



City of Charleston

West Ashley Revitalization Commission

November 08, 2023



WEST ASHLEY
BIRTHPLACE OF CHARLESTON

AGENDA

- West Ashley Restaurant Highlights
- WeShopSC – West Ashley Program
- West Ashley Parks Signage Update
- West Ashley Connects Update

WEST ASHLEY RESTAURANTS



West Ashley Restaurant
Map



West Ashley Initiatives

Business Services





West Ashley Restaurant Project:



West Ashley Restaurant Database:

- 247 operational restaurants
 - 157 local (63.6%)
 - 18 regional (7.3%)
 - 72 national (29.1%)

Next steps for Restaurant Map:

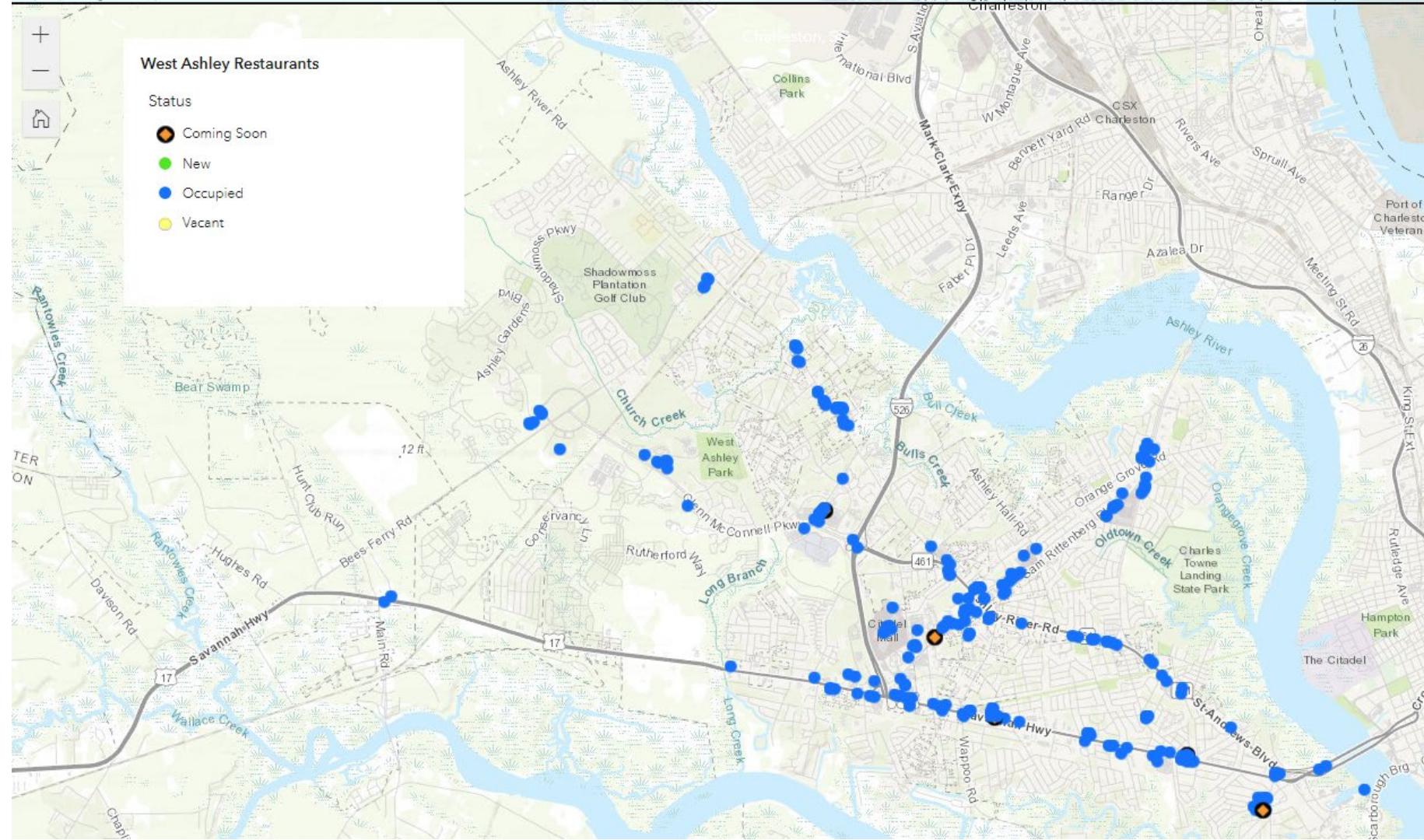
Publicize map on city's GIS and West Ashley website
Social media push with restaurant spotlights



WEST ASHLEY

BIRTHPLACE OF CHARLESTON

West Ashley Restaurant Map



Why we chose to operate in West Ashley:

*“The most rewarding thing is seeing families and repeat customers coming to our restaurant to enjoy a great meal. **Having that sense of community** is really something else. “*

*“**West Ashley feels a lot more local** than other areas around Charleston. Here, businesses cater to the local community, whereas in other places, they cater to the steady stream of tourists. **West Ashley has the feeling of a small-town microcosm of Charleston.**”*

*“Restaurants can really change a neighborhood. When the right restaurant comes into a place, it can dramatically transform an area for the better. West Ashley is unique because, in a lot of places around town, there aren’t a whole lot of restaurants outside of the occasional fast-food chain. **I’m excited to plant my business here to give residents a great culinary experience, and hopeful more local restaurants will continue to follow suit.**”*

WESHOPSC - WEST ASHLEY



WeShopSC

New statewide program
Supports local businesses
Virtual marketplace
Intended for entrepreneurs and artisans



WE SHOP
SC



Municipal Association of South Carolina

The Association provides services and programs equipping municipal officials for effective operations in the complex municipal government landscape.



Main Street South Carolina

Main Street SC assists in transforming historic downtowns into vibrant community centers through economic development and preservation.



Beyond Main

Beyond Main is a platform dedicated to connecting community and commerce capabilities between small businesses, local residents, and visitors.

WeShopSC – Small Business Features

- **Free business profiles**
 - Upload photos, videos, events, and more
 - Multiple templates and tools created from Canva and Google Docs available for use
 - Can be used as the main website for businesses to expand their voice
- No fees charged per sale to client
 - Other locations charge a percentage fee per sale to clients
 - WeShop offers 3 tiers of membership

3 Tierd System



Profile Only Plan

Free



Gift Card Plan

\$360 / year



Full Store Plan

\$600 / year

	Free	\$360 / year	\$600 / year
Store Discoverable on the Beyond Main Marketplace	✓	✓	✓
Store Profile Display Hours, Photos, Videos, Coming Events, Testimonials, Social Accounts	✓	✓	✓
Store Insights ⓘ Business Performance Analytics	✓	✓	✓
Link to Your Website	✓	✓	✓
Sell Online Gift Cards to Your Store ⓘ Coming Soon – For Purchases In-store via QR Code		✓	✓
Multiple Store Locations		✓	✓
eCommerce Insights ⓘ		✓	✓
Sell Products Directly Online			✓
Sell Online Gift Cards for Beyond Main Purchases Coming Soon – Redeemable in the Beyond Main Marketplace			✓
Offer Item Discounts, Promo Codes, & Sales			✓
Dynamic Shipping Prices ⓘ			✓
Faster Item Loading with Shopify Syncing			✓
Add Products Via a UPC lookup ⓘ			✓
Book Appointments Directly on Beyond Main Coming Soon – Option to link existing booking system			✓

Charleston

Charleston, SC



The city of Charleston was founded in 1670 as 'Charles Town' on the west bank of the Ashley River. According to the 2020 Census, Charleston is now the largest city in South Carolina, composed of Daniel Island, James Island, Johns Island, West Ashley, and the downtown peninsula. The city is home to numerous businesses, ranging from distinctive local retailers to national award-winning restaurants. These include legacy businesses that have been in the city for generations as well as new entrepreneurs looking to share their offerings with the community.



Beach Remnants



City of Charleston



Charleston Eng...



Hausful



Charleston: West Ashley

Charleston, SC

Just over the Ashley River from the downtown peninsula of Charleston, West Ashley is a vibrant part of the city of Charleston. Stretching from the barrier islands and intracoastal waterway inland along the Ashley River, West Ashley is a welcoming community with historic roots that is transitioning into a modern marketplace with boutique shops, craft breweries, and trendy restaurants.



Hausful



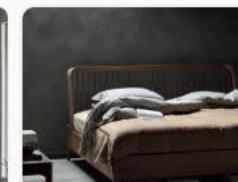
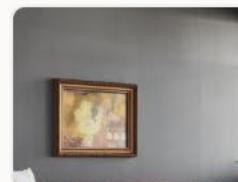
Beach Remnants



City of Charleston

[Markets](#)[Stores](#)[Items](#)[Gift Cards](#)[Why Join](#)

Modern Home Furnishings

[Message Us](#)

Address

1909 Sam Rittenberg Blvd
Charleston, SC 29407

[View Map](#)



WEST ASHLEY
BIRTHPLACE OF CHARLESTON



WE SHOP
SC

Next steps in Early 2024

- A. Marketing material on how to set up profiles
- B. City led webinar in Spring 24 for WeShopSC
- C. Outreach to small businesses and eblasts for promotion

WEST ASHLEY GREENWAY/BIKEWAY SIGNAGE

Fully funded for full sign package

Future steps: Charleston Water Systems Encroachments

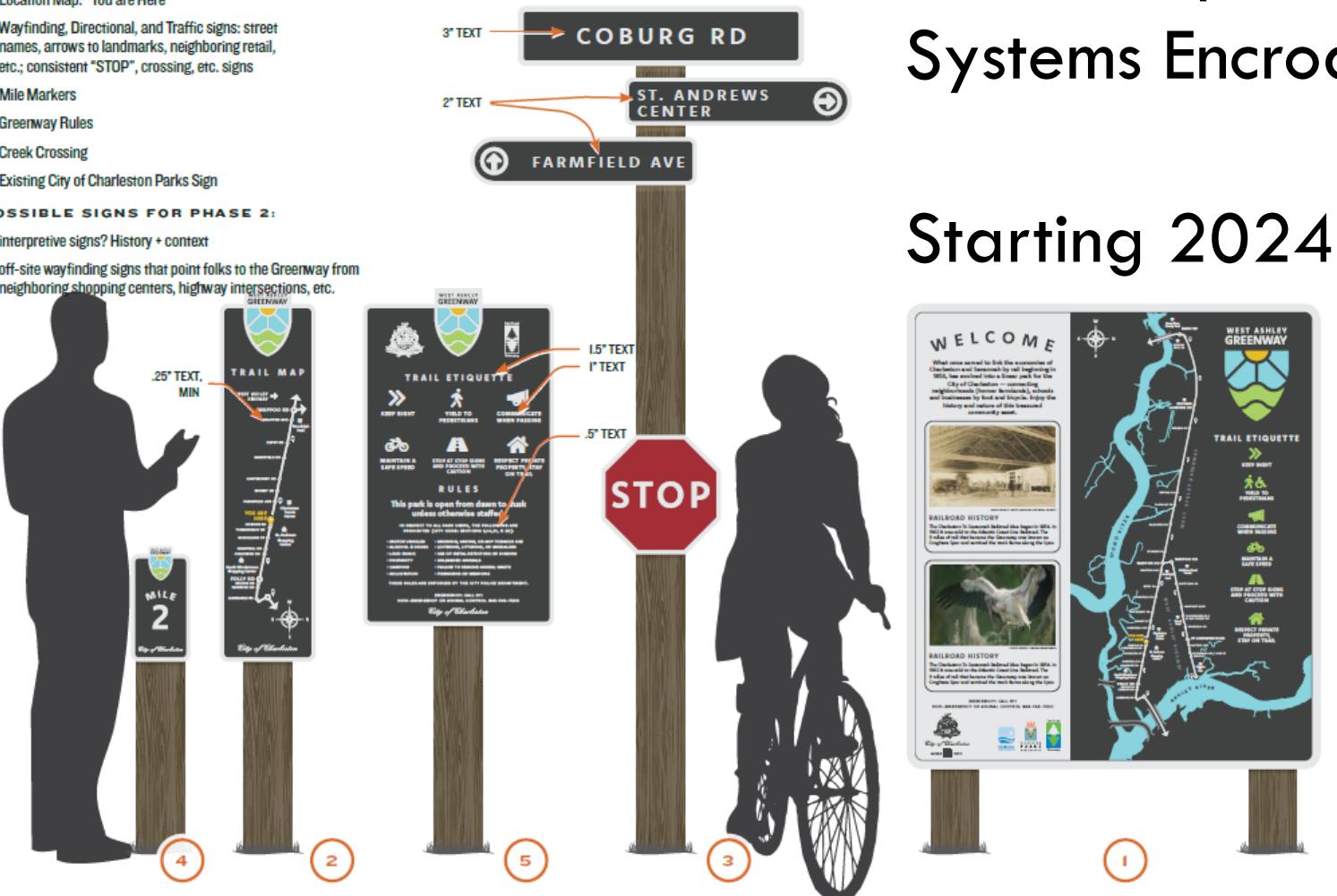
SIGN TYPES

As discussed in our kickoff meeting, the following list is a starting point to account for the various types of signs needed for the WAG:

1. Trail Head: entry sign
2. Location Map: "You are Here"
3. Wayfinding, Directional, and Traffic signs: street names, arrows to landmarks, neighboring retail, etc.; consistent "STOP", crossing, etc. signs
4. Mile Markers
5. Greenway Rules
6. Creek Crossing
7. Existing City of Charleston Parks Sign

POSSIBLE SIGNS FOR PHASE 2:

- interpretive signs? History + context
- off-site wayfinding signs that point folks to the Greenway from neighboring shopping centers, highway intersections, etc.

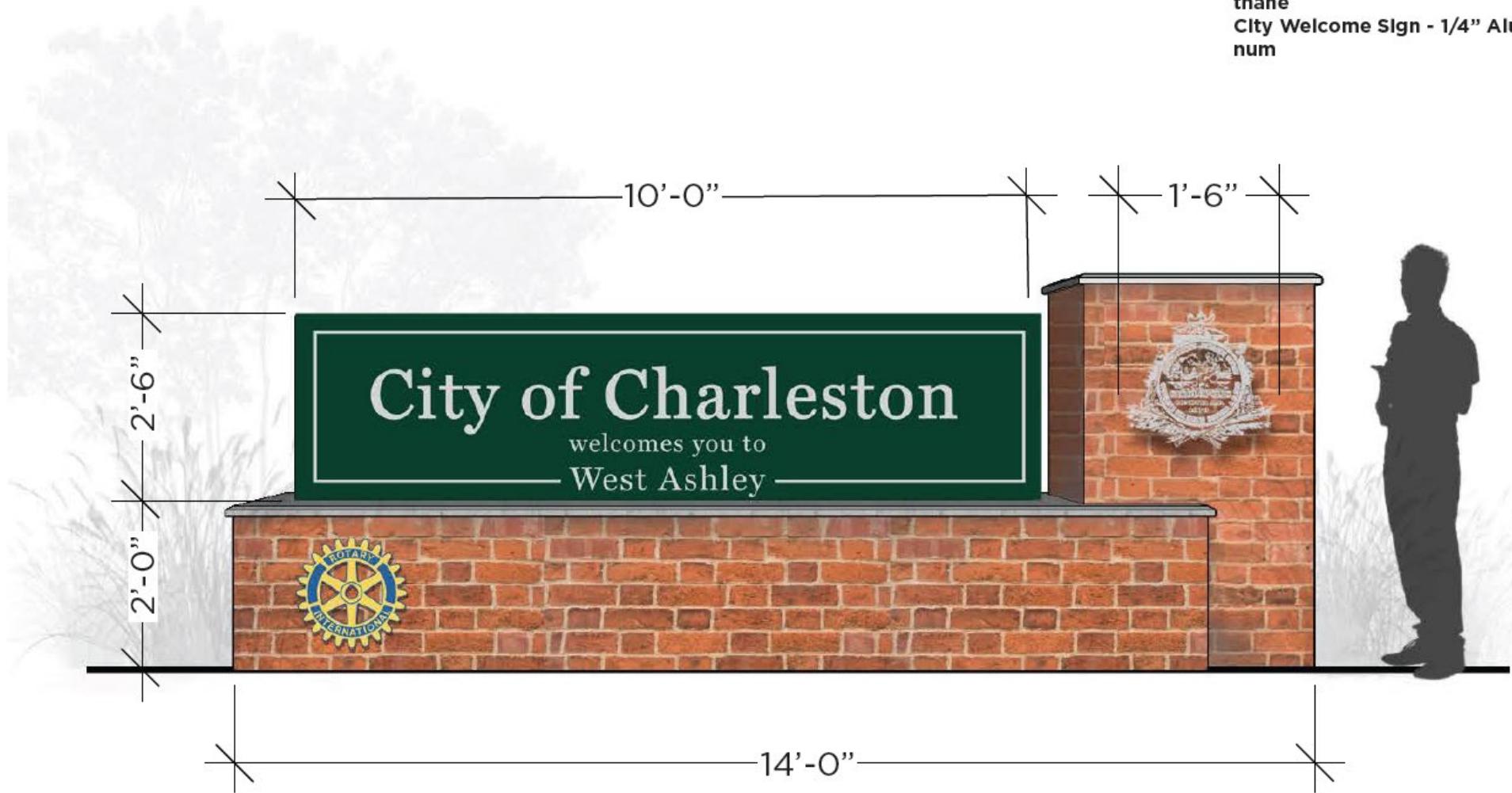


Starting 2024 placement

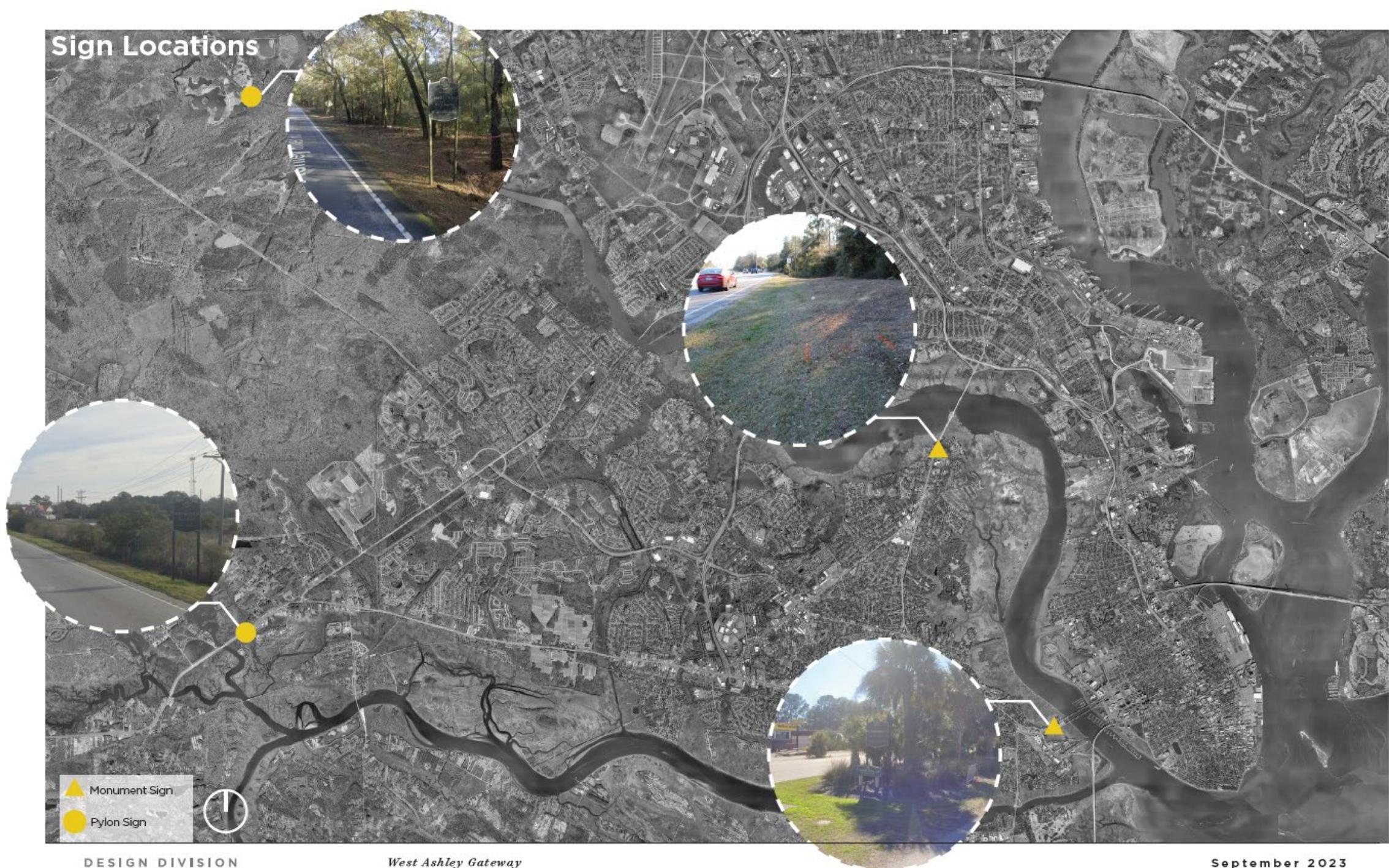
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WEST ASHLEY GATEWAY SIGNAGE

Base Concept monument

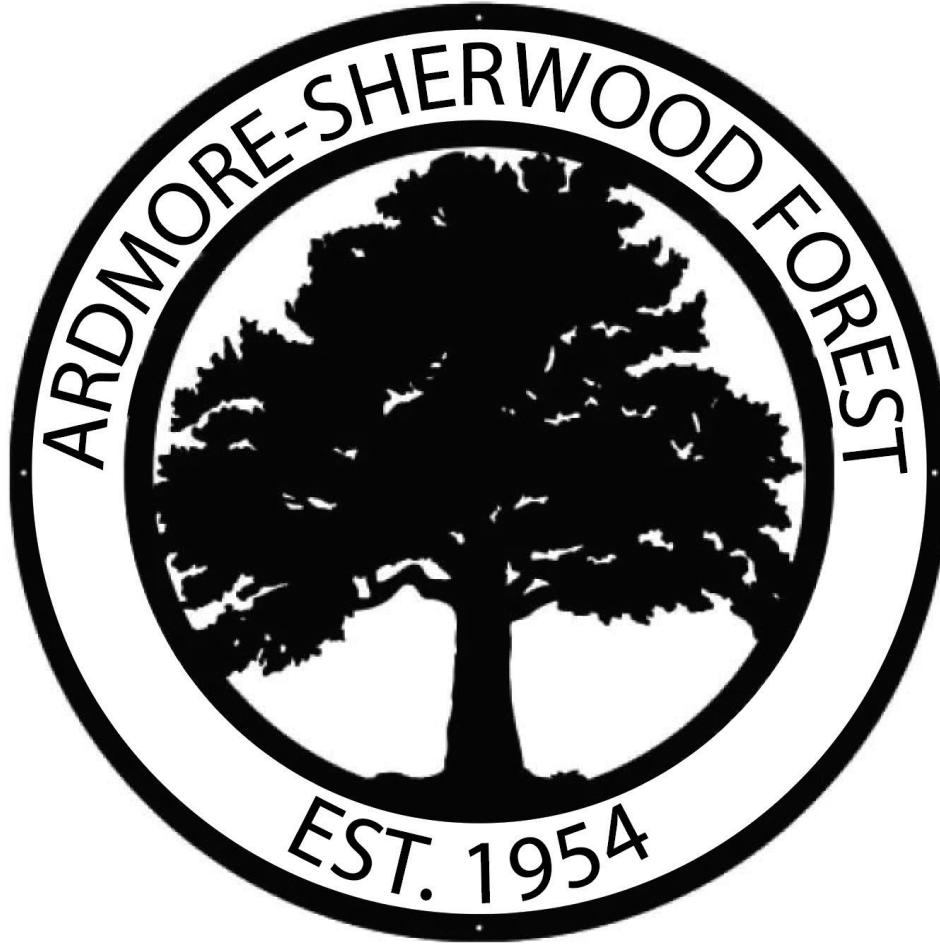


Sign Locations



WEST ASHLEY CONNECTS UPDATE





Received dual grants from Rotary Club of St. Andrews - Charleston

- Grant is for \$4500.00
- Specific for signage and beautification for the entrance into Ardmore to include sign temporary plantings at “twin trees” on white oak at bikeway crossing. Temporary painting on white oak on the crossing for bikeway.
- Replacing small wooden “blessing box” at Bessingers, with new “blessing box” at Bessingers

Hemmingwood Sign Restoration underway

- Refurbishing existing sign with new paint coating

