City of Charleston and West Ashley
The **First** Permanent Colonial Settlement in the Carolinas – Charles Towne Landing 1670
Agriculture, Industry, and Transit – A History of West Ashley
THIS BRIDGE, THE “ASHLEY RIVER” OR “NEW” BRIDGE, CONNECTING THE PARISH WITH THE CITY OF CHARLESTON WAS ERECTED IN 1889 BY THE CHARLESTON BRIDGE COMPANY OF WHICH SAMUEL H. WILSON WAS PRESIDENT. THE COMPLETION OF THIS BRIDGE REOPENED AND...
Automobiles and Residential Growth of West Ashley

NAVY MEN
You can own your Home

Windermere
offers unusual opportunities for the man who wants a home for his family and for himself after retirement. You are invited to investigate our plan—A small monthly allotment will pay for your lot. We will finance and build your home. Convenient monthly payments, like rent, begin when you move in.

DO SOMETHING ABOUT THIS NOW!

JAMES S. SIMMONS,
177 EAST BAY STREET
CHARLESTON, S. C.
West Ashley and Residential Growth in 1935
With Residential Growth came Commercial Opportunities – Avondale 1940’s
West Ashley’s Neighborhoods Continued to Expand in 1954

South Windermere Shopping Center (Under Construction)
The Economic and Housing Prosperity Continued through the 1970’s
The 1980’s brought Citadel Mall
West Ashley is Funky, Fresh, and Fun with Areas such as Avondale and the Coburg Cow
West Ashley has Charming Residential Homes and Wonderful Lifestyle Amenities
But West Ashley also has Sprawl and some Older Strip Centers are Vacating
West Ashley also has Traffic Congestion Issue and Flooding Problems
The City had Done Smaller Studies for West Ashley Throughout the 1990’s
Then two more Small Area Plans but what was becoming apparent was West Ashley needed...
A Dedicated Master Plan to Study ALL Its Areas.
Master Plan Process

PRELIMINARY ANALYSIS
Site visit, review plans, gather info, meet with city, steering committee & stakeholders. Community kick-off event.

PUBLIC ENGAGEMENT
Community meetings, public workshop/visioning open houses, hands-on design

DRAFT MASTER PLAN
Refine plan graphics, draft plan doc, review with City, WARC, public, & stakeholders.

How does a Master Plan come into Being?
Through the Passion and Dedication of Citizens – West Ashely Revitalization Commission Members
66 community engagement events

4 community workshop meetings (spring)

6 day public charrette

25 meetings with stakeholders

3 workshops (fall)

7 farmers market booths

4 coffee talks

3 Lunch & learns

2 neighborhood meetings

9 WARC meetings

3 business meetings

charrette participants:
- 550+ at community input workshops
- 140+ at planning studio technical meetings
- 200+ at open house presentation
- 200+ at work-in-progress presentation

charrette feedback:
- 66 workshop group brainstorming sessions
- 178 written feedback forms
- 386 one word cards

planwestashley.com:
- 10,448 visits / 25,277 page views
- 7,851 unique visitors
- 244 survey responses

1,800+ reached by email:
- West Ashley distribution lists (1,500+)
- N’hood Council Presidents (West Ashley / City-wide)
- City of Charleston agenda subscribers
- City Planning Boards, Commissions, Employees

33,000+ reached by social media:
- 33,000+ by City of Charleston Facebook, Twitter
- 6,000+ by West Ashley community Facebook pages
- 400+ Nextdoor contacts

1,200+ flyers distributed
- City press releases
  (online, print, radio, tv)

info booths/meetings:
- booth at West Ashley Farmers Market (April & May)
- booth at West Ashley United Day (April)
- 2 Chamber of Commerce meetings
- 5 West Ashley Revitalization Commission meetings
- West Ashley coffee groups
Plan West Ashley was the LARGEST Public Engagement Project the City has ever Undertaken
We Went Out into the Community to Reach Everyone we Could.
And the Community Came out to Have Their Voices Heard
We Sat With the Community and Listened and Learned
We then Took What we Heard and Presented it back to the Public
The Commission Vetted what was Gathered and Decided to Move it Along
Master Plan Process

PRELIMINARY ANALYSIS
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PUBLIC ENGAGEMENT
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DRAFT MASTER PLAN
Refine plan graphics, draft plan doc, review with City, WARC, public, & stakeholders.

And then with the Public We Took our Findings to City Council for Adoption
What is The Plan?
To Invest where It Makes the Most Sense
To look at Under Utilized Grey Sites (Redevelopment)
And Imagine them More Vibrant

Filling in The Parkinglots with Mixed-Use offices, retail, and residential structures
More Productive and Thriving

Addition of Community Facilities and Spurred Development Across Orleans Road
While Showing How to Address Complex Issues in a Sustainable Way

Red Indicates Potential Parking Areas
Showing How we Can Better Use our Roadways
Giving Examples of how to Grow from a Personal Vehicle Centered Roadway
To a Roadway for Transit, Cyclists, and Beautification
And Eventually Grow into a Full Transit System for all Mobility Options
West Ashley that will be

It Used Advanced LIDAR Technology to See Where the Highground Is Located
The Plan Envisions how to Turn Stormwater Retention into a Property Amenity
Current Condition of Tiger Swamp Drainage Channel – A Ditch to Move Water
Tiger Swamp Boardwalk – A Water Conveyance System that Doubles as a Nature Path

PRESENTATION PREPARED BY THE CITY OF CHARLESTON - MARCH 2019
The Plan looks at Intersection on the Highground Areas
And Gives Ideas for How they can Develop a more Robust Economy
Preserving Character for Residential while also Increasing Options for Living
Master Plan Process

PUBLIC REVIEW OF MASTER PLAN
Present draft plan to community and WARC revise and produce final draft. Present final draft to Planning Commission & City Council.

ADOPTION OF MASTER PLAN
City Council adopts master plan.

IMPLEMENTATION
Put in place policies for plan implementation. Prioritize and begin projects.

With The Plan in Place what Happens Now?
<table>
<thead>
<tr>
<th>Plan Chapter</th>
<th>Description</th>
<th>Time frame</th>
<th>Responsible Party</th>
<th>Cost (approx)</th>
<th>Potential Funding Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM DESIGN &amp; LAND USE</td>
<td>Formally adopt the Plan West Ashley vision</td>
<td>Immediate (first 2 years)</td>
<td>City of Charleston</td>
<td>NA</td>
<td></td>
</tr>
<tr>
<td>COMM DESIGN &amp; LAND USE</td>
<td>Coordinate implementation activities with Charleston County, Regional and State planning bodies</td>
<td>Immediate</td>
<td>City of Charleston</td>
<td>NA</td>
<td></td>
</tr>
<tr>
<td>COMM DESIGN &amp; LAND USE</td>
<td>Develop a set of urban design principles for key sites and corridors</td>
<td>Immediate</td>
<td>City of Charleston</td>
<td>NA</td>
<td></td>
</tr>
<tr>
<td>COMM DESIGN &amp; LAND USE</td>
<td>Establish a joint City/County Design Review Board for key commercial corridors</td>
<td>Immediate</td>
<td>City of Charleston</td>
<td>NA</td>
<td></td>
</tr>
<tr>
<td>COMM DESIGN &amp; LAND USE</td>
<td>Establish a West Ashley Community Brand &amp; Identity Committee; organize private clean up efforts (keep West Ashley beautiful)</td>
<td>Immediate</td>
<td>City of Charleston</td>
<td>NA</td>
<td></td>
</tr>
<tr>
<td>COMM DESIGN &amp; LAND USE</td>
<td>Pursue neighborhood preservation</td>
<td>Immediate</td>
<td>City of Charleston</td>
<td>NA</td>
<td></td>
</tr>
<tr>
<td>TRANSPORTATION</td>
<td>Develop Design Guidelines for West Ashley Greenway + Bikeway</td>
<td>Immediate</td>
<td>City, Charleston County Parks and Recreation, Charleston Parks Conservancy</td>
<td>$</td>
<td>City of Charleston, Charleston County Parks and Recreation, Charleston Parks Conservancy</td>
</tr>
<tr>
<td>TRANSPORTATION</td>
<td>Prepare a feasibility study for potential federal grant projects, such as TIGER grants</td>
<td>Immediate</td>
<td>City of Charleston</td>
<td>$</td>
<td>City of Charleston</td>
</tr>
<tr>
<td>GREEN INFRA &amp; SUSTAINABILITY</td>
<td>Pursue mechanisms and funding to purchase property for the purpose of reversion to wetlands and addition of floodplain</td>
<td>Immediate</td>
<td>City, BCDCOG</td>
<td>$</td>
<td>City, BCDCOG Greenbelt Program, impact fees, sales tax</td>
</tr>
<tr>
<td>GREEN INFRA &amp; SUSTAINABILITY</td>
<td>Seek authorization from the General Assembly to allow local real estate transaction surcharge to seed open space acquisition</td>
<td>Immediate</td>
<td>City, BCDCOG</td>
<td>NA</td>
<td></td>
</tr>
<tr>
<td>GREEN INFRA &amp; SUSTAINABILITY</td>
<td>Strengthen tree protection and tree planting requirements for new development and redevelopment</td>
<td>Immediate</td>
<td>City of Charleston</td>
<td>NA</td>
<td></td>
</tr>
<tr>
<td>GREEN INFRA &amp; SUSTAINABILITY</td>
<td>Advocate for the Greenbelt program to borrow money against future revenues on the half penny sales tax in order to provide immediate funding</td>
<td>Immediate</td>
<td>City of Charleston</td>
<td>NA</td>
<td></td>
</tr>
<tr>
<td>GREEN INFRA &amp; SUSTAINABILITY</td>
<td>Raise community awareness of sensitive environmental concerns, green infrastructure, and open space preservation</td>
<td>Immediate</td>
<td>City, BCDCOG, neighborhood org., advocacy non-profits</td>
<td>$</td>
<td>City, BCDCOG</td>
</tr>
<tr>
<td>GREEN INFRA &amp; SUSTAINABILITY</td>
<td>Develop a West Ashley Recreational Needs Assessment</td>
<td>Immediate</td>
<td>City, BCDCOG</td>
<td>$</td>
<td>City, BCDCOG</td>
</tr>
<tr>
<td>GREEN INFRA &amp; SUSTAINABILITY</td>
<td>Develop a West Ashley Open Space, Parks, and Recreation Master Plan</td>
<td>Immediate</td>
<td>City, BCDCOG</td>
<td>$</td>
<td>City, BCDCOG</td>
</tr>
<tr>
<td>HOUSING</td>
<td>Pursue passage of a citywide housing bond, and use resulting funds to expand subsidized income-restricted housing in West Ashley</td>
<td>Immediate</td>
<td>City of Charleston</td>
<td>$</td>
<td>City of Charleston</td>
</tr>
<tr>
<td>HOUSING</td>
<td>Pursue passage of an inclusiory housing enabling law at the state level</td>
<td>Immediate</td>
<td>City of Charleston, Charleston County</td>
<td>$</td>
<td>City of Charleston, Charleston County</td>
</tr>
<tr>
<td>HOUSING</td>
<td>Pursue changes to state criteria that negatively impact the ability of income-restricted affordable housing developers to obtain adequate LHTC funding allocations</td>
<td>Immediate</td>
<td>City of Charleston, Charleston County</td>
<td>$</td>
<td>City of Charleston, Charleston County</td>
</tr>
<tr>
<td>HOUSING</td>
<td>Expand application of Mixed-Use Workforce Housing zoning districts, and pursue modifications to increase the program's effectiveness</td>
<td>Immediate</td>
<td>City of Charleston</td>
<td>$</td>
<td>City of Charleston</td>
</tr>
</tbody>
</table>
Charleston Parks Conservancy has Completed their Master Plan – March 2019
GUIDING PRINCIPLES

This process actively engaged the community during a series of stakeholder meetings, “on the ground” tours, and photo documentation of the entire length of the Greenway and Bikeway. In June 2018, a four-day design charrette open to the public was held to gather input and ideas on how to make the Greenway and Bikeway better. From the community engagement, the charrette team focused on two guiding principles for the Master Plan:

1. The Greenway and Bikeway shall be designed to be more welcoming and safe, by giving the Greenway and Bikeway users priority at the street crossings.

2. The Greenway and Bikeway shall be designed to be more beautiful and inspiring, by using wise, artful plantings and engaging public art.

In this way, the West Ashley Greenway and Bikeway can become even more cherished public spaces in the community. The elements included in this Master Plan accomplish both of these principles, while insuring that the Greenway and Bikeway are world-class facilities that become even more loved by residents, serve an important regional transportation mission, and contribute to Charleston’s boom tourism by providing yet another natural Lowcountry experience for visitors.
And Envisions how to Best Utilize the Trail System and Make Safer Crossings

**Overview**

Between Sunset Drive on the east and Wappoo Road on the west is the Wappoo Trail segment. This section of trail has a high concentration of residential back yards closer to the trail along with a number of makeshift private bridges connecting to the Greenway (see right). The right-of-way is narrower along this segment and the edges of the trail are defined by drainage ditches and back yard fences. There are also some commercial and office developments along this section of trail, but overall this section feels suburban.

Recommended improvements include a **scenic overlook** and **parklet access** to the retention pond at the Markfield Drive office park complex. The trail through The Wappoo Trail section should be widened to a **12' wide asphalt trail** with **2' gravel shoulders**, and should have **space set aside at key areas** for overloads, pull-offs/conversations, and small gathering areas. The existing commercial development between Betsy Road and Markfield Drive could have a second facade added that interacts with the trail better. Most of the commercial frontage has extra parking spaces that could be repurposed to **trail-oriented development**.

**Typical Trail Crossing** at major unsignalized street crossings

(Above) Makeshift bridge along the Wappoo Trail.

(Above) Proposed improvements at Wappoo Trail street crossing. Recommendations completely halt traffic to allow users to safely cross.

*PRESENTATION PREPARED BY THE CITY OF CHARLESTON - MARCH 2019*
To see the Master Plan Visit the Charleston Parks Conservancy Website
In 2007 the Northbridge Piggly Wiggly Closed; In 2017 the City of Charleston Purchased the Site
In 2018 County Transportation Began Studying a Realignment of SC7 & SC171
In June of 2018 the City Held a 3 Day Workshop to Gather Community Ideas for the Site
Over 100 Different Site Plans were Created; and over 927 Respondents for an Online Survey
In December 2018 the County had Public Input for 4 Roadway Realignment Options

More Information at: https://www.sc7andsc171intersection.com/
In December 2018 the City Showed the Results of the 3 Day Workshop
In December 2018 the City Showed the Results of the 3 Day Workshop

MUSC Announced they were Opening an Ambulatory Care Center in the Former JC Penny
MUSC and Trademark Properties are working to Transform the JC Penny Building
Into the MUSC West Campus
MUSC Will have Bring an Estimated 1000 Patients a Day to Citadel Mall
And will Employ Approximately 150-300 Staff
The Church Creek Drainage Tax Increment Financing District Created in December 2018
Charles River Labs, a Biotech Company that has been in West Ashley for 20 years
Has Decided to Stay and Expand their Operations on Wappoo Road
Other West Ashley Implementation Initiatives Underway

- West Ashley Redevelopment Zoning Category will be put out for RFP
- Avondale Parking Study is on Going
- Citadel Mall Revitalization Efforts Continue
- New Stormwater Development Codes in Church Creek and the City
- Economic Outreach for Class A Office Spaces
- Transportation Initiatives:
  - Additional Sidewalks being Planned and Built
  - Additional Crosswalk and Pedestrian Safety Improvements
  - Highway 17 Corridor Study
  - Savannah Highway Capacity Improvement Study
  - Glenn McConnell Widening
- Collaboration with West Ashley United and Charleston Parks Conservancy for Bikeway Entry Plaza
- Area Clean-Up Efforts are being put on by Keep Charleston Beautiful and West Ashley United
- New CARTA Station Locations are being Studies and Identified
- Community Events being Planned such as Longest Table
- Additional Affordable Housing Locations are being Pursued
- Close collaboration and Communication is continuing between the City, County, and other Agencies to Ensure a Cohesive and Unified Future for West Ashley