

WEST ASHLEY STRATEGIC PLAN

The purpose of this endeavor is to create a vision for West Ashley to make it a better place to live and to work, the way people want to live and work today...to make it a visibly economically sustainable part of the City...to define its natural role in the region.

STRATEGY 1: Create Community Partnerships and Reactivate Civic Spaces



STRATEGY 2: Strengthen West Ashley's Image and Identity



STRATEGY 3: Encourage and Assist in the Redevelopment of Citadel Mall



STRATEGY 4: Facilitate the Revitalization of the Sam Rittenberg Corridor



STRATEGY 5: Facilitate the Evolution of the West Ashley Greenscape



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NEXT STEPS



STRATEGY 1: CREATE COMMUNITY PARTNERSHIPS AND REACTIVATE CIVIC SPACES

- ◆ Hire a West Ashley Project Coordinator in the City Planning Department to facilitate projects and initiatives.
- ◆ Establish an advisory Board of residents and stakeholders to direct initiatives and community efforts.
- ◆ Initiate a communication strategy using online and social media tools to share information with the community and gather resident ideas.



STRATEGY 2: STRENGTHEN WEST ASHLEY'S IMAGE AND IDENTITY

- ◆ Coordinate a community driven visioning and branding process to establish a new visual identity for West Ashley.
- ◆ Physically enhance gateways with landscaping, parks, and signage.
- ◆ Work with SCDOT and FHA to improve West Ashley signage along major arteries.



STRATEGY 3: ENCOURAGE AND ASSIST IN THE REDEVELOPMENT OF CITADEL MALL

- ◆ Complete Conceptual Design work.
- ◆ Continue to engage developers and property owners to work towards implementation of a comprehensive redevelopment plan.
- ◆ Consider creative financing and zoning tools to attract private sector interest in the Citadel Mall property.



STRATEGY 4: FACILITATE THE REVITALIZATION OF THE SAM RITENBERG CORRIDOR

- ◆ Work with public sector partners to identify funding for a design/engineering study.
- ◆ Elevate Sam Rittenberg improvements to the City's #1 priority and showpiece for the next round of public funding for road infrastructure projects.
- ◆ Develop creative financing tools and zoning changes to attract/induce private sector investment in properties along Sam Rittenberg Boulevard.



STRATEGY 5: FACILITATE THE EVOLUTION OF THE WEST ASHLEY GREENSCAPE

- ◆ Leverage private sector development projects - both commercial and residential - to create and finance new open spaces and bike/pedestrian connections.
- ◆ Invest public funds to improve open spaces and create new bike/pedestrian infrastructure and connections.
- ◆ Coordinate a community-driven branding and wayfinding campaign for the West Ashley open space system.

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