

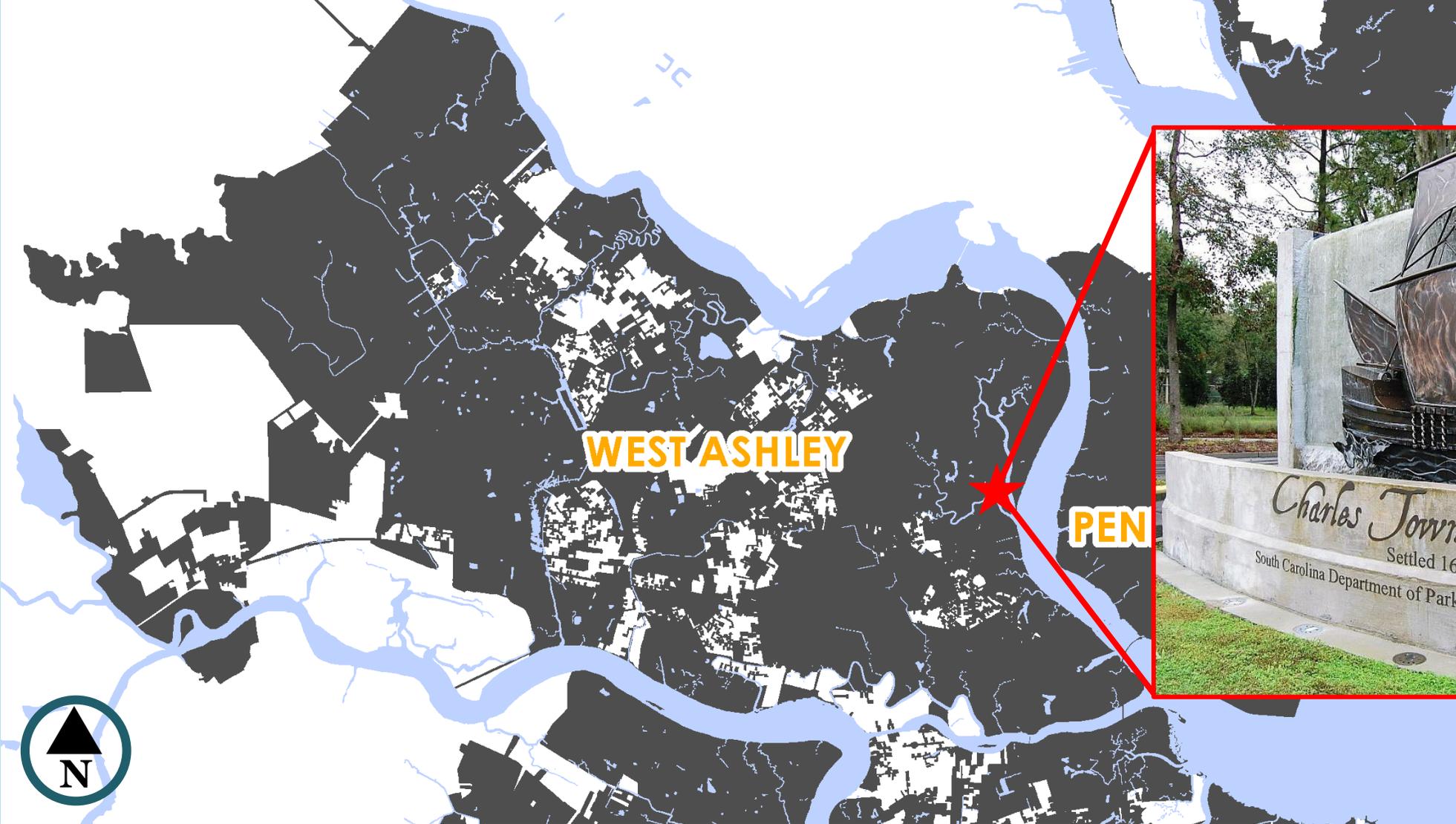


Plan West Ashley

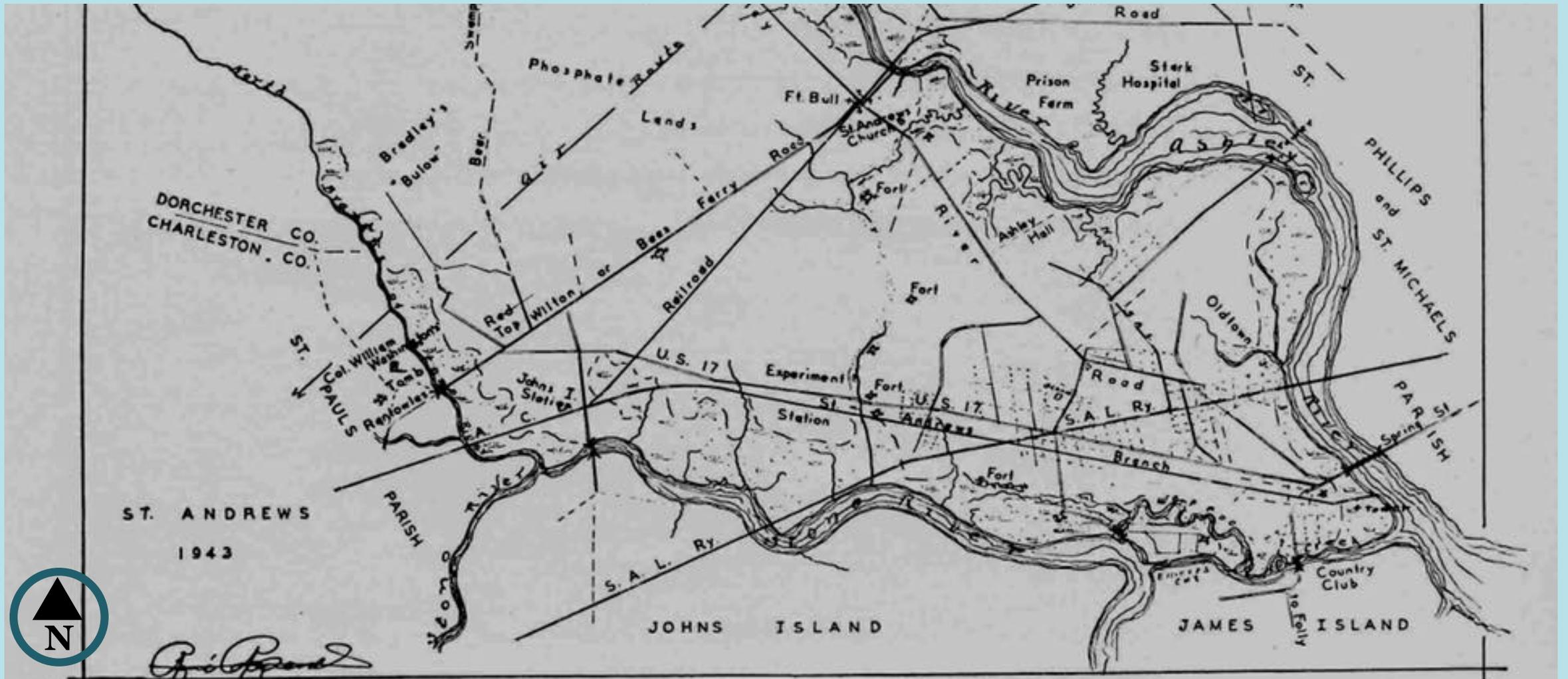
March 2019



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

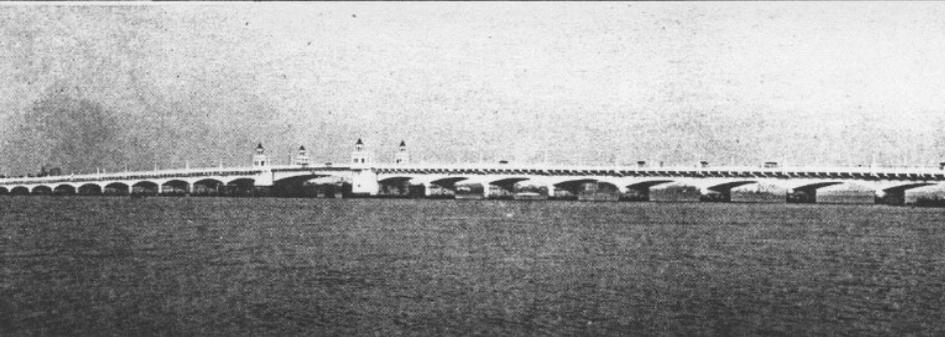
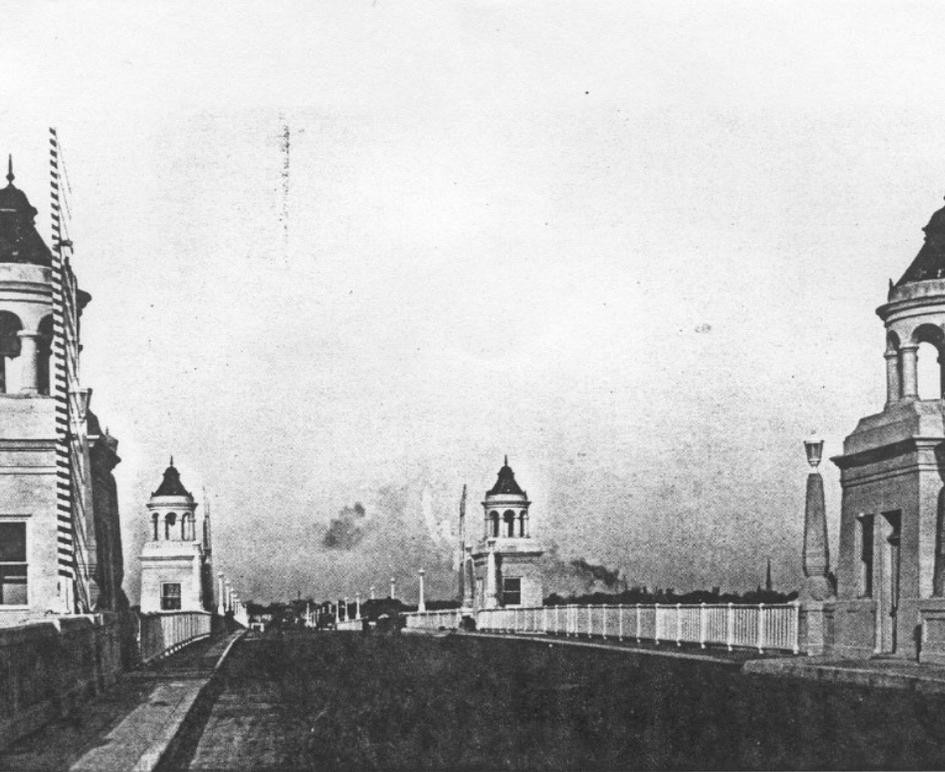


Connection to the Peninsula



Truck Farming

Agriculture, Industry, and Transit – A History of West Ashley



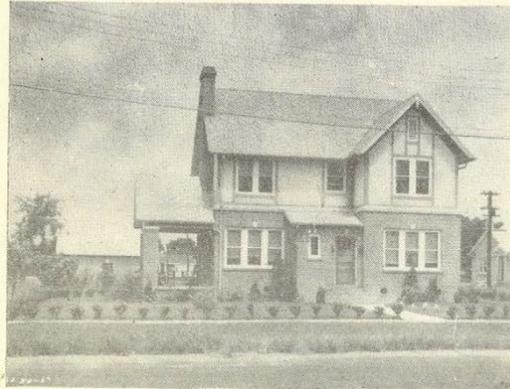
NAVY MEN
You can own your Home



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.



Automobiles and Residential Growth of West Ashley



West Ashley and Residential Growth in 1935



With Residential Growth came Commercial Opportunities – Avondale 1940's



South Windermere Shopping Center
(Under Construction)

West Ashley's Neighborhoods Continued to Expand in 1954



OPENS THURSDAY at 10 AM
CHARLESTON'S FIRST

ASHLEY PLAZA
MALL

AIR-CONDITIONED SHOPPING MALL
HIGHWAY 7 AND 171

Opens Tomorrow!

AT 10 A.M.
38 Great Stores To Serve You

Totally Enclosed Mall

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



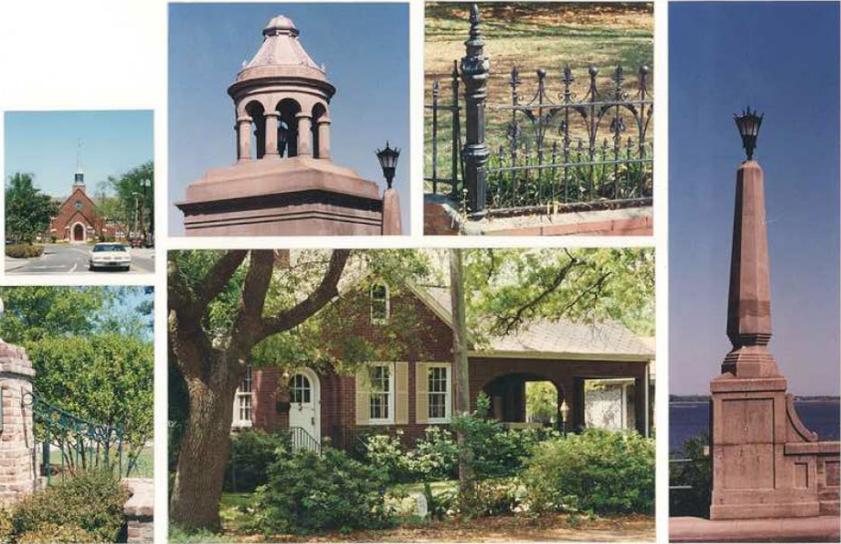
But West Ashley also has Sprawl and some Older Strip Centers are Vacating



West Ashley also has Traffic Congestion Issue and Flooding Problems

ASHLEY BRIDGE DISTRICT

THE EMERGENCE OF A TRADITIONAL VILLAGE



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 San 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.

Future San Rittenberg Boulevard Cross-Section



Ashley Landing Shopping Center as it exists today



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



Conceptual ideas for visual statement at the rear of Piggly Wiggly



Proposed "gateway" entrance from the Northbridge



Frontage road realignment with pedestrian and bicycle access

New landscaping is being put in place in the San Rittenberg/Old Towne Road intersection with funds raised by the Task Force

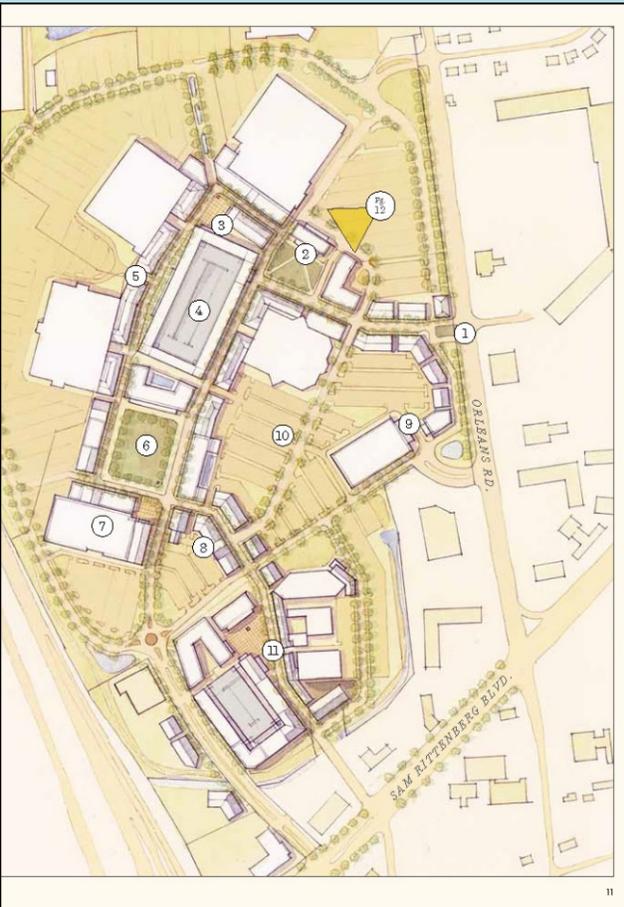


MASTER PLAN



The City had Done Smaller Studies for West Ashley Throughout the 1990's

City of Charleston
DESIGN DIVISION
REPORT 03
CITADEL MALL



DuPont | Wappoo Community Plan

Then two more Small Area Plans but what was becoming apparent was West Ashley needed...



PLAN

West Ashley

CHARLESTON, SOUTH CAROLINA

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 Ashley 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

PRESENTATION PREPARED BY THE CITY OF CHARLESTON - MARCH 2019



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:

65 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



Mayor Tecklenburg and Councilmember Moody at a Coffee Talk

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

Site visit, review plans, gather info, meet with city, steering committee & stakeholders.
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PUBLIC ENGAGEMENT

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

DRAFT MASTER PLAN

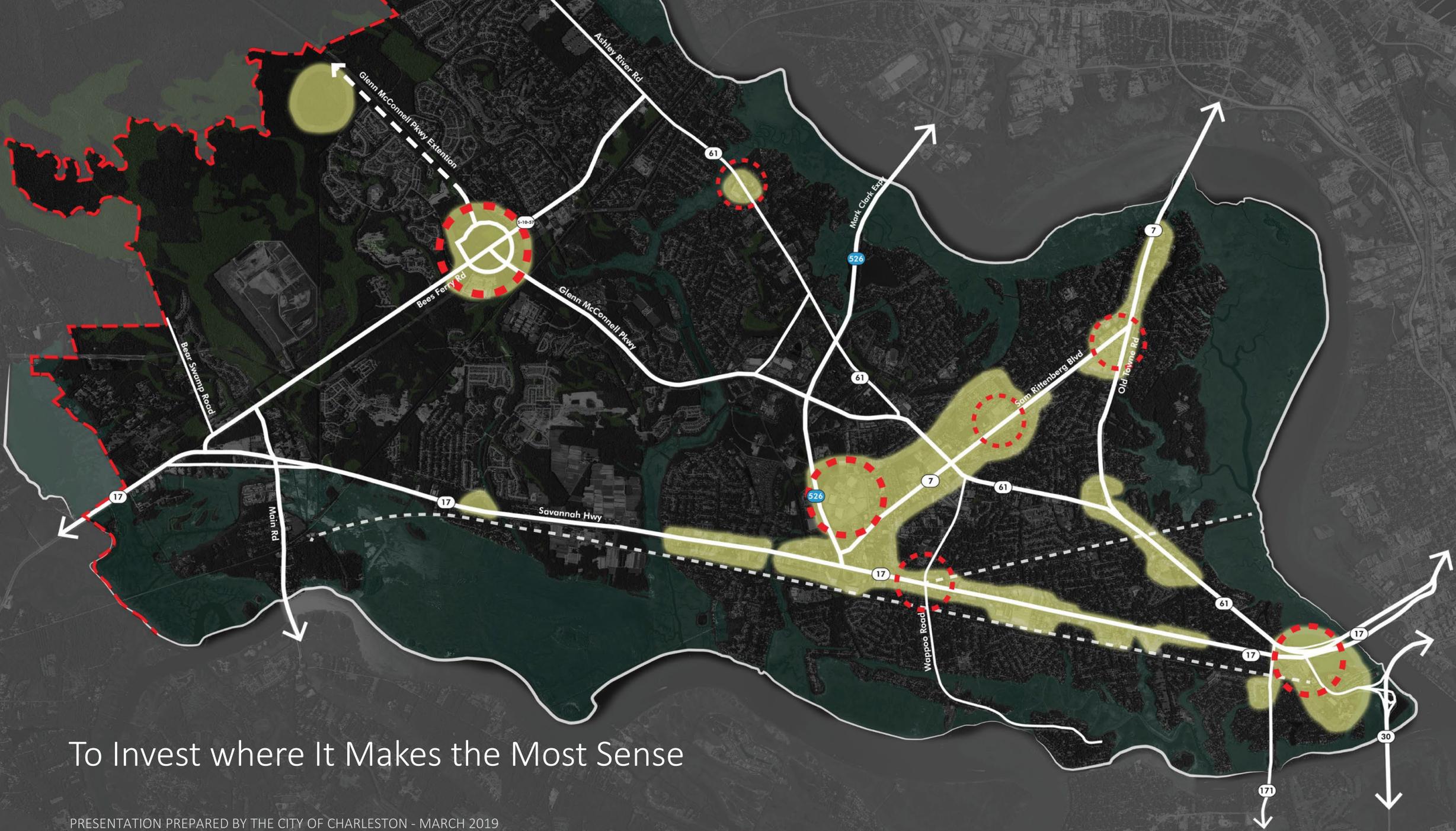
Refine plan graphics, draft
plan doc, review with City,
WARC, public, &
stakeholders.

And then with the Public We Took our Findings to City Council for Adoption



What is The Plan?

PRESENTATION PREPARED BY THE CITY OF CHARLESTON - MARCH 2019



To Invest where It Makes the Most Sense



Citadel Mall in 2018

To look at Under Utilized Grey Sites (Redevelopment)



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

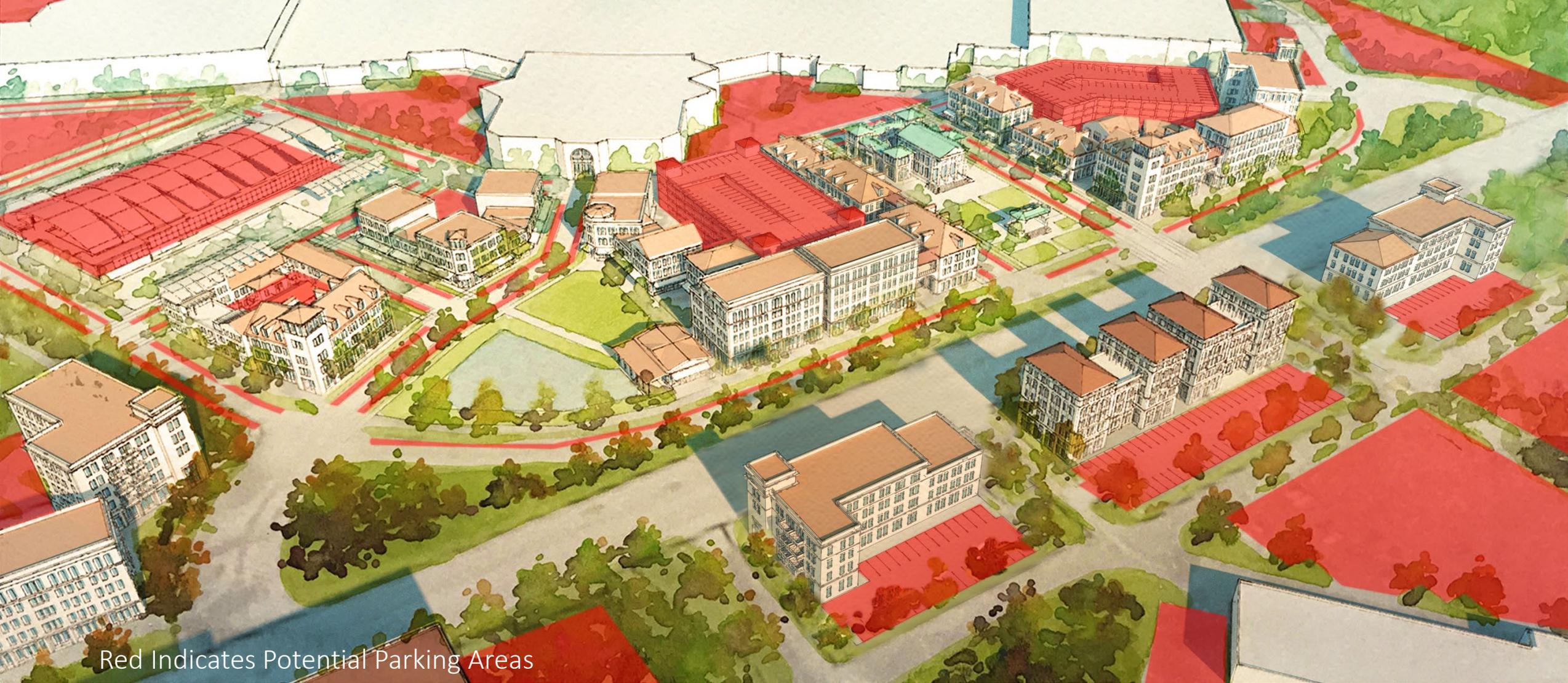
And Imagine them More Vibrant



Addition of Community Facilities and Spurred Development Across Orleans Road

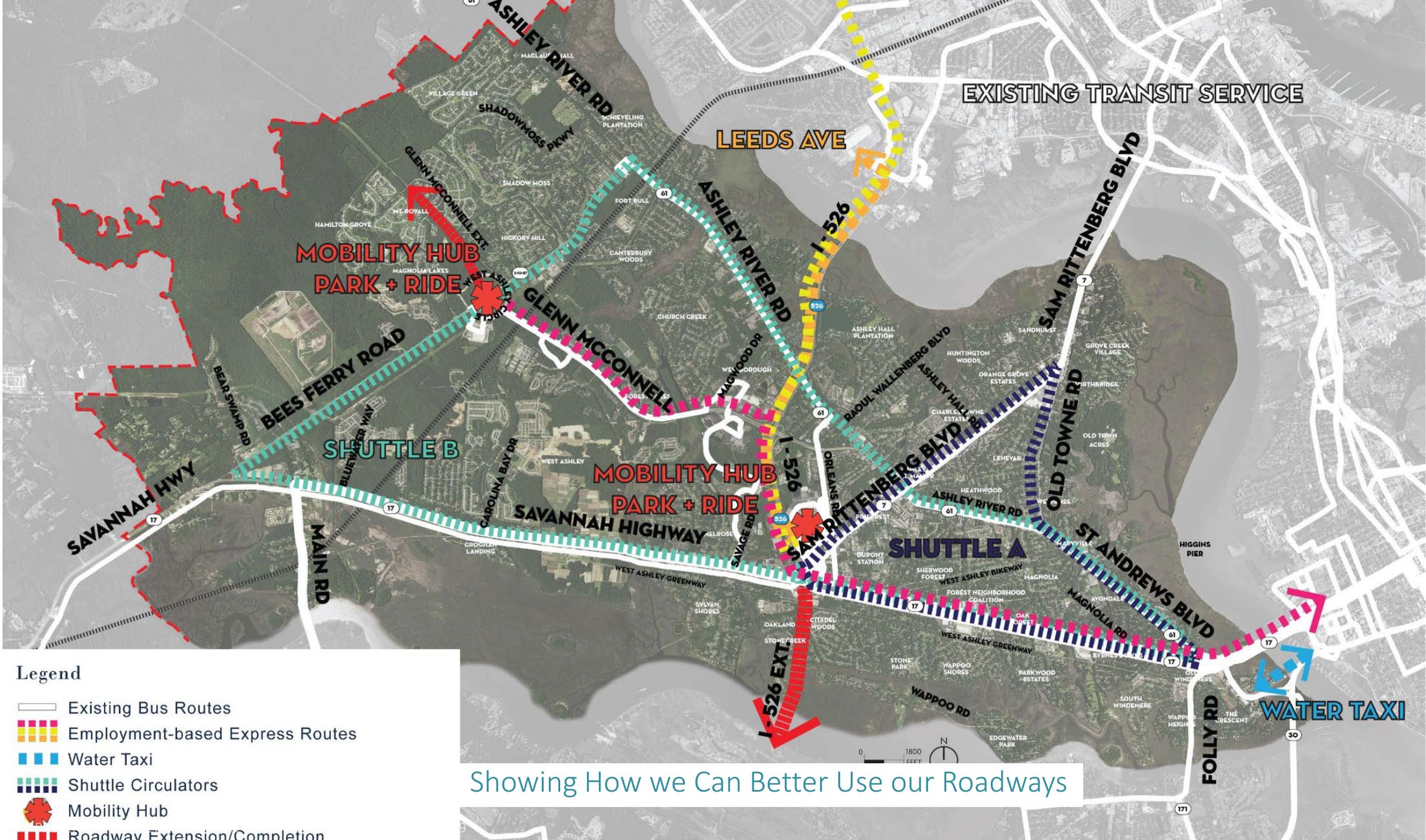
More Productive and Thriving

PRESENTATION PREPARED BY THE CITY OF CHARLESTON - MARCH 2019



Red Indicates Potential Parking Areas

While Showing How to Address Complex Issues in a Sustainable Way



Legend

-  Existing Bus Routes
-  Employment-based Express Routes
-  Water Taxi
-  Shuttle Circulators
-  Mobility Hub
-  Roadway Extension/Completion

Showing How we Can Better Use our Roadways



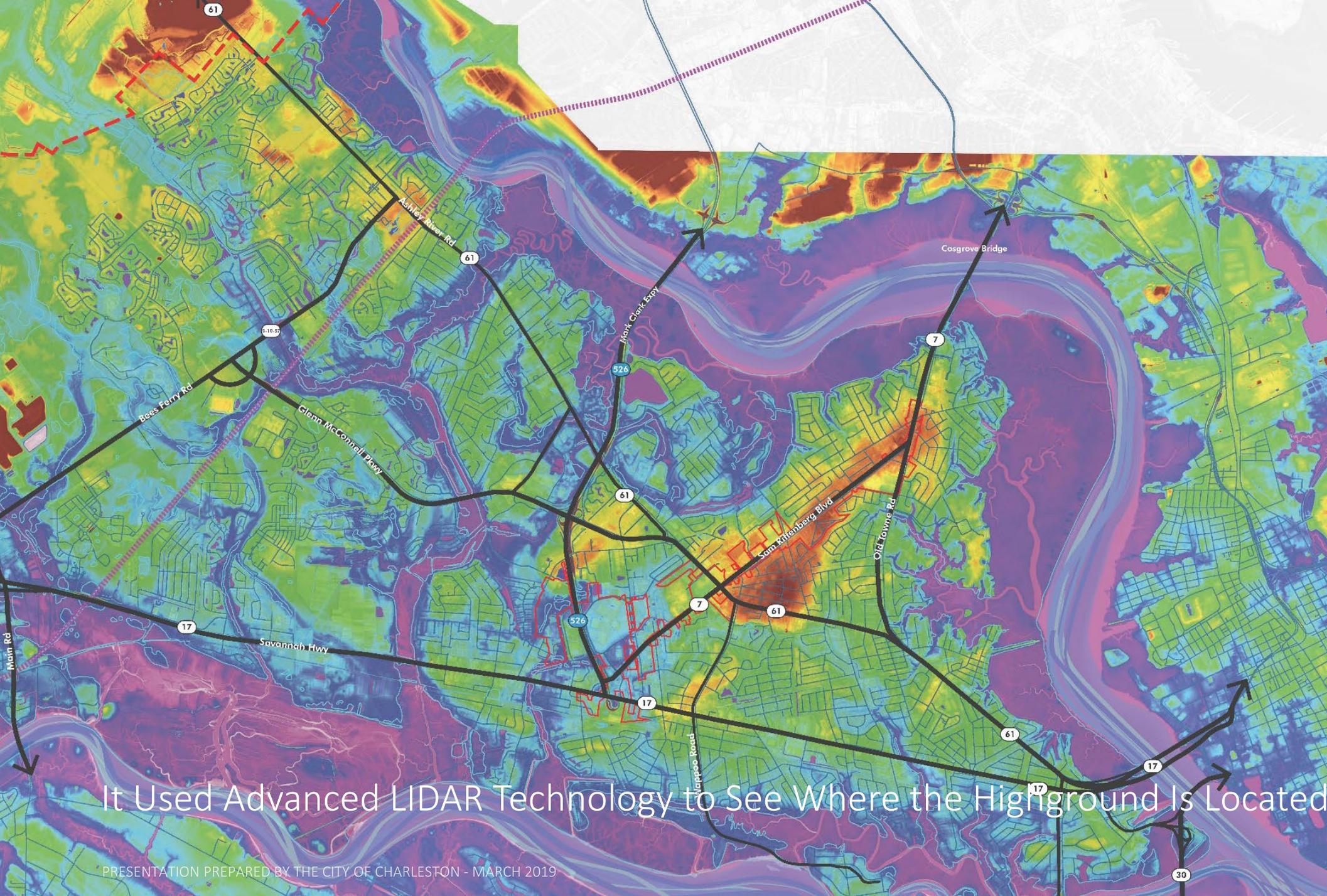
Giving Examples of how to Grow from a Personal Vehicle Centered Roadway



To a Roadway for Transit, Cyclists, and Beautification



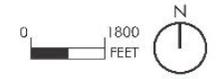
And Eventually Grow into a Full Transit System for all Mobility Options



-  Existing Rail Line
-  Major Roadways
-  Minor Roadways
-  Urban Growth Boundary
-  Wetland Boundary
-  TIF Boundary
Tax Increment Financing District

Sources:
City of Charleston. LIDAR Topo

It Used Advanced LIDAR Technology to See Where the Highground Is Located

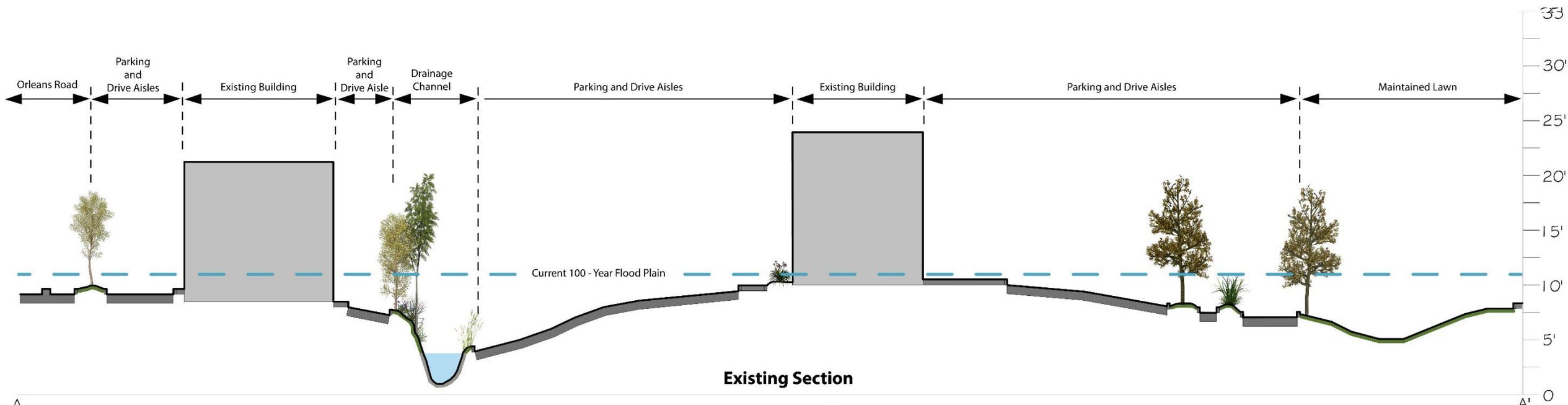




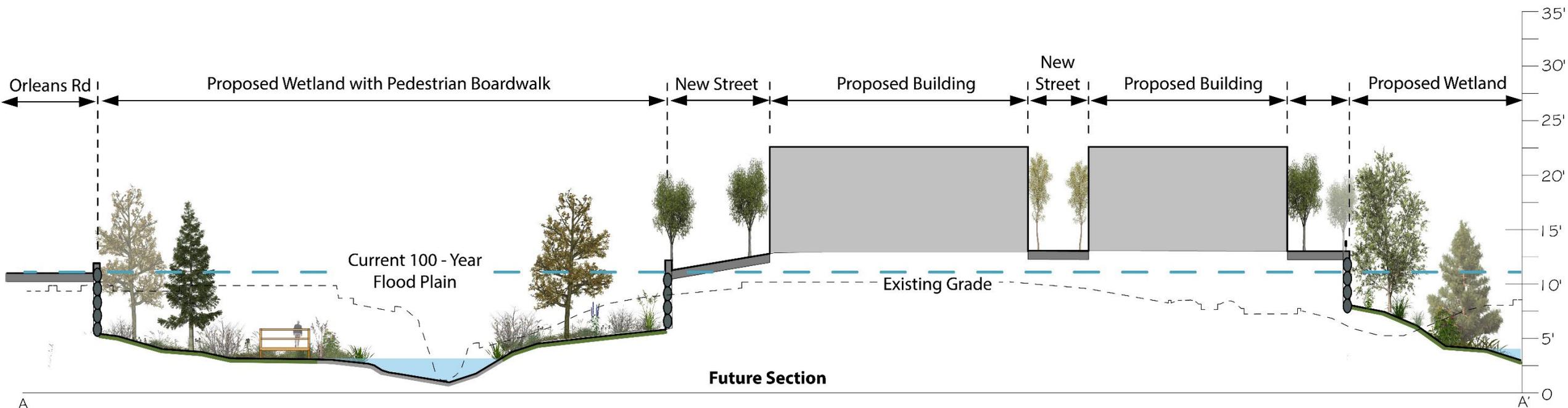
The Plan Envisions how to Turn Stormwater Retention into a Property Amenity



Existing: Plan View (Not to Scale)



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



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?

IMPLEMENTATION MATRIX

Recommended Actions: Policies / Studies

Acronyms: BCDCOG=Berkeley Charleston Dorchester Council of Governments

CDBG=Community Development Block Grant

LIHTC=Low-Income Housing Tax Credit

TIGER=Transportation Investment Generating Economic Recovery grant

\$ Under \$200,000

\$\$ \$200,000-\$999,999

\$\$\$ \$1,000,000-\$4,999,999

\$\$\$\$ \$5,000,000-\$9,999,999

\$\$\$\$\$ \$10,000,000 and over

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

WEST ASHLEY GREENWAY + BIKEWAY MASTER PLAN



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.



Their Master Plan Follows the Above Principles

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 overlooks, 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**.



(Above) Makeshift bridge along the Wappoo Trail.

TYPICAL TRAIL CROSSING AT MAJOR UNSIGNALIZED STREET CROSSINGS



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



And Envisions how to Best Utilize the Trail System and Make Safer Crossings

WEST ASHLEY

GREENWAY + BIKEWAY MASTER PLAN



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

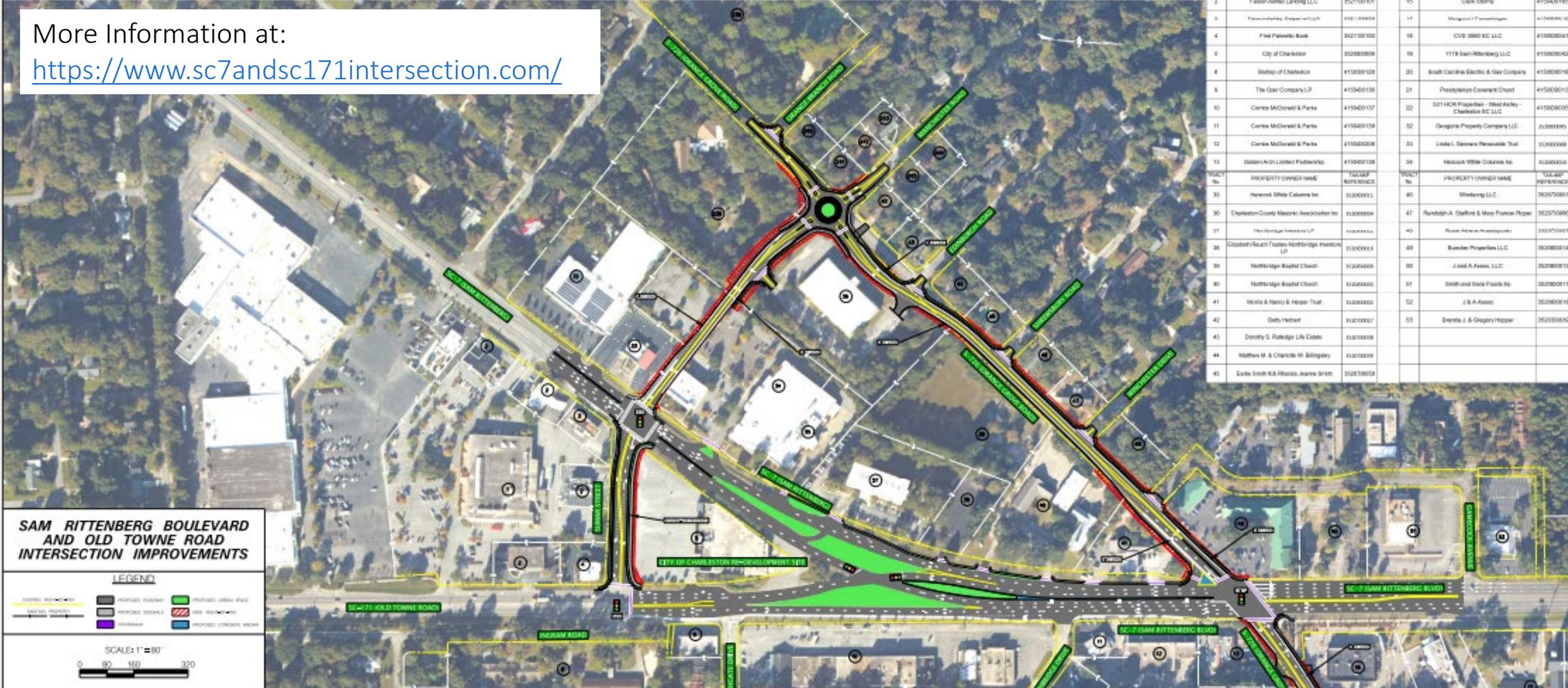


In June of 2018 the City Held a 3 Day Workshop to Gather Community Ideas for the Site



Over 100 Different Site Plans were Created; and over 927 Respondents for an Online Survey

More Information at:
<https://www.sc7andsc171intersection.com/>



In December 2018 the County had Public Input for 4 Roadway Realignment Options

COMMUNITY INPUT

Information based on community survey of 927 respondents

What should go on the site?

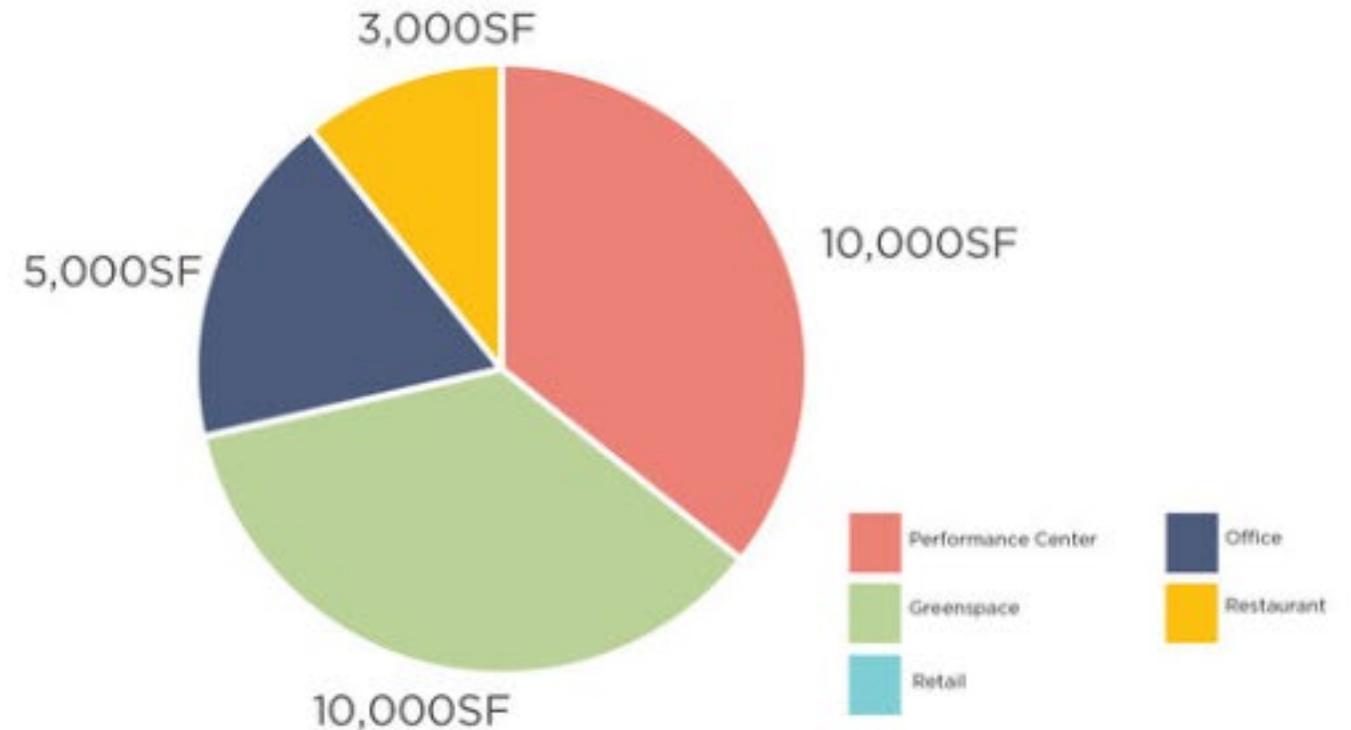
- Passive Park
- Small-Scale Retail
- Restaurant
- Commercial
- Civic / Cultural

What is a top priority for redevelopment?

- Safety for pedestrians, cyclists, and motorists
- Landscaping and other beautification elements
- Improvements to the intersection



COMMUNITY DEVELOPMENT PROGRAM

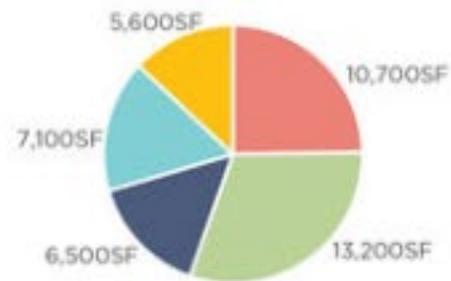


In December 2018 the City Showed the Results of the 3 Day Workshop

ALTERNATIVE A



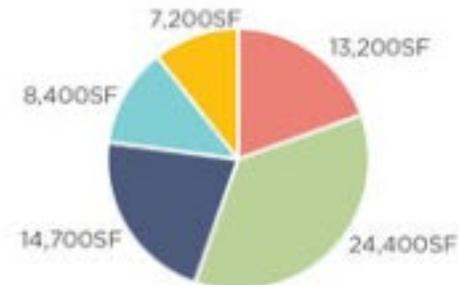
TOTAL: 43,100 SF



ALTERNATIVE B



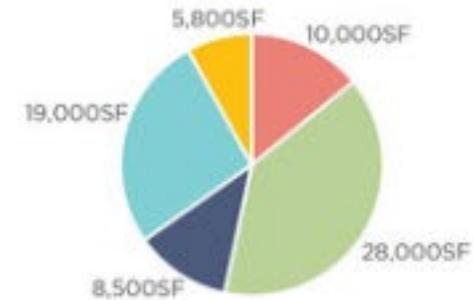
TOTAL: 67,900 SF



ALTERNATIVE C



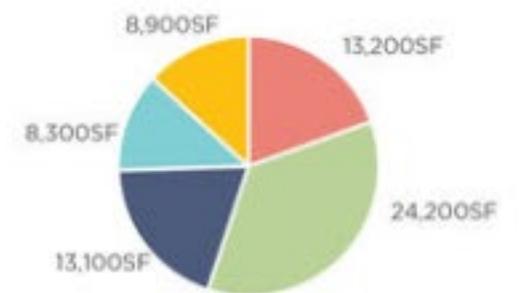
TOTAL: 71,300 SF



ALTERNATIVE D



TOTAL: 67,700 SF



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

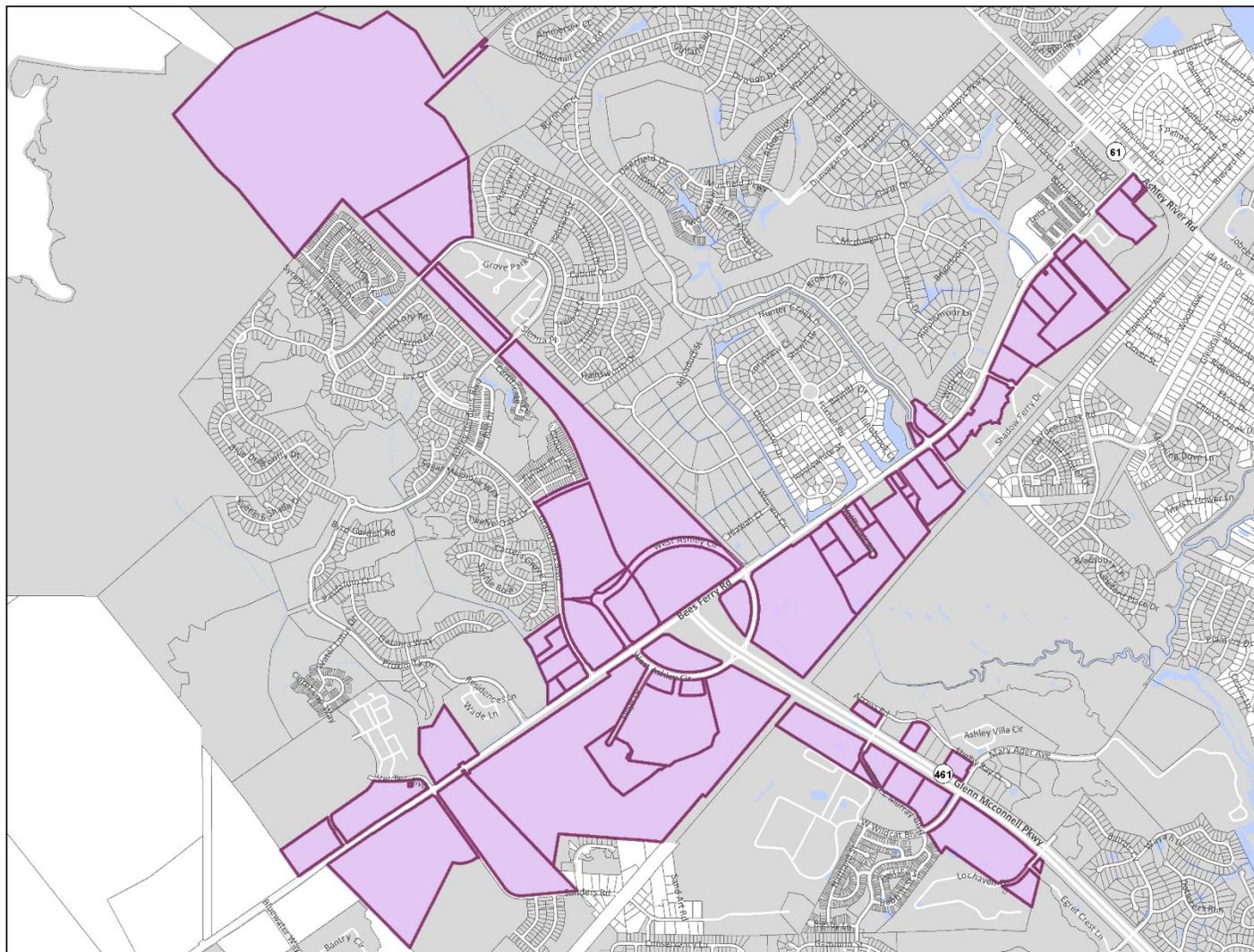
PRESENTATION PREPARED BY THE CITY OF CHARLESTON - MARCH 2019



MUSC Will have Bring an Estimated 1000 Patients a Day to Citadel Mall



And will Employ Approximately 150-300 Staff



Church Creek Drainage Redevelopment TIF Map

- TIF Parcels
- Property Lines
- Water
- Charleston City Limits



Date: 9/28/2018


 City of Charleston
 Dept. of Planning, Preservation
 and Sustainability
 Planning Division
 2 George St., Third Floor
 Charleston, SC 29403

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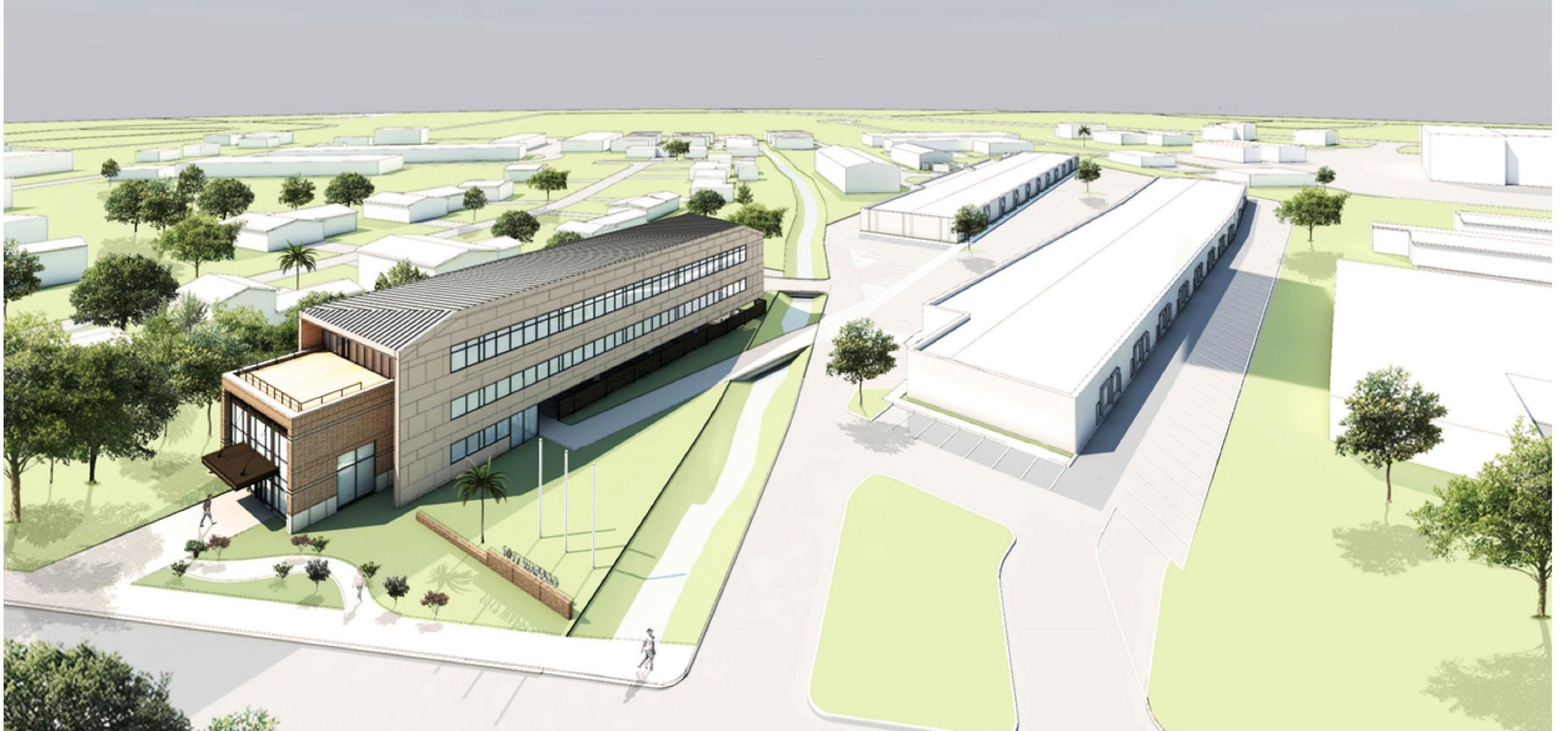
Important Disclaimer: Not CE
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The Church Creek Drainage Tax Increment Financing District Created in December 2018



Current Location

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

- 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

Other West Ashley Implementation Initiatives Underway