

CITY OF CHARLESTON

KING STREET PROFILE

2024

Q1 REPORT



DEPARTMENT OF PLANNING, PRESERVATION & SUSTAINABILITY

BUSINESS & NEIGHBORHOOD SERVICES DIVISION

WWW.CHRLESTON-SC.GOV/KINGSTREETPROFILE



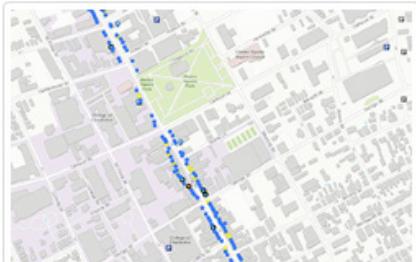
KING STREET PROFILE

LINE TO BROAD STREETS

OVERVIEW

Charleston's historic downtown remains the shopping and dining hub of the region. Retail, anchored by King Street, draws a strong and varied customer base with over 7 million visitors each year. King Street's remarkable history and eclectic mix of fashion, art, antiques, home décor, and extraordinary food makes it one of the most vibrant and distinctive downtowns in America. A perfect blend of local, regional, and national shops that remains the place to be for retailers of all types.

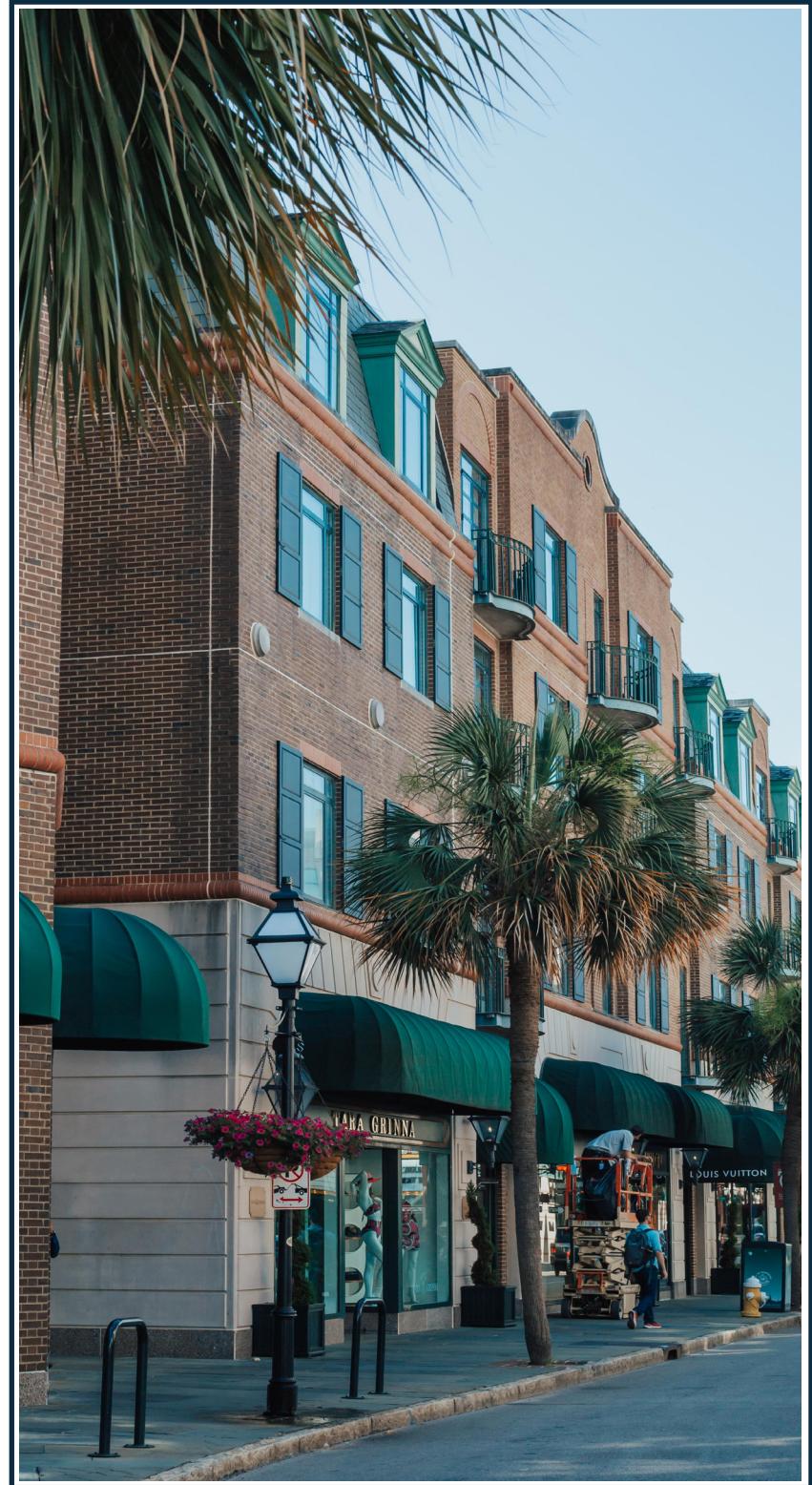
The Business & Neighborhood Services Division maintains a database of King Street properties. The King Street Profile is intended to provide a snapshot of overall King Street health. More information is available upon request.



King Street Commercial

Business Information

[Open](#)



KING STREET GIS MAP

Explore the King Street Commercial Corridor GIS map for an interactive look at the shopping district. To access the map, visit: gis.charleston-sc.gov

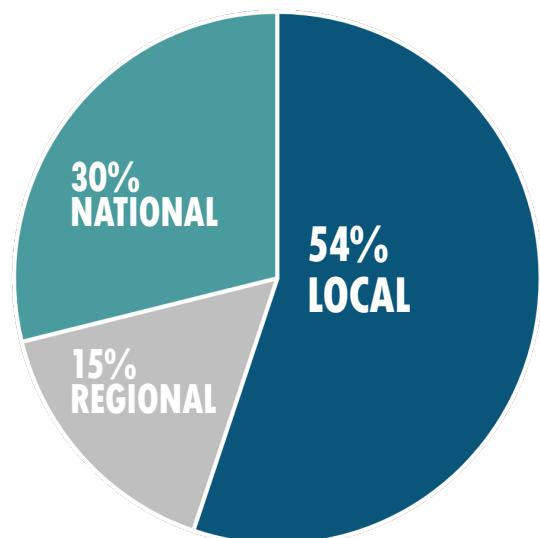
KING STREET PROFILE

LINE TO BROAD STREETS



92%

OCCUPANCY RATE



**RETAIL TYPE
LINE - BROAD STREETS**



31%
Apparel



21%
Restaurant



11%
Speciality



7%
Office



3%
Housewares



4%
Health & Beauty



2%
Gallery



11%
Other Services

KING STREET PROFILE

NEW BUSINESSES & COMING SOON

UPPER KING



**MARSH AND
MAGNOLIA**
404 King

MIDDLE KING

CHAPEL HATS

CHAPEL HATS
377 King

DFTI
Dress for the Image BOUTIQUE

DFTI BOUTIQUE
367 King

State & Liberty

STATE AND LIBERTY
354 King

LOWER KING

**HILL
HOUSE**
HOME

HILL HOUSE
145 King

KING STREET PROFILE

LINE TO BROAD STREETS

OCCUPANCY CHANGES

NOVEMBER 2023 - MARCH 2024

NOV 2023

LINE TO BROAD STREETS

MAR 2024

91%

+1%

92%

UPPER KING STREET

91%

-1%

90%

MIDDLE KING STREET

92%

+2%

94%

LOWER KING STREET

93%

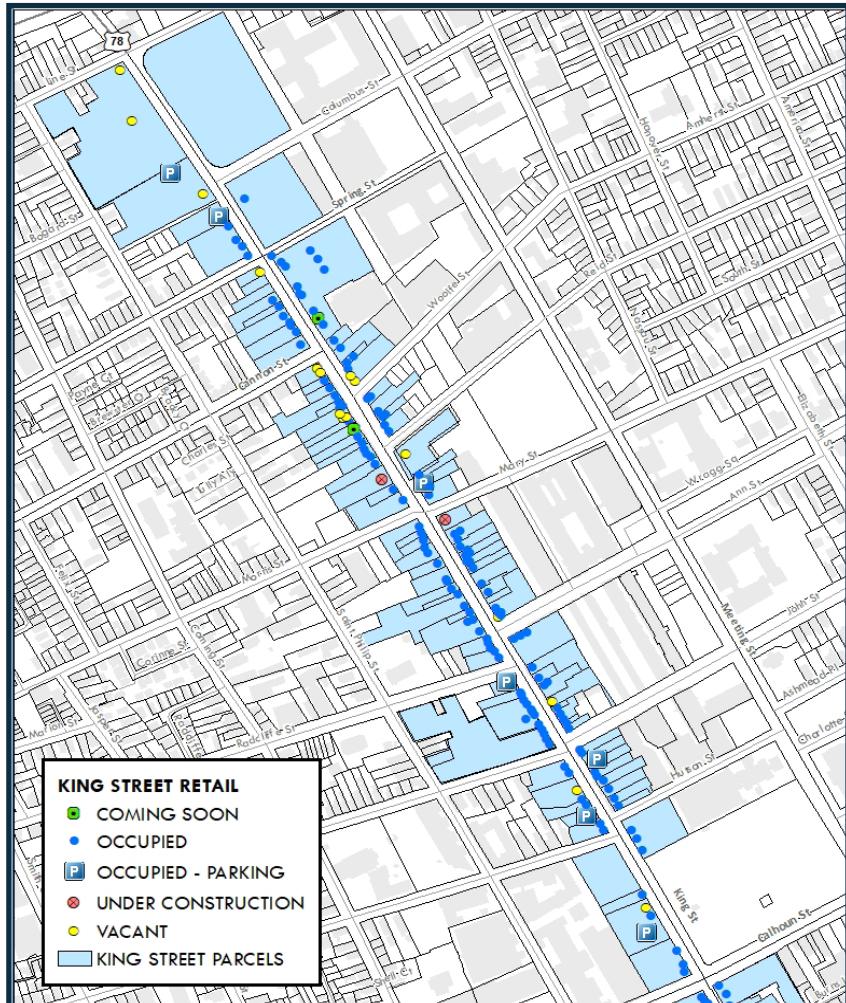
0%

93%

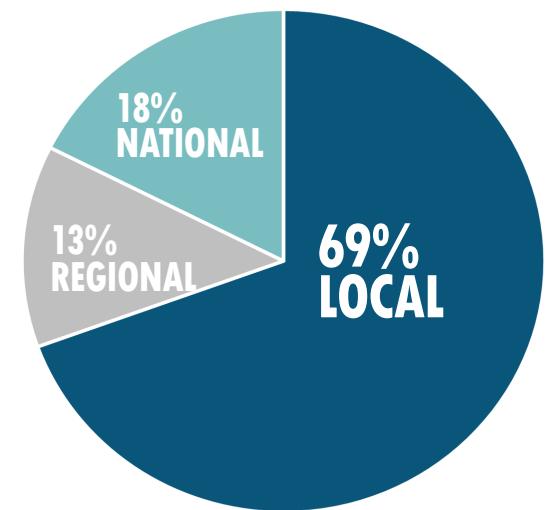


KING STREET PROFILE

UPPER KING: LINE - CALHOUN STREETS



90%
OCCUPANCY RATE



RETAIL TYPE LINE - CALHOUN STREETS



12%
Apparel



37%
Restaurant



9%
Specialty



9%
Office



2%
Housewares



4%
Health & Beauty



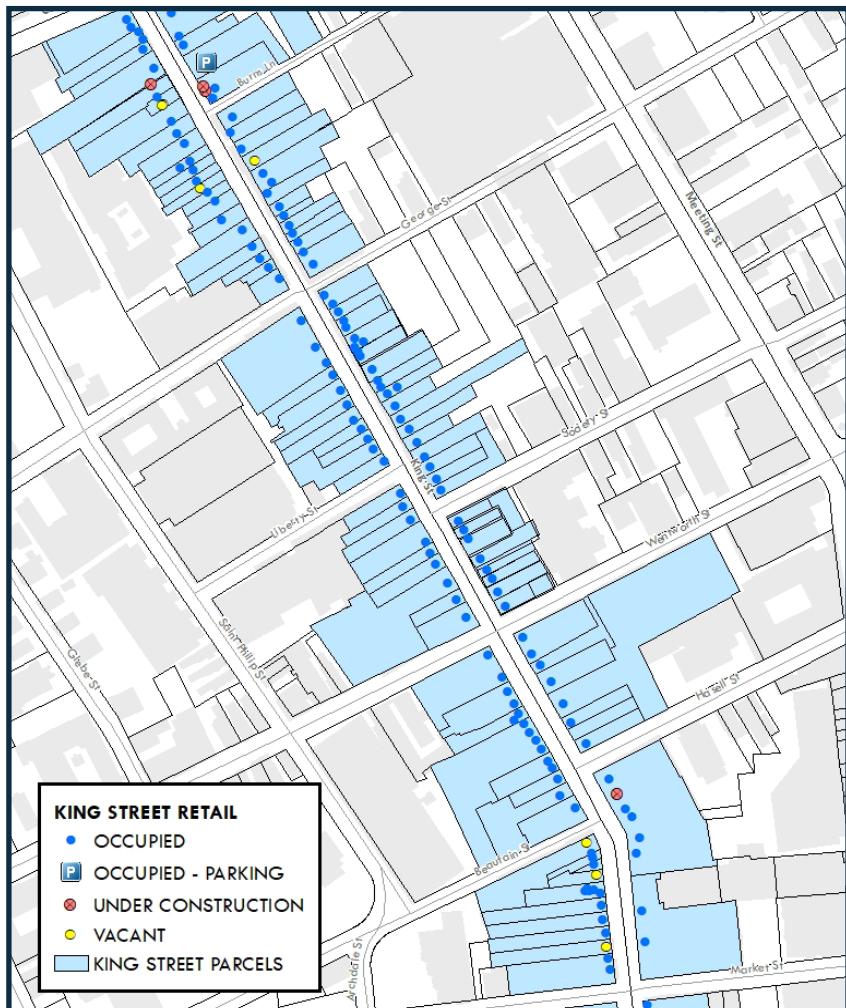
1%
Gallery



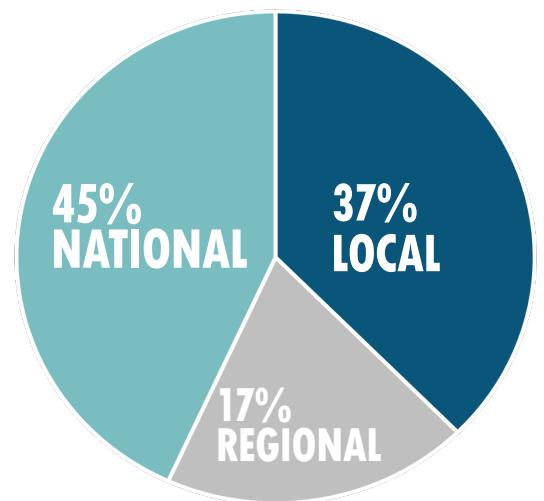
13%
Other Services

KING STREET PROFILE

MIDDLE KING: CALHOUN - MARKET STREETS



94%
OCCUPANCY RATE



**RETAIL TYPE
CALHOUN - MARKET
STREETS**



51%
Apparel



11%
Restaurant



15%
Specialty



3%
Office



1%
Housewares



3%
Health & Beauty



1%
Gallery



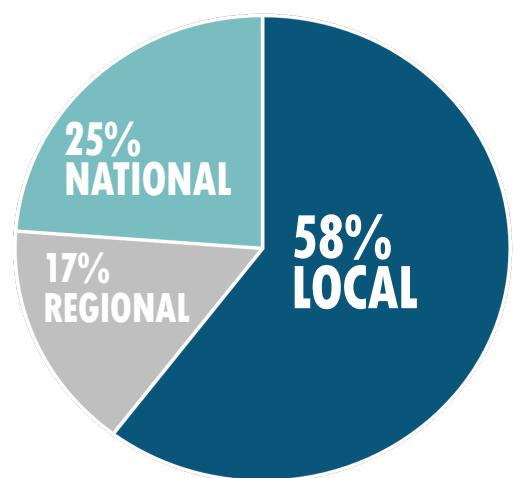
7%
Other Services

KING STREET PROFILE

LOWER KING: MARKET - BROAD STREETS



92%
OCCUPANCY RATE



RETAIL TYPE MARKET - BROAD STREETS



39%
Apparel



7%
Restaurant



8%
Specialty



9%
Office



9%
Housewares



3%
Health & Beauty



7%
Gallery



10%
Other Services

KING STREET PROFILE

Q1 FOOT TRAFFIC REPORT

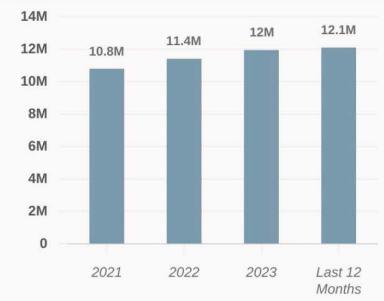
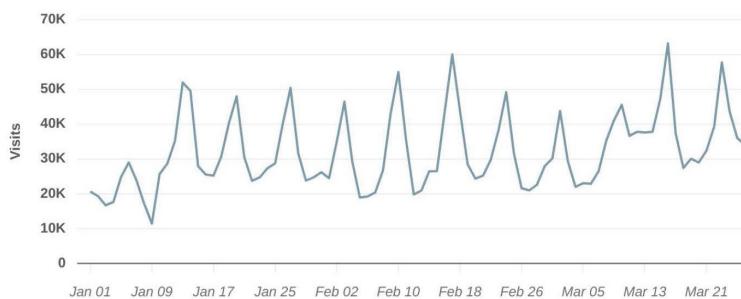
PLACER.AI FOOT TRAFFIC DATA

Business & Neighborhood Services utilized a mobile data tracking platform, Placer.ai, to generate reports showing changes in foot traffic over time. More information is available upon request.

Q1: JANUARY - MARCH 2024

Visits Trend

● King Street Profile
Charleston, SC



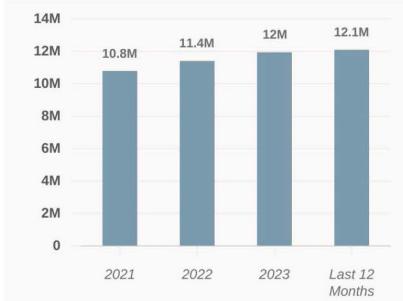
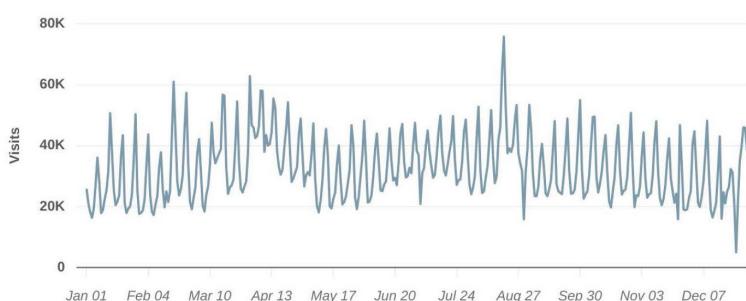
Daily | Visits | Jan 1st, 2024 - Mar 26th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



JANUARY - DECEMBER 2023

Visits Trend

● King Street Profile
Charleston, SC



Daily | Visits | Jan 1st, 2023 - Dec 31st, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



