Charlestowne Neighborhood Association

Make Your Voice Heard in Charleston's Two Big Planning Efforts

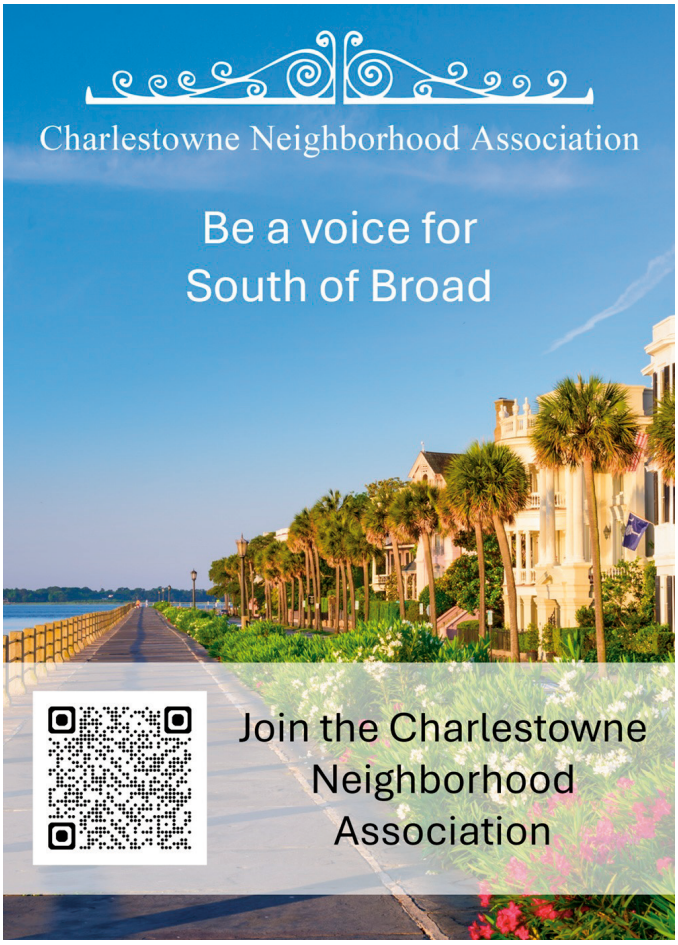
BALANCING LIVABILITY, tourism and growth remains an important issue for those of us who live on the peninsula. Two current city planning initiatives—the Charleston Peninsula Plan and the Charleston Standard—address that balance. At the September membership meeting of the Charlestowne Neighborhood Association (CNA), Senior Planner Chloe Stuber and Director of Livability and Tourism Amy Southerland presented updates on these closely connected initiatives.

Both plans are still in development, which gives you a real chance to share concerns and shape decisions about livability in Charleston. It is not coincidental that these efforts are happening at the same time and they overlap on several themes: transportation, economic development, public spaces, parking, revenue, and data. Though they each have their own focus, both are guided by one key principle: residents come first.

The Charleston Peninsula Plan

This city-sponsored, community-driven master planning effort will guide how Charleston tackles challenges on the peninsula. It replaces the 1999 Charleston Downtown Plan, which established strong urban design guiding principles, but only encompassed the lower part of the peninsula (Hampton park and below) and was due for an update.

Work on the plan began in 2023, and over the past year, the team has held a series of community sessions to gather feedback and synthesize it, and is currently in process of building consensus. Draft elements of the plan will be presented November 19, with adoption to follow. With significant developments on the horizon such as the Battery Extension and Union Pier, this plan will guide how these projects integrate with the City and preserve livability for residents.



The Charleston Standard

The Charleston Standard is the City's tourism management plan. Charleston was the first U.S. city to adopt one in 1978 with updates in 1994, 1998, and 2015. Bloomberg Associates were engaged to provide an outside perspective on tourism in Charleston. They reviewed best practices, analyzed available data, and interviewed more than 70 community stakeholders. Their recommendations were used to start the conversation with residents. The tourism management plan effort is in earlier stages than the Peninsula Plan, with more feedback currently being reviewed, but they still have a goal for adoption in early 2027. It should come as no surprise that the two major interests of residents that they noted were stronger overall enforcement and communications to visitors about expected behaviors.

How can we participate?

Residents are encouraged to get involved in several ways:

- Attend the State of Our City presentation Nov 12, 5:30-7:00pm at Burke High School
- Attend the Peninsula Plan presentation Nov 19, 6:00-7:30pm at Burke High School
- Sign up for updates at **www.charleston-sc.gov/NotifyMe**. Select "Peninsula Plan and Projects" under Calendars
- Be on the lookout for results of the Tourism Survey via the City newsletter or the Charleston Standard website (QR code below)
- Reach out to **peninsulaplan@charleston-sc.gov** and **southerlanda@charleston-sc.gov**

Mark your calendars for these upcoming CNA events:

November 2 and November 12: Meet Your Neighbor Socials
November 8: South of Broad Neighborhood Clean-Up Event
December 3: Annual Membership Meeting

View more information on each of the plan websites by scanning the QR codes below:

The Charleston Peninsula Plan

THE CHARLESTON STANDARD