



A FRAMEWORK FOR ECONOMIC DEVELOPMENT

The starting point of an effective strategy for economic development and revitalization is the physical plan that lays out a framework for development in the Neck area.

Besides establishing guidance for land use, transportation and environmental sustainability, the plan also presents a compelling vision for the Neck area's future that will inform investment.



Walkable Retail Space

ENCOURAGING A SUPPLY OF PRODUCT

In order to capture new investment and attract new residents and businesses, the Neck area must be able to offer a supply of development product that is competitive in multiple market sectors. It is through new development product that the Neck area can attract new residents, new businesses and jobs, and new consumer spending by residents and non-residents alike, while also providing greater housing options for residents at all stages of life.

The strategies listed below are intended to encourage and facilitate the creation of development product across a variety of key types:

Strategies to Encourage Creation of Development Product

Developable Land

- ❖ Consider strategic land acquisitions
- ❖ Align zoning with the Master Plan

Mixed Use Centers Around Transit

- ❖ Create interim and final zoning for transit-oriented development
- ❖ Development incentives and infrastructure financing

More and Diverse Housing

- ❖ Encourage new mixed income and affordable housing
- ❖ Facilitate the restarting or repositioning of existing proposed projects

Work Spaces

- ❖ Establish and capitalize on business/technology incubators
- ❖ Encourage work space development in key locations and/or targeted industries

Retail and Local Services

- ❖ Improve walkability in key commercial districts
- ❖ Identify, preserve and manage key retail sites



CONNECTING RESIDENTS AND BUSINESSES

Connecting existing residents and businesses with the benefits and opportunities generated by the development that takes place around them is critical for achieving and sustaining prosperity in the Neck Area.

Programs that address long-standing needs in the Neck area such as education, health care, job training and housing can equip residents to compete effectively in a revitalized local economy and succeed in one of the key economic centers of the region.

Establish an Education and Job Training Committee

An Education and Job Training Committee should be established that has a clear mission, role and activities within the larger Partnership for Prosperity entity. The committee would:

- ❖ Work with key stakeholder organizations, service providers, and institutions
- ❖ Serve as a liaison with area employers, identifying the skills and employees they need and communicating those needs to the providers.



Work Spaces for High Tech

IMPLEMENTING REVITALIZATION OVER TIME

Effective organization will be important to the continued redevelopment of the Neck area.

Important Considerations

Program implementation should be undertaken by one convening, organizing and implementing entity. *Ensures close coordination between related initiatives and opportunities for leveraging resources.*

Creating land banks to acquire, prepare, hold and dispose of properties may be necessary. *Will preserve key sites for future development and manage availability of suitable land.*



Photo courtesy of northcharleston.org

Community spaces