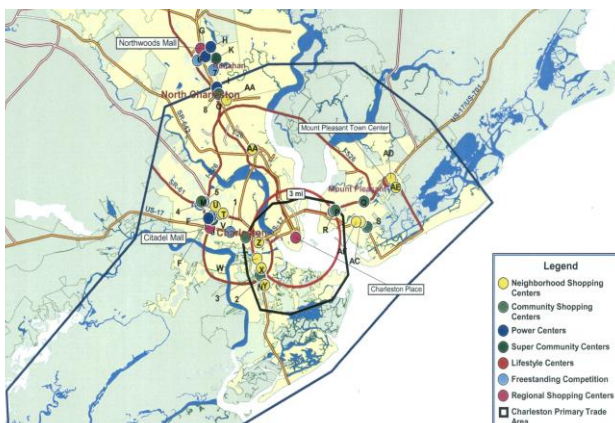




Gibbs Planning Group (GPG) was commissioned to determine the future amounts of supportable retail growth and develop a long-range plan for King Street and the Historic Market areas, as well as to define specific actions that can be taken by the city and merchants to strengthen their sales and trade areas.

Among GPG's recommendations were:

- Coordinate a binding Business Improvement District (BID) or equal to oversee the management, marketing and maintenance of the King District;
- Increase streetscape lighting levels; develop a "way finding" and "you are here" pedestrian signage system to highlight restaurants, shops, galleries and historic destinations;
- Add on-street parking meters with two-four hours permitted parking time; and
- Encourage larger modern retailers to fill underutilized large parcels along Upper King Street.



GPG recommended redevelopment of two vacant buildings. Mixed-use development of the Federal Building, using the ground floor for retail and the upper floors for office or residential space, provides an excellent mix in a prime location. The former library site was transformed into a gateway to the upper King Street area, with an anchor type of use, to help link the Upper and Mid-King business areas.

Charleston's Mayor Joseph P. Riley describes GPG's work as "*the Bible for the future of our historic district.*"