



City of Charleston

2023

Plan West Ashley
Update



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OVERVIEW

Plan West Ashley and Implementation



The overarching idea behind the Plan for West Ashley is an embrace of Charleston's traditional faith in progress. West Ashley should strive to reflect the very best balance of livability, efficiency, environmental stewardship, sensible transportation, prudent regulation, and private property rights.

VISION

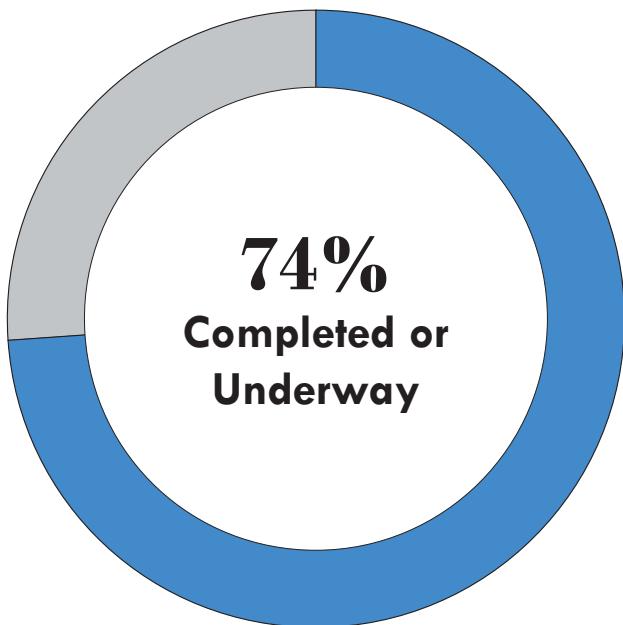
The purpose of *Plan West Ashley* is to set policies and identify future public and private actions aimed at enhancing quality of life and protecting the area's historic, cultural and natural environment. Five big ideas, organized around the topics of Community Design & Land Use, Transportation, Infrastructure & Sustainability, Housing, and Economic Development, form the foundation of the plan. Described on the following pages, these ideas assert that in the future West Ashley can be **Upgraded, Connected, Resilient, Affordable, and Focused**.

Within the work of *Plan West Ashley*, through the broad public outreach and in-depth research, it is important to recognize not only the opportunities to envision a new community building effort for all citizens, but also the need to acknowledge the challenges that presently exist especially for underserved community members. Utilizing the lens of equity within this plan provides a road map for success in implementing the goals for land use, transportation, green infrastructure, housing, and economic development for all citizens.

Plan West Ashley gives needed attention and focus to planning for a sustainable future for this important collection of Charleston neighborhoods. Plan ideas were generated by community members through public input sessions, and informed by meetings with stakeholders and technical experts. Organized by topic, each chapter of this report contains a summary of existing conditions, community concerns, vision/goals to address community concerns, and finally implementation steps for immediate (1-2 years) near-term (2-5 years) and longer-term (greater than 5 years) timeframes.

OVERVIEW

Plan West Ashley and Implementation



166

Implementation Items created through Plan West Ashley

123

Items completed or underway

Key Terms

Completed or Underway

These elements have been worked on by the various City, County, and/or State departments, and have either been completed or are currently underway.

Up Next

These items are next in the queue and will be taken up by staff and commissioners soon.

UPGRADED

Community Design & Land Use



COMMUNITY CONCERNS

- The West Ashley community wants to preserve its unique neighborhood character.
- West Ashley's community character and identity is weakened by vacant strip malls, generic and aging shopping centers, and lack of identity at entryways.
- Many residents commute to work outside West Ashley, which contributes to traffic problems and decreases to quality of life.
- Many residents also are required to drive for shopping, dining, entertainment (particularly west of 526).
- There is a strong community belief that growth, particularly high density growth, happened in West Ashley without full regard to the infrastructure needed to support the growth and how this growth would impact the existing residential character.

VISION

Grow in the right places, in the right ways:

- Preserve neighborhood character; focus new development in clear, identified areas.
- Enhance community brand and identity.
- Reuse vacant commercial sites, and improve the character of those sites.
- Shorten trips with new work, entertainment, and recreation destinations.
- Provide better infrastructure to support the growing population.

12/13 items are completed or underway

92%

Immediate (0-2 years)	Near Term (2-5 years)	Long-Term (5 years+)
6 Items	5 Items	2 Items
5 Completed or Underway 1 Up Next	5 Completed or Underway	2 Completed or Underway

Highlights:

Adopted Plan West Ashley (Item 1) in 2017.

Established a West Ashley Community Brand & Identity (Items 5, 40,41) in 2020.

Coordinating implementation activities with Charleston County (Item 2).

CONNECTED Transportation



COMMUNITY CONCERNS

- Participants at community input workshops expressed congestion and traffic as top concerns today.
- The West Ashley community wants more/enhanced connections: complete I-526, extend Glenn McConnell Parkway, connect the neighborhoods.
- West Ashley needs more/enhanced water connections, which could include a pedestrian/bike bridge and/or a water taxi.
- The West Ashley Bikeway and Greenway should be connected.
- Pedestrian/bike facilities need to be upgraded to be a viable option: connect sidewalks/crosswalks, create separated bike lanes, make safety improvements.
- Transit needs to be upgraded to be a viable option: explore premium service (rail, LCRT, PRT), park-and-ride, express service, shuttle.

VISION

- West Ashley is envisioned to be CONNECTED: connected to the region and neighborhoods, connected to jobs and schools, connected to recreational activities, and connected to goods and services.
- The plan has two major areas of focus: addressing vehicular traffic congestion; and then, just as importantly, providing enhanced mobility options to stem the growth in car trips by getting a larger percentage of future trips to occur using shorter car trips, walking, biking and transit.

28/41 items are completed or underway

68%

Immediate (0-2 years)	Near Term (2-5 years)	Long-Term (5 years+)
12 Items 9 Completed or Underway 3 Up Next	22 Items 14 Completed or Underway 8 Up Next	7 Items 5 Completed or Underway 2 Up Next

Highlights:

Ashley River pedestrian bridge project design and funding (item 9).

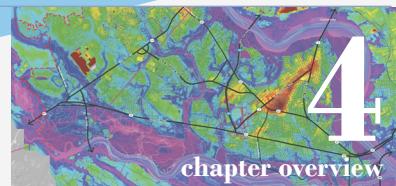
Guidelines for West Ashley Greenway/Bikeway future improvements created (item 8).

District wide traffic management studies completed (item 101).

Upgrades to crosswalks and sidewalks in the West Ashley area (items 124, 133, 134).

RESILIENT

Infrastructure & Sustainability



COMMUNITY CONCERNS

- Neighborhood flooding is affecting safety, value, and quality of life in West Ashley's neighborhoods. The community reports worsening conditions over the past decade.
- Many of West Ashley's existing neighborhood parks need revitalization, and many residents lack safe access to nearby park and recreation resources.
- Burying existing overhead utilities would add value by improving the quality and character of West Ashley's streetscapes.

VISION

- Plan West Ashley establishes a framework for resilient growth consistent with the community's vision for its future, enabling stable economic development while minimizing risk from external economic and environmental forces. The following over-arching elements guide the infrastructure vision:
 - **Where should West Ashley prioritize investment?**
Direct investment to higher, safer ground | Protect & heal natural resources | Connect natural and built systems
 - **How should West Ashley become more resilient?**
Reduce local flooding impacts | Prioritize infrastructure maintenance | Encourage green infrastructure (GI) | Provide high-quality, useful, convenient open spaces

26/48 items are completed or underway

54%

Immediate (0-2 years)	Near Term (2-5 years)	Long-Term (5 years+)
11 Items 9 Completed or Underway 2 Up Next	25 Items 10 Completed or Underway 15 Up Next	12 Items 7 Completed or Underway 5 Up Next

Highlights:

Greenbelt purchases along Church Creek (items 14, 15).

West Ashley recreational needs assessment created along with master plan (items 16, 17).

Updated City of Charleston stormwater development codes (item 59).

Supporting the West Ashley Greenway Master Plan (item 108).

AFFORDABLE Housing



COMMUNITY CONCERNS

- The community does not offer enough variety of housing choices to meet needs and preferences.
- Housing is becoming too unaffordable, which also creates a risk that seniors and lower or middle income residents could be displaced.
- Community character, scale, and cultural legacies are threatened by new development and change.
- The Citadel Mall property needs reinvestment – possibly including housing.
- Any taller housing should be limited and targeted for appropriate locations.

VISION

- Preserve community character
- Maintain affordability
- Add more housing options and supply to meet market demand and need.
- Provide supportive and equitable infrastructure for housing at all income levels, including multimodal transportation options, parks and open space, and community facilities.

23/30 items are completed or underway



Immediate (0-2 years)	Near Term (2-5 years)	Long-Term (5 years+)
12 Items	14 Items	4 Items
8 Completed or Underway 4 Up Next	11 Completed or Underway 3 Up Next	4 Completed or Underway

Highlights:

Fund and implement stormwater infrastructure in Church Creek and DuWap (item 80).

Assessment for affordability needs (item 111) completed.

Adjusted zoning for affordable housing options (item 20-b).

Encouraging diverse housing options (item 78) with new comprehensive plan and zoning code rewrite.

Studying additional tools to expand opportunities (item 72).

FOCUSED Economic Development



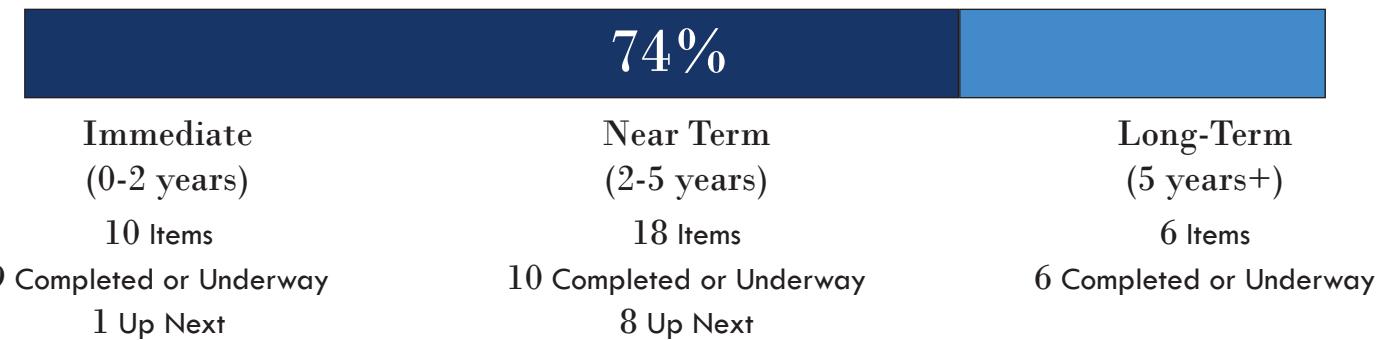
COMMUNITY CONCERNs

- West Ashley will lose its character if new development does not accommodate small local businesses.
- There are too many vacant or visually blighted commercial properties along major arterial corridors.
- There are no small community-scale retail and services in outer West Ashley.
- Future jobs and economic development efforts should address the needs of residents at all skill levels.

VISION

- Attract a wider range of businesses so more people who live in West Ashley can also work in the community.
- Allow and encourage transformation of Citadel Mall into a mixed-use “town center” for the entire community. Also encourage the redevelopment of other key nodes and focus areas such as those shown on the map “Opportunities for Future Change/Improvements” on page 2.22-2.23.
- Cultivate a West Ashley where all kinds of small and local businesses can thrive.
- Offer a full range of recreational, cultural, and civic facilities to support both residents and workers.
- Facilitate refreshing/refurbishing shopping centers and commercial properties that have vacant spaces and/or a blighted appearance, including introducing a new mix of uses (such as office, housing) to create new nodes.
- Support more small-scale community shopping opportunities in outer West Ashley that look and feel more like Avondale in inner West Ashley.
- Improve plan review and permitting processes and work with local and regional economic development groups to entice revitalization and attract new businesses and employment centers.

25/34 items are completed or underway



Highlights:

Promote West Ashley strengths (items 30,33) in marketing and networking.

Goals for target industries (item 29).

Citadel Mall planned unit development (item 31) created in 2019.

Cross departmental coordination of economic development projects (item 84).

Expansion of MUSC and other medical facilities (item 97).

PLAN WEST ASHLEY IMPLEMENTATION MATRIX

Updated 08/2023

Recommended Actions: Policies / Studies

	Plan Chapter	Description	Time frame	Responsible Party	Status	Notes about implementation
1	COMM DESIGN & LAND USE	Formally adopt the Plan West Ashley vision	Immediate (first 2 years)	City of Charleston	Completed or Underway	Accomplished February 26, 2018
2	COMM DESIGN & LAND USE	Coordinate implementation activities with Charleston County, Regional and State planning bodies	Immediate	City, Charleston County, BCDCOG, SCDOT, St Andrews PSD	Completed or Underway	Several projects have moved forward under joint implementation including, but not limited to, sidewalk improvements, street improvements, stormwater projects, and commercial developments. A major innovative currently is the DuPont Wappo Drainage Study implementation. The County and City are coordinating efforts on how to best fund and pursue drainage improvements in that area.
3	COMM DESIGN & LAND USE	Develop a set of urban design principles for key sites and corridors. This should include the Plan Focus Areas (identified on page 2.22-2.23) and additional key nodes of Avondale and Sycamore/St. Andrews Blvd.	Immediate	City of Charleston	Completed or Underway	City and County staff discuss submittals for non-DRB parcels. City has drafted internal design principles, to be reviewed 2022
4	COMM DESIGN & LAND USE	Establish a joint City/County Design Review Board for key commercial corridors	Immediate	City, Charleston County	Up Next	WARC Workgroup held meeting with County and City staff in March 2019. County staff indicated there was no need for joint board in West Ashley. Would be agreeable to additional design overlays in the county that would align with City objectives for design review.
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	Completed or Underway	WARC Approved a new branding logo and direction for the area. Advertising document will be released to public agencies in 2022. Keep West Ashley Beautiful has been steered by West Ashley Connects and Keep Charleston Beautiful nonprofits. Mayors office has also initiated operation neighborhood which looks to empower citizens to clean and take care of the areas.
6	COMM DESIGN & LAND USE	Pursue neighborhood preservation	Immediate	City, Charleston County, advocacy groups, neighborhood org, community	Completed or Underway	Representatives of Maryville/Ashleyville have engaged with Historic Charleston Foundation in relation to pathways forward for historic designation or other possible outcomes. Continuation of meetings may provide a path for other areas as well.
7	ALL	The City and County should develop community engagement strategies to improve communication, education, and participation for residents around locally important community design & land use, transportation, green infrastructure & sustainability, housing, and economic development issues	Immediate	City of Charleston, Charleston County	Completed or Underway	Continuation of WARC meetings. NAP Newsletter from Business neighborhood services. City Staff released pamphlets that are resources for citizens regarding department contacts and responsibilities.
8	TRANSPORTATION	Develop Design Guidelines for West Ashley Greenway + Bikeway	Immediate	City, Charleston County Parks and Recreation, Charleston Parks Conservancy	Completed or Underway	Charleston Parks Conservancy undertook this element in summer of 2018. This along with a public art master plan were created for the City of Charleston. The plans were endorsed by West Ashley Revitalization Commission in March 2019.
9	TRANSPORTATION	Prepare a feasibility study for potential federal grant projects, such as TIGER (Transportation Investment Generating Economic Recovery) grants	Immediate	City, Charleston County, BCDCOG	Completed or Underway	The Ashley River Bridge won the 2019 BUILD (replacement for TIGER) grant for construction. City, County, and CHATS have ensured the project is nearly fully funded for the duration of construction.
10	TRANSPORTATION	Evaluate access management strategies	Immediate	City, Charleston County, SCDOT	Completed or Underway	The City and County coordinate with SCDOT on permits to ensure access management is considered during construction of new commercial and residential development.
11	GREEN INFRA & SUSTAINABILITY	Pursue mechanisms and funding to purchase property for the purpose of reversion to wetlands and addition of floodplain	Immediate	City, Charleston County	Completed or Underway	The City and County have access to FEMA funds to purchase repetitive loss properties, and example of which is the Shadowmoss townhomes that were purchased in 2019. The city will also have access to Church Creek Drainage TIF as a possibility in the future for more homes in the Church Creek area.
12	GREEN INFRA & SUSTAINABILITY	Seek authorization from the General Assembly to allow local real estate transaction surcharge to seed open space acquisition	Immediate	City, Charleston County	Up Next	TBD
13	GREEN INFRA & SUSTAINABILITY	Strengthen tree protection and tree planting requirements for new development and redevelopment	Immediate	City, Charleston County	Up Next	As a portion of Dutch Dialogue recommendations, there is an expectation for renewed interest in updating the tree protection ordinance.
14	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, Charleston County, land trusts, advocacy groups, community	Completed or Underway	The City of Charleston has a seat on the Greenbelt Program and has requested funding for several locations around the area including places within West Ashley. For example: 1710 Dogwood Road (St Andrews Parks and Playground Commission), Lake House at Bulow (CCPRC), Magnolia Park and Community Garden, Oaks Plantation (Charleston County)

PLAN WEST ASHLEY IMPLEMENTATION MATRIX

Updated 08/2023

Recommended Actions: Policies / Studies

	Plan Chapter	Description	Time frame	Responsible Party	Status	Notes about implementation
15	GREEN INFRA & SUSTAINABILITY	Raise community awareness of sensitive environmental concerns, green infrastructure, and open space preservation	Immediate	City, Charleston County, land trusts, advocacy groups, community	Completed or Underway	Dutch Dialogue included Church Creek Basin as a location for community education about living with stormwater. This event has and will help raise awareness in new way that people can live with stormwater while it channels out of the overall system. Round two of Dutch Dialogues concluded in July 2019, a final report was presented in September 2019.
16	GREEN INFRA & SUSTAINABILITY	Develop a West Ashley Recreational Needs Assessment	Immediate	City, Charleston County, St Andrews Parks & Playgrounds	Completed or Underway	One Charleston Parks & Recreation Master Plan has a comprehensive plan, as part of the plan the West Ashley area was categorized and analyzed for future needs.
17	GREEN INFRA & SUSTAINABILITY	Develop a West Ashley Open Space, Parks, and Recreation Master Plan	Immediate	City, Charleston County	Completed or Underway	The Master Plan explains how and where the park system will grow. This includes the locations under development by Charleston County Parks and Recreation (Stono River County Park and Old Towne Creek County Park)
18	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	Up Next	TBD
19	HOUSING	With public input, elected officials should explore passage of an inclusionary housing enabling law at the state level	Immediate (first 2 years)	City of Charleston, Charleston County, BCDCOG, Chamber of Commerce, SC Community Loan Fund, advocacy groups	Completed or Underway	Senator Kimpson reintroduced a bill to allow for cities to adopt inclusionary zoning (S. 309)
21	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, BCDCOG, Chamber of Commerce, SC Community Loan Fund, advocacy groups	Up Next	TBD
22	HOUSING	Expand application of Mixed-Use Workforce Housing zoning districts, and pursue modifications to increase the program's effectiveness	Immediate	City of Charleston	Completed or Underway	At current no one has come forward with interest in rezoning to an established Mix-Used zoning designation. The adoption of the City Plan shows a need for additional mixed-use workforce housing for the City. City planning department is placing an RFP for a new Zoning code which should address this need.
23	HOUSING	Maintain and expand homeowner rehabilitation assistance programs and funding	Immediate	City of Charleston	Up Next	TBD
24	HOUSING	Explore the potential to offer expedited review of income-restricted affordable or mixed-income housing development projects	Immediate	City of Charleston, Charleston County	Completed or Underway	Discussions on this element are Completed or Underway. The Community Development Committee of City Council has approved the preliminary recommendations related to this process. Staff of the Department of Housing & Community Development and Planning, Preservation and Sustainability are working internally to prioritize the list and determine what strategies can be implemented and what level of staff capacity is required.
25	HOUSING	Provide assistance to residents through the Center for Heirs Property Preservation, and pursue modifications to state heirs property laws that harm the ability of families to maintain control of properties	Immediate	City, Charleston County, Center for Heirs Property Preservation, advocacy groups	Completed or Underway	Several areas have had events with both Center for Heirs Property and the Charleston County BAR Association to aide in the clearing of land title and preparation of wills.
26	HOUSING	Explore the potential to offer expedited review of townhome and multifamily housing projects in locations where such housing is allowed by right, particularly targeted to infill locations that already have the infrastructure to support additional housing	Immediate	City of Charleston	Completed or Underway	Discussions on this element are Completed or Underway. The Community Development Committee of City Council has approved the preliminary recommendations related to this process. Staff of the Department of Housing & Community Development and Planning, Preservation and Sustainability are working internally to prioritize the list and determine what strategies can be implemented and what level of staff capacity is required.
27	HOUSING	Prioritize expansion of senior housing options for households of all incomes	Immediate	City, Charleston County, Housing Authority, SC Community Loan Fund, Housing advocacy groups and non-profits, private developers	Up Next	TBD
28	HOUSING	Adjust zoning and land use regulations to allow and support development of "affordable by design" housing products	Immediate	City, Charleston County	Completed or Underway	A study was produced for Maryville/Ashleyville to ascertain the appropriate style of home that could be developed within the context of the area. Seven of these structure were constructed by the City of Charleston using fees collected from the Upper Peninsular Fee in Lieu program.

PLAN WEST ASHLEY IMPLEMENTATION MATRIX

Updated 08/2023

Recommended Actions: Policies / Studies

	Plan Chapter	Description	Time frame	Responsible Party	Status	Notes about implementation
29	ECONOMIC DEVELOPMENT	Develop specific goals for targeting industries and business activities for growth in West Ashley, and refine strategies for achieving these goals.	Immediate	City of Charleston, Charleston County, Charleston Regional Development Alliance, BCDCOG, West Ashley James Island Business Association, Chamber of Commerce, Charleston County Economic Development	Completed or Underway	Continued talks with Charleston County Economic Development and commercial real estate companies. At current we know that we want to have office spaces, life sciences, and expanded creative workforce. The locations for these operations are under review. We also are shifting City focus to attracting the uses that the above would see as amenity to the area.
30	ECONOMIC DEVELOPMENT	Promote West Ashley's specific strengths through the region's economic development promotional materials and networks	Immediate (first 2 years)	City, Charleston County, Charleston Regional Development Alliance, BCDCOG, West Ashley James Island Business Association, Chamber of Commerce, Charleston County Economic Development, Charleston Area Convention and Visitors Bureau	Completed or Underway	West Ashley advertisement document is in final draft form. Once Completed or Underway it will be distributed to the various economic entities for attraction of West Ashley businesses.
31	ECONOMIC DEVELOPMENT	Ensure zoning and design regulations promote the town center vision for Citadel Mall	Immediate	City, Charleston County	Completed or Underway	Citadel Mall has converted from GB to PUD for their base zoning. The PUD will allow for additional height and unit count to placed on site. Additional discussions and negotiations are underway for a memorandum of understanding (mou) for public involvement in the anticipated redevelopment.
32	ECONOMIC DEVELOPMENT	Better integrate West Ashley within the efforts of the Charleston Digital Corridor initiative	Immediate	City, Charleston Digital Corridor, and other stakeholders as appropriate	Up Next	West Ashley Redevelopment workgroup met with Charleston Digital Corridor in Spring 2023 regarding how to better integrate. Director was suggesting that the City should be looking to improve the assets of the area prior to any expansion of the digital corridor. There is opportunity to improve along Sam Rittenberg corridor to enhance opportunity for businesses to consider locating but needs additional walkable amenities.
33	ECONOMIC DEVELOPMENT	Prepare informational materials highlighting West Ashley's locational advantages for small businesses	Immediate	City, West Ashley James Island Business Association, Chamber of Commerce, Lowcountry Local First, Avondale Point Business District, advocacy groups	Completed or Underway	As part of the Branding and Identity efforts, two decks will be put together highlighting the strengths of West Ashley for both small business and larger corporate business.
34	ECONOMIC DEVELOPMENT	Promote existing community activities and facilities, and work with community members to create new community activities	Immediate	City, community partners, neighborhood groups, Charleston County, St Andrews PSD, local event partners	Completed or Underway	The Business and Neighborhood Services weekly NAP newsletter highlights events occurring around West Ashley and other areas of the City. The Longest Table was also initiated by City of Charleston with assistance from West Ashley United and several neighborhood associations. West Ashley United partners with the City to ensure communications regarding events around West Ashley are known.
35	ECONOMIC DEVELOPMENT	Identify ways to link West Ashley to existing cultural events in Charleston	Immediate	City, local event partners	Completed or Underway	Staff is working on attracting different cultural events to the area including SEWE, Piccolo Spoleto, and other events. The Southeastern Chamber has started a Taste of West Ashley event held annually.
36	ECONOMIC DEVELOPMENT	As appropriate, allow flexible conversion or redevelopment of retail and other commercial properties to other uses	Immediate	City, Charleston County	Completed or Underway	The City recently adopted a new comprehensive plan which acknowledges the need for flexibility in zoning categories. In the coming year the City will begin to rewrite its zoning code, this will be an element under review for the code.
37	ECONOMIC DEVELOPMENT	Ensure zoning in outer West Ashley requires/incentivizes location of community shopping centers or commercial buildings near new housing	Immediate	City, Charleston County	Completed or Underway	Harris Teeter as example of locating grocery and other outparcel businesses near community hubs. As potential businesses come to the City for development/redevelopment they are discussed for suitability with Plan West Ashley and are guided to be in alignment.
38	ECONOMIC DEVELOPMENT	Evaluate the feasibility of adding a parking structure to Avondale.	Immediate	City of Charleston	Completed or Underway	Charleston County will be realigning the Avondale Avenue/Nicholson Drive intersection, which will create a parcel large enough to accommodate a parking deck. The City and private ownership are in talks about a deck being constructed on site. No funding has been allocated.

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39	COMM DESIGN & LAND USE	Draft and adopt mixed-use regulatory standards and incentives to replace and modernize existing zoning, to guide new development on commercial corridors, entryways, and other focused priority progress areas	Near-Term (2 – 5 years)	City of Charleston	Completed or Underway	Staff has draft design principles under review, they should be reviewed by DRB in 2022. These will help express the expectations of the community to developers prior to submitting to DRB. We have also updated parking standards to allow for ULI Shared parking in appropriate parcels.
40	COMM DESIGN & LAND USE	West Ashley Community Brand & Identity Committee: work to improve West Ashley's image and community perception, celebrate history and culture	Near-Term	City, CVB, Chamber of Commerce, community members, Charleston County, St Andrews PSD	Completed or Underway	Staff is working on drafting a category which will guide redevelopment in the appropriate areas as indicated in Plan West Ashley. Incentives may include additional height and expedited design review. The City's requirements would be mixture of uses, affordable housing, and active street fronts.
41	COMM DESIGN & LAND USE	West Ashley Community Brand & Identity Committee: implement entry signage, lighting, beautification efforts	Near-Term	City of Charleston	Completed or Underway	City has hired West Ashley Project Coordinator who attends TRC and DRB meetings and offers additional assistance if projects appear to need more staff time to complete. Examples include Parkers Kitchen, Charles River Labs, Gramling redevelopment, Victory redevelopment, Ashley Landing Plaza infill and other small businesses.
42	COMM DESIGN & LAND USE	Improve/beautify West Ashley gateways with appropriate signage and landscaping	Near-Term	City of Charleston	Up Next	TBD
43	TRANSPORTATION	Gather commuter data / analysis – regional and local	Near-Term	City, Charleston County, BCDCOG	Completed or Underway	This element is being considered by the private development group at Citadel Mall with the allowance of 200K square feet dedicated to sports.
44	TRANSPORTATION	Complete a Regional Transit Feasibility Study and Regional Transit Framework Plan.	Near-Term (2 – 5 years)	BCDCOG, CARTA	Completed or Underway	Citadel Mall currently has a "makers space" and is willing to partner for more business incubation. City is also exploring options along Sam Rittenberg Blvd for a "Pacific Box & Crate" style development in partnership with Charleston Economic Development
45	TRANSPORTATION	Evaluate potential for dedicated transit, carpool, and bus and/or bike lanes	Near-Term	City, Charleston County, SCDOT, BCDCOG, CARTA	Completed or Underway	City business services manager and staff is looking into methods for small business promotion and licensing incentives. City continues to talk with Lowcountry Local First for how best to partner with their organization.
46	TRANSPORTATION	Develop and adopt land use and zoning code modifications that allow for mixed-use/intensification of land uses along critical transit streets/corridors	Near-Term	BCDCOG, CARTA, City, Charleston County, SCDOT	Completed or Underway	This element is requested in the Epic Center PUD; they have set aside 15K square feet for Civic Use. City and ownership have started discussion on which office(s) would be appropriate to have on site. City is also exploring the option of creating offices at Sumar Street parcel which would be 8K of departments which the citizens can interface with.
47	TRANSPORTATION	Develop and adopt design guidelines for livable developments	Near-Term	BCDCOG, CARTA, City, Charleston County	Completed or Underway	City, County, SCDOT, and PSD continue to talk about coordination of services. At current, emergency management has been consolidated into a single dispatch. Additional talk have been had on and off regarding trash and street maintenance.
48	TRANSPORTATION	Develop and adopt parking regulations that minimize auto dependency by mandating travel demand management techniques be applied prior to increasing additional parking on any given site.	Near-Term	CARTA, City, Charleston County, SCDOT	Up Next	TBD
49	TRANSPORTATION	Develop and adopt a Vision Zero policy	Near-Term	BCDCOG, CARTA, City of Charleston, SCDOT	Completed or Underway	City and County staff have met and reviewed the current ordinances in place for design. The County currently has several design overlay districts and welcomes collaboration with the City in updating them when needed. The City will continue to review appropriate design along the corridors and make requests to the County when needed.
50	GREEN INFRA & SUSTAINABILITY	Pursue mechanisms for transfer of development rights (TDR)	Near-Term	City, Charleston County	Completed or Underway	City and County staff have met regarding this element. There are current efforts to identify appropriate office space within West Ashley; appropriate redevelopment locations; and the ability to create recruitment decks for businesses attraction. Several new Class A offices spaces have come on-line since PWA was adopted, they are priced below peninsula prices but are being leased at a good rate.
51	GREEN INFRA & SUSTAINABILITY	Pursue mechanisms for purchase of development rights (PDR)	Near-Term	City, Charleston County	Up Next	The city is currently writing a redevelopment overlay district with the intention of incentivizing the redevelopment of under utilized land. The new zoning code will also look at ways to incentivize the redevelopment of the parcels. Overlay could be incorporated into the new city zoning code.
52	GREEN INFRA & SUSTAINABILITY	Increase budget for inspection, operation, and maintenance of drainage infrastructure	Near-Term	City, Charleston County, SCDOT	Completed or Underway	At current the City has not needed to extend or step in for additional aide with businesses. Companies are currently expanding fiber optic options across the city.

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Updated 08/2023

Recommended Actions: Policies / Studies

Plan Chapter	Description	Time frame	Responsible Party	Status	Notes about implementation	
53	GREEN INFRA & SUSTAINABILITY	Pursue green infrastructure maintenance workforce training programs	Near-Term	City, Charleston County, green economy bond	Completed or Underway	City Business Services and County Economic Development are in the process of locating and reaching out to property owners about creating spaces for tech spaces to come into West Ashley.
54	GREEN INFRA & SUSTAINABILITY	Strengthen local wetlands regulations & jurisdiction	Near-Term	City, Charleston County	Completed or Underway	MUSC opened a new ambulatory care center on the site of Citadel Mall along with moving additional administrative functions to a nearby office tower. Henry Tecklenburg Drive continues to locate additional medical offices, such as the organ transplant center, cancer care center, and memory care center.
55	GREEN INFRA & SUSTAINABILITY	Prohibit the fill of any wetlands or disturbance of any upland area within a fixed distance of a designated wetland area.	Near-Term	City, Charleston County	Up Next	TBD
56	GREEN INFRA & SUSTAINABILITY	Prohibit the discharge of stormwater to areas inside of a 100-foot protective buffer.	Near-Term	City, Charleston County	Up Next	TBD
57	GREEN INFRA & SUSTAINABILITY	Promulgate restoration requirements for properties where the protective buffer is already disturbed.	Near-Term	City, Charleston County	Completed or Underway	Charleston Economic Development is aiding the City with mapping. City is researching software platforms that may help inform business outreach, recruitment, and retention. This includes using Placer.ai and ESRI Business Analyst to show competitive locations for businesses.
58	GREEN INFRA & SUSTAINABILITY	Implement flexible wetland protection measures for redevelopment opportunities that can create a "net improvement."	Near-Term	City, Charleston County	Completed or Underway	City Staff is conducting internal talks to find the best way to propose a business incentive package for the city, this would include the West Ashley businesses.
59	GREEN INFRA & SUSTAINABILITY	Include green infrastructure requirements/ guidelines reflecting the Master Plan vision for West Ashley in the updated City stormwater management standards	Near-Term	City, Charleston County	Completed or Underway	City of Charleston entered into an MOU with ownership of Citadel Mall for allocating TIF funding towards to mall property. Citadel Mall representatives are Completed or Underway of consolidating the data for which projects should be allocated for joint funding.
60	GREEN INFRA & SUSTAINABILITY	Increase the requirements for matching pre-development and post-development discharge rates to the 100-year storm frequency	Near-Term	City, Charleston County	Completed or Underway	The city and County have several large and small scale capital improvement programs planned in West Ashley for park spaces. Examples include Bender Street Park, WPAL Park, Stono River County Park, and Old Towne Creek Park. Additionally, the City has performed a comprehensive plan for parks department for maintenance and improvements of parks (One Charleston Parks Plan)
61	GREEN INFRA & SUSTAINABILITY	Increase the design storm frequency for pipes, culverts, and other features in areas where doing so would alleviate flood pressure.	Near-Term	City, Charleston County	Completed or Underway	Sam Rittenberg TIF was created in 2016 in conjunction with Plan West Ashley's creation. In addition to this TIF district has been implemented in Church Creek Basin to fund public improvements to the drainage infrastructure. Additional TIFs are under consideration but none expected at this time.
62	GREEN INFRA & SUSTAINABILITY	Incorporate requirements for retention of small storm volumes where this would be beneficial for mitigating downstream flooding or in areas identified for protection in this plan	Near-Term	City, Charleston County	Completed or Underway	Bike and Pedestrian connections are considered when development come to Technical Review Committee for city parcels. Harris Teeter as example of future development along West Ashley Circle. Glenn McConnell Widening will provide for additional connection by completing a trail from Magwood to West Ashley Circle; New pedestrian routes exist along Sanders Road to Wild Cat Boulevard;
63	GREEN INFRA & SUSTAINABILITY	Include requirements for downstream analyses in flood prone areas	Near-Term (2 – 5 years)	City, Charleston County	Up Next	The Church Creek Basin and Dupon Wappo Basin requirements have integrated this their recommendations.
64	GREEN INFRA & SUSTAINABILITY	Increase freeboard requirement for residential and non-residential development from one foot to two feet	Near-Term	City of Charleston	Completed or Underway	Ordinance was passed in early 2020 to require all new construction to meeting two foot freeboard.
65	GREEN INFRA & SUSTAINABILITY	Provide a more detailed description of the type of analyses (eg., downstream flooding) and measures (eg., compensatory storage) that will be required to determine there will be no increase in impacts from a development proposal	Near-Term	City, Charleston County	Up Next	TBD
66	GREEN INFRA & SUSTAINABILITY	Apply select standards from areas of special flood hazard to the 100-year flood plain	Near-Term	City, Charleston County	Up Next	TBD
67	GREEN INFRA & SUSTAINABILITY	Explore ways to assist coordination efforts from federal programs such as FEMA and SBA to assist homeowners within flood plain impacted by recurring flooding.	Near-Term	City of Charleston	Up Next	TBD
68	HOUSING	Explore adoption of pre-approved housing designs/plans – compatible with the existing character of targeted areas – to reduce development costs and time	Near-Term	City of Charleston	Up Next	TBD

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Plan Chapter	Description	Time frame	Responsible Party	Status	Notes about implementation	
69	HOUSING	Ensure housing is well-served by multimodal transportation options that allow residents to reduce their travel costs	Near-Term	City of Charleston, BCDCOG, CARTA, SCDOT, Charleston County	Completed or Underway	Planning Department and Housing and Community Development Department have a coordination system that will utilize Planning to help guide site selection. Objective is to streamline process and ensure selected sites have access to multiple types of mobility and retail opportunities.
70	HOUSING	Target use of affordable housing in-lieu fees collected in West Ashley to support development and retention of income-restricted affordable housing in West Ashley	Near-Term	City of Charleston, private developers	Completed or Underway	\$1.6 million was used in the purchase and construction of seven affordable housing units in the Maryville/Ashleyville
71	HOUSING	Inventory all land currently owned by a public agency, determine if any properties could be used for housing in the future, and prioritize these sites for subsidized income-restricted housing development.	Near-Term	City of Charleston, Charleston County, City of Charleston Housing Authority, Charleston County Housing Authority	Completed or Underway	Several new homes were constructed in Ashleyville on city owned property. A high level inventory was done by Planning Department for the West Ashley Area, the locations are under advisement.
72	HOUSING	Study potential adoption of additional tools deployed by other communities to address affordable housing needs.	Near-Term	City of Charleston	Completed or Underway	This is an Completed or Underway effort by both Housing and Community Development and the Planning Department.
73	HOUSING	Reach out to and work with individual neighborhood councils to provide resident outreach and education to better understand and address concerns, and to explore ways to accommodate newer housing types	Near-Term	City of Charleston	Completed or Underway	Through the City Plan outreach we have started a new settlement community outreach program. It looks to enter into dialogue with communities that have typically not been involved with housing and community development. The City is also studying Missing Middle housing.
74	HOUSING	Align zoning, design review, and land use control regulations and processes to ensure new housing development can proceed while also respecting the character and design of existing neighborhoods, including possible adoption of some version of a form-based code	Near-Term	City of Charleston	Completed or Underway	Housing and Community Development and Planning are in talks regarding streamlining the site selection and review process for affordable housing.
75	HOUSING	Explore other tools for supporting housing affordability in West Ashley: Third-party comprehensive evaluation of tools and approach; Additional tax revenue sources; employer-assisted housing; programs to permanently preserve affordability at small rental properties; expanded renter protections; accessory dwelling unit financing assistance	Near-Term	City, Charleston County	Up Next	TBD
76	HOUSING	Identify and preserve historic community assets and character in West Ashley	Near-Term	City of Charleston, Charleston County	Completed or Underway	In talks with Historic Charleston Foundation in relation to Maryville/Ashleyville pathway forward for historic designation and outcomes. Continuation of meetings may provide a path for other areas as well.
77	HOUSING	Promote "green" energy-efficient homes that are less costly to maintain and operate	Near-Term	City of Charleston, Charleston County	Up Next	[Katie McKain]
78	HOUSING	Based on the Community Design and Land Use recommendations, revise zoning to allow/encourage a diverse set of housing product types in appropriate locations	Near-Term	City of Charleston, Charleston County	Completed or Underway	City Plan identified the need for more diverse housing types to be allowed into single-family zoned area. The City is also broadening its ADU policy for allowing rental units into single-family areas. City continues to study Missing Middle housing as an option to expand housing attainability.
79	HOUSING	Provide and ensure access to effective, low cost transportation options, including public transit and safe, comfortable walking and biking infrastructure	Near-Term (2 – 5 years)	City of Charleston, BCDCOG, CARTA, SCDOT, Charleston County	Completed or Underway	The City and County take into account the current housing stock and population when evaluating transportation initiatives. In addition the City continues to work with County on creation of bike lanes, improved pedestrian crossings, and better CARTA stop infrastructure. The Old Towne District Transportation Improvements are planned for 2024 and will show investment into redesigning the roadways for multiple users and improved access across highways.
80	HOUSING	Fund and implement infrastructure to address flooding issues in Church Creek and Tiger Swamp areas to support existing housing and enable housing growth	Near-Term	City, Charleston County	Completed or Underway	Capital improvement projects have been identified in both the Church Creek and DuWap drainage basins. Implementation of these are Completed or Underway as budgets allow. Townhomes which were purchased with FEMA funds have been torn down, additional grant from Fish and Wildlife was obtained to turn the area into a passive water retention park.
81	HOUSING	Explore creation of a "Staying-Put Initiative" when new developments occur within vulnerable communities to assist in finding ways for long-term residents to remain as property values and taxes increase.	Near-Term	City, Private Developers	Completed or Underway	This will be discussed with the owners of Citadel Mall in their efforts to redevelop the site.
82	ECONOMIC DEVELOPMENT	Review all land use and design regulations and permitting processes applicable to property development in West Ashley, and modify to ensure clarity, consistency, and certainty while meeting community standards	Near-Term	City of Charleston, Charleston County	Completed or Underway	Staff has draft design principles under review, they should be reviewed by DRB in 2022. These will help express the expectations of the community to developers prior to submitting to DRB. We have also updated parking standards to allow for ULI Shared parking in appropriate parcels.

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Plan Chapter	Description	Time frame	Responsible Party	Status	Notes about implementation
83	ECONOMIC DEVELOPMENT Establish a new incentivized redevelopment zone designation to encourage the revitalization of underutilized sites.	Near-Term	City, Charleston County	Completed or Underway	Staff is working on drafting a category which will guide redevelopment in the appropriate areas as indicated in Plan West Ashley. Incentives may include additional height and expedited design review. The City's requirements would be mixture of uses, affordable housing, and active street fronts.
84	ECONOMIC DEVELOPMENT Work across all City departments to create a clear and coordinated message regarding equitable economic development priorities and efforts in the West Ashley area	Near-Term	City of Charleston	Completed or Underway	City has hired West Ashley Project Coordinator who attends TRC and DRB meetings and offers additional assistance if projects appear to need more staff time to complete. Examples include Parkers Kitchen, Charles River Labs, Gramling redevelopment, Victory redevelopment, Ashley Landing Plaza infill and other small businesses.
85	ECONOMIC DEVELOPMENT Facilitate better connections between economic development, workforce development, and K-12 education	Near-Term	City of Charleston, Charleston County, Charleston Regional Development Alliance, BCDCOG, community and technical colleges, Charleston County School District, private schools	Up Next	TBD
86	ECONOMIC DEVELOPMENT Determine whether to pursue construction of a facility that could support regional or national athletic tournaments in the area	Near-Term	City, Charleston County Economic Development, State PRT, private developers, St Andrews Parks & Playgrounds, area colleges	Completed or Underway	This element is being considered by the private development group at Citadel Mall with the allowance of 200K square feet dedicated to sports.
87	ECONOMIC DEVELOPMENT Pursue the creation of a business incubator targeted to tech start-ups and small businesses	Near-Term	City of Charleston, private business partners, Charleston Digital Corridor funders	Completed or Underway	Citadel Mall currently has a "makers space" and is willing to partner for more business incubation. City is also exploring options along Sam Rittenberg Blvd for a "Pacific Box & Crate" style development in partnership with Charleston Economic Development
88	ECONOMIC DEVELOPMENT Create a small business assistance program targeted to West Ashley, based on existing resources	Near-Term	City of Charleston, Charleston County	Up Next	TBD
89	ECONOMIC DEVELOPMENT Consider opportunities to locate City offices/facilities within the new "town center"	Near-Term	City of Charleston	Completed or Underway	This element is requested in the Epic Center PUD; they have set aside 15K square feet for Civic Use. City and ownership have started discussion on which office(s) would be appropriate to have on site. City is also exploring the option of creating offices at Sumar Street parcel which would be 8K of departments which the citizens can interface with.
90	ECONOMIC DEVELOPMENT Coordinate services such as emergency response, garbage pick-up, drainage maintenance, street maintenance, lighting, etc between City, County, St Andrews PSD, and SCDDOT to increase efficiency and decrease duplicity.	Near-Term	City, Charleston County, St Andrews PSD, and SCDDOT	Up Next	TBD
91	ECONOMIC DEVELOPMENT Provide grants or tax abatements for façade rehabilitation and other visual site improvements	Near-Term	City of Charleston, Charleston County	Up Next	TBD
92	ECONOMIC DEVELOPMENT Align County and City design expectations for all unincorporated commercial areas within West Ashley	Near-Term	City of Charleston, Charleston County	Completed or Underway	City and County staff have met and reviewed the current ordinances in place for design. The County currently has several design overlay districts and welcomes collaboration with the City in updating them when needed. The City will continue to review appropriate design along the corridors and make requests to the County when needed.
93	ECONOMIC DEVELOPMENT Create and attract more Class A office product.	Near-Term	City, Charleston County Economic Development, Charleston Regional Development Alliance, Chamber of Commerce	Completed or Underway	City and County staff have met regarding this element. There are current efforts to identify appropriate office space within West Ashley; appropriate redevelopment locations; and the ability to create recruitment decks for businesses attraction. Several new Class A offices spaces have come on-line since PWA was adopted, they are priced below peninsula prices but are being leased at a good rate.
94	ECONOMIC DEVELOPMENT Encourage the redevelopment of under-used land areas.	Near-Term (2 – 5 years)	City, Charleston County Economic Development, Chamber of Commerce	Up Next	The city is currently writing a redevelopment overlay district with the intention of incentivizing the redevelopment of under utilized land. The new zoning code will also look at ways to incentivize the redevelopment of the parcels. Overlay could be incorporated into the new city zoning code.
95	ECONOMIC DEVELOPMENT Work with property owners and help provide digital infrastructure needed to attract tech businesses.	Near-Term	City, Charleston Regional Development Alliance, Chamber of Commerce	Up Next	TBD
96	ECONOMIC DEVELOPMENT Utilize vacant shopping center space for back office projects such as call centers, which can have high employment.	Near-Term	City, Charleston County Economic Development	Completed or Underway	City Business Services and County Economic Development are in the process of locating and reaching out to property owners about creating spaces for tech spaces to come into West Ashley.

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97	ECONOMIC DEVELOPMENT Work with local hospitals to explore the possibility new offices and medical facilities in West Ashley.	Near-Term	City, Charleston County Economic Development, local hospitals	Completed or Underway	MUSC opened a new ambulatory care center on the site of Citadel Mall along with moving additional administrative functions to a nearby office tower. Henry Tecklenburg Drive continues to locate additional medical offices; such as the organ transplant center, cancer care center, and memory care center.
98	ECONOMIC DEVELOPMENT Complete a comprehensive review of the potential existing funding sources that could be best deployed for a variety of capital projects and services (including expanded transit service) in West Ashley	Near-Term	City of Charleston	Up Next	TBD
99	ECONOMIC DEVELOPMENT Investigate any funding/financing mechanisms not currently allowed by state law for which legislative changes might provide better opportunities for West Ashley	Near-Term	City of Charleston	Up Next	TBD
100	COMM DESIGN & LAND USE Evaluate implementation progress at regular intervals	Longer-Term (5 yrs—Completed or Underway)		Completed or Underway	This document serves as the start of an evaluation
101	TRANSPORTATION Complete a District-wide Traffic Management Study	Longer-Term	City of Charleston, Charleston County	Completed or Underway	SCDOT conducting I526 Signalization Capacity implementation installing equipment that will allow for responsive traffic management system. County transportation has the US 17 corridor capacity study looking at how to alleviate congestion along highway 17 from Magnolia to Cumming and Septima. Savannah Highway Capacity Improvement project (TST Funding) from Avondale Avenue to Savage Road.
102	TRANSPORTATION Complete a District-wide School Accessibility + Circulation Study	Longer-Term	City of Charleston, BCDCOG, Charleston County School District	Up Next	City transportation and Charleston County School District have begun discussing the routes for busing and their impact on commute times.
103	GREEN INFRA & SUSTAINABILITY Incorporate resiliency, sea level rise considerations, and adaptive design strategies into long-range infrastructure/transportation planning and policy	Longer-Term	City, BCDCOG, SCDOT, FEMA	Completed or Underway	Part of Dutch Dialogues is to place references in our standards and how we talk about resiliency.
104	GREEN INFRA & SUSTAINABILITY Investigate incentive programs offering tax abatements for open space preservation	Longer-Term	City, Charleston County, Charleston Parks Conservancy, private developers, community members, St Andrews PSD	Up Next	TBD
105	GREEN INFRA & SUSTAINABILITY Set a specific goal for open space preservation of remaining developable land	Longer-Term	City, Charleston County, Charleston Parks Conservancy, private developers, community members, St Andrews PSD	Up Next	TBD
106	GREEN INFRA & SUSTAINABILITY Identify and protect existing cultural and landscape assets for preservation	Longer-Term	City, Charleston County, Charleston Parks Conservancy, private developers, community members, St Andrews PSD	Up Next	TBD
107	GREEN INFRA & SUSTAINABILITY Create new neighborhood parks in underserved areas - to be determined by the Open Space, Parks, and Recreation Master Plan	Longer-Term	City, Charleston County, Charleston Parks Conservancy, private developers, community members, St Andrews PSD	Completed or Underway	Carr Richardson Park - Formerly Bender Street Park (on the Ashley River in Ashleyville) and WPAL Park (on the Stono River along Wappoo Road) are in stages of planning and construction; Regional parks at Old Towne Creek (on the Ashley River off of Old Towne Road) and Stono River Park (on Stono River off of Main Road) are under development
108	GREEN INFRA & SUSTAINABILITY Support evolution and implementation of the West Ashley Greenway Master Plan	Longer-Term	City, Charleston County, Charleston Parks Conservancy, private developers, community members, St Andrews PSD	Completed or Underway	January 2019, WARC endorsed the West Ashley Greenway and Bikeway Master plan. Elements are under consideration for implementation. City and Parks Conservancy have partnered with Clemson Architecture Department for a design-build course to focus on the intersection of Farmfield and the Greenway. Parks conservancy has provided input towards the West Ashley branding project in anticipation of wayfinding elements to emerge from the project.
109	GREEN INFRA & SUSTAINABILITY Enhance connections between the West Ashley Greenway, Bikeway, and adjacent neighborhoods - including the Peninsula and Johns Island	Longer-Term	City, Charleston County, Charleston Parks Conservancy, private developers, community members, St Andrews PSD	Completed or Underway	Sidewalk enhancements continue along bikeway and greenway. Stinson Drive had sidewalk placed between Highway 17 and Greenway. Charleston County Public Works will be taking on the connection of Greenway/Bikeway along Wappoo Road as part of the Savannah Highway Capacity Improvement project. City and County received federal DOT BUILD grant for Ashley Bridge Crossing.
110	HOUSING Enhance capacity to grow income-restricted subsidized affordable housing by increasing public land purchases and pursuing development/land banking via the Community Land Trust and collaboration with third-party non-profit affordable housing developers	Longer-Term (5 yrs—Completed or Underway)	City of Charleston, Charleston County, Charleston community land trust, affordable housing developers, outside private funders	Completed or Underway	Through the use of Bond Funds approved by the Voters of Charleston in November 2017, it is anticipated that approximately 630 units of rental housing will be constructed for households and families earning sixty (60%) and below the Area Median Income.

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Plan Chapter	Description	Time frame	Responsible Party	Status	Notes about implementation	
111	HOUSING	Complete detailed assessments of key issues, affordability needs, unique demographic and physical characteristics and appropriate housing options of individual neighborhoods	Longer-Term	City of Charleston, Charleston County	Completed or Underway	Housing and Community Development created the 2020 Consolidated Plan which developed its strategic plan based on an analysis of the data presented in this plan and an extensive community participation and consultation process. Through these efforts, the City has identified four Priority Needs and twenty-three goals to address those needs. The priority needs include: 1) Improving Affordable Housing Options, 2) Expanding Economic Opportunities, 3) Providing Suitable Living Environments and 4) Improving the Capacity of Area Housing and Community Service Providers.
112	HOUSING	Target development and retention of mixed-income and affordable housing to locations in close proximity to community amenities and transportation	Longer-Term	City of Charleston, Charleston County	Completed or Underway	Housing and Community Development created the 2020 Consolidated Plan which developed its strategic plan based on an analysis of the data presented in this plan and an extensive community participation and consultation process. Through these efforts, the City has identified four Priority Needs and twenty-three goals to address those needs. The priority needs include: 1) Improving Affordable Housing Options, 2) Expanding Economic Opportunities, 3) Providing Suitable Living Environments and 4) Improving the Capacity of Area Housing and Community Service Providers.
113	HOUSING	Implement land use and transportation recommendations of this report to ensure all neighborhoods enjoy equitable access to parks and public/private amenities and services	Longer-Term	City of Charleston, Charleston County, Charleston County Parks and Recreation, Charleston Parks Conservancy	Completed or Underway	This on going element is used to evaluate capital improvement projects and private sector projects. Such examples are the new Bender Street Park and the focus on repaving the Bikeway which connects many neighborhoods to parks, businesses, and community facilities.
114	ECONOMIC DEVELOPMENT	Map business assets and infrastructure in West Ashley to identify areas better positioned for private investment versus areas requiring upgrades.	Longer-Term	City, CRDA, Charleston County Economic Development, Chamber of Commerce	Completed or Underway	Charleston Economic Development is aiding the City with mapping. City is researching software platforms that may help inform business outreach, recruitment, and retention. This includes using Placer.ai and ESRI Business Analyst to show competitive locations for businesses.
115	ECONOMIC DEVELOPMENT	Explore the introduction of a business license fee reduction as an incentive for investment in West Ashley	Longer-Term	City of Charleston	Completed or Underway	City Staff is conducting internal talks to find the best way to propose a business incentive package for the city, this would include the West Ashley businesses.
116	ECONOMIC DEVELOPMENT	Direct proceeds of the West Ashley Redevelopment Project Area and TIF District to construct supportive public improvements within the Citadel Mall area	Longer-Term	City of Charleston, private developers, grants	Completed or Underway	City of Charleston entered into an MOU with ownership of Citadel Mall for allocating TIF funding towards to mall property. Citadel Mall representatives are Completed or Underway of consolidating the data for which projects should be allocated for joint funding.
117	ECONOMIC DEVELOPMENT	Target future capital improvement programs to the creation of additional parks and facilities	Longer-Term	City of Charleston, Charleston County	Completed or Underway	The city and County have several large and small scale capital improvement programs planned in West Ashley for park spaces. Examples include Bender Street Park, WPAL Park, Stono River County Park, and Old Towne Creek Park. Additionally, the City has performed a comprehensive plan for parks department for maintenance and improvements of parks (One Charleston Parks Plan)
118	ECONOMIC DEVELOPMENT	Examine potential to establish additional TIF districts at mixed-use nodes and office growth locations identified in Plan West Ashley	Longer-Term	City of Charleston, future TIF districts	Completed or Underway	Sam Rittenberg TIF was created in 2016 in conjunction with Plan West Ashley's creation. In addition to this TIF district has been implemented in Church Creek Basin to fund public improvements to the drainage infrastructure. Additional TIFs are under consideration but none expected at this time.
20-a	HOUSING	With public input, elected officials should explore changes to state enabling law and city ordinances to allow for incentivized affordable housing programs. Develop local voluntary incentive programs that encourage developments to incorporate affordable and workforce housing. Explore potential for incentives such as real estate tax abatement, density bonuses, height bonuses or other mechanisms that incentivize developers to voluntarily include levels of affordable housing.	Immediate	City of Charleston, Charleston County, BCDCOG, Charleston Chamber of Commerce, SC Community Loan Fund, advocacy groups	Completed or Underway	Senator Marlon Kimpson and Representative Marvin Pendarvis did not re-submit the bill for a State Enabling Legislation for Inclusionary Zoning. The elected officials wanted additional insights from Realtors and other local partners to ensure when the Bill is re-presented to the Senate and House that it has full support. Other incentives are currently being explored @ the County level to include a one percent millage increase to create a sustained funding stream for the development and preservation of affordable housing. Other incentives/options are outlined in the Strategic Plan, a Fairer Charleston, which was finalized in June 2019.

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Plan Chapter	Description	Time frame	Responsible Party	Status	Notes about implementation	
20-b	HOUSING	Adjust zoning and land development regulations to further support development of affordable housing, including prioritizing and incentivizing affordable housing, streamlining and expediting the review and approval process for affordable housing, and enabling staff level approvals for affordable housing.	Immediate	City of Charleston, Charleston County	Completed or Underway	Affordable Housing amendment was submitted to City Council, neighborhood concerns were raised. Other efforts and discussion are being regularly held regarding the process of permitting attainable housing.

Recommended Actions: Policies / Studies

Plan Chapter	Description	Time frame	Potential Funding Source			
119	TRANSPORTATION	Install bus stop improvements: benches, signage, shelters	Immediate (first 2 years)	City of Charleston, CARTA, private sector, community partners, grants	Completed or Underway	On going projects with City Transportation and CARTA. Examples for the new CARTA stops can be seen on Sam Rittenberg Boulevard (in front of Sonic), Savannah Highway and Wappoo Road, and Savannah Highway at Coburg Road. Additional shelters are being planned along Ashley River Road. CARTA is in Completed or Underway talks with Citadel Mall and MUSC for transportation hub in West Ashley.
120	TRANSPORTATION	Implement St. Andrews Blvd. shuttle circulator service	Immediate	City of Charleston, CARTA, private developers	Up Next	CARTA and City Transportation has not advanced this element with no funding allocated. Estimated cost to operate circulator would be for this would be \$1.5 million a year possibly more. The circulator element can be brought back up when certain thresholds are met with economic hubs.
121	TRANSPORTATION	Conduct a data driven feasibility study to determine the viability of a private water taxi service to connect West Ashley to the Charleston peninsula. If warranted, initiate an RFP process for the water taxi provider.	Immediate	City, CARTA, major employers on peninsula, grants, private sector	Up Next	This element is in CARTA and BCDCOG long range plan. Parcels large enough for park and ride may not be available in West Ashley.
122	TRANSPORTATION	Provide enhanced high visibility pedestrian and bicycle crossings on St. Andrews Blvd for the West Ashley Bikeway	Immediate	City, Charleston County, TST, CTC, TAP, SCDOT, grants	Completed or Underway	Charleston County Council voted to not approve funding for a direct crossing at Highway 61 and Bikeway. County Council directed staff to further investigate the possibility of upgrading the existing pedestrian crossings at Sycamore Ave and Highway 61; funding will be allocated if County Council agrees with findings. Interim improved crossing at Sycamore and Saint Andrew will be installed in the coming year.
123	TRANSPORTATION	Provide enhanced high visibility pedestrian and bicycle crossings on Folly Road for the West Ashley Greenway	Immediate	City, Charleston County, TST, CTC, TAP, SCDOT, grants	Completed or Underway	The West Ashley Greenway and Bikeway Master Plan call attention to this crossing with suggested solutions. Ashley River Crossing will address how to connect greenway at this location.
124	TRANSPORTATION	Install crosswalks where they are missing at all signalized intersections	Immediate	City, Charleston County, TST, CTC, TAP, SCDOT, grants	Completed or Underway	Part of the capacity improvements along Hwy 17 by SCDOT will be to include cross walks. Number of intersections have been identified have been identified for completion, will be installed using left over maintenance from state funding. City has maintenance plan that will be focused on identifying citizen requests for maintenance throughout West Ashley.
125	TRANSPORTATION	Evaluate the need for mid-block pedestrian crossings	Immediate	City, Charleston County, TST, CTC, TAP, SCDOT, grants	Completed or Underway	On going
126	TRANSPORTATION	Reduce speed limits and provide traffic calming on streets with a demonstrated safety problems. (Prioritize Savannah Highway, Sam Rittenberg Blvd, Old Towne, and St Andrews Blvd.)	Immediate	City, Charleston County, SCDOT	Up Next	City and County have requested reduction of speed limits along certain areas of corridors with limited success. Savannah Highway at Avondale was lowered; SCDOT ruled against lowering speed at Sumar Street and Old Towne Road/Sam Rittenberg Blvd intersection.
127	TRANSPORTATION	Optimize traffic signal timing, update on annual or biannual intervals	Immediate	City, Charleston County, SCDOT	Completed or Underway	SCDOT installing equipment to allow for responsive signalization along key corridors within West Ashley. Highway 61 will be the test bed for how responsive signalization will work in West Ashley. Additional signal timing updates have been requested along Bees Ferry.
128	GREEN INFRA & SUSTAINABILITY	Integrate neighborhood scale flood control with traditional stormwater management improvements as well as Lowcountry appropriate green infrastructure practices and undergrounding of utilities into upcoming infrastructure investments	Immediate	City, Charleston County	Completed or Underway	New stormwater guidelines and department staff will be researching this.
129	GREEN INFRA & SUSTAINABILITY	Include green infrastructure and local neighborhood drainage improvements as part of the Fire Station and Memorial design	Immediate	City of Charleston	Completed or Underway	Building was designed and constructed to meet current code requirements. A stormwater detention basin was created to reduce the amount of water flowing off site from the memorial site and meeting the requirements for new construction.

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130	GREEN INFRA & SUSTAINABILITY	Perform a storm drainage system inventory (including condition assessment) and maintenance schedule with cooperation between the City, County and SCeDOT. Cross train City staff to recognize and report blocked drains or other drainage issues requiring maintenance	Immediate	City, Charleston County, SCeDOT	Completed or Underway	These studies are Completed or Underway in addition to coordinating with state and federal jurisdiction when it comes to outfall maintenance. Church Creek Basin has been studied with recommendations that are being researched. DuPont Wappo Drainage basin (tiger swamp) is completing its study, with recommendations forthcoming. The system inventory component is substantially complete within DuPont Wappo and continuing in other parts of West Ashley. The maintenance approach is discussed in 52 to provide a more proactive approach to maintenance.
131	GREEN INFRA & SUSTAINABILITY	Plant trees	Immediate	City, sales tax, County Tree Fund, grants, grand tree mitigation fund, street tree fund, private developers, community partners, advocacy groups, neighborhood org, St Andrews PSD	Completed or Underway	Charleston Parks Conservancy is activating a new program to encourage additional tree plantings
132	COMM DESIGN & LAND USE	Enhance and beautify West Ashley gateways with appropriate signage and landscaping. Gateway entries are along Savannah Hwy, Ashley River Rd, Sam Rittenberg Blvd, Old Towne Rd, St. Andrews Blvd, and Folly Rd Blvd.	Near-Term (2 – 5 years)	City, TIF, community partnerships, street tree fund	Completed or Underway	Charleston Parks Conservancy and the City continue dialogues for placement and procurement. City of Charleston has a gateway signage package being designed for implementation
133	TRANSPORTATION	Support the installation of sidewalks and/or shared use paths throughout West Ashley along streets where sidewalks currently do not exist	Near-Term	City, Charleston County, SCeDOT, grants	Completed or Underway	Completed or Underway projects with transportation to install new sidewalks where they are needed. Examples are Sycamore Ave at Magnolia, Stinson Drive to Highway 17. Glenn McConnell widening to include multi-use trails, and Old Towne Road Improvements will include multi-use trails on both sides of Sam Rittenberg and Old Towne Road.
134	TRANSPORTATION	Implement Charleston County 1/2 cent sales tax transportation projects	Near-Term	Sales tax	Completed or Underway	Glenn McConnell Widening had second round of public comment in Fall 2019. Sam Rittenberg Blvd and Old Towne Rd project has shifted to focus on pedestrian and vehicular safety; project will focus on Orange Grove Road intersection, traffic calming elements along Sam Rittenberg and Old Towne Road, pedestrian connection improvements, and potentially a signalized intersection at Amberly and Sam Rittenberg Blvd; details are still being worked out. LOI has been approved by City of Charleston to gather consensus from property owners/government bodies to proceed forward with improvements at Avondale Avenue and Savannah Highway; waiting signatories back.
135	TRANSPORTATION	Pedestrian/Bike Crossing: West Ashley Greenway at Ashley River (Bridge - Adjacent, cantilevered, or standalone)	Near-Term (2 – 5 years)	City, Charleston County, TST, CTC, TAP, SCeDOT, grants, TIGER grant, advocacy groups	Completed or Underway	City has submitted a B.U.I.L.D. Grant application for the construction of the bridge.
136	TRANSPORTATION	Sam Rittenberg Blvd at Old Towne Road Intersection Improvements	Near-Term	Sales tax, TAP, CIP, private developers, West Ashley TIF	Completed or Underway	Project is being negotiated for details; anticipated to focus on pedestrian path connections, traffic calming, orange grove intersection improvements, possible signalization of Amberly and Sam Rit, other beautification and pedestrian improvements.
137	TRANSPORTATION	Reduce headways on CARTA routes	Near-Term	CARTA	Completed or Underway	Completed or Underway element within CARTA.
138	TRANSPORTATION	Install Shared Use Paths on major roadways (including US 17, Sam Rittenberg, Old Towne, St Andrews Blvd, Ashley River Rd, Glenn McConnell Pkwy, and Bees Ferry Rd)	Near-Term	City, Charleston County, TST, CTC, TAP, SCeDOT, grants, TIF, CIP, sales tax, private developers	Completed or Underway	Extension of shared use-path along Old Towne Road and Glenn McConnell are in the preliminary stages for development.
139	TRANSPORTATION	Connect West Ashley Greenway to West Ashley Bikeway at Wappo Rd	Near-Term	City, Charleston County, TST, CTC, TAP, SCeDOT, grants	Completed or Underway	Connection is being designed as part of the Savannah Highway Capacity project, with funding provided by County. City funding is engineering the pathway.
140	TRANSPORTATION	Citadel Mall Transit Improvements/Mobility Hub	Near-Term	CARTA, City of Charleston, private developers, TIF, grants, partnerships with major employers	Completed or Underway	Citadel Mall owners and CARTA are in discussions about incorporating a mobility hub on the site as part of the redevelopment of the site. There is allowances within the PUD for such a site.
141	TRANSPORTATION	West Ashley Circle Transit Improvements/Mobility Hub	Near-Term	CARTA, City of Charleston, private developers, TIF, grants, partnerships with major employers	Up Next	TBD
142	TRANSPORTATION	Implement express bus service to Boeing/Airport/Leeds Avenue	Near-Term	CARTA, City of Charleston, private developers, TIF, grants, partnerships with major employers	Up Next	CARTA is willing to explore this route option in conjunction with i-526 Corridor Improvement Project which provides for alternative transportation funding.

PLAN WEST ASHLEY IMPLEMENTATION MATRIX

Updated 08/2023

Recommended Actions: Policies / Studies

Plan Chapter	Description	Time frame	Responsible Party	Status	Notes about implementation	
143	TRANSPORTATION	Implement a pedestrian/bike scale destination based wayfinding system	Near-Term	City, Charleston County, TST, CTC, TAP, BCDCOG, grants	Completed or Underway	Wayfinding package is being developed by Parks Department for greenway/bikeway. Adaptability for the future along other corridors is built in.
144	TRANSPORTATION	Implement Access Management strategies/close excess curb cuts and install landscape medians	Near-Term	City of Charleston, Charleston County, SCNDOT, private developers	Completed or Underway	As projects redevelop along major corridors, SCNDOT and T&T assess the access management. SCNDOT road safety audit should include recommendations for installation of strategies for Hwy 17 and SC61
145	TRANSPORTATION	Install adaptive controls for real-time adjustments to traffic signal timing	Near-Term	Charleston County, SCNDOT	Completed or Underway	This element is part of the I526 Intersection Improvement study and Highway 17 congestion study.
146	TRANSPORTATION	Reconfigure intersection of 5th Avenue at St Andrews Blvd	Near-Term	City, Charleston County, TST, CTC, TAP, BCDCOG, grants	Up Next	SCNDOT and T&T have had talks regarding possibility but has not progressed
147	TRANSPORTATION	Provide Canal Walk Pedestrian/Bike Crossover of Tiger Swamp	Near-Term	City, Charleston County, grants, private developers	Up Next	Element may be part of Citadel Mall redevelopment, this has been requested for the design plans to the private developer.
148	GREEN INFRA & SUSTAINABILITY	Implement flood control and drainage improvements with traditional stormwater management techniques coupled with green infrastructure practices	Near-Term	City, Charleston County, private developers	Completed or Underway	DuPont Wappo drainage basin report has identified 11 areas for potential drainage improvement projects. Church Creek currently has the Hickory Farms Diversion Channel in design/permitting.
149	GREEN INFRA & SUSTAINABILITY	Partner with the Citadel Mall to construct pilot Green Infrastructure improvements	Near-Term	City, private developers, TIF, grants, CTC, TST, drainage funds	Up Next	Discussions are Completed or Underway between Stormwater and owners of the mall as part of their redevelopment PUD.
150	GREEN INFRA & SUSTAINABILITY	Incorporate "Water Smart Park" concepts into the next park construction or retrofit as a pilot	Near-Term	City, private developers, sales tax	Completed or Underway	City Stormwater department was awarded grants to complete smartwater parks to replace repetitive flooding properties in the Church Creek basin. These parks will double as amenities and stormwater detention.
151	GREEN INFRA & SUSTAINABILITY	Increase wetland preservation/restoration and floodplain management as part of West Ashley Circle development	Near-Term	City, Charleston County, BCDCOG, private developers, sales tax, land trusts	Completed or Underway	We have implemented the Church Creek Stormwater Standards which provide stricter provisions for fill within the floodplain in Church Creek Basin. We are also bringing to council 2 grant applications that would be relevant. The first is a grant to provide design standards and assumptions for wetland performance to developers, the second is to improve the FEMA floodplain mapping in the Church Creek area where it transitions from a coastal floodplain to a riverine floodplain.
152	GREEN INFRA & SUSTAINABILITY	Implement the findings of the Church Creek and Du/Wap Drainage Studies	Near-Term	City, Charleston County, SCNDOT, community, private developers	Completed or Underway	Study Completed or Underway in Summer 2019, recommendations forth coming. Presentation on study was given at WARC 05.08.2019 and 09.11.2019. Citadel Mall and Charles River Labs are two larger projects that are helping work through implementation of recommendations on private land; the DuWap study identified 11 capital improvement projects that would help in the flood prone areas within the basin.
153	GREEN INFRA & SUSTAINABILITY	Implement a green infrastructure retrofit into an existing West Ashley street	Near-Term	City, sales tax	Up Next	As part of the Sumar Street Redevelopment parcel, this element should be considered.
154	GREEN INFRA & SUSTAINABILITY	Plant more trees	Near-Term (2 – 5 years)	City, sales tax, BCDCOG, County Tree Fund, grants, grand tree mitigation fund, street tree fund, private developers, community partners, advocacy groups, neighborhood org, St Andrews PSD	Completed or Underway	Charleston Parks Conservancy is activating a new program to encourage additional tree plantings
155	COMM DESIGN & LAND USE	Add streetscaping (landscaping, appropriately scaled lighting, sidewalks, curb and gutter, mast arms, etc.) along key commercial corridors such as Savannah Hwy, Sam Rittenberg Blvd, Folly Rd, Old Towne Rd, St. Andrews Blvd, Ashley River Rd.	Longer-Term (5 yrs—Completed or Underway)	SCNDOT, Charleston County, sales tax	Completed or Underway	Design Review Board continues to look at the area for each new project coming in, and enhancing the district site by site. Additional talks with Charleston County are on going for tree planning along Savannah Highway. As intersection improvements are borough on-line, mast arms and other intersection elements are being implemented.
156	TRANSPORTATION	I-526 Completion	Longer-Term	SCNDOT, Charleston County, sales tax, State Infrastructure Bank	Up Next	I526 will be on the 2024 ballot for 1/2 cent sales tax referendum
157	TRANSPORTATION	Glenn McConnell Parkway Extension	Longer-Term	SCNDOT, Charleston County, sales tax	Completed or Underway	The Glenn McConnell Parkway Extension will only enter into the proposed Long Savannah PUD; the extension will not continue or connect to Dorchester County at this time.
158	TRANSPORTATION	Glenn McConnell Parkway Widening + Shared Use Path	Longer-Term	SCNDOT, Charleston County, sales tax	Completed or Underway	Project is under construction as of 8/2023 and should be Completed or Underway on time.

PLAN WEST ASHLEY IMPLEMENTATION MATRIX

Updated 08/2023

Recommended Actions: Policies / Studies

Plan Chapter	Description	Time frame	Responsible Party	Status	Notes about implementation
159	TRANSPORTATION Intersection improvements at Sam Rittenberg Boulevard/Ashley River Road, Savannah Highway/Carolina Bay Drive, and Ashley River Road/St. Andrews Boulevard and Old Towne Road to resolve vehicle operational and safety issues while enhancing the ability of the intersections to accommodate pedestrians and cyclists	Longer-Term	City, Charleston County, SCDDOT, TST, CTC, TAP, sales tax, grants, TIF	Completed or Underway	City Transportation continues to study the ability of bike and pedestrian safety at each intersection. City has recently installed additional cross walks and safety measures at Wappoo Road and St. Andrews Blvd (Hwy 61). The Highway 17 congestion study is also intended to look at utilizing bicycle and pedestrian accommodations to enhance mobility along the route.
160	TRANSPORTATION Support the installation of sidewalks and/or shared use paths throughout West Ashley along streets where sidewalks currently do not exist	Longer-Term	City, Charleston County, SCDDOT, grants	Completed or Underway	Additional sidewalks are proposed for areas with in West Ashley. At current new sidewalk connections have been placed on Stinson Drive, Sycamore Avenue, and Magnolia Road. Additional sidewalk proposed along Wappoo Road to connect bikeway and greenway. City is seeking additional sidewalk along Orleans Road as part of a road improvement program.
161	GREEN INFRA & SUSTAINABILITY Partner with the Citadel Mall to construct pilot depaving, wetlands enhancement, and floodplain improvements	Longer-Term	City, private developers, TIF, grants	Up Next	In discussions with Citadel Mall regarding implementation as part of the redevelopment PUD.
162	GREEN INFRA & SUSTAINABILITY Fund undergrounding of overhead utilities as part of redevelopment and streetscape improvements	Longer-Term	City, private developers, SCE&G, sales tax, TIF, Business Improvement District, development fund (in-lieu of), community partners, other utility providers	Completed or Underway	City has created a taskforce for requesting undergrounding of power lines. Additional talks with Dominion continue to occur.
163	GREEN INFRA & SUSTAINABILITY Build a "Water Smart Park" with green infrastructure as part of Circle neighborhood development	Longer-Term	City, private developers, sales tax	Completed or Underway	Opportunity areas are continued to be researched at West Ashley Circle, Shadowmoss, and Dupon Wappoo Drainage basin
164	GREEN INFRA & SUSTAINABILITY Pursue the "Tiger Swamp Canal Walk" as part of neighborhood scale Citadel Mall, Sam Rittenberg, and I-526 extension transportation planning and drainage infrastructure improvements	Longer-Term	BCDCOG, City, SCDDOT, private developers, TIF, grants	Up Next	In discussions with Citadel Mall regarding implementation as part of potential rezoning to Planned Unit Development; the canal proper is considered off-site for the Mall owners.
165	GREEN INFRA & SUSTAINABILITY Plant more trees	Longer-Term	City, Sales Tax, BCDCOG, County Tree Fund	Completed or Underway	Charleston Parks Conservancy is activating a new program to encourage additional tree plantings
166	ECONOMIC DEVELOPMENT Provide convenient pedestrian, bicycle, and automobile access between housing and shopping opportunities in outer West Ashley	Longer-Term	City, Charleston County, TST, CTC, TAP, SCDDOT, grants, grand tree mitigation fund, street tree fund, private developers, community partners, advocacy groups, neighborhood org, St Andrews PSD	Completed or Underway	Bike and Pedestrian connections are considered when development come to Technical Review Committee for city parcels. Harris Teeter as example of future development along West Ashley Circle. Glenn McConnell Widening will provide for additional connection by completing a trail from Magwood to West Ashley Circle; New pedestrian routes exist along Sanders Road to Wild Cat Boulevard;



WEST ASHLEY

BIRTHPLACE OF CHARLESTON

The information contained herein has been obtained from sources deemed reliable. While every reasonable effort has been made to ensure its accuracy, we cannot guarantee it. No responsibility is assumed for any inaccuracies.

Data was sourced from City of Charleston, Charleston County, and other partner organizations

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