agenda for today:

ACT 1: vision

- intermission -

ACT 2: details
what is Plan West Ashley:

rules & policies
communications device
instructions
KICK-OFF & COMMUNITY INPUT SESSIONS

**AREA 1:** Mon, April 24, 6 - 9pm
John Wesley United Methodist Church

**AREA 2:** Tues, April 25, 6 - 9pm
West Ashley Middle School

**AREA 3:** Sat, May 6, 9am - 12pm
Bees Landing Recreational Center

**AREA 4:** Sat, May 6, 2 - 5pm
West Ashley High School
community input sessions

April 24 & 25, 2017
community input sessions

April 24 & 25, 2017
community input sessions
community input sessions
### TABLE 8: BIG IDEAS
Community Input Session

1. **Triangle of “Town Center/Mixed Use Centers”**
   - Connected by transit with park spaces
     - a) Citadel Mall
     - b) Averda
     - c) Northbridge/Ashley Landing

   *Connect Bikeway @ Higgins Pier to Downtown/via a pedestrian bridge*

2. **A connected area**
   - Wide, adequate

### TABLE 4: BIG IDEAS
Community Input Session

1. **Parking in Averda**
   - garage/park 'n ride

   *Non-rail/creative transit*

2. **Citadel Mall Mixed Use Live/Work/Play**

   *Encourage local*

3. **New Development/Vacancies**
   - Mixed uses
   - Pervious surfaces/not all concrete
   - Cohesive appearance
   - Trees

4. **Public realm improvements**
   - Streetscape
   - Trees

5. **Creative strategies to build community**
   - Shipping containers/open air community
   - Festivals
   - More restaurants

---

65 Tables of Citizen Planners over 4 events
ONE WORD that comes to mind about West Ashley TODAY:

Congested

ONE WORD that comes to mind about WEST ASHLEY:

NOW: 

IN THE FUTURE:

(in my vision)
ONE WORD that comes to mind about West Ashley IN THE FUTURE:

Connected, Community, Beautiful, Vibrant, Green, Walkable, HOME, Livable, Planned, Efficient, Proud, Diverse.
How do you typically move around West Ashley today?

1. Car
2. Bus
3. Bicycle
4. Walk
5. Other
Which transportation enhancements do you think are the most pressing? (pick 2)

1. Auto
2. Bus
3. Bicycle
4. Walk
5. Ride Share
6. Other
Plan West Ashley posted

Which transportation enhancements do you think are the most pressing? Pick your top two choices.

#Wellness, #Transportation, #Livability in Charleston, SC

Auto

Bicycle

Bus

Ride Share

Walking

Other

Vote on this poll 67 people have voted
In your opinion, what are the most important considerations for the vision of the future for West Ashley? (pick 2)

1. New community gathering spaces
2. Innovative stormwater design
3. Preserving environmental resources
4. More connections (walking, biking, cars, transit)
5. Economic development
6. More/different housing types
7. More/different shops or workplace options
8. Other
Example map from Community Input Session

- Expanded Greenway Opportunity
- Multi-modal
- More Pedestrian Opportunities
Of the many ideas you heard or seen so far, which ones seem the most exciting to you?

Do you have additional ideas for the future of West Ashley?

What additional questions/suggestions do you have? (continue on the back if necessary)

Thank you for your help!
Please leave this at the sign-in table or hand it to a planning team member.
Of the many ideas you heard or seen so far, which ones seem the most exciting to you?

Connecting neighborhoods with one another, parks and stores, not necessarily relying on cars, make area 2 more walkable/bikeable.

Do you have additional ideas for the future of West Ashley?

Emulate Avondale in North Bridge.

Of the many ideas you heard or seen so far, which ones seem the most exciting to you?

Tons
- Connecting greenways to Blueway
- Bike/Ped Bridge to Downtown Charleston
Do you have additional ideas for the future of West Ashley?

Use the mall for a new high rise mixed use business center - bring people to WA to work - Tech Hub

Of the many ideas you heard or seen so far, which ones seem the most exciting to you?

- Willingness to make change

Of the many ideas you heard or seen so far, which ones seem the most exciting to you?

Redesign Sam Rittenbury Blvd to Old Town Rd intersection (may be a large traffic circle)
Of the many ideas you heard or seen so far, which ones seem the most exciting to you?

- Traffic
- Drainage
- Small shops & restaurant
- Green spaces

Of the many ideas you heard or seen so far, which ones seem the most exciting to you?

- All of ours
  - Incentivizing using older are.

Of the many ideas you heard or seen so far, which ones seem the most exciting to you?

complete $260!
OPEN PLANNING STUDIO

Citadel Mall (near center court)
Mon 2 - 6:30pm  |  T, W & Th, 10am - 6:30pm  |  Fri, 10am - 1pm

Events include:

• Community Input Recap:
  Monday, May 8, 6:30 - 7:30pm

• Charleston Metro Chamber West Business in Your Backyard Meeting: Tuesday, May 9, 7:30 - 9am

• Brown Bag Lunch with CityFi’s Gabe Klein: Tuesday, May 9, 12 - 1pm

• West Ashley Revitalization Commission Meeting / Open House: Wednesday, May 10, 5 - 7:30pm
on-site planning studio
on-site planning studio
WARC briefing & open house
draft
5 big ideas for West Ashley

1. infrastructure & sustainability
2. transportation
3. community design & land use
4. economic development
5. housing
infrastructure & sustainability

resilient

path to resilience: grow within lower-risk areas, decrease overall impervious area, address drainage & prioritize maintenance, keep natural areas natural, grow and connect the green network
path to resilience: priority progress areas
natural systems & community open space
Connected to the region and neighborhoods, pedestrian and bike safety, bikeway/greenway, transit enhancements and upgrades, connect across the river.
potential connectors
existing bikeway
existing transit network
potential additional commuter transit
potential west ashley shuttle routes
Bloomberg Businessweek

Driverless Cars Are Closer Than They Appear

GM's survival plan

p48
Self-driving cars could cut car ownership rates nearly in half: study

A single self-driving car could take care of multiple people's daily driving needs, so households might not need as many cars, University of Michigan researchers say.
Olli the Autonomous Bus
Olli is not a Pokemon, no matter what it looks like. Do not try to capture it.
Autonomous Vehicles and the Parking Bubble

By Matthew Yglesias

Best Places: New York City developers are converting garages into spacious new condos

By Matt Chaban

NEW YORK DAILY NEWS Friday, January 16, 2014, 2:00 AM
Liberty Lane

3-person Cars
Ride-hailing Services
CarShare Services

Autonomous Cars
Electric Cars
First Responders

Local Shuttle Trolleys
Hotel & Employer Shuttles
Buses
community design & land use

upgraded

grow in the right places, in the right ways: preserve neighborhood character, enhance community brand/identity, reuse vacant sites, shorten trips with new destinations (work, entertainment, recreation), proper infrastructure to support the population
example: bikeway to greenway

Savannah Highway and Wappoo Road (existing conditions)
example: bikeway to greenway

Savannah Highway and Wappoo Road (potential future conditions)
example: reuse empty retail sites

Sam Rittenberg Blvd (left) and Old Towne Road (right)
Plan view, showing a potential network of streets and blocks (alternative 1)

example: reuse empty retail sites
example: reuse empty retail sites

Plan view, showing a potential network of streets and blocks (alternative 2)
A change in street pattern, that impacts the former Piggly Wiggly site
In time, the civic space becomes more complete
This alternative shows Sam Rittenberg Blvd continuing and Old Towne Road with the “T”
economic development

complete

more diverse & attractive employment options, small hubs, mix of local businesses, cultivate community
growth trends

JOBS AND THE WEST ASHLEY ECONOMY

• West Ashley has a small employment base.
• Most jobs in West Ashley are in industries that serve local residents, like retail and health care.
• 84% of people living in West Ashley work outside of West Ashley.

RETAIL ACTIVITY

• West Ashley's retail evolution has followed its population growth.
• When the population growth started to slow down in the 1990s, growth of retail centers slowed too.
• In recent years West Ashley has added only limited new modern format retail stores, like several new grocery stores.
• Newer retail development has occurred elsewhere in the region where there has been significantly more population growth.

84% of people living in West Ashley work outside of West Ashley.
example: focus development in clear hubs

Citadel Mall and environs (existing conditions)
example: focus development in clear hubs
example: focus development in clear hubs
example: focus development in clear hubs
example: focus development in clear hubs

Citadel Mall and environs (potential future conditions)
example: focus development in clear hubs
example: focus development in clear hubs
example: focus development in clear hubs
economic development strategies for driving positive change

1. Reposition West Ashley as an employment center, not just a bedroom community
2. Incentivize reinvestment in existing commercial properties using clear rules
3. Be realistic about expectations for future retail development
4. Provide the right infrastructure to support businesses who want to come to West Ashley
5. Develop a clear message about why West Ashley is a good place to both live and work
affordable

keep the affordable housing affordable, affordable housing near work and shopping, affordable housing for seniors
rents in West Ashley are high, and have grown significantly over the past five years.

<table>
<thead>
<tr>
<th>Jurisdiction</th>
<th>Median Rent 2011</th>
<th>Median Rent 2016</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charleston</td>
<td>$1,171</td>
<td>$1,519</td>
<td>30%</td>
</tr>
<tr>
<td>Inner West Ashley</td>
<td>$948</td>
<td>$1,323</td>
<td>40%</td>
</tr>
<tr>
<td>Outer West Ashley</td>
<td>$1,034</td>
<td>$1,319</td>
<td>28%</td>
</tr>
<tr>
<td>North Charleston</td>
<td>$845</td>
<td>$1,068</td>
<td>26%</td>
</tr>
<tr>
<td>Mount Pleasant</td>
<td>$1,181</td>
<td>$1,545</td>
<td>31%</td>
</tr>
<tr>
<td>Summerville</td>
<td>$923</td>
<td>$1,107</td>
<td>20%</td>
</tr>
<tr>
<td>BCD Region</td>
<td>$1,164</td>
<td>$1,500</td>
<td>29%</td>
</tr>
</tbody>
</table>

Data is shown for June of each year.  
Variety of housing types can be part of the solution
housing strategies for driving positive change

1. Identify a “palette” of housing types and ensure that future zoning allows the right product in the right place
2. Invest in transit to help with housing affordability
3. Develop neighborhood plans for incorporating new housing types in existing neighborhoods
4. Educate the community and policy makers about what it takes to provide housing that is affordable across the income spectrum
quick poll
How did you hear about Plan West Ashley?

1. City flyer
2. Email
3. Social media / website
4. Newspaper
5. At another community meeting
6. From a friend / neighbor / community leader
7. From Mandi Herring
8. Other
Next Question
How were you reminded about today’s meeting?

1. City flyer
2. Email
3. Social media / website
4. Newspaper
5. At another community meeting
6. From a friend / neighbor / community leader
7. From Mandi Herring
8. Other
Next Question
How would you prefer to get additional information?

1. City flyer / mailing
2. Email
3. Social media / website
4. Newspaper
5. Other
Next Question
Which of these features would most affect your desire to walk or bike?

1. Street trees
2. Connected, wider sidewalks and crosswalks
3. Separate facilities (trails, protected bike lane)
4. Calmer traffic
5. Other
Next Question
Are there any car trips that you would rather walk or bike for, if safe/improved routes were available?

1. Probably yes
2. Not sure
3. Probably not

- Probably yes: 70%
- Not sure: 8%
- Probably not: 22%
Next Question
Which of these features would most affect your desire to use a bus or shuttle?

1. more frequent buses, shuttles, more destinations
2. dedicated lanes (faster, no waiting)
3.nicer vehicles
4. predictability
5. improved shelter amenities
6. none of the above
Next Question
Of the many ideas you have heard so far, which are you most excited about? (pick 2)

1. Flood control / resilience
2. Transportation choices
3. Provide missing connections
4. Enhance community brand/identity
5. Reuse vacant retail
6. More nearby destinations (places to work, shop, etc)
7. Provide affordable housing
8. Other
Last Question
Do you think the vision/ideas presented so far are generally on the right track?

1. Yes
2. Probably yes
3. Maybe
4. No
next steps:

your input:
planwestashley.com
herringa@charleston-sc.gov
#planwestashley

draft report: June/July
Plan West Ashley

1. infrastructure & sustainability
2. transportation
3. community design & land use
4. economic development
5. housing
big ideas for West Ashley (reported at meetings)

1. **infrastructure & sustainability**
   1: **stormwater / drainage** is critical
   2: natural, built, & regulatory systems are **fragmented**
   3: need more **park spaces, active recreation facilities, maintain/enhance tree canopy cover**
   4: **underground** overhead utilities
Strategies for West Ashley

1. **infrastructure & sustainability**

1: **resilient West Ashley**: decrease overall impervious area, direct growth to high ground & lower-risk areas over time, keep natural areas natural

2: **green retrofit**: add green as integral part of redevelopment, celebrate water as an asset

3: **green network**: connect parks/greenway/natural systems & neighborhoods, increase public water access, implement gateways & wayfinding

…continued…
1. infrastructure & sustainability

4: regulatory system: direct areas for growth, areas for healing, resilient design

5: prioritize maintenance of drainage infrastructure

6: underground power lines: phase with corridor improvements
natural resources: historic perspective

West Ashley pre-1945

City Archives, Carolee Williams
water as an asset
natural resources overlay: wetlands
natural resources overlay:

*current flood zones & 2050 sea level rise*
natural resources overlay:
*topography*
current land cover conditions
path to resilience: priority progress areas
path to resilience: priority progress areas
neighborhood green systems
stormwater parks
green infrastructure

- Better landscape & open spaces in each context
- Preserve existing tree cover & add real street trees
- Livable, lovable stormwater infrastructure
Citadel Mall: working with the water
Citadel Mall: working with the water
natural systems & community open space

SYMBOL LEGEND
- Gateway Node & Signage
- Public Water Access
- Future Senior Center
- Future Public Parks
- Existing Natural Resources “Protect”
- Future Restoration “Heal”
- Neighborhood Parks
- Active Recreation
- Multi-Modal Connection

- Active Recreation Opportunities
- Conservation Opportunity
- Multi-Modal Connection + Wayfinding
- Greenway Improvements
  - Historic Station Signs
  - Additional Connections
  - Enhance Drainage Networks
- Multi-Modal Connection + Wayfinding

DRAFT
trails: mobility // infrastructure // place
Do you think the vision/ideas for being more RESILIENT are on the right track?

1. Yes
2. Probably yes
3. Maybe
4. No

[Bar chart showing percentages: 57% Yes, 28% Probably yes, 12% Maybe, 3% No]
How do you *typically* move around West Ashley today?

1. Car
2. Bus
3. Bicycle
4. Walk
5. Other
Which transportation enhancements do you think are the most pressing? (pick 2)

1. Auto
2. Bus
3. Bicycle
4. Walk
5. Ride Share
6. Other
big ideas for West Ashley (reported at meetings)

2 transportation

• **connections**: complete I-526, Glenn McConnell, connect neighborhoods

• **bridge connections**: ped/bike bridge and/or water taxi

• **pedestrian/bike improvements**: sidewalks/crosswalks, separated bike lanes, safety

• **connect the bikeway and greenway**

• **upgrade transit**: premium service (rail, BRT), park-and-ride, express service, shuttle
Bloomberg Businessweek

Driverless Cars Are Closer Than They Appear

GM’s survival plan
p48
Disruptions: How Driverless Cars Could Reshape Cities

By NICK BILTON  JULY 7, 2013 11:00 AM  236
Singapore Is Getting Driverless Taxi Cabs

by Robert Hackett  @rhhackett  APRIL 5, 2016, 1:14 PM EDT
Self-driving cars could cut car ownership rates nearly in half: study

A single self-driving car could take care of multiple people's daily driving needs, so households might not need as many cars, University of Michigan researchers say.
Olli the Autonomous Bus

Olli is not a Pokemon, no matter what it looks like. Do not try to capture it.
Slate

MONEYBOX A BLOG ABOUT BUSINESS AND ECONOMICS MAY 17 2012 3:00 PM

Autonomous Vehicles and the Parking Bubble

By Matthew Yglesias

Best Places: New York City developers are converting garages into spacious new condos

By MATT CHABAN

NEW YORK DAILY NEWS Friday, January 10, 2014, 2:00 AM
2015 brought biggest percent increase in U.S. Traffic deaths in 50 years
transportation

- **connections**: complete I-526, Glenn McConnell, connect neighborhoods
- **bridge connections**: ped/bike bridge and/or water taxi
- **pedestrian/bike improvements**: sidewalks/crosswalks, separated bike lanes, safety
- **connect the bikeway and greenway**
- **upgrade transit**: premium service (rail, BRT), park-and-ride, express service, shuttle
Collaboration = success
daily traffic volumes
Vehicle trips by purpose (2009 NHTS)

Work trips
- routine
- predictable
- peak hour trips/congestion
- Longer distances – regional

Opportunity...

Non-work trips
- recreation, shopping, appointments, etc
- shorter distances - local
- non-peak
menu of traffic flow options

- Signal Timing + Coordination
- Complete regional network - I-526, Glenn McConnell Extension
- Access management – reducing driveways
- Turn Lanes
- Speed management
- Intersection spacing
- Safe Routes to School
- TDM – Travel Demand Management
- Land use - mixed and varied land uses
  - Closer services and employment
speed impacts

HIT BY A VEHICLE TRAVELING AT:

20 MPH
9 out of 10 pedestrians survive

30 MPH
5 out of 10 pedestrians survive

40 MPH
Only 1 out of 10 pedestrians survives
“multimodal network”
potential multimodal network
potential dedicated bike/ped network
potential neighborhood connectors
nodes of transportation focus
nodes of transportation focus
menu of intersection crossing options

- high visibility crossings
- ¼ mile pedestrian crossing spacing
- reduce crossing distance
  - Bump outs
  - Pedestrian islands
- crosswalks on all intersection approaches

- separation from travel lanes
- landscaping
- lower speeds
- count down pedestrian buttons
- midblock crossing locations
  - Hawk signals
  - Rectangular flashing beacons
Savannah @ Wappoo

- High traffic volumes and speed
- Long distance to cross
high visibility crossing
menu of neighborhood connector options

Expand role of Greenway/Bikeway to serve more trips by:

- connecting to neighborhoods
- connecting to commercial destinations
- connecting to park and recreation areas
- enhance wayfinding, lighting, and amenities

Connect Neighborhoods with:

- sidewalks
- crossings
- festival/calmed streets
existing bikeway
What if...
menu of transit options

- Lower headways (15/30min express/local)
- Real time schedule information
- Transit stop amenities
- First and last mile connections
- New express to Boeing/Leeds Avenue centers
existing transit network
potential additional commuter transit
potential west ashley shuttle routes
typical bus stop

- no landing pad
- no bench
- no shelter
- no information
What if...

- bus shelter
- bench
- information
- landing pad
- right size lanes
What if...

Public Transit was operated as if you really wanted it to succeed?
LIBERTY LANE

3-person Cars
Ride-hailing Services
CarShare Services

Autonomous Cars
Electric Cars
First Responders

Local Shuttle Trolleys
Hotel & Employer Shuttles
Buses
What if...
Menu of river crossing options

- add missing modes
- retrofits, reconstruction, or new bridges
- water as a transportation corridor
potential Ashley River connection

water taxi: 
potential 
public/private
partnership?

WA
Greenway

private
marinas
existing marina
potential water taxi dock
What if...

You could live, work and play in West Ashley?
quick poll
Do you think the vision/ideas for being more CONNECTED are on the right track?

1. Yes
2. Probably yes
3. Maybe
4. No

- Yes: 49%
- Probably yes: 31%
- Maybe: 15%
- No: 5%
big ideas for West Ashley

community design & land use

1: preserve community character, preserve character of neighborhoods

2: community brand and identity: cohesive signage, beautification at entry points, streetscapes

3: new mixed-use centers or employment or live/work hubs throughout West Ashley

4: reuse empty strip malls, improve character and design

5: shorten trips by mixing uses and more destinations west of 526; more “little Avondale” areas
illustrating ideas for sample sites
Building upon previous City plans
example: bikeway to greenway

Savannah Highway and Wappoo Road (existing conditions)
example: bikeway to greenway

Savannah Highway and Wappoo Road (potential future conditions)
example: reuse empty retail sites
example: reuse empty retail sites

City’s rendering of Parking lot becoming a park, with a community building on the other side.
example: reuse empty retail sites
example: reuse empty retail sites

Sam Rittenberg Blvd (left) and Old Towne Road (right)
example: reuse empty retail sites

Reconnection of Sam Rittenberg Blvd (left) to Old Towne Road [see bright yellow]
example: reuse empty retail sites

Additional land for public use
To think the area as ‘Walkable,’ we need a network of streets or pedestrian pathways.
example: reuse empty retail sites

Site for Public Building (black) and additional green spaces
Over time: Future buildings should be oriented to the streets, with parking in smaller clusters.
Example of new street-oriented development: Freshfield Village, Kiawah.
Plan view, showing a potential network of streets and blocks (alternative 1)

example: reuse empty retail sites
Plan view, showing a potential network of streets and blocks (alternative 2)

example: reuse empty retail sites
Existing Sam Rittenberg Blvd conditions: Old Towne Road (left), Sam Rittenberg Blvd (right)
A change in street pattern, that impacts the former Piggly Wiggly site
Public green space, landscaping, and Civic Building where the former Piggly Wiggly is today.
As properties begin to redevelop, new buildings can align with sidewalks.
As properties begin to redevelop, new buildings can align with sidewalks.
In time, the civic space becomes more complete.
In time, the civic space becomes more complete
This alternative shows Sam Rittenberg Blvd continuing and Old Towne Road with the “T”
example: new, closer destinations

Ashley River Rd & Old Parsonage Rd: “mini-Avondale”
quick poll
Do you think the vision/ideas for UPGRADING COMMUNITY DESIGN are on the right track?

1. Yes
2. Probably yes
3. Maybe
4. No

- Yes: 61%
- Probably yes: 22%
- Maybe: 7%
- No: 9%
big ideas for West Ashley (reported at meetings)

4 economic development

1: focus redevelopment in clear areas: update aging shopping centers, transform smaller parcels too

2: need more diverse & attractive employment options

3: reclaim the underutilized parking lots, clean-up, create gateways; pay attention to the visitor’s impression

4: outer West Ashley: maybe several small hubs instead of one large one

5: encourage mix of local businesses

6: creative strategies for cultivating community: markets, festivals, restaurants
example: focus development in clear areas

Citadel Mall and environs (existing conditions)
example: focus development in clear areas
example: focus development in clear areas
example: focus development in clear areas
example: focus development in clear areas
example: focus development in clear areas
example: focus development in clear areas

Citadel Mall and environs (potential future conditions)
example: focus development in clear areas
economic development strategies for driving positive change

1. Reposition West Ashley as an employment center, not just a bedroom community
2. Incentivize reinvestment in existing commercial properties using clear rules
3. Be realistic about expectations for future retail development
4. Provide the right infrastructure to support businesses who want to come to West Ashley
5. Develop a clear message about why West Ashley is a good place to both live and work
quick poll
Do you think the vision/ideas for becoming more COMPLETE through economic development are on the right track?

1. Yes
2. Probably yes
3. Maybe
4. No
big ideas for West Ashley (reported at meetings)

5. housing

1. keep the affordable housing affordable

2. vertical mixed use and live/work hubs at key sites (eg Citadel Mall)

3. affordable housing near work and shopping

4. need more housing for seniors

5. concerned about high density housing and infrastructure demands
housing strategies for driving positive change

1. Identify a “palette” of housing types and ensure that future zoning allows the right product in the right place

2. Invest in transit to help with housing affordability

3. Develop neighborhood plans for incorporating new housing types in existing neighborhoods

4. Educate the community and policy makers about what it takes to provide housing that is affordable across the income spectrum
positioning West Ashley for success

1. West Ashley is well-positioned to capture new investment that will support ongoing community objectives.

2. Future investment will take multiple forms: public, private, reinvestment and new development.

3. Harnessing West Ashley’s potential will require balancing among existing community needs and retaining existing community character, while accepting that West Ashley needs to also embrace change.
quick poll
Do you think the vision/ideas for being more AFFORDABLE are on the right track?

1. Yes
2. Probably yes
3. Maybe
4. No
next steps:

your input:
planwestashley.com
herringa@charleston-sc.gov
#planwestashley

draft report: June/July