Ashley Landing

WEST ASHLEY

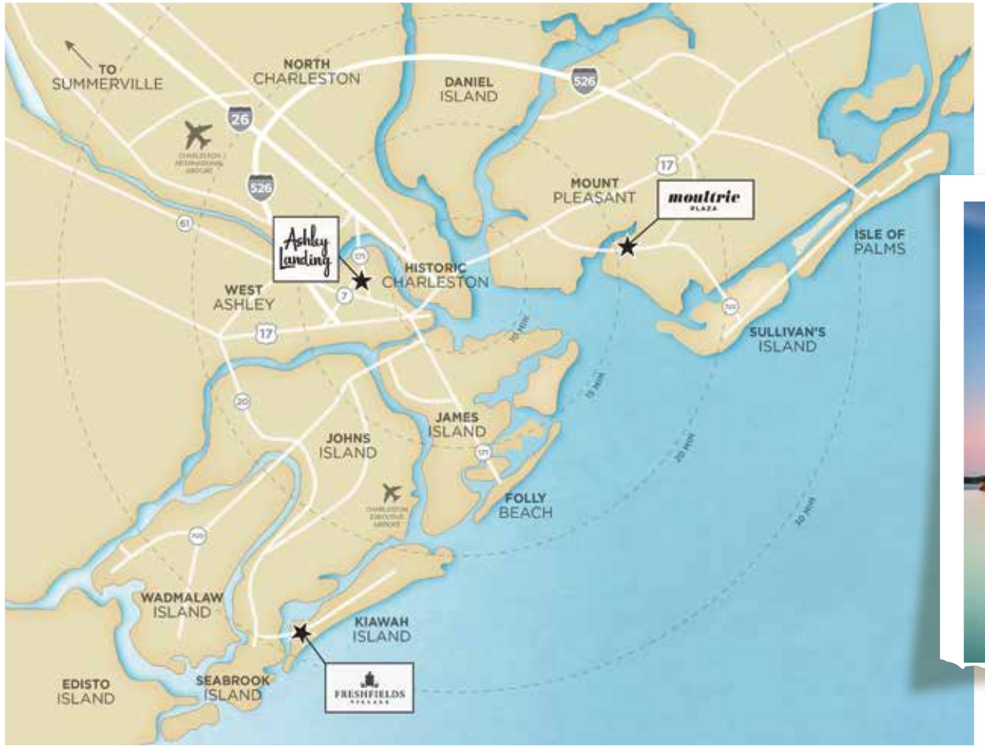
CHARLESTON

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.



ABOUT CHARLESTON

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





POPULATION

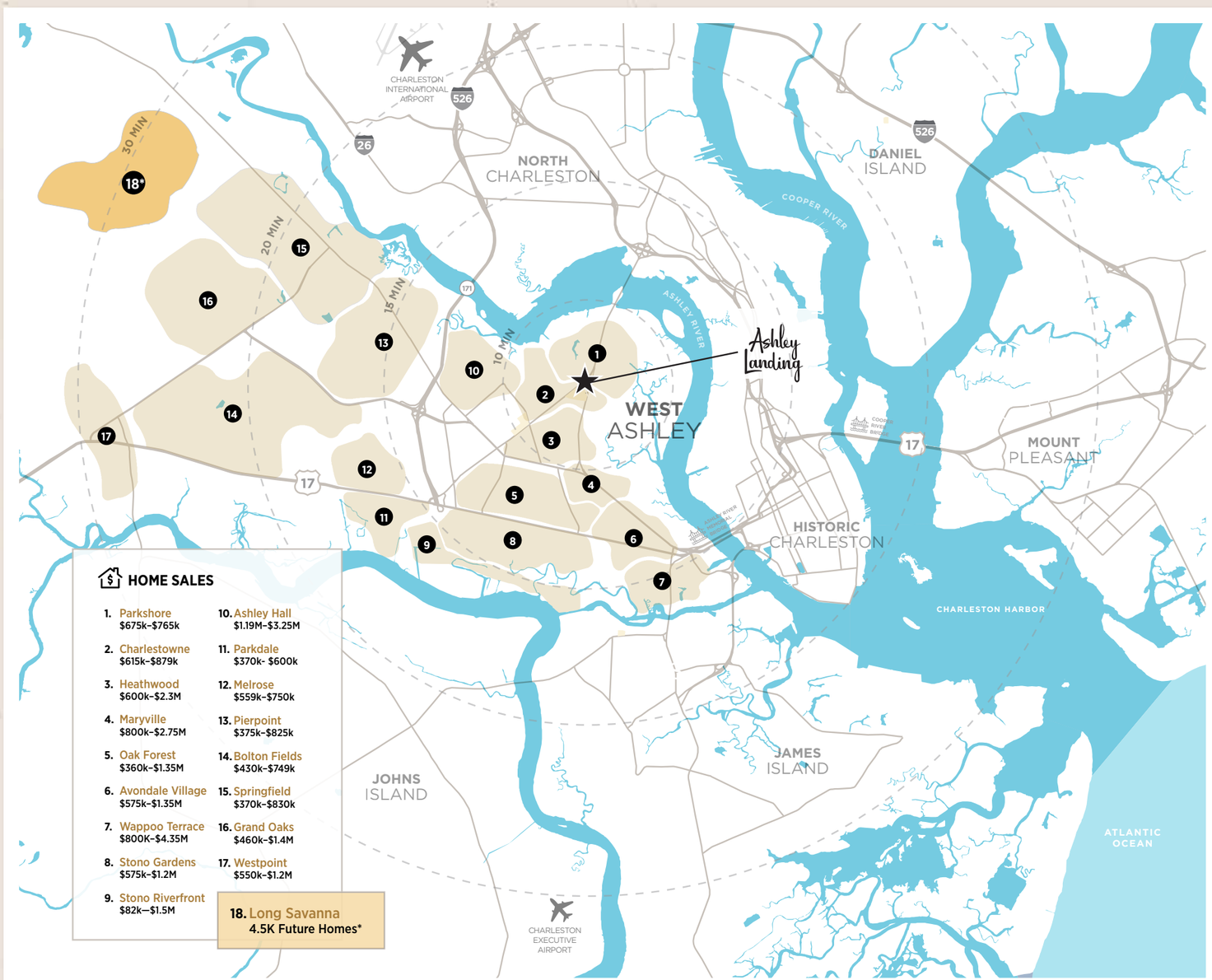
1) Charleston's population has increased 21% since 2014.
2) 44 people move to Charleston each day
3) Charleston is projected to reach 1M in full-time population by 2031 (currently 850k)

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



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"

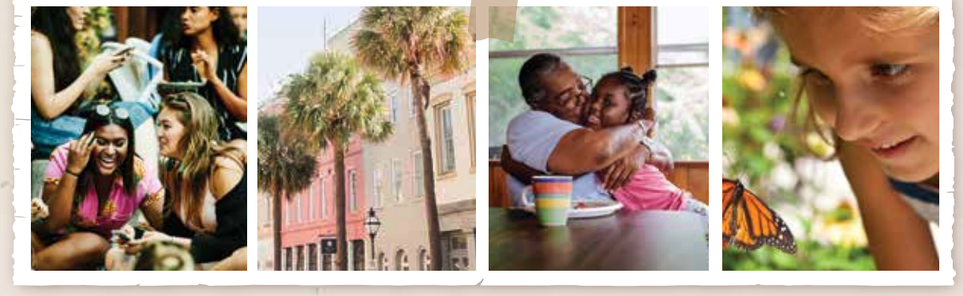
WEST ASHLEY
RETAIL



CENTER DEMOGRAPHICS

	1 mile 2026	3 mile 2026	5 mile 2026
POPULATION	9,191	59,723	151,999
AVG HH INCOME	$109,995	$130,964	$129,461
HOUSEHOLDS	4,620	28,010	71,251
MEDIAN AGE	40.5	38.3	37.4
COLLEGE EDUCATED	52.7%	48.9%	51.3%
AVG HOUSING VALUE	$526,324	$599,071	$665,207

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 w/one child and one on the way.
- Russell is a dentist 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 School District
- Single, originally from Augusta, GA, moved to Charleston to attend MUSC's OT program.
- Has a passionfor 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—2 in college, the other 2 working in Charleston and live nearby.
- Met in college, married and moved to Charleston.
- Tom is a psychologist and Meena, is a nurse.
- The family spends time regularly volunteering in their community.
- Meena recently wrote a cookbook inspired by her Hawaiian culture.
- Tom is president of his local diving club.



MARGARET & WALTER, 70

Household Income: $250k

- Married. Margaret is a retired art professor from the College of Charleston; Walter, a retired aerospace engineer at Boeing.
- Margaret is a painter and often has showings in local galleries.
- They love entertaining their grandchildren who live in nearby Summerville.
- Walter golfs; Margaret & friends have a thriving book club group that meets every month.



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.



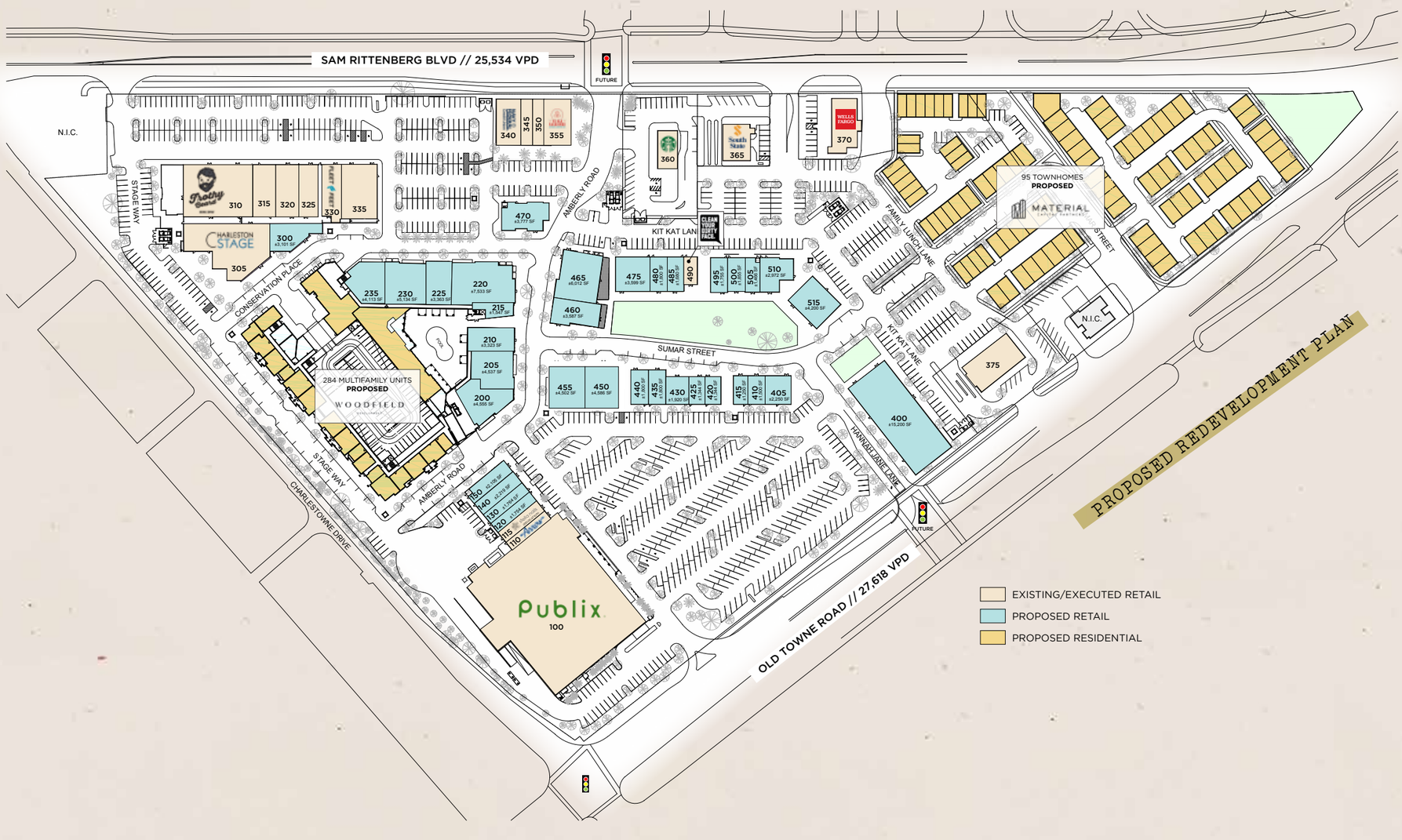
PROPOSED AERIAL RENDERING

THE CENTER *OF IT ALL*

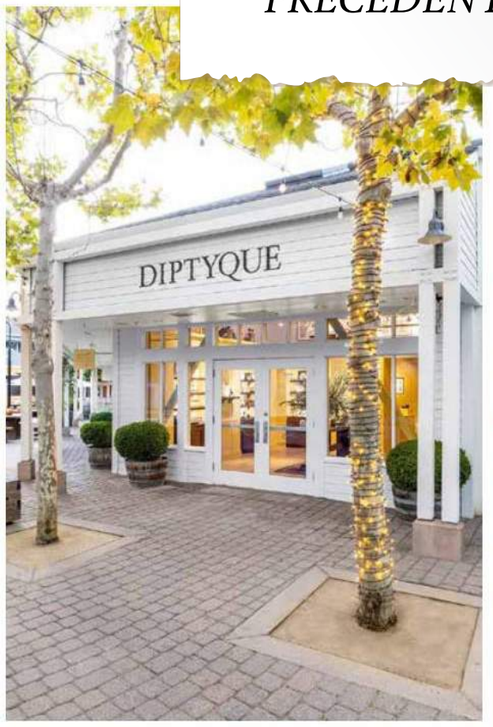
Embracing the spirit of West Ashley, this reimagined destination has the potential to become a beacon of community connection, recreation, and enjoyment for all.

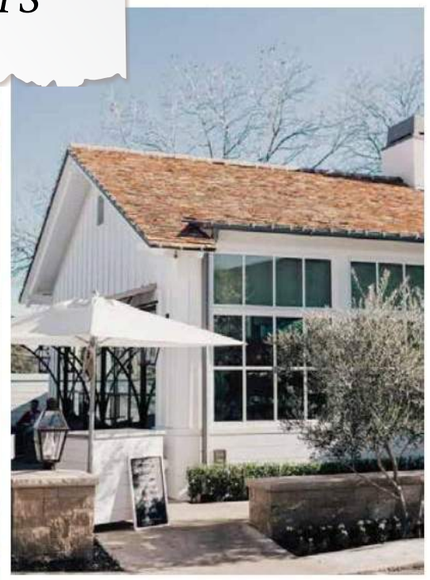
A NEW CHAPTER
IN THE STORY OF ASHLEY LANDING

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.



AESTHETIC
PRECEDENTS























CONCEPTUAL
RETAIL RENDERINGS



CONCEPTUAL
RETAIL RENDERINGS



CONCEPTUAL
RETAIL RENDERINGS




CONCEPTUAL MIXED-USE RENDERING
the loop
CASA DE SUNA


CONCEPTUAL MIXED-USE RENDERING
BOTANICO
YAMASA
cozé
CHEF
HOUSE

DEMO & GROUNDBREAKING EVENT

MAY 2025







"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

CONSTRUCTION PROGRESS

AUG 2026























ENRICHING COMMUNITY

EDENS purpose is to enrich community through human engagement. We are the owner, developer and steward of a nationally leading portfolio of more than 100 open-air retail and mixed-use places in high-growth markets coast to coast. We design our places to achieve 3.5 trips per week and 5 hours of dwell time, reaching over 15 million people daily. We know that when people come together, they feel a part of something bigger than themselves and prosperity follows – economically, socially, culturally and soulfully.

OUR WORK IS BIGGER THAN REAL ESTATE; *WE ARE IN THE BUSINESS OF HUMANITY.*

$7B IN REAL ESTATE ASSETS

100 COMMUNITY-FOCUSED PLACES

$10.1B IN AVG. BUYING POWER*

15M DAILY REACH AT OUR PLACES

13 MAJOR MARKETS

215 TEAM MEMBERS

3 INSTITUTIONAL INVESTORS



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Ashley Landing

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LEASING

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