The Charleston Peninsula Plan

THE CHARLESTON STANDARD

2026

North Central Neighborhood Association Meeting September 15, 2026

The Charleston
Peninsula
Plan

Land Use & Zoning

Housing &
Affordability

Infrastructure

Urban Design &
Architecture

RESIDENTS FIRST

Transportation/Mobility

Visitor Accomodations

Economic Development &
Local Businesses

Public Spaces &
Attractions

Arts & Culture

Parking

Budget Priorities

THE CHARLESTON
STANDARD

(Tourism Management Plan update)

Governance &
Administration

Regulation &
Enforcement

Marketing &
Communications

Livability &
Public Safety

Why do we need a plan?

We’ve got some challenges..



The Charleston Peninsula Plan

is a *City-sponsored, community-driven* master plan to serve as a strategic playbook to tackle the Peninsula's most complex challenges on the Charleston Peninsula – *from the Battery to the Neck* – related to **transportation, flooding, housing, public space, tourism, economic development, arts & culture, and**

We’ve got a lot going on...

ACTIVE PROJECTS (CITY & PRIVATE)

MAJOR PENINSULA PROJECTS

1. ASHLEY RIVER CROSSING
2. LOWCOUNTRY LOWLINE
3. BATTERY EXTENSION
4. LOWCOUNTRY RAPID TRANSIT
5. NEWMARKET CREEK PARK
6. MAGNOLIA LANDING
7. MUSC CAMPUS MASTER PLAN
8. UNION PIER
9. PROJECT 3500

PENINSULA-WIDE/CITY-WIDE PROJECTS

10. JUST ECOLOGICAL CORRIDOR
11. SAFE STREETS 4 ALL
12. BLOOMBERG RESPONSIBLE TOURISM STUDY
13. TST 2026
14. ZONING CODE REWRITE



It’s long overdue…

The 1999 Downtown Plan

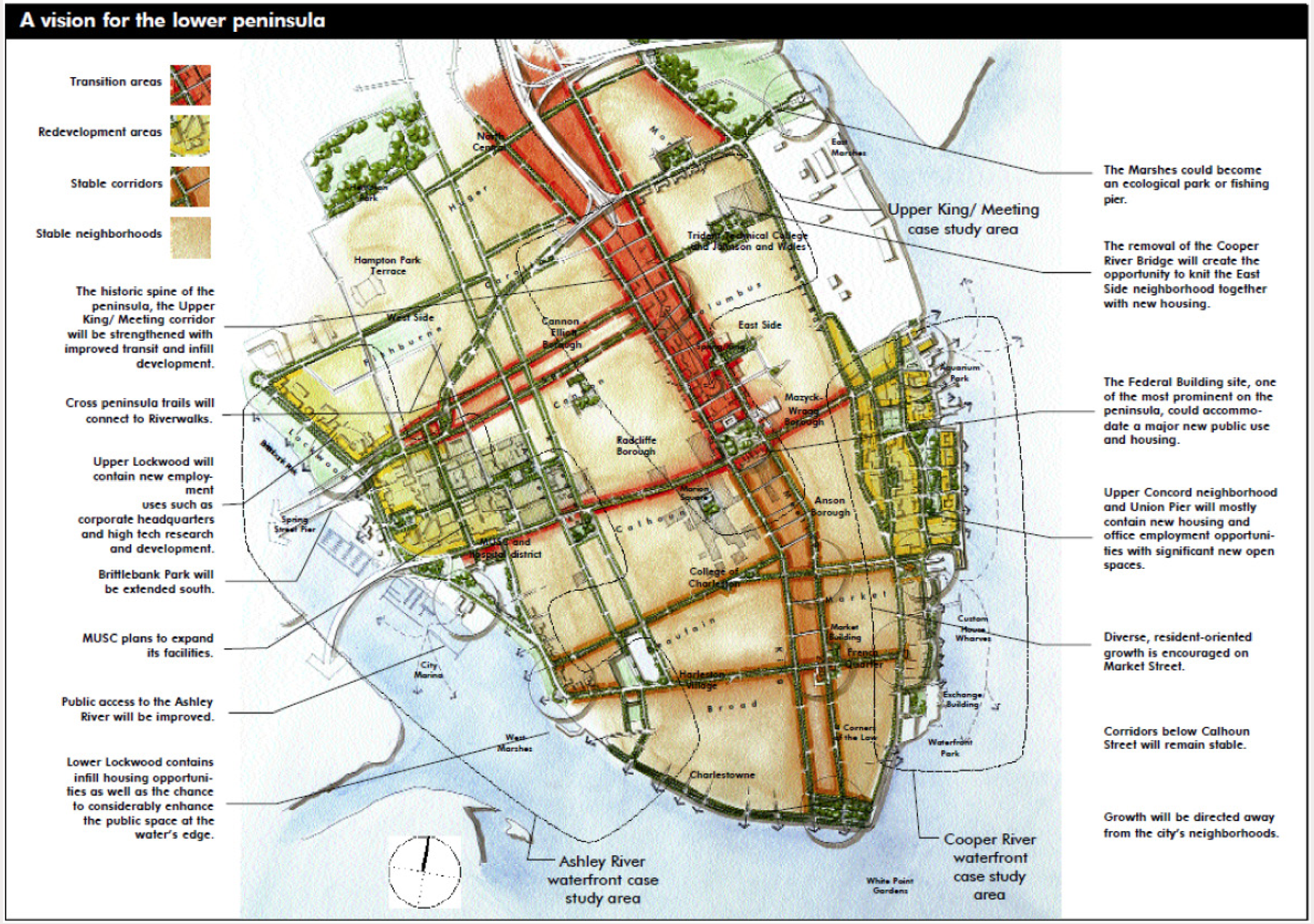
A 20-year vision for the lower peninsula

9 Principals

1. Nurture inclusive, vibrant neighborhoods.
2. Pursue economic diversity.
3. Foster sustainability
4. Reinforce the existing urban structure
5. Respect the grain, scale and mix of the peninsula's urban fabric.
6. Ensure architectural integrity.
7. Encourage a balanced network for movement.
8. Use growth strategically.
9. Maintain downtown as the regional center of culture and commerce.

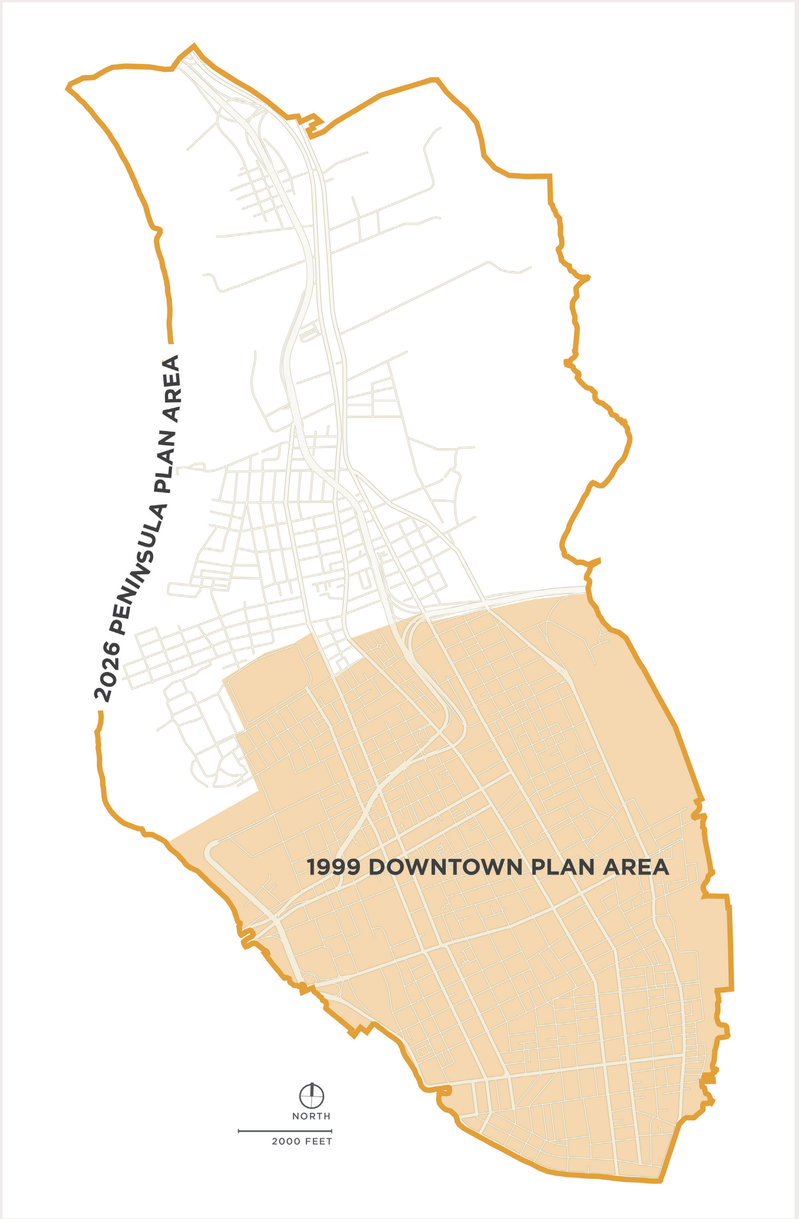
7 Case Studies

1. Cooper River waterfront
2. Union Pier master plan
3. Upper King/Meeting Corridor
4. Marion Square
5. Eastside neighborhood (old Cooper River Bridge)
6. Ashley River waterfront
7. The hospital district



PENINSULA PLAN AREA

from the Battery to the Neck



The Process

How the plan is being developed

PHASE ONE

September 2023 - July 2024

Project Kick-off, *September 19-21, 2023*

2 Open Houses

2 Stakeholder Workshop Days

Over **200** participants

Waterfront Land Use Planning, *December 11-13, 2023*

2 Open Houses

1 Waterfront Tour with neighborhood leaders and key stakeholders

Nearly **200** participants

Phase One Feedback Sessions, *February 1-6, 2024*

5 Neighborhood Listening Sessions (Gadsden Green, Bridgeview/Bayside Manor, East Central, Garden Hill/ Kiawah Homes/Joseph Floyd Manor and Rosemont)

1 Water & Equity Stakeholder Workshop

1 Public Forum

Over **150** participants

Asynchronous Virtual Meeting Survey (EN & ES), Nov 2023-July 2024, ***113 responses***

Regional Women & Minority-Owned Business Survey (EN & ES), Feburary-July 2024, ***79 total responses*** (52 complete, 27 incomplete)

Targeted Focus Groups

Branding Focus Group
City of Charleston Commission on Disability Issues
Members of the Mayor's Latinx Advisory Committee
Burke Highschool AP Class (Environmental Science & History)
MWBE & Economic Development Stakeholders
Charleston Fire Department
Charleston Police Department (Community Outreach)
Salud, Sabor y Conversaciones social at Santi's
Panel discussion hosted by "Charleston, Aqui Estamos"
Arts Groups/Creatives at Redux

Presentations

Charleston Metro Chamber of Commerce
Harbor Safety Committee
City of Charleston Human Affairs and Racial Conciliation Commission
Union Pier Stakeholder Advisory Committee
"I Like My Tea Sweet" by Tiny is Powerful, Ohm Radio
Rosemont Bingo Day
ECDC Monthly Meeting
Gadsdenboro Coalition Meeting

Pop-ups, Tabling & Canvassing

North Central, Silver Hill, Four Mile/Hibernian, Cooper River Courts, Meeting St. Manor, Kiawah Homes, Joseph Floyd Manor, Wraggborough Homes
Mall Park
Black Expo
Small Business Opportunity Expo
CPD Wellness Day for unhoused residents
Sightsee Market
Martin Park/Lee St Linear Park Workshop
Meeting Street Road Diet Open House
The Hope Center



Project Kick-off Open House, September 2023


Waterfront Stakeholder Tour, December 2023



Westside & Gadsden Green Listening Session, February 2024

PHASE TWO

July 2026 - January 2027

JULY-OCTOBER

Consensus-Building

Staff use input and data from phase one to develop the plan while seeking continued public input and feedback.

NOVEMBER

Draft Plan

Staff present the draft plan for feedback.

DECEMBER-JANUARY

Plan Adoption

Public hearings before Planning Commission and City Council.









SO FAR...

WHAT WILL THE PLAN DOCUMENT ADDRESS?

Draft Guiding Strategies



Public Realm

Invest in infrastructure improvements that enhance our resilience, connect communities to water and vibrant public spaces, and provide transportation choice through a balanced mobility network.



Private Realm

Guide growth strategically to create more housing opportunities for the peninsula's workforce, while ensuring architectural integrity and respecting the grain, scale and mix of the Peninsula's urban tapestry.



Economy

Support a diverse local economy that prioritizes the needs of residents, helps local businesses thrive, and maintains the Peninsula as the regional center of culture and commerce.

Draft Table of Contents

This Document

- Purpose
- How to navigate
- How it was made

The Peninsula

- The study area
- About the Peninsula: past, present and future
- Community voices: challenges & opportunities

The Plan

- Master Plan Map
- Guiding Strategies
- Action Frameworks

Demonstration Areas

- Mount Pleasant St / King St / Meeting St
- The Neck (north of Mount Pleasant St)
- Eastside: Cooper River Bridge redevelopment area
- Westside: WestEdge and MUSC redevelopment area

Implementation Matrix

- Action steps that translate directly to staff work plans and City budget cycles.

Focus Areas: North Central/Lowline/King St





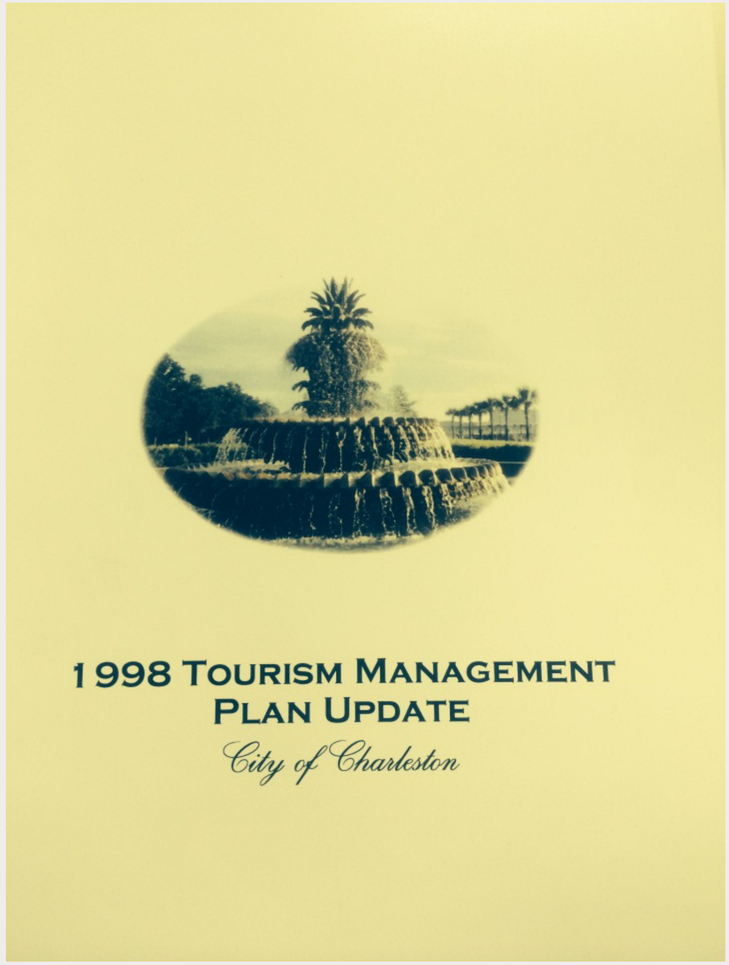


THE CHARLESTON STANDARD

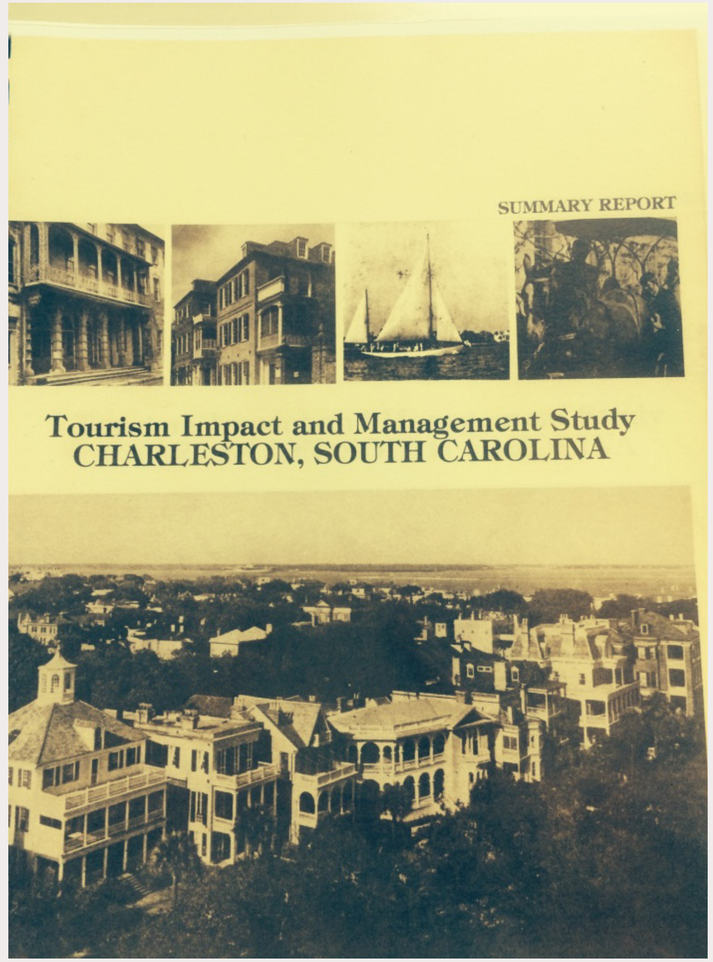
PREVIOUS PLANNING



1978



1994



1998

PREVIOUS PLANNING CTD.

TOURISM MANAGEMENT PLAN

2015 Plan Update



Charleston, South Carolina

2015

COLLEGE of CHARLESTON
THE RILEY CENTER FOR LIVABLE COMMUNITIES
1770

Community Perception of Tourism in Charleston

Final Report
November 2023

2023

Bloomberg Associates

Responsible Tourism Initiative Recommendations

2026

FIVE PILLARS

THE CHARLESTON STANDARD

1 RESIDENTS FIRST

Put residents* and livability at the center of tourism decisions.
**Includes local businesses (run by residents!)*

2 THE CITY OWNS THE DATA

City driven data to guide policy, infrastructure, and projects.

3 SPREADING THE LOVE BEYOND THE PENINSULA.

Promote destinations and amenities throughout Charleston beyond the Peninsula.

4 MORE ENFORCEMENT AND MANAGEMENT TOOLS

Support sustainable tourism through policy, enforcement, and infrastructure improvements.

5 NEW REVENUE OPPORTUNITIES

Identify funding sources to help manage tourism impacts and City costs.

GET INVOLVED



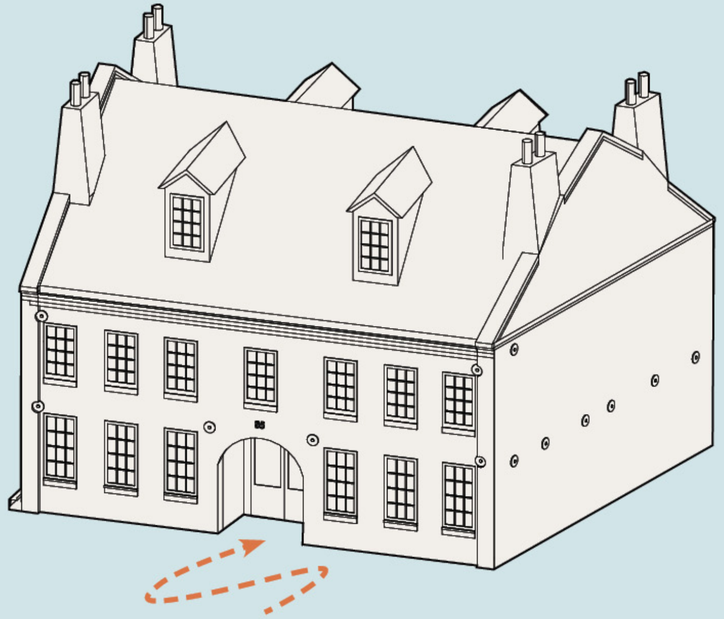
Peninsula Plan

OPEN STUDIO

Thursdays 3-6 pm

Charleston Civic Design Center
85 Calhoun Street

SOFT OPENING	July 9
UPPER PENINSULA & NECK AREA	July 16
MAGNOLIA LANDING	July 23
LOWCOUNTRY LOWLINE & NEWMARKET CREEK	July 30
SAFE STREETS 4 ALL	August 6
JUST CORRIDOR	August 13
PUBLIC ART INITIATIVE	August 20
LCRT	August 27
PROJECT 3500	September 3
BATTERY EXTENSION	September 10
MUSC DOWNTOWN CAMPUS MASTER PLAN	September 17
TOURISM MANAGEMENT	September 24
TOURISM MANAGEMENT	October 1
TOURISM MANAGEMENT	October 8
TST	October 15
ZONING CODE REWRITE	October 22
OPEN - TBD	October 29



FIRST TIME AT THE CIVIC DESIGN CENTER?

Bike Parking: Racks on the east side of the building
Vehicle Parking: Hourly parking in the Gaillard Deck
Bus (free): DASH 210, Route 10 connection at the Visitor's Center

SAVE THE DATE!

Public Forum
Thursday, November 19, 6-7:30pm
Burke High Auditorium

Where staff will present a complete draft of the plan and request feedback before making final revisions.

THE CHARLESTON
STANDARD

Come to a Peninsula Plan Open Studio!

September 24 | October 1 | October 8

Take the Tourism Impacts Survey!

Stay in touch!

The Charleston Peninsula Plan

Email: peninsulaplan@charleston-sc.gov

Call/text: (843) 834-5268

Website: www.charleston-sc.gov/peninsulaplan

Social media: @charlestoncity

Sign up for the City newsletter!



Kids at Martin Park assisting with canvassing in the Eastside

THE CHARLESTON STANDARD

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