A woman with blonde hair, wearing a white, long-sleeved, button-down dress with ruffled cuffs and a dark sash, is smiling. She is holding a woven basket filled with several ripe peaches. She is wearing a gold necklace with a circular pendant and a pearl earring. The background is a soft-focus outdoor setting with greenery and a wooden fence.

# Ashley Landing

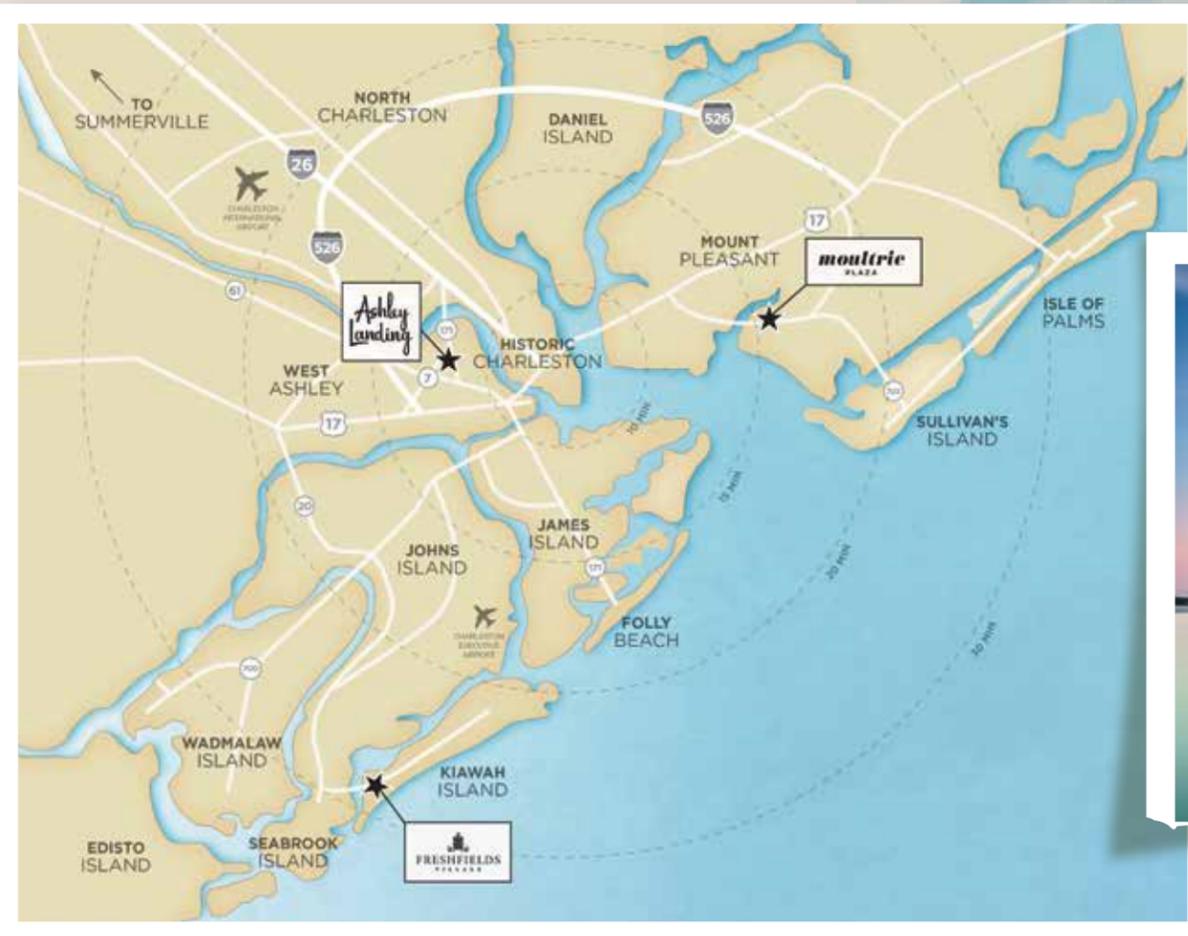
WEST ASHLEY  
CHARLESTON

AN EDENS PLACE

## WEST ASHLEY THE BIRTHPLACE OF CHARLESTON

Situated just a short distance to the west of Downtown, West Ashley has been noted as the birthplace of Charleston and the first permanent settlement in the Carolinas in 1670.

With Ashley Landing serving as the gateway into West Ashley, it becomes the third significant addition to the EDENS portfolio in one of the fastest growing markets in the U.S. In addition to Ashley Landing, EDENS owns Freshfields Village, an iconic retail destination located in Kiawah Island, SC, as well as Moultrie Plaza in Mount Pleasant.



Brimming with an array of attractions and amenities celebrated by travelers from around the globe, its little wonder that Charleston with its quaint cobblestone streets, combined with the majestic architecture, are consistently voted **top travel destinations** in the U.S. by the likes of *Travel + Leisure*, *Condé Nast*, *Southern Living* and *Forbes* magazines.



ABOUT  
CHARLESTON

*Handwritten text in cursive script, partially obscured and difficult to read.*



### POPULATION

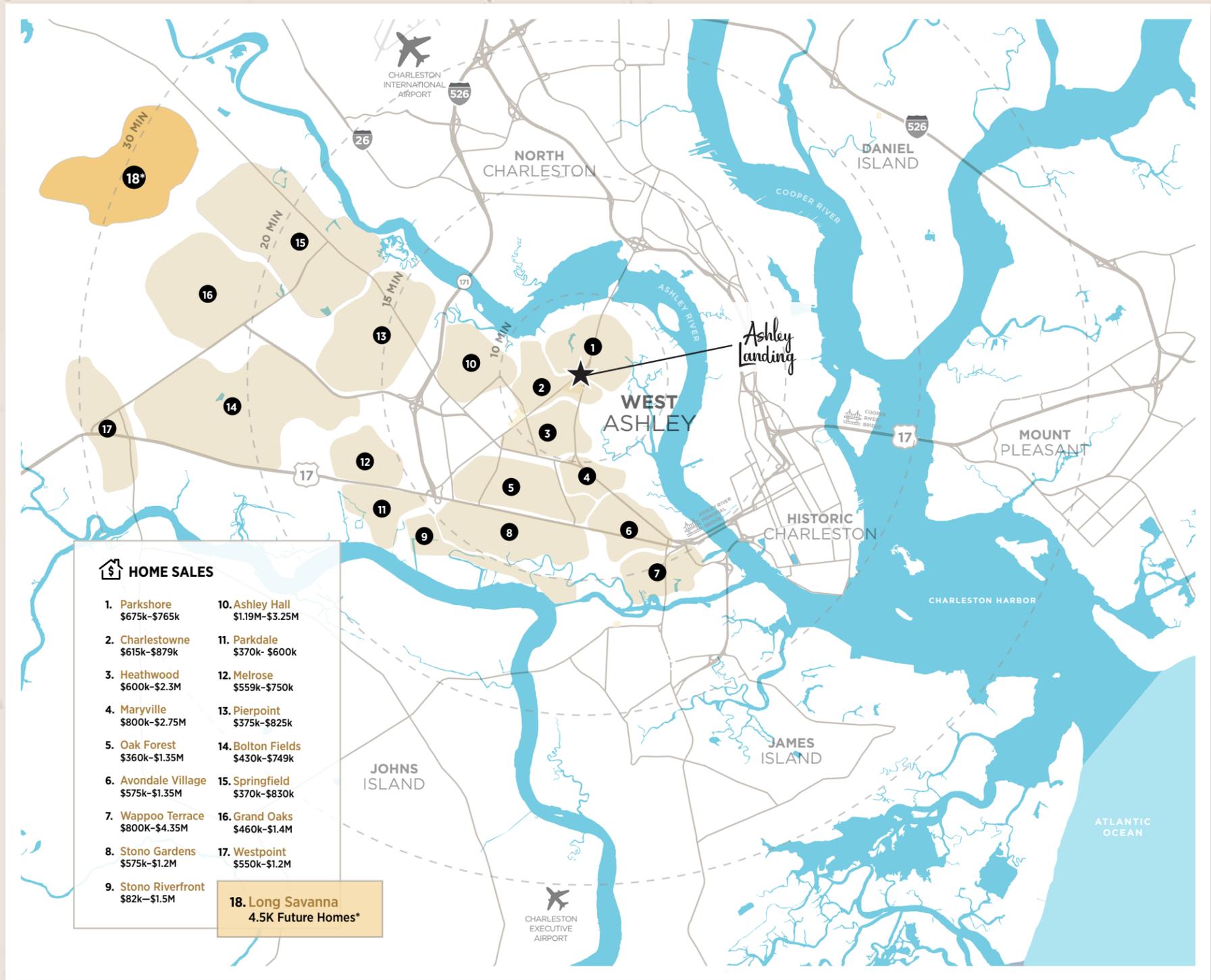
- 1) Charleston's population has increased 21% since 2014.
- 2) 44 people move to Charleston each day
- 3) Charleston is projected to reach 1M in full-time population by 2031 (currently 850k)

### TOURISM

- 1) Charleston sees over 7.6M visitors annually
- 2) Tourism is responsible for a \$12.8B economic impact

### RANKINGS

- #1 City in the U.S. (9th year in a row)
- #1 place to visit in the Carolinas
- #1 Best City in the South



**HOME SALES**

1. Parkshore \$675k-\$765k	10. Ashley Hall \$1.19M-\$3.25M
2. Charlestowne \$615k-\$879k	11. Parkdale \$370k-\$600k
3. Heathwood \$600k-\$2.3M	12. Melrose \$559k-\$750k
4. Maryville \$800k-\$2.75M	13. Pierpoint \$375k-\$825k
5. Oak Forest \$360k-\$1.35M	14. Bolton Fields \$430k-\$749k
6. Avondale Village \$575k-\$1.35M	15. Springfield \$370k-\$830k
7. Wappoo Terrace \$800k-\$4.35M	16. Grand Oaks \$460k-\$1.4M
8. Stono Gardens \$575k-\$1.2M	17. Westpoint \$550k-\$1.2M
9. Stono Riverfront \$82k-\$1.5M	18. Long Savanna 4.5K Future Homes*

## NOTABLE NEIGHBORHOODS WEST ASHLEY TOPS THE LISTS

With its central location, deep history, and serene neighborhoods, West Ashley is one of the most desirable residential communities in the Charleston metropolitan area.

As its name suggests, the community sits on the western side of the Ashley River, providing residents with stunning waterfront views and numerous parks and nature trails. Moreover, as the birthplace of Charleston, the community has undergone several decades of residential and business development. Not only does it have many historic sites and neighborhoods, but it also houses major roads, highways, and shopping centers.\*

\*Source: ChucktownHomes.com—"The Best Neighborhoods in West Ashley"

### CENTER DEMOGRAPHICS

	1 mile 2024	3 mile 2024	5 mile 2024
POPULATION	8,367	61,104	145,586
AVG HH INCOME	\$115,827	\$105,882	\$109,257
HOUSEHOLDS	3,834	27,660	65,883
MEDIAN AGE	41.1	37.1	36.5
COLLEGE EDUCATED	75.64%	79.97%	77.79%
AVG HOUSING VALUE	\$508,350	\$579,121	\$631,410

## TRANSFORMATION WHAT IS OLD IS NEW AGAIN

Ashley Landing is set to be transformed into a vibrant destination where the energy of the community comes to life.

Whether it's shopping, dining, or simply soaking in the atmosphere, this will be a place to gather, connect, and feel at home.

With lush green spaces, chef-driven restaurants, and a curated mix of local and regional retailers, it will become more than a shopping destination—it *will become a place to find your people, your favorites, and your moment to unwind.*



Ashley Landing was originally called "Ashley Plaza" and opened in 1964. The indoor portions of the mall was completed in 1972. It was the first indoor shopping mall in Charleston. The center officially was renamed to Ashley Landing to honor its proximity to Charles Towne Landing after the Hurricane Hugo renovation.

In revitalizing the center, EDENS hopes to capture a modern vision of lowcountry charm, with notes of nautical and historical references.

## CORE VALUES



### COMMUNITY CENTRIC

The design of the center will be created to foster a sense of belonging and community engagement.



### LOCAL AUTHENTICITY

Highlight the advantages of the rich history and local aesthetics of Charleston, while maintaining its social and cultural vibes.



### MULTI- GENERATIONAL

Ensure the space is welcoming and enjoyable for all ages and reflects the multi-generational dynamic of the community.



### OUTDOOR SPIRIT

Celebrating the love of nature and the outdoors, the center will feature a central green space which will host event programming for the whole family.

## SHOPPER PROFILES



### HANNAH & RUSSELL, 35

Household Income: \$425k

- Married with one child and one on the way.
- Her husband Russell is a dentist with his own practice and she is an elementary school teacher.
- Both grew up in Charleston and love spending as much time at the beach with friends and family as they can.
- Both on tennis teams and keeping fit is a top priority for the couple who love to go on runs together.



### AUDREY, 27

Household Income: \$90k

- Occupational Therapist for area School District
- Single
- Originally from Augusta, GA, she moved to Charleston to attend MUSC's highly ranked OT program.
- When she isn't working, her passion is growing her own garden and becoming as self-sustainable as possible. She also incorporates her love of gardening in programs where she teaches children sustainability.



### MEENA & TOM, 58

Household Income: \$300k

- Married with 4 kids—two in college, the other two working in Charleston and live nearby.
- Met in college in California, married and moved to Charleston where they could still live on the coast but have a lower cost of living than they would in California.
- Tom works as a psychologist and Meena is a nurse.
- The family is very close and spends time together regularly volunteering in their community.
- Meena is a master in the kitchen and recently wrote a cookbook inspired by her Hawaiian culture.
- Tom is an accomplished diver and is president of his local diving club.



### MARGARET & WALTER, 70

Household Income: \$250k

- Married to Walter, both retired.
- Margaret is a retired art professor from the College of Charleston; Walter, a retired aerospace engineer at Boeing.
- Margaret is a well-known painter and often has showings in local galleries.
- The couple loves entertaining their grandchildren who live in nearby Summerville.
- Walter plays golf; Margaret and friends have a thriving book club group that meets every month.



PROPOSED AERIAL RENDERING

## THE CENTER OF IT ALL

Embracing the spirit of West Ashley, this reimagined destination has the potential to become a beacon of community connection, recreation, and enjoyment for all.

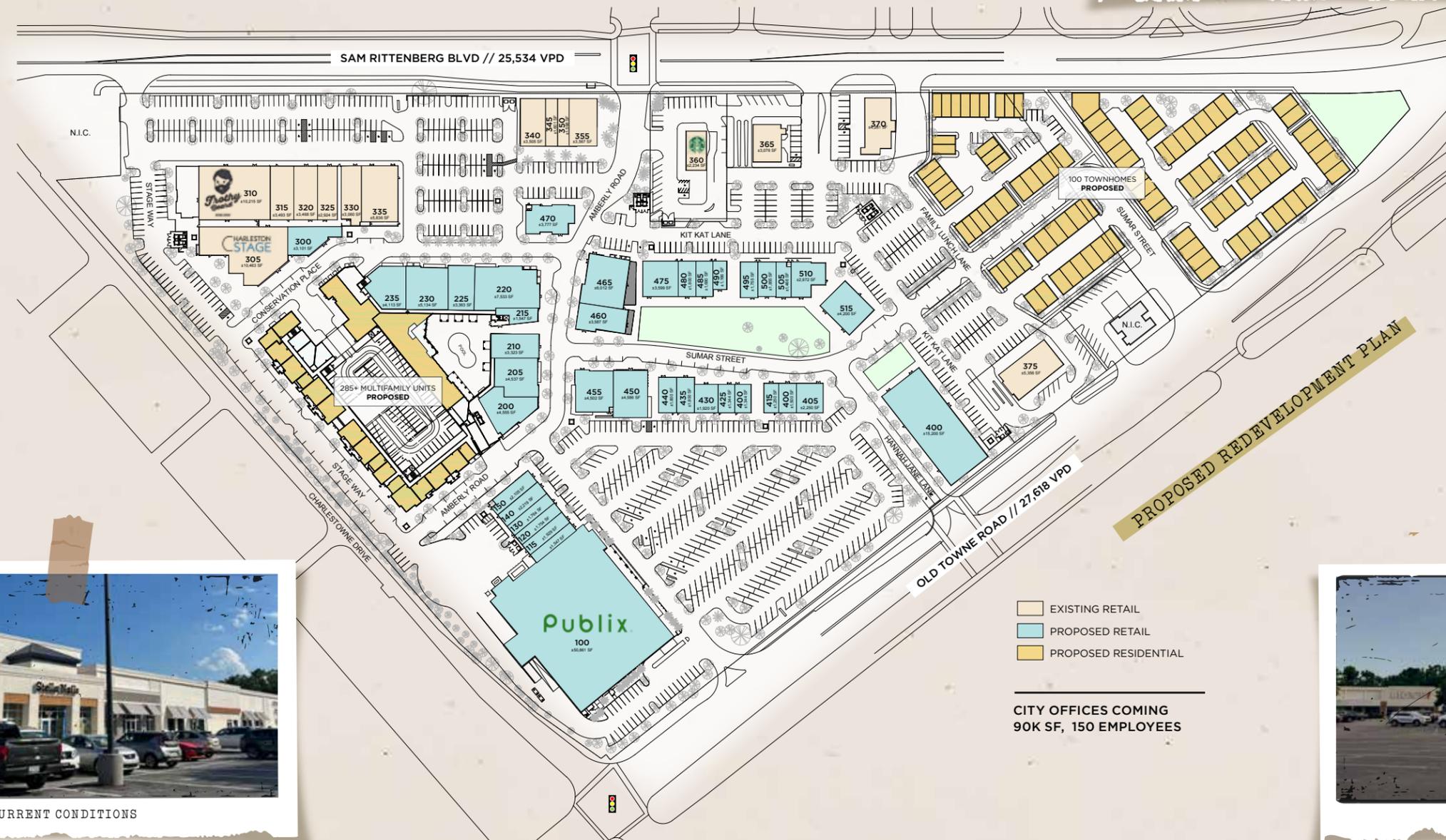
Ashley  
Landing  
WEST ASHLEY  
CHARLESTON

# A NEW CHAPTER IN THE STORY OF ASHLEY LANDING

Once an uninspiring traditional mall, Ashley Landing will become a vibrant community gathering place. Imagine a lively, welcoming space where families and friends of all generations come together, creating a modern tribe-like vibe through diverse activities and experiences.



CURRENT SITE AERIAL



CURRENT CONDITIONS



CURRENT CONDITIONS



CURRENT CONDITIONS

**AESTHETIC  
PRECEDENTS**



CONCEPTUAL  
RETAIL RENDERINGS



CONCEPTUAL  
RETAIL RENDERINGS



CONCEPTUAL  
RETAIL RENDERINGS



CONCEPTUAL MIXED-USE RENDERING





CONCEPTUAL MIXED-USE RENDERING



**DEMO & GROUNDBREAKING EVENT**  
**MAY 2025**



"Local leaders and community partners celebrate Ashley Landing project"

**Count on News 2**



"Demolition begins in West Ashley, making way for new Ashley Landing project"

**abc 4 NEWS**

"A shopping center redevelopment is a roadmap for managing Charleston's explosive growth"

**The Post and Courier**



"Ashley Landing will be the new heart of community in Charleston."

**El Informador**  
 Spanish Language Newspaper





Ashley  
Landing  
WEST ASHLEY  
CHARLESTON

1401 SAM RITTENBERG BLVD

**LEASING**

CATHERINE BICKFORD

[cbickford@edens.com](mailto:cbickford@edens.com)

803.744.2464

 EDENS®