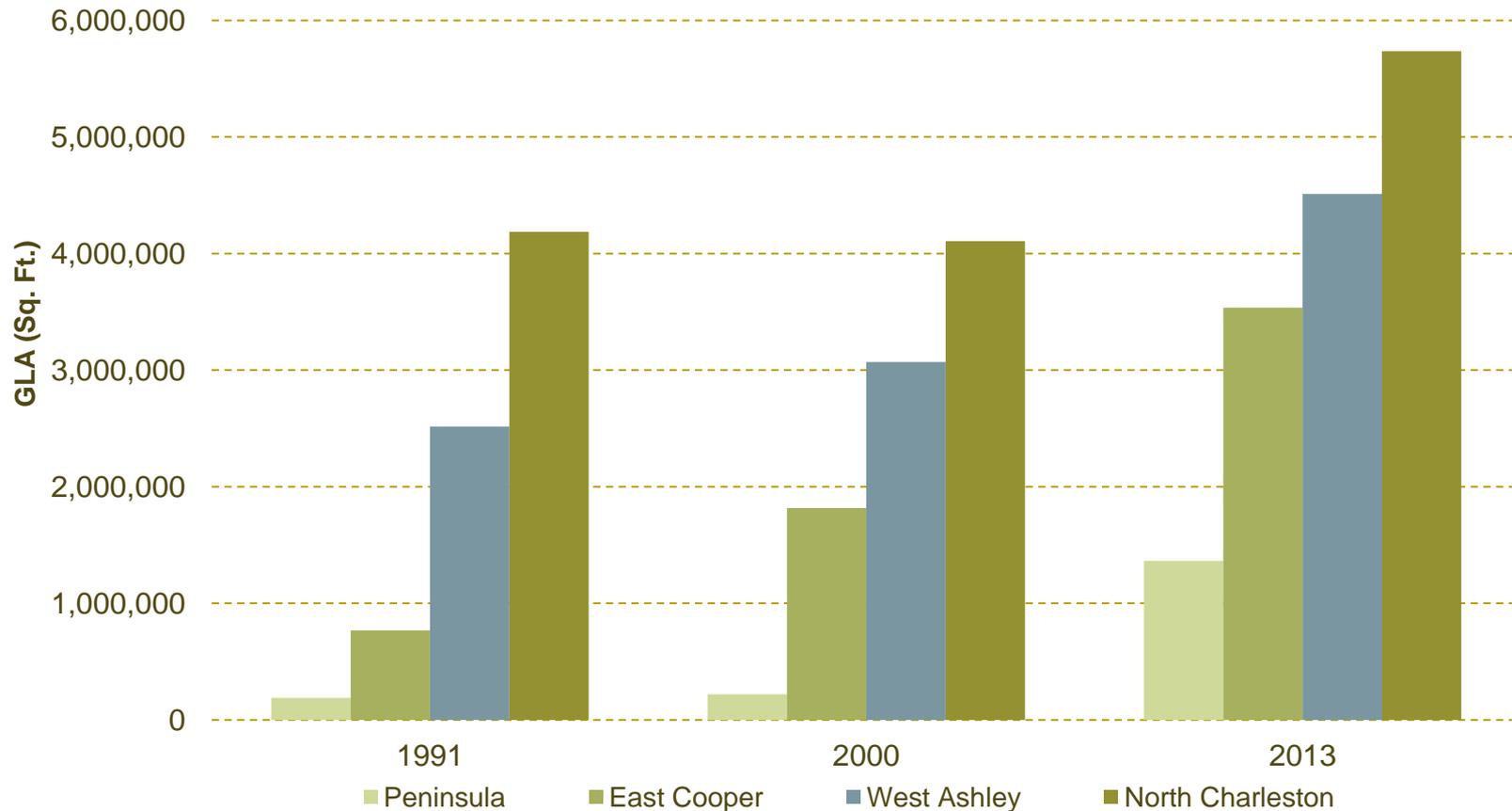


Source: Avison Young; Q4 2013; Permar Inc; February 2014.

REGIONAL CONTEXT

Charleston MSA retail inventory: 20M SF

West Ashley share: 4.5M; 20% of the region

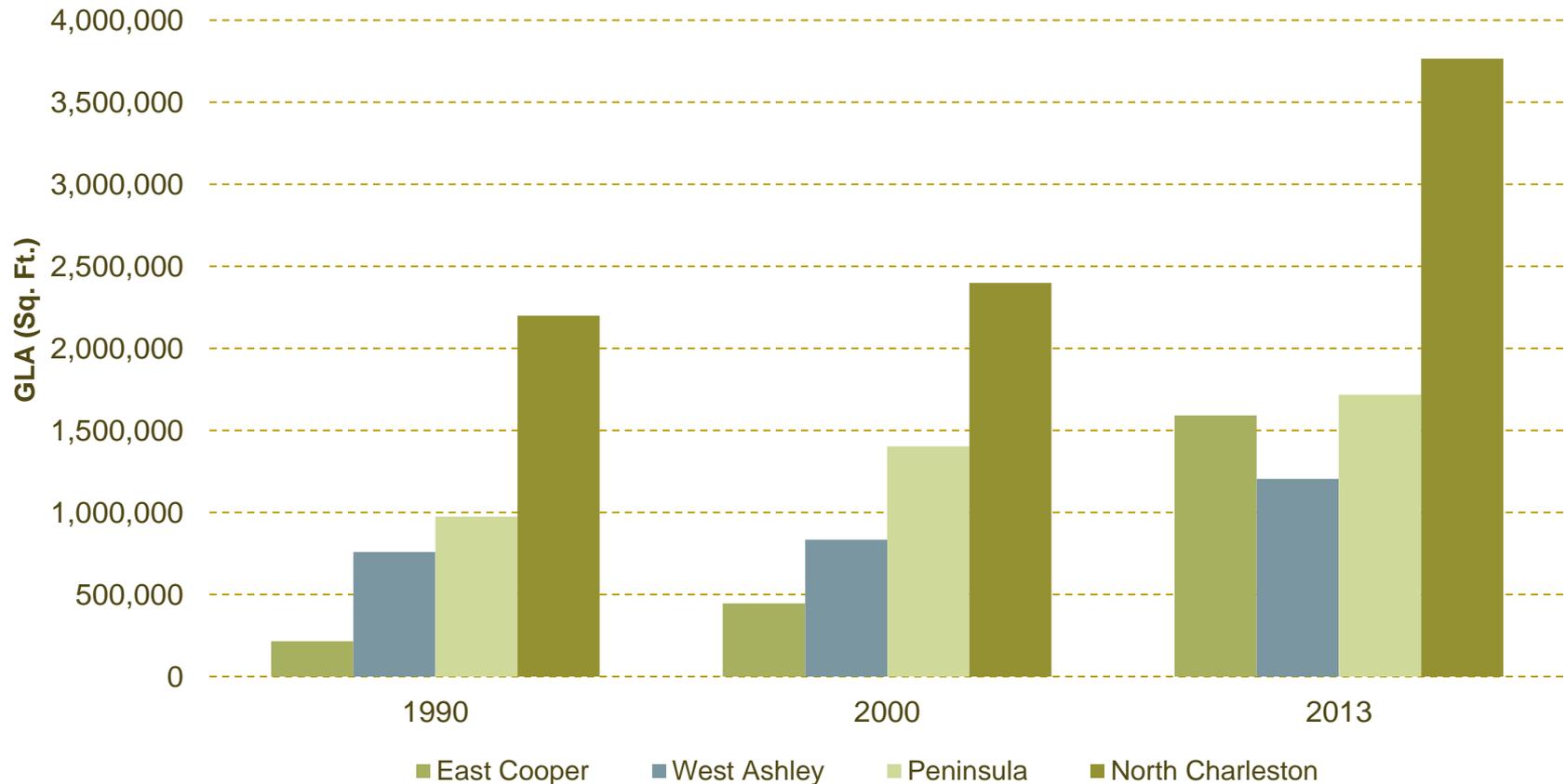


Source: Avison Young; Permar Inc., February 2014.

REGIONAL CONTEXT

Charleston MSA office inventory: 9.4M SF

West Ashley office inventory: 1.2M; 13% of the region



Source: Avison Young; Permar Inc., February 2014.

REGIONAL CONTEXT

Charleston has four suburban retail centers, totaling 3M SF

Comparative demographics within 6-miles

| | Citadel Mall | Northwoods Mall | Tanger Outlets | Mt. Pleasant Town Center |
|-------------------------------|--------------|-----------------|----------------|--------------------------|
| Population, 2013 | 167,800 | 187,600 | 170,000 | 91,600 |
| Household Growth, 2013 - 2018 | 5,100 | 6,500 | 4,800 | 3,200 |
| % Change, 2013 - 2018 | 8% | 10% | 7% | 9% |
| Average HH Income, 2013 | \$69,700 | \$65,100 | \$61,600 | \$135,000 |
| Owner | 50% | 60% | 50% | 70% |
| Renter | 50% | 40% | 50% | 30% |

Source: ESRI Business Analyst; Permar Inc., February 2014.

REGIONAL CONTEXT

Charleston regional centers: geographic reach of 6-mile radii

Significant competition for population surrounding Citadel Mall

Citadel Mall

Region's largest & 2nd oldest mall
Competes with Downtown, Tanger, & lower suburbs

Mount Pleasant Town Center

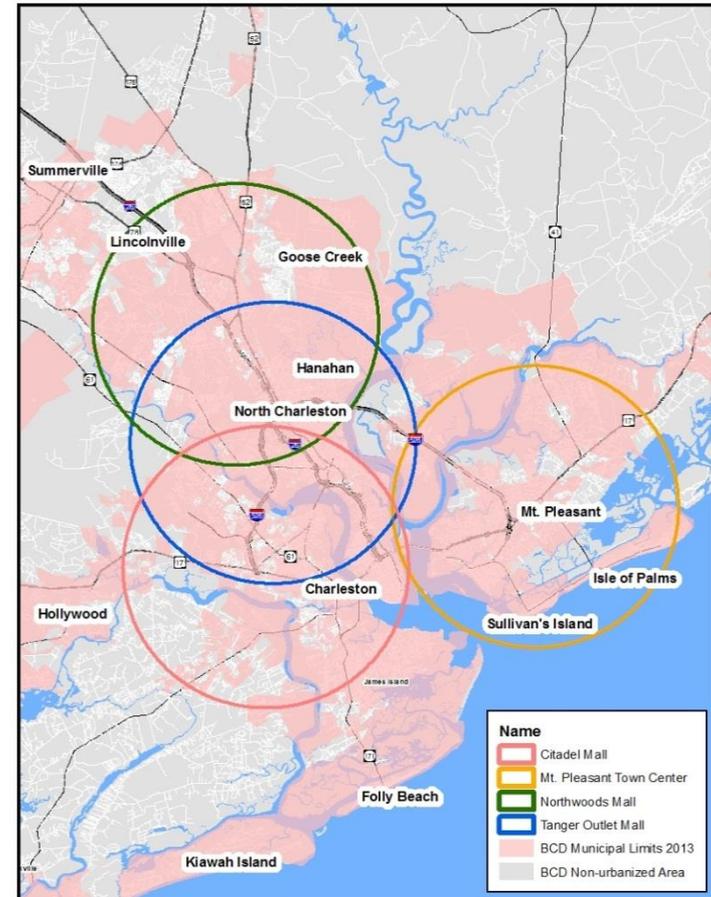
Captive audience with high HHI
Little immediate competition

Tanger Outlets

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

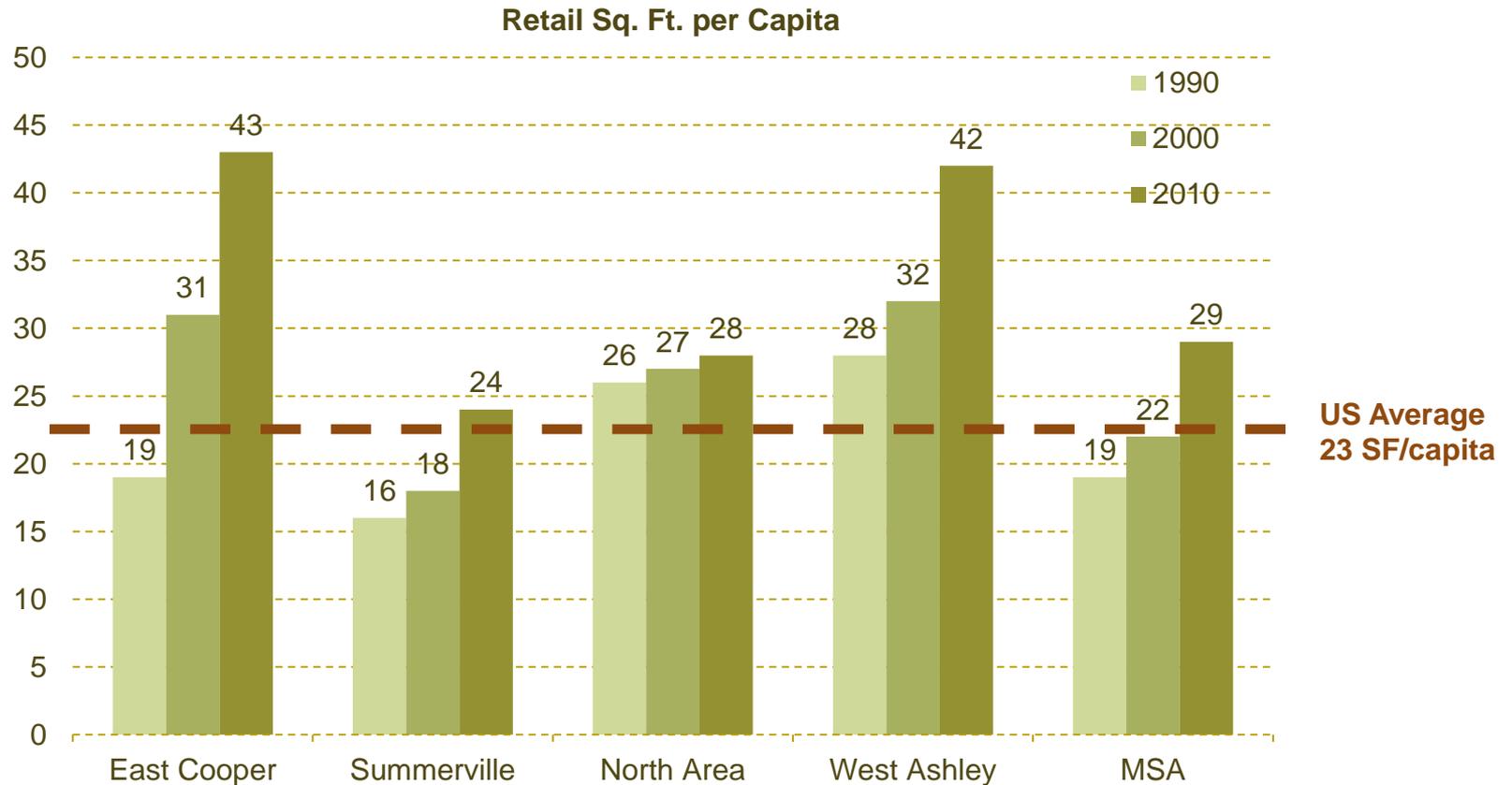
Northwoods Mall

Center of suburban population
Less competition from Downtown, Mt. Pleasant
Close to suburban employment



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

Residential growth continues to move up I-26

Household growth is a key indicator for future commercial development

Retail demand locational criteria

Concentration of disposable income (residents, employees, visitors)

Strong visibility & road frontage

Clear competitive edge & market identity

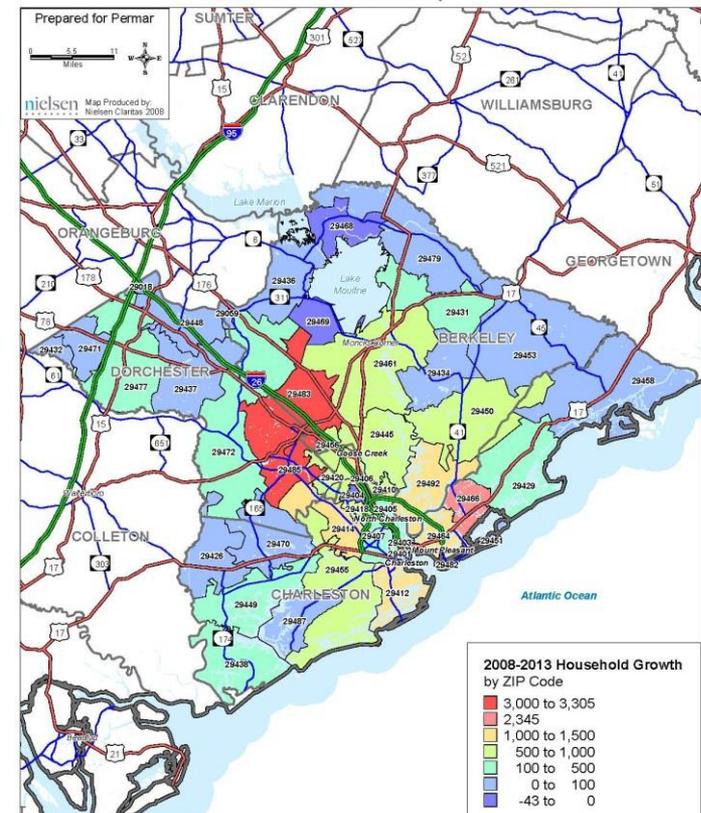
Office demand locational criteria

Access to qualified labor pool

Nearby convenience; supporting retail & services

Pedestrian-scale amenities

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



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

DEMAND POTENTIALS: OFFICE

Industry standard approach: demand from “office workers”

Estimated demand: +/- 3M SF office over the next 10 years; approx. 300,000 SF/ year

| Industry | Employment Growth 2014 - 2024 | % Office Users ⁽¹⁾ | Estimated SF/User ⁽¹⁾ | Projected Regional Demand |
|----------------------------------------------|-------------------------------|-------------------------------|----------------------------------|---------------------------|
| Finance | 3,199 | 80% | 150 | 383,880 |
| Professional Services | 9,359 | 87% | 150 | 1,221,350 |
| Information | 790 | 65% | 150 | 77,025 |
| Real Estate | 3,351 | 80% | 150 | 402,120 |
| Management | 835 | 87% | 150 | 108,968 |
| Administration | 7,293 | 87% | 100 | 634,491 |
| Education Services | 1,662 | 52% | 100 | 86,424 |
| Health Services | 12,819 | 52% | 100 | 666,588 |
| Subtotal | | | | 3,580,845 |
| Total Demand with Adjustments ⁽²⁾ | | | | 3,043,718 |
| Annual Average SF | | | | 304,372 |

⁽¹⁾ Based on industry standards.

⁽²⁾ Adjustments for: Frictional Vacancy, +5%
Replacement Demand, +10%
Work-from-home/Self-employed, -30%

Source: Woods & Poole Employment Forecast; Permar Inc.; February 2014.

DEMAND POTENTIALS: RETAIL

Industry standard approach: demand from new HH buying power

Estimated demand: +/- 4M SF retail over next 10 years; approx. 400,000 SF / year

| | Existing Households 2014 | New Households 2014 - 2024 |
|--------------------------------------|-----------------------------|-------------------------------|
| Households | 287,270 | 57,072 |
| Avg. HH Income | \$65,112 | \$65,112 |
| Gross HH Income | \$18,704,724,240 | \$3,716,072,064 |
| % Spending, Retail Goods & Services | 27% | 27% |
| Sales/SF | \$250 | \$250 |
| Supportable SF | 20,201,102 | 4,013,358 |
| Current Regional GLA, 2013 | 20,226,824 | - |
| Projected Retail Demand, 2014 - 2024 | | |
| Total Retail SF | | 4,013,358 |
| Average Annual | | 401,336 |

Source: Neilson Claritas; BLS Consumer Expenditures Survey; Permar Inc.; February 2014.

DEMAND POTENTIALS: RETAIL & OFFICE

Regional timeline approach: “ground-truth” theoretical

Retail demand: +/- 4.6M SF over next 10 years; approx. 460,000 SF/year

Office demand: +/- 2.7M SF over next 10 years; approx. 270,000 SF/year

| | Historic Growth 1991 - 2013 | | Projected 2014 - 2024 | |
|-----------------------------|--------------------------------|-------------|--------------------------|-------------|
| | Total | Avg. Annual | Total | Avg. Annual |
| Population & HHs | | | | |
| Population | 182,600 | 8,300 | 125,500 | 12,600 |
| Households | 95,500 | 4,400 | 57,100 | 5,700 |
| Employment | | | | |
| Total Employment | 133,600 | 6,100 | 77,000 | 7,700 |
| Payroll Employment | 95,000 | 5,200 | 38,400 | 3,800 |
| Commercial GLA (SF) | | | | |
| Retail | 10,407,100 | 473,000 | 4,565,800 | 456,600 |
| Office | 5,438,700 | 247,200 | 2,685,200 | 268,500 |

Source: Avison Young; Woods & Poole Economics; Moody's Analytics; Permar Inc.; February 2014.

DEMAND POTENTIALS: WEST ASHLEY

West Ashley’s “fair share” of regional demand

Discussion: induce better quality growth & influence where it goes perhaps more important than capturing more SF

| Demand Potentials 2014 - 2024 | | |
|----------------------------------|------------------------------------------------------|------------------------------------------------------|
| | Office | Retail |
| Regional Demand | 3M GLA +/- 300,000 per year | 4.5M GLA +/- 460,000 per year |
| West Ashley Capture | 300,000 – 360,000 SF +/- 30,000 – 36,000 per year | 400,000 – 480,000 SF +/- 40,000 – 48,000 per year |

Source: Permar Inc.; February 2014.

OBSERVATIONS: CORRIDORS

Focus on 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 & redevelopment of retail & office uses

Identify areas for potential visible greenways & bikeways

OBSERVATIONS: GENERAL

West Ashley lives better than it presents itself from major highways
In general, quality of the neighborhoods exceeds the quality of commercial areas

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.

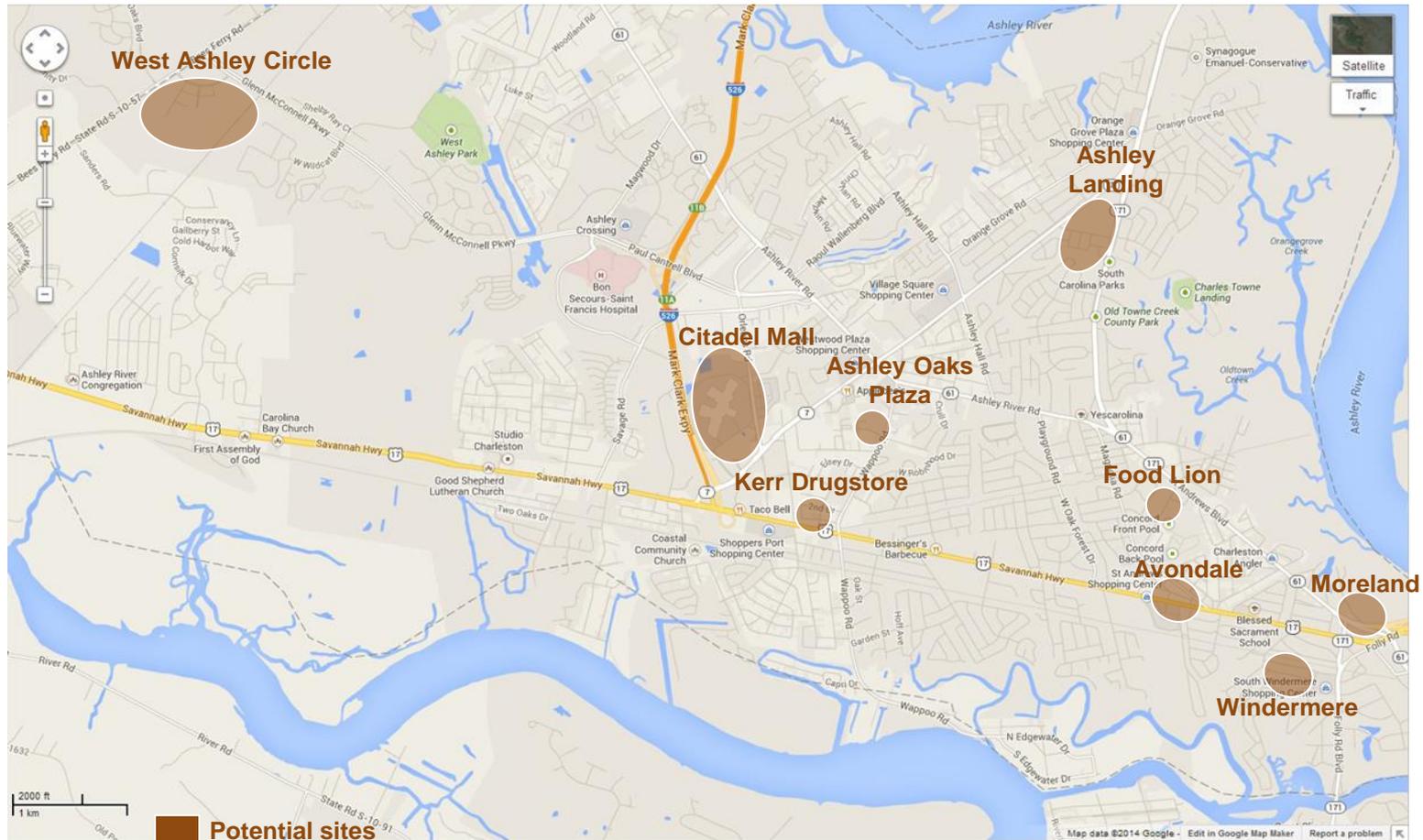
The immediate need is to create a narrative for the future that will help owners/developers to attract high quality tenants and businesses.

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.

NEXT STEPS

Site-specific analysis

Identify investment ready places & prioritize



city of
charleston



west
ashley

GREENWAY

master plan 2009



West Ashley Greenway Masterplan

Charleston, SC
September 2009

urban edge studio
501 Wando Park Boulevard, Suite 200
Mount Pleasant, SC 29464
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a studio of
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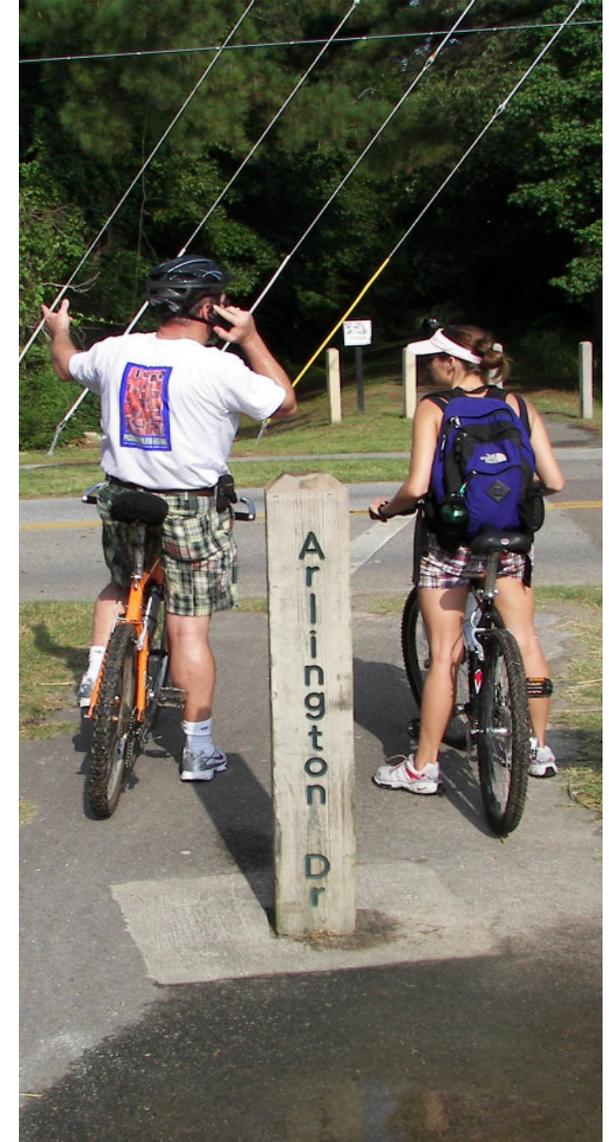
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introduction and process

The purpose of this project is to create a master plan for the West Ashley Greenway that is focused on providing solutions for issues with the existing Greenway while proposing opportunities to improve the future greenway experience. Working with the City of Charleston, a public charrette process was used as a means to discover the greenway's problems and potentials, as well as to gauge public opinion to various solutions and design ideas.

Good planning is not a “band-aid”. Good planning is inclusive in its process and thorough in its execution. Good planning provides creative but pragmatic solutions. Real solutions are not only embraced by the citizens of the community but are in fact derived from a participatory process with the public. The solution is of the community, not dictated to it.

A strong collection of ideas were generated during the charrette. These ideas were then discussed with the City of Charleston, evaluated, honed, and are now tailored into design recommendations that can be found within this document. The design recommendations are implemented and achievable; some immediately and some incrementally.

They are all capable of becoming real and bringing about positive change.

The Team would like to thank the Citizens of West Ashley and the City of Charleston, The team would like to extend a special thanks to business and home owners located near the greenway for their involvements and contributions to the process.

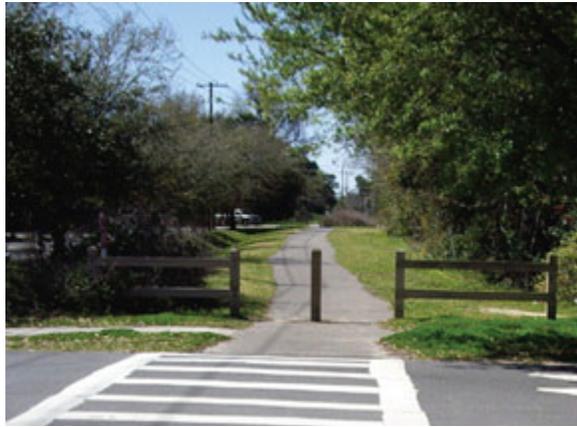


Trail Inventory and Assessment

A few weeks before the public charrette, the design team met with members of the city staff to ride the length of the greenway. Along the trail the team looked for both positive and negative attributes of the existing conditions.

After a few miles our water supply began to run dry and the lack of shade started to drain our enthusiasm. We noted these as negatives and talked about opportunities along the way for water and rest stations.

Overall, the trip was a success in that many key observations were made and problems were identified. This was a vital exercise for the design team to understand every inch of the trail.



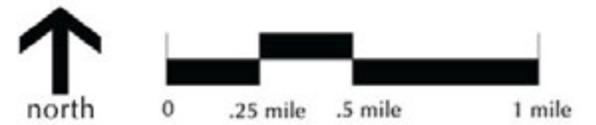
overall study area



north



0 .25 mile .5 mile 1 mile



public workshop

A day long Public Workshop, or Charrette, was held at the Charleston Horticultural Society on Windermere Blvd. The charrette lasted most of the day, where the public was encouraged to drop by and share their thoughts with the project team. Visitors were polled on important questions that related to the greenway and encouraged to leave written responses. During this open house, designers worked energetically to put the public ideas on paper, while several brief meetings took place with representatives of the local utility companies, the school district, and others.



From the workshop came conceptual sketches that identified different thematic zones of the Greenway that correlate to the individual greenway users. The greenway was then analyzed to identify opportunities for parks, playgrounds, community gardens, water stations, restroom opportunities, view lookouts, and picnic spots.

Finally, connection possibilities were studied and proposed with the purpose of generating synergy between the greenway and surrounding neighborhoods and businesses.



Big Idea Statement

Create a safer and more beautiful greenway that is a linear park, with a series of nodes that provide diverse recreational and scenic opportunities, while also serving as an alternate transportation connection.

big idea

Guiding Principles

- First and foremost this is a City Park
- Its character changes several times over its length - this should be respected
- It currently provides diverse recreational and leisure opportunities
- The predominant uses change somewhat over its length
- It connects neighborhoods and it connects people
- There is perceived ownership in some neighborhoods
- Design should strengthen the connections
- Design should minimize environmental impacts
- Design should be sustainable (environmentally, economically, and socially)
- Design should make the greenway even safer than it is now



Possible Nodal Activities

- Walking/Jogging/Bicycle Path (not nodal but primary use of greenway)
- Neighborhood Gathering Places
- Playground / Totlots
- Picnic Areas
- Overlooks (Scenic)
- Quiet Sitting Areas: Rest, Watch, Read, Reflect
- Community Gardens / Urban Agriculture
- Fishing/Crabbing Areas
- Wildlife Habitat / Viewing
- Neighborhood and Community Connectivity is important

How Do You Use the Greenway?

- Rollerblading Would be Nice
- Walking the Dog
- Bicycles
- Walking
- Exercise
- To Get to Shopping Centers and Restaurants
- Commute by Bike
- Running/Jogging
- Rollerblading
- Skateboarding
- Fishing (South End)
- Push Strollers
- Children's Programming (Campers from CHS)



public responses



What Areas Need Improvement?

- Water fountains with Dog Level Water
- Need Safe way to Cross Folly Road
- Stop Signs for Greenway Traffic
- Line of Sight at Intersections
- Adequate Signage - Way Points/Landmarks
- Drainage Ditches that Have Not Been Mowed
- Nicholson to Timmerman
- Folly Road Crossing
- Carolina Bay Area to Greenway
- Connection to Peninsula
- Connect to East Coast Greenway
- Nearby Businesses Need Bike Racks
- Intersections
- Wapoo Road Between Pearlott & Caprise
- Coburg Road - Speed Bumps
- Stinson and Piper Road - Sulfur Fragrance
- Hankel Property



What Types of Materials Would you Prefer for Surfacing?

- Asphalt is Okay!
- Hard Surface
- No Hard Surface
- Dirt
- Pervious Paving
- Dirt and Path Paved
- Recycled Tires - Support Runners/Bicycles
- Pervious Asphalt or Concrete-Separate Unpaved for Walkers
- Unpaved for Walkers - Especially Elderly Need
- Any Surfacing is Better than None
- Any Surface, but Must be Maintained
- Light Color Asphalt to Reduce Heat
- Crushed Granite
- Mixed - Pervious, Semi Pervious
- Better for Bikers
- Soft Enough to Run On, Hard Enough to Ride On
- Porous for water
- Recycled
- Environmentally Friendly - More Material
- Hard Surface from Folly to 1/2 Way Point
- No Pavement from Main Rd. to 1/2 Way Point
- Pavement That Won't Burn Pets Paws



public responses



What Types of Facilities Do You Think Need to be Included?

- Bike Patrols
- Playgrounds
- Benches
- Trash Cans & Butt “Cans”
- Dog Waste Receptacles
- Water fountains for People and Dogs
- Water fountains in the Shade
- More Trees - Natives Species
- Intermediate Stop w/ Portapotty
- Railing at Where Marshes Border
- Integrated Bus Stops
- Dog Park
- Pavilion
- Kiosks for Greenway/Community Announcements
- Fitness Trail - Stations Along Route (1-2 miles)
- Signage to Local Attractions
- Community Corp.Sponsorship Opportunities (For Funding)
- Picnic Tables
- Overpass at Folly Road
- Make Existing Crossings Safer
- Natural Playscape
- Flower Gardens-Maintained by Neighborhoods and Friends of WAG
- Small Park
- Agility Course for Pets and People to Use



What are Your Concerns With Improving the Greenway?

- Posts Need to be Farther Apart Near Streets
- Picnic Shelters/Tables
- Once Improved, How Will it be Maintained
- Put Parks/Sitting Areas in Wider Spaces Along the Greenway (Not Narrow, Steep Areas, or Behind the Shopping Centers)
- Folly Road Crossing Safety
- Safety
- Lighting
- Each Neighborhood Should Have Preferences Respected
- Paving Needs to Happen
- Preserve Natural Environment
- No Lights!
- Unauthorized Motorized Vehicles
- Maintenance and Upkeeping
- Control & Reg. Safety Management to Control Motorized Vehicles
- Broken Limbs are Never Moved or Trimmed
- Smooth, Paved Walk/Run Path (No Rocks, No Sand)
- Intersections Need to be Open - Easy to See Both Ways
- Public Art
- Water fountains
- Put Railing Where Marsh Borders
- Signage Made of Sustainable Material
- Security in Some Less Developed Areas
- Safety at Intersections
- Signage - Greenway Etiquette
- Security on the Greenway

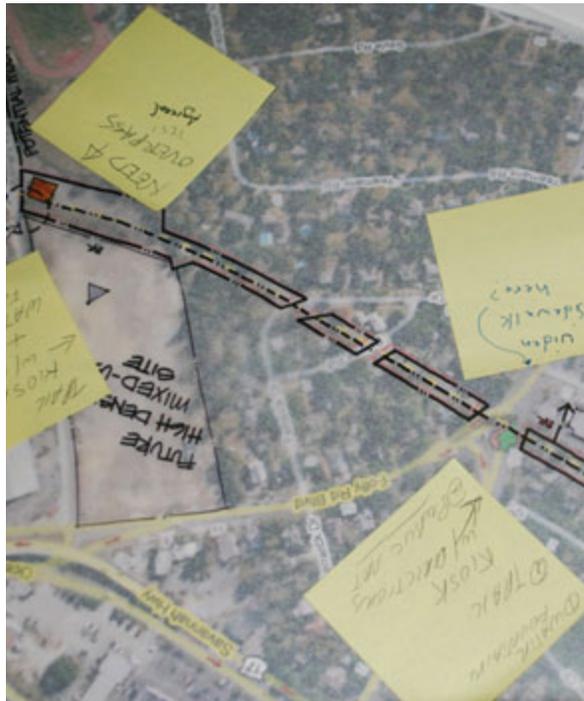


design approach

The Team discussed the lessons learned during the greenway ride and the public workshop as well as their initial impressions of ways to solve some of the issues, and also reviewed the “big idea” statement. They also conducted site analysis studies as an internal effort to guide decision making. These efforts opened the way for design exploration and possible recommendations.



The Team began crafting design solutions and held an Open House after the charrette at St. Andrews Elementary School. At the Open House, the public was invited to write comments on post-it notes for all working drawings. The Design Team was also on-hand to field questions and provide explanations of design decisions. The input received in this session was quite valuable and guided our design solutions.





Off-Site Destination

This denotes a place off the greenway, but that is still used and visited by greenway riders.



Bike Racks

This denotes a location that is highly used and needs new or more places to store bikes.



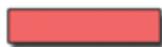
Interest Node

This denotes a location or opportunity for parks, rest areas or other park uses.



Restrooms

There are no public restrooms on the greenway, this symbols denotes facilities off the trail that riders can use.



No Mow Zone

This designates areas along the path that can be allowed to grow naturally and no longer need to be mowed.



Water fountain

This denotes possible locations for water fountains. They commonly occur near roads where water lines currently exist.



Mile Marker

This denotes distance along the path and will be marked on the greenway.



Way finding Signage

This denotes locations on the trail that need directional signage to guide users at intersections and other nodes.



Sidewalk Connection

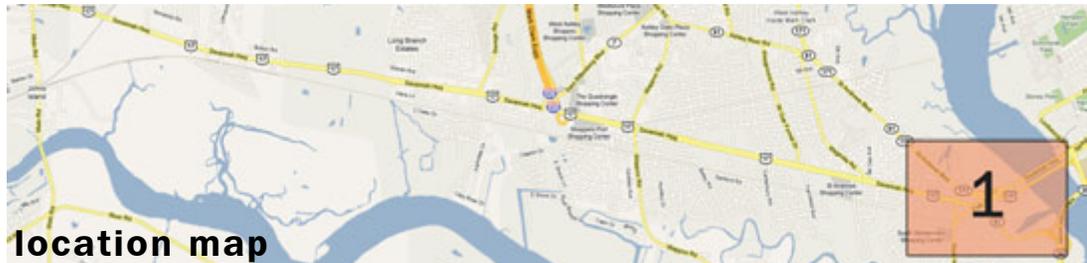
Denotes a sidewalk that needs to be upgraded or added. These will connect users from neighborhoods to the path.



Multi-Use Path

This designates connections that need to be made with a 10' wide multi-use path.

ashley river bridge to chadwick drive



location map

Key Features

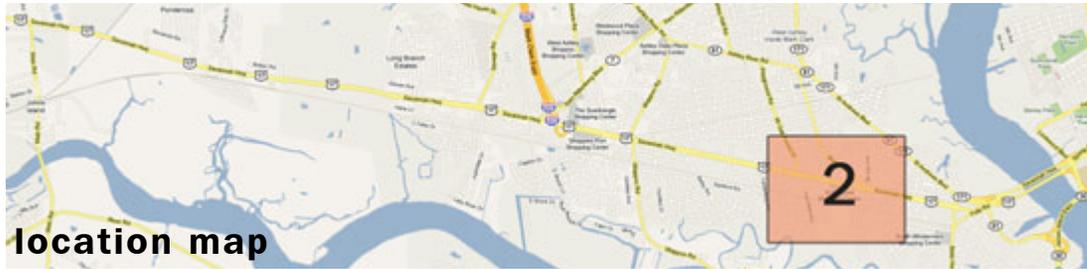
- Trail head- bike rack and signage needed.
- Connection needed to Porter Gaud.
- Multi-use path connection is needed to future crossing of Ashley River Bridge.
- Signage needed at CARTA bus stop.
- Windermere Shopping Center is a popular off trail destination and activity zone. Bike racks, water fountains, rest rooms are all needed in this location.

ashley river bridge to chadwick drive

-  off site destination
-  water fountain
-  restroom
-  bike rack
-  wayfinding/signage
-  interest node
-  proposed sidewalk connection
-  mile marker
-  multi-use path
-  no-mow zone



chadwick drive to parkwood estates



location map



Key Features

- Directional signage and water fountain needed at Campbell Dr. intersection.
- Playground and parking opportunity between Campbell and Nicholson.
- Multi-use path is needed from 17 to Nicholson
- Avondale District is an off-site destination, bike racks are needed.
- Community park opportunity between Nicholson and Timmerman Dr. See page 34 for detail sketch. Park will include bike racks, benches, picnic tables, water fountains and signage.
- A multi-use path is need along Coburg Rd. to connect to St. Andrews Shopping Center.
- St. Andrews Center is an off-site destination and needs bike racks and water fountains. There may be an opportunity for rest room use here as well.
- The creek crossing is a great opportunity for a crab or fishing dock. This area should also have benches and picnic tables.
- A multi-use path and signage is needed along Farmfield Ave to connect to the Tennis Center and CARTA bus stop at 17.
- The Tennis Center is a good location for water fountains, rest rooms and bike racks.

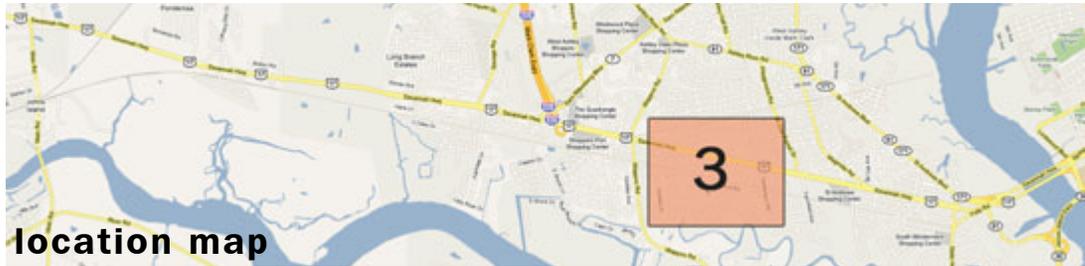


chadwick drive to parkwood estates

-  off site destination
-  water fountain
-  restroom
-  bike rack
-  wayfinding/signage
-  interest node
-  proposed sidewalk connection
-  mile marker
-  multi-use path connection
-  no-mow zone



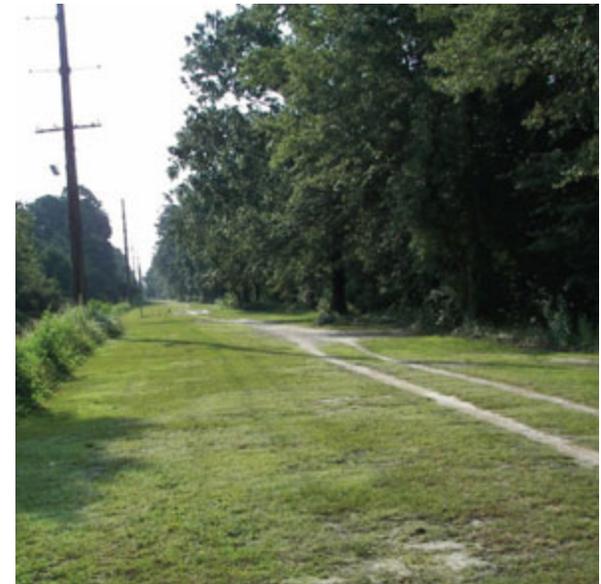
parkwood estates to braxton avenue



location map

Key Features

- A bike shop is located at Canterbury Rd and HWY 17. Directional signage is needed on the greenway.
- The pond located between Markfield and Leinbach is a great opportunity for a park and wildlife enhancement. This area should have benches, bike racks and water fountains.
- The K-mart shopping center is an off-site destination.
- Buffer enhancements are needed on the back side of K-mart.
- Signage is needed on Betsy Rd.
- A connection between Betsy Rd. and HWY 17 is needed.
- A multi-use path is needed to connect to Randolph Park.
- Randolph Park will need bike racks and a water fountain.



parkwood estates to braxton avenue

- ▲ off site destination
- Ⓜ restroom
- wayfinding/signage
- ⋯ proposed sidewalk connection
- ▭ multi-use path
- 💧 water fountain
- 🚲 bike rack
- 🌿 interest node
- 📍 mile marker
- ▬ no-mow zone



braxton to boardwalk drive



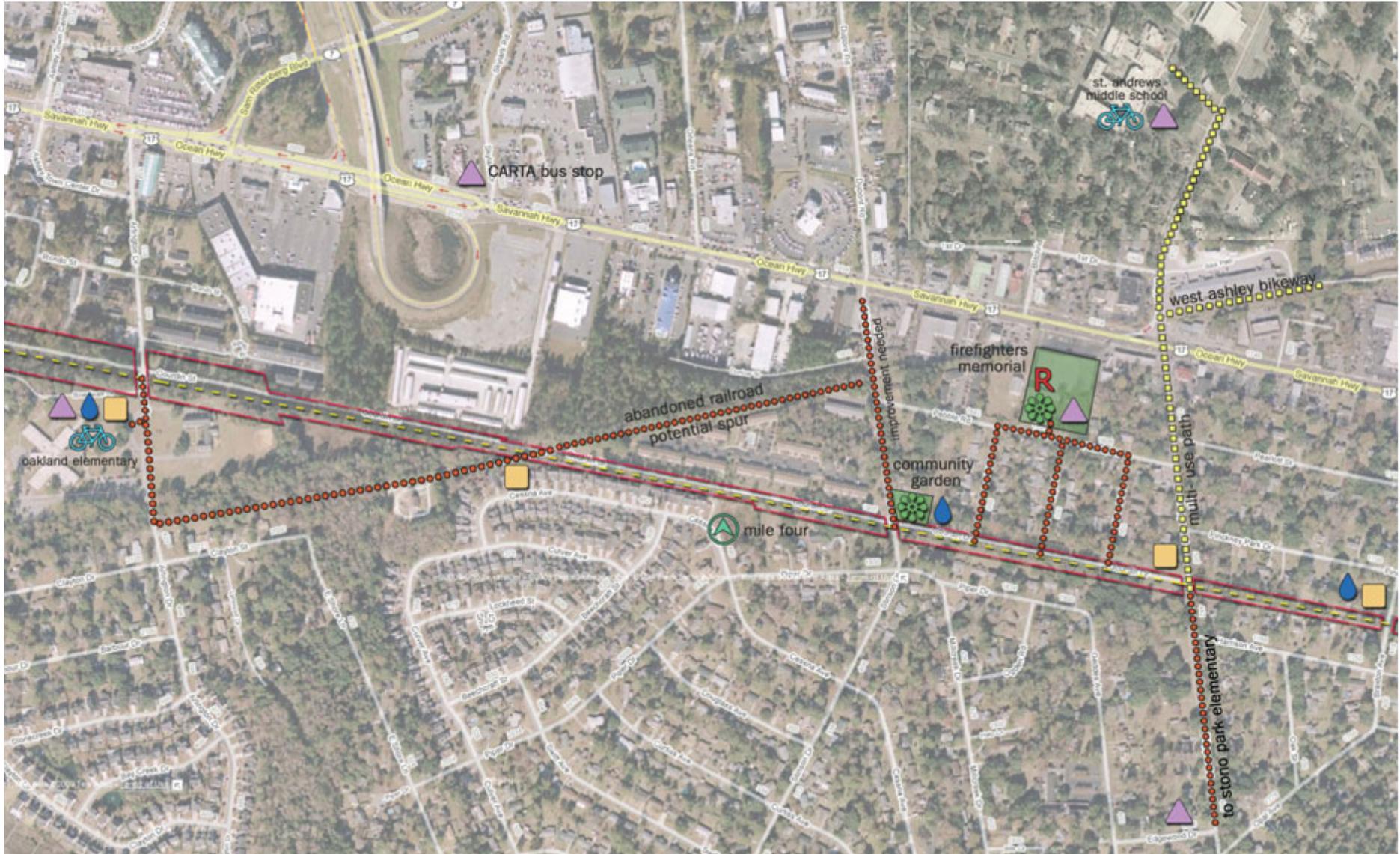
location map

Key Features

- Signage and a water fountain is needed at Braxton Ave.
- A multi-use path and signage is needed along Wappo Rd to connect to the West Ashley Bikeway on the west side of 17. This path should also connect to Stono Park Elementary.
- The future Fire Fighters Memorial on 17 and Pebble Rd. will need connection to the greenway.
- The intersection of the Stinson drive and the greenway is a great location for a community garden. See the detailed sketch on page 35. A water fountain should be located here.
- Improvements are needed to the existing path on Stinson Dr.
- The abandoned rail line would be a great opportunity to extend the greenway and connect to 17.
- Signage is needed to keep riders on the path that leads to CPW building.
- There is a CARTA bus stop located at Citadel Mall, signage is needed here.
- A connection and signage is needed to St. Andrews School. The school has rest rooms and water fountains that may be able to be used by riders.



-  off site destination
-  water fountain
-  restroom
-  bike rack
-  wayfinding/signage
-  interest node
-  proposed sidewalk connection
-  mile marker
-  multi-use path
-  no-mow zone



arlington drive to creek crossing



location map



Key Features

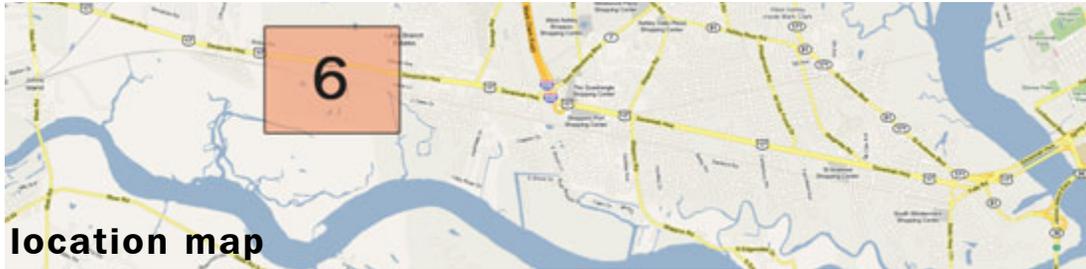
- The creek is a good spot for a rest area and overlook.
- A water fountain and signage is needed on Parkdale Dr.
- A multi use path is needed along Mutual Dr. to connect to 17. A water fountain and signage is also needed.
- A multi use connection is needed along Dobbin Rd.
- The creek crossing past Dobbin Rd is an opportunity for a community crab dock and rest area.



-  off site destination
-  water fountain
-  restroom
-  bike rack
-  wayfinding/signage
-  interest node
-  proposed sidewalk connection
-  mile marker
-  multi-use path connection
-  no-mow zone



creek crossing to mcleod road



location map

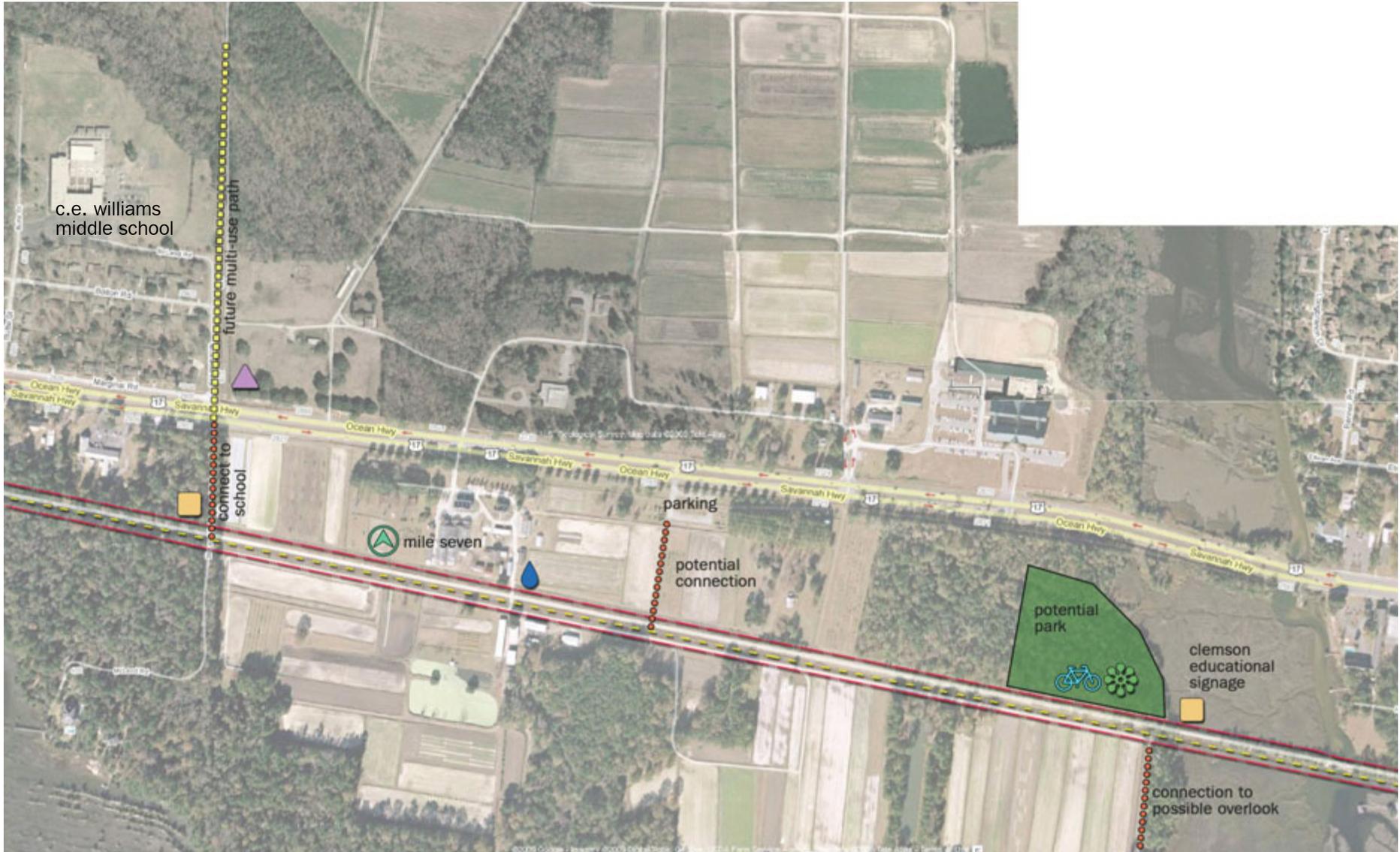


Key Features

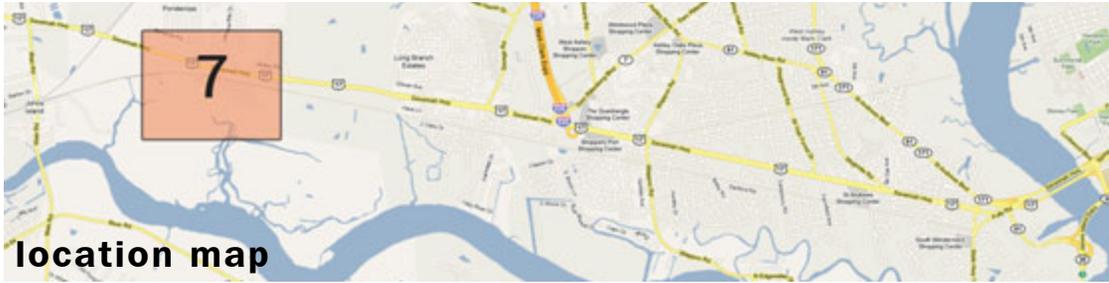
- Signage is needed at the Clemson Extension agriculture fields.
- A path connection is needed to the east of the trail. There is a potential overlook area.
- The forest area to the west of the trail is a great opportunity for a natural park and possibly camping. Bike racks would be needed.
- A connection to the parking lot at the Clemson Extension is needed.
- This span of greenway is very hot and exposed, a water fountain is needed within the Clemson Extension property.
- Signage and a path connection is need for C.E. Williams Middle School.



-  off site destination
-  water fountain
-  restroom
-  bike rack
-  wayfinding/signage
-  interest node
-  proposed sidewalk connection
-  mile marker
-  multi-use path
-  no-mow zone



mcleod road and carolina bay



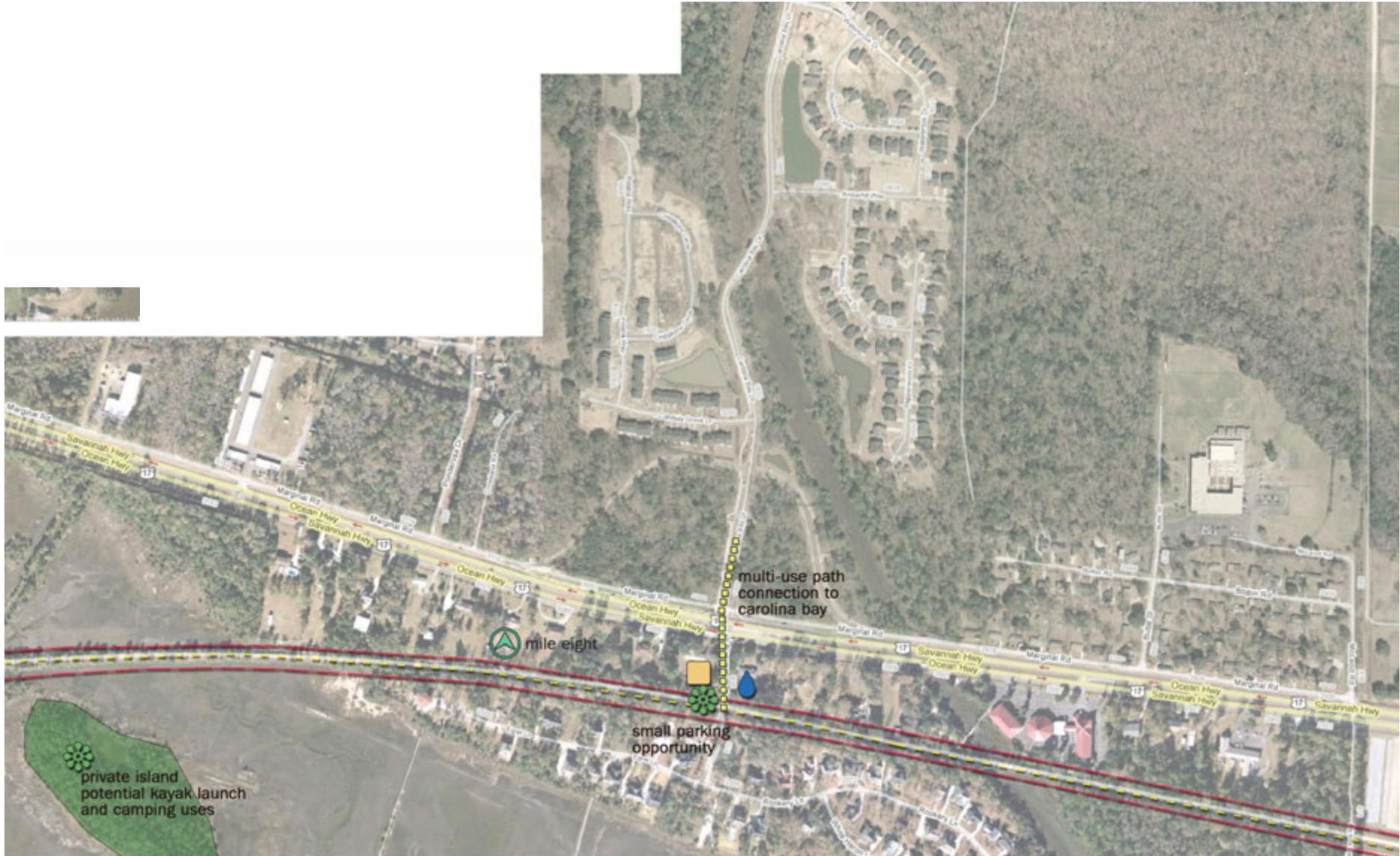
location map

Key Features

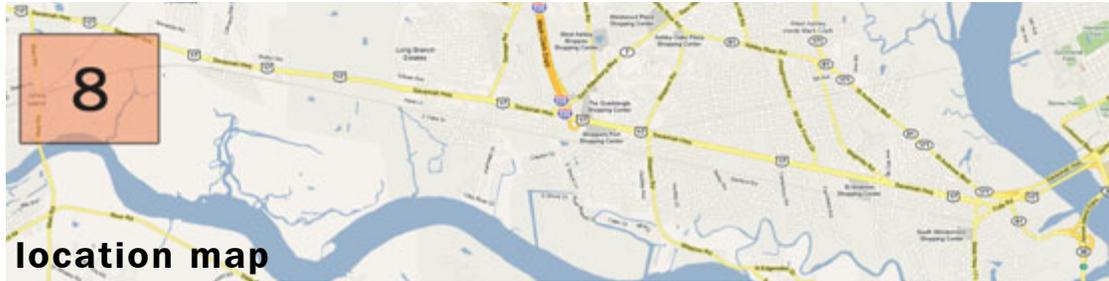
- A multi-use path is needed to connect to the Carolina Bay bike trail and walking paths (far left photo).
- The intersection of Carolina Bay and 17 will need safe crossings.
- Signage and water fountains are needed on the trail at this intersection.
- There is a privately owned island to east of the trail. This may be a potential area for kayak launch and camping sites.



-  off site destination
-  water fountain
-  restroom
-  bike rack
-  wayfinding/signage
-  interest node
-  proposed sidewalk connection
-  mile marker
-  multi-use path
-  no-mow zone



carolina bay to main road



Key Features

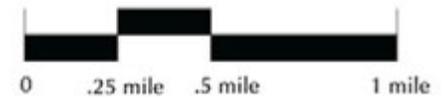
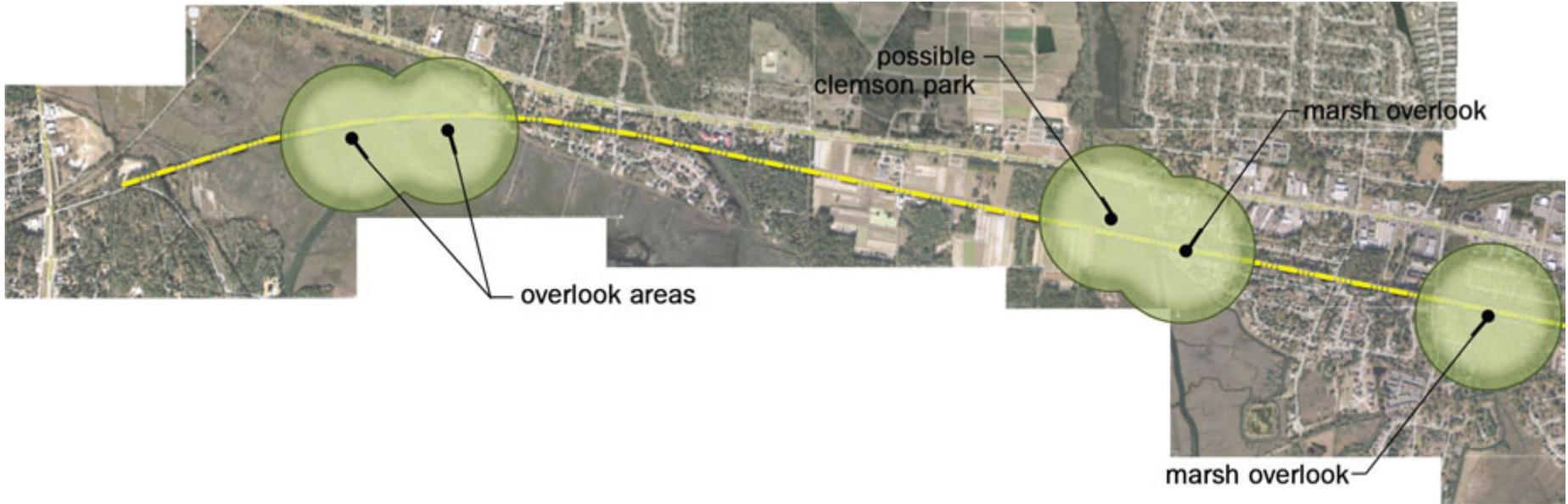
- This area is characterized by a raised crossing along a mile of marsh and creek. There are many opportunities for benches and rest areas along this part.
- The bridge crossing over the creek needs to be wider and improved.
- This is popular spot for crabbing and fishing.
- The trail head at Main Rd. needs signage, bike racks and a water fountain.
- Signage and connection is need to access the East Coast Greenway.

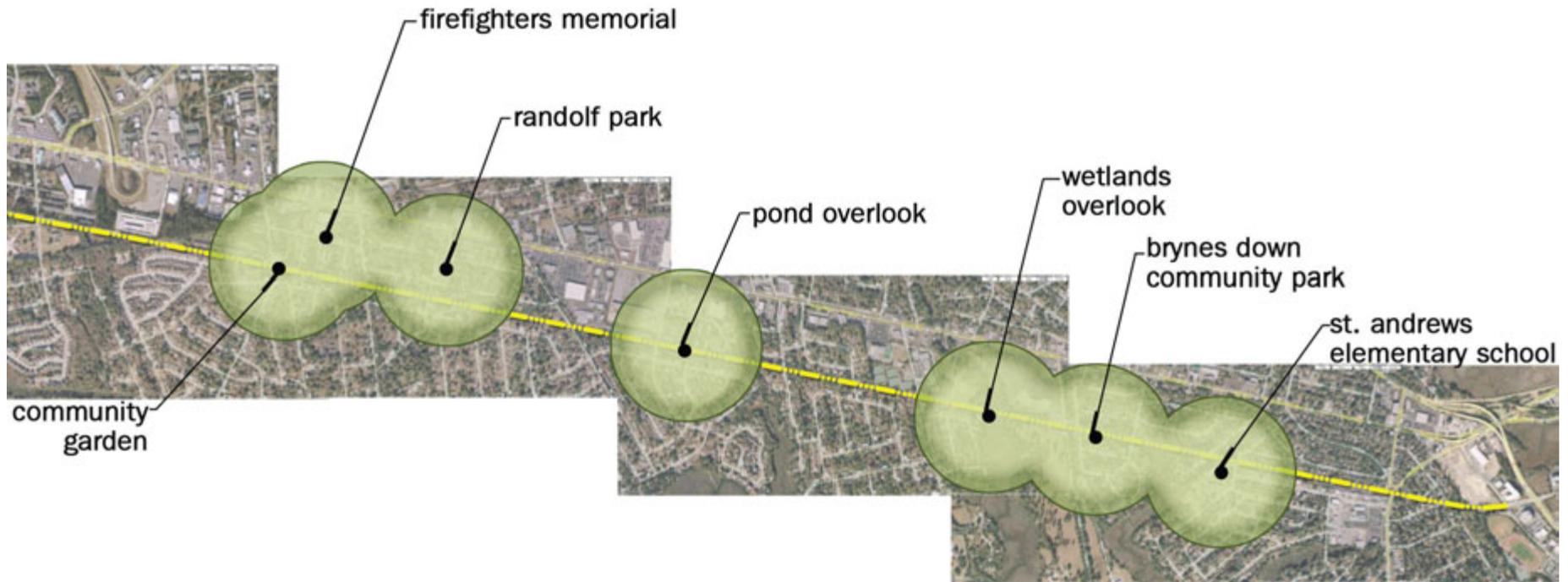
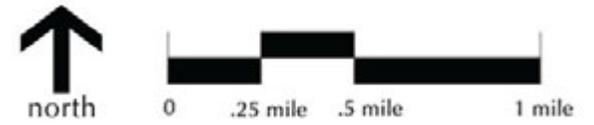


- off site destination
- water fountain
- restroom
- bike rack
- wayfinding/signage
- interest node
- proposed sidewalk connection
- mile marker
- multi-use path
- no-mow zone



overall node locations





node sketches

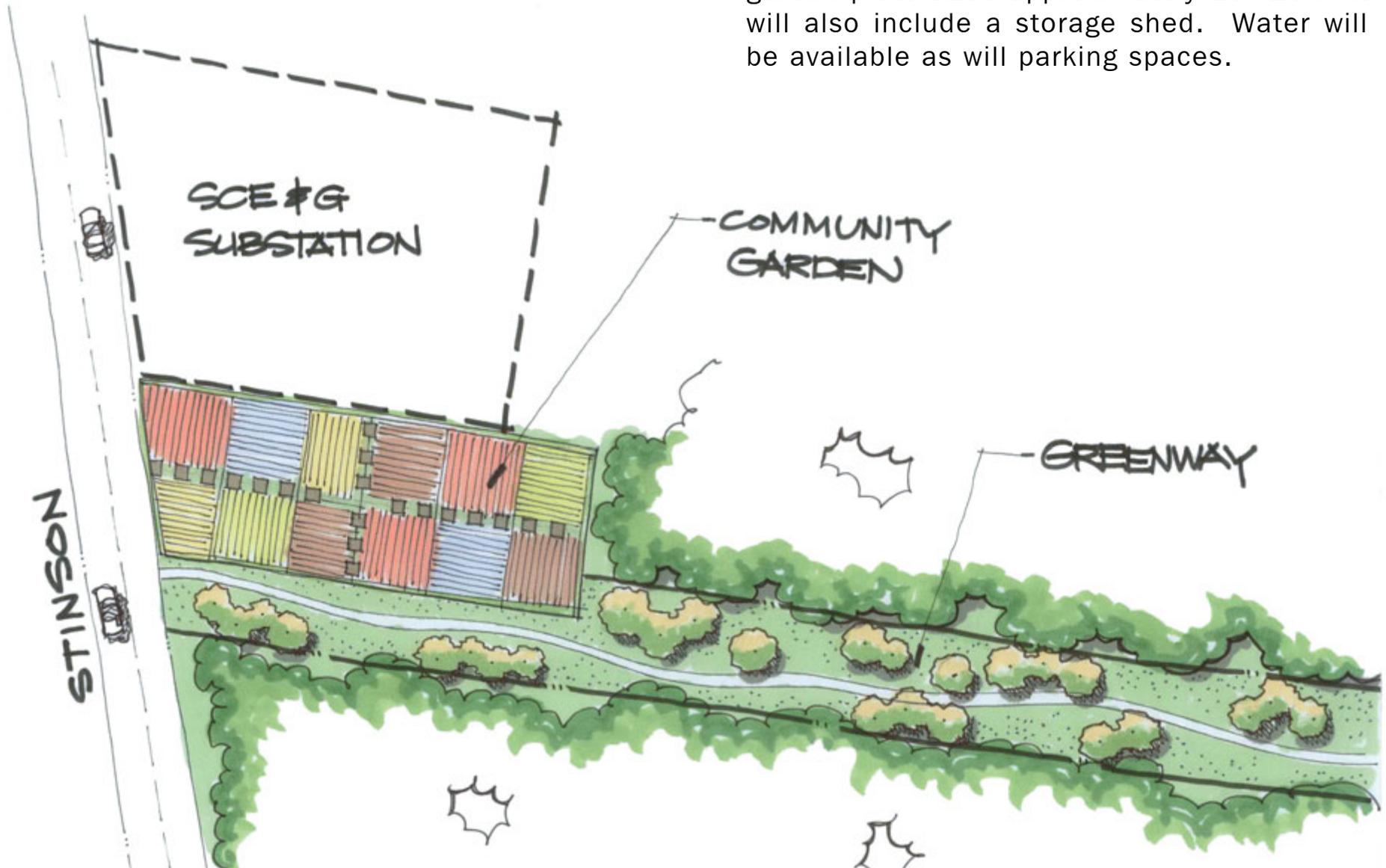


Byrnes Down Community Park

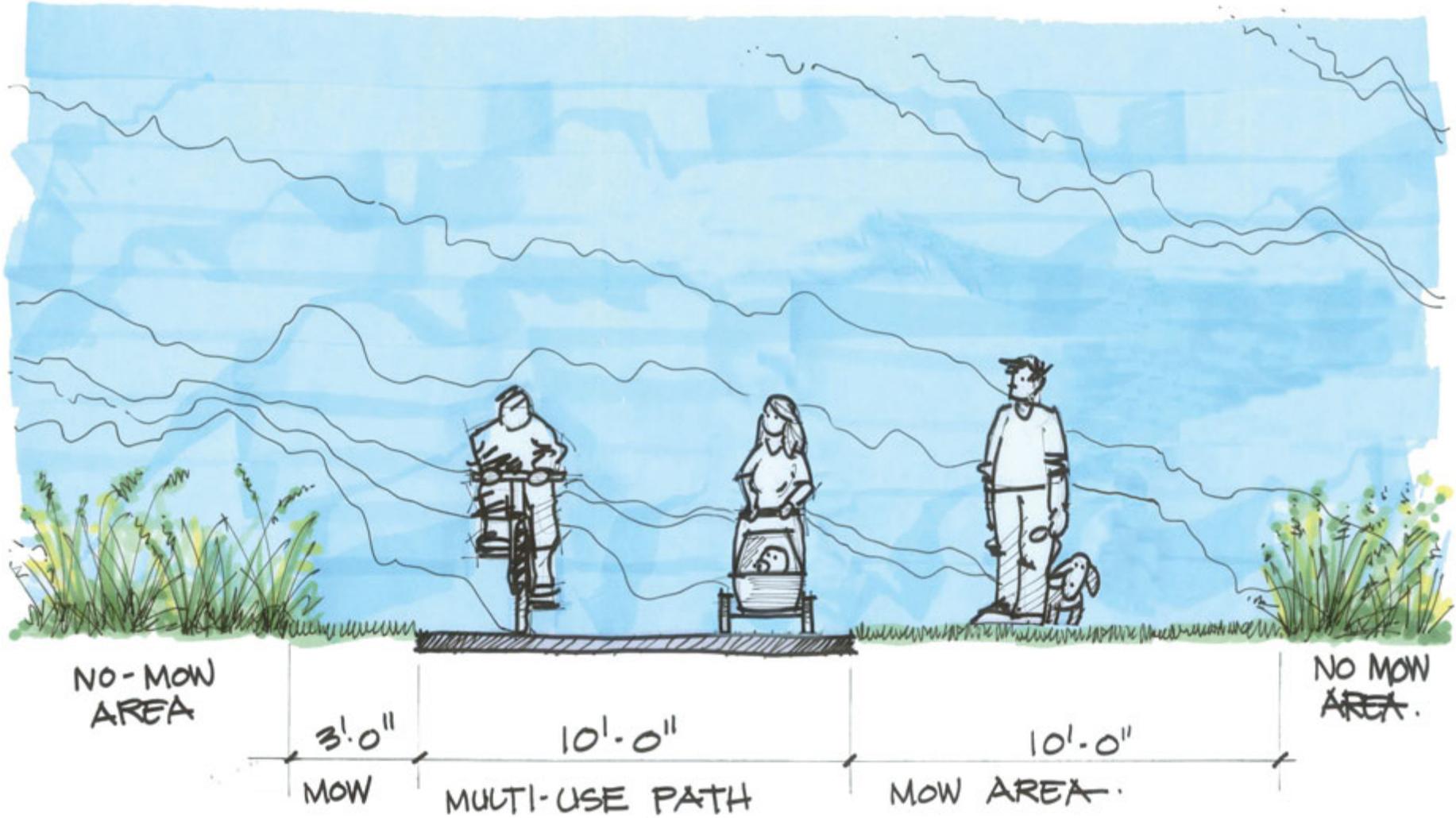
This park is characterized by sitting areas, picnic tables, shade trees, a community garden area and lawn area. The wider right of way in this areas allows for the greenway path to meander.

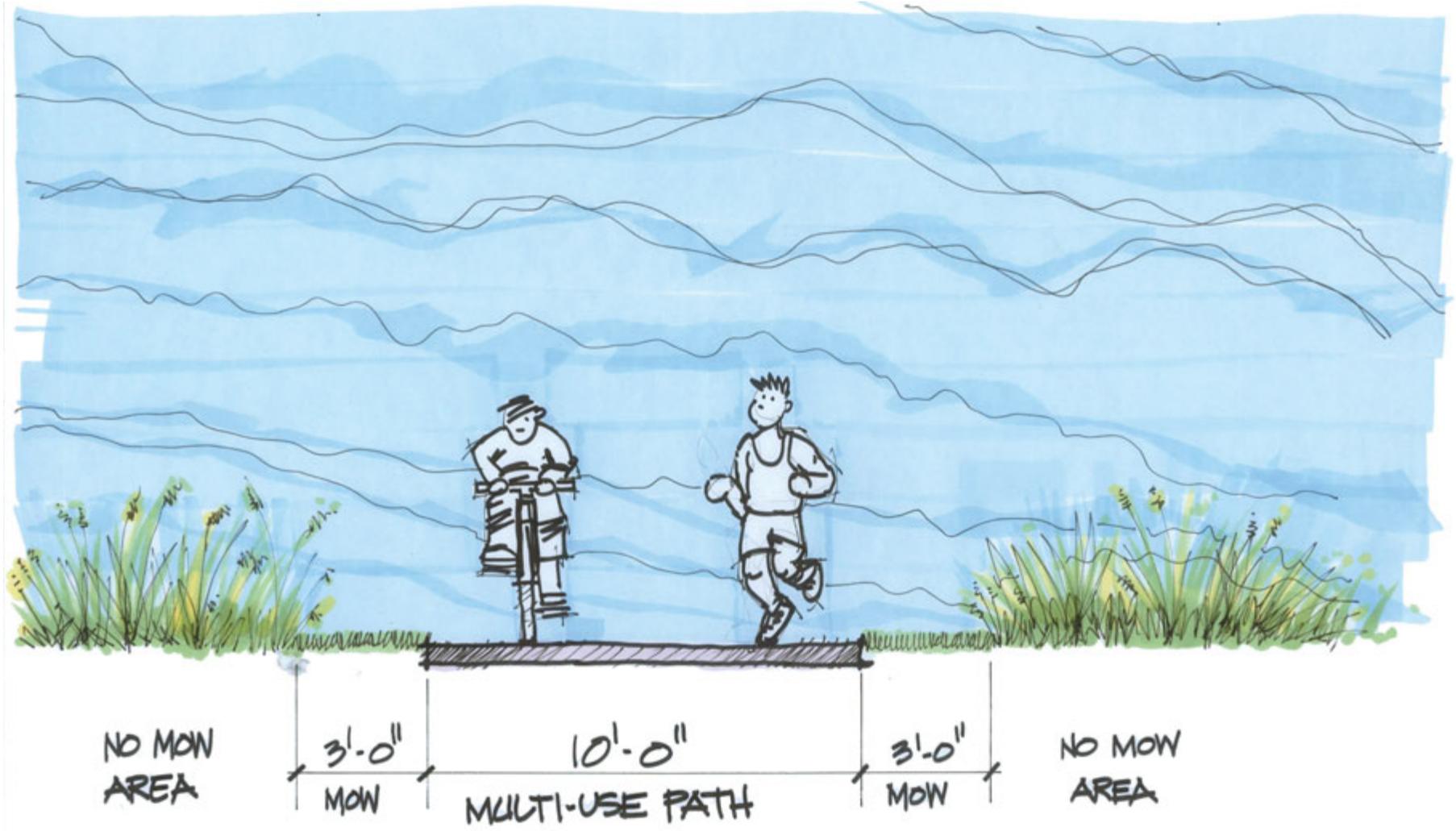
Community Garden

This community garden space will have garden plots sized approximately 10'x20'. It will also include a storage shed. Water will be available as will parking spaces.

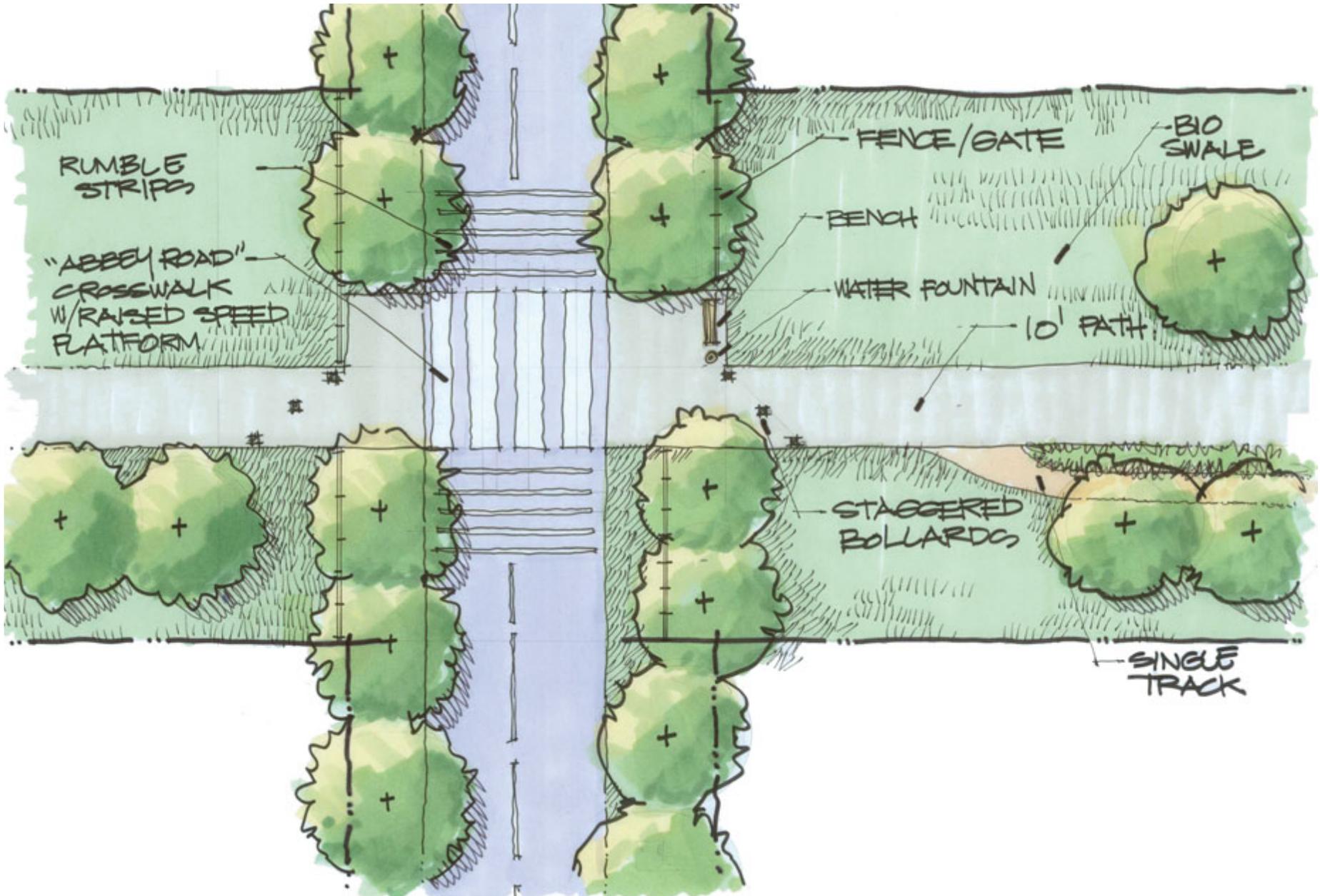


sections





typical intersection





Pedestrian Scale Park Sign



Pedestrian Scale Way finding Sign

sign examples from city standards developed by slant media

phasing options

1. West Ashley Bridge Extension- this will provide a vital connection between downtown and the Greenway
2. Improve dangerous and unsafe intersections
3. Developing Nodes especially the community garden and Byrnes Downs Park
4. Resurfacing from Windermere Shopping Center (or Folly Road) to Betsy Road
5. Replacing and upgrading bridge
6. Water fountains, signage, mile markers, and site furniture
7. Resurfacing from Betsy Road to Clemson Extension property



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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.

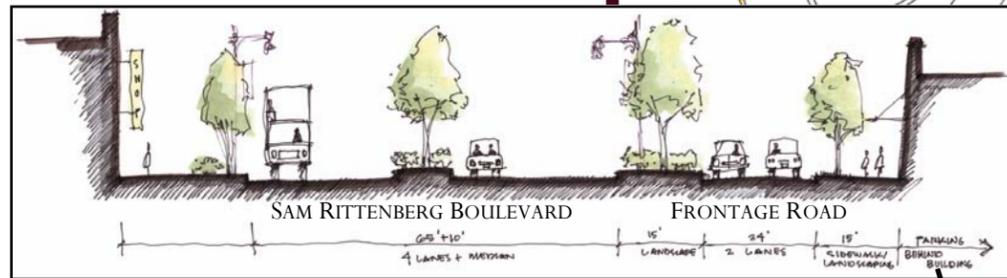
Conceptual idea for visual statement at the rear of Piggly Wiggly



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



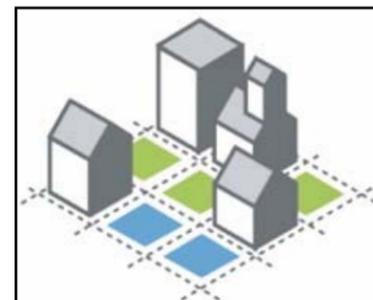
Ashley Landing as a redeveloped "green" or neighborhood center with a central public space



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