

## 6.5 Envision Williamston Community Plan: Implementation Strategy Board

| Strategies  | First Steps 2016  | Next Steps 2017-2018   | Long Term 2019-  | Goals  |
|---|---|--|--|--|
| <b>Economic Development:</b><br>Capitalize on Williamston's Potential | Develop retail retention/recruitment strategy<br>Food truck rallies and pop-up events<br>Walmart capitalization strategy<br>Main Street Challenge program<br>Recruit downtown restaurants | Recruit additional retail<br>Develop Downtown Farmer's Market<br>Explore retail incubator space<br>Winn-Dixie property redevelopment<br>Recruit 'destination' business downtown  | Financial tools for development-based infrastructure improvements<br>Explore facade master plan<br>Market study update   | <i>Williamston will succeed as a town with a multi-use downtown district with shopping, dining, offices, and increased residential units.</i>  |
| <b>Design and Planning:</b> Enhance Williamston's Quality of Life     | Update landscape, zoning, signage ordinances<br>Component facade grants<br>Abandoned and dilapidated buildings strategy<br>Community gateway signage<br>Phase 1 wayfinding                | Expand trail network to connect key community assets and neighborhoods<br>Improve Brookdale Park and Caroline Center<br>Performing arts center demand and feasibility market study<br>Relocate library downtown<br>Realign Pelzer Avenue and create commercial edge on Winn-Dixie property | Strategic neighborhood revitalization initiatives<br>Park connections from Mineral Springs Park to recreational fields, schools, Artory<br>Development-based infrastructure improvements | <i>Building on quality public investments, Williamston will continue to create a welcoming community through a pacesetter parks and open space system, walkable and bikeable streets, revitalized neighborhoods, and historic architecture. The corridors leading to downtown will achieve a level of design quality that compliments the Williamston will launch an aggressive messaging program that builds community pride while distinguishing itself as the destination of choice in the Greenville/Anderson growth corridor.</i> |
| <b>Branding and Marketing:</b><br>Maximize Williamston's Message      | Additional street banners to connect commercial districts<br>Plan implementation PR campaign  | Branded ads in area publications<br>Branded merchandise<br>Public art program<br>Creative downtown programming   | Billboards on I-85<br>Extended business hours campaign   | <i>Williamston will build strategic partnerships with organizations and individuals that are committed to bringing the recommendations of the Community Plan to fruition.</i>  |
| <b>Organization &amp; Implementation:</b><br>Getting the Job Done     | Adopt Community Plan<br>Create "Go Team"<br>Rebrand GWBA as PBA<br>HOWDY (Hands on Williamston Day, Y'all)<br>Annual meeting and report to thank volunteers and celebrate successes       | Partner with CTC and Anderson 1 for business and community development<br>Explore project-based partnerships with corporations<br>Explore development corporation model  | Explore partnerships with Pelzer and West Pelzer for regional recreational and cultural initiatives<br>Consider targeted plan updates  | <i>Williamston will build strategic partnerships with organizations and individuals that are committed to bringing the recommendations of the Community Plan to fruition.</i>  |

**Lead Organizations:** 1-Town of Williamston; 2-Main Street/Envision Williamston; 3-Community Plan Steering Committee; 4-GWBA; 5-Town of Williamston Parks & Recreation Dept.; 6-Anderson County EDC; 7-SCDOT; 8-Private Developer; 9-Anderson 1 School District; 10-Towns of Pelzer/West Pelzer; 11-All