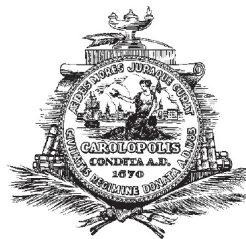


# KING STREET PROFILE FEBRUARY 2022

CITY OF CHARLESTON

DEPARTMENT OF PLANNING, PRESERVATION & SUSTAINABILITY

BUSINESS & NEIGHBORHOOD SERVICES DIVISION

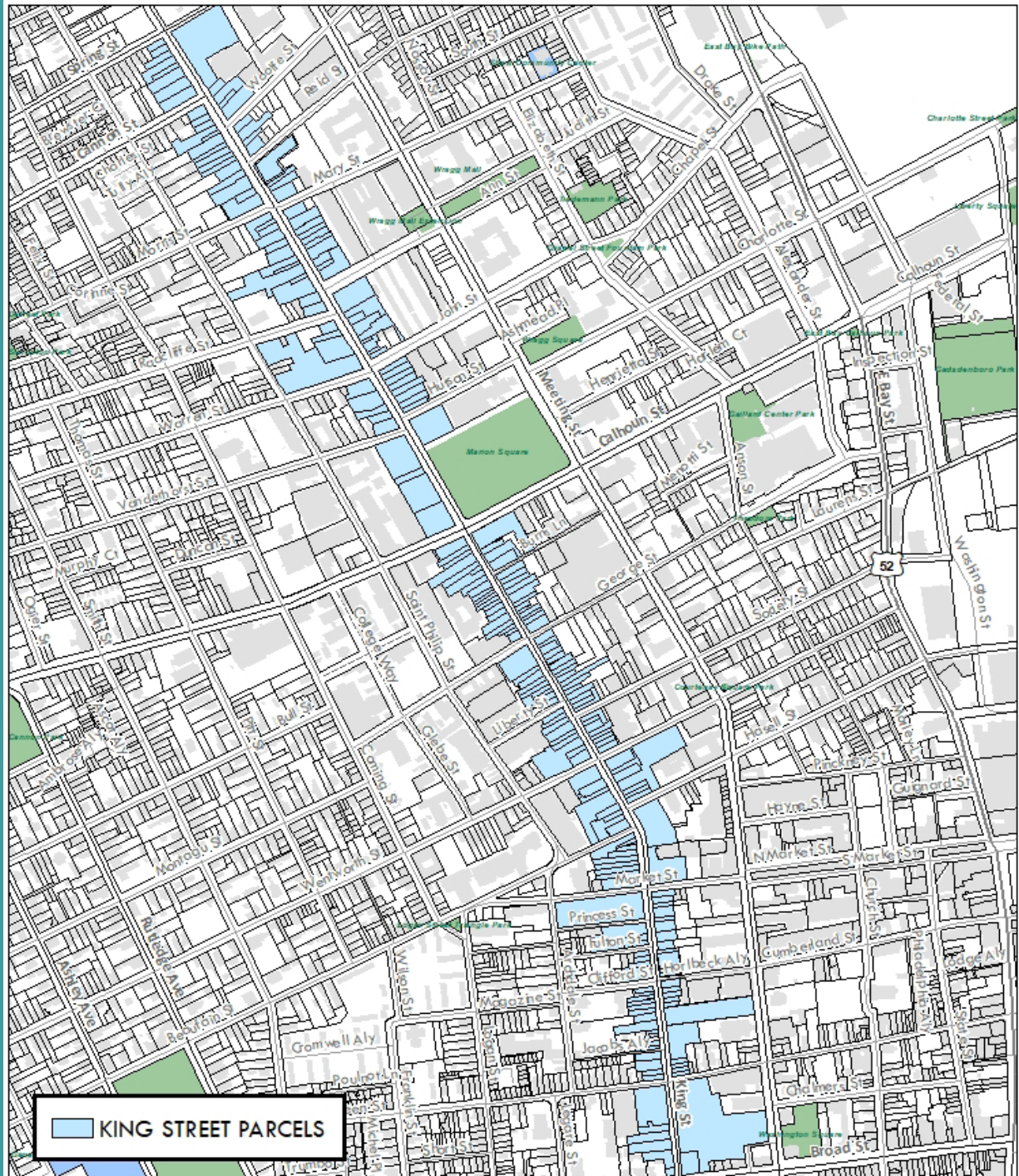


# KING STREET PROFILE

## SPRING TO BROAD STREETS

FEBRUARY 2022

### KING STREET PROFILE: SPRING TO BROAD STREETS

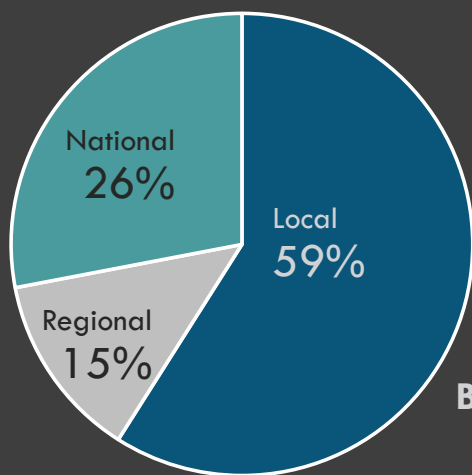


# KING STREET PROFILE

## SPRING TO BROAD STREETS

COMPLETED BY BUSINESS SERVICES DIVISION

*FEBRUARY 2022*



**RETAIL TYPE  
SPRING TO  
BROAD STREETS**

**85%**  
OCCUPANCY



**Apparel**  
28%



**Restaurant**  
22%



**Specialty**  
10%



**Office**  
8%



**Houseware**  
4%



**Health &  
Beauty** 4%



**Gallery**  
2%



**Other Services**  
10%



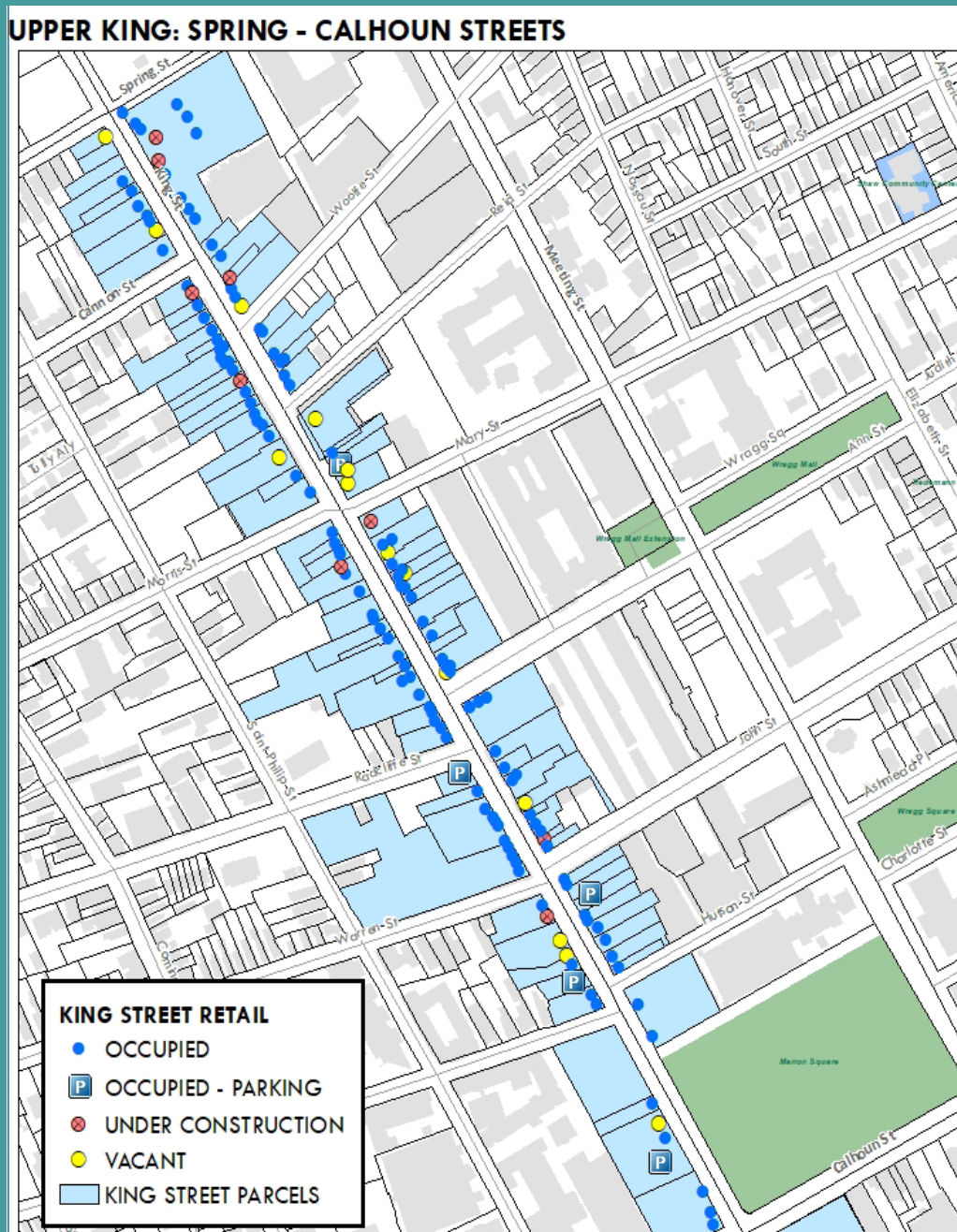
# KING STREET PROFILE

## UPPER KING STREET

### SPRING TO CALHOUN STREETS

COMPLETED BY BUSINESS SERVICES DIVISION

*FEBRUARY 2022*



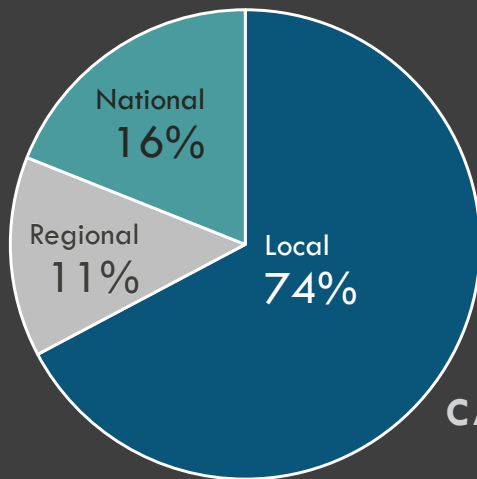
# KING STREET PROFILE

## UPPER KING STREET

### SPRING TO CALHOUN STREETS

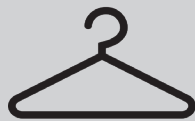
COMPLETED BY BUSINESS SERVICES DIVISION

*FEBRUARY 2022*



RETAIL TYPE  
SPRING TO  
CALHOUN STREETS

84%



**Apparel**  
9%



**Restaurant**  
37%



**Specialty**  
9%



**Office**  
10%



**Houseware**  
2%



**Health &  
Beauty** 5%



**Gallery**  
1%



**Other Services**  
12%

# KING STREET PROFILE

## MIDDLE KING STREET

### CALHOUN TO MARKET STREETS

COMPLETED BY BUSINESS SERVICES DIVISION

FEBRUARY 2022



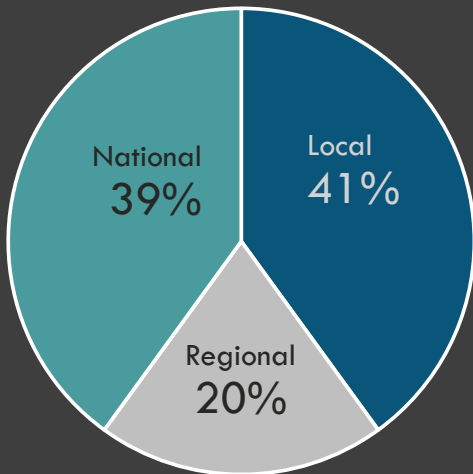
# KING STREET PROFILE

## MIDDLE KING STREET

### CALHOUN TO MARKET STREETS

COMPLETED BY BUSINESS SERVICES DIVISION

FEBRUARY 2022



RETAIL TYPE  
CALHOUN TO  
MARKET STREETS

85%  
OCCUPANCY



**Apparel**  
45%



**Restaurant**  
13%



**Specialty**  
11%



**Office**  
4%



**Houseware**  
2%



**Health &  
Beauty** 4%



**Gallery**  
2%



**Other Services**  
6%

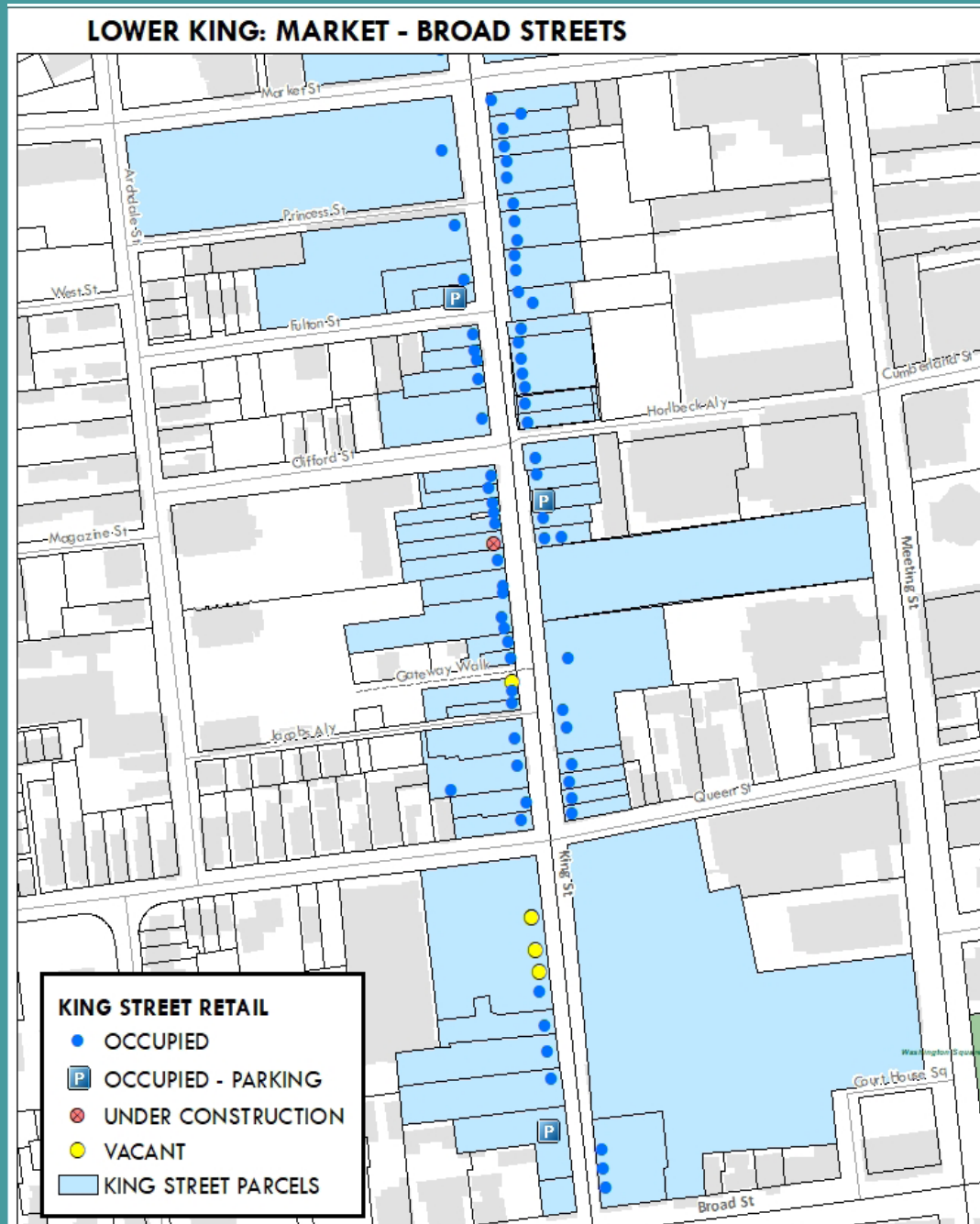
# KING STREET PROFILE

## LOWER KING STREET

### MARKET TO BROAD STREETS

COMPLETED BY BUSINESS SERVICES DIVISION

*FEBRUARY 2022*





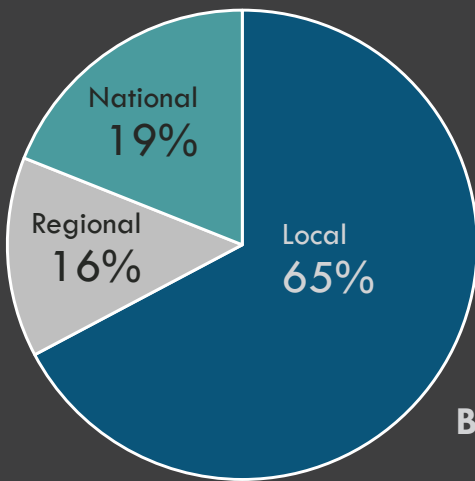
# KING STREET PROFILE

## LOWER KING STREET

### MARKET TO BROAD STREETS

COMPLETED BY BUSINESS SERVICES DIVISION

*FEBRUARY 2022*



**RETAIL TYPE  
MARKET TO  
BROAD STREETS**

**88%**



**Apparel**  
37%



**Restaurant**  
7%



**Specialty**  
7%



**Office**  
11%



**Houseware**  
12%



**Health &  
Beauty** 3%



**Gallery**  
5%



**Other Services**  
10%

# KING STREET PROFILE

## SPRING TO BROAD STREETS

### OCCUPANCY CHANGES

*DECEMBER 2021 - FEBRUARY 2022*

DEC 2021	SPRING TO BROAD STREETS	FEB 2022
87%	-2%	85%

#### UPPER KING STREET

87%	-3%	84%
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#### MIDDLE KING STREET

85%	0%	85%
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#### LOWER KING STREET

92%	-4%	88%
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# KING STREET PROFILE

## SPRING TO BROAD STREETS

NEW STORES & COMING SOON

*FEBRUARY 2022*

### UPPER KING STREET

427 KING	MACCARO THAI TEA
420 KING	SÈCHEY

### MIDDLE KING STREET

336 KING	MILLIE LYNN
328 KING	BRANDY MELVILLE

### LOWER KING STREET

248 KING	SUNGLASSES HUT
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# KING STREET PROFILE

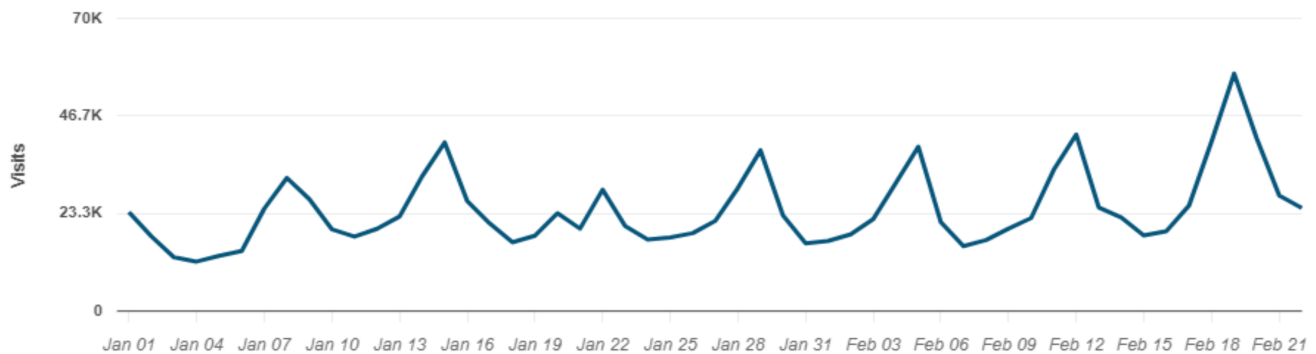
## PLACER FOOT TRAFFIC DATA

Business & Neighborhood Services utilized a mobile data tracking platform, Placer, to generate reports showing changes in foot traffic over time.

*JANUARY 2022 - FEBRUARY 2022*

### Visits Trend

● **King Street Profile**  
Charleston, SC



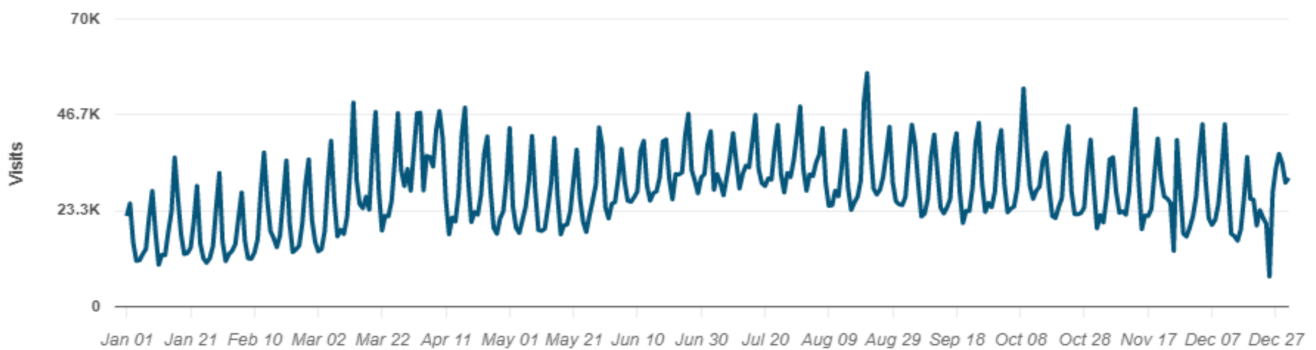
Daily | Visits | Jan 1st, 2022 - Feb 22nd, 2022  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



*JANUARY 2021 - DECEMBER 2021*

### Visits Trend

● **King Street Profile**  
Charleston, SC



Daily | Visits | Jan 1st, 2021 - Dec 31st, 2021  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



